Product Requirements Document: Pizzano Menu Table Formatting

Document Version: 1.0
Last Updated: February 10, 2026
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Scope: Menu Table Layout & Product Placement Standards

Executive Summary

This PRD defines the specifications for Pizzano's menu table layout, focusing exclusively on visual formatting, product placement hierarchy, spacing consistency, and table structure. The goal is to create a professional, scannable menu that guides users to premium items while maintaining visual clarity and brand consistency.

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1. Product Overview

1.1 Objective

Define precise formatting and placement standards for the Pizzano menu table to ensure:

- Clear visual hierarchy of menu items
- Optimal user scanning and readability
- Strategic product promotion through placement
- Consistent spacing and alignment
- Professional presentation across all menu categories

1.2 Scope

This document covers:

- **Menu Table Structure:** Grid layout, row/column specifications
- **Product Placement:** Strategic positioning of items
- **Spacing Standards:** Vertical and horizontal padding, gaps between items
- **Typography Hierarchy:** Font sizes, weights for visual distinction
- **Visual Elements:** Borders, separators, highlighting treatments
- **Responsive Behavior:** Table adaptation across breakpoints

Out of Scope:

- Color palette or branding guidelines (existing brand reference)
- Content copy or product descriptions
- Backend data structure or API design
- Business logic for menu filtering or ordering

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2. Menu Table Structure

2.1 Overall Layout Architecture

Grid System

- **Base Unit:** 4pt (for fine-tuning), 8pt (for major spacing)
- **Column Grid:** Left margin (16px) → Content area → Right margin (16px)
- **Maximum Width:** 1200px for desktop, full width with margins for mobile
- **Row Height:** Dynamic based on content, minimum 60px per item

Table Orientation

- **Desktop:** Multi-column grid (2-4 columns depending on category)
- **Tablet (768px - 1023px):** 2-column layout
- **Mobile (<768px):** Single-column stacked layout

2.2 Category Sections

Each menu category is divided into logical sections:

- **Pizza** - Featured section (top placement, "Golden Triangle")
- **Appetizers** - Secondary placement
- **Pasta** - Mid-priority positioning
- **Desserts** - Lower priority (footer area)
- **Beverages** - Lower priority (footer area)
- **Sides** - Supporting items (grid corners)

2.3 Section Header Specifications

Element	Specification
Font Size	28px desktop / 24px mobile
Font Weight	700 (Bold)
Line Height	1.2 (33.6px)
Color	Primary brand color
Top Margin	40px (from previous section)
Bottom Margin	24px (to first item)
Letter Spacing	0.5px
Text Transform	Title Case

Table 1: Section Header Typography Standards

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3. Product Card Layout & Placement

3.1 Individual Product Card Structure

Each menu item is presented as a structured card with standardized spacing:

Component	Height/Size	Spacing
Product Name	20px font	0px top (baseline anchor)
Description (if present)	14px font	8px from name
Price Area	18px font	8px from description
Card Padding	—	16px all sides
Card Border Radius	—	8px
Minimum Card Height	—	80px

Table 2: Product Card Component Specifications

3.2 Placement Hierarchy (Golden Triangle Principle)

Strategic placement to maximize visibility and conversions:

1. **Top Right (Premium Position):** Bestseller items, highest-margin products, special offerings
2. **Top Center:** Featured daily specials or signature items
3. **Top Left:** Popular complementary items
4. **Middle Section:** Standard menu items in balanced distribution
5. **Bottom Section:** Supporting items, basic options, less promoted products

3.3 Grid Positioning Rules

→ **Desktop Grid:** 4-column layout for Pizza category, 3-column for other categories
→ **Tablet Grid:** 2-column layout for all categories
→ **Mobile Grid:** 1-column stacked layout
→ **Grid Gap:** 16px horizontal, 20px vertical (desktop); 12px both (mobile)
→ **Even Distribution:** Items distributed evenly without visual clustering

4. Spacing & Alignment Standards

4.1 Vertical Spacing

Spacing Context	Distance (px)	
Section Title to First Item	24	
Item to Item (vertical gap)	20	
Section to Section (between categories)	40	
Product Card Internal Top Padding	16	
Product Card Internal Bottom Padding	16	
Between Product Name	Description (content gap)	8
Between Description & Price	12	

Table 3: Vertical Spacing Specifications

4.2 Horizontal Spacing

Spacing Context	Distance (px)
Page Left Margin (desktop)	16
Page Right Margin (desktop)	16
Item to Item (horizontal gap - desktop)	16
Item to Item (horizontal gap - mobile)	12
Product Card Left Padding	16
Product Card Right Padding	16
Text to Left Edge (inside card)	16
Text to Right Edge (inside card)	16
Price Alignment Right Margin	16

Table 4: Horizontal Spacing Specifications

4.3 Alignment Principles

- **Vertical Alignment:** All items within a row align to baseline grid (4pt increments)
- **Horizontal Alignment:** Left-aligned text for primary content, right-aligned for prices

- **Product Name:** Left-aligned, 16px from card edge
- **Price:** Right-aligned, 16px from card edge
- **Descriptions:** Left-aligned, wrapping to multiple lines if needed

5. Typography Specifications

5.1 Font Scale System

Element	Size	Weight	Line Height
Section Header	28px / 24px	700	1.2
Product Name	20px / 18px	600	1.4
Product Price	18px / 16px	700	1.2
Description	14px / 13px	400	1.5
Badge/Label	12px / 11px	500	1.2

Table 5: Typography Scale (Desktop / Mobile values)

5.2 Font Family

- **Primary Font:** System font stack or brand-aligned serif (e.g., Playfair Display for headers, Outfit for body)
- **Fallback:** Arial, Helvetica, sans-serif
- **Monospace (optional):** For prices only if design system requires

6. Visual Hierarchy & Distinction

6.1 Product Card Styling

Standard Card

- **Background:** White or brand secondary color
- **Border:** 1px solid #E0E0E0 (light gray)
- **Border Radius:** 8px
- **Shadow:** 0px 2px 8px rgba(0,0,0,0.08)
- **Hover State:** Shadow increases to 0px 4px 16px rgba(0,0,0,0.15)

Featured/Special Card

- **Background:** Subtle background tint (brand accent at 10% opacity)
- **Border:** 2px solid brand primary color
- **Badge:** "Bestseller" or "Chef's Pick" label (12px, bold)
- **Icon:** Optional visual indicator (e.g., star icon)

Promoted Item Card (Top Right Position)

- **Treatment:** Combination of featured styling + subtle highlight
- **Additional Visual Cue:** 3px left border accent (brand primary color)

6.2 Visual Separators

- **Between Sections:** 2px solid divider, 40px margin top/bottom
- **Between Rows:** Implicit through spacing (20px gap), no visible line required
- **Between Columns:** Implicit through spacing (16px gap), no visible line required
- **Category Separator (Optional):** Subtle background color shift every 2 rows

7. Responsive Breakpoints

7.1 Breakpoint Specifications

Device	Width	Columns	Grid Gap
Mobile	<768px	1	12px
Tablet	768px - 1023px	2	14px
Desktop	1024px - 1439px	3-4	16px
Large Desktop	≥1440px	4	20px

Table 6: Responsive Breakpoint Grid Configuration

7.2 Mobile Optimization

- **Single Column:** Full width minus margins (20px each side on mobile)
- **Card Height:** Flexible, minimum 80px
- **Font Scaling:** Reduce headers to 24px, body text to 16-14px
- **Spacing Reduction:** Decrease gaps by 2-4px on mobile

7.3 Touch Targets

- **Minimum Card Height (Mobile):** 80px for adequate tap target
- **Minimum Horizontal Spacing:** 12px between items to prevent accidental taps

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8. Special Elements & Treatments

8.1 Badges & Labels

Badge Type	Placement & Style
"Bestseller"	Top-right corner, 12px bold, brand primary bg
"New"	Top-right corner, 12px bold, success green bg
"Spicy"	Icon next to name or in description, 16px icon
"Vegetarian"	Leaf icon, inline with name
"Special Price"	Bottom-right card corner, strike-through old price

Table 7: Badge Specifications and Placements

8.2 Price Display Format

- **Standard:** $XX.XX (right-aligned, bold 18px)
- **Sale Price:** Show original (strike-through) + new price
- **Spacing Above Price:** 12px from description or name

8.3 Images (Optional)

If product images are included:

- **Placement:** Above product name (top of card)
- **Aspect Ratio:** 1:1 square or 3:2 landscape
- **Height:** 120px (mobile), 150px (desktop)

- **Border Radius:** 6px (match card rounding)
- **Margin Below Image:** 12px to product name

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9. Accessibility & Readability

9.1 Color Contrast

- **Text on Card Background:** Minimum 4.5:1 WCAG AA standard
- **Price Text:** Bold weight to enhance legibility
- **Links/Badges:** Sufficient contrast for color-blind users

9.2 Readability Guidelines

- ✓ **Line Length:** Maximum 70 characters for descriptions
- ✓ **White Space:** Minimum 16px padding in all cards
- ✓ **Text Wrapping:** Product names should not wrap (keep under 30 chars)
- ✓ **Descriptions:** Keep to 1-2 sentences maximum (14px)
- ✓ **Font Size Minimum:** 14px for body text (desktop), 13px (mobile)

9.3 Mobile Readability

- **Thumb Zone:** Most important items positioned in middle 60% of screen
- **Scroll Zones:** Category headers sticky or prominently positioned
- **Card Tappability:** Full card is tap target, minimum 48x48px

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10. Implementation Details

10.1 CSS Grid/Flexbox Structure

Desktop Layout

grid-template-columns: repeat(4, 1fr);
gap: 16px 16px;
max-width: 1200px;
margin: 0 auto;
padding: 0 16px;

Tablet Layout

grid-template-columns: repeat(2, 1fr);
gap: 14px 14px;

Mobile Layout

grid-template-columns: 1fr;
gap: 12px;
padding: 0 20px;

10.2 Typography Implementation

- **Line Height:** Set to 1.4 for body text (improve readability)
- **Letter Spacing:** 0.5px for headers, 0 for body
- **Font Fallback Chain:** Ensures degradation on missing fonts

10.3 Card Component Structure

.menu-card

- Product Image (optional, 150px height)
- Product Name (20px, 600 weight)
- Description (14px, 400 weight)
- Price Container
    - Original Price (strike-through if sale)
    - Current Price (18px, 700 weight, right-aligned)
- Badge Container (top-right, if applicable)

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11. Quality Assurance Criteria

11.1 Layout Verification

- [ ] All cards maintain consistent padding (16px all sides)
- [ ] Spacing between items matches specifications (±2px tolerance)
- [ ] Grid alignment verified using browser dev tools with grid overlay
- [ ] No text overflow in cards across all breakpoints
- [ ] Images display correctly at specified aspect ratios

11.2 Responsive Testing

- [ ] Mobile layout: Single column, 20px margins, readable at 375px width
- [ ] Tablet layout: 2 columns, 768px and 1023px breakpoints verified
- [ ] Desktop layout: 3-4 columns display correctly at 1024px+
- [ ] Touch targets: Minimum 48px on mobile, 60px on desktop

11.3 Visual Consistency

- [ ] Typography scales match specifications (±1px tolerance on font sizes)
- [ ] Color contrast meets WCAG AA (4.5:1 minimum)
- [ ] Hover states function smoothly
- [ ] Cards align perfectly to baseline grid

11.4 Usability Testing

- [ ] Users can quickly identify premium/featured items (top right placement)
- [ ] Menu items scannable without reading full descriptions
- [ ] Prices clearly visible and easy to locate
- [ ] No visual clustering or overwhelming density

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12. Appendix: Spacing Reference Grid

Visual Spacing Breakdown

Component	Top	Right	Bottom	Left
Page Container	0px	16px	0px	16px
Section Header	40px	0px	24px	0px
Menu Card	0px	0px	20px (gap)	0px
Card Internal	16px	16px	16px	16px
Product Name	0px	0px	8px	0px
Description	8px	0px	12px	0px
Price	12px	0px	0px	0px

Table 8: Complete Spacing Reference (px values)

13. Version History

Version	Date	Changes
1.0	2026-02-10	Initial PRD - Menu table formatting and placement standards

Table 9: Document Version History

Approval & Stakeholders

- **Product Owner:** [To be assigned]
- **Design Lead:** [To be assigned]
- **Frontend Lead:** [To be assigned]
- **Date Created:** February 10, 2026
- **Next Review Date:** March 10, 2026