THE PLACE PIZZA – Website UI/UX Proposal

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**1. Project Overview**

Design a modern, user-friendly website that enhances online ordering, improves customer engagement, and increases conversions.

2. Key Features & Requirements

A. User Needs

- Easy online ordering with customization options

- Clear menu display with prices

- Promotions & loyalty programs

- Contact/ordering options

**B. Business Goals**

- Increase online orders

- Improve brand trust & visual appeal

- Reduce customer support queries with self-service UI

**3. UI/UX Design Approach**

A. (Basic Structure)

1. Homepage

- Hero banner (promo offers + CTA: "Order Now")

- Quick-access menu categories (Pizza, Sides)

- Customer reviews lines

- Location & hours section

*2.* Menu Page

- High-quality images with hover effects

- Customization options (toppings, size, crust)

3. Order/Checkout Flow

- Cart sidebar (easy editing)

- Guest checkout + saved preferences for returning users

- Multiple payment options (Card, PayPal, Cash on Delivery)

4. Contact & Reservation

- Online ordering form

- Live chat/FAQ support

B. Visual Design (Mood Board)\*

- \*Color Palette:\*

- Primary: Red (#E63946) for urgency & appetite stimulation

- Secondary: Warm Yellow (#FFD166) + White (#F1FAEE) for cleanliness

- Accent: Dark (#1D3557) for trust

Typography:

Headings: Bold & playful (e.g., Lerckerli One)

Body Text: Readable sans-serif (e.g.Alice)

Imagery:

- Appetizing high-res pizza photos

- Casual lifestyle shots (happy customers, chefs)

C. Prototyping (Figma Flow)

1. Interactive Elements:

- Hover effects on menu items

- Smooth transitions between order steps

- Micro-interactions (e.g., submitted succcessfully animation)

2. Mobile-First Design:

- Responsive layout (60%+ orders via mobile)

- Thumb-friendly CTAs

**4. Deliverables (Figma Files)**

1. Low-Fidelity Wireframes (Basic layout structure)

2. High-Fidelity Mockups (Final UI with colors, typography)

3. Clickable Prototype (User flow: Home → Menu →Order →Checkout)

4. Design System (Buttons, icons, spacing rules)

5. Timeline & Next Steps

|  |  |
| --- | --- |
| Phase | Duration |
| Research & Wireframing | 1 week |
| UI Design & Prototyping | 2 weeks |
| User Testing & Revisions | 1 week |
| Final Handoff | 3 days | |

Next Steps:

- Approve wireframes → Proceed to visual design → Test prototype → Develop.

6. Why This Works

Faster Ordering: Reduces steps to checkout.

Hunger Appeal: Visuals trigger cravings.

Trust Signals: Reviews, clean layout.