

The first restaurant which attracted our attention was <http://quandoo.com.au>. Upon visiting the home page, the main feature is the large search bar, accompanied by a background image and a headline. This simplistic layout made the purpose of the website clear and very easy to use, while also looking modern and clean. The header remained at the top of the page as the user scrolls through it, highlighting the website's logo as well as providing an additional search bar.

Reserve your next table with ResDiary

2 people

14 May 2019

7:30 PM

City, postcode or restaurant...

Search

Another website we looked at was <http://resdiary.com>. The home page was set up similarly, but the search bar (shown above) was thought to be too complex. As a group, we thought that having so many filters was a bit overwhelming; just a simple search bar is much easier for the user. Upon searching, the advanced filters will show up so the search can be refined, or in the home page search bar, there will be a drop-down for an advanced search.

Popular restaurants in Adelaide

View all

Osteria Oggi

★★★★★ 682 reviews

Italian • \$\$\$ • Adelaide

Booked 39 times today

Shobosho

★★★★★ 523 reviews

Asian • \$\$\$ • Adelaide

Booked 36 times today

Press\* Food & Wine

★★★★★ 322 reviews

Grill • \$\$\$ • Adelaide

Booked 17 times today

Shiki Japanese Restaurant

★★★★★ 238 reviews

Japanese • \$\$\$ • Adelaide

Booked 12 times today

An additional feature which we liked was found on <http://opentable.com>. On the home-page, after scrolling down past the search bar, a 'popular restaurants' show-case will appear. This will show the top-rated restaurants in our database.

### Cuisines

☐ Modern Australian (147)
 ☐ Italian (53)
 ☐ Asian (43)
 ☐ Seafood (34)
 ☐ Steak (31)

[see more cuisines \(64\)](#)

### Best for

☐ Parties & groups (142)
 ☐ Neighbourhood gem (128)
 ☐ Families (95)
 ☐ Views (66)
 ☐ Fine dining (63)

[see more best fors \(15\)](#)

**Filtered by:** [Clear all](#)

#### Cuisine

☐ Australian (1)
 ☐ Drinks (1)
 ☐ European (1)
 ☐ Indian (1)
 ☐ Italian (1)
 ☐ Mediterranean (1)

#### Rating

1 2 3 4 5 6

#### Price

\$ \$\$ \$\$\$ \$\$\$\$

#### Bookable Online

☐

The next page that we looked at was the search results page. A feature that we found on several websites, including <http://thefork.com.au>, is something we would like to add to our website. A filter on the side of the page, next to all the search results.

**2 People**

**Today (Tuesday)**

Choose a time:
 

<

>

5:30 pm

5:45 pm

6:00 pm

6:15 pm

6:30 pm

6:45 pm

7:00 pm

7:15 pm

7:30 pm

7:45 pm

8:00 pm

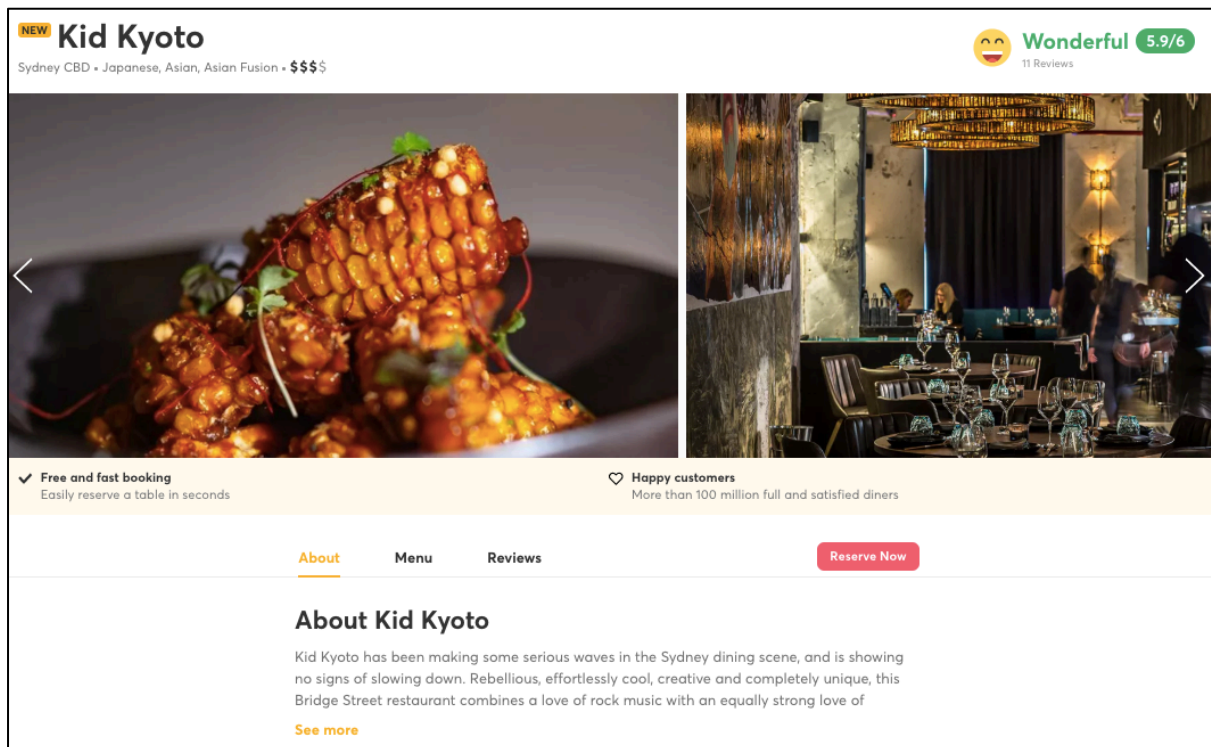
8:15 pm

Reserve my Table at 5:30 pm

Finally, on <http://quandoo.com.au>, we found a final booking feature that was very similar to the search filter. It was on the side of the page and scrolled along with the page, so the user can look at their booking as they browse through the restaurant.

We liked the idea of having a separate drop-down for each of the 'important' criteria – number of people, date and time. An API that we found online included a calendar drop-down and a clock interface. This added a very personalised touch to the restaurant, and we incorporated that into our restaurant page.

A theme we found across every website's restaurant page was images of the restaurant. We decided to have a large image displayed in our design, with the restaurant's name located at the top and additional details and information underneath that.



This image is taken from [quandoo.com](https://www.quandoo.com). Having large images is attractive as this is what will draw the user's attention first. If the images are very aesthetic or display the restaurant in a unique light, then this will draw the user to that restaurant more. One change we talked about as a group was having just the title of the restaurant above it, so that it would look less messy as a header. All other information will be below the large image. A short description of the restaurant is a nice touch, as it involves the user into the background of the restaurant, its beginnings and inspirations.

Aside from looking at restaurant or booking based websites, we thought there could be some serious sources of inspiration found on popular websites such as Google, Facebook or Twitter. At this point we had a general idea of how the complete booking process was going to look like (i.e. home page, search page and restaurant page), but we needed elements found in most websites such as Log in and Sign up.

**Google**

### Create your Google Account

First name  Last name

Username  @gmail.com

You can use letters, numbers & periods  
[Use my current email address instead](#)

Password  Confirm

Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#) [Next](#)

One account. All of Google working for you.

**Google**

### Sign in

with your Google Account

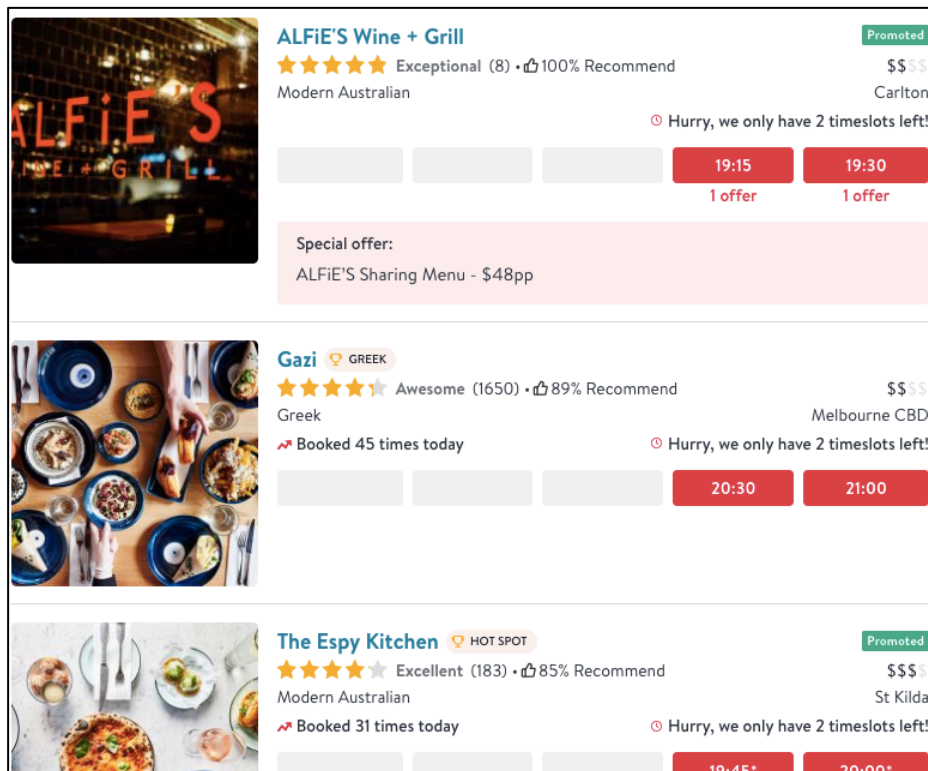
Email or phone

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.  
[Learn more](#)

[Create account](#) [Next](#)

Google's interface (<https://google.com>) is known to be very clean and easy to interpret. We decided that if we could design our website to have a similar modern and clean interface while delivering the necessary information and functions, then our goal would be achieved. Google's sign in and sign up pages can be seen above. Just a simple box in the middle of a white page is all that's needed. Our log in page will be similar to Google's, but rather than typing in the Email and clicking next, the page will have fields for email and password, and one log in button. Similarly, our log in and sign up pages will be linked to each other so that the user won't need to backtrack to the home page if the wrong button was pressed.



This **search results** page was found on <http://opentable.com>. The idea of listing the restaurants found vertically is a great idea as the user is able to scroll through them, and the space is enough to allow for all the necessary information to fit. This template is great for both search results and the page used to manage bookings. We decided to make ours look much cleaner, without all the clutter such as the 'Special offer' section seen in the first result. It's also quite messy to have the remaining timeslots on the search results page and should be kept to just on the restaurant page. This is more of just a utility feature than an aesthetics feature.