

# PROJECT CONSIDERATIONS



## Family of Eateries Ordering App

### Summary:

The development of the Family of Eateries Ordering App is driven by a strategic imperative to position the brand at the forefront of the digital landscape within the eatery industry. Recognizing the potential for growth and the evolving consumer trends, the Ordering App serves as a catalyst for expanding the Family's reach and accessibility over the internet. By embracing this innovative solution, the Family of Eateries aims to offer customers a seamless and convenient platform to explore, engage, and place orders across its diverse range of eateries.

## Part 01: Design

Splash Screen:

- Craft an enticing splash screen featuring the iconic "Family of Eateries" symbol, setting the stage for a visually captivating user experience.

#### Landing Screen:

- Design an intuitive landing screen showcasing three distinct restaurant options, ensuring an uncomplicated user journey from the outset.

### **Restaurant Screens:**

- Develop visually consistent screens for each restaurant, emphasizing a cohesive design language to enhance user familiarity and engagement.

#### Main Menu:

- Create an accessible main menu designed for ease of use, allowing users to seamlessly navigate between eateries and access key information effortlessly.

#### Image Requirements:

- Optimize image content to align with the overall design aesthetics, enhancing the visual appeal of the app for a positive user impression.

#### Font Implementation:

- Integrate local web fonts to maintain a cohesive typographic experience that resonates with the brand identity, fostering a sense of continuity.

### Considerations:

- Maintain a design philosophy focused on user-centricity, ensuring that the Ordering App is both visually appealing and intuitively navigable.
- Prioritize design consistency across all sections, with flexibility for brand-specific variations to preserve the unique identity of each eatery.

## **Part 02: Functionality**

### **Splash Screen Animation:**

- Implement an engaging animation for the splash screen, creating an immersive and memorable initial interaction for users.

### **Landing/Restaurant Screens Animation:**

- Execute seamless animations to guide users through the app, ensuring a fluid transition between sections and enhancing the overall user experience.

### **Hamburger Menu:**

- Integrate a user-friendly hamburger menu to optimize navigation, providing users with an efficient means of accessing various app features.

### **Main Menu:**

- Develop a dynamic main menu with key links, promoting user interaction and facilitating engagement with the app's essential features.

### **Summary:**

The Family of Eateries Ordering App is not just a technological solution; it is a strategic endeavor aimed at fortifying the brand's position in the ever-evolving digital landscape. By embracing these design and functionality considerations, the app is poised to become a transformative tool, facilitating growth, expanding accessibility, and enriching the overall experience for patrons across the diverse array of eateries within the Family.