**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

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.

**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>>.