AAHAR

PRIYESH KUMAR   12205771

RESTAURANT

AAHAR

Aaahar.com

FOOD & DRINK

Custom food Bowls

- South-Indian – idly,vada,dosa,upma.
- North- Indian – Indian bread,curry,desserts.
- Oriental- Szechuan, anhui, fujain.
- Continental- Pie,streak,burger,pasta

Drinks

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

Location

India,Punjab,Delhi

Delivery Radius: Punjab near LPU

Main target audience

Students at universities are placing more emphasis on the quality and hygiene of their food than just how cheap it is. Students are looking for meal options that are not only hygienic but also nutrient-dense, as their knowledge of health and wellbeing is expanding. Customers are more likely to believe in companies, eateries, and cafés that place a strong emphasis on high-quality ingredients, openness in sourcing, and food safety. Students who want to preserve their health while juggling the rigours of college life must take into account clean eating and recognising the origins of their food.

I am developing a website where students may order food that satisfies the highest requirements of safety and hygiene at a reasonable price in response to this growing demand. My platform will provide a selection of wholesome food options and being aware that their meal is expertly and carefully prepared.

Cost

When it comes to picking food, cost is a big consideration for university students, especially those who are attempting to strike a balance between a nutritious diet and a tight budget. A lot of students are cost conscious and search for sales, rebates, and inexpensive food options that don't sacrifice nutritional value. Due to the high cost of food, students frequently choose less nutritious, less expensive options at the expense of quality. Healthy eating can, however, become more accessible due to the growing number of reasonably priced, nutrient-dense options, such as meal kits, bulk purchasing, and neighbourhood farmers' markets. Brands may draw in this budget-conscious demographic by providing competitive pricing or student-only discounts, enabling them to keep a balanced diet without going overboard.

Elevator pitch

We provide fresh, high quality, Moderately priced food Near Lpu . We provide the food you crave. Busy or tried 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)

- College Students, Working people.
- People open to new food.
- Busy to cook food.

Demographics

- o Gender – but more inclined towards women.
- o Education – college education or higher.
- o Occupations – Studying in various fields.
- o Age – 20 and above.
- o Location -Urban.

STRATEGY

User Needs

The website needs to enable the user to:

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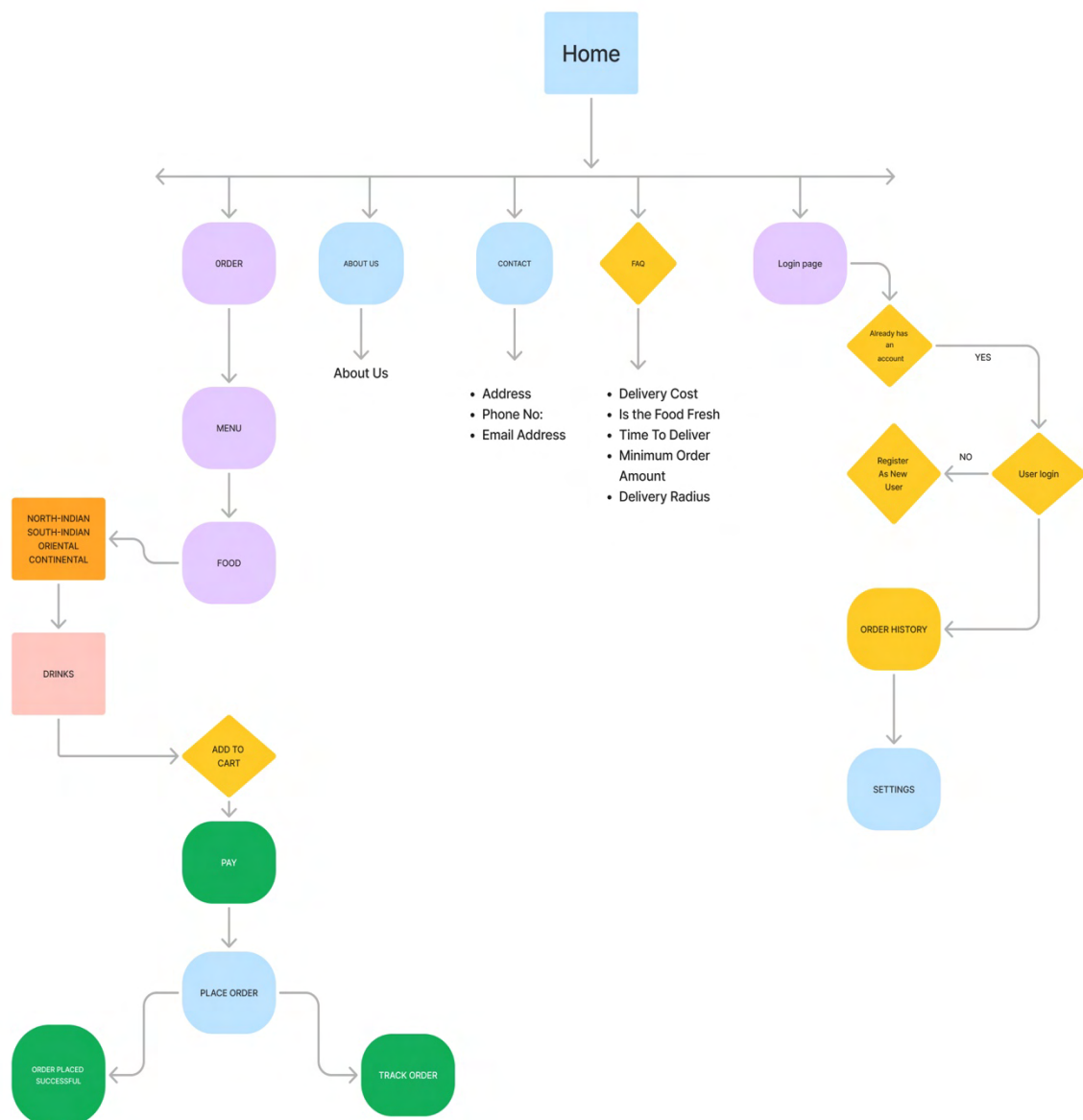- o Expect fast, quality service.

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.
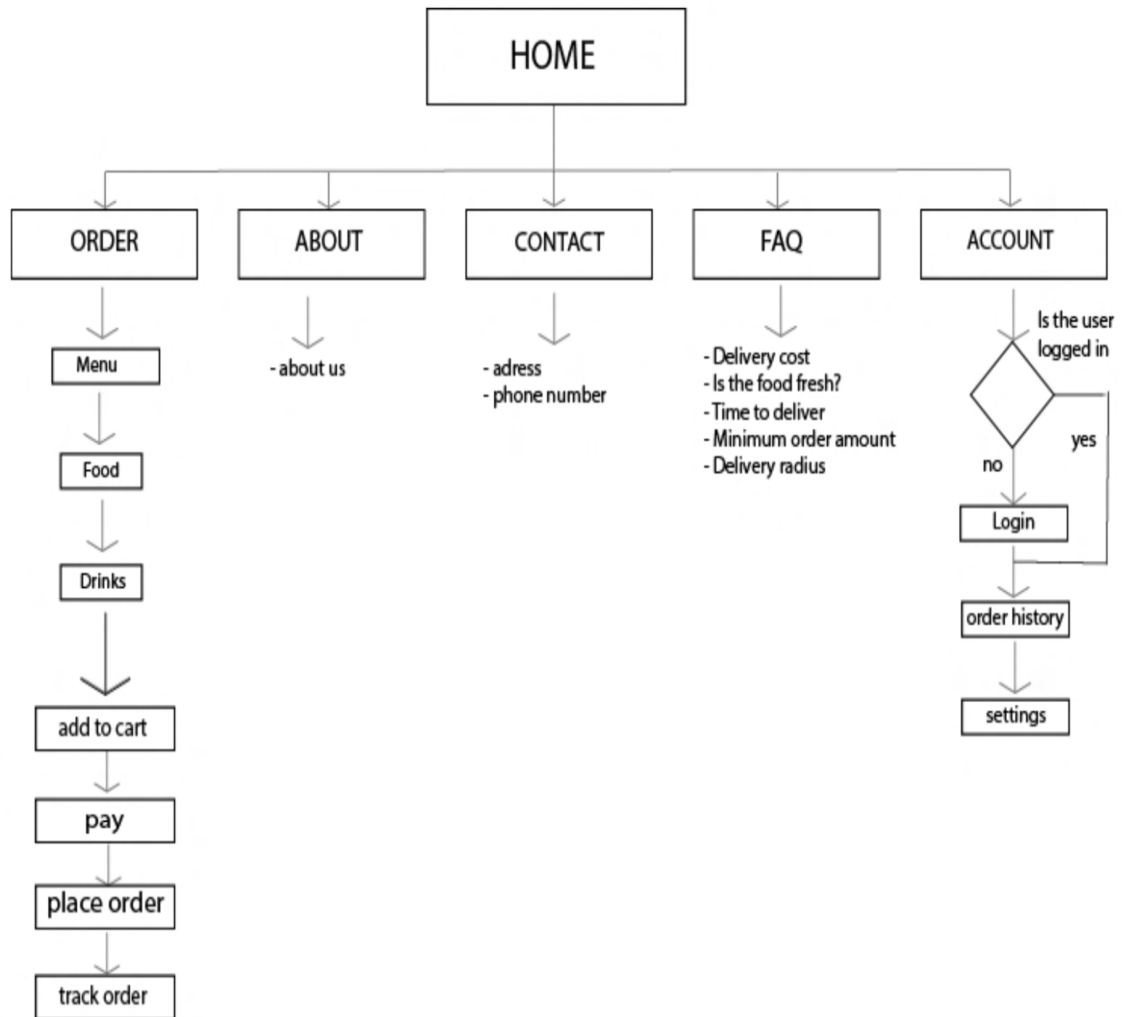- Communicate reliability.
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USER FLOW DIAGRAM LINK

[HTTPS://WWW.FIGMA.COM/BOARD/C6W7YRMMEGY4C 00JG8VN35/UNTITLED?NODE-ID=0- 1&T=00GGKNDHWX3LIITL-1](HTTPS://WWW.FIGMA.COM/BOARD/C6W7YRMMEGY4C00JG8VN35/UNTITLED?NODE-ID=0-1&T=00GGKNDHWX3LIITL-1)

USER FLOW DIAGRAM

Home

ORDER

ABOUT US

About Us

CONTACT

- Address
- Phone No:
- Email Address

FAQ

- Delivery Cost
- Is the Food Fresh
- Time To Deliver
- Minimum Order Amount
- Delivery Radius

Login page

Already has an account

YES

Register As New User

NO

User login

ORDER HISTORY

SETTINGS

MENU

FOOD

NORTH-INDIAN SOUTH-INDIAN ORIENTAL CONTINENTAL

DRINKS

ADD TO CART

PAY

PLACE ORDER

ORDER PLACED SUCCESSFUL

TRACK ORDER

USER ARCHITECTURE DESIGN

HOME

- **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

VISUAL

MOCKUPS

HomePage
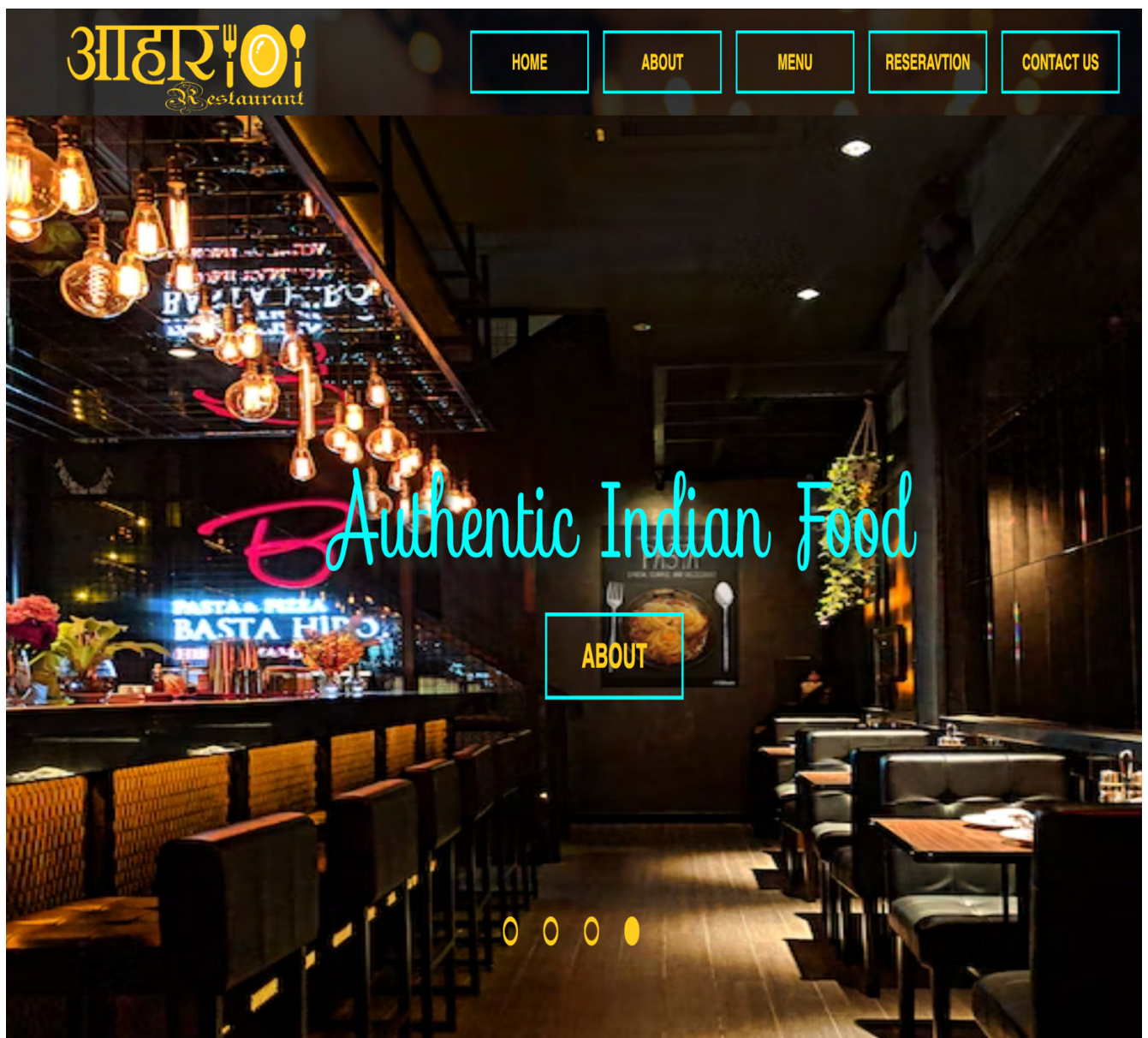
About

HOME ABOUT MENU RESERAVTION CONTACT US

About Us

For the first time in LPU We are opening Aahar Restaurant. Enjoy the conversation with a wide variety of coffee and exotic dishes to choose from, in an environment built with the perfect ambience which can serve you in both your personal and professional needs with Our Restaurant. We provide you with a wide variety of dishes to choose from, each created with the perfection which you can enjoy with your family and friends in a peaceful environment.

Menu

Special Food Menu

FEATURED   TODAY'S SPECIAL   NEW ARRIVALS

Banana Bread With Butter & Milk
₹200.00
★★★★☆
Categories: Featured

Bread With Seeds,Butter And Apple
₹200.00
★★★★☆
Categories: Featured

Salad With Juice
₹150.00
★★★★☆
Categories: Featured

French Fries
₹100.00
★★★★☆
Categories: Featured

Noodles
₹100.00
★★★★☆
Categories: Featured

Tacos With Wine
₹500.00
★★★★☆
Categories: Featured

Reservation

Reservation

Your message:

Name:

Type Name

Date:

dd/mm/yyyy

Email:

Type Email

Time:

--:-- --

Mobile No.

Enter No.

No. of Seats:

Seats

SUBMIT

Contact Us

Contact Information:

Fill up the form and our Team will get back to you within 24 hours

Phone: +91 9557443131

Email: aahar@gmail.com

Website: aahar.com

Send us a message:

First Name

Last Name

Mail

Phone

Write your message

Send Message