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…”

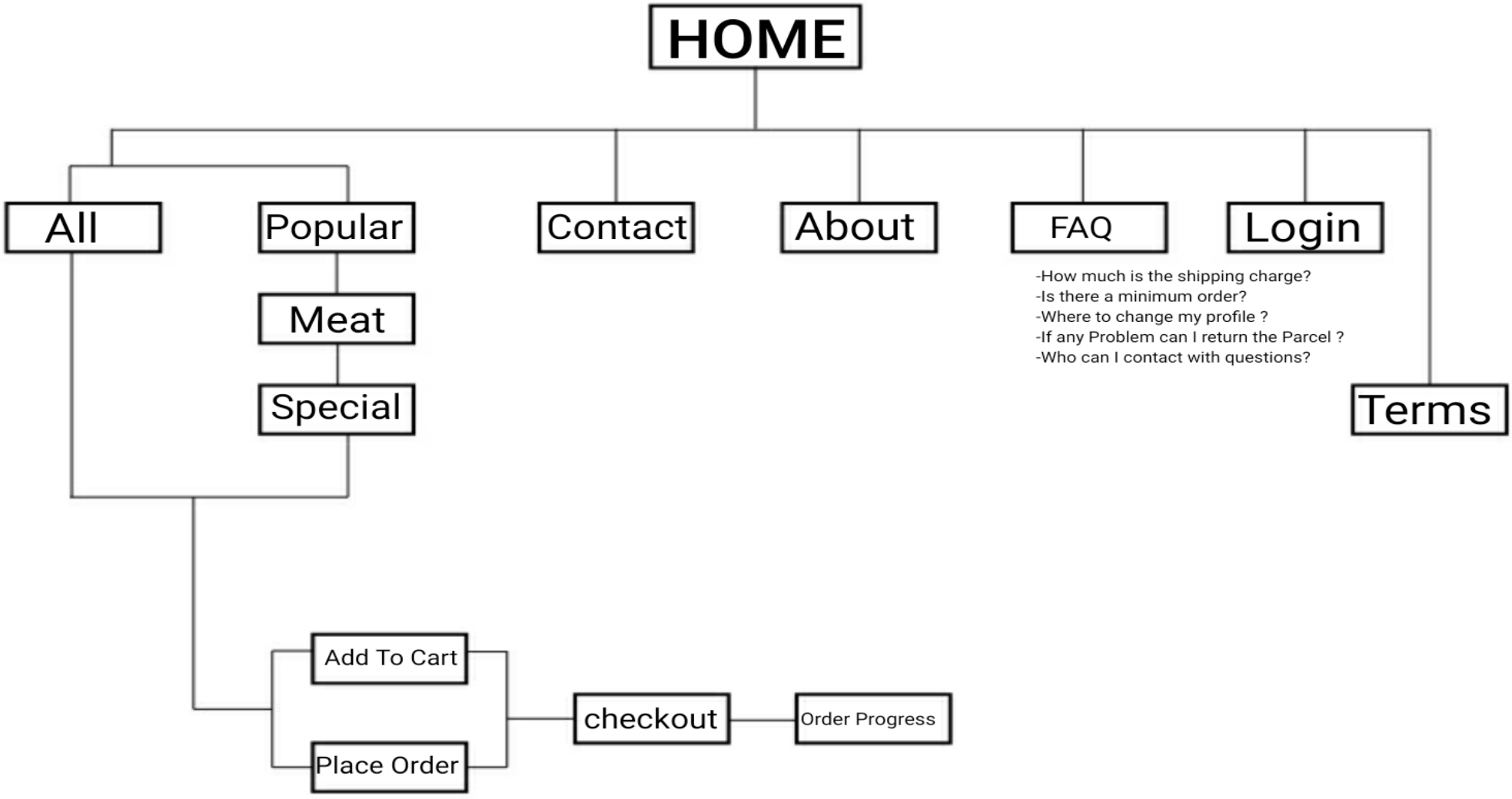
- Describe delivery radius: Around Hosur Town
- Describe delivery speed: “we deliver within the hour”
- Display prices
- Food Category
- Images of menu items
- About Us
- Description about the Food
- FAQ
  - Is the Biryani fresh?
  - What is your delivery Address?
  - How much is the shipping charge?
  - 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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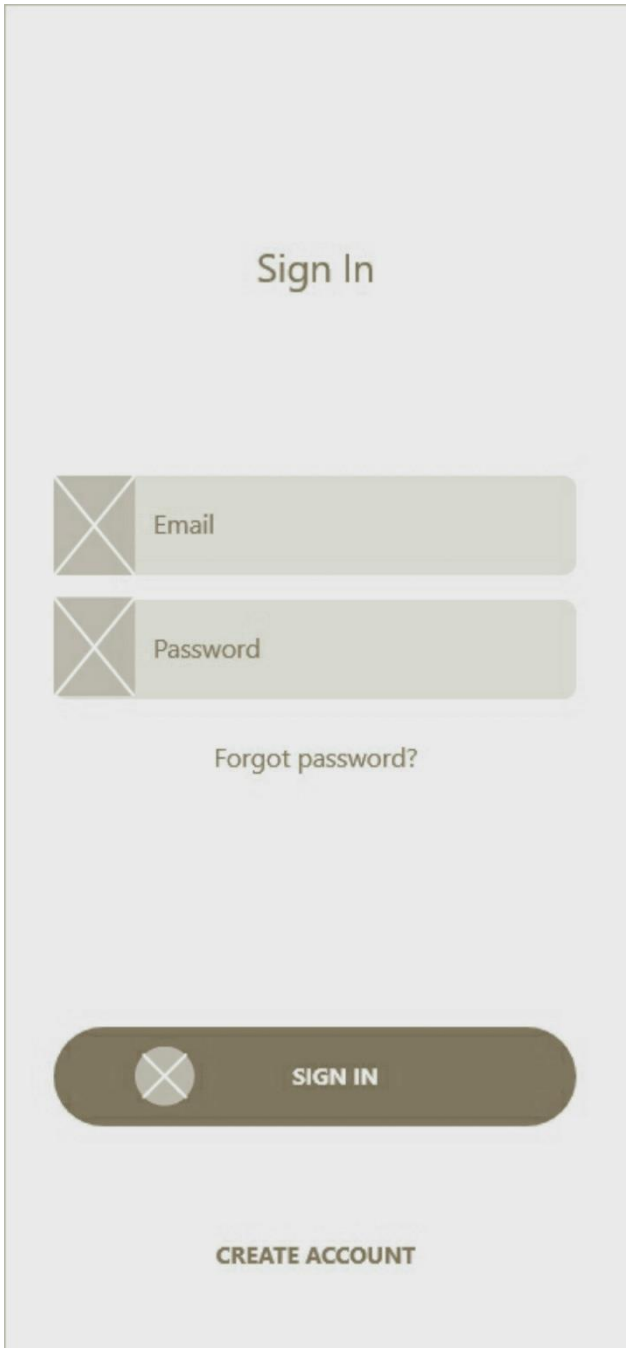
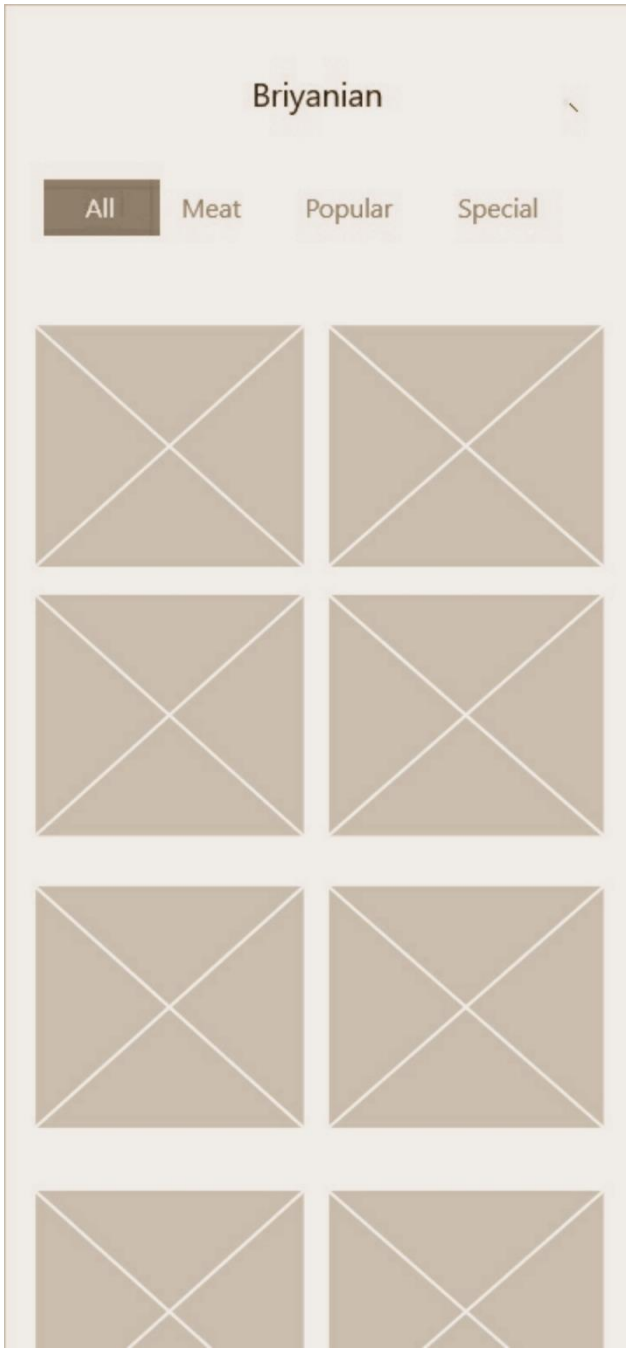
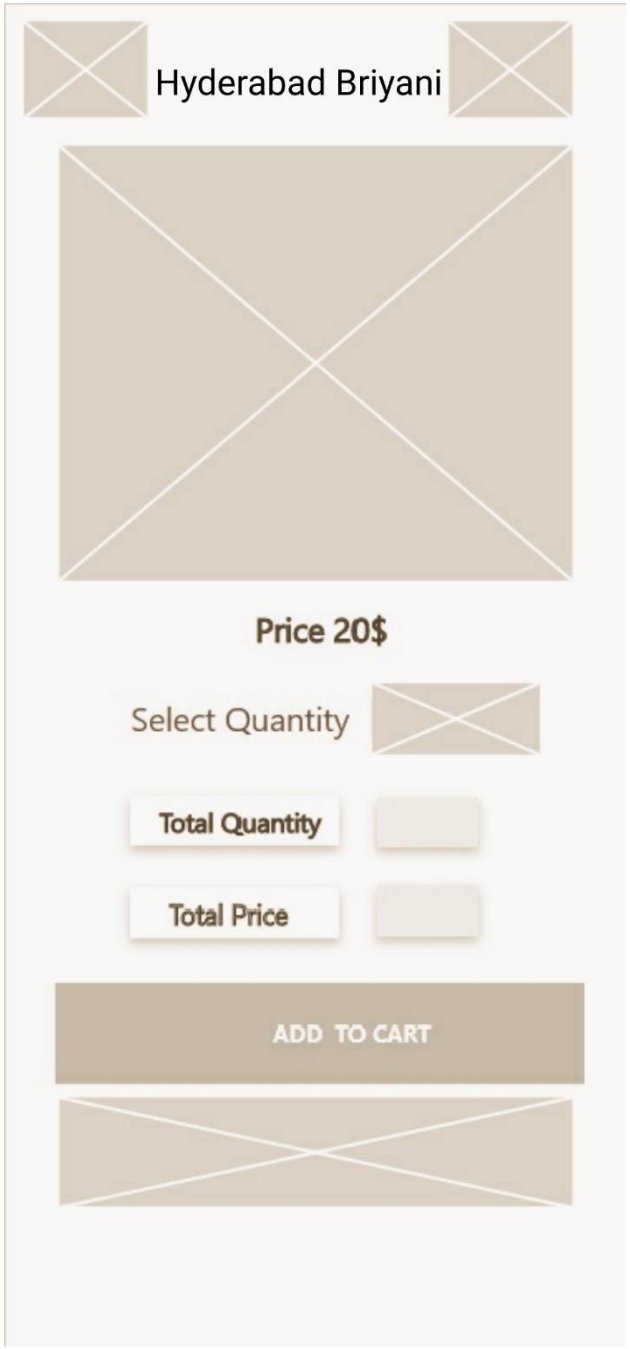
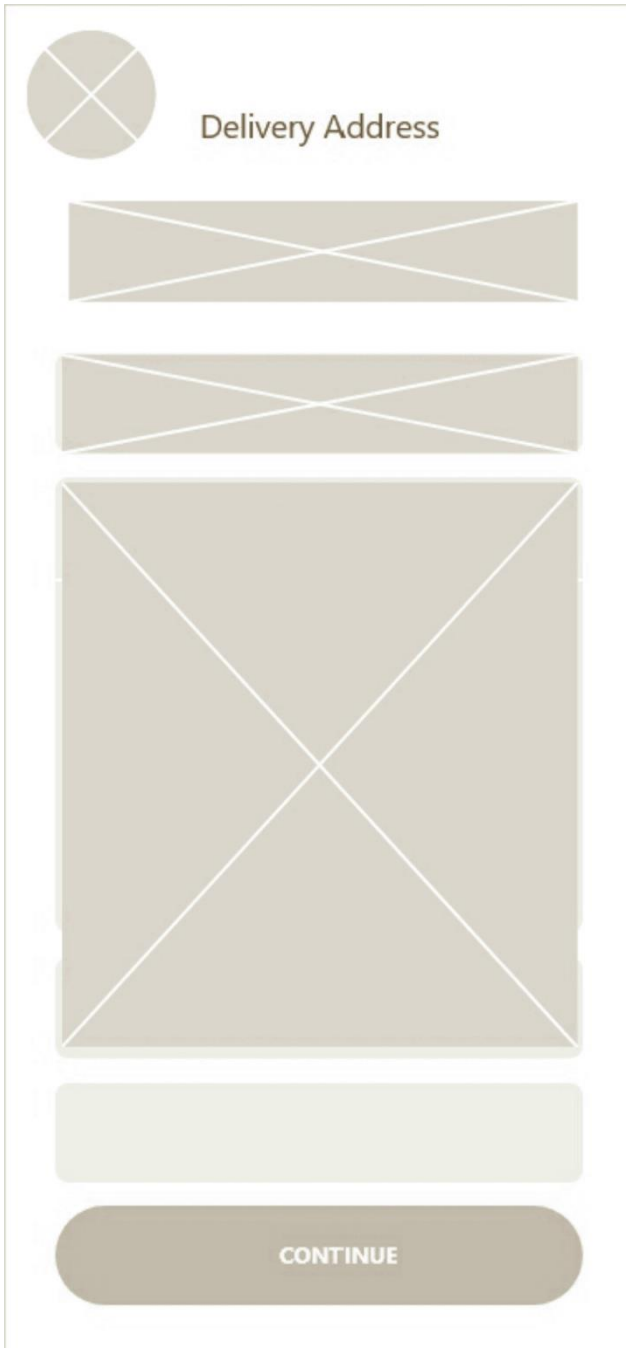
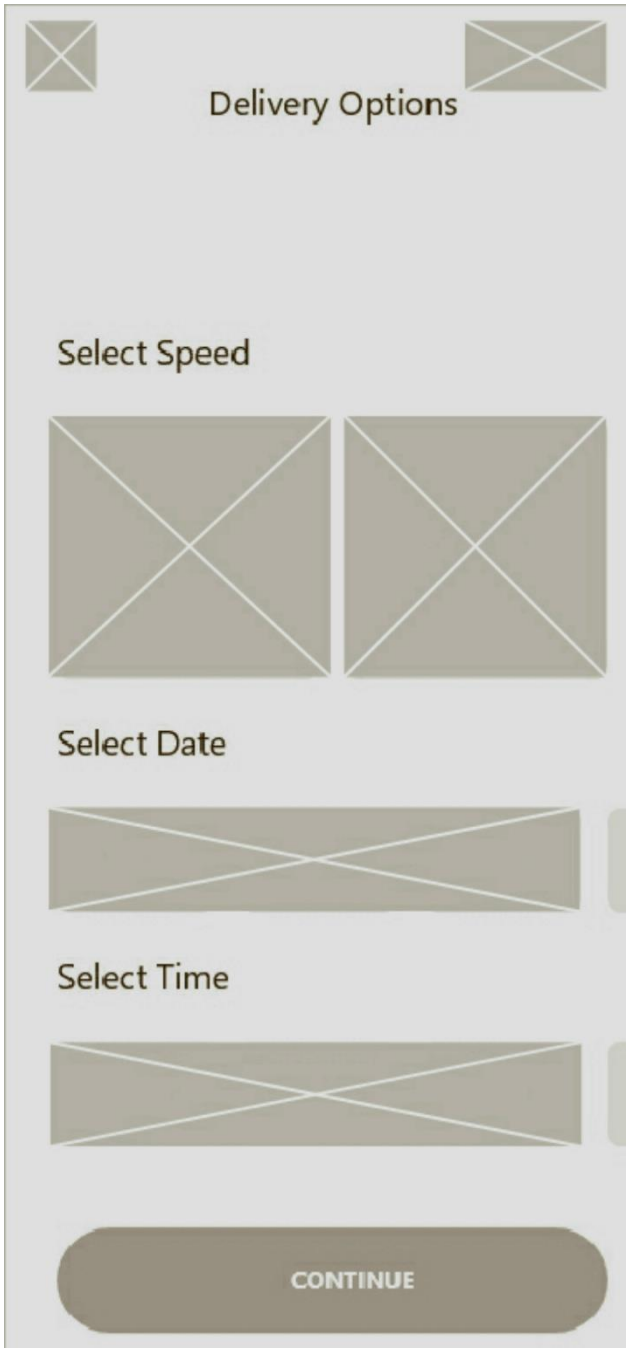

Sign In
Email
Password
Forgot password?
SIGN IN
CREATE ACCOUNT

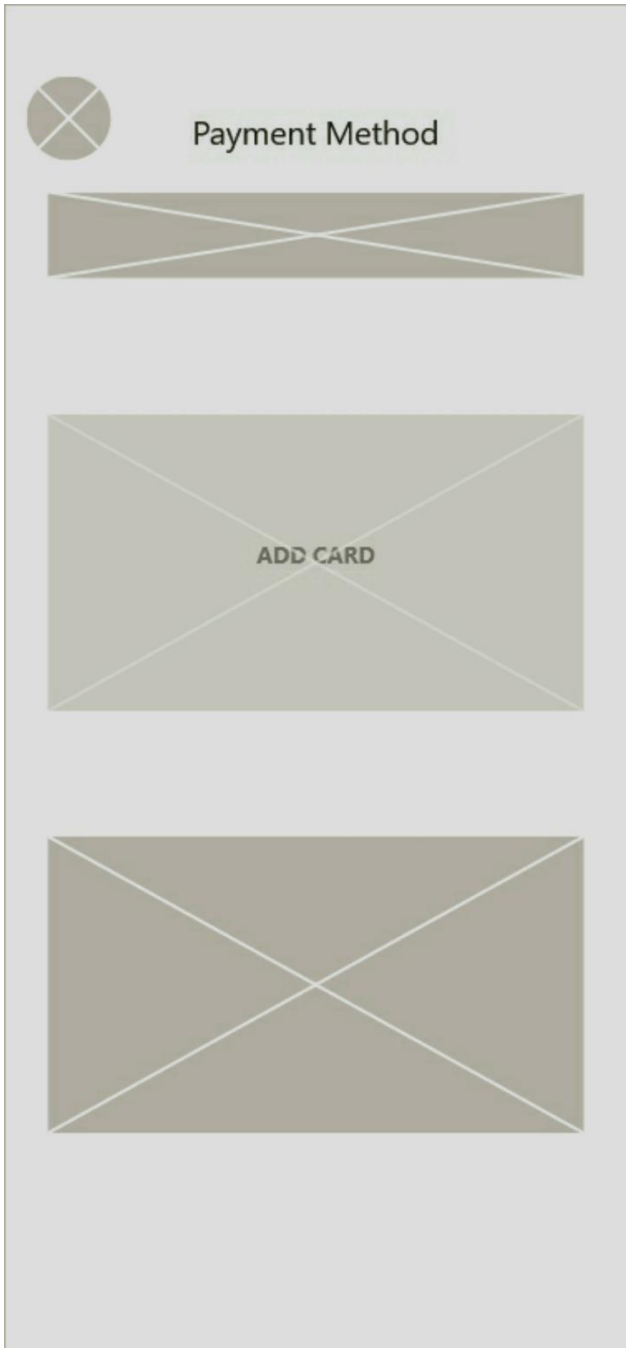


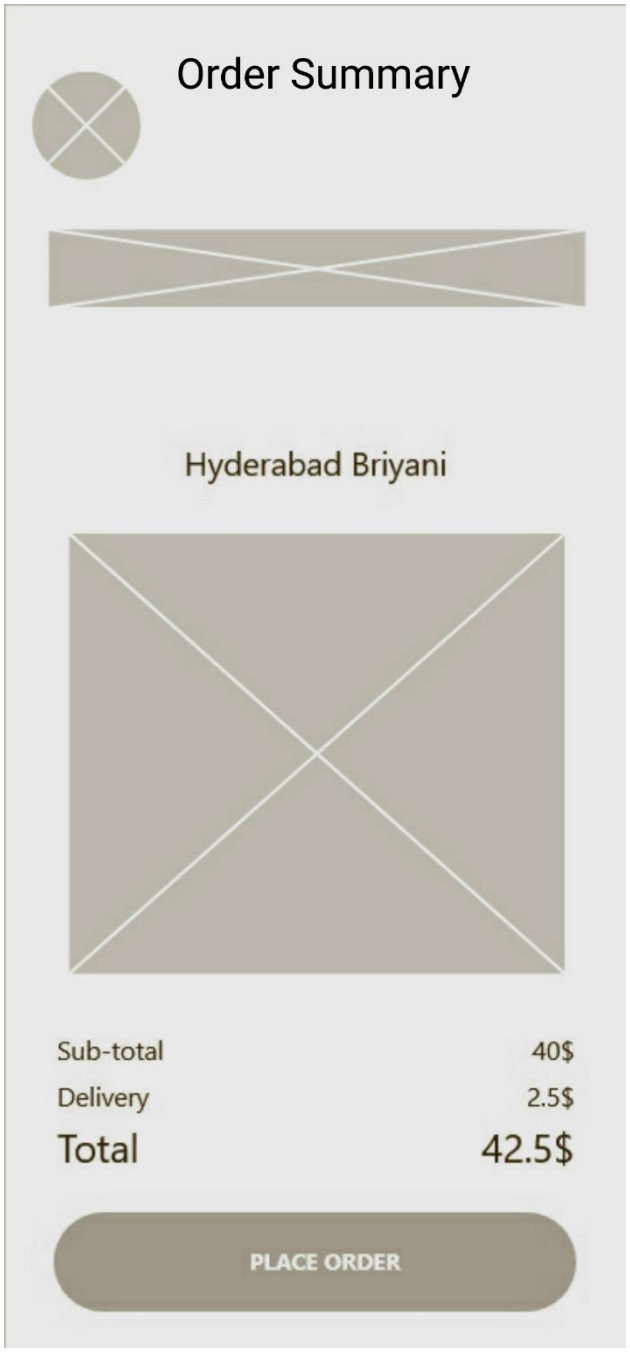
BRIYANIAN


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

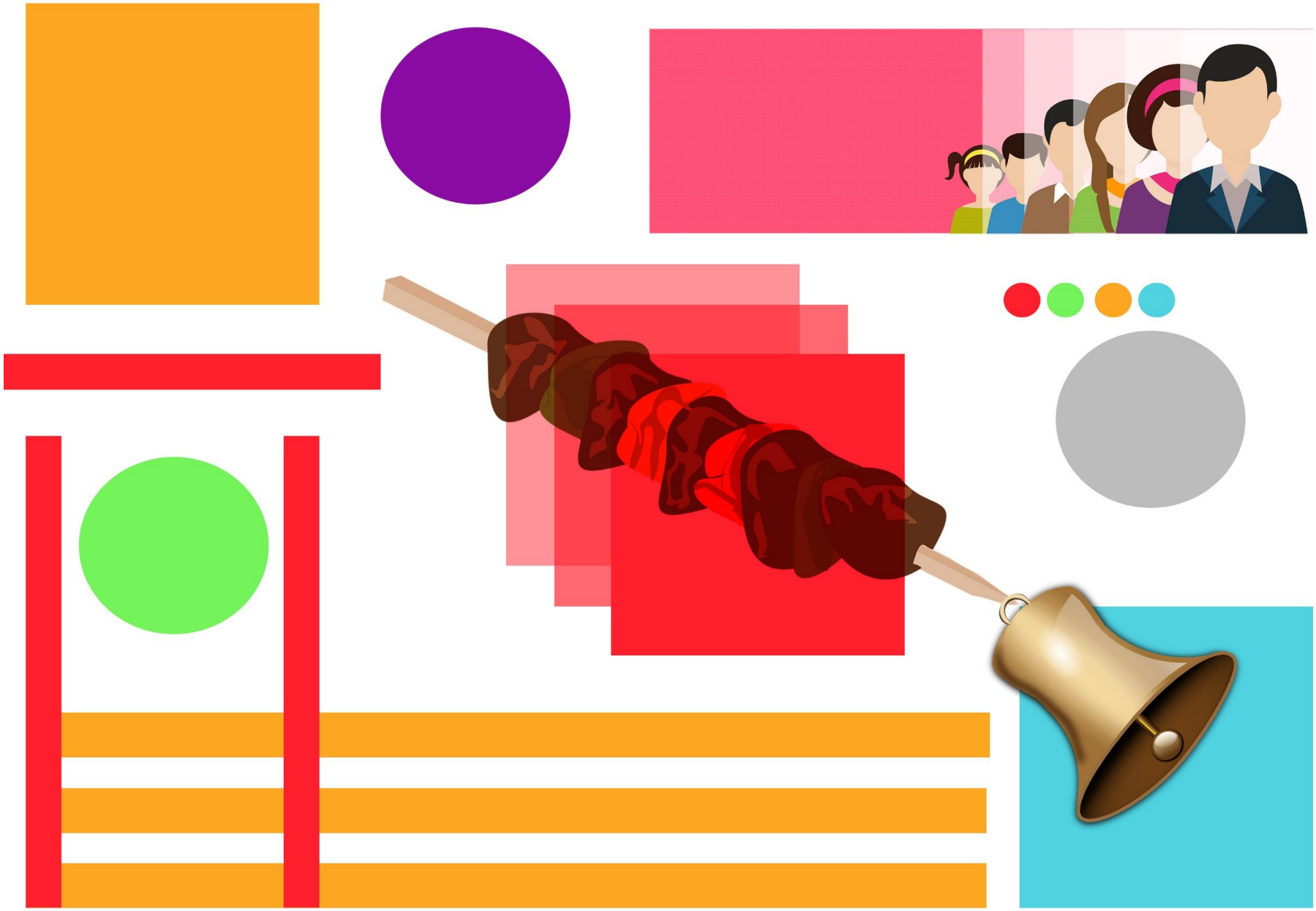

Delivery Address
CONTINUE


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

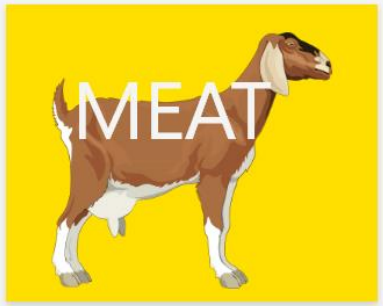


BRIYANIAN

Briyanian
All
Meat
Popular
Special
Hyderabad
Chicken
Dum
Nellore
Chicken
Hyderabad

BRIYANIAN

Briyanian FAQ LOGIN



COMPANY
About us
Team

CONTACT
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Partner with us

LEGAL
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Refund & Cancellation
Privacy Policy

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