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 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

MAYA

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 interets in interstate cuisine.

MAYA

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

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User Personas

Swati Kodali (29) – Personal Assistant
- Personal Assistant to the CEO of HCL Constructions
- Goes on casual dates
- Goes bowling on the weekends with friends

Ramaswamy Muthuswamy (40) – Business Owner
- Owns a Jewellery store chain
- Enjoys roowing down the Tungabhadra River
- In a long-term relationship.

Ranjitha Prasanna (46) – Business Owner
- Runs a genetics startup
- Has a Master's in Business Administration
- Enjoys spending time with family on the weekends
- Married for 22 years, mother of two.

User Needs

The website needs to enable the user to:

- Order online
- Schedule resrvationsweeks 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…"

About Restaurant

● History

● Our cuisine

● What people are Saying

Contact Us

■ Location & map

■ Chat with Us

FAQ

■ Do you have a minimum order policy?

■ Do you charge for delivery?

■ What is yur delivery radius

Make a reservation

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

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                                                    Home
           ┌──────────┬──────────────────────────────┼────────────────────────────┬──────────────┐
           │          │                               │                            │              │
         Order      Account                    About Restaurant               Contact Us         FAQ
           │          │                          ┌─────┴─────┐                 ┌─────┴─────┐
      Order Details  Logged In                 History   Testimonials    Location & Map  Chat with Us
           │          │ No
        Location     Login                                                                  No
           │ Yes
  No     Has Account   Yes      Profile
Sign Up ◄──────────────────────►
                        │
                        └──────► Order History
           Yes
```

Yes

No