**Project Plan for [ Thatz’a Pizza, LLC]**

Objectives:

* Encourage new, potential customers to place an order
* Drive traffic to the separate, online ordering platform, hosted through Menudrive
* Assuage the fear of dining out for those with gluten allergies
* Explain what makes the small, independent pizzerias different from the chains

Target audience:

* Households within a 6-mile radius of the shop
* Businesses/event planners within a 10-mile radius of the shop
* Individuals age 18+
* Gluten-intolerant individuals

Site type:

* A responsive Web site which automatically adapts to the screen size of the viewer’s device
* An eight-page or more hierarchical Web site, hand-coded in *Adobe Brackets* using the latest HTML5 and CSS3 tools and the *Bootstrap 4* CSS framework
* Links to corresponding social media pages
* Links to helpful external Web sites
* Contact form so no internal email addresses are revealed to visitor

Budget:

* VPS hosting – $10.00 - $20.00/month
* .net domain name purchase through GoDaddy – $12.99/ year for first year plus annual ICANN (Internet Corporation for Assigned Names and Numbers) fee of $.18

Timeline:

|  |  |
| --- | --- |
| Assignment | Due Date |
| Part 1 - Project Plan docx and pdf | Monday, 8/31/20 |
| Part 2 - Project Templates and Sampler Page | Friday, 9/11/20 |
| Part 3 – Home Page | Saturday, 9/19/20 |
| Part 4 – Ordered List Page | Sunday, 9/27/20 |
| Part 5 – Unordered List | Monday, 10/5/20 |
| Part 6 – Table Page | Thursday, 10/15/20 |
| Part 7 – Form Page | Friday, 10/23/20 |
| Part 8 – Gallery Page | Saturday, 10/31/20 |
| Part 9 – Video Page | Sunday, 11/8/20 |
| Part 10 – Works Cited Page | Monday, 11/16/20 |
| Part 11 – Bootstrap Overrides Style Sheet | Monday, 12/7/20 |
| Final Responsive Website | Monday, 12/7/20 |
| Final Responsive Website Published to FTP Account | Monday, 12/7/20 |

Client contact info:

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**Topical Site Map**

| **Table of Equivalents** | |
| --- | --- |
| You **MUST** use the pathname (folder + filename) shown in this column for credit*.* | Corresponding HTML Page Heading |
| Part 01: Project Plan deadline 1 pathname: /originals/plan.docx  /originals/plan.pdf | N/A |
| Part 02: Sampler Page deadline 1 pathname: /pages/sampler.htm | Sampler to Test CSS |
| Part 03: Bootstrap Overrides deadline 1 pathname: /styles/overrides.css | N/A |
| Part 04: Home Page deadline 2 pathname: index.htm | [Thatz’a Pizza] - Home |
| Part 05: Ordered List Page deadline 2 pathname: /pages/olist.htm | Quality Care (Attention to Food Allergies) |
| Part 06: Unordered List Page deadline 2 pathname: /pages/ulist.htm | Menu |
| Part 07: Table Page deadline 2 pathname: /pages/table.htm | Catering Options |
| Part 08: Form Page deadline 2 pathname: /pages/form.htm | Contact Us |
| Part 09: Gallery Page deadline 3 pathname: /pages/gallery.htm | Gallery |
| Part 10: Video Page deadline 3 pathname: /pages/video.htm | Check Our Skills |
| Part 11: Works Cited Page deadline 3 pathname: /pages/citations.htm | Works Cited |