

Mochi-Mochi

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Restaurant Concept

Restaurant Name & URL

Mochi-Mochi
www.mochi-mochi.ru

Food & drink(in café, to-go or order)

❖ Desserts

- ♦ Mochi (Daifuku/ Kusa Mochi / Botamochi / Sakura Mochi / Yatsushashi /Kuzumochi/ Mochi ice cream)
[Japanese rice cake]
- ♦ Dango
[a Japanese dumpling and sweet made from mochiko (rice flour)]
- ♦ Taiyaki
[a Japanese fish-shaped cake]
- ♦ Manju
[a popular traditional Japanese confection. Usually a pie made of wheat, buckwheat or rice flour filled with anko with sugar]
- ♦ Dorayaki
[a red-bean pancake which consists of two small pancake-like patties made from castella wrapped around a filling of sweet Azuki red bean paste]
- ♦ Monaka
[a Japanese sweet made of azuki bean jam filling sandwiched between two thin crisp wafers made from mochi]
- ♦ Yokan
[is a thick, jellied Japanese dessert made of red bean paste, agar, and sugar]

❖ Drinks

- ♦ Bubble tea
- ♦ Green tea
- ♦ Ramune
[carbonated soft drink originally created and sold in Japan]
- ♦ Matcha Latte

❖ Hot meals

- ♦ Onigiri
[Japanese rice balls]
- ♦ Ramen
[Noodle soup]

Location

Russia, Saint Petersburg, central area(Urban)
Delivery radius: Saint Petersburg radius

Main target audience

College students

Cost

₽ - affordable/moderate
[For example, about 150 Russian rubles per a portion of mochi]

Elevator pitch

Our restaurant brings the aesthetic of Japanese culture to one of the largest cities in Russia, Saint Petersburg. Using the traditional technologies, we cook various Japanese dishes, especially desserts. We give an opportunity to explore the fascinating cuisine of Japan

YOUR RESTAURANT'S NAME

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- ❖ Students
- ❖ Asian cuisine lovers, wanting to eat their favorite food
- ❖ Adventurous people ready to try something new

Demographics

- ❖ **Gender** – more women than men
- ❖ **Education** –High school/College
- ❖ **Occupations** - Students
- ❖ **Age** – 15-25 year olds
- ❖ **Location** – Urban (Russia, Saint Petersburg)
- ❖ **Marital status**- single/dating
- ❖ **Income** -

Psychographics (personality, values, attitudes, interests, lifestyles)**❖ Personality & Attitudes:**

- ♦ Interested in Japanese/Asian culture
- ♦ Adventurous

❖ Values:

- ♦ Open-minded
- ♦ Liberal

❖ Lifestyles:

- ♦ Spending time with friends
- ♦ Traveling
- ♦ Studying

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 if the restaurant is open
- ❖ Find out how to go to the restaurant
- ❖ Understand the menu, what the meals are like and what the ingredients are
- ❖ Have an information about the coming order

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 the information about the meals and ingredients
- ❖ Convey the atmosphere, culture
- ❖ Communicate reliability

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- ❖ Logo
- ❖ Menu
 - ♦ Desserts
 - ♦ Beverages
 - With
 - ♦ Text:
 - Prices
 - Description
 - Ingredients
 - ♦ Images
- ❖ About us
 - ♦ Text(company history, aims and goals)
 - ♦ Video(overview video about the restaurant)
 - ♦ Images(of the restaurant, of the workers, of the food and the cooking process)
- ❖ Events
- ❖ Contact
 - ♦ Phone number
 - ♦ Address, map(directions)
 - ♦ Links (social media)
- ❖ FAQ
 - ♦ Where do you deliver?
 - ♦ How can I contact with questions?
 - ♦ How can I pay for the order?

- ♦ Do you charge for delivery?
- ♦ How much time is needed prior to an order?

Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- ❖ Filtering the meals
- ❖ Search a dish
- ❖ Image slideshow
- ❖ Create an account
- ❖ Log in
 - ♦ See orders, sales, events
 - ♦ Order history
 - ♦ Favoriting
- ❖ Order online
 - ♦ Repeat order
 - ♦ Add items to shopping cart
 - ♦ Choose the delivery
 - ♦ Shipping calculator
 - ♦ Pay online
 - ♦ See real-time order status on a map
 - ♦ Get a confirmation letter about the order
- ❖ Reserve a table
- ❖ Chat with an administrator online

Sitemap

