

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 conscious 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

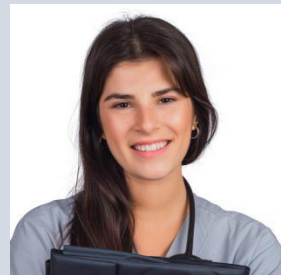
Strategy

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

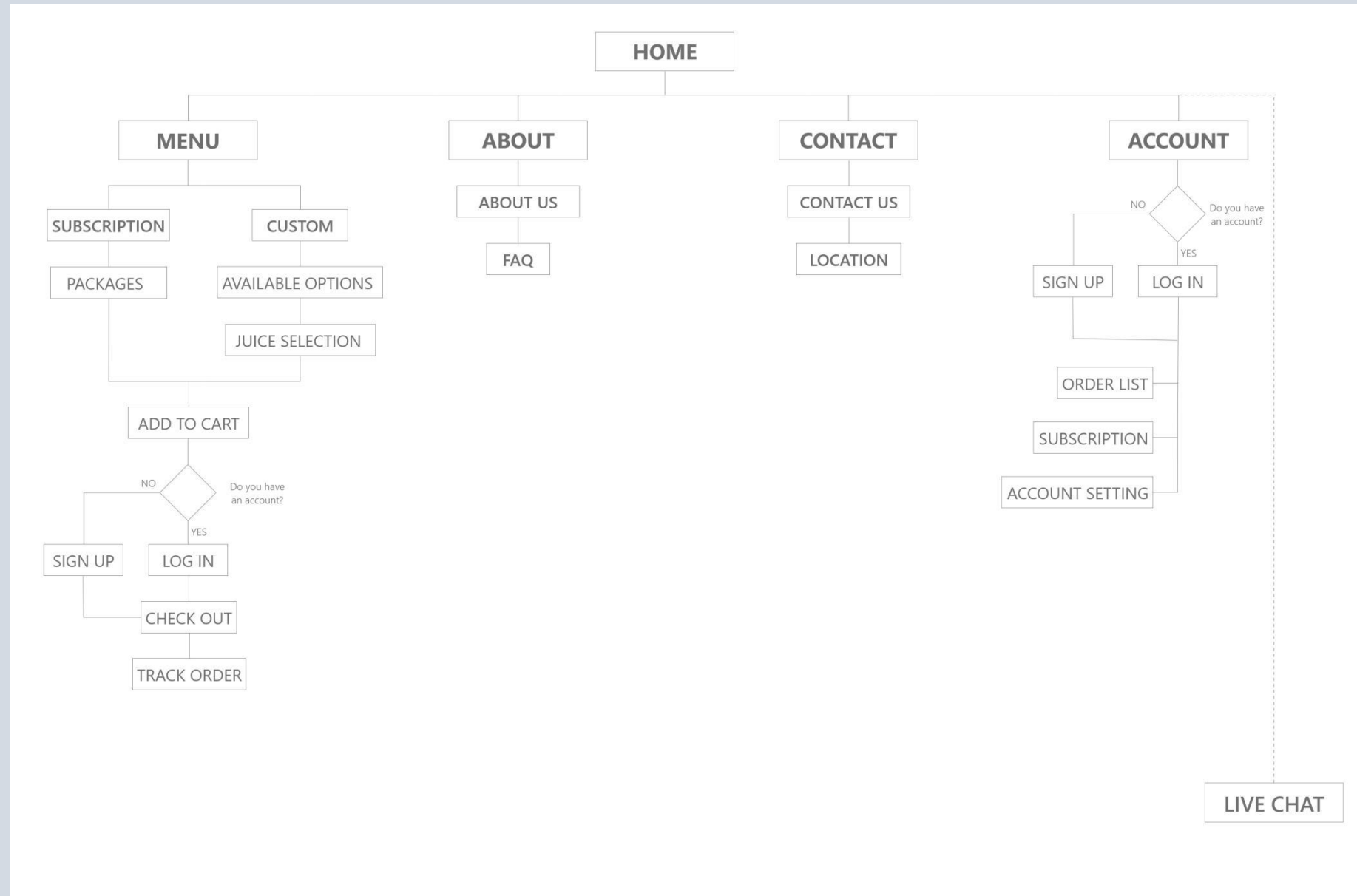
Functionality Requirements

Systems that will allow the user accomplish tasks.

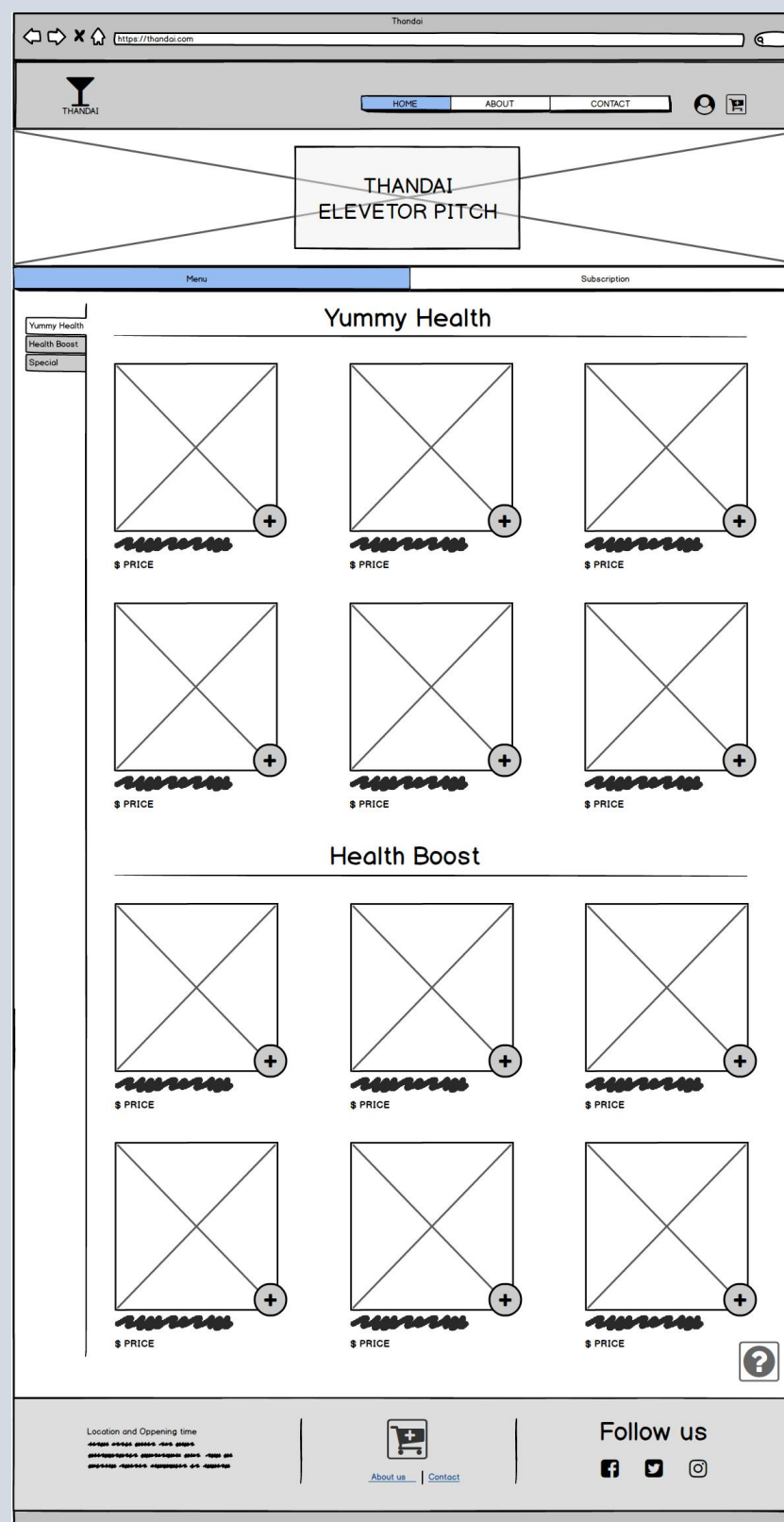
"The user will be able to..."

- 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
HOME
ABOUT
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[Home](#) > Shopping Cart

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

Promo Code

Confirm Order

?

Location and Oppening time
 ১১:৩০ ১২:৩০ ১৩:৩০ ১৪:৩০
 ১৫:৩০ ১৬:৩০ ১৭:৩০ ১৮:৩০
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Billing Information

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Location and Opening time



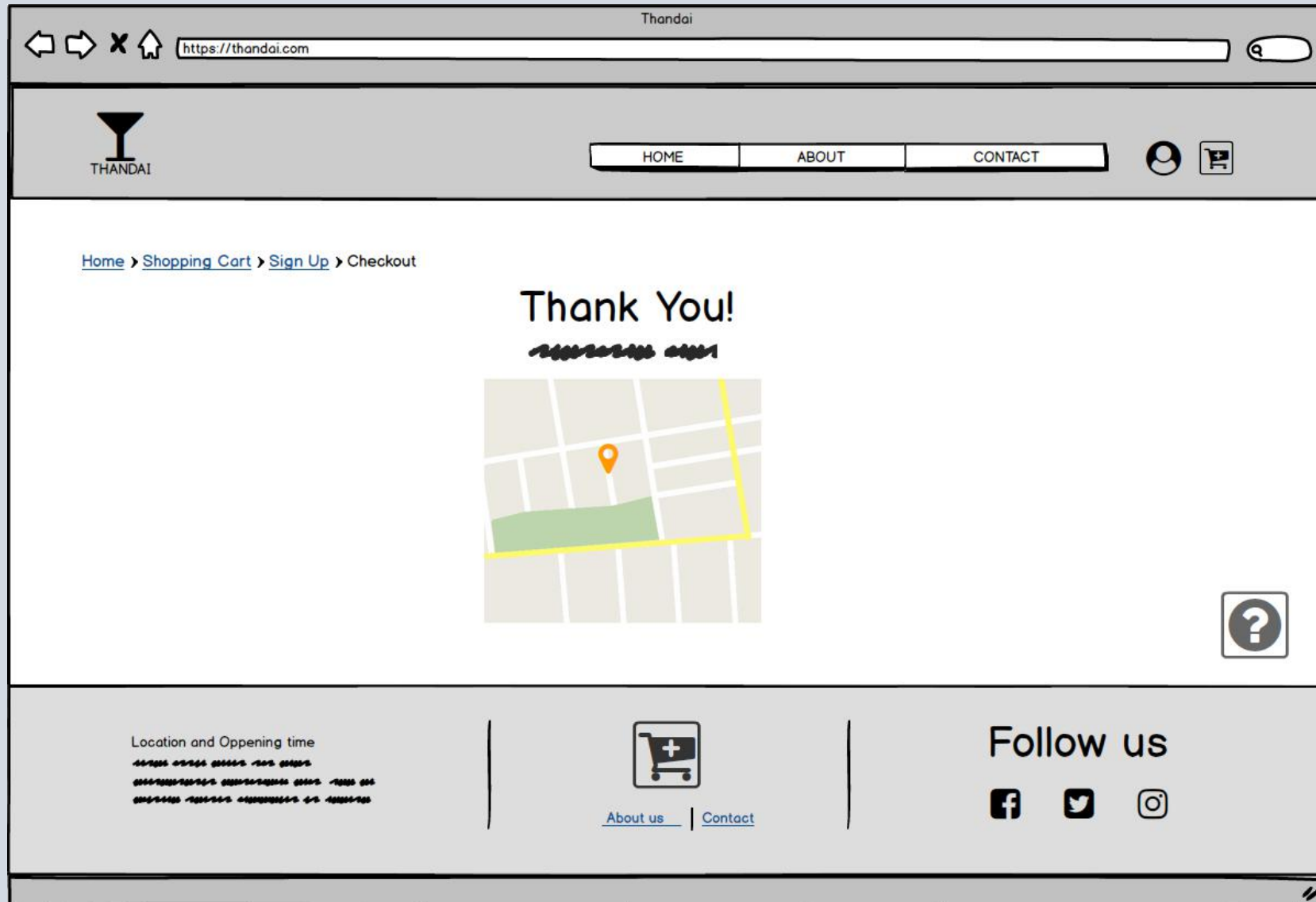
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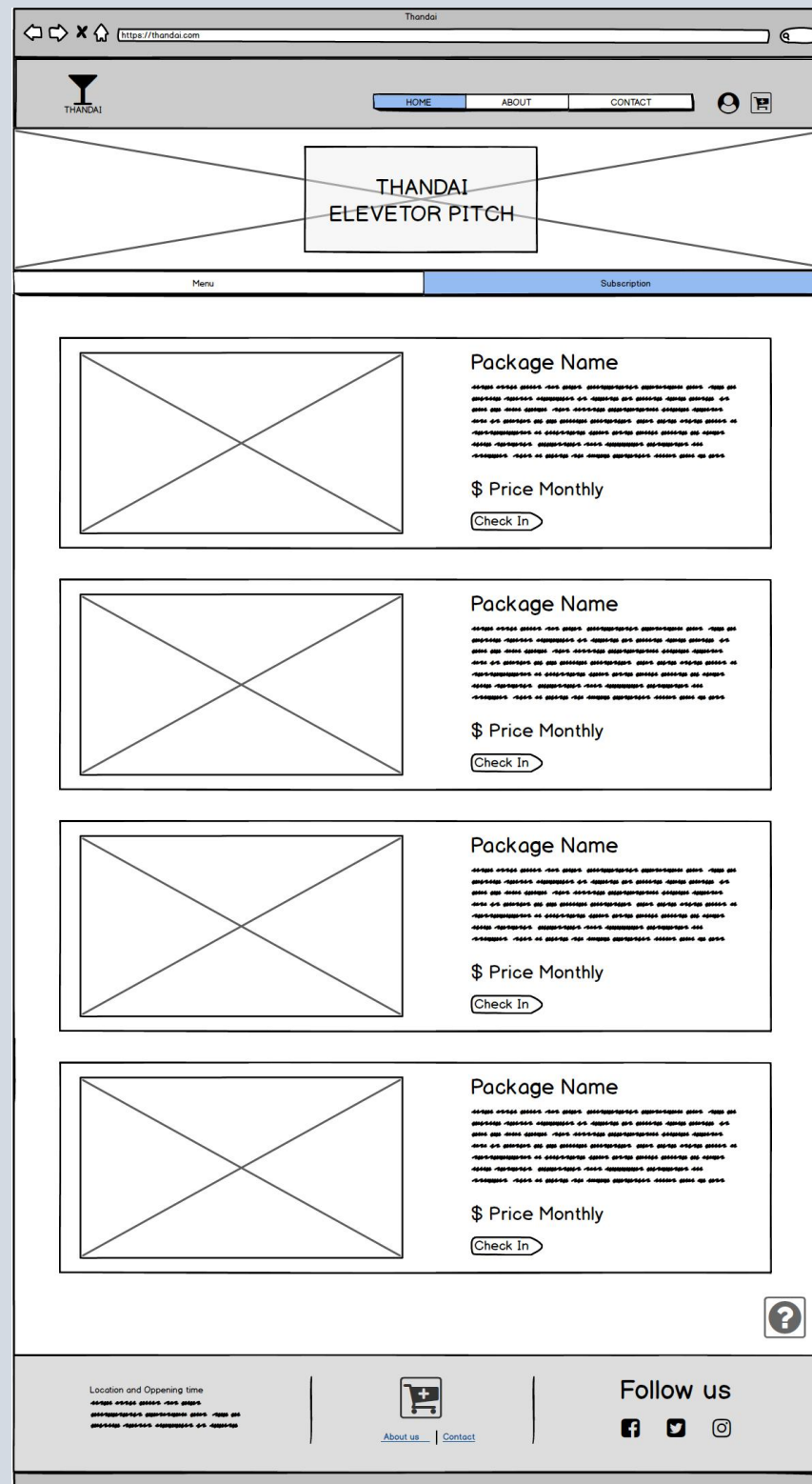
Track Order



Desktop Home

Daily Juice Delivery

Subscription




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Location and Opening time

📍 123 Main St, New York, NY 10001




🕒 Mon - Fri: 10am - 8pm

🕒 Sat - Sun: 11am - 9pm



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Billing Information



Delivery Starting Date




Submit Order



Location and Opening time




📍 123 Main St, New York, NY 10001

🕒 Mon-Fri: 10am-8pm
Sat-Sun: 11am-7pm

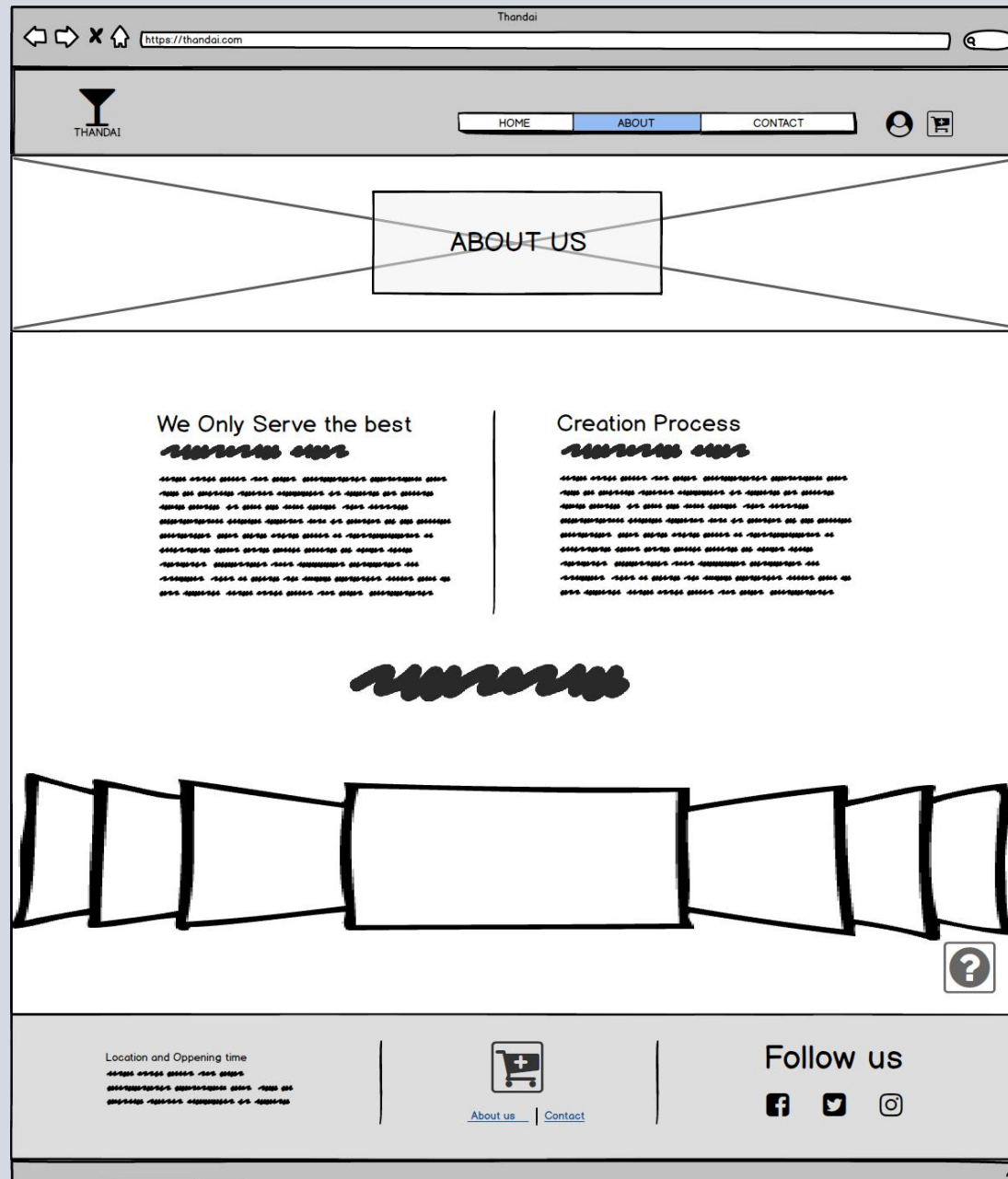


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