Latest advancements in technologies enabled creation of new services such as online shopping and online delivery systems that have made people’s life easier and simpler. Today, customers can easily order their needs without any kind of efforts. The system works in a high level (With just a “click”). Moreover, online purchasing eliminates order taking errors and it saves a lot of time. Thus, there is no need to planning out the schedule in order to go somewhere and purchase something to eat or drink. Instead, people can just take their devices and go to different websites to complete the order that they want, no matter when. This report will provide the information about the website created by 00008690. It will discuss the target audience, functions and features of online pizza ordering website.

The target audience of the website is obviously people who have access to the internet and those who care about their time management, since the site has fast delivery and appealing pick up ordering system. Apparently, the target audience of the pizzeria website is mainly youth and, overall, people who adapt to the new changes in modern life easily and quickly as the site’s functions and design are supposed to be updating quite often, keeping target audience’s interest and attention. Fast delivery of the pizzeria is assumed to favor the individuals who value their time, preventing them from wasting their time for waiting in the queue or even going to some destination to have something to eat. Online pizzeria, working hours of which are 24 hours in a day, perfectly fit the people whose dining hours sometimes happen during the night, those people will be able to easily access the website and order their favorite meal. The special pizza lovers, who want to learn how to make a pizza can enjoy the website a lot for the fact that it provides useful source for learning.

Indisputably, there is several factors that make pizzeria’s website more desirable to use. First of all, the design that includes by itself different colors that can make the view of reader more attractive and easier to remember the positions of the menu in the website. Second of all, the access to some videos in the field of cookery that can be watched for people who have interests in cooking or for people who wait their orders. In addition to this, in the site uploaded some information about pizza types and their recipes that can be useful for young pizza lovers or people who are considered to be as beginners in this sphere of cooking. Thirdly, the order system is so appropriate to use. There should be provided only the most needed data that customer should fill in order to get the meal without any kind of errors. After filling all necessary information in form, customers can easily see the total price of their orders that will be showed automatically in their gadget’s screen. After placing the order, the computer will show after how much time the order will be arrived to customer. The web-site works nonstop 24 hours in a day and there is no limit in terms of serving people.