

Pamela's Diner Design Guide

Logo:

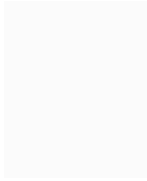


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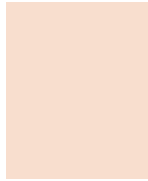
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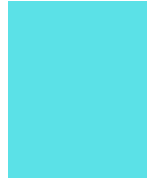
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Fonts:

Helvetica Neue

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

First Viewer Navigation:

When a first-time user first lands on the website, they should be at the home page. The home page should first include what the restaurant is all about. A few words or a small passage about the restaurant. As you scroll down more, you would see the reviews of the restaurant and what other outside sources have been talking about the restaurant. This is to capture the attention of the user before going into more detail about the food and prices. The sidebars should include information useful for everyone. They are located on the sidebars on every page so that at any moment, they don't have to change pages to find out important information. Also, people who just need to quickly find essential information like location and time open or how to order online won't need to click anything to quickly find the information they need. As the new user reads about the reviews and the theme of the restaurant, they might want to find the menu to look at or the prices of certain dishes. They then click on the Menu button where they are presented the menu + the descriptions of the dishes followed by the prices. They can scroll through the options, or they can search up the dish they were thinking of. Finally, although most users won't use this feature, it is still essential to have a contact page where people looking forward to receiving new news about the restaurant or are looking forward to working or reporting on the website can use a form to submit their information and contact the restaurant. The website is catered towards fast retrieval of information rather than making users dig through menu options.

Information Architecture Philosophy:

Information architecture (IA) focuses on organizing, structuring, and labeling content in an effective and sustainable way. The goal is to help users find information and complete tasks. Looking at the original website, the information architecture is terrible. It is hard to find things and it is hard on the eyes. There is too much going on. To fix this, I defined user stories and ranked them in order depending on profit factor and likelihood factors. I plan to follow a strict categorical information architecture throughout the whole website while following a somewhat different information architecture in those sub-information structures. My user stories consist of these categories: About, Contacts, Menu, Price, Hours, and Locations. Information about these categories should stay in their structures and not get mixed up with other structures since that will confuse users when entering new structures. Although not all these categories will go in its separate pages, they will be in separate distinct structures, so users won't confuse information with others. Locals are more likely to use the website more often to check open hours, address, and where to order online so that information should be apparent clearly. This information is also helpful for all users that access the website, so I plan on always including this information in a structure in all the pages for quick access. About, Contacts, Menu, and Price are all distinct in their importance and users that want to know one may not need to know the other. Note that Menu and Prices structures can be easily combined. Overall, there should be 3 distinct pages: About, Menu, Contacts. About will include the restaurant's philosophy and other articles and reviews about the restaurant. This will engage our next most important user, tourists. Because they're completely new, they are going to want to know everything good about this restaurant right when they enter the website. Next are the newcomers that after reading about what the restaurant is about, they are willing to check out the food and prices to decide if they truly want to come. For more niche users like travelers and reporters, these users will already be seeking information that other users might not want and thus can be in a separate architecture.

Overall, the information architecture is going to be categorical and follow a strict structure where information isn't mixed up with other categories' information. The architecture should encourage ease of use and significantly swifter access to information.

Site Map:

