Chinta Kechil Refresh

November 2025

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Website Refresh for Chinta Kechil

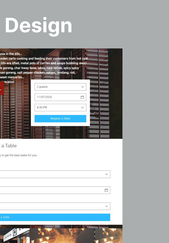
Project Summary

Chinta Kechil, a Malaysian restaurant in Sydney, wanted to modernise their website to better reflect their vibrant brand and encourage more online table reservations. They needed a design that was both visually compelling and easy to use.

Stakeholder Overview

Business Goals: Increase table reservations through a more user-friendly and visually compelling website.

User Role: Potential customer



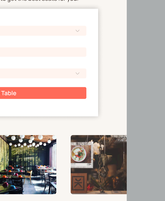
Original Design

User Pain Points

1. Poor Visual Hierarchy & Readability
- Buttons and descriptions use the same size, color, and weight.
- Description text sits above the navigation bar, causing confusion.
- Lack of white space and contrast impacts readability, especially on mobile.

2. Duplicate and Confusing Booking UI
- "Request a Table" CTA appears twice within the first scroll, with differing designs.
- Users aren't sure which button is the "official" way to book.
- This inconsistency creates mistrust and lowers engagement.

3. Weak Content Structure
- Important sections like Menu and Home Delivery are not prominent.
- Users struggle to find menus, hours, or delivery information.
- Ineffective CTA placement reduces conversions.



New Design

Result

Improved Booking Conversion Flow
- Reduced confusion by replacing duplicated booking buttons with one clear, high-visibility CTA, resulting in a more streamlined reservation experience.

Enhanced Visual Hierarchy & Readability
- Updated typography, spacing, and layout now guide users naturally through the page, making key actions (menu, booking, contact) faster to access and easier to understand.

Stronger Brand & User Trust
- A cleaner, modernised interface with consistent colour and content structure reinforces professionalism and encourages users to stay, browse, and complete actions confidently.

Reflection

What I learned and will improve on next time from this project

Iterating based on real issues:
Evaluating the site through user pain points (duplicate CTAs, weak navigation, low contrast text) taught me that redesigns should solve specific problems, not just "change the UI."

Edge cases exposed hidden usability problems:
On the happy path, the booking button technically worked, but duplicate CTAs, unclear labels, and poor hierarchy created friction for users who didn not know the restaurant yet.

The importance of visual hierarchy:
I learned how small design decisions, like button placement, font weight, and spacing, can dramatically affect user trust and task completion. Fixing hierarchy was more impactful than I expected.

Thank You!

any questions?
feel free to send me an email!