

FULL DESIGN PROJECT

NEW AGE NOODLES

Angelica Gillespie



table of contents

| | |
|--|--------------|
| CLIENT BRIEF | 3-5 |
| USER PERSONAS | 6-7 |
| USER ANALYSIS | 8 |
| BRAND SUMMARY | 9 |
| FEATURES & STRATEGIC ELEMENTS | 12 |
| CONTENT: MIND MAP | 13 |
| CONTENT: CARD SORTING | 14 |
| NAVIGATION SITE MAP | 15 |
| <H> TAG HIERARCHY CHART | 16-17 |
| WIREFRAMES | 18 |
| DESIGN TILE | 19 |
| PROJECT MANAGEMENT: | |
| SIGN-OFF SHEET | 20 |
| REFLECTION EVALUATION | 20 |

Client Brief

PROJECT OVERVIEW

CLIENT/COMPANY NAME: NEW AGE NOODLES

| | |
|------------------------------------|---|
| About the Company: | Asian-fusion restaurant that focuses on fresh, homemade ingredients |
| Brand Keywords | Modern, Fun, Sleek |
| Tone | Friendly |
| Project Goal and Objectives | <ul style="list-style-type: none">• Support purchase of food• Allow customers to learn more about menu• Have consistent live menu• Allow customers to have clear understanding of what's in food |
| Target Audience | 20-40 somethings, families, college students, |
| Users want: | <ul style="list-style-type: none">• Find delicious food• A clear menu and pictures• Ingredient list• Deals• Events |
| Key project deliverables | <ul style="list-style-type: none">• Give customers a way to order and look at food• Special Events/Menus |
| Develop Trust | <ul style="list-style-type: none">• About owner, wife, and son who run the restaurant• Meet the chefs• Talk about story from New Age Café to New Age Noodles |

Client Brief

PROJECT OVERVIEW

SUBHEADING

| | |
|---------------------------|---|
| Creative Direction | <ul style="list-style-type: none">• Events calendar/reservation services for special events, such as the Mother's Day brunch special• Social Media Integration• Vibrant, detailed and visual menu |
| Marketing | <ul style="list-style-type: none">• No loyalty program at this time• There are promos and deals, but seem to be random• Connection and marketing is established through Facebook page• Reviews on Facebook, Yelp, and Google |
| Success measured | Happy customers who see menu and place orders with little to no technical experience |

Client Brief

CLIENT BRIEF SUMMARY

WHAT IS THE PURPOSE OF THIS WEBSITE?

The purpose of this website is to support is to purchase of food, inform customers about the food available and their ingredients, and that New Age makes their food from quality, fresh ingredients.

New Age Noodles is the continuation of New Age Café. It is run by the owners: father, mother, and son. Their small business grew from smaller beginnings to a full-on restaurant in Downtown Mount Clemens.

Their focus is on making great Asian flavors, using fresh, handmade ingredients. For example, they used to make their own Bahn mi sandwiches from the meat to the bread.

The client will provide resources for their website and also have a Toast Tab account, that they want to integrate in their website.

FEATURES

- Menu
 - Integration with Toast Tab
 - Add online menu with ingredients/allergens list
 - Suggestion to get a food photographer involved to have more vibrant pictures and better lighting
- Company/Owner history
 - Meet the owners and chefs section
- Reviews from Facebook and Google
- Facebook/Social Media integration
- Community

User Personas

Name Derek Moss **Regular:** Y/N
Age 35



Demographics

- Well-travelled businessman
- New to Mount Clemens
- Foodie - likes more fun experiences in food

Behaviors

- Likes to order a variety of different foods to try them out.
- Likes to be surprised
- Bit of a ramen-head
- Likes to order in, because afraid quality will go down and all the negative impact of packaging

Needs

- Looking for a regular ramen place to go near him, as opposed to those that are an hour away like in Detroit
- Likes experimental drinks

Frustrations

- Doesn't like if things suddenly disappear from menu
- Very visual and doesn't like bad food pictures

Name Scotty Davis **Regular:** Y/N
Age 42



Demographics

- Father of 2 children, twin girls
- Introduced by coworkers to place that will accommodate allergies

Behaviors

- Often asks for ingredient list since one of his children have food sensitivities to wheat
- Very vigilant about what his family eats to maintain a healthy lifestyle

Needs

- Ingredients list to ensure his daughter with food sensitivities is taken care of
- To know calorie intake and safe alternatives for his daughter

Frustrations

- Soy sauce has gluten as a primary ingredient, needs to know if it can be eliminated or substituted for a wheat-free version

Suggestions to Derek's needs:

- More high-quality pictures for the website and the online menu

Suggestions to Scotty's needs:

- Accessible ingredients list
- More allergy accommodation

User Personas

CONTINUED

Name Francesca Damos **Regular:** Y/N
Age 30



Demographics

- Frequently dines out and occasionally orders in
- When ordering in, she is usually with her people

Behaviors

- Heard about them during pandemic on Facebook from take home meals
- Occasionally checks in on them on Facebook to see if they have any current take-home meal specials, new items, specials, etc

Needs

- Wants more clear updates about specials, especially since they get lost in the Facebook feed unless, she actively goes onto New Age's page
- Likes to go with friends to hang out

Frustrations

- Hard to order for group then later figure out who ordered what
- Doesn't like going to Facebook everytime to get info, since not a frequent user

Name Ariel Summer **Regular:** Y/N
Age 21



Demographics

- College student
- Frequents Downtown Mount Clemens for work and weekends

Behaviors

- Likes things that are easy to pick-up
- Rarely dines in
- Occasionally will order dishes for roommates.
- Eats in to drink and watch shows
- Likes to social media share

Needs

- Menu for orders to show roommates
- More clear pictures to show what the food is like
- Needs budget-friendly deals

Frustrations

- Wishes the menu link on Facebook was up to date.
- Glad the toast tab is up to date, but still would like more detailed explanations when she has guests over

Suggestions to Francesca's needs:

- More visual menu
- Events calendar
- SMS alerts about events, specials, and promos

Suggestions to Ariel's needs:

- More detailed menu
- Budget friendly programs, like loyalty programs.
- SMS for deals

User Analysis

SUMMARY

THE WEBSITE USERS SHARE SIMILAR NEEDS:

- Events/Offers Alerts
- Events calendar with reservation system
- A clear menu
- Accessible ingredient lists/Better description of menu items

WEBSITE DESIGN CONSIDERATIONS BASED ON THE

USER ANALYSIS:

- Add SMS sign-up for deals, events, and food specials
- Single menu with more detailed ingredients list, higher quality photography, and allergen warnings and options

TOASTAB CONSIDERATIONS BASED ON THE

USER ANALYSIS:

- More and better-quality pictures
- Allergen warnings
- Frequent buyers/loyalty program

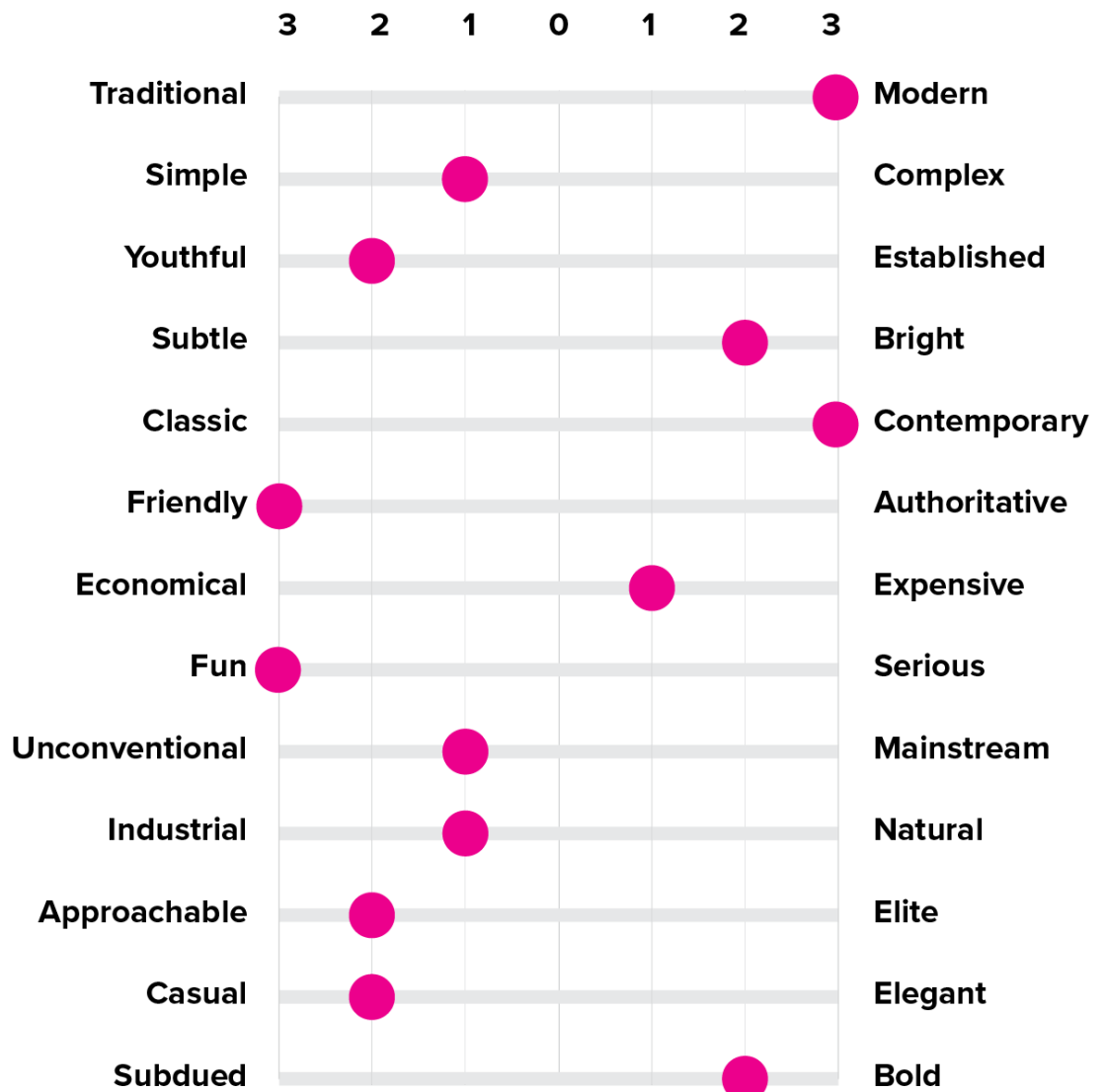
GENERAL:

- Emphasize fun and friendliness, as a small and growing business

Brand Summary

NEW AGE BRAND PERSONALITY

BRAND MATRIX



NEW AGE BRAND PERSONALITY



| BRAND ITEM | HOW THIS IS EXPRESSED IN THE WEBSITE |
|--|---|
| Logo | |
| New Age Café Logo Typography | In Header, repeating on website |
| Brand Characteristics | |
| <ol style="list-style-type: none"> 1. Modern 2. Sleek 3. Fun 4. Friendly 5. Bold | <p>Brand Promise: New Age Noodles make fresh, handmade and made-to-order Asian food.</p> <p>Friendly: Easy to find and easy to understand menu item descriptions</p> <p>Fun: Website content is written in a fun and friendly way</p> |
| Core Values: | <p>Creativity, Integrity, and Generosity</p> <p>Creativity: Creative posts of new menu items and specials</p> |

NEW AGE BRAND PERSONALITY

| BRAND ITEM | HOW THIS IS EXPRESSED IN THE WEBSITE |
|--|---|
| <p>Brand Voice:</p> | <p>Convey fun and happy mood with:</p> <ul style="list-style-type: none"> • Wording is fun and friendly and inviting. • Headings are clear and descriptions are brief. • Include social media for customers to share photos when they are visiting New Age. • Also create more quality food photography for the menu to allow customers to “eat” with their eyes. |
| <p>Brand Style:</p> | |
| <p>Modern</p> <p>Black, grays, and pop of yellow color palette</p> | <p>Sleek cards and textures, with sans serif typography to give off more modern and contemporary feeling</p> <p>To match previous website: thenew-agenoodles.com And to go for more modern and contemporary style</p> |

Features & Strategic Elements

FEATURES

- SMS and Newsletter Program for Loyalty
- Social Media Post Feed/Gallery
- Customer Reviews

CONTENT ELEMENTS

- Featured Front Page Story
- Specials
 - Events Calendar and Reservation System
 - Blog Style
- Visual Menu

BRAND ELEMENTS

- Creativity is fun photography and gallery
- Fun is food specials content and events
- Modern is simple, user-friendly design

Content: Mind Map

Good for determining the information units (cards);



Content: Card Sorting

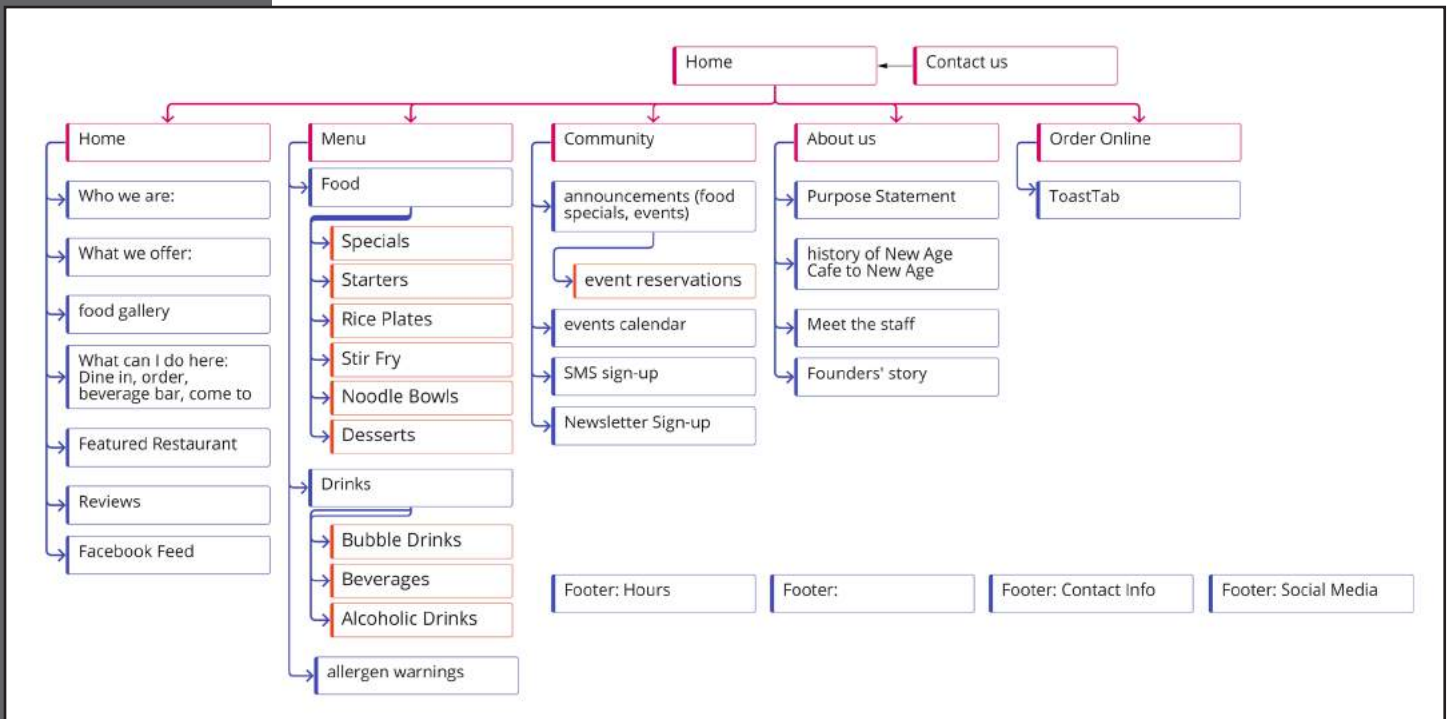
These are PHYSICAL elements on the webpage

Group cards from mind map into categories

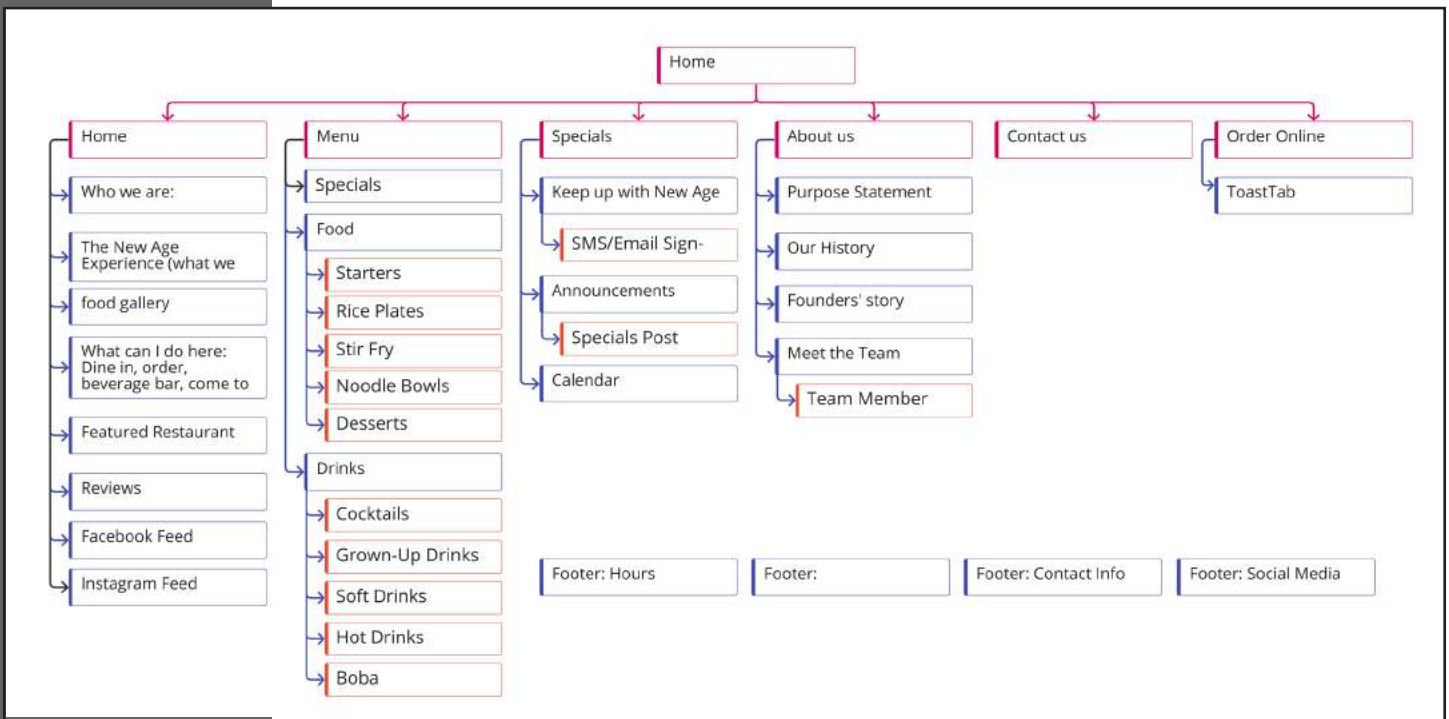


Navigation Site Map

BEFORE BUILD



AFTER BUILD



<h> Tag

Hierarchy Chart

NEW AGE NOODLES

| Headings | | Label |
|-----------|------|----------------------------|
| Home Page | | |
| <h1> | | Welcome to New Age Noodles |
| | <h2> | The New Age Experience |
| | | <h3> Fresh Food |
| | | <h3> Unique Drinks |
| | | <h3> Food Specials |
| | | <h3> Events |
| | <h2> | Gallery |
| | <h2> | Things to Do at New Age |
| | | <h3> Dine In |
| | | <h3> Bar |
| | | <h3> Carry Out |
| | | <h3> Specials Sign-Up |
| | <h2> | Featured Story |
| | <h2> | What People Are Saying |
| | <h2> | Social Media Feeds |
| Menu | | |
| <h1> | | Menu |
| | <h2> | Specials |
| | | <h3> Sunday Brunch |
| | <h2> | Food |
| | | <h3> Food item |
| | <h2> | Drinks |
| | | <h3> Food item |
| | | *multiple food items |

<h> Tag

Hierarchy Chart

NEW AGE NOODLES CONT.

| | | | |
|------------|------|------|-----------------------|
| Specials | | | |
| <h1> | | | Specials |
| | <h2> | | Keep up with New Age |
| | <h2> | | Announcements |
| | | <h3> | Mother's Day Specials |
| | | <h3> | Headline |
| | | <h3> | Headline |
| | | <h3> | Headline |
| | | <h3> | Headline |
| | | <h3> | Headline |
| | | <h3> | Headline |
| About Us | | | |
| <h1> | | | About Us |
| | <h2> | | Our History |
| | <h2> | | The Founders |
| | <h2> | | Meet the Team |
| Contact Us | | | |
| <h1> | | | Contact Us |
| Footer | | | |
| | <h2> | | Find us |
| | | <h3> | Hours |
| | | <h3> | Address |
| | | <h3> | contact |

Wireframes

Home

h1 Welcome to New Age Noodles

h2 The New Age Experience

h2 Gallery

h2 Things to Do of New Age

h2 Featured Story

h2 What People are Saying

facebook feed | instagram

h2 Find us

h3 Hours | h3 Address | h3 Contact

Thank you for visiting our site
You are being directed to our Facebook account. Thank you for your patronage

Newsletter and Text Sign-Up

Sign up to get alerts for deals, promos, and news from New Age Noodle!

Name:

Email: Yes, send me emails.

Phone Number: Yes, I want text updates.

By entering your email address, you consent to receive promotional emails from New Age Noodles about deals, food promotions, and news. If you have questions, please email the address@newagenoodles.com. You may opt out of emails at any time by selecting unsubscribe at the bottom of emailed newsletters. If you entered your phone number, you consent to receiving marketing text messages. Message and data rates may apply. Text messages are sent using automated technology to the wireless number you wish to subscribe. Text STOP to opt out at any time.

Submit

Thank you for signing up! We'll be in touch shortly.

Home | Menu | Specials | About Us | Contact

Specials

h1 Specials

h2 Announcements

h3 Mother's Day Specials

h3 Headline | h3 Headline | h3 Headline

h3 Headline | h3 Headline | h3 Headline

h2 Find us

h3 Hours | h3 Address | h3 Contact

About

h1 About Us

h2 Our History

h2 The Founders

h2 Meet the Team

h3 Josh Probst | h3 Name | h3 Name

h2 Find us

h3 Hours | h3 Address | h3 Contact

Menu

h1 Menu

h2 Specials

h2 Food

h2 Drinks

h2 Find us

h3 Hours | h3 Address | h3 Contact

Contact

h1 Contact Us

Message:

Submit

h2 Find us

h3 Hours | h3 Address | h3 Contact

h1 We'll be in touch

Design Tile



New Age Noodles Style Tile

Cards, Designs, and Buttons



h3 Events Post
Event Descriptions. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna...



h3 Food Item

This is for the menu. To describe select food items..



h2 Good Food

This is a card.



Colors



h1 New Age Noodles Header

Font: Teko Bold

h2 New Age Noodles Subheader

Font: Teko Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Montserrat Medium

This is an example of a Text link »

Adjectives

Modern

Fun

Sleek

Bold

Creative

Contemporary

Project Management: Sign-Off Sheet

MONDAY: ONLINE PROJECT MANAGEMENT

For project management, the online app, Monday was used as an online work project management for the client to sign-off on and check work. Cards were used to list work and a drop down to confirm work was done, then the client can go further down the drop-down menu to click client sign-off.

Reflection Evaluation

EVALUATION OF BEING A DESIGNER:

HIGHLIGHTS:

Being a designer from the very beginning to the final product is a very enriching experience. Getting with the client and asking them questions helps guide the product on what features and content they may need.

ISSUES:

Some issues that came up when building the working prototype were the limitations of InVision. My wireframes for the menu had tabs to make the content more readable by categorizing it into a more digestible amount. However, when trying to use overlays in InVision would completely block other interactables on the webpage, such as the navigation. Thus, I had to revise my wireframe for the build to work.

Another thing to factor in from the previous point is the value of workflow. Sometimes, troubleshooting comes up and that's fine so long as you inform the client and are clear about things that need to be adjusted.

CONCLUSION

Overall, I found the project to be a challenge but a rewarding one. It was fun researching more about New Age Noodles, flexing my research talents. Even when I ran into issues, it helped inform the project more and what was needed for clear and concise content.