

CP5638-Web Design & Development

Assignment 02-Milestone 01

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Milestone 01

Part 01: Response to Feedback

Feedback received for Assignment 01- “Only comment is that a couple of the images are stretched a little and logo is hard to see”

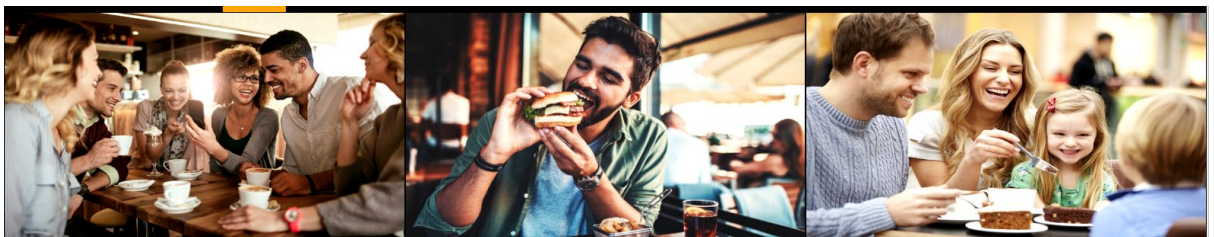
Responses:

- Comment 01-“Couple of the images are stretched a little”
Solution- For the milestone 2, I will resize the images and replace the images which do not fit in .

Previously:

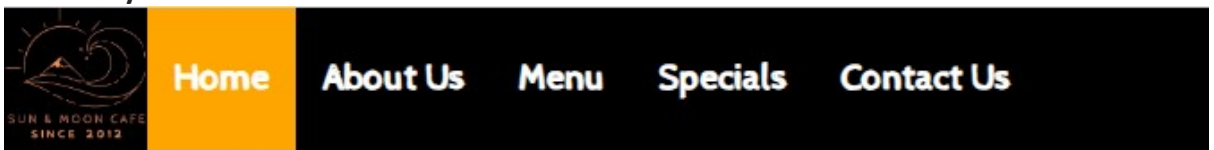


Now:



- Comment 02-“logo is hard to see”
Solution- For the milestone 2, I will recreate a logo that will be more visible than the previous logo.

Previously:



Now:



Part 02: Design Rationalisation

The details relevant to font, navigation bar, footer and background color of my website will be common to all the web pages and remain constant throughout all the pages. Therefore at first I will discuss about these common features and will move on to the page specific data.

Font (for all pages):

Two popular contemporary font types will be used to ensure that the target audience will not feel bored to read the website content.

The font family used for all the headings will be 'Catamaran', sans-serif. And the font family used for content of all pages will be 'Cabin Sketch', cursive.

The font colours of the headings will be set as orange while font colour of page content will be set as black.

Navigation bar & Footer(for all pages):

All the pages in the website include a top horizontal navigation bar and a footer at the bottom. Both navigation bar and footer will be designed using white colour text on black background. The navigation bar will use colour orange as a hover colour when the tabs are active and gray colour when tabs are not active. **According to feedback for assignment 1, the logo on the navigation bar was not visible enough; therefore a new logo will be recreated.** The logo on the navigation bar will always direct a user to the home page. The navigation bar will include 5 links as “home”, “about us”, “menu”, “specials” and “contact us”.

Footer repeats the links on the navigation bar and additionally the contact numbers and the address. The contact numbers are clickable which they can use to directly dial it to call the cafe and the address mention in the footer is also clickable and it will direct the user to Google maps to find the cafe location.

Background colour(for all pages):

No background colour was added to any pages of the website.

1. Home page

Choice of Colour:

Apart from the font, footer and navigation bar colours which are mentioned above, the colour light orange will be used as the hover colour to both call to action buttons and orange colour is used as the background colour of the call to action buttons.

Images:

Altogether 8 images will be used in the home page.

5 of them will symbolise different food items available at sun and moon cafe.

The other 3 images will be used to emphasize the target audience of the restaurant to anyone who access the website. According to the feedback received for

assessment 1, these images will be resized to make sure they are not stretched, if not images will be replaced. All these images will be responsive.

Content:

Apart from the footer and the navigation bar, the content on the home page will include,

- Name of the restaurant,
- Two customer testimonials
- Call to action button 01- “view weekly specials.”
- Call to action button 02- “sign up for weekly specials.”

2. Specials Page

Choice of Colour:

Apart from the font, footer and navigation bar colours which are mentioned above; no other colour will be used in this page.

Images:

Altogether 3 images will be used in this web page. Those 3 images represent the items that are on special and the images will be responsive.

Content:

Apart from the navigation bar and footer, this page includes the title of the page as “weekly specials” and “enjoy 25% off of the following items”

Additionally the page will include the name and the price under the image of each food item that are on special.

Also at the bottom of the page it includes the conditions applicable for specials offer.

3. Product detail pages

Choice of Colour:

Apart from the font, footer and navigation bar colours which are mentioned above, no other colour will be used in these pages.

Images:

Each product detail page includes an image of the food product. All these images will be responsive.

Content:

Apart from the navigation bar and footer, this page includes a brief description about the food item. Also will contain the ingredients, nutritional details of the relevant products.

4. Contact us page

Choice of Colour:

Apart from the font, footer and navigation bar colours which are mentioned above; no other colour will be used in these pages.

Images:

The only image included in this page will be the restaurant logo. **According to the feedback received for assessment 1, it was mentioned that the logo was not visible enough. Therefore a new logo will be recreated to reflect the advised changes** and this image will also be responsive.

Content:

Apart from the footer and the navigation bar, this page indicates the restaurant open hours from Monday-Sunday, restaurant address and separate telephone numbers for catering purposes and to get general information.

5. Newsletter signup

Choice of Colour:

Apart from the font, footer and navigation bar colours which are mentioned above, the colour light yellow will be used as the background colour of the sign up form. Also colour red will be used as the background colour of reset button and colour green will be used as background colour for submit button. Additionally the colour light gray will be used as the background colour of the text boxes when they were on focus.

Images

The signup page does not include any images.

Content

Apart from the footer and the navigation bar, the signup form contains a heading "Sign up with our weekly special". Apart from that, the signup form will contain 4 text boxes to get, users first name, last name, email address, date of birth, a radio button to ask if the users want to get added to the cafe's email list, 6 check boxes for users to select their favourite menu and a button to clear the form or to submit the data.

- ❖ Mock ups for the above 5 pages are as shown below (Mock ups designed using CANVA graphic designing tool)

- Home page



- Specials page



- Product detail pages(there will be 6 different product detail pages for 6 menus same as the mock up shown bellow


[Sun & Moon Cafe](#)
[Home](#)
[About us](#)
[Menu](#)
[Specials](#)
[Contact Us](#)

Lamingtons




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Nutritional Facts

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[Home](#)
[About us](#)
[Menu](#)
[Specials](#)
[Contact Us](#)
[Catering:04333333999](#)
[Contact: 0455999955](#)
[Address:223,powell st,Bowen](#)

- Contact us page


[Sun & Moon Cafe](#)
[Home](#)
[About us](#)
[Menu](#)
[Specials](#)
[Contact Us](#)

Restaurant open hours


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Address

consectetur adipiscing elit

Call us

0001122334455
 2233556677800


[Sun & Moon Cafe](#)

[Home](#)
[About us](#)
[Menu](#)
[Specials](#)
[Contact Us](#)
[Catering:04333333999](#)
[Contact: 0455999955](#)
[Address:223,powell st,Bowen](#)

- Newsletter sign up page

The screenshot shows the Sun & Moon Cafe website. The top navigation bar is black with white text for 'Home', 'About us', 'Menu', 'Specials', and 'Contact Us'. Below this is a yellow 'Sign Up' form with input fields for 'First Name', 'Last Name', 'Email', and 'Date of Birth'. There is a checkbox for 'Get added to email address' and a 'Select Menu' section with five radio buttons labeled 'm1' through 'm5'. At the bottom of the form are 'Reset' and 'Submit' buttons. The footer is black with white text for 'Home', 'About us', 'Menu', 'Specials', 'Contact Us', 'Catering: 04333333999', 'Contact: 0455999955', and 'Address: 223, Powell st, Bowen'.

Part 3: Usability test plan, User Testing Report and Further Development Suggestions for the website

- Usability test plan

Pre Tasks

1. What is this website about?
2. Who are the target customers of this website?

Tasks

3. Please sign up with weekly newsletter?
4. Please find the logo of this website?
5. Find the items on special
6. Find the nutritional facts of Sun and Moon sandwich?
7. Find the trading hours on weekend?

Post tasks

8. How satisfied are you with this website's layout and content? rate on a scale of 1 to 5
9. If you could change anything about the website what would it be?

- User Testing Report and Further Development Suggestions

Usability Testing 01	
User Name: Chantene	
Location: In Class	
Usability test questions	User's feedback
Pre Tasks Questions	
1. What is this website about?	Café/Restaurant
2. Who are the target customers of this website?	Younger people and young families
Tasks	
3. Please sign up with weekly newsletter?	At first, she looked bit confused as she couldn't find any sign up link in the specials page. But she completed the sign up process without any hassle. She mentioned that she expected to have newsletter sign up link in the specials page as well.
4. Please find the logo of this website?	She found the logo in the top corner of the left hand side. She mentioned that it was exactly where she expected to see the logo.
5. Find the items on special	Specials were found successfully. But I observed she was trying to click on them. She mentioned that she would like to see the details of the items on special by clicking on the image rather than going back to menu page to check on them.
6. Find the nutritional facts of Sun and Moon sandwich?	Task completed successfully.
7. Find the trading hours on weekend?	Task completed successfully.
Post Tasks Questions	
8. How satisfied are you with this website's layout and content? Rate on a scale of 1 to 5	4/5 User feedback- "I really like the colours and the information was easy to find. Overall the website was aesthetic".
9. If you could change anything about the website what would it be?	<ul style="list-style-type: none"> • Add the nutritional information to special items. • Extra link to sign up form in the specials page. • Make the telephone numbers and addresses in the

- contact page clickable similar to the footer.
- Make the logo bit bigger.

Usability Testing 02

User Name: Dallas

Location: In Class

Usability test questions

User's feedback

Pre Tasks Questions

1. What is this website about?

A Café

2. Who are the target customers of this website?

Young people

Tasks

3. Please sign up with weekly newsletter?

Task completed successfully

4. Please find the logo of this website?

Task completed successfully, but I observed he was moving the cursor around the logo. He mentioned that he expected to see a change in the cursor pointer if the logo can be clicked to return to home page.

5. Find the items on special

Task completed successfully.

6. Find the nutritional facts of Sun and Moon sandwich?

Task completed successfully, but he said he would prefer to see a back to menu button in each of those product detail page.

7. Find the trading hours on weekend?

Task completed successfully.

Post Tasks Questions

8. How satisfied are you with this website's layout and content? Rate on a scale of 1 to 5

4/5

User feedback: "like the template used for signup form, good navigation, overall good layout"

9. If you could change anything about the website what would it be?

- Change the background color of the "About us" page's paragraphs to a much more darker color.
- Change the cursor pointer at the logo.
- Add a back to menu button in the product details page.

Response to usability test 01	
Feedback	Response
1. Add the nutritional information to special items.	Earlier only the images on menu page were linked to product detail page. But as response to this feedback, images on the specials page were also linked to relevant products detail pages.
2. Make an extra link to sign up form in the specials page	Earlier link to sign up appeared only in the home page. Following this feedback an extra link was added to the specials page which will direct a user to sign up page.
3. Make the telephone numbers and addresses in the contact page clickable as similar to the footer.	The contact details on the contact us page was not clickable. Therefore as for the user's feedback they were made clickable similar to the footer.
4. Make logo bit bigger	The logo in the navigation bar was resized.
Response to usability test 02	
Feedback	Response
5. Change the background colour of the "About us" page's paragraphs to a much more darker color.	Earlier a light color was used as the back ground color of this paragraph. In response to this feedback the color was changed to much brighter color than earlier, so that it will not be hard for vision.
6. Change the cursor pointer at the logo.	Cursor: pointer; element was added to the css file for the logo image on the navigation bar. So that when the cursor is placed on the logo it will change and users will easily understand that they can click on it.
7. Add a back to menu button in the product details page.	This change was not made as a user can access the menu anytime through the navigation bar.

❖ **Link to my site:**

<http://praboshia.sg-host.com/sunandmooncafe>

References

1. https://www.w3schools.com/howto/howto_css_signup_form.asp- Used as a guide to create the sign up form
2. <https://www.formget.com/php-checkbox/>- Used as a guide to show the values in the checked check boxes
3. https://www.w3schools.com/js/js_validation.asp - Used as a guide to data validation in the form.