# Chuck’s Pizza – Web Site Proposal

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## Background

Chuck’s Pizza is a long-time local pizza shop in Pleasant Hill, Iowa. They are the longest-running locally-owned pizza shop in the East Des Moines Metro founded in 1975. They have a small kitchen that doesn’t allow for in-store dining but provides the highest quality delivery or carry-out pizzas at the best prices. They are known for their unique pizzas but also for flawless execution of the classics. After the pandemic, they wish to move their storefront and ordering to the web for safety and easy of access for their customers.

## Uniqueness

Pizza shops are a dime a dozen. What makes Chuck’s Pizza stand above the rest is their long history with the community, and their “Ingredient Specials”. Rather than offering 2$ off pepperoni or cheese like the big chains, they offer discounts on a specific ingredient that can be applied to any pizza or combo that contains that ingredient, even ones that are customized.

## Goals of the Website

There are three main goals with the website: Revenue, Loyalty Program, & Staffing.

Revenue

The main function of the site is to be the storefront of Chuck’s Pizza. Guests are still welcomed to call orders in, but this will give them (and the staff) a more efficient and convenient way of browsing the entire order and place orders. “Pizza Nights” are supposed to be the easy dinner options, so providing an easier way of ordering will increase sales and reach previously unreached customers.

Loyalty Program

To compete with large chains, Chuck’s Pizza would like to implement a Loyalty Program where they can offer special deals and discounts to customers that are loyal to the local shop. The website will be able to efficiently track, record, and implement this process with little extra burden on the staff.

Staffing

Along with all food services businesses, staffing has become a major issue after the pandemic. Having a section that outlines the benefits and excitement of joining Chuck’s team, as well as the ease of applying will attract more candidates.

## Sites similar identified by the client:

<https://www.papajohns.com/> One of the three big pizza chains. Good and clean mostly, but a bit busy at the header.

<https://www.dominos.com/> Even a bit more busy than papajohns. With the three focus images, your eyes aren’t sure what to look at first, and there is no intuitive flow to the content and deals.

<https://www.pizzahut.com/> Best of the big three. The top nav is easy and simple which helps with convenience (albeit a bit too lacking). There is a easy to understand the hierarchy of content with a top down approach. What’s on top is the most important and goes down. There is a big, isolated “Start Here” button that stretches the length of the container which makes ordering easy and the guest doesn’t have to search for it.

## Recommendation

This site needs to be simple, elegant, and convenient to browse and order. When families have limited time and attention to prepare dinner, they want a hassle-free, convenient experiences. They want to order it and forget it until it’s time to go pick up or it arrives at the door.

The homepage should focus on the current deals and offers with a call to action “Order Here”.

On the menu page, there should be attractive images of the pizzas and buttons underneath of “Customize” and “Add to Cart”.

The loyalty page should be simple and with the different functions separated to easy of use and understand.

The Join Us page should highlight the benefits of working here as well as the fun community that already exists.

Chuck’s Pizza also has a long history in this community. For more community engagement there should be a short page about their founding, any major milestones (revision), and their mission statement that hasn’t changed in 50+ years.

A social media presence is recommended to easily market the weekly ingredient specials and any other deals.

## Proposed Pages

**Homepage** – This is the landing page. It needs to showcase the current deals and promotions quickly with mouth-watering images. There needs to be a centered call to action “Order Here” and something interesting at the fold to encourage those more interested to scroll down and see what else Chuck’s Pizza offers and can teach them.

**Menu/Order** – Mostly likely the page with the highest traffic and longest time spent on. The pizza’s need to have images to showcase the ingredients easily and need to be categorized in similar sections. For example: Family Packages, Specialty Pizza, Timeless Classics.

The payment processor is recommended to be handled and process by a third-party (ie PayPal) to lessen the tech burden on the staff and management.

**Loyalty** – This page needs to be simple and easy to read at a quick glance so those in a rush get understand “what rewards can I use right now?”. Lower down the page and less priority, it needs to showcase “how can I earn more rewards?” which will encourage guests to pick Chuck’s Pizza on the next pizza night over the big chains.

**Find Us** – Since Chuck’s Pizza is locally owned and has pick up options, being able to easily tell customers the location of the building is important. This page also needs to be built in a way that will allow easy addition of new locations if they wish to open another store.

**Careers** – Careers need to showcase the fun work environment Chuck’s Pizza provides and the benefits beyond the paycheck they offer. Including a weekly free pizza, flexible schedule, advancement options, etc.

**Our History** – Most likely the least important page but it will increase loyalty of those in the community if they know the history and story of Chuck’s Pizza. They’ll be more likely to return over a chain pizza if they can relate with their story.

## Execution

The site will be built using WordPress, giving the owners an easy-to-use CSM to update the weekly specials. Since simplicity and ease-of-use to the primary goal of the function of the site, basic themes and limited customized code may suffice.

The color palate will be a simple white background to make pictures and call-to-acts pop. And the use of reds-orange-yellows accented by browns and limited whites (to not overpower because of the background).

## Price & Procedural Timeline

Since this site is an e-commerce and primarily used to generate revenue, a higher budget of a minimum of $8,500 is requested to guarantee a flawless execution to the end-users with an easy-to-follow and appealing design. The exchange and between the payment processor and Chuck’s Pizza must be secure and reliable.

Summer is the time of eating out, and pizza night isn’t any different. Because of that, Chuck’s Pizza is hoping to release the final build to the public by the start of summer to get into the seasonal market.