



UX REDESIGN OF SATYA RESTAURANTS

PROCESS REPORT

13/08/2021

CREATED BY
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WHAT IS IT LIKE NOW?

Hard to read, messy and inconsistent, paired with great photos leave a bitter after-taste, spurred from the untapped potential of the site.

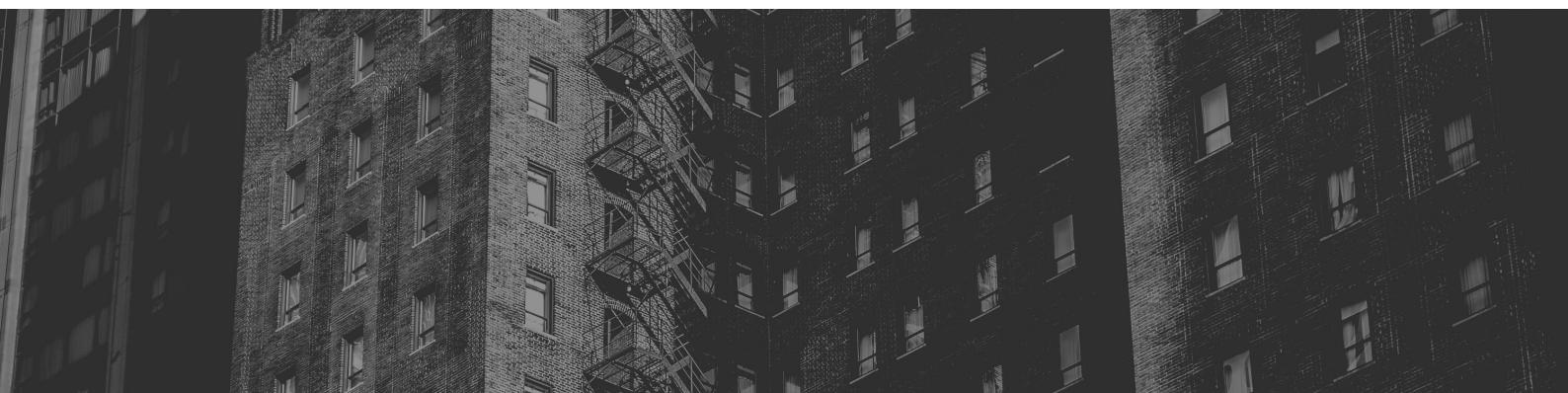
Satya.co.nz has the chance to look great with its fantastic background photos, yet everything laid on those pictures seem unplanned and unorganized, perhaps even chaotic.

This is what I wish to rectify in this report, it will include design ideas to make the site easier to navigate, make it look more appealing and so on. I will go through what a typical customer may look like, what their interests might be, why they chose this location to dine at specifically and so on.

I will then do my best create a website that serves the ultimate purpose of having an influx for customers, while still pertaining all features currently sported.

This is what needs to be done:

- **Strategy Phase.** What will be required for the site? (15th of August)
- **Research Phase.** Who wants **Satya's** food? (22nd of August)
- **Analysis Phase.** And who are those people? (22nd of August)
- **Low-Fi Design.** Beginning of sketches. (5th of September)
- **High-Fi Design.** Sketches will have a high level of fidelity and detail. (12th of September)
- **Website Production.** ... (19th of September)
- **Testing and Evaluation.** ... (26th of September)



COMPREHENSIVE UX DESIGN PLAN

In what amount of time will what have to be done?

[Link to trello.com board.](#)

Strategy Phase - 15th of August.

Kick-off meeting with owner.(Farhan Khan)

All questions for the interview should be written down.

Business and user requirements.

All requirements should be clearly written down within the contract.

Identify website users.

The process of understanding the general user of the website should be started.

Create a comprehensive UX Design plan.

A comprehensive UX Design plan should be completed.

Research Phase - 22nd of August.

User interviews.

Staff interviews.

Competitor analysis.

Identification of three competitors.

SWOT analysis of chosen competitors.

Strength-Weakness-Opportunity-Threat analysis of the three competitors chosen in previous step.

Survey Monkey Questionnaire.

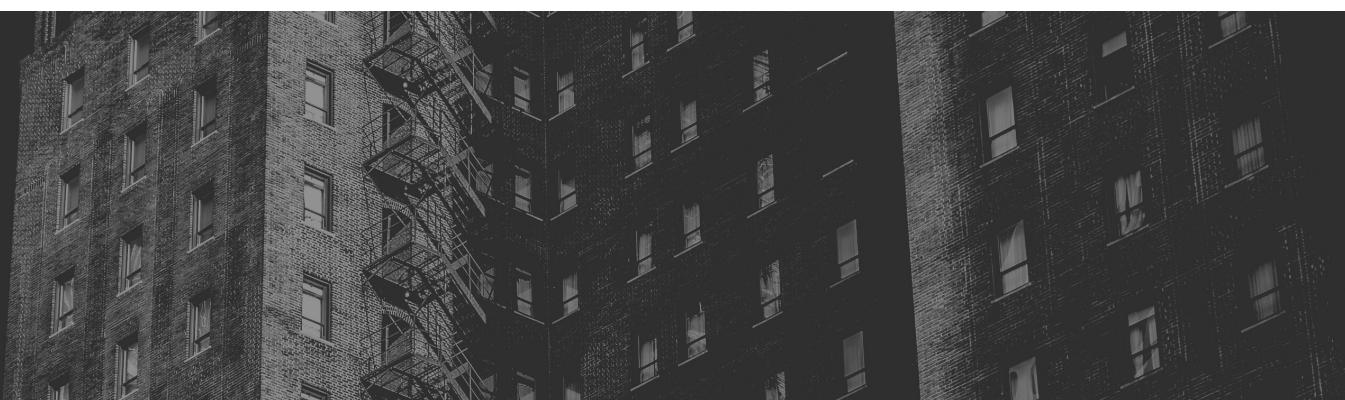
Complete the survey with about 10 questions, whereof 2 are open-ended and the rest are close-ended questions.

Observations.

Observe 5 users of current website, identify pain points and frustrations with the site, what is unnecessarily hard to find and etc.

Survey with website users.

Get ten people to do the survey and collect their responses.



Analysis Phase - 22nd of August.

Statistics for close-ended questions.

Compile statistics for close-ended questions as pie charts or otherwise.

Statistics for open-ended questions.

Compile statistics for open-ended questions as pie charts or otherwise.

Explanation of results.

Persona for three customers.

Create three user personas to be used as guides for who may visit the site in the future.

Assumptions validation.

Validation of all assumptions we made after our kick-off meeting.

Card sorting.

Card sorting with all possible actions of new website, categorized for navigation bar use.

Sitemap.

Navigation map for all actions of website.

Low-Fi design Phase - 5th of September.

Paper and Pencil sketches.

Lo-Fi sketches in Figma/Adobe XD.

Low Fidelity wireframing done in Adobe XD, should show owner where everything will be and have a rough idea of what the website will look when it's done.

Mid-Fi sketches in Figma/Adobe XD.

Optional.

Hi-Fi design Phase - 12th of September.

Create style sheet.

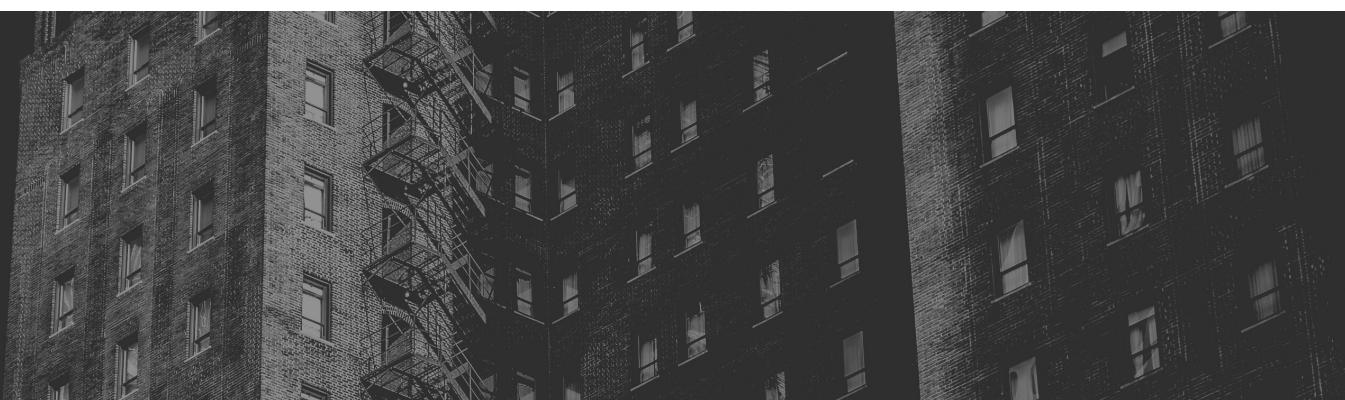
Style sheet in Adobe XD can include what colours, fonts etc should be used, as well as examples to show what it can look like.

Create a design system.

Everything will follow these rules that are set up early, to keep consistency throughout website.

Create prototypes and transitions.

Working prototype and subsequently transitions between prototype webpages.



Website production - 19th of September.

Designing a layout for the DIV containers.
...

Creating CSS style sheets.
...

Evaluation and testing - 26th of September.

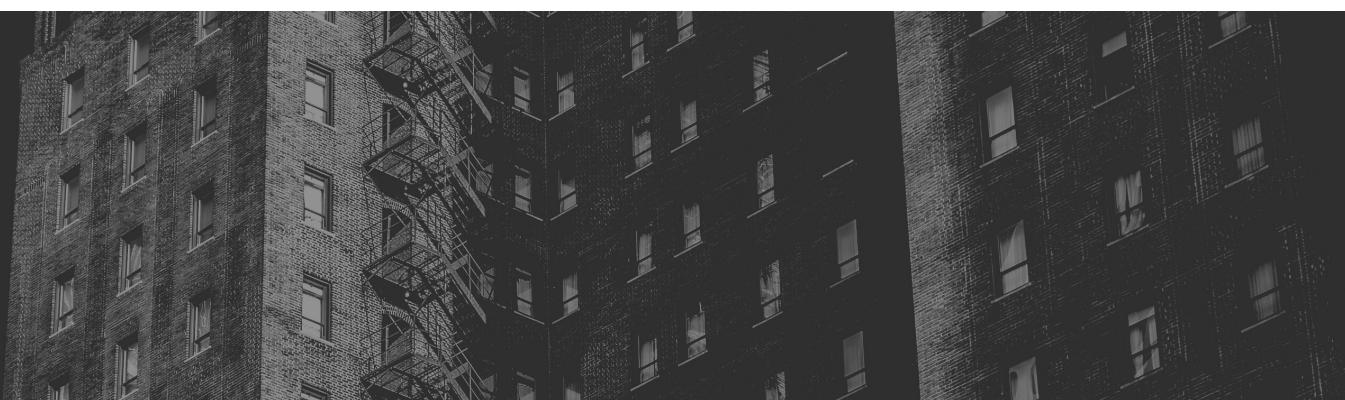
Usability testing.
...

User testing on newly created webpages.
...

Testing on different OS and Different browsers.
...

New Website Launch - 26th of September.

Submission of the newly created website code.



KICK-OFF MEETING WITH OWNER

Our questions to the site owner and his answers.

What are your plans for the growth of the business?

As the owner of the website there are many great plans for the future. First of all the temporary lockdown will not slow our business down, the government allowed for food pick-up, and so I had an idea. If we make everything pick-up friendly and efficient, we can function as we normally would, even without having the physical store open for customers.

We would set up tables outside so that you can just come by and pick your food up, we will also offer home delivery through Uber Eats Delivery.

Do you have any other business ideas that you want to advertise on your website?

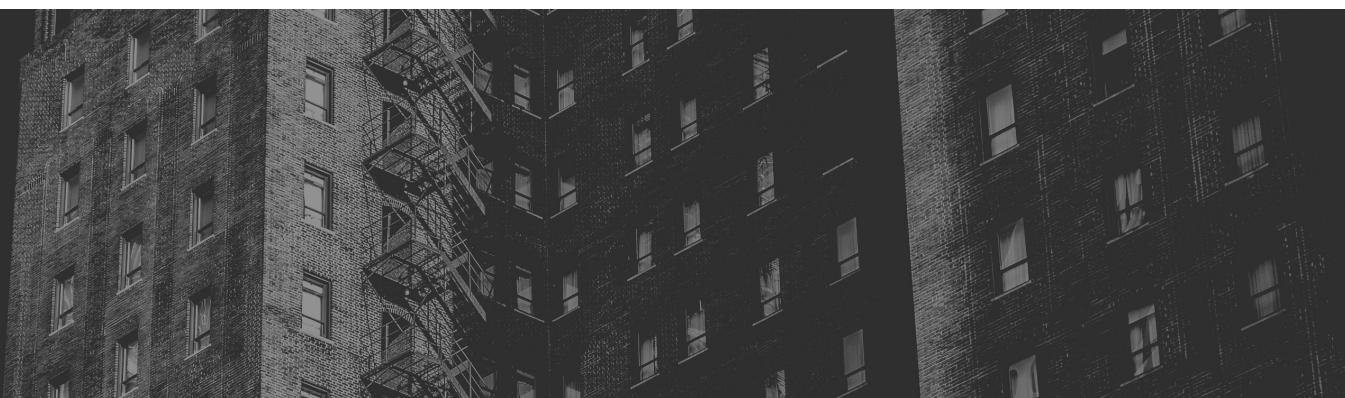
My site does not only show off branches of physical restaurants, there are also limited, but existing catering options where you can order large amounts of food and send it home.

Are there any specific groups you target, ethnic or otherwise?

When I opened my restaurant it was mostly focused towards people of South Asian descent, so people from Afghanistan, India, Sri Lanka, Nepal and so on. However I soon realized that everyone likes my food and so now I don't target anyone specific.

Are there any specific features you would like to see in your current website?

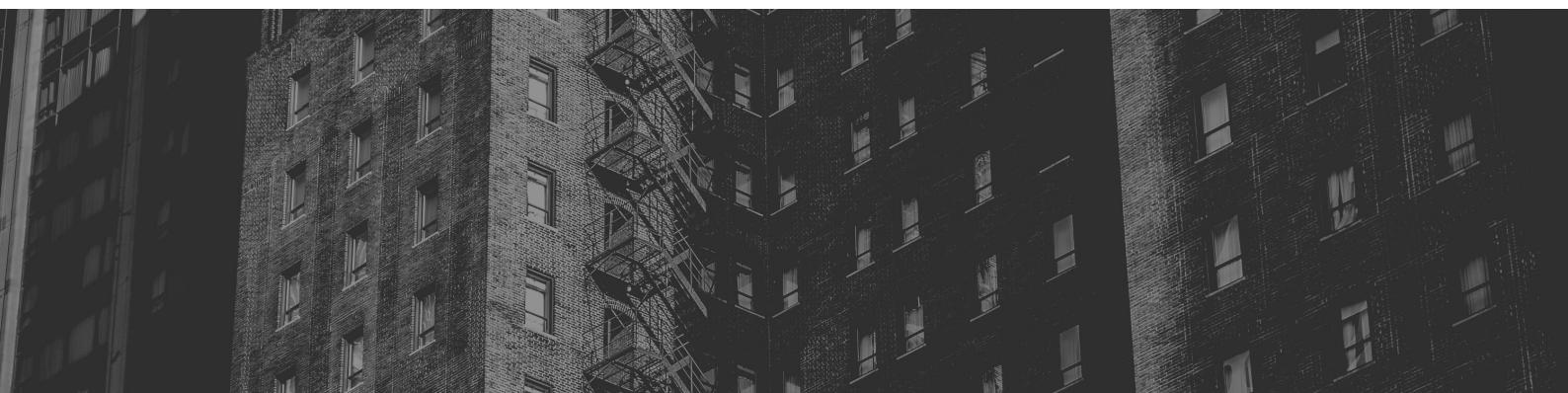
More functionality such as Text-to-Speech, different languages and so on should be included. Online food ordering that doesn't go through a third party. Table booking that should be done like it's done in theatre bookings, where rows of tables and chairs can be selected and booked.



When ordering, should you be able to call in to the store as well as order food through the website or only one or the other?
You should be able to order food and book tables 24/7, with pickup times being specific to restaurants.

Do you want multiple language choices and special needs?

Yes, English and Te Reo Maori are both needed, since they are native languages in New Zealand. Text-to-Speech should most definitely be included as well.



COMPETITOR ANALYSIS

SWOT Analysis done on 3 different competitors.

Strength, Weakness, Opportunity and Threat analysis.

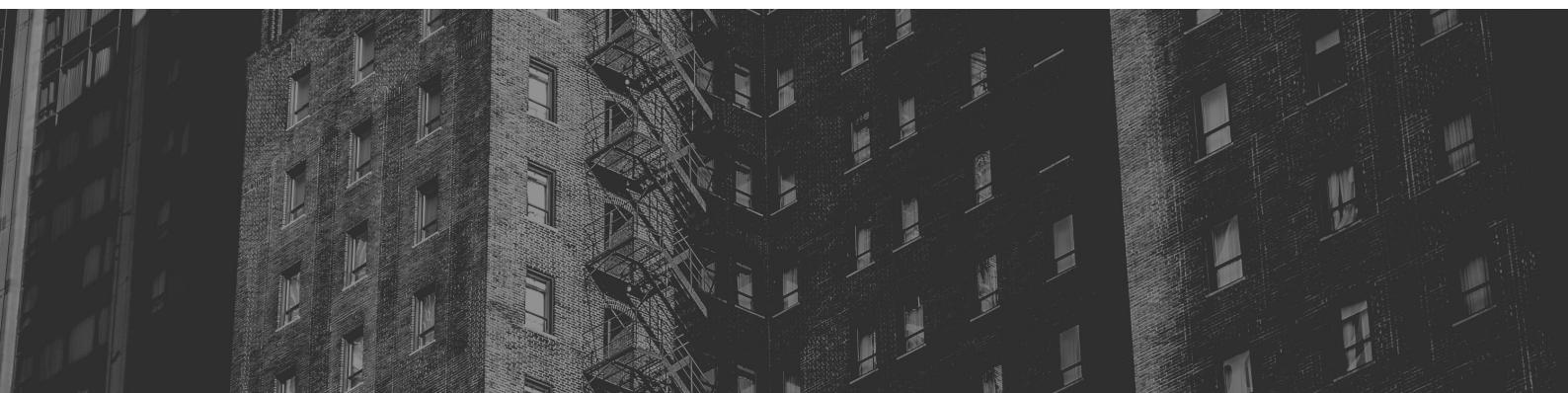
By looking at all these factors in a competitors site we can get a good idea of who they are, and if they're any threat to our business.

We'll start with their **strengths**, under this category lays all positive traits about their site, such as responsibility, well taken photos used to advertise their products, well thought out colour palettes and so on.

Then we move to looking at their **weaknesses**, for example their website not having food ordering or table booking, their site may be displeasing to look at, making them want to keep their time there as short as possible, etc.

In the third segment we look at our competitors **opportunities**, this may be missed ones and those they have yet to act on, one opportunity that is easily missed is having their own page for their menu, another missed opportunity could be home delivery, even more important in our crisis now.

Lastly, **threats** can be anything that threatens our own business, like them becoming more popular and people would rather go to their restaurant instead, it could also mean threats to themselves, like a bug in the website making no one able to order their food.



CHAWLAS

Strengths

- Responsive, the size interacts with size changes well and still shows all relevant information.
- Food menu sections, the menu is split into varying different types of food and drinks.
- Map with marker of where the restaurant is located.
- Shows reviews on their page.
- Home delivery, can for an extra fee get the food delivered home.

Opportunities

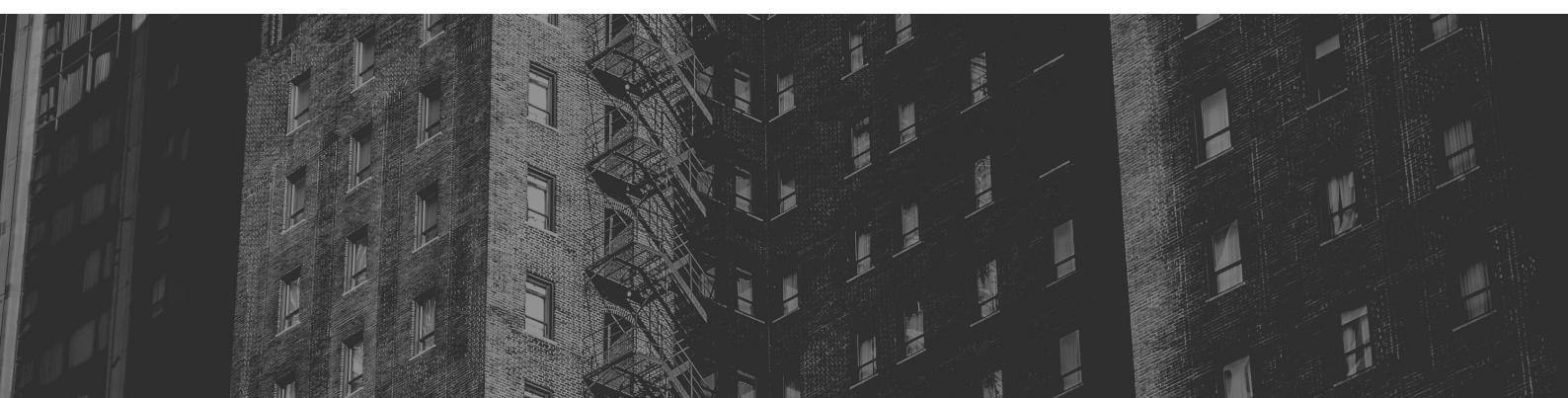
- Better thought out menu, without simply sending customers to another site.

Weaknesses

- No table booking, can mean you don't know if you can get a seat at the restaurant or not.
- Bad food menu, while everything is split into sections, it's all just a list long anyway, making looking for specific foods tedious.
- Not their own food menu site, they use a third party site to display their menu.
- Messy text on their page, mostly broken English.
- Few open hours.
- Visually unappealing website, nothing wants to hold you there.
- Navigation bar disappears when scrolling down, so if you scroll all the way down and want to go to the menu page, only accessible through the nav bar, you will have to scroll all the way up.

Threats

- Could have a search function for the menu, might drive away potential customers who know what they want but can't find it.



1947 EATERY

Strengths

- Easy to navigate through the website.
- The website is very desirable.
- The menu is easy to find and its categorized really well.
- It's easy to book a table and to order food for either pickup or delivery.
- The site has very good responsiveness.

Opportunities

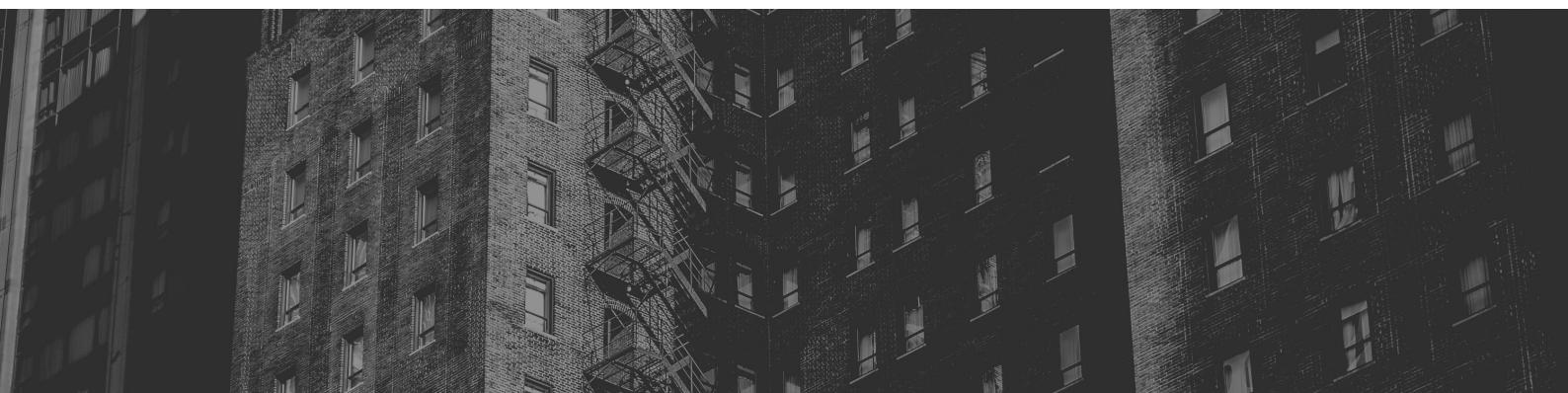
- Gallery to get more attraction from users.
- Gift vouchers.
- All different menu categories.

Weaknesses

- The menu is in a pdf format and there is no category for vegan or vegetarian foods.
- On gallery you have to scroll down on the website to be able to see the gallery.

Threats

- Make a search function in the menu so people who already know what they want can just find it straight away instead of sitting and searching for it. This could end up in losing customers.
- Online payment option is being integrated with other services which might end up in customers not ordering online.



CASSIA

Strengths

- Has really good images on the Home page. Enough to attract a person using it for the first time.
- The "About Us" Page is really well made with information about the owners, restaurant manager and head chef. They also add a little bit of history and how they ended up at Cassia. It creates a feeling of trust for the customers.
- Links are provided to some YouTube videos which really upholds the restaurant. Their awards and accolades are also listed.
- Their contact information and link to social media account can be found at the top of every page.
- Really well made pages for customers to find out about their merchandise and gift vouchers.
- The page for table reservation is really easy to use.
- The career page is good with job listings.

Opportunities

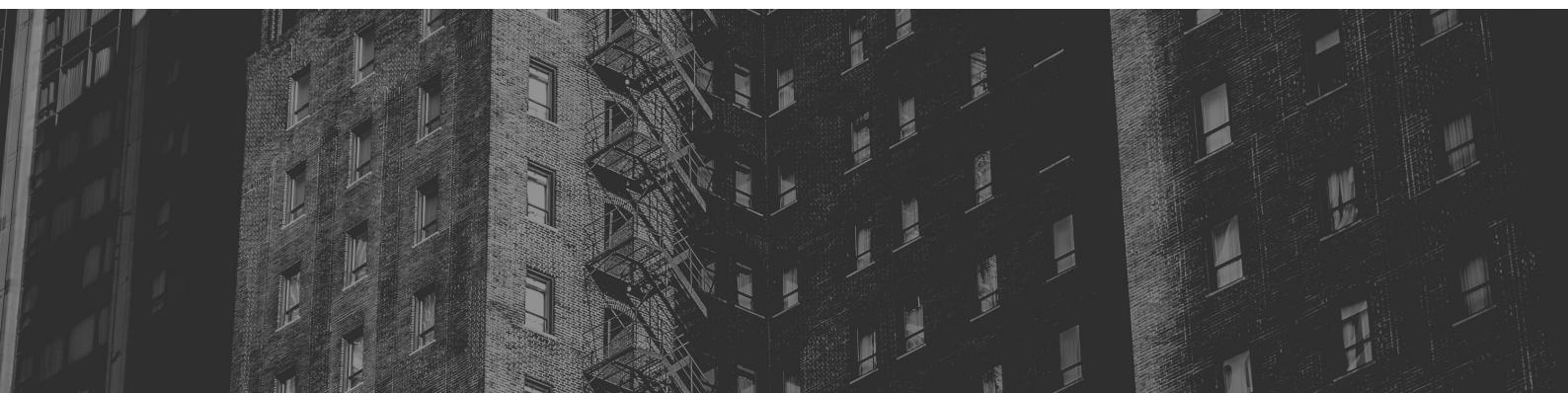
- Could have provided home delivery of food like they do with their other products.
- Could have placed a search option under menu section.
- Could have provided the whole menu on the website instead of an incomplete one.

Weaknesses

- Some images make it harder to see what is on the Nav bar.
- Hyperlinks on menu page is confusing.
- No allergy information in the menu.

Threats

- No online food delivery system.
- No integrated with Uber Eats.



INSPIRATIONS

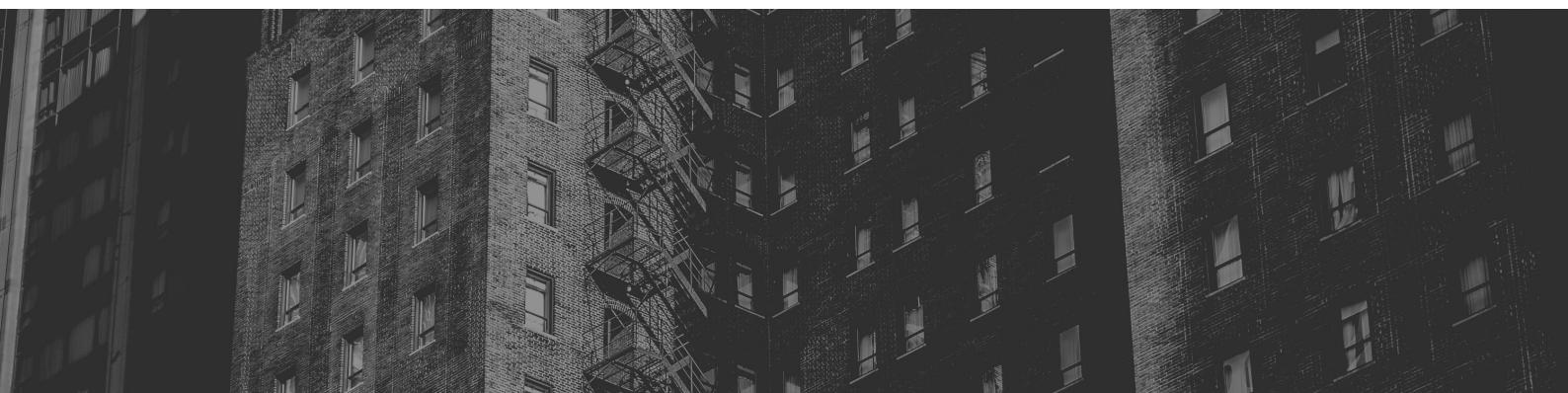
These are our inspirations for making this website better.

TIFFIN RESTAURANT

- Well made photos, making the website a lot more appealing, while not being obtrusive. Also showcases what they are in a very nice way.
- Sleek design, everything is relatively small, making the above mentioned photos a bigger focus. UI Elements are still well thought out in that they are still easy to see and differentiate between background photos.
- Easy to navigate UI, everything is self explanatory.

POLITIX.CO

- Simple and easy to navigate menu.
- Simple design that only shows what you need to know.
- Good filtering and search system, making it easy to find specific things you may be looking for.
- Homepage doesn't feel intrusive with sales and big flashing signs or other nonsense. It does have sales shown on the front page, but they're not in a flashy red colour.



SURVEY MONKEY QUESTIONNAIRE

Close-Ended Questions.

WHAT IS YOUR AGE GROUP?

12-20 Years old. 3

21-35 Years old. 5

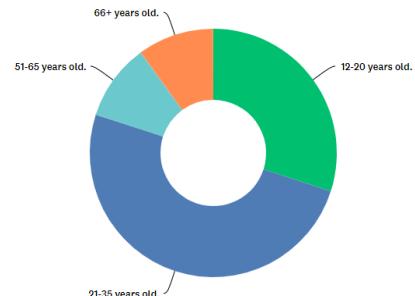
36-50 Years old. 0

51-65 Years old. 1

66+ Years old. 1

Answered: 10

Skipped: 0



WHAT IS YOUR GENDER?

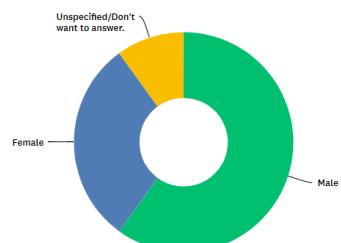
Male. 6

Female. 3

Unspecified/Don't want to answer. 1

Answered: 10

Skipped: 0



HOW MUCH YOU YOU WORK OR STUDY EACH WEEK?

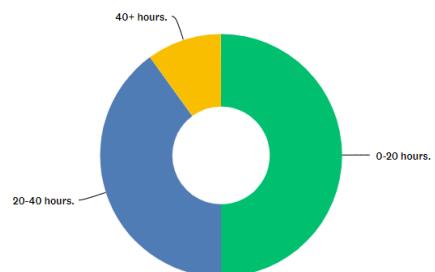
0-20 hours. 5

20-40 hours. 4

40+ hours. 1

Answered: 10

Skipped: 0



HOW DID YOU DISCOVER OUR RESTAURANTS?

Social media. 3

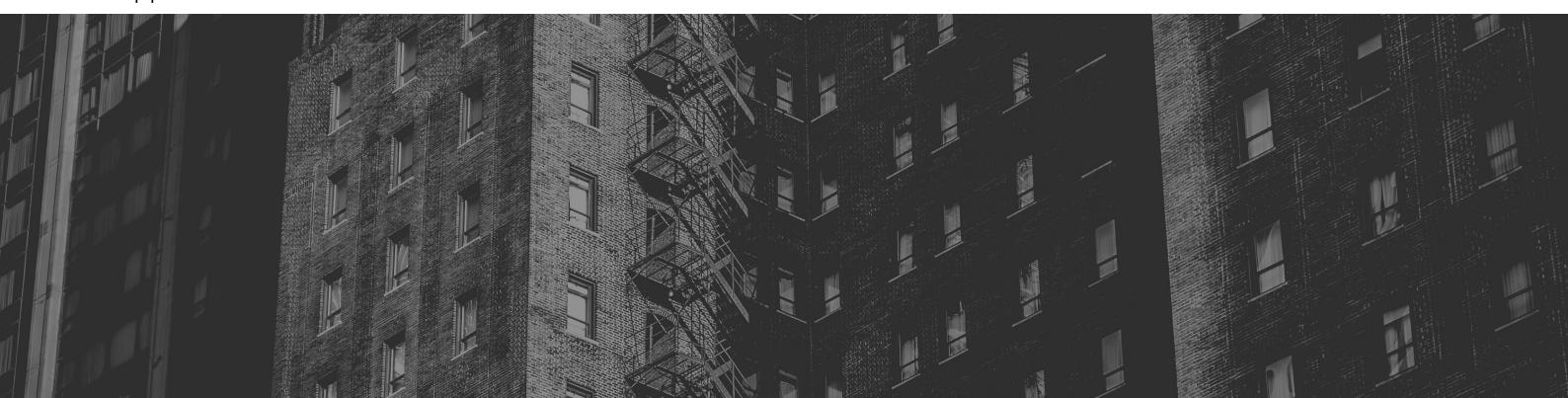
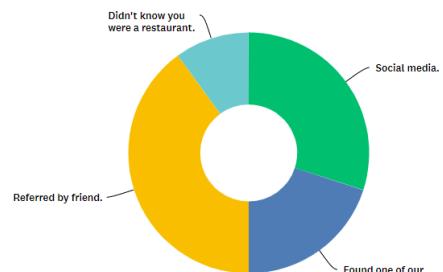
Found one of our restaurants. 2

Referred by friend. 4

Didn't know you were a restaurant. 1

Answered: 10

Skipped: 0



WHAT IS YOUR ANNUAL INCOME?

Above average. 2

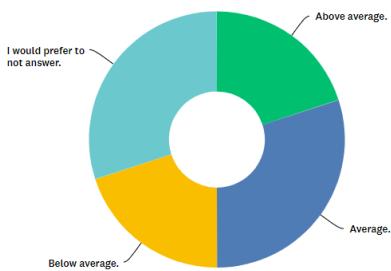
Average. 3

Below average. 2

I would prefer to not answer. 3

Answered: 10

Skipped: 0



HOW WOULD YOU ORDER?

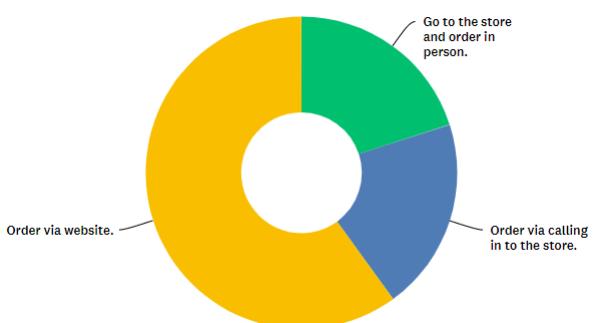
Go to the store and order in person. 2

Order via calling in to the store. 2

Order via website. 6

Answered: 10

Skipped: 0



HOW OFTEN DO YOU EAT OUT?

0 times a week. 0

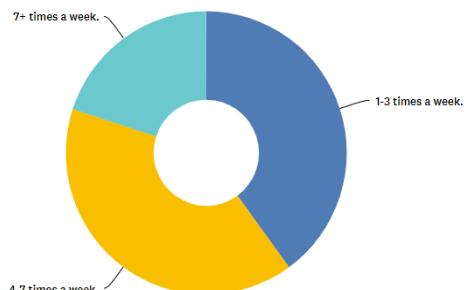
1-3 times a week. 4

4-7 times a week. 4

7+ times a week. 2

Answered: 10

Skipped: 0



DO YOU LOOK UP INFORMATION ABOUT A RESTAURANT BEFORE GOING THERE?

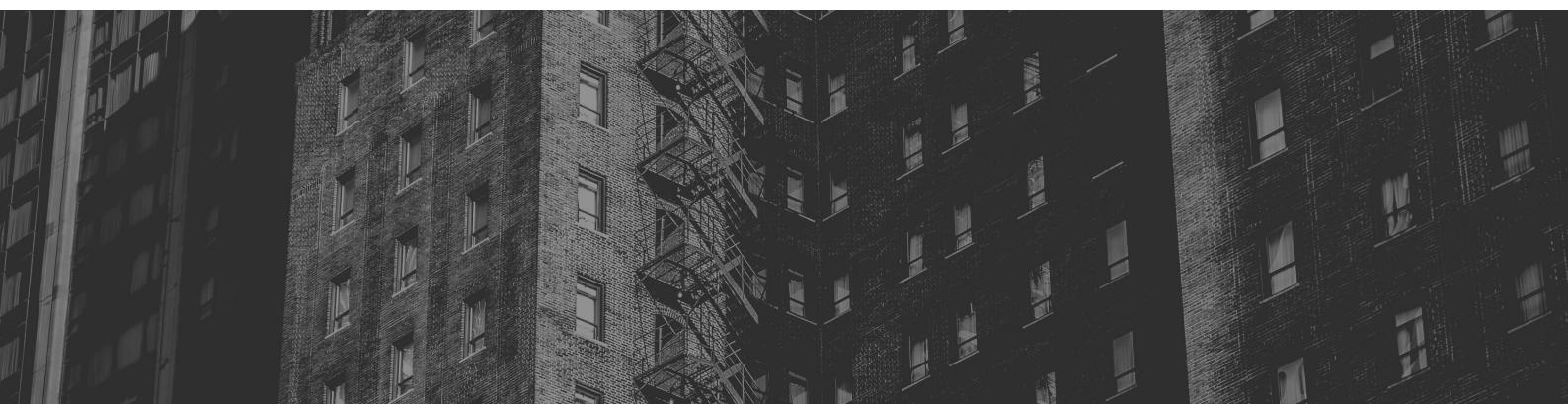
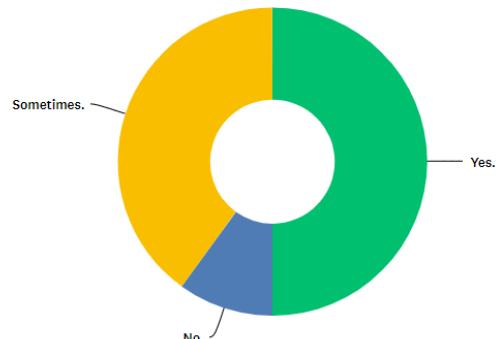
Yes. 5

No. 1

Sometimes. 4

Answered: 10

Skipped: 0



SURVEY MONKEY QUESTIONNAIRE

Open ended Questions and Explanation.

WHAT IS ONE THING THAT YOU WOULD LIKE TO SEE IN A RESTAURANTS WEBSITE?

- Clear store locations.
- Vegan and Vegetarian food categories.
- Open hours and upcoming days they might be closed.
- A Menu
- Restaurant photos
- Food Pictures
- order online
- online order and delivery
- I would want an up to date menu with allergy information
- A good function to order food.

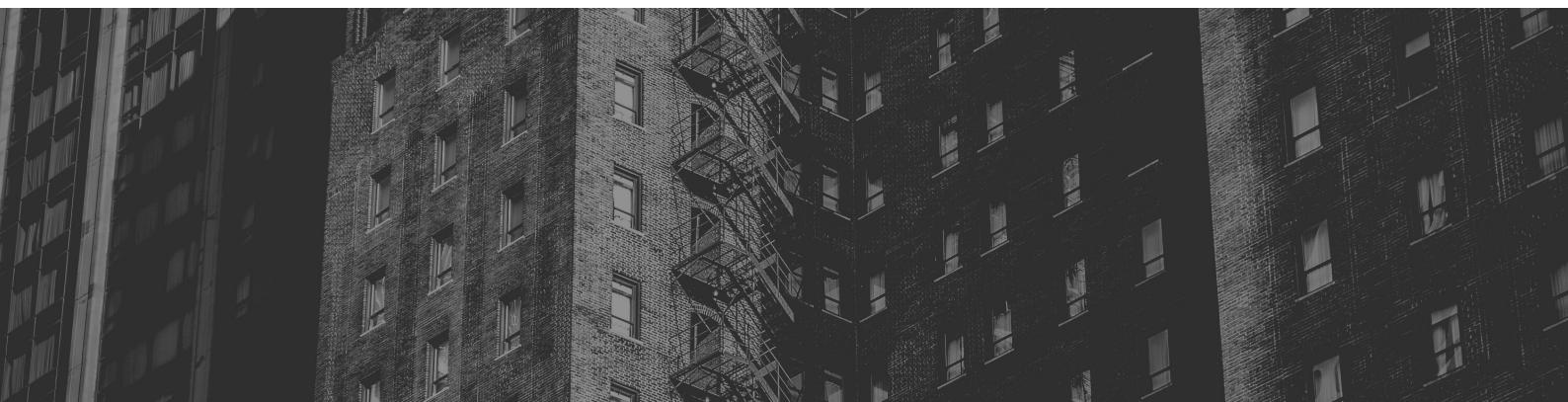
WHAT COUNTRY WERE YOU BORN IN?

- New Zealand x 5
- Canada x 1
- Australia x 1
- India x 1
- Sweden x 1

Explanation of the results above.

The average person to walk into the store is around 21-35 years of age. There's a 60% chance they're male, 30% they're female. They work on average 0-20 hours each week, and have an average income. Most who find our restaurants are referred by friends and a majority like to order through our website. The majority of them eat out quite often, 4-7 times each week and most look up the food menu or store location for example before going there.

The majority of people were born in New Zealand but some are from other countries as well.



ASSUMPTIONS

All assumptions we can derive from our limited knowledge of the restaurant and its customers.

Assumptions

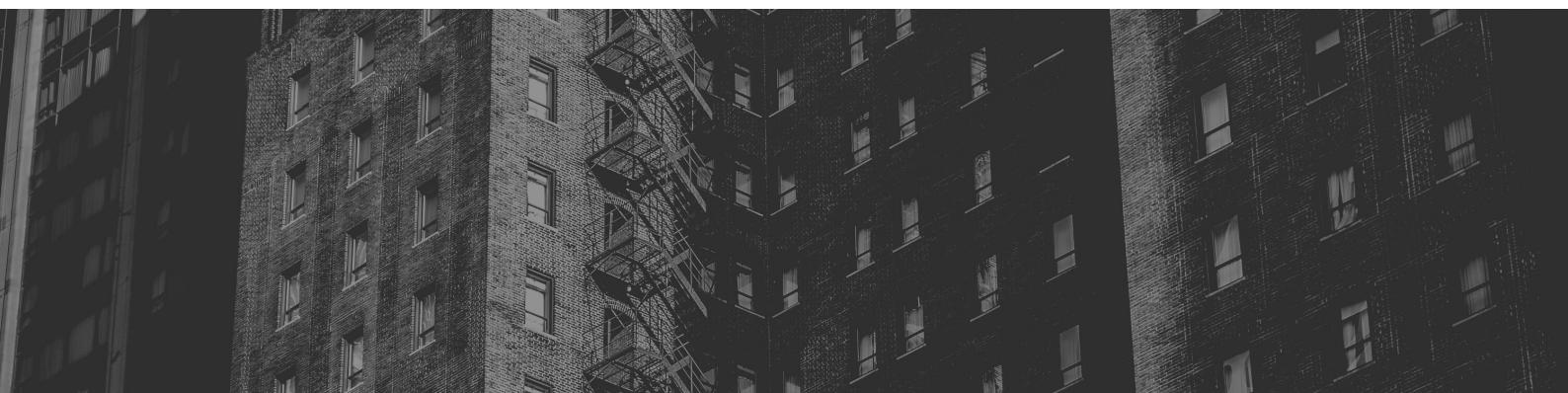
- Target client base is 20+ years old.
- Customers discover the site from social media pages.
- Majority is most likely of south Asian descent.
- Majority live in or near Auckland.
- People can only come to pick up food, no Uber eats delivery or other home delivery.
- Mostly catered towards average income households.
- Few use the site presently.
- Customers would prefer online food ordering.

Validated true assumptions

- Target client base is 20+ years old.
- Majority live in or near Auckland.
- Mostly catered towards average income households.
- Customers would prefer online food ordering.
- Customers discover the site from social media pages.

Validated false assumptions

- Majority is most likely of south Asian descent.
- Few use the site presently.
- People can only come to pick up food, no Uber eats delivery or other home delivery.



OBSERVATIONS

This is what we will observe and later question the user on.

Stage 1 - observe

Under our observation, we will give them a task that they will complete as fast as possible, we will then record how long this took and some problems they might have encountered.

We might ask for them to finish around 5-6 of these tasks, all of which will have their results recorded.

We need one user on each of the three main platforms, desktop, mobile and tablets. So we decided to do two on desktop, two on tablets and one on mobile.

Tasks given can be:

- Eye movement, is it erratic or calm?
- Time it takes to complete tasks.
- When user is hesitant or unsure.
- Difficulties the user has, whether this be from lack of technological knowledge or otherwise.
- When the user misses important information because of the UI.

Stage 2 - interview

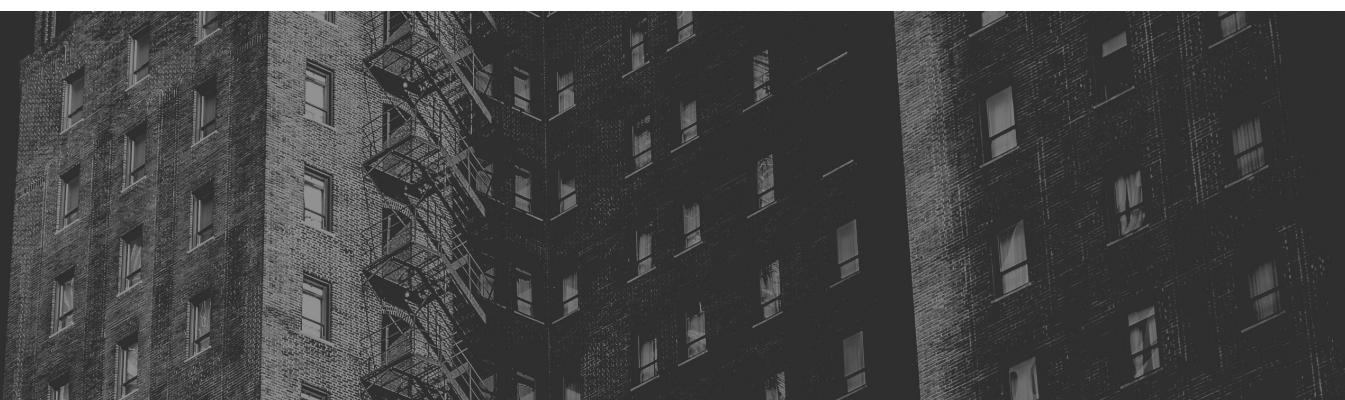
When the observation is done, we will ask a few questions, mainly focusing on things the user has to say about the website.

Questions asked can be:

- Was it easy to find where the store is located?
- What was good about the site?
- What was bad about the site?

Pain points

From all of these we can find some general pain points, issues that need to be fixed immediately, and other more unimportant issues, that if time allows it might be fixed.



FRANCIS

The first person we observe, Christos' father.

Observation of Francis

- He found the contact details within 2 clicks and it took him just 2 seconds.
- He was able to book a table within 5 clicks and it took him 30 seconds.
- He was able to find order online button by scrolling down and it took him 2 clicks and 5 seconds. He wasn't able to order anything because of the lockdown.
- He found the popular dishes right away at the home page and then proceeded to check the pages of the restaurants. It took him 5 clicks and 15 seconds.
- He scrolled down till the end of the homepage. He then proceeded to visit each of the restaurant's pages, and finally found it at contact us page. It took him 6 clicks and 30 seconds.
- He checked the hamburger menu first and rechecked the homepage again. And then went to the restaurants page to find the menu there. It took 3 clicks and 10 seconds.
- He found the addresses at the home page itself. He then proceeded to check the restaurant's page found the locations hyperlink to find the map. It took him 3 clicks and 5 seconds.

Interview

- Q1.** What do you think of the typography of the website?

The text is really hard to read. Had to scroll up and down to read what was written.

- Q2.** Did you find the website easy to navigate?

No I found the website the confusing to use since there were many links which leads to the same pages which is totally unnecessary.

- Q3.** What do you think of the restaurant after using the website?

I feel the restaurant is not that good or that the owner does not care enough to invest more into his website.

- Q4.** What changes should be made to the website?

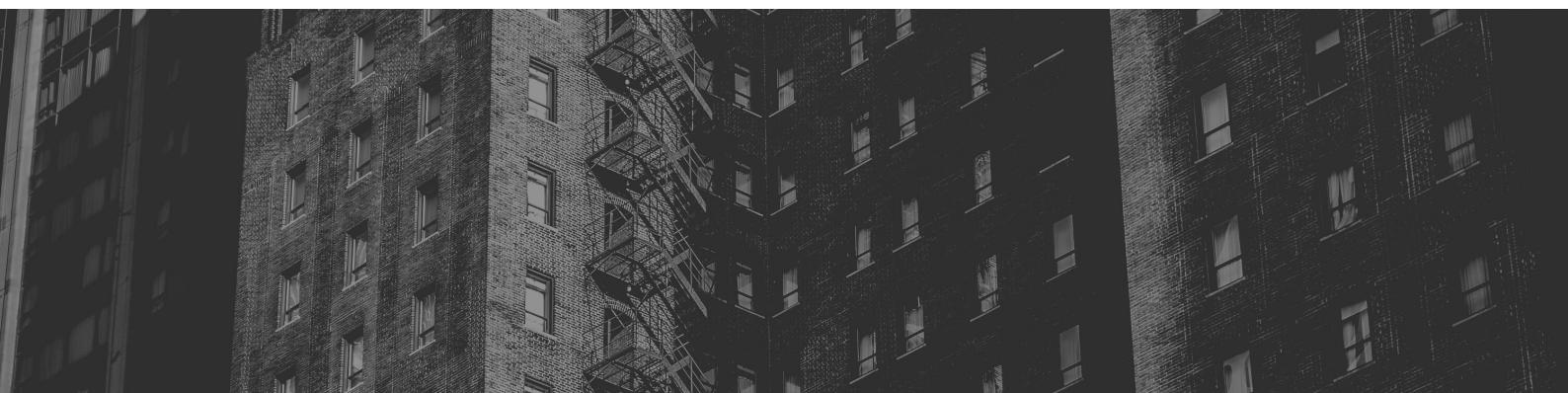
I think something should be done to make the site more attractive since it looks really bland now. It looks like it was done in a hurry.

- Q5.** What do you like about the website?

I didn't particularly like anything about the website.

Pain points

- Hard to read the text. Had to scroll up and down to read.
- Found the site hard to navigate.
- The close button of the "Book a table" pop up menu doesn't seem to be working.



CHRISTIN

The second person we observe, Christos brother.

Observation of Christin

- He found the contact details under the contact page in 2 seconds and in one click. He found the phone numbers for each restaurant there.
- He was able to submit the form for book a table relatively quickly (4 clicks and took 20 seconds) and found this pretty straight forward.
- He completely missed the order online button on the first page (5 clicks and 30 seconds). It took him quite some time to find it and wondered why it wasn't on nav bar. When he found it, he wondered why the order button was transparent and the font type and color of the text is same as that of the rest of the text in the home page.
- He found the our story page pretty much unhelpful and gathered more information about the restaurants and what type of food they offer from the text at the home page. But he commented that the text looks ugly in the website. It took him 1 click and 5 seconds.
- He had seen the opening hours when he was searching for the contact details. But he said he would prefer it on the homepage itself. It took him 1 click and 3 seconds.
- He could only find the menu for South Indian restaurants and also did not like the fact that he had to download a pdf for it. It took him 2 clicks and 4 seconds.
- He found the address of the restaurants under the contact page and it took him 2 seconds and just one click.

Interview

- Q1.** What do you think of the typography of the website?

The website has unattractive fonts with some of the texts unreadable because of the poor colour choices. I also found some typographical errors.

- Q2.** Did you find the website easy to navigate?

No. The website had many useless pages with information which were not helpful to the users. Many of the information were not where it was supposed to be. Also there many hyperlinks which redirects the users to a same page. It could use some organization.

- Q3.** What do you think of the restaurant after using the website?

The website looks really messy with some texts unreadable and it would create a bad image in the mind of the users that the restaurant itself is unclean and unorganized

- Q4.** What changes should be made to the website?

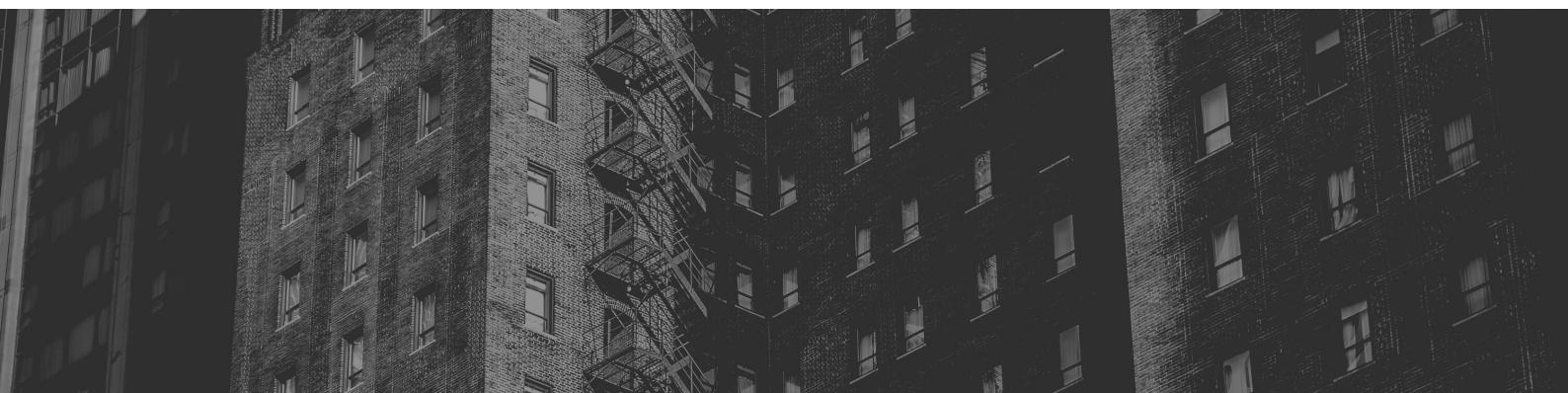
The website has a really dark theme and has poor image choices. Also the order online button should be relocated and navigation bar should be redesigned.

- Q5.** What do you like about the website?

I like that the website has provided maps for each restaurants for easy navigation.

Pain points

- Information is not where he thought they would be.
- Easily missed texts because of the font and color choices.
- Menu is in pdf format.
- Overall an unattractive website.
- No email address under contact information.
- Not an organized nav bar with useful information.



MAREENA

The third person we observe, Christos mother.

Observation of Mareena

- She found the contact page but took some time to find the phone numbers of the restaurant. She took 10 seconds and 1 click.
- She was able to book a table with relative ease. It took her 35 seconds and 6 clicks.
- She found the order online button but couldn't order anything because of the lockdown. It took her 3 seconds and 1 click.
- She found some information about the restaurants and their popular dishes from the homepage itself and didn't go to the our story page. She didn't click anything as she didn't go to the our story page. It took her 3 seconds.
- She stumbled upon the opening hours under the contact. She took some time finding it. It took her 4 clicks and 45 seconds. She looked at the contact page but missed it the first time so she had to revisit again.
- She couldn't find the menu as she completely missed the download button for the pdf. It took her more than 60 seconds and 7 clicks
- She found the address of the restaurants under contact fairly quickly. It took her 3 seconds and one click.

Interview

- Q1.** What do you think of the typography of the website?

I feel that the font size is too small and hard to read. It would be much appreciated if the style of the font were different.

- Q2.** Did you find the website easy to navigate?

No I found the site really confusing and hard to navigate. Especially since there were pages dedicated to all the different restaurants but with very little useful information in it.

- Q3.** What do you think of the restaurant after using the website?

It feels like the owner of the restaurant doesn't really care about the internet presence of the restaurant and mostly focuses on the customers of his physical space.

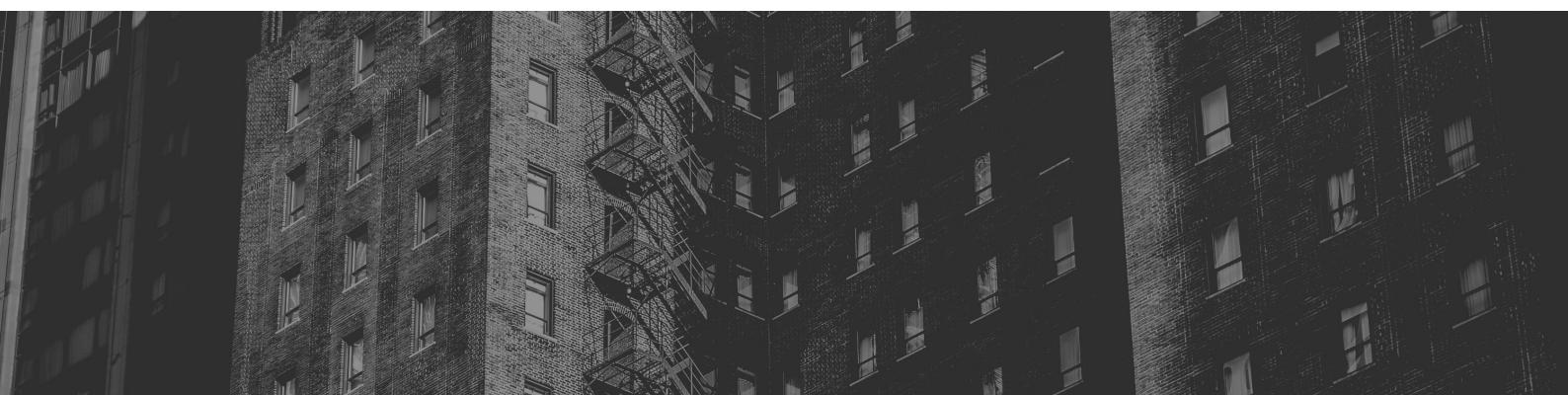
- Q4.** What changes should be made to the website? The theme of the restaurant should be changed into a more appealing one. The current state of the website is unappetizing for a site of a restaurant. Also the fonts should be changed.

- Q5.** What do you like about the website?

I like that the deals were placed on the home page of the site. But it could be made more noticeable.

Pain points

- Hard to read the texts because of the type of fonts used and poor background image choices.
- She feels the restaurant does not have an Indian theme to it.
- Feels the site should have had reviews and with pictures of the restaurant.
- Feels the menu should be on a separate page.
- Instead of giving locations at each restaurant's page, a hyperlink to contact is provided which contains the locations of all the restaurants. This makes the different pages for restaurants useless and confusing.



LENA

The fourth person we observe, my mother.

Observation of Lena

- She found the contact page quickly but struggled for a bit to find the phone numbers. 1 click and 14 seconds to find the phone number of one of their restaurants.
- She was able to book a table at one of their restaurants without any problems. 7 clicks and 40 seconds.
- I gave her a task to order food, but this wasn't possible because of lockdown. It took her 3 clicks and about 20 seconds.
- She was able to find some somewhat useful information on the homepage like popular dishes as well as their slogan or motto on their "our story" page. It took her 26 seconds and 1 click.
- She found the open times very quickly since she had already seen them when looking for their phone number. 1 click and 7 seconds.
- The menu was hard to find for her since it wasn't clear that you had to download it, she thought that it was taken down or not available yet. 40 seconds and 4 clicks.
- She also found their addresses previously when looking for their phone numbers, so she simply went back there. 4 seconds and 1 click.

Interview

- Q1.** What do you think of the typography of the website?

It was very difficult to read anything. A lot of text blends into the background.

- Q2.** Did you find the website easy to navigate? The little information that was there was hard to find.

- Q3.** What do you think of the restaurant after using the website?

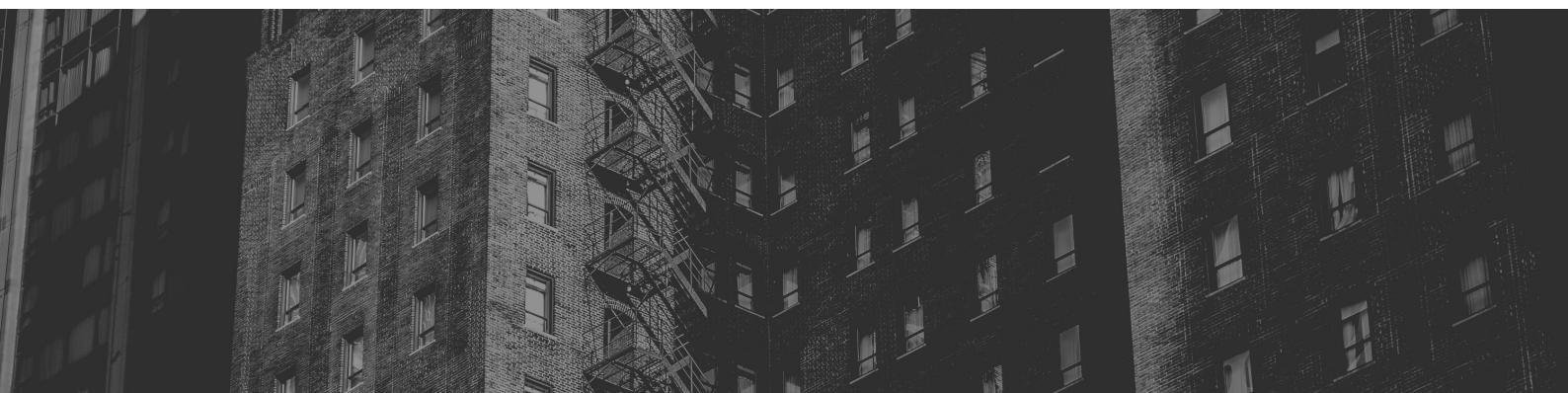
The pictures are nice so she thought the food would probably be good as well.

- Q4.** What changes should be made to the website? Just getting the information organized would probably be enough and getting rid of all the small menu buttons when they are not used for anything.

- Q5.** What do you like about the website? The photographs were very nice.

Pain points

- Sometimes hard to read text when it blends into background.
- Navigation bar is too crowded.
- A clearer way to download or access the menu.
- Properly explaining that the branches are different restaurants and their relative information should be organized in their own categories.



HUGO

The fifth person we observe, a friend of mine .

Observation of Hugo

- He found the phone numbers in about 4 seconds and 1 click.
- He was able to book a table in 5 clicks and 23 seconds.
- He could not order food because of the lockdown, but it took him 2 clicks and 14 seconds to figure this out.
- He found some information on their homepage but nothing that was of any interest. It took him 0 clicks and 12 seconds.
- He found the open times after going to the contacts page twice, the first time he missed it and looked elsewhere. 4 clicks and about 26 seconds.
- He found and downloaded the menu after looking through every category. In 42 seconds and 11 clicks.
- He saw their addresses when looking at the same page earlier and so only took 4 seconds and 1 click.

Interview

- Q1.** What do you think of the typography of the website?

It was ugly and hard to read most of the time. It blended in with the background very often.

- Q2.** Did you find the website easy to navigate?

Easy to navigate yes, but not to find the information you were looking for.

- Q3.** What do you think of the restaurant after using the website?

Well the pictures of the food looks good, but if the taste of their food is anything like their website, I would not go there.

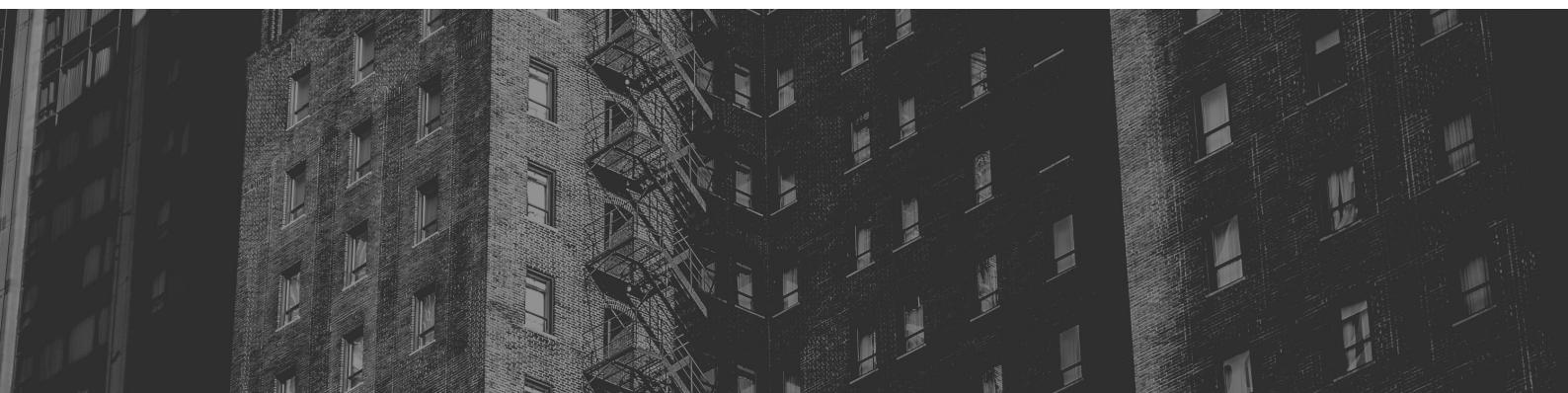
- Q4.** What changes should be made to the website? I'm not sure but relocating most of the stuff on the site so that it makes sense with where it is. Also if the same fonts are used everywhere it would probably look better.

- Q5.** What do you like about the website?

The pictures in the background look pretty good, but nothing else really.

Pain points

- Information wasn't where he expected it to be.
- Unclear navigation bar items.
- Properly explaining that the branches are different restaurants and their relative information should be organized in their own categories.



CARD SORTING

Card sorting all actions you are able to take on the website.

These are the five main pages of Satya.

Home page:

- Lunch deals and Combos.
- Food and Drinks menu.

The **Home** page is one of these 5 main pages and will be the point of "first contact" with the user. This should be made to be enough to keep the user staying on the site and exploring what more there is to it.

Our Story Page:

- Introduction.
- "Our Story".

The **Our Story** page should have everything you might want to know about the store like where they come from and what they do. There should be some sort of introduction as well, as some people just want to know 'what you are about' so to speak.

Online ordering:

- Food ordering - Eat here.
- Food ordering - Pickup.
- Food ordering - Home delivery.
- Book a table.
- Order Catering.

The **Online Ordering** section is most likely self-explanatory, but it should contain everything that you can order or buy from the site, this includes everything from calling in to the site to order a meal to come and pick it up, as well as booking a table or ordering catering for the weekend at X location.

Branches:

- Satya Ponsonby.
- Satya Sandringham.
- Satya Chai Lounge Sandringham.
- Satya Mt Eden.
- Satya Chai Lounge K Rd
- GG X Flamingo.
- Satya Chai Bazaar.

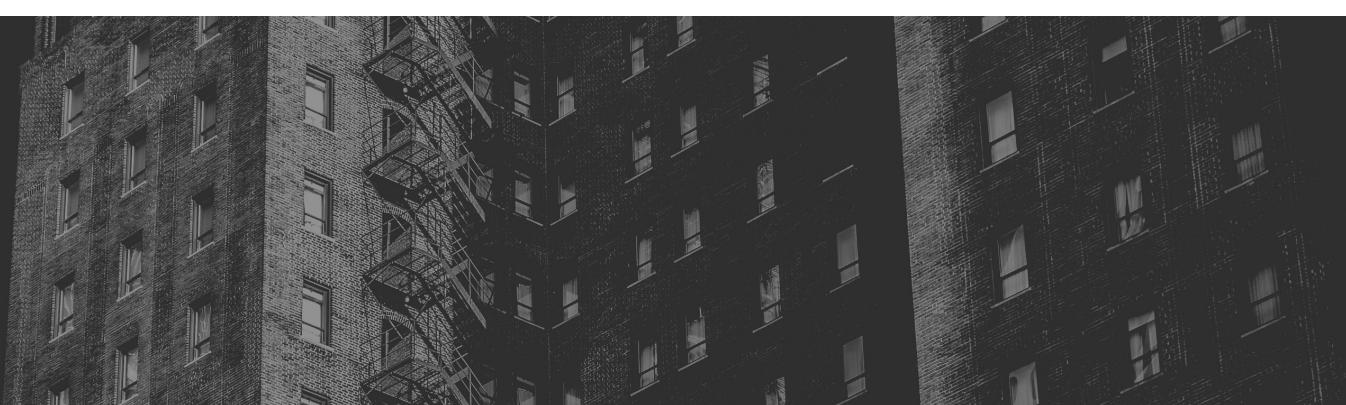
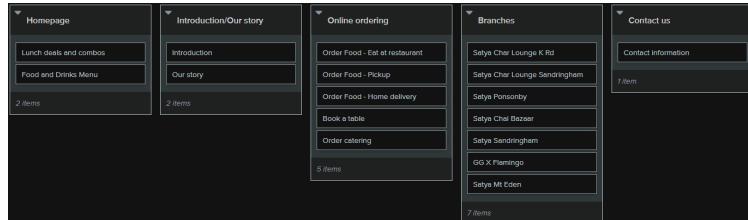
The **Branches** page should explain why there are so many names to all the differing places, what they do and so on.

Contact us:

- Store numbers.
- Addresses.
- Short, one-line explanation of what store is specifically.

The **Contact us** page should contain all there is to know about contacting you, phone numbers, emails, addresses, as well as a possible short explanation to perhaps ruse your memory of what that store is about, for example.

Original Card sorting:



USER PERSONAS

A generalization of the people
who would come to our site

Michael



"Today is your opportunity to build the tomorrow you want."

Age: 45
Work: Cloud Computing Engineer
Family: Single
Location: Auckland, New Zealand
Character: Caregiver

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Loving **Kind** **Hardworking** **Witty**

Goals

- Have two kids
- Father always said "Be successful, whatever that means to you".
- Experience Bungee-jumping.

Frustrations

- Gets frustrated with the little things.
- Boring 9-5 job.
- Too afraid to lose everything trying to change career paths.

Motivation

Incentive
Fear
Growth
Power
Social

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

Katy



"Don't stop until you're proud."

Age: 28
Work: Gardener
Family: Married, 1 kid
Location: Auckland, New Zealand
Character: Jester

Personality

Introvert	Extravert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Create my own garden.
- Grow old with husband.
- Own a large mansion by a beautiful lake.

Frustrations

- Vacations being so expensive.
- Working as a gardener makes it harder for her to help pay bills.
- Gardening appliances are expensive.

Motivation

Incentive	Medium
Fear	Low
Growth	Medium
Power	Low
Social	High

Preferred Channels

Traditional Ads	Low
Online & Social Media	Medium
Referral	High
Guerrilla Efforts & PR	Low

Bio

Grew up never having to worry about finances, went to school and got herself friends, started to become a nurse since she never found anything that she really enjoyed doing. Until she began gardening around their house, she grew to love "playing in the dirt" as her husband would call it.

Jake



"Don't stop until you're proud"

Age: 31
Work: Librarian
Family: Single, 1 kid.
Location: Auckland, New Zealand.
Character: Explorer

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Motivation

Incentive
Fear
Growth
Power
Social

Goals

- Go to all countries at least once.
- Visit the 7 wonders of the world.
- Find a lover who wants to follow them around the world.

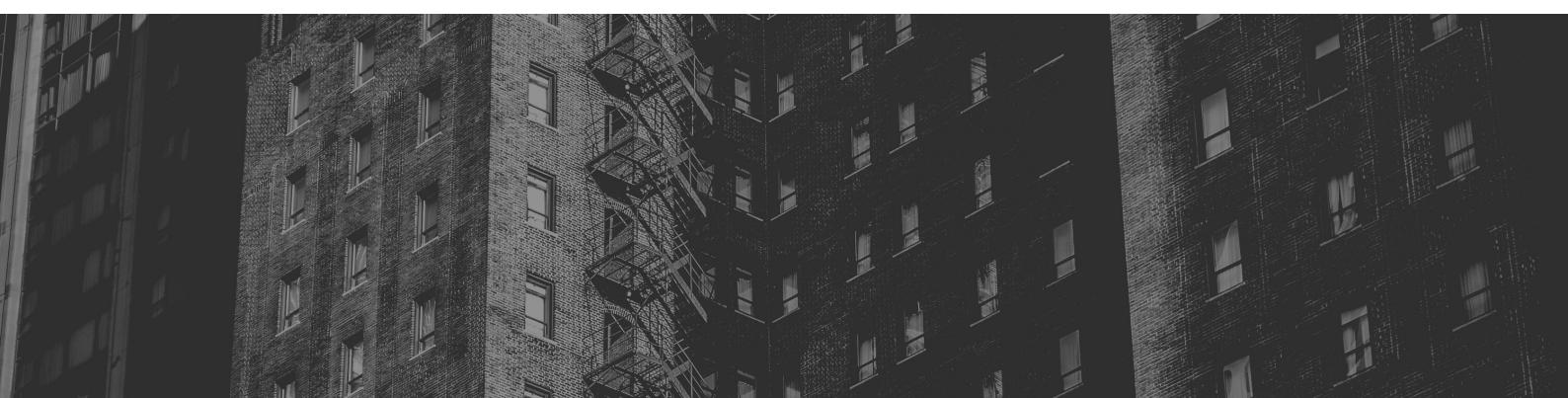
Frustrations

- Travelling being expensive
- Illegal to go to some places he wants to visit.

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

Grew up moderately wealthy, travelled a lot as a kid and discovered his passion for it. Got his degree in Philosophy and then searched for a contemporary job. He soon found himself buried in books in a local library after being fired there, and now he has stayed for many years while travelling as much as he can.



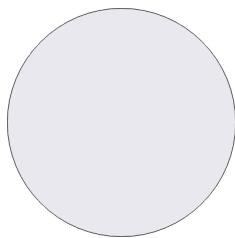
STYLE GUIDES

Style guides to follow for all website pages.

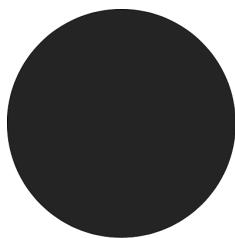
Colors

At first I did my best to find a wide variety of colors and adding them in random places around the then lo-fi wireframe to try to what would work for the site.

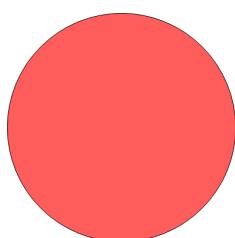
After a lot of trial and errors with a few colors (4-8 different colors) and nothing working I decided to cut down on the amount of colors. After some time I settled for these three colors below, two neutrals, one white that isn't bright enough to be irritating but still separates itself. A black grayish color that works well for most elements. Lastly I chose a light, playful red color for attention grabbing elements that need contrast beyond black on white or vice versa.



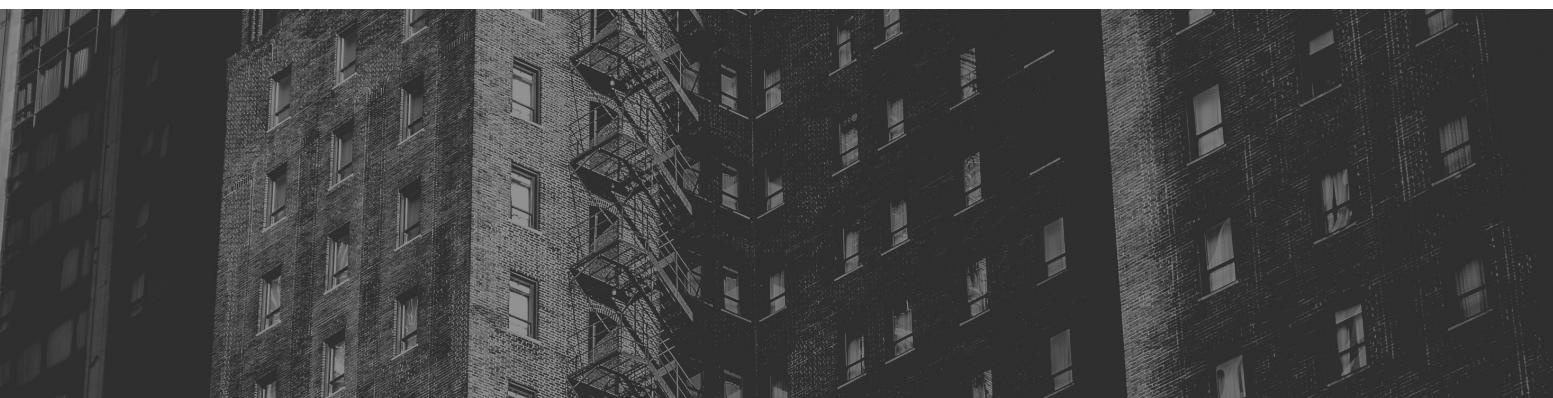
Hex: #E8E8EE
RGB: 232, 232, 238
HSB: 240, 003, 093



Hex: #242424
RGB: 036, 036, 036
HSB: 000, 000, 014



Hex: #FF5C5C
RGB: 255, 092, 092
HSB: 000, 064, 100



Example stylesheet

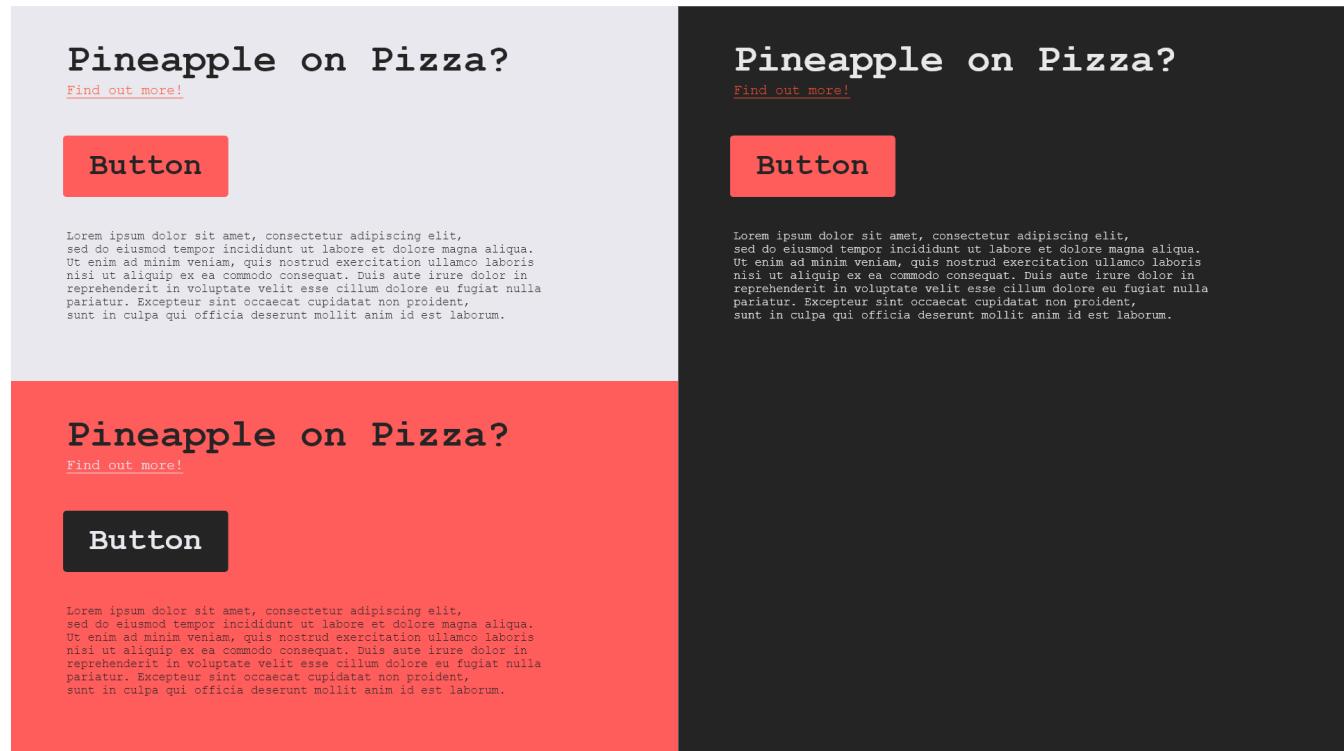
Below are examples of all color variations. These should be followed at nearly all times.

"Pineapple on Pizza?" Headings and large, one line text rows or similar.

"Find out more!" Links/Hyperlinks and similar elements. (Would usually be blue and undercrossed).

"Button" A typical button, note styling may be done differently but colors have to be followed.

"Lorem ipsum dolor..." Regular text, body text.



Images

Images should be used to emphasize a point or to show a particular thing, e.g. what the store looks like, where it may be located, or the food that they sell.

Font types and sizes

Heading Text:

Heading 1: Bahnschrift size 100
Heading 2: Bahnschrift size 86
Heading 3: Bahnschrift size 72
Heading 4: Bahnschrift size 58
Heading 5: Bahnschrift size 44
Heading 6: Bahnschrift size 30

Headings should always be in Bahnschrift sizes 30-100.

Body Text:

Body Text 1: Courier New size 20

Body Text 2: Helvetica size 17

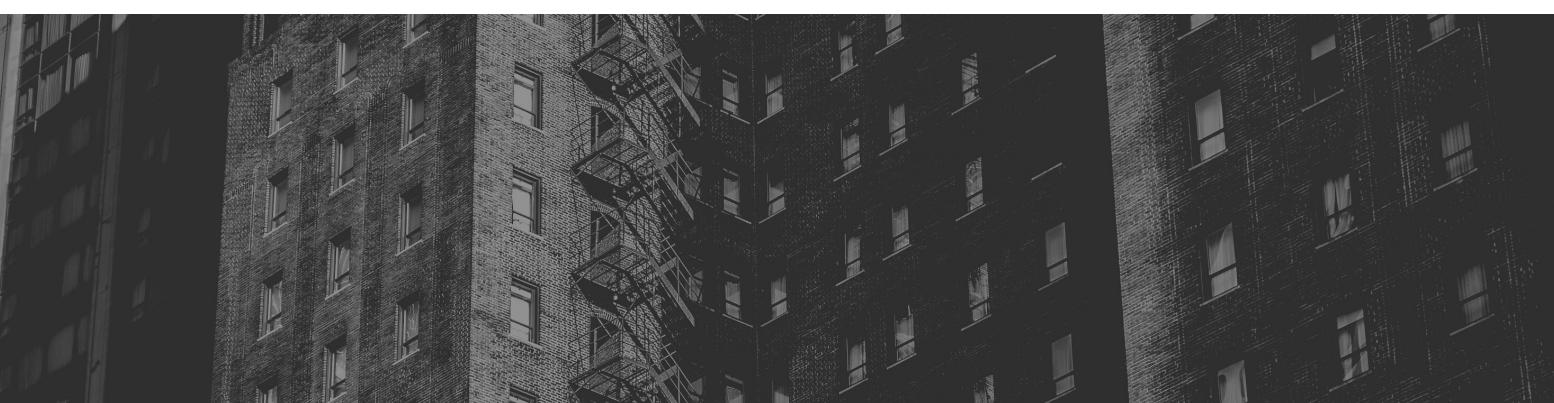
Body Text 3: Fira Sans size 16

Body text should always be in Courier New with sizes:

-20

-17

-15



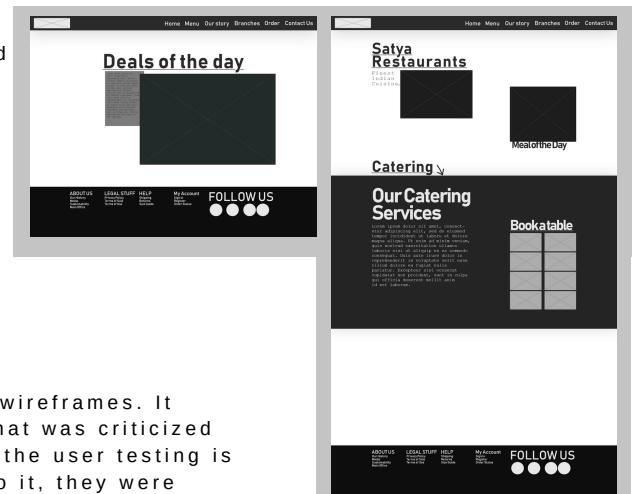
WIREFRAMES

Style guides to follow for all website pages.

Low fidelity wireframes

I created 2 lo-fi home pages, both are on the right. I decided pretty quickly to go for the second one because it simply looked better in my opinion.

All lo-fi wireframes can be viewed in my lo-fi figma file.
<https://www.figma.com/file/7mn2VnwPDKNoO845xKFxgU/Untitled>



Mid fidelity wireframes + user testing

All of the user testing that was done was done on my mid-fi wireframes. It yielded lacklustre results, and to sum it up, the only thing that was criticized was the size of items on the menu site. My reason for doing the user testing is because they were the most complete when I was going to do it, they were finished enough to reflect the final products requirements, something the hi-fi lacked.

You can see the mid-fi homepage to the right.

This is where I started experimenting with a lot of different color schemes, none of which I were happy with, two of them are below.

I did my best to make them fit in with everything else, but it never felt right, whatever I did.

I also added some of the images I had had in mind from the previous step, which were only really the ones on the home page.

So in the end I pulled back on the amount of colors I decided to use and chose the ones I now have.

