

# **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

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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

## Functionality Requirements

Systems that will allow the user accomplish tasks.

*“The user will be able to...”*

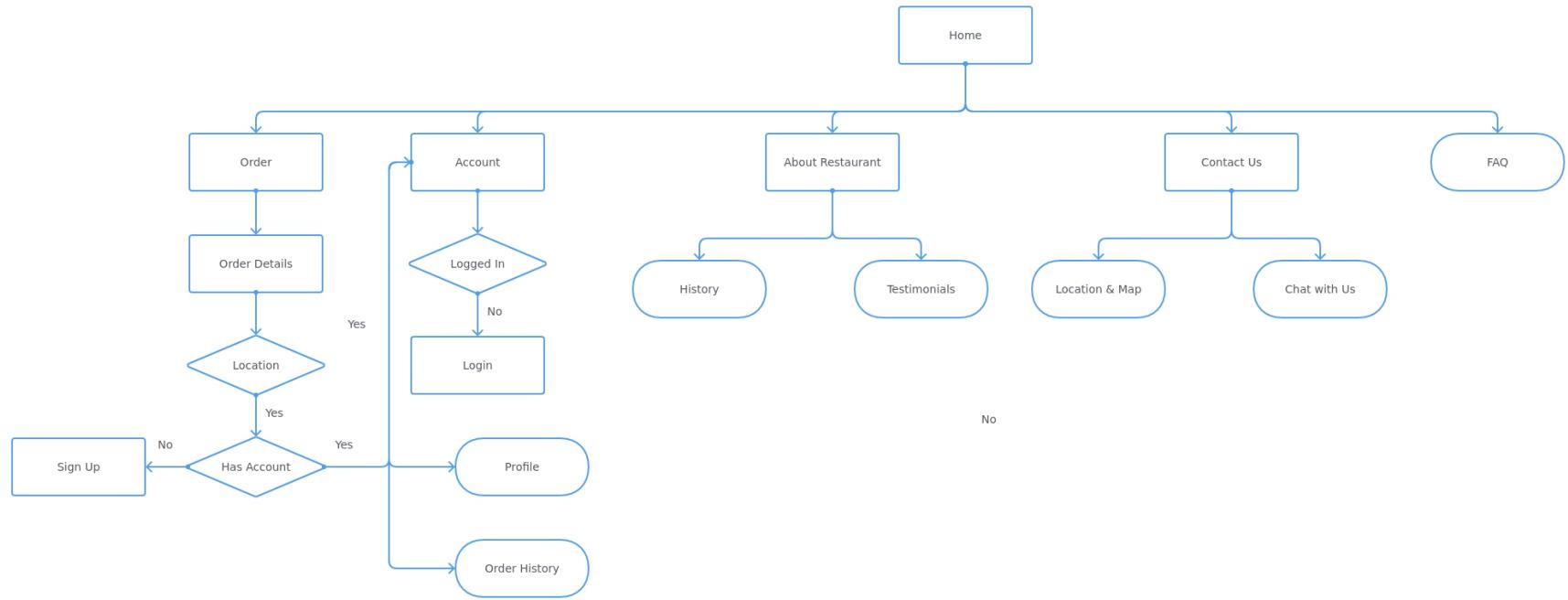
### Account

- 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

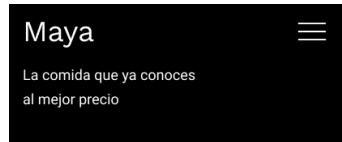
3

Delivery

Get started

Chat with Us

MAYA



Ordering process

1

Choose  
your  
items

2

Customise  
your order

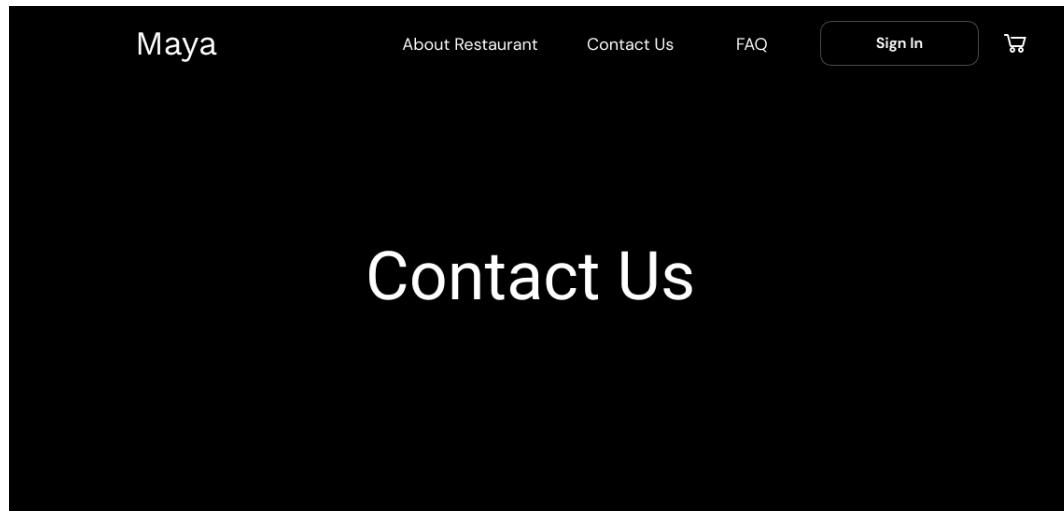
3

Delivery

Get started

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Name

Email

Message

Get started

Chat with Us

MAYA

Location

Sep 11, 2021 21:15

Order &gt; Customize &gt; Salads

## Customizations

[Salads](#)[Instructions](#)

Indian Salad



Greek Salad



Meditarrean Salad

[Next](#)[Chat with Us](#)

Maya

About Restaurant

Contact Us

FAQ

Sign In



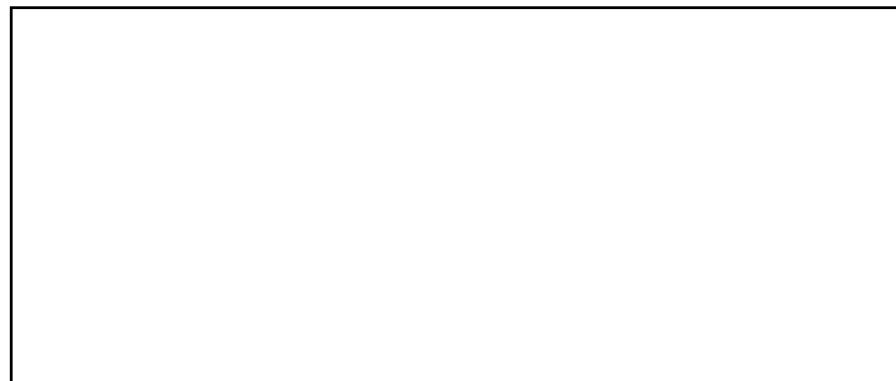
Order > Customize > Instructions

## Customizations

Salads

Instructions

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Next

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**Maya**[About Restaurant](#)[Contact Us](#)[FAQ](#)[Sign In](#)

Order ➤ Cart

## Cart



Panasapottu Kora

649



Chettinad Chicken

579

**Total Amount**

inclusive of all taxes

1595

[Proceed to Pay](#)[Chat with Us](#)**MAYA**

# Moodboard



ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

MAYA

# Mockups



## Place your Order



Choose your  
items



Customise



Delivery

Customize →

Chat with Us

MAYA



The logo features the word "Maya" in white, with a small globe icon above the letter "y". Below it is a photograph of a restaurant interior with tables and chairs, and the slogan "La comida que ya conoces al mejor precio" in white text.

Place your Order



Choose  
your items



Customise

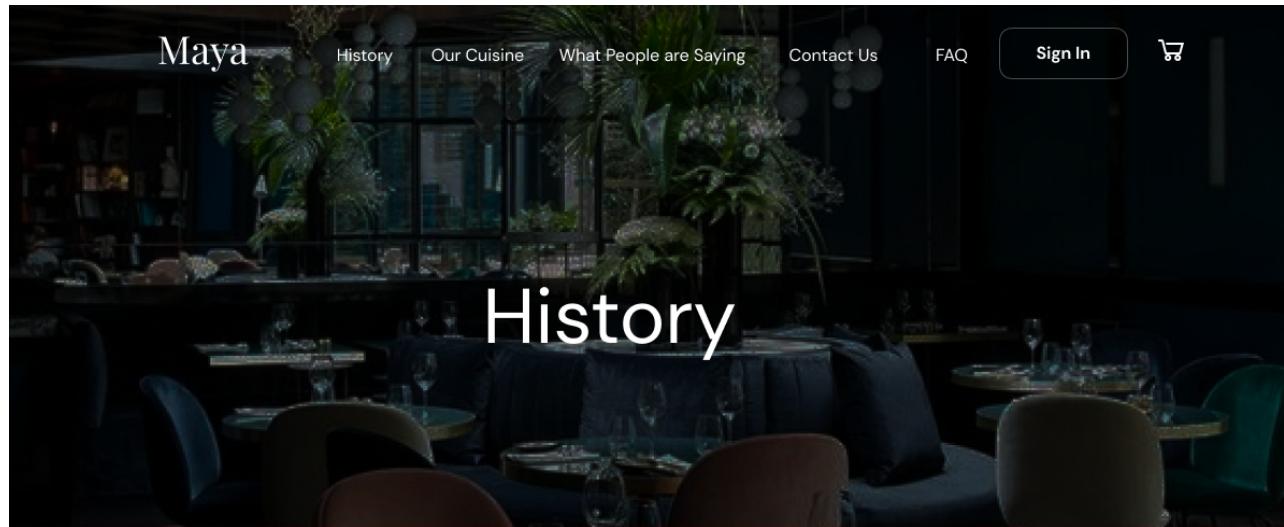


Delivery

Customize →

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Maya

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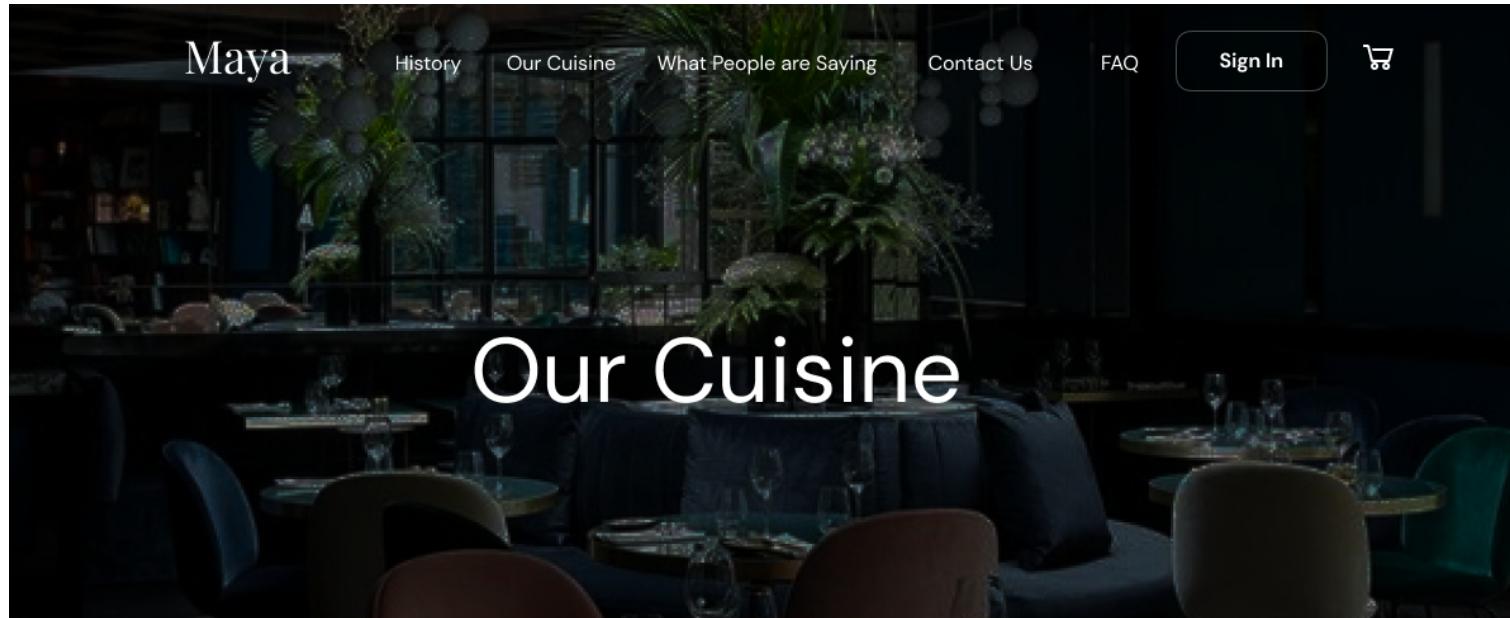
# History

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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Maya

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# Our Cuisine

*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.*

*Aenean sed nisi sed libero pellentesque tincidunt. Vestibulum eu dui blandit, varius magna eu, convallis lacus. Cras volutpat dui et sem congue, a blandit tortor consequat. Nunc quis odio urna. Etiam hendrerit dapibus fringilla.*

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**Maya**

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# What people are Saying

**“** 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** January 29, 2021  
Partnerships & Project Marketing Services Specialist  
Big Company Pty 

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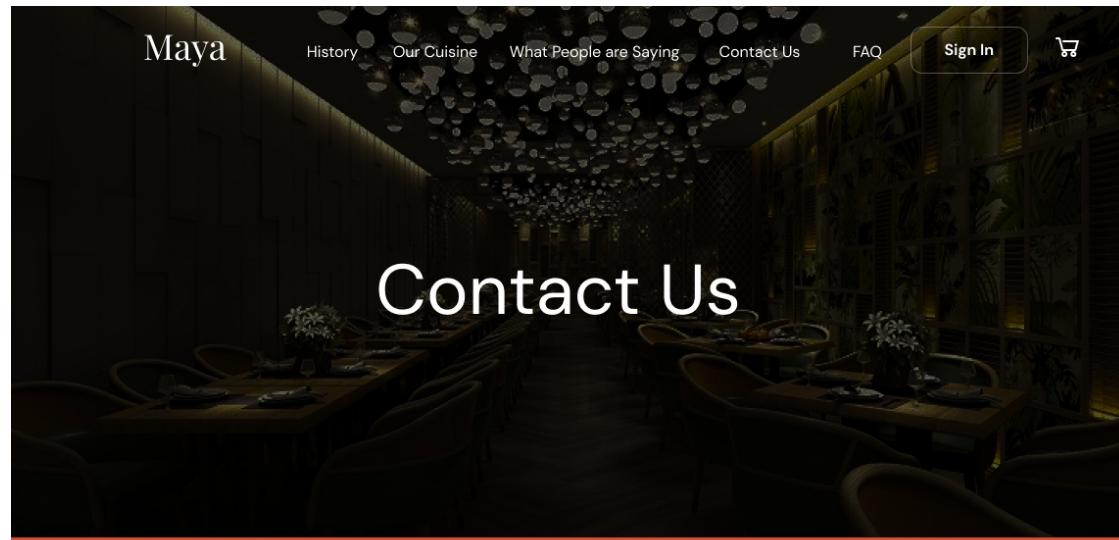
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**Chat with Us**

MAYA



The image shows the interior of a restaurant named Maya. The ceiling is decorated with numerous small, glowing circular lights. The walls are dark with some tropical foliage artwork. In the foreground, there is a large, semi-transparent white text area that reads "Contact Us". Below this, there is an orange form area with three input fields: "Name", "Email", and "Message". At the bottom left, there is a button labeled "Customize →". At the bottom right, there is a dark teal button labeled "Chat with Us". The overall design is modern and sophisticated.

Maya

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# Contact Us

Name

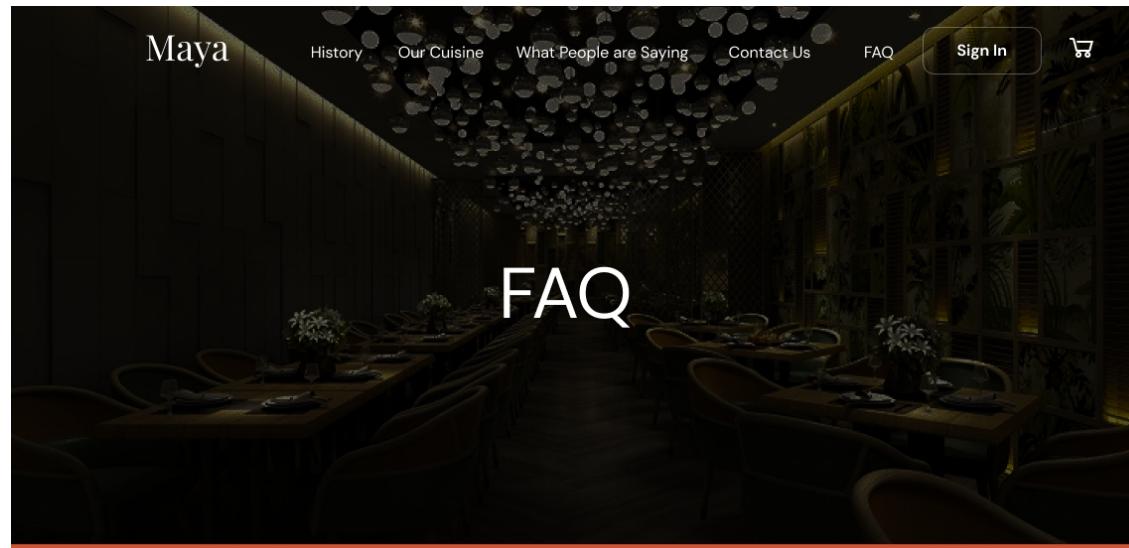
Email

Message

Customize →

Chat with Us

MAYA



# FAQ

- 1 Question 1
- 2 Question 2
- 3 Question 3
- 4 Question 4
- 5 Question 5
- 6 Question 6
- 7 Question 7

Chat with Us

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# Sign In

Username

Password

Sign In

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

Chat with Us

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# Sign Up

Email

Password

Re-enter Password

Phone Number

**Sign Up**Have an account? [Sign In](#)[Chat with Us](#)**MAYA**