

FRESH BOWL

Prajwal

Restaurant Concept

Restaurant Name & URL

Fresh Bowl
Freshbowl.in

Food & drink

Custom food bowls

- South-Indian – idly, vada, dosa, upma.
- North-Indian – Indian bread, curry, desserts.
- Oriental – szechuan, anhui, fujain.
- Continental – pie, steak, burger, pasta.

Drinks

- Fresh fruit/vegetable juice
- Tea, coffee
- Lassi
- Soups
- Smoothies, milkshakes

Location

India, Bangalore, Bangalore urban
Delivery radius: Bangalore urban

Main target audience

Busy working folks who would want to eat fresh food.

Cost

\$ - Moderate.

Elevator pitch

We provide fresh, high quality, Moderately priced food to Bangalore. We provide the food you crave. Busy or tired to cook, just order to eat healthy and tasty food.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- Working people.
- People open to new food
- Busy to cook food.

Demographics

- **Gender** – both but more inclined towards women
- **Education** – college education or higher
- **Occupations** – working in various fields
- **Age** – 20 and above
- **Location** -Urban

Psychographics (personality, values, attitudes, interests, lifestyles)

- **Personality & Attitudes:**

- Professional
- fit

- **Values:**

- Open – minded
- Eat healthy food

- **Lifestyles:**

- Busy
- Family
- Tired

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Follow order after it has been placed
- Customize their food bowl
- Expect fast, quality service
-

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 freshness
- Communicate affordability
- Communicate reliability

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Food menu
- Delivery radius
- Display prices
- Images of food
- testimonials
- Delivery speed
- Contact
- FAQ
 - Delivery cost
 - Is the food fresh?
 - Time to deliver
 - Minimum order amount
 - Delivery radius

Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Choose from pre – made food bowl
- Create a custom food bowl
- Place order
 - Make payment
 - Delivery address
- Track your order
- Create account
 - View past/current order
 - Reviews on previous orders

Sitemap

