

YEAR
2024

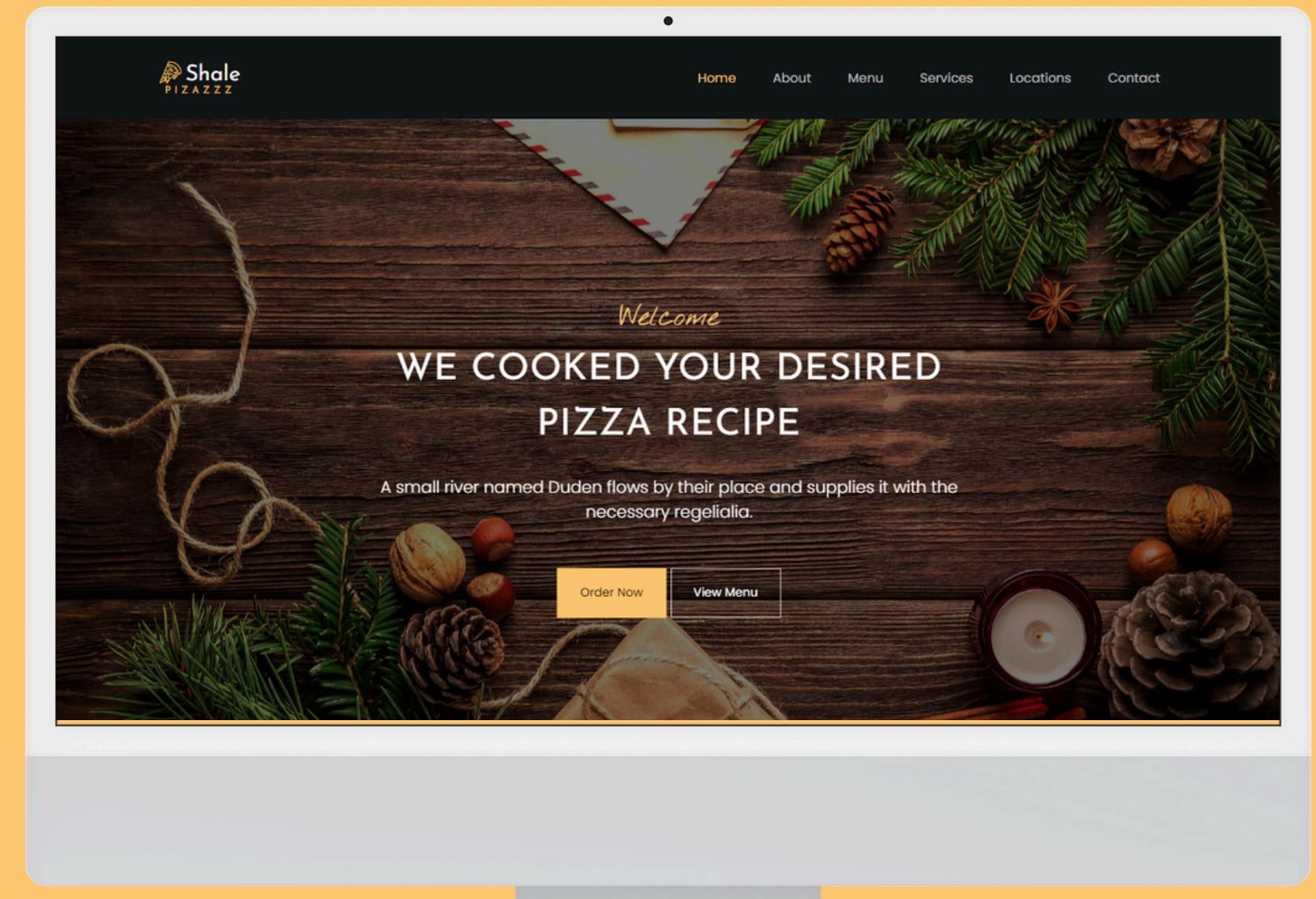
TEAM MEMBERS
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Shale pizzazzz

A project Of Aptech Garden

PROJECT

<https://shale-pizzazzz.netlify.app/>



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INTRODUCTION

Project Summary

The primary goal of this project is to develop a visually engaging, user-friendly website for Shale Pizza, designed to enhance online visibility, attract customers, and streamline the user experience for ordering and locating restaurant branches. This digital platform will serve as an information hub for Shale Pizza's services, menu, and locations, with a strong emphasis on user engagement and functionality.

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INTRODUCTION

Findings

This blend of resources allowed for a high-quality, visually engaging website that balances industry best practices with unique design elements, catering to user experience and brand recognition.

75%

Image and Graphic Resources

Envato Elements and Freepik Utilized for 75% of the images and graphics throughout the website. These platforms provided high-quality visuals to create an appealing and professional look, ensuring brand consistency and enhancing the website's aesthetic.

21%

Of our users come from Social

Broadway Pizza, Pizza Hut, and Other Competitors Collected 21% of the data by researching competitor websites. This research included studying layout structures, menu presentation, and user engagement techniques to better understand industry standards and incorporate effective strategies into Shale Pizza's website.

4%

Custom Content Creation

Original Content and Design Approximately 4% of the content, such as descriptions, text layout, and unique design elements, was custom-created to ensure that Shale Pizza's website reflects its unique brand identity and stands out from competitors.

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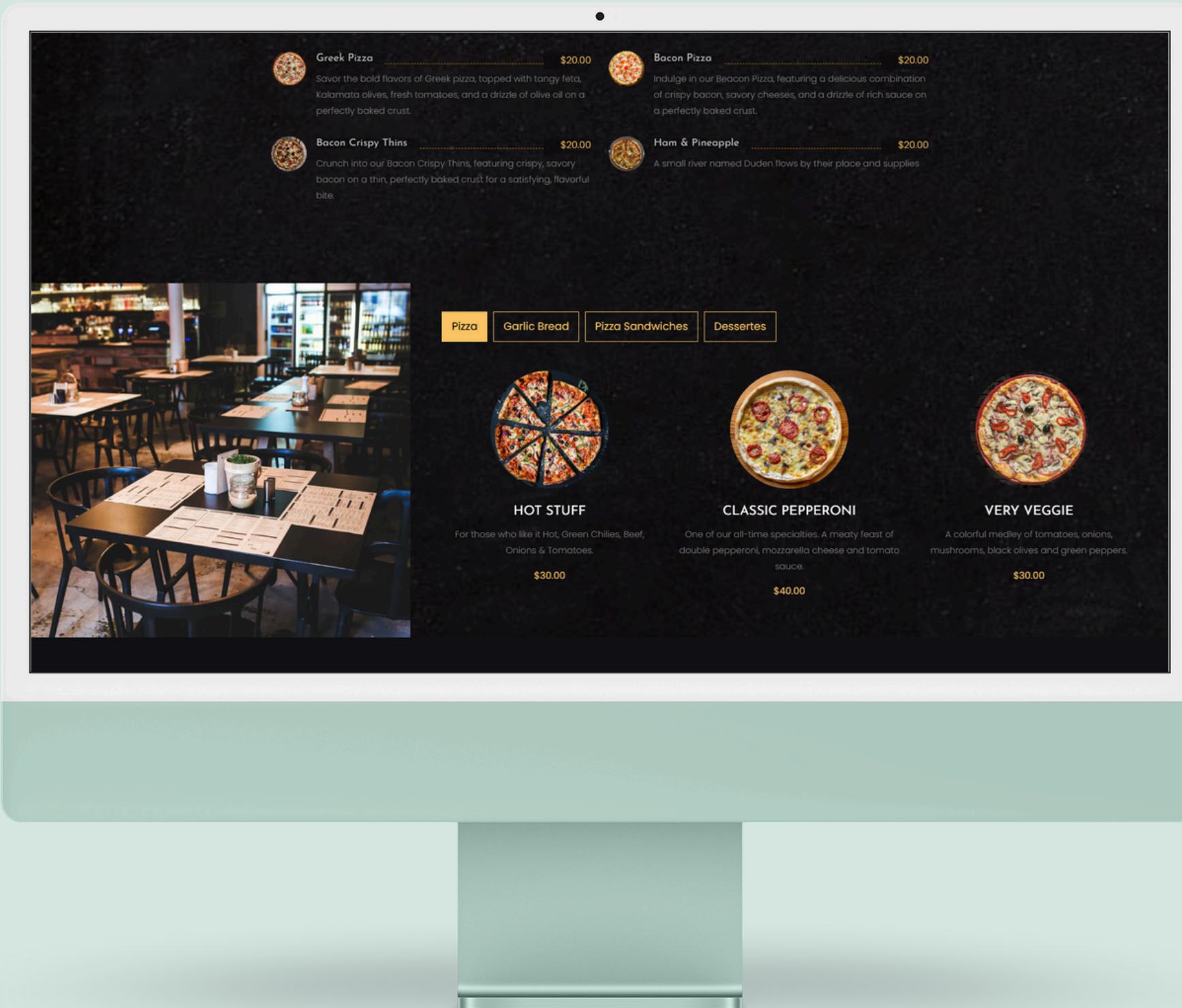


PAGES

About Page

The hero image in the site creates a cozy, rustic ambiance that suits the restaurant's focus on pizza. The contact info bar is clearly placed, with essential details presented alongside helpful icons for easy access. The About section text warmly welcomes visitors and reflects the restaurant's inviting vibe. The chef profiles add a visually engaging element, showcasing the expertise of the team and building trust with customers through details of each chef's specialty. The Google Maps visible, which slightly detracts from the page's overall professionalism. The footer and contact form are well-positioned and encourage visitors to reach out, making it easy for customers to connect with the restaurant. The footer provides useful information, though readability could be enhanced for the dark background.

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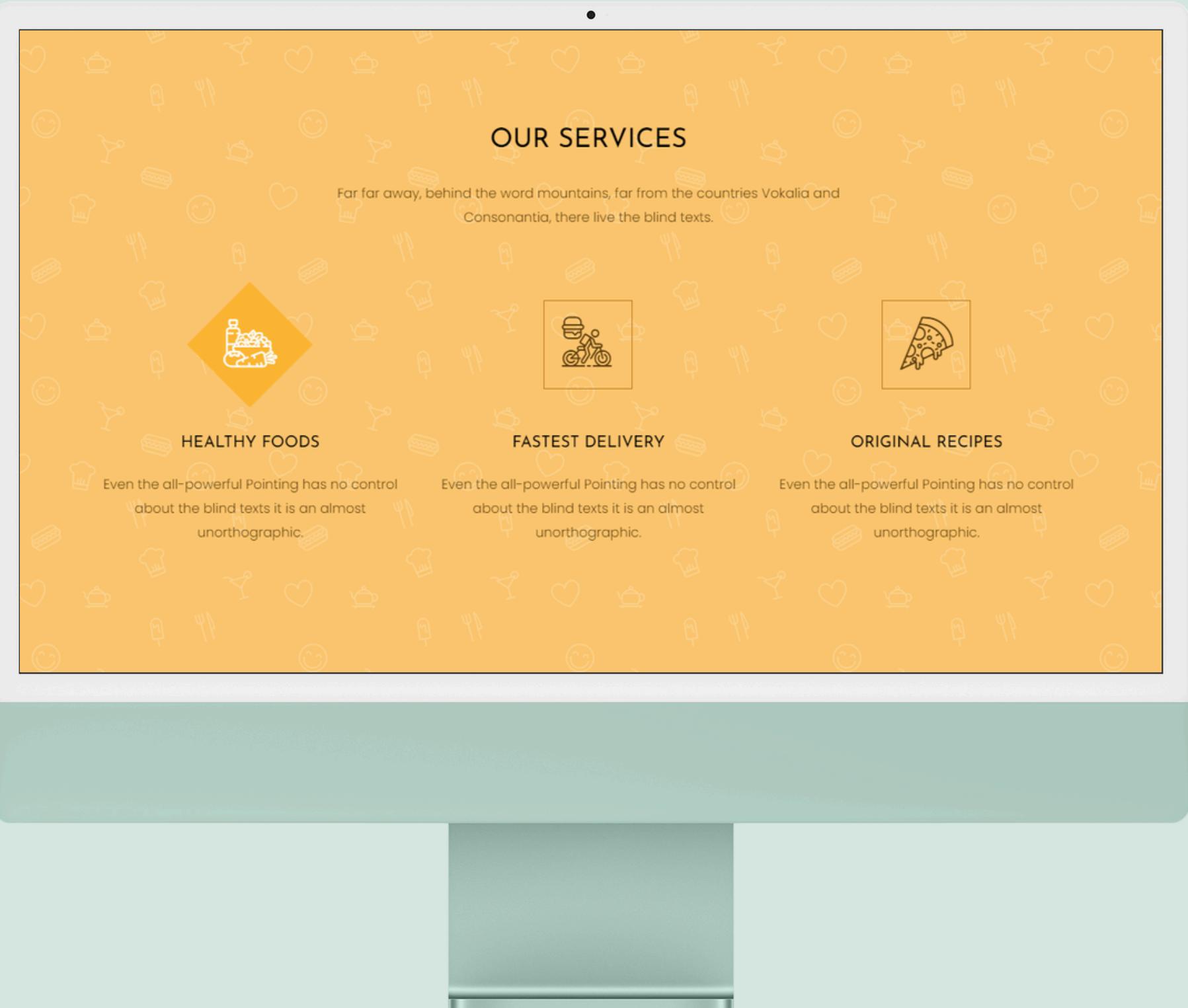


PAGES

Menu

The Shale Pizza menu page is warm and inviting, with a rustic wood-themed hero image that sets the cozy, earthy tone. It features organized sections, starting with a brief "Our Menu" introduction followed by enticing pizza images, descriptions, and clear pricing for easy navigation. A dedicated pricing list offers a quick view of all items, while professional photography adds visual appeal. An ambient restaurant photo near the bottom enhances the dining experience vibe. The informative footer includes links to About Us, Blog, Services, and Contact details, providing easy access to more information.

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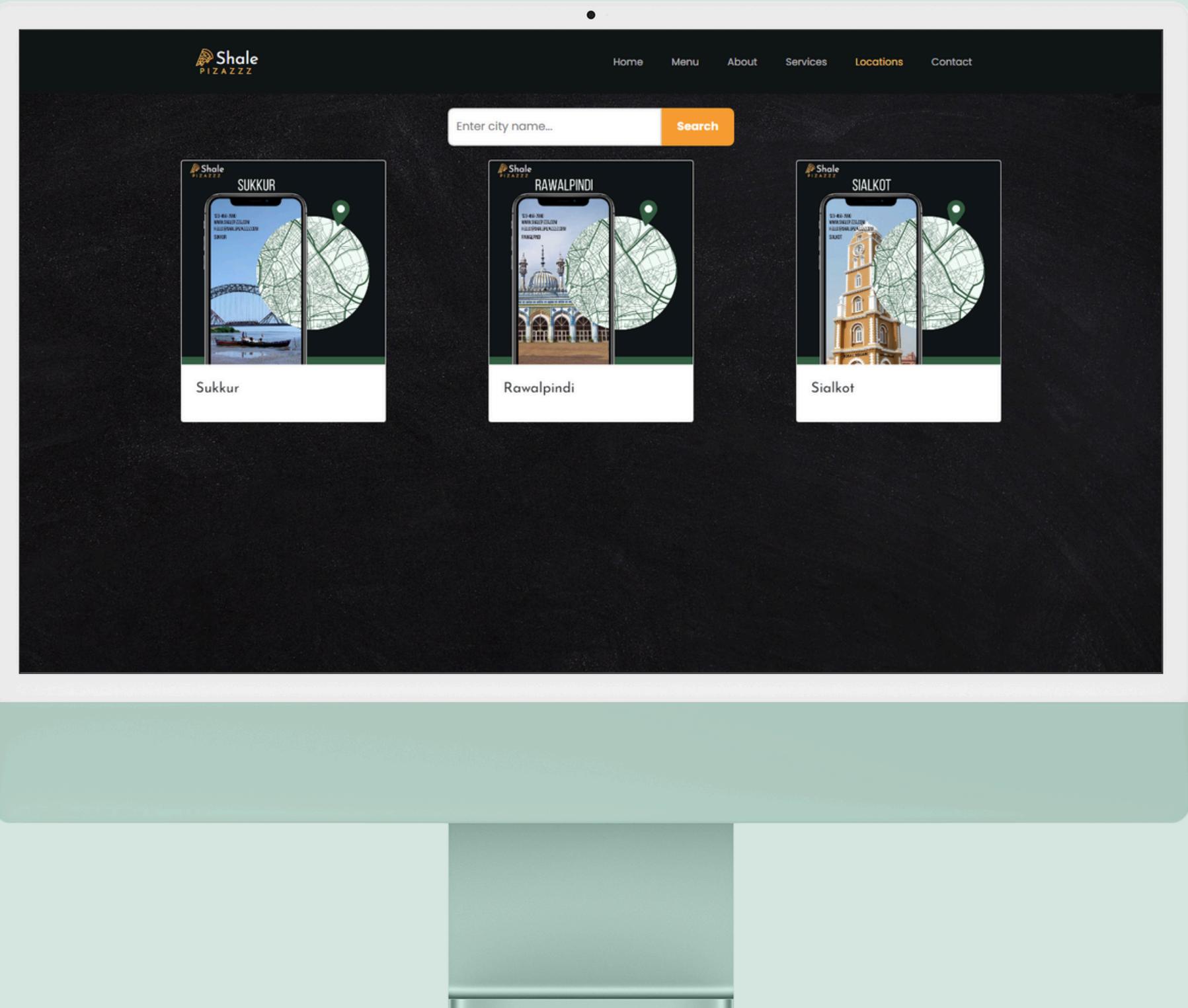


PAGE

Services Page

The "Our Services" section of the Shale Pizza website features a clean and minimalist design with a warm, orange background adorned with faint food icons, giving it a lively and thematic look. The section highlights three core services: Healthy Foods, Fastest Delivery, and Original Recipes. Each service is represented by a simple, modern icon, and has a brief description, emphasizing the restaurant's commitment to quality, speed, and creativity. The layout is well-spaced, ensuring easy readability, and the icons add a touch of visual interest, making the section informative yet aesthetically pleasing.

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PAGE

Location Page

The dark theme with black and orange colors creates a professional look that aligns with the restaurant's vibe. The city cards are visually appealing, with images for each city providing a quick visual cue, along with a modern phone mockup and map icon. The search bar is prominent and enhances usability, while each city card is well-organized, displaying an image, contact details, and a map icon. The integrated map at the bottom is a great feature, allowing users to easily locate restaurant branches, and the typography stands out against the background, adding to readability and overall design appeal.

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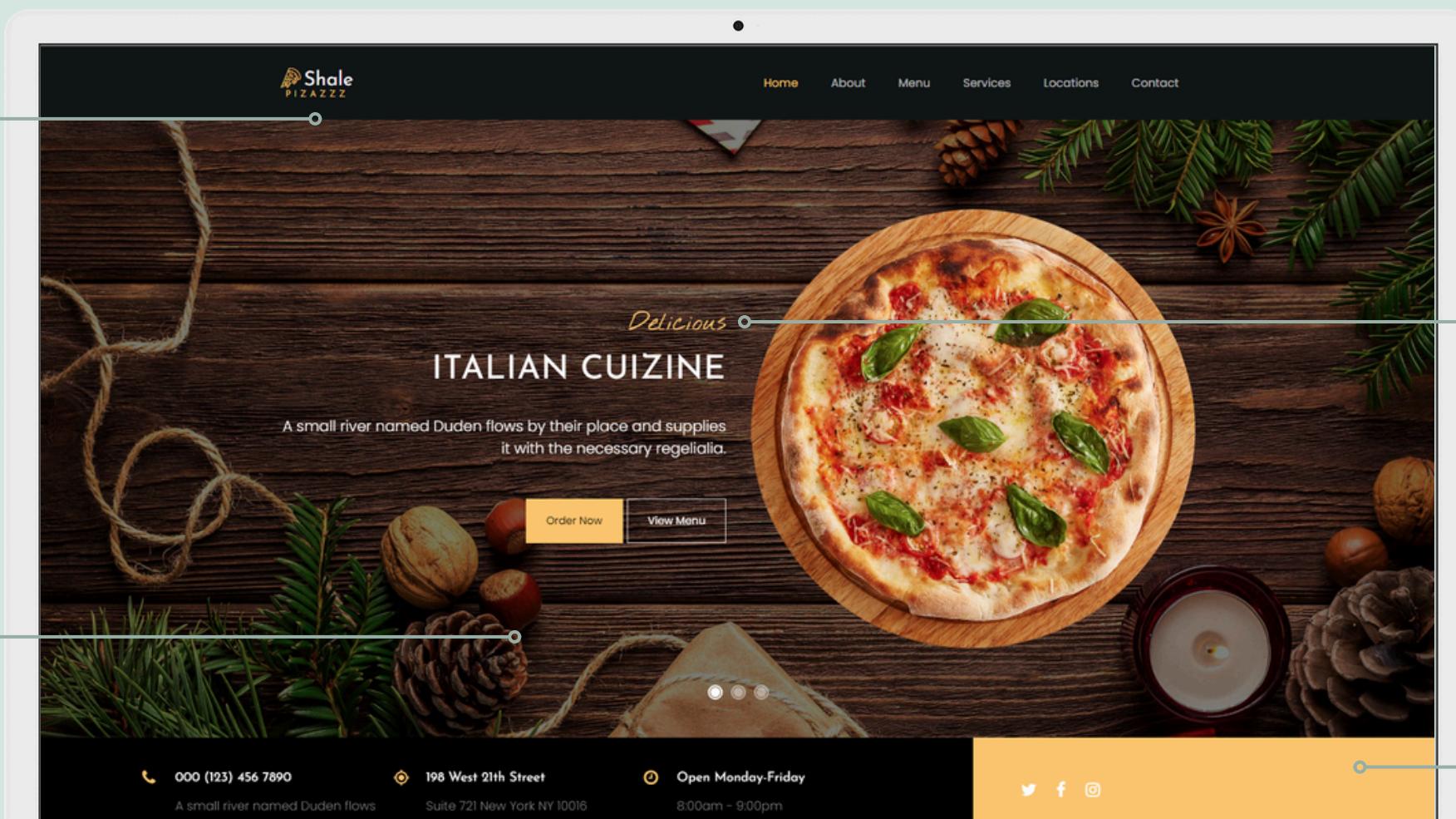
Index Main Page

Improved Navigation

A redesigned and responsive nav bar gives quick access to the most frequently visited pages.

Color Theme

The overall dark theme with black and orange colors looks professional and matches the restaurant vibe.



New Hero Image

A refreshed hero image communicates 'elegant boldness' and aligns with our brand's voice.

New Social Icons

We'll rely on the virality of some of our content to increase our footprint in social.

ACTIVATION

Project Plan

01.

Ideation & Branding

Decide visual look and feel, tone of voice, typography, and icons.

03.

Site Map & Wireframes

Site Map and build wireframes.

05.

Development & Launch

Hand off to dev team to begin coding and sourcing of visuals.

02.

Figma

Create Figma for inspiration--images, text, and objects.

04.

Documentation

Combine approved copy, visuals and important file in one document

06.

Revisions

Test usability and run by focus groups. Collect feedback and iterate.

NEXT

Thank You

Team Members

- Qusai
- Zain
- Ayesha
- Ahmed Raza