



# IT'S A WRAP

Anvitha Nallan



# Restaurant Concept (Project Idea)

**What will your restaurant's name be?**

It's A Wrap!

[itsawrap.com](http://itsawrap.com)

**Describe the type of food or drink and the related options the restaurant will serve.**

Shawarma Wraps

*Customisation:*

- ★ Meat
  - Lamb
  - Chicken
  - Turkey
  - Beef
- ★ Veggies
  - Cabbage
  - Tomatoes
  - Cucumbers
  - Onions
  - Hummus
- ★ Sides
  - Garlic sauce
  - Fries
  - Pickles
- ★ Drinks
  - Lemonade
  - Soft Drinks

**Describe the country, city, and neighborhood where the restaurant and its customers will be located.**

*Hyderabad, Telangana (Urban)*

Famous for its Mughal culture, the city of Hyderabad has a vibrant nightlife with middle eastern food being a popular cuisine

**Main target audience**

- ★ College Students
  - Students looking for a cheap-ish snack late at night
- ★ Young Parents
  - Young parents looking for a quick fix for their hunger cravings

**Cost**

\$\$- Moderate

**Elevator pitch**

Try out our mouth-watering shawarmas, with juicy fresh meat and veggies, brought to you by the city's finest. The perfect cure for your late-night hunger pangs!

# Strategy

## Target Audience

### Roles

- ★ *College Students:* Looking for a late night snack
- ★ *Young parents:* Sick of staying in and eating home food
- ★ *Foreigners:* Possibly want to try out new cuisines that the city is known for
- ★ *Software Professionals:* Work late in the area and want to order some fast food

### Demographics

- ★ 18-35 year olds
- ★ College Education or above
- ★ Middle-Class
- ★ Location: Preferably near the Financial District area- Urban
- ★ Occupation: Students/Software Engineers

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

#### ★ Personality & Attitudes:

- Adventurous
- Foodies
- Youthful
- Inquisitive about culture and food

#### ★ Values:

- Open-minded
- Hard-working

#### ★ Lifestyles:

- Active
- Like spending time with friends
- Always try new things

# Strategy

## User Personas



**Zaidan Khan (20) – The College Student**

- 20 year old student at a local college
- “My parents think I’m at college but I’d rather watch a movie with some friends”
- Knows every eatery in the area
- Loves to drive around and explore the city with friends



**The Sharmas: Sachin and Keerthi (30 & 28) – The Young Parents**

- Parents to a 1 year old girl
- Both software engineers
- “We’re going to be cool parents”
- Share interest of trying new food



**Olivia West (32) – Inquisitive Foreigner**

- Temporarily in Hyderabad for work
- Food blogger on the down low
- “I love Indian culture and values, the food is SO spicy!”
- Loves to explore the city and experience it like a local

IT'S A WRAP

# Strategy

## User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Be able to see operating timings
- Approximate delivery time
- Customisable meat and veggies options
- Track order after prepared
- Option to ‘favorite’ their regular orders

## Client Needs

The website needs to enable the client to:

- Sell food online that will be delivered
- Provide a system for order customization
- Communicate quality service
- Communicate affordable prices
- Provide high quality street food
- Explain the background, and the process of how Shawarma is made

# Outline of Scope

## Content Requirements

*“The user will be looking for...”*

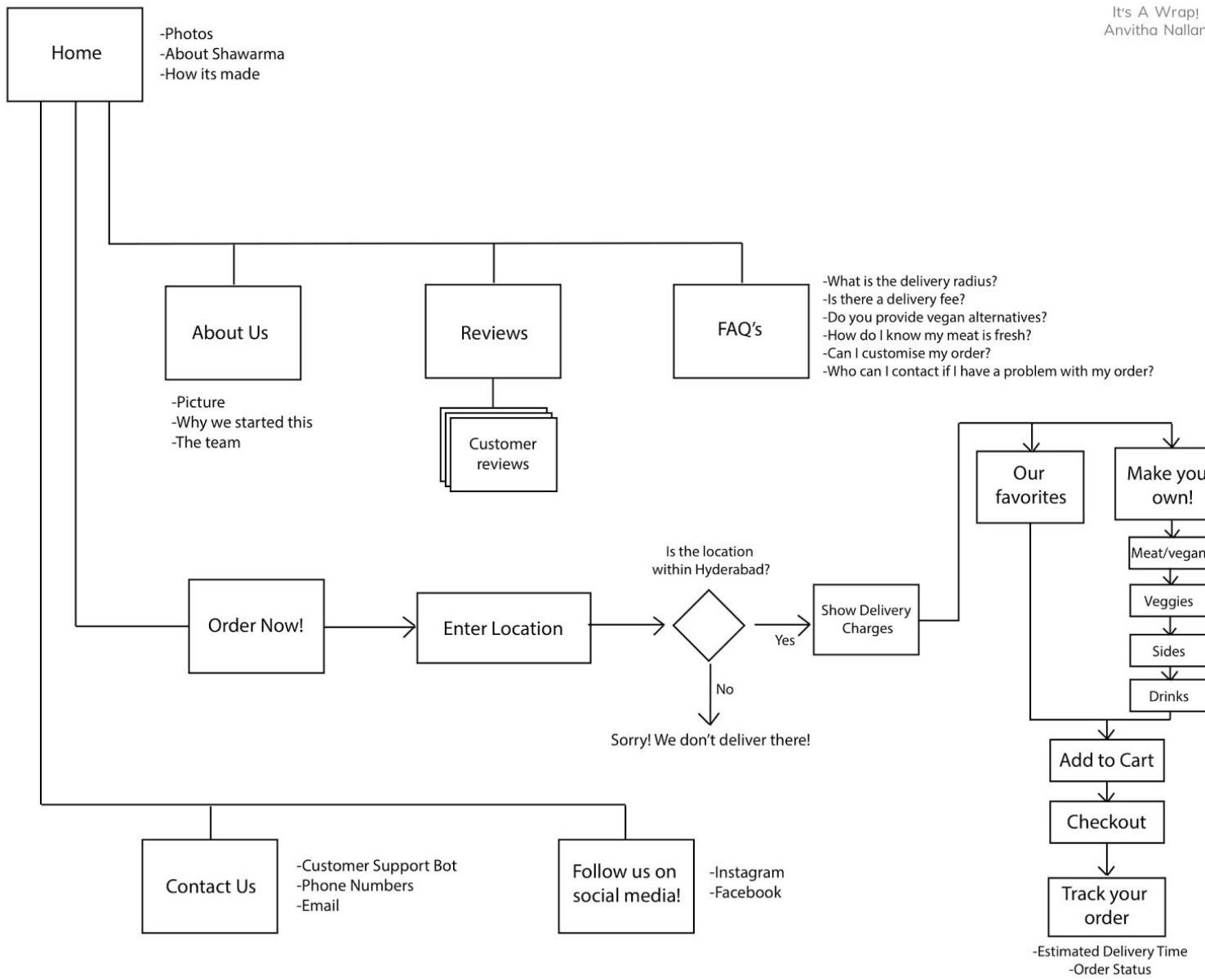
- ★ Text that shows delivery available only within the city
- ★ Text to show timings
- ★ Food Menu with pictures and prices
- ★ About Us page
- ★ About Shawarma page
- ★ Contact Us
- ★ Reviews page
- ★ FAQ's-
  - What is your delivery radius?
  - Is there a delivery fee?
  - Do you provide a vegan version?
  - How do I know the meat is fresh?
  - Can I customise my order?
  - Who can I contact if I have a problem with my order?

## Functionality Requirements

*“The user will be able to...”*

- ★ See if the restaurant is delivering at the location entered/ time (+ delivery fee if applicable)
- ★ See the approximate delivery time based on location entered
- ★ Order pre-made shawarma
- ★ Customise shawarma
  - Meat/vegan
  - Veggies
  - Sides
  - Drinks
- ★ Favorite their regular orders
- ★ Add to cart and check out
  - Enter delivery location
  - Enter payment information
- ★ Track their order status on a map

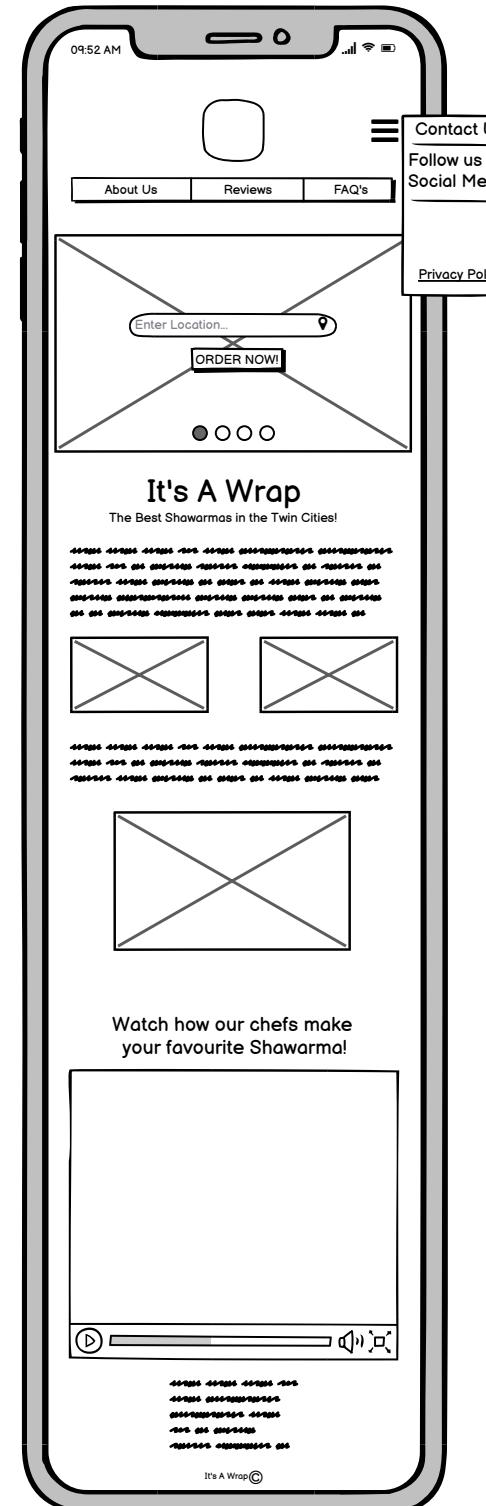
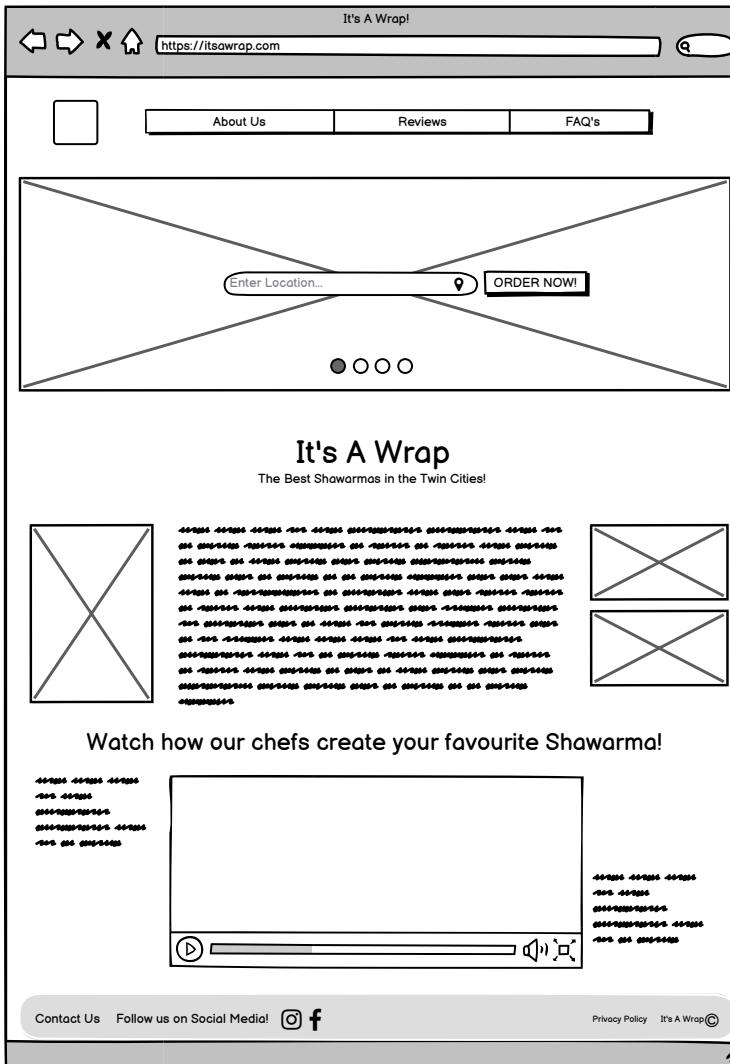
# Sitemap



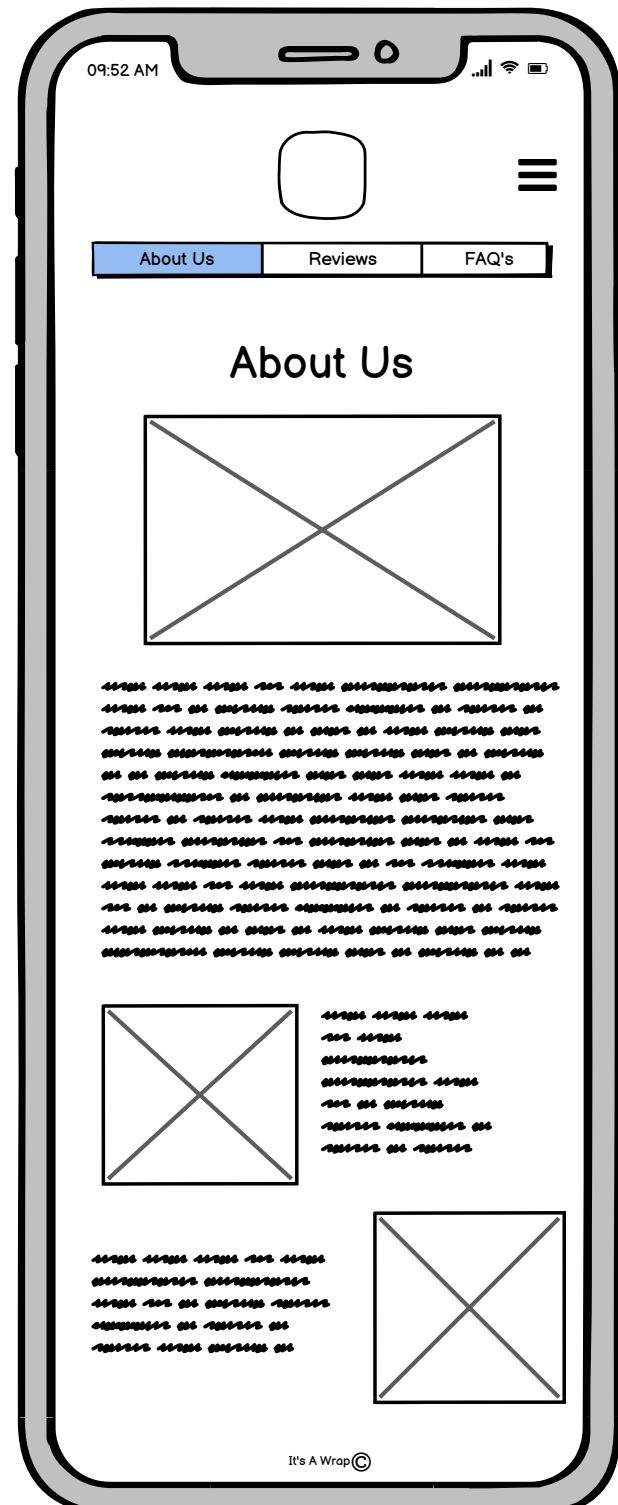
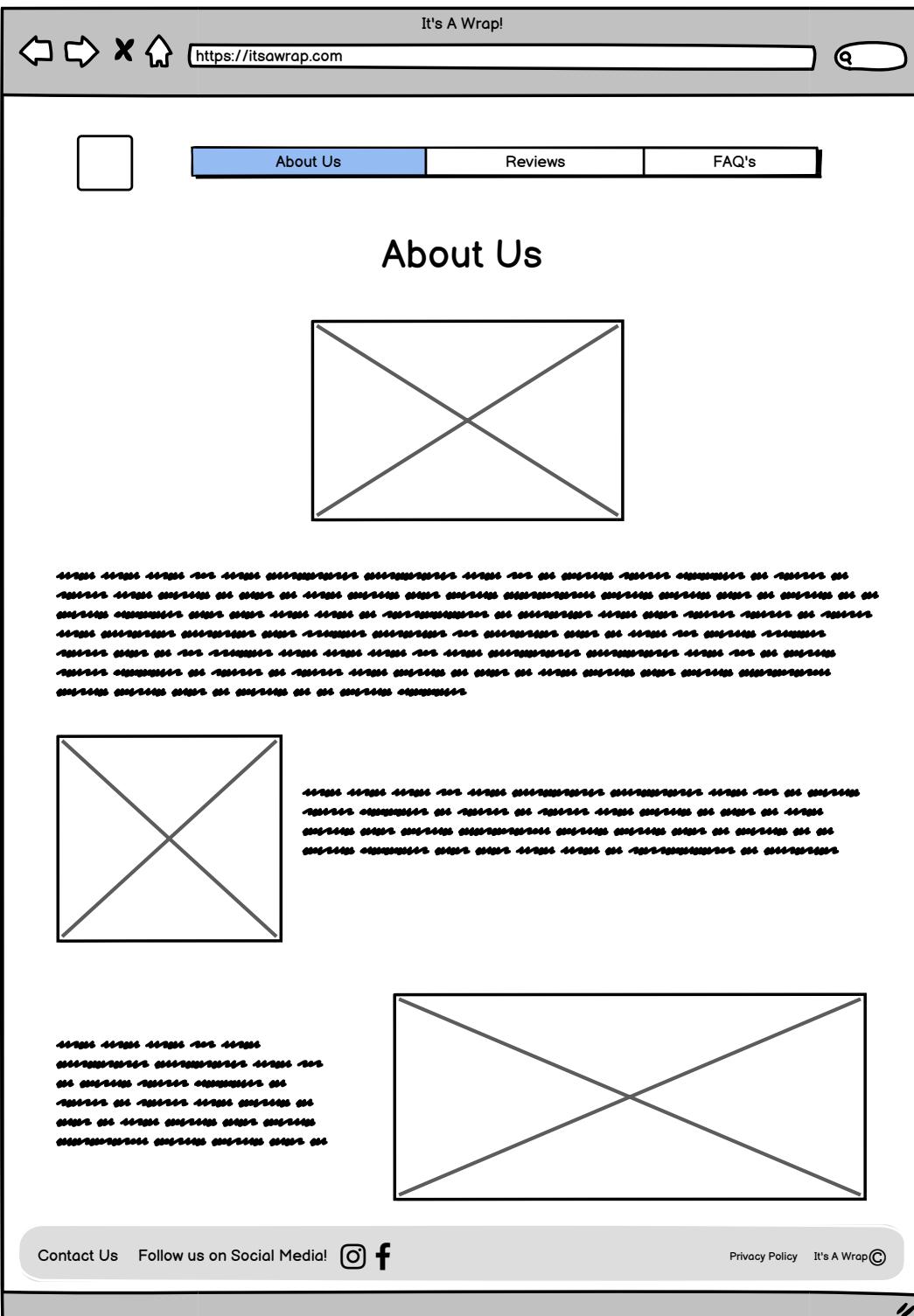
# Wireframes

IT'S A WRAP

# Home Page 1



## About Us



## Reviews

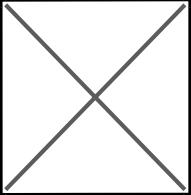
It's A Wrap!

<https://itsawrap.com>

About Us    Reviews    FAQ's

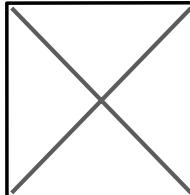
## Reviews

Shamin Sheth, 22, Hyderabad



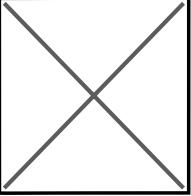
★★★★★

Ritika Reddy, 21, Hyderabad



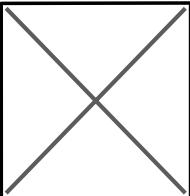
★★★★★

Yashaswi Ravu, 20, Hyderabad



★★★★★

Shambhavi Tandulwadikar, 21, Hyderabad



★★★★★

Contact Us    Follow us on Social Media!  

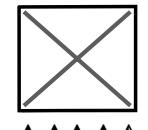
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09:52 AM

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## Reviews

Shamin Sheth, 22, Hyderabad



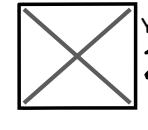
★★★★★

Ritika Reddy, 21, Hyderabad



★★★★★

Yashaswi Ravu, 20, Hyderabad



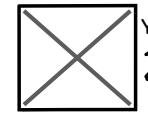
★★★★★

Shambhavi Tandulwadikar, 21, Hyderabad



★★★★★

Yashaswi Ravu, 20, Hyderabad



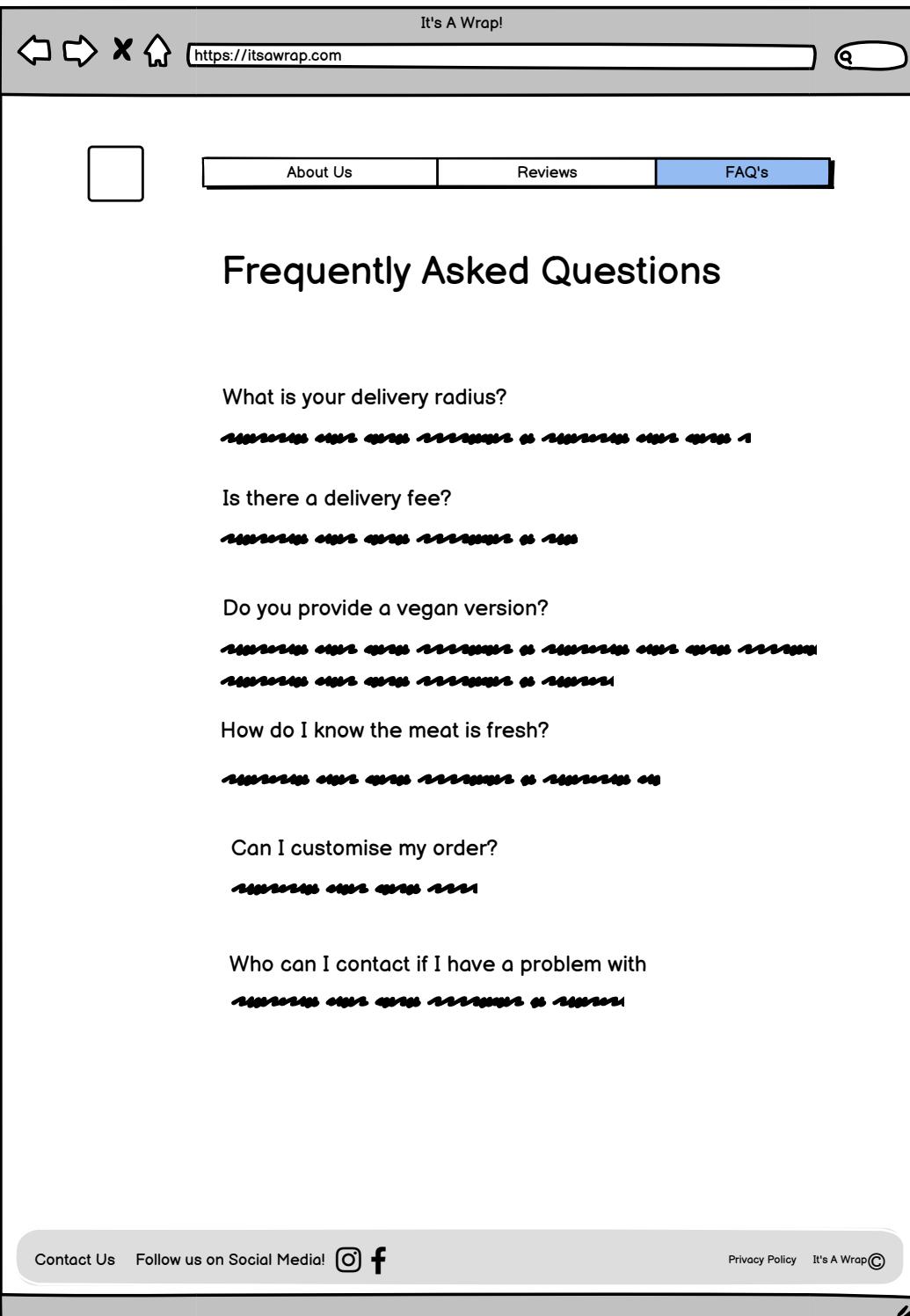
★★★★★

Shambhavi Tandulwadikar, 21, Hyderabad



★★★★★

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<https://itsawrap.com>

About Us    Reviews    **FAQ's**

## Frequently Asked Questions

What is your delivery radius?  
~~~~~

Is there a delivery fee?  
~~~~~

Do you provide a vegan version?  
~~~~~  
~~~~~

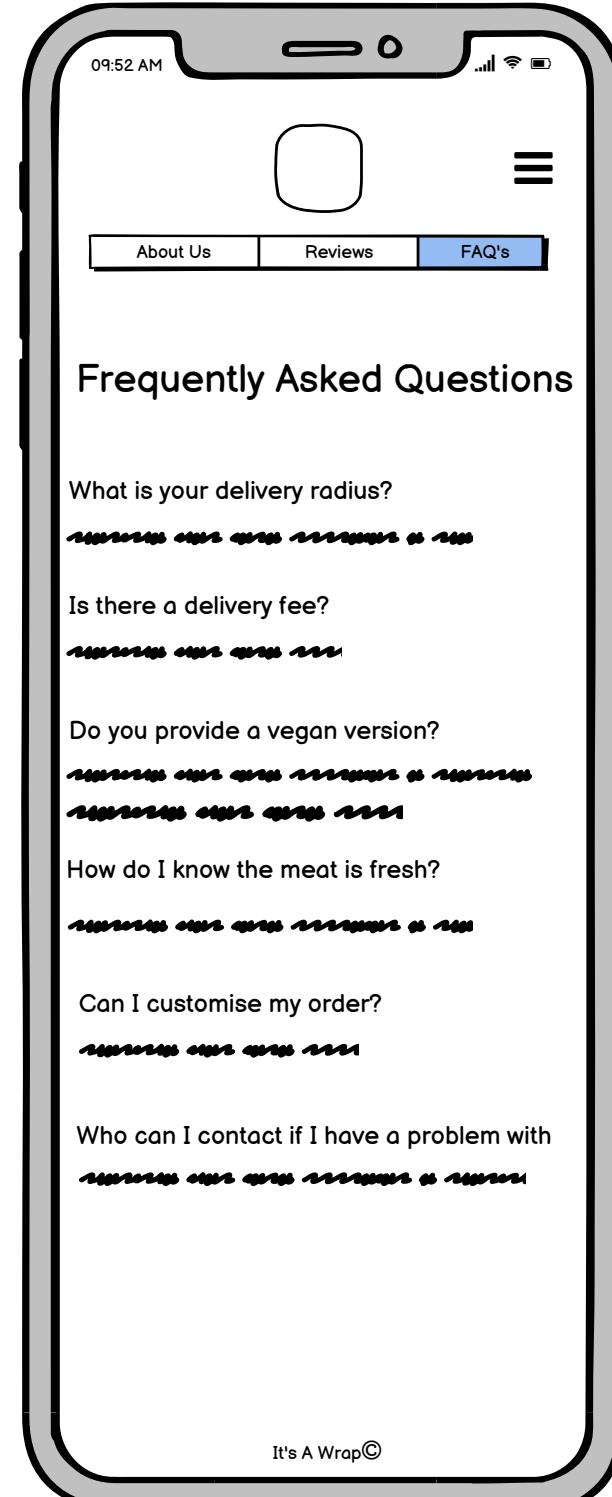
How do I know the meat is fresh?  
~~~~~

Can I customise my order?  
~~~~~

Who can I contact if I have a problem with  
~~~~~

Contact Us   Follow us on Social Media! [Instagram](#) [Facebook](#)

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09:52 AM

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## Frequently Asked Questions

What is your delivery radius?  
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Do you provide a vegan version?  
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~~~~~

Can I customise my order?  
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Who can I contact if I have a problem with  
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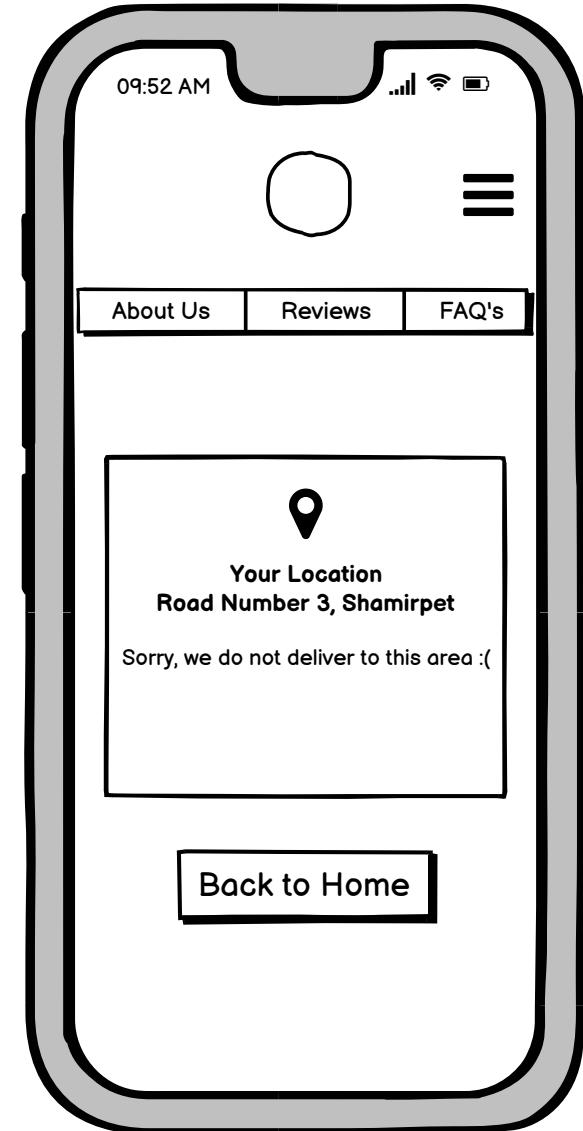
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## Order Process: Location not possible

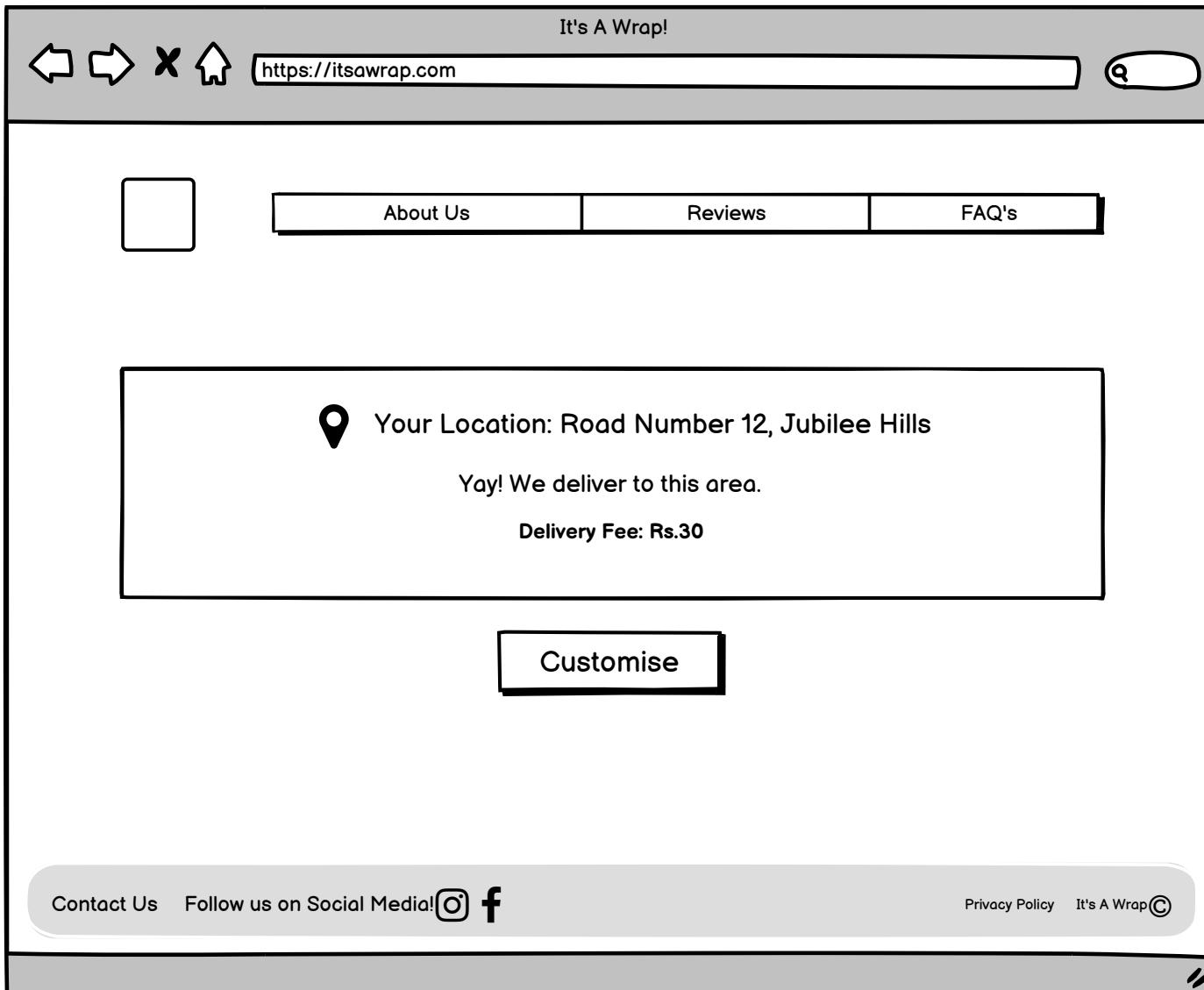


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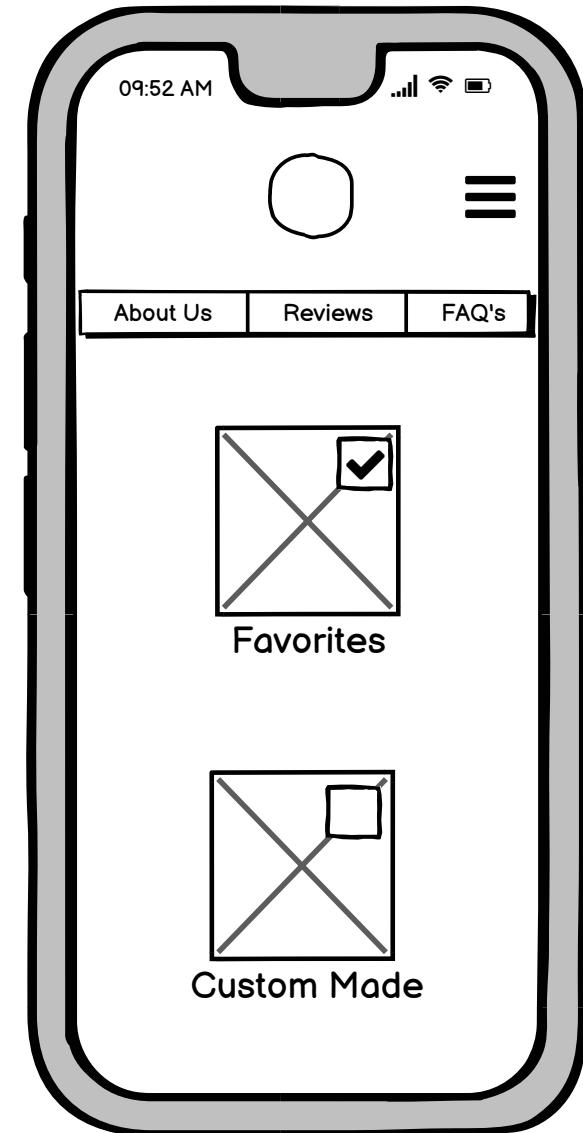
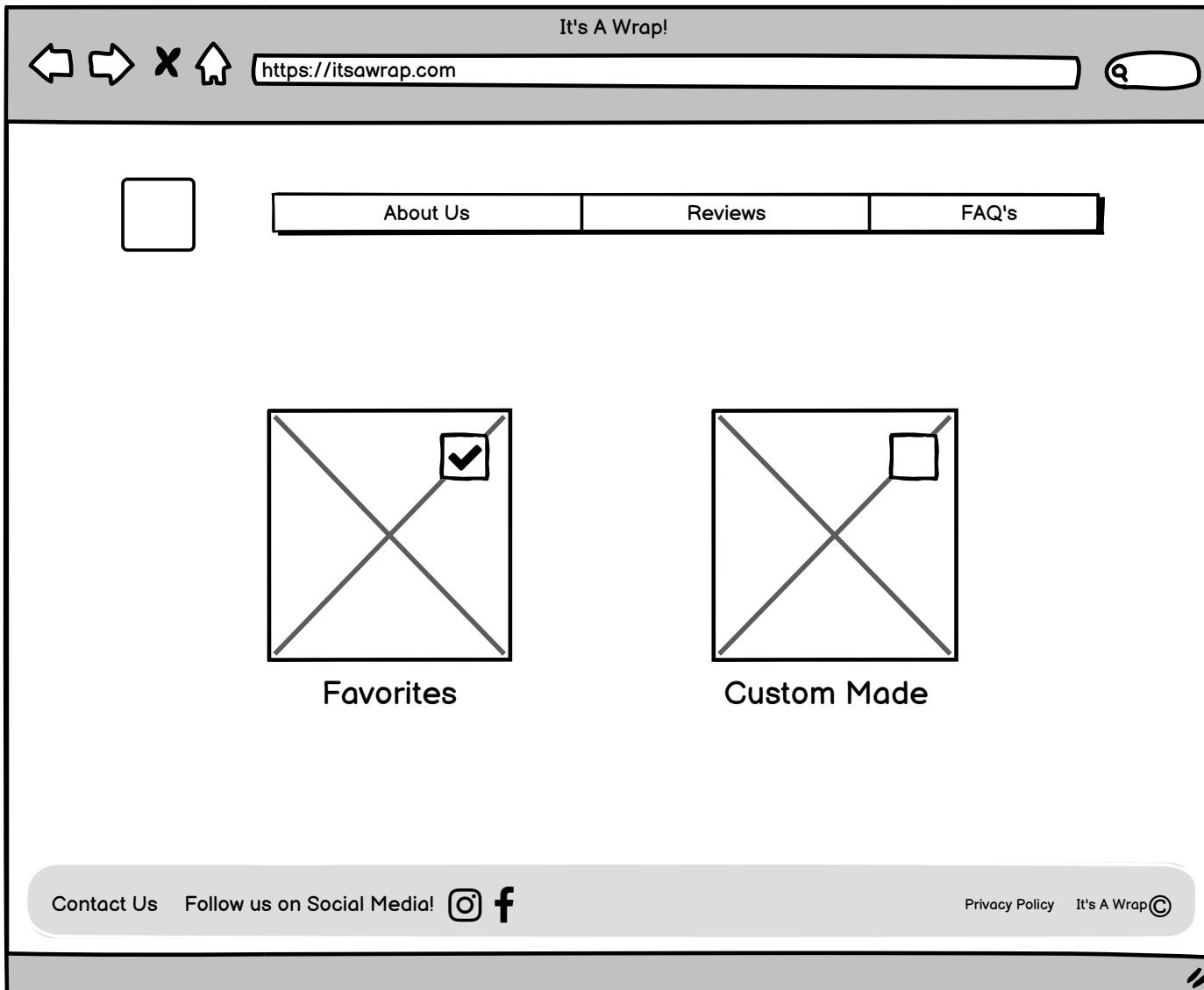
[Privacy Policy](#) It's A Wrap



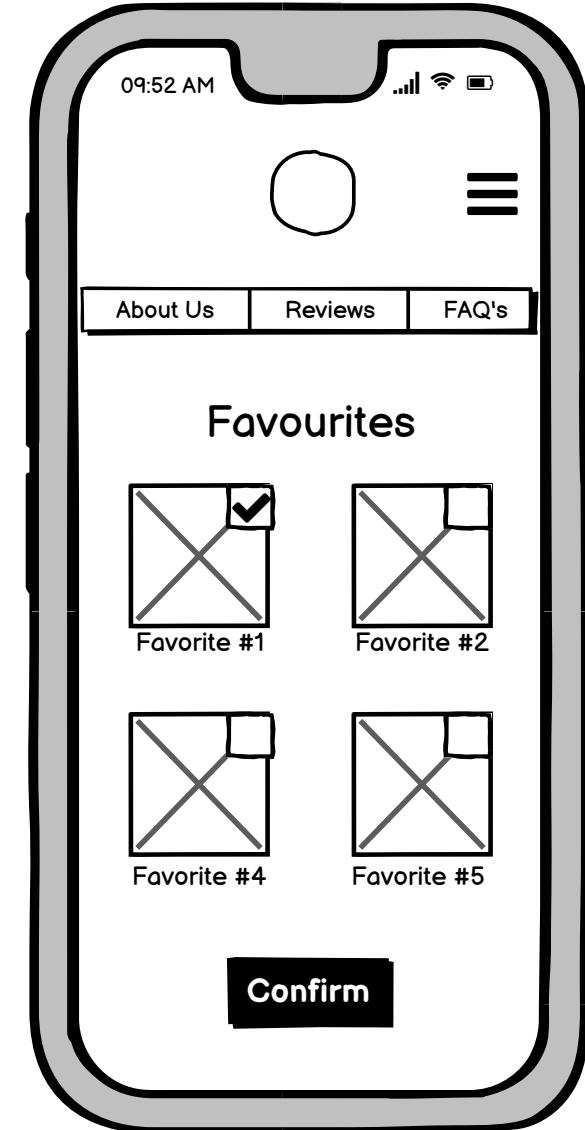
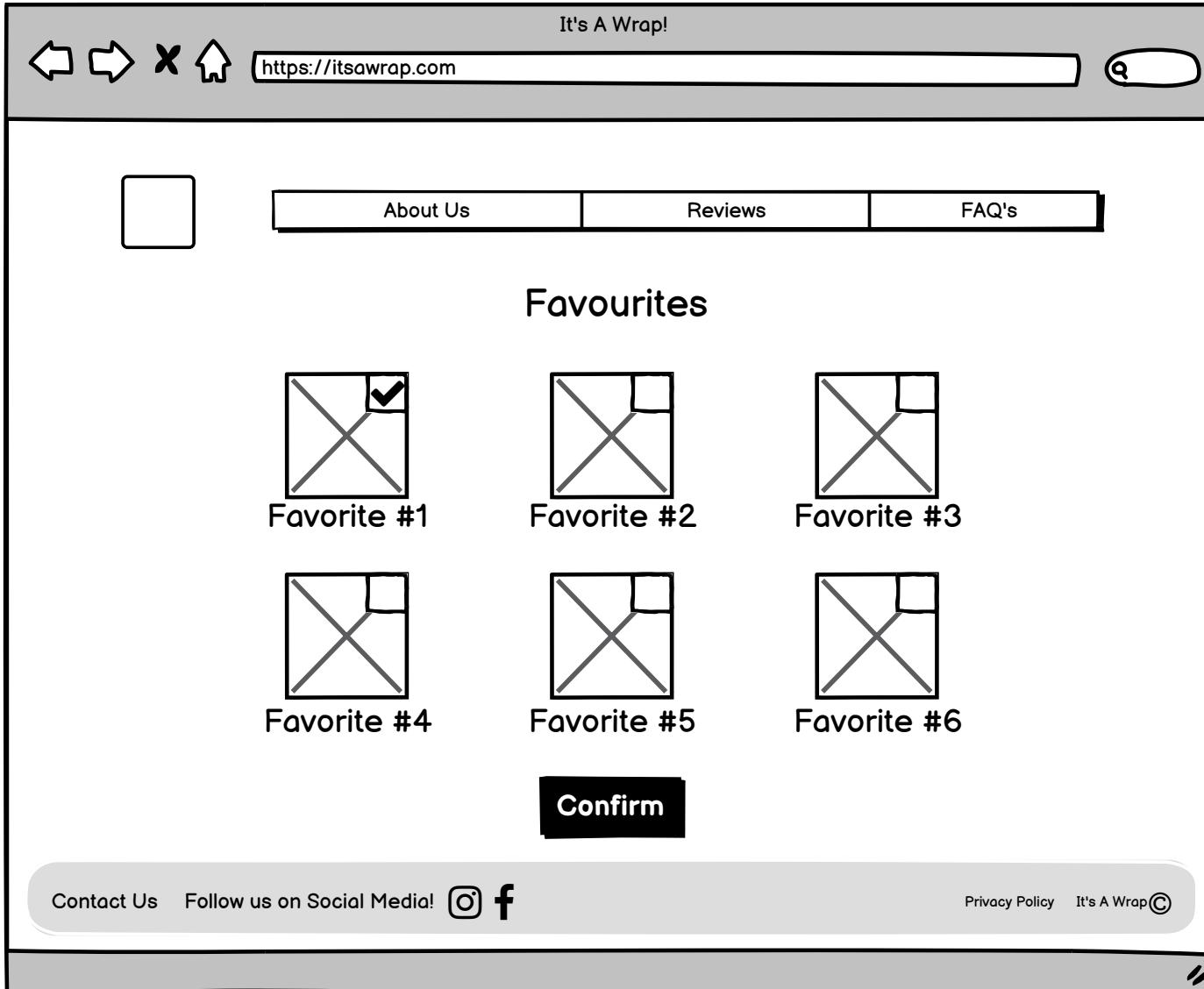
## Order Process: Location confirmed



## Order Process: Choice



## Order Process: Favourites



## Order Process: Meat

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<https://itsawrap.com>

About Us    Reviews    FAQ's

### Make your Shawarma

Meat > Veggies > Sauces > Sides > Drinks

MEAT

Lamb    Chicken    Turkey    Beef    Vegan Meat

**Next ->**

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09:52 AM

Make your Shawarma

MEAT 

Lamb    Chicken    Turkey

Beef    Vegan Meat

## Order Process: Veggies

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### Make your Shawarma

Meat > Veggies > Sauces > Sides > Drinks

#### VEGGIES

Cabbage    Tomatoes    Cucumbers    Onions    Pickles

<- Back    Next ->

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Make your Shawarma

VEGGIES

Cabbage    Tomatoes    Cucumbers

Onions    Pickles

## Order Process: Sauces

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https://itsawrap.com

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### Make your Shawarma

Meat > Veggies > Sauces > Sides > Drinks

#### Sauces

Tahini    Falafel Hot Sauce    Tarator Sauce    Garlic Sauce

<- Back    Next ->

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09:52 AM

Make your Shawarma

SAUCES

Tahini    Falafel Hot Sauce

Garlic Sauce    Tarator Sauce

## Order Process: Sides

The screenshot shows a mobile browser window for the website <https://itsawrap.com>. The title bar says "It's A Wrap!". The main content area has a header "Make your Shawarma" and a breadcrumb navigation: Meat > Veggies > Sauces > Sides > Drinks. Below this is a section titled "Sides" with three items: Fries, Salad, and Falafel, each represented by a square icon with a large X through it. At the bottom are buttons for "**<- Back**" and "**Next ->**". The footer includes links for "Contact Us", "Follow us on Social Media!" (with icons for Instagram and Facebook), "Privacy Policy", and "It's A Wrap ©".

The screenshot shows a smartphone displaying the "Sides" selection screen. The top status bar shows the time as 09:52 AM and battery level. The screen has a header "Make your Shawarma" and a title "SIDES" with back and forward arrows. It lists three items: Fries, Salad, and Falafel, each with a crossed-out icon. The Falafel item is highlighted with a larger crossed-out icon.

## Order Process: Drinks

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## Make your Shawarma

Meat > Veggies > Sauces > Sides > Drinks

### Drinks

Lemonade    Coco-Cola    Sprite

<- Back    Review Order ->

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09:52 AM

## Make your Shawarma

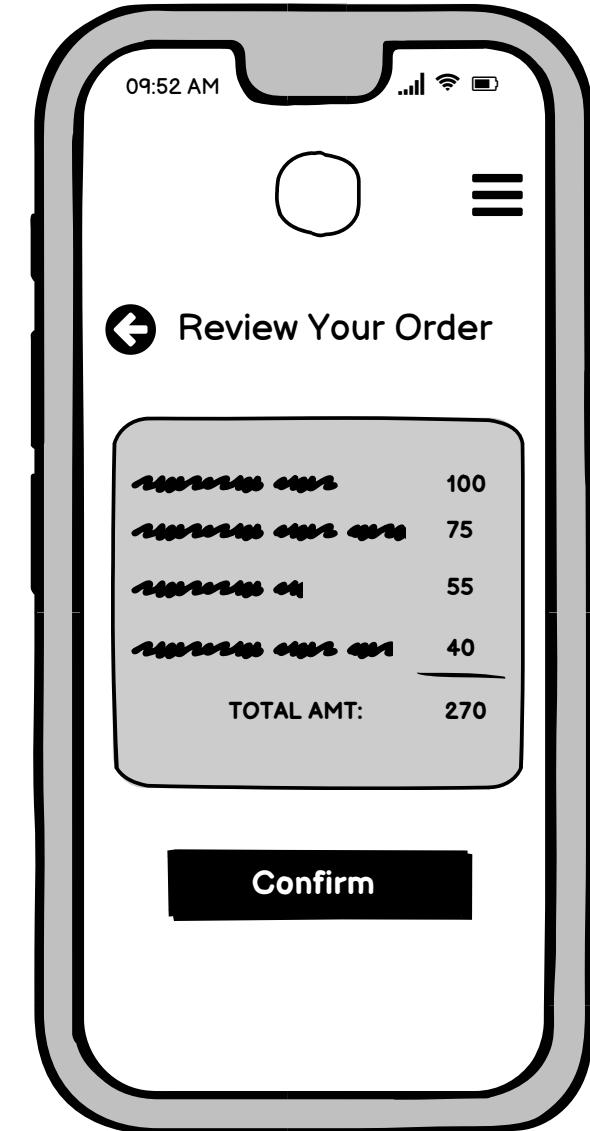
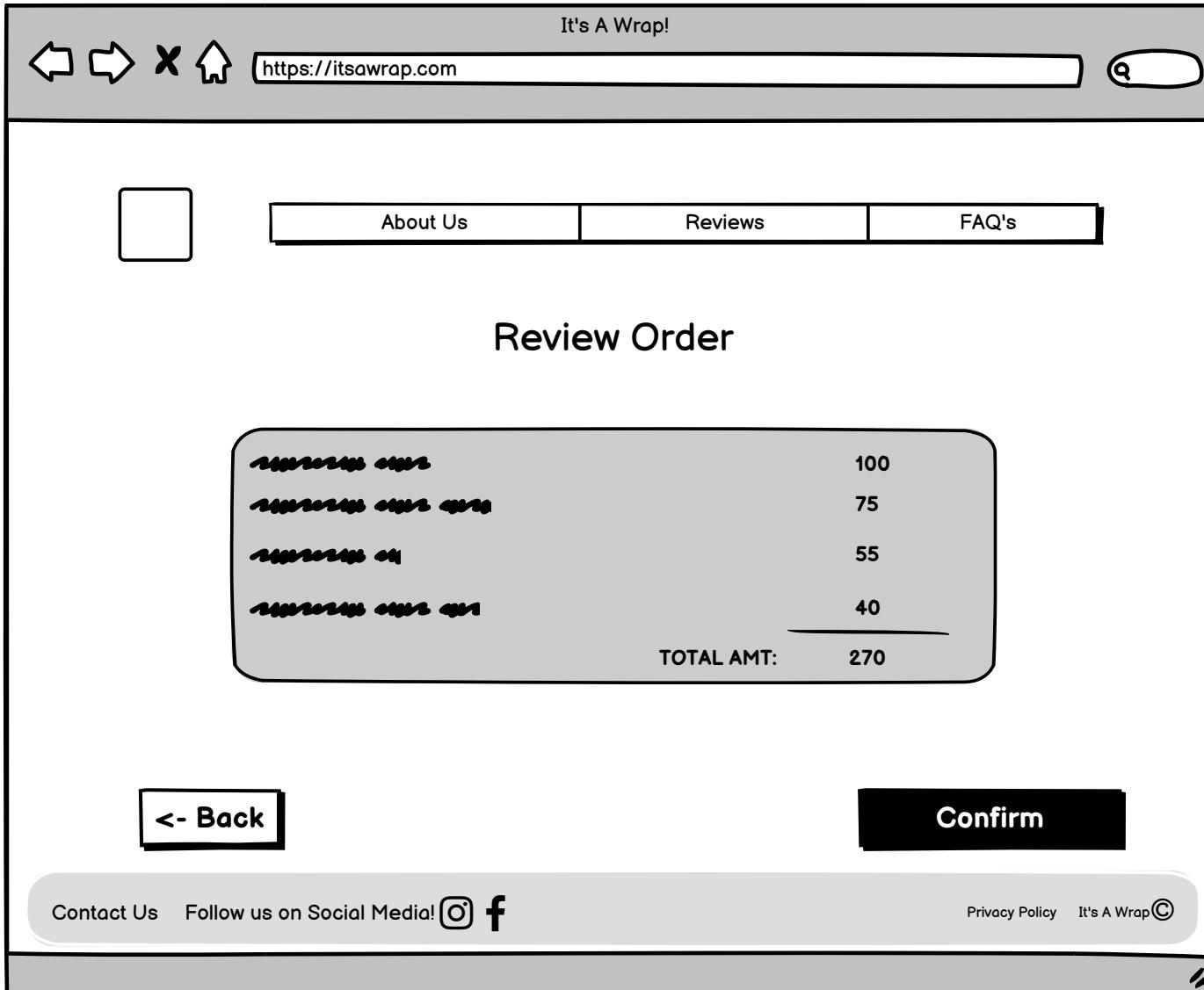
### DRINKS

Lemonade    Coco-Cola

Sprite

Review Order ->

## Order Process: Review Order



## Order Process: Payment Details

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### Payment Details

Name On Card

Card Number

Expiry

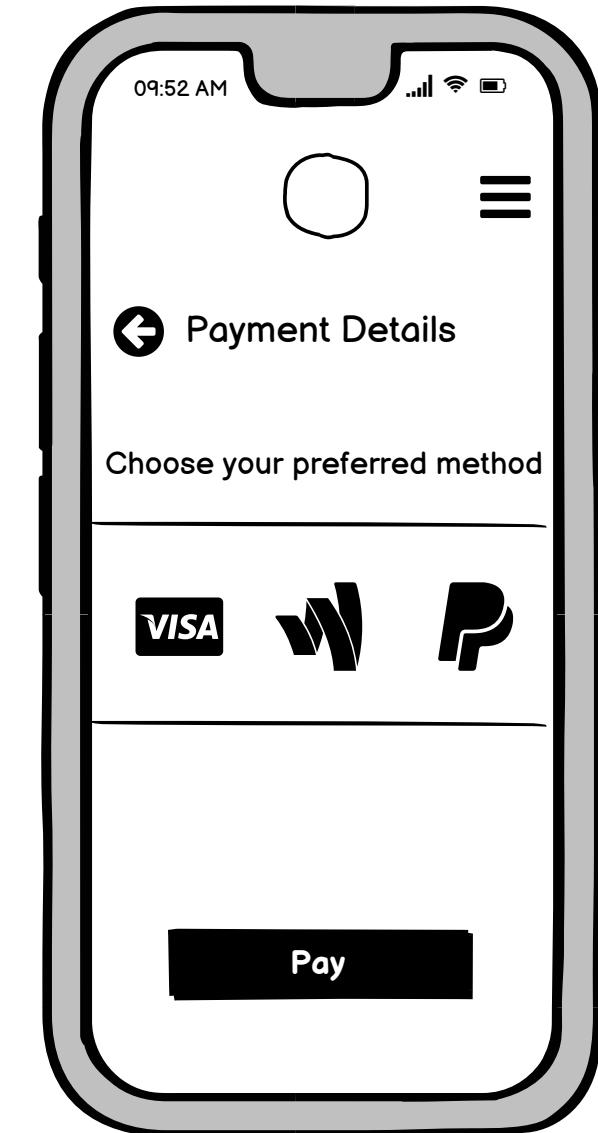
CVV

<- Back

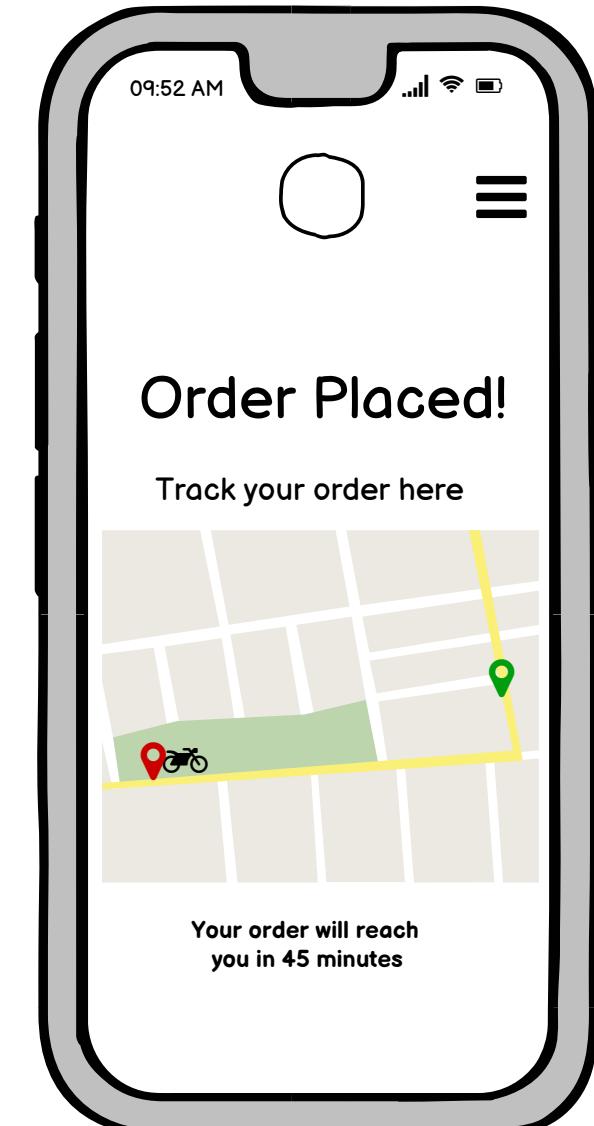
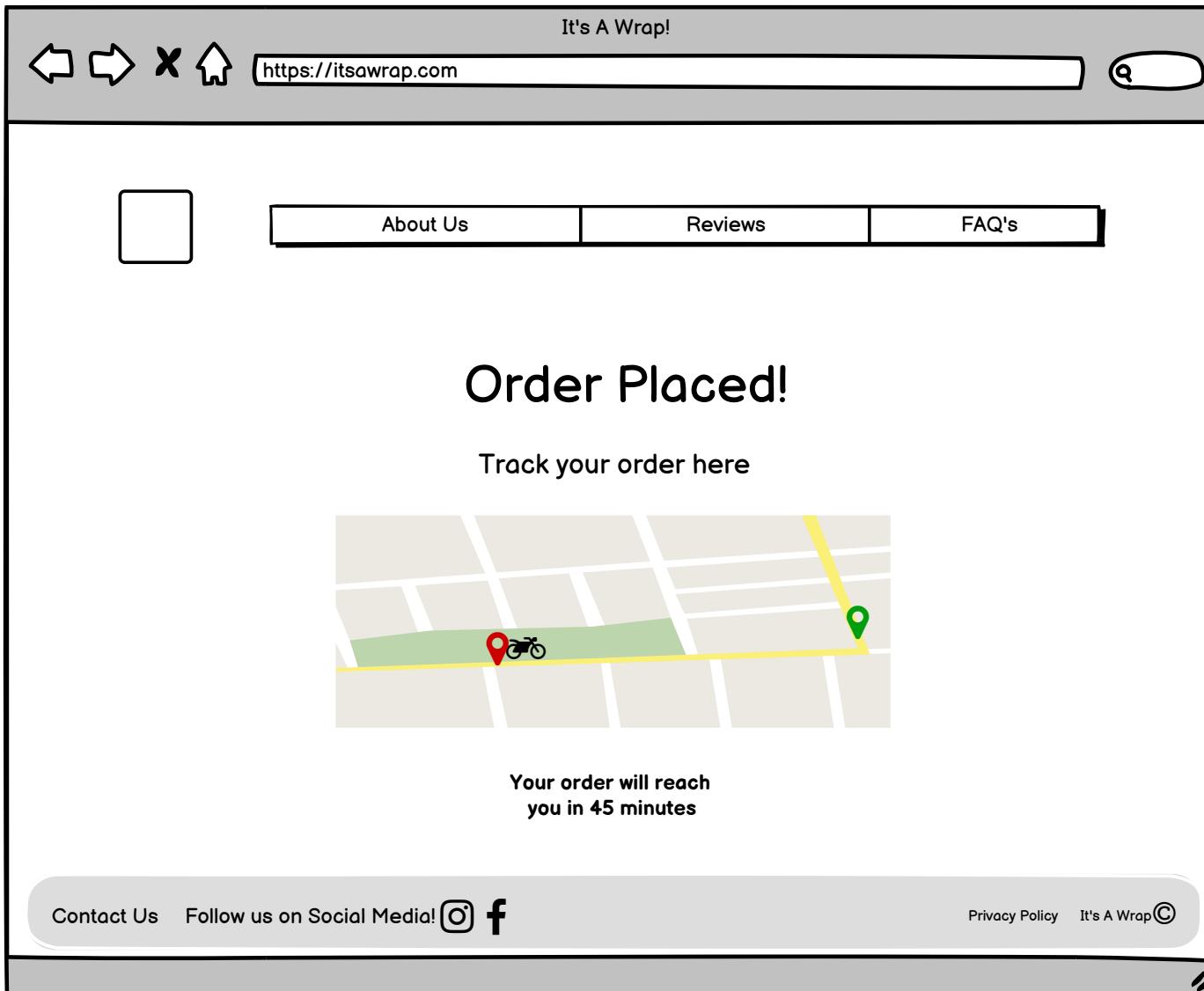
Pay

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## Order Process: Track your Order



# Moodboard

Pinterest Link: <https://pin.it/6yKIDR5>



MOCKUPS : HOME PAGE  
DESKTOP AND MOBILE

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[Frequently Asked Questions](#)
[Reviews](#)

**Enter Your Location...** **GO**

## IT'S A WRAP

The Best Shawarma In The Twin Cities!

Shawarma is a dish in Middle Eastern cuisine consisting of meat cut into thin slices, stacked in a cone-like shape, and roasted on a slowly-turning vertical rotisserie or spit.

Shawarma often is served with fries, salads like tabouleh, falafel, and just by itself for a quick bite on the go. In some places, it is served alone, without pita or flatbread.

**Watch how our chefs create your favourite Shawarma!**

**Contact Us**

IT'S A WRAP®  
Financial District Hyderabad, 500033  
Ph No: (+91) 6073548223

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[FAQ's](#)
[Get to know us](#)
[Reviews](#)

**Enter Your Location...** **GO**

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**Watch how our chefs create your favourite Shawarma!**

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[Get to know us](#)

**Enter Your Location...** **GO**

**Contact Us**

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VISUAL MOCKUPS- DESKTOP



## IT'S A WRAP®

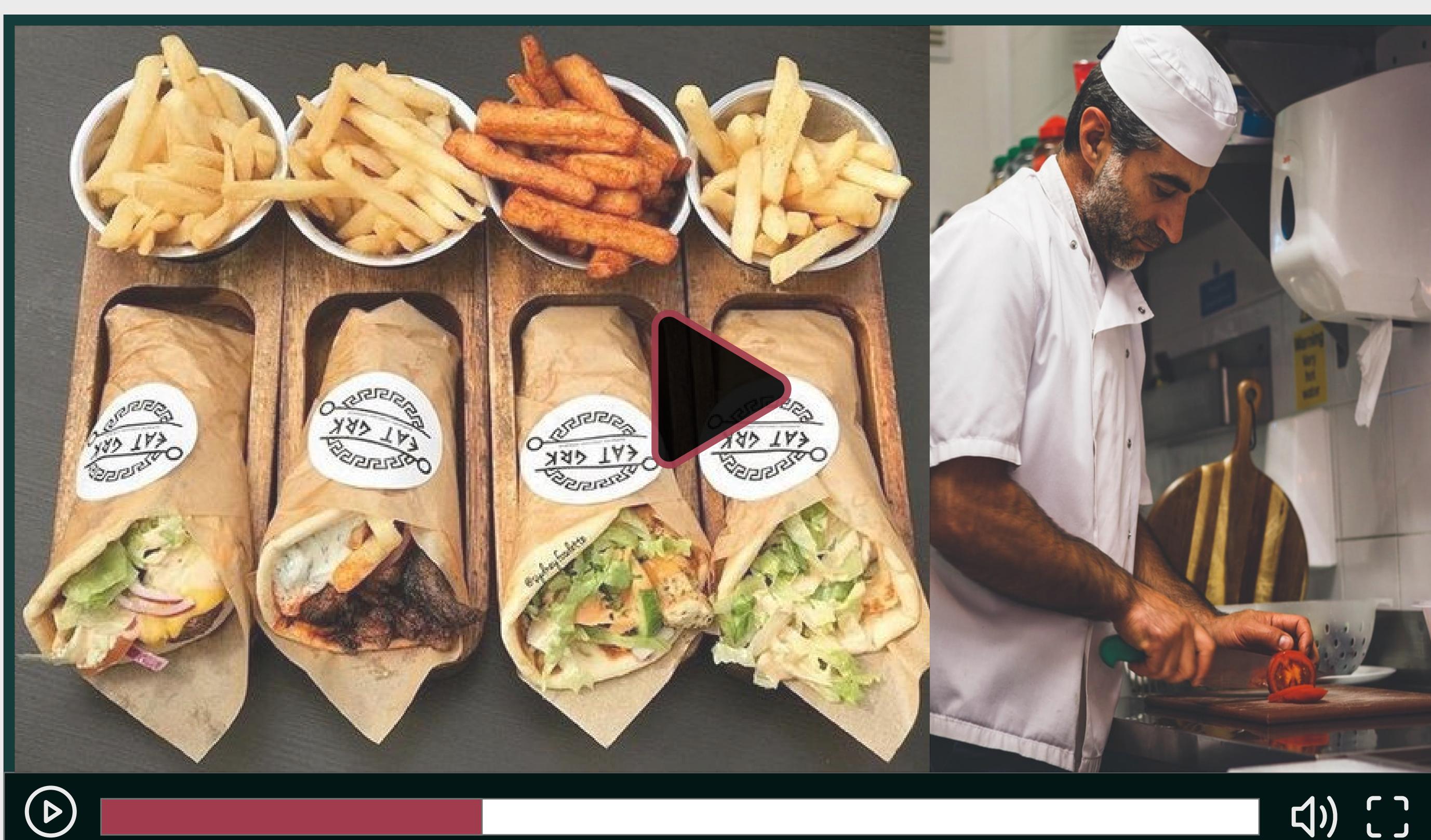
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### Watch how our chefs create your favourite Shawarma!





📍 **Entered Location:** Road no. 12, Banjara Hills

Is this incorrect? [Click here](#) to re-enter location

Yay! We deliver to your location!

**CUSTOMISE**

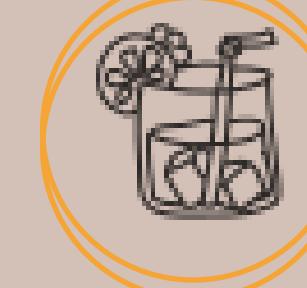
**FAVOURITES**

Customise your order

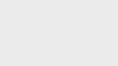
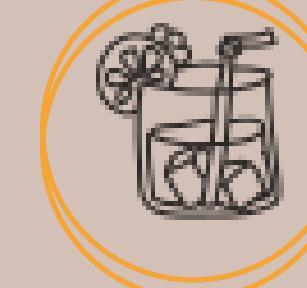
or

Choose from our favourites

## MAKE YOUR SHAWARMA

 Base Veggies Sauces Sides Drinks

Choose a base for your Shawarma

 Meat Turkey Chicken Lamb Beef Vegetarian Plant Based Meat Cottage Cheese Next

## MAKE YOUR SHAWARMA

**Base****Veggies****Sauces****Sides****Drinks**

Choose your favourite veggies



CABBAGE



TOMATO



PICKLES



CUCUMBER



ONIONS

**Back****Next**

## MAKE YOUR SHAWARMA

**Base****Veggies****Sauces****Sides****Drinks**

Sauce it up!



TAHINI



FALAFEL HOT SAUCE



TARATOR



GARLIC

[Back](#)[Next](#)

## MAKE YOUR SHAWARMA

**Base****Veggies****Sauces****Sides****Drinks**

Would ya like some fries with that?



FRIES



FALAFEL



SALAD

**Back****Next**

## MAKE YOUR SHAWARMA

**Base****Veggies****Sauces****Sides****Drinks**

Quench your thirst!



COCA-COLA



LEMONADE



Sprite

**Back****Review Order**

## REVIEW YOUR ORDER

	
<b>Meat</b> Lamb	120
<b>Veggies</b> Cabbage, Cucumber, Tomato, Onions	80
<b>Sauces</b> Tarator, Tahini, Garlic	40
<b>Sides</b> Fries, Falafel	100
<b>Drinks</b> Lemonade	30
<b>Delivery</b>	30
<b>TOTAL</b>	410

**Back****Payment Details**

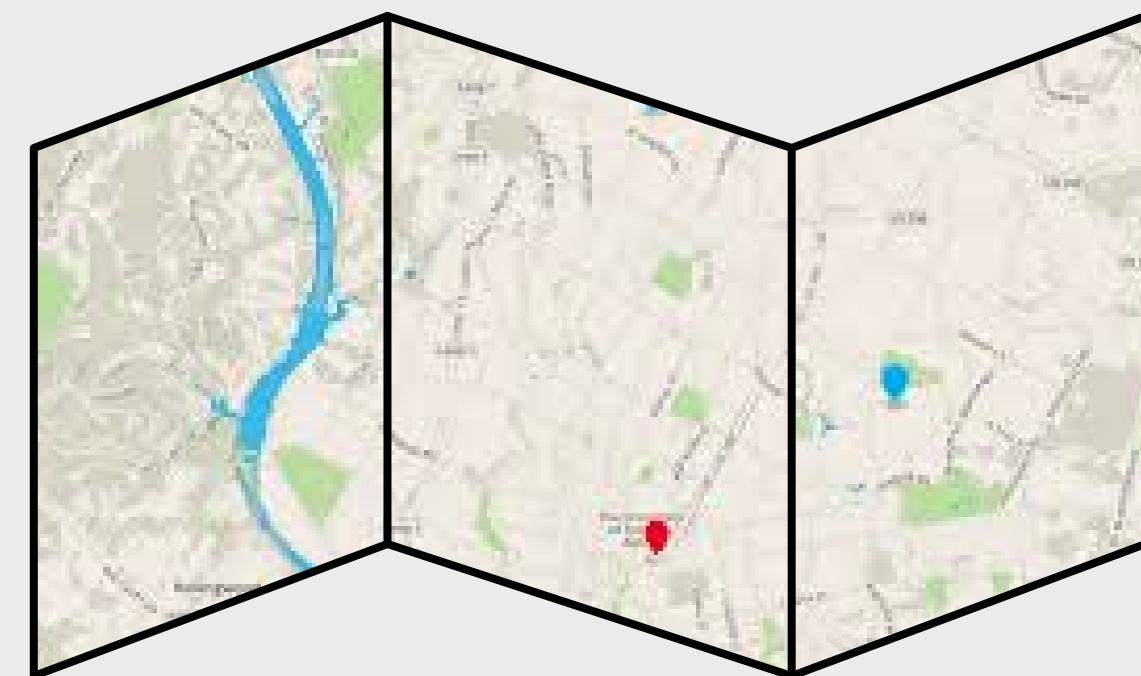
## PAYMENT AND CONTACT DETAILS

**Card Number** -  -  - **Name On Card****Expiry** / **CVV****Phone Number**(You will receive tracking  
updates on SMS)

IT'S A WRAP

**Back****Pay**

ORDER PLACED!



**Track your order in real time here!  
Your order will reach you in **45** minutes**

A decorative title for the FAQ section featuring the word "FAQ'S" in bold dark green capital letters, surrounded by ten orange question marks of varying sizes.**What is your delivery radius?**

We deliver anywhere in the twin cities! From Secunderabad to Madhapur, we cover it all!

**Is there a delivery fee?**

Depends! If you live around the financial district, we do not charge for delivery, but the fee changes depending on the distance

**Do you provide vegetarian/vegan alternatives?**

Yes! We offer a paneer base instead of meat and also a special plant based meat!

**Can I customise my order?**

Definitely. Just select 'Customise' on the ordering page to make your own shawarma :)

