

ZaBuilder

Web App

ZaBuilder is an application that allows you to customize and create your own pizza at home, with full instructional guides.

People have been ordering pizza for decades, but few have attempted to create their own. ZaBuilder gives people the ability to create a pizza which caters to their liking. Whether someone wants to spend fifteen minutes to create a simple thin crust pizza, or wait hours for the dough to rise to make a more artisanal pie, a wide variety of options are given in each step to give the user full control and customizability over the pizza they wish to create.

Personas



Steve the Pizza Chef

Works at a gourmet pizza place downtown, always on the lookout for original ideas.



Susie the Home Chef

Cooks for the family, and is always looking for new recipes online.



Chris the Student

Can't afford to order out, but adventurous enough to make some food for the all-nighter.

Comps

