

LEMON GRASS

FINAL PRESENTATION

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Client Needs

- ▶ High resolution images
- ▶ Re-organize the website to be informative yet attractive
 - ▶ Especially one that appeals to college students
- ▶ Site that communicates the business brand to be organic and natural, but also fun
- ▶ Have a more consistent and aesthetically pleasing color scheme

User Needs

- ▶ Less text
- ▶ Pictures of all the menu items
- ▶ Description and prices for the menu items
- ▶ Pictures of the restaurant to showcase the ambience of the business

Design Difficulties

- ▶ **Menu**

- ▶ Menu had more items than we had expected
- ▶ Had to organize the menu in a way that was both informative and intuitive for the user

- ▶ **Desktop and mobile site compatibility**

- ▶ Responsiveness between the two sites
- ▶ Having a good balance of consistency between the two sites and implementing designs features that are better suited for the device
- ▶ Ultimately, wanted the user experience from both mediums to be similar, if not the same

Design Difficulties

▶ **Bamboo**

- ▶ Varying extreme opinions about the bamboo background
- ▶ Explored different options for the header image - compared pros and cons for each
- ▶ Decided to use a closeup image of their signature dish as the background
 - ▶ The food the focal point of the website/business
 - ▶ Applied a transparent overlay to contrast better with the logo.

▶ **App Placement**

- ▶ Wanted to place it on the side nav bar but badges were too wide
- ▶ Placed at the top of the Menu page
 - ▶ Intuitive because users use that page to see the food and consider what they want to order
 - ▶ Can advertise the app since the menu will be a frequently visited page

Design Choices

► **Positioning of Icon Key**

- Placed it underneath the title of the page to ensure that users are able to see it
- Did not want to implement a floating key because that would distract the user from and obstruct the content on the site

► **Scroll-to-Top Function**

- Only on the longer pages - Menu & About
- Unnecessary for the Contact page
- Did not include on the Home page
 - Page only requires minimal scrolling
 - Users will only view the Home page when they first enter the site, in which they are not aware of this feature. And they rarely go back to the Home page after navigating through the site.
- Implemented on both the desktop and mobile site
 - Consistency & convenience for user

Design Choices

- ▶ **Positioning of Food Descriptions (Desktop site)**

- ▶ **Below the image**

- ▶ Ideal, but since the pictures take up most of the screen on the desktop site, having the descriptions below the image would require the user to scroll down to read the description and scroll back up to see the picture.
 - ▶ Works for mobile because screens are more vertical

- ▶ **From the middle to the bottom of the image**

- ▶ The “meaty” part of the image begins from the middle of the picture. Therefore, placing the descriptions in this area would cover the majority of content portion of the picture.

- ▶ **Top left corner of image** - “Golden Triangle”

- ▶ Studies showed majority of eye activity in a search occur in triangle shape in the top left corner
 - ▶ Area of maximum interest

Design Choices

- ▶ **Consistency between Mobile and Desktop Site**
 - ▶ Consistent:
 - ▶ **Layout**
 - ▶ Easier to navigate between the different sites
 - ▶ Inconsistent:
 - ▶ **Fixed navigation bar**
 - ▶ We decided that the desktop site will have a fixed navigation bar, but the mobile site will have a sliding navigation bar that opens via the hamburger menu.
 - ▶ A fixed navigation bar on the mobile site will take up too much space on the already narrow screen.
 - ▶ **Placement of item descriptions**

Overall, we wanted to create a better experience tailored for the medium the user is using

Design Tradeoffs

▶ Minimal vs. Informative

- ▶ To minimize clutter, we made the decision to not include details that we already felt were intuitive for the user. Ultimately, we did not want website to be redundant in the information it provides.
 - ▶ **Ex:** Key for icons on Menu page
 - ▶ After receiving feedback from our peers, it appeared that the information was not communicated well as we had assumed
 - ▶ **Ex:** Content on the About page
 - ▶ We figured that only users interested in learning about the business background will go to the About page. Therefore, they will already in the mindset to read text.

As a team, we decided that the overall user experience was more important and therefore chose to be more informative rather than minimalist.

Implementation Difficulties

▶ Desktop site

- ▶ Users identified using the mobile site more often. Therefore, designed the site to be more compatible on mobile devices
- ▶ When it was translated to desktop, the images and text became really big, making it overwhelming for the user
- ▶ Used media queries to address this problem

▶ Gallery

- ▶ Bug with carousel controllers overflowing onto the div below it
- ▶ Couldn't figure it out, so scrapped that code and started over

▶ Media Queries

- ▶ Resizing - pixel by pixel changes

Implementation Difficulties

- ▶ **Fixed Navigation Bar (Desktop site)**
 - ▶ This shifted all the content to the right
 - ▶ Had to re-align the content accordingly