

Request for Proposal - BURRITO MASALA

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About Us

Burrito Masala will be a food cart located in downtown Portland, OR that specializes in delicious southern Indian (Kerala) and Mexican foods... stuffed in a flour tortilla! Diners can also opt to go gluten free with our bowl options. We're run by a husband and wife team (James Beard award-winning chefs Prasad Varma and Ramona Varma-Hernandez).

We hope to stand out from the crowd. We're shamelessly stealing the Chipotle/Subway business model of allowing diners to assemble their own meals but with a twist. We know that the interactivity of the experience will appeal to some diners but perhaps not all. Additionally, our burritos are going to be HUGE. It's possible that someone will not be able to finish one of our burritos in one sitting.

Location and Contact Information

Burrito Masala will have one location at the food carts located at SW 3rd and Alder in downtown Portland. Our number is 503-555-5555 and can be used to phone in orders.

Our target clientele

We're hoping to attract part of the sizable downtown Portland lunch crowd. We're also from out of town and we don't know a whole lot about downtown Portland. What kinds of people can we expect to eat at our food cart? These will be our customers that we need to reach out to.

Food Offerings

Diners can choose the following options for the burrito or bowl

- **one meat or veggie option**
- **one rice option**
- **condiments**

Meat Options

- Chicken Tikka Masala
- Lamb Curry
- Pork in salsa verde

Veggie Options

- Sambar (lentil curry, vegan)
- Aloo gobi masala (potato and cauliflower, vegan)
- Chile relleno (vegetarian, contains cheese)

Rice (all vegan)

- Kerala biryani
- Spanish rice
- White or brown rice (khaima)

Toppings

- Mango Chutney
- Tomatillo Salsa
- Raita
- Grandma Nena's Fiery Red Salsa
- Cheese
- Sour cream
- Onions
- Tomatoes
- Cucumbers
- Cilantro
- Guacamole (\$.75 extra!)

Overarching Project Needs

There's a lot of sites like Food Carts Portland and Yelp that link to food cart sites. We don't have one and we desperately need something up fast, hopefully before the cart even opens. We're hoping to have a site that will let people know what we're about, in a visually appealing manner and will have them running to our cart to quickly get their order in.

The work, however, is somewhat limited. We don't have a large budget for a full website, social media campaign, blog, etc. Essentially, we need an original web site template that we can then turn around and use ourselves to develop a fully formed site. We need you to act as our UI designer, UX designer, graphic artist and HTML/CSS coder, and we will handle the site development, content management, social media outreach and hosting.

Our recommendation to you, the designer, is to research existing food cart websites and see what works, what doesn't. Then, do your own thing.

Content Requirements

- First and foremost, potential diners need to understand the format of our cart's food, and the site shouldn't just simply list the ingredients. It's burritos or bowls and you can pick your ingredients. That's it. We don't want a diner to think they can ask for a big tub of chicken tikka masala to go! So there should be something on the web page that describes food and ordering process visually.
- The site should include a list of our offerings, a map to our location, days and times of operation and social media icons so that people can share us. **On one page.** That's it for now. We know you'll want us to do a blog for SEO and add tons of pages and we'll work up to that, but we really just want a one page site for now.

Here is the pertinent info:

- Hours of Operation: Open 7 days a week, 11:00 AM to 7:00 PM
 - Location: Corner of SW 3rd and Alder, Portland OR
 - Number for phone orders (texts accepted): 503-555-5555
- Since this is a one page web site, we don't want a navigation scheme. Visitors should just want to scroll down the page because the site will be so well designed and the pictures will be so good. The web site should be clean and delight visitors.

- No online ordering at this time. We only take phone or SMS orders. We don't need an online form for orders and if you build one, we'll remove it.
- Social Media: we want people to be able to Like Us on Facebook, share on Twitter and Pinterest, like us on Yelp. The social media icon colors should match the colors of the site. We don't have URLs for these yet but we're working on them. Put placeholder graphics (social media icons) and hyperlinks in the footer of the page or something.
- End users should be able to see some pictures of our offerings, not necessarily all of them. Photos are not yet available, please use good comp images in the interim. We don't have a budget for this so please use CC0 license free images.
- There is no website copy yet. Please use Lorem Ipsum in spots lacking content, or make up whatever text you want. We need to get a feel for how text will look once we decide on it. We will change this all later anyway.

Visual Requirements

- We are big fans of **flat design** so we would like this look for our web page. We don't like drop shadows or 3D graphics. We just like clean pages with structural elements that stretch all the way across the page; no small layouts that float in the middle of a page.
- We would like large pictures in the site where possible. We like big pictures that stretch across the page. We don't know what they're called but they are pretty cool. Hero images?
- The site should look fantastic on mobile (landscape *and* portrait), a tablet (landscape and portrait) and on a desktop but primarily it should look good on mobile. We think many of our potential clients will use their phones to find us based on the demographics of downtown Portland.

Wish list

This are things which are not required but we would love to have:

- Optimize the site visuals for retina displays. We would love for our site to look amazing on newer devices with high resolution screens.
- Would you believe this: we do not yet have a logo! If you would like to design one for us, that would be amazing.

- Since Ramona is going to take over the development and upkeep of the site, is there a way you can put together a very simple design style guide in Word or PDF format that describes some of the graphical and stylistic elements you used? Anything to get our developer up to speed. It doesn't need to be big. Three pages is the maximum we are willing to pay for but two pages will do.

Websites we like

- <https://kargigogo.com/> - A local competitor but we love their site. This is kind of what we're looking for but perhaps a bit more modern. They serve traditional food so their site looks modern but traditional. We just want modern, period!
- <http://www.triplagent.com/> - We really, really love the huge images and boldness of this site. We don't necessarily want a dark background but we don't want little text and little images. Go big or go home! We want nice large text and clean lines.
- <http://www.apple.com/> - It's not a one page site but we do like that the pages seem to transition into completely new designs as you scroll down. We also like the big images. Plus it's very responsive.
- <http://www.awwwards.com/websites/flat-design/> - We don't want an amazing award winning web site but these web sites really show the kind of aesthetic we're looking for. Again: big images, no drop shadows, nice clean lines.