

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

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Opening and Closing time
- Describe delivery radius: Anywhere in Jamshedpur
- Describe delivery speed: "we deliver within an hour"
- Display prices of foods
- Food Menu
- FoodEye Specials
- Images of menu items
- About Us
- Contact
- Feedback
- FAQ
 - Can we order customize pizza?
 - How do I contact the delivery person?
 - What is your delivery radius?
 - How much is it to deliver?
 - Is there a minimum order?
 - What is so special about FoodEye Special food?

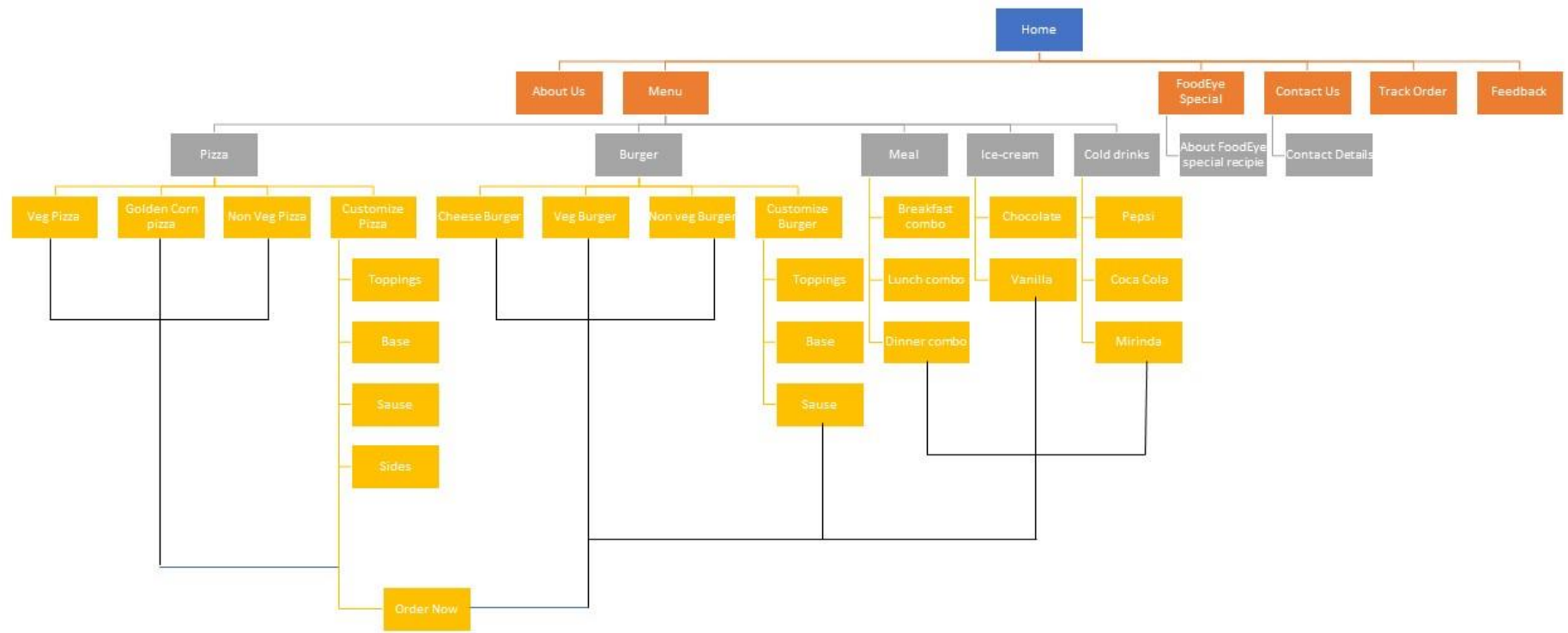
Functionality Requirements

Systems that will allow the user accomplish tasks. "The user will be able to..."

- Choose from our menu
- Or create customized food like customize pizza
 - Base
 - Protein
 - Sauce
 - Sides
 - Toppings
- Add items to shopping cart
- Check out
 - Enter payment info
 - Enter delivery address
- Track food

Sitemap

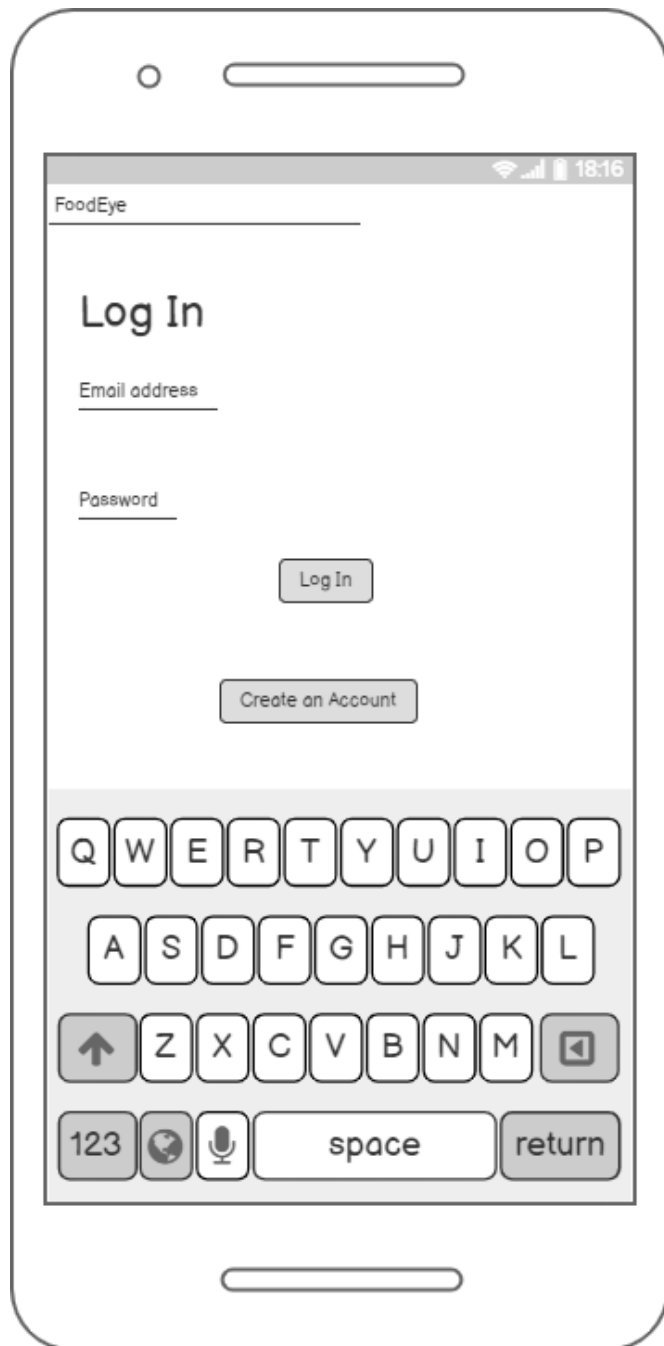
INSERT SITEMAP IMAGE HERE



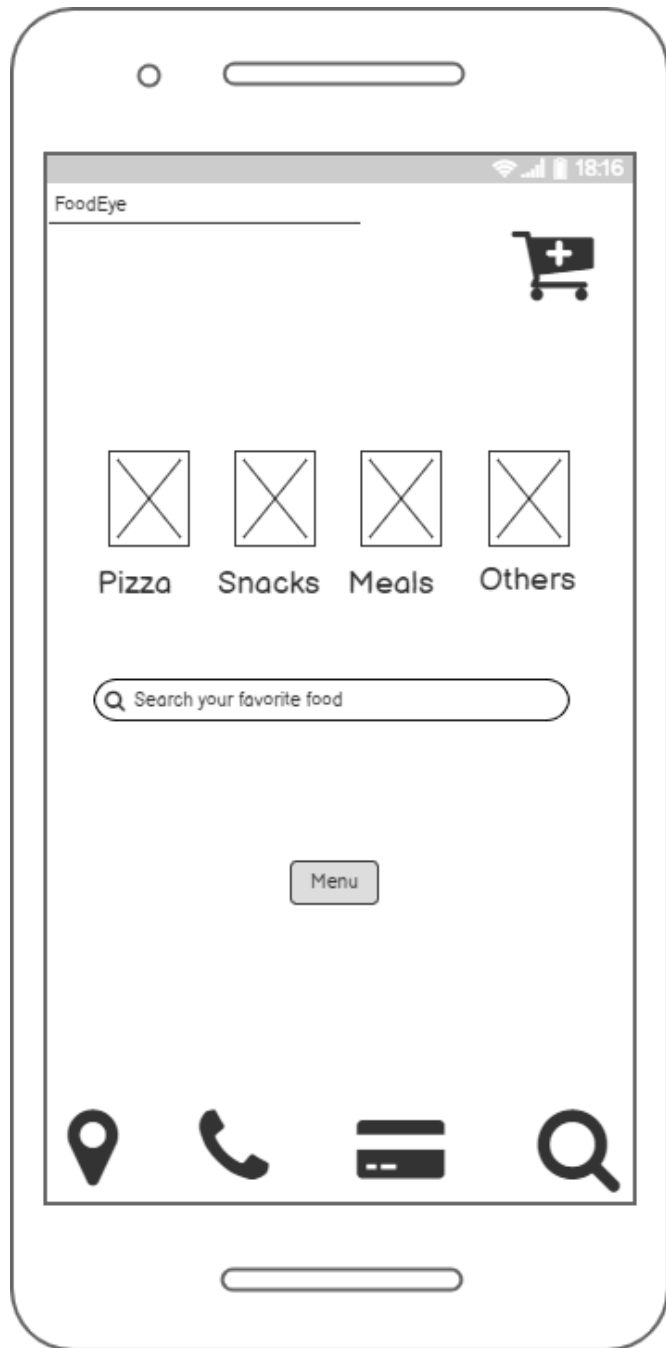
WIREFRAMES

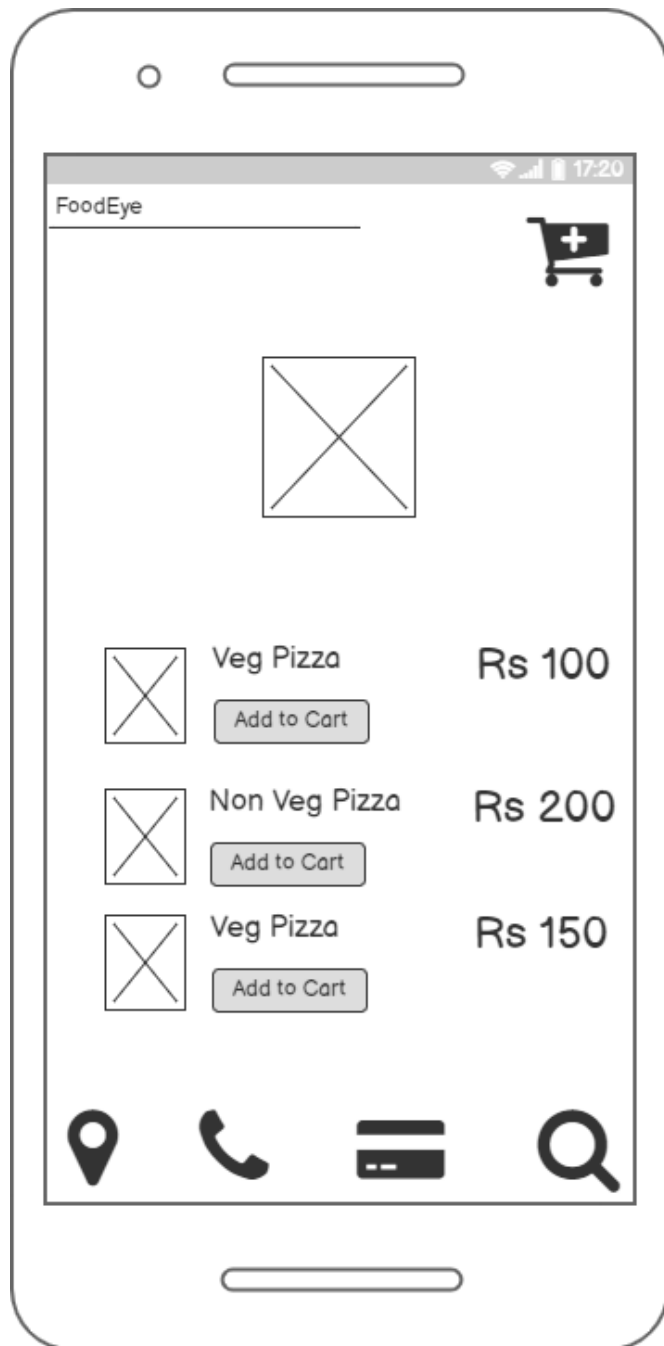
Mobile layout

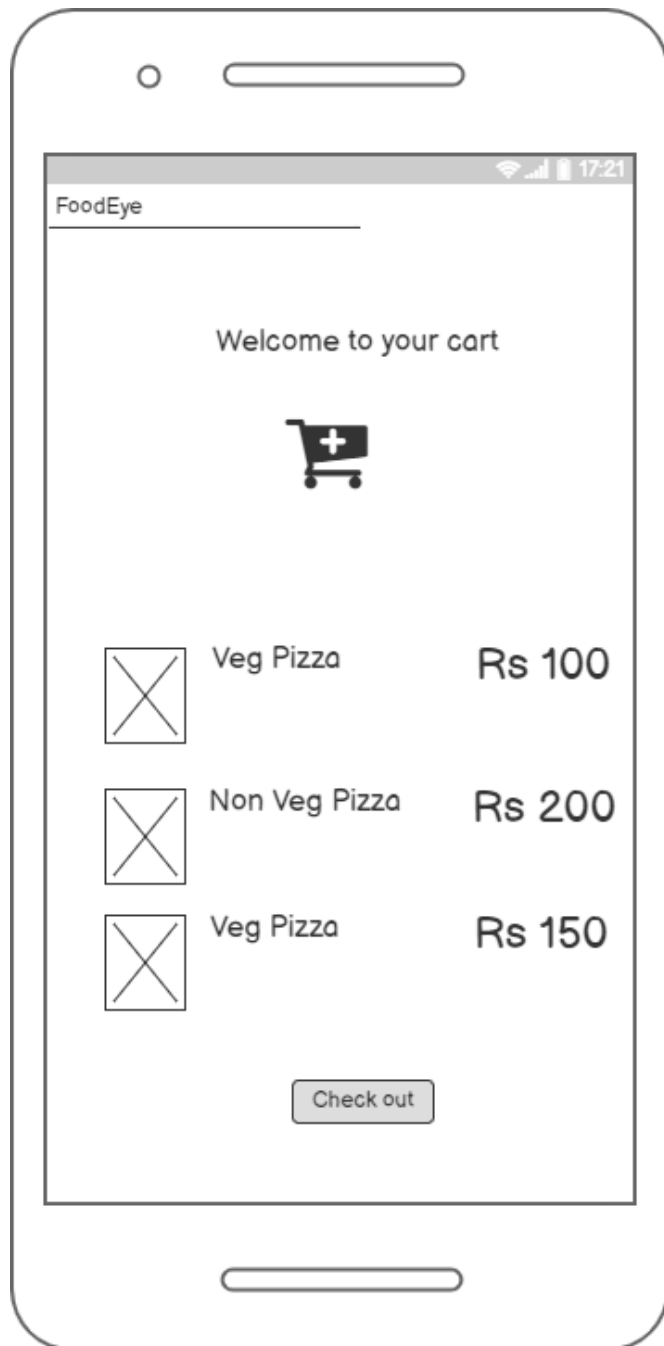


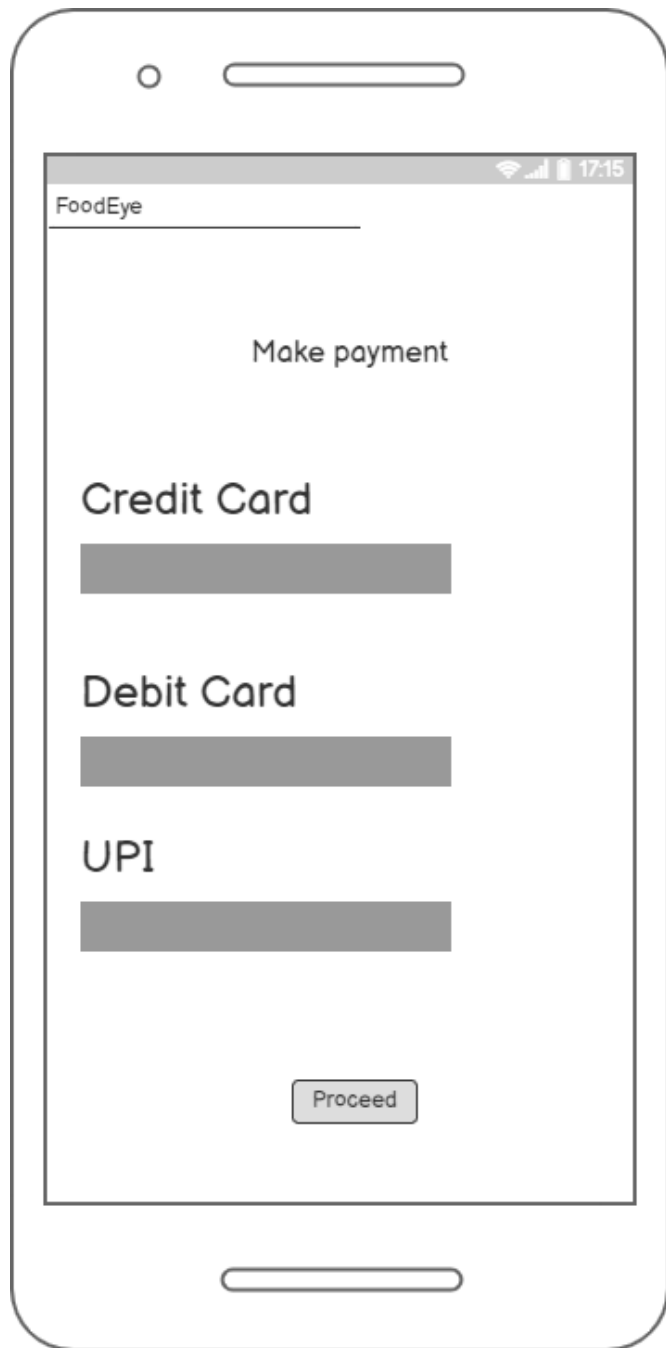


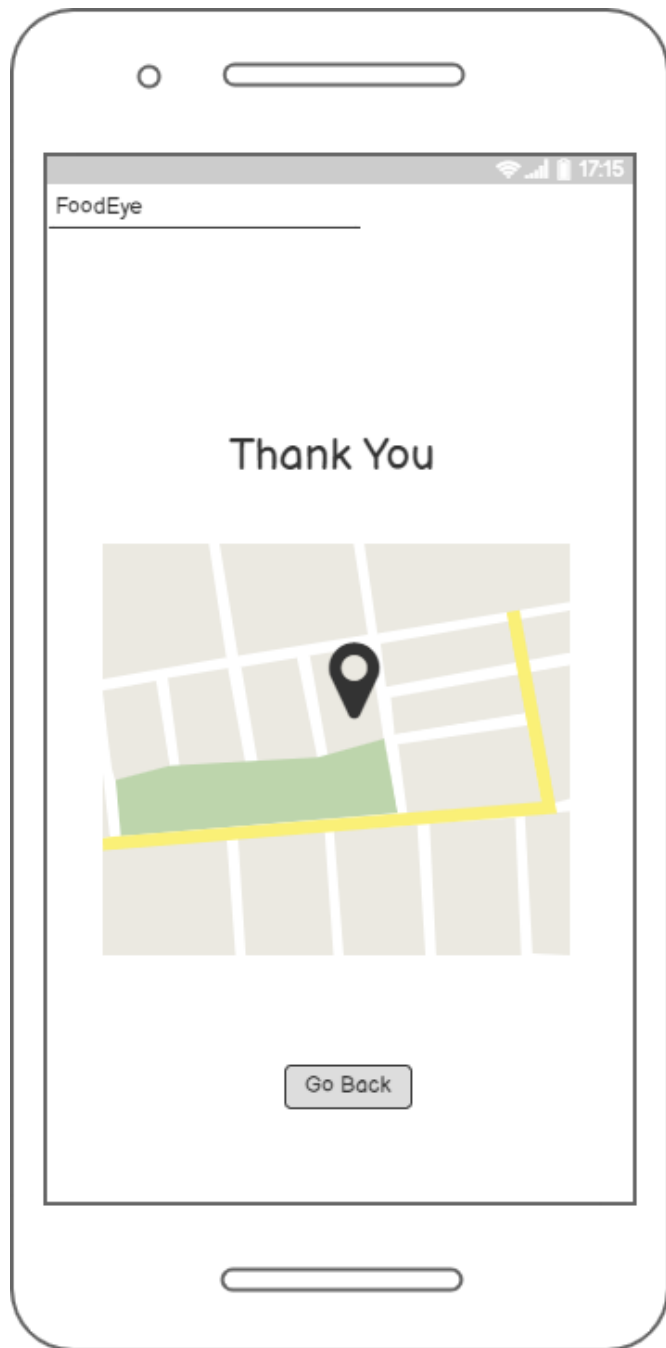














WIREFRAMES

Desktop layout

FoodEye



 [Home](#) [About Us](#) [Menu](#) [Contact Us](#) [FAQ](#)

Log In

Email address

Password

Log In

Create an Account

FoodEye



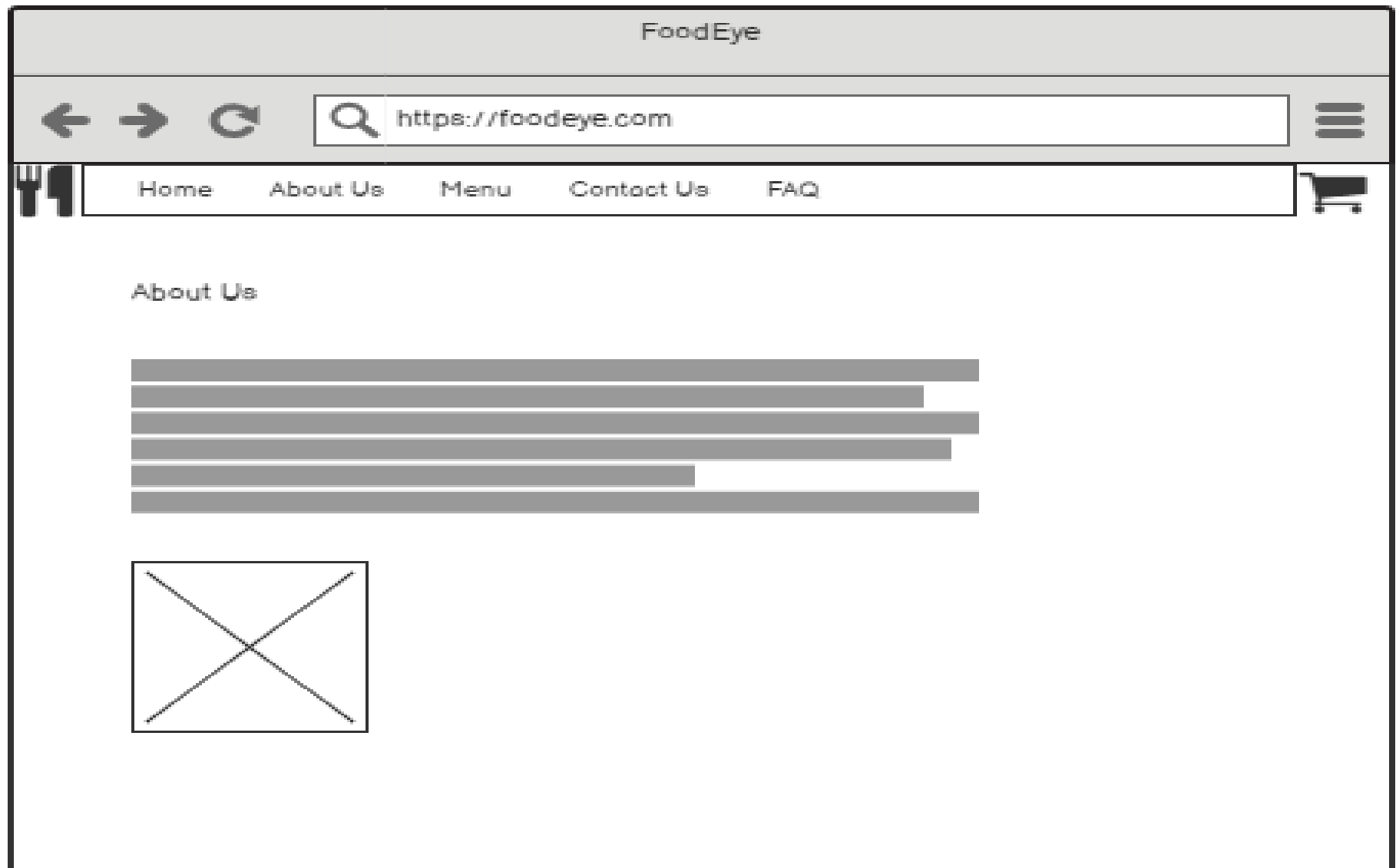
 [Home](#) [About Us](#) [Menu](#) [Contact Us](#) [FAQ](#)

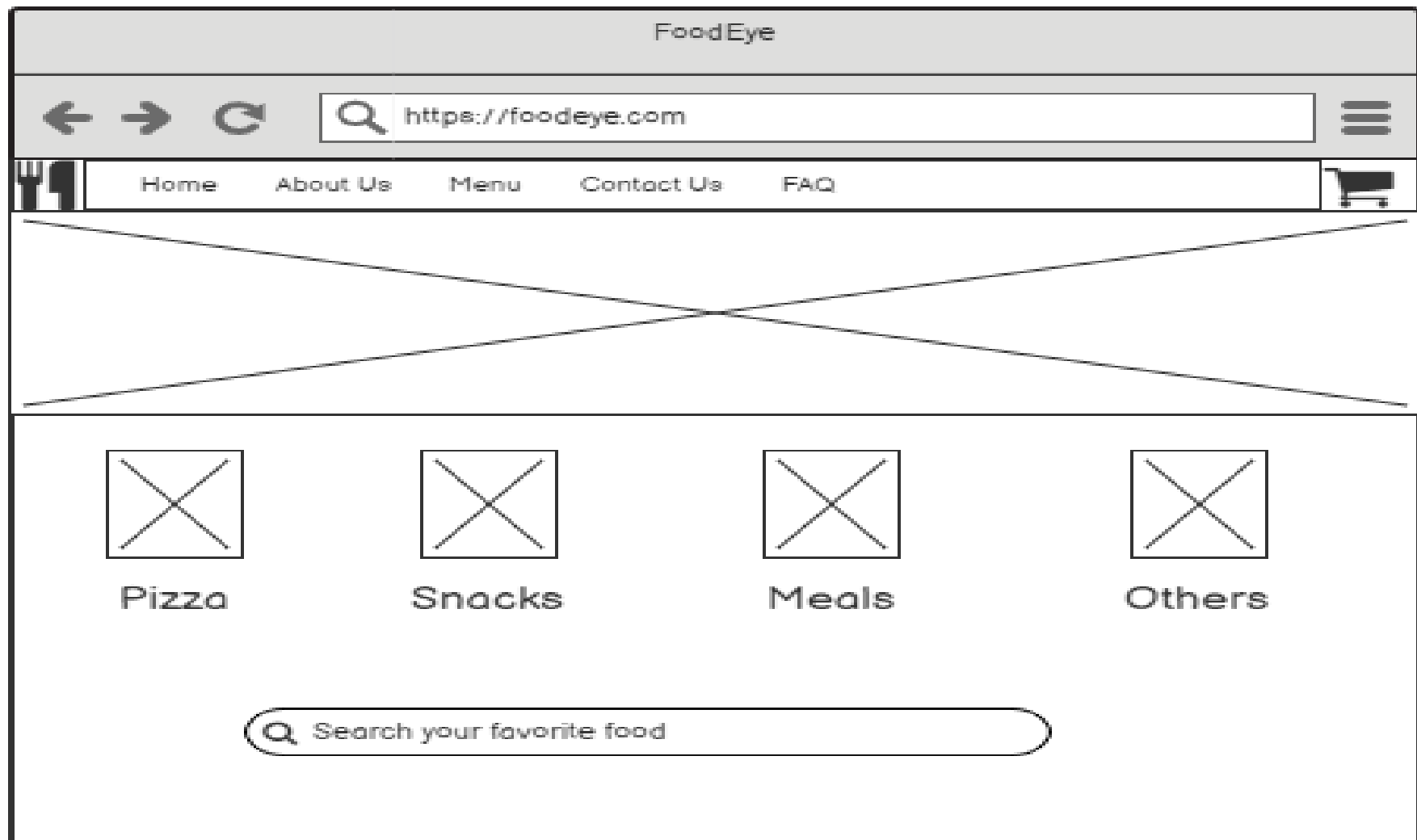
Enter Details

Email address





Password



Create

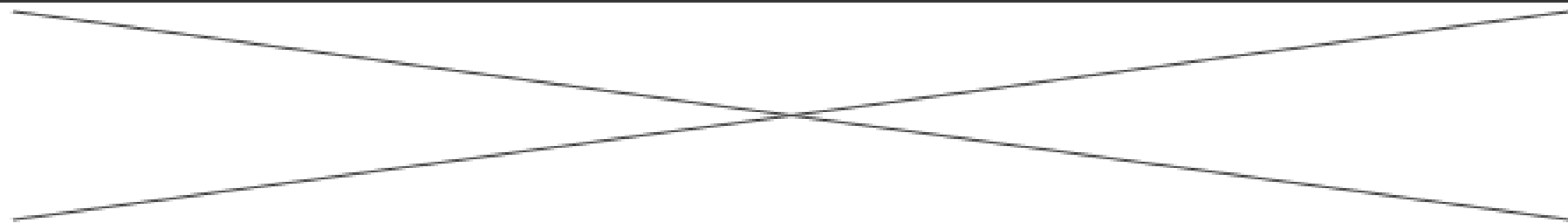




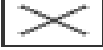



FoodEye






 [Home](#) [About Us](#) [Menu](#) [Contact Us](#) [FAQ](#) 





	Veg Pizza	Rs 100	Add to Cart
	Non Veg Pizza	Rs 150	Add to Cart
	Cheese Veg Pizza	Rs 200	Add to Cart
	Corn Pizza	Rs 100	Add to Cart


[Go to Cart](#)

FoodEye





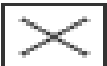
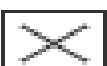
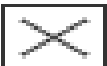










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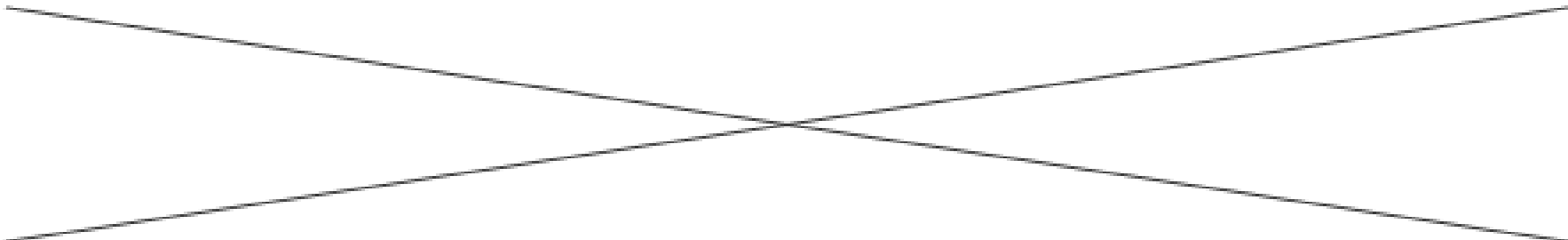
	Dosa	Rs 100	Add to Cart
	Fried Rice	Rs 100	Add to Cart
	Aaloo Parantha	Rs 30	Add to Cart
	Lunch Plate	Rs 250	Add to Cart




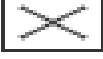
[Go to Cart](#)

FoodEye







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	Dosa	Rs 100
	Fried Rice	Rs 100
	Aaloo Parantha	Rs 30
	Lunch Plate	Rs 250

Proceed to Payment

FoodEye



 [Home](#) [About Us](#) [Menu](#) [FoodEye Special](#) [Track Order](#) [Contact Us](#) 

Make payment

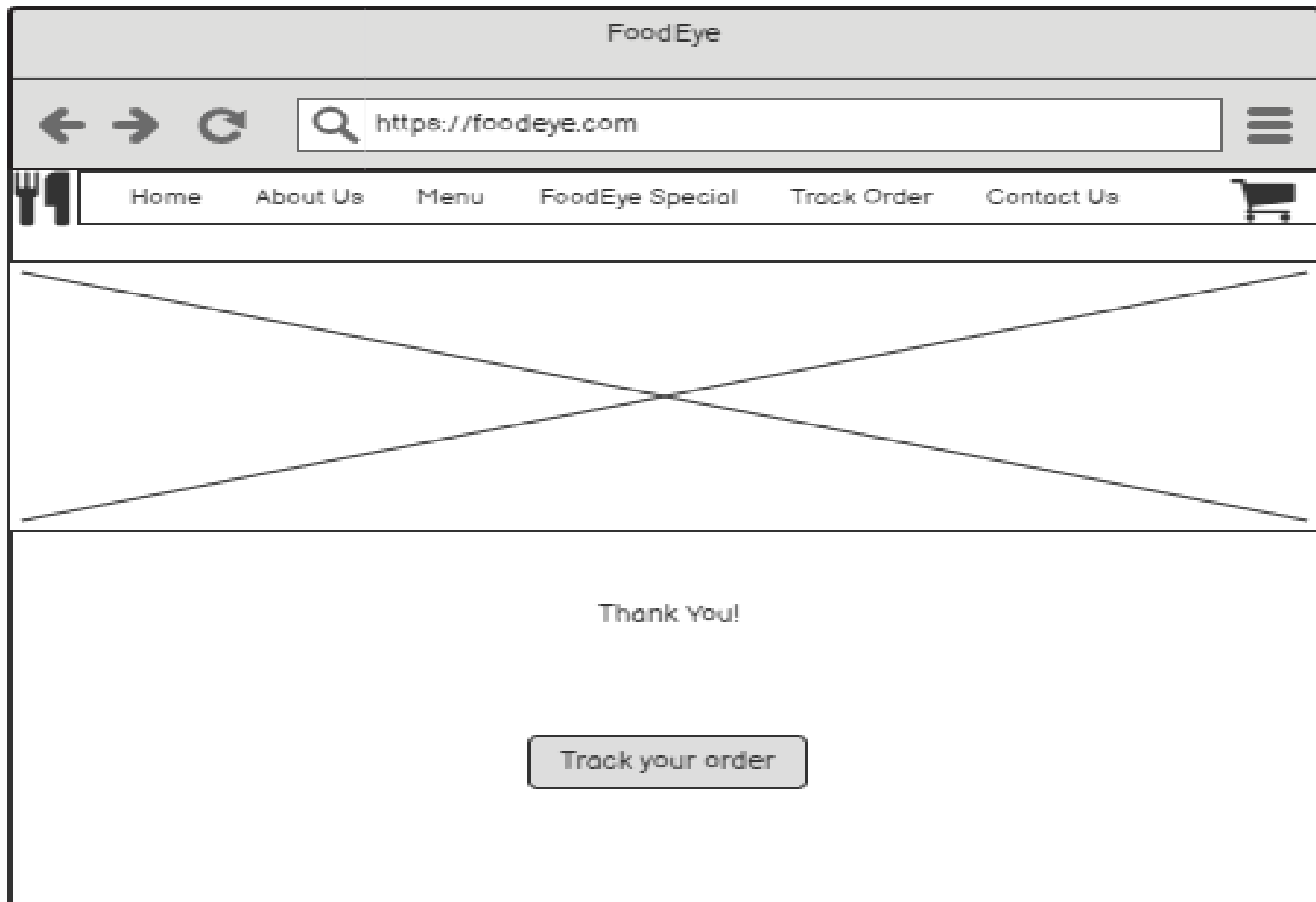
Credit Card

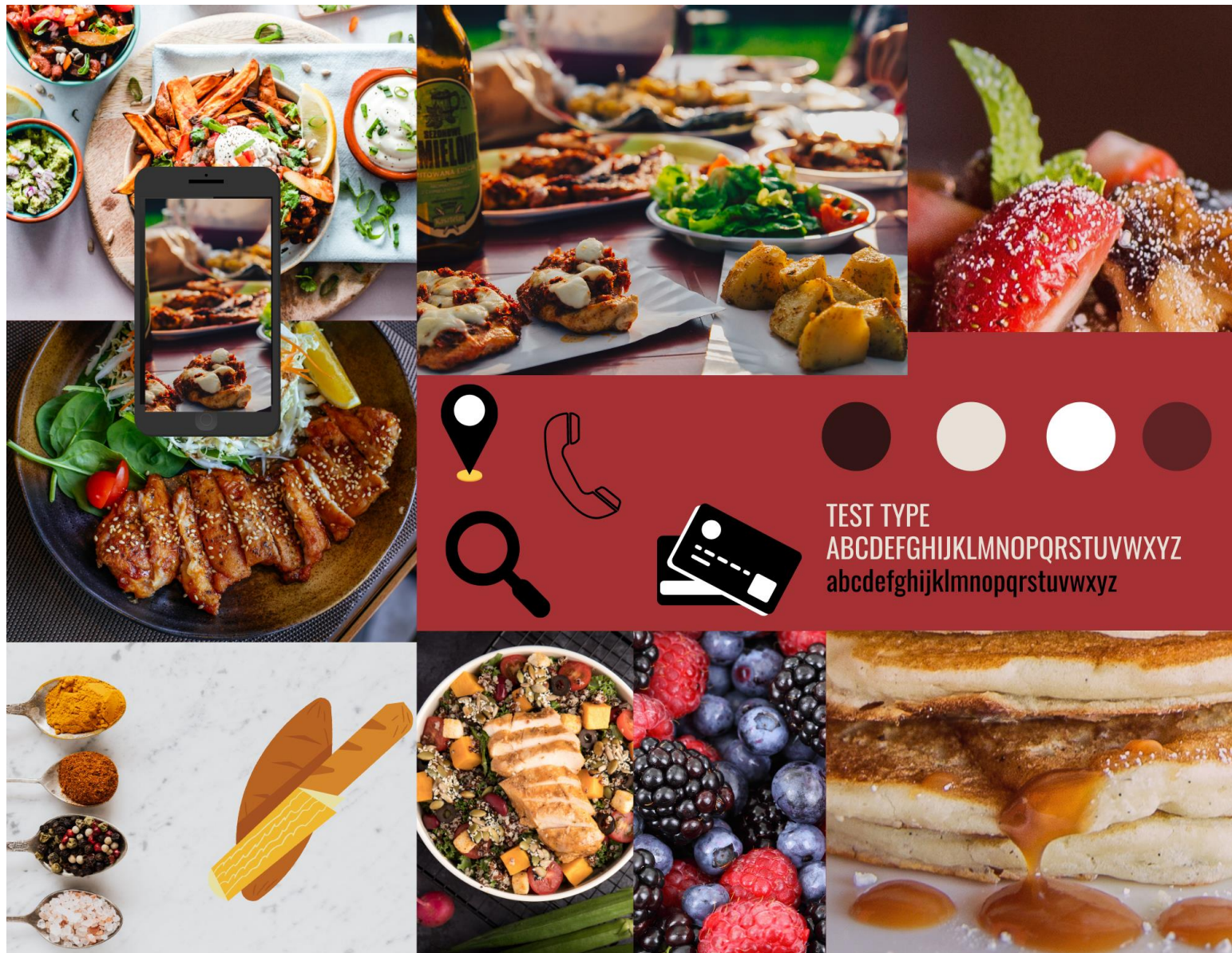
Debit Card

UPI

Proceed

FoodEye





Mood Board

Visual Mockup



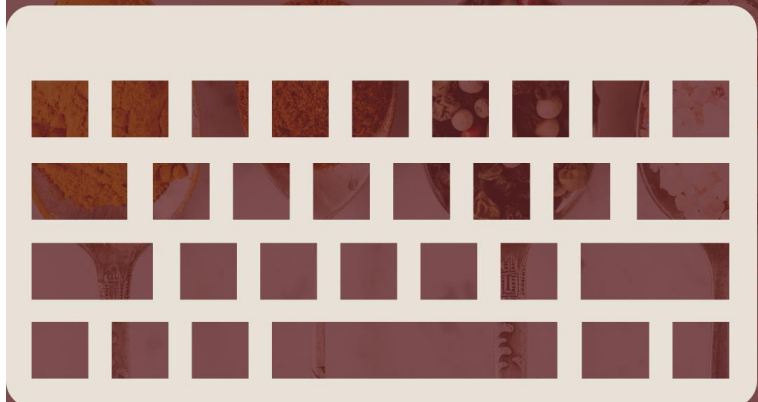
Already have an account? Log In

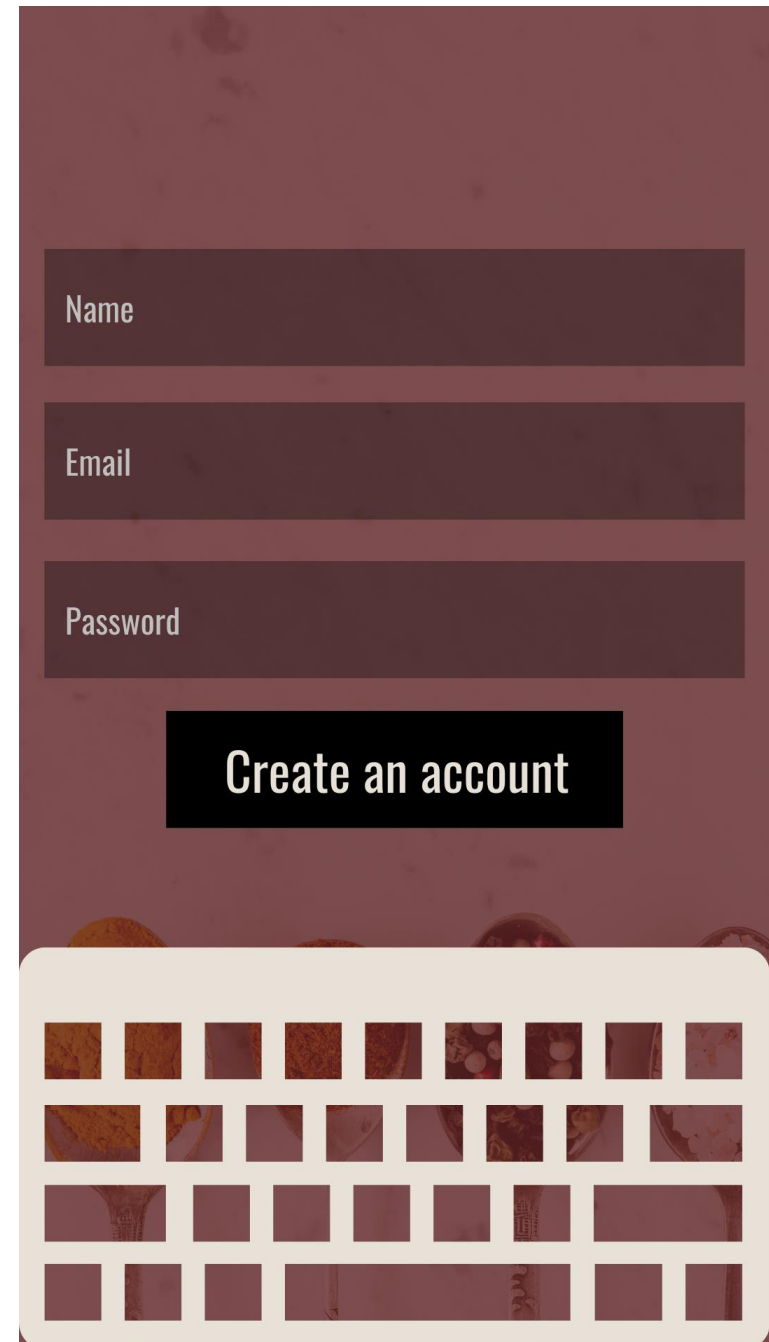
Email

Password

Log In

Create an account







































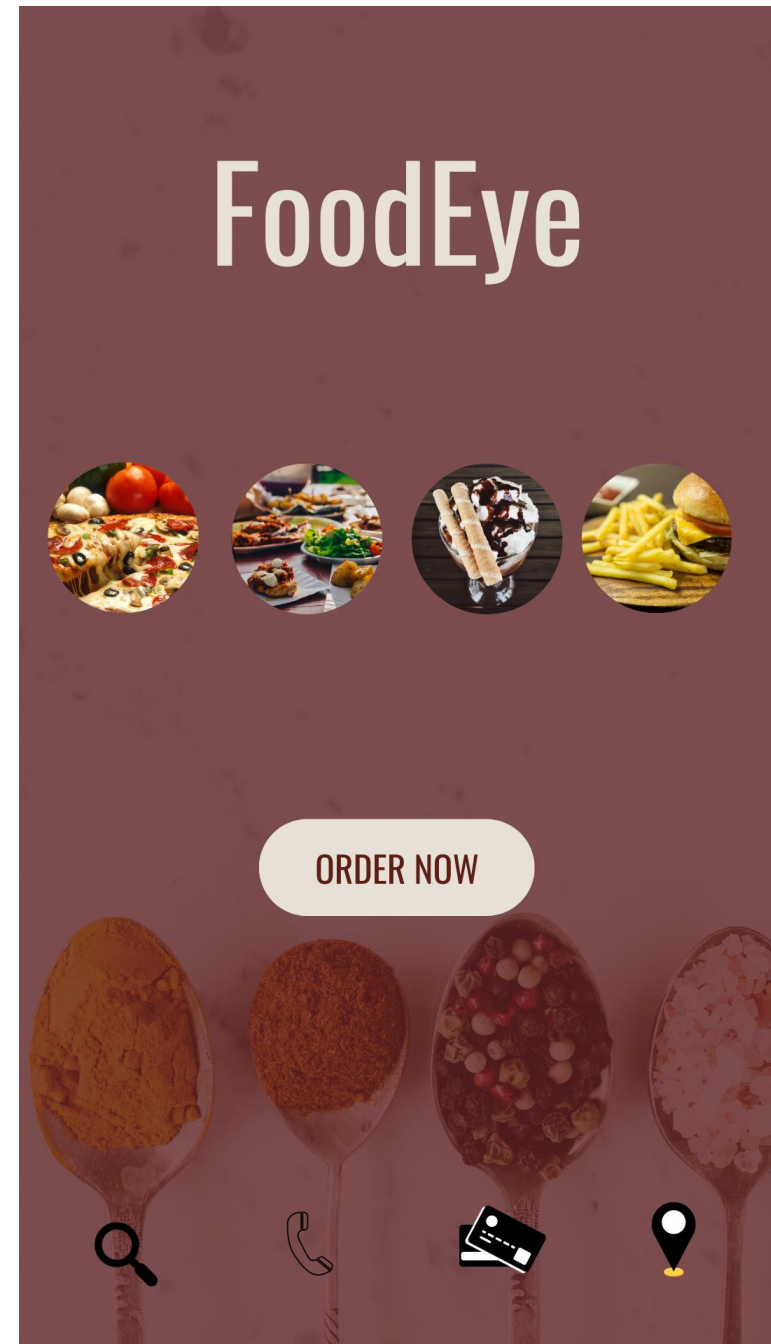
Name

Email

Password

Create an account



FoodEye



Pizza Hutty



Search your favorite pizza



Cheesy Corn Pizza



ORDER NOW



Corn Pizza



ORDER NOW



Veg Delight Pizza



ORDER NOW



Non veg Pizza



ORDER NOW



Where do I live?

FoodEye

Credit Card

Debit Card

UPI

PROCEED TO PAY



