Project Brief

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# Client

Moe’s Southwest Grill

# Problem Statement

Trying to expand reach into mobile commerce, a iPad app for ordering pickup and delivery is needed.

# Target Audience

Millennials

# Brand Essence

Casual

# Top 3 Goals

1. Purchase Customized Product

2. Find Location & Hours

3. Learn More

# Features

* Location search by zip code
* Tap to add menu items and ingredients
* Press and hold for details (Instagram inspired)
* Dynamic form based upon user input

# Invision

<https://invis.io/V864NHOPT>