

Nicole Bolton

DES-070

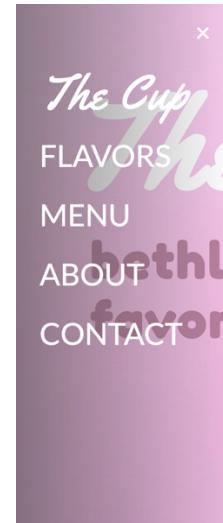
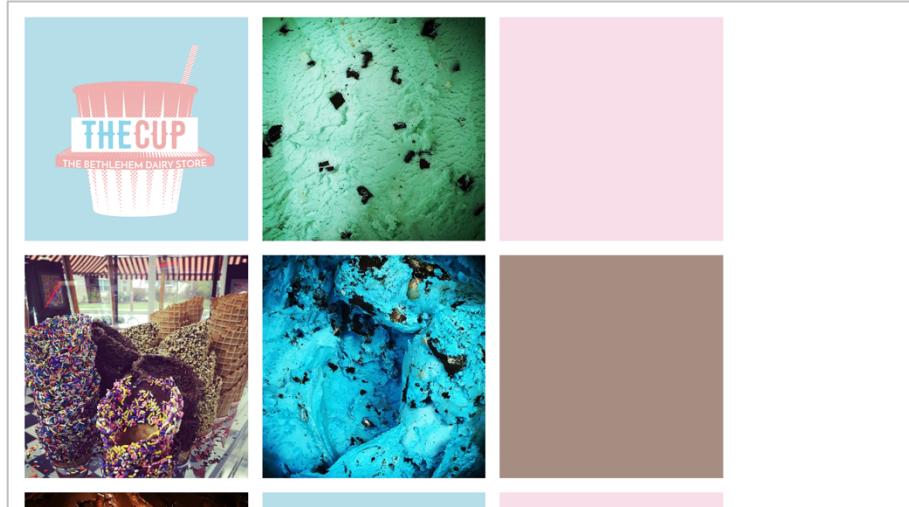
Old Site: <https://www.bethlehemedairystore.com/>

New Site: <https://www.lehigh.edu/~nmb321/the-cup/index.html>

Final Restaurant Redesign

1. Write 5 words that describe your first impression of this site. (include screen capture of desktop home page).
 - a. Colorful
 - b. Confusing
 - c. Unique
 - d. Minimal
 - e. Interactive (has lots of scroll over animations)

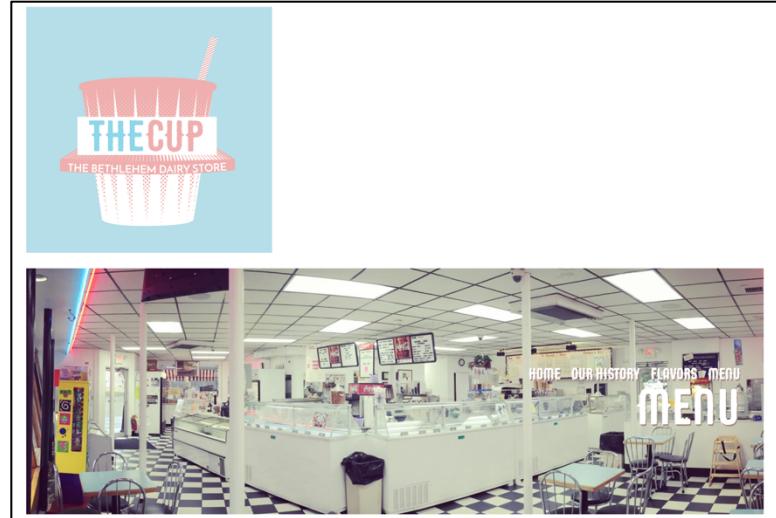
THE CUP ORIGINAL SITE



THE CUP REDESIGNED SITE

Pictured above is my redesign of The Cup's homepage. I decided to do a total overhaul to make the home page more modern. Though minimal, I found the original home page very busy and confusing with its grid structure and lack of obvious navigation. Advertising it as "Bethlehem's favorite ice cream" and including an image of an ice cream cone immediately gives one an idea of who The Cup is. I replaced the home page's lack of navigation with a hamburger menu in the upper left – a virtual clue that navigation will appear when clicked. Lastly, my redesign invites you in with the ice cream cone in hand extending out to you and the call to action "get the scoop" with an arrow indicating to scroll down.

2. Find the restaurant's food menu. Write 5 words that describe the experience of reading it (easy? difficult? other?) Explain why in a few sentences. (include screen captures to show evidence).
 - a. Hard to Locate – There are no clear cues on how to navigate around from the main page. It took a while to figure out that the pink and brown boxes (pictured left) are clickable and take you to other pages. Examining further, via devtools it seems like the page has errors with some of the content loading. Still it is interesting to omit a navbar all together. Aside from the home page, the other pages did have a navbar but even then there are some problems with layout.



- b. Expansive – Regarding the menu itself, they have listed about every flavor and topping that they serve. The picture below is only a small section of the complete menu.
 - c. No Prices – Nowhere on their menu do they list prices. I guess it isn't necessarily required for a restaurant who's prices probably fluctuate but they could at least list the serving sizes they serve.
 - d. Unique Layout – I think their grid like list for the ice cream is an interesting and unique choice.
 - e. Colorful – In their lists, they decided to coordinate each flavor and topping with its color making it a very vibrant menu.

THE CUP ORIGINAL MENU

HARD ICE CREAM

| | | | | | |
|----------------------|-----------------------|----------------|-------------------------|------------------------|---------------------|
| ALMOND JOY | BING CHERRY | BANANA - FRESH | BANANA - STRAWBERRY | BANANA - PEANUT BUTTER | BLACK RASPBERRY |
| BLUEBERRY CHEESECAKE | BROWNIE NUT FUDGE | BUBBLE GUM | BUTTER PECAN | CAPPUCCINO CHIP | CHOCOLATE |
| CHOCOLATE ALMOND | CHOCOLATE ALMOND CHIP | CHOCOLATE CHIP | CHOCOLATE FUDGE BROWNIE | CHOCOLATE MARSHMALLOW | COFFEE |
| COOKIES AND CREAM | COOKIE DOUGH | DULCE DE LECHE | GOLDEN VANILLA | MAPLE WALNUT | MINT CHOCOLATE CHIP |

our
legendairy menu

FROZEN TREATS GALORE.

cups & cones

| | |
|---------------|---------|
| KIDDIE | \$2.00 |
| SINGLE | \$3.50 |
| DOUBLE | \$4.75 |
| NOVELTY CONES | +\$1.00 |

sundaes

| | |
|---|--------|
| HOT FUDGE | \$5.50 |
| Your favorite ice cream topped with chocolate fudge, peanuts, whipped cream, & a cherry. | |
| BANANA SPLIT | \$8.25 |
| A traditional banana split with all the toppings—crushed cherries, strawberries, pineapples, and whipped cream. | |

shakes & floats

| | |
|---------|--------|
| KIDDIE | \$3.00 |
| SMALL | \$4.50 |
| REGULAR | \$5.75 |
| LARGE | \$6.50 |

flavors

SWEET & CREAMY

| | |
|--------------|------------------|
| VANILLA | CHOCOLATE |
| STRAWBERRY | COFFEE |
| COOKIE DOUGH | COOKIES N' CREAM |
| MOOSE TRACKS | PARTY CAKE |
| +40 MORE | |

toppings

| | |
|---------------------|-----------------|
| +\$0.75 PER TOPPING | |
| SPRINKLES | M&M |
| OREO'S | CHOCOLATE CHIPS |
| GUMMI BEARS | REESE'S PIECES |
| HOT FUDGE | CARAMEL |

THE CUP REDESIGNED MENU



seasonal scoops

TAKE A PEAK AT WHAT'S CHURNING

black raspberry



mint chocolate chip



peaches & cream



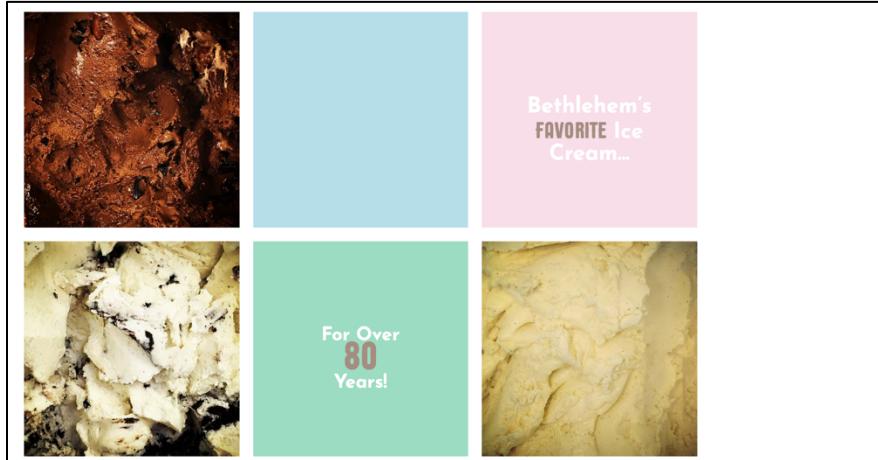
peanut butter swirl



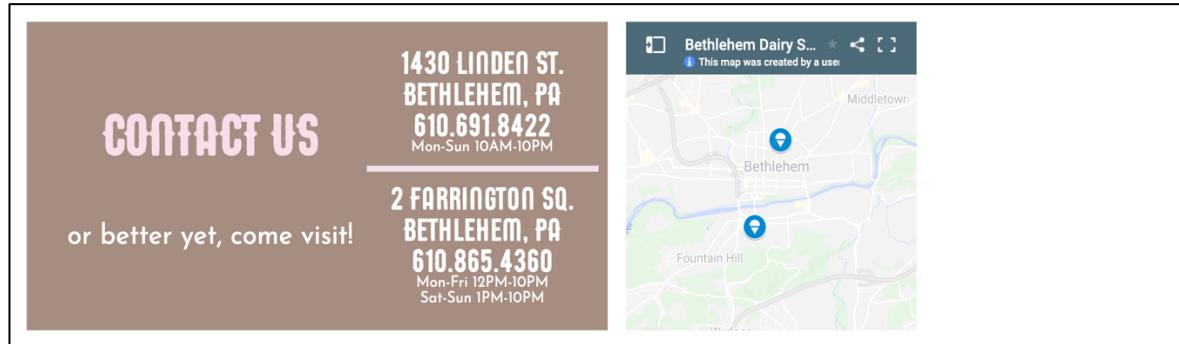
THE CUP REDESIGNED MENU

As alluded to above, the menu is overwhelming and lacks real information. It tells you the flavors and toppings they have but not the serving sizes and prices. Likewise, I find it unnecessary to list every flavor (especially when you have 40+) since traditional ice cream parlors may vary and change their flavors in store. So, to improve upon the old menu, I decided to create a more condensed, traditional menu that is simple to read and improves the hierarchy and missing information. I chose the font 'Fredoka One' for the menu headings which is a big, round, bold font that I felt had the look and idea of ice cream. I later realized it resembles the font that Ben and Jerry's uses. With the help of a font pairing source, I chose 'Lato' for the body text. Lato is a geometric-humanist font which means its letters are also very round. To provide additional contrast between the two fonts, I put one in all lowercase and the other in all uppercase. I decided to only list what I would consider are the most popular ice cream flavors and toppings for the online menu to offer a glimpse into what The Cup offers. Then, to showcase some more unique flavors, I added a "Seasonal Scoops" section.

3. Write 5 words that describe the unique positive qualities of this restaurant. Are these reflected in the current site design why/why not? (Think in terms of the most important aspects of this business. Keep out personal opinion.) Include screen captures to show evidence.
 - a. Local – The Cup is a Bethlehem staple and has been around for many years, they make note of this by mentioning it in various places on the site.



- b. Family & College Friendly – Their added “or better yet, come visit!” sets a welcoming tone for the pages contact section. I think another way they could have conveyed this is by adding more “community” photos on the page.



- c. Lots of Choices – Multiple times on the site The Cup boasts having “over 40 flavors”. I think this is shown very directly in their menu as they list out every option they have.



- d. Retro – Visiting The Cup it has a very retro/diner aesthetic, I think their font selection attempts to pull off this retro theme, though I personally think it is too “Western”
- e. Fun – No matter what age you are, everyone pretty much loves ice cream. I feel like ice cream has this childlike wonder and fun-ness associated with it. Going back to the pictures I have already shown, I think The Cup website attempts to do this by including some interactive features and making super colorful, but its layout is too confusing and distracting.

I do like that The Cup is clearly going for a design that stands out. Their grid structure and how they present their flavors and toppings is interesting but format wise is homogenous and outdated. That being said, I wanted to do something that could still standout but with a more updated look and UI. The redesign is colorful and keeps many of the same “ice cream” colors the original site used. I used transitions between each color section like drips and a wave to maintain the ice cream theme and add movement and character. To appeal to its audience of both college students and families,

the page is filled with ice cream puns which are child-like yet fun and likeable for everyone. I saw it important to make the page both fun to look at and fun to read. I include the idea of being local by keeping the mentions of Bethlehem and the original ‘About’ blurb. To improve upon the aforementioned qualities, I also included a section that displays an Instagram photo collage that links back to their Instagram and entitled it “#thecup”— a tag they encourage the community to use. The display font “Yellowtail” that I chose for the logo is similar to a retro neon signage font. I also keep several mentions of The Cup’s plethora of ice cream flavors. Finally, I wanted to make the page interactive like their original one. If you scroll over the ice cream cones in the “Seasonal Scoops” section, little blurbs fade in for people to read.



THE CUP REDESIGNED COLORS & SECTION TRANSITIONS



In late August 2009, they opened an additional location on the campus of Lehigh University, in the Commons Square retail area. This site operates 3 stands at Musikfest, Bethlehem's arts and music festival held in early August, in addition to participating in a variety of other local festivals.

The Cup screams for ice cream

OVER 80 YEARS GOING STRONG

For over the past 85 years, The Bethlehem Dairy Store has been a favorite of area families looking to enjoy many flavors of homemade ice cream. Back in the 1920's and 30's families would often stop by the side of the store on Linden Street to watch Soapbox derby races and then head to the store for ice cream. You may hear many long-time residents refer to the store as "The Cup", due to its original shape as a large milkshake cup. Other people may refer to the store as "Mowrer's", in honor of the long time ownership by the Mowrer family.

For over the past 20 years, William Burkhardt and Frederick Buckenmeyer have been co-owners of the Bethlehem Dairy Store, Inc. In late August 2009, they opened an additional location on the campus of Lehigh University, in the Commons Square retail area. This site operates 3 stands at Musikfest, Bethlehem's arts and music festival held in early August, in addition to participating in a variety of other local festivals.

THE CUP REDESIGNED ABOUT US SECTION

ready to get served?

YOU'VE ONLY SEEN THE TIP OF THE ICE CREAMBERG.
COME VISIT OUR SHOP TODAY & CHOOSE FROM OVER 40 FLAVORS!

The Cup

2 FARRINGTON SQ
BETHLEHEM, PA
610.865.4360

hours

MON-FRI 12PM-10PM
SAT-SUN 1PM-10PM

THE CUP REDESIGNED CONTACT US SECTION

THE CUP REDESIGNED INSTA FEED

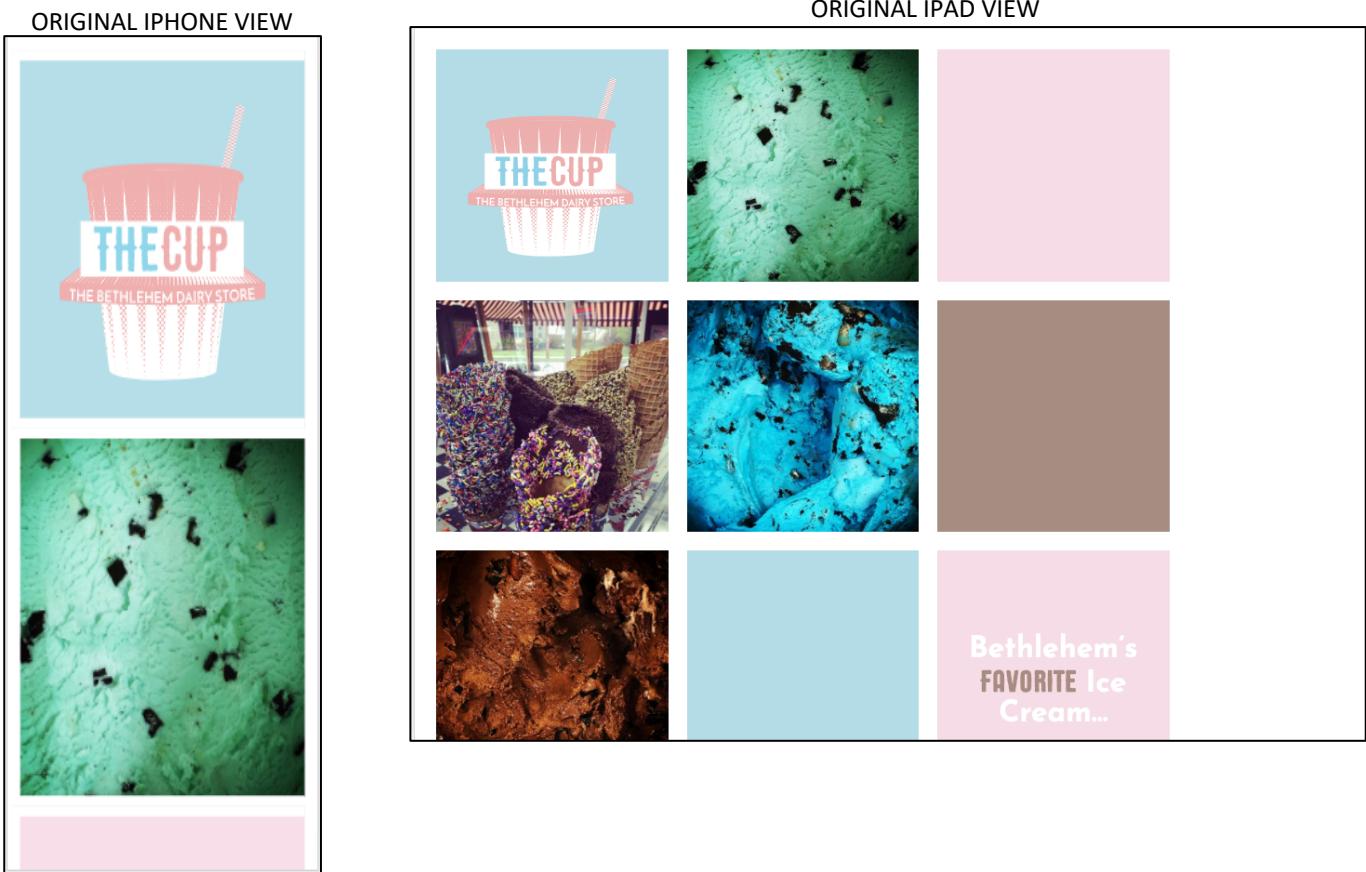
#thecup

THE CUP REDESIGNED HOVER OVER EFFECTS

black raspberry mint chocolate chip peaches & cream peanut butter swirl

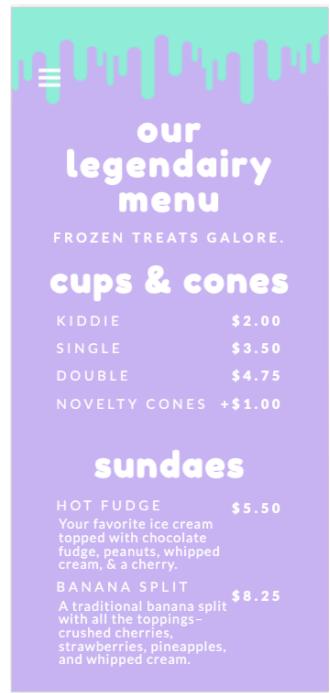
WE BERRY MUCH BELIEVE
YOU'LL LOVE THIS FLAVOR

4. Is the site responsive? In other words, what does it look like on a phone? (take screen captures). Preview the site using [Google Chrome's Developer Tools](#), located in the View menu (click the link for more on the Device Mode):
- Yes, the site is responsive. I would argue that the site looks better on the phone than on the laptop since it is not off-centered. Yet, some interactive hover effects that are on the laptops version will not be hover-able on the iPad or iPhone.



On the following pages are my responsive redesigns. Overall, the designs are very similar to the desktop versions with minor adjustments and enhancements. First and foremost, I defaulted all the hover elements to show automatically on iPad and iPhone views. My menu navigation was already designed so it would be the same across all screens. I felt having the navigation hidden behind a sandwich menu would influence people to scroll down the page emphasizing the transitions and UX of scrolling which is lost when one jumps around through pages. I used the responsive grids in many sections including the menu, Instagram grid, and seasonal scoops. On the seasonal scoops, I wanted to ensure the responsive grid divided evenly into pairs so I used a grid-inside-a-grid to accomplish this. Lastly, I used em and percentages to better resize the fonts and margins across devices.

REDESIGNED IPHONE VIEW



REDESIGNED IPAD VIEW

The Cup
bethlehem's
favorite ice cream

GET THE SCOOP

The Cup

FLAVORS
MENU
ABOUT
FAVOR
CONTACT

seasonal scoops

TAKE A PEAK AT WHAT'S CHURNING

black raspberry mint chocolate peaches & cream peanut butter chip swirl

WE BERRY MUCH BELIEVE YOU'LL LOVE THIS FLAVOR

SOME THINGS ARE MINT TO BE

MADE WITH A PEACH OF OUR HEARTS

BUTTER BELIEVE YOU'LL BE NUTS FOR THIS ONE

our legendairy menu

FROZEN TREATS GALORE.

| cups & cones | | sundaes | |
|---------------|---------|---|--------|
| KIDDIE | \$2.00 | HOT FUDGE | \$5.50 |
| SINGLE | \$3.50 | Your favorite ice cream topped with chocolate fudge, peanuts, whipped cream, & a cherry. | |
| DOUBLE | \$4.75 | | |
| NOVELTY CONES | +\$1.00 | BANANA SPLIT | \$6.25 |
| | | A traditional banana split with all the toppings-crushed cherries, strawberries, pineapples, and whipped cream. | |

| shakes & floats | |
|-----------------|--------|
| KIDDIE | \$3.00 |
| SMALL | \$4.50 |
| REGULAR | \$5.75 |
| LARGE | \$6.50 |

| flavors | | toppings | |
|---------------------|--|----------|--|
| SWEET & CREAMY | | | |
| +\$0.75 PER TOPPING | | | |

The Cup screams for ice cream

OVER 80 YEARS GOING STRONG

For the past 85 years, The Bethlehem Dairy Store has been a favorite of area families looking to enjoy many flavors of homemade ice cream. Back in the 1920's and 30's, families would line up along the outside of the store on Lincoln Street waiting for the horse-drawn races and then head to the store for ice cream. You may hear many long-time residents refer to the store as "The Cup", due to its original shape as a large cup. Old-timers may refer to the store as "Mowrer's" in honor of the long time ownership by the Mowrer family.

For over the past 20 years, William Burkhardt and Frederick Buckenmeyer have been co-owners of the Bethlehem Dairy Store, Inc. In late August 2002, they opened an additional location on the campus of Lehigh University, in the Campus Square retail area. They also operate 3 stands at Musikfest, Bethlehem, during the month of August, in addition to participating in a variety of other local festivals.

#thecup

ready to get served?

YOU'VE ONLY SEEN THE TIP OF THE ICE(CREAM)BERG.
COME VISIT OUR SHOP TODAY & CHOOSE FROM OVER 40 FLAVORS!

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