



# Bella Italia: Crafting the Perfect Order Experience



# About Bella Italia: A Beloved Pizzeria

Bella Italia is a fictional pizzeria proudly serving its community through a variety of channels, striving to deliver delicious food and excellent service.

## In-Person Requests

Customers ordering directly at the counter, enjoying the ambiance.

## Phone Calls

Traditional phone orders, a staple for many loyal customers.

## Website Ordering

Offering convenience for those who prefer digital interactions.

# Core Ordering Problems:

Bella Italia faces several significant challenges in its existing ordering infrastructure, leading to inefficiencies and potential customer dissatisfaction.



## Partially Working Website

The current Pizza Italia website is not fully functional, with incomplete features.



## Manual Ordering System

Charlotte manually searches through scattered notes and documents to track orders.



## Unstructured Phone Orders

Phone orders lack automated blacklist/whitelist checking or accurate time estimations.



## No Order Tracking

There's no system to track the cooking and delivery stages of an order.

# Key Client Requirements:

Based on interviews and analysis, these are the essential features and functionalities required for the new system.

## Automate Ordering System

Implement an automated system that handles order placement, validation, and processing across all channels.

## Blacklist/Whitelist Checks

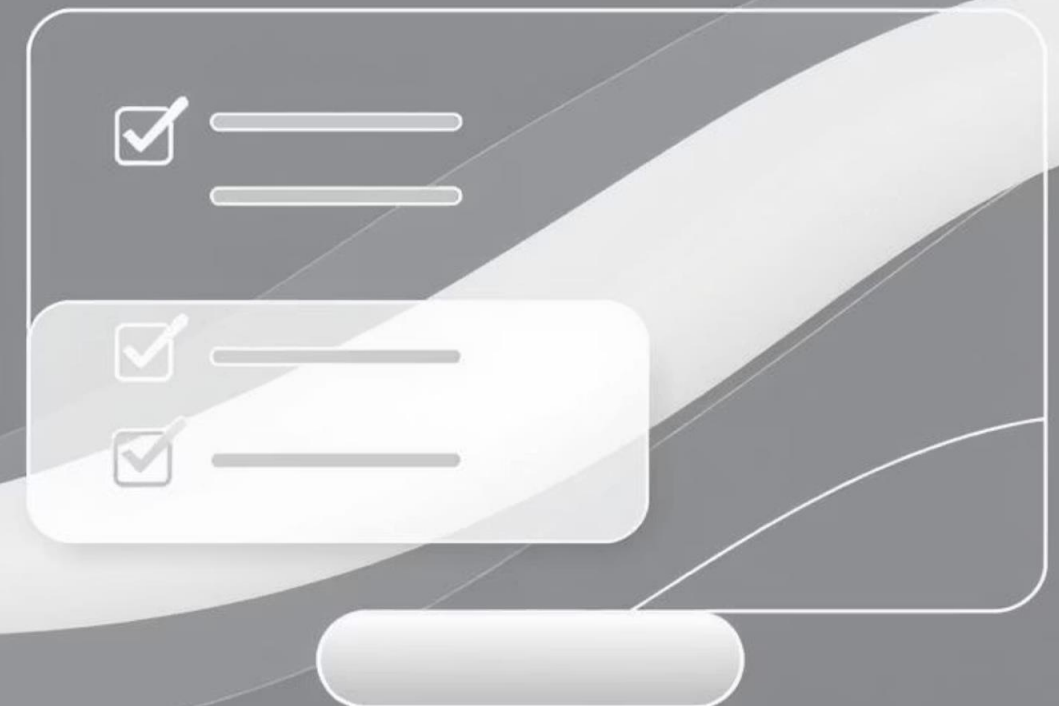
Automatically decline orders from blacklisted customers and prioritize whitelisted ones for improved service.

## Automated Phone Confirmation

Ensure a phone call is made to the customer after a successful order placement on the website.

## Payment Method Support

Accept multiple payment options including credit/debit cards, mobile wallets (Apple Pay, Google Pay), online banking, and cryptocurrency.



A stylized illustration of a pizza with various toppings like green leaves, red squares, and white circles. Overlaid on the pizza is a large, detailed clock face with black hands and numbers. The clock is positioned in the lower-left quadrant of the image.

# ETA System Requirement

Accurate estimated times for cooking and delivery are crucial for customer satisfaction and operational efficiency.



## Cooking Time Calculation

Automatically calculate estimated cooking times for every pizza type, considering current kitchen load.



## Delivery Time Prediction

Implement smart algorithms to predict delivery times based on distance, traffic, and driver availability.



## Unified ETA Across Channels

Provide consistent and reliable ETA information for in-person, phone, and website orders.

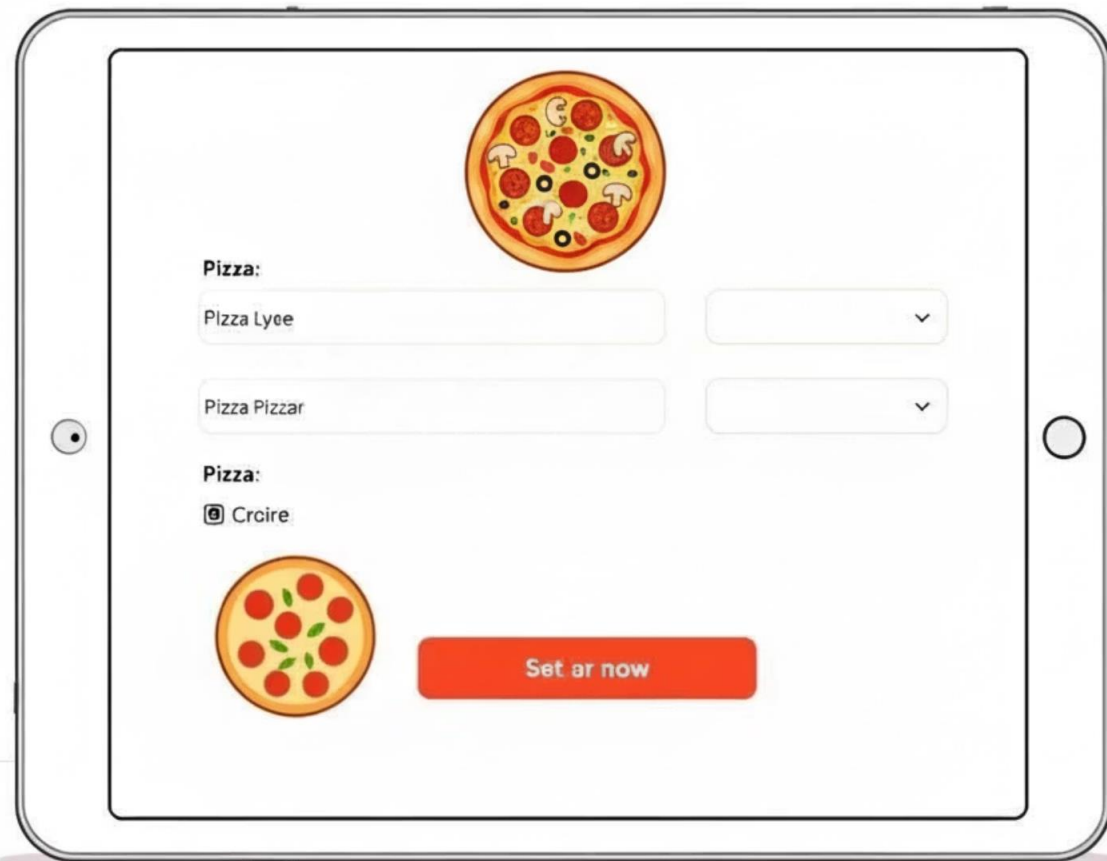
# Unified Experience: Consistency Across the Board

A consistent ordering form across all channels simplifies the process for both customers and staff, reducing errors and improving data collection.

## Standardized Form Input

Every ordering type—website, phone, or in-person—will utilize the same intuitive form for data entry.

- Ensures data consistency and accuracy.
- Reduces training time for new staff.
- Streamlines order processing for Charlotte.
- Improves customer experience with predictable interactions.



The illustration shows a tablet with a white background and a black border. On the screen, there is a pizza ordering form. At the top, there is a large pizza icon. Below it, the word "Pizza:" is followed by two input fields. The first field contains "Pizza Lyee" and the second field contains "Pizza Pizar". To the right of each input field is a small downward arrow icon. Below these fields, the word "Pizza:" is followed by a small square icon containing a letter 'G' and the word "Croire". At the bottom left, there is a small pizza icon. To its right is a red button with the text "Set ar now".

