



SCOPE DOCUMENT

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ABSTRACT

Client: Tom Wiliams

Williams, Helen
Web Design

What should you write?

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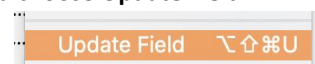


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INTRODUCTION

1. PROJECT OVERVIEW

WEB DESIGN PROJECT AND PROCESS

This document is created to follow up my process on the Website Design Project which includes creating fictional café/restaurant website design for the fictional client. I have been admiring some aspects of USA culture since my childhood and wanted to immerse it onto my website design. I chose the name of the most popular highway road in USA, route 66 as a name for my premise and I decided to take food truck café as a concept.

WEB DESIGN PROCESS: DISCOVER PHASE

2. CREATIVE BRIEF

CLIENT AIMS

To create a high scale quality website for promoting and expanding the business. My client wants to settle in the area and make his café recognisable and appealing for the people. He plans to increase the number of attendances from 38 daily walk ins to 52. Also, he wants to see his place as minimalistic and energetic place for the customers and utilizing well-accomplished website he plans to evoke the feelings in the people. To put it more directly, he needs to have well-laid and high rated website.

WEBSITE AIMS

To create a legible design appropriate for wide range of users, including people with disabilities. I see my website in black colour with little use of warm one. On the website I need to make sure that text is readable and has verbal features for people with vision disabilities, icons are not too small and not too big and that it has navigation bar for fast and simple access through the site. The design will feature sections about menu, food, location, some history of the premise, take away form and opening hours of the café. Also, the website will have images of the food truck and surrounding nature.

3. COMPARATIVE ANALYSIS

INTRODUCTION

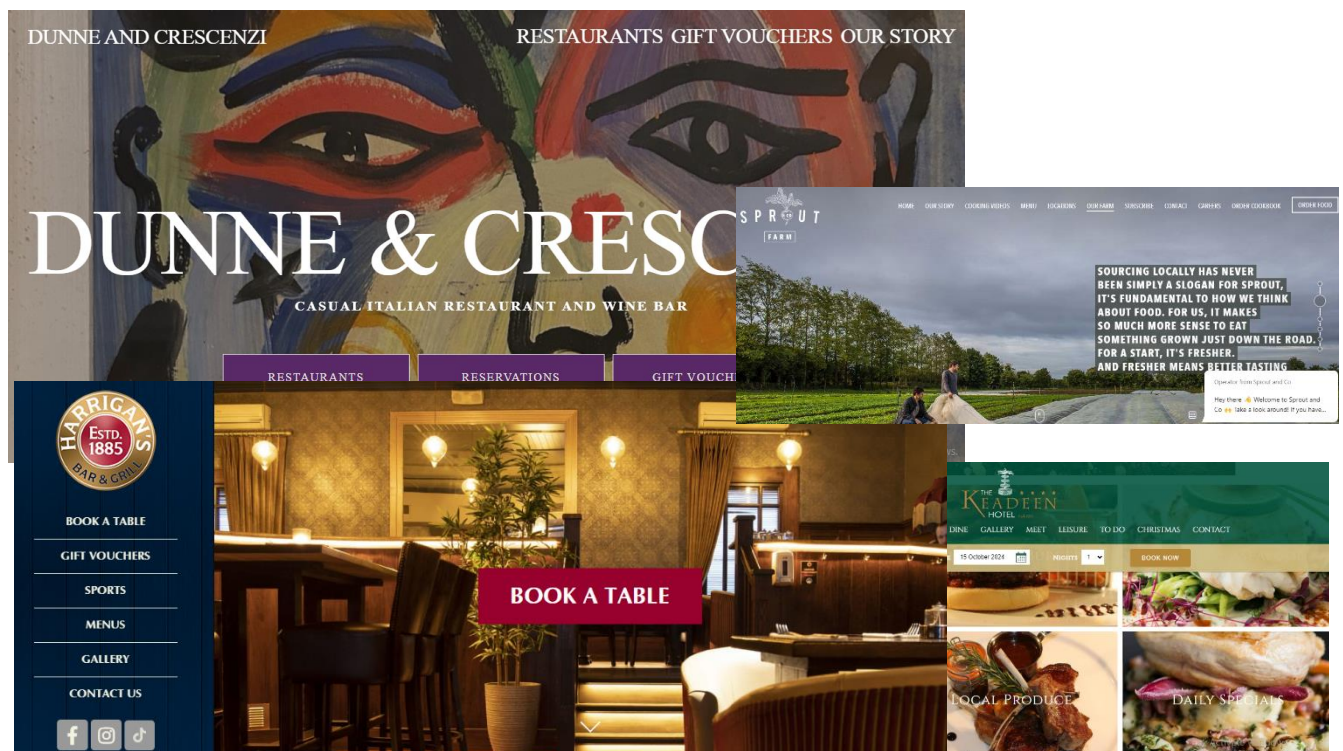
In this section I will analyse the websites that competitive and comparative to my website. In order to understand what your client wants from you, and in order to create high scale product, you need to analyse the websites of the hospitalities that are similar and competitive to my client's occupation. This process will provide you with inspirational design concepts and understating of what you need to do, and what designs are going to be competitive to your website.

WEBSITE ANALYSES

<https://www.dunneandcrescenzi.com/>

<https://harrigans.ie/book-a-table/>

I have identified 5 sites, 3 of them I consider as competitors and 2 of them are for comparison. Mostly, they are accessible, legible and well-aligned both for desktop and mobile versions except some of them; Sadlers websites is not that much of accessible thing especially for mobile users, Lucy' orby does not have a booking option. But the rest of the sites I had to see are good as inspiration examples, I like the design and the usage of their identity in them. The website I have linked below are the ones I will look up on and try to incorporate their best design aspect onto my own one, of course considering the rules of plagiarism. From the website I have mentioned I want to highlight that they represent the values of their actual premises well, and that while I am using them my will of visiting in increasing in accelerated pace. I think it was accomplished because the designer who concepted them spent enough time for discovery, define and develop phases, they knew what they needed to do. These phases include primary research, meeting with the client (owner of the restaurants), and competitive/comparative analysis.



CONCLUSION

The analyse of competitors and comparatives can be very helpful as you create your own design for the café/restaurant website. Firstly, you need to know how good the websites of competitors are, that will set the scale of quality for your design, secondly, that process is useful for gathering inspiration, you can identify some aspects, concepts and pages that could be on your website. I have noticed plenty of well-accomplished examples and I will use them as I create my website. I will try to incorporate interactive instances onto my site; images that highlight when you move the mouse over them. Additionally, the page titles will also highlight the page you are on and be interactive.

4. USER ANALYSIS

INTRODUCTION

User analysis is supposed to outline what audience could use your website. The companies have been using personas for 30 years, and during that time they proved their importance and usefulness. Looking at the personas while creating your product would help you with defining your design concept, inner content and an authentic of the product. My primary users are locals of the café's city, which may look for new cuisine options in the area and are using web for that. And my secondary users are the ones which travel or commute from Dublin to the south-west cities of Ireland; the story for them could be an appearance of hunger conditions during the commuting, and fast glance at the café/restaurants on the google maps. Advanced users might have a look at the websites of the premises and pick the best looking one for them.

CUSTOMER JOURNEY MAP



<https://www.figma.com/board/i8sk9Ae9fct9sr3Ooctqf9E/Customer-dining-experience?t=yadZ1PVORxIEISdc-1>

USER PERSONAS

Michael

ABOUT

Michael is local in Newbridge area, he likes to eat in the restaurants and can afford the lunch food in the cafe, but he got used to the local food and has the will to try out something new.

AGE 28
OCCUPATION T. Senior Full Stack
INCOME more than \$50k
STATUS Single
LOCATION Newbridge, Kildare

NEEDS

- Try out new food in the area
- Remember where to find each shops he liked.
- Appreciate well-accomplished and accessible websites
- Find the food premise he belongs to

MOTIVATION

- Loves the design aspects
- Usually finds something new to try.
- Love the hospitality area and appreciates to hang out with friends in the bar

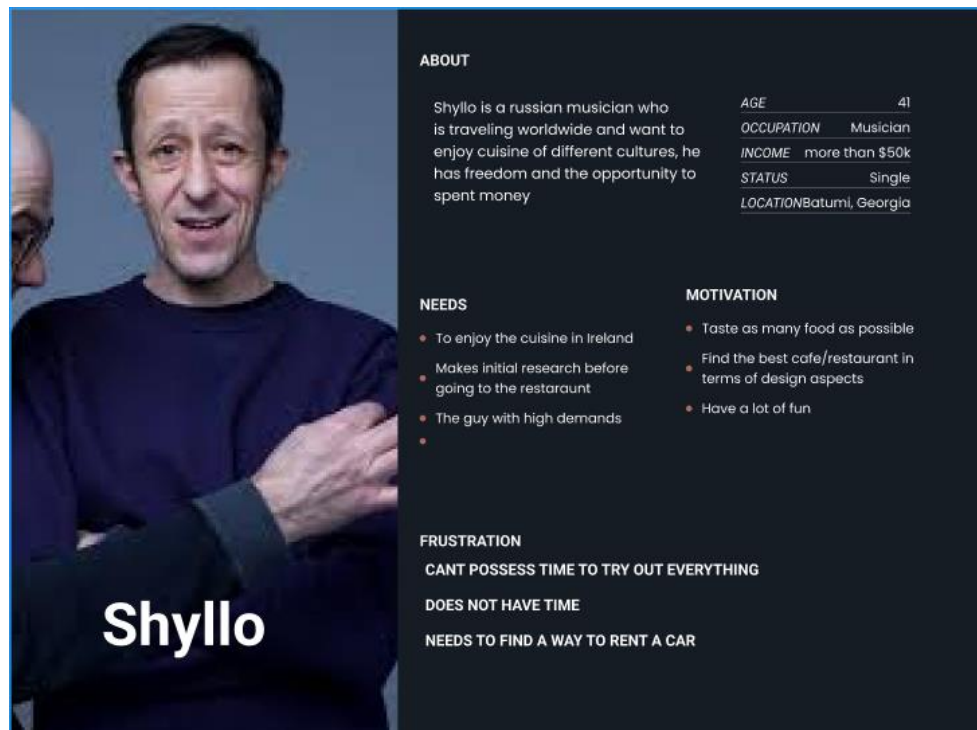
FRUSTRATION

- Have a hard time to find a restaurant that serve food he likes
- Have a hard time to find people with same interests

Primary person, he has nice tech skills which include using web, code and IT programmes well. It is going to be hard to meet the quality expectations of that person. He will immediately identify design, code and structure mistakes in case if my website will have any. He might order takeaway food or book a table.



Secondary persona might not have look at the design aspects, but since he probably had seen plenty of websites, possible design mistakes will immediately catch his eye. Uses web, well-knowledgeable in terms of good food and design. He could order takeaway food on my websites before he arrived at the food truck.



Third persona is international traveller who decided to go through Newbridge area on a rent car or it might be the person who stays in the Newbridge area for some time. He is adult, uses web well, knowledgeable in design and food.

CONCLUSION

Well, meeting the quality standards of my personas will be hard, since they are all quite demanded guys, I can't say it is impossible, but it is going to be difficult for me. Defining my personas helped me to set high expectations of my design therefore I will try to do my best to appeal the needs of my personas. Also, I have identified what exactly my provisional users might look for on my site, for example take away option or the design that looks well-accomplished.

WEB DESIGN PROCESS: DEFINE PHASE

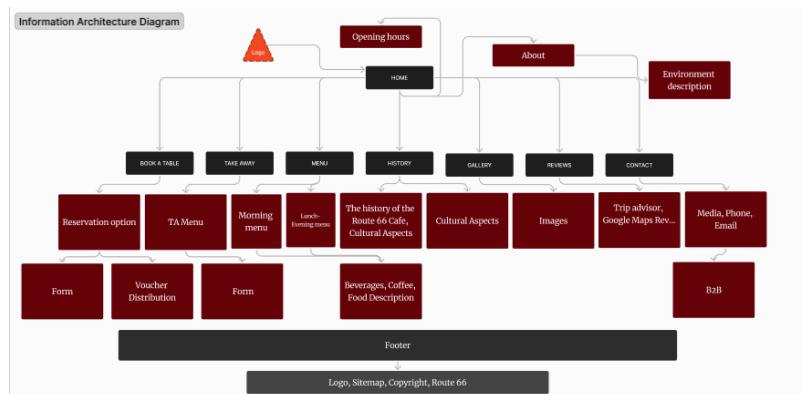
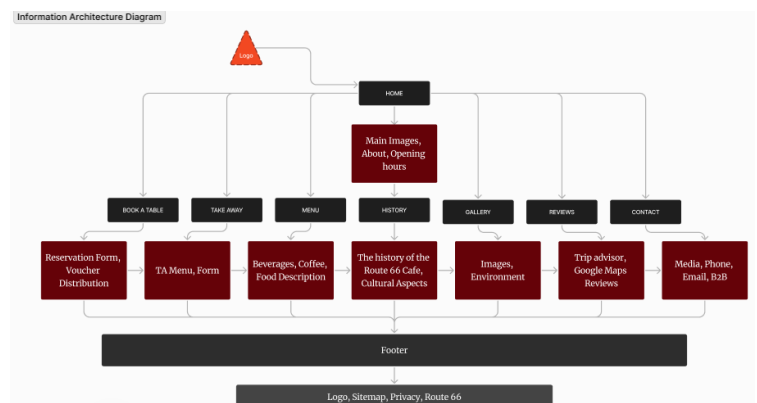
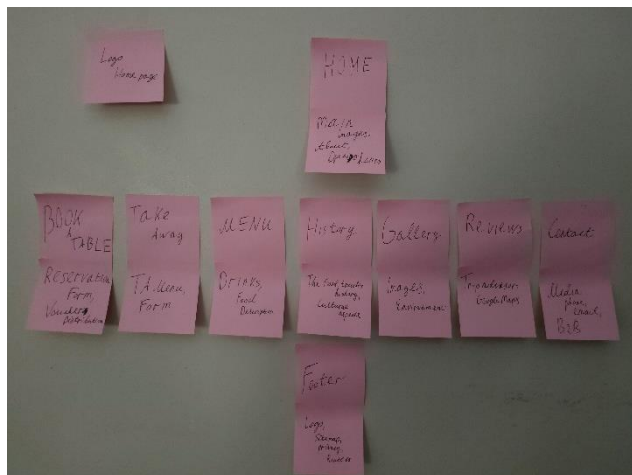
5. INFORMATION ARCHITECTURE

INTRODUCTION

Information Architecture (IA) is a diagram that outlines the proposed navigation layout of a website. Planning the navigation layout before developing the design is beneficial, as the IA helps guide the design based on the website's page structure. Additionally, the architecture can be used for navigation bar testing, making these processes essential for defining the structure and functionality effectively.

SITEMAP

In Lecture 4, we were assigned the task of creating a mind map to outline every possible page that could be included in the IA, along with a provisional navigation structure. Next, we organized a logical structure using sticky notes for each page, with each note representing a single page and its content. After receiving peer feedback, we digitized the IA in FigJam, creating the first version of our digital structure.



USER TESTING

User testing is crucial because a website is ultimately created for its users. Testing the navigation structure early on reveals any weaknesses in the IA and helps improve the overall architecture.

In Lab 4, I created a TreeJack testing structure, which my classmates then tested. The test focused on finding essential information on a restaurant website, such as how to book a table, order takeaway, and contact the

restaurant. Additionally, I included less frequently viewed pages to assess whether users could still navigate to them if needed.



After testing, I realized that the "Environment" page didn't fit well under the "Gallery" section, so I decided to move it to the "About" page, which is a more suitable place for that information.

CONCLUSION

To conclude the fifth section, I'd say that completing the AI before developing the design helped me clearly define the design itself. TreeJack testing highlighted the weaknesses in my structure, which were crucial insights during the Define phase. I'm glad I made these choices and look forward to further developing my website.

6. WIREFRAMES AND SCREEN LAYOUT

INTRODUCTION

Wireframe is a visual guide that shows a skeletal structure of our website, or a template that I will use for my design. It is used to represent the design layout and change it if applicable. Usually, there is no use of colours in wireframes to keep it clear for any further colour changes.

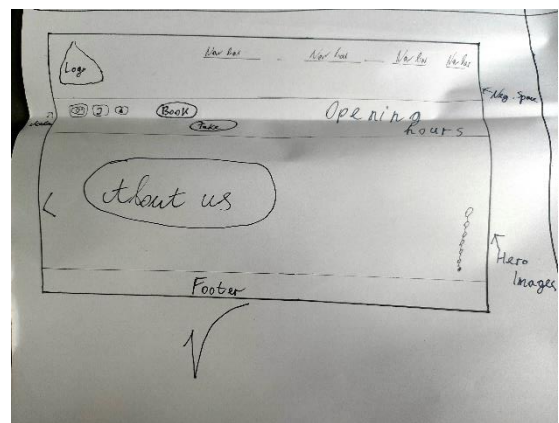
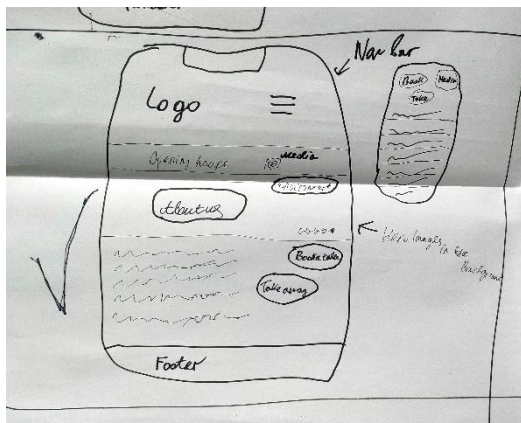
LAYOUT DESIGN PRINCIPLES

To design your home page layout, you need to consider lots of steps, they involve sketching the pages, lots of them, I have made 8 and after peer feedback, chose the best layout out of them. You need to have mobile and desktop sketches of your design. Also, design principles are relevant theory which you need to refer to. It is always better to get yourself known with them before creating your proposed designs.



Referring to the design principles I tried to interpret them onto my design using golden ratio, visual hierarchy and negative space well. For the mobile version I made the takeaway and book a table buttons bigger than their surround elements. This is also appropriate for the rest buttons I have, I put them on the hero images, or they will float on the negative space. That will make them overstand other elements on the page. Also, the spacing with margins and paddings; I will create the space between elements to make it accessibly easier for the users.

I will use these layouts for the desktop and mobile home page since they were chosen by my peers as best designs that I had on a paper:



RESPONSIVE WEB DESIGN

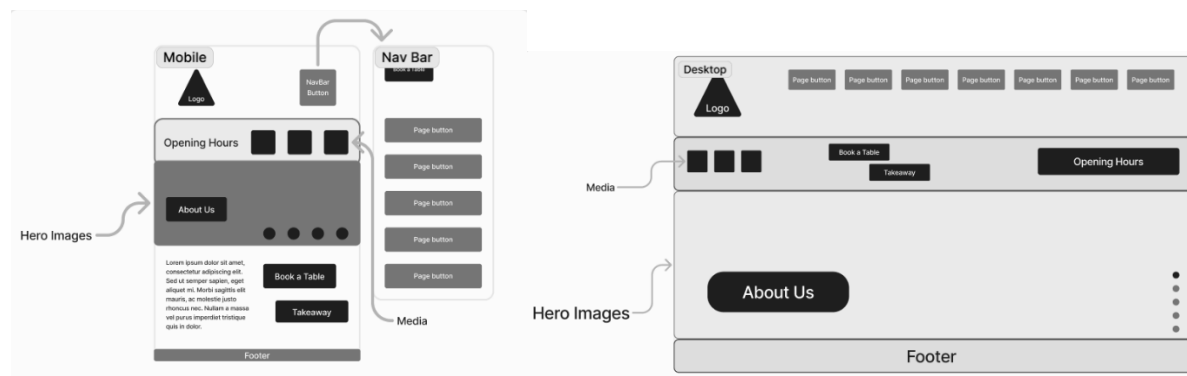
Responsive and Adaptive design are important in nowadays world with different sized devices (mobile, desktop, tablets, laptops). Responsive design stands for fluid fitting in the screen size. This achieved using flexible grids, images and CSS queries, ensuring that the content will resize gradually as screen dimensions change.

And adaptive design, in contrast, uses fixed adjustments of the screen dimensions that changes only at breakpoints, such as commonly used screen resolutions. This approach includes custom experience for each page but requires multiple versions of the website.

MOBILE FIRST DESIGN

Mobile first design is an approach that prioritise the mobile design at the begging of the develop process. As mobile devices are more commonly for usage of web now, it is better initially to define the design for smaller screens.

HOME PAGE TEMPLATES (MOBILE AND DESKTOP)



Here are my website wireframes for both mobile and desktop versions. I found it easier to develop the desktop wireframe than the mobile one, as the larger desktop dimensions allow for more content and better use of negative space. The mobile homepage differs slightly from the desktop version; it includes a brief description of the café and has a varied layout to suit the smaller screen size.

[https://www.figma.com/board/DLZqCHVhCG3qPu6Cd3KKcC/Home-Page-Template-\(Mobile%2C-Desktop\)AK_B00164810?node-id=0-1&t=MZCR90Y5mR78X7qL-1](https://www.figma.com/board/DLZqCHVhCG3qPu6Cd3KKcC/Home-Page-Template-(Mobile%2C-Desktop)AK_B00164810?node-id=0-1&t=MZCR90Y5mR78X7qL-1)

INTERNAL PAGE TEMPLATES

Body text

CONCLUSION

Creating wireframes helped me refine and better align my design layout. By digitizing them, I was able to see a provisional version of my page and identify what worked well and what needed adjustment. I made minor changes to some aspects of my layout, such as removing the "Environment" link from the mobile homepage. I plan to use these wireframes as templates as I develop my pages. I don't anticipate any challenges at this stage, though they may appear later.

WEB DESIGN PROCESS: DEVELOP PHASE

7. DESIGN CONCEPTS

INTRODUCTION

In this section I will showcase my mock ups and outline the brand's identity. Mock up is an initial well-designed homepage and at least 2 or 3 internal pages. By creating mock ups and showing them to the client we will visualise our final design of the website. That part is essentially important if you want to create high quality product.

CLIENT BRAND IDENTITY



The client likes this logo, but he wants to improve it in the future, as it doesn't preserve brand identity that much. In the website clients wants to see mix of black, white, grey and dark red colours, almost the same I used in the comp but with more reds on it. Additionally, the client wants to follow current web design trends, including accessibility, usability, interactions within site and the appealing design to make it enjoyable while using.

COLOUR SCHEME

Mostly I used black, white, grey and brow-red colours:

#2c2c2c #d9d9d9 #757575 #660000 #000000 #FFFFFF



IMAGERY

Only couple of my pages uses images, also the navigation bar uses the image of my café on all pages.

TYPOGRAPHY

I used Inter font, styling it with bold, semibold italic black and mediums styles on my mock ups; the client liked this usage.

USABILITY AND ACCESSIBILITY

I used big sized texts and decided to not put many elements on my pages to make it accessible for everyone, I included negative space to make it usable with least effort and main pages like 'book a table', 'takeaway', and

'contact us' are connected between each other so the users will not get lost. Additionally, the elements on my pages are big to make sure everyone can see and understand the internal content on the pages.

DESIGN COMP (MOCK-UP)

Here are the comprehensive dummy or mock ups of my main pages, I have received positive response from my client:



You can find all the screenshots of my pages in the bottom of this document in the Appendix E.

CONCLUSION

I have decided to put as least and as important information on my pages, considering accessibility and usability my friends for my journey. Also, some buttons are going crossroads from each other, you can see it on the mock up of my home page. As I develop the website, I can say that there are many ways to make it interactive, so I am successfully incorporating that.

8. PROTOTYPE

INTRODUCTION

Prototype website is a working version of the whole website including interaction on the pages and the working communication between pages. I need to create one in Figma to test it out and make sure it is going to work in terms of accessibility and design features.

INTERACTIVE PROTOTYPE

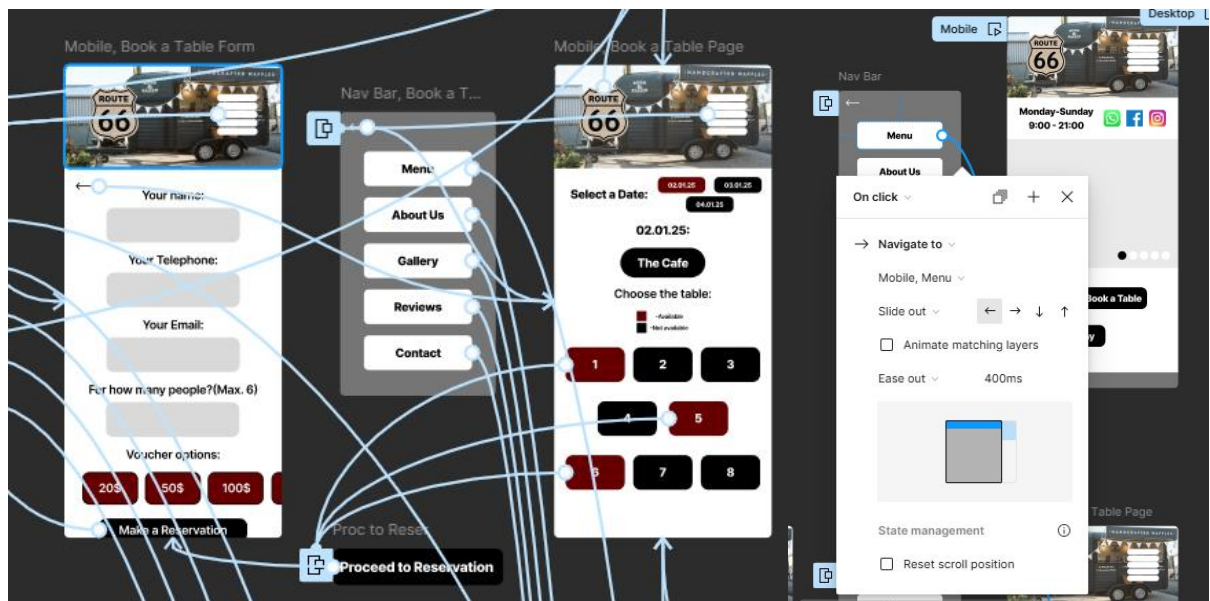
Here are my links to the prototypes I created, alpha, final and the initial one:

Initial: https://www.figma.com/proto/ZMNi6D0KvDWHVya4OG91Sk/Prototype-Wireframes-AK_B00164810?node-id=2-138&t=Xn8FMSVa60FIf2Ot-1

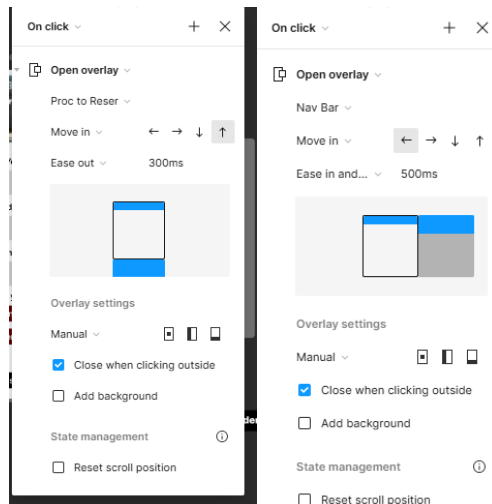
Alpha: <https://www.figma.com/design/vV6S91pJUUTsh9H5iPAav5/Prototype-Alpha-Version-AK-B00164810?node-id=44-959&t=TNAdCFqBX239WJYk-1>

Final: <https://www.figma.com/design/flYBF9uLENPfZBiLnfHVH/Prototype-Final-Version-ArtemKiekshyn-B00164810?node-id=2-191&t=AVSSEkJObkcncasFV-1>

And I am showcasing here the way my links and elements appear in Figma:



Some elements like navigations bar are set as an overlay to make it appear as you click on the hamburger (nav bar button). Also, some internal buttons are interactive and appear when you click and chose specific options on the website, like on 'Book a Table', 'Takeaway', and the form pages. Here are the screenshots of my prototype settings:



Additionally, you can view more screenshots of my prototypes in the Appendix E sections.

CONCLUSION

I don't like the number of arrows I have on my prototypes; it is too much of them, I needed to consider different way of creating the template for my navigation bar and add that at end of my develop journey in each page. Also, I could not included hovering for my buttons as it requires paid version of Figma.

9. USER TESTING

INTRODUCTION

User testing is an essential part of development process, during that process testers must identify mistakes you made, usability and evaluate your work. It is very important process after which the developers can improve and find new ways of creating and approaches to their work.

TESTING PROTOCOL

During the last lecture we made a testing session where I had reviewed 6 sites, and mine piece was tested by 7 people. I asked people who had made well-attuned pages and have had very appealing designs, they may represent my estimated website users.

I didn't give any instructions for my users.

You can find screenshots of people's opinions on my website in the Appendix D section.

RESULTS AND CONCLUSIONS

After the testing I found out that because of the background image I used for navigation bar hamburger button for it in the mobile design is not visible for some users, I tried to change its colour, but it didn't work well. Anyway, if my site is going to be used for commercial purposes, I will need to use different image for that.

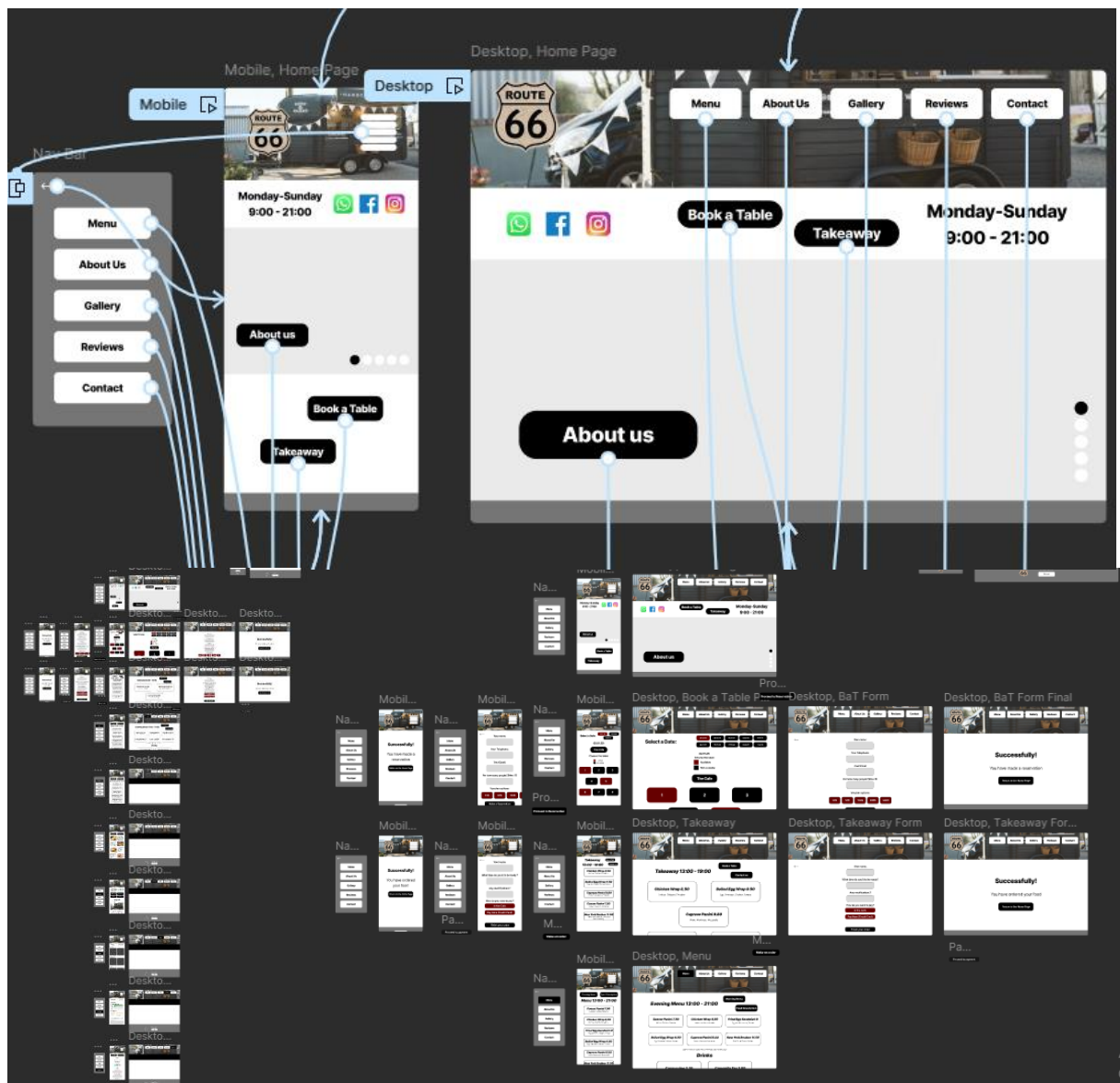
Some users noticed that some elements needed to be enlarged, so more people can use it. Also, one user suggested to put the outline off for the box elements on form pages.

Considering feedback I received from the peers, I enlarged some elements of the pages, removed the strokes on the form pages and downsized the buttons on the homepage.

10. FINAL WEBSITE

FINAL WEBSITE DESIGN

I like the way my final site looks, of course it lacks something, I can say more filling on the menu pages, one user suggested using images on them. Also, the prototype canvas in Figma looks like mess of arrows, that is because I used templates for my pages incorrectly. But the overall design and content of my pages looks nice, and it is appealing for me. I can admire the interactions I incorporated, and the way they appear in the prototype viewing. Additionally, I can add that my site follows universal design principles, and a lot of people can use it with ease. I can confidently start that the site is ready for development in JS, HTML and CSS.



https://www.figma.com/design/fiYBF9uLENPfZBiLnfHVH/Prototype-Final-Version_ArtemKiekshyn_B00164810?node-id=0-1&t=AVSsEkJObkncasFV-1
https://www.figma.com/proto/fiYBF9uLENPfZBiLnfHVH/Prototype-Final-Version_ArtemKiekshyn_B00164810?node-id=0-1&t=AVSsEkJObkncasFV-1

REFLECTIVE REPORT

After many hours of practice in Figma, I can say that I like it, it is much more convenient to develop UI and UX design than to code it. But you still must learn to code professionally to do web design for a living. I learnt a lot of new things: overall understanding of design and how to use it, how to design and arrange elements on the canvas, I learned better what Figma is and what you can do with it, and how to use it. I can also add that a lot of people liked my site, and it reaches a wide range of users. I don't like the fact that I didn't do the prototypes in the best way possible, but I will do better next time. I would also like to say that my site does not use real photos, and I would not use it for my café, BUT that is because I designed it for a fictional place, so if I could identify the café, its food and get real photos of café and cuisine, I would be able to improve my site and I would definitely not hesitate to use it as a site for my café.

Many Thanks to you, Helen, and thank you for a very good subject and for your excellent teaching 😊

And apology my English)

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APPENDICES

APPENDIX A: CLIENT DEFINITION QUESTIONNAIRE

What kind of business is your client? (e.g. café/restaurant)	Café (Food Truck)
What is the café/restaurant name?	Route 66
What is the style of the place – e.g. formal or casual?	Casual, minimalistic, a. k. something like the 80s-90s USA years.
What type of food does it serve? (e.g. fast food, seafood, Indian, veggie, posh nosh...)	Fast food (wraps, sandwiches, coffee, ice creams)
Who comprises your target audience? Do its members share any common demographics, like age, sex, or a physical location?	Adults, International food truck is estimated for country travellers and locals.
How big are the premises? How many customers/tables does it serve?	It does have 6 tables in the outside area; the premise is about 10-15 square meters
Where is it located?	Newbridge, on the side of the highway road.
Does it have a tagline? (e.g. Nike's tagline is "Just do it.") If you want to include a tagline for your café/restaurant, here are some useful tips: https://sumo.com/stories/what-is-a-tagline	I don't see that place with tagline, but it could be something like "Eat fast, and safe"
What kind of logo would suit this business? Do you plan to design a logo yourself from scratch, or download and edit a vector logo (e.g. from Vecteezy) to create the logo?	I will design it myself, involving a minimalistic style.
What is the client's goal in developing a website?	Promote the premise, make people know about it, and expand business.

What information do they wish to provide online?	Menu, Style of the café, Pictures of the food, Location, take away food, so forms; and in general, they want to make a good advertisement.
Who are the client's competitors? Do they have websites? (list the competitors and links to sites)	Its competitors are local cafes, and restaurants, not all of them have website, but some of the do: Saddlers - https://www.keadeenhotel.ie/saddlers-bistro.html The Curragh Cafe By Lucy - https://www.orbybylucy.ie/ The Athgarvan Inn – Don't have a website Central Grill Ballymany – Don't have a website as well L'Officina by Dunne & Crescenzi Kildare - https://www.dunneandcrescenzi.com/
Do they have examples of websites they like or dislike?	They like all of them, but the Dunne one stands out for them. They appeal by its legibility, minimalistic style, usage of grids and appropriate margins. Saddlers' website looks heavy and does not have appropriate legibility. Orby's design seems good and legit, but they don't want to use the same colors.
What will their visitors be looking for when they come to their web site?	Take away food, menu, and appealing design
What does the client want their visitors to do when they visit their site?	To order takeaway food, to get familiar with the occupation.
Any specific features or content that should be included on the website? Any other client requests?	Location, Takeaway forms, navigation bar.

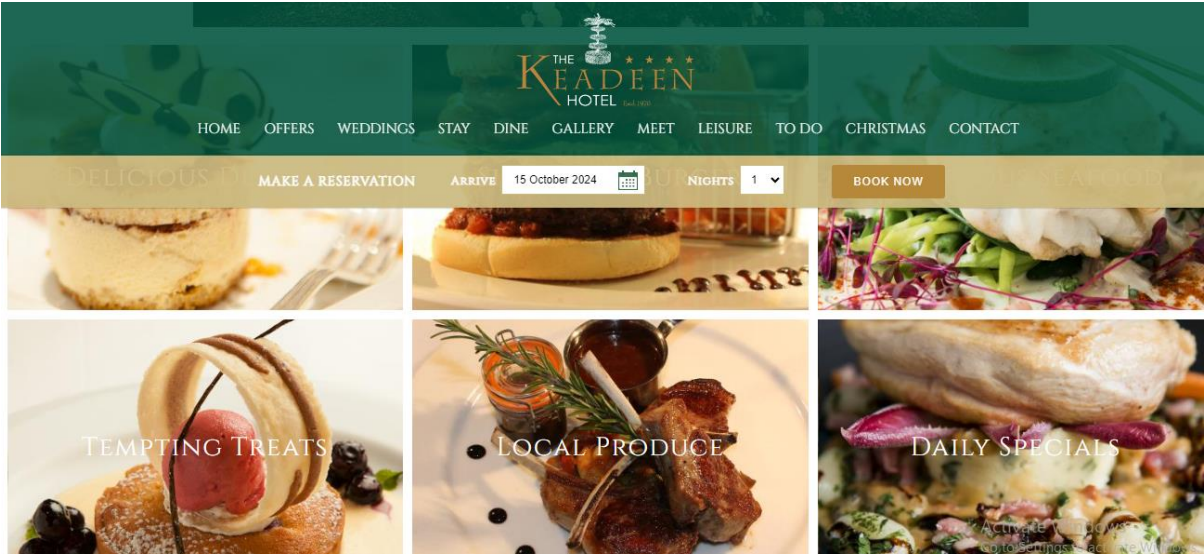
APPENDIX B: COMPETITOR ANALYSIS

Website name	Website URL	What they are/do (i.e. one-line description)
Keadeen Hotel; Saddlers restaurant	https://www.keadeenhotel.ie/saddlers-bistro.html	Hotel-Restaurant, casual dining place with comfortable, appealing premise design and also with delicious Irish food.

Factor	Your analysis (refer to notes above for details of what to consider)
Information Architecture (structure & organisation of pages)	The website is easy to use and if you need to find out specific information, it will not take long. The site is design for both hotel and the restaurant. The navigation bar follows logical hierarchy and is sequent.
Content (quality and quantity)	The text content is well-written and represent the values of the premise. The images are high quality ones, they depict delicious food you can have in and are not overlap each other. The sitemap is big, the site offers a wide range of information that is easy to follow. Also, the footer and header are on their places.
Usability (intuitive and easy to use?)	Since it is a website for both hotel and restaurant, the design cannot show off a great usage of minimalistic style, but I can call the site flexible and intuitive for user.
Accessibility (accommodates the needs of disabled users?)	The site does not follow the universal design principles. That rules out the usage for plenty users. Firstly, in some instances, the font is small for old and visually disable people. Secondly, the images are not named with second alternative through "alt" in css. If blind people would use the website, they would not have a clue what images should bring up in them.
Visual Design (branding, design theory, typography, layout, colour, mobile/desktop, visual appeal)	Regarding to the design principles and rules, the website is accessible, but in some instances the design looks off and not well-accomplished. I have already mentioned the problem of small fonts in the section below, navigation bar, while using with small screen size device, overlaps horizontally in the middle of the content section, that adds some down points to the overall

	picture and review. Additionally, mobile version is not well-accessible, content section is not in the middle of the text, footer and header do not fit into the screen size horizontally, and the font is even smaller for the smaller screen size measurements.
Navigation (ease of use, links, position, style)	The site consists of a lot of information and for such magnitudes the navigation bar is accessible and intuitively understandable. Some links have sub-pages and links, that are easy to find and stay where they belong on.
Flaws	Not accessible mobile version and booking panel below navigation bar that cover the middle of the screen.

Screenshot(s) of Website 1: If appropriate, take one or more screenshots to illustrate the points you have made, and paste the screenshot(s) below.



WEBSITE 2: COMPETITOR WEBSITE

Website name	Website URL	What they are/do (i.e. one-line description)
Dunne % Crescenzi	https://www.dunneandcrescenzi.com/	A meeting place, restaurant or wine bar where you can have some food and speak with your friends

Factor	Your analysis (refer to notes above for details of what to consider)
Information Architecture (structure & organisation of pages)	Information Architecture follows minimalist style, it is easy to follow and understand the structure and organisation of the pages. It will not take long time to find out about Locations of the restaurants, menus and reservation information.
Content (quality and quantity)	The text information is not heavy and well-written, the website uses high quality images in a balanced way that load without troubles. The content and overall design is appropriate and represent the values of the premise well.
Usability (intuitive and easy to use?)	The site is accessible and usable, while using it I feel myself free. It is efficient, flexible and consistent, also it offers similar spectre of emotions as an actual restaurant.
Accessibility (accommodates the needs of disabled users?)	The font is well-accomplished for any type of users, the information is perceivable, UI is sequent and easy to follow, the content is Understandable and accessible. The only audience that struggle while using the site is people with vision disabilities, the images don't have alternative names, and I am not sure about the keyboard usage opportunity on the website.
Visual Design (branding, design theory, typography, layout, colour, mobile/desktop, visual appeal)	The design follows the theory well, great usage of the space, contrast, proximity and coherence. Mobile version has the same design as a desktop one and has well-aligned layout for the small screen usage. The site matches the business concept and has clear hierarchy of images and contents. The pages are appealing and make me want to explore the website and visit the restaurant.

Navigation (ease of use, links, position, style)	Navigation bar consists of 5 different pages and further subpages inside of them, it has an ease of use and appealing reflection of the occupation.
Flaws	To be honest, it is difficult for me to find any down points while using the website, the website represents excellent design and offers a soft and easy information about the business. It is a nice example to look up on.

Screenshot(s) of Website 2: If appropriate, take one or more screenshots to illustrate the points you have made, and paste the screenshot(s) below.



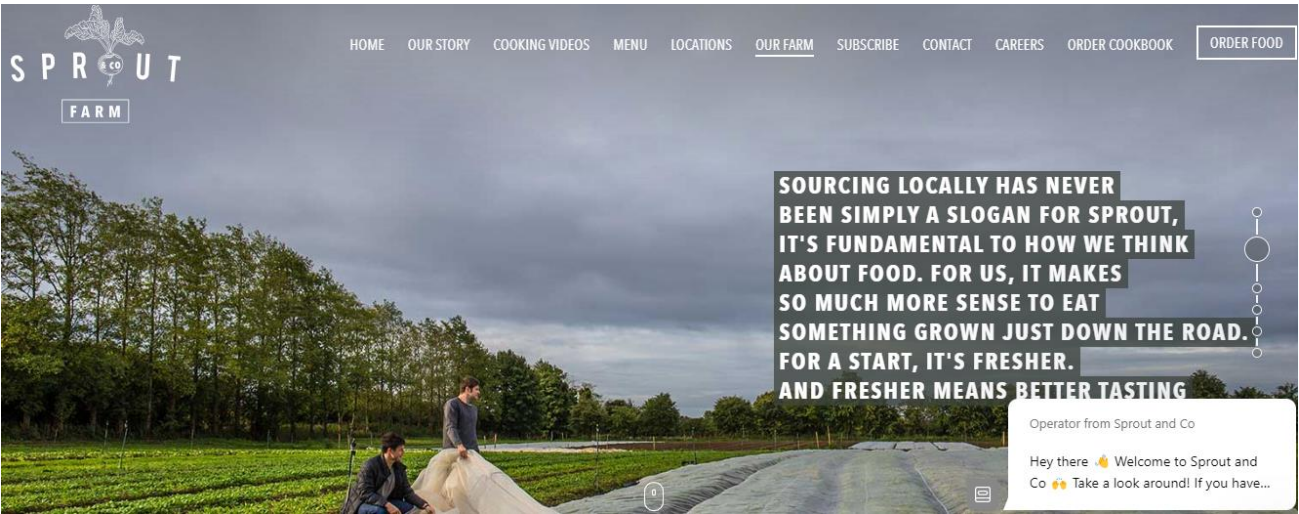
WEBSITE 3: COMPETITOR WEBSITE (OPTIONAL)

Website name	Website URL	What they are/do (i.e. one-line description)
Sprout Kitchen	https://sproutfoodco.com/	The healthy food restaurant.

Factor	Your analysis (refer to notes above for details of what to consider)
Information Architecture (structure & organisation of pages)	The site is easy to use, structure is sequent, and it is to locate yourself on the webpages.
Content (quality and quantity)	The website consists of a lot of information from the farm to order options. The pages have a lot of high-quality images that load quickly, also, the initial area contents the video.
Usability (intuitive and easy to use?)	The site is intuitively usable, it is easy to find information you are looking for since pages consist of content which represent their title names.
Accessibility (accommodates the needs of disabled users?)	You can access the site using the keyboard, the font is big and legible, you can watch the video with the sound off or on, some images don't have alternative names. The content is well-aligned
Visual Design (branding, design theory, typography, layout, colour, mobile/desktop, visual appeal)	The site is imagery heavy, but in a good way, the design offers the values and beliefs the premise shows, the negative space is well-used. Also, the design follows the design principles well, typography is legible in terms of spacing and size, mobile version if well-aligned and appealing.
Navigation (ease of use, links, position, style)	Navigation is very easy to use, it underlines the page you are on in the bar, it positioned in the top of the page.

Flaws	
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Screenshot(s) of Website 3: If appropriate, take one or more screenshots to illustrate the points you have made, and paste the screenshot(s) below.



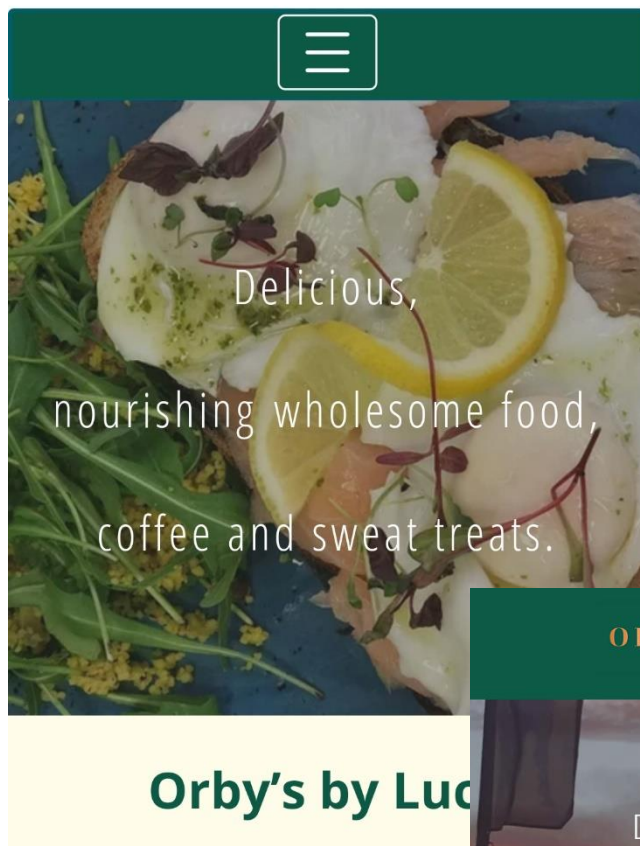
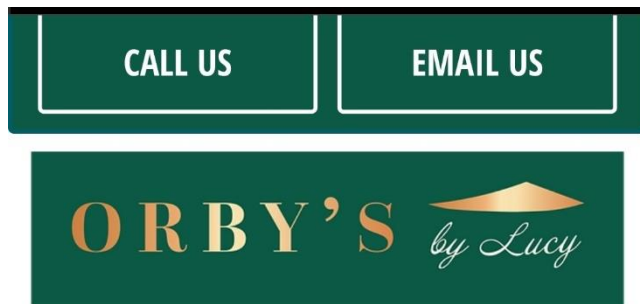
WEBSITE 4: COMPARATIVE WEBSITE

Website name	Website URL	What they are/do (i.e. one-line description)
Orby's by Lucy	https://www.orbybylucy.ie/	Casual Café in an ambient, friendly atmosphere.

Factor	Your analysis (refer to notes above for details of what to consider)
Information Architecture (structure & organisation of pages)	The information on the website is not heavy and has nice sequence that is easy to follow. It is not difficult to find specific information on the site.
Content (quality and quantity)	The content is well-written and aligned, the site has clear hierarchy of the high-quality images, the information contents clear representation of the atmosphere and food you can have in. Also, it offers useful information on the home page, the only downside I noticed is lack of booking form, some people may find online reservation instance much easier and useful.
Usability (intuitive and easy to use?)	The site is accomplished in minimalist style and aesthetic, design is quite free for the user; the information is useful, and it is hard to get lost using the website.
Accessibility (accommodates the needs of disabled users?)	The site is not accessible for the keyboard use only, the images don't have alternatives names and in some instances the font is small. The rest is fine; header and footer and relevant, the spacing is used well, as well as the usage of negative space. The navigation bar is interactive and show what page you are in.
Visual Design (branding, design theory, typography, layout, colour, mobile/desktop, visual appeal)	The website uses regular fonts and typography, the colour matches the premise' aesthetic, the site is accessible via mobile devices and the design is well-aligned on them. I am not going to say that design is appealing, but it is usable, and it follows design principles well.

Navigation (ease of use, links, position, style)	Navigation bar consists of 5 pages, the information is intuitive and sequent. Bar is placed in the header and using green, gold, white colours.
Flaws	There is no reservation option on the website, in my opinion, in some instances there is too much negative space for example in the navigation bar area.

Screenshot(s) of Website 4: If appropriate, take one or more screenshots to illustrate the points you have made, and paste the screenshot(s) below.



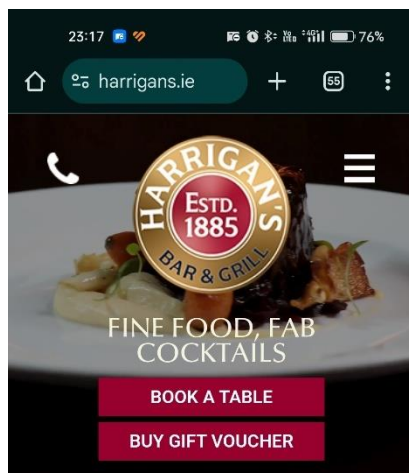
WEBSITE 5: COMPARATIVE WEBSITE (OPTIONAL)

Website name	Website URL	What they are/do (i.e. one-line description)
Harrigan's Bar and Grill	https://harrigans.ie/menus/	Bar-restaurant where you can sit and have a drink with you friends and watch some sport games or have a diner.

Factor	Your analysis (refer to notes above for details of what to consider)
Information Architecture (structure & organisation of pages)	Navigation bar is positioned in the left third of the screen. The page titles represent the content related to the names of them. It is to find information you are looking for.
Content (quality and quantity)	The content is accessible and understandable, it contents useful information about the menu, reservation availabilities, sport fixtures to be broadcast in the restaurant, menus, gallery and contact details. Some images don't load instantly, I can assume it is because they are very high quality. Additionally, some images are interactive.
Usability (intuitive and easy to use?)	Usability is something of a quality, the site is very easy to use.
Accessibility (accommodates the needs of disabled users?)	The font is small the content sections, the images do have alternative names on the gallery page, you can't use the site with the keyboard.
Visual Design (branding, design theory, typography, layout, colour, mobile/desktop, visual appeal)	Desing is well-aligned and was created following the principles, colours represent the values of the bar, the site is accessible and makes me want to go in the restaurant. The fonts are different for each area of the site, the mobile version is accessible and has appealing layout.

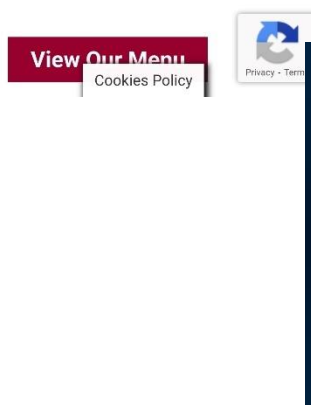
Navigation (ease of use, links, position, style)	Navigation bar has 6 links and by clicking on logo you can get to the home page, blue wooden planks serve as a background for the nav bar, also, you can find social medias of the premise in it.
Flaws	

Screenshot(s) of Website 5: If appropriate, take one or more screenshots to illustrate the points you have made, and paste the screenshot(s) below.

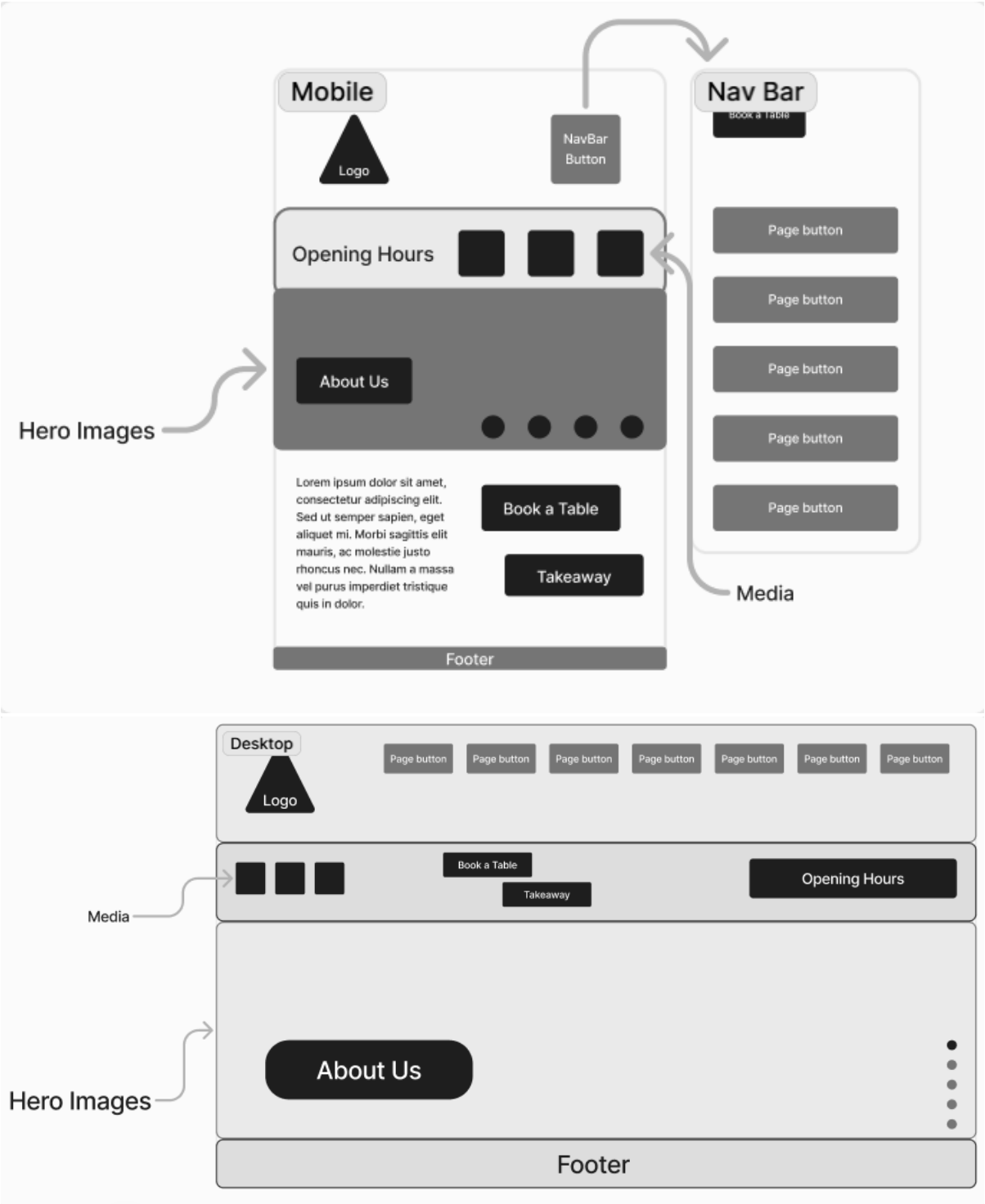


WELCOME TO HARRIGANS

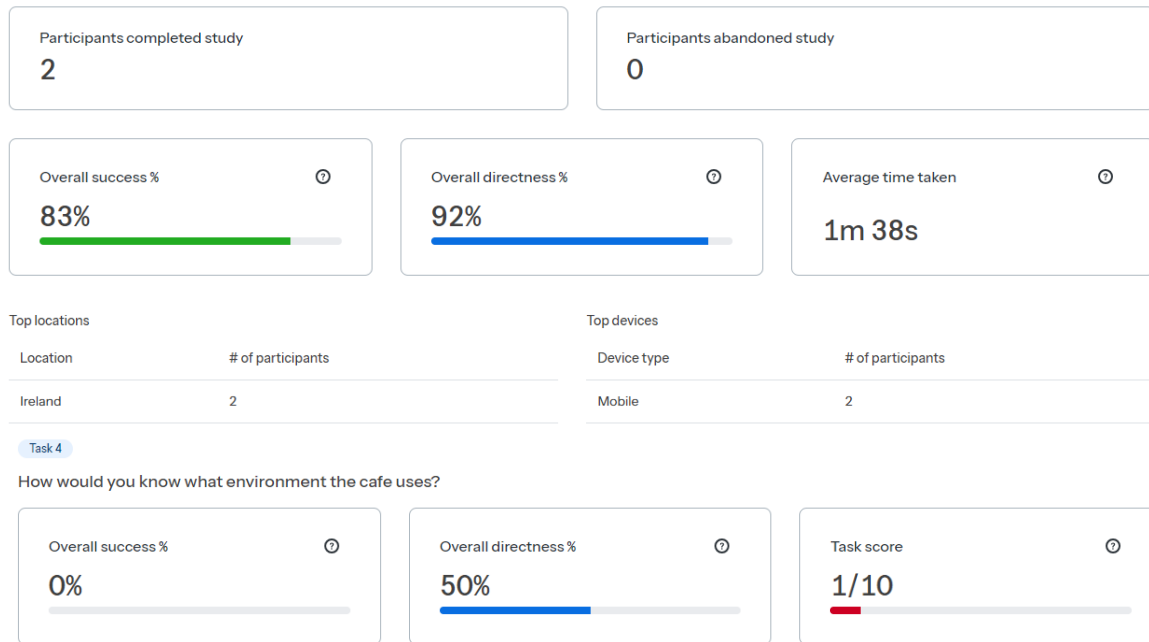
Harrigan's is a local Bar & Restaurant situated opposite the Riverbank Arts Theater, main street Newbridge, Co. Kildare. Using Irish Produce to create Modern Irish Cuisine with a mix of International dishes for the good measure, perfect for any night out.



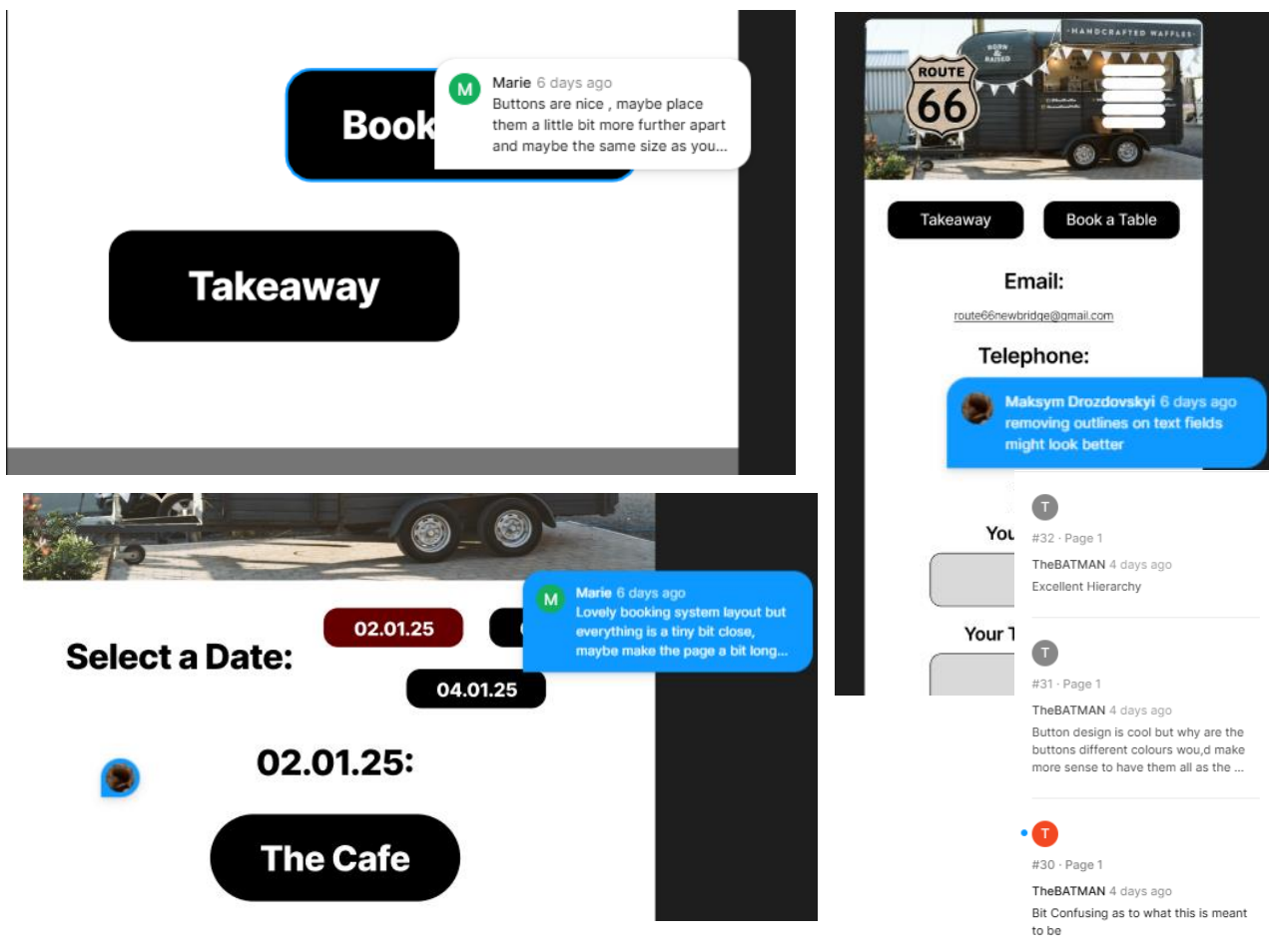
APPENDIX C: WIREFRAMES



APPENDIX D: PROTOTYPE USER TESTING



“Environment” description page is not appropriate on the “Gallery” page. People will not have any clues that they can find out what environment the café uses on the gallery page; it is better to put that information on the “About” page



APPENDIX E: COMPS (MOCK UPS) & PROTOTYPES

