

Initiative:

- As a wise and knowledgeable pizzeria, we want to create a pizzeria that showcases our deep understanding of traditional and innovative pizza recipes, so that we can offer a unique and enriching dining experience for our customers. We want to establish a comprehensive and informative website for our pizzeria, so that we can effectively communicate our commitment to quality, tradition, and culinary expertise to potential customers.

Epics:

- Awareness: Pizza fans are saddened by the price hike in their local mom and pop pizzeria and want a good quality pizza without breaking the bank and finding our local pizzeria.
- Interest: After stumbling across our pizzeria they are astounded by the low prices compared to other local restaurants. With as good of reviews as we have and this low of prices, they don't believe it until they try it.
- Purchase: These user stories outline the steps a user takes from exploring the menu to placing an order, ensuring a smooth and enjoyable experience throughout the process.
- Loyalty: These user stories outline the steps to turn a satisfied customer into a loyal, repeat customer and then into an advocate who actively promotes the pizzeria to their social circle.

Task Level User Stories:

- Awareness
 - User Story 1
 - Timmy is looking for some pizza in our area.
 - Action: Having good meta data as well as reviews boosts our chances of being seen.
 - Result: Timmy considers our webpage.
 - User Story 2
 - Timmy sees the description of J&L Pizza where it talks about first time customers get a free appetizer
 - Action: In our description it says "First time customers receive a free slices and monthly coupons if you sign up now"
 - Result: Timmy clicks on our webpage

- Interest

- User Story 1

- Timmy wants food but is hesitant to order from our pizzeria
 - Action: Have a limited time free offer for free slices if he signs up for our rewards program.
 - Result: Timmy wants to claim the limited time deal so he clicks on and enters our rewards program.

- User Story 2

- Timmy clicks on the button and a mailchimp form pops up
 - Action: Timmy puts his email in the form to receive a promotion code in his email
 - Result: Gains a promotion code which will be put it when ordering to claim the free slice and promotions

- Purchase

- User Story 1

- Timmy wants to use his free coupon and purchase food.
 - Action: We provide him a clean website that is simple to use, with many options for him to choose from.
 - Result: He considers ordering from our website.

- User Story 2

- Timmy decides to click on the menu page
 - Action: We have a menu page that shows all of our products and prices
 - Result: Timmy has decided to buy from our pizzeria and clicks on the menu

- Loyalty

- User Story 1

- Timmy sees that after his purchase if he invites his friends he will get a coupon for his next order.
 - Action: Having a pop up referral to use to other customers after already giving him a great experience.

- Result: He will refer his friends to our business so more customers can enter our ecosystem.

- User Story 2

- As a delighted repeat customer, I want to share my positive experiences with friends and family, so that I can contribute to the growth of the pizzeria through word of mouth.
- Action: Create a great website, have profiles on social media platforms, and post on these platforms to increase engagement.
- Result: Customers who are satisfied with their experience will visit these places and share it with their friends increasing our clientele.