

Chicky Frizz

Janmitha Smriti Banger

Restaurant Concept

Restaurant Name & URL

Chicky frizz
chickyfrizz.com

Food & drink

Chicken items:

- *Country-fried chicken*
- *Buffalo wings*
- *Chicken 65*
- *Smoked chicken*
- *Chicken popcorn*

Fries:

- *Medium fries*
- *Large fries*
- *Cheesy fries*

Beverages:

- *Medium beer*
- *Large beer*
- *Coca-cola*

Location

*Fish Market, Muda Building, Maidan Rd, near Surathkal,
Mangalore, Karnataka 575014, India.*

Main target audience

Our target audiences are localities and students

Cost

affordable

Elevator pitch

*We deliver juicy fried chicken at an affordable price. We start
our day at noon.*

Strategy

Reminder: we are open at night

Target Audience

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

Roles (groups of people with similar goals)

- **Get-togethers**
- **Late-night partier**
- **People who love fried chicken**

Demographics

- Men and women
- college students
- 15-40
- Urban

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**
 - **Lazy**
 - **Youthful**
 - **Sporty**

- **Outgoing**
- **shy**
- **Values:**
 - **Empowerment**
 - **Liberal**
 - **Simplicity**
 - **Independent**
 - **Self-help**
- **Lifestyles:**
 - **Partiers**
 - **Anti-social**
 - **Spending time with family**
 - **Workaholic**
 - **Activist**

Strategy

User Personas (optional)



Hansea (18) – anti-social

- College student
- Always in her dorm
- Likes to read books and write her blog
- “I don’t think I can make it today I have to finish this book.”



Bhushith (30) – party buddy

- has a corporate job
- parties with his friends during the weekend
- plays video games in his free time
- “bro lets party this weekend”



Sonali (45) – tired mom

- Housewife
- Has 3 kids(one toddler)
- Gets really tired doing chores all-day
- “I want to go on a vacation alone”

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Find out if the restaurant is open
- Customize the order(optional combo)
- Be functional for the inebriated
- Provide a solid mobile experience since most people will access the site from the mobile device
- Follow the order after it has been placed

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Communicate fast service
- Communicate affordability
- Communicate freshness
- about us company

Outline of Scope :Content Requirements

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

"The user will be looking for..."

- Food menu
- Display prices
- Images of the menu items
- Describe delivery radius: free within 5km and charges more depending on your location
- Opening and closing time
- Contact info and address (may be description of the manager)
- About us
- FAQ

Functionality Requirements

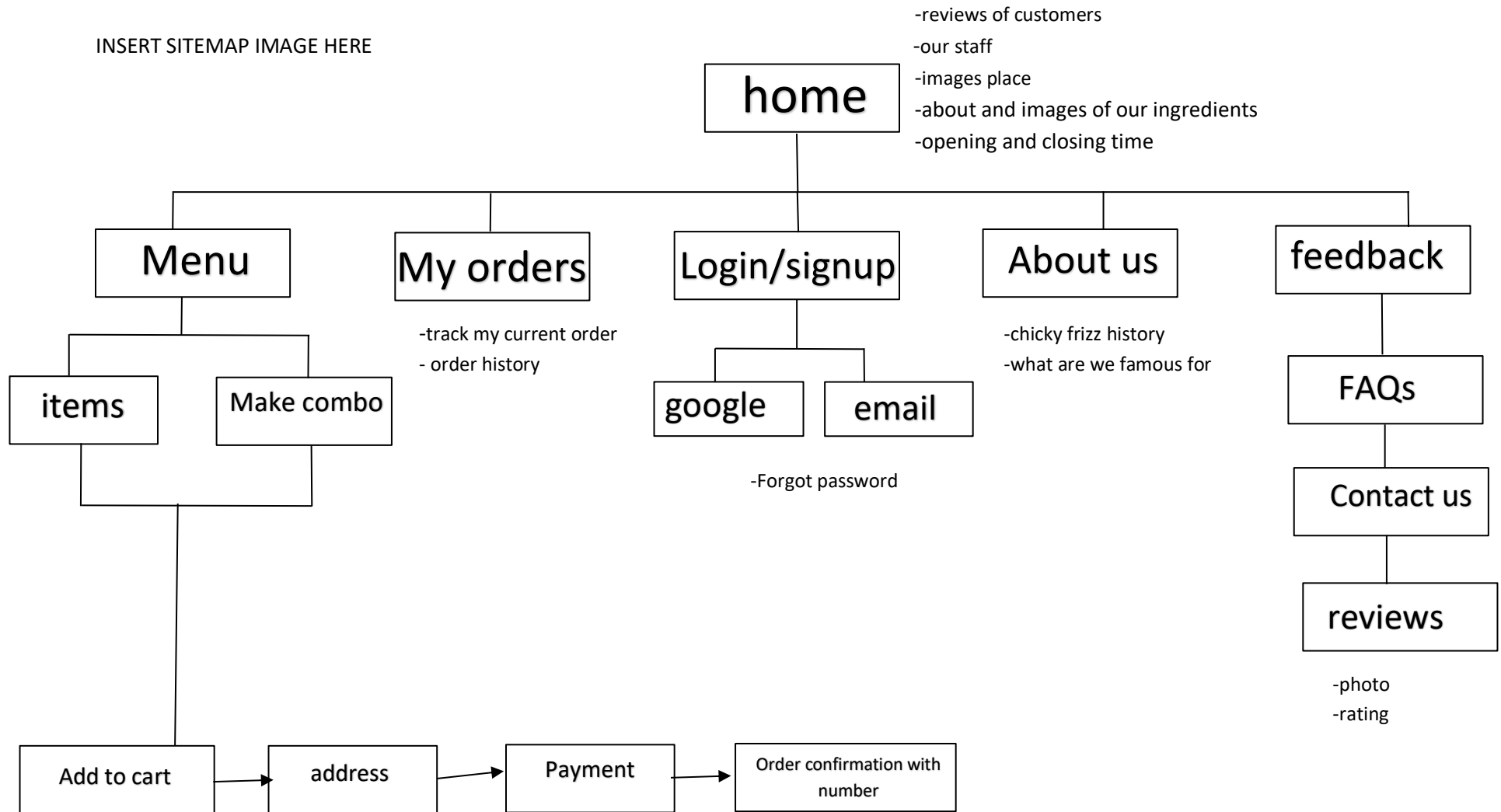
Systems that will allow the user accomplish tasks.

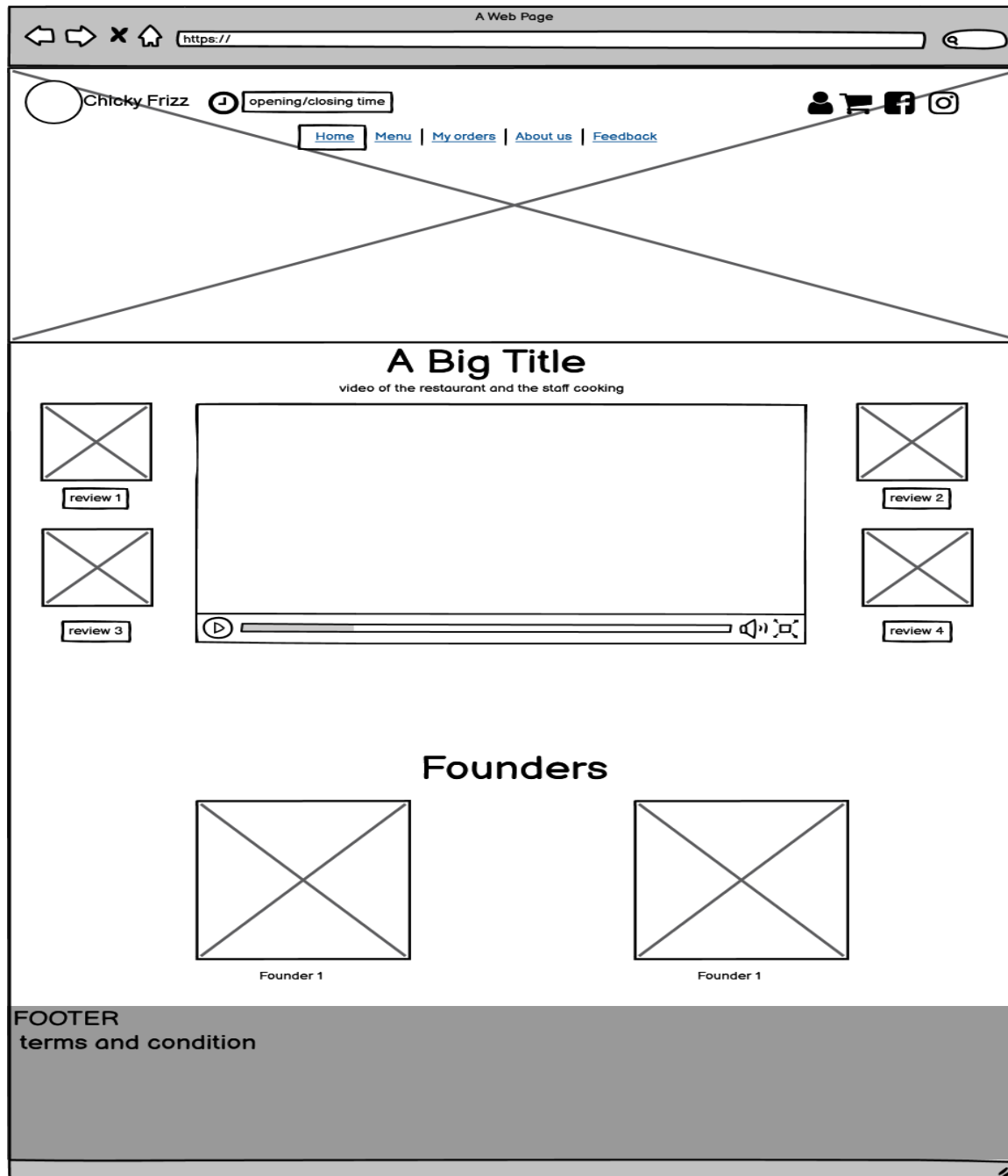
"The user will be able to..."

- Login /sign up
- Track their order
- Customize their combo (combo orders get 5%off)
- Place order
 - Delivery info
 - Contact info of the delivery person
 - Make payment
 - Order confirmation
 - Bill estimation

Sitemap

INSERT SITEMAP IMAGE HERE





A Web Page

https://

Chicky Frizz

opening/closing time

Home | Menu | My orders | About us | Feedback

login

Email

Password

G f login

Sign up

Name

Email

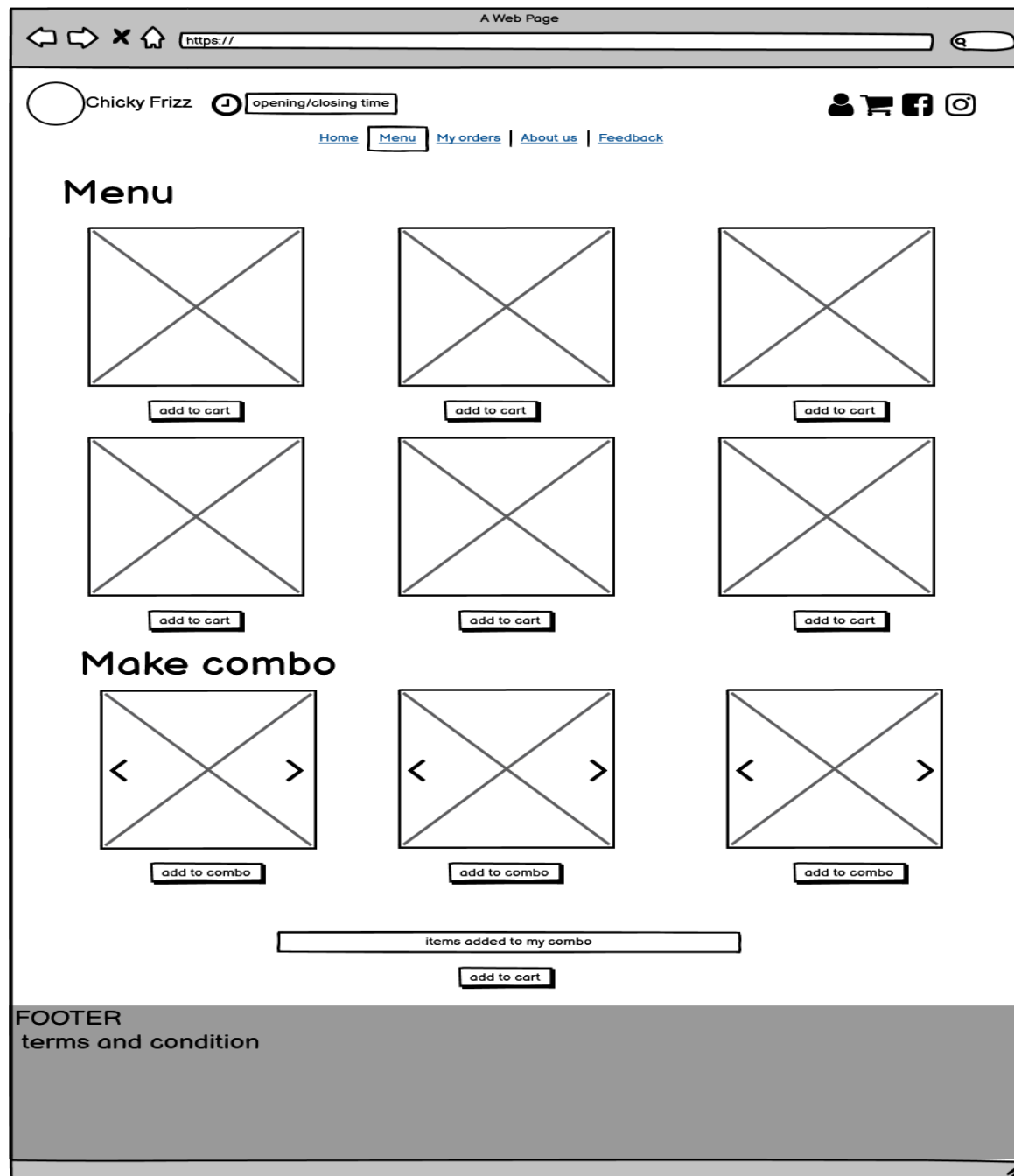
Password

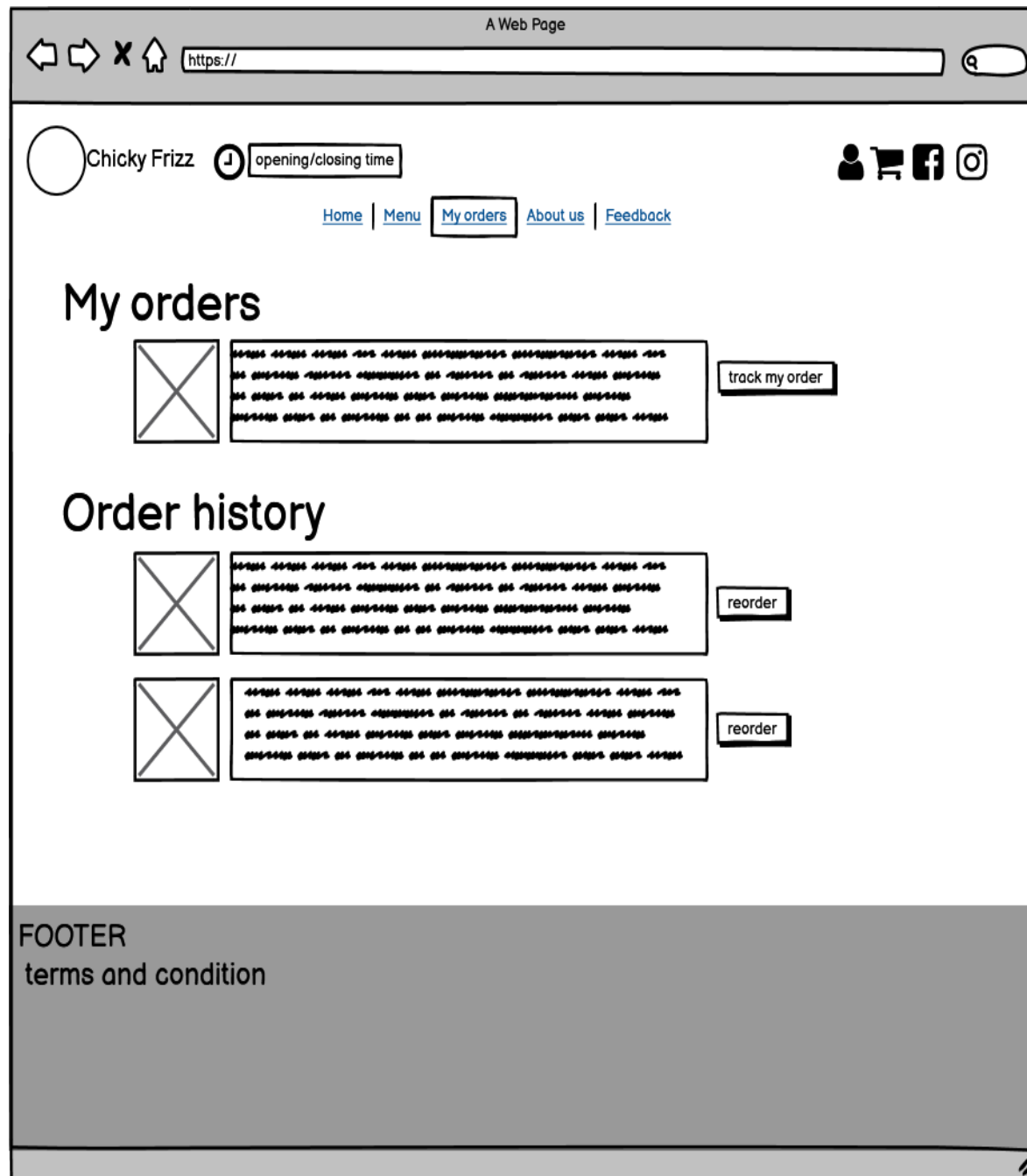
Re-enter Password

G f sign up

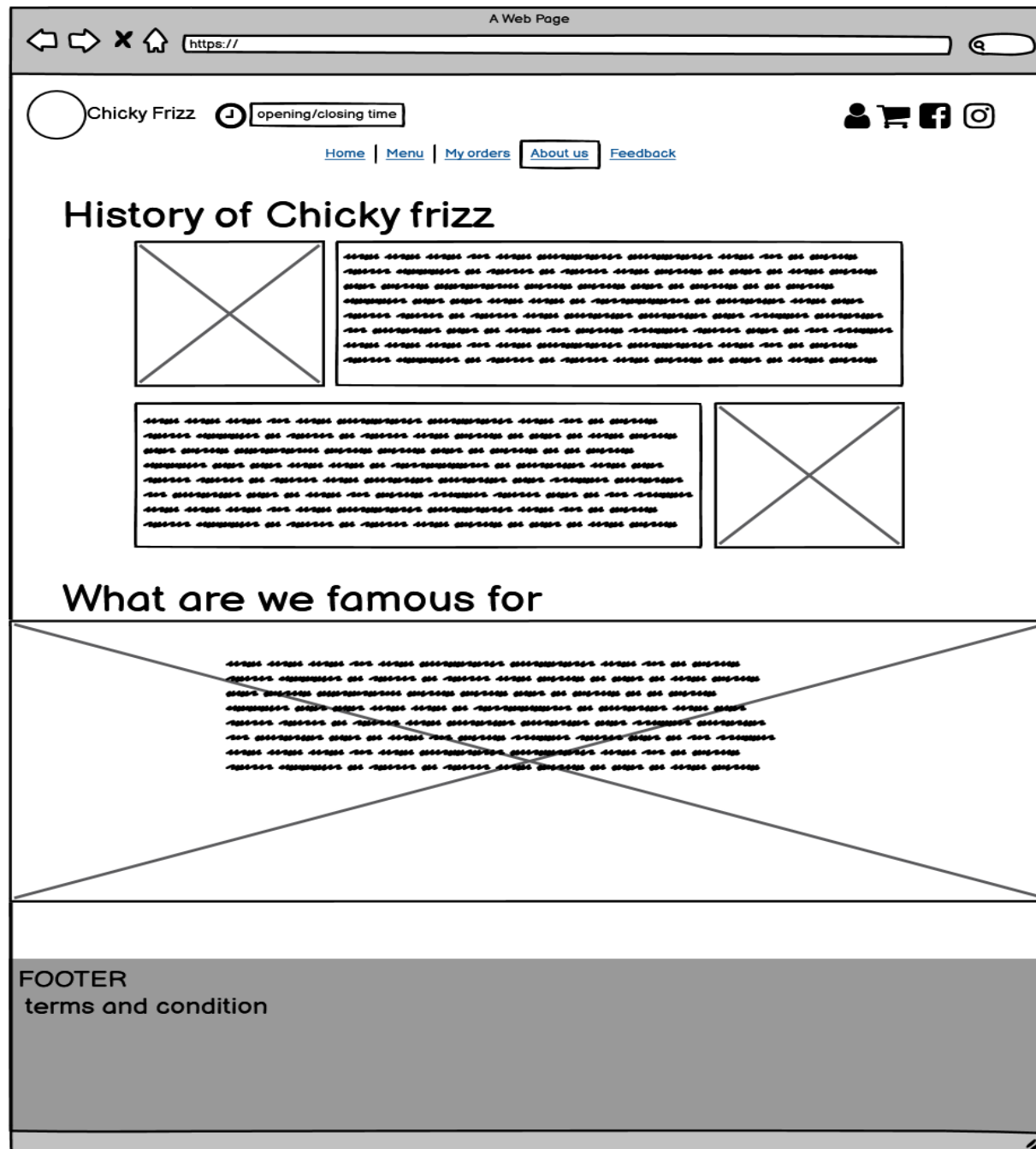
FOOTER

terms and condition









A Web Page

Chicky Frizz

opening/closing time

[Home](#) |
 [Menu](#) |
 [My orders](#) |
 [About us](#) |
 [Feedback](#)

Review

Contact us

phone number: 21-0878-9876

Chickyfrizz@gmail.com

FAQ

FOOTER

terms and condition

Chicky Frizz

opening/closing time

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Cart

move to address

Address

move to payment

Payment

confirm


FOOTER

terms and condition




OPEN AT 12PM-1AM
Home



ChickyFrizz



Order now



Order now



Order now

THE BEST CHICKEN

When it comes to quality, delicious chicken, look no further than Chicky Frizz. We truly believe we have the best chicken in the world! Try it and see!

MEALTIME HERO

We get it, you are swamped, but that doesn't mean you still can't have a warm, wholesome meal to serve to the family. Let us do the cooking, we've got you covered!



Willene Freeman
Best chicken ever. Try it and see.

★★★★☆

Shirley Dale Jones
It is the best in the world. They know how to cook it so that it's tender and juicy.

★★★★☆


MORE OPTIONS

- > Career
- > Menu
- > Location
- > Contact us





OUR MISSION: We will exceed our customers' expectations to ensure they experience genuine customer service, mouth-watering food and leave 100% satisfied.

chickyfrizz@gmail.com
20-8768-5432






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ChickyFrizz



Order now



Order now



Order now

THE BEST CHICKEN
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MEALTIME HERO
We get it, you are swamped, but that doesn't mean you still can't have a warm, wholesome meal to serve to the family. Let us do the cooking, we've got you covered!

Willene Freeman
Best chicken ever. Try it and see.
★★★★★

Shirley Dale Jones
We get our Champs Chicken at Harps grocery store in Clarksville AR. It is the best in the world. They know how to cook it so that it's tender and juicy.
★★★★★




Amber Maynes
Stopped to get a quick bite to eat with the family today on our way back home to Colorado and really enjoyed the food. Service was even better. Will definitely recommend to anyone who happens to be going to the city.
★★★★★

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SIGN IN TO ORDER

Mobile number*

OR

Email*

☐ allow location


  [Sign in](#)


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CART




Country fried chicken
contains 6 pcs comes with dip

INR 150

1






Medium fries
comes with ketchup

INR 50

1



Taxes included

Total INR 208

SPECIAL REQUESTS(optional)

[MOVE TO ADDRESS](#)

DELIVERY ADDRESS (free delivery within 5km)

Name*

Street name, landmark, building name, apartment number*

Phone number* Alt Phone number* pin/zip*

Total INR 230 [Check pin](#)

PAYMENT (COD within 5km)

Card number

CVV

Name on card

Expiration date

mm/yyyy

(we promise to keep your confidential details secure)

Total INR 230 [Confirm](#)


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[Chicken items](#)
[Fries](#)
[Beverage](#)
[Make my combo](#)




Country-fried chicken
contains 6 pcs comes with dip

INR 150 [Add to cart](#)




Buffalo wings
contains 8 pcs comes with dip

INR 180 [Add to cart](#)



Chicken 65
contains 10 pcs

INR 180 [Add to cart](#)




Smoked chicken
whole or half chicken with dip

INR 400/200 [Add to cart](#)

CHECK OUR NEW SECTION

[MAKE MY COMBO](#)



Chicken popcorn
contains 20 pcs comes with ketchup

INR 130 [Add to cart](#)


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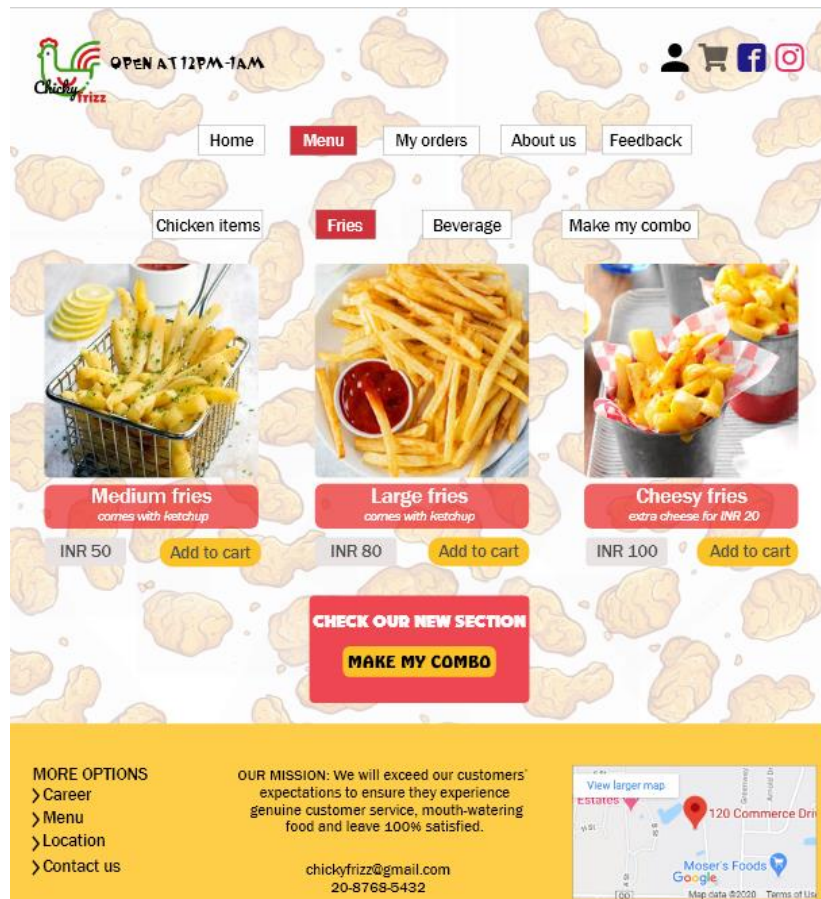
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new


MAKE MY COMBO

new




Country-fried chicken
contains 6pcs comes with dip

INR 150 [Add to combo](#)



Medium fries
comes with ketchup

INR 50 [Add to combo](#)



Medium beer
450ml

INR 150 [Add to combo](#)

my combo (5% discount on combos*)

[Add to cart](#)


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MY ORDERS



Country fried chicken
contains 6 pcs comes with dip


Medium fries
comes with tomato ketchup 2 items

Total INR 230

[Track my order](#)

[Cancel my order](#)
only within 15mins*

MY ORDER HISTORY




COMBO
Buffalo wings
contains 8 pcs comes with dip

Large fries
comes with tomato ketchup

Coca-cola(330ml) 3 items

Total INR 280

[Reorder](#)



Chicken 65
contains 10 pcs

Coca-cola(330ml) 2 items

Total INR 220


[Reorder](#)

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MY ORDERS



Country fried chicken
contains 6 pcs comes with dip


[Track my order](#)



Medium fries
comes with tomato ketchup 2 items


[Cancel my order](#)
only within 15mins*

Total INR 230




deliverer contact
47-6532-0087

MY ORDER HISTORY



COMBO
Buffalo wings
contains 8 pcs comes with dip




Large fries
comes with ketchup

Coca-cola(330ml) 3 items

[Reorder](#)

Total INR 280



Chicken 65
contains 10 pcs

Coca-cola(330ml) 2 items

[Reorder](#)

Total INR 220


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ABOUT US



Co-founder

After working in Salzburg and Vienna for a few years, Vij moved to Canada in 1989, when he joined the Banff Springs Hotel, Alberta, Canada. From 1992 until 1994, Vij worked for prominent Canadian chef John Bishop. At the age of 30 he opened a chicky frizz restaurant with his wife.

Co-founder

Meera Dhanwala joined her husband, Vikram Vij. She began managing the kitchen and creating recipes for their newly opened restaurant. In the early days her husband's parents would make the fried chicken at their home and deliver it by bus to the restaurant. By 2003, Mark Bittman of the New York Times was praising Chicky frizz Restaurant as "easily among the finest Indian fried chicken restaurants in the world".





Our history

In 1997 we began our journey, opening our first concept store in 2003 which was soon to become the famous Fried Chicken brand. We are a family run business, that has blossomed out of the love we have for both excellent food and providing an fantastic service to our franchisees as well as our end users.

With over 47 years' experience we have refined the way we operate our business, through improved techniques to implement our globally recognised brand standards. As a result of our dedication to quality, we are frequently told that our Fried Chicken products are the best fried chicken our customers have ever tasted!


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Reviews

Dustin Waid ★★★★★

The best fried chicken I believe in the entire world. I mean the best. I have been all over this entire planet... and it's the best... The best I tell ya... total yum... yummmies... fried... chicken... and it's good... crispy... flakey... and good...

Tina sharma ★★★★★

Absolutely the best chicken I ever had so tender, its affordable and they deliver really quick. I love their service.


Sharon peter ★★★★★


I love their classic country chicken the flavor is amazing I've been to the restaurant the vibe is chill.


My Review





★★★★★
 [submit review](#)

Information

 **Email**
chickyfrizz@gmail.com

 **Phone**
20-8768-5432

 **Location**
Fish Market, Mada Building, Maiden Rd, near Sarathkal,
Mangalore, Karnataka 575014.

 **Follow us**




FAQ

what time does it open?

Is it open on sunday?

Are there any offers or coupons?

Do you deliver to kavoor?


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