

Competitor Research

Purpose

To understand how the competitors and other businesses in Pizza Hut's space handle large online orders. This will allow us to see what designs other online pizza ordering websites use and how they differ from normal ordering procedures.

Competitors

Papa John's

The process Papa John's website uses for bulk ordering appears to be for the customer to contact Papa John's over the phone. Their catering page has little information on what can be ordered. They would rather the customer contact them to be guided through the process. Papa John's does not support the type of ordering we wish to implement on the Pizza Hut website.

Domino's

The Domino's website features the group ordering tool for ordering large amounts of pizza at a discount. There are different discounts for different ranges of pizzas ordered. The interface shows pictures of the different basic and specialty pizzas which can be added to the cart. A calculator is included that helps the customer figure out how many large pizzas they should order for a specified number of people. The menu is limited, but there are a good amount of pizzas to select from.

Chick-Fil-A

As opposed to the process with other competitors, the only option available to order food on Chick-Fil-A.com is to order catering. This is an obvious option, too, as the homepage has both a large “Order Food” button and a large “Order Catering” button. Both buttons arrive at the same screen, which asks if you would like this catering order delivered or ready for pickup. After selecting either option, you are prompted to enter location information, then are prompted to choose from a list of stores. Each store lists its minimum catering amount and hours prominently. After selecting a store, you are prompted to enter a delivery date and time. This process is very intuitive. After all of this, you can easily browse and choose bulk food options to add to your cart. This is a very seamless process and is something to look at while drafting our project.

Subway

Subway offers options for both individual orders and catering. The user can select whichever option they want on the ‘Order Now’ page. You are allowed to enter your location manually or detect it automatically, choose a store nearby based on the location, add items to your cart from the catering menu and select a desirable time/date for the bulk order. However the whole process is extremely tedious — 1) the option to detect your location automatically is not visible upfront. 2) there are restrictions on the items which can be ordered via catering but there are no instructions for that on the website, they only become apparent when you try to add them to your cart. 3) the minimum preparation time for any bulk order is 24 hours but again there is no instruction which says so, you get an error message when you submit a form with a time chosen lesser than that. The entire process is frustrating and leaves much to be desired.

Conclusions

Through viewing other competitors' bulk ordering systems, it is apparent that Pizza Hut's implementation must make ordering in bulk simple and stress-free for the user. In the Pizza Hut implementation, in order to minimize confusion for the user, there should be an obvious place to make bulk orders. Unlike on Domino's website, the user should be able to type in how many items they want as opposed to using a limited drop-down menu. There should also be a "popular pizzas" section containing commonly ordered pizzas such as plain pepperoni or cheese to make it easy for the user to order.