

Major issues we discussed in lab, It is over cluttered, colour scheme is abrasive and sore on the eyes, interactivity is minimal as well as most info could have been segmented into separate pages. Reviews should be either highlighted or separated into a different page. Colour text is not matching and does not really highlight anything important. Address should be on the header or footer or on a separate tab as most people see the crucial info at those points. Oktoberfest is barley shown and it is hard to see, the brick background makes all text and background into over cluttered and a mess to look at. The wiener person mascot thing could be taken out, like if need it can be inserted into the logo in the center, I think that's a matter of design opinion, but it can do the whole sonic and tails thing where they are in the logo.

The main image on the left is hideous and cluttered, can't see what things say as well has so many unnecessary items. Should just be removed entirely and replace with crucial simplified information, or a gallery of food items and names ether taken by the restaurant itself or pulled from google reviews.

With the wireframe I designed I would put the logo into a slight transparency but realistically I would redesign the logo, so it is more formal or modern. Just the name alone in a slick text would work. Put it on a header that will stay on the top even if you scroll down, similar to the Facebook UI header. On the header on the left id add the links to the various pages, like menu, contact, online order, home.

But since I wasn't sure if we are making more pages or just one UI redesigning the main page, I incorporated all elements into it. Title of the page would be shown, the top review (or critical food reviewer) comment or community award would be shown as well as hyperlinks to the various menus underneath. On the right would be a rotating gallery of either stock images of food/bar or images pulled form google reviews.

Footer would be the hours the kitchen is open, bar hours, contact, trademarks. Socials on the right of the footer to the main pages, FB, Insta and other apps.

Item #1

Description: Header

Font: Arial 30px

Color: Black

Alignment: Left

Media: Company Logo

Interactivity: Clickable links to other items on the right, menu, contact ect., Company logo can be clickable to take back to home screen.

Item #2

Description: Current Page Nav

Font: Arial 50px Bold

Color: Black

Alignment: left

Media: N/A

Interactivity: N/A

Item #3

Description: Main Content page

Font: Arial 30px, Arial 50px Bold for headliner

Color: Black

Alignment: Left

Media: Right, Scrollable gallery of stock images or google images of food

Interactivity: Scrollable gallery, clickable links to pdfs of menus , lunch menu, dinner menu ect.

Item #4

Description: Footer

Font: Arial 30px, Arial 20px

Color: Black

Alignment: Left

Media: No media

Interactivity: Address can possibly be clickable such as a google address so it can auto take you there.

Item #5

Description: Footer Social

Font: Arial 30px

Color: Black

Alignment: Right

Media: Thumbnails of Socials to be clickable

Interactivity: Clickable Thumbnails to direct user to socials.

<https://wireframe.cc/iEJERO>