

# Tony's Big Cheese Pizza

A UI/UX case study on improving the customer experience for a local restaurant

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## role

Front-End Designer

## technologies

HTML/CSS  
UX Design  
User Research  
Figma

## timeline

March 2025

## team

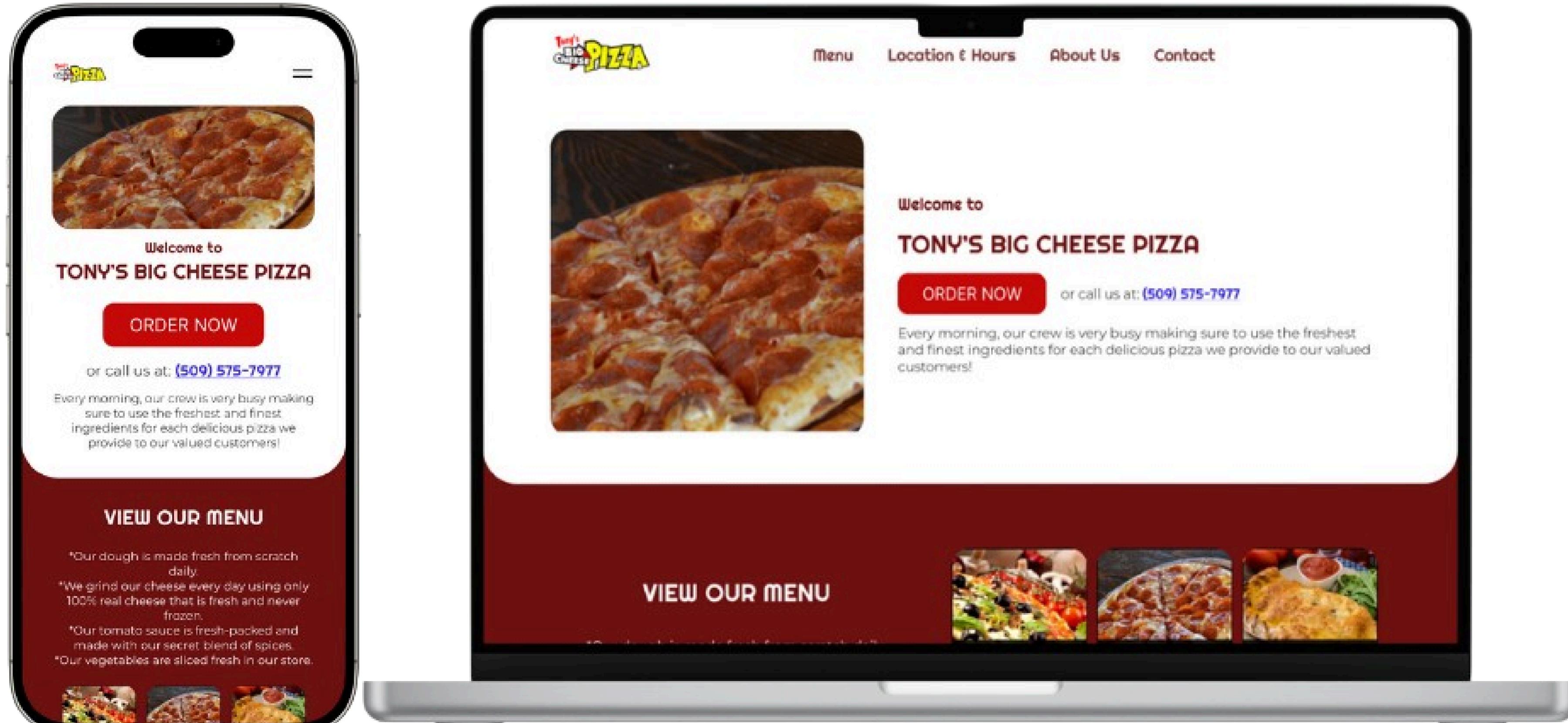
Jacob Solano

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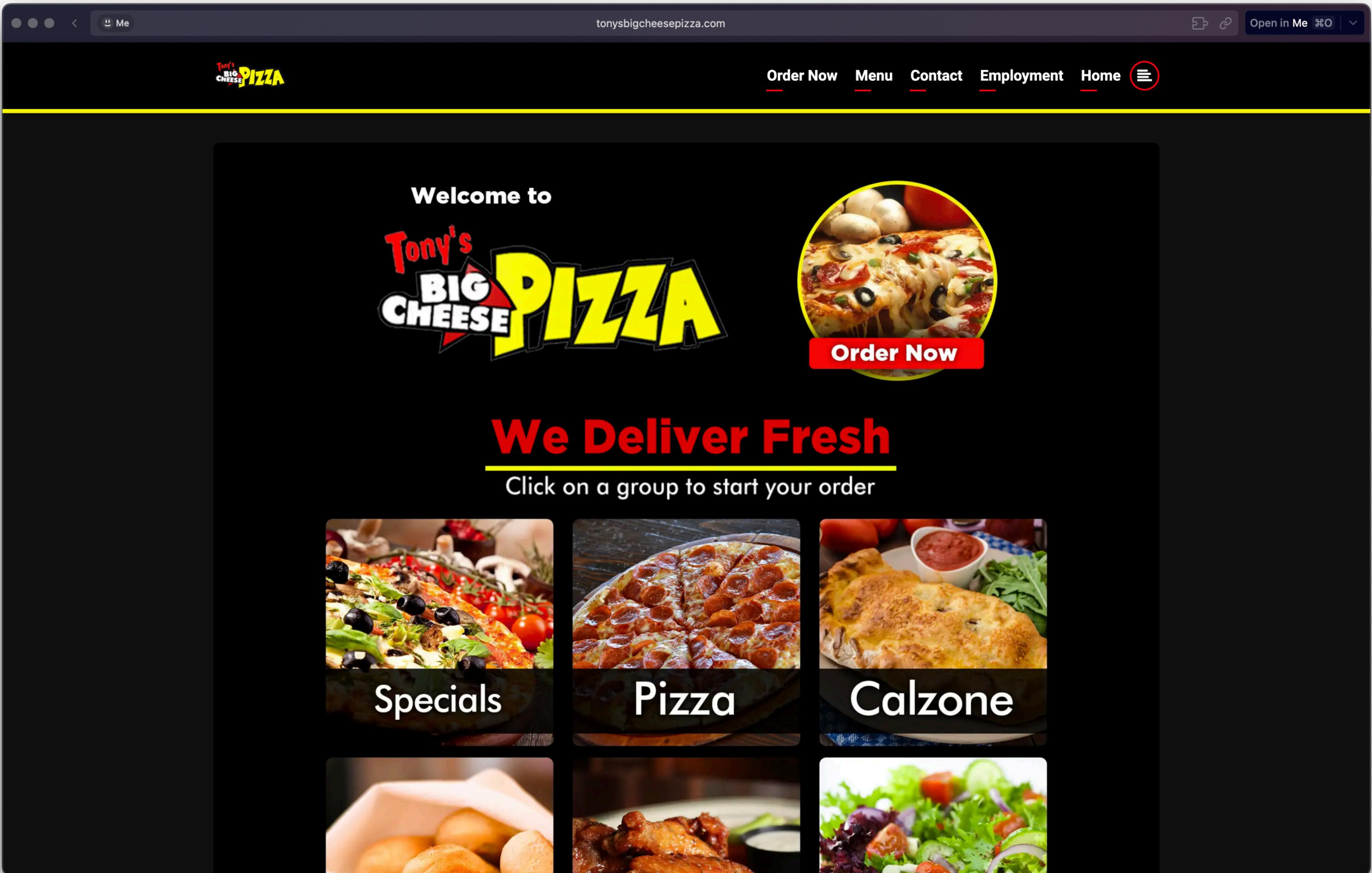
[introduction](#)

Tony's Big Cheese Pizza is a popular pizzeria in my hometown (Yakima, Washington) that gets significant traffic. Despite their good, cheap pizza, their current website lacks usability and accessibility, often leading customers (myself included) to prefer ordering by phone. This case study details how I identified key usability and accessibility issues and redesigned the site for a smoother, more intuitive, and responsive experience.

[Visit the Redesigned Website](#)

## problem

The usability issues on the Tonys Big Cheese Pizza website frequently drive customers to order by phone instead of using the website. The site lacks a clear hierarchy, making it difficult to navigate. It also has poor color contrast, making it hard to read.



## Usability Analysis

I evaluated the website using criteria from interaction design principles: efficiency, learnability, and memorability.

### Efficiency

- Navigation is cluttered (too many navbar options)
- Duplicate "Order Now" and "Menu" functions confuse users

### Learnability

- Poor visual hierarchy makes key info hard to find (e.g., company story at bottom)
- Weak branding makes content harder to remember

### Memorability

- Excessive calls-to-action dilute clarity
- Center-aligned dense text reduces readability

## Accessibility Analysis (WebAIM WAVE)

Images lacked helpful alt text, and the black-on-red color combination failed contrast checks, making the text difficult for visually impaired users. WebAIM's WAVE accurately identified these critical accessibility issues, confirming the need for improved color contrast and clear alt text.

## Solution

### Style Guide

I built a clear, reusable style guide in Figma, featuring:

#### Typography

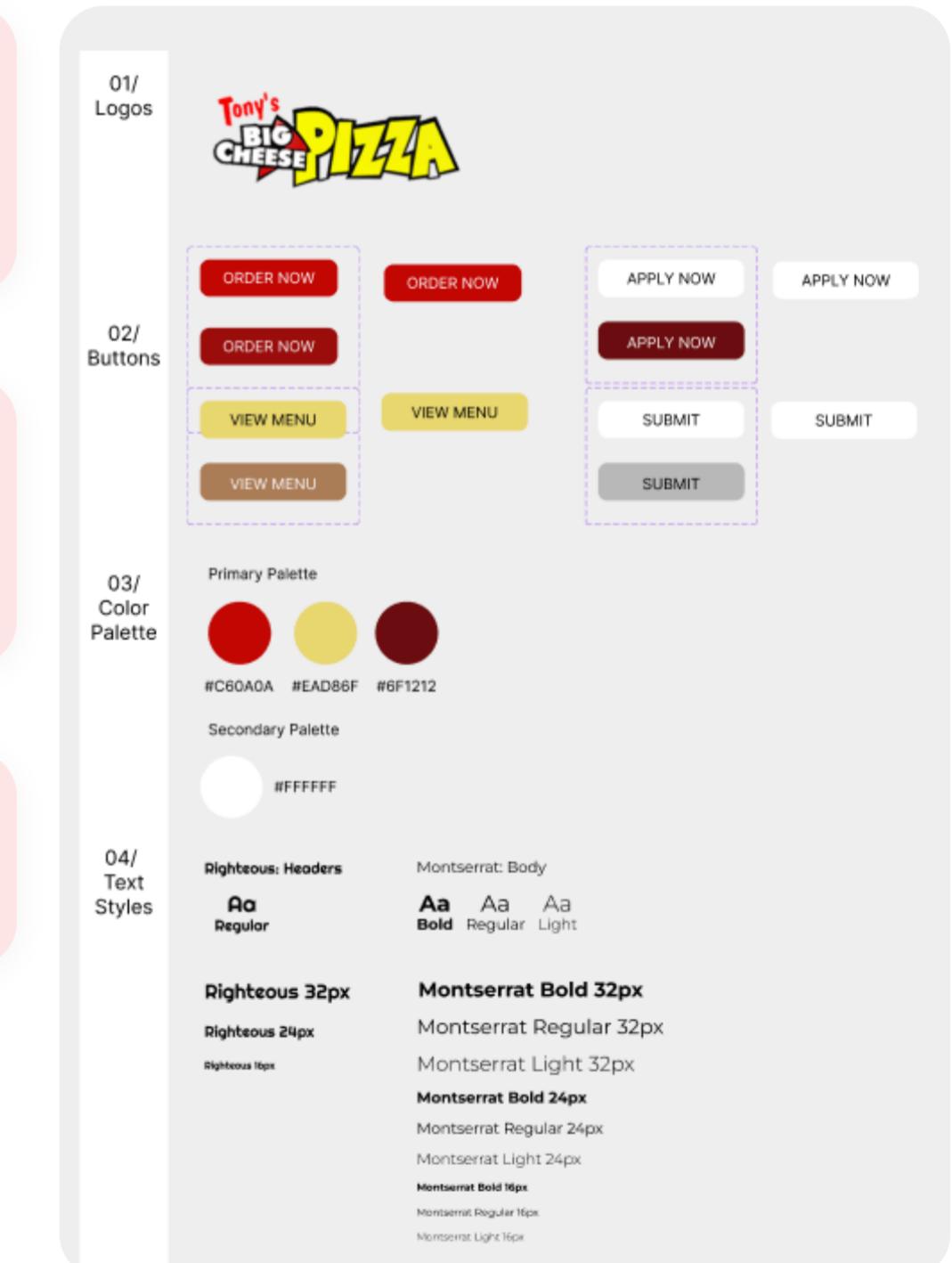
- Headers: "Righteous," bold, clearly scaled by device size.
- Body: "Montserrat," regular weight, optimized for readability.

#### Colors

- Primary Red: #C60A0A (high contrast, visually inviting).
- Background: White, with clear contrast and accessibility checks.

#### Reusable Components

- Buttons with clear hover and active states.



## Responsive Mockups (Mobile, Tablet, Desktop)

Welcome to  
**TONY'S BIG  
CHEESE PIZZA**

**ORDER NOW**

or call us at: (509) 575-7977

Every morning, our crew is very busy making sure to use the freshest and finest ingredients for each delicious pizza we provide to our valued customers!

\*Our dough is made fresh from scratch daily.  
\*We grind our cheese every day using only 100% real cheese that is fresh and never frozen.  
\*Our tomato sauce is fresh-packed and made with our secret blend of spices.  
\*Our vegetables are sliced fresh in our store.

**VIEW OUR MENU**

Lorem ipsum dolor sit amet consectetur. Ac auctor lectus magnis tincidunt lectus. Sit donec vitae risus adipiscing neque blandit. Lacinia cursus urna posuere molestie placerat dui. Arcu eu velit quam nibh egestas placerat aenean velit euismod. Ullamcorper at fames faucibus enim adipiscing vitae interdum.

**VIEW MENU**

**OUR STORY**

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## VIEW OUR MENU

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**VIEW MENU**

## LOCATION

2204 W NOB HILL BLVD  
STE C  
YAKIMA, WA 98902

## STORE HOURS

Monday	10:30 AM - 10:00 PM
Tuesday	10:30 AM - 10:00 PM
Wednesday	10:30 AM - 10:00 PM
Thursday	10:30 AM - 10:00 PM
Friday	10:30 AM - 11:00 PM
Saturday	10:30 AM - 11:00 PM
Sunday	Closed

**Desktop (3840px x 2160px)**

- Streamlined horizontal navigation bar using Flexbox.
- Clear hero section highlighting their signature Large Pepperoni Cheese pizza.

**Tablet (768px x 1024px)**

- Collapsed navbar into a minimal hamburger menu (Shared with Mobile).
- Adjusted typography and spacing for easy tablet use.

**Mobile (375px x 667px)**

- Single-column scrolling layout for clarity.
- Large, touch-friendly buttons with ample spacing.

- Easy-to-scan menu with images organized by CSS Flexbox.

## Annotations from Development

Each mockup was thoroughly annotated to make the development of the website straightforward (Thank you auto layout in Figma)! Here are some examples of the annotations.

- Layout Techniques: Clearly noted the use of Flexbox, and the direct amount of alignment, padding, and margins with auto layouts in Figma.
- Responsiveness: Explained clearly how layout and font sizes adjust at each breakpoint.
- Interactions: Defined default and hover states for buttons. Also configured a hamburger icon for when the nav bar was too large. (Although in the final deployed redesign, it is solely for visual purposes and not functional)

## Final Design

Using my Figma mockups and design principles, I coded the final [Tonys Big Cheese Pizza Homepage](#) design with HTML and CSS.

The screenshot shows a website for "Tony's BIG CHEESE PIZZA". The header includes the logo "Tony's BIG CHEESE PIZZA" and navigation links for "Menu", "Location & Hours", "About Us", and "Contact". Below the header is a large image of a pepperoni pizza. To the right of the pizza, the text "Welcome to TONY'S BIG CHEESE PIZZA" is displayed, followed by a red button labeled "ORDER NOW" and the phone number "(509) 575-7977". A descriptive paragraph below states: "Every morning, our crew is very busy making sure to use the freshest and finest ingredients for each delicious pizza we provide to our valued customers!" At the bottom of the page, there is a section titled "VIEW OUR MENU" with a list of five bullet points detailing their fresh ingredients: "Our dough is made fresh from scratch daily.", "We grind our cheese every day using only 100% real cheese that is fresh and never frozen.", "Our tomato sauce is fresh-packed and made with our secret blend of spices.", and "Our vegetables are sliced fresh in our store.". A yellow "VIEW MENU" button is located at the bottom of this section. Below the main content area is a dark red footer bar featuring three small images of food items.

## takeaways

My redesign specifically addresses usability and accessibility issues by simplifying navigation, creating clear calls-to-action, enhancing visual hierarchy to make key information instantly accessible, improving accessibility through descriptive alt-text and better color contrast, and ensuring a responsive, enjoyable ordering experience across all devices. The result is a website that is not only visually appealing but also user-friendly and accessible to all customers. Additionally, as an engineer, I ensured that the website is reliable and easy to maintain. I used semantic HTML and CSS best practices to ensure that the website is easy to read and understand. I also used a modular approach to design, which makes it easy to update and maintain the website in the future.

This project taught me the power of empathetic design; As an engineer designing for reliability, by thoughtfully addressing usability and accessibility, I transformed Tony's Pizza's online presence into an inviting, inclusive, and delightful experience! Something that is as enjoyable as their pizza itself! (seriously)

[Visit the Redesigned Website](#)

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[designed and developed by yours truly @ jacob solano](#)

[resume](#)