

1. Answer the following questions

a. what is your business?

We are going to open a fast food as our business

b. what is the business ethos?

We will offer different combos of nutrition-fulfilled food for customers to choose with a low price. We also provide good food with good service and take feedback.

c. what do you produce/make/offer/sell?

We sell food combos and drinks.

d. who is your target audience?

Our target audiences are students and workers.

e. what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

I hope people can gain enough information such as the price of foods and drinks and different flavors of foods by visiting our website. We will put some pictures of delicious foods on our website to attract customers. We will provide some promotions to attract them. For example, people will get a free drink if the customer purchases over 20 dollars and 15% off for group sales.

f. do they want general information/research (such as background on a topic/company), or are they after something specific (such as a particular fact or information on a product)?

Focus on something specific.

g. are they already familiar with the service or product that you offer or do they need to be introduced to it?

They are already familiar with the service or product.

- h. are they looking for time-sensitive information, such as the latest news or updates on a particular topic?

Yes, they check for the holidays. They will buy group sales for the party or their families.

- i. do they want to discover information about a specific product or service to help them decide whether to buy it or not?

They want to know more information about specific products and check if they want to buy them.

- j. do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details?

Yes, they can contact us by phone call, message, or in person. We will provide a phone number or email for the contact.

- k. will visitors be familiar with your subject area/brand or do you need to introduce yourself?

Most of the visitors will be familiar with our brand because we will be recommended by our customers to their friends. Also, there might be little walk-in customers who need us to introduce ourselves because they just walk here.

- l. will they be familiar with the product/service/information you are covering or do they need background information on it?

They will be familiar with the products but we will still introduce some information about them.

- m. what are the most important features of what you are offering?

The most important features are selling daily mystery combo and having low prices.

- n. what is special about what you offer that differentiates you from other sites that offer something similar?

We have a limited quantity of the daily mystery combo and we have special homemade side dishes.

- o. once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?

Yes, they may ask for the ready time and the payment methods.

2. Explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design.

Visual hierarchy controls the delivery of the experience. We use digestible information, and effective color choices to achieve visual hierarchy and build good navigation. Based on similarity, we put products with similar colors and qualities together and group them. Like those pictures on the homepage. There is also a certain emphasis on the arrangement direction of the pictures. We will arrange the grouped areas with the same size and orientation. They are all visually similar tones and don't give a messy look.

3. Take another website (that already exists on the web) and analyze it based on the above, creating a wireframe for it as well.

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