

Hoppers Bar + Grill Analysis (Pt.1)

Visual Design

- *Design Principles*
 - I used similarity by using the same font for menu headings, the same font for menu items, and the same font for menu descriptions.
 - Contrast is shown in the menus: white background and black text. Contrast is also used in the logo and homepage buttons.
 - Proximity is used throughout menus by spacing each menu item apart. Negative space is efficiently used around and between the different menus.
 - Enclosure is used on main menu page- each menu has a yellow box that border the text.
 - Orientation. Headings are center aligned, body text is left aligned, homepage buttons are centered.
 - Order is shown by size of text and color: menu headings are large with yellow text, menu items are bold, and menu description is shown in smaller text and italicized.
 - Alignment is shown with a box around the wing sauce options. Alignment can be seen in other parts of the design, such as the various menu categories and under the 'Menus' heading.
- *Gestalt Principles*
 - Similarity: grouped similar elements together including menu items, headings, font, and color.
 - Proximity: used spacing between menu items
 - Symmetry and Order: used through borders of menus, text size and color of headings, and font of body text. Text is often used to show importance by using different points for the headings and body.
- *Preattentive Processing*
 - Bright, gold yellow text is used to help users quickly identify the category of menus, within each menu.
 - Used familiar icons used across designs: escape icon, search icon, menu icon, back icon.
- *Page/Screen Design*
 - F-shaped pattern

- Information is carefully placed in according to expectations: icons, headings, body text.
- Created document to view in all three modes: skim, scan, and read. Users can skim by selecting which menu they wish to choose, scan the content by locating bold text for menu items, and read italicized descriptions.
- I did not include an online ordering system because Hoppers is a small-town bar that cannot accommodate that technology and user needs. Instead, I included a textbox at the bottom of each menu page that informs users to call a certain number when they are ready to order.

Inclusive Design

- *Accessibility for marginalized audiences*
 - Colorblind friendly- used contrasting colors with black text and white background, gold text and borders.
- *Representation*
 - People of lower-income households with mobile design
 - People of Color with mobile design
 - Young audiences with mobile design
 - People without college degrees with mobile design
 - Varying ages with big and bold text
 - Locals- call only option for ordering. There is not potential for online ordering since it is a small-town bar.
- *Exclusion*
 - Audiences who place orders online
 - Audiences who prefer computers over mobile phones

Interaction Design

- *Organizing info clearly*
 - Information is appropriately spaced apart, separated by headings and fonts, borders/boxes, and color.
- *Encouraging behavior*
 - Users are encouraged to select the back arrow icon to preview other menus. In addition, users are reminded to click the call prompt or

manually type in the phone number to place an order at the bottom of each menu page.

- *Minimizing cognitive load*
 - Cognitive load is minimized by separating menus into multiple categories. Menu items are separated from other menu items using spacing. Menu items are placed in one column that reads vertically (opposed to two columns in previous design).

Fair Use Factors

- *Purpose and character of use*
 - The intended use of the image is to pitch my work to a potential customer. The image is not intended to be used if the customer were to accept my pitch; the images are merely used for examples.
- *Nature of copyrighted work*
 - The images used in my pitch presentation are copied from a source that offers free images to the public. For this presentation, I used *Unsplash* and *Pexels* for my images.
- *Amount used*
 - I did not alter the image, but I used the entire image in my pitch. Because I used a public source for free images, I am legally able to use the entire portion of the photo.
- *Effect on the market*
 - There is no effect on the market for the copyrighted work.
- *Ethics and legality*
 - The images used in my pitch presentation are both ethically and legally safe to use. As stated above, I used a free online source for my images used. I chose images that closely resembled the food choices in the restaurant's menu and are meant to be used as examples. If Hopper's were to use those images in their official menus, it would be unethical since it is false advertising. If Hoppers were to accept my pitch, they would need to use their own images of their food items made at the restaurant.



Tim Toomey - Unsplash

Hoppers Website: <https://www.hoppersbar.com/>

Redesign Mockup and Pitch for Hoppers (Pt.2)

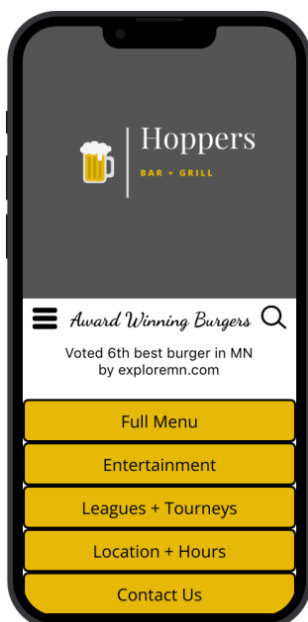
My name is Allison Hennen, and I will be pitching you my design for your current online website. With careful considerations from my knowledge about visual design, I will mockup your homepage and food menus to help increase usability and inform customer decisions. Please note that I am only providing a redesign for mobile phones. I will create a computer mockup should you be interested in my mobile design!

Logo



I redesigned your logo to help reposition your bar as a hip, hot spot. The design is very modern; it's minimalistic with the font, graphic, color palette, and the clean line that separates the cup of beer from the bar's name. White and grey are associated with minimalistic designs, and the gold positions your bar as high quality. The font suggests sophistication, which will help bring in Millennials and Gen Z customers.

Homepage



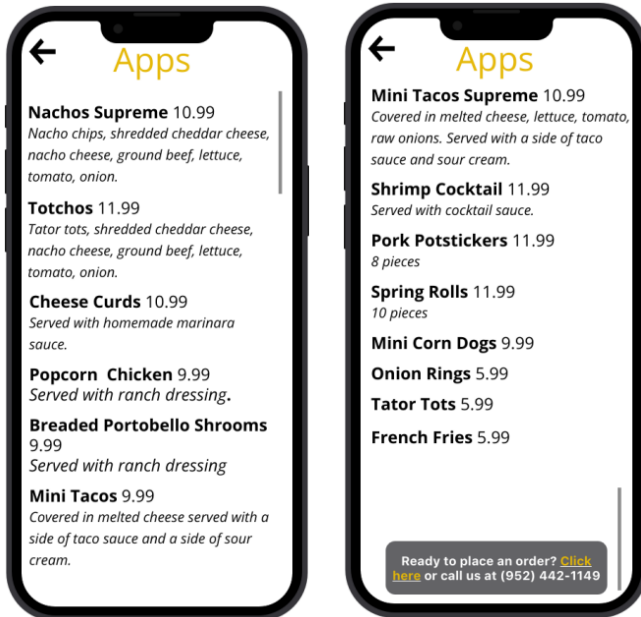
I completely re-gutted your website to give it a clean look, starting with the homepage. I chose to stick with the same font and colors used in your logo for similarity. This will help users immediately identify elements in order of importance. The center buttons display the main tasks users will interact with, and I provided a search bar at the very top right to help users navigate or search for something specific.

Menu Page

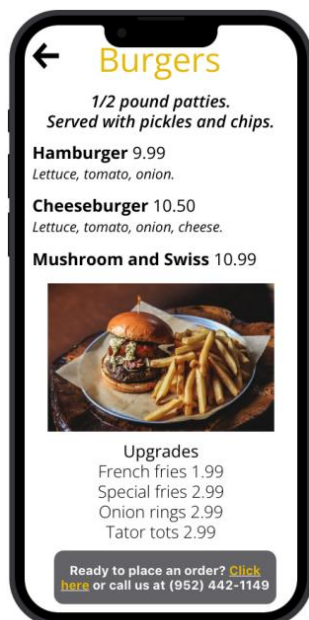


For your menu page, I separated each menu by category. In your original design, I noticed that you had your full menu as one entire page. While that works great for a computer version, it's harder to see the menu items on a mobile device. With menus separated by category, users can more easily search for something specific. Each menu is separated by the same gold color I used for the homepage buttons and logo so users can easily differentiate between the menus. In addition, users can back their way back to the homepage by clicking on the X icon to the right. I made sure to strategically place all icons in familiar places so users can easily access the website.

Menus



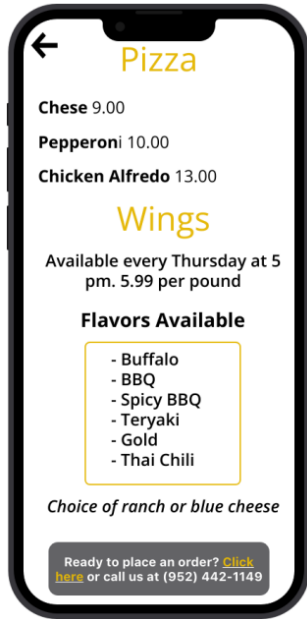
For the appetizer menus, I included what looks like a 'scroll bar' to the side of the page so users can identify which page they are on. It also lets users know that there are more menu items after the 'mini tacos'. Without the bar, users may overlook the second page of appetizers. As you can see at the bottom of the page, I added a textbox displaying your restaurant phone number. This box also prompts users to call once they are ready to place an order. I did not include an option to place orders online because I know your restaurant is not ready to make that big leap and cannot support it at this time.



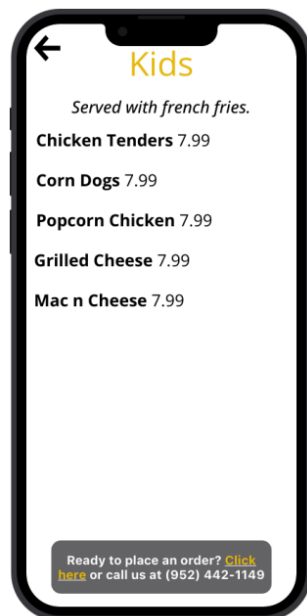
For the burger menu, I copied the same format as seen in the appetizer menus: same gold heading that lets users know which menu they are viewing, bold text for each menu item, and italic text for a description of each menu item. Since burgers come with a side of chips, I thought it was important to let users know that upgrades are available. Beside each upgrade is a price so users will not be surprised when they hear their order total. To make sure each menu page had the same elements, I included a back feature, shown by the back arrow to the top left of the page. When users click the arrow icon, they will be brought back to the 'menus' page. Last, I know your restaurant is known for having some of the best burgers in Minnesota—that's why I added a photo featuring a burger that closely resembles the burgers you serve.



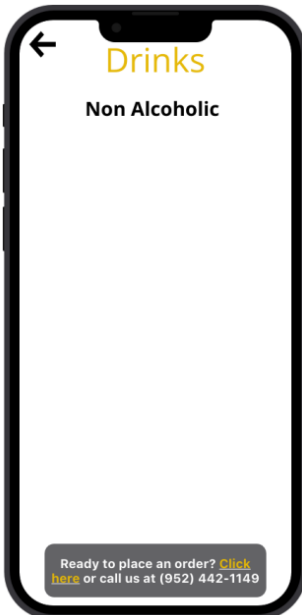
The same format is copied into the wraps and clubs menu. I wanted to make sure it was clear to users that their orders are served with pickles and chips, so I italicized the text and made it bold under each menu heading. Again, I included the possible upgrades and the prices for each. As you can see, the order textbox is listed at the bottom of each menu page. This will serve as a reminder for users to call in to place an order.



The pizza and wing menu follows the design layout for the previous menus. Because wings are not available every day, I made sure to note that wings are only available every Thursday after 5 pm and listed their price to the right. A textbox with a gold border surrounds the wing sauces available. It adds emphasis and draws users' attention right away. Since wings are often served with ranch or blue cheese, I wanted to make sure your customers knew that was available to them for a side dressing.



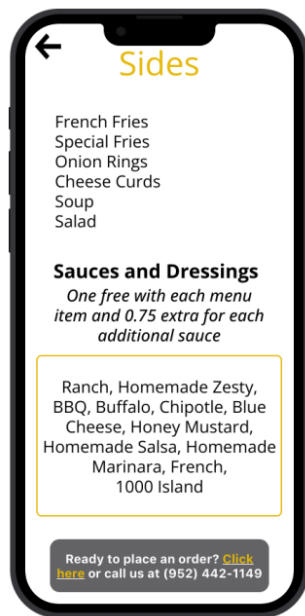
The kid's menu is short and sweet. Users can immediately identify that the menu items are served with fries by the italicized text that is placed under the heading. Again, the menu follows the same design format as the above menus in terms of headings, font, color, and the contact textbox.



I didn't add any items to your drink menu because it would look similar to the menus shown above. Each drink item would have the same font and color scheme. In addition, I wasn't sure if you were interested in including a drink menu since you do not currently have one up and running on your website. If you would like me to mockup a menu for your drinks, please send me your drinks available and I will design it for you.



The weekly specials menu is different from the other menus because it is not a main menu. I made sure to differentiate the layout by placing the text in all caps so users would not get confused about the menu. Each day of the week is enlarged with the associated special to the righthand side. I know how people travel to town just to try your loaded bloodys, so I included a photo that best represented your famous bloody marys.



Each side is listed and left aligned. I did not add a price to the sides because I was not sure if the price differentiated from the upgrades listed on the previous menus. I included each sauce and dressing you offer so users can include a sauce of their choice for their meal.

Ordering



This page demonstrates what it would look like when users click on the phone number in the contact textbox. Users are brought to a prompt that displays the phone number, allowing them to press 'call now' so that they do not have to manually type in the restaurant phone number. This feature prevents users from typing in the wrong number or having to do an extra step.