**Website Mission Statement:**

This website will serve as marketing for the pizza store. Customers will be attracted to the store, preferring it over competitors’ through its user friendly design and will easily place orders with an intuitive and easy to navigate layout. Promotions and discounts will be advertised on the front page.

**Heuristics measurements questions:**

1. The customer is able to login/register/logout from any page

* *It is important for the customer to be able to login/register from any page as they may not want to do so from the main landing page, but, for example, they may want to register after they looked at the food menu, so it is important for them to be able to login/register without having to leave that page. Same for logging out of the site.*

2. The food menu is easy to navigate

* *The customer needs too be able to quickly and easily see all menu items so that they can make a decision on what to buy.*

3. There are many pop-up windows

* *Some sites may bombard the user with annoying pop-up windows and messages while others have no pop-ups at all. On this heuristic scale of 0 to 5, 0 would be “no pop-ups at all” to 5 which would be “too many pop-ups to navigate the page comfortably”.*

4. Shopping basket is visible from all pages

* *It is useful for the customer to be able to access their shopping cart/basket from any page in the site to easily update their shopping and move to check out.*

5. Shopping basket displays info about current order

* *It is very useful for the shopping cart/basket to dynamically display information about the customer’s order so that the customer gets feedback when they update their order e.g. the total price of the order in parentheses to let the user know how much they are going to pay.*

6. Store opening hours and contact details are provided

* *Before the customer makes any attempt to order anything they need to know whether the store is open or not. They may also need a phone number in case they need to contact the store.*

7. Store opening hours and contact details are easy to find

* *It is important for this information to be easily accessible. Does the user know the opening hours immediately as soon as they visit the store page or do they have to go into a scavenge hunt in order to dig up this information.*

8. Map to the store

* *An interactive map is useful when provided as it can help the customer get an idea for the exact location of the store and how far it is from them (if, for example, they want to collect their order from the store).*

9. Pictures of food items

* *Pictures of the food selection in the catalogue are really important for the customer to quickly spot what they are looking for, and in the case of a food restaurant, when someone is looking at pictures of delicious looking food they are more likely to get more hungry and buy it.*

10. Deals and offers provided from multiple pages

* *Deals and offers are an excellent incentive for a potential customer to make a purchase. It is important for the current deals and offers to be accessible to the customer from multiple pages to increase the odds that the y will make a purchase.*

**Requirements to complete the site if proposal is accepted:**

At it’s current state my website for the “Baker’s Pizza” restaurant is only a prototype with a only 3 sample pages (home.html: the home page of the store where the customer lands upon visiting the store website, pizzas\_menu.html: the list of available pizzas on offer from the store and log\_in.html: where the customers can log-in and register to the store). This is a far from functioning website. Bellow is a list of requirements to be completed before the website is ready to be published on-line:

1. **All pages need to be finished.** Links to pages for desserts, drinks and the shopping basket are not currently working. They need to be completed so that customers don’t end up on broken pages.

2. **The “add to basket” button needs to be functional.** The user should be able to add items from the food menu and meal deals to their basket.

3. **The cart icon needs to be functional.** When the user adds an item to their shopping basket, the total price of the items should appear in the cart icon so that they know how much they need to pay the delivery person.

4. **The check-out page needs to be functional.** Once the user has completed their order, they need to be able to submit their order so that the store can start preparing their food. Once the order is submitted, the user is taken to a confirmation page which will verify that the order has been received by the store and providing additional information (estimated delivery time, store contact phone number).

5. **Register/log-in forms need to be functional.** The user needs to be able to register to the site to save their contact details and they also need to be able to log-in in the future so that they can complete an order faster.

6. **Implement customer profile page** where the user can change their contact details once registered and logged-in.

7. **Implement log-out button**. The user should be able to manually log-out anytime they wish. A log-out button should replace the Log-in/register in the navigation menu of the site.

8. **Implement admin interface for the company.** When the user logs-in with a user account that is registered as a website administrator, they should be taken to an administration interface with added functionality. This will include:

1. add/edit/remove deals/offers
2. add/edit/remove items in the food menu (add image, name, description, size, price)
3. edit store opening hours and contact details
4. view customer details and placed orders

**Images and Code reference List:**

- All images used for this project are shared online under a [CCO licence](https://creativecommons.org/publicdomain/zero/1.0/).

FWStudio. (2016, April 3). pexels-photo-122458.jpeg. Retrieved September 27, 2017 from <https://www.pexels.com/photo/yellow-surface-122458/>.

# JÉSHOOTS. (2014, June 7). pizza-restaurant-dinner-lunch.jpg. Retrieved October 3, 2017 from <https://www.pexels.com/photo/dinner-fast-food-lunch-meal-3644/>.

Pixabay. (2015, August 19). pexels-photo-280453.jpeg. Retrieved October 3, 2017 from <https://www.pexels.com/photo/baked-box-cheese-close-up-280453/>.

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- The following can be found in the mystyles.css file, line 195. The code in the brackets was directly copied from the following source:

Käpp, A. (2013, March 5). Vertical align checkbox label?. Retrieved September 27, 2017 from <https://stackoverflow.com/questions/15230820/vertical-align-checkbox-label>.