

Deli Caffe

Luis Miranda

Restaurant Concept

Restaurant Name & URL

Deli Caffe
delicaffe.com

Food & drink

Coffee

Customization

- Coffee
 - Black coffee
 - Cappuccino
 - Latte
 - Americano
 - Espresso
 - Macchiato
 - Mocha
- Bread
 - Toasted in a form of a cat.
 - Toasted in a form of a dog.
 - Toasted in a form of a ferret.
 - Potato bread
 - Soda bread
 - Whole wheat
- Added
 - Fried eggs
 - Cheddar cheese
 - Salad

- Muffins
- Chocolate cookies

Location

United States, Utah, Salt Lake City (Urban)

Main target audience

- College students: Students who want a relaxing space between studying hours.

Cost

\$\$ - Moderate

Elevator pitch

A comfy caffe where you can relax alone or with friends. This caffe offers an experience that will take all your stress from outside and have your favorite meals in a calm and safe ambient.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- Students who look for a place to relax
- Students who want to taste a big variety of coffee.

Demographics

- **Gender** - Female
- **Education** – College Education
- **Occupations** – Students
- **Age** – 18-30
- **Location** – Urban, Salt Lake City area

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

- **Personality & Attitudes:**
 - Classy
 - Extroverted
- **Values:**
 - Liberal
 - Open minded
- **Lifestyles:**
 - Shopping regularly
 - Trend follower

Strategy

User Personas (optional)



Jane (23) – Student who looks for a place to relax.

- Computer sciences student.
- She likes to have her own workspace.
- “I’d like to have more time for my hobbies”.
- She loves having a cappuccino every morning.



Angela (25) – Student who wants to taste a big variety of coffee.

- She likes to go outside with her friends.
- Wants to be on every popular trend.
- Shares every experience on social media.
- “I’d like to discover new things every day”.

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area.
- Order food online.
- Use a cute interface.
- Have the order prepared when they get to the restaurant/home.
- Get to know where the delivery is in every moment.
- Estimate the time that it will take an order.
- Have recommendations according to your likings.

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered.
- Provide a system for order customization.
- Get to know the likings of regular customers.
- Have information about the delivery in every moment.
- Have a tool to analyze the most liked combos.

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Information about what time does the restaurant is open or closed.
- A map where it shows where the delivery is.
- An estimated time for the arrival of the delivery.
- Food menu.
 - Coffee
 - Bread
 - Added
- Photos from the local.
- Reviews.
- Address of the local.
- Contact number for the local and delivery.
- Recommendations for combos.
- The price of the order.

Functionality Requirements

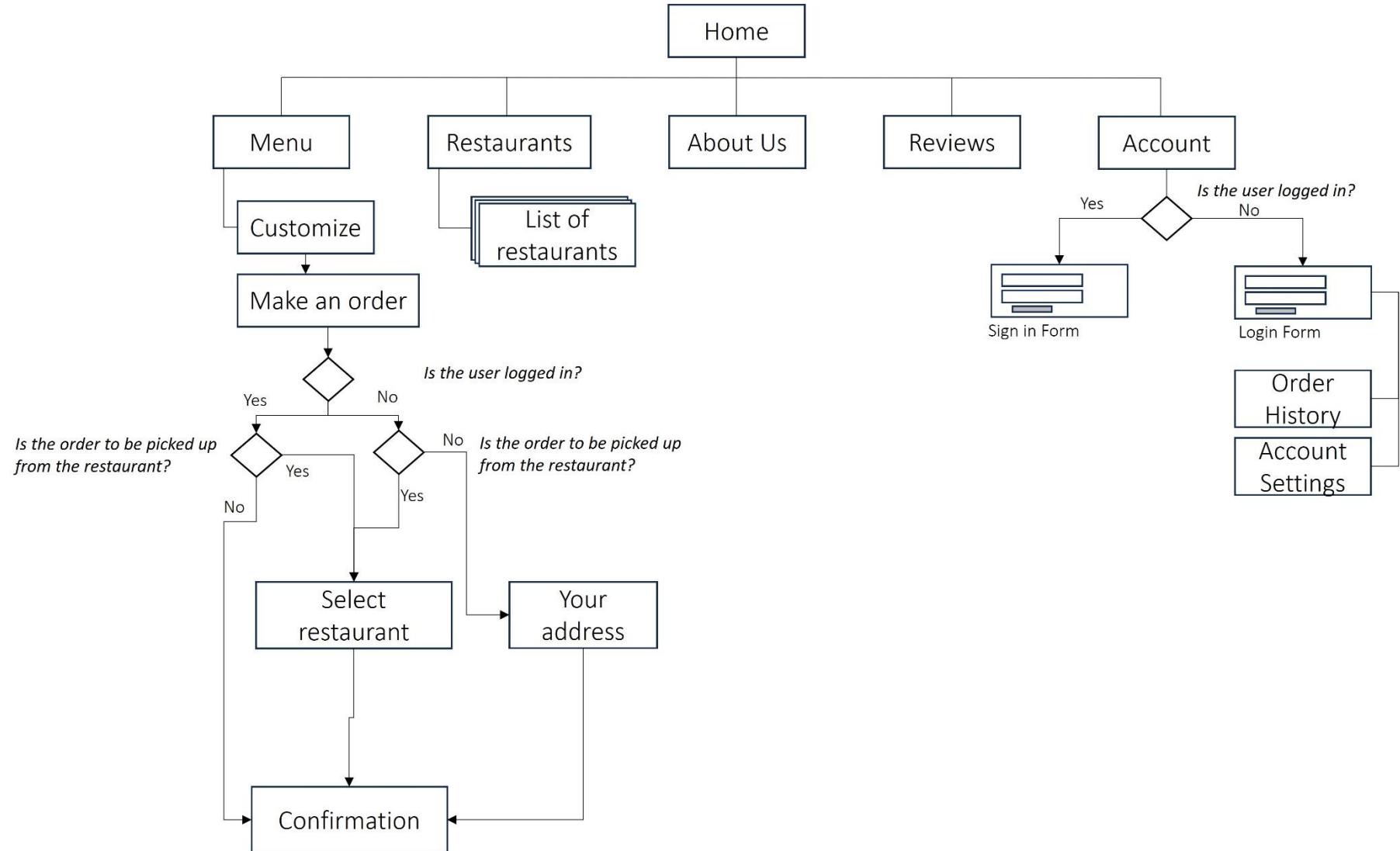
Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Customize their order with every combination they like.
- Make a review for the food and the local.
- Make an order.
 - Indicate if they want the food on the local or on a specific location.

- Bring their contact information.
- Make the payment.
- Cancel their order.
- Create an account.
- Change their account.

Sitemap



Wireframes

Home (PC)

The wireframe shows a web browser window for 'DeliCaffe'. The header includes a logo, navigation links for 'Menu', 'Restaurants', 'About Us', 'Reviews', and an 'Account' section. The main content area features a large graphic of two intersecting diagonal lines forming an 'X' shape. Below this is a headline: 'A comfy caffe to relax alone or with friends!'. Four callout boxes are arranged below the headline: 'Get your order!', 'A place for you', 'What we're about', and 'Clients experiences'. Each box contains a placeholder icon (a square with an 'X') and a button labeled 'Menu', 'Restaurants', 'About Us', or 'Reviews' respectively.

DeliCaffe

← → C ⌂

DeliCaffe Menu Restaurants About Us Reviews Account

A comfy caffe to relax alone or with friends!

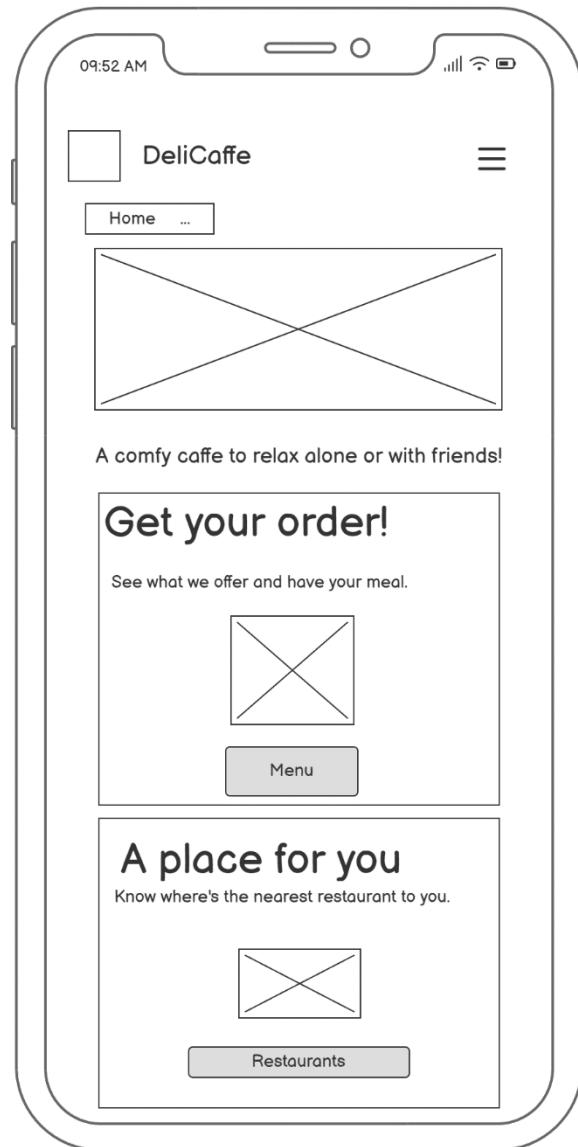
Get your order!
See what we offer and have your meal.
Menu

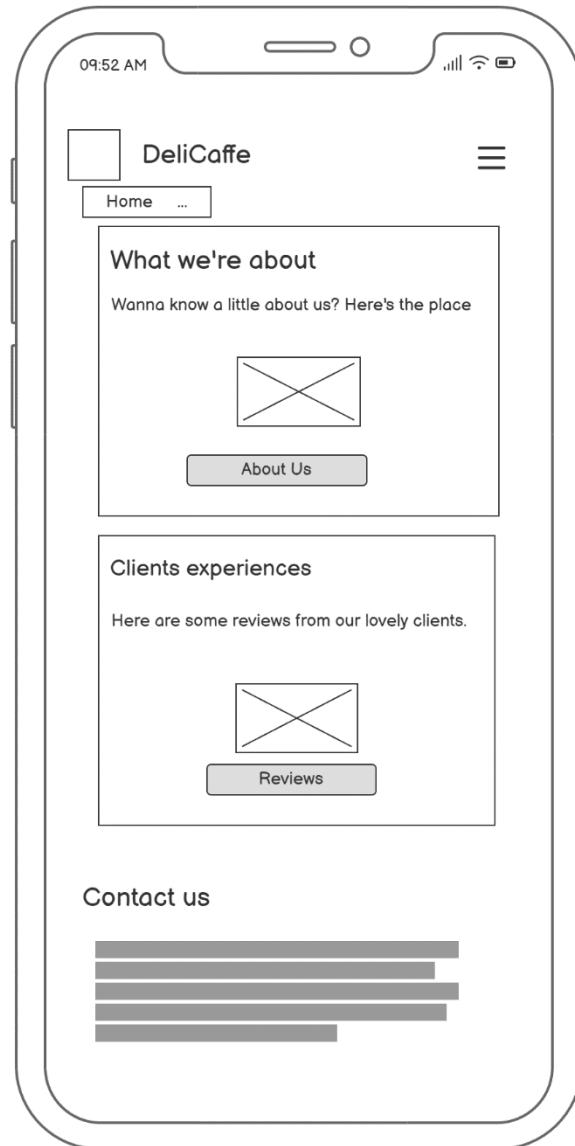
A place for you
Know where's the nearest restaurant to you.
Restaurants

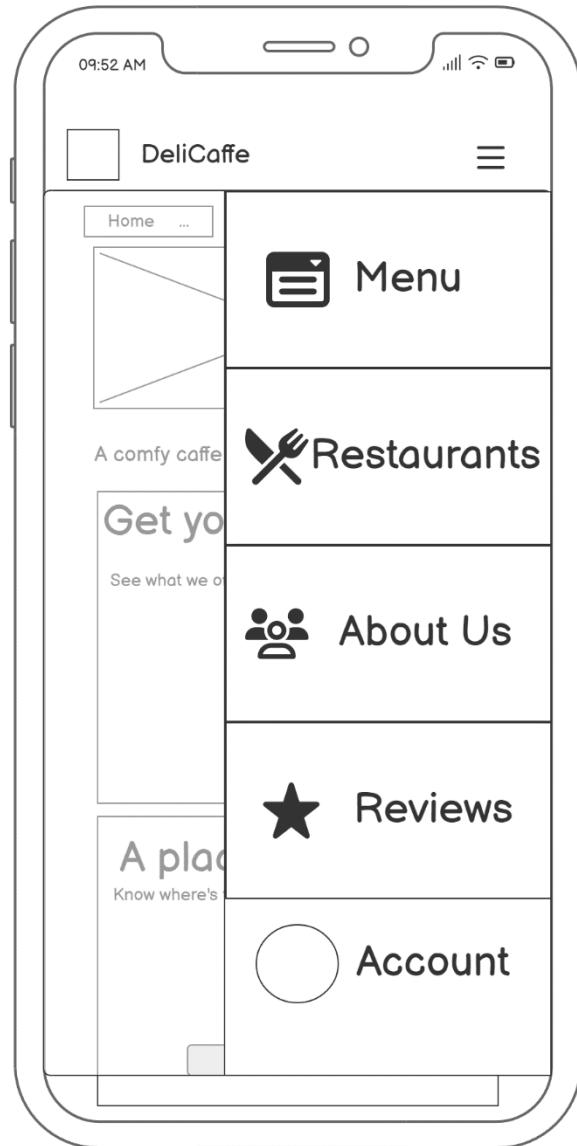
What we're about
Wanna know a little about us? Here's the place
About Us

Clients experiences
Here are some reviews from our lovely clients.
Reviews

Home (mobile)





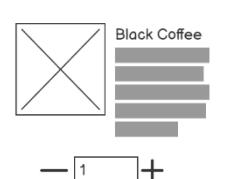
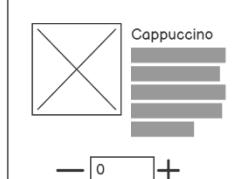
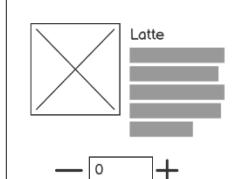
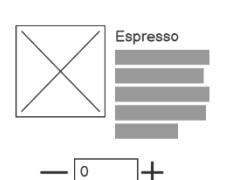
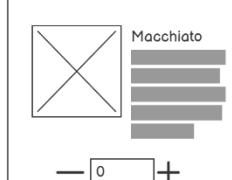
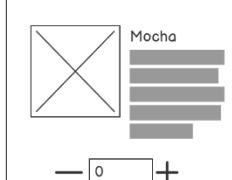
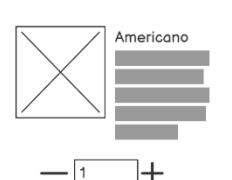


Menu

DeliCaffe

Customize

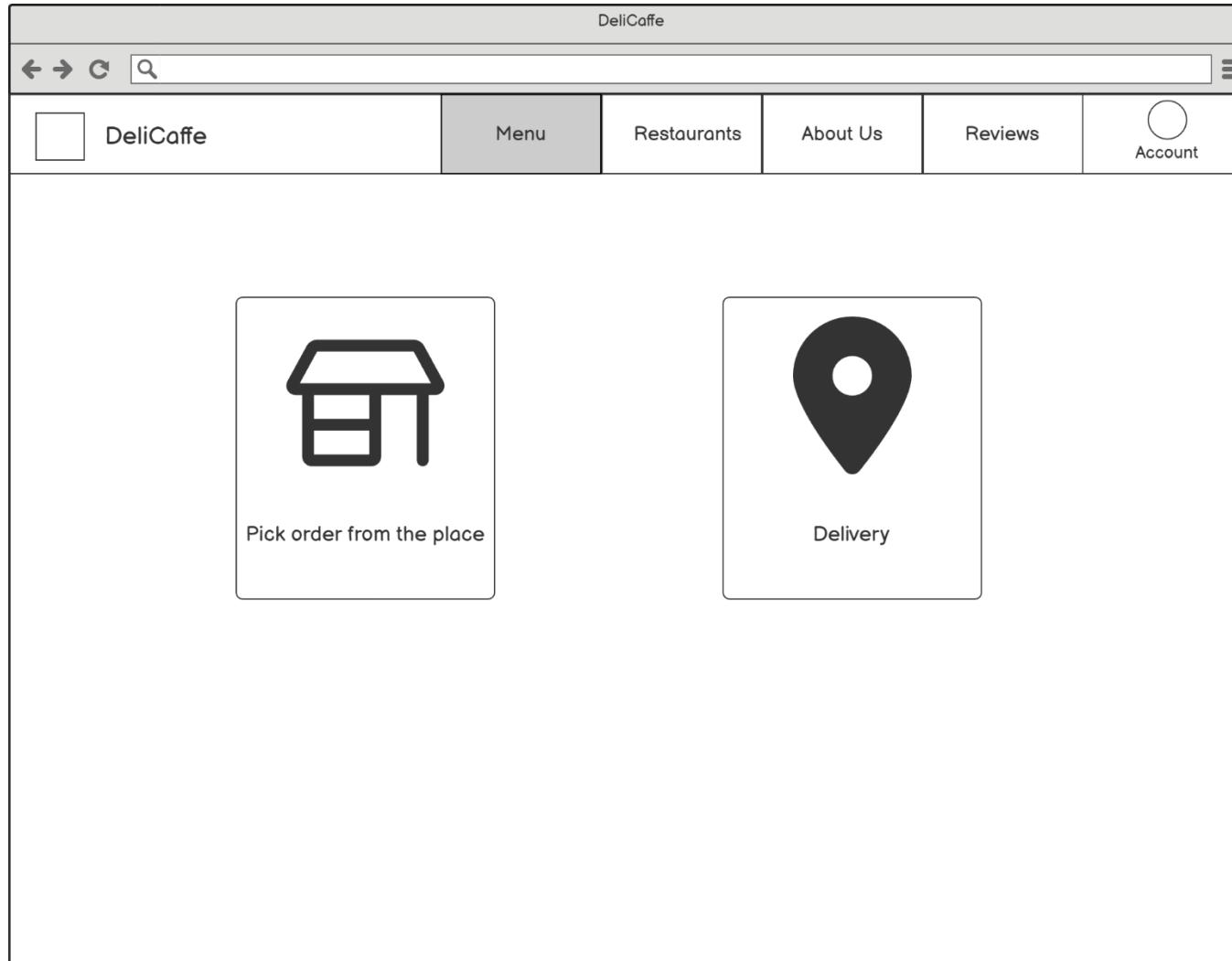
Coffee Bread Added

 Black Coffee — 1 +	 Cappuccino — 0 +	 Latte — 0 +
 Espresso — 0 +	 Macchiato — 0 +	 Mocha — 0 +
 Americano — 1 +		

Shopping Cart 

 1 Black Coffee	 1 Americano	 2 Soda Bread	 2 portions of fri	<input data-bbox="1129 1313 1277 1379" type="button" value="Make the order!"/>
--	---	--	--	--

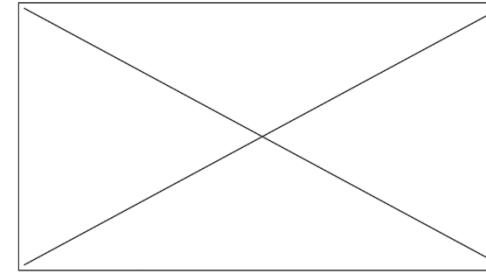
Make an Order



Select Restaurant

DeliCaffe

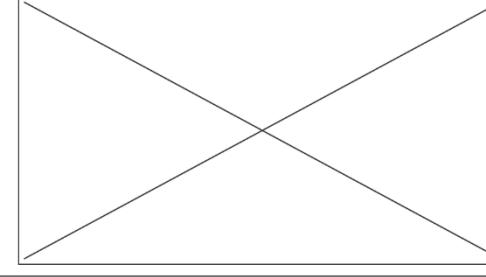
Customize > Select Restaurant



Restaurant #13

Address: [REDACTED]
Distance: [REDACTED]

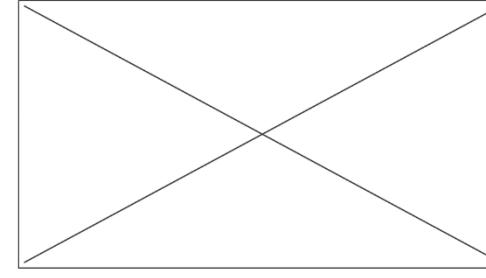
Make order



Restaurant #15

Address: [REDACTED]
Distance: [REDACTED]

Make Order



Restaurant #20

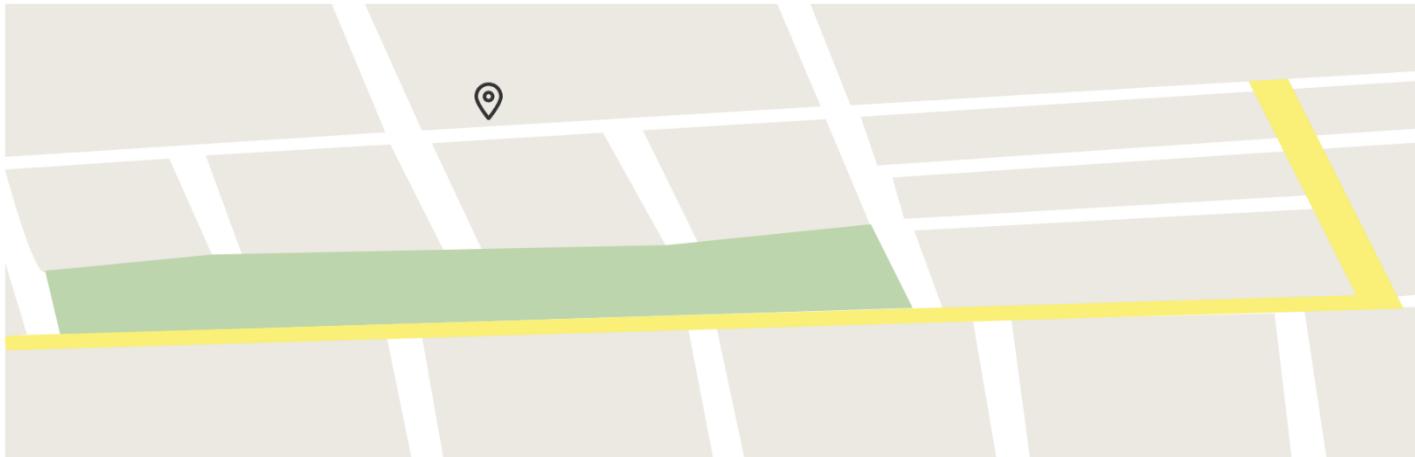
Address: [REDACTED]
Distance: [REDACTED]

Make order

Select Address

DeliCaffe

Customize > Your Address



Your Address:

Additional Description:

Make the order!

Confirmation

DeliCaffe

Customize > Your Address > Confirmation

Shopping List

- 1 Black Coffee
- 1 Americano
- 2 Soda Bread
- 2 portions of fried eggs

Delivery Cost: [REDACTED]

Total: [REDACTED]

Delivery From: Restaurant #13

Your Address: [REDACTED]

Confirm

DeliCaffe

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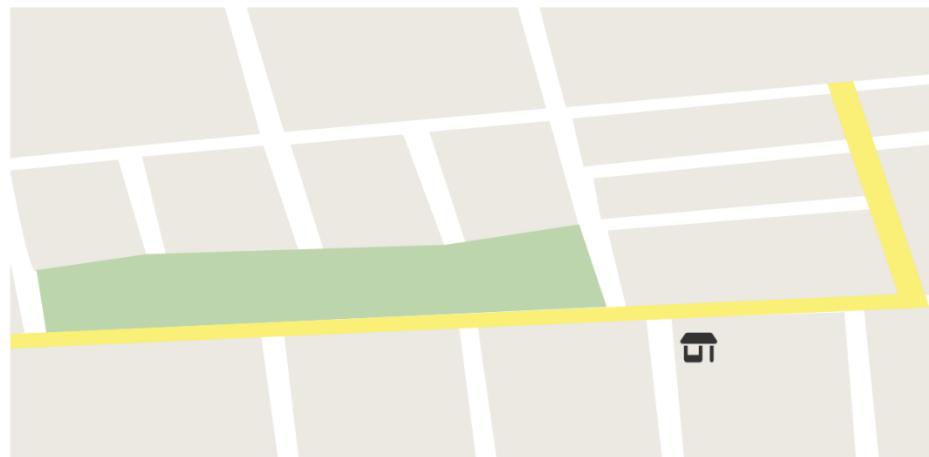
DeliCaffe Menu Restaurants About Us Reviews Account

Customize > Select Restaurant > Confirmation

Shopping List

<input checked="" type="checkbox"/>	1 Black Coffee
<input checked="" type="checkbox"/>	1 Americano
<input checked="" type="checkbox"/>	2 Soda Bread
<input checked="" type="checkbox"/>	2 portions of fried eggs

Delivery From:



Total:

Confirm

Restaurants

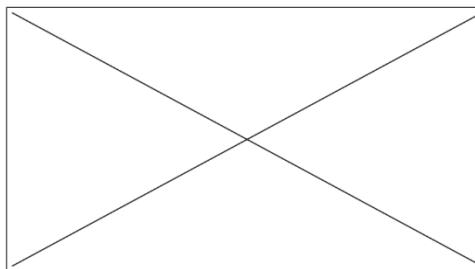
DeliCaffe

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DeliCaffe Menu Restaurants About Us Reviews Account

List Of Restaurants

Restaurant #1



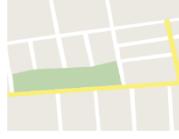
Address: [REDACTED]

Restaurant #2



Address: [REDACTED]

Restaurant #3



Address: [REDACTED]

About Us

DeliCaffe

DeliCaffe Menu Restaurants About Us Reviews Account

Who we are

What differentiates us

Mission Objectives

Reviews

DeliCaffe

User #13

User #124

User #205

User #72

Restaurant: #15 ★★★★

Restaurant: #5 ★★★★★

Restaurant: #17 ★★★★★

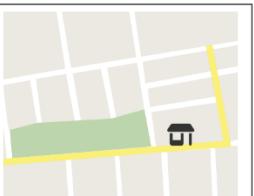
Restaurant: #17 ★★★★

Bring us some feedback!

Restaurant: 

Review: 



Account

The wireframe shows a web browser window for 'DeliCaffe'. The header includes a logo, navigation links for 'Menu', 'Restaurants', 'About Us', 'Reviews', and 'Account', and a search bar. A large 'X' icon is overlaid on the left side of the page. The main content area features a 'Log In' form with fields for 'Username' and 'Password', and buttons for 'Enter', 'Facebook', and 'Google'. A link for 'sign in' is also present. Below the form is a promotional message: 'A comfy caffe to relax alone or with friends!'. At the bottom, there are four cards: 'Get your order!', 'A place for you', 'What we're about', and 'Clients experiences', each with an 'X' icon and a corresponding button ('Menu', 'Restaurants', 'About Us', 'Reviews').

DeliCaffe

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DeliCaffe Menu Restaurants About Us Reviews Account

Log In

With

Username

Password

Enter

Facebook

Google

If you don't have an account you can [sign in](#)

A comfy caffe to relax alone or with friends!

Get your order!
See what we offer and have your meal.

A place for you
Know where's the nearest restaurant to you.

What we're about
Wanna know a little about us? Here's the place

Clients experiences
Here are some reviews from our lovely clients.

Menu

Restaurants

About Us

Reviews

Order History

DeliCaffe

← → ⌂ ⌂

DeliCaffe Menu Restaurants About Us Reviews Account

Order History Account Settings

1 Black Coffee

1 Americano

2 Soda Bread

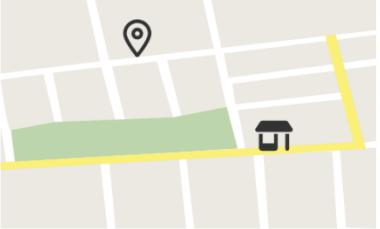
2 portions of fried eggs

Order #12

Ordered From: [REDACTED]

Restaurant: [REDACTED]

Total: [REDACTED]



1 Black Coffee

1 Americano

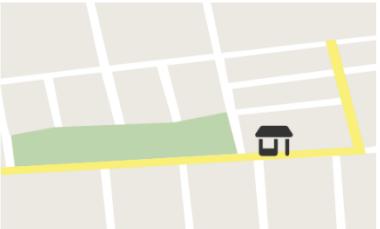
2 Soda Bread

2 portions of fried eggs

Order #11

Restaurant: [REDACTED]

Total: [REDACTED]



Account Settings

DeliCaffe

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DeliCaffe Menu Restaurants About Us Reviews Account

Order History Account Settings

Username
Password
Email
Phone

Favorites

<input checked="" type="checkbox"/> Black Coffee Ordered: 4 times	<input checked="" type="checkbox"/> Soda Bread Ordered: 5 times	<input checked="" type="checkbox"/> Port Ordered: 3 times
>		

Notifications

Email
SMS
Phone App

Address

Payment

Save Changes

Sign In Form

DeliCaffe

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DeliCaffe Menu Restaurants About Us Reviews Account

Log In

Username

Password

Or with

Google Facebook

Enter

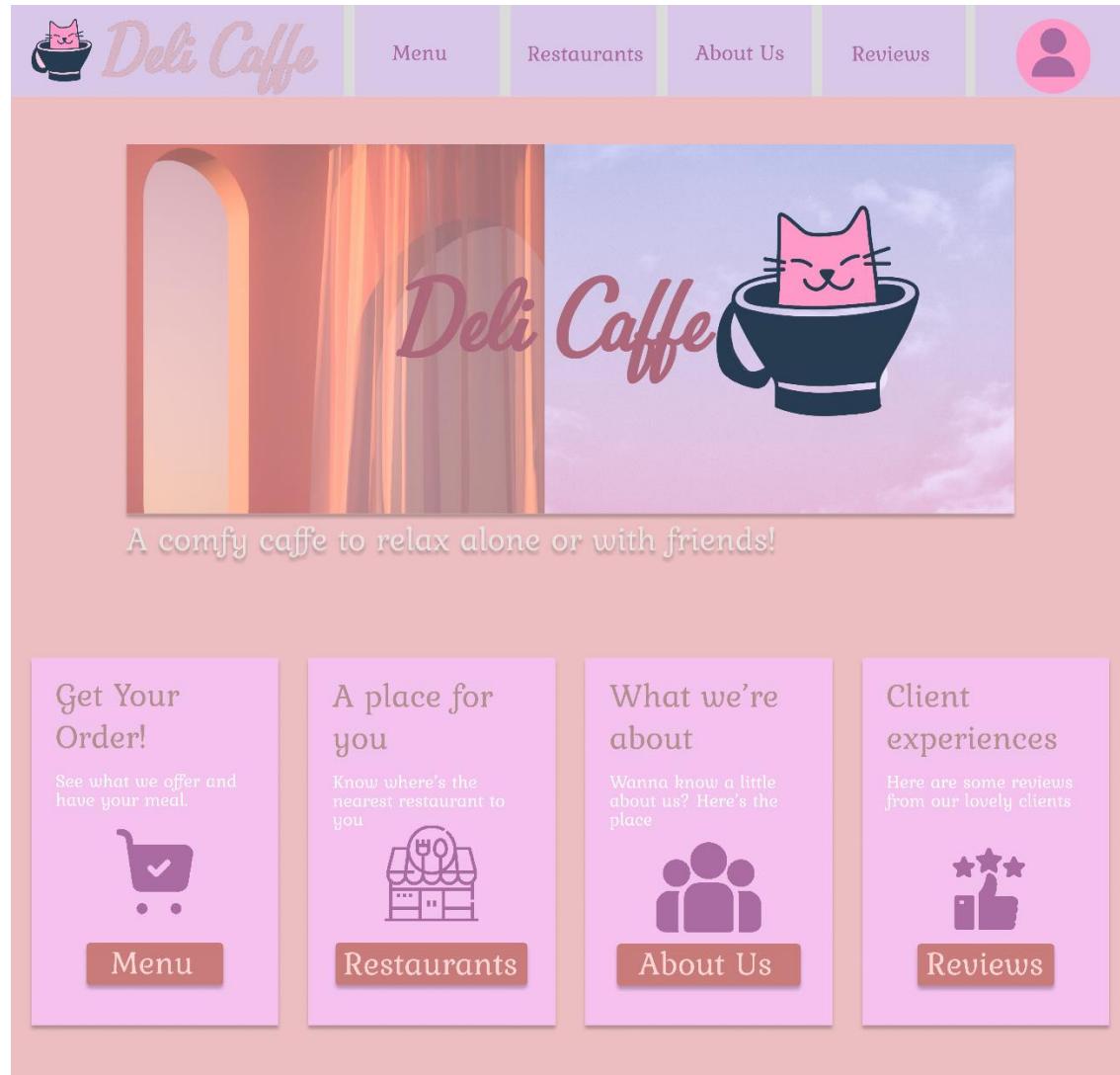
Mood Board



Deli Caffe

Mockups

Home (PC)



The mockup shows the home page of the Deli Caffe website. At the top, there's a purple header bar with the Deli Caffe logo (a cat in a coffee cup icon) and the word "Deli Caffe" in a stylized font. Below the logo are navigation links: "Menu", "Restaurants", "About Us", "Reviews", and a user profile icon. The main content area features a large image of a window with warm sunlight streaming through, and a smaller image of a pink cat sitting in a dark coffee cup. Below these images is a tagline: "A comfy caffe to relax alone or with friends!". The bottom section is divided into four pink boxes, each containing a title, a brief description, and a call-to-action button:

- Get Your Order!**
See what we offer and have your meal.

[Menu](#)
- A place for you**
Know where's the nearest restaurant to you.

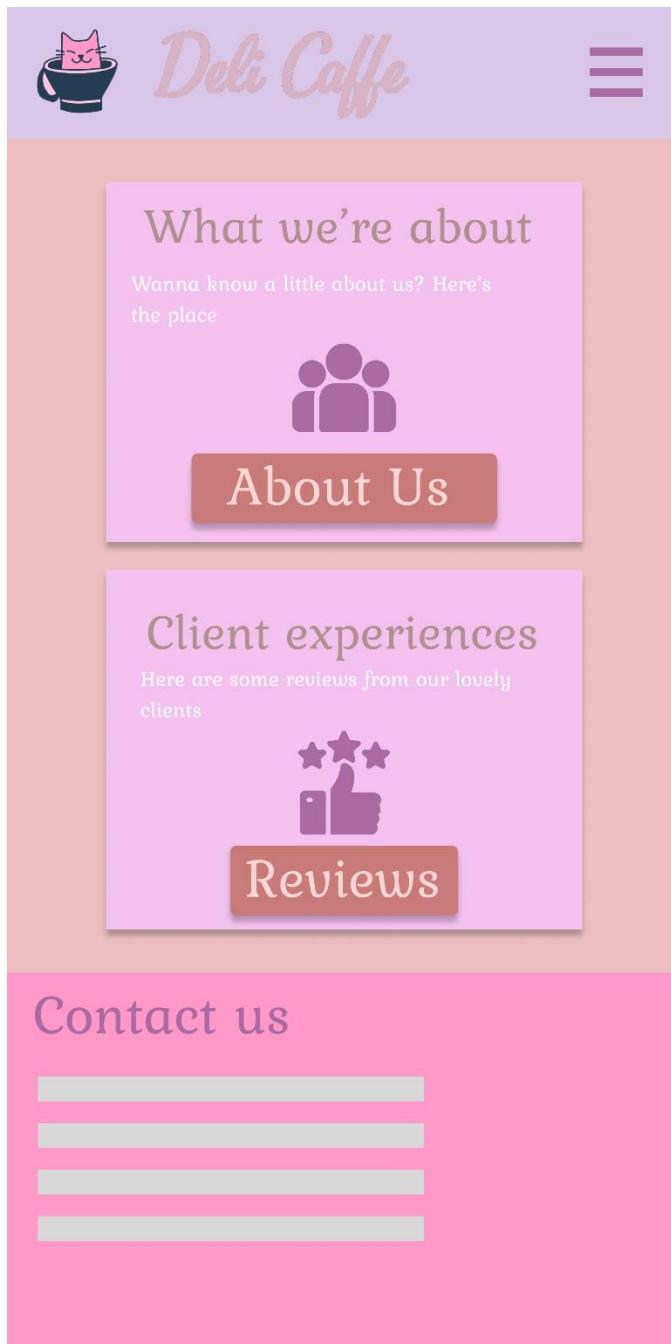
[Restaurants](#)
- What we're about**
Wanna know a little about us? Here's the place.

[About Us](#)
- Client experiences**
Here are some reviews from our lovely clients

[Reviews](#)

Home (Mobile)

The image shows the mobile home screen for Deli Caffe. At the top left is a logo of a pink cat inside a black coffee cup. Next to it is the text "Deli Caffe" in a stylized font. On the far right is a three-line menu icon. Below the header is a large image featuring a pink cat inside a black coffee cup, with the text "Deli Caffe" overlaid. To the left of the cat is a vertical bar with horizontal stripes in shades of orange and yellow. Below this image is a text block: "A comfy caffe to relax alone or with friends!". Underneath is a white rectangular button with rounded corners containing the text "Get Your Order!" in bold. Below this text is a smaller line: "See what we offer and have your meal.". To the left of the text is a shopping cart icon with a checkmark inside. Below the cart icon is a brown rectangular button with the word "Menu" in white. Further down the page is another white rectangular button with rounded corners containing the text "A place for you". Below this text is a smaller line: "Know where's the nearest restaurant to you". To the left of the text is a small icon of a building with a circular sign above it. Below the icon is a brown rectangular button with the word "Restaurants" in white.



The image shows a mobile application interface for "Deli Caffe". The top navigation bar is purple with a white coffee cup icon containing a cat face on the left, the brand name "Deli Caffe" in a pink script font in the center, and a three-line menu icon on the right. Below the navigation bar is a light orange header section. The first card, titled "What we're about", features a small icon of three people and a "About Us" button. The second card, titled "Client experiences", features a thumbs-up and star icon and a "Reviews" button. The third card, titled "Contact us", has four empty input fields for text or messages.

What we're about

Wanna know a little about us? Here's the place



About Us

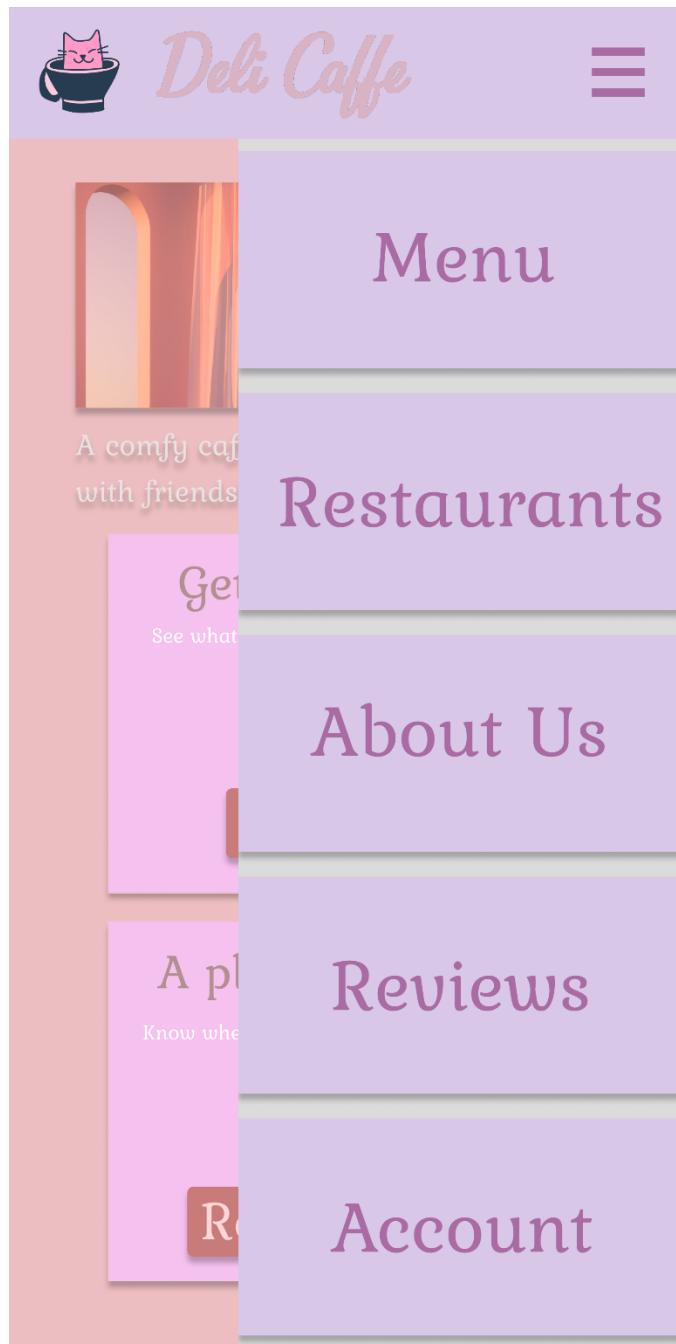
Client experiences

Here are some reviews from our lovely clients



Reviews

Contact us



Menu

 Deli Caffe

- Menu
- Restaurants
- About Us
- Reviews
- 

Customize

Coffee Bread Added

 Black Coffee \$2.70	 Cappuccino \$2.75	 Latte \$2.85
- 1 +	- 0 +	- 0 +

 Espresso \$2.62	 Macchiato \$3.75	 Mocha \$4.15
- 0 +	- 0 +	- 0 +

 Americano \$2.65
- 0 +

Shopping Cart  >

 1 Black Coffee \$2.70	 1 Americano \$2.65	 2 \$1.
Make the Order!		

Make An Order

The image shows a screenshot of a website for "Deli Caffe". The header is purple with the logo "Deli Caffe" featuring a cat in a coffee cup icon. Navigation links include Menu, Restaurants, About Us, Reviews, and a user profile icon. Below the header, two large pink rectangular boxes are displayed on a light orange background. The left box contains the text "Pick Order From The Place" and features a small icon of a storefront. The right box contains the text "Get Your Delivery" and features a small icon of a delivery truck.

Deli Caffe

Pick Order From The Place

Get Your Delivery

Select Restaurant

 **Deli Caffe** Menu Restaurants About Us Reviews 

Customize > Select Restaurant



Restaurant #13
Address:
123 Mountainview Avenue

Make Order!



Restaurant #15
Address:
123 Pine Street

Make Order!



Restaurant #15
Address:
1230 Main Street

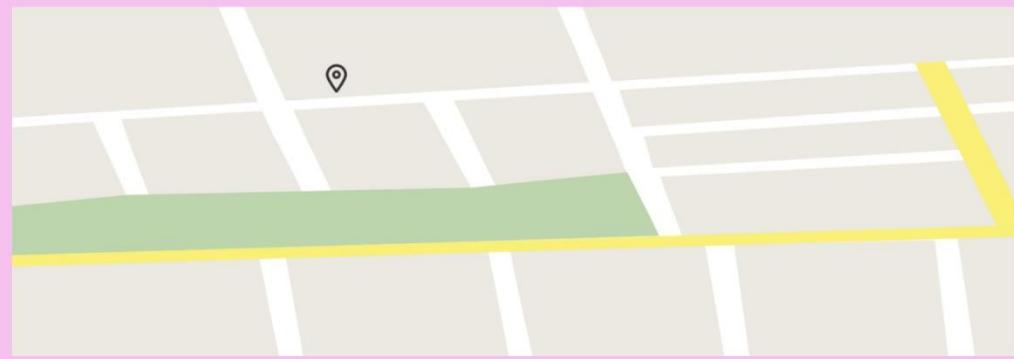
Make Order!

Select Address

 **Deli Caffe**

Menu Restaurants About Us Reviews 

Customize > Your Address



Your Address: 280 Main Street ▾

Additional Description:
5th floor next to the hospital

Make Order!

Confirmation

The screenshot shows a confirmation page from the Deli Caffe website. At the top, there's a purple header bar with the Deli Caffe logo (a cat in a coffee cup) and navigation links for Menu, Restaurants, About Us, Reviews, and a user icon. Below the header, a breadcrumb trail reads "Customize > Your Address > Confirmation". On the left, a "Shopping List" section displays three items: 1 Black Coffee (\$2.70), 1 Americano (\$2.65), and 2 Soda Bread (\$1.65). To the right is a map showing a delivery route from a green area to a yellow area, ending at a house icon. Delivery details at the bottom include: Delivery From: Restaurant #13, Your Address: 230 Main Street, Delivery Cost: \$ 2.46, Products Cost: \$ 7.00, and Total Cost: \$ 9.46. A large red "Confirm!" button is at the bottom.

Deli Caffe

Customize > Your Address > Confirmation

Shopping List

Item	Quantity	Cost
1 Black Coffee	1	\$2.70
1 Americano	1	\$2.65
2 Soda Bread	2	\$1.65

Delivery From: Restaurant #13 ▾

Your Address: 230 Main Street

Delivery Cost: \$ 2.46

Products Cost: \$ 7.00

Total Cost: \$ 9.46

Confirm!



Menu

Restaurants

About Us

Reviews



Customize > Select Restaurant > Confirmation

Shopping List



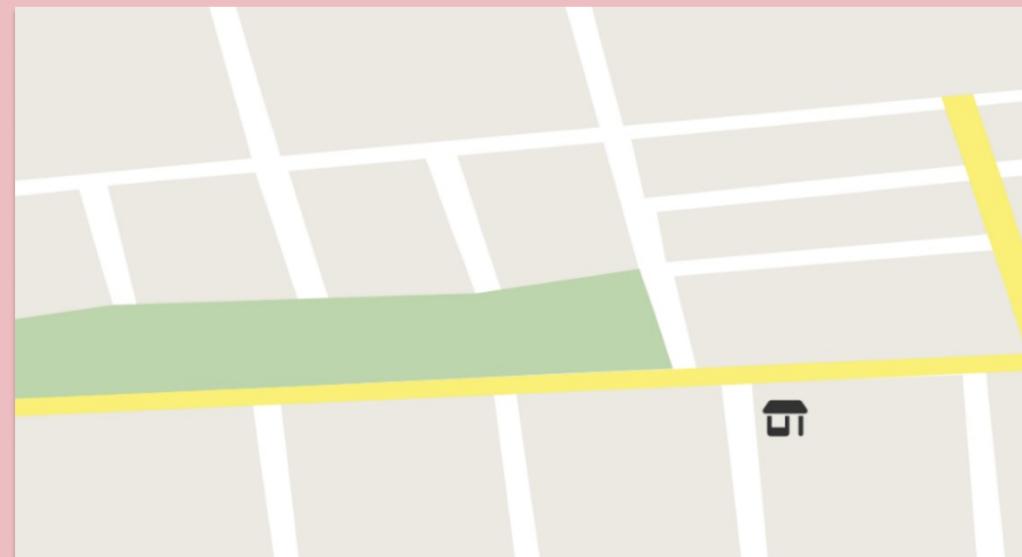
1 Black Coffee
\$2.70



1 Americano
\$ 2.65



2 Soda Bread
\$1.65



Pick Up From: Restaurant #13 ▾

Products Cost: \$ 7.00
Total Cost: \$ 7.00

Confirm!

Restaurants

 **Deli Caffe** Menu Restaurants About Us Reviews 

List Of Restaurants

Restaurant #1
Address: 123 Mountainview Avenue

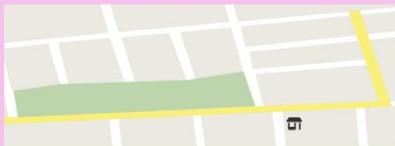




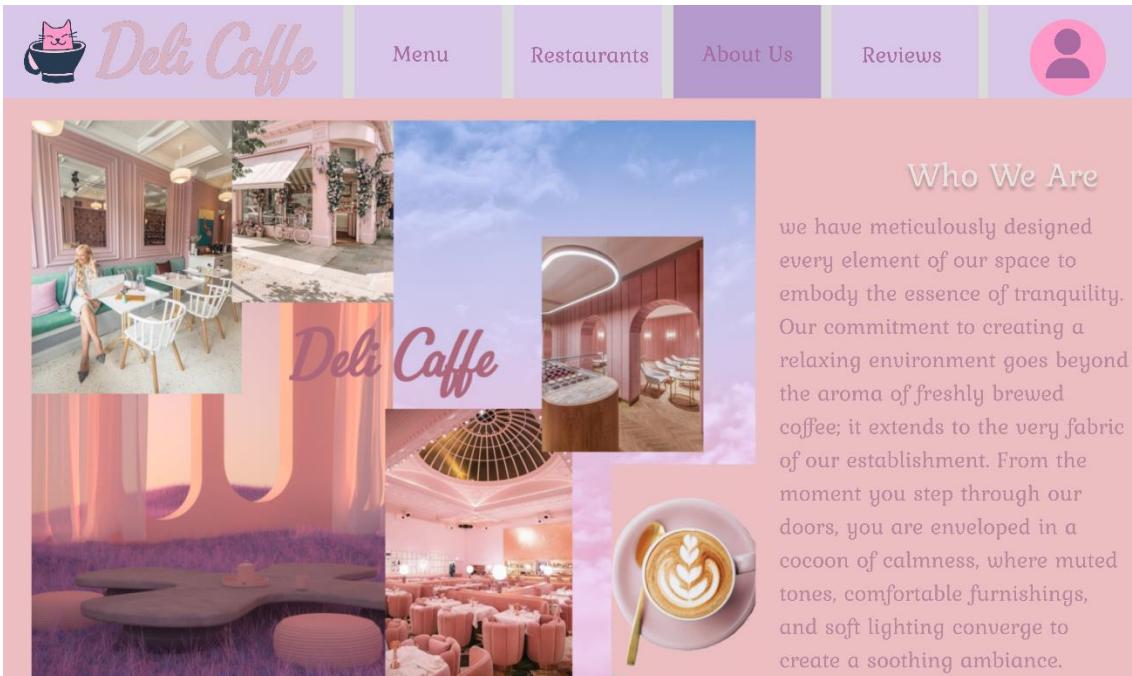
Restaurant #2
Address: 123 Pine Street



Restaurant #3
Address: 1230 Main Street



About Us



Who We Are

we have meticulously designed every element of our space to embody the essence of tranquility. Our commitment to creating a relaxing environment goes beyond the aroma of freshly brewed coffee; it extends to the very fabric of our establishment. From the moment you step through our doors, you are enveloped in a cocoon of calmness, where muted tones, comfortable furnishings, and soft lighting converge to create a soothing ambiance.

What Differentiates Us

At Deli Caffe, our mission is to create a serene oasis where patrons can escape the hustle and bustle of everyday life. We strive to provide a tranquil and inviting atmosphere, fostering relaxation and rejuvenation for our customers.

Mision

Objetctives

Our objective is to cultivate an environment of serenity and relaxation for our valued patrons. We are dedicated to crafting a haven where individuals can unwind, recharge, and embrace the simple pleasures of life.

Reviews



Deli Caffe

- Menu
- Restaurants
- About Us
- Reviews
- 



User #13

The overall experience was great.

Restaurant #15 



User #124

I loved the food.

Restaurant #15 



User #205

The restaurant is really good!

Restaurant #17 



User #72

I liked the ambiance but the food is not the best

Restaurant #17 

Bring Us Some Feedback!

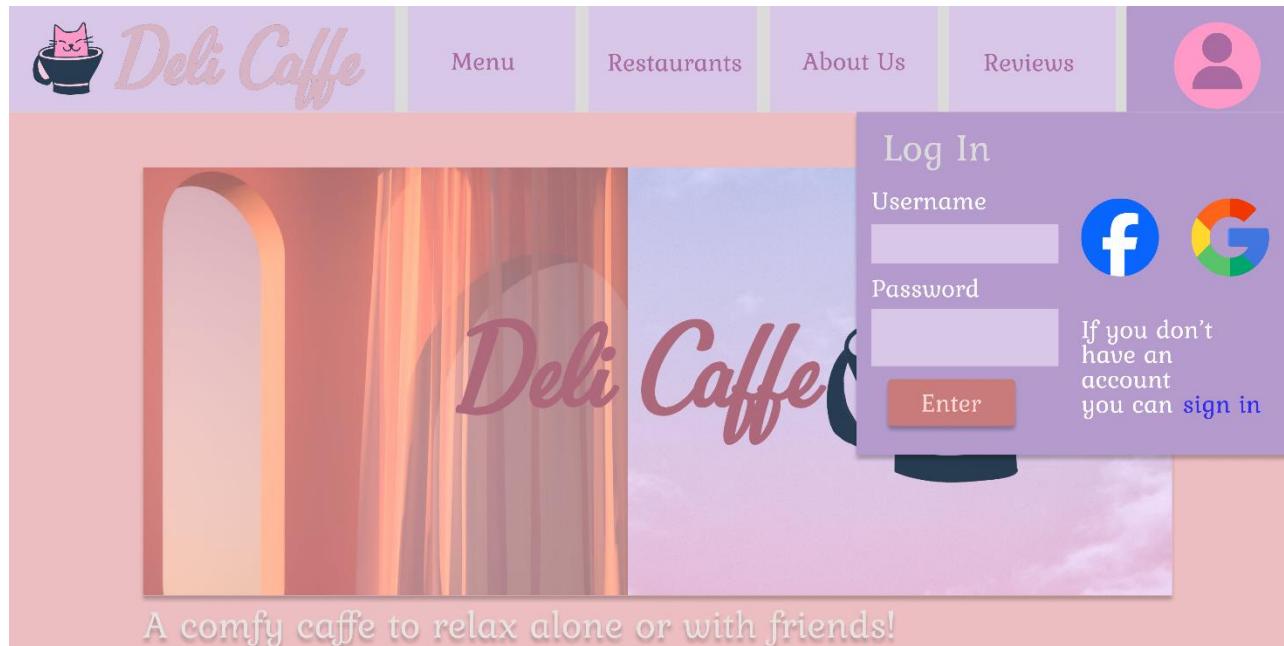
Restaurant: #13


Review




Deli Caffe

Account



A comfy caffe to relax alone or with friends!

Get Your Order!

See what we offer and have your meal.



[Menu](#)

A place for you

Know where's the nearest restaurant to you



[Restaurants](#)

What we're about

Wanna know a little about us? Here's the place



[About Us](#)

Client experiences

Here are some reviews from our lovely clients



[Reviews](#)

Order History

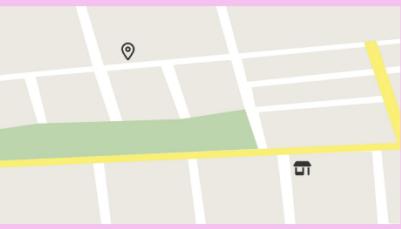
 **Deli Caffe** Menu Restaurants About Us Reviews 

[Order History](#) [Account Settings](#)

Order #13

Restaurant: #13
Ordered From: 230 Main Street

Total: \$ 9.46



 1 Black Coffee
\$2.70

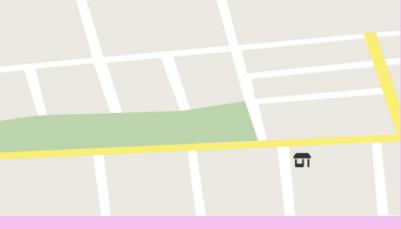
 1 Americano
\$ 2.65

 2 Soda Bread
\$1.65

Order #12

Restaurant: #13

Total: \$ 7.00



 1 Black Coffee
\$2.70

 1 Americano
\$ 2.65

 2 Soda Bread
\$1.65

Account Settings

The screenshot shows the 'Account Settings' page of the Deli Caffe website. At the top, there is a purple header bar with the Deli Caffe logo, a menu icon, a search bar placeholder 'Search', and links for 'Menu', 'Restaurants', 'About Us', 'Reviews', and a user profile icon. Below the header, a navigation bar has 'Order History' and 'Account Settings' buttons, with 'Account Settings' being the active tab. The main content area is divided into two sections: 'Personal Information' and 'Location & Payment'.

Personal Information: This section contains fields for 'Username' (redacted), 'Password' (redacted), 'Email' (redacted), and 'Phone Number' (redacted). To the right, there is a 'Favorites' section showing a thumbnail of a coffee cup labeled 'Black Coffee' and a 'Notifications' section with toggle switches for 'Email', 'SMS', and 'Phone App' (all are turned on).

Location & Payment: This section includes a map showing a location at '230 Main Street' (redacted) and dropdown menus for 'Address' (set to '230 Main Street') and 'Payment' (set to 'Credit Card').

Sign In Form



Deli Caffe

Menu Restaurants About Us Reviews

Sign In

Username

Password



Save