**Marketing Pitch**

According to Statista (2019), there are a total of slightly above 6 million people that order their food online and this trend is estimated to grow in number as the time goes. As such, it is of no wonder that many pizzerias, including famous ones such as Domino’s and Pizza Hut, do have a website of their own. However, as our previous research (and past experiences) on said websites, we found that there are some things that we can improve which becomes the focus of our website. For instance, our website would have the capability for the user to customise pizzas directly after it was ordered rather than redirecting them to another page to do so, which is something that is commonly found in pizzeria websites.

Furthermore, our website would also have some features unique to our website (or implemented by few pizzerias, I.e. uncommon) that focuses on benefiting the user. One such feature is having a “Build Your Own Pizza” feature to have the capability to show user the appearance of the pizza he/she will receive that changes dynamically in respect to the chosen topping(s). These sorts of problems are problems that affect UX (user experience) and might seems trivial but ignoring these problems might lead to a rather severe repercussion. At worst, this could mean losing potential customer (Metz 2017).

**Skills and Jobs**

* Back-end developer

A back-end developer would handle the server for the website along with any incoming and outgoing requests to that website. This person would also be responsible to keep data inside a database in an efficient manner so that queries (both for inside and outside company) do not take an unnecessarily large amount of time. The person for this role would also be required to collaborate with the front-end developer (I.e. the designer) due to the nature of website development.

* Website designer

A web designer designs the layout of the website in a manner that promotes usability to the users. Due to that, the person for this role should also be able to carry out a research to find the layout that reflects a good UX (user experience). Moreover, due to the everchanging trend in the UX field, this person would also need to be able to recognize such change and update the design of the website correspondingly. This person would also be required to collaborate with the back-end developer due to the nature of website development.

* Data security analyst

Since the website is of commercial nature, a certain degree of security is needed to ensure there are no unauthorised access which could be harmful to the company utilising the website. The person for this role would be responsible to handle the various matters of security for the website and as such expected to have a vast understanding in that area.

* Photographer/Photo Editor

A photographer is needed to take pictures in a way that could entice/attract consumer using various photographing techniques. These photos could include several things, such as photos to display for each pizzas and place of the branches (I.e. the pizzerias under the company name) of the company that has the website. Moreover, the person for this role is assumed to also know about editing the photos that have been taken to produce suitable images that are fitting to be displayed on the website.

**Project Processes (Ian)**

From my time working in the group, I’ve learnt that there are benefits to working in a group rather than individually. Working in a group proves to be reducing the work needed to be done by much, and ultimately reduces stress. This is especially true as the time to finish the project is relatively short, even for a project as simple as us, which is making a website. Whilst working on the project, everyone is doing their own part, which is crucial for project completion. I also learnt some many new things about web programming from the code made by other team members, which knowledge I used to make my own code. However, not all things are going as planned/well. Halfway through the semester, one of the group members left the group because of some academic problem which, not only very unfortunate for her, also impact our project flow as she has some skills that otherwise be very useful towards the project.

The team is also still using the same communication method as before, which is using WhatsApp. The group’s communication processes are also the same, that is answering other members questions and queries when asked. Although, the communication seems to be even more passive than before, mostly due to time limitations/restrictions (being busy on some other matters) and the fact that one of our group members left the group.

From my experience doing this project, it seems that planning is critical to the success in making the project. In a website, it seems that each page has almost a unique look compared to the other, except the header. In which case, putting comments that are easy to be understood would be very helpful and greatly reduce the time to code the pages, especially if said pages are done collaboratively. Although, our group comprises of a small number of people and as such I would think that a different approach might help the group further. If I am to start again, I would suggest for each group member to do a specific page, that would still also contain comments for the ease of understanding, which then combined when finished to create a full working website (or close to it).

As for the advice for a group that would embark on a similar project, I would say that they should make a specific plan and separate works amongst the members, which would also depend on how many members in the team itself. This would make sure that each member would do the part they are already familiar with and avoid having to restructure codes which we unfortunately come across due to the lack of coordination. Moreover, I would also suggest them to give/leave comments in their code which could be of immense help to some other members that might not be familiar with the code or even to give some general understanding when trying to combine parts of the project.

**Reference List**

Metz, T 2017, ‘The Real Effects of Bad Web Design’, *Usability Geek*, blog post, 3 May, viewed 29 May 2019, <<https://usabilitygeek.com/real-effects-bad-web-design/>>.

Statista 2019, *Online Food Delivery*, Statista, viewed 29 May 2019, <<https://www.statista.com/outlook/374/107/online-food-delivery/australia>>.