

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