



OLD GRIST MILL WEBSITE REDESIGN MINI PROJECT

Cooper Sanders



A GLIMPSE AT THE FINAL PROJECT

Old Grist Mill

[Home](#) | [Our Menu](#) | [Hours and Contact Us](#)



About Us:

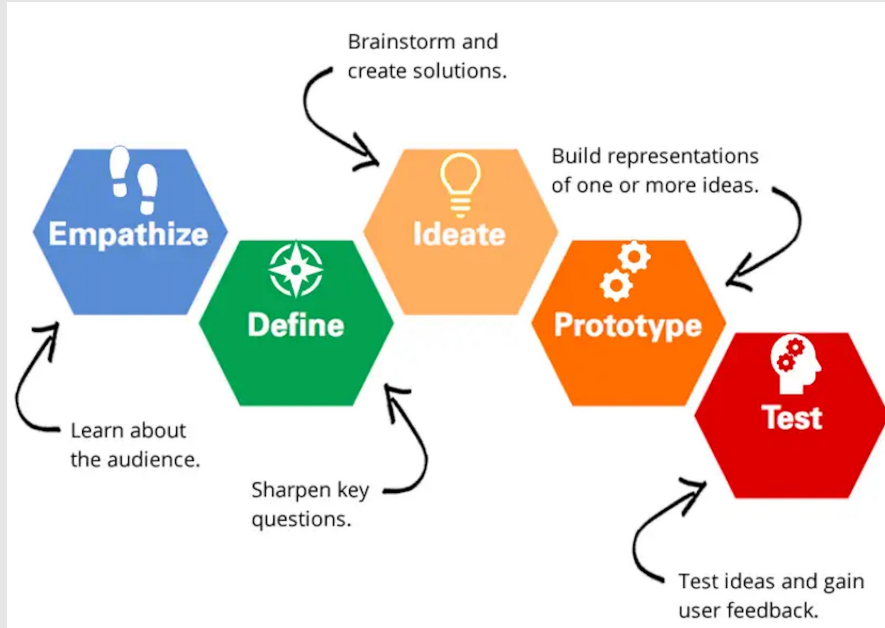
Very few of us remember the days when bread was made naturally. Wheat was ground into fresh flour. The recipes were simple and contained only the necessary ingredients. Here at Old Grist Mill we have brought back the natural art of making bread.

Old Grist Mill bread is simple, moist, and wholesome. We make bread the way it was meant to be made. At the very heart of our bread is a select high-protein wheat, which we mill daily in our bakery. This accounts for our breads' rich, fresh flavor. We use only the freshest and finest quality ingredients.

We are certain you'll see the difference. Drop in and try a free slice of hot bread. We know you're going to enjoy it.

[Order Now \(via GrubHub\)](#)

DESIGN THINKING PROCESS



The Goal of This Project

This project allowed me to understand each step of the Human Centered Design Thinking Process and understand why each step is critical to creating a successful design for users.

I worked step by step through the process and received feedback from my professor on each step, so that I could form a concrete understanding of the process.

The Interview

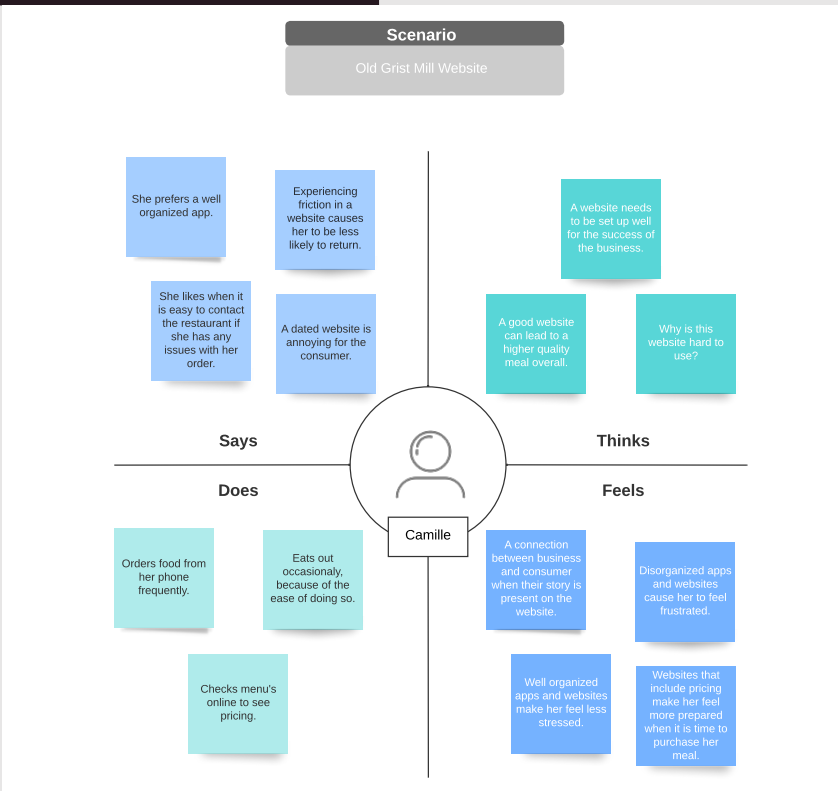
For this project, I decided to interview a friend because I know she has experience using restaurants apps/websites to view menus and place food orders.

Below are the questions that I asked:

1. What is the best experience you have had from ordering food or viewing a menu from any restaurant's website or app?
2. What was the worst experience you have had from ordering food or viewing a menu from any restaurant's website or app?
3. If you experience issues ordering food or looking at a menu online, how likely are you to eat at that establishment again?

Main Findings From The Interview

My main findings were that it is extremely important for a website to be up to date and well organized. If a website is disorganized or hard to use, it makes the customer not want to return in the future. The website should also form a connection from the owner of the restaurant to the user.



EMPATHY MAP

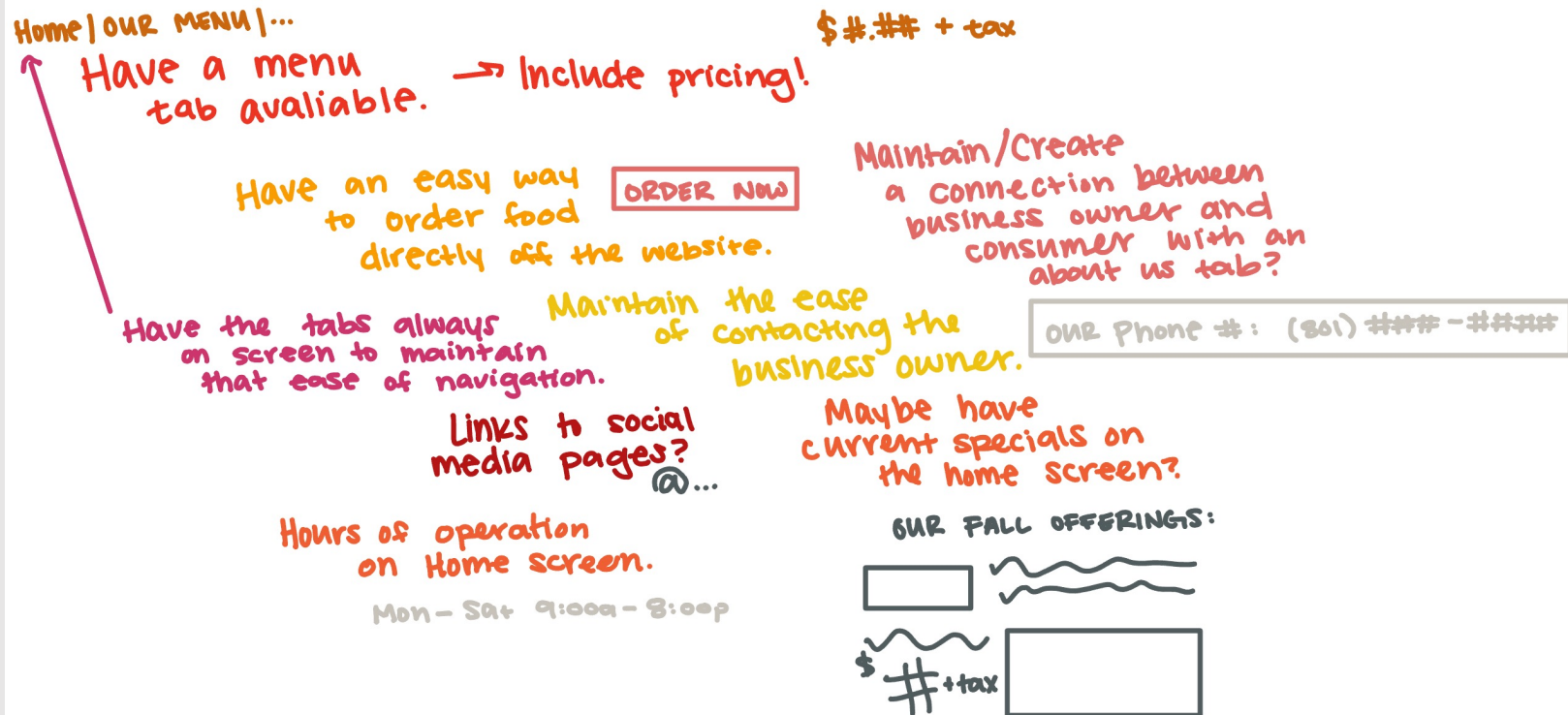
This is the empathy map I used to create my problem statement.

The Problem

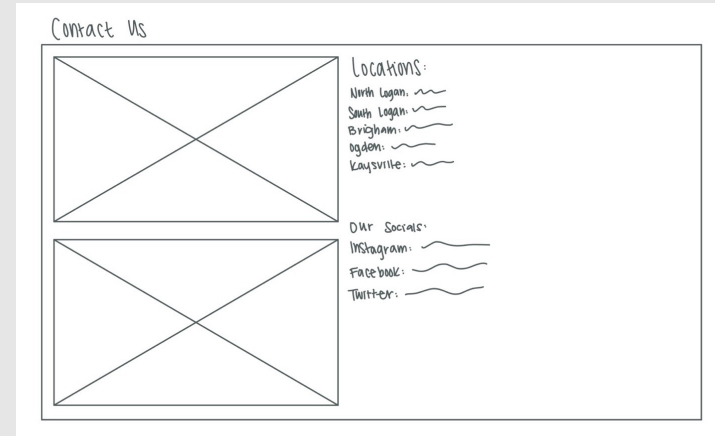
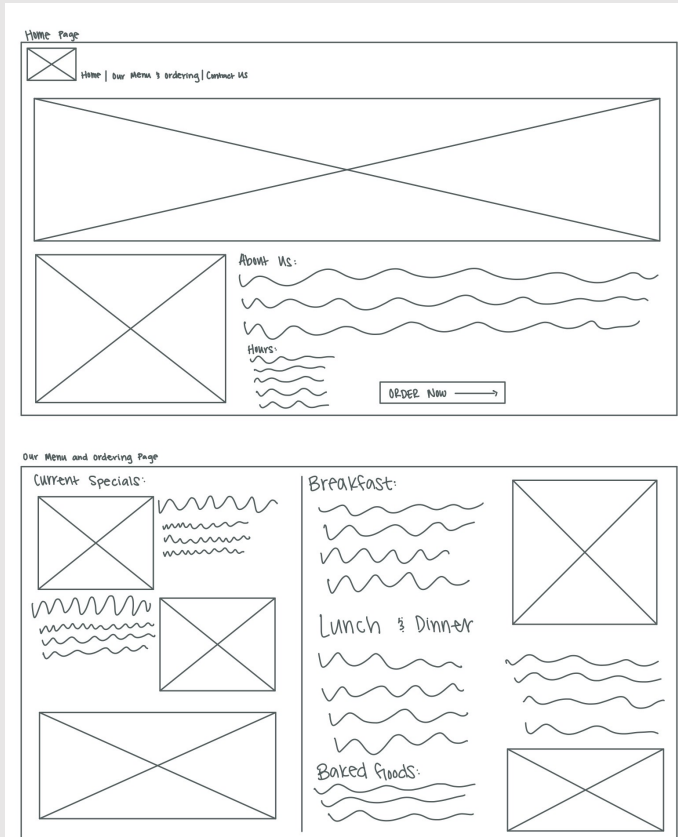
The average customer needs a well-organized, up to date website in order to be able to prepare themselves for eating at the restaurant and placing food orders online.

Brainstorming Session

This is what my brainstorming session looked like for this project:

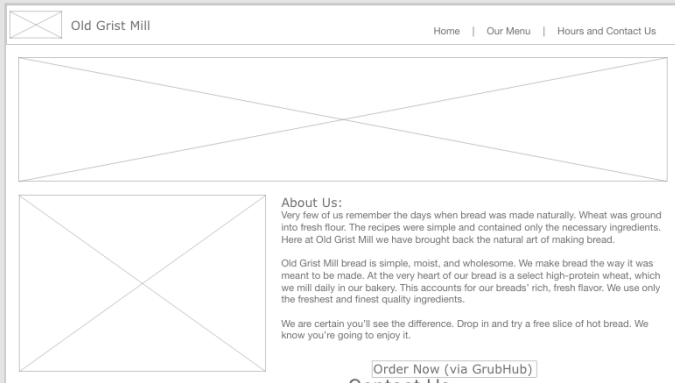


Low Fidelity Prototype

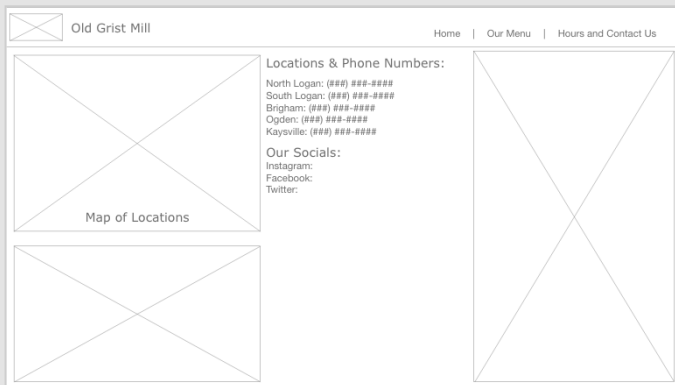


Mid Fidelity Prototype

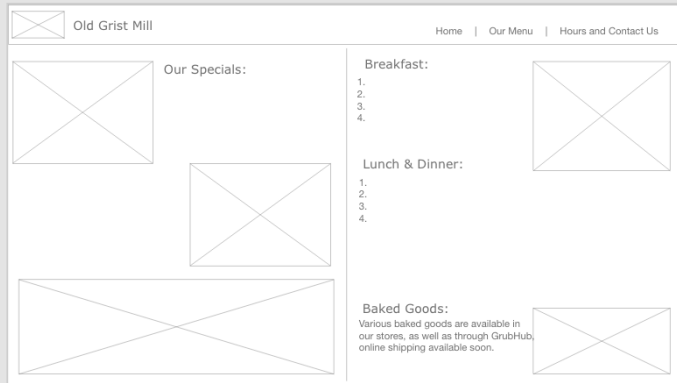
Home Page



Contact Us



Our Menu



User Testing

For my user testing, I tried to get a couple of different demographics, just to see if my project was created well for a multitude of people.

I asked the following questions in my User Testing:

1. Navigate the website to find the closest restaurant to you, and their phone number if you need to contact them.
2. Attempt to navigate the webpage to place an order through the supported external service. (GrubHub)
3. Navigate the website to find their current specials.
4. Navigate the website to find their breakfast menu.

User Test Findings

My main findings from User Testing are listed below:

- The current location of the “Order Now” button doesn’t make sense. Either move the button entirely or add the same button to the “Our Menu” page.
- Add the hours onto the “Hours and Contact Us” page, as they weren’t there before, and it made the page title misleading.

Changes Made to Prototype after User Testing



Hours added to the “Contact Us and Hours” page.



“Order Now” button added to the menu page.

Branding

Headings
Body



Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#261821
Lightness

↔

Background Color
#B29F8A
Lightness

Contrast Ratio
6.65:1
[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Fail**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
Text Input ✓

Contrast Checker

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Lightness

↔

Background Color
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Lightness

Contrast Ratio
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[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
Text Input ✓

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
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Lightness

↔

Background Color
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Lightness

Contrast Ratio
6.73:1
[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Fail**
The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass**
WCAG AAA: **Pass**
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass**
Text Input ✓

ACCESSIBILITY

My final prototype was built to comply with WCAG AA for accessibility.



FINAL HIGH FIDELITY INTERACTIVE PROTOTYPE

[Old Grist Mill Final Prototype](#)



Contact Me

I have a passion for UX/UI design and am always looking to learn more about design. I hope to have a career in the field after I graduate in Spring 2024.

I am currently looking for an internship in UX/UI design any semester before I graduate, including summer semester.

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