

Report on Website Design and Development for Burger Bar

1. Website Overview

Site Topic and Purpose: The purpose of Burger Bar website is to provide an online platform with multiple information functions, which aims to better understand the purpose of the restaurant, quickly know the menu, snacks, drinks and special dishes of the restaurant, and a convenient channel to reflect the problems.

Target Demographic: This website mainly attracts young users, for young people to use mobile phones and computers and other ways to quickly place orders and takeout to the home, saving the time of commuting. At the same time, this website is also for customers who like fried chicken burger fast food, the restaurant has a refined menu and delicious fast food for them to choose.

Key Decisions in Website Design and Development

Site Content or Major Features: On the one hand, this website has added a diversified menu, which classifies and gathers the main types of food in the store, so that customers can find the food they want faster when choosing. For example, grouping major foods into one category and beverages into one. In the main food, it is subdivided into smaller categories such as hamburgers, rice and noodles.

On the other hand, the menu on this website is more easy to understand, with pictures and detailed descriptions of each food, as well as prices. When ordering, customers can learn more about the ingredients and taste of each food, which helps them discover their own preferences. For example, a customer who is allergic to Onions can easily avoid ordering foods that contain Onions

Visual Design Style: Use the most concise template for design, to avoid complex pages that make customers unable to start. This website uses bright orange and white as a match to enhance the customer's appetite while beautifying the entire page. At the same time, the website uses highly sophisticated pictures and simple text introduction, adopts the most concise template design, avoids the complicated page so that customers can not start, creates a warm environment, so that customers pay more attention to food, and prolong the customer's stay on the page.

Image Optimisation: Use of optimized images for faster loading times while maintaining quality. Optimizing images is crucial for reducing page load times, which is directly linked to improved user engagement and reduced bounce rates. According to Google, websites that load within 5 seconds see 70% longer average sessions compared to those that take longer.

Accessibility: Implementation of accessible design features, such as alt text for images and keyboard-navigable menus. Making the website accessible to all users, including those with disabilities, not only broadens the potential customer base but also complies with the Web Content Accessibility Guidelines (WCAG). This inclusivity enhances the site's usability.

JavaScript Interaction: Use of JavaScript to enhance interactivity through dynamic content displays like tabbed menus and a responsive video background.

Interactive elements make the website more engaging and user-friendly. For instance, the dynamic tabbed interface allows users to easily navigate the menu categories without reloading the page, enhancing the user experience. The background video adds a dynamic visual element that can capture the attention of visitors, potentially increasing the time they spend on the site.

The website also has an interface for responding to questions and contacting us. Customers can freely enter their name and email address and send suggestions to us. This greatly improves the service quality of the hotel and the convenience brought by the multi-function of the website, so that customers can truly participate in the page

Conclusion

The design and development of the Burger Bar website involved strategic decisions aimed at enhancing user engagement, accessibility, and overall functionality. By focusing on these key aspects, the website not only appeals to its target demographic but also provides a seamless and enjoyable online experience. This approach is expected to increase customer satisfaction and loyalty, ultimately contributing to the restaurant's success.