Ziba persian cuisine

# case study

## by sebastian safari

Ziba Persian Cuisine is a restaurant that serves very delicious food based in San Jose, CA. I have eaten there multiple times, and I love the food, otherwise known as their product. Sometimes I don’t want to dine in, so I order takeout. I googled “Ziba San Jose” on my phone, and there was their site. I wanted to know their phone number and their menu, so I could order now and pick it up later. So I go to their site and I can’t see anything. The site looks horrid, I can manage to find my way around the site to find the menu, but I can’t believe how outdated their site is: it was not mobile friendly.

So I decide that I should view it on my computer, it’s an old site, so it should work well on my Desktop. Again I go to the site and it looks better, but it still has many problems. I viewed the source code for the site, and it was indeed very outdated. The website is very outdated and looks that way. I used my developer tools to view the website on multiple screen sizes, and on mobile all that happened was that it shrunk down. This is 2015, that is now unacceptable: there are too many people that want to have a mobile friendly site so that they can view the menu, phone number, address, or even order on their phones. Having a site like this can lose potential customers.

The solution to this problem that affects the potential profit unfortunately not as simple as just fixing the code. The website needs to be redesigned mobile first, as that’s the new norm that will give the most hits on the site. I am proposing to redesign the Ziba San Jose website from scratch with mobile first design. I would take the content that is already on the website, and redesign it with the 2015 attitude. Also the testimonial page would have more updated reviews that are from yelp along with the original ones. A more updated and mobile friendly menu and image gallery is something that will be needed. The menu could be transcribed into actual text, rather than an image, so that people with slow connections or that have data limits on their phones don’t have to load a huge picture just so they can see what they can choose to eat. The image gallery is just outdated, and should be made mobile friendly.

In conclusion, the Ziba San Jose website is very outdated and should be updated to be mobile friendly. Things including not being able to see the menu on a phone or get the phone number to call without having to load big picture files and zoom in on the page. I am proposing to redesign the website to solve these issues and make the website an enjoyable experience for mobile and desktop users.