

# 1.10 Presentation

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- Only two examples of bad design principles of existing site. A few examples from the Test report.
- Moodboard, Mini sketches, Wireframes, Paper prototypes, Style tiles, XD-prototypes.
- Design principles applied to the new site
- Test results and Changes to enhance Usability
- Code snippets of CSS in media queries

## Examples of design principles of existing site

### Symmetry

The elements on the web page are aligned to the left side of the page while right side of the web pages consists of an empty space. Therefore, Hodgson's webpage is a good example of asymmetrical layout. The design is not balanced and in this particular case asymmetry doesn't improve interestingness of the website.

We have decided to keep the design simple and more stable by implementing a symmetrical composition which will also improve efficiency of the webpage.

Gestalt principles of perception

After close inspection of home page and menu page we have found the following Gestalt laws:

The screenshot shows the Hodgson's website with several annotations illustrating Gestalt principles:

- Continuation of direction:** An annotation with a blue oval and arrows points to the logo "Hodgson's" and the slogan "We're passionate about creating delicious fish and chips!"
- Similarity:** An annotation with a red oval highlights the main navigation items "Home", "About Us", "Location", "Kids", and "Menu".
- Proximity:** An annotation with a red oval highlights the main navigation items "Home", "About Us", "Location", "Kids", and "Menu".
- Contrast:** An annotation with a pink line and arrow points to the size of the images on the page.
- Past experience:** An annotation with a yellow line and arrow points to the underlined and blue text used for links.
- Similarity:** An annotation with a green oval highlights three images: a plate of fish and chips, a worker at the counter, and a close-up of fries.

Annotations on the page:

- Continuation of direction:** Continuation of direction
- Similarity:** same typography, color, size
- Proximity:** main navigation items are closer together; therefore they appear like they belong together
- Contrast:** size of the images
- Past experience:** link is underline and blue, internet users are used to blue underlined text being a link
- Similarity:** The same size of photos and the same square shape.

Text on the website:

- Stop Press: our new Chippy is open! Now it's twice as easy to enjoy our delicious, award winning fish and chips! See the [location page](#) to find our nearest Chippy.
- 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.
- Your award winning local takeaway on Prospect Street is a firm favourite with both residents and visitors alike. No visit to Lancaster is complete without sampling the delicious fish and chips at Hodgson's Chippy.



Home About Us Location Kids Menu

FISH	
* HADDOCK	£3.95
* LIGHTLY BATTERED HADDOCK	£3.95
* BREADED HADDOCK	£4.20
* COD	£4.05
* WHOLE TAIL SCAMPI	£3.35
* BREADED LINCOLNSHIRE FISH CAKE	£1.75
* SALT AND PEPPER SQUID	£3.20

CHIPS	
gv REGULAR CHIPS	£1.75
gv LARGE CHIPS	£2.10
gv CHEESY CHIPS	£2.55
v CHIP BUN	£1.90
v CHIP BUN WITH GRATED CHEESE	£2.60
v CHIP BUN WITH CHEESE SLICE	£2.05

HODGSON'S CHIPPY SPECIALS	
* COMBINATION PLATTER	£6.95
A DELICIOUS MIXED PLATTER OF CHICKEN FILLET NUGGETS, WHOLE TAIL SCAMPI, BATTERED ONION RINGS, BREADED MUSHROOMS AND FILO KING PRAWNS WITH AN ASSORTMENT OF HEINZ DIPS & LEMON WEDGE.	
* FILO KING PRAWNS	£3.05
* BREADED MUSHROOMS	£1.85
LUNCHTIME MINI FISH MEAL	£3.75
MINI FISH, SMALL CHIPS, CHOICE OF PEAS, CURRY, GRAVY OR BUN	

#### Sausages, Burgers and Chicken

JUMBO SAUSAGE	£1.45
SAUSAGE BUN	£2.05
* CUMBERLAND SWIRL	£1.65
* CHICKEN FILLET NUGGETS X 5	£2.25
* CHICKEN FILLET NUGGETS X 10	£3.85
SOUTHERN FRIED CHICKEN FILLETS X 3	£2.69
* SOUTHERN FRIED CHICKEN FILLETS X 5	£3.89
BEEFBURGER (IN A BUN)	£1.90
* DOUBLE BEEFBURGER	£2.70
CHEESE BURGER	£2.05
* DOUBLE CHEESE BURGER	£2.95
* CHICKEN FILLET BURGER	£2.65
v VEGANBURGER	£2.45

#### Children's Meals

CHILDREN'S MEAL BOX	£3.15
INCLUDES CHIPS, DRINK, CHOCOLATE BAR AND CHOICE OF FISH, BREADED FISH CAKE, VEGGIE BURGER, SAUSAGE OR CHICKEN FILLET NUGGETS	

#### Home Made

TRADITIONAL YORKSHIRE FISH CAKE	£1.75
v POTATO SCOLLOPS (2)	85p
v BATTERED ONION RINGS	£1.65
v TARTARE SAUCE	45p

#### Pies and Puddings

* STEAK PIE	£2.10
STEAK PUDDING	£2.10
POTATO & MEAT PIE	£2.10
* BUTTER PIE	£2.10
* CHEESE & ONION PIE	£2.10

#### Extras

gv PEAS	70p/£1.00
GRAVY	70p/£1.00
v CURRY	70p/£1.00
v BUNS	55p
HEINZ SAUCES	25p

#### Drinks

CANS	70p
BOTTLES	£1.25
WATER	70p
SMALL WATER	40p
CARTONS	40p
MILK SHAKES	£1.00

v = VEGETARIAN  
g = GLUTEN FREE

\* = PLEASE ORDER ON ENTRY

Shape contrast

Font size and font color contrast

Closure: A viewer can imagine an invisible rectangle box around the menu groups

Consistency: consistent navigation on all pages, consistent menu in each menu group (same font, color, size, alignment)

Proximity: Labels and supporting information are near elements that they describe

Similarity: Similar elements relevant to one another. In use is similarity of color, strongest grouping effect, especially when number of colors is small

## Contrast

On the main page, you can see the use of the contrast in size. If you look at the size of the images, first image is larger than images positioned lower on the page. Also, navigation text uses larger size of the font compared to the font used in the paragraphs of the homepage. In this case contrast is effectively used to help the user differentiate between the main navigation and the content of the page.

On the menu page, you can see shape contrast. Shapes in the logo are curly and soft compared to rectangular boxes used lower on the page.

On the webpage as a whole, you can find color contrast used efficiently. Main colors used are green, black, and white. The contrast between the colors is over 70% which ensures good legibility.

## Examples of BAD design principles of existing site



Broken rule of Gestalt Principles - Similarity: Type family used in the logo on the web page, navigation bar, sign with the name of the restaurant, logo on the window on the photo, as well as paragraphs text on the web-page all use different typeface.

Figure ground relationship: Ground is the background with the image of the logo used as a shadow. And the elements on the page are figures. The background is too busy and effects the legibility of the web-page. Because the logo is used on the figure and on the ground at the same time it makes figure ground relationship confusing. We decided to improve the web-page by removing the busy background with the shadow of the logo. Placing elements on white background will deliver less noise in the design and improve legibility.

## Examples from the Test report

In order to test usability of the existing website, we have done three different usability tests:

- five second test,
- trunk test,
- heuristics test,
- cognitive walkthrough.

Each test was done with three respondents, both inside and outside of our group.

### Five second test

We put screenshot of the homepage of the Hodgson's website. We asked five following questions:

1. What is the name of the restaurant?
2. What does this restaurant offers?
3. Does the intro picture help in recognizing what this company offers?
4. Do you want to spend time on this page? Why?
5. What are your options on this page?

Our three anonymous respondents filled in following answers:

1. Hudson, Hodgsons, Hodgson's
2. Food, fish and chips, fish and chips
3. No, No, Nope
4. No- it looks cheap, No- it looks boring, Yes- to find out more about menu and prices
5. Home, About Us; Menu, About restaurant; Menu, Kids, About

Outcome of the five second test can be generalized into result, that it is clear that this page offers food, but the intro picture isn't helpful. According our respondents, the page doesn't look appealing and it's boring. Navigation options are obviously clear. According to five second test, the biggest issue with this page is unappealing look, boring design and unrelated intro picture.

### **Trunk test**

Another usability test we used is trunk test. We gave respondents chance to navigate through the page and do basic tasks to find the biggest errors. We asked following questions:

1. What is this site about?
2. Can you see what page are you in?
3. What are the main sections of the website?
4. Are you conscious where are you in the scheme of things?
5. Is it comfortable to navigate between pages?
6. What are your impressions and thoughts?
7. Can you see where is the homepage?

### **First respondent**

Margarita, 26, female

Margarita was able to find out this site is about fish and chips, but she couldn't see, what page is she in. She recognized sections, but the kids one, didn't make sense to her. In the scheme of things she was only able to tell she is in menu, other pages were confusing. According to Margarita navigation isn't comfortable and home button doesn't work.

### **Second respondent**

Masa, 27, female

Masa was also able to tell what is this page about, but she was missing highlighted active page in navigation. Sections of the site were clear, but she was also confused by kids site. It is not clear what does it offer. Masa was conscious, where she is in the scheme of things. Navigation is not comfortable because you can't go back to main page. Masa didn't like the page, because food doesn't look appealing and pictures are pixelated.

### **Third respondent**

Sebastian, 21, male

Content of this page was clear to Sebastian, he could guess the current page but it is not visible. He was also able to tell sections of the website, but he was in doubt, where is he in the scheme of things.

### **Heuristics test**

We performed Steve Krug's heuristics test method. Here is the list of the questions we answered:

1. Create a clear visual hierarchy on each page (h1, h2, h3 - organized)
2. Take advantage of conventions
3. Organize page in clear areas
4. Make obvious what is clickable
5. Minimize noise
6. Avoid ambiguity in menus (make menu items clear to understand, could it be understood as something else)
7. happy talk and instructions must die (less content)
8. persistent navigation (global, main navigation on all pages)

9. Site ID on every page (be clear what page is about and where user is, on about page make it clear user is on about page)
10. Page names on every page that match what was clicked
11. You are here indicators on every page

#### **Marta**

1. I can see paragraphs everywhere. Can't see headings. I think menu bar is the heading.
2. Yes.
3. Location is not organized, too many maps, confusing. About us - telling about interesting facts of fish and fish oil, should be about company.
4. No. I want to click on the logo because the cursor changes but the link doesn't work.
5. Location: too many maps, address is written on many spots. Kids: I don't know what is going on, stamp book confusing. About Us: why they show machine to make fries, as consumer of fish and chips doesn't look appealing, very disorganized
6. Navigation looks good. But under about us should be about the company but they wrote too many unnecessary things about fryers...
7. Less content.
8. It is just one main navigation, persistent, doesn't change.
9. Could be highlighted in navigation bar and I would know better.
10. Yes, pages are kind of match. Except about us tells other things not just about company.
11. No.

#### **Thomas**

1. I see navigation and paragraphs clearly. Headings are same size as paragraphs so it is hard to differentiate
2. Website sticks with conventions that are typical for a food / restaurant website
3. Navigation is but paragraphs and photos are messy.
4. I think it is obvious what is clickable but the links don't work.
5. Remove logo from background, can't see clear spacing between the elements on the page, too much content
6. Kids - why is that there, the kid can be part of the menu?
7. Less content, more organized.
8. It is just one main navigation, persistent, doesn't change.
9. It is not clear what page I am on. It is not highlighted in navigation bar. Also, the site id in URL doesn't change.
10. They match but good idea that you can click the logo but the link doesn't work.
11. There aren't any.

#### **Sebastian**

1. Navigation is clear. Paragraphs are good heading are too small, hard to see.
2. Yes. I can easily find the menu and see the prices and I can easily find the location.
3. Navigation is clear and simple so I can go where i want but the rest of the page is not organized. Photo positions are bad.
4. Only the navigation bar looks clickable. Home button doesn't work. Links inside the page are difficult to spot.
5. The elements repeat a lot, kids page doesn't make any sense. Photo positions.
6. Kids - doesn't make sense to have on the navigation bar
7. Less content but better quality of it.
8. It is just one main navigation, persistent, doesn't change.
9. It is difficult to know where you are.
10. The name on the page and the content is well connected except the kid's page.
11. No.

We came to the following conclusions.

Navigation is simple and global / persistent on all pages, but it still needs some improvements. We will remove kids tab from the navigation bar because it is confusing and can be misinterpreted by users. To help users understand better where they are on the web page we

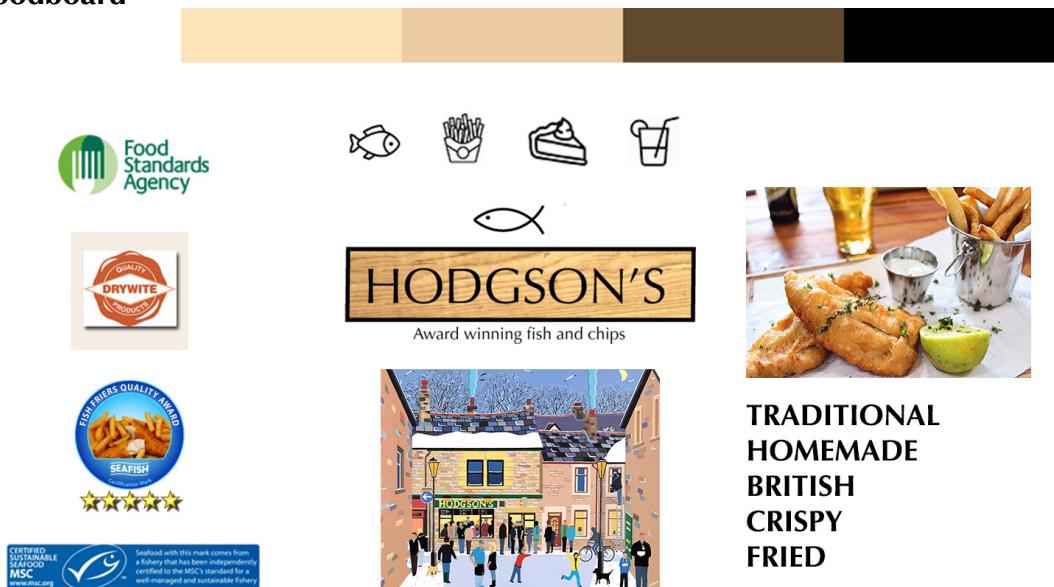
will add highlighting on the current page tab in the navigation bar. The order of the navigation items will be as following: home, about us, and menu. Last but not least the home button is currently a dead link and has to be made into an active link that takes user back to the home page.

Another important conclusion of the research results is realizing the web page has too much noise. In terms of design we will remove the background with the repeating logo. Content wise we came to the conclusion that there is too much unnecessary or low-quality content. Therefore, we decided to reduce the written content and will keep only the most important text on the web page. Same goes for images; we will reduce the number of images and provide less better-quality images.

After heuristics we used cognitive walkthrough, to demonstrate if it is possible to accomplish simple task on this page. Our task was to be able to find out price of fish and chips, address and phone number of the restaurant.

All of our group members figured out, that to find out price of the meal, you have to go to the menu, restaurant offers few types of fish and six variation of chips. After we had to visit site named Location, to see details about place, where we could find address and also phone number. While doing this, we were asking ourselves these four questions you need to have in mind while doing cognitive walkthrough. Some people would might visit home page to find out address and phone number, but in this case, going from menu to home page is not possible, because the button doesn't work.

## Moodboard

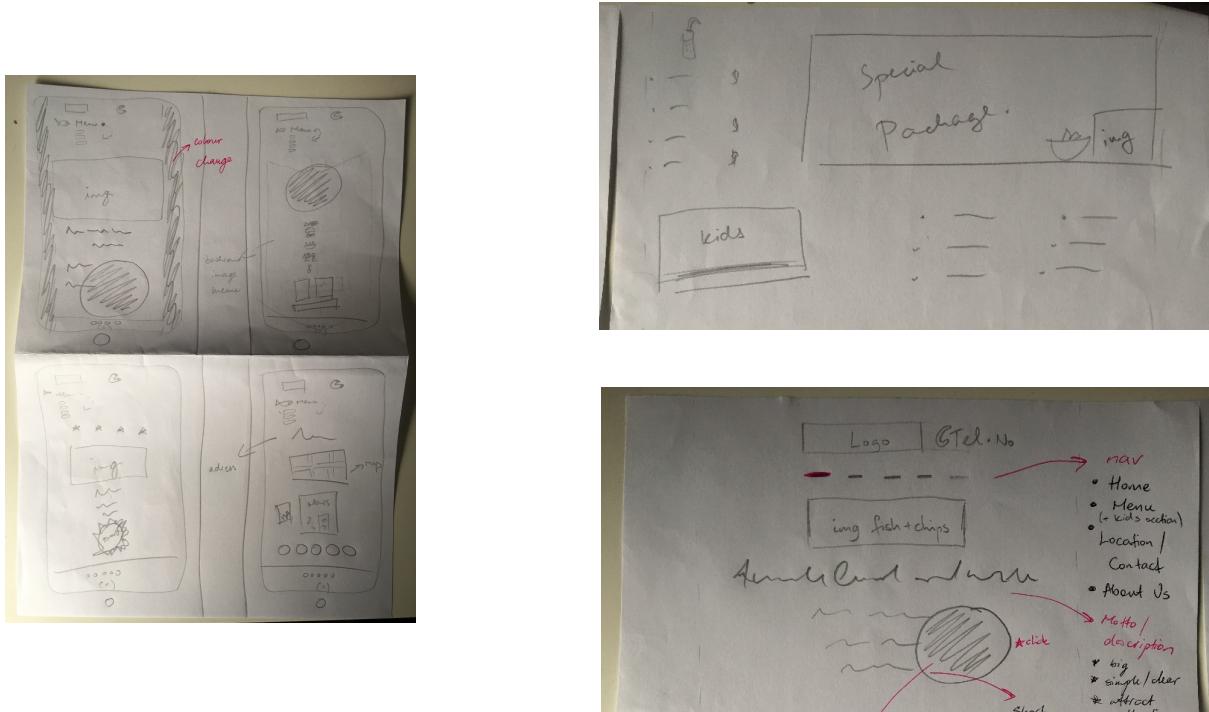


We prepared the mood board that reflects the mood for our web page. Main colors are black white and brown in combination with wooden pattern it gives natural feel and indicates rustic style. We designed a new logo with wood and fish and give the restaurant a new tag line, they all reflect what restaurant does - serves fish and chips. We wrote down some keywords that guided us in the design process and created the mood of the future web page.

We included the quality certificates, they show that the restaurant serves high quality food. Originally the owners tried to explain and show quality by writing the long text explanations on quality standards on about us page. We decided to reflect the quality and professionalism by designing a high quality website.

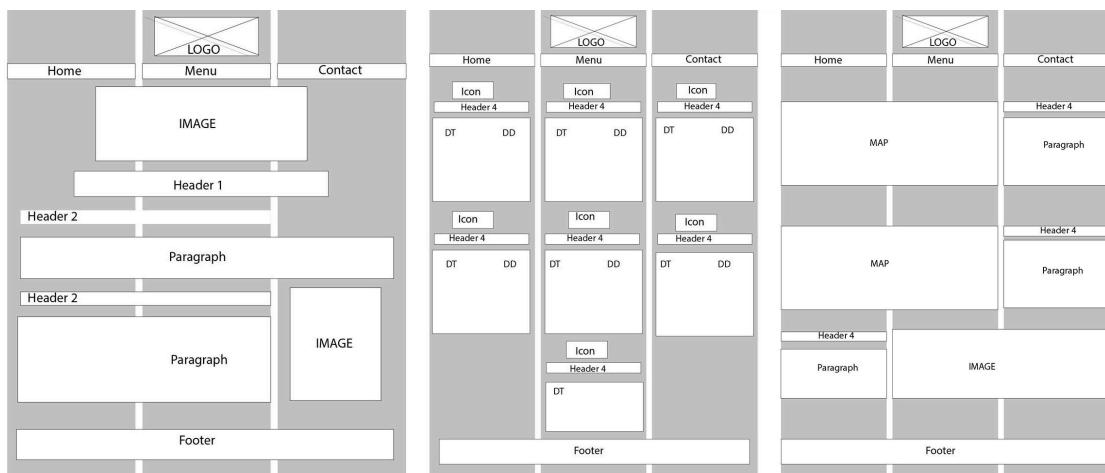
## Mini sketches

First we created sketches with basic design and layout for mobile version and desktop version for the new web page. It was a first visualization of the design and the elements that we want to use on our web page.



## Wireframes

We build wire-frames in Adobe Illustrator and they show how the content will fit into the three column grid layout on the desktop version of the web page. It helped us understand the structure of the website and made writing the media query in the CSS code easier.



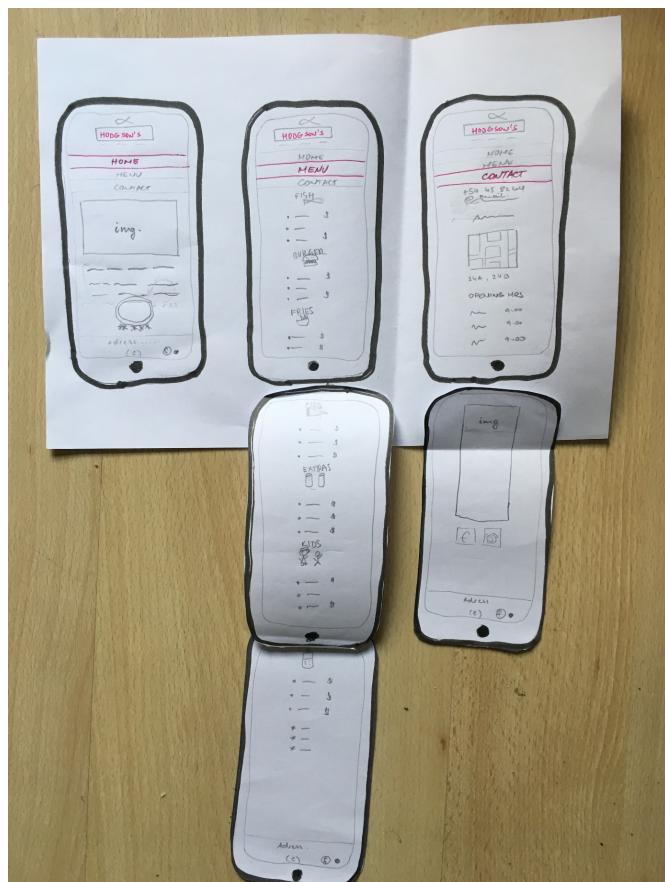
## Prototypes

We have created two types of prototypes:

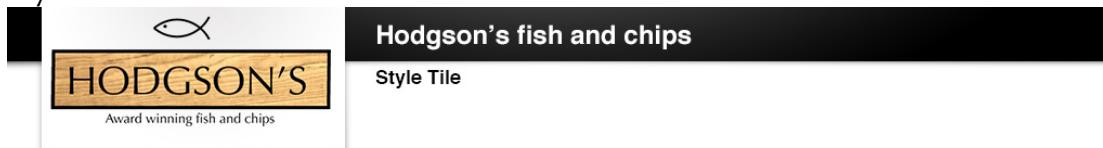
- High fidelity prototype in Adobe XD for desktop version  
<https://xd.adobe.com/view/d9ea9f17-257c-44d3-a308-e6cc3635cbee/>
- Low fidelity paper prototype for mobile version

They helped us get a better idea on how our web-page will look. What elements we want to use and if they make sense to the users.

We use them to test the functionality and efficiency of the web-page we plan to design.



## Style tile



Possible Colors



Textures



### Award winning fish and chips

Font: Optima, Segoe, 'Segoe UI', Belleza, Candara, Calibri, Arial, sans-serif; 30 pt; bold

### Love story behind the fish frying business

Font: Optima, Segoe, 'Segoe UI', Belleza, Candara, Calibri, Arial, sans-serif; 25 pt; bold

Nigel and Linda sacrificed everything to be the best chips fryers in Coulston Road. They have been in the fish frying trade since 1988. They are serving the people of Lancaster together for almost 30 years. They started to work together at Linda's parents' shop. In determination to achieve their goal of perfect fish frying restaurant they sold their much loved house and uplift the children to live above the chip shop. Later they run down terraced shop around and began investing money into renovation and the finest frying technology.

Font: Optima, Segoe, 'Segoe UI', Belleza, Candara, Calibri, Arial, sans-serif; 12 pt; regular



Adjectives

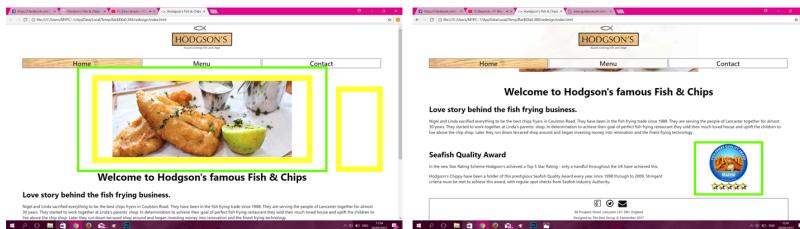
**Traditional** **Crispy** **Homemade**  
**Family** **Fried** **British**

Final step in visualization and design decisions process was to create a style tile where we agreed on the colors, patterns, and typography (Optima font) that we will use on the web page. We decided to use sans-serif Optima font throughout the whole web-page with a handful of backup fonts that are as close as possible to the original Optima font that we want to be displayed on the web-page.

We wanted to deliver simple, clear, and user friendly design which reflects the high quality of the restaurant. Wooden pattern connects to the nature and creates a friendly, homey feeling in the user. Also natural pattern reflects that the restaurant uses natural ingredients.

We chose adjectives based on our research. The restaurant is located in a small village in the countryside of UK. We wanted to emphasize the traditional style but with modern twist, homemade, British fish and chips restaurant. A web-page should reflect a cozy, homey restaurant where customers can purchase high quality products.

# Design principles applied to the new website



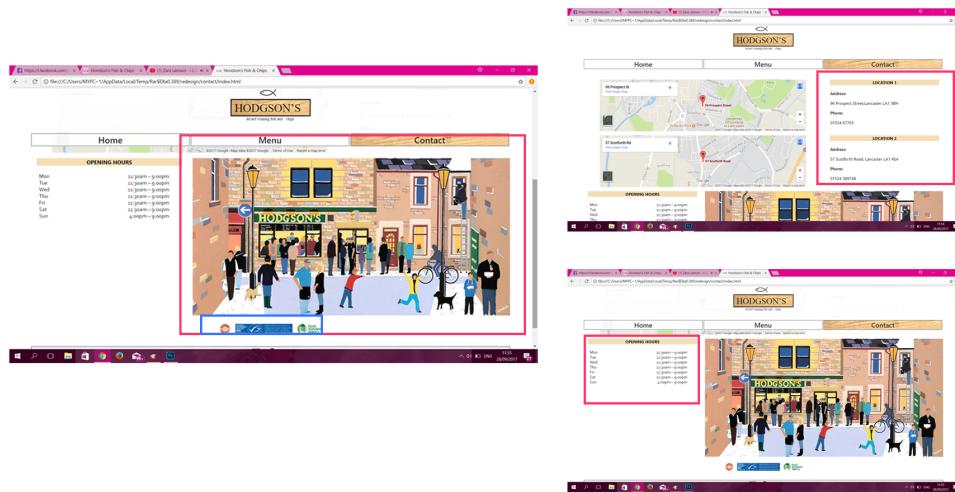
## CONTRAST

Colour

Size

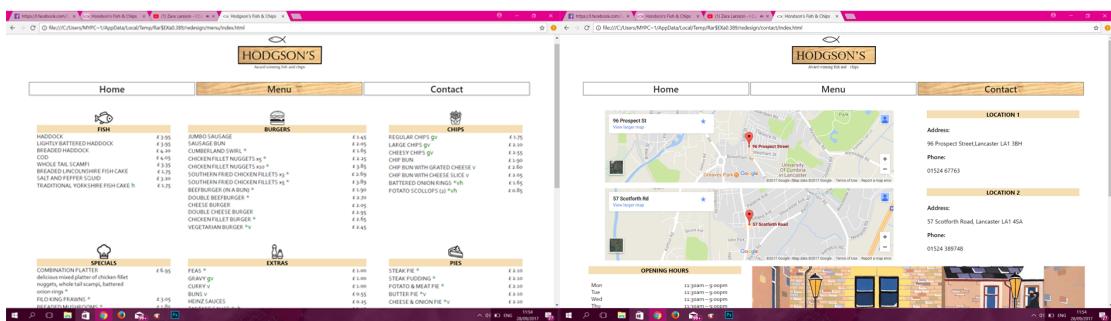
Shape

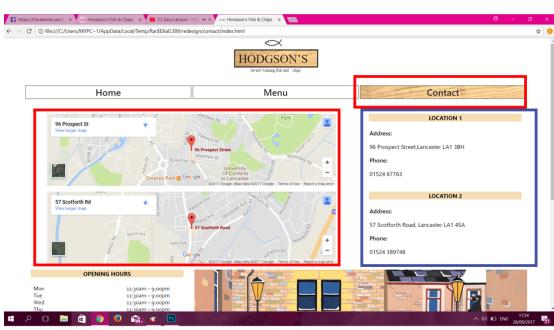
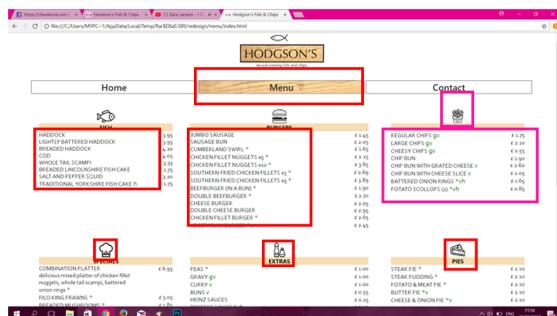
Placement



## COMPOSITION

symmetrical -balanced, and has an overall equality of Size, Shape, Line, Line Direction, Texture, Value, and Color.





- GESTALT LAWS**
- Similarity** - colour, texture, shape, position, font, icons.
  - Proximity** - icons + text , image + text  
- we suggest they belong together.

**Closure** - the text doesn't have borders, but creates the closed illusion of box.



## Test report of the new website

To prove the higher level of usability, we once again did following tests:

- five second test,
- the trunk test,
- heuristics test,
- cognitive walkthrough.

### Five second test

We asked exact same questions as in the first case, to show improvements of the mainpage. We have gathered answers from 17 respondents. Once again the questions:

1. What is the name of the restaurant?
2. What does this restaurant offers?
3. Does the intro picture help in recognizing what this company offers?
4. Do you want to spend time on this page? Why?
5. What are your options on this page?

We are bringing the answers in the form of the word cloud. The most common words are the biggest in size.

As you can see it is very clear, what this restaurant offers, because we replaced intro picture of restaurant with picture of actual food. It looks more appealing to our respondents and they would like to spend some time on the page. They were also able to recognize options in navigation.

## The trunk test

We performed trunk test, first of the expert tests, within the group. We once again asked the same questions, while respondents were navigating through the page and being more familiar with it.

## Questions:

1. What is this site about?
  2. Can you see what page are you in?
  3. What are the main sections of the website?
  4. Are you conscious where are you in the scheme of things?
  5. Is it comfortable to navigate between pages?
  6. What are your impressions and thoughts?
  7. Can you see where is the homepage?

**Marta, 29, female**

Marta was able to tell what is the website about and what are main sections and navigation options of it. She was conscious where is she in the scheme of things, that's why she considers this website nice and clear.

**Tomas, 24, male**

Tomas also could tell that this page is about fish and chips restaurant. Three main sections were also clear to him. According to Tomas, it is very comfortable to navigate between pages, because there is wooden background on active one.

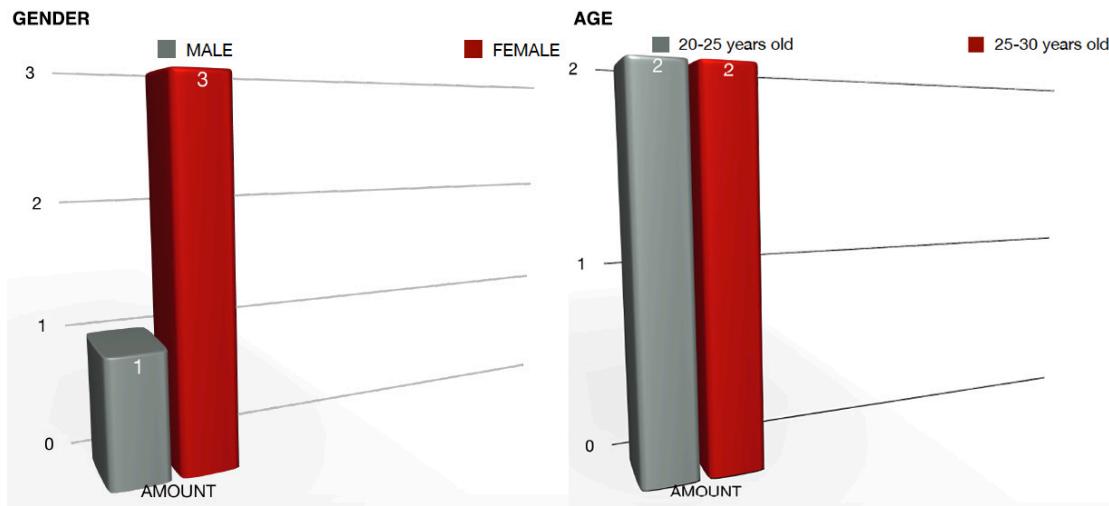
**Barbora, 21, female**

Barbora said this site is about food, also didn't have any problems recognizing sections of the page. She considers this website simple, but containing all the information it needs.

**Masa, 27, female**

Masa could tell this page is about fish and chips and navigation and active page was clear to her thanks to wooden background. Masa also thinks that this page is simple and contains all it needs. It seems appealing to her and makes her want to try their fish and chips.

## Stats about respondents



## Heuristics test

We performed the expert test on three team members. First we used Steve Krug's heuristics test method. Here is the list of the topics we covered:

1. Create a clear visual hierarchy on each page (h1, h2, h3 - organized)
2. Take advantage of conventions.
3. Organize page in clear areas.
4. Make obvious what is clickable.
5. Minimize noise.
6. Avoid ambiguity in menus (make menu items clear to understand, could it be understood as something else).
7. happy talk and instructions must die (less content) persistent navigation (global, main navigation on all pages).
8. Site ID on every page (be clear what page is about and where user is, on about page make it clear user is on about page).
9. Page names on every page that match what was clicked.
10. You are here indicators on every page.

### Marta

1. I see clear hierarchy between headings and paragraph. Page is well organized and easy to read. The navigation bars are clear and the first homepage heading clearly indicates what's page about.
2. Website is clear, white with wooden details. It's minimalistic, bright and aesthetic. I think it fits into convention.
3. The page has got three main navigation bars- Menu, Home and Contact. The menu is easy to see and it's highlighted while you navigate between pages, so you can see where you are.
4. It's obvious for me what's clickable. I don't have any doubts about it.
5. The pages are clear. The contact page clearly indicates 2 locations of restaurant with maps. Logo is simple and minimalistic and each page contains simple, nice and aesthetic images.
6. Navigation as I mentioned above is clear and easy to find and understand for me. The each page also clearly reflect to the content indicated in a menu bar.
7. The page is really minimalistic and simple. I don't think it has too much content.
8. It's one main navigation with three opportunities to pick from.
9. When I click, the navigation bar is highlighted. It works nicely.
10. As i mentioned above - it's indicated.

### **Tomas**

1. Yes, because all headings and paragraphs are different in sizes.
2. The page is really conventional. It's not confusing for any basic user.
3. The page is clearly organized in areas.
4. The logo is not clickable, otherwise anything clickable is visible.
5. Page is simple and not overwhelming.
6. They are very clear understandable.
7. Each content of the website is necessary. Is nothing extra.
8. There is same ID on every page but the navigation is clear to see where am I.
9. It's all perfect.
10. Yes, I see where I am.

### **Sebastian**

1. Yes, it's very well organized.
2. Everything is on right place.
3. Definitely, each area is clear.
4. It's very clear what's clickable.
5. No noise at all, it's really simple.
6. You can't mess around with menu, because it's only three bars very easy to understand.
7. The content is on the right place.
8. The site ID fits perfect to the content.
9. It's perfect.
10. Highlighted bars on the menu.

After expert test we came to conclusion, that thanks to simplicity, three important navigation options and reduced content, we successfully lowered the number of mistakes that users would come across otherwise. User can very clearly see what this restaurant offers, where it is and when it is open. That's why we are happy we decided to keep it simple.

### **Cognitive walkthrough**

We gave ourselves three tasks to accomplish on our redesigned website. While doing them, we were asking ourselves four questions regarding users point of view.

#### **Tasks**

1. Find the price of haddock fish and regular chips.

We went into menu page from frontpage. In the menu you can see different styles of fish and chips. One of the fish options is haddock and regular chips are also easy to find. This is very user friendly, because none of three given navigation tabs seems confusing and to find price of the food you will clearly click menu. We can confidently answer yes to all questions regarding user.

2. Find the location 2 of the restaurant.

Using navigation tab contact will get us to page to find location. Hodgson's has two locations. You are able to see written address and also map. This also doesn't seems confusing and we consider this task being user friendly.

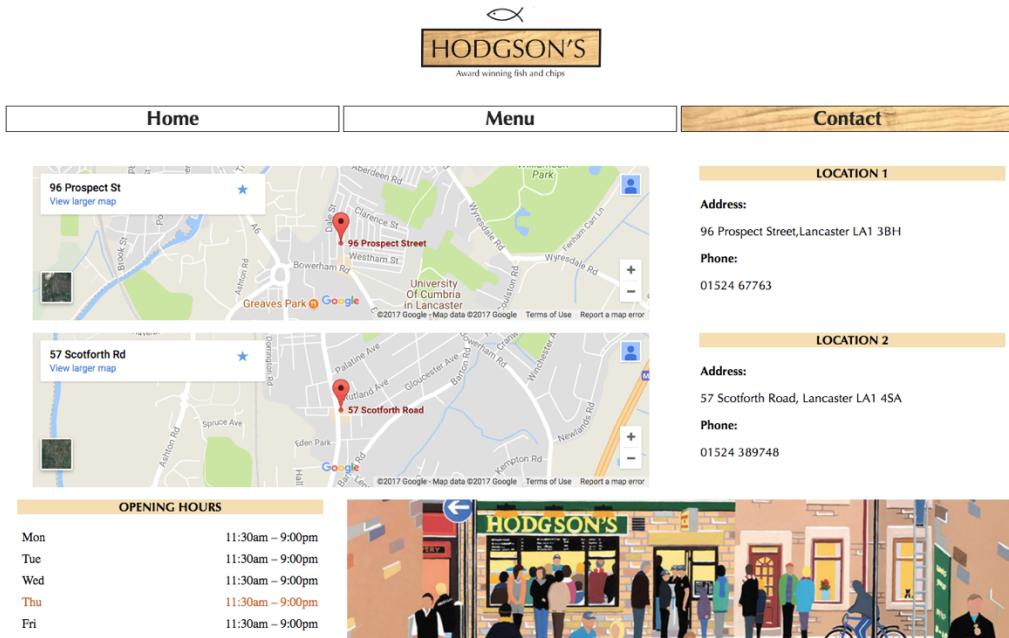
3. Find the opening hours of the restaurant.

Both restaurants have same opening hours. If you scroll down at contact page, you can easily find them below locations. None of navigation options but contact gives user clear signals that he will desired information there.

# Snippets of CSS codes

## Contact page CSS snippet

We used 3 column grid, each column expanding over 1 fraction of the grid.



```
503 /* contact page grid */
504 .contact-grid {
505   display: grid;
506   grid-gap: 1em;
507   width: 100%;
508   grid-template-columns: 1fr 1fr 1fr;
509   grid-template-areas: "loc1 loc1 info1" "loc2 loc2 info2" "hrs img3 img3";
510 }
511 .location-1 {
512   grid-area: loc1;
513 }
514 .info-1 {
515   grid-area: info1;
516 }
517 .location-2 {
518   grid-area: loc2;
519 }
520 .info-2 {
521   grid-area: info2;
522 }
523 .hrs {
524   grid-area: hrs;
525 }
526 .img3 {
527   grid-area: img3;
528 }
529 .iframe {
530   max-width: 800px;
531 }
532 .info-1 h4,
533 .info-2 h4,
534 .hrs h4 {
535   margin-top: 0;
536 }
537 .contact-image-desktop {
538   display: block;
539   max-width: 100%;
540   margin: auto;
541 }
542 .width-small {
543   margin-bottom: 10px;
544 }
545 .width-large {
546   margin-bottom: 10px;
547 }
```

Desktop version for the contact page is made with grid which applied with a class `.contact-grid` to the article element of the contact page.

Grid consists of three-columns and three rows.

Google map in expending over the first two columns and in the first and in the second row, while location information is set in the third column. Each column takes one fractions. Therefore, the map is displayed over 2 sections and the text on the right is displayed in one section. Same logic applies in the second row.

Third row consists of the opening hours text, which highlights the actual day, taking over the first fraction out of three. The picture of Hodgson's restaurant on the right takes 2 fractions of the row.

## Home page CSS snippet

We used 3 column grid, each column expanding over 1 fraction of the grid.

The screenshot shows the homepage of Hodgson's Fish & Chips. At the top is a navigation bar with three tabs: "Home" (highlighted in yellow), "Menu", and "Contact". Below the navigation is a large image of fish and chips. The main title "WELCOME TO HODGSON'S FAMOUS FISH & CHIPS" is centered above a section titled "Love Story Behind the Fish Frying Business.". A paragraph of text follows, mentioning Nigel and Linda's 30-year history. To the right of the text is a circular "FISHERMEN'S QUALITY AWARD" logo featuring a fish and the words "SEAFOOD", "Certification Mark", and five stars below it. At the bottom of the page is a footer with social media icons (Facebook, Twitter, Email) and the address "96 Prospect Street, Lancaster LA1 3BH, England".

### Seafish Quality Award

In the new Star Rating Scheme Hodgson's achieved a Top 5 Star Rating - only a handful throughout the UK have achieved this.

Hodgson's Chippy have been a holder of this prestigious Seafish Quality Award every year since 1998 through to 2009. Stringent criteria must be met to achieve this award, with regular spot checks from Seafish Industry Authority.



```
435  /*home page grid*/
436 .home-grid {
437   display: grid;
438   width: 100%;
439   grid-template-columns: 1fr 1fr 1fr;
440   grid-gap: 1em;
441   grid-template-areas: "mn mn mn" "txt1 txt1 txt1" "txt2 txt2 img2";
442 }
443 .main-image-mobile {
444   display: none;
445 }
446 .main-image-desktop {
447   display: block;
448   max-width: 50%;
449   margin: auto;
450 }
451 .main-image-desktop {
452   grid-area: mn;
453 }
454 .img1 {
455   display: none;
456   grid-area: img1;
457   align-self: center;
458   justify-self: start;
459 }
460 .text1 {
461   grid-area: txt1;
462 }
463 .text1 h1 {
464   text-align: center;
465 }
466 .text1 h2 {
467   padding-left: 0;
468 }
469 .text1 p {
470   padding-left: 0;
471 }
472 .text2 p {
473   padding-left: 0;
474 }
475 .text2 h2 {
476   padding-left: 0;
477 }
478 .text2 {
479   grid-area: txt2;
480 }
481 .img2 {
482   grid-area: img2;
483   align-self: center;
484 }
```

On the home page I applied the grid through the class name .home-grid and assigned it to the article element.

Grid consist of three columns and three rows.

The fish and chips image is displayed in the first row and is taking all three fractions therefor is the only element in the first row. We used slightly different image on the mobile version then in the desktop. In media query, I used the css code to not display the mobile image and only display the desktop image.

Row two consists of the text and row three first two fractions are displaying the text while the third fractions displays the image of the award.

## Improving usability CSS snippet



### Seafish Quality Award

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Problem: Navigation covers whole view-port in phone landscape.



Solution: media query for phone in landscape.

```
410
411 @media screen and (min-width:560px) and (max-width:700px) {
412   header {
413     position: absolute;
414   }
415 }
416
```

As a group, we decided to use a fixed navigation bar on our redesigned website. We believe it is more user friendly because it always gives user the option to just click and go to a different page.

However, the fixed navigation was an issue on the landscape view for the phones. It covers almost the whole viewport of user's screen; therefore, I created a media query for the phone in the landscape mode, that sets the position of navigation to absolute, which means the navigation will always stay absolutely positioned on the top of the page (top:0, left:0) for the screen sizes between 560px and 700px.

## Java Script Code Snippet

We decide to include some simple Java Script that highlights the actual day with a different color. The highlighted day is in the color contrast with the other unhighlighted days. It helps users to spot the opening hours much faster, regardless the day of the week users visit the website.

```
103
104 <script>
105 var n = new Date();
106 var d = n.getDay();
107
108 if(d==0) document.getElementById('sun').style.color='#CC6600';
109 if(d==1) document.getElementById('mon').style.color='#CC6600';
110 if(d==2) document.getElementById('tue').style.color='#CC6600';
111 if(d==3) document.getElementById('wed').style.color='#CC6600';
112 if(d==4) document.getElementById('thu').style.color='#CC6600';
113 if(d==5) document.getElementById('fri').style.color='#CC6600';
114 if(d==6) document.getElementById('sat').style.color='#CC6600';
115
116 var n = new Date();
117 var d = n.getDay();
118
119 if(d==0) document.getElementById('su').style.color='#CC6600';
120 if(d==1) document.getElementById('mo').style.color='#CC6600';
121 if(d==2) document.getElementById('tu').style.color='#CC6600';
122 if(d==3) document.getElementById('we').style.color='#CC6600';
123 if(d==4) document.getElementById('th').style.color='#CC6600';
124 if(d==5) document.getElementById('fr').style.color='#CC6600';
125 if(d==6) document.getElementById('sa').style.color='#CC6600';
126 </script>
127
```

### OPENING HOURS

Mon	11:30am – 9:00pm
Tue	11:30am – 9:00pm
Wed	11:30am – 9:00pm
Thu	11:30am – 9:00pm
Fri	11:30am – 9:00pm
Sat	11:30am – 9:00pm
Sun	4:00pm – 9:00pm