

Petits Plats

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Restaurant Concept

Name & URL

Petits Plats & petitsplats.de

Food & drink

“Petits Plats” delivers french mediterranean cuisine suitable for vegetarians and vegans. You can combine each dish, take one of each or whatever you prefer.

Entrées:

- *French Baguette with tomatos and olives*
- *Tartines (varieties of open sandwiches)*
- *Chicorée salad with mandarines and walnuts*

Main dishes:

- *Vegetable Quiche*
- *Mediterranean Rice salad*
- *Couscous with vegetables and chickpeas*
- *Ratatouille*

Desserts:

- *Tiramisù*
- *Fruit Salad*
- *Molten chocolate cake*
- *Crêpes with chocolate cream/marmelade/crème de marron*

Drinks:

- *Cider*
- *Wine*
- *Water*

Location

The restaurant is located in Northern Germany, Kiel. The city is near the baltic sea and a popular students city. Though the city isn't know for it's good weather.

Main target audience

- College students
- Young adults
- Everybody who loves french culture and food

Cost

The prices will be affordable (€). The main goal is to make vegetarian and interesting mediterranean food open for everybody.

Elevator pitch

We bring french mediterranean taste to the northern part of Germany and making you withstand a cold and rainy day with a bit of “savoir-vivre” and enjoy life.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- *College students or former students*
- *Young adults/families that live an alternative lifestyle*
- *Mid-age couples that love the french kitchen*

Demographics

- **Gender** – Probably a bit more women than men
- **Education** – Middle school or higher
- **Occupations** – students, teachers, artists
- **Age** - 18 - 65+

- **Location** - Whole area of the city of Kiel

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:** Open, adventurous, curious
- **Values:** Liberal, eco-conscious, open-minded
- **Lifestyles:** Active, minimalistic, health oriented

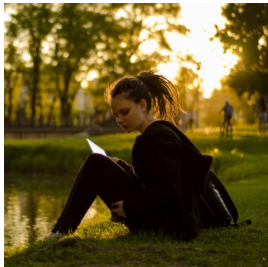
Strategy

User Personas

Marc Stieger (32) – The Creative Mind



- Freelance Art Director
- Former art student
- Vegetarian and minimalistic lifestyle
- Open and communicative
- Likes to travel



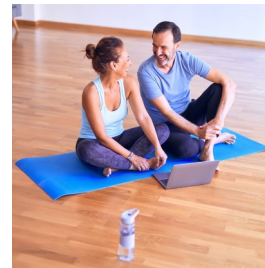
Lena Warendorf (20) – The Eco-Conscious

- First year student Environmental Studies
- Vegan and active in the movement for protecting the climate
- Ecological conscious, tries to reduce waste and carbon footprint
- Likes to meet friends and to explore new things

things

- Only uses her bike

Anna & Michael Dübber (45 & 47) – The France-loving couple



- Primary school teacher & Information Engineer
- Active couple that is doing a lot of things together
- They are open for discovering new things
- Have a vacation home in the south of France
- Health oriented

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- See the ingredients and where they are coming from
- Find delicious dishes they like and/or already know from a stay in France
- Cruelty free but affordable products

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Be transparent about the ingredients of the dishes
- Get the ingredients mostly from local partner
- Attract customers that are looking for vegetarian and vegan dishes

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Food and Drinks Menu
- Pictures and descriptions of the dishes that are available
- List of contained ingredients, allergens and indication where the products are coming from
- Display prices
- About us page
- Contact

Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Chose from a list of premade dish combinations
- Create their own combinations
 - Entrées
 - Main Dish
 - Dessert
 - Drink
- Check out & payment
- See delivery status
- Get help with orders (chatbot?)

Sitemap

