

PIZZAMIZE

RESTAURANT WEBSITE

Website for a restaurant aiming to promote the idea of food customization based on the customer taste preferences.



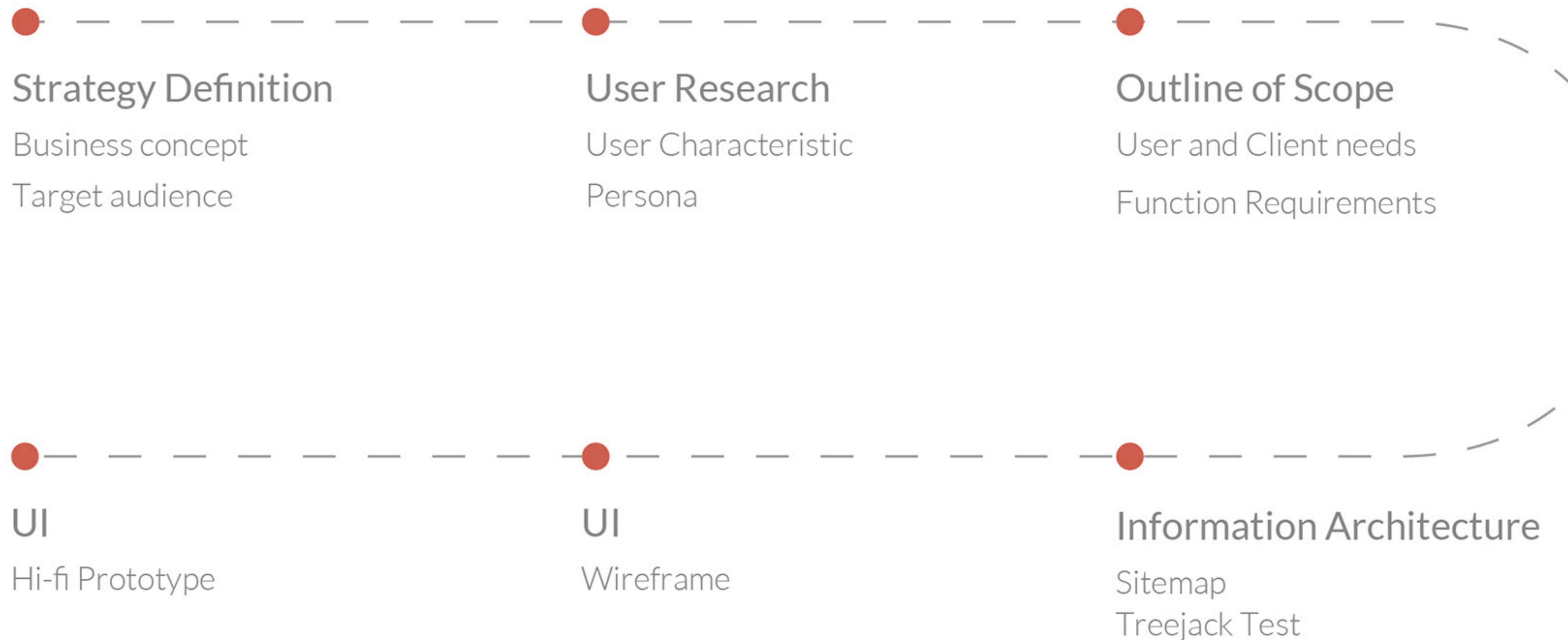
BASIC INFORMATION

DEFINITION	MY RESPONSIBILITY	DATE	METHODS
Website design	Strategy Research Information Architecture Testing and Wireframing Prototyping Visual Design	Sep 2020 Jan 2021	Strategy Definition Persona Design Treejack testing

WHY?

Pizzamize is a restaurant aiming to promote **food customization** based on **customers' taste preferences**. The goal of this project is to design a **website** which not only **attracts** the potential **target users** by offering **customization tools** and services but also transfers the idea of both **uniqueness** and **minimalism** as the portal of a modern business.

DESIGN PROCESS



BUSINESS CONCEPT

I started working on this project by defining the business concepts first. Informations like which **services** would the restaurant offer its customers, the **target audience** and the **elevator pitch** were defined in this phase.

SERVICES

What separates this restaurant from the competitors are the options it offers besides the ordinary services. Customers will be able to **define their taste preferences** in their account so that the website can **suggest** them new dishes. Apart from that, users can **customize** the dishes based on their interests.



TARGET AUDIENCE

We chose the **college students** as the main target audience of this project. They're **adventurous**, they like to try new things. Also because they are busy with study and maybe work, they often **eat out**. And it also is **cool** for them to introduce their **special pizza recipes** to their friends.



ELEVATOR PITCH

Pizza, just customized!
For when you're tired of having to choose from the same old menu.

USER RESEARCH

USER CHARACTERISTICS

Personality and attitudes:

Adventurous, Youthful, Energetic, Curious, Playful

Values:

Open-minded, Liberal, Optimist, Positive, Creative

Lifestyles:

Active, Partier, Thinker, Peak experiences, Extreme adventurer

PERSONA



Leila Monier (20) – Extreme adventurer

- Student of art at George Town
- She would kill for unique experiences
- Originally from an artist family
- Enjoys strange looks and feels



Shawn Smith (24) – The active

- Student at business school
- Is known for his specific personality
- Loves uniqueness
- Enjoys throwing party for his friends

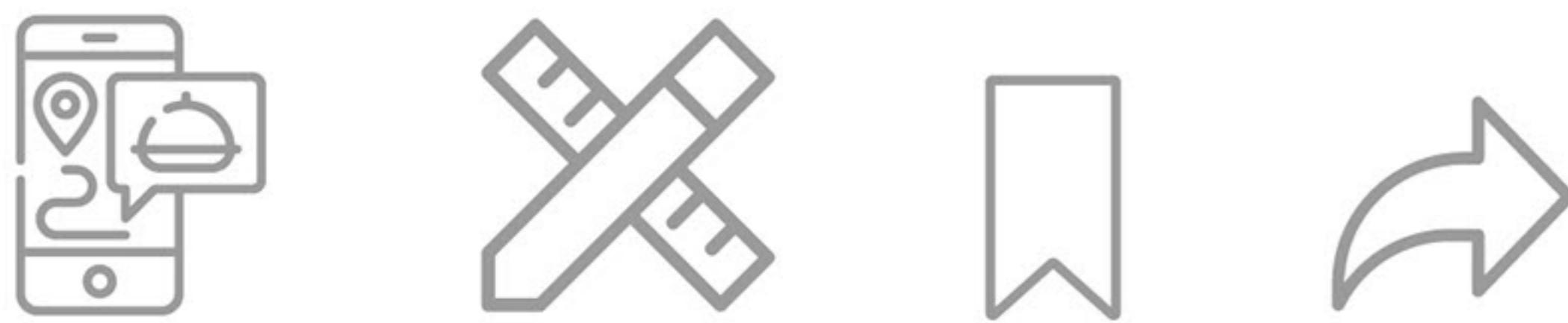


Jasmine White (22) – The Thinker

- Studies Philanthropy
- Loves thinking about little details
- Enjoys talking about her feelings
- Nature enthusiast

USER NEEDS

- Find out if the restaurant **delivers** to their area
 - **Order** food online
 - **Customize** the ingredients based on interest
 - Receive recipe **suggestions** based on preferences
 - **Save** the favorite recipes
 - **Share** favorite recipes



USER NEEDS

- Sell food online and deliver it
 - Provide a system for order customization
 - Build a community for pizza lovers
 - Communicate the idea of personal recipes
 - Promote uniqueness as the goal of the business



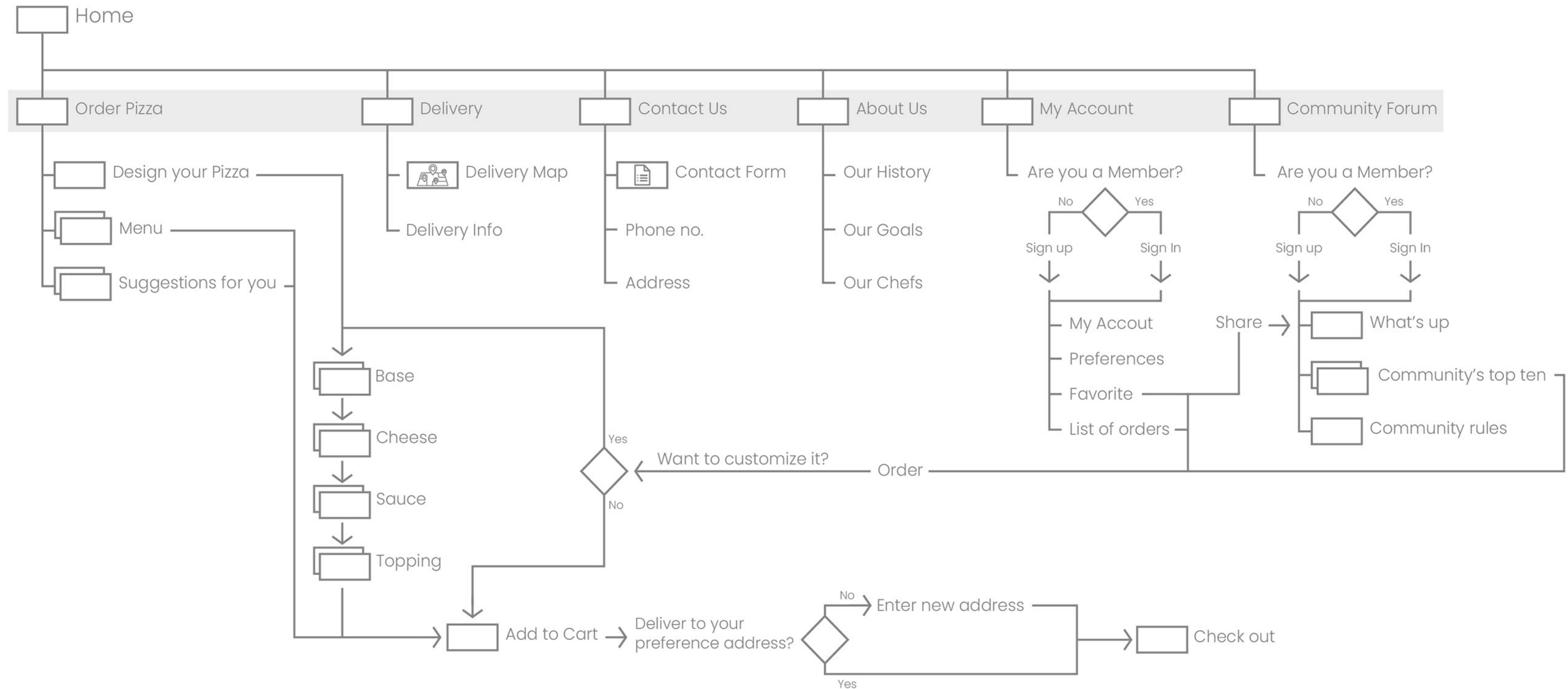
FUNCTION REQUIREMENTS

- Sign in using just their phone number
 - Set their food and address preferences in their account
 - Choose from the premade list of pizzas
 - Design their own pizza using the available ingredients
 - Choose from the suggestions based on their preferences
 - Add the selection to the shopping cart
 - Check out
 - Pay the price
 - Choose the delivery address or add a new one
 - Save their favorite pizzas
 - Share their favorite pizzas
 - Contact the restaurateur using contact form
 - Vote to their favorite pizzas on the community forum or post theirs



SITEMAP

Based on the information we'd gathered until this phase I started working on the sitemap.

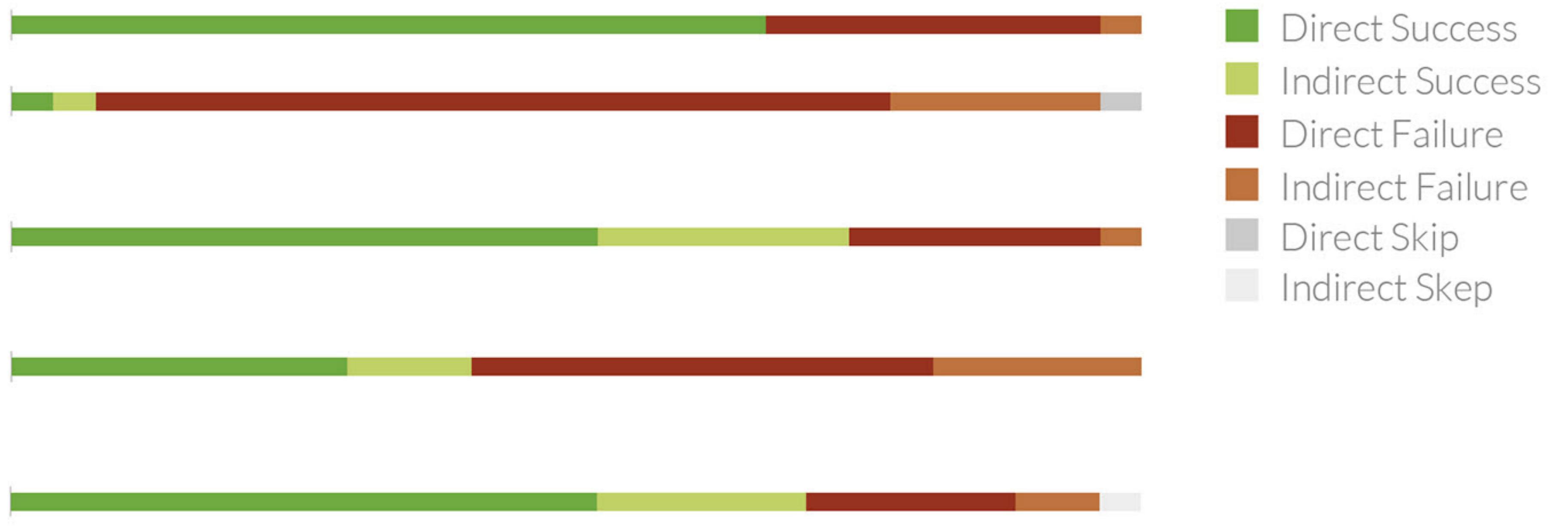


TREEJACK TEST

In order to **test** the **structure of menus** and the **organization of information** I conducted a **Treejack** test using **Optimal Workshop**. **40** users with ages between **20-40** participated in the test.

Tasks:

- How would you order your special pizza with custom ingredients?
- How would you submit your favorite ingredients so that the website would suggest you better pizzas?
- You want to know the prices of different pizzas, how would you get that?
- You want to know about that best pizza everyone has been talking about lately. How would you find out about it?
- You want to call the restaurant to track your order. How would you do that?



OUTCOMES

- Customers must be able to **submit their favorite ingredients** using the **order** menu and not only in the preferences section.
- Most customers **were not familiar** with the concept of **community forum** in a restaurant context, so its **name was changed to pizza lovers hub** to convey the meaning.
- Customers must be able to **track their order** as soon as they land on the **homepage**.

WIREFRAME

Pizzamize

Order Pizza Delivery Pizza Lovers Hub

≡

L-REU 005-A

2017 C-MEBO-AT

Pizzamize

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

• • •

VELLUM DOLORE →

The screenshot shows a mobile application for ordering pizza. At the top, there's a navigation bar with the app's name 'Pizzamize' on the left, and three tabs on the right: 'Order Pizza', 'Delivery', and 'Pizza Lovers Hub'. On the far right of the header are icons for a shopping cart, user profile, and menu.

The main content area features a large central box containing a pie chart icon and the price '\$ 49.99'. Below this are two rows of pizza toppings, each preceded by a checkmark icon. The first row includes 'Lorem ipsum', 'Purus nullam', 'Consectetur adipisicing', 'Sed do eiusmod', and 'Tempor incididunt'. The second row includes 'Dolor sit amet', 'Consectetur adipisicing', 'Sed do eiusmod', and 'Tempor incididunt'. To the left of the central box is a smaller box with a pie chart icon and the price '\$ 9.99', also listing five toppings. To the right is another smaller box with a checkered pattern and the price '\$ 19.99', listing four toppings. Navigation arrows are positioned between the boxes.

On the far right edge of the screen, there are vertical text elements: 'Lorum ipsum', 'Purus nullam', 'Consectetur adipisicing', 'Sed do eiusmod', 'Tempor incididunt', 'Dolor sit amet', 'Consectetur adipisicing', 'Sed do eiusmod', 'Tempor incididunt', 'Lorum ipsum', 'Purus nullam', 'Consectetur adipisicing', 'Sed do eiusmod', 'Tempor incididunt', and 'VELIUM DOLORE'.

The image shows a web page with a light gray header. On the left, there's a sidebar with links for 'What's up', 'Community top ten', and 'Community Rules'. The main content area features a grid of six identical post cards. Each card has a dark gray header with the text 'Exceiteur sint.' and 'Exceiteur sint occaecat'. Below this is a white section with engagement counts: likes (0), comments (0), and shares (0). At the bottom of each card is a blue 'SHARE' button. The right side of the page has vertical decorative bars with text: '1-877-673-8747' and 'Pizzamize.com'.

Pizzamize

Order Pizza Delivery Pizza Lovers Hub

We're always looking forward to get in touch with you

Address
Enter your address or a city, country or zip code

Telephone
0310419913

Name
John Doe

E-mail
error@mail.com ✓

Message

Send

© 2017 G-Net Solutions

Pizzamize

Order Pizza Delivery Pizza Lovers Hub

What's up

Community's top ten

Community Rules

Big Title

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt

SHARE

602 120

©

Twitter

f

TODAY'S COUPONS

TODAY'S DEALS

HI-FI PROTOTYPE

