UI/UX Engineer Candidate—Angie Brownie

Pizza Builder Exercise

Overview

Moon Pizza is looking to enhance their online pizza builder/customizer tool. For the time being, the primary users are employees (owners or chefs).

Requirements

1. **Users**

* **Store owners**

Users range in age from about mid-20s to 50s, with different levels of technological expertise. They are looking for a simple interface to easily add, delete, or update website components (types of pizza, toppings, etc.).

* **Chefs**

Users range in age from about mid-20s to 50s, with different levels of technological expertise. They are looking for a simple interface to easily add, delete, or update website components (types of pizza, toppings, etc.). Additionally, they need a place to mix components and visually see changes as they create new pizzas.

1. **Main needs**

* Dashboard to manage pizzas and toppings
* Visual cues for editing toppings and types of pizza
* Intuitive interactions to update, add, or delete toppings
* Validation (duplicate toppings)
* Accessibility
* Responsive

1. **Design aesthetics**

* Modern
* Clear interactions
* Simple interface

User Flows

**Getting started**

1. Users enter the website and login (top-right corner) to see their administrative privilege. Owners and chefs, especially, would have access to the Pizza Builder (Builder) template. Other employees’ access will be determined by their role or function, and as such some functionality may be restricted.
2. Once logged in, users will continue to the Pizza Builder page, included as a direct link in the main navigation. As this will be a commonly visited page, it will need to be quickly seen and accessible. This reduces click through and abandoned carts as there are no middle steps.
3. Once in the builder, the user will see a page with instructions to get started and two columns.
   1. The instructions provide a brief introduction of how to use the Builder.
   2. On the left is a preview of the pizza. When a user customizes the pizza (adds, removes, or edits toppings or names), the changes will reflect on the pizza preview directly. As a chef, s/he is able to see the changes in real time as they create.
   3. On the right is an accordion with the options to customize including name of the pizza, size options, crust options, sauce options, cheese options (including the amount of cheese and types of cheese), meat toppings, and veggie toppings. By adding categories in an accordion or toggle (accordion for the remainder of this document), the user is able to maintain a clean interface and choose exactly what s/he wants to customize. By avoiding a text heavy interface, content will be clear and cognitively digestible.

Using the Builder

1. A user selects a pizza from “Pizza Names” to get started. Once selected, all the toppings currently on the pizza will be highlighted in bold to show they are selected.
2. Within each option are three icons: add or remove, edit, and delete.
   1. Current toppings or names are indicated in **bold** within the Builder options.
   2. The add option appears for pizzas where that option does not currently exist. For instance, if a user wants to add green peppers to a “Meat Master” pizza, an add icon appears for that to happen. By not having an add icon on current toppings, it reduces the risk of a double-add or validation error.
   3. The remove option acts similarly to the add option above, except that it will remove toppings currently on the pizza. The remove option only applies to the topping on the pizza. It does not remove the topping as an overall option.
   4. Edit allows for text changes to the content. For instance, if an owner wants to rename a pizza, s/he can do it using the edit function. Or, if a chef wants to rename a topping ingredient.
      1. Note: All changes done on the admin side of the portal will reflect on the customer-facing website.
   5. The delete option removes a selection completely and cannot be undone. Before an option can be permanently deleted, a modal window appears asking to confirm the deletion as it cannot be undone.
      1. If a user wants to re-add a topping, it can be done with the “Add option” button at the bottom of the page.
3. Each option is written out for accessibility. Additionally, icons are provided for the Pizza Names, Meats, and Veggies options.
   1. Each icon had alt text to aid screen readers and enhance usability.
4. Within each category, is a place to add a new option. By clicking on the plus sign, a modal appears to guide the user through adding a new option.
   1. If a user names an option that currently exists, a validation error will appear to alert the user of the duplication.
   2. If there is no duplication, a user receives a prompt that the topping was added successfully.
5. Once toppings or names are customized, the user has two options: “Clear all” and “Save and continue.” Clear all will remove all checked options. Save and continue allows the user to move to the next phase of pizza creation, including publishing changes to the customer-facing site.

**Accessibility**

1. Every image includes alt text.
2. Buttons and modal windows include aria role assignments.
3. Labels are written for each item on the page.