FoodEye

Muskaan Agarwal

Restaurant Concept

Restaurant Name & URL

FoodEye
www.foodeye.com

Food & drink

Pizza, Meals, Ice-creams, Snacks, Pasta, Mocktails

Location

Jamshedpur, Jharkhand, India
Delivery radius: Anywhere in Jamshedpur

Main target audience

- College students
- Kids (ages 12–16) whose parents work late
- Busy working folks
- Business people
- Young parents
- Seniors
  (Restaurant will be open from 9am to 11pm)

Cost

Affordable, starting from just Rs. 100.

Elevator pitch

Feeling Hungry? FoodEye is the right place for your hunger with a variety of delicious foods and drinks at a very affordable price range. Don't let your hunger make the noise.

Strategy

Target Audience

The website/app will focus on the following target audiences:
Roles (groups of people with similar goals)

- *People with part time job*
- *College Students*
- *Business people*
- *Working women*

Demographics

- **Occupations**: College Students , business people
- **Age**: no restrictions
- **Location**: Jugsalai , Jamshedpur
- **Marital Status:** no restrictions
- **Incom: Limited income**

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**
  - Cheerful
  - Snarky
- **Values:**
  - Liberal
  - Open minded
- **Lifestyles:**
  - Active
  - Partiers
  - Spending time with family and friends

Strategy

User Personas

Bhumi Agarwal (17) – The Studious

- 17-year-old school student
- Foodie person
- Cheerful
- "I love to eat outside food."

Kanhiya lal Agarwal (50) – A businessman

- 50-year-old businessman
- Too busy to cook
- Realistic

- "I love to taste food from different places."

Sangita Kapoor (20) – A college student

- A 20-year-old college student
- Loves to eat junk food
- Youthful
- "I love pizzas and burgers."

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 or pick from our menu
- Provide a solid mobile experience since most people will access site from mobile device
- Online payment option
- Track 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
- Provide a system for order customization
- Communicate efficient service
- Communicate easy payment
- Explain the menu of our restaurant
- Encourage to try the special dish of our restaurant