

Wednesday 27th June 2018

Introduction

In my team there are three people and we came up with the idea Tiffin Express which is an Indian food delivery service. We will be delivering at lunch time to small and large businesses in and around Swansea. This is a unique business because the food gets delivered in a Tiffin which is a stainless steel lunch box with three compartments. Customers will have a choice of three courses to choose from. Our food will be good value for money and we aim to give our customers a high level of service with top quality food.

The website design

Our team designed a website for our business Tiffin Express. We all shared ideas on how to design the website and we took turns on the computer so that we all have our own input on the website. The main design of the website was based on Indian food because we wanted the website to stand out on what we sell. So we added pictures of Indian curry dishes which we got from Google images. We also added text to explain to our potential customers what kind of service we offer. We also put a picture of a Tiffin so that customers will see what the food will be delivered in. We want to maximise our sales so we wrote about using local produce like fruit and veg from markets in Swansea. We wrote on the website about buying meat from local farmers in the Gower, this will be good for supporting our community and our local farmers. In this modern-day world people are more conscious of where the food they are eating is coming from, if the business is supporting local traders then people will be happy to buy from us.

Our design of the website is to get straight to the point on what we sell and make it easy for our potential customers to read and navigate through the website. Because this is a unique business in Swansea our website will get a lot of publicity, people will be curious to find out what we sell and what kind of service we offer. The website will attract people who like to eat Indian food for lunch time, eating Indian food at lunch time could get popular in the future with our service.

Conclusion

My contribution to the designing of the website was to research on local Indian food businesses in Swansea and to look at what kind of design and layout they were using to appeal to customers. With this information I could then add my own ideas to the design of the website. I searched on Google images for pictures that would be suitable for our website, I would then download it to use for the website. I would choose with image would go where on the website page, because I want it to stand out and appeal to potential customers. The other thing I did for the website was to write about what kind of service we offer at Tiffin Express, I wrote an introduction of the services we offer and where we get our produce from. Also I had input on the overall design of the website, especially the layout of the page.