The Geek Box

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Outlet Concept (Project Idea)

Platform Name & URL

The Geek Box
theGeekBox.com

Food & Drink

Geek Box

Types of foods:

- *Chinese*
- *Tandoori*
- *Continental*
- *All-Day Breakfast*
- *Rice Bowls*
- *Fried chicken/fried chicken sandwiches*
- *Chef-Driven Food Delivery Services*
- *Tweaked Ice Cream Sandwiches*

Types of Drinks:

- *Soft drinks*
- *Coffee*
- *Mineral water*
- *Juices*

Customization:

Make your own Geek Box

Geeks can customize a food and a drink which makes a geek box. It is a quick serve specially made for IT people.

Location

Coimbatore, Tamil Nadu, India

This is tailor made for IT professionals working in Coimbatore. They work late night or they have a boring day. This Geek Box will bring happiness to them.

Main target audience

- *IT Professionals*
- *Interns*
- *New joinee*

Cost

Depends on the customization of the box. But, it is very affordable.

Elevator pitch

The aim of customization will drive you crazy. You can mix the cuisines based on your mood and can add a little spice to your day.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- *IT professionals*
- *Designers*
- *Interns*

Demographics

- **Gender** - Both Male and Female
- **Education** - Basic Undergraduate degree or more
- **Occupations** - IT, Designers, Developers
- **Age** - 22 and above
- **Location** – Coimbatore, Tamil Nadu, India

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

- **Personality & Attitudes:** Charismatic and Career focused
- **Values:** Open Minded, Team Building
- **Lifestyles:** Urban, Modern

Strategy

User Personas

Sandeep Krishna (27) – Full Stack Developer

- *Works as a full time employee*
- *Works all day*
- *Will be having a rough day*
- *Tastes new cuisines*

Gopi Prasanna (32) – UI/UX Designer

- *UI/UX Designer*
- *Designs late night*
- *Loves food*

Strategy

User Needs

The website needs to enable the user to:

- *Scheduled food orders*
- *Customize orders*
- *Estimate price*
- *Quick payment*

Client Needs

The website needs to enable the client to:

- *Delivery timing*
- *Check out the latest dishes*
- *Communication reliability*

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.
“The user will be looking for…”

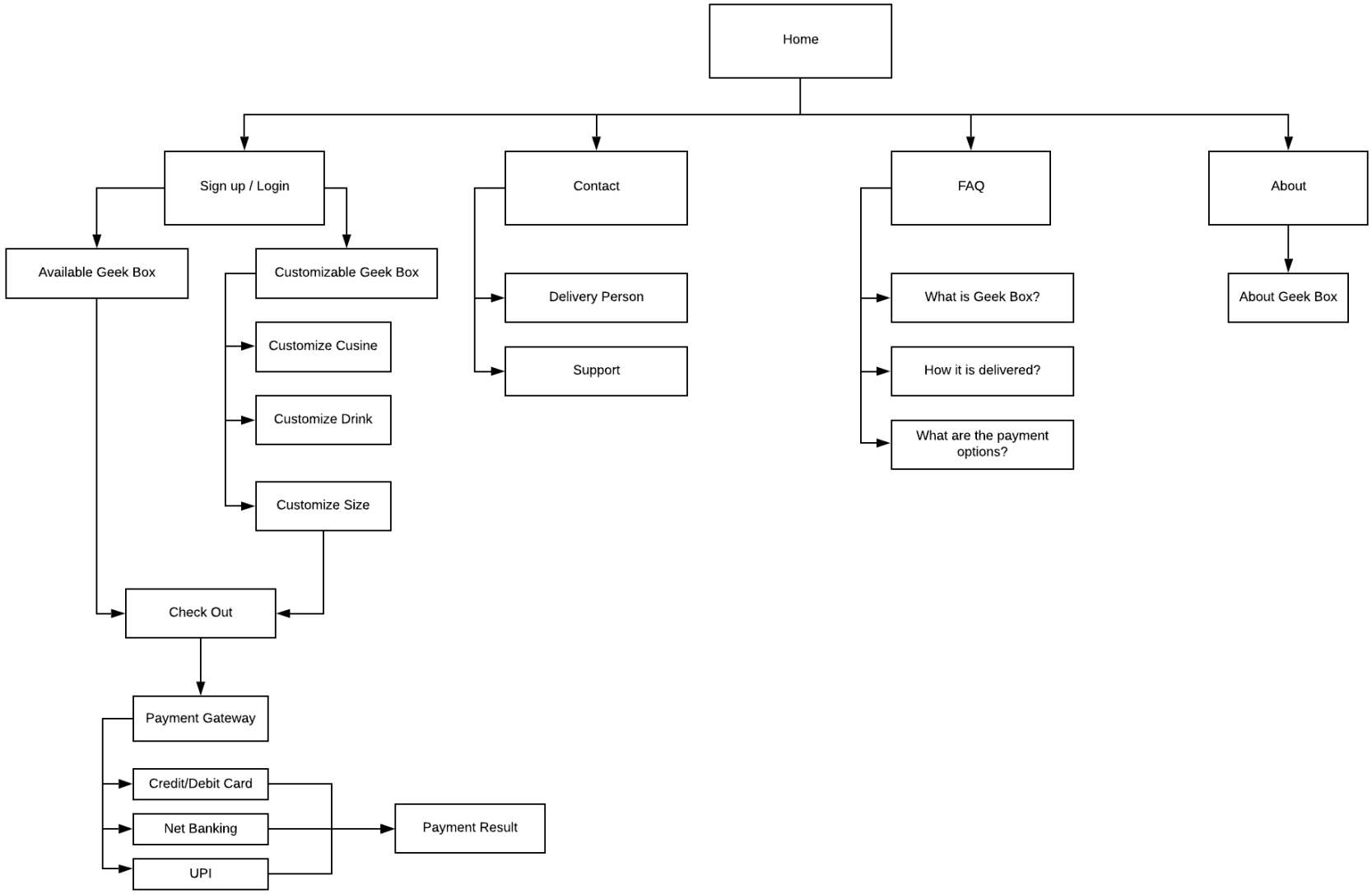
- Restaurant timing
- Pricing
- Delivery options
- Payment options
- Menu
- Reviews
- FAQ
    - What is Geek Box?
    - Is that customizable?
    - How is the quality?

Functionality Requirements

Systems that will allow the user accomplish tasks.
“The user will be able to…”

- Login to account
- Deal of the day
- Customization options
    - Small box
    - Medium box
    - Large box
- Real time tracking

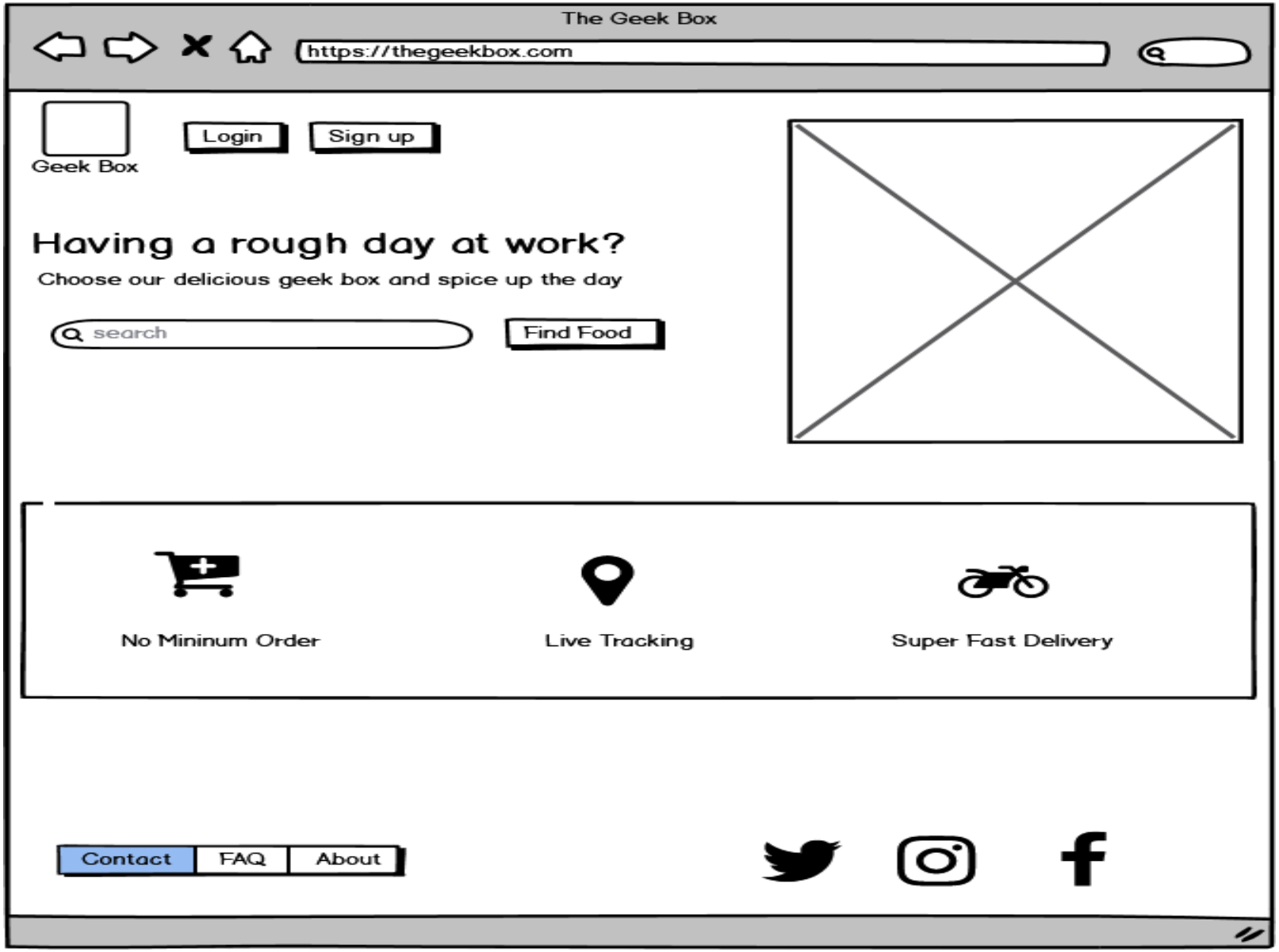
Sitemap


Home
Sign up / Login
Contact
FAQ
About
Available Geek Box
Customizable Geek Box
Delivery Person
Support
What is Geek Box?
How it is delivered?
What are the payment options?
About Geek Box
Customize Cusine
Customize Drink
Customize Size
Check Out
Payment Gateway
Credit/Debit Card
Net Banking
UPI
Payment Result

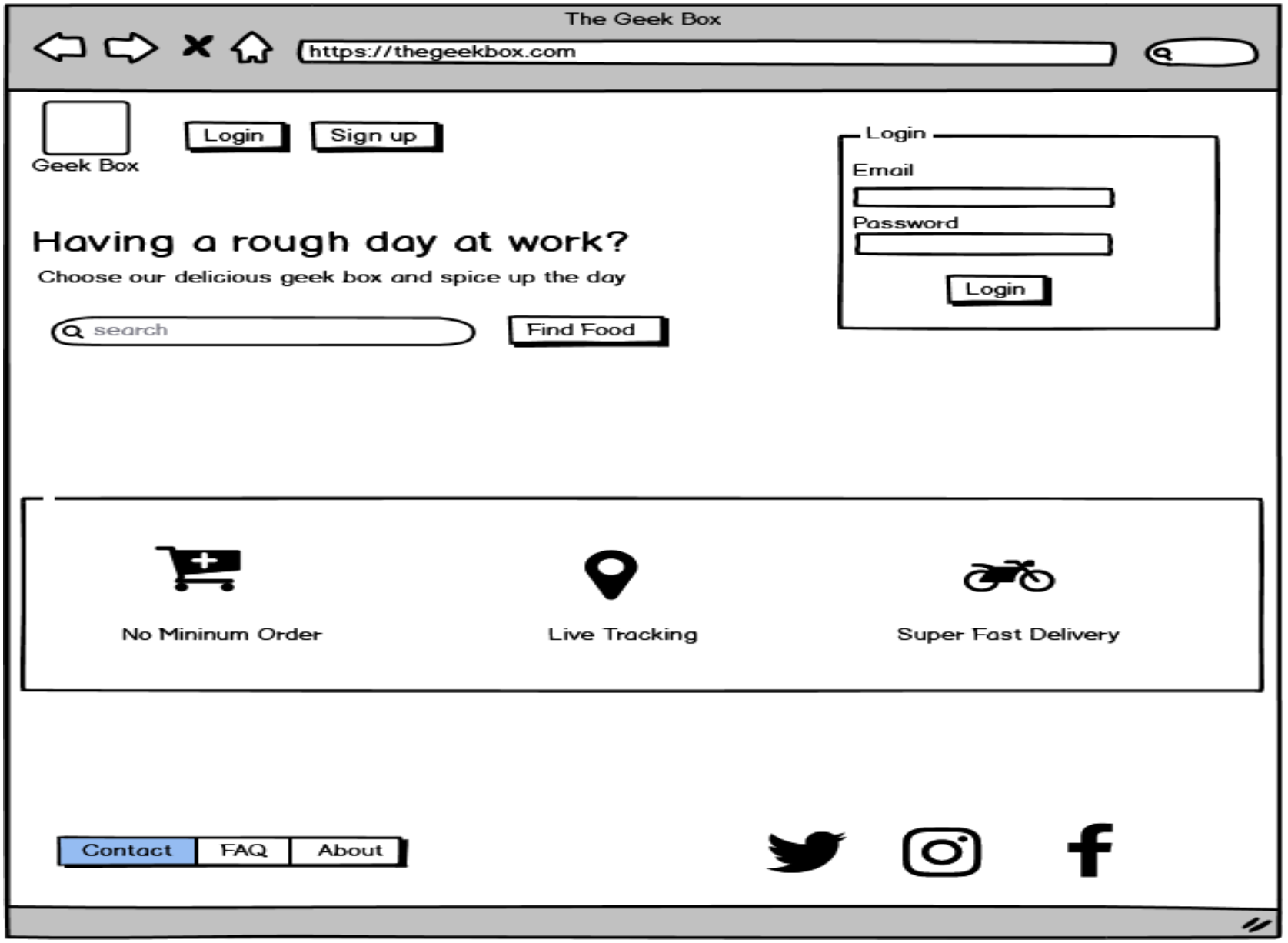
The Geek Box

WireFrames

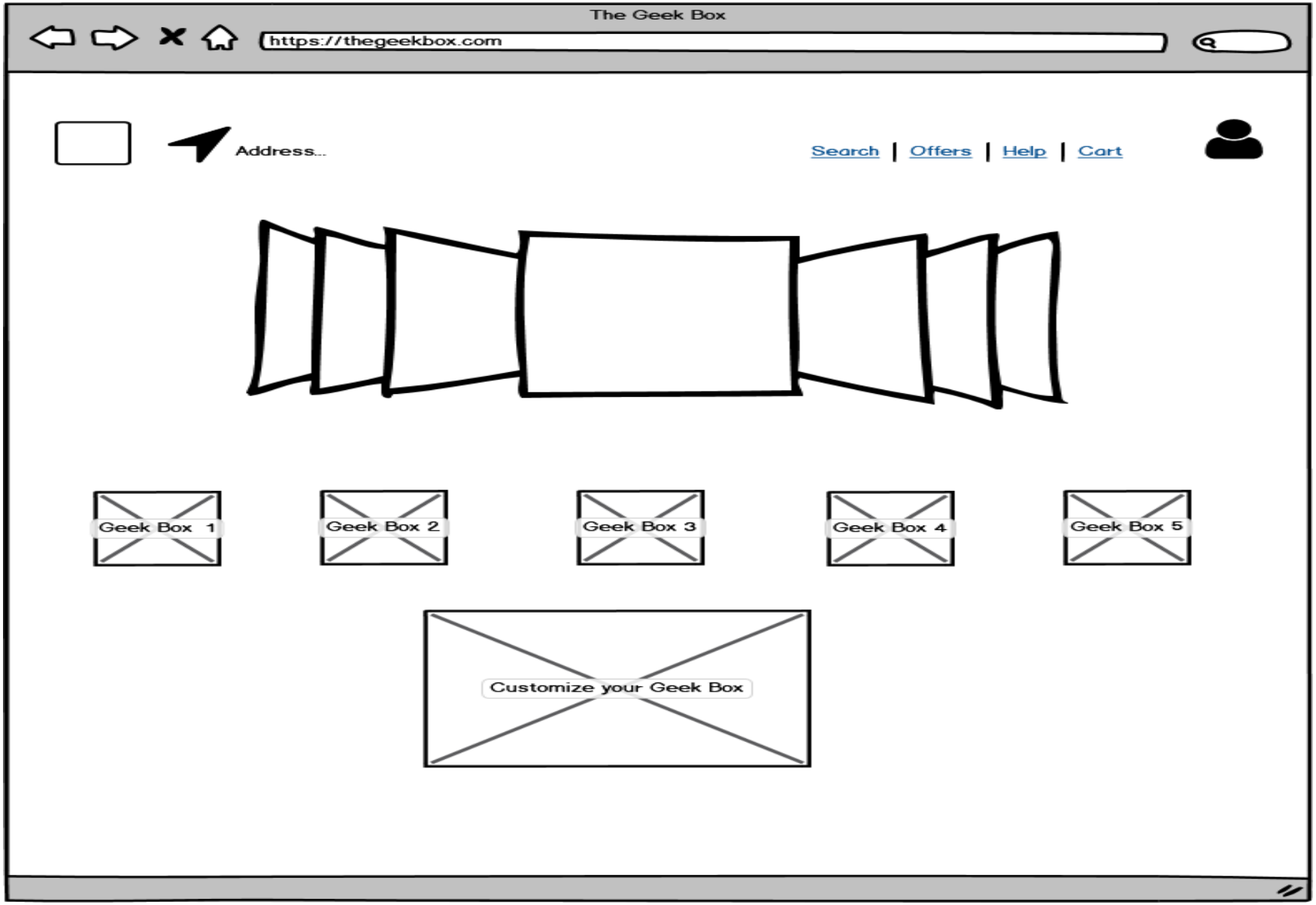
Home Page


The Geek Box
https://thegeekbox.com
Geek Box
Login
Sign up
Having a rough day at work?
Choose our delicious geek box and spice up the day
search
Find Food
No Mininum Order
Live Tracking
Super Fast Delivery
Contact
FAQ
About

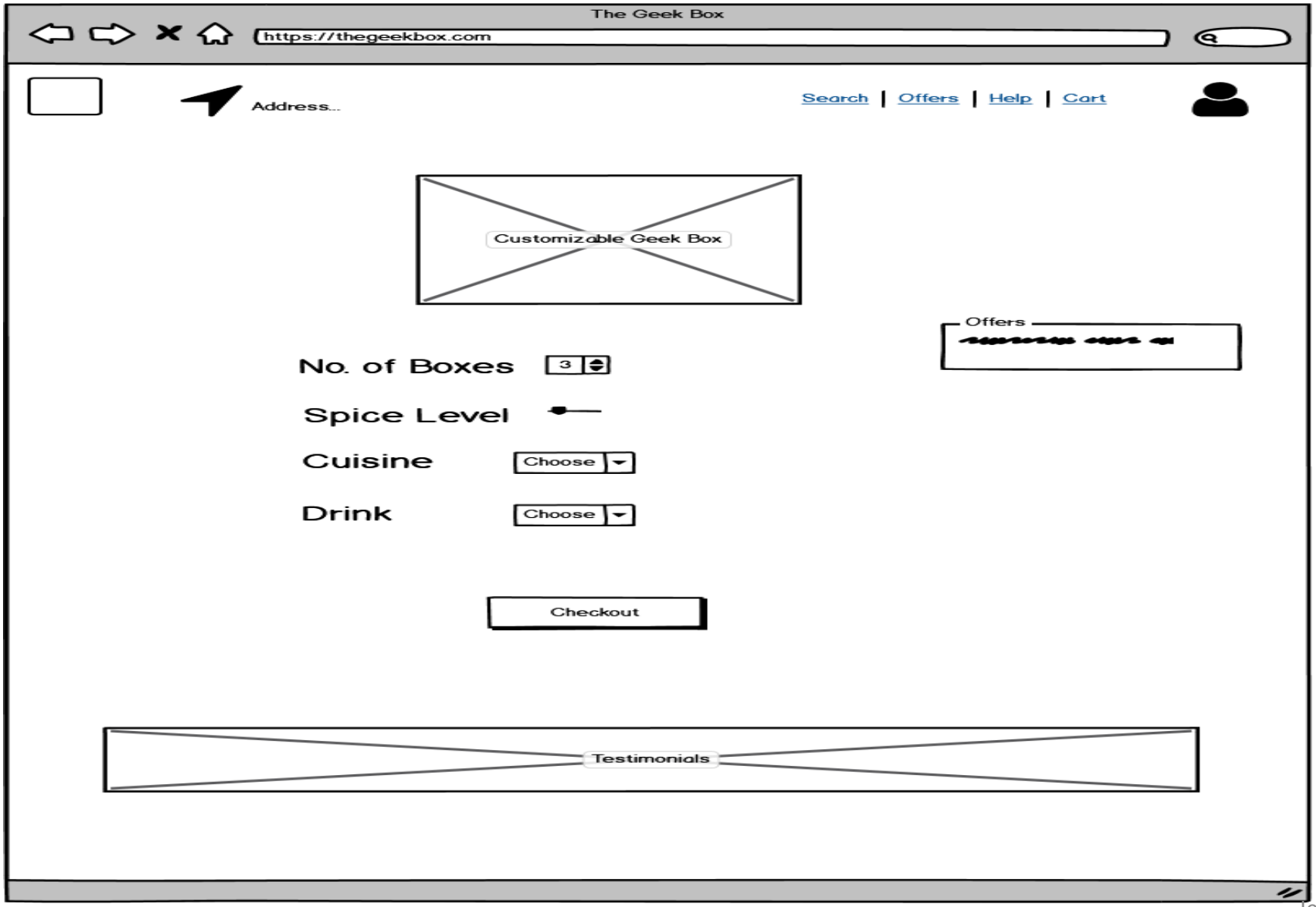
Login Screen



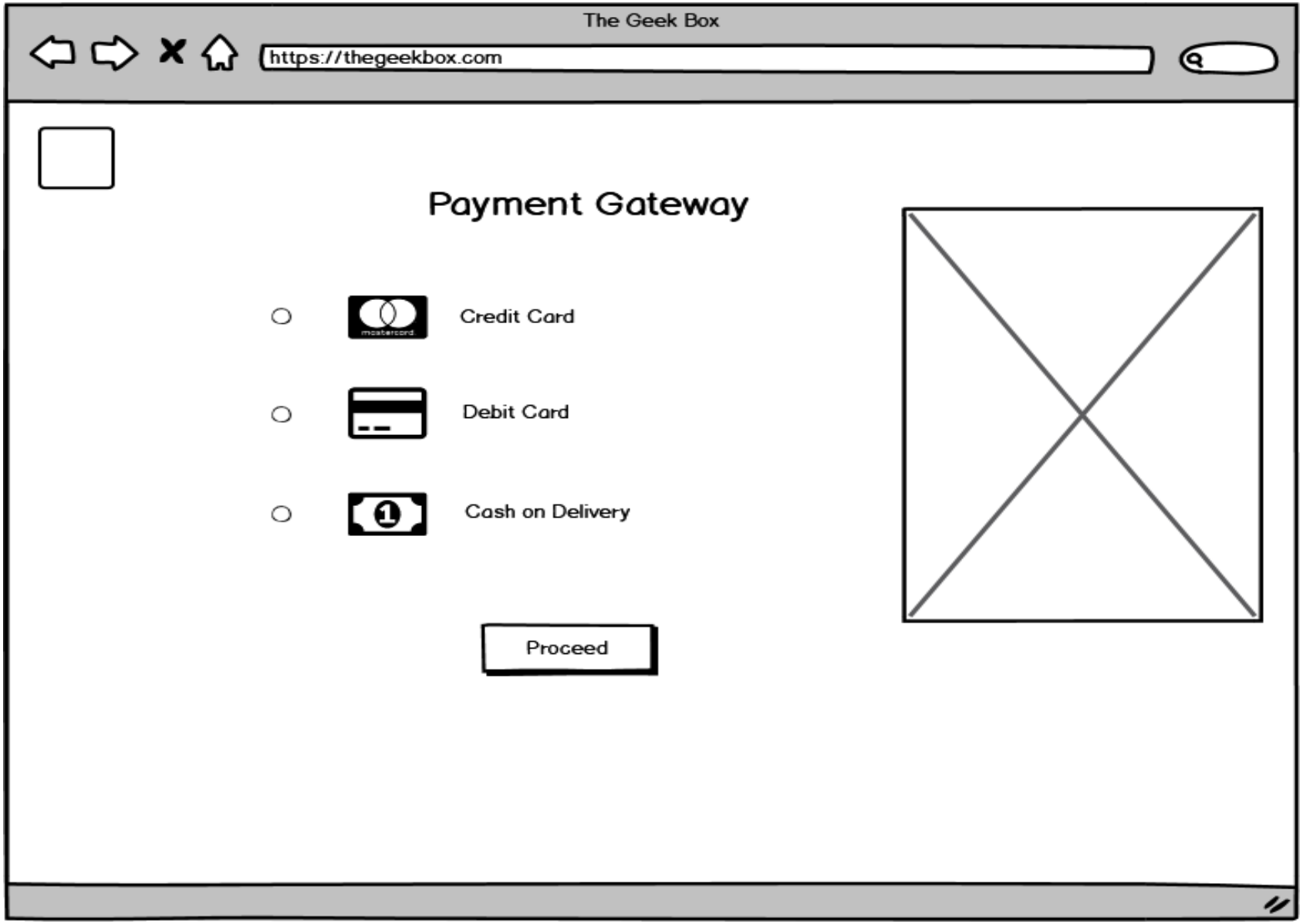
Choose Box


The Geek Box
https://thegeekbox.com
Address...
Search | Offers | Help | Cart
Geek Box 1
Geek Box 2
Geek Box 3
Geek Box 4
Geek Box 5
Customize your Geek Box

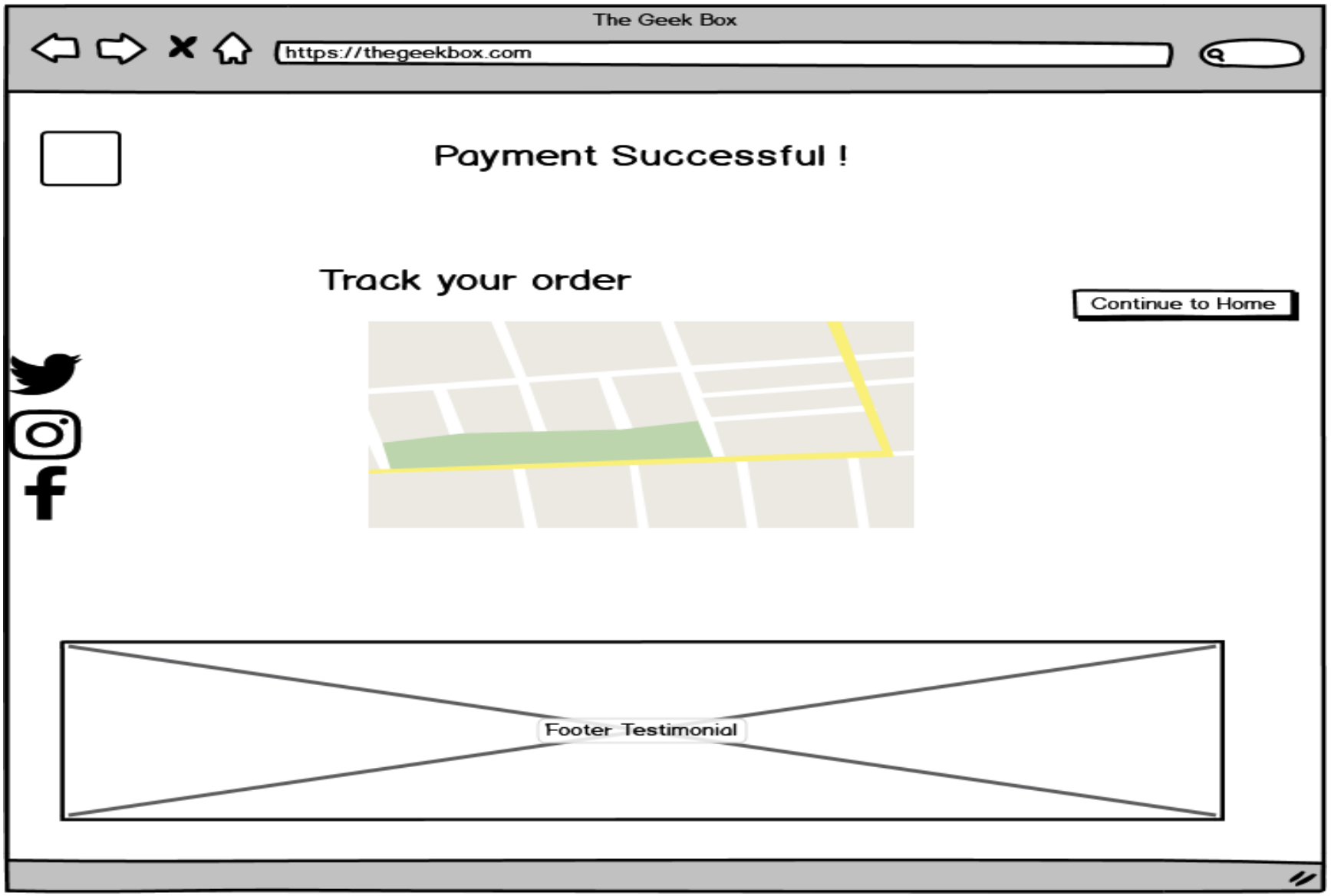
Customize


The Geek Box
https://thegeekbox.com
Address...
Search | Offers | Help | Cart
Customizable Geek Box
Offers
No. of Boxes
3
Spice Level
Cuisine
Choose
Drink
Choose
Checkout
Testimonials

Payment

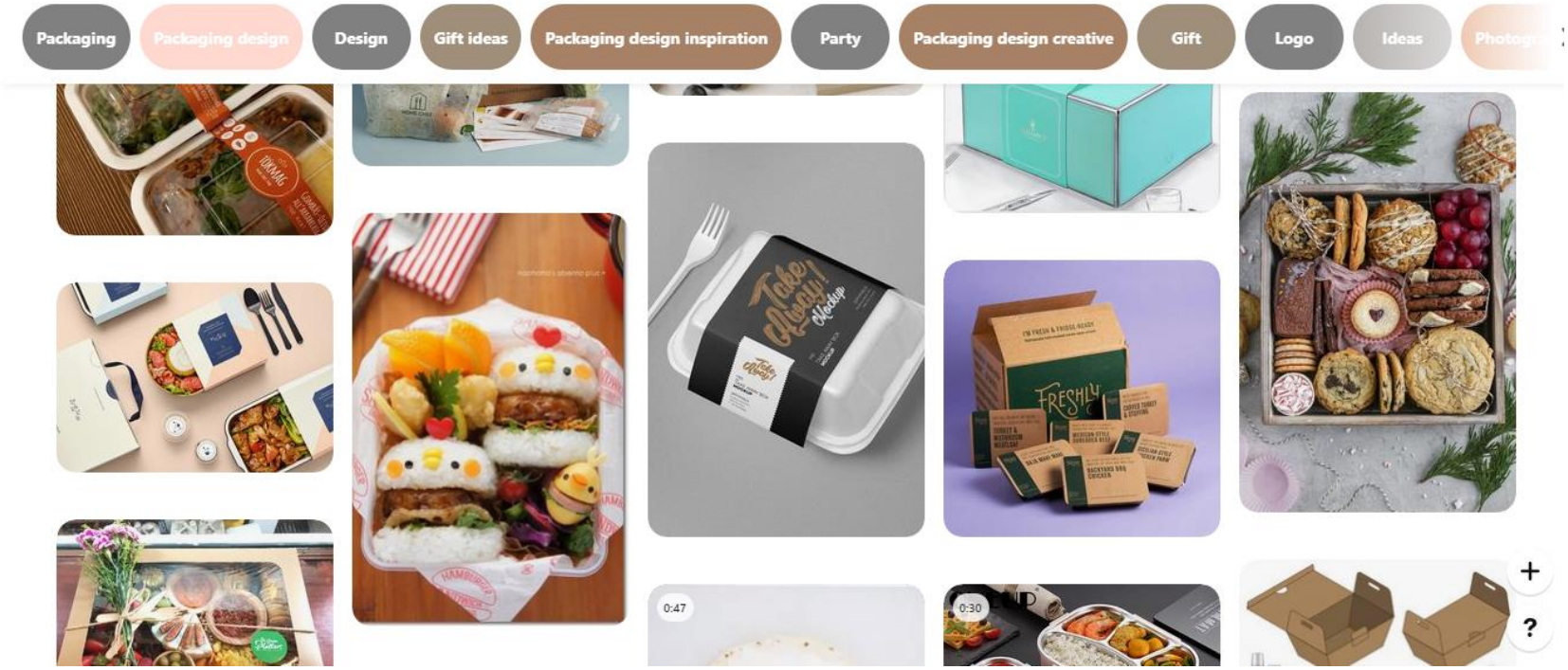

The Geek Box
https://thegeekbox.com
Payment Gateway
Credit Card
Debit Card
Cash on Delivery
Proceed

Track your order



Visual Mockups

Mood Board


Packaging
Packaging design
Design
Gift ideas
Packaging design inspiration
Party
Packaging design creative
Gift
Logo
Ideas
Take Away Mockup
FRESHLY
0:47
0:30

Home Page

The Geek Box

Login | Sign up

Having a rough day at work?

Choose our delicious geek box and spice up the day

Search your box

No Minimum Order | Live Tracking | Super Fast Delivery

Follow us

Contact | FAQ | About

Login Page

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LOG IN

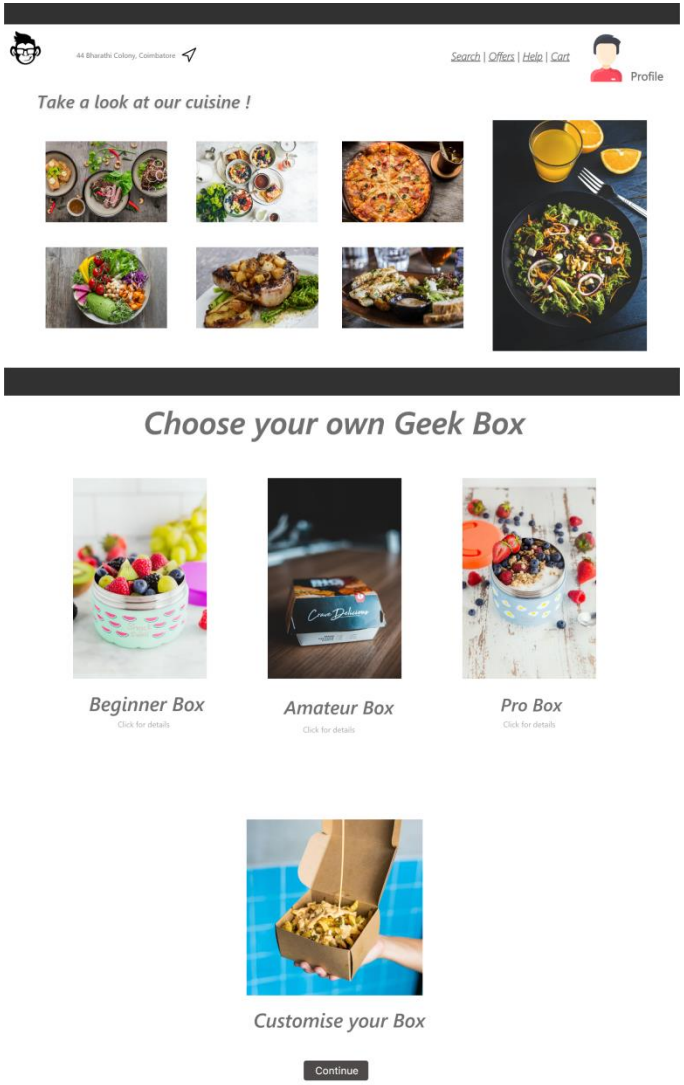
E-mail

Password

Proceed

Or sign in with

Box Page


44 Bharathi Colony, Coimbatore
Search | Offers | Help | Cart
Profile
Take a look at our cuisine !
Choose your own Geek Box
Beginner Box
Click for details
Amateur Box
Click for details
Pro Box
Click for details
Customise your Box
Continue

Customize Box

44 Bharathi Colony, Coimbatore

Search | Offers | Help | Cart

Profile

Customize your Geek Box

No. of Boxes 1

Spice Level

Cuisine Choose

Drink Choose

CHECKOUT

OFFERS

Buy two boxes at 50% off
Use code BOX for 25% off

Payment Page

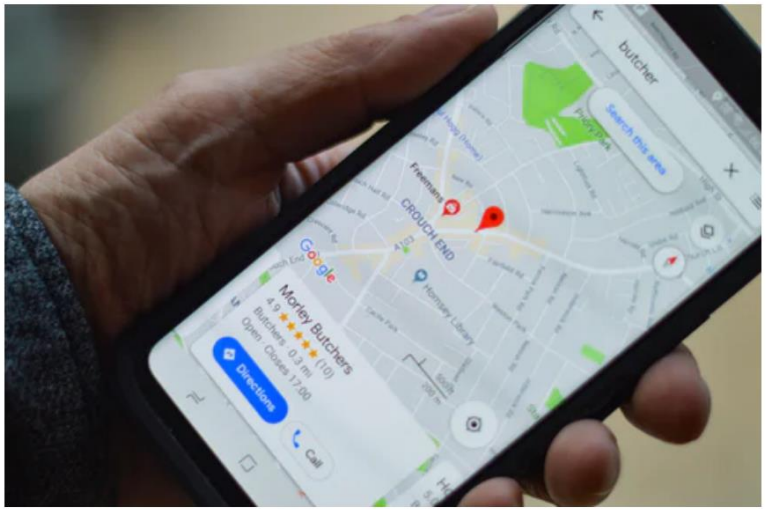
Make Your Payment

- ○ Credit/Debit Card
- ○ UPI Payment
- ○ Cash on Delivery

PROCEED

Tracking Page

Payment Successful !!!



TRACK YOUR ORDER

HOME