

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 Raket (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?

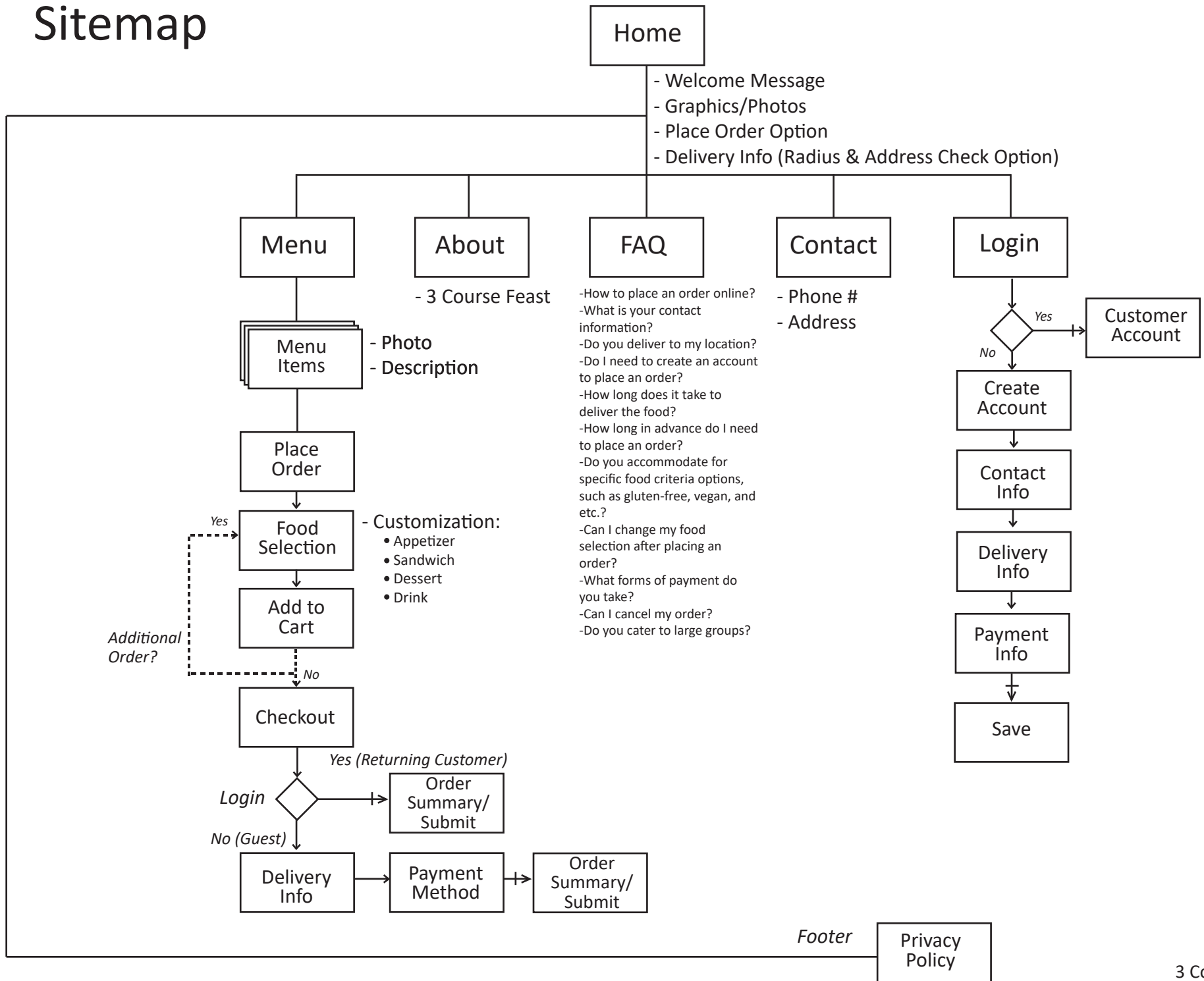
Functionality Requirements

Systems that will allow the user accomplish tasks.

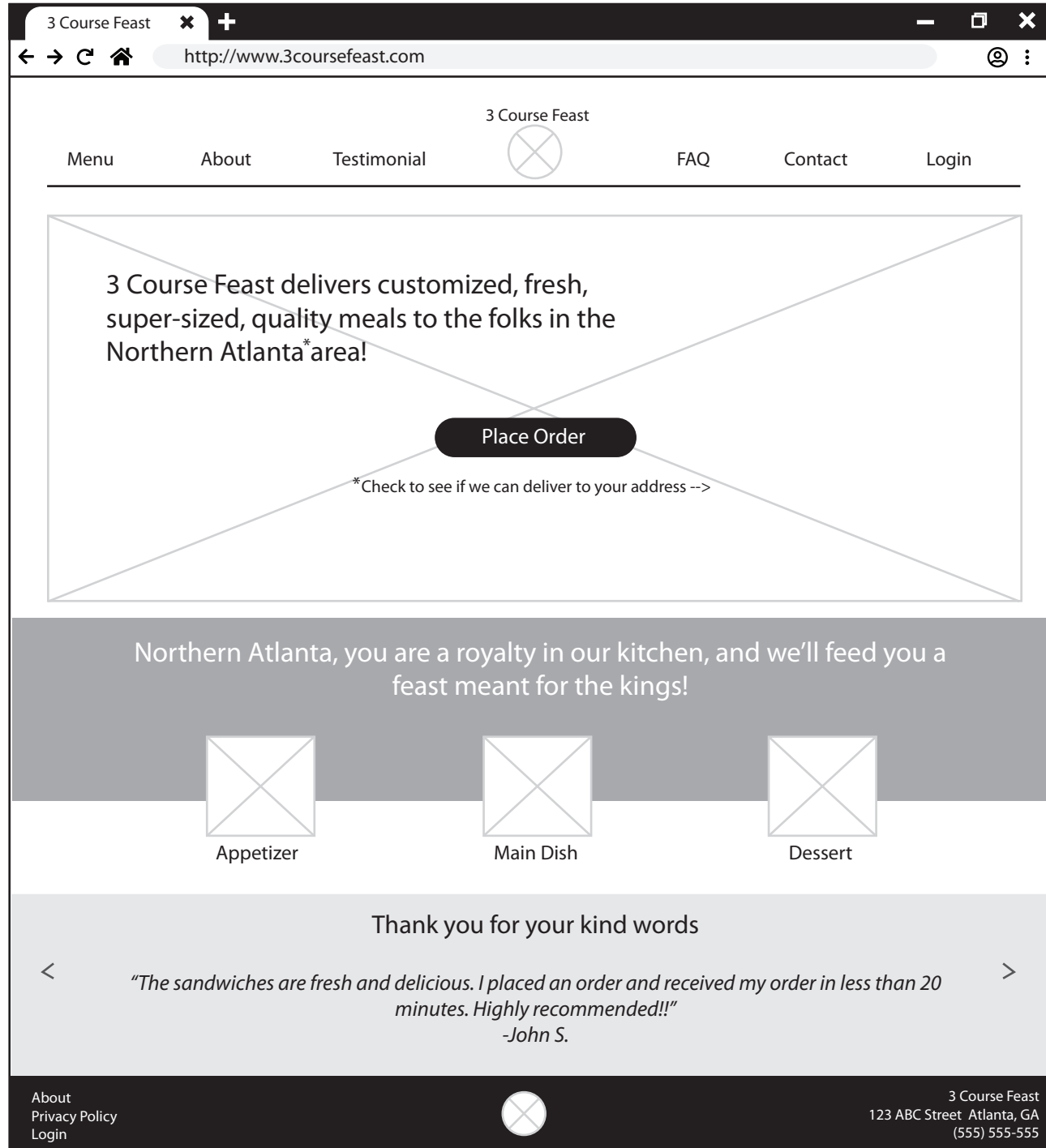
"The user will be able to..."

- 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

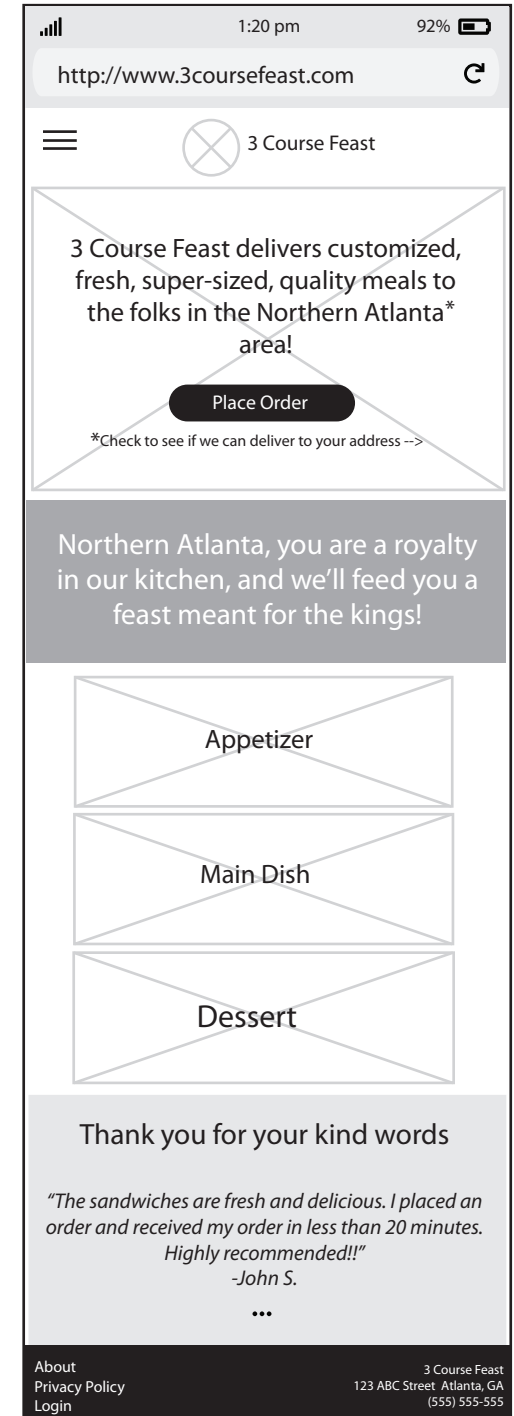
Sitemap



Desktop



Mobile



Desktop

3 Course Feast

Menu About Testimonial 3 Course Feast FAQ Contact Login

Appetizer Sandwich Dessert Drink Additional Summary Checkout

3 Course Feast

Your Order

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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Desktop

3 Course Feast ⌵ +

⏪ ⏩ 🏠 <http://www.3coursefeast.com/order> 🛒 ⋮

3 Course Feast

Menu About Testimonial  FAQ Contact Login


3 Course Feast

Appetizer Sandwich Dessert Drink Additional Summary Checkout


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Please, Select Your Sandwich


Your Order


Order #1
Appetizer: Greek Salad
Sandwich: Grilled Chicken
Dessert: -----


Subtotal: \$11.99
Tax: \$0.72
Total: \$12.71



 None



 Club



 Turkey



 Ham & Cheese


 Grilled Chicken


 Cuban



 Italian


 Roast Beef

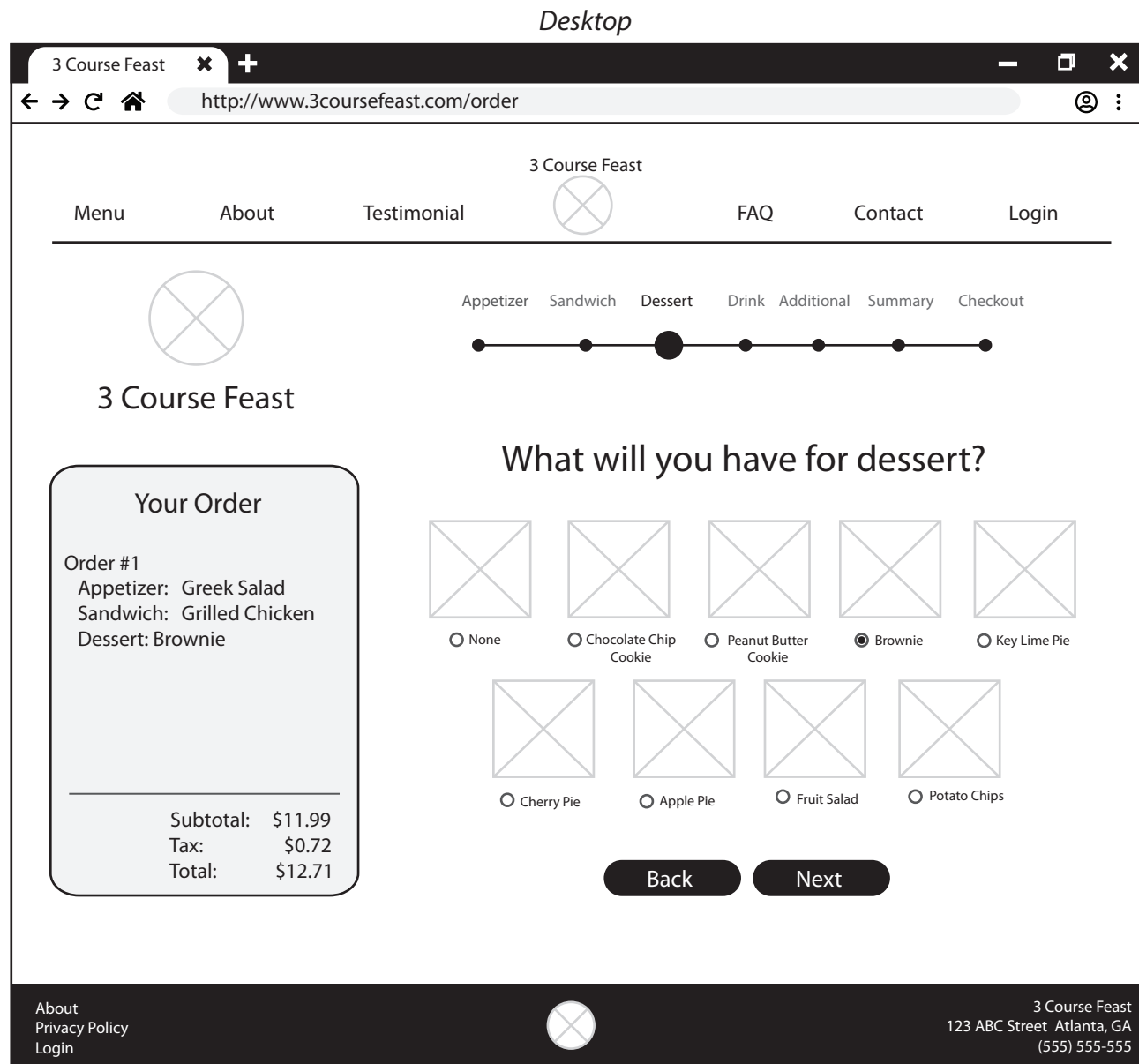

 Grilled Cheese

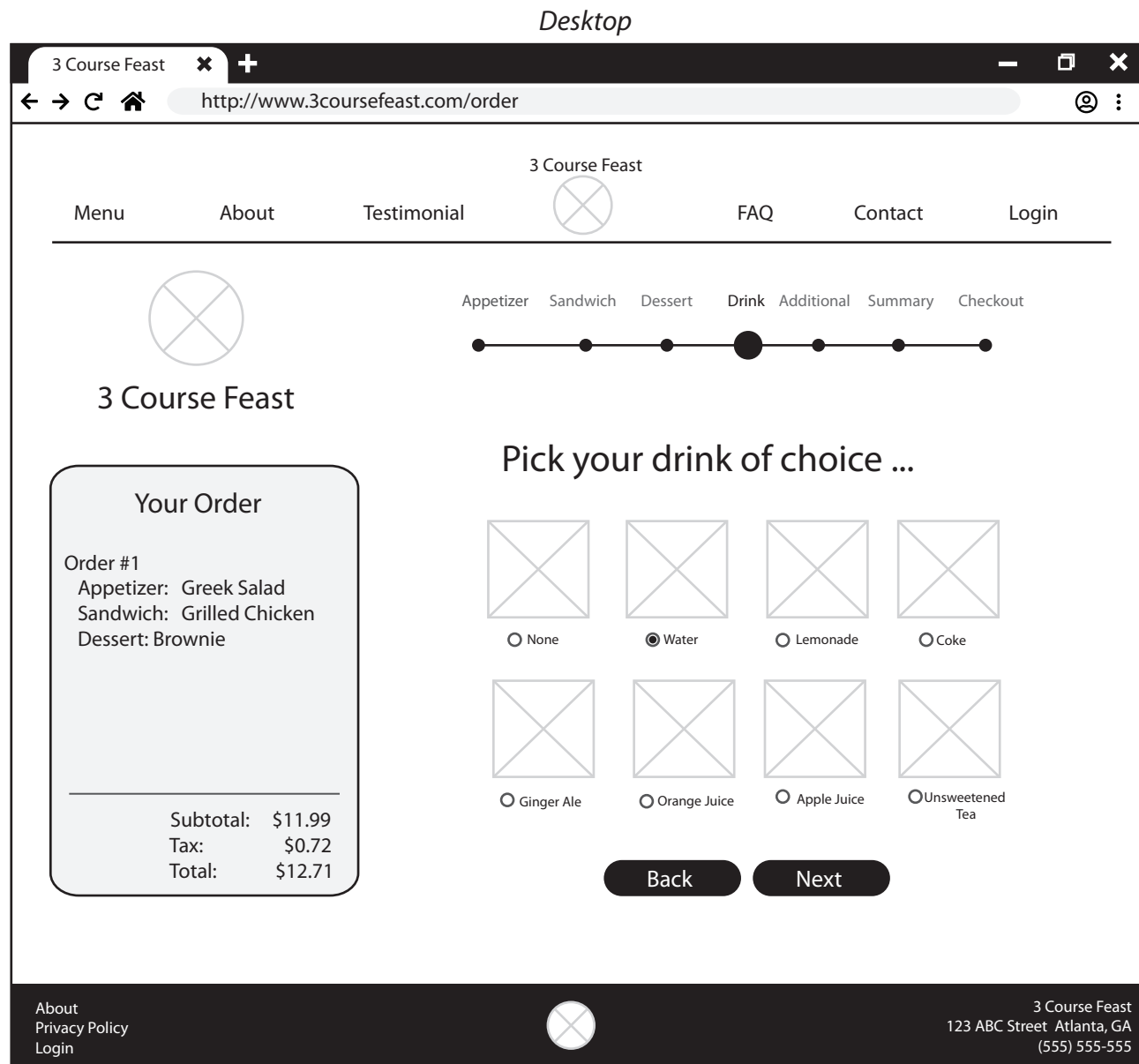
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Appetizer Sandwich Dessert Drink Additional Summary Checkout

3 Course Feast

Your Order

Order #1
Appetizer: Greek Salad
Sandwich: Grilled Chicken
Dessert: Brownie

Subtotal: \$11.99
Tax: \$0.72
Total: \$12.71

Would you like to place additional order(s)!?

Back Yes No

About Privacy Policy Login

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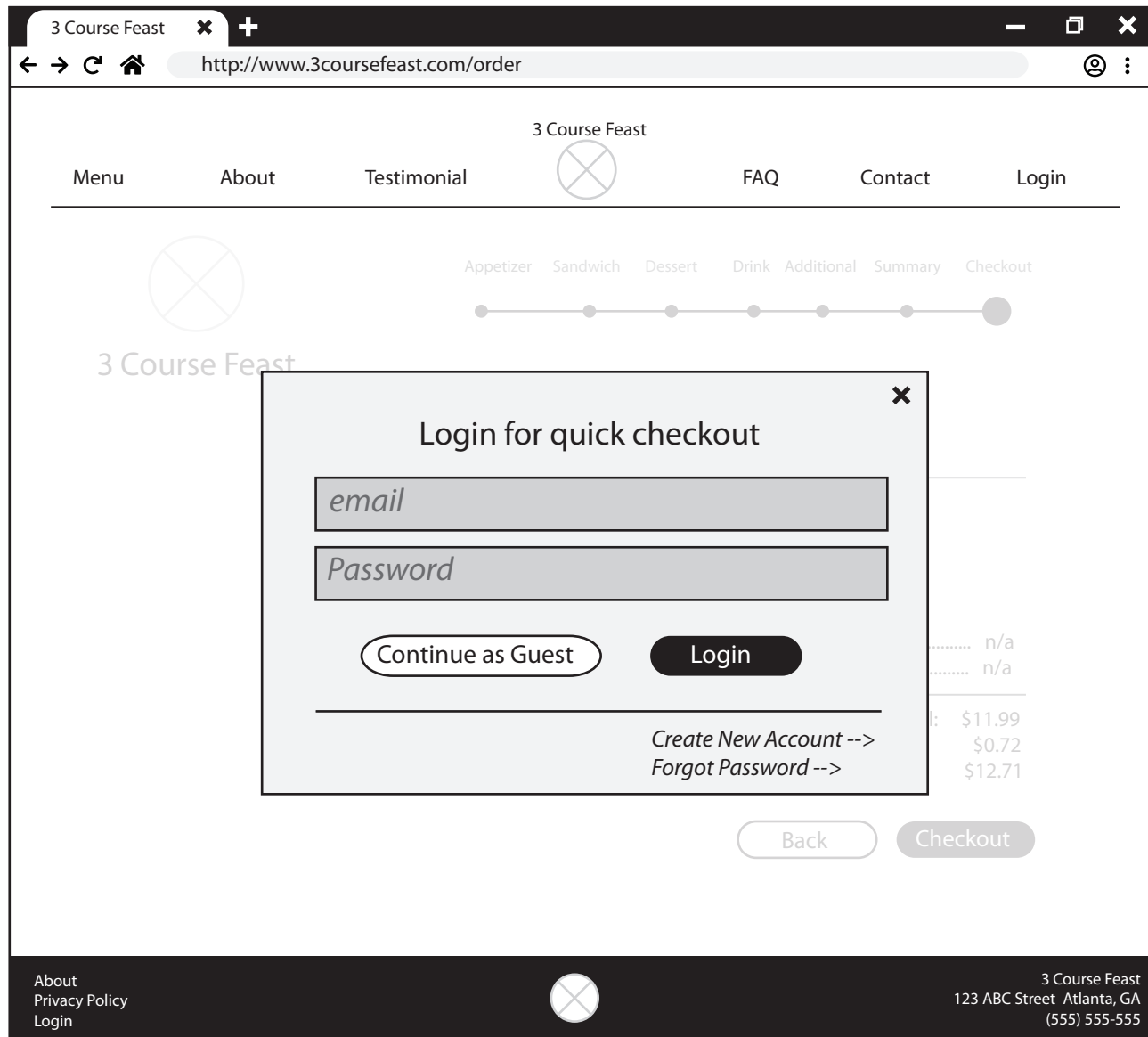
Desktop

The wireframe depicts a desktop browser window with the following elements:

- Browser Tab:** "3 Course Feast" with a close and plus icon.
- Address Bar:** "http://www.3coursefeast.com/order"
- Navigation Menu:** "Menu", "About", "Testimonial", "3 Course Feast" (with a crossed-out circle icon), "FAQ", "Contact", "Login".
- Progress Indicator:** A horizontal line with seven dots. The dots are labeled "Appetizer", "Sandwich", "Dessert", "Drink", "Additional", "Summary", and "Checkout". The "Summary" dot is the largest and filled, indicating the current step.
- Section Header:** "3 Course Feast" (with a crossed-out circle icon) and "Order Summary".
- Order Details:**
 - Order #1
 - Appetizer: Greek Salad
 - Sandwich: Grilled Chicken
 - Dessert: Brownie
 - Additional Appetizer n/a
 - Additional order n/a
- Summary Table:**

Subtotal:	\$11.99
Tax:	\$0.72
Total:	\$12.71
- Buttons:** "Back" (white with black border) and "Checkout" (black with white text).
- Footer:**
 - Left: "About", "Privacy Policy", "Login"
 - Center: "3 Course Feast" (with a crossed-out circle icon)
 - Right: "3 Course Feast", "123 ABC Street Atlanta, GA", "(555) 555-555"

Desktop



Desktop

3 Course Feast

Menu About Testimonial 3 Course Feast FAQ Contact Login

3 Course Feast

Payment Total: \$12.71

Name

Phone Number

Mailing Address

Delivery Address

Credit Card Number

Expiration Date

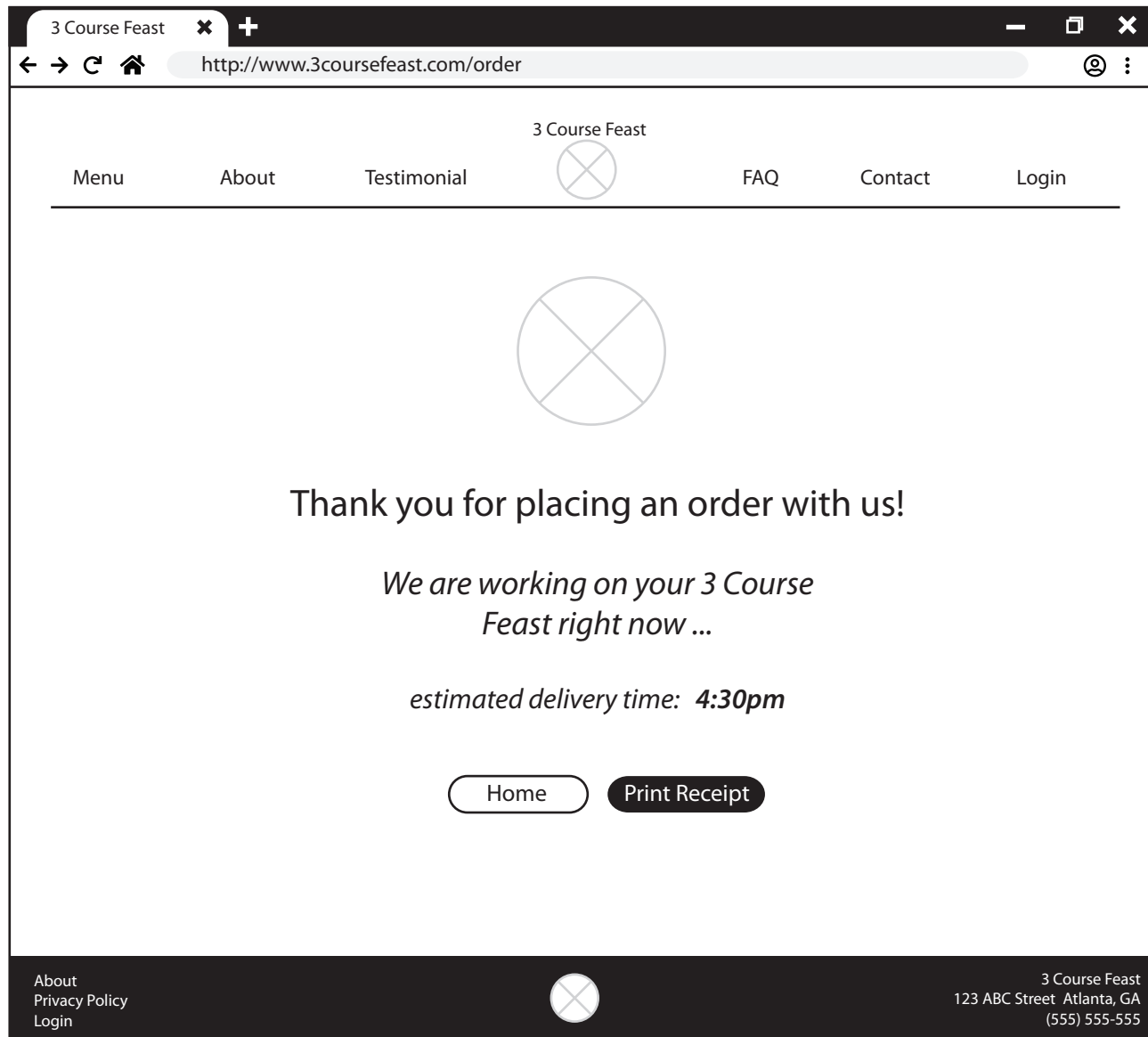
Security Code

Cancel Submit

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Desktop




Desktop

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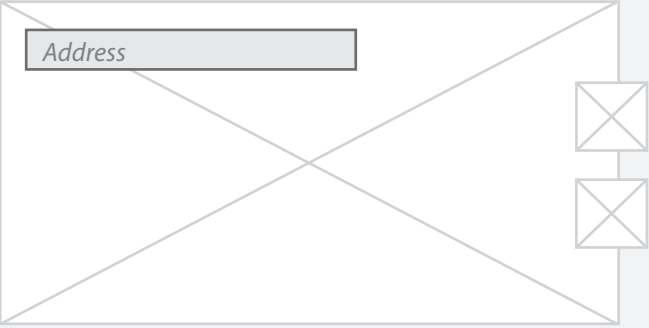
Menu About Testimonial  FAQ Contact Login

Contact


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!


3 Course Feast
123 ABC Street
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Check to see if your address falls within our delivery radius!



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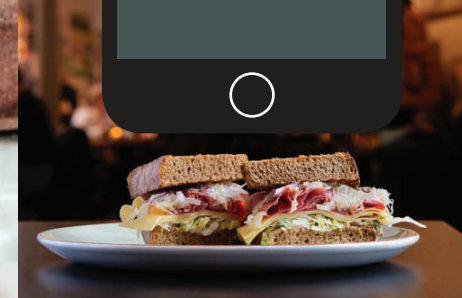


Moodboard
by Mason




3 Course Feast

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Desktop

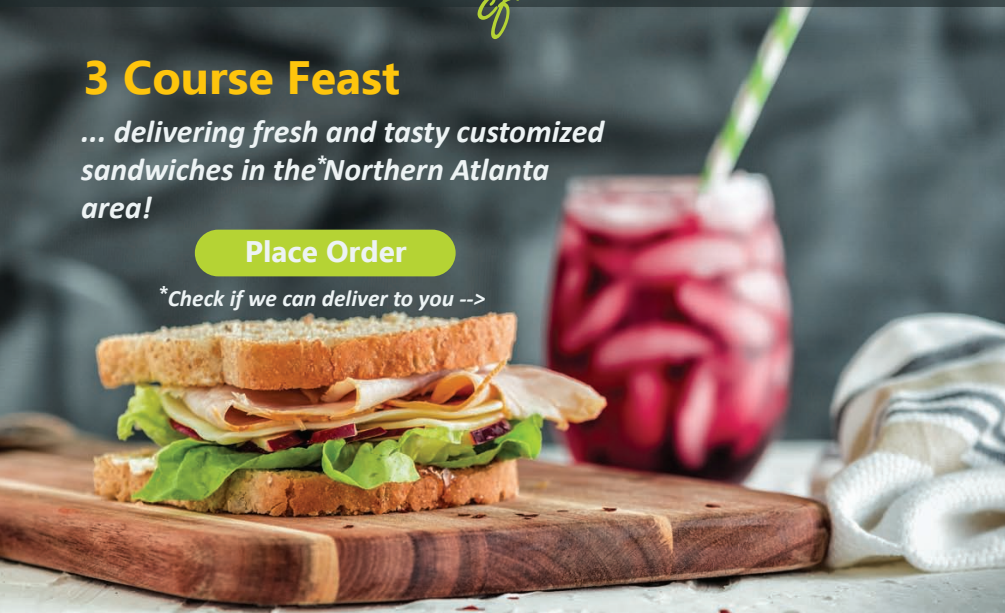
Menu About FAQ  Testimonial Contact Login

3 Course Feast

... delivering fresh and tasty customized sandwiches in the Northern Atlanta area!


Place Order

**Check if we can deliver to you -->*




Northern Atlanta, you are a royalty in our kitchen, and we'll feed you a feast meant for the kings!


Appetizers



Sandwiches



Desserts




Thank you for your kind words!



“The sandwiches are fresh and delicious. I placed an order and received my order in less than 20 minutes. Highly recommended!!”
-John S.

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Mobile

  3 Course Feast

... delivering fresh and tasty customized sandwiches in the Northern Atlanta area!


Place Order

Check if we can deliver to you -->




Northern Atlanta, you are a royalty in our kitchen, and we'll feed you a feast meant for the kings!


Appetizers



Sandwiches





Desserts



Thank you for your kind words!


“The sandwiches are fresh and delicious. I placed an order and received my order in less than 20 minutes. Highly recommended!!”
-John S.



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Desktop

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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

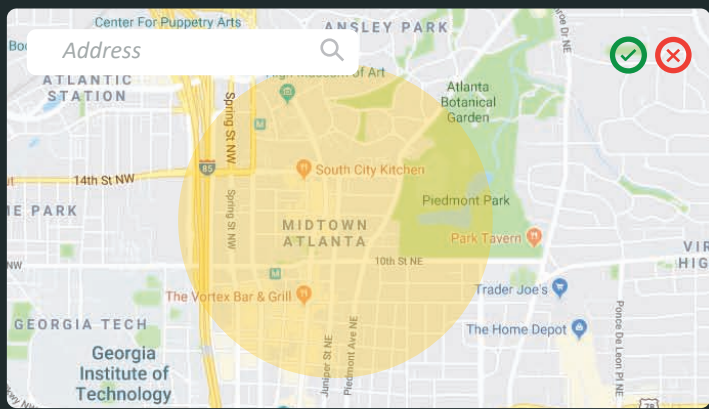
Email

Message

Submit

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




Address


Center For Puppetry Arts, ANSLEY PARK, ATLANTIC STATION, ATLANTA BOTANICAL GARDEN, MIDTOWN ATLANTA, GEORGIA TECH, Georgia Institute of Technology, South City Kitchen, Piedmont Park, Park Tavern, The Vortex Bar & Grill, Trader Joe's, The Home Depot


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Desktop

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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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Online Order

Appetizer **Sandwich** Dessert Drink Additional Summary Checkout



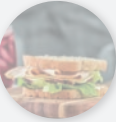




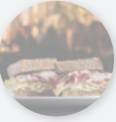



3 Course Feast

Order Summary
Order #1 ▾
Appetizer: Greek Salad
Sandwich: Grilled Chicken
Dessert: -----

Subtotal: \$11.99
Tax: \$0.72
Total: \$12.71


Please, Select Your Sandwich

 None	 Club	 Turkey	 Ham & Cheese	 Grilled Chicken
 Cuban	 Italian	 Roast Beef	 Grilled Cheese	


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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



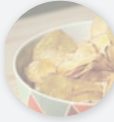
Cherry Pie



Apple Pie




Fruit Salad




Potato Chips

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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

Pick your drink of choice ...


 None	 Water	 Lemonade	 Coka Cola
 Ginger Ale	 Orange Juice	 Apple Juice	 Unsweetened Tea

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Online Order

Appetizer Sandwich Dessert Drink **Additional** Summary Checkout



3 Course Feast


Order Summary

Order #1 ▶
Order #2 ▼
Appetizer: -----
Sandwich: -----
Dessert: -----


Subtotal: \$11.99
Tax: \$0.72
Total: \$12.71


Would you like to place additional order(s)!?

[Back](#) [Yes](#) [No](#)

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Online Order

AppetizerSandwichDessertDrinkAdditionalSummaryCheckout



3 Course Feast


Order Summary

Order #1
Appetizer: Greek Salad
Sandwich: Grilled Chicken
Dessert: Brownie

Additional Appetizer n/a
Additional Order n/a


Subtotal: \$11.99
Tax: \$0.72
Total: \$12.71

BackCheckout

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Desktop

The image shows a desktop view of an online ordering interface. At the top is a dark navigation bar with links for Menu, About, FAQ, Testimonial, Contact, and Login. The 'cf' logo is centered in the navigation bar. Below the navigation bar is a large 'Online Order' header. A progress bar below the header shows steps: Appetizer, Sandwich, Dessert, Drink, Additional, Summary (highlighted), and Checkout. A modal window titled 'Login for quick checkout' is overlaid on the page. It contains input fields for 'email' and 'password', and buttons for 'Guest' and 'Login'. Below the modal, the 'Order Summary' is visible, listing items like 'Appetizer: Greek...', 'Sandwich: Grilled Chicken', and 'Dessert: Brownie'. It also shows a price breakdown: Subtotal: \$11.99, Tax: \$0.72, and Total: \$12.71. At the bottom of the modal area are 'Back' and 'Checkout' buttons. The footer contains 'Privacy Policy', 'Login', 'Copyright © 2019', and contact information for 3 Course Feast.

Menu About FAQ  Testimonial Contact Login

Online Order

Appetizer Sandwich Dessert Drink Additional **Summary** Checkout

Login for quick checkout X

[Create New Account -->](#)
[Forgot Password -->](#)

3 Course Feast


Order Summary

Order #1


Appetizer: Greek
Sandwich: Grilled Chicken
Dessert: Brownie

Additional Appetizer n/a
Additional Order n/a

Subtotal: \$11.99
Tax: \$0.72
Total: \$12.71

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Online Order

Appetizer Sandwich Dessert Drink Additional Summary **Checkout**

3 Course Feast **Order Total: \$12.71**


Guest Contact


Delivery Address

Same as Mailing Address

Payment Method

Desktop

[Menu](#) [About](#) [FAQ](#)  [Testimonial](#) [Contact](#) [Login](#)


3 Course Feast

Thank you for placing an order with us!

We are working on your 3 Course Feast right now ...

estimated delivery time: **4:30pm**

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