Strategy Plane

What's culturally appropriate?

Users are generally going to be 'foodies'. So thinking of that rich Italian culture, mixed with modern catering is key. Target functions and events of all sizes, with a huge diversity in potential clients.

What content type would be relevant?

Font size should be above average and easy to read. Navigation needs to be seamless and interactive.

Why is this so special?

For any 'foodie' or pizza lover, having such a service be available for all their needs is special. Not to mention the quality and attention the company puts into every single pizza. Having all this at the customers fingertips is paramount.

Why would a user want this?

Pizza is one of, if not the most popular cuisines worldwide. Having world class pizza available at your fingertips, at any location of your choosing is a huge attraction for anyone organizing any type of event.