

# Thandai Juice Corner

Parvez Hossain Saurav

# Restaurant Concept

## Restaurant Name & URL

Thandai Juice Corner

thandai.com

Healthy Organic Juice Delivery Service and daily subscription.

## Food & drink

### Customization

- Yummy Health
  - Orange Juice
  - Lemon Mint
  - Rime Mango Juice
  - Koromcha Juice
  - Blackberry Juice
  - Grape Juice
  - Pineapple Juice
  - Watermelon Juice
- Health Boost
  - Jeera Pani
  - Olive Juice
  - Carrot Juice
  - Papaya Juice
- Special
  - Greeny Myny
  - Desi Beet

## Location

Rajlaxmi Complex, Sector #3, Uttara, Dhaka

Delivery Radius: Dhaka City

## Main target audience

- Health conscious
- Juice Lover
- Fitness Geeks
- Teens
- Elderly People

## Cost

\$ - Affordable

## Elevator pitch

*Healthy Yummy organic juice at your door step. Feeling hot in summerdays or need a health boost Thandai is here to meet your everyday juicy need.*

Thandai Juice Corner

# Strategy

## Target Audience

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

**Roles** (groups of people with similar goals)

- *Health Worker*
- *Juice lover looking for organic juice*
- *Health concious Adult citizens*
- *Young Fitness Geeks.*
- *Young youthful students*

### Demographics

- **Gender** - Male and Female
- **Education** -Moderate to High
- **Occupations** - Health Workers, Students, Fitness Fanatic
- **Age** - 18-65
- **Location** - Dhaka ( Mainly Dhanmondi, Azimpur, Zhigatola, Mohammadpur, and Shamoly.)

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

*Think of at least 5 details among the categories below.*

- **Personality & Attitudes:**

- Health Concious
- Youthful
- Fitness Fanatic

- **Values:**

- Religious ( No Alcohol)
- Health Safty

- **Lifestyles:**

- Routine Lifestyle
- Active
- Family
- Atheletic & Energetic

# Strategy

## User Personas (optional)



### Arfan Khan (17) – Fitness Guy

- 17 year old college student
- Play football in college
- Fitness fanatic
- Don't drink alcohol



### Selin Akhter (28) – Health Worker

- Work at Anisa Health Clinic
- Married for 3 years
- Mother of one child
- Serious about fresh and nutrient food for her family.



### Junayed Hossen (48) – Director of NSLA Corp.

- 48 year old busy director
- Married for 15 years
- Father of 2 children
- Has many health issues
- Have follow a strict healthy routine

# Strategy

## User Needs

The website needs to enable the user to:

- Find out if the delivery is available in the area
- Order Juice online
- Activate Subscription of package for daily Organic Juice delivery
- View and choose from different type of juice
- Maintain different subscriptions
- Find out if the juice corner is open

## Client Needs

The website needs to enable the client to:

- Deliver juice online
- Providing daily subscription base service
- Provide a system for order customization
- Communicate reliably
- Advertising different type of juice availability

# Outline of Scope

## Content Requirements

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

*"The user will be looking for..."*

- Location
- Opening Time
- Drink Options
- Drink Images
- Drink Prices
- Drink Ingredient
- About Us
- Subscription Packages
- Subscription Process
- Contact
- FAQ
- Customer Review

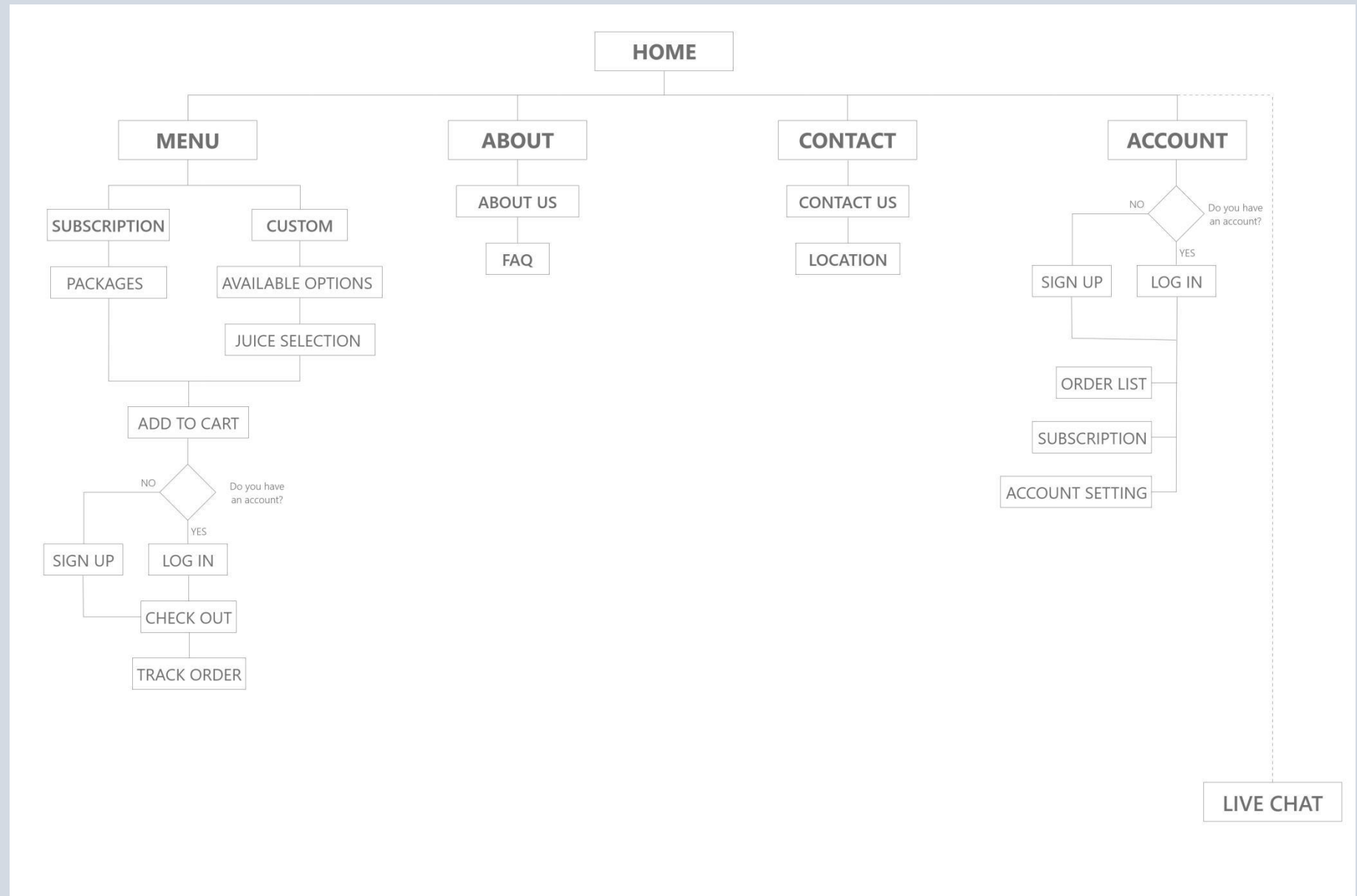
## Functionality Requirements

Systems that will allow the user accomplish tasks.

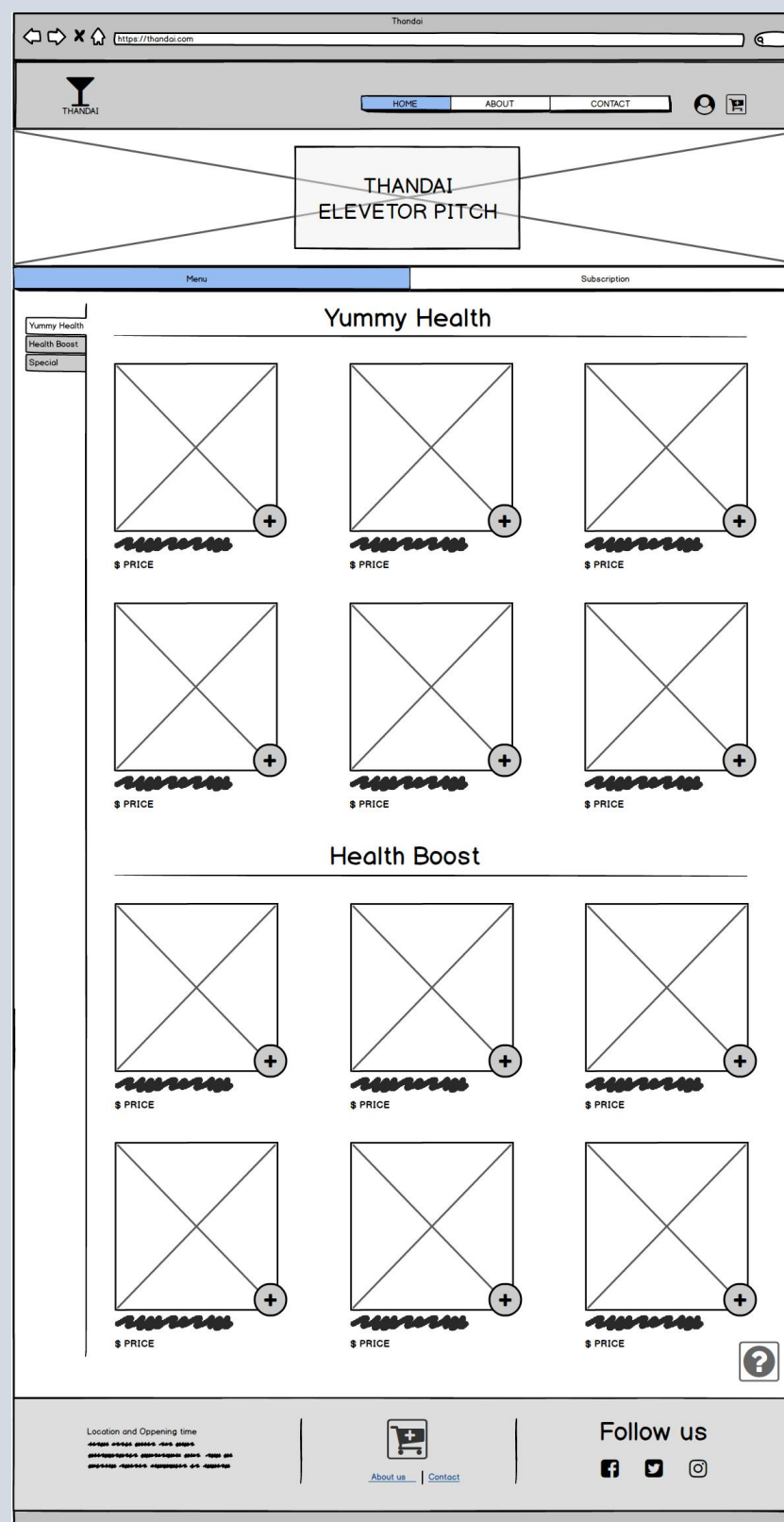
*"The user will be able to..."*

- Place Custom Order
- Check Availability
- Local Payment methods
- Track Order
- Create Account
- Log in
- Juice Delivery Subscription
  - Delivery Interval
  - Delivery Selection
  - Bill Calculator
- Live Chat Support
- Large Order Booking

# Sitemap




# Desktop Home Custom Menu







# Shopping Cart




Thandai
https://thandai.com


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[Home](#) > Shopping Cart


	Juice Name	Quantity	Unite Price
<input type="checkbox"/>		<input type="text" value="1"/>	\$
<input checked="" type="checkbox"/>		<input type="text" value="1"/>	\$
<input checked="" type="checkbox"/>		<input type="text" value="2"/>	\$
Total Price			\$

Promo Code

Confirm Order




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Location and Oppening time



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DELIVERY INFO

OR

Log In


NEXT



Location and Opening time




📍 123 Main St, New York, NY 10001

🕒 Mon-Fri: 10am-8pm, Sat-Sun: 11am-7pm




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# CheckOut



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## Billing Information






Location and Opening time

Address line 1




Address line 2

Address line 3

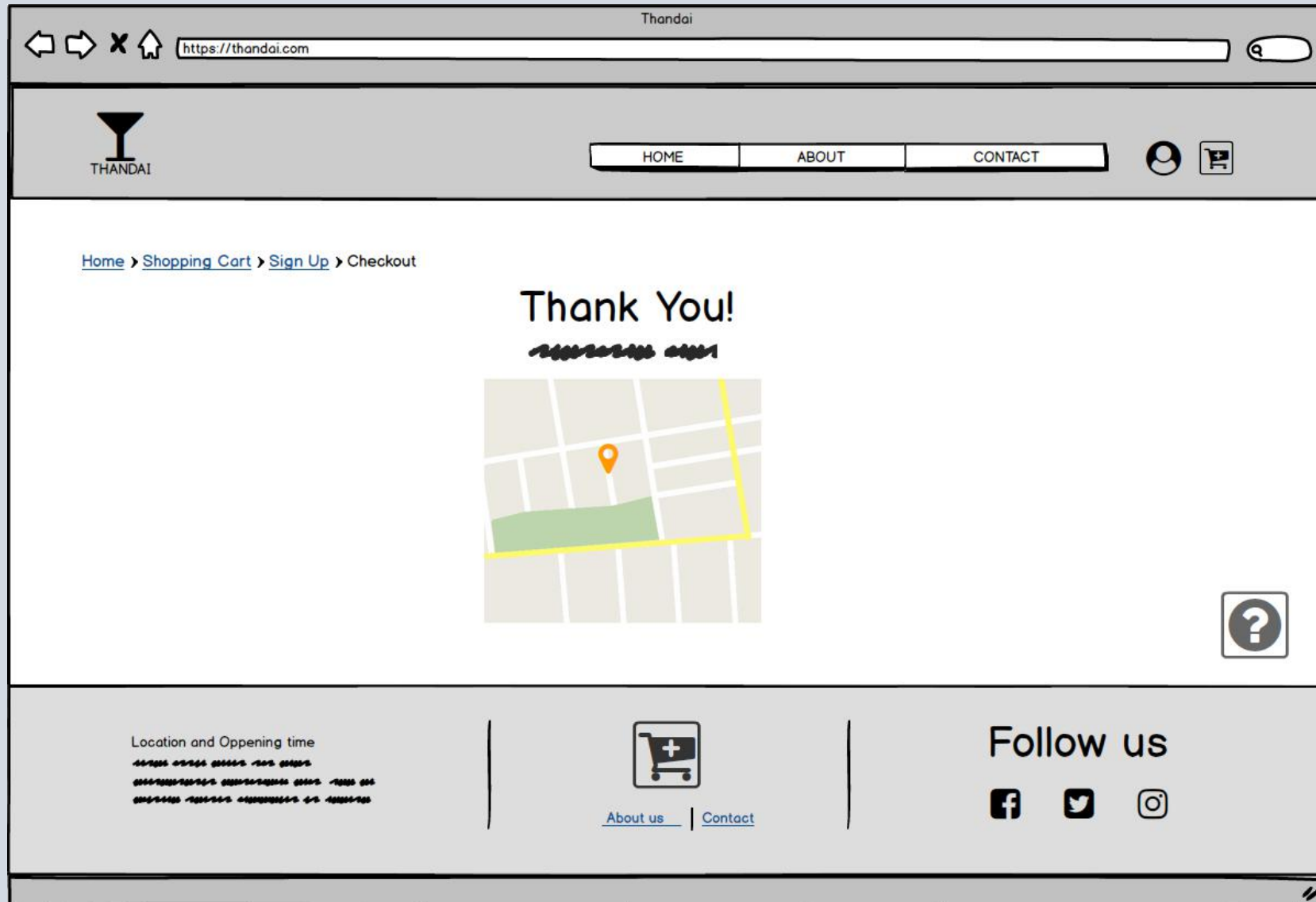


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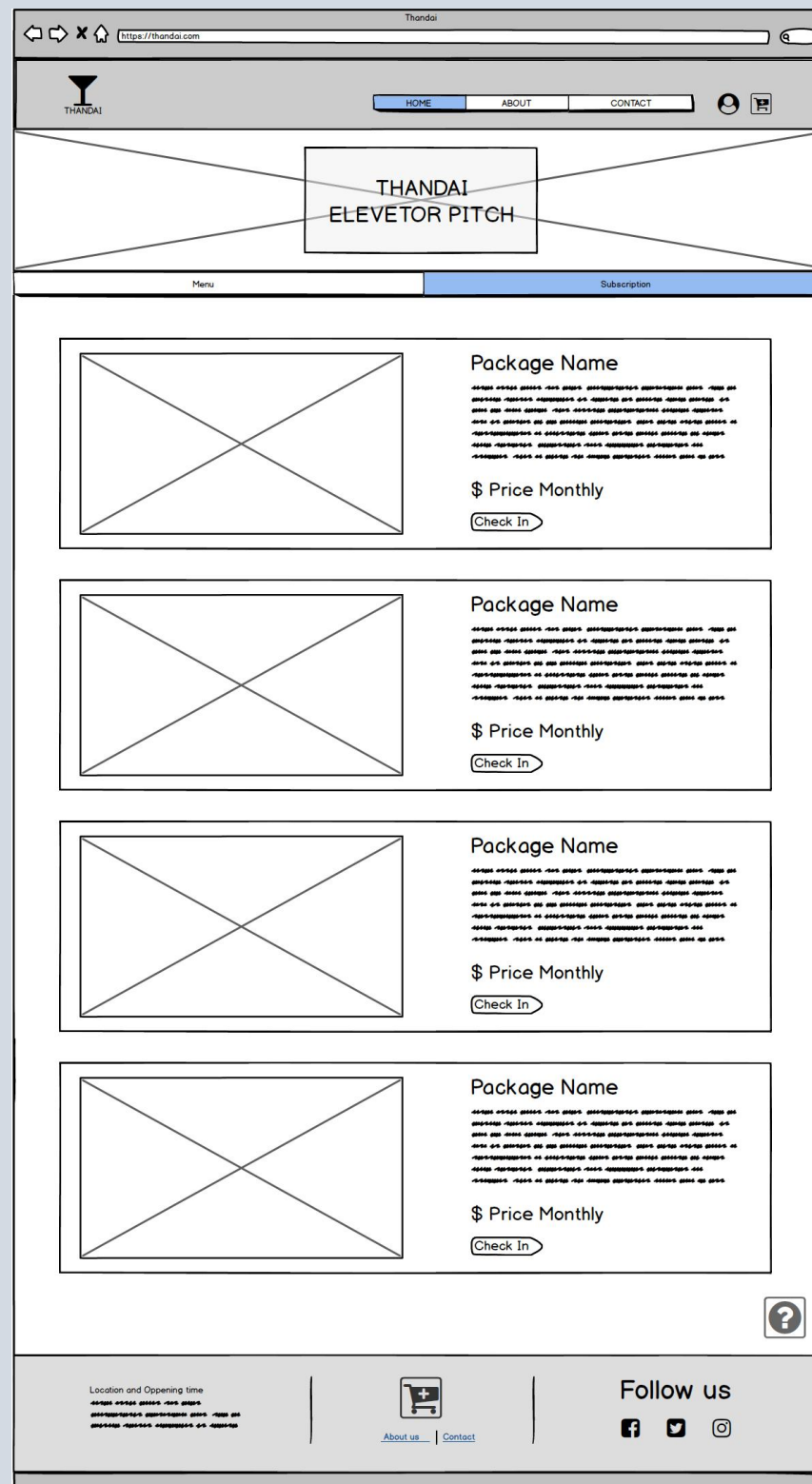
# Track Order



# Desktop Home

## Daily Juice Delivery

### Subscription




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Checkout

Billing Information

Name On Card

Card Number

CVV

Expire Date

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Delivery Starting Date

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📅

Submit Order

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Location and Oppening time

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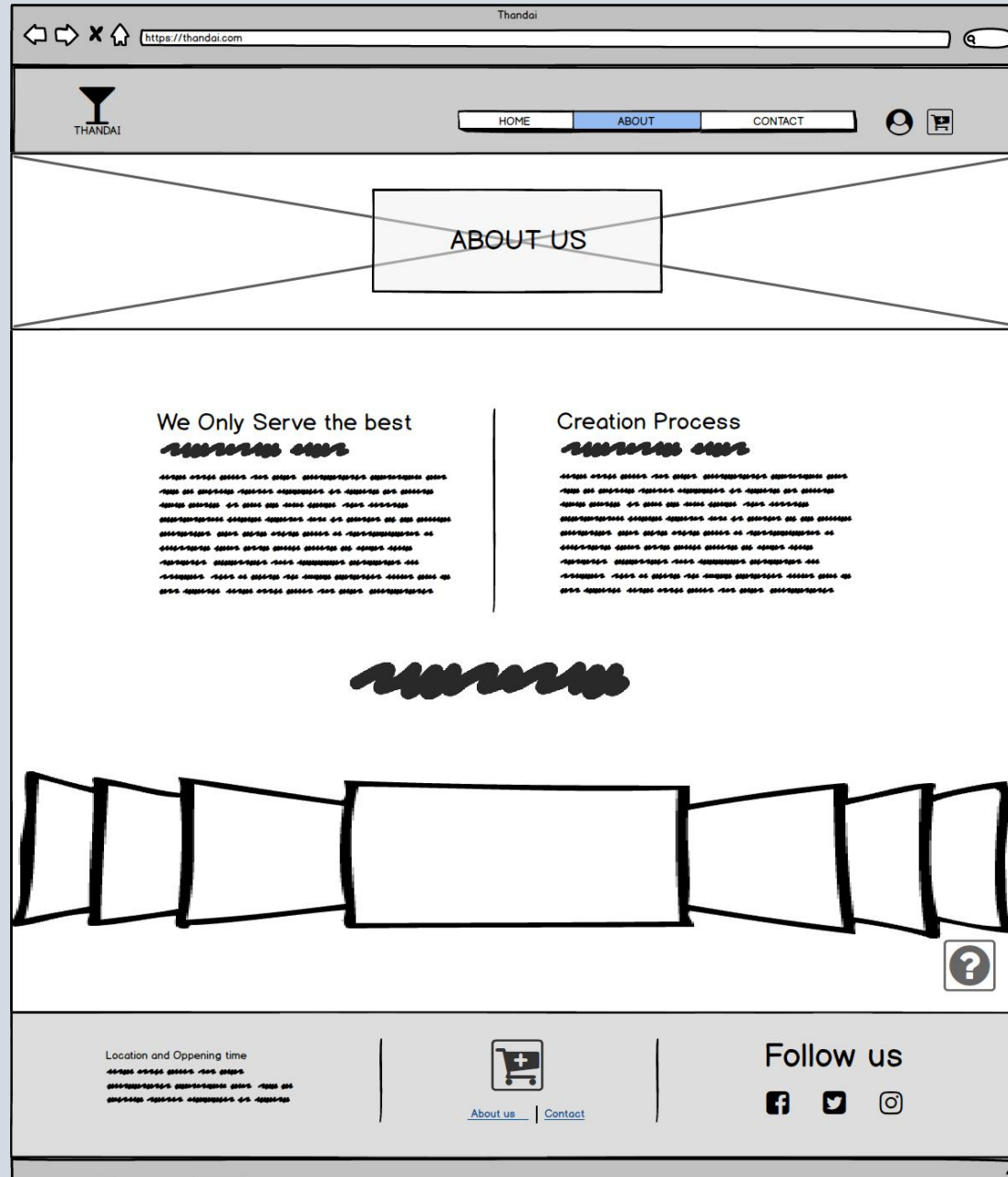
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Uttara Branch

Branch Information

Branch Information

Branch Information

## Reach Out!

Let us know what you think

Your Name

Email

Your Message

SEND

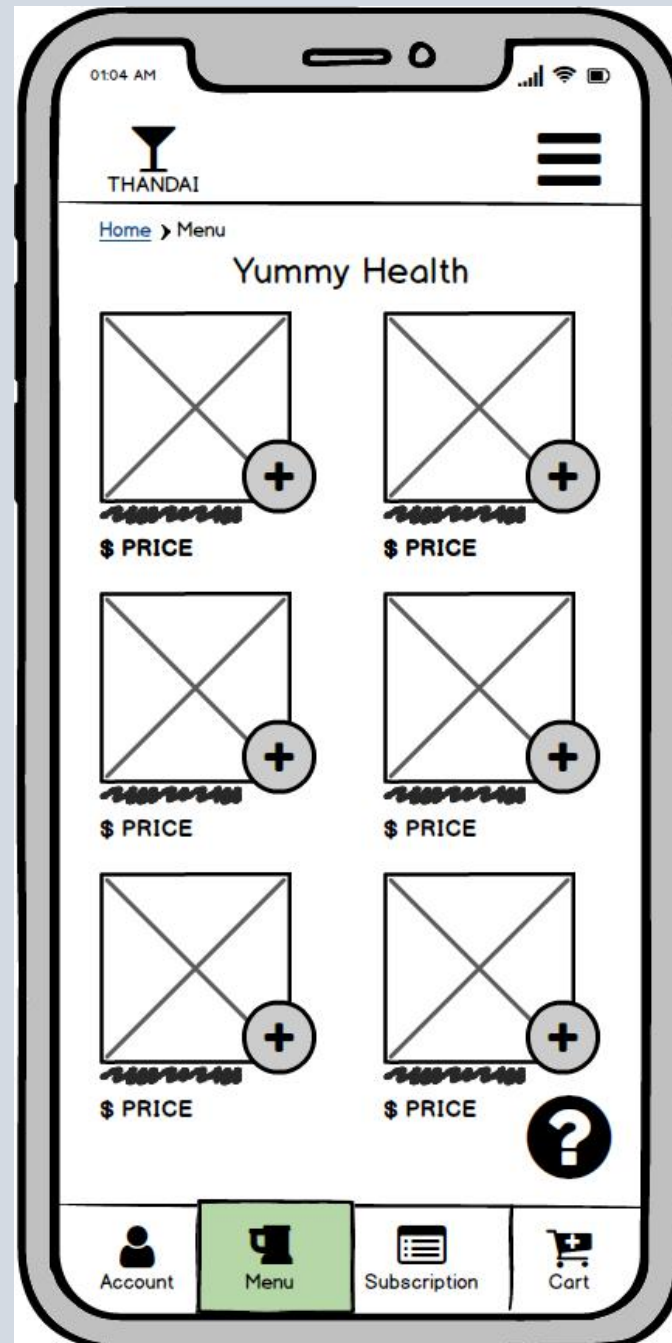
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# Mobile Home

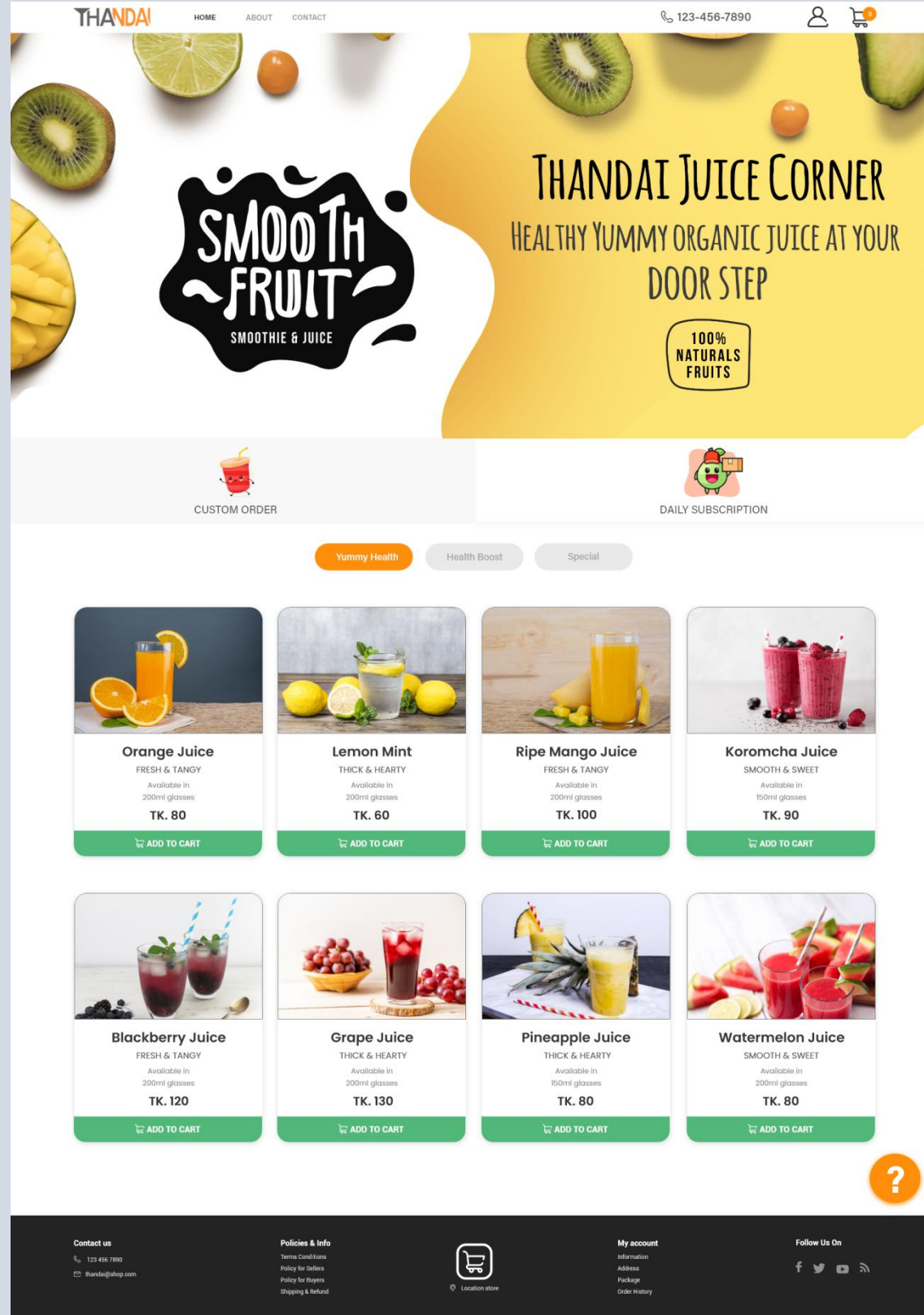


# MoodBoard





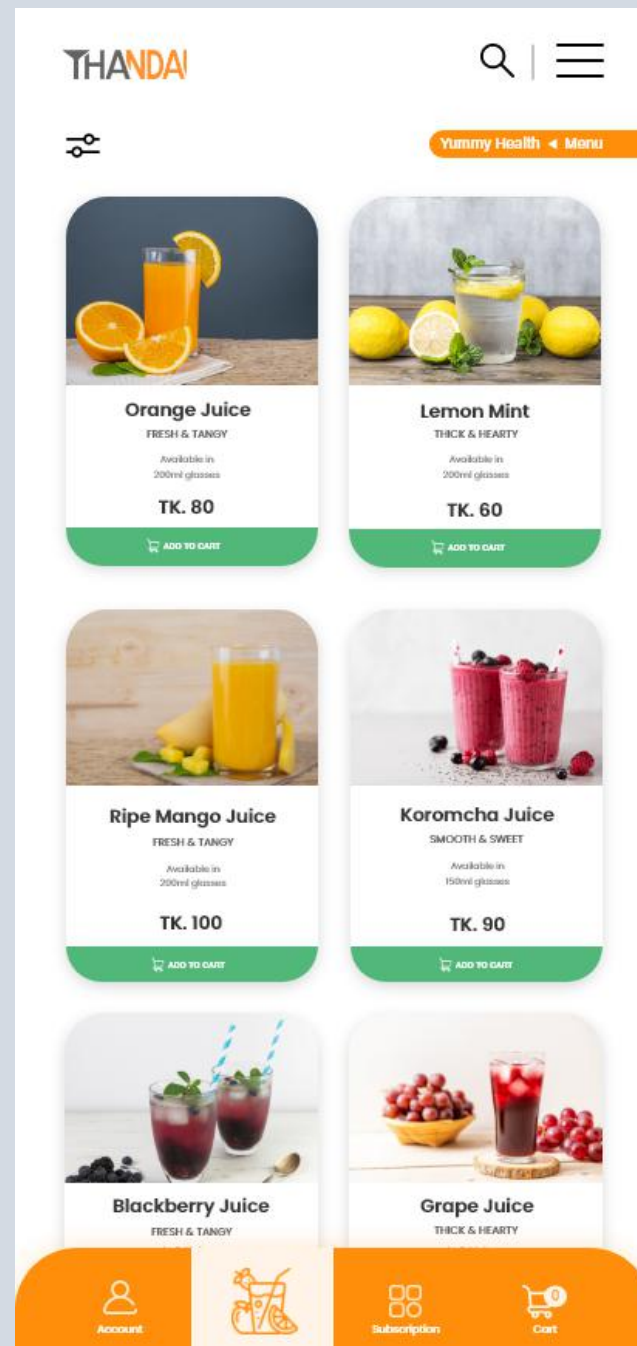
# Web Home Mockup



Parvez Hossain Saurav/ 20

Thandai Juice Corner

# Mobile Home Mockup



# Daily Home Subscription Packages

THANDAI

HOMEABOUTCONTACT

123-456-7890



## THANDAI JUICE CORNER

HEALTHY YUMMY ORGANIC JUICE AT YOUR DOOR STEP

100%  
NATURALS  
FRUITS

  
CUSTOM ORDER

  
DAILY SUBSCRIPTION



### READY

FRESH & TANGY

7 Different Available Flavour

Delivered in  
400 ml Bottle

**TK. 120 Per Day**

ADD TO CART



### GET SET

FRESH & TANGY

7 Different Available Flavour

Delivered in  
400 ml Bottle

**TK. 140 Per Day**

ADD TO CART



### GO

FRESH & TANGY

7 Different Available Flavour

Delivered in  
400 ml Bottle

**TK. 200 Per Day**

ADD TO CART

Contact us

123-456-7890

thandai@shop.com

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Policy for Buyers

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Location store

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Information


Address




Package

Order History





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## Shopping Cart

Product	Unit Price	Ammount	Price	
 <div> <b>Orrange Juice</b>            #261311         </div>	TK. 80	<div> <div>–</div> <div>2</div> <div>+</div> </div>	TK. 160	×
 <div> <b>Grape Juice</b>            #212315         </div>	TK. 130	<div> <div>–</div> <div>1</div> <div>+</div> </div>	TK. 130	×



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Total cost **TK. 290**

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## Shipping and Payment

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### Shipping information

Email

Address

First name

City

Last name

Postal Code / ZIP

Phone number

Poland ▼

### Payment method

PayPal

VISA

MasterCard

Discover

Apple Pay

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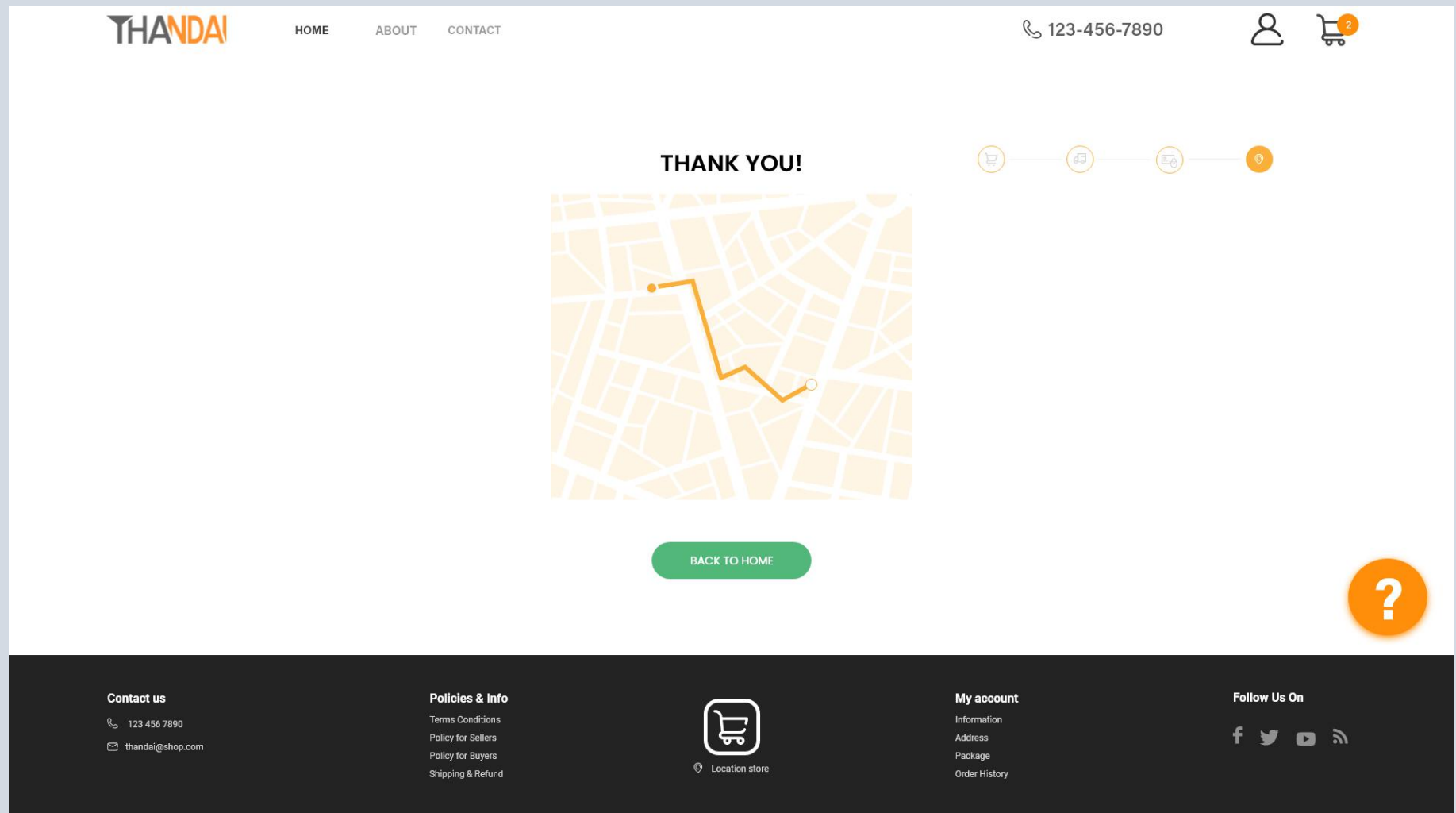
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# Tracking Order




# About Page



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# THANDAI JUICE CORNER

HEALTHY YUMMY ORGANIC JUICE AT YOUR DOOR STEP

100%  
NATURALS  
FRUITS

## OUR MISSION

Serving the healthiest, 100% natural smoothies in the DC, Virginia area. We are on a mission to serve you smoothies that include JUST the tastiest, most local ingredients, while supporting just causes through business - a healthy share of all profits will be invested in people and the planet. No weird ingredients, #JustTheGoodStuff

## WHAT WE'RE MADE OF

We only serve the most healthy and energizing smoothies and smoothie bowls around. We strive to spread good health and wholesome nutrition. We are strict about what goes into our smoothies.

NO FILLER INGREDIENTS

NO SYRUPS OR BAD SUGARS

NO SORBETS OR ICE CREAMS

NO SUGARY YOGURTS

NO JUICE CONCENTRATES

NO WEIRD STUFF OR SURPRISES

JUST THE GOOD STUFF!

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SMOOTHIE & JUICE

# THANDAI JUICE CORNER

HEALTHY YUMMY ORGANIC JUICE AT YOUR DOOR STEP

100% NATURAL FRUITS

OUTLETS



**Dhanmondi**  
Baridhara, Sector #8,  
Dhanmondi, Dhaka



**Uttora**  
Rajlaxmi Complex, Sector #3,  
Uttara, Dhaka



**Mirpur**  
Rajlaxmi Complex, Sector #11,  
Mirpur, Dhaka

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