

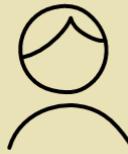


香
巴
辣
火
鍋

Xiangbala
Hotpot

香
巴
辣
火
鍋

Target Users



The website is aimed to Chinese customers and locals **looking for an authentic experience**.

Most of the Chinese customers are international students so they will access the website via **computer and mobile**.

香

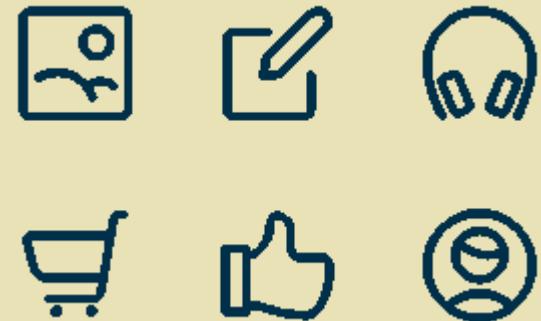
巴

辣

火

鍋

Iconografy



Ultimate Light

Illustrations



UX Line

香
巴
辣
火
鍋

Color palette

003049

Prussian blue

D62828

Fire engine red

F77F00

Orange (wheel)

FCBF49

Xanthous

EAE2B7

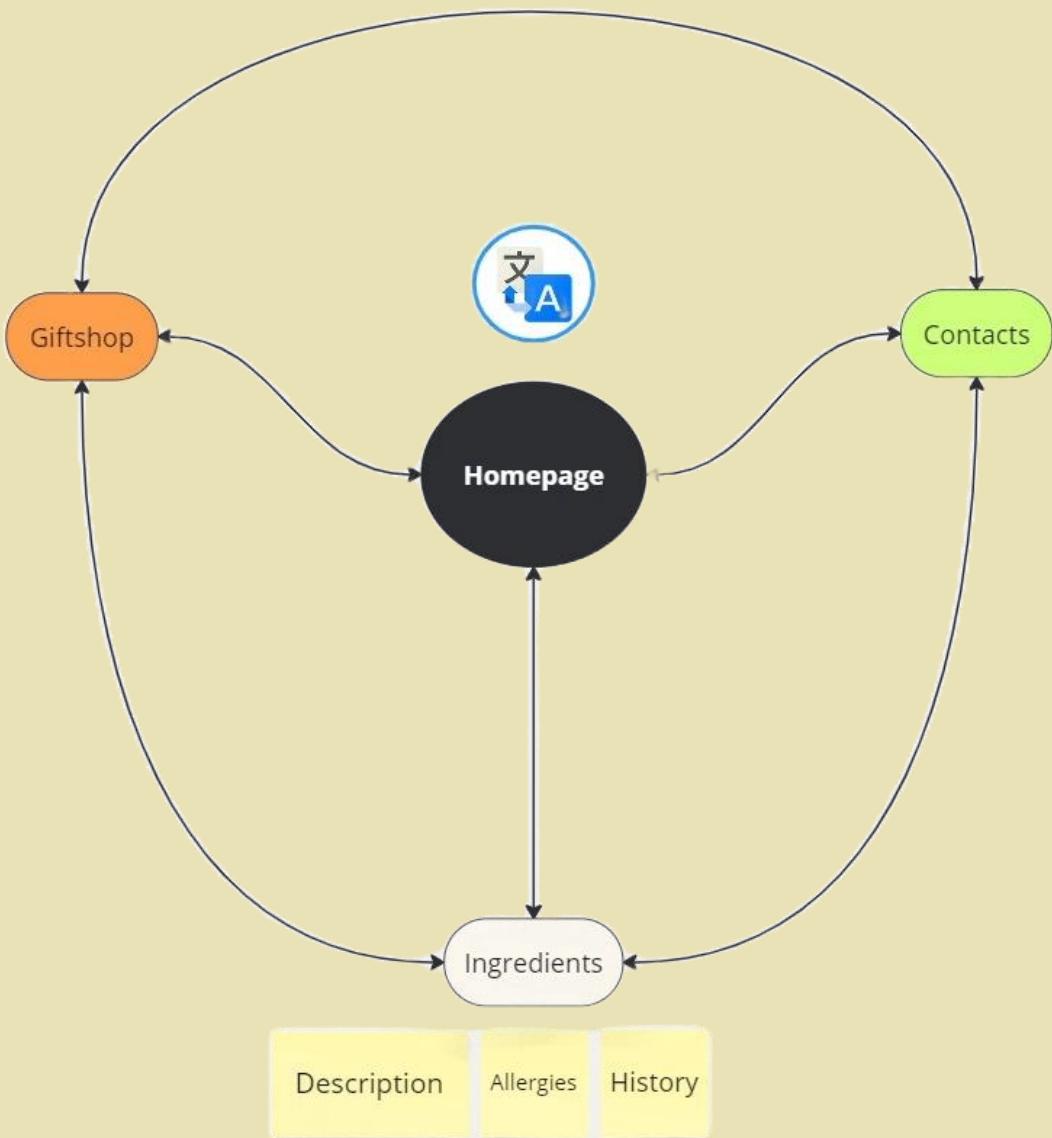
Vanilla



“Young people seemed to prefer bright, strong colors, whereas adults mostly enjoyed their meals in weak, unobtrusively colored environments for an authentic experience.”

Stroebele, N., & De Castro, J. M. (2004). Effect of ambience on food intake and food choice. Nutrition, 20(9), 821-838.

Navigation Map



香
巴
辣
火
鍋



Meat

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Tofu

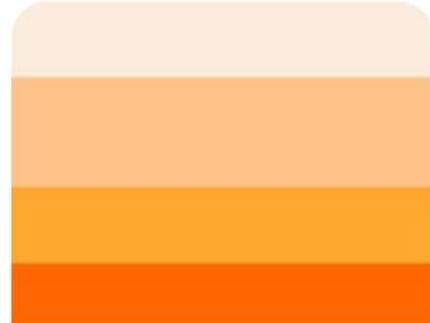
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Vegetables

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Ingredients description



Color palette



Reserve table



Giftshop

你 A

Typography



Restaurant Menu



Traditional experience



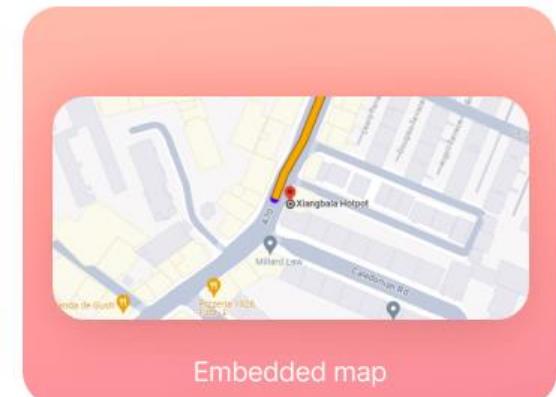
巴辣火



香巴辣火锅
Xiangbala Hotpot



Location address



Embedded map



Order at the table



Language selection

Top reviews



Xiangbala Hotpot

Overview Menu Reviews Photos Updates

All Service Meal Price

broth 32 cash 32 spicy 15 More

4.5 ★★★★☆ (736) Reviews aren't verified

Rate and review

G ★ ★ ★ ★