USER INTERFACE DESIGN

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Subject : Website design process scenario

WHO ARE WE ?

We are a company that designs the websites of companies and firms. In accordance with the information provided to us by the companies with which we have an agreement, we design the website in the way they want and offer their services. Thanks to the service we provide, you can make your company's areas of activity, corporate announcements, the presentation of products and services and the promotion of yourself to much larger audiences (all over the world) in the most economical way.

Company Informations

The company we have signed an agreement with : Flame Burger

Category : Restaurant ( fast food )

Concept : Self-service

Types of products : The company provides hamburger service

Order Type : From store - Online

Company Logo:

Why did Flame Burger want to restructure its website?

* The company did not reach the potential online order target

Results of the analysis :

* It was not a user-friendly site and it was complicated
* The renes on the site were incompatible with each other
* The loading speed of the site was slow
* The bounce rate was high.
* The total number of visitors was small.
* In general, he was lagging behind his competitors
* In Internet searches, the site was not at the top

DESIGN PLANNING PROCESS

We have contacted the Flame Burger company. They asked us to rebuild and design their website on their behalf. We asked them to send us the company's information, previous website information, as well as the logo in order to start designing. The company sent us other information along with the logo.

As a result of this information, we started planning. Our primary goal is to create a user-friendly and simple site. Of course, when creating them, at the same time, the colors on the site must be compatible with the logo.Because we all know a site to appeal to the user's eye to be able to be compatible on the site of the colors used in the logo should not be ignored.The colors also has an important place in human psychology.

After examining the logo, we observed that there are more yellow and orange colors in the logo and accordingly, we determined the colors that we will use more on the site.Of course, when adjusting this color harmony, attention will also be paid to the 60-30-10 rule.

When designing a site, it is very important to know the target audience of the company and design it accordingly.As a result of our target audience analysis, we came to the conclusion that the company caters more to the young and middle age categories. And we did our design planning accordingly.

No one will want to wait in the face of a slow loading page and directly access the page kapatacaktır.Ve they will turn to other competing sites. To build a site necessarily quickly to please visitors gerekir.Ve we are aware that we need to pay a lot of attention to this issue.Things we will do to speed up the page; optimizing the images we will use, keeping the site up-to-date, not using unnecessary tabs and plugins, etc.

It is extremely important that we adjust the images, buttons, images that we will use when creating a site, the photos that we will share, and the colors of the theme extremely well or make a professional choice. We will pay close attention to these during the design process.Images of large, medium and small sizes will be used on the site. And a large number of images will be used to attract the attention of users.

The location of the logo will be in the upper left corner of the site, and other tabs will be located on its side. In order for users to easily register on the site, the “sign in” button will be added to the upper right corner of the site. When users enter the site, a “basket” button will be created where they can add the products they will order.

Care will be taken to ensure that campaign and best-selling products can be displayed in front of the user in a way that will easily attract the user's attention. And also all products will be displayed in the ”Menu" tab.

It is very important to have contact information for a website to create trust and quality of service between the user and website. As most users are used to from different websites, we plan to add contact information at the bottom of the site without disturbing the usual layout

Targeted Developments as a Result of the Website to be Established

* Faster operation of the site
* Increasing the number of visitors
* Reducing the bounce rate
* Making it more interesting
* Become user friendly
* Easier access to the offered service
* Customers can see the campaigns more easily
* A more responsive interface
* Website is suitable for SEO