3 Course Feast

Mason Tavakoli

Restaurant Concept

Restaurant Name & URL

3 Course Feast
3CourseFeast.com

Food & drink

3 course meals in a box
Options/Customization:

- Appetizer (Soup or Salad):
  - House Vegetable Soup, Chicken Noodle Soup, Tomato Basil Soup, Clam Chowder Soup, Baked Potato Soup
  - House Salad, Greek Salad, Caesar Salad, Green Mix Salad
- Main Dish/Sandwiches:
  - Club, Turkey, Ham & Cheese, Roast Beef, Grilled Chicken, Cuban, Italian, Grilled Cheese
- Dessert:
  - Chocolate Chip Cookie, Peanut Butter Cookie, Brownie, Key Lime Pie, Cherry Pie, Apple Pie, Fruit Salad, Potato Chips
- Drinks:
  - Water, Lemonade, Coke, Ginger Ale, Orange Juice, Apple Juice, Unsweetened Tea

Location

Atlanta, Georgia
Serving the Northern Atlanta Area

Main target audience

The main target audience for the restaurant are the *busy working folks*

Cost

Moderate: ($$)

Elevator pitch

You are a royalty in our kitchen, and we'll feed you a feast meant for the kings! 3 Course Feast delivers beautifully packaged, fresh, super-sized, quality three course meals to the folks in the northern Atlanta area.

Strategy

Target Audience

The website/app will focus on the following target audiences:

Roles (groups of people with similar goals)
Individuals that are either busy, short on time, don't have transportation, and/or don't want to cook

- Office Worker
- College Student
- Senior Citizen

Demographics (gender, age, education, occupation, marital status, income and location)

- **Gender** - Male and Female equally
- **Age** - 25 -65 years old
- **Education** - College or higher
- **Income** - Working Class
- **Location** - Northern Atlanta Area
- **Occupations & Marital Status** - *not a factor*

Psychographics (personality, values, attitudes, interests, lifestyles)

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**
  - Hard worker
  - Studious
  - Active
- **Values:**
  - Quality
- **Lifestyles:**
  - Foodie
  - Commuter/Transient
  - Busy

Strategy - User Personas

John Williams (38) – Office Worker

- "Work Comes First" mentality. John works at a financial consulting firm. He is short on time and preparing for a meeting with a client. He can't leave the office for lunch.

Jen Rakel (25) – Student

- "Got to ace that exam!" Jen is a studious college student who is at her dormitory preparing for an exam coming up later in the day. She does not have a car.

Joe Smith (65) – Senior

- Joe is a retired mechanical engineer. He prefers to order out today because he is little bit tired from working in the yard earlier in the morning and haven't had a chance to go shopping this week.

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- View the menu
- View the prices
- Select from various options
- Find out delivery time
- Contact the restaurant for questions
- Create an optional account for easy checkout in the future

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Communicate quality (fresh meals)
- Communicate quantity (super-sized meals)
- Communicate easy access and ordering
- Communicate the progress and delivery of order
- Appear as professional establishment

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.
"The user will be looking for…"

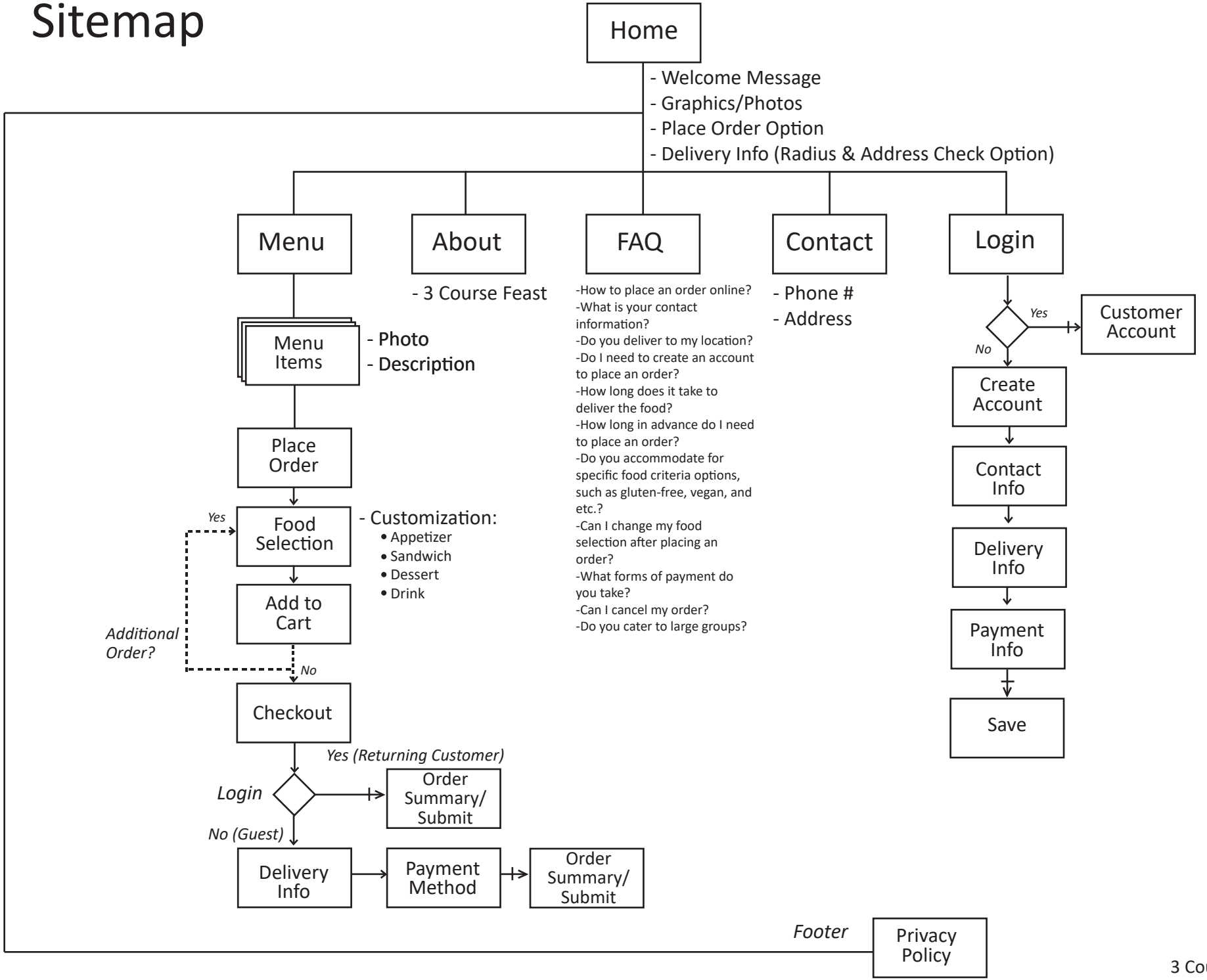
- About Us page
- Contact Info (phone number)
- Food Menu (food selection, picture & price)
    - Appetizers
    - Sandwiches
    - Desserts
    - Drinks
- Delivery Radius, Time & Price
- Option to create an account (for faster future check out)
- FAQ
    - How to place an order online?
    - What is your contact information?
    - Do you deliver to my location?
    - Do I need to create an account to place an order?
    - How long does it take to deliver the food?
    - How long in advance do I need to place an order?
    - Do you accommodate for specific food criteria options, such as gluten-free, vegan, and etc.?
    - Can I change my food selection after placing an order?
    - What forms of payment do you take?
    - Can I cancel my order?
    - Do you cater to large groups?

Functionality Requirements

Systems that will allow the user accomplish tasks.
"The user will be able to…"

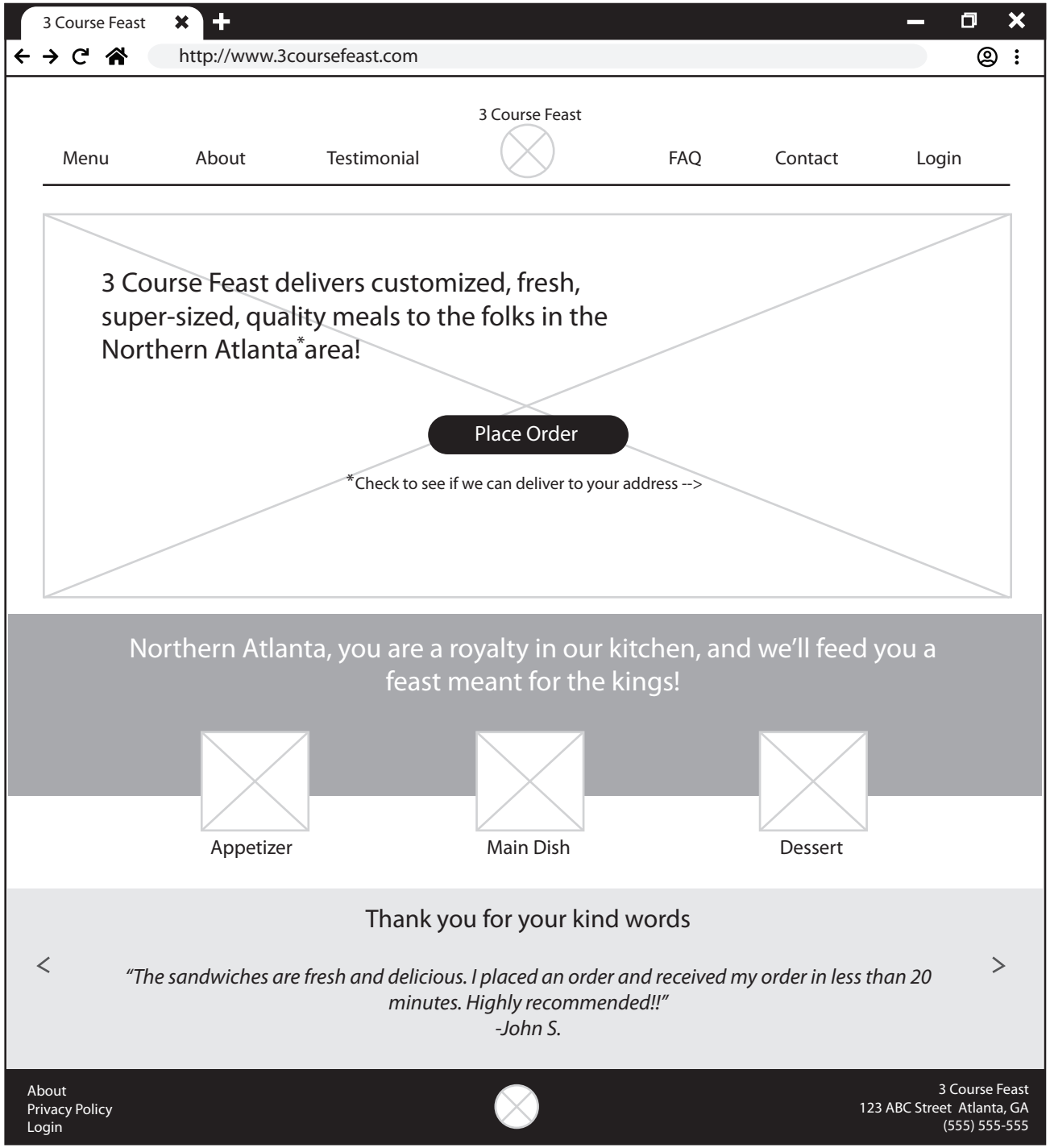
- Login
- Create an account
- Customize food order
- Place an order online
- Submit Delivery and Payment Info
    - Contact Info
    - Delivery and Mailing Addresses
    - Credit Card
- Receive order and delivery update text messages
- Opt out of text messages
- Type address to determine delivery radius criteria

Sitemap

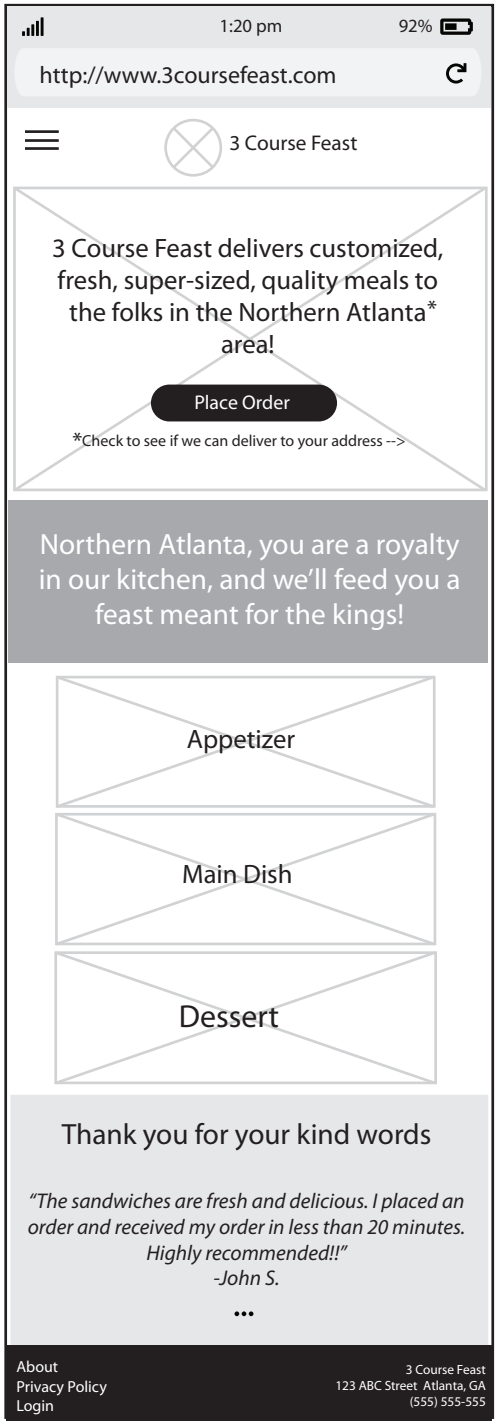

Home
- Welcome Message
- Graphics/Photos
- Place Order Option
- Delivery Info (Radius & Address Check Option)
Menu
About
FAQ
Contact
Login
- 3 Course Feast
-How to place an order online?
-What is your contact information?
-Do you deliver to my location?
-Do I need to create an account to place an order?
-How long does it take to deliver the food?
-How long in advance do I need to place an order?
-Do you accommodate for specific food criteria options, such as gluten-free, vegan, and etc.?
-Can I change my food selection after placing an order?
-What forms of payment do you take?
-Can I cancel my order?
-Do you cater to large groups?
- Phone #
- Address
Yes
Customer Account
No
Create Account
Contact Info
Delivery Info
Payment Info
Save
Menu Items
- Photo
- Description
Place Order
Yes
Food Selection
- Customization:
• Appetizer
• Sandwich
• Dessert
• Drink
Add to Cart
Additional Order?
No
Checkout
Yes (Returning Customer)
Login
Order Summary/ Submit
No (Guest)
Delivery Info
Payment Method
Order Summary/ Submit
Footer
Privacy Policy

Wireframes - Home Page

Desktop



Mobile



Wireframes - Ordering Process (1/9)

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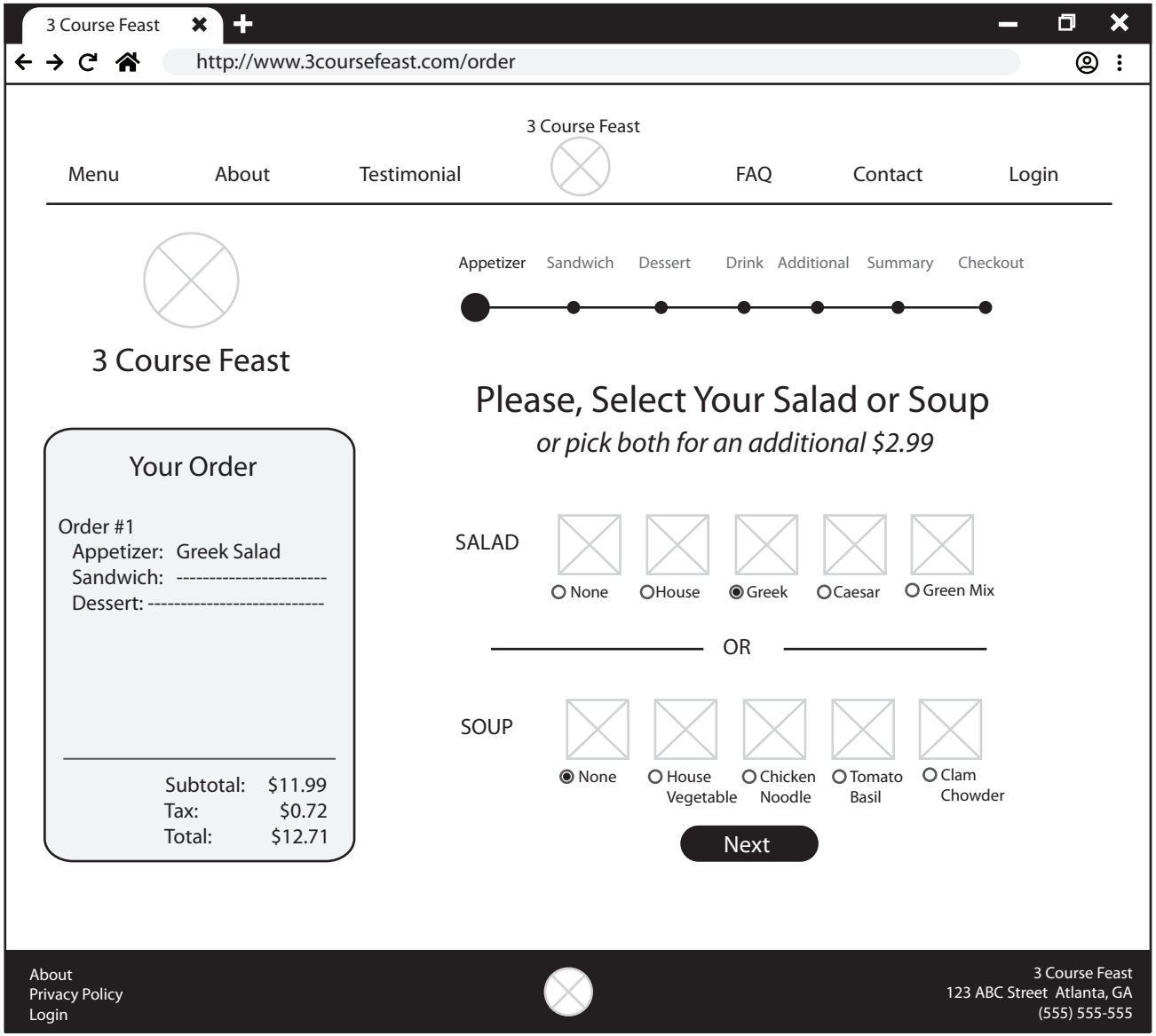

Wireframes - Ordering Process (2/9)

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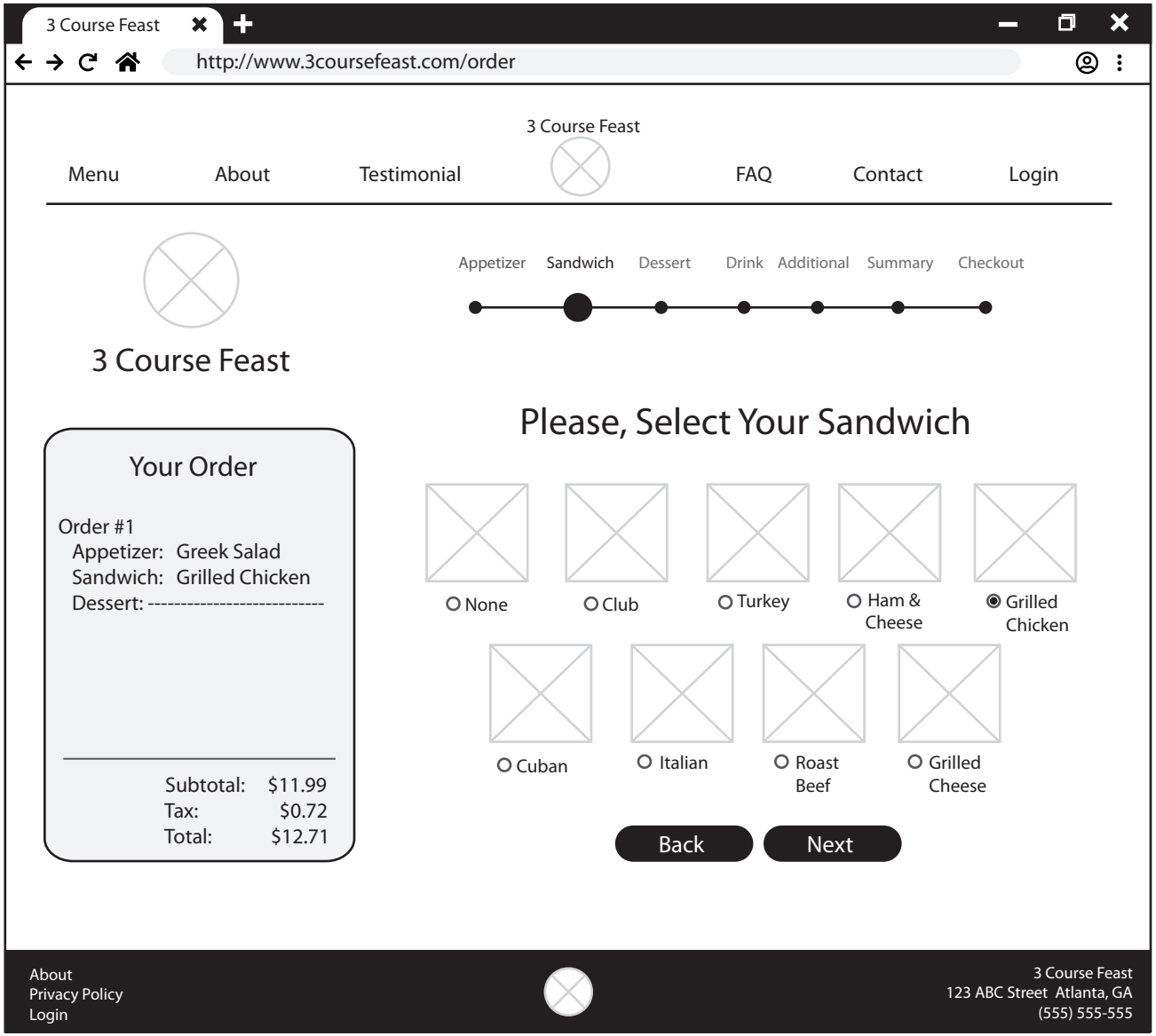

Wireframes - Ordering Process (3/9)

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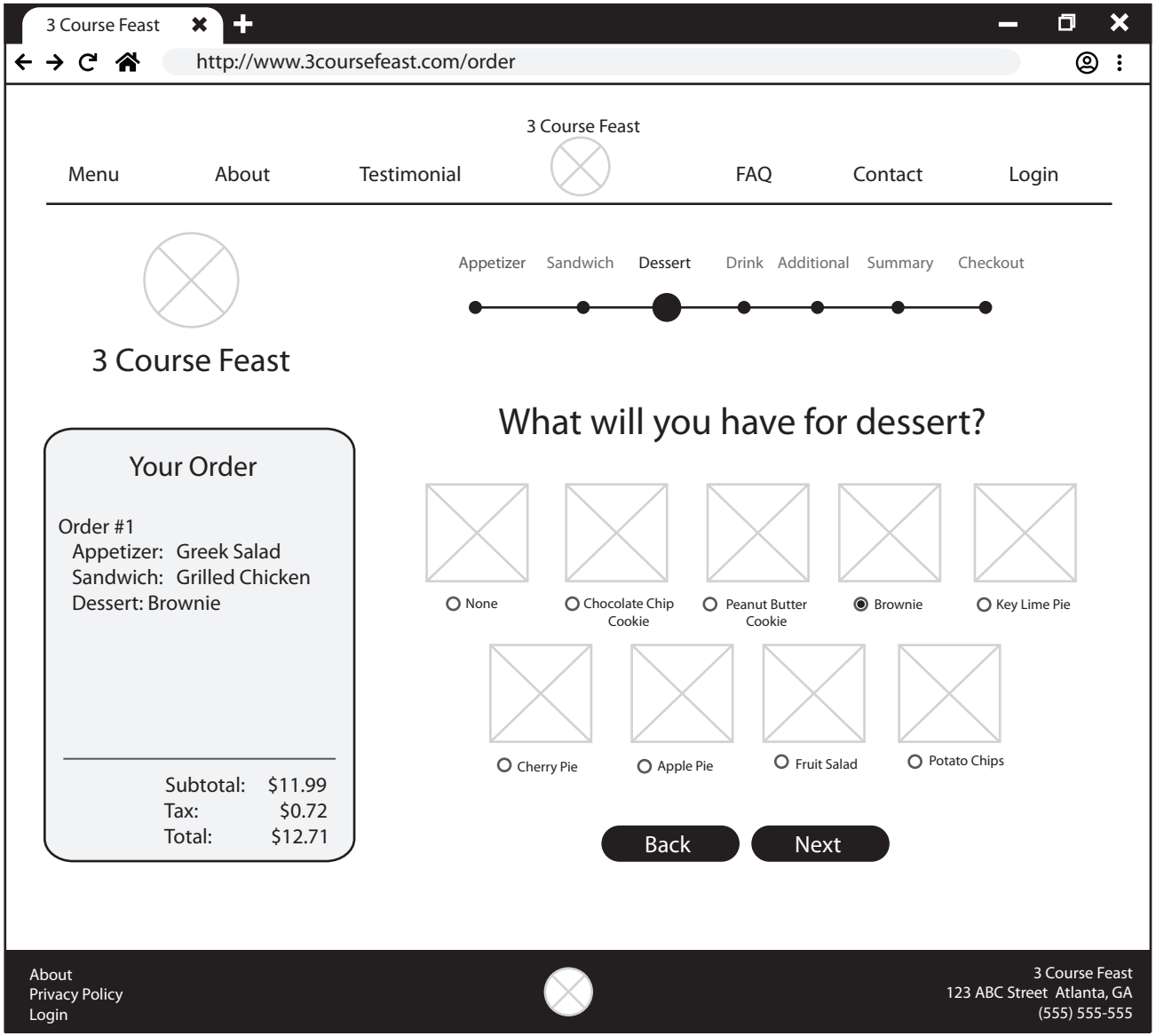

Wireframes - Ordering Process (4/9)

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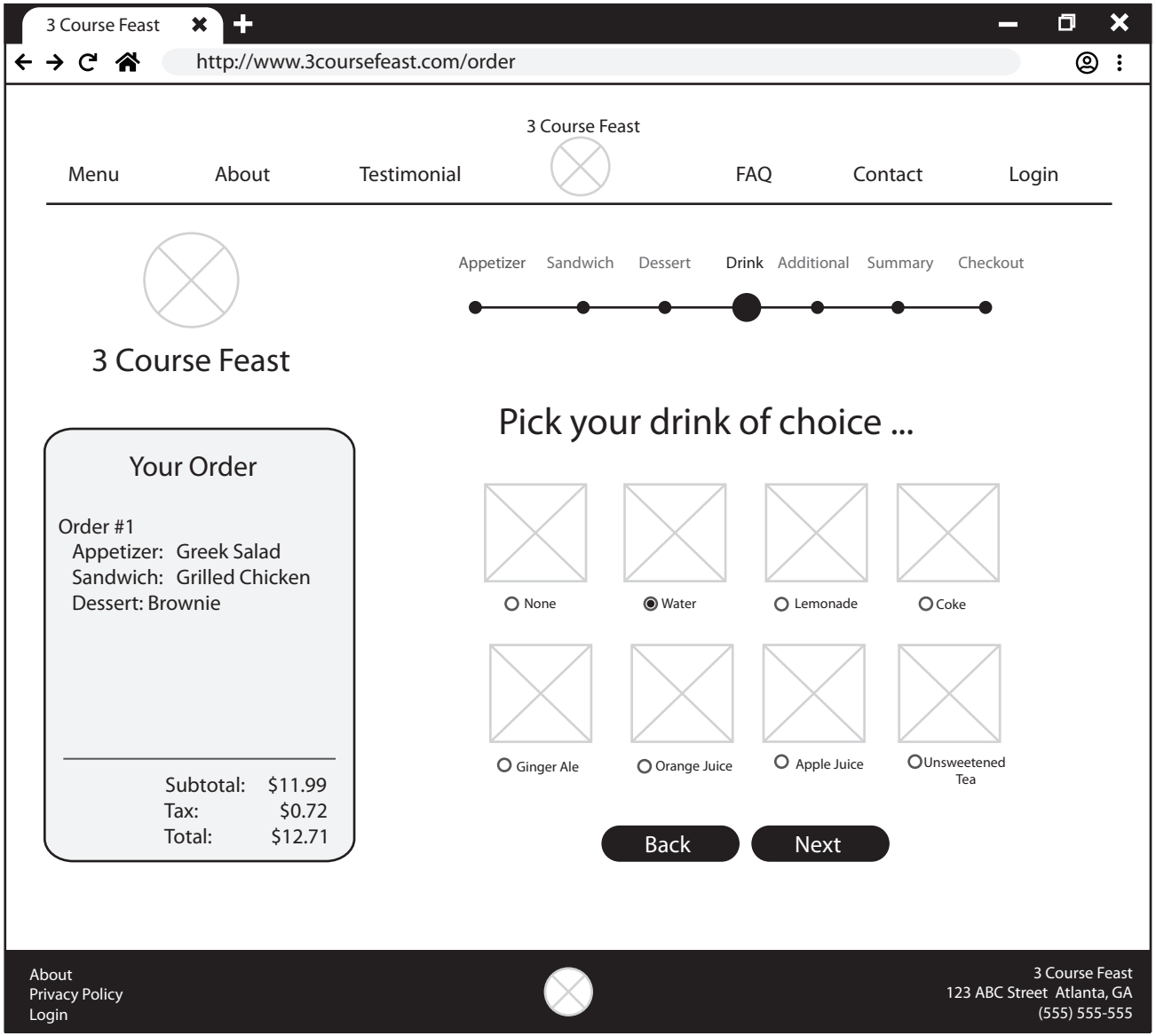

Wireframes - Ordering Process (5/9)

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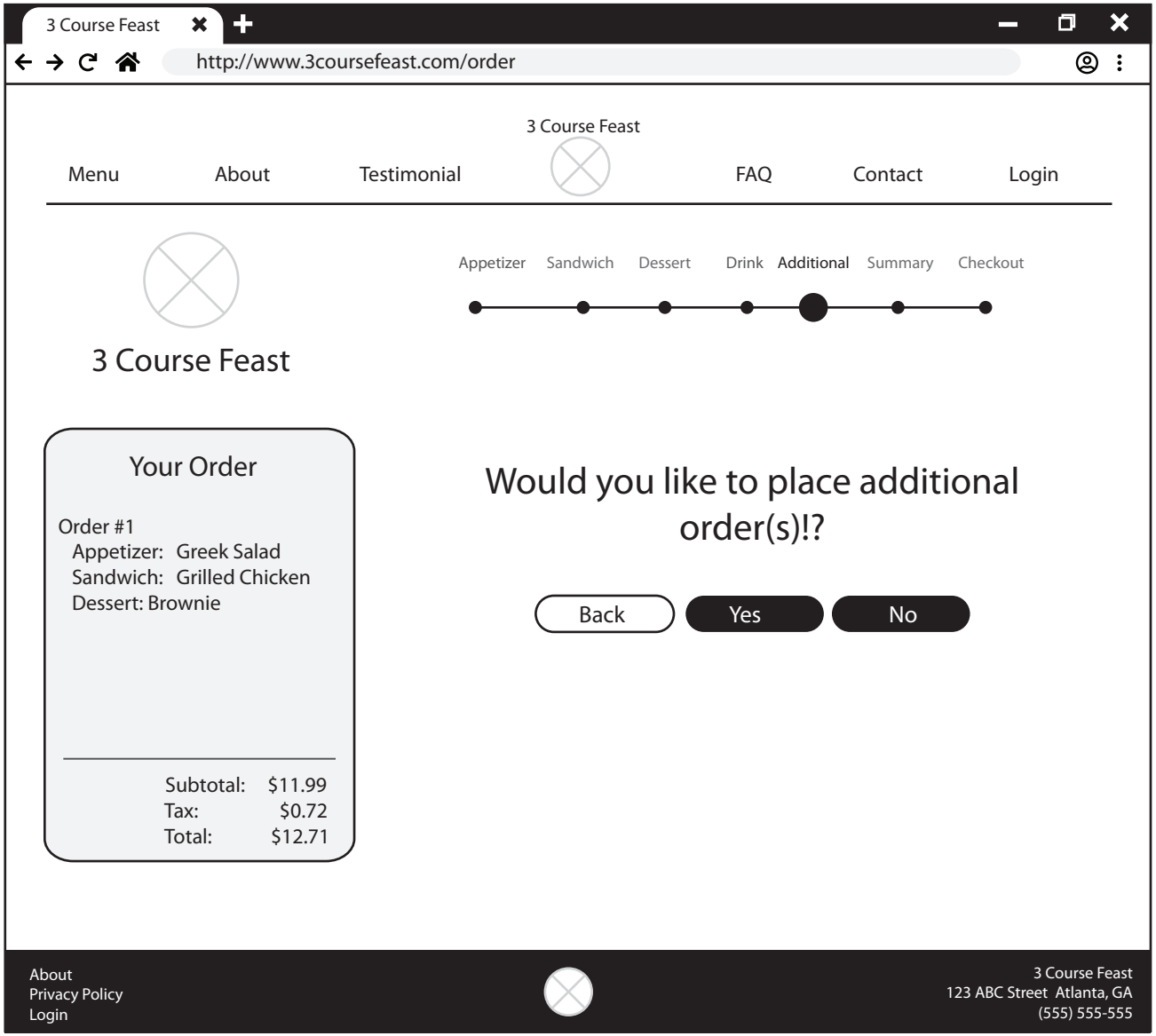

Wireframes - Ordering Process (6/9)

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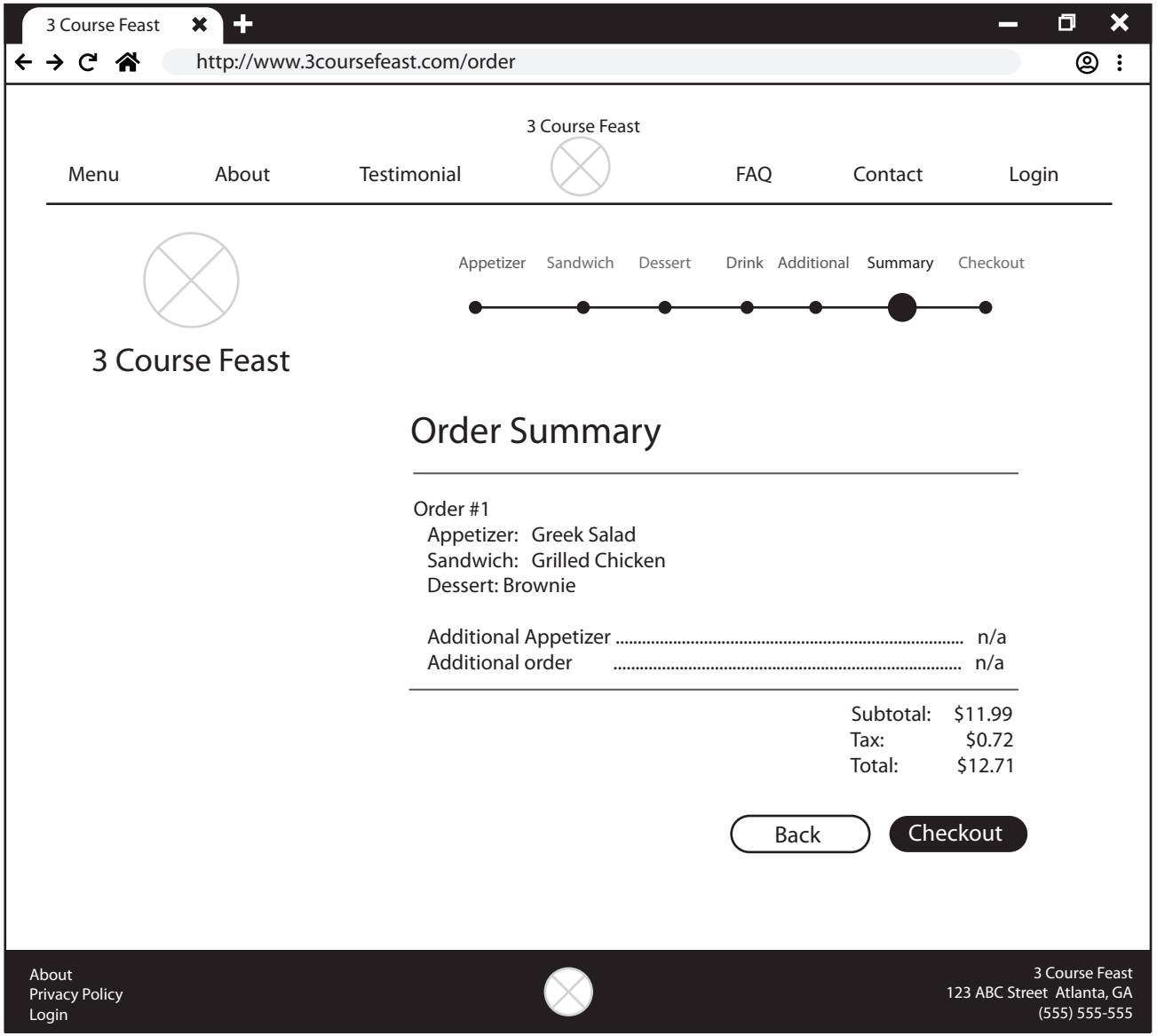

Wireframes - Ordering Process (7/9)

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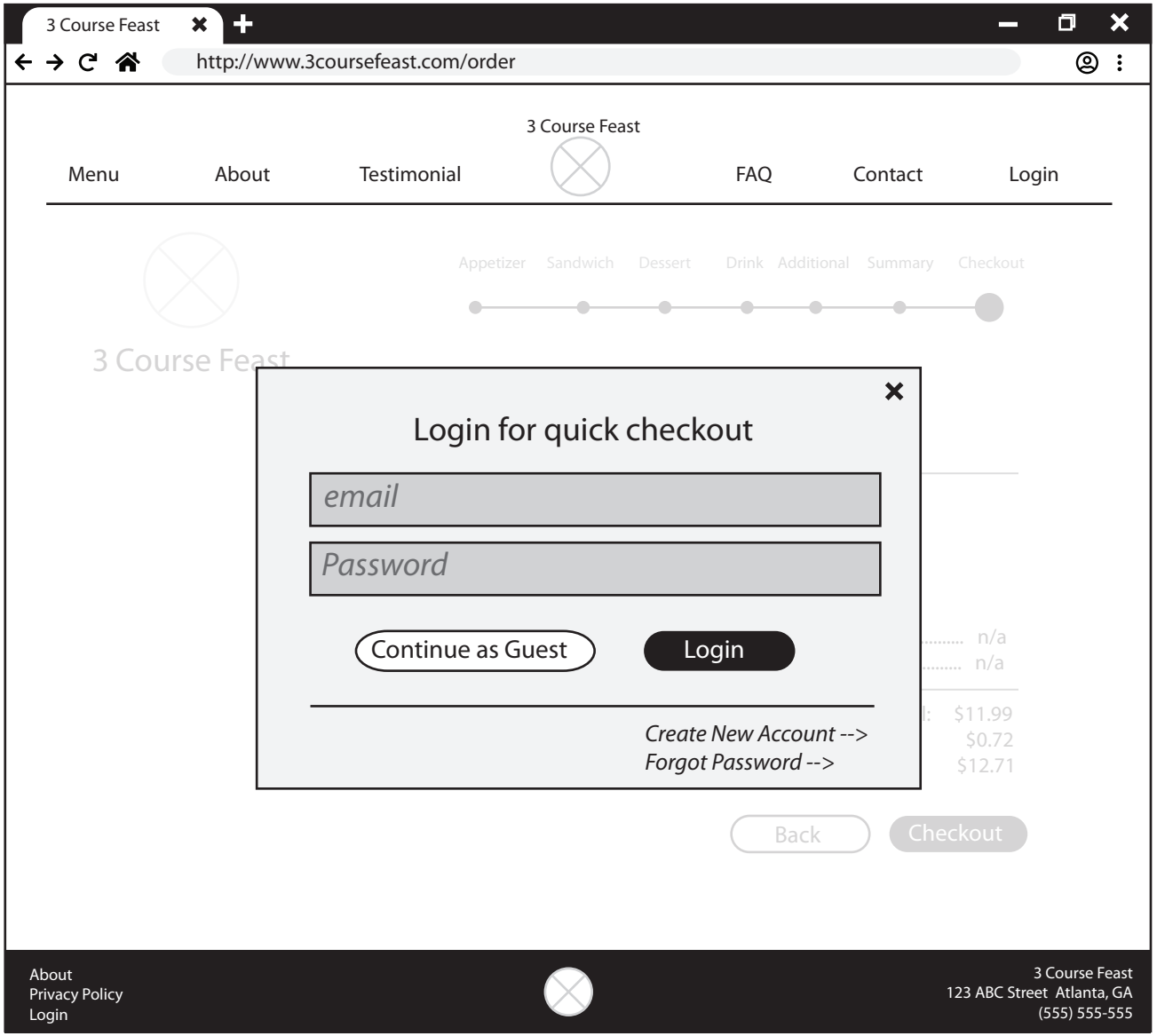

Wireframes - Ordering Process (8/9)

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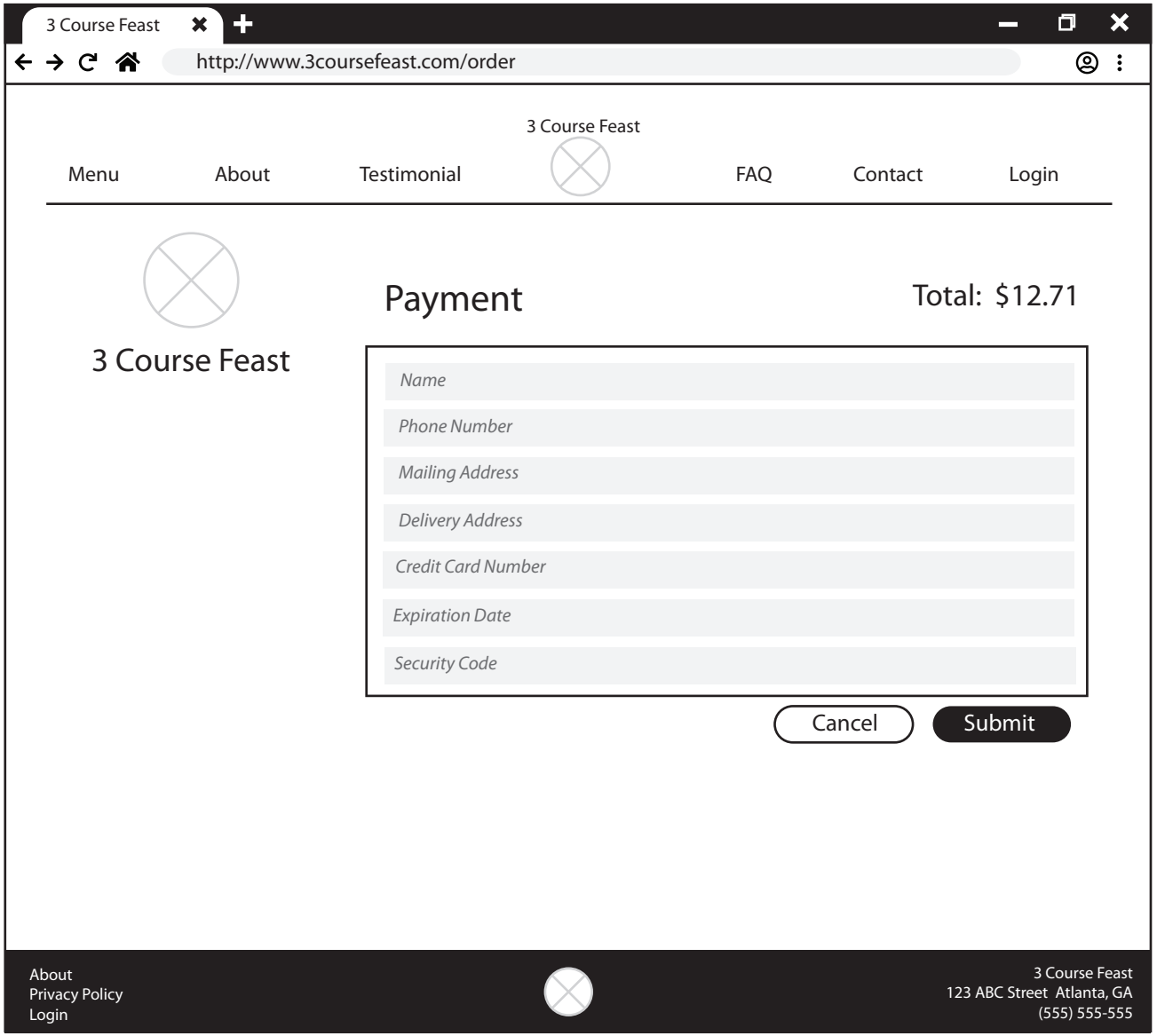

Wireframes - Ordering Process (9/9)

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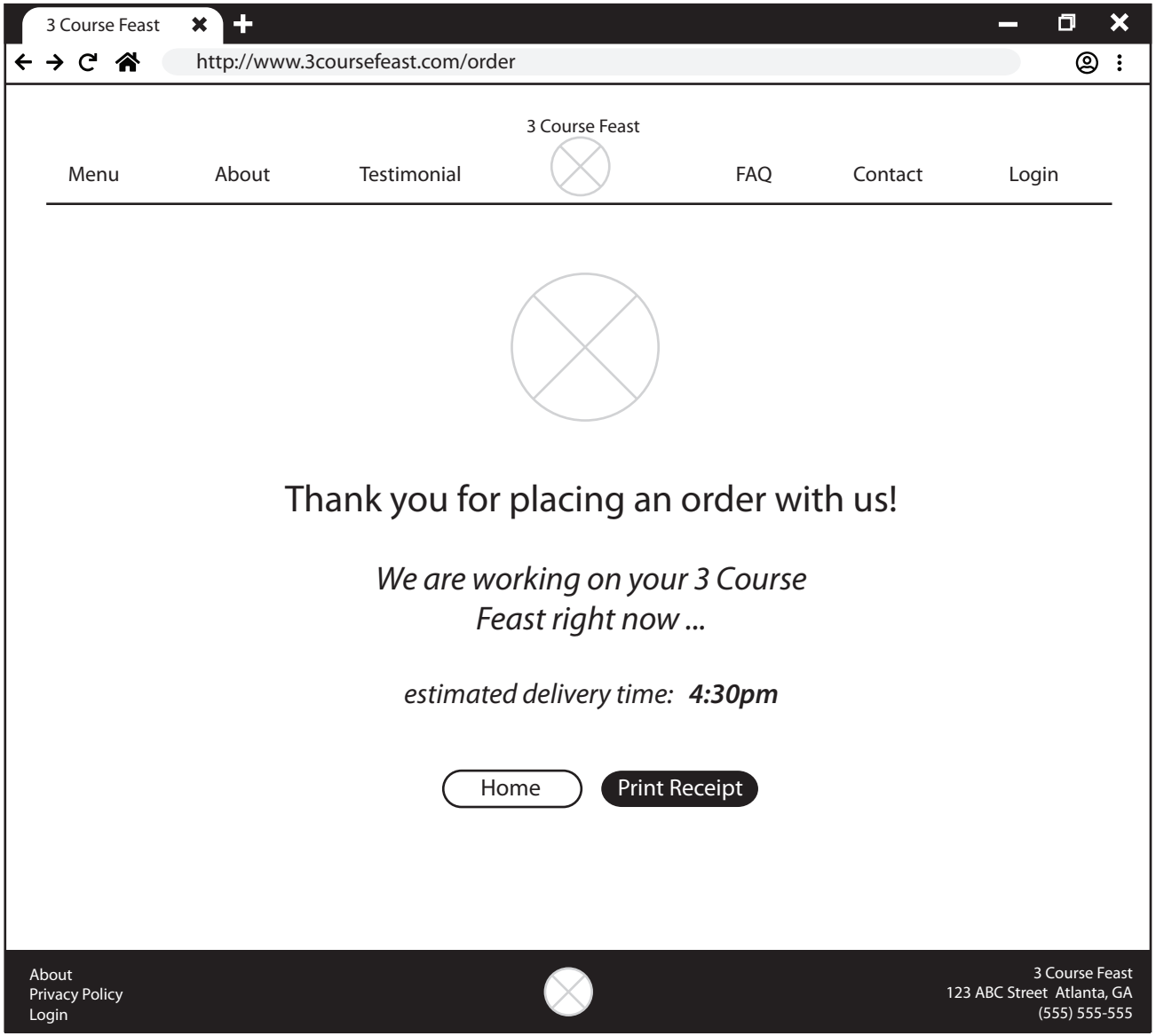
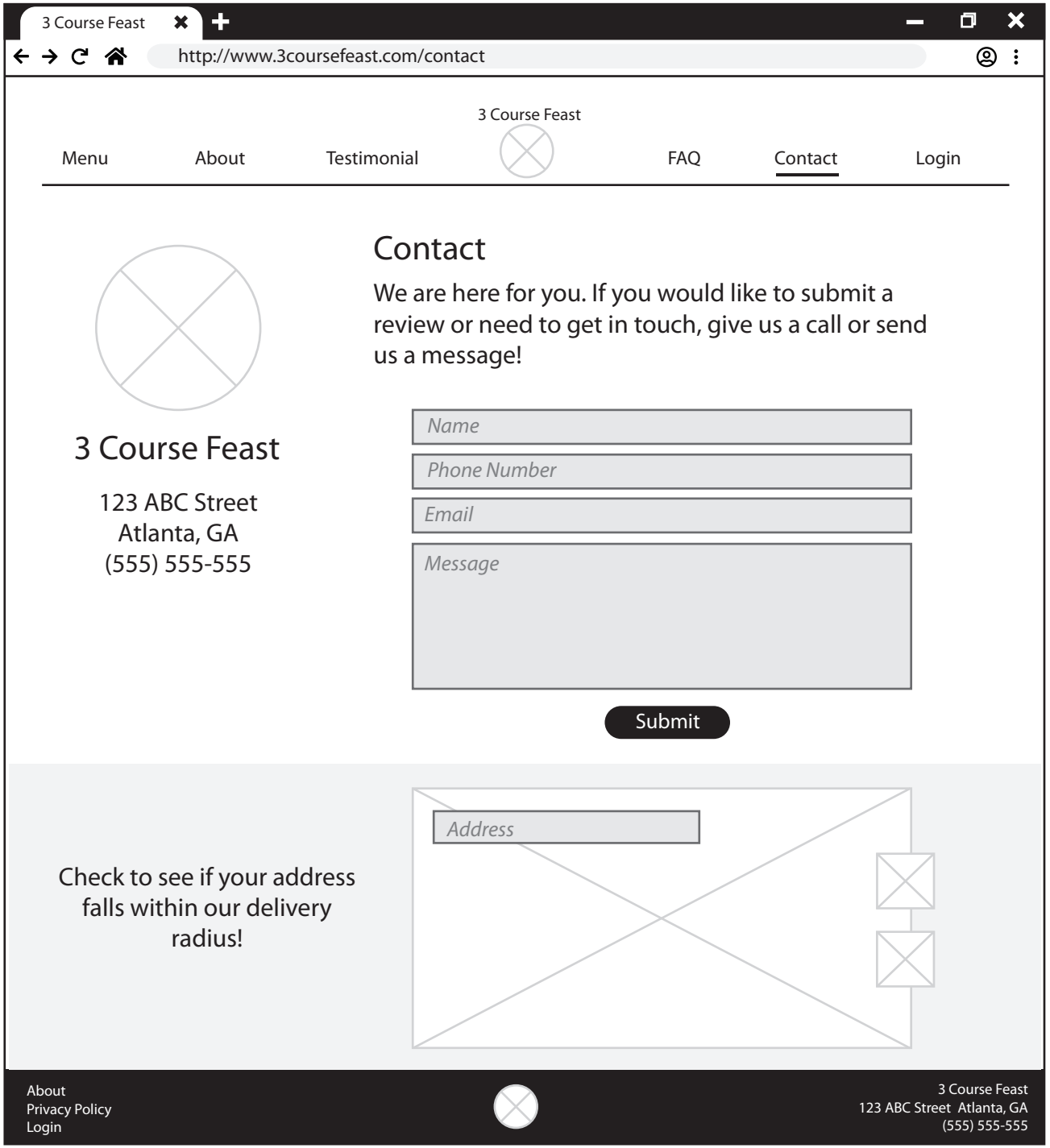


Wireframes - Contact Page

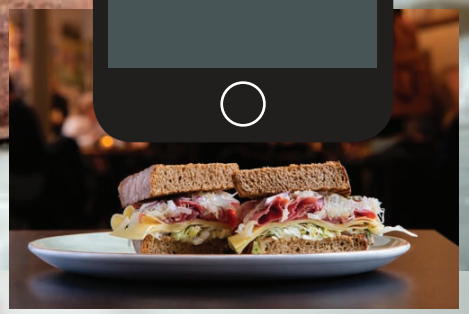
Desktop



3 Course Feast

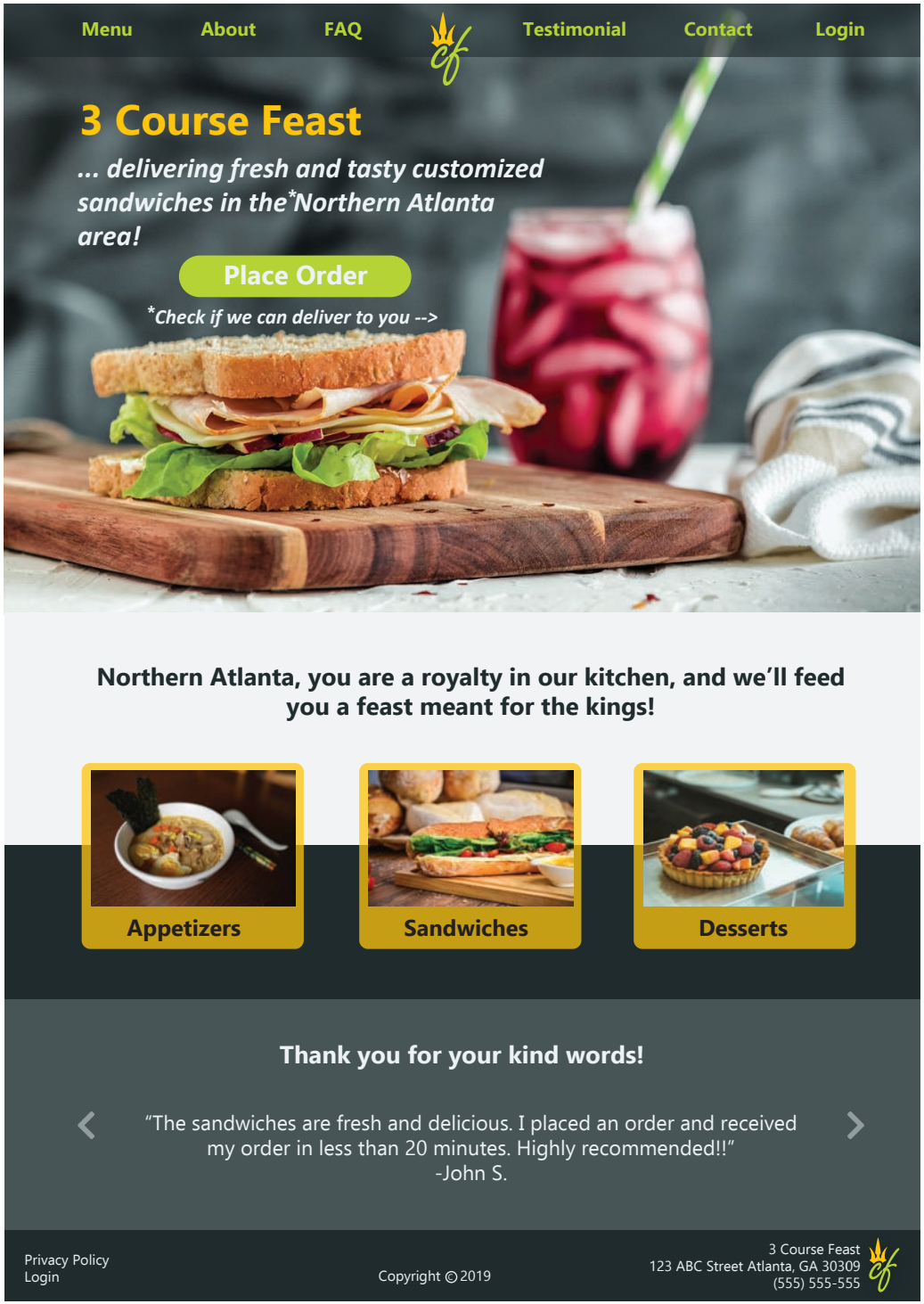
Moodboard
by Mason

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

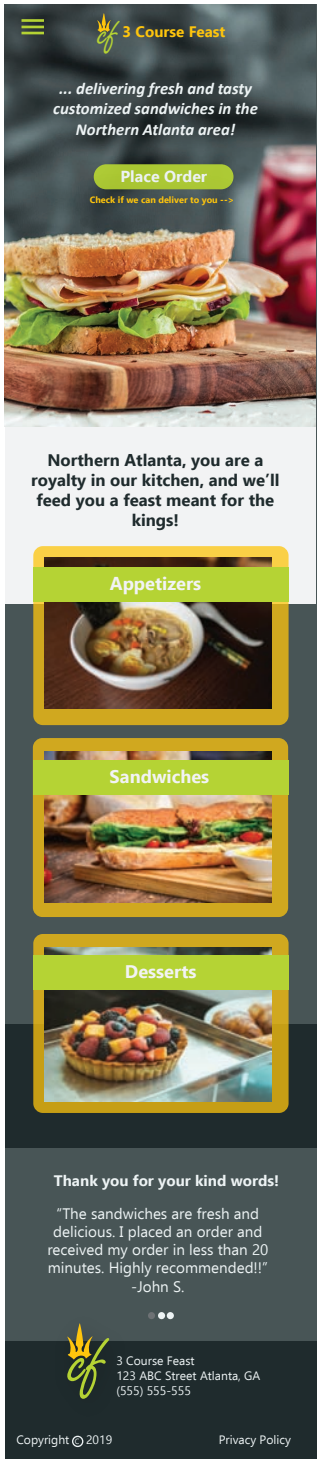


Visual Mockups - Home Page

Desktop



Mobile



Desktop

Menu About FAQ Testimonial Contact Login

Contact

(555) 555-555

We are here for you ... If you would like to submit a review or need to get in touch, give us a call or send us a message!

Name

Phone Number

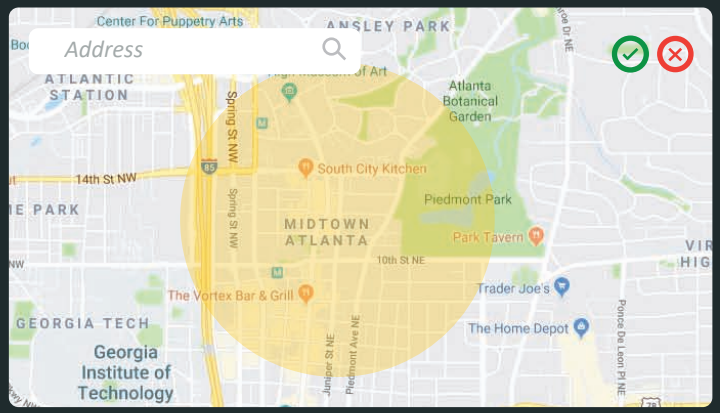
Email

Message

Submit

3 Course Feast
123 ABC Street
Atlanta, GA 30309
(555) 555-555

Check to see if your address falls within our delivery radius!



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Login

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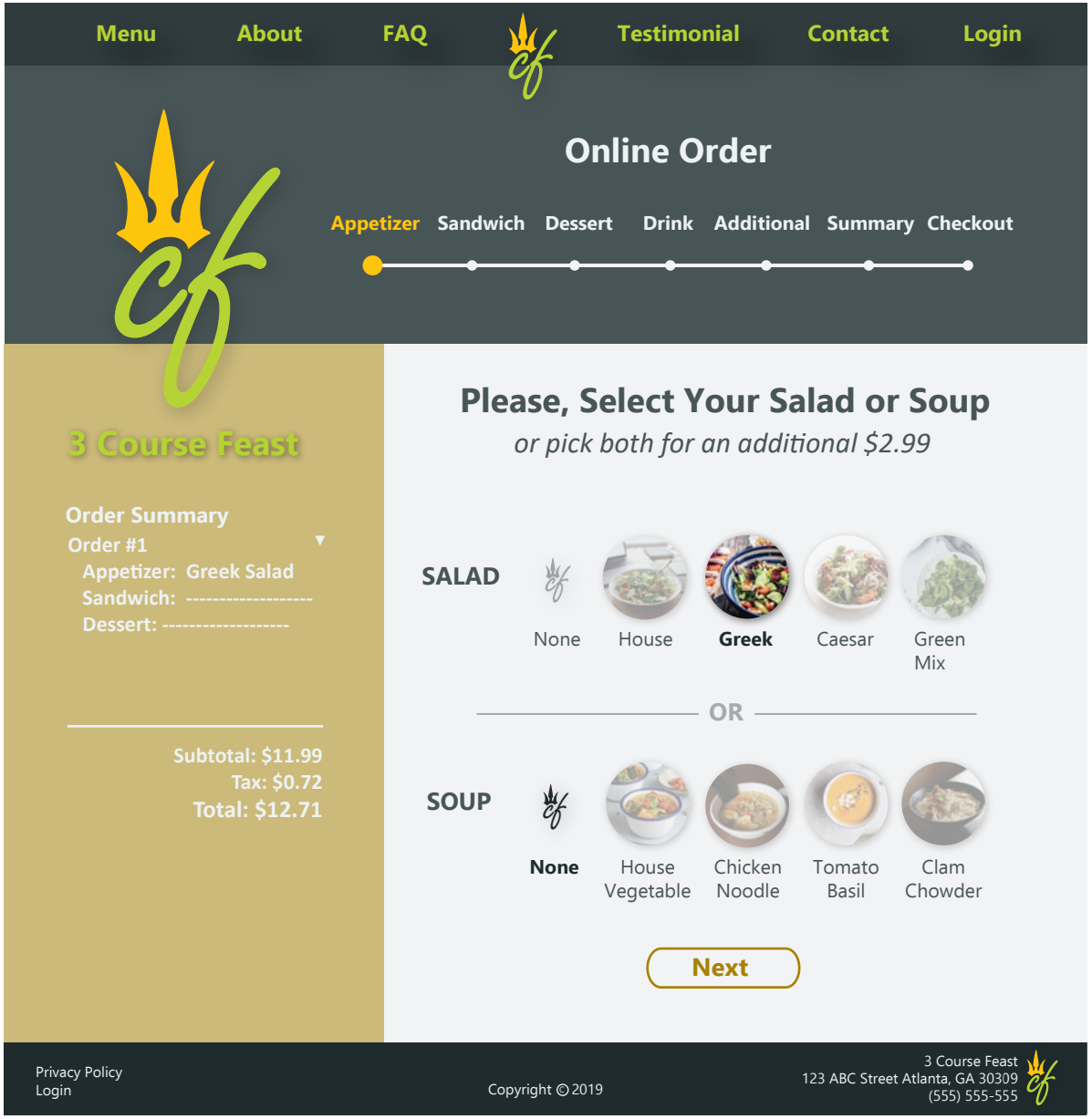
Desktop


Menu
About
FAQ
Testimonial
Contact
Login
Online Order
Appetizer
Sandwich
Dessert
Drink
Additional
Summary
Checkout
3 Course Feast
Order Summary
Order #1
Appetizer: Greek Salad
Sandwich: ----------
Dessert: ----------
Subtotal: $11.99
Tax: $0.72
Total: $12.71
Please, Select Your Salad or Soup
or pick both for an additional $2.99
SALAD
None
House
Greek
Caesar
Green Mix
OR
SOUP
None
House Vegetable
Chicken Noodle
Tomato Basil
Clam Chowder
Next
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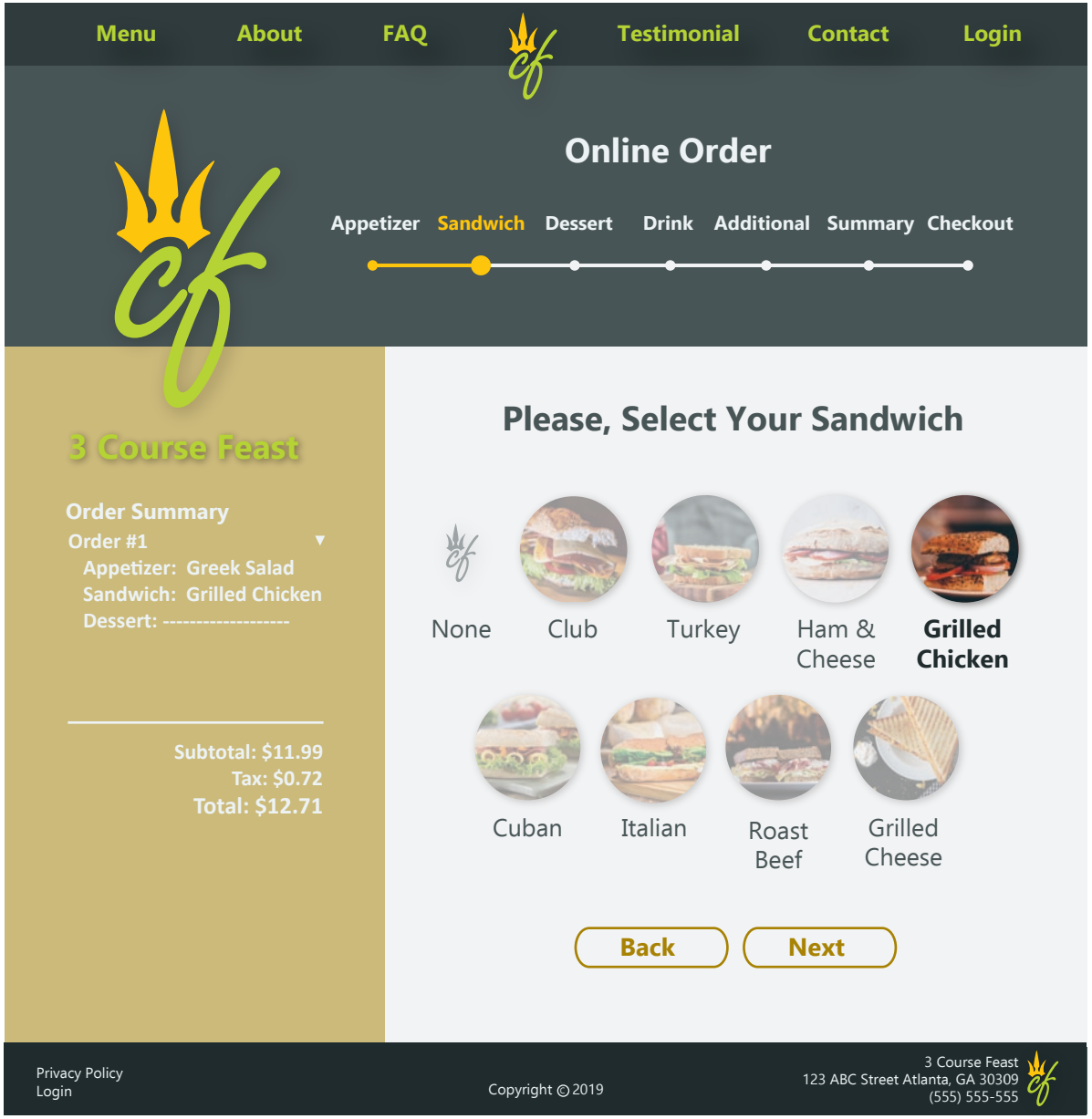
Visual Mockups - Ordering Process (2/9)

Desktop



Desktop

Menu
About
FAQ
Testimonial
Contact
Login
Online Order
Appetizer
Sandwich
Dessert
Drink
Additional
Summary
Checkout
3 Course Feast
Order Summary
Order #1
Appetizer: Greek Salad
Sandwich: Grilled Chicken
Dessert: Brownie
Subtotal: $11.99
Tax: $0.72
Total: $12.71
What will you have for dessert?
None
Chocolate Chip Cookie
Peanut Butter Cookie
Brownie
Key Lime Pie
Cherry Pie
Apple Pie
Fruit Salad
Potato Chips
Back
Next
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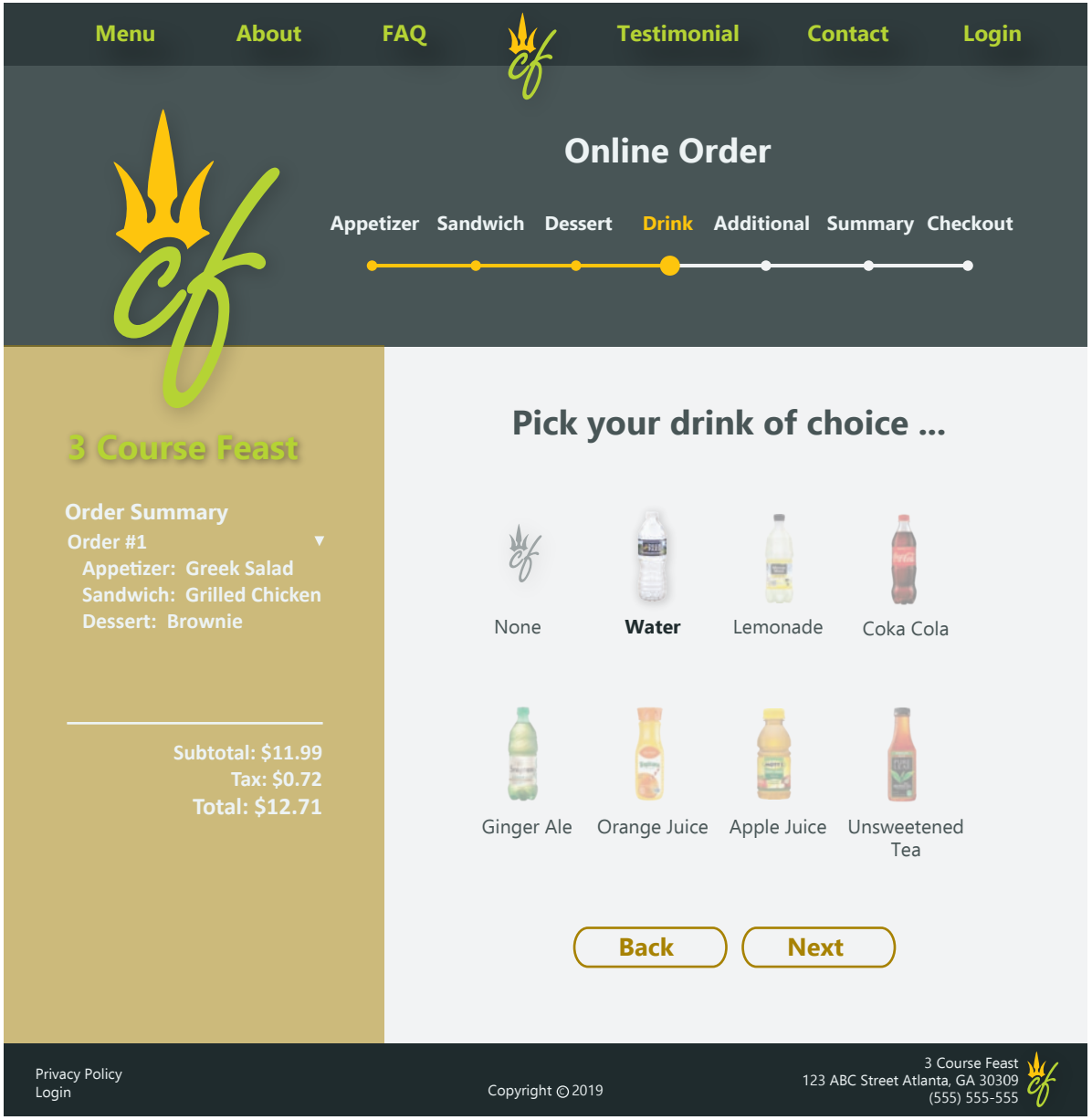
Desktop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Summary
Checkout
3 Course Feast
Order Summary
Order #1
Appetizer: Greek Salad
Sandwich: Grilled Chicken
Dessert: Brownie
Subtotal: $11.99
Tax: $0.72
Total: $12.71
Pick your drink of choice ...
None
Water
Lemonade
Coka Cola
Ginger Ale
Orange Juice
Apple Juice
Unsweetened Tea
Back
Next
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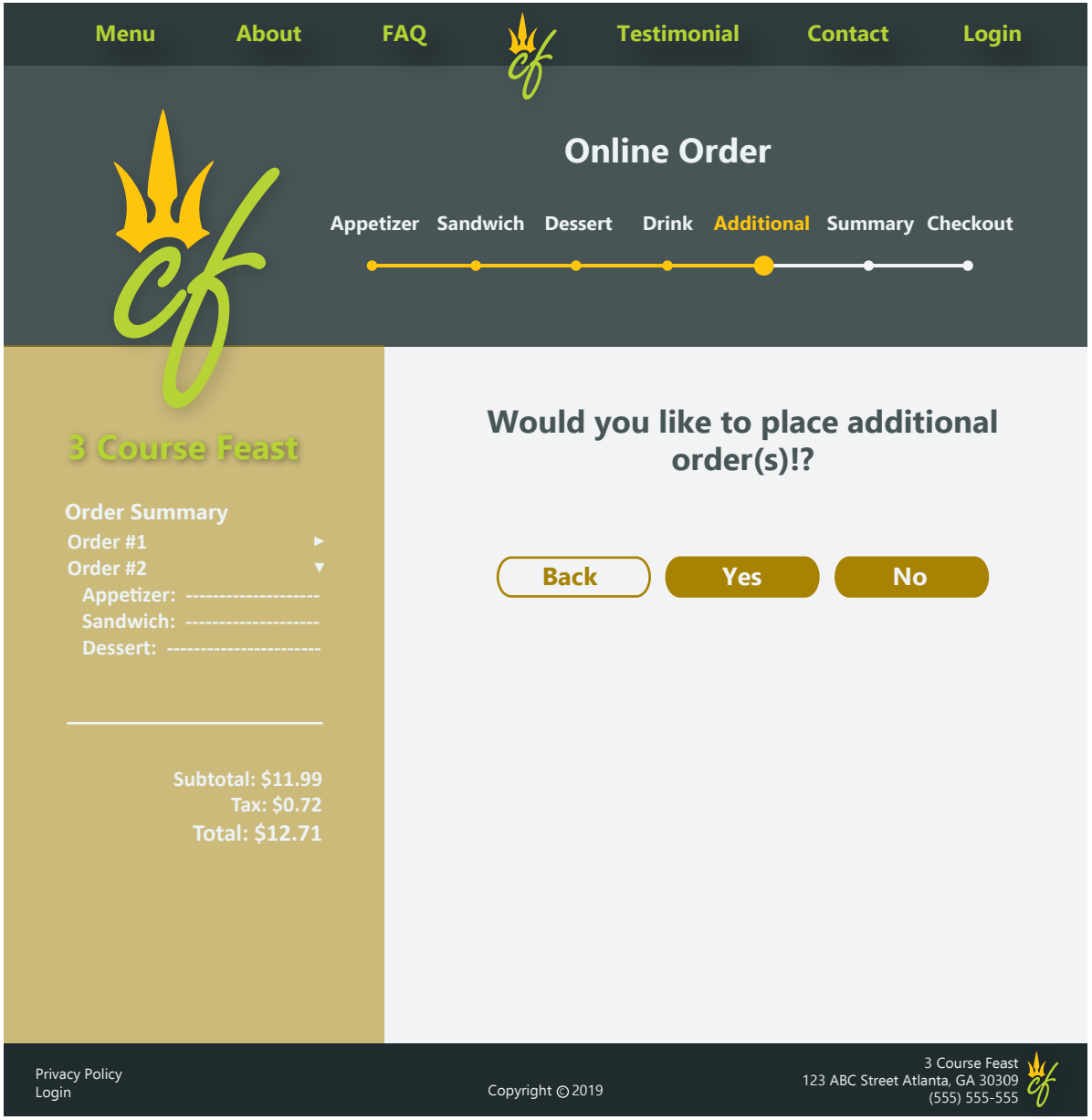
Visual Mockups - Ordering Process (5/9)

Desktop



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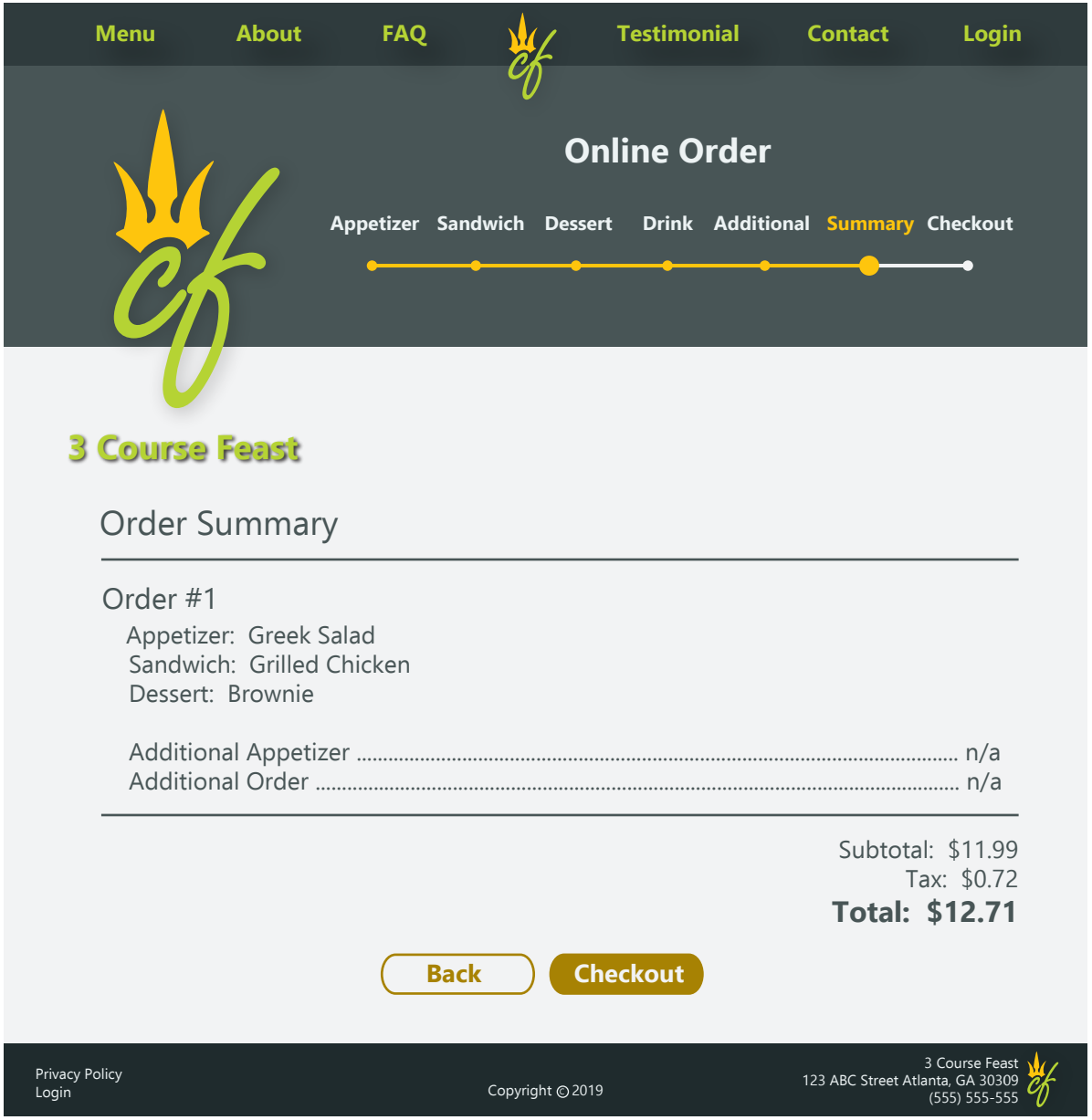
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Dessert: Brownie
Additional Appetizer ..... n/a
Additional Order ..... n/a
Subtotal: $11.99
Tax: $0.72
Total: $12.71
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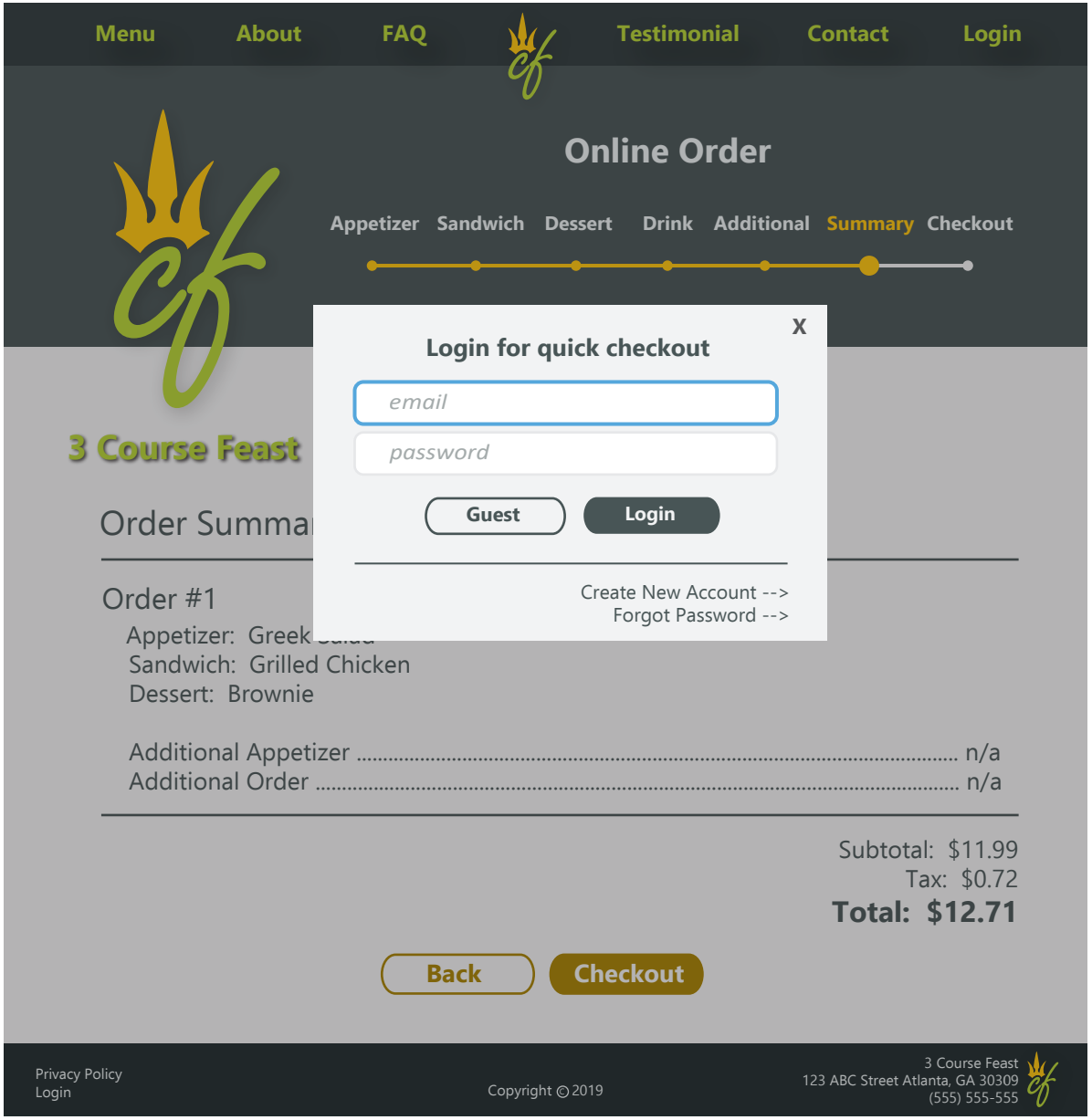
Visual Mockups - Ordering Process (7/9)

Desktop



Visual Mockups - Ordering Process (8/9)

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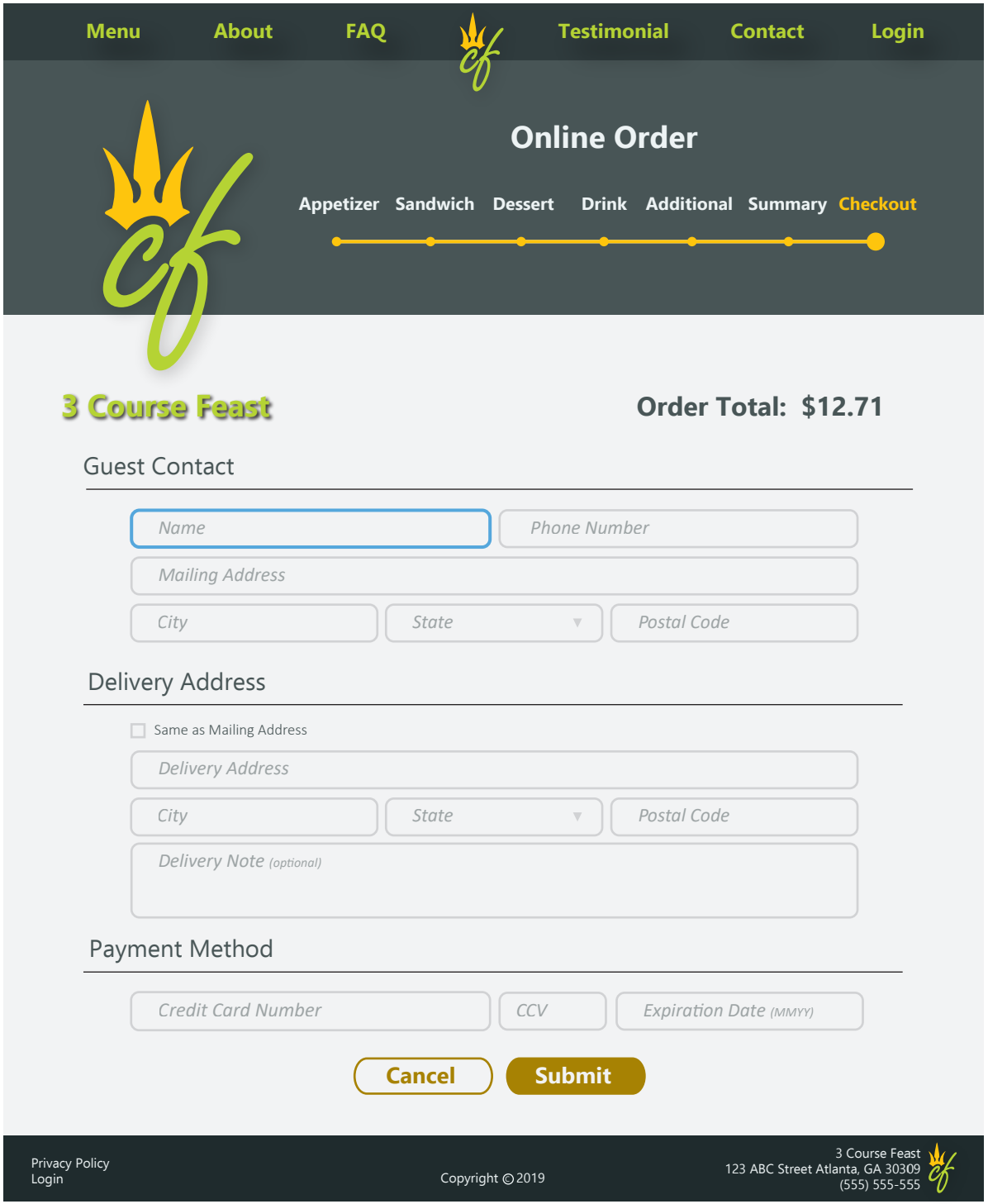
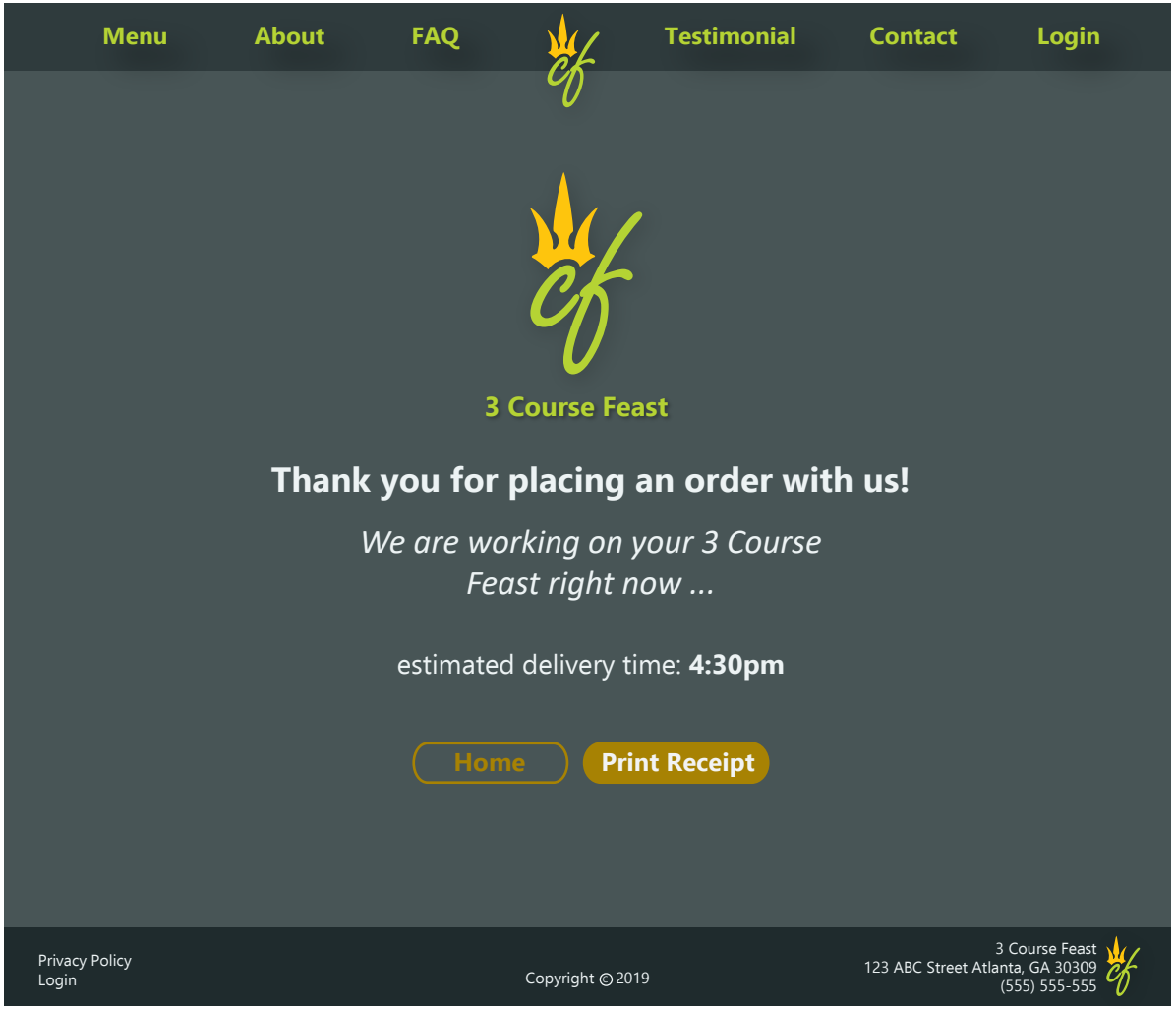


Visual Mockups - Ordering Process (9/9)

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