

Bootstrap Portfolio Project Proposal

Kryspin Turczynski

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INTRODUCTION

For this project, I propose using primarily Bootstrap CSS methods to create a visually appealing, responsive website for a hypothetical restaurant: **B&T Bistro**. The owners/chefs are a Polish-Malaysian couple who want to share their cultures' cuisines with the world, with a focus on high-quality natural ingredients, a welcoming atmosphere, and good value.

The **goals** of this project are to demonstrate the ability to quickly create a modern, professional website that performs the following functions:

- Conveys important information without visual clutter
- Mobile-first, responsive design using Bootstrap 4 methods
- Fonts, colors and backgrounds that fit the brand's identity

The **benefits** of this project for the hypothetical restaurant should include increased brand recognition, web traffic, and ultimately increased revenue through customer visits.

EXPECTED FEATURES & JUSTIFICATIONS

✓ **Responsive Design**

The website will look and function well on any device. Specific features would include a collapsable navbar, fluid images, and responsive element layout using the Bootstrap grid system.

✓ **Consistent Branding**

This website will use darker, earthy tones to convey a sense of comfort, coziness, and quality. The main logo will include the text “B&T Bistro” in a heavy Literata font, and incorporate black silhouettes of a bison and a tiger, representing west and east (respectively). The byline (“Eurasian / Fusion / Halal”) will appear in the jumbotron header for viewport sizes of medium and larger, and in a few other places for all viewports. Subtle visual elements of Polish and Malaysian culture will be sprinkled throughout the site.

✓ **Minimalist Aesthetic**

The website will display the minimal amount of information needed to achieve its primary purpose: to bring customers to the restaurant. A visually pleasing user experience with easy navigation can achieve this better than an avalanche of information.

✓ **Use of Parallax Scrolling Effect**

Without going overboard, a few parallax scrolling background images will be utilized, because many users find the effect visually appealing and have come to expect it in high-end website designs.

✓ **Blog Page**

In addition to the Home, About and Menu pages, the website will also include a Blog page. There the chefs can post updates and interesting content of various kinds, as well as encourage the bistro’s customer base to interact with them on social media.

MARKET SURVEY

For the market survey, I used Google Maps to find five bistros in the San Francisco Bay Area with high ratings, and checked out their websites:

Park Bistro & Bar (Lafayette, California)

Viewed initially in an XL viewport, a number of the website's elements exude a high-class elegance: the highly cursive logo, the high-res images, and use of textured backgrounds like marble and leather.

The menu is easy to find and read, and important information (hours, address, contact info) is located at the footer of each page. I would include a few more photos of the signature dishes, and make sure the navbar on top doesn't disappear on the menu page.

The navbar and page elements collapse and stack nicely in smaller viewports. I would fix the pop-up navigation menu in smaller viewports, it is currently much too large and includes an unnecessary horizontal scrollbar.

Z&Y Bistro (San Francisco, California)

This website is visually appealing and responsive, as the elements stack nicely in smaller viewports. It provides all the important information without any unnecessary textual clutter.

I would improve this website by fixing the navigation. The navigation links on top are hard to see until you scroll down a bit which triggers a darker navbar background. The logo overlaps the nav links along the left margin, and there is no way to access the menu from the main navbar, you have to find a menu button halfway down the homepage.

Mela Bistro (Oakland, California)

The website is simple but visually appealing, with good use of fonts, whitespace and photos. I like how it uses the parallax effect to separate different sections of its menu, which is easy to find in the navbar. The responsive design looks good in small viewports.

I would improve the site by adding sticky-top to the navbar in larger viewports, and paying attention to a few details such as consistent sizing of images placed next to each other and putting some time into the About page, which looks rushed and unfinished.

L'Ardoise Bistro (San Francisco, California)

The responsive layout is impressive in both larger and smaller viewports, and the dark red/gray color scheme evokes feelings of intimacy and elegance. Critical information is easy to find at the footer of each page.

I have just a couple of minor criticisms: the main menu is not accessible from the main navbar, only from halfway down the homepage; and the lack of navigation from one section of the menu to the next (no link from Appetizers to Main Courses, from Main Courses to Desserts, etc.).

Chouchou Bistro (San Francisco, California)

This is a beautiful website with excellent combination of interesting fonts, photos, some text animations and parallax effects. Everything is easy to read, navigation is a breeze, and the responsive design looks great in all viewports. This is my favorite website out of the five that I looked at.

My only minor quibble is that in larger viewports, the Contact Us link in the navbar is on a second line below the other links, rather than inline with them, which makes the navbar thicker than it needs to be.

REFERENCES

General References

12 Tips for a Great Restaurant Website Design

- <https://bitcookie.com/blog/12-tips-great-restaurant-website-design>

How to Create Full Width Parallax Page with Bootstrap 4 Jumbotron

- <https://www.webnotes.com/how-to-create-full-width-parallax-page-with-bootstrap-4-jumbotron/>

Overview of Layout in Bootstrap 4

- <https://getbootstrap.com/docs/4.0/layout/overview/>

Bootstrap 4 Navbar

- <https://getbootstrap.com/docs/4.0/components/navbar/>

Market Survey Links

Park Bistro & Bar

- <https://parkbistroandbar.com/>

Z & Y Bistro

- <https://www.zybistro.com/>

Mela Bistro

- <https://www.melabistro.com/>

L'Ardoise Bistro

- <http://www.ardoisesf.com/>

Chouchou Bistro

- <https://www.chouchoubistro.com/>