

RiceRoll

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Restaurant Concept

Restaurant Name & URL

RiceRoll
Riceroll.com

Food & drink

Rice rolls Customization

- *Rice: White rice, Sticky rice, Brown Rice, Red rice, Purple rice*
- *Meat: Barbeque Pork, Sesame Beef, Teriyaki Chicken, Salt & Pepper Turkey*
- *Veggie: Saute Tofu, Roasted Onion, Lettuce, Green/Red/Yellow Bell Pepper, Spinach Leave.*
- *Other: Roasted Seaweed, Mung Bean Paste, Guacamole.*
- *Flavor/Sauce: Salt&Pepper, Teriyaki Sauce, Oyster Sauce, Soy Sauce, Chili Oil Sauce, Black Bean Sauce*

Location

La Mirada, California, United States
Delivery radius: La Mirada area

Main target audience

College students: Breakfast, lunch, dinner. (Open from 7 am -7 pm)

Cost

\$ - \$\$

Depends on what kinds of ingredients the customer choose

Elevator pitch

A traditional Asian food. Healthy fast food with varied options of whole grains, fresh protein, and a variety of vegetables. Warm rice brings you a warm body and rich nutrition gives you the energy to get ready for all day!

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- *Busy College Students*
- *Busy Junior Businessman or woman*
- *People who are looking for quick and affordable food*

Demographics

- **Gender** - All Gender
- **Education** - All kinds of education, mainly for undergraduate students.
- **Occupations** - Mainly for students
- **Age** - 18 - 30 years old
- **Income** - Limited
- **Location** - Urban, suburban

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**

- **Busy**
- **Rush**
- **Hungry**
- **Youthful**
- **Homesick**

- **Values:**

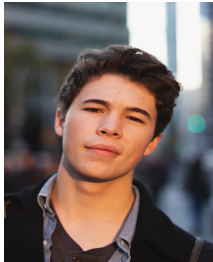
- **Conservative**
- **Focus on health**
- **Living in minimalism**
- **Study/Work hard**
- **Try to save money**

- **Lifestyles & Interests:**

- **Colleagues**
- **Coworkers**
- **Family**
- **Active**
- **Studious**

Strategy

User Personas (optional)



Jimmy Elson (20) – PERSONA

- Student of Biola University in *La Mirada, California, United States*
- *Applied and won many scholarships due to good grades and limited income family*
- *“I want to be independent in my college life, find a good job after graduation to help out my family”*



Edén Acshima (46) – PERSONA

- Biology Assistant Professor, and meanwhile taking Biology in Ph.D. at Biola University
- Married 10 years, has two children, one 3 years old, 7 years old
- Wife is an elementary school teacher, and just found out pregnant again
- “I am the luckiest man in the world because I have a wonderful family. I will work and study very hard to provide them a better life!”



Sue Ying (21) – PERSONA

- Getting the Law Bachelor Degree at Biola University
- International student
- Senior
- Applying for the master degree in Biola right now
- “I miss Asian food..”

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Find out what time they open
- Be able to customize the order
- Be able to see the price before actually pay

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Provide a system to upgrade the order in a certain time (cancel the order or add more ingredient in it)
- Explain what the rice roll is for people who never had it
- Be able to communicate fast

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Radius of delivery
- Open/ Close time
- Menu and price
- Images of Menu items
- About RiceRoll
- About us
- Contact information(Location, phone number, email)
- FAQ
 - What is a rice roll?
 - Are the ingredients fresh?
 - How long can food last in the refrigerator?

Functionality Requirements

Systems that will allow the user to accomplish tasks.

"The user will be able to..."

- Customized ingredients in the rice roll or select the listed rice roll
 - Rice → Meat → Vegetable → Other → Sauce
 - Show the price before payment
- The map shows the radius and time of delivery
- Be able to cancel/upgrade the order in 10 minutes
- Live Chat Box
- Check out
 - Log in/pay as a guest
 - Customer information (name, address, email, phone number)
 - Ways to check out