

Baja's Restaurant Website Redesign

We chose to redesign the Baja's Restaurant website because it has many fundamental usability and functionality issues that prevent users from being able to navigate it properly. Baja's is a beloved restaurant for Brown University students and for the Rhode Island community as a whole, and we knew we would be able to make vast improvements.



A screenshot of the current Baja's website's home page

To the left is a screenshot of the site's homepage. This site handles all four Baja's locations; however, the way it organizes the information for the locations is very convoluted. The upper red rectangle is the header bar—even though it takes up nearly half the screen. The header bar makes it nearly impossible to navigate the page, as the options on it are very unintuitive, and it makes it difficult to scroll and view other elements on the page. Other aspects of the website that are discussed in the chart below can be viewed on the actual website:

<https://www.bajasrestaurants.com>

Usability Analysis and Redesign:

We constructed this chart to describe the issues in four main categories of website usability and also to describe the changes we made with our redesign:

	Original Interface	Redesigned Interface
Intuitive Design	<ul style="list-style-type: none">- The header has different categories for each location and also has a "locations" tab which is confusing- The important information is not clearly highlighted and often gets mixed up in trivial text/information	<ul style="list-style-type: none">- We made the header smaller and more intuitive, and we had a landing page where one would pick a location before entering the site- We focused on highlighting the important information and excluded all of the information on the website that is no longer necessary/applicable
Ease of Learning	<ul style="list-style-type: none">- In the slideshow on the home page, some of the buttons don't work- There is a lot of underlined text, but they are not links as usually expected with underlined text- Half of the "Catering" buttons on the website take you to the "Contact Us" page	<ul style="list-style-type: none">- We removed a lot of the unnecessary underlined text/unnecessary information in general- We ensured that all of the links to certain pages actually go to those pages
Efficiency of Use	<ul style="list-style-type: none">- Header takes up almost half of the screen; you cannot see most of the page when scrolling- The webpage is not very responsive at all, and the mobile version has a massive header menu	<ul style="list-style-type: none">- We made the header smaller and removed all of the repetitive/unnecessary tabs on the header to optimize it- We made the webpage responsive to changes in screen size
Memorability	<ul style="list-style-type: none">- Many of the pages look the same, so you can't remember what page you were on at a certain time- There are too many pathways in terms of organization and the way pages link together, which makes remembering how to get to certain pages difficult	<ul style="list-style-type: none">- We made sure each page can be easily differentiated and also removed the repetitive/unnecessary pages- We simplified the site navigation, mostly by including the "Chose a Location" landing page

Chart outlining the original site's issues and our improvements

Wire-Framing:

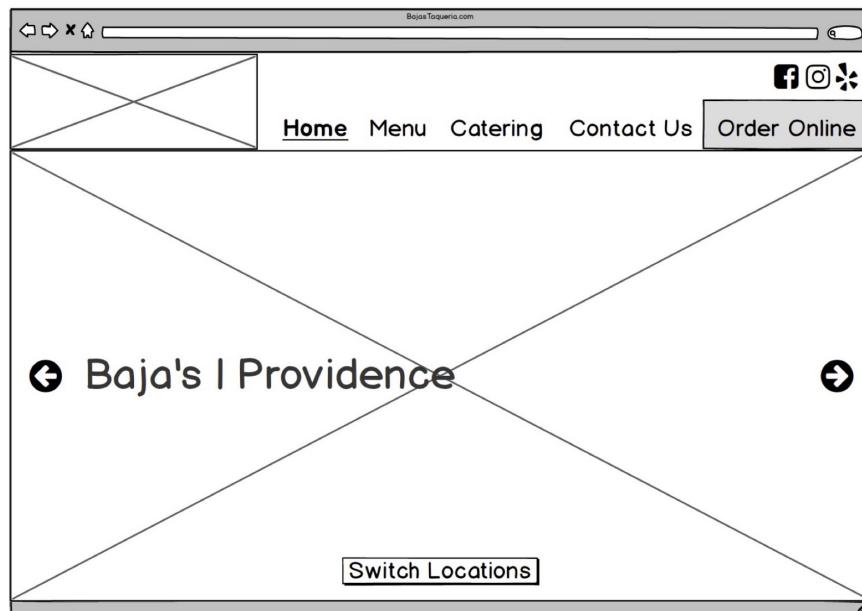
We constructed wireframes for the following five main pages on the website:

1. The Location Landing Page:



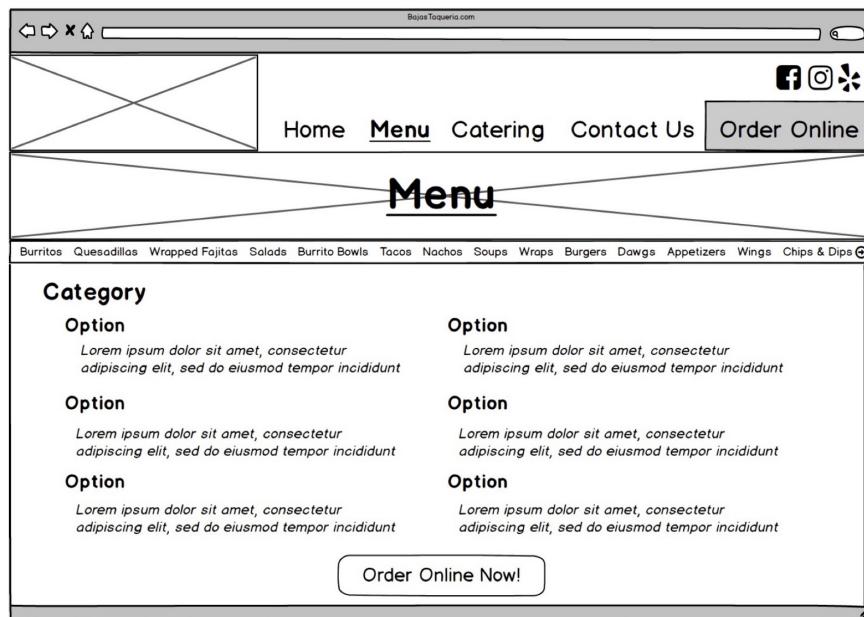
Wire-frame mockup of the location landing page users will first reach when they access the site

2. The Home Page:



The home page to which users will be directed once they select a location

3. The Menu Page:



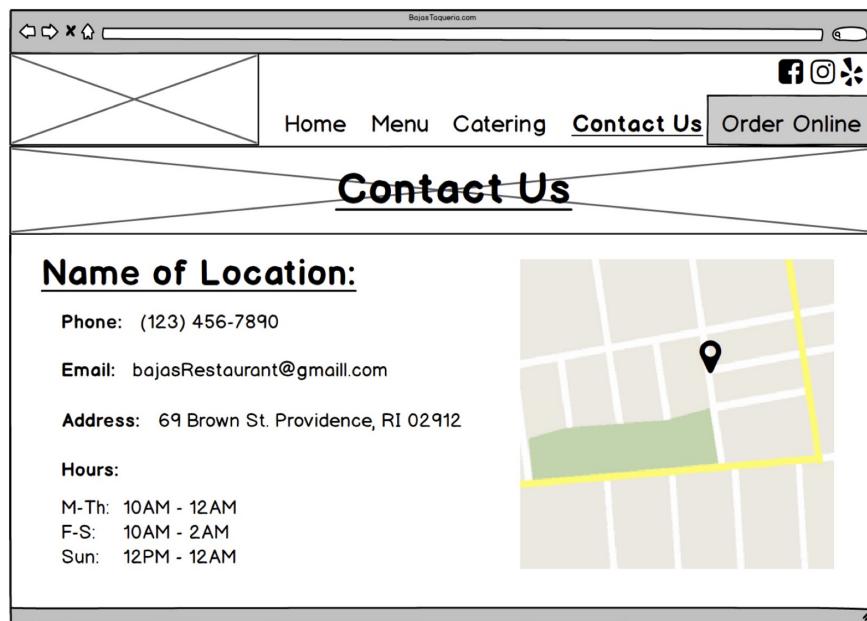
An easy to understand/navigate menu page

4. The Catering Order Page:

The wireframe shows a web browser window for 'BajaTaqueria.com'. The header includes social media icons for Facebook, Instagram, and Twitter. A navigation bar with links to Home, Menu, **Catering**, Contact Us, and Order Online. Below the navigation is a large title 'Catering'. A section titled 'Catering Order Form:' with the sub-instruction 'Select the food items you would like to order!'. It contains two groups of 'Category' sections, each with four pairs of radio buttons. To the right is a form for personal information: Name (text input), Email (text input), Phone (text input), and an 'Additional Information' text area. At the bottom is a 'Submit Catering Request' button.

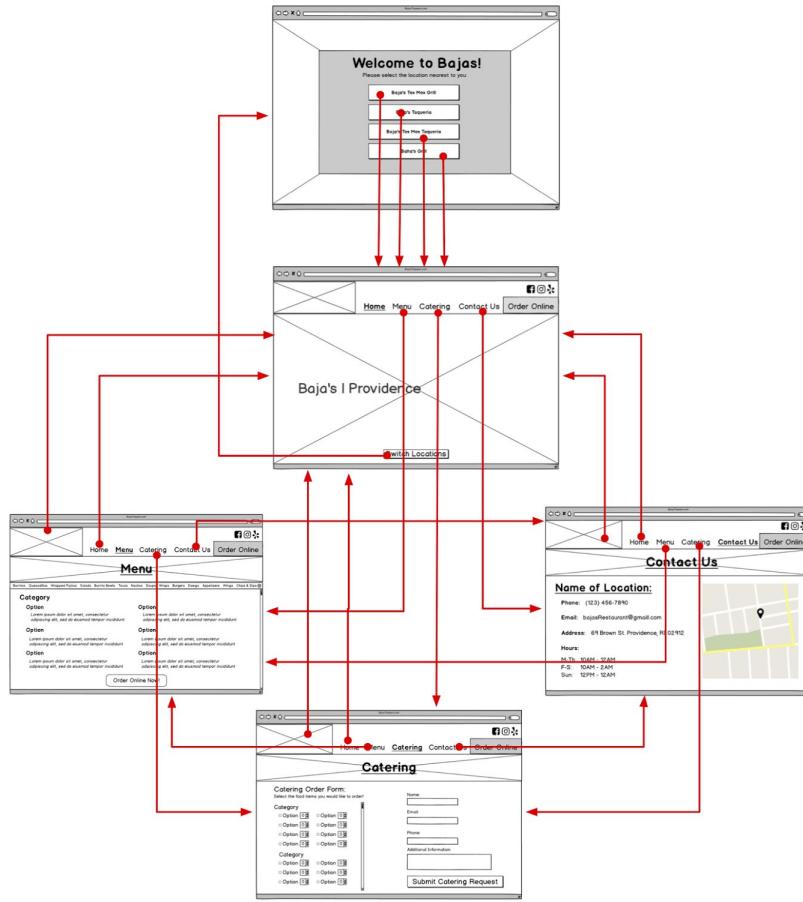
A comprehensive catering order form page

5. The Contact Us Page:



A "Contact Us" page with all of the information for the restaurant in one place

We then created a navigation flowchart to map the connections between each page of the website. The red arrows begin at the button or image that one must press to get to the page too which the arrow points.



Navigation flowchart for all of the webpage button interaction

Visual Redesign:

We then chose two out of our five wireframe pages to fully visually design using Figma.

[HOME](#)[MENU](#)[CATERING](#)[CONTACT US](#)[ORDER
ONLINE](#)

North Providence

TEX MEX TAQUERIA

[OTHER LOCATIONS](#)

Visual redesign of the home page

The first page we designed was the home page. On the original Baja's website, the header bar took up almost half of the screen and made scrolling and viewing the webpage very challenging. There also was a lot of extraneous information, text, and colors on the original home page, so we simplified the page down to only the information that is needed. A user gets to this page after selecting a location, so we had the selected location/restaurant in large text with the location being the only text not in all-captitals, differentiating it from the rest of the text. We simplified the color scheme drastically, using the red from the chilli in the Baja's logo as the accent red color in our design. We chose a much more readable font, and we made it very clear which buttons/headers navigate to which new pages—something the original website very much did not do.

North Providence
TEX MEX TAQUERIA

401-270-9509
davidboutros@gmail.com
1650 Mineral Spring Ave,
North Providence, RI 02904

HOURS

mon-thu	10am – 10pm
fri-sat	10am – 11pm
sun	10am – 10pm

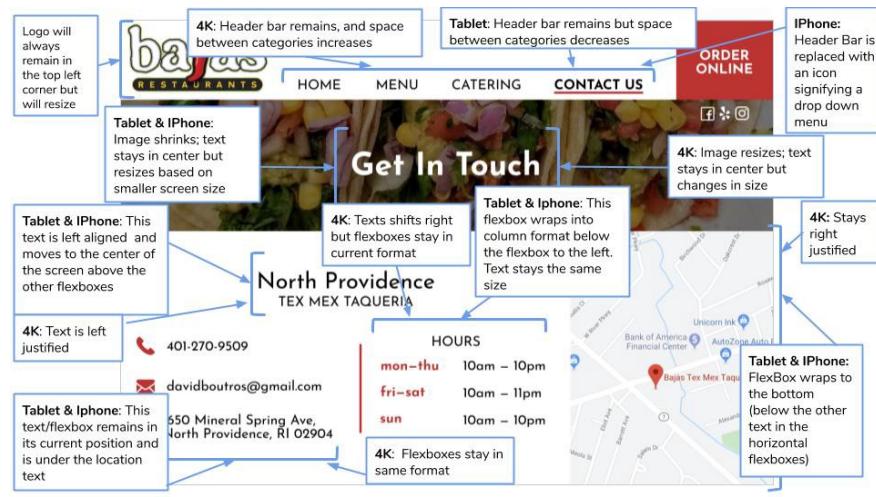
Our visual redesign for the "Contact Us" page

We then chose to design our “Contact Us” page, as one of the largest problems with the original website was easily accessing information for each restaurant location. The original “Contact Us” section was at the bottom of the page, had information for all four locations in the same place, and you couldn’t even see all the information because of the massive header bar. Therefore, we created this much more comprehensive contact page where users are able to access the information for their unique Baja’s in one place. We once again maintained our simple color scheme and style to keep consistency throughout our website, and we utilized all of the space on the page without making any area too cramped/overloaded with information. We arranged the information so users will scan the page in general from left to right, eventually reaching the map so they can actually find the restaurant. In terms of font, we consistently used Josefin Sans, varying the all-caps versus normal capitalization to create differentiation in the text.

Annotated Mockup:

We then created a mockup of the “Contact Us” page describing the responsive qualities that our redesigned webpage will have. We commented on how each element will change on a 4K Desktop screen,

a tablet in portrait orientation, and a small phone in portrait orientation.

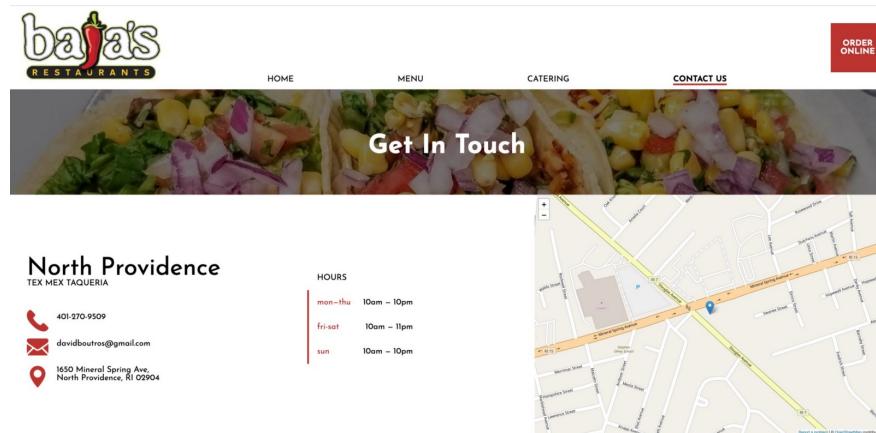


Mockup of responsive elements of the "Contact Us" page

Our Webpage:

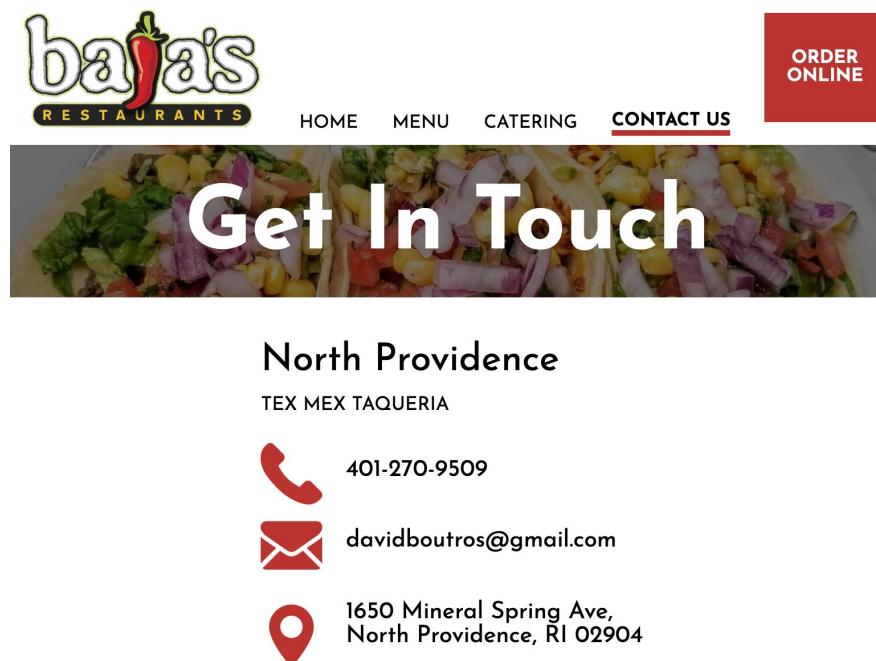
We then used HTML/CSS to create our redesigned “Contact Us” webpage that is responsive to multiple different screen sizes.

This is the 4K Desktop layout:



4K Desktop

This is the portrait mode tablet layout with scrolling capabilities to see the other re-formatted elements:



Tablet Layout

Finally, this is the portrait mode smartphone layout, again with scrolling capabilities to view the re-formatted elements:



The wireframe shows a mobile landing page for Baja's Restaurants. At the top left is the Baja's logo with the word "RESTAURANTS" underneath. At the top right is a menu icon consisting of three horizontal lines. Below the logo is a banner featuring a photo of a salad and the text "Get In Touch". The main content area has a header "North Providence" followed by "TEX MEX TAQUERIA". It includes contact information: a red phone icon with the number 401-270-9509, an envelope icon with the email address davidboutros@gmail.com, and a location pin icon with the address 1650 Mineral Spring Ave, North Providence, RI 02904. A "HOURS" section below shows "mon–thu" and "10am – 10pm".

We believe our redesigned version of this page reflects much improved aspects of design, usability, and responsiveness. The techniques we used to recreate this specific page can also be used to redesign our other wire-framed pages, increasing the usability of the Baja's Restaurants website as a whole.

Icons courtesy of <https://www.flaticon.com/>