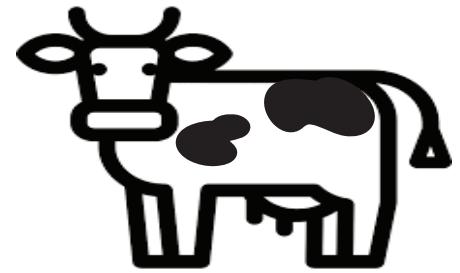


# Legend Dairy

James Craine



## Restaurant concept

By James Craine

### **What will be your restaurant's name?**

Legend Dairy

legenddairy.com

### **Describe the type of food or drink and the related options the restaurant will serve.**

We will serve a carefully curated selection of artisanal meats and salty snacks, high-end homemade ice cream with unique and delicious mix-ins and cereal milk libations

#### Dairy items

Ice cream mashups w/ flavor customizations

- Base ice cream flavors: vanilla, chocolate and coffee
- Mix-ins: Jimmies, raspberries, snozzberries, peanut butter, chocolate, fudge, marionberries, seasonal choices

Cereal milk cocktails w/ flavor customizations

- Flavors: Coco Crispies, Froot Loops, Honey Nut Cherrios, Cinnamon Toast Crunch, seasonal choices

#### Meats and Salty snacks

Extra crispy bacon

Fried pepperonis

Potato chips

### **Describe the country, city, and neighborhood where the restaurant and its customers will be located.**

This will be in Atlanta, GA, USA and we will serve the metro area.

### **Choose a main target audience that your restaurant is focusing on.**

Late-night snack craving youth and adults.

### **Estimate how much your restaurant's food will cost.**

\$ - Affordable!

### **Write an elevator pitch for your restaurant.**

With hours from 9 PM to 6 AM we've got you covered when your late-night thirst and hunger hits! Got the munchies? Or a pregnancy craving? Do you need a cocktail that will knock your guests' socks off? Or, maybe you just like good locally-made dairy treats and other snacks? We deliver fresh, organic treats that will satiate your late-night craving. Offering both catering services and home delivery.

# Strategy

Delicious late night novelty cocktails, snacks and sweets from a community dairy/bar.

## The website/app will focus on the following target audiences:

Roles (groups of people with similar goals)

- Families looking for a fun dessert
- Students studying late
- Partiers
- People on dates

## Demographics

- Education - High school and up
- Occupations - Students, office workers, executives, teens
- Age - 12-59
- Location - Metro Atlanta
- Other demographics of note - urban and suburban, all socio-economic classes

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

- Personality & Attitudes: Fun loving and adventurous. Optimistic, kind, and indulgent.
- Values: Open-minded gourmands, willing to try new things
- Lifestyles: Active, social, fun loving

### *User Needs*

The website needs to enable the user to:

- Browse menu
- Make an order online
- Customize that order
- Check out and pay
- Tip delivery person

### *Client Needs*

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Provide a system for paying for food
- Provide a system for tipping delivery person

# Strategy

## User Personas



PERSONA NAME: Freeman Guddertsen

AGE: 28

OCCUPATION: Corporate Liason

- Goes out every night, usually with a group of friends
- Avid gamer
- Politically active
- “Money is not an object, bro”
- Loves professional soccer
- Orders a lot of late night snacks after getting home from the bar



PERSONA NAME: Sandy Fackler

AGE: 33

OCCUPATION: Museum curator

- Has a PHD in Fine Arts
- Loves to learn and always learning
- Hangs out with friends a lot
- “Picasso is only popular because of modern politics”
- Has a dog she brings absolutely everywhere
- Orders a lot of late night snacks for her and her friends



PERSONA NAME: Shawn Crandelsparge

AGE: 38

OCCUPATION: Record store owner

- Often has lots of people over to his house
- Self proclaimed movie buff and music snob
- Knife enthusiast and amateur blacksmith
- “Sergio Mendes can’t even walk down the street in South America.”
- Favorite movie is *Eraserhead*
- Orders a lot of late night snacks, mostly for his guests



PERSONA NAME: Felipe Franks

AGE: 22

OCCUPATION: Professional gamer

- From Lima, Peru but has lived here 3 years
- Scored a perfect 1600 on his SATs
- Up mostly for the late night hours as those are prime time for pro gamers
- “I main Kirby.”
- Met Kobe Bryant 5 weeks before he died
- Orders a lot of late night snacks to fuel his gaming



PERSONA NAME: Melissa Stanger

AGE: 36

OCCUPATION: MLM participant/Stay at home mom

- Really into Ozark right now
- Was in a sorority in college
- Favorite movie is "Little Nicky"
- "This darn election can't come soon enough."
- Huge college football fan, went to community college but loves Alabama
- Orders a lot of late night snacks for her boys and their friends



PERSONA NAME: Cadence Jada Willetts

AGE: 21

OCCUPATION: Instagram influencer

- Goes out almost every night looking for cool photo ops, parties
- 600K followers and loves featuring local food spots
- Active member of Black Lives Matter
- "Could you retake the picture from a higher angle?"
- Was in the background for three tracking shots in "Ride Along" and two in "Ride Along 2" and talked to Ice Cube once
- Orders a lot of late night snacks and posts them to Insta

# Outline of Scope

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

- Food and Drink Menu
  - Cereal cocktails
    - Flavors: Coco Crisps, Froot Loops, CT Crunch, Honey Nut Cheerios, seasonal choices
  - Salty snacks
  - Meats
  - Ice cream
    - Base ice cream flavors: vanilla, chocolate, plum
    - Mix-ins: Jimmies, raspberries, snozzberries, peanut butter, chocolate, fudge, marionberries, seasonal choices
- Images of our food and drinks
- Text that stresses that deliveries are only for the Metro Atlanta area
- About us
- Customer testimonials
- Catering testimonials
- Contact (phone number + address + email address)
- FAQ - What are the questions?
  - Where Do You Deliver?
  - Can you cater for dietary restrictions?
  - Do you have a minimum order?
  - Do you charge for delivery?
  - How much time do you need prior to an order?
  - What is your pricing structure?
  - Who can I contact?

# Functionality Requirements

Systems that will allow the user to accomplish tasks.

“The user will be able to...”

- Browse menu
- Place order
  - Contact information
  - Delivery information
  - Make payment
  - Tip delivery person
  - Get your order confirmation
- Customize your catering order
  - Indicate date/time of delivery
  - Indicate the amount of people
  - Pick options for snacks, drinks and ice cream and indicate the ratio of how much of each option to order
- Make changes/cancel catering service after order has been placed
- Create an account
  - View current/past orders
  - Enter payment info for storage
- Log in
- Log out

# Sitemap

Home

Food & Drink

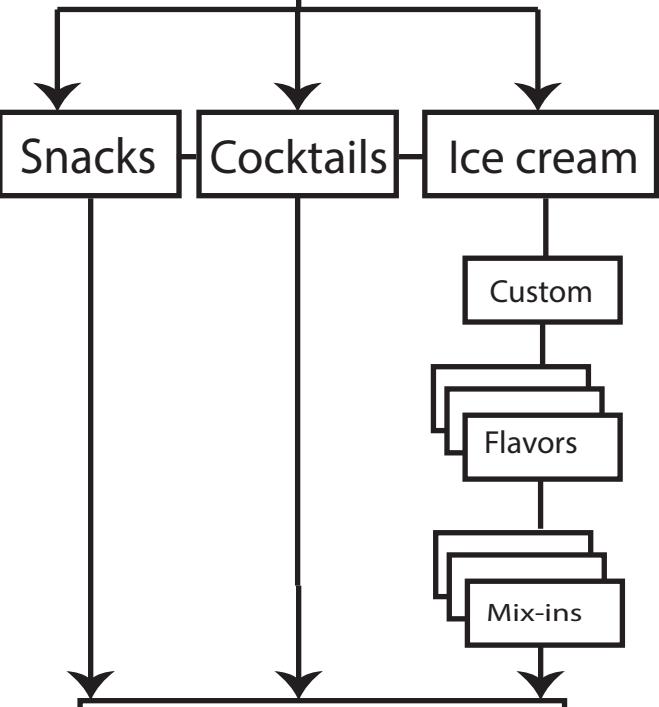
Contact Us

About Us

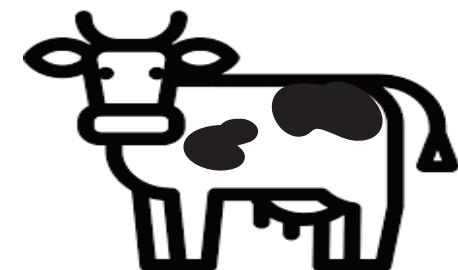
FAQ

- About our dairy
- About our people
- About our community
- Customer testimonials
- Catering testimonials

- Questions about hours
- Questions about ingredients
- Questions about dietary restrictions
- Questions about employment
- Questions about catering
- Questions about delivery radius
- Questions about missing orders
- Questions about incorrect orders
- Questions about charitable work
- Questions about franchises



# LEGEND DAIRY



Add tip  
and checkout

See order progress

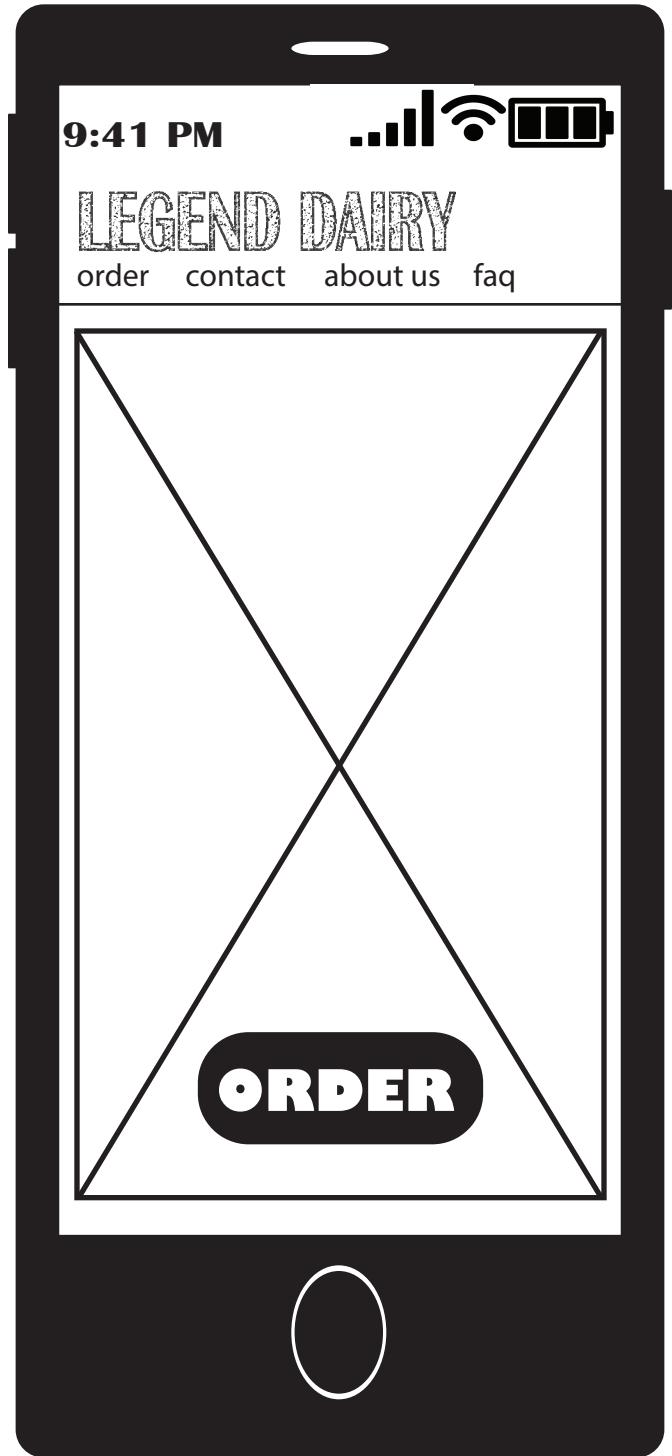


Rate Your Order

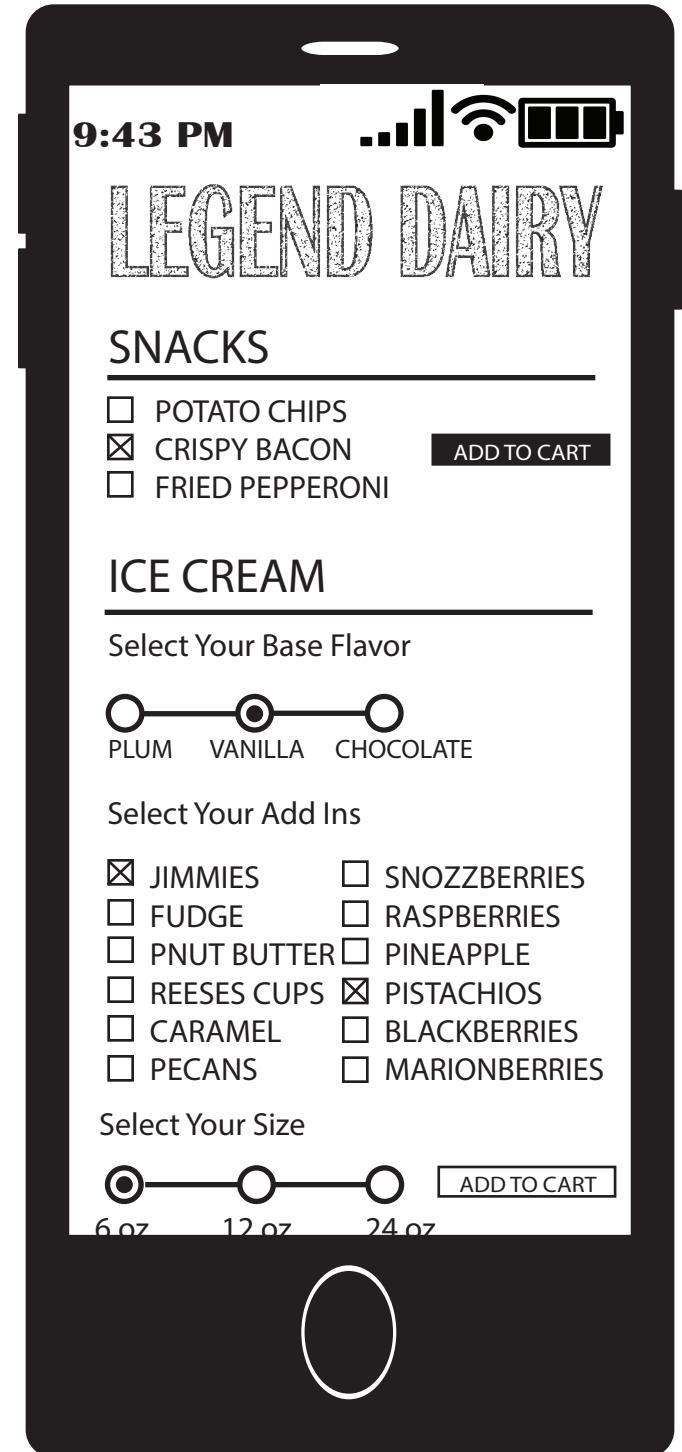
# Wireframes

## Mobile Layout

# Home Page

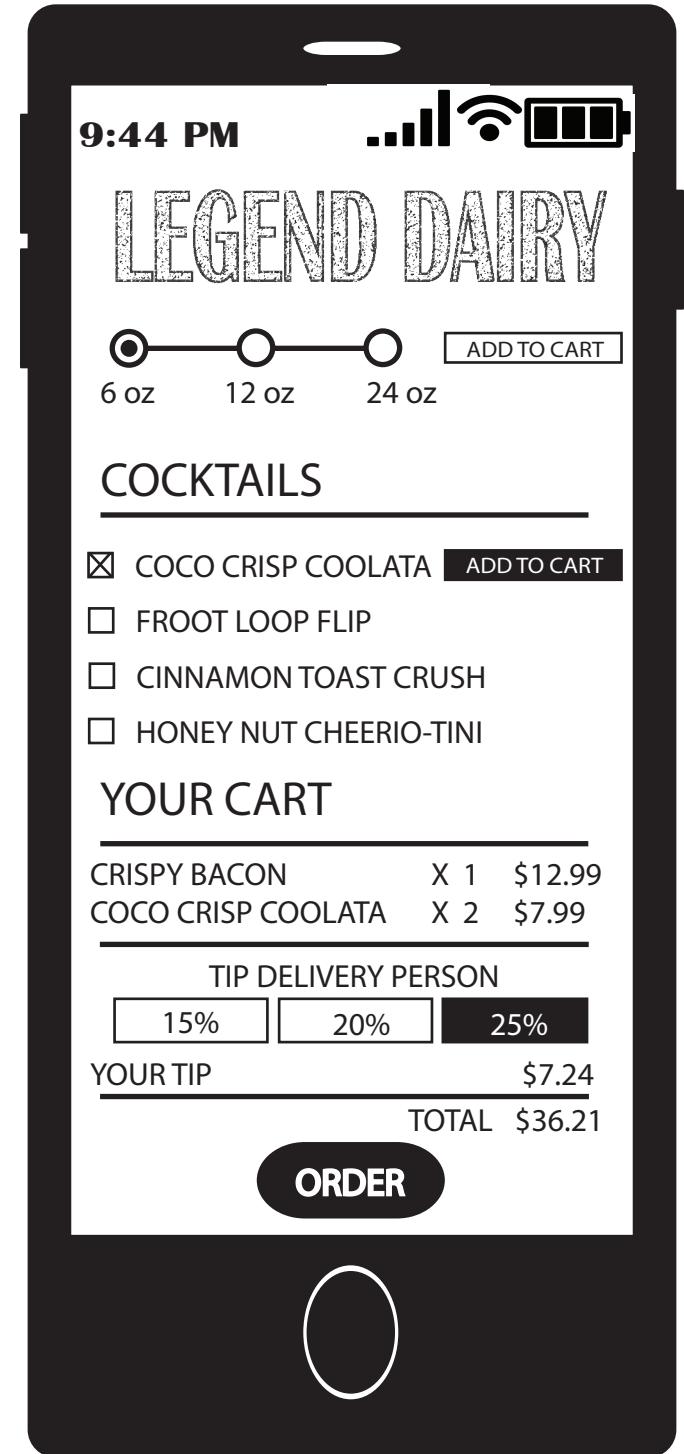


# Ordering Process



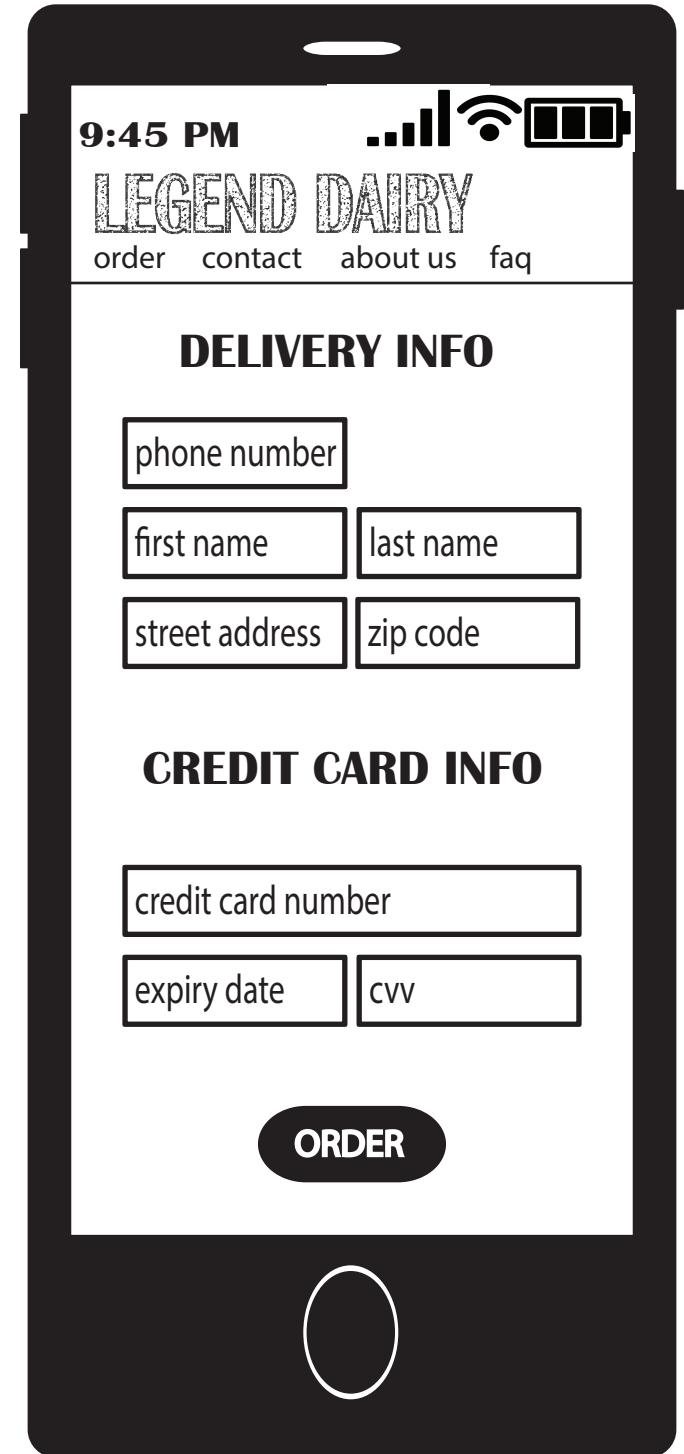
# Ordering Process

Continued

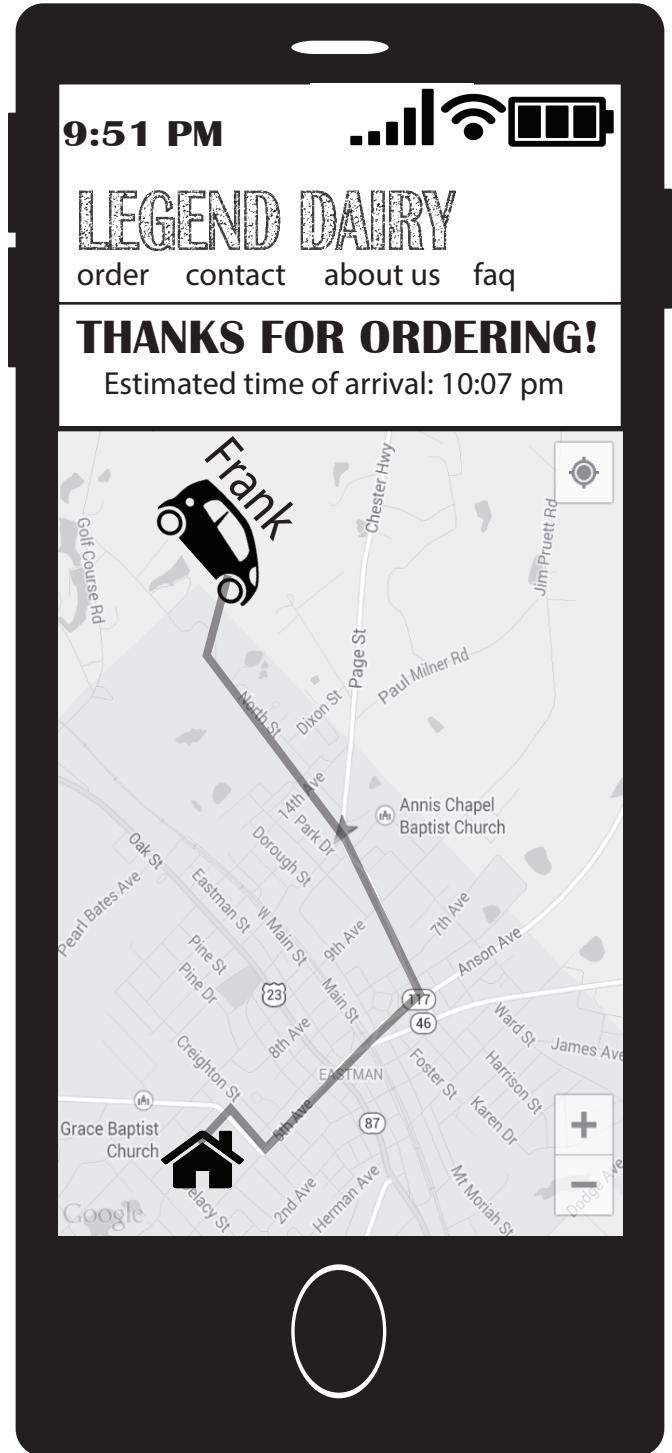


# Ordering Process

## Delivery & Payment info



# Order Confirmation



# Wireframes

## Desktop Layout



# Ordering

A screenshot of a web browser window titled "New Tab". The URL in the address bar is [www.legenddairy.com/orderAE6999jkd999992](http://www.legenddairy.com/orderAE6999jkd999992). The page content is for "LEGEND DAIRY". It features a navigation menu with links for "order", "contact", "about us", and "faq". Below the menu, there's a section for "SNACKS" with options for "POTATO CHIPS", "CRISPY BACON" (which is checked), and "FRIED PEPPERONI". An "ADD TO CART" button is present. The next section is for "ICE CREAM". It asks to "Select Your Base Flavor" with three options: PLUM, VANILLA (which is selected), and CHOCOLATE. It also asks to "Select Your Add Ins" with two options: JIMMIES (which is checked) and RASPBERRIES. A cursor arrow is pointing at the "JIMMIES" checkbox.

# LEGEND DAIRY

order contact  
about us faq

## SNACKS

POTATO CHIPS  
 CRISPY BACON ADD TO CART  
 FRIED PEPPERONI

## ICE CREAM

Select Your Base Flavor

PLUM  VANILLA  CHOCOLATE

Select Your Add Ins

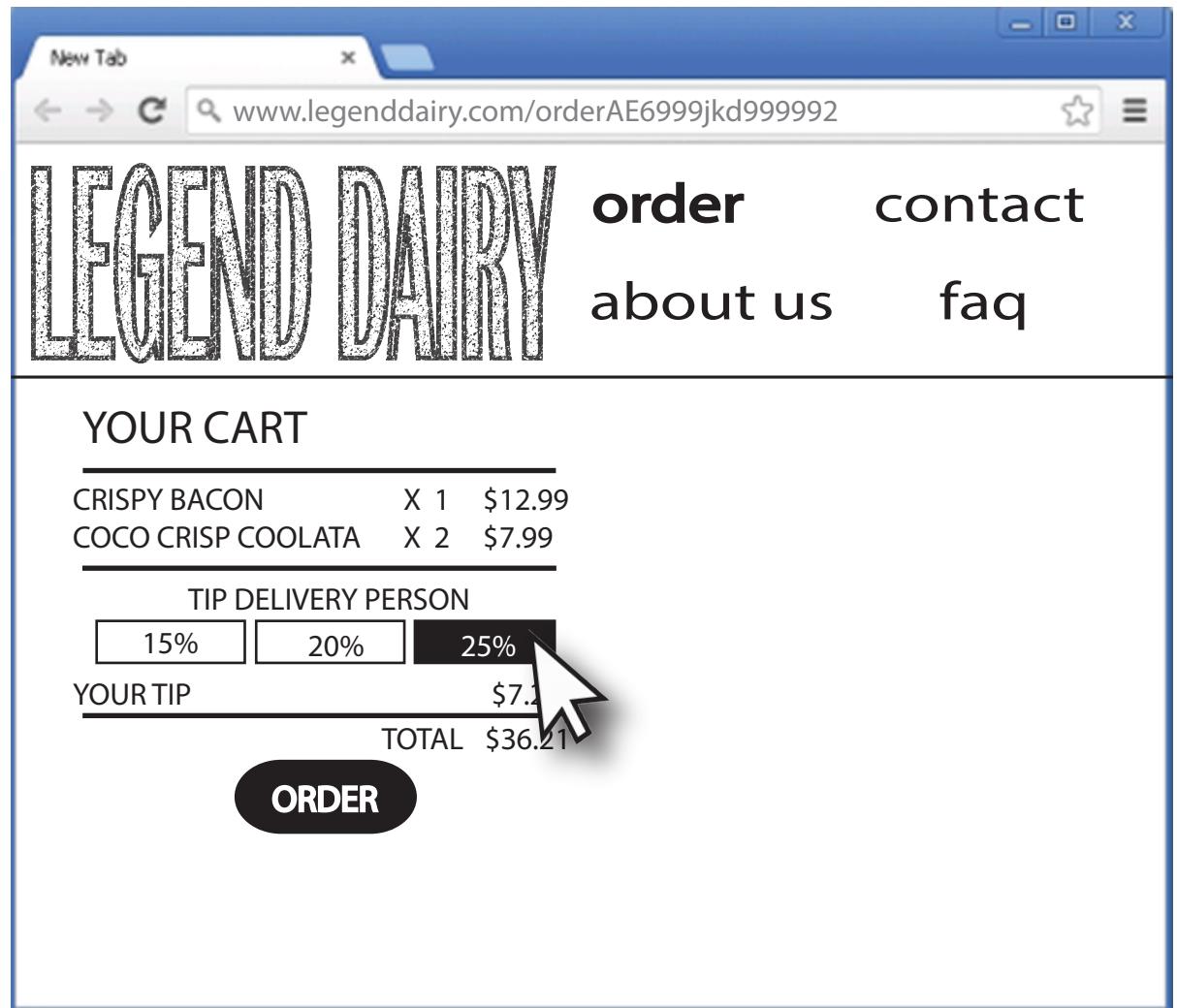
JIMMIES  SNOZZBERRIES  
 RASPBERRIES

# Ordering Process



# Ordering Process

Continued



# Ordering Process

Continued

New Tab

www.legenddairy.com/paymentinfoAE6999jkd999992

# LEGEND DAIRY

order contact  
about us faq

**DELIVERY INFO**

phone number

first name last name

street address zip code

**CREDIT CARD INFO**

credit card number

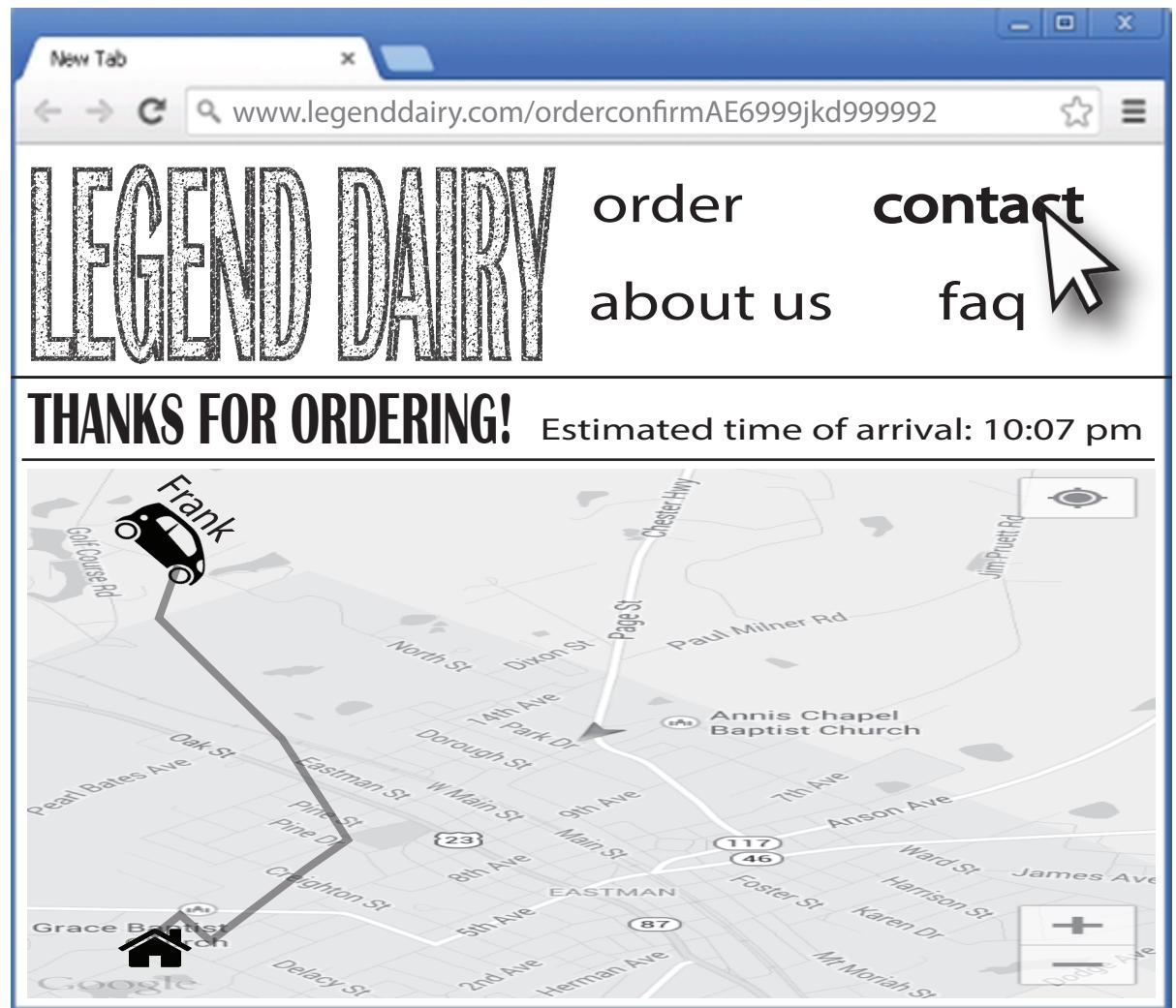
expiry date cvv

**ORDER**



# Ordering Process

## Delivery & Payment info



# Order Confirmation



Book Antiqua

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789+-.,;?<>{}[]\~!@#\$%^&\*()

MOODBOARD

# Visual Mockups

Desktop Home Page

# LEGEND DAIRY

order  
now

contact

about us

FAQ

CLICK HERE FOR 50%  
OFF YOUR FIRST ORDER!



This week's  
feature flavor:  
**CHOCOLATE TOWN**

**OPEN 9PM TO 6AM**

## Home Page

# Visual Mockups

## Mobile Layout

# Home Page

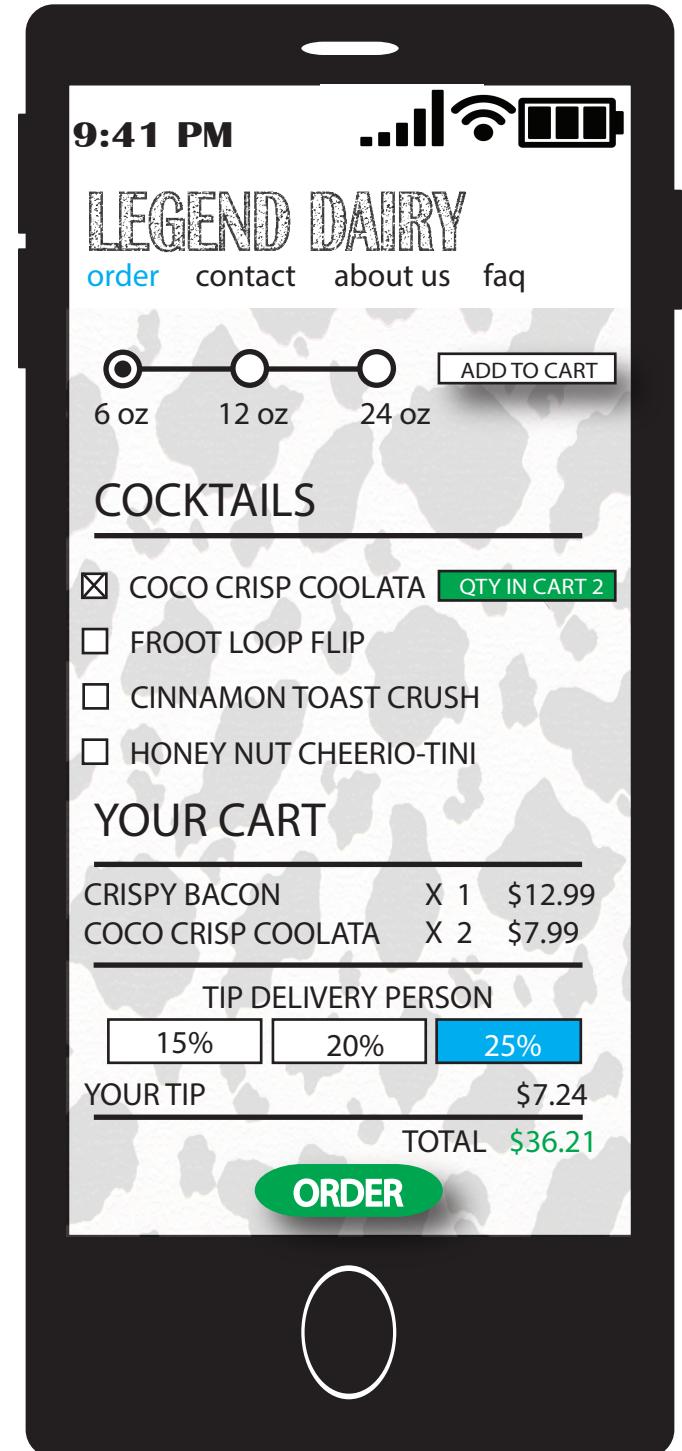


# Mobile Ordering



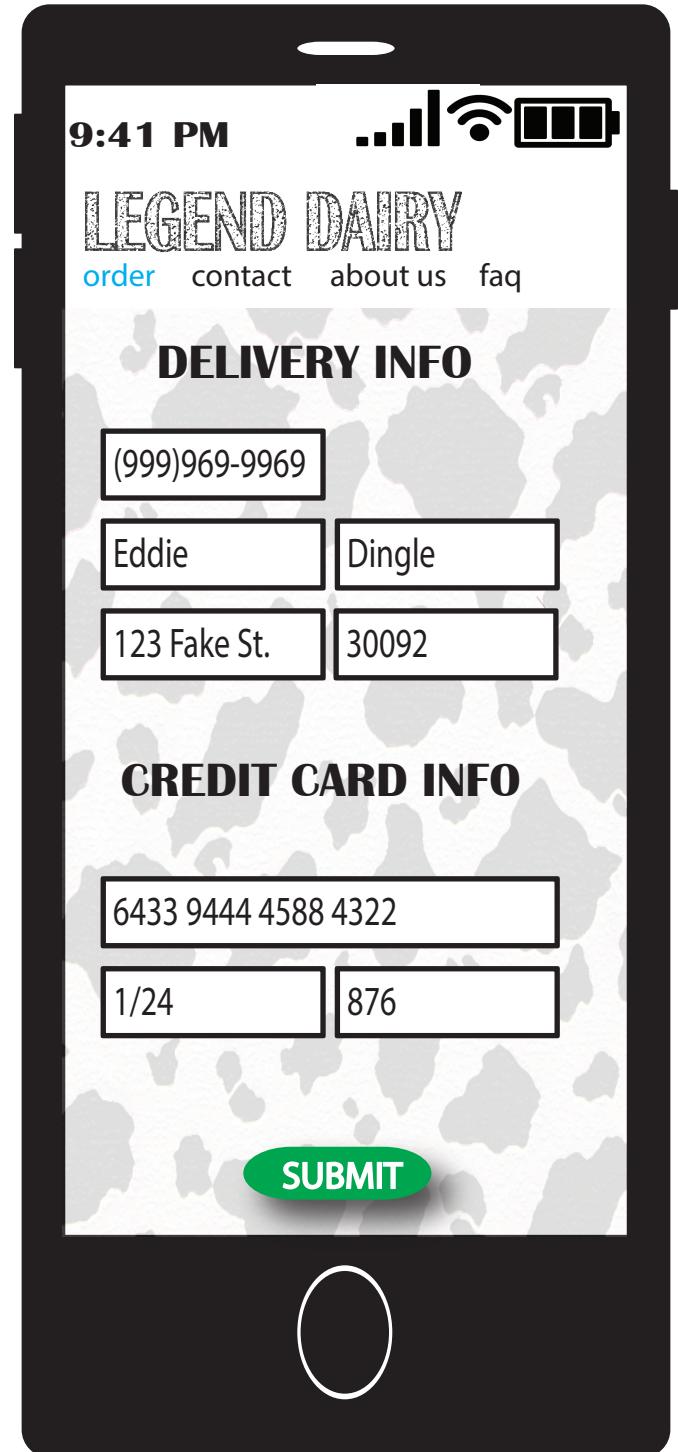
# Mobile Ordering

Continued

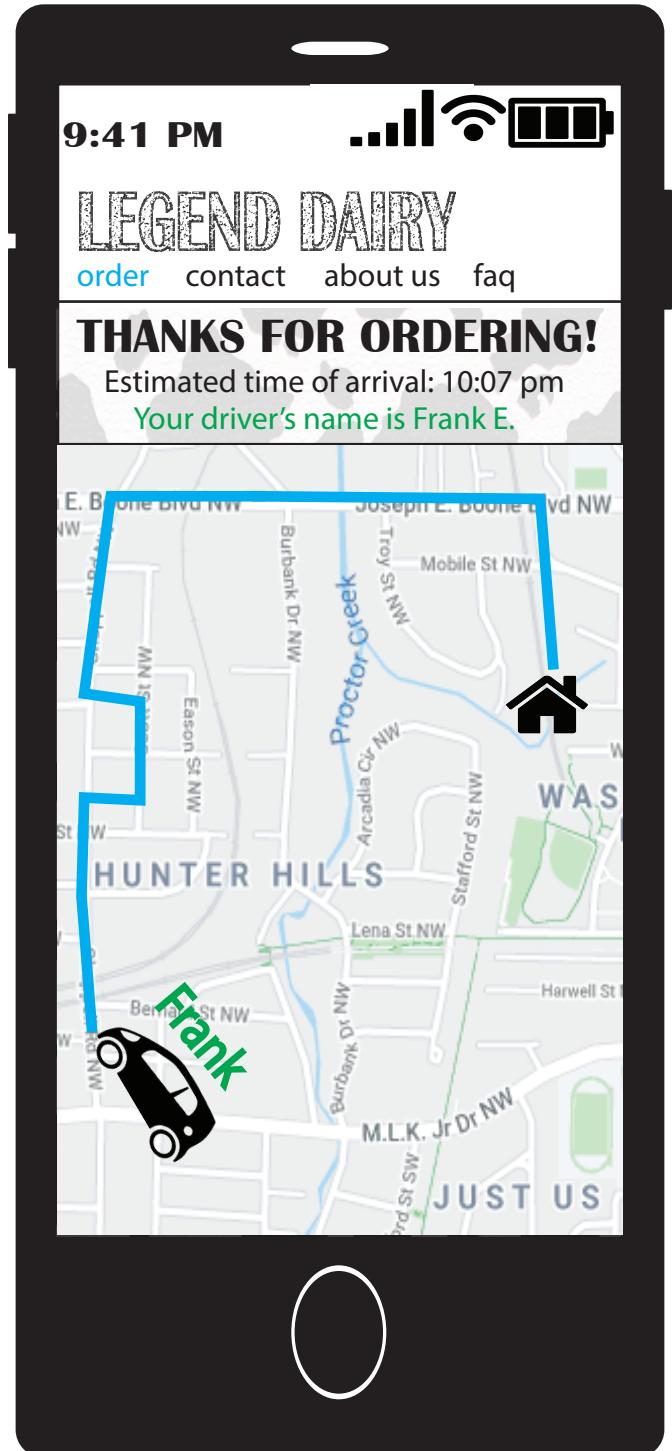


# Ordering Process

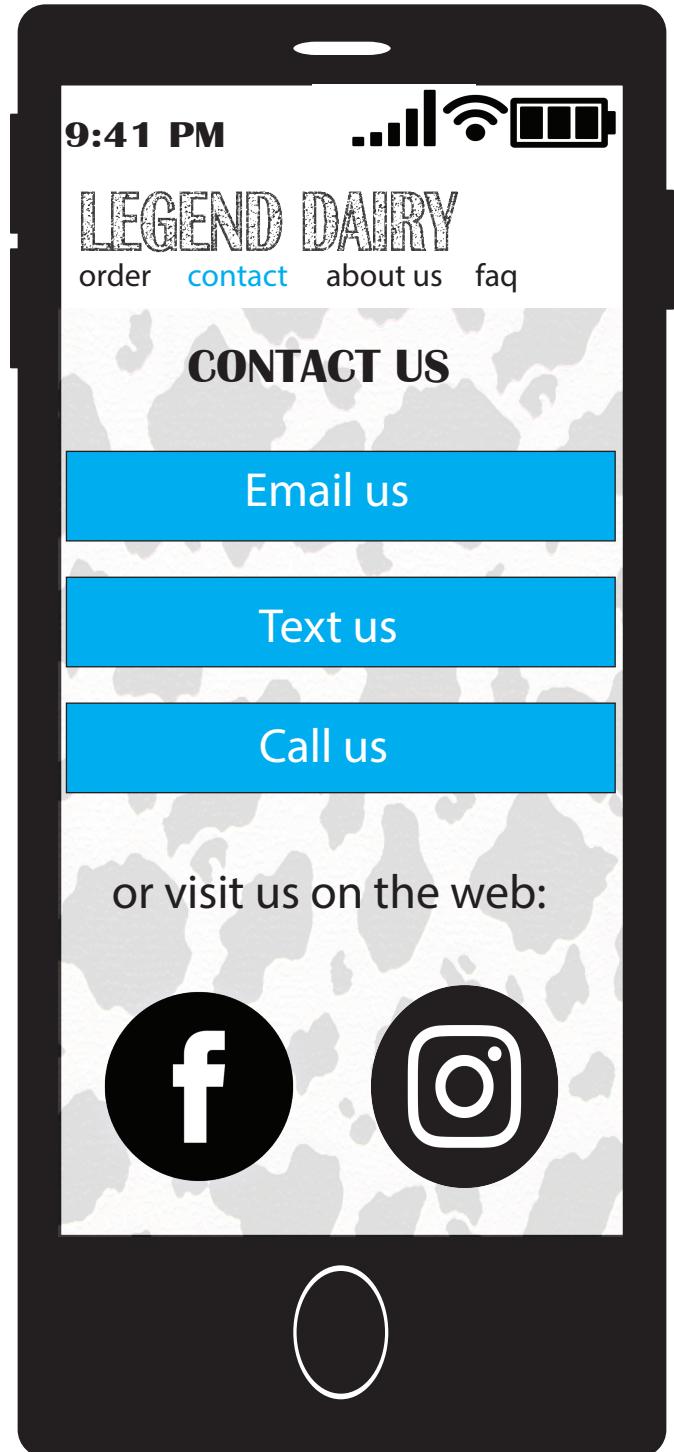
## Delivery & Payment info



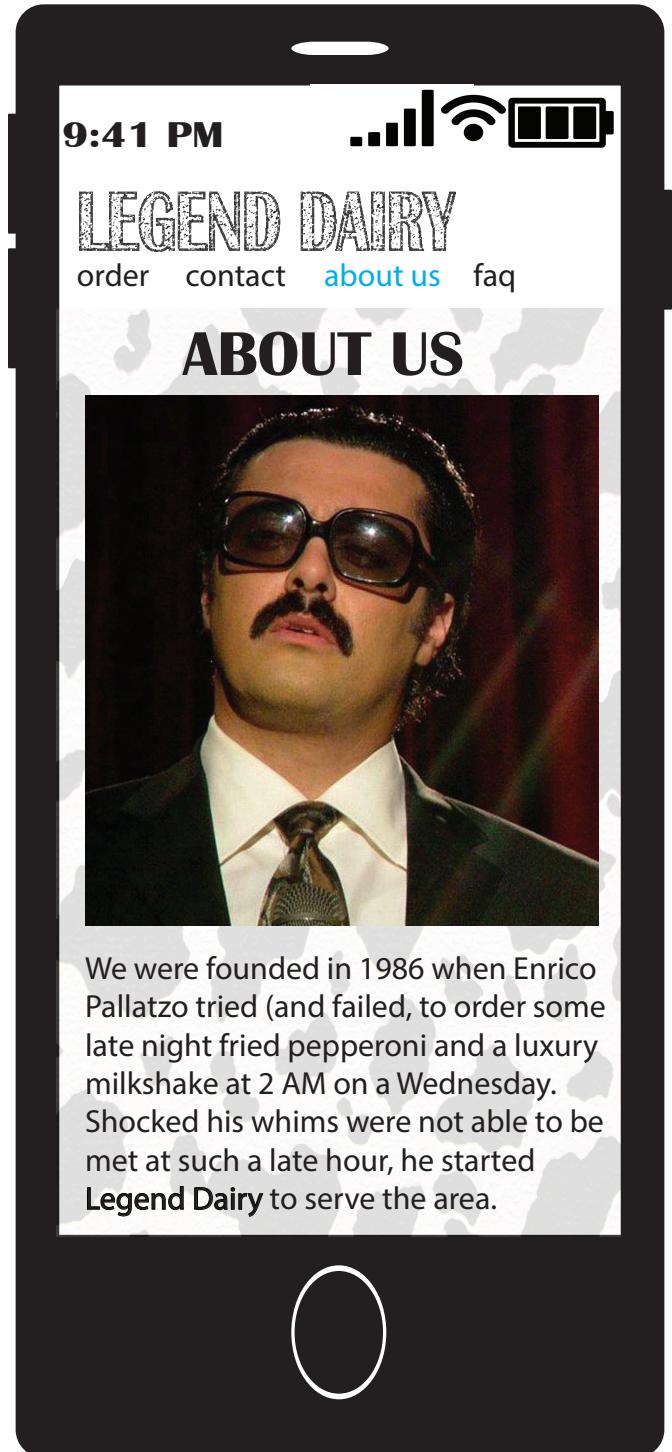
# Order Confirmation



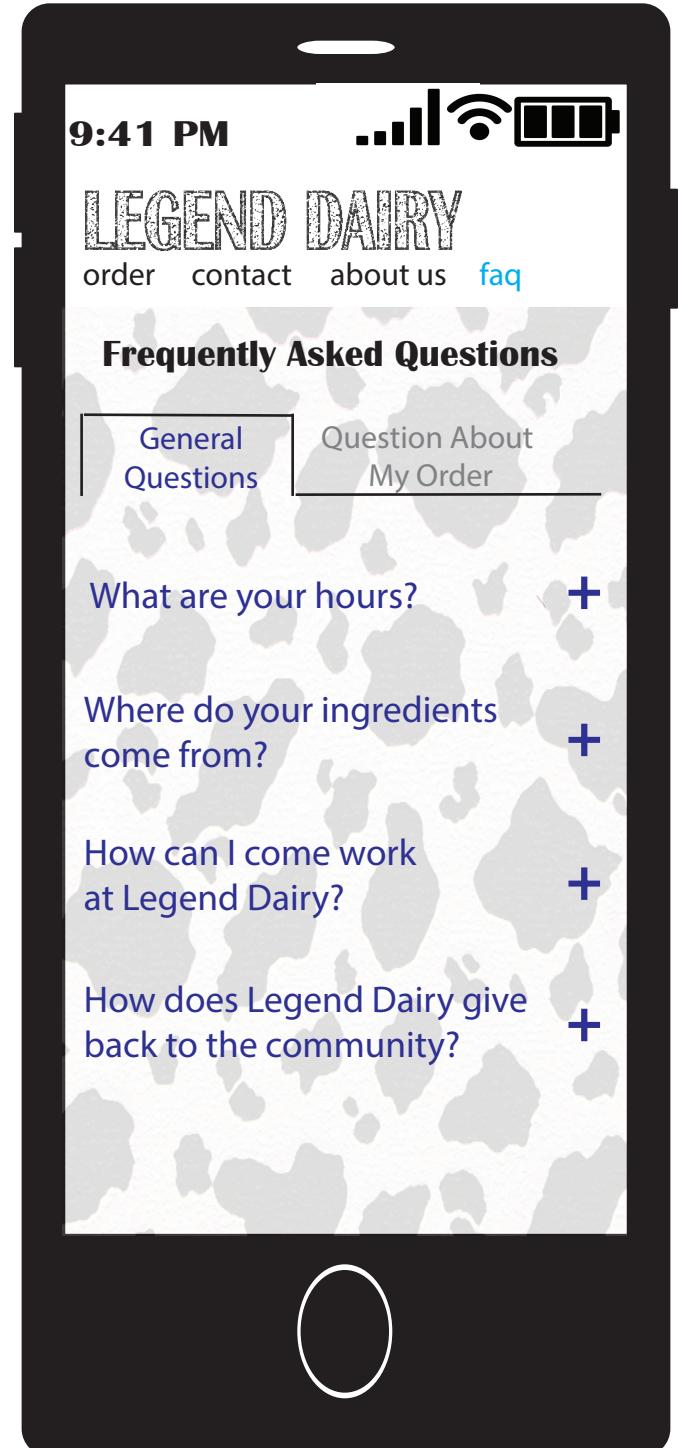
# Contact Us



# About Us



We were founded in 1986 when Enrico Pallazzo tried (and failed, to order some late night fried pepperoni and a luxury milkshake at 2 AM on a Wednesday. Shocked his whims were not able to be met at such a late hour, he started Legend Dairy to serve the area.



FAQ