



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 person.

After being in a kitchen where she works downtown for 12+ hour days, you can see her on-line 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.

Sparkling 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 a year.

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



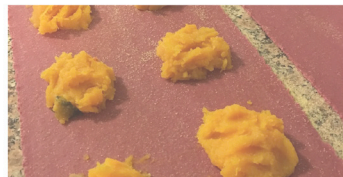
Tagliatelle

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 ragù.

[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

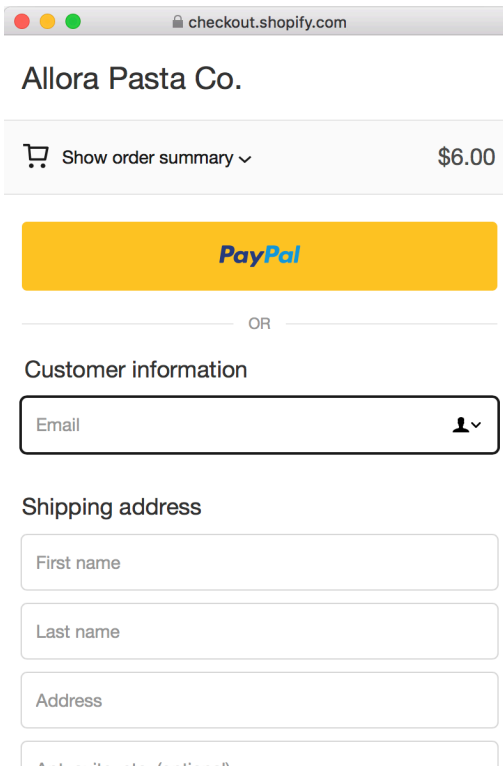
Young adults, families, and people looking for holiday gifts are Cameo's target audience.

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 Shopify checkout page for 'Allora Pasta Co.'. The browser address bar shows 'checkout.shopify.com'. The page title is 'Allora Pasta Co.'. Below the title, there is a shopping cart icon, a link to 'Show order summary' with a dropdown arrow, and a total price of '\$6.00'. A large yellow 'PayPal' button is prominently displayed. Below this, a horizontal line with 'OR' in the center separates the PayPal option from the 'Customer information' section. The 'Customer information' section contains a text input field for 'Email' with a user icon and a dropdown arrow on the right. Below this is the 'Shipping address' section, which includes four stacked text input fields for 'First name', 'Last name', 'Address', and a partially visible field at the bottom.

checkout.shopify.com


Allora Pasta Co.

 Show order summary ▾ \$6.00

PayPal

OR

Customer information






Email  ▾

Shipping address

First name

Last name

Address

Current Problems

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



FRESH ITALIAN PASTA, HANDCRAFTED WITH LOVE.

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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 Cam-
eo and her business, Allora, has
to her website redesign.

