Okotoks Pizza and Pasta

Requirements Outline

Prepared by Evans and Associates

September 22, 2020

Background

Okotoks Pizza and Pasta is a family operated local pizza establishment with 12 tables of 4. They are located in the city of Okotoks, Alberta and currently have one location. The business currently serves the Okotoks and surrounding areas offering dine-in, take-out and delivery services. They have 4 employees and they have recently gone through a rebranding and are looking to increase their dine-in traffic at their modern yet homey restaurant.

Competition/Market

Okotoks Pizza and Pasta have stated their main competition is Monza Pizza, Chicago Deep Dish and Canadian Pizza Unlimited. Monza Pizza and CPU currently have web and social media presence however, Monza Pizza is the only one of the three that also offers dine-in services.

Through our conversation with James Allen, our Okotoks Pizza and Pasta contact, we understand that the client needs to re-establish their presence in the Okotoks pizza market. They are looking to increase traffic to the dining room as well as increase their take-out and delivery business within the Okotoks and surrounding area.

Business Requirements

We have established with Mr. Allen that Okotoks Pizza and Pasta have determined that their goal for the website is to provide customers with a menu and pricing as well as the location and contact information. They would like the look and feel of the site to reflect the atmosphere of the establishment which they have described as modern, homey and wholesome. Mr. Allen has also conveyed that Okotoks Pizza and Pasta will require that the service provider also be responsible for maintaining the website and its service.

Branding Guidelines

As the company has recently decided to rebrand there is not a Branding Guideline in place.

Timeline and Budget

Okotoks Pizza and Pasta does not have a fixed budget. Evans and Associates will provide an overview of expected costs for approval prior to the start of any service being provided. Okotoks Pizza and Pasta have determined that the site should be finalized and up and running by November 7, 2020.

Why is this new website needed? What is the primary goal of this website? ↑ If there is a current website, what do the clients like about it? What do they not like about it? ↑ What features does the client need? Do they need a contact form, map location service, newsletter signup, a blog, etc.? ↑ What kind of feel is the website going for? Is it serious, fun, flashy, neutral, etc.? ↑ What are some examples of websites you like, what do you like about them? ↑ What are some of the “minor” goals of the website? For example, the major goal of something like lowes.ca would be to sell items while the a minor goal might be to provide contact information. ↑ Who will be maintaining the website? Do you need ongoing support or will you get a content management system handed to you?What is the target age group of users? ↑ How familiar is the target user group with technology? ↑ What kinds of websites are used by the target users?