

Name: Cornelius Koh Jian Ker

Student ID: 31111114

URL: <https://ckoh0009.github.io/Assignment-3/>

Overview:

The website is designed to promote Halal Pizza, a pizzeria that specializes in serving halal-certified pizzas. The primary purpose of the site is to provide information about the menu, location, services, and contact details, making it easy for customers to learn about the offerings, place orders, and visit the restaurant.

Target Demographic:

The website targets a diverse audience, including:

- Muslim families and individuals seeking halal food options.
- Local residents of Dandenong.
- Pizza enthusiasts looking for a unique dining experience.
- Individuals seeking family-friendly dining with prayer facilities.

The key decisions made when creating the website design and development

#### 1. Site Content or Major Features

Decision: Highlighting Prayer Facilities and Family-Friendly Dining, & Having the slogan on the homepage “Halal Pizza Best Pizza on Earth”

Justification:

The decision to feature prayer facilities and family-friendly dining prominently on the website was driven by the specific needs of the target demographic. According to research, Muslim consumers often prefer dining establishments that accommodate their religious practices, such as providing prayer spaces. By prominently showcasing this information on the homepage, the website immediately addresses a key need of its target audience, attracting Muslim customers and positioning Halal Pizza as a community oriented business. Moreover, incorporating the slogan “Halal Pizza Best Pizza on Earth” on the homepage serves to immediately communicate the brand’s value proposition and quality promise. This slogan helps to create a strong, memorable impression, reinforcing the brand’s commitment to providing top-quality halal pizza. This strategic placement not only enhances brand identity but also differentiates Halal Pizza in a competitive market, appealing directly to customers seeking halal dining options and quality food.

Example used from other website: Chick-fil-A

Chick-fil-A website highlights its family friendly environment and values prominently on its homepage, which appeals to its target demographic of families and individuals who value community-oriented businesses. To justify why Chick-fil-A does this, is to showcase their commitment to the community and family friendly dining, Chick-fil A effectively attracts and retains its target customers, creating a strong, positive brand image.



Figure 1.1 Chick-fil-A “about us” page showcasing their emphasis on family friendly dining and commitment



Figure 1.2 Homepage with all the important information about the restaurant

## 2. Visual Design Style

Decision: Adopted a High-Contrast color scheme

### Justification:

The decision to adopt a high-contrast color scheme, as exemplified on the “Our Menu” page, was made to ensure both visual appeal and readability. The bright orange background contrasts sharply with the white text and black headings, making the content stand out clearly and ensuring that users can easily read the menu items and prices. The high-contrast approach not only enhances the aesthetic appeal of the website but also significantly improves usability. For users with visual impairments or color blindness, the strong contrast helps in distinguishing text and important elements, ensuring that everyone can navigate and understand the content without difficulty.

Additionally, the use of vivid colors help create a vibrant and inviting atmosphere, aligning with the energetic and family-friendly branding of Halal Pizza. The overall design, featuring clear, legible typography and distinct sections for each menu item, contributes to a user-friendly experience where information is easy to find and read, thereby enhancing customers satisfaction and engagement.

Example used from other website: Apple

Apple's website uses a high-contrast design, especially in their product pages, where the white background contrast sharply with the black text and vivid images of their products. To justify why Apple does this is because the high contrast ensures that the product information is clear and easily readable, enhancing the overall user experience.

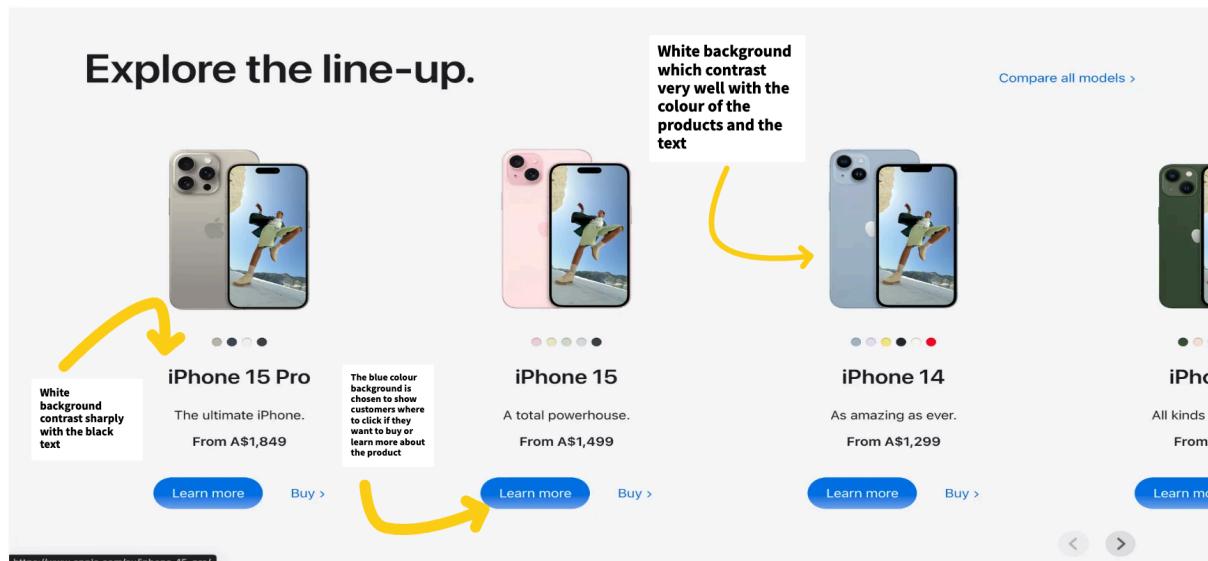


Figure 2.1 Apple product page

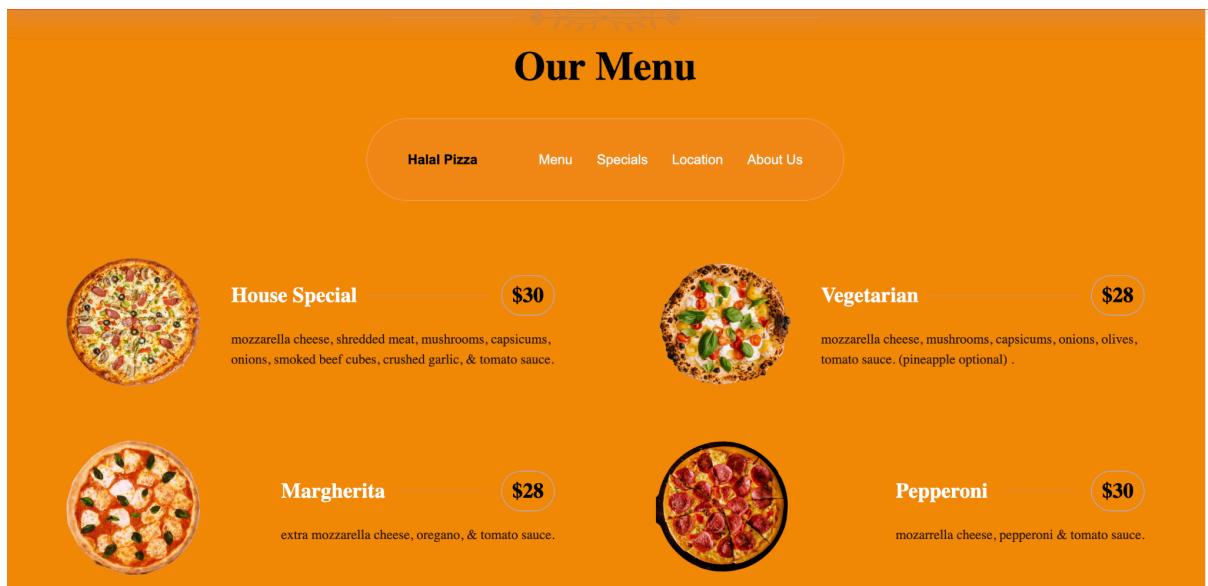


Figure 2.2 Menu page of Halal Pizza

### 3. Image Optimization

Decision: High-Quality Images with Appropriate Dimensions

Justification:

Halal Pizza website will have fast loading times, which are crucial for retaining customers. By compressing images, we reduce their file size, which significantly decreases the time required to load each page. This leads the website to have a much smoother browsing experience, which is very important for keeping the users engaged. For example, before we did any optimization the homepage images were too large, which will lead to several seconds of load time. By using optimisation, the same image load almost instantly, which will enhance the user experience and making the site feel more responsive.

Another reason would be to maintain high visual quality, by compressing images while maintaining the image quality ensures that our website retains a professional look. High quality images are important to showcase Halal Pizza products and team, helping them build trust with their customers. For example. Using tools to reduced the file size of our images without comprimising the quality of the image. This allows Halal Pizza website to load quickly while still presenting sharp, high-quality visuals that enhance our brand image.

Examples used from other websites: Airbnb

Airbnb uses high-quality, optimized images to showcase properties. Their images are sharp and load quickly, providing an excellent user experience. To justify this, Airbnb used of optimized images ensures that the site remains visually appealing and fast-loading, setting a standard for image optimization in the hospitality industry.

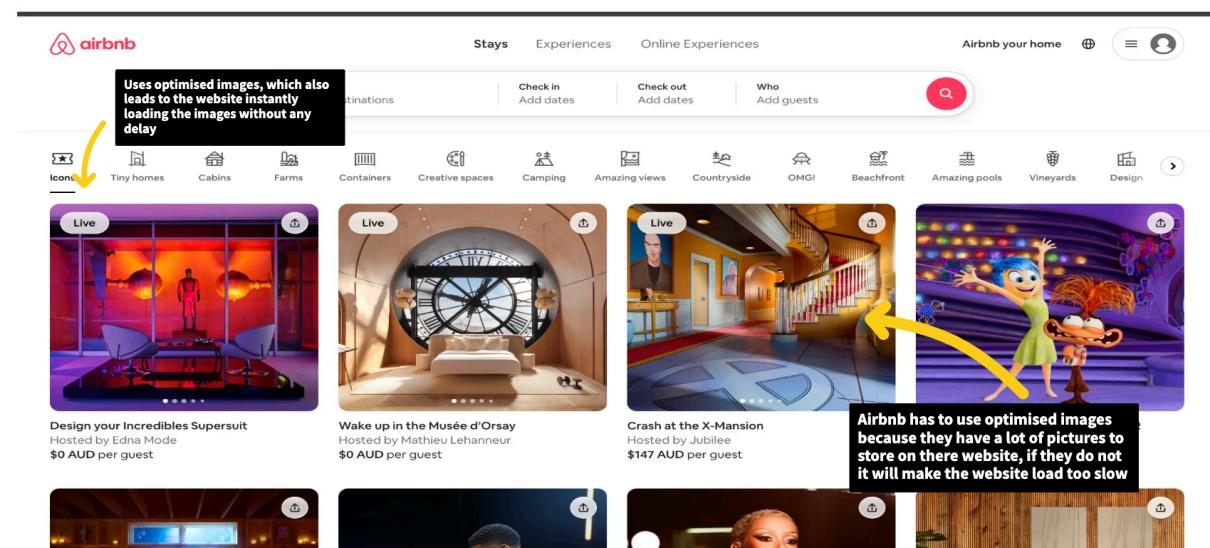


Figure 3.1 Airbnb website showing, property listing with clear, high quality images

#### 4. Accessibility

##### Decision: Keyboard Compatibility

###### Justification:

This ensures the website has a universal access, by having keyboard compatibility as it is a fundamental aspect of web accessibility. By using the WCAG 2.1, ensuring that all functionality is available from a keyboard is crucial for users who cannot use a mouse due to physical disabilities or preference. Therefore users who visit Halal Pizza website with a disability will be able to navigate through the website. Another reason to why would be this enhances the navigation efficiency of the Halal Pizza website, implementing keyboard compatibility improves the efficiency of navigation for all users, not just those with disabilities. This will align with the principle of universal design, which aims to create products usable by the widest range of people possible.

###### Examples used from other website: Gmail

Gmail provides extensive keyboard shortcuts for composing, sending emails, and navigating through the inbox, another would be a screenshot from Gmail's settings showing the keyboard shortcuts configuration panel. Gmail, justifies this as it focuses on keyboard navigation as this supports users who rely on keyboards for efficiency and accessibility, ensuring a more inclusive experience.

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