

Instructor: Ryan Achzet

Woodbury University

Project Process Book

Laurel Fosnight, Spring 2016

> Web Design I

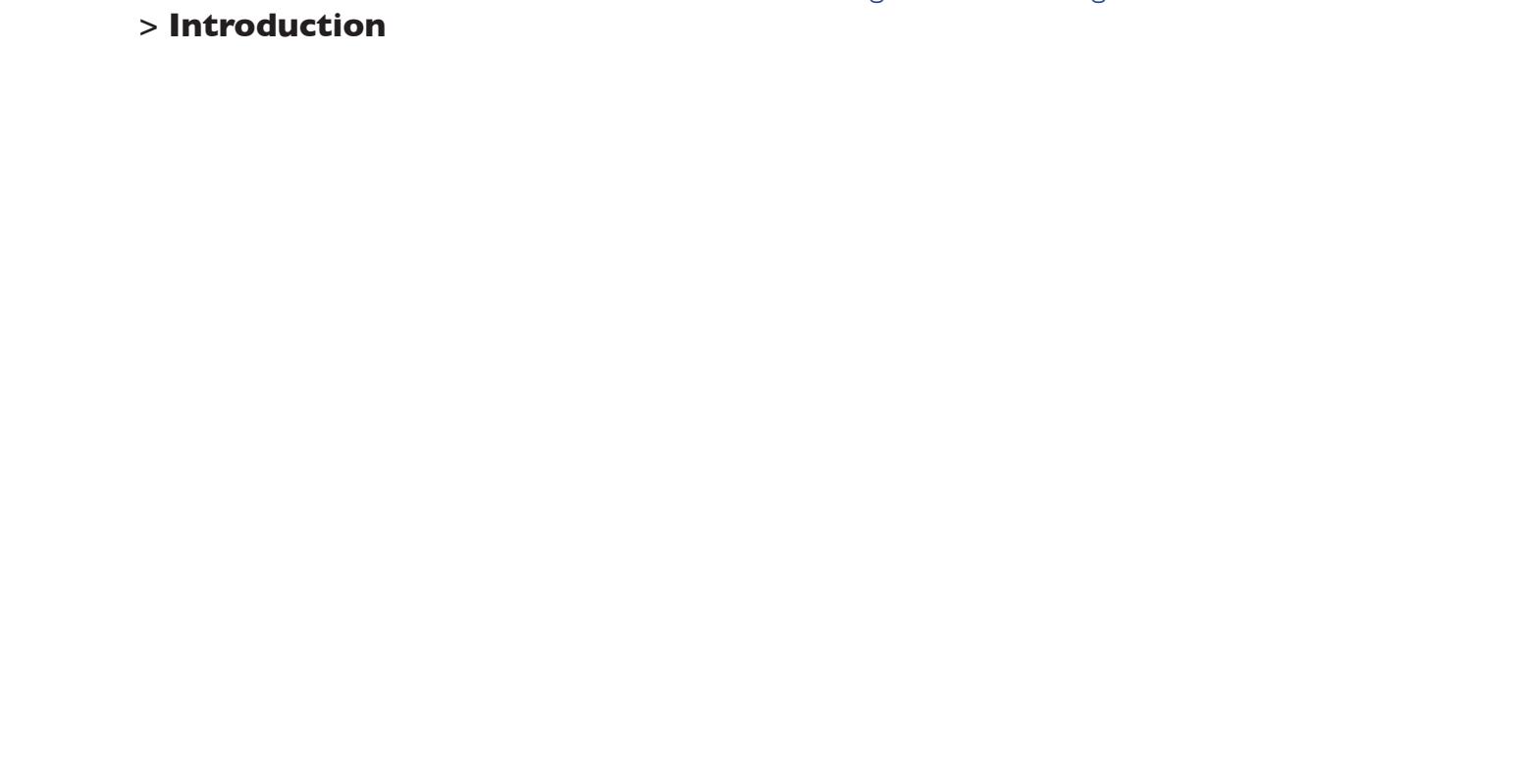
Website Redesign | Aroma Coffee & Tea Co.

- 1 Introduction
- 2 Research & Analysis
- 3 Design Objectives
- 4 Wire Frame
- 6-7 Style Tiles
- 8-11 Website Mockup
- 13-14 Code
- 15 Final Website
- 16 Conclusion

Final Website | Aroma Coffee & Tea Co.

The final project of Web 1 required that we take an existing website of a restaurant and redesign and code it. When contemplating which location I wanted to redesign I began to think of the restaurants and cafes that I enjoyed the most. Immediately I thought of Aroma Coffee & Tea Co. in Studio City and looked up their website. Fortunately for me, it needed some redesigning. The website was confusing, difficult to navigate, and hard to read.

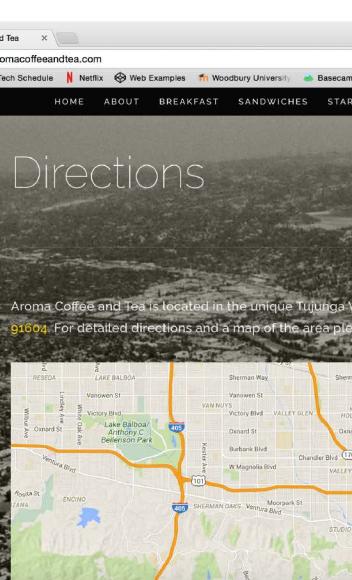
> Introduction



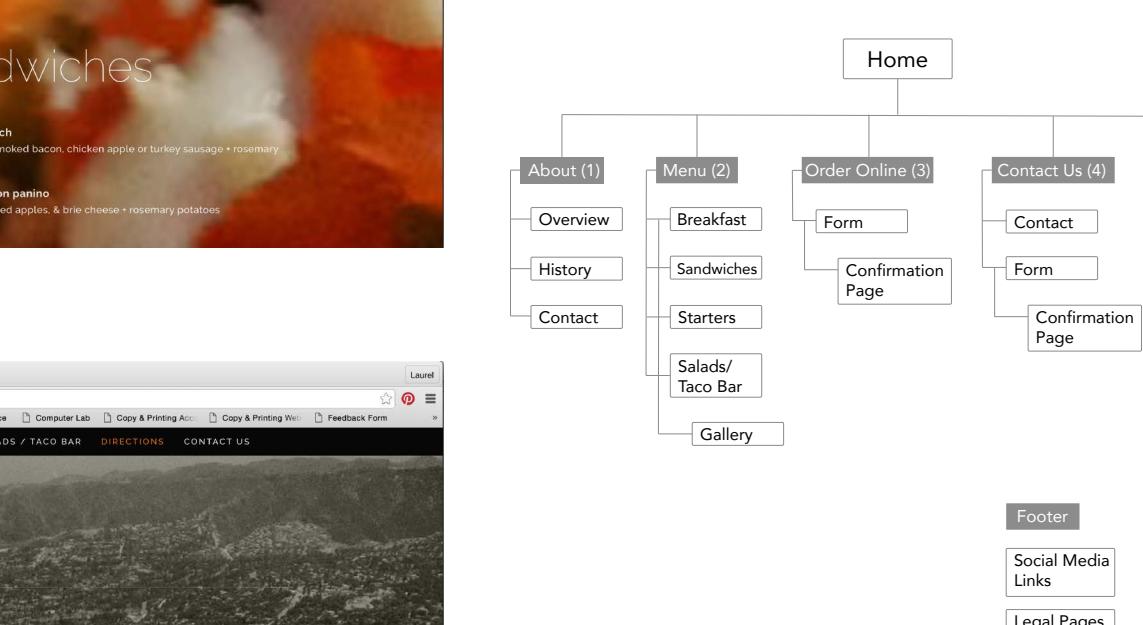
Final Website | Aroma Coffee & Tea Co.

I began by looking at the original website, then I created an Information Architecture to map out the website so that it was easier to navigate.

> Research & Analysis



Information Architecture: Aroma Tea and Coffee



Notes:

- 1) About:
• Small summary of the restaurant including features of the area and what the menu offers
• Short history of how long it's been around and who owns it
• Contact info and address

- 2) Menu:
• Break into four different sections
• Breakfast
• Sandwiches
• Starters
• Salads/Taco Bar
• Summarize each and add a gallery to each section so that viewers get an idea of what they'll be ordering

- 3) Order Online:
• Form for to-go orders
• name, email, list of things to choose, added directions

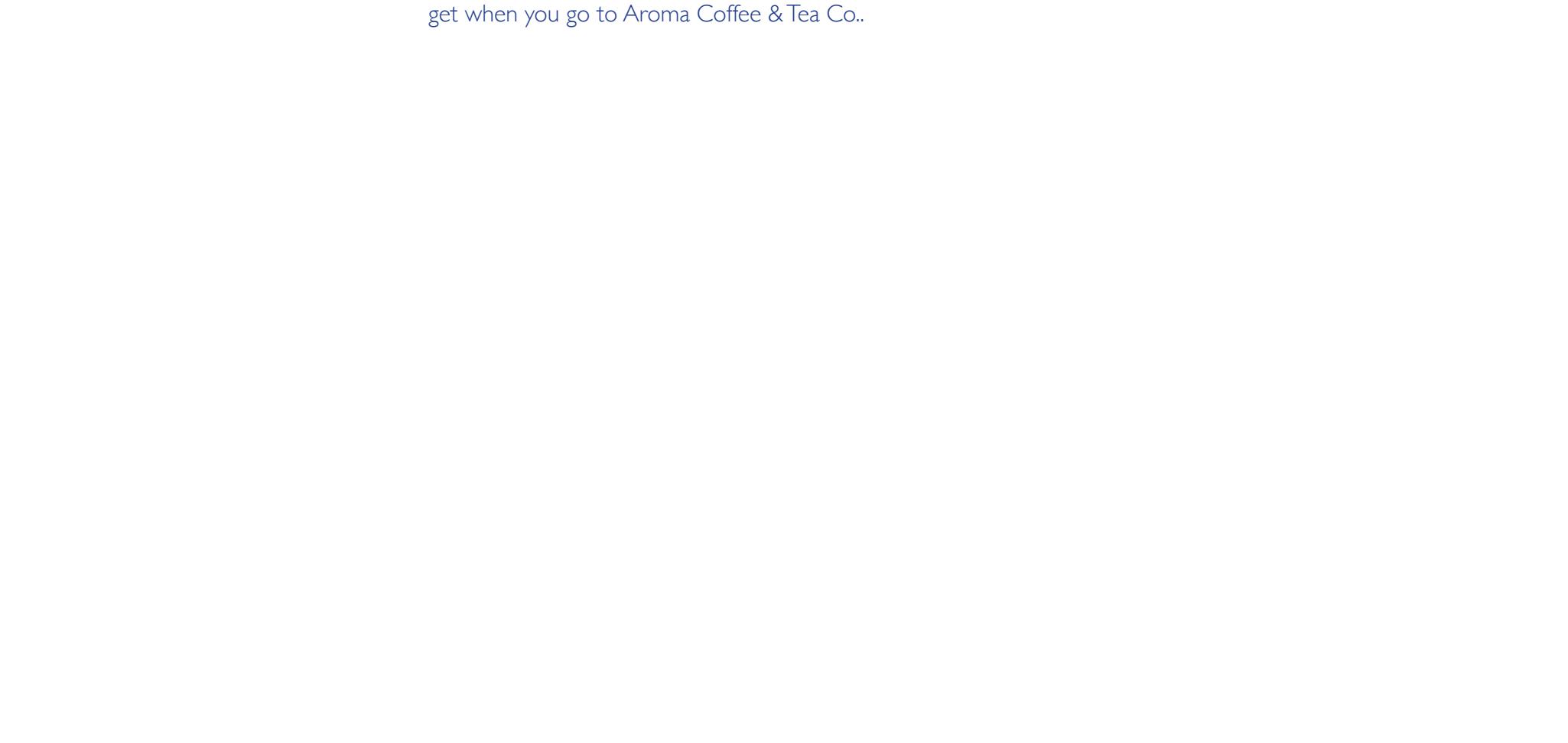
- 4) Contact Us:
• Contact information
• phone, fax, email, address
• Form to submit for suggestions or questions to restaurant

- 5) Directions:
• Address information
• Address is a link to google maps, shows the viewer how to get to the location
• Photograph of the restaurant facade
• Map of location

Final Website | Aroma Coffee & Tea Co.

My goals in creating this website are to create a site that is easily navigated and easy to read, unlike the original design. Also, I want to embody the feel of the cafe, there is a lot of foliage around the outside patios, they use organic and natural ingredients, and it has a comfortable feeling for its customers. In order to do so I plan on using typefaces that are clear and easy to read in good size with extreme contrast so that they don't get lost in the background. Also, I plan on using clear images that illustrate the location and the food. And last, I would like to use colors that make the user think of the natural food choices, the foliage at the location, and the 'homey' feeling that you get when you go to Aroma Coffee & Tea Co..

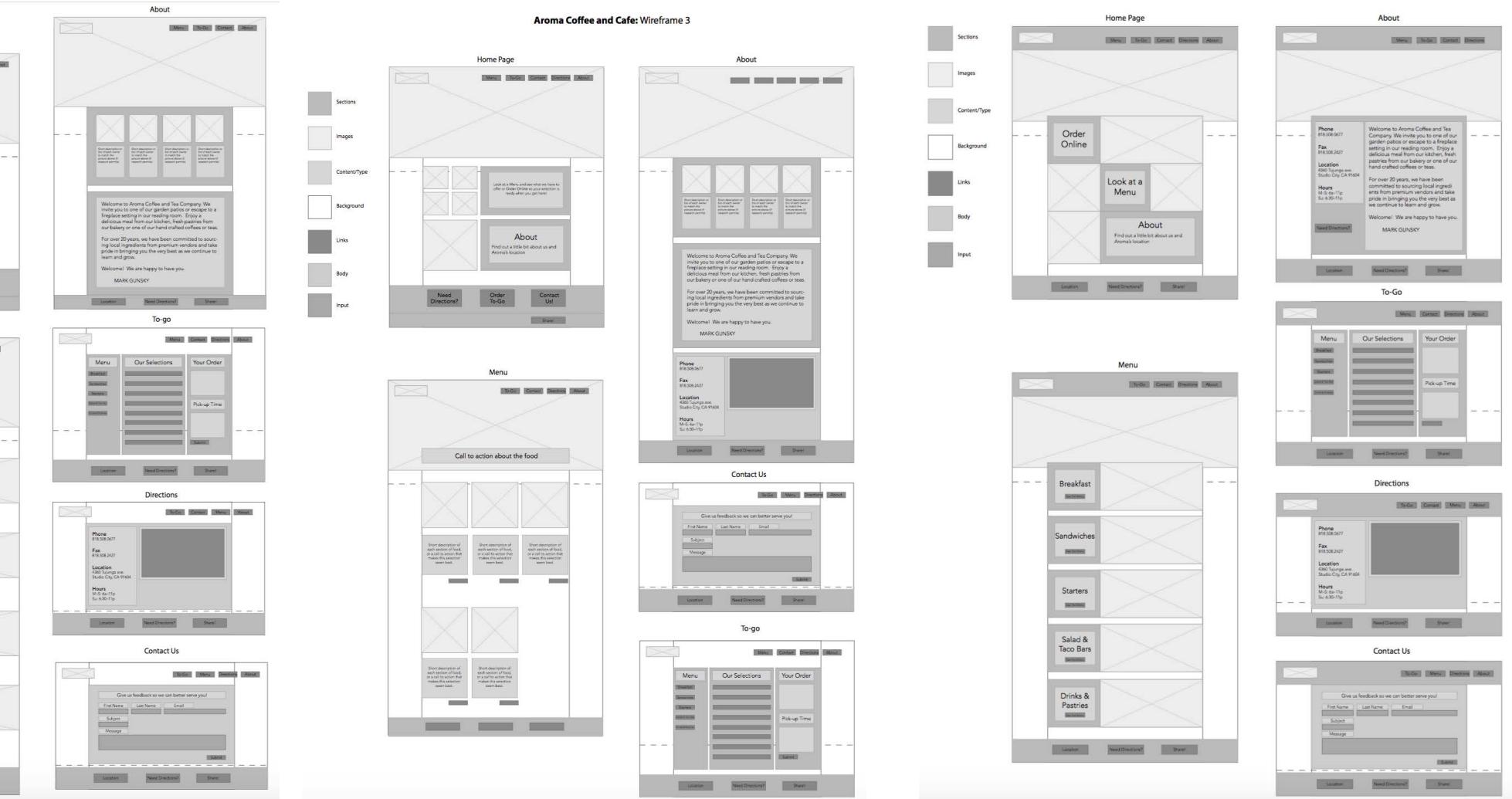
> Design Objectives



Final Website | Aroma Coffee & Tea Co.

From the original website created by the company, I decided that I wanted to have a clean website that was easy to navigate. The website before is cluttered and hard to read. In order to do so I chose to go with a simple layout that follows the rule of thirds.

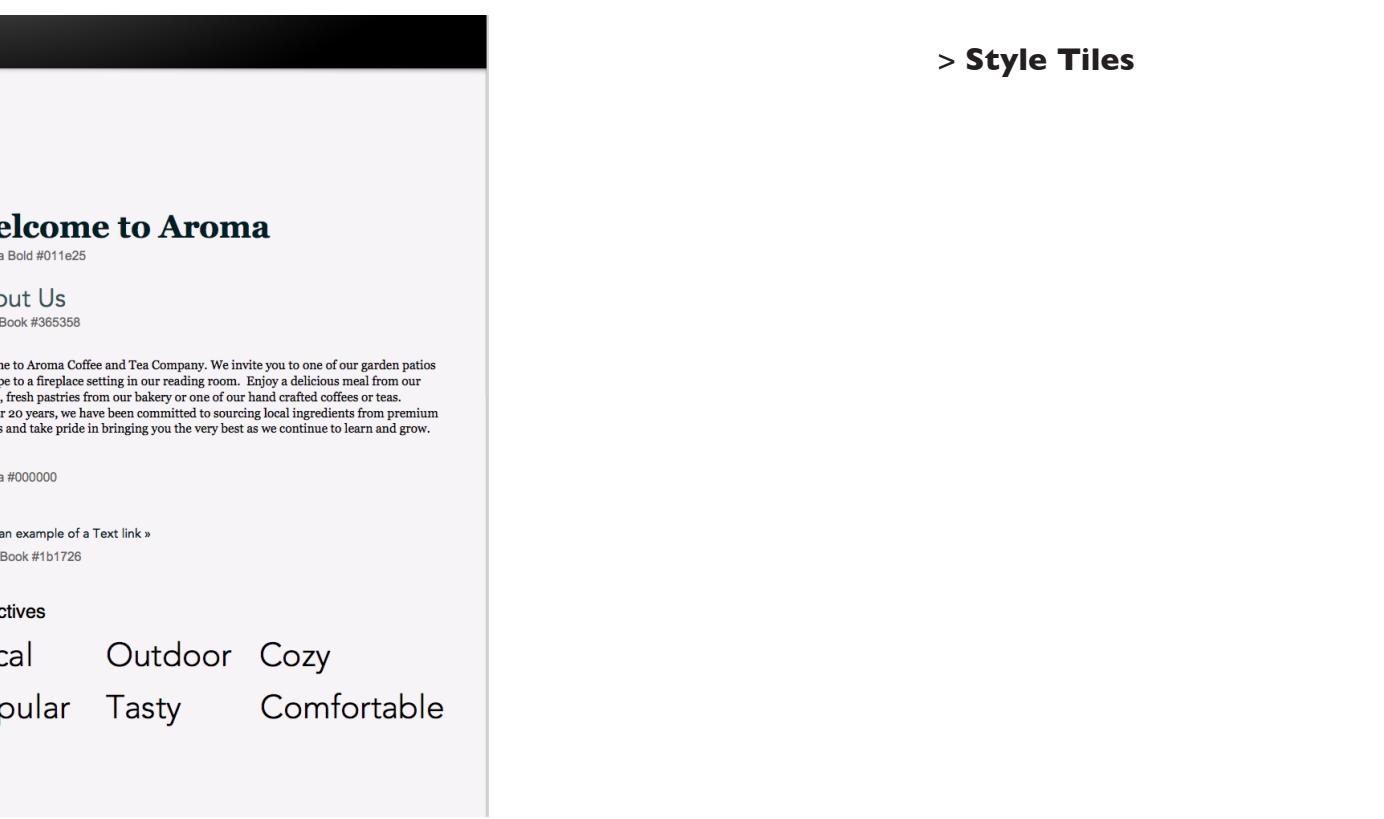
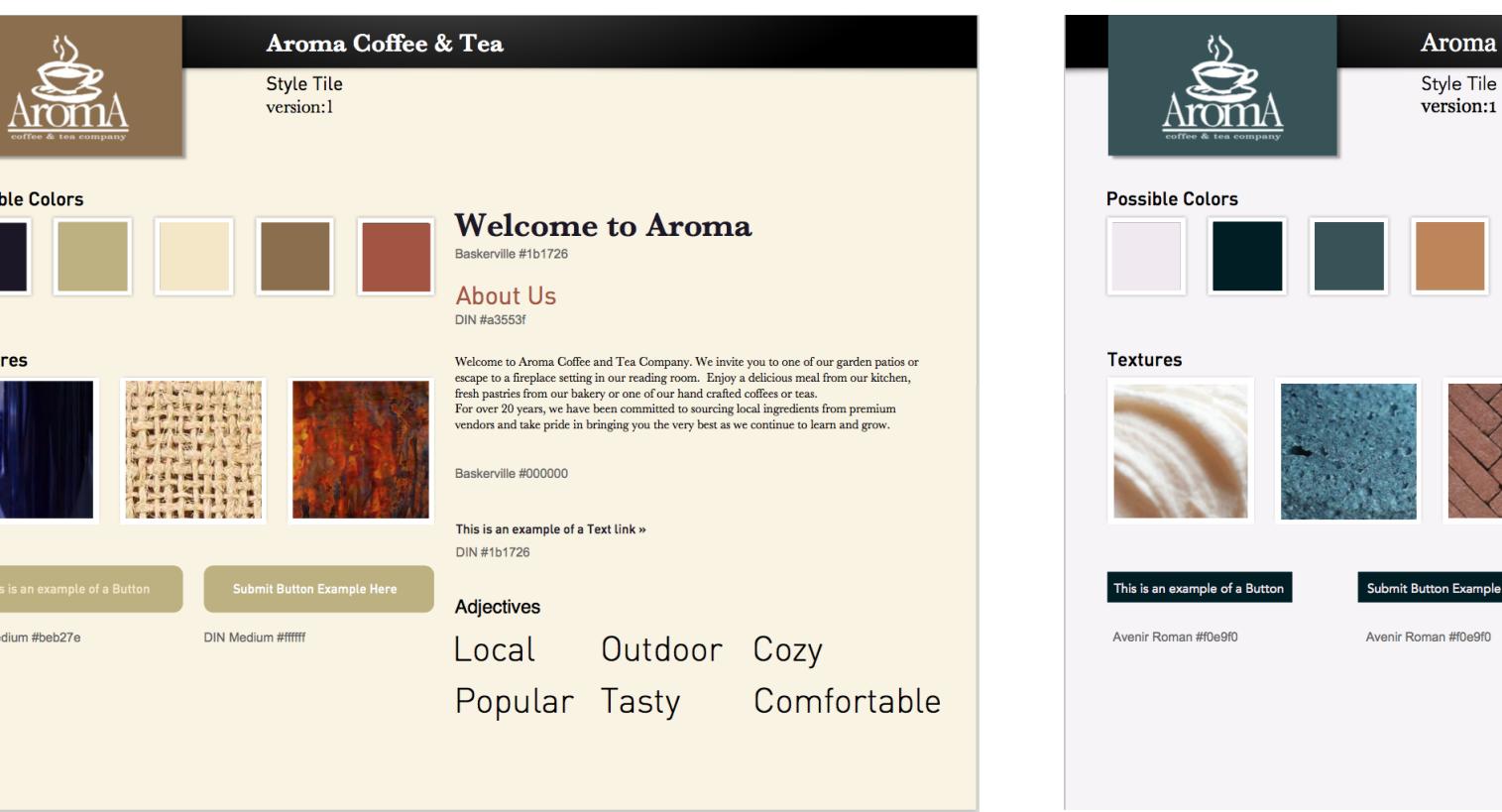
> Wire Frames



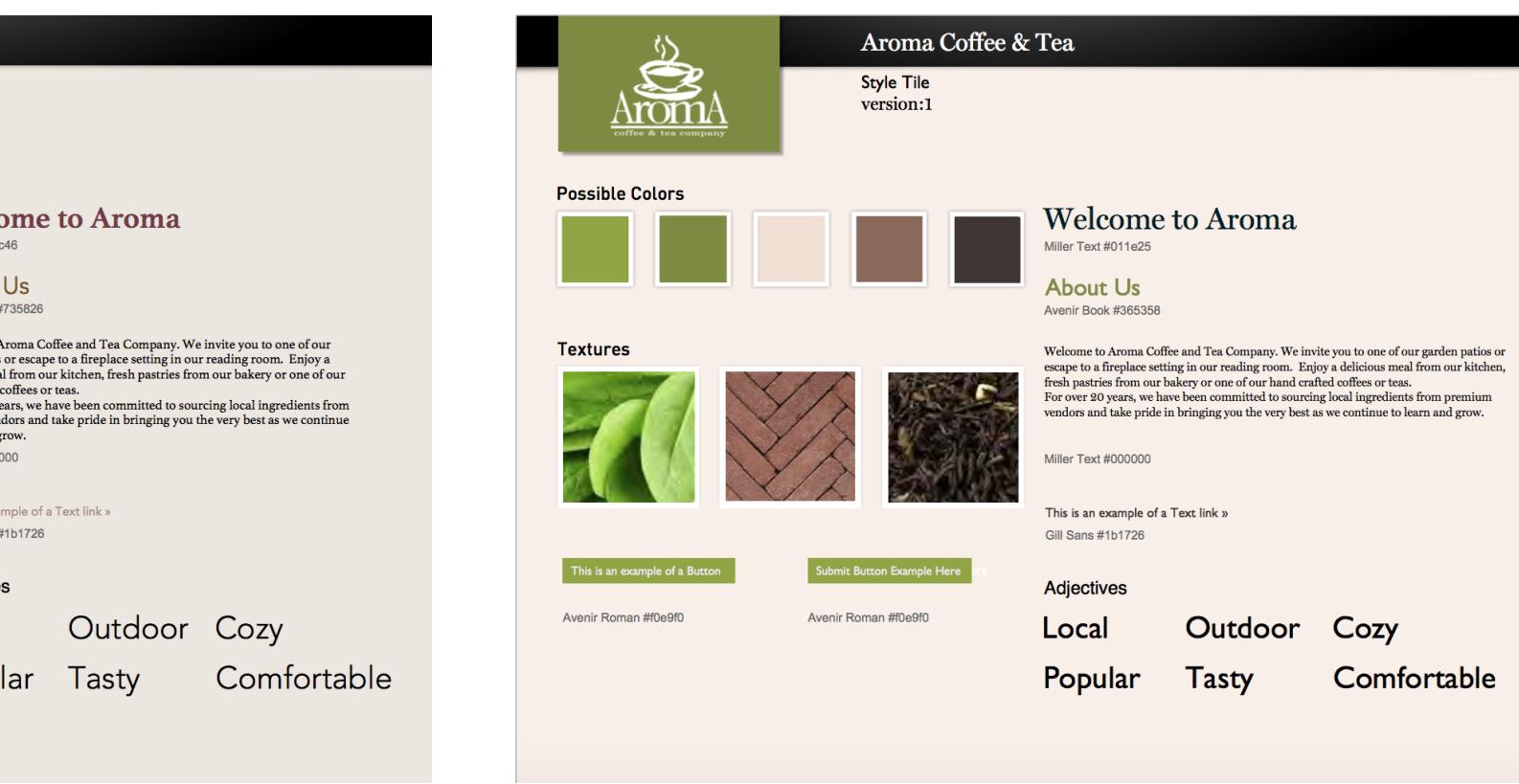
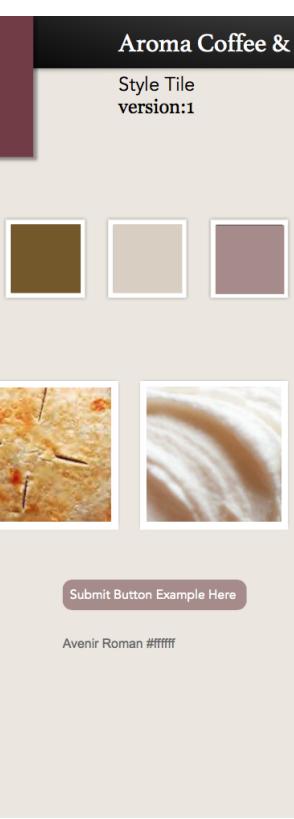
Final Website | Aroma Coffee & Tea Co.

In choosing the color theme for my website I did research on colors that gave the feeling of warmth, comfort, and nature.

> Style Tiles



> Style Tiles



Final Website | Aroma Coffee & Tea Co.

For this website I chose the first style tile because it had the most earthy tones and the most natural feel. I also liked the way the colors worked together.

Final Website | Aroma Coffee & Tea Co.

> Website Mockup

Welcome To
AROMA
coffee and tea

Discover...
Enjoy a delicious meal from our kitchen, fresh pastries from our bakery or one of our hand crafted coffees or teas.
Look at a Menu and see what we have to offer or Order Online so your selection is ready when you get here!

Menu Order Online

About Us...
Find out a little bit About Us and Aroma's location in Studio City, CA.

About

Location:
4360 Tujunga Avenue
Studio City, CA 91604
Directions

Hours of Operation:
M-Sa 6a-11p
Su 6:30-11p

Questions?
Contact us at 818.508.0677 or fax 818.508.2427

Join the Conversation!
Facebook Twitter Instagram Pinterest

Menu Order Online Directions Contact About Us

Phone
818.508.0677

Fax
818.508.2427

Location
4360 Tujunga ave.
Studio City, CA 91604

Hours
M-5 6a-11p
Su 6:30-11p

Directions

About Us...
Welcome to Aroma Coffee and Tea Company. We invite you to one of our garden patios or escape to a fireplace setting in our reading room.
For over 20 years, we have been committed to sourcing local ingredients from premium vendors and take pride in bringing you the very best as we continue to learn and grow.
Welcome! We are happy to have you.
MARK GUNSKY

Location:
4360 Tujunga Avenue
Studio City, CA 91604
Hours of Operation:
M-Sa 6a-11p
Su 6:30-11p
Questions?
Contact us at 818.508.0677 or fax 818.508.2427

Join the Conversation!
Facebook Twitter Instagram Pinterest

Final Website | Aroma Coffee & Tea Co.

> Website Mockup

Order Online Directions Contact About Us

Our Selections

Breakfast
Hungry for a savory breakfast that will keep you energized through out the day? Try our selections.

Sandwiches
From classic to gourmet, our sandwiches are prepared to order with quality ingredients.

Starters
Start of your meal with homemade quacamole and tortilla chips or our popular Kobe Sliders.

Order To-Go
In a hurry? Send in your order to us and we'll have it ready for you when you get here.

Location:
4360 Tujunga Avenue
Studio City, CA 91604
Hours of Operation:
M-Sa 6a-11p
Su 6:30-11p
Questions?
Contact us at 818.508.0677 or fax 818.508.2427

Directions

Website:
Terms of Use
Privacy Policy

Join the Conversation!
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Salad And Taco Bar
Choose from a wide selection of fresh salads or make your own taco.

Drinks And Pastries
Try one of our fresh pastries or a tasty cup of coffee.

Order To-Go
In a hurry? Send in your order to us and we'll have it ready for you when you get here.

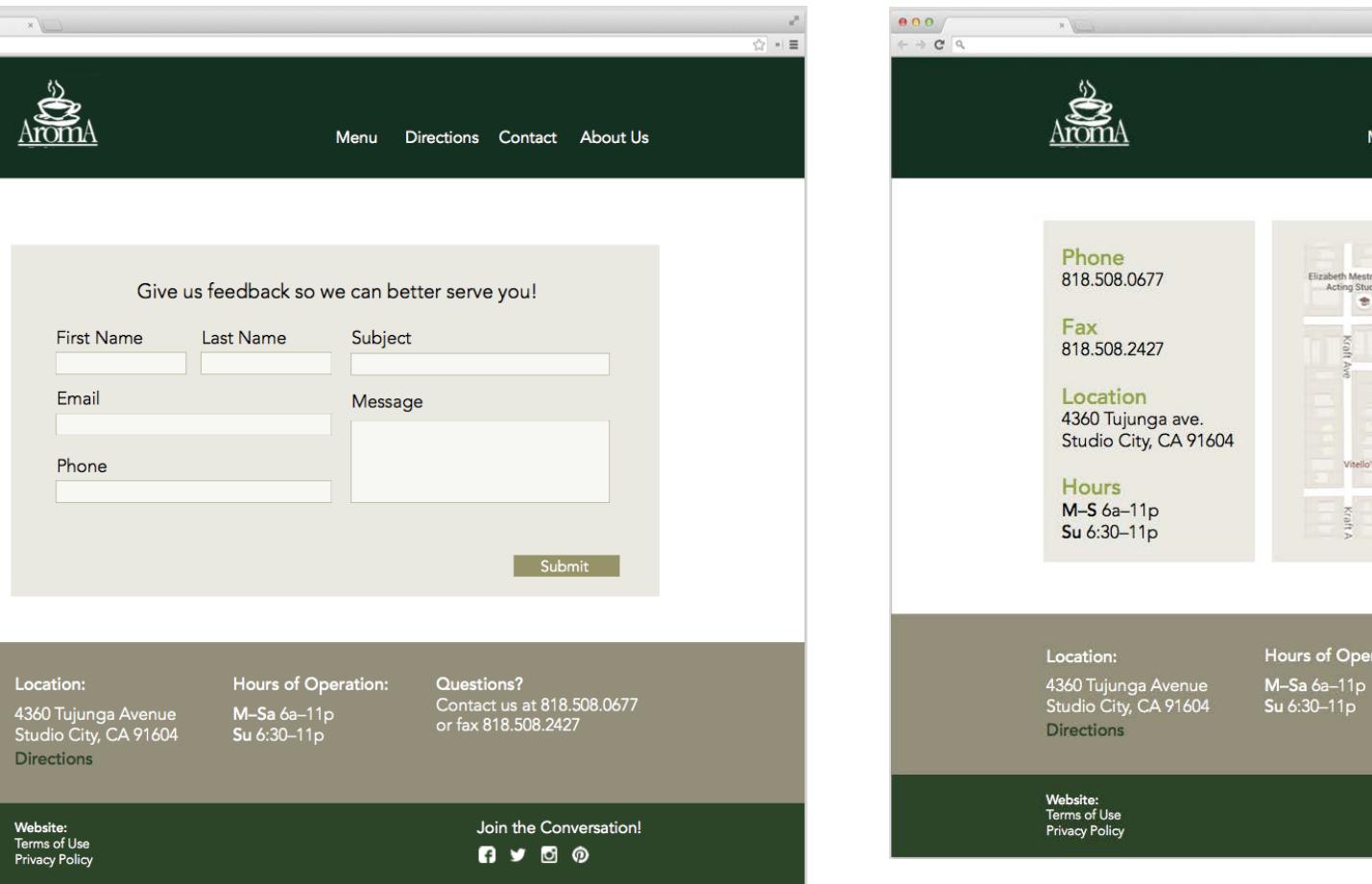
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Studio City, CA 91604
Hours of Operation:
M-Sa 6a-11p
Su 6:30-11p
Questions?
Contact us at 818.508.0677 or fax 818.508.2427

Directions

Website:
Terms of Use
Privacy Policy

Join the Conversation!
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Final Website | Aroma Coffee & Tea Co.



A screenshot of the Aroma Coffee & Tea Co. website's feedback form page. The header features the Aroma logo and navigation links: Menu, Directions, Contact, and About Us. The main content area contains a form titled "Give us feedback so we can better serve you!" with fields for First Name, Last Name, Subject, Email, Message, and Phone. A "Submit" button is at the bottom right. Below the form is a dark brown footer section with contact information: Location (4360 Tujunga Avenue, Studio City, CA 91604), Hours of Operation (M-Sa 6a-11p, Su 6:30-11p), and Questions? (Contact us at 818.508.0677 or fax 818.508.2427). It also includes a "Directions" link, a "Join the Conversation!" section with social media icons, and links to Website Terms of Use and Privacy Policy.

> Website Mockup

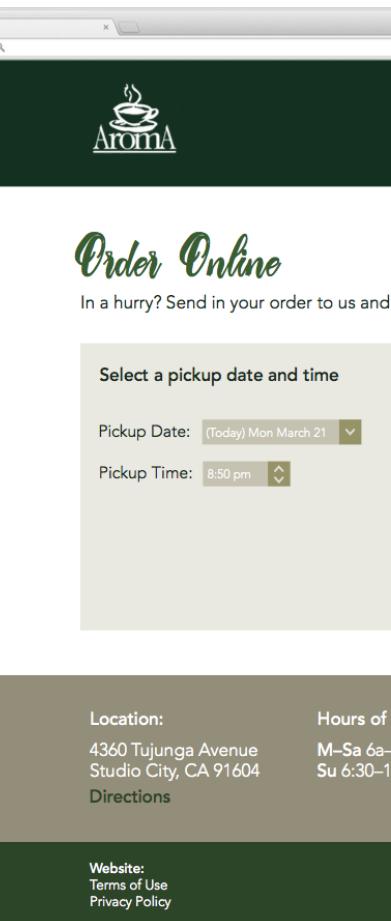


A screenshot of the Aroma Coffee & Tea Co. website's location and hours page. The header features the Aroma logo and navigation links: Menu, Directions, Contact, and About Us. The main content area includes a "Phone" number (818.508.0677), "Fax" number (818.508.2427), and a "Location" section showing the address (4360 Tujunga ave., Studio City, CA 91604) and a map of the surrounding area. Below this is a "Hours" section with operating times (M-S 6a-11p, Su 6:30-11p). At the bottom is a "Join the Conversation!" section with social media icons and links to Website Terms of Use and Privacy Policy.



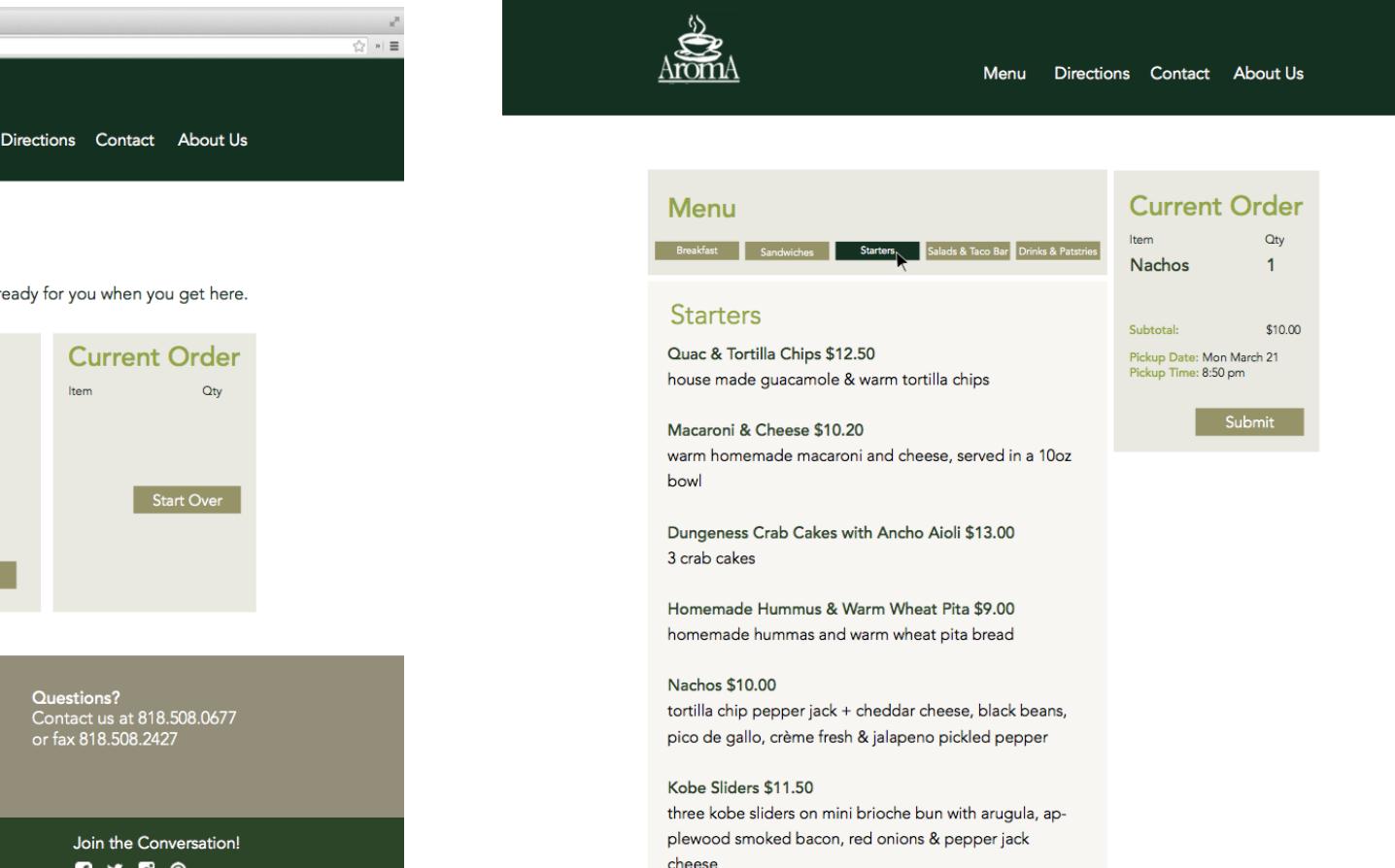
A screenshot of the Aroma Coffee & Tea Co. website's order online page. The header features the Aroma logo and navigation links: Menu, Directions, Contact, and About Us. The main content area includes a "Select a pickup date and time" section with dropdown menus for Pickup Date (today) and Pickup Time (8:50pm). To the right is a "Current Order" summary table showing an item: Nachos (Qty 1, \$10.00). Below this is a "Continue" button. At the bottom is a "Join the Conversation!" section with social media icons and links to Website Terms of Use and Privacy Policy.

Final Website | Aroma Coffee & Tea Co.

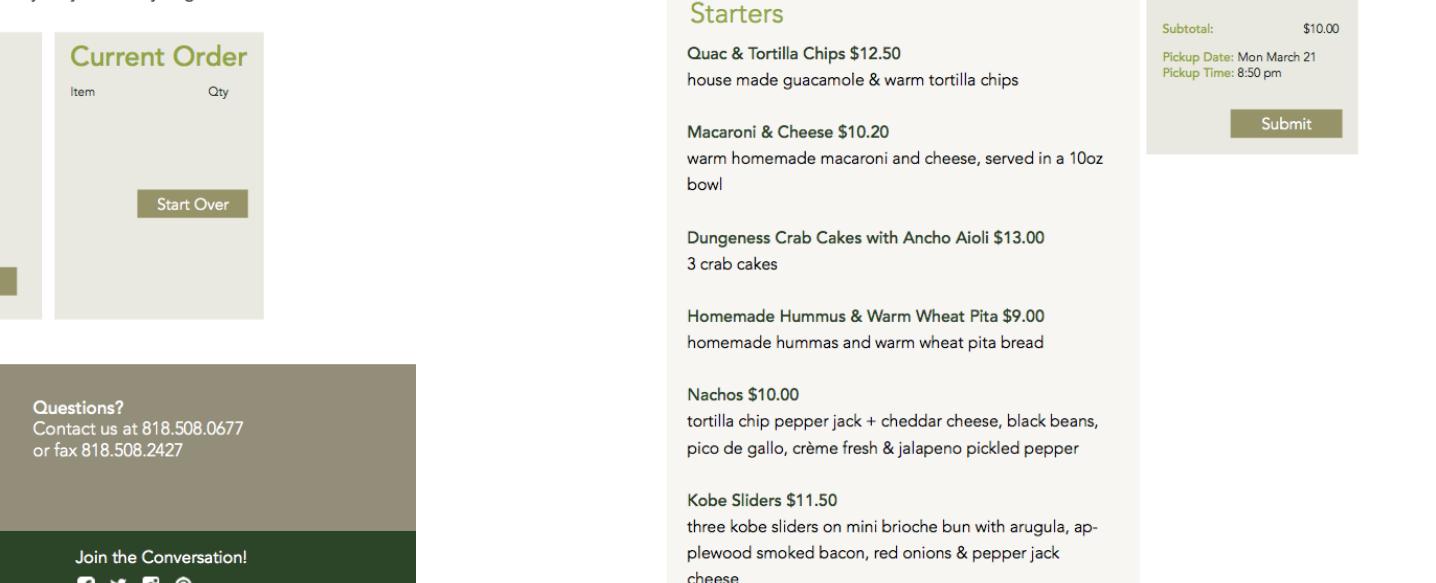


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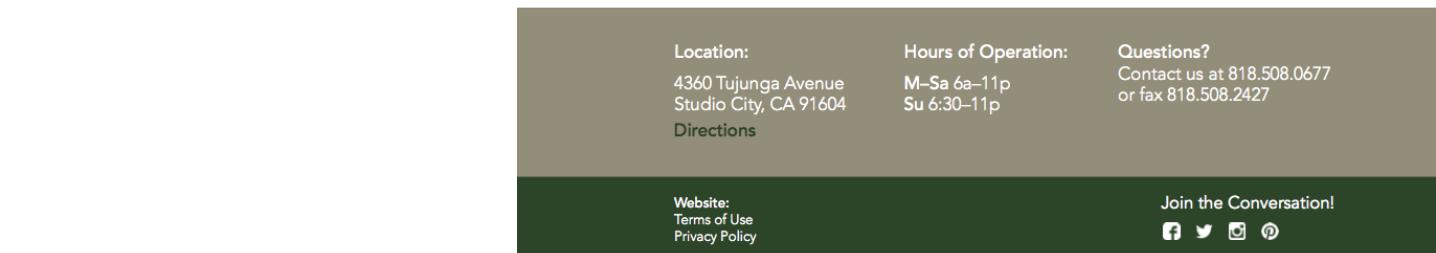
> Website Mockup



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A screenshot of the Aroma Coffee & Tea Co. website's order online page. The header features the Aroma logo and navigation links: Menu, Directions, Contact, and About Us. The main content area includes a "Select a pickup date and time" section with dropdown menus for Pickup Date (today) and Pickup Time (8:50pm). To the right is a "Current Order" summary table showing an item: Nachos (Qty 1, \$10.00). Below this is a "Continue" button. At the bottom is a "Join the Conversation!" section with social media icons and links to Website Terms of Use and Privacy Policy.

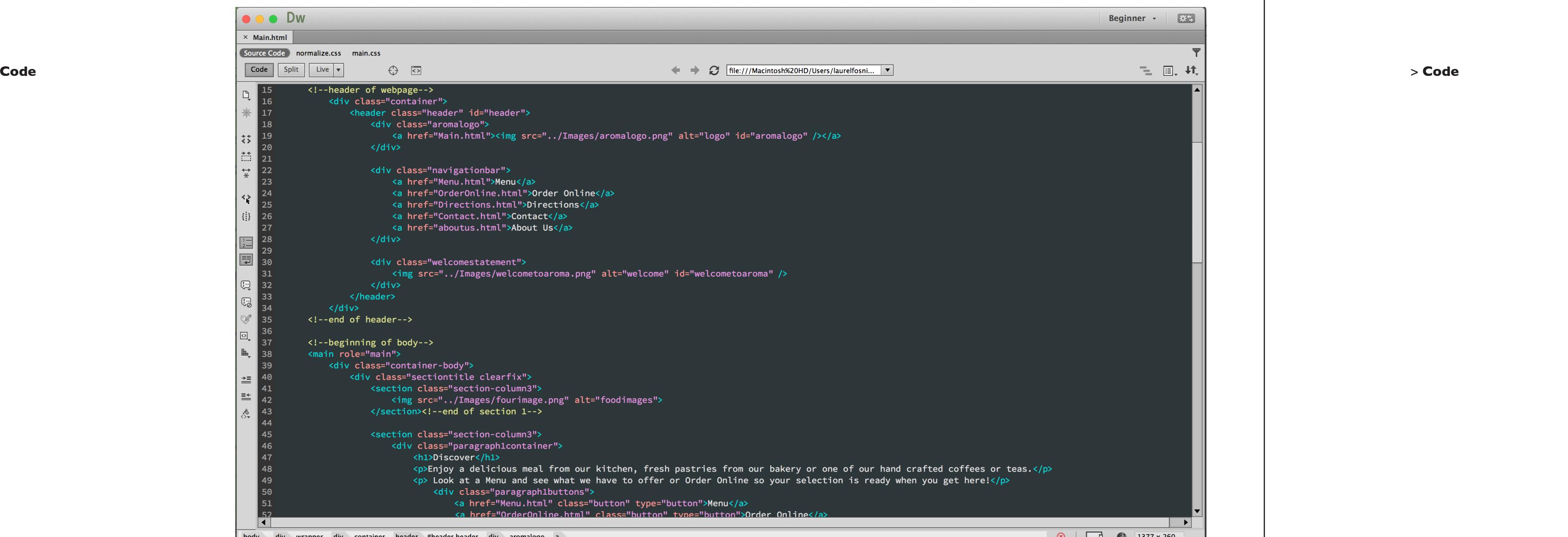


A screenshot of the Aroma Coffee & Tea Co. website's footer section. It includes contact information: Location (4360 Tujunga Avenue, Studio City, CA 91604), Hours of Operation (M-Sa 6a-11p, Su 6:30-11p), and Questions? (Contact us at 818.508.0677 or fax 818.508.2427). It also includes a "Directions" link, a "Join the Conversation!" section with social media icons, and links to Website Terms of Use and Privacy Policy.

Final Website | Aroma Coffee & Tea

Screen shots of the code to make the final website.

Main



The screenshot shows the Adobe Dreamweaver interface with the 'Main' file open. The code editor displays the HTML structure for the main page, including the header, navigation bar, welcome statement, and body content. The code is well-organized with comments and CSS classes like 'header', 'navigationbar', and 'welcomestatement'.

```
<!--header of webpage-->
<div class="container">
<header class="header" id="header">
<div class="aromalogo">
<a href="Main.html"></a>
</div>
<div class="navigationbar">
<a href="Menu.html">Menu</a>
<a href="OrderOnline.html">Order Online</a>
<a href="Directions.html">Directions</a>
<a href="Contact.html">Contact</a>
<a href="aboutus.html">About Us</a>
</div>
<div class="welcomestatement">

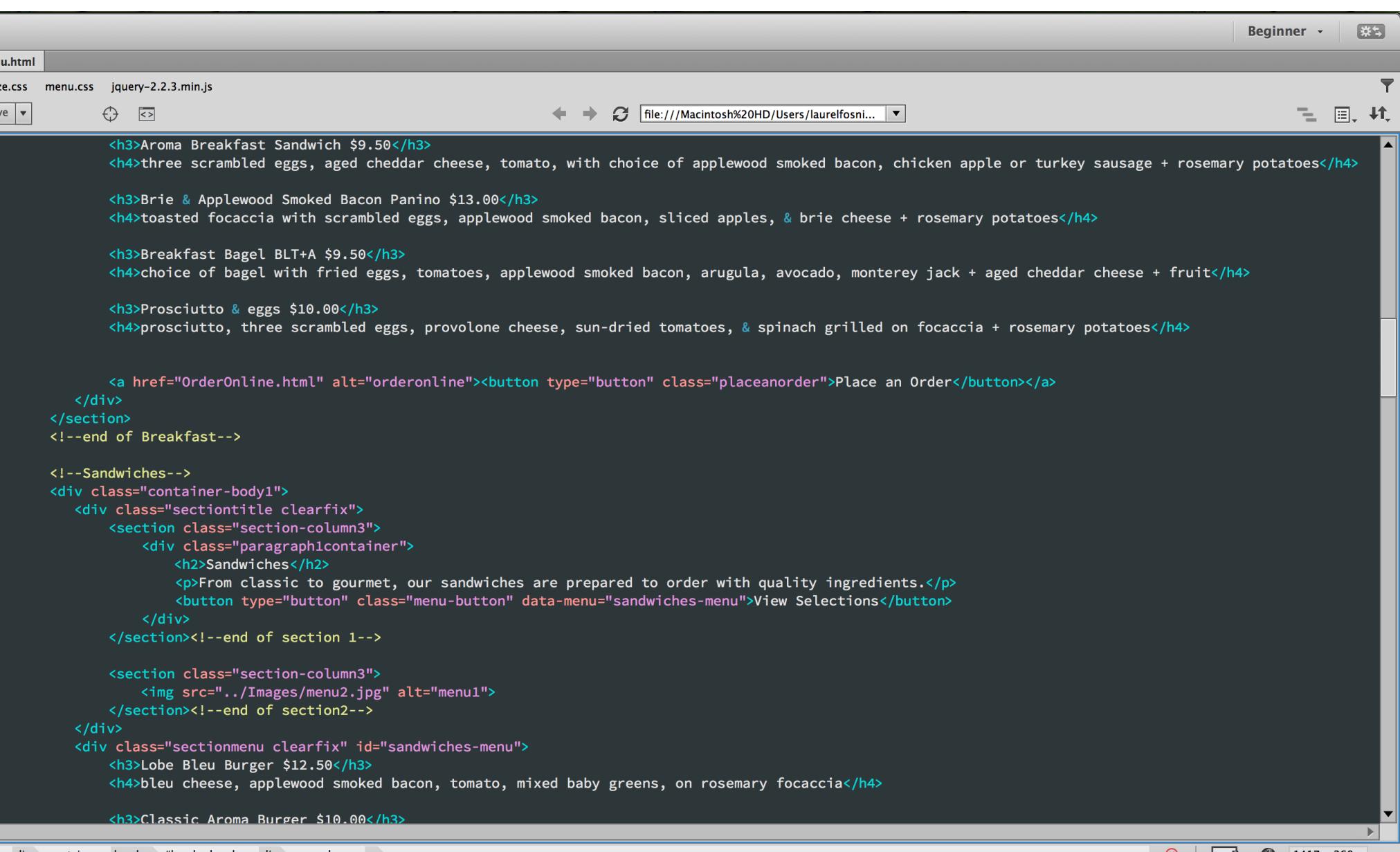
</div>
</header>
<!--end of header-->
<!--beginning of body-->
<main role="main">
<div class="container-body">
<div class="sectiontitle clearfix">
<section class="section-column3">

</section><!--end of section 1-->
<section class="section-column3">
<div class="paragraphcontainer">
<h2>Discover</h2>
<p>Enjoy a delicious meal from our kitchen, fresh pastries from our bakery or one of our hand crafted coffees or teas.</p>
<p>Look at a Menu and see what we have to offer or Order Online so your selection is ready when you get here!</p>
<div class="paragraphbuttons">
<a href="Menu.html" class="button" type="button">Menu</a>
<a href="OrderOnline.html" class="button" type="button">Order Online</a>
</div>
</div>
</section><!--end of section2-->
<div class="sectionmenu clearfix" id="sandwiches-menu">
<h3>Lobie Bleu Burger $12.50</h3>
<h4>bleu cheese, applewood smoked bacon, tomato, mixed baby greens, on rosemary focaccia</h4>
<h3>Classic Aroma Burger $10.00</h3>
<h4>bacon, applewood smoked bacon, tomato, mixed baby greens, on rosemary focaccia</h4>
<h3>Breakfast Sandwich $9.50</h3>
<h4>three scrambled eggs, aged cheddar cheese, tomato, with choice of applewood smoked bacon, chicken apple or turkey sausage + rosemary potatoes</h4>
<h3>Brie & Applewood Smoked Bacon Panino $13.00</h3>
<h4>toasted focaccia with scrambled eggs, applewood smoked bacon, sliced apples, & brie cheese + rosemary potatoes</h4>
<h3>Breakfast Bagel BLT+A $9.00</h3>
<h4>choice of bagel with fried eggs, tomatoes, applewood smoked bacon, arugula, monterey jack + aged cheddar cheese + fruit</h4>
<h3>Prosciutto & eggs $10.00</h3>
<h4>prosciutto, three scrambled eggs, provolone cheese, sun-dried tomatoes, & spinach grilled on focaccia + rosemary potatoes</h4>
<a href="OrderOnline.html" alt="orderonline"><button type="button" class="placeanorder">Place an Order</button></a>
</div>
</div>
</main>
</div>
</body>
```

Final Website | Aroma Coffe & Tea Co.

Screen shots of the code to make the final website.

Menu

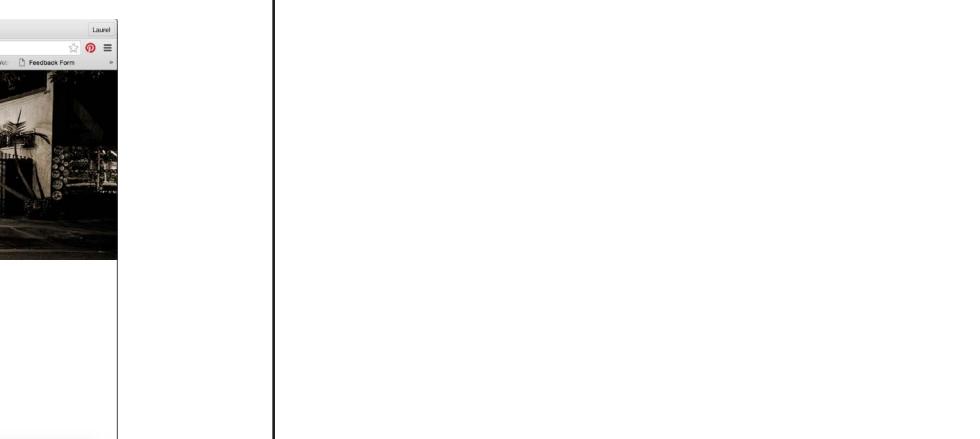
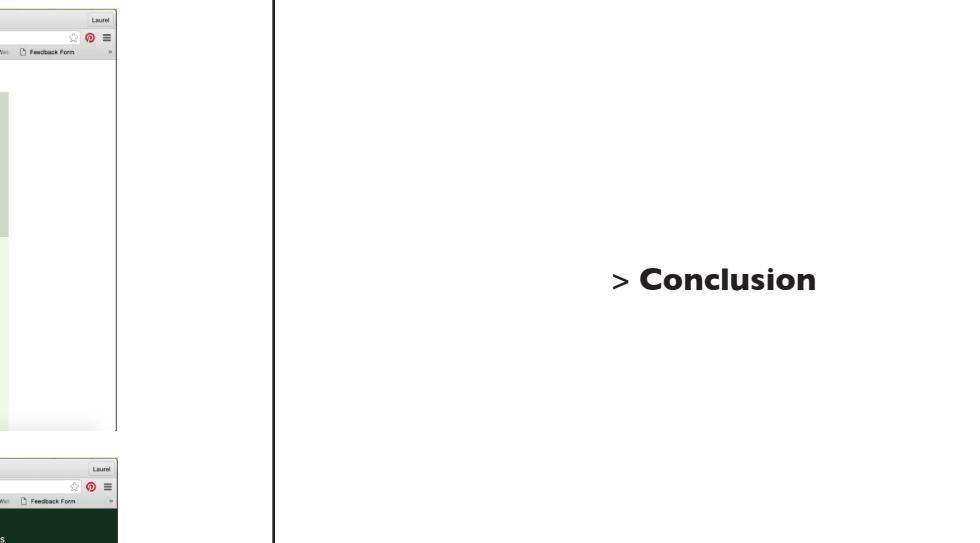
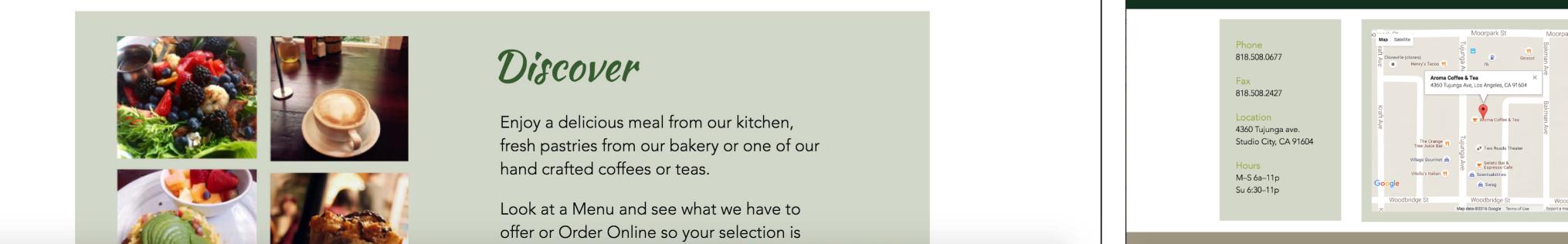
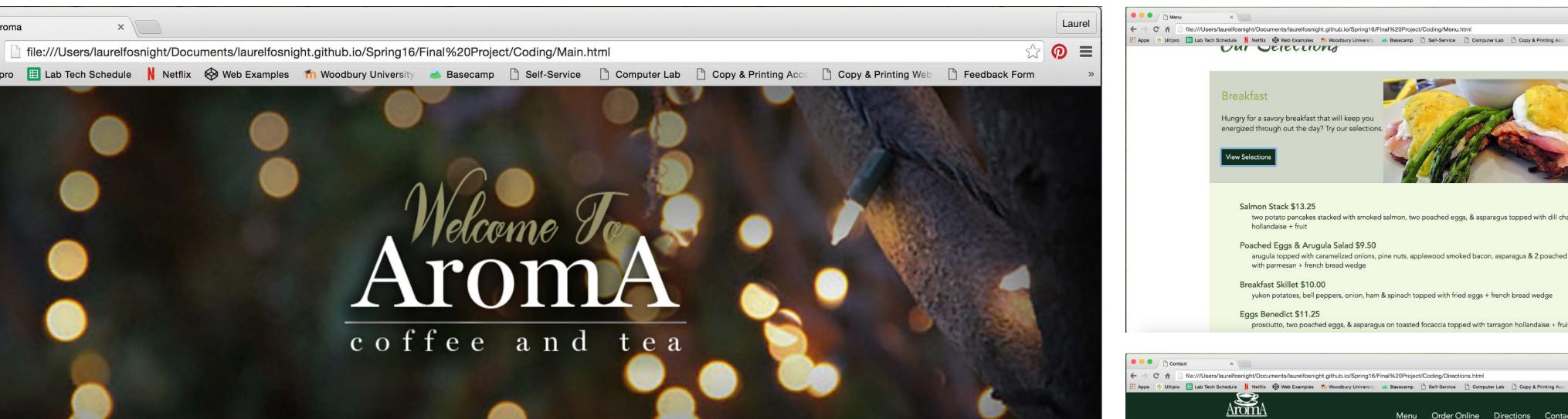


The screenshot shows the Adobe Dreamweaver interface with the 'Menu' file open. The code editor displays the HTML structure for the menu page, including sections for sandwiches and a button to view selections. The code is well-organized with comments and CSS classes like 'sectiontitle', 'section-column3', and 'paragraphcontainer'.

```
<h3>Aroma Breakfast Sandwich $9.50</h3>
<h4>three scrambled eggs, aged cheddar cheese, tomato, with choice of applewood smoked bacon, chicken apple or turkey sausage + rosemary potatoes</h4>
<h3>Brie & Applewood Smoked Bacon Panino $13.00</h3>
<h4>toasted focaccia with scrambled eggs, applewood smoked bacon, sliced apples, & brie cheese + rosemary potatoes</h4>
<h3>Breakfast Bagel BLT+A $9.00</h3>
<h4>choice of bagel with fried eggs, tomatoes, applewood smoked bacon, arugula, monterey jack + aged cheddar cheese + fruit</h4>
<h3>Prosciutto & eggs $10.00</h3>
<h4>prosciutto, three scrambled eggs, provolone cheese, sun-dried tomatoes, & spinach grilled on focaccia + rosemary potatoes</h4>
<a href="OrderOnline.html" alt="orderonline"><button type="button" class="placeanorder">Place an Order</button></a>
</div>
</div>
<!--end of Breakfast-->
<!--Sandwiches-->
<div class="container-body1">
<div class="sectiontitle clearfix">
<section class="section-column3">
<div class="paragraphcontainer">
<h2>Sandwiches</h2>
<p>From classic to gourmet, our sandwiches are prepared to order with quality ingredients.</p>
<button type="button" class="menu-button" data-menu="sandwiches-menu">View Selections</button>
</div>
</section><!--end of section 1-->
<section class="section-column3">

</section><!--end of section2-->
<div class="sectionmenu clearfix" id="sandwiches-menu">
<h3>Lobe Bleu Burger $12.50</h3>
<h4>bleu cheese, applewood smoked bacon, tomato, mixed baby greens, on rosemary focaccia</h4>
<h3>Classic Aroma Burger $10.00</h3>
<h4>bacon, applewood smoked bacon, tomato, mixed baby greens, on rosemary focaccia</h4>
</div>
</div>
</main>
</div>
</body>
```

> Final Website



> Conclusion

Final Website | Aroma Coffee & Tea Co.

In conclusion, I feel that I have met my design objectives. In my design, I created a layout that is easy for the user to navigate as there is a consistent navigation bar at the top but also buttons throughout the pages that take the user to different locations of the website. Also, I used high contrast colors against each other so that the typography would stand out against its background.

To choose the colors I used for my website, I drew inspiration from the location itself but also the food that they produce. In doing so I found that common colors were green and shades of brown. Since this gives a natural feeling but is also calm to the eye, I felt that it was the best choice. Overall, I believe my website is successful in that it provides and easy way for the user to see what Aroma has to offer but also allows them to find the location, order online, and decide what they want before they arrive at the location.