

URL: www.thatwrapplace.com

Food & Drink: It's a Wrap! will provide a unique take on Asian food, offering primarily eastern cuisine normally eaten with a spoon and fork, or chopsticks, and putting it into a convenient, westernized wrap! Below are some examples of foods offered in a wrap:

Thai: Pad Thai, drunken noodles, misc. fried rice dishes

Indian: Biryani, samosa chat

Japanese: om rice, okonomiyaki, gyoza

Korean: bibimbap, bulgogi

Chinese: misc. noodle and fried rice dishes

Wrap-options: white, wheat, gluten-free, tomato bread, spinach bread

Protein: free-range chicken, wild-caught fish, tofu, impossible meats



As for drinks, It's a Wrap! will provide typical Western sodas, in addition to some Asian imported sodas and specialty drinks such green tea or Thai ice tea. Perhaps further down the road, this could be expanded to included bubble tea.

It will also be important to have healthier options like fresh juices and smoothies, to take a more natural approach.

Location: The suburbs of Irvine, CA, USA, which is nearby to Los Angeles, and home to the largest populations of Asian American, where many Westerners are likely exposed to Asian cuisines.

Target Audience: Busy working folks

Cost: Moderate. Not cheap or sloppy, but higher-quality healthy food without being overly elegant. Thinking several dollars a wrap.

Elevator Pitch: Ever tried Asian food in a wrap before? Now, instead of plate-based foods requiring utensils, chopsticks, and dishes, you can get pad thai or tikka masala in a wrap. Or how about Korean bibimbop or Japanese om rice? 'It's a Wrap!' offers something different, but also convenient for those on-the-go.

Strategy

Tagline: Healthy Asian food served in a wrap, delivering to downtown Irvine, CA and nearby

Target Audience

Roles:

- Working busybody
- People in a hurry / don't have time to cook
- Asian population
- Westerners who like / want to try Asian food
- Convenience lovers

Demographics:

- 18+
- College students
- Working people
- Business owners
- Business teams
- Primarily urban, some suburban
- Middle income
- Primarily single

Psychographics:

Personality & attitudes

- Professional
- Natural
- Seeks diversity

Values

- Health
- Open-minded
- Middle-ground, leaning liberal

Interests/Lifestyles

- Hard-working
- Studious
- Traveler
- Into trying new things

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Find the restaurant's hours and if they're open
- Choose between different flour / wrap options
- Display ingredients and nutritional information
- Display prices of the different menu options
- Call the restaurant, or contact customer service about any issues

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 delivery time to users
- Communicate affordability
- Communicate quality and freshness
- Display information about the different menu options
- Provide an all-around user-friendly experience
- Measure site traffic and how people are able to find the web page

User Personas



Tina Kim

The Busy Worker

- Busy body
- Classy
- 25-year-old young adult
- 2nd generation Asian
- Prefers a fast, but familiar menu to choose from

Tagline: "I've had Korean food served the same way all my life, so this offers something a little different."



Angela Liu

The Busy Student

- Hard-working
- Studious
- 20-year-old UCal: Irvine student
- Foreign-exchange student
- Not completely familiar with the area yet

Tagline: "Cooking or going out are too much extra work. I'm already busy enough as it is!"



Mauro Tielemans

The Adventurous Westerner

- Work hard, play hard
- Holds a 70k job
- 33-year-old UCLA graduate
- Has Asian friends
- Has done some traveling

Tagline: "I need something I can eat in front of my computer."

Content Requirements

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

The user will be looking for . . .

- Restaurant / delivery hours
- Menu + Downloadable PDF of the menu
- Image examples of the different menu options
- Descriptions of the different menu options
- Prices of the different menu options
- Different customizations for menu options
- About Us / Story page or section
- Contact information + number for the restaurant
- Nutritional information of the menu items
- Ingredient sources
- Allergy information
- Map of the delivery radius
- Expected time their food will be ready
- Restaurant logo + name
- Note(s) of assurance of high quality

Functionality Requirements

Systems that will allow the user to accomplish tasks

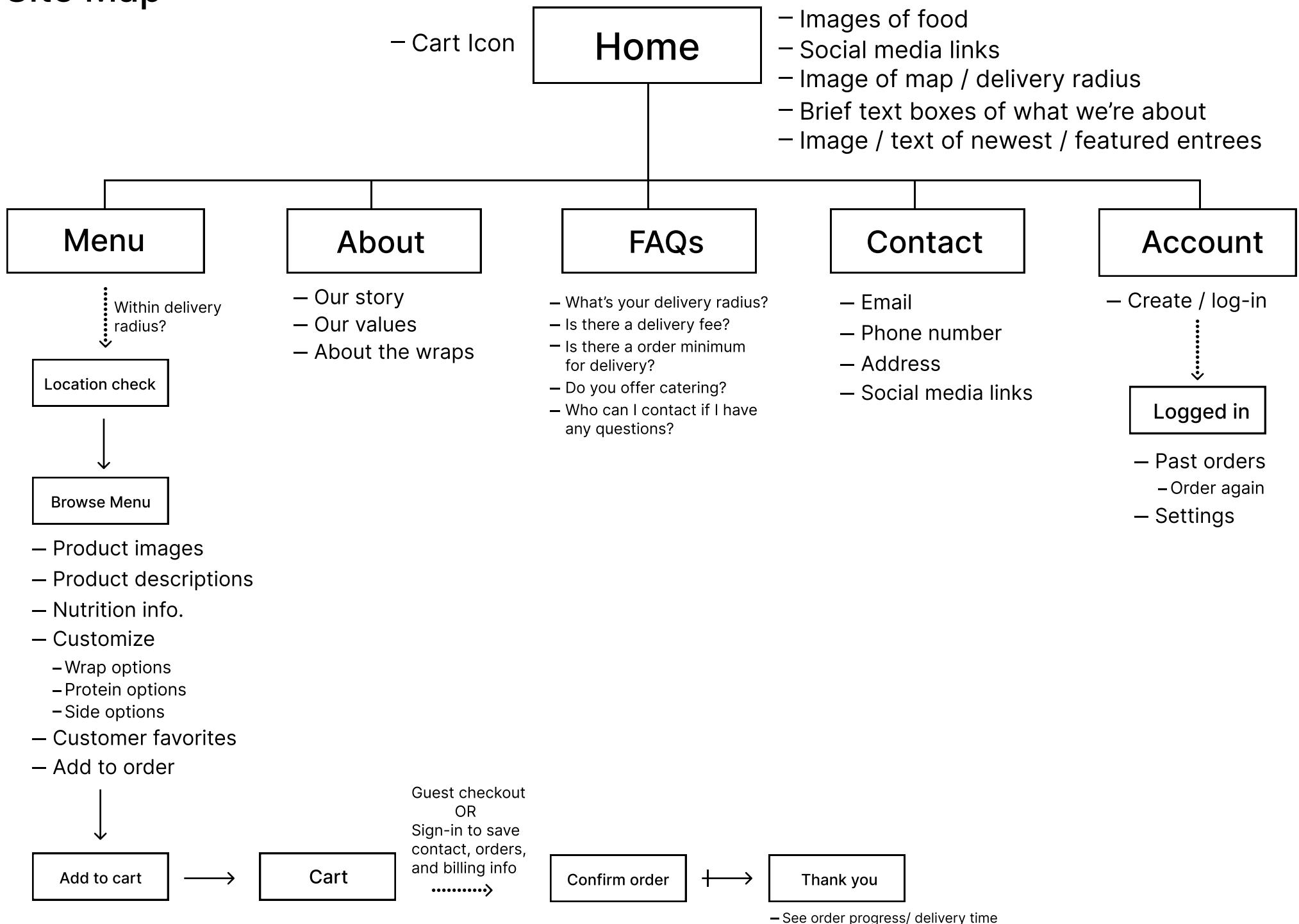
The user will be able to . . .

- Check if they are in the delivery radius
- Send restaurant a note / message
- Add items to cart
- Place an order
 - Enter payment information
 - Enter delivery address
 - See delivery time / order status
- Create / Log-into account
 - View past orders
 - Order same thing again
- Customize various menu options
 - Wrap type
 - How soon food is wanted
 - Choice of side
 - Additions / changes to the default wrap preparation (i.e. no tomato)

It's a Wrap!

Site Map

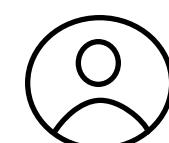
Brummel / 7



Wireframe

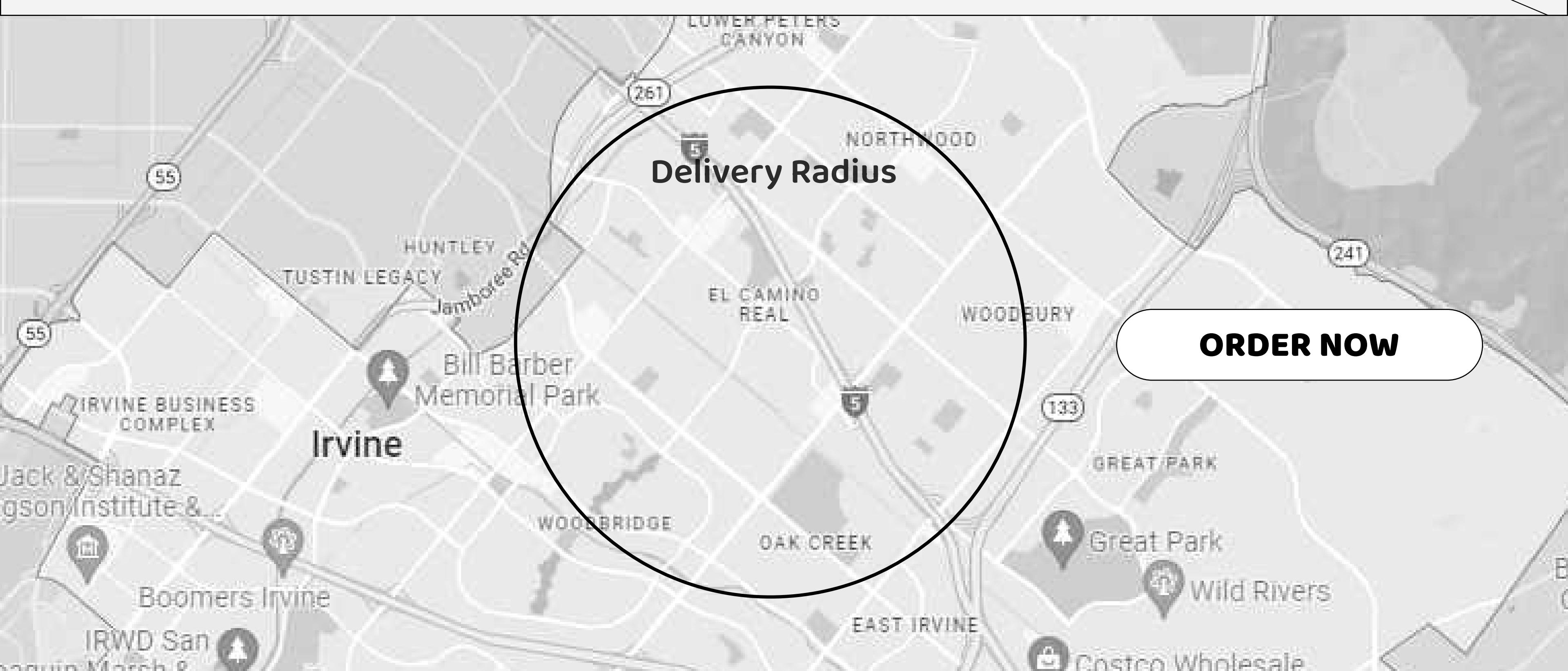
Desktop

Home page only



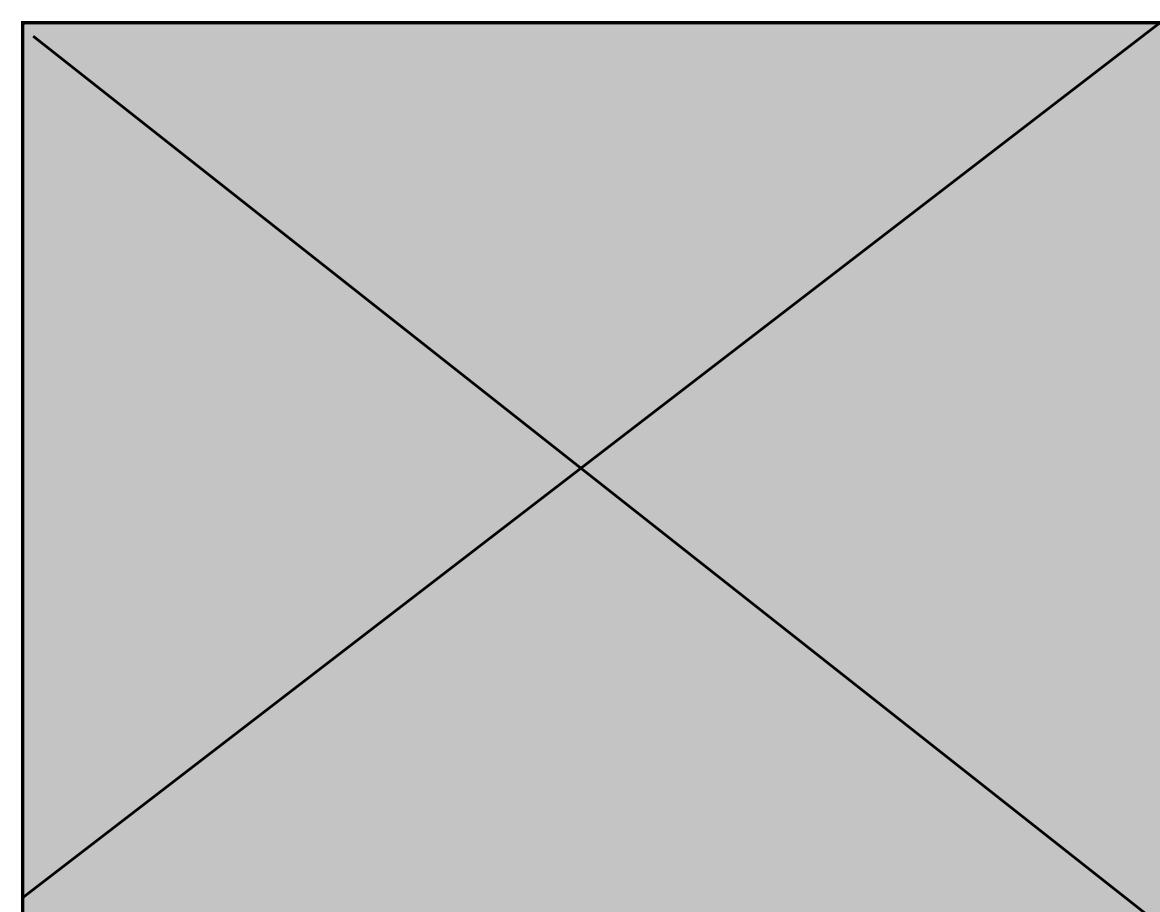
Your favorite Asian food,
now in a wrap!

ORDER NOW

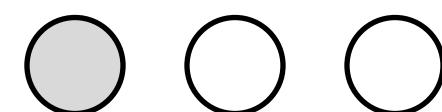


ORDER NOW

We Deliver!



Home or office,
we got you covered!



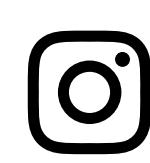
ORDER

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FAQS

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1234 Wrap Place Rd.

Irvine, CA 92602

itsawrap@gmail.com

714 - 806 - 8271

Wireframe

Mobile

Home page + About Us page



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Your favorite Asian food,
now in a wrap!

ORDER NOW



We Deliver!

Home or office,
we got you covered!

ORDER NOW

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ORDER

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Wireframe design 2022 by Peter Brummel.

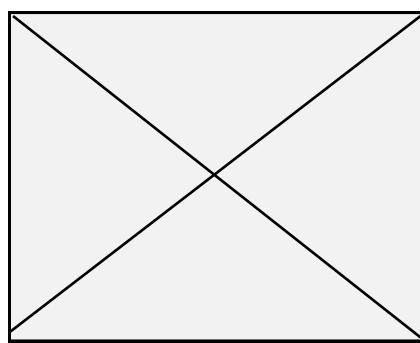
All rights reserved.



It's a Wrap!

About Us

As a brand new 2022 business, It's a Wrap! provides a unique take on Asian food, offering primarily eastern cuisine normally eaten with a spoon and fork, or chopsticks, and putting them into a convenient, westernized wrap!



Ever tried tikka masala in a wrap before? Or how about Korean bibimbop or Japanese om rice? 'It's a Wrap!' offers something different, but also convenient for those on-the-go.

Wireframe Mobile

Ordering example



It's a Wrap!

[**SIGN IN**](#)[**CREATE ACCOUNT**](#)

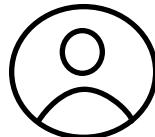
or continue as guest below

Order Type

[**Pickup**](#)[**Delivery**](#)

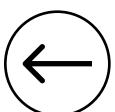
What's your address?

Input your address to see if we can deliver to you

[**FAQS**](#)[**ACCOUNT**](#)



It's a Wrap!

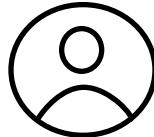


Back

Sorry, we do not
deliver to your area



FAQS



ACCOUNT



It's a Wrap!

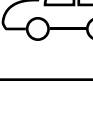


← Back

We deliver there!

Inputted address

54321 Hungry Street, Irvine, CA, 92602



Delivery

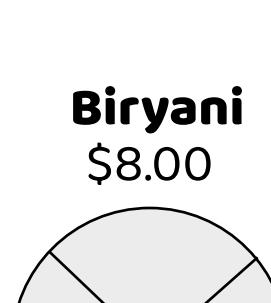


\$15 minimum order for delivery!

Menu

Pad Thai

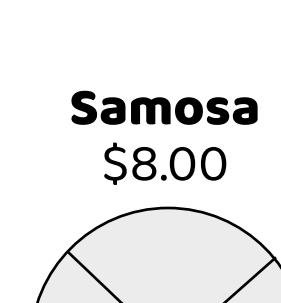
\$8.00



ORDER

Okonomiyaki

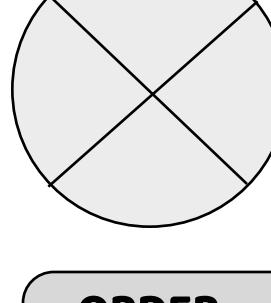
\$8.00



ORDER

Biryani

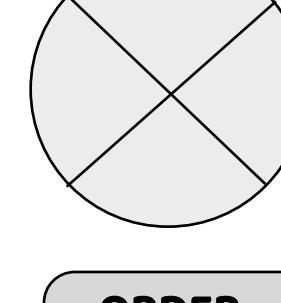
\$8.00



ORDER

Samosa

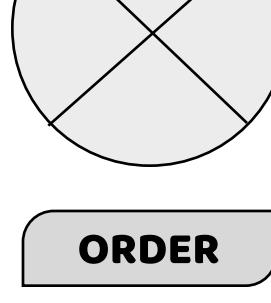
\$8.00



ORDER

Bibimbop

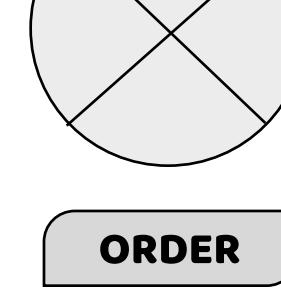
\$8.00



ORDER

Bulgogi

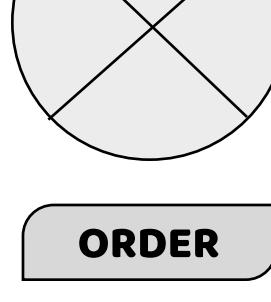
\$8.00



ORDER

Kung Pao

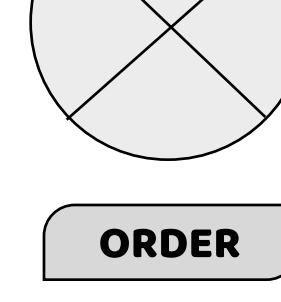
\$8.00



ORDER

Sushido

\$8.00



ORDER

Tikka Masala

\$8.00

ORDER

Om Rice

\$8.00

ORDER



It's a Wrap!



Back



Pad Thai

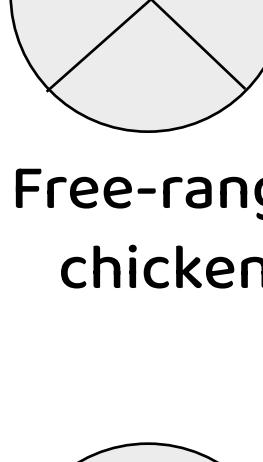
\$8.00

Stir-fried rice noodles with eggs, vegetables and tofu in a sauce of tamarind, garlic, red chilli pepper, and sugar, served in a wrap of your choice!

Nutritional Information

Wrap Options

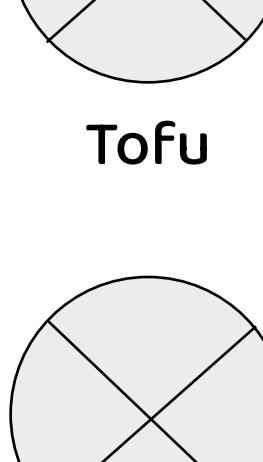
Click to select. Select one.



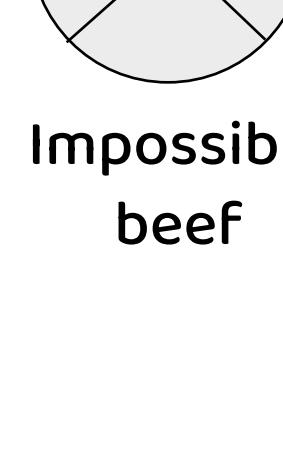
White
bread



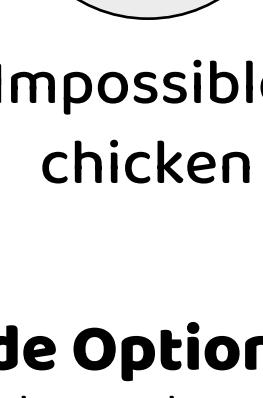
Wheat
bread



Gluten-free
white



Gluten-free
wheat



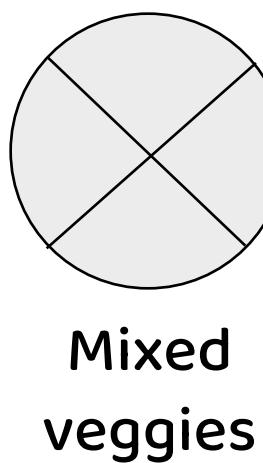
Spinach
bread



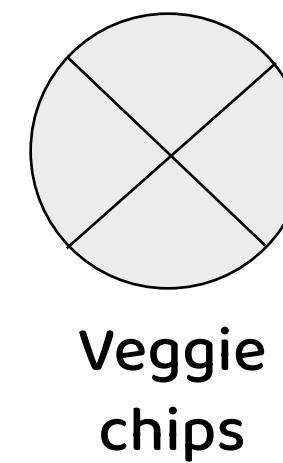
Tomato
bread

Protein Options

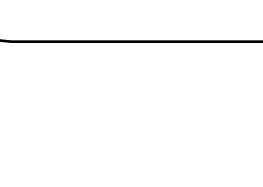
Click to select. Select one.



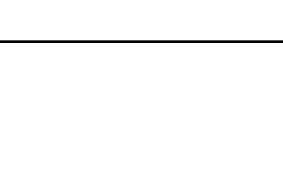
Free-range
chicken



Wild-caught
Alaskan salmon



Tofu



Impossible
beef

Impossible
chicken

Side Option

Click to select (optional)

Mixed
veggies

Veggie
chips

ADD TO BAG



It's a Wrap!



← Back

My Bag

Address

54321 Hungry Street,
Irvine, CA, 92602



Time

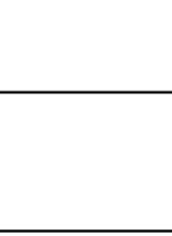
ASAP

Type

Delivery

Add more items

Order Details



Pad Thai

\$8.00

Tomato bread, Tofu,
Mixed veggies



Edit

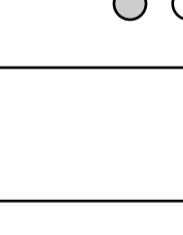


2



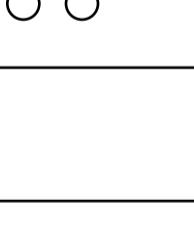
Sub-total: \$16.00

Add a drink?



Bottled Water

\$1.25



Bubble tea

\$3.99

Add to bag

Add to bag



Tip & Total

None

15%

18%

20%

Other

Subtotal: \$16.00

Delivery Fee: \$3.99

Tip: \$3.20

Tax: \$1.16

Grand total: \$24.35

Checkout



It's a Wrap!



Back

Wrap it up

Billing Information

Name on card

Peter Brummel

Card Number

xxxx - xxxx - xxxx - xxxx

MM/YY

06/24

CVV

xxx

Billing Address

Same as delivery?

54321 Hungry Street, Irvine, CA, 92602

Delivery Instructions

Select an option

Meet at door

Leave at door

Other

Please decribe below

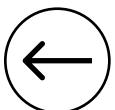
Optional additional instructions

ex. Leave inside lobby by the mailboxes

PLACE ORDER



It's a Wrap!



Back

It's a wrap!

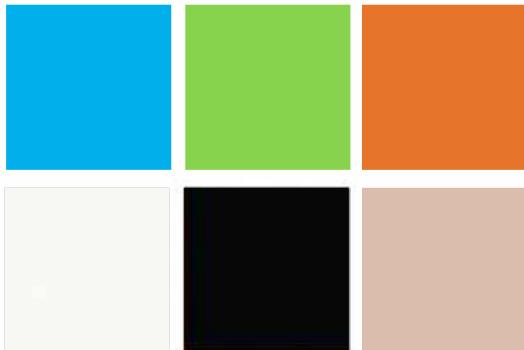
Delivery arrives in :

30 minutes

We really appreciate your order,

Peter

You'll be receiving an email with your receipt. Feel free to contact us with any questions or if you need to make an immediate change to your order.

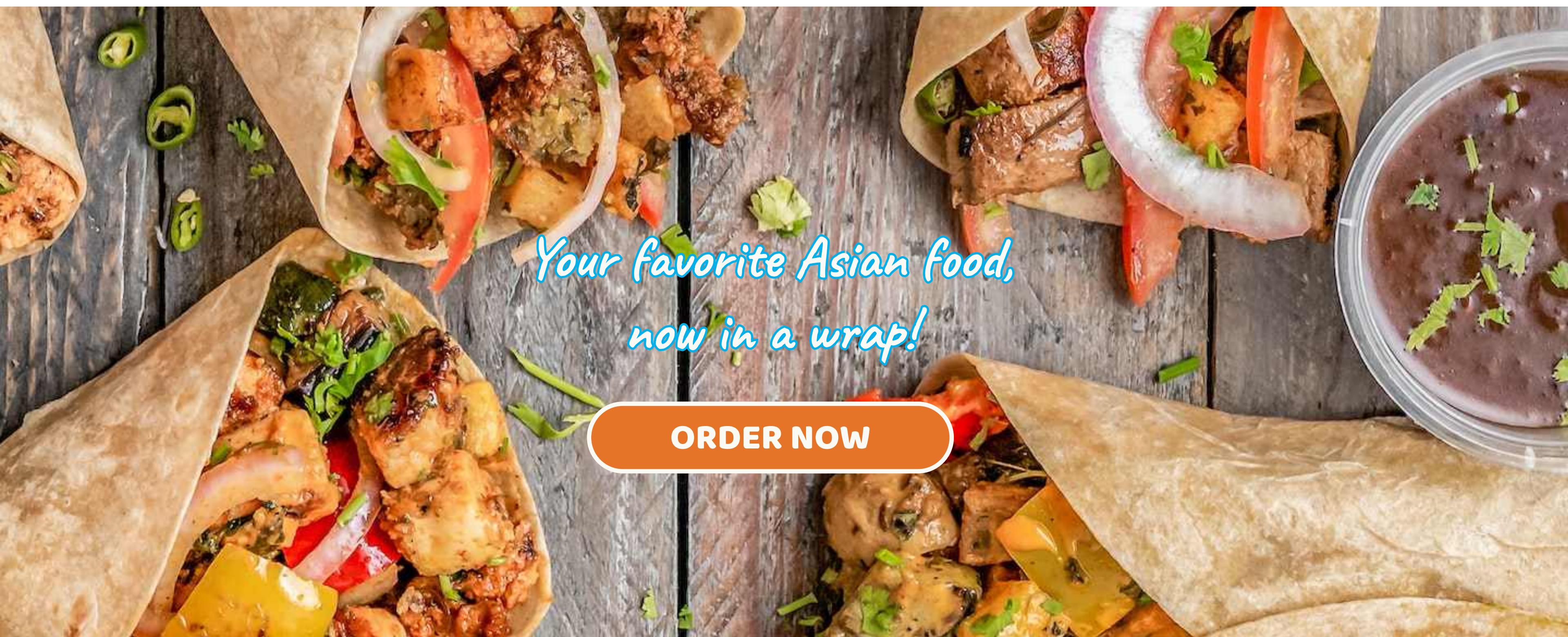
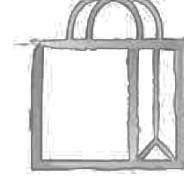
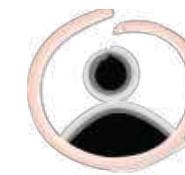


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合氣道





Your favorite Asian food,
now in a wrap!

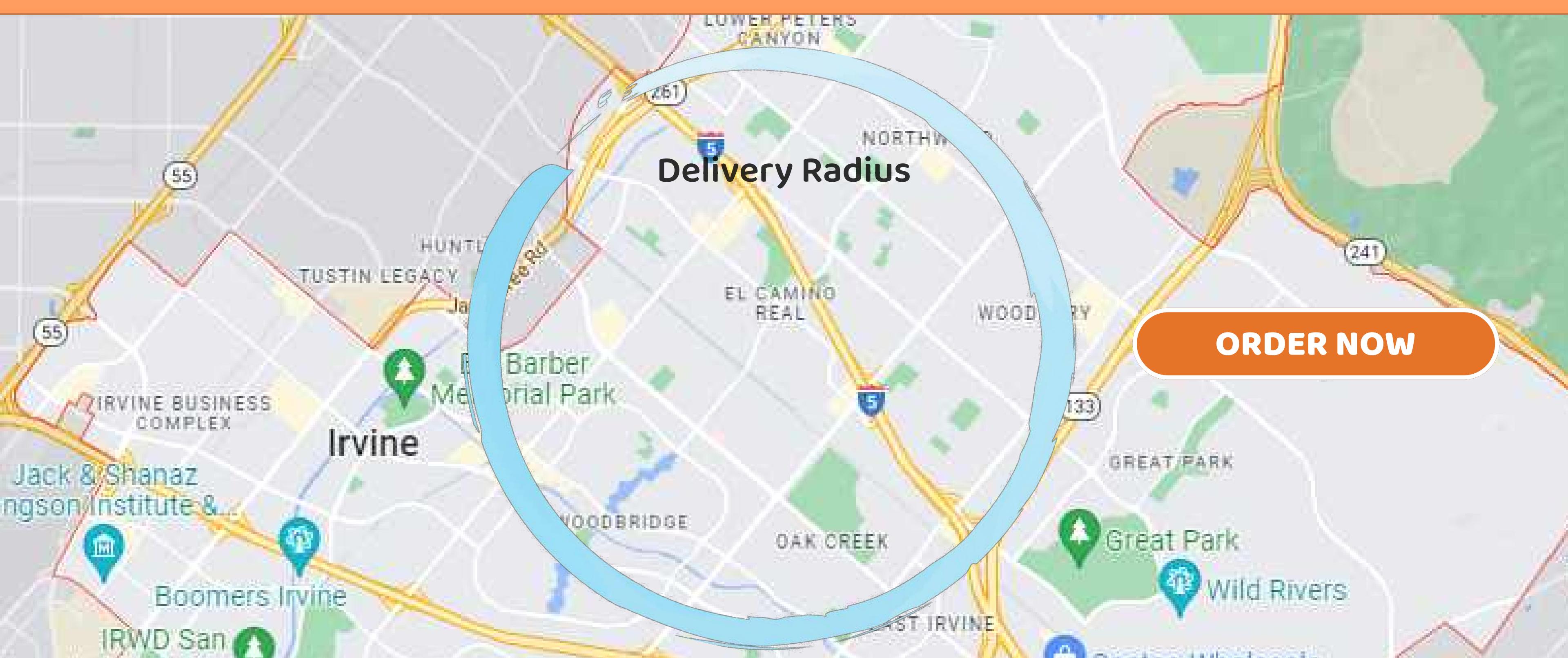
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we got you covered!

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Mon-Sat: 11AM-9PM
Sunday: Closed

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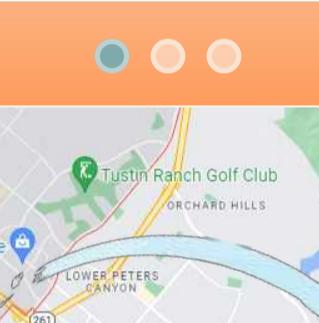
It's a Wrap!



Your favorite Asian food,
now in a wrap!

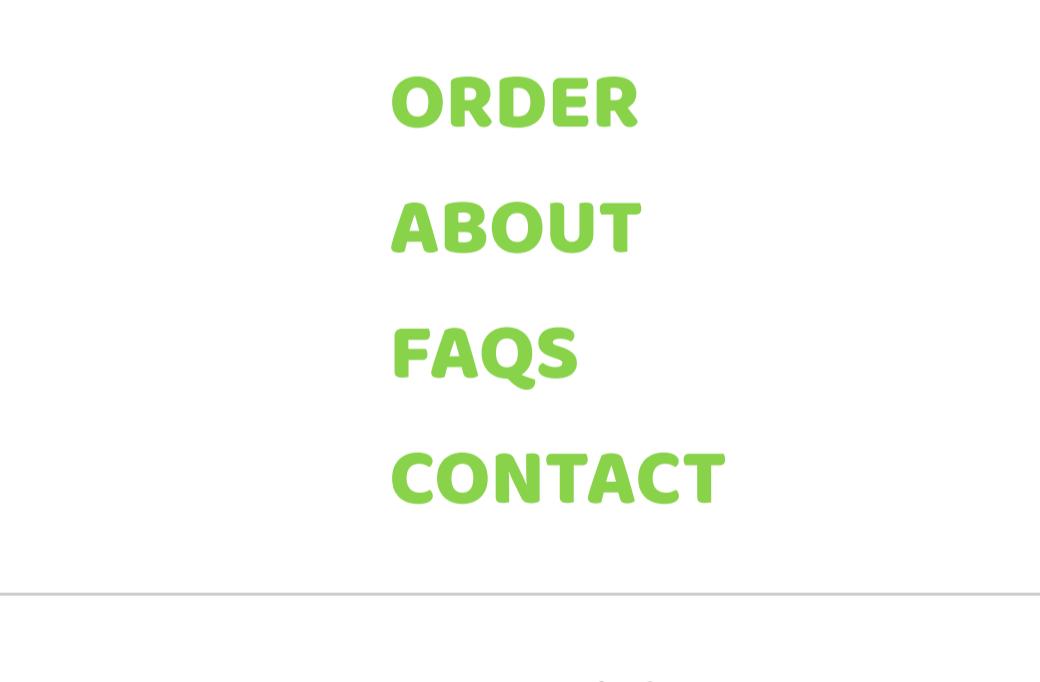
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