

# 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

Dehlori, 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

## 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

## 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

## Functionality Requirements

Systems that will allow the user accomplish tasks.

*“The user will be able to...”*

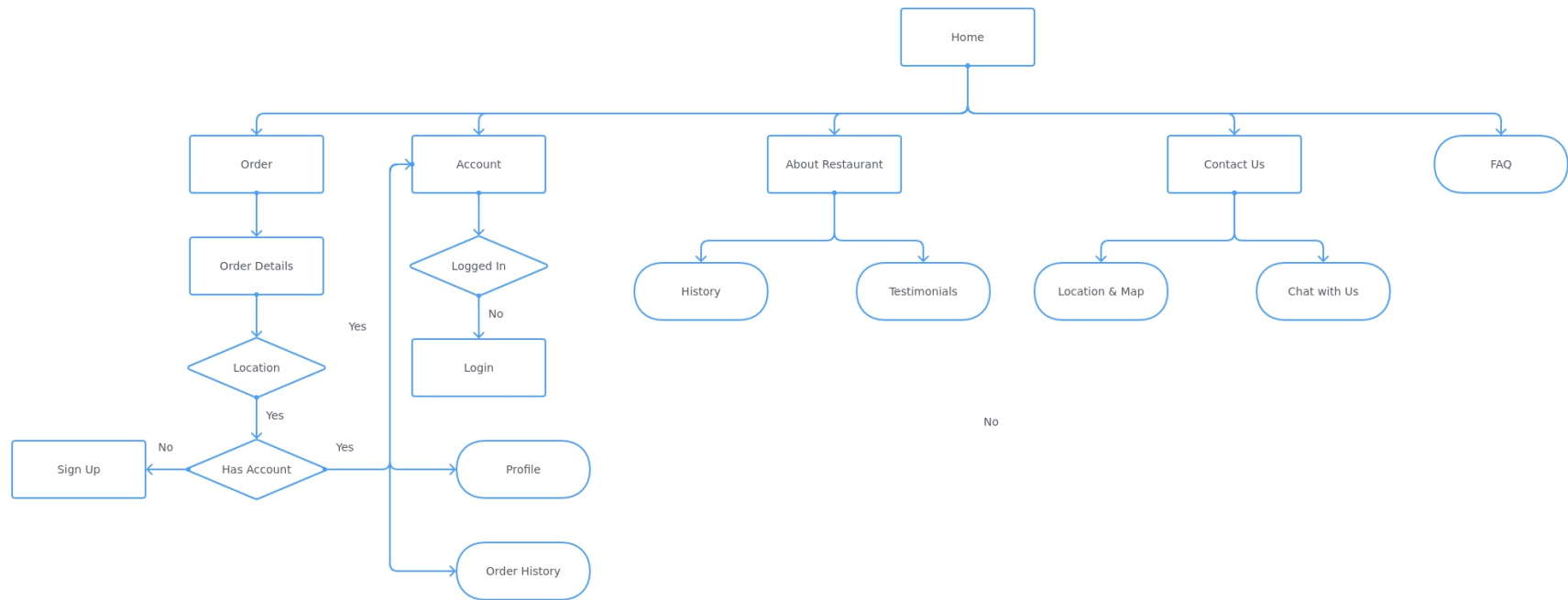
### Account

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

### Orders

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

# Sitemap





# Wireframes



## Ordering process

1

Choose  
your  
items

2

Customise  
your order

3

Delivery

Get started

Chat with Us

Maya



La comida que ya conoces  
al mejor precio

Ordering process

1

Choose  
your  
items

2

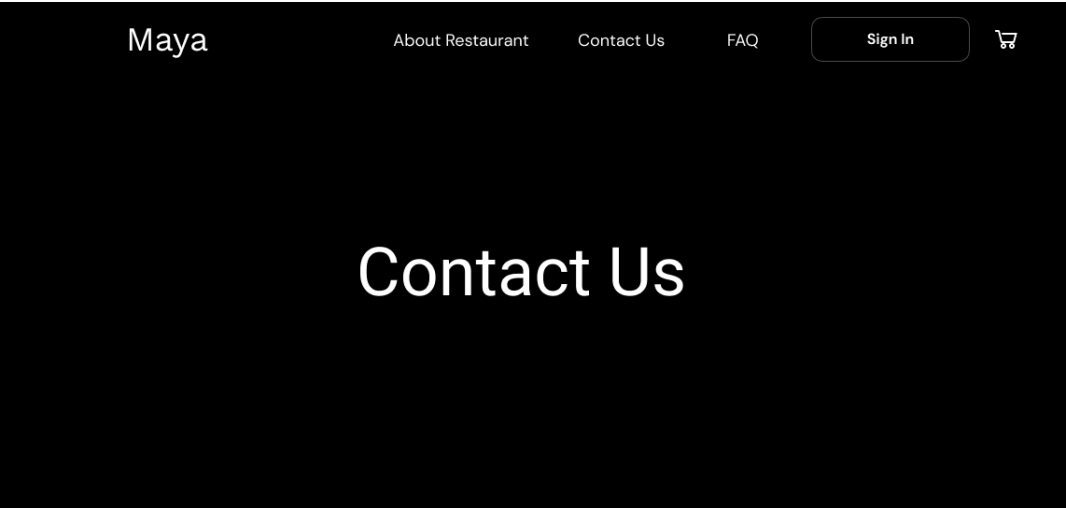
Customise  
your order

3

Delivery

Get started

Chat with Us



Maya

About Restaurant

Contact Us

FAQ

Sign In



Location



Sep 11 , 2021 21:15

Order > Customize > Salads

## Customizations

Salads

Instructions

☐

Indian Salad

☐

Greek Salad

☐

Meditarrean Salad

Next

Chat with Us

MAYA

Maya

[About Restaurant](#)

[Contact Us](#)

[FAQ](#)

[Sign In](#)



Order > Customize > Instructions

# Customizations

Salads


Instructions

Next

Chat with Us

Order > Cart

# Cart




Panasapottu Kora

-

1

+

649



Chettinad Chicken

-

1

+

579

Total Amount

inclusive of all taxes

1595

Proceed to Pay

Chat with Us

# Moodboard





ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# Mockups



## Ordering Process

1.

Choose  
your items

2.

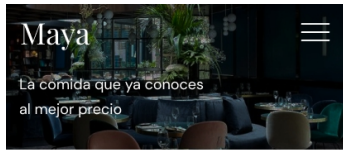
Customise

3.

Delivery

Customize →

Chat with Us



## Ordering Process

1.

Choose  
your  
items

2.

Customise

3.

Delivery

Customize →

Chat with Us