

# Pizza Delicioso – By: Brain Stricker

## Intro:

The website I plan to make will be based on an existing pizza restaurant that is in my area (with the name changed). The design will not be like the current websites design, as it is severely outdated, and looks to have been designed around 20 years ago. On top of that, they don't have a 'built-in' order online feature, as it currently redirects the customer to another site that probably takes a cut. Creating a built-in ordering system on the site should increase the number of orders as well as profits. Outside of that, I want to make a more up-to-date site that will attract customers, rather than have them access something outdated and visually unpleasant. My site should have a nice UI, similar to the one we've been working on thus far; however, I plan to use more images to get the users attention.

## Features:

- User creation/login that can save 'favorite' orders, show recent orders
- Interactive menu
- Reviews
- Order directly from site
- Coupons
- Cart that updates

These features should be on most well-designed restaurant sites, and they will ideally increase user traffic as well as bring in more revenue.

## Market Survey:

As previously stated, most up-to-date restaurant websites have these features, yet a ton of local pizzerias have outdated sites that lack functionality. Making these improvements is a straightforward way to stand out from the competition.

## References:

- <https://www.pizzadeliziarestaurant.com/index.html>
- <https://www.goodfellowstakeout.com/>
- <https://deliciosopizzaandsubs.com/>
- <https://sushipalacenj.com/>