Biryanian

Bhaarathkumar G

# Restaurant Concept

**Restaurant Name & URL**

Biryanian

Briyanian.com

**Food & drink**

Custom Biryani dishes

*Customization*

**● Meat**

○ Chicken Biryani

○ Mutton Biryani

○ Fish Biryani

**● Popular**

○ Hyderabad Biryani

○ Lucknow Biryani

○ Nellore Biryani

**● Special**

○ Dum Biryani

○ Prawn Biryani

○ Chettinad Biryani

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

Hosur, Tamilnadu

Delivery radius: Hosur Urban Area

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

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* College students
* Busy working folks

**Estimate how much your restaurant's food will cost**

$ - Affordable

**Write an elevator pitch for your restaurant**

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

**Other Project Ideas**

**Bento box (sushi) for “latchkey” kids**

● Located in Hong Kong

● $$ - Moderate

● “Bentobib”

● **Problem: Not that familiar with the location**

**Pizza for young parents**

● Located in Williamsburg, Brooklyn, NY

● $$$ - Pricey

● “Bodhi-zza”

● **Problem: Already too many pizza places that deliver.**

**Ice cream for college students**

● Located in Ann Arbor, MI

● $$ - Moderate

● “Hasting’s”

● **Problem: How would they deliver ice cream? Logistics?**

# Strategy

## Target Audience

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

**Roles** (groups of people with similar goals)

* *Think of at least 2 different roles*

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

● **Gender** - Somewhat more women than men

● **Education** - College Education or higher

● **Occupations** - Office managers/secretaries, administrators, small business owners

● **Age** - Early 30s to 65

● **Location** - Suburban, Santa Clarita area

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

* **Personality & Attitudes:**

○ Professional

○ Classy

○ Attention to detail

* **Values:**

○ Moderately conservative

○ Safety

○ Team building

* **Lifestyles:**

○ Family

○ Take vacations

○ Go to baseball games

# Strategy

## User Personas (optional)

PERSONA PICTURE

**PERSONA NAME (AGE) – PERSONA**

* PERSONA DETAILS

PERSONA PICTURE

**PERSONA NAME (AGE) – PERSONA**

* PERSONA DETAILS

PERSONA PICTURE

**PERSONA NAME (AGE) – PERSONA**

* PERSONA DETAILS

# 

# Strategy

## User Needs

The website needs to enable the user to:

* Find out if the restaurant delivers to their area
* Order food online

## Client Needs

The website needs to enable the client to:

* To sell food online that will be delivered
* Provide a system for order customization

# Outline of Scope

## Content Requirements

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

* LIST CONTENT REQUIREMENTS HERE

## Functionality Requirements

Systems that will allow the user accomplish tasks.

*“The user will be able to…”*

* LIST FUNCTIONALITY REQUIREMENTS HERE

# Sitemap

INSERT SITEMAP IMAGE HERE