



Select your city ▼

Menu

September 1-7

**Discover.  
Taste.  
Vote.**

Sign up for free

**Which city are you  
in?**



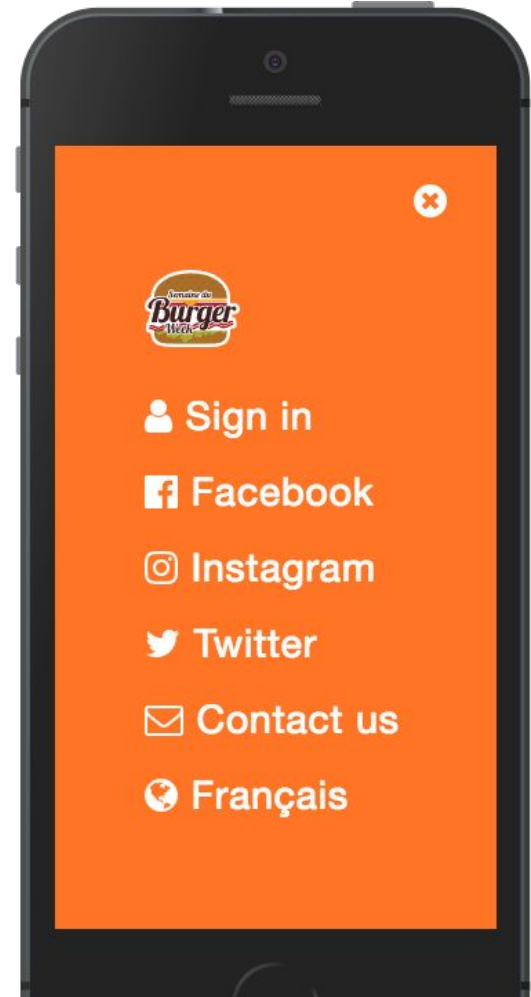
# Discover. Taste. Vote.

A custom illustration was designed by Loogart for Le Burger Week. This illustration can be formatted for print and web material.



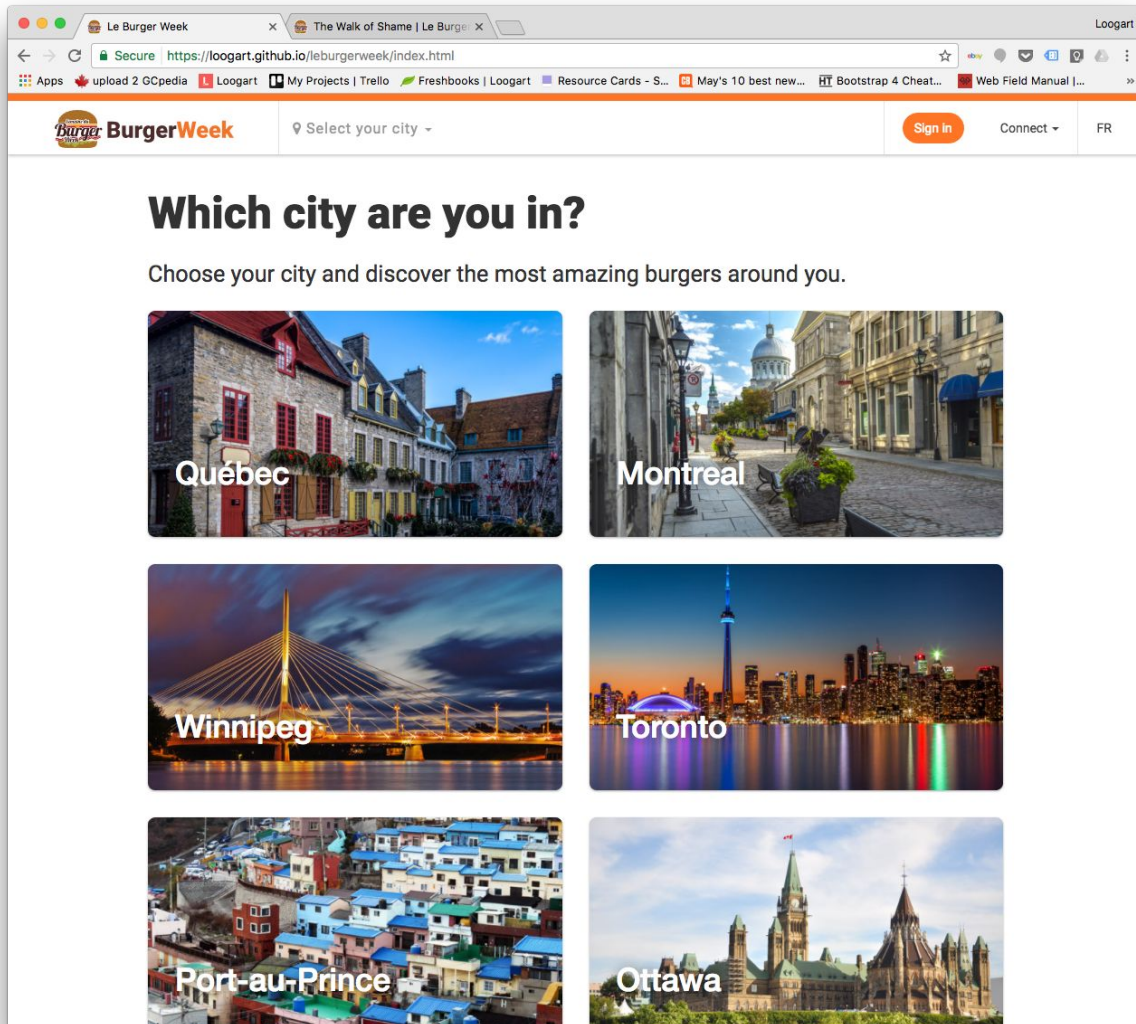
# Enhance user experience

1. Fresh and clean design with a familiar look
2. Custom illustration, strengthens brand in various sections
3. Big images and well-sized card
4. Bold fonts
5. Meaningful and delightful navigational animations
6. Burgers open in new tab - users can open multiple burgers without losing them
7. Emphasis on mobile UX



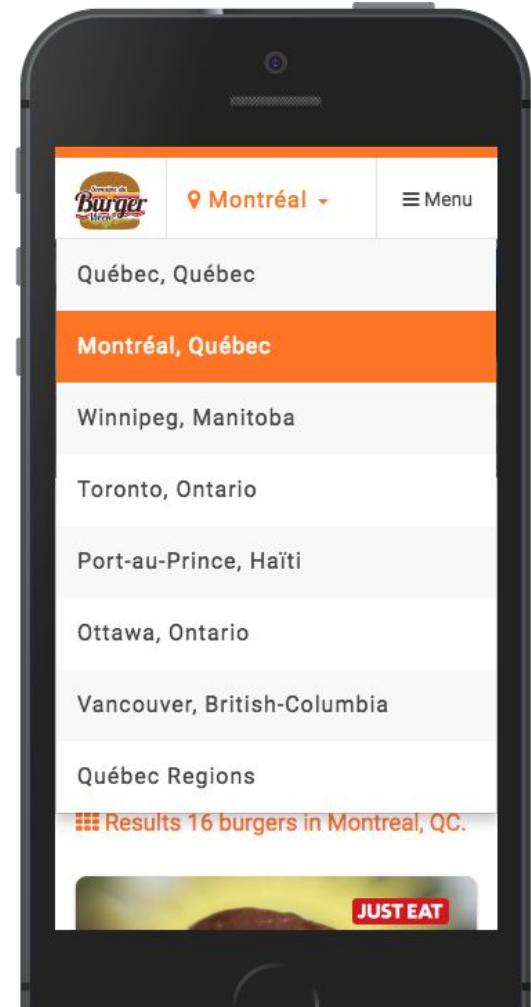
# Home page

1. Beautiful city tiles
2. Focused task i.e. select a city to start
3. Modular - easy to add more cities



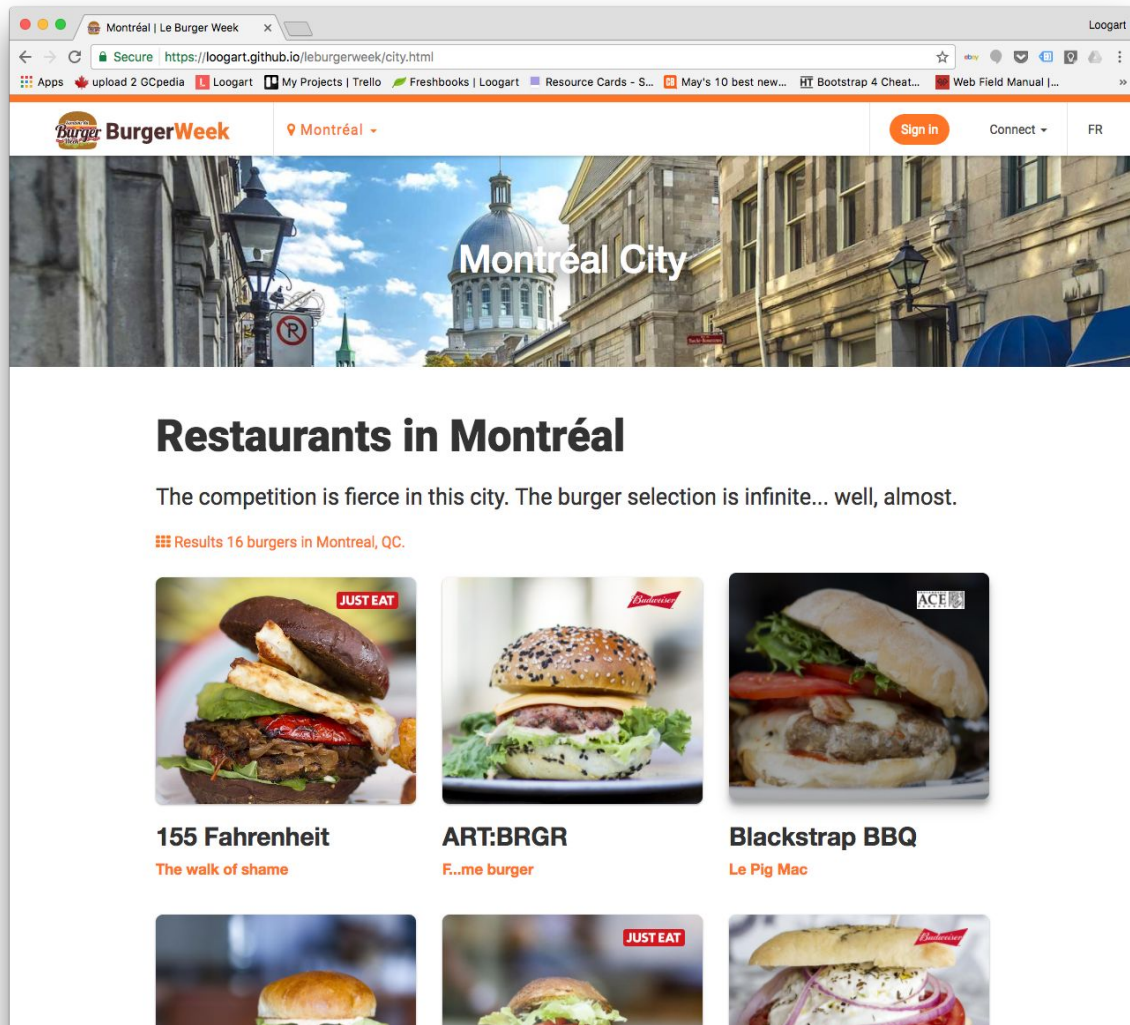
# City Selection

1. City selection quickly available
2. Separate from other menu items
3. City selection from home page is reinforced with city tiles
4. Consistent look on desktop and mobile
5. Big touch area for thumbs and fingers



# City page

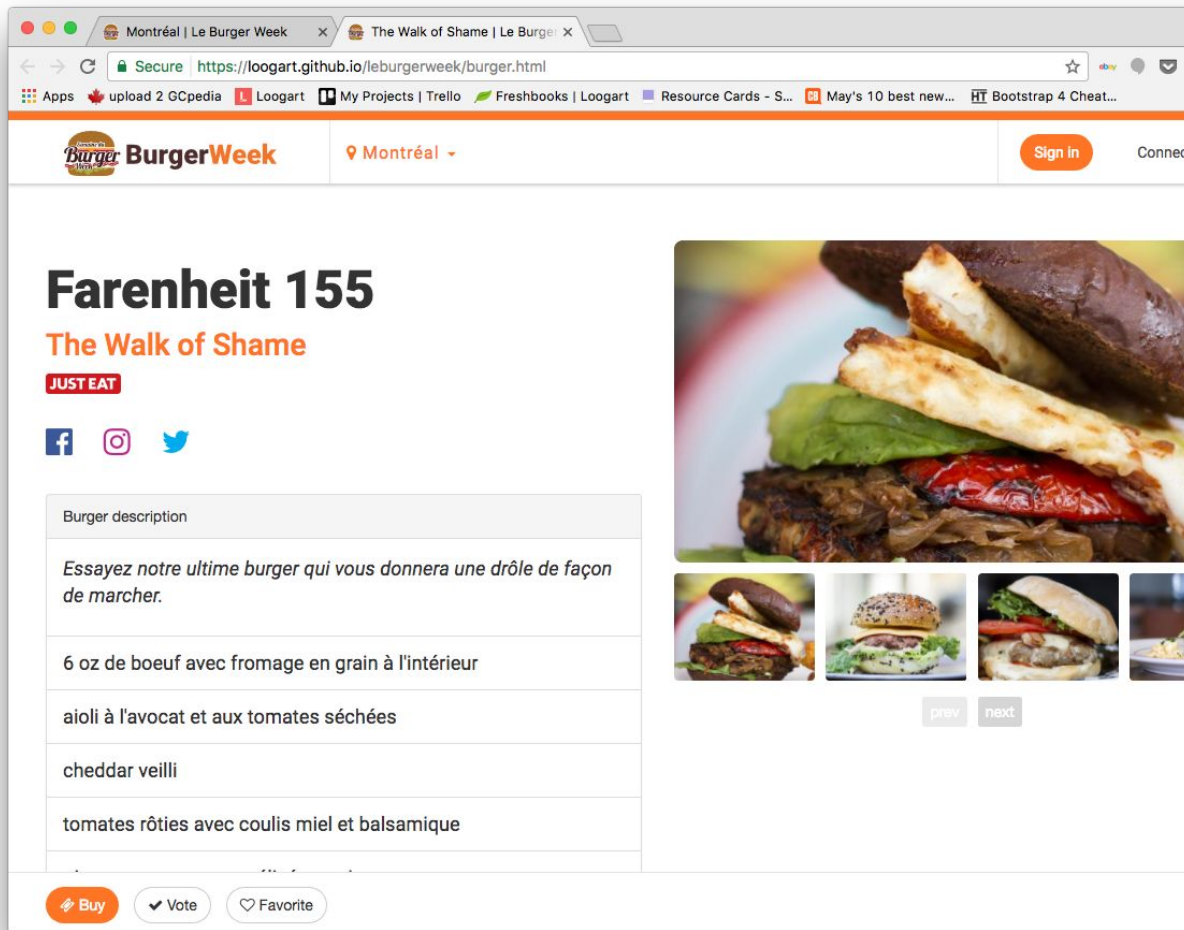
1. Big images
2. Delightful animations on hover
3. Card format
4. Image is clickable





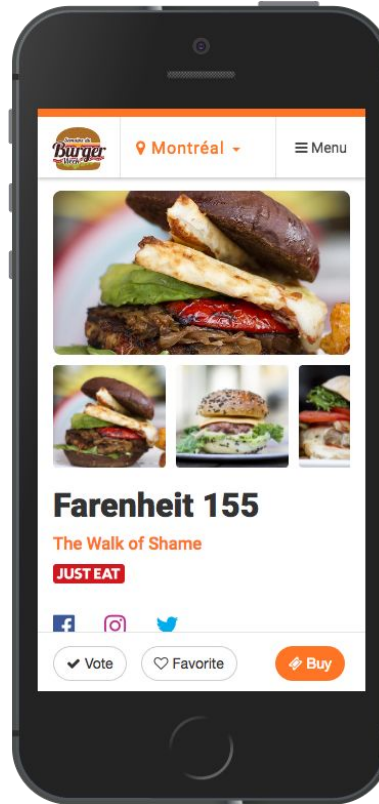
# Burger page

1. Multiple photos
2. Clean layout of burger description
3. Description + ingredients
4. Action buttons tucked at the bottom of screen, yet visible
5. Map at bottom for directions to restaurant



# Burger page (mobile)

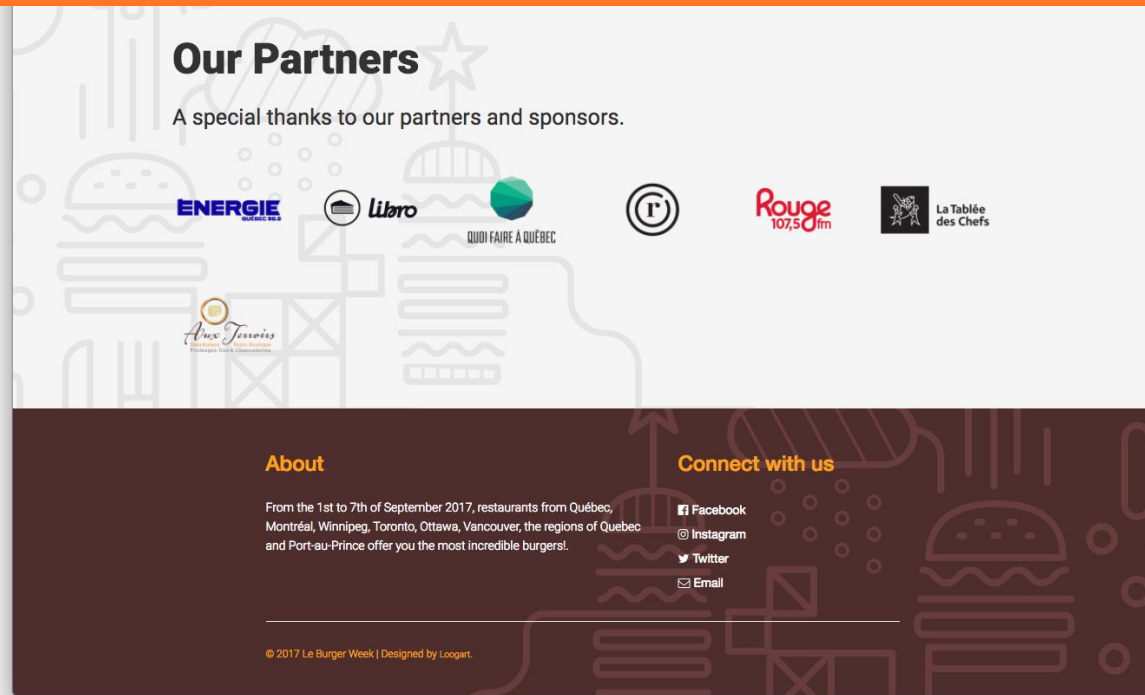
1. Efficient mobile design
2. Consistent information and actions with desktop page
3. Actions are at thumb level - improve UX





# Partners, footer

1. Modular design
2. Illustration appears in both sections to reinforce the brand



# Live prototype

- 3 html pages (home, city and burger page).
- No database
- Ready to be integrated with back end code
- City images from Shutterstock

<https://loogart.github.io/leburgerweek/>

