

Assignment 3 - FIT1050

Website Development and Report: Building a Website Homepage

The website will be hosted on Github where it will easily updated and maintain the website over time.

https://github.com/wtan0083/FIT1050_Assignment3_Website.git

Topic: Korean Restaurant

Purpose: The website's goal is to inform potential consumers about a Korean restaurant and to advertise it. It acts as a digital depiction of the eatery, highlighting its distinctive offers, fostering a strong brand image, and luring customers to go there in person or order food for delivery.

Overview: A Korean restaurant's website should be created to capture the spirit of Korean culture and cuisine. In addition to clearly communicating the restaurant's unique selling qualities, menu options, location, contact details, and other pertinent information, it should offer a seamless user experience. An outline of the essential components that can be used in the website is provided below:

The restaurant is introduced on the webpage. Along with a greeting and an explanation of the restaurant's concept or backstory, it may include gorgeous pictures of mouthwatering Korean food. The homepage ought to make a good first impression and emphasise the restaurant's primary advantages. First of all, I modified the website's navigation bar's colour. This improves the restaurant website's general design, organisation, and presentation.

Secondly, I updated the body font display to the "Playfair display" serif font family. I have also added the big title with colours and changed the font size to 40px where it is appropriate for the webpage. I have added text colour to the title text-danger where it changes the title to red. This enhances the user interface's readability, making it easier for the user to read and enhances the user experience, enabling the user to consume the content more easily and effectively. Furthermore, it helps users to identify and navigate the important part of the webpage. Font selection is essential for accessibility issues. For those who struggle to read or have visual impairments, some typefaces may be easier to read. Accessibility and inclusivity for all users can be improved by making sure the typeface has enough contrast with the backdrop colour and is easy to read at various sizes.

Additionally, reservations or ordering button. If the restaurant accepts reservations or offers online ordering for delivery or takeaway, this section should give a simple interface for patrons to do so. It might have a form for making reservations or an integrated online ordering system with customization and special request possibilities.

Moving on, I have added Fancybox Carousel which is used for creating responsive and customizable images on to the webpage. It offers a stylish and engaging method to display pictures, videos and other content. Similarly, I have added Fancybox Panzoom which helps to navigate around the gallery of food using their mouse to zoom in and out of the photos where it has smooth animation with friction effect during panning and zooming. It adds a natural feel to create an immersive user experience (“Panzoom | Fancyapps,” 2023).

In addition, I have added a background video to the website. I believe adding a backdrop video can instantly attract the attention of visitors and provide an immersive visual experience. According to (Taparia, 2021), this will engage the user’s attention to be more memorable where it contributes to making a visually appealing impression for the users to explore. Background videos can be used to create a visual hierarchy on the website. It can assist steer users’ attention and emphasise vital information by retaining the video as the background and overlaying key content on top, such as text, buttons, or call-to-action components.

Major elements that are clearly defined improve the website’s functionality and usability by giving users the tools and services they need. A website’s main features and content should be carefully considered in order to draw and keep visitors while also enticing them to continue exploring and accomplishing their objectives there.

However, background videos should be used sparingly and with consideration for potential drawbacks such as slower page load times, compatibility issues across devices and browsers, and the risk of distracting or overwhelming visitors if the video content is not well-executed or relevant to the website’s purpose.

Moreover, the menu is the restaurant’s extensive selection of Korean meals should be highlighted in the menu section. It can be categorised into items like starters, entrées, sides, soups, and desserts. To draw customers in, each menu item can be accompanied by a delectable description and, if possible, enticing visuals. I have added images of the Korean restaurant’s food on the menu to display so that the users will be able to visually understand the dishes that the restaurant will be serving including pleasant testimonials from pleased clients will help increase credibility and confidence. These may be shown on a separate page or in discreet locations across the website. This will influence the choice of the user’s decision later on and capture the attention as advertised as claimed by (Irving, 2023). While the images are displayed, I have made sure that I have optimized the size of the image which it helps to enhance the images without dropping the quality of the display. Also, it

contributes to faster page loading and improves user experience by selecting the appropriate image format. While changing the layout of the webpage on the menu, I removed some unnecessary tags. For instance, in span classes and del class where I find that users will not be able to pay much attention since the buttons are small for the users to see.

According to ("About CC Licenses - Creative Commons," n.d.), I choose the images that have proper copyright and licensing between creative commons license and commercial licenses. Creative Commons licences provide a more liberal and flexible framework for sharing creative works, encouraging collaboration and openness. economic licences, on the other hand, contain greater restrictions and may require explicit permission or payment for the use of copyrighted works, with the primary goal of protecting economic interests. The inventors' and copyright holders' goals and preferences influence their choice of licence type. Creative Commons licences provide a more liberal and flexible framework for sharing creative works, encouraging collaboration and openness. economic licences, on the other hand, contain greater restrictions and may require explicit permission or payment for the use of copyrighted works, with the primary goal of protecting economic interests. The inventors' and copyright holders' goals and preferences influence their choice of licence type. Creative Commons licences provide a more liberal and flexible framework for sharing creative works, encouraging collaboration and openness. economic licences, on the other hand, contain greater restrictions and may require explicit permission or payment for the use of copyrighted works, with the primary goal of protecting economic interests. The inventors' and copyright holders' goals and preferences influence their choice of licence type.

Lastly, contact information where I needed to go change the site footer because this section needs to have the restaurant's address, contact information (phone, email, etc.), and a map of its location. To make it simple for customers to find the restaurant, it may also offer instructions or suggestions for public transportation. I have added a Google Map link for the users so that they user is able to identify the directions once clicked. Also, with the help of social media, connecting the restaurant's website to its social media pages (such as Instagram, Facebook, or Twitter) helps entice customers to learn more about the establishment and receive updates on deals, events, and promotions.

References:

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