

SushMe

THE solution for early start-up food stalls looking to share their delectable dishes far and wide

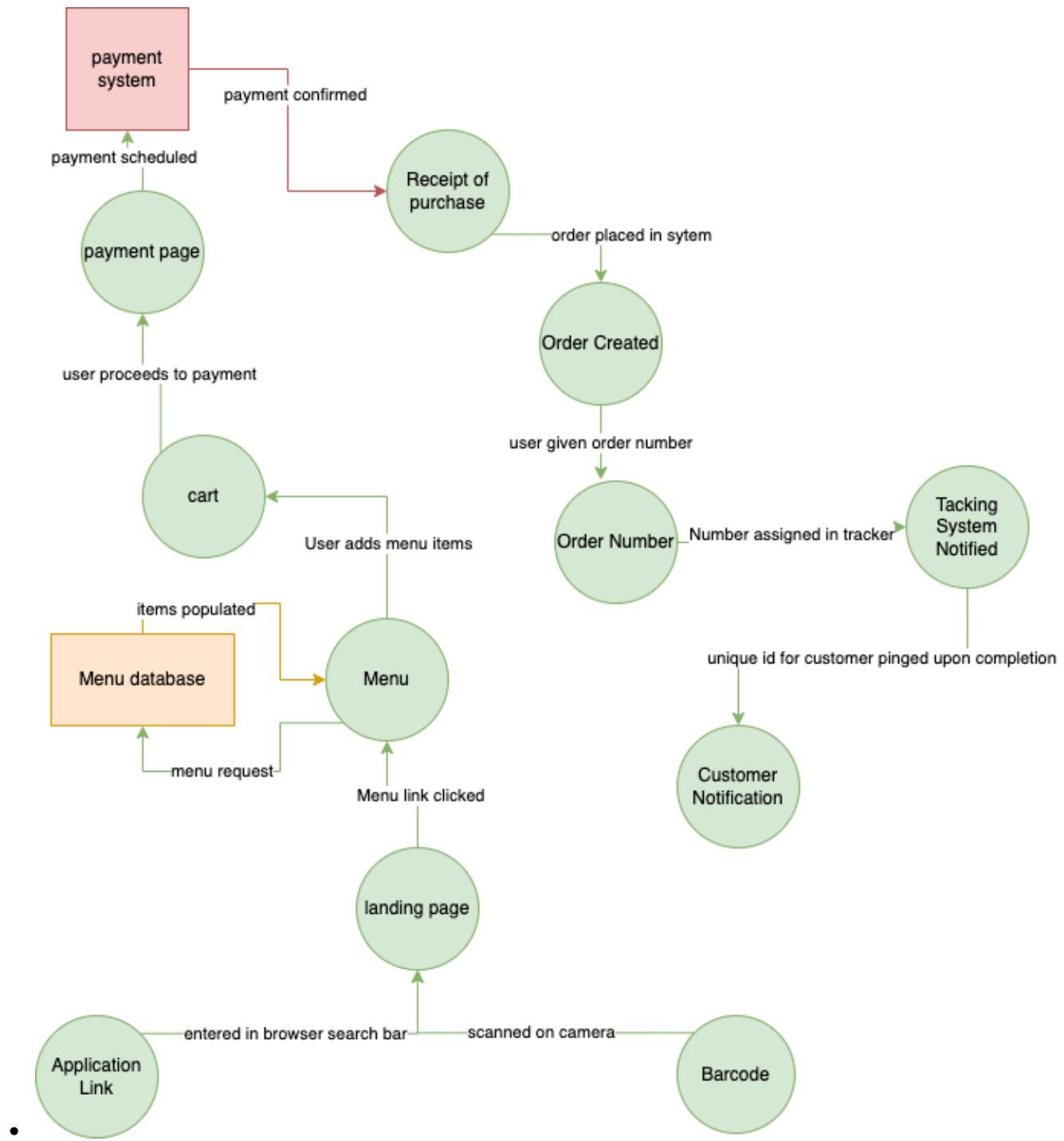
Introduction (R1)

- Purpose
 - It isn't easy starting a culinary business. Besides the fact that owners have to be constantly be focusing on making the best quality product, they also have to consider legal regulations, where and how to sell, and -- most importantly -- how to get customers to consider trying their food. Trying to make a name for one's business in the early days often means going to farmers' markets and festivals in the hope that enough people will try the product and start raving about it to their local and non-local network. If only there was an easy way to take the burdens of selling the product off the shoulders of these benign Atlas' and automating this process. Now there is.
 - SushMe is for the up-and-comers. For the food business that doesn't have the time or resources to focus on spreading their name far and wide. Those that want to move forward as technology evolves and share their product with customers faster and more conveniently. We are creating a platform that will put the power of online marketing, viewing, and ordering in the hands of the customer so that start up food stalls can focus on doing what they do best: Making delicious food.
 - The beauty of SushMe is the fact that it is a platform. In the future businesses will be able to use our service to instantly create a website with order functionality. All they will have to do is upload their own logo and color schemes and they will have a personalised site that represents what they are and what they make.
- Functionality/Features
 - Online Ordering:
 - First and foremost, we want the business to be able to extend their ability to take orders. The natural solution to this? Put the power to purchase in the literal hands of the consumer. Rather than having to wait in a line, why not find a comfortable spot at your local farmers' market, place and order, and wait until your phone or other device notifies you that your food is ready to be picked up.
 - Online Menu
 - No one likes pushing their way in front of Hungry Humans (TM) just to grab a menu. We will create an easy to read online menu that simplifies this issue and saves us from the haranguing by the hungry.
 - Barcode scanning
 - A crucial feature for first time buyers. The barcode approach allows the purchaser to instantly access the application rather than having to know a link or ask someone how to navigate to the website. This is important for food stalls at farmers' markets who may lose out on a customer if it takes too long to actually get to the actual act of ordering.
 - Admin privileges for business owners to edit according to their desire
 - It is important for food stalls to have the ability to quickly edit their menus. Hot items often sell out fast and, as a user, few things are more frustrating than deciding on what

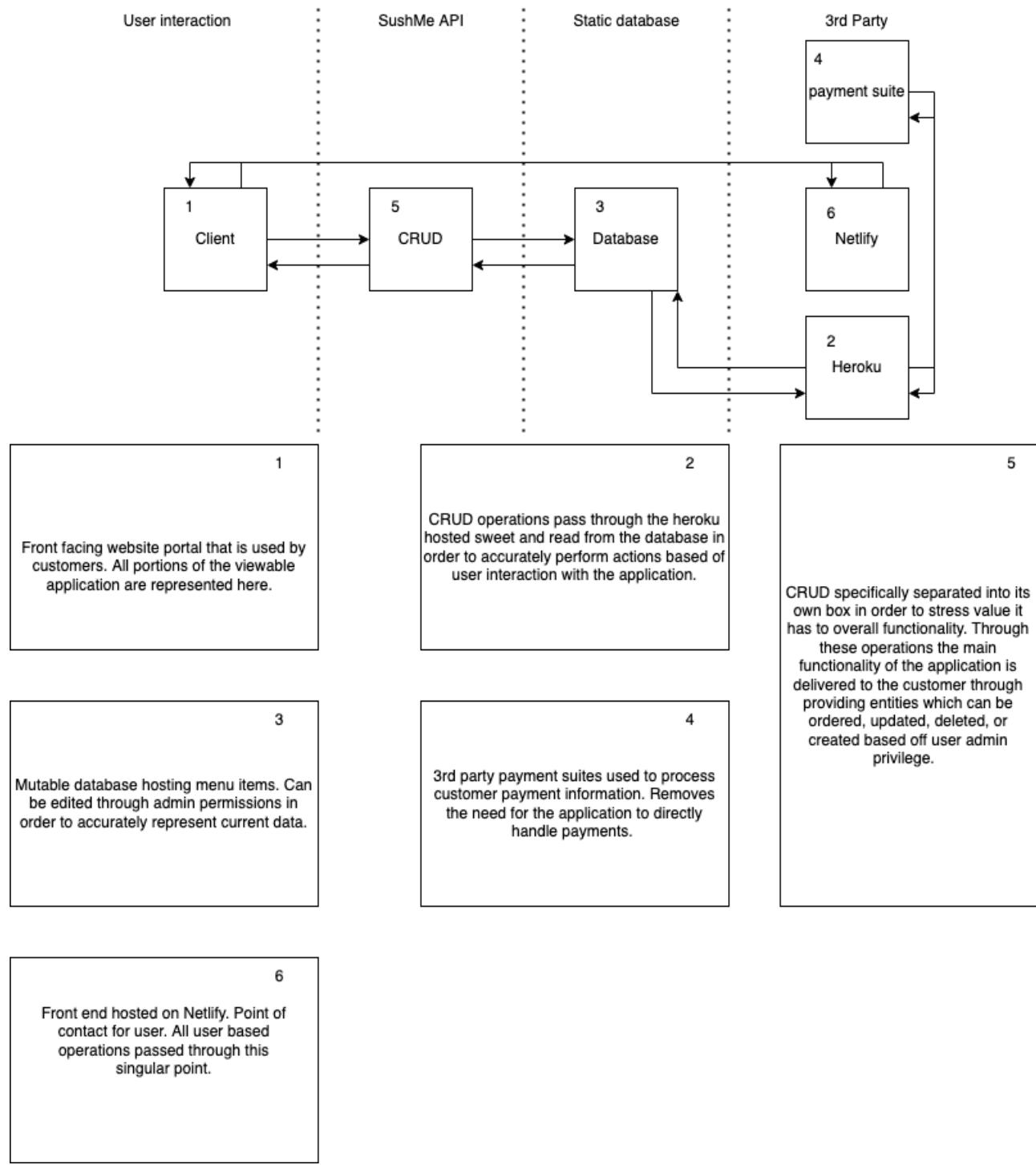
you want only to find out that it is out of stock. With this feature owners can quickly update their menus and in the future change them according to what they choose to sell on that particular day. Variety is the spice of life, after all.

- Lean and Clean
 - While it doesn't sit at the top of the list, clean and easy to use applications are an absolute must for a business that wants to be taken seriously. The user should not be over-inundated with options. Instead, they should be directed by flows to simple choices that are easy to make and pay off well.
- Reusability
 - SushMe is only the beginning. We plan to grow this concept into something much more broad and create a platform that, in the future, can be quickly adopted by numerous food stall start-ups.
- Target Audience
 - We have segmented our target audience by expected time of adoption.
 1. Start up food stalls that have no online presence.
 - This is the group we plan to immediately focus on. They will be first adopters of our application and will be the R0 as far as bloom is concerned. These are businesses that have no website functionality to speak of and are in need of immediate help in order to get their presence felt online.
 2. Larger businesses looking for a more clean online experience for their web functionality.
 - By using the successful adoption of group one we will be able to leverage group two into considering to go with our platform over their own. This will mainly be due to bloom and how smaller businesses, as they start to pull market share from larger ones, force larger groups to try and adopt the lean methods of the former.
- Tech Stack
 - As far as languages are concerned, we will use the following:
 - Javascript, Ruby, HTML 5, CSS
 - For our database:
 - PostgreSQL
 - Frameworks to be utilized:
 - Ruby on Rails, React
 - Finally, we will deploy and host our site on the two hosting services below as well as using Github as our remote repository.
 - Heroku, Netlify, Github

Dataflow Diagram (R2)



Application Architecture Diagram (R3)



User Stories (R4)

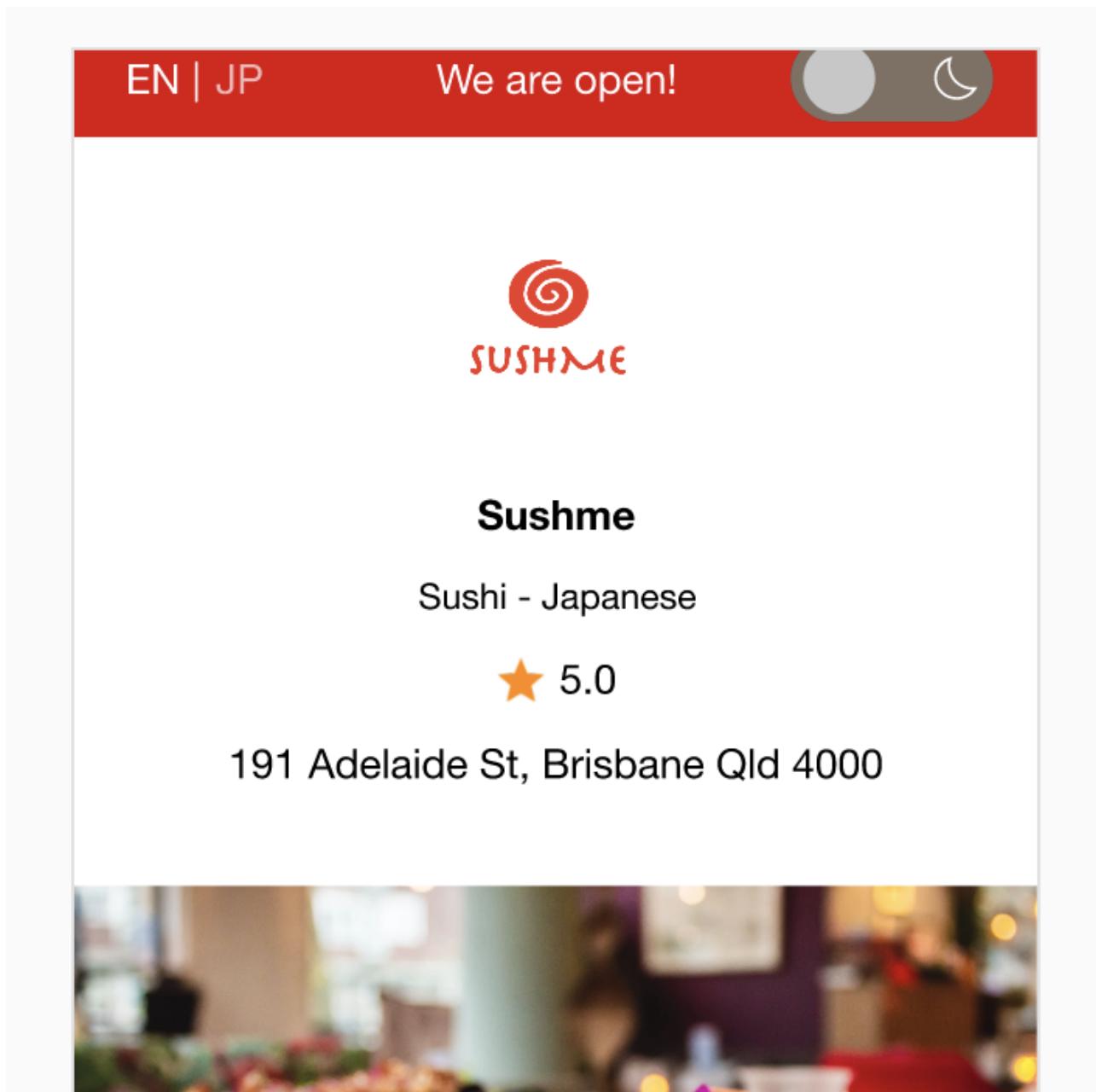
1. Marina, as a customer, wanted to order a meal from Hiro Meshi at Nundah market but there was a long queue in front of her. She found a QR code at the front of the shop and scanned it on her phone. Then it redirected to Hiro Meshi's website and showed her the menu of the stall. She was able to see photos, prices, and descriptions of the menu and order items from the website. After she ordered, a payment screen appeared and it went to a confirmation screen as well as a waiting time. After the waiting time, she went up to the stall and was happy to be able to get the items she ordered.
2. Yoko is a busy mom looking after a 3 year-old. One of her favourite things to do on the weekend is to go to Nundah market on Sundays to treat her and her family with some takeaway meals for breakfast and lunch. This gives her time off from cooking for her family. The only thing she felt was

inconvenient was to that she had to wait for the line to order and go back to the food stall to get her items ordered. She has heard that her the food stall, Hiro Meshi, has introduced a new system that allows for ordering online. She visited the website and ordered her and her son's usual breakfast and paid online. It showed the time to pick up so she was able to get her items the moment they were ready. She was very happy to be able to organise her family's breakfast and avoid all the hassles she usually has.

3. Yuki is the owner of the food stall, Hiro Meshi in Nundah market on Sundays. She wants to upsell her items on her stall and streamline the flow of the customers queuing in front of the stall. She signed up for the new app, Sushme, and was able to add new items to sell and streamline her payment system with its intuitive and easy to use interface. It helped her business grow, enhance sales, and make her customer's happier.

Wireframes (R5)

- [link](#) to wireframes created using AdobeXD with link functionality to make the wireframes navigable by those who are interested in testing out how the app would work.





TOP SELLERS

SMALL ROLL

HOSO ROLL

G

TOP SELLERS ▼

1

Avocado chicken roll

Crumb chicken with
avocado

\$70.20



2

Aburi Salmon

EN | JP

We are open!



ORDER BASKET

Preorder for 11:00 AM.

PICKUP ONLY

Pickup Time

—Please select a time —



1 ▼

**Avocado
chicken roll**



\$70.20

2 ▼

Aburi Salmon

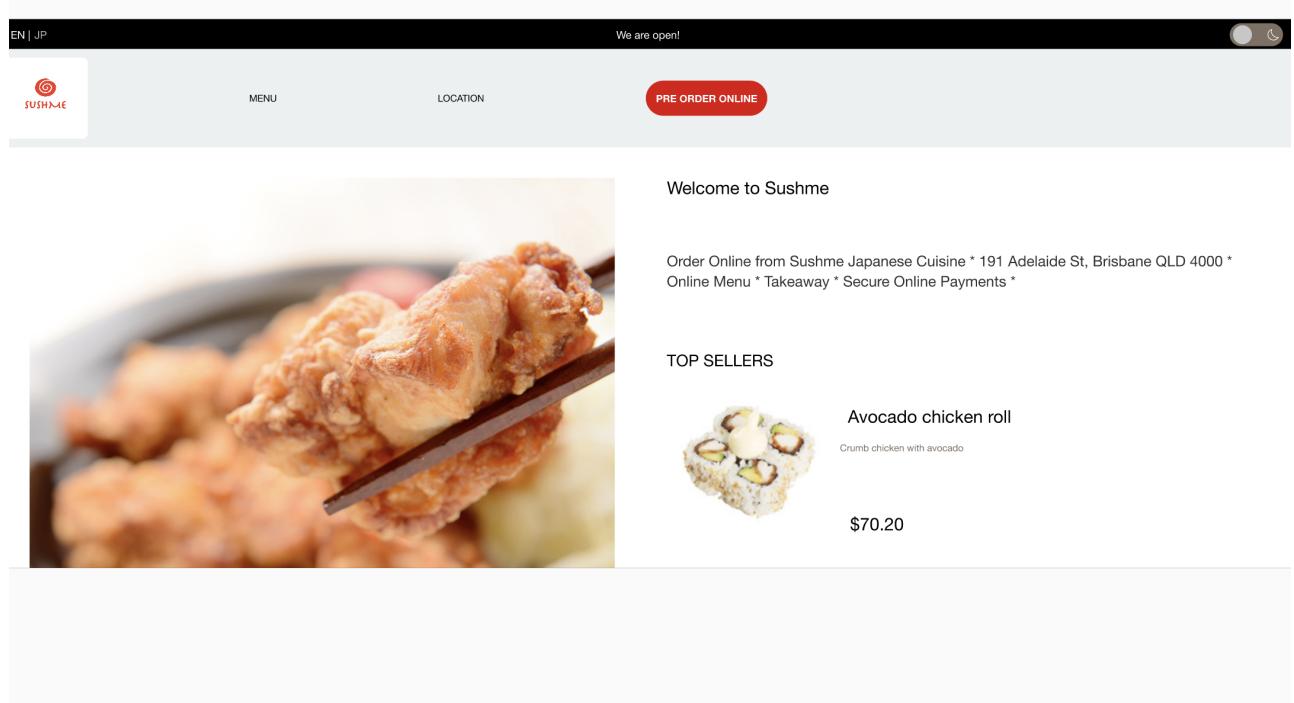


\$113.00

ORDER TOTAL

\$183.20

ORDER FOR PICKUP NOW



EN | JP We are open!

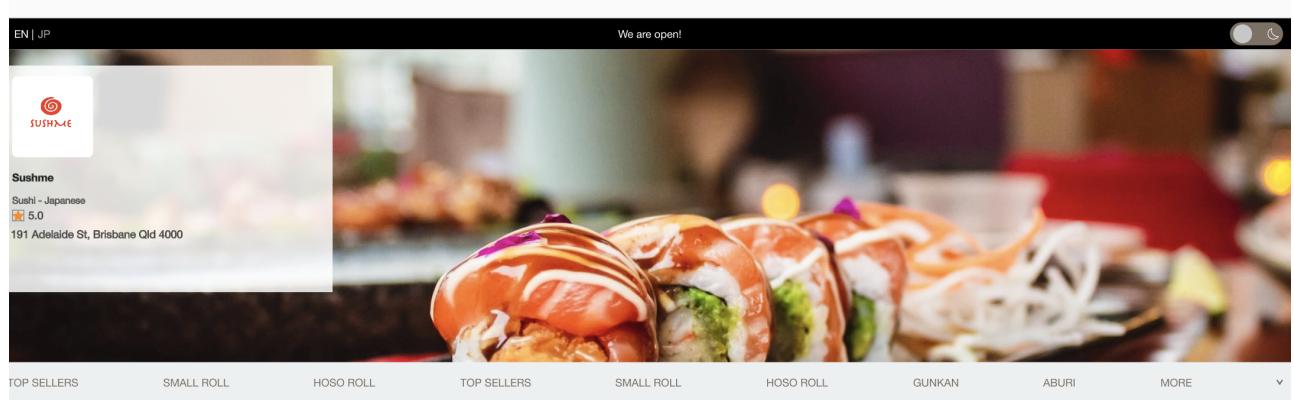
SUSHME MENU LOCATION PRE ORDER ONLINE

Welcome to Sushme

Order Online from Sushme Japanese Cuisine * 191 Adelaide St, Brisbane QLD 4000 *
Online Menu * Takeaway * Secure Online Payments *

TOP SELLERS

Avocado chicken roll
Crumb chicken with avocado
\$70.20



EN | JP We are open!

SUSHME Sushi - Japanese 5.0 191 Adelaide St, Brisbane Qld 4000

TOP SELLERS SMALL ROLL HOSO ROLL TOP SELLERS SMALL ROLL HOSO ROLL GUNKAN ABURI MORE ▾

TOP SELLERS

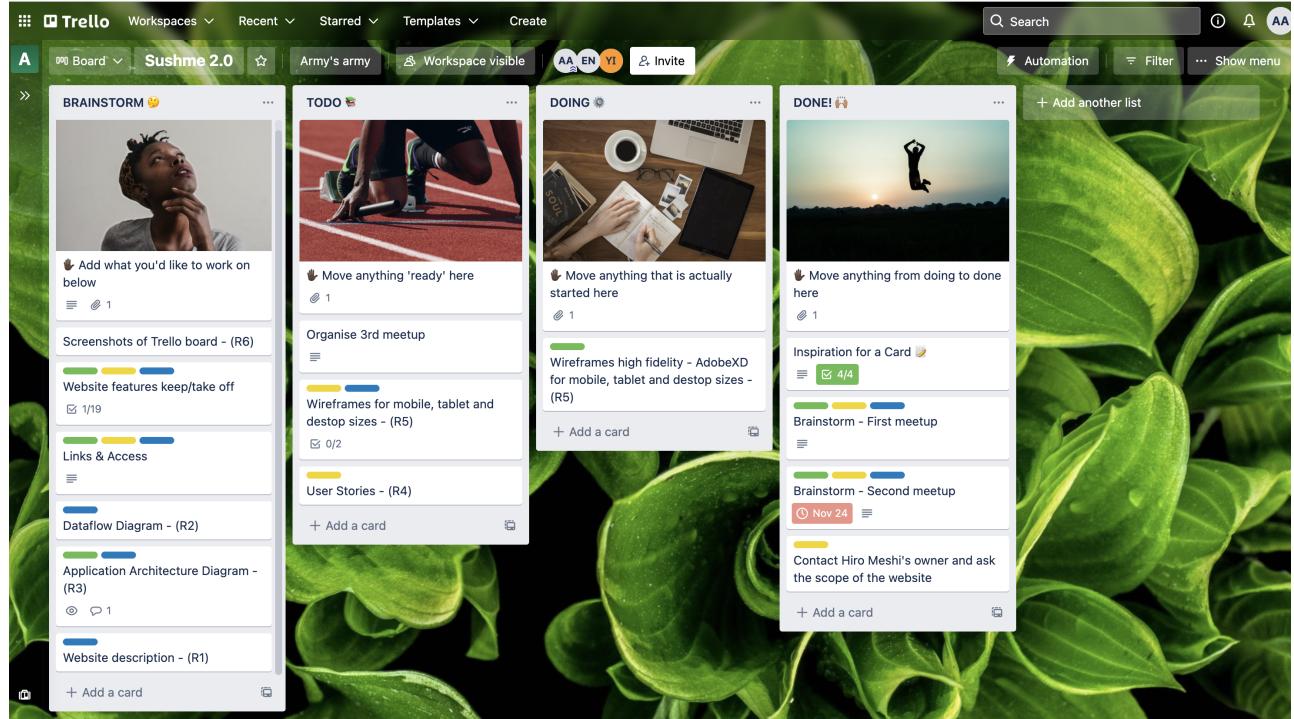
ORDER BASKET

Preorder for 11:00 AM.

Avocado chicken roll

Aburi Salmon

Trello Board (R6)



Website features keep/take off

in list BRAINSTORM 😊

Labels

Edson Yoko Arm +

Suggested

Join

Add to card

Members

Labels

Checklist

Dates

Attachment

Cover

Custom Fields

Add dropdowns, text fields, dates, and more to your cards.

Start free trial

Power-Ups

+ Add Power-Ups

Automation

+ Add button

Actions

Move

Copy

Dark Mode

Description

Add a more detailed description...

Checklist - Clients

7%

Menu

Reviews

Location

Top Sellers

Order Basket Display

Pickup Time

Contact Info

Order Notes

Credit card Payment - Stripe

Order Basket - CRUD

Order summary

Payment receipt

Dark Mode

Application Architecture Diagram - (R3)

in list BRAINSTORM 🤔 ⓘ

Labels

Edson Arm +

Suggested

Join

Add to card

Members

Labels

Checklist

Dates

Attachment

Cover

Custom Fields

Add dropdowns, text fields, dates, and more to your cards.

Start free trial

Show details

Description

Add a more detailed description...

Activity

AA Write a comment...

Armstrong Ashton-Lewis yesterday at 11:48 AM

Taking over for this one to help edson out due to personal crisis taking time away.

>Edit - Delete

Power-Ups

+ Add Power-Ups

Automation ⓘ

+ Add button

Actions

→ Move

