REPORT

Website Design and Development

ABSTRACT

This report outlines the planning and design of a website. The report covers the site proposal, structure, and page content design

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Contents

1. Introduction

This report outlines the planning and design of a website for Dignans, a high-quality outdoor catering company based in Edinburgh. The website aims to help Dignans expand its business by increasing visibility, attracting new customers, and simplifying the ordering process. The report covers the site proposal, structure, and page content design, ensuring a user-friendly and visually appealing experience.

2. Site Proposal

2.1 Purpose and Objectives

The primary goal of the website is to promote Dignans' catering services and help the company reach a wider audience within Edinburgh. The website will serve as a place for customers to explore menus, place orders, and stay updated on special offers. Key features include:

- **Menu Display**: Easy access to catering menus with a print option.
- **Order System**: Customers can place orders via email, with an option to register for repeat orders.
- **Special Offers**: A dedicated section for monthly promotions to attract and retain customers.
- **SEO Optimization**: The website will be optimized to appear in search engine results, increasing visibility.

The main action we want users to take is to place catering orders or contact Dignans for corporate events, office lunches, or BBQs.

2.2 Target Audience

The website is designed for:

- **Local Businesses**: Offices and companies in Edinburgh looking for catering services for lunches or corporate events.
- **Event Planners**: Individuals organizing celebrations, buffets, or BBQs.
- **Corporate Clients**: Companies seeking catering for large events or regular office meals.

The design will cater to their needs by providing easy navigation, clear menu options, and a simple ordering process. The website will be mobile-friendly, ensuring accessibility for users on the go.

2.3 Design Considerations

- **Cross-Browser Compatibility**: The website will work seamlessly on all major browsers (Chrome, Firefox, Edge, Safari) using responsive design and standard fonts.
- **Viewing Platforms**: The site will adapt to desktops, tablets, and mobile devices, ensuring a consistent experience across all screen sizes.
- **Usability**: The website will feature simple navigation, fast loading times, and readable fonts to enhance user experience.
- **Accessibility**: We will follow WCAG guidelines by including alt text for images, keyboard navigation, and good color contrast to make the site accessible to all users.

2.4 SEO Strategy

To improve search engine visibility, we will:

- Use relevant keywords in headings and content (e.g., "Edinburgh catering," "corporate BBQs").
- Optimize meta descriptions for each page.
- Ensure fast-loading pages and a mobile-friendly design.
- Structure content with proper headings, alt text for images, and internal linking.

3. Site Structure

3.1 Site Navigation Explanation

The website will have a top navigation menu with links to the main pages: Home, Menu, Special Offers, Contact Us, Order Form, and About Us. This structure ensures users can quickly find the information they need, whether they're looking for menus, placing an order, or contacting the company.
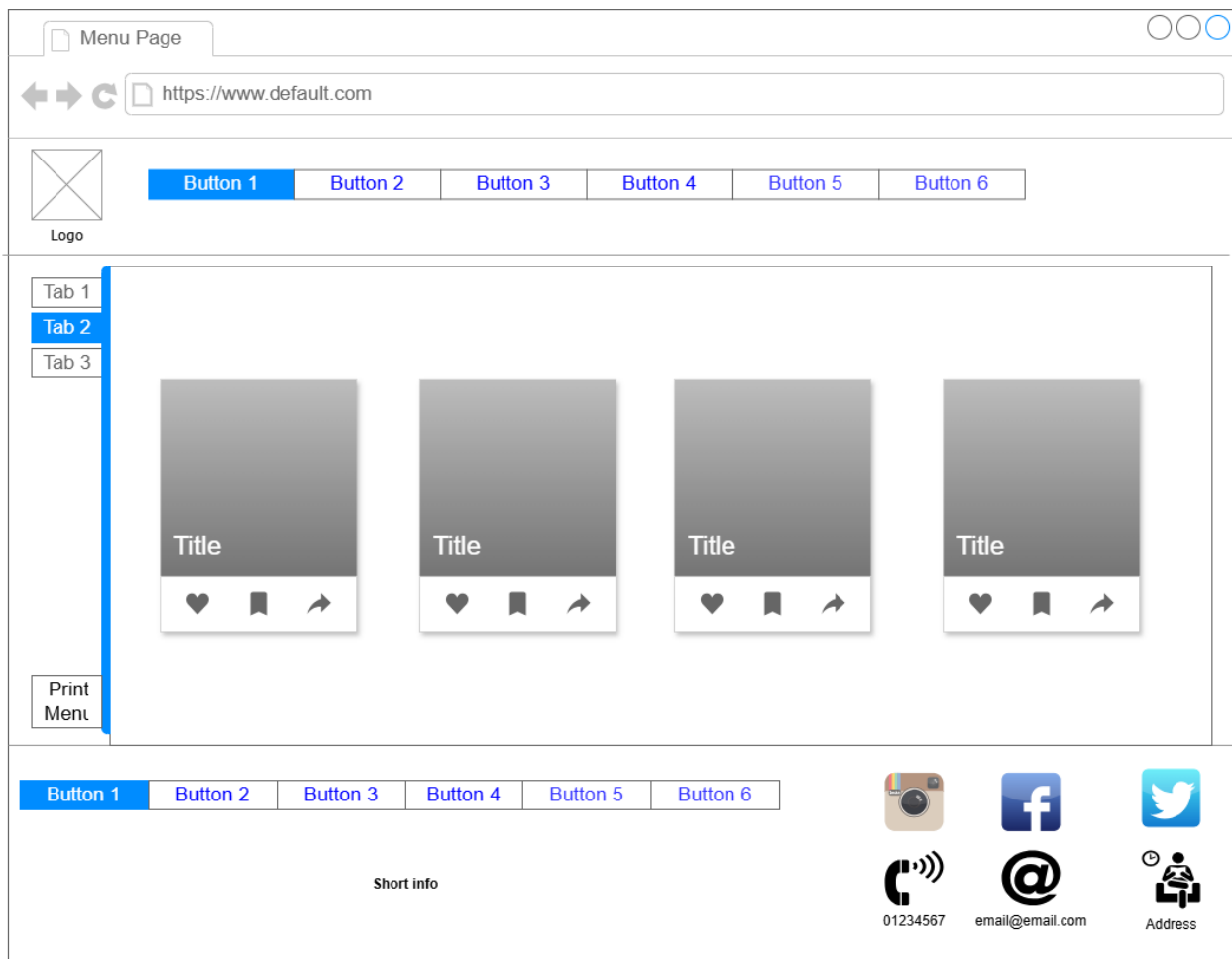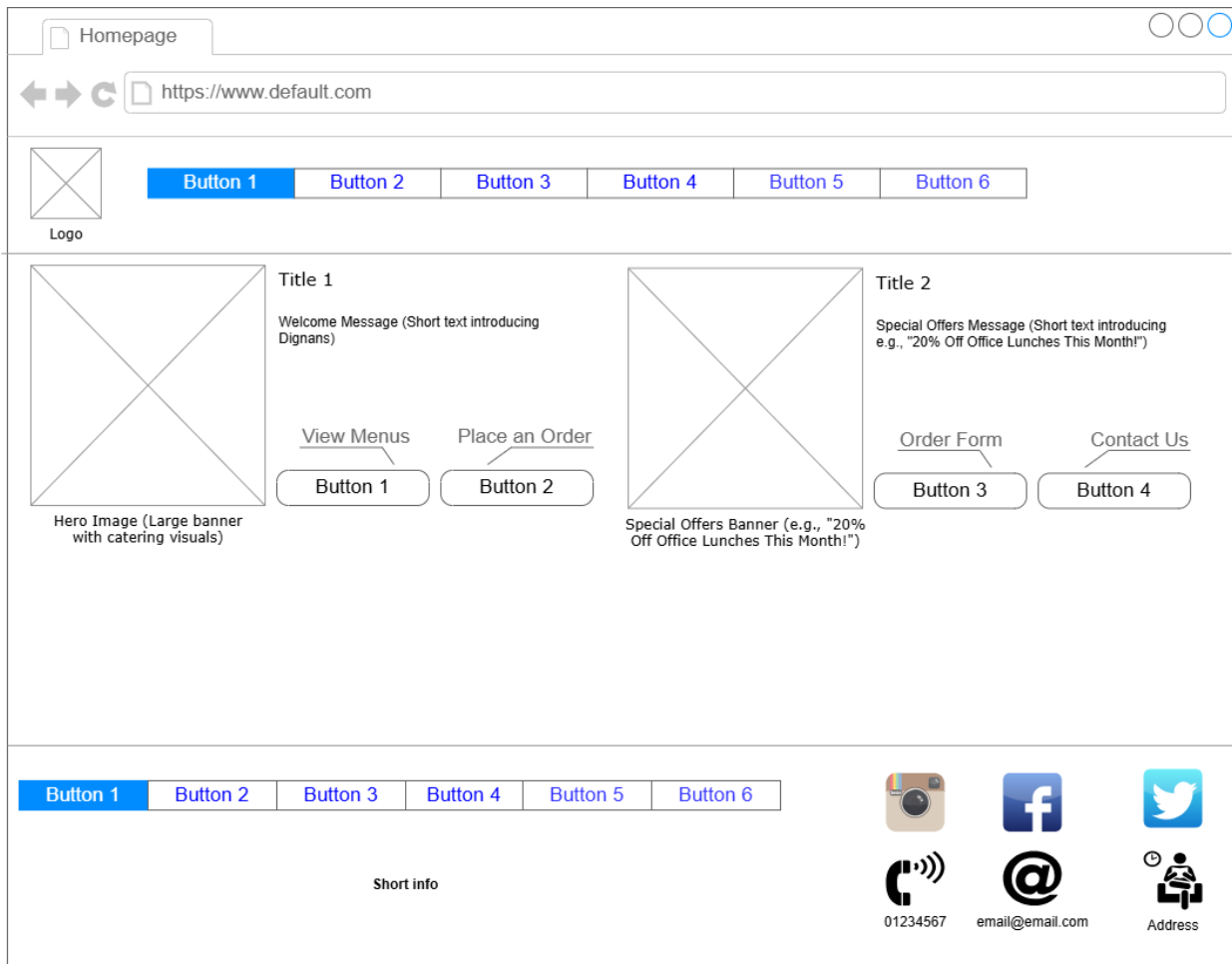
3.2 Site Navigation Diagram
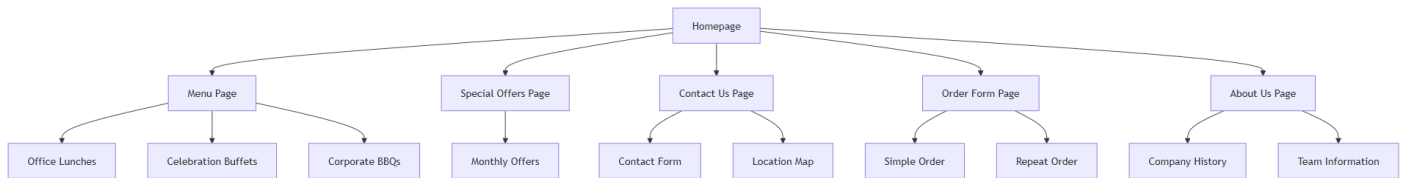
4. Page Content Summaries

4.1 Wireframes

Wireframes will be created to visually plan the layout of each page. Key elements like navigation menus, images, buttons, and text areas will be clearly placed to ensure a user-friendly design.

https://www.default.com

Logo

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

Title 1

Welcome Message (Short text introducing Dignans)

View Menus

Place an Order

Button 1

Button 2

Hero Image (Large banner with catering visuals)

Title 2

Special Offers Message (Short text introducing e.g., "20% Off Office Lunches This Month!")

Order Form

Contact Us

Button 3

Button 4

Special Offers Banner (e.g., "20% Off Office Lunches This Month!")

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

Short info

01234567

email@email.com

Address

https://www.default.com

Logo

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

Tab 1
Tab 2
Tab 3

Title

Title

Title

Title

Print Menu

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

Short info

01234567

email@email.com

Address

https://www.default.com

Logo

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

Title here

Special Offers Message (Short text introducing
e.g., "20% Off Office Lunches This Month!")

Order now

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

Short info

01234567 email@email.com Address

https://www.default.com

Logo

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

From | john@jgraph.com

Subject | Greeting

To | fred@jgraph.com

CC |

BCC |

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Send

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Short info

01234567 email@email.com Address

https://www.default.com

Logo

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

Title here

Title

Title

Title

Title

Order now

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

Short info

01234567   email@email.com   Address

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https://www.default.com

Logo

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

About us   ✕

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- Days Opening Hours
- Days Opening Hours
- Days Opening Hours
- Days Opening Hours
- Days Opening Hours

- Phone
- Email
- Address

| Button 1 | Button 2 | Button 3 | Button 4 | Button 5 | Button 6 |

Short info

01234567   email@email.com   Address

4.2 Content & Media Elements

- **Homepage**: Welcome message, brief overview of Dignans, promotional banner for special offers, quick links to the menu and order page.
- **Menu Page**: List of catering options (office lunches, celebration buffets, BBQs), accompanied by images and a print option.
- **Special Offers Page**: Monthly promotions displayed with eye-catching design elements to highlight discounts and deals.
- **Contact Us Page**: Contact form, phone number, email address, physical location, and an embedded Google Map.
- **Order Form Page**: Simple and repeat order options with a registration process for customers.
- **About Us Page**: Information about the company's history, values, mission, and team.

4.3 Style Guide

The style guide defines the design rules for the Dignans website, ensuring consistency, accessibility, and alignment with the brand's identity. Special attention has been given to making the website accessible for users with visual impairments, following WCAG (Web Content Accessibility Guidelines) standards.

Colour Scheme

The colour scheme is designed to reflect Dignans' brand identity while ensuring accessibility for users with weak vision. The colours have been carefully selected to provide sufficient contrast and readability.

- **Primary Colour**: #4CAF50   (a fresh green, representing quality and nature, used for buttons and highlights).
- **Secondary Colour**: #FFF8E0   (a soft, warm off-white, used for accents and background elements to create a welcoming and inviting feel).
- **Header/Footer Background**: #96B7F3   (a calm, light blue, used for headers and footers to create a professional yet approachable look).
- **Text Colour**: #000000   (pure black for body text, ensuring maximum contrast against light backgrounds for readability).
- **Text Colour Nav Bar/Fotter**: #00008B   (a deep, rich blue for navigation bar text, ensuring high visibility and contrast against lighter backgrounds while maintaining a professional and modern aesthetic).
- **Background Colour**: #FFFFFF   (pure white for clean and clear readability in main content areas).

Accessibility Considerations

- **Contrast Ratio**: All text and interactive elements have a contrast ratio of at least 4.5:1 against their background, ensuring readability for users with low vision. **Example**:
  - Black text (#000000) on a white background (#FFFFFF) has a contrast ratio of 21:1, far exceeding the minimum requirement.
  - Black text (#000000) on the secondary colour (#FFF8E0) has a contrast ratio of 15:1, which is also highly accessible.
  - Dark Blue text (#00008B) on the header/footer background (#96B7F3) has a contrast ratio of 7.54:1, meeting WCAG AA standards.
- **Colour Blindness**: The colour palette has been tested for accessibility for users with colour vision deficiencies (e.g., red-green colour blindness). The combination of blue, green, and off-white ensures that information is distinguishable without relying solely on colour.
- **Focus States**: Interactive elements (buttons, links) will have clear focus states, such as a border or background change, to assist users navigating with a keyboard.

Fonts

- **Headings**: Trajan-Pro (a modern, sans-serif font for clear and bold headings).
- **Body Text**: Trajan-Pro (a highly readable sans-serif font for body content).
- **Font Sizes**:
  - **Headings**: 24px (H1), 20px (H2), 18px (H3).
  - **Body Text**: 16px (standard), 14px (smaller text for captions or footnotes).
  - **Line Spacing**: 1.5 for body text to improve readability.

Button Styles

- **Primary Buttons**:
  - **Background**: #4CAF50 (green).
  - **Text**: #FFFFFF (white).
  - **Hover Effect**: Slightly darker green (#45A049) with a subtle shadow.
- **Secondary Buttons**:
  - **Background**: #FFF8E0 (off-white).
  - **Text**: #000000 (black).
  - **Hover Effect**: Slightly darker off-white (#E8D9B0) with a subtle shadow.

Link Styles

- **Default Link Colour**: #1E88E5 (a blue shade for clear visibility).
- **Visited Link Colour**: #4A148C (a darker purple to indicate visited links).
- **Hover/Active State**: Underlined text with a slightly brighter blue (#1565C0).

Other Design Rules

- **Consistency**: All pages will follow the same design rules to ensure a cohesive user experience.
- **Accessible Forms**: Form fields will have clear labels, placeholder text, and error messages in a contrasting colour (e.g., red for errors).
- **Images**: All images will include alt text for screen readers, and decorative images will have empty alt attributes (alt="").

Accessibility Compliance

The design adheres to WCAG 2.1 Level AA standards, ensuring the website is accessible to users with disabilities, including those with weak vision. Key accessibility features include:

- **Keyboard Navigation**: All interactive elements are navigable using a keyboard.
- **ARIA Labels**: Used for complex elements (e.g., menus, forms) to improve screen reader compatibility.
- **Responsive Design**: The website is fully responsive, ensuring accessibility on all devices (desktop, tablet, mobile).

4.4 Summary

The style guide ensures that the Dignans website is not only visually appealing but also accessible and user-friendly. By following these design rules, the website will provide an inclusive experience for all users, including those with visual impairments, while maintaining a strong brand identity. The updated colour scheme, with its high contrast and accessibility-focused design, ensures that the website is both professional and welcoming.

5. Conclusion

In conclusion, the website for Dignans is designed to increase visibility, attract new customers, and simplify the ordering process. The clear navigation, user-friendly design, and SEO optimization will help Dignans achieve its goal of expanding its catering business within Edinburgh. The design, structure, and content all contribute to a successful user experience, ensuring that customers can easily find what they need and take action.