Anime Eats & Treats

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# Restaurant Concept

**Restaurant Name & URL**

*Anime Eats & Treats*

*www.animeeatsandtreats.com*

**Food & drink**

* *Fusion of traditional Japanese cuisine with modern international flavors, served in anime-themed presentations.*
* *Special focus on bento boxes, sushi, ramen, and themed desserts.*
* *Anime-inspired cocktails and non-alcoholic beverages.*

**Location**

*Ozamiz city, surrounded by colleges and entertainment districts.*

*Targeting a culturally diverse and youthful neighborhood.*

**Main target audience**

* College students
* Anime and manga enthusiasts of all ages
* Businesspeople
* Seniors

**Cost**

* *Moderate pricing with a few premium, specialty items.*
* *Combo deals for students and themed-event specials.*

**Elevator pitch**

*"Anime Eats & Treats: Where the vibrant world of anime and exquisite flavors meet. Dive into our manga-themed bento boxes or sip on spirited cocktails, all in an atmosphere buzzing with the energy of Tokyo's streets!"*

# Strategy

## Target Audience

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

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

* *Anime Fans, Food Enthusiasts, Social Media Influencers, Cosplayers.*

**Demographics**

* **Gender** - ALL
* **Education** -High school,College students and graduates
* **Occupations** - Students, young professionals
* **Age** – 13-40 years
* **Location** - Ozamiz City, surrounded by college

**Psychographics**

* **Personality & Attitudes:** Creative, open to new experiences, community oriented.
* **Values:** Cultural diversity, authenticity in culinary and entertainment experiences.
* **Lifestyles**: Active social life, interest in pop culture, frequent users of social media.

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# Strategy

## User Personas (optional)



**Akira (22) – College Student/Anime Enthusiast**

* Background: Junior in college, majoring in graphic design. Loves anime, manga, and exploring new cultural experiences.
* Goals: Finding cool places to hang out with friends, experiencing authentic Japanese cuisine, and enjoying anime-themed environments.
* Challenges: Limited budget needs places that are affordable yet unique for social gatherings.
* Hobbies: Watching anime, drawing, attending anime conventions, and social media.
* Technology: Active on social media, especially Instagram and Twitter. Uses smartphone for almost everything – from ordering food to posting reviews.



**Emily (28) – Young Professional/Cosplayer**

* Background: Works in digital marketing, passionate about cosplay and Japanese pop culture.
* Goals: Finding places that appreciate and cater to her love for cosplay and

anime and offer quality food and a great atmosphere.

* Challenges: Balancing a busy work life with her passion for cosplay. Looking for places that are welcoming to cosplayers.
* Hobbies: Cosplaying, attending comic cons, photography, blogging about her cosplay experiences
* Technology: Regularly updates her blog and social media, relies on online reviews and recommendations for new places to visit.



**David (35) – Parent and Anime Casual Fan**

* Background: A parent who grew up watching anime and wants to introduce it to his children in a fun, family-friendly way.
* Background: A parent who grew up watching anime and wants to introduce it to his children in a fun, family-friendly way.
* Challenges: Needs a place that is child-friendly and can cater to young tastes while still offering something for adults.
* Hobbies: Watching classic anime, spending time with family, exploring new dining experiences with his kids.
* Technology: Uses technology mainly for practical purposes like finding family-friendly activities, often searches for places with good reviews from other parents.

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# Strategy

## User Needs

The website needs to enable the user to:

* Find if "Anime Eats & Treats" delivers to their area.
* Order food online.
* Explore the menu with detailed descriptions and themed categories.
* Learn about anime-themed events and promotions.
* Access customer reviews and restaurant ratings.

## Client Needs

The website needs to enable the client to:

* To sell food online that will be delivered
* Provide a system for order customization and special requests.
* Manage online reservations for dining-in.
* Promote upcoming events and special menu items.
* Gather customer feedback for continuous improvement.

# Outline of Scope

## Content Requirements

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

* Menu items with descriptions and images.
* Information about the restaurant's concept and story.
* Calendar of events and special promotions.
* Customer testimonials and media reviews.
* Interactive elements like quizzes or character bios.

## Functionality Requirements

Systems that will allow the user accomplish tasks.

*“The user will be able to…”*

* Online ordering system with delivery/pickup options.
* Table reservation system.
* Event booking and inquiry forms.
* Interactive menu with filter options (e.g., dietary restrictions, favorite anime themes).
* Integration with social media platforms for sharing and promotions.

# A diagram of a website Description automatically generatedSitemap