







Childrens Menu

Meal Deal

£4.50 for a main, a drink
and a dessert!



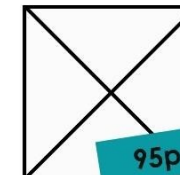




Mains

 £3.50	Mac & Cheese Description of product wil go here	Chicken Fingers & Chips Description of product wil go here	 £3.50
AGE 7+  £2.75	Roll your own Chicken Fajitas Description of product wil go here	Mini Burger Description of product wil go here	 £3.50
 £3.25	Toasted Sandwiches Description of product wil go here	Pizza & Salad Description of product wil go here	 £3.25

Desserts

 £3.50	Chocolate Fudge Brownie Sundae Description of product wil go here	Vanilia Ice Cream Description of product wil go here	 £3.50
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Drinks

 £1.50	 £1.50	 95p
Coke/Diet Coke	Lemonade	Fresh Milk
 £1.50	 £1.50	 95p
Chocolate/Strawberry Flavoured milk	Orange/Cranberry/ Pineapple Juice	Orange/Pineapple Cordial
 £1.50		
Fruit Shoot		

Amaze outlined their plans to deal with their issues in their brief, these are the main points that I took away from them:

- *'Simple to understand for kids and for parents to speed up ordering'*

This told me that the menu should be very clear, consistent, minimal and contain lots of images to convey information quickly.

- *'We are thinking we could add descriptions to the menu'*

I would need to accommodate for this when planning the layout in case they do decide they want descriptions.

- *'We also want to try and push an optional children's meal deal in which customers order a main, a drink and a dessert for £4.50'*
- *'Presented as a 'roll your own' dish; customers will get tortillas and the various fillings and then make their own. This should be a real selling point, but it could be very messy so won't be suitable for all children'*

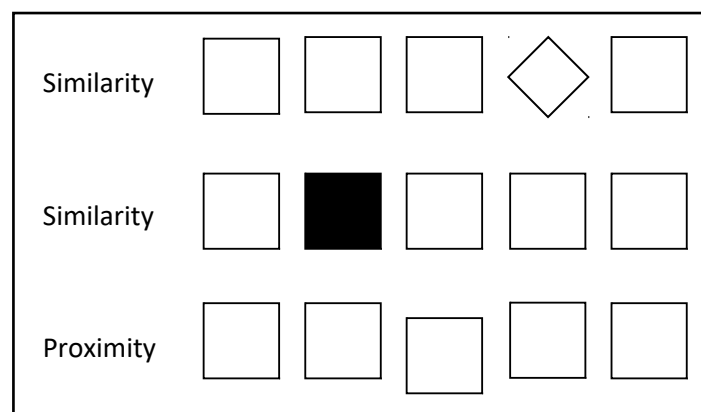
These elements would need to stand out on the page, therefore making the rest of the menu consistent would be especially important.

The brief made it very clear that the meal deal is a main part of the menu, so I used a bolder font and positioned it away from the rest of the text on the menu to make it stand out.

I will add a sub heading to the chicken fajitas to subtly draw the eye as no other mains will have one. I will also have it displayed in a slightly different colour. I didn't want to make it stand out too much as

I would divide the 3 main parts of the menu very clearly to speed up ordering. This would particularly help when ordering the meal deal as customers would simply pick a one item from each section and this would allow them to order the meal deal.

In the week 4 lecture we were taught the Gestalt Laws of Grouping which taught me how to make objects stand out when in a group through the laws of proximity and similarity, tapping in to our primal instincts to accomplish this.



I applied this knowledge when creating the wireframe model to promote different elements for example to make the 'roll your own' fajitas stand out I used the law of similarity and made the textbox its details were in a darker colour, I did this as the brief described them as 'a real selling point'. I also used these ideas to make the 'meal deal' stand out.