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67-250
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4/2/22

Design Guide
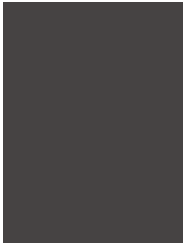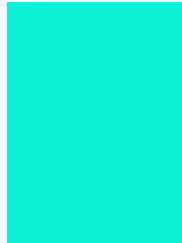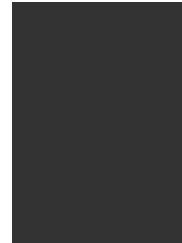
Logo:
(From Support Folder)

Colors:
(Color Images from https://www.colorhexa.com/52b788)

#464343	#ffffe0	#0bf0d9	#ed0de1	#333333	#aeaeae

Font Choices:
PT Sans
Times New Roman

Title

Subtitle

Heading 1

Heading 2

Heading 3

Body Text

Bullet Points

Footer

Design Intentions:

       A major problem that I found for the original website is the overcrowding of content within each section of the page. In the home page, the design of the pictures and other stuff can become quite overwhelming and unnecessary. This also causes the pages of each section to become quite long and require more scrolling to be done by anyone visiting the website. In order to fix this issue, the very first thing I did was incorporate all of the presented information in a more condensed manner. This could be excluding unnecessary aspects that are overcrowding the important things that are on the page. A prime example is the home page, where the site was originally populated by a slide show that took up more than half of the page. My implementation showcases a video and three pictures that meet the same requirements of presenting graphics for the user. Additionally, I thought it would be helpful to include some text explaining the historical context of Pamela's diner. This decision was based upon the opinion that the text would be more informative in telling the user the history of the diner. In order to make the information condensed in a single unit, I thought the use of tables, lists, and accordions would be very useful. This allowed users of the site to browse through different options of the things like location and menu, rather than scrolling all the way down to reach one of the components that rest on the end of the page. As for the coloring scheme, we main design is based off of the colors of the logo. I thought that by maintaining the coloring scheme to these three general sets, it would reduce over colorization and intensity on the eyes. In the original website, the 'Order Online' tab was present in all sections of the website. I thought that this was unnecessary and took up extra space in pages where ordering food was not really the intention of the page. Instead, I limited it to be only displayed on the menu page. Lastly, I kept the original scheme of the navigation bar on the top row of the website. I believed that this was the most optimal way to present the different navigation aspects of the website. In order to increase efficiency and allow users to not have to scroll all the way up to access certain sections, I also added a separate navigation bar on the footer of each page.

Information Architecture:

       As stated in the Design Intentions section, my main priority was to condense the information while also keeping the same amount of information presented in the original page. If you click on each of my pages, you will notice that the maximum amount to scroll all the way down on each page is max 0.75 of a scroll. In terms of pictures, I only kept a few of the ones that I thought presented a more holistics view of the food being offered at Pamela's. When viewing the original website, it can be noted that a lot of the pictures presented the same food just at a

different angle. As we moved onto the home page, I obviously limited the amount of pictures and also provided a video that presented a review of the restaurant. There is also a short paragraph of the history of the restaurant, which provides historical information that is not seen on the original site. For the order online page, I just utilized the original order form on the website and just linked it as an external link in order to conserve space. In the menu page, I kept the format that was present in the original website. I thought this was the best and most optimal way, as it presents all the different menus of different locations in a condensed way. As for the locations page, I condensed it down into an accordion. This is much better than what they had on the original website, as they displayed everything in one page. The accordion allows for different tabs, thus allowing for easy access of all the locations and making it shorter. The same idea was present in the reviews page. Instead of a traditional tab based accordion, this was a horizontal vertical dropped accordion. The decision to make it like this was due to the fact that I decided to include a lot of quotes from customers, and making it drop down will ensure that the horizontal view of the website always remains the same. The contact form is generally the basic of what is needed. A table with useful contact information is presented, in the case the users may click on contact to find out about contact information.

Site Map: