

Doppio Experience

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Restaurant Concept

Restaurant Name & URL

Doppio Experience
Doppioexperience.co.in

Food & drink

Espresso, Doppio, Brewed Coffee, Frappuccino, Featured Drinks, Juice, Cold, Brew, Featured Tea, Sandwich, Wraps, Croissant, Salads, Cakes, Muffin, Caviar, Eggs, Waffles, and much more!

Location

Mumbai, Bandra West

Main target audience

- Busy working folks
- Business people
- Couples
- Seniors

Cost

Pricey

Elevator pitch

founded to cater the growing demand of luxury cafe experience which includes utilisation of premium AAA Arabica coffee in a luxurious interior with a mellow and rich feel to top up with well trained staff to provide quality service.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- *Think of at least 2 different roles*

Demographics

- **Gender** – All Die hard coffee lovers!
- **Education** –Nothing Specefic
- **Occupations** – Students, Business men, Employees, People who are willing to conduct informal meetings
- **Age** - All
- **Location** –Bandra West

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:** *Classy, Attention to detail*
- **Values:** *Casual, Fun loving, Focused, Calm*
- **Lifestyles:** *Couples, Rich ,Luxury, Coffee Lovers, People who like outings, Ambient loving*

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food and drinks online
- Types of Coffee Beans and exclusive drinks available
- Photos of Menu and ambience
- Cost for two

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 really good pictures of our luxurious ambience and experience
- Proper menu for all categories of drinks and food
- Display offers of the day
- Section for reservations

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Images and videos of the ambience, beverages and food
- Description of our drinks and ingredients used (eg coca content, type of coffee, Type of beans used, calorie content etc) With the right images
- Make prior reservations with personal specifications
- Buy coffee beans, mugs, gift bags and other goodies
- Home delivery availability

Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Make reservations
- Buy from our store online
- Signup to become a premium member
- Check our menu and gallery
- FAQ's



COFFEE

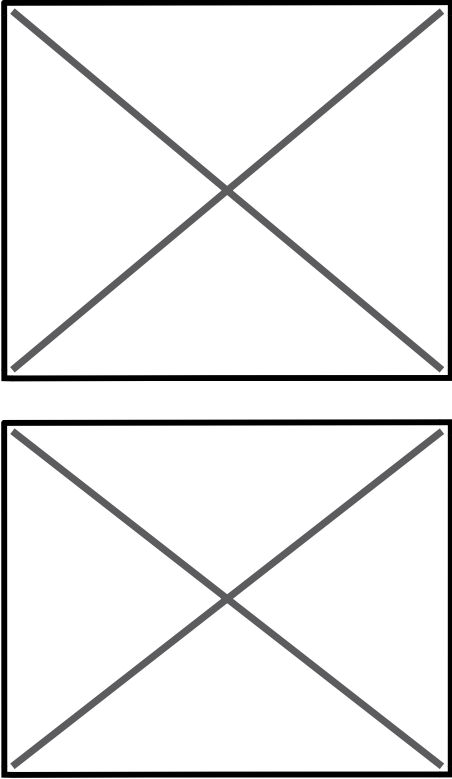
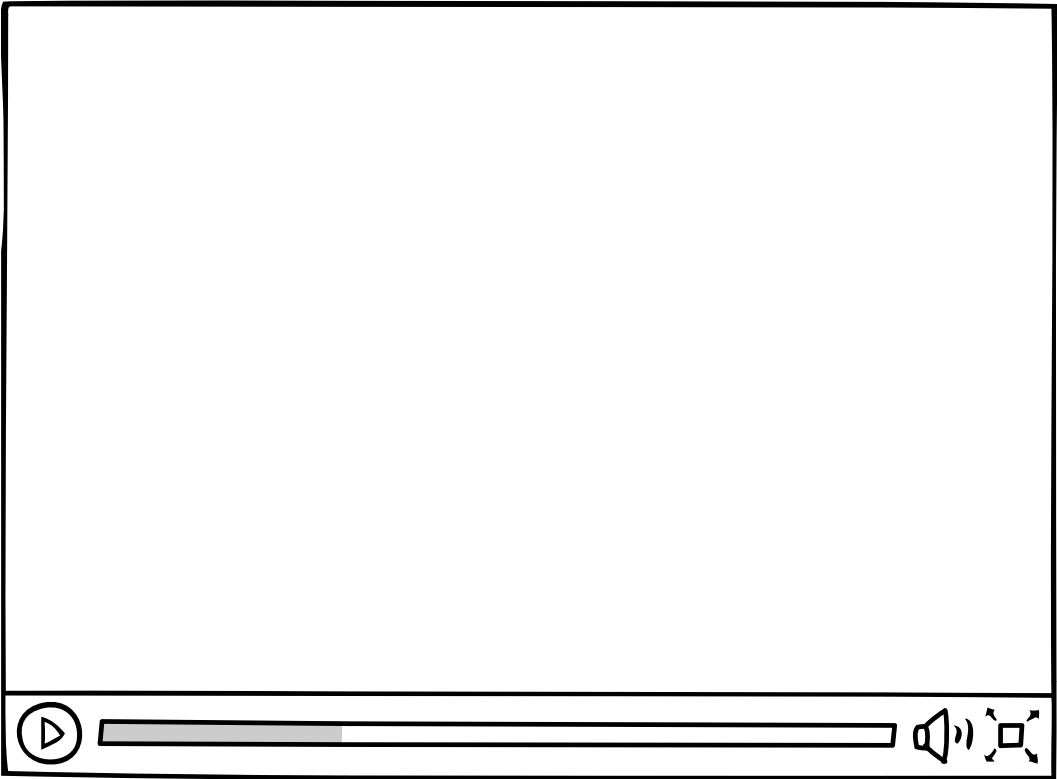
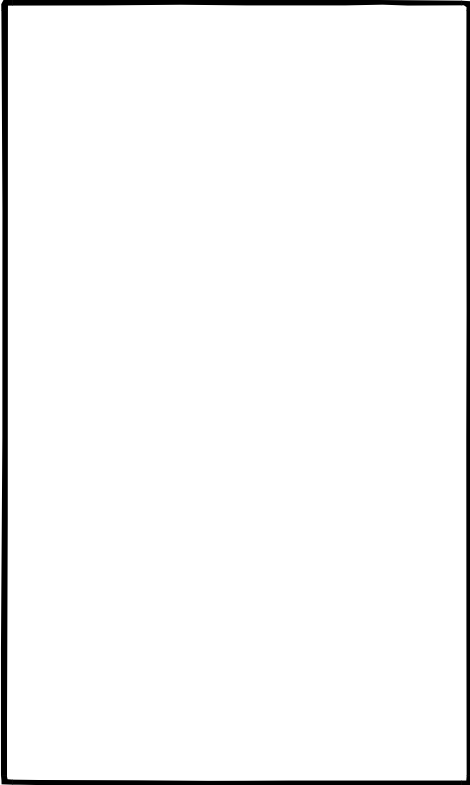
MENU

ORDER

ACCOUNT

RESERVATIONS

ABOUT US





COFFEE

MENU

ORDER

ACCOUNT

RESERVATIONS

ABOUT US

COFFEE

CAKES

SALADS

Q search

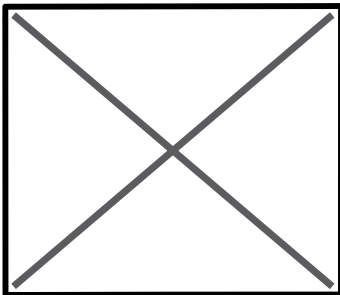
CUPS

ACCESSORIES

GIFTS

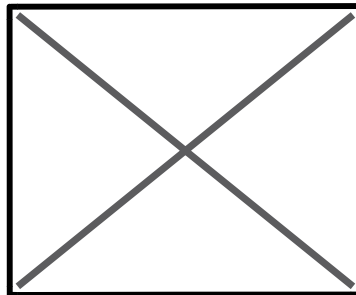


OUR PRODUCTS



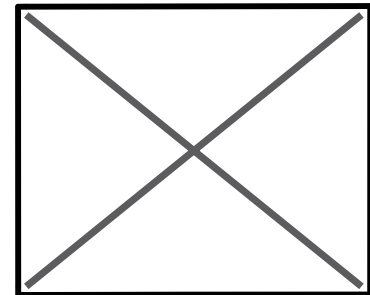
9.99\$

BUY



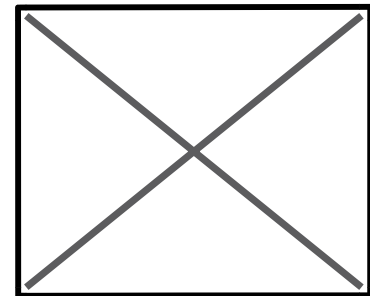
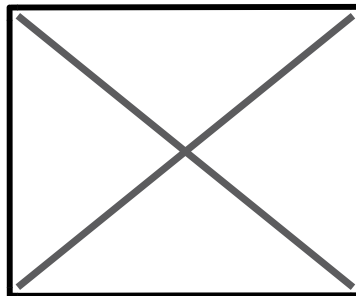
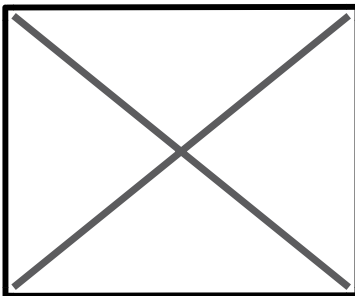
12.99\$

BUY



19.99\$

BUY





COFFEE

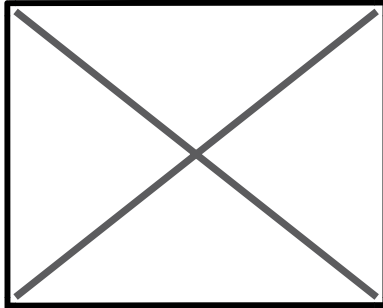
MENU

ORDER

ACCOUNT

RESERVATIONS

ABOUT US



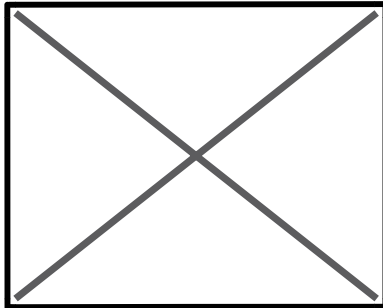
✓ Item One

✓ Item Two

✓ Item Three

✓ Item Four

✓ Item Five



TOTAL 56.99\$

CARD

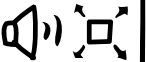
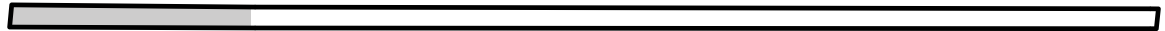
CASH ON DELIVERY

PAY PAL

[COFFEE](#)[MENU](#)[ORDER](#)[ACCOUNT](#)[RESERVATIONS](#)[ABOUT US](#)

About Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[CONTACT](#)[FAQ's](#)

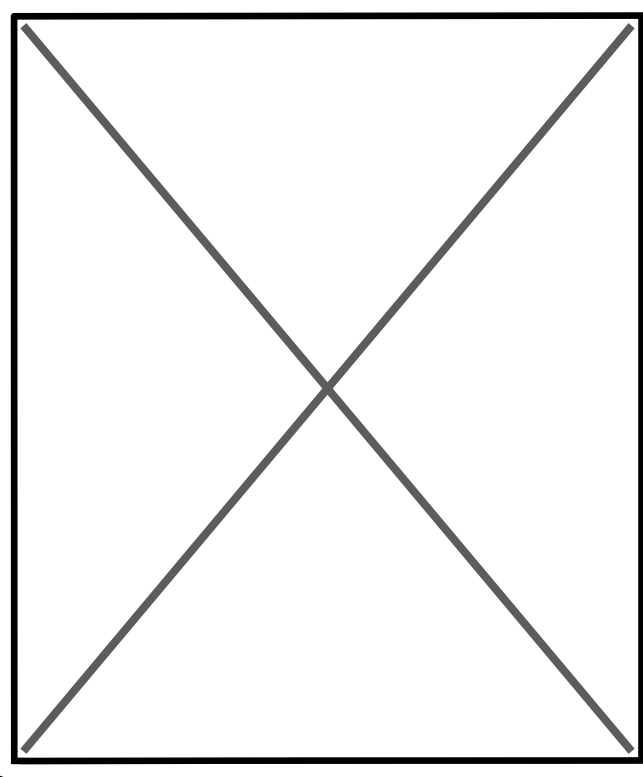
09:52 AM



HOME



DE





Coffee mood board

Luscious Luxurious Coffee





Order

Menus

E-Shop

Reservations

Account

About Us



Luscious Luxurious Coffee

**DOPPIO
EXPERIENCE**
LUXURY COFFEE HOUSE

Order

Menus

E-Shop

Reservations

More

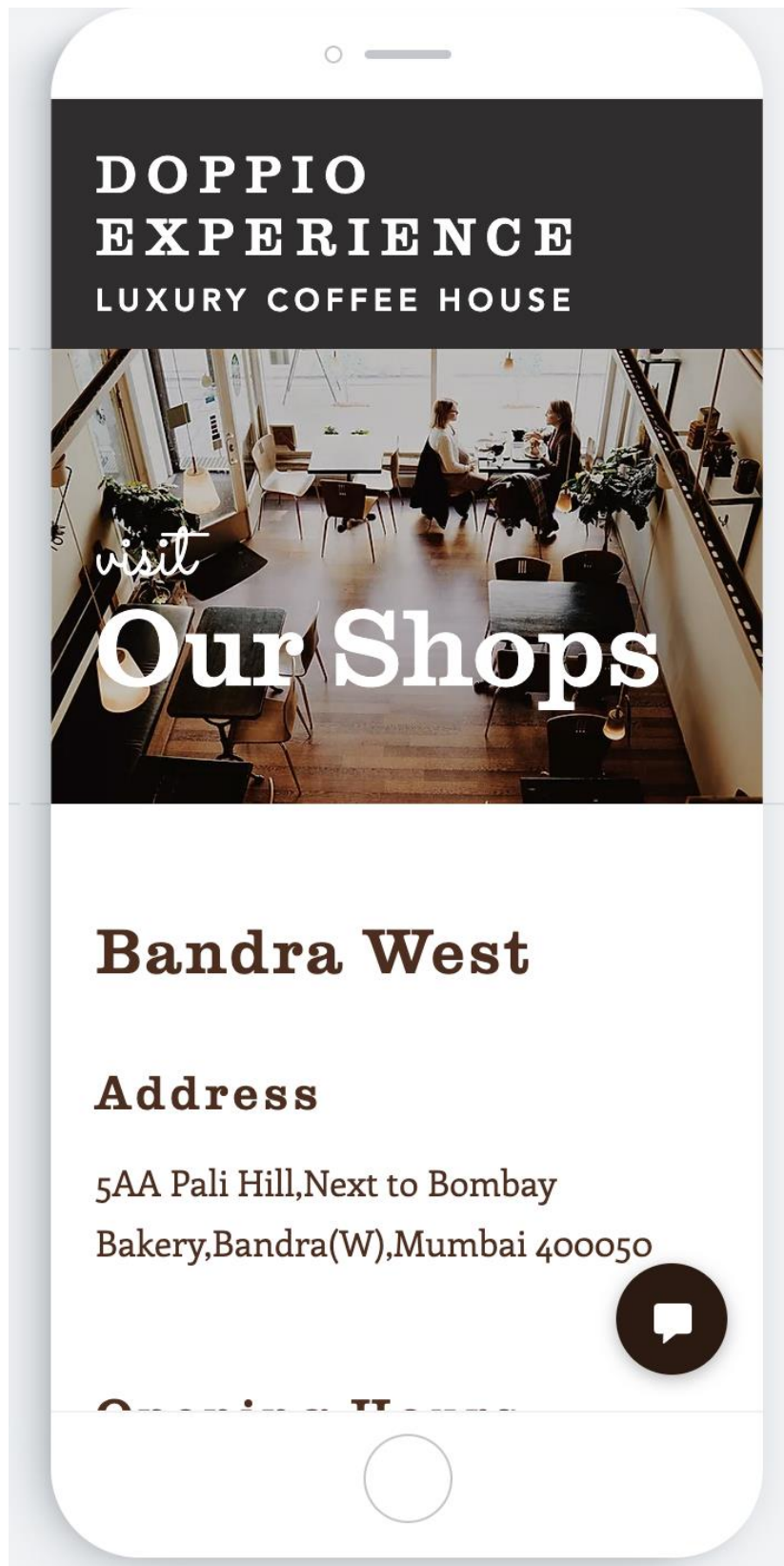
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https://premium.wix.com/wix/api/premiumStart?siteGuid=f1dd9c73-f51b-4457-9b67-a42fc74b40fc&referralAdditionalInfo=edhtml_PREVIEW_FREE_SITE_BANNER_CLICK&orig_msid=f1dd9c73-f51b-4457-9b67-a42fc74b40fc

Let's Chat!

↑

OUR SHOPS PAGE FROM MAIN MENU



Bandra West

Address

5AA Pali Hill, Next to Bombay
Bakery, Bandra(W), Mumbai 400050

Opening Hours

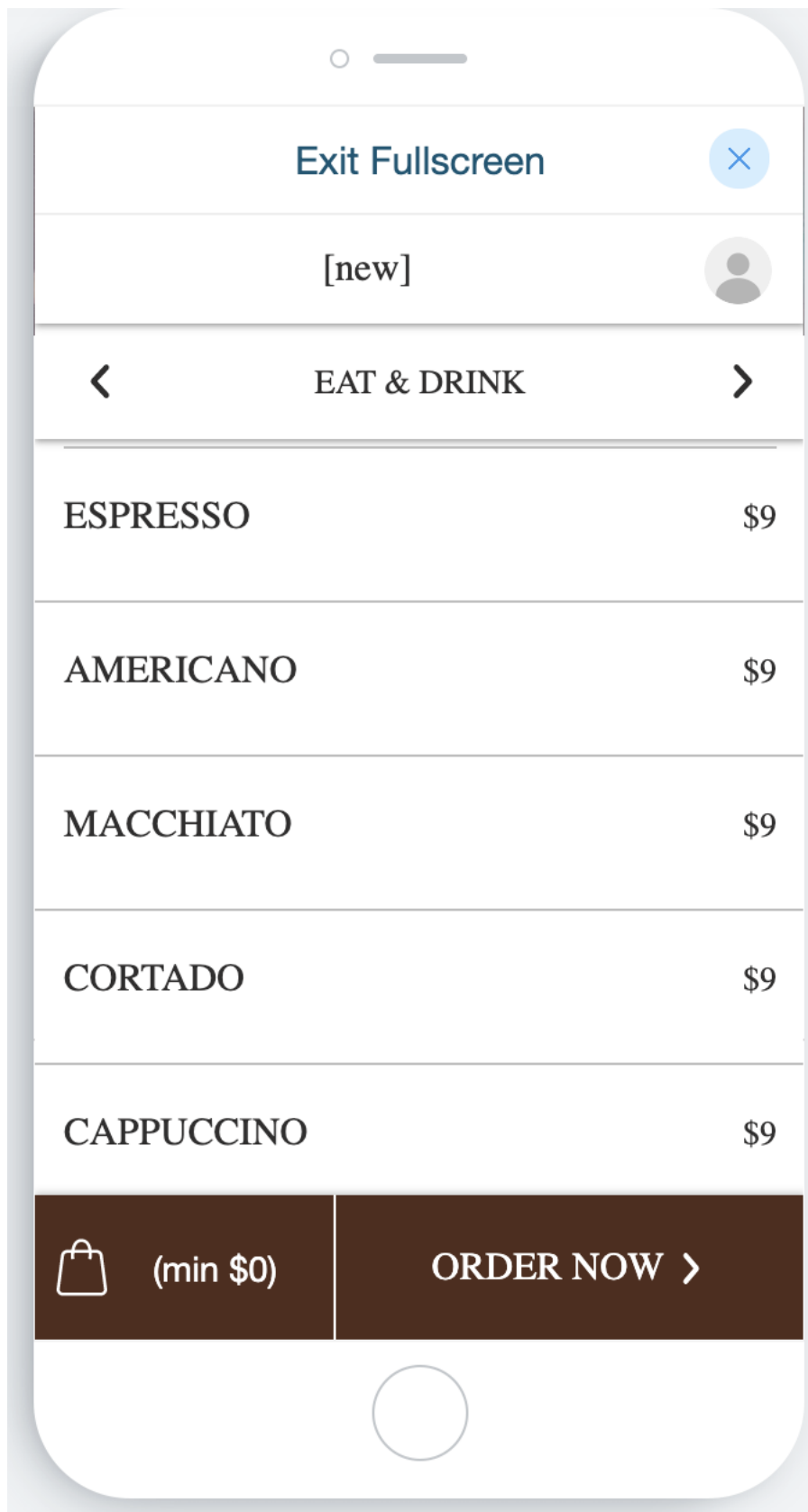
Monday – Friday 7am – 8pm

Saturday 9am – 8pm

Sunday 9am – 6pm



ONLINE ORDER PAGE FROM MAIN MENU



Exit Fullscreen



ESPRESSO

\$9



Special requests?

Quantity



2



+ ADD TO MY ORDER

Exit Fullscreen



[new]



EAT & DRINK



ALMOND CROISSANT

\$9

CHOCOLATE CAKE

\$9

★ QUINOA BANANA BREAD

\$9

BLUEBERRY SOY MUFFIN

\$9

ASSORTED COOKIES

\$9



\$72

ORDER NOW >