

Best Pizzas NA

Website Requirements

Victor Ng

Project Statement

Building a website for a local restaurant that serves pizzas and other foods as another advertising platform



Brief History of the Restaurant

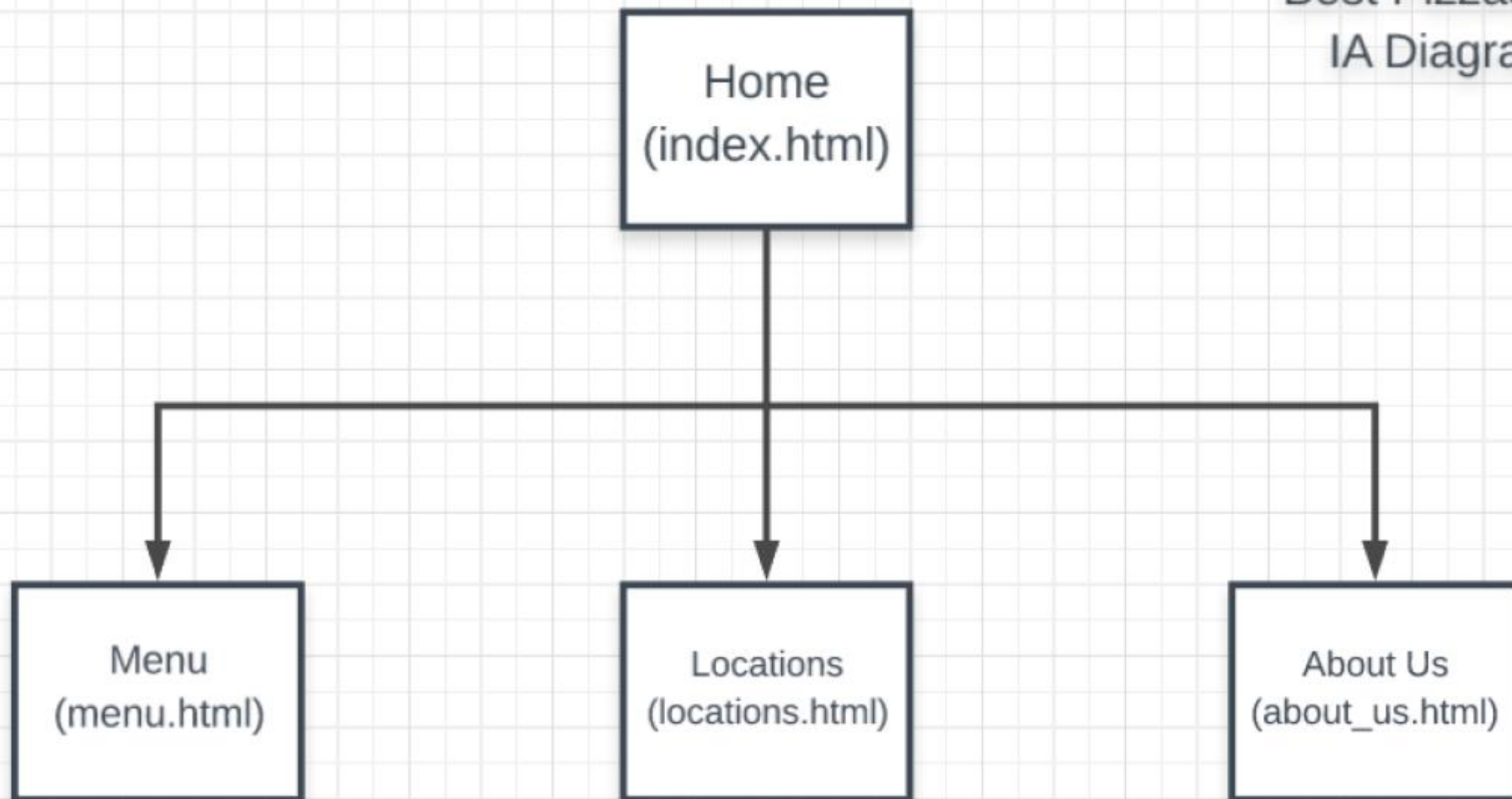
- The restaurant was built by two brothers that loved pizza and wanted to share their love of food with the rest of the world.
- The original restaurant, called Monster Pizzas, was built in 2000 in Boston, MA. It was burned down in 2004 due to a nearby apartment fire. After struggling a few years to reopen, they rebuilt the restaurant in Seattle, WA and called it Best Pizzas NA to signify that their pizzas are the best in North America.

Information Architecture

- The website will consist of an about us, location, home, and menu web page.
- Visitors who go to the website will hit the home page first. From there, he or she has the choice of navigating to the menu, location, or about us pages using the navigation bar.
- To get back to the home page, he or she will need to click on the logo.

Information Architecture

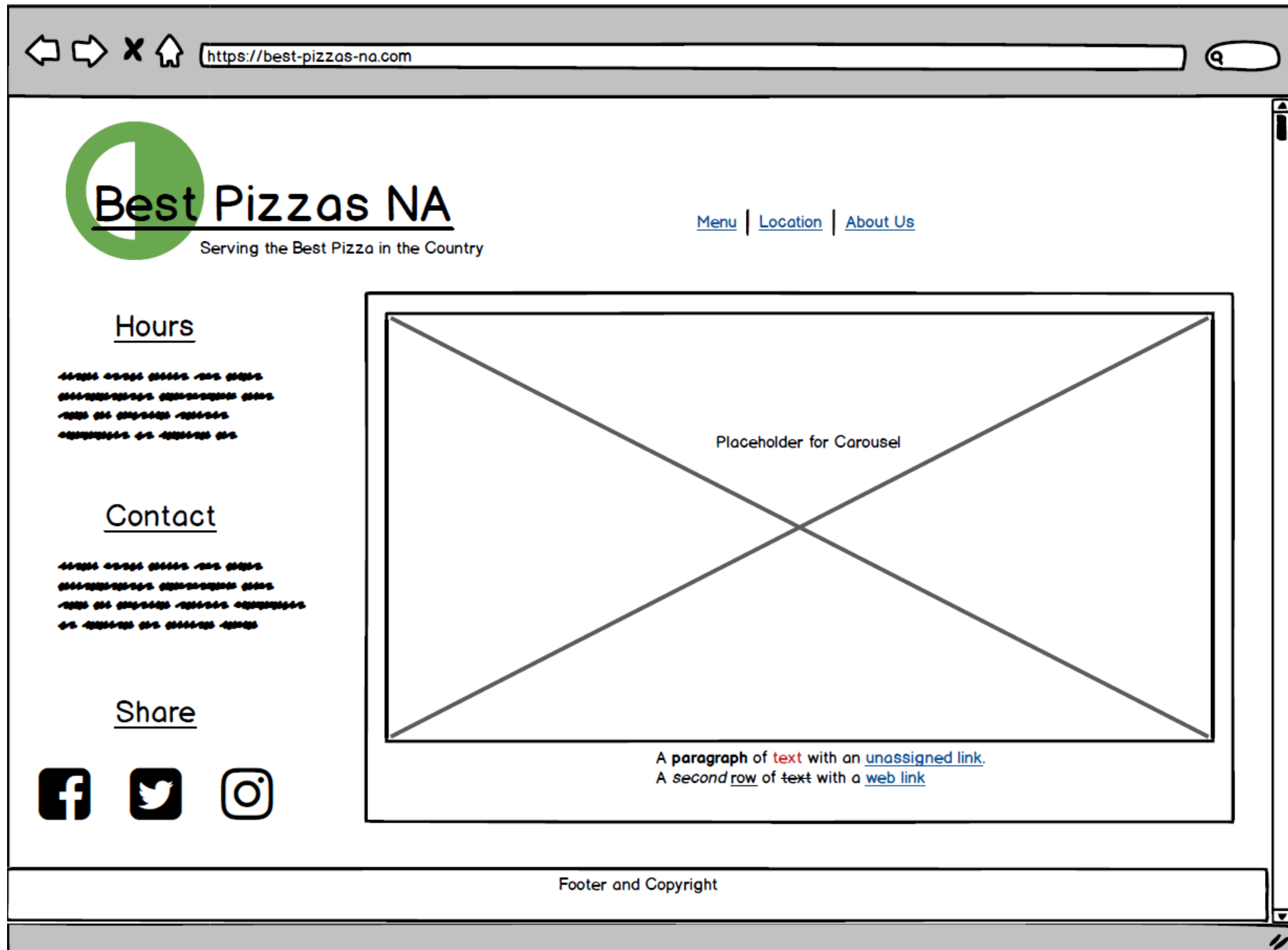
Victor Ng
Best Pizzas NA
IA Diagram



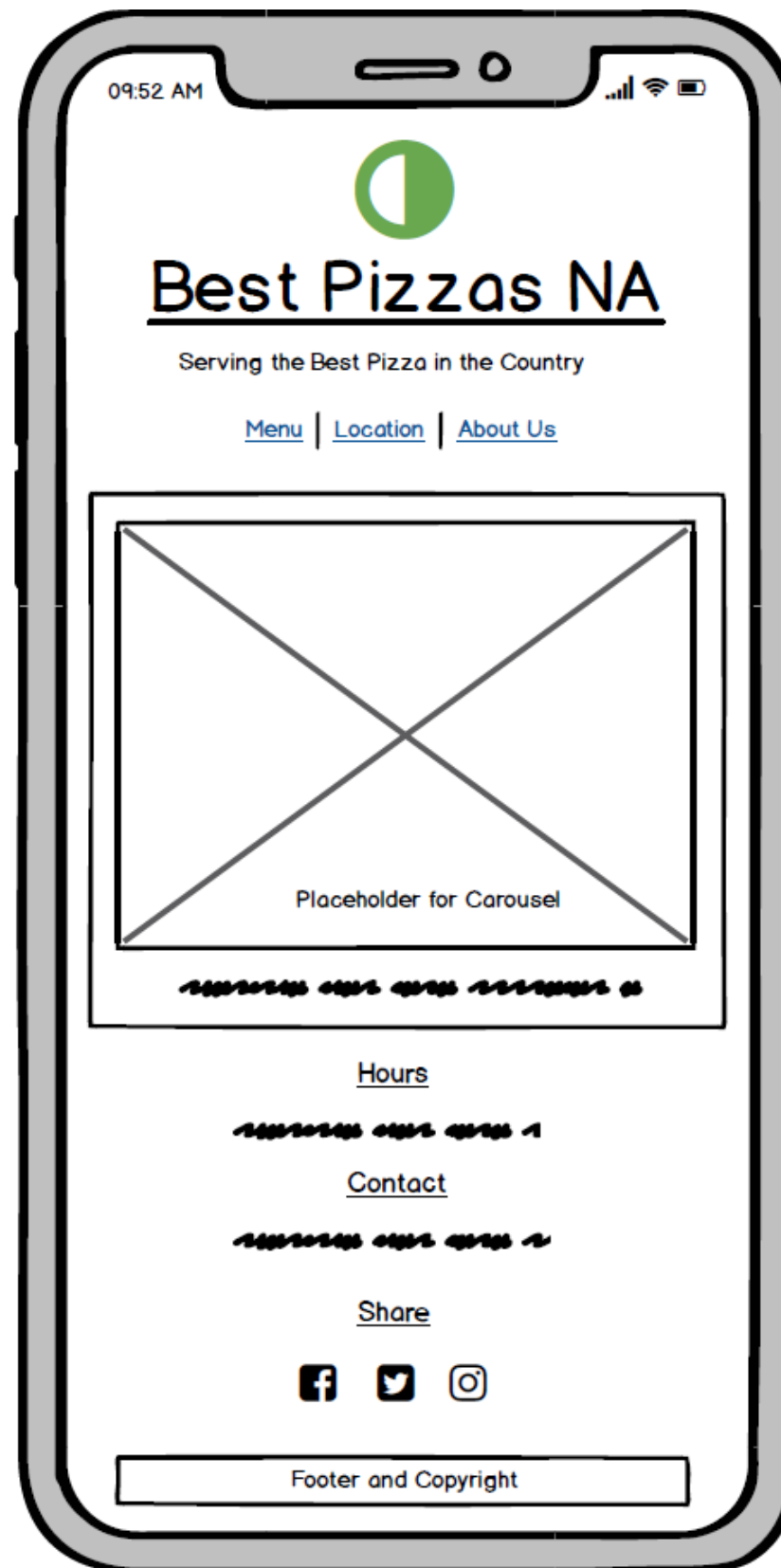
Website Design & Concept

- The website is going for a design that looks and feels local. We want the website to look legitimate, but not too simple like the pizza chains (Pizza hut, Dominos, etc.)
- Every web page, including mobile, will have the hours and contact information listed on the left hand side. This ensures the information is always available when the visitor decides to contact the restaurant.
- In the case of mobile, this information will be displayed at the bottom of the web page in the same order (hours, contact, share).

Website Design & Concept (Desktop)



Website Design & Concept (Mobile)



Target Audience

- New and returning customers – primary source of revenue
- Foodies and journalists – increase exposure of the restaurant and further promote restaurant business

Best Practices and/or Recommendations

- Since we are designing a website to allow customers to view our website from any device, we will need to follow mobile-first guidelines: <https://abookapart.com/products/mobile-first>
- We will employ best practices set by W3C (<https://www.w3.org/standards/webdesign/mobilweb>) to make our website mobile compliant

Additional Thoughts

- We will use the Bootstrap framework primarily to make the website mobile compliant.
- We will conduct surveys to get peoples' feedback on the website.