

Web Design 1- Assignment 4

EATLAH

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01

OVERVIEW

Let's talk about Eatlah!

What is Eatlah?

Founded by Charina Prinandita, Riesky Vernandes and Michael Chrisyanto, Eatlah is a street food stall, but it is more fitting to be dubbed as a refuge for salted egg chicken enthusiasts.

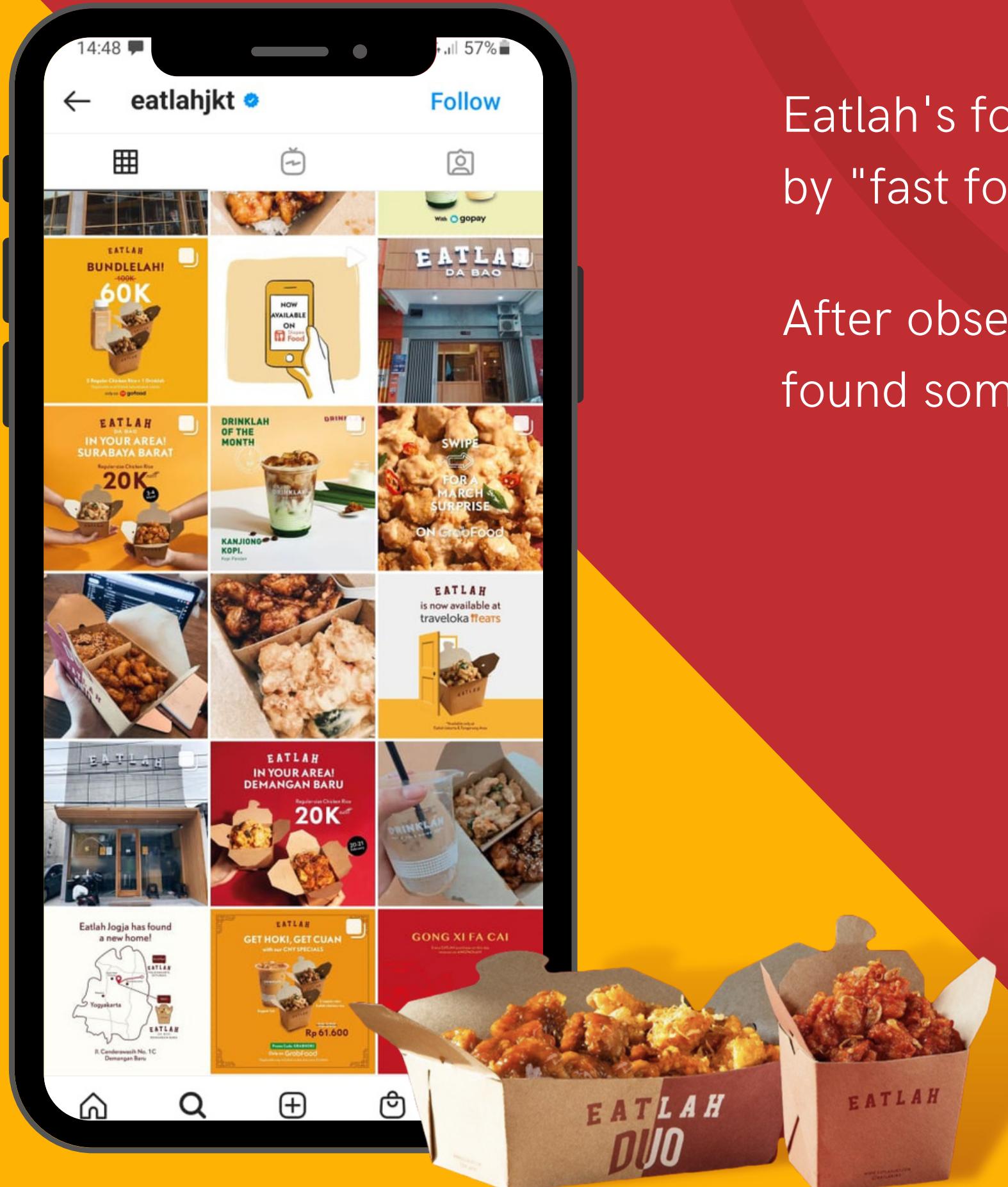
A food stall established in Java and Bali, Eatlah serves smashing salted egg chicken with rice.



02

THE CONCEPT

Let's find out eatlah aesthetics!



Eatlah's food concept is comfort food or fast food. But by "fast food," they don't mean junk food.

After observing through Eatlah's branding platforms, we found some Eatlah characteristics:

- The use of warm colors (yellow, orange and red).
- The use of modern font for its texts
- Minimalist yet fun designs

We also have a bahasa version of the website since Eatlah's market is in Indonesia.

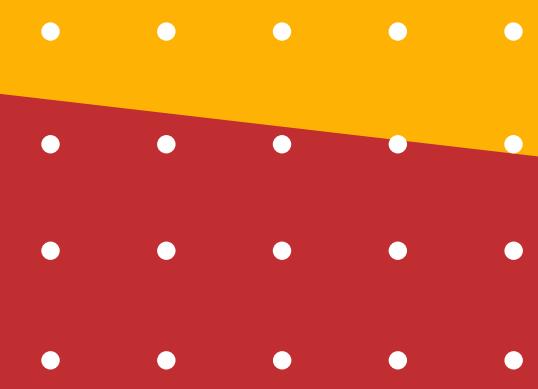
03

OUR DESIGN

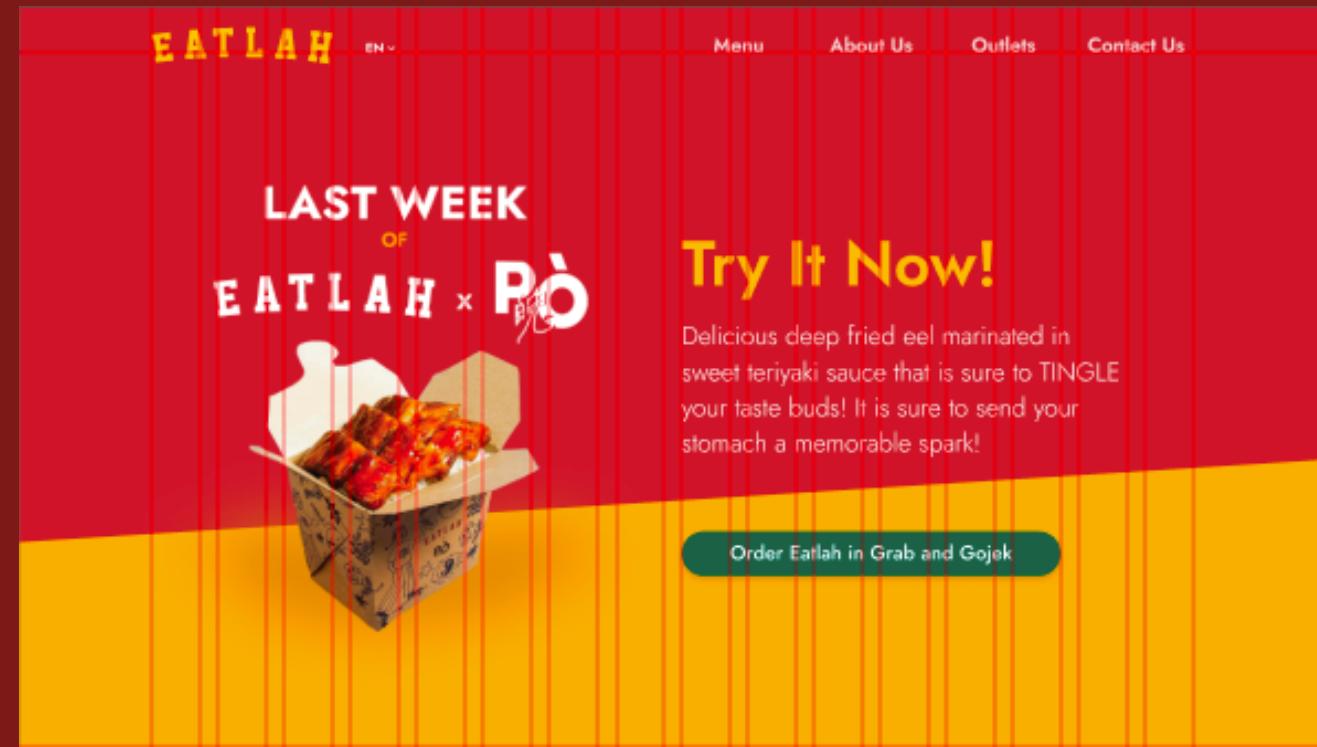
Our design based on Eatlah's concept

04

DESIGN PRINCIPLES



DESKTOP GRID



16 Columns

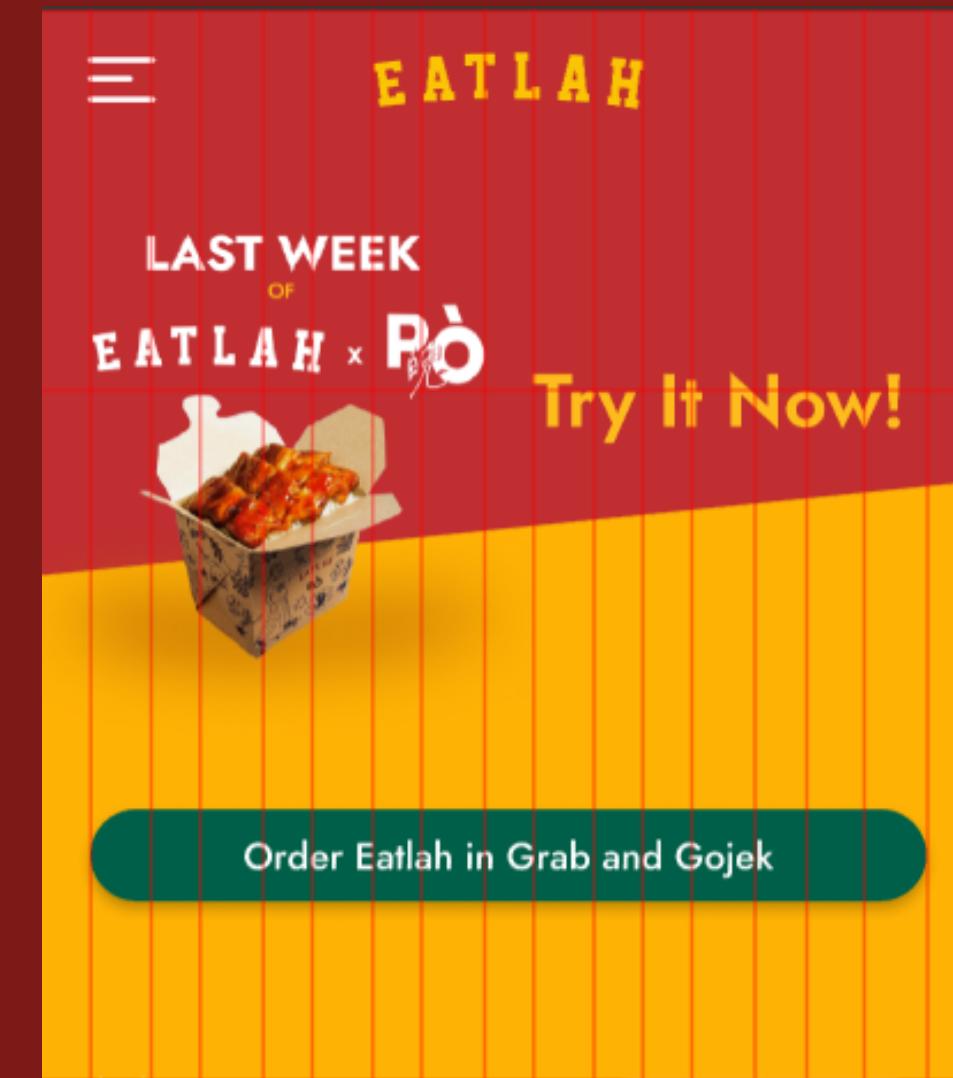
17 Gutters

Columns: 53px

Gutters: 20px

Margin: 146px

RESPONSIVE GRID



8 Columns

9 Gutters

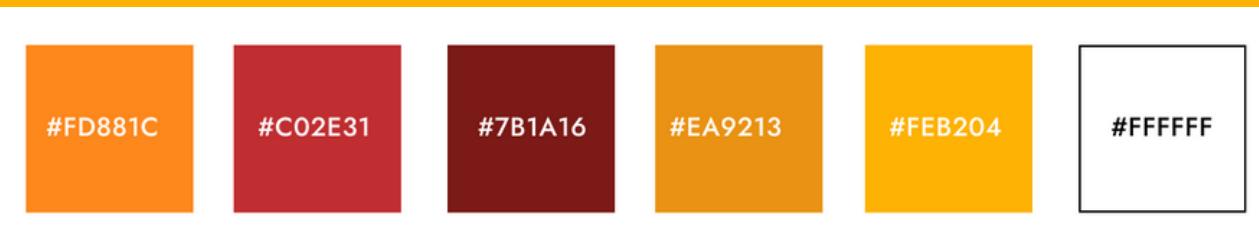
Columns: 33px

Gutters: 26px

Margin: 27px

Colour

Main colours



Accent colours



- The colour palette we chose for our eatlah website is from the Eatlah instagram.
- Red elicits the feeling of hunger and impulsiveness.
- Yellow gives the feeling of comfort and happiness, which is one of the core philosophies of eatlah being "comfort food."



The font



Desktop The line height used is 1.4x the font size.

XL Large Title : 70pt (Semibold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Large Title : 70pt (Medium)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Medium Title : 40pt (Semibold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Medium Title : 25pt (Semibold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Bigger body text : 28pt (Light)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Regular body text : 21pt (Regular)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Button : 24pt (Bold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Input : 24pt (Bold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit

jost

The font



Responsive

The line height used is 1.4x the font size.

XL Large Title : 40pt (Semibold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Large Title : 40pt (Semibold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Medium Title : 28pt (Semibold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Small Title : 21pt (Semibold)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Bigger body text : 21pt (light)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Smaller body text : 18pt (regular)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Button : 20pt (medium roman)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Input : 18pt (light)

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

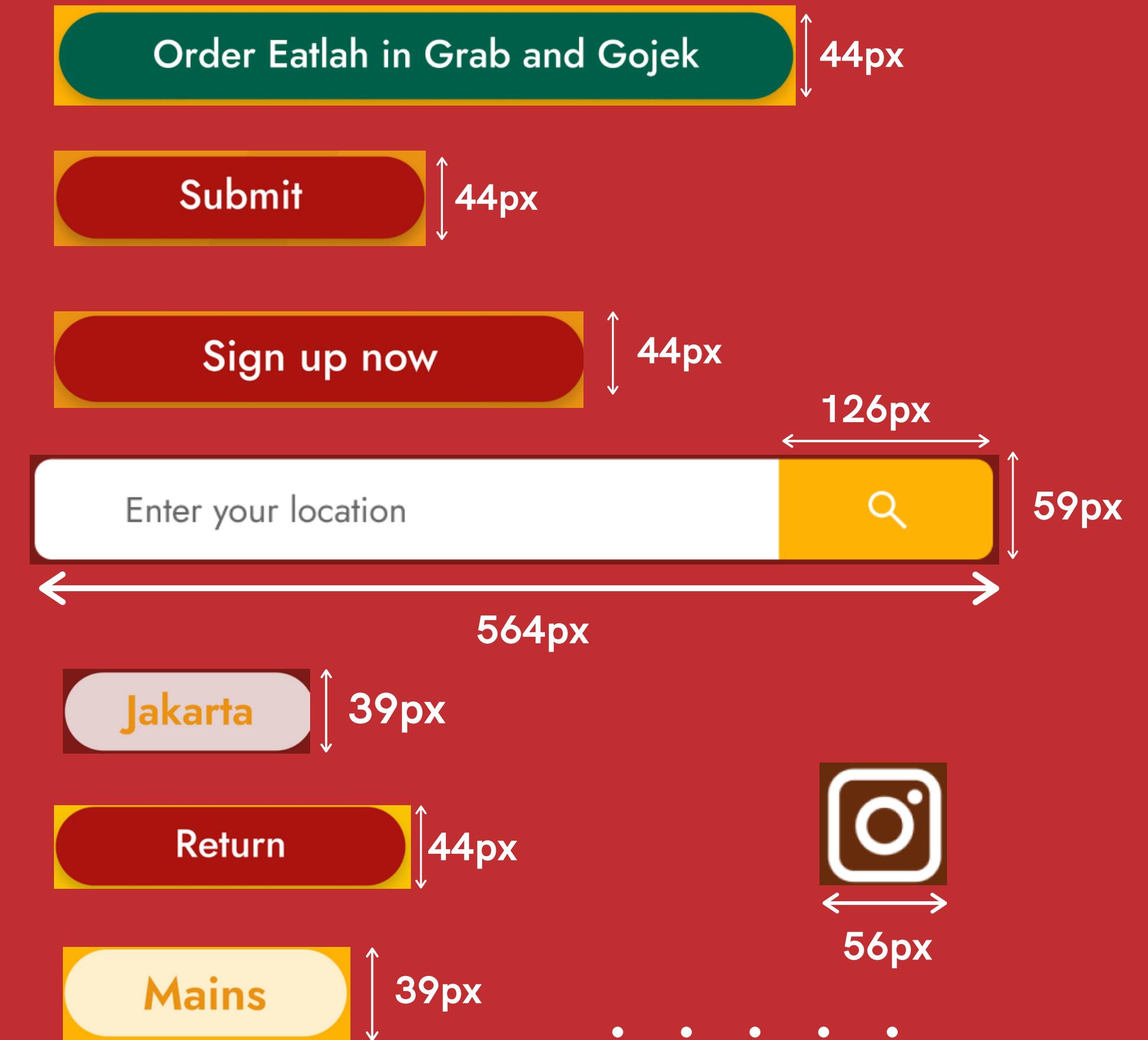
jost

Desktop

The Buttons and input

The paddings are suited to its icon sizes

The button side paddings ranges from : 28px - 75px



The Buttons and Input

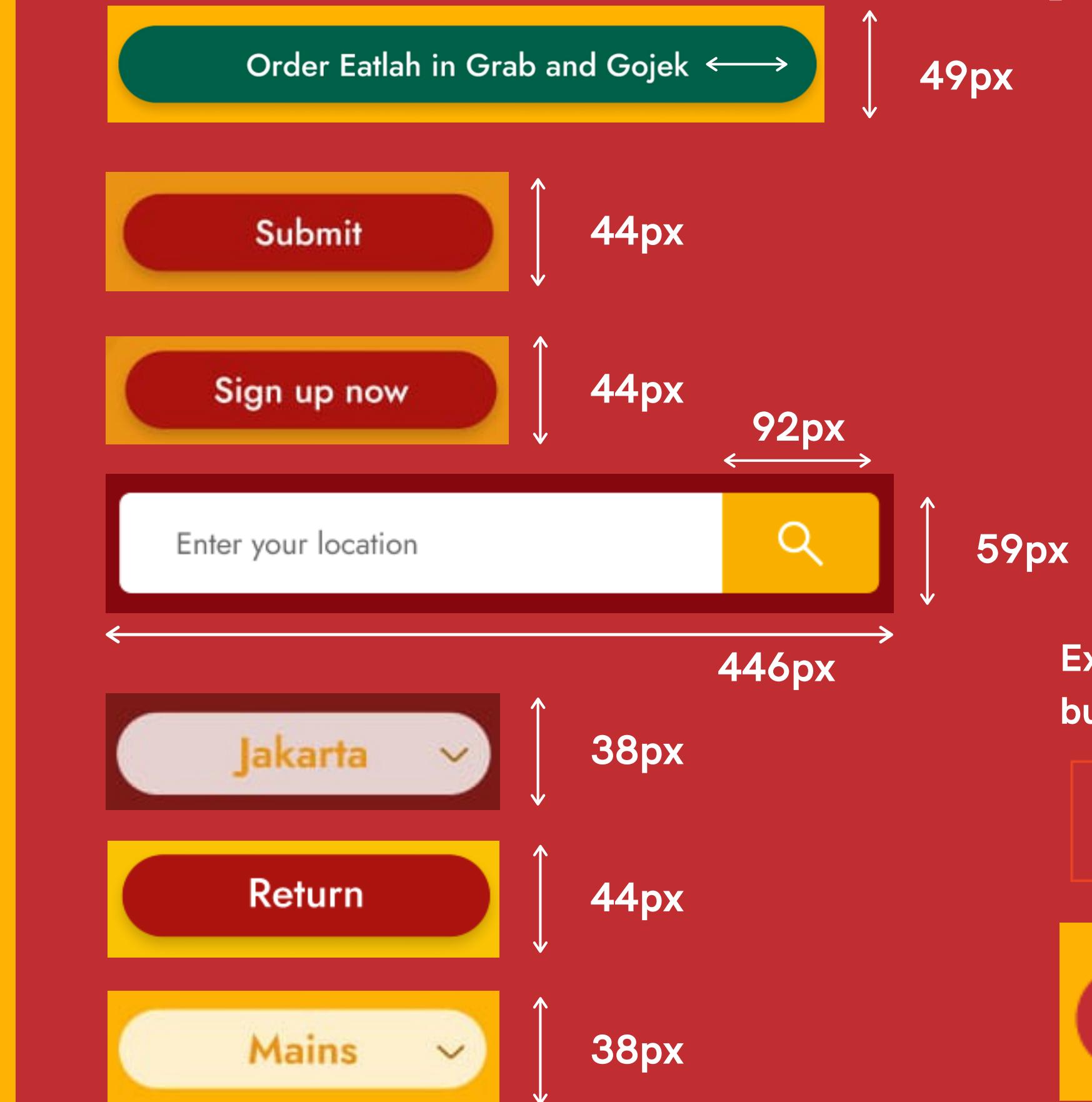
The paddings are suited to its icon sizes

The button side Paddings ranges from : 11px - 82 px

Clickable area button icons : 59 x 59 px

Size of button icons : 26px / 33px

Responsive



Ex of our button icons:



Formatting

Why did we format the way we did?

- More of a dynamic feel
- Kept our design as minimal as possible to give of a clean look. (based on Eatlah's promotional material)
- One of Eatlah's core philosophy is timelessness, so it is emulated in our design.

EATLAH ID

Menu Tentang Kami Gerai Hubungi Kami

MINGGU TERAKHIR

DARI
EATLAH x PÒ



Cobain Sekarang!

Belut goreng yang di marinasi di dalam saus teriyaki yang akan menggugah seleraamu! Dijamin nagih!

Pesan Eatlah di Grab dan Gojek

Menu

Mains Jumbo Protein Only Seltah Custom Duo



Sambal Dory Rice

Ikan dari hangat dengan saus sambal pedas, nasi, dan telur mata sapi diatasnya. Rasa yang enak bener, mengunggah selera makan!



Gerai

Jakarta Semarang Surabaya Bandung Bali Jogja

Yuk, kami bantu cari Eatlah terdekat!

Masukkan lokasimu



05

DESKTOP



Fitted for
1440px

ID

EATLAH ID

MINGGU TERAKHIR DARI EATLAH x PÒ

Cobain Sekarang!

Belut goreng yang di marinasi di dalam saus teriyaki yang akan menggugah seleraamu! Dijamin nagih!

Pesan Eatlah di Grab dan Gojek

Menu

Mains Jumbo Protein Only Setlah Custom Duo

Sambal Dory Rice

Ikan dori hangat dengan saus sambal pedas, nasi, dan telur mata sapi diatasnya. Rasa yang enak banget, mengunggah selera makan!

Sambal Dory Rice Sambal Chicken Rice Salted Egg Dory Rice Salted Egg Chicken Rice Butter Dory Rice Butter Chicken Rice Honey Soy Dory Rice Honey Soy Chicken Rice

Gerai

Jakarta Semarang Surabaya Bandung Bali Jogja

Yuk, kami bantu cari Eatlah terdekat!

Masukkan lokasimu

EATLAH NEW YORK

Hubungi Kami

Kritik dan saran dari kamu sangat berarti bagi kami!

Berlangganan Newsletter Kami

Kami akan mengirimkan kamu promo, diskon, dan masih banyak lagi. Jangan sampai kelewatan, ya!

Alamat email

© 2016 Eatlah Indonesia

Terima Kasih atas masukannya!

Kami akan menghubungi kamu lewat email atau telepon secepatnya!

Kembali

Terima Kasih sudah berlangganan!

Cek emailmu! Kami mempunyai beberapa hal menarik untukmu. Psst.. ada kode promo juga, lho!

Kembali

EATLAH ID

Menu Tentang Kami Gerai Hubungi Kami

Cerita tentang Eatlah

Eatlah merupakan gerai makanan, yang dikenal sebagai tempat berkumpulnya para penggemar *salted egg chicken*. Selain bentuk gerai yang menarik, komitmen Eatlah untuk menyajikan dan memasak makanan yang sangat nikmat membuat Eatlah berbeda dari yang lain. Jangan kaget kalau makanan ini mendominasi seluruh Indonesia, ya!

Pendiri

Setelah hampir 1 dekade tinggal di Singapura dan Malaysia, makanan ini menjadi favorit bagi 3 pendiri Eatlah (Riesky Vernandes, Charina Prinandita, and Michael Chrisyanto) karena penyajiannya yang cepat dan mudah, terutama di hari-hari sekolah.

Setelah pulang ke Indonesia, mereka ingin membawa cita rasa asli *salted egg chicken* (ayam telur asin) Singapura ke Jakarta. Mereka mulai belajar lebih lanjut tentang resep *salted egg chicken* dari restoran favorit mereka di Singapura yang menjual makanan ini.



Riesky Vernandes



Charina Prinandita



Michael Chrisyanto

Pendiri

Setelah hampir 1 dekade tinggal di Singapura dan Malaysia, makanan ini menjadi favorit bagi 3 pendiri Eatlah (Riesky Vernandes, Charina Prinandita, and Michael Chrisyanto) karena penyajiannya yang cepat dan mudah, terutama di hari-hari sekolah.

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Riesky Vernandes



Charina Prinandita



Michael Chrisyanto

Waralaba

Per tahun 2018, Eatlah sudah memiliki 14 gerai yang tersebar di Jabodetabek, Bandung dan Semarang. Menurut Charina, rata-rata satu gerai mampu memproduksi dan menjual sekitar 300 kotak per harinya, atau 9.000 kotak per bulan.

[Daftar sekarang](#)



Every content and styling is the same as in English, but it is translated to bahasa.

Line-spacing in menu is changed to -7% to -4% since the text is too wide.



ID

Font, button, and input are declared in global.css, for both desktop and responsive

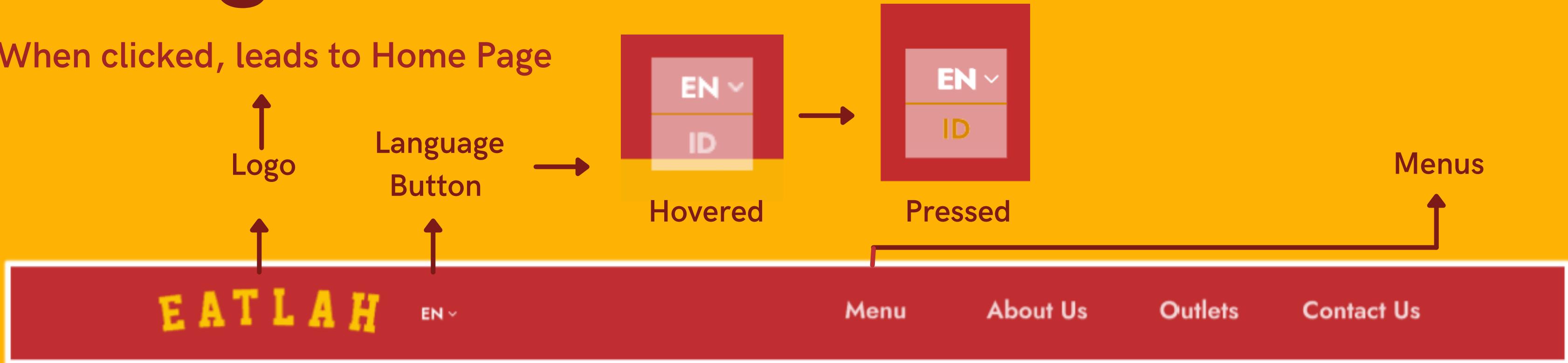
```
47 h1{  
48   font-weight: 600;  
49   font-size: 70px;  
50   color: #FDBC1C;  
51 }  
52  
53 h2{  
54   font-weight: 500;  
55   font-size: 70px;  
56   color: #FFFFFF;  
57 }  
58  
59 h3{  
60   font-weight: 600;  
61   font-size: 40px;  
62   color: #FFFFFF;  
63 }  
64  
65 div.footer_heading{  
66   font-weight: bold;  
67   font-size: 25px;  
68   color: #FFFFFF;  
69 }  
70  
71 p{  
72   font-style: normal;  
73   font-weight: normal;  
74   font-size: 21px;  
75   line-height: 29.4px;  
76   color: #FFFFFF;  
77 }
```

```
4 *{  
5   margin: 0;  
6   padding: 0;  
7   font-family: 'Jost', sans-serif;  
8 }  
9  
10  
11 .bigger_p{  
12   font-weight: 300;  
13   font-size: 28px;  
14   line-height: 39.2px;  
15 }  
16  
17 .div.popup_heading{  
18   font-weight: bold;  
19   font-size: 60px;  
20   color: #FFFFFF;  
21 }  
22  
23 .div.popup_subheading{  
24   font-weight: 500;  
25   font-size: 30px;  
26   color: #FFFFFF;  
27 }  
28  
29
```

```
30 button{  
31   border: none;  
32   background-color: Transparent;  
33   background-repeat: no-repeat;  
34   box-shadow: 0px 4px 8px rgba(0, 0, 0, 0.2);  
35   cursor: pointer;  
36   font-weight: 500;  
37   font-size: 22px;  
38   line-height: 18px;  
39   color: #FFFFFF;  
40   text-align: center;  
41 }  
42  
43 input, textarea{  
44   width: 564px;  
45   height: 59px;  
46   padding-left: 53px;  
47   box-sizing: border-box;  
48   border: none;  
49   font-size: 21px;  
50   color: rgba(0, 0, 0, 0.6);  
51   border-radius: 10px;  
52   outline: none;  
53   cursor: default;  
54 }
```

Navigation Bar

When clicked, leads to Home Page



Menu

Normal

Menu

Hovered

Menu

Pressed
Current

Navigation Bar

```
1 nav{  
2     position: fixed;  
3     top: 0;  
4     width: 100%;  
5     height: 82px;  
6     z-index: 100;  
7     background-color: #C02E31;  
8 }
```

- <nav> (where we code responsive and desktop navigation bar) is positioned fixed with z-index.

```
63 <a href="index.html"></a>
```

- Navigation bar's logo is made inside <a>.

```
<a id="outlets_desk" onclick="document.getElementById('outlets_desk').style.  
    color = '#FAC404';  
document.getElementById('menu_desk').style.color = 'rgba(255,255,255,0.8)';  
document.getElementById('contact_desk').style.color = 'rgba(255,255,255,0.8)';  
"  
    href="index.html#outlets">Outlets</a>  
95     .main_menu_nav a:hover{  
96         color: #ffffff;  
97     }  
98     .main_menu_nav a:active{  
99         color: #FAC404;  
100    }  
101   
```

- All navigation menu is made with <a> and JavaScript to change the current menu color.
- Pseudo-class for animations.

Language Button

```
<div class="lang">
  EN
  
  <div class="lang_option">
    <div></div>
    <div>ID</div>
  </div>
</div>
```

- <div class="lang_option"> is the option box

```
.lang:hover .lang_option{
  display: block;
}
```

- To display the option box

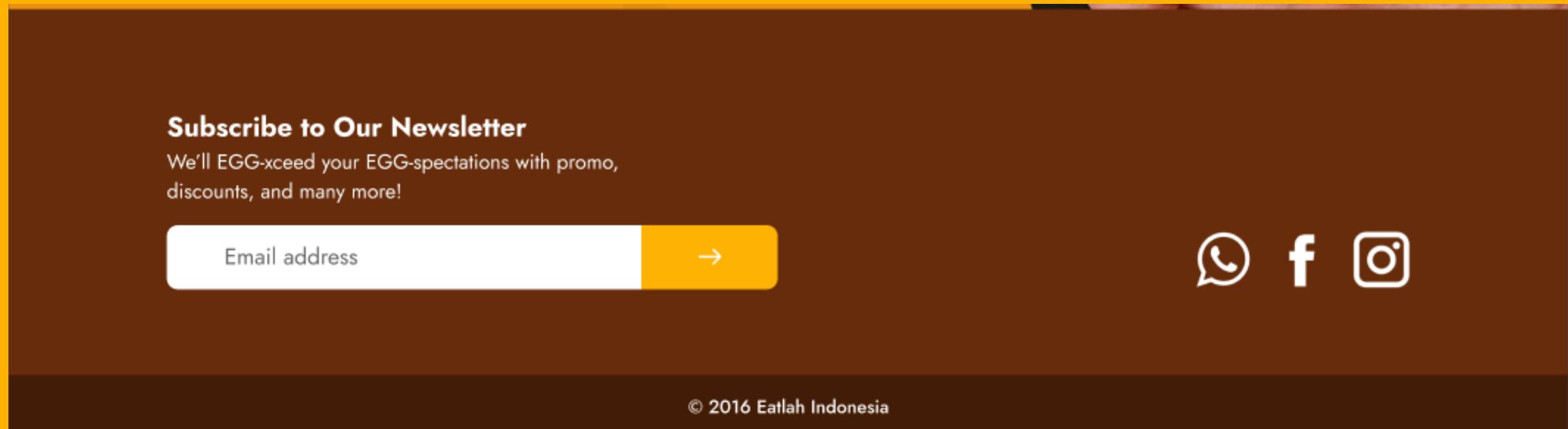
```
.lang_option div:nth-child(2):hover{
  color: #ffffff;
}

.lang_option div:nth-child(2):active{
  color: #D88610;
}
```

- Pseudo-class for animations.



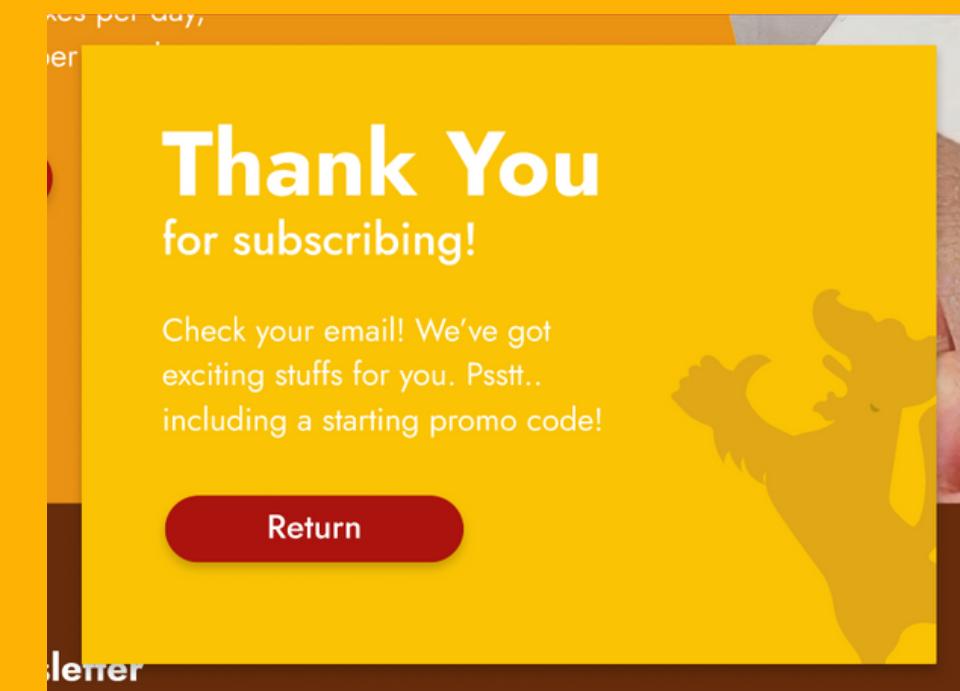
Footer for home and about us



Normal



Pressed



Pop up box
for subscribing
to Newsletter



Normal



Hovered



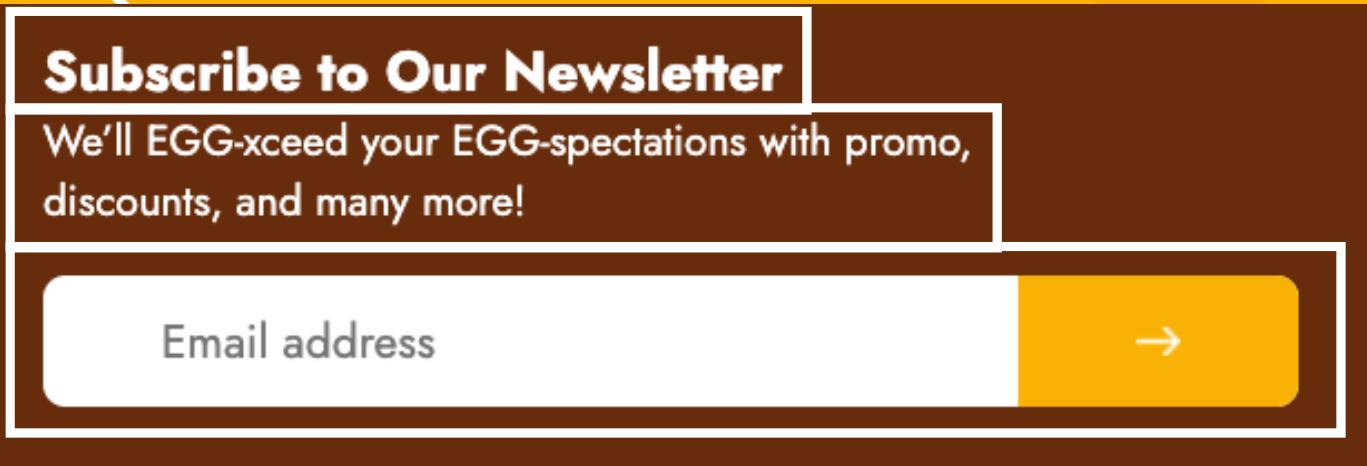
Pressed



Footer

```
<div class="footer_heading">S
```

```
<div class="smaller_p">W
```



```
<input type="text" name="email" placeholder="Email address" id="email"> .input_arrow:active{  
<button onclick="popupFooter()>  
|  background-color: #C96304;  
</button> } }
```

- Pseudo-class for animations.

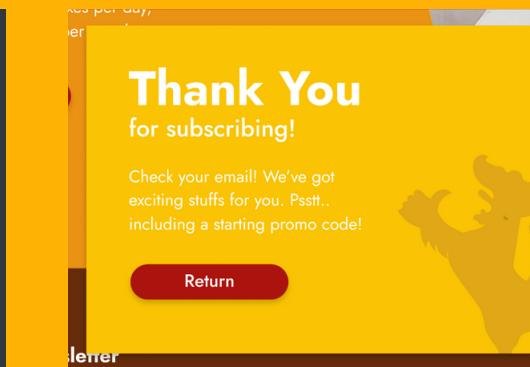


- All social media icons are made inside to link them to a website.

```
<div class="socmed">  
| <a href="https://api.whatsapp.com/send?phone=6282111078742" target="_blank"></a>  
| <a href="https://www.facebook.com/Eatlah-769730569841309/" target="_blank"></a>  
| <a href="https://www.instagram.com/eatlahjkt/?hl=en" target="_blank"></a>  
</div>
```

Footer - Pop up box

```
<div id="footerpop">
  <div class="text_popup">
    <div class="popup_heading">Thank You</div>
    <div class="popup_subheading">for subscribing!</div>
    <p>Check your email! We've got exciting stuffs for you. Psstt.. including a starting promo code!</p>
    <button id="return" onclick="closePopupFooter()">Return</button>
  </div>
  
  
</div>
```



```
45 ▼ #footerpop{
52   top: -100%;
53   left: 50%;
54   transform: translate(-50%, -50%);
55   transition: all 0.35s;
56 }
```

- Transform: translate(-50%, -50%); to center pop up box
- Transition for timing when pop up box appears.
- Negative value for top to hide the pop up box on normal state.

```
<script>
  function popupFooter() {
    document.getElementById('footerpop').style.top= "50%";
  }
  function closePopupFooter() {
    document.getElementById('footerpop').style.top= "-20%";
  }
</script>
```

- To open and close the pop up box we play with the value of top CSS property in JavaScript.

5.1

DESKTOP DESIGN

Homepage

Advertisement

A hero banner which shows Eatlah's menu promo/advertisement.

Green button to catch people's attention so they order the menu.

LAST WEEK
OF
EATLAH x PÒ

Try It Now!

Delicious deep fried eel marinated in sweet teriyaki sauce that is sure to TINGLE your taste buds! It is sure to send your stomach a memorable spark!

Order Eatlah in Grab and Gojek

LINKTREE

EATLAH

Eatlah Official

Grab Food

GoFood

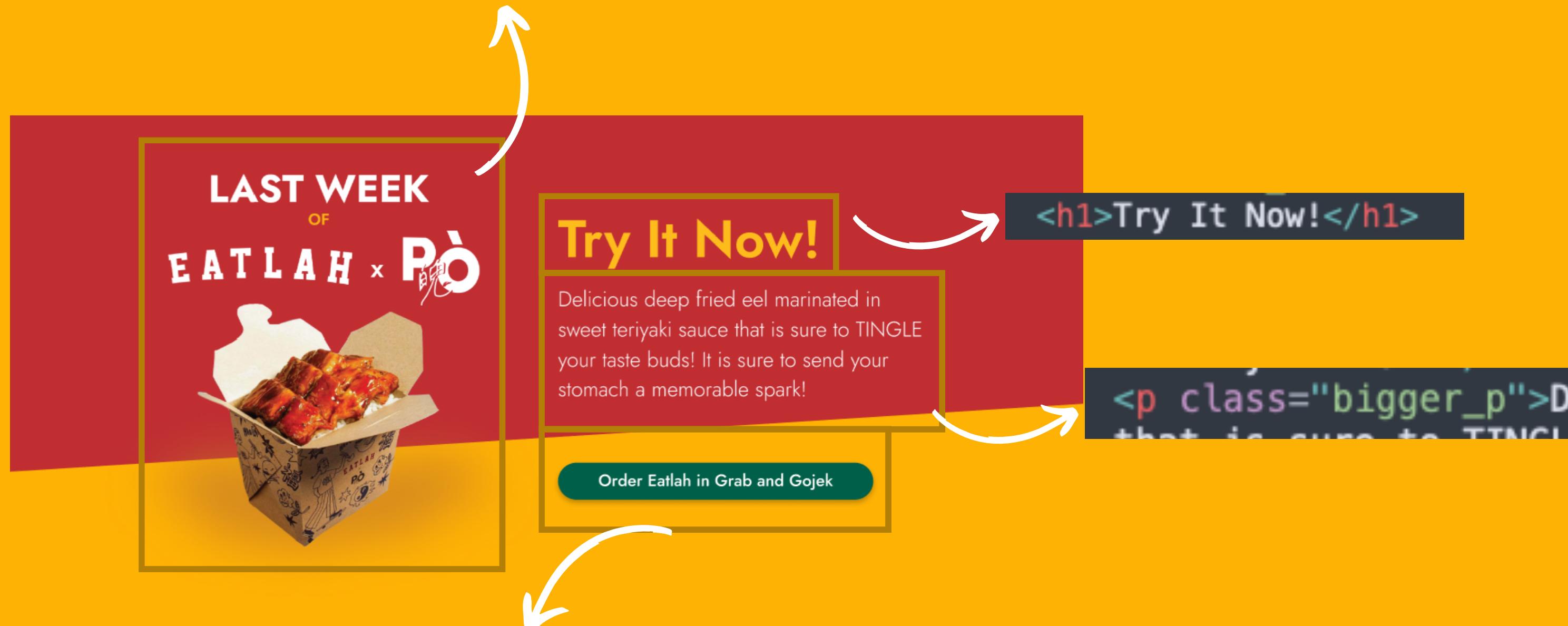
Normal

Hovered

Pressed

```
<section id="ads">
```

```
  
```



```
#ads .text_container a.button_ads:hover{  
  box-shadow: none;  
}
```

```
#ads .text_container a.button_ads:active{  
  box-shadow: none;  
  background: #0C362C;  
}
```

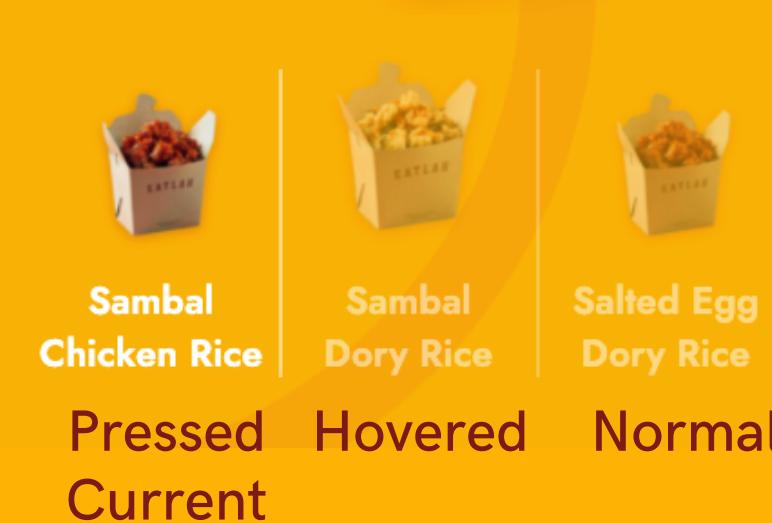
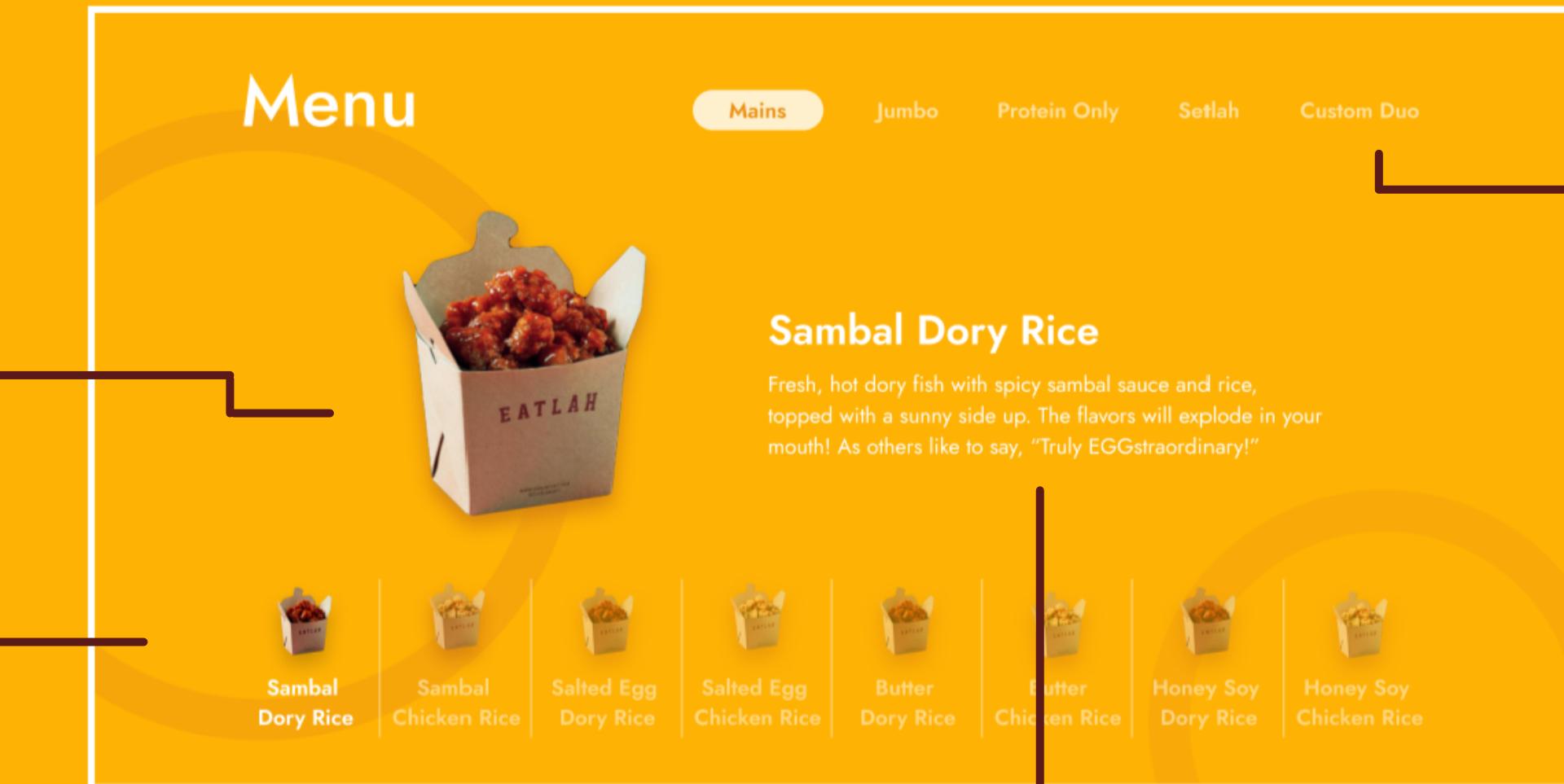
```
  <a href="https://linktr.ee/3ATLAH" target="_blank" class="button_ads">Order  
  Eatlah in Grab and Gojek</a>
```

- Pseudo-class for button animations.

Eatlah's menu

The picture of the menu, with drop shadow to highlight the menu better.

Shown the menu options according to the selected menu types besides heading.



Eatlah's menu types in a horizontal arrangement.

Jumbo Normal

Jumbo Hovered

Jumbo Pressed Current

Written the menu title and brief description of the dish

How does the menu section work



4th

A preview of the menu with bigger image, a brief description and the menu title.

3rd

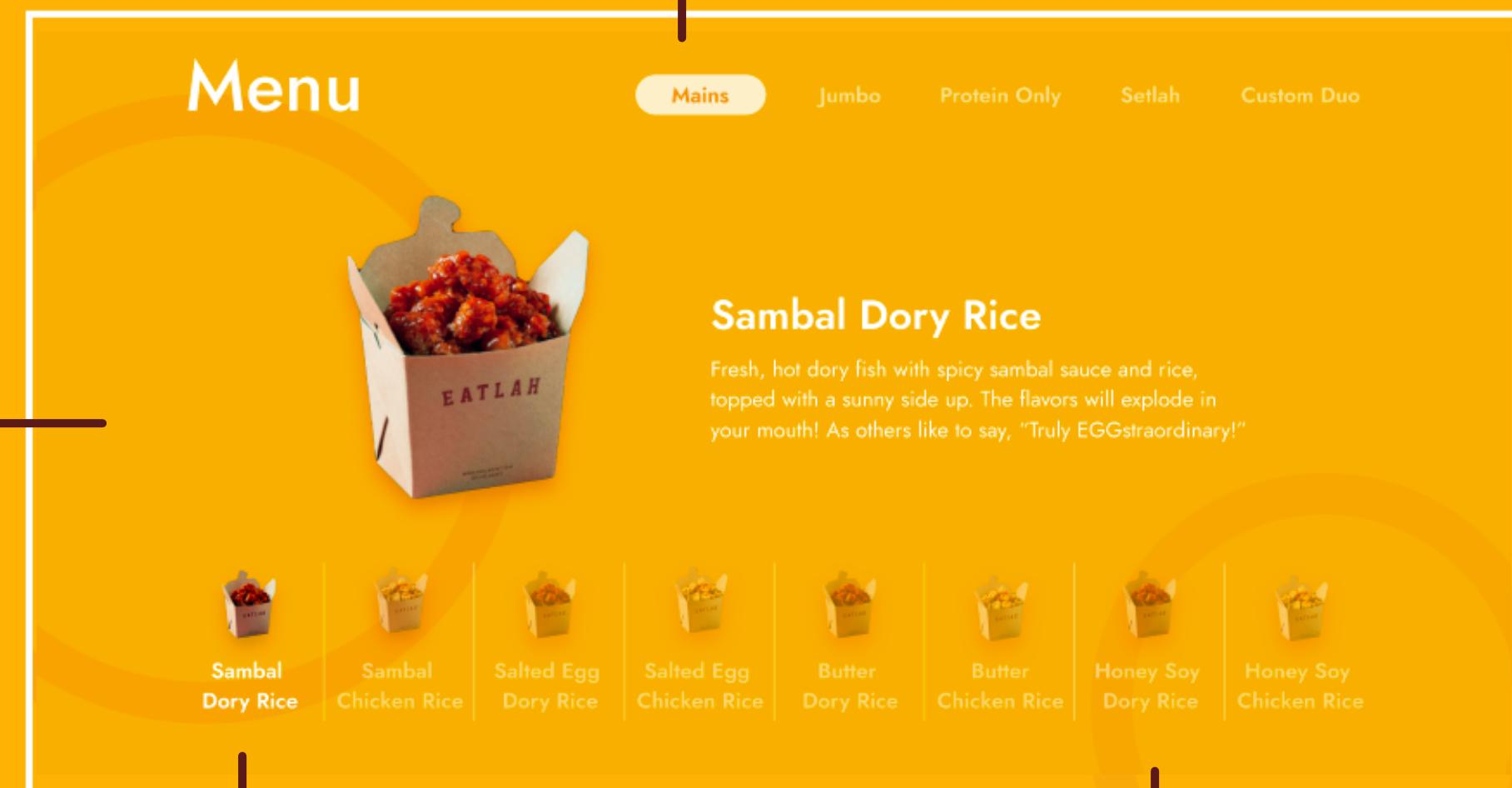
The menu options will be highlighted with higher color opacity to indicate the information displayed

1st

Choose what type of menu would users like to see. The button will have additional white rectangle background and yellow text. This remain until users click different menu types to indicate which menu type they're in.

2nd

This set of menu options will change along with the menu types users chose.



```
<section id="menu">
```

```
<h2>Menu</h2>
```

Menu

```
<div id="menuimg_target" class="menuimg" style="background-image:url('images/mains_sambaldory.png')></div>
```

```
Mains      Jumbo      Protein Only      Setlah      Custom Duo
```

Sambal Dory Rice

Fresh, hot dory fish with spicy sambal sauce and rice, topped with a sunny side up. The flavors will explode in your mouth! As others like to say, "Truly EGGstraordinary!"

```
<h3 id="menutext_target_h3">S<br><h3 id="menutext_target_h3">S<br><p id="menutext_target_p"> |
```



Sambal
Chicken Rice



Sambal
Dory Rice



Salted Egg
Dory Rice



Salted Egg
Chicken Rice



Butter
Dory Rice



Butter
Chicken Rice



Honey Soy
Dory Rice



Honey Soy
Chicken Rice

```
<div class="each_mo" id="menu_one" onclick="menuselection('0');one();"><div class="menu_option_title">Sambal Chicken Rice</div></div>
```

```
.each_mo{border-right: 2px solid rgba(255,255,255,0.5);}
```

Mains

Jumbo

Protein Only

Setlah

Custom Duo

```
174 button.option_button{  
184     opacity: 0.7;  
186 }  
188 button.option_button:hover{  
189     opacity: 1;  
190 }  
192 button.option_button:active{  
193     background: rgba(255, 255, 255, 0.8);  
194     color: rgba(234, 146, 19, 1);  
195 }
```



```
149 .each_mo:hover{  
150     border-right: 2px solid rgba(255,255,255,0.5);  
151 }  
152 .each_mo:active{  
153     opacity: 100%;  
154 }  
156 .each_mo:active .menu_option_img{  
157     opacity: 100%;  
158 }  
160 .each_mo:active .menu_option_title{  
161     opacity: 100%;  
162 }  
163 }
```

- Pseudo-class for animations.



Sambal
Chicken Rice

```
document.getElementById("menu_one").click();
```

```
function one(){  
    document.getElementById('menu_one').style.opacity = '100%';  
    document.getElementById('menu_two').style.opacity = '0.5';  
    document.getElementById('menu_three').style.opacity = '0.5';  
    document.getElementById('menu_four').style.opacity = '0.5';  
    document.getElementById('menu_five').style.opacity = '0.5';  
    document.getElementById('menu_six').style.opacity = '0.5';  
    document.getElementById('menu_seven').style.opacity = '0.5';  
    document.getElementById('menu_eight').style.opacity = '0.5';  
}
```

- To make the first menu option as the default clicked option, we used JavaScript `.click()` for `<div id="menu_one">`.

- To change appearance of the current menu option, we use the same JavaScript principle as in navigation bar's menus.

```

function menuselection(x) {
  var img_arr = [
    'images/mains_sambaldory.png',
    'images/mains_sambalchicken.png',
    'images/mains_saltedeggdory.png',
    'images/mains_saltedeggchicken.png',
    'images/mains_butterdory.png',
    'images/mains_butterchicken.png',
    'images/mains_honeysoydory.png',
    'images/mains_honeysoychicken.png'
  ];
  var title_arr = [
    'Sambal Dory Rice',
    'Sambal Chicken Rice',
    'Salted Egg Dory Rice',
    'Salted Egg Chicken Rice',
    'Butter Dory Rice',
    'Butter Chicken Rice',
    'Honey Soy Dory Rice',
    'Honey Soy Chicken Rice'
  ];
  var text_arr = [
    'Fresh, hot dory fish with spicy sambal sauce and rice, topped with a sunny side up. The flavors will explode in your mouth! As others like to say, "Truly EGGstraordinary!"',
    'Fresh, hot chicken meat with spicy sambal sauce and rice, topped with a sunny side up. The flavors will explode in your mouth! As others like to say, "Truly EGGstraordinary!"',
    'Fresh, hot dory fish with a savory salted egg flavored sauce and rice, topped with a sunny side up. A classic favorite of the customers!',
    'Fresh, hot chicken meat with a savory salted egg flavored sauce and rice, topped with a sunny side up. A classic favorite of the customers!',
    'Fresh, hot dory fish glazed in butter sauce over a warm portion of rice and a sunny side up! There's truly nothing else BUTTER than this!',
    'Fresh, hot chicken meat glazed in butter sauce over a warm portion of rice and a sunny side up! There's truly nothing else BUTTER than this!',
    'Oh HONEY, we got the dish for you! Feast in the soft dory fish, coated in our special honey soy sauce along with a portion of warm rice and a sunny side up!',
    'Oh HONEY, we got the dish for you! Feast in the juicy chicken meat, coated in our special honey soy sauce along with a portion of warm rice and a sunny side up!'
  ];
  document.getElementById('menuimg_target').style.backgroundImage = "url('" + img_arr[x] + "')";
  document.getElementById('menutext_target_h3').innerHTML = title_arr[x];
  document.getElementById('menutext_target_p').innerHTML = text_arr[x];
}

```

- JavaScript for <div class="each_mo">
 - var img_arr: for images
 - var title_arr: for h3
 - var text_arr: for paragraph
- For image: backgroundImage is changed
- For texts: innerHTML is changed

The outlets



A menu on the outlets which shows Eatlah's city branches.



A preview of the Eatlah's outlets in the current city (recommendation).

Semarang Normal

Semarang Hovered

Semarang Pressed Current

The Eatlah branch outlet's name.

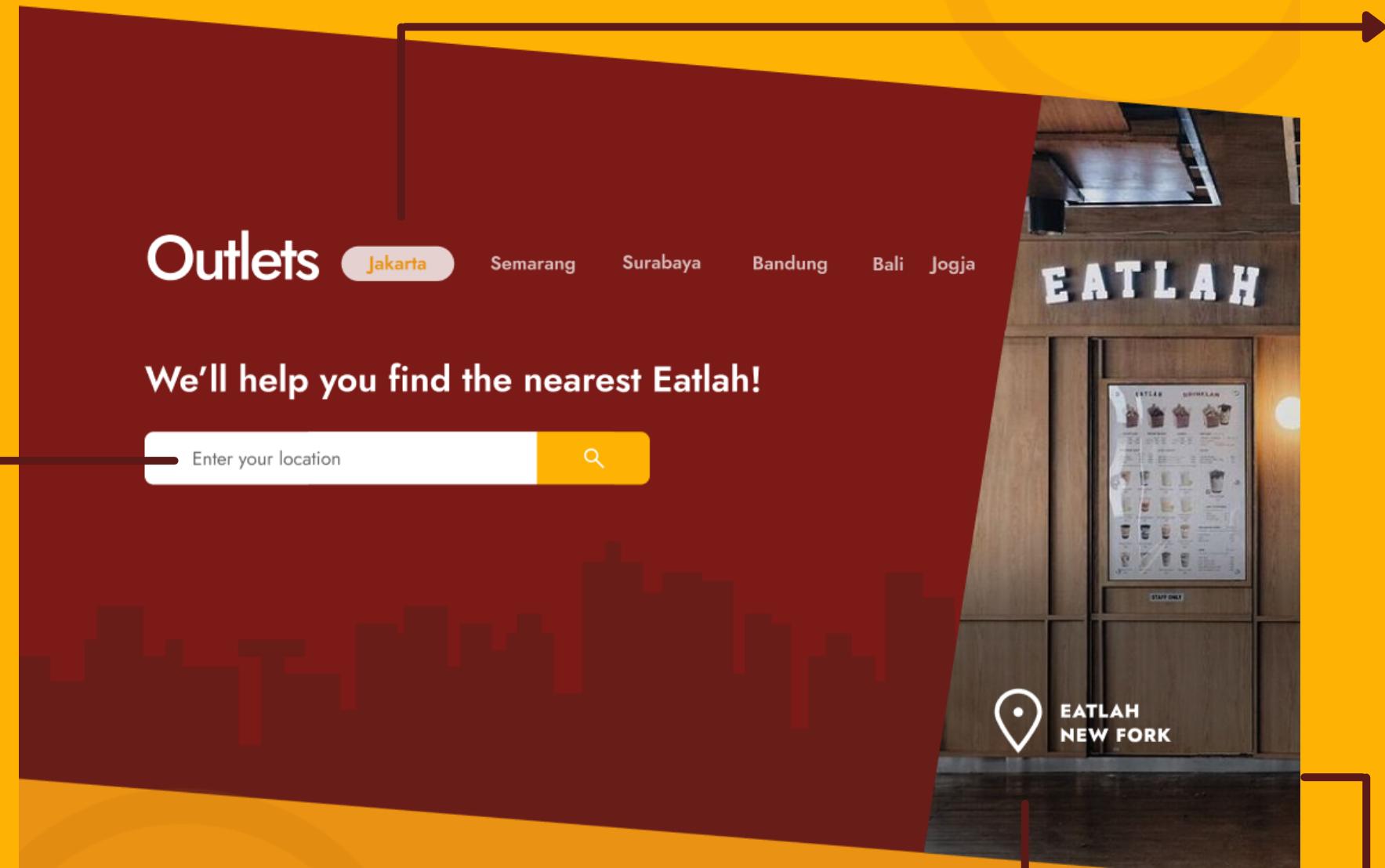
How does the outlets work



4th

Type in users location search bar to search for their nearest Eatlah outlets around it.

The nearest Eatlah outlet will appear on the preview with its outlet's name and also the location information.



3rd

The outlet name on the previewed picture will also be shown.

1st

Choose which city do users want to look for. The button's appearance will change and remain until you click on a different city to indicate the current city page.

2nd

A preview of the most popular outlet in that city will show up.

```
<section id="outlets">
```

The image shows a user interface for a website. At the top, there is a navigation bar with a list of cities: Jakarta, Semarang, Surabaya, Bandung, Bali, and Jogja. The 'Jakarta' button is highlighted with a yellow background and white text. Below the navigation, there is a heading 'Outlets' and a search bar with the placeholder 'Enter your location'. A modal window is open, showing a list of outlets: Jakarta, Semarang, Surabaya, Bandung, Bali, and Jogja. The 'Jakarta' button in the modal is also highlighted with a yellow background and white text. Below the modal, there is a heading 'We'll help you find the nearest Eatlah!' and a search bar with the placeholder 'Enter your location'. A photograph of an Eatlah restaurant is shown on the right, with a location pin icon and the text 'EATLAH NEW YORK'.

```
<button id="jkt" class="option_button out active" onclick="openOutlets(event, 'jakarta')">Jakarta</button>
<button id="smrg" class="option_button out" onclick="openOutlets(event, 'semarang')">Semarang</button>
<button id="sby" class="option_button out" onclick="openOutlets(event, 'surabaya')">Surabaya</button>
<button id="bdg" class="option_button out" onclick="openOutlets(event, 'bandung')">Bandung</button>
<button id="bl" class="option_button out" onclick="openOutlets(event, 'bali')">Bali</button>
<button id="jog" class="option_button out" onclick="openOutlets(event, 'jogja')">Jogja</button>
```

```
<h2>Outlets</h2>
```

```
Outlets
```

```
Jakarta Semarang Surabaya Bandung Bali Jogja
```

```
We'll help you find the nearest Eatlah!
```

```
Enter your location
```

```
We'll help you find the nearest Eatlah!
```

```
<input type="text" placeholder="Enter your location" id="location_input">
<button>
  
</button>
.input_search:active{
  background-color: #C96304;
}
```

```
<div class="location_info" id="jakarta">
```

```
EATLAH NEW YORK
```

- Pseudo-class for animations

Jakarta

Semarang

Surabaya

Bandung

Bali

Jogja

```
<button id="jkt" class="option_button out active" onclick="openOutlets(event, 'jakarta')">Jakarta</button>
<button id="smrg" class="option_button out" onclick="openOutlets(event, 'semarang')">Semarang</button>
<button id="sby" class="option_button out" onclick="openOutlets(event, 'surabaya')">Surabaya</button>
<button id="bdg" class="option_button out" onclick="openOutlets(event, 'bandung')">Bandung</button>
<button id="bl" class="option_button out" onclick="openOutlets(event, 'bali')">Bali</button>
<button id="jog" class="option_button out" onclick="openOutlets(event, 'jogja')">Jogja</button>
```

```
function openOutlets(evt, cityName) {
  var i, tabcontent, tablinks;

  tabcontent = document.getElementsByClassName("location_info");
  for (i = 0; i < tabcontent.length; i++) {
    tabcontent[i].style.display = "none";
  }

  tablinks = document.getElementsByClassName("out");
  for (i = 0; i < tablinks.length; i++) {
    tablinks[i].className = tablinks[i].className.replace(" active", "");
  }

  document.getElementById(cityName).style.display = "block";
  evt.currentTarget.className += " active";
}
```

- All buttons have different id, as a part of making JavaScript function called "*openOutlets()*"

Mains

Jumbo

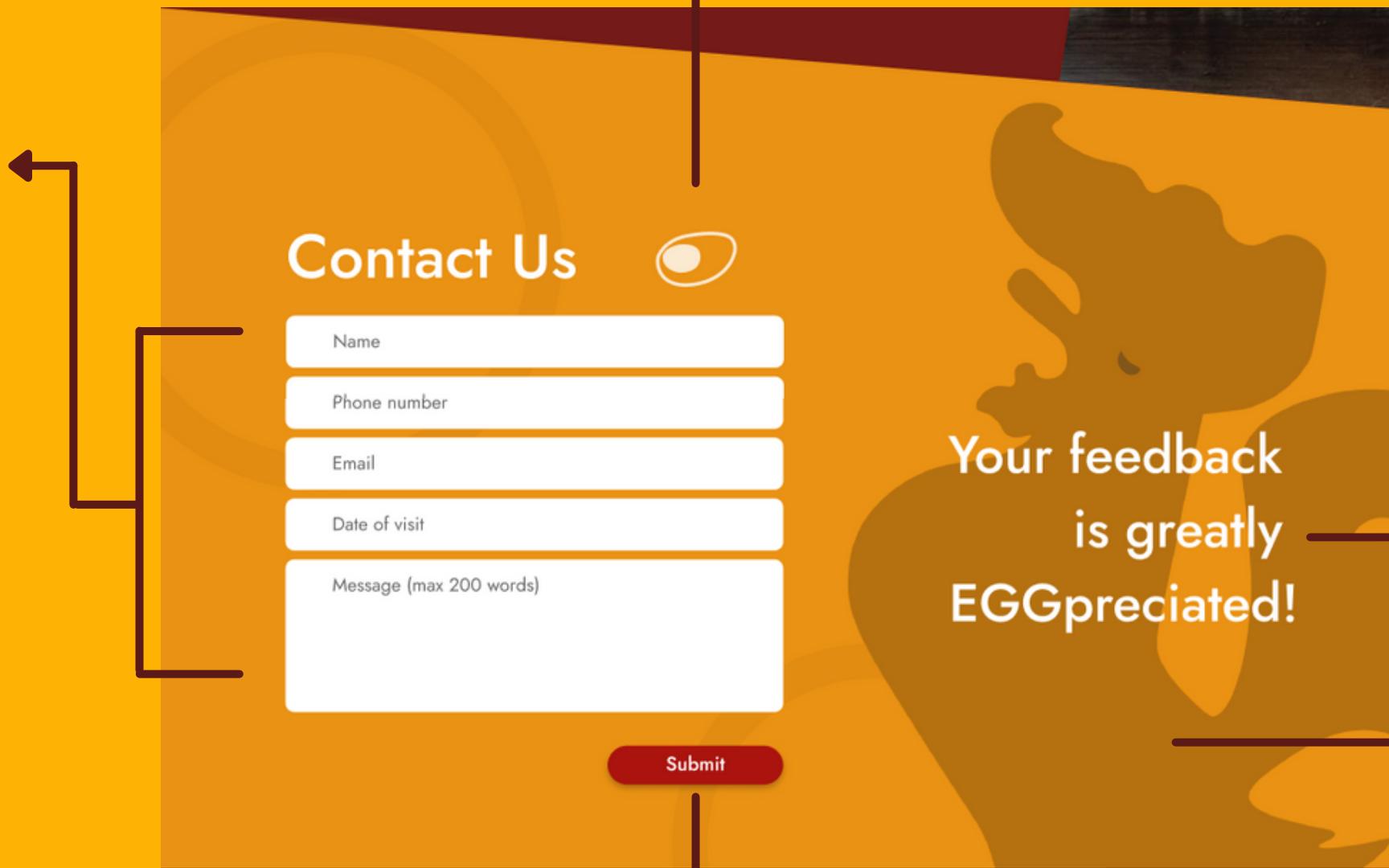
Protein Only

Setlah

Custom Duo

The contact us

- Input boxes for users to fill in.



The image shows a contact form titled "Contact Us" with a boiled egg illustration and a chicken image.

The contact form includes:

- Input boxes for Name, Phone number, Email, Date of visit, and Message (max 200 words).
- A "Submit" button.

The boiled egg illustration is a small, simple drawing of a boiled egg with a small hole on top. The chicken image is a stylized, orange and yellow illustration of a chicken standing on its hind legs, with its head tilted back and its beak open as if it's cheering or shouting.

Annotations with arrows point to specific elements:

- An arrow points to the input boxes with the text: "Input boxes for users to fill in."
- An arrow points to the boiled egg illustration with the text: "A boiled egg small illustration."
- An arrow points to the chicken image with the text: "A short friendly message."
- An arrow points to the "Submit" button with the text: "Submit button."

Below the contact form, there are three "Submit" buttons shown in different states:

- Normal (light orange background)
- Hovered (darker orange background)
- Pressed (dark red background)

Normal

Hovered

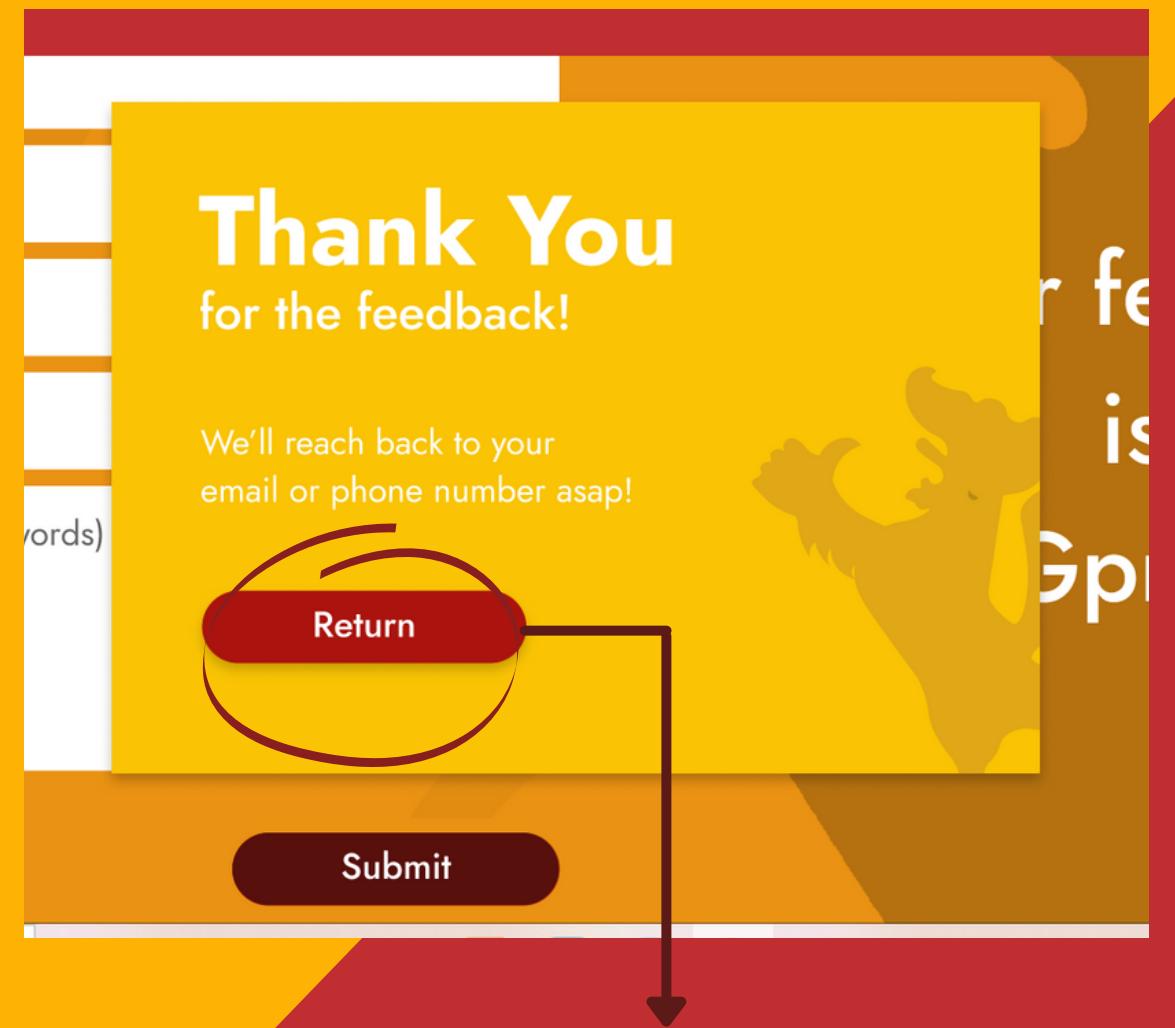
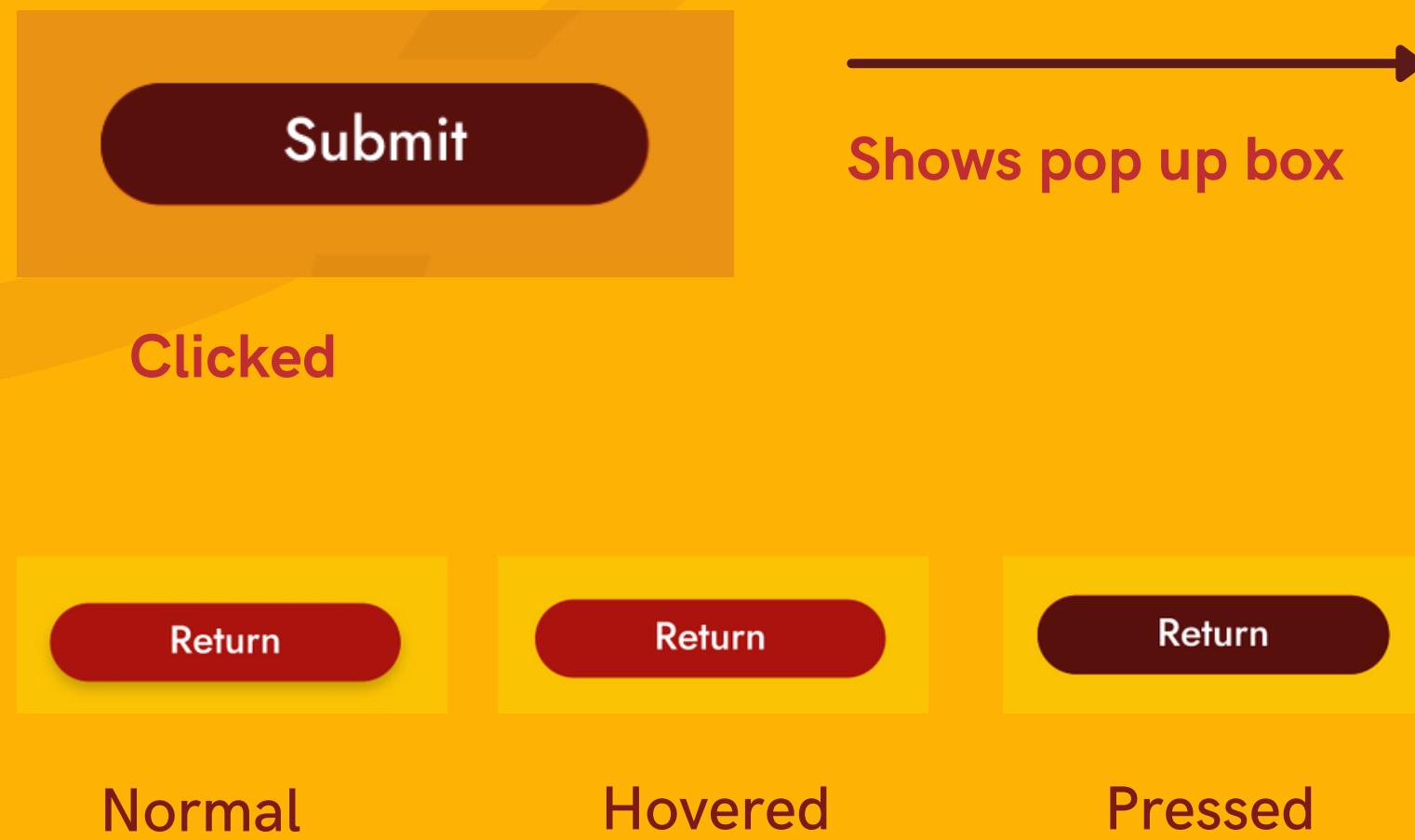
Pressed

A boiled egg small illustration.

A short friendly message.

A chicken image to make the page appear more lively.

Submit pop up box



Close pop up box

X symbol is not used as the close button because "return button" will capture the users attention more and gives clearer direction

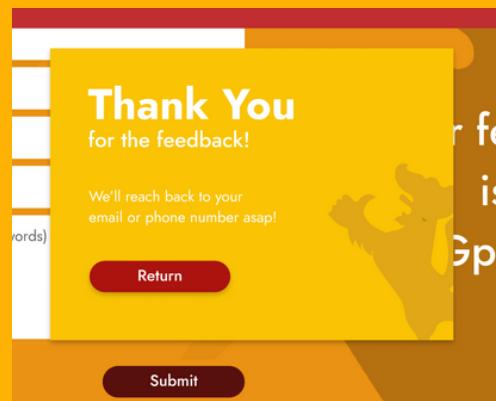
```
<section id="contact">
```

Contact Us

Contact Us



```
<div class="contact_input_cont">
  <input type="text" placeholder="Name" class="contact_input first">
  <input type="text" placeholder="Phone number" class="contact_input">
  <input type="text" placeholder="Email" class="contact_input">
  <input type="text" placeholder="Date of visit" class="contact_input">
  <textarea id="message" placeholder="Message (max 200 words)">
  </textarea>
```



```
<button onclick="popupContact()">Submit</button>
```

```
<button id="return" onclick="closePopUpContact()">Return</button>
```

Your feedback
is greatly
EGGpreciated!

5.2

DESKTOP DESIGN

ABOUT US



Why do
we need an
"about us"
page?

Introduction

The origins of Eatlah.
We have egg shells
and chicken graphic
to decorate.



The screenshot shows the Eatlah website homepage. The header features the word "EATLAH" in a bold, yellow, sans-serif font, with "EN" in a smaller font to its right. A navigation bar with links for "Menu", "About Us", "Outlets", and "Contact Us" is positioned above a large, stylized graphic of a person's head and shoulders. The background of the page is a dark red color. The main headline "Coming Out of the Shell" is displayed in a large, yellow, bold font. Below the headline, a text block describes Eatlah as a street food stall that has become a refuge for salted egg chicken enthusiasts due to its commitment to quality and taste. The graphic on the right side of the page is a dark red silhouette of a person's head and shoulders, with a white eggshell graphic overlaid on the bottom left.

EATLAH EN

Menu About Us Outlets Contact Us

Coming Out of the Shell

Eatlah is a street food stall, but it is more fitting to be dubbed as a refuge for salted egg chicken enthusiasts. Apart from its eye-catching stall, it's their commitment in delivering one good dish and doing it well that makes Eatlah stand out. Don't be surprised to see this modest dish invading Indonesia soon.

```
<h1>Coming Out of the Shell</h1>
```

```
<p class="bigger_p">E
```

Coming Out of the Shell

Eatlah is a street food stall, but it is more fitting to be dubbed as a refuge for salted egg chicken enthusiasts. Apart from its eye-catching stall, it's their commitment in delivering one good dish and doing it well that makes Eatlah stand out. Don't be surprised to see this modest dish invading Indonesia soon.

The founders

The founders and their journey in making Eatlah, so customers can get to know them.

Founders

After living for nearly a decade in Singapore and Malaysia, the dish had become the primary refuge for the trio behind Eatlah (Riesky Vernandes, Charina Prinandita, and Michael Chrisyanto) when it comes to quick and easy meal during their student days.

After moving back to Indonesia for good, they hankered to bring the authentic taste of Singaporean salted egg chicken to Jakarta, which led them to learn more about the recipe of the dish from their favourite salted egg chicken stall in Singapore.



Riesky
Vernandes



Charina
Prinandita



Michael
Chrisyanto

The pictures of the founders and their names right under their pictures.

```
<section id="founders">
```

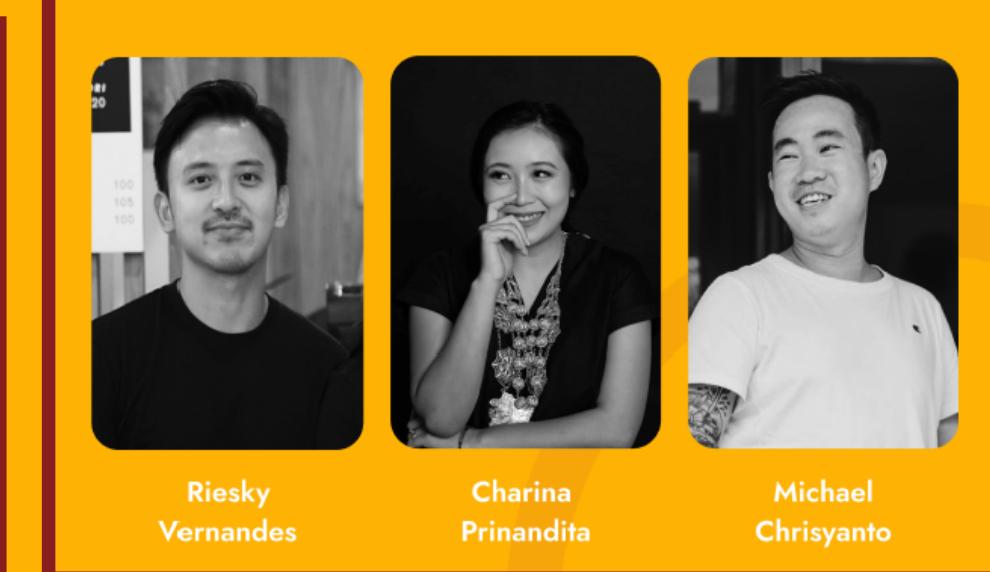
```
<h2>Founders</h2>
```

Founders

After living for nearly a decade in Singapore and Malaysia, the dish had become the primary refuge for the trio behind Eatlah (Riesky Vernandes, Charina Prinandita, and Michael Chrisyanto) when it comes to quick and easy meal during their student days.

After moving back to Indonesia for good, they hankered to bring the authentic taste of Singaporean salted egg chicken to Jakarta, which led them to learn more about the recipe of the dish from their favourite salted egg chicken stall in Singapore.

```
<p class="first">  
behind Eatlah (Ric  
student days.  
</p>  
<br>  
<p>After moving ba  
Jakarta, which le  
Singapore.  
</p>
```



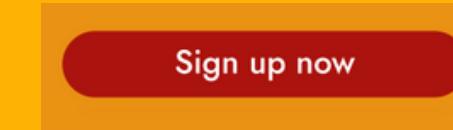
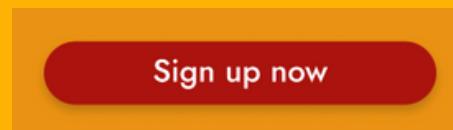
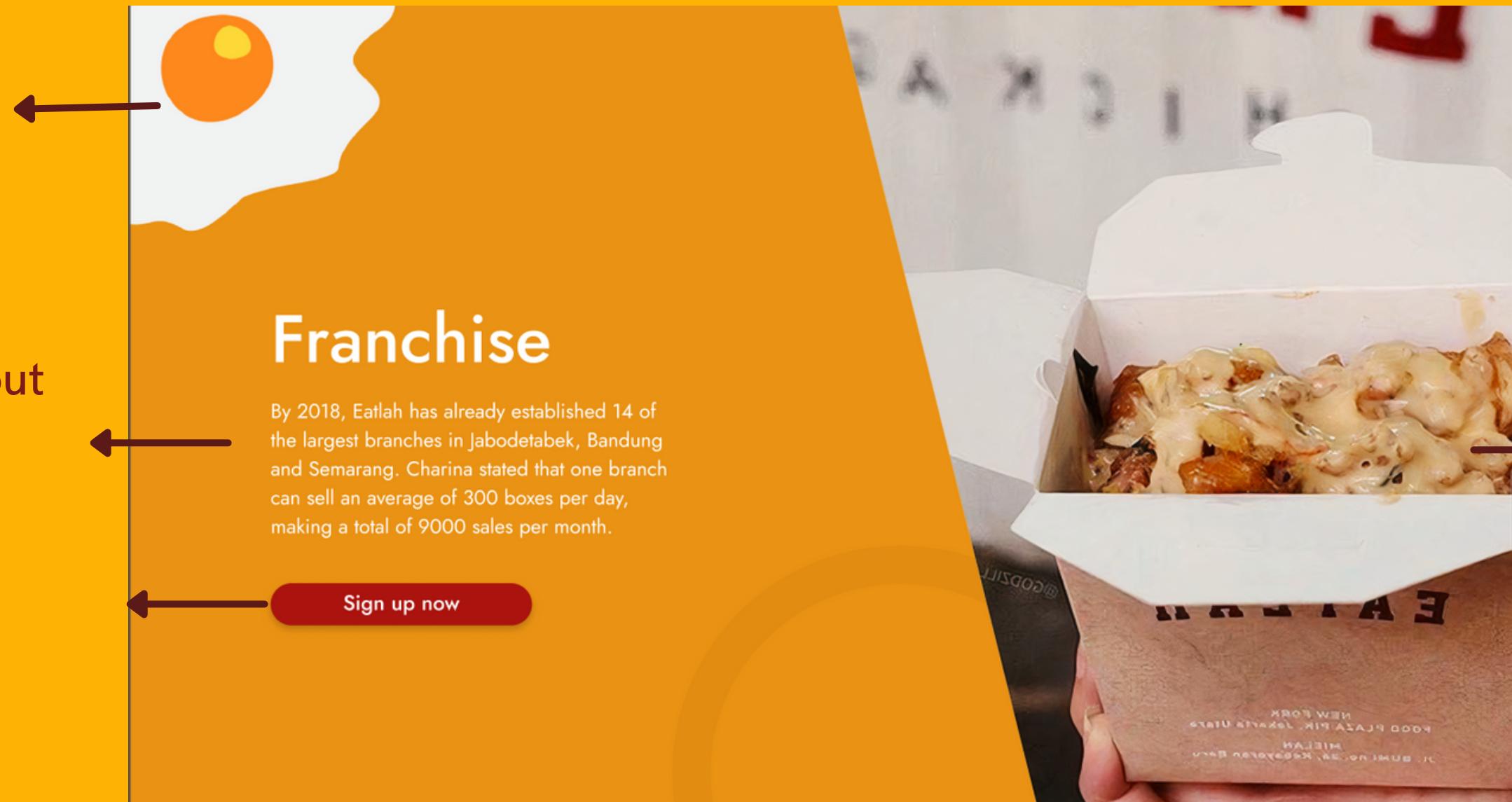
```
<div class="founders_container first">  
    
  <div class="founders_name">Riesky Vernandes</div>  
</div>
```

Franchise - section

An egg as decor.

Brief description about Eatlah's franchise.

Button that opens/download a pdf franchise form.

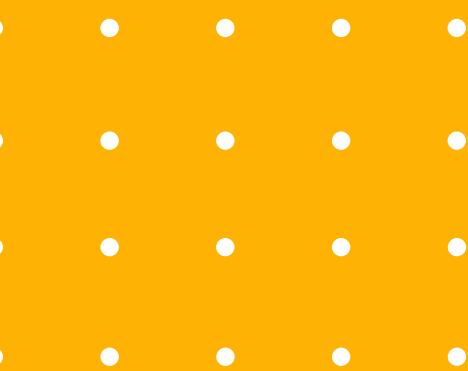


Normal

Hovered

Pressed

As the last section to make user feel more inclined to sign up after reading Eatlah's stories.



Franchise - sign up form

EATLAH

Franchise Application Form Guide

- The franchise application form is available in both ENGLISH and INDONESIAN language (Formulir ini tersedia dalam bahasa INGGRIS dan bahasa INDONESIA)
- You are given the option to fill in any of the two provided languages (Anda diberi pilihan untuk mengisi salah satu dari dua bahasa yang disediakan)
- When done, please kindly submit the filled application form to our WHATSAPP or EMAIL (Setelah selesai, silakan kirimkan formulir yang sudah diisi ke WHATSAPP atau EMAIL kami)

WHATSAPP: +62 821-1107-8742
EMAIL: eatlah@gmail.com

EATLAH

FRANCHISE APPLICATION INFORMATION
Please ensure that all form fields are completed in legible handwriting. Please attach a personal resume where applicable.

Personal Information:

Name: _____ I/C No: _____ Sex: _____
Address: _____
Post Code: _____ Tel: _____ Fax: _____
Hand phone: _____ Email: _____
Date of Birth: _____ Nationality: _____

Educational Information:

Education (Highest Level Completed): _____
Name of College/University/School: _____
Qualification Attained: _____ (Degree/Diploma/Certificate/Others)

Occupational Information

Position: _____ Company: _____
Date Employed: _____ Are you a Director of any company? ()Yes ()No
Please list any companies where you hold a directorship:

Eatlah - Franchise Application Form

EATLAH

FORMULIR APLIKASI WARALABA
Pastikan semua bagian Dari formulir ini terisi dengan tulisan yang jelas. Sertakan resume pribadi Anda bila ada.

Data Diri:

Nama: _____ I/C No: _____ Jenis Kelamin : _____
Alamat: _____
Kode pos: _____ Tel: _____ Fax: _____
Hand phone: _____ Email: _____
Tanggal lahir: _____ Kewarganegaraan: _____

Informasi Pendidikan:

Pendidikan Terakhir: _____
Nama Universitas/Sekolah: _____
Kualifikasi Tercapai: _____ (Degree/Diploma/Certificate/Others)

Informasi Pekerjaan:

Posisi: _____ Perusahaan: _____
Tanggal Bekerja: _____ Apakah Anda direktur perusahaan? ()Iya ()Tidak
Sebutkan perusahaan dimana Anda memegang jabatan direktur:

Eatlah - Formulir Aplikasi Waralaba

`<h2>Franchise</h2>`

`<p>By 2018, Eatlah has already established 14 of the largest branches in Jabodetabek, Bandung and Semarang. Charina stated that one branch can sell an average of 300 boxes per day, making a total of 9000 sales per month.`

`Sign up now`

`Sign up now`

- Pseudo-class for button animations.

```
#franchise a.button:hover{  
  box-shadow: none;  
}  
  
#franchise a.button:active{  
  box-shadow: none;  
  background: #58100D;  
}
```

06

RESPONSIVE



MINGGU TERAKHIR

DARI

EATLAH x Pò

Cobain Sekarang!

Pesan Eatlah in Grab dan Gojek

Menu Mains

Sambal Dory Rice

Ikan dori hangat dengan saus sambal pedas, nasi, dan telur mata sapi diatasnya. Rasa yang enak banget, mengunggah selera makan!

Sambal Dory Rice

Sambal Chicken Rice

Salted Egg Dory Rice

Gerai

Jakarta

Gerai Jakarta ▼

Yuk, kami bantu cari Eatlah terdekat!

🔍

Hubungi Kami ✉

Kirim

A yellow mobile phone screen with a black newsletter sign-up bar at the bottom. The bar contains text and input fields for email and social media links.

The image shows a vertical menu on the left side of a screen. The menu items are 'EN', 'ID', 'X', 'Menu', 'Gerai', 'Tentang Kami', and 'Hubungi Kami'. The background is white with a vertical orange stripe on the left. A large, stylized gray bird logo is on the right.



EATLAH



Cerita tentang Eatlah

Eatlah merupakan gerai makanan, yang dikenal sebagai tempat berkumpulnya para penggemar *salted egg chicken*. Selain bentuk gerai yang menarik, komitmen Eatlah untuk menyajikan dan memasak makanan yang sangat nikmat membuat Eatlah berbeda dari yang lain. Jangan kaget kalau makanan ini mendominasi seluruh Indonesia, ya!



Pendiri

Setelah hampir 1 dekade tinggal di Singapura dan Malaysia, makanan ini menjadi favorit bagi 3 pendiri Eatlah (Riesky Vernandes, Charina Prinandita, and Michael Chrisyanto) karena penyajiannya yang cepat dan mudah, terutama di hari-hari sekolah.

Setelah pulang ke Indonesia, mereka ingin membawa cita rasa asli *salted egg chicken* (ayam telur asin) Singapura ke Jakarta. Mereka mulai belajar lebih lanjut tentang resep *salted egg chicken* dari restoran favorit mereka di Singapura yang menjual makanan ini.



Riesky
Vernandes



Charina
Prinandita



Michael
Chrisyanto

Pendiri

Setelah hampir 1 dekade tinggal di Singapura dan Malaysia, makanan ini menjadi favorit bagi 3 pendiri Eatlah (Riesky Vernandes, Charina Prinandita, and Michael Chrisyanto) karena penyajiannya yang cepat dan mudah, terutama di hari-hari sekolah.

Setelah pulang ke Indonesia, mereka ingin membawa cita rasa asli *salted egg chicken* (ayam telur asin) Singapura ke Jakarta. Mereka mulai belajar lebih lanjut tentang resep *salted egg chicken* dari restoran favorit mereka di Singapura yang menjual makanan ini.



Riesky
Vernandes



Charina
Prinandita



Michael
Chrisyanto

Waralaba

Per tahun 2018, Eatlah sudah memiliki 14 gerai yang tersebar di Jabodetabek, Bandung dan Semarang. Menurut Charina, rata-rata satu gerai mampu memproduksi dan menjual sekitar 300 kotak per harinya, atau 9.000 kotak per bulan.

[Daftar sekarang](#)

ID

Terima Kasih

sudah berlangganan!

Cek emailmu! Kami mempunyai beberapa hal menarik untukmu. Psstt, ada kode promo juga, lho!

[Kembali](#)

Terima Kasih

atas masukannya!

Kami akan menghubungi kamu lewat email atau telepon secepatnya!

[Kembali](#)



Font, button, and input are declared in global.css, for both desktop and responsive

@media (max-width: 500px)

```
120  h1{  
121      font-weight: 600;  
122      font-size: 40px;  
123      color: #FDBC1C;  
124  }  
125  
126  h2{  
127      font-weight: 500;  
128      font-size: 40px;  
129      color: #FFFFFF;  
130  }  
131  
132  h3{  
133      font-weight: 600;  
134      font-size: 24px;  
135      color: #FFFFFF;  
136  }  
137  
138  h4{  
139      font-weight: bold;  
140      font-size: 21px;  
141      color: #FFFFFF;  
142  }  
143  
144  p{  
145      font-size: 18px;  
146      line-height: 25.2px;  
147      color: #FFFFFF;  
148  }  
149  
150  .bigger_p{  
151      font-weight: 300;  
152      font-size: 21px;  
153      line-height: 29.4px;  
154  }  
168  div.popup_heading{  
169      font-size: 40px;  
170  }  
171  
172  div.popup_subheading{  
173      font-size: 20px;  
174  }  
146  button{  
147      font-size: 20px;  
148  }  
149  
150  input, textarea{  
151      width: 446px;  
152      height: 59px;  
153      padding-left: 33px;  
154      box-sizing: border-box;  
155      border: none;  
156      font-size: 18px;  
157      color: rgba(0, 0, 0, 0.6);  
158      border-radius: 7px;  
159  }  
160
```

- Some HTML structure used in responsive are the ones from desktop, the only difference is the positioning and sizing.
 - We will explain only the different ones
 - Button's hover animation are removed by redeclaring properties in ::hover pseudo-class with the same value as in their normal state.

6.1

RESPONSIVE DESIGN

NAVIGATION

Navigation - Hamburger menu

Desktop



When the Hamburger menu is clicked, the menu will slide in.



Slide in menu

Navigation - Inside the menu

The image is a composite of several elements related to navigation and user interface design:

- Navigation Menu:** On the left, a vertical navigation menu is shown with a red header bar. The header bar contains the text "EN" and "ID" on the left and a white "X" icon on the right. Below the header, the menu items are listed vertically: "Menu", "Outlets", "About Us", and "Contact Us".
- Close button:** A callout arrow points to the white "X" icon in the red header bar, labeled "Close button.".
- Shortened language button:** A callout arrow points to the "EN" and "ID" text in the red header bar, labeled "Shortened language button.".
- The navigation is arranged vertically:** A callout arrow points to the list of menu items below the header, labeled "The navigation is arranged vertically.".
- State Diagrams:** In the center, there are two small square diagrams labeled "ID". The left one is labeled "Normal" and the right one is labeled "Pressed".
- Graphic:** In the center-right, there is a large, semi-transparent graphic of a person's head and shoulders, facing left and holding a piece of food.
- Below the navigation we added a chicken graphic:** A callout arrow points to the center-right area, labeled "Below the navigation we added a chicken graphic".
- Menu Buttons:** On the right, there are two rectangular buttons labeled "Menu". The top one is labeled "Normal" and the bottom one is labeled "Pressed".

```
<button id="hamb_button"></button>
```

- Hamburger menu button has display: none for desktop to hide it.
- JavaScript function *slideinmenu()* to call the menu when hamburger button is clicked.

```
<div id="responsive_menu">
```

```
111 #responsive_menu{  
112   width: 296px;  
113   height: 100vh;  
114   position: fixed;  
115   top: 0;  
116   left: -300px;  
117   padding: 0;  
118   margin: 0;  
119   background-color: #ffffff;  
120   z-index: 101;  
121   transition: left 0.5s;  
122 }  
123
```

- Slide in menu is made inside `<div id="responsive_menu">`.
- `<div id="responsive_menu">` has position: fixed, left value, transition value, and z-index value as a part of the positioning.
- Inside, we have `<a>` with JavaScript functions, like on desktop.
- Pseudo-class for animations.

```
#responsive_menu .menu_cont .responsive_menu_container:active{  
  background-color: #EDE7E2;  
}
```

```
<div id="top_responsive_menu">
  <div id="en">EN</div>
  <div id="idn">ID</div>
  <button></button>
</div>
```

- Close button is made inside `<div id="top_responsive_menu">` with JavaScript function `slideoutmenu()` to move the responsive menu outside browser window.
- JavaScript function used has a similar principle as for footer and contact us pop up box.

```
<script>
  function slideinmenu() {
    document.getElementById('responsive_menu').style.left = "0px";
  }

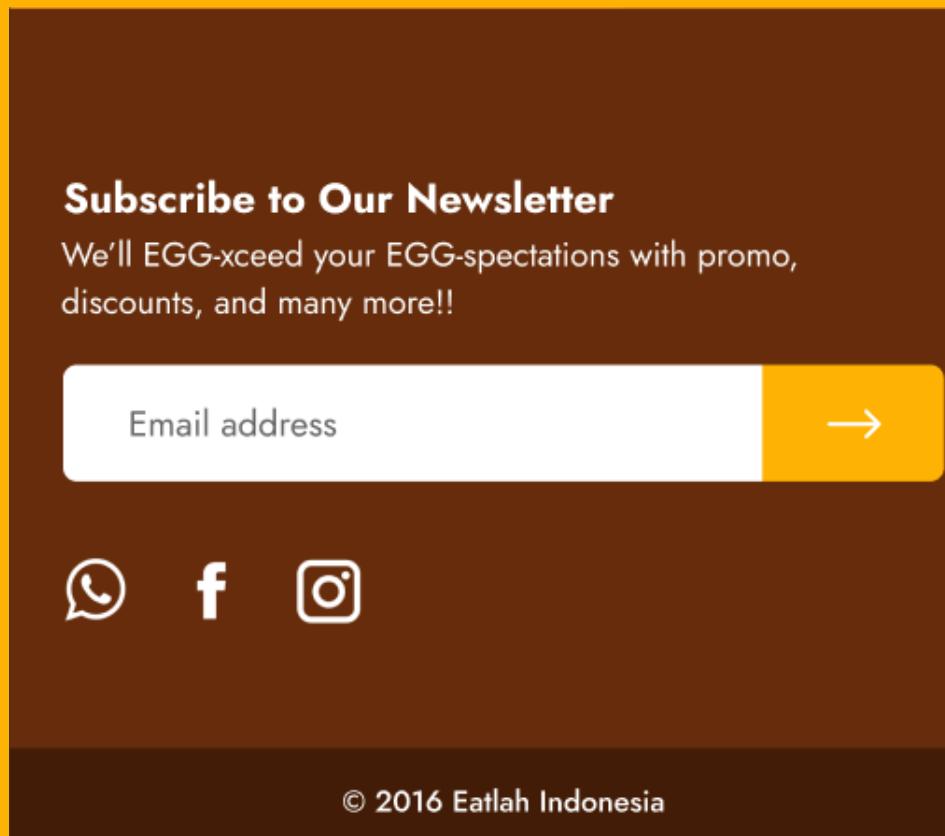
  function slideoutmenu() {
    document.getElementById('responsive_menu').style.left = "-310px";
  }
</script>
```

6.2

RESPONSIVE DESIGN

FOOTER

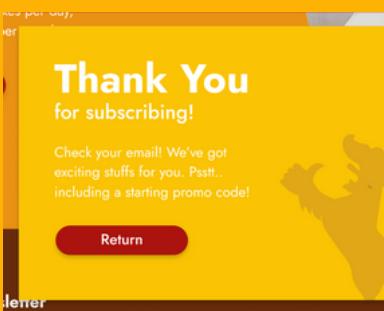
Footer



Normal

Pressed

Desktop



- The footer in the responsive design is similar to desktop's.
- Social media handles are now below newsletter subscription, because the elements are left-aligned.



Normal

Pressed

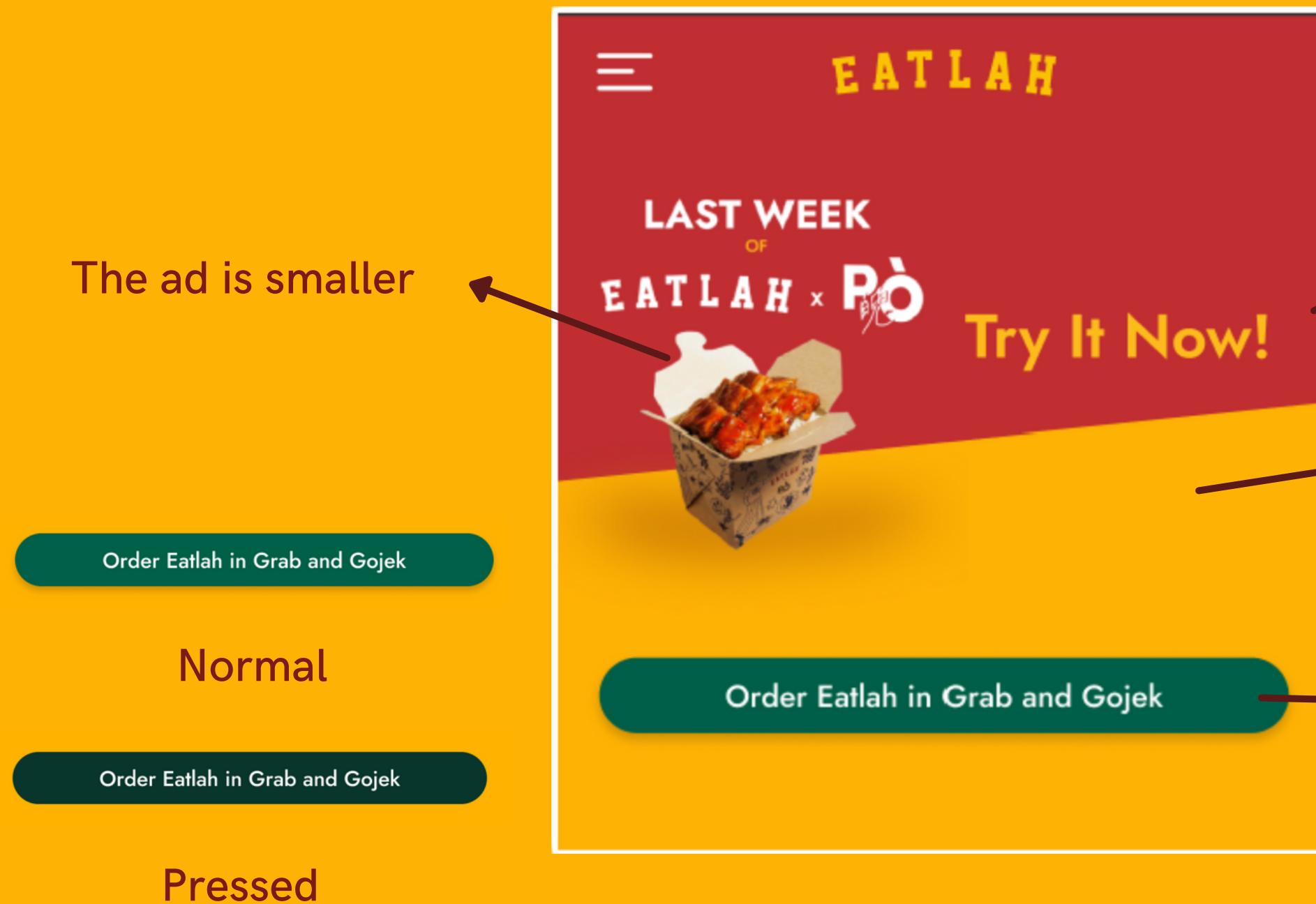
The responsive footer pop up box is smaller (adjusted to screen size).

6.3

RESPONSIVE DESIGN

Homepage

Advertisement



The heading without description.

```
#ads .text_container p.bigger_p{  
  display: none;  
}
```

The yellow background is raised to compensate for the missing text

- The order button now spans the entire screen and is right under the ad and text.
- The button behaves the exact same way as in desktop

Desktop ver.


```
<section id="menu">
```

```
div.desktop_menu_container{  
    display: none;  
}
```

Menu



Mains

```
<select name="menu" id="menu_select">  
    <option>Mains</option>
```

Butter Dory Rice

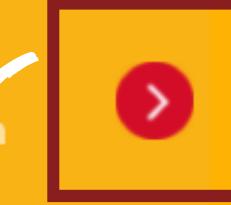
Fresh, hot dory fish glazed in butter sauce over a warm portion of rice and a sunny side up! There's truly nothing else BUTTER than this!

```
<h3 id="menuobtext_target_h3">  
<p id="menuobtext_target_p"> Fi...
```



Salted Egg
Chicken
Rice

Butter
Dory Rice



Butter
Chicken
Rice

```
<button id="arrow_left" onclick="leftarr()>  
      
      
</button>
```

```
<button id="arrow_right" onclick="rightarr()>  
      
      
</button>
```



```
<button id="arrow_left" onclick="leftarr()>
  
  
</button>

<button id="arrow_right" onclick="rightarr()>
  
  
</button>
```

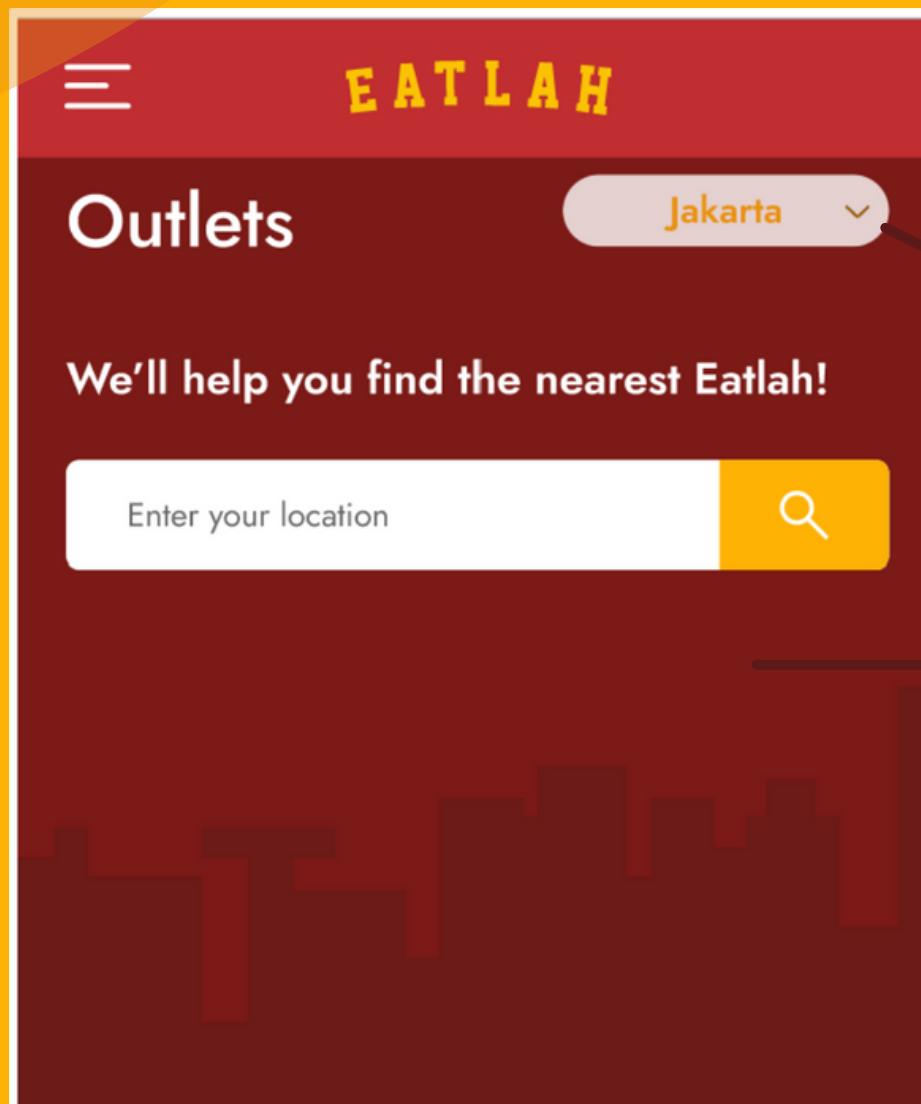
- Both buttons have different onclick functions:
 - leftarr() for left arrow button
 - rightarr() for right arrow button
- A looped carousel menu is made with JavaScript functions "document.getElementById()", "parseFloat()", and "if" statements.
- "If" statements are different in both arrows, since one goes forward, one backward.

```
<div id="seq1" style="display:none;>1</div>
<div id="seq2" style="display:none;>2</div>
<div id="seq3" style="display:none;>3</div>

<div class="menu_option_resp" id="menu_option_resp">
  <div id="mbone" class="each_momob" onclick="seq1click();">Sambal Dory Rice</div>
  <div id="mbtwo" class="each_momob" onclick="seq2click()>Sambal Chicken Rice</div>
  <div id="mbthree" class="each_momob last_menu_option" onclick="seq3click()>Salted Egg Dory Rice</div>
</div>
```



Outlets



```
<select name="outlets" id="outlets_select">
  <option>Jakarta</option>
```

The city buttons
are now in a
dropdown menu.

The search result will be
shown here
(Eatlah's name, address,
and location icon).



Normal



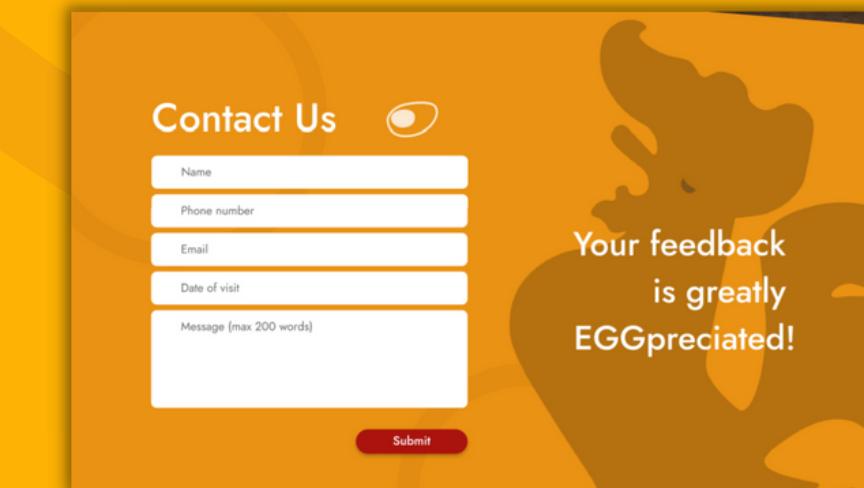
Pressed



Desktop ver.

Contact us

```
#contact div.chicken_contact_cont{  
  display: none;  
}
```



Desktop ver.

Input bars size are compressed.

No chicken graphic.

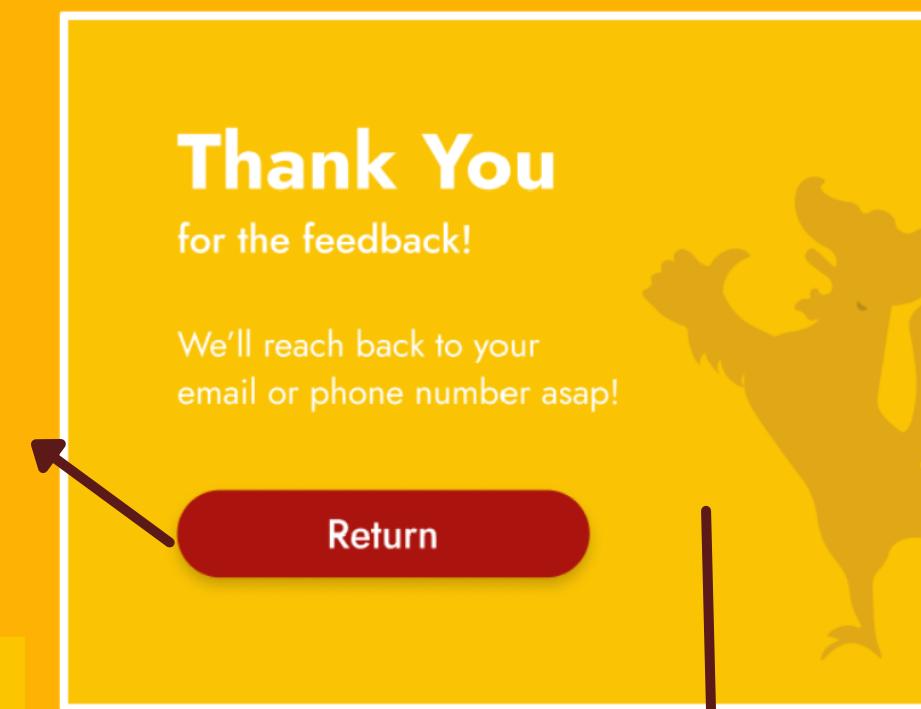
The button is bigger so it will be easy to press.

Button slightly bigger.

Normal

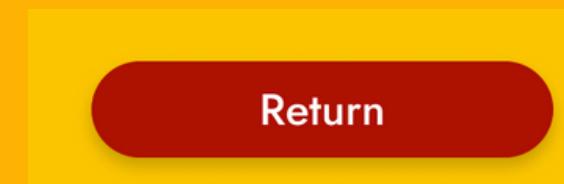
Pressed

Hovered



Elements are compressed.

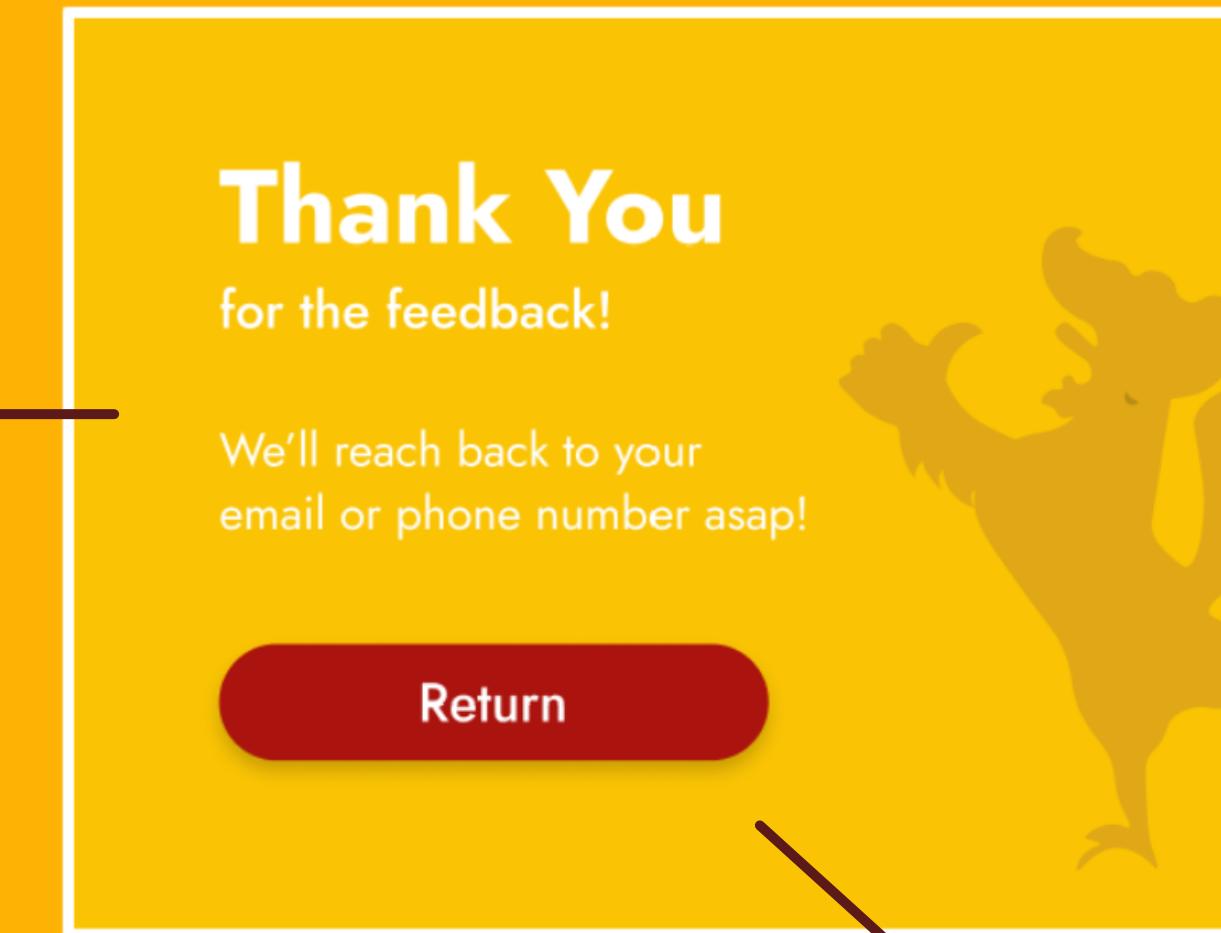
Contact us- pop up



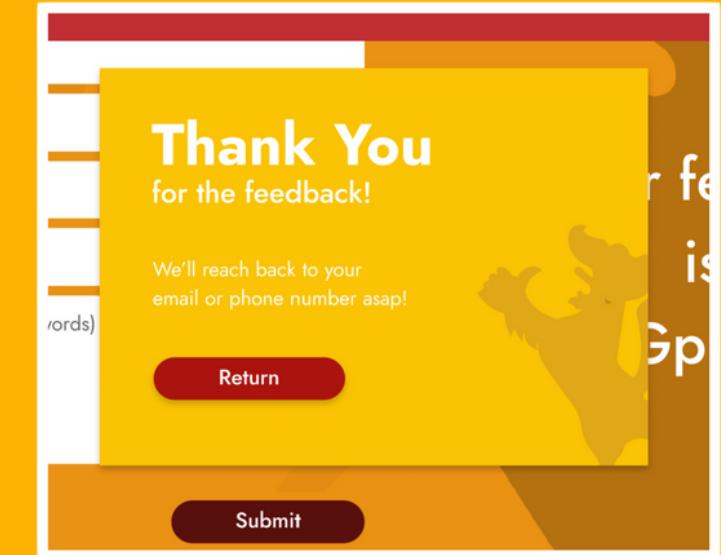
Normal



Hovered



The button slightly bigger so it will be easy to press.



Desktop ver.

5.3

RESPONSIVE DESIGN

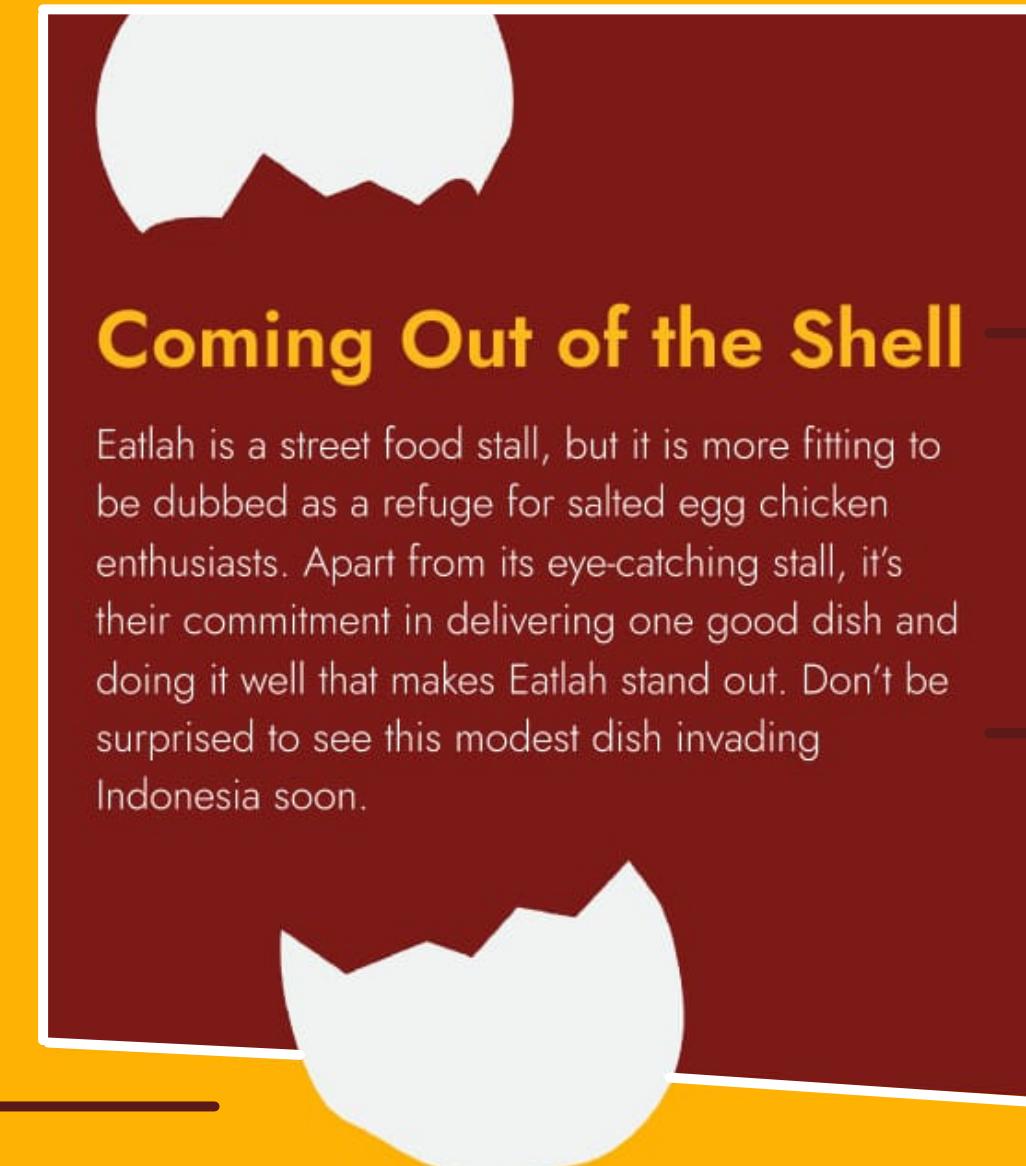
ABOUT US

Introduction

```
#history img.chick{  
  display: none;  
}
```



The egg shells
adjusted



Coming Out of the Shell

Eatlah is a street food stall, but it is more fitting to be dubbed as a refuge for salted egg chicken enthusiasts. Apart from its eye-catching stall, it's their commitment in delivering one good dish and doing it well that makes Eatlah stand out. Don't be surprised to see this modest dish invading Indonesia soon.

Change in size

No chicken graphic



Desktop ver.

The founders

Left-aligned like desktop



Founders

After living for nearly a decade in Singapore and Malaysia, the dish had become the primary refuge for the trio behind Eatlah (Riesky Vernandes, Charina Prinandita, and Michael Chrisyanto) when it comes to quick and easy meal during their student days.

After moving back to Indonesia for good, they hankered to bring the authentic taste of Singaporean salted egg chicken to Jakarta, which led them to learn more about the recipe of the dish from their favourite salted egg chicken stall in Singapore.



Riesky
Vernandes



Charina
Prinandita



Michael
Chrisyanto



Founders

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Riesky
Vernandes



Charina
Prinandita



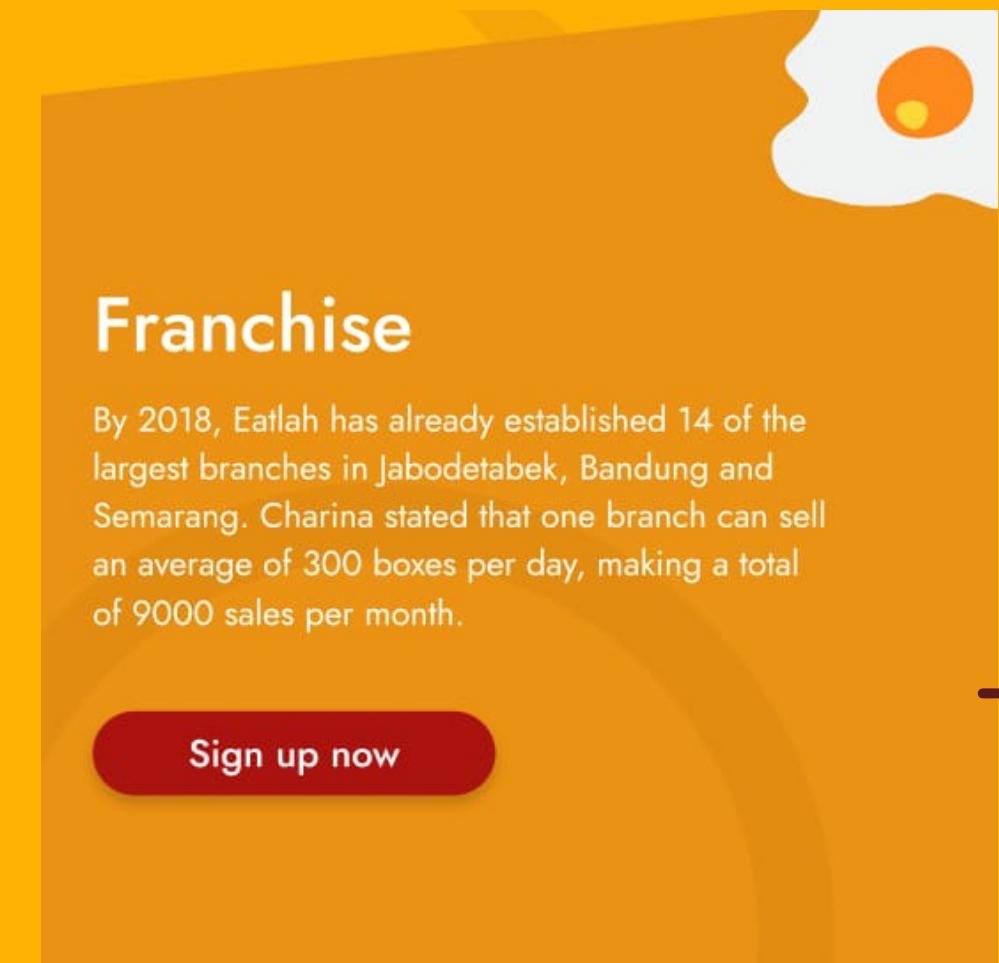
Michael
Chrisyanto

On desktop, the founders are on the right side, now it is under the paragraph

Franchise - section



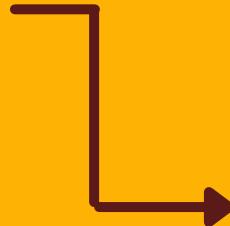
Compressed to fit
smaller screens



Franchise

By 2018, Eatlah has already established 14 of the largest branches in Jabodetabek, Bandung and Semarang. Charina stated that one branch can sell an average of 300 boxes per day, making a total of 9000 sales per month.

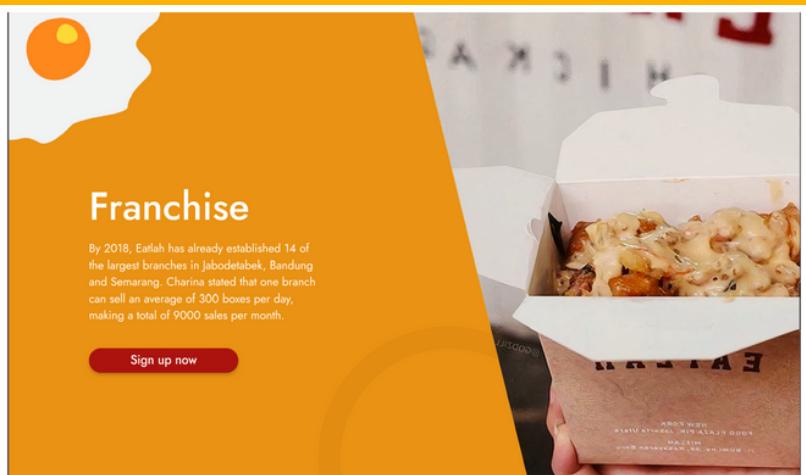
[Sign up now](#)



The egg image is now
positioned on the right
side



No food picture for
negative space.



Desktop ver.

Figma Link

Desktop: <https://www.figma.com/file/faaVNygppnGhSVTkT5Ua6C/EATLAH-desktop-Assignment-4?node-id=0%3A1>

Responsive: <https://www.figma.com/file/nLjnaqEfhrV31eO1sMtMKY/EATLAH-responsive-Assignment-4?node-id=0%3A1>

Github Link

Working Site: <https://audreysantoso.github.io/eatlah-responsive-ass4/index.html>

File Sources: <https://github.com/audreysantoso/audreysantoso.github.io/tree/main/eatlah-responsive-ass4>

- The git only work for 1440px and 500px screens.
- There might be some elements not reacting/working, such as the the Contact Us input bars, Outlets search bar, Language button and the Menu type buttons in Menu section.
- If some elements doesn't show up, etc, try a different browser since they may not be supported by your selected browser.

THANK YOU!

Have a great Monday fellas