

WEB DESIGN PROPOSAL FOR SOUL CURRY RESTAURENT

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CLIENT BACKGROUND: Soul curry is an Indian restaurant. The client focuses on healthy Indian food with special meal deals and Sunday buffet. They will also offer a large selection of non-vegetarian as well as vegetarian food with large number of dosa varieties and desserts.

PROJECT GOALS:

Soul Curry requires that:

- has a handmade look and feel, and fits within the established colour scheme of the restaurant (brown, green, yellow, white)
- maintains the overall upscale vibe of the restaurant
- allows for menu updates to be made by their own staff
- has an attractive homepage it should tell more about the restaurant
- has a general contact form
- has an online reservations form
- includes a photo section
- will engage and convert users into restaurant patrons

PROJECT RECOMMENDATIONS:

To meet the goals outlined for Soul Curry's new website, I recommend a web design that will:

- make strong use of colour and maintain the fashionable branding of Soul Curry
- be updateable by Soul Curry's staff by means of a html content management system
- include form elements for general contact as well as for restaurant reservations
- make good use of provided restaurant photography, both in general design of the site, as well as on a dedicated photo gallery page
- include strong design elements on the homepage that will allow users to head straight to the menus
- includes a footer section, to view Soul Curry's email address and phone number

Based on the needs on the site, I recommend the following site structure:

- Home Page
 - About
 - Trading Hours
- Our Menu
 - Entrée
 - Vegetarian Main Course
 - Non-Vegetarian Main Course
 - Bread
 - Idli and Dosa
 - Rice Dishes
 - Desserts
- Our Deals
 - Take Away
 - Sunday Lunch Buffet

Thursday and Friday Special

- Gallery
- Reservations

Reservations Booking Form (with Soul Curry's address)

- Contact
- Contact Form (with Soul Curry's address)

CONTENT OUTLINE:

COMMON CONTENT:

- Main background colour of the site will remain unchanged throughout website
- The navigation bar with the restaurant's logo and links to various other pages of the site for instance will be common across the site and will remain fixed at the top of the page
- Footer section with address, email and phone number too will remain same

LOGO DESIGN: There are two different types of logos that a company can create: typographic and symbolic. Typographic logos are the easiest because they actually type out the name of the company. Symbolic logos are simply symbols and rely on brand recognition. Below is a logo design of Soul Curry restaurant, which is the combination of typographic and symbolic:



The font to display the text will make it look cool. Green colour, which makes the logo to symbolize the fresh food (fruits and leafs), yellow and reddish brown colour represents fire and chilli, which makes to symbolize the foods are always hot and fresh.

HOME: This is the page where the users will be landing the very moment they try to access the website. This page will contain a slider of some awesome pictures of Soul Curry's food. Slider will cover most part of the page to give a nice impression about the restaurant. Following this I provide a short description about company. About us section will consist of a descriptive introduction and other details related to the company. Some fun-facts about the company, a brief description of the Soul Curry's food and other interesting details will make up the content for this section. It will also have a trading hours' section to show restaurant's working hours. The home page finally ends up with a footer.

Front-end: HTML, CSS, JAVASCRIPT (JQUERY). In this page I am going to use "owl carousel" JQuery plugin for controlling a list of images in horizontal direction. It will provide a full-featured and flexible toolset for navigating any HTML based content in a carousel-like fashion.

Back-end: N/A

OUR MENU: I am going to make Soul Curry's menus easier to scan by using clear section headings, easy to find dish titles using accordion techniques. I will keep the descriptions of menu items as short and simple. But the description should be vivid and enticing enough

to make a diner's mouth water. This description contains the major ingredients in a particular dish. Here the menus will be typically broken in to categories and flow in the same pattern as eating a meal. Begin with entrée followed by main courses and desserts. Finally, it ends up with a footer section.

Front-end: HTML, CSS, JAVASCRIPT. In this page I am going to use my own JavaScript for accordions, which is useful when users want to toggle between hiding and showing the specific menu details.

Back-end: N/A

OUR DEALS: This page will describe the special deals of Soul Curry's restaurant, from time to time. Here it is three special categories: take away, Sunday lunch buffer and Thursday and Friday special. This page will contain sections for each category with attractive images and description of the category. It will also have links to "OUR MENU" page. This page also ends up with footer section.

Front-end: HTML, CSS.

Back-end: N/A

GALLERY: As the name suggest, it will be a page with various photographs of Soul Curry's famous food images and Soul Curry's dinning place images to attract customers.

Front-end: HTML, CSS, JAVASCRIPT. I am going to use my own JavaScript to interact with images in gallery page. When users click on the gallery image then the older main image will disappear and the new selection image now on the main image section.

Back-end: N/A

RESERVATIONS: This is the page where the user to fill the form if they want to book a table in advance. This form will consist of eight rows: first name, last name, email address, phone number, date of reservation, time of arrival, number of people and message text box with submit button. It will also have restaurant's dinning image with Soul Curry's location address. Finally, it will end up with footer section.

Front-end: HTML, CSS.

Back-end: PHP, MySQL. Whichever HTTP method we choose; the server receives a string that will be parsed in order to get the data as a list of key/value pairs. The way we access this list depends on the development platform we use and on any specific frameworks we may be using with it. PHP offers some global objects to access the data. We might display the data, store it into a database using MySQL, send them by email or process it some other way.

CONTACT: Contact page will contain various ways for the visitors to contact the company. It will have the information such as contact phone numbers, email, location address. Also it will have a form to contact the restaurant directly with email.

Front-end: HTML, CSS.

Back-end: PHP, MySQL. Whichever HTTP method we choose; the server receives a string that will be parsed in order to get the data as a list of key/value pairs. The way we access this list depends on the development platform we use and on any specific frameworks we may be using with it. PHP offers some global objects to access the data. We might display the data, store it into a database using MySQL, send them by email or process it some other way.

DESIGN APPROACH: Basically a full-width template, using different shades of black and white and some light colours which make photos and other graphics stand out from the overall design and highlights them to the users. A fixed navigation bar includes the company's logo and a few links to connect the visitors to various other pages of the site. A logo design is also required for branding the client on the online market. Navigation items will be short and self-explanatory. The main content of the page includes a slider. Accordion will be included in our menu page to show the list items very clear and nice.

VISUAL DESIGN: I am going with a black, white and very pale colour scheme, as website will contain loads of images in the form of gallery, menu etc. The black and white neutral scheme for the template makes the photos look more enhanced and colourful. Furthermore, it doesn't disturb the warm or cool effect of the pictures. I will also add some shades of black to make the site more interesting rather than neutral. Further, it makes the text more readable and gives a crisp look to it.

COLOUR SWATCHES:

Master Colour Swatches:



rgb[(14, 14, 14), (255, 255, 255), (249, 249, 249), (236, 236, 235), (230, 230, 230)]

Logo Colour Swatches:



rgb[(55, 19, 7), (56, 93, 56), (100, 100, 100), (100, 100, 54)]

Accordion Colour Swatches:



rgb (100, 62, 62)]

Slider Text Colour Swatches:



rgb[(193, 184, 151), (179, 153, 111)]

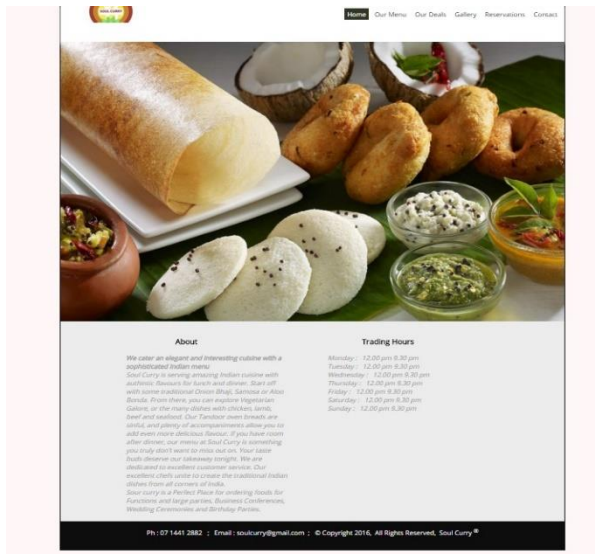
FONTs: Using Google Open Sans Web font throughout the website for title as well as other text with required font weight and font size. Sans makes the text more readable in web as well as document formats.

TYPOGRAPHY:

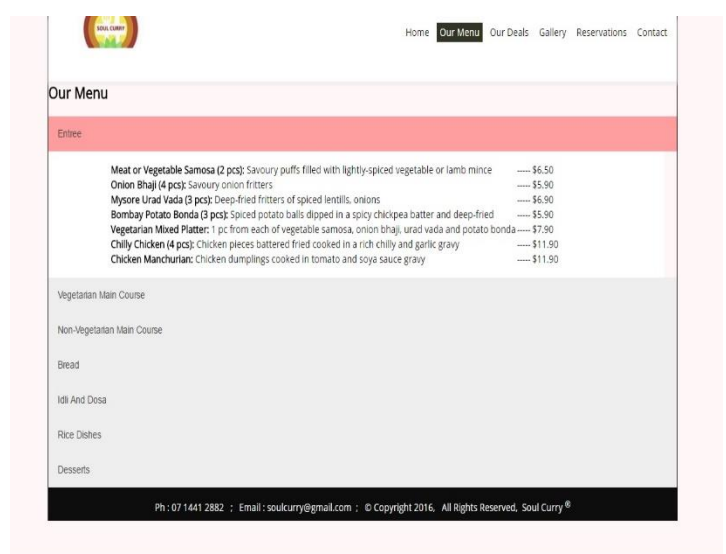
H1- size 28 pt; H2 - size 26 pt ; H3- size 24 pt; Body Text - size 14 pt.

VISUAL MOCK-UPS:

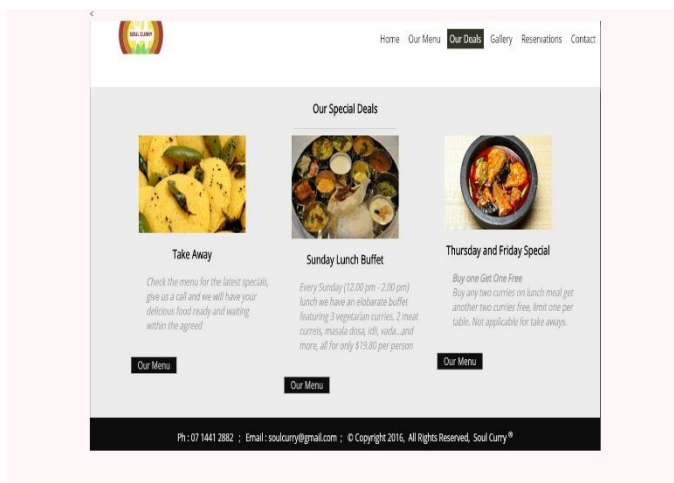
Home Page



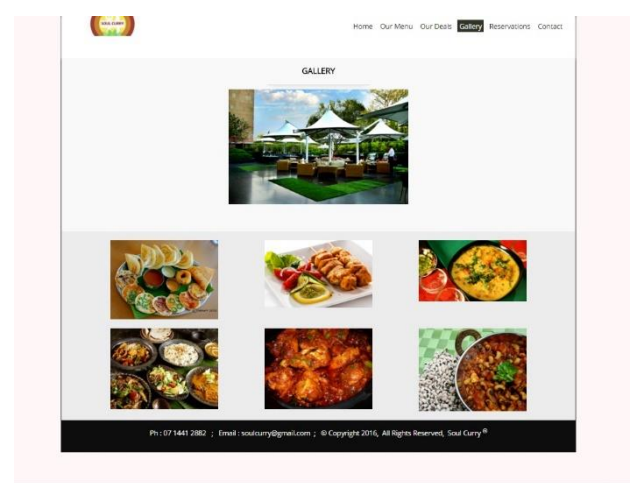
Our Menu



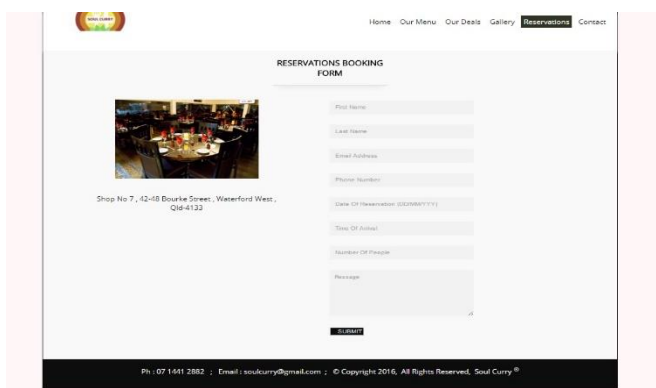
Our Deals Page



Gallery



Reservations Page



Contact Page

