

Melting Pot Café Assignment

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COMP.5209 – Interface Analysis and Design

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Abstract:

This document aims to design a functional website for The Melting Pot Café at Toi Ohomai's Mokoia campus. Inside you will find flowcharts, rich pictures, wireframes, mood / story boards, design explanations and research findings.

Brief:

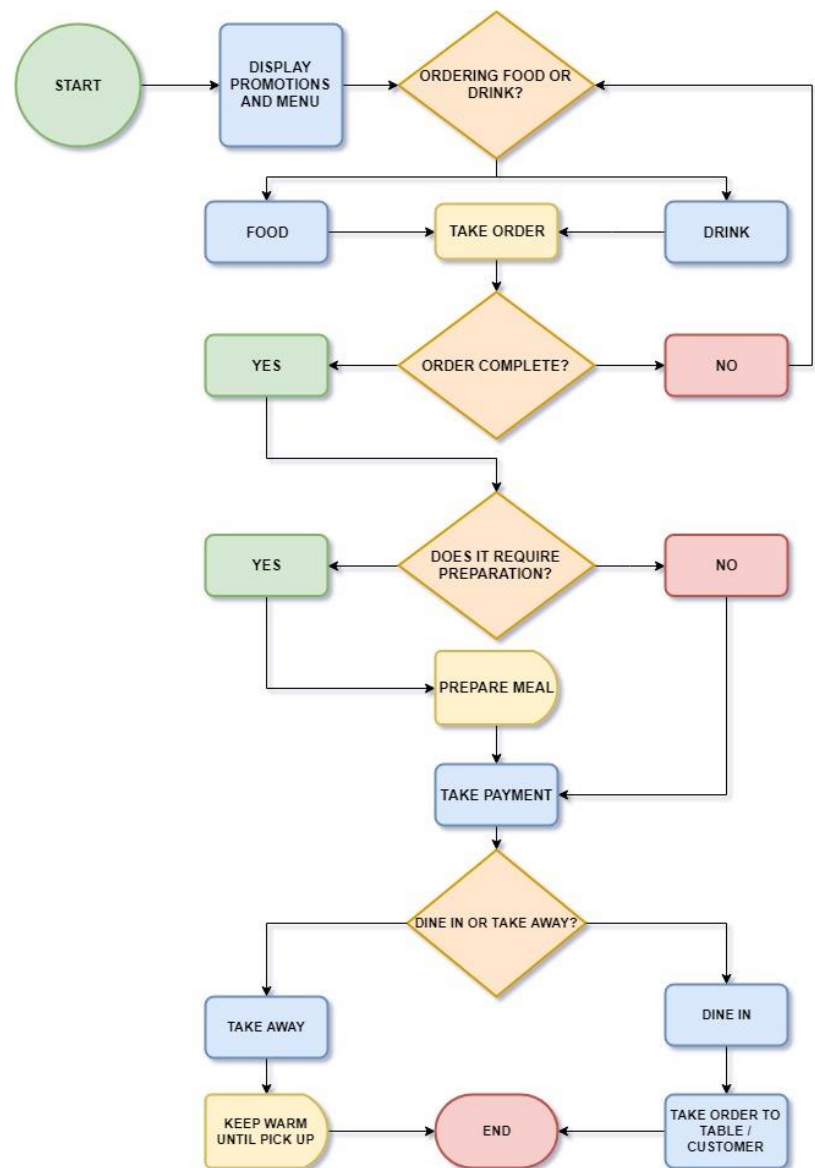
The brief is to look at the buying and selling component of The Melting Pot Café and design our own systems around it using flow charts, rich pictures and bootstraps with the end result being that further down the line we will be designing a website for the café.

Flow chart:

The principal behind this flow chart is that customers can view the menu, and then based on that, plan what they want to order, whether that is food or drink that needs to be prepared or it comes premade then choose whether they are dining in or taking away.

This process is designed to be streamlined for fast and efficient service so that the customers (**people**) ordering (**activity**) in the café (**context**) are retained and service is maximized.

Using a payment system that accepts credit cards as well as cash in tandem with the usual café **technologies** such as Wi-Fi, cash registers, coffee machines etc. we can achieve speedy results and get more people in and out quickly which serves both customer and business. Customers with positive service are likely to return and serving more people means more profit to be made.

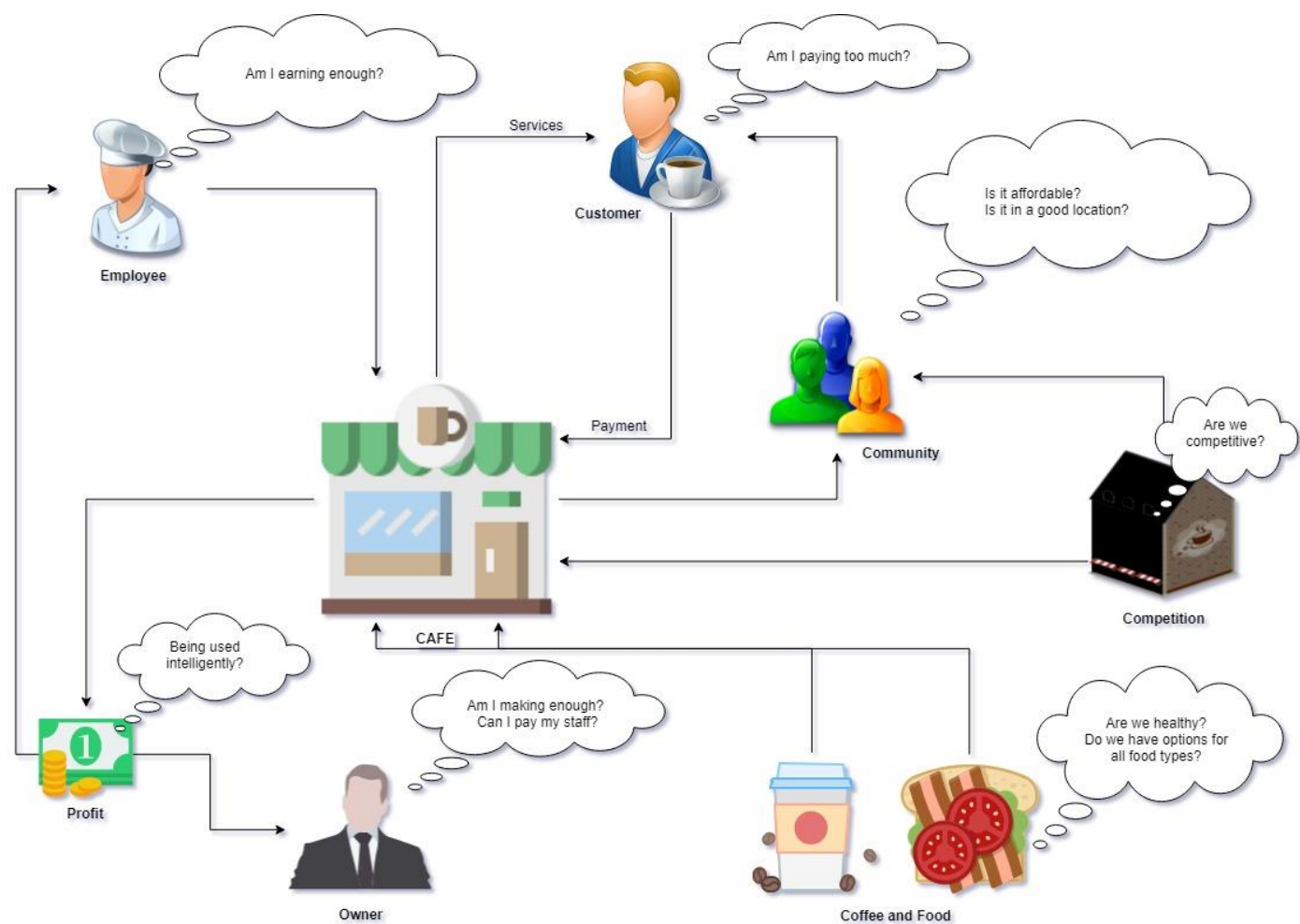


Rich Picture:

The rich picture below illustrates the cyclical nature of different connections in the café's ecosystem.

As you can see the café serves the community by providing meals and a social setting, customers serve the café by buying products and helping make money, this money is then in turn used to pay staff, purchase more ingredients to produce more food and competition helps keep owners on their toes and continue to improve the business.

This creates a synergy between all parts of the business cycle, as each one promotes the use of the café while also providing a service for the community.



PACT Design Explanation

The melting pot café provides more than just food on campus and this can be broken down with the PACT acronym.

PEOPLE: As a café, there are a multitude of users involved in both the running of the café and the atmosphere it provides. Some of these include employees who prepare the food and take orders, students who study on campus, teachers who teach on campus, students who are just socializing and catching up and even visitors. So, we can see that there are many more people involved than just the business / customer relationship.

ACTIVITY: Just as with people there are more than one activity to pursue within the melting pot café. The obvious activity is eating/drinking, but it also provides a social environment for students, teachers and visitors as well as a workplace for the café employees. Having a café on the campus also provides the polytechnic with a generating income.

CONTEXT: The social context involved with having a café on the campus means students can socialize with friends between classes, teachers can socialize with students between classes and the school community in general benefits from having a safe area to gather.

TECHNOLOGY: The melting pot café is supported by their equipment that allows them to provide the food and drink that they provide for their customers. Some of this technology includes Fridges, Ovens, Microwaves, Cash Registers, Coffee Machines as well as things that are less obvious like social media, Internet, good lighting, heating and other quality of life technologies provided for the benefit of the user.

So, we can see by breaking things down into different PACT categories that there is a lot more involved in the process than you might think, as mentioned previously the business / customer relationship is only one facet of running a successful business and is only a surface level interaction.

Getting to a point where you can start looking at PACT designs you need to consider a few different things.

Function: What is the function of a café? To provide a place where people can eat and drink, as well as socialize with friends or colleagues.

Design: How is a café designed to achieve this? By putting out seating and providing a comfortable environment that people want to stay in while they eat. By employing staff who can prepare quality and tasty food to provide to the customer.

Framework Options

Bootflat

<http://bootflat.github.io/>

Bootflat is an open source flat UI kit based on Twitter's Bootstrap 3.1.0 CSS framework. It provides a faster, easier and less repetitive way for web developers to create elegant web apps.

Bootflat offers a free PSD file including a set of beautiful components, which you can use to create startup projects, websites or iOS/Android Apps.

Features:

- Bootflat is built on Bootstrap 3.2.0: the sleek, intuitive, and powerful mobile-first front-end framework for faster and easier web development.
- Bootflat's components are built with HTML5 and CSS3. The pages use header, nav and section to build the layout. Bootflat also comes with several splendid colour schemes built-in and allows for easy customization.
- Bootflat uses lightweight high-function plugins for maximum performance, keeping CSS and JS file sizes down.
- Bootflat is fully responsive, built for mobile-first in mind. It provides off screen navigation, and almost all the widgets are compatible with all screen sizes.

Pure

<https://purecss.io/>

Pure builds on Normalize.css and provides layout and styling for native HTML elements, plus the most common UI components. It's what you need, without the bloat.

Pure is responsive out of the box, so elements look great on all screen sizes.

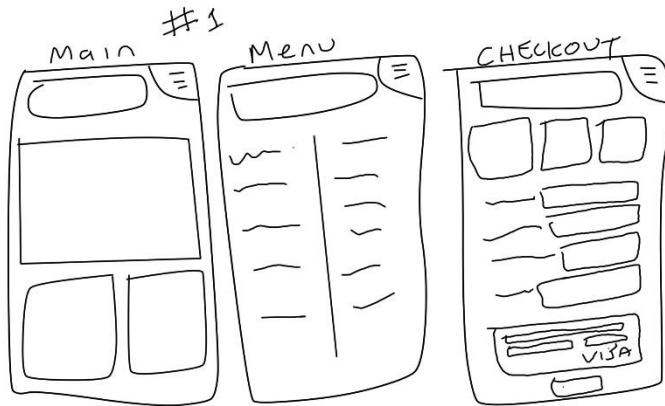
Pure has minimal styles and encourages you to write your application styles on top of it. It's designed to get out of your way and makes it easy to override styles.

Features

- A responsive grid out of the box, so elements look great on all screen sizes.
- Built on top of Normalize.css, a well-known open source project that renders elements more consistently and in line with modern standards and also works in older browsers.
- Advanced SEO optimization;
- Flexslider (Responsive Slider);
- Social links integration;
- Bi-directional right to left (RTL) theming;
- All the theme settings are multilingual variables.

Both frameworks would work well for my design as they are both lightweight, mobile first oriented and build upon preexisting popular frameworks such as bootstrap.

Design Sketches:

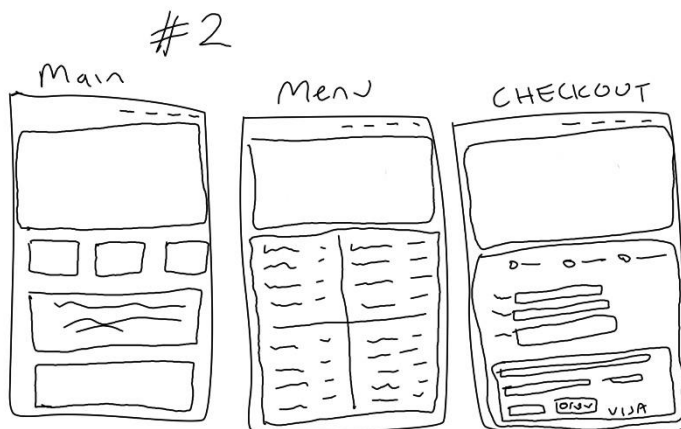


Pros:

- Simple and minimalistic
- Responsive

Cons:

- May not engage user
- Menu may be confusing
- No Text on Main page

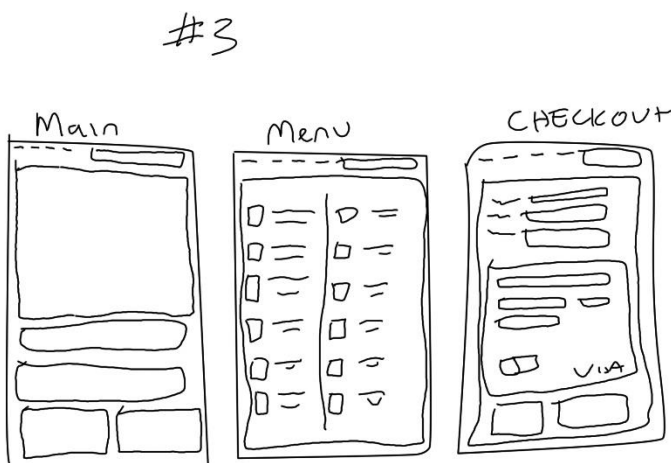


Pros:

- Menu is split between food and drinks
- Good use of space for text and images on main page

Cons:

- Navigation menu may not work on mobile well



Pros:

- Good balance of images
- Images on Menu
- Clean checkout

Cons:

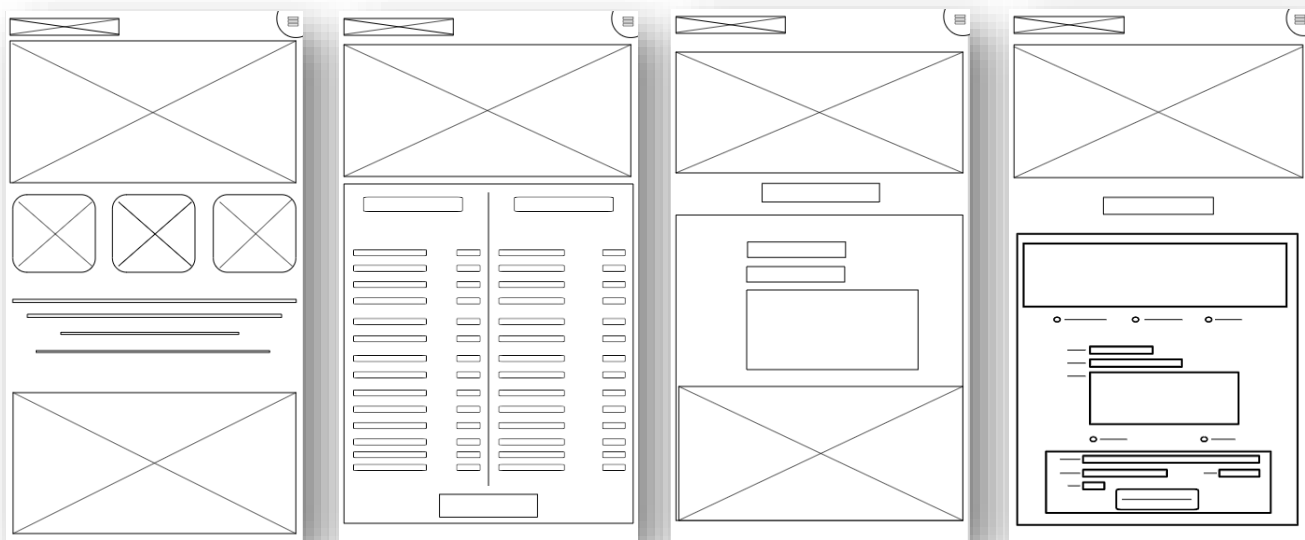
- Images would have to be updated regularly for new meals
- May not translate well to mobile devices.

Design Decision:

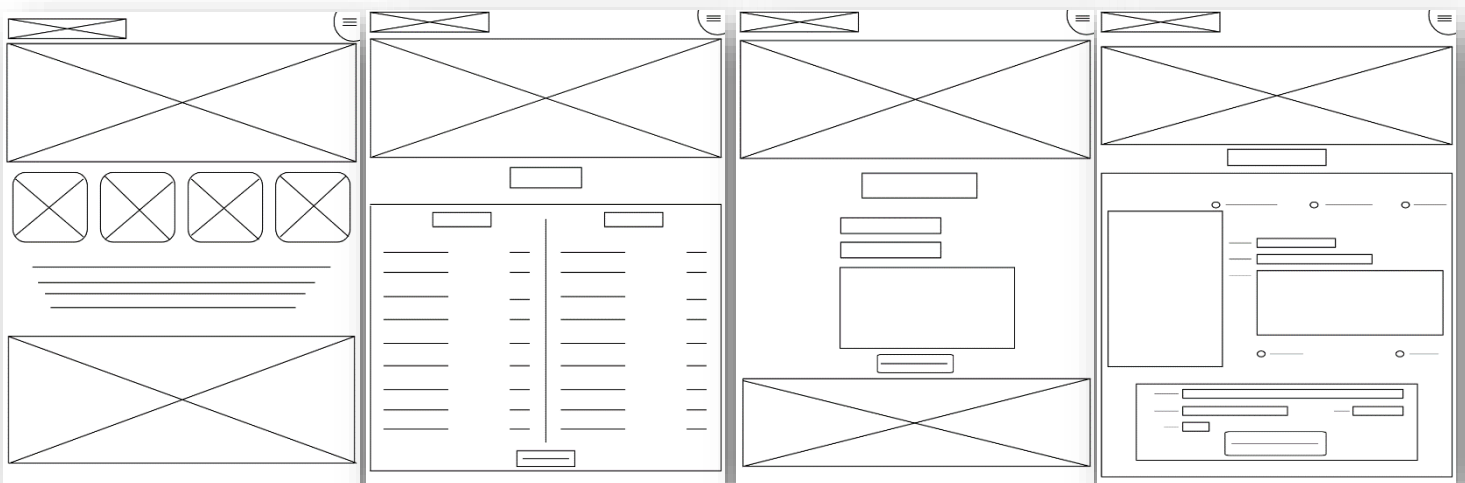
I believe the best choice for this design is, design #2. Its minimalistic and easy to read at a glance, which is important when considering who the website is targeted at and what its main purpose is to be, relatively low maintenance and It has a good balance of image boxes to provide colour and product shots, text and the menu is split between different options but easy to read at a glance. I think this design would translate well to both an application and a mobile first website.

Low Fidelity Wireframes:

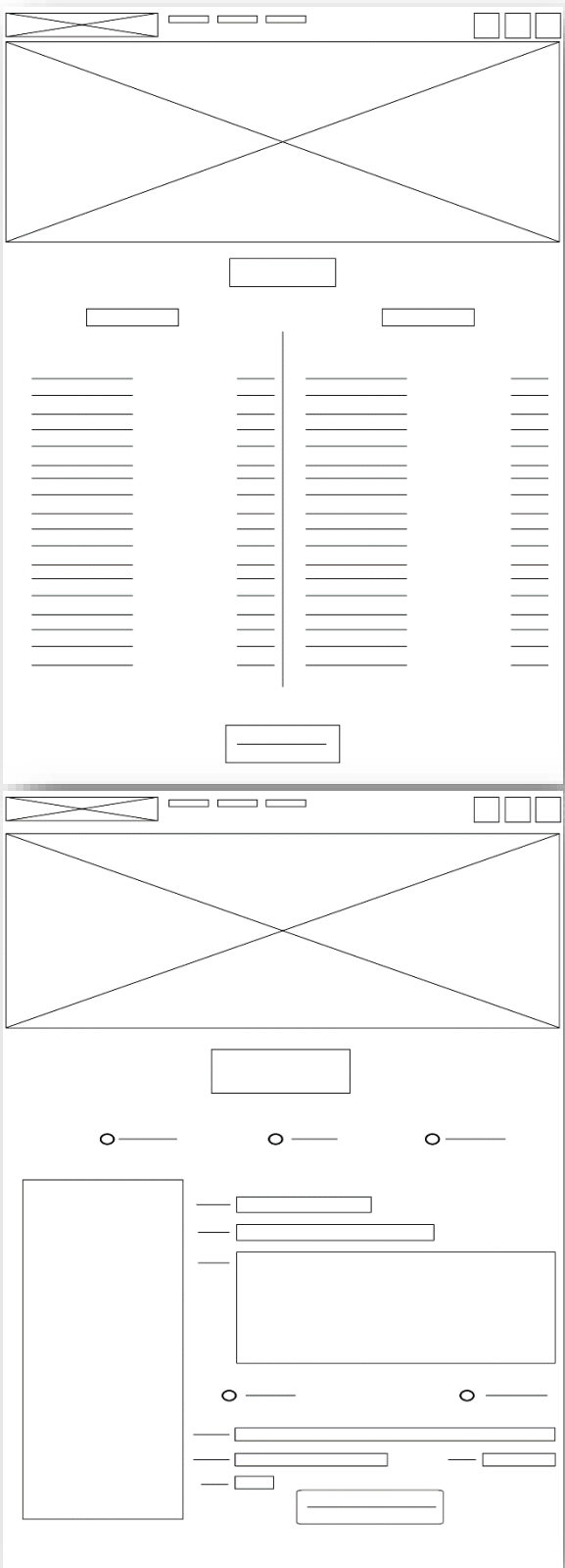
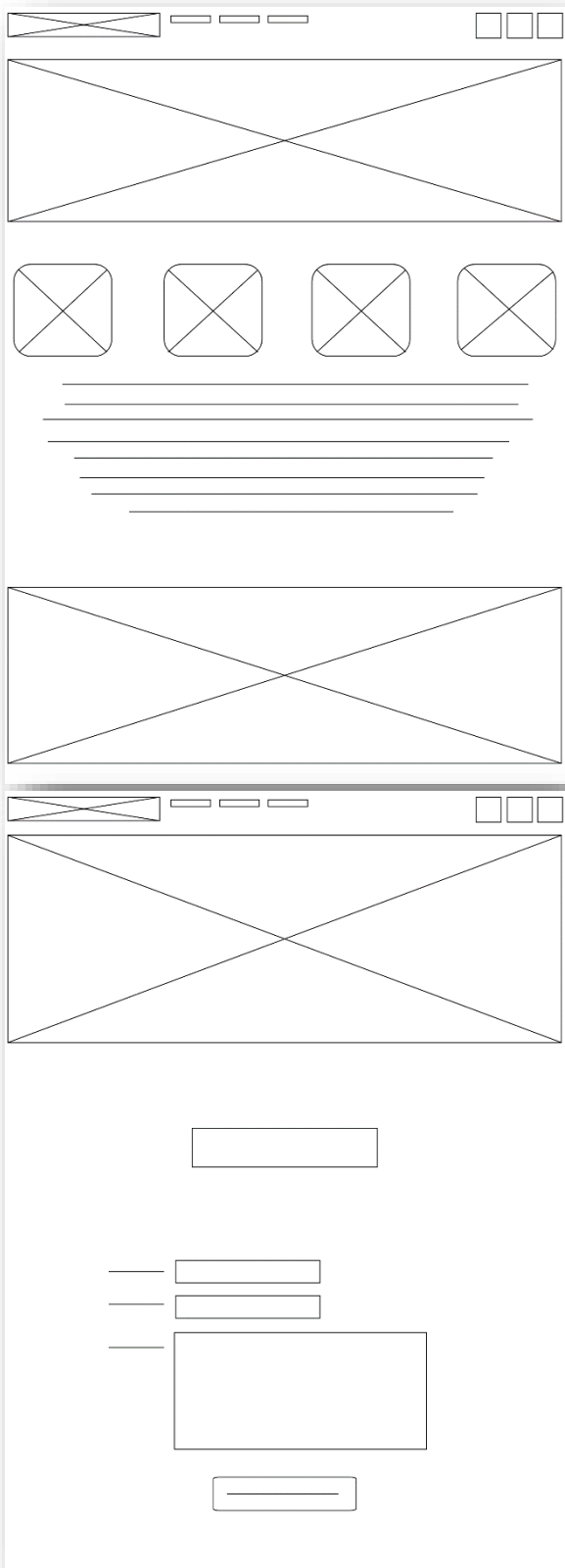
Mobile:



Tablet:

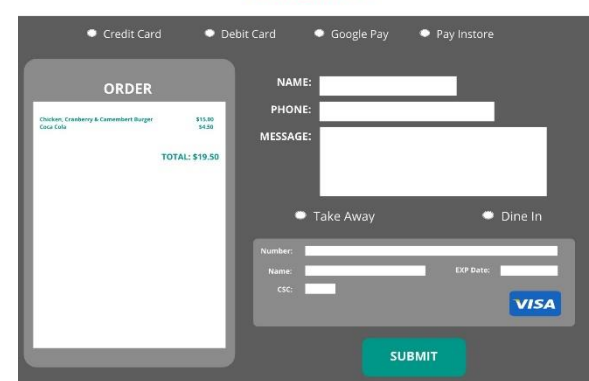
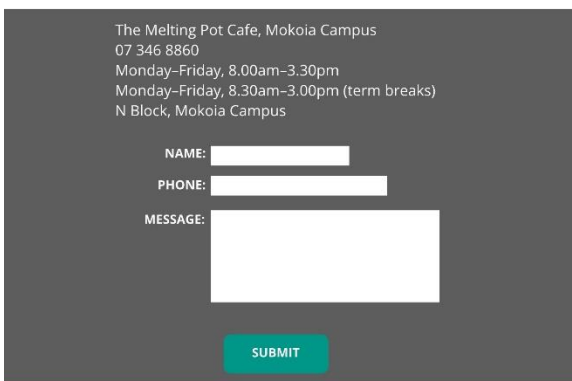
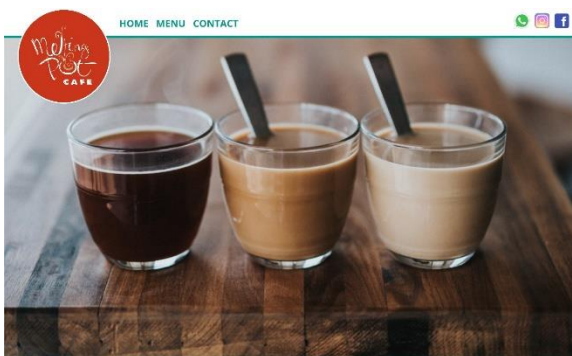
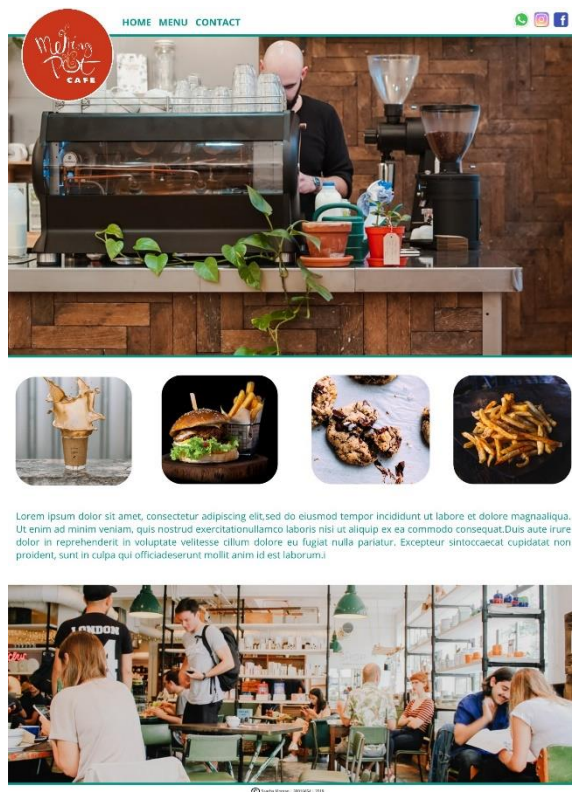


Desktop

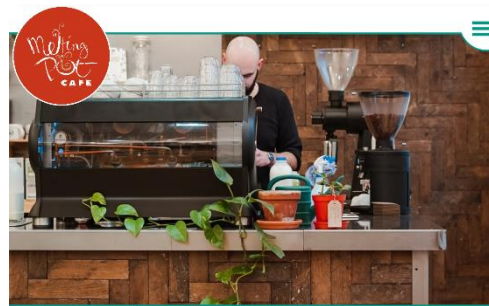


High Fidelity Wireframes:

Desktop:



Mobile:



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CONTACT US

The Melting Pot Cafe, Mokoia Campus
07 346 8860
Monday-Friday, 8.00am-3.30pm
Monday-Friday, 8.30am-3.00pm (term breaks)
N Block, Mokoia Campus

NAME:

PHONE:

MESSAGE:

SUBMIT



MENU

FOOD

Chicken, Cranberry & Camembert Burger ✓
succulent chicken, cranberry, camembert & salad greens on a toasted baguette fries \$15.00

BBQ Bacon Cheese Burger
juicy beef patty, bacon, cheese & salad greens on a toasted baguette fries \$15.00

Mushroom, Bacon & Cheese Burger
sauteed mushrooms, cracker bacon, cheese & salad greens on a toasted baguette fries \$15.00

Mediterranean Style Wraps
filled with your choice of beef or lamb and seasonal salad greens. \$12.00

Steak Sandwich
steak and sautéed onions on toasted turkish pide w/ fries \$15.00

Nachos
crispy tortilla chips with either veggie beans or beef chili topped w/ our cream and cheese \$13.50

Beef Off Fries
served w/ tomato sauce or aioli \$6.00

Wedges
topped with grilled cheese & bacon served w/ sour cream sweet chili \$10.00

DRINK

Coffee
Long Black \$4.00
Cappuccino \$4.00
Flat White \$4.00
Latte \$4.50
Mocha \$5.00
Mocha Latte \$5.00
Oat Latte \$5.00
Hot Chocolate \$4.50

Tea
English Breakfast \$3.50
Earl Grey \$3.50
Green Tea \$3.50

Soft Drinks
Coca Cola ✓ \$4.50
Diet Cola \$4.50
Coke Zero \$4.50
Lemonade \$4.50
Lipton \$4.50

ORDER



CHECKOUT

Take Away Dine In

ORDER

Chicken, Cranberry & Camembert Burger \$15.00
Coca Cola \$4.50

TOTAL: \$19.50

NAME:

PHONE:

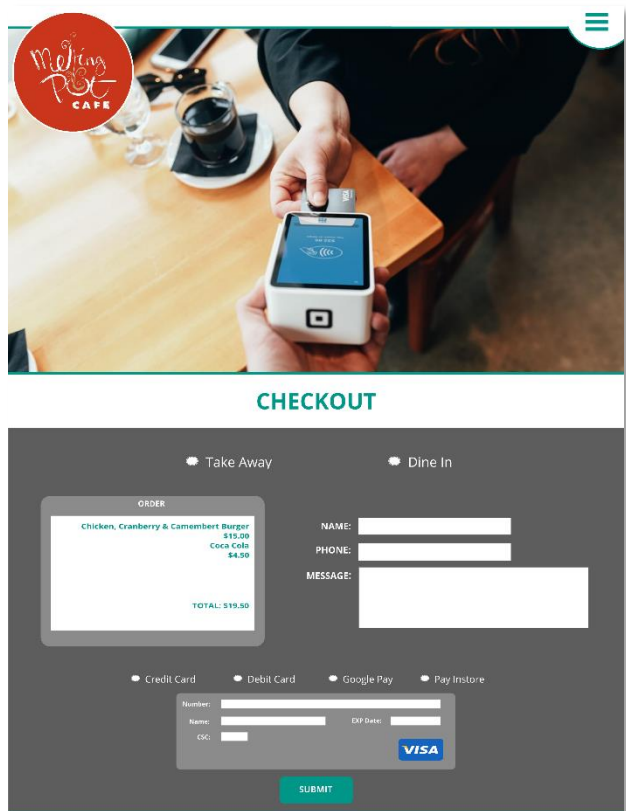
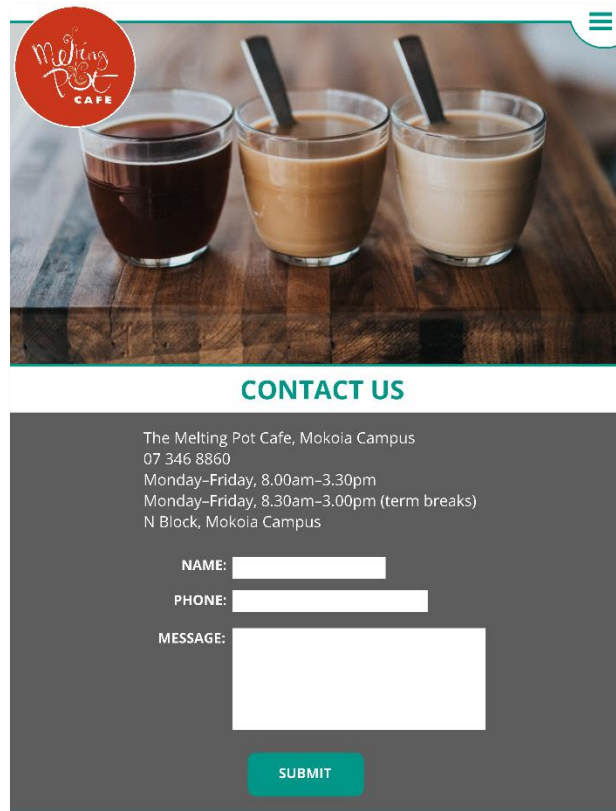
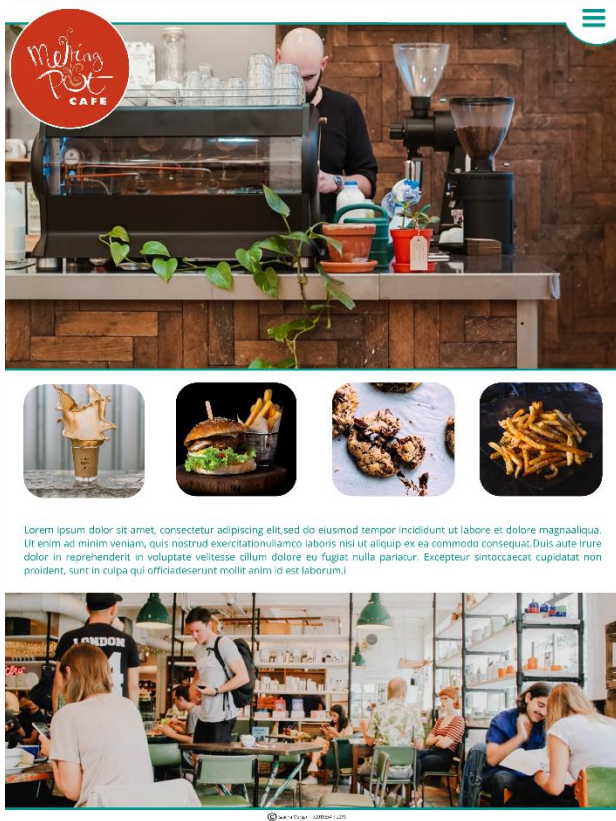
MESSAGE:

Credit Card Debit Card Google Pay Pay Instore

Number:
Name:
CVC: EXP Date:
VISA

SUBMIT

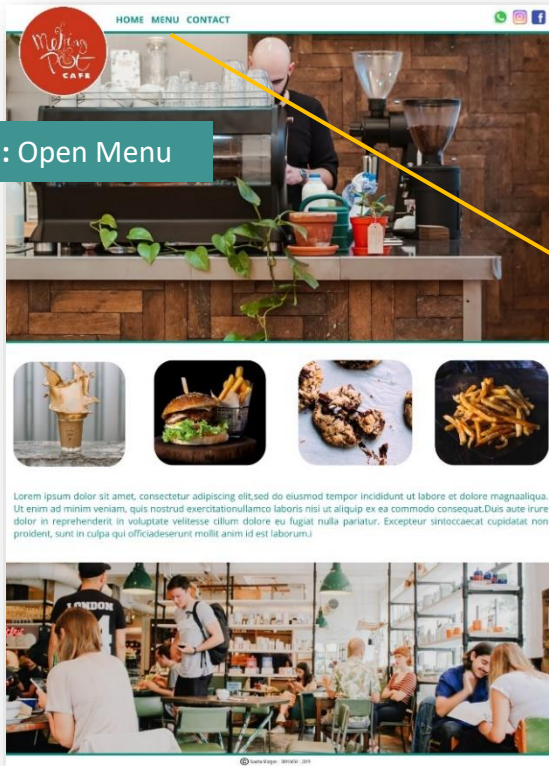
Tablet



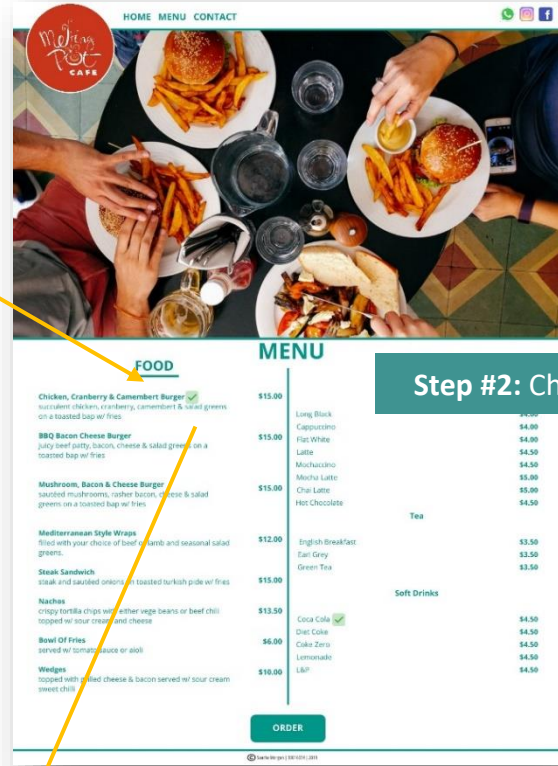
Storyboard

Sequence 1 – Invalid Payment

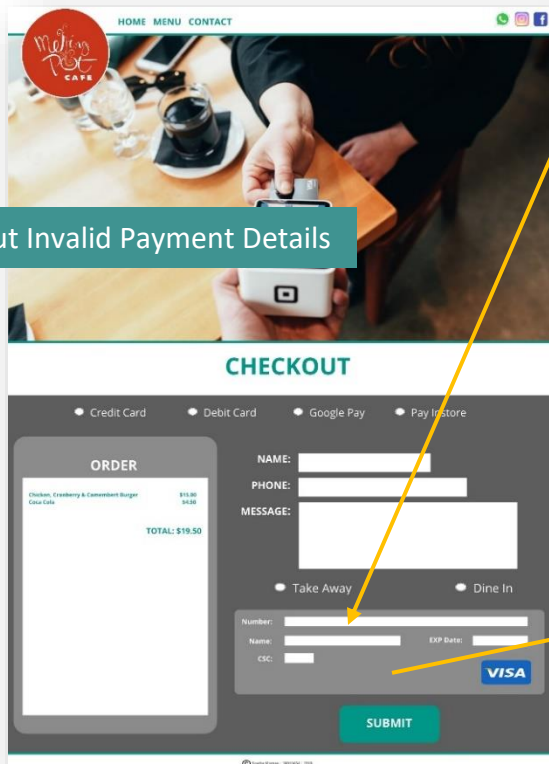
Step #1: Open Menu



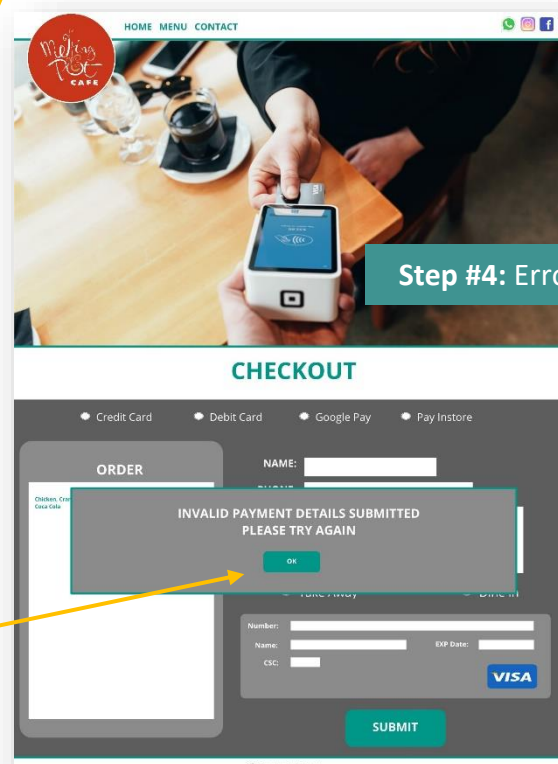
Step #2: Choose Meal



Step #3: Input Invalid Payment Details



Step #4: Error Displayed



Sequence 2 – Contact Page



Mood Board



Theme:

Natural earth tones create a rustic “DIY” feel helping customers feel creative and welcome. Bright colours bring out positive feelings and provide an eye-catching pop.

Font:

Open Sans

Heading Font Size: 61pt

Text Font Size: 10 – 24pt

Colours:

Red:  #E71224

Green:  #009688

Grey:  #5D5D5D

Lt Grey:  #8B8B8B