

## **I. Purpose and goals**

The organization's major goal is to show a pizza restaurant to clients and present pizza selections so that individuals may order or preview them online before visiting the restaurant. The issue is that some eateries lack a menu with pricing and distinct categories, such as vegetarian and beef, making it difficult for guests to preview and weigh their food selections. Due to dietary restrictions, some clients might favor vegetarian alternatives over meat ones. They may view diet tags on every pizza by searching the website. Through labels and descriptions, I want to demonstrate the variety of pizzas on the menu and learn more about the restaurant.

## **II. Target audience:**

### **1. Persona 1:**

- Persona's Name: David
- Demographic Information:
  - Age: 30
  - Gender: Male
  - Employment: Software Engineer
  - Needs and Goals:

David is a health-conscious individual who follows a vegetarian diet.

He prefers to order food online, especially pizzas with unique and diverse vegetarian options.

David is interested in viewing a pizza menu with clear categories (e.g., vegetarian, meat) and detailed descriptions of each pizza's ingredients.

He wants to know about the restaurant's commitment to using fresh and locally sourced ingredients for a healthier dining experience.

David's goal is to find a pizza restaurant that aligns with his dietary preferences and offers a variety of flavorful vegetarian choices.

### **2. Persona 2:**

- Persona's Name: Emily
- Demographic Information:
  - Age: 28
  - Gender: Female
  - Employment: Marketing Manager
  - Needs and Goals:

Emily is a food enthusiast who enjoys trying different cuisines.

She values convenience and often orders food online for both herself and her family.

Emily prefers a pizza menu that showcases a wide range of options, including meat and vegetarian choices.

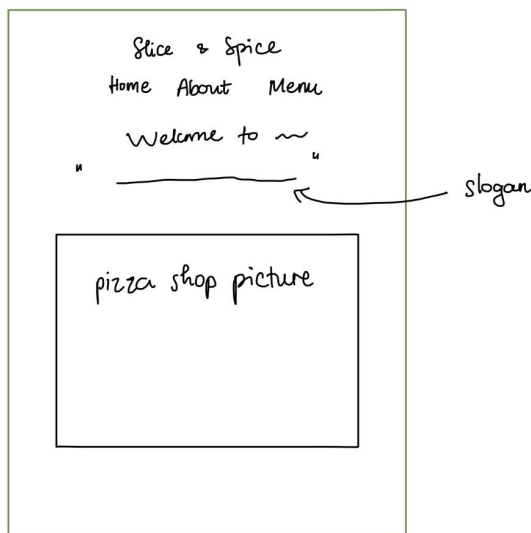
She wants to explore pizza flavors she hasn't tried before and appreciates detailed descriptions that highlight the unique ingredients in each pizza.

Emily's goal is to find a local pizza restaurant known for its diverse menu and high-quality ingredients so that she can enjoy delicious pizzas with her family

### III. Wireframe, Vue views, and components

#### 1. Home Page:

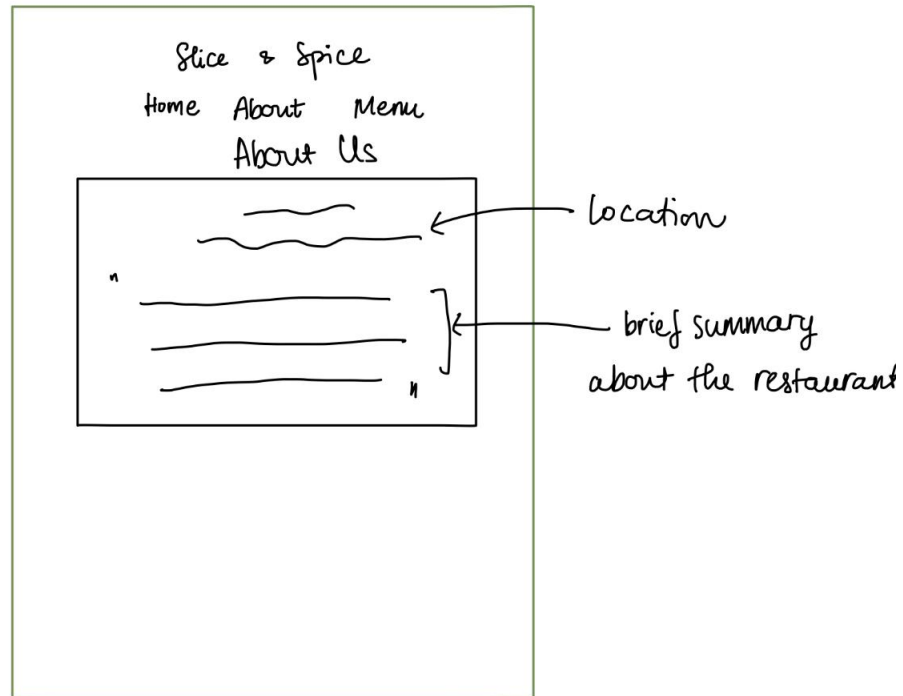
- **Vue view:** HomeView
- Header (Vue Router's RouterLink):
  - + Navigation Links: Home, About, Menu
  - + Logo
- Picture



#### 2. About Page:

- **Vue view:** AboutView
- Header (Vue Router's RouterLink):
  - + Navigation Links: Home, About, Menu

- + Logo
- Paragraph of summary



### 3. Menu Page:

- **Vue view:** MenuView
- Header (Vue Router's RouterLink):
  - + Navigation Links: Home, About, Menu
  - + Logo
- **Vue Component:**
  - + MenuComponent: display list of pizzas
  - + MenuItem: a template for each pizza containing pizza's name, pizza's tags, pizza's description, an "add to cart" button

