User Interface Element Name	Location (which page section/HTML structural tag)	Description	Purpose for this functionality
page header	<header>	contains navigation bar and hero image	provides user with info and visuals which create their first impression; contains useful navigation
fixed navigation bar	<nav>	bar that remains stuck to top as user scrolls down	provides access to / visual of site name, phone number, and navigational links at all times, so the user doesn't have to scroll around to find the info they may need at a glance
logo	inside navigation bar - left	small Burrito Masala logo; links top of page	adds branding and professional look; allows user to jump to top of page
heading	<h1> to right of logo	name of food cart; broken into two lines on smallest resolutions	page title; lets user know the name of the food cart / site they're on
navigation links	inside navigation bar - right	links to main sections of page; hamburger menu on smaller resolutions	allows user to navigate to anywhere on the page to find the info they're looking for, from anywhere on the page; provides a quick look at the site's main content
hamburger button	inside navigation bar - right (mobile/tablet only)		
Menu section link	in dropdown menu on mobile/tablet; right side of nav bar on desktop	links to Menu section	gets user to the Menu section without scrolling
Contact section link	in dropdown menu on mobile/tablet; right side of nav bar on desktop	links to Contact section	gets user to the Contact section without scrolling
About section link	in dropdown menu on mobile/tablet; right side of nav bar on desktop	links to About section	gets user to the About section without scrolling
hero image slider	#hero; below navigation bar	slider of 3 large background images of food served at Burrito Masala and the food cart itself; spans width of page	gives user immediate visual impression of what the site is about
descriptive text	inside hero image	brief description of the food cart; different text on each hero slide; no more info than immediately neccesary (more info can be found in About section)	gives user textual and more detailed impression of what the site is about; confirms whether this site fits their search
main section	<main>	contains the page's main content	
Menu section	section#menu	contains information on menu offerings and ordering	addresses a primary user query so they know what to expect from this food cart
dietary icon key	top of #menu	contains key for vegan and gluten-free icons	makes user aware that there are vegan and gluten-free items available and what symbols to look for
vegan icon graphic	<img>	V icon	indicates vegan items
gluten-free icon graphic	<img>	GF icon	indicates gluten-free items
food offerings		list of ingredients customer can choose to customize their order	shows the user what food options are available; allows them to create an order to call in or, at a glance, determine whether they are interested in the cart's food

choose style	div	displays choice of burrito (with note on gluten-free tortilla available) and bowl; 3-column section (with "OR" graphic in middle) on largest displays and single, shorter columns on smallest ones	eases the user into the selection process with the basic either/or food-style option
meat/veggie options	div	displays meat and veggie options with descriptions; 3-column section on largest displays and single, shorter columns on smallest ones	shows the user what meat and veggie options are available
rice options	div	displays rice options with descriptions; 3-column section on largest displays and single, shorter columns on smallest ones	shows the user what rice options are available
topping options	div	displays condiment options with descriptions; 3-column section on largest displays and single, shorter columns on smallest ones	shows the user what condiment options are available
menu item visuals	background image behind each each food item, except for toppings	showcase what the food options look like	gives the user an idea of what the food looks like, like a visual sample of the food; attractive visuals with lots of color make the website look more vibrant, professional, and appealing
call to action section	<section>	transparent background area with large text	creates meaningful transition from menu to contact section using a call to action (place order)
note on how to order	<p>	note that online ordering is not available, only ordering by phone or in person	ensures the user understands how they can order from the food cart; minimizes user confusion and frustration; encourages and gives access to next step after looking through menu
Contact section	section#contact	contains hours, location, and contact info in two columns on larger displays and 1 column on mobile	provides the user with all the info they need to call in their order and visit the food cart
phone number	<div>	displays phone number for food cart	allows and prompts user to call or text their order in or ask any questions
call link (mobile)	<a>	mobile link with phone icon and call to action ("call")	makes calling easy for mobile users
text link (mobile)	<a>	mobile link with sms icon and call to action ("text")	makes texting easy for mobile users
hours	<div>	displays cart's hours of operation	essential information for potential food cart visitors; it is imperative this info stay up-to-date
address	<div>	displays food cart's address	necessary to find/visit the food cart; especially important if the user is unable to use the Google map functionality
map	<iframe> below contact info (to left on larger displays)	embedded Google map	dynamic map allows user to quickly get directions to the food cart from their location

About section	section#about	section describing more backstory on the food cart (owner background and inspiration)	personalizes website and gives the user a clearer picture of the people/idea behind the food cart who they are going to interact with
picture of owners	<img>	image of the husband-and-wife team below About text (right of text on larger displays)	visual personalization; lets users see the faces behind the cart
page footer	<footer>	contains less prominent but necessary content; solid background color that contrasts with main section	signals the end of the page's main content and unobtrusively provides supplemental content/links the user may be interested in
social media buttons	#social-media	row of Burrito Masala's social media icons/links	makes user aware of Burrito Masala's greater web presence and allows them to share their experience with others
Facebook icon	<button>	clickable Facebook like button (client will add link)	allows user to like Burrito Masala on Facebook
Twitter icon	<button>	clickable Twitter button (client will add link)	allows user to share Burrito Masala on Twitter
Pinterest icon	<button>	clickable Pinerest button (client will add link)	allows user to share Burrito Masala on Pinterest
Yelp icon	<button>	clickable Yelp button (client will add link)	allows the user to easily like or rate Burrito Masala on Yelp
copyright	bottom of footer	notice of copyright; smaller font	standard/professional deterrent to copyright infringement
site design note	bottom of footer	site design attribution and link	credits site designer