**Okotoks Pizza**

Website Brief

**Company Information**

Okotoks Pizza is a family-owned pizza restaurant based in Okotoks AB. They have been in business for over 30 years and earned the prestigious honour of being the best in Okotoks for 13 years running. Okotoks Pizza has 15 employees working for them.

**Project Goals**

The primary goal of the website is to encourage the potential customers to explore the menu and then to call in to order. This menu will showcase many pictures of the food and highlight different promotions like ½ off after 930pm. Promoting sales during a slower time.

Some minor goals include:

* Pictures of the staff and restaurant
* A section for the food philosophy and the history of the restaurant
* A section where reviews can be viewed (google, yelp, etc.)
* Contact information and address of the restaurant (google maps)
* A form to gather customer info (email newsletter)

**Project Overview**

This website will be a new website as the client currently does not have an existing website. Client has stated that they are looking for a website that is professional, modern and sophisticated in nature. Also, the client has expressed that the website be more serious in nature

Here are some examples of websites that the clients likes:

* <https://okotokspizzarestaurant.ml/index.html>
* <https://hamptonspizza.ml/index.html>

This is an example of a website that the client does not like:

* <https://www.calgarypizzaunlimited.ca/>

**Competition**

Here is a list of competitors websites

* <https://redrockpizza.ca/okotoks>
* <https://okotoksdonairandpizza.ca/>
* <https://bravopizzas.ca/>

**Target Demographic**

The Client has detailed that the website should be built for young adult professionals. A demographic that is fairly comfortable with navigating a website.

**Branding Guidelines**

Client has stated that they are not bound by any branding parameters. They have provided a logo but also is not tied to that logo

**Project Deliverables**

The client will be providing the following

* All photos of the food on the menu
* All photos of staff and bio
* Menu
* Write-up on the restaurants food philosophy and the restaurants history

**Timeline**

Start date: Immediately

Launch date: Nov 1, 2021

**Budget**

$7,500

**Site Management**

Client has stated that any future changes will be completed by the developer and charged at an hourly rate. This means no admin panel or content management system (WordPress, Square, etc.) needs to be put in place.