Pamela’s Diner Design Guide

# Logo



# Colors

#F7B2AD #90F1EF #E22866

  

# Fonts

Arial

Helvetica Neue

# Page Navigation for First Time Users

As a first time user, the first thing that pops up is the huge image of Pamela’s Diner. This is designed to immediately get the image of the restaurant etched into the user’s mind. At the top right, a navigation bar can be quickly spotted that would help the user navigate to different pages within the website. As the home page is fairly long, the navigation bar for this page is sticky (it sticks to the top even when the user can’t see the original one). Typically, the user will spend some time scrolling through the vibrant home page taking in the images of food and ending at the slideshow at the bottom. Here, we hope that the user will navigate to different pages of the website like the menu with the possibility of ordering something.

On the menu page, the user can switch between locations and see their respective images pop up. The menu is formatted as an accordion to ensure easy switching by using the mouseover function. Here, they can click on a button that lets them see the full menu or order online.

Next, they will most likely check out locations or the review page. These pages are fairly simple with embedded maps to show the user where each location and screenshots of trip advisor awards to demonstrate the reputation of the business.

Finally, the user can navigate to the contact page where they will be able to find the contact information of each restaurant. We want them to fill their information in (this will be validated on form submission) and have them opt to join the mailing list.

At this point, most of the website’s content is covered with the exception of the footer that the user can access Pamela’s social media sites.

# Information Architecture Approach

The website focuses on using categories to organize content. The top navigation bar is extremely vital in helping users access other important pages of the website. This bar serves as the basis for the site map where all functions can be accessed. This approach ensures that customers don’t get confused if they are searching for a specific piece of information quickly. Within each page, there may be more functions that are prerequisites to getting to other functions like selecting a location before getting a menu. This, in turn, will mold the mental model of customers so they can apply what they have learned from other websites like Amazon’s category search and can also use it on this website as well. Below is a roughly hand-drawn site map that can help you visualize the information architecture approach:

