­­ WEBSITE DESIGN PRINCIPLES

Fresh off the boat is a sushi restaurant located at the heart of Chennai in Anna Nagar. It is the new hot spot for all sushi lovers in Chennai. The website created for Fresh off the boat gives the following information to its customers: Our chef and his experiences, our selective range of authentic ingredients, our special dishes and regular menu, option to make table reservation and our restaurant policies. The website is kept simple with the use of minimal colours and font styles in order to make it appealing for the customers.

A good web design is very important for the success of a business because the website is the face of the business. People check the menu online in the official website before actually coming to the restaurant, it means that you might have spent lakhs of money in interior designing for your restaurant with well experienced chefs and an extraordinary menu but if your website looks dull and clumsy online it will lead to loss of customers, reputation and brand value.

There are eight design principles that are considered very essential for a successful website and these eight principles have been incorporated in the web design of “Fresh off the boat”.

1. SIMPLE IS BEST: The website is kept extremely simple so as to help the customers to navigate within the different pages easily. The most important elements such as table reservation and about us are given in the home page itself for ease of use and time management. The menu is given in a simple way to keep the customers excited about the flavours. The gallery shows the stunning visuals of the dishes the customers would like to try. The contact us page gives the customers the option to subscribe to our news letters to get information on offers and new menu items along with a map to easily reach our

restaurant and our contact information to reach us for any clarification. The text is limited and there is no overloading of images.

1. CONSISTENCY: The regularity of the font style and sizes along with the colour theme is very important to make the users like the website as it is very pleasing to the eye. Throughout the website only two font styles have been used: Antonio and Amble. Antonio is used for headings with the font size 0f 10 points in the colour black. Amble is used for the information boxes and in the menu with the font size of 6 points in the colour white. The colour theme that is followed throughout the website is grey, white and dusted blue.
2. TYPOGRAPHY AND READABLITY: Text is a very crucial part as it conveys the information to the customers. The font must be readable and relevant. For giving information sans serif fonts are basically used and Amble is a sans serif font. The size of the text is not small and so it is very easy for the customer to read them.
3. MOBILE COMPATIBILITY: The website is designed in a way that it is capable of supporting all smart phone screen sizes and operating systems.
4. COLOUR PALETTE AND IMAGERY: The colour palette for the website includes only 3 tones which is the mostly preferred format. The colours are all not vibrant and there is a proper mix of hard and soft colours. The use of white as a main colour creates lot of looking area which avoids visual clutter.
5. EASY LOADING: The usage of visuals is very limited in the website in order to allow quicker loading time.
6. EASY NAVIGATION: The navigation bar is placed at the top, right in middle of the page so that it is in a visually prominent place to allow the customers to navigate within the pages easily. The three-click rule is followed and the pages are arranged in a proper hierarchy.
7. COMMUNICATION: The information placed in the website is placed within boxes in order to highlight them and framed in a precise manner which will help the users to remember it in just one glance.

Since all these design principles are effectively crafted into the website for ease of use and to attract more customers the visual design is successful in the aspect of both usability and utility. ­