

Briyanian

Bhaarathkumar G

Restaurant Concept

Restaurant Name & URL

Briyanian

Briyanian.com

Food & drink

Custom Biryani dishes

Customization

- **Meat**

- Chicken Biryani

- Mutton Biryani

- **Popular**

- Hyderabad Biryani

- Lucknow Biryani

- Nellore Biryani

- **Special**

- Dum Biryani

- Prawn Biryani

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 Biryani House Restaurant Located at K.R Town, Hosur. We Deliver a different Varieties of Popular Biryani'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 Bangalore
- 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?

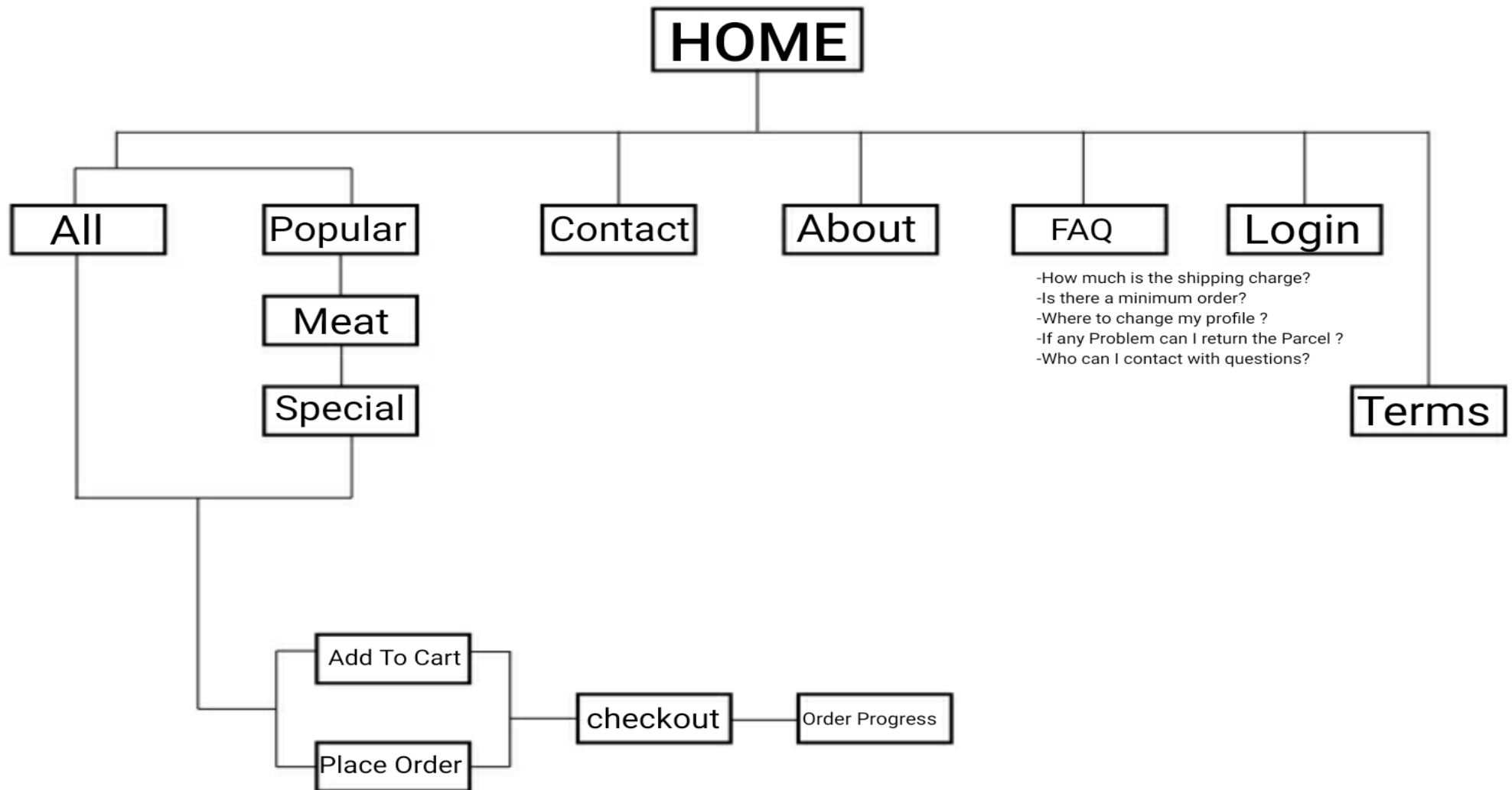
Functionality Requirements

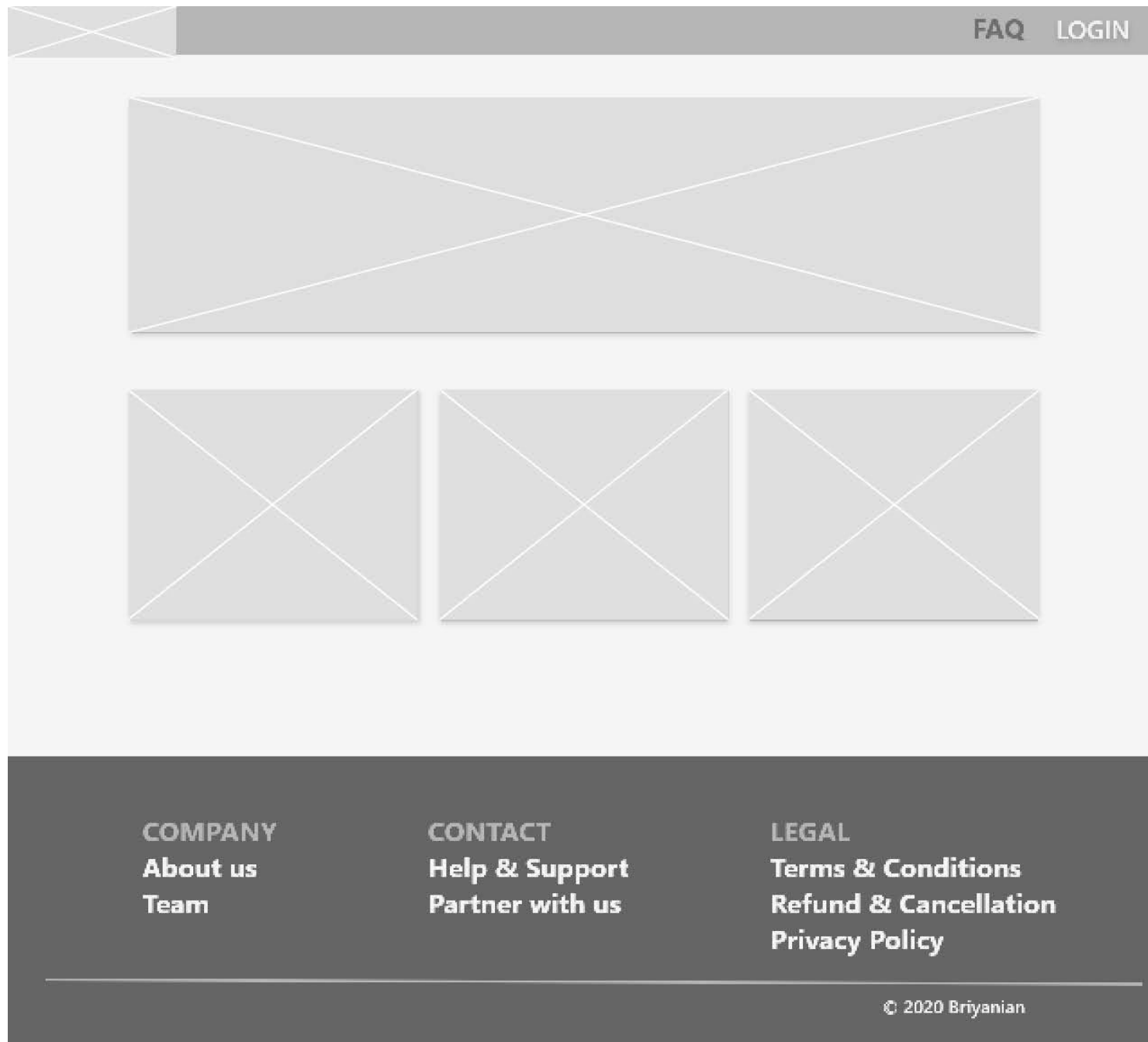
Systems that will allow the user accomplish tasks.

“The user will be able to...”

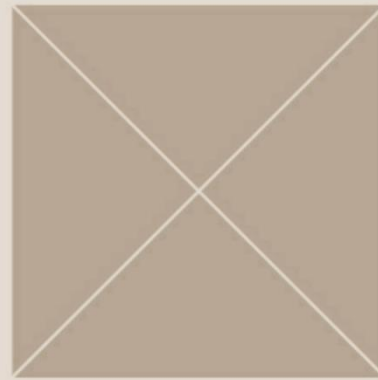
- Choose from Category of items
 - Popular
 - Special
 - Meat
- Or View all the items available
- Add items to shopping cart
- Estimate the cost
- Check out
- Enter payment info
- Enter delivery address
- Advanced Delivery services
- Adding or Reducing the quantity

Sitemap












Briyanian

Sign In

Email

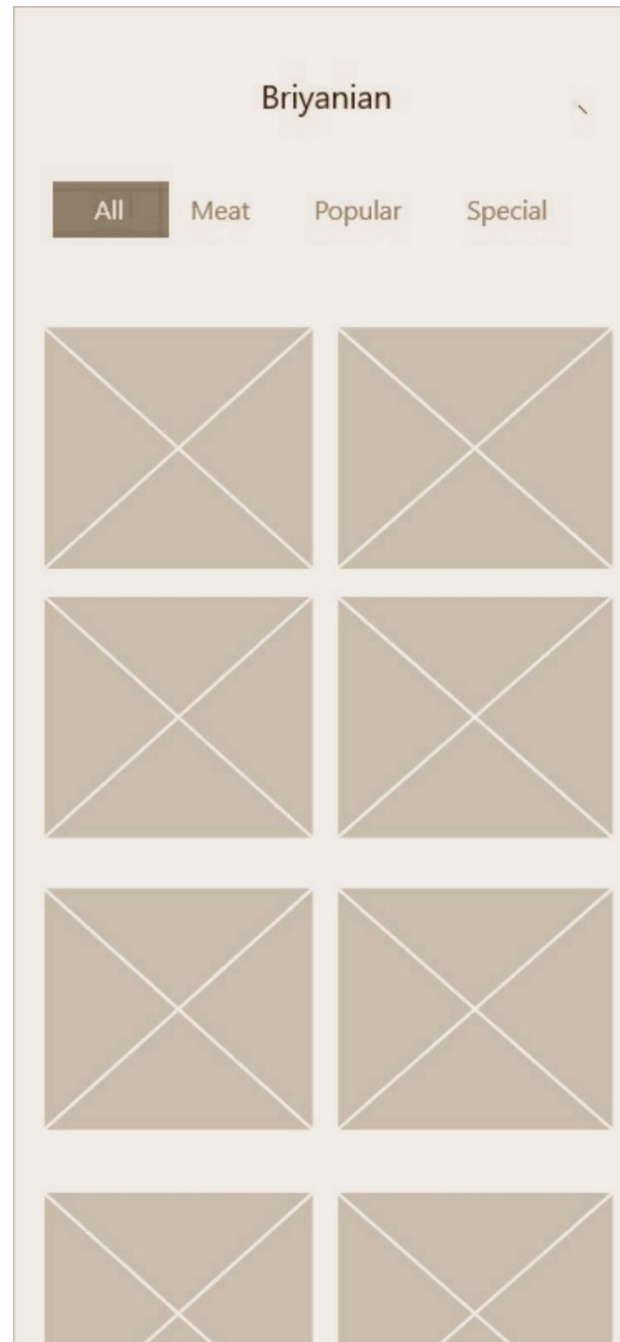
Password


Forgot password?




SIGN IN


CREATE ACCOUNT






Hyderabad Briyani







Price 20\$

Select Quantity 


Total Quantity




Total Price





ADD TO CART

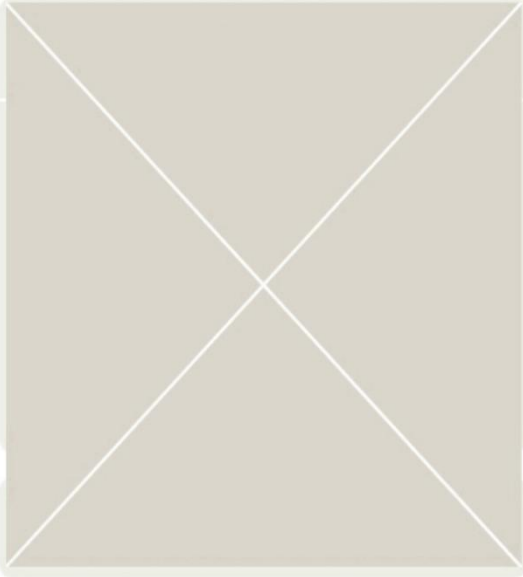





Delivery Address









CONTINUE

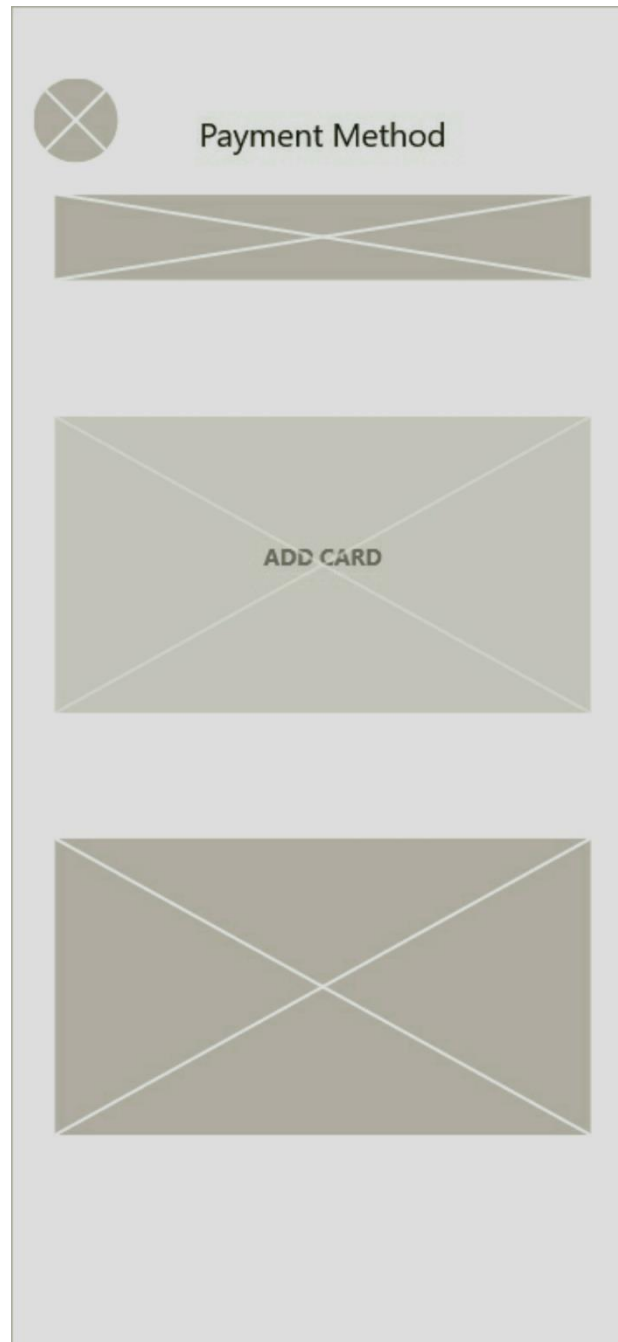
Delivery Options


Select Speed

Select Date


Select Time

CONTINUE

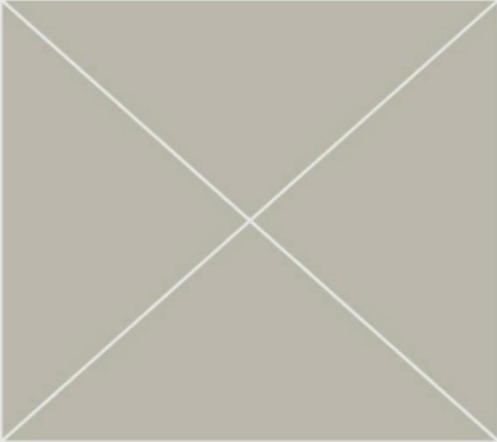




Order Summary



Hyderabad Briyani



Sub-total	40\$
Delivery	2.5\$
Total	42.5\$

PLACE ORDER



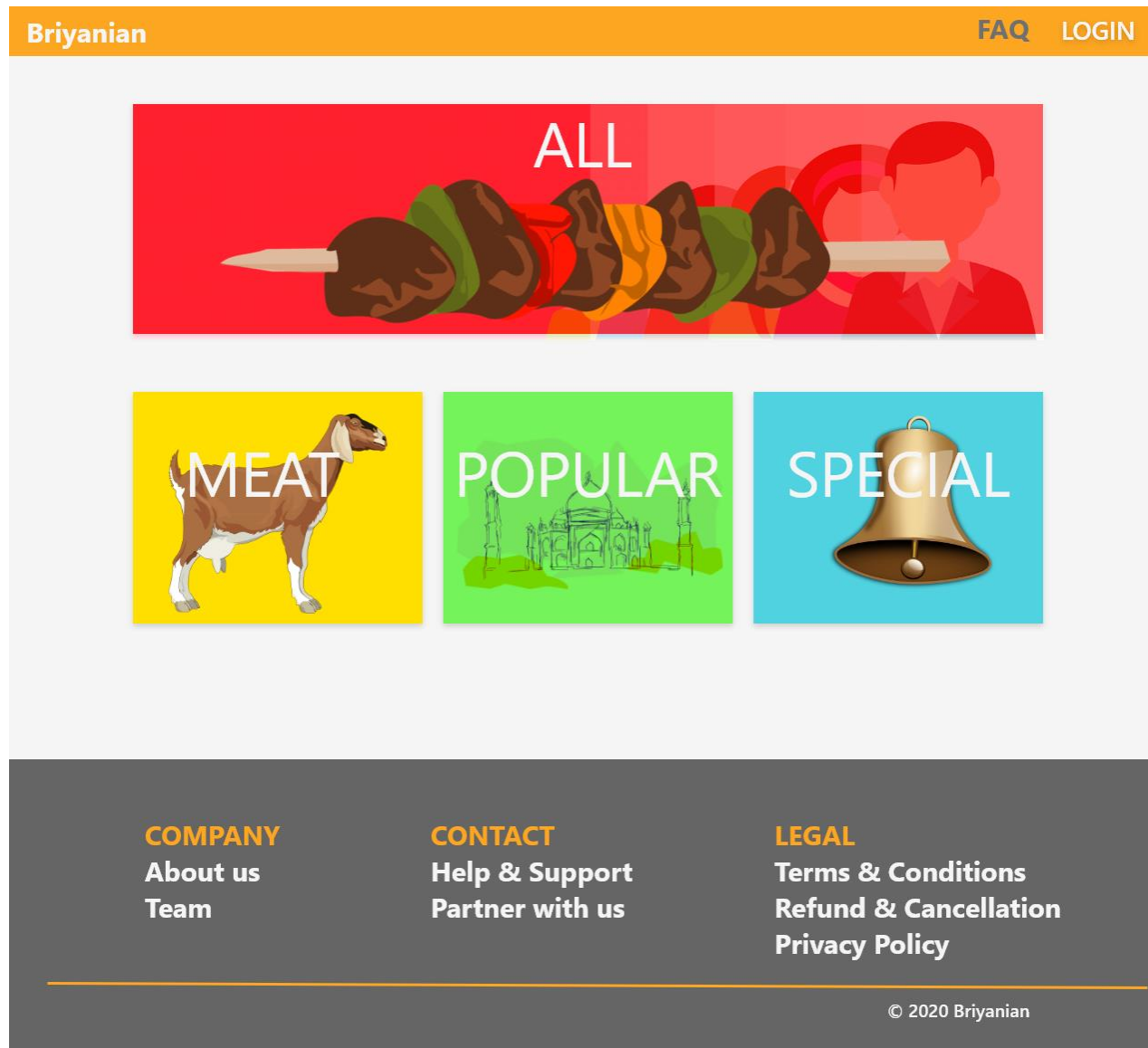
Order placed.
Your order number is



Mood Board

Mobile Homepage





Desktop Homepage