

Redesign a Hero Section

Information Hierarchy

Hierarchy on the website is clear, with key elements, but "Akcija" and one dish on a hero is not enough to bait the visitors.

Alignment with Branding

The branding reflects a casual, family-friendly atmosphere with bright colors. The visuals could feel more personalized and unique; it looks like every other site. Way too simple, they could use red more to emphasise something and not like a full background color.

Calls to Action

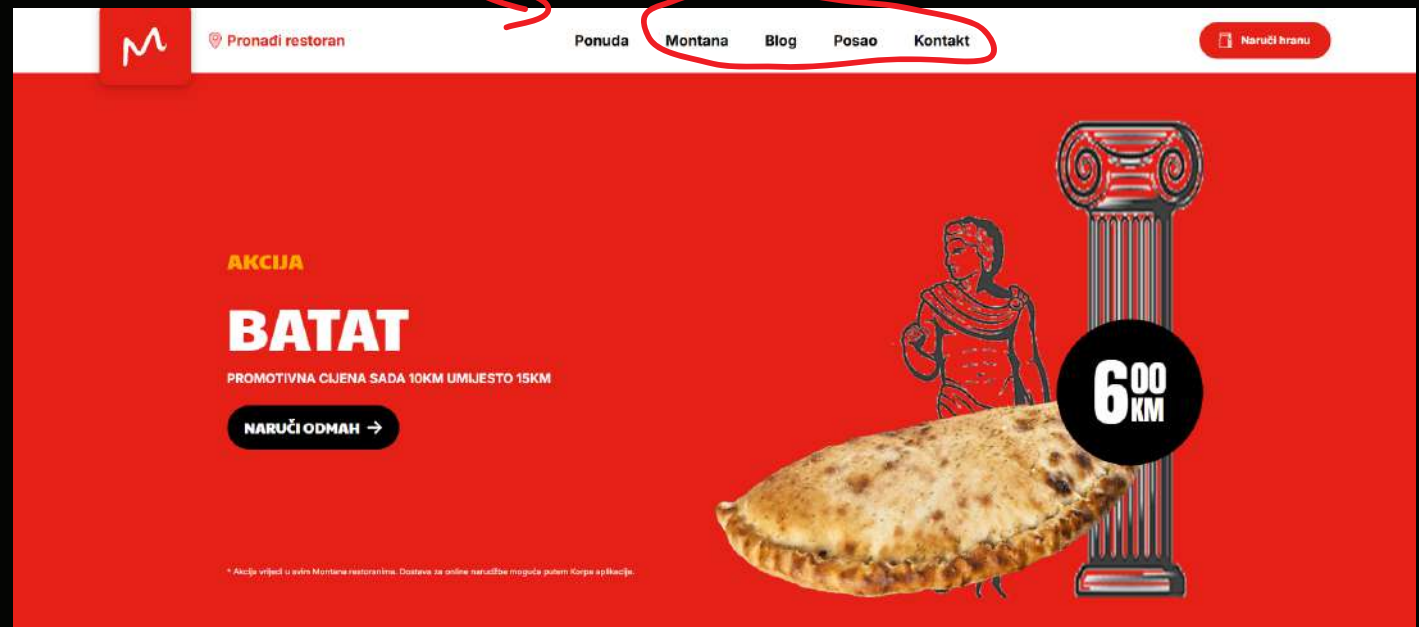
On the first section we see a clear "naruči odmah" call to action which is good but we have 2 buttons on hero to order. They could only use one but smarter. The pop up that comes after is good, so I only had to delete one and put it somewhere that is more logical.

Usability and User Experience

The navigation on the Montana website is user-friendly, with a basic layout. However, nav bar is really confusing, there is too many links. They lack the most important link which is Menu. They are putting it as Ponuda so it is more confusing.

Footer info

This is a popular restaurant in Sarajevo, very modern, but we do not see it. They need a website to showcase a real picture of them and not a website just to have it.



Visual Content

There could be more different types of pictures to show the brand's unique style and feel. Adding more fun or personal images, like pictures of the restaurant or staff, might help visitors feel more connected to the restaurant. These images are low quality and childish.

Mobile Version

On laptop



On phone



The Hero section on the mobile version of Montana Website is different on my laptop and phone so I will comment the one on my phone

Usability and User Experience

The Hero section on the mobile version of the Montana website is underwhelming and does not meet my expectations. While the design is consistent with the desktop version, it lacks a compelling visual element that could effectively capture the user's attention. A strong, high-quality, and engaging image in this section is essential to create a memorable first impression and draw guests into exploring the website further.

Information Hierarchy

Hierarchy on the mobile version is okay, but visually it does not look appealing. The menu, promotions, and ordering links are placed properly

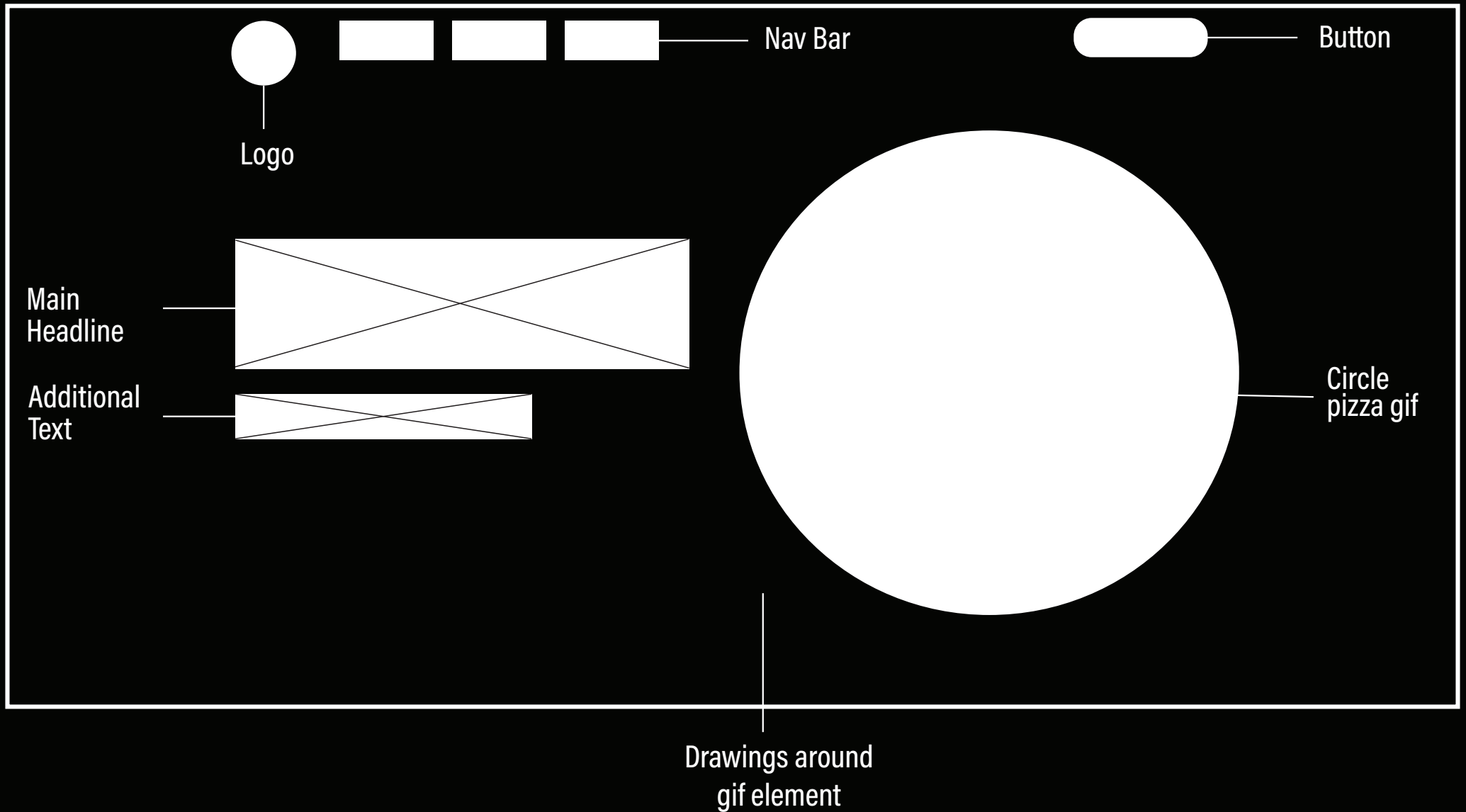
Hamburger Menu

Hamburger menu is a good solution for this many links, but it is too small. The links are the same. Visually it looks good and the button at the end could be smaller. "Pronadji restoran" can be a button the same size.

There si still too much links, "ponuda" and "akcije" are totally enough.



Wireframe

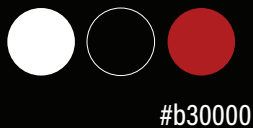


Moodboard

Typography
inspo and
color palette

Struggled with
composition a bit
but this is similar

Simple 3 color
design



all this lead
to left side

BIG, BOLD, FUN
typography

background I
went for

FONTS I LIKED:
Fredericka the Great
Kulim Park
Poppins
Souce Tomato

Than a saw a couple of
gif ideas and decided to
go in that direction.

My First Version

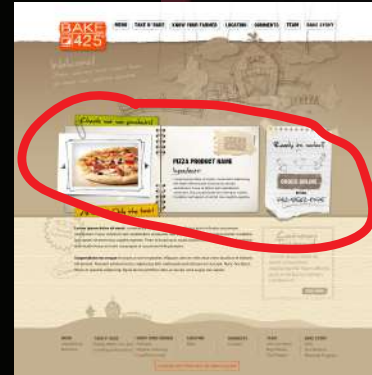
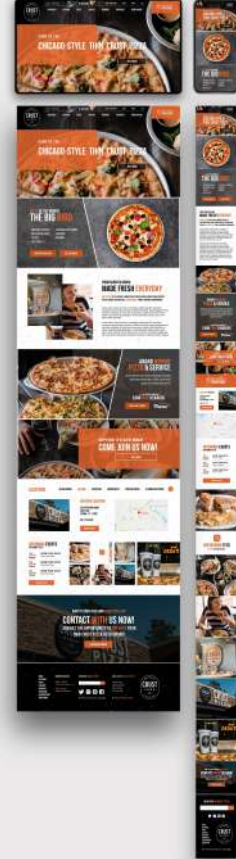
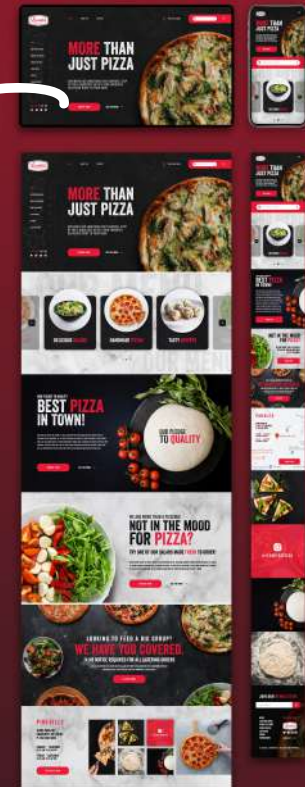
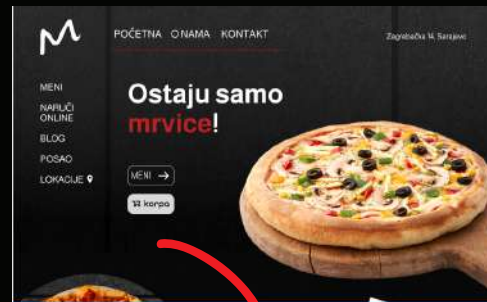
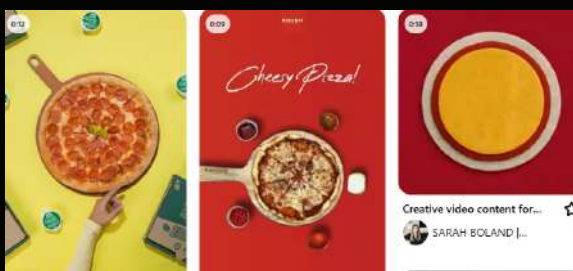
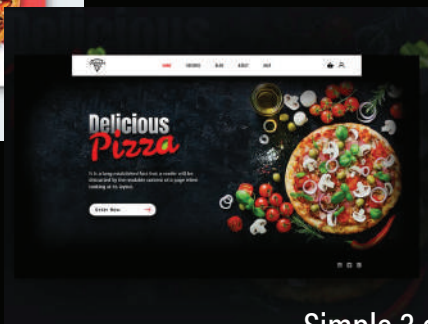
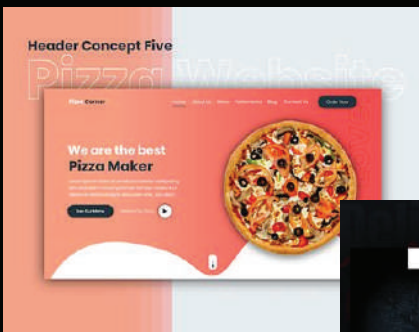
Layout Inspo

Loved this receipt and
written on a peace of
papaer typography

I made this receipt to
use it maybe and also
for "akcije" to write on a
peace of paper.

ČETVRTAK

READY
TO
ORDER?
Grahovica
+387 33 555 055
Otoka
+387 33 555 056



Redesigned Hero

Information Hierarchy

A single large heading ensures clarity and grabs attention. This is especially effective if the heading is concise, impactful, and communicates the core message of the website. I created a user-friendly website that is visually appealing and has all the important info.

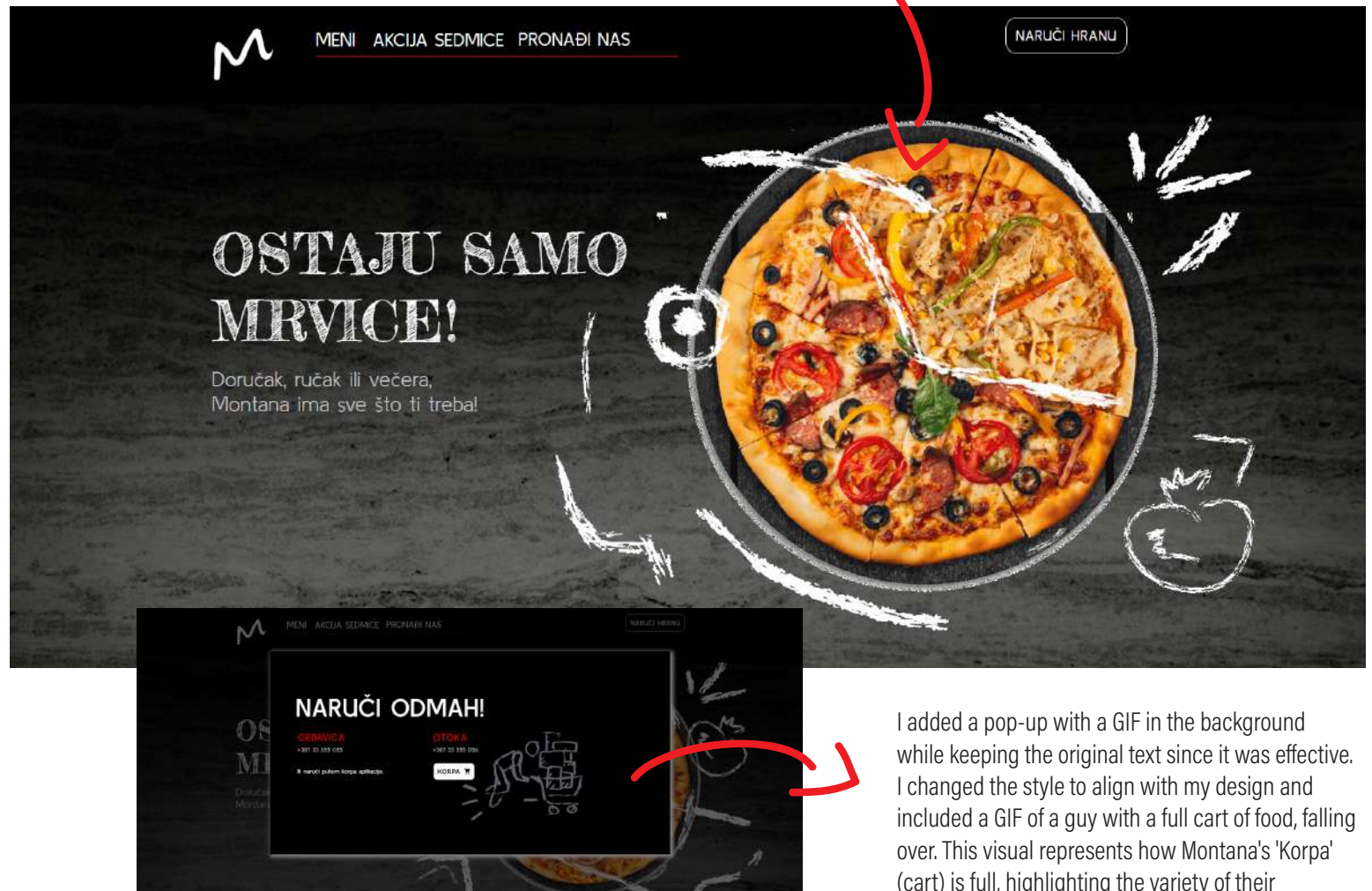
Usability and User Experience

With limited links in the navigation bar, ensure their placement, font size, and color make them highly visible and intuitive to click. Use hover effects or subtle animations to enhance interactivity. Focusing on only essential links in the navigation bar is a clever decision. This minimalist approach reduces cognitive load and allows users to quickly identify the most important sections of the site.

Visual Content

I decided to create a GIF featuring the various pizza offerings at Montana. Since pizza is their best-seller and they have an extensive range of options, the GIF serves as a dynamic and engaging way to showcase their selection. This not only highlights their variety but also adds an interactive and visually appealing element to the website, making it more inviting for users.

The black background contributes to a modern, sleek look, enhancing the overall aesthetic of the website. It also makes text and images stand out more, which is essential for maintaining focus on important content.



I added a pop-up with a GIF in the background while keeping the original text since it was effective. I changed the style to align with my design and included a GIF of a guy with a full cart of food, falling over. This visual represents how Montana's 'Korpa' (cart) is full, highlighting the variety of their offerings and how people are crazy over it.

Redesigned Hero-mobile



adjusted it for 380px width,
experimented on android
and iphone users

Information Hierarchy

I kept the same order since, my main part (gif) is still in the middle catching the eyes attention.



Interaction Feedback

The buttons are large enough for comfortable tapping on a mobile screen, making sure that users can interact with them easily. I adjusted headings, subheadings, and body text so they are legible without needing to zoom in.

Visual Content

The navigation bar in the mobile version is simplified to include only the essential links. This minimalistic approach helps users quickly find what they need without feeling overwhelmed. By focusing on just the most important sections. Its size and placement at the top of the screen make it the focal point, ensuring that the user understands the main message as soon as they land on the page.

Pop up design

The text from the original website has been kept the same, which ensures brand consistency and maintains familiarity for returning users. The clear, simple copy on top of the GIF works well, but ensuring the contrast between the text and the background is crucial for readability, especially on mobile.