

FIT1050-Website Redesign Mockup and Report

Group Members:

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Mockup link

<https://www.figma.com/file/d3H0LCy6Elm7fOdqLYdPSR/WEB-DESIGN-FIT1050-Assignment-2?type=design&node-id=44%3A1464&mode=design&t=hLP9xDOWPoydbKxo-1>

Introduction(Ayush)

Bent On Food is a NSW local cafe based in Wingham. It is a central hub for the local community to gather in especially for the ones that strive for "sustainable living". The cafe is owned by Donna Carrier who after settling back into Wingham decided to open this establishment to give the locals an urban cafe that is connected with its local farmers. The cafe also caters for private corporate events providing organic food made with local produce and an emphasis on sustainability. Overall, Bent On Food will offer their customers a local experience that include: evenings with live music; catering and a hamper service.

Critique of overall design(Kush)

The colour choices do not blend well. As seen on the top of the website, the top part of the website has a brown wooden background followed by a black stripline below that and the rest is old white creamish colour. This gives a bit of an unorthodox look which doesn't show a pleasant view for a person who opens the website. Furthermore the booking box which is in the centre of the website is white which doesn't blend with the cream coloured background

The body of the texts in the opening page of the website is all centre aligned and in different text sizes which shows an uneven look to the website. There is also blank white space left under some pages such as the menu page which makes it look incomplete. In some of the pages such as the events page, all the images, texts and hyperlinks are aligned to the left half which leaves the right half all empty. This one sided page is visibly disgusting to view.

The use of text is inconsistent. Some pages of the website have loads of text which makes it look overused. Furthermore some pages have little use of texts.

Some of the pictures on some pages of the websites look bad in terms of quality where it seems to have a low resolution which is not visually appealing. Furthermore at the bottom of every page is a follow us section with the old icons of the social media platforms such as facebook and twitter. Next to the follow us section there is a pay online section where all the online paying platforms are also old logos. This reveals how outdated their website is which may not be

Overall the website is outdated which can be seen through the colour choices and pictures. The format and text use is also unbalanced and inconsistent. These attributes conclusively reveal how the website lacks modern and professional style websites that most websites have these days.

DESIGN THEORY

Home Page (Kush)

As seen in the mockup there are many factors that have been modified. The colour of the main body has been changed from an old creamish colour to a more minimalistic cream. By changing this the background would look more modern which will therefore portray the restaurant as modernised rather than having an outdated look. The colour of the text has also been changed such as some black coloured text in the original website is now brown or cream coloured in the mockup. This is done to try to show the main colours of the company(brown and cream). Apple has also done this in their website with their main company colours(black white and silver). This has also been done in the calendar where the colour has been changed to brown and cream instead of green and white. The calendar also has a transparent background as it will blend in with the home page background compared to a white calendar background which won't blend in with the website background colour. This is also done in google calendar as well. The change of colour is done by using hexadecimal colour code. Overall the contrast looks well which improves the visibility and reliability of the page.

The format has been changed a little bit. The text ("Bent of Food is more than just a cafe...") has been left aligned rather than middle aligned as it would make it easier for readers to follow along with the text and avoid chaos.

The big image was enlarged until it fit the whole width of the page. This can make an appearance when a user opens the link of this website to see a whole width filled image of a food to show visibility. This is also shown in the Hungry Jack website as well.

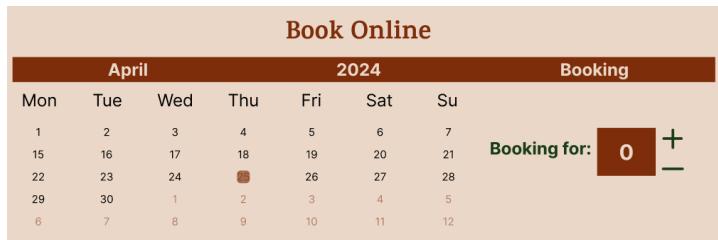
All texts have been enlarged for a better readability. Some texts have been deleted from the home page (eg "Buy A Gift Card" and "Freight \$10 NSW /\$15 Rest of Australia/ Free over \$150") as it's either unnecessary to put it there. For example the "Buy a Gift Card" is a Hypertext to another page. There is already a hyperimage that leads to the same page so there is no reason to have 2 links. That is why the "View menu" is also deleted as there is a link to it in the navigation bar. The Opening Hours text has been moved to the footer which is only unique to the home page footer. The text "Opening Hours" is added on top of the timetable to reassure the visitors of this page that this is showing the opening hours of the Cafe.

Furthermore the "close on public holidays" has been arranged at the bottom instead of the top as it looks more appealing to read it at the end compared to that start. The text fonts

have been changed with the heading footer and the heading book online turned into ‘Karma’ font style and the rest of the body text is ‘Inter’ font style. This type of typographic pairs improves visual identity.

Evidence:

Bent on Food is more than just a cafe; it's a destination. This multi award winning cafe proudly caters to your corporate needs while passionately supporting local producers and live music. Our homewares store **Bent on Life** has stunning pieces for you and your home. Stockist of **Chalk Paint** by **Annie Sloan**.



Homepage

SHOP MENU CATERING EVENTS VISIT MORE ☰ 0265579727

Bent on Food is more than just a cafe, it's a destination. This multi award winning cafe proudly caters to your corporate needs while passionately supporting local producers and live music. Our homewares store **Bent on Life** has stunning pieces for you and your home. Stockist of **Chalk Paint** by **Annie Sloan**.

Book Online

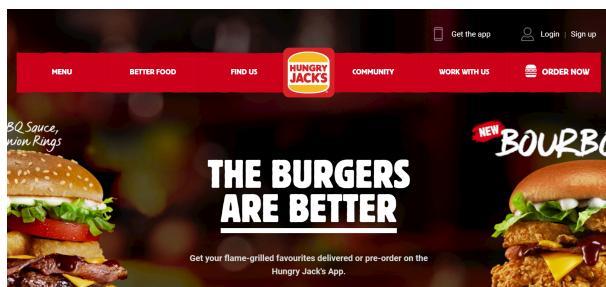
April 2024							Booking
Mon	Tue	Wed	Thu	Fri	Sat	Su	
1	2	3	4	5	6	7	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	1	2	3	4	5	
6	7	8	9	10	11	12	

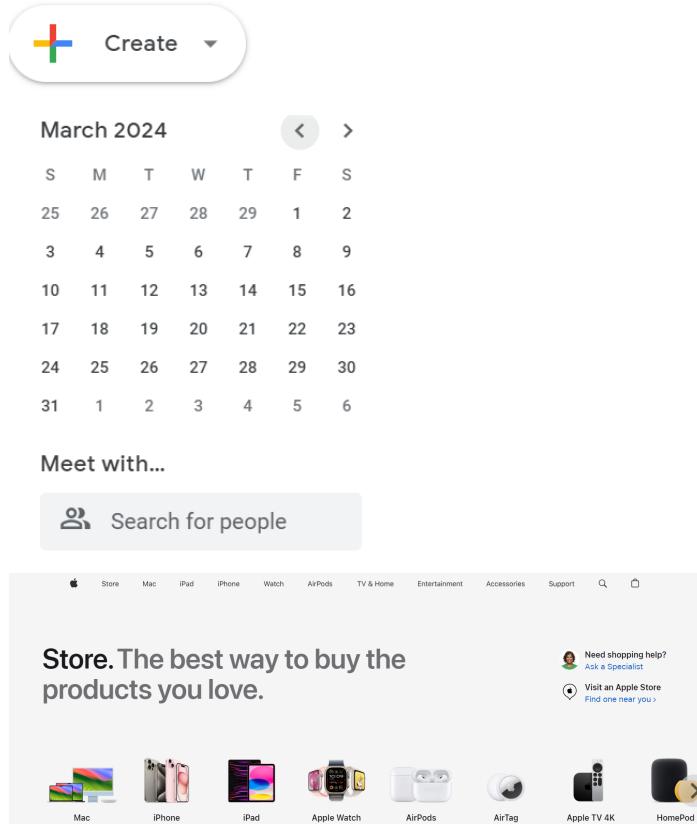
Booking for: 0 + -

Design Prototype

- Auto layout
- Layout grid
- Layer
 - Pass through
- Fill
 - EBDACA 99%
- Stroke
- Selection colors

000000 100%
7F300C 100%
7F300C 52%





Recipes(Stephen)

Visual Design:

The revised design has a more organised layout that directs the user's attention systematically across the material. The addition of a distinct heading "RECIPES" with a clear typographical hierarchy sets the tone for the information that follows, which was missing from the original design. Furthermore, the new design's usage of a tabular layout for recipe lists enables a tidy, grid-like arrangement that facilitates quick information browsing. Each recipe title in the revised version is highlighted to emphasise its relevance, and it is aligned with the actionable 'View' and 'Download' buttons, providing a direct visual relationship between the recipe and the potential actions a user may take.

Information Architecture:

The first graphic depicts an improvement in information architecture through improved categorisation and navigation. The redesigned layout adds pagination at the bottom, hinting to a more comprehensive recipe library and a systematic method for organising the recipes. A clearly indicated 'Next Page' button, which is missing from the second image, improves navigation clarity even further. This helps people to anticipate future material beyond the present page, promoting research without overloading them with too much information at once.

Changed Content:

The revised website also includes a slight yet effective adjustment in content presentation. While the initial design displayed the recipes in a basic, sequential fashion, the redesigned page organises them in a table and separates them by kind, such as 'flourless' and 'gluten-free', right in the title. This form of content tagging is useful for users who have

certain dietary limitations since it makes it easier to identify recipes that meet their criteria. Furthermore, the new design uses similar naming standards, such as 'My Spicy Cajun Pumpkin Soup' rather than 'Spicy Cajun Pumpkin Soup', to promote a personal touch and brand consistency.

The footers in the revised design are also minimised, which draws more attention to the content above, emphasising recipes over less important page navigation and site information. Finally, providing both 'View' and 'Download' options for each recipe in a structured format aligns with user expectations for web interactions, providing a clear path to further engagement with the content.

In conclusion, the new design uses visual design concepts such as alignment, contrast, and hierarchy to produce a page that is both visually beautiful and operationally superior. The information architecture is intended to enhance usability and navigation, making the website more intuitive and user-friendly. Content modifications are modest but substantial, adding to an overall experience that is consistent, clear, and responsive to the user's wants and expectations.

Evidence:

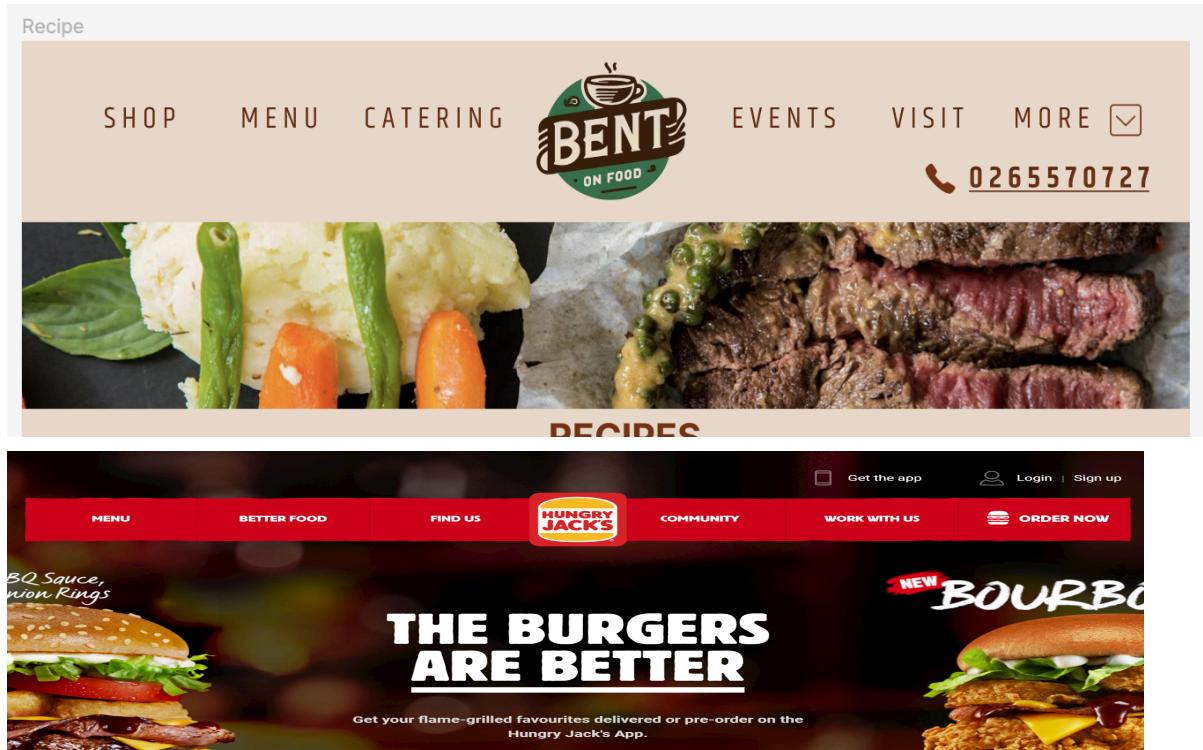
1. I have found such a page design from git lab. I have redesigned the copy and folder button in git lab into view and download in my redesigned work. I just want to make various recipes look more structured and organised.

The screenshot shows a GitHub repository interface. On the left, there's a sidebar with options like Issues, Merge requests, Manage, Plan, Code, Repository, Branches, and Commits. The Commits tab is selected. The main area displays a commit history for March 12, 2023, showing five commits by Lindsay Smith. Each commit has a small profile picture, the commit message, the author, and a timestamp. To the right of each commit are three small icons: a copy symbol, a file symbol, and a folder symbol. Below this, there's a table with seven rows, each representing a recipe. The table has three columns: the recipe name, a 'View' link, and a 'Download' link. At the bottom of the table, there are navigation links for '1', '2', and 'Next Page'.

Mandarin, Almond, & Chocolate (flourless) Cake	View	Download
My Spicy Cajun Pumpkin Soup	View	Download
Broccollini with Avocado and Lentils	View	Download
Moroccan Lamb Shanks	View	Download
Bent on Food Roasted Root Vegetable Salad	View	Download
Bent on Food Flourless Chocolate Cake - gluten free	View	Download
Donna's Mango Cheesecake	View	Download

2. Inspired by the Hungry Jacks web page, the logo is placed in the middle, and navigable pages

are set up on both sides for users to browse. All of our pages use the same header.



Shop(Ayush)

The main shop webpage for the business has not changed drastically its main grid look besides it being reduced from a 4X5 to a 3X3. However there were some minor changes including: a simpler search bar; no big image at the top and some words being swapped out for icons.

Moving on, the contrast of the webpage has improved by a slight manner due to colour theme changing (this will be discussed later on) which has allowed the products being displayed to be able to stand out more. In a similar fashion, the design for the search bar went the “norm” route and chose to get rid of the grey background from the original to fit the colour theme more smoothly. In terms of alignment, the images have been spaced out to allow for a consistent margins and paddings that were not the case beforehand which improves the page’s readability. Furthermore the grid layout paired with the horizontal lines help break the products up to allow for a typical modern e-commerce website look. On a different note, in the search bar the sort options are close together while the other elements are on the far right to help the user realise that they are not related. The elements on the left deal directly with how to view the webpage while the elements on the far right of the search bar don’t.

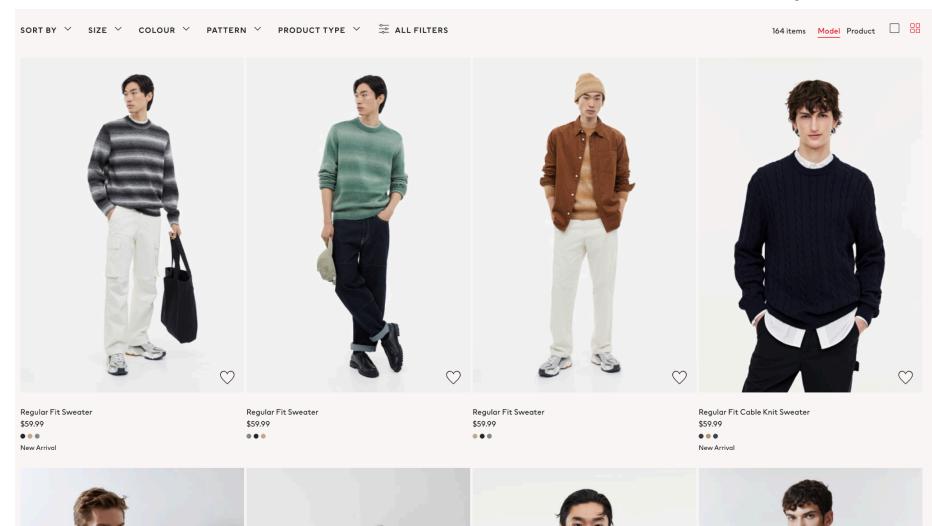
Quickly, the images have had their sizes increased in order to make it easier to visually show all the products as before the images were simply too small for the user to 100% accurately see the product. Furthermore, I have chosen to stick with PNG images as they offer the best high quality with detailed colour depth.

In terms of information architecture, the webpage has been purposefully given a sequential structure as it is a predictable layout that customers are used to which makes their experience easier. In addition, when it comes to labelling the search bar has been assigned many symbols that were once not there to improve the webpage's aesthetic while also allowing it to be more accessible for people with reading disabilities.

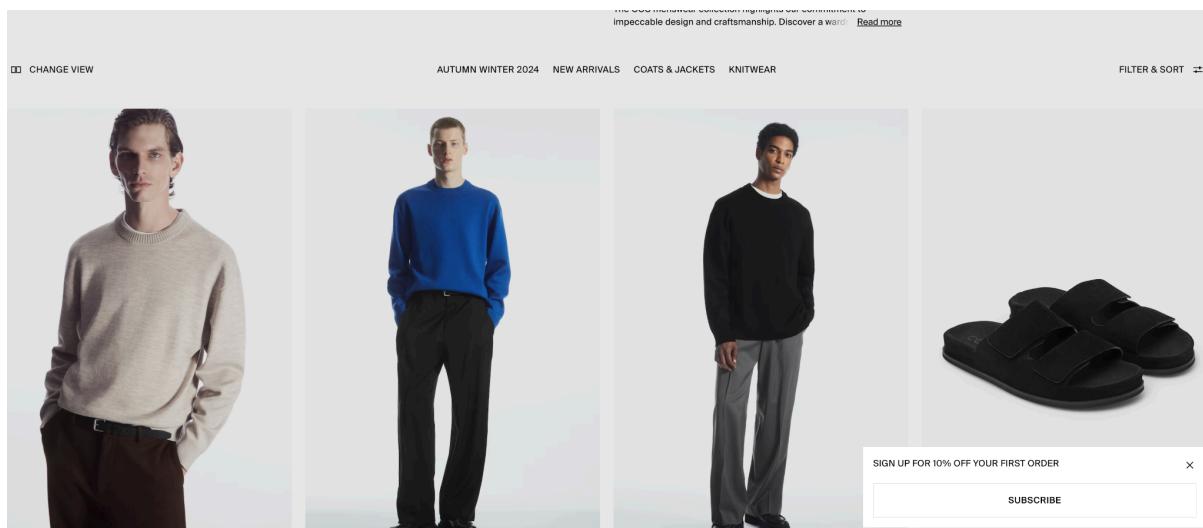
Referring to the Hick's law which states that: "every additional choice increases the time required to take a decision." The choice to get rid of "add to cart" button below the product will minimise the decision point; making it easier for the users to take the next step. This law coupled with the sequential browsing experience will encourage users a simple browsing path to buy their product and help simplify the decision-making by only showing a limited amount of products at a time

Lastly, one of gestalt's design law: the law of symmetry underlines the importance of having a symmetrical webpage. So keeping this in mind the webpage has been designed in an symmetrical way to create a sense of professionalism. Additonally, the design does not distract users with unnecessary structures allowing their main focus to be on the products which is the main goal of a e-commerce website

Evidence (this is where I'll post other websites with similar layout to prove my case) :



H&M



COS

Filter by: Coles brands All Specials Brand Dietary Allergen

1 - 48 of 7,499 results

Sort by: Recommended ▾

SPECIAL	1/2 PRICE	SPECIAL	SPECIAL	1/2 PRICE
Coles Pink Lady Apples 1kg 1 each \$3.90 \$3.90 per 1kg	Grab a Gaytime at 1/2 price this week Shop now	Promoted Canadian Club Zero Sugar Dry 4.8% Cans 375mL 10 Pack \$43.00 Save \$2.00 \$11.47 per 1L Was \$45.00 7 more buying options	Promoted Jim Beam Double Serve Can 375mL 6 Pack \$34.00 \$15.11 per 1L	Get tough on stains 1st time, even in a quick & cold wash. Shop now
View details Add	View details Add	View details Add	View details Add	View details Add

COLES

These are the websites that I took inspiration from for my minimalistic and modern grid that showcases the products of Bent on Food.

Navigation Bar(Ayush)

The current nav bar has been approached with a minimalistic manner due to the high rise in popularity of minimalistic which has led to it becoming the norm. The old one is simply too “old fashioned” to be considered operable nowadays. So to combat this, the amount of subheadings in the navigation bar has been reduced to 6 (all the non-important ones going under “more”). This will help reduce the risk of misclicks while also making it more pleasurable to see. Further more, the logo is now at the centre to draw the user’s attention. Additionally, the phone number has been bolded and underlined to showcase its importance. Also there is more width between each letter that helps achieve this modern look that most customers are now accustomed to.

Evidence (this is where I'll post other websites with similar layout to prove my case) :

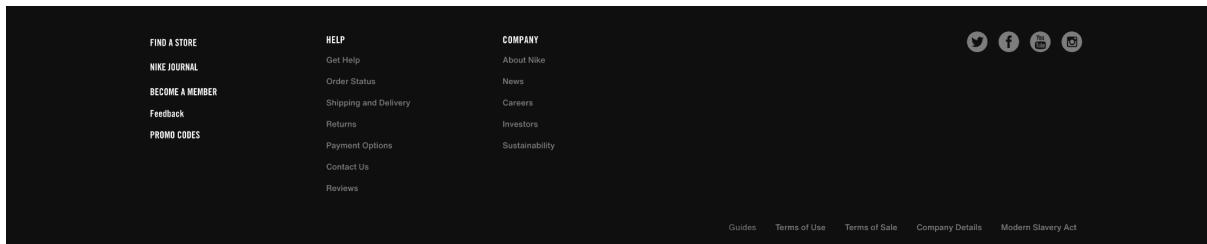


(Ferrari) This is where I got the idea to have more gap between my letters)

Footer(Ayush)

Firstly, we chose to lean towards the darker brown more as modern footers now considerably have darker backgrounds than the main background used on the web page to help differentiate. Also, the new footer uses a variation of a single hue which helps assert the brand's identity (brown and green). Also white space has been purposefully added in order to no longer over congest the footer with too much information that could make it hard to read for the user. And there was a clear effort to make sure all related elements are near each other's proximity which helps users understand they are connected. Also there seems to be a stronger sense of visual hierarchy which makes it very evident for the user to know what elements are more important.

Evidence (this is where I'll post other websites with similar layout to prove my case) :



(Nike) This is where I got the idea of having the footer be a really dark colour and the use of white space to make things stand out.

Conclusion(Stephen):

The conclusion of the document should reflect the successful redesign of Bent On Food's website, highlighting improved user experience and visual appeal through contemporary design practices. It should affirm the site's potential to attract and engage more customers due to these enhancements. Recommendations for ongoing updates and optimization based on user feedback and analytics should be included to ensure that the site remains current and efficient. This will help maintain the relevance and effectiveness of the website in promoting the cafe's commitment to sustainability and local community support.

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