# Restaurant Landing Page — Bella Vita (Project No. 10)

- **Team Members:** Rishit Goyal – 2460435 – rishit.goyal@btech.christuniversity.in; Deepak Reddy – 2460356 – deepak.reddy@btech.christuniversity.in; Ranganatha Swamy – 2460490 – ranganathatn.swamy@btech.christuniversity.in
- **Course:** UI/UX Design Fundamentals
- **Instructor:** Mr. Narendra
- **Institution:** Christ University
- **Submission Date:** 13/08/2025

## Abstract

This project involves the design and implementation of a responsive landing page for a fictional Italian restaurant named **Bella Vita**. The page features a full-width video hero section, clearly organized menu categories (starters, mains, desserts), an about section with background video, and a contact section with address and hours. Semantic HTML5 structure and modern CSS3 techniques (such as Flexbox, CSS Grid, and media queries) are used to ensure a responsive and accessible layout. Custom fonts (Playfair Display, Open Sans) and CSS animations enrich the visual appeal. The result is a cohesive design that effectively demonstrates front-end UI/UX design principles in a modern web context.

## Objectives

- Create an engaging and brand-consistent landing page for the Bella Vita restaurant.
- Use semantic HTML5 elements for better structure and accessibility.
- Implement modern CSS3 techniques (Grid, Flexbox, responsive media queries) for layout and responsiveness.
- Integrate custom fonts and styling to match the Italian restaurant theme.
- Add interactive features such as hover effects and smooth scrolling to improve user experience.

## Scope of the Project

- **Included:** Responsive multi-section landing page with a hero section (video background), menu showcase, about section, and contact information. Use of HTML5, CSS3, Google Fonts, and front-end debugging tools.
- **Excluded:** Backend development, database integration, user login or reservation systems, and server-side functionality are not included. Only front-end UI/UX design is covered.

## Tools & Technologies Used

- HTML5 (semantic elements: `<header>`, `<nav>`, `<section>`, `<footer>`, etc.)
- CSS3 (Flexbox, CSS Grid, animations, media queries)
- Visual Studio Code (code editor)
- Chrome DevTools (debugging and testing)
- Google Fonts (Playfair Display, Open Sans)

## HTML Structure Overview

- `<header>` and `<nav>`: Encapsulate the site logo and navigation links.
- `<section class="menu">`: Contains menu categories with headings and images.
- `<section class="about-section">`: Presents an about text over a background video.
- `<section class="contact">`: Holds contact details (address, phone, hours) in a grid layout.
- `<footer>`: Displays site branding and social links at the bottom.
- **Semantic headings** (`<h1>`, `<h2>`, `<h3>`, `<h4>`) structure the content hierarchy.

## CSS Styling Strategy

- Organized external stylesheet (**style.css**) with a global reset and a centered container layout.
- **Responsive design:** CSS Grid (`.menu-grid`, `.contact-grid`) and Flexbox (`.navbar`, `.about-section`) are used to create flexible layouts. Media queries adjust font sizes and grid configurations for smaller screens.
- **Visual design:** Consistent color palette and typography (Playfair Display for headings, Open Sans for body). Transparent overlays and gradients ensure text readability over video backgrounds.
- **Interactivity:** Smooth hover transitions (link scaling, menu-item shadow effects) and scroll behavior enhance UX. A fixed, semi-transparent navbar uses backdrop blur for readability.

## Key Features

- **Full-width video hero:** Background video in the header provides an immersive first impression.
- **Organized menu display:** Multi-category grid layout showcases starters, mains, and desserts with images.
- **Responsive layout:** Site adapts to various screen sizes (media queries collapse grids on mobile).
- **Smooth navigation:** Fixed top navigation bar with hover effects and active link highlighting.
- **Custom typography:** Elegant fonts (Playfair Display, Open Sans) loaded via Google Fonts to reinforce branding.

- **Footer & contact:** Clear contact information and social media links in a styled footer section.

## Challenges Faced & Solutions

| Challenge | Solution |
|---|---|
| Ensuring background video covers screen across devices | Used CSS (`position: fixed; object-fit: cover;`) for the `<video>` element and opacity control for overlay[1]. |
| Creating a responsive multi-column menu layout | Implemented CSS Grid with `grid-template-columns: repeat(auto-fit, minmax(300px, 1fr));` for `.menu-grid`[2] to automatically adjust columns. |
| Maintaining text readability on video backgrounds | Added semi-transparent overlay (`background: rgba(255,255,255,0.1)`) on text containers and contrasting text colors. |
| Fixed navigation at top without overlap | Styled `.navbar` as fixed position with `backdrop-filter: blur()` to keep it visible and readable[3]. |

## Outcome

The final landing page successfully meets the project objectives. All sections (hero, menu, about, contact) are displayed as intended and adapt well to different screen sizes. The use of semantic HTML and organized CSS makes the code maintainable and performant. Users can smoothly navigate the page, and the visual design reflects the Italian restaurant theme effectively. Overall, the project demonstrates proficiency in front-end UI/UX design and provides a polished prototype of the Bella Vita landing page.

## Future Enhancements

- Convert the static landing page into a multi-page website with a backend (e.g., reservation form or ordering).
- Add interactive features such as a live gallery carousel or embedded map for location.
- Improve accessibility by adding ARIA roles and detailed alt text for all images.
- Implement additional animations (e.g., scroll-triggered transitions) to enhance engagement.
- Optimize performance (lazy-load images, minify resources, etc.).

## Sample Code

```html
<!-- Header with navigation -->
<header>
  <div class="navbar">
    <h1 class="logo">Bella Vita</h1>
    <nav>
      <a href="#home" class="active">Home</a>
```

```
        <a href="#menu">Menu</a>
        <a href="#about">About</a>
        <a href="#contact">Contact</a>
      </nav>
    </div>
</header>
```

- **CSS (navigation):** The `.navbar` class uses Flexbox (`display: flex; justify-content: space-between;`) to lay out the logo and links horizontally[4]. The `nav a:hover` rule scales links on hover and the `nav a.active` selector highlights the current section[5].

```
<!-- Menu Section -->
<section class="menu" id="menu">
  <div class="container">
    <h2>Menu</h2>
    <p class="menu-intro">Indulge in our menu filled with traditional Italian
dishes.</p>
    <div class="menu-category">
      <!-- Starters -->
      <h3>STARTERS</h3>
      <div class="menu-grid">
        <div class="menu-item">
          <img src="Starters/Vegetablegnocchi.webp" alt="Vegetable Gnocchi">
          <h4>Vegetable Gnocchi</h4>
        </div>
        <!-- more menu items... -->
      </div>
    </div>
```

- **CSS (menu):** The `.menu-grid` class is defined with CSS Grid (`display: grid; grid-template-columns: repeat(auto-fit, minmax(300px, 1fr)); gap: 2rem;`) for a responsive gallery of dishes[2]. Each `.menu-item:hover` scales up slightly with a shadow for interactivity[6].

## Screenshots of Final Output

The screenshots below collectively demonstrate the visual design, responsiveness, and overall user interface of the Bella Vita landing page. They capture different sections of the project — from the immersive hero video and neatly arranged menu categories to the elegant about section, contact details, and footer — highlighting the consistent branding, layout adaptability, and user-friendly navigation across device

# Embark on a Flavorful Adventure

Join us for an unforgettable dining experience filled with authentic Italian cuisine and warm ambiance.

## Menu

Indulge in our menu filled with traditional Italian dishes, from classic starters like bruschetta to mouthwatering mains such as pasta and risotto, and decadent desserts like tiramisu.

### STARTERS

### STARTERS



**Vegetable Gnocchi**



**Minted Melon Tomato Prosciutto Salad**



**Tomato Bruschetta**

## MAIN-MENU



**Lasagna**



**Chicken Parmesan**



**Steak Saltimboca**

## DESSERTS



**Vanilla Bean Panna Cotta**



**Classic Tiramisu**



**Italian Almond Cake**

## About Us

Welcome to Bella Vita, where we bring the heart of Italy to your table. Our menu features a delightful array of authentic Italian starters, mouthwatering mains, and decadent desserts, all crafted using traditional recipes and fresh ingredients. Each dish is a celebration of, designed to you to the charming streets of Italy. Join us for an unforgettable dining experience that embodies the true essence of Italian hospitality.

## Contact Us

Contact Us

### Address

500 Terry Francine St.
San Francisco, CA 94158

### Contact

+91 9108071175
Bella-vita.com.in

### Opening Hours
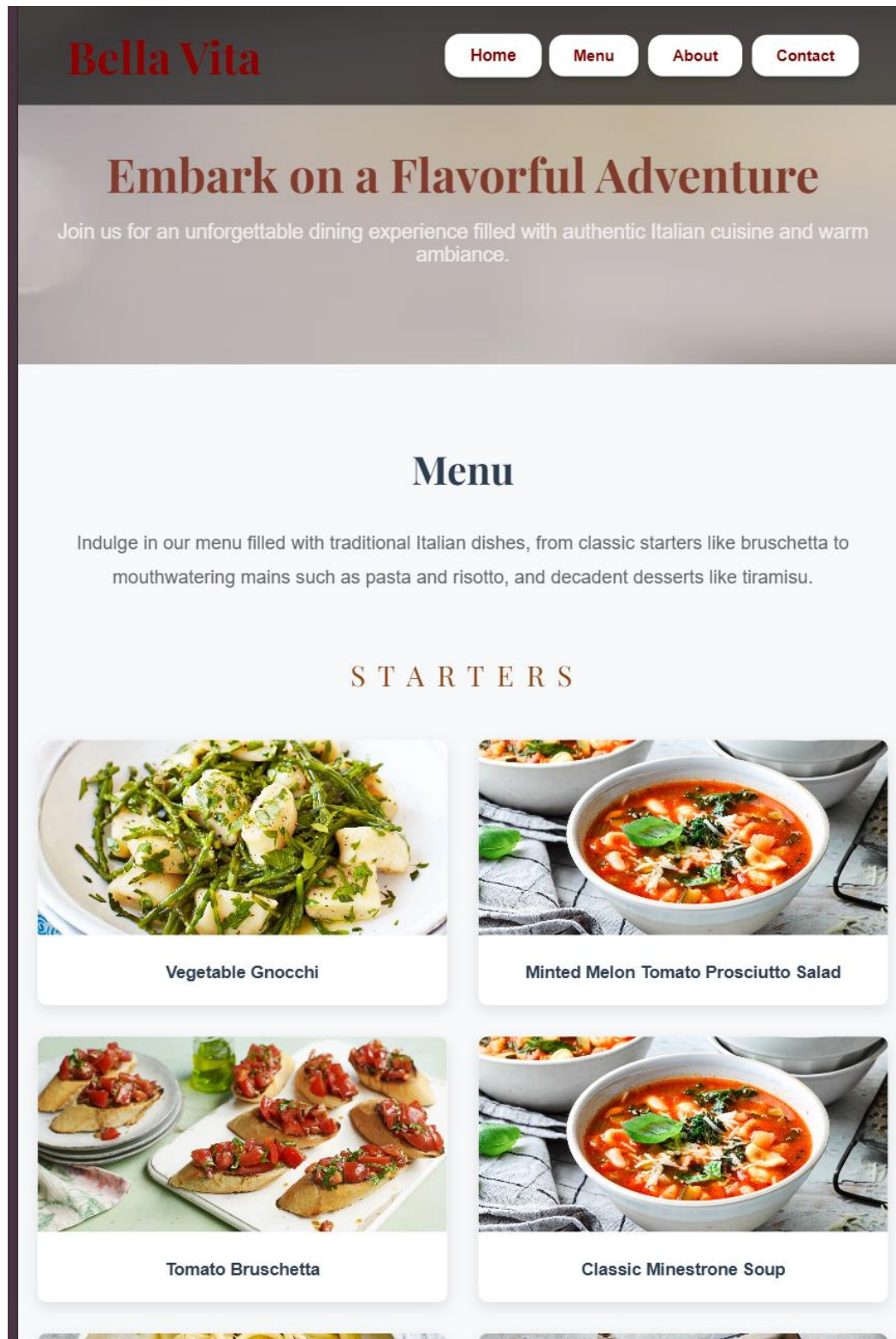
**Mon - Fri**
8:00 am – 8:00 pm

**Saturday**
9:00 am – 7:00 pm

**Sunday**
9:00 am – 9:00 pm

## Bella Vita

## Social Media Links

*Responsive Contact Section.* The image illustrates the contact section, demonstrating how the layout adjusts for different screen widths (mobile and desktop).

## About Us

Welcome to Bella Vita, where we bring the heart of Italy to your table. Our menu features a delightful array of authentic Italian starters, mouthwatering mains, and decadent desserts, all crafted using traditional recipes and fresh ingredients. Each dish is a celebration of, designed to you to the charming streets of Italy. Join us for an unforgettable dining experience that embodies the true essence of Italian hospitality.

## Contact Us

### Address

500 Terry Francine St.
San Francisco, CA 94158

### Contact

+91 9108071175
Bella-vita.com.in

### Opening Hours

**Mon - Fri**
8:00 am – 8:00 pm

**Saturday**
9:00 am – 7:00 pm

**Sunday**
9:00 am – 9:00 pm

# Bella Vita

## Social Media Links

© 2025 by Bella Vita

## Conclusion

The Bella Vita landing page project provided hands-on experience in applying UI/UX design fundamentals using HTML5 and CSS3. By structuring content semantically and styling responsively, we achieved a modern, attractive layout. Key learnings include integrating multimedia backgrounds, managing responsive grids, and enhancing interactivity with CSS. This work strengthens our understanding of front-end design best practices and sets a foundation for adding dynamic features in future work.

## References

- L&T LMS: https://learn.Intedutech.com/Landing/MyCourse
- Google Fonts (Playfair Display & Open Sans): https://fonts.google.com/specimen/Playfair+Display
- MDN - https://developer.mozilla.org/en-US
- The Odin Project - https://www.theodinproject.com