

City dough

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Restaurant Concept

Restaurant Name & URL

city dough
citydough.com

Main target audience

College students and on-campus students who are up late at night.

Food & drink

Custom-made cookies

Customization Options (up to 4 customizations)

- *Cookie count (4, 8, 12, 20)*
- *Cookie base (sugar cookie, chocolate, peanut butter, red velvet, cinnamon, oatmeal)*
- *Icing options (vanilla, chocolate, cinnamon swirl)*
- *Cookie toppings (chocolate chip, white chocolate chips, dark chocolate chips, rainbow sprinkles, mini marshmallows, macadamia nuts, pecans)*

Cost

Affordable to moderate price range. Price may vary depending on order size and customization.

Elevator pitch

Whether you're fueling your late nights, rewarding your hard nights, or celebrating your good nights. Satisfy those late-night sweet cravings with city dough: custom, freshly baked cookies right to your doorstep.

Location

Restaurant and customers will be located in the United States. Specifically in College Park and neighboring cities. This area is where the University of Maryland, and its students, are located.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- *Late night study groups on campus*
- *Committees getting together for campus club/event/meeting*

Demographics

- **Gender** – All genders
- **Education** – College students, recently graduated individuals, young working adults
- **Age** – 18-25 years old
- **Location** – College Park, Maryland and neighboring cities

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:** hard-working, determined, focused, mindful
- **Values:** kindness, achievement, giving, togetherness
- **Lifestyles:** up late at night for school, events, parties, get togethers, spends some nights alone for self-care

Strategy

User Personas (optional)



GINA (21) – 3RD YEARD UNIVERSITY OF MARYLAND STUDENT

- Pursuing her bachelor's in biology
- Vice President of the campus club, Women of Science
- In charge of student involvement for the South East Asian Association
- Lives in an apartment right outside of campus
- Spends her nights in the library, studying with friends
- Enjoys hosting study sessions in her apartment



BOBBY (18) – FRESHMEN AT THE UNIVERSITY OF MARYLAND

- First year living in dorms on campus
- Plays lacrosse in the school team
- Orders take-out most days
- Spends his weeknight staying in with friends, playing video games
- Spends weekends going out and coming home late



STEPHANIE (28) – WORKING ADULT

- Lives in the city neighboring College Park
- Works as an Editor in D.C.
- Commutes using the train
- Leaves for work at 6am and comes home 9pm
- Invites her co-workers to her place to celebrate the completion of projects

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Customize cookies
- Pay for order online
- View popular cookie customizations

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Communicate the step-by-step process for customizing your cookie
- Display the restaurant's popular cookie orders
- Communicate easily with users needing support

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Delivery radius
- Images of various cookies
- A display of popular cookie customizations
- Restaurant contact information
- Pricing information

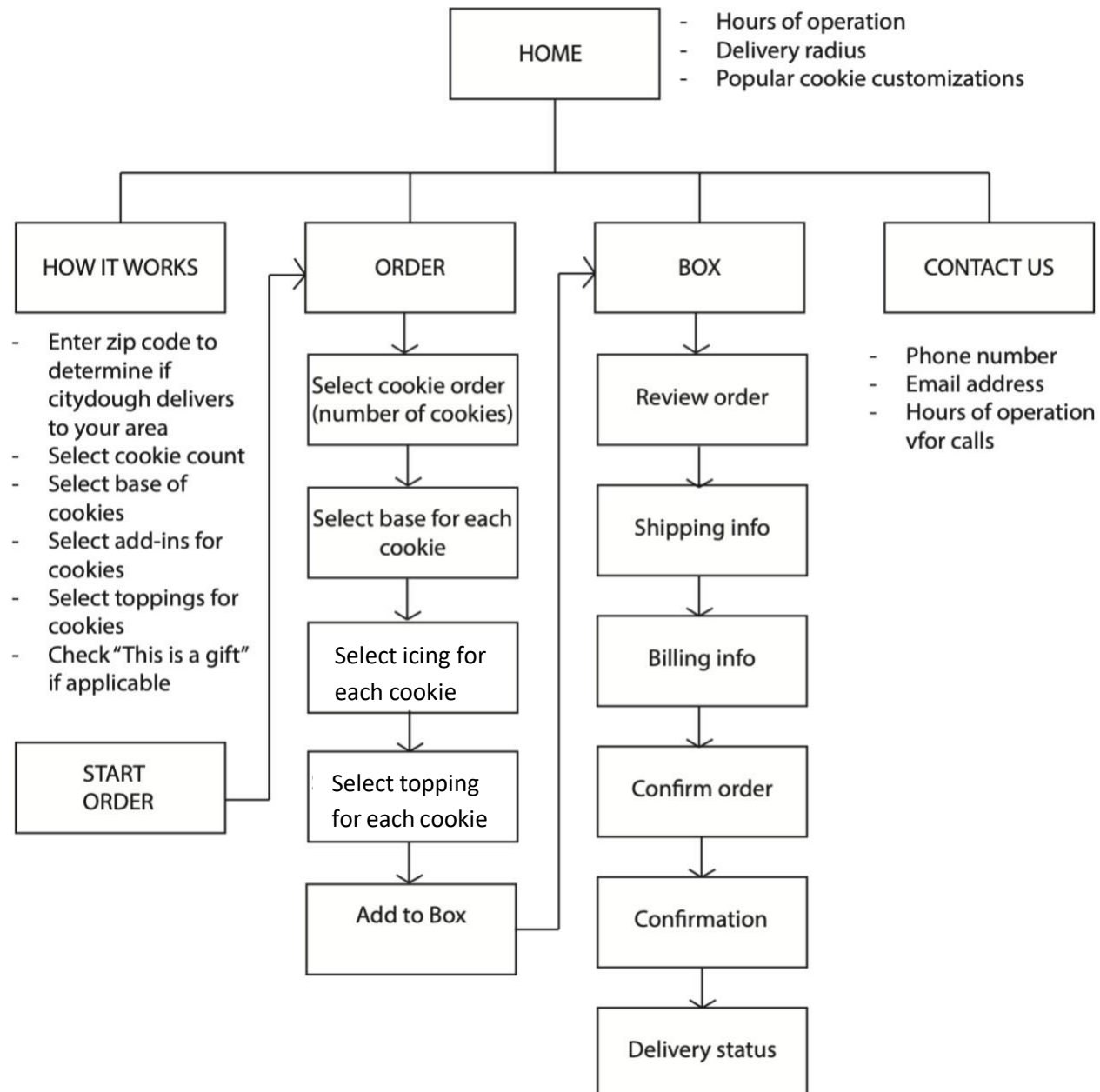
Functionality Requirements

Systems that will allow the user accomplish tasks.

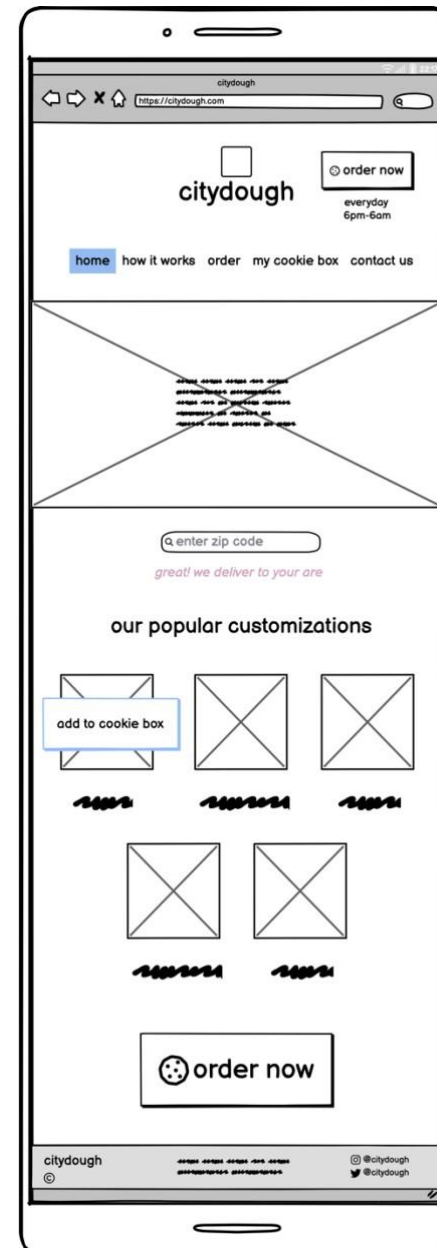
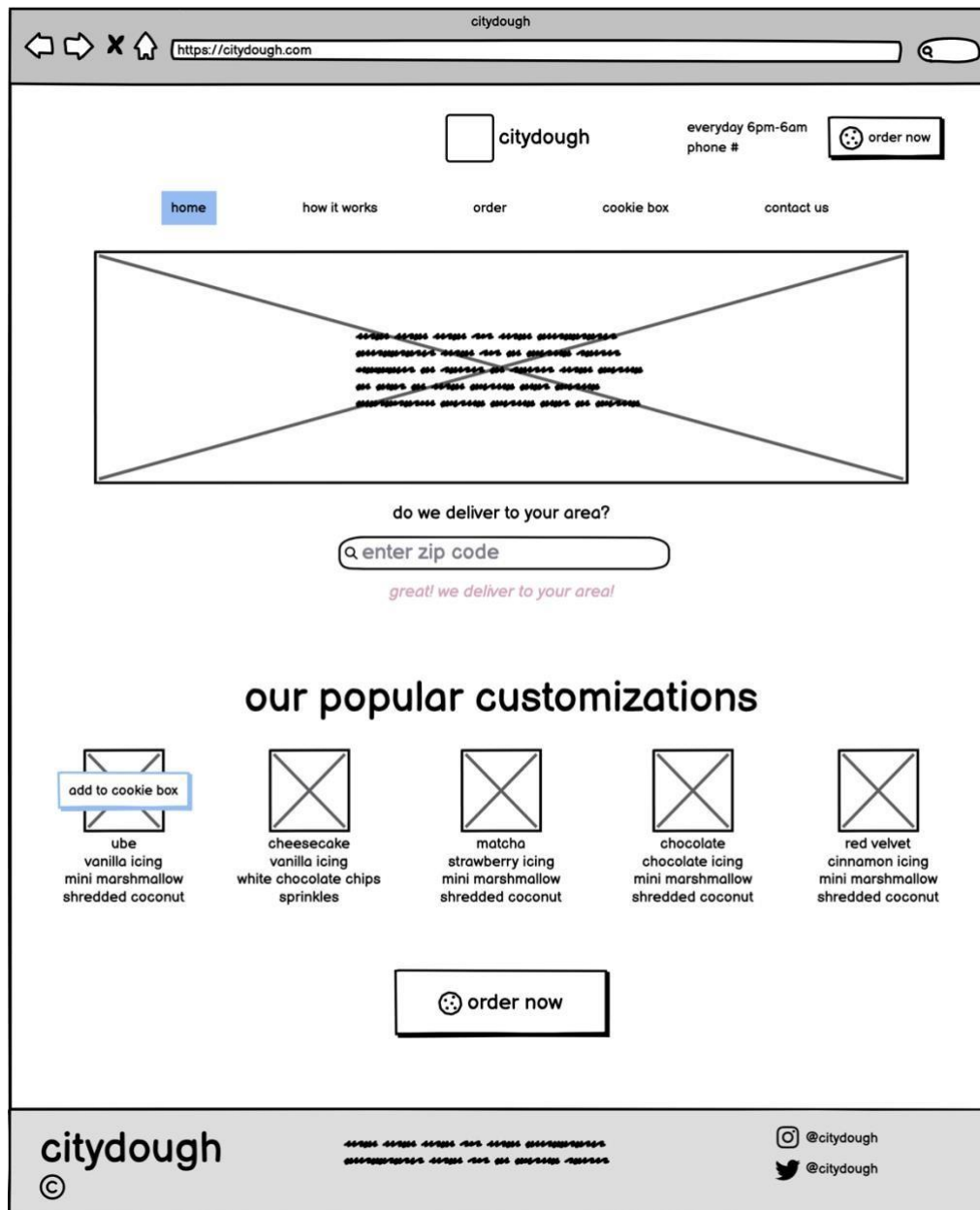
"The user will be able to..."

- Find out if City Dough delivers to their location
- Customize cookie order
- Checkout order
- Contact customer support
- Check delivery status

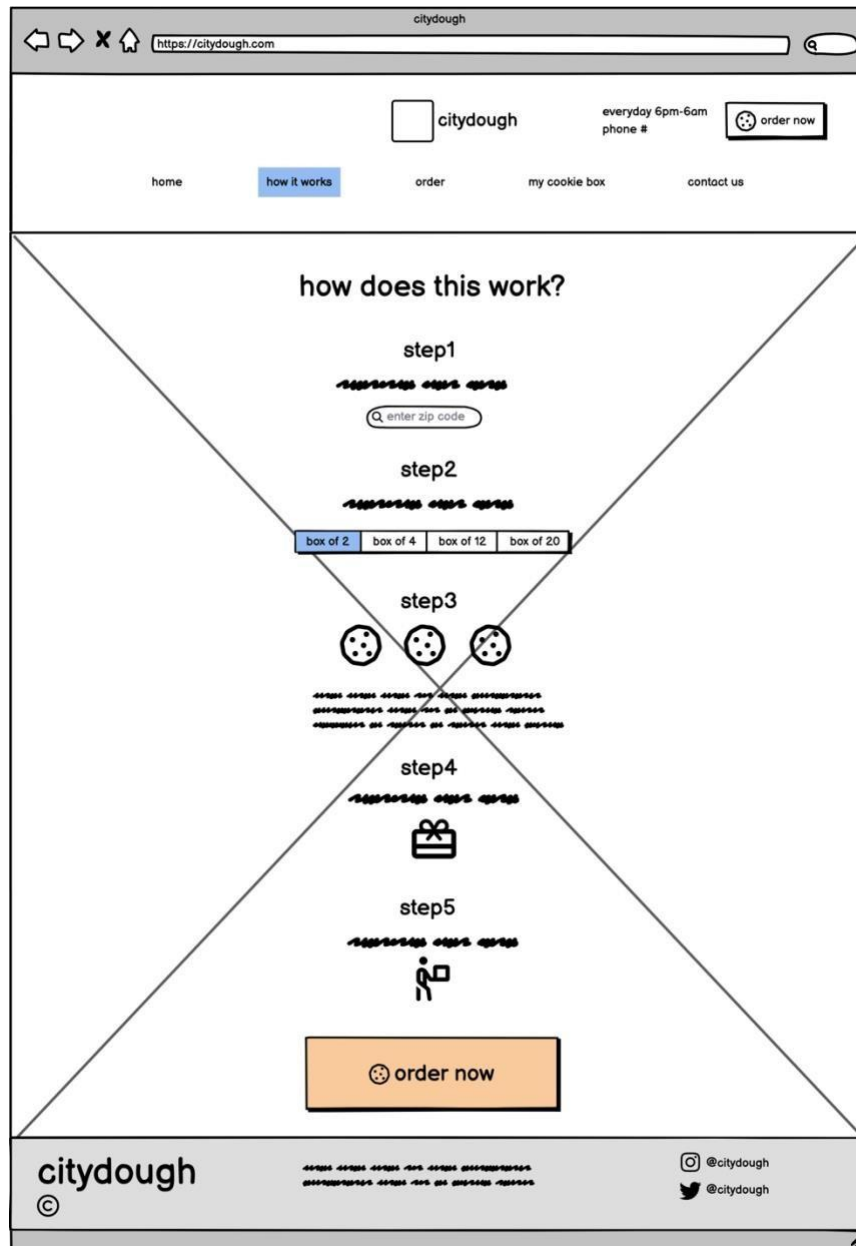
Sitemap



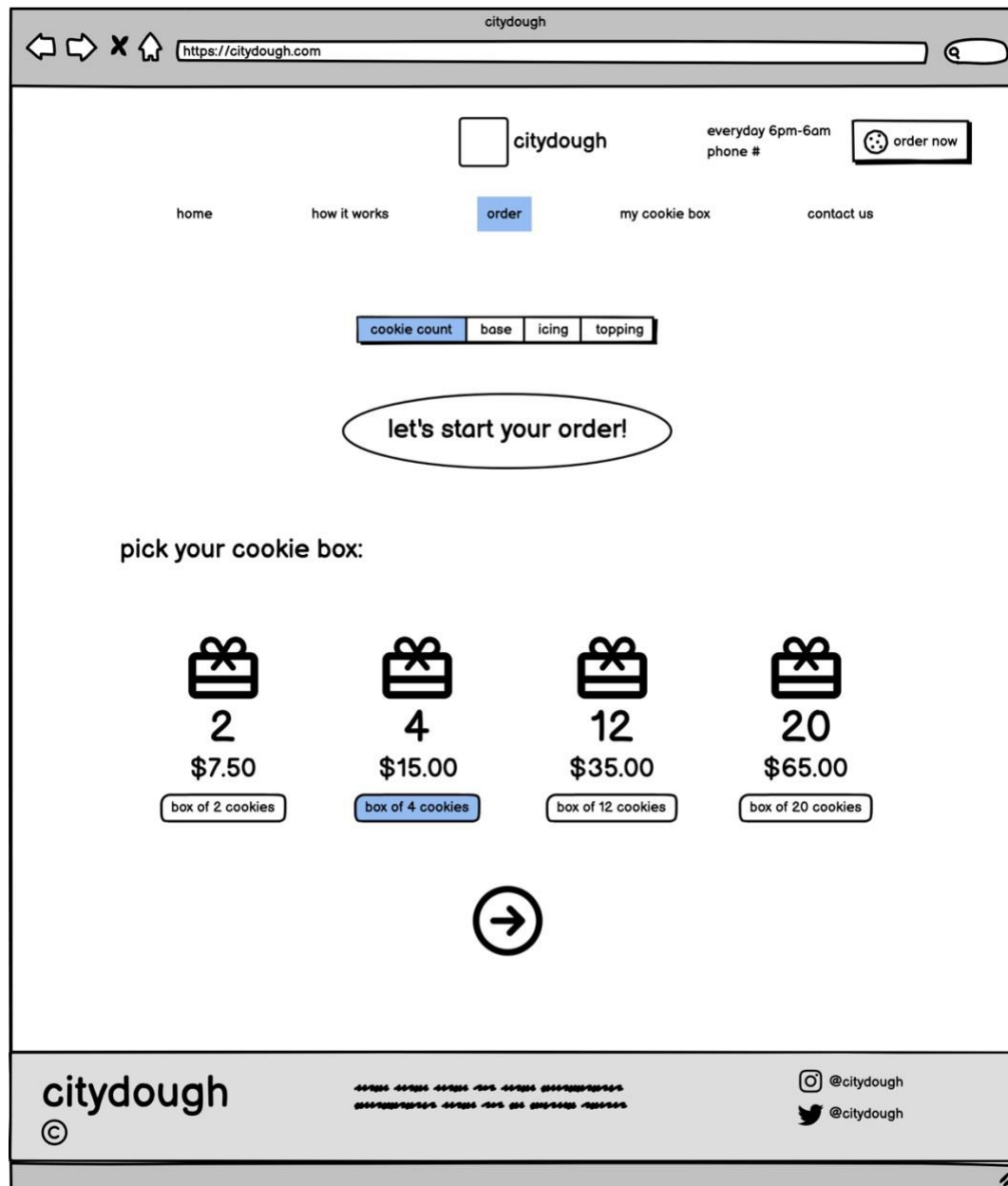
Homepage on Desktop, Homepage on Mobile



1 Additional Page on Desktop ("How it Works" Page)



Entire Ordering Sequence on Desktop



citydough

everyday 6pm-6am
phone #

[home](#)
[how it works](#)
[order](#)
[my cookie box](#)
[contact us](#)

cookie count

base

icing

topping

pick your cookie bases:

sugar cookie

chocolate

cheesecake

cinnamon swirl

ube

peanut butter

matcha

red velvet

popular customizations

ube
vanilla icing
mini marshmallow
shredded coconut

cheesecake
vanilla icing
white chocolate chips
sprinkles

matcha
strawberry icing
mini marshmallow
shredded coconut

chocolate
chocolate icing
mini marshmallow
shredded coconut

red velvet
cinnamon icing
mini marshmallow
shredded coconut

citydough

@citydough

@citydough

citydough
everyday 6pm-6am
phone #
order now

home
how it works
order
my cookie box
contact us

cookie count
base
icing
topping

pick your icing for each of your cookie bases:

ube

icing
vanilla
strawberry
chocolate
cinnamon
no icing

cheesecake

icing
vanilla
strawberry
chocolate
cinnamon
no icing

sugar cookie


icing
vanilla
strawberry
chocolate
cinnamon
no icing

red velvet

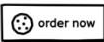
icing
vanilla
strawberry
chocolate
cinnamon
no icing

citydough

@citydough
@citydough


citydough

everyday 6pm-6am
phone #



[home](#)
[how it works](#)
[order](#)
[my cookie box](#)
[contact us](#)


cookie count

base

icing

topping


pick your toppings for each of your cookies:



ube
vanilla icing

select up to two:


- ☐ chocolate chips
- ☒ white chocolate chips
- ☐ sprinkles
- ☒ pretzels
- ☐ macadamia nuts
- ☐ pecans
- ☐ mini marshmallows
- ☐ shredded coconut



cheesecake
cinnamon icing

select up to two:


- ☐ chocolate chips
- ☒ white chocolate chips
- ☐ sprinkles
- ☐ pretzels
- ☒ macadamia nuts
- ☐ pecans
- ☐ mini marshmallows
- ☐ shredded coconut



sugar cookie
chocolate icing

select up to two:

- ☒ chocolate chips
- ☐ white chocolate chips
- ☐ sprinkles
- ☐ pretzels
- ☐ macadamia nuts
- ☐ pecans
- ☒ mini marshmallows
- ☐ shredded coconut



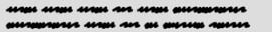
red velvet
vanilla icing



select up to two:

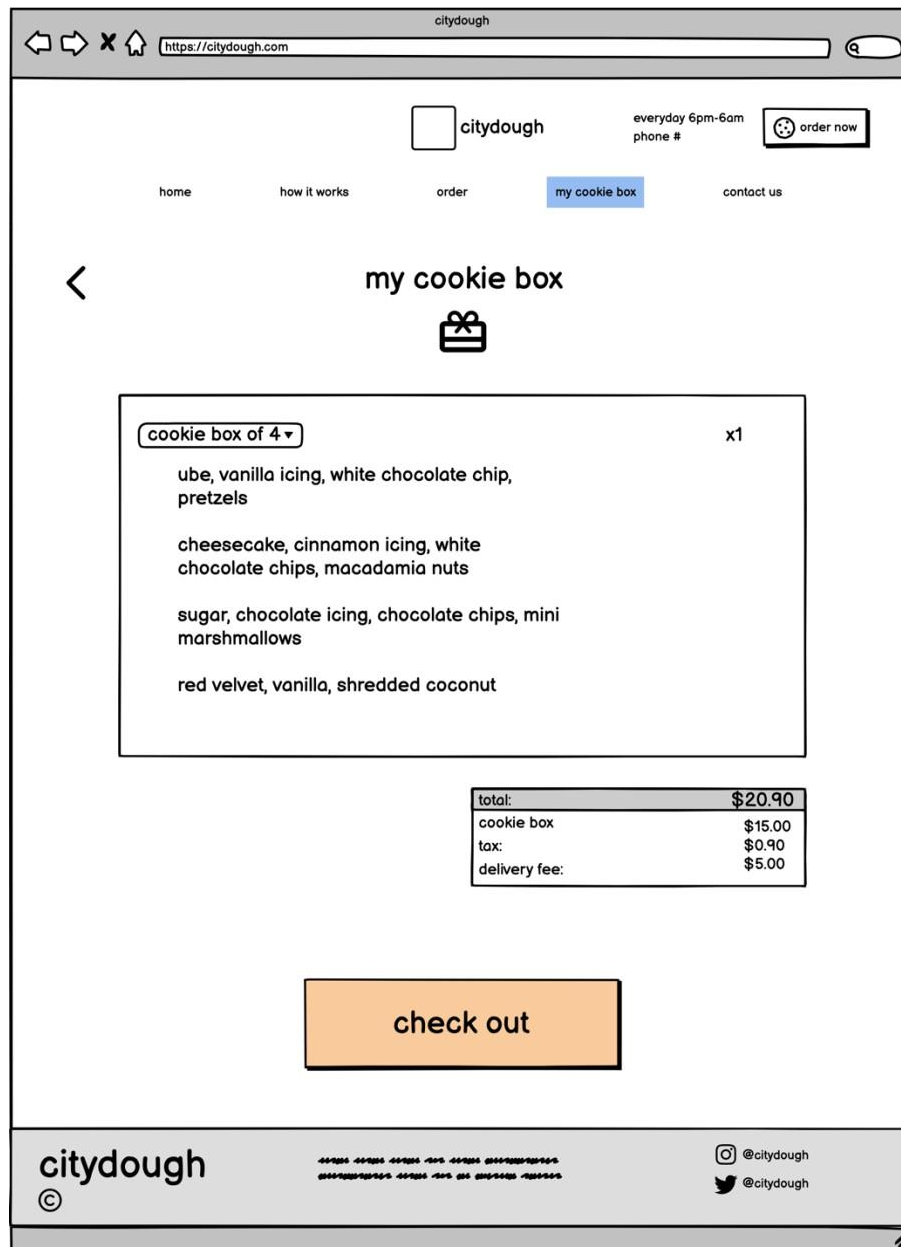
- ☐ chocolate chips
- ☐ white chocolate chips
- ☐ sprinkles
- ☐ pretzels
- ☐ macadamia nuts
- ☐ pecans
- ☐ mini marshmallows
- ☒ shredded coconut

add to cookie box

citydough



 @citydough
 @citydough



citydough

everyday 6pm-6am
phone #

order now

home

how it works

order

my cookie box

contact us

< check out

delivery address:*

street, city

estate

zip

name:*

first

last

phone number:*

() - - -

☒ receive order updates

add tip:

10%

15%

20%

custom

payment:*

name on card

card number

exp _/_

CSV

drop off method:*

doorstep

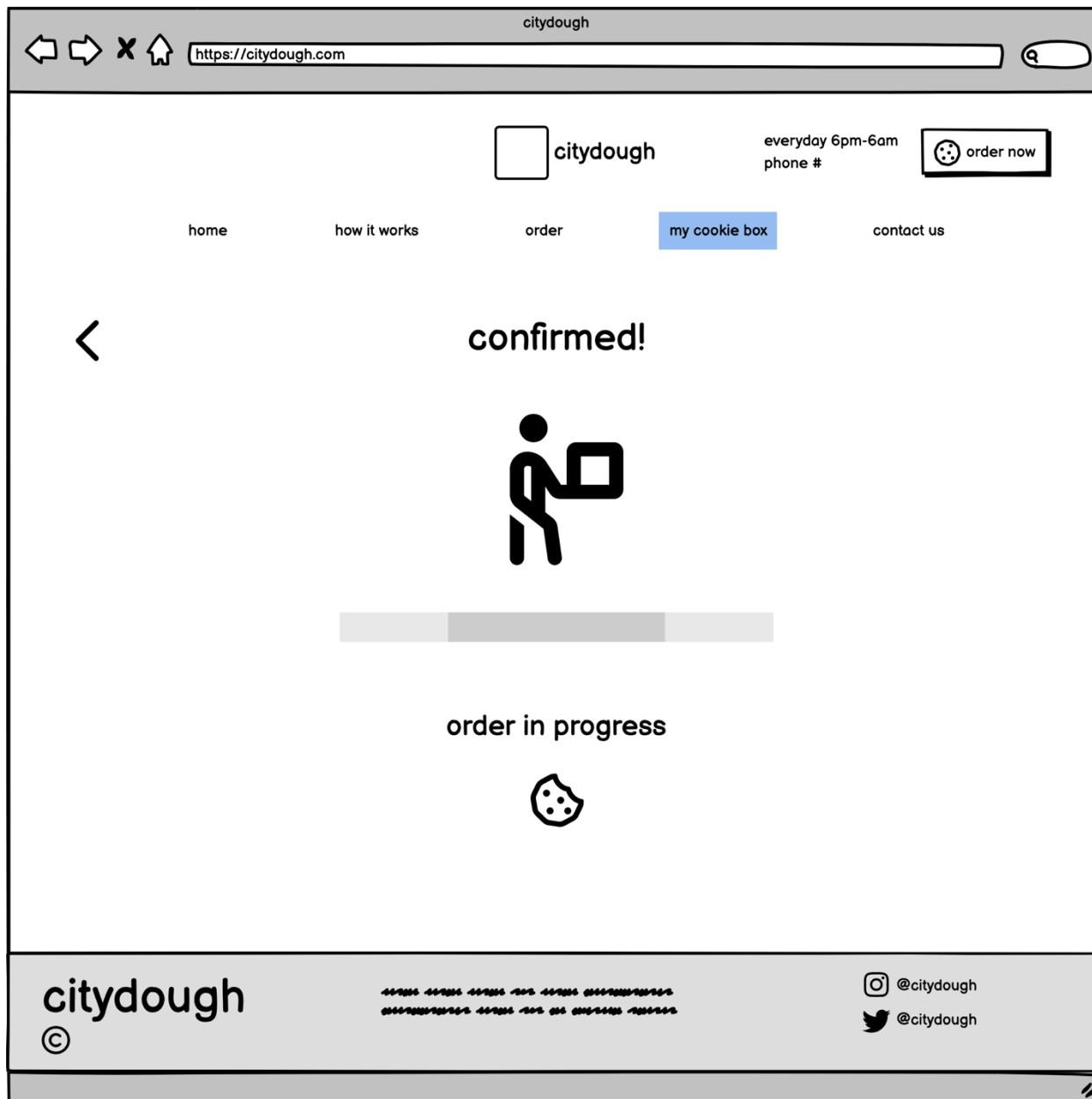
front desk building

hand directly

check out: \$20.90

citydough

@citydough
 @citydough



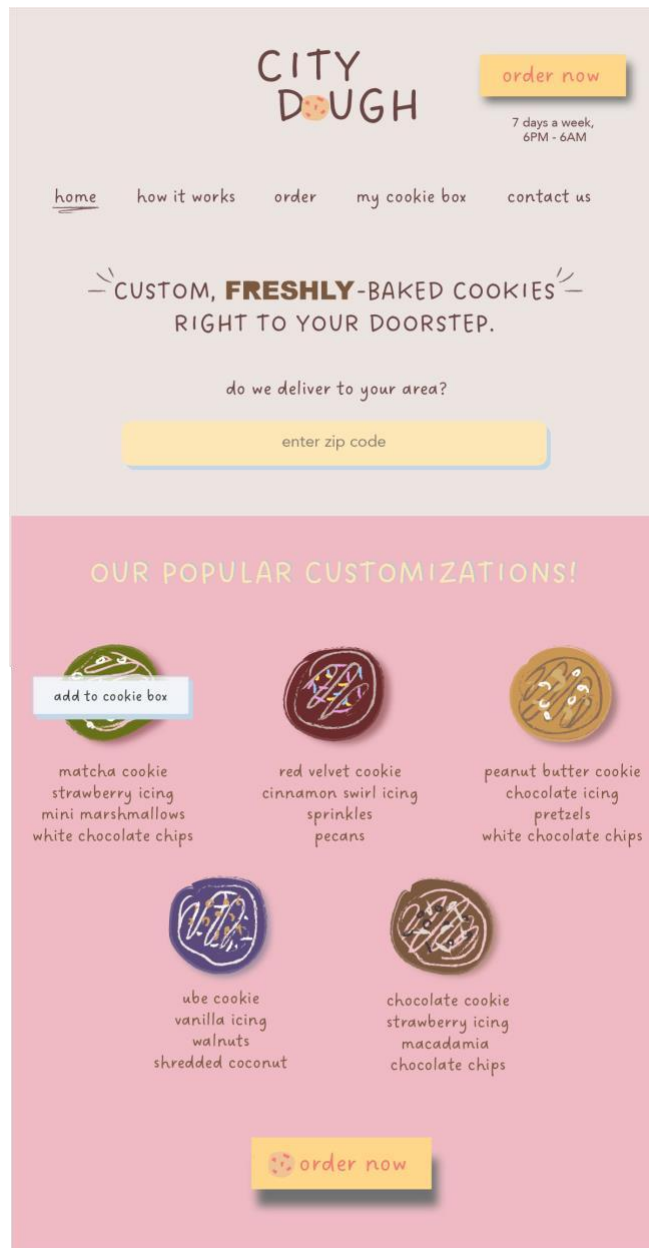
Mood board



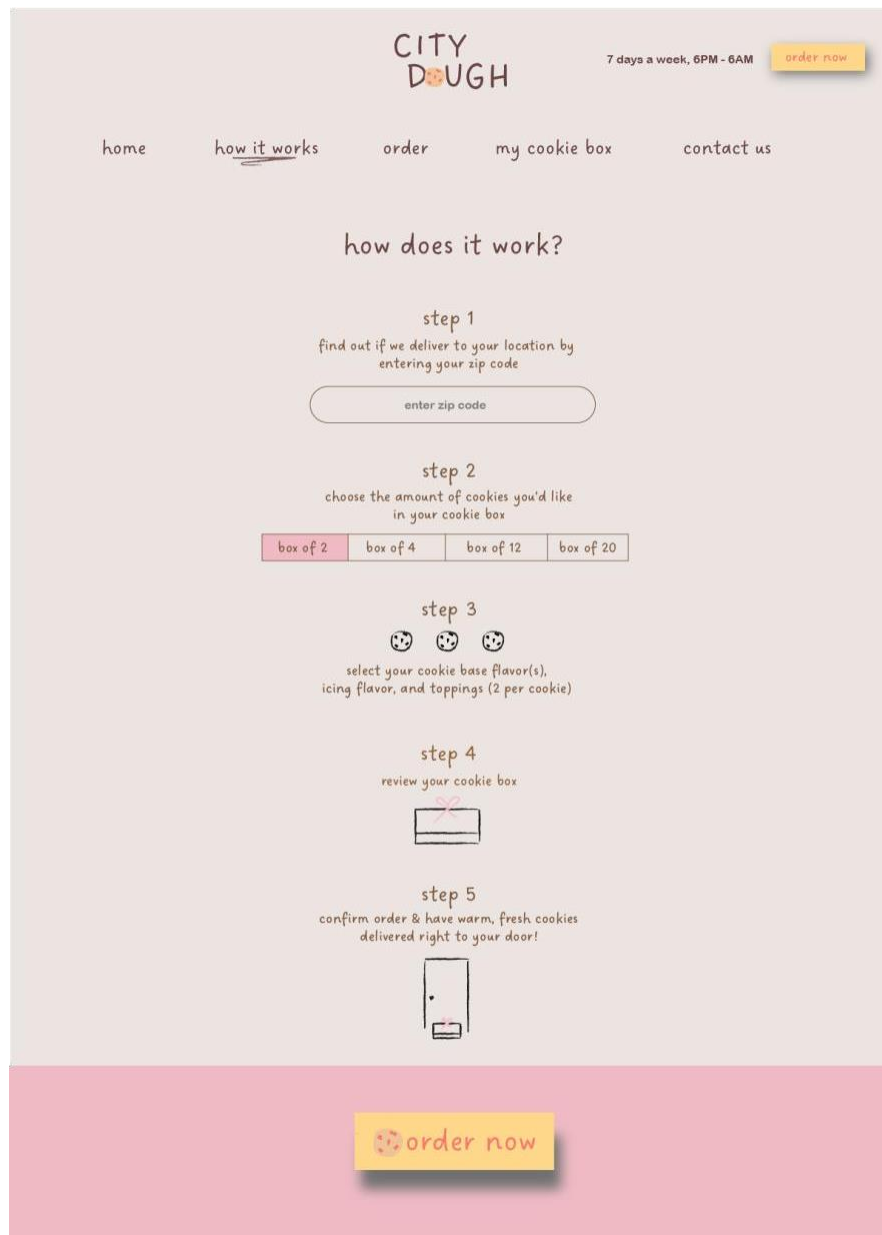
Desktop Mockup



Mobile Mockup



Desktop Additional Page Mock Up



Desktop Ordering Process Mock Up

CITY DOUGH

7 days a week, 6PM - 6AM

order now

[home](#)
[how it works](#)
[order](#)
[my cookie box](#)
[contact us](#)

let's start your order!

cookie count

base

icing

topping

pick your cookie box:

2

\$7.50

box of 2

4

\$15.00

box of 4

12

\$35.00

box of 12

20

\$65.00

box of 20

→

CITY DOUGH

7 days a week, 6PM - 6AM

order now

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[my cookie box](#)
[contact us](#)

<

continue your order!

cookie count

base

icing

topping

pick your cookie bases:

sugar cookie

0

chocolate

0

cheesecake

0

cinnamon swirl

0

ube

0

peanut butter

0

matchca

0

red velvet

0

popular customizations

matcha cookie
strawberry icing
mini marshmallows
white chocolate chips

0

red velvet cookie
cinnamon swirl icing
sprinkles
pecans

0

peanut butter cookie
chocolate icing
pretzels
white chocolate chips

0

ube cookie
vanilla icing
walnuts
shredded coconut

0

chocolate cookie
strawberry icing
macadamia
chocolate chips

0

→

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[order](#)
[my cookie box](#)
[contact us](#)

<

continue your order!


cookie count

base

icing

topping

pick your icing for each of your cookie bases:



ube

icing ▾


vanilla

strawberry

chocolate

cinnamon

no icing



cheesecake

icing ▾


vanilla

strawberry

chocolate

cinnamon

no icing



sugar cookie

icing ▾


vanilla

strawberry

chocolate

cinnamon

no icing



red velvet

icing ▾

vanilla

strawberry

chocolate

cinnamon

no icing

→

CITY DOUGH

7 days a week, 6PM - 6AM

order now

[home](#)
[how it works](#)
[order](#)
[my cookie box](#)
[contact us](#)

<

almost done!


cookie count

base

icing

topping


pick your toppings for each of your cookies:



ube
vanilla icing

select up to two:


☐ chocolate chips
 ☒ white choco chips
 ☐ sprinkles
 ☒ pretzels
 ☐ macadamia nuts
 ☐ pecans
 ☐ mini marshmallows
 ☐ shredded coconut



cheesecake
cinnamon icing

select up to two:


☐ chocolate chips
 ☒ white choco chips
 ☐ sprinkles
 ☐ pretzels
 ☒ macadamia nuts
 ☐ pecans
 ☐ mini marshmallows
 ☐ shredded coconut



sugar cookie
chocolate icing

select up to two:

☒ chocolate chips
 ☐ white choco chips
 ☐ sprinkles
 ☐ pretzels
 ☐ macadamia nuts
 ☐ pecans
 ☒ mini marshmallows
 ☐ shredded coconut



red velvet
vanilla icing

select up to two:

☐ chocolate chips
 ☐ white choco chips
 ☐ sprinkles
 ☐ pretzels
 ☐ macadamia nuts
 ☐ pecans
 ☐ mini marshmallows
 ☒ shredded coconut

add to cookie box

City Dough

CITY DOUGH


7 days a week, 6PM - 6AM

order now

[home](#) [how it works](#) [order](#) [my cookie box](#) [contact us](#)

<

my cookie box



cookie box of 4 ▾

x1

ube, vanilla icing, white choco chips, pretzels

cheesecake, cinnamon icing, white choco chips, macadamia nuts

sugar cookie, chocolate icing, chocolate chips, mini marshmallows

red velvet, vanilla icing, shredded coconut

cookie box	\$15.00
tax	\$0.90
delivery fee	\$5.00
total	\$20.90

check out

CITY DOUGH

7 days a week, 6PM - 6AM

order now

[home](#) [how it works](#) [order](#) [my cookie box](#) [contact us](#)

<

check out

delivery address*

street, city

state

zip code

name*

first

last

phone number*

() - - - -

☒ receive order updates

add tip:

10%

15%

20%

custom

payment*


name on card


card number


exp _/ _

CSV

drop off method*

 hand directly

 leave at door

 front desk building

check out: \$22.99