



Front-end web development assignment

Web Page Design (Universiti Tunku Abdul Rahman)



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UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY

UCCD2323 FRONT END WEB DEVELOPMENT

UCCD2223 WEBSITE DESIGN AND DEVELOPMENT

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GROUP ASSIGNMENT

Group Name:

Lecturer:

Tutor :

Prepared by:

Student	1	2	3	4
Name				
Course Code				
Programme				
Practical Group				

MARKING RUBRIC

		1	2	3	4
ID		1903840	2106190	2005204	2005334
Name		Chong Wen Jian	Ho Jun Han	Komalaa A/P Balan	Lau Ka Meng
Degree Programme		CN	CN	CN	CN
Course Code		UCCD 2323	UCCD 2323	UCCD 2323	UCCD 2323
Practical Group		P6	P6	P6	P6
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Website URL		https://missionstomars-uccd2323.azurewebsites.net/Jack%20and%20Grill%20code%20-%20LASTEST%20%26%20FINAL%20version/Homepage/Homepage.html			
Main Page (eg. Index.html)		Feedback.html Contact us.html	Homepage.html About us.html	Menu.html	Hours.html Reservation.html
Overall report quality [G]	(Scale x 1) 5%				
Introduction [G]	(Scale x 1) 5%				
Literature Review [G]	(Scale x 2) 10%				
Design [G]	(Scale x 2) 10%				
Evaluation [G]	(Scale x 2) 10%				
References [G]	(Scale x 1) 5%				
Clarity of voice [I]	(Scale x 1) 5%				
Flow of presentation [I]	(Scale x 1) 5%				
Use of cookies, local storage, session storage [I]	(Scale x 3) 15%				
Calling Restful API with jQuery and incorporating social media plugins [I]	(Scale x 2) 10%				
Handling of Q&A [I]	(Scale x 1) 5%				
Overall web site functionalities [G]	(Scale x 1) 5%				
Overall layout and appearance [G]	(Scale x 2) 10%				
Total (100%)					
Total Score (Max 20)					

Scale (0-5)	Description
5	Excellent work produced. Evidence of in-depth study and critical thought
4	Good work produced. Evidence of in-depth study or critical thought
3	Average work produced. Evidence of some study or thought, although not extensively covered
2	Below average work produced or work not supported by any study/basis
1	Poor work performance or work not supported by any study/basis
0	Not attempted

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CHAPTER 1 : INTRODUCTION

Background of the system (past and current trend)

The term ‘restaurant’ refers to the premise of preparing and consuming meals. In Malaysia, restaurants such as *kedai mamak*, steamboat, and fast food are quite famous because of their unique taste. Nowadays the social media is mostly flooded with advertisements or videos about food where it has become an important factor in our daily life.

The restaurant system has a history of performing a variety of activities **manually**, such as keeping track of menu and keeping track of customers’ reviews. The crucial items may be lost or be challenging to locate while using the manual technique. Expenses for things like food, gifts, and groceries. Errors may arise because the manual system is operated by the restaurant staff manually and because completing a task necessitates many steps. Additionally, it necessitates a lot of paperwork for record-keeping purposes, which could result in file accumulation.

However, as we are now in the present, the trend of restaurant systems is changing to an **online** format because of the quick advancement of information and communication technology. The effectiveness of the job is substantially increased when the website is designed because the authorized management can work anywhere there is a network without any constraints using laptops or mobile devices in addition to browsing the website through any browser. The system would also streamline the hiring process and offer helpful features for customers and staff. In comparison to the manual technique, the website is also built to safeguard and backup the data of the restaurant, lowering the likelihood of file accumulation and record loss.

Target audience

It is obvious that **adults** are the **primary audience** for the restaurants, but **kids** are also a **potential target group**. Users who are aged between 19 - 30 for instance, will take into account a number of variables when choosing an appropriate restaurant, including the restaurant’s corporate image and dining in capacity as well as their own taste bud and financial capabilities.

As another illustration, kids will have an equal contribution to the restaurant’s growth. The reason is middle-aged adults are mostly parents where they will take the initiative to identify

reputable restaurants because they want their children to consume food that is prepared at a restaurant which satisfies the food hygiene requirements.

Problem description

The system may have brief website outages while it is in use. Customers will be less satisfied, and the restaurant's reputation will suffer as a result of website outages. A number of issues, such as website domain termination and security risks, could cause a website to go offline (SolarWinds, 2020).

Firstly, a **Distributed Denial of Service (DDoS)** assault, also known as a traffic overload attack, is one of the security attacks. Utilizing numerous systems to attack the target website causes a delay in the bandwidth or server resources of the target. Additionally, it might be purposefully brought on by rivals or other people. For instance, other restaurants can launch a DDoS assault against their rivals to harm their reputation and corporate image.

Every website must first **acquire a domain name** to serve as a representation of the organisation. In addition, a good domain name is easy for online users to remember and use to visit the relevant website. When the website owner either **forgets to renew** the domain name or does not wish to do so, the **domain name expires**. The domain name will therefore expire and be put up for auction as an expired domain name. Visitors to the specific website will bounce back at the same moment. As a result, the website will go down when the domain name expires.

Target audience and significance

The management of restaurants has been improved to the mobile-responsive website, which also offers customers a variety of helpful features.

When customers want to order food, the system's advantages to its users can be seen. The system contains a feature that **gives several options to choose**, and order till 11pm. It **reduces the burden of cooking** after a hectic work in addition to being a **median to spend time with our close ones**. In contrast to the past, working people or students must have to cook for themselves after a tiring routine and the worst case is at the end of month where middle class families will be running out of money and unable to purchase groceries. Now, they can purchase food at an affordable price except at the fine dining restaurants. The food ordering processes are also **quick and easy** because it enables the customers to select their food before they come to the restaurant, so they can straight away order the food that they want to eat

without wasting time looking at the menu and thinking what to eat after only they arrived at the restaurant.

A **customer need tracking system** is also part of the system. To make sure the restaurant is not running out of business and can continue to operate and expand their business by correcting their mistakes using the online tracking system to **get customers' feedback**. Unfortunately, if a customer leaves a bad comment and the owner or chef are unaware of it, the food business might end up in loss or create a bad reputation. Additionally, the website helps customers to get information about the restaurant on the internet without wasting their time to get the information by going to the restaurant physically. As a result, restaurant staff must interact with the customers. The incentives system is one of the best techniques.

Goal of the system

In a word, the system's aim is to assist the restaurant **in drawing a sizable audience and user base**. Since the restaurant may market through a variety of channels, including forums, social media, and Google search engine rankings, due to its online website. The solution also attempts to streamline tasks and help staff and owners **become more productive**. As a result, as the productivity of the professional chefs increases, the food will be tasty and set a standard, which will eventually **enhance the reputation of the restaurant**.

CHAPTER 2 - LITERATURE REVIEW

Abstract: Before we begin developing our website, we conduct a case study of **three already-existing restaurants websites**. We examine four aspects which were advantages, disadvantages, restrictions, and suggestions from the website of the current restaurants. In this case study, we make an effort to evaluate each existing website's functional design and features. This is so that when we review the current website, we can use it and gain some inspiration. After finishing the case study, we compare three already-existing websites in a table to see all of their **advantages, disadvantages, limitations, and recommendations**.

Keywords: existing websites, restaurants

Existing website : Bar-Code

Advantages :

The website I am considering regarding the restaurant is Bar-Code. When designing a website, utilising a limited number of colours is advised when considering colour. However, Bar-Code did a fantastic job **choosing the colours** for their website. The rationale behind avoiding using too many colours is that doing so will make a website appear overly fancy, which will make visitors feel uneasy. Before developing a website, Bar-Code appears to have done some study. Only colour used in the design of the Bar-Code website is white which makes the images prominent to be seen as Bar-Code majorly provides fancy bar services. As a result, it gives visitors a positive impression of the website.

A **detailed contact information** for the restaurant is also available to visitors on the Bar-Code website. As a result, customers can get in touch with them if they have any enquiry. There is a business email address, and a contact us button which navigates to a website that was created to assist customers to order their food by filling in the information such as name, phone number, email, order method and a column for comment. Other than that, a link to Skype on the website for the purpose to explain as it is an available communication method. On their social media platform, visitors can often get in touch with them as well as further information about Bar-Code. In order for visitors to contact Bar-Code simply, they gave their needs considerable consideration and provided a variety of contact channels.

Lastly, the **grid layout design** is another advantage of this webpage. This design is able to arrange the website's material and provide its structure. The developer makes use of the grid layout design when a webpage contains a lot of content. For instance, Bar-Code has a vast array of food in their menu. So, the developer has managed to put all the food into several pages with a proper grid layout design which has a proper structure that does not make the website look messy. Besides that, it can improve the user-friendliness of the entire website because the customers can view the food or service that they need on the Bar-Code website when the layout is visually satisfied.

In short, the Bar-code website is a sophisticated web page with appropriate colours, detailed contact information and excellent grid layout design that makes it to be more user-friendly and present their menu in a more visually appealing manner which may increase the number of customers to their restaurant.

Disadvantages :

One of the disadvantages of Bar-Code website is it comprises **inappropriate content** at gallery menu bar. As we know when it comes to an online restaurant website, it will be viewed by all age groups. At the Bar-Code gallery menu bar, there are a lot of party pictures which are quite irrelevant for a restaurant or bar website. An innocent search could lead them to information that confuses or directs them into a wrong way especially for teenagers. Other than that, there is a video regarding the party in the gallery menu bar. A video is a visual explanation for the customers but does the video contain any important element ? The answer is no because we could see that the video is more for a photo taking session and the activities during a party. Besides the purpose of promotion, the images and videos are inappropriate content for a restaurant website.

The Bar-Code website has the drawback of **having too much information on the homepage**. It may be confusing for users to navigate the website and difficult to discover information. Even though they visit the website, not every visitor is interested in the content. The visitor may be looking for specific information on the website, such as the location of the restaurant, the menu, or even the contact number. In addition, the main reason for having a long homepage is there is a section for weekly events which might make the visitors feel bored to scroll the website.

Limitations :

The first limitation on the Bar-Code website is **network limitation**. While dial-up network connection is mostly a thing of the past, website designers still need to take into account the physical constraints of network connectivity when developing websites. The Bar-Code web page is a fully animated and engaging website which creates an amazing impression on the viewer, but the amount of bandwidth needed to download it may be too much for some slower connections, rendering the site virtually useless to some potential visitors. The design of the website does not ensure that users with slower connections and those with faster broadband connections may both enjoy it equally. Another issue is security. Bar-Code involves exchanges of money and customers' information which must be secure. Due to network limitation, it gives an opportunity to hackers to steal and misuse the information.

Besides that, Bar-Code **limits the payment method**. For the reservation, Bar-Code has provided credit or debit card as the only way to make the payment. By limiting it, customers found that it is quite difficult to pay as not everyone owns a credit or debit card.

Recommendations :

In my opinion, they could **include food images that are reviewed by customers** instead of customers' picture. So, the website will be more focused on food and customers. As we know, a fantastic technique to lengthen users' visits to the website is by adding images and videos. So, it should be simple but showcase the description of the food to generate a better and good understanding about Bar-Code's menu among the visitors. Other than that, we would be able to avoid conflict with customers because when we post their pictures on the website it may cause the problem of not getting their permission. Adding pictures related to the Bar-Code menu is a safer way to avoid such problems.

Secondly, **to make the homepage shorter**, it is recommended to **use card-based web design**. The information is divided up into several chunks of content in this design. It is also one approach to sort and classify an abundance of data. The content was made clear and succinct by the card-based web design, making it simple for the user to read and understand. When the homepage is shorter, users will have some time to have a look at their menu by using the navigation bar rather than scrolling the homepage for so long. Since the Bar-Code website has the navigation bar, it is not compulsory to add all the information into one page because users are mostly preferring to use the bar to navigate the pages.

To overcome network limitation, the Bar-Code website **should include less graphics**. When there is more graphics such as images and videos, it needs more network to load so that users can view it. So, less graphics, faster browsing process. As a result, a faster website will provide users a better overall experience viewing the Bar-Code web page. And to **avoid security problems** that arise due to network problems, the designer is **constrained to using only reputable programmes** and must refrain from including additions to the site that could result in security flaws and make the data it contains subject to theft.

Last but not least, the Bar-Code may **provide customers with varied of payment methods** such as bank transfers, e-wallets, cash. Providing several methods will help the customers to have a backup plan to make sure they pay the full amount. The Bar-Code should not rely on a particular payment method because if the server for credit or debit card is down, users can use other ways.

Existing website : Tako Grill

Advantages :

The Tako Grill website is generally regarded as having a **simple** and **user-friendly** interface. It clearly displays the information that visitors are seeking before directing them to the appropriate page. The rest of this website is dedicated to holistic aspects of intuition. Examples include the offered menu, gallery and specials of the day, drinks, party platters as well as uber eats. I must remark that users to this website are given complete transparency regarding everything which simplifies the way to choose or order food. Moreover, Tako Grill has provided their location address with a Google map which eases the way to find their restaurant for their customers particularly for new customers.

Mobile-friendly web design is one of the features of the Tako Grill website. When a user is using a different device or platform, such as a laptop, smartphone, or computer, the Tako Grill website can instantly convert to a varied screen size. The user will find it simple to access across all platforms and devices, including text, images, and so on. This advantage is more convenient for the user, because of the user no need to expressly utilise a laptop to access the system. Particularly, one of today's most convenient devices is the smartphone. The more customers that restaurant can accommodate, the more compatible the site must be. As a result, it must be responsive on mobile devices in order to be added to the system.

Last but not least, the Tako Grill website is mostly displayed in the three **consistent colours** of red, black, and white. Users can view the most crucial information quickly due to its ability to streamline their visual experience and represent the personality of the restaurant. After visiting the restaurant website, the user would be impressed because the colours match their logo as well. Moreover, consistent colours make Tako Grill's page to be more precise and not to be overcomplicated with the colours that might result in a bad impression and visual confusion. As a result, the three colour guidelines for the website will encourage customers' consistency and loyalty.

In short, the Tako Grill website is quite a good website with a simple and user-friendly interface, mobile-friendly and consistent colour which is easy for customers to have a look at their menu and order it. Most important thing, the Tako Grill website is suitable for all age groups due its straightforward web design.

Disadvantages :

The Tako Grill website's drawback is that there is only **one way of contact available**. Although the Tako Grill has a section for contact on the website, sending a message via the website is the only way for the customers to contact the restaurant. It is considered as a huge drawback because some users would prefer to initiate contact and receive faster responses to questions so that they can order the food immediately. Moreover, during this packed working environment not everyone is able to visit their restaurant physically and clarify their enquiries. So, for them online websites are the only way to communicate with the restaurant by calling, or texting through social media.

Next, the Tako Grill **does not include any images** in their menu. Visual is really vital so that customers would have a better understanding of the food before they order it if they have not tried it before. As we can see, the Tako Grill just included the name and a small description about the food which is lacking information and visually confusing for the customers. And the description cannot be understood by visitors more quickly. Other than that, Tako Grill has listed the food that leads to a long list and makes the customers scroll more than usual. Such a long list creates a boring mood because most of us are depending on the images as it is the first and best understanding about a menu.

Limitations :

One of Tako Grill website limitations is **not focusing on SEO**. The main objective while operating a restaurant is to get customers to it. More new clients will buy your goods and services the more people view your page. Since organic search accounts for 53% of all website traffic, SEO is your most powerful marketing weapon. The Tako Grill website is not optimising for mobile devices. In that instance, visitors are likely to navigate away from the page and order comparable food somewhere else. Besides that, in order to collect email addresses, Tako Grill fails to include a call-to-action on your website or make a soft offer to their customers. To turn leads into paying clients, the website needs all of these components, among others.

Next, **search limitation** is one of the limitation of the Tako Grill website. There is not a search option on the website so users are forced to use 'CTRL + F'. How about aged people ? Not everyone knows how to use it. So, users know to use it, users will squander time and energy by reading every page. The lack of a search bar on the website may have been due to their ignorance of the issue, or it could have been because the designer was an employee with skills that were different from those of a website designer.

Recommendations :

As the Tako Grill has **only one way to contact**, it may **widen their contact by providing an email address or create a social media account** to have an interactive conversation with their customers. It seems that because of their service, it may give them a fantastic user experience and earn brand loyalty. Moreover, the Tako Grill might have the chance to give a customer more details about their food through social media. The restaurant is better equipped to overcome obstacles in the online food delivery market by connecting with them personally.

Next, the Tako Grill **should include images** of all items in their menu. As we humans are visually dependent, images not only catch our attention but also elicit emotions in us. So, there is a significant possibility that visitors will view and click through the Tako Grill website if it consists of attractive images. Images on a website can enhance the user experience and make it easier for visitors to understand crucial information. By making improvements to this, visitors will be more likely to stay on the Tako Grill website and have a better chance of becoming a lead or customer.

Besides that, to overcome the **lack of SEO elements**, the Tako Grill **should implement SEO keys** on the website. Creating helpful material for users, including text, images, and videos, will improve your site's search engine ranking. New content and SEO go hand in hand. However, SEO can also support your efforts in content marketing. Make sure your material is of the highest calibre, optimised for the keywords you would like to rank for, and updated frequently because search engines value freshness. In addition, search engines constantly crawl the Tako Grill website, boosting its essential information and assisting you in naturally attracting new clients.

Lastly, the Tako Grill website **should include a search bar on the top right of the website**. By adding the bar, it will help customers to filter their findings in an effective way. Users are more inclined to browse the entire website if it is simple for them to get around by using a search bar. Moreover, the Tako Grill owner will be able to determine how frequently users search for a specific term if the designer can incorporate the search bar into your Google Analytics account. The Tako Grill can take advantage of this information to change the content, structure, or style of their web page.

Existing website : Rasika

Advantages :

One of the advantages of Rasika website is it has a **comprehensive website page structure**, which is a benefit since it may be necessary to integrate the three different types of pages such as Rasika Penn Quarter, Rasika West End, and Gift Cards—in order to create a whole website page structure. According to our research of the Rasika website, each page has a navigation page at the top, which facilitates a smooth page transition and enables people to browse the page they're interested in. The contact form on the two pages enables users to connect with the restaurant by sending their personal and contact information to the designated location. The third sort of website page seems to be a gift cards page. The website contains recipient name and address where the gift will be sent accordingly as well as a payment section which is really a thoughtful idea of Rasika website. It makes the website prominent compared to other restaurants because due to busy schedules the majority of us will be unable to celebrate any special occasion, so Rasika lessens our burden by providing a section for gift cards on its website.

Additionally, the Rasika website's **interface appears straightforward and reader friendly**. Ironically, if the font is too large or too small, it won't catch anyone's eye, and if it's moderate, it won't entice people to keep browsing the website as if they were reading an article. However, despite the fact that the homepage of its website features every aspect of the restaurant, Rasika still effectively controls their website by extending the heading size of the title and the brief but their two branches description. Most notably, it includes a special menu according to the celebration day. For example, Rasika will include a special brunch menu on mother's day while for father's day they will include a special dinner menu. It appears that visitors find it convenient to check the special day and celebrate it smoothly.

The Rasika website has the advantage of being **compatible with all browsers**. The visitor can view the website of that restaurant using a different browser. For instance, the user can access the website of the Rasika using Safari, Google Chrome, Firefox, Yahoo, Huawei browser, and so on. The user experience will be improved by no browser compatibility restrictions.

In short, the Rasika website is a sophisticated web page because it is comprehensive, simple and has a reader friendly interface, and compatible with all browsers. This website seems to be nicer and more precise in their description of the branches and menu.

Disadvantages :

The Rasika website has the drawback of **having too much information on the homepage**. It may be confusing for users to navigate the website and difficult to discover information. Even though they visit the website, not every visitor is interested in the content. The visitor may be looking for specific information on the website, such as the location of the restaurant, the menu, or the gift card. Although the Rasika website contains medium titles and images for each piece of information, the visitor may become confused due to the abundance of information on one page. In addition, the main reason for having a long homepage is the information regarding hours are included at the bottom of the website.

Next, the disadvantage of the Rasika website is **no guarantee on payment security** because it has a service for gift cards which also include the payment section. The payment method contains the personal information of customers such as name, email, as well as credit card details. Currently, the online food delivery industry grew particularly during the pandemic. However, customers are more open to hacking as more and more people utilise their credit card or debit card information online. Research claims that the COVID-19 situation led to an increase in credit card scams by cybercriminals. For the sake of convenience, some websites ask for much too much personal information, which raises the possibility of hacking. So, such a situation might frighten customers to visit and order at the Rasika website.

Limitations :

Limitation in Rasika website is **display limitation**. The website's presentation itself acts as a design constraint for the creator. But we now use mobile devices to visit websites in excess of 50% of the time, and that percentage keeps growing. The Rasika website do not allow users to make much more device-specific customization on smartphones, tables, and other mobile devices when it comes into problems with how content or a portion of the design looks on such devices. Users are only able to use their default mobile rendering, which may not always translate the content and design of Rasika website into the best appearance and feel and may lead to negative user experiences.

Other than that, **website colour** is the limitation of Rasika website. What appears fantastic on an LCD at the workplace might not be as enticing on a mobile display or an old tube monitor in some viewers' homes. For Rasika website, it uses white colour as the background to display the menu. It causes eye strain because it is quite bright and makes it hard to read the content on the website.

Recommendations :

Since the **homepage has too much information**, the Rasika website could **include fewer main details** such as the restaurant's overview, branches description along with the navigation bar. With the assistance of a navigation bar, users will be easily navigating the website. For example, the Rasika website has included its entire contact details on the homepage which causes a long scroll because the Rasika has two branches. So, it is recommended to include the contact details 'Contact us' navigation bar. From there users can find the details and the Rasika homepage will be precise and neat.

Next, for the security issue on payment method, the Rasika can **provide a cash on delivery (COD)** as the alternative way to pay. When it comes to an online payment, users will be more concerned about security because nowadays there are a lot of scams and online theft cases. If the Rasika has a COD option, users will be more relieved and the visitation to the restaurant will increase as well. The primary advantage of COD is that there is no delay in receiving the money and the payment term is shorter. This ensures dependable cash flow for firms and guards against the possibility that a consumer will not pay for items in whole or will pay late.

In addition to overcoming display limitation, the Rasika website designer should **redesign it into a mobile-friendly web page**. To support as many browsers as feasible, the design must also have a mobile-friendly display. More visits can be accommodated the more suitable the site is. Users want a design that adapts effectively to different screen resolutions so that it retains its visual appeal on a variety of platforms, including desktops and mobile phones. Rasika should take note that currently smartphones have taken over online food delivery where the majority of consumers have stepped into the online area. So, it is really important to have a mobile-friendly website.

Lastly, it is recommended to **add some bright colours** such as black and red to reduce the display brightness. Along with a well-designed user interface, one important role colour plays on a website is assisting users in navigating around the site's information swiftly and effortlessly. Colour aids in creating a hierarchy of material by drawing attention to important details and calls to action. Besides that, black and red colours are suggested because it will represent the Rasika's logo on the entire website.

Explain how your website would be better or different from existing system

The construction of our restaurant website, 'Jack and Grill', prioritised the development of mobile devices, display personality, and utilise a variety of font styles and colours to make it better or differentiate from the previous system to earn a higher number of visitors.

Simplicity

The simplicity of minimalism is now attracting the attention of web designers. Because there are many different client needs that designers must consider while creating websites, simpler styles are frequently preferable. So how can you make a website simpler? Because complex colour matching makes visitors appear very affluent and some websites are offered in three colours in the existing system we studied, a conventional web design colour matching typically does not exceed four colours which are grey colours to show the contrast and inserted some images as the background. A further minimalist component is a clean layout in addition to the constant colour. The existing system's simplistic design is shown below for comparison.

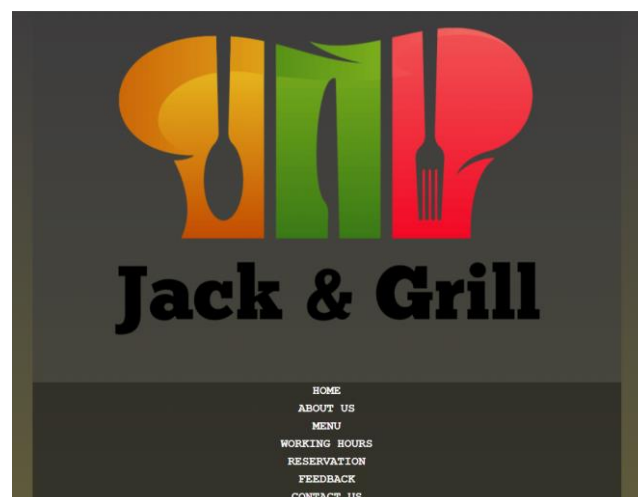


Figure 1.0 : grey colour gradients

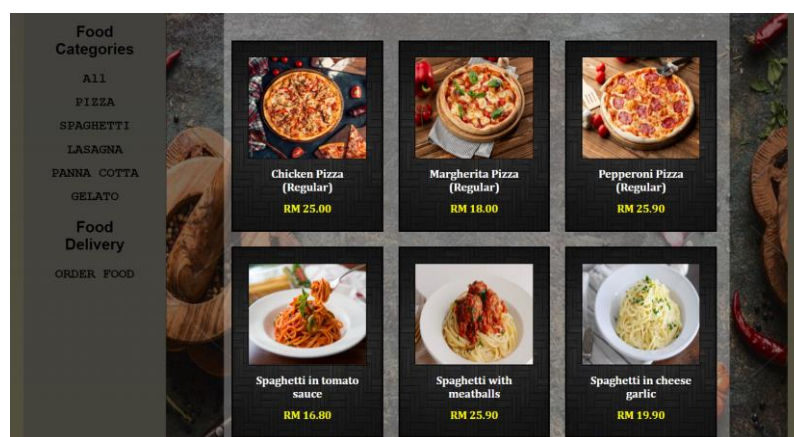


Figure 2.0 : grey colour gradients with images

Develop mobile devices as a top priority

The design of mobile devices should be given top priority next because people will browse them daily on their phones and tablets. Additionally, the output of a website will be impacted by the varied layout. So how do we first create a website that is mobile responsive? Simply adapt the concept for mobile use before applying it to the desktop. The current system that we examined is shown below for your convenience:



Figure 3.0 - homepage display

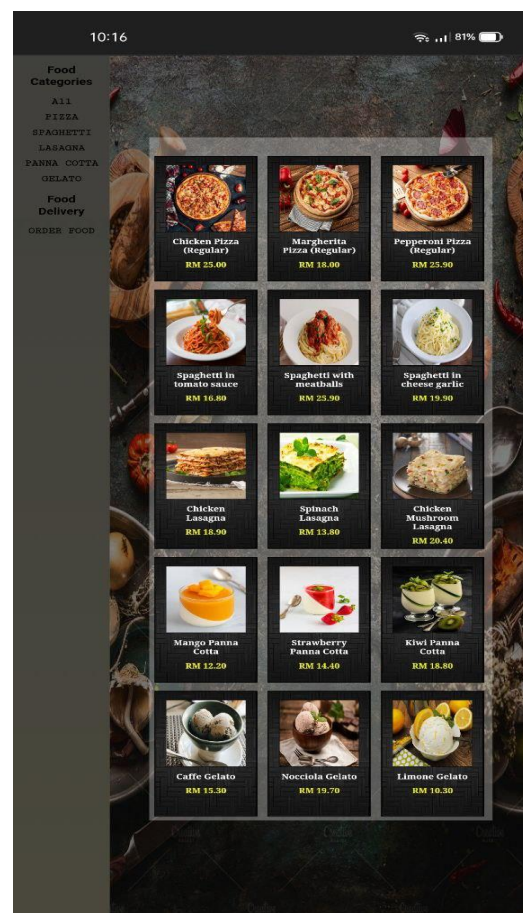


Figure 3.1 - menu display

Display personality

Add some notion, flair, or originality to the website as a means to demonstrate its personality. People develop new thoughts and consciousness as they create, which leads to creativity. It is similarly comparable to invention. Aesthetic and objective principles make up the creative thought in web design. According to the aesthetic principle, the design of the content must be pleasing to the eye and vibrant in order to have a positive impact, ensure that the visitors enjoy the aesthetic, and achieve good results. A superior theme performance, rather than just a creative form, is what the objective principle refers to when it is separated from the purpose of creativity. It is capable of communicating with users.

Figure 4.0, it is displaying a feedback section on the Jack and Grill website. The user's satisfaction with the food is noted, and the chef is informed. This is an impartial rule. To demonstrate that there is a beneficial association between customer satisfaction and chef improvisation, they gathered accurate data from the customers along with the date.

Figure 4.0

Variety of fonts

For a well-designed website, size and style of fonts plays a vital role, but they also need to be recognisable by the users, readable, and easy to grasp. A well-designed font will sufficiently increase consumers' experience with the overall website.

Several different fonts should be blended to show while choosing fonts. We may strive to avoid using consistent fonts in web sites so that the contrast of fonts can be seen. For the title and information of working hours (figure 5.0), we have used 'Poppins' and differentiated it with the font weight. Of course, using more than three fonts will make the entire website appear confusing, but utilising two to three fonts is the most appropriate approach.

Figure 5.0

Animation

In order to make a website more user-friendly, website design trends can be used to develop it. Visual appeal plays a significant role in website trends, but it can be challenging for designers to always keep on top of the current design trends wave because trends come and go. However, since online food delivery/order is now prevalent, many sellers may require a website to conduct business, therefore creating a visually appealing website is essential.

So, we have implemented shape animation on the menu section. On each page of specific food, on the left corner there will be a box of information about the food price and contact details. When a user tries to click the email address of the restaurant, the box will change from square to circle. It is a kind of animation that might attract visitors and enhance the design.



Figure 6.0 : before mouse over



Figure 6.1 : after mouse over

Easy and quick navigation bar

We have the option to prioritise the content of the website for visitors to read using a navigation bar. It also helps to guide visitor around our website, starting with the most significant pages at the top up and ending with the less significant pages at the top bottom.

So, we have given a navigation bar that navigates to all our content. And, our restaurant website has a navigation bar displayed as a notification icon on menu section which shows a list of recipes from YouTube. It's helpful for our visitors if they would like to do a homemade version of our food by referring those videos without wasting any time searching the recipes.

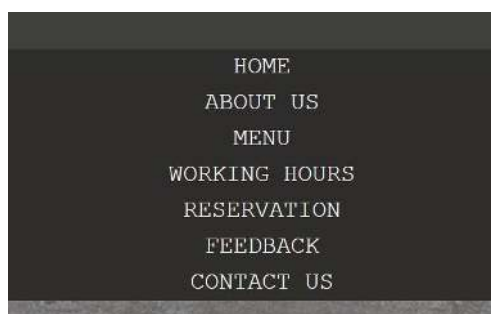


Figure 7.0 - main navigation bar

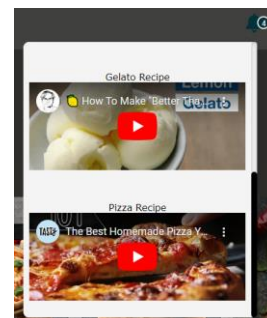


Figure 7.1 - list of YouTube videos

CHAPTER 3 - DESIGN (Wireframe)

Home



Figure 1.0 : Browser interface

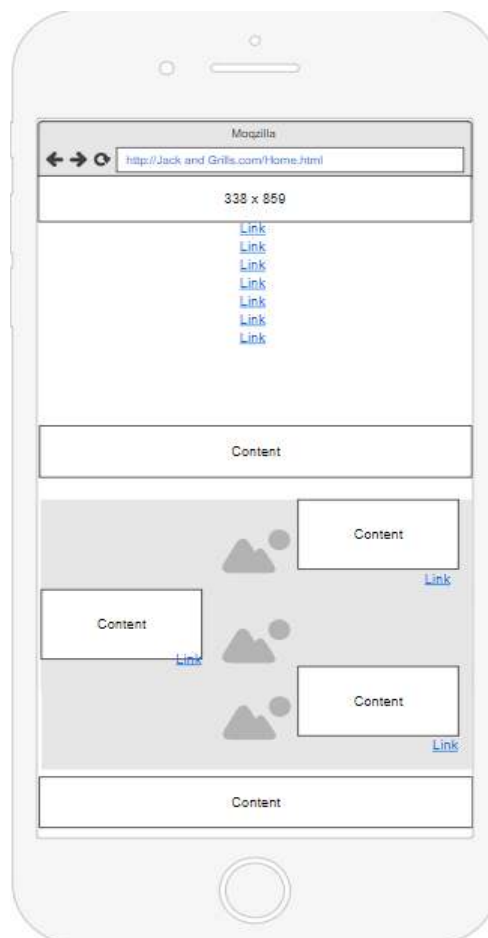


Figure 1.1 : Mobile interface

About us

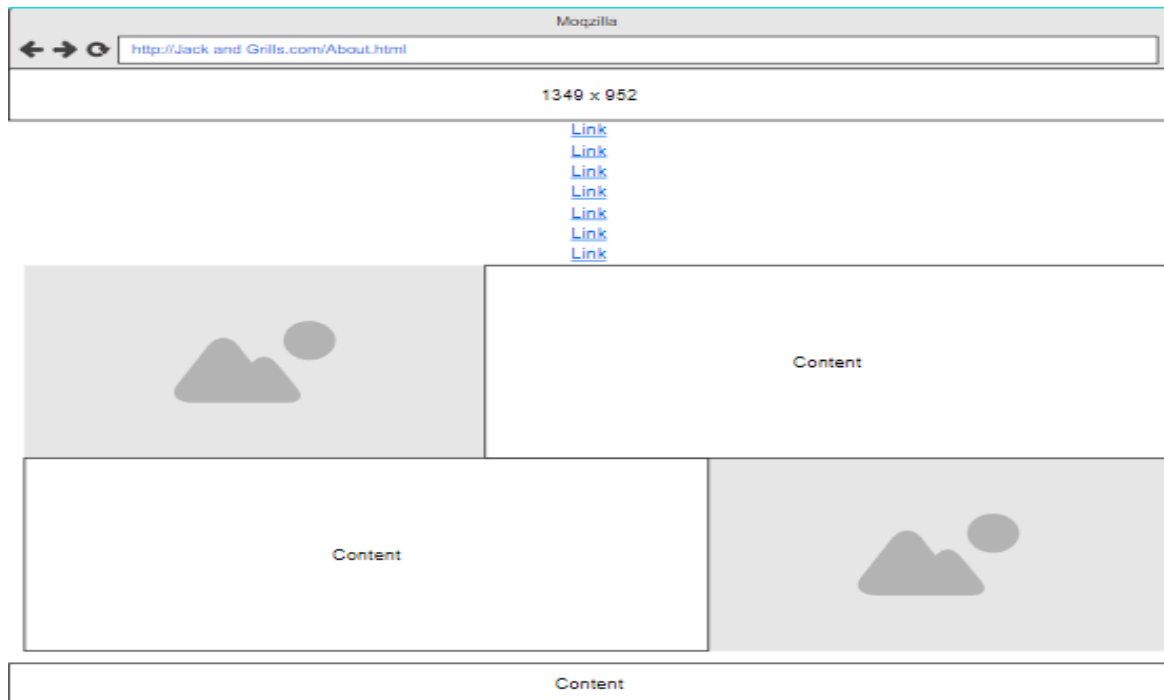


Figure 2.0 : Browser interface

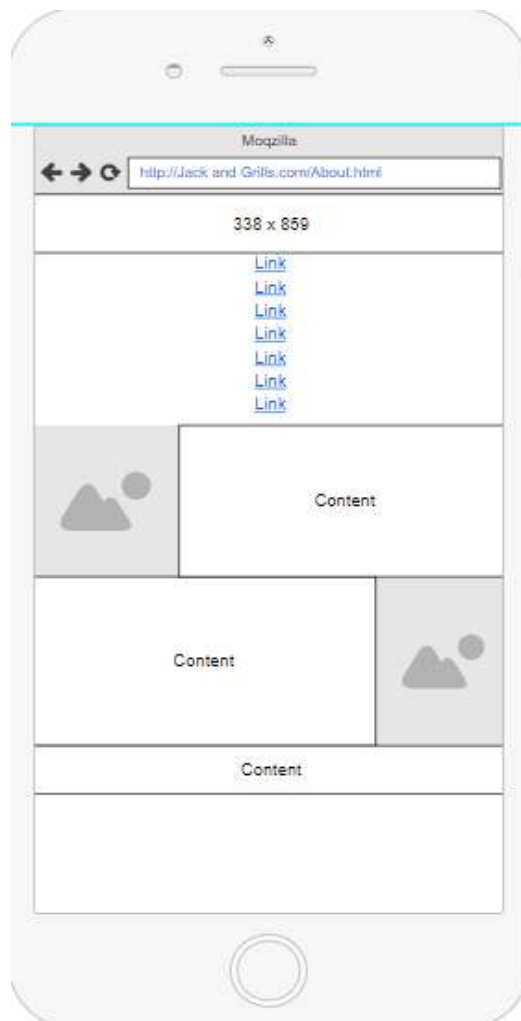


Figure 2.2 : Mobile interface

Menu

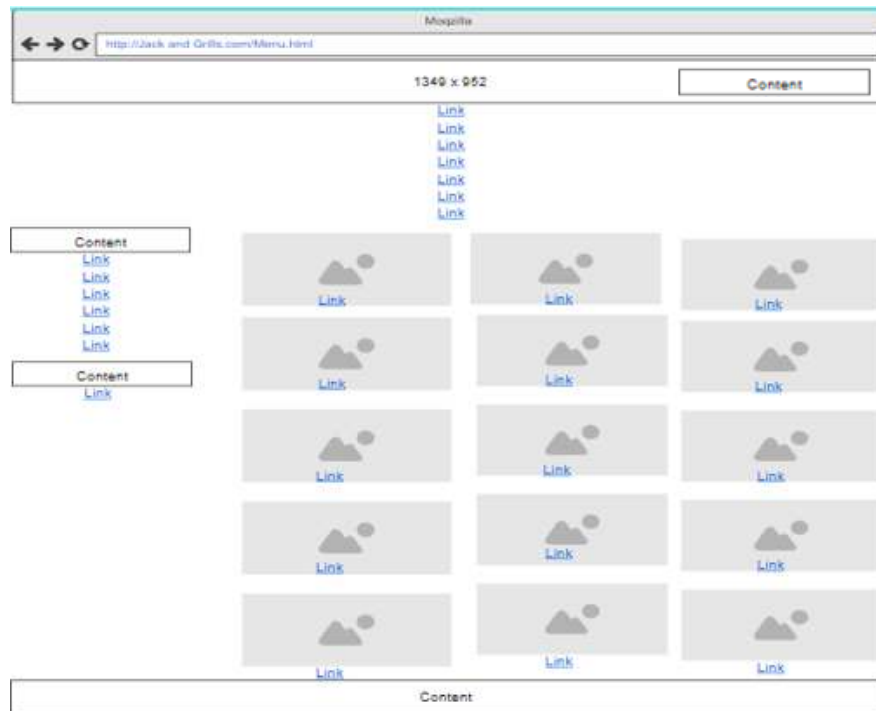


Figure 3.0 : Browser interface



Figure 3.1 : Mobile interface

Working hours

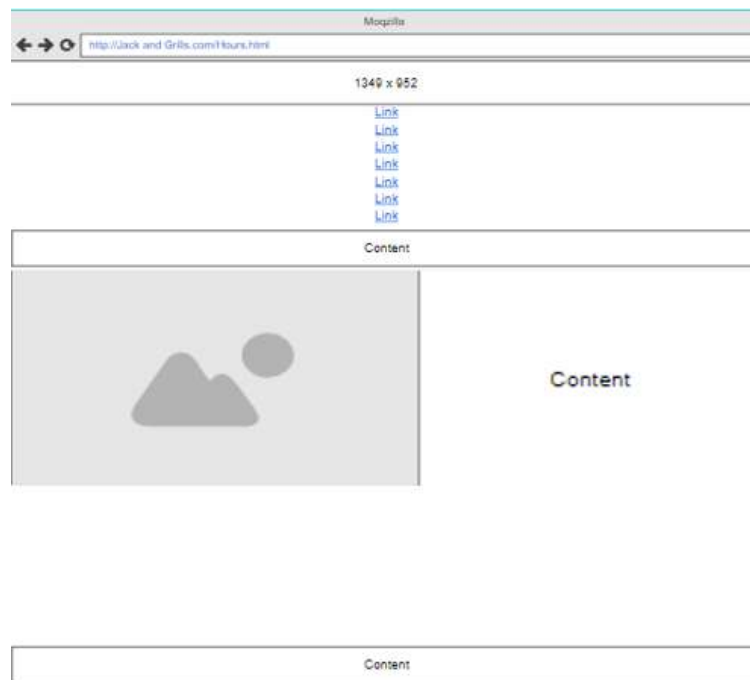


Figure 4.0 : Browser interface

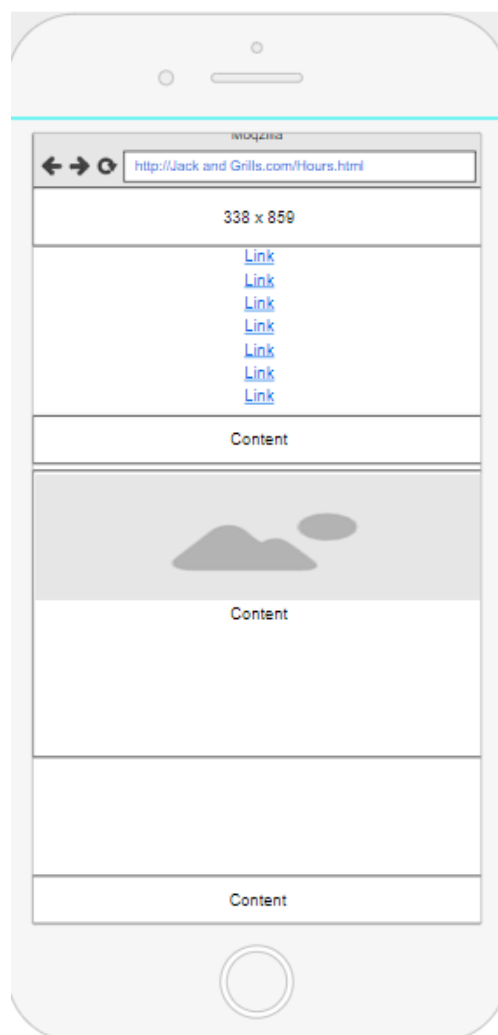


Figure 4.1 : Mobile interface

Reservation

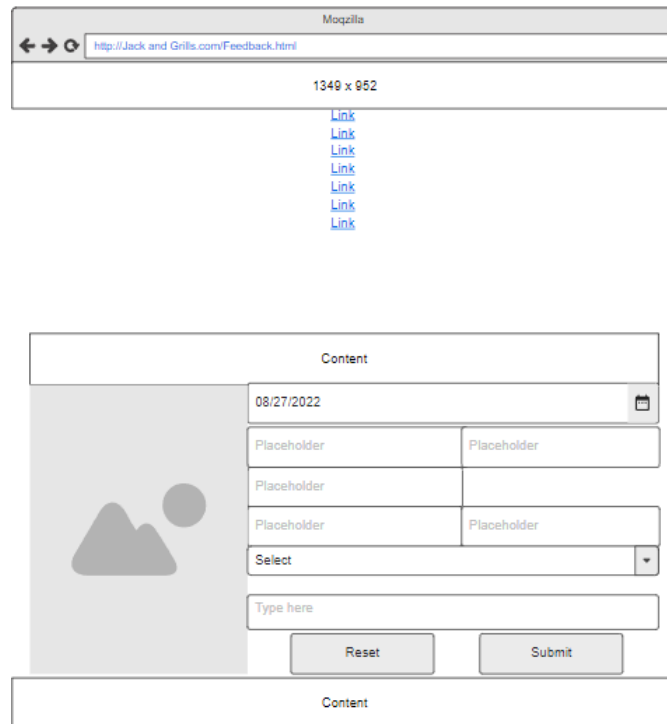
The desktop browser interface shows a Mozilla window with the URL <http://Jack and Grills.com/Reservation.html>. The page dimensions are 1349 x 952. The content area includes a vertical stack of seven blue links labeled "Link". Below the links is a gray rectangular area containing a placeholder image of a mountain and a circle. Underneath this is a white content box. The main form area contains a date input field with the value "08/27/2022", a calendar icon, a "Select" dropdown menu, and a downward arrow. Below these are two "Placeholder" text boxes. At the bottom of the form is a "12px" input field, a small up/down arrow, and a "Submit" button. The page concludes with another white content box at the bottom.

Figure 5.0 : Browser interface

The mobile website interface is shown within a smartphone frame. It replicates the desktop layout but is scaled for a smaller screen. The Mozilla browser window at the top shows the same URL. The content area features a vertical stack of seven blue links labeled "Link". Below the links is a gray rectangular area with a placeholder image of a mountain and a circle. This is followed by a white content box. The form section includes a date input field with "08/27/2022", a calendar icon, a "Select" dropdown menu, and a downward arrow. Below these are two "Placeholder" text boxes. At the bottom of the form is a "12px" input field, a small up/down arrow, and a "Submit" button. The page ends with a final white content box.

Figure 5.2 Website interface

Feedback



A desktop browser window titled "Mozilla" showing the URL "http://Jack and Grills.com/Feedback.html". The window dimensions are 1349 x 952. The page content includes a vertical list of six blue "Link" text elements. Below this is a large gray rectangular area containing a mountain and sun icon. To the right of this area is a form titled "Content" with the following elements: a date input field showing "08/27/2022", two "Placeholder" input fields, another "Placeholder" input field, a "Select" dropdown menu, a "Type here" text input field, and two buttons labeled "Reset" and "Submit". The form is flanked by "Content" labels on both sides.

Figure 6.0



A mobile browser window titled "Mozilla" showing the URL "http://Jack and Grills.com/Feedback.html". The window dimensions are 338 x 859. The page content is scaled to fit the mobile screen. It includes the same vertical list of six blue "Link" text elements, the gray area with the mountain and sun icon, and the "Content" form with its various input fields and buttons. The form is flanked by "Content" labels on both sides.

Figure 6.1

Contact us

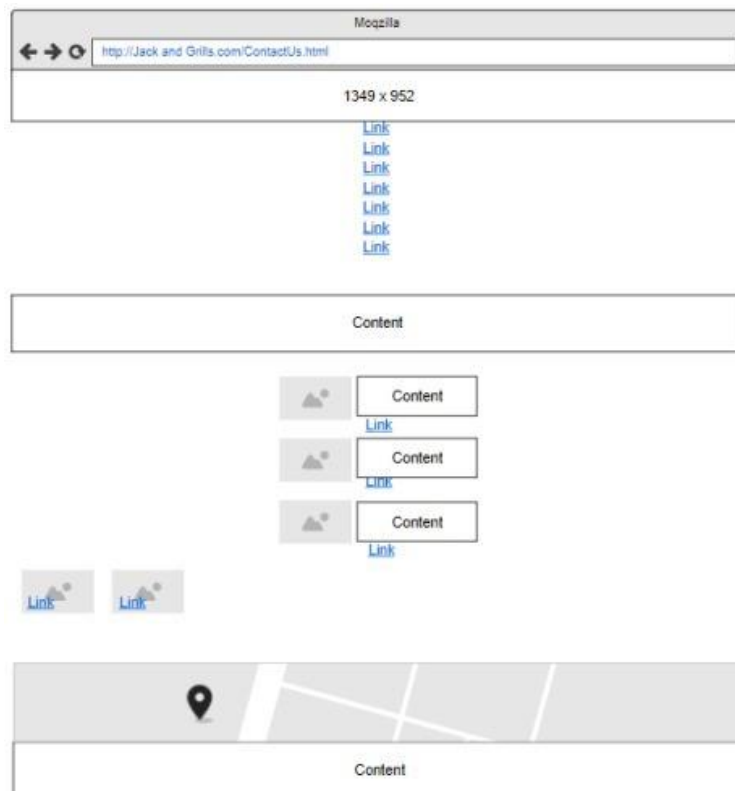


Figure 7.0



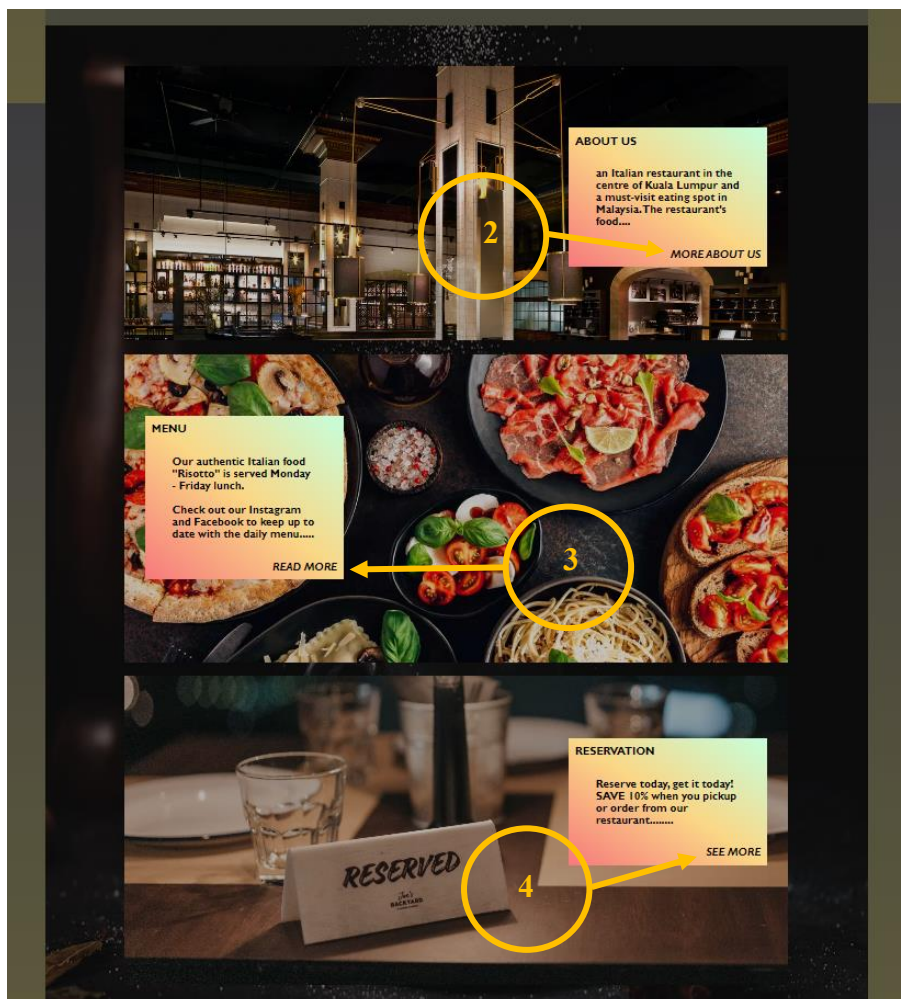
Figure 7.1

CHAPTER 4 - EVALUATION

Home



1. Firstly, the user will see this interface with a 'WELCOME TO OUR RESTAURANT' message.



2. After scrolling a bit, users may click 'MORE ABOUT US' to know more about the restaurant.
3. Next, users may click 'READ MORE' to view the menu.
4. To reserve, users may click 'SEE MORE' that will navigate to the 'Reservation' section.

About us

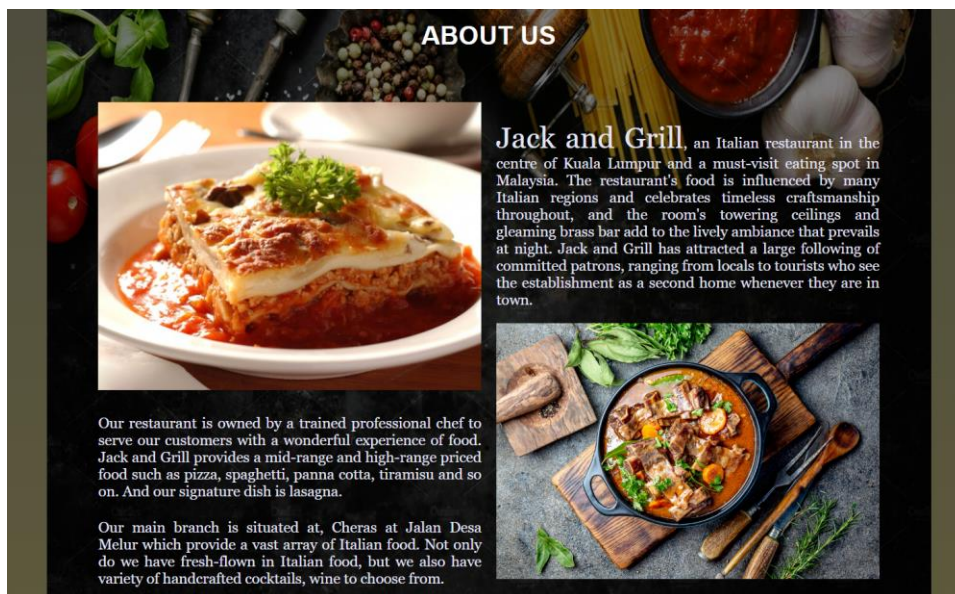
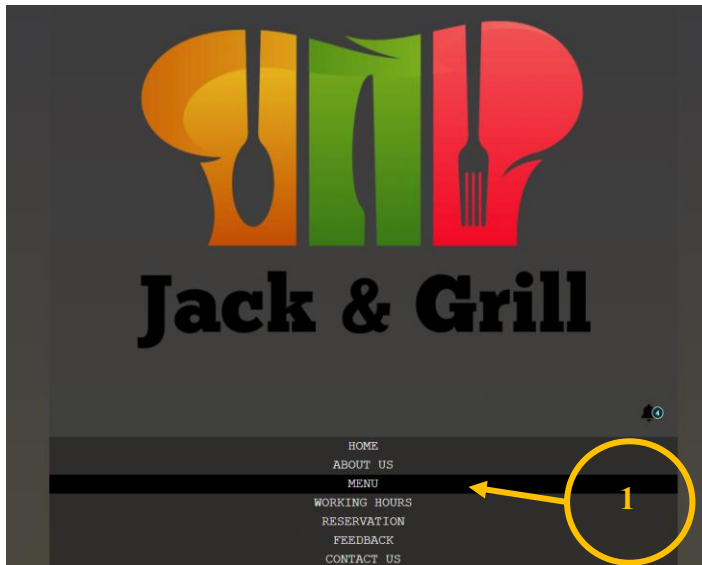


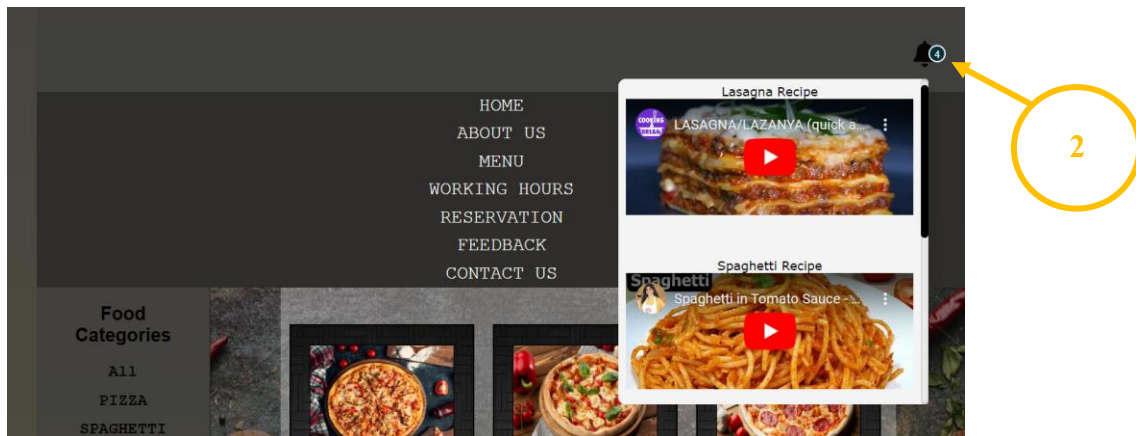
Figure 1.0

1. After clicking 'ABOUT US' at the navigation bar, users will be able to view a small description of Jack and Grill (figure 1.0).

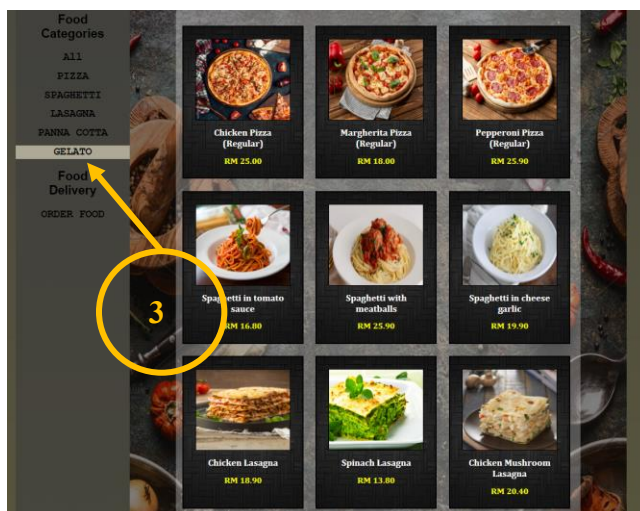
Menu



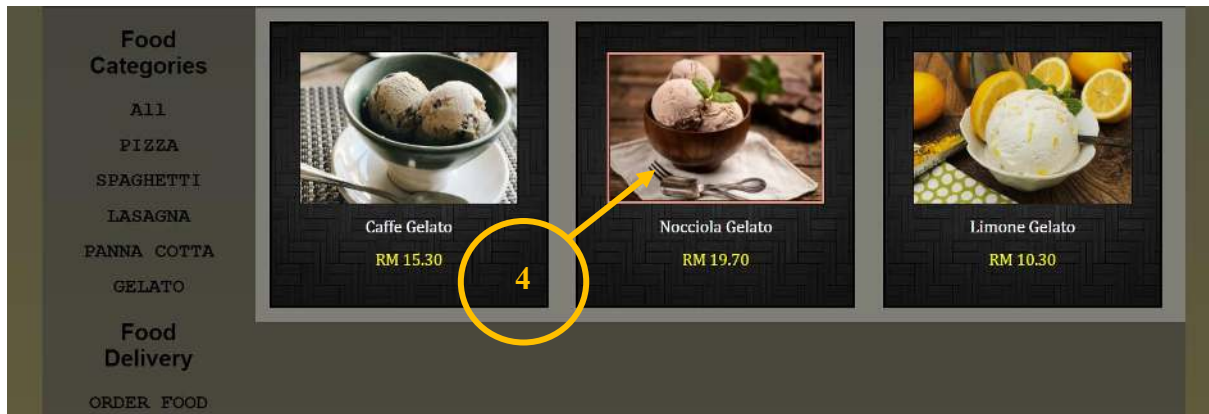
1. After clicking the 'MENU', users can access the menu.



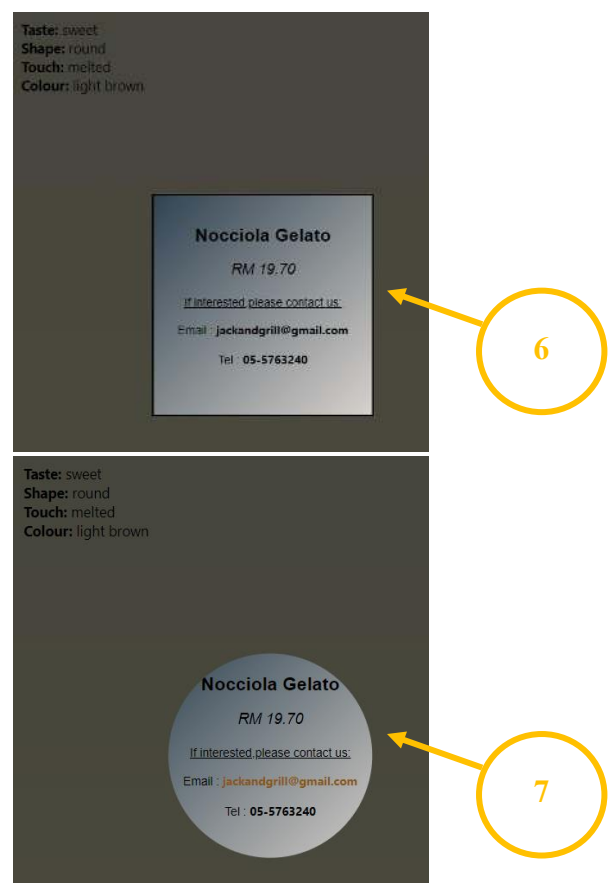
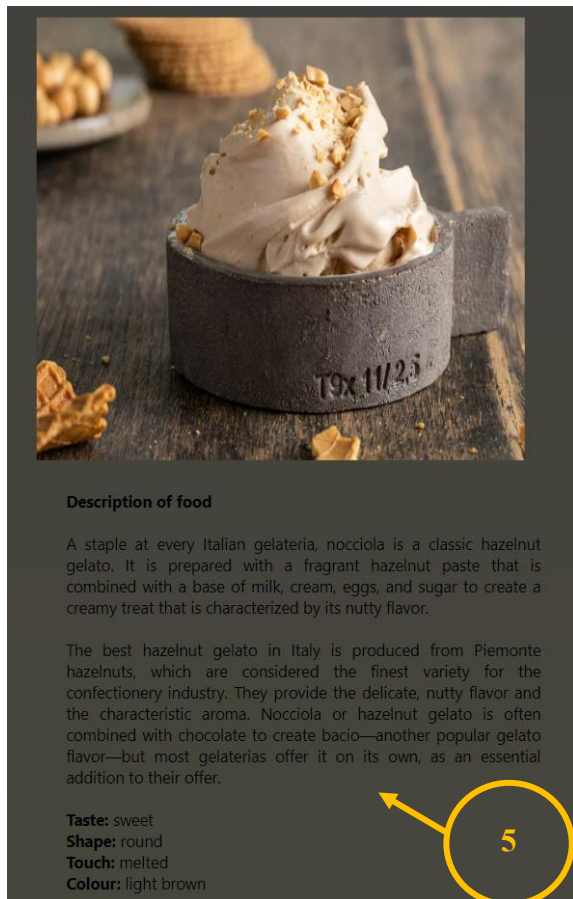
2. Users will be able to watch new recipe video and get notified when the designer uploads new video from YouTube.



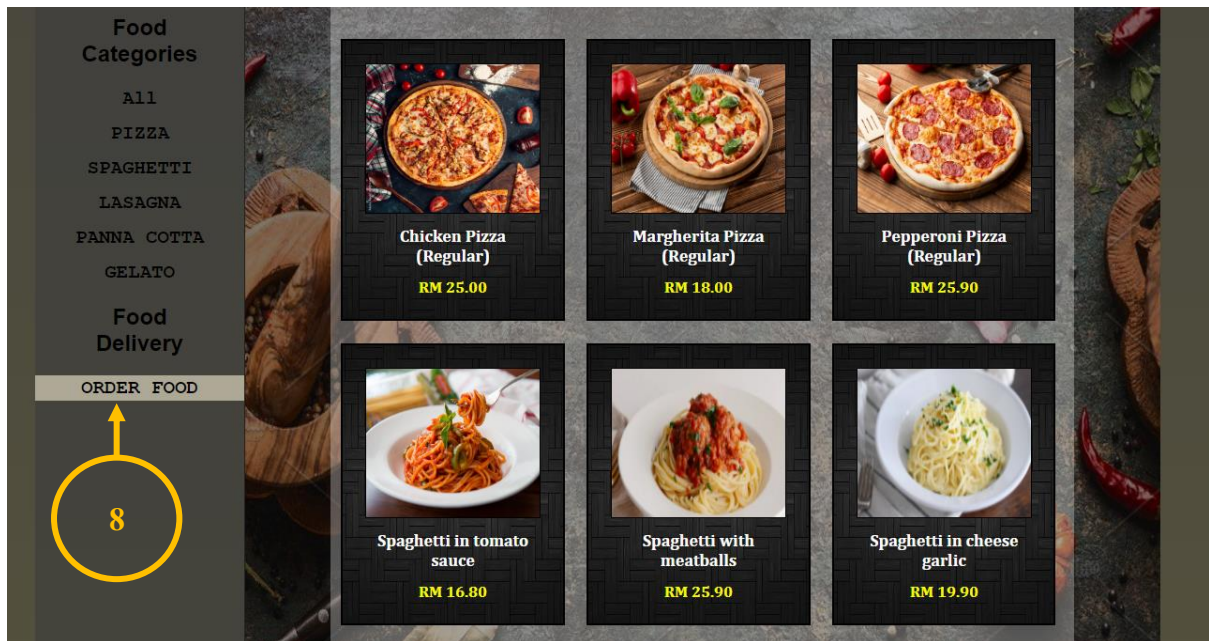
3. To view specific food from the menu, users can click the left side navigation bar.



4. After clicking the specific food navigation bar (example: gelato), three types of food will be displayed. A dark salmon colour box will appear when the user mouse over it to view the food.



5. Description of food will appear for each food.
6. A box that contains the food name and price is at the bottom of the page.
7. Users can click at the email address or telephone number to contact the restaurant.



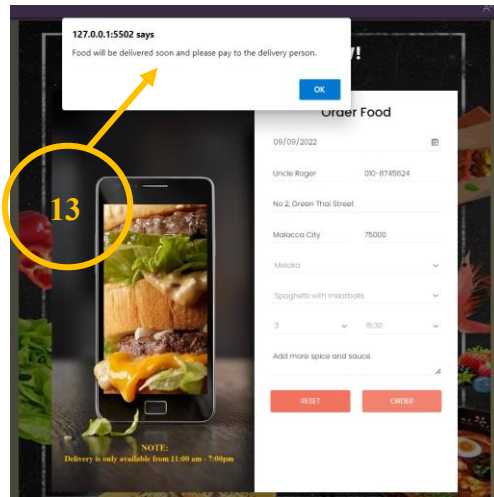
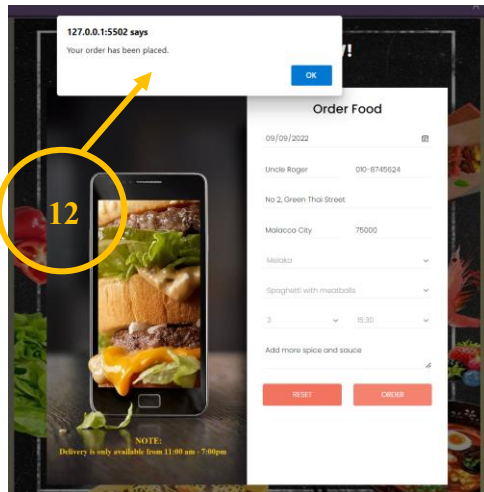
8. Users can order the food via online by clicking ‘ORDER FOOD’ at the left side navigation bar.

The screenshot shows the 'ORDER YOUR FOOD NOW!' form in the food delivery app. The form contains the following fields and buttons:

- Date field: dd/mm/yyyy
- Full Name field
- Phone Number field
- Delivery Address field
- City field
- Postalcode field
- Select State dropdown
- Select Food dropdown
- Select Quantity dropdown
- Select Time dropdown
- Leave your note (if any) text area
- RESET button
- ORDER button

The 'ORDER' button is highlighted with a yellow circle and the number 10, and the 'RESET' button is highlighted with a yellow circle and the number 11. The 'Delivery Address' field is highlighted with a yellow circle and the number 9. A note at the bottom states: 'NOTE: Delivery is only available from 11:00 am - 7:00pm'.

9. Users need to fill in information such as date, name, phone number, delivery address, city, postal code, state, type of food, quantity, time as well as note to the restaurant.
10. After filling in the details, click ‘ORDER’ to complete the order.
11. If a user wants to amend all the details, they may click ‘RESET’ to clear the form.

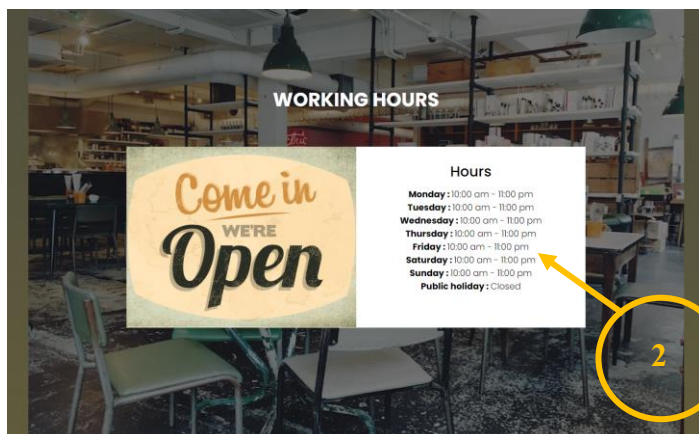


12. After clicking 'ORDER', a 'Your order has been placed' message will pop up.
13. After clicking 'OK', a 'Food will be delivered soon and please pay to the delivery person' message will pop up as well.

Working hours



1. Working hours navigation bar will display the hours after clicking it.

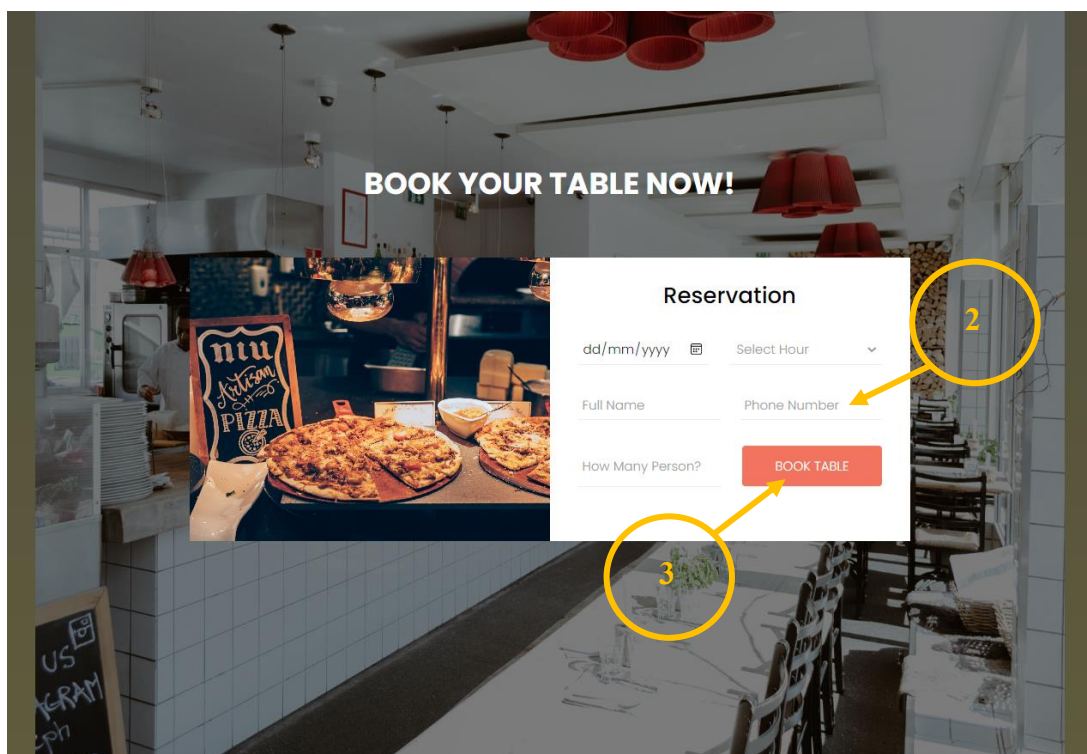


2. A list of hours will be shown to the users.

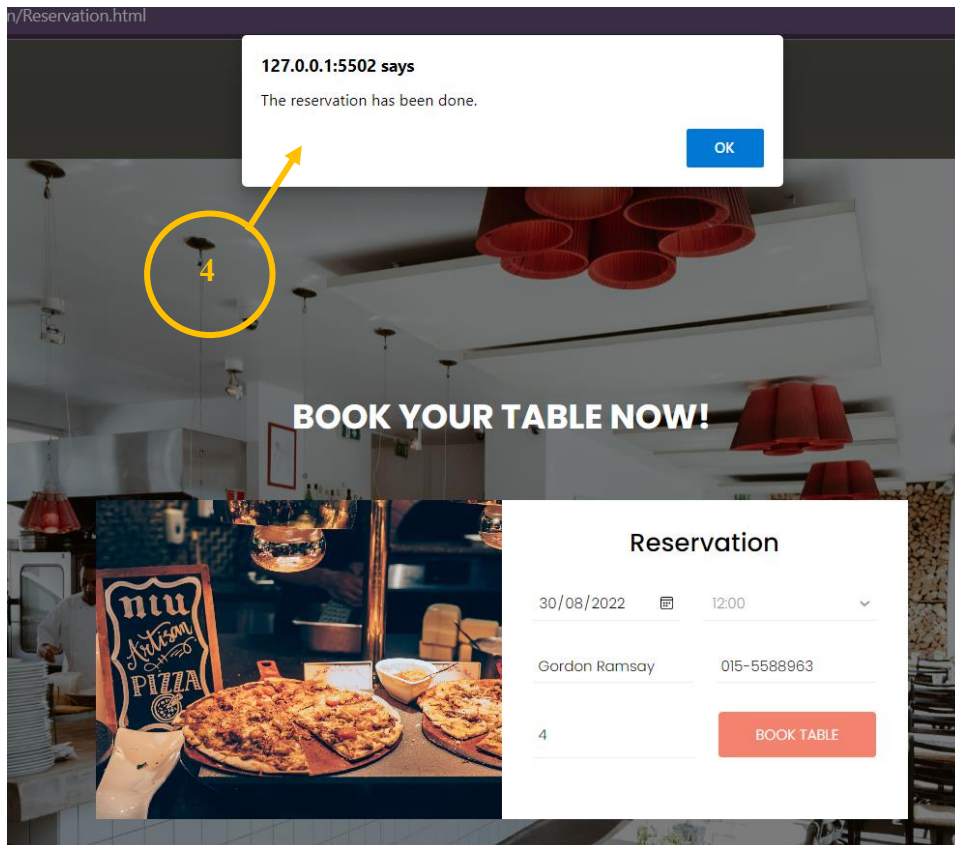
Reservation



1. After clicking 'RESERVATION', users will be navigated to the reservation section.



2. Users need to fill in information such as date, hour, name, phone number and number of people.
3. After filling in the details, click 'BOOK TABLE' to complete the reservation.



4. After clicking 'BOOK TABLE', a 'The reservation has been done' message will pop up.

Feedback



1. Feedback navigation bar will display the feedback form to users.

YOUR FEEDBACK MATTERS!

Feedback

2. Users need to fill in details such as date, name, phone number, address, city, postal code, state and write their feedback on the comment box.
3. After filling in, users need to click 'SUBMIT' to send the feedback.
4. If a user wants to amend all the details, they may click 'RESET' to clear the form.

127.0.0.1:5502 says

Your feedback has been recorded.

Feedback

5. After clicking 'SUBMIT', a 'Your feedback has been recorded' message will pop up.

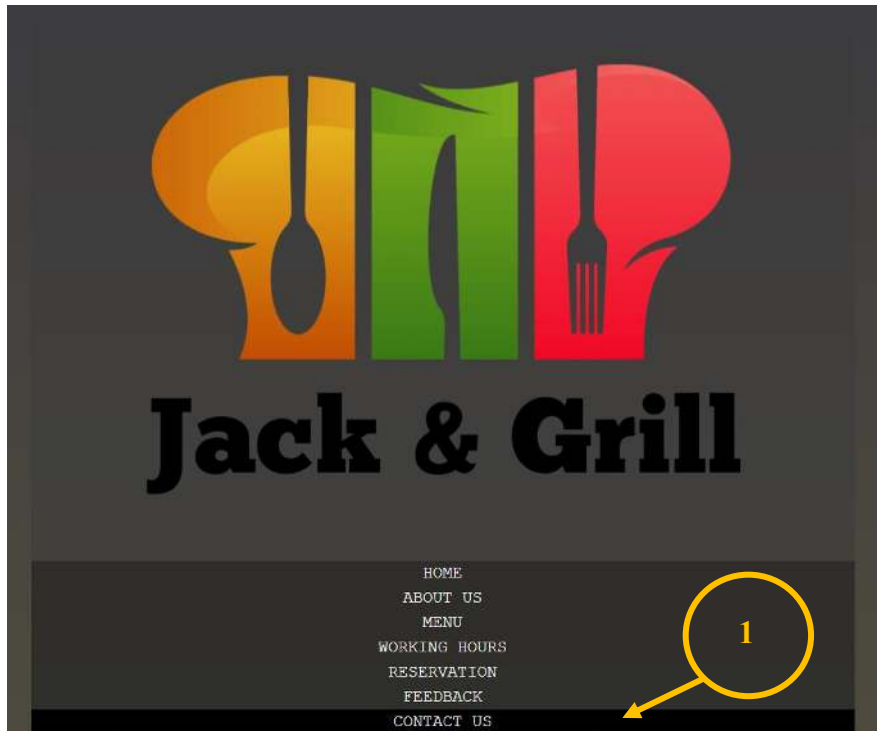
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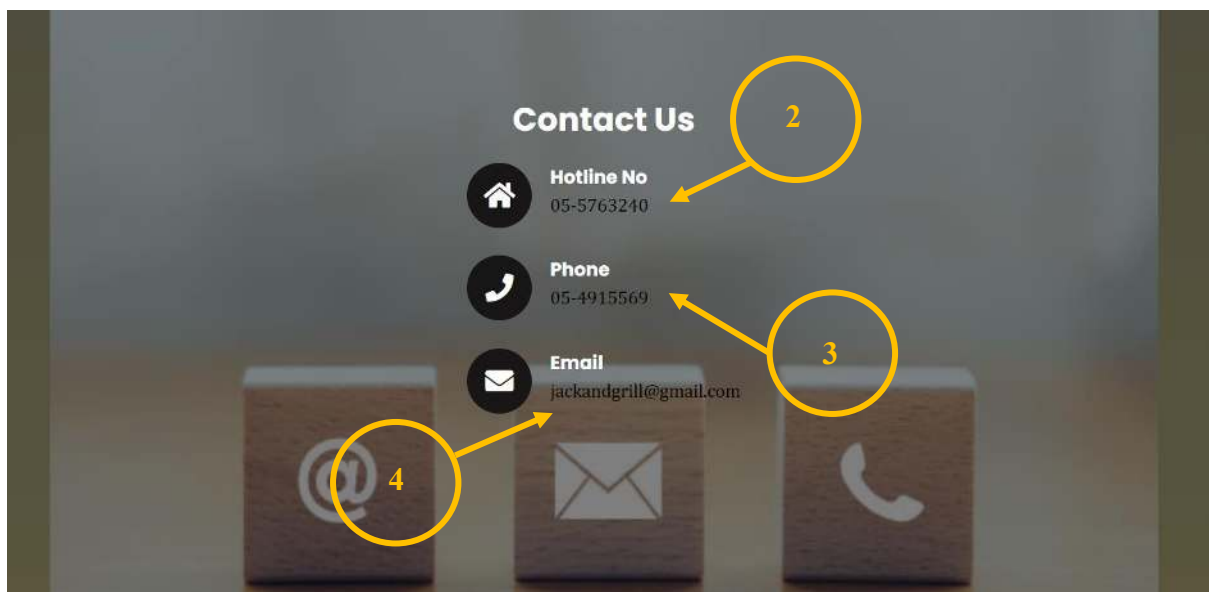
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Downloaded by sa tez (stez4142@gmail.com)

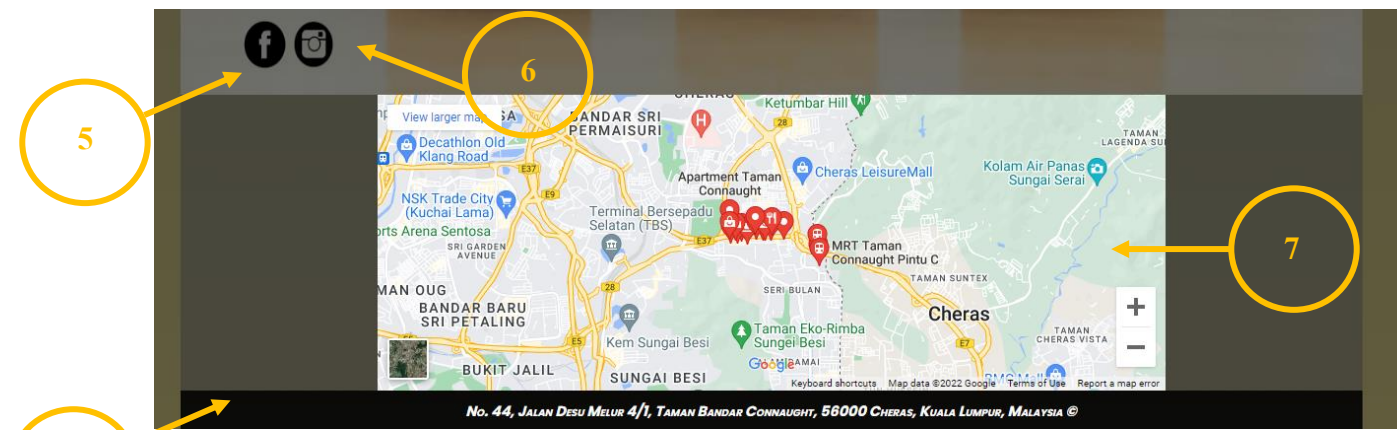
Contact us



1. After clicking 'Contact Us', users will be able to view the contact section.



2. Users also can contact the restaurant by clicking the hotline number.
3. Or phone number.
4. Or send an email to our restaurant.



5. Users can find out the latest promotion or menu via Facebook.
6. Or Instagram by clicking the icon for both social media.
7. To ease the process of finding the restaurant location, users can click the google map.
8. Also, users can see our address at the bottom of every web page.

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