**Pre order your lunch box;**

One website, responsive design, two User Experiences (UX).

Principal idea;

That one hour of lunch can get pretty busy, pretty quick. From one O’clock on you are watching the time constantly. Want to meet a friend? Choose a location meet up find seats read the menu make your order eat food pay bill and..... Talk to your friend. Or is it a sunny day? Well, why don’t we meet in St Stephen’s green?... Get a sandwich buy a coffee que pay walk.... We’ll all do anything to cut a few minutes off the process.

Two devices, two experiences, one design.

A mobile user doesn’t just have a smaller screen than a normal desktop user, they have less time and probably more immediate demands too. By slimming down the site to the most bare essentials, we slim down the load times, the wait and the users decision process. Keep it simple quick and lean and a customer has placed their order in 60 seconds or less and feels they’ve made a gain.

A desk top user however is still at their desk. Lunch is probably still more than half an hour away. Two or three minutes are available, the larger screen means more information can be presented simultaneously and the user can scan and pick out the bits they want or need and.... The experience is more enjoyable. Now I have a *nice* lunch waiting for me. Log in at 12:15 and I can take two or three minutes and really *treat* myself. Dine well, not just re-fuel.

The mobile gets me food faster, it satisfies hunger, both for food and time.

The desktop sells, entices, informs, and improves my dining experience. It creates expectations for tasty well prepared food, which when met create a happy customer with a positive experience.

Design methodology;

Mobile; Using TTD we get a simple fast flowing three step process to get food ordered. Functionality and precision first and foremost. No extraneous details.

Desktop; Using the previously built mobile page, we add information content, expanding the layout across the screen to provide more simultaneous information and choices. Thusly we adapt the site to provide a more immersive enticing experience, as much designed to promote the product as it is to take an order.