

SLURPEASE

Adam Hayes

RESTAURANT CONCEPT

What will your restaurant's name be?

Slurp-EASE

Slurp-ease.com

Describe what will be offered by the restaurant:

Slurp-EASE will offer customizable slushies, smoothies, and milkshakes

Customization options:

- Slushies
 - Flavor
 - Cherry
 - Blue Raspberry
 - Cola
 - Grape
 - Pumps Per Flavor (Max of 6 pumps)
 - 2 complimentary, each additional is surcharge
 - Size (S/M/L/XL)
- Smoothies
 - Fruit (Max 2 selected)
 - Banana
 - Mango

- Strawberry
- Blueberry
- Size (S/M/L/XL)
- Milkshakes
 - Flavor
 - Vanilla
 - Chocolate
 - Strawberry
 - Raspberry
 - Toppings (surcharge)
 - Marshmallows
 - Chocolate Bar
 - Peanut butter cup
 - Brownies
 - Size (S/M/L/XL)

Describe the City, Country, and neighborhood where the restaurant and its customers will be located

Houston, Texas (within the city)

Delivery Radius: The city of Houston and 10 miles into suburbs

Choose a main target audience your restaurant is focusing on:

Children/Teens/Young Adults, mostly aiming for the 12-16 market

Estimate how much your restaurant's food will cost:

\$ - this is a service aimed at an audience with not a lot of disposable income so to be effective it will need to seem cheap/affordable

Write an Elevator Pitch for your restaurant:

We want latchkey kids to feel empowered while still retaining their youth and having fun. With Slurp-EASE, they'll get to feel grown up by ordering for themselves, and get what all kids want most on a hot southern summer day: a frozen tasty treat

STRATEGY

Target Audience

Slurp-Ease's target audience consists of the following attributes:

Roles:

- Parents of young children with younger children who would likely order multiple beverages for the whole family
- Children who would impulse purchase a slushie or milkshake who are ALSO old enough to be able to order on their own (with parental approval)
- High school upperclassmen/College students who are more likely to be studying for long hours and therefore be more likely to want a snack/treat delivered to them instead of needing to step away from the books

Demographics:

- **Gender:**
 - Not targeting a specific gender demographic, sweet cold treats are universally appealing
- **Age:**
 - Targeting the younger end of the spectrum
 - Children around 12-16
 - Young parents/Parents (mid to late 20's to early 30's)
 - High School upperclassmen/college students (late teens- early 20's)

- Occupations

- Students
- No other specific occupation, but those who make enough money to be able to afford a delivery smoothie service regardless of how reasonably priced
- At least middle class tax bracket

- Education

- Excluding children, we'd aim for those who have at least achieved a high school diploma or equivalent certification

- Location

- Lives in or around Houston Texas

Psychographics

- Personality:

- Whimsical
- Fun-loving
- Impulse driven

- Values:

- Making summer memories
- Staying out of restaurants to avoid spreading COVID

- Lifestyles:

- Studying for exams
- Taking care of young children outside of the school year
- Likes watching cartoons

STRATEGY

User Needs

- Find out if the restaurant delivers to their area
- Order food online
- See if any items/add-ons could violate dietary restrictions or allergies
- See if there are any limits on order size or order customization amounts before purchasing
- Track how long it will take for their order to be delivered

Client Needs

- To sell food that will be delivered
- Provide a system for order customization
- Provide a simple to use interface for the younger end of the target audience
- Implement paths for accessibility to accommodate for disabled patrons of the restaurant
- Provide the ability for users to reach out to the restaurant with questions/comments/concerns about their orders
- Provide the option to tip the workers and drivers who support Slurp-EASE

STRATEGY- Personas



Kari Green (12) - The Child

“Last one in has to ask their parents to buy ice cream!!!”

- Just finished 6th grade
- Loves hanging with her friends in one of their backyard pools
- Oldest of 3 children
- Wishes she could have ice cream with lunch every day
- Dream job is a marine biologist



Franklin Reed (20) - The Student

“UGH only 2 more chapters to go. Then I’m allowed to take a break and get a snack...”

- Started a summer semester at college
- Trying to catch up on credits since he transferred from a faraway state school he didn’t like
- Double majoring in Sociology and Linguistics
- Plans on going to law school post graduation
- Tries to get froyo with his boyfriend once a week during the summer



Darius King (32) - The Parent

“You can have another lollipop as long as you don’t tell mom ;)”

- Been with his wife 9 years, married for 6
- Is a schoolteacher so he watches the kids (4 and 6) over the summer while his wife works
- Loves to surprise his kids with a treat every so often
- Plays Restaurant with his kids who always make him be the cook
- Before the kids were born, he and his wife would always go to the movies together and order blue raspberry slushies

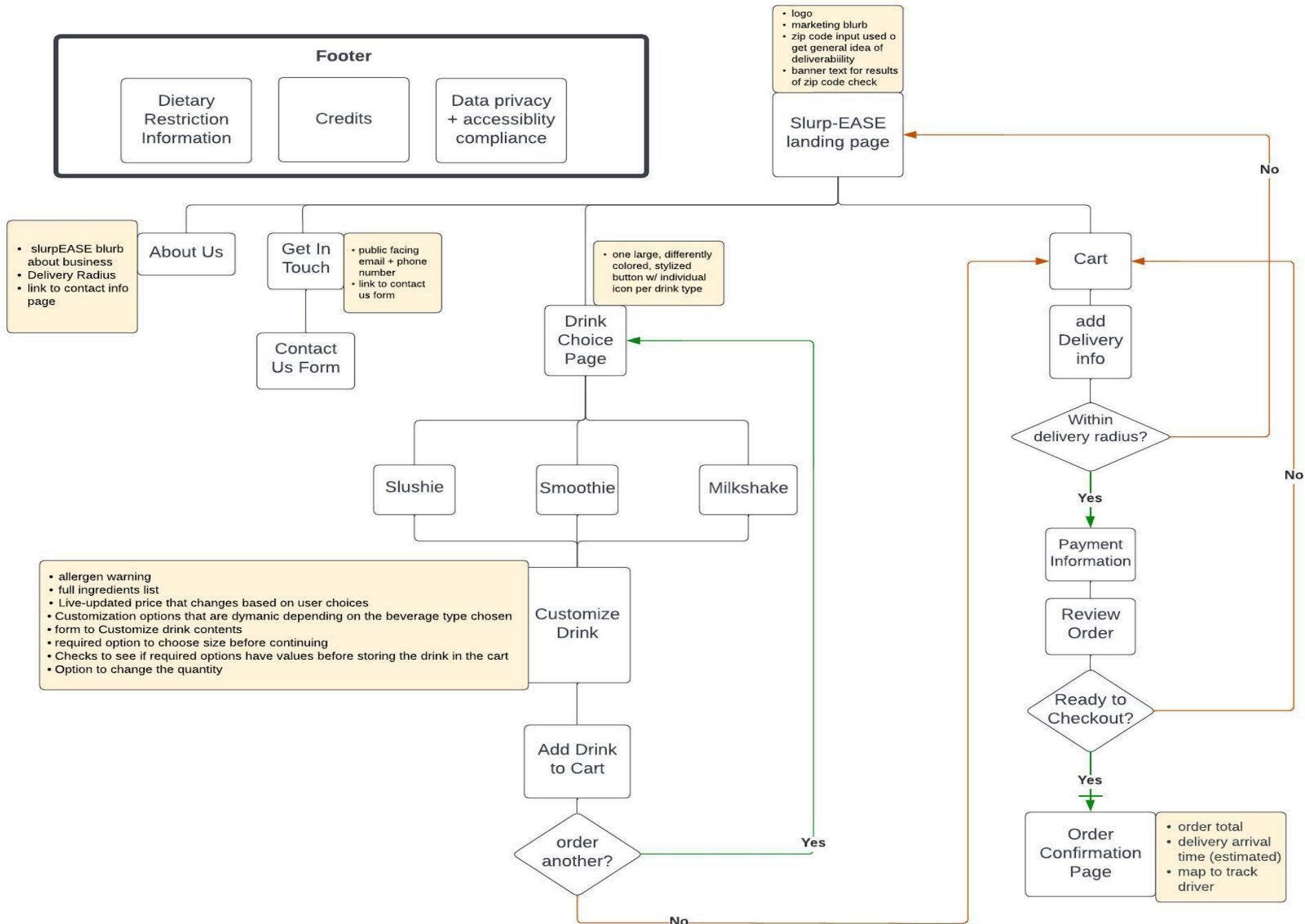
OUTLINE OF SCOPE

Content Requirements

- About Us
- Contact Information
- Description of delivery radius
- Allergen information per food item
- Simple Stylized distinct icons for menu decision tree buttons
 - (smoothie/slushie/milkshake)
- Logo
- Beverage menu
- Customization Limit warning per type of drink
- Pricing information on surcharge items
- Pre-applied gratuity charge label in checkout
- Menu items

Functionality Requirements

- Add/remove functionality for flavors/ingredients/toppings
 - Slushies
 - Allow any combination of flavor pumps
 - MAX 6 flavor pumps applied per beverage
 - Smoothies
 - Allow any combination of any 2 fruit on the menu
 - Milkshakes
 - Allow any combination of toppings
 - MAX 4 toppings per beverage
- Online checkout capability
- Contact us form
- Accessibly built user interface
 - Navigable not only by mouse
 - Images have alt text
- Shopping cart for multiple items per order
- Live (or close to it) delivery status tracker
 - Think dominos



[Home](#)[About Us](#)[Get in Touch](#)

slurp-EASE logo

Unsure if you're within our delivery radius?
Enter your zip code below to check:

Check

Quench Your Thirst:





Freeze your brain with a
classic SLUSHIE



(smoothie icon button)

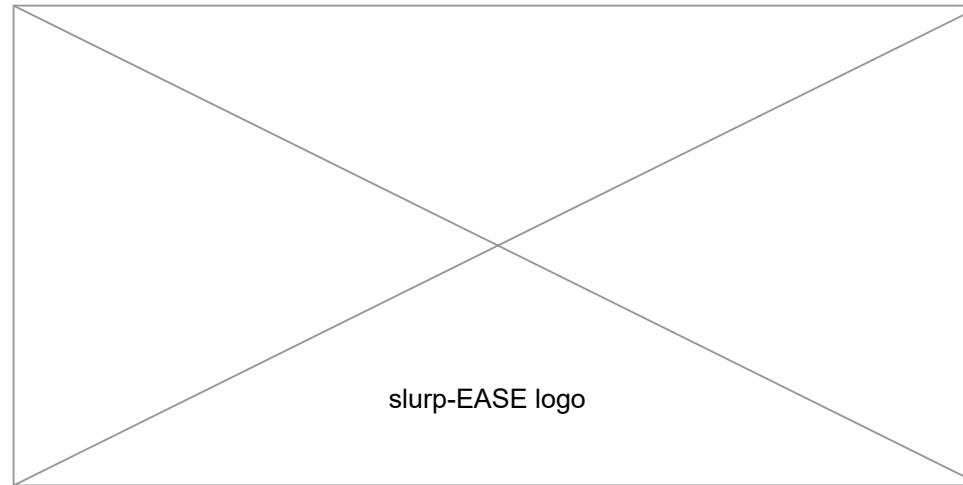
Get tropical with one of
our delicious SMOOTHIES



(milkshake icon button)

Dair(y) to be different with
a customizable MILKSHAKE

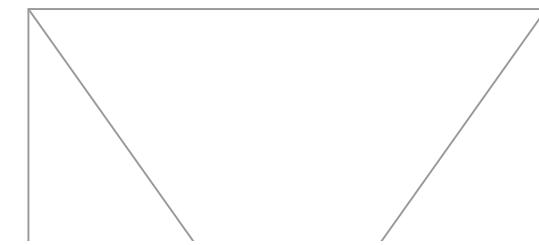
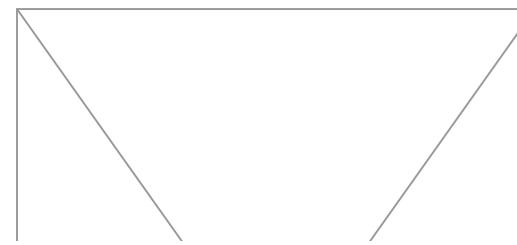
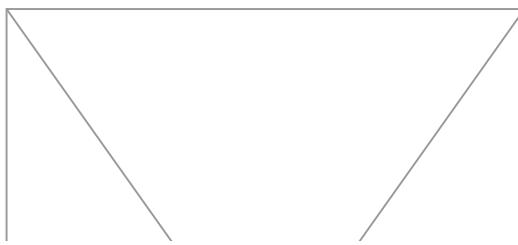




Unsure if you're within our delivery radius?
Enter your zip code below to check:

Check

Quench Your Thirst:



(slushie icon button)

Freeze your brain with a
classic SLUSHIE

(smoothie icon button)

Get tropical with one of
our delicious SMOOTHIES

**(milkshake icon
button)**

Dair(y) to be different with
a customizable MILKSHAKE

Dietary Restrictions
and Allergies

Data Privacy
Compliance

Accessibility
Compliance

Company
Information

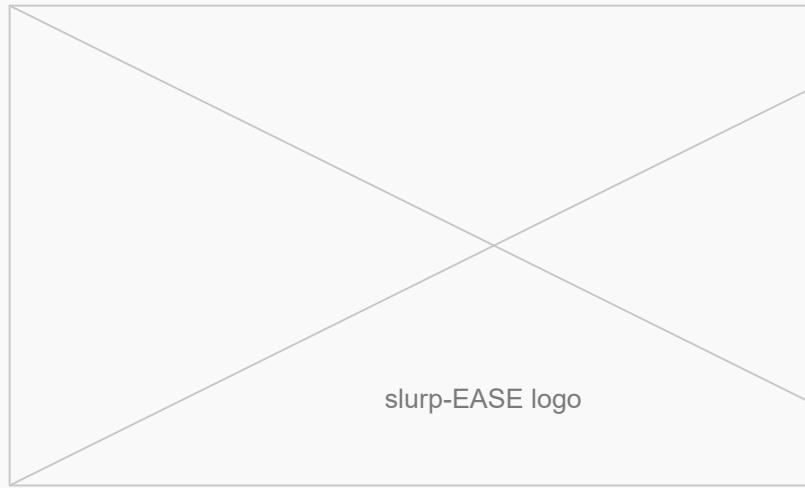
[Home](#)[About Us](#)[Get in Touch](#)

Cart



You currently have no drinks in your cart

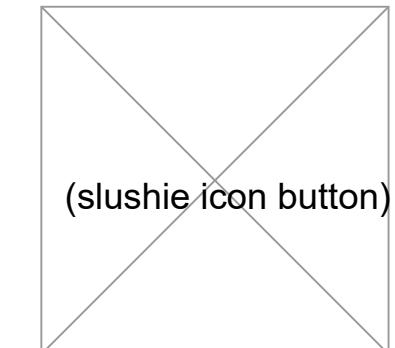
Treat yourself!
Add a drink to your cart:



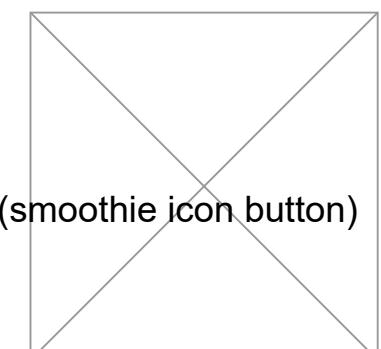
Unsure if you're within our delivery radius?
Enter your zip code below to check:

Check

Quench Your Thirst:



Slushie



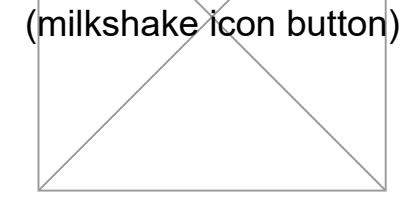
Smoothie



Freeze your brain with a
classic SLUSHIE



Get tropical with one of
our delicious SMOOTHIES

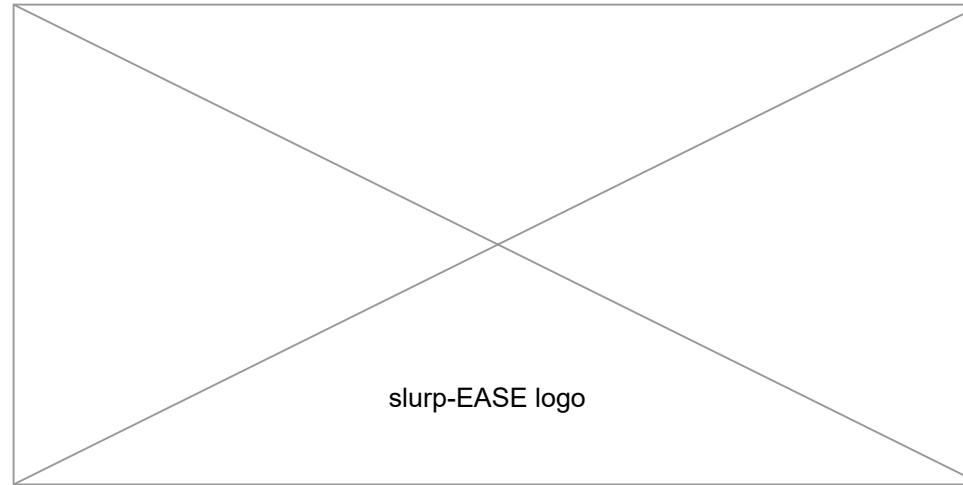


Milkshake

Dietary Restrictions
and Allergies

Data Privacy
Compliance

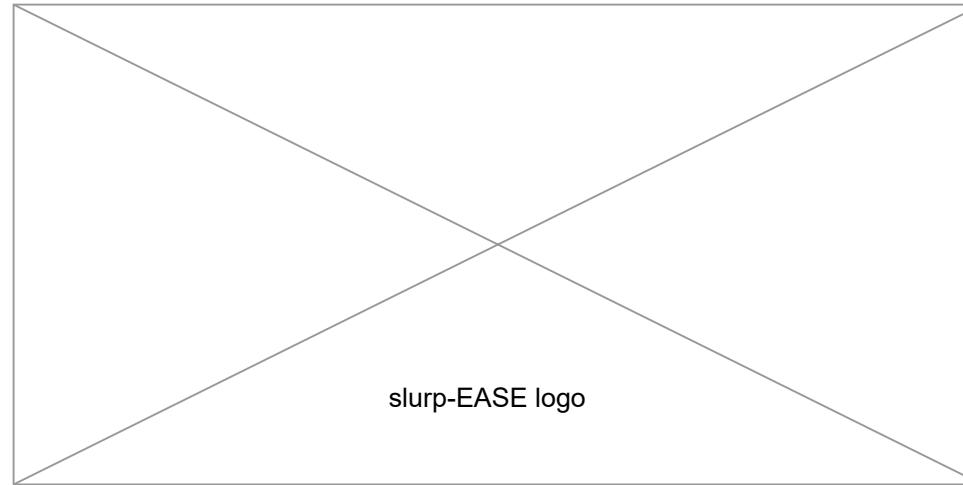
Accessibili
Compliant



Unsure if you're within our delivery radius?
Enter your zip code below to check:

Check

We're sorry, but we're unable to deliver that far out at this time.
We hope you'll think of us next time you're in Houston!



Unsure if you're within our delivery radius?
Enter your zip code below to check:

Check

Howdy neighbor! You're close enough for us to deliver.
Choose a drink type below to get started:



(slushie icon button)

Freeze your brain with a
classic SLUSHIE

(smoothie icon button)

Get tropical with one of
our delicious SMOOTHIES

(milkshake icon
button)

Dair(y) to be different with
a customizable MILKSHAKE

Dietary Restrictions
and Allergies

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SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Slushie

Choose your size:

Child

Small

Medium

Large

Add to Cart

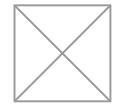
[Start Drink from Scratch](#)

Dietary Restrictions
and Allergies

Data Privacy
Compliance

Accessibility
Compliance

Company
Information



SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Slushie

Choose your size:

Child

Small

Medium

Large

Choose your base:

Cherry

Blue Raspberry

Grape

Cola

Add to Cart

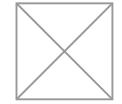
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Dietary Restrictions
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SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Slushie

Choose your size:

Child

Small

Medium

Large

Choose your base:

Cherry

Blue Raspberry

Grape

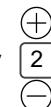
Cola

Pump up the flavor:

* (max of 6 additional pumps)

Cherry

Blue Raspberry



Grape

Cola

Add To Cart

[Start Drink from Scratch](#)

Dietary Restrictions
and Allergies

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Information



SlurpEASE
logo

Slushies

Smoothies

Milksh

Cart



You currently have **one drink** added to your cart

Customize your Slush

Choose your size:

Child

Small

Medium

Large

Choose your base:

Cherry

Blue Raspberry

Grape

Cola

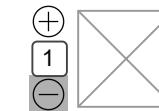
Add to Cart

[Start Drink from Scratch](#)

Dietary Restrictions
and Allergies

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Accessibility
Compliance



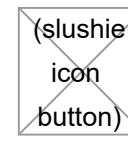
Cherry Slushie - Child [price]



Extras

- Pump of Blue Raspberry x2 [price]

Not done treating yourself?
Add another:



Slushie



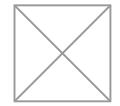
Smoothie



Milkshake

Total [price]

Check Out



SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Smoothie

Choose your size:

Child

Small

Medium

Large

Add to Cart

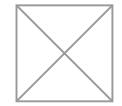
[Start Drink from Scratch](#)

Dietary Restrictions
and Allergies

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Compliance

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Information



SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Smoothie

Choose your size:



Child



Small



Medium



Large

Choose your base:



Peanut Butter



Yogurt



Greek Yogurt



None

Add to Cart

[Start Drink from Scratch](#)

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SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Smoothie

Choose your size:

Child

Small

Medium

Large

Choose your base:

Peanut Butter

Yogurt

Greek Yogurt

None

Sweeten the pot:

* Pick at least one fruit to get started, and blend together up to 3 different fruits (3rd fruit is an additional charge)

Banana

Mango

Strawberry

Blueberry

Add to Cart

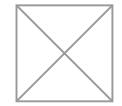
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Dietary Restrictions
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Compliance

Company
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SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Smoothie

Choose your size:

Child

Small

Medium

Large

Choose your base:

Peanut Butter

Yogurt

Greek Yogurt

None

Sweeten the pot:

* Pick at least one fruit to get started, and blend together up to 3 different fruits (3rd fruit is an additional charge)

Banana

Mango

Strawberry

Blueberry

Add To Cart

[Start Drink from Scratch](#)



SlurpEASE
logo

Slushies

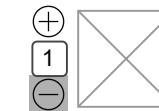
Smoothies

Milksh

Cart



You currently have **one drink** added to your cart



Banana Mango Smoothie - Large

[price]



Extras

- 3rd portion of fruit

[price]

Choose your size:



Child



Small



Medium



Large

Choose your base:



Peanut Butter



Yogurt



Greek Yogurt



None

Add to Cart

Start Drink from Scratch

Total [price]

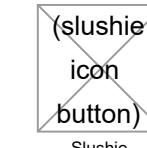
Check Out

Dietary Restrictions
and Allergies

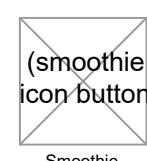
Data Privacy
Compliance

Accessibility
Compliance

(slushie icon button)



Slushie



Smoothie



Milkshake



SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Milkshake

Choose your size:

Child

Small

Medium

Large

Add to Cart

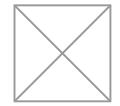
[Start Drink from Scratch](#)

Dietary Restrictions
and Allergies

Data Privacy
Compliance

Accessibility
Compliance

Company
Information



SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Milkshake

Choose your size:



Child



Small



Medium



Large

Choose your base:



Chocolate



Vanilla



Strawberry



Raspberry

Add to Cart

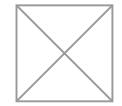
[Start Drink from Scratch](#)

Dietary Restrictions
and Allergies

Data Privacy
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Compliance

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Information



SlurpEASE
logo

Slushies

Smoothies

Milkshakes



Customize your Milkshake

Choose your size:

Child

Small

Medium

Large

Choose your base:

Chocolate

Vanilla

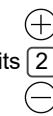
Strawberry

Raspberry

Top it off:

* Add additional toppings for
\$0.75 each

Marshmallows



Chocolate Bar Bits 2

Peanut Butter Cups



Pretzels 1

Brownie Bits

Add To Cart

[Start Drink from Scratch](#)



SlurpEASE
logo

Slushies

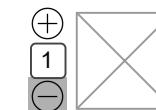
Smoothies

Milksh

Cart



You currently have **one drink** added
to your cart



Chocolate Milkshake
- Child

[price]



Extras

- Chocolate Bar Bits
- Pretzels

[price]
[price]

Choose your size:



Child



Small

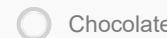


Medium



Large

Choose your base:



Chocolate



Vanilla



Strawberry



Raspberry

Not done treating yourself?
Add another:



Slushie



Smoothie



Milkshake

Add to Cart

Start Drink from Scratch

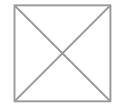
Total [price]

Dietary Restrictions
and Allergies

Data Privacy
Compliance

Accessibility
Compliance

Check Out



SlurpEASE
logo

Checkout

Item	Quantity	Price
   Drink Order - drink extras - drink extras	x 1	[price of item] [subtotal]
		+ [included gratuity] [total]

Delivery Address

First name

Last name

Phone Number

Address line 1

Address line 2

City

Zip Code

State

Delivery Address same as Billing

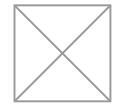
Proceed to
Payment

Dietary Restrictions
and Allergies

Data Privacy
Compliance

Accessibility
Compliance

Company
Information

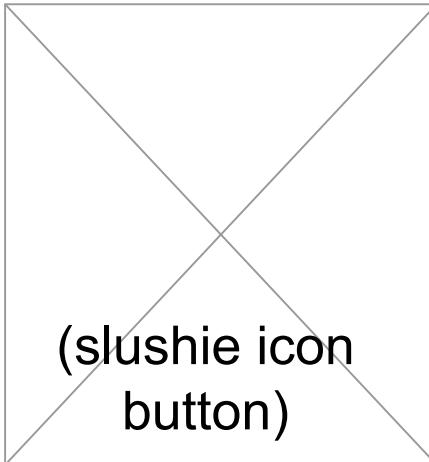


SlurpEASE
logo

Checkout

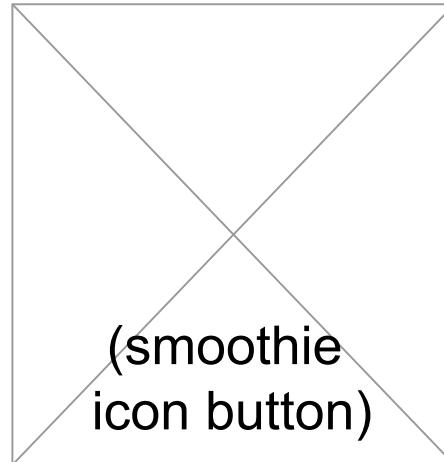
You don't currently have any
drinks added to your cart.

Would you like to change that? Click on one of our refreshing frozen treats to get started:



(slushie icon
button)

Freeze your brain with a
classic SLUSHIE



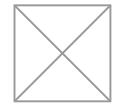
(smoothie
icon button)

Get tropical with one of
our delicious SMOOTHIES



(milkshake icon
button)

Dair(y) to be different with
a customizable MILKSHAKE



SlurpEASE
logo

Checkout

Item	Quantity	Price
   Drink Order - drink extras - drink extras	x 1	[price of item] [subtotal]
		+ [included gratuity] [total]

Delivery Address

[address outside of delivery range]

[address outside of delivery range] ▾

Delivery Address same as Billing

We're sorry, but we can't make deliveries that far away :(
We hope you think of us next time you're in Houston!

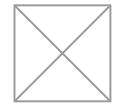
**Proceed to
Payment**

Dietary Restrictions
and Allergies

Data Privacy
Compliance

Accessibility
Compliance

Company
Information



SlurpEASE
logo

Checkout

Item	Quantity	Price
Drink Order - drink extras - drink extras	x 1	[price of item] [subtotal]
		+ <u>[included gratuity]</u> [estimate]

Delivery Address

First name

Last name

Phone Number

Address line 1

Address line 2

City

Zip Code

State

Delivery Address same as Billing

Billing Address

Billing Address

First name

Last name

Phone Number

Address line 1

Address line 2

City

Zip Code

State

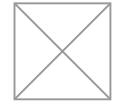
Proceed to
Payment

Dietary Restrictions
and Allergies

Data Privacy
Compliance

Accessibility
Compliance

Company
Information



SlurpEASE
logo

Checkout

Item	Quantity	Price
 Drink Order - drink extras - drink extras	x 1	[price of item]
		[subtotal]
		+ [included gratuity]
		+ [calculated delivery charge]
		<hr/> [total]

Payment Info

Name as it appears on card

Card Number

Expiration Date

Month

Year

Security Code/CCV



Place Order

Dietary Restrictions
and Allergies

Data Privacy
Compliance

Accessibility
Compliance

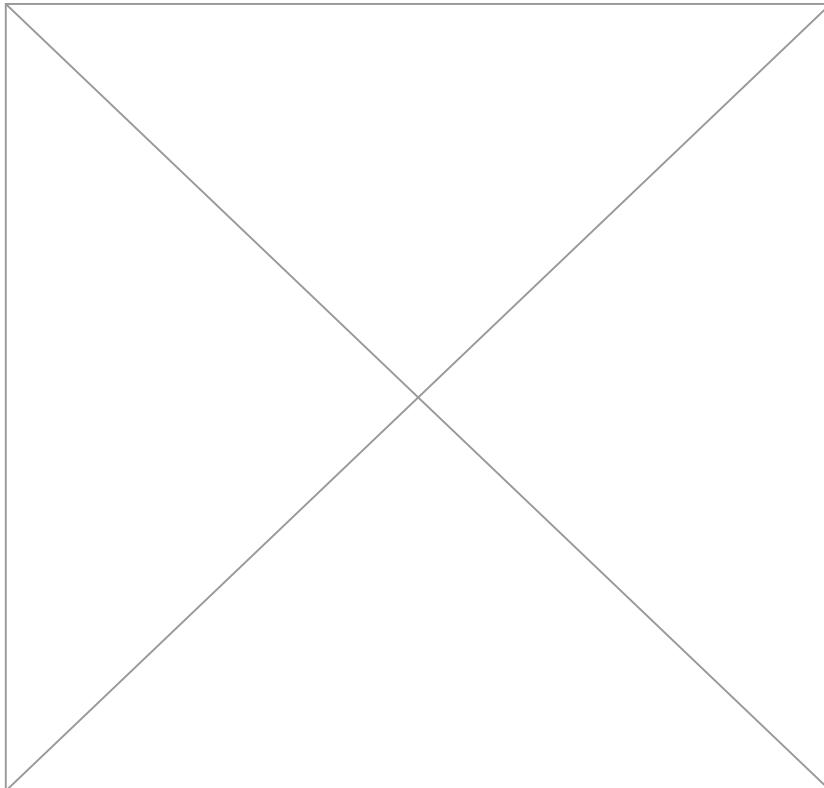
Company
Information



SlurpEASE
logo

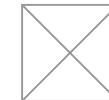
Cool beans! Your drink order will be delivered
around [delivery estimate]

Track your Order



Order Summary

[order number]



[drink order abbrev] x 1

+ [calculated delivery charge]

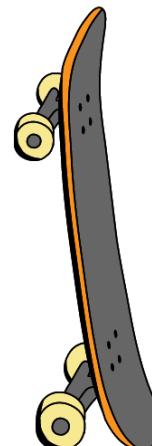
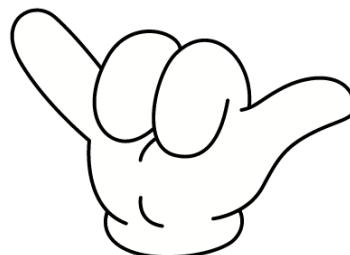
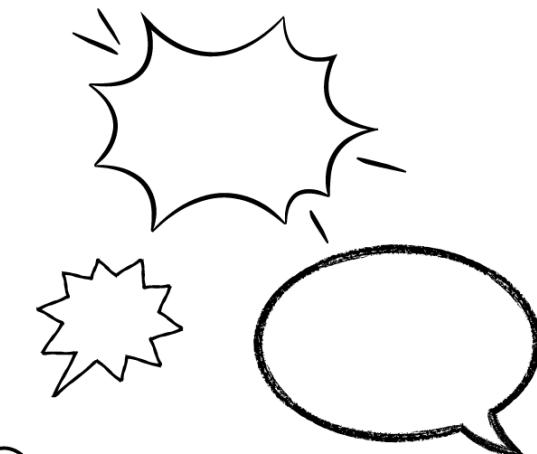
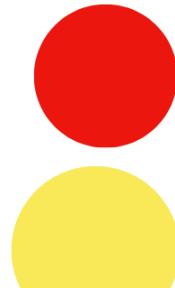
+ [included gratuity]

[total]

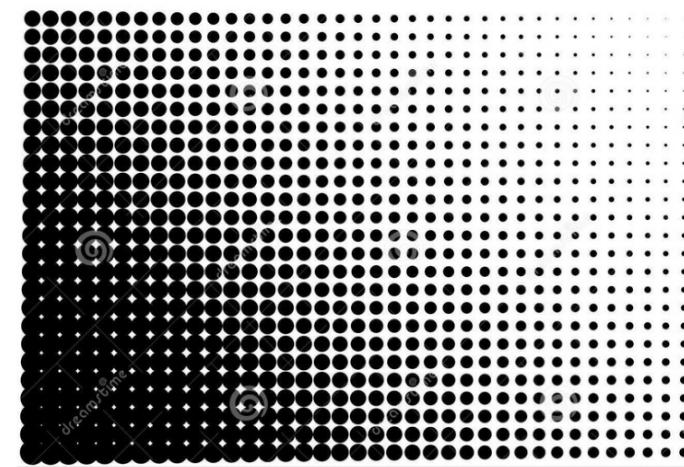


We want to hear from you!

Whether you're suggesting a new flavor, asking a question, or just saying thank you, we want to hear about it! Leave your contact information and comments below and we'll take care to reach out as soon as we can.



THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG 123456789
!.-:\$#@*



ABOUT US GET IN TOUCH 


SLURP-EASE

COOL DOWN AND CHILL OUT WITH OUR FROZEN TREATS

 SLUSHIE

 SMOOTHIE

 MILKSHAKE

UNSURE IF YOU'RE WITHIN OUR DELIVERY RADIUS?
ENTER YOUR ZIP CODE BELOW TO CHECK:



DIETARY RESTRICTIONS & ALLERGY INFORMATION
PRIVACY POLICY & GDPR COMPLIANCE
ACCESSIBILITY & ADA COMPLIANCE


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ABOUT US

GET IN
TOUCH



COOL DOWN AND CHILL OUT WITH
OUR FROZEN TREATS

SLUSHIE

SMOOTHIE

MILKSHAKE

UNSURE IF YOU'RE WITHIN OUR DELIVERY RADIUS?
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ZIP CODE



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ABOUT US

GET IN
TOUCH



COOL DOWN AND CHILL OUT WITH
OUR FROZEN TREATS



UNSURE IF YOU'RE WITHIN OUR DELIVERY RADIUS
ENTER YOUR ZIP CODE BELOW TO CHECK:

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ACCE
& AD

CART



YOU CURRENTLY HAVE NO DRINKS IN YOUR CART.

TREAT YOURSELF!

ADD A DRINK TO YOUR CART:



ABOUT US

GET IN
TOUCH



WE'RE SORRY, BUT WE'RE UNABLE
TO MAKE DELIVERIES OUTSIDE OF
THE HOUSTON AREA. WE HOPE
YOU'LL THINK OF US NEXT TIME
YOU'RE IN THE NEIGHBORHOOD!

UNSURE IF YOU'RE WITHIN OUR DELIVERY RADIUS?
ENTER YOUR ZIP CODE BELOW TO CHECK:

ZIP CODE



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ACCESSIBILITY
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ABOUT US

GET IN
TOUCH



HOWDY NEIGHBOR, YOU'RE
CLOSE ENOUGH TO GET
A SWEET TREAT DELIVERED!
SELECT A DRINK TYPE TO
GET STARTED.



UNSURE IF YOU'RE WITHIN OUR DELIVERY RADIUS?
ENTER YOUR ZIP CODE BELOW TO CHECK:

ZIP CODE



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SLUSHIE

SMOOTHIE

MILKSHAKE



CUSTOMIZE YOUR
SLUSHIE

SELECT YOUR
SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ



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SLUSHIE

SMOOTHIE

MILKSHAKE



CUSTOMIZE YOUR SLUSHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- CHERRY
- GRAPE
- BLUE RAZZ
- COLA

START OVER
FROM SCRATCH



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SLUSHIE

SMOOTHIE

MILKSHAKE



CUSTOMIZE YOUR SLUSHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- CHERRY
- GRAPE
- BLUE RAZZ
- COLA

PUMP UP THE FLAVOR

* MAXIMUM OF 6 EXTRA PUMPS (\$.50 PER PUMP)

- CHERRY
- GRAPE
- BLUE RAZZ
- COLA

START OVER
FROM SCRATCH



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& ADA Compliance



CUSTOMIZE YOUR SLUSHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- CHERRY
- GRAPE
- BLUE RAZZ
- COLA

PUMP UP THE FLAVOR

*MAXIMUM OF 6 EXTRA PUMPS (\$0.50 PER PUMP)

- CHERRY
- GRAPE
- BLUE RAZZ
- COLA

ADD TO CART

START OVER FROM SCRATCH

SLURP-EASE

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← SLUSHIE

SMOOTHIE

MILKSHAKE



CUSTOMIZE YOUR SLUSHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- CHERRY
- GRAPE
- BLUE RAZZ
- COLA

PUMP UP THE FLAVOR

* MAXIMUM OF 6 EXTRA PUMPS (\$.50 PER PUMP)

- CHERRY ^
5
v
- GRAPE ^
1
v
- BLUE RAZZ
- COLA

START OVER
FROM SCRATCH

ADD TO CART



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Accessibility
& ADA Compliance



 ←

SLUSHIE SMOOTHIE

CUSTOMIZE YOUR SLUSHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- CHERRY
- GRAPE
- BLUE RAZZ
- COLA

ADD TO

START OVER FROM SCRATCH



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Access & ADA

CART 

You currently have **ONE DRINK** IN YOUR CART.

	SLUSHIE (LARGE) - BLUE RAZZ	\$X.YZ	
↑	EXTRAS: - 5 PUMPS CHERRY - 1 PUMP GRAPE	\$X.YZ	

DON'T STOP THERE!
ADD ANOTHER:



SLUSHIE



SMOOTHIE



MILKSHAKE

EST. **\$XX.YZ**
TOTAL

CHECKOUT

CUSTOMIZE YOUR SMOOTHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

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Accessibility & ADA Compliance

CUSTOMIZE YOUR SMOOTHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- PEANUT BUTTER
- YOGURT
- GREEK YOGURT
- NONE

START OVER FROM SCRATCH

SLURP-EASE

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Accessibility & ADA Compliance

← SLURPEE EASE

SLUSHIE SMOOTHIE MILKSHAKE

CUSTOMIZE YOUR SMOOTHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- PEANUT BUTTER
- YOGURT
- GREEK YOGURT
- NONE

LETS GET FRUITY

*MAX OF 3 FRUITS (FIRST 2 ON THE HOUSE)

- BANANA
- MANGO
- STRAWBERRY
- BLUEBERRY

START OVER FROM SCRATCH

ADD TO CART

SLURPEE EASE

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Accessibility & ADA Compliance

CUSTOMIZE YOUR SMOOTHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- PEANUT BUTTER
- YOGURT
- GREEK YOGURT
- NONE

LETS GET FRUITY
*MAX OF 3 FRUITS (FIRST 2 ON THE HOUSE)

- BANANA
- MANGO
- STRAWBERRY ^1
- BLUEBERRY ^2

ADD TO CART

START OVER FROM SCRATCH

SLURP-EASE

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Accessibility & ADA Compliance



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 ←

CUSTOMIZE YOUR SMOOTHIE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- PEANUT BUTTER
- YOGURT
- GREEK YOGURT
- NONE

[START OVER FROM SCRATCH](#)

[ADD TO CART](#)



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[PRIVACY POLICY & GDPR COMPLIANCE](#)

[ACCESS & ADJUSTMENT REQUESTS](#)

CART 

You currently have **ONE DRINK** IN YOUR CART.

	SMOOTHIE (SMALL) - GREEK YOGURT \$X.YZ	
	EXTRAS:	
	- 1 PART STRAWBERRY \$X.YZ - 2 PARTS BLUEBERRY \$X.YZ	

DON'T STOP THERE!
ADD ANOTHER:



EST. TOTAL
\$XX.YZ

CHECKOUT

CUSTOMIZE YOUR MILKSHAKE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SLURP-EASE

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Accessibility & ADA Compliance

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A digital interface for customizing a milkshake. At the top, there's a small box with a left arrow and the word "SLURP-EASE". Below it are three cloud-like shapes containing the words "SLUSHIE", "SMOOTHIE", and "MILKSHAKE". To the right is a thought bubble with a shopping cart icon. A large red speech bubble in the center says "CUSTOMIZE YOUR MILKSHAKE". Below this are two boxes: one for selecting size (Child, Small, Medium, Large) and one for selecting base (Chocolate, Vanilla, Strawberry, Cookies & Cream). At the bottom left is a red button labeled "START OVER FROM SCRATCH". The footer contains links for dietary restrictions, privacy policy, accessibility, and social media icons.

← SLURP-EASE

SLUSHIE SMOOTHIE MILKSHAKE

CUSTOMIZE YOUR MILKSHAKE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- CHOCOLATE
- VANILLA
- STRAWBERRY
- COOKIES & CREAM

START OVER FROM SCRATCH

SLURP-EASE

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ACCESSIBILITY & ADA COMPLIANCE



A customizability interface for a milkshake. At the top, there's a header with a left arrow, three cloud-like bubbles labeled "SLUSHIE", "SMOOTHIE", and "MILKSHAKE", and a thought bubble with a shopping cart icon. Below the header is a large pink speech bubble containing the text "CUSTOMIZE YOUR MILKSHAKE". The main area is divided into three sections: "SELECT YOUR SIZE", "SELECT YOUR BASE", and "TOP IT OFF".

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- CHOCOLATE
- VANILLA
- STRAWBERRY
- COOKIES & CREAM

TOP IT OFF

*\$0.75 PER SERVING OF TOPPING

- MARSHMALLOWS
- PEANUT BUTTER CUPS
- COOKIE DOUGH
- PRETZEL BITES

ADD TO CART

START OVER FROM SCRATCH

SLURP-EASE

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Accessibility & ADA Compliance



A customizability interface for a milkshake. At the top, there's a back arrow, three cloud-like bubbles labeled "SLUSHIE", "SMOOTHIE", and "MILKSHAKE", and a shopping cart icon in a thought bubble. A large pink speech bubble in the center says "CUSTOMIZE YOUR MILKSHAKE". Below it are three boxes: "SELECT YOUR SIZE", "SELECT YOUR BASE", and "TOP IT OFF". The "SIZE" box has radio buttons for "CHILD", "SMALL", "MEDIUM" (selected), and "LARGE". The "BASE" box has radio buttons for "CHOCOLATE", "VANILLA" (selected), "STRAWBERRY", and "COOKIES & CREAM". The "TOP IT OFF" box lists "MARSHMALLOWS", "PEANUT BUTTER CUPS" (selected), "COOKIE DOUGH", and "PRETZEL BITES". An "ADD TO CART" button is at the bottom right. A "START OVER FROM SCRATCH" button is at the bottom left. The background features a blue comic book-style pattern.

CUSTOMIZE YOUR MILKSHAKE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- CHOCOLATE
- VANILLA (selected)
- STRAWBERRY
- COOKIES & CREAM

TOP IT OFF

*\$0.75 PER SERVING OF TOPPING

- MARSHMALLOWS
- PEANUT BUTTER CUPS ↑ ↓
- COOKIE DOUGH
- PRETZEL BITES ↑ ↓

ADD TO CART

START OVER FROM SCRATCH

SLURP-EASE

Dietary Restrictions & Allergy Information

Privacy Policy & GDPR Compliance

Accessibility & ADA Compliance

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 ←

SLUSHIE SMOOTHIE M

CUSTOMIZE YOUR MILKSHAKE

SELECT YOUR SIZE

- CHILD - \$X.YZ
- SMALL - \$X.YZ
- MEDIUM - \$X.YZ
- LARGE - \$X.YZ

SELECT YOUR BASE

- CHOCOLATE
- VANILLA
- STRAWBERRY
- COOKIES & CREAM

ADD TO

START OVER FROM SCRATCH



Dietary Restrictions & Allergy Information

Privacy Policy & GDPR Compliance

Access & ADA

CART 

You currently have **ONE DRINK** IN YOUR CART.

	MILKSHAKE (MED)	\$X.YZ	
- VANILLA			
EXTRAS:			
- 1 X PEANUT BUTTER CUPS		\$X.YZ	
- 2 X PRETZEL BITES			

DON'T STOP THERE!
ADD ANOTHER:



EST. TOTAL
\$XX.YZ

CHECKOUT



CHECKOUT

ITEM	EXTRAS	QUANTITY	PRICE
SLUSHIE (LARGE) - BLUE RAZZ	- 1 PUMP GRAPE - 2 PUMPS CHERRY	x 1	\$XY.ZZ
SMOOTHIE (MEDIUM) - PEANUT BUTTER BASE - 1 PART BANANA - 1 PART MANGO		x 2	\$XY.ZZ
+ [GRATUITY ESTIMATE]			\$XY.ZZ

DELIVERY INFO

* FIRST NAME * LAST NAME
* DELIVERY ADDRESS LINE 1
DELIVERY ADDRESS LINE 2
* STATE ▼
* CITY * ZIP CODE

DELIVERY ADDRESS SAME AS BILLING ADDRESS

To PAYMENT →



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& GDPR COMPLIANCE

ACCESSIBILITY
& ADA COMPLIANCE



CHECKOUT

← SLURP! EASE!

ITEM	EXTRAS	QUANTITY	PRICE
 SLUSHIE (LARGE) - BLUE RAZZ	- 1 PUMP GRAPE - 2 PUMPS CHERRY	x ^ v	\$XY.ZZ
 SMOOTHIE (MEDIUM) - PEANUT BUTTER BASE - 1 PART BANANA - 1 PART MANGO		x ^ v	\$XY.ZZ
<small>+ [GRATUITY ESTIMATE]</small> <hr/> \$XY.ZZ			

DELIVERY INFO

* INPUT TEXT * INPUT TEXT
* INPUT TEXT
INPUT TEXT
* INPUT TEXT
* INPUT TEXT * INPUT TEXT
 DELIVERY ADDRESS SAME AS BILLING ADDRESS

BILLING INFO

* FIRST NAME * LAST NAME
* BILLING ADDRESS LINE 1
BILLING ADDRESS LINE 2
* STATE
* CITY * ZIP CODE

To Payment →

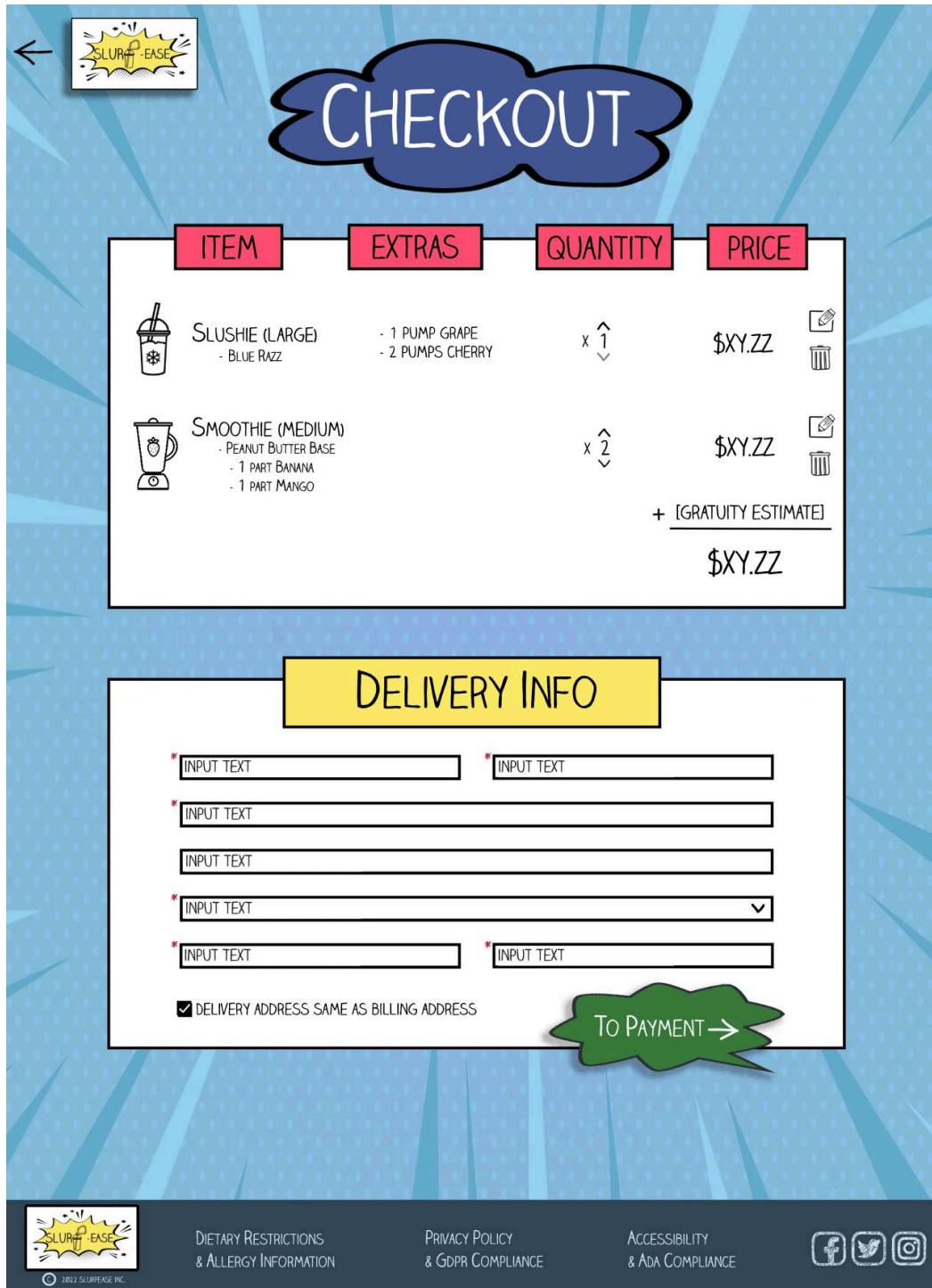
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Accessibility & ADA Compliance



CHECKOUT

← SLURP-EASE

ITEM	EXTRAS	QUANTITY	PRICE
 SLUSHIE (LARGE) - BLUE RAZZ	- 1 PUMP GRAPE - 2 PUMPS CHERRY	x 1	\$XY.ZZ
 SMOOTHIE (MEDIUM) - PEANUT BUTTER BASE - 1 PART BANANA - 1 PART MANGO		x 2	\$XY.ZZ
+ [GRATUITY ESTIMATE]			
\$XY.ZZ			

DELIVERY INFO

* INPUT TEXT * INPUT TEXT

* INPUT TEXT

INPUT TEXT

* INPUT TEXT

* INPUT TEXT * INPUT TEXT

DELIVERY ADDRESS SAME AS BILLING ADDRESS

To PAYMENT →

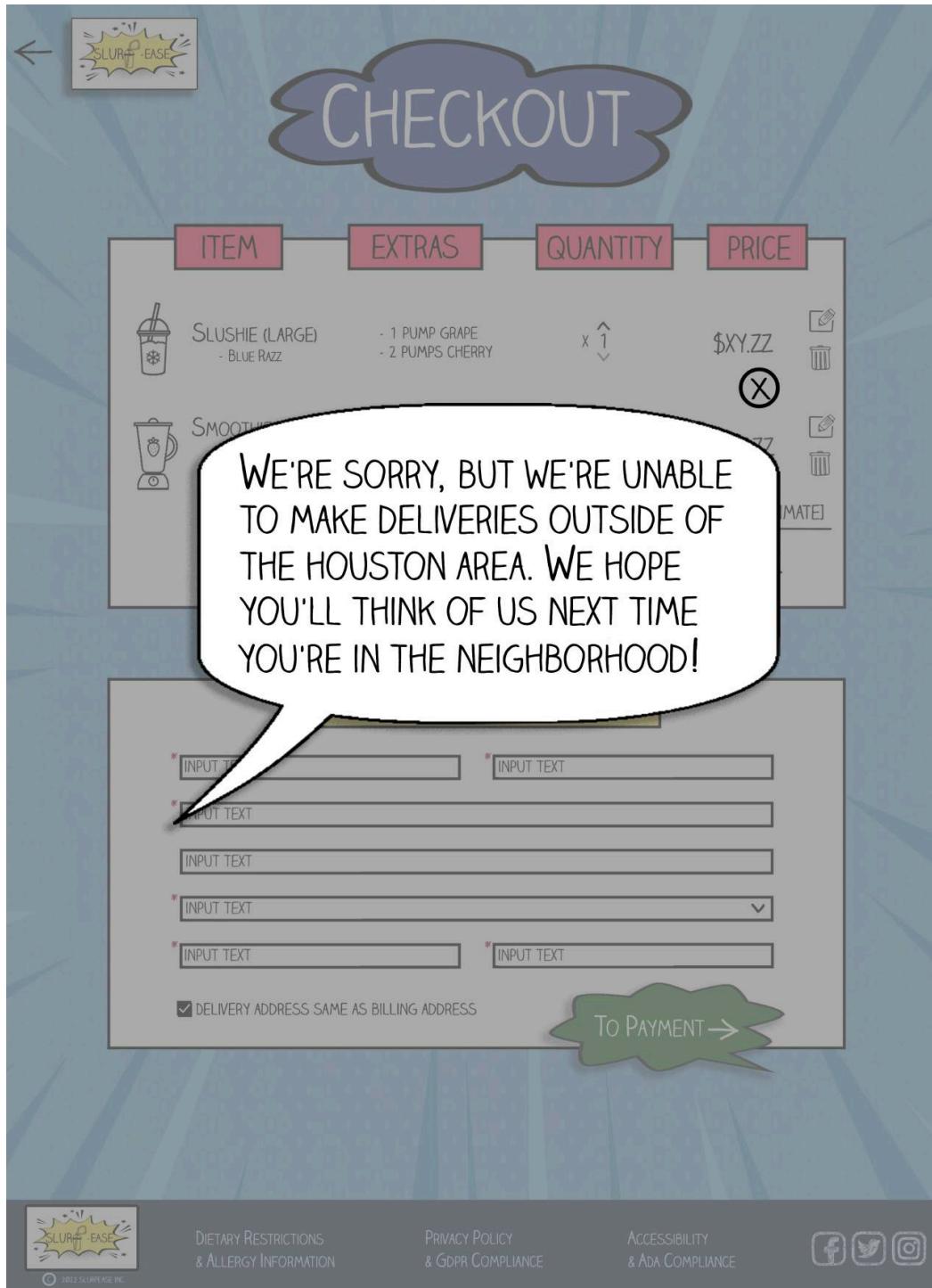
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ACCESSIBILITY & ADA COMPLIANCE



A screenshot of a mobile checkout interface for Slurpee Ease. At the top, there's a small logo with the words "SLURPEE EASE". Below it, a large blue cloud-shaped button contains the word "CHECKOUT". Underneath, there's a horizontal bar with four pink rectangular buttons labeled "ITEM", "EXTRAS", "QUANTITY", and "PRICE".

The main content area shows a table with two rows of items:

ITEM	EXTRAS	QUANTITY	PRICE
SLUSHIE (LARGE) - BLUE RAZZ	- 1 PUMP GRAPE - 2 PUMPS CHERRY	X 1 ^ v	\$XY.ZZ
SMOOTHIE			

To the right of the table are several icons: a pencil, a trash can, a magnifying glass, and another trash can. There's also a large red "X" icon.

A large speech bubble in the center of the screen contains the text: "WE'RE SORRY, BUT WE'RE UNABLE TO MAKE DELIVERIES OUTSIDE OF THE HOUSTON AREA. WE HOPE YOU'LL THINK OF US NEXT TIME YOU'RE IN THE NEIGHBORHOOD!"

Below the message, there are several input fields with asterisks and the placeholder text "INPUT TEXT". There's also a dropdown menu with an arrow pointing down. At the bottom left, there's a checked checkbox labeled "DELIVERY ADDRESS SAME AS BILLING ADDRESS". On the bottom right, a green button with a white arrow points to the right, labeled "To PAYMENT →".

At the very bottom of the screen, there are links for "Dietary Restrictions & Allergy Information", "Privacy Policy & GDPR Compliance", and "Accessibility & ADA Compliance". There are also social media icons for Facebook, Twitter, and Instagram.



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Dietary Restrictions
& Allergy Information

Privacy Policy
& GDPR Compliance

Accessibility
& ADA Compliance





CHECKOUT

ITEM
EXTRAS
QUANTITY
PRICE

 <p>SLUSHIE (LARGE) - BLUE RAZZ</p>	<p>- 1 PUMP GRAPE - 2 PUMPS CHERRY</p>	<p>x 1</p>	<p>\$XY.ZZ</p>
 <p>SMOOTHIE (MEDIUM) - PEANUT BUTTER BASE - 1 PART BANANA - 1 PART MANGO</p>		<p>x 2</p>	<p>\$XY.ZZ</p>
<p>DELIVERY ADDRESS LINE 1 DELIVERY ADDRESS LINE 2 DELIVERY CITY STATE ZIP</p> <div style="display: flex; justify-content: space-between; align-items: center;">   </div>		<p>[CALCULATED DELIVERY CHARGE] + [CALCULATED GRATUITY] <u>[TOTAL]</u></p>	

PAYMENT INFO

* NAME AS IT APPEARS ON CARD

* CARD NUMBER

CCV


* EXP. DATE

CHECK OUT



DIETARY RESTRICTIONS
& ALLERGY INFORMATION

PRIVACY POLICY
& GDPR COMPLIANCE

ACCESSIBILITY
& ADA COMPLIANCE



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CHECKOUT

ITEM
EXTRAS
QUANTITY
PRICE

 <p>SLUSHIE (LARGE) - BLUE RAZZ</p>	<p>- 1 PUMP GRAPE - 2 PUMPS CHERRY</p>	<p>x 1</p>	<p>\$XY.ZZ</p>
 <p>SMOOTHIE (MEDIUM) - PEANUT BUTTER BASE - 1 PART BANANA - 1 PART MANGO</p>		<p>x 2</p>	<p>\$XY.ZZ</p>
<input style="width: 100%; height: 1.2em; border: 1px solid #ccc; margin-bottom: 2px;" type="text"/> DELIVERY ADDRESS LINE 1 <input style="width: 100%; height: 1.2em; border: 1px solid #ccc; margin-bottom: 2px;" type="text"/> DELIVERY ADDRESS LINE 2 <input style="width: 100%; height: 1.2em; border: 1px solid #ccc; margin-bottom: 2px;" type="text"/> DELIVERY CITY STATE ZIP		 	<p>[CALCULATED DELIVERY CHARGE]</p> <p>+ [CALCULATED GRATUITY]</p> <p>[TOTAL]</p>

PAYMENT INFO

* INPUT TEXT

* INPUT TEXT * INPUT TEXT  ?

* EXP. DATE SELECTED MONTH SELECTED YEAR

THE CV IS THE LAST 3 DIGITS ON THE BACK OF YOUR CARD

CHECK OUT



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ACCESSIBILITY & ADA COMPLIANCE

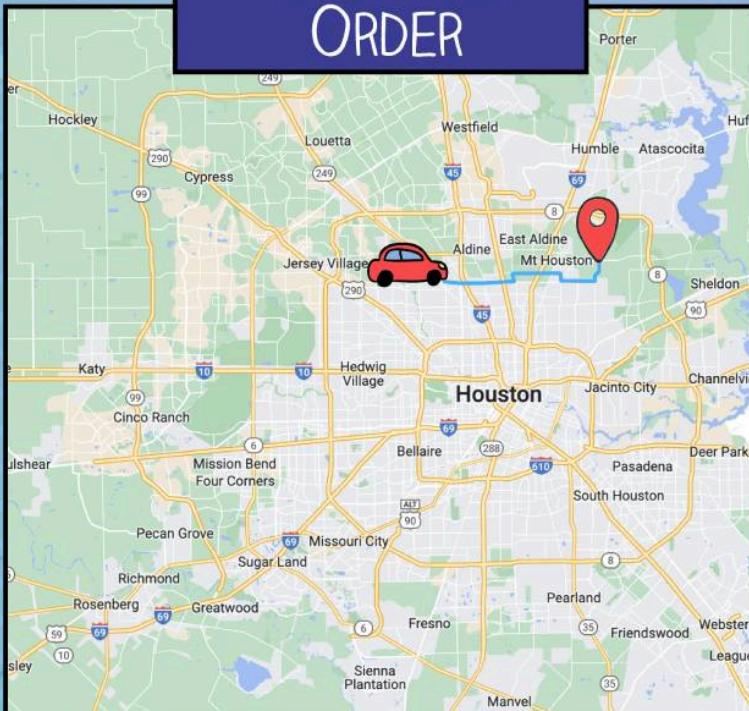






COOL BEANS, HOT STUFF!
YOUR ORDER HAS BEEN ACCEPTED AND
WILL BE DELIVERED AROUND [ESTIMATE].

TRACK YOUR ORDER



ORDER SUMMARY

[ORDER NUMBER]



SLUSHIE (LARGE)
- BLUE RAZZ x 1



SMOOTHIE (MEDIUM)
- BANANA/MANGO x 2

[CALCULATED DELIVERY]
+ [CALCULATED GRATUITY]

[TOTAL]



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ABOUT US

GET IN
TOUCH



WE WANT TO HEAR
FROM YOU!

WHETHER YOU'RE SUGGESTING A NEW FLAVOR, ASKING A QUESTION, OR JUST SAYING THANK YOU, WE WANT TO HEAR ABOUT IT! LEAVE YOUR CONTACT INFORMATION AND YOUR COMMENTS BELOW AND WE'LL TAKE CARE TO REACH OUT AS SOON AS WE CAN.

* FIRST NAME

* LAST NAME

PHONE NUMBER

* EMAIL ADDRESS

LEAVE US YOUR THOUGHTS...

SUBMIT



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