

# Cheezys

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# Restaurant Concept

## Restaurant Name & URL

Cheezys

Cheezys.com

## Food & drink

Customizable Cheese dishes

- Cheese
  - Mozzarella
  - Cheddar
  - Melted
  - Parmesan
  - Feta
- Dishes
  - Italian
  - Indian
  - Chinese
- Drinks
  - Cheesecake Smoothies
  - Red wine
  - White wine
  - Melted Cheese

## Location

Denmark, Copenhagen, the Latin quarter , as it is a hub of lively cafes and cozy restaurants.

## Main target audience

College Students

## Cost

Food will be relatively cheap as it is catering to college student (10-69) Danish Krone.

## Elevator pitch

We provide a fresh take on cheese and cheesy foods for college students . We cater sophisticated and tasty experiences for college students , we provide cheap deliveries and also freedom for students to customize their favorite dishes with as much cheese as they like within terms and conditions like On weekends and with a minimum set price.

# Strategy

## Target Audience

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

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

- College Students or University attendees
- Casual people just looking for Something Cheesy

### **Demographics**

- 18–30 year olds
- College students /Teachers
- Single/Couple /Friends
- Limited income
- Urban

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

*Think of at least 5 details among the categories below.*

#### Personality & Attitudes

- Experimental (as we have variety of customizable cheese dishes )

- relaxed (just want to pass time)

#### Values:

- Open Minded
- Safety
- peace
- generosity
- honesty

#### Lifestyles:

- Liberal
- Friends
- likes hanging out

# Strategy

## User Personas (optional)

### Name – Jerome

-A Young University teacher  
-works a lot but also manages to spend time with his colleagues  
Around 27 years old .



\*meets his student in cheezys\*"oh , hey Luke , whatsup :)"

### Name – Luke

-A chill University student skateboarder who loves hanging out.  
-gets monthly income from his parents  
-Around 21 years old



"Hey its Luke , and I am not a Skywalker haha"

# 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 if the restaurant is open
- Find out the menu.
- Find out if one can make reservations or not
- Have functional Discount on coupons (should make the right bill)
- Have clear cut options as one will be optimizing dishes
- Follow order once placed

## Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- UI should be appropriate
- Communicate affordability
- Communicate customizability
- Easy to access.
- Communicate Combo/Offers/Coupons.

# Outline of Scope

## Content Requirements

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

*"The user will be looking for..."*

- Opening times
- Closing times
- Food Menu
- Customizable Cheese
- Types of cheese and information on them
- communicate Speed delivery and location of the deliverer
- Display prices
- About Cheezys
- Contact Cheezys
- FAQ
  - Can we buy Raw cheese
  - What is your delivery radius?
  - Is the delivery free?

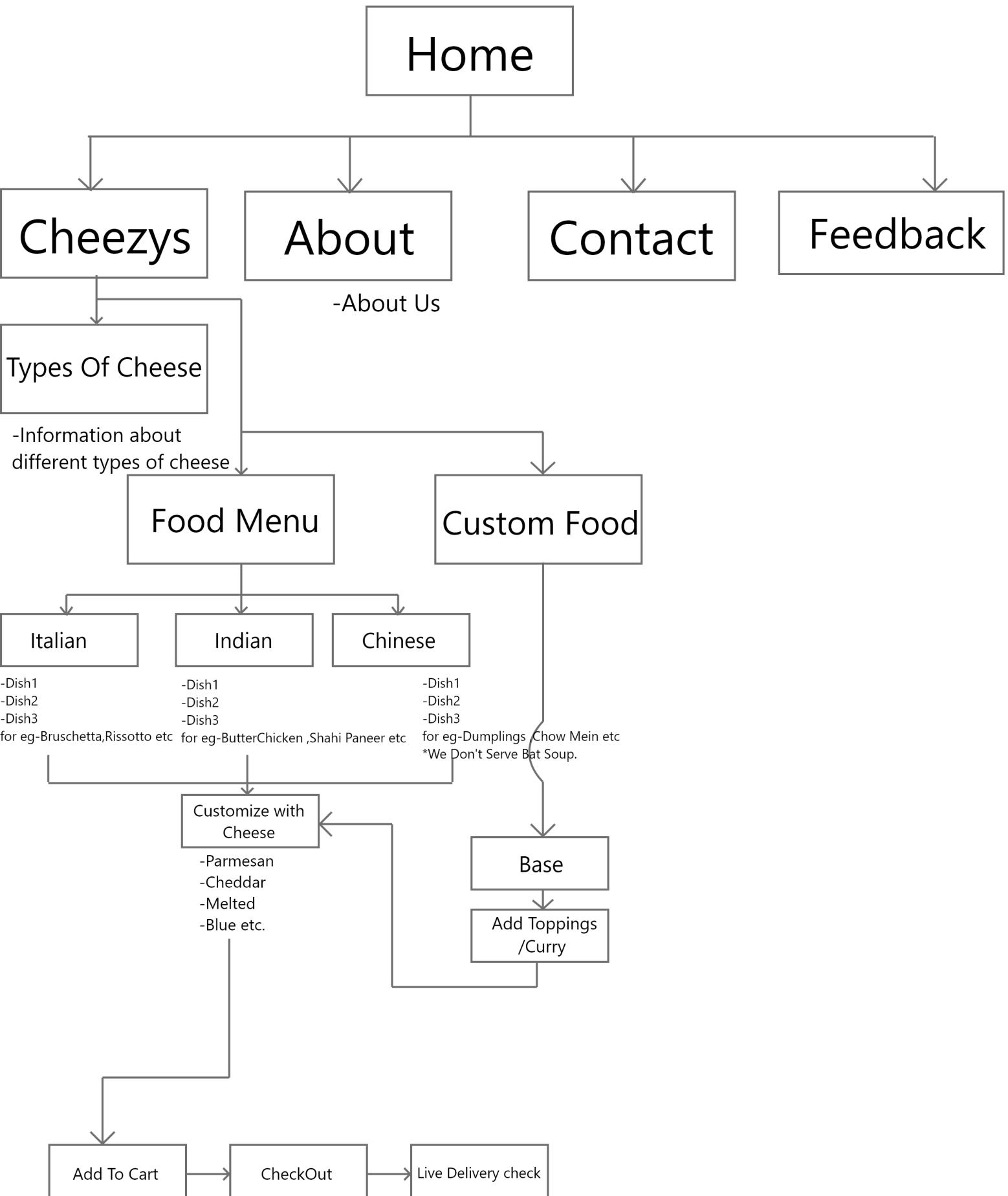
# Functionality Requirements

Systems that will allow the user accomplish tasks.

*"The user will be able to..."*

- Can customize dishes with cheese in any way possible
- Or create his own custom dish
  - indian / Italian / Chinese
    - Add base
    - Toppings / curry
    - Add cheese on their own
    -
- Can even Buy Raw cheese
- Add items to shopping cart
- Check out
  - add payment information.
  - add address.
- see location of delivery man live on map .
- Feedback form after every successful delivery.

# SiteMap



APP wireframe

# CHEEZYS Logo

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Cheezys

Contact

About

Feedback

# CHEEZYS Logo

Cheezys

Types Of Cheese

ORDER

# CHEEZYS Logo

## MENU

Italian

Indian

Chineese

CUSTOM

# CHEEZYS Logo

## MENU

Italian

Snacks

Snack 1



Prices

xx

Snack 2



xx

Snack 3



xx

Main Course

Dish 1



xx

Dish 2



xx

Dish 3



xx

Drinks

Drink1



xx

Drink2



xx

Drink3



xx

Confirm

# CHEEZYS Logo

## CUSTOM

Base



Toppings



Confirm

# CHEEZYS Logo

## Customize with cheese

Select Cheese

Qty  
small medium large

Cheese1



Cheese1



Cheese1



Price

XX

Confirm

# CHEEZYS Logo

Bill

CheckOut

Add to cart  
and order  
more

Thank You for ordering from Us



HOME

How was your order ?

email

FeedBack

HOME

Desktop Wireframes

# Cheezys Logo

cheezys

contact

about

Feedback

# Cheezys Logo

Types of Cheese

Order Now



## Menu

Italian

Indian

Chineese

CUSTOM

# Cheezys Logo

## Italian

prices

Snacks

Snack1

Snack2



xx



xx

Drinks

drink1

drink2



xx



xx

confirm

# Cheezys Logo

## Customize with cheese

### Base



### Prices

XX XX XX

XX XX XX

XX XX XX

XX XX XX

### Toppings

confirm

# Cheezys Logo

## CUSTOM

Cheese

Cheese1



small medium large

Prices

small medium large

xx

xx

xx

Cheese2



small medium large

xx

xx

xx

Cheese3



small medium large

xx

xx

xx

Cheese4



small medium large

xx

xx

xx

confirm

# Cheezys Logo

Bill

---

---

---

confirm

# Cheezys Logo

Thank You for buying from us !

Map view

Home

confirm

# Cheezys Logo

Help us improve

email

Feedback

confirm



moodboard  
mobile/Desktop

MOODBOARD

# cheezy's

CHEEZY'S

CONTACT

ABOUT

FEEDBACK

(HOMEPAGE) Desktop Version Visual Mockup

## (HOMEPAGE) APP version Visual Mockup



# Desktop Layout

home

# cheezy's

CHEEZY'S

CONTACT

ABOUT

FEEDBACK

Cheezy food for cheezy University Students

homepage

[home](#) > cheezys

# cheezys

Types Of  
Cheese

Order Now

[home>cheezys](#)

home > cheezy's > orderNow

# cheezy's

Menu

Italian

Indian

Chinese

CUSTOM

home>cheezy's>orderNow

# cheezys

## Italian

prices (Kr.)

### Snacks

Cheese Balls



10

Blue Cheese



10

### Drinks

Cheese Syrup



13

Red Wine



15

CONFIRM

[home](#) > [cheezys](#) > [orderNow](#) > [custom](#)

# cheezys

## CUSTOM

### Base



### Toppings

### Prices

10      20      30

15      20      30

15      20      35

CONFIRM

[home>cheezys>orderNow>custom](#)

# cheezys

Customize with cheese

## CHEESE

qty.  
small medium large

Regular

10 20 30

Blue Cheese

15 20 30

Mozzarella

15 20 35

Feta

20 25 35

CONFIRM

# cheezy's

Bill

items bought	qty	price(Kr)
Cheese Balls	1	10
Red Wine	1	15
Total		35

cheezy's

CONFIRM

BILL(view)

cheezys

We hope to see you soon!!



HOME

CONFIRM

LIVE TRACKING (view)

cheezy's

Help us Improve!

email

Feedback

CONFIRM

FEEDBACK

# MOBILE LAYOUT

home



home>cheezys



home>cheezys>orderNow



home>cheezys>orderNow>italian

**cheezys**  
Italian

Snacks	prices (Kr.)
Cheese Balls	10
Blue Cheese	10
Cheesecake	15

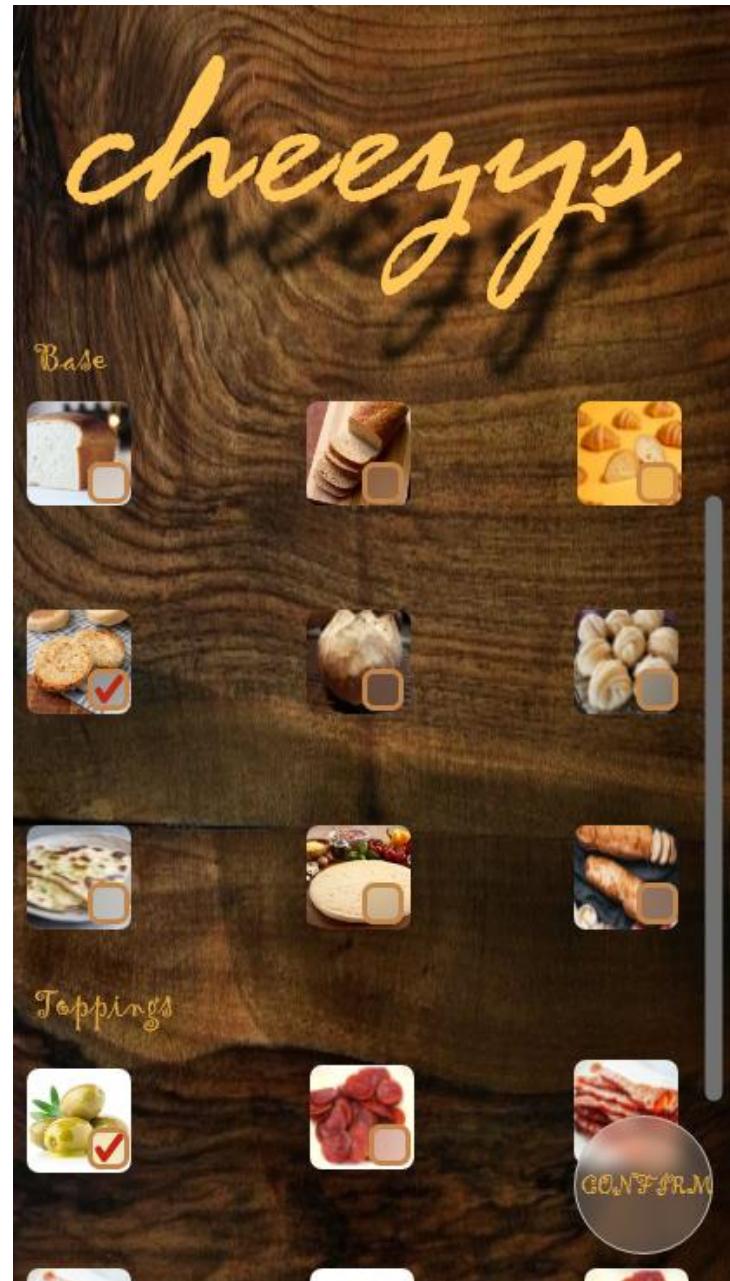
Drinks	prices (Kr.)
Cheese Syrup	13
Red Wine	15
Beer	15
Cheese Shake	20

Main Course

CONFIRM

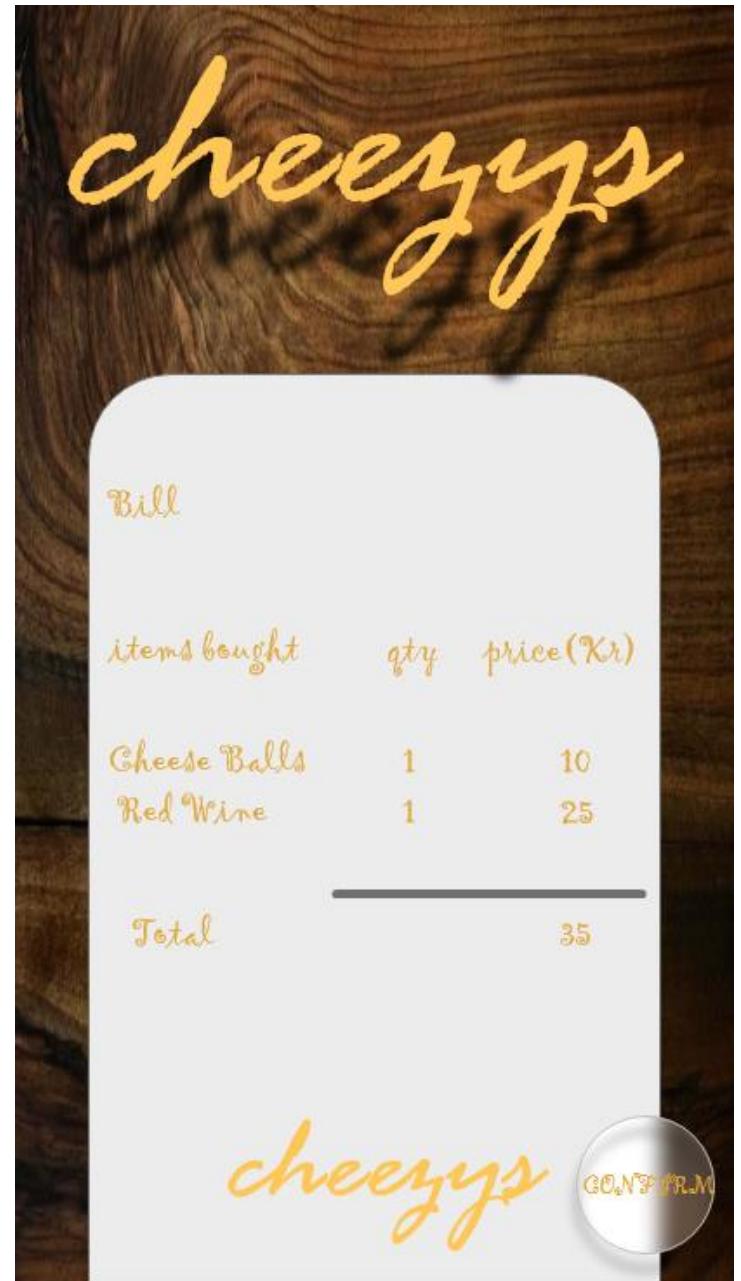
home>cheezys>orderNow>custom



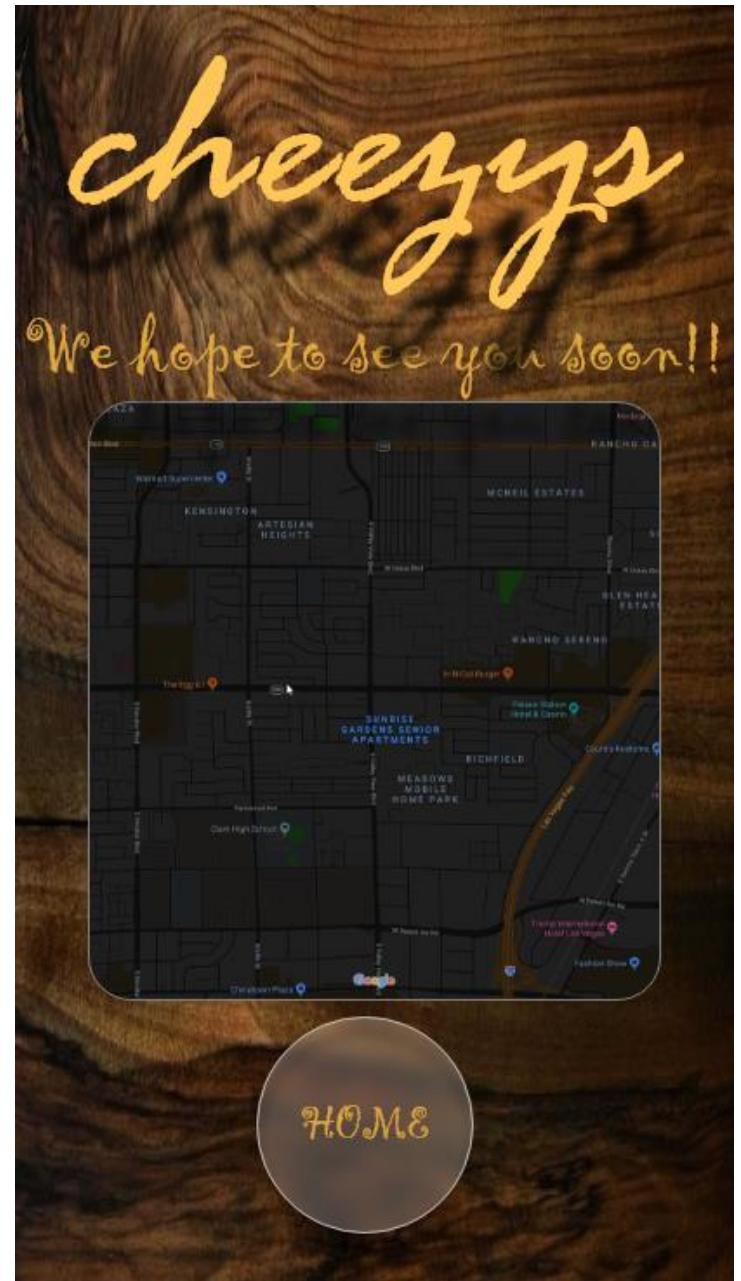
home>cheezys>orderNow>custom>customizeWcheese



BILL(view)



Live-Tracking(view)



Feedback

