Lancaster's Restaurant Design

I have designed the website with a strong focus on enhancing the user experience, ensuring that all users—whether casual diners, media representatives, or other stakeholders—can easily access the relevant sections. I decided to use a navigation bar to divide the website into four distinct sections: Home, Menu, Reservations, and About Us. All sections have been thoroughly tested for responsiveness to ensure a consistent and seamless user experience across various devices, including laptops, 4K monitors, and mobile phones.

The aim of the homepage is to capture the audience's attention, as it often determines whether a user will continue browsing the website. For this reason, the homepage has been designed to capture the user's attention while maintaining a clean and straightforward layout. The hero section, featuring visually appealing images of the restaurant's ambience and dishes, immediately conveys an inviting atmosphere for any user and portrays the restaurant's brilliance. In the hero section, I have added a reservation button for casual users who are familiar with the website and simply want to proceed to the reservation section. For media and stakeholders, such as businesses, who are likely to browse the website, I have included images of the food and testimonials on the homepage, which reflect the image of the restaurant. Additionally, in the footer, which is consistent across all pages, I have included links to the restaurant's social media profiles and awards. This approach allows the awards and recognitions to be visible across the website.

Moving on to the Menu section, this is where most first-time diners are likely to head. Therefore, it needs to capture their attention while remaining concise. To achieve this, I decided to split each course into its own section, accompanied by an image to maintain the user's attention. The prices and labels are presented in a clear, easy-to-read format while still maintaining the elegant look of a restaurant menu. Each course is displayed with high-quality images and a card design. Since some diners will most likely look for dietary requirements on the menu page, I have included additional information regarding dietary restrictions and options for special requests, ensuring diners can easily find relevant details. Additionally, images of the chefs are featured at the bottom of the page, providing users with insight into how the food is prepared. This page is designed with both diners and stakeholders in mind, recognising that the menu serves as the heart of the restaurant. My focus was on making it engaging yet straightforward, ensuring it delivers essential information without unnecessary complexity.

The Reservation page is currently more of a placeholder, as it does not yet have the functionality to book tables. However, the design has been carefully decided to ensure that users can book reservations for future dates. Additional information, such as opening times, contact details, and the address, is all provided on the same page, so users don't need to navigate elsewhere. The form has been chosen as the most convenient way to represent a reservation option. I kept in mind that the audience for this page is primarily diners, most likely regulars.

Lastly, the About Us page is primarily intended for stakeholders and business opportunities. This is where I decided to include the restaurant's story and customer reviews. Since most users typically glance through websites, I made sure the reviews are presented in a way that is easy to read at a glance. To further improve usability, I added a "Read More" button, allowing users to either quickly skim through the reviews or read them in greater detail, depending on their preference. In conclusion, my aim with the website was to make it as user-friendly as possible, where any audience finds it engaging while maintaining a streamlined user experience.