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CSCI 355: Internet and Web Technologies
Professor Fried
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White Paper

a) what is your business?

- Pizza/Pizzeria business, Company Name: **CMZ Pizzeria**

b) what is your business ethos?

- Selling pizza through delivery or store pickup with the best of our ability
- Driving force is make sure our customers are satisfied with our quality

c) what do you produce/make/offer/sell?

- Pizza with Variations (For example: pepperoni, vegetable, plain cheese, etc)
- Drinks: Water and Soda

d) who is your target audience?

- Anyone who believes that pizza is delicious and is capable of eating pizza (some people have health problems).

e) what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

- A key motivation of our business is to provide affordable prices compared to other pizza restaurants, this is our strategy to compete against other pizzeria's.
- Another key motivation is make our reputation good within Flushing, NYC (where our store is located)
- Motivating people will be done through affordable prices

f) do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)? Specific information (i.e menu items, calories, etc...).

- Store/Pickup/Delivery Hours
- Menu items
- Weekly Deals
- Contact Information
- Founder Members Information

g) are they already familiar with the service or product that you offer or do they need to be introduced to it?

- Most people should be familiar with the service. It's the same principle as any pizza store
- For those people who aren't familiar with pizza (rare case), their will be a general information section on the website about pizza (brief history)

h) are they looking for time sensitive information, such as the latest news or updates on a particular topic?

- Aside from the time window the actual shop is open, how long it'd take for pizza to get delivered, etc....

i) do they want to discover information about a specific product or service to help them decide whether to buy it or not?

- Yes, this includes the topping on the pizza or maybe the calories for the item. In addition, the prices for each item.

j) do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone one contact details.

- There will be a contact us page, providing our email, linkedin/other social media profile links, telephone information

k) will visitors be familiar with your subject area / brand or do you need to introduce yourself?

- Visitors should be familiar with the food Pizza, but we also include info about our brand to encourage consumers to buy our pizza from us.
- Adding a Slogan: "You Don't Have to Say Thank You, Our Pizza Is The Desire"

l) will they be familiar with the product / service / information you are covering or do they need background information on it?

- They might need calorie information and information on the ingredients of the product.

m) what are the most important features of what you are offering?

- Affordable pizza, made fresh, fast delivery, and weekly deals/promotions.
- Affordable drinks

n) what is special about what you offer that differentiates you from other sites that offer something similar?

- Organic ingredients,
- Affordable Pizza and Drinks (Soda)

o) Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?

- How is the pizza made, how do we balance organic ingredients and affordability?

- When was the business established, and who established it?

Note to Group: Website (4 webpages) need to create wireframes for these webpages

Udemy Ideas:

1. Home page (first page when we load our files)
 - Expanding Cards
 - Split Landing Page
2. Contact us page
 - Loading Blur Effect
3. About us Page
 - FAQ Box
4. Menu Page
 - Ripple Effect

Random Info we'll use for the website

Store Address: 58-59 Main Street, Flushing 11355, Queens

Phone Number: 718-453-1234

Contact Email: cmz@pizzeria.com

Inspiration from Pizza Hut Website (WIREFRAME SHOWN LAST)

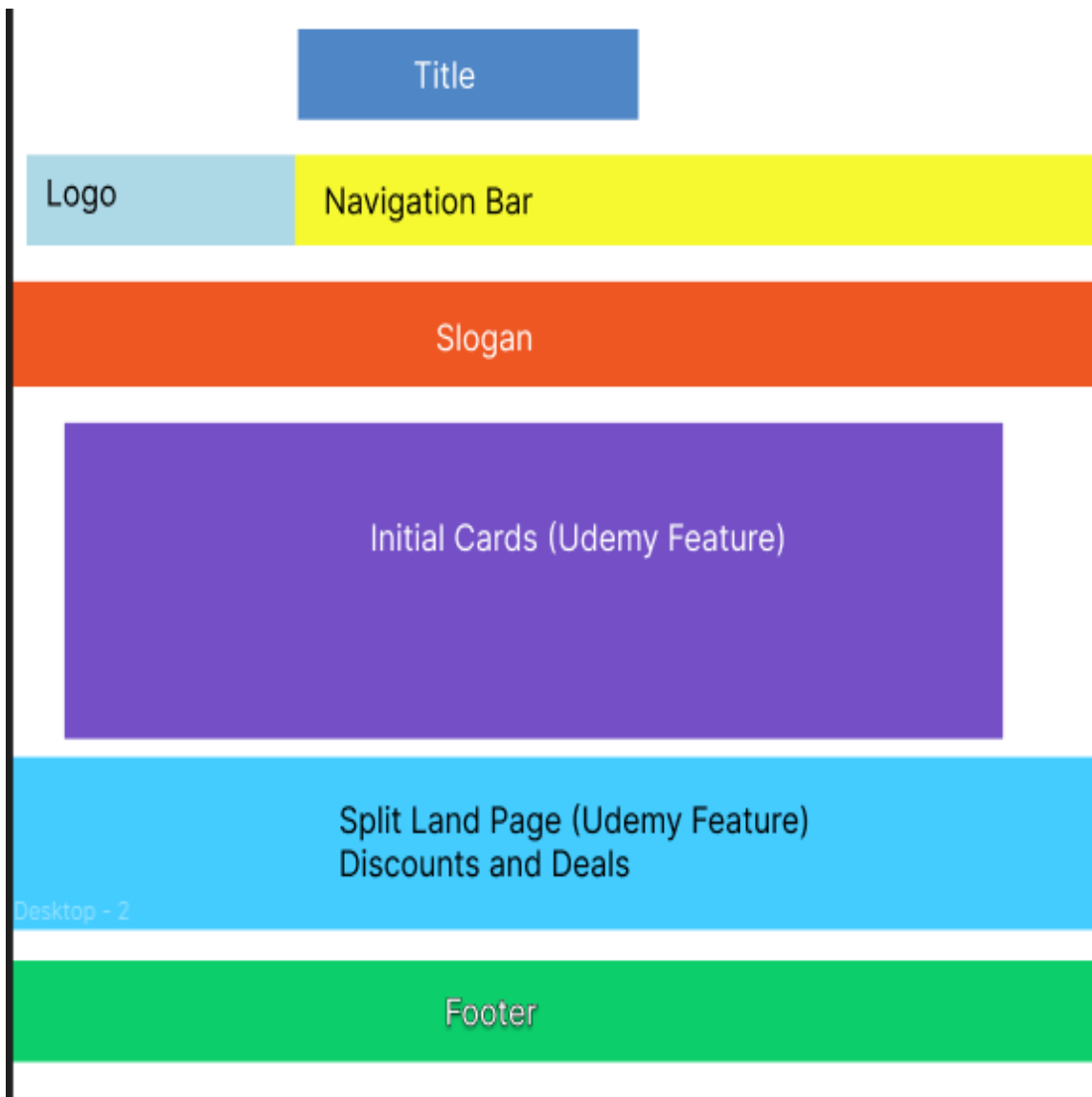
WireFrames:



WireFrames are displayed for our Website in the following pages in this order:

1. Homepage
2. Menu,
3. Contact Us
4. About Us.

Pizza's Hut WebSite WireFrame (We took Inspiration from this website)



TITLE

LOGO

NAVIGATION BAR

CLASSICS (HEADER)

CLASSICS MENU ITEMS WITH RIPPLE EFFECT

HOT PICKS (HEADER)

HOT PICKS MENU ITEMS WITH RIPPLE EFFECT

BEVERAGES (HEADER)

**BEVERAGES MENU ITEMS WITH RIPPLE
EFFECT**

FOOTER

TITLE

LOGO

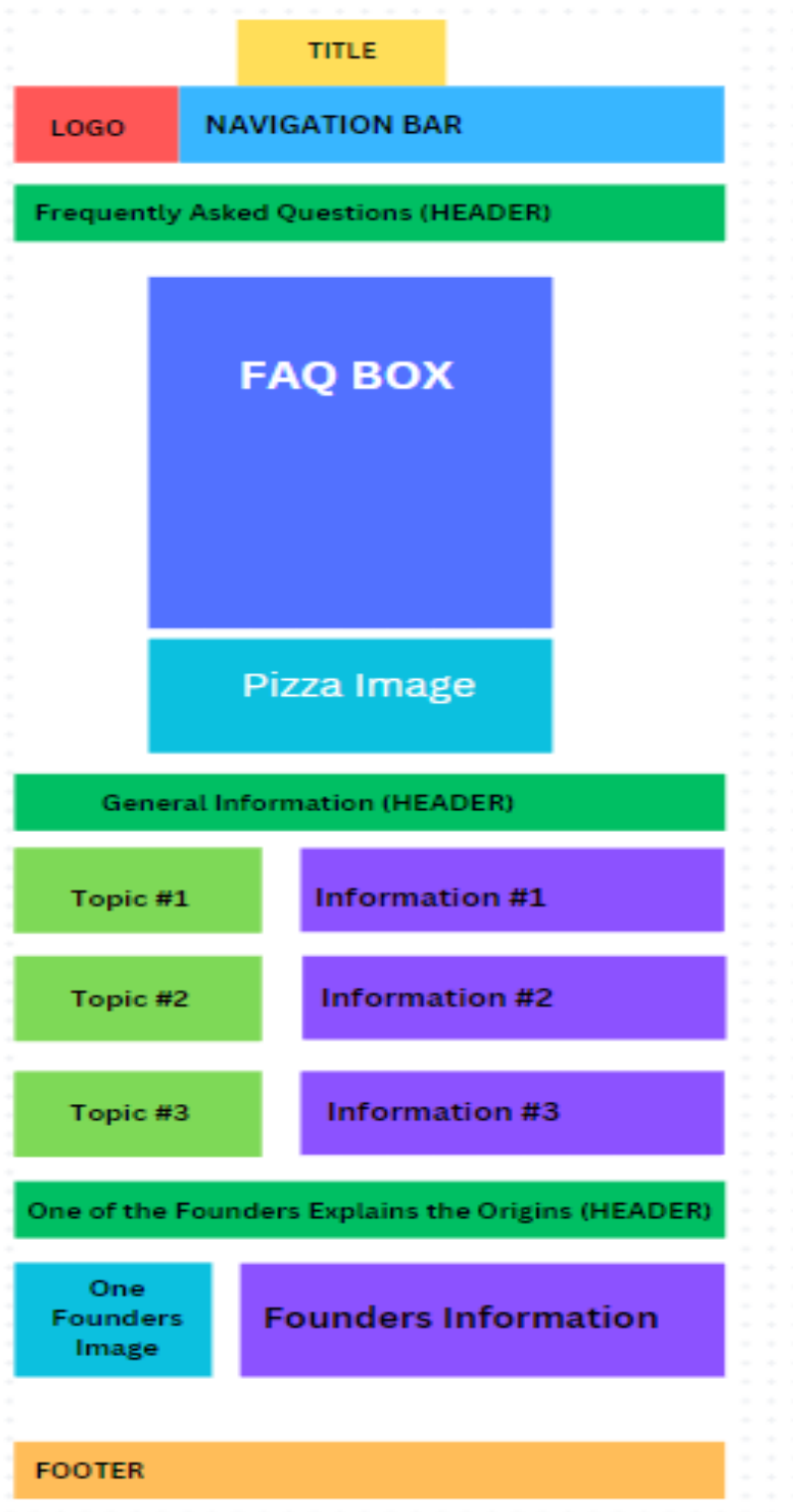
NAVIGATION BAR

**Google Maps
Location of Shop**

Contact Form

Store Hours

FOOTER



Logo

Navigation Bar

Sign in

Cart Logo

New Pizza
Deal

Find Local Stores

Featured

Featured

Featured

Featured

Popular Pizza's

Hiring Today

Pizza Hut Rewards

Footer