

Design Guide

In terms of color scheme and font choice, I chose a rosy background because the Pamela logo has pink in it but pink will be too bright for the background so I went for a lighter tone. And for headings, tables, borders, I went for colors like dark green and brown because it gives the viewer a sense of authenticity and trustworthy, according to color Psychology theories.

Colors



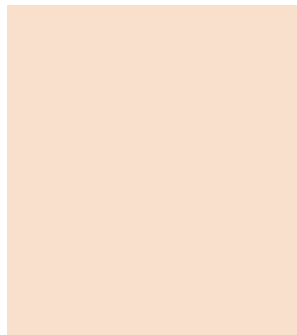
#580c3b



#184a30



#58290c



#f7e1cd

Also, for the font, I chose Georgia because it has a vintage feeling, which matches with Pamela's decoration style of using the 90s Tiffany blue walls and pink chairs.

Title

Subtitle

Heading 1

Heading 2

Body Text

For first-time users, I have three pages set up clearly: overview & menu, location & hours, and contact us on the upper-right corner right below the heading 'Pamela's Diner'. The main page gives a brief overview of Pamela's Diner, including recent news, menu, and some useful links so users can find some general information about Pamela's Diner. And from user stories, I found out that location and hours of operation are things that most users care about the most so I put those two information in a separate page. For contact us, the mailing list is for loyal users who want to keep them updated with Pamelas' recent news. And according to the owner's requirement, I put address (with city, state, and zip code), phone number, email address, website, and photos all in a table in this page.

For, information architecture approach and site map, the main page contains more high-level general introduction of Pamela's diner along with important information like menu. And the two other sites that can be directed from the main sites contain more specific information like location & hours and contact information. For user's convenience, I kept numbers of different Pamela stores in the sidebar which is to the right of the the google maps and hours of operation table so that users can contact different stores right away after getting the information they need. And I embedded links in the contact us site so that when the user clicks on the links they can be directed to the original website of Pamela's Diner and the emailing service to send emails to Pamela's Diner directly.