

# Dinner's On

## Design Brief

*We provide family style, nutritious dinners for busy families. We do the dinner planning and cooking. You and your family come home and do the eating.*

## Concept Details

### Restaurant Name & URL

Dinner's On

[www.dinnerson.com](http://www.dinnerson.com)

### Main target audience

Busy families with school-aged children who need help and ideas for weeknight dinners.

### Service Details

**Location** Rockville, Bethesda, Potomac, Maryland (suburban)

**Cost** \$\$ - Affordable

### Menu Options

<b>Family Size</b>	<b>Main Course</b>	<b>Vegetable</b>	<b>Starch</b>	<b>Dessert</b>	<b>Drinks</b>
4	Baked chicken	Tossed salad	Pasta	Chocolate Cake	milk
	Steak	Caesar salad	Roasted white potatoes	assortment of cookies	soda
8	Fish	Caprese Salad		Vanilla and Chocolate Ice Cream	lemonade
		Green beans	Sweet Potatoes		ice tea
		Peas			
		Broccoli	Rice		

## Target Audience

The website will focus on the following target audiences:

### Roles (groups with similar goals):

- Married adult of families who is in charge of getting dinner on the table
- Divorced single parents who have their kids for several evenings a week and need to get them dinner

### Demographics

- 85% female, 15% male
- age: mid 30s to mid 40s
- education: mostly college educated or above
- occupation: various but, generally white collar
- marital status: married
- children: 2 to 4
- income: but family income of \$200K
- location: Rockville, Bethesda, Potomac, Maryland area

### Psychographics

- personality: outgoing; hardworking; responsible; fun
- values: time with family and family dinners; hard work; traditional family
- attitudes: conservative or liberal thinking;
- interests: athletics, movies, current music,
- lifestyles: dad coaches kids' sports; mom is involved with PTA or Girl Scouts
- User and Client Needs

## User and Client Needs

### User

- The website needs to enable the user to:
- Find out if the restaurant delivers to their area.
- Order food online.
- Customize the dinner that will be delivered.
- Choose the size of the family that will be served.
- See the price before ordering.
- See the past order history.
- Contact someone with questions.

## Client

- To sell food online that will be delivered
- Provide a system for order customization,
- Appear professional and family oriented.
- Communicate that the company is educated on the everyday needs of a family.
- Communicate reliability

## Initial Personas

### Amy Johnson - (35 yrs) - The Working Mom

married with 3 kids, 5, 7 and 10



works full-time, as does her husband

Amy cooks on Sunday night but by Wednesday, the food is gone and her energy is low.

### Peter Martin - (36 yrs) - The Cool Divorced Dad

Peter gets the kids every Wednesday night, but he can't cook.



a busy lawyer with 2 kids, 5 and 7

## Anna Martinez - (45 yrs) - The Busy Doctor

a general surgeon at a local hospital who is on call every week with 2 kids, 14 and 16



Very organized and a good cook but when she gets called in for emergency surgery, she has no choice but to go. She still has to plan for dinner for the kids (and, have something ready when she gets off

## Outline of Scope

### Content Requirements

#### Food Menu

- *main courses*
- *side dishes*
- *starch options*
- *desserts*
- *drink options*

Size of meals: *i.e. number to be served ( 4 or 8)*

*Price of meals*

*Images of food*

*About us*

*Testimonials*

*Contact Information*

#### FAQ

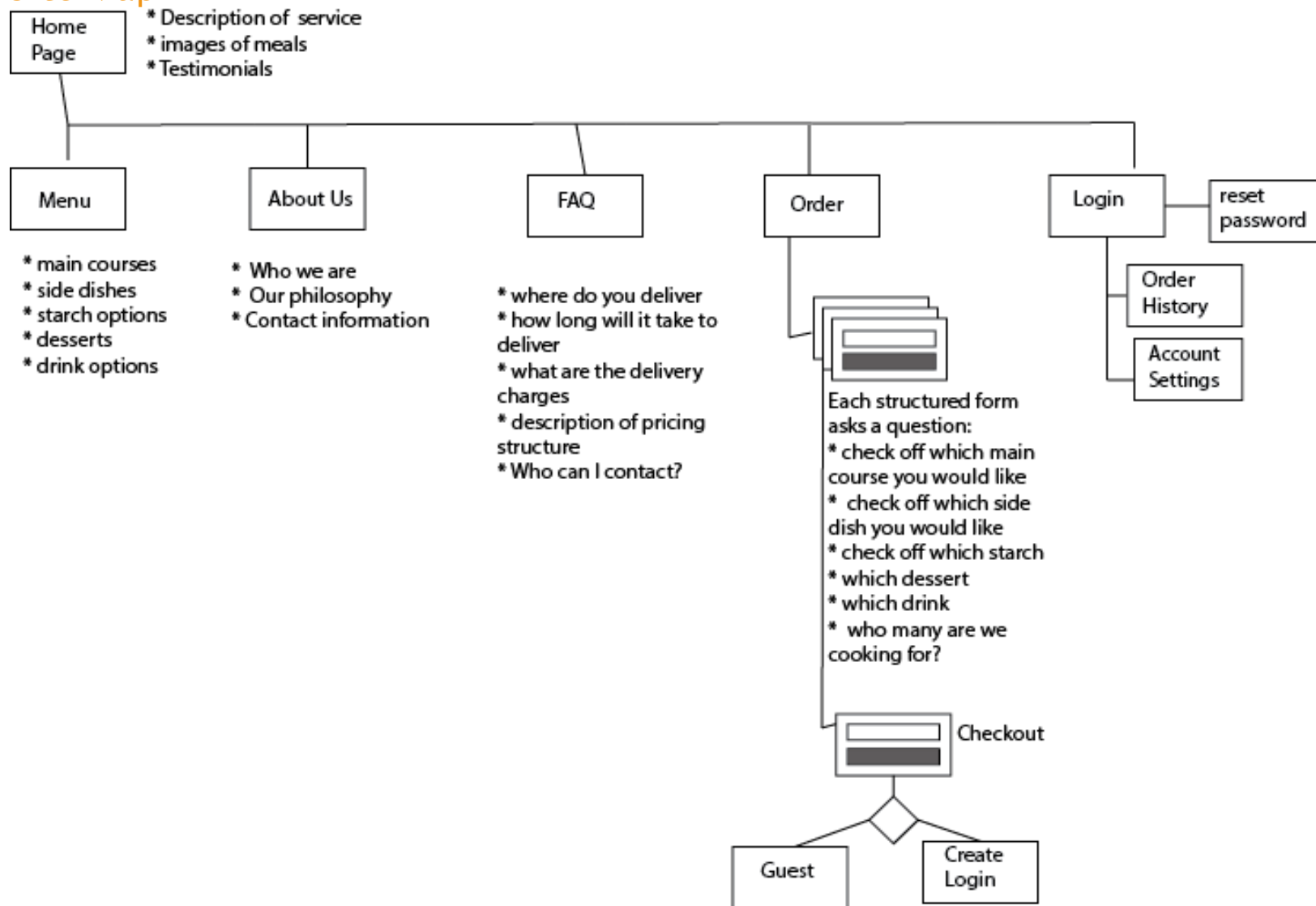
- where do you deliver
- how long will it take to deliver
- what are the delivery charges
- description of pricing structure
- Who can I contact?

### Functionality Requirements

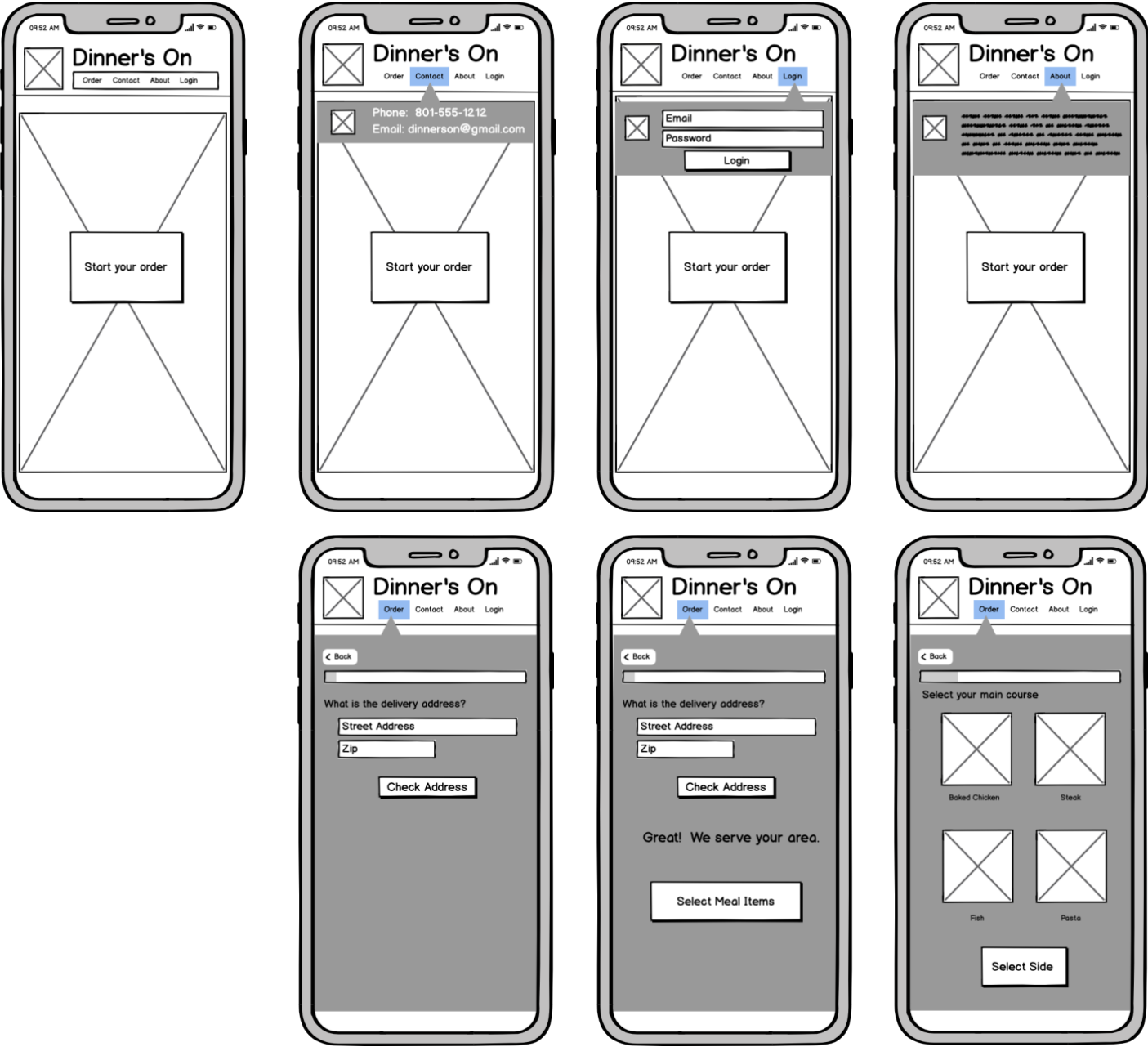
*“The user will be able to ... “*

- Create an order based on a user's selections and see the price
- select from the different categories
- select number of people that will be eating
- find out price based on selections
- see when the delivery will arrive
- Place the order
- see totals with taxes and delivery fees
- accept credit card/debit card/PayPal
- send an email reflecting the order
- Estimate delivery time
- Offer the option to create an account to maintain order history
- user authentication
- maintain and view previous orders

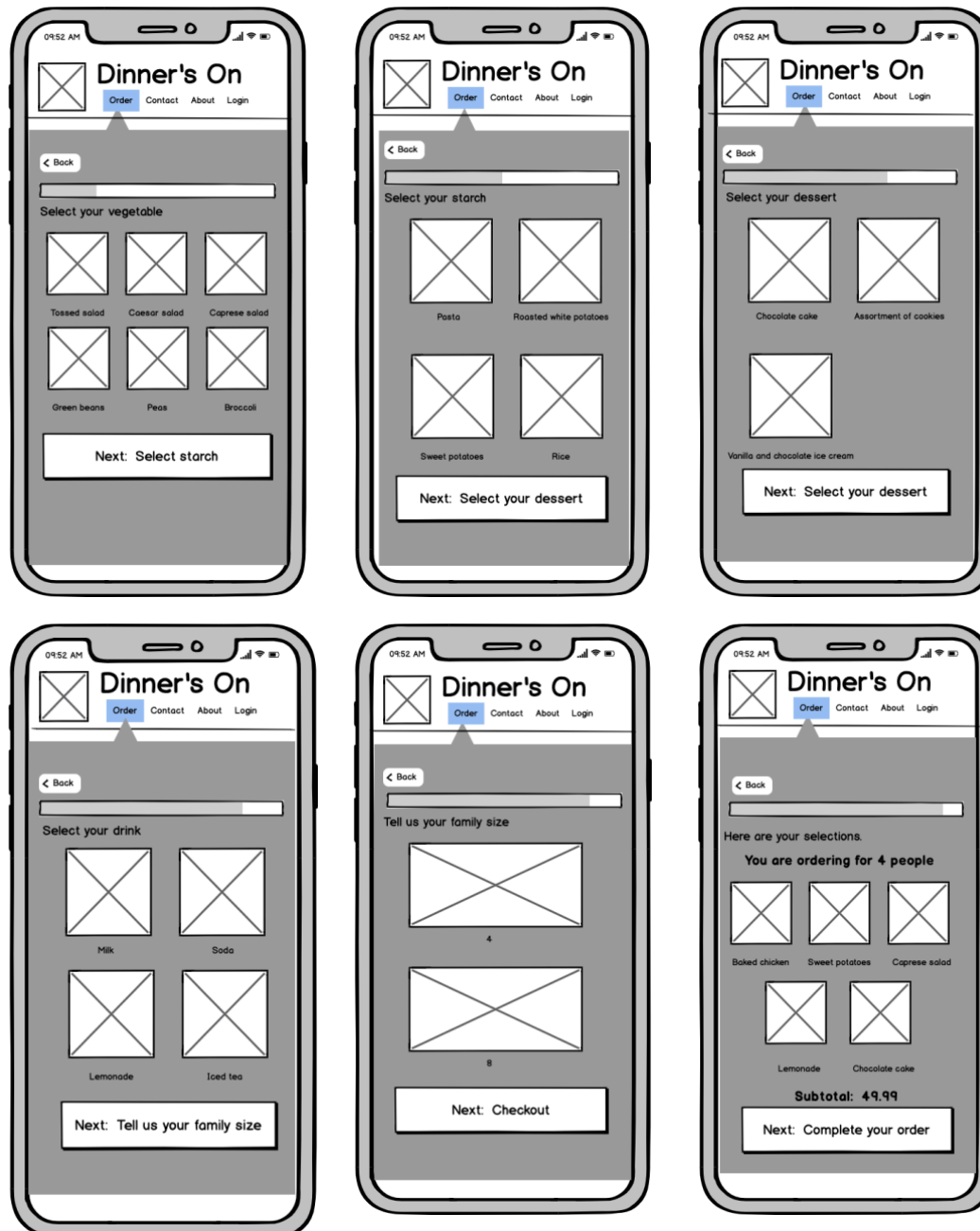
## Site Map




Wireframes







09:52 AM

Dinner's On

[Order](#)
[Contact](#)
[About](#)
[Login](#)

[< Back](#)

Subtotal: 49.99

Tax: 6.49

Delivery: 5.00

Total: 49.99

Delivery Info

Phone Number

First Name
Last Name

Street Address

Apartment

City
State


Zip

Credit Card Info

Number

Expiration Date
CVV

Complete your order

09:52 AM

Dinner's On

[Order](#)
[Contact](#)
[About](#)
[Login](#)

Thank you!


Would you like to save your account?

Email address

Password

Confirm password

Create your account


Dinner's On

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Start your order

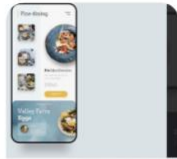
## Mood Board

## Dinner's On

22 Pins · 19 followers

## Your Pins

## More ideas



Full-color Mockups



Dinner's On

[Order](#) [Login](#)

**We bring the dinner,  
you bring the family.**

Feed your family of 4 for \$49.99  
Feed your family of 8 for \$89.99

Choose your main course and get started



**Join**  
*the Dinner Club*



Create your login here or when you complete your first order. In addition to one-click ordering, you will get 10% off after every 5 meals ordered.

**Join Us**

ADDRESS  
1404 Huntington Pkwy  
Bethesda, Maryland. 20852

OPERATING HOURS  
Sunday through Sunday  
4pm to midnight

Follow us!





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**About Us**



**Mary**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo



**Jean**



Dinner's On

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Choose your main course



Roasted Chicken



Spaghetti and Sauce



Grilled Salmon



Grilled Steak

Next: vegetable

Step 1

Step 2

Step 3

Step 4

Now, choose your vegetable

Tossed salad

Caesar salad

Caprese salad

Spring Peas

Green beans

Steamed Broccoli

Next: starch

Step 1

Step 2

Step 3

Step 4

Don't forget your starch

Garlic Pasta

Roasted Potatoes

Sweet Potatoes

Steamed Rice

Next: drink

Step 1

Step 2

Step 3

Step 4

Choose a drink

1% White Milk

Iced Tea

Liter of Soda

Simply Lemonade

Next: dessert

Step 1

Step 2

Step 3

Step 4

Tap a dessert

Chocolate cake

Ice cream

Assorted Cookies

Next: how many?

Step 1

Step 2

Step 3

Step 4

How many for dinner?

Four

Eight

Next: review

Step 1

Step 2

Step 3

Step 4

Review your selections

Roasted Chicken  
Tossed Salad  
Roasted Potatoes  
1% White Milk  
Ice Cream  
Four will be dining

Subtotal

\$49.99

Tax

3.48

Total

\$49.99

Next: address

Step 1

Step 2

Step 3

Step 4

Let us know where to deliver

Phone Number

First Name

Last Name

Street Address

Apartment

City

State

Zip

Next: payment

Step 1

Step 2

Step 3

Step 4

Let us know where to deliver

Phone Number

304-789-5684

First Name

Jane

Last Name

Swanson

Street Address

4204 Maple Avenue

Apartment

#2203

City

Rockville

State

MD

Zip

20873

Next: payment

Step 1

Step 2

Step 3

Step 4

How would you like to pay?

Number

304-789-5684

Exp Date

06/2021

CVV

\*\*\*\*

Finish!

Step 1

Step 2

Step 3

Step 4

Thank you!

Your dinner is on its way!  
Call with any questions:  
**800-555-1212**

Save your account now and  
Order your next dinner with one tap.

Email

Password

Confirm Password

Home





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301-657-0987

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