Briyanian

Bhaarathkumar G

Restaurant Concept

Restaurant Name & URL

Briyanian

Briyanian.com

Food & drink

Custom Biryani dishes

Customization

- **Meat**
  - Chicken Briyani
  - Mutton Briyani
- **Popular**
  - Hyderabad Briyani
  - Lucknow Briyani
  - Nellore Briyani
- **Special**
  - Dum Briyani
  - Prawn Briyani

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

Hosur, Tamilnadu,India

Delivery radius: Hosur Urban Area

Choose a main target audience that your restaurant is focusing on.

- College students
- Busy working folks

Estimate how much your restaurant's food will cost

$ - Affordable

Write an elevator pitch for your restaurant

Briyanian is a Briyani House Restaurant Located at K.R Town, Hosur. We Deliver a different Varieties of Popular Briyani's We are open around the week and we deliver food Between 7A.M to 10P.M.

Other Project Ideas

Food Delivery For all age

- Located in Hosur
- $- Affordable
- “Foodit"
- **Problem: Huge Scale Project and the audience are not enough in this locality**

Pizza for college students

- Located in Bangalore
- $ - Moderate
- “PizzaMate"
- **Problem: Already too many pizza places that deliver.**

Coffee For Employees

- Located in Manglore
- $ - Moderate
- “Cofon"
- **Problem: How would they deliver Coffee? Logistics?**

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- Heavy Eaters
- Foodies
- People who love Non-Veg category Foods
- People who like to have a Weekend lunch
- Bachelors Birthday Treat

Demographics (gender, age, education, occupation, marital status, income, location)

- **Gender** - Somewhat more Men than Women
- **Education** - College Education or higher
- **Occupations** - Office managers/secretaries, administrators, small business owners,Students
- **Age** - Early 20s to 45
- **Location** – Around Hosur Town

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

- **Personality & Attitudes:**
  - Professional
  - Classy
  - Youthful
- **Values:**
  - Liberal
  - Safety
  - BroadMinded
- **Lifestyles:**
  - Family
  - Take vacations
  - Birthday Party lover

Strategy

User Personas

Abi Raj

- 22 year old College Student
- Likes to party
- Originally from Hosur
- Often lazy
- “Eat Sleep and break the streak”

Arjun Kumar

- 30 year old Employee
- Likes to Weekend lunch
- Working at Banglore
- Foodie
- “work hard and Enjoy ”

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Find out the restaurant open Timings
- Customize the order or pick from a list of Categorized Menu
- Be functional and Fast
- Provide a solid mobile experience since most people will access site from mobile device
- Enable Online Payment

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- To Provide users with card payment
- To Provide Advanced Delivery Services
- To Make App Simple and Easy to use For users
- To Manage the Account Settings of the users
- To Scale the Food items in future

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

“The user will be looking for…”

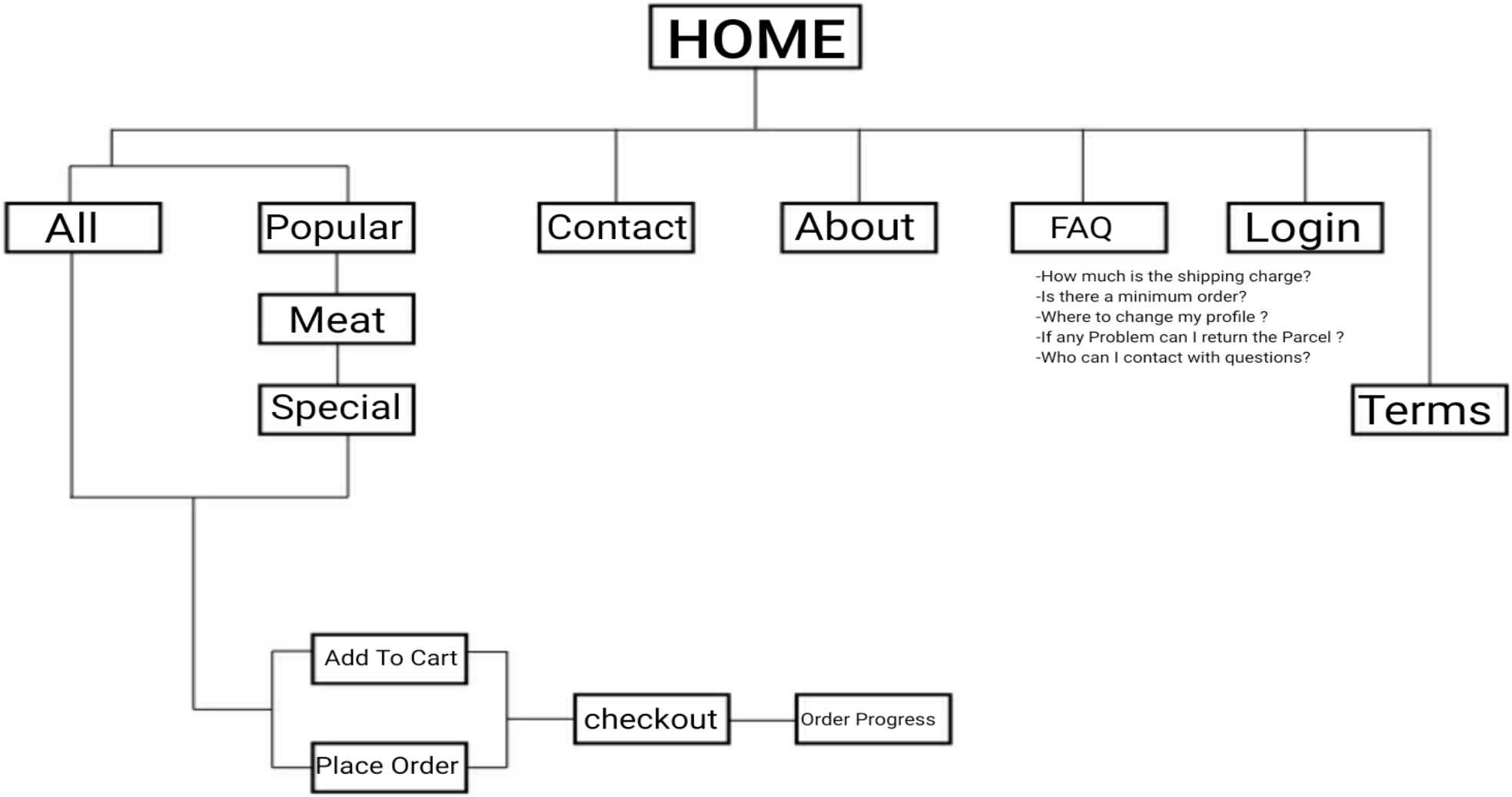
- Describe delivery radius: Around Hosur Town
- Describe delivery speed: “we deliver within the hour”
- Display prices
- Food Category
- Images of menu items
- About Us
- Description about the Food
- FAQ
  - Is the Biryani fresh?
  - What is your delivery Address?
  - How much is the shipping charge?
  - Is there a minimum order?
  - Where to change my profile ?
  - If any Problem can I return the Parcel ?
  - Who can I contact with questions?

Functionality Requirements

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

- Choose from Category of items
  - Popular
  - Special
  - Meat
- Or View all the items available
- Add items to shopping cart
- Estimate the cost
- Check out
- Enter payment info
- Enter delivery address
- Advanced Delivery services
- Adding or Reducing the quantity

Sitemap


HOME
All
Popular
Contact
About
FAQ
Login
-How much is the shipping charge?
-Is there a minimum order?
-Where to change my profile ?
-If any Problem can I return the Parcel ?
-Who can I contact with questions?
Meat
Special
Terms
Add To Cart
Place Order
checkout
Order Progress

FAQ
LOGIN
COMPANY
About us
Team
CONTACT
Help & Support
Partner with us
LEGAL
Terms & Conditions
Refund & Cancellation
Privacy Policy
© 2020 Briyanian

FAQ LOGIN

About Us

COMPANY
About us
Team

CONTACT
Help & Support
Partner with us

LEGAL
Terms & Conditions
Refund & Cancellation
Privacy Policy

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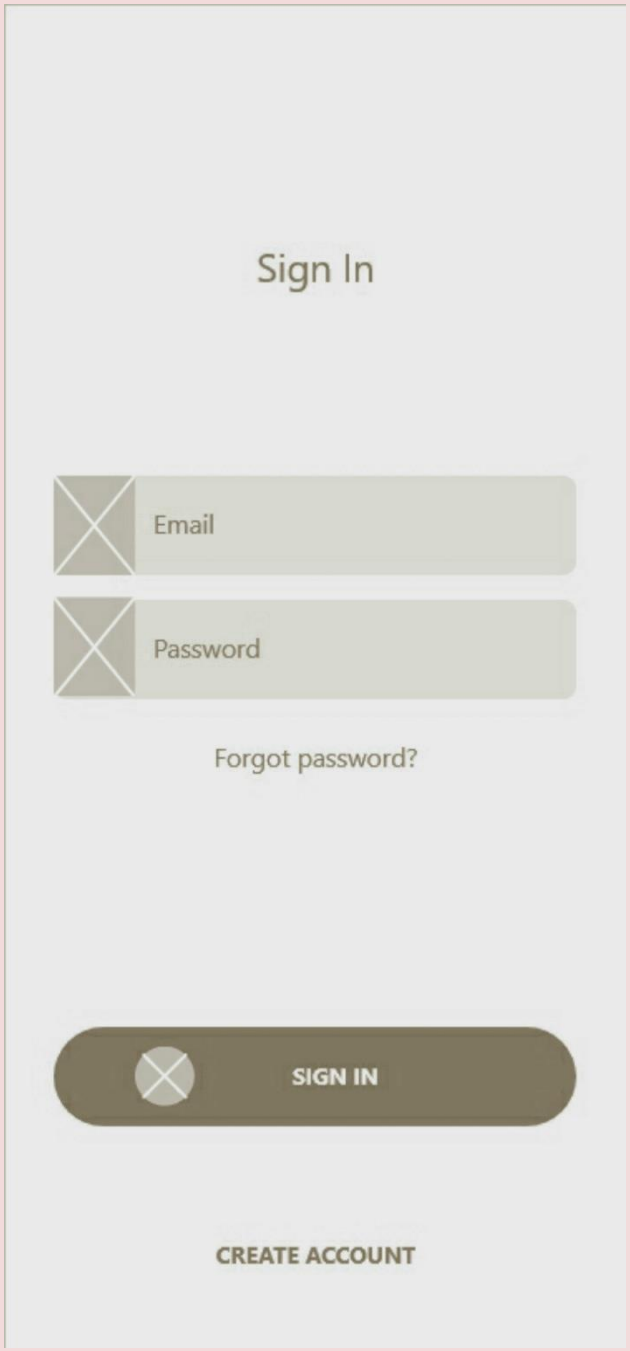
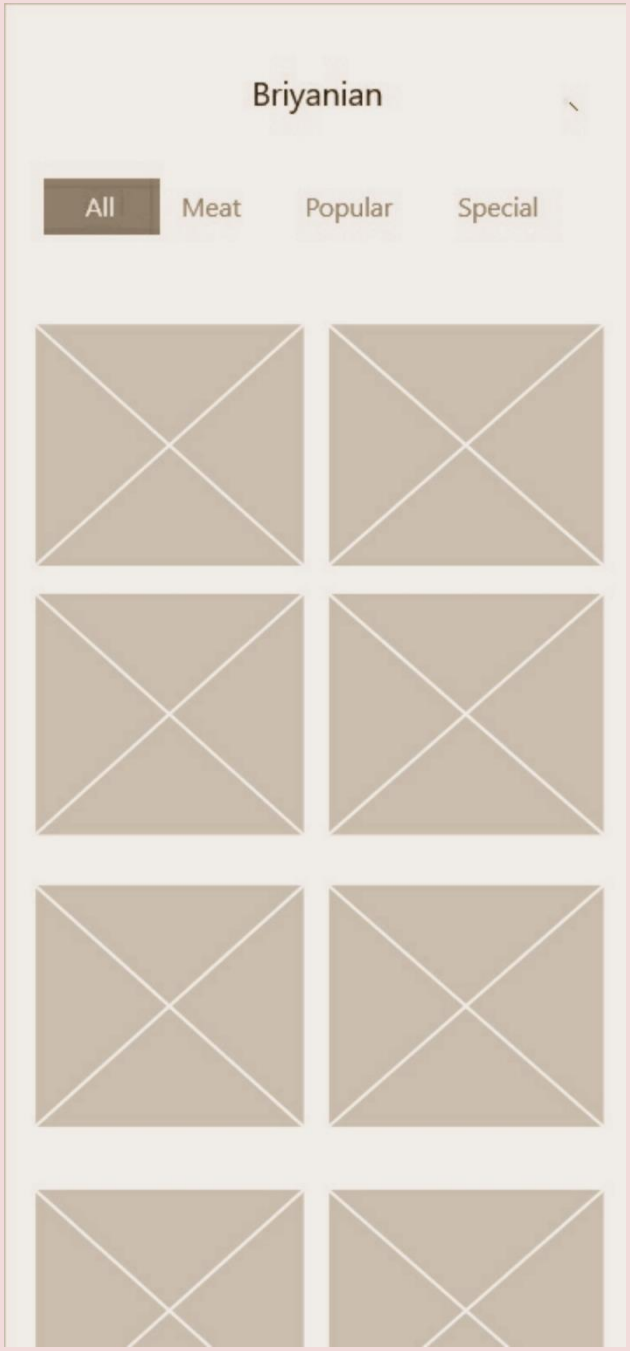
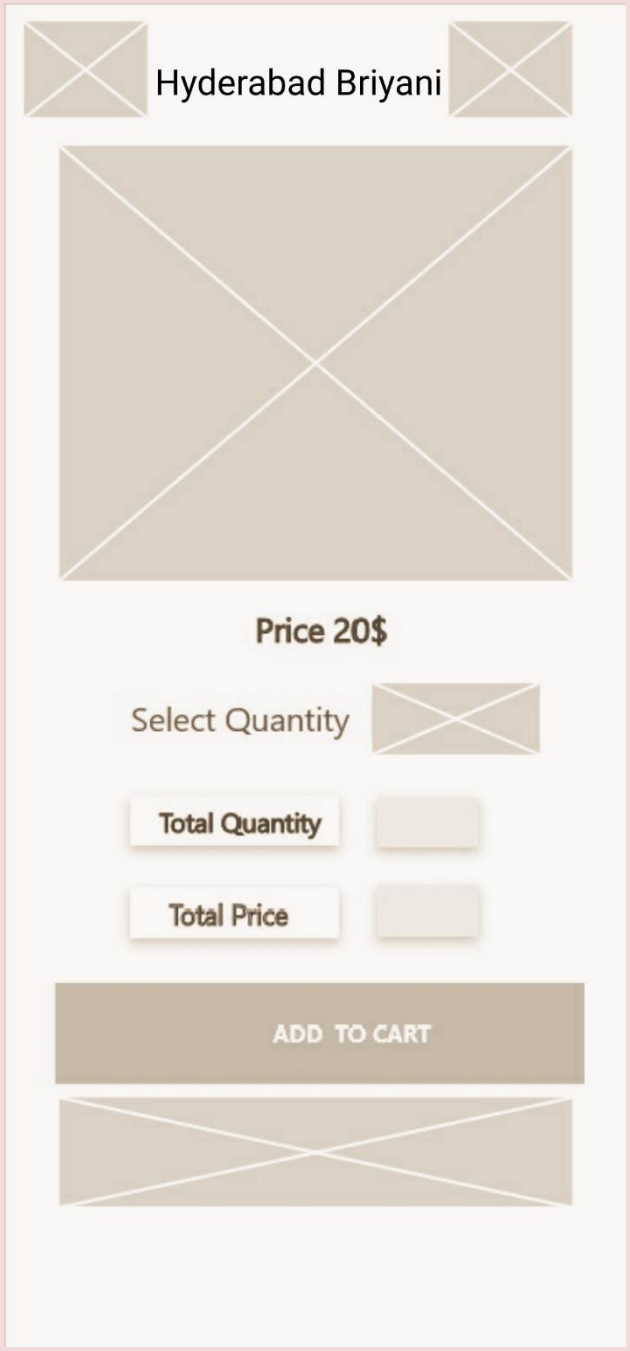
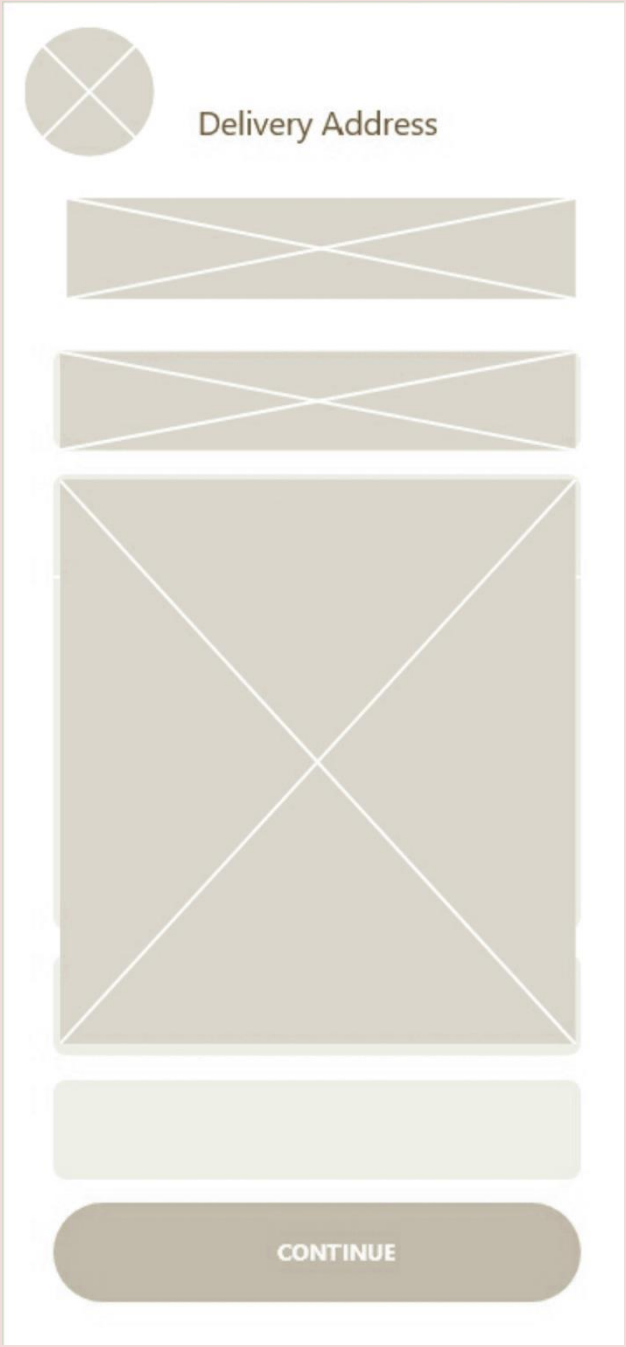
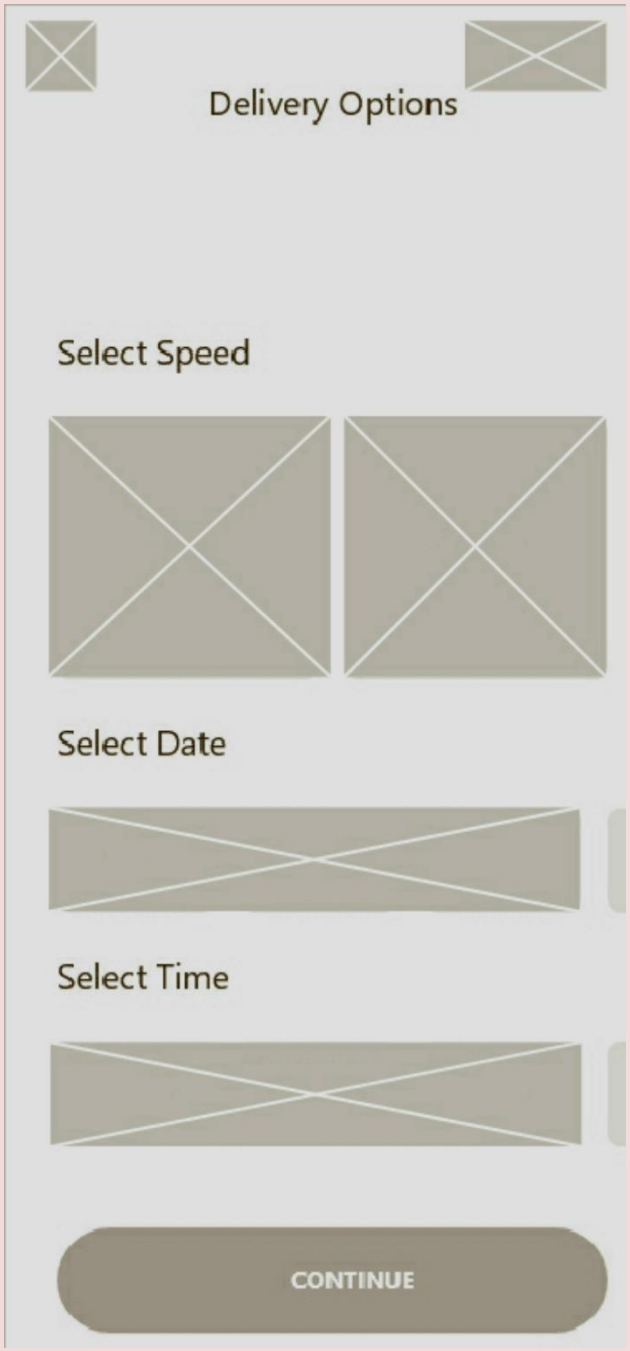

Sign In
Email
Password
Forgot password?
SIGN IN
CREATE ACCOUNT

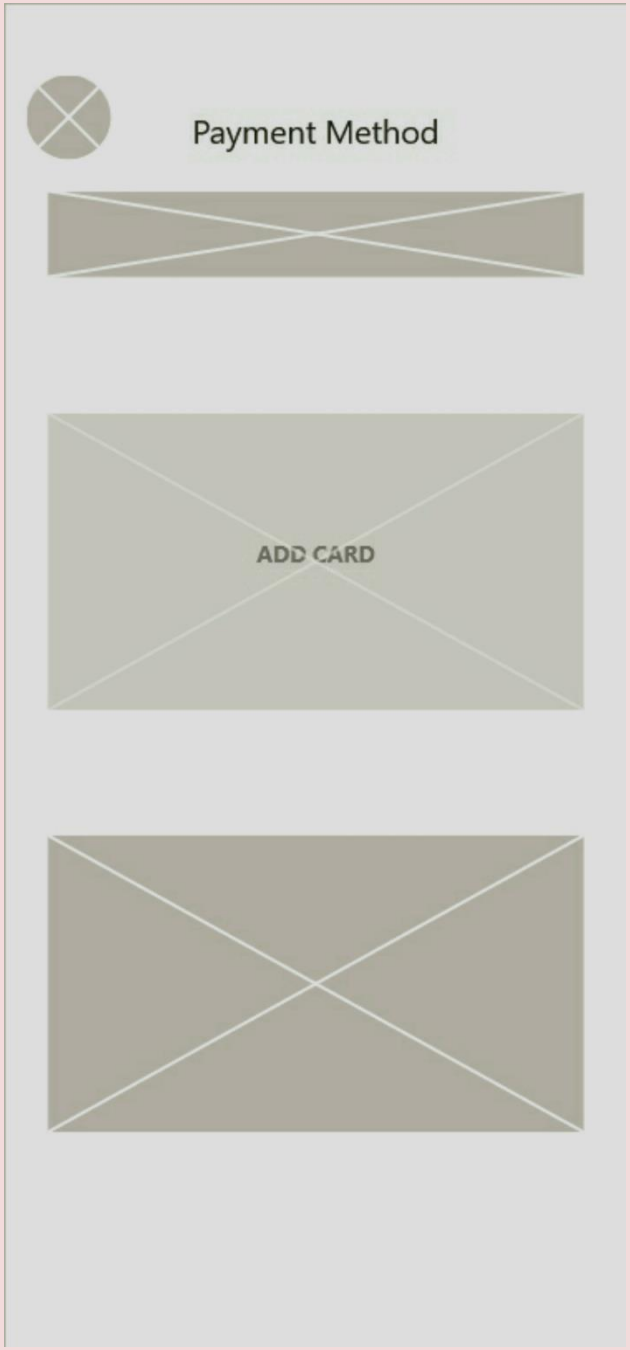


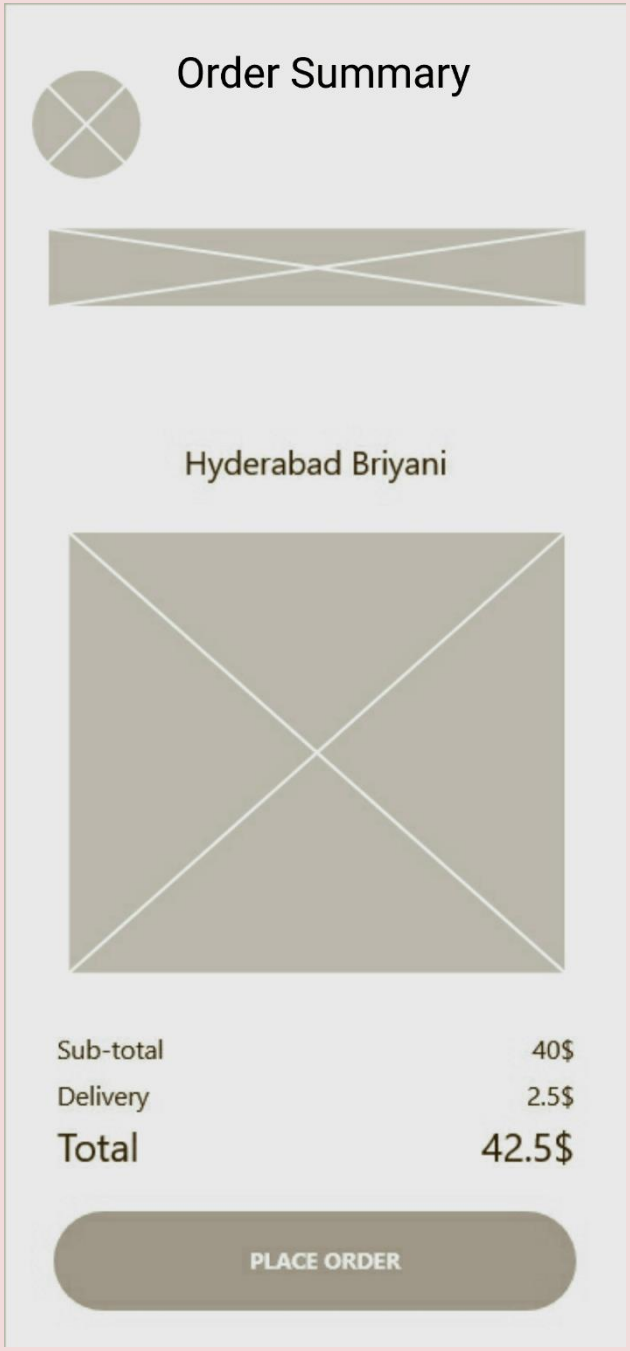
BRIYANIAN


Hyderabad Briyani
Price 20$
Select Quantity
Total Quantity
Total Price
ADD TO CART

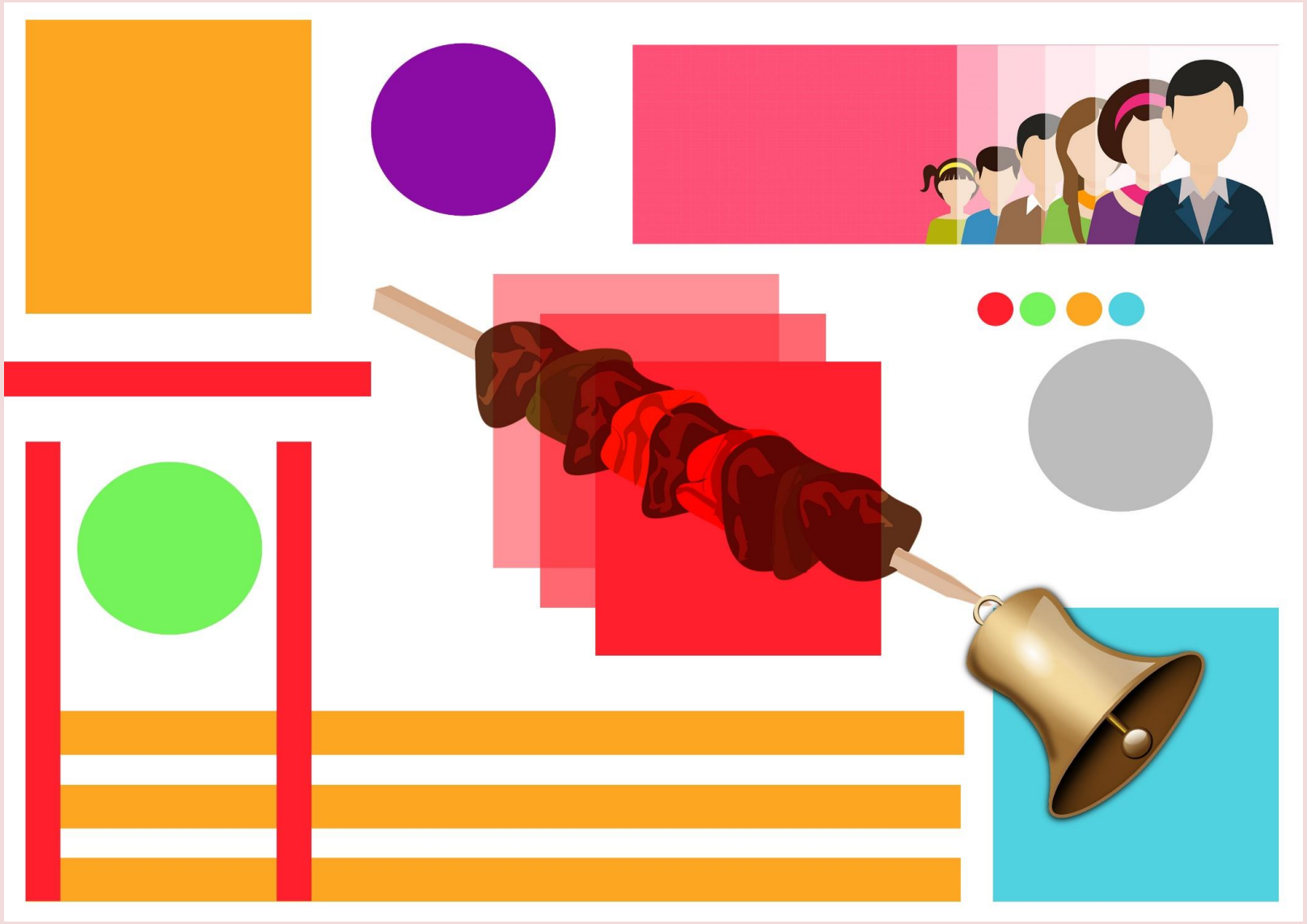

Delivery Address
CONTINUE


Delivery Options
Select Speed
Select Date
Select Time
CONTINUE


Payment Method
ADD CARD

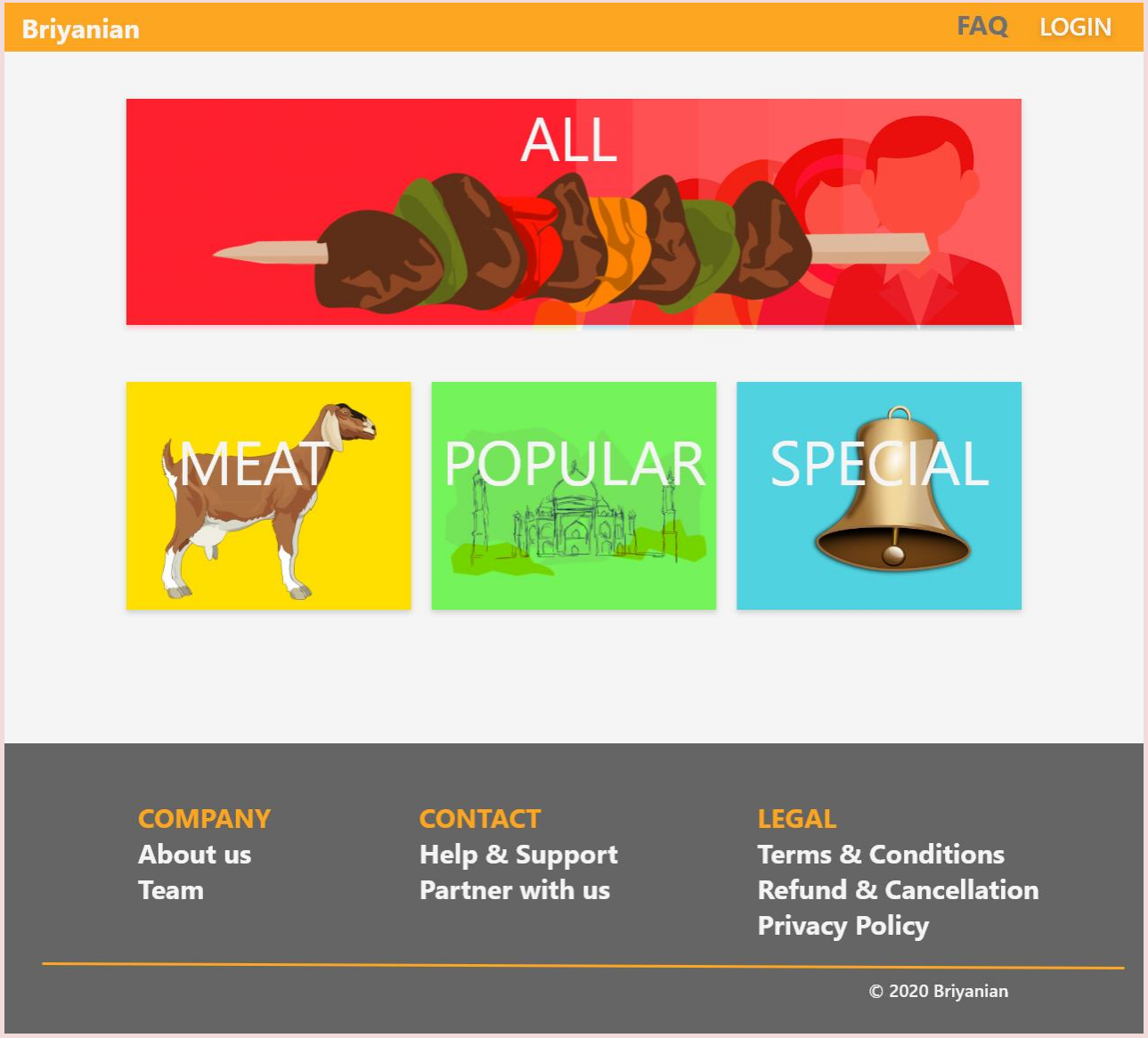

Order Summary
Hyderabad Briyani
Sub-total
40$
Delivery
2.5$
Total
42.5$
PLACE ORDER

Order placed.
Your order number is



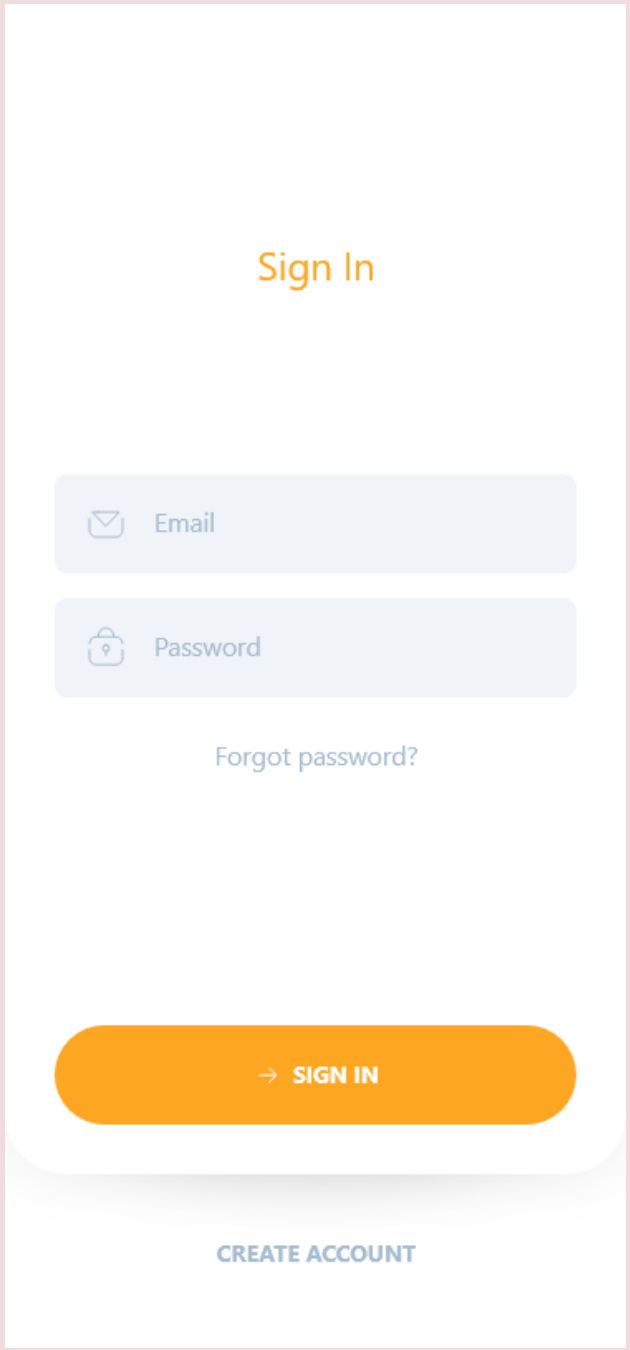
Mood Board

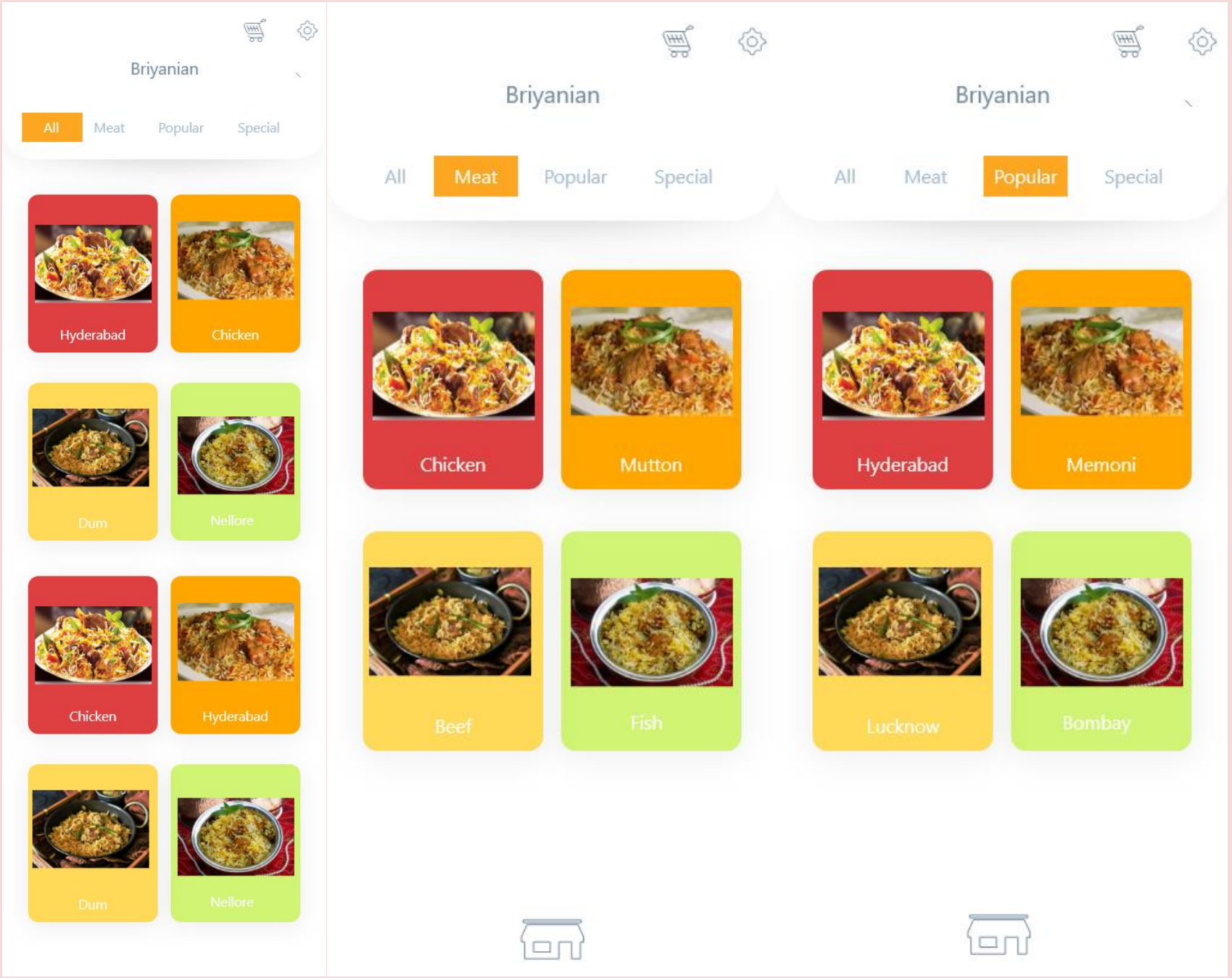
Mobile Homepage

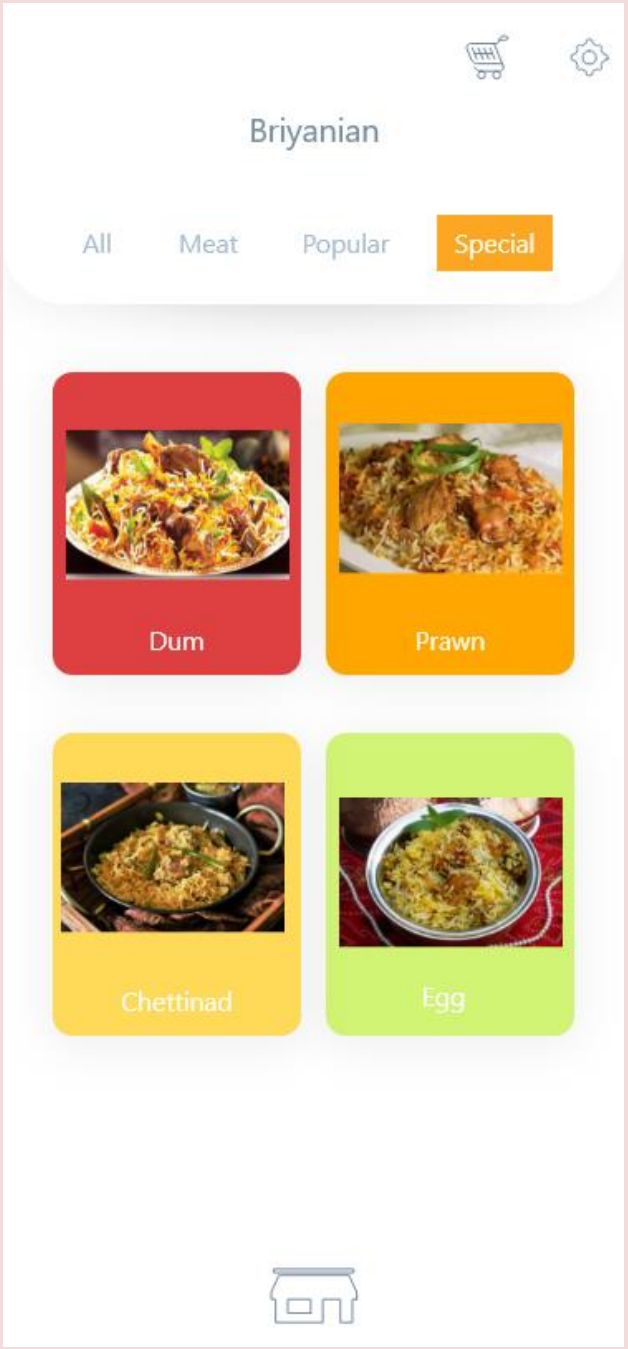

Briyanian
FAQ
LOGIN
ALL
MEAT
POPULAR
SPECIAL
COMPANY
About us
Team
CONTACT
Help & Support
Partner with us
LEGAL
Terms & Conditions
Refund & Cancellation
Privacy Policy
© 2020 Briyanian

Desktop H

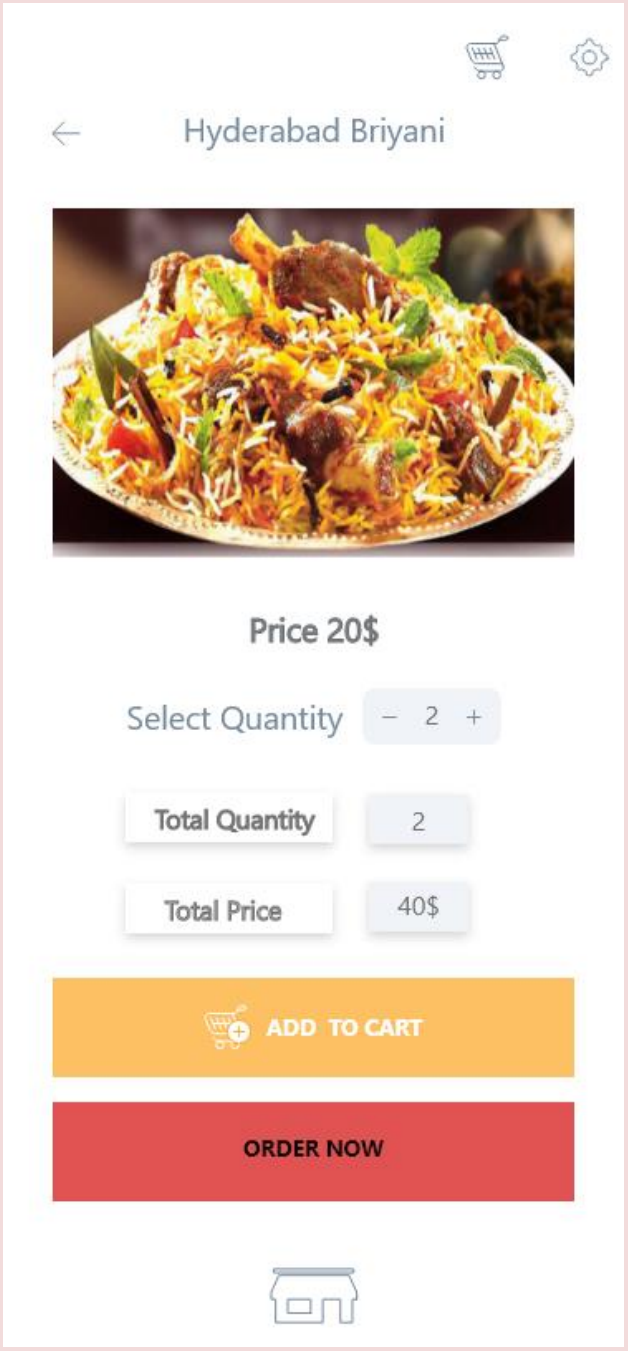
Briyanian


Sign In
Email
Password
Forgot password?
SIGN IN
CREATE ACCOUNT


Briyanian
All
Meat
Popular
Special
Hyderabad
Chicken
Dum
Nellore
Chicken
Hyderabad
Dum
Nellore
Briyanian
All
Meat
Popular
Special
Chicken
Mutton
Beef
Fish
Briyanian
All
Meat
Popular
Special
Hyderabad
Memoni
Lucknow
Bombay

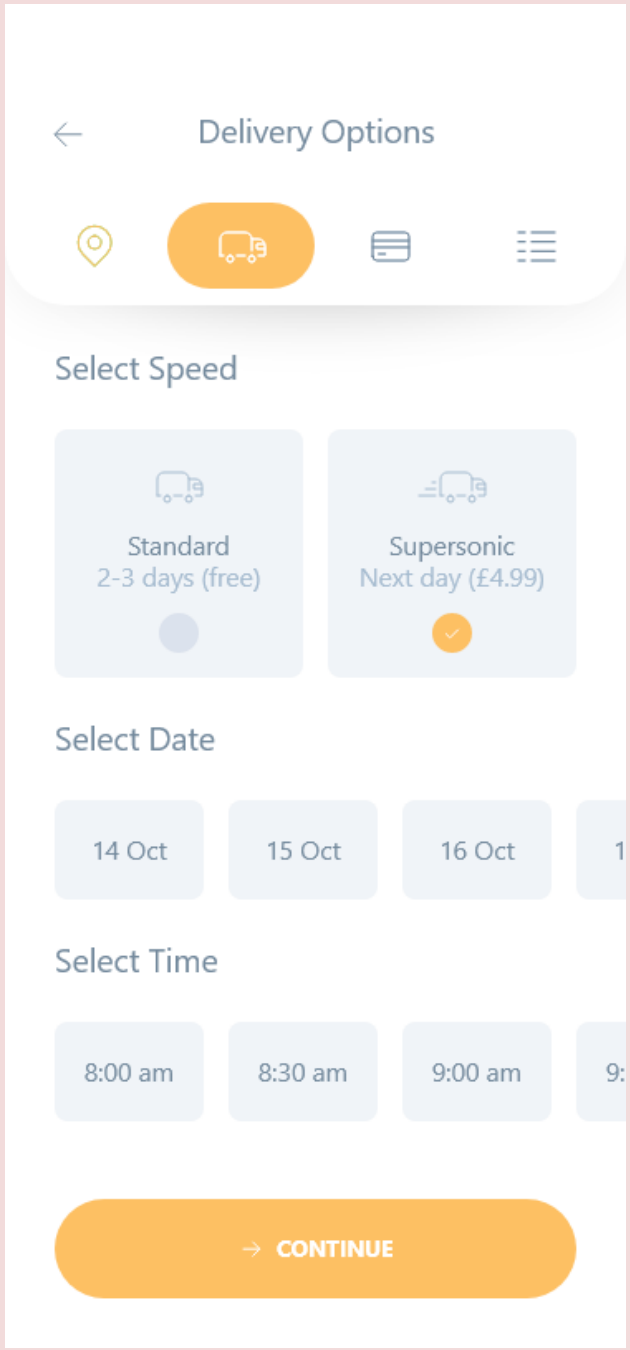

Briyanian
All
Meat
Popular
Special
Dum
Prawn
Chettinad
Egg

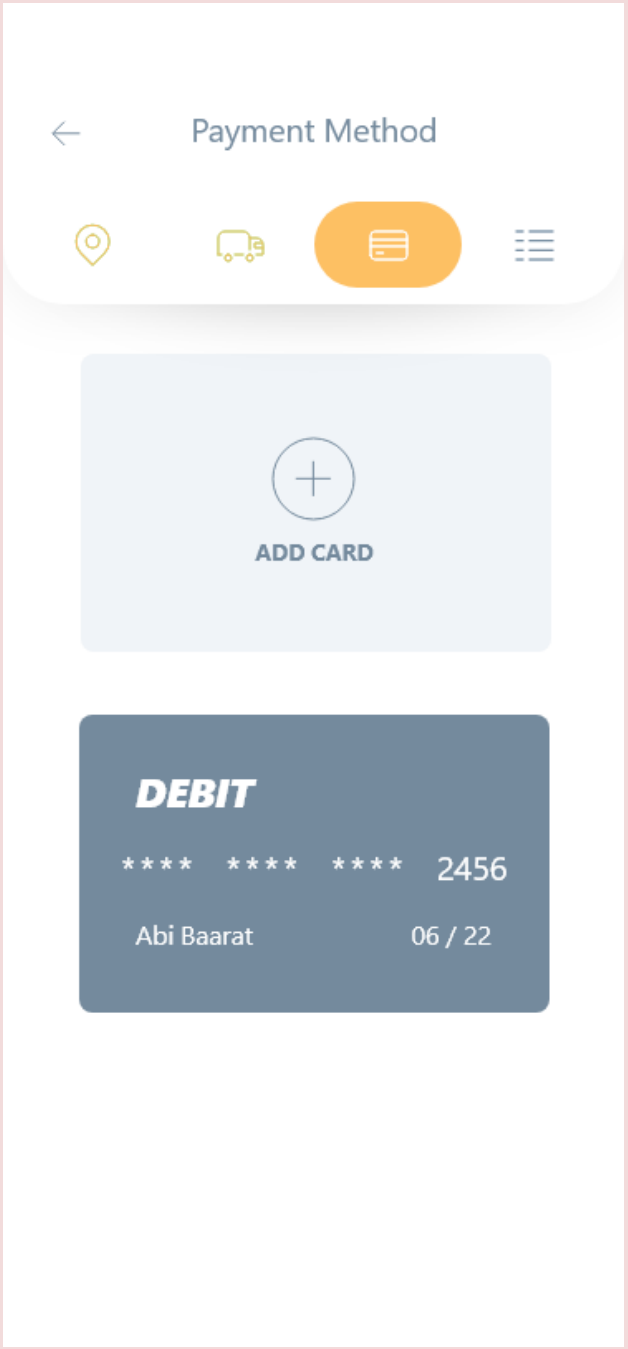
BRIYANIAN

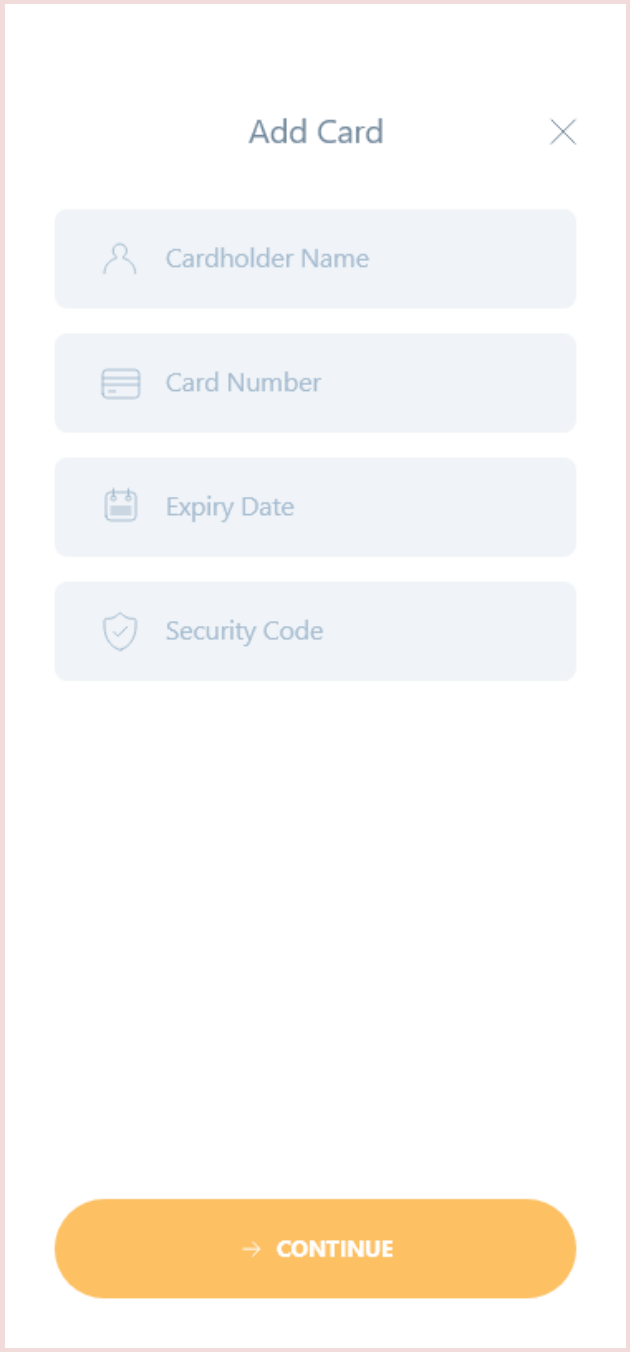

Hyderabad Briyani
Price 20$
Select Quantity
− 2 +
Total Quantity
2
Total Price
40$
ADD TO CART
ORDER NOW

BRIYANIAN

Delivery Address
Bhaarath
IND 42
1 R.K Nagar,Manglore,Karnataka, Ind
2 R.K Nagar,Manglore,Karnataka, Ind
3 R.K Nagar,Manglore,Karnataka, Ind
4 R.K Nagar,Manglore,Karnataka, Ind
5 R.K Nagar,Manglore,Karnataka, Ind
42 R.k Nagar
Manglore
CONTINUE


Delivery Options
Select Speed
Standard
2-3 days (free)
Supersonic
Next day (£4.99)
Select Date
14 Oct
15 Oct
16 Oct
Select Time
8:00 am
8:30 am
9:00 am
CONTINUE


Payment Method
ADD CARD
DEBIT
**** **** **** 2456
Abi Baarat
06 / 22

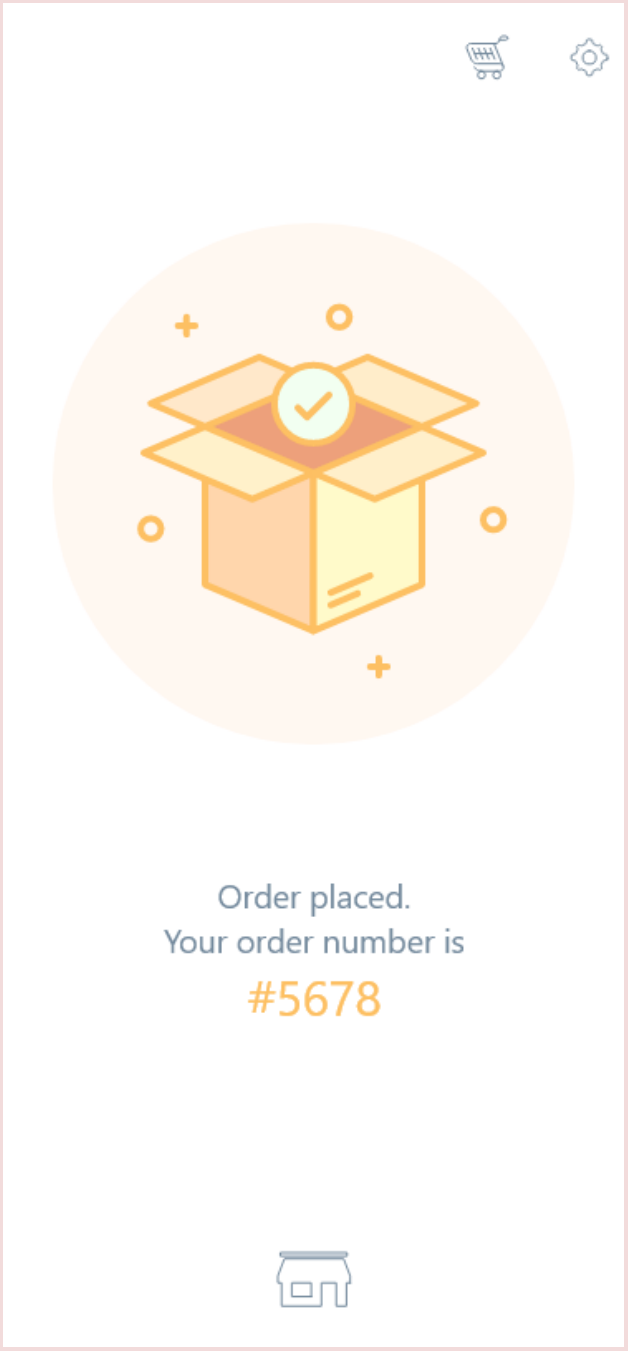

Add Card
Cardholder Name
Card Number
Expiry Date
Security Code
CONTINUE

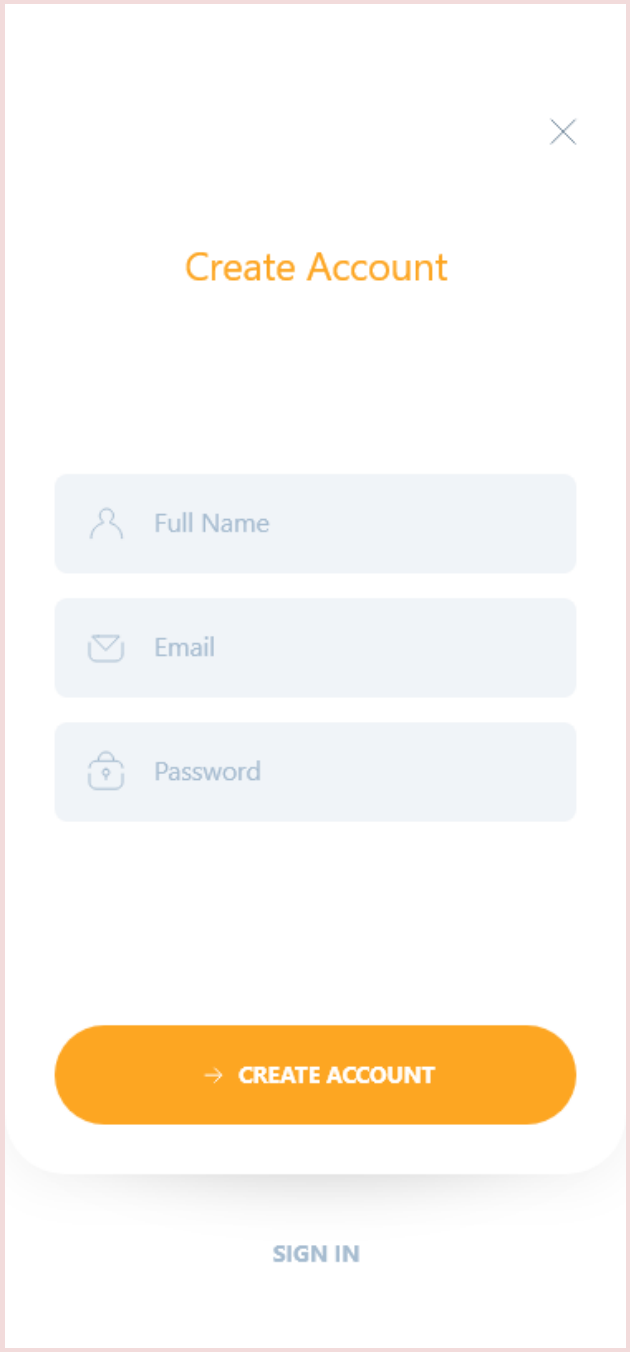
Order Summary

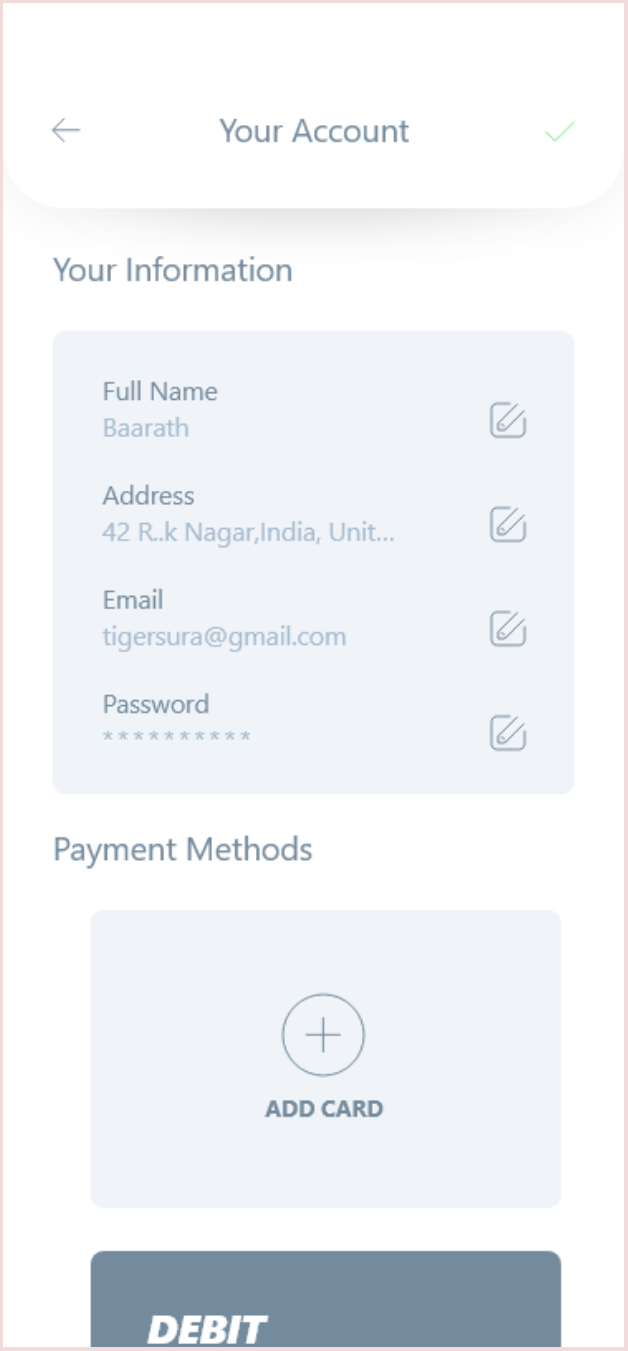
Hyderabad Briyani

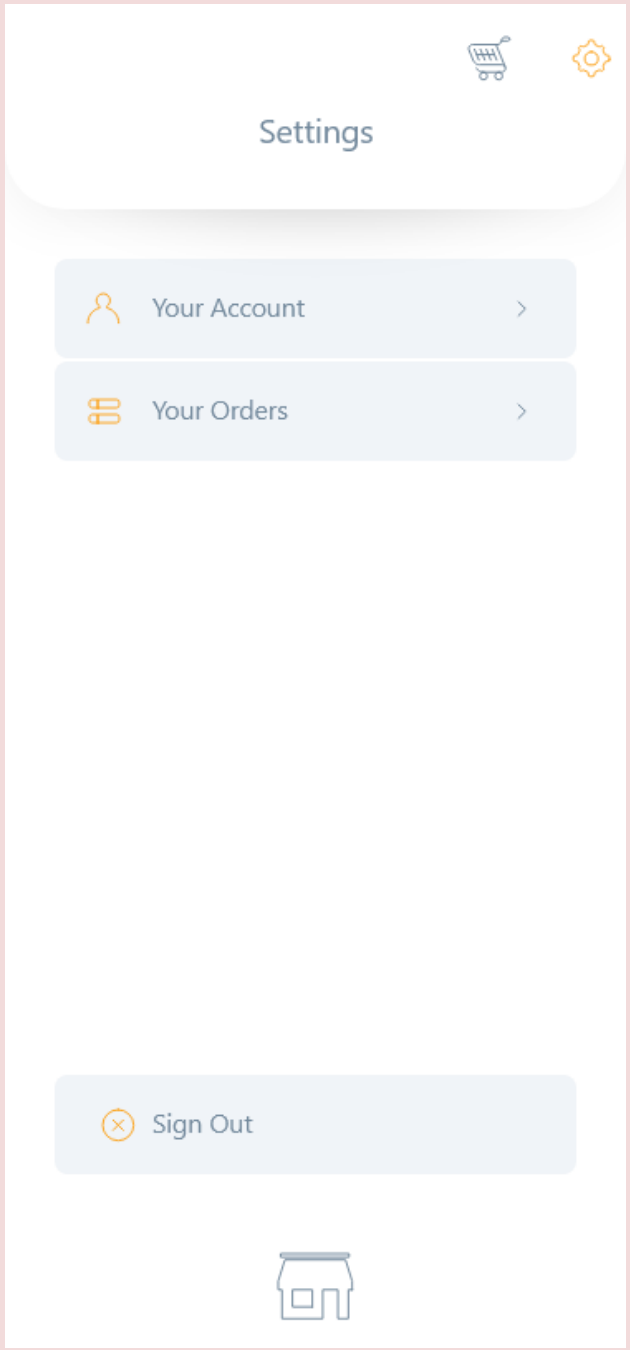
Sub-total	40$
Delivery	2.5$
Total	42.5$

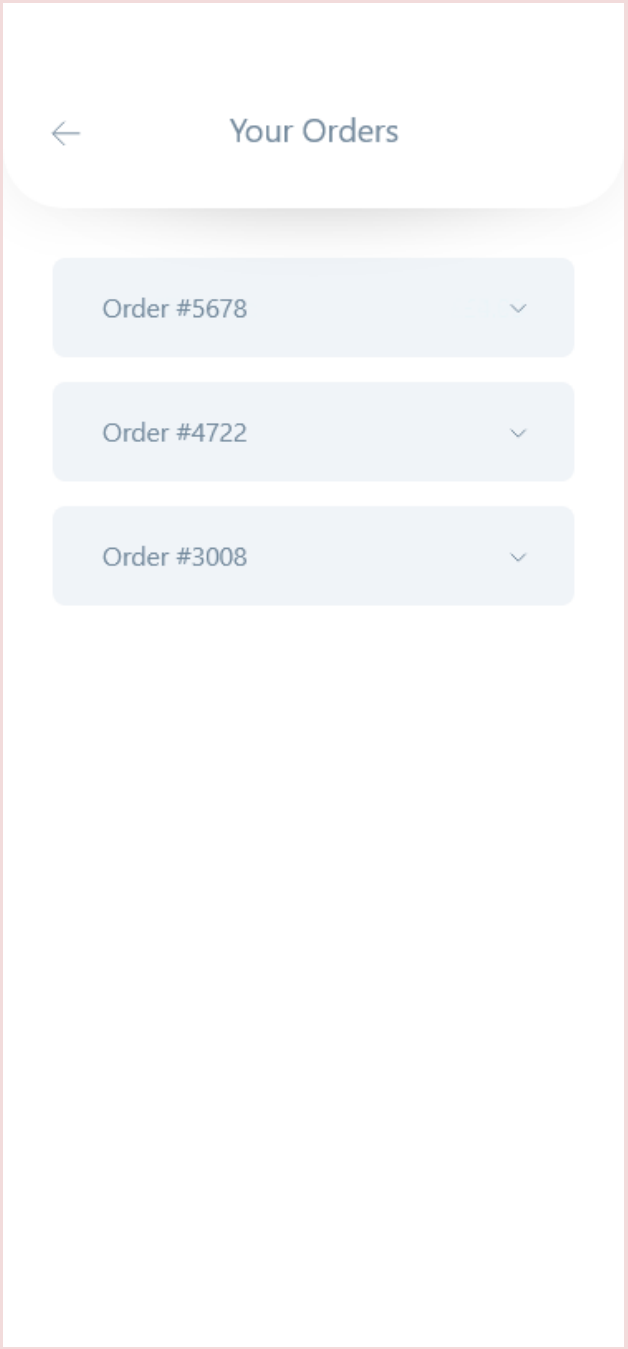
→ PLACE ORDER


Order placed.
Your order number is
#5678


Create Account
Full Name
Email
Password
CREATE ACCOUNT
SIGN IN


Your Account
Your Information
Full Name
Baarath
Address
42 R..k Nagar,India, Unit...
Email
tigersura@gmail.com
Password
****
Payment Methods
ADD CARD
DEBIT


Settings
Your Account
Your Orders
Sign Out


Your Orders
Order #5678
Order #4722
Order #3008

Briyanian FAQ LOGIN

ABOUT US

This restaurant symbolizes the traditional homemade curry flavours in India. The ambience here is soothing and pleasant. They serve North Indian, Chinese, Mughlai and Hyderabadi cuisines. They use very high-quality ingredients (Rice, Vegetables, Meats, Spices) and the most authentic cooking process and recipes. Dishes like 'Chicken Jalfrezi', 'Tikka Masala', 'Chicken Lollipop', 'Paneer Kulcha' and 'Lamb Shashlick' are very popular among their regular patrons. Also, do try the Chef's Special dishes such as 'Nizam's Special Kabab', 'Ginger Capsicum Fried Rice', 'Ajwain Fish Tikka', 'Nizam's Special Chicken Dry', 'Nizams Special Chicken Biryani', 'Hyderabadi Prawns' and 'Mutton Shahi Kurma'.

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