Project 3 - Mario & Luigi's Pixel Pizza

Brief

• To design a web site for an Italian restaurant, based on thorough background research

Mario and Luigi are two retired plumbers who, after a busy life, have decided to move to Bristol and open a pizza restaurant in the centre of town. They have already carried out some basic customer/user research and have created personas for the types of customers they are likely to have. However they do not have an existing site and have not decided on any branding. Using the personas provided you must carry out your research and design a new site for them, including creating a "look and feel". Document your process, wireframe the new site and provide a final visual design.

To help them get noticed they want a catchy web site that covers the following high level objectives. As the designer you will need to provide your own insights and propose more specific objectives as part of your research process.

• Show the wide range of pizzas and other Italian food on offer
• Delight and surprise the customer
• Make use of the full capabilities of the World Wide Web as a medium

However it should not be an e-commerce based pizza delivery service. This is a site for a single restaurant.

You will need to interpret this brief and go beyond what it basically outlines. What objectives should the site fulfil? What other features or content might be applicable to this site? How should the layout work? What does the visual design look like? Is there anything extra that is required?

Deliverables

1. Research and design documentation

2. Wireframes (one for each page template)

3. Final visual design (of at least 2 pages)

Marking

This project will contribute **25%** to your coursework, component B. It contributes approximately 19% to your overall grade.

This project must be handed in to the project room by 2pm, **25th February 2010**

Assessment criteria

The following will give you indicative guidelines, however the best way of obtaining good marks is to keep up with the project and attend the critique sessions that will occur during class.

Research 20%

As part of this project you will do background research into this site's content, users and similar sites. High marks will be awarded for good interpretations of the brief, the formulation of appropriate research questions and the arrival at significant design insights. Lack of, or inappropriate research would be reasons for a fail in this criteria. Questionnaires and surveys will not gain you extra marks and are likely to be a waste of time.

Analysis and design 20%

This section is based on how well you have interpreted your design insights and reflected them in the overall design of your site. Are the personas catered for, are the wireframes well laid out, have you considered the navigation, etc? Reasons for a low mark would be overly basic wireframes, design decisions not justified by research, or lack of sitemaps/flowcharts/user-journeys.

Visual design 20%

These marks are for the quality of your final visual design. You should be using a visual design package such as Photoshop or Fireworks. A well composed comp that has mixed colour, typography, texture and imagery into a unified brand and site look would get high marks. To fail you would have done more than one of the following common errors; used MSWord, used clip-art, poor or extreme contrast, inappropriate colours or comic sans.

Professionalism and Creativity 20%

Your work should be of a professional standard and include a creative and unique interpretation of the brief. Reasons for a fail in this criteria could be B&W printouts, poor quality presentation, derivative ideas and/or no attempts at originality.

Peer review 20%

You will review the work of other students in class and in turn have your work reviewed. High marks will be awarded for good quality feedback and engagement in the process. Low marks or failure in this section will largely be due to non-attendance or lack of effort in the review and critique process.

General notes about marking

Failure to attend in class during the week that your work is being reviewed may result in no marks for that section of your assessment. If you are ill or have a justified excuse you will need to present evidence before the end of term.

All your work should have your student ID number on it but not your name.

Interim marks will be made available to you as the term progresses. These are not necessarily the final marks you will receive. A list of all marks will be on blackboard for reference.