



# Cameo Fucci & Allora Pasta

Site Redesign by Aaron Mesec

# Intro



I chose the client that I did because she is a hardworking, driven, and personable.

After being in a kitchen where she works downtown for 12+ hour days, you can see her online making pasta to sometimes 4 in the morning.

Cam brings love her business, and the world around her.

# Cameo Fucci

Cameo is a Sous Chef at Yvonne's Boston and owner of Allora Pasta.

Sparking from her Italian heritage, industry background, and love for food, Allora was born.





# Allora Pasta

Allora came to life on a small farm in the Umbrian Hills. During a three month working culinary tour of Italy, Cameo lived a farm to table life.

Hosts, process, and her surroundings had Cameo in love.

Allora roughly translates to “So, then...” or “Okay, now...” This was a phrase one of her beloved hosts used.



# Needs

Cameo does have a website currently, however, it needs updating as its been over a year.

She needs to add new photos, products, and wants a design thats more readable.



## Tagliatelle

*Pasta for Four*

\$6.00 // 8 oz. // 4 servings

Tagliatelle is a type of pasta from Emilia-Romagna and Marche regions of Italy. Tagliatelle are long, flat ribbons, similar to fettuccine. Pairs well with rich, meaty sauces such as a ragu.

[Add to cart](#)



## Ravioli

*Pasta for Two*

# Purpose

This new website will showcase the pasta business and direct customers to a place where they can purchase pasta directly.

The site will allow customers to view classes as well.



# Target Audience

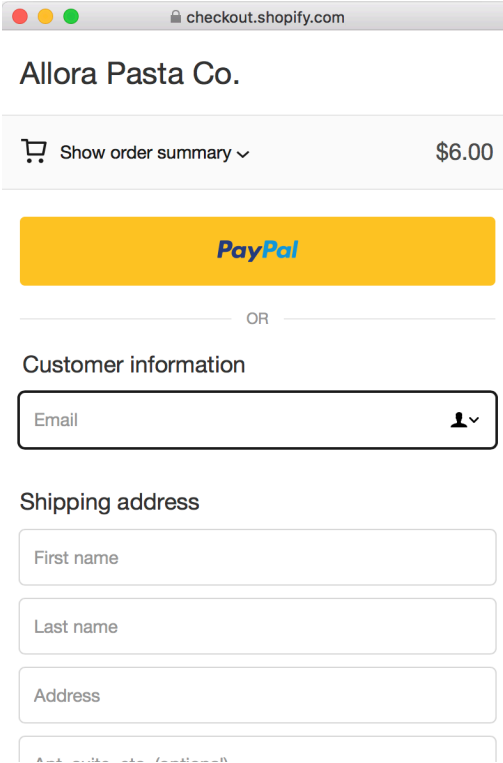
Young adults, families, and people looking for holiday gifts are the target audience.

Cameo wants to have direct links from Facebook and Instagram on the site.



# Measuring Success

The new site will be linked to shopify for pasta offerings, and will show how many classes have been booked.



A screenshot of a web browser showing a checkout page for 'Allora Pasta Co.'. The browser's address bar displays 'checkout.shopify.com'. The page title is 'Allora Pasta Co.'. Below the title, there is a shopping cart icon followed by the text 'Show order summary' and a dropdown arrow, and the total amount '\$6.00'. A prominent yellow button with the 'PayPal' logo is centered. Below this, a horizontal line with the word 'OR' in the center separates the PayPal option from the 'Customer information' section. The 'Customer information' section contains a text input field labeled 'Email' with a user icon and a dropdown arrow on the right. Below this is the 'Shipping address' section, which includes three stacked text input fields labeled 'First name', 'Last name', and 'Address'. A fourth, partially visible input field is at the bottom.



# Current Problems

The website redesign should address making scrolls from page to page more fluid, increasing viewing space, and a better design overall.



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# Necessities

During the interview, it was mentioned that links or pages to shop, lessons, contact, story, and social media are vital.



# Conclusion

My client has not worked with a designer before but is willing to meet, discuss, and send material back and forth.

I hope to bring the energy Cameo and her business, Allora, has to the redesign.

