

Web Project Documentation

Pizza Kitchen

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COMP2680_01 Web Site Design & Development

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Business Statement:

Pizza Kitchen's mission statement is to serve the most authentic and homemade pizzas in town for the most affordable prices. They also place particular emphasis on being the safest food pickup and delivery service in town, with extra precautions taken to ensure customers do not come in contact with any of the staff members. Generally, they claim that no other pizzeria in the city of Kamloops can offer more affordable pizzas. On top of that, they make the promise of always using fresh ingredients from Italian food suppliers that add to the flavor and authenticity of their pizzas and bruschetta.

Project Objectives:

The main purpose of this project is to provide a channel of communication between Pizza Kitchen and its potential customers. In addition, the project will serve as a remedy to the existing problem of limitations imposed by social distancing restrictions which are currently in place all across the province. The project also aims to facilitate contactless payment and delivery methods so that Pizza Kitchen can keep true to its mission statement. On the whole, the site will open a window of opportunities for the newly established pizzeria in town so that it can gain a competitive advantage over the existing pizzerias in town.

The Benefits:

As a newly established business, Pizza Kitchen has yet to build its customer base amongst the many already well-established pizzerias in the city of Kamloops. The website designed will therefore serve as a tool to introduce Pizza Kitchen to the locals. In a pandemic stricken world, the most effective way to introduce a new business is to do so on the web. Furthermore, the only way that contactless pickup and delivery services can be executed these days is through a website where customers can order, specify a time, and pay for their food items without ever having to contact anyone. With its user-friendly navigation, the web site can do just that by allowing customers to select their desired pizzas and make their payments using only a few buttons. The site will also serve as the only method for the introduction of coupons and special offers given to members who sign up through the web site.

Additional Comments:

It is worth mentioning that Pizza Kitchen is not an officially registered restaurant in Canada as of yet, but in due time, it will serve as a very effective business plan for an entrepreneur that I have recently met. The site was therefore designed with the purpose of presenting its design to this entrepreneur in hopes of a long-term future collaboration.