SNOWFLAKE

ELVIRA N

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# Restaurant Concept

**Restaurant Name & URL**

*Name: Snowflake*
*URL: snowflakeicecream.com*

**Food & drink**

*This restaurant provides customizable ice cream.*
*Flavor: vanilla, chocolate, strawberry, mango, coffee*
*Topping: caramel, chocolate, strawberry*
*Cone: waffle, a carton cup*
*Cone size: small →medium →large (1-3 scoops)*
*Sprinkles: chocolate chips, crashed peanuts, fruit mix, cookies*
*Drinks: no drinks available*

**Location**

*Kazakhstan, Almaty,*
*Since I know the area well, I can tell that this type of product will have its demand in this particular area.*

**Main target audience**

Main target audience is young parents. These people might want to have a nice family walk with their baby and probably relax, treat themselves and their kid to some sweet food.

**Cost**

*The restaurant prices will be in between the cheap and pricey, but quite affordable. Each scoop of ice cream, independently of its flavor will have a fixed price.*

| Item | Price (KZT-₸) | Price (USD-$) |
|---|---|---|
| One scoop of ice-cream | 600 | 1.33 |
| Topping/Sprinkles | 100 | 0.22 |
| A paper cup | 100 | 0.22 |
| A waffle cone | 500 | 1.11 |

***Exemplary orders (to give understanding):***
*Medium waffle cone ice-cream with topping and sprinkles:*
*₸1900(KZT) ~ $4.21*
*A large carton cup with topping and sprinkles: ₸2100(KZT) ~ $4.65*

**Elevator pitch**

*We make ice cream a new exciting experience for you and your children. Choose what is best for you and taste the sweetness of summer. We are open to catering ice-cream for family parties as well.*

# Strategy

## Target Audience

**Roles**

- *Young adults (since adults don't use websites or apps that much as young parents do)*
- *Young parents (to spare time going somewhere with their kids and get ice-cream delivered to their doorstep, for example)*
- *Teenagers (people who have pocket money and like to eat)*

**Demographics**

- **Gender** – probably less Male, than Female
- **Education** – college, bachelor degree or higher
- **Occupations** – housewives/househusbands, some white-collar jobs
- **Age** – somewhat 18-25 or higher
- **Location** – Almaty, Kazakhstan

**Psychographics**

- **Personality & Attitudes:** family-oriented, busy at work/home, like to treat themselves
- **Values:** family, quality time, experience
- **Lifestyles:** active (going for a walk with kids, taking care of your mental health after a busy day at work, etc.)
- **Interests:** probably social media, self-help books, psychology, etc.

# Strategy

## User Personas (optional)

**AIGERIM (27) – A MOM OF TWINS**

- Careful about what she eats
- Does Pilates and yoga
- Reads books on parenting
- Likes to organize some "family time"
- Has given up career pursuit for a family and does not regret it

**ARYSSTAN (22) – A STUDENT AT AN IT UNIVERSITY**

- Hedonist & Sweet Tooth: likes to eat
- Likes to work somewhere else rather than from home
- Doesn't care so much about his studies as of his future promising job
- Will not skip an opportunity for a good walk, a party or a get-together with his friends

**AKERKE (18) – A HIGH SCHOOL STUDENT**

- A straight-up A+ student
- Rarely hangs-out because she's busy preparing for university admissions
- Doesn't like spending money or asking her parents to give her pocket change
- Likes psychology
- Aims for a management position in the future

# Strategy

## User Needs

- Find out if the delivery is available for their area
- Order ice-cream online
- View the customization options for ice-cream
- View the locations of branches on the map
- Find out whether certain branch is open or not at the moment
- Find out details about what exactly "catering ice-cream for family parties" is and what are the options

## Client Needs

- To sell and deliver ice-cream from the website
- Provide customization options for the customers
- Provide information on timetables of restaurant branches
- Provide contact info and other necessary supporting information for customers
- Provide options and descriptions for party catering

# Outline of Scope

## Content Requirements

*"The user will be looking for…"*

- Customization options menu
- Some schedule table to know the working hours
- Exemplary images of past catered ice-cream for parties
- Conditions for ice-cream parties catering
- About us
- Contact information (addresses of our branches, phone numbers, emails for feedback)
- FAQs

## Functionality Requirements

*"The user will be able to…"*

- Customize their order via available menu (number of ice-cream scoops for each cup/cone + their flavors and general number of portions)
- Place an order (fill in all the order details and ensure the delivery is available in their area)
- Create an account
- View active and past orders
- Log in/log out
- Delete an account if necessary

# Sitemap

**HOME**

**ABOUT US**
- WHO ARE WE?
- HOW IT BEGAN
- ABOUT OUR ICE-CREAM
- CATERING FOR PARTIES

**ICE-CREAM**

UP TO 3 SCOOPS OF DIFFERENT FLAVORS

SCOOP FLAVOR

TOPPING

SPRINKLES

CONE/CUP

YES          NO

DO YOU WANT MORE ICE-CREAM?

**CART**

WANT ANYTHING ELSE FOR YOUR ORDER?

YES          NO

GO TO CHECKOUT

**ACCOUNT**

IS THE USER LOGGED IN?

YES          NO

SIGN UP
SIGN IN

PERSONAL INFORMATION
- LOGIN
- EMAIL
- PASSWORD
- DOB
- EDITING OPTIONS
- LOG OUT/DELETE OPTIONS

PAST ORDERS
- DATE
- ORDER ITEMS
- PAYMENT DETAILS
- DELIVERY ADDRESS

**PARTIES**

GENERAL INFORMATION
- PHOTOS OF PREVIOUS EVENTS
- OPTIONS AND COSTS
- FAQ
- CONTACT INFO ONLY FOR CATERING ORDERS

**FOOTER**
- ADDRESS
- EMAIL
- PHONE NUMBER
- INSTAGRAM PAGE

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