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FIT1050 Assignment 3 Report

Website link: <https://jocelyn828.github.io/FIT1050-A3.github.io/>

**Introduction**

**Site content and major features**

The homepage has six sections: ‘Navigation Menu’, ‘Hero Section’, ‘Promotion Section’, ‘Special Menu Section’, ‘Feedback Section’, and footer.

The navigation menu has the elements that users will mostly need , such as the munu link and contact us button and will always stick at the top even the users scroll, which can allow users to instantly reach the most used feature wirhout scrolling the page.

Having the restaurant name as the middle of the hero section, and using a pizza image as the background of hero section can let users instantly know what our business is as the hero section will be the first thing users see as they enter the website.

Having a promotion section can grab users attention so that they knew the latrst updaye promotion and may have the interest for the menu.

Consider that there many dishes available, it is imposiible to list them all out. Therefore, I have decided to only display the special menu. Having the dishes image on the side, it can give user a clear image knowing what the food looks like as well as attract their attention.

Having customer feedback section, users can see the other customer review and add credibility of the website. It can also increase the time users staying on the website while they read through the review, and the longer they stay, the more likely they are to become a customer. Moreover, it can improve the SEO because Customer reviews can significantly boost SEO by increasing a business's visibility, particularly in local search results. They provide fresh content, improve trustworthiness and influence user's decision-making, playing a crucial role in a business's online presence.

**Visual Design Style**

I have used red colour as the primary colour of the website. This decision is made because I want to keep the colour style of the original website. Also it is widely used in the food industry, such as Pizza Hut, KFC, etc.

I have used only two font families for the website, different font for the header and body. This can maintain consistency and makes the website looks clear. The fonts combination of Montserrat and Work Sans can help to audience to differentiate the importance of the word immediately. Having Montserrat font bold weight for header, Work Sans as body light weight, it is visually appealing and perfect for the modern website. And ‘sans-serif’ is the back-up font I used in case the customised font is not found.

**Image Optimisation**

For the website, I have used SVG, JPG and WebP images for different purposes.

WebP:

I used WebP for the logo, and the star rating image in review section. Both images have transparent background, which is not supported by jpg format. The logo design is also complex, there are lots of small details and many colors involved, which can be hold by using WebP because it is lossless. Other transparency supported format like SVG might lost quality does not hold details as good as WebP, and PNG file size can be big, affecting the page loading speed. therefore I have used WebP for the logo and star rating image.

SVG:

SVG format is used for the website logo in the hero section. This is because SVG supports transparency (jpg excluded) and the website logo has transparent background. SVG typically has small file size (PNG excluded), and it is suitable for logos that has simple design. Its scalability is great to display the logo across different screen sizes without losing the quality at the same time (WebP excluded).

JPG:

JPG is used for all the food images in the website. This is because we have many food images in the website, and JPG has small file size (exclude PNG) which is crucial for the website performance, although lossy but undetectable to the human eyes. It is widely used across all browsers, and its faster loading times contribute to a smoother user experience and improved SEO ranking.

**Accessibility**

All informative images have alt text to describe what the image is for people with visual impairments, including people with low vision. Besides,

**JavaScript Interaction**

font

<https://artisanthemes.io/best-google-fonts-combinations-modern-agency-website/>

Navigation

<https://codestitch.app/app/dashboard/stitches/757?nav=Top%20Dropdown>

promotion

<https://codestitch.app/app/dashboard/stitches/1567>

* Three pizzas
* <https://www.pexels.com/photo/an-assortment-of-pizzas-on-wooden-cutting-boards-12046657/>
* Pastas
* <https://www.pexels.com/search/pasta%20promotion/?orientation=landscape>

food menu

<https://codestitch.app/app/dashboard/stitches/1001>

* special01
* <https://www.pexels.com/photo/italian-style-pizza-13814644/>
* sepcial02
* <https://www.pexels.com/photo/pizza-on-a-wooden-table-16890470/>
* special03
* <https://www.pexels.com/video/wood-fired-sourdough-pizza-margherita-time-16013244/>
* special04
* <https://www.pexels.com/photo/pizza-with-mozzarella-shaped-as-ghosts-for-halloween-18912713/>
* sepcial05
* <https://www.pexels.com/photo/sourdough-pizza-baked-low-and-slow-in-a-pizza-oven-20882533/>
* special06
* <https://www.pexels.com/photo/cooked-penne-pasta-on-black-plate-11419099/>

<https://codestitch.app/app/dashboard/stitches/1446>

centered

<https://codestitch.app/app/dashboard/stitches/998>

* background

<https://www.pexels.com/photo/close-up-photo-of-person-holding-pizza-1653877/>

review

<https://codestitch.app/app/dashboard/stitches/62>

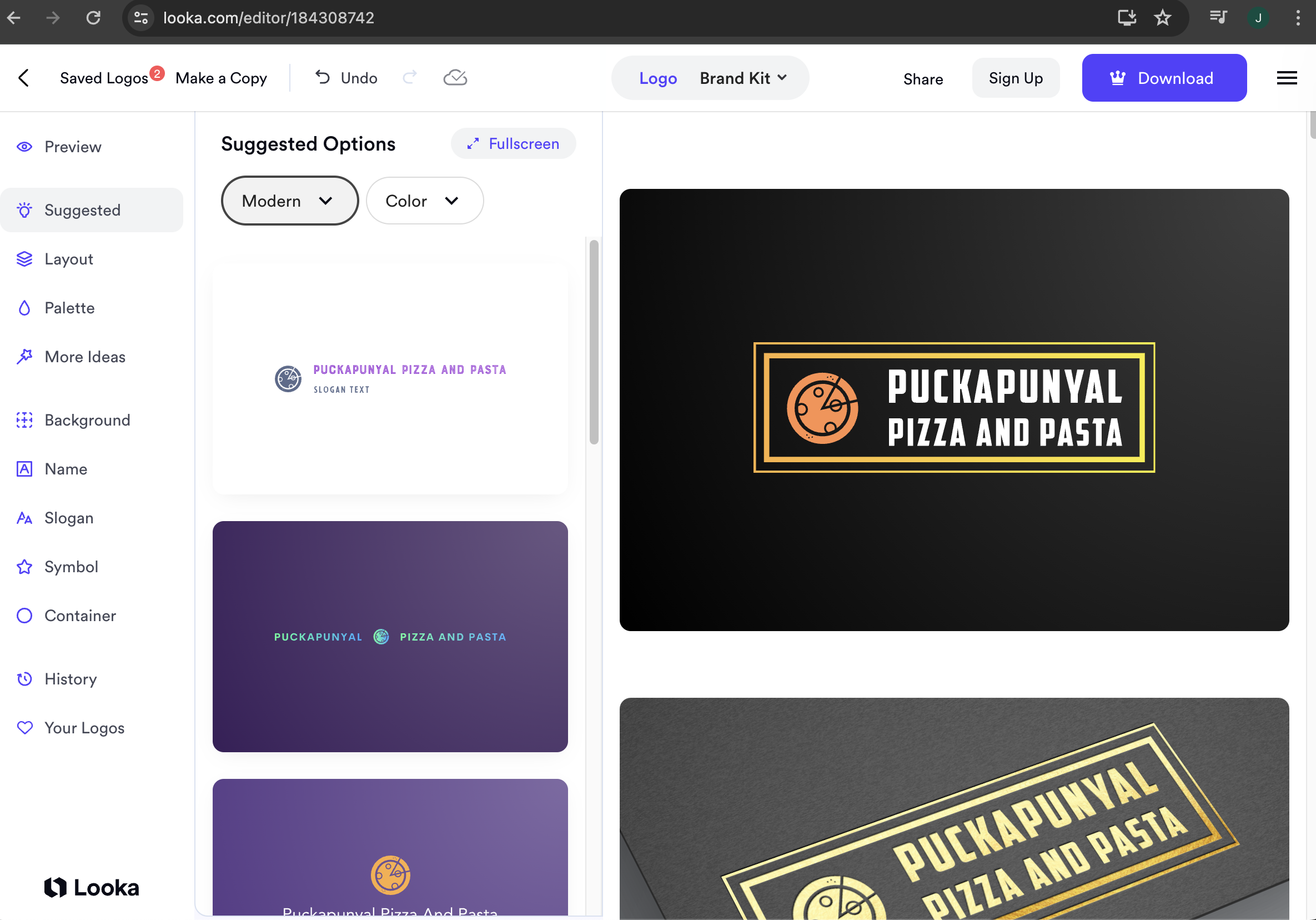
rating

<https://pixabay.com/vectors/rating-review-five-star-rating-6930474/>

footer + contact

<https://codestitch.app/app/dashboard/stitches/1763>

<https://looka.com/editor/184308742>



Trap focus in pop up window tutorial

<https://hidde.blog/using-javascript-to-trap-focus-in-an-element/#:~:text=Trapping%20focus%20is%20a%20behaviour,to%20interact%20with%20our%20component>.

YouTube tutorial create pop up window

<https://www.youtube.com/watch?v=MBaw_6cPmAw&t=111s>

scroll to

<https://stackoverflow.com/questions/70552182/scroll-to-section-in-html-css>

overlay

<https://stackoverflow.com/questions/74464099/js-overlay-background>

no scroll when overlay

<https://stackoverflow.com/questions/49101060/prevent-body-scrolling-when-overlay-on-with-body-overflow-scroll-by-default>

work sans fonts

<https://fonts.google.com/specimen/Work+Sans?query=work+sans>

Montserrat fonts

<https://fonts.google.com/specimen/Montserrat?query=Montserrat>

svg benefits

<https://cloudinary.com/guides/image-formats/svg-format-features-common-uses-and-pros-cons-you-should-know-2#scalability>

Ricard, J. (2022, March 1). Guide 101: Color Psychology In Website Design. Reference from:

Klizo Solutions. <https://klizos.com/guide-101-color-psychology-in-website-design/>

Customer review published on website

https://skeepers.io/en/blog/integrate-customer-reviews-website/