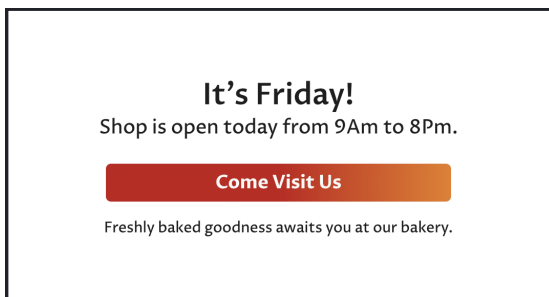Small Business Website - Revisited
The Richardson's Traditional Bakery

Design

The website is of a traditional bakery in London. Re-design phase of the website was started with the site's content. Most of the content where same, but considering the accessibility and UX some changes where made.

New section was added

In addition to the old website, I wanted to add a section which invites the customers to visit the bakery in person.
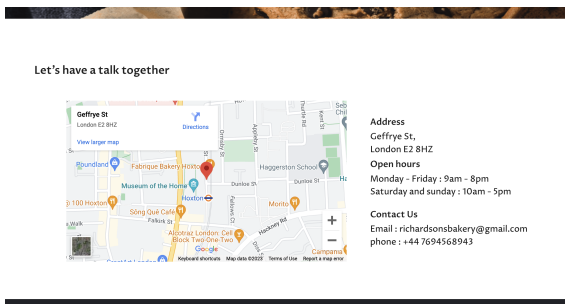
Fixing on a simple design was difficult as I wanted an eye-catching design.

Considering the design of website I sticked on to a simple design. I also tried to highlight the button by adding a different colour out of my website's colour palette. Also highlighted bakery's opening time and if the bakery is open or not with javascript. This will improve the user experience.
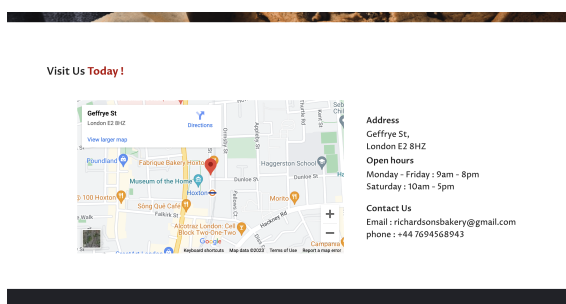
Contact page heading

After testing with users I changed the heading of contact page to 'Visit Us Today!'. This will promote users to visit bakery.
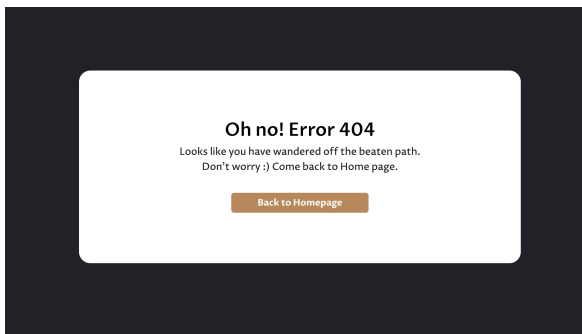
Old version

New version

Favicon

I added a favicon to represent the website. The main motivation behind this was marketing .It will help the users to identify the website easily. The icon make it easy for users to find website easily in their browser history.

Php server side

Php was added to create a modular website, this will help to handle the website in a simple and easy way. I was really satisfied with the php as it helped me to optimise my code and I no longer needed to repeat all the common thing (like, header, navigation bar, banner, footer) in every pages.

Custom 404 page

A custom 404 page was included to make the page more user friendly. It lets your user know that there is an error with their request. Perhaps they mistyped the URL, the page is temporarily unavailable, or the page no longer exists.

I tried not to frighten the users by the usual 404 error message, and added a more pleasant and friendly message with a button that directs the users to the home page of the website.

Image optimisation

All the images where optimised, this will improve SEO and user experience by reducing loading speed

Accessibility

I tried to improve the accessibility features , like removing the unnecessary divs in the code and also made sure that i added semantic markup, proper hierarchy of headings, alt text for images.

Responsive layout

Making a Fully responsive layout was interesting owing the fact that the end result was very fulfilling. The approach I used was mobile-first. This approach will help to ensure the website is optimised for smaller screens and touch-based interactions.