

The major issues facing the design of the Bavarian Brathaus website are that it is difficult for the user to understand what to interact with and how to navigate the website due to the color and layout choices. The layout of the website does not benefit from repetition. Each individual element has a different font, color, or styling. By separating the elements of the website and presenting each with a similar style the user will be better able to navigate the site. This can be achieved by separating information such as the menu, reviews, and information with images and headers. This can also be achieved by having each element shown in the same fonts and colors.

The original colors of the website are not visually appealing. The red, yellow and blue colors may benefit from the triadic color scheme but it does not work well when paired with the colors of other elements of the site such as the background, logo, and images. By switching to an analogous color scheme such as one featuring red and yellow, the website will be more pleasing to the user. We can also change the fonts and style of the text on the web page by making the font for the entire webpage to helvetica. This will make the page more consistent and easier to view for the user. By also removing the accents on the text and having the color of the text remain at black and white the webpage will be more pleasant to view.

Item #1

Description: Menu Bar

Font: Helvetica 30px

Color: Black

Alignment: Center

Media: N/A

Interactivity: Links to additional pages

Item #2

Description: Background Images

Font: N/A

Color: N/A

Alignment: Center

Media: Image of restaurant/venue

Interactivity: N/A

Item #3

Description: Header 2

Font: Helvetica 35px

Color: Dark Red

Alignment: N/A

Media: N/A

Interactivity: N/A

Item #4

Description: Header 3

Font: Helvetica 40px

Color: Light Yellow/White

Alignment: N/A

Media: N/A

Interactivity: N/A

Item #5

Description: Images

Font: N/A

Color: N/A

Alignment: N/A

Media: Reflect elements of the restaurant(food, entertainment, venue)

Interactivity: Click may link to page related to image(menu, events, booking)

Item #6

Description: Paragraphs

Font: Helvetica 15px

Color: Black

Alignment: N/A

Media: N/A

Interactivity: N/A

Item #7

Description: Interactive Element

Font: N/A

Color: N/A

Alignment: N/A

Media: Icons to signal interactivity(Location pin, check board)

Interactivity: Place for user to possibly find location or place booking

Item #8

Description: Footer

Font: Helvetica 20px

Color: Red

Alignment: Center

Media: Links to reviews/social media

Interactivity: User may click links for social media and additional information