

Name: Michelle

Restaurant Name: Sabor del Sol

Restaurant Concept

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Food/Drink Served: Traditional and modern Ecuadorian cuisine including dishes like *ceviche*, *hornado*, *encebollado*, *llapingachos*, *empanadas*, and tropical fruit-based juices and cocktails.

Location: Queens, New York – a multicultural hotspot with a large Latin American community.

Target Audience: Ecuadorian immigrants and second-generation Latinx, foodies interested in international cuisine, and locals seeking authentic experiences.

Average Cost of Food: \$10–\$45 per dish

Elevator Pitch:

Sabor del Sol brings the rich flavors of Ecuador to the heart of Queens, NYC. From the coastal ceviches to the highland *hornado*, we serve authentic Ecuadorian dishes with a modern twist in a vibrant, welcoming space that feels like home.

Target Audience

Roles:

- Latinx community members seeking familiar, nostalgic cuisine
- Local foodies and tourists exploring authentic ethnic foods
- Families looking for weekend meals out
- Professionals on lunch breaks or casual dinners

Demographics:

- Age: 18–85
- Income: \$30,000–\$80,000
- Education: High school to college-educated

- Location: Queens and greater NYC area

Psychographics:

- Strong cultural identity and connection to heritage
 - Interested in traditional foods made with quality ingredients
 - Curious about new culinary experiences
 - Active on social media and food apps
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User Personas (*Optional*)

1. “The Nostalgic Foodie” – Daniela, 27

- Second-generation Ecuadorian
- Loves sharing food experiences on Instagram
- Visits with family on weekends

2. “The Curious Explorer” – Marcus, 34

- Food blogger who explores cultural eats
 - Looks for hidden gems in NYC
 - Writes Yelp reviews and takes food photos
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User and Client Needs

User Needs:

- Clear menu with food descriptions and ingredients
- Easy access to hours and location

- Mobile-friendly design for quick info lookup
- High-quality images of dishes
- Option to order online or reserve a table

Client Needs:

- Attract both Ecuadorian locals and broader audiences
 - Showcase authenticity and cultural pride
 - Promote specials and events (like *Fiestas Patrias*)
 - Grow online presence through SEO and social sharing
 - Build a newsletter list for promotions
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Scope

Content Requirements

1. Home page with story and featured dishes
2. Menu with images and descriptions
3. About Us page with cultural background
4. Gallery showcasing traditional meals and ambiance
5. Events/News page for cultural holidays and specials

Functionality Requirements

1. Online ordering or reservation system
2. Mobile-responsive design
3. Bilingual site (English & Spanish)

4. Newsletter/email signup
5. Google Maps integration with hours/directions