Burgish & Fries

Asha Thomas

Restaurant Concept

Restaurant Name & URL

Burgish & Fries

burgish&fries.com

Food & drink

Different types of burgers

Customization:

- Veg- Burgers:
  - Aloo – Patty Burger
  - Paneer – Patty Burger
  - Aloo/Paneer patty burgers with extra cheese
- Non – veg Burgers:
  - Chicken Burger
  - Chicken with omelet burger
  - Prawn Burger

(both categories include fries option)

- Fries:
  - French fries
  - Peri – Peri fries
  - Crinkle – Cut fries
  - Wedges
- Soft Drinks
  - Coke
  - Sprite
  - Lime
  - Fresh Juice

Location

Mahindra City , Paranur(India)

Service is available for anyone who is within this city.

Main target audience

The main target audiences for this project are:

- College Students
- Busy working folks
- Kids (age 12-16) with working late parents

Cost

It is affordable (lies in between).

Elevator pitch

Since due to the ongoing pandemic everyone at home is craving for those delicious foods they used to have before. The Burgish & Fries restaurant is here to provide with variety of burgers and drinks with full hygiene.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- College Students
- Children
- Late Night Partiers
- Busy Workers
- And all who are cravers for food.

Demographics

- **Gender** - Both
- **Education** - Not required
- **Occupations** - Student (both college and school going), Office workers.
- **Age** – 12 - 35
- **Location** - Mahindra City, Paranur

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**
  - Youthful
  - Adventurous
  - Foodie
- **Values:**
  - Enthusiastic
  - Creative
- **Lifestyles:**
  - Partiers
  - Get-together with friends
  - Bachelors night hub
  - Active

Strategy

User Personas (optional)

Aisha (20) – Night Craver

- Young college student
- Likes to through late night parties with friends
- Foodie
- Loves to spend time with friends

Arpit (28) –Office Worker

- Late night worker
- Lazy to cook food after late night shift
- Enjoys weekend bachelor party
- Workaholic by nature

Sufiya (18) – Studious

- School student
- Wants to get into better university
- Stays up late to study
- Food are her stress busters
- Like to order food at late night during exam time

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Shows timing of the restaurant
- Shows the delivery timings
- Payment options
- Can redo and undo orders

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Fast delivery
- Affordable price
- Hygienic food

Outline of Scope

Content Requirements

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

- Opening time of the restaurant
- Delivery timings (max 15-20 min)
- Delivery Areas
- Food Menu
    - Veg – Burgers
    - Non – Veg Burgers
    - Fries
    - Soft Drinks
- Prices of each dishes
- Menu items with images
- About Us
- Contact Us
- FAQ's
    - What are the delivery options?
    - Can I redo (or) undo my orders?
    - How are refund options if orders are cancelled?
    - Is the food hygienic?
    - What are the delivery charges?
    - Who can I contact?
    - What is the minimum order?

Functionality Requirements

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

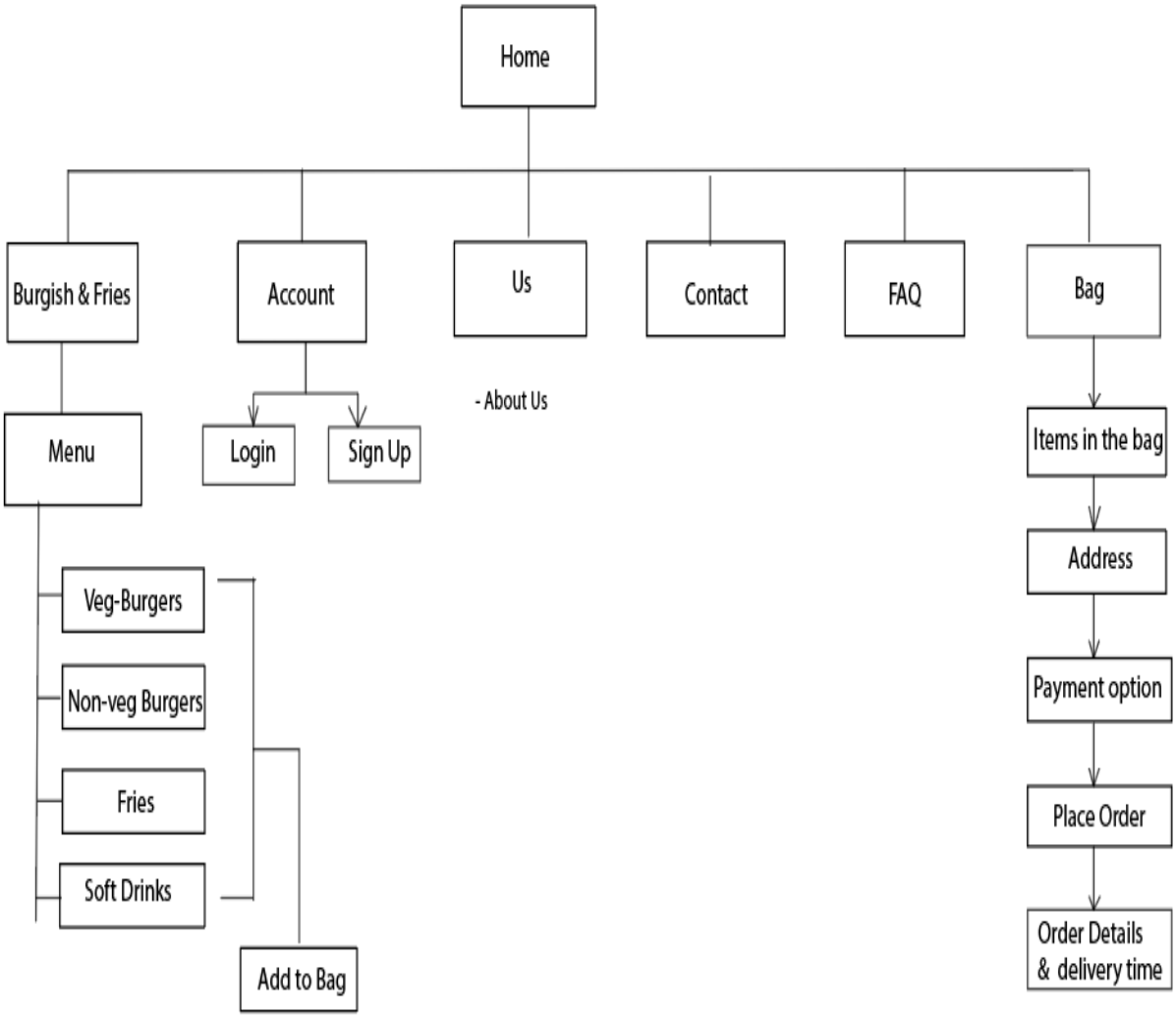
- Create account
- Login options (phone number/email)
- Adding items to bag
- Place order
    - Enter address

- Choosing dishes
- Adding quantity of each dishes
- Choosing payment options

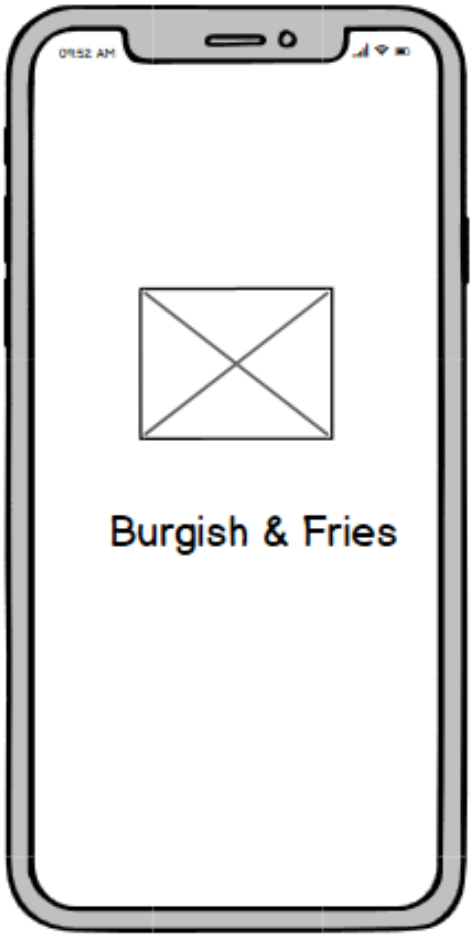
➢ Edit orders

Sitemap

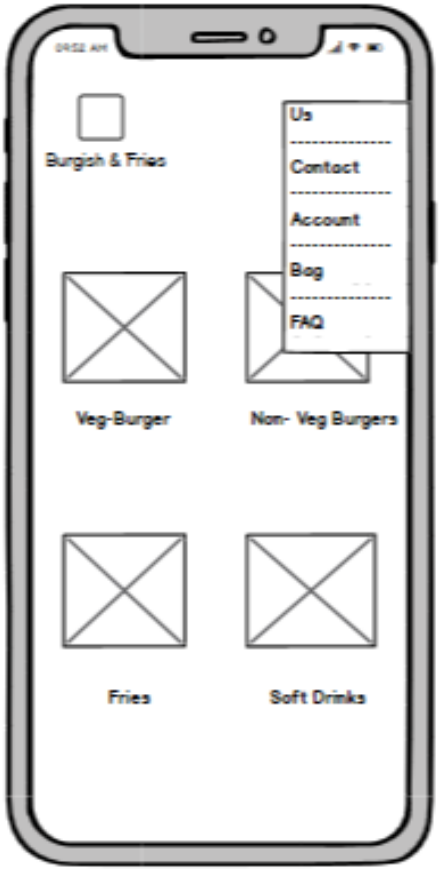
INSERT SITEMAP IMAGE HERE

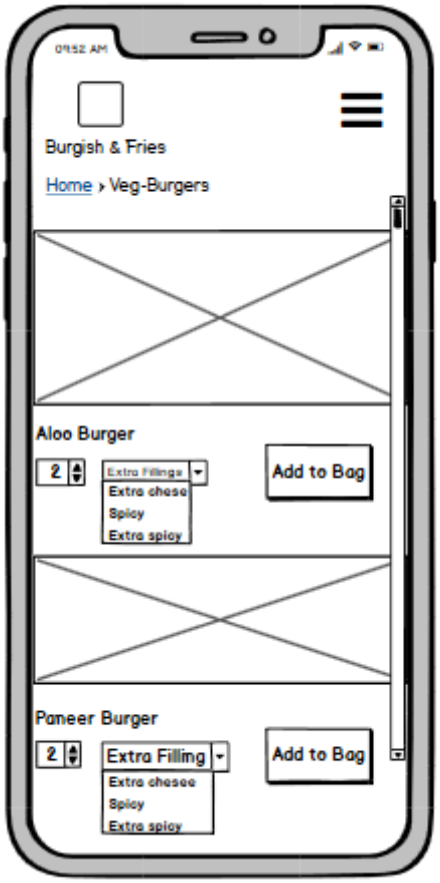


Wireframes



Homepage

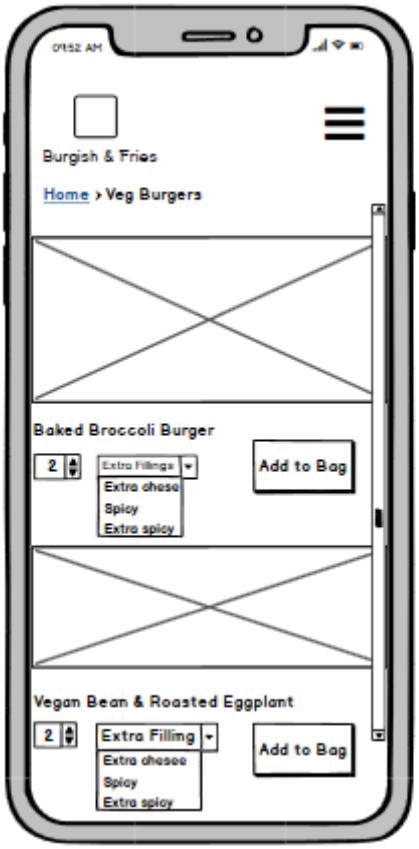

Burgish & Fries
Us
Contact
Account
Bag
FAQ
Veg-Burger
Non- Veg Burgers
Fries
Soft Drinks


Burgish & Fries
Home › Veg-Burgers
Aloo Burger
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Paneer Burger
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

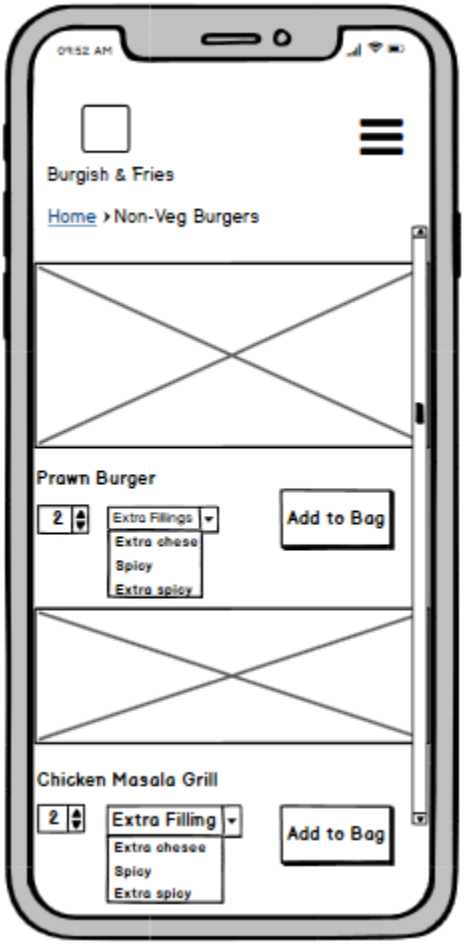
Burgish & Fries
Home › Veg-Burgers
Paneer Aloo Mix
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Corn Veg-Burger
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

Burgish & Fries
Home › Veg Burgers
BBQ Tofu Burger
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Perfect Veg Burger
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

Burgish & Fries
Home › Veg Burgers
BBQ Mushroom
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Chickpea Veg Burger
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

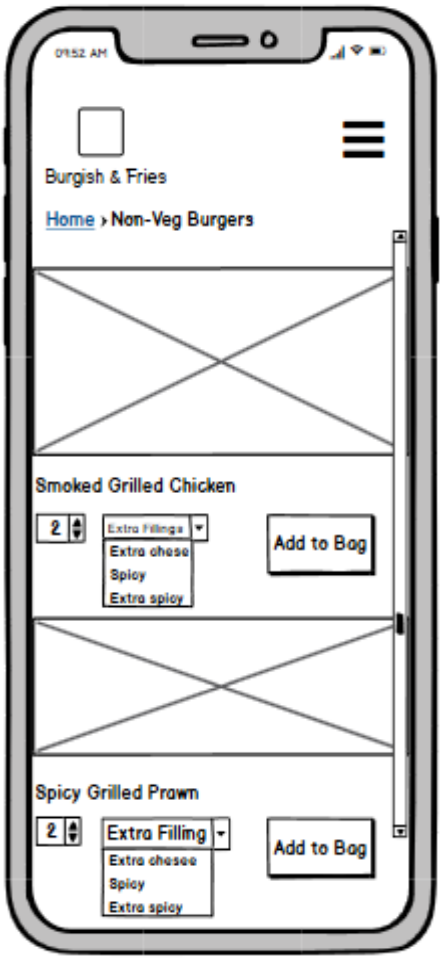

Burgish & Fries
Home › Veg Burgers
Baked Broccoli Burger
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Vegan Bean & Roasted Eggplant
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

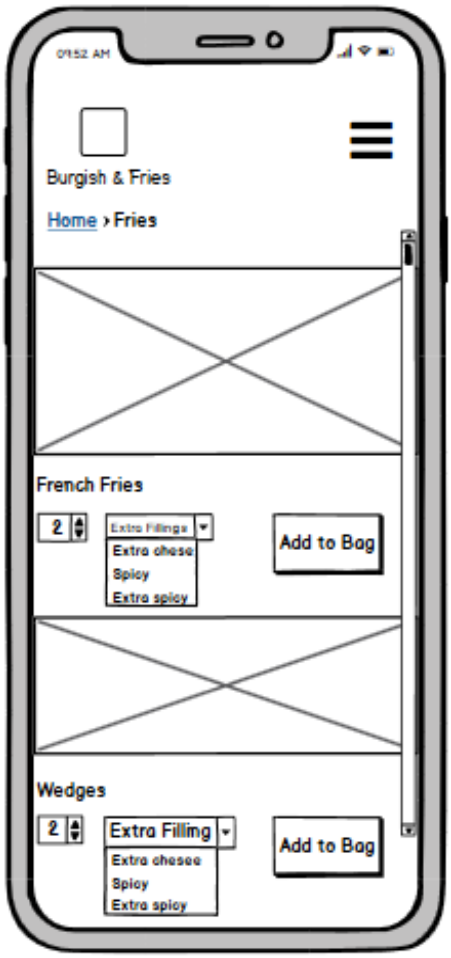
09:52 AM
Burgish & Fries
Home › Non-Veg Burgers
Chicken Burger
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Egg with Cheese Burger
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

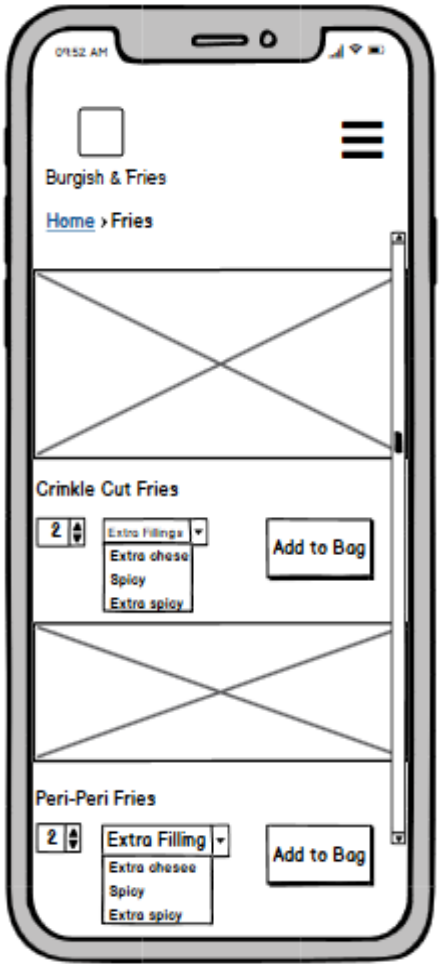

09:52 AM
Burgish & Fries
Home › Non-Veg Burgers
Prawn Burger
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Chicken Masala Grill
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

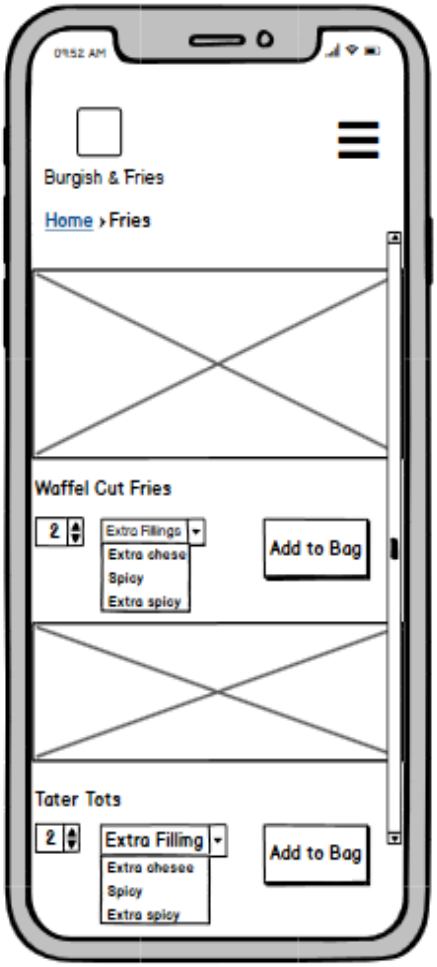
09:52 AM
Burgish & Fries
Home › Non-Veg Burgers
Chicken & Corn Burger
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Chicken Pea Burger
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

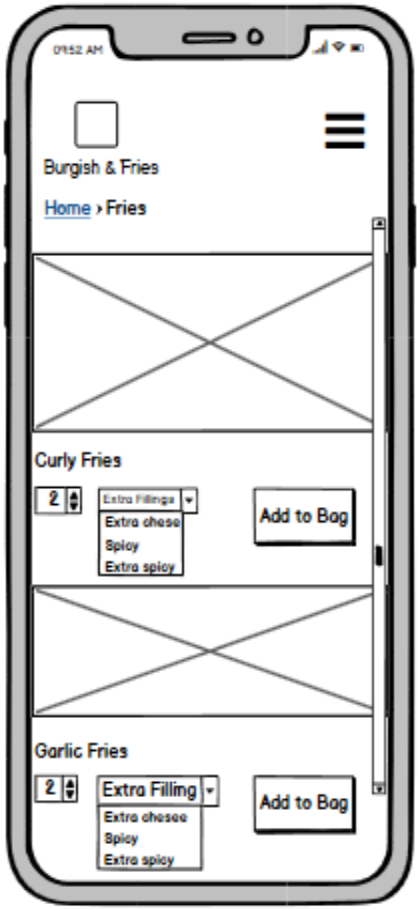
09:52 AM
Burgish & Fries
Home › Non-Veg Burgers
Chicken with Half Boiled Egg
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Spicy Chicken Grill
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

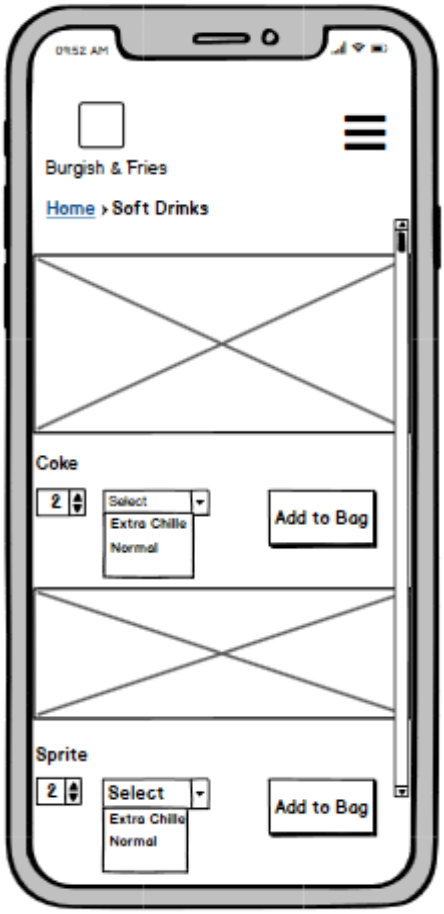

09:52 AM
Burgish & Fries
Home › Non-Veg Burgers
Smoked Grilled Chicken
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Spicy Grilled Prawn
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

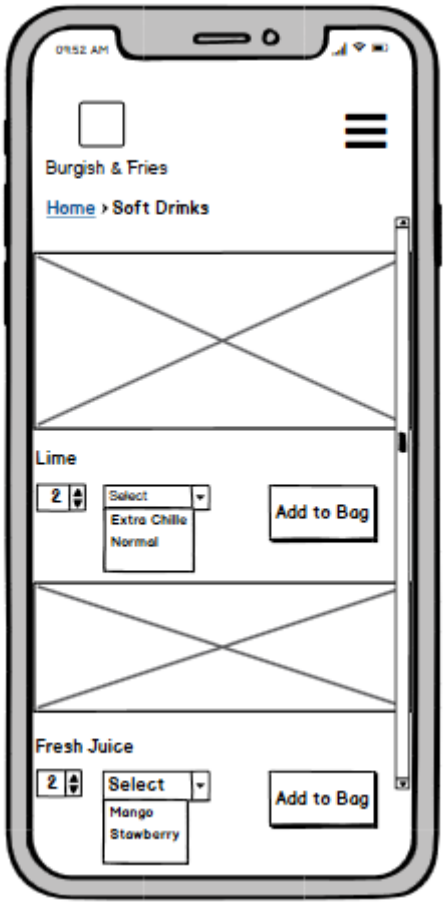

09:52 AM
Burgish & Fries
Home › Fries
French Fries
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Wedges
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag


Burgish & Fries
Home › Fries
Crinkle Cut Fries
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Peri-Peri Fries
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag


Burgish & Fries
Home › Fries
Waffel Cut Fries
2
Extra Fillings
Extra cheese
Spicy
Extra spicy
Add to Bag
Tater Tots
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag


Burgish & Fries
Home › Fries
Curly Fries
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag
Garlic Fries
2
Extra Filling
Extra cheese
Spicy
Extra spicy
Add to Bag

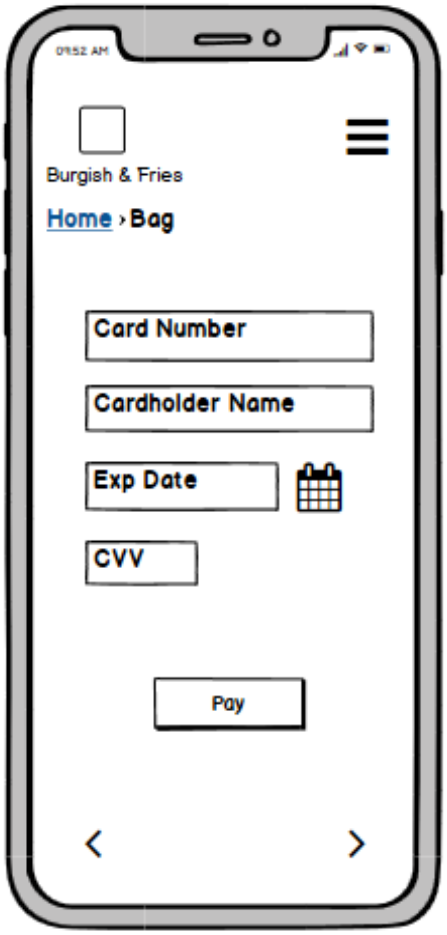

Burgish & Fries
Home › Soft Drinks
Coke
2
Select
Extra Chilli
Normal
Add to Bag
Sprite
2
Select
Extra Chilli
Normal
Add to Bag

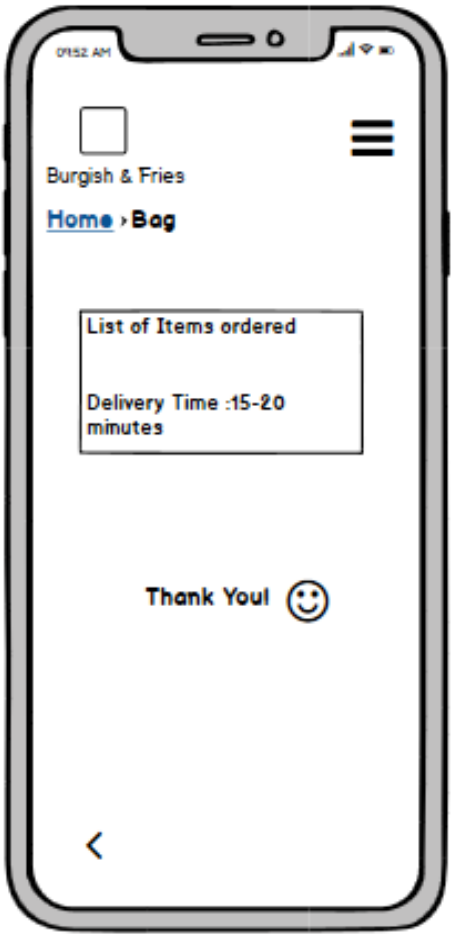

09:52 AM
Burgish & Fries
Home › Soft Drinks
Lime
2
Select
Extra Chilli
Normal
Add to Bag
Fresh Juice
2
Select
Mango
Stawberry
Add to Bag

Payment

Burgish & Fries
Home › Bag
Delivery Details
Name
Phone Number
Address
Next

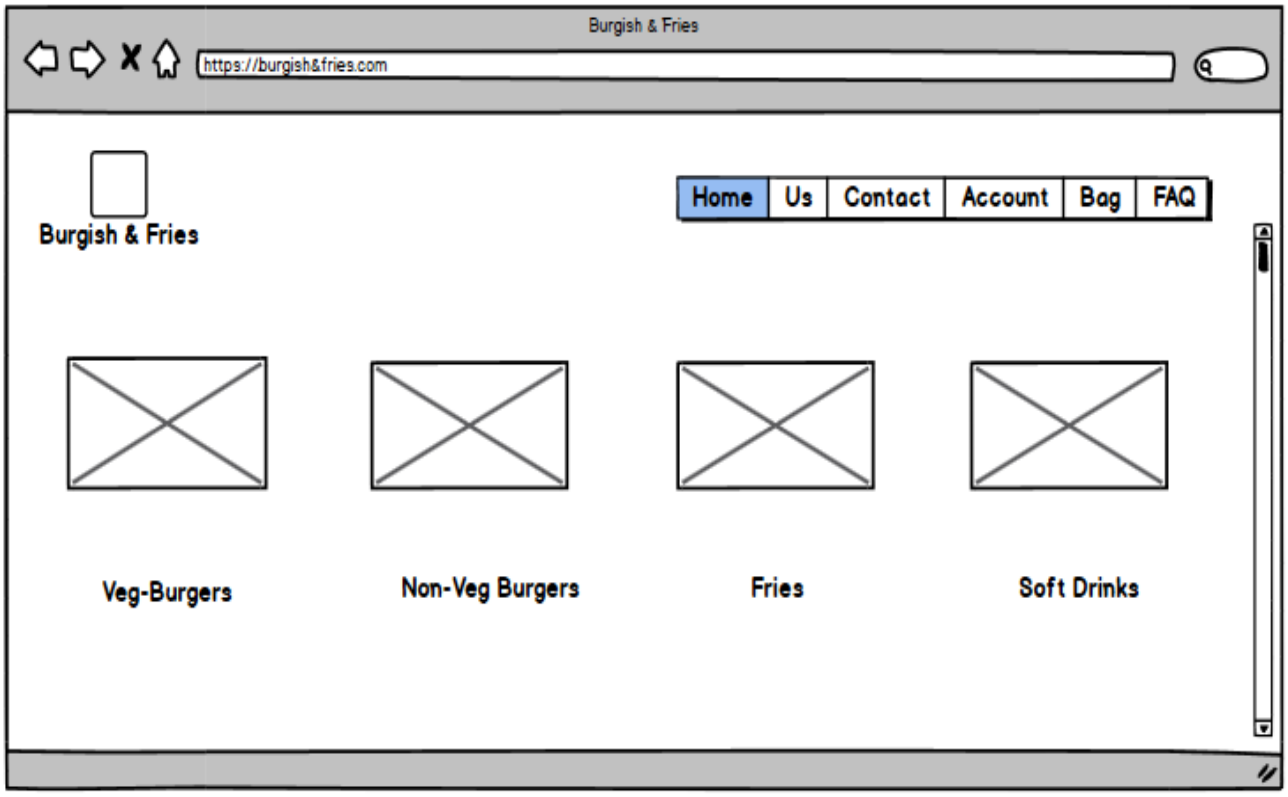
Burgish & Fries
Home › Bag
Payment Options
Cash On Delivery
Credit/Debit Card
Net Banking
Next


Burgish & Fries
Home › Bag
Card Number
Cardholder Name
Exp Date
CVV
Pay


Burgish & Fries
Home › Bag
List of Items ordered
Delivery Time :15-20 minutes
Thank You!

About Us

Desktop version of Homepage



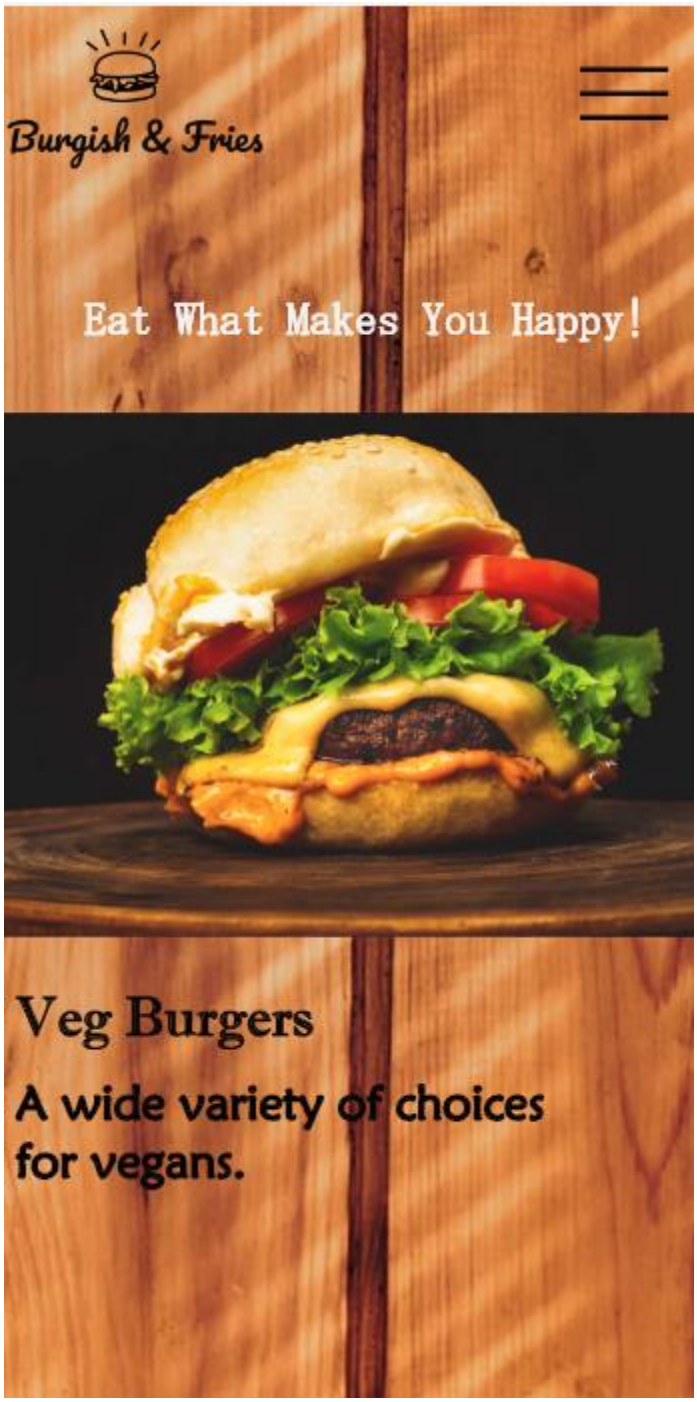
Moodboard:

Text Type
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visual Mock-ups – Homepages

WE PROVIDE THE BEST
BURGERS AND FRIES
AT AFFORDABLE PRICES...

Burgish & Fries

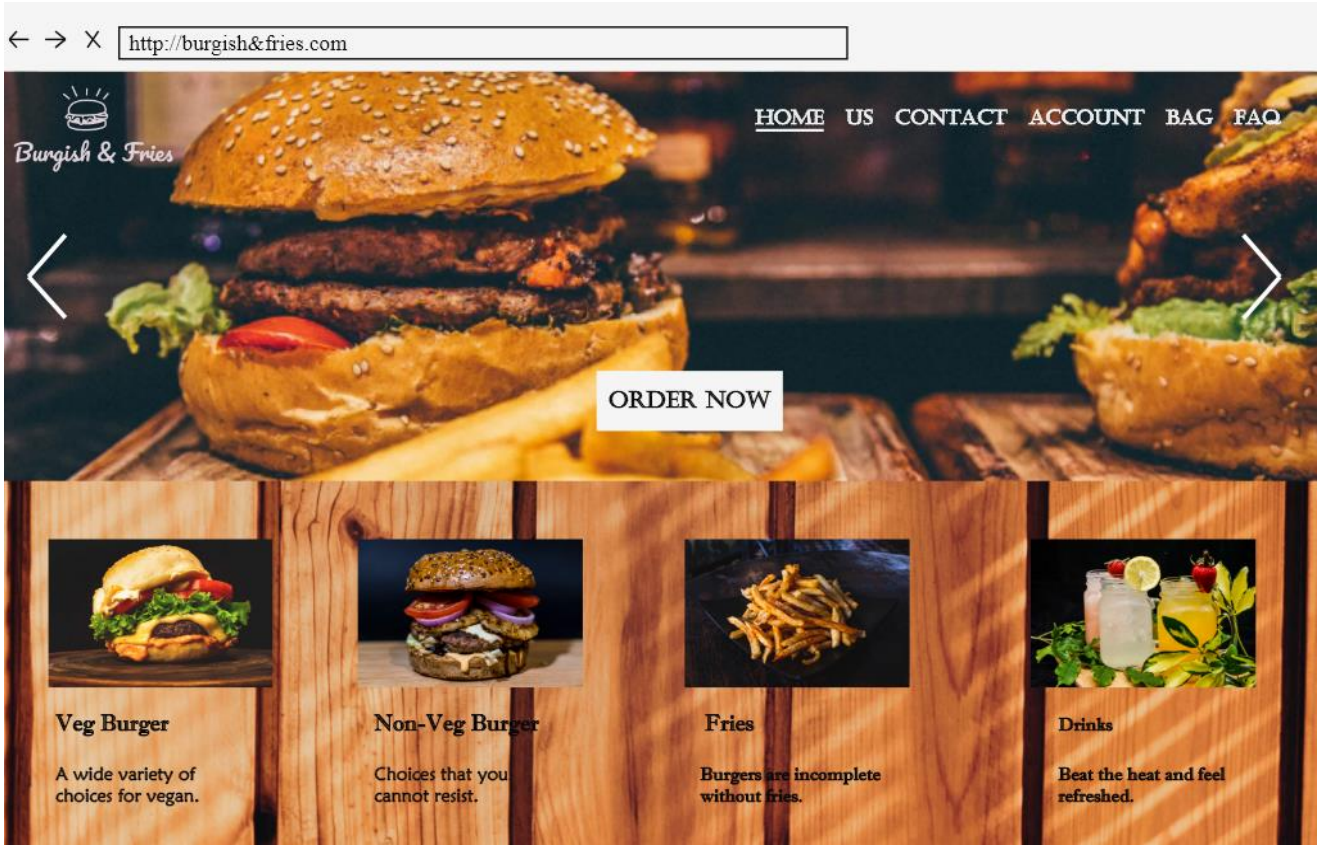

Burgish & Fries
Eat What Makes You Happy!
Veg Burgers
A wide variety of choices
for vegans.

Burgish & Fries

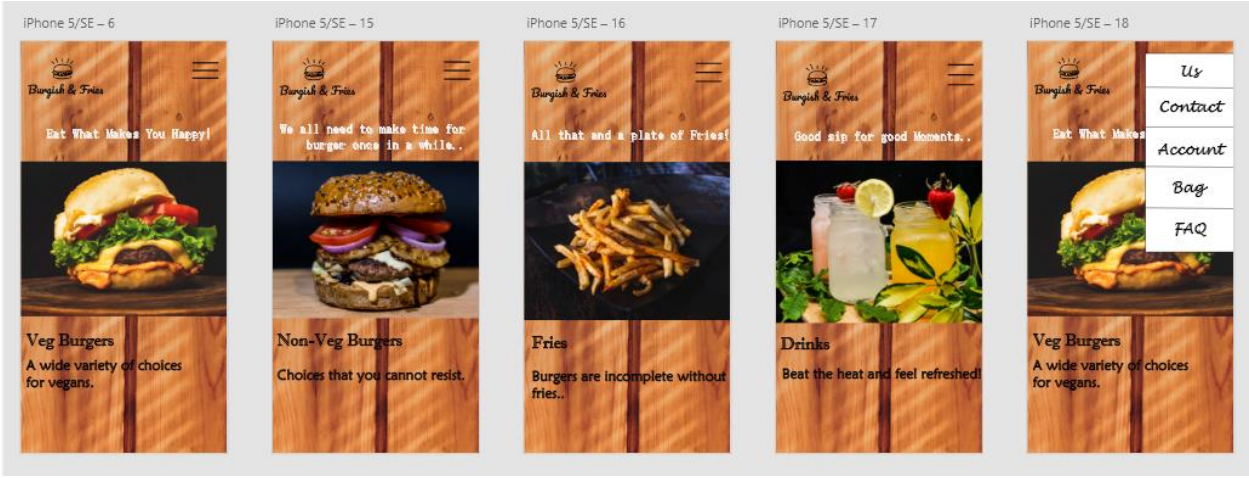
Burgish & Fries
All that and a plate of Fries!
Fries
Burgers are incomplete without fries..

Burgish & Fries
Good sip for good Moments..
Drinks
Beat the heat and feel refreshed!

Burgish & Fries
Eat What Makes
Us
Contact
Account
Bag
FAQ
Veg Burgers
A wide variety of choices
for vegans.


http://burgish&fries.com
Burgish & Fries
HOME US CONTACT ACCOUNT BAG FAQ
ORDER NOW
Veg Burger
A wide variety of choices for vegan.
Non-Veg Burger
Choices that you cannot resist.
Fries
Burgers are incomplete without fries.
Drinks
Beat the heat and feel refreshed.

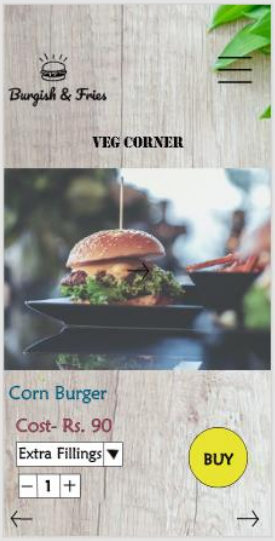
Whole set of visual Mockup:



iPhone 5/SE – 7

iPhone 5/SE – 23

iPhone 5/SE – 24



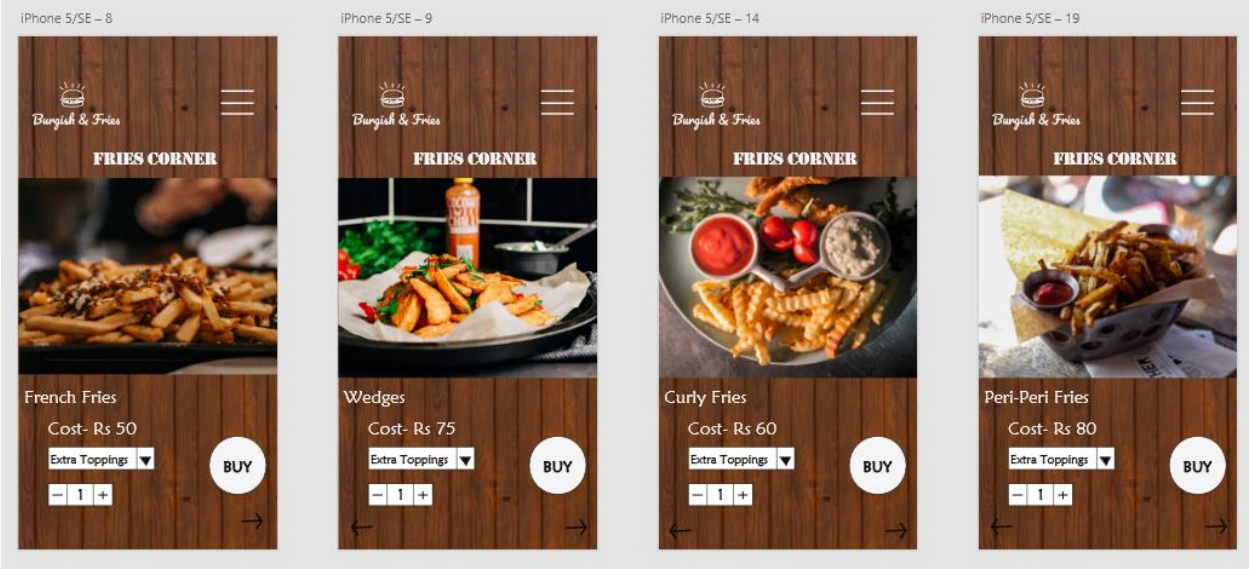
iPhone 5/SE – 25

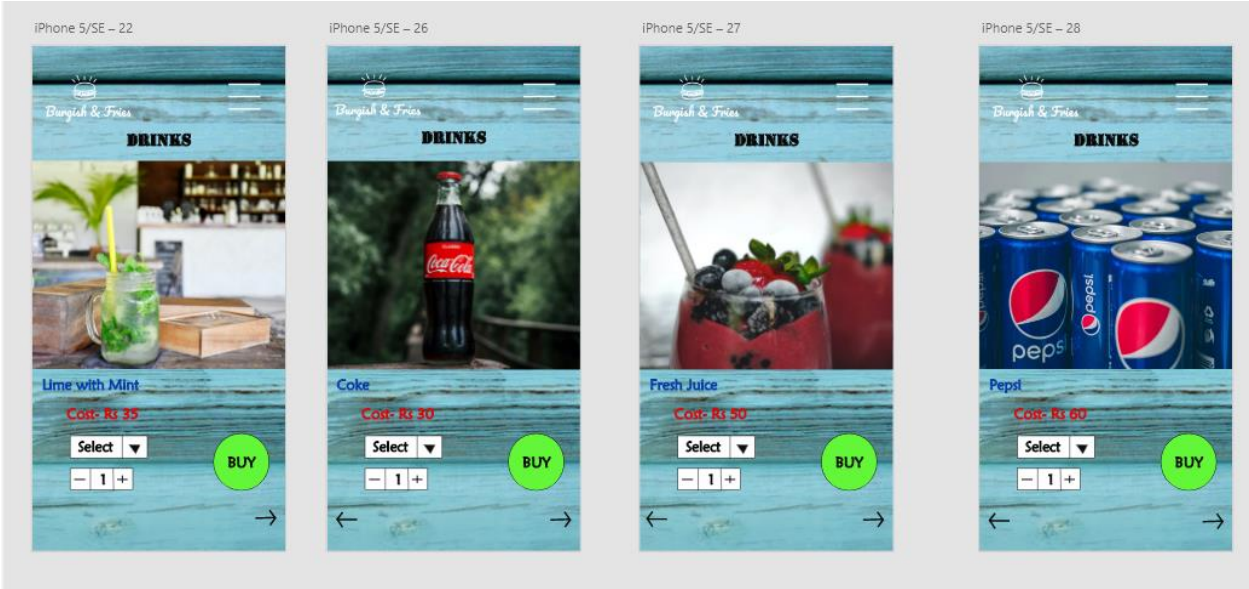
iPhone 5/SE – 10

iPhone 5/SE – 11

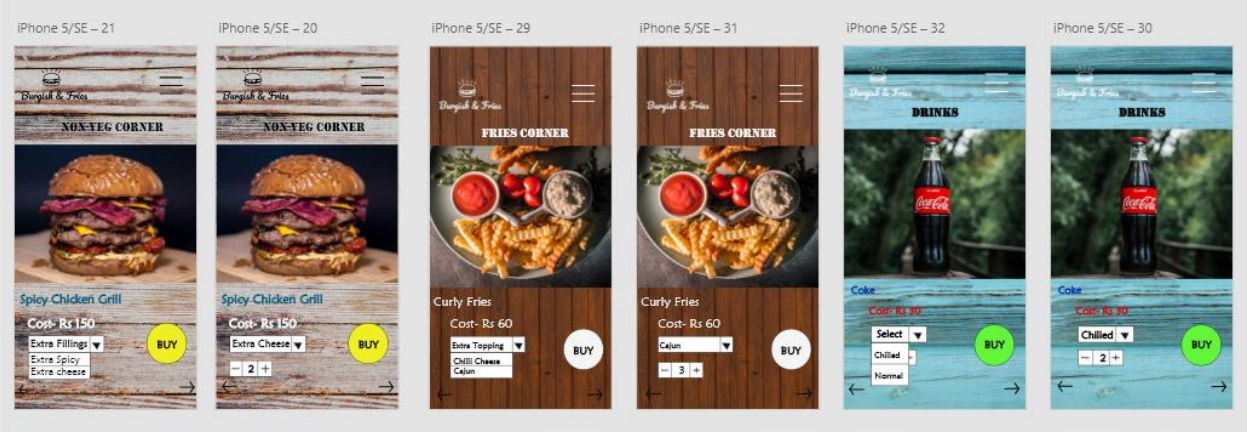
iPhone 5/SE – 12

iPhone 5/SE – 13


iPhone 5/SE – 8
Burgish & Fries
FRIES CORNER
French Fries
Cost- Rs 50
Extra Toppings
BUY
1
iPhone 5/SE – 9
Burgish & Fries
FRIES CORNER
Wedges
Cost- Rs 75
Extra Toppings
BUY
1
iPhone 5/SE – 14
Burgish & Fries
FRIES CORNER
Curly Fries
Cost- Rs 60
Extra Toppings
BUY
1
iPhone 5/SE – 19
Burgish & Fries
FRIES CORNER
Peri-Peri Fries
Cost- Rs 80
Extra Toppings
BUY
1

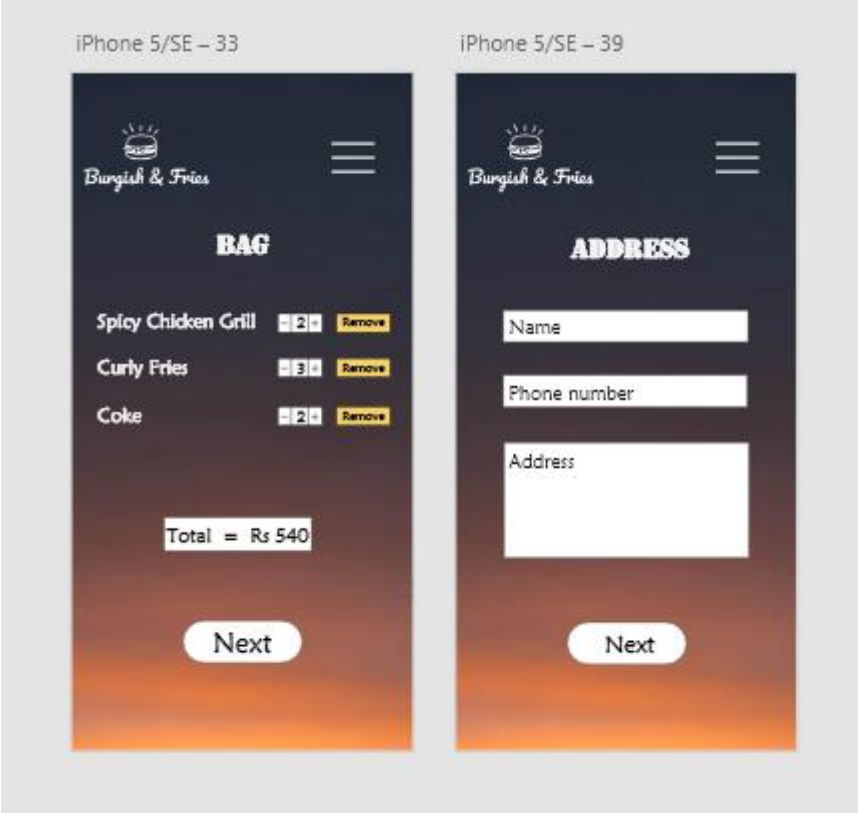

iPhone 5/SE – 22
Burgish & Fries
DRINKS
Lime with Mint
Cost- Rs 35
Select
BUY
1
iPhone 5/SE – 26
Burgish & Fries
DRINKS
Coke
Cost- Rs 30
Select
BUY
1
iPhone 5/SE – 27
Burgish & Fries
DRINKS
Fresh Juice
Cost- Rs 50
Select
BUY
1
iPhone 5/SE – 28
Burgish & Fries
DRINKS
Pepsi
Cost- Rs 60
Select
BUY
1

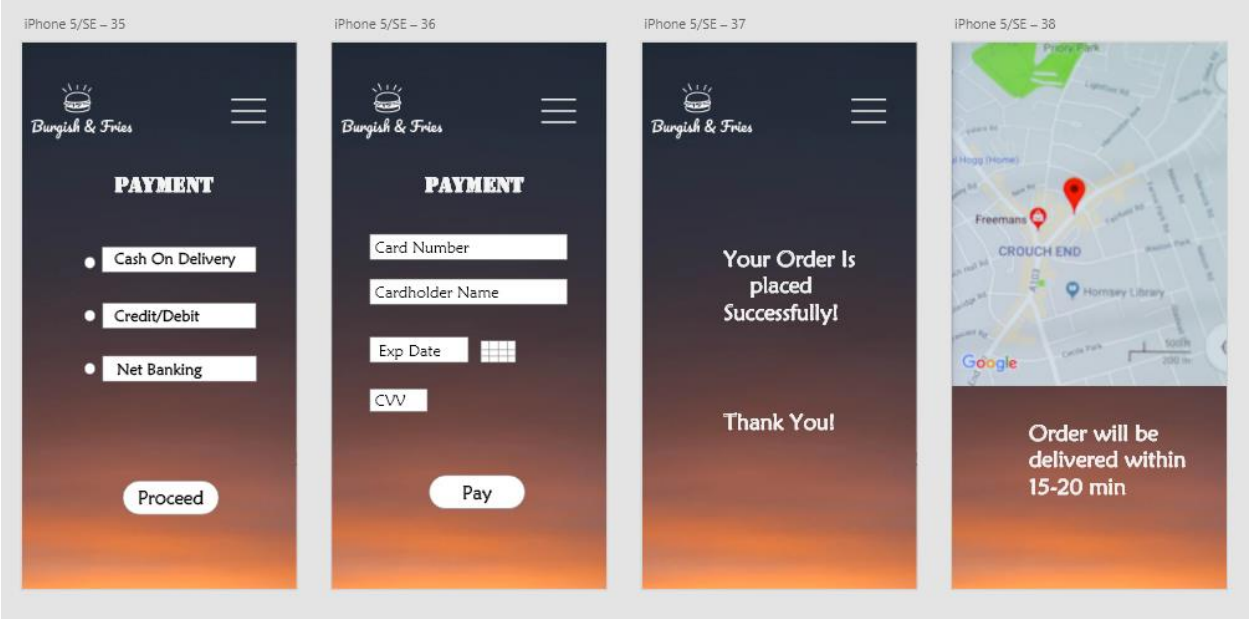
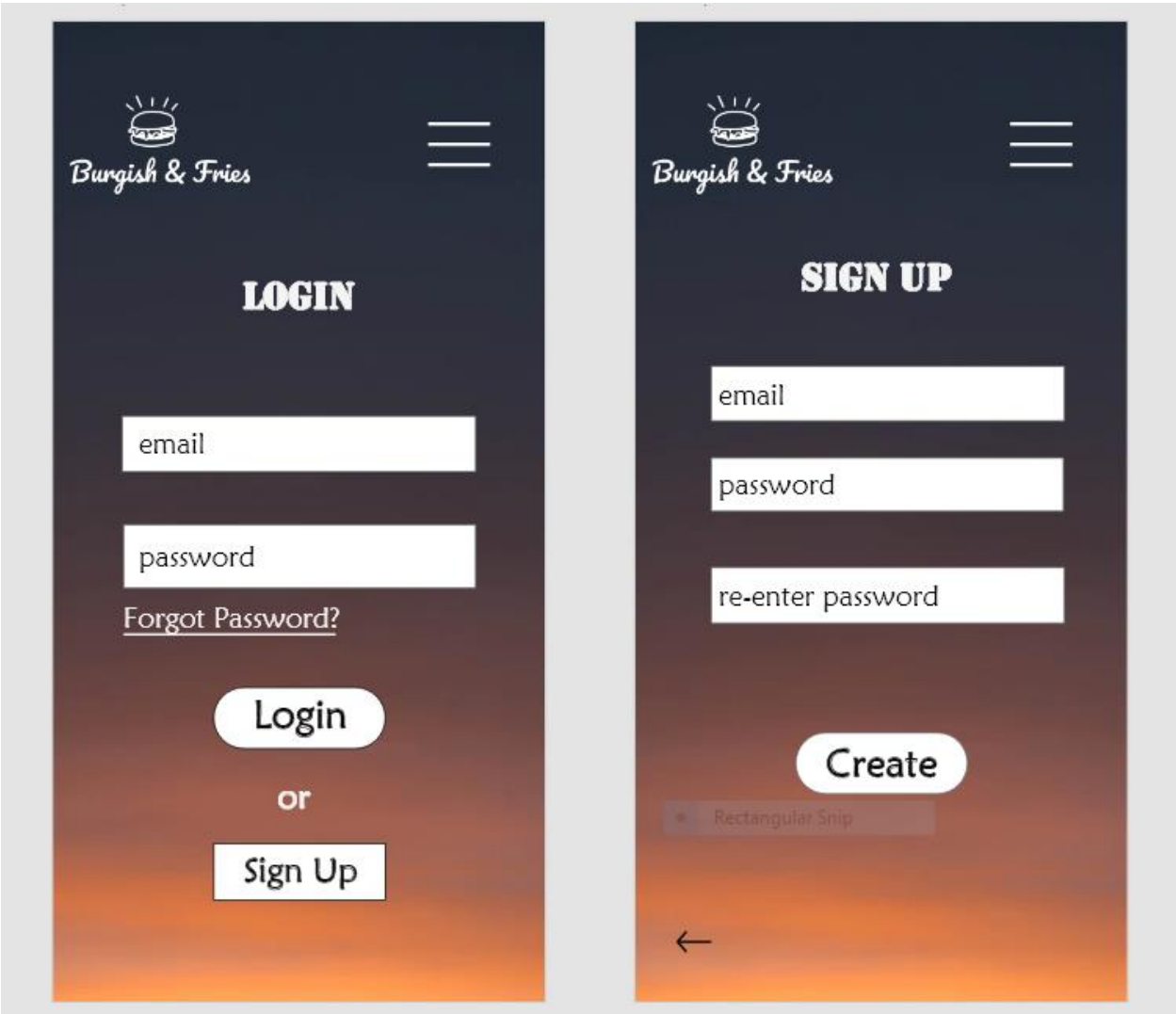
Buying Item:



About Us:

Payment:


iPhone 5/SE – 33
Burgish & Fries
BAG
Spicy Chicken Grill
2
Remove
Curly Fries
3
Remove
Coke
2
Remove
Total = Rs 540
Next
iPhone 5/SE – 39
Burgish & Fries
ADDRESS
Name
Phone number
Address
Next


iPhone 5/SE – 35
Burgish & Fries
PAYMENT
Cash On Delivery
Credit/Debit
Net Banking
Proceed
iPhone 5/SE – 36
Burgish & Fries
PAYMENT
Card Number
Cardholder Name
Exp Date
CVV
Pay
iPhone 5/SE – 37
Burgish & Fries
Your Order Is placed Successfully!
Thank You!
iPhone 5/SE – 38
Freemans
CROUCH END
Hornsey Library
Google
Order will be delivered within 15-20 min

Login/Sign In page: