

Supper Club

Meghali Nain

Restaurant Concept (Project Idea)

Restaurant Name & URL

Supper Club
supperclub.com

Food

Custom Wrap

Customization

- *Fillings*
 - *Cheese*
 - *Sliced meat*
 - *Tofu*
- *Spread*
 - *Mustard*
 - *Barbecue Sauce*
 - *Salsa*
- *Extras*
 - *Cabbage*
 - *Chopped Tomatoes*
 - *Slivered Onions*

Location

Delhi, India
Delivery radius: Delhi

Main target audience

- *College students*

Cost

Affordable price

Elevator pitch

We provide sophisticated, fresh and quick wrap for college students. We bring high quality food. We believe that closer things are to home, the better they taste.

Other Project Ideas

Customizable Sandwiches

- Aimed at school students
- In Dwarka, Delhi(India)
- Affordable price
- "Which Sandwich"
- Problem: Already too many sandwich shops

Customizable Smoothies

- Aimed at teenagers
- Place: Haryana, India
- Moderate Price
- "All Time Smoothie"

- Problem: Not that familiar with the location

Strategy

Target Audience

The website/app will focus on the following target audiences:

Roles (groups of people with similar goals)

- College Functions
- Late night studier
- Birthday Parties

Demographics

- **Gender** – Female
- **Education** – Graduation
- **Occupations** – NA(students)
- **Age** – 14-30 year old
- **Location** -Urban

Psychographics (personality, values, attitudes, interests, lifestyles)● **Personality & Attitudes:**

- Fearless
- Meticulous
- Observant

● **Values:**

- Professional endeavors

- Leadership qualities

● **Lifestyles:**

- Food
- Go to football games
- Parties

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Reasonable price
- Timely service
- High quality food

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 fast service
- Improve customer experience
- Appear sophisticated

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- LIST CONTENT REQUIREMENTS HERE
 - Opening time
 - Describe delivery time
 - Display prices
 - Food menu
 - Images of menu items
 - About us
 - About wrap
 - FAQ
 - Do you charge for delivery?
 - Where do you deliver?
 - How much is to deliver?
 - If I have a query, whom I can get in touch with?

Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- LIST FUNCTIONALITY REQUIREMENTS HERE
 - Choose from list of pre-made wraps
 - Get help via a live chat feature
 - Create your own wrap by using:
 - Filling
 - Spread
 - Extras
 - Add items to shopping cart
 - Check out
 - Enter payment info
 - Enter delivery address
 - See order status
 - Create an account
 - View current/ past orders

Sitemap

