Cheezious UX/UI Case study

# About Cheezious

Cheezious is a fast-food restaurant chain that specializes in a variety of cheesy dishes, including burgers, wraps, and pizza. The website highlights their menu, special offers, online ordering options, and locations.

# About the Project

The focus of this project is to enhance the layout, navigation, and overall aesthetics of the homepage to ensure a better user experience. This includes making the website more visually appealing, easier to navigate, and more informative for users looking to order online or explore menu options.

# Target Audience

The primary target audience for Cheezious includes:

* Young adults and teenagers
* Families with children
* Office workers and students looking for quick meals
* Fast-food enthusiasts

# User Persona

Name: Ali Ahmed

Age: 25

Occupation: Software Developer

Location: Islamabad, Pakistan

***Personal Information:***

* Lives in a bustling urban area and works in a tech company.
* Enjoys hanging out with friends and trying out new food places.
* Frequently orders food online for convenience.

***Pain Points:***

* Limited time for lunch breaks, needing quick and reliable food delivery.
* Desire for tasty and affordable food options.
* Prefers a variety of options to avoid monotony.

***Goals:***

* Find quick and convenient meal options during work hours.
* Enjoy delicious and satisfying meals that offer value for money.
* Discover new and trendy food items to share experiences with friends.

***About the User:***

Ali is a tech-savvy young professional who values convenience and quality. He often works late hours and prefers ordering food online. Ali is social and enjoys sharing meals with friends, either at home or while dining out. He looks for places that offer a variety of tasty options and provide good customer service.

***Brand Affinity:***

* Values brands that offer easy online ordering and timely delivery.
* Prefers restaurants with a trendy and appealing menu.
* Loyal to brands that provide good value for money and have frequent promotional offers.
* Prefers brands that have an appealing website with easy navigation

# User Research

For my user research I distributed questionnaires to the target audience of Cheezious. Following were the questionnaires sent along with their response.

1. How easy is it to navigate the Cheezious website?

2. How satisfied are you with the loading speed of the Cheezious website?

3. How easy is the online ordering process on the Cheezious website?

4. How satisfied are you with the information provided about the menu items on the Cheezious website? (e.g., descriptions, images, prices)

5. How visually appealing do you find the Cheezious website?

6. How satisfied are you with the payment options available on the Cheezious website?

7. What improvements would you like to see on the Cheezious website? (Select all that apply)