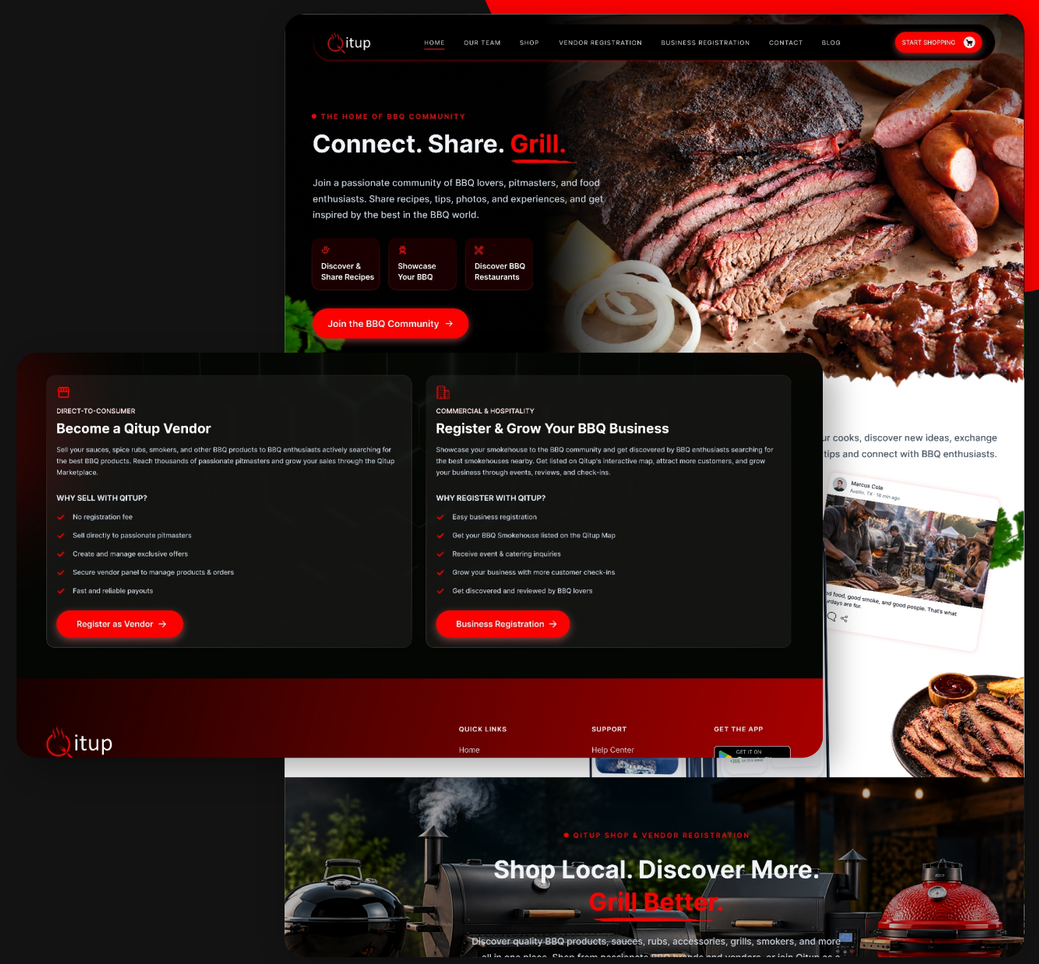
CASE STUDY

Qitup Website Redesign-

Case Study



PROJECT OVERVIEW

Qitup is a BBQ enthusiast community and digital platform that connects barbecue lovers with BBQ restaurants, smokehouses, food trucks, catering businesses, BBQ venues, and product vendors. The website redesign aims to modernize Qitup's digital presence, improve navigation and content presentation, and create clearer user journeys for both business owners and marketplace vendors.

The redesigned website is intended to strengthen Qitup's brand identity while making it easier for visitors to discover BBQ businesses, explore menus and promotions, learn about upcoming events, submit business inquiries, and access vendor registration opportunities. The platform supports Qitup's broader vision of building an engaging community for BBQ enthusiasts while helping businesses increase their visibility and connect with potential customers.

Existing Website: qitup.com

THE CHALLENGE

- **Outdated Digital Experience and Brand Presentation:**

  Refresh the existing website with a modern, visually engaging interface that reflects Qitup's BBQ-focused identity and creates a consistent experience across key pages.

- **Clear User Journeys and Navigation:**

  Organize website content to help BBQ enthusiasts, business owners, and product vendors quickly understand the platform and find relevant information.

- **Business Discovery and Lead Generation:**

  Present BBQ businesses, menus, photographs, promotions, and events in an engaging way while enabling visitors to submit inquiries with event dates, times, guest counts, and contact details.

- **Business and Vendor Registration:**

  Establish distinct registration journeys for BBQ businesses seeking greater visibility and vendors interested in participating in Qitup's marketplace.

- **Marketplace Vendor Enablement:**

  Communicate the benefits of becoming a Qitup vendor and support a process in which approved vendors can manage marketplace orders through a dedicated web portal.

- **Conversion-Focused Website Design:**

  Improve the presentation of calls to action, registration options, business information, and marketplace opportunities to encourage meaningful engagement.

- **Responsive and Consistent User Experience:**

  Ensure the redesigned interface is suitable for desktop, tablet, and mobile browsing, with consistent layouts, typography, imagery, and visual components.

SOLUTION

- **Modern Website UI/UX Redesign:**

  Redesigned the website experience around Qitup's BBQ community identity, with improved visual hierarchy, engaging imagery, structured content sections, and clearer calls to action.

- **Business-Focused Information Architecture:**

  Organized the experience to better communicate Qitup's value to BBQ restaurants, smokehouses, food trucks, caterers, and venue operators, helping businesses understand how they can showcase their offerings and reach prospective customers.

- **Business Profile and Promotion Experience:**

  Defined the business-facing experience around showcasing logos, cover images, BBQ photographs, menus, business addresses, special promotions, BBQ nights, live music, and masterclasses.

- **Inquiry-Based Customer Engagement:**

  Incorporated a business inquiry journey that allows interested visitors to provide event dates, times, guest counts, and contact information for follow-up, rather than introducing a table-booking feature.

- **Dedicated Business Registration Journey:**

  Structured the business registration experience to explain the benefits of joining Qitup and encourage eligible BBQ businesses to create their profiles and promote their offerings.

- **Vendor Registration and Marketplace Journey:**

  Designed a separate pathway for vendors selling BBQ rubs, sauces, accessories, grills, and smokers, with a focus on registration, marketplace participation, and the vendor approval process.

- **Vendor Portal Enablement:**

  Aligned the vendor journey with a dedicated web portal for approved vendors to receive and manage marketplace orders and coordinate order fulfillment and payments.

- **Consistent and Responsive Design Direction:**

  Established a coherent design approach across the website's key sections, supporting a more intuitive browsing experience and a consistent presentation of Qitup's business and vendor offerings.

OUTCOME

- **Modernized Digital Brand Experience:**

  Established a refreshed website design direction that better communicates Qitup's identity as a BBQ enthusiast community and business discovery platform.

- **Clearer Audience Segmentation:**

  Defined distinct user journeys for BBQ enthusiasts, business owners, and product vendors, making the platform's value proposition easier to understand.

- **Improved Business Visibility:**

  Structured the business experience around menus, photos, promotions, events, and business information to support discovery and engagement.

- **Streamlined Business Inquiry Journey:**

  Created a clear pathway for visitors to submit event-related inquiries and connect with relevant BBQ businesses.

- **Dedicated Vendor Acquisition Experience:**

  Established a vendor registration journey that explains marketplace participation and supports the onboarding of approved sellers.

- **Scalable Website Design Foundation:**

  Established a structured design approach that can accommodate future content, business categories, vendor offerings, and marketplace enhancements.

OUR CLEANUP PROCESS

- **Website Audit and UI/UX Review:**

  Reviewed the existing Qitup website and redesign requirements to identify opportunities to improve navigation, content organization, visual consistency, and user journeys across business and vendor sections.

- **Information Architecture Refinement:**

  Restructured key website sections to distinguish BBQ business discovery, business registration, vendor registration, and marketplace-related journeys, making the platform easier to navigate.

- **User Journey and Workflow Review:**

  Refined the intended flows for business profile discovery, menu and promotion browsing, event inquiries, and vendor onboarding to create a more intuitive user experience.

- **Design Consistency and Refactoring:**

  Standardized the design direction across page layouts, typography, imagery, interface components, and calls to action to support a cohesive website experience.

- **Responsive Design Review:**

  Addressed responsive design considerations to support consistent browsing across desktop, tablet, and mobile devices.

- **Business and Vendor Experience Optimization:**

  Clarified the distinction between business owners showcasing their BBQ offerings and vendors registering to sell products such as sauces, rubs, accessories, grills, and smokers.

- **Pre-Development Design Validation:**

  Used the interactive Figma prototype to review page structures, navigation patterns, and key user flows before implementation, helping identify design gaps early.

BUSINESS IMPACT

- **Improved User Experience:**

  A clearer information architecture and more intuitive navigation help visitors find relevant business information, promotions, events, and registration options with less friction.

- **Stronger Brand Presentation:**

  A modernized design direction creates a more consistent digital identity for Qitup and better communicates its BBQ community and marketplace proposition.

- **Improved Business Lead Generation Potential:**

  A structured inquiry journey makes it easier for prospective customers to contact BBQ businesses about events and related requirements.

- **Simplified Business and Vendor Onboarding:**

  Dedicated registration journeys help business owners and product vendors understand the platform's offerings and the steps required to participate.

- **Better Marketplace Readiness:**

  Clearer vendor-facing experiences establish a foundation for onboarding approved sellers and supporting order management through the vendor portal.

- **Improved Cross-Device Usability:**

  Responsive design considerations support a more consistent browsing experience across different screen sizes.

- **Reduced Design Rework:**

  Reviewing interactive prototypes before development helps stakeholders validate layouts and workflows earlier, reducing the risk of avoidable implementation changes.

- **Enhanced Maintainability of the Design System:**

  Consistent layouts and reusable design patterns provide a more structured foundation for future website updates, additional business categories, and marketplace enhancements.