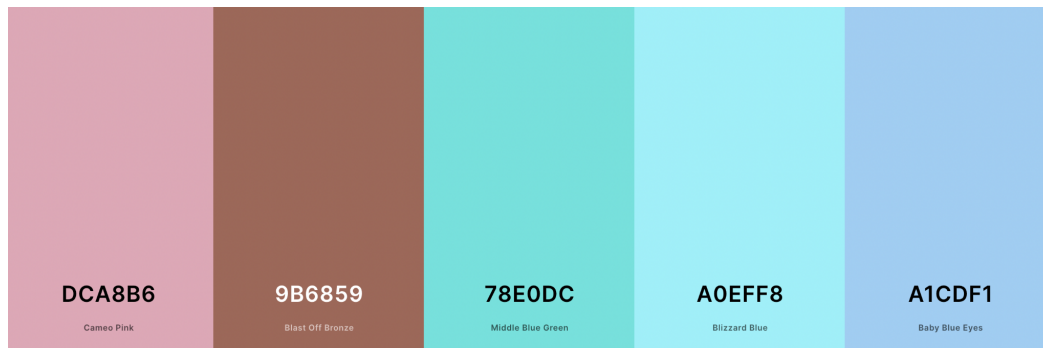


# Pamela's Diner Design Guide

## Logo



## Colors:



## Fonts:

Raleway

Nunito sans

## Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body text

## **Designing with first-time visitors in mind:**

Wanting to make the site as intuitive and navigation friendly as possible, while still keeping the design clean and engaging, several decisions were made to the landing page (index.html), and was perhaps where I spent the most time working on.

Upon point of entry, the visitor is welcomed with high quality images of the quality of food to expect at Pamela's diner. The images are in a slideshow that switches automatically every 7 seconds to maintain interest, but the colors are darkened and muted so it is not too distracting. This is because the main focus (the name of the restaurant and the order online button - for our users who want to order quickly) can still be seen clearly.

The navigation bar is also visitor-friendly and intuitive. The labels are clear and descriptive and the pink underline simultaneously gives user feedback on what page they are going to click on and is a visually appealing minor detail. Upon scrolling the visitor can find an about-us page and the footer contains more information about the restaurant such as the location and phone number, giving the visitor all the information they need.

## **Information Architecture:**

I took the approach: get the information to the user with the right amount of ease and the right amount of detail. I wanted my navigation bar to be as intuitive and useful for the proposed users in my user stories as possible. This meant making all possible nav positions visible at all times, and purposefully making the descriptions as clear as possible.

The hierarchy of the nav bars are also intentional. Referencing my user stories, and assuming convention of reading left to right, the most pressing items are found further left of the nav bars. With the menu being the first order of business, as that would be the most pressing information for those trying to order online. The order online button is even more important and simply found on the landing page.

Having the logo be the link to the home page was also an intentional decision. It is intuitive, cleans up the nav bar and my user testers had no problem or even questions navigating. I also intentionally put extra information in the footer.