1ST PIZZA DIRECT

1.10 _ REBUILD A WEBSITE
GROUP WORK_ N ° 15
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DESIGN PRINCIPLES:

Composition: asymmetrical,
rule of thirds. 3 main shapes
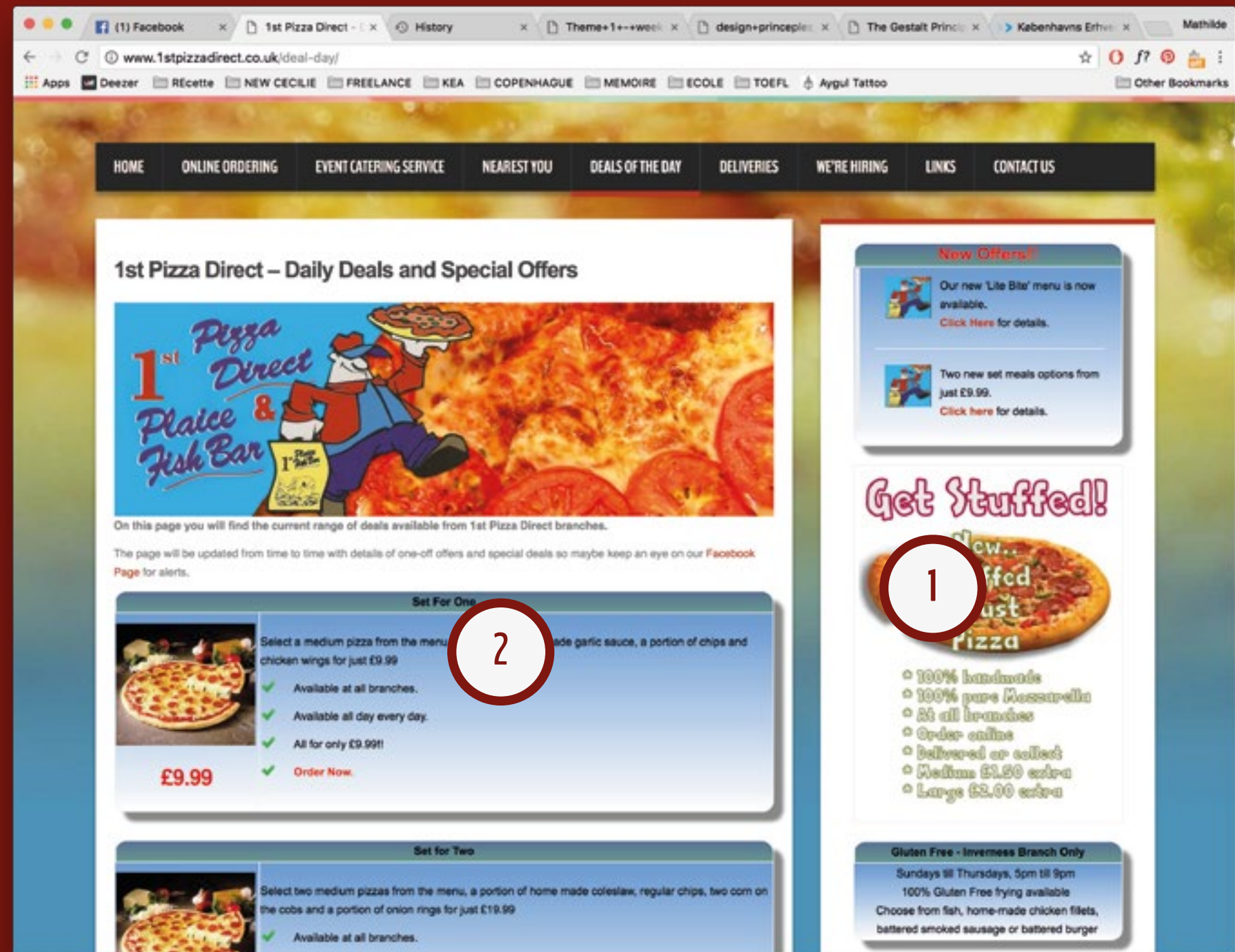with a photo background.

1 Contrast of shape between
this round element and the other
rectangles.

2 Similarity of shape and size, there
is no contrast between the main
elements, no hierarchy.

TEST USER REPORT:

What we have noticed from the test user
is that we can't see the name of the company,
so the identity of the website is not clear.
People couldnt guess that we can order so-
mething else than pizzas on this website.
The content is not readable and there is no
hierarchy. There is too many informations so
we can't find what is relevant and what is not.

Quality

Fast Delivery

Food
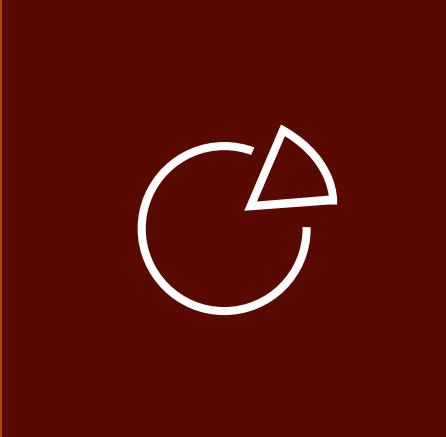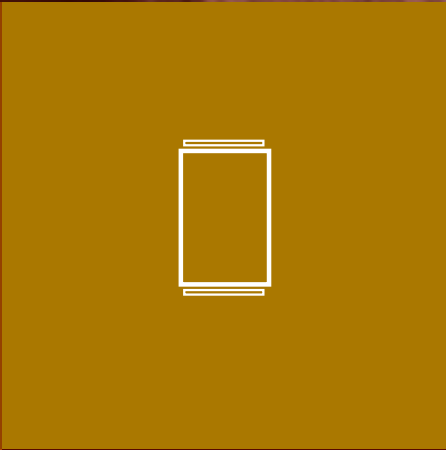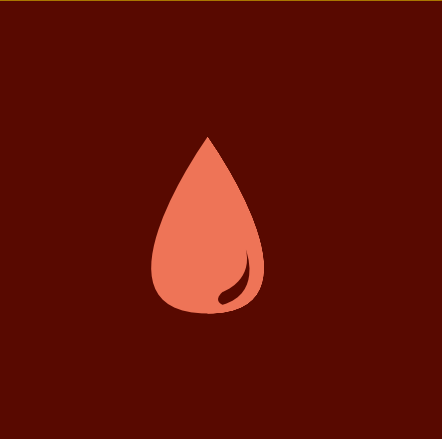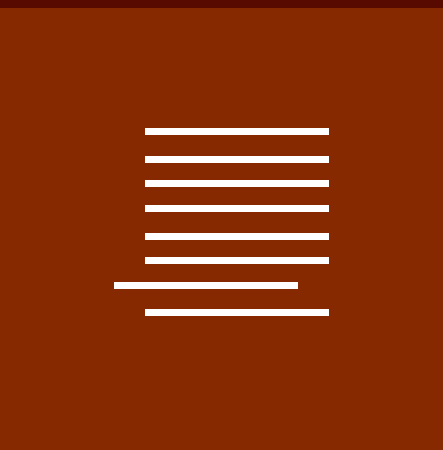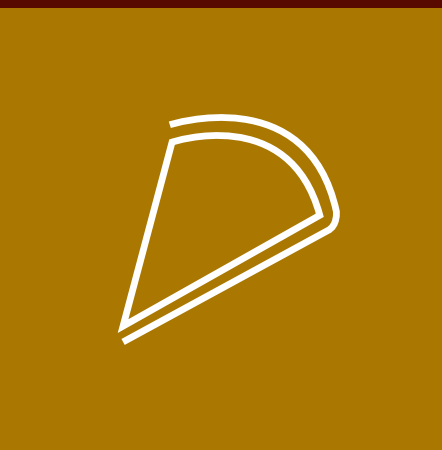
Pizzas

MINI SKETCHES:

WIREFRAMES:

PROTOTYPES:

Color	Hex
⬛	#7E170F
🟥	#E94D50
🟥	#E42420
⬛	#7F2526
🟥	#CB1416
⬛	#666060
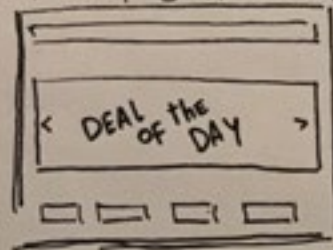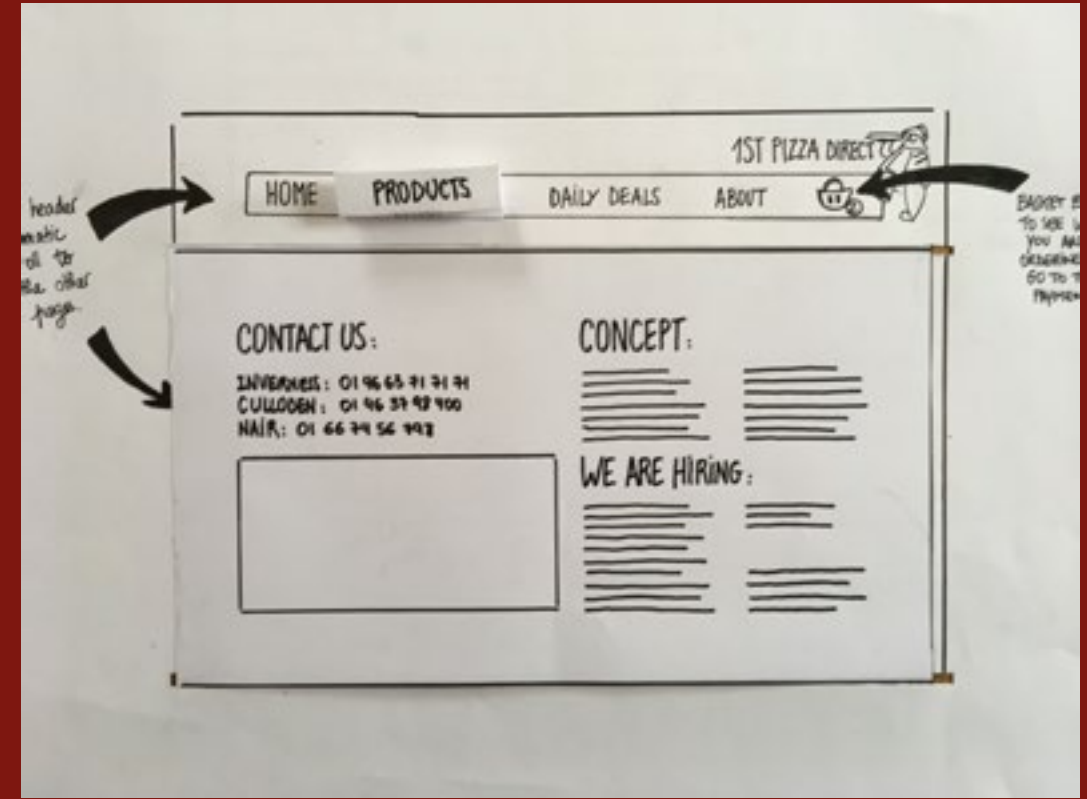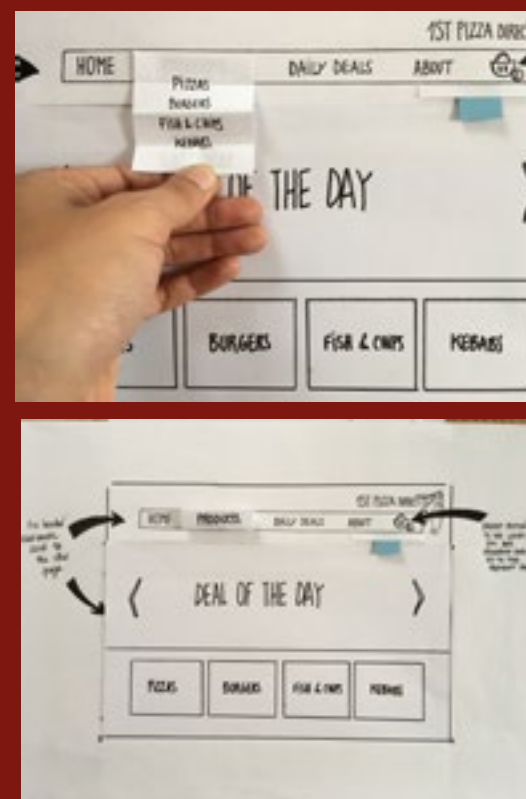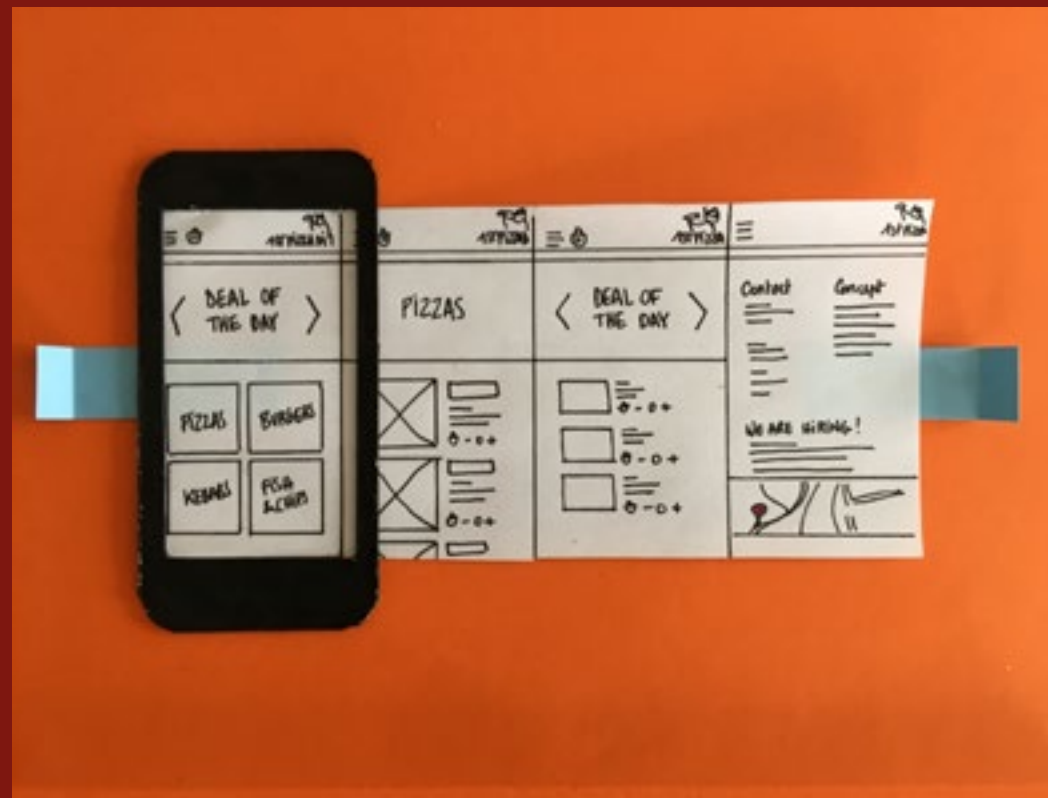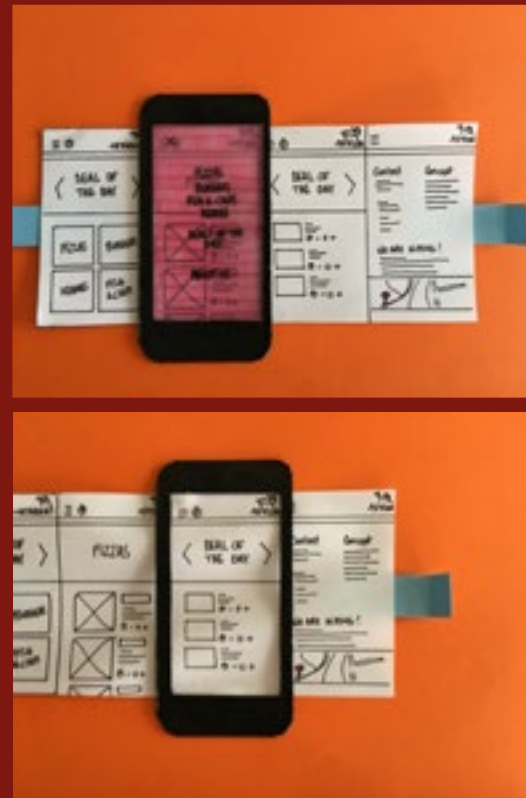
BENCHNINE (from Google Font)
BOLD & REGULAR

MOBILE:
HEADINGS: 25pt, bold.
SUBHEADINGS: 20pt, bold.
content: 15pt, regular, line spacing: 15pt.

TABLET:
HEADINGS: 25pt, bold.
SUBHEADINGS: 20pt, bold.
content: 15pt, regular, line spacing: 15pt.

We chose a monochromatic red colorscheme after making researches on different pizza websites. The red color was predominant so we decided to contrast with different shades of red instead of having another color for a stronger approach.

We chose a sans-serif font for the readibility because the user wants to find informations quickly, as the purpose is to order some food.

Benchnine is a typeface with some small straight lines and angles, it gives more dynamism than a rounded typeface which is better for a delivery food company.

1ST PIZZA DIRECT

DESIGN PRINCIPLES:

Composition:
Symmetrical, static layout.

Gestalt laws: (1)

We used the similarity and proximity laws for the icons with the same shapes, color, opacity and font because they are all selling product icons and we have to find it quickly.

We used the **Fitts Law** (2) for our burger menu and basket buttons as we designed them in white, bigger, and placed on the left corner. It catches the eyes of the user to make him press them.

Contrasts: (3) (4)

We have a contrast of size and position for

the three main elements (heading, full-page banner and icons) then the user can easily recognize the function of each one.
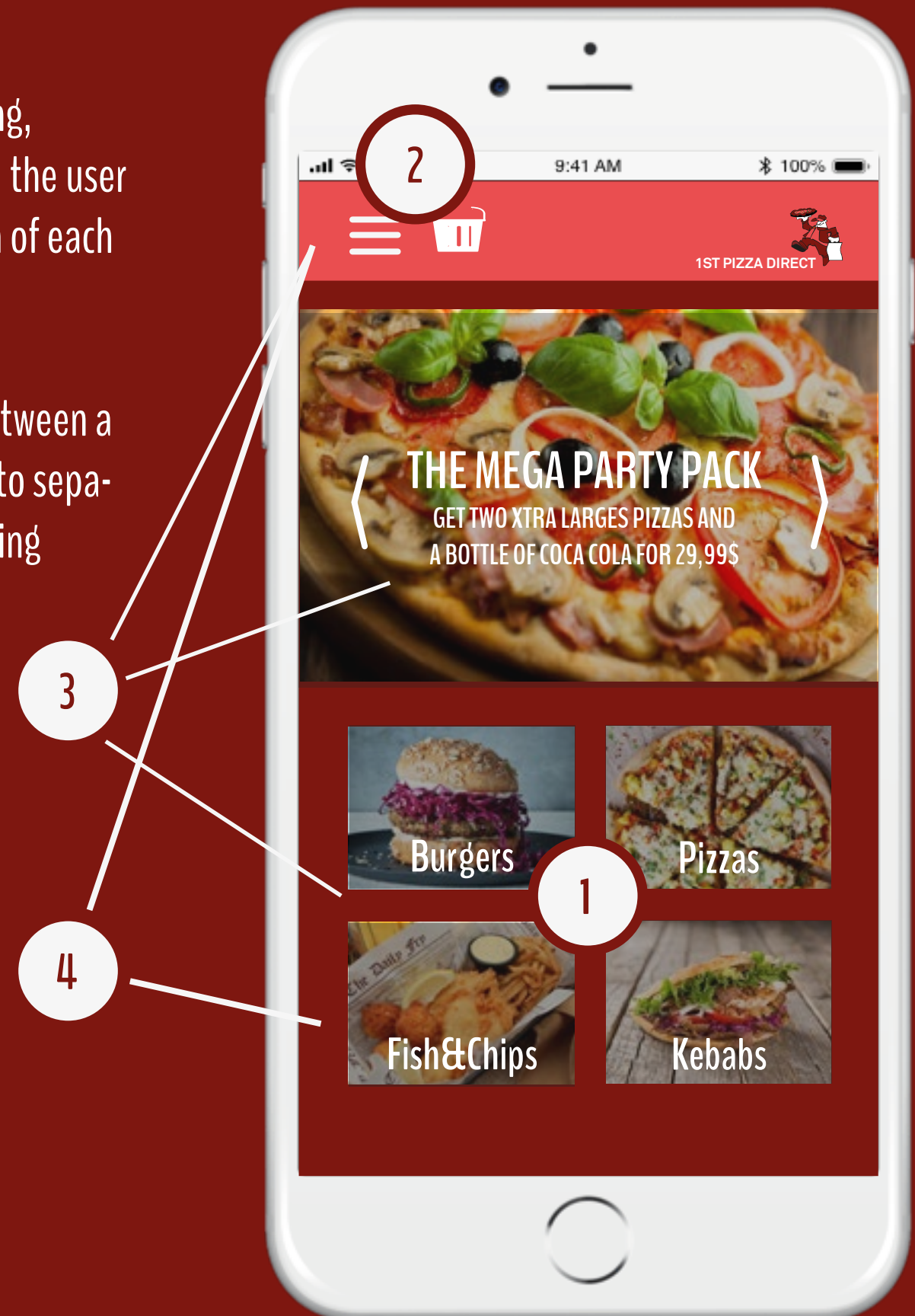
We also have a color contrast between a light red and a dark red in order to separate the fix heading to the scrolling content.

TEST RESULTS & CHANGES:

https://xd.adobe.com/view/a4f43113-32c4-467b-b3f2-9afc6450bda8/

SUMMARY

We tried to solve every problem with the older one but as allways there are some that only the users can tell us so we did all the tests and came to some new conclusions.

For the structure of the website we tried to make it less confusing by cuting all the useless information so that our users can do more precise choises much faster than in the older site.

For the Trunk test we used several users that didn't know anything about the website and asked them the same questions but with diferent pages to see if the answers would be similar and to solve some mistakes.

5 seconds test.

QUESTIONS:
1- What was the company name?
2- What do you think this page was about?
3- What products can you order?

ANSWERS:
1-   1st pizza. (2 users)
      Pizza (1 user)
      No idea. (5 users)

2-   Order food. (1 user)
      Pizza/Burger. (3 users)
      food . (4 users)

3-   Pizza. (4 users)
      Pizza / Burger. (2 users)
      Kebab. (2users)

New website: Frontpage / Header and first aproach to the users

TEST RESULTS & CHANGES:

https://xd.adobe.com/view/a4f43113-32c4-467b-b3f2-9afc6450bda8/

TRUNK TEST:

QUESTIONS:
1- What is this page about?
2- What page am I on?
3- What are the major seletions on this page?
4- What are the options on this page?
5- Where am I on the scheme of the website?
6- How can you search?
5 seconds test.

ANSWERS:

User 1 started on the frontpage, at the 4st question he was on the about us page and for the 6st question the user had totaly freedow to search the website.

1-   Food.
2-   Frontpage.
3-   Diferent food types.
4-   Contacts and knowing about the concept.
5-   2 steps it was very easy.
6-   No

User 2 started on the pizzas page, at the 3st question he was on the frontpage, 4st question he was on the about us page and for the 6st question the user had totaly freedow to search the website

1-   Delivery pizza.
2-   Type of pizzas page.
3-   Diferent types of food that you can order.
4-   Contacts and more
5-   2 steps, menu / about us
6-   No I can't

User 3 started on the burger page, at the 3st question he was on the frontpage, 4st question he was on the about us page and for the 6st question the user had totaly freedow to search the website.

1-   Burger / Deliver.
2-   Burgers page.
3-   Diferent types of food
4-   Contacts
5-   2 steps
6-   No

TEST RESULTS & CHANGES:

CONCLUSION:
After doing the test we came with some good conclusions by comparing the users answers.

As a catastrophic error we notice that almost none of our users could say that the website was about food delivery because the page title and logo were a too small.

There is no place on the website to look for some thing specific, so if our users want to search for a certain type of pizza they can't. This is a critical problem because we don't want our users to get bored and leave the website.

SOLUTIONS:

Make the title and logo bigger so the users could identify better the service and in a very simple way understand the concept.
Add a search botton to simplify the search mode, because some users will already know what they want and don't need to search every type of food to get where they want to go.

EXPERT REVIEW:

Visibility of System Status:
To help our users we used titles in every page so that they know in what page they are and also to help them with the webpage structure.

Match Between System and the Real World:
We tried to use several words and colors than could connect with our theme, we repeated words like pizza, burger so the user always knows what he is looking at.

User Control and freedom:
Our website as a very usefull menu that allows the users to Undo and Redo astions very easily.

Consistency and Standarts:
In the consistency design part we used several icons that people are familiar with (ex: Menu and Basket icons)

Flexibility and Efficiency of Use:
An accelerator can be a keystroke short-cut, such as Macintosh's Command+Q to quit an application. As we told before this has one of our mistakes as we don't have a

TEST RESULTS & CHANGES:

botton to search so if a more expert user wants do do some shortcut he can't.

Aesthetic and Minimalist Design:
Background graphics can make viewing text difficult. For the aesthetics we had a lot of thinking to do because we didn't want to confuse our users so our background it's monocromatic to make contrast with the typografy. This way everything is vizible and easy to read.

Help and Documentation:
For the users help we built the about us page that provides contacts and it makes the users more confortably.

COGNITIVE WALKTHROUGH

We can say that it's very simple to users achieve the rigth effect on our website because everything it's direct to the point and the information we used it's always helpfull, cuting unnescessary information has a realy good step to help our users with their choise. All options are available to the user and also well divided to trie not confuse our users, every action is associated with pictures and contrasts to easy understand. Also in each step the user do hecan follow the progress toward the solution of the task, we used images and text to make sure that in every page the 'you are were' its visible.

CODE SNIPPETS:

HTML

```
< article>

    < div class="mainimage">
      < img class="resize" src="Images/Frontpage/frontpage_banner_1.jpg" alt="">
    < /div>
    < section>

      < div>
        < a href="pizzas.html"> < img class="resize" src="Images/Frontpage/frontpage_icon_pizza.jpg"  alt=""> < /a>
      < /div>
      < div>
        < img class="resize" src="Images/Frontpage/frontpage_icon_burgers.jpg"  alt="">
      < /div>
      < div>
        < img class="resize" src="Images/Frontpage/frontpage_icon_fishchips.jpg" alt="">
      < /div>
      < div>
        < img class="resize" src="Images/Frontpage/frontpage_icon_kebab.jpg" alt="">
      < /div>
    < /section>


< /article>
```

CSS

```
article section {
    display: grid;
    grid-template-columns: repeat(2, 1fr);
    grid-gap: 20px;
    padding: 10px;
}

@media only screen and (min-width: 40em) {

 main {
     display: grid;
     grid-template-columns: repeat(12, 5fr);
   }

article section {
     display: grid;
     grid-template-columns: repeat(4, 1fr);
   }

        #sectionabout{
      display:grid;
      grid-template-columns:1fr 1fr;
      margin: 5% 20% 0% 20%;


   }
```