

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.
 - New pizza fans who move in are looking for good local places that serve quality food as well as prices that beat the rest and stumble across our well rated shop.
 - People want to try some new pizza in the area where they come across our slogan right next to our search result of J&L Pizza: “Where Our Culinary Expertise Transforms Every Bite” and they are hit straight with a slogan that claims that we are the most knowledgeable and has to look into our business.
- 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.
 - As soon as they click on the website they are plastered with a picture of our pizza which looks incredible, they keep scrolling to see our accolades as one of if not the best pizza place around. How we have some outstanding customer reviews in our about page proving our validity.
 - After stumbling across their website they see a popup that has a free garlic knots with first purchase for a limited time as long as they sign up for our loyalty program where if they consistently order with us they receive free coupons for free items.
- 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.

- As a hungry and curious customer, I want to browse through the pizzeria's online menu, so that I can explore the diverse pizza options and make an informed decision based on my preferences.
 - As a hungry customer who has chosen the perfect pizza, I want to easily and efficiently place an order through the pizzeria's website, so that I can enjoy a delicious meal without any hassle.
- 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.
 - As a satisfied and returning customer, I want to experience consistent and exceptional service during my subsequent visits to the pizzeria, so that I am motivated to become a loyal patron and continue enjoying the high-quality pizzas.
 - 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.