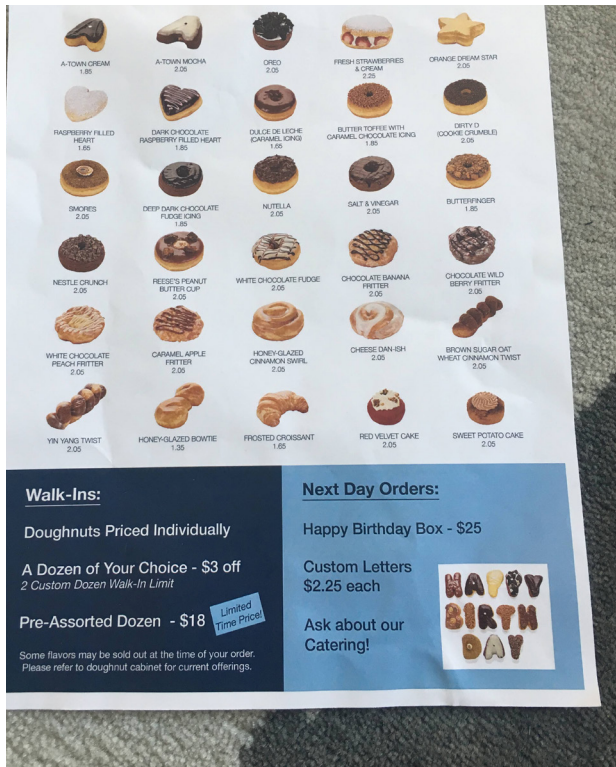




MENU REDESIGN
Partner: Lian Feng

- 1 **The Original Menu Design**
- 2 **The First Prototypes**
- 3 **“Not a big enough leap from last time.”**
- 4 **The Final Stretch**



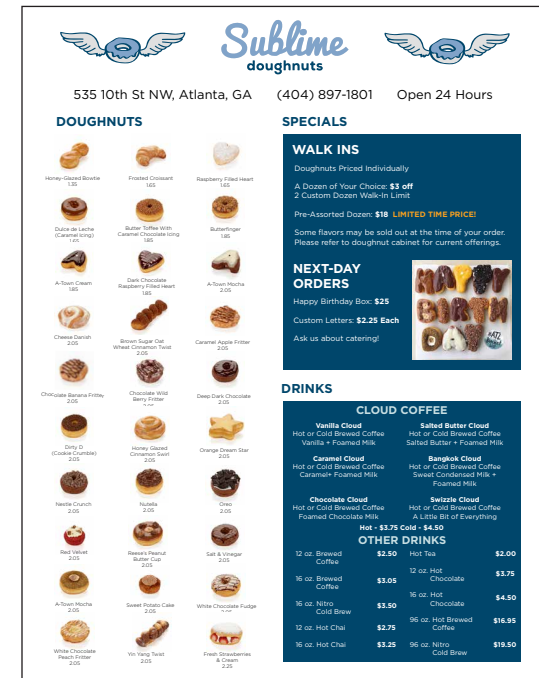
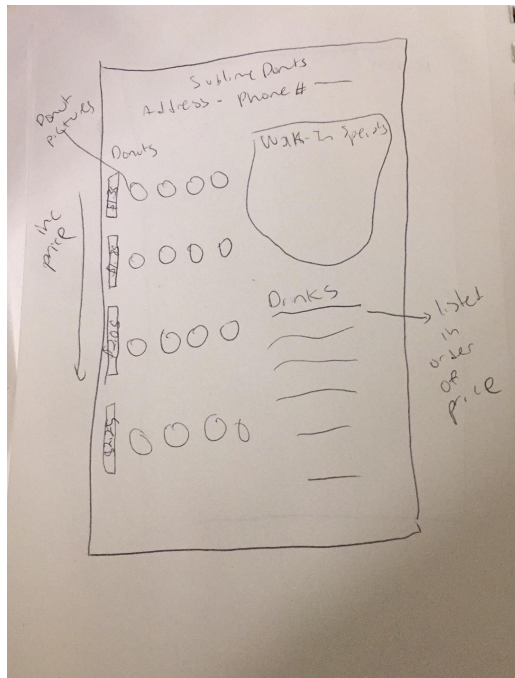
1

The Original Menu Design

One of our group members suggested we tackle redesigning the menu for the doughnut store, Sublime Doughnuts.

We agreed because not only did it seem visually unappealing, but also because of its unsuccessful design in terms of its facilitation of the users' ordering of items at the store.

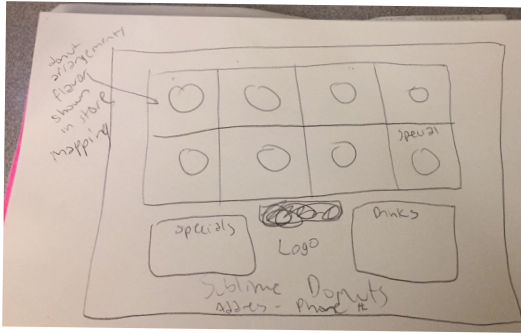
2 The First Prototypes



In the first iteration of prototypes, Lian, made a couple of sketches of layouts of the menu, and I translated them along with ideas of my own to digital sketches with Adobe Illustrator.

We also chose to include drinks because the store offers drinks, but there is no easy way for the customers to know how to order them without looking at a separate informational artifact.

These were a good start to our journey into this redesign with the use of a grid in some of the designs, but there were flaws including **the use of lines and boxes when they don't add to the design** in terms of guiding the user's interaction with the menu.



“Landscape might not be the way to go.”

WALK INS

Doughnuts Priced Individually

A Dozen of Your Choice: **\$5.49**
2 Custom Dozen Walk-In Limit

Pre-Assorted Dozen: **\$18** LIMITED TIME PRICE!

Some flavors may be sold out at the time of your order. Please refer to doughnut cabinet for current offerings.

NEXT-DAY ORDERS

Happy Birthday Box: **\$25**

Custom Letters: **\$2.25** Each

Ask us about catering!

SPECIALS

(404) 897-1801
535 10th St NW, Atlanta, GA
Open 24 Hours

DRINKS

Vanilla Cloud
Hot or Cold Brewed Coffee
Vanilla + Foamed Milk

Caramel Cloud
Hot or Cold Brewed Coffee
Caramel + Foamed Milk

Chocolate Cloud
Hot or Cold Brewed Coffee
Chocolate + Foamed Milk

Salted Butter Cloud
Hot or Cold Brewed Coffee
Salted Butter + Foamed Milk

Banana Split Cloud
Hot or Cold Brewed Coffee
Sweet Condensed Milk + Foamed Milk

Swirls Cloud
Hot or Cold Brewed Coffee
A Little Bit of Everything

OTHER DRINKS

12 oz. Brewed Coffee	\$3.50	Hot Tea	\$2.00
16 oz. Brewed Coffee	\$4.05	12 oz. Hot Chocolate	\$3.75
16 oz. Nitro Cold Brew	\$3.50	16 oz. Hot Chocolate	\$4.50
12 oz. Hot Chai	\$2.75	16 oz. Hot Brewed Coffee	\$16.95
16 oz. Hot Chai	\$3.25	16 oz. Nitro Cold Brew	\$18.50

We played around with different ideas, even if they seemed a little out there.

One of them was to have a landscape-oriented menu where the doughnuts were organized similarly to the cabinets in the store.

However, we found in the first critique session that our attempt at this **wasn't successful because of our failure to use hierarchy** to guide the user to see what they want and need to see in a reasonable sequence.

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Pre-Assorted Dozen: **\$18 LIMITED TIME PRICE!**
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Please refer to doughnut cabinet for current offerings.

NEXT-DAY ORDERS
Happy Birthday Box: **\$25**
Custom Letters: **\$2.25 Each**
Ask us about catering!

CLOUD COFFEE
Vanilla Cloud
Hot or Cold Brewed Coffee
Vanilla + Foamed Milk
Caramel Cloud
Hot or Cold Brewed Coffee
Caramel + Foamed Milk
Chocolate Cloud
Hot or Cold Brewed Coffee
Foamed Chocolate Milk
Salted Butter Cloud
Hot or Cold Brewed Coffee
Salted Butter + Foamed Milk
Banana Cloud
Hot or Cold Brewed Coffee
Sweet Condensed Milk + Foamed Milk
Swissale Cloud
Hot or Cold Brewed Coffee
A Little Bit of Everything
Hot - \$3.75 Cold - \$4.50

OTHER DRINKS
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16 oz. Brewed Coffee: **\$3.05**
16 oz. Nitro Cold Brew: **\$3.50**
12 oz. Hot Tea: **\$2.75**
16 oz. Hot Tea: **\$3.25**
12 oz. Hot Coffee: **\$2.50**
16 oz. Hot Coffee: **\$3.05**
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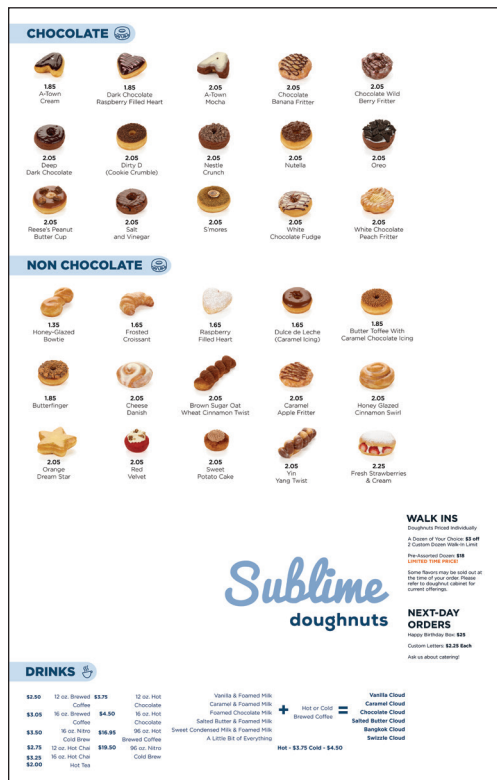
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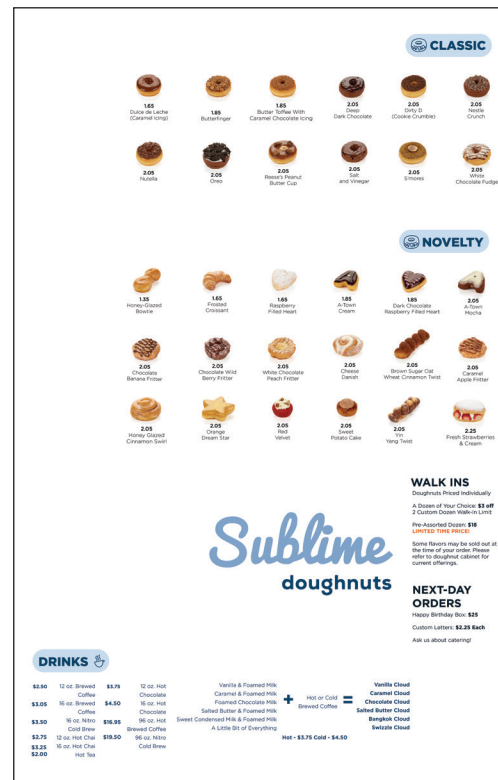
Moving on from the last iteration, we were instructed to make 10 new prototypes (4 of them pictured on the left).

The biggest criticism we got was that this iteration of prototypes seemed almost identical to the previous one.

There is **little to no resting room for the users' eyes** in the designs due to the small margins, and boxes that trap information.



ALMOST-FINAL DESIGN



FINAL DESIGN

4 The Final Stretch

To recover from our unsuccessful designs in the previous iterations, we started over with two things in mind: having white space to let the eyes rest, and a correct grid.

We first started by **changing the size** of the menu to 11 x 17 inches to allow for more space, and to **making the doughnuts be larger** so they seemed more appealing.

Then we wanted to **split the doughnuts into categories** with icons to make the process of finding a certain doughnut more facilitated.

We first had a design that was strict to the grid, but the users' eyes would move in a triangular movement, so we **aligned the doughnuts and headers to the right** and made the headers come back into the page to create a clearer margin. Doing this creates a **movement from the top right to the bottom left with room to breathe** because of the whitespace.