Team 1

Design & Development of Restaurant website.
Duration :   27-04-2021 to 11-05-2021

Team:

1. Veronica Nadler
2. Sahar Mortazavi
3. Naihrita Munshi

Overview:

The project was about creating a webpage for a restaurant with a live Circus show every Friday and Saturday. The webpage contains a table booking facility for customers to be able to reserve their table before visiting the restaurant and the show. The restaurant is also facilitated with a tablet ordering system on the tables.

Goals:

1. Survey to get people ideas of different age and sex about webpage contents
2. Analyse the responses
3. Making a wireframe design blueprint for the website contents
4. Design and development of webpage contents
5. Test and finalize the websites

Design Tools and Techniques:

1. Page design - HTML, CSS, Bootstrap, Javascript
2. Logo design - PIXLR.com
3. Photo edit   - PIXLR.com

Our reasoning behind using the specific coding language for the website:

We chose bootstrap to make the website responsive so people can access the webpage with different devices with its all functionality.

CSS enables additional styling and JavaScript enables interactive functions.

Roles:

We discussed during meetings what we were most comfortable with doing and decided tasks among each other. We used the scrum as a log of what needed to be done and that way we did whatever needed to be done, with no specific roles.

We all acted as UX-designers, UI-designers and coders.

Everyone had the same workload in the end.

For example, when coding the main website, Naihrita was responsible for the 'About us' section, Veronica for the 'Menu' section and Sahar for the table booking page. After finishing we moved on to new tasks.

We were very unanimous when it came to design choices.
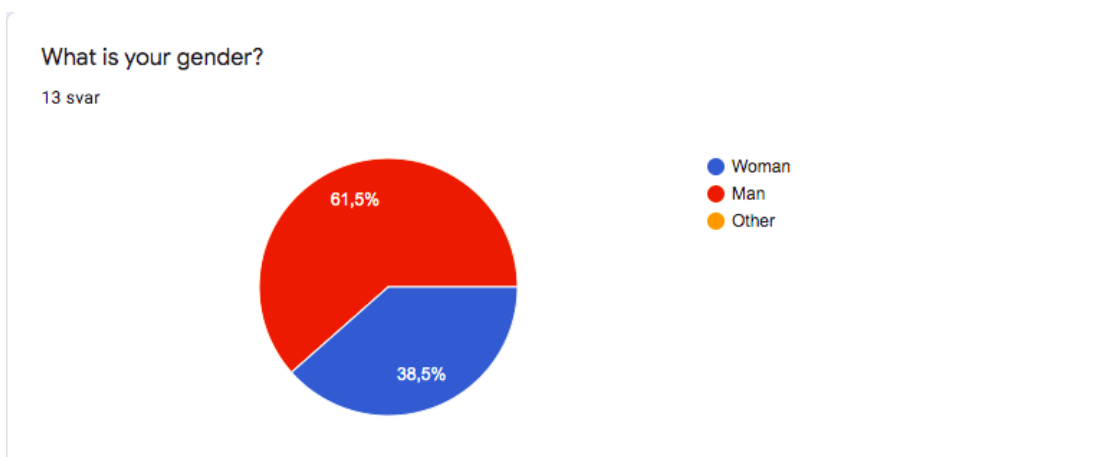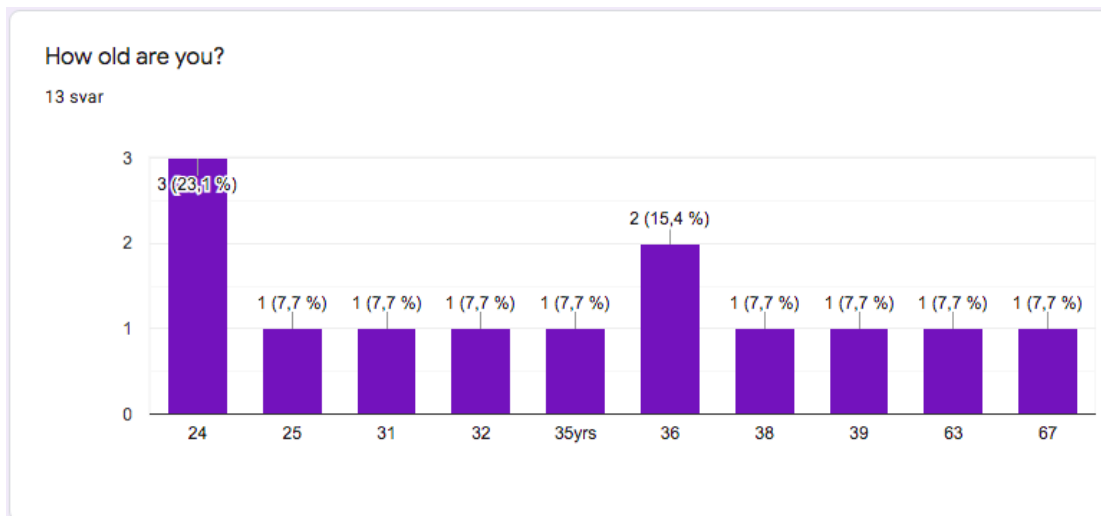
Research:

Surveys

Surveys were performed as semi-interviews with fixed questions as well as fixed answers, but with room for motivation and own thoughts for flexibility.

The survey:

https://docs.google.com/forms/d/e/1FAIpQLSeFg2wxRKNWLuOhLNxamHIcQsdKO8_7_i21Obnshq0aiF5dwA/viewform?usp=sf_link
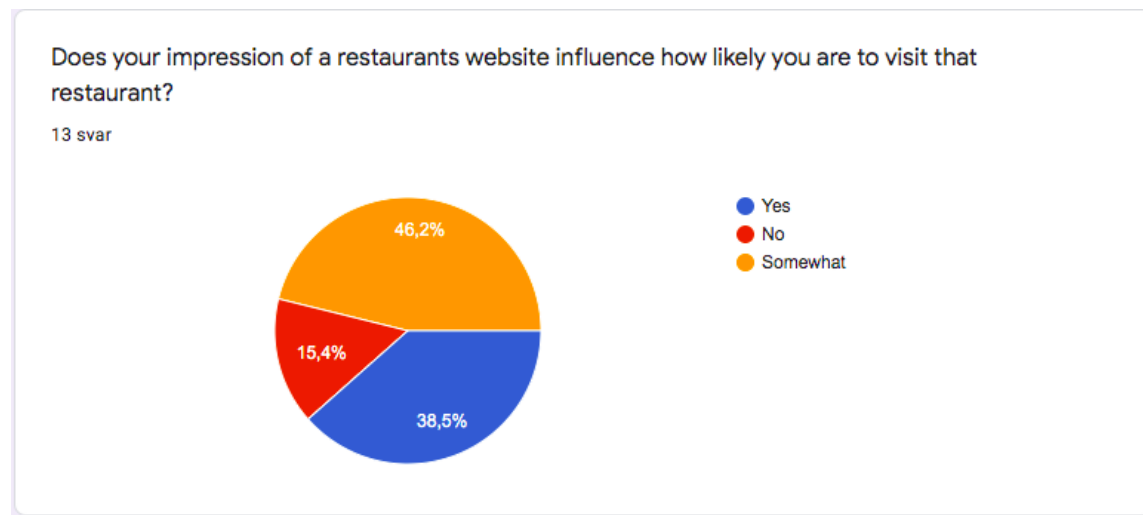
Some examples of collected data

Age span and gender

User-expected information: Menu, pricing, booking, address, contact, opening hours

User-website interaction

Does your impression of a restaurants website influence how likely you are to visit that restaurant?

13 svar

- ● Yes
- ● No
- ● Somewhat

46,2%

15,4%

38,5%

With the survey basis we could create a few user personas, to circle what we expect our clientele to be.

Market standard:

We also observed other restaurant webpages and took inspiration from their UX- as well as UI-design

Wireframing:

- Balsamiq and Figma

Wireframe for website:
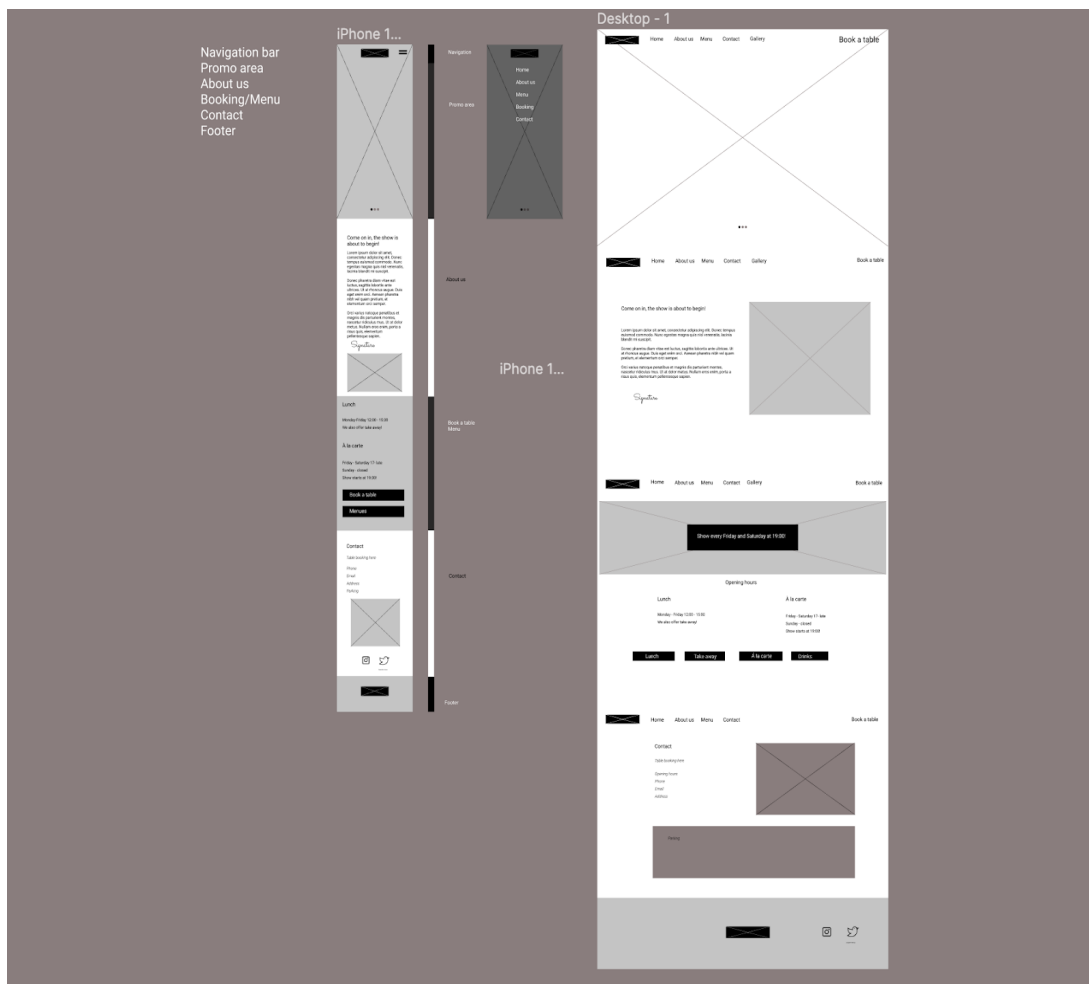
Wireframe for Ordering page:

Website execution:

The layout we decided matched both user experience research, customer requirements as well as market standard:

The circus restaurant web page design contains mainly 2 front ends.

- One page specifically designed to be able for the customer to use it remotely from smartphones, tablet, laptop etc.
- The other page is used only from a tablet/iPad when visiting the restaurant.

In the main page of the remote website there are tabs containing Home, About Us, Menu, Gallery and Contact Us page.

Home - Contains flash pictures about the restaurant and major attraction circus promotion.

About Us- About the restaurant history and achievements, awards.

Menu - All food items with price, other information.

Gallery - Various pictures about food items and previous circus events.

Contact Us: Contact contact information including google map location

Promotion area home page

About us

Page containing opening hours and menus, labeled 'Menu' in the navigation bar

Book a table

Opening hours

Monday-Thursday	12:00-22:00
Friday-Saturday	12:00-02:00

Lunch

Monday-Friday 12:00-15:00

We offer take away

Á la carte

Monday-Saturday 17:00-22:00

Sunday - closed

Contact information

Home   About us   Menu   Gallery   Contact   Book a table

Á la carte

Drinks

Contact Us

Note! We don't accept table reservations via email.
Click here *for book the table .*
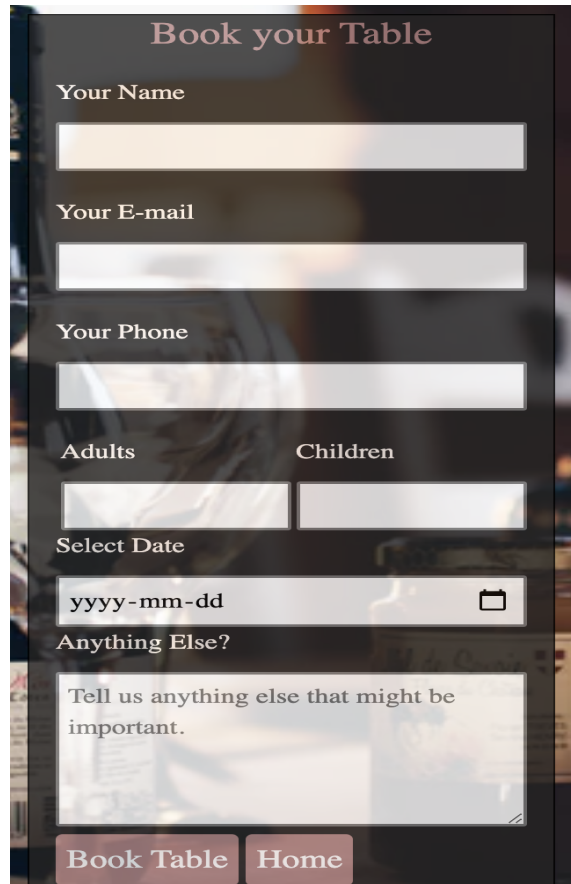*We have our own parking also...*

Call Us : +(46) 767567548
Email Us: info@crestaurant.se
Find Us : Storagatan 44,12345 Stockholm

Book a Table page should be accessible from all sections of the website.

Each page consists of the same footer contents, having special media footprints and copyright information.

Ordering page:

The restaurant will have tablets on each table to be able to order food and drinks. Below is the layout for the ordering system. Customers can navigate through all different courses and drinks through a navigation bar. Also the page has functionality to add and place orders.
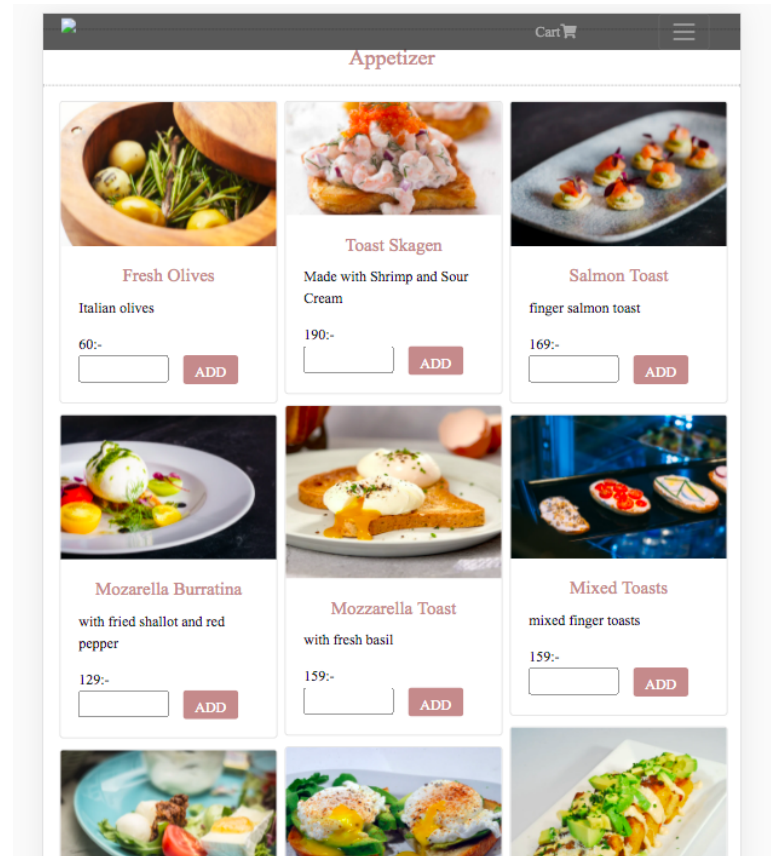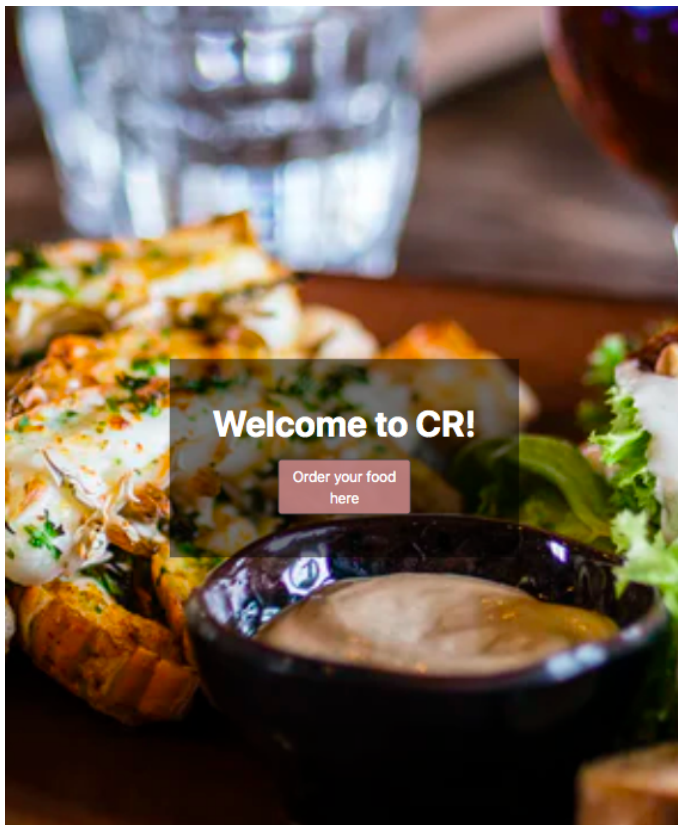
Improvements and retrospective:

Survey analysis would benefit from more answers. We managed to retrieve 13 answers but above 30 would be better. Also a better spread could be beneficial. At this time we exclusively interviewed our friends and family, so the result could be seen as rather biased.

The project would also benefit from a more structured role distribution. Having experts in various areas would be a good idea in the future now that we all had the chance to try everything out.

A more detailed ordering page with sub menus and a search function would be great to add.

Real time information about car parking in the restaurant to be updated in a specific refreshing rate to be covered in the future work

Online booking system for the circus show is also to be covered in future work.