

# **FIT 1050 Web Fundamentals**

## Assignment 2 - Website Planning and Design

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Google Docs Link:

<https://docs.google.com/document/d/12OexoFae58b8D6SLIvaIVGI8Pn7XL3FLoMeyd5TdSaw/edit?usp=sharing>

Figma Link:

<https://www.figma.com/design/TcUV9zADy3zQ0py5WrC1Lu/Monarch-Cakes?node-id=0-1&t=HHgBtMkH3b37xNkZ-1>

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## **1.0 Introduction**

This redesign project focuses on Monarch Cakes, a real Australian small business located in Melbourne, which has been fictionalized as Mona Cakes in accordance with the assignment requirements. The newly designed website is intended for everyday consumers seeking European-style cakes. As a primary goal of this project, it is to improve the user's overall experience by addressing the design and usability limitations found in the website's original version. Specifically, the redesign seeks to improve visual presentation, streamline navigation, and enhance content structure, in order to better meet the needs of the business and its target audience.

## **2.0 Overall Critique of Monarch Cakes Website's Current Design**

In the original Monarch Cakes website, there are several usability and design issues that negatively impact the user experience. On a visual level, the site lacks clear contrast and alignment, which are essential design principles for readability and aesthetic consistency. The homepage lacks enough contrast between text and background, especially in sections that are dominated by gold wordings and brown backgrounds, which adversely affects readability and compromises the clarity of key content.

As far as information architecture is concerned, the website is lacking in a clear labeling system and an inadequate organisation of content. A vertical sidebar structure is used to display the navigation structure, which does not conform to modern web design conventions. Although the menu remains visible from any part of the page, its left-side placement and dated design may make it difficult for users to navigate intuitively. In this situation, the principles of effective organisation and navigation are violated, which are vital to the effective navigation of users through content in a logical and predictable manner.

The homepage features a heavily text-dominated layout, with large blocks of narrative presented without any effective segmentation or visual emphasis. Though the site attempts to communicate the brand's history and values, it lacks structured storytelling, featured highlights, or visual hierarchy that would enhance engagement. Despite the fact that the accompanying images are relevant, they are not aligned or provided with any descriptive context, resulting in a visually cluttered layout.

Also, the primary call-to-action, "Order Your Cake Online Now", is positioned within the sidebar and does not distinguish itself visually. There is no clear visual pathway guiding users toward key functions such as creating an order or exploring products. Consequently, the website is less capable of supporting business goals related to customer conversions.

Overall, although the website successfully conveys the brand's legacy through its written narrative, it falls short of modern expectations with regard to usability, layout, and user-centred content organization. The key directions of the redesign presented in this project were informed by these shortcomings.

### 3.0 Redesign Justification

As part of the website redesign for Mona Cakes, a number of usability and design issues in the original Monarch Cakes website were addressed. The redesigned pages are designed to enhance clarity, accessibility, and user experience through changes to content, layout, and navigation. The purpose of this section is to provide an explanation of the main decisions made during the redesign process, supported by relevant design principles and examples. Poppins font was used throughout the redesign to introduce a clean, contemporary visual identity that enhances legibility and supports brand modernization.

#### 3.1 Home Page

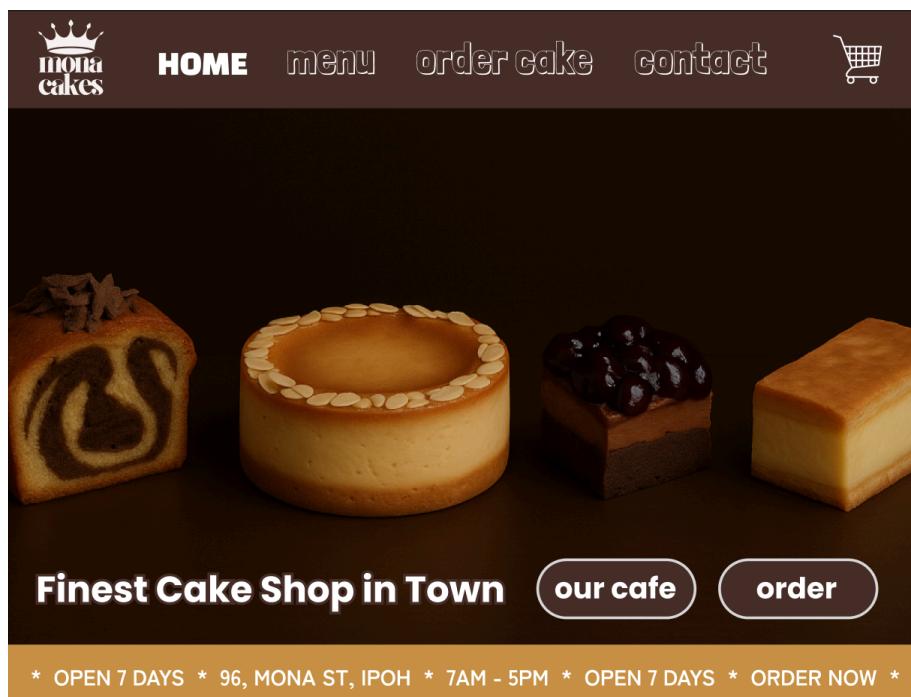


Figure 1: Redesigned Home Page

In the original homepage, large paragraphs of text are presented without sufficient segmentation, making it difficult for users to quickly grasp the business's purpose and offerings. The newly designed homepage (Figure 1) simplifies content into concise, targeted sections. This business is marketed with a tagline that clearly communicates its unique value proposition, "Finest Cake Shop in Town.". To facilitate user-friendly navigation, important information such as opening hours, address, and availability is displayed directly beneath the main banner to prioritize relevant details without requiring unnecessary scrolling or searching.

Originally, key elements such as headings and descriptive text were presented in a gold-colored font against a dark brown background. Consequently, this combination produces insufficient contrast, making it difficult to read the text for people with low vision or who are sensitive to colour contrast. As a result of the redesign, we have applied a light cream background and paired it with strong dark brown text, thus ensuring a high level of readability in adherence with visual contrast guidelines.

The hierarchy is emphasized through the use of large fonts and bold text within headings and buttons. The call-to-action buttons on the site such as "our cafe" and "order" are visually distinct and aligned with Fitt's Law, so that users are able to identify and interact with the key actions with ease (Meltzer, 2023). The new design is influenced by the websites of modern bakeries such as Tivoli Road Bakery (Figure 7) and Lune Croissanterie (Figure 8). As noted, these examples demonstrate effective use of visual storytelling, minimal text, and elegant navigation, all of which is reflected on the Mona Cakes homepage. In the original site, the sidebar menu is vertical, which contradicts established internet conventions and the way users scan content naturally from left to right. By aligning with Jakob's Law, the website's redesigned homepage utilizes a horizontal top navigation bar, which conforms to patterns that are already familiar to users from other websites (Nielsen, 2025).



Figure 2: Tivoli Road Bakery's Home Page



Figure 3: Lune Croissanterie's Home Page

### 3.2 Continuous Home Page (History, Find Us At and Gallery)



Figure 4: History Section

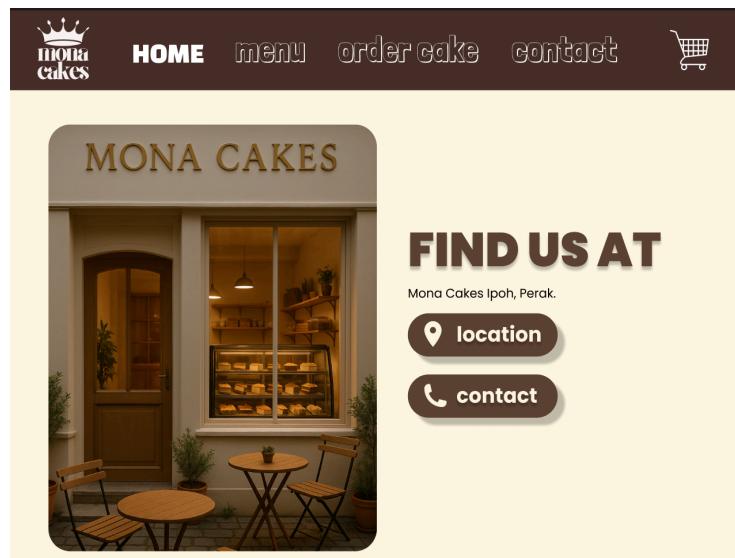


Figure 5: Location Section



Figure 6: Gallery Section

As shown in Figures 4, 5, and 6, we have redesigned supporting pages to enhance the brand narrative, provide easier access to essential business information, and facilitate the browsing process. In addition to the homepage, these pages serve as a means of reaching out to potential customers, providing information, and making the website more user-friendly.

There were several tabs on the original website (Figure 7) used to present minimal content, resulting in an inefficient and cluttered design. As a result, the brand story has been repositioned within the homepage and revised to improve clarity and readability (Figure 4). While maintaining the original message about the bakery's heritage, the updated content uses shorter, more easily understood sentences to make it easier for users to comprehend.

Location information, which was previously located only in the footer, has been given greater prominence in the redesign (Figure 5). In the new design, the address and contact information appear in their own dedicated section on the store's homepage, allowing users to easily access these details without needing to scroll all the way down. There are also icons and buttons that are designed to enhance user interaction and recognition.

As part of the redesign, a new gallery section (Figure 6) has been added to better communicate Mona Cakes' offerings and in-store atmosphere. Initially, the website (Figure 7) lacked a dedicated area for visual representations of the products. Through the use of large, high-quality images, the updated gallery provides visitors with an immediate sense of the brand's character and quality of products without relying on heavy textual content.

Each of the three pages has been designed in a consistent visual style, making use of Poppins typography, warm neutral colours, and a consistent visual style throughout. The use of clear headings, adequate spacing, and simplified icons improves readability and facilitates the transition between sections.

As can be seen in Figure 3, universally recognisable symbols such as a location pin and phone icon are used to simplify finding and understanding contact information. Similarly, the gallery layout (Figure 6) is inspired by the design patterns used by Lune Croissanterie (Figure 8), which also highlights its products with strong imagery and a clean design.

There has been a simplification of the overall structure by grouping related content into logical sections rather than distributing brief information across multiple tabs. Customers will be able to locate information more efficiently due to improved navigation. A newsletter subscription feature has been introduced in the site's footer and with this function, customers will receive regular updates on upcoming product launches and ongoing promotions, encouraging them to remain engaged with the bakery.

Our newly redesigned History, Find Us, and Gallery pages provide a more engaging and user-friendly experience. The design of these pages has been improved in terms of layout, content structure, as well as visual design in order to enhance the overall website and improve customer understanding and interaction.



Figure 7: Monarch Cakes' Website



Figure 8: Lune Croissanterie's Gallery

### 3.3 Continuous Menu Page (Cakes)



Figure 9: Redesigned Menu Page



Figure 10: Original Website Cake page

A redesigned "Menu" page (Figure 9) improves both the content structure and the visual design, condensing previously separate sections for "Cakes" and "Coffee" (as shown in Figure 10) into a single, unified section. By making this decision, we aim to address key usability issues present in the original design, such as cognitive overload caused by long, unstructured text and an inefficient navigation flow. It is now possible to view all of the offerings on the site with fewer clicks and less effort by combining both categories into a single interface which is structured in tabs ("Popular," "Cakes," and "Coffee") (Chung, 2024).

It is difficult to scan and absorb the original menu (Figure 10) because it is a long, text-heavy list with limited visual cues. On the other hand, the redesigned page provides users with clear information segmentation through tabs and product cards, making it easier for them to navigate between categories and focus on specific items of interest. With this change, the site's overall information architecture has been improved by grouping related content and reducing redundancy. Moreover, by combining "Cakes" and "Coffee" into a single "Menu" page, the design also provides a better level of maintainability (Chung, 2024).

In the new layout, product cards are used to create a strong visual hierarchy, with high-quality images, clear item names, and structured alignments. In designing these cards, we have used visual design principles such as contrast, proximity, and alignment, which guide the eye and make navigation easier for the user. As a result of the simplified format, less dense paragraphs are needed to be read, which improves the accessibility of the content as well as engagement.

One of the key features of the redesign is the addition of customer reviews below select items. By providing short testimonials such as "Great selection of cakes," companies can build trust, reassure customers about the quality of their products, and direct them to popular choices. Visitors who are visiting for the first time will particularly benefit from this information. The inclusion of reviews also reflects current e-commerce standards, where user feedback is often an important factor in influencing purchase decisions.

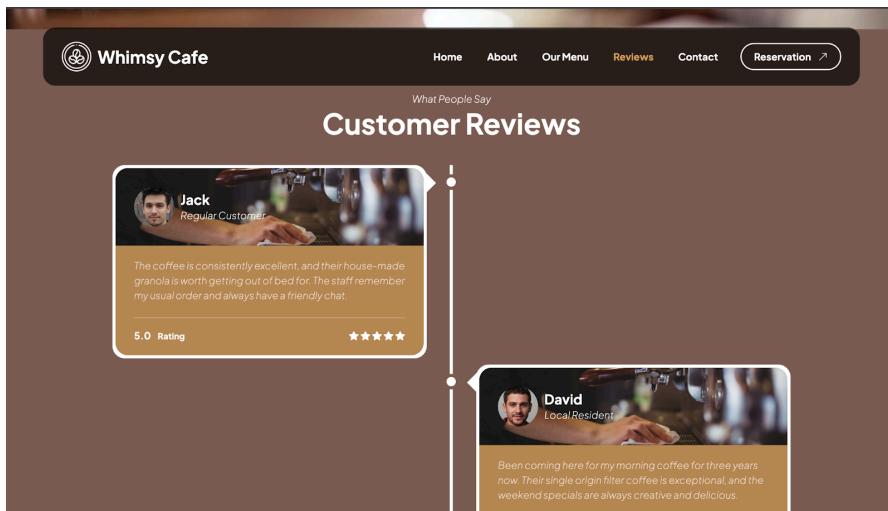


Figure 11: Whimsy Cafe

Several industry examples have inspired the decision to include visible reviews, such as Whimsy Cafe (Figure 11), which prominently displays customer feedback along with its product offerings. As part of the Whimsy Cafe layout, customer names and quotes are included with reviews, which provide credibility and create an emotional connection between the reviewer and the customer. While Mona Cakes' review section is simpler, it employs the same strategy of placing short, friendly testimonials close to the product, further enhancing user confidence and driving conversions.

### 3.4 Continuous Menu Page (Cakes)

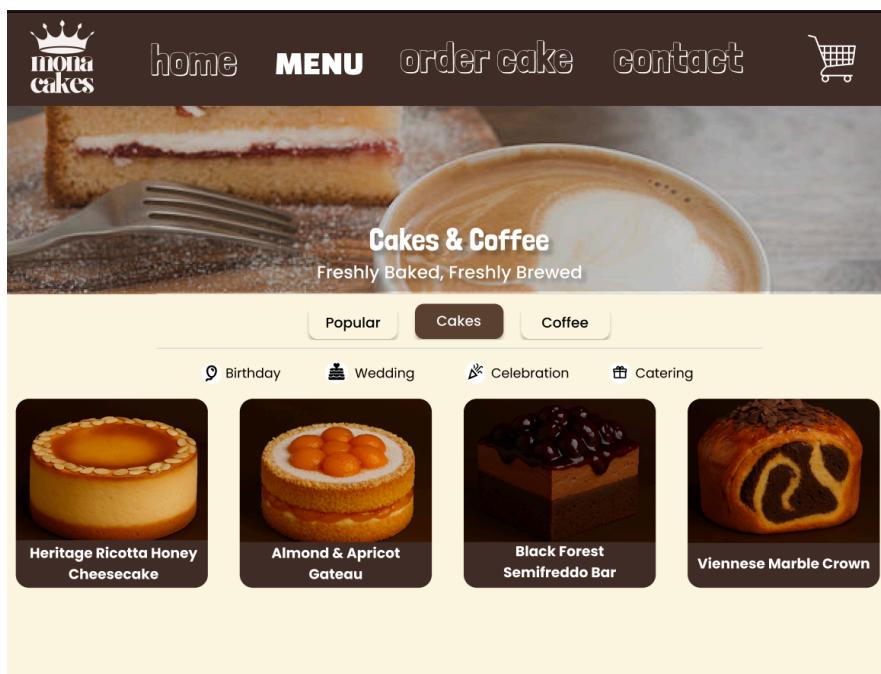


Figure 12: Redesign menu page (Cakes)

Through the introduction of occasion-based filtering and the combination of previously scattered content, the redesigned Cakes page (Figure 12) improves the browsing experience significantly. A subcategory icon for Birthday, Wedding, Celebration, and Catering allows users to browse cakes based on their specific needs, making the site more intuitive and goal-oriented. Originally, related content was divided into tabs such as "Celebrations" and "Catering" (Figure 10). The Cakes section has been consolidated into one under the "Menu" tab, resulting in a simplified and more efficient interface (Chung, 2024).

With this change, users will be able to locate the content they are looking for more quickly by grouping similar content together. As a result, this modification improves the structure of the website by reducing unnecessary clicks and improving its compatibility with the natural way in which consumers search for products. In addition to adding an additional layer of personalization to the shopping experience, occasion-based filtering allows users to explore items appropriate for their purposes, while also supporting business objectives such as increasing sales for orders initiated on the basis of events.

In the layout, the cards are evenly spaced, image sizes are uniform, and product names are clearly identifiable (UX World, 2025). This visual structure makes scanning and comparing items easier, and it improves overall clarity. This site redesign eliminates the lengthy lists of text on the original site and instead presents cakes in an appealing, image-driven format that is more engaging.

This change from a text-heavy layout to a visual-driven layout makes the page more user-friendly, particularly for potential customers that are not familiar with the bakery's offerings. The presentation of each cake is done in a way that is simple to understand and visually appealing, which reduces cognitive load and encourages longer exploration.

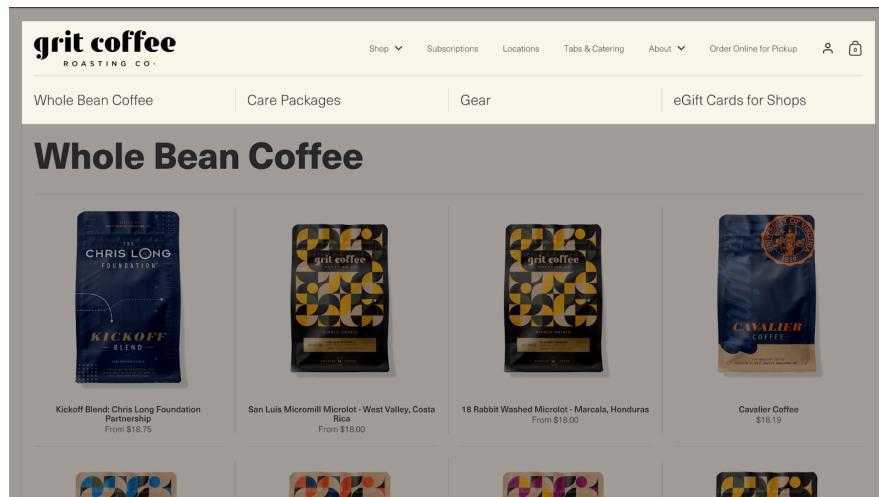


Figure 13: grit coffee

The new layout reflects modern design practices, such as those used on the Grit Coffee website (Figure 13). This site has an easy-to-navigate navigation bar and a grid-style layout with categories such as Whole Bean Coffee and Care Packages. Users can browse and compare products with ease thanks to the presentation of an image, a name, and a price for each product. Similar to Mona Cakes, Mona Cakes employs occasion icons and visual groupings to guide customers through its selection.

### 3.5 Continuous Menu Page (Coffee)



Figure 14: Redesign menu page (Coffee)

The Coffee section of the redesigned Menu page (Figure 14) complements the Cakes layout in terms of visual consistency and structural organization while catering to a distinct product category. Having both offerings under one menu simplifies navigation and reduces the need to switch between different pages, simplifying the browsing experience (Chung, 2024).

The coffee items are presented using a consistent format with high-resolution imagery and simple, familiar labels such as "Espresso" and "Mocha." These cards are displayed in a clean grid that facilitates comparison and scanning. A concise naming scheme and a visually balanced layout will facilitate finding information and minimize cognitive load.

Throughout the site, the same Poppins font, cream and brown color palette, and structured alignment are used to maintain brand consistency. As a result, not only is the visual identity reinforced, but the user can also navigate between categories without adjusting to a new visual pattern.

Though this section follows the same layout as the Cakes tab, the content has been tailored to suit the beverage offerings. This design supports the user's needs while allowing for future expansion of the product list by clearly labeling and arranging all items logically.

### 3.6 Order Cake Page



Figure 15: Redesigned Order Cake page when clicked on item

This redesign of the "Order Cake" page is intended to make it more aesthetically pleasing and engaging for the target audience, which includes foodies, locals, and cake enjoyers. Since the original design incorporated a dark color palette and ambient theme, the redesign maintains this visual identity to ensure a consistent brand identity. A seamless and coherent user experience across the site is assured by maintaining the same layout as the Menu page. It is noteworthy that a feature that allows for interactive product selection has been added to the website. As soon as the user clicks on a cake image, the selected item slides to the left, revealing a ordering interface (Figure 15). In this manner, the selected cake is highlighted while distractions are reduced, making it easier for users to make their selections.

Original page (Figure 16) felt cluttered and heavy with a lack of visual appeal and product imagery. The site was difficult to navigate, making it difficult for users to make informed choices and browse.

This image shows the original website's order cake page. At the top, there's a logo for "monica cakes" and a "Order" button. Below that is a note about availability and a message for instant orders. The main section is titled "Select your cakes" and "Whole Cakes". It lists various cake options with quantity selection boxes. The "Whole Cakes" section includes: Chocolate Kouglof Medium (7") (Qty), Chocolate Kouglof Large (9") (Qty), Polish Baked Cheese Cake (8") (Qty), Flourless Almond &amp; Dark Chocolate Cake (10") (GF) (Qty), Flourless Hazelnut White Chocolate &amp; Orange Cake (10") (GF) (Qty), Lemon Tart (10") (Qty), Sacher Torte Small (8") (Qty), Sacher Torte Large (10") (Qty), Apple Strudle (3 day pre-order) (Qty), and Black Forest Cake (10") (3 day pre-order) (Qty). Below this is a "Biscuits" section with: Almond Macarons (GF, Dairy Free) (Qty) and Raspberry Jam and Sultana Shortbread (Qty).

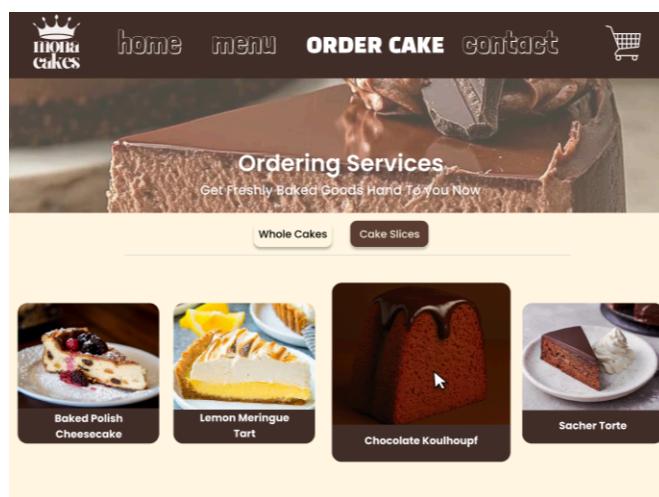
Figure 16: Original Website Order Cake Page

This design is influenced by the "Sinless Sweet" website (Figure 17), which employs a product-centered design and visual alignment to provide users with a more professional and appealing ordering experience (Lenovo, n.d.).

The screenshot shows a product page for a "Cupcake bouquet". At the top, there is a navigation bar with links to "Home", "Pre Order - Local Pickup Only", and "Cupcake bouquet". Below the navigation is a large image of a cupcake bouquet arranged in a circular pattern on a white plate. The cupcakes are decorated with pink, yellow, and purple frosting roses. A small pink rose and green leaves are tucked among the cupcakes. The words "Happy Mother's Day" are written in pink script on the plate. Above the image, the product name "Cupcake bouquet" is displayed with a small flower icon. To the right of the image, the price "\$55.00" is shown, followed by "Excluding Sales Tax". A "Quantity" input field is set to "1". Below the input field are "Add to Cart" and "Let's Chat!" buttons. At the bottom left, there is a "Get 15% off now!" button.

*Figure 17: Sinless Sweet Website*

The redesign page uses the idea of alignment and creates patterns, making it more appealing for the user to look at and navigate through. On PCs, there has been added a small interactive feature in which the cursor (Figure 18) reacts to clickable areas. Typically, users focus their attention on the cursor when working on a desktop computer, so this dynamic response increases engagement and reinforces interactivity (Singh, 2023)



*Figure 18: Redesigned Order Cake page*

The new design (Figure 15) organizes content into logical sections that guide users through the selection, sizing, and ordering of cakes. Labels such as "Select Size," "Choose Date," and "Add" are clearly action-oriented, which allows users to understand what to do next without becoming confused. There is a logical top-to-bottom reading order in each of these sections, which reduces cognitive load and improves usability.

In terms of visual appeal, alignment and repetition across product cards create a consistent layout pattern, making the page easier to scan and more appealing to the eye. In order to differentiate the "Add to Cart" button from other buttons, a drop shadow is applied to it. This clearly indicates the button's importance and function. Visual cues play a crucial role in connecting users with the site and assisting them in completing their tasks with confidence (Qualtrics, n.d.).

Ultimately, the redesigned "Order Cake" page improves the content organization, the interactivity, and the visual engagement of the page. Besides making browsing more enjoyable, it also guides users through the ordering process clearly, which aligns with the expectations of users and the best practices of contemporary web design.



Figure 19: Page with Footer

The footer (Figure 19) of the redesigned website contains navigational links such as menu, contact, order cake, and my cart, so users can easily access key sections from any page. The site also includes social media icons like Instagram, Facebook, and a X platform to encourage engagement across a variety of platforms. Users are also able to subscribe to a newsletter by entering their email address and opting to receive email updates regarding new products and promotions. Through a consistent color scheme, clear typography, and a clean, horizontally structured design, the layout maintains brand consistency.

## 4.0 Conclusion

Overall, the redesigned website provides a more cohesive and user-focused experience due to increased visual clarity, intuitive navigation, and a well-structured content. The key sections have been consolidated to reduce redundancy and provide an efficient browsing experience, resulting in a cleaner and more user-friendly interface. A modern user interface is aligned with the brand's aesthetic identity, while maintaining modern usability standards. Although the Contact page was not visually mocked up, its core function is retained and accessible through the navigation bar (Figure 19). Future enhancements may include a dedicated contact form for greater convenience. As the platform evolves, enhancements such as improving mobile responsiveness and gathering user feedback are recommended to ensure that it meets the needs of the community and continues to meet industry best practices.



Figure 20: Navigation Bar that has Contact and Cart Icon

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## **5.1 Website Links**

Grit Coffee. (2024). Grit Coffee. <https://gritcoffee.com/>

Lune Croissanterie. (2023, November 9). Lune croissanterie. <https://lunecroissanterie.com/>

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Tivoli Road Bakery. (n.d.). HOME » Tivoli Road Bakery. <https://tivoliroad.com.au/>

## **5.2 Chat GPT Prompts**

I acknowledge the use of ChatGPT to help generate ideas and suggested phrasing for these guidelines. This document is significantly edited based on output from a lengthy conversation with ChatGPT. The full prompt history can be viewed here:

<https://chatgpt.com/share/681b29c1-01c4-8002-b701-6681d7b3d40e>

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<https://chatgpt.com/share/681b2a1f-0c74-8002-aa96-e68c6f584753>

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[https://drive.google.com/file/d/1DUGKkNmqaIJsPAUZTwwBJoMwl\\_okDhS/view?usp=sharing](https://drive.google.com/file/d/1DUGKkNmqaIJsPAUZTwwBJoMwl_okDhS/view?usp=sharing)

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<https://drive.google.com/file/d/1wNGvdx4yCpnU52VrEvXjB9V5nOl9ukY9/view?usp=sharing>