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About the site

The purpose of this website is to demastruct some design techniques from the lecture. The "Reservation" and "Manu" options will direct to a new page with almost zero contents. Only the main page(A.K.A "About us") is being fully designed.

Color And Emotional Variables

The whole website uses very limite colour options. Only black, white and grey. By using a simple color combination, it avoids senses overload. It brings the user a clean, simple and relaxing feeling. The white colour brings purity and virtue which match the restaurant's concise and elegant design. Let the customer feel the restaurant is upscale and has superior quality. What's more, this simple color combination also improves the useability for color blind users. We don't need to consider an alternative color combination for them.

Another detail about this design is the highlighting. The website will highlight which page the user is bowering. Because white text on black background will cause halation in users with astigmatism, and visual distortions in users with contrast sensitivity(Why You Should Never Use Pure Black for Text or Backgrounds, 2018). Therefore, on this website, I use grey background instead. What's more, instead of using a sharp rectangle, the highlighting area is a round rectangle. The reason behind this design is that objects with rounded corners are easier on the eyes than a rectangle with sharp edges because they take less cognitive effort to visually process. Also, objects with round corners will let people feel more comforting and safe than sharp corners(Koladzyn, 2017), which matches the restaurant's goals, to let the customers feel comforting.
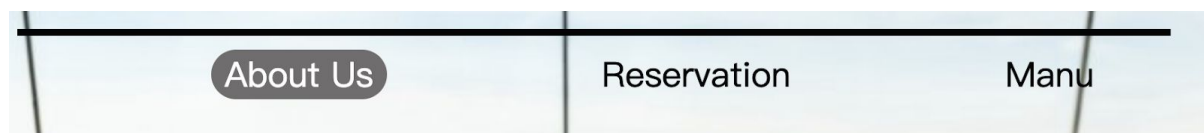
Gestalt Principles

Law of Proximity

foodlove is a restaurant establish since 2000, the idea of foodlove is concise and elegant. At foodlove, we wish to offer our personal rendition of Nordic gourmet cuisine with an innovative gastronomic take on traditional cooking methods, fine Nordic produce and the legacy of our shared food heritage. Moreover, we regard it as a personal challenge to help bring about a revival of Nordic cuisine and let its distinctive flavours and particular regional character brighten up the world
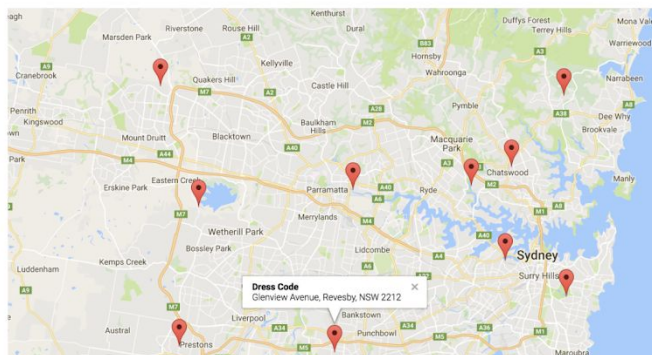
Main Store: 1234 Apple Road, ON, Canada

Ontario: 223 Book Ave, ON, Canada
445 Mac Street, ON, Canada

Alberta: 1224 Pro Ave, AB, Canada
6832 Sunnto Street, AB, Canada

By putting the text right near the image, the users will easily understand the relation between the text and the image without further note. Same idea for putting addresses close to each other if they are in the same province.

Law of Closure

Although the vertical line didn't totally connect to the horizontal line, our minds will automatically close the gaps.

Law of Samilarity

The social media icons are about the same size, same color, same design style. This will let the user count them as a group and draw the user's attention.

Attention and Memory

The website uses several techniques to draw user's attention. First of all, the whole website is simple, clean and elegant. Only the core information list on the web page, such as "reservation", "manue", "address", "opening days and hours ", "phone number". It avoids clutter and uses simplicity and elegance rather than complexity and over-congested-ness. The website will highlight the page name user certainly at. This is "information salient".

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By chunking down the phone number to increase the short term memory capacity.

Reference:

uxmovemen. 2018. *Why You Should Never Use Pure Black For Text Or Backgrounds*.

Koladzyn, C., 2017. *How To Design UI Buttons That Convert*.