

Lynette Bian
Web Design CMP 2035

Tufts Dining Catering needs a new website to showcase its foods and services for students and Tufts organizations on the Medford/Somerville campus. Aside from basic information of hours of operation and contact information, the website will provide information about menu, types of services, a step-by-step guide on planning an event with Tufts Dining, locations, special dietary requirements as well as customer reviews of past events.

Tufts Dining Catering's current website is functional, informative and clean. However, the layout of the website does not provide enough space for food photos, which defeats the purpose of a catering website — to encourage customers to order food from Tufts Dining. Furthermore, the information about ordering, location and services is not arranged in a way that is easy to follow. These three categories of information are all under one overarching category called "Ordering and Event Planning", and there are even more sub-categories under these three, which makes the website difficult to navigate through. The color scheme of the site also follows Tufts University's branded colors instead of Tufts Dining's, which makes audiences associate the site with the institution rather than the delicious food Tufts Dining provides. Since the target audiences of this site are already members of the institution, there is not much need to stick to Tufts colors. The website should follow Tufts Dining branded guidelines and help to arouse the audiences' sensory perceptions of the taste and smell of Tufts Dining food through the use of photos and colors.

My client, the communications and marketing person at Tufts Dining, has a background in visual arts and has worked with various designers and design firms during her time at Tufts. She has worked with freelance designers for Tufts Dining brochure, logos for different Tufts Dining locations, and other promotional materials. She is currently working with a design firm to redesign Tufts Dining's website.

My client will be able to provide photos of foods, types of services, as well as the different locations on Medford Campus that Tufts Dining Catering delivers to. Textual information can all be found online.