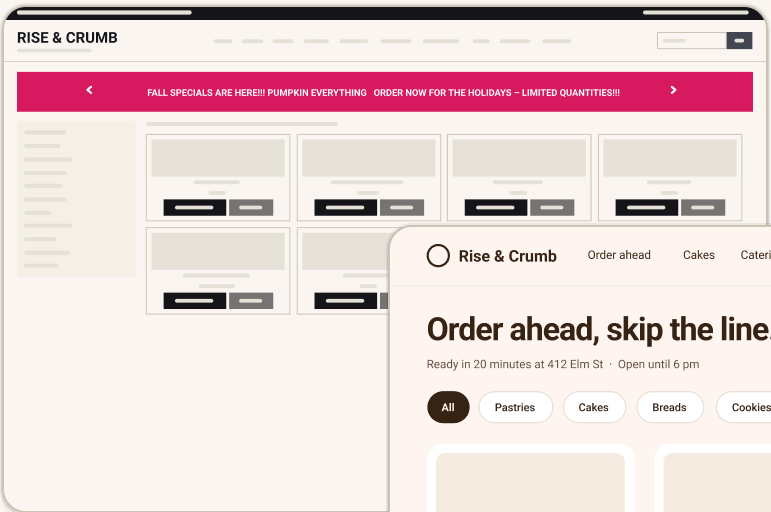


Rise & Crumb

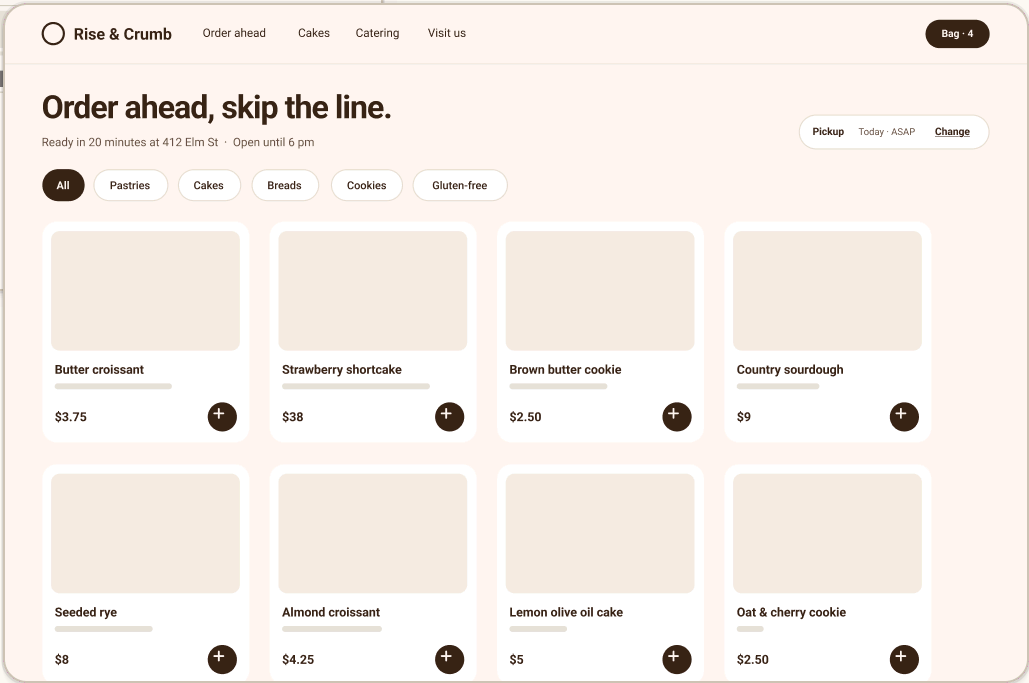
menu page, redesigned.

One high-traffic screen, rethought around a single goal: help people find something and order it in under a minute.

BEFORE



AFTER



1

SCREEN

4

KEY CHANGES

1

REVISION

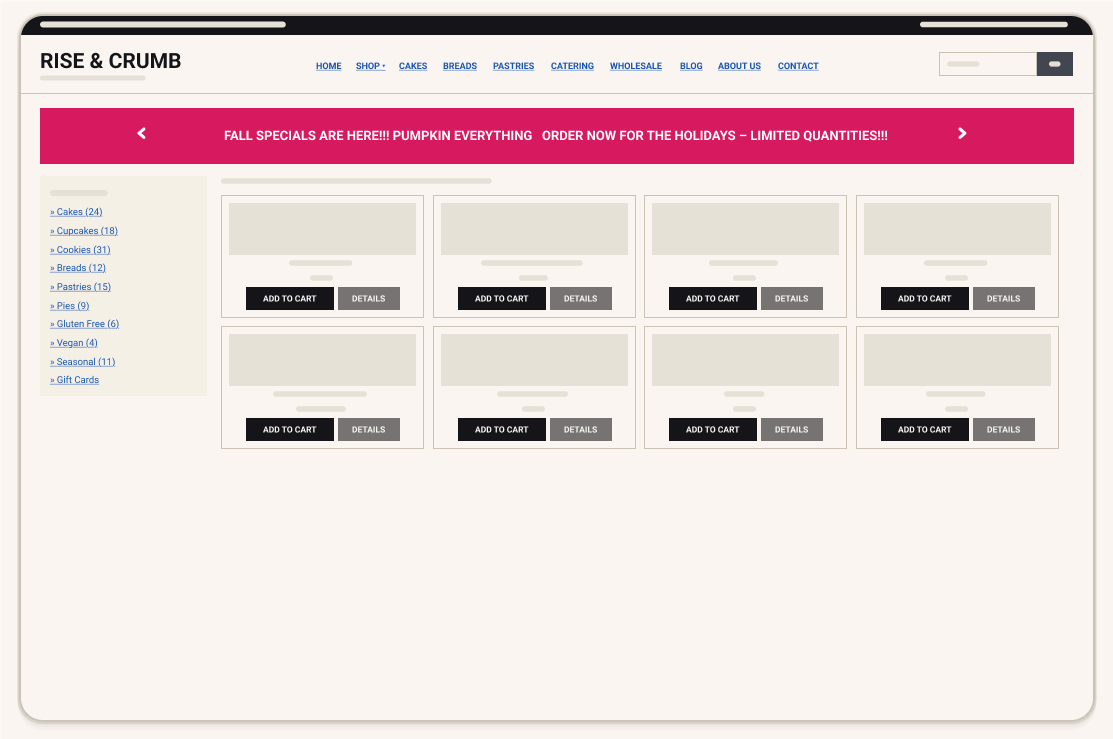
3-5

BUSINESS DAYS

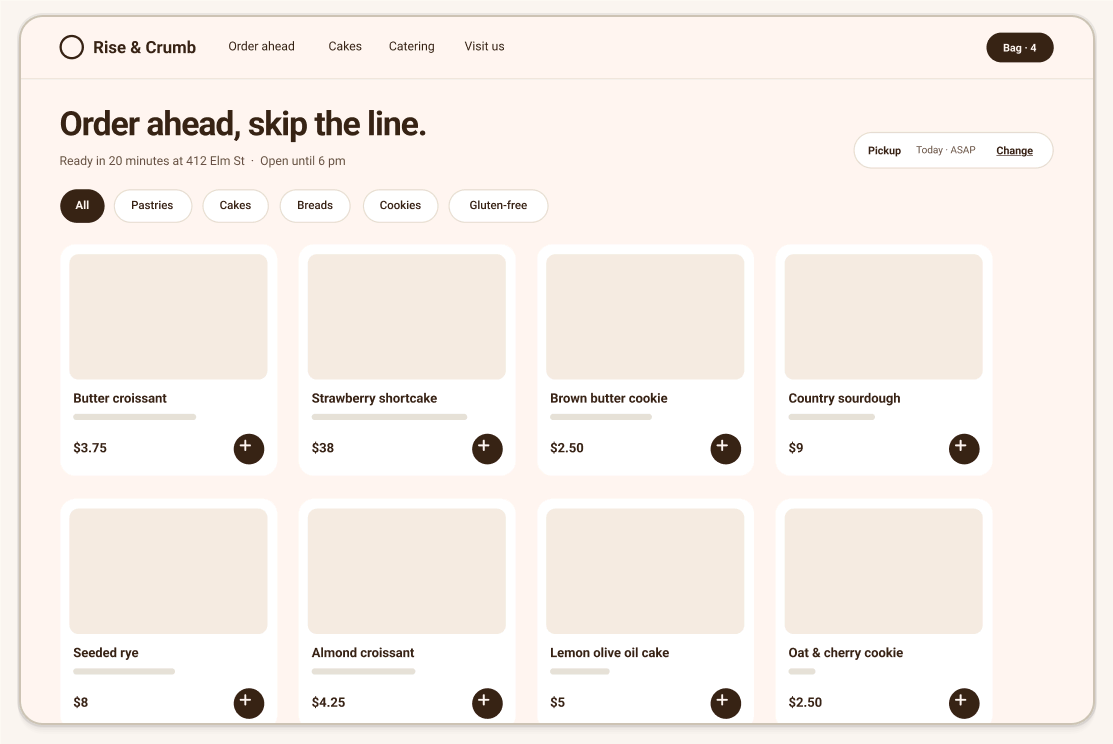
Prepared by Wan Dee Brown, Click Click Studio · October 2026

Before & after.

BEFORE · 10 menu links, a sidebar, a shouting banner, 2 buttons per card

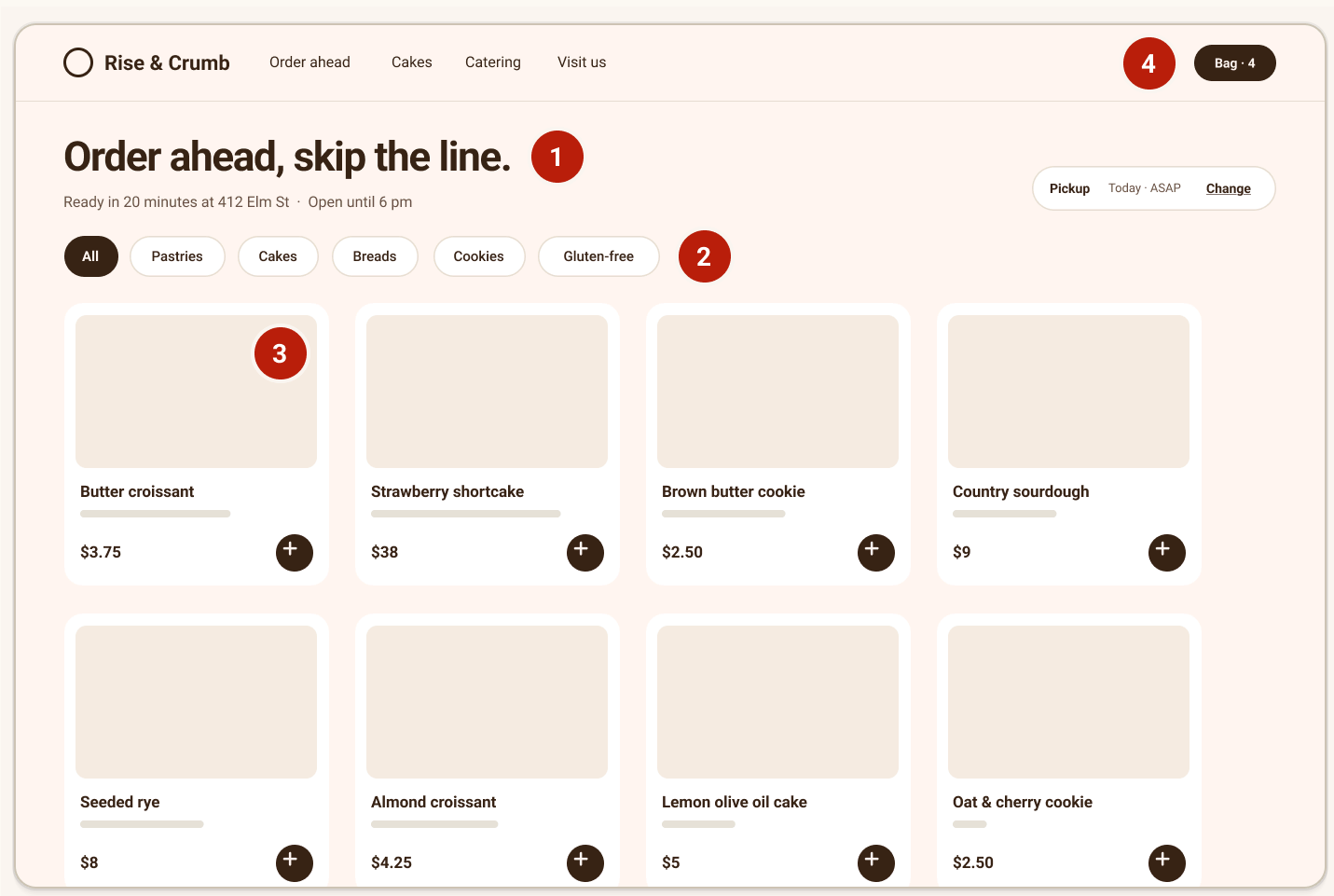


AFTER · one headline, filter buttons, one action per card



DESIGN RATIONALE

Why each change matters



1 One clear headline

"Order ahead, skip the line" tells people what this page is for. Pickup time sits right beside it, so there are no surprises later.

3 One action per card

Each card has a single "+" to add. Details open by tapping the card, so the old "Details" button isn't needed.

2 Filter buttons replace the sidebar

Ten category links became six filter buttons. Fewer choices, one row, and they work the same on a phone.

4 Calm, easy-to-read colors

Cocoa on cream is easy to read and meets the web accessibility standard (WCAG AA). The pink banner and blue underlined links are gone.

Ready to build.

What this means for you: your developer can build the new page from these notes, with no meetings and no guesswork.

YOU RECEIVE

Editable Figma file

Desktop or mobile screen

Handoff notes

1 revision

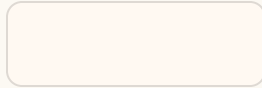
FOR YOUR DEVELOPER

COLOR TOKENS



cocoa #3A2418

Text, primary buttons



cream #FFF9F2

Page background



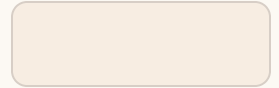
butter #F2B84B

Highlights, badges



berry #B83B4B

Links, edit actions



latte #F7EDE2

Image wells

TYPE & SPACING

Page title

Outfit Bold 44 / -3%

Card title

Outfit SemiBold 17

Body

DM Sans Regular 15 / 150%

Spacing

8-pt grid · card gap 24 · page margin 48

Corners

Cards 20 · image wells 14 · buttons & chips full

BEHAVIOR NOTES

- Filter chips are single-select; "All" is the default.
- Tapping a card opens the product page; "+" adds 1 to the bag without leaving the menu.
- On screens under 600px, cards stack 2-up and chips scroll sideways.
- "Change" on pickup time opens the time picker as a bottom sheet on mobile.

Want one screen fixed? Ask for a fixed quote at theclickclickstudio.com/contact. I reply within two business days.