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2/16/18
WATS3010 - Design Document

Name of site/company

Best Pizzas NA

Description of your design concept/approach

We are designing a website for a local restaurant selling pizzas and other foods. The website will include a menu page which will list the item and price. If available, there will also be an accompanying image next to the listed item. In addition, it will have a location page which includes a map of the location and a description on how to get there. It will also have an about us page that talks about the history of the restaurant and the owners who run it.

What you hope to accomplish with your design concept/approach

The goal of this concept/approach is to increase restaurant business using the website as an advertising platform. We will use a combination of graphics, presentation, and layout on the website to attract customers to the restaurant. We are trying to distance ourselves from pizza chains like Dominos and Pizza Hut because the restaurant is local, so the goal is to design the website that evokes that mood.

Target audience

The website is aimed at selling local food to all paying customers in order to reflect the restaurant's mission statement of spreading the love of food around the country. This also includes, but is not limited to, tourists, travelers, etc. In addition to attracting new and returning customers, we are also trying to lure journalists, foodies, and members of the press to further advertise the restaurant and promote restaurant business.

Other sites you looked at for inspiration

http://pizzatime.com/

https://sbarro.com/

http://www.bellalunapizzaandpasta.com/zgrid/themes/13030/intro/index.jsp

Other sites for comparable businesses that justify your concept/approach

http://veronapizzaandpastaseattle.com/19390

https://www.pagliacci.com/