

Project 1

RESTAURANT REDESIGN

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Introduction

What is wrong with the website

- Poor layout which leads to a very poor user experience
- The website is a long page that can scroll down for what feels like eternity
- Low quality images
- There is no clear information how they help users order meals during the pandemic

Solutions improving the website

- Design contrasting color for improved usability
- Help complete a task ordering food smoothly without any confusion
- Use high quality images
- Improve the layout

Moodboard

- Minimalist designs
- Fun colors and shapes
- Bold text
- Illustrations

Moodboard link

The image displays five moodboard examples from various websites, each with a yellow callout box highlighting a specific design element:

- Afghan Grill Kabob:** A screenshot of a website featuring a grid of food images. A yellow box highlights the bold, sans-serif font used for the "PANJSHIR" section title.
- My moodboard with general ideas:** A screenshot of a moodboard tool interface showing various design elements like color palettes and fonts. A yellow box highlights the bold, sans-serif font used for the "I'm a Headline" and "I'm a Sub-Headline" sections.
- BLUME:** A screenshot of a website for a skincare brand. A yellow box highlights the minimalist design of the product packaging and the clean layout of the homepage.
- Nourish Change:** A screenshot of a website focused on sustainability. A yellow box highlights the use of bold, colorful geometric shapes and the bold, sans-serif font used for the main heading "Nourish Change".
- Aurélia Durand:** A screenshot of a website for an artist. A yellow box highlights the bold, stylized font used for the artist's name "AURÉLIA DURAND" and the minimalist, colorful illustration style.
- Bar Louie:** A screenshot of a restaurant menu page. A yellow box highlights the good layout and organization of the food items and descriptions.

Each moodboard example includes a URL in blue text at the bottom right of the image:

- <https://www.afhangrillkabob.com>
- <https://www.blume.com>
- <https://menudurable.ca/n/>
- <https://www.aurelia-studio.com>
- <https://www.barlouie.com/menu>

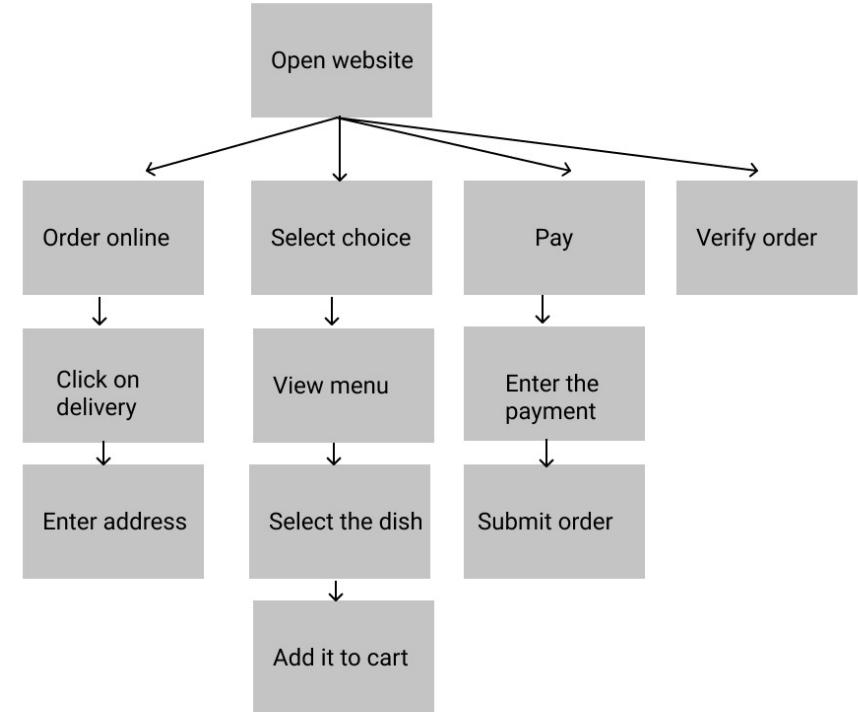
Task Diagram

Order delivery

- 4: Consistency and standards
- Smooth experience ordering a delivery

[Task Diagram link](#)

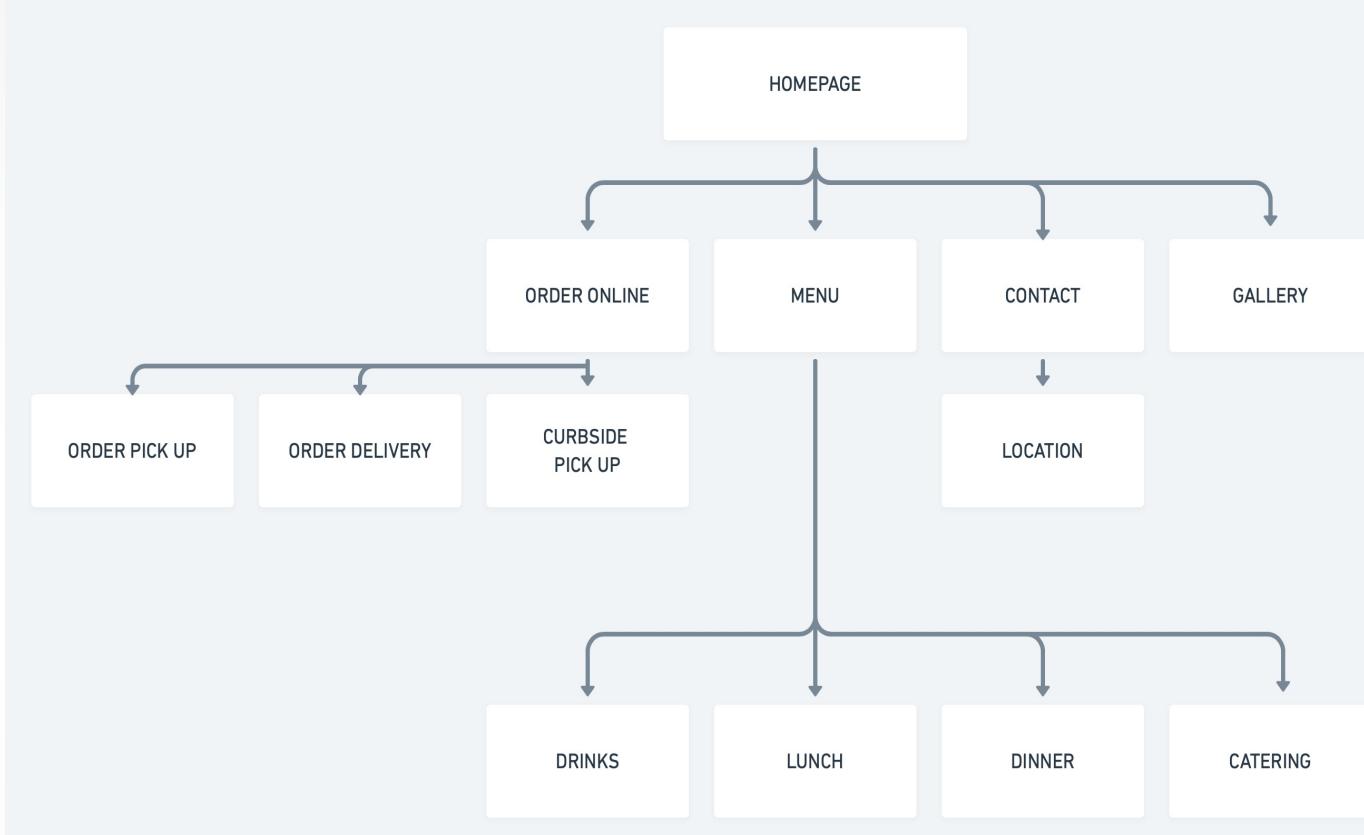
1. Open website
2. Go to Order Online
 - 2.1 Click on delivery
 - 2.2 Enter address
3. Select choice
 - 3.1 View menu
 - 3.2 Select the dish
 - 3.3 Add it to cart
4. Pay
 - 4.1 Enter the payment
 - 4.2 Submit order
5. Verify order



Sitemap

- User centered process ensuring content is in places users would expect to find it
- Simplicity and not overwhelming the users is the key
- Relationship between the pages
- ordering food
- Trying to avoid extra steps completing a task
- Use familiar language to identify things

[Link to sitemap](#)

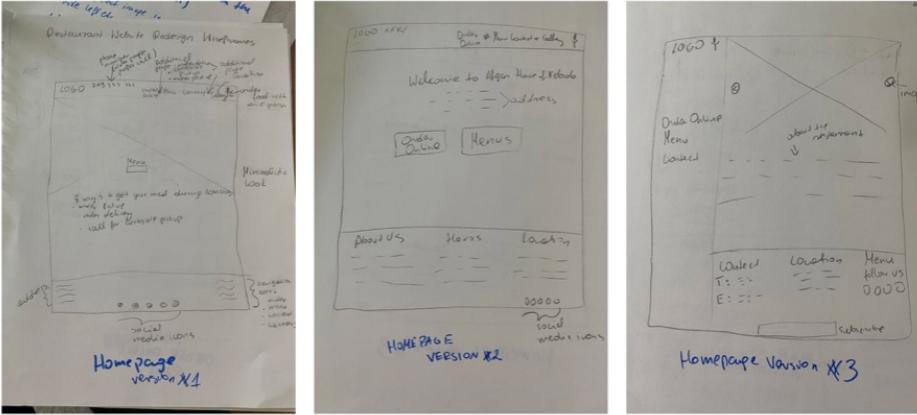


Sketches

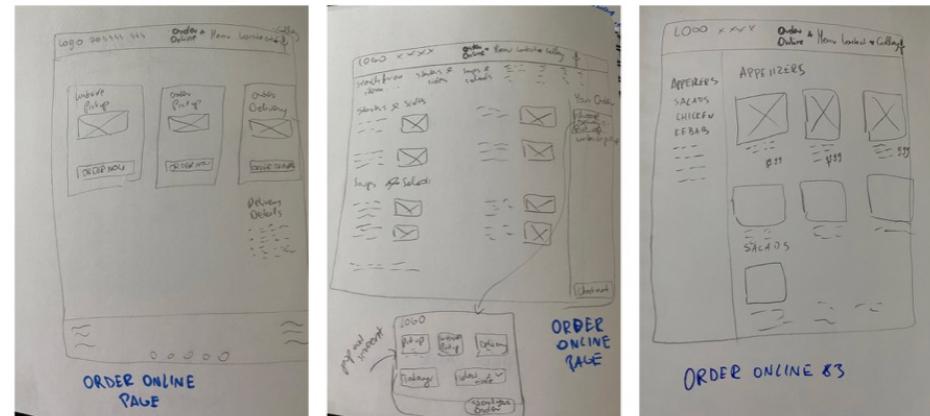
- Brainstorming ideas
- Three variations for each page
- Keeping in mind the easy user experience ordering food
- Trying to avoid extra steps completing a task

[Link to sketches](#)

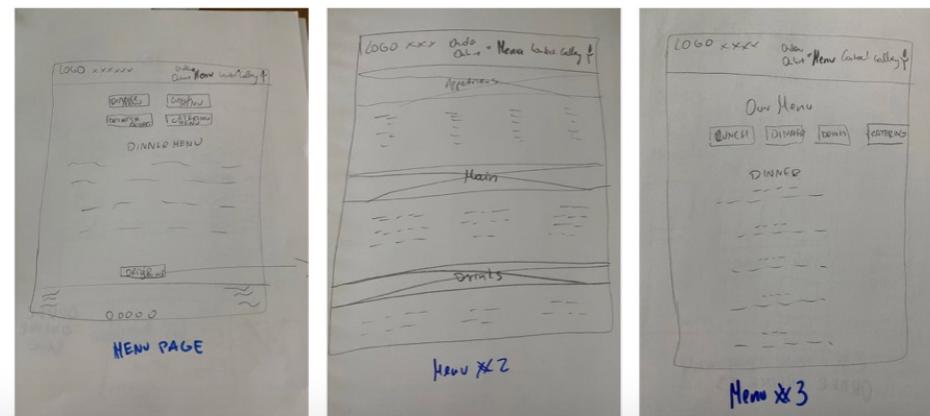
HOMEPAGE



ORDER ONLINE PAGE



MENU PAGE



Wireframes

- Represents a clear overview of the page structure
- Wireframes helped to outline connections between the pages
- Plan transitions and interactions
- Organize general interface in order to help the user complete the task ordering delivery
- I kept in mind older users by adding a phone number on the top (some users might prefer order a meal by phone)



[Low fidelity wireframe- prototype link](#)

High-Fidelity Mockup

[Mockup link](#)

The mockup displays the following pages:

- Home Page:** Shows a large image of a dish, a sidebar with '3 WAYS TO GET YOUR MEAL DURING THE PANDEMIC', and a footer with social media links.
- Order Options:** Shows three delivery methods: Curbside Pickup, Order Pickup, and Order Delivery.
- Order Selection:** A page where users can search for items and add them to their order.
- Order Confirmation:** A map showing the location of the restaurant and nearby pickup points.
- Payment Information:** A page where users enter payment details.
- Order Confirmation:** A page showing the payment confirmation and estimated delivery time.

The website features a dark header with the restaurant's logo and contact information, and a dark footer with social media links and a copyright notice.

Prototype

The focus of this prototype was to highlight:

- Searching for an order to get a delivery by simplifying the user experience and considering accessibility. Putting a phone number on the top of the website for some users to easily find it. Some users prefer order their delivery by phone (especially older users who might have some limited hand control and it would be hard for them to browse the website to order the delivery)
- Usability was a key to make sure the user would have an easy experience ordering food. Also, the user would complete the task without frustrations already being familiar with steps that is takes to order a meal from the restaurant

[Prototype link](#)

[Mobile Prototype link](#)



Thank you