

Brownie Room

Jeel Doshi

Restaurant Concept

Restaurant Name & URL

Brownie Room BrownieRoom.com

Food & drink

- Brownie Types
 - 1. Hazelnut Brownie
 - 2. Black & white Browine
 - 3. Mocha Brownie
 - 4. Red Velvet
 - 5. Black Forest
- Custom Brownies
- Drinks
 - 1. Custom Coffee
 - 2. Custom Brownie shakes

Location

Vadodara, Gujarat , India

Delivery radius : Harani to Airport Circle

Main target audience

For Celebrations Like birthdays, Parties.

Cost

Food Costs will be between cheap and expensive some dishes may be expensive but other normal people can afford this.

Elevator pitch

Step indoors of the Harni Brownie Shop with some of our fresh backed good out and Have amazing time.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- *Birthdays or parties*
- *Desert lover*
- *Any get to gather*

Demographics

- **Gender** - any
- **Education** -any
- **Occupations** - any
- **Age** - upto 30-35
- **Location** -Urban

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

- **Personality & Attitudes :**
Adventurous
Youthful
sweet
jolly
- **Values:**
open minded
- **Lifestyles:**
active
friendly
Studious
Introvert
Ambivert

Think of at least 5 details among the categories below.

Strategy

User Personas



Priyanka Patel (14 years) - Student

- School Student
- Love to do celebrations



Aditi Patel (20) - Top artist

- Top Model
- Foodie
- Love to travel
- Food blogger



Umang Patel (30) - HR Manager

- Head of small startup
- Has graduate from nirma and masters from use
- Love to travel
- Married

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Customise is available or not
- Cost is affordable and estimation for event
- Past order history

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Communication is proper ?
- Appear Professional and sophisticated
- Quality of Service

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Brownie Types
 - 1. Hazelnut Brownie
 - 2. Black & white Brownie
 - 3. Mocha Brownie
 - 4. Red Velvet
 - 5. Black Forest
- Custom Brownies
- Drinks
 - 1. Custom Coffee
 - 2. Custom Brownie Shakes
- Images and details of past created Events
- Deliveries information which satisfies events
- About us
- Testimonials
- Contact info
- FAQ- What are your questions?

Where do you Deliver?

Past orders?

Time to deliver?

Pricing structure?

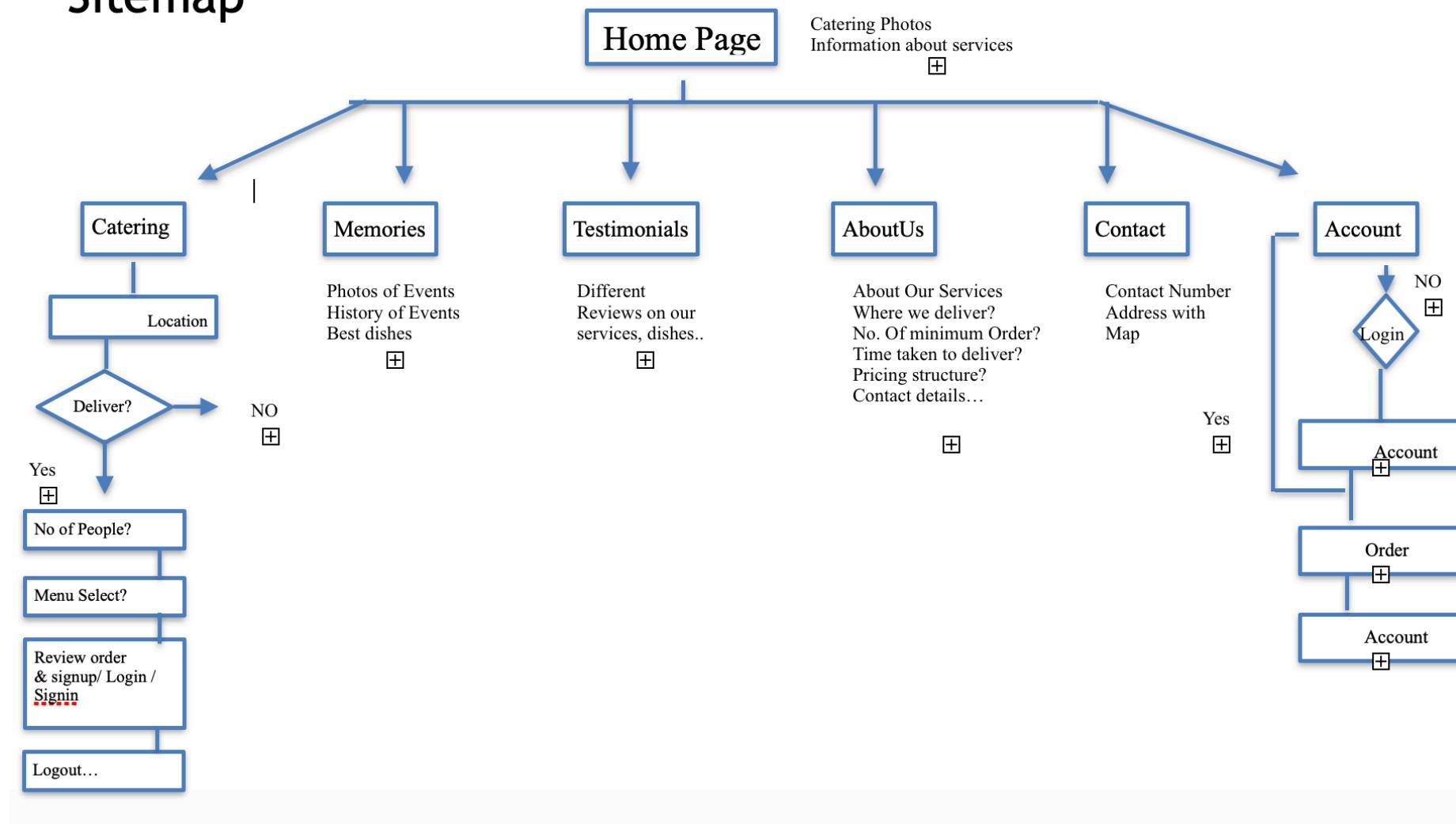
Contact information?

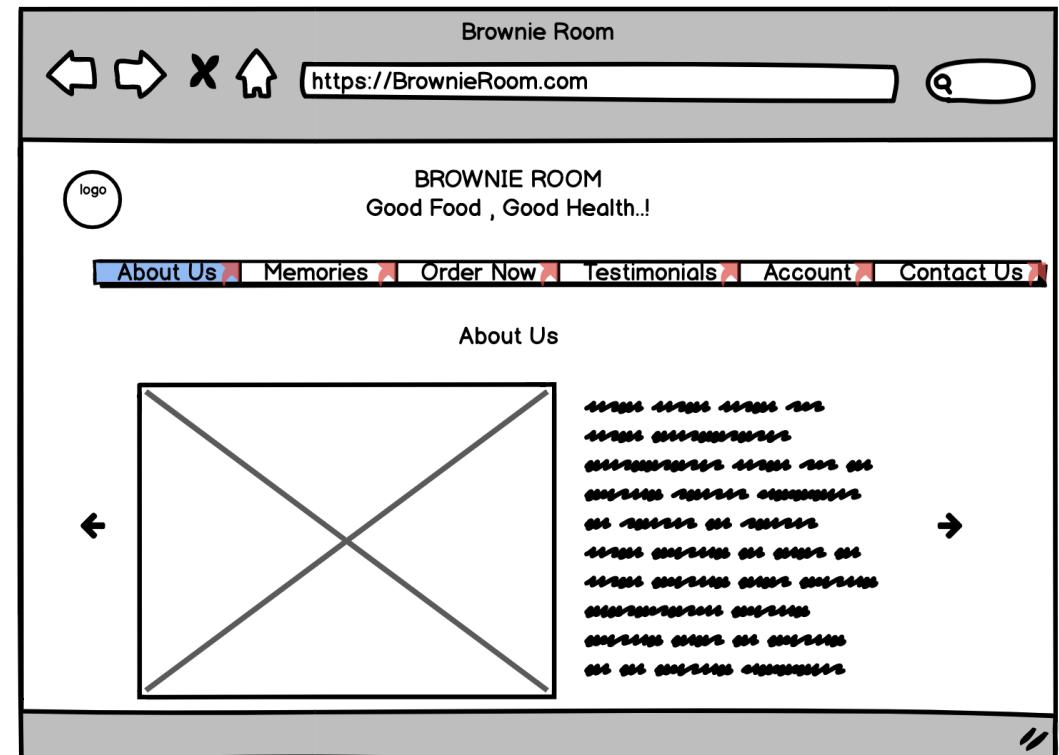
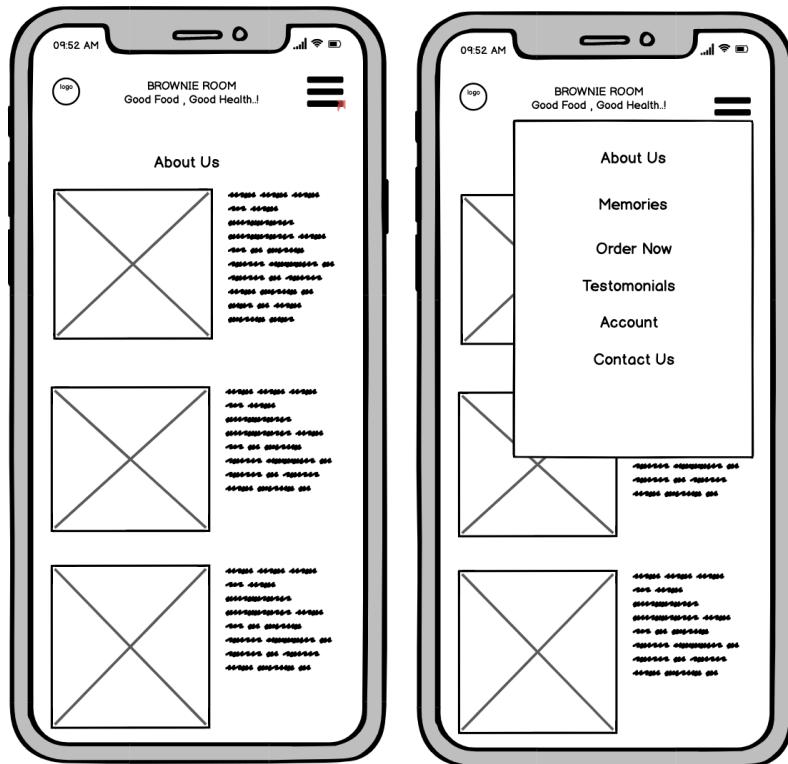
Functionality Requirements

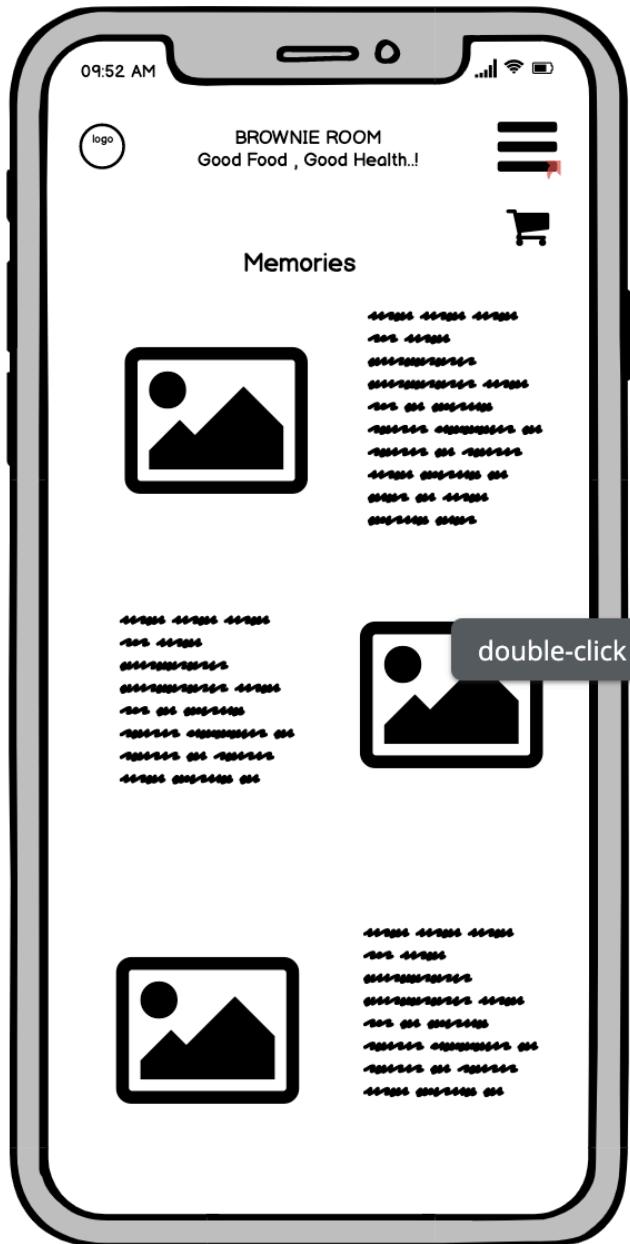
Systems that will allow the user accomplish tasks.
“The user will be able to...”

- Create Account
 - View current/ past orders
- Login
- Place Order
 - Contact information
 - Delivery information
 - Make Payment
 - Confirmation
- Order feature
 - By customisation
 - Indicate date/time for deliveries
 - Amount of people
- Chat function
- Make Changes or edit functionalities

Sitemap







Brownie Room

<https://BrownieRoom.com>

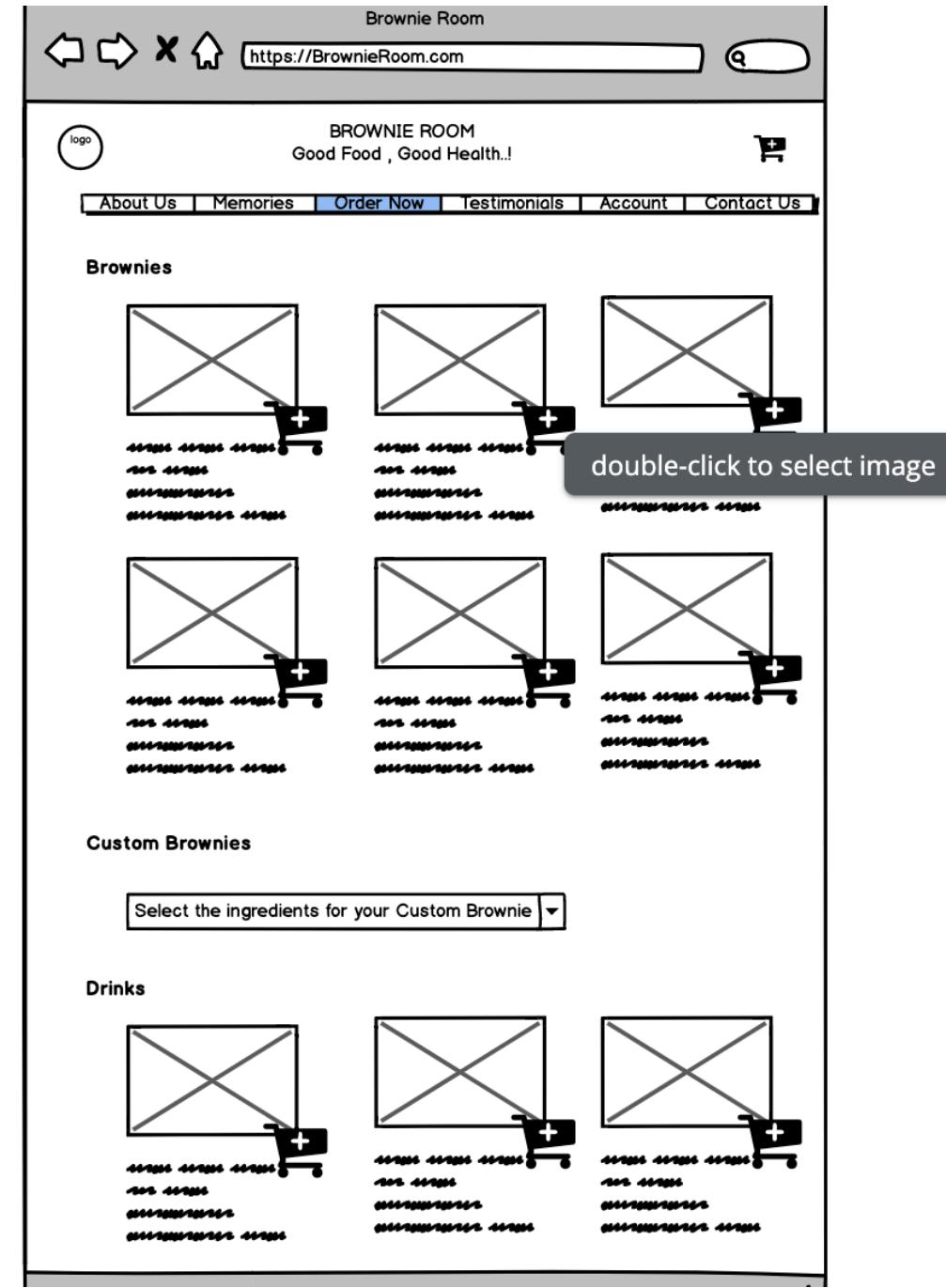
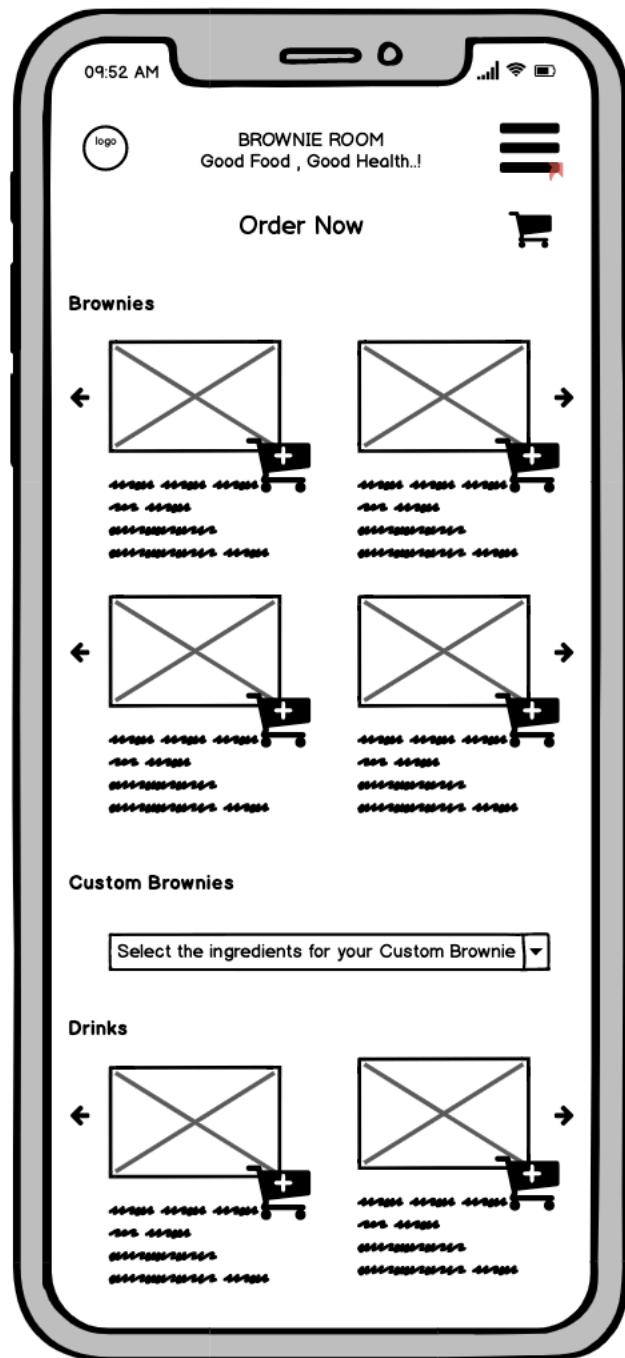
BROWNIE ROOM
Good Food , Good Health..!

About Us Memories Order Now Testimonials Account Contact Us

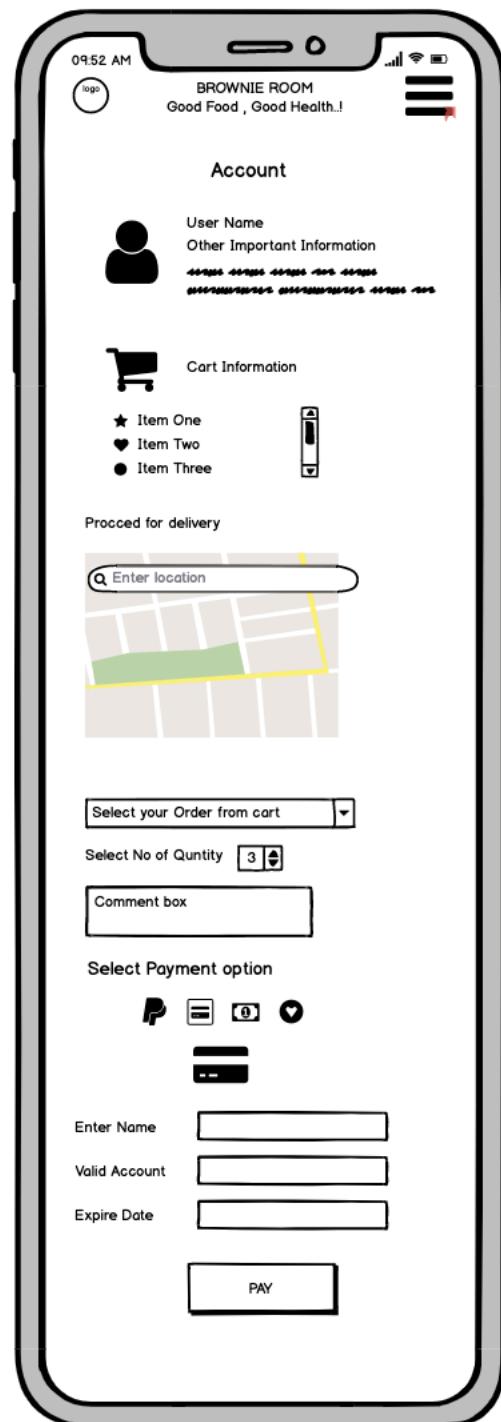
A paragraph of **text** with an unassigned [link](#).
A second row of text with a [web link](#)

A paragraph of **text** with an unassigned [link](#).
A second row of text with a [web link](#)

A paragraph of **text** with an unassigned [link](#).
A second row of text with a [web link](#)



Brownie Room



Brownie Room
<https://BrownieRoom.com>

BROWNIE ROOM
Good Food , Good Health..!

About Us | Memories | Order Now | Testimonials | Account | Contact Us

User Name

Other Important Information

Enter location

Cart Information

- ★ Item One
- ♥ Item Two
- Item Three

Select your Order from cart

Select No of Qunty 3

Comment box

Your Total Bill

999\$

Select Payment option

PayPal icon

View History

Transactions

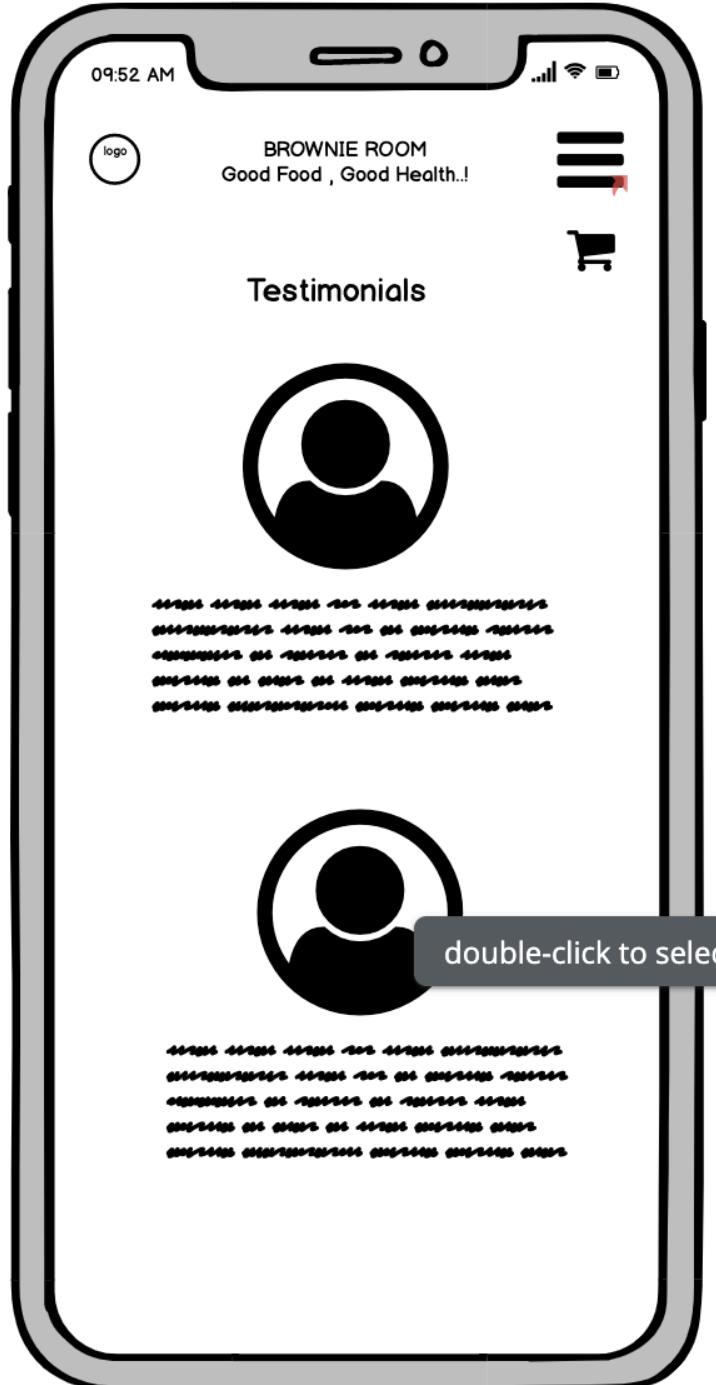
Enter Name

Valid Account

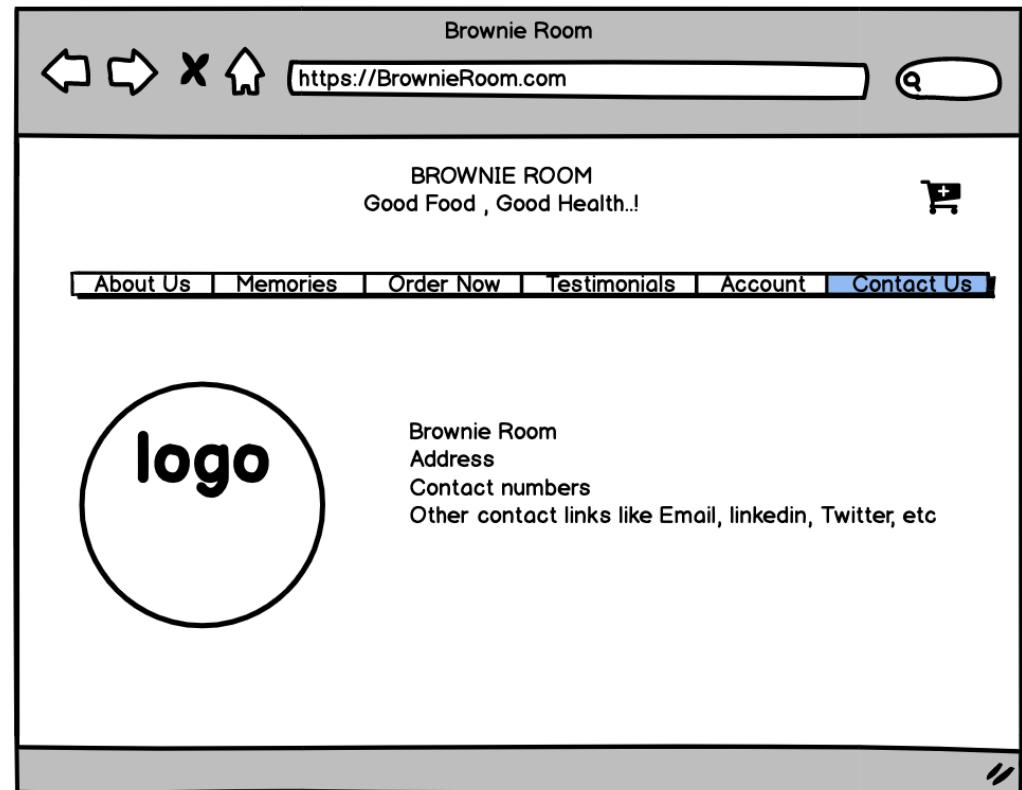
Expire Date

PAY

Brownie Room



A desktop browser window titled "Brownie Room" with the URL "https://BrownieRoom.com". The page layout is similar to the mobile version, featuring the logo, the text "BROWNIE ROOM Good Food , Good Health..!", a menu bar with links like "About Us", "Memories", "Order Now", "Testimonials" (which is highlighted), "Account", and "Contact Us", and a shopping cart icon. Below the menu, there are three circular profile pictures, each accompanied by a paragraph of text. The first two paragraphs contain unassigned links, while the last two contain web links. Navigation arrows are present on either side of the profile pictures.



Brownie Room



BROWNIE ROOM

GOOD FOOD , GOOD HEALTH..!

[ABOUT US](#) | [MEMORIES](#) | [ORDER NOW](#) | [TESTIMONIALS](#) | [ACCOUNT](#) | [CONTACT US](#)

About Us



The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions darkened with molasses as well as the chocolate variety, though usage eventually standardized on chocolate brownies.



BROWNIE ROOM

GOOD FOOD , GOOD HEALTH..!

[ABOUT US](#) | [MEMORIES](#) | [ORDER NOW](#) | [TESTIMONIALS](#) | [ACCOUNT](#) | [CONTACT US](#)



Memories



The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions darkened with molasses as well as the



The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions darkened with molasses as well as the chocolate variety, though usage



The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions darkened with molasses as well as the chocolate



The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less



BROWNIE ROOM
GOOD FOOD , GOOD HEALTH..!

ABOUT US | MEMORIES | ORDER NOW | TESTIMONIALS | ACCOUNT | CONTACT US

Order Now

Brownies

 Baked Brownies 50 Rs/50gm	 Box Mix Brownies 50 Rs/50gm	 Buckeye Brownies 70 Rs/50gm
 Chocolate Fudge Brownies 90 Rs/50gm	 Cream ChessBrownies 80 Rs/50gm	 Frozen Brownie Sunday 100 Rs/50gm

Explore More

Custom Brownies

Select Brownie and Add Your Customisation ▼

Add Your Customisation in Comment

Drinks

 Brownie Milkshake 50 Rs/-	 Box Brownie shake 60 Rs/-	 Coffee Brownies 110 Rs/-
 Chocolate Fudge Brownie shake 150 Rs/-	 Molly Shake 180 Rs/-	 Frozen Brownie Sunday 200 Rs/-

Explore More

Brownie Room



BROWNIE ROOM

GOOD FOOD , GOOD HEALTH..!

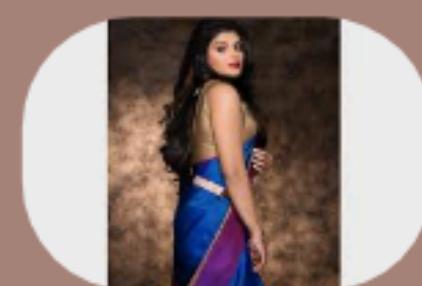
[ABOUT US](#) | [MEMORIES](#) | [ORDER NOW](#) | [TESTIMONIALS](#) | [ACCOUNT](#) | [CONTACT US](#)



“One of the very old and best chocolate shop in mussoorie,one will love enjoy eating different varieties of chocolates here with very good hospitality!”



“One of the very old and best chocolate shop in mussoorie,one will love enjoy eating different varieties of chocolates here with very good hospitality!”



“One of the very old and best chocolate shop in mussoorie,one will love enjoy eating different varieties of chocolates here with very good hospitality!”



BROWNIE ROOM

GOOD FOOD , GOOD HEALTH..!

[ABOUT US](#) | [MEMORIES](#) | [ORDER NOW](#) | [TESTIMONIALS](#) | [ACCOUNT](#) | [CONTACT US](#)



Airport Road,
Near VIP Circle,Vadodara ,
390022

idanishika@gmail.com
 +12345678900



BROWNIE ROOM

GOOD FOOD , GOOD HEALTH..!

[ABOUT US](#) | [MEMORIES](#) | [ORDER NOW](#) | [TESTIMONIALS](#) | [ACCOUNT](#) | [CONTACT US](#)

Account



Elia Wattson

Airport Road,
Near VIP Circle,Vadodara ,
390022

 idanishika@gmail.com
 +12345678900



Cart Information

Box Mix Brownies
Chessy Brownies
Chocolate

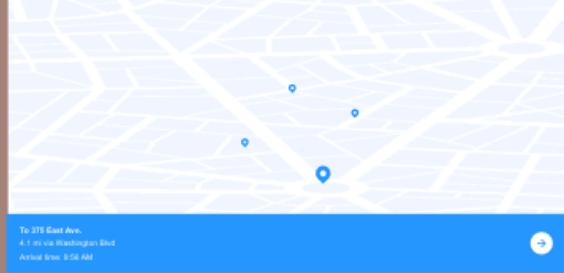
Your Total Bill

\$180/-

[View History](#)

[View Transactions](#)

Enter Location 



To: 375 East Ave.
4.1 mi via Washington Blvd
Arrival time: 8:54 AM 

Select your Order from Cart 

Select No. Of Quantity 

Comment Box

Select Payment Option

CARD NUMBER
1234 5678 3456 2456
EXPIRE DATE
05 / 21
CVV
123
CARDHOLDER NAME
John Doe

SAME CARD

PAY SECURE



BROWNIE ROOM 

GOOD FOOD , GOOD HEALTH..!

About Us



The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions darkened with molasses as well as the chocolate variety, though usage eventually standardized on chocolate brownies.



The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions darkened with molasses as well as the chocolate variety, though usage eventually standardized on chocolate brownies.



BROWNIE ROOM 

GOOD FOOD , GOOD HEALTH..!

About Us X

Memories

Order Now

Account

Testimonials

Contact Us



The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions darkened with molasses as well as the chocolate variety, though usage eventually standardized on chocolate brownies.

BROWNIE ROOM =
GOOD FOOD , GOOD HEALTH..!

Memories

The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions

The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions

The name originated in the late 19th century to describe a style of dark brown bar cookie, though it was applied to chocolate-less versions

▼

BROWNIE ROOM =
GOOD FOOD , GOOD HEALTH..!

Order Now

Brownies

Box Mix Brownies
50 Rs/50gm

Buckeye Brownies
70 Rs/50gm

Chocolate Fudge Brownies
90 Rs/50gm

Cream Chess Brownies
80 Rs/50gm

Explore More

Custom Brownies

Select Brownie and Add your Customisation

Add your Customisation in Comment

Drinks

Chocolate Fudge Brownie shake
150 Rs/-

Frozen Brownie Sunday
200 Rs/-

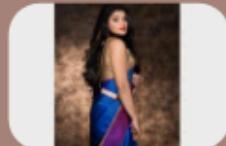
Explore More

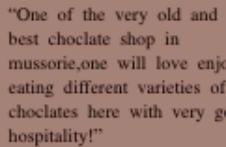
BROWNIE ROOM  GOOD FOOD , GOOD HEALTH..!

Testimonials 



"One of the very old and best chocolate shop in mussorie, one will love enjoy eating different varieties of chocolates here with very good hospitality!"





"One of the very old and best chocolate shop in mussorie, one will love enjoy eating different varieties of chocolates here with very good hospitality!"



Account 

 **Elia Wattson**

Airport Road,
Near VIP Circle, Vadodara ,
390022

 idanishika@gmail.com
 +12345678900

 **Cart Information**

Box Mix Brownies
Chessy Brownies
Chocolate

Your Total Bill

\$180/-

View History
View Transactions



BROWNIE ROOM

GOOD FOOD , GOOD HEALTH..!

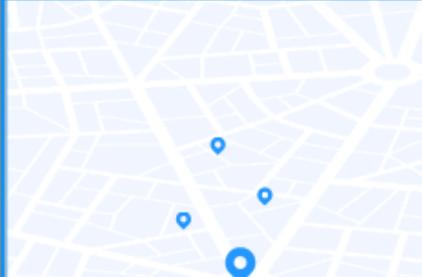
Contact Us



Airport Road,
Near VIP Circle,Vadodara ,
390022

 idanishika@gmail.com
 +12345678900



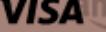
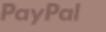
To 375 East Ave.
4.1 mi via Washington Blvd
Arrival time: 9:56 AM 

Select your Order 

Select bo. Of Quantity  1

Comment here

Select Payment Option

  
CARD NUMBER
1234 5678 3456 2456

EXPIRE DATE  CVV 
05 / 21 123

CARDHOLDER NAME
John Doe

SAVE CARD

PAY SECURE

