# About the Chuck’s Pizza

## What does your company do?

We are a family-owned, local pizza shop that offers the convenience of pizza night with classics, but also some specialty pizzas for those that are a bit more adventurous. We currently only have one location with no dine-in option; carry-out or delivery only.

## What information do you wish to provide online?

We wish for the website to be the storefront. This means providing information for location, menu, specials, advertisement, social engagement, contact-us, and hiring opportunities that will lessen the burden of staffing concerns.

## How is your company different than competitors?

Weekly ingredient specials. Rather than offering pizza discounts and promos, we offer discounts on a specific ingredient, and any pizza that contains that is given a discount. This allows up to move product that is either on discount to us from a supplier, something going bad soon, and to discourage the sale of ingredients that are temporarily difficult or more expensive to obtain.

Current promos and specials:

* Artichokes 2$ off
* Pick up and receive 3$ off next order. Must order online and log in with an account.
* New Website Special! Receive 5$ off your first online order. Must order online and log in with an account.
* Create an account and receive a free side of breadsticks with a purchase of a large pizza

## What is your company’s mission statement?

We wish to encourage and provide a convenient dinner option to families wanting an evening off from cooking.

## Does your company currently have branding materials? Logo, colors, etc.

No logo other than the name, but colors of red-orange-yellow accented by brown and white. You know, the colors of pizza.

## Who is your target market? Share any common demographics?

Young singles and families. The majority of our customers are those who either don’t have the time to prepare dinner or wish to have an easy night off from cooking.

## Time-line & budget

Since this will be a sales-driving site, we’re willing to invest a higher budget of $8,500 into the building of the site. We wish for the site to be live by summer so we can get in on the no-school season.

# Questions that help define the project

## What is the primary goal of the website?

Offer family packages that are convenient to pick and buy. Families choose pizza for the convenience. They choose pizza when they don’t want to cook or clean. They want it easy. So offering pre-packaged combos with all the goodies a family could want makes it even easier, and increases the number of items sold like drinks, deserts, and sides.

## What will the visitors usually look for when they come to the site?

The primary reason will be to buy pizza. What their goal is will vary. Are they looking to be venturous? Family deal? A test of time classic?

## Do you currently have a website?

No

## Features of the website?

Membership options with a loyalty system. Pizza shops are a dime a dozen. So if we can encourage regulars to continue to come here over a competitor when they are looking for a pizza night, then we’ll happily offer good deals for those that are loyal to the local shop over the corporate chains.

## Similar and competitor websites they like:

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

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

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

## What information will visitors want to see first? What else will your visitors want to see?

The current deal (cheapest pizza) is.

Where we are located

How to order pizza

## What will make this site a success?

Revenue. Exposure to the community. Assist with staffing issues.

# Questions that help implement the project

## What type of content will be on the site?

The Menu with option to buy online

External payment service

Location

“Join Us” Easy apply. Benefits for working. Work lifestyle and community.

## Will you want to update the site yourself? If so, how many different people will be updating the site?

Self-update. Mostly to update menu, change features, promos, and to keep things up to date so things like search engines will more move their site to the top of a search for pizza in the area.

Created in WordPress for an easy-to-update CMS.

## Will this information likely be accessed by mobile devices?

Yes – of course! Set up for future, easy implementation into a web-page based app. So regulars can get notifications, and have the easy of accessing the site with a click of a button rather than having to search for it on the web application of a mobile/tablet device.

## Will you need to implement e-commerce in this site? If so what/how? Will the e-commerce component be a membership or sign-up product?

Yes. Hosted by an external payment system like PayPal. The e-commerce can accessed by guests but customers can sign up to save payment & delivery information and gain loyalty points.