

PizzaTime Pizza

Brief Description:

PizzaTime Pizza has been in business for 64 years, founded in 1955, during which time they have expanded and opened 20 restaurants across Canada. There are 244 employees holding the business together with servers providing exceptional customer service, delivery drivers delivering pizzas in record times, and cooks making the pizzas just right. Since the business' conception, it has relied on rudimentary technology such as telephones and word-of-mouth to place orders. With the changing times and the advent of the Internet, PizzaTime has seen a steady decline in sales and is looking to rectify that with an E-commerce site.

Proposal:

As a freelance web developer, I will gladly offer PizzaTime my vision of what an e-commerce site can look like for them. The website will have a modern layout that will be easy to navigate and convenient for customers to place orders. Customers may place an order anonymously or as a registered user. If a customer registers, they will be able to save their recent orders, favourite restaurant locations, and payment methods. Their email address will also be saved so that PizzaTime can send them promotions when desired. The landing page of the website will display current deals and promotions offered by PizzaTime, a "login or signup" portal, a navigation menu, links for users to start their order for delivery or pick-up, and a footer with miscellaneous menu items and legal information.

Database Structure:

The database will be comprised of 9 tables:

- Users[id:int, name:varchar, email:varchar]: Used to store registered customers on the website. A user can place zero or many orders.
- Orders[id:int, user_id(FK):int, quantity:int]: Stores the orders made by a user. An order can contain many pizzas and can belong to only one user.
- Pizzas[id:int, name:varchar, size:int, price:int, num_toppings:int]: A custom pizza made by a customer or a specialty pizza from the menu. A custom pizza will be defined as 'custom' in the pizza table. A pizza can belong to many orders, can only have one image, and can have many toppings.
- Images[id:int, path:text, pizza_id(FK):int]: Pictures of the specialty pizzas. An image can belong to one pizza.

- Deals[id:int, name:varchar, price:int]: The current deals offered by PizzaTime. A deal can be defined as an order of multiple pizzas at a discounted price. A deal can contain one to many pizzas.
- Toppings[id:int, name:varchar, allergy_info:text]: The various toppings offered by PizzaTime in addition to their allergy information (gluten-free, msg-free, etc). A type of topping can be put on 1 to many pizzas.

