

Improving Online Culinary Experience with Attractive F&B Website Design

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ABSTRACT

In the era of digital technology development, this research explains the process of designing websites using Html, Css, Javascript, and APIs. An attractive website has the potential to enhance the reputation of an individual or business and attract the attention of users. An attractive F&B website is not just about the visual appearance, but it should also have a compelling appeal to consumers, grab visitors' attention, and create an unforgettable internet journey. The waterfall development method was chosen to build the website. Performance evaluation is done using Giftspeed as a tool for measuring site speed and efficiency. The hope is to successfully address existing sales issues and increase positive impact, while stimulating consumer desire. Using technological advancements, an attractive website is able to provide information about food and beverages in a way that appeals to users. It ensures that the website remains user-friendly, professional, and accessible, no matter the device the visitor is using. Participation in this project also expanded the author's knowledge of current web technologies and the application of efficient development methodologies. The specialized menu pages have full descriptions of each food and beverage, including the ingredients used and how they are served, along with high-quality images of a wide range of specialty foods and beverages presented in an appealing presentation. The author hopes that this website will be an effective means to promote his store and open up career growth opportunities. The results and implemented corrective actions, resulting in a test result of 85%, All these steps were taken to ensure fast access and a satisfying experience for visitors to the F&B website.

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I. Introduction

In the era of digital technology development, the rapid development of websites has a significant impact on the quality of organizations and companies [1]. The presence of a website is not just mandatory, but an essential landscape in building business identity and competitiveness. Particularly in the food and beverage (F&B) industry, website design has evolved into an art to capture visitors' attention and enhance their culinary experience online. An attractive F&B website is not just about the visual appearance, but it should also have a compelling appeal to consumers, grab visitors' attention, and create an unforgettable internet journey.

According to Astuti in her research, traditional sales have shortcomings in sales data processing, which can lead to significant time and labor involvement, while opening up opportunities for errors that are prone to occur [2]. Meanwhile, according to Arwandi's opinion in his research that there is a level of customer satisfaction with the application of the manual promotion system that is less than optimal, and the application of the proposed promotion system provides an increase in customer satisfaction [3].

Nowadays, it is increasingly important to use User Interface (UI) and User Experience (UX) when developing digital products to overcome these problems. A proper design is needed so that the application can facilitate customers and manage orders for the stall [4*]. In this context, F&B website research and design is becoming increasingly important due to the growing competition on the



internet. Effective design not only plays a role in attracting attention, but also creates an emotional bond with visitors, which can ultimately lead to increased engagement and sales conversions. Therefore, thorough research on the approaches used to design an attractive F&B website is not limited to attractive display features; it also involves functional and psychological aspects that greatly influence user response and satisfaction.

planning by creating a sales framework that prioritizes customer service, product innovation, and better marketing strategies. to implement by serving food quickly without reducing quality, providing a comfortable place and space for consumers, and innovating by adding new menus. In coordination, namely supervising and improving employee performance to keep following standard operating procedures (SOPs) and overseeing the quality of flavors in the menu. Evaluation is done by giving regular questionnaires to consumers about service and menu quality, and giving rewards and punishments to employees.

II. Literature Review

A. HTML

HTML, which stands for Hyper Text Markup Language, is one of the standard markup languages used to create web pages. By using HTML, we can create a website by using HTML tags in the coding process. In other words, HTML is the basic structure of a website. To improve the aesthetics of a website that has been created, HTML always works together with CSS, which is a Cascading Style Sheet, and is usually used to beautify the website design [5].

B. CSS

CSS is a set of languages used to describe the appearance of web pages, including aspects such as color, layout, and fonts. By utilizing CSS, a web developer can create web pages that can adapt to various screen sizes. CSS creation is generally done separately from HTML pages, although CSS can also be embedded directly into HTML. The goal is to make it easier to organize HTML pages that have similar designs [5].

C. Javascript

JavaScript, often abbreviated as JS, is a scripting language that has proven to have a wide range of uses in various application areas. JS operates on the client side of the web and can be used to design or set the behavior of a web page when an event occurs. As the use of Web 2.0 increases, the demand for advanced user interfaces and browser client-side functionality also increases. Therefore, JavaScript is becoming a key factor for browser vendors and web application developers to build Web 2.0-based websites. Currently, website and mobile app development is based on HTML5, and it is likely that JavaScript will continue to be the dominant programming language for mobile and desktop applications [6].

D. API

API, which stands for Application Programming Interface, is a set of functions, subroutines, communication protocols, or devices and tools for creating software. The existence of APIs makes it easier for software developers in the process of analyzing a piece of software, and then allows for further development or integration with other software [7].

E. MySQL

MySQL, which stands for My Structure Query Language, is one of the database engines commonly used in the development of information systems. MySQL's advantage lies in its fast and flexible management, as it can be implemented on various platforms. MySQL supports various data type formats, allowing it to be used in storing data according to needs [8].

F. Website

A website, or often referred to as the web, is a collection of pages consisting of several pages. These pages contain information in the form of digital data, such as text, images, video, audio, and animation. All of these contents can be accessed through an internet connection [9].

III. Method

In this study using the waterfall method, according to Rosa and Shalahuddin in [10], the waterfall method is "a sequential or sequential software lifeflow approach starting from analysis, design, design, testing, to support". It is anticipated that this system will be able to improve the speed and accuracy of the fixed asset tracking, recording, and management process. The system design, which includes the user interface, database design, and system functionality, is based on this study [11].

The process in the waterfall method involves a series of stages. The initial stage is needs analysis, where constraints and requests from users are collected to design the system according to their wishes. The next stage is system design, where the application of the requirements analysis is formulated using hardware and software. The next step, the system design stage, involves the application and implementation together of the system that has been built in the previous stage. This process is executed in the form of implementation of the initial program units to form a functioning whole. Then, there is a testing phase consisting of program testing, merging, and verification to ensure that the system is ready to meet the desired needs. These tests can be run using gitofspeed to evaluate website performance and assess overall performance. Finally, there is the Support phase, which involves maintaining and changing or developing the software that has been created and was not detected during the testing phase.

IV. Results and Discussion

By utilizing HTML, CSS, and JS, along with the express.js backend framework that is specifically designed for website development, the author managed to develop a quality and functional F&B website. These are the concrete steps implemented in the execution of this research.

A. System Requirements Analysis

System requirements analysis is obtained through direct observation and dialog with users related to the aspects needed in designing an F&B website that integrates the API.

B. System design

After completing the system requirements analysis, the author started the interface design stage for the F&B website. This process began by identifying the components to be included, such as the menu navbar, home, gallery, special menu, About us, Contact us, and other elements in accordance with user requests. The use of the Figma application makes it easier for the author to visually design and collaborate with related parties. This interface design includes page layout, navigation, and other design elements to provide an optimal user experience.

After completing the interface design stage, the author proceeded to the system design process of the F&B website. This stage involves the detailed development of the previously designed concepts.

C. Navbar Menu

To ensure easy access to the F&B website and allow users to move between various pages, the author created a menu navbar using Javascript, the author defined and configured routes such as home, gallery, special menu, About us, Contact us, and other relevant elements. The menu navbar can be seen in Figure 1.

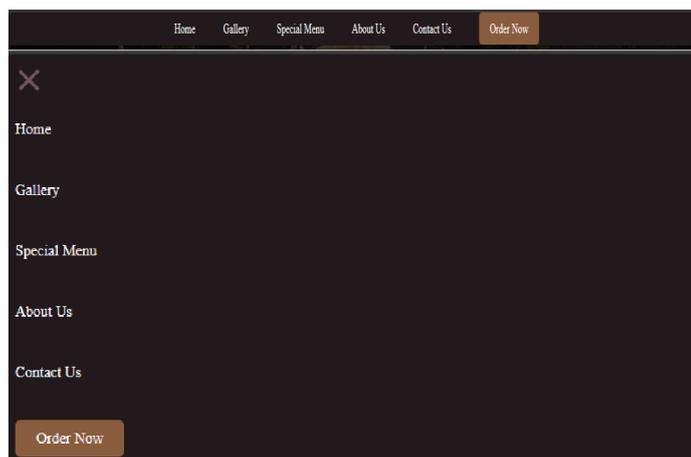


Fig. 1.Navbar Menu

D. Home Page

The "Home" page is usually designed to give an overview of the website, provide navigation to other important sections, and provide key information or main links that visitors can access. The purpose of the "Home" page is to give visitors a good introduction to the content and services available on the website. A website's "Home" page is like its virtual front door; it provides a summary of its goals and content and makes it simple to navigate to other important areas. Its main goal is to draw users in right away and give them easy access to the services and information they need. The "Home" view can be seen in figure 2.

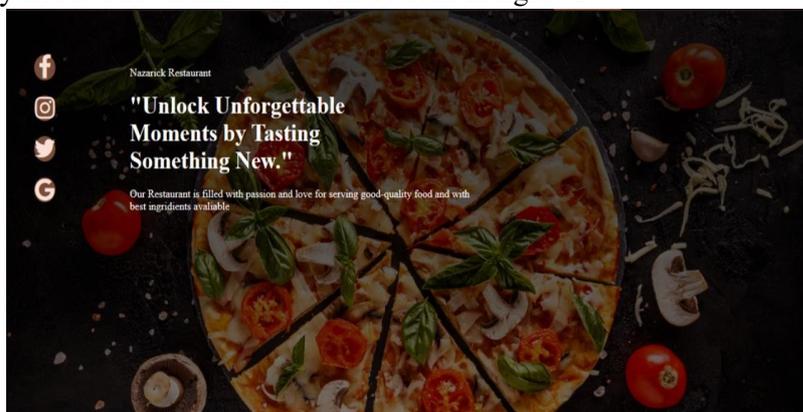


Fig. 2. Home Page

E. Gallery Page

Figure 3 is a view of the Gallery page, which is a menu for displaying visual documentation of the store through a series of photos that describe the atmosphere and content inside. On a Food & Beverage (F&B) website, the "Gallery" page serves as a menu and displays a visual record of the store through a set of photos that show the atmosphere and content inside. By giving customers an evocative picture of the experience, they can expect when visiting a store or restaurant, the webpage plays an important role in attracting customer attention. This research aims to determine how the visual elements on the "Gallery" page affect users' perceptions and encourage them to place an order or visit the store. By using multiple elements on the "Gallery" page, you can not only provide visual information about the restaurant or store but can also provide an interesting and engaging visual experience for users, which encourages them to book and visit.

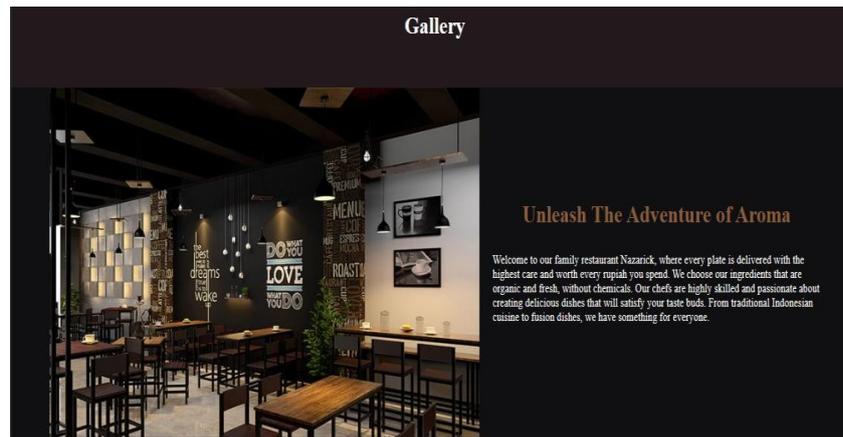


Fig. 3. Gallery Page

F. Special Menu

The “Special Menu” page on a Food & Beverage (F&B) website is an important part to attract customers' attention by offering a variety of special dishes and drinks. This research aims to explore how visual elements and text content on this page can influence users' perceptions and encourage them to try the special menu offered. This F&B website offers a variety of tantalizing special menus, ranging from unique dishes to exquisite beverage selections. Discover a variety of enticing flavors and enjoy a special culinary experience through the special menus presented exclusively on this website. Figure 4 is a view of the special menu page. Using high-quality photos of a wide variety of specialty foods and beverages presented in an attractive presentation, the specialty menu pages have detailed descriptions of each food and beverage, including the ingredients used and how they are served.



Fig. 4. Special Menu Page

G. About us Page

“About Us” pages play an important role in building trust and credibility of a company, especially in the Food & Beverage (F&B) industry. This research aims to understand how visual and text elements on the “About Us” page can influence users' perceptions and increase their engagement. The page is about our history, vision & mission, and commitment to the culinary world. Discover the story behind this F&B website and get to know the dedicated team behind our culinary experiences. Multiple “About Us” pages not only provide information about the company but also build an emotional connection with users, increasing their trust and engagement. Figure 5 is a view of the About us page.



Fig. 5. About us Page

H. Contact us Page

The contact us page, also known as the footer, contains connected information to be contacted through that is listed in the footer section of our website. Please feel free to share any questions, feedback, or collaborations via the contact form or connected social media. Figure 6 is a view of the contact us page.



Fig. 6. Contact us Page

I. Integrate order menu with API

To enhance the attractiveness and dynamic content for visitors, the author incorporated a menu ordering page into the F&B website. In this implementation, the author used an external API specially developed with prism, and integrated through the railway’s website platform. Figure 7 is a view of the MySQL database.

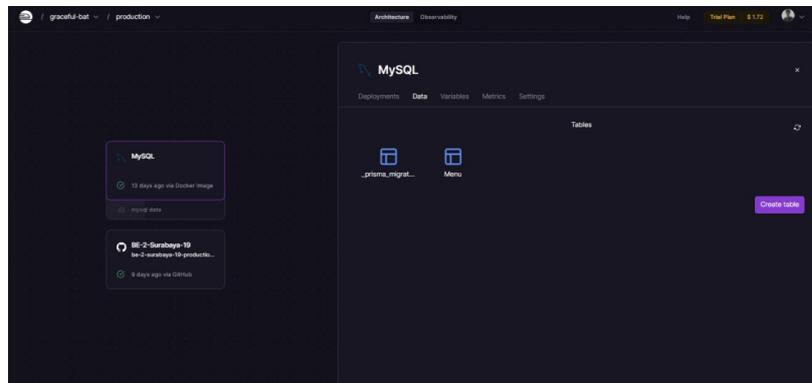


Fig. 7. MySQL Database

By utilizing this API, it is possible to retrieve menu data dynamically to appear on the menu ordering page. Users can browse the list of available menus and read full information about each menu. This integration with the railway API demonstrates the ability to integrate data from the backend to the frontend source of the website. Figure 7 is the order menu integrated API, while Figure 9 is the syntax of the Railways API.

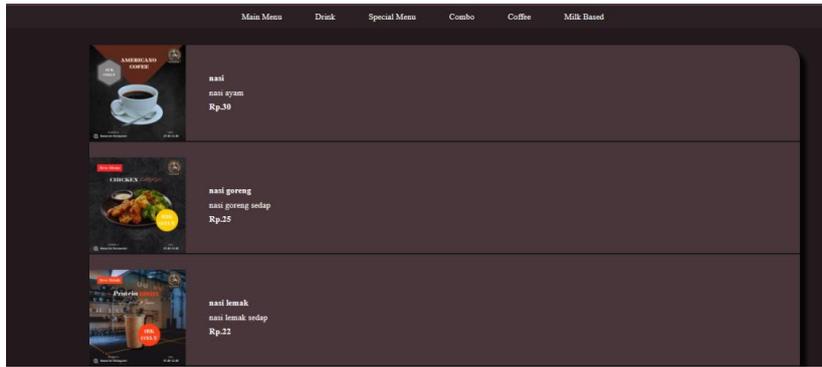


Fig. 8. Order Menu Integrated API

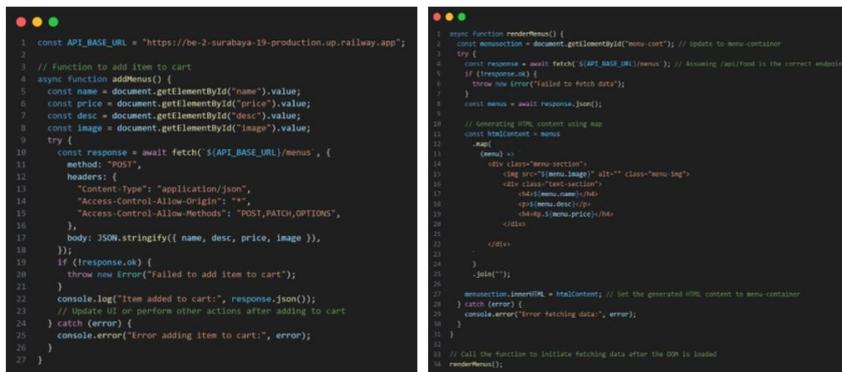


Fig. 9. The Syntax of the Railways API

J. Deployment Website

After completing the F&B website project, the next step is to upload the code to GitHub and deploy it to GitHub Pages (Fig. 10). By carrying out this implementation, the F&B website can be accessed easily and quickly around the world.

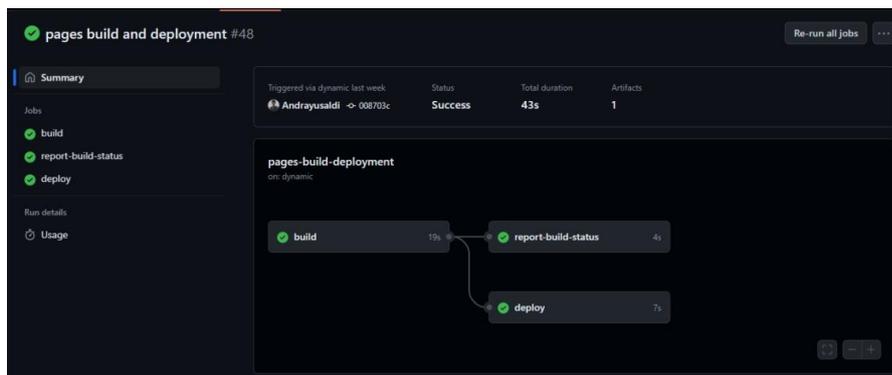


Fig. 10. Deploy GitHub Pages

K. Responsive Website

Responsive web as seen in Figure 11 is an important factor in modern website design approach that ensures a website can adjust its appearance properly across different devices and screen sizes. With a focus on optimal user experience, responsive design improves engagement, retention, and SEO. It ensures that the website remains user-friendly, professional, and accessible, no matter the device the visitor is using. Web responsiveness also provides greater opportunities to increase interaction with content and create a consistent experience across platforms.

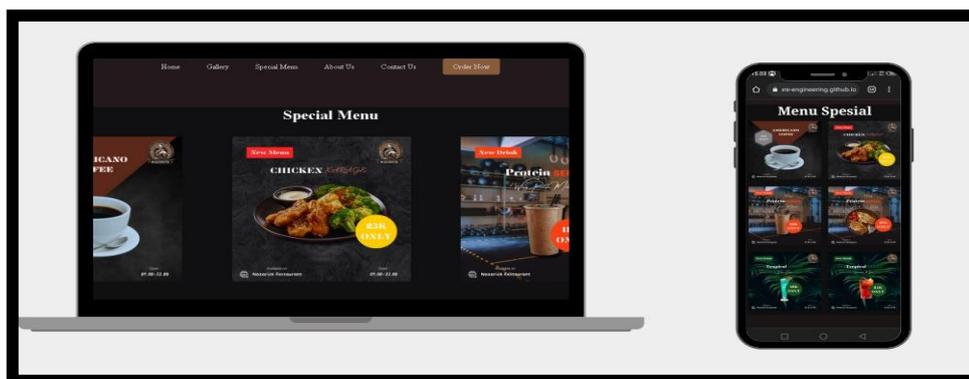


Fig. 11. Responsive Web

L. System Testing

In the system testing phase, the most crucial thing is to improve the performance of the website to provide a positive user experience. Utilizing the performance evaluation tool from <https://www.giftsofspeed.com/>, the author analyzed the results and implemented corrective actions, resulting in a test result of 85%. All these steps were taken to ensure fast access and a satisfying experience for visitors to the F&B website.

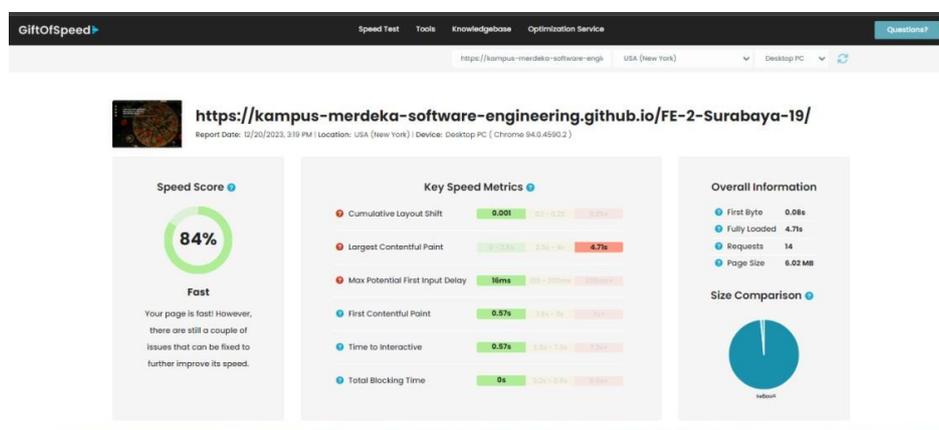


Fig. 12. Testing Results Using Gitspeed

V. Conclusion

Through this research, the researcher successfully produced a website integrated with APIs. The final result of the website features an attractive design, optimized performance, and efficient integration with external resources. Thus, an excellent F&B website was created, increasing online presence. Participation in this project also expanded the author's knowledge of current web technologies and the application of efficient development methodologies. The author hopes that this website will be an effective means to promote his store and open up career growth opportunities. With the determination to continuously improve and develop the project, the author aims to provide an optimal and innovative user experience.

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