

Team Number: 1

Course: ET712 / SPRING 2018

Web Design Capstone Project

Case Domain: Online Pizza Ordering System

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1. Introduction

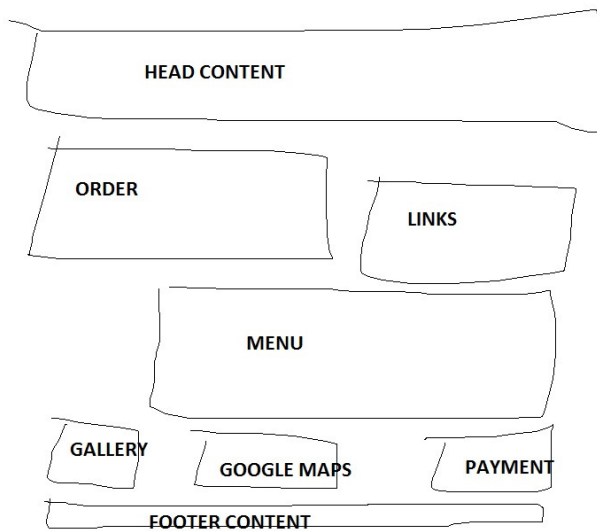
We see a new site that easy to navigate but also easy to manage. Deep pages, but clear navigation. We need to highlight past ordering pizzas on phone for home delivery. The process seems easy to use but at times there is miscommunication. Our client QCCPIZZA have visual menu during a phone call and employee repeat again and again to the customer request.

1.1 Website Key features

All ages visitors to what our QCCPIZZA online tracking and menu choices, and how they can track pizza ordering status.

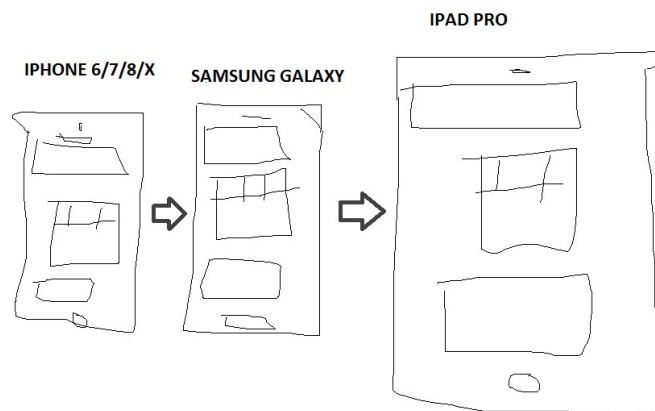
Online Platform:

- a) MAC & PC browsers (chrome, IE, Firefox, Safari)



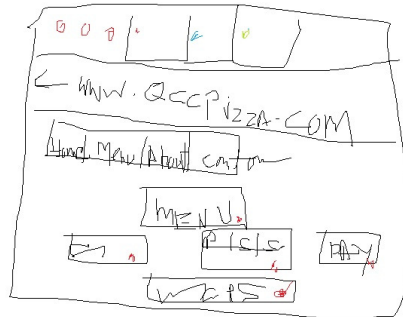
Mobile Platform:

- b) iPhone, iPad, Android (Samsung).



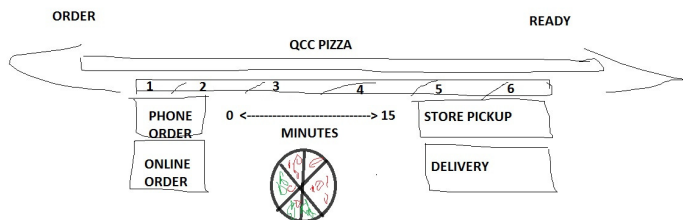
QCCPIZZA Version 1.0

- a) Online Ordering cart
- b) Menu Selection
- c) Google Location Maps
- d) Comments

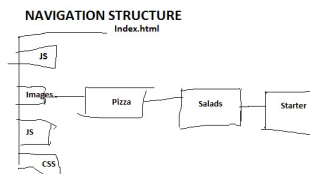


QCCPIZZA Version 2.0 (coming soon)

- a) Tracking Pizza
- b) Email confirmation



1.2 Navigation structure



1.3 Target audience Market and Break-Even Analysis

The pizza industry experiencing a steady level of growth local and nationally. The operator continue have online market responsible for almost 58 percent of new pizza stores open, thus in Bayside, NY Zip code 11364 where QCC Pizza location. The locals consist of either upper-middle class retirees or lower-middle class middle-aged workers, both which enjoy quality pizza 1-2 times per month.

WHO: All ages & groups

WHAT: Online Pizza ordering system

WHY: Online comfortable pizza ordering and reduce the purchasing time.

The break-even analysis works out to an annualized online average of 625 pizzas per month or \$24000 in sales.

Total Revenue: \$24000

Total Costs: \$19400

Net Profit: \$4600

Units	Variable Costs	Total Costs	Total Revenue	Net Profit
0	\$0	\$5000	\$0	-\$5000
100	\$1200	\$6200	\$2000	-\$4200
200	\$2400	\$7400	\$4000	-\$3400
300	\$3600	\$8600	\$6000	-\$2600
400	\$4800	\$9800	\$8000	-\$1800
500	\$6000	\$11000	\$10000	-\$1000
600	\$7200	\$12200	\$12000	-\$200
700	\$8400	\$13400	\$14000	\$600
800	\$9600	\$14600	\$16000	\$1400
900	\$10800	\$15800	\$18000	\$2200
1000	\$12000	\$17000	\$20000	\$3000
1100	\$13200	\$18200	\$22000	\$3800

200	\$14400	\$19400	\$24000	\$4600
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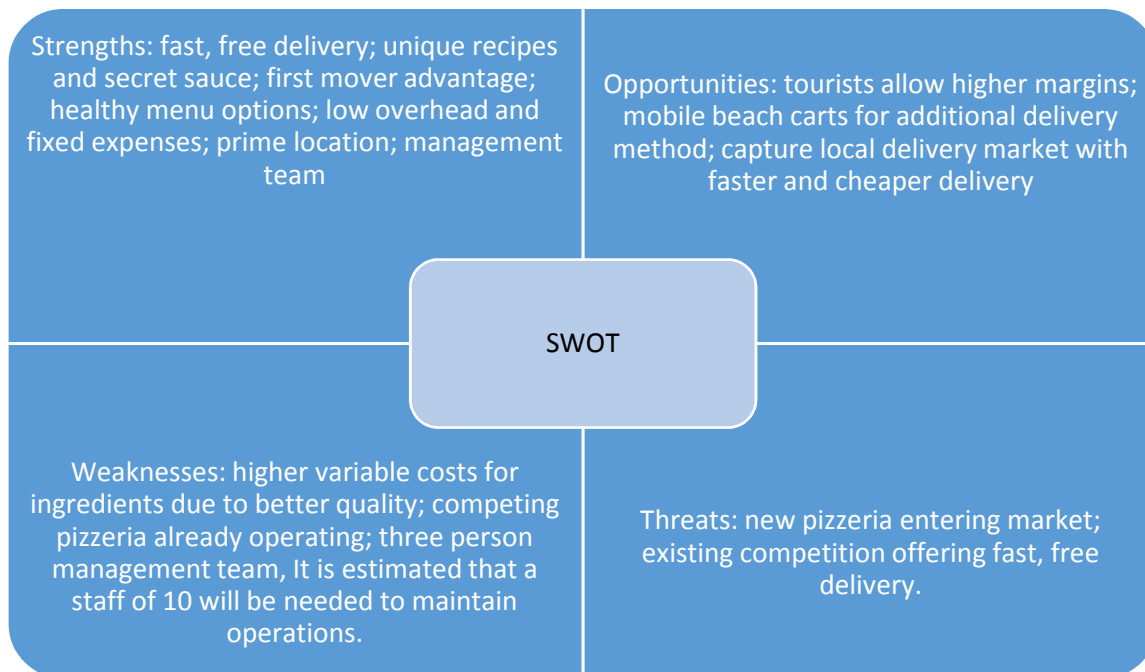
2. Goals

- a) Be the premier online pizza delivery restaurant with quality menu items
- b) First year revenues of \$50,000
- c) Expansion to second location and mobile vending carts within 12 months
- d) Have a strong community involvement
- e) Open additional locations in other neighboring towns

1.1 Plausibility

The Netflix and Redbox movie growth prompt shortage of online pizza delivery at local neighborhood. In average with online pizza ordering system business had growth 40% year to year.

2. Swot Analysis



4. Competitor websites

Neighborhood Belmont Pizzeria hired second delivery driver. The pending online Belmont pizza ordering cart decrease revenue for Belmont Pizzeria's.

Comments QCC PIZZA Owner:

Our online pizza ordering will increase business, “We’re just really excited to be doing online pizza ordering. This is a business that my family is mostly going to handle, and some great plans for the restaurant.”

5. Resources

W3School

<https://www.w3schools.com/>

PEXELS

<https://www.pexels.com/>

Swot Problem Analysis

<https://www.swotanalysis.com/>

Getbootstrap

<https://getbootstrap.com/>

Breakeven Calculator

<https://goodcalculators.com/break-even-calculator/>

5.1 Credits

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