

First Time Visit Writeup

The redesigned website for Pamela's Diner was made to improve the navigation, the color scheme, and the information architecture of the original website. This is so the user can have a more user-friendly experience using the site for their needs.

The point of entry is the home page, where there is a quick introduction to Pamela's Diner. I have included a navigation bar on all of the pages so the user can view the different content on the site. The page headings in the navigation bar are straightforward and meaningful for the content each page holds, so the user should be able to find what they are looking for with ease.

To engage the users in the site experience, I picked a calm, yet fun color scheme as well as readable serif/sans-serif fonts that display a classy aesthetics that I believe suits the dining experience at Pamela's Diner. I also added interactivity to the site through the navigation bar, the buttons, and the hoverstates that draws the attention of the user. There is also a good use of images for the order-online and menu pages that help show the variety of food options at the diner and ambience of each storefront.

If the user has a very specific need and cannot find what they are looking for, I included a contact form which sends the response to the customer service team at Pamela's. The form has validation features that ensure the user is filling it out correctly. If they need a more immediate response, I've included a table of phone numbers for each storefront.

A first time visitor would very much be able to use the website to find what about Pamela's Diner they are looking for, while being engaged with the interactive elements.