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

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                              ┌──────────────┐
                              │    HOME      │
                              └──────────────┘
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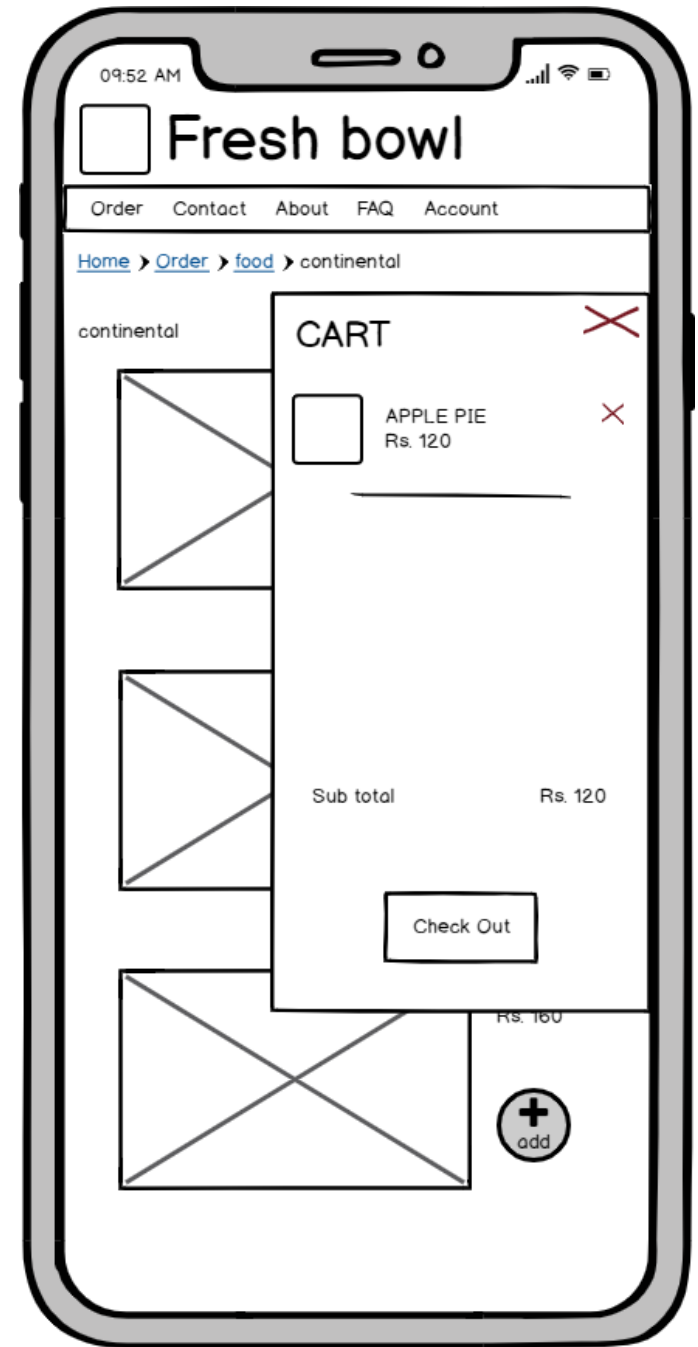
ORDER	ABOUT	CONTACT	FAQ	ACCOUNT

ORDER
- Menu
- Food
- Drinks
- add to cart
- pay
- place order
- track order

ABOUT
- about us

CONTACT
- adress
- phone number

FAQ
- Delivery cost
- Is the food fresh?
- Time to deliver
- Minimum order amount
- Delivery radius

ACCOUNT

Is the user logged in

no → Login
yes

- order history
- settings
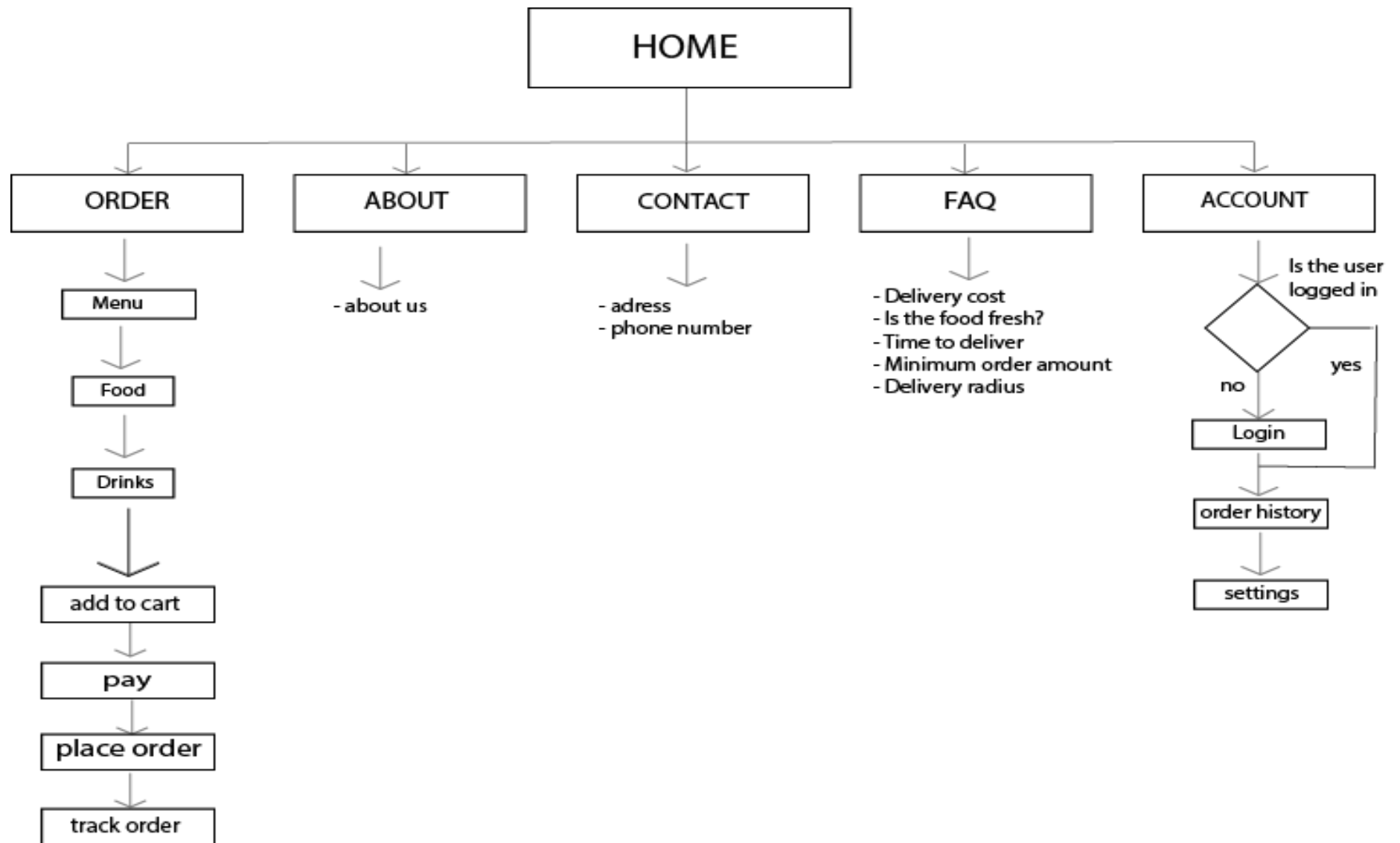
Fresh bowl

WIREFRAMES

Mobile layout

Fresh bowl

09:52 AM

Fresh bowl

Order   Contact   About   FAQ   Account

Eat fresh

delivery in 30 minutes

Served only in bangalore

ORDER
NOW

Free delivery

HOME PAGE
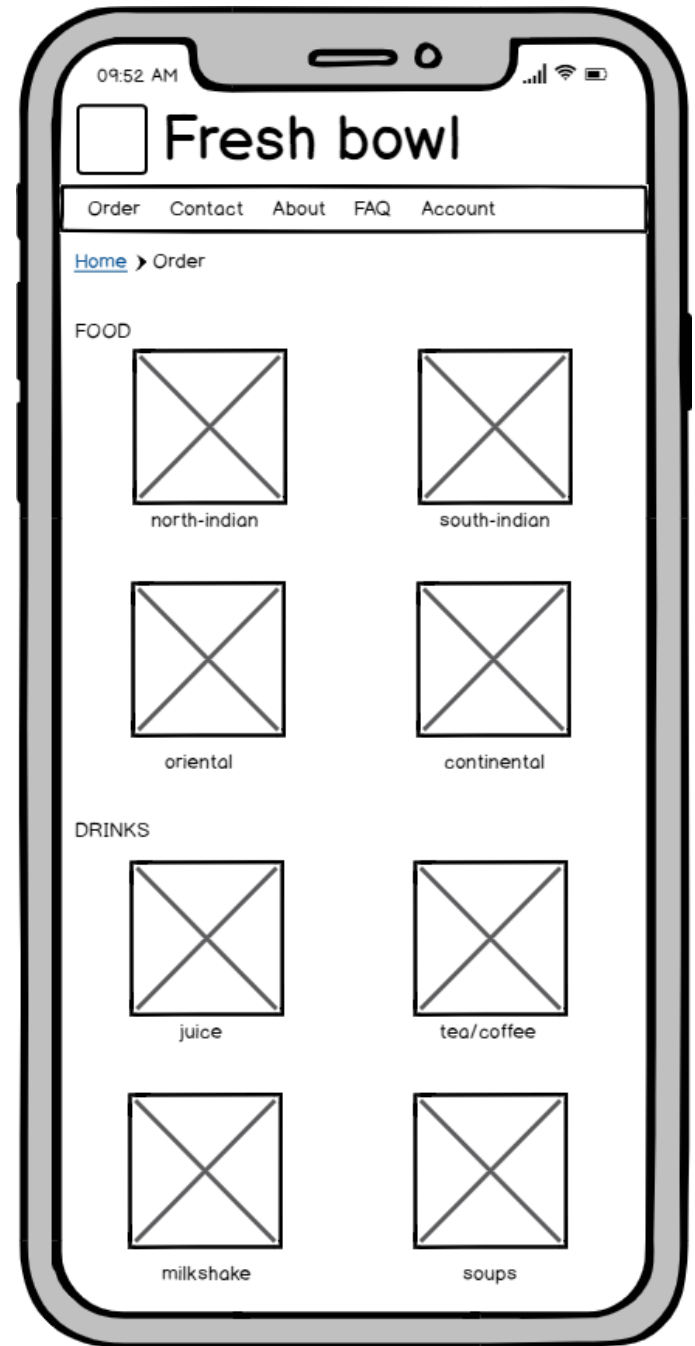
Ordering process – select under drinks/food

Fresh bowl

09:52 AM

Fresh bowl

Order   Contact   About   FAQ   Account

Home ❯ Order ❯ food ❯ continental

continental

apple pie
Rs. 120

⊕ add

steak
Rs. 160

⊕ add

steak
Rs. 160

⊕ add
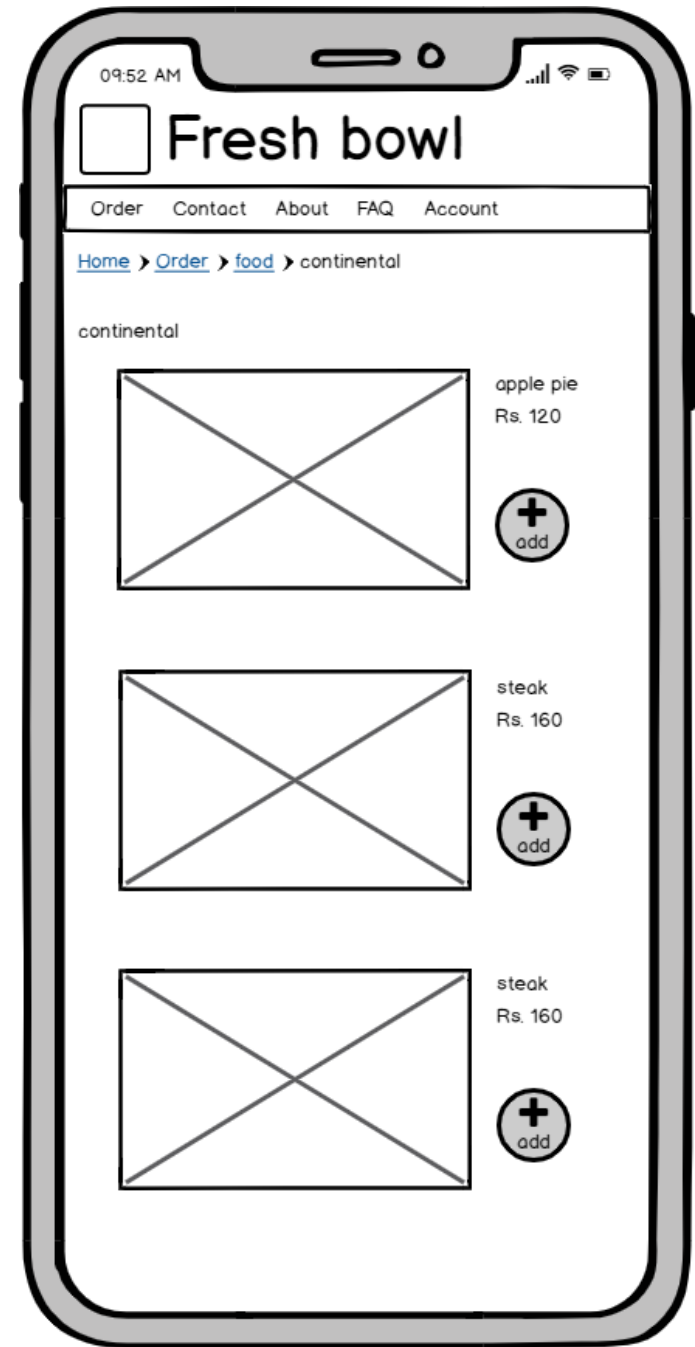
Ordering process – select the food

Fresh bowl

09:52 AM

Fresh bowl

Order   Contact   About   FAQ   Account

Home ❯ Order ❯ food ❯ continental

continental

CART

APPLE PIE
Rs. 120

Sub total   Rs. 120

Check Out

Rs. 160

add

Ordering process – view shopping cart

Ordering process – select the drink

09:52 AM

Fresh bowl

Order   Contact   About   FAQ   Account

Home > Order > food > continental

continental

CART   ✕

APPLE PIE   ✕
Rs. 120

CORN SOUP   ✕
Rs. 85

Sub total   Rs.205

Check Out

Rs. 160

⊕
add
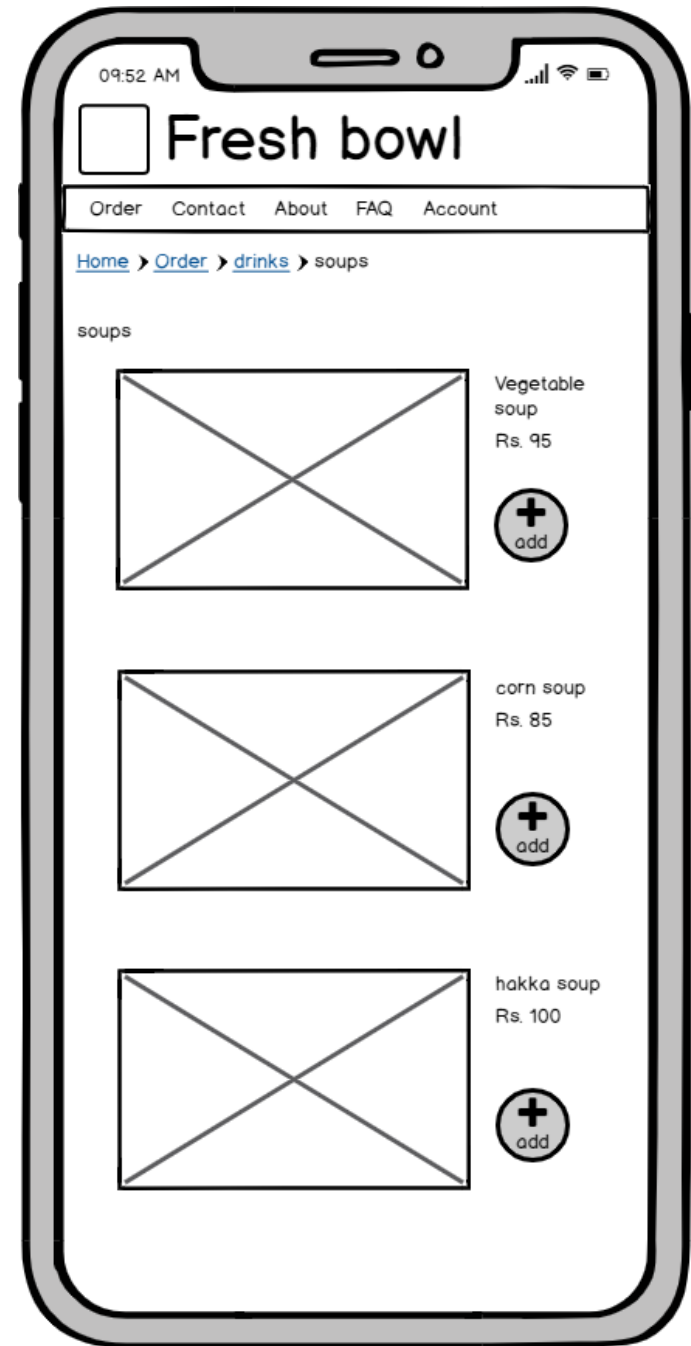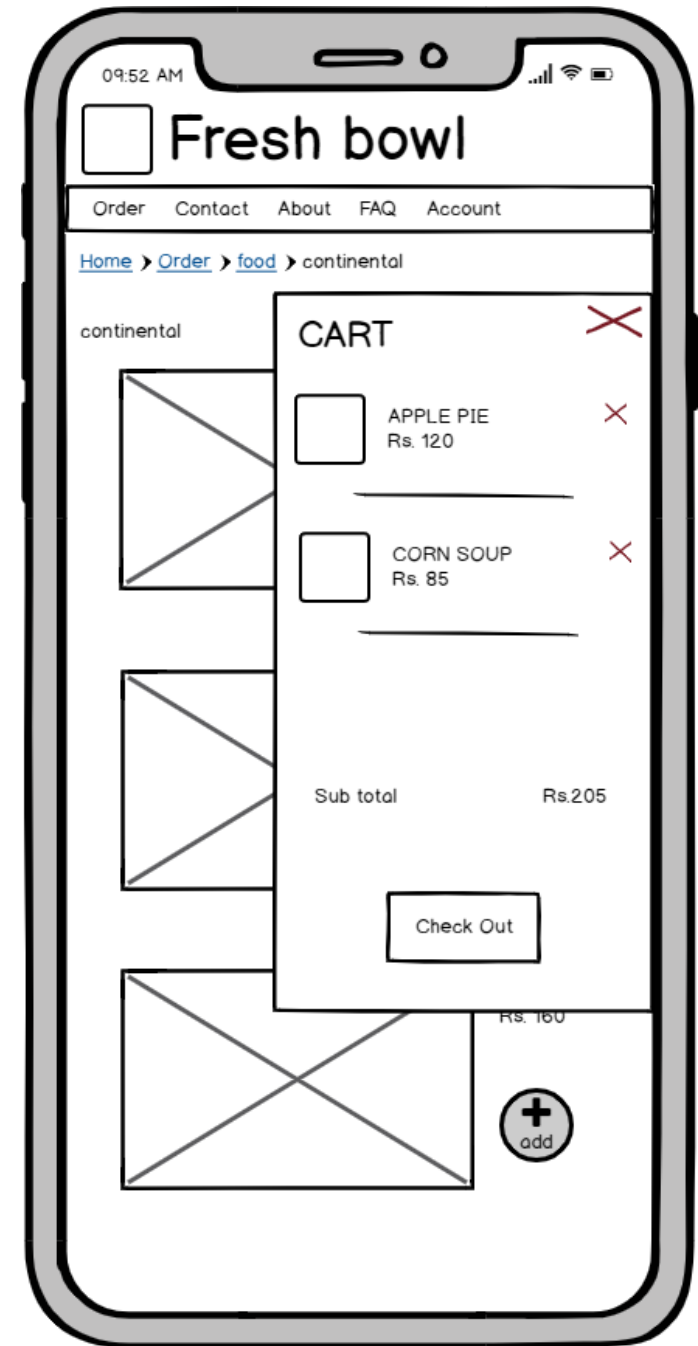
Ordering process – view shopping cart and check out

09:52 AM

Fresh bowl

Order   Contact   About   FAQ   Account

Home > Account

Account info

Phone number

First name   last name

Address

Card info

Card number

Exp date   cvv

Cart

APPLE PIE   RS. 120   ✕

CORN SOUP   Rs. 85   ✕

Sub total   Rs.205

Place order

Ordering process – pay and place order

09:52 AM

Fresh bowl

Order   Contact   About   FAQ   Account

THANK YOU!

Track your delivery

Delivery in

20 minutes

Ordering process – track your order

Fresh bowl

09:52 AM

Fresh bowl

Order   Contact   About   FAQ   Account

Home ❯ Account

Account info

Phone number

First name   last name

Address

Card info

Card number

Exp date   cvv

Previous orders

Order # 150024kl

corn soup   x 1
apple pie   x 1

sub total   rs.205

Additional page – account page wireframe

Fresh bowl

Desktop home page wireframe

A Web Page

https://

Fresh bowl

Order   Contact   About   FAQ   Account

search

FOOD

north-indian

south-indian

oriental

continental

DRINKS

soups

milkshakes

tea

juices
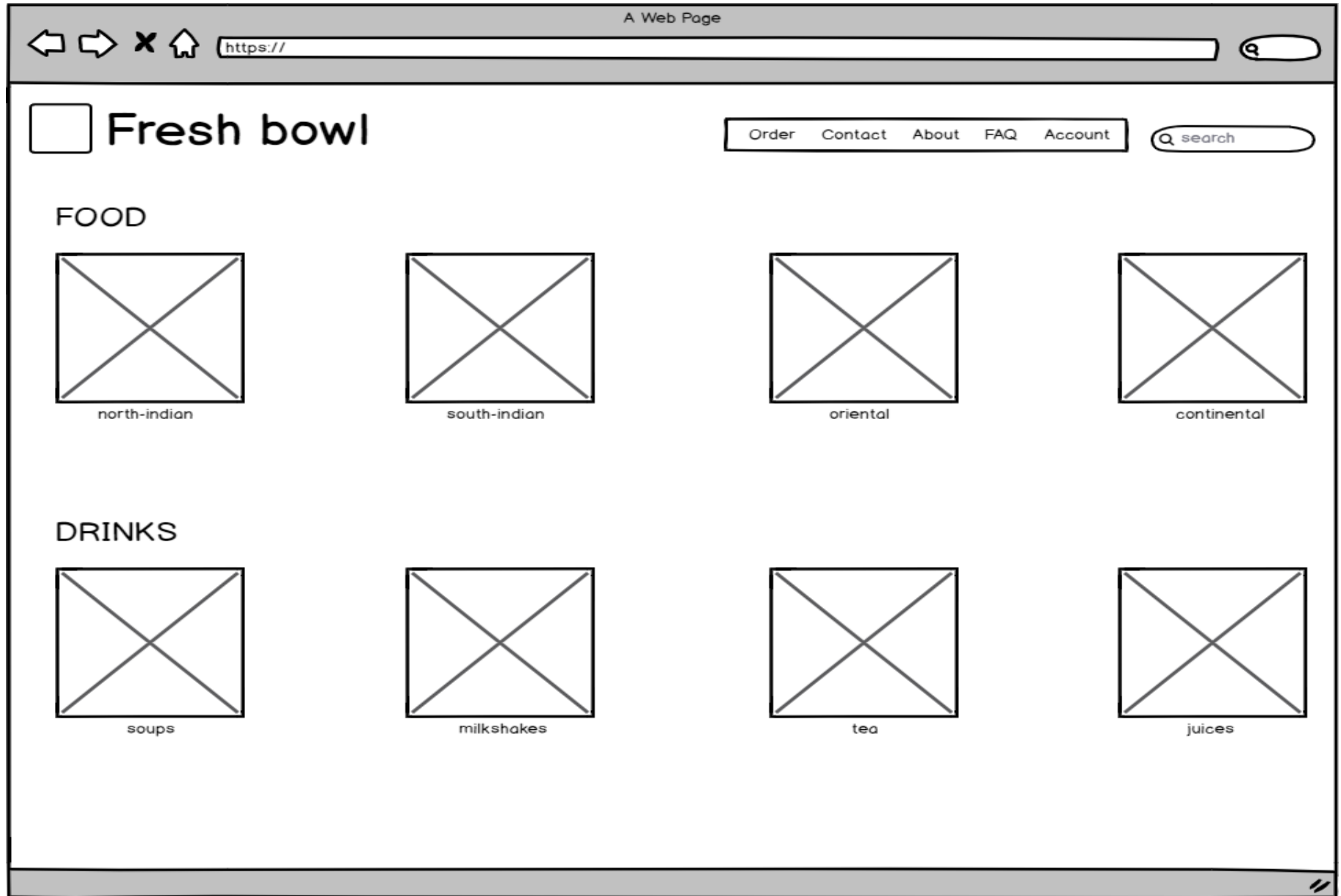
VISUAL MOCKUPS

Mood board

Logo development

Homepage

Fresh bowl

MOOD BOARD

FRESH BOWL
FRESH BOWL
FRESH BOWL
FRESH BOWL

Color palatte

Fresh bowl

LOGO
DEVELOPMENT

Fresh bowl

DESKTOP HOME PAGE

FRESH BOWL

Order   Contact   About   FAQ Account

EAT FRESH
EAT FIT

Served only in Bangalore

Free Delivery
in
30 minutes

ORDER
NOW

DESKTOP PAGE

VISUAL MOCKUPS

FULL SET OF MOBILE WEBSITE

MOBILE HOME PAGE
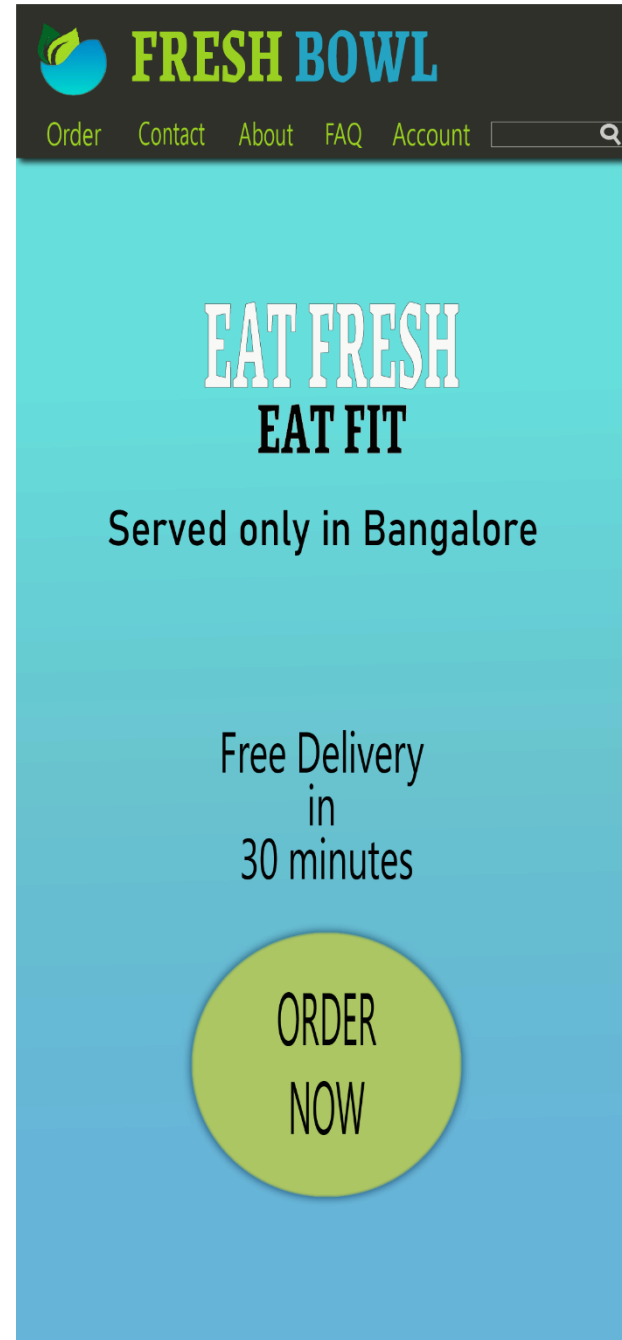
Fresh bowl

MOBILE ORDERING PROCESS

–select under food or drink

MOBILE ORDERING PROCESS

– select food
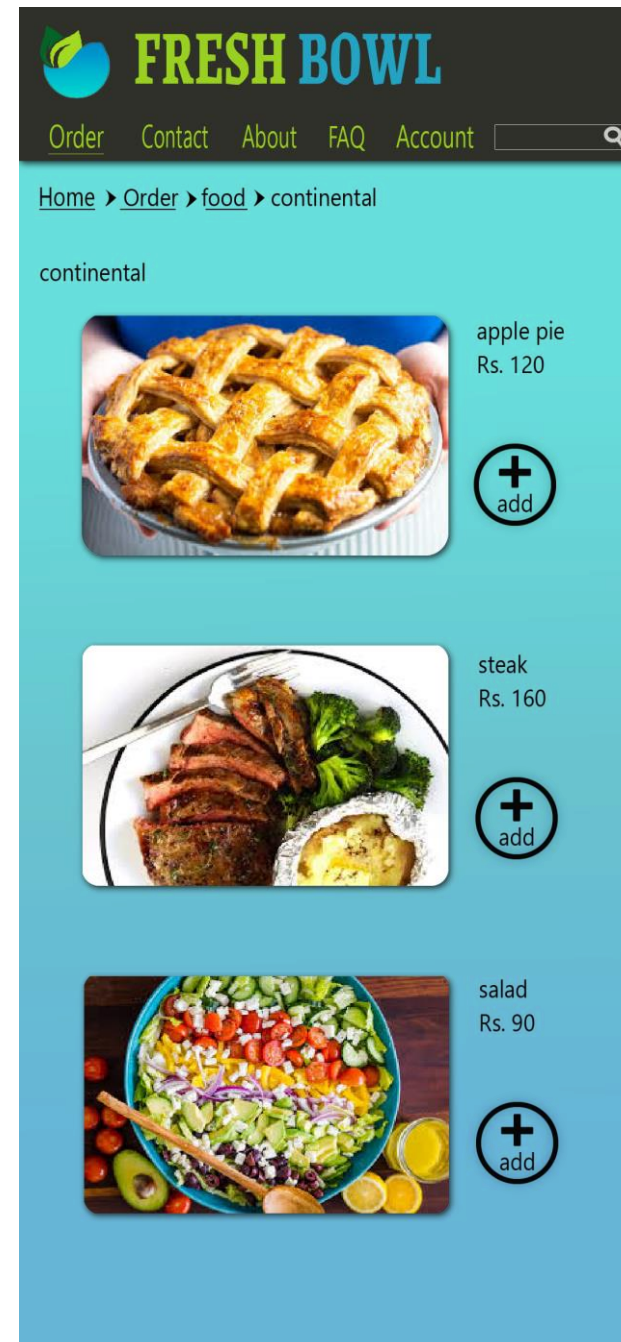
Fresh bowl

MOBILE ORDERING PROCESS

– cart showing selected food
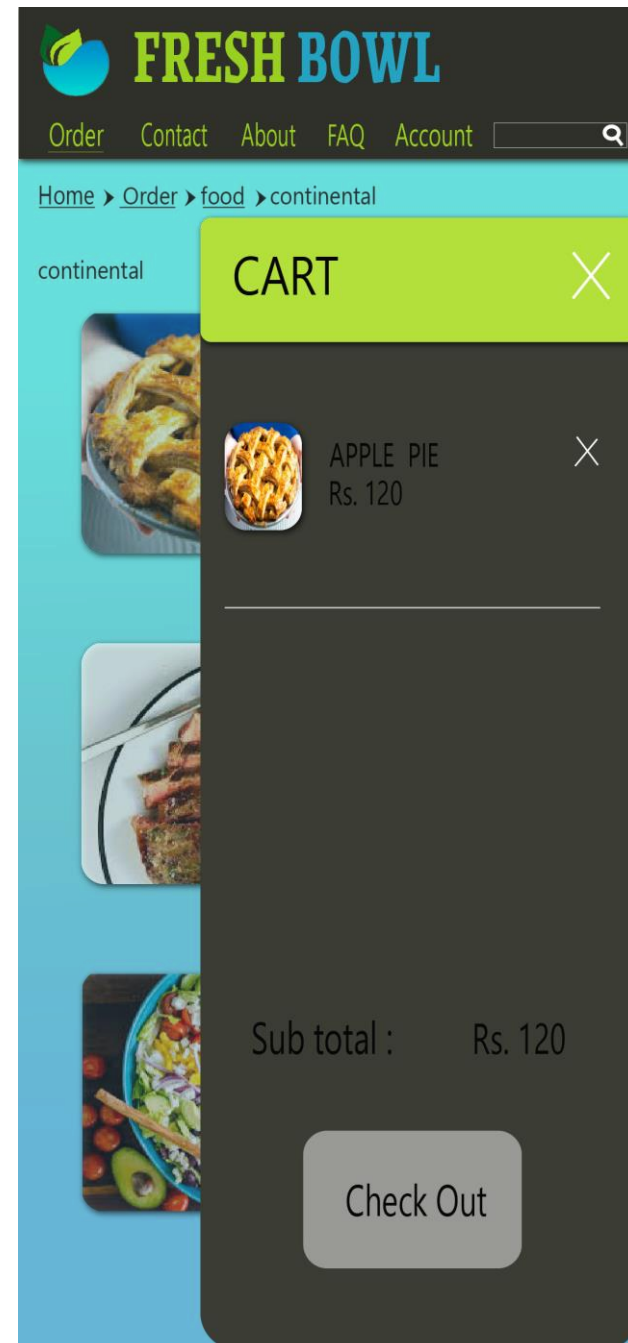
Fresh bowl

MOBILE ORDERING PROCESS

– select drink

Fresh bowl

MOBILE ORDERING PROCESS

– cart displaying selected food and drink

   And check out
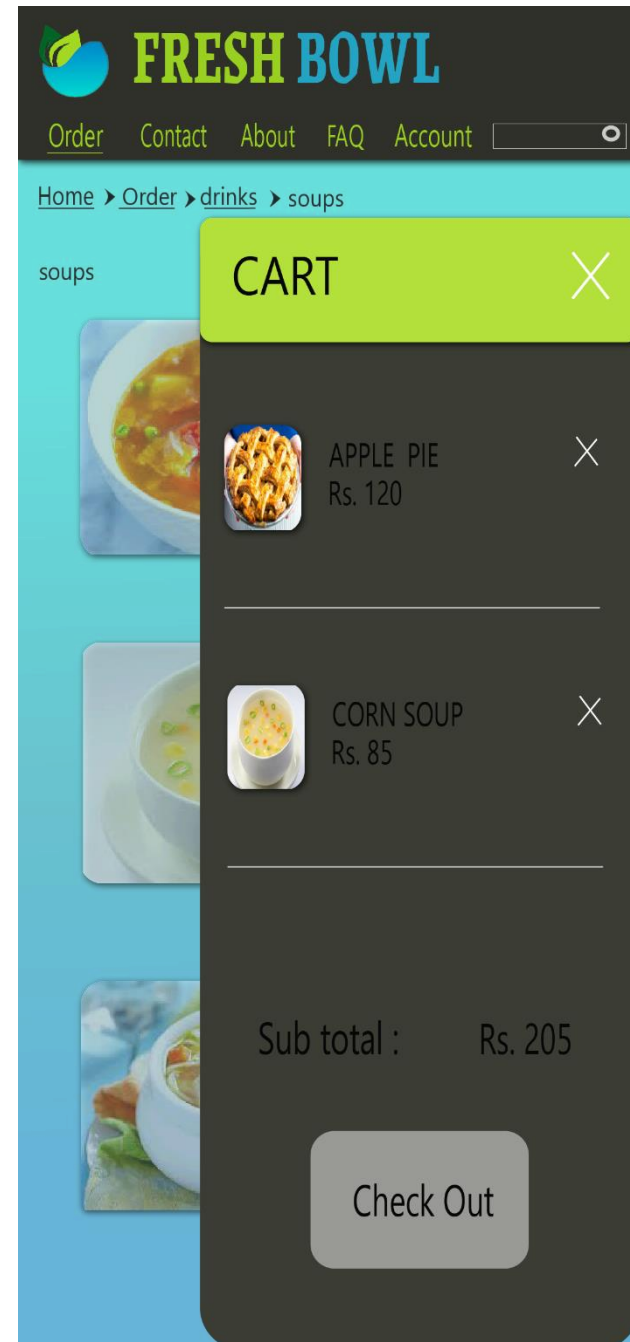
Fresh bowl

MOBILE ORDERING PROCESS

– enter details for payment and place order

Fresh bowl

MOBILE ORDERING PROCESS

– track your order

Fresh bowl

MOBILE ACCOUNT PAGE

– Additional page

FRESH BOWL

Order   Contact   About   FAQ   Account

Home ▸ Order ▸ Check out

Account Info

Phone number

First name   Last name

Address

Card Info

Card number

Exp. date   cvv

Previous order

Order # 150024kl

Apple pie   x 1   Rs. 120
Corn Soup   x 1   Rs. 85

Sub total: Rs. 205

Fresh bowl