Pamela's Diner Design Guide

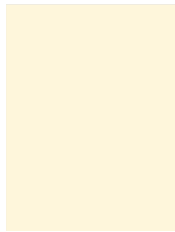**Logo**

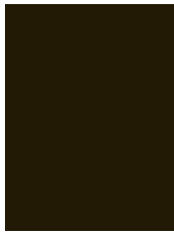**Main Colors**

# EF5DA8	#FFF6D8	#251A03	#28BDDC

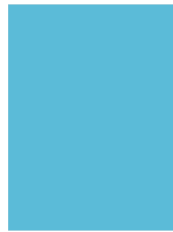**Fonts**

Montserrat (used for headings, subheadings, tabs & button texts)
Open Sans (used for body text)

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

How Design is Intended for First-Time Visitors to Navigate

For first-time visitors, the points of entry include the "Join Today" and "Order Online" buttons which would bring them to fill out their information to join the mailing list or to explore the menu and possibly make an order online. The "Order Online" page includes a search bar and filters that would allow the user to search items and view categories of food served. If the users simply want to view the menu, it is assumed that they would click on the menu tab on the navigation bar, where the menus for each branch are linked as pdf files. The user would also be able to order online through a button click after they navigate to the menu page. The second possibility is that the first-time visitor would want to view the rating and comments on the restaurant. Hence, they would navigate to the "What Everyone's Saying" tab where news articles and reviews about Pamela's Diner are attached. If the user wants to visit the restaurant or becomes interested in the restaurant after viewing the ratings, they would navigate to the "Locations and Hours" page where more store information such as phone number and opening hours of each branch and maps are displayed interactively. Lastly, by clicking on the "Join Today" option when they either navigate back to the home page or click on the "Contact" tab, the user will be able to sign up for an account to become a member and join Pamela's dining's mailing list. Overall, interactivity is applied to each web page, engaging the users by including buttons for further information, images to view and link to external sites, a Google Map to navigate, and a form to fill out.

Information Architecture Approach & Site Map

I organized the information and developed my navigation with the techniques of category and hierarchy. For example, on the "What Everyone's Saying" page, there are three categories separated by white spaces – news articles that feature Pamela's Diner, Reviews on popular websites such as Yelp, and other press releases. The three news articles placed at the top with images and quotes are the most highlighted articles that Pamela's Diner wants new visitors to skim through first. Hence, a hierarchy approach is also applied here. On the "Order Online" page, information on menu items is also organized categorically. On the left side where the sidebar is located, although not implemented in code, the information would be organized by categories and possibly by popularity, using the hierarchy approach, in the rows and columns on the right. The hierarchy approach is also applied when ordering the navigation tabs. Starting from Home, Menu comes next since food is the most important component of a restaurant and marketing strategy. Location and Hours come after Menu since, if the visitor is interested in the food served, he/she would want to know where the restaurant is and when it is open so that he/she can visit. What Everyone's Saying is the next tab mainly because it is right in the middle of the page, which would have a higher chance of being noticed and viewed by visitors. Lastly, the Join Us tab is placed last since, while it is essential to promote membership programs and expand the restaurant's mailing list, it should not be the first priority when a new visitor is navigating through the website. Thus, the information on the navigation bar is organized hierarchically according to importance as well as the importance to visitors.