

Pickin Chicken (World)

Emily C

PICKIN CHICKEN (WORLD)

Restaurant Concept

Restaurant Name & URL

Pickin Chicken (World)
[www.pickinchicken.com.](http://www.pickinchicken.com)

Food & drink

Custom chicken wing orders with design your own toppings:

Pick your wing type & #:

- *Regular (chicken)*
- *Extra Large (turkey)*

Pick your cooking type:

- *Fried*
- *Grilled*
- *Baked*

Pick your topping:

- *Salt & Pepper*
- *Chile Flakes*
- *Green onion*

Pick your sauce:

- *BBQ*
- *Vinegar*
- *Hot Sauce*
- *Garlic Sauce*
- *Chile sauce*
- *Hoisin*
- *Peanut sauce*
- *Curry*

Location

Blacksburg, Virginia, United States. A college town with population 50,000.

Main target audience

College students

Cost

\$ - *Affordable, pay per wing*

Elevator pitch

Enjoy wings in flavors of the world with customizable sauces and toppings. Enjoy a study break snack or perfect take along for sporting events. Try a new flavor experience every weekly wing night. Feeling ambitious? Order the extra large turkey wings.

Strategy

Target Audience

The website/app will focus on the following target audiences

Roles (groups of people with similar goals)

- Campus Event Organizer (ordering, directing order)
- Student (ordering)

Demographics

- **Gender** – men or women
- **Education** – pursuing college degree or college degree
- **Occupations** – undergrad and grad students, student organization leadership, campus event administrators
- **Age** – 18-30
- **Location** – Blacksburg, Virginia, United States (university town)

Psychographics (personality, values, attitudes, interests, lifestyles)

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**

- Casual, not fancy
- Social, Outgoing
- Self-identity is tied to university attended

- **Values:**

- Social, strong group identity
- Expects quality product with ease
- Consistency

- **Lifestyles:**

- Studying
- Variable schedule
- Going to university athletics events
- Going out after classes end with a group of friends

Strategy

User Personas (optional)



Jordan Smith (20) – undergraduate student

- Second year student studying engineering
- Enjoys a quick snack between afternoon class and evening campus events or socializing
- Spends most of his time on campus
- Has a large group of friends within the university and typically goes out for meals a couple nights per week.
- Attends most sporting events.
- Enjoys hiking and mountain biking on the weekends



Alexis Bloor (22) – Student and campus event organizer

- 3rd year international undergraduate

- Organizes monthly events for the French Language Society student group (a large student organization on campus)
- Enjoys going to university events and wears much university logo clothing
- Enjoys learning about the culture and customer of the United States through her experiences.
- Has a partner and they go our for a weekly date night.
- Very busy lifestyle, eats most meals at restaurants or take away.



Adam Doherty (26) – PERSONA

- Spends most of his time studying or in the research lab.
- Teaches undergraduate students in a laboratory.
- Much time on his laptop writing for grants and submitting funding applications.
- Does not eat at typical meal times, many meals from restaurants for convenience.
- Single and likes to go to restaurants to be around other people.
- Weekly meetups with other graduate students and post docs.

Strategy

User Needs

The website needs to enable the user to:

- Turn off and on the options to build the wings with a nice visual of the option created
- Order and pay online
- Find out if restaurant delivers in area
- Follow the progress of the order being prepared
- See price update as the order is customized and items added
- View deals and upcoming events
- Saves orders and quick reorder of favorites

Client Needs

The website needs to enable the client to:

- To sell food online through a secure web interface
- Provide a system for order customization
- Notify restaurant when order is placed, track incoming quantity of demand.
- Engage with customers on feedback of order, options, and promos
- Track popularity of options ordered
- Communicate friendliness and convenience of the business to the university demographic.

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

"The user will be looking for..."

- Menu offerings and prices
- Pictures of the meal
- Location and hours of the restaurant
- Contact info – email, phone, chat
- Specials and promotional events, current and upcoming
- About the restaurant and it's ties to town and university

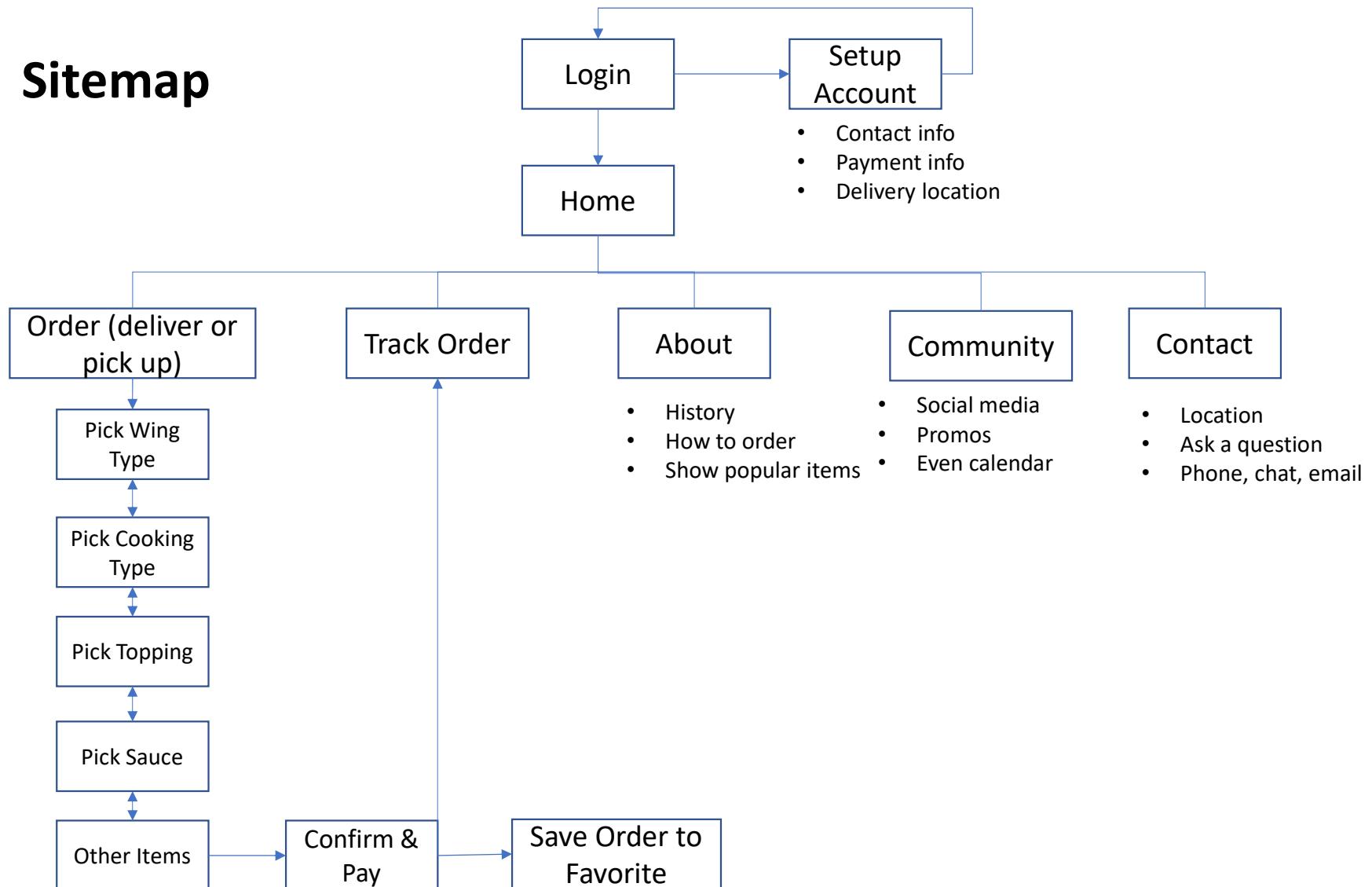
Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Contact the restaurant through the website
- Select and order food, visually see selections
- Pay for order
- See the progress of the preparation of their order
- Sign into an account, track favorite or previous orders
- Share their order on social media

Sitemap

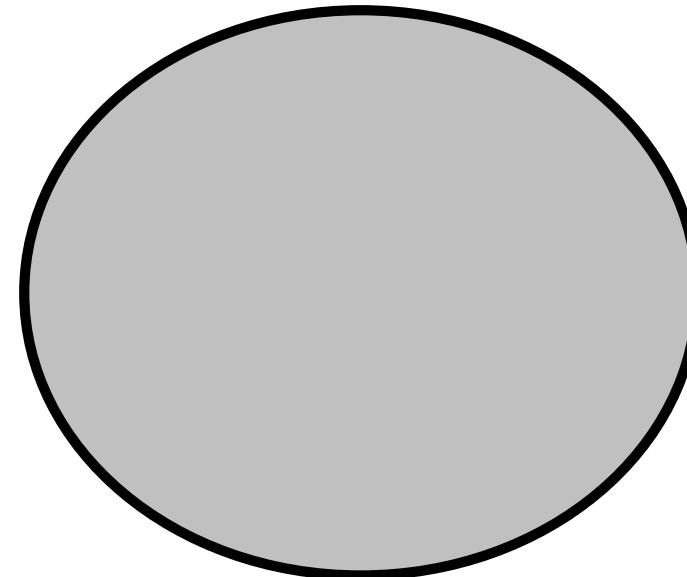




Pickin Chicken (World)

LogIn

[How it Works](#) [About Us](#) [Community](#) [Contact](#) [Track Order](#)



[Order Now!](#)

Customizable flavours, wings of the world!



Pickin Chicken (World)

How It Works

About Us

Community

Login

Order Now!

Track Order

Contact phone/email/address 



<https://www.pickenchicken.com/order>



Pickin Chicken (World)

Delivery | **Pick Up**

Enter delivery address

Estimated delivery time.





Picken Chicken (World)

[Select Wing Type](#) › [Select Cooking Style](#) › [Select Topping](#) › [Select Sauce](#) › Place Order

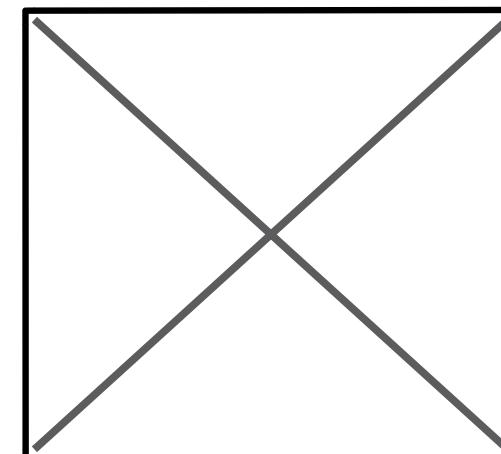
Select your wing type and number:

Regular (chicken)

Extra Large (turkey)

Boneless (chicken)

Plant based wing





Picken Chicken (World)

[Select Wing Type](#) › [Select Cooking Style](#) › [Select Topping](#) › [Select Sauce](#) › Place Order

Select cooking style:

Regular (chicken)

You ordered: 12 wings

Fried

Grilled

Baked

Extra Large (turkey)

You ordered: 1 wing

Fried

Grilled

Baked



Pickin Chicken (World)

[Select Wing Type](#) › [Select Cooking Style](#) › [Select Topping](#) › [Select Sauce](#) › Place Order

Select topping:

Regular (chicken)

You ordered: 12 wings - grilled

Salt & Pepper

Chile Flakes

Green onion

none

Extra Large (turkey)

You Ordered: 1 wing - fried

Salt & Pepper

Chile Flakes

Green onion

none



Pickin Chicken (World)

[Select Wing Type](#) › [Select Cooking Style](#) › [Select Topping](#) › [Select Sauce](#) › Place Order

Select sauce

Regular (chicken)

You ordered: 12 wings - grilled
with chile flakes

BBQ

Vinegar

Hot Sauce

Garlic Sauce

Chile sauce

Hoison

Peanut Sauce

Curry

Extra Large (turkey)

You Orderd: 1 wing - fried
with salt &pepper

BBQ

Vinegar

Hot Sauce

Garlic Sauce

Chile sauce

Hoison

Peanut Sauce

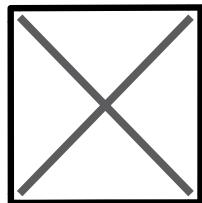
Curry



Picken Chicken (World)

[Select Wing Type](#) > [Select Cooking Style](#) > [Select Topping](#) > [Select Sauce](#) > Place Order

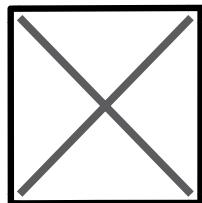
Confirm and Place Order



Regular (chicken)

You ordered: 12 wings - grille
with chile flakes
and peanut sauce

\$



Extra Large (turkey)

You Orderd: 1 wing - fried
with salt &pepper
and BBQ sauce

\$

Total

\$

Payment Info

Name

Card XXXX XXXX XXXX

mm/yy

CVV

Coupon code

Any special requests?

Confirm Order

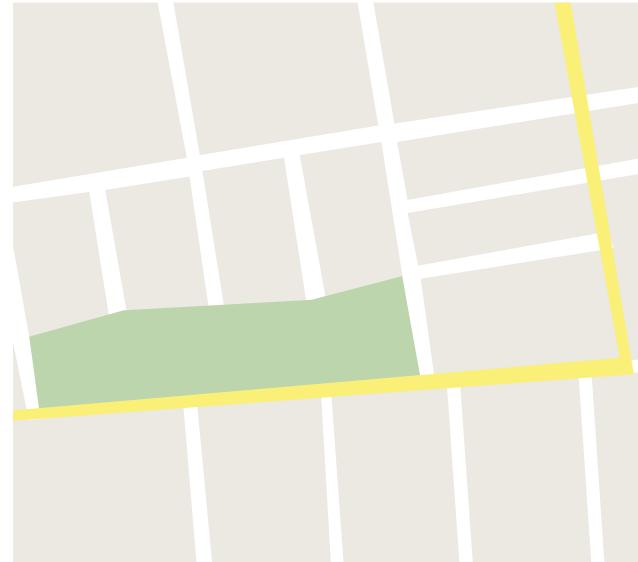




Picken Chicken (World)

Thanks for your order!

We are on our way to deliver
your delicious wings of the world

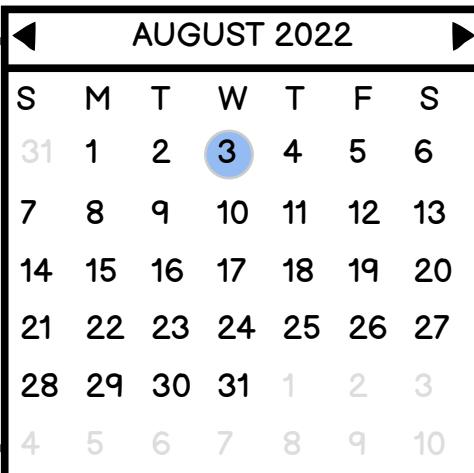


Tracking info, confirmation #



Picken Chicken (World)

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Upcoming Events:

mmmm mmm mmm

mmmm mmm mmm

mmmm mmm mmm

Our involvement in the community.....

mmmm mmm mmm

mmmm mmm mmm

mmmm mmm mmm

Deals and Promotions:

mmmm mmm mmm

mmmm mmm mmm

Mood board (from Pinterest)

- Give the idea of variety of a wings store
- Give a light fun mood, with typography and cartoon
- Capture the feeling of a university town, young/social/common interests
- Color pallet close to university colors
- A place to gather

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyzXYZ
0123456789!#\$%&()^+,-./

Chicken Scratch Font

FONTS FFonts



12 Reasons Why Virginia Tech Is The Best School ...



Why People Go Crazy For This One BBQ Stand In...



Louisiana Rub Wingstop (Best Dry Rub Chicken...)



30 Best Chicken Wings Recipes
Around My Family Table

30 Best Chicken Wing Recipes



Baked Chicken Wings



The Most Flavorful Roasted Turkey Legs or Thighs



The Best Barbecue Restaurant Design



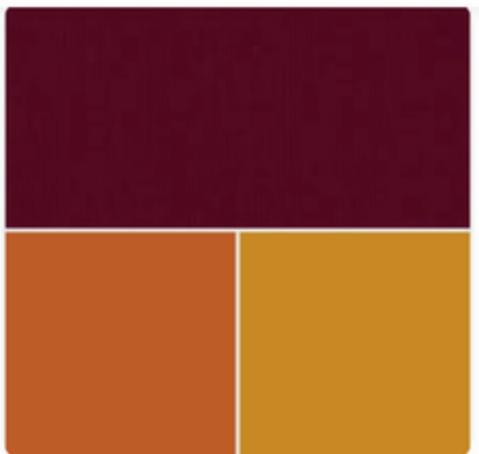
East Coast Wings + Grill Credits Brand Refresh wi...



Burnt Orange and Burgundy Napkins | Zazzle



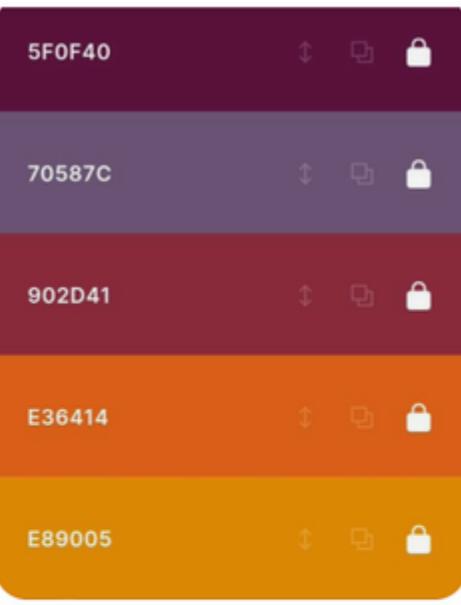
Premium Vector | Chicken hen cute posing



Sandra Jeffries



Premium Vector | Chicken hen cute posing



Wedding colors inspo

Aubrey H



Chicken Concept, Saleh Ahmed





Pickin Chicken (World)

Customizable flavours,
wings of the world!



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Click to Contact us!





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Customizable flavours,
wings of the world!

[Order Now!](#)

"Five stars, best wings, and a great atmosphere and experience! Great from game night!"

Sarah K. Blacksburg, VA

"Easy catering experience, many options and easy to order"

Mark M. Blacksburg, VA



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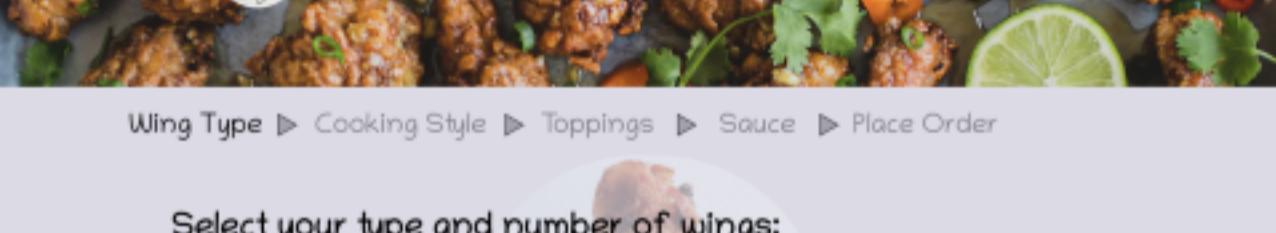
Pickin' Chicken (World)

We deliver to Blacksburg and Christiansburg! Never any delivery charge!

[Delivery](#) [Pick Up](#)

[Enter delivery address](#)

Estimated delivery time: 35 minutes



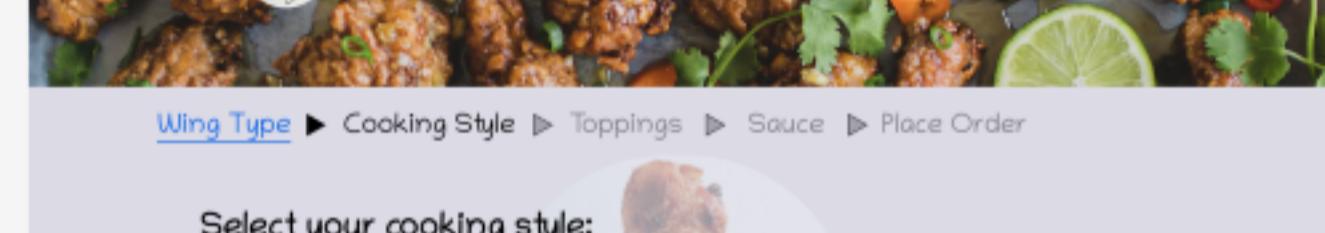
[Wing Type](#) ► [Cooking Style](#) ► [Toppings](#) ► [Sauce](#) ► [Place Order](#)

Select your type and number of wings:

12 Regular (chicken)
 1 Extra large (turkey)
 0 Boneless (chicken)
 0 Plant based (soy)

[Next](#)

Problems with this site or questions about your order?
Call or text us! xxx - xxx-xxx or click to chat!



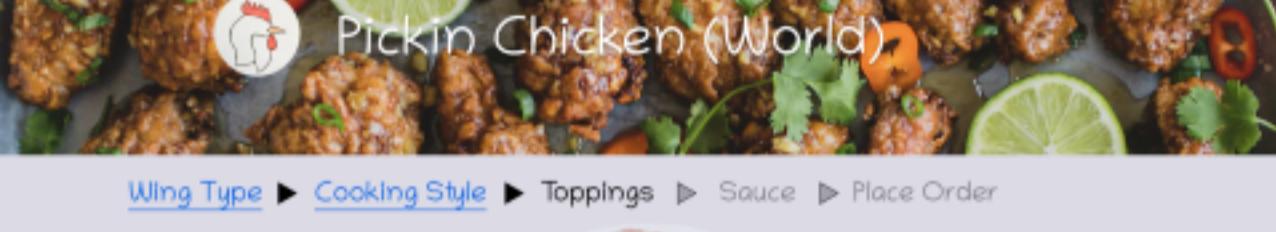
[Wing Type](#) ► [Cooking Style](#) ► [Toppings](#) ► [Sauce](#) ► [Place Order](#)

Select your cooking style:

Regular (chicken) Your order: 12 wings	Extra large (turkey) Your order: 1 wing
<input type="checkbox"/> Fired <input checked="" type="checkbox"/> Grilled <input type="checkbox"/> Baked <input type="checkbox"/> Broiled	<input checked="" type="checkbox"/> Fired <input type="checkbox"/> Grilled <input type="checkbox"/> Baked <input type="checkbox"/> Broiled

[Next](#)

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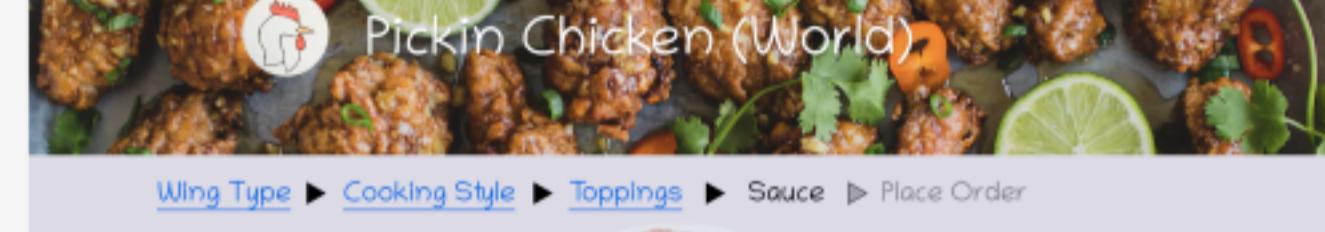
[Wing Type](#) ► [Cooking Style](#) ► [Toppings](#) ► [Sauce](#) ► [Place Order](#)

Select your toppings:

Regular (chicken) Your order: 12 wings-grilled	Extra large (turkey) Your order: 1 wing-fried
<input type="checkbox"/> Salt & Pepper <input checked="" type="checkbox"/> Chile Flakes <input type="checkbox"/> Green Onion <input type="checkbox"/> None	<input checked="" type="checkbox"/> Salt & Pepper <input type="checkbox"/> Chile Flakes <input type="checkbox"/> Green onion <input type="checkbox"/> None

[Next](#)

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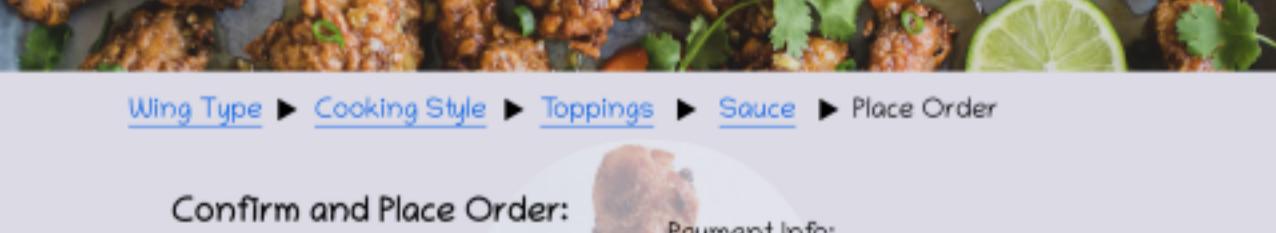
[Wing Type](#) ► [Cooking Style](#) ► [Toppings](#) ► [Sauce](#) ► [Place Order](#)

Select your sauce:

Regular (chicken) Your order: 12 wings-grilled with Chile Flakes	Extra large (turkey) Your order: 1 wing-fried with Salt & Pepper
<input type="checkbox"/> Chile Sauce <input type="checkbox"/> Hoisin <input checked="" type="checkbox"/> Peanut Sauce <input type="checkbox"/> Curry <input type="checkbox"/> Ranch	<input checked="" type="checkbox"/> BBQ <input type="checkbox"/> Vinegar <input type="checkbox"/> Hot Sauce <input type="checkbox"/> Garlic Sauce <input type="checkbox"/> Chile Sauce

[Next](#)

Problems with this site or questions about your order?
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[Wing Type](#) ► [Cooking Style](#) ► [Toppings](#) ► [Sauce](#) ► [Place Order](#)

Confirm and Place Order:

Regular (chicken) Your order: 12 wings-grilled with Chile Flakes and Peanut Sauce	\$15.00
Extra large (turkey) Your order: 1 wing-fried with Salt & Pepper and BBQ Sauce	\$6.50
Total:	\$21.50

Payment Info:
Name: _____
Card xxxx-xxxx-xxxx
mm/yy: _____ CVV: _____
Coupon code: _____
Any special request?

[Place Order](#)

Problems with this site or questions about your order?
Call or text us! xxx - xxx-xxx or click to chat!



Thank you for your order!

We are on our way to deliver your delicious wings of the world



Check your email for receipt and tracking info!
Confirmation #: 29485832.

Problems with this site or questions about your order?
Call or text us! xxx - xxx-xxx or click to chat!



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Upcoming Events:

- August 3: Back to school night
- August 19: Live music, 8pm
- August 26: University athletic night

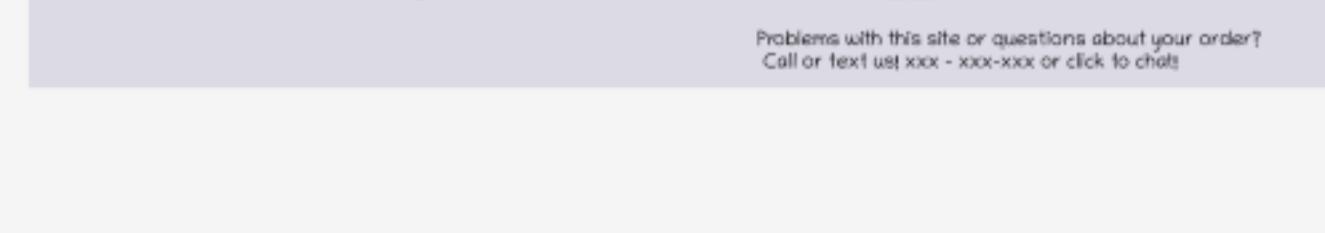
Our involvement in the community:

Community is important to us at Pickin' Chicken (World). We support our community and encourage our team members' involvement in events. You'll see us around campus ...

Deals and promotions:

Wing Wednesday: \$0.50 per wing from 5-8pm

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