

◇ WE'RE THE ◇
ROSATI FAMILY

>>>> AND WE, JUST LIKE OUR PIZZA, <<<<

keep it real

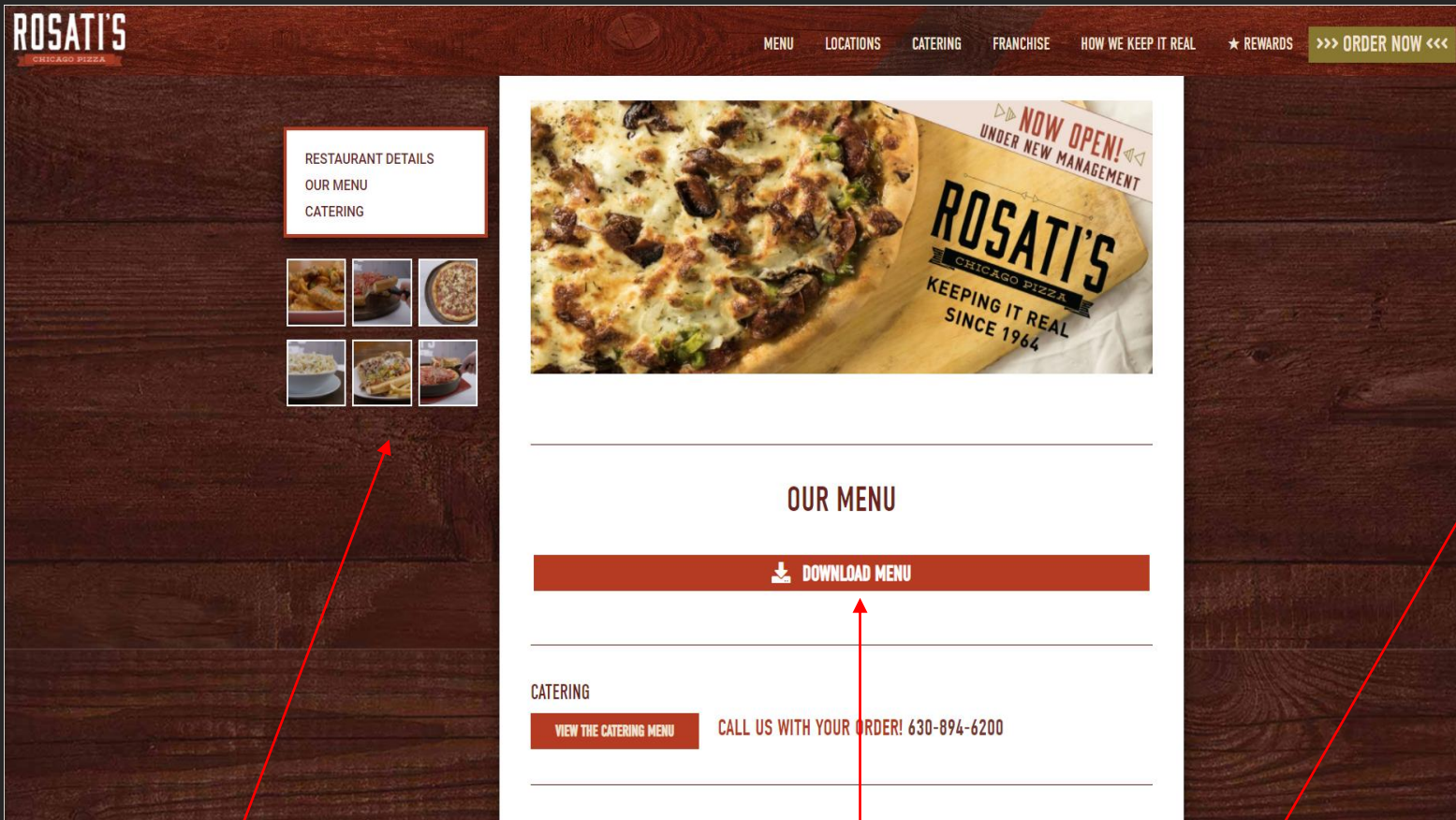


ORDER NOW

Summative Formative
Assignment

Website - Pizza Menu
<https://www.rosatipizza.com/>

Michelle Valentin



Gallery slider – should add detailed captions for each photo

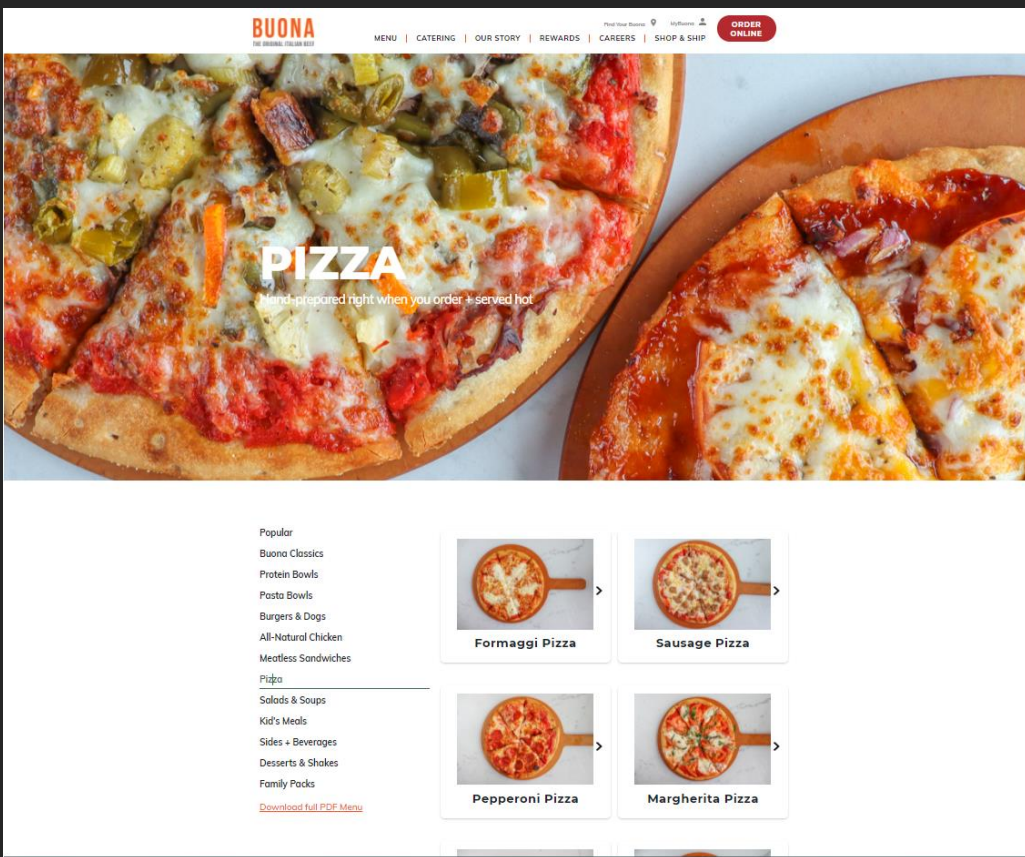
The menu page is set-up with a downloadable pdf. A generic style of static pages.

It is missing the following:

- Additional options to view actual photos of dishes
- Extended food description
- Call-to-Action functionality



Consider: The demand for online ordering is increasing. Having an online ordering system means that users can take a detailed look at the available food options and decide their choice before placing the order.

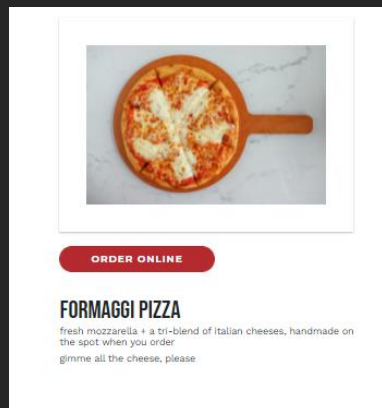


A competitor comparison

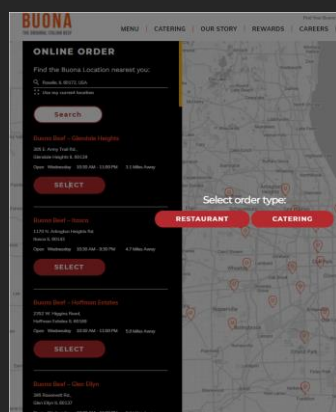
<https://buona.com/>

The competitor menu page is an interactive page. It is categorized of selections and a custom ordering system.

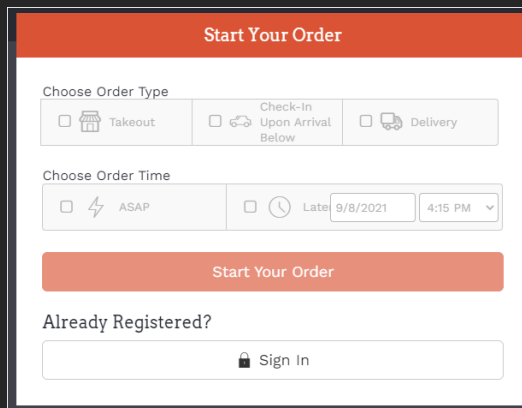
- It shows various types of pizza
- Ingredient descriptions
- Call-to-Action: Order online system
- A series of steps:
 - Restaurant locator
 - Preset date / time
 - Order standard pizza or customized order
 - Choice of delivery or cater
 - Check-out



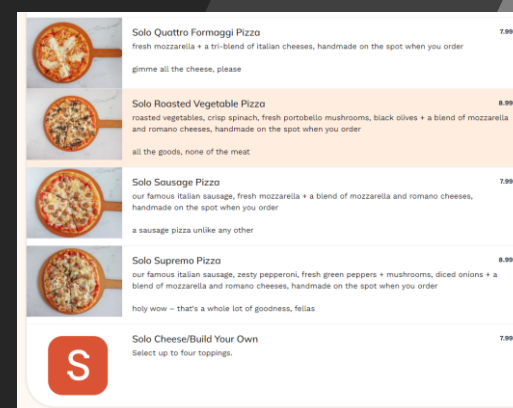
1. Order online



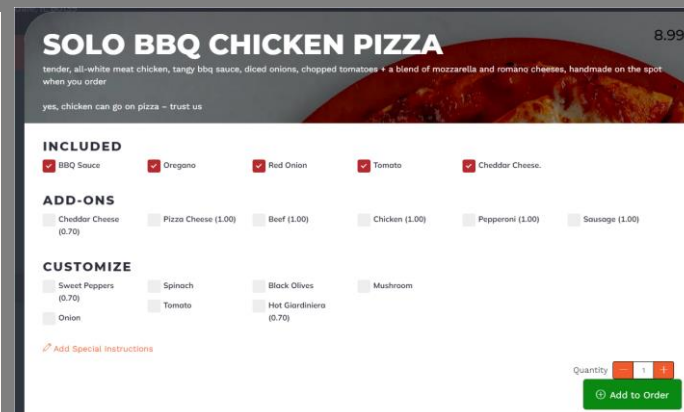
2. Locator



3. Preset time / date



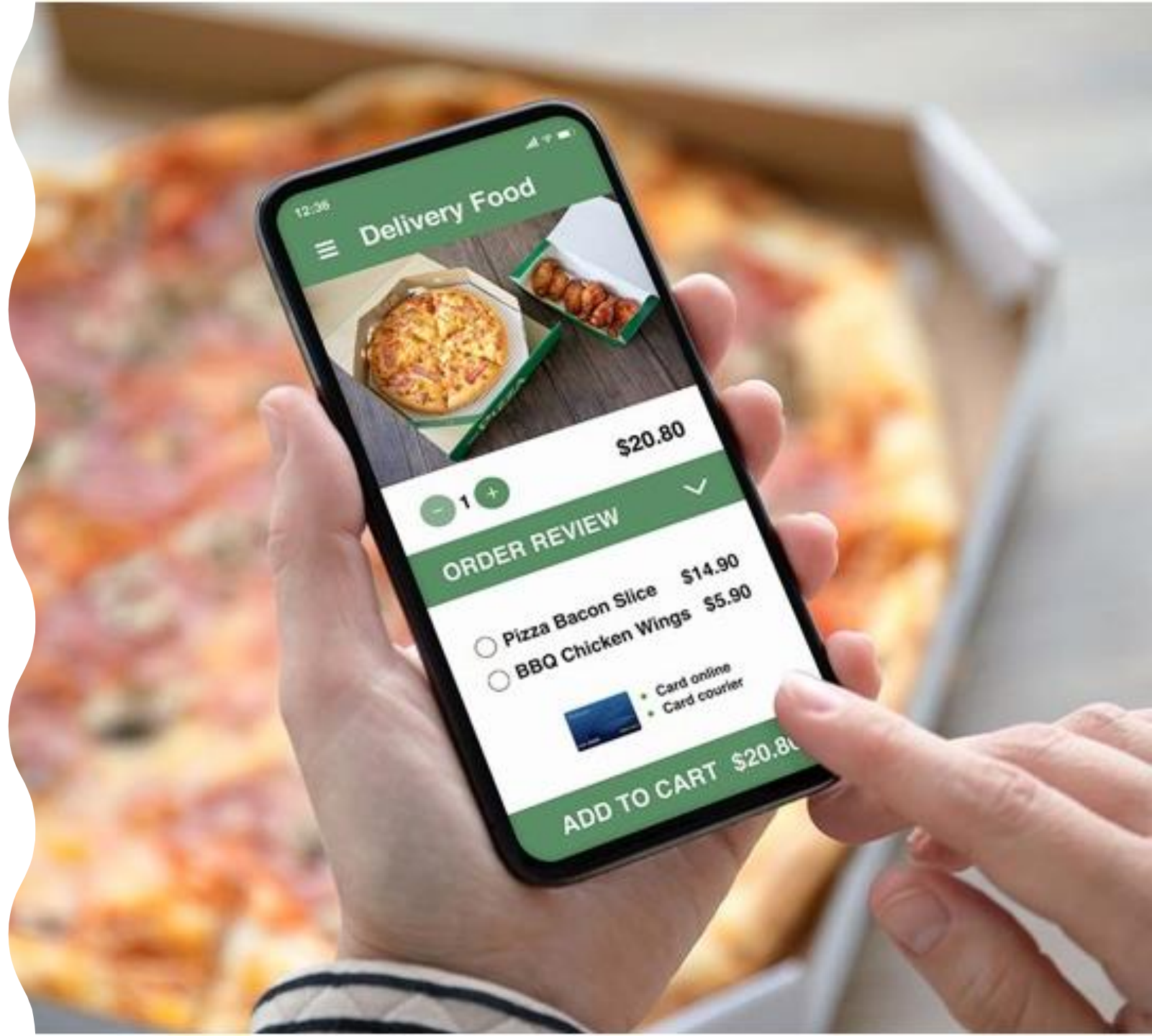
4. Order standard or customize pizza option



5. Check-out

Cost revenue gain for an online ordering

- Boost sales by introducing a new stream of revenue into your pizza business.
- A new demographic of customers, who may not otherwise visit your establishment, can contribute to your revenue. And this can quickly become a huge source of revenue.
- It improves operational efficiency by effectively eliminating order error. By giving total control to the consumer to place an order, you can streamline your pizzeria's operations and increase throughput.
- It's important for restaurants to look for ways that can boost their sales. Implementing an online ordering system is the way forward business.



Benefits Online Ordering

- Makes the ordering process easier
- No commissions - keep your profits
- Get more repeat orders
- Own your customer data
- Increase mobile ordering
- Branded to your restaurant
- A broad range to reach consumers
- Flexibility for customers
- Account creation to set preference



Benefits Online Ordering

With online ordering systems, customers get their preferred food delivered at the place of their choice – a party hall, friend's place, office and even home.

Food ordering apps increase the speed and ease at which one can order food.

A wide range of menu options with eye-catching pictures (say, a yummy dessert or a crispy, scrumptious slice of pizza) means more unexpected and additional orders over their preference.



Benefits Online Ordering

When customers can browse the menu without feeling rushed by lines, they tend to spend more time deciding what to order.

The math is simple: the more time they must look over, the more they are likely to order. You can highlight specific items on menus and run promotions to influence their purchase.

Now that's a profit!



Advantages in-house ordering

- Easier and a cheaper option for restaurants to have a menu with the food varieties
- Higher profits, which means they can employ their own staff for food delivery
- Using stimulating food photography on the menu to entice and tempt users to try out new dishes, mainly specialties
- Showcase your bestsellers and differentiate other options under specific categories (Starters, Soups, Main Course, Choice of Breads, Desserts, and so on)
- Easy to change menu depending on the customer response, add new items to the list and change the design
- Exclusive online promotions, combo offers and other irresistible offers on items to drive the sales



Online ordering

When every second counts

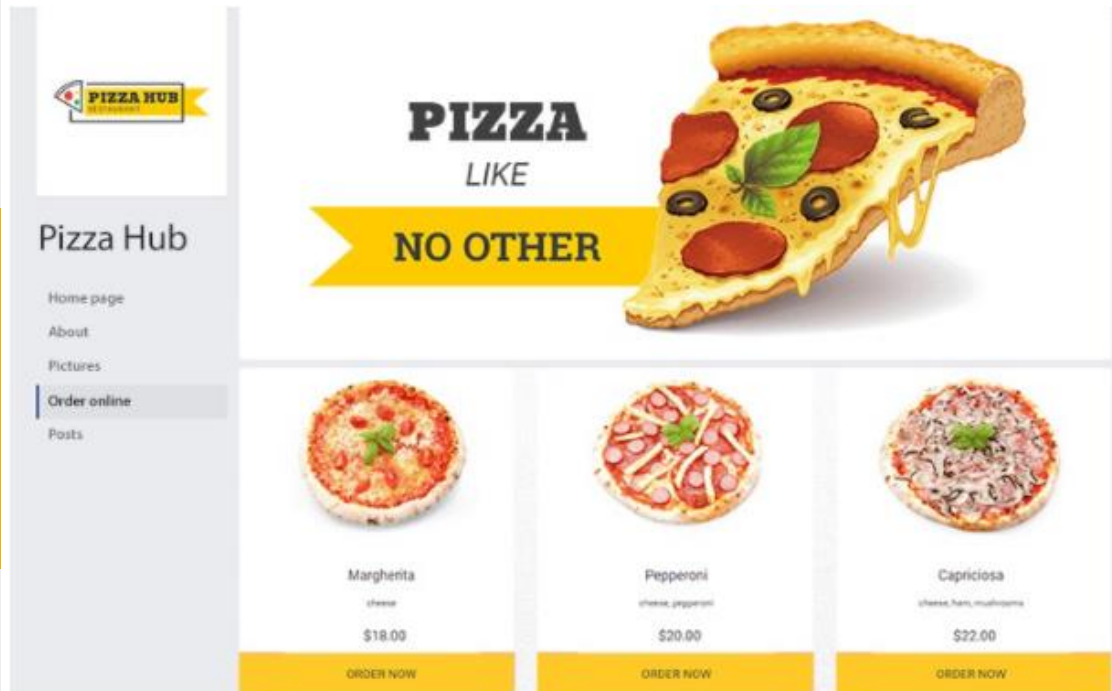


A sales process is a repeatable set of steps that your sales team takes to guide a prospect through each stage of the buyer's journey in order to convert them into a paying customer.

A series of steps to place their order online. After placing the order, they can track the Pizza Journey with the [pizza tracker](#).

A well-defined sales methodology for them to follow in order to increase sales performance in your organization.

Resource: <https://www.sellution.com/blog/sales-process/>



Certain elements during the development phase, the emphasis focus gear system and not on the person who is the end user. If something is going well, you don't notice it. But usability in products can either be frustrating to the consumer and/or hard to use.

"For summative testing, ... I limit interruptions and deep, probing questions and focus mostly on watching behavior as participants complete tasks. I leverage the think-aloud protocol for simple explanations of that behavior."

Using the summative evaluation of a near finished product we can then measure the usability (defined as effectiveness, efficiency and satisfaction) of the complete product. The main components are the human, context and activity approach to user-centered design.

Resource: Infusing Usability Testing with Reality, Article by Michael Hawley



Rather, it is more important to recruit participants who match the profile of the target audience and track how those users accomplish defined tasks.

"A business sponsor and observer asked me about my line of questioning: 'What do you expect...?'"

- Assess how well our proposed designs would align with user needs.
- Understand how the new branding for the section would impact the user experience.
- Understand how well a proposed conceptual approach to information categorization would support information seeking.

The usability requirements should be task-based, and should tie directly to product requirements, including results from analytic tools such as personas, scenarios, and task analysis.

Resource: Infusing Usability Testing with Reality, Article by Michael Hawley



Rather than just exploring the intuitiveness of a product, you are interested in seeing how well a user can perform a realistic tasks and in identifying specific usability deficiencies in the product.

Toward the end of the design phase, a comparison test can be used to see how the released product stacks up against a competitor's product.