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Professor Dalton

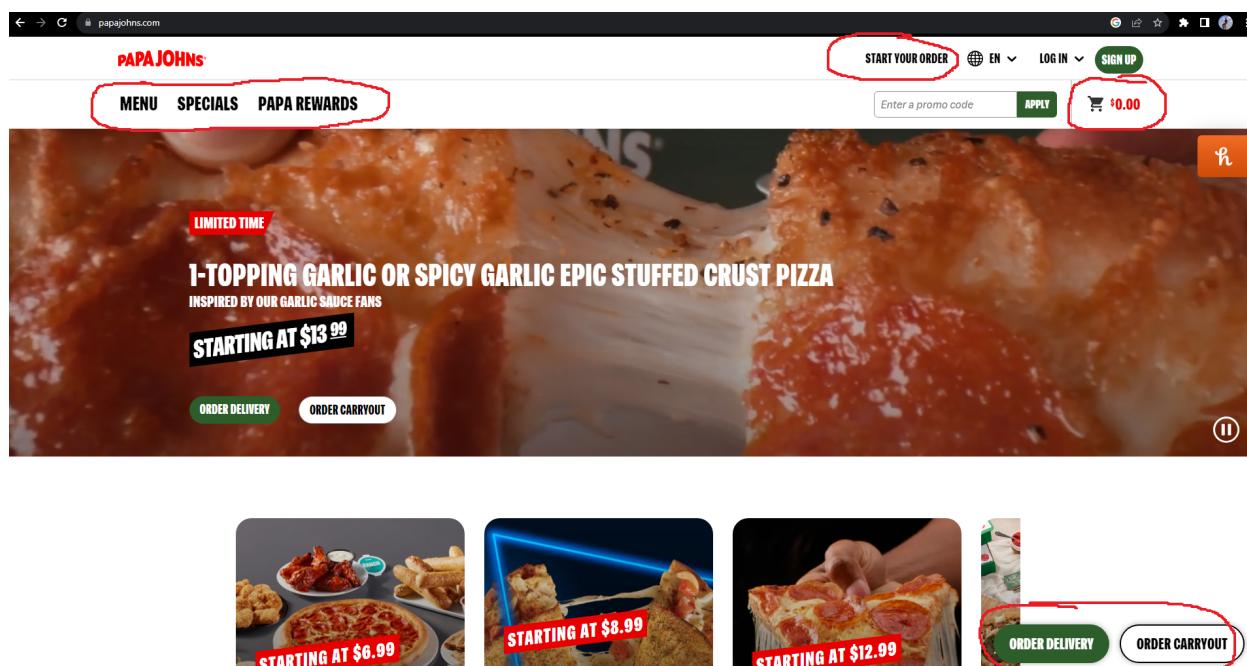
ITEC362-J10

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## Website Best Practices

### Simplify the Navigation

A user navigating a website should not have difficulty directing themself to where they intend to go. By keeping it simple, including text and location, a more user-friendly experience is provided (Lofgren).

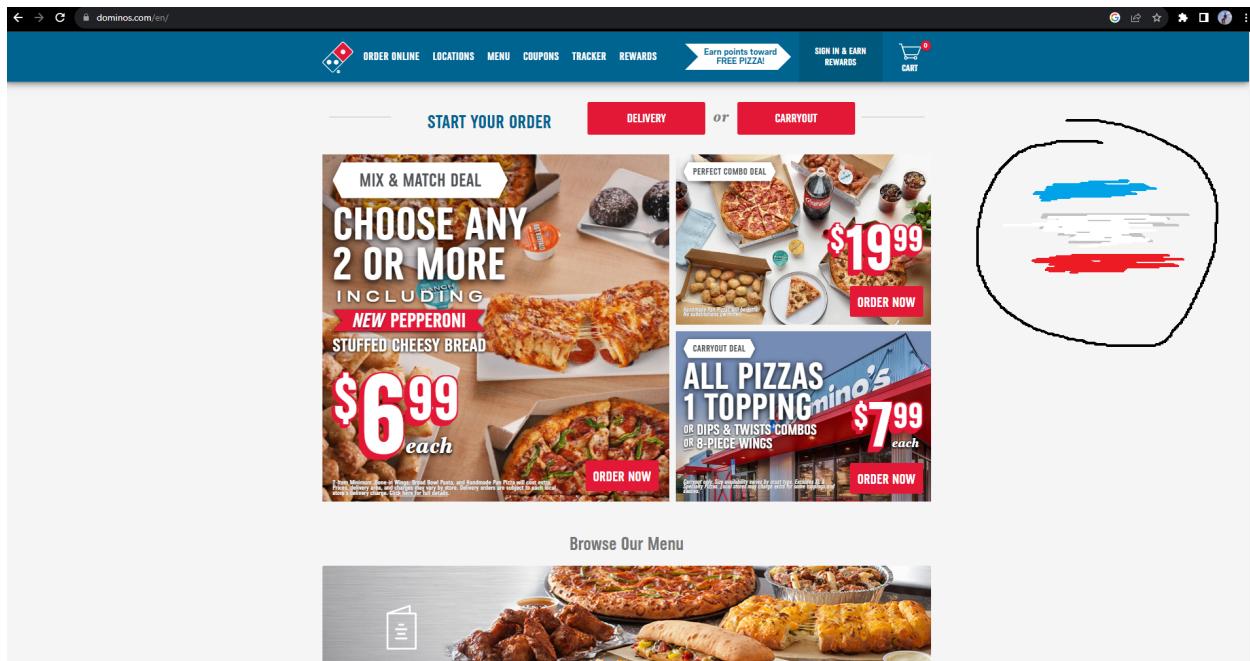


Here at Papa Johns, for simple navigation they have simple labels (circled in red) which signify the menu/coupons, order type, and cart. If someone has difficulty finding what their order is, as well as how they will pay and receive their order, they are likely going to order pizza from a competitor.

<https://www.papajohns.com/>

## Color Scheme

Color schemes can be beneficial for a website as they can represent the brand's imagery, and therefore be instantly recognizable.

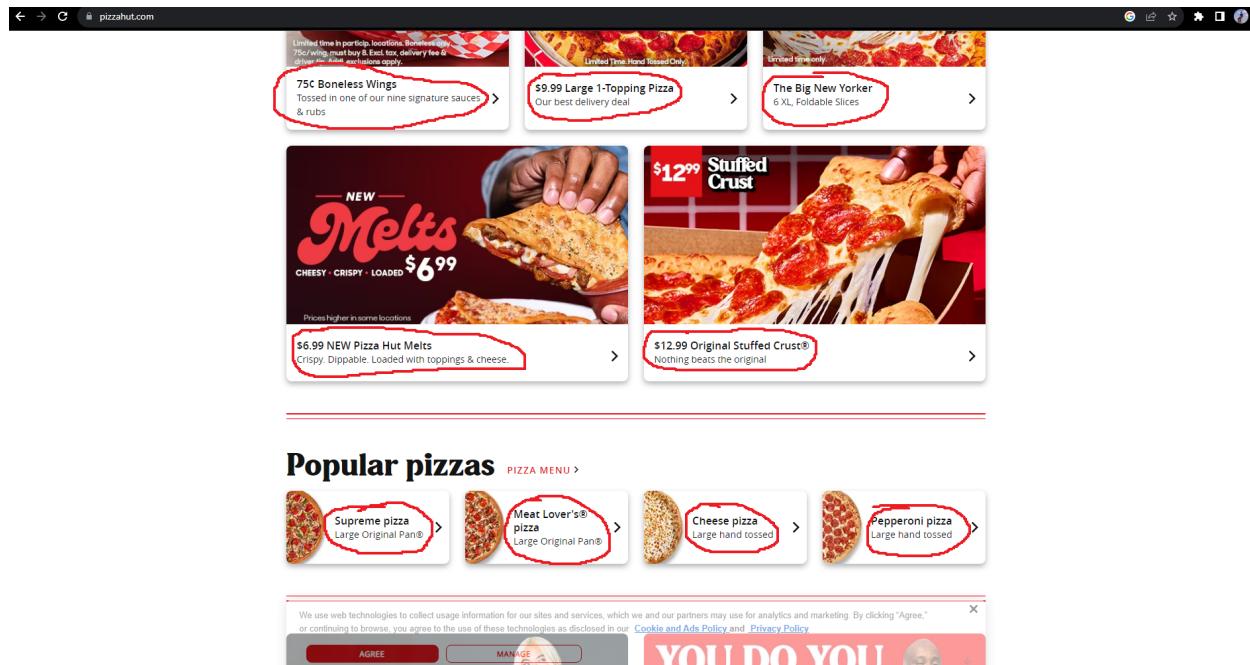


Circled to the right is the main color palette of both the logo and the website for Domino's Pizza. Every button, banner, and text contains these three colors. Without even seeing the logo it can be assumed most people could guess and recognize that this is Domino's Pizza.

<https://www.dominos.com/en/>

## Shorter Sentences/Paragraphs

Shorter sentences can be beneficial for a website as the information is concise and can be comprehended faster for the user. If text/information is long and redundant, a user will likely not read it.

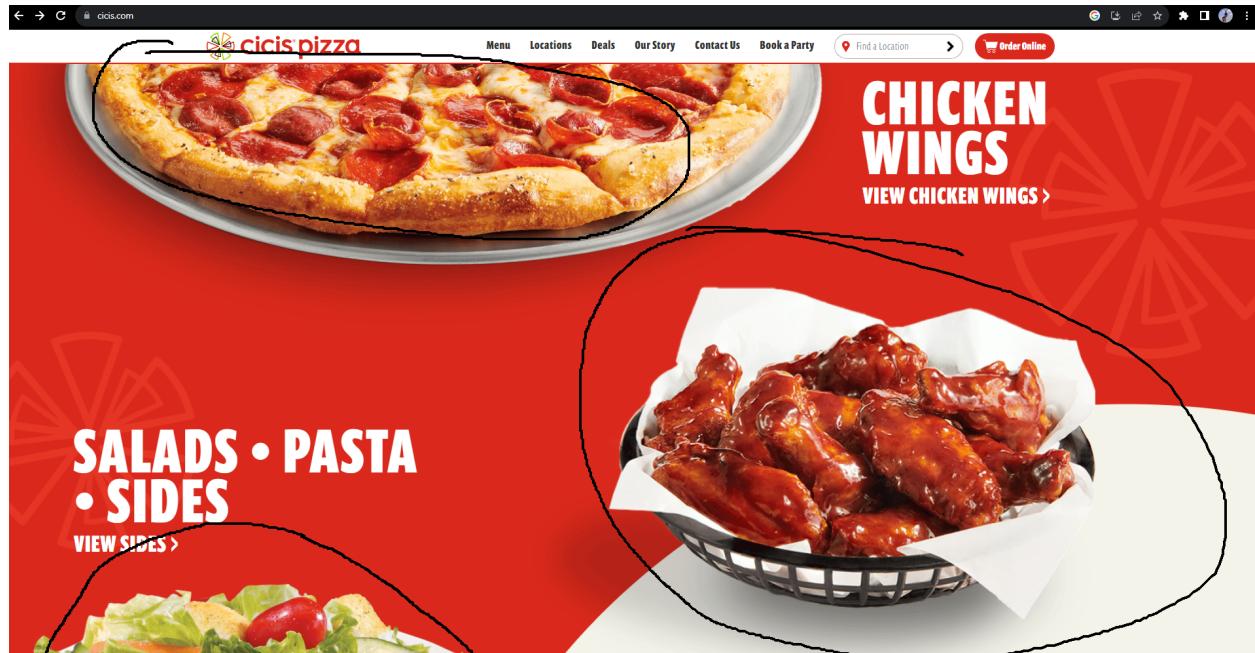


Looking at Pizza Hut's options, although some users may have never heard of their products, a short and concise description explains exactly what they are. What is “The Big New Yorker”? It’s “6 XL foldable slices”. If someone has to read a long description of a relatively simple product, it could just be enough to turn them away from purchasing.

<https://www.pizzahut.com/>

## Show, Don't Tell

Let the product/information speak for itself through visual representation. Sure, text as a description helps visualize the product, but not quite as well as imagery itself.

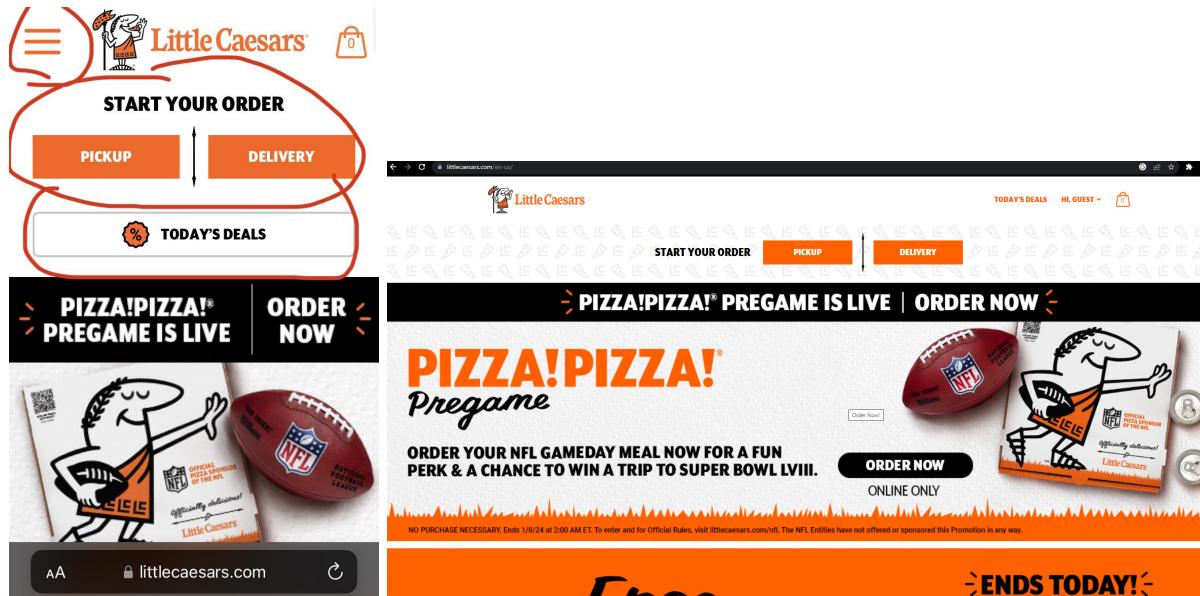


Cici's Pizza imagery is so large they can't even fit each image into the screen. As the user scrolls they can clearly see that Cici's Pizza are about pizza, wings, salads, desserts, and more. All without even having to read, the user already knows about the product and the services of the company.

<https://www.cicis.com/>

## Mobile-Design Optimization

Almost everyone who is capable of purchasing a product/service has a literal computer in their pocket. It is very important for a website with a product/service to be optimized for mobile devices. This includes optimizing the mobile design, navigation, ease of access, etc.



At Little Caesars's website, their mobile design provides a similar look to their desktop/laptop version, even when a mobile device would have difficulty showing a similar wide display. Along with this, the hamburger at the top left of the mobile design allows for easier navigation across the website. Mobile-design optimization has to be one of the most important website practices for pizza restaurants.

<https://littlecaesars.com/en-us/>

### Works Cited

Lofgren, Lars. "13 Website Design Best Practices for 2023." *Quick Sprout*, Aug. 2023,  
[www.quicksprout.com/website-design-best-practices](http://www.quicksprout.com/website-design-best-practices).