**W05 - Elevator Pitch:**

I am planning on creating my website for a gourmet hot dog business I would love to start. I want this website to be very visual and pleasing to the eye with lots of color and pop. I want to include a home page that has a slideshow of the most unique hot dogs, a full menu page, and a contact/about us page. I want this website to be very easy to navigate, have a nice flow between pages that makes sense, and be able to work on all different devices. The ultimate purpose of this site is to sell gourmet hot dogs.

**Feedback:**

Person #1:

Very nice pitch. I loved the detail with the pages. I do have a question about what style you’re going for: gourmet/fancy/professional, or family friendly/kid friendly/fun? It sounds like you have the layout figured out, but I think the style should be decided on before you begin to build everything.

Response:

I want to go for more of a family friendly/kid friendly style with lots of color, but I also want it to look very clean and organized.

Person #2:

It sounds great! It sounds like you know what you’re going for. I want to see the finished thing!

Person #3:

I’m looking forward to seeing this site. It sounds like a good idea. Will you possibly add an online order to this website? Is that something you can do?

Response:

Online ordering is something that would be added way down the line and is a little bit more complicated than just the website itself. I could add a separate area/page and map out how that could be implemented in the future.