Napoli pizza

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Napoli pizza

Restaurant concept (project idea)

What will be your restaurant's name and URL?

Napoli pizza
Napoli-pizza.sa

Describe the type of food or drink the related options the restaurant serve

Pizza:
Margarita pizza
Napoli pizza
Special pizza with chicken balls

Salads:
Caesar salad
Summer farro salad
Italian salad

Side dishes:
Chicken wings
Grilled potatoes

Drinks:
Water.
Carbonated water.
Espresso.
Latte.

Describe the country, city, and neighbourhood where the restaurant and its customers will be located

Rome, Italy

Choose a main target audience that your restaurant is focusing on

Busy working folks

Estimate how much your restaurant's food will cost
Moderate cost.

Write an elevator pitch for your restaurant

In our restaurant we provide an original Italian pizza and some Italian salads. We provide authentic Italian taste to busy working people and deliver it to their home.

Strategy

Target audience

The website will focus on the following target audiences:

Roles:

- People who eats lunch at work.
- Business owners who have casual business lunch.
- Professors or teachers.
- Family (parents with their children).

Demographics:

- **Gender:** both women and men.
- **Education:** usually bachelor degree or higher.
- **Occupations:** business owners, professors, teachers, managers, doctors.
- **Age:** usually from middle 20s to 70.
- **Location:** Rome, Italy.

Psychoghics:

- **Personality & attitudes:**

Casual.
Classy.
Professional.

- **Values:**

Moderately conservative.
Family.

- **Life style:**

Family.
Go to museum.
Gather with friends.

User needs:

- A quiet place for business lunch.
- Make reservations online.
- Order online.
- Find out if restaurant deliveries to their area.
- Customise the order.
- Provide a website responsive for mobile.

Client needs:

- To sell food that will be delivered.
- Provide a responsive website.
- Provide a system for order & reservation.
- Provide fast service.
- Provide fresh ingredients.

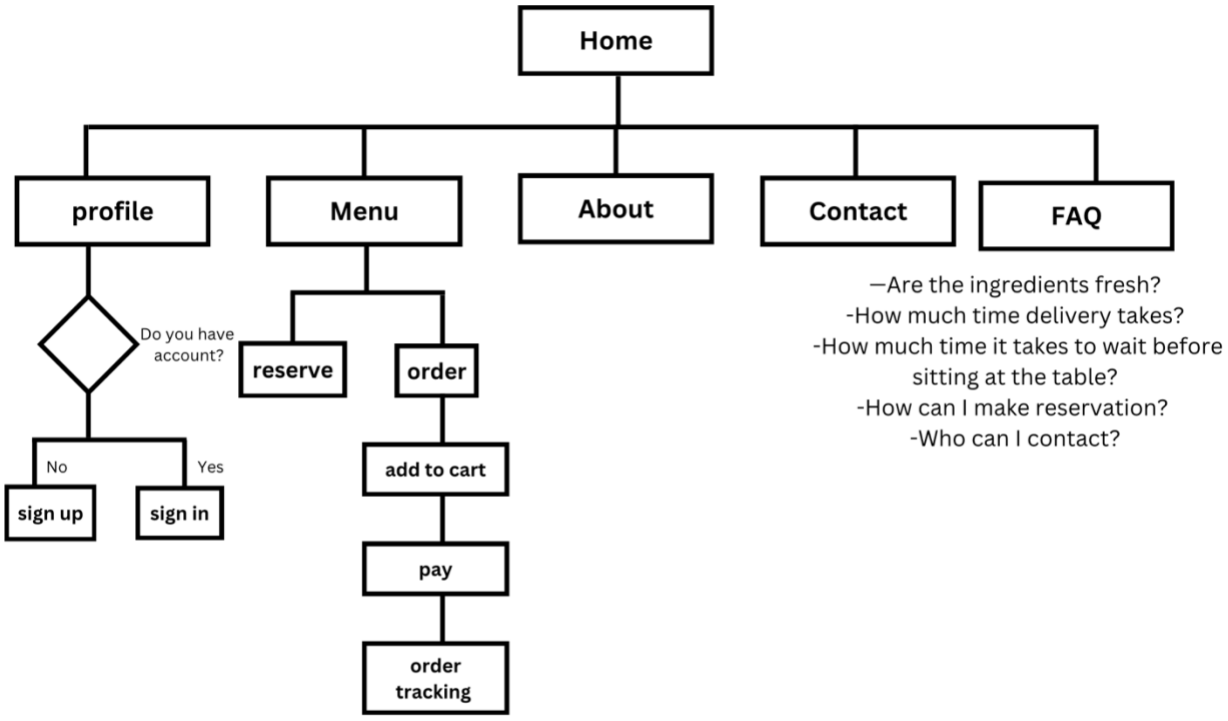
Content requirements

- Food menu contains pictures of plates with ingredients.
- About us.
- Contact information (address & phone number).
- Delivery time.
- Reservation schedule.
- FAQ:
- Are the ingredients fresh?
- How much time delivery takes?
- How much time it takes to wait before sitting at the table?
- How can I make reservation?
- Who can I contact?

Functionality requirements

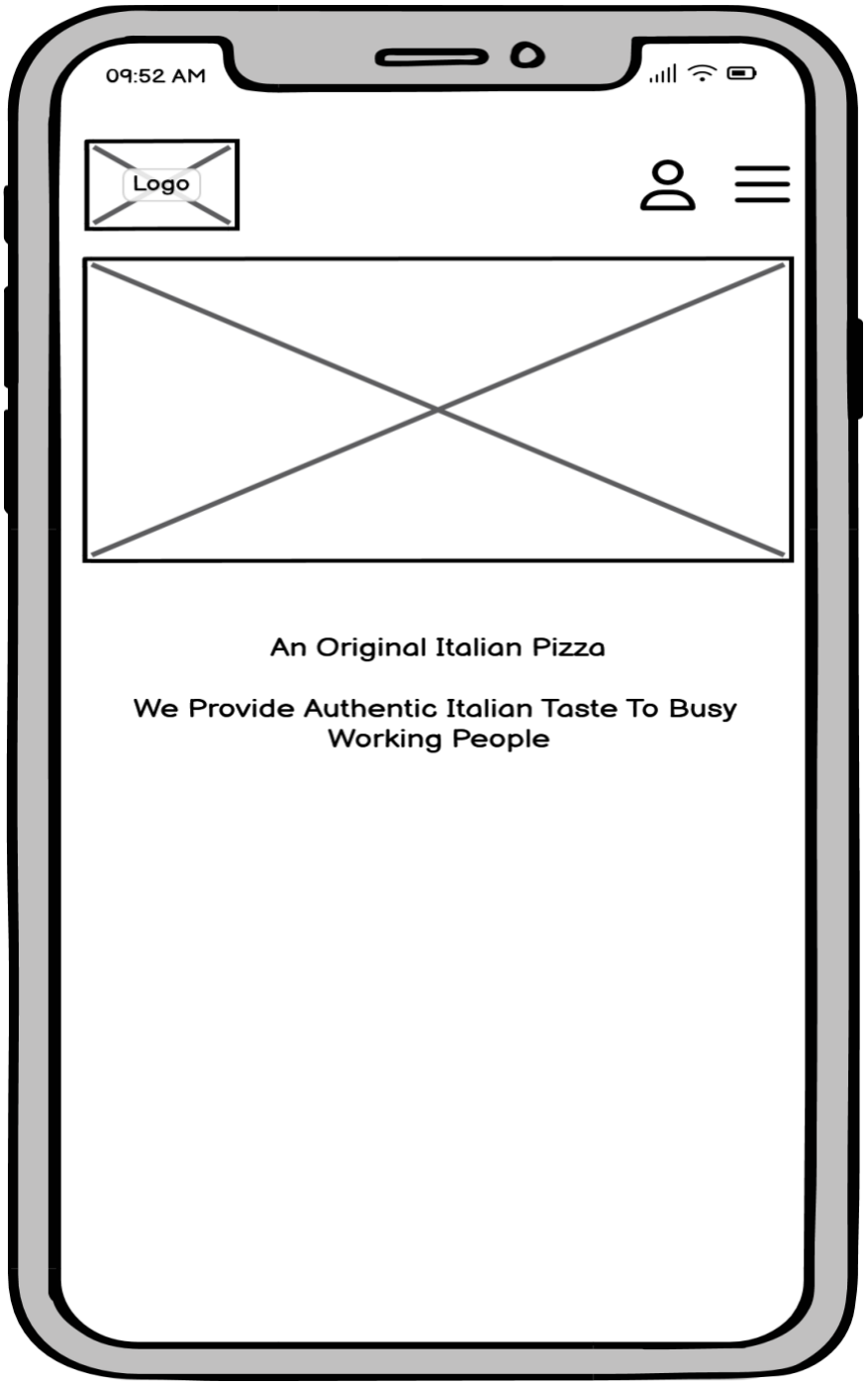
- sign up / sign in.
- Make order by adding items to shopping cart.
- Make reservation.
- Add payment methods.
- Set location on the google map.
- Get help via a live chat.
- Track order on the map.

Site map

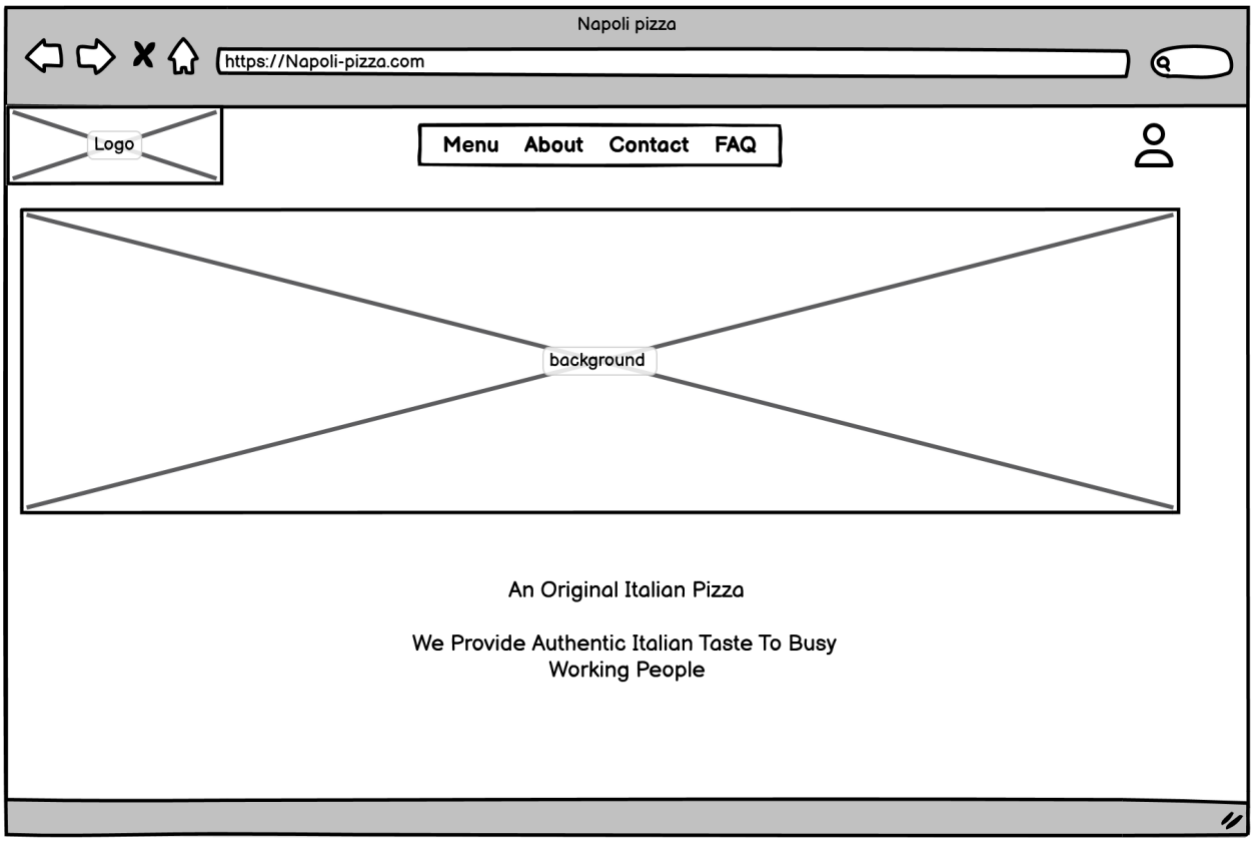

Home
profile
Menu
About
Contact
FAQ
Do you have account?
No
Yes
sign up
sign in
reserve
order
add to cart
pay
order tracking
—Are the ingredients fresh?
-How much time delivery takes?
-How much time it takes to wait before sitting at the table?
-How can I make reservation?
-Who can I contact?

Wireframes

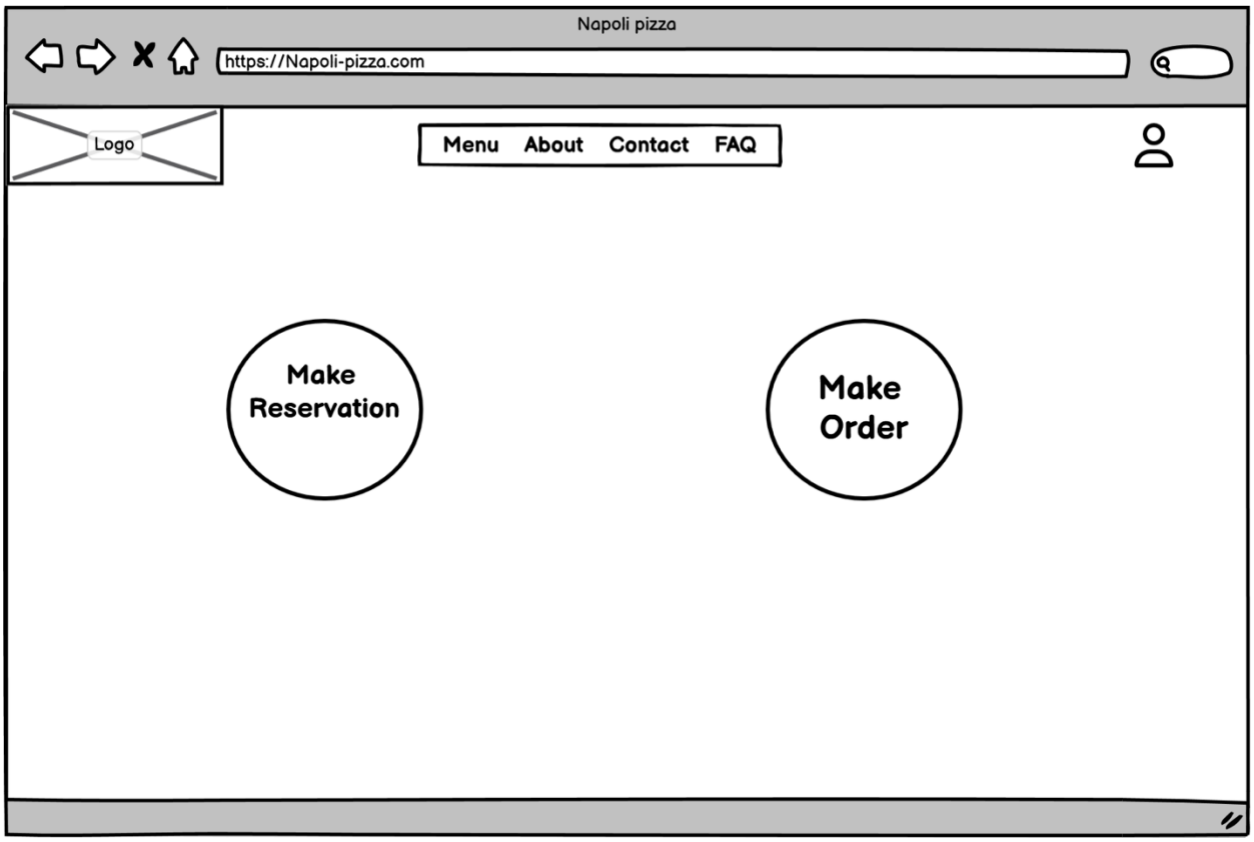
Mobile version Homepage



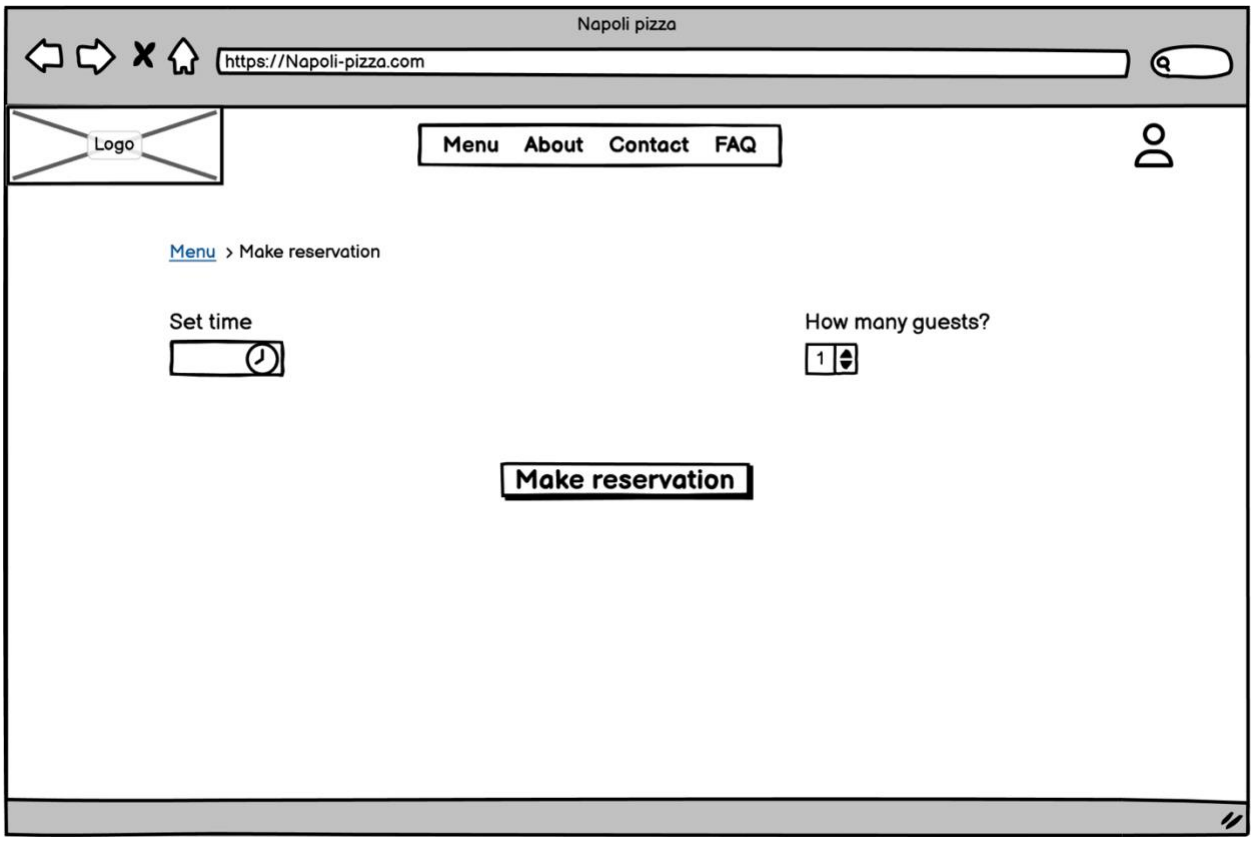
Desktop version Homepage



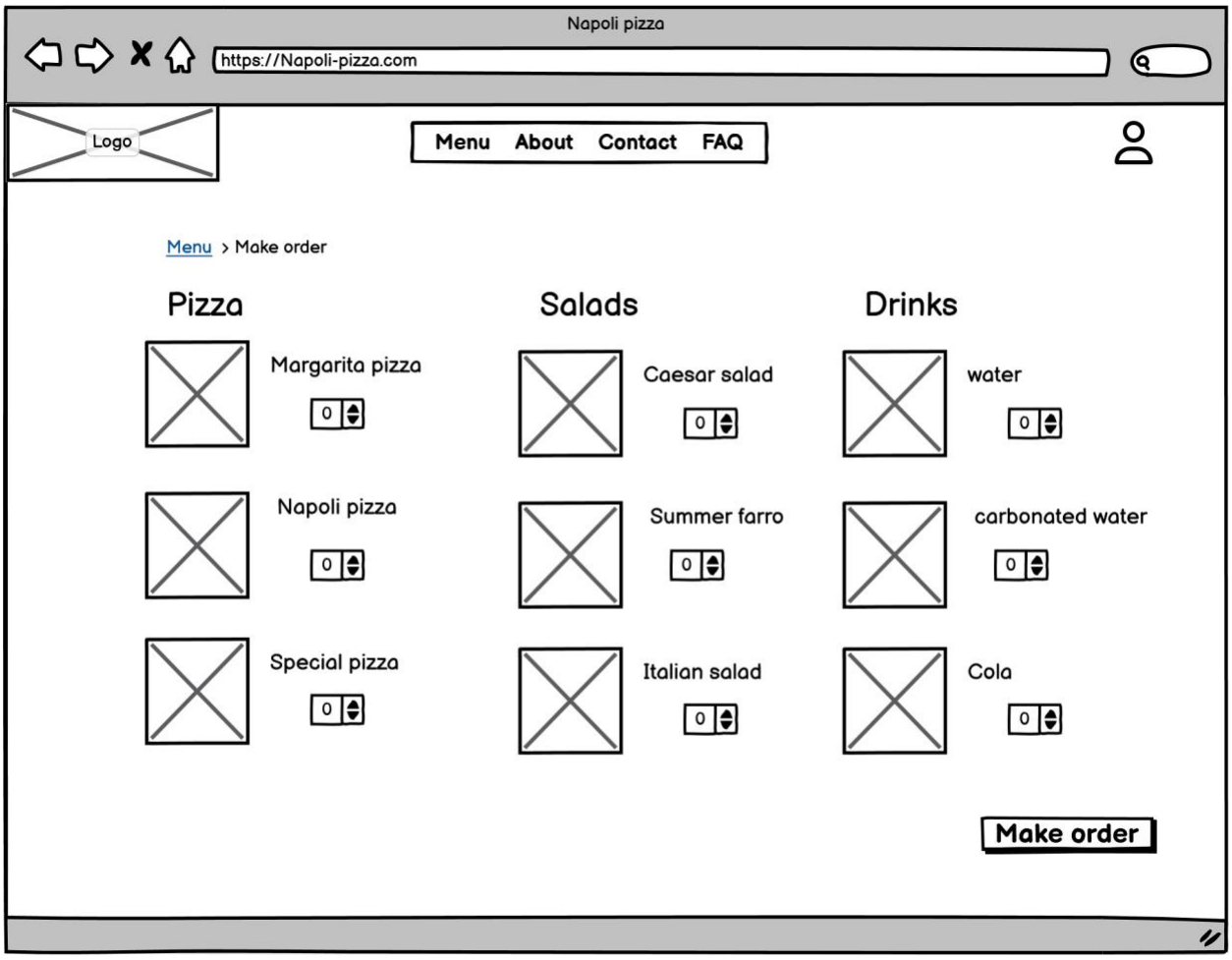
Desktop version Menu page



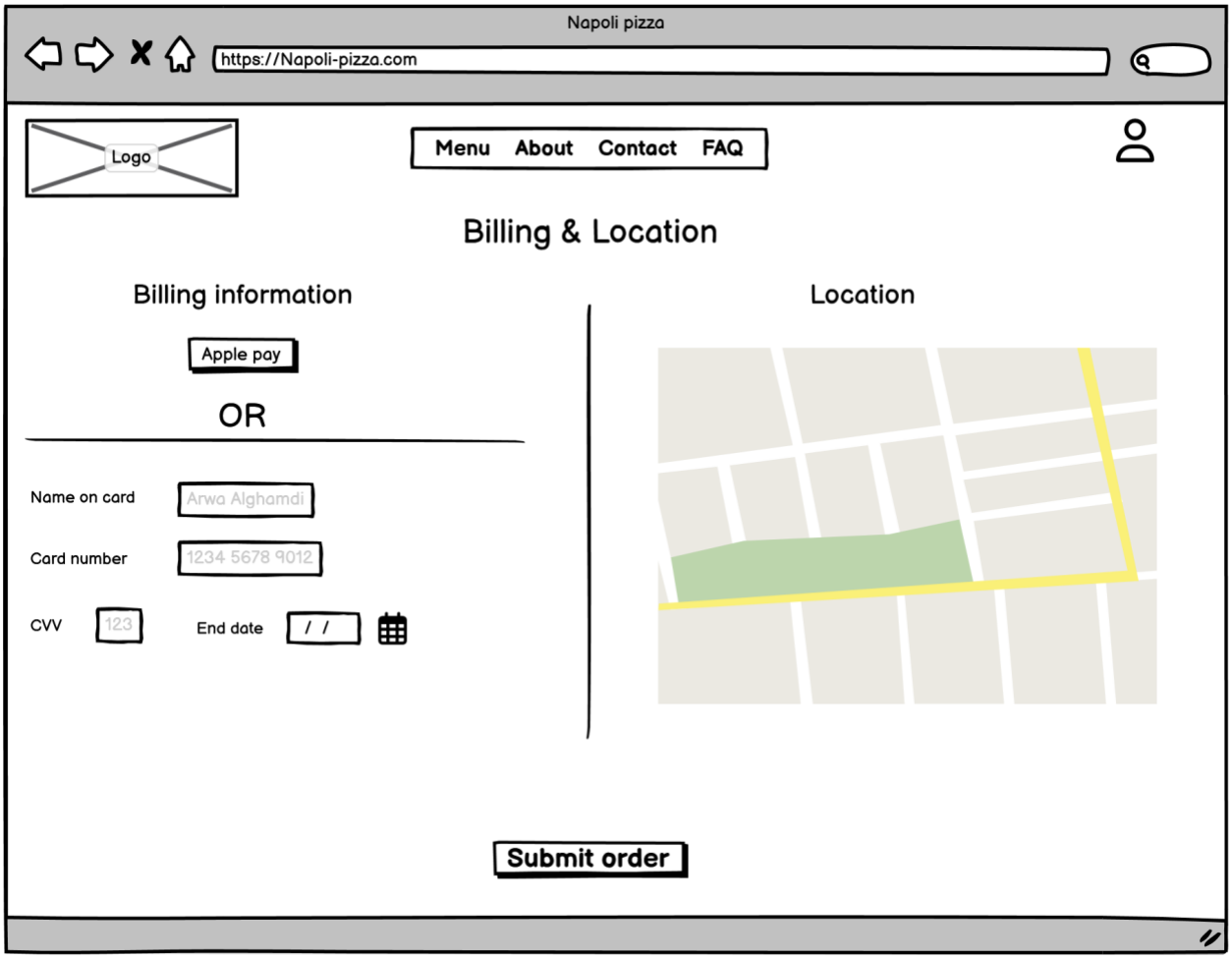
Desktop version Make reservation page



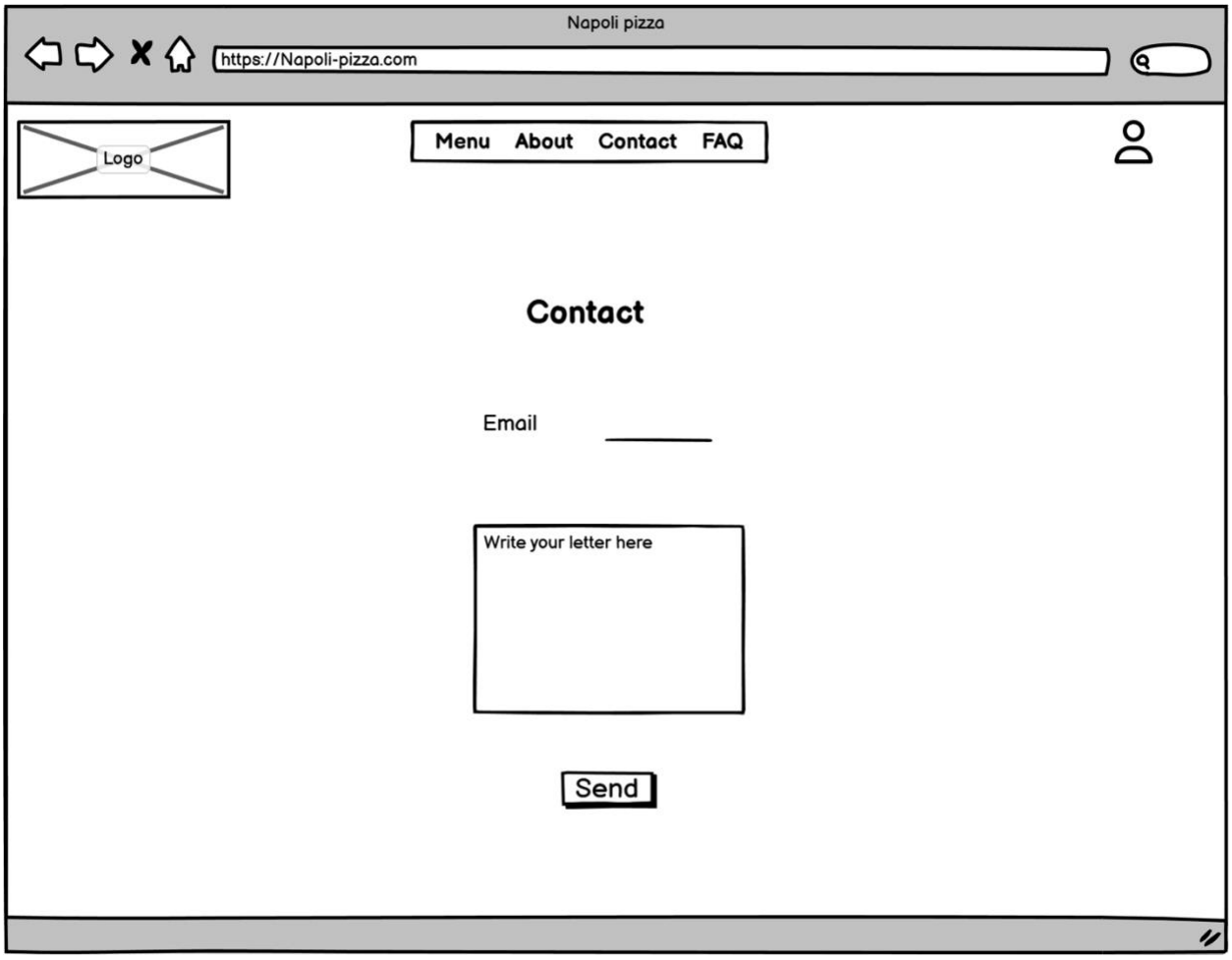
Desktop version Make order page



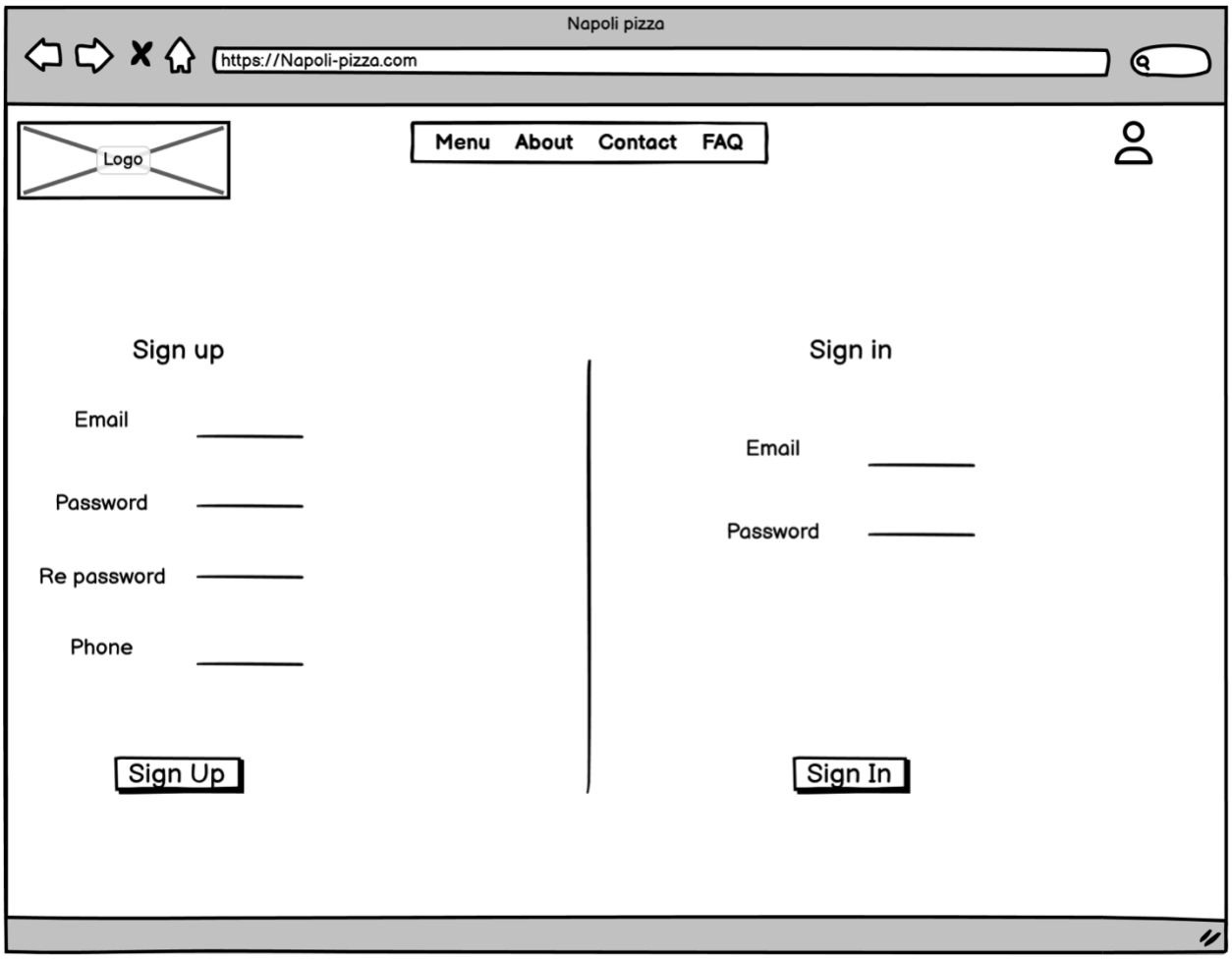
Desktop version Billing & location page



Desktop version Contact page



Desktop version Sign up & sign in page



Mood-board

Ciao
Ciao
Ciao
Ciao
Ciao
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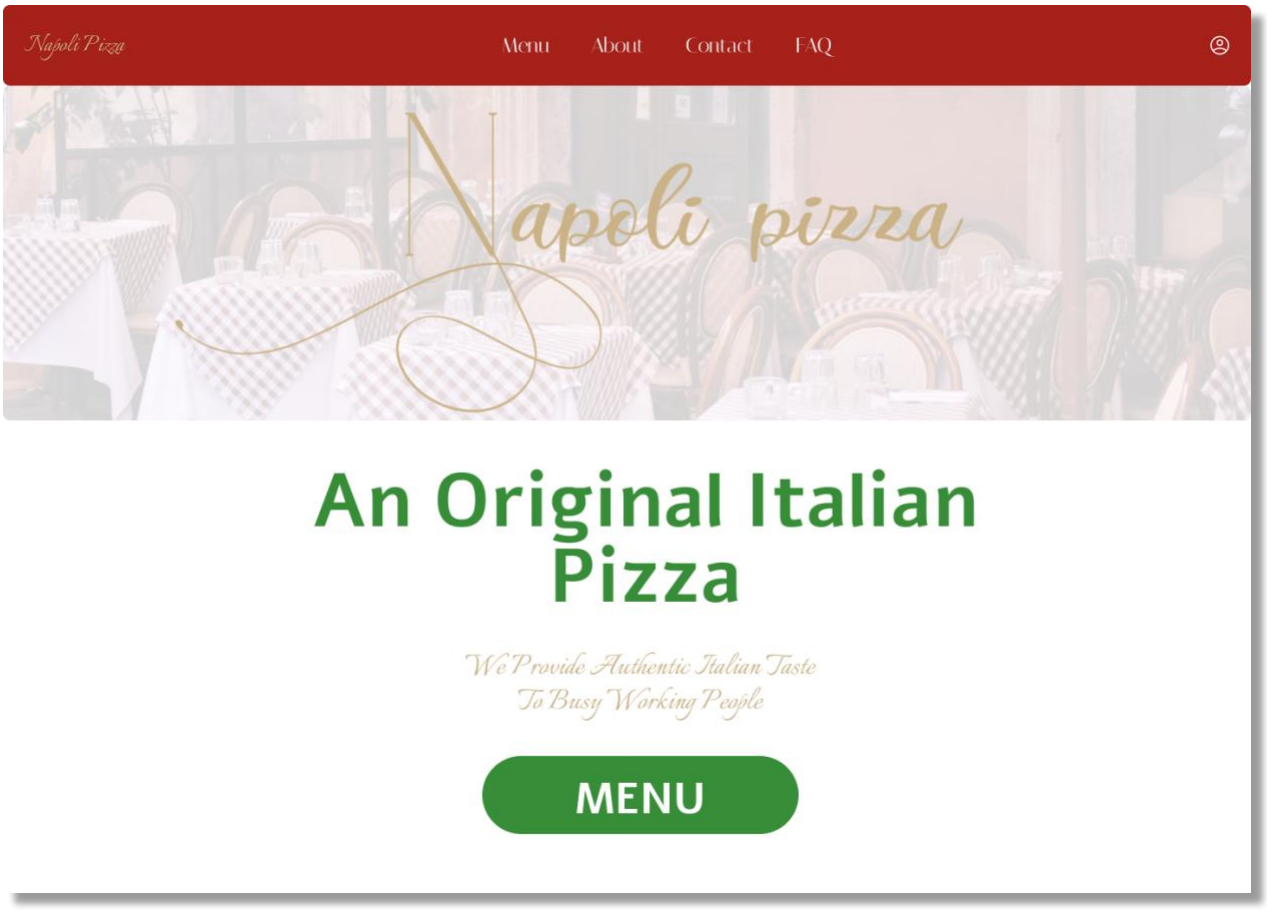
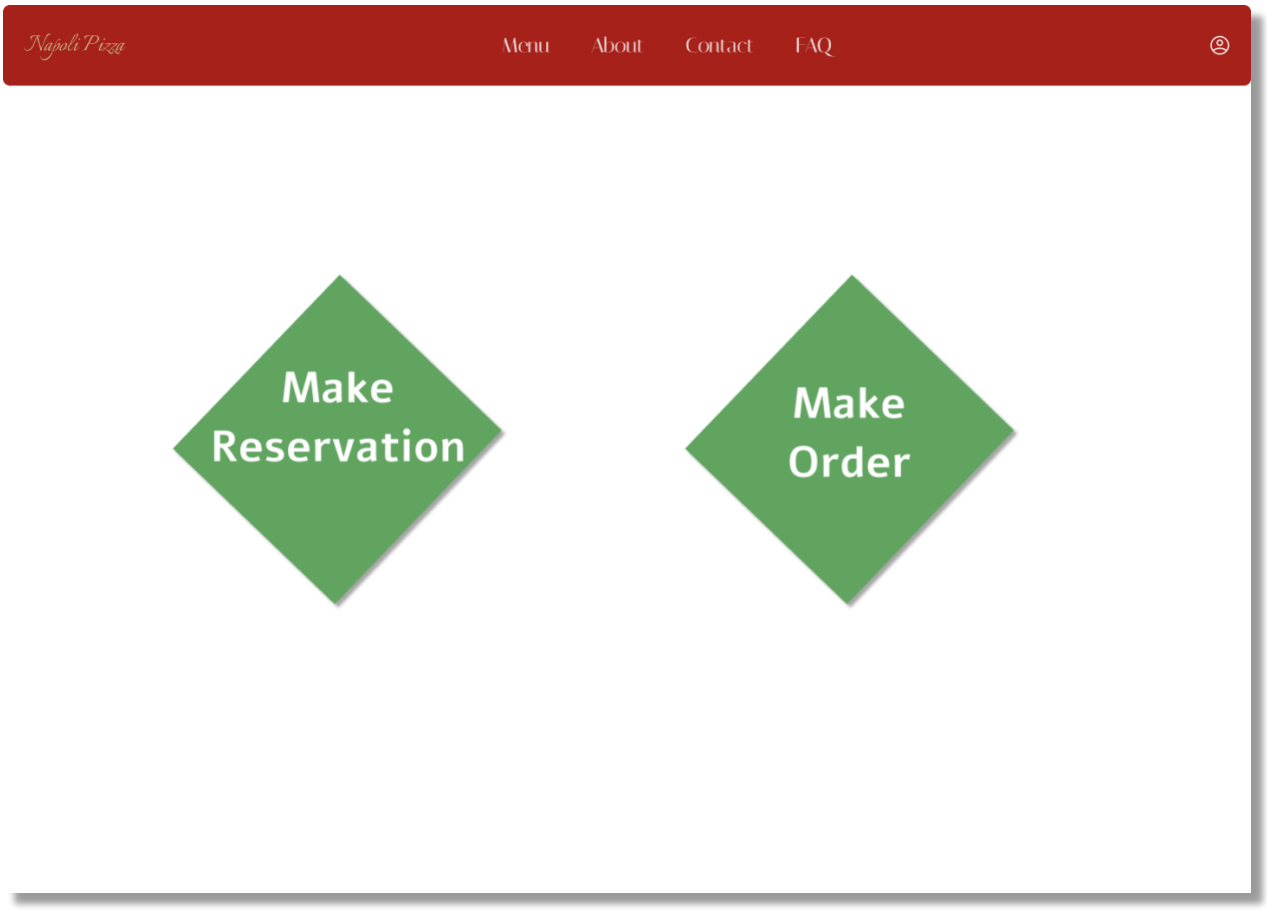
Florence
PASTA FRESCA
Los
Italianos
DEL PIAMONTE
Italy

Homepage – desktop version

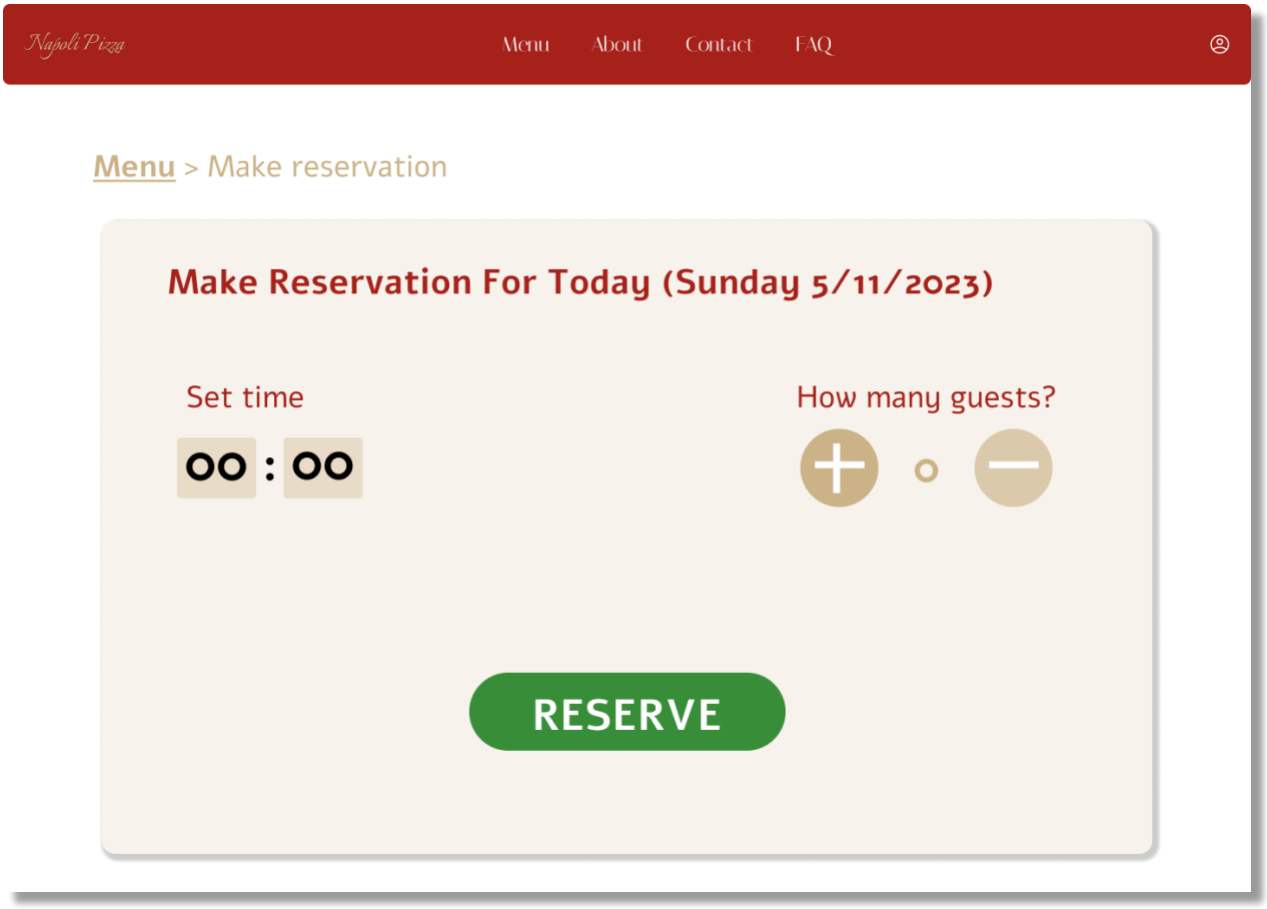


homepage – mobile version

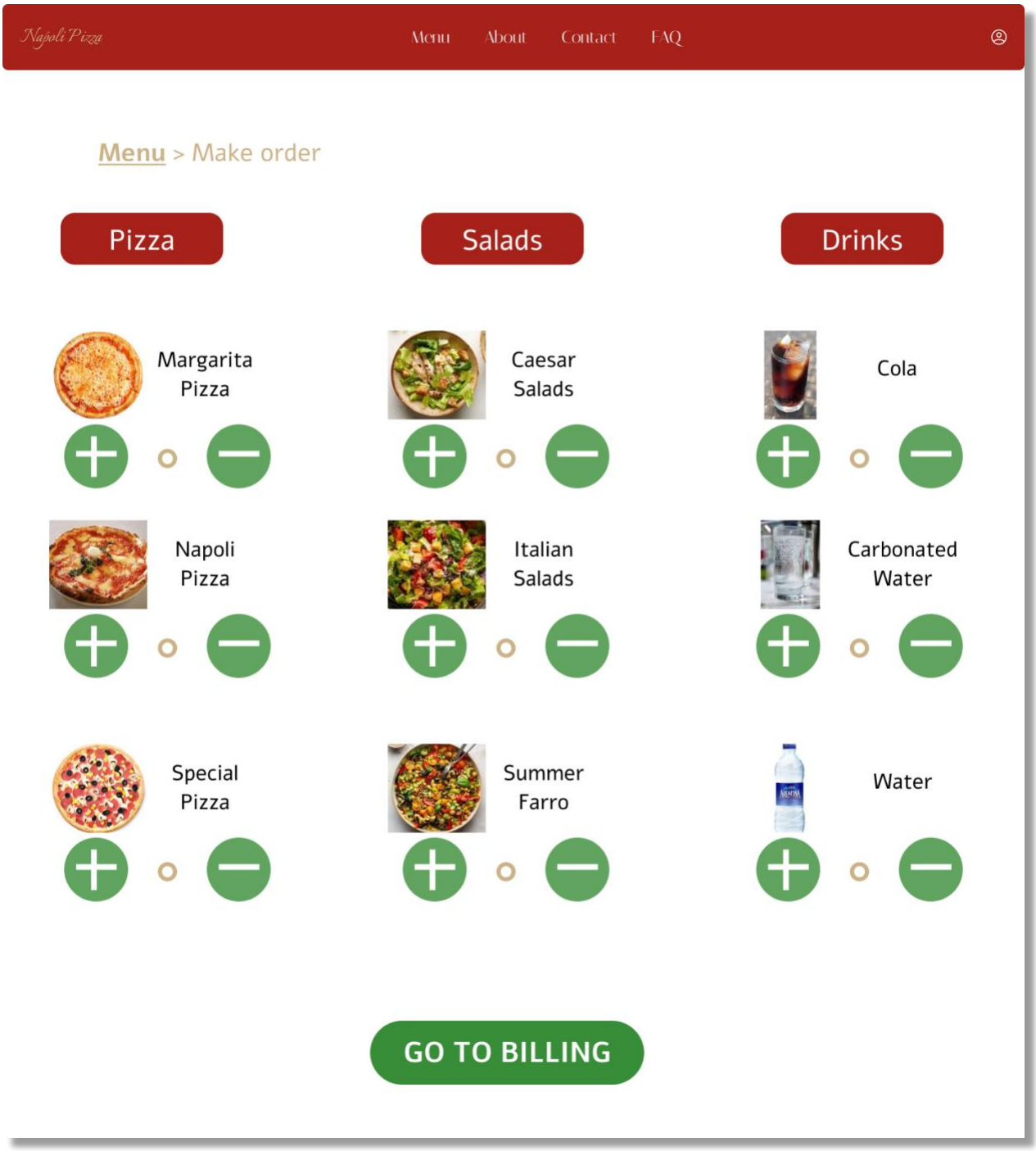
Menu page


Napoli Pizza
Menu
About
Contact
FAQ
Make Reservation
Make Order

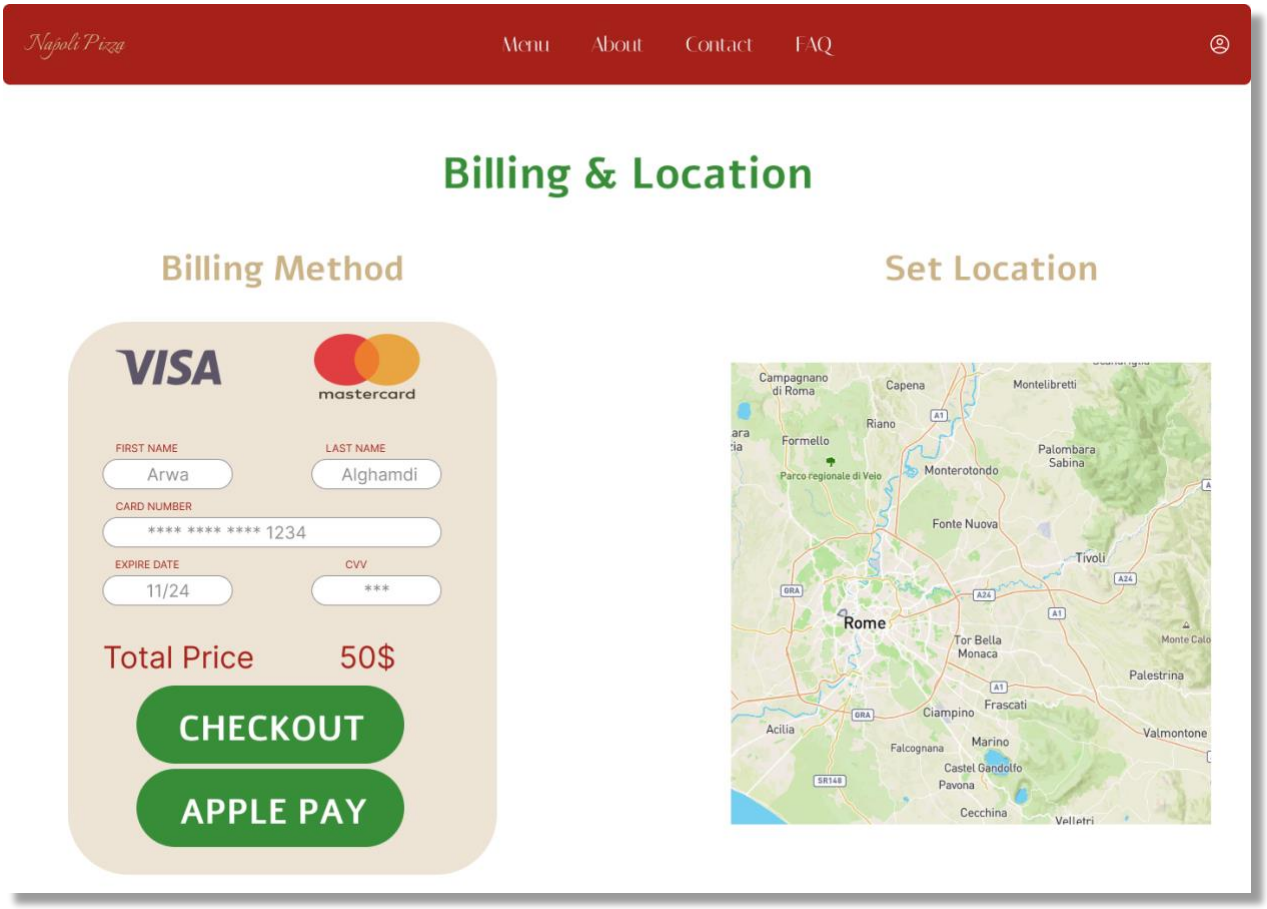
Make reservation page



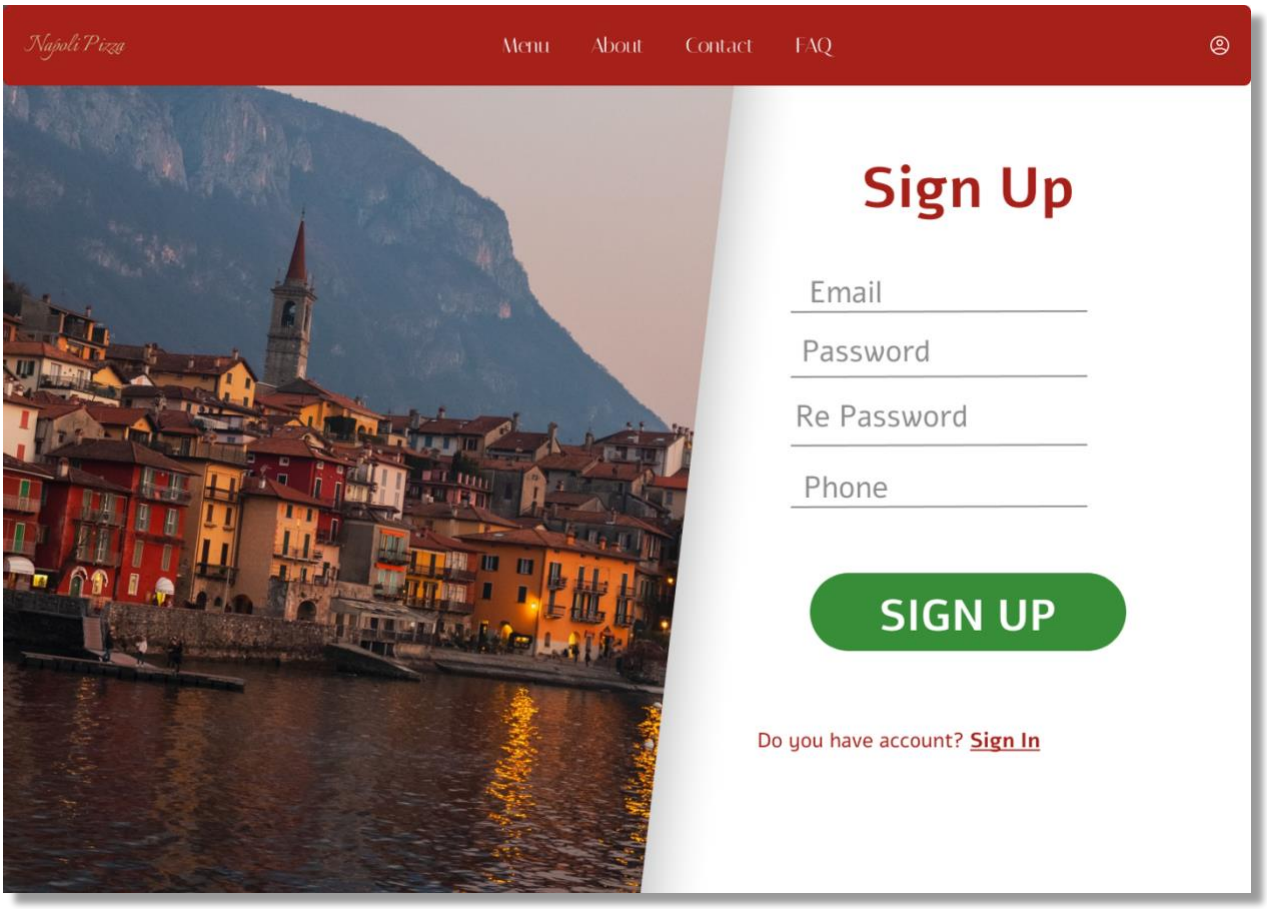
Make order page



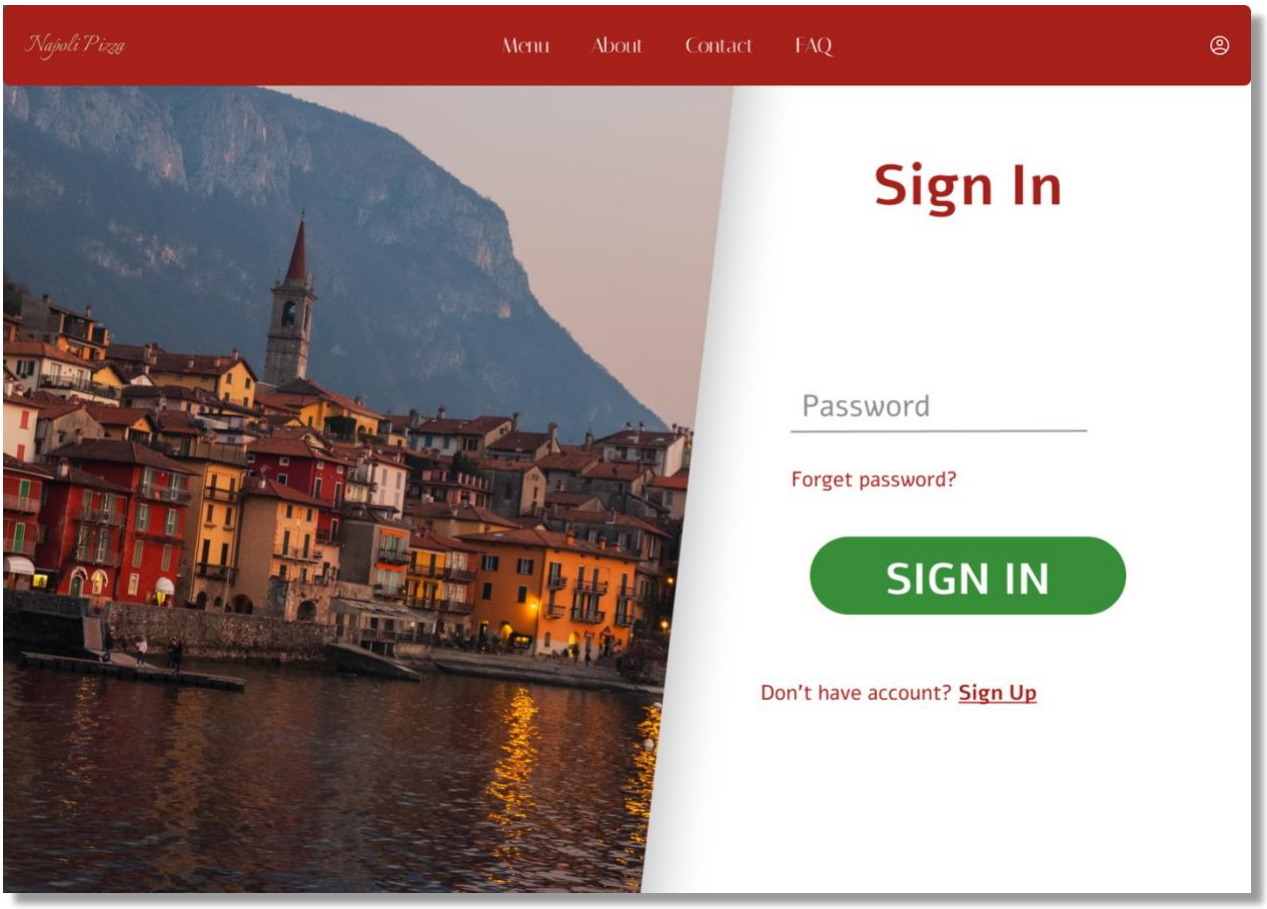
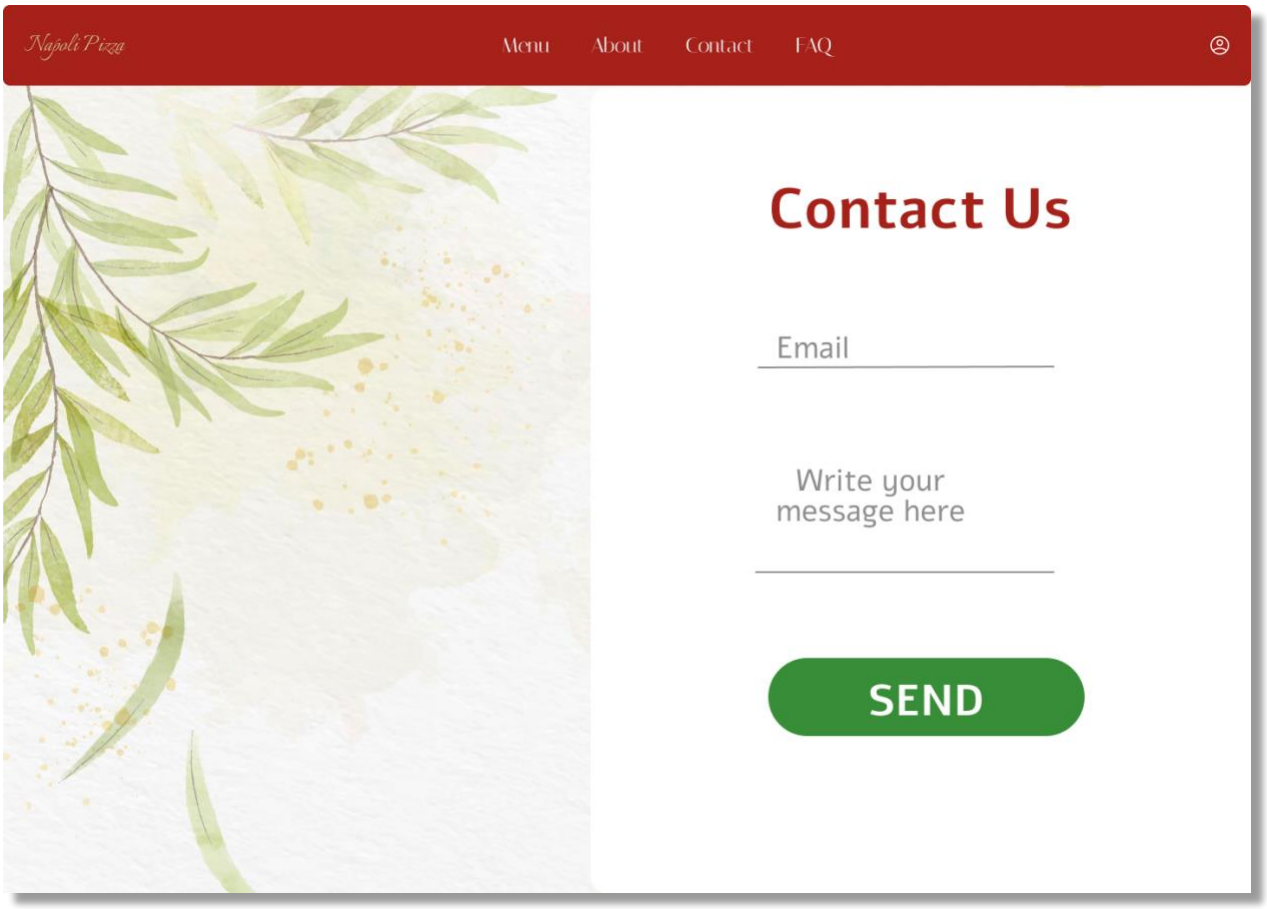
Billing page



Sign up page


Napoli Pizza
Menu
About
Contact
FAQ
Sign Up
Email
Password
Re Password
Phone
SIGN UP
Do you have account? Sign In

Sign in page


Napoli Pizza
Menu
About
Contact
FAQ
Sign In
Password
Forget password?
SIGN IN
Don't have account? Sign Up

Contact page