

UX Analysis – Café La Vue Tanger

This presentation analyzes the UX of the *Café La Vue – Tangier* website. The goal is to identify usability issues and suggest improvements to make the user experience clearer, faster, and more enjoyable. website link : <https://lavuetanger.com/>

Slide 3 : Ergonomy Problems (Points faibles)

1 Navigation unclear

The menu is not very clear or easy to find, which makes it harder for users to move between sections.

2 Heavy images

Images take time to load, which slows down the user experience, especially on mobile.

3 Low text readability

Some text is too small or doesn't contrast well with the background, making it hard to read.

4 No clear Call-To-Action (CTA)

There is no visible button like "See Menu" or "Reserve", so users don't know what to do next.

5 No mobile-friendly version

The website doesn't adapt well to smaller screens, making navigation difficult on phones.

Slide 4 : Suggested Improvements

1 Clarify the navigation

Make the menu simpler, more visible, and easy to understand.

2 Optimize images

Reduce image size so the page loads faster while keeping quality high.

3 Add clear CTA buttons

Include buttons like "View Menu", "Contact Us", "Reserve a Table" to guide users

4 Improve text contrast

Use bigger fonts and better color contrast to improve readability.

5 Make the website responsive

Ensure the design adapts properly to mobile, tablet, and desktop screens.

Conclusion

Improving navigation, readability, and mobile support will make the *Café La Vue – Tangier* website easier to use and more enjoyable for visitors. These UX enhancements can create a smoother and more effective user experience.