

# FoodEye

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# 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

