**Phase 1 Questions:**

**Who is the target audience?**

The target audience is the public. Food is a universal need so without having any specific products tailored to individual market segments, there is not too much specificity here. As we didn’t include any vegan options on the menu, I think they may in fact be excluded from the target audience.

**How can I tailor the site to reach that audience?**

An example of this could be catering part of the menu towards younger audiences with products such as chicken fingers and fries since kids generally have less diverse palettes. Another way to accomplish this is to incentivize parents to order a specific meal for their children with material goods, i.e. (McDonald’s Kid’s Meal).

**What are the goals for this website?**

The goal of this website is to convince prospective clients that Pietro’s Pizza is not just another pizza place, it is THE Pizza Place to be.

**How will I gather the information?**

I would identify what current competitors are doing and in addition to providing that service, I would identify any niche that they missed to maximize profit and turn prospects into repeat consumers.

**What is my budget?**

In the first year, Pietro’s will spend up to 10,000 dollars to create the site from scratch and fix any bugs that arise. After that, besides hosting costs, it will be on a needs basis.

**What is the Timeline?**

The timeline to create the initial website and test with focus groups is 6 months. The entire web development process should take under 12 months.

**Who is on my project team?**

Zach and I are on the team.

**How often should the site be updated?**

The site will be updated a minimum of once a month to update the menu to include this month’s special. Besides that, it will be updated on a needs basis.

**Who will update the site.**

Us.

Home

Index.html

Contact Us

ContactUs.html

Menu

menu.html

Location

location.html

About Us

AboutUs.html