

Good WEB Design for restaurant can increase his marketing and business

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Abstract - In the last ten years, the use of internet has drastically increased in the whole world. This means that while marketing grows other different businesses also grow thanks to the internet marketing.

Meanwhile, internet marketing of certain businesses may have some issues. These may present a problem in the development and the performance of the specific businesses.

Therefore, the main aim of this research is to analyze the design of two different web sites for each of the two restaurants. It is expected to emphasize the advantages and disadvantages of each web site compared to the other one. Also another research is made about a usability of website designing software for restaurants.

The evaluation is followed by questions about the design and specific aspects of the web site and how they are meeting the needs of the customers and their experience with the web site.

For example:

- Is the web site attracting the customers enough to use it again and again?
- Are the customers able to find specific item on the menu?
- Are the customers able to interpret specific graphics and is it useful for the web site?

I. INTRODUCTION

The marketing of the web site with lower design quality would naturally attract less web site visits and the restaurant would have less customers. In order to have more web site visits and more customers in the restaurants, we will need to have a good design of the web site.

The design and development of useful and attractive web sites demands great skills of creativity. As the products evolve from the first ideas through a conceptual design and prototypes, the repetitive cycles of design and evaluation assist in meeting customers' needs. The decision where and how to evaluate a web site, asks for a careful analyzing and it can be different for different types of businesses.

The process of design begins with the designers working on the web site development, which meets customers' needs. Meeting the demands has a tendency to occur in the negotiations between the designers and customers.

The web site designs reflect designer's understanding and representation of customer's needs. As the customers experience the web site design and the ideas behind it, they are able to provide good feedback. This assists web site designers to improve the quality of the web site design. [1]

The process is a continuous cycle with evaluation which improves communication between the designers and customers.

II. EXPERIMENTAL PART

To have a poor web design is the same as if you are in the desert without a compass and looking out of the wasteland.

“I am an artist and I want to know how to get samples of my paintings and samples online”. [6]

Design is the most crucial thing in a website. There are many reasons that a customer would want to stay on the website because of multimedia elements, sound, video, animation, and Flash movies for interactivity. Fast loading is built by Flash web design. Website “X” which will be pronounced later on is affordable and contains professional web site designs and graphics.

HTML is not frequently used because of new updated versions like Flash.

Flash is used because of many useful things that other website software's don't have. Interactivity for example, can attract a user's attention. Flash website design has more advantages than a normal website. It helps in creating a good-looking, interactive and vibrant website. Flash is used to create some of the most eye-catching, awe-inspiring, mind-blowing, award-winning work on the Web. The major factors of a website's design are its color effects, lights, visual effects, positioning and size of its contents. [8]

Animations in Flash have complex transitions, and immersing displays more feasible than HTML. The Flash Web site design enables you to create simple as well as

complex Flash animations, where by you can combine different fonts and effects within a single Flash animation. It is very easy to put a video on your Flash website in comparison to the other sites which can't fulfill that obligation. For Flash it is automatic to reload a page after each request but on the other hand, HTML needs the help of AJAX. In Flash, the design for the website is very creative and it looks the same in all browsers. Flash gives us the ability to multiple uploading, it's also easier to style your own form components than HTML. Flash has the capability to interest people and draw attention about a product or service.

Combine that reputation with the often uniformed opinion that Flash is for creating nothing more than exceptionally annoying banners or Web site intros and preloaders that are so bloated in file size they need their own preloaders and you've got a recipe for disaster. On the other hand, when done correctly, flash was your only option if you wanted anything either than a graphic and text.

Don't use the flash to tell the story, use it to enhance the story. If you are trying to sell a product, leave the important information in the HTML of the page, but use the flash to emphasize and promote the product or a restaurant in this case by either displaying it, or pointing out the benefits, your flash should be complementary and not too overwhelming. Finally, Flash website design is the right choice if you are searching for the best design solution for your website. [10]

Flash websites are powerful and impressive. Flash can be effective when used correctly. These days, thousands of designers use Flash to design stunning web sites, they display products and entertain web visitors in those web sites. Flash is highly profitable when used to advertise products or restaurants among prospective visitors. [12]

The web design is equally important for the customers and the managing team which profit through this web site. The next text will be made as a comparison between good and bad web design and through research of customers we will get results. These results will be very important for the bad web designers, to improve in the future.

A. Description for good web design on "X" restaurant

As people are orienting themselves to the page, their eyes scan the page and are all over it for a few seconds, and then fixate on the top left of the page. If you have a flash movie running they have missed a few seconds of that message.

The web site "X" is representing the restaurant with a good web design. The Web design in this site is made in Flash software.

Its contrast leaves a good impression with the customers. With this site, the designer achieved a good contrast, good for the customer's eye by choosing colors, fonts and images wisely.

The design of "X" site also contains repetitive design elements which help to achieve consistent look and

improve branding. This is achieved by repeating elements in the header and the footer.

In the "X" site the elements are better aligned and in a good order, so the site looks professional and it shows a clear and simple design.

The design of the "X" site has a very good proximity of the elements, so it gives a sense of calmness and harmony to the customers and is guiding the eye.

The "X" site logo is placed in the top-center and it is clearly visible and in accordance with the design. Below the logo there is an attractive flash video for the interior and exterior of the restaurant.

The "X" site typography is with Helvetica font which belongs to San Serif group of fonts.

The home page and the rest of the pages text is justified. This site is designed so it looks great for the customers, it is clear and simple and has consistency. [5]

From the size of the heading, font choice, coloring, button styles, spacing, design elements, illustration styles to photo choices it looks great.

The main menu contains links in the form of submenus such as:

- Home, Menu, Photos, Location, Reservation, About Us, Site Map, Work Time, E-Mail...

In the submenu Menu, there are Entries, Main Menus, Deserts and even the Drinks. Very importantly this submenu also displays the prices of all offerings and their calories.

Since publishing of the web site of the restaurant "X" on the internet, advertising and visits have drastically increased in the next two months. After the first month the number of consumers has increased by 40 %. But after the second month the percentage has grown to 60 %.

B. Description for bad web design on "Y" restaurant

The site with the design "Y" is much worse than the design of the "X" site. The "Y" site is HTML designed. This design has firstly an ugly background which is a photo of some food and it loses the whole text contrast which makes it look messy.

The text on the Home Page is very long and annoying for the customers and makes them scroll down to read it all.

The site "Y" doesn't have a Site Map which prevents customers to easily find anything on the web site.

The color of the Submenu's Font is irritating and different for every button while typography of whole text is in Times New Roman font which is Serif and it is not recommended for any web site. The Serif type of fonts is tiring for the eyes of the customers. [4]

The heading of the Home Page is very big so the Logo of the restaurant "Y" is almost invisible. No videos.

The Submenu's text has very big spacing between the rows, which means when you finish a line of text and going to the next, your eye can get lost.

Between the images and the text there is no padding. The simple rule in the web site design is that you should always have space there.

The text is with very little contrast and it gets lost in the colors of the background. The Main Menu consists of the following submenus:

- Home, Menu, Photos, Personnel, Location, About Us...

There are no Site Map, Work Time and Email compared to "X" web site.

Even though, this web site has fewer submenus than "X" site, it sounds and looks simpler, it is more irritating for the customers because of mismatching of the colors and the typography make the site "Y" inadequate and inconsistent.

The other disadvantage of this site compared to "X" site is that the photos are with very bad resolution and especially important it has photos of food only and not of the restaurant's interior or the exterior.

A big failure is that this site doesn't have a submenu for Reservations, which may cause the restaurant to loose its customers because of the inability to book a table or make any kind of reservations.

Not having an email item on the submenu, creates an issue for the customers not being able to provide good or bad feedback about the restaurant, even to making bookings via email. [2]

In the submenu Menu, the Drinks item is missing, as well as the price list of the offerings and calories of the food. This wasn't the case with the "X" site. [3]

The only advantage of the "Y" site in comparison to the "X" site is the submenu 'Personnel'. Since the restaurant "Y" published the web site on the Internet, there weren't any important changes in the visits

of the restaurant in the next two months. After the first month the number of consumers has increased by 5 %. But after the second month the percentage has grown only to 6 %.

With this raises the question, "Why don't the customers have trust in the web site "Y"?"

In the text bellow there are two researches about the disadvantages of site Y and which web design software is the most adequate for restaurant web sites.

C. Research for disadvantages of website "Y"

After the description of the "X" and "Y" web sites, 300 people of 25 to 60 years of age, were interviewed via the questionnaire why were the visits of "Y" restaurant not increased even with publishing of the web site?

Questionnaire:

- Would you visit a web site which will enable you to find information about a restaurant?
- Would you like a web site with a menu item to make a table reservation in a restaurant?
- Would you like a web site with information about calories of each food or drink offered?
- Would you like a web site with the price list of food and drinks?
- Would the inconsistency (bad order of items, bad resolution, and unreadable text) of the web site make you leave it?

This questionnaire is answered with "yes" and "no". The results are presented in percents.

After processing data, we have come to the conclusion that 58% of people search for restaurant information through websites. 82% of the people said that they like to have a menu item "Reservations", so they can easily book a table in the restaurants.

The percent of people, who responded that like a website with information about calories of foods and drinks, is 72%. Even the 93% of questioned said that they

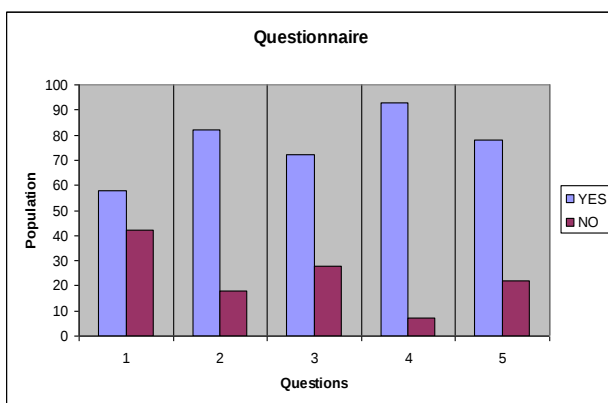


Figure 1. Why the visits of "Y" restaurant didn't increase even with publishing of the web site?

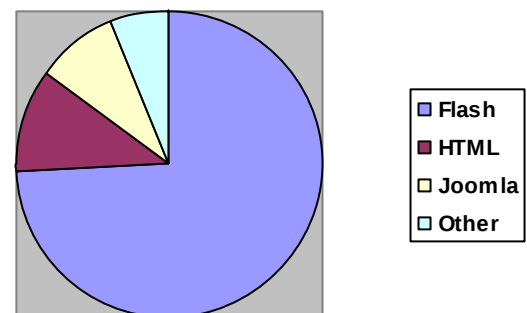


Figure 2. In what software is the website designed for your restaurant?

would like to have a price list on website about food and drinks.

Approximately 78% of people answered that they leave the site if it hasn't got consistency, bad order, bad alignment, bad navigation...

D. Research for WEB Design software for restaurants

In this research 70 websites of restaurants are analyzed. After the research the results are shown in the pie graph above. The main question in this research is:

- In what software is the website designed for your restaurant?

From the chart we can see that 74% from all the websites for restaurants are designed in Flash software, 11% in HTML, 9% in Joomla, and the rest 6% of sites are designed in other software. From this research we can confirm that other than the consumers, the Flash design is agreeable for designers and seekers.

From the questionnaire above we can conclude that the good organization and good design of one website can help the managers get profit and make consumers happy.

In the table bellow you can see advantages and disadvantages on "X" and "Y" websites for restaurants.

TABLE I. ADVANTAGES AND DISADVANTAGES FOR WEBSITES FOR RESTAURANTS

Advantages and Disadvantages	
X	Y
Designed in Flash	Designed with HTML
Good Contrast	Bad Contrast
Good resolution on images	Bad resolution on images
Good navigation	Bad navigation
Good sans serif font	Bad serif font
Has a video for restaurant interior and exterior	Photos and videos for the restaurant interior and exterior are not included
Has a Reservation item	Hasn't got Reservation Item
Has food and calories information	Hasn't got food and calories information
Hasn't got a Personnel menu item	Has a Personnel menu item
All advantages increase attendance to the "X" restaurant	All disadvantages didn't make important changes to the visit of the "Y" restaurant

III. CONCLUSION

An effective and organized web design should be a key element of a restaurant's marketing budget and strategy.

The potential consumer will visit your web site on the Internet and have enough time to see, read your text, see photos of your offers and videos, to see how she/he can book a table at the restaurant and visit the restaurant.

A strong website can boost sales while proving the right information about a restaurant. It should also help increase customer loyalty and retention as well as be a tool to drive first time trial. If you are looking for strategies to incrementally increase your business, then take a good look at your web site. The website must be reconciled in order for a restaurant to successfully capture business from its Internet efforts. [2]

Once you post a short ad on TV, newspaper or other medium, the same ad will be with a highly limited duration of the TV, the consumer or user will not be able to understand anything, but when the same advertisement will indicate the web site address you will know much more about the product you have purchased.

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