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| **NAME: Bronco Billy’s** | **PRODUCT: Pizza** |  |

DIRECTIONS 1. Brainstorm (5minutes/column 2. Choose Top Three (3minutes/column) 3.Choose Top One (1minutes/column)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Culture** | **Customer** | **Voice** | **Feeling** | **Impact** | **X-Factor** |
| How would your community describe you? | How would you describe your customers? | How do you sound to others? | How others feel after interacting with you? How do you make them feel? | What tangible effect do you have on others? What results do you provide? | How are your diﬀerent from others? What makes you special? |
|  |  |  |  |  |  |
| Family Oriented  Diverse  Hang out spot  Unique  Chill  Loud  Affordable  Fun  Gamer section  Juke box lovers  Westernized  Home-like  Comfortable  Multi-flavored | Family crowd  College students  Based on locations  Sports fans  Pizza lovers  Value members | Lively  Loud  Vintage  Cool place  Chill  Casual  Appealing  Appetizing | Welcoming  Positive  Casual  lighthearted  full  open to everyone  warm  homey  loud  energy  drunk  party feels  friendly  comfortable  Happy  Positive | Great food  Happy Stomachs  Social bonding  Family time  Study sessions  Cheap prices  A lot of coupons  To go food | Style  Slices are big  Seating is cool  Beer is good  Atmosphere is great  Deals  Healthy options  Full bar  Pizza! |

Example:

***Tea Haus*** *provides* ***custom teas*** *to* ***health-conscious customers*** *in a sophisticated environment with a* ***wise*** *voice. Helping them feel* ***mindful*** *and be* ***re-energize***

# Bronco Billy’s provides diverse experiences

# to pizza loving customers in a festive environment with a lively voice, helping them feel light hearted and be full.

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| USER STORY |  |  |  |
| AWARENESS How does our user find out? | ENGAGEMENT  What makes the user engage / conversion / download/ buy? | RETURN  What makes the user return to the site / retention ? | RECOMMEND  Why does our user recommend the site? |
| *Was invite by friend Signs up for newsletter*  *Clicks on book you trip now*  Classmates  Website | *Sees exclusive pictures Registers to see more Puts in name and email Lands on welcome home “Sarah”*  Big slices  Deals  Coupons  Environment | *Sees “plan you next trip” puts in dates for trip*  *Shares trip with friends Friends join the trip*  *Books trip*  Quality  Pizza  Easy access/location  Exclusive Deals | *Gets a welcome package Profile saves info to lessen repeat questions*  *Preferences are stored Shares picture with friends*  Discounts- student  Location  Convenient  Ease of access |

|  |  |  |
| --- | --- | --- |
| USER PROFILE | Demographics (age, gender, kids, job, income, hobbies)10+, M/F, kids welcomestudents, retail, homeowners, soccer moms, families, single people$10 + 40,000coloring, sports, drinking, studying | Story (short bio)Bob, 50, just wants a beer, a pizza and to watch the game.Sally, bio undergrad, 24, local cat lover. Came here to east with friends. |
|  | Needs (general needs, specific needs)Bob: lazy and doesn’t want to cook, just wants to relax. Bob’s hungry.Sally: over worked, and wants to hang out with friendsSally’s hungry and tired of pizza hut. (change of quality) | Solutions (how are needs met? Pick top 3)DiscountsLarge quantities |

Do this for Efficiency / Awareness, and other features / needs of your site

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Term | Description | Desirability | Obtainability | Total Score |
| Short term, medium term, long term – how long does it take? | What is the feature? | How much do we want this? | How easy is it to do?  In the Term specified! | Add up the columns |
| Short Term | User Login | 10 | 1 | 11 |