

# Thandai Juice Corner

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# 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

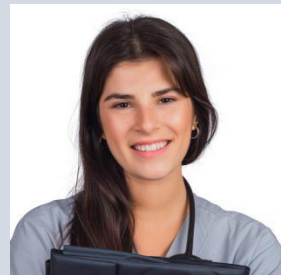
# Strategy

## 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

