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Project 1 - Rationale

When I first saw the original website for Purple Chopstix I knew that there was a lot of work that needed to be done to make the design more appealing for any user the visits the website. The original website’s main issues were busy content, poor image quality, and lack of specificity for hours of operation. I wanted to create a design for this website that accommodates the user to find what they need as quickly and easily as possible. To reduce clutter on the website I cut out the photo and brunch sections. The new website is comprised of five sections, home, menu, reservations, catering, and location. I also used pills, a bootstrap preset, for the menu section to reduce the amount of scrolling throughout the site. I also received critique about the catering menu being too long and taking up too much space. Therefore, created a pdf version of the catering menu to reduce the clutter on the website. For the images used on the website, I outsourced the photography to the stock photography website Unsplash. This provided the website with a sleeker and cleaner feeling because every image used was high quality. Lastly, on the original site, I found it hard to find the specific hours of operation. I made sure to devote the location section to display the hours of operation. My color choices on the site were white, black, and purple. I also wanted to make sure that I used these colors minimally throughout the site to promote a cleaner feel. This type of design helps the restaurant’s brand because the user will associate the cleanliness of the design to the restaurant as well and therefore could be more likely to eat there.