



Final Report

Soup Surreal

Design Rationale

The aesthetic of the website must be visually appealing and welcoming as the overall look and feel of a website should instantly attract the visitors before they read the content on the site. Our team's decision to use an overall warm colour scheme helps us achieve this goal, and the fonts were chosen to match the website's clean and aesthetic look. We believe the "look and feel" of a website can be described as the personality of the site, and should match the philosophy of the business. In this case, SoupSurreal is a local business that is adored by the local community as well as incoming university students. The business owner's passion and belief in bringing flavours of the world through clean and organic ingredients inspired the team to design a minimalistic website. Therefore, our team believes minimalism provides meaningful and effortless user experience as it avoids all unnecessary elements and focuses on what needs to be there.



Homepage Critique

To achieve the minimalistic look, the team decided to change the opacity of the homepage image to 70% and place the restaurant name and slogan on it to maximize the homepage's white space. Our team adopted one of the hoverable navigation bars, typography and images of the previous individual phase from Teagan's design, while the "come visit us in Stratford" section from Jessica's design and footer design from Gloria's mockup. The three images above the About Us, Menu and Contact links will be clickable and direct the visitor to the corresponding pages. The three pictures with direct links will reduce time to scroll up and be more functional for users as they can access other pages on the navigation bar. One of the major methods in attracting interactions and clicks is to make the links clickable. That is why the team implemented microinteractions, such as hovering over links on the desktop version. By having active links on the social media icons and contact information, it enhances the experience between the user and the design.





About Page Critique

To condense the endless flow of restaurant information on the original website, we created an About page that incorporates blurbs about the restaurant itself, the head chef, and slow foods mission. The page had to be designed from scratch; however, our team used the same design principles and kept the style consistent throughout the page. The 'scroll-down' design choice allowed us to have everything on one page, which translates well from desktop to mobile and has some clear user experience benefits.

Menu Pages Critique

The original website's menu page included an alphabetical list of soups with a short description and an indication of nutritional options, such as dairy-free, vegetarian, or gluten-free. We wanted to make a straightforward and unique experience, which promise visitors to have a visual representation of what each individual serving of soup would look. We used Teagan's phase two menu mockup, where the menu was laid out in four columns with a photo of soup, the soup name, description, and letters that indicate dairy-free, vegetarian, or gluten-free. We also kept the minimalistic look with consistent colours and font.

Contact Page Critique

Compared to the original website, our team moved the Slow Foods section to the About page and replaced it with a Contact page. This will not only help Soup Surreal collect information on customers but also improve their relationship with them as the website will be more accessible. Using a simple submission form based on Gloria's contact page mockup, the visitor will be able to take part in a dialogue with Soup Surreal at their convenience, which will increase the likelihood of returning visitors.





Special Features

Drop-down menu on Menu page

Our team created a dropdown menu that appears when users hover over the Menu page. One of the issues we experienced when using the original website was the overwhelming amount of soup options. Thus, we organized those options into three different categories, Seasonal, Omnivore, and Vegetarian, as each category will direct users to the according menu.

Text-change and underline effect

This is one of the simple features we kept from the original website. The option on the navigation bar changes when it is selected. It is convenient for the users to be aware of the page they are on to avoid confusion. Our team also applied this idea to the Submit button at the Contact page.

Parallax scrolling

An exciting feature our team introduced to the updated Soup Surreal website on desktop version. Parallax scrolling offers the ideal setting to tell Soup Surreal's story in an engaging and interactive way. We believe the visual appearance of a website becomes more important as users' expectations towards the web increase.

Hamburger menu

As opposed to having a navigation bar, our team included a hamburger menu on our mobile website. This design helps clean up our home page on mobile screens where there is a limited amount of space to work with.

Krystle's Contributions

Krystle's main responsibility was to keep the desired content from the team's critique and implement them with HTML. She was responsible for the Home and About sections. She used the iframe tag to create an interactive map and used div classes to organize the codes. The div tags were meant to make the HTML code easier to read for the CSS leads. The code was arranged according to the high-fidelity wireframe, so the CSS leads did not have to rearrange them.

Will's Contributions

As the other HTML lead, one of Will's tasks was to make sure that the HTML code was easy to read and well-formatted. He was responsible for coding the Contact page as well as the Home page. He divided each section up with div tags that would help the CSS leads achieve their code for the final high fidelity wireframe.

Teagan's Contributions

Being in charge of UX, Teagan's responsibilities included making sure the website had a good flow, designs were well-thought-out, and the website was easily navigable. She put together the best part of each group member's wireframes and created mockups for the final design. She also created the final design rationale report for phase three.



Jessica & Gloria's Contributions

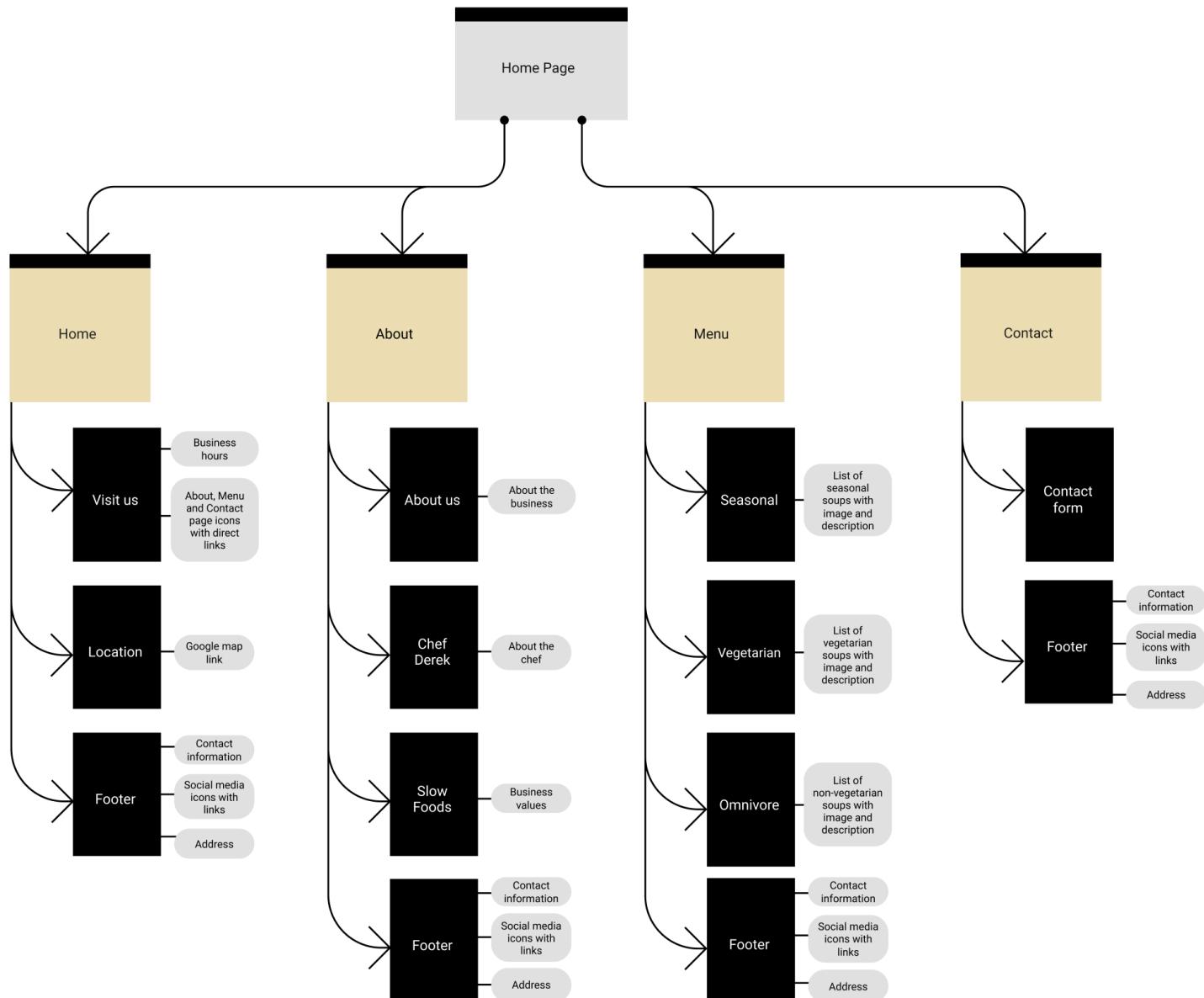
Being in charge of working on the CSS portion of the project, both Jessica and Gloria brought the website to life with their knowledge in styling and proper design principles. They were able to meet the team's goals and re-create the wireframes accurately. In addition to web styling, they created a mobile-friendly version that followed the same layout as the web version, by stepping out of their comfort zone and adding features, such as parallax scrolling and drop-down menus.

Jessica was the CSS lead in charge of the oversight and practice of the final CSS styling, specifically creating a mobile-friendly version of the desktop version and implementing the drop-down navigation bars as well as the hamburger menu. She also contributed to creating helpful wireframes during phase two for our final designs.

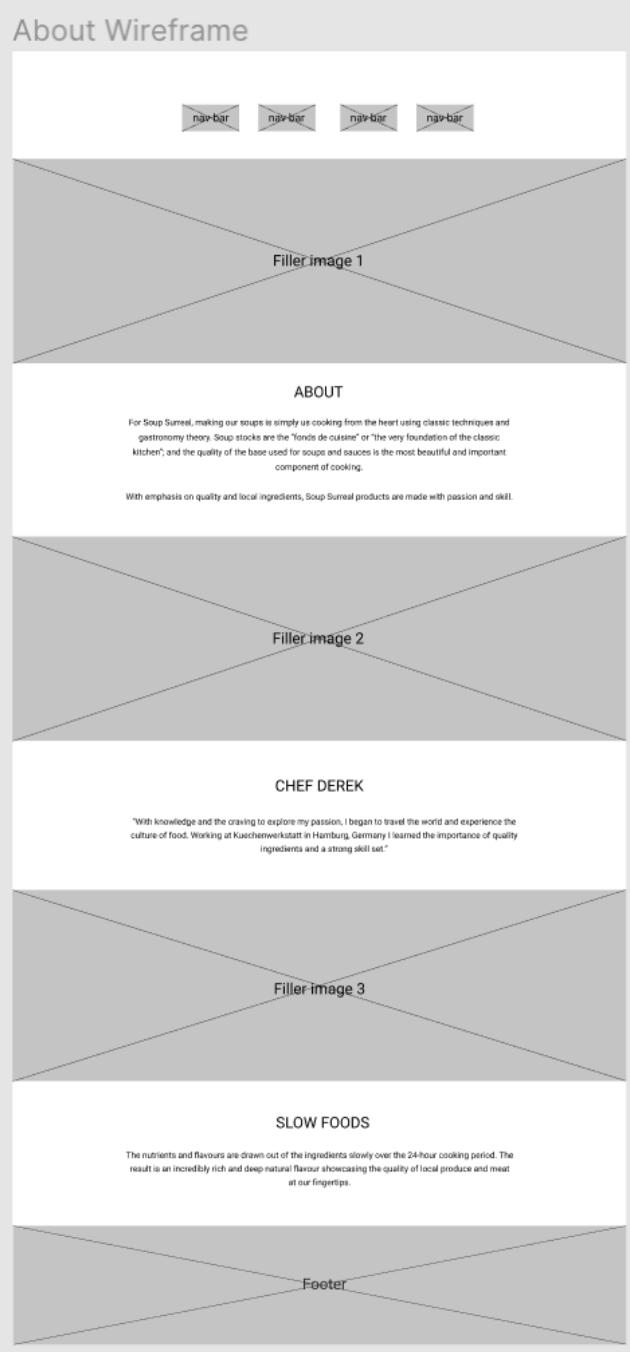
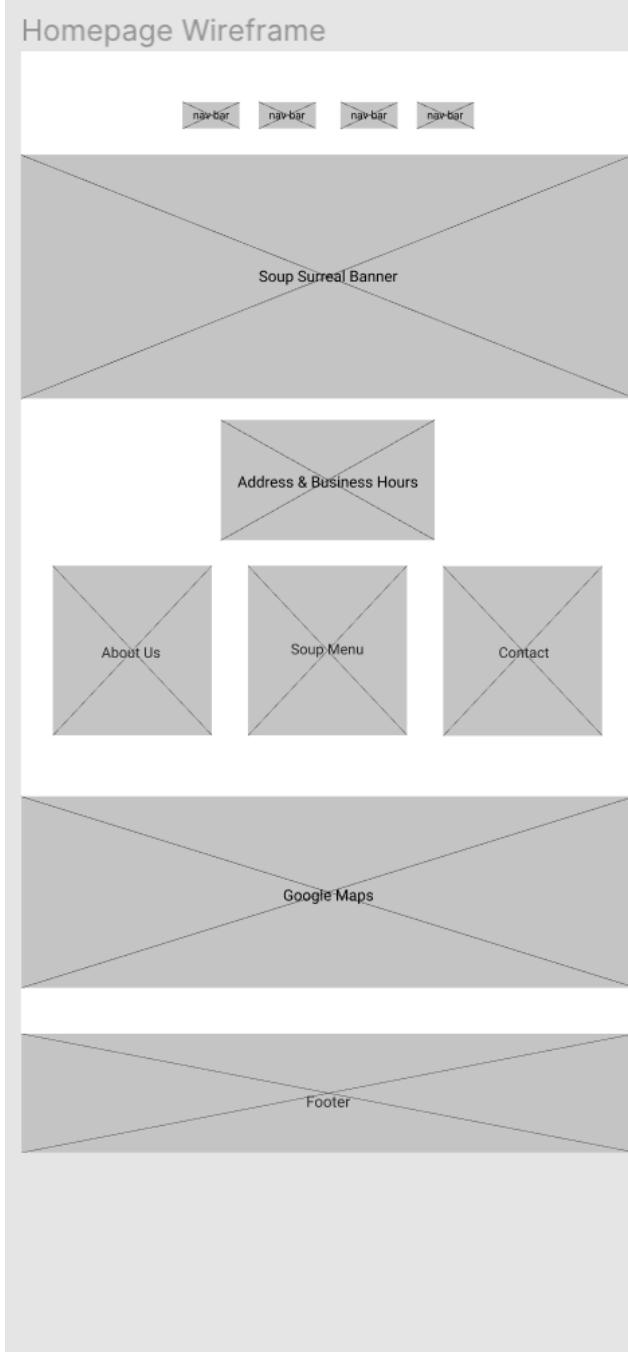
Gloria took the role of the team lead, helping the group stay on track for the duration of the beginning of the term project to the final phase. We took her ideas for her aesthetically pleasing and easily navigable web footer from phase two and implemented it into our final design. She also created the phase one design rationale report, which helped us have an organized outline of our ideas.



Sitemap



Wireframes



Wireframes

Menu Wireframe

The wireframe for the Menu page features a header with four 'nav-bar' buttons. Below is a section titled 'SEASONAL SOUPS' with a legend: df = Dairy Free, vg = Vegetarian, gf = Gluten Free. A 4x4 grid of soup pictures is displayed, each with placeholder text: 'soup picture' and 'Lorem Ipsum'. The first two columns are labeled 'df gf', while the last two are labeled 'gf'. The footer contains a 'Footer' label.

Contact Wireframe

The wireframe for the Contact page includes a header with four 'nav-bar' buttons. Below is a 'CONTACT' section with input fields for 'Name', 'Email', 'Subject' (with a dropdown menu), and 'Message'. A 'Submit' button is located at the bottom right. A large 'Footer' area is at the bottom of the page.

Mockups

Homepage Mockup

[Home](#) [About](#) [Menu](#) [Contact](#)

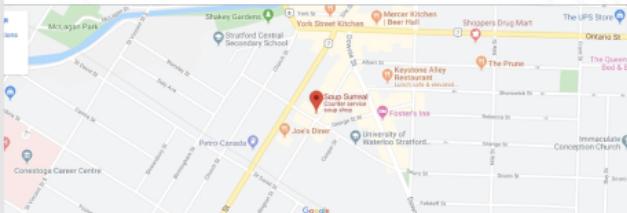


Soup Surreal
Bringing quality & comfort home.

Come visit us in Stratford

98 Wellington St, Stratford, ON N5A 2L2
Tuesday - Friday from 11am to 4pm
Saturday from 11am to 4pm

[About Us](#) [Soup Menu](#) [Contact](#)



About Mockup

[Home](#) [About](#) [Menu](#) [Contact](#)



About us

For Soup Surreal, making our soups is simply us cooking from the heart using classic techniques and gastronomy theory. Soup stocks are the "fond de cuisine" or "the very foundation of the classic kitchen"; and the quality of the base used for soups and sauces is the most beautiful and important component of cooking. With emphasis on quality and local ingredients, Soup Surreal products are made with passion and alib.



Chef Derek

"With knowledge and the craving to explore my passion, I began to travel the world and experience the culture of food. Working at Kuechenwerkstatt in Hamburg, Germany I learned the importance of quality ingredients and a strong skill set."



Slow Foods

The nutrients and flavours are drawn out of the ingredients slowly over the 24-hour cooking period. The result is an incredibly rich and deep natural flavour showcasing the quality of local produce and meat at our fingertips.

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[www.soupsurreal.com](#)
519-497-3142

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Mockups

Menu Mockup

Home About **Menu** Contact

Seasonal Soups

df = Dairy Free vg = Vegetarian gf = Gluten Free

			
Maple Bacon A creamy bacon purée base with a little white potato and sweet potato. df gf	Chicken Noodle Diced chicken, carrots, celery, onions and ditalini noodles. df gf	Creamy Broccoli Strong broccolioup front and a creamy old cheddar finish. vg	Cheddar Mushroom Coriander, butter and Portobello mushrooms are slow simmered with cream and fresh herbs.
			
French Onion Classic beef stock and onion soup. vg	Beef Barley Beef stock with veggies, dijon mustard for bitterness, vinegar, and fresh herbs. df	Gazpacho Vegetables are pureed with tomatoes, olive oil, spices, vinegar, and fresh herbs. df vg	Lemon Asparagus Mid splash of lemon up front, with fresh asparagus. df vg

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Contact Mockup

Home About **Menu** **Contact**

Contact

Full Name *

Email Address *

Subject *

Message *

SUBMIT

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