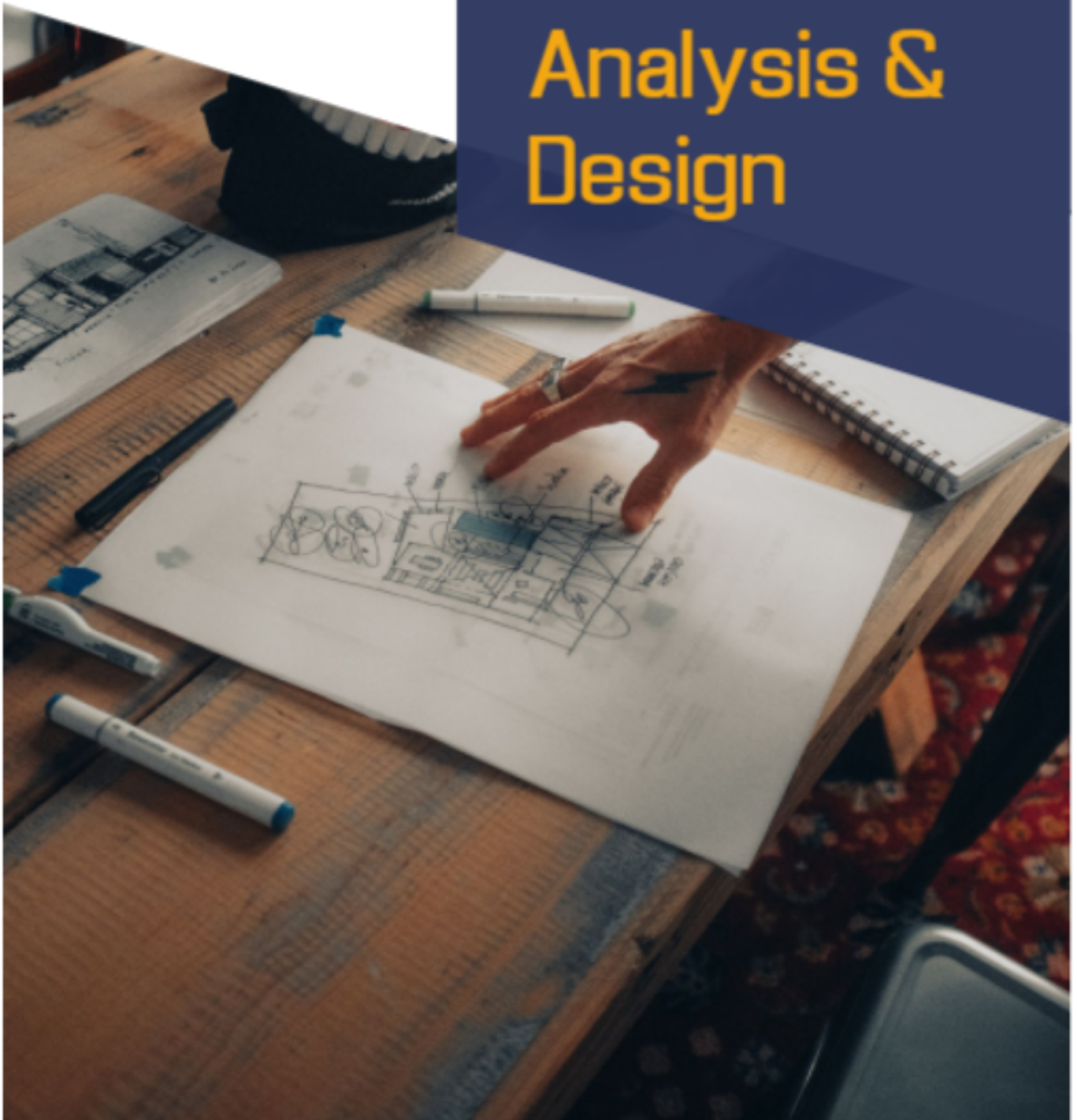


By Jack Giddens

UX Research, Analysis & Design



Contents

Strategy.....	4
Business Overview.....	5
Project Timeline.....	6
Business Requirements.....	7
User Assumptions.....	7
User Needs Assumptions.....	8
Target Audience.....	9
Research.....	10
SWOT Analysis.....	11
Self Analysis - Pizza Trap.....	11
Competitor Analysis - Base Woodfired Pizza.....	12
Competitor Analysis - Hell Pizza.....	13
Possible Changes.....	14
Survey Questions.....	15
Survey Results.....	16
User Testing.....	20
User Testing Results.....	21

Contents

Analysis.....	23
Confirmed Target Audience.....	24
User Persona 1.....	25
User Persona 2.....	26
User Persona 3.....	27
Use Case Diagram.....	28
Activity Flow Diagram.....	29
Card Sorting.....	30
Business Needs.....	30
Design.....	31
Design Decisions & Elements.....	32
Style Guide.....	33
Sketches.....	34
Digital Lo-Fi Wireframes.....	35
User Feedback.....	39
Hi-Fi Wireframes.....	40

Strategy



Business Overview

Business Overview

Client: Pizza Trap

Website: pizzatrap.nz

Location: Christchurch, New Zealand

Business Needs and History

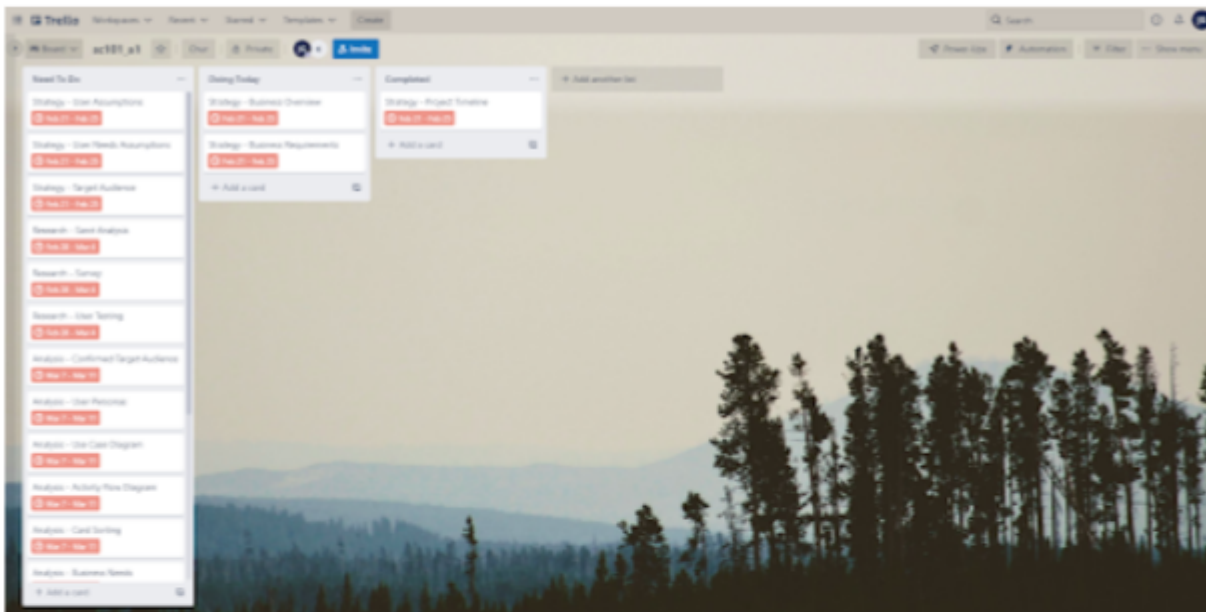
Pizza Trap is a restaurant / bar that offers high quality neo-neapolitan pizzas on hand-thrown, sourdough bases. The business started in 2021 and is designed as a place to sit down, enjoy live music, and have drinks with your friends. This is as opposed to other pizza joints such as dominos which is designed around quick pizza to take away. Almost all the pizzas on the menu can be made vegan, making it easy to bring all your friends along for drinks, dinner, and a show.

Our aim for this project is to design a website that promotes all of the areas of the business that they excel in and make it an enjoyable experience so we have returning customers as this is good for business. The problem with the current website is that it lacks good navigation and the design of the website is clustered and not nice to look at. We hope to fix this by offering a better experience with good design elements, adding a navigation bar and tidying it up to offer a great experience while visiting the website.



Project Timeline

I will be using Trello to manage my time effectively and efficiently to make sure I don't get behind on my workload and to ensure it will get all done ontime.



Trello Link:

<https://trello.com/invite/b/uUiGCQ1B/29e88b5a46175247057fbb04b4a26724/sc101a1>

Business Requirements

The client's objective is to invite customers into their restaurant to eat their pizzas. They have made it clear that their focus is to create an atmosphere where people can enjoy food, drinks and music with their friends. This is a difference from the big pizza chains who place more of a focus on delivery and takeaway.

Pizzatrap has space for their customers to enjoy their food inside. Their pizzas are made from quality ingredients and cater to different dietary preferences - this should be known to users. We hope to represent this in our website's design.



User Assumptions

We are assuming that the customers enjoy social drinks with their mates. We're assuming they prefer to eat out than at home. We're assuming that the customers could be work colleagues or live in the cbd. We're assuming that the customers know that the restaurant caters to dietary preferences. We're assuming that the customers enjoy pizza. We're assuming that the customers live locally or nearby the restaurant. We're assuming that the customers are familiar with the menu and food prices.

User Needs Assumptions

User Needs Assumptions

For the design of the website we must know the intended purpose or the needs to accommodate the users needs.

- Menu
- Contact info
- About Pizza Trap
- Social Media sharing buttons
- Location of restaurant

The website's design needs to be simple and easy to follow as this will give the user a better experience when browsing the website and ensure it positively represents the business. Things to keep in mind:

- Colour palate - This needs to be improved as the current colour palate is boring and not appealing.
- Responsive - The website needs to be able to respond to different resolutions with mobile phones these days becoming more and more used.
- Navigation - This greatly needs improving as the current state of the website lacks good and clear navigation.
- Imagery - This will show what pizza trap has to offer and it will show the personality of the brand. Images should be optimised to help the images load faster as people don't have time to wait for these sorts of things, especially when they're hungry.

Target Audience

Age: 18-25

Gender: All

Type of people:

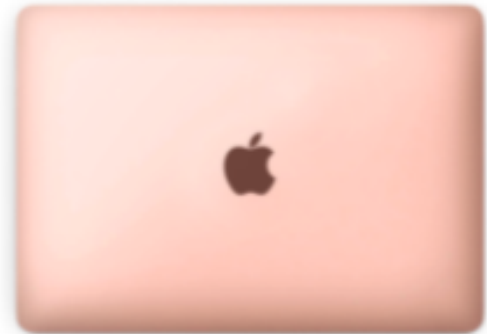
- Local students
- Social people
- Middle and upper class

Technology level: Age group uses technology

Culture: English Speaking

Literacy level: Age group knows english well

Geographic: Lives in Christchurch



Research



Swot Analysis

Self Analysis - Pizza Trap

Link: <https://www.pizzatrap.nz/>

Branch Address: 371 Saint Asaph Street, Christchurch

Strengths

- The website has a chat box where the user can input any questions they might have and pizza trap will respond "as soon as we can".
- Making reservations is made easy with a calendar drop down (when clicked on "Date") that shows the user what dates are and are not available
- Gives the user the option to sign in with Facebook, Google and email making it easy to register
- The website warns the user with obvious "!" icons to let the user know that they have not imputed something correctly in the "reservations" and "sign up for news, events and much more" sections of the website. Using "!" as an icon is good as well as it makes it obvious straight away that something is wrong.
- The website is responsive and works well on smaller devices.

•

Weaknesses

- When you click login doesn't give any options or headings for the user to return to the home page making it hard to go back through the menus
- When you click order pick up it takes you to another separate website in a new tab rather than having all the menus on the one website
- Your eye isn't drawn to what's important on the website meaning that the user has to scan around the website to find what they're looking for
- Everything is either red or black on a white background making it not very pleasing or interesting to look at from the users perspective
- The website is very inconsistent with all the buttons and paragraph scattered around the website rather than in more logical and consistent positions like other websites
- Usually when text is underlined on a website it indicates a clickable button to the user. The "Take Away" and "Dine-In" sections are both underlined and look as though you can click them.

•

Opportunities

- Covid 19 increasing the demand for delivery services.

•

Treats

- You're paying premium prices for a premium pizza at pizza trap which could cause people with less money to go to cheaper pizza places that are more affordable. For example you can buy 5 dominos pizzas for the price of some of their pizzas.
- It's on the south east end of the city meaning it might be out of the way for some people who would rather eat locally in town. Mainly applies to workers in the cbd.

Swot Analysis

Competitor Analysis - Base Woodfired Pizza

Branch Address: 384 Ferry Road, Christchurch

Link: <https://www.basepizza.co.nz/>

Strengths

- Simple colours and design
- Big branding of their logo catches the users eye straight away
- Has a navigation bar unlike Pizza Trap
- Location of the stores is found at the bottom of the website which is a common place for websites to put making it very easy and comfortable for the users. There is also a heading in the navigation bar that takes the user to the location section which is good.
- Better layout than Pizza Trap as it is more spread out and less clustered

Weaknesses

- Hard to differentiate the navigation bar from everything else that is going on, making the user have to read and scan the website rather than knowing where it is straight away with good ux design choices.
- Some buttons are not very obvious until they are hovered over meaning it could be quite difficult for some users to find the right place to go.
- Some text on the website that is underlined is clickable and some isn't (similar to Pizza Trap) making it confusing and inconsistent for the user.
- Also similar to Pizza Trap when you go to order it takes you to a different website in a new tab rather than it all being on the one website by using menus and other means of navigation.
- Overload of information. Paragraphs are layed out awfully, making it very hard to read for the user. Also makes the website look lazy and clustered.
- Bad colour contrast with some of the text (grey on grey) when you're on the order page.

Opportunities

- Covid 19 increasing the demand for delivery services.

Treats

- Pizza Trap has this same issue where the pizzas are although high quality the pricing matches, meaning customers with a smaller budget are more inclined to shop at cheaper pizza places.

Swot Analysis

Competitor Analysis - Hell Pizza

Branch Address: 138 Hereford Street, Christchurch

Link: <https://hellpizza.com/>

Direct competitor of Pizza Trap

Strengths:

- Strongly represents the brand and its theme of "hell" through buttons, icons and images.
- The website uses lots of eye-catching animations and interactive effects making the website feel alive.
- Does not overwhelm the user by keeping information short and simple while not lacking important information. Minimal information yet still useful.
- Your attention is drawn to ordering pizza which is the intended purpose of this website which is good.
- Constant layout. Makes it easy and familiar to users using this website for the first time as it's consistent with other websites.
- Unlike Base Woodfired Pizza and Pizza Trap who both have separate websites for ordering the pizza, hell keeps it all self contained on the one webpage.
- Clever branding of pizza such as "the morning after pizza" which encourages an user to grab a "hangover cure" the next morning.

•

Weaknesses

- Some of the buttons are difficult to know that they are buttons until you hover or click on them.
- When you click to order pizza and it takes you to its menu page, there is no return or home button to take you back to the main home screen.
- Continuing from the weaknesses above, on the menu screen there is no navigation bar either so you can't access the rest of the website without having to find your way back to the main home page.

Opportunities

- Covid 19 increasing the demand for delivery services.

Threats

- Since the franchise branding relates and refers to "hell", customers of religious background will be hesitant to shop here and may look to other pizza joints as this doesn't bode well with their beliefs.
- Hell Pizza is thought of as unhealthy and low quality with the convenience of it being "fast food", cheap and still very tasty to a lot of consumers. Yet when you compare this to the quality of the pizzas made by other competing businesses such as Base Woodfired Pizza and Pizza Trap some consumers might be more inclined to spend more money and wait a little longer for a higher quality pizza.

Possible Changes

- Based on some of the findings in my SWOT analysis I gathered that a consistent layout of a website is very important. This makes your website not only very flexible and efficient for customers to get what they want out of your website as fast and as easy as possible, but it also goes hand in hand with a nice design of a website. Making it not clustered and scattered like Pizza Traps website but a nice and spread out website with menus and buttons to help the users experience with browsing through the website. A good layout makes for a great user experience so this is something I will consider when making my designs for my website.
- Making sure that there is always a back out or return option is something that I will try and include in my website. Hells Pizza and Pizza Trap were two good examples of bad user control and freedom. Users often perform mistakes and a website should always support a way to undo or return, so good navigation is very important in a good website. Nothing is more frustrating than going to the wrong place on a website and not knowing how to get back.
- Some of the businesses websites that stood out to me were the ones with clear branding, intention, and navigation. The biggest things on a website should be the most important as these are the things that the eye gets drawn to first. Having the main focus of the website's intentions will be a priority for my website design.
- A clear navigation bar and a self contained website will be an improvement for Pizza Traps website and design that I will be looking to implement in my prototypes. A clear navigation and way to travel through different menus in a website is not only very familiar to a user using this website for the first time but it makes it easy and simple to go from A to B quickly and efficiently.



Survey Questions



How old are you?

- a. 0-14
- b. 15-24
- c. 25-34
- d. 35-44
- e. 45-54
- f. 55+

What is your profession?

- a. Student
- b. Worker
- c. Other

Do you enjoy going out and socialising?

- a. Yes
- b. No
- c. Sometimes

What would your ideal pizza restaurant be with your budget?

- a. Dominos
- b. Hells Pizza
- c. Pizza Hut
- d. Sal's Pizza
- e. Other

Do you enjoy live music?

- a. Yes
- b. No
- c. Sometimes

What dinner scenario best matches what you would enjoy the most?

- a. Picking up food and eating at home (Take Away)
- b. Getting food delivered and eating at home (Delivery)
- c. Eating out (Dine in)
- d. Eating out with some casual drinks (Dine in + alcohol)

If you were visiting a restaurant's website, which of the following options would you make use of?

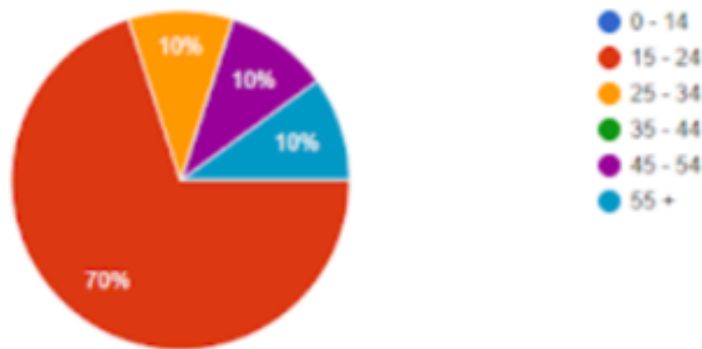
- a. Subscribing for news and events
- b. Make an account for the website
- c. Use a chat box to get questions answered
- d. I would never use any of the above

Survey Results

How old are you?

 Copy

10 responses

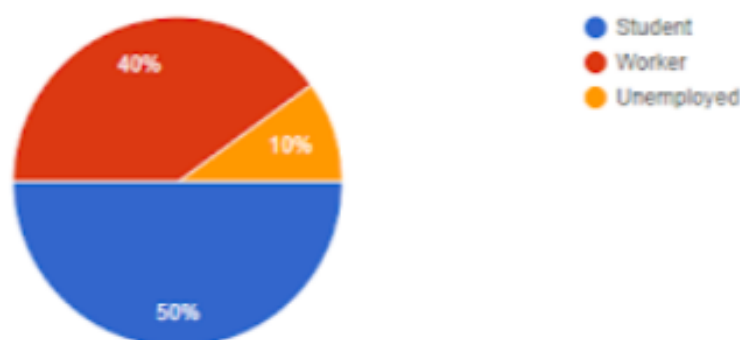


When we began strategising around our target audience we predicted that our age group would be around 18-25. We can see from the results gathered from the survey that the majority of the respondents were aged between 15-24 making up 70% of the respondents. Based on these results we can confidently confirm our initial assumption for the age of the targeted audience being 18-25.

What is your profession?

 Copy

10 responses



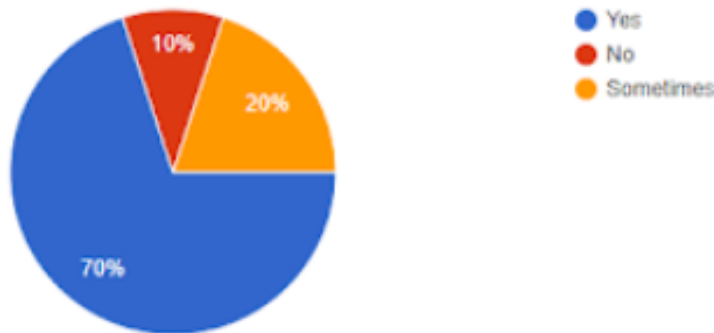
In our assumptions we predicted that the majority of the people eating at this restaurant would be local workers or students. We can see from the gathered results of the survey that 40% of the respondents were working people and 50% were students. We can also gather that 10% were unemployed yet this will not affect our target audience as the other results make up the majority. From this we can confirm our assumption that our target audience professions will be of the working class and students.

Survey Results

Do you enjoy going out and socialising?

 Copy

10 responses

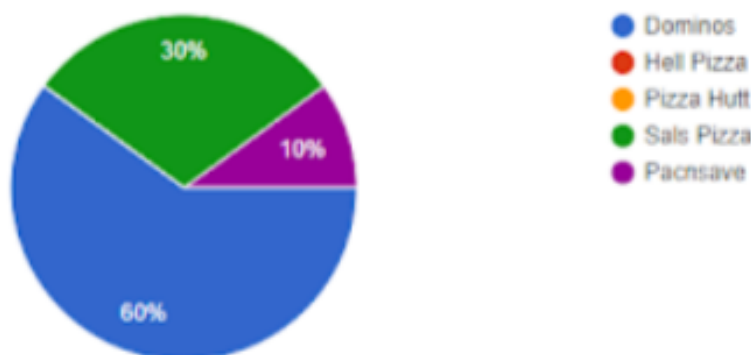


We can see that most people who completed the survey do enjoy going out and socialising as 70% answered yes to this question. This again paints a better picture in our head with what sort of people will be using this service which will be important when it comes to designing the website. Pizza Trap is a restaurant more revolved around social events and gatherings than most pizza places so this will be a key point and emphasised in the design process of the website.

What would your ideal pizza restaurant be with your budget?

 Copy

10 responses



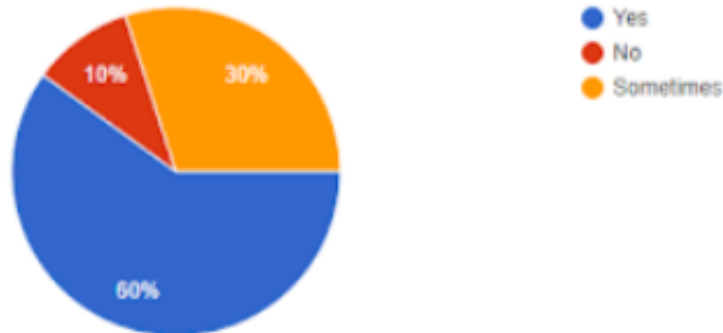
60% of the respondents answered that Dominos is their preferred pizza restaurant with 30% going with Sal's pizza being the second most popular. From this we can see who our main competitors will be and give us the opportunities to take inspiration from the competitors' websites and use it on our own.

Survey Results

Do you enjoy live music?

 Copy

10 responses

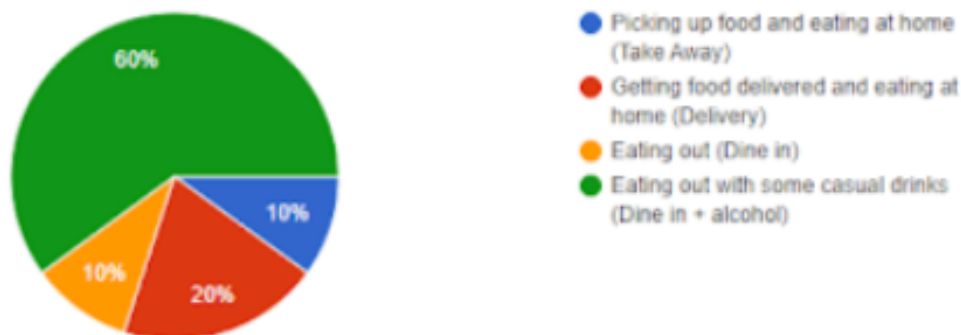


We can see from the results of the survey that 60% enjoy live music while 30% sometimes enjoy live music and 10% don't enjoy it. From this we know that mostly people will enjoy some live music so this is something that we can promote on the website to draw in our targeted audience.

What dinner scenario best matches what you would enjoy the most?

 Copy

10 responses



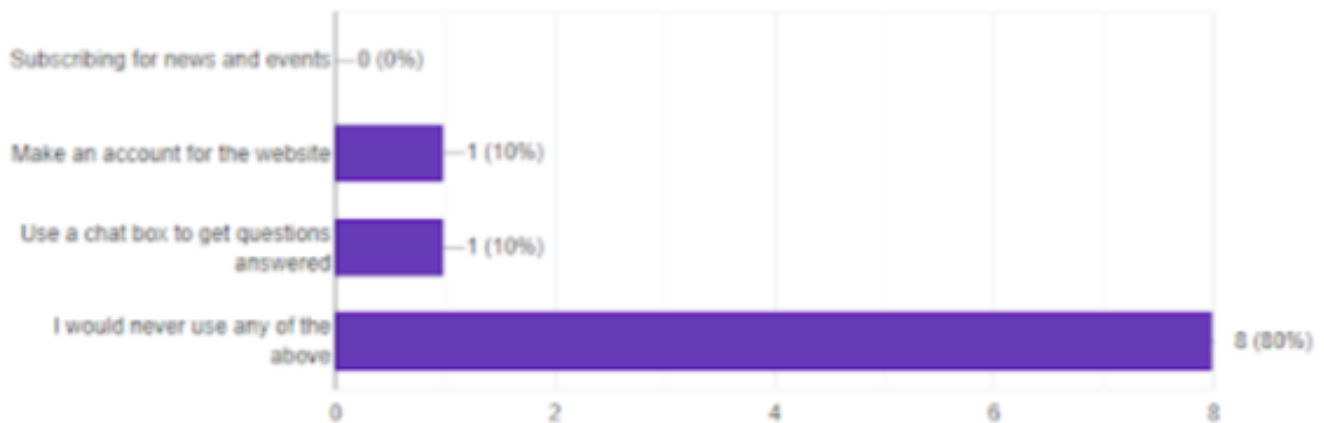
Again a big focus for this website will be to really target it towards our assumed target audience and so far from our results we can confirm that these are people around 15-24 who either work or study and enjoy live music and socialising. The results from this question enhance our assumptions for this group of people as 60% of the respondents said they would prefer to eat out with some casual drinks. This will again be something that will be on our minds when designing our website. Dining will be the main priority with delivery options next as this was the second most popular answer with 20%. Even less focus will be on take away as that only got 10% yet it will still be important information to include there will just be more emphasis on booking to dine in as this was the most popular answer.

Survey Results

If you were visiting a Restaurants website, which of the following options would you make use of?

 Copy

10 responses



I designed this question around the functions on the website that I thought were less important and I wanted to know how many people actually make use of them. As we can see from the results 80% of people don't use any of the functions above. From this I'm going to give far less emphasis on these website functions and maybe even remove some options like a chat box as calling the restaurant is of the same convenience for example.

Survey Summary

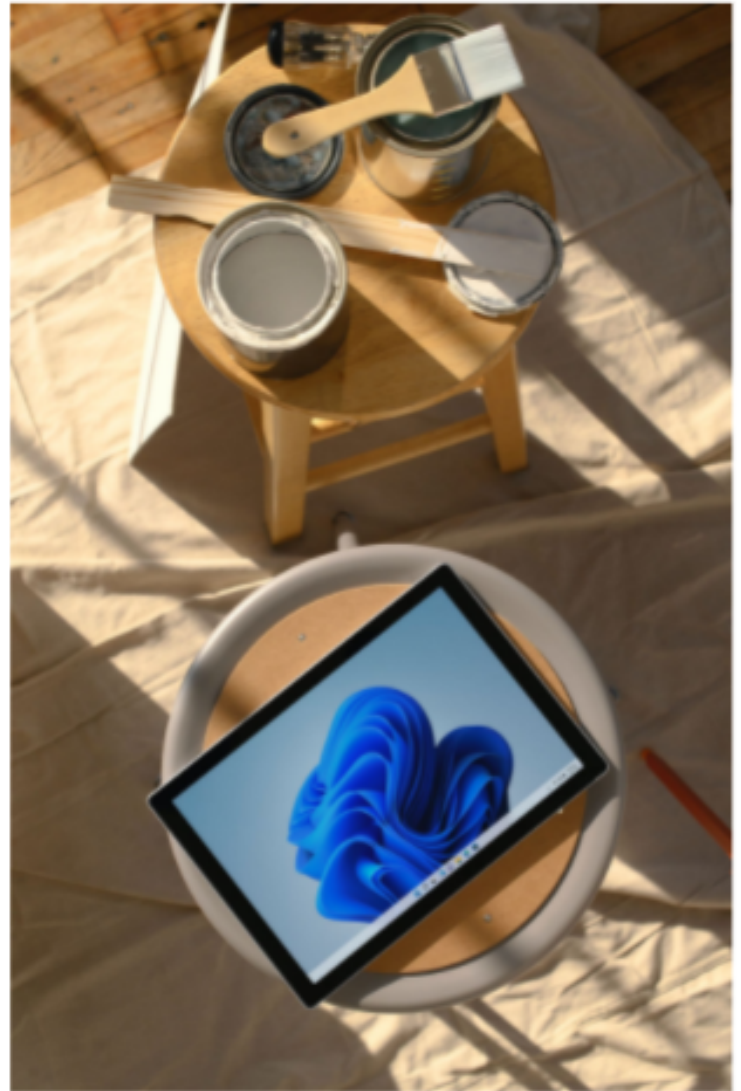
The survey results gave us a really good idea on the type of people that will be making use of Pizza Trap services and confirmed a lot of our initial assumptions. We know that the majority of the users are between 15-24 years of age, either working or studying and are social people who enjoy live music and going out to eat rather than staying at home. Having this information will be very useful when designing the website as we can put more emphasis and importance on certain areas of the website than others and design it around the wants and needs of our target audience.

User Testing

I will be testing users on certain functions on the website and analysing their process in completing the functions I assign to them. I will be recording time taken and amount of clicks taken to complete certain tasks. From this I will get a good gauge on what already works well on the website and possible changes I could make to improve the website's functionality and flexibility.

User Tasks:

1. Google search "<https://www.pizzatrap.nz/>"
2. Add 1 pizza and 1 sides into you order
3. Login in or sign up
4. Choose a pick up time
5. Enter Payment details
6. Return to home page
7. Make a reservation

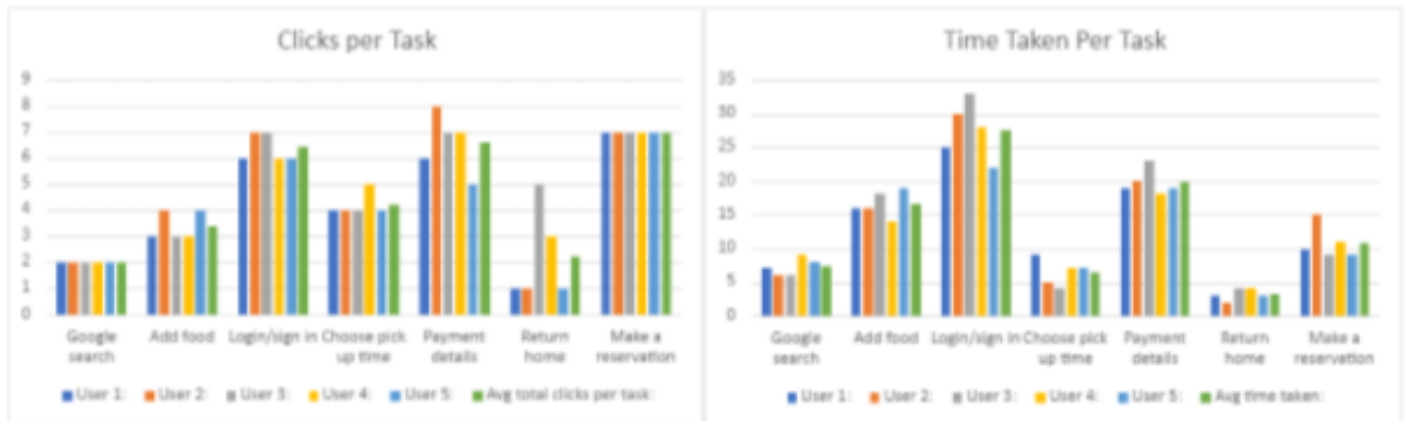


User Testing Results

Tasks:	User 1:	User 2:	User 3:	User 4:	User 5:	Avg total clicks per task:
Google search	2	2	2	2	2	2
Add food	3	4	3	3	4	3.4
Login/sign in	6	7	7	6	6	6.4
Choose pick up time	4	4	4	5	4	4.2
Payment details	6	8	7	7	5	6.6
Return home	1	1	5	3	1	2.2
Make a reservation	7	7	7	7	7	7
Total Clicks:	29	33	35	33	29	31.8

Tasks:	User 1:	User 2:	User 3:	User 4:	User 5:	Avg time taken:
Google search	7	6	6	9	8	7.2
Add food	16	16	18	14	19	16.6
Login/sign in	25	30	33	28	22	27.6
Choose pick up time	9	5	4	7	7	6.4
Payment details	19	20	23	18	19	19.8
Return home	3	2	4	4	3	3.2
Make a reservation	10	15	9	11	9	10.8
Total Time:	89	94	97	91	87	91.6

User Testing Results



From the user testing I found out that there weren't actually that many issues when users were using the main functions of the website like booking reservations and ordering pizza. Lots of the users didn't spend much time and clicks finding where they needed to go and completing the tasks I assigned to them. From this perspective the functionality of the website is pretty good and everything was clear enough, although it's not to say it can't be improved. For example, getting back from ordering pizza to the home screen provided a little bit of struggle for some users who thought that there was going to be a menu at the top of the screen to return them home and there wasn't. Also the main logo at the top of the page looks like a clickable home button but it just takes you to the website you're already on which is confusing and strange so this is something I could look into improving. I also noticed users having to scroll quite far down to get to the sides which took longer than it should have. There should be menus or shortcut buttons like Hell Pizzas website so you can skip to the different sections of the menu. This would be a welcomed improvement and save the users time from having to scroll through each menu to get to it.



Analysis



Confirmed Target Audience

Demographic:

- Age: 18-25
- Gender: All
- Type of people: local workers and students
- Culture: everyone
- Technology level: age group uses technology
-

Assumptions:

- Customer enjoys social drinks with mates
- Customer prefers to go out
- Customers are families of groups of friends
- Customers could be work colleges or live in the cbd
- Customer know the restaurant caters to dietary preferences
- Customer enjoys pizza
- Customers mostly include people living nearby the restaurant
- Customers are familiar with the menu and food prices



User Persona 1

User Persona 1 - Jerry Beef



"I enjoy a night out"

Age: 21
Gender: Male
Income: StudyLink
Occupation: Student
Location: Riccarton,
Christchurch

Personality



Bio

Jerry is a student studying for a law degree at Canterbury University. Both his parents are lawyers influencing his decision to follow in their footsteps and become a lawyer himself. Jerry is quite extroverted and enjoys going out with friends which doesn't bode well with his degree as it's quite time-consuming and time-demanding. This makes Jerry fall behind on his work on the nights he decides to go out with his friends leaving him quite stressed the following day. Jerry hopes to fill the shoes of his parents and make them proud.

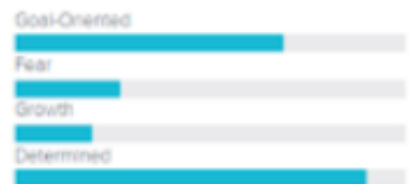
Goals

- Finish 3-year degree with high grade
- Get a part-time job to start paying off his loans
- Meet some new people
- Make his parents proud

Frustrations

- When he doesn't manage his workload for school with bad time management leaves him feeling really overwhelmed and stressed
- When things take ages to load especially when he feels like he's under pressure
- He hates forgetting important things

Motivation



Main Uses



Ways of Learning



"sorry the screenshots didn't come out very clear"



User Persona 2

User Persona 2 - Leslie Weaps



"I love to capture moments"

Age: 24
Gender: Male
Income: StudyLink
Occupation: Student
Location: Addington,
Christchurch

Personality



Bio

Leslie is a student doing a photography major at Canterbury University. His love of photos came from when he got his first camera as a little boy and he fell in love with the idea of capturing moments. From this, he knew that a major in photography would be perfect for him. Outside of university he loves going out and exploring with his camera seeing what sort of cool photos he can take. This also helps him with his studies.

Goals

- Get popular on social media and start making a name for himself through his photography
- Pass his studies
- Travel the world with his camera

Frustrations

- Taking photos when the lighting is bad
- When people blink in photos
- When files get corrupted and he loses photos
- Traffic

Motivation



Main Uses



Ways of Learning



User Persona 3

User Persona 3 - Emiel Muf



"I love my parents"

Age: 23
Gender: Female
Income: \$70,000 Year
Occupation: Finance Assistant
Location: Christchurch CBD

Personality



Bio

Emiel works at her father's business in the CBD as a financial assistant in the hopes that one day she will fill his shoes. She hasn't really worked hard for anything in her life as her father has supported her greatly in getting her to where she is today. Doesn't really have much motivation and relies on her father's guidance.

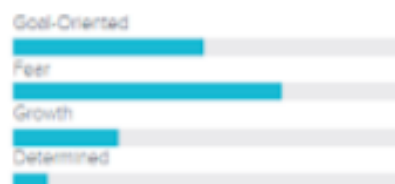
Goals

- Get 10,000 Instagram followers
- Run her father's business
- Go traveling
- Buy a new car

Frustrations

- Cheap food
- Slow Shipping
- Not getting many likes on social media

Motivation



Main Uses

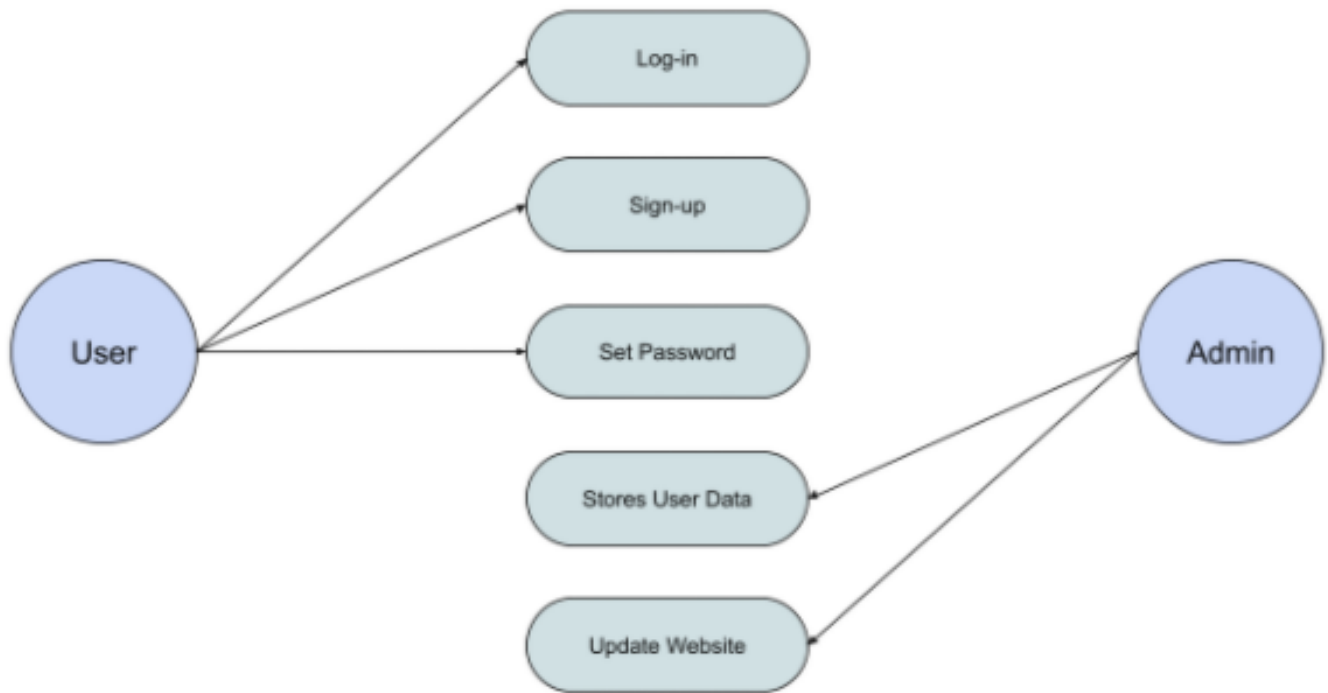


Ways of Learning

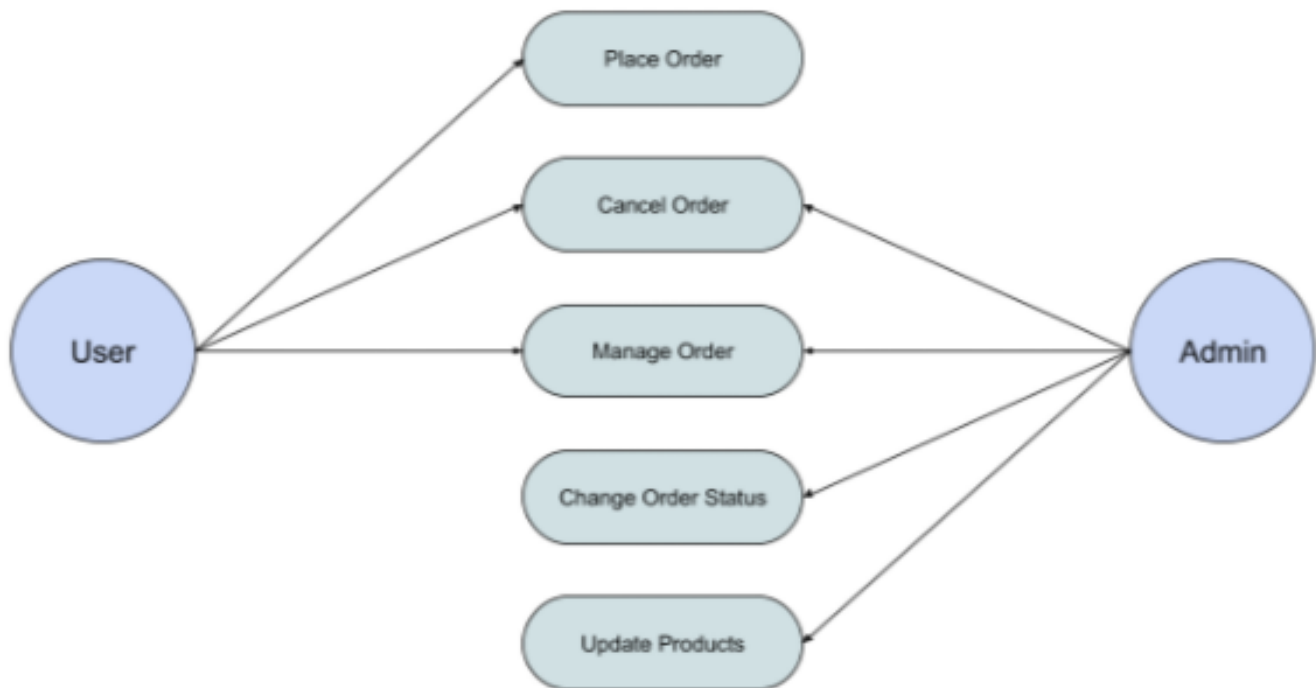


Use Case Diagram

Log-in/Sign-up to Online Store



Making an Online Order



Activity Flow Diagram



Card Sorting



Business Needs

The business needs remain the same as the website lacks an easy to follow and constant layout, the website lacks good colour design and company branding, and clear and flexible navigation. These are all areas we will aim to fix in our design phase. Having clear branding and advertising of business selling points will be very important so the website can promote the areas it excels in over other businesses. We want the user to have a good first impression and experience on the website so they come back again.

Design



Design Decisions & Elements

From all the research that I have gathered through my swot research and analysis phases here are some of the areas of the website that we want to put emphasis on:

- Firstly the most important design decision will be making ordering pizza the first thing that attracts the attention of the user. I will do this by making it stand out using clever colour contrast and making it larger than other aspects of the website so it really draws the most attention.
- From the swot analysis I gathered that another very important aspect of a website and one that I will be implementing into my website is that having clear navigation is very important. The user should be able to access every part of the website with ease and shouldn't be left wondering how to get from a to b. Also having return options so the user can return to different parts of the website if they went to the wrong place.
- Having a consistent layout is something that I will keep in mind when designing. Having everything laid out in a way that's familiar and makes sense to the user as this will give the user a far more enjoyable experience.
- Aspects of the website should include live music and even maybe giving it a section as this is something that our target audience enjoys. It should have an emphasis on eating in with some drinks as this too is something that our target audience appreciates. Also the design should be centred around young adults so this is something I will keep in mind when designing.
- In terms of different ways of ordering, the importance of each way is as follows based on the survey results: firstly most importance on eating in (reservation), then delivery (uber eats), then pick up (ordering online). Each will feature I just might put "book a reservation" before "order with uber eats" et cetera.
- Finally I thought I would mention that I will be removing the chat box and instead give other ways of contacting such as email or phone numbers. This is based on my own thoughts and the results of the survey.

With these ideas in my head it should give me a good foundation to start building some basic designs around.

Style Guide

Fonts

Font Style:

Paytone One

Font Size:

Heading 1: 48

Heading 2: 36

Heading 3: 24

Text 1: 18

Text 2: 14

Text 3: 12

Phone Text 1: 10

Phone Text 2: 6

Phone Text 3: 5

Imagery



PIZZA TRAP



Colours

#000000ff

#ffffffff

#075229ff

#5f8c74ff

#3e1111ff

#602f2fff

#894f4fff

#be6d6dff

Sketchs



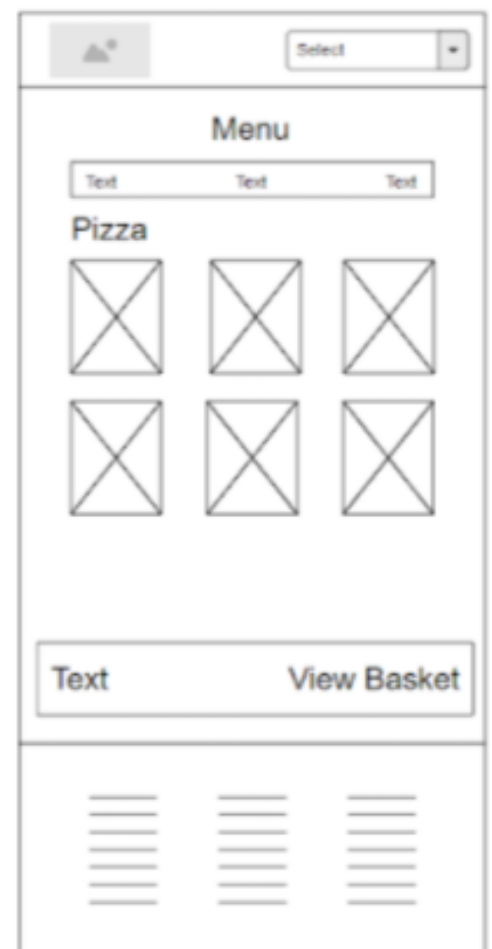
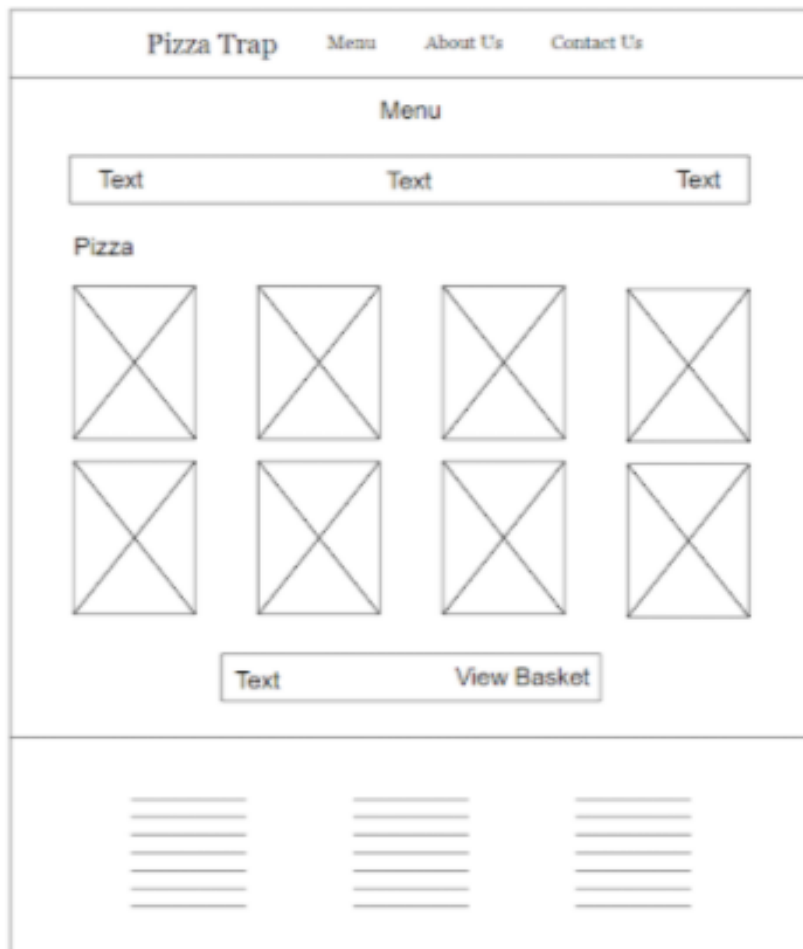
I first sketched down some ideas I had before moving onto the digital wireframes. I considered both desktop and mobile designs and how my website would react to different resolutions. Different ideas were used for each design so I'm going to take the parts I think I like.



Digital Lo-Fi Wireframes



Digital Lo-Fi Wireframes



Digital Lo-Fi Wireframes

Pizza Trap

Menu

About Us

Contact Us

Book a Reservation

Reservation

Date...

Time...

Party Size...

Book Now

Contact Pizza Trap

Subscribe

Enter your email here...

Subscribe

Select

Book a Reservation

Reservation

Date...

Time...

Party Size...

Book Now

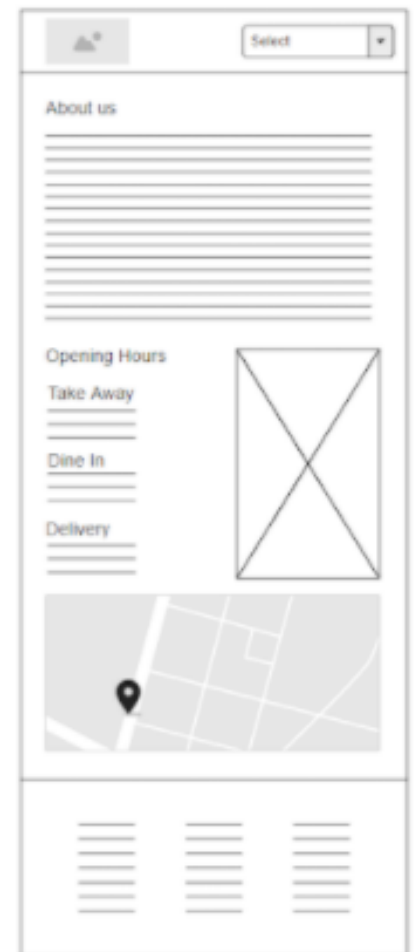
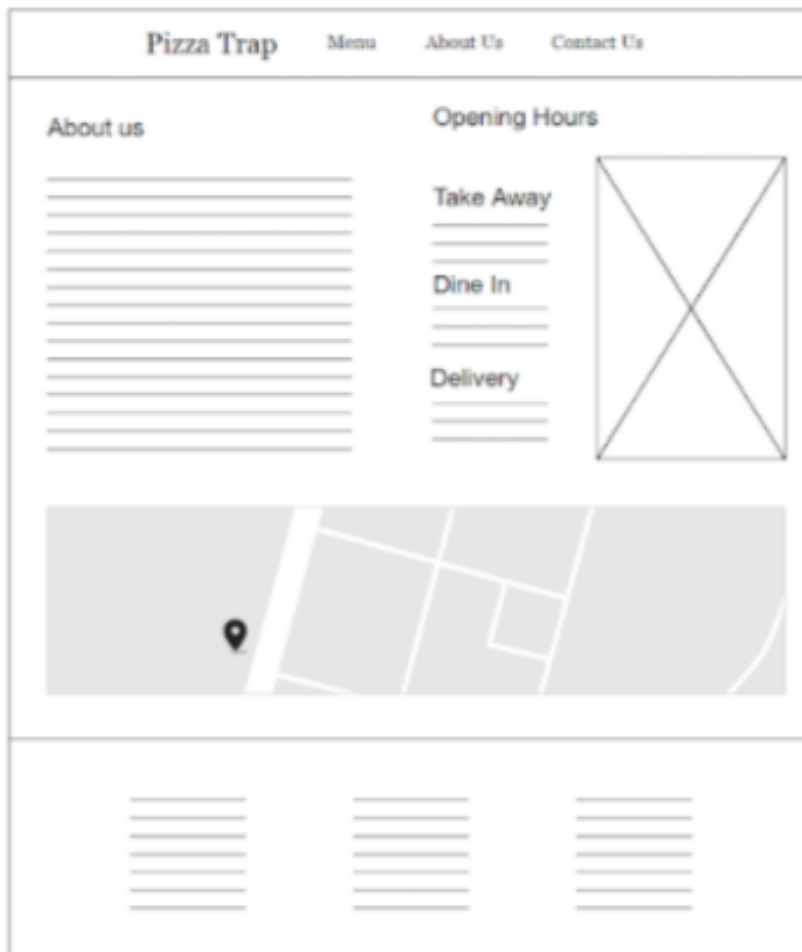
Subscribe

Enter your email here...

Subscribe

Contact Pizza Trap

Digital Lo-Fi Wireframes



User Feedback

User 1:

The font needs some improvement as well as the sizing of some of the text and the home page could be laid out in a way that makes a bit more sense with the images and the text. Otherwise I like the simple design.

User 2:

I feel like having something on the menu page that keeps the user up to date with what they have added to their basket is needed.

User 3:

I feel like there should be something that tells the user what page they are on.

User 4:

The main home page should keep information simple yet there's a huge paragraph. This should be made smaller and kept to the point.

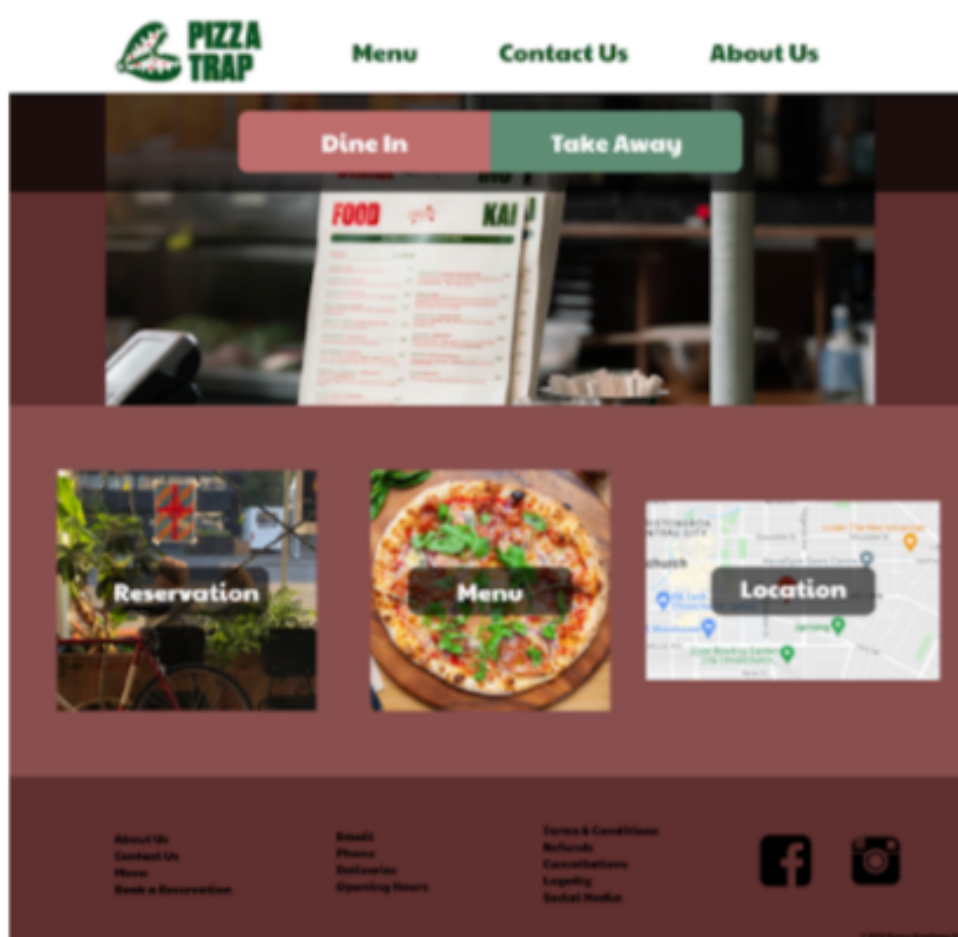
User 5:

The contact page on the right side looks a bit empty also the home page is laid out a bit weird as the map has heaps of room whereas the images above look squished.

With this feedback in mind I will be able to make good changes in my designs when making the hi-fi wireframes.



Hi-Fi Wireframes – Home Page



I kept the upper half of the website the same with the dine in and take away links and added a photo behind which I think gives a nice design to the website. I changed the boxes based on my feedback by making them more spread out and removed the paragraph as it was not needed. I think it makes the home page more simple yet still useful.

Hi-Fi Wireframes – Home Page

Home Page Feedback

User 1: I like how your attention is drawn to the dine in and take away buttons at the top of the page. Makes it really easy to order.

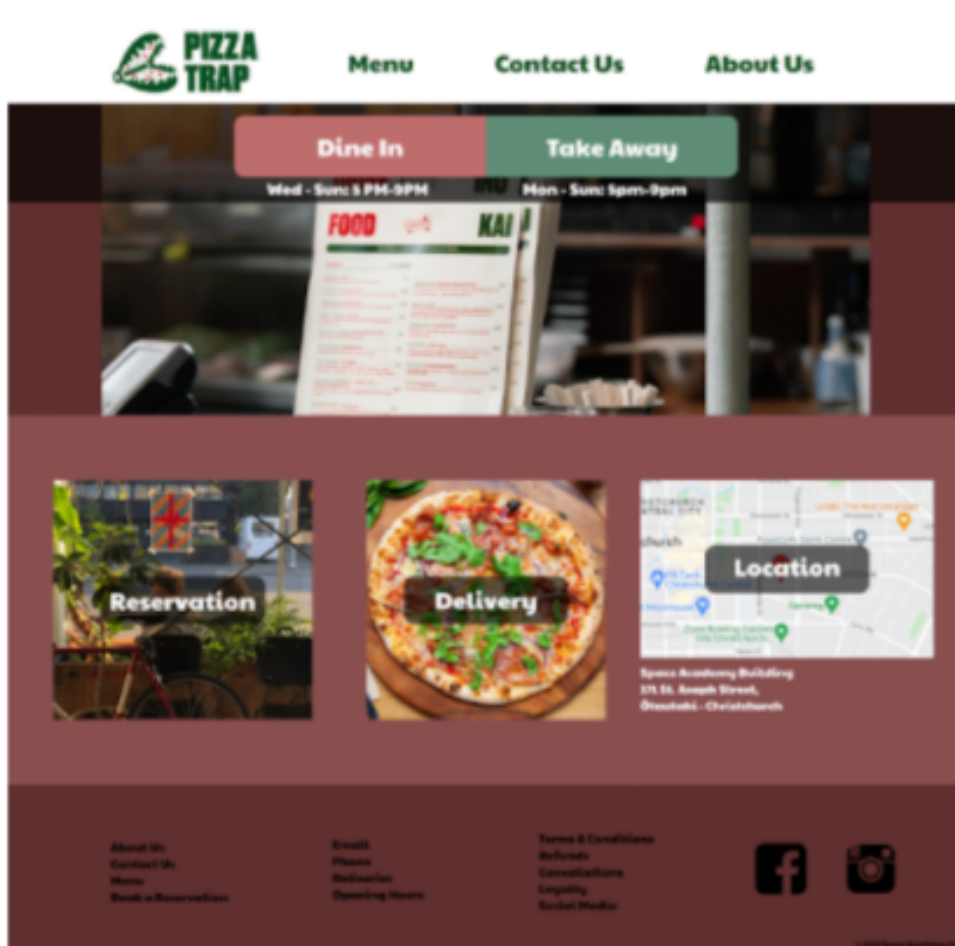
User 2: The main page looks good and is nicely laid out. Should probably have some small writing with some useful information somewhere such as opening hours etc.

User 3: I agree that there should be more information on the home screen. Otherwise very simple and smart design.

User 4: Makes it really easy to get to where you want to go on the website.

User 5: Should probably swap out the menu button with something more useful as there is already a menu link in the navigation bar.

Home Page Changes



The changes I made were very simple. I just gave the home page some extra well needed information as well as changing the menu link to a delivery link as a menu link is not needed since there's one in the navigation bar. So having a delivery link makes far more sense.

Hi-Fi Wireframes – Menu Page


[Menu](#)
[Contact Us](#)
[About Us](#)


Menu

[Pizza Pies \(Parehe\)](#)
[Vegan Pizzas](#)
[Big NY Classic Pizzas](#)
[Sides](#)

Pizza Pies (Parehe)


Margherita (Margherita)

\$14.99
A melting of mozzarella, tomatoes, and crushed herbs, all on a hand-tossed New York style fermented sourdough base.

[Add](#)

Pepperoni (Pepperoni)

\$14.99
Margherita, with pepperoni, all on a hand-tossed New York style fermented sourdough base.

[Add](#)

Garden of Eatin'

\$14.99
Mushrooms, red onions, arugula, tomatoes, garlic, fresh arugula, mushrooms, basil, pepperoni and crushed herbs, all on a hand-tossed New York style fermented sourdough base.

[Add](#)

Salami (Salami)

\$14.99
Margherita with hand-cut salami available (including pepperoni), garlic, red onions, arugula, mushrooms, pepperoni, crushed paprika, and crushed tomatoes, all on a hand-tossed New York style fermented sourdough base.

[Add](#)

Vegan Pizzas

Order

Your Order is Empty

Total \$0.00

0 Items | \$0.00 [Check Out](#)

Menu

[Pizza Pies \(Parehe\)](#)
[Vegan Pizzas](#)
[Big NY Classic Pizzas](#)
[Sides](#)

Pizza Pies (Parehe)



Margherita (Margherita)
A melting of mozzarella, tomatoes, and crushed herbs, all on a hand-tossed New York style fermented sourdough base.

[Add](#)


Pepperoni (Pepperoni)
Margherita, with pepperoni, all on a hand-tossed New York style fermented sourdough base.

[Add](#)


Garden of Eatin'
Mushrooms, red onions, arugula, tomatoes, garlic, fresh arugula, mushrooms, basil, pepperoni and crushed herbs, all on a hand-tossed New York style fermented sourdough base.

[Add](#)


Salami (Salami)
Margherita with hand-cut salami available (including pepperoni), garlic, red onions, arugula, mushrooms, pepperoni, crushed paprika, and crushed tomatoes, all on a hand-tossed New York style fermented sourdough base.

[Add](#)

Vegan Pizzas

0 Items | \$0.00

[View Basket](#)

As you can see for the menu page I added a section which displays what's in the order, how much it will cost and a check out button based on the feedback I received. I think this a good improvement from my lo fi wireframe design. I kept the same design for the phone as there is simply not enough room for all that information so I kept it simple. This will only mean the user has to do one more click which i dont think is that bad. I didn't do all of the pizzas, I just did the first row to show what the design would be like. It would repeat for all the other pizzas and the user would scroll down or click on the links at the top of the page to each section. You can also see I made the menu section in the navigation bar a bit lighter than the other sections. I got this idea from my lo-fi wireframe feedback. It makes it obvious to the user what page they are on. I did this for every page except the home page.

Hi-Fi Wireframes – Menu Page

Menu Page Feedback

User 1: I feel like some of the font sizes are too big , like on the phone the menu headings look squished.

User 2: I really like the receipt styled order section. Makes it really clear to the user how much they have ordered and how much it will cost.

User 3: Really simple design like the home page. Makes it very easy to get what you want done fast and efficiently.

User 4: I like how you can skip to each section of the menu with the quick links at the top of the page. Means you don't have to scroll to find items.

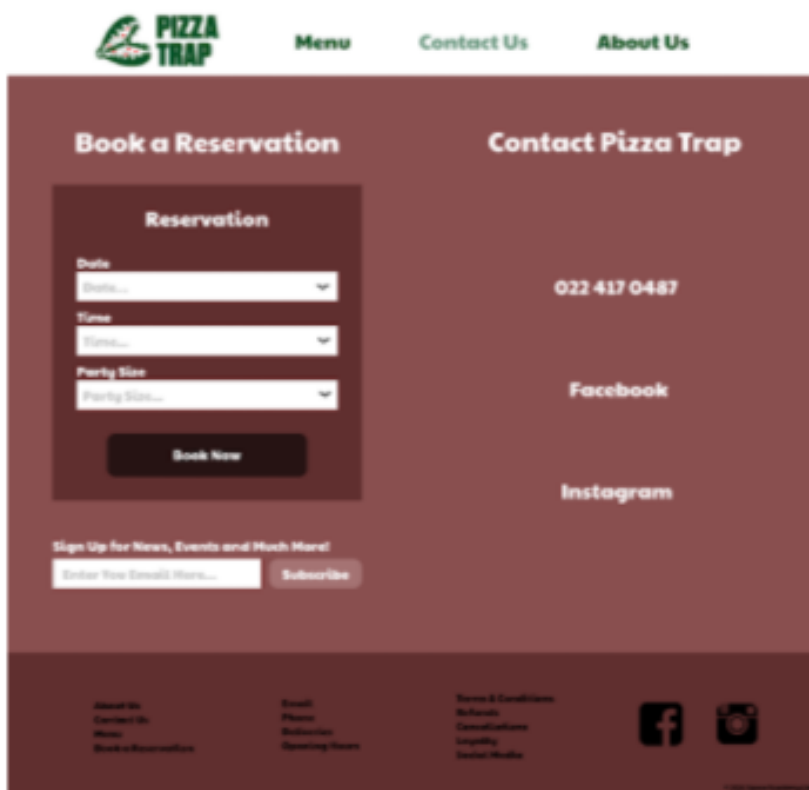
User 5: Really good design. I agree that you could change the font sizing a bit but otherwise I don't see what else could really be improved.

Menu Page Changes

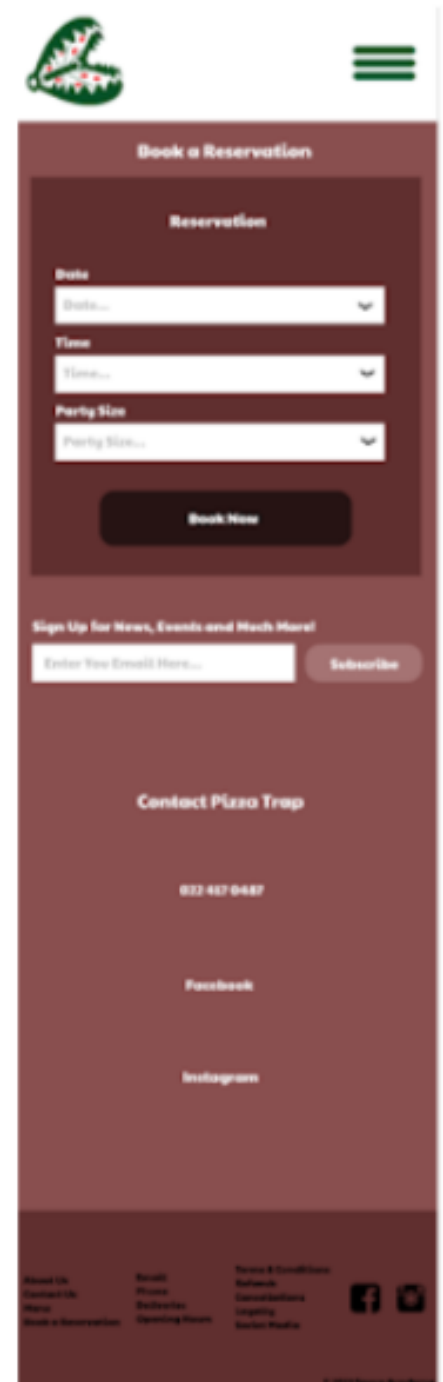


Most of the feedback I received was quite positive. The only thing I changed was that the font in the headings was too big so I made it smaller to fit the box more.

Hi-Fi Wireframes – Contact Us Page



When I designed the contact us page I had in mind that there would have been a lot of contact information for me to include, but as I looked on pizza traps websites they actually don't have that much contact information. I feel like I fixed this well by splitting the page and just putting links to what was available, which was their social media and phone number. It makes it look clean and spread out. It also fills the space which was an improvement I made based on my user feedback.



Hi-Fi Wireframes – Contact us Page

Contact Us Page Feedback

User 1: The contact section looks really plain and boring. This definitely needs some work. The other half of the page is good.

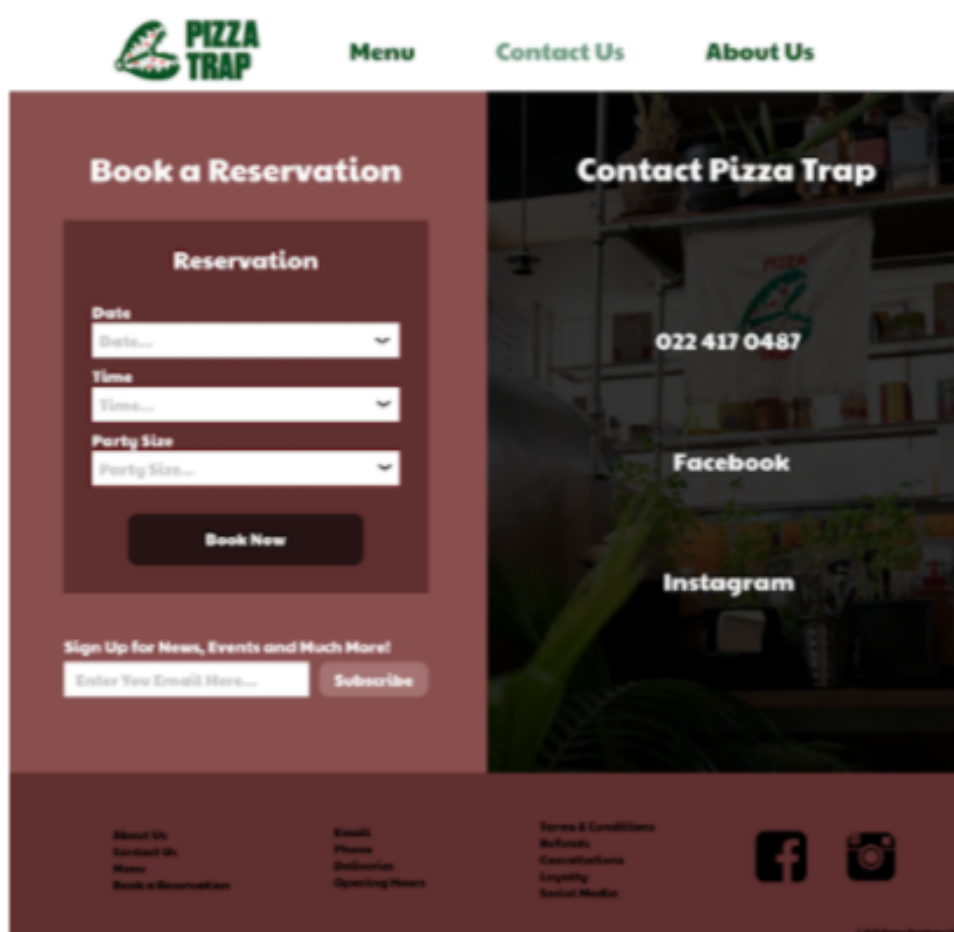
User 2: The right side of the page needs to be more filled up. Could try adding a image to fill the space.

User 3: I like the booking section. Makes it really easy to book. The contact section needs some work.

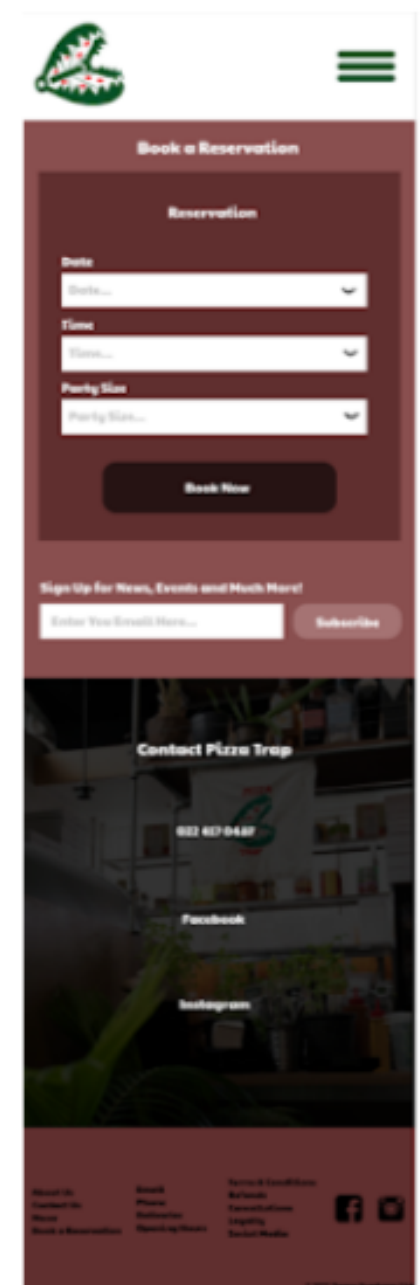
User 4: The contact section needs something more to fill the area like imagery or more information.

User 5: Good design ideas just need to fix the right side of the page and it will be good.

Contact Us Page Changes



Based on the user feedback I received I decided to fill the space more by putting a photo in the background. I also made it darker so it makes the white text stand out more and contrast so it's readable. I think it's a great improvement as the space feels more filled in. It also sections it off so it's easier to read.



Hi-Fi Wireframes – About Us Page



I didn't actually change much from the lo-fi wireframe as I quite liked the design I had and I didn't get any negative feedback on it so I just kept it the same. I think it fills the page well and works well on the phone.



Hi-Fi Wireframes – About Us Page

Contact Us Page Feedback

User 1: Really easy to read. Good paragraphing. I like the image. I'm not sure what I would change.

User 2: I like how each section works and the design makes it really easy to read.

User 3: I think the design doesn't need to be changed. I like how it is.

User 4: Really easy to read each section. I like how the image fills up the empty space.

User 5: Lots of useful information laid out nicely. Makes it easy to follow.

Contact Us Page Changes

I decided that no changes were needed based on the positive feedback I received.

