

Critique, Appraisal and Research into Competition

The following websites have been identified by myself as suitable for comparison of Mario & Luigi's Pixel Pizza website; I will be looking at the design and layout potentially for inspiration, perhaps noting some aspects that work well on a restaurant website. I will also be looking at the content to establish some additional site objective not already presented in the brief of the provided personas.

Marco's Italian Restaurant

The screenshot shows the homepage of Marco's Italian Restaurant. The header features the logo 'MARCO'S LTD. ITALIAN RESTAURANT' with a gondola icon on the left and a red banner with the text 'Superb Italian Food in a Traditional Setting' and a background image of the Colosseum on the right. Below the banner is a navigation menu: 'Home | About Us | Our Restaurant | Functions | Menus | Contact Us'. The main content area is divided into two columns. The left column contains a large image of a plate of food. The right column has a heading 'Italian Food in the Heart of Bristol' followed by a paragraph: 'At Marco's, we take pride in cooking delicious traditional Italian dishes to serve to all our guests. In this family run business, our friendly staff are keen to help you enjoy your dining experience.' Below this is another paragraph: 'Located in the heart of Bristol, Marco's cosy restaurant is perfect for either a business lunch or for a leisurely evening meal with family and friends.' A box contains the opening hours: 'Monday-Friday 12.00-2.30pm and 5.45-11.00pm, Saturday open all day'. Below this is a section 'See what's on offer' with three links: '> View our menus', '> View our functions', and '> Place your booking'. To the right of the main text are three vertical sections: 'Family-run' with a small image of the restaurant interior, 'Authentic Italian Food' with a small image of olives, and 'Groups Welcome' with a small image of a group of people. Below these is a section 'Friendly Staff' with a small image of the restaurant staff. The footer is a green bar with the text '© 2008 Marco's Ristorante Ltd.', 'Tel: 0117 926 4869', and 'Terms | Design'.

The first thing I must say about the colours on this particular site is that, although it is not presented in a "cheesy" way, they are taken from the Italian flag, that combined with a gondola and the coliseum makes it a little cliché. I think the site is very clean and somewhat minimalist (but in a good way) I think this reflects the contemporary food on offer as illustrated by the picture. The structure is easy to navigate, not just the menu at the top but also the quick links at the bottom of the homepage. The menu itself (that's food menu to web page menu) is provided in a PDF format and seems to be most likely that printed in the restaurant, this however presents a problem, when I first opened the document all I saw was red, I had to scroll down before getting to the writing – this may confuse some users. On all pages (excluding the homepage) there is an Italian flag, not a good idea. The address is not on the homepage, the map is on an external website. I do like the idea of listing information about private bookings for functions and events.

Overall this is a nice website, albeit with some clichés, it provides good information, although the menu is hard to get detail from.



Firstly I despise this website, although the colours could be brighter they are still very garish and clichéd. The images used are not of food, or people eating so there are no picture that make me want to dine there. It is also extremely outdate – unless they take Christmas bookings really early. There are some pictures of food on the menu page, but they are small, of low quality and the colours make the food look dull and grey. The menu also has, for each dish, an “add to cart” option with links to Pay Pal shopping cart – I find this quite confusing and pointless. The image in the background is tiled which looks awful when using a longer page, the text is also green making it really difficult to read.

Overall I think that this website is truly awful, the shopping cart feature on the menu makes it very overwhelming and getting any useful information from it is difficult, this combined with the readability issues for both the page body text and navigation menu text colours and contrast against their respective backgrounds.

Site Objectives

Based on the objectives laid out in the brief, the personas and the 3 websites I have looked at the Pixel Pizza website must fulfil the following objectives:

- Provide a clear and concise homepage with quick directing users to key areas of the site (map and menu for example)
- Provide a well organised and easily to navigate menu of food including prices and indicated vegetarian or healthier options.
- Provide stunning, appealing and mouth-watering imagery to attract customers
- Provide contact details for the restaurant and a map
- Provide an online booking form
- Provide information about private functions events
- Provide information about take away and delivery options
- Provide testimonial of former customers
- Provide opening hours

The homepage must contain summaries of various parts of the website with links for more detail, this will allow a user to quickly see what they are looking for and keep them on the site beyond their initial 30 second attention span.

Heidi was looking for a restaurant she could trust; this gave me the idea of using pull quote testimonials.

Opening hours including delivery hours will be on the homepage as these times where important to both Jason and Heidi.

User Needs

Based on the provide user personas, the website must satisfy the following criteria for which each user will be looking to find:

- Looking for a realisable and trustworthy restaurant: to supplied by a professional design and customer testimonials
- A detailed menu which must include price, healthy options and dessert: to fulfilled by adding healthy icons next to appropriate dishes
- A separate and full drinks menu
- Delivery and take away information including any dishes or drinks that are exempted
- A booking form which allows for the party size to be given, specifying if there are any limitations on size, if a compulsory gratuity is added or if large groups must pre-order or choose from a set menu.
- Special Offers
- Make your own pizza

Healthy food is one criteria Heidi is searching for, rather than have a separate healthy menu (which restaurant in my experience don't use) I will instead mark healthy dishes with a healthy icon (perhaps a carrot).

Jason, on a budget, doesn't want to spend too much so having clear prices on the menu is very important. I will also create some special offers for the homepage to entice customers who cannot afford expensive food.

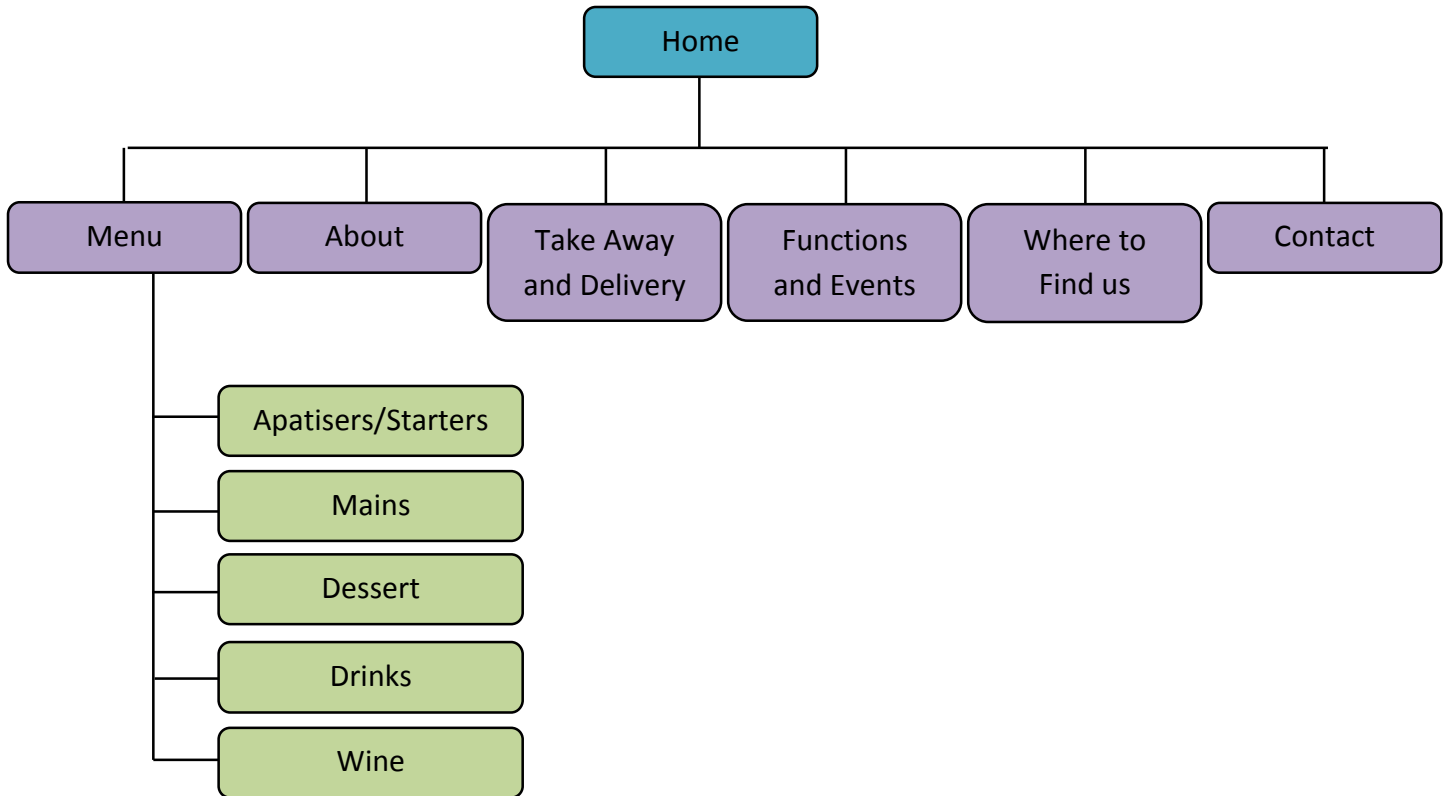
Jason is looking for beers on tap, by creating a separate drinks menu to show all available bottled and tap beer, wine e.c.t. it should be easy to find.

Jason wants to book a large party for Friday. The booking form will be on the front page with all required information about booking a table for groups. There is also a separate events and functions page which (although most likely out of Jason's price range) would be suitable for business events looking for a place for a private function or a couple looking to book for a wedding reception.

Jason is after a Hawaiian pizza for lunch at 12:30, even if it wasn't on the menu there will be a separate list of individual pizza toppings for people to make their own combinations.

Content Specification

The following site map gives a content specification for the site, including a description of the content on each page (shown in more detail below the diagram).



Home Content

- Quick links to important areas of the site
- Opening hours
- Booking form
- Restaurant Location

About

- A short description about the brothers and the restaurant
- Testimonials from previous customers

Menu

- All 5 menus with suitable pictures
- Prices and healthy option icons next to healthy dishes

Takeaway and Delivery

- Information about what can and cannot be delivered
- Information about where the deliveries are available

Functions and Events

- Pictures of private rooms for functions and events including prices
- Testimonials from former events

Where to find us

- Custom and Interactive map (Google Maps API)
- Get directions option
- Travel information for cars, buses and trains

Contact Us

- Address, telephone and email address
- Contact us form with verification

Functional Specifications

The website must fulfil the following functional requirements:

- Booking form with verification
- Easy to understand and navigate through menus and quick links
- Custom map with a get directions option
- Downloadable and printable menu

Based on the 3 website I looked at and the personas, I think that a page of the site with the menu on is a much more useful way of presenting the information rather than just providing a PDF download. However a PDF download is also a good thing to have as well as they can be kept by the user and are easier to print so I will provide both.

Functionally, the booking form needs to have validation so that it is protected against malicious users attempting to spam or people who make mistakes when filling it out.

The Google maps API was not used on any of the 3 sites that I evaluated but I have seen and used it before and I think that it is very useful. It can be used as a dragable map within any web page with a marker to point out where the restaurant is. There will also be a get directions link to allow users to plan a route.

Logo Design

To begin with I started by trying a few script fonts, which is generally associated with more up market restaurant. The first two examples show this. The first looks quite up market, the second seems more playful and a lot less formal. The still looks really professional but seems more contemporary and modern. It looks like a font that would appeal to young and old people alike. The forth font is not so good, it seems like it trying too hard to look hand written, it seems a little bit “cheesy”.

I have chosen the third font for the logo. I also wish to incorporate the pixel pizza line, which I think would look good underneath.

Disregarding font size and positioning for the moment, I am trying to choose the font. The first one I tried doesn't work compared to the other; they are too similar in terms of their type nature. The second is much better, the font looks

different enough but I would prefer something that looks blockier. The third font is much better; I think it works really

Mario & Luigi's

Mario & Luigi's

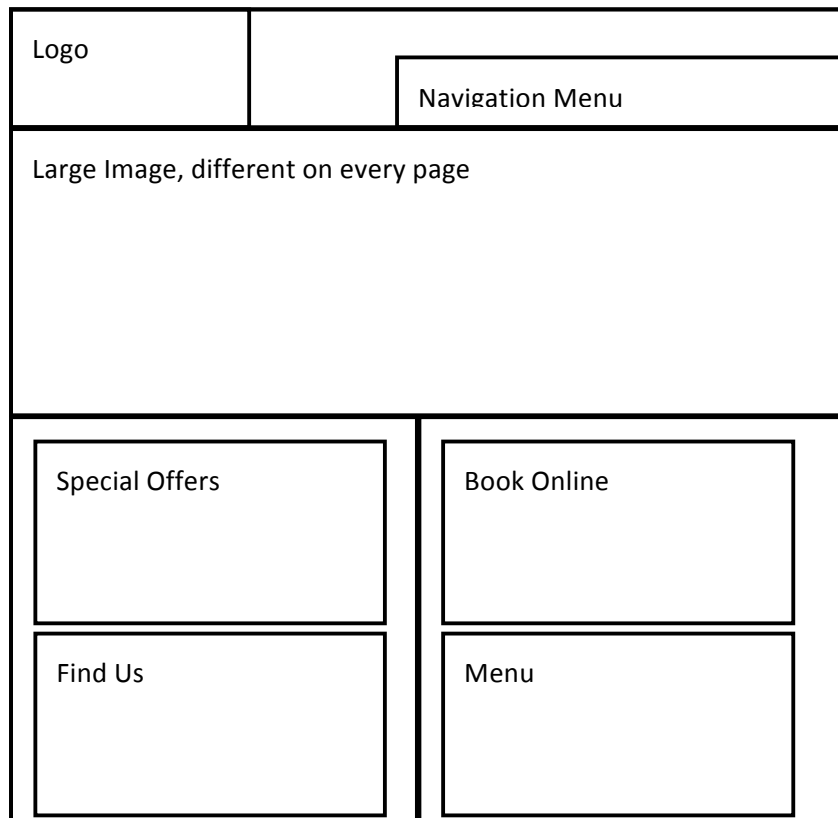
Mario & Luigi's

Mario & Luigi's
Pixel Pizza

Mario & Luigi's
Pixel Pizza

Mario & Luigi's
Pixel Pizza

Basic Wireframe



This very basic wireframe shows my initial mental concept for the site. A basic header with logo and navigation menu, a large picture to show the quality of the food of the restaurant and smaller boxes below with summaries and links of to other parts of the website organised into 2 columns. The first visual design using this wireframe is shown on the next page.

Developing the Visual Design



This was my first attempted, based on absolutely nothing apart from the wireframe concept. It's too dark, I don't like the blue, and it doesn't look very professional.

This design is relatively similar to what I envisioned in my minds eye. I think the large image works as it is important to show the user the food served by the restaurant, but the colour is not inviting and doesn't work with the image. Although the 4 boxes have no content within them, I can see they look quite amateurish. The site needs to be lighter and more open.

Mario & Luigi's

- Home
- Menu
- About
- Events
- Find us
- Contact



Find Us

Mario & Luigi's
Restaurant
47 Cliche Street
Bristol
BS1 5PH

[Map >>](#)

Opening Hours

Monday to Saturday
Lunch 11:00-14:00
Dinner 17:30-22:00

Sunday & Bank Holidays
Lunch 11:00-16:00

Special Offers

Book Online

Your Name

Telephone

E-Mail

Party Size

Date

Time

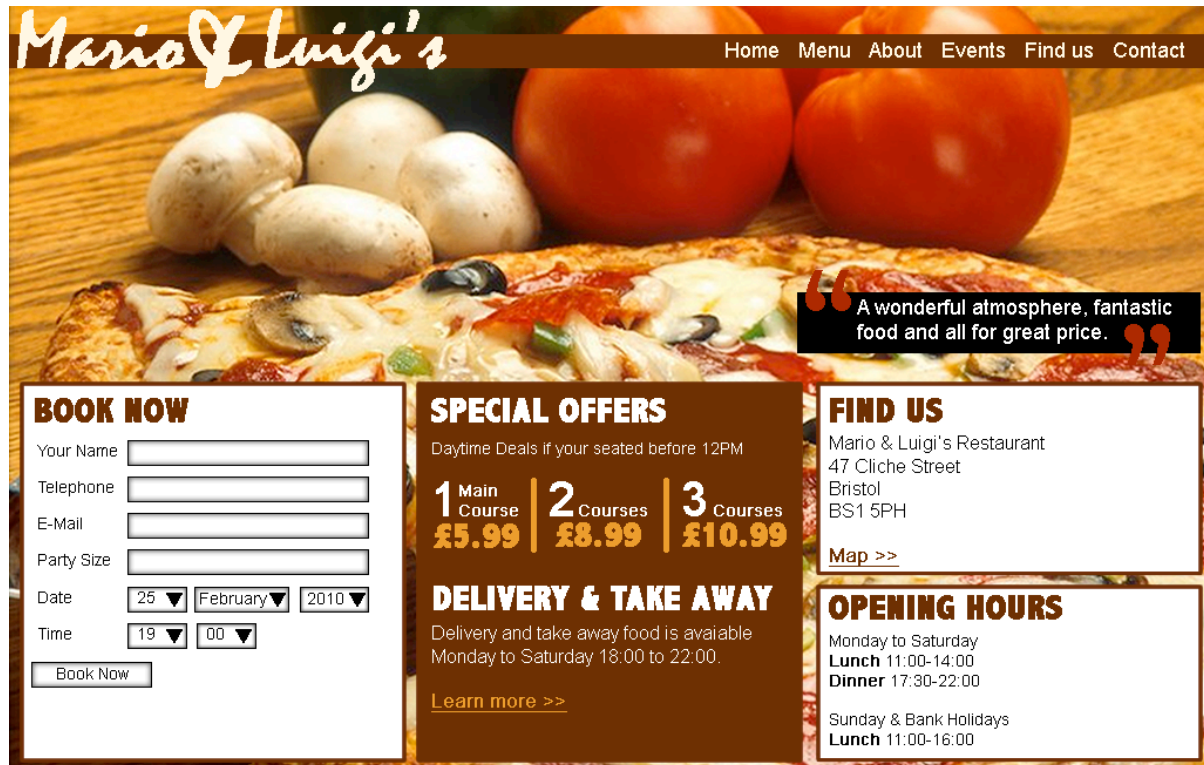
Delivery & Take Away

Delivery and take away food is available
Monday to Saturday 18:00 to 22:00.

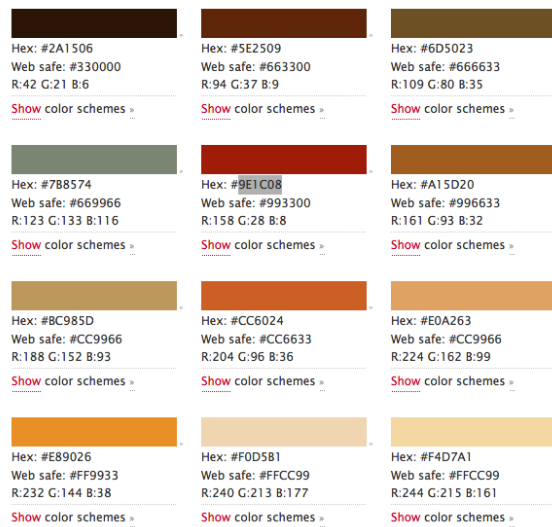
[Learn more >>](#)

This is my second attempt. I didn't create a wireframe for this. I simply removed the blue, and moved the navigation and logo to the left column. I had started to put some of the content in before deciding that, although it was much better than the previous (as it looks much more contemporary, professional and clean) I think it's a bit too minimalist. Additionally, the logo in the top left looks a little bit cramped.

This site is loosely based on another, which I had visited recently. I liked the way they had identified elements simply by having a large bold underlined heading followed by the content beneath it. This design once again I like the large image. I have also added in the pull quote on top of it which I think works quite well. The links I have added are a different colour as well as underlined which makes them easy to identify as links. The navigation menu also has a highlight on the current page.



This version is by far the best. It seems more inviting somehow. I (unlike the previous attempts) have used colour sucker to pull colours from the pizza image, 3 of which I have used. Originally, for the Mario & Luigi's logo I had tried to use the 3 colours in the last row (trying each in tern) but they didn't have enough contrast against the background, so, I used the 2nd colour in the last row as a starting point and incrementally made it lighter until I was happy it was readable. The floating "islands" work really well in the 3 columns I think and giving the middle one a different background make it stand out more which is important as it contains the special offers. The quote has been done in the same style as the previous design.



The elements all look really good with one another, although they are layered on top of one another, many of them breach their bounding box, which works rather well. I did try to place the titles of the 3 boxes above them and not inside but unfortunately couldn't get enough contrast to make the titles readable against the image background.

Final Wireframe Design

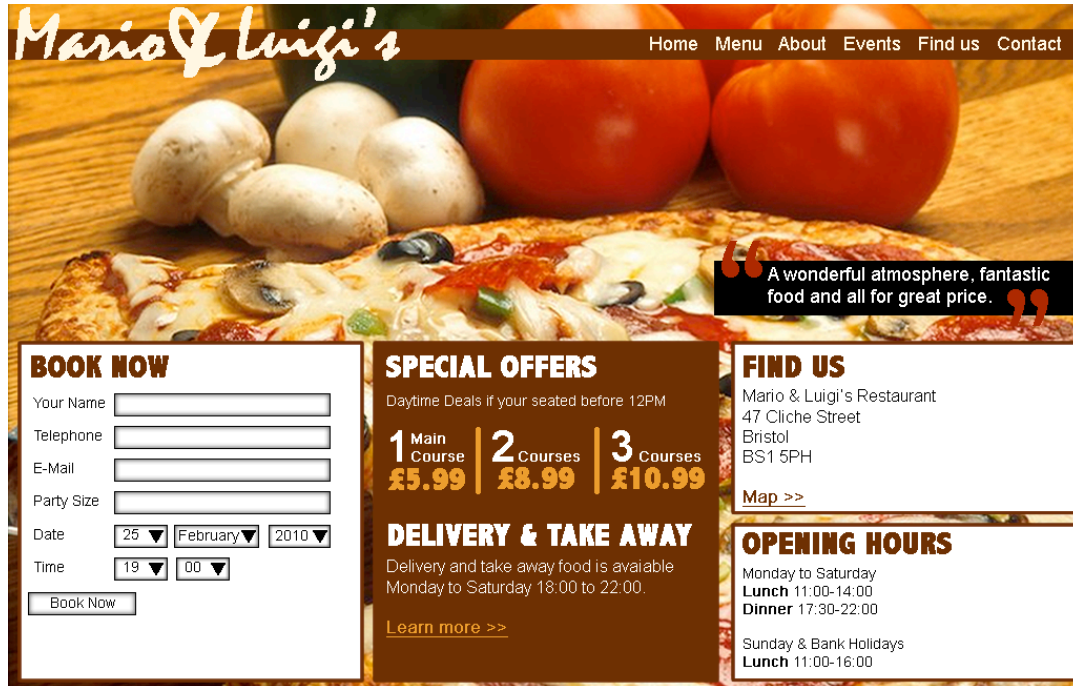
Mario & Luigi's Logo		Navigation Menu	
Large Background Image ¹			
		Pull quote of testimonial. Large quote marks ²	
Book Now Your Name <input type="text"/> Telephone <input type="text"/> E-Mail <input type="text"/> Party Size <input type="text"/> Date ⁴ <input type="text"/> <input type="text"/> <input type="text"/> Time <input type="text"/> <input type="text"/> <input type="button" value="Book Now"/>	Spical Offers ³	Find Us Mario & Luigi's Restaurant 47 Cliche Street Bristol BS1 5PH Map >>	
		Opening Hours	

1. An image, which will span the entire, page but not tile or repeat. It will be different each time the page is loaded based on a random selector.
2. A quote on a randomiser, which will be different each time.
3. Special offers will change constantly as new ones begin or booking for a new time of year are being taken like mother's day or Easter. This box will have a slide show of images which will change every 5-10 seconds or so. This will be done with JavaScript for full compatibility in browsers.
4. Self-updating date and time fields which alter depending on the user's selection so that they cannot book in the past or cannot book when the restaurant is closed.

Mario & Luigi's Logo		Navigation Menu	
Page Title		Book Now	
2 Large Image		Your Name <input type="text"/> Telephone <input type="text"/> E-Mail <input type="text"/> Party Size <input type="text"/> Date <input type="text"/> <input type="text"/> <input type="text"/> Time <input type="text"/> <input type="text"/> <input type="button" value="Book Now"/>	
First Column, for textual content i.e. menu	Second Column, contents continued from first	Special Offers	
		1 Pull quote of testimonial. Large quote marks	

1. The contents of this far right column can be extended further downwards with more boxes if required, depending on the length of the content on the left side of the page.
2. Depending on the page, this large image on top with 2 small columns below could alter. The image could be the width of only 1 column and would be moved above the right or the left of the lower columns. Doing this would leave the column without any image above it to be moved upwards to fill the space and lengthened downwards allowing more information to be show.

Final Visual Designs



Mario & Luigi's Home Menu About Events Find us Contact

A wonderful atmosphere, fantastic food and all for great price.

BOOK NOW
Your Name
Telephone
E-Mail
Party Size
Date
Time

SPECIAL OFFERS
Daytime Deals if your seated before 12PM

1 Main Course £5.99	2 Courses £8.99	3 Courses £10.99
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DELIVERY & TAKE AWAY
Delivery and take away food is available Monday to Saturday 18:00 to 22:00.
[Learn more >>](#)

FIND US
Mario & Luigi's Restaurant
47 Cliche Street
Bristol
BS1 5PH
[Map >>](#)

OPENING HOURS
Monday to Saturday
Lunch 11:00-14:00
Dinner 17:30-22:00
Sunday & Bank Holidays
Lunch 11:00-16:00



Mario & Luigi's Home Menu About Events Find us Contact

MENU

Our Food
Serving a fine selection of gourmet pizza baked in traditional wood-fired ovens, delicious salads, speciality gourmet sausages, pastas and kilo pots of mussels served in a variety of exquisite sauces, MARIO AND LUIGI'S menu is fresh, modern and uncomplicated. International influences prevail in the beer and the food and this fusion helps make MARIO AND LUIGI'S unique in substance and style.

Starters
A selection of appetizers and antipasti to start your meal.

Pizza
Choose from 10 of our fantastic pizzas or create your own topping combination.

Mains
Traditional Italian pasta dishes and a la carte menu.

Dessert
Finish your meal with a sumptuous dessert, cheese board or coffee.

Drinks and Wine
Red and white wine, bottled beer and cider, soft and fruit drinks

Delivery and Take Away
Available Monday to Saturday.

BOOK NOW
Your Name
Telephone
E-Mail
Party Size
Date
Time

SPECIAL OFFERS
Daytime Deals if your seated before 12PM

1 Main Course £5.99	2 Courses £8.99	3 Courses £10.99
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Vibrent food bursting with flavour! I will be coming back for more.

MENU Pizza

Traditional Cheese £6.85
With oregano & our signature tomato sauce.

Teriyaki Chicken £7.85
Teriyaki chicken, julienne carrots, spring onions, red peppers, cashew nuts & teriyaki sauce.

Thai Green Chicken £7.85
Thai green chicken, spring onions, roasted mixed peppers, julienne carrots, coriander, roasted peanuts

Mango Tandoori Chicken £7.85
Grilled tandoori chicken, mango, onions, roasted mixed peppers on a spicy curry sauce. Topped with fresh coriander.

Smokey Mexican £7.85
Spicy mexican sausage, roasted mixed peppers, red onions, sweet corn, jalapenos, smoked cheese, coriander, chilli oil & tomato sauce.

Peri Peri Chicken £7.85
Spicy chicken, fresh chilli, sweet corn, sun-dried tomatoes, red onions & peri peri and tomato sauce.

Wood Roasted Vegetables £7.85
Courgettes, aubergines, roasted mixed peppers, sun-dried tomatoes, garlic & tomato sauce.

Peking Duck £8.85
Roasted duck breast, spring onions, crispy tortillas & hoi sin sauce.

Caramelised Pear & Gorgonzola £7.85
Caramelised pears, gorgonzola cheese, taleggio cheese, walnuts & tomato sauce, topped with rocket & ranch dressing.

Salmon and Mascarpone £7.85
Smoked salmon, mascarpone cheese, smoked cheese, fresh tomatoes, rocket & dill.

BBQ Chicken £7.85
Barbecued chicken, red onions, smoked cheese, coriander & our BBQ sauce.

Mediterranean £7.85
Cherry tomatoes, basil, olives, garlic, rocket, parmesan & tomato sauce.

Grilled Garlic Prawns £8.85
Grilled tiger king prawns, mussels, red onions, oregano, parsley, white wine & garlic sauce.

Roasted Garlic Chicken £7.85
Grilled chicken, onions, parsley, white wine & garlic sauce.



Create your own

Choose your own toppings to create your perfect pizza. A pizza can have up to 7 toppings

- Mozarella Cheese
- Goats Cheese
- Gorgonzola Cheese
- Chargrilled Chicken
- Spicy Chicken
- Thai Green Chicken
- Teriyaki Chicken
- Spicy Beef
- Roast Duck
- Spring Onions
- Red Onions
- Tomatoes
- Rocket
- Smoked Salmon
- Barbecued Chicken
- Olives
- Permesan Cheese
- Grilled Tiger King Prawns
- Mussels
- White Onions
- Walnuts
- Caramelised Pears
- Courgettes
- Aubergines
- Mixed Peppers
- Sun-Dried Tomatoes
- Sweet Corn
- Fresh Chilli
- Mango
- Spicy Curry Sauce
- Tomatoe and Garlic Sauce
- Julienne Carrots
- Roasted Peanuts
- Cashews Nuts

BOOK NOW

Your Name

Telephone

E-Mail

Party Size

Date

Time

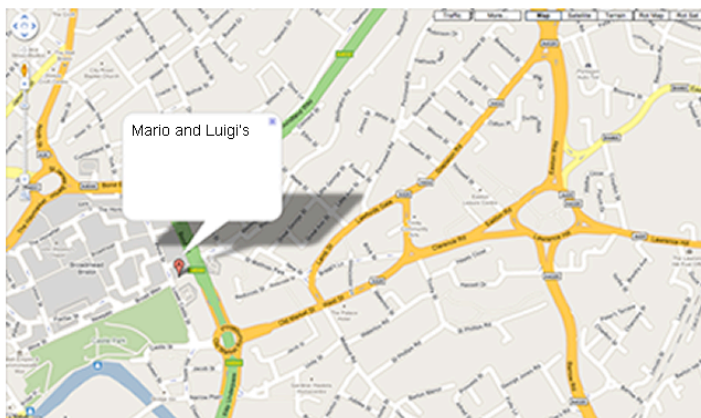
SPECIAL OFFERS

Daytime Deals if your seated before 12PM

1 Main Course £5.99	2 Courses £8.99	3 Courses £10.99
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“Vibrent food bursting with flavour! I will be coming back for more.”

FIND US



Mario and Luigi's is located in the heart of Bristol. The perfect place to escape the city life and enjoy a freshly brewed beer in beautiful surroundings. Located 10 minutes away from the O2 centre in Greenwich, the perfect place to grab a bite to eat before the show.

Getting Here

By Car

From the M32 follow signs to Cabot Circus.

By Bus

Arrive by First Bus 8,9, 40 and 54.

By Train

The closest station is Bristol Temple Meads. There is a taxi rank just outside otherwise catch a bus.

BOOK NOW

Your Name

Telephone

E-Mail

Party Size

Date

Time

SPECIAL OFFERS

Daytime Deals if your seated before 12PM

1 Main Course	2 Courses	3 Courses
£5.99	£8.99	£10.99

“Vibrent food bursting with flavour! I will be coming back for more.”

Evaluation

I am very pleased with the way that the website turned out. I believe it caters to the personas and the brief provided. Certainly all of the details that Jason and Heidi are looking for are on the website. I think that the additions I made based on my research of other sites was beneficial and gave a few extra good ideas.

Design wise I like the final site. I think that the colour scheme works really well. It seems warm and inviting and works with the Italian theme with no clichés. The overall site itself is clean and the navigation and page structure is simple and straightforward and easy to navigate.

I believe by using features such as Google maps integration, I am taking full advantage of what is out there on the web at my disposal. Plus it adds an extra level to the map.

The design process was relatively thorough. After the research of other website I moved straight on to site objectives and functional and content requirements. I chose not to do a mood board or sketchbook because they never really help me to design a site. I like to work with elements on the screen and move them around, change colours and so on until I reach a design I'm happy with. Also known as rapid prototyping, this is the technique that I find works for me best.