

User Stories

User 1: Pizza Store Owner

1. Manage Toppings UI:

- As a pizza store owner, I should see a visually appealing dashboard to manage toppings.
- I should be able to easily identify each topping through visuals or names.
- Adding, updating, or deleting a topping should be intuitive.
- Feedback should be clear when I try to enter duplicate toppings.

Assumptions:

- Store owner has an account created that they can login to
- Store owner has picture assets of various toppings
- Store owner knows how to fill out a form and knows what a required field is
- Store owner has a general awareness of alert and dialog boxes, the know how to close them out

User 2: Pizza Chef

2. Manage Pizzas UI:

- As a pizza chef, I need a creation space where I can visualize my pizzas.
- The design should help me differentiate between various pizzas and their toppings.
- Adding, updating, or deleting a pizza, or its toppings, should be a straightforward process.
- Ensure that the UI provides feedback when duplicate pizza names are entered.

Assumptions:

- Pizza chef knows what a pizza is and has a general idea of what they would like to order
- Pizza chef has a limit to how many items they would like to add, no infinite toppings or trying to make an unreasonable pizza
- Pizza chef has a general understanding of alert and dialog boxes and knows how to close them
- There are 2 options for a Pizza chef, established user with account and store past pizza orders they can quick order and customize and a "guest user" who is only making a pizza for this one time instance
- In the case for this exercise, I am going to assume a user that is already established

Current Competitors

Competitor 1: Dominos

Pros:

- Visual pizza builder with actual toppings depicted
- Running list currently added toppings is visible
- Ability to add toppings to specific sides of the pizza as well as the option to add extra
- Quick add of multiple orders of custom pizzas
- Pizza type and size selection on same screen in case user wants to change selection without having to go back to main screen

Cons:

- Price point is not visible until pizza is added to cart, can fluctuate when items are modified, added or removed
- Some pizza sizes have limits to toppings and crust selection, may mislead some users that it is an available option when it is not

Competitor 2: Pizza Hut

Pros:

- There is a running price breakdown that follows you when you scroll down
- There is the ability to add toppings to specific sides of the pizza as well as the option to add extra
- Price dynamically changes when changes are made
- You can see the pictures of what type of topping you are selecting

Cons:

- No visual pizza builder
- Need to keep scrolling up and down if changes need to be made
- Current selection of toppings is only visible when you scroll down to confirm selections and when pizza is already added to cart

Competitor 3: Papa John's

Pros:

- There are calorie breakdowns for each additional topping added to the pizza
- There is the ability to add toppings to specific sides of the pizza as well as the option to add extra
- You can see the pictures of what type of topping you are selecting

Cons:

- No visual pizza builder
- Need to back to main screen to change special crust selection
- There is a running tab of topping selections chosen but section has to be expanded to actually see what was chosen
- Base, Cheese, Meat and Veggie selections are in a Tab Format to toggle between, may confuse or frustrate a customer if they do not know how to use these selections

Key Takeaways

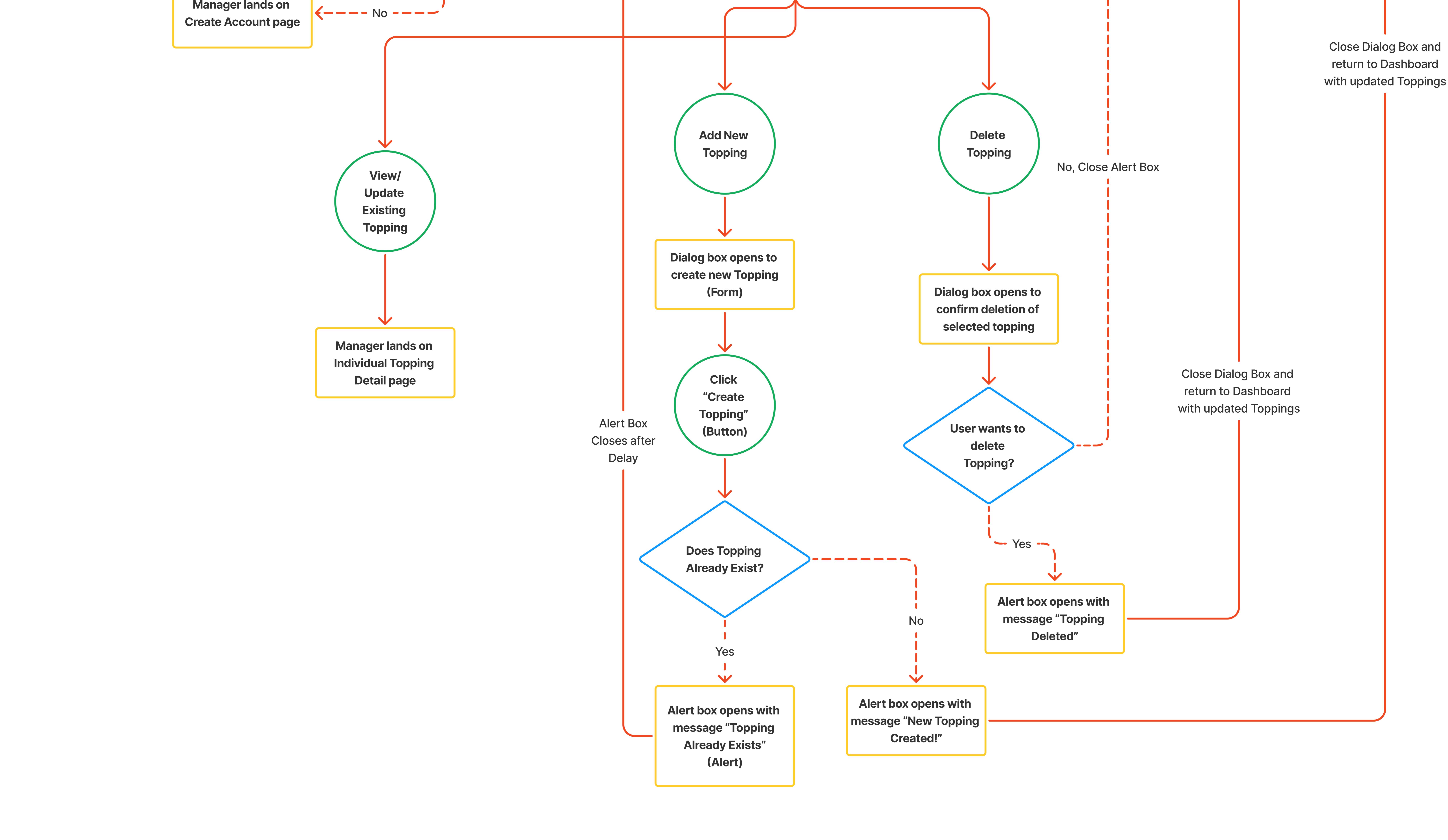
Attributes to Avoid	Best Attributes From Existing Competitors	New Features To Possibly Implement
<ul style="list-style-type: none"> Try to avoid multiple clicks (such as the multiple tabs for the Papa John's pizza builder), scroll and go Do not show price after pizza has been created a user may make a pizza and not want to buy it if the price is higher than they anticipated Keep all graphics up to date and state whether ingredient is in stock rather than being surprised if it is not on the pizza 	<ul style="list-style-type: none"> Visualize your pizza ever step of the way (as seen in the Dominos pizza builder) Have a calorie or macro nutrients info available for users who may be health or nutrition conscious Keep a running total visible at all steps of the building process, avoid "sticker shock" and losing a potential customer Keep visual or worded detail of what toppings/selections are already on pizza in case customer wants to change, delete or modify selections 	<ul style="list-style-type: none"> Pre-created "lifestyle" pizza (Keto, gluten free, vegetarian, etc) Have a quick order/re-order option for returning customers Keep all selections on single visual page/window to keep customer informed of their current selections Have scaled/ratioed sized pizza and topping selections so customer is aware of the size of the item they are ordering

User Flows

Key Action Items



Manage Toppings UI



Manage Pizza UI

