

- a) The business is a pizza business named “Mr. Pizza’s Pizza.”
- b) The business prides itself on serving and delivering fresh pizza in four different locations. We are committed to hiring only the finest chefs and using the best ingredients.
- c) We produce quality pizza with quality ingredients.
- d) The target audience would be any individual who enjoys amazing pizza and likes to receive delivery as well as takeout.
- e) We expect people to visit our website because they might want to order themselves a nice pizza that is produced in our fine establishment. Our website features detailed information about our company and displays information about our chefs that allows them to know how their pizza will be prepared. If someone is feeling hungry, they could order through our site.
- f) This is a product that people will search for. Pizza is an internationally recognized food. Traffic will direct people to our site. In this case, if a customer wants more information, they have the ability to look through our website and even leave a review if not satisfied.
- g) Everyone is familiar with this famous food, but maybe they have not heard of our specific pizza business.
- h) There isn’t really any information that would be considered time sensitive.
- i) Our customers could be enticed to buy our pizza by reading our chef bios or maybe by being able to order delivery.
- j) The customer would need to contact us to be able to order our pizza. They also have the option to write a review. We also have an email link and twitter page link.
- k) Our brand would be introduced to the public via our main page.
- l) Customers should be familiar with our product. After reading our webpage, customers should be able to familiarize themselves with our business through our webpage.
- m) Our most important features would be our delivery option and our ability to write quality reviews.
- n) Our webpage is open and honest. Most other pizza places just try to sell you a product. We try to sell an experience.
- o) There shouldn’t be any questions regarding our website. Once they order, write a review, and look at our menu, they should be satisfied.

To start, the website has several components. First, the home page. Here you have the option to place an order for delivery. Once the proper information is entered, it will send the user to a new webpage that confirms the pizza is ordered. Below are several click options. There is a review section, Our staff section, locations section, a contact section, and a menu section.

The review section directs the user to our review section, which opens up a new page and allows for users to write a review. The staff, locations, and contact section brings you down the page to view that specific information. Finally, the menu location directs you to a new page that allows a customer to view the menu. Throughout there are several pictures of our staff and our food.