

A close-up photograph of a meal on a white plate. In the foreground, there are two pieces of golden-brown, crispy fish fillets garnished with finely chopped green herbs. Behind them is a serving of thick-cut, golden fries. To the right, there's a portion of green salad with visible lettuce and tomato. A small white ramekin of tartar sauce sits in the upper right corner. The background is slightly blurred.

Redesign of Hodgson's Chippy

<http://hodgsonschippy.com>

Hodgson's Logos



Logo Redesign



Bad design principles of the existing website

A great balance of protein and carbohydrate, plenty of fibre, low in fat and salt, our fish and chips are one of the healthiest options for a take-away treat!

One of our Most Important Awards:
Lancaster City Council gave Hodgson's Chippy top marks for compliance with food hygiene and safety procedures, compliance with structural requirements and confidence in management control/procedures.

FOOD HYGIENE RATING

0 1 2 3 4 **5** VERY GOOD

Hodgson's Chippy
96 Prospect Street, Lancaster Lancashire
LA1 3BH

Date of hygiene rating
07/12/2009

Contact details
Health and Housing
Lancaster Town Hall
LA4 5AF
environment.lancashire.gov.uk
[Tel 01524 850308](tel:01524850308)

Authorising signature

For more information about the Food Hygiene Rating Scheme visit food.gov.uk/ratings

The food hygiene rating shown above reflects the standard based on the date of inspection set by the local authority. Ratings are given on a scale from 0 (urgent improvement necessary) up to 5 (very good). The rating is not a guide to food quality.

LANCASTER CITY COUNCIL
Promoting City, Coast & Countryside

Food Standards Agency

You can view the rating of the place where you choose to eat or shop for food, as it gives you an idea of what's going on in the kitchen, or behind closed doors.

To find out how Lancaster City Council monitors food safety, click the LCC logo to go to their website in a new window.

The law of proximity

Ten Interesting Facts about Fish & Chips:

1. The UK has an estimated 10,500 fish and chip shops.

hodgsonschippy.com

All our food is cooked using pure vegetable oil

CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org MSC-C-53712 Seafood with this mark comes from fisheries and aquaculture certified to the MSC's standard for a well-managed and sustainable fishery

AWARD WINNING
HODGSON'S
CHIPPY
FISH & CHIPS

Fresh!
from the field...
...and the sea

All our fish is responsibly sourced from sustainable waters



Home About Us Location Kids Menu
96 Prospect Street, Lancaster LA1 3BH · Tel: 01524 67763 · Family owned since 1998

Contrast in colour, size,
and the position of images

Usability and test results

(5 sec - 8 respondents, trunk + bonus question (What is your overall impression?) - 2 experts)

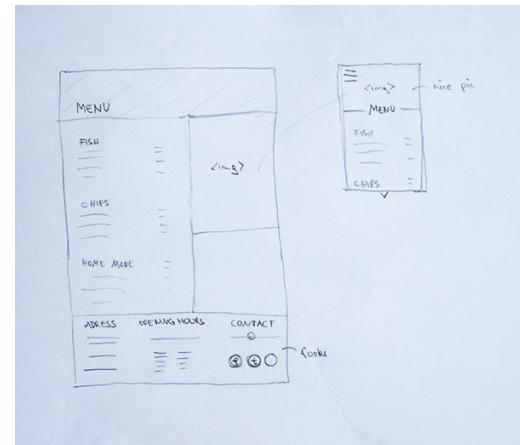
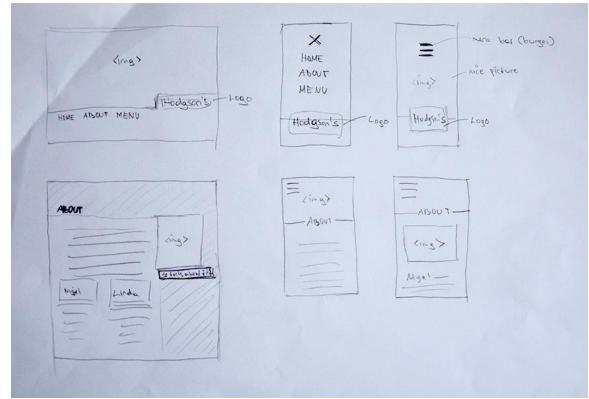
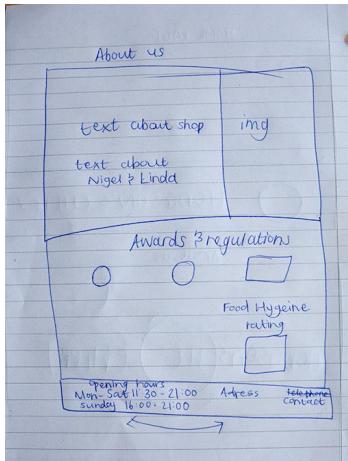
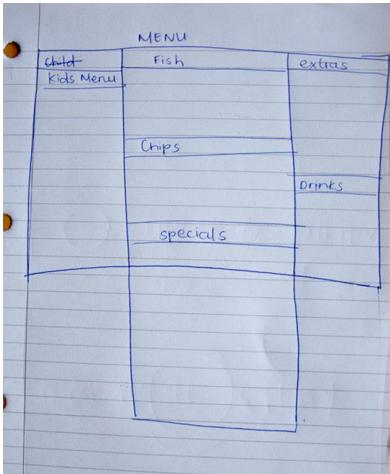
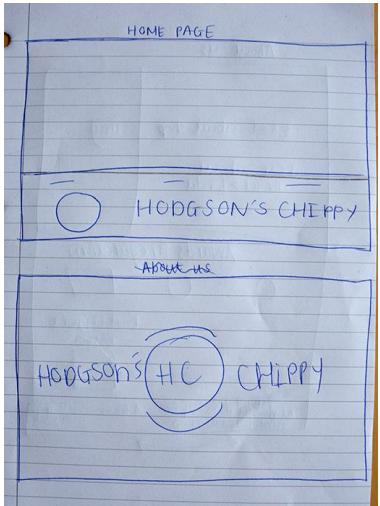
The website communicates clearly what the business is about, the navigation is clear, even though there are no “current page” indicators, but it does not appeal to and even puts off the potential customer

- 1) There is too much content that is not relevant for the customers. Goal: to stick to the content important for the customer, not the owner, to reduce number of pages
- 2) The pictures should be better (they are too small, generic, do not serve the purpose of making you want to eat at the takeaway in question) Goal: to change pictures and use less of them

Group work style



Sketching examples





HOME
ABOUT US
MENU

HOME ABOUT US MENU

HOME ABOUT US MENU

OUR STORY



Say Hi
address add go here

Opening Hours

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

Contact

Take away
(07892) 222200
email
info@hodgsonsfishandchips.com

Contact

Take away
(07892) 222200
email
info@hodgsonsfishandchips.com



HOME ABOUT US MENU

KIDS MENU



Say Hi

address add go here

Opening Hours

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Thursday
Friday
Saturday
Sunday

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HOME ABOUT US MENU

FISH SPECIALS



DRINKS

CHIPS EXTRAS

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MENU

RISI

CHIPS

KIDS MENU

SPECIALS

extras

DRINKS

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Moodboard and style tile



COMFORT



HOMESTYLE



RUSTIC



REFINED



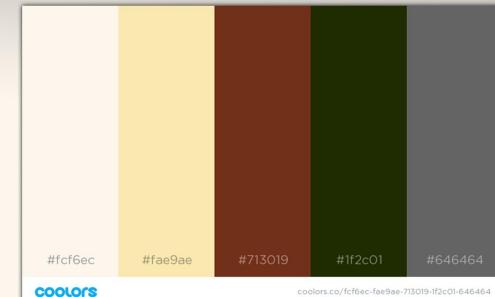
CRISP



STYLE TILE

ODGSON'S CHIPPY

COLOUR SCHEME



TEXTURES



<https://fonts.googleapis.com/css?family=Open+Sans>

Open Sans

10

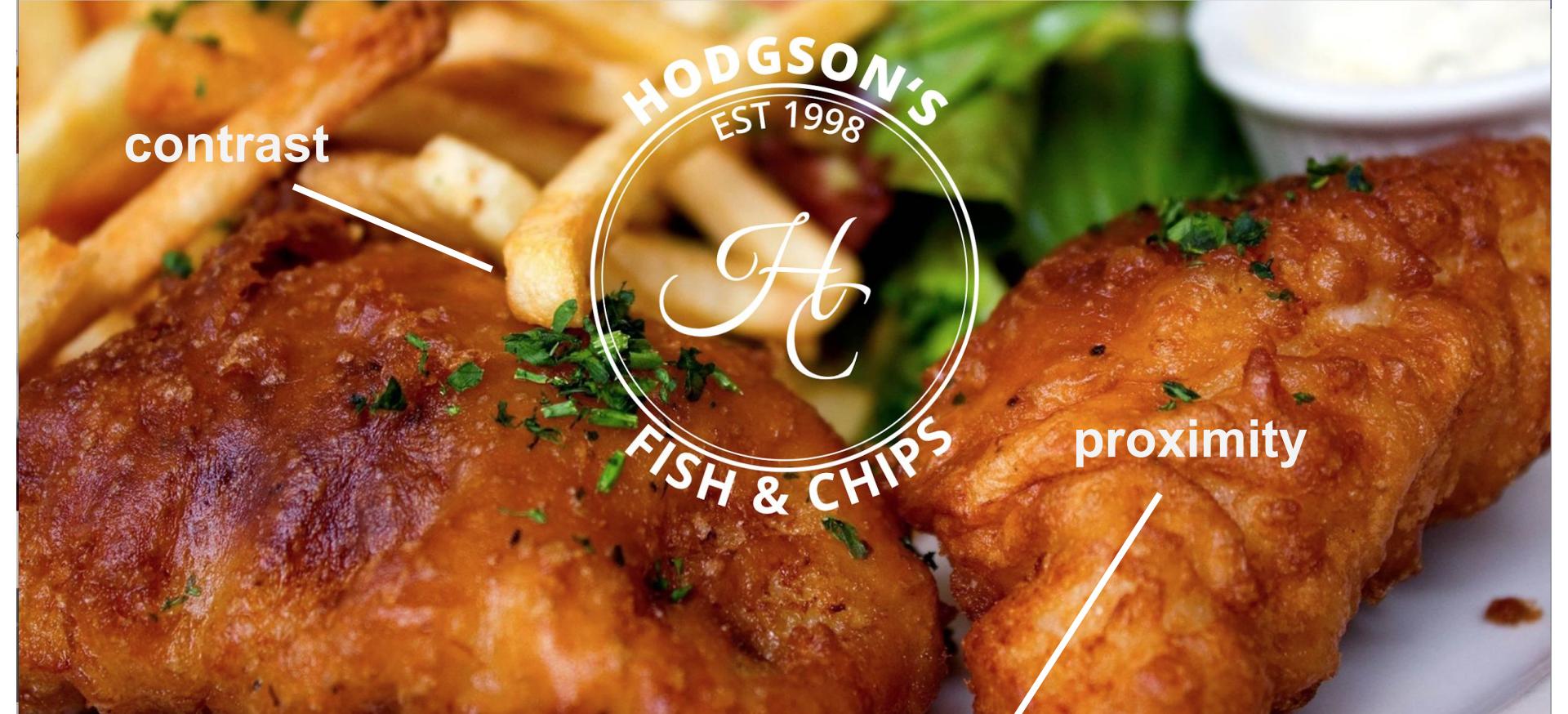
WEBSITE FONT: OPEN SANS

NAVIGATION BUTTONS

OME

ABOUT

MENU



contrast

proximity

HOME

ABOUT

MENU

layout contrast

TION PLATTER	£6.95	REGULAR CHIPS	£1.75
s mixed platter of let nuggets, scampi, battered s, breaded ns and filo king ith an assortment ips and lemon		LARGE CHIPS	£2.10
		CHEESY CHIPS	£2.55
		CHIP BUN	£1.90
		CHIP BUN WITH GRATED CHEESE	£2.30
		CHIP BUN WITH CHEESE SLICE	£2.05
ME MINI FISH	£3.75		
small chips, reas, curry, gravy			
PRAWNS	£3.00		
MUSHROOMS	£1.85		
DRINKS			
		70p	
		£1.25	
		70p	
ATER		40p	
		40p	
KES	£1.00		



closure

Address

96 Prospect Street,
Lancaster LA1 3BH

Opening Hours

Monday-Saturday 11:30am - 9:00pm
Sunday 4:00pm - 9:00pm

Contact us

01524 67763
enquiries@hodgsonchippy.com

Creates Continuity



HOME ABOUT MENU

mushrooms and filo king prawns with an assortment of dips and lemon wedge

LUNCHTIME MINI FISH MEAL £3.75
Mini fish, small chips, choice of peas, curry, gravy or beans

FILO KING PRAWNS £3.05
BREADED MUSHROOMS £1.85

DRINKS

CANS	70p
BOTTLES	£1.25
WATER	70p
SMALL WATER	40p
CARTONS	40p
MILKSHAKES	£1.00

CHIP BUN WITH GRATED CHEESE £2.60
CHIP BUN WITH CHEESE SLICE £2.05

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HOME		ABOUT		MENU	
KIDS MENU		FISH		EXTRAS	
CHILDREN'S MEAL BOX	£3.15	HADDOCK	£3.95	TRADITIONAL YORKSHIRE	£1.75
Haddock and Chips		LIGHTLY BATTERED	£3.95	FISH CAKE	
Breaded Fishcake and		HADDOCK		HOMESTEADS POTATO	85p
Chips		BREADED HADDOCK	£4.20	SCALLOPS (2)	
Sausage and Chips		COD	£4.05	HOME MADE BATTERED	£1.65
Chicken Nuggets and		WHOLE TAIL SCAMPI	£3.35	ONION RINGS	
Chips		BREADED LINCOLNSHIRE	£1.75	HOME MADE TARTARE	45p
Veggie Burger and Chips		FISH CAKE		SAUCE	
All Ketchup comes with a		CAJUN TARTARE SAUCE		PEAS	70p/£1.00

OUR STORY

Hodgson's Fish and Chips was established in 1998 by Nigel and Linda and has been extended and improved over the years, winning a host of industry-related accolades along the way.

Our aim is to produce delicious Fish and Chips from the finest ingredients we can buy. Hodgson's source their fish responsibly from sustainable stocks, only caught by reputable vessels. They may not be trusty potatoes lifted from the fields of Pillings. They are simply cleaned, cut and fried to perfection.

Hodgson's Chippy has won the National Fish & Chip Shop of the Year 2005/06 Competition and became the First ever Fish and Chip Shop to have two Young Fish Fryer Award winners working at the same shop. Nigel won that award in 2000, Paul in 2005.

"To win this competition was a dream come true. It's the best thing to have happened to us in our professional life and has made all the hard work worth it. We've worked in the fish and chips business for many years and it's always been great fun. A great accolade for such a hard working committed team."

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Test results + ideas to improve usability. A sample of 5 sec test

WHY WOULD YOU LIKE OR NOT LIKE TO VISIT THE RESTAURANT?	
BEFORE	AFTER
Missing some nice pics of the food	Yes, I would!! The first picture did its job
Looks kinda run down, not super appealing	I'd like to visit it cause the picture makes me hungry
Outdated and looks like the bad pizza place down the street	Friendly, simple and clean website. I'd like to visit it
No	Like
Don't want to visit, too green	Yes I would like to visit it

Test results + ideas to improve usability (5 sec -14 respondents, trunk - 2 experts)



HOME ABOUT MENU



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Input:

→ should show current indication on where you are on the website

→ bigger margin is needed on the “our story” part of the about page and the menu page

Code snippet of CSS

```
208 ▼ .foodwrapper {  
209     display: grid;  
210     grid-template-columns: auto;  
211     grid-template-rows: 200px 100px 100px 100px auto auto auto auto 400px auto auto auto auto auto;  
212     grid-template-areas: "front" "tohome" "toabout" "tofood" "fish" "chips" "specials" "kids"  
213         "foodimage" "extras" "drinks" "footer1" "footer2" "footer3";  
214 }  
215  
216 ▼ @media screen and (min-width: 800px) {  
217 ▼     .foodwrapper {  
218         display: grid;  
219         grid-template-columns: 1fr 1fr 1fr;  
220         grid-template-rows: 300px 150px auto auto auto auto auto;  
221         grid-template-areas:  
222             "front front front"  
223             "tohome toabout tofood"  
224             "kids fish extras"  
225             "specials chips extras"  
226             "specials foodimage foodimage"  
227             "drinks foodimage foodimage"  
228             "footer1 footer2 footer3";  
229     }  
230 }  
231 }
```

```
25 ▼     <div class="fish">  
26         <h2>FISH</h2>  
27         <table>  
28             <tr>  
29                 <td>HADDOCK</td>  
30                 <td class="price">£3.95</td>  
31             </tr>  
32             <tr>  
33                 <td>LIGHTLY BATTERED HADDOCK</td>  
34                 <td class="price">£3.95</td>  
35             </tr>  
36             <tr>  
37                 <td>BREADED HADDOCK</td>  
38                 <td class="price">£4.20</td>  
39             </tr>  
40             <tr>  
41                 <td>COD</td>  
42                 <td class="price">£4.05</td>  
43             </tr>  
44             <tr>  
45                 <td>WHOLE TAIL SCAMPI</td>  
46                 <td class="price">£3.35</td>  
47             </tr>  
48             <tr>  
49                 <td>BREADED LINCOLNSHIRE FISH CAKE</td>  
50                 <td class="price">£1.75</td>  
51             </tr>  
52             <tr>  
53                 <td>SALT AND PEPPER SQUID</td>  
54                 <td class="price">£3.20</td>  
55             </tr>  
56         </table>  
57     </div>  
--
```

Thank you!!

