Riley Dillon

CS-257-01

10/16/25

Design Process

Link: https://www.figma.com/design/zDKzibxkJ2GA89B9Em9Nnr/CS257-Lab?node-id=0-1&p=f&t=Wpnxpqoxkaso44p5-0

Intended Audience

Thompson and I selected Grand Slam Grill in Olean, NY, to redesign their website for mobile users. Specifically catering to individuals who prefer mobile ordering.

Initial Research and Analysis

We began by analyzing the existing website to identify usability issues. Particularly those affecting mobile users. This included assessing navigation, content layout, and accessibility features.

Ideation and Sketching

Following the principles outlined in *The Design of Everyday Things,* we focused on creating designs that minimize cognitive load and enhance usability. We generated a multitude of sketches for each of the 3 pages we aimed to redesign. Making sure a variety of ideas were explored. These sketches were informed by Norman's concepts of affordances, signifiers, and constraints.

Mood Board

Colors

Red and Yellow: Energetic, appetizing, and aligned with the brand.

Dark Gray: Ensures readability and contrast.

Fonts

Arial: Readable and familiar for scanning menus.

Russo One: Bold and matching the energetic brand.

Imagery and Visual Style

Food images and restaurant visuals maintain brand identity and make the interface engaging.

Visual Organization

Bold headings and clear color cues emphasize primary actions. Such as viewing the menu or placing an order. This ultimately supports fast and efficient mobile use.

Summary
The combination of brand colors, fonts, and imagery creates a mobile experience that is visually appealing, easy to navigate, and consistent with Grand Slam Grill's identity.

Prototyping and Testing

Scenario: "Imagine you are placing a mobile order at Grand Slam Grill. Walk us through how you would find the menu, select items, and complete your order."

Observation:

- "Self-Explanatory"
- Asked questions about the purpose of various buttons
- Wanted it to be more vibrant when translated into Figma

This approach follows recommendations from NNG's Usability Testing 101 and AIGA's guide on critique. Both emphasize real user feedback over assumptions.

Using Figma, we developed an interactive prototype that incorporated feedback from our peer testing sessions. This process aligns with the human-centered design approach. Emphasizing the importance of user feedback in the design process.

Figma Prototype

We developed an interactive Figma prototype for the homepage, menu, and order pages. Buttons were designed with clear affordances and signifiers to guide user interaction. To switch between pages, we implemented a clear visual at the bottom to efficiently go back

and forth. To get the clearest visual, we used techniques such as contrasting colors and fonts.

Peer testing also informed adjustments to button placement, labeling, and layout to reduce confusion and improve efficiency.

We also preferred to really stick to the website's identity and used a similar layout and images to make the difference between the two not so drastic.

The prototype incorporates principles from The Design of Everyday Things, ensuring usability and clarity. However, it also follows guidance from NNG and AIGA on testing and critique. Allowing us to validate design decisions before final implementation.

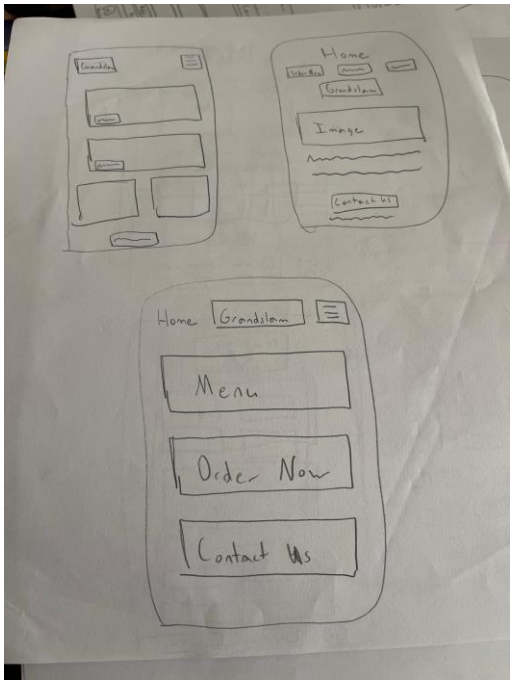
Demo

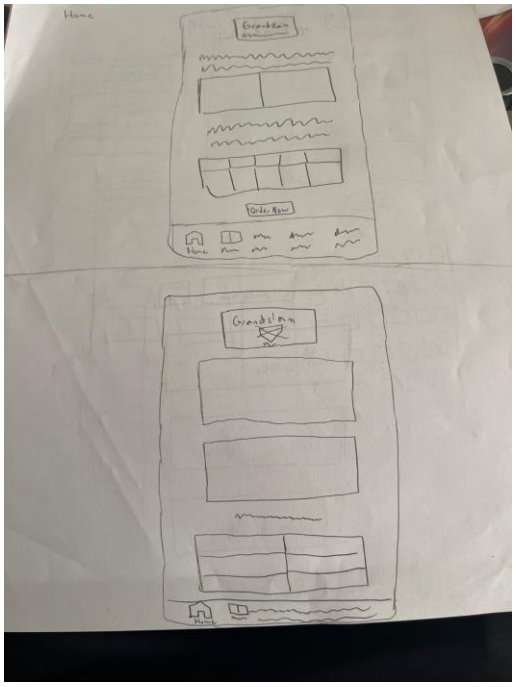
The key to our demo was to let our Figma prototype really speak for itself. Using *How to Survive a Critique*, we also wanted to really go in with an open mind in order to help us with future endeavors and learn from any mistakes.

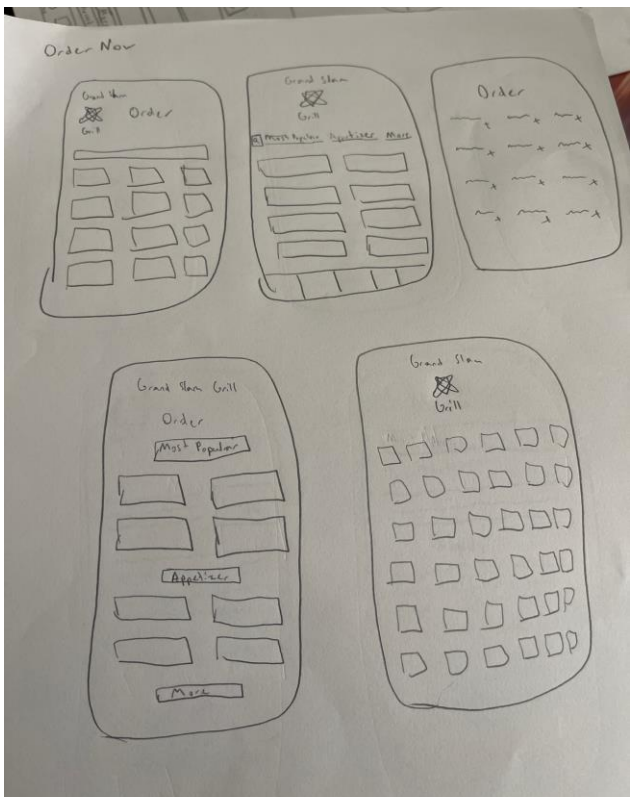
Reflection

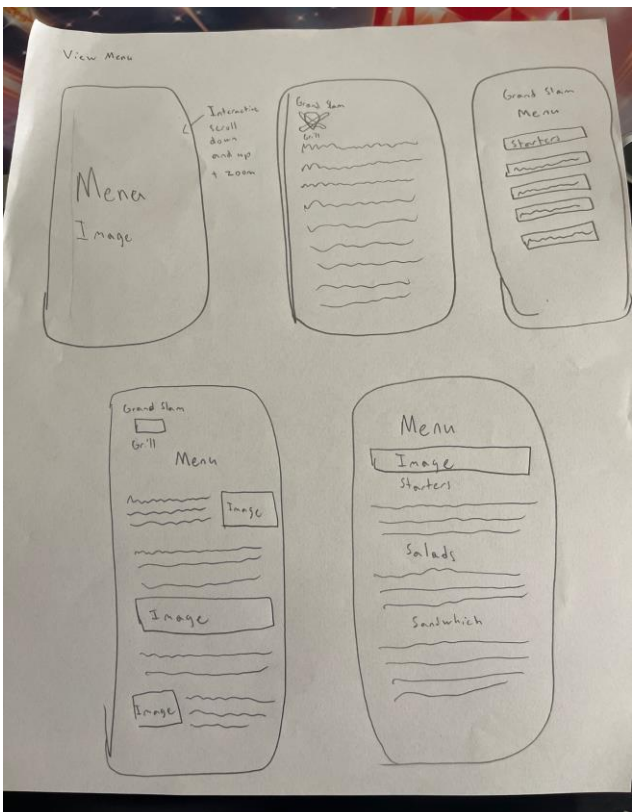
We navigated several design trade-offs, such as balancing aesthetic appeal with functional clarity. Also determining the optimal amount of information to display on each screen. By adhering to a user-centered design process and integrating insights from our target group. We were able to create a mobile website that is both functional and engaging. The sketches helped us formulate our apps, and the final ones were tested to make sure they were good to start creating on Figma. The mood board also helped in this process since it allowed us to display and think about what sort of fonts, colors, and images we wanted to use. Using these prototyping techniques and the information in the articles, we were able to properly create and design the pages needed for our mobile version of the website.

Messy Sketches

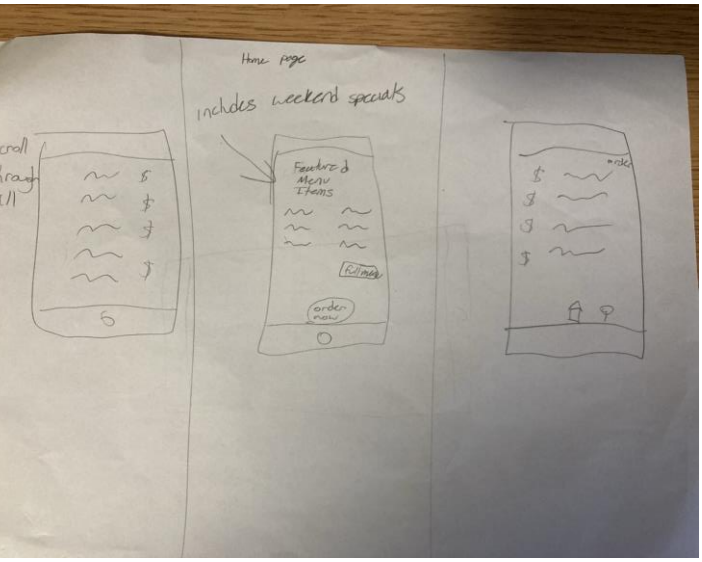


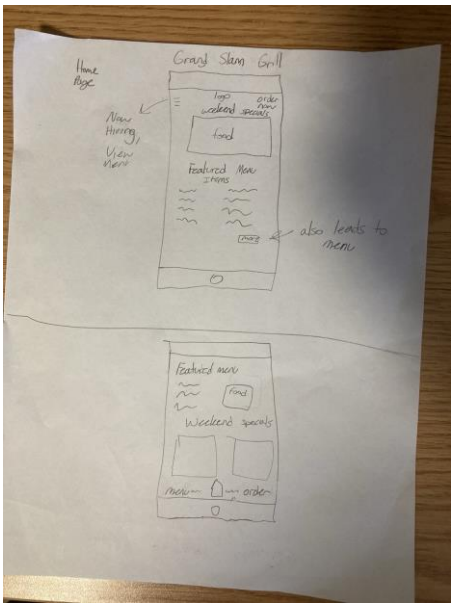


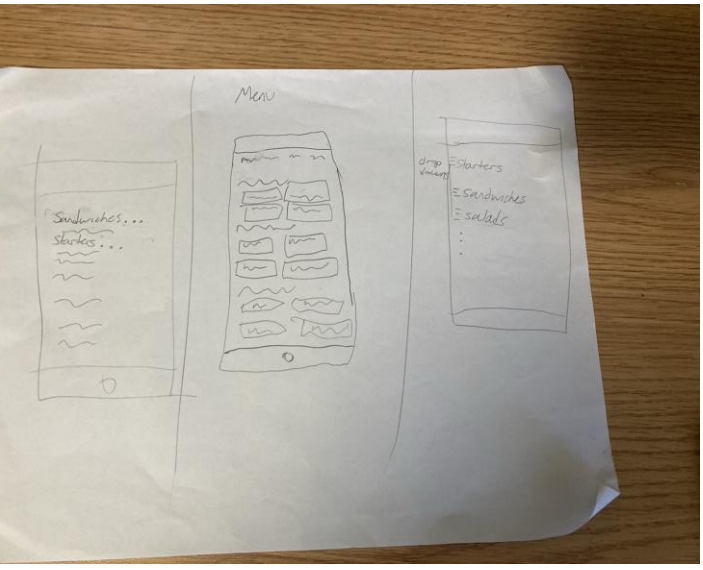


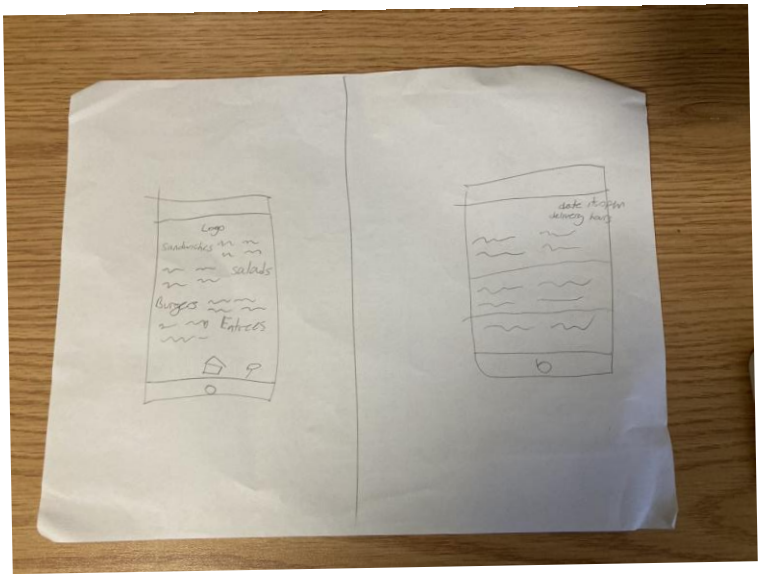


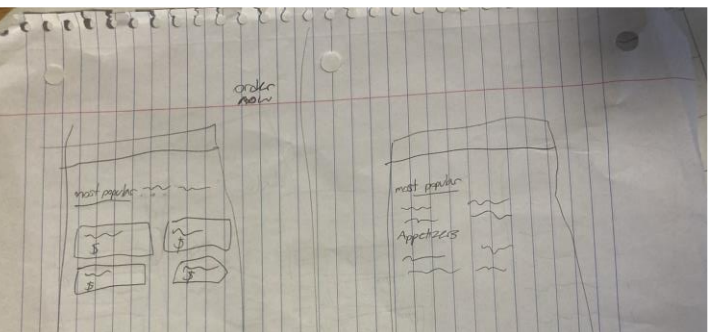
k

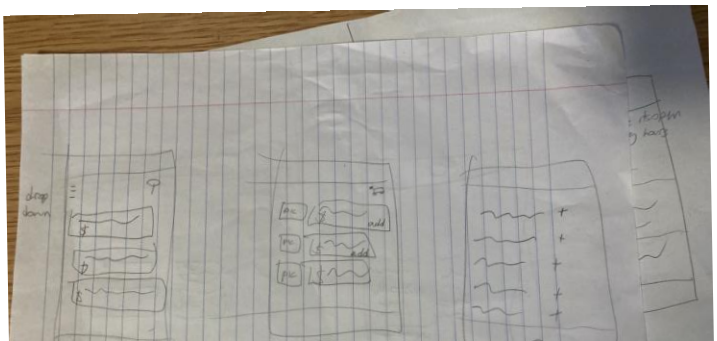

Home page
includes weekend specials
Featured Menu Items
order now


Grand Slam Grill
Home Page
Menu
Hiring
View Menu
logo
weekend specials
order now
food
Featured Menu Items
also leads to menu
Featured menu
food
weekend specials
order

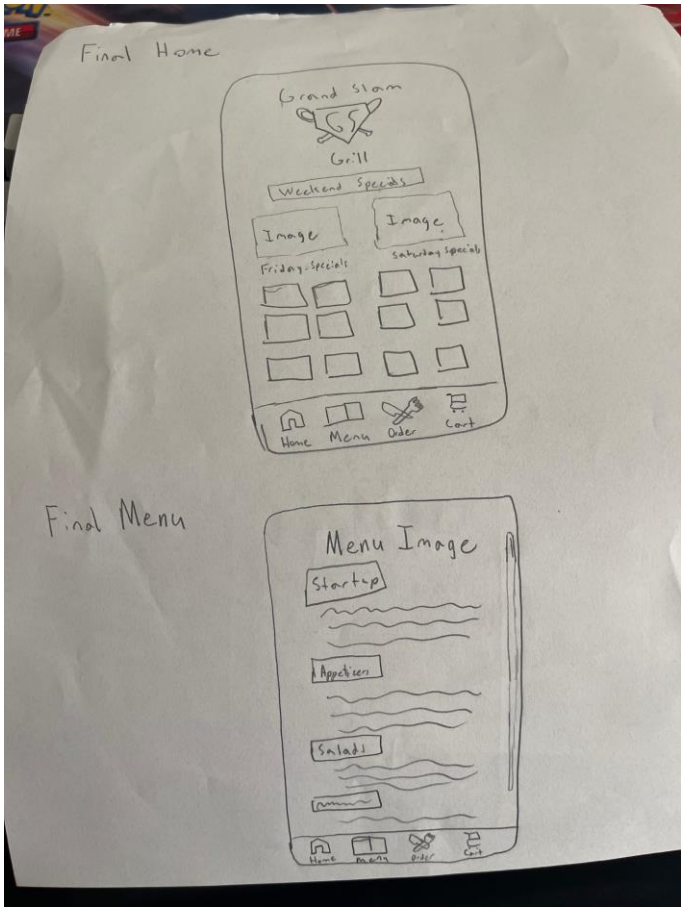

Menu
Sandwiches...
Starters...
drop down
Starters
Sandwiches
salads

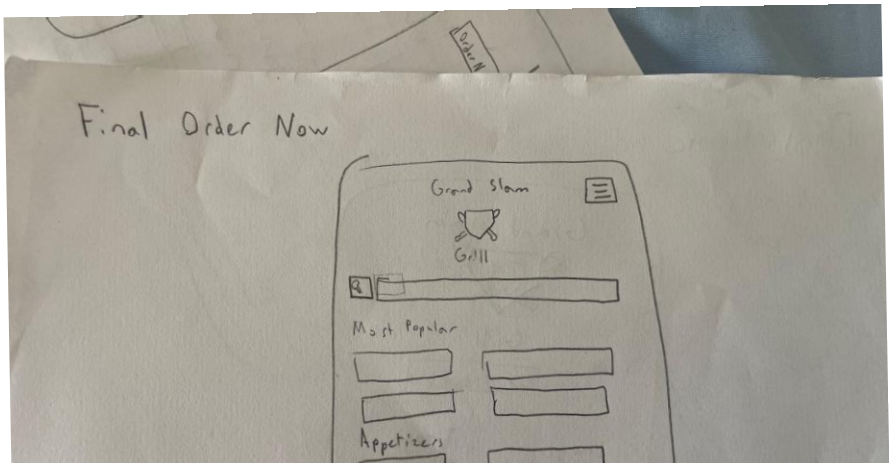

Logo
sandwiches
salads
Burgers
Entrees
date & open delivery hours


order now
most popular
most popular
Appetizers


drop down
add
add

Final Sketches





Mood Board

Color
The
MOOD
Board
BY RILEY AND JONATHON
FLETCHER'S
SPORTS GRILL
Text
Russo One
+
Arial
BASEBALL
CLUB