

# **Maya**

Anand Potukuchi

# Restaurant Concept

## Restaurant Name & URL

*Give the name of your restaurant, as well as the URL. It's OK if the URL is already taken.*

**Maya (maya.in)**

Meaning: Māyā means "illusion or magic" (Sanskrit)

## Food & drink

Maya offers sophisticated and exquisite Indian culinary delights from across the country, delivering a fine dining experience.

A sampling of our dishes from each of the 28 states of India:

Panasa Pottu Koora, Andhra Pradesh

Dung Po, Arunachal Pradesh

Tengaa Maach, Assam

Litti Chokha, Bihar

Dehrori, Chhattisgarh

Goan Prawn Curry, Goa

Mohanthal, Gujarat

Bajre Ki Khichdi, Haryana

Madra, Himachal Pradesh

Dhuska, Jharkhand

Akki Roti, Karnataka

Chilli Beef Fry, Kerala

Bhutte Ki Kees, Madhya Pradesh

Misal Pav, Maharashtra

Iromba, Manipur

Jadoh, Meghalaya

Misa Mach Poora, Mizoram

Bamboo Shoot Fry, Nagaland

Ras Malai, Odisha

Butter Chicken, Punjab

Safed Maas, Rajasthan

Momos, Sikkim

Chicken Chettinad, Tamil Nadu

Hyderabadi Biryani, Telangana

Chakhwi, Tripura

Galouti Kebab, Uttar Pradesh

Chainsoo, Uttarakhand

Doi Maach, West Bengal

## Location

Amaya is situated in Colaba, Mumbai

## Main target audience

The target audience is gentry looking for a once in a lifetime dining experience

**Cost**

\$\$\$ - Upscale

**Elevator pitch**

*Write an elevator pitch for your restaurant. An elevator pitch should be short and to the point. 280 characters is a good length to aim for.*

India is a diverse country with diverse cuisines. Maya brings dishes from all over the country and serves a classy upscale crowd. And shall be located in Colaba, South Mumbai. This is the right time to open the restaurant because of rising interests in interstate cuisine.

# Strategy

## Target Audience

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

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

- Personal assistant (who places the order)
- Business executives (placing order for business owner)
- Couple ( Making reservations for themselves or for family)

**Demographics**

- **Gender** - Both men and women
- **Education** - College educated
- **Occupations** - Personal secretaries, couples, business executives, business owners
- **Age** - Mid 30s to Mid 50s
- **Location** - Suburbs

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

- Personality & Attitudes:
  - Formal
  - Gentrified
- Values:
  - Conservative
- Lifestyles:
  - Family
  - Plays golf, polo

# Strategy

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## User Needs

The website needs to enable the user to:

- Order online
- Schedule reservations weeks in advance
- See past orders
- Contact the restaurant through email and live chat

## Client Needs

The website needs to enable the client to:

- Order food online
- Provide customization
- Appear professional and sophisticated
- Form for making reservations

# Outline of Scope

## Content Requirements

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

*“The user will be looking for...”*

History

Our Cuisine

What people are Saying

Contact Us

FAQ

Sign In/Sign Up

*“The user will be able to...”*

### Account

- Sign In/ Sign Up
- Profile
- View current/past orders

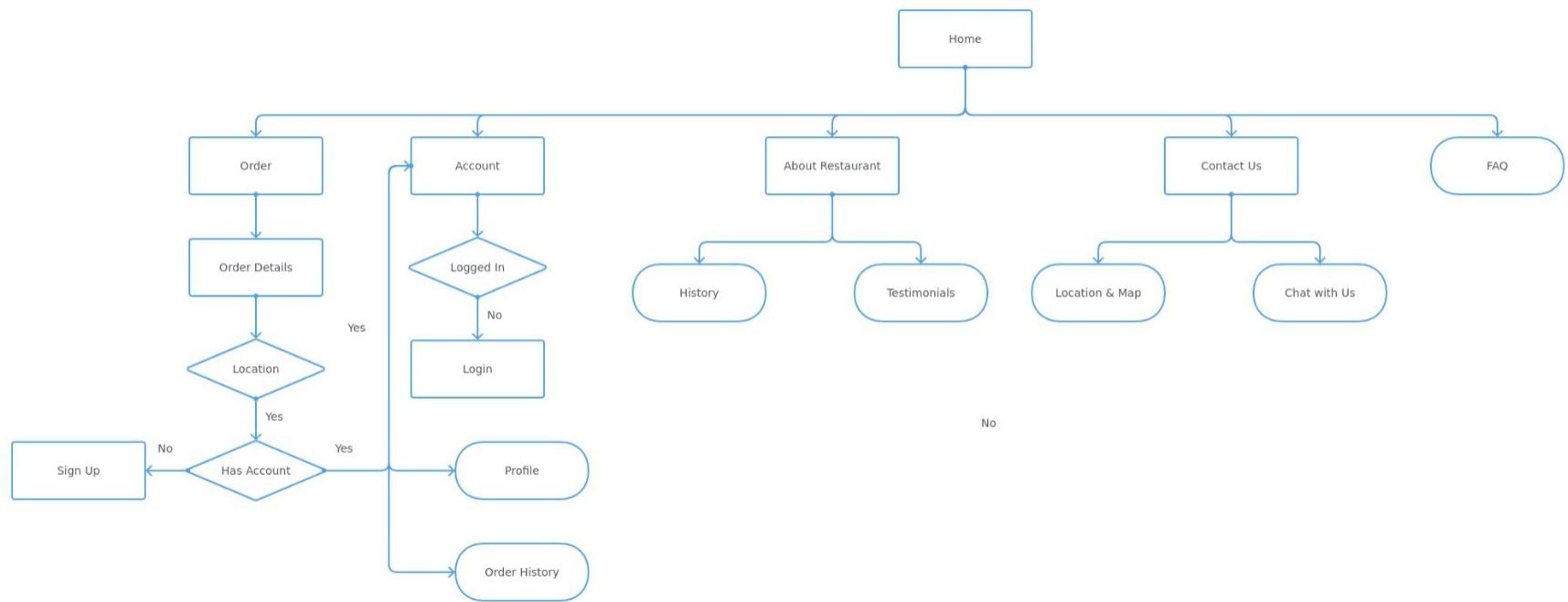
### Orders

- Indicate date/time and location of delivery
- Make payment
- Update / cancel order
- 

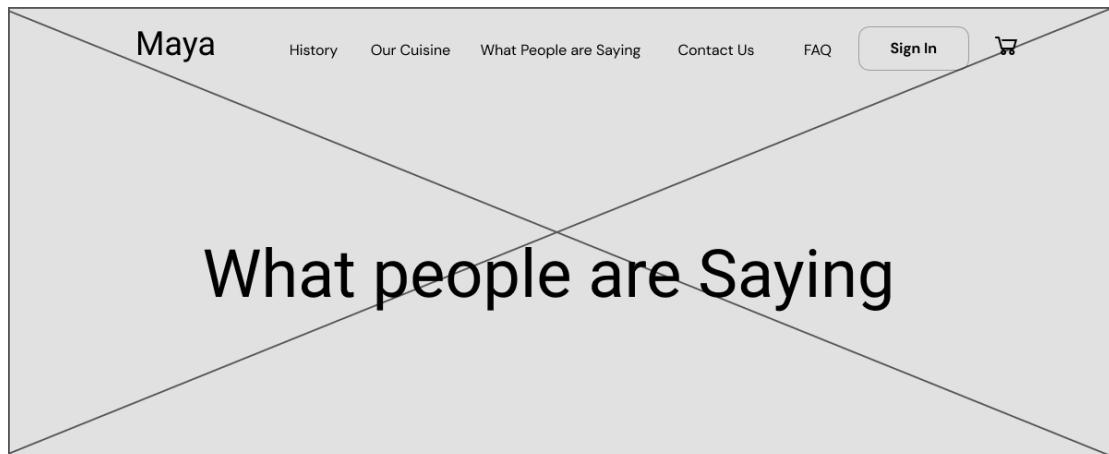
## Functionality Requirements

Systems that will allow the user accomplish tasks.

# Sitemap



# Wireframes



“ Yourname's ongoing assistance has certainly been of significant and direct benefit to us in terms of User Experience as well as website functionality and integration with our internal systems. More than the efficient delivery of tasks/projects and rapid response to any issues encountered, we have found Rowan's consultative approach invaluable. His up-to-date knowledge and experience combined with a focus on understanding exactly what we are wanting to achieve (and why), has frequently lead to outcomes that we hadn't realised were possible and that exceed our expectations.

 **Firstname Lastname**  
Partnerships & Project Marketing Services Specialist  
Big Company Pty

January 29, 2021

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January 29, 2021

Chat with Us



# Sign Up

Email

Password

Re-enter Password

Phone Number

Sign Up

Have an account? [Sign In](#)



# Sign In

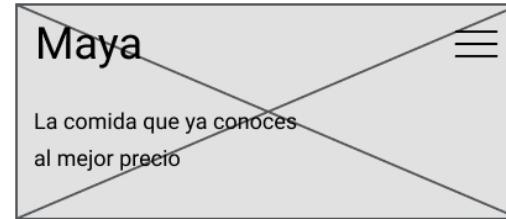
Username

Password

Don't have an account? [Sign Up](#)



*Maya*  
La comida que ya conoces  
al mejor precio



Place your Order



Choose  
your items



Customise



Maya

History

Our Cuisine

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La comida que  
ya conoces  
al mejor precio

Place your Order



Choose your  
items



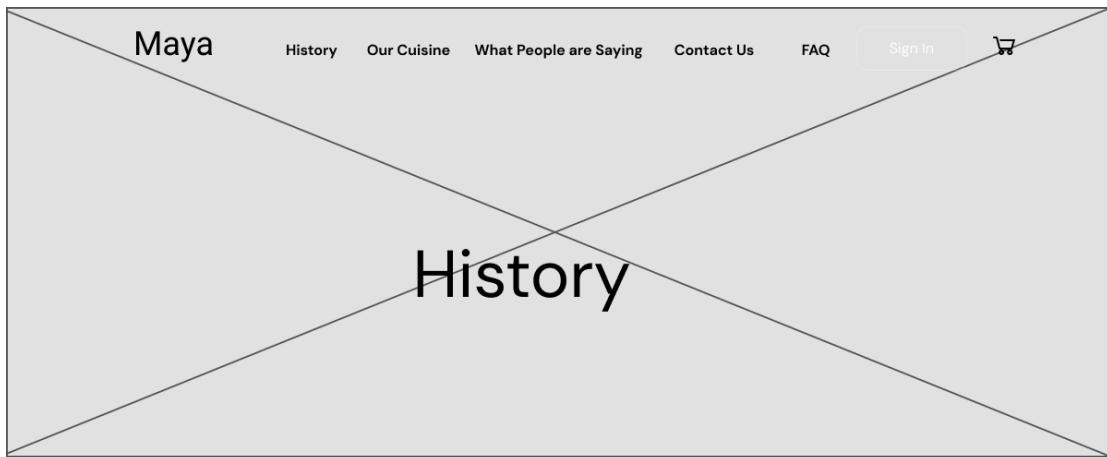
Customise



Delivery

Customize →

Chat with Us



[Chat with Us](#)

 Location

 Sep 11 , 2021 21:15



## Customize

---

### Salads

4 options



---

### Sides

4 options



---

### Pickles



**Item Name**  
in Andhra  
₹20  
☆ ☆ ☆ ☆ ☆

**ADD**



**Item Name**  
in Andhra  
₹20  
☆ ☆ ☆ ☆ ☆

**ADD**

**Next**



## Instructions



Next



Name

Email

Message

Customize →



## Cart

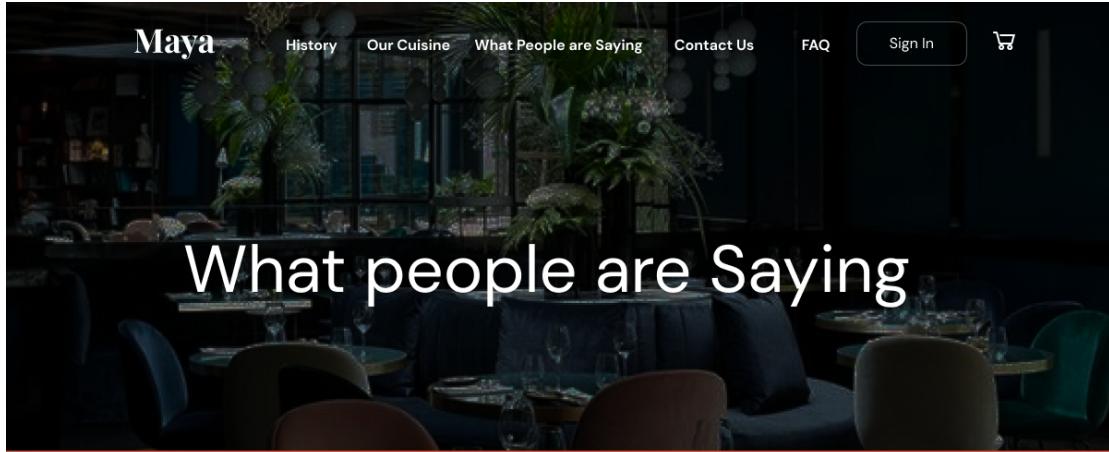
 Panasapottu Kora - 1 + ₹649

 Chettinad Chicken - 1 + ₹579

**Total Amount**  
inclusive of all taxes **₹1595**

Proceed to Pay

# Mockups



**Maya**

History Our Cuisine What People are Saying Contact Us FAQ Sign In

# What people are Saying

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[LinkedIn](#)

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[LinkedIn](#)

**Chat with Us**



# Sign Up

Email

Password

Re-enter Password

Phone Number

**Sign Up**

Have an account? [Sign In](#)



## Sign In

Username

Password

**Sign In**

Don't have an account? [Sign Up](#)

[Chat with Us](#)



**Maya**

History

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## Our Cuisine

*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.*



**Maya**

La comida que ya conoces  
al mejor precio



Place your Order



Choose  
your items



Customise





La comida que  
ya conoces  
al mejor precio

Place your Order



Choose your  
items



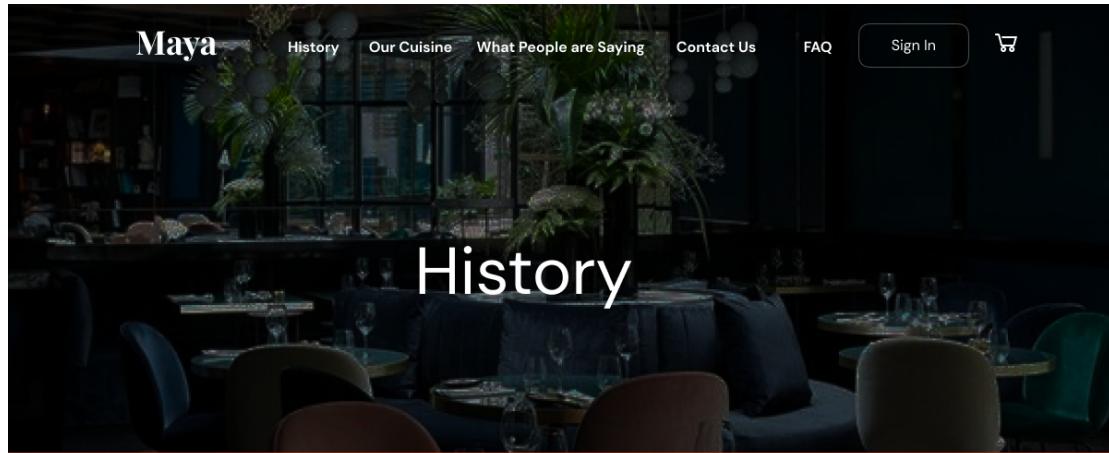
Customise



Delivery

Customize →

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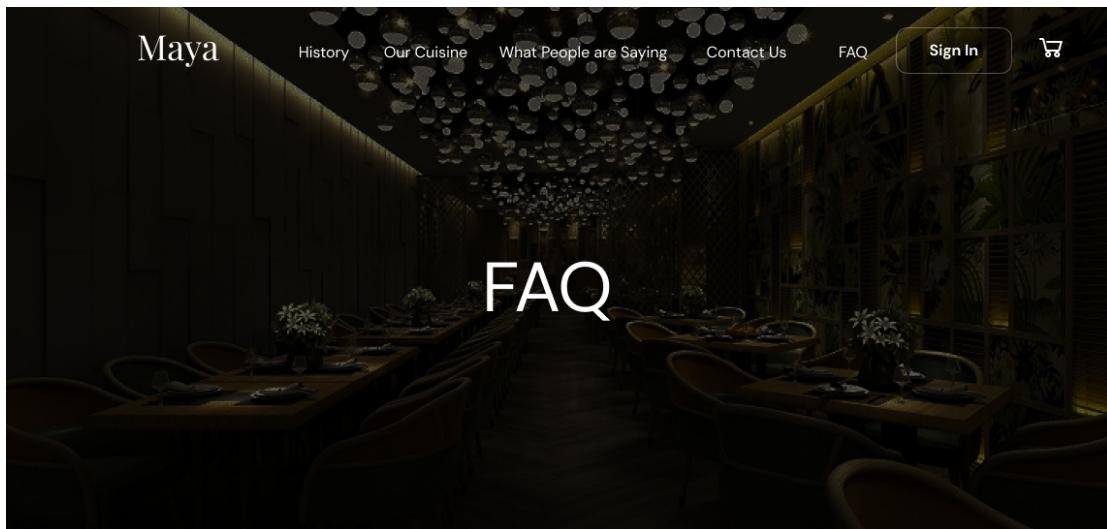
Sign In



# History

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis nec semper diam, sed suscipit est. Quisque massa sapien, varius ut aliquet id, scelerisque condimentum mauris. Suspendisse vitae eros ut erat rutrum lacinia sed sit amet tellus. Phasellus tempor quis leo quis pulvinar. Vestibulum scelerisque in dui eu posuere. Nunc tempor ac purus at congue. Pellentesque suscipit at ex in ultricies. In sit amet elementum mauris, eu consequat tellus.*

Chat with Us



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# FAQ

1 Question 1

2 Question 2

3 Question 3

4 Question 4

5 Question 5

6 Question 6

7 Question 7

 Location

 Sep 11 , 2021 21:15



## Customize

---

### Salads

4 options



---

### Sides

4 options



---

### Pickles



Avakai

in Andhra

₹20



ADD



Mirchi

in Dill

₹20

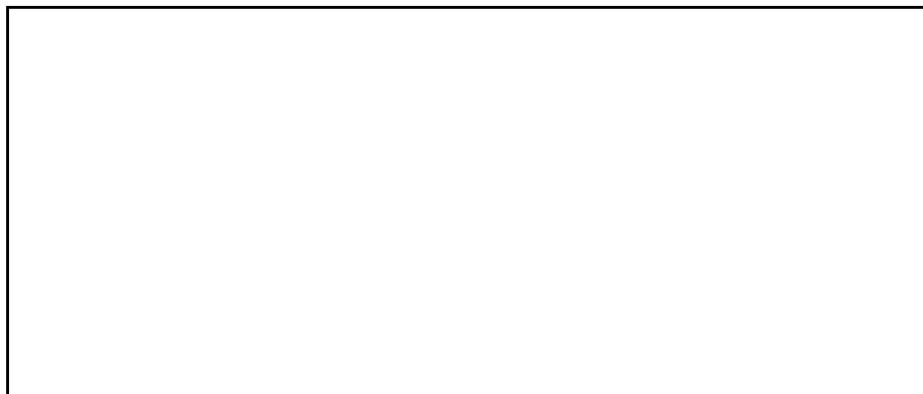


ADD

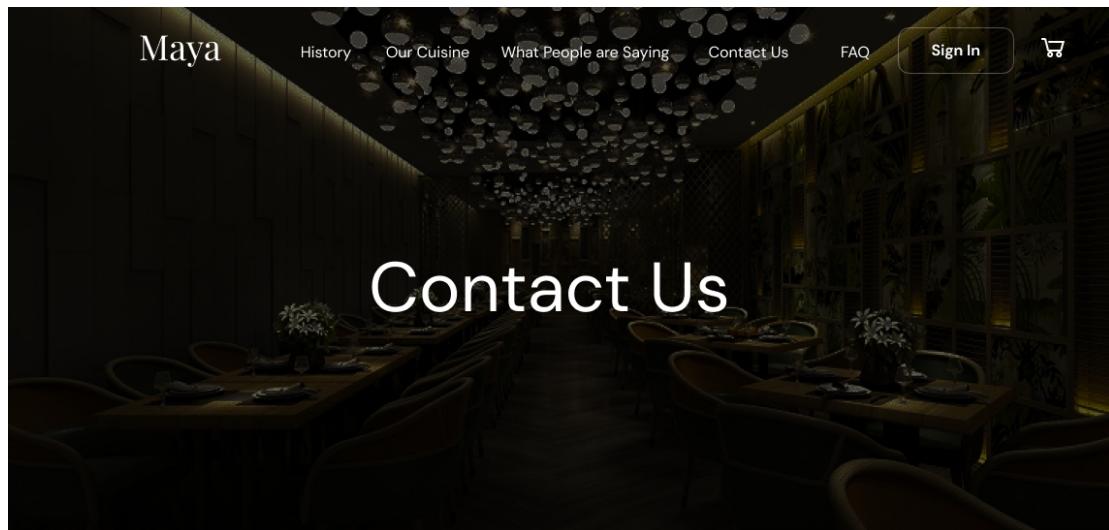
Next



## Instructions



Next



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# Contact Us

Name

Email

Message

Customize →



## Cart



Panasapottu Kora

₹249



Aam ka Achar

₹20

**Total Amount**

inclusive of all taxes

₹269

**Proceed to Pay**