Website Plan for Uncle Tanner's Pizza

Repo: https://github.com/AlexMertsch/AlexMertsch.github.io

URL: https://alexmertsch.github.io/index.html

Website Plan

Purpose Statement:
Similar to other fast food websites, this site will allow users to view Uncle Tanner's menu and place orders for the food to be delivered at their own home. It can also serve as a way to locate nearby restaurants near their current location to make it easier to go out to eat. This will also break the business out of its currently limited online presence.

Goals:

1. Increase company's visibility to the average customer within 2 weeks of the site's launch
2. Reduce the company's reliance on social media to allow to focus on other aspects of the business within three months
3. Increase company profits by 20% within six months

Target Audience:

Age Range: 15-80
Education Level: HS Diploma - Standard
Median Income: $30,000
Race: N/A
Gender: N/A
Ethnicity: N/A
Language: English
Characteristics: Reliable source of food, pizza, delivery, convenience

Color Scheme and Font:

The color scheme is designed to make the website feel like it is a 'pizza place' to the viewer so there is a usage of red, orange, and gray. It is also why I chose the font, Leckerli One, as I had felt that the font was fitting for a pizza place and it complemented the color scheme.