

Troup's Pizza Website Redesign Implementation

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Focus: Commercial Photo + Video | UX | Visual Branding

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Project Overview

Problem:

The current Troup's Pizza website feels outdated and does not reflect the character or quality of the restaurant's in-person experience.

Goal:

Create a redesigned site that:

- 01 **improves usability & navigation**
- 02 **communicates the restaurant's personality**
- 03 **integrates custom photography & video assets**

Scope:

UX wireframes
visual design direction
content capture plan

Brainstorm

Concepts Considered:

1. Troup's Pizza site refresh
2. Editorial Photography campaign
3. jll creative website build,

Each concept explored ways to demonstrate commercial photography and visual storytelling within a digital context. I evaluated them based on real-world relevance, potential for original content capture, and the ability to demonstrate a complete, real world design process.

Problems each idea solves:

- restaurant/brand mismatch
- lack of narrative cohesion in editorial campaigns
- need for professional digital presence

Why the Troup's project stood out

- real business with clear UX issues
- opportunity to combine photography, UX, and branding
- strong potential portfolio artifact

Reflection

Looking back, I would still choose the Troup's concept. It provided the strongest foundation for both visual storytelling and usability improvements.

Identify

Chosen Concept:

Troups Pizza Website Redesign

Solution

Create a visual and UX refresh supported by original photography and video assets that reflect the restaurant's atmosphere while improving usability.

Why is it viable?:

- clear user experience opportunities
- measurable UX improvements
- realistic scope for semester timeline

Design Evolution

During the identification phase, the Troup's concept emerged as the strongest solution because it connected brand personality with the website experience.

As the project developed, the solution began to take shape as an immersive experience that emphasizes local culture, community, and character. This shift influenced decisions like the full-bleed hero design, bold typography, and simplified navigation.

Define

Project Goals:

Improve menu usability
clarify ordering flow
create stronger visual hierarchy
align digital experience with
physical brand

Target Users:

- regulars & live music lovers
- families & other local diners
- customers searching for
quick and seamless online
ordering

Timeline:

Planning:
- content capture
- design development
- final delivery

Key Pages

Home
Menu
About

Challenges:

- scheduling photography session
- lighting inside restaurant
- limited time with owners or staff

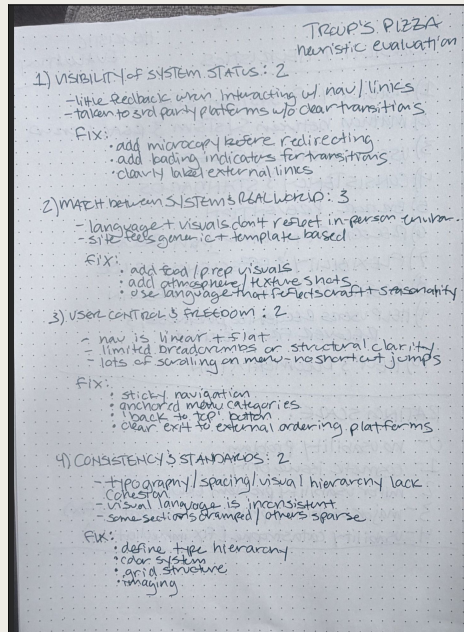
Design Evolution

The project timeline was followed closely, though some iterations required additional refinement once layout concepts began to emerge.

Some early layout ideas were visually strong but introduced unnecessary complexity. The final direction prioritizes clarity while still maintaining a distinctive visual identity.

Research

Heuristic Evaluation of existing website



Purpose

Before designing solutions, the current website was evaluated using usability heuristics to identify structural issues.

Key Findings

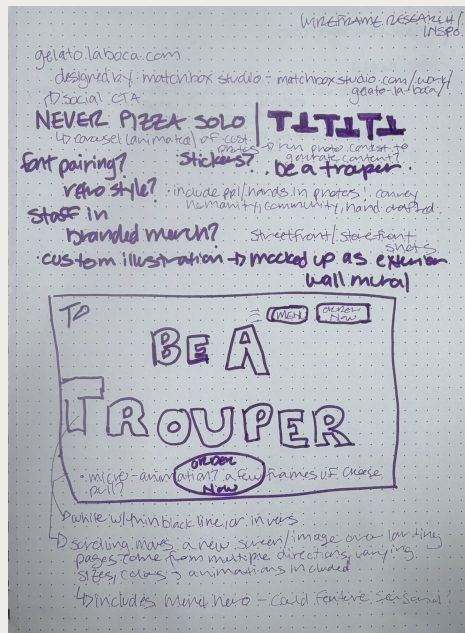
- External ordering platforms lack transition clarity
- Navigation hierarchy is shallow and difficult to scan
- Visual hierarchy and typography lack consistency

Implication

The redesign must prioritize clearer navigation structure, stronger visual hierarchy, and notify users when they transition to third-party ordering systems.

Ideate

Concept Exploration



Concept Development

Initial brainstorming explored how the website could better reflect the personality and community culture of the restaurant.

Ideas Included

- Hero-driven landing experience
- Community-focused messaging (“Be a Trouper”)
- Visual storytelling through food and atmosphere photography
- Potential branded merchandise, custom packaging, and event promotion

Design Direction

The “Be a Trouper” concept emerged as a unifying idea that reflects the restaurant’s identity while conveying the feeling of community.

Ideate

Visual Direction

The visual system draws from the physical experience of the restaurant.

The goal is to create a visual language that feels local, welcoming, and slightly rebellious, aligning with the restaurant's personality.

Warm & Eclectic

This direction focuses on community, warmth, and everyday authenticity. Natural light, shared dining scenes, and tactile textures make the brand feel lived-in and welcoming. The goal is to highlight connection as much as food quality. It feels relaxed, personable, and grounded in local culture while still staying visually clean.

Headline: **Playfair Display** | Aa Bb Cc 123

Friendly serif that adds visual character

Body: **Lora** | Aa Bb Cc 123

Balanced serif good for readability

Accent: **Questrial** | Aa Bb Cc 123

Geometric sans that keeps callouts clean and unobtrusive

A warm, earth-toned palette that feels grounded and welcoming, with subtle accent colors adding personality and playfulness.



Elevated & Local

This direction leans into craft and credibility while still feeling approachable. Close-up prep shots, kitchen action, and dramatic lighting elevate the food without making the brand feel formal or exclusive. Stone and natural textures ground the visuals and balance the warmth of the ingredients. Overall, it communicates quality, intention, and local authenticity.

Headline: **Cormorant Garamond** | Aa Bb Cc 123

Refined serif that adds craft and authority.

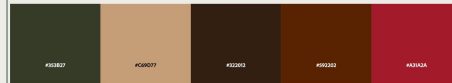
Body: **Montserrat** | Aa Bb Cc 123

Clean, modern, readable.

Accent: **PERMANENT MARKER** | AA BB CC 123

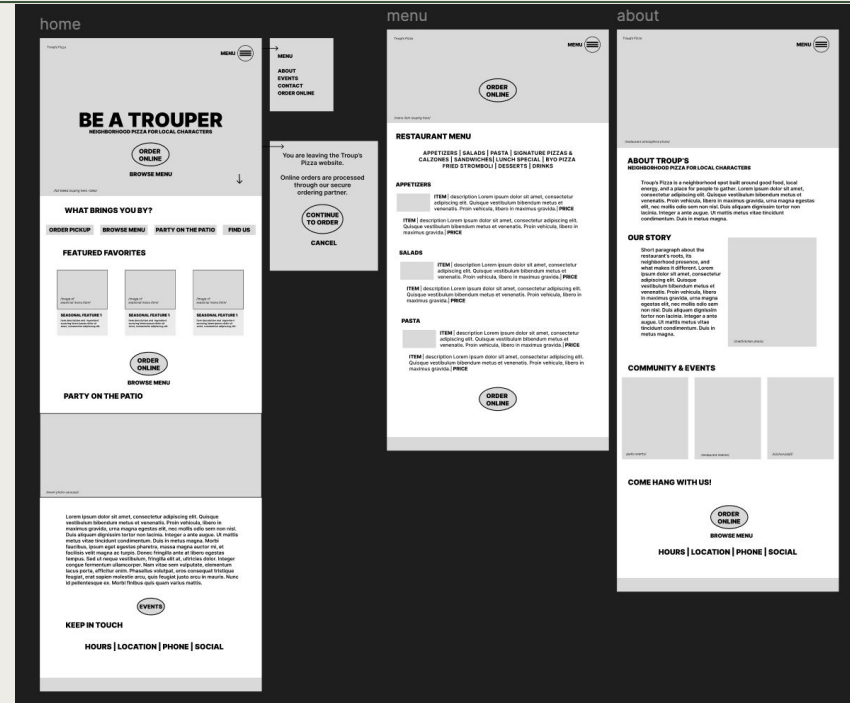
Bold, condensed, used sparingly to add humanity.

A higher-contrast, moody palette with deep neutrals and warm accents adds sophistication without losing warmth or approachability.



Prototype

Wireframe Development



Goal

Translate early concepts into a functional interface structure.

Design Priorities

- Full-bleed hero section establishing brand tone
- Prominent ordering call-to-action
- Simplified navigation structure
- Clear visual hierarchy guiding users to menu and ordering

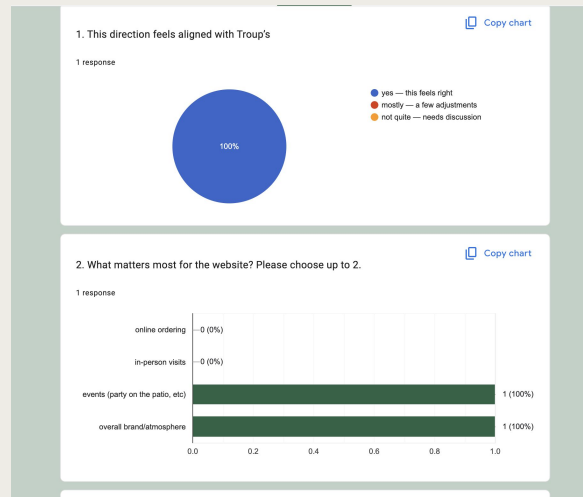
The wireframe stage focused on defining layout, interaction flow, and content hierarchy before visual styling.

Test

Peer Review & Stakeholder Input

Peer feedback helped clarify readability, flow, and how much context reviewers needed to understand the wireframes.

Stakeholder feedback helped to guide the final direction toward event visibility. Party on the Patio visibility was identified as a priority, so the homepage hierarchy was adjusted to feature that experience earlier.



Key feedback incorporated:

- improve readability and spacing
- clarify menu navigation
- prioritize Party on the Patio
- use original photography to better represent the unique in-person restaurant experience

Refine

Scope & Visual Direction

Another round of iteration based on feedback and constraints

Focus narrowed to high-impact pages

- prioritized homepage + menu as core user tasks
- reduced scope to ensure a polished final outcome

Key changes

- elevated Party on the Patio in homepage hierarchy
- simplified menu layout for faster scanning
- added jump links for direct category access
- standardized CTA placement and styling

MENU

[View Catering Menu](#)

TROUP'S
P I Z Z A

APPETIZERS

T'S WINGS* Grilled, tossed in our house hot sauce then baked 13
(may request sauce on the side)

HUMMUS TRIO* Traditional served with tapenade, black bean served with giardiniera, roasted red pepper served with almonds, grilled pita 10
(GF pita available upon request for 3)

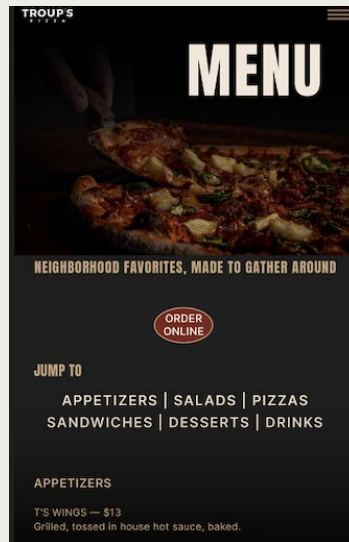
CRISPY MOZZARELLA BITES Homemade fried mozzarella, marinara sauce 12

GIANT MEATBALL Ground pork, beef, lamb, provolone cheese, red sauce, fresh cut basil 13

GARLIC CHEESE BREAD House bread, cheese trio, Italian seasoning. Served with marinara 12

SOFT PRETZEL With house beer cheese sauce 7

menu header before



menu header after

Implementation

Final High Fidelity Mockups

The final deliverable includes two mobile-first, high-fidelity screens designed to reflect both usability and brand personality.

Final outputs:

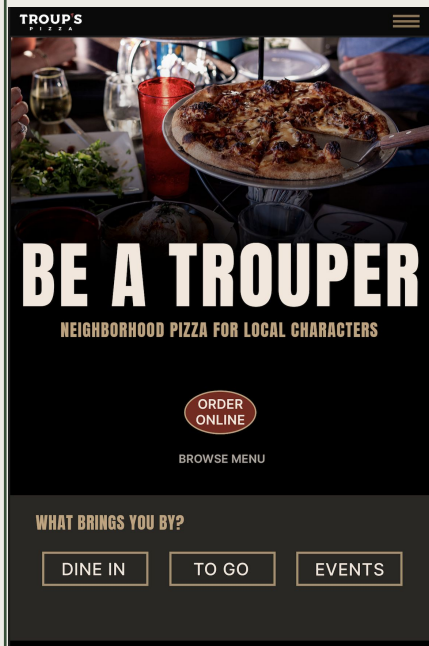
- Homepage (discovery and direction)
- Menu page (navigation and decision-making)

The design prioritizes clarity, usability, consistent hierarchy, and a more accurate representation of the restaurant's in-person experience in its digital channels.

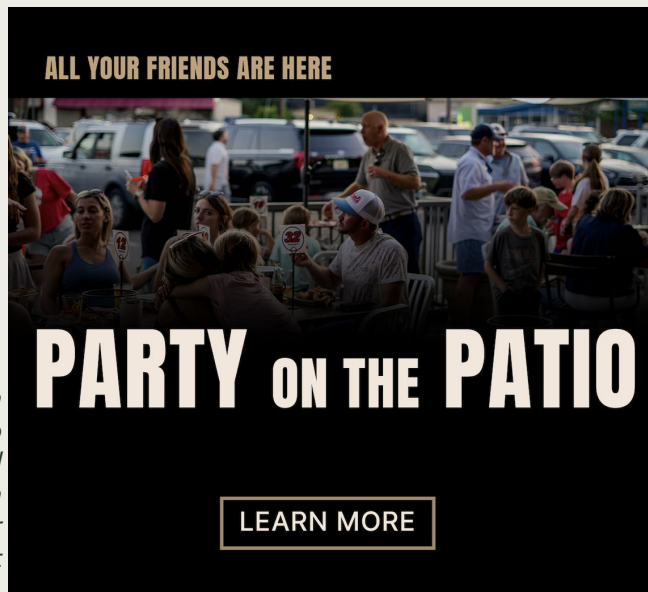
This project was executed in collaboration with a real local business and supported by original photography captured on-site

Final Screen: Homepage

Mobile-First Layout & Hierarchy

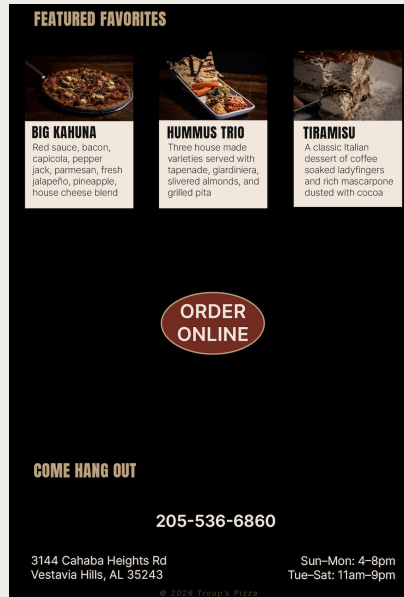


strong hero establishes brand tone while quick actions guide user intent.



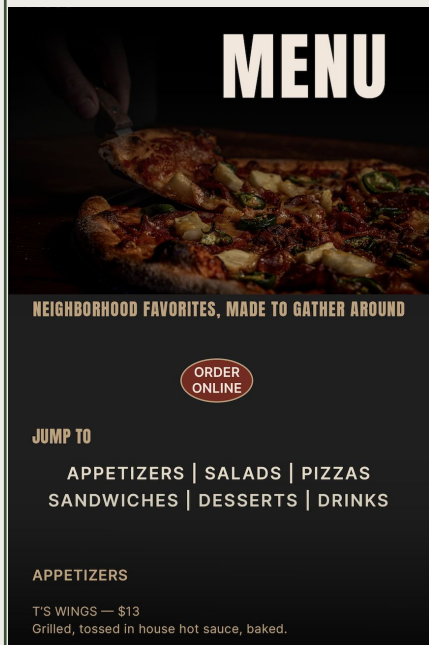
Party on the Patio featured based on stakeholder input

repeated CTA reinforces ordering path



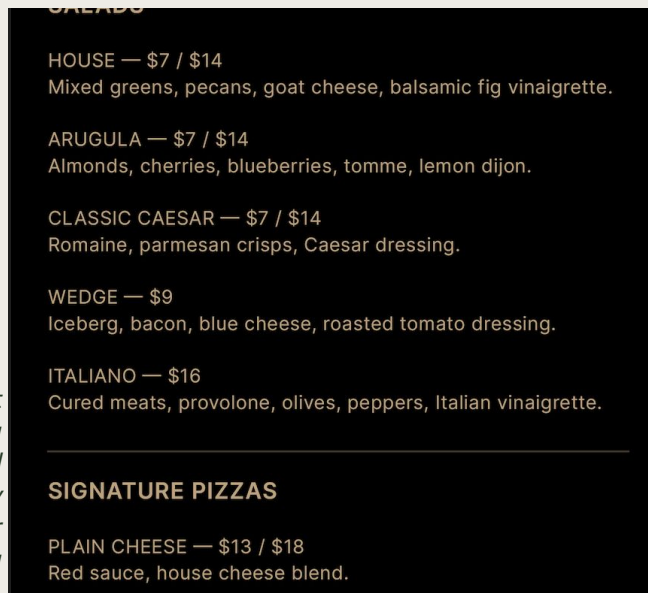
Final Screen: Menu

Intuitive Structure & Intentional Navigation

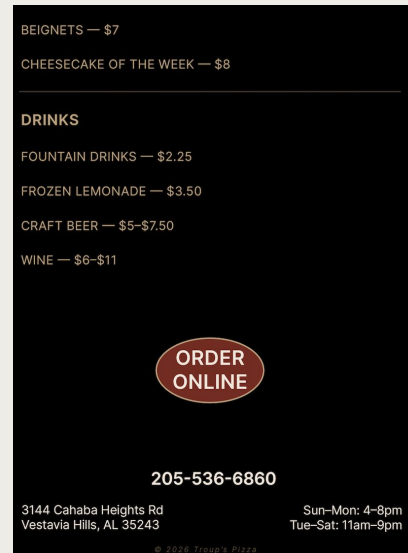


*jump links
reduce
excessive
scrolling, &
content is
grouped
into clear
categories*

*consistent
spacing
and
typography
for
scanning*



*CTA positioned at key
decision points*



Research Informed Design

Turning Insights into Interface Decisions

Challenges

1. long, unbroken, unstructured menu
2. low scannability
3. unclear navigation paths
4. disconnected from in-person experience

Solutions

1. jump links at header & categorized sections
2. consistent hierarchy, spacing, & typography
3. streamlined layout & repeated CTAs
4. original food photography & lifestyle focused images

Scope & Next Steps

Future Expansion

The current deliverable focuses on core user flows and usability improvements based on heuristic analysis. The following features were scoped for future implementation to meet the full scope of the client's need.

At the client's request, the next phase could include:

- events page centered on Party on the Patio
- about page with expanded storytelling and photography
- ordering transition modal before third-party redirect
- navigation overlay / flyout menu
- additional responsive states

Reflection & Key Learnings

Wins

- original photography strengthened authenticity
- stakeholder input clarified priorities
- final design balances usability and personality

Challenges

- coordinating with a real business impacted timeline
- live event photography required adaptability
- scope had to be actively managed to stay focused

What I Learned

- real content leads to stronger design decisions
- visual style must be supported by structure and hierarchy
- strength in translating physical spaces into digital systems
- scope must be defined and ruthlessly protected
- client constraints are part of the design process
- prioritization leads to stronger final outcomes