

Design Evaluation Document

Client's Set Criteria

The website:

- Should **not** include complex functions or require high technical expertise.
- Should be user-friendly in a way that uses self-explanatory functions and the Logo colours (red, pink, white).
- Should allow the user to create a 'Wishlist'.
- Should allow the user to send messages to the business.
- Should allow the user and admin to search for items in the website catalogue and to filter their options.
- Should include a catalogue with products sold by the business
- Should include an *About Us* page
- Should include the Privacy Policy of the business.
- Should allow the user and the admin to login to their accounts (and the user to signup as well)

Design Criteria

The website:

- Should be user-friendly in a way that uses self-explanatory functions.
- Should use the logo colours (red, pink, white) **only** and the main colour should either be white or pink.
- Should have a navigation bar with quick links that take to other pages.
- Should not have fonts that are too small.
- Should not have contrasting colours on top of each other (making writing for example hard to read)
- Images of the products should be shown in the menu (meaning not only the name of the dish/product but also an image)

Choices for the 1st design:

- Symbols and the logo were used to improve the user-friendliness.
- The colour white was used mostly because it is not dark, allowing the black and red writing to clearly appear on top.
- The navigation bar consists quick links to other pages to make the website more usable.
- The menu was inserted in the Homepage so that the main focus is on it, as it is the main purpose for having a website.
- The sign in and signup pages were designed in an ordinary way, that clearly states where data must be entered, to make the process easier.
- Product page was designed in a way that provides all the information relating to that specific product (name, description and reviews) in one page.
- The user side was designed to be very similar to the original homepage so that the user only has to be familiar with one type of website
- The admin side is designed to only have the functions needed, i.e. adding and removing products.
- The first design included the search function, but the second one didn't.

Choices for the 2nd design:

- The fonts were made big so that they are much easier to see than they were in the first design.
- The sign in and signup pages were designed in an ordinary way, that clearly states where data must be entered, to make the process easier.

- The user side was designed to be very similar to the original homepage so that the user only has to be familiar with one type of website.
- The menu was provided with its own page so that it is separated from other pages. This will make the page much easier to open.
- The admin side and the Wishlist are made as lists, so that the main focus is on the dish name rather than the photo.
- The colour pink was mainly used because it is not as bright as white, and provides a more comfortable vision.

Why the 1st design was chosen

My client chose the first storyboard because the background is white rather than pink like it is in the second design. She also liked the idea of having the menu on the homepage and the 'Parisienne' font for the titles. Other features like the boxes with rounded corners were an attraction, as well as the font sizes. In the second design, the fonts on the navigation bar were "far too big and the tables for the menu and the catalogue page (on the admin side) don't fit with the rest of the page", as my client said. Having the idea of the logo being the button that takes to the Homepage was supported, because it is user-friendly, unlike the second design that has no logos. Same thing for the Wishlist (as it had a heart symbol in the 1st design but not the 2nd)