“舌尖上的美食”网站设计与制作

摘 要

随着科学技术的不断进步，互联网产业具有广阔的前景。最密切相关的网站之一是网站，它颠覆了许多传统行业，并为人们提供了更多的就业机会。该网站除了提供实用功能外，还为企业的宣传提供了方便的渠道。网站的推广和优化为企业带来了大量的流量。在21世纪，流量是企业网站类型的象征。 “舌尖上的美食”网站最直接的用户是线上零售美食，在主要城市中人口稠密，对美食的需求巨大。作为与用户互动的首要场所，“舌尖上的美食”网站的主页在用户界面设计中需要仔细考虑，并且也是各种资源的入口。它将用户与后台产品系统联系起来，并起着“桥梁”的作用。用户界面的质量直接影响用户与系统之间“交互”的效率。

根据用户体验，本文决定使用市场上主流的UI设计模式，并结合色相使用ZOOKU设计竞赛的胜负色彩。本文通过对市面上美食类网站的深入研究，历时数月，获得了更为全面的设计模型，并提出了“舌尖上的美食”网站信息重组与设计的新思路。根据当前比较普遍的内容管理程序，提出了在“舌尖上的美食”网站信息建设中应遵循的具体原则和应考虑的用户体验因素。该过程着重于用户的整体参与和用户的真实体验，为具有良好用户体验和用户满意度的美食网站设计提供了新思路。受当前建设条件的限制，这套网站是由PHP + MYSQL开发的，可以在相对较短的时间内完成网站的建设。建立网站的知识储备要求低，很适合设计意图。

关键词：美食网站；PHP；JS；MYSQL；

Abstract

With the continuous progress of science and technology, the Internet industry has broad prospects. One of the most closely related websites is the website, which subverts many traditional industries and provides more employment opportunities for people. The website not only provides practical functions, but also provides a convenient channel for enterprise publicity. The promotion and optimization of the website has brought a lot of traffic for enterprises. In the 21st century, traffic is the symbol of enterprise website type. The most direct users of the "food on the tongue" website are online retail food, which is densely populated in major cities and has a huge demand for food. As the first place to interact with users, the home page of "delicious food on the tongue" website needs careful consideration in the user interface design, and it is also the entrance of various resources. It connects users with the background product system, and plays a "bridge" role. The quality of user interface directly affects the efficiency of "interaction" between user and system.

According to the user experience, this paper decided to use the mainstream UI design mode in the market, and combined with the hue to use the winning and losing colors of the contest. In this paper, through the in-depth study of food websites on the market, it takes several months to obtain a more comprehensive design model, and puts forward a new idea of information reorganization and design of "food on the tongue" website. According to the current common content management procedures, this paper puts forward the specific principles and user experience factors that should be followed in the information construction of "food on the tongue" website. This process focuses on the overall participation of users and the real experience of users, which provides a new idea for the design of food website with good user experience and user satisfaction. Limited by the current construction conditions, this website is developed by PHP + MYSQL, which can complete the construction of the website in a relatively short time. The requirement of knowledge reserve is low, which is suitable for design intention

Keywords: Online food; PHP; JS; MySQL;

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