

Discussion

The task flow I set up for course work was one of find a place to take friends that is an authentic Austin vegan eating experience. The process would begin with some sort of web search either on Google, Yahoo or Bing. This being a task flow for a friend looking to take visiting friends to something interesting meant that the main focus of the pages needed to be on selling the truck, providing easy access to locations, an interactive menu and other content to establish it as the choice location to travel to. For this I focused on creating a home, menu and location pages. Each of this pages also contains global elements like the header and footer.

Global Elements

In working through this in my user testing phase, I noticed that locating hours of operation and reviews for a restaurant were difficult on websites. To solve those problems here, the header contains both a main navigation link to the locations page along with a couple of banner elements meant to help users by providing both hours of operation and a link to a Google search for the locations. Ideally the top banner and navigation would be sticky to the page scrolling with the user; on mobile this would reduce down to just the a pop out menu with all the banner info links available there. In the footer, there are of course the standard social media and newsletter sign up widgets, but also there would be sigils for things like voted best in Austin, etc. In lieu of getting actual customer reviews (a link to a yelp page will suffice for that) showing these sigils on every page will help sell quality of the establishment.

Home Page

The home page has one main purpose: a brief introduction to the main features of the establishment and how to locate information for them throughout the site. One thing user testing exposed is that people care about restaurant mission statements. They want to know if the business was established on specific principales or not. But it is unnecessary to have a long winded about the business on the home page; a quick short mission statement is all that is needed.

The mission statement coming first is meant to capture the user and help drive them to look further into the establishment. Once sold on the organization, people want to know what they are selling, so a brief introduction to the menu is provided with links to view the menu or make an order online. Lastly the other information such as contacting the business, finding locations and info on things like catering or special events are bundled at the bottom of the page in quick to digest snippets.

Menu Page

The biggest complaint I heard about restaurant websites is that no liked the PDF downloads for the menu. Most people would prefer a simple HTML laid out menu. This said the Vegan Nom does not have a huge menu of items and presenting two column segments of the various menu options is easy for this project. Ordering online would be a system of selecting items from the available list (possibly a add to cart button) and then getting taken to a checkout portal.

Locations Page

The location page should contain the following information: address, driving directions, hours of operation, and phone number. The idea here being that a small embedded map image with a pin for each location would be created for each page. The address and phone number should appear in plain text and for each using a Google driving directions link and an HTML "tel" link for the number to provide tools for users easily gain access to this data.

Damn Good Vegan Tacos

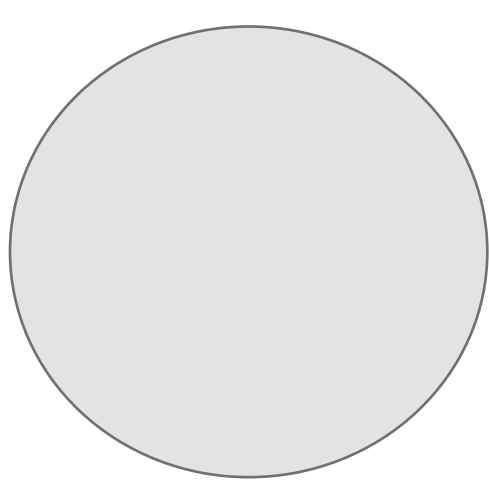
The Vegan Nom

Scroll Down

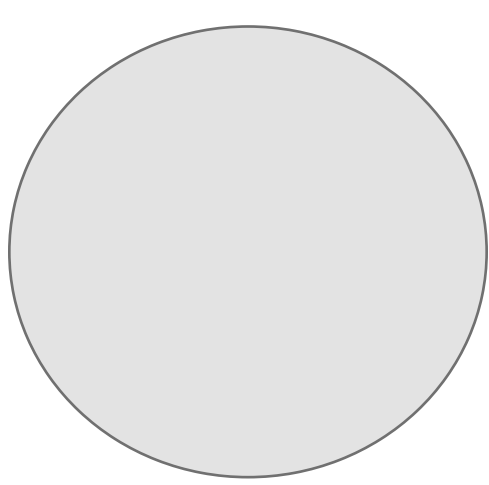
Our Roots

Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini.

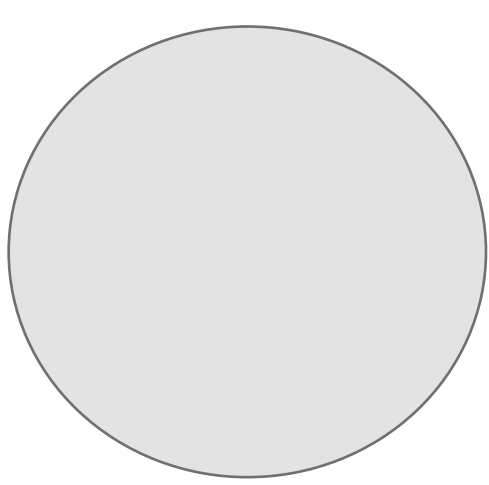
Menu



Breakfast



Signature



Snacks

Veggies es bonus vobis, proinde vos postulo essum magis kohlrabi welsh onion daikon amaranth tatsoi tomatillo melon azuki bean garlic.

Menu

Order Online

Locations

Two locations in the Austin area open Tuesday through Sunday from 8 am to 8 pm.

Learn More

We Cater

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth.

Learn More

Special Events

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth.

Learn More

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Menu

Nori grape silver beet broccoli kombu beet greens fava bean potato quandong celery.

Snacks

Veggie Ipsum

Catsear cauliflower garbanzo yarrow salsify chicory garlic bell pepper napa cabbage.

radicchio bunya nuts gram dulce

Addons: *radicchio bunya nuts gram dulce* \$1.50

Veggie Ipsum

Catsear cauliflower garbanzo yarrow salsify chicory garlic bell pepper napa cabbage.

radicchio bunya nuts gram dulce

Addons: *radicchio bunya nuts gram dulce* \$1.50

Breakfast Tacos \$3

Veggie Ipsum

Catsear cauliflower garbanzo yarrow salsify chicory garlic bell pepper napa cabbage.

radicchio bunya nuts gram dulce

Addons: *radicchio bunya nuts gram dulce* \$1.50

Veggie Ipsum

Catsear cauliflower garbanzo yarrow salsify chicory garlic bell pepper napa cabbage.

radicchio bunya nuts gram dulce

Addons: *radicchio bunya nuts gram dulce* \$1.50

Signature Tacos \$4

Veggie Ipsum

Catsear cauliflower garbanzo yarrow salsify chicory garlic bell pepper napa cabbage.

radicchio bunya nuts gram dulce

Addons: *radicchio bunya nuts gram dulce* \$1.50

Veggie Ipsum

Catsear cauliflower garbanzo yarrow salsify chicory garlic bell pepper napa cabbage.

radicchio bunya nuts gram dulce

Addons: *radicchio bunya nuts gram dulce* \$1.50

Desserts

Beetroot water
Beetroot water
Beetroot water

Drinks

Beetroot water
Beetroot water
Beetroot water

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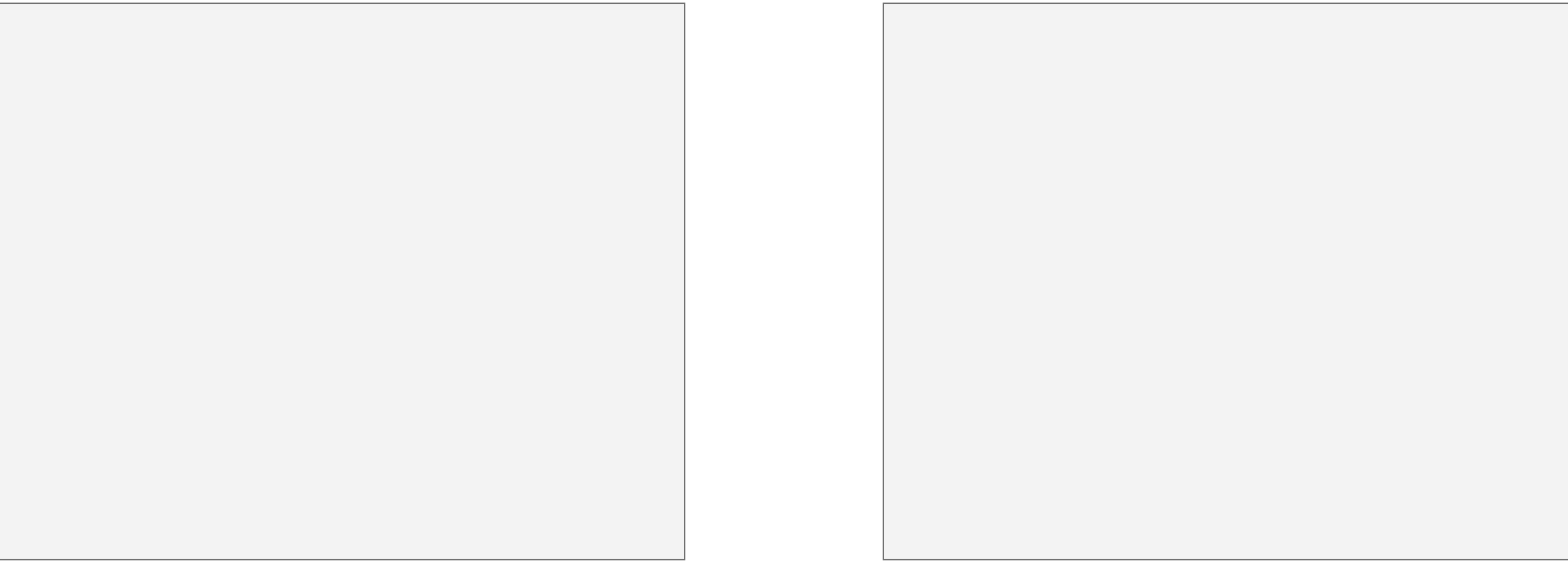
Locations

Nori grape silver beet broccoli kombu beet greens fava bean potato quandong celery.

Two Locations

123 Street Address
Austin, TX 78751

123 Street Address
Austin, TX 78751



Hours of Operation

Both locations are open Tuesday through Sunday from 8am to 8pm. You can call 555-555-5555 or use the online order form to place an order.

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