



# My Design Project: A Case Study

## Overview

Lovely's Fifty Fifty is a locally owned and acclaimed restaurant in Portland with a focus on making vegetable driven pizzas with local/seasonal ingredients. They take great pride scratch making their menu and going above and beyond in all aspects of their food preparations. The plan for me was to take all of the passion and pride Lovely's puts into their food and to represent that digitally with a simple, elegant, user-friendly website.



## Context & Challenge



### Project background

I've long considered Lovely's Fifty Fifty one of the best pizza places in Portland. And for just as long, I've known that their website was a missed opportunity to help grow their business. So it was very exciting to be able to utilize my new skills to help create a new project for a wonderful business that I admire.

### The Problem

The restaurant's current site is as simple as it gets with no real identity, flow, or cohesion. Without having much to build on, I had to start from scratch as far as theme, color scheme and typography.

### Project goals & objectives

My main goal was to create a clean, beautiful website that showcased the amazing food of the restaurant. I also wanted to bring some of the wonderful beauty and aesthetics of their food and dining room to the page to help unite their physical business with their digital presence.



## Process & Insight



I focused on the interior of the restaurant and their posts on social media to get a feel for what color tones and fonts would best suit their style and convey the inviting atmosphere of their dining room. The restaurant takes immense pride in utilizing the best seasonal ingredients and letting their true flavors shine without getting in the way. I wanted to parallel that focus on simplicity by keeping the design as clean, simple and elegant as possible.



## The Solution

I wanted to make the home page of the site enticing and elegant. I knew I wanted to present a beautiful picture of their food as the background image to grab people's attention right away and make them hungry for pizza! As for simplicity, I kept the whole site as one page to where the navigation buttons simply scroll you to the area of the page that you want to see. Finally, the sections are ordered the way I always seek to navigate a restaurant website. I want to see food first (background image), then checkout the menu. Then I'd like to see location/hours and maybe a back story to see what the restaurant is all about. Lastly, a photo gallery to reinforce the pride in their food and to get you excited to visit!



The goal is to provide a beautiful and user friendly website that would entice current and potential customers, while positively representing the restaurant's core values and principles. All of which would hopefully lead to bigger profits and raise the profile of the restaurant both locally and nationally.

