

HODGSON'S CHIPPIY

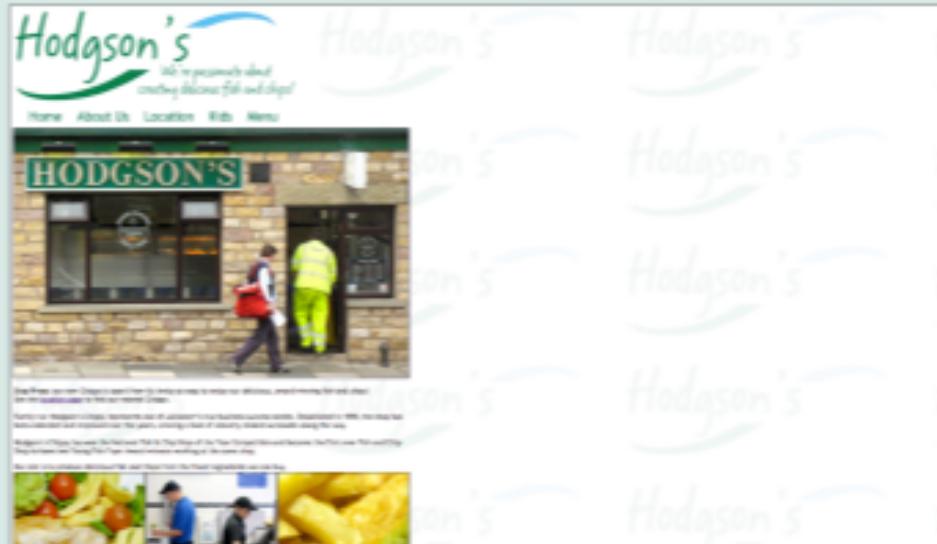
1.7 BASIC REDESIGN
GROUP PROJECT



DESIGN PRINCIPLES

Repetition - no element of repetition

Frontpage



Similarity - too much noise on the website

About us



Proximity - no proper gaps between text sections

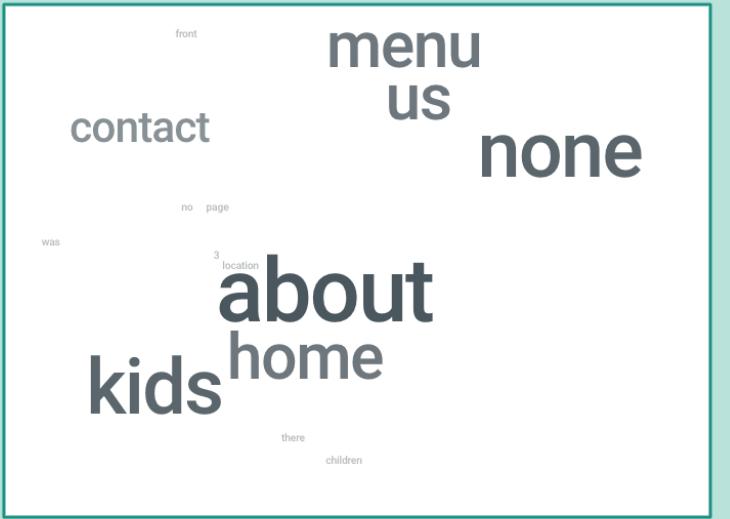
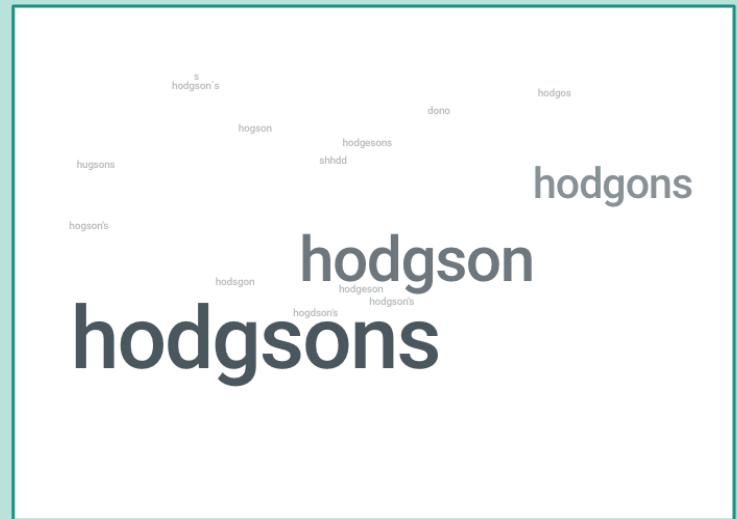
Kids menu



What is the name of this company?

What pages from the navigation do you remember?

5 S E C O N D S T E S T



Did anything bother you about the website?

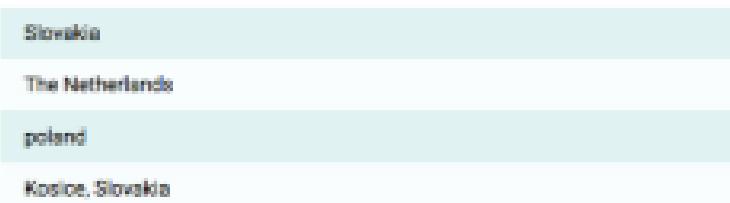
1. I couldn't zoom in/ it wasn't <phone friendly>
 2. Ugly green
 3. you can't make me choose just ONE - but overall I'd say the alignment off pictures and text and also tackily repetitive background pic
 4. Passed
 5. It was to small for a phone
 6. Ugly ass bitch site
 7. cluttered
 8. The heading was very big compared to other things.
 9. too short time
 10. no structure
 11. questions
 12. a bit basic
 13. The entire thing is ugly
 14. Cluttered
 15. you only get 5 seconds
 16. Passed
 17. that I only could look at it for 5 second, and now I feel stupid
 18. it's ugly

T R U N K

T E S T

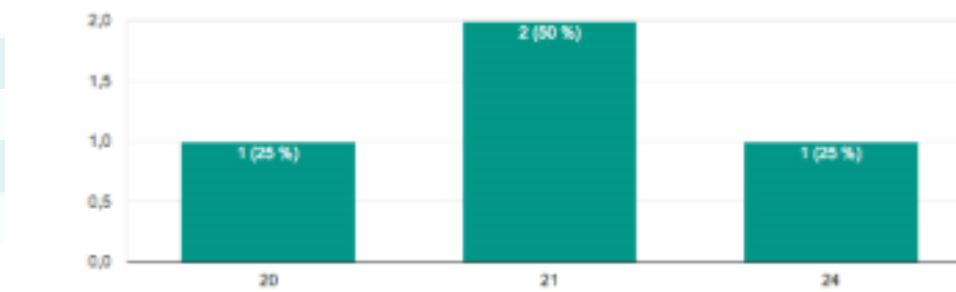
Where are you from?

10 of 10



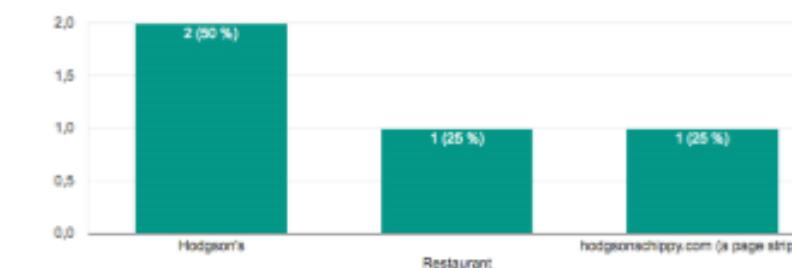
How old are you?

4 answe



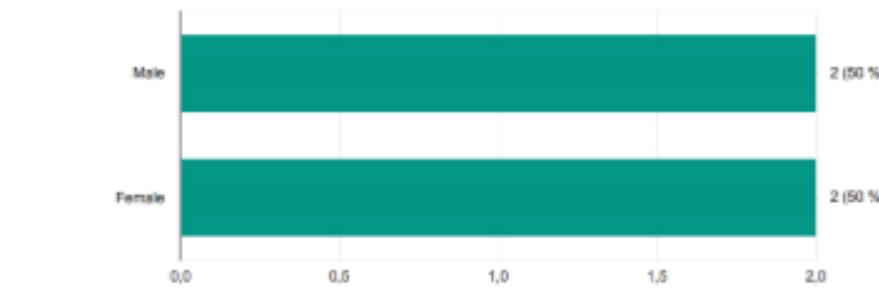
What site is this? (is there a site ID?)

4 replies



What is your gender

4 अप्रै



How can I search? (is there a search bar?)

4

If you know what to search for, **ctrl+f**, otherwise no search bar

10

There is no search bar (that I have noticed).

I will need a search bar to find search bar, what is this page?

Where am I in the scheme of things? (are there "you are here" indicators?)

10 of 10

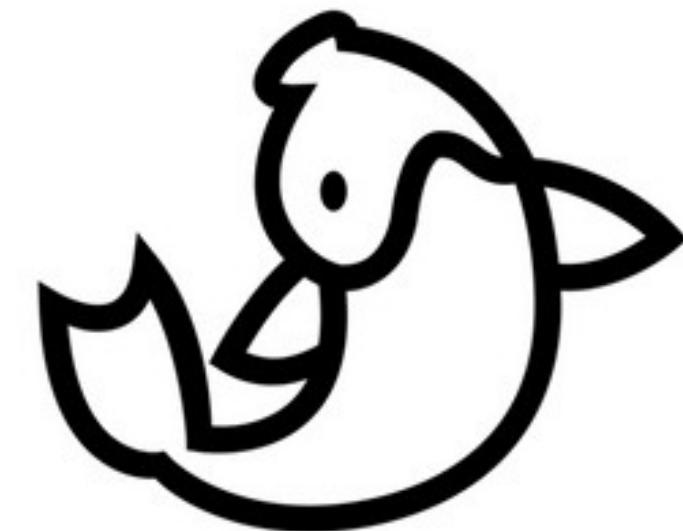
so the website always says 'http://hodosparch.com' and the navigation buttons don't change color.

1

No other pressing for instance. About 11s there are no indications where you are

Do "you see these indications" | [see nothing](#)

MOODBOARD

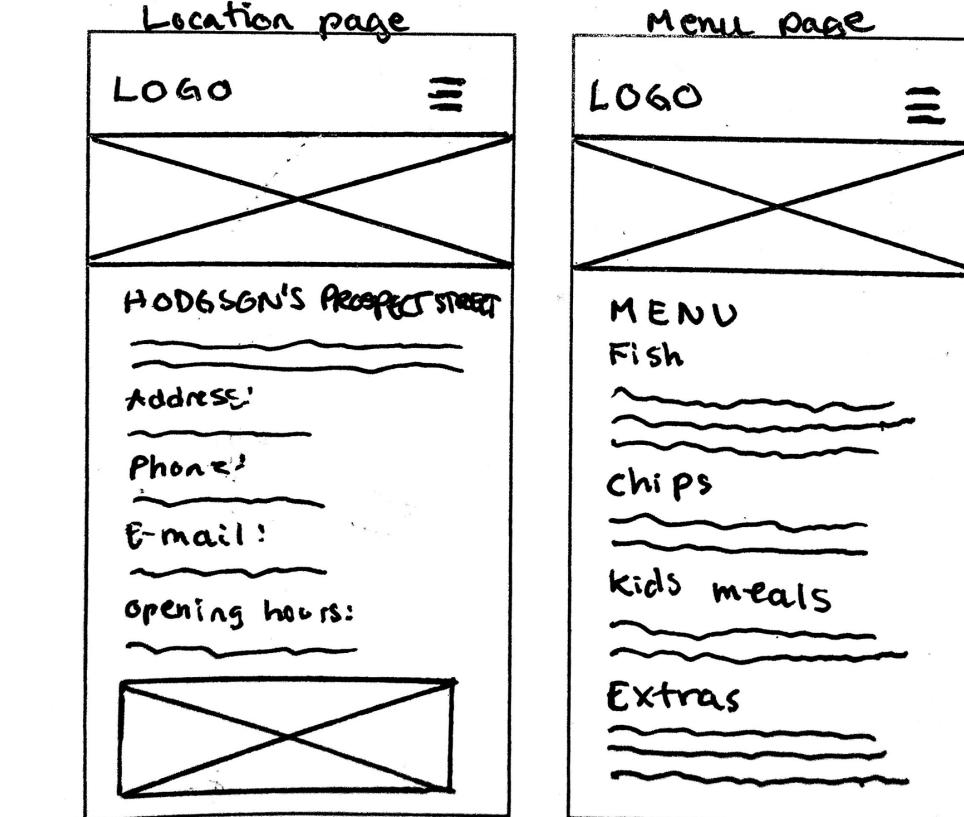
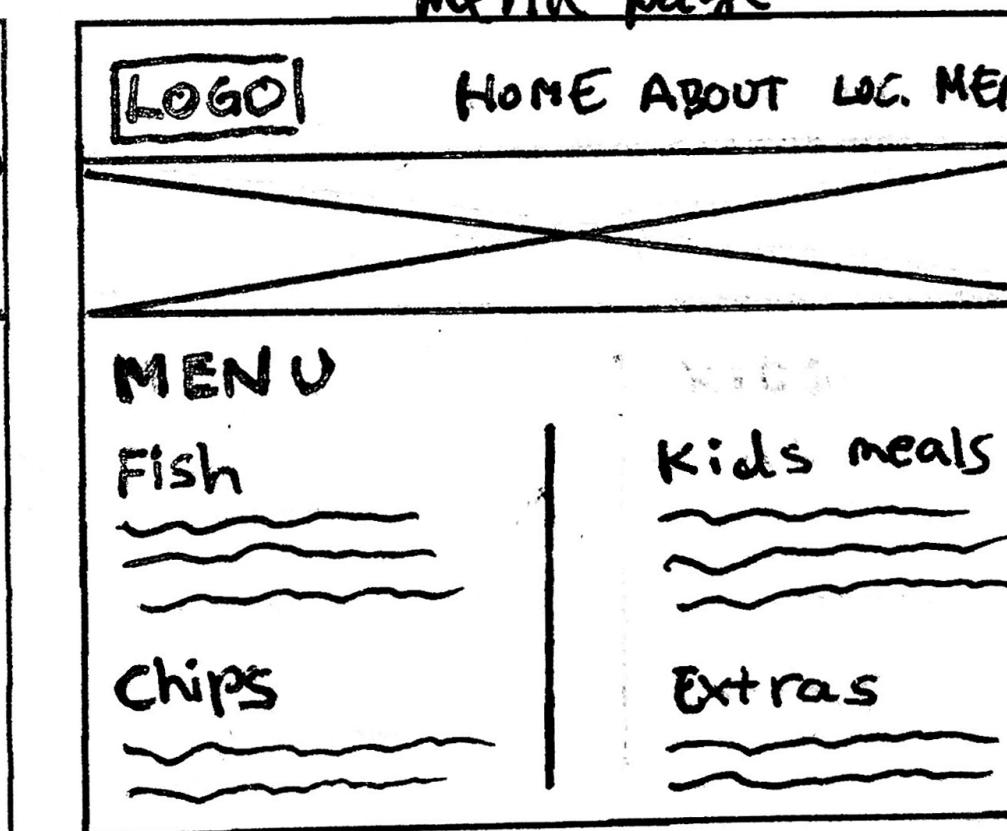
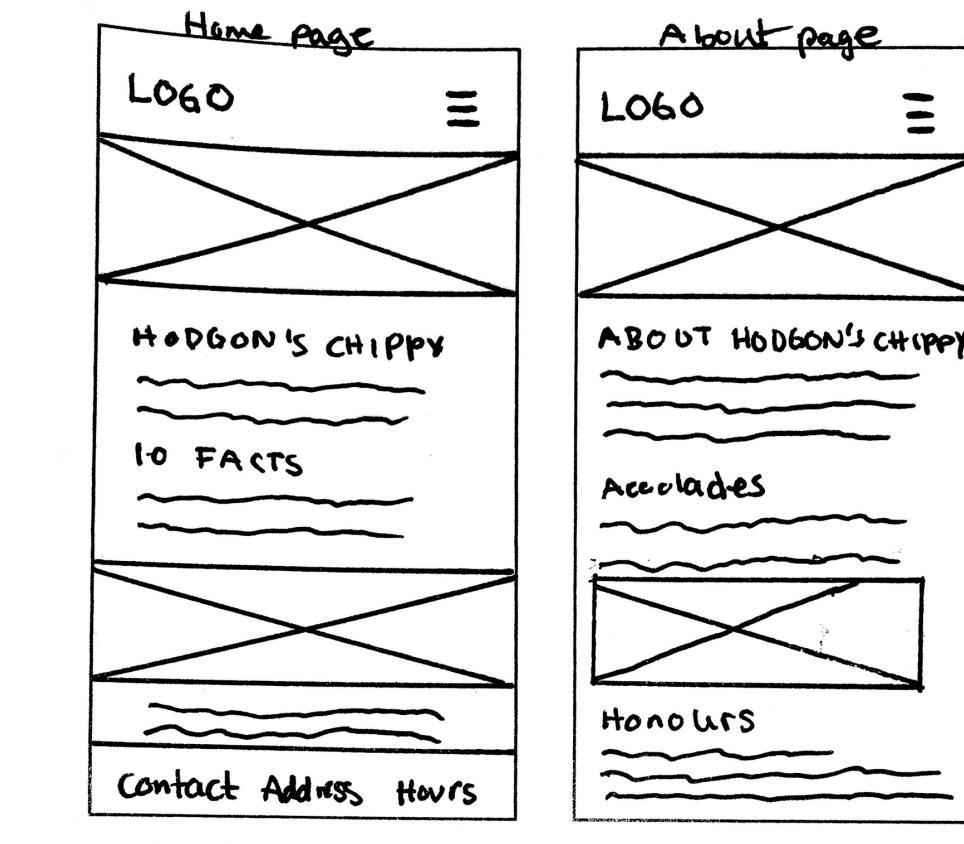
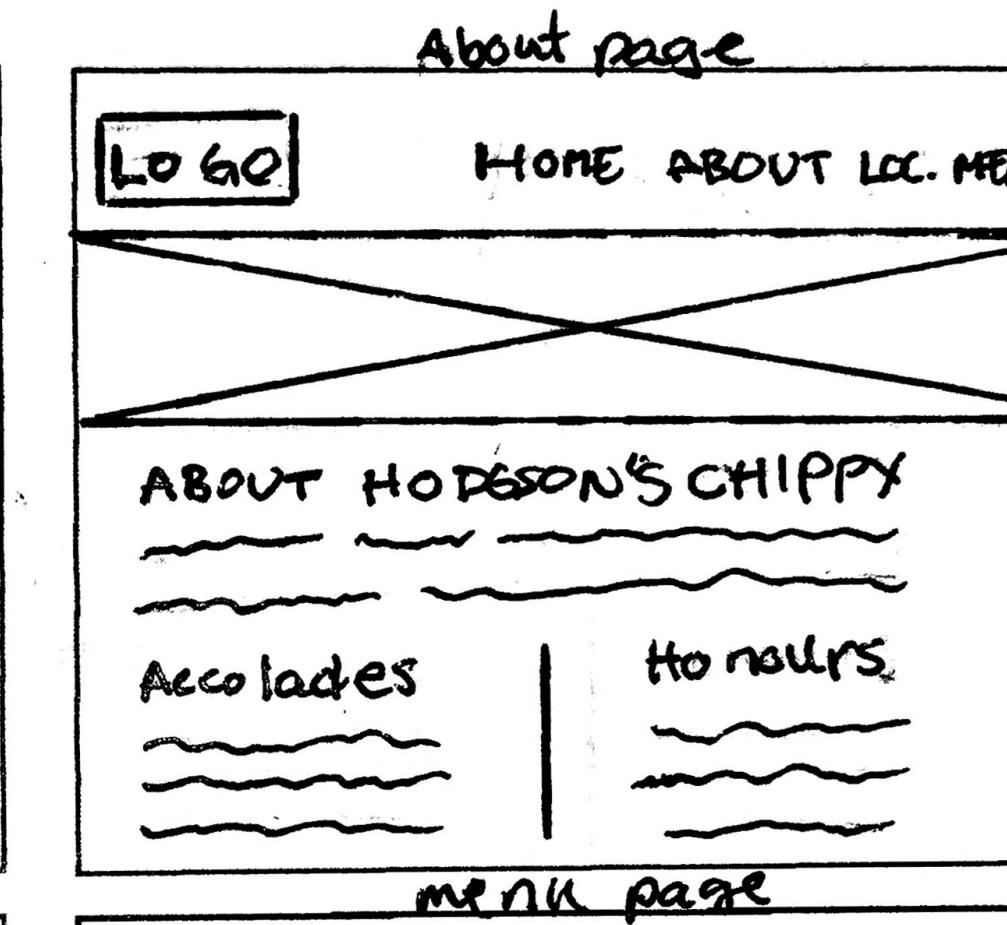
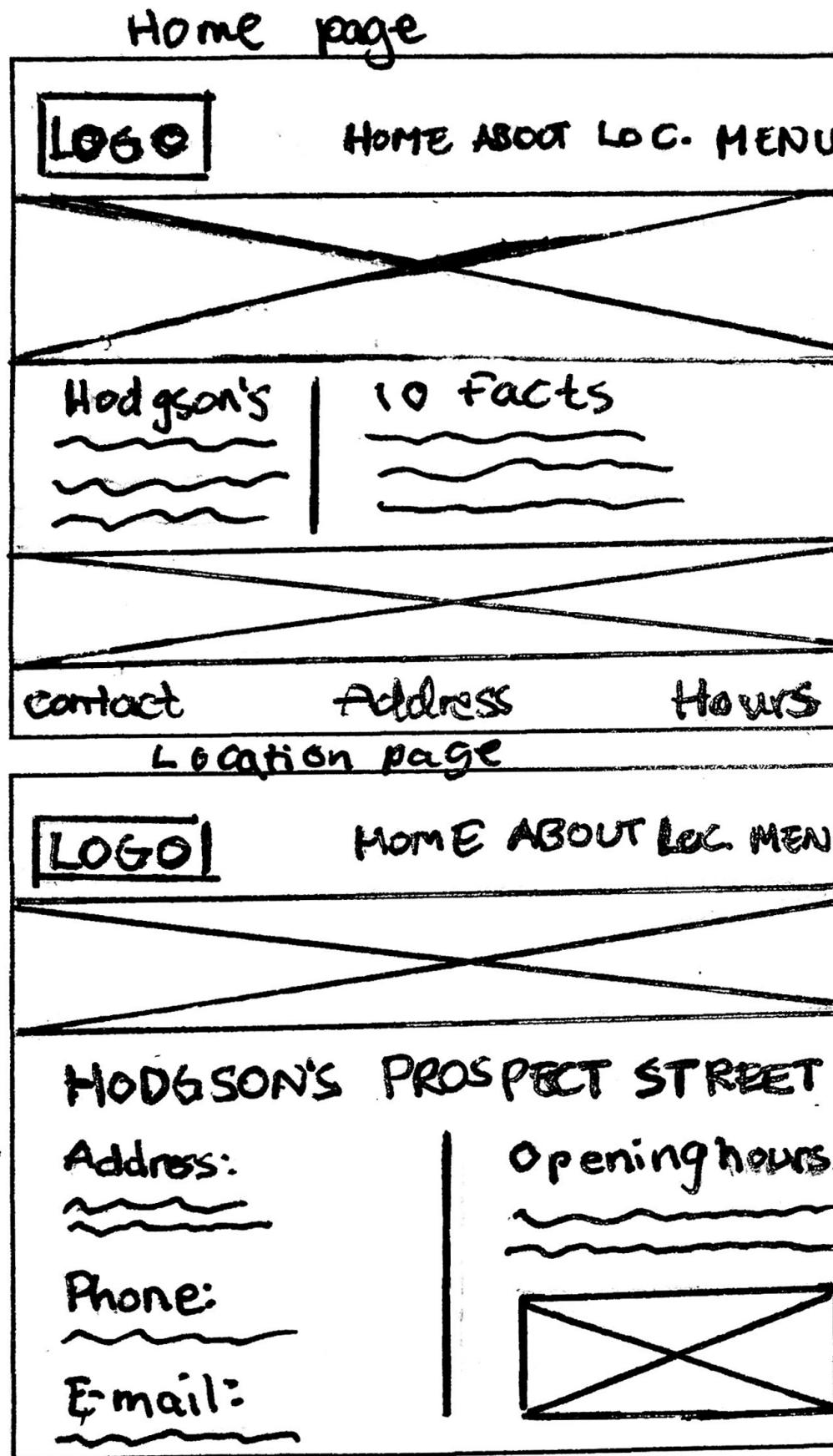


HODGSON'S CHIPPIY

AWARD WINNING FISH AND CHIPS



PAPER PROTOTYPES & WIREFRAMES



PAPER PROTOTYPES & WIREFRAMES



Hodgson's Prospect Street

We are close to the University of Cumbria, about 10 minutes walk from city centre. There is free on-street parking outside the shop. Drivers please note there's a one-way system around the block.

Address:

96 Prospect Street
Lancaster LA1 3BH

Telephone:

01524 67763

Email:

enquiries@hodgsonchippy.com

Contact

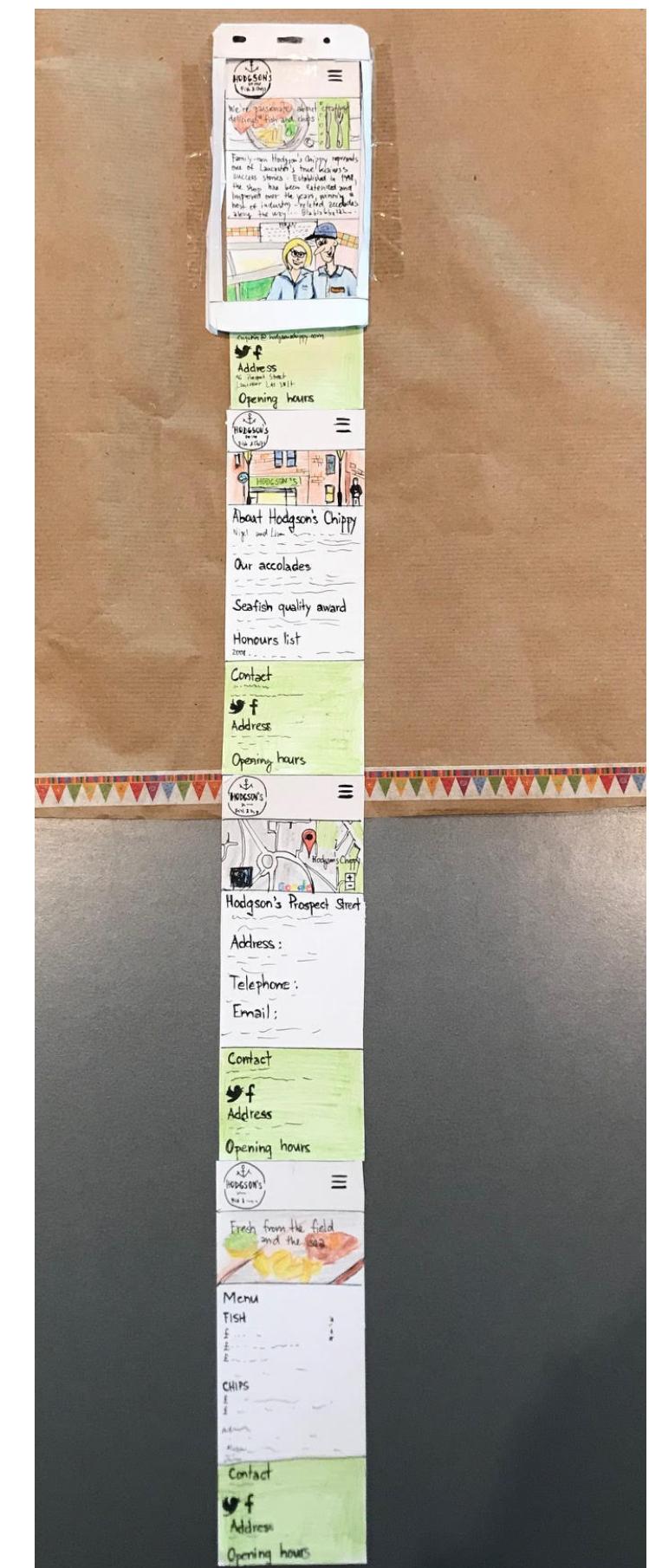
01524 67763
enquiries@hodgsonchippy.com

Address

96 Prospect Street
Lancaster LA1 3BH

Opening hours

Monday - Saturday
11:30 am - 9:00 pm
Sunday
4:00 pm - 9:00 pm



XD Prototypes

Desktop: <https://xd.adobe.com/view/f41cb8d1-fe76-4ce1-b77d-1c16c1a27b4d/>

Mobile: <https://xd.adobe.com/view/fa80c9d0-c235-451d-ba8f-bb856dfbb445/>



STYLE



Button

Button

Button



Simple Pleasant

Delicious Tasty

Cultural Family

HODGSON'S

Naila Script Regular, 70pt, #ffffff

This is a header

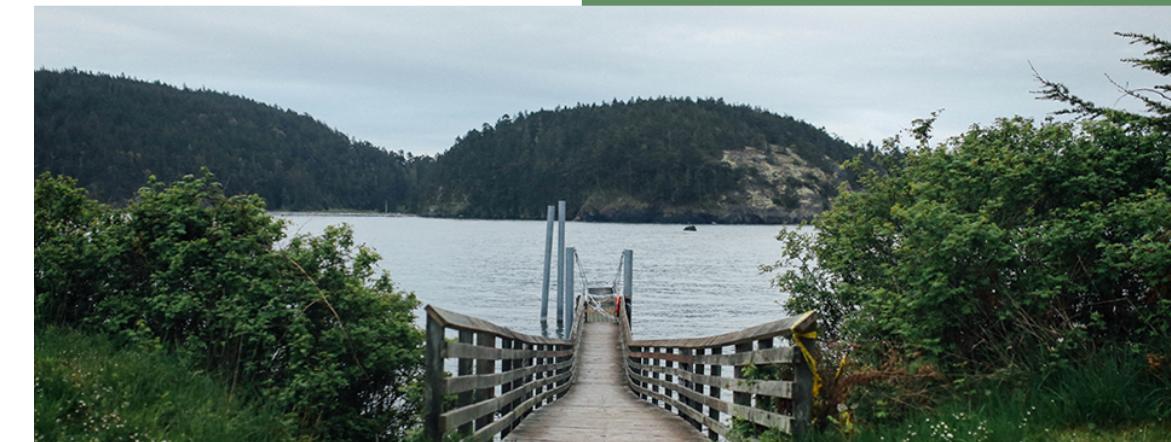
Rokkitt Semibold, 50pt, #000000

This is a subheader

Rokkitt Regular, 30pt, #000000

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc a interdum urna. Etiam vitae molestie sem. Nulla facilisi. Cras ornare malesuada ullamcorper. In a dapibus lorem. Pellentesque in tellus leo, quis blandit purus. Praesent massa est, tempus vel vestibulum vel, consectetur et leo.

Rokkitt Regular, 16pt, #000000



TILE

DESIGN PRINCIPLES

The image shows a website layout for "HODGSON'S Fish & Chips". The layout includes a header with a logo, a navigation menu, a main content area with a hero image and text, and a footer with facts.

Design Principles illustrated:

- Shape contrast:** A red line connects the logo's circular shape to the rectangular shape of the navigation bar.
- Closure:** A blue line connects the rounded corners of the navigation bar to the overall composition.
- Color/size contrast:** A pink line connects the green text in the navigation bar to the pink border of the hero image's title area.
- Figure/ground:** A green line connects the white text in the hero image's title area to the background image of fish and chips.
- Proximity:** A purple line connects the bottom of the hero image's title area to the top of the footer section.

Header:

- HODGSON'S** logo: Fish & Chips, EST. 1998, featuring an anchor icon.
- Navigation menu: Home, About, Location, Menu.

Main Content:

- HODGSON'S** (large white text on a grey background, framed by a pink border).
- We're passionate about creating delicious fish and chips** (text below the main title).
- A large image of fish and chips.
- A smaller image of cutlery (fork and knife) on a green napkin.

Footer:

- Ten Interesting Facts about Fish and Chips:**
- Family-run Hodgson's Chippy represents one of Lancaster's true business success stories. Established in 1998, the shop has been extended and**
- 1. The UK has an estimated 10,500 fish and chip shops.**
- 2. On any Friday, one in five takeaways are from the chippy.**

What are they selling?

other
dogs fries
snacks hot
maybe
restaurant
chips
food
burgers

Does anything bother you with
the website?

6. No
7. no
8. no
9. No
10. No
11. Not really
12. No
13. I got hungry
14. No, nicely put
15. Text was really small and bottom of the page was missing (phone used)
16. no, it was nicely set up. Would like so see it for a little longer

5 second test

What pages from the navigation
do you remember?



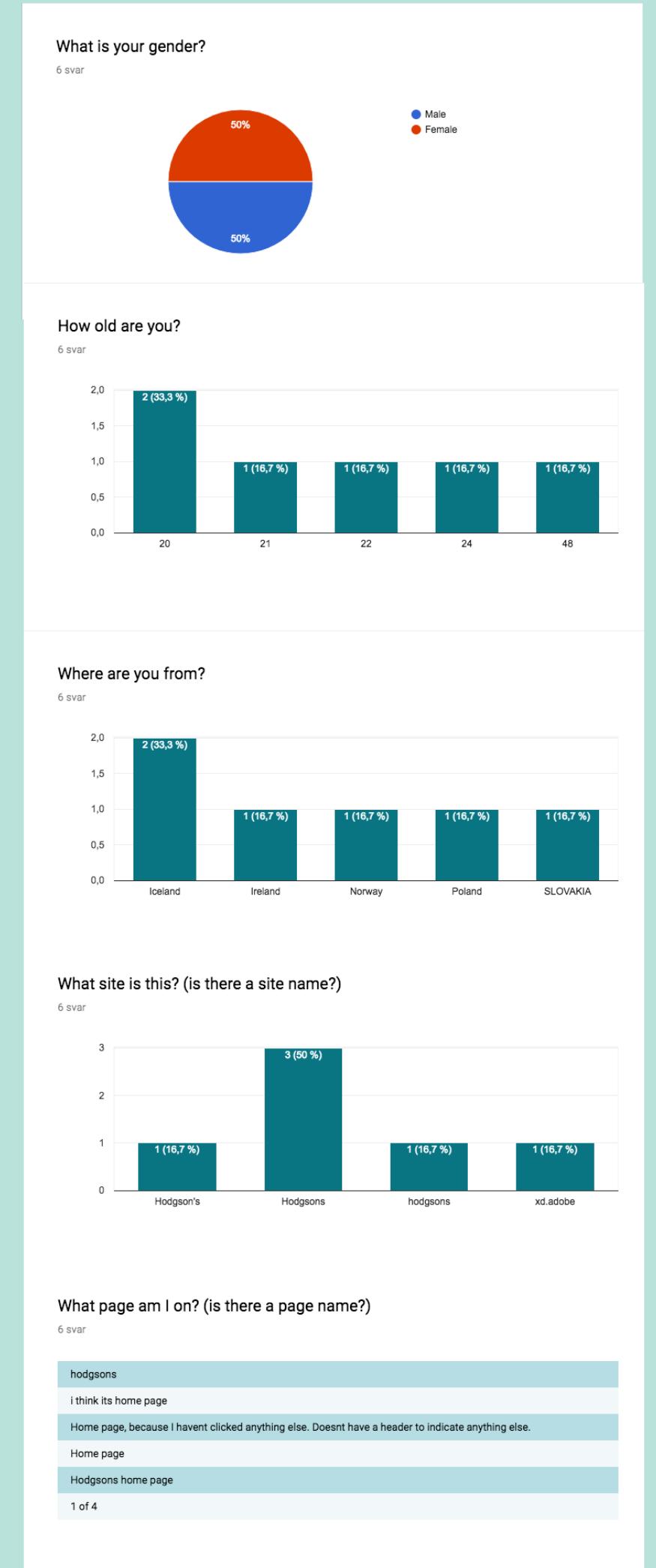
What is the name of this company?

other
hodgesons
hodgson's
hodgson
h
s
hodgin's
hodgson's
hodgson's
hedgesons
hudsons
hodgens
hodgson's
hodgson
h
s
hodgin's
hodgson's
hodgson's
hedgesons

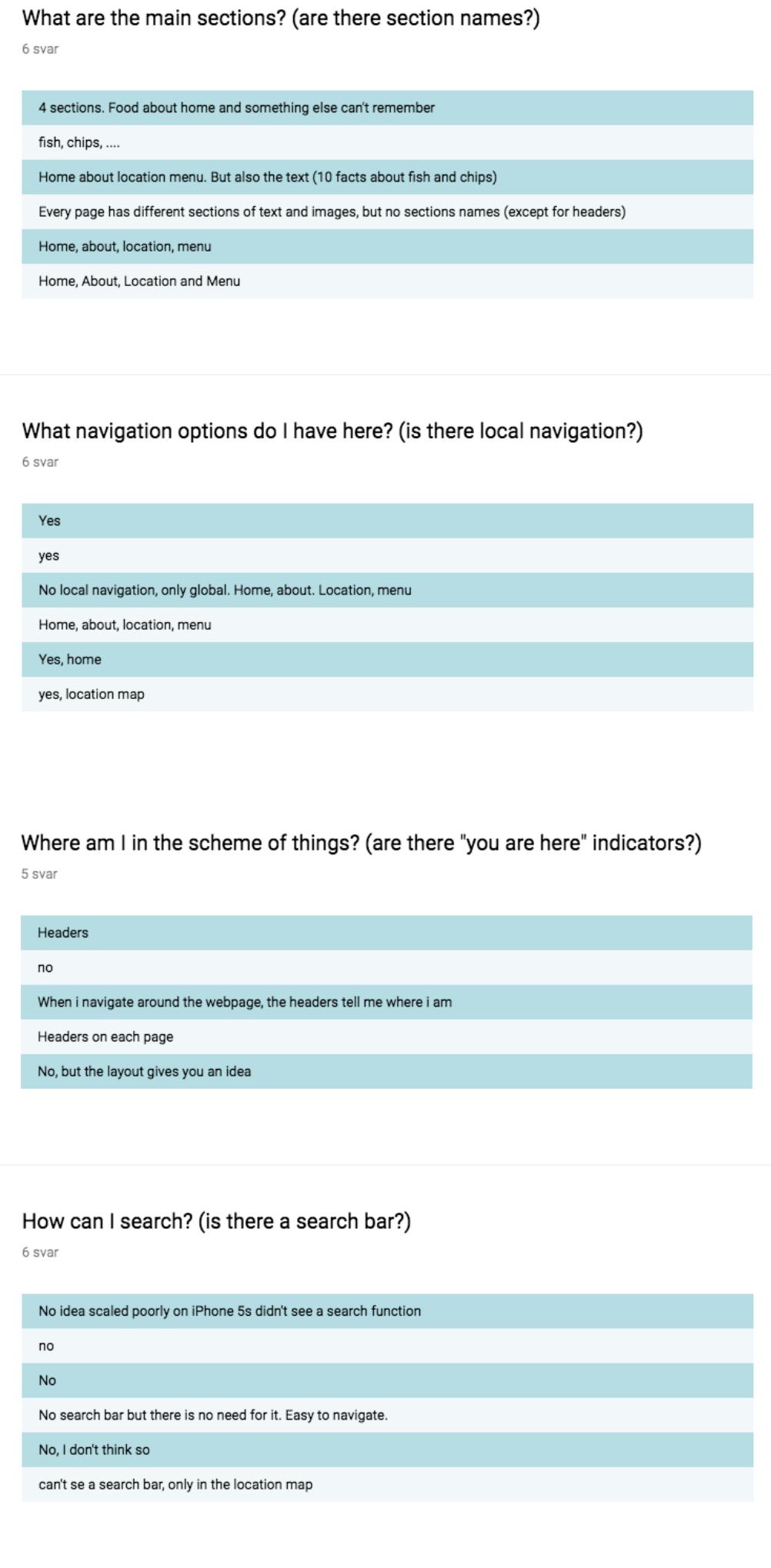
hodgsons
hodgeson

Does the brand seem trustworthy?

1. Yes
2. yes
3. Yes, the colours and the website design were really pleasing
4. yes
5. Yes
6. Yes
7. yes
8. yes
9. Yes
10. Yes
11. Yes
12. Yeah
13. Yes. Established since '98.. They know their shi-
14. Yes. Nice picture. Looks tempting



T
R
U
N
K
T
E
S
T



CSS snippets and Media Queries

```
main {
  display: grid;
}

.container {
  display: -webkit-flex;
  display: flex;
  height: auto;
  flex-wrap: wrap;
}

#ch-menu div {
  margin: 0px;
}

#nutrition {
  padding: 15px;
}

/* .inner {
  flex: 1;
} */

footer {
  background-color: #629064;
  width: 100%;
  padding: 30px;
  overflow: hidden;
}

. ....
415 ▼  .frontpage {
416    display: grid;
417    grid-auto-columns: 1fr 2fr;
418    grid-column-gap: 3em;
419  }
420
421
422 ▼  .frontpage ol{
423   list-style-type: decimal;
424  }
425
426  .frontpage div
427    grid-column: 1;
428  }
429
430 ▼  .frontpage aside {
431   grid-column: 2;
432  }
433
```

```
@media screen and (max-width: 700px) {
  section, footer {
    padding: 15px;
    padding-left: 15px;
  }

  .container {
    display: block;
  }

  nav label {
    display: inline-block;
  }

  .menu {
    height: 0;
    overflow: hidden;
    width: 100%;
    -webkit-transition: height 1.2s; /* Safari */
    transition: height 1.2s;
  }

  .menu li {
    display: block;
    list-style-type: none;
  }

  input:checked ~ .menu {
    height: 170px;
  }

  .contactfooter, .addressfooter, .openingHfooter, h5 {
    margin-top: 1em;
  }

  .icon {
    margin-top: 0.4em;
  }
```

```
@media screen and (min-width: 700px) {
  .about {
    display: grid;
    grid-template-columns: 1fr 1fr;
    grid-column-gap: 3em;
  }

  .about .left {
    grid-column: 1/2;
  }

  .about .right {
    grid-column: 2/-1;
  }

  #ch-menu {
    display: grid;
    grid-template-columns: auto auto;
    grid-template-rows: auto auto;
    grid-column-gap: 2em;
  }

  #ch-menu div {
    grid-column: 2/-1;
    grid-row: 1/-1;
  }

  #ch-menu img {
    grid-column: 1/2;
    grid-row-start: 1;
  }

  #nutrition {
    padding: 30px;
  }

  .grid-menu {
    display: grid;
    grid-template-columns: 1fr 1fr 1fr;
    grid-column-gap: 1em;
    justify-items: start;
  }

  .grid-container {
    display: grid;
```



Welcome!

Family-run Hodgson's Chippy represents one of Lancaster's true business success stories. Established in 1998, the shop has been extended and improved over the years, winning a host of industry-related accolades along the way.

Hodgson's Chippy has won the National Fish & Chip Shop of the Year Competition and became the First ever Fish and Chip Shop to have two Young Fish Fryer Award winners working at the same shop.

Our aim is to produce delicious Fish and Chips from the finest ingredients we can buy.

Ten Interesting Facts about Fish & Chips:

1. The UK has an estimated 10,500 fish and chip shops.
2. On any Friday, one in five takeaways are from the chippy.
3. The average portion of Fish & chips has 9.4 grams of fat per 100 grams, beating other takeaways — the average high street chain burger has 14.8g and French fries have 15.5g. Recent analysis shows that 100 grams of a portion of Hodgson's fish, chips and peas contains merely 5.5 grams of fat.
4. A portion contains 30 per cent of a female's recommended daily calorie intake and 23 per cent for a man.
5. Cod is the most popular fish sold in fish and chip shops although haddock and plaice are also very much liked.
6. You can get a third of your daily vitamin C from a portion of chips.
7. Thick chips absorb less oil than thin ones, so chunky chips are healthier.
8. In a further survey, fish and chips beat bacon for the UK's favourite smell.



Thank You!