

Online Pasta Ordering Website

Project Overview

Website Name: Pastaria

Our project aims to develop an online platform for customers to order pasta from our coffee shop. This README file outlines the preparation process, design stages, and project details.

Team Members

- 1- Ahmet Hamza Tok - B221202050
- 2- Hülya Cengiz - B221202064
- 3- Eda Nur Özpınar - B211202376
- 4- Mert Yılmaz Birinci - B221202068

Project Duties

- **Ahmet Hamza Tok**
Website: Home page - Menu page - About us page - Order Page
Design Stage: Requirements part - Design part - Readme file
- **Hülya Cengiz**
Website: Home page
Design Stage: Requirements part - Design part - Readme file
- **Eda Nur Özpınar**
Website: Order Page
Design Stage: Requirements part
- **Mert Yılmaz Birinci**
Website: About us page
Design Stage: Design part
Prepared the slide

Requirements

Observing our users

Example: Field Study Observation of Ordering Pasta Online Task

Objective: To understand users' experiences and behaviors while ordering pasta online in their homes or workplaces.

Observation Session: Users were directed to visit a pasta selling website and order pasta. During this process, users were remotely monitored by observers, and their actions were recorded.

Assigned Tasks: Users were given specific tasks, such as selecting a particular pasta, adding items to the cart, and making payment.

Findings:

Price Tag: We have received negative feedback regarding the inability of users to view the prices directly. The prices of the pastas on the menu do not appear unless the user hovers the mouse over them.

Recommendations: We will make prices directly visible in menu items.

Questionnaires and Surveys

Added modal to website to get feedback from customer while ordering.

Users: Finding Out Who They Are

User characteristics	Pastaria customer characteristics
Age	Will range in age from 12 to 80+
Gender	Both male and female
Physical limitations	May include walking difficulties, visual impairments, etc.
Educational background	Includes anyone of any educational level with eating skills.
Computer / IT use	In order to use the digital menu, customers must have a phone with them and be experienced in using computers/phones.
Motivation	Seeing the ratings previous customers gave to pasta types may motivate you to use the digital menu.
Attitude	The attitude of customers who come to eat pasta towards the use of the digital menu and the cafe experience may vary depending on factors such as the ease of use of the digital menu and the atmosphere of the cafe.

Use Cases

User action	System response
The user enters the site to order pasta	The site greets customers with an advertisement slider featuring photos of pasta from the cafe
The user clicks the menu icon	The system welcomes the user with an illustrated menu consisting of previous customers' ratings
The user presses the card icon for the selected pasta	The selected food is added to the card and the order is waited to be completed
The user goes to the cart section to complete their order	If available, a discount is applied, and the total cost of the order along with a summary is displayed user
The user presses the "Confirm Cart" button after checking their order	The user is redirected to the address selection and entering card information section
After entering the necessary information, the user clicks the "Complete Order" button	The order is received and forwarded to the cafe's order processing site for preparation

Use Cases

Order pasta

User purpose	System responsibility
Selecting the desired pasta dish	Presenting a variety of pasta menu options, each accompanied by detailed descriptions and prices
Placing an order for the selected pasta dish	Adding the selected pasta to the cart and displaying it in the cart
Reviewing selected items and total cost before placing an order	Displaying these information in the cart

Gather Requirements

Users See What They Expect to See:

Ensure consistent design and layout for familiarity.

Use familiar design patterns to aid navigation.

Structured Layout:

Organize content with proximity, similarity, closure, and continuity.

Clearly distinguish between foreground and background elements.

Recognize Over Recall:

Prioritize recognition-based interactions.

Provide visual cues and prompts for guidance.

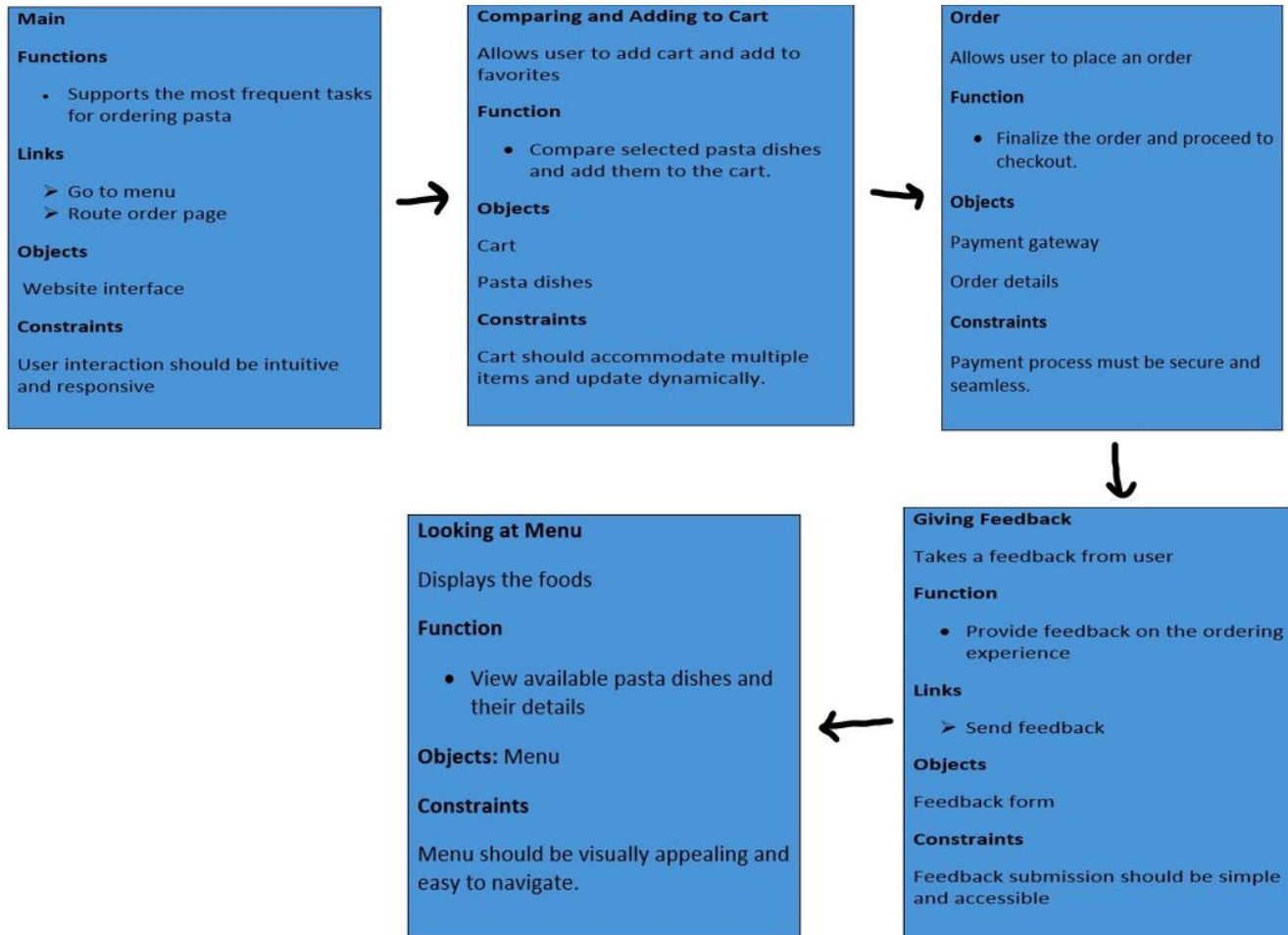
Principles from Experience:

a. Visibility: Ensure controls are visible and labeled clearly.

b. Affordance: Design elements to indicate functionality intuitively.

c. Feedback: Provide timely feedback on user actions.

Content Diagram



Simplicity, Structure, Consistency, Tolerance

Simplicity

- Simple Slogan
- Not Complex Images
- Image brightness reduction effect used to reduce eye strain

Structure

- In the navigation bar, the links to the pages are grouped together (route links).

Consistency

- Navbar in the same position on every page
- Footer is in the same position on every page.

Tolerance

- When placing an order, instead of clicking "Checkout" and ordering directly, the terms and conditions should be pre-selected.

Human-Action Life Cycle

A human wants to eat pasta

Forming a Goal

I want to order pasta for dinner from the website of my favorite restaurant because I'm craving pasta tonight.

Intention to Act

I decide to visit the website of the restaurant to place my order since I prefer ordering online rather than dining in or calling.

Planning the Action

I need to open my laptop or smartphone, connect to the internet, and navigate to the website of the restaurant. Then, I'll browse the menu, select the pasta dish I want, customize it if necessary, add it to my cart, and proceed to checkout.

Executing the Action

I open my laptop, connect to my home Wi-Fi network, and launch the web browser. Then, I type the URL of the restaurant's website and press enter. Once the website loads, I navigate to the menu section, select the pasta dish I'm craving, customize it with extra cheese and spicy sauce, and click on the "Add to Cart" button.

Feedback from the Action

The website displays a confirmation message indicating that the pasta dish has been added to my cart successfully.

Interpret the Feedback

I feel satisfied knowing that my order has been successfully added to the cart, and I can proceed to checkout to complete the order.

Evaluate the Outcome

Positive – The order placement process was smooth, and I'm looking forward to enjoying my favorite pasta dish for dinner.

Interaction Styles

Menus

Menus provide users with a list of options to choose from, organized hierarchically or categorically.

Your website might feature a dropdown menu for navigating different sections (e.g., menu, about us, contact) or a contextual menu for customizing pasta orders (e.g., sauce options, toppings).

Forms

Forms allow users to input data or make selections by filling out fields or checkboxes.

Users might use a form to enter their delivery address and provide feedback through a survey.

Buttons

Buttons are interactive elements that users click or tap to perform actions.

Your website might include buttons for common actions such as adding items to the cart, proceeding to checkout, or submitting an order.

Scrolling

Scrolling allows users to navigate through content that extends beyond the visible area of the screen.

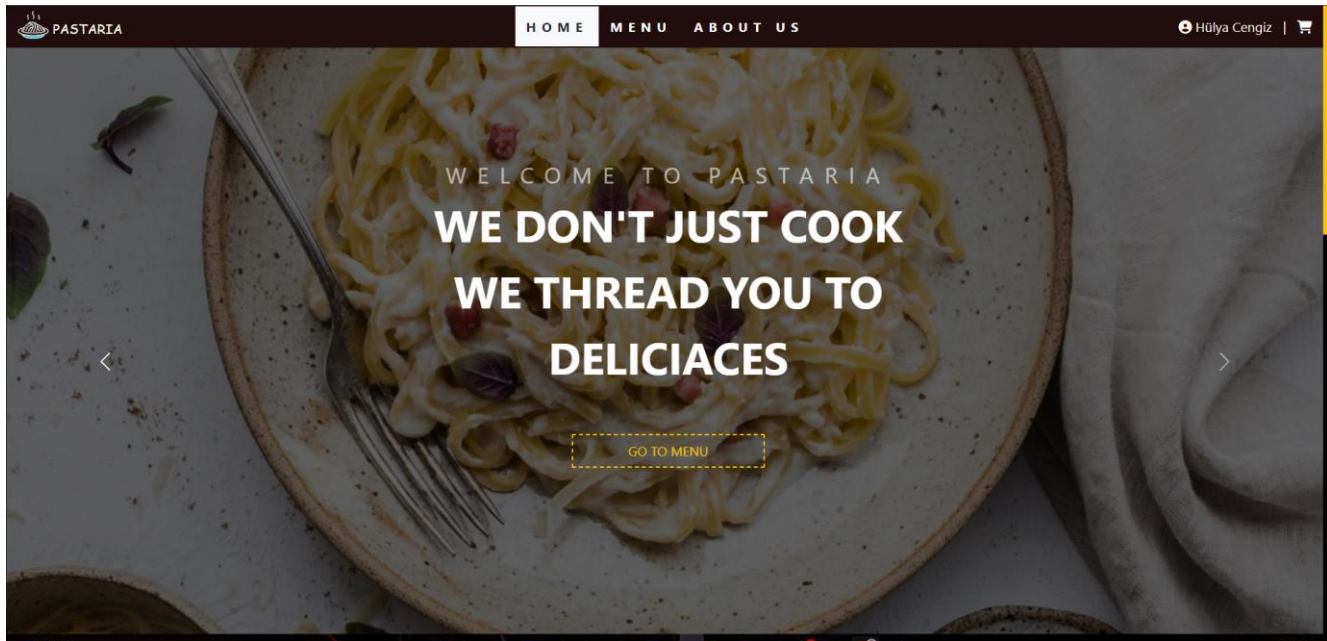
Users might scroll vertically to view menu categories.

Feedback

Providing immediate feedback to users is crucial for guiding their interactions and confirming their actions.

Website Details

Home Page



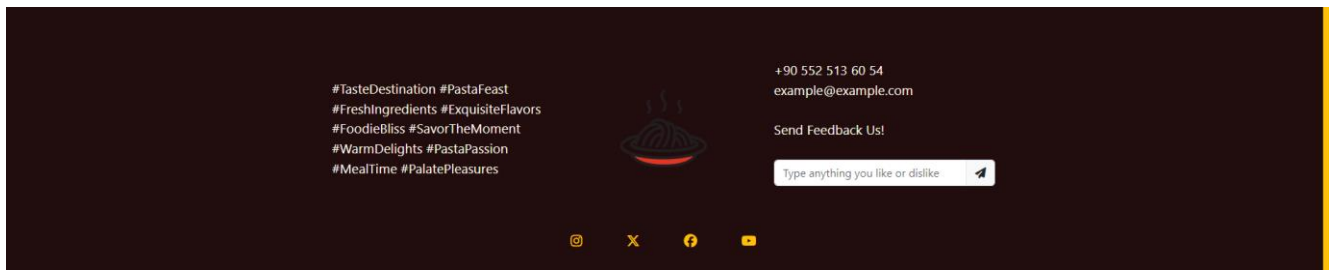
When you first enter the site, you will be greeted by a slider with a button that directs you to the menu under each of the articles with various slogans related to the site.

There is a navigation bar at the top of each page of the site.

On the far left of the navbar is the logo and site name, in the middle are links to other pages, and on the far right is the account information that we log into the site.

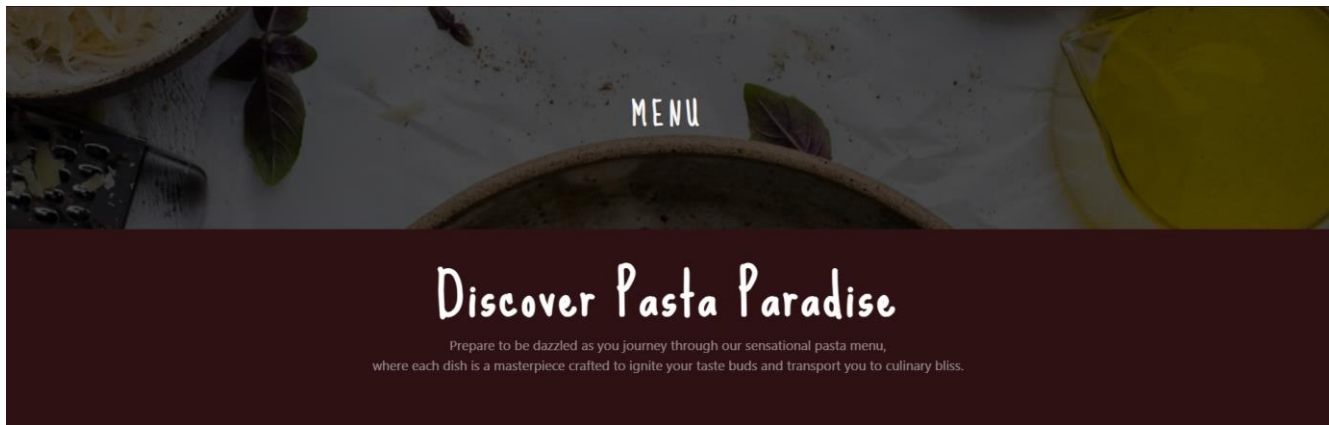


Below the slider there is a section that briefly informs about ordering and other possibilities on the site.

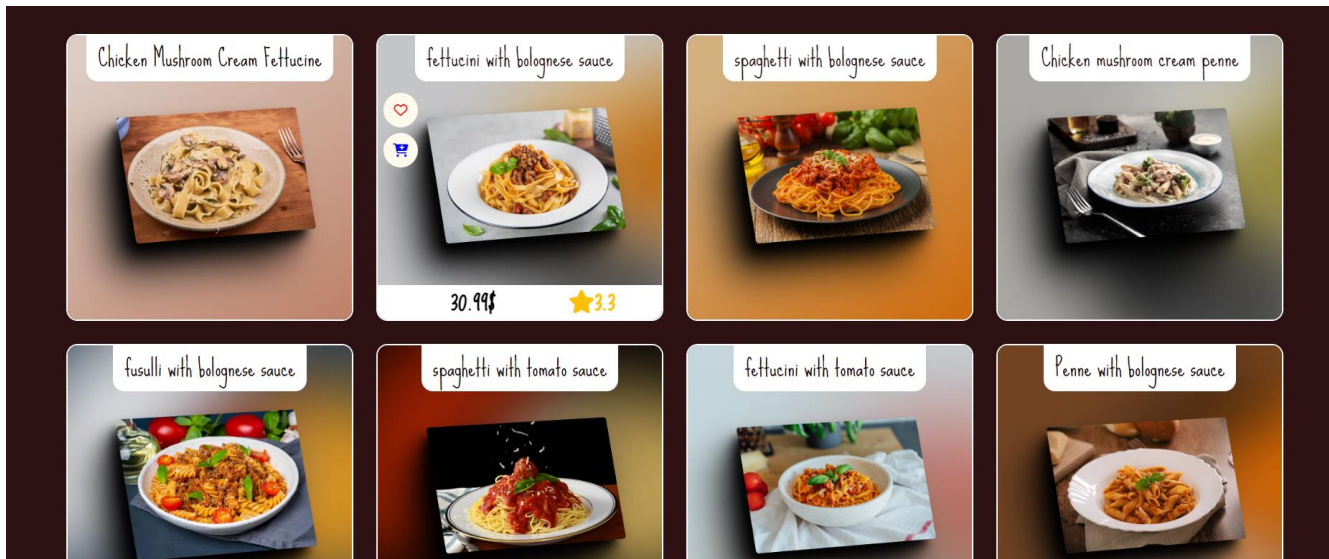


There is a footer at the bottom of each page. With this footer, the user can access the site's social media links, hashtags related to the site on social media, contact information and can also send feedback about the site.

Menu Page

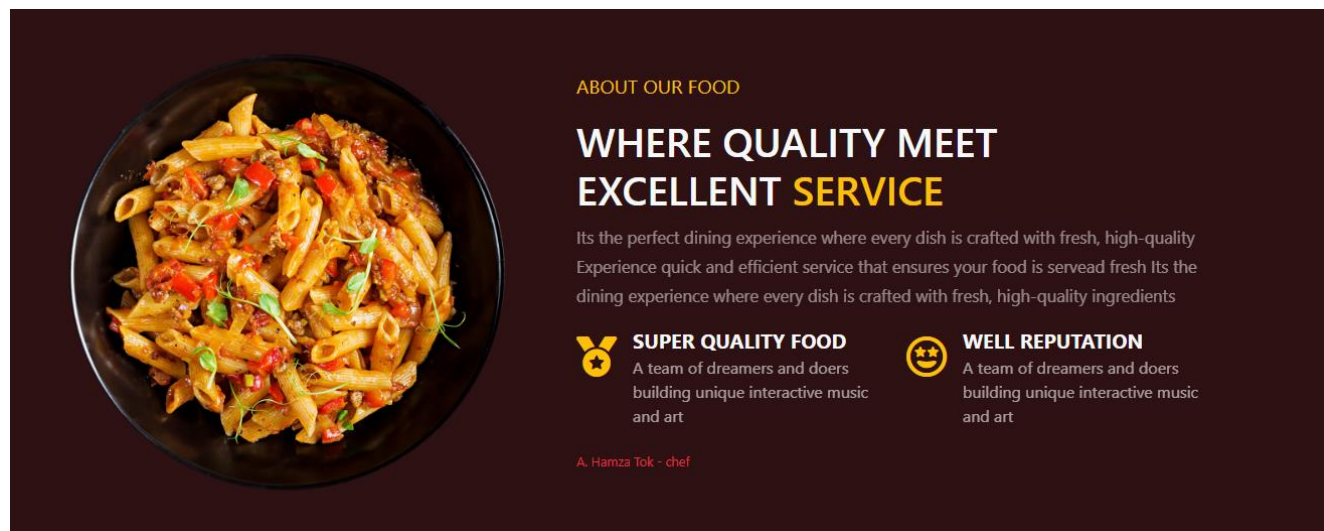


On the menu page there is a 'banner' at the top (under the navbar) indicating that you are on the menu page. below it there is a slogan title and a short text.



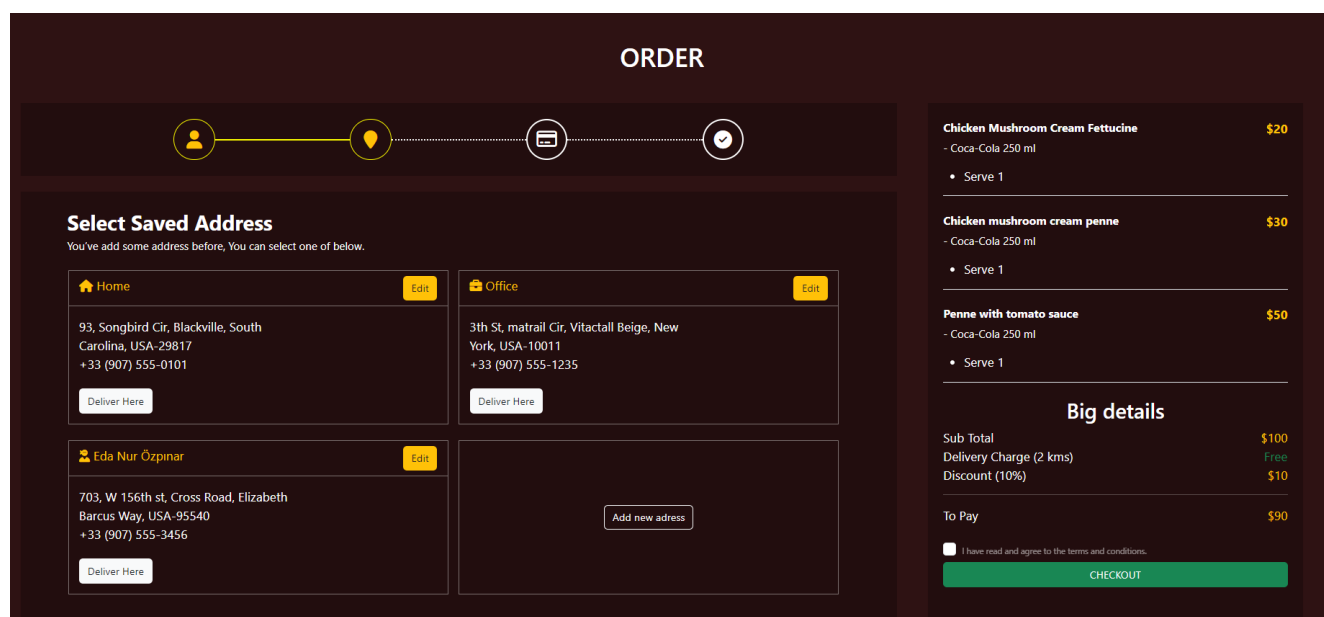
The menu section shows the name and photo of each menu item at the top. when hovering over it with the cursor, the price and rating of the item appear at the bottom, and the add to favorites and cart buttons appear on the left.

About Us Page



The about us page contains an overview of real employees who are connected to the content that the website is about.

Order Page



On this page, there are order stages at the top (account entry, location selection, card information, etc.), a place where the desired information is entered in the stage below it, and the order list and price information to the right of them. Click on the green button to proceed to the next stage.