



DELIVERY

FAQ

CONTACT

10AM - 2AM
Kirovsky & Soviety districts



Tasty wraps
in half an hour
Customize your own
or choose from specials

Wrappin'
Good

Project Brief

Plan and design website for ordering food online, the centerpiece of this website has to be food customization system

Restaurant Name & URL

Wrappin' Good
wrappingood.ru

Food

Wraps (a food dish made with a soft flatbread rolled around a filling)

Customization:

- Flatbread: wheat tortilla, corn tortilla, lavash, pita
- Meat: sliced beef, smoked chicken, ham, white fish fillet, shrimps
- Veggies: lettuce, tomato, avocado, sweet potatoes, cucumber, spicy carrot, corn, olives
- Adds: bacon, cheese, champignons, parsley, green onion, crushed peanut
- Sauces: chilli, sour cream, bbq, garlic, sweet onion, cheese, mayonnaise

Location

Russia, Tomsk (city is known for a number of universities, so it's full of students)

Main target audience

College students

Cost

\$ - Affordable

Elevator pitch

We provide fresh, tasty and nourishing wraps for those who love a good meal and value their time. Combine the wrap of your choice online — we'll do the rest.

Street Food

Target Audience

Roles

- Students, who are looking for tasty affordable food
- People who's not always have time to cook, but still prefer to eat fresh and nourishing
- Fast-food lovers

Demographics

- 18-25 years old
- College students
- Mostly Single
- Limited income
- Dormitories near universities

User Needs

- Find out if the restaurant delivers to their area
- Order food online
- Customize the order
- Follow the order in process of making and being delivered
- See history of orders to re-order favorite mixes

Psychographics

- Personality & Attitudes:
 - easy-going
 - youthful
 - creative
- Values:
 - open-minded
 - time saving
 - liberal
- Interests & Lifestyles:
 - spending time with friends
 - busy with studying

Client Needs

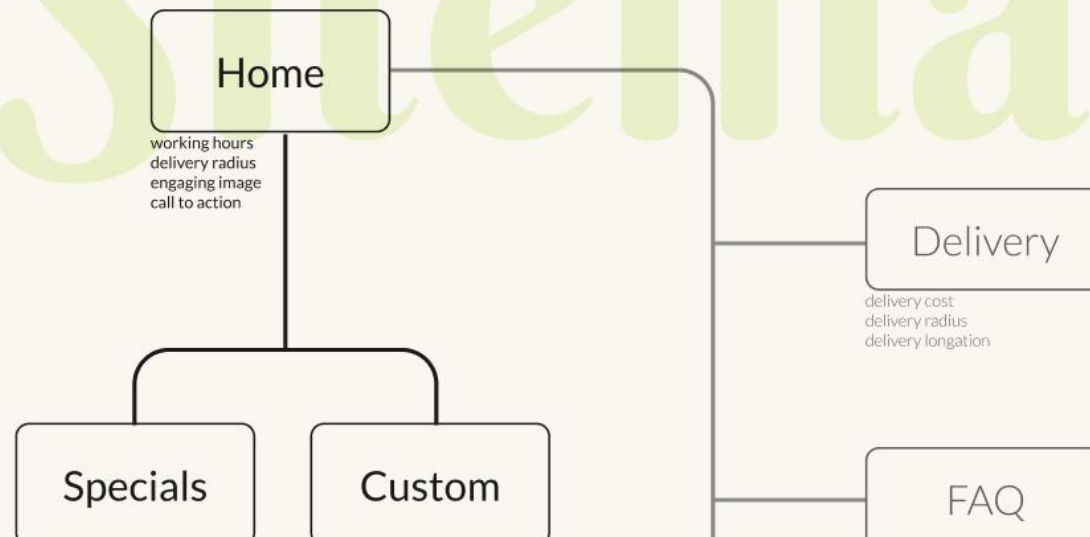
- To sell food online that will be delivered
- Provide a system for order customization
- Provide affordable yet fresh'n'good food
- Communicate friendly service
- Communicate fast service

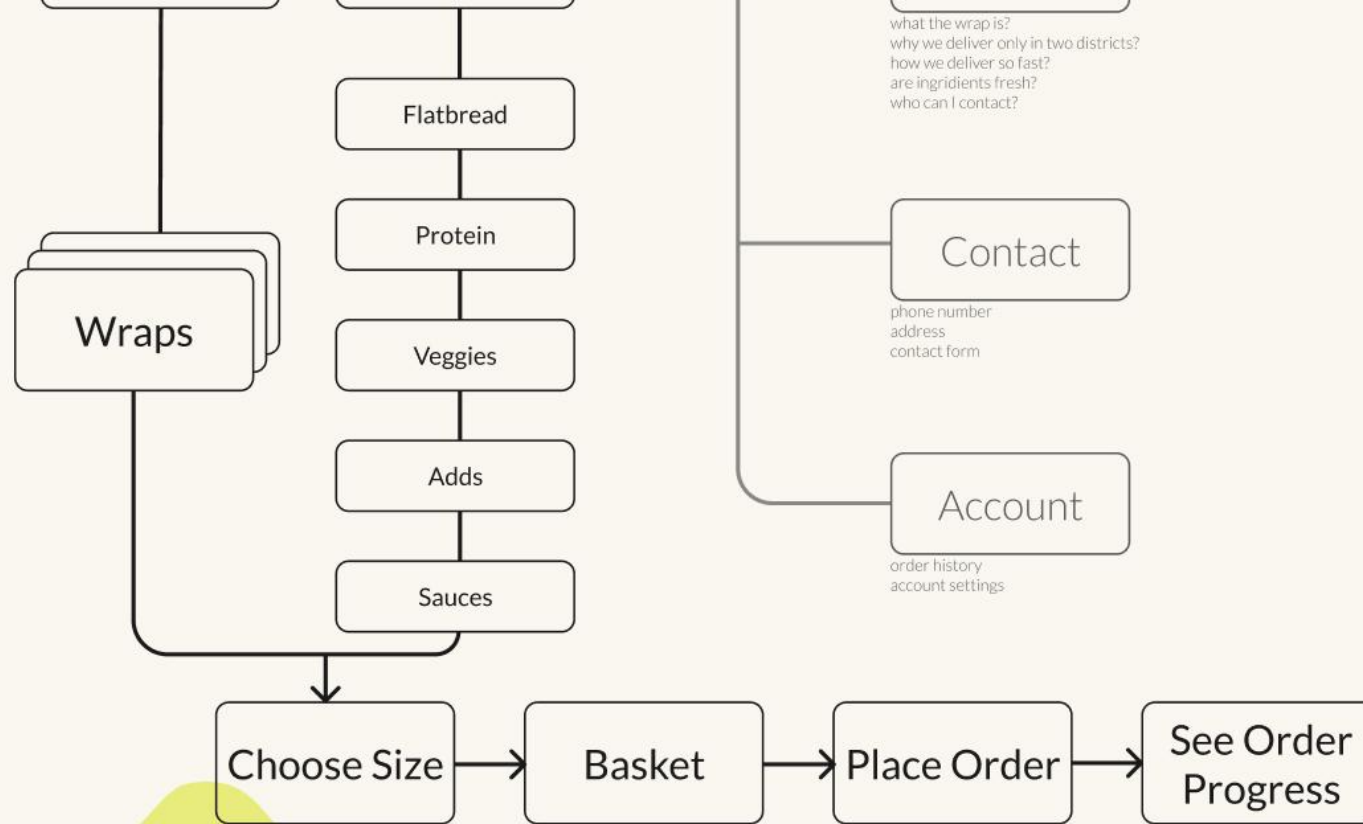
Content Requirements

Functionality Requirements

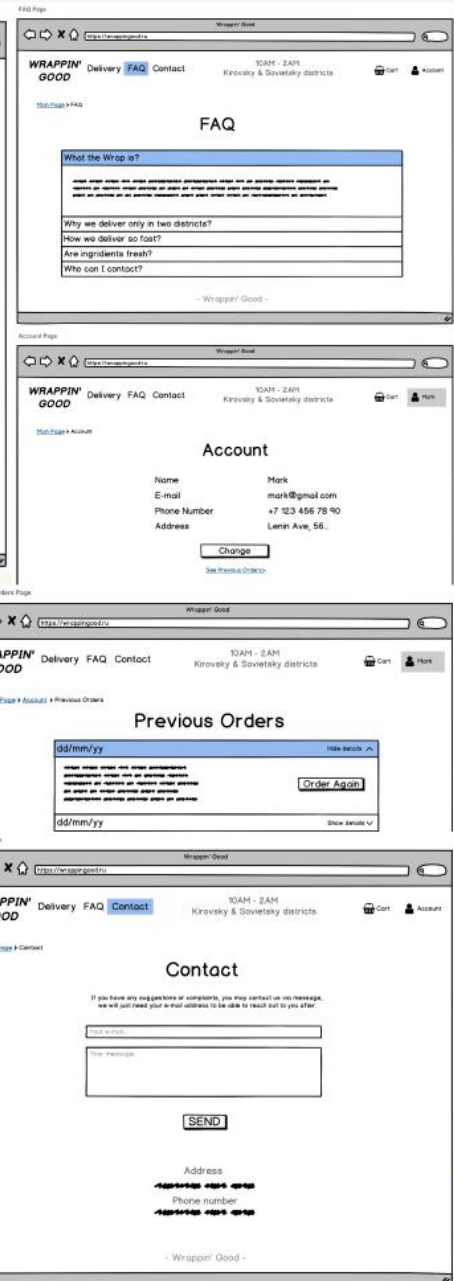
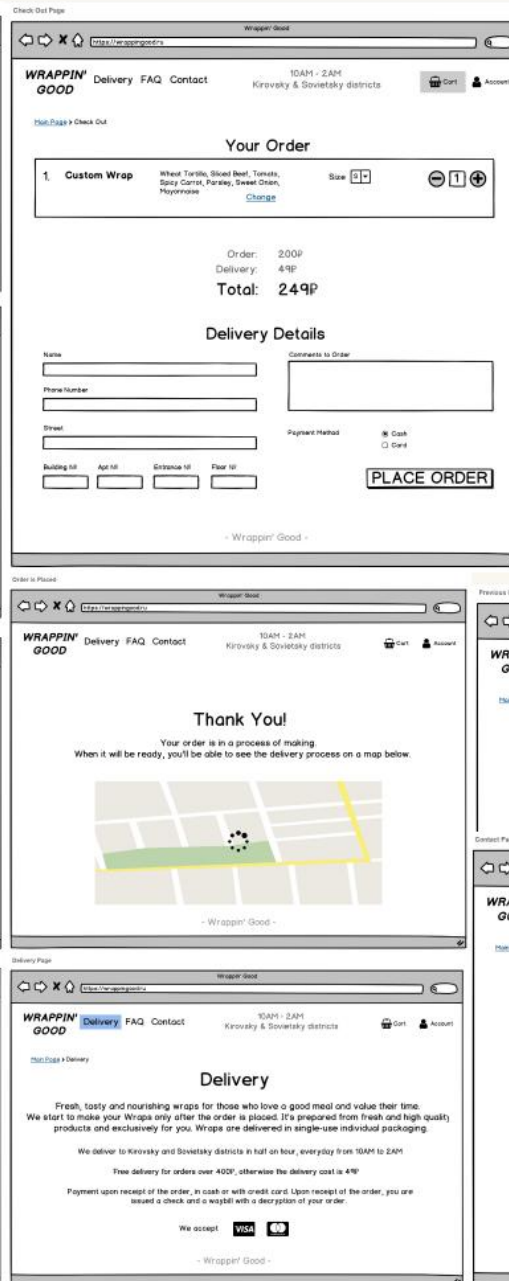
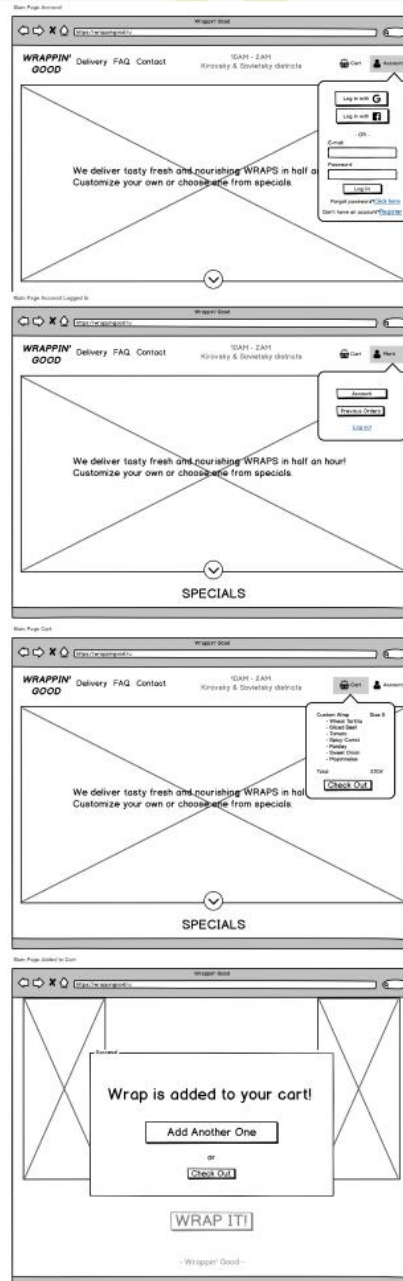
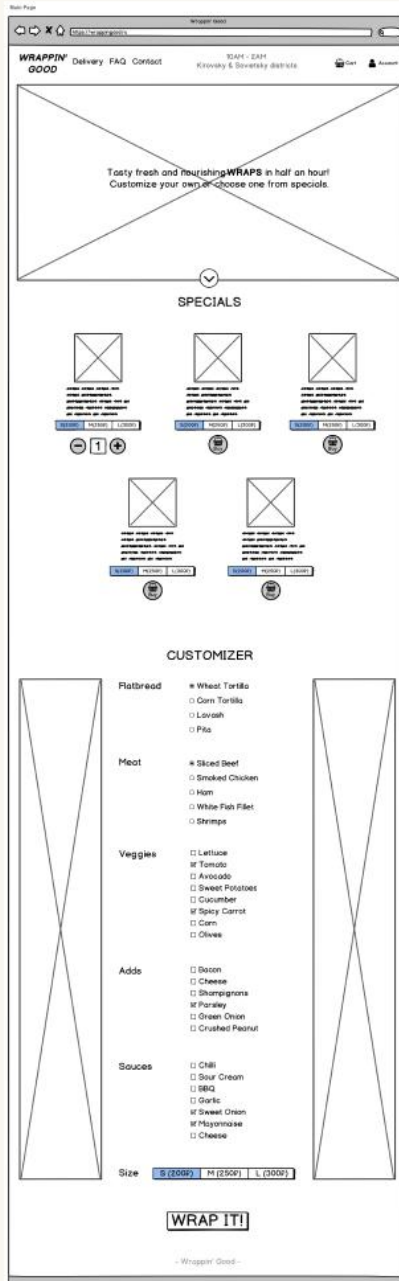
- Create a wrap of own choice
- Choose wrap from pre-made list
- Choose size of the wrap (S, M, L)
- Add items to shopping cart
- Place order (contact info, delivery info, payment method)
- See the order status
- Create an account (not required to make an order, but with an account delivery info such as address and contact will be remembered + history of past orders)
- Log In

- Working hours
- Delivery radius (Sovietsky and Kirovsky districts)
- How much time the delivery takes (30 minutes max)
- Delivery cost (free if the order is more than 400₽)
- Food menu
- Images of ingredients and wraps
- Display prices
- Contact Info
- FAQ
 - What the wrap is?
 - Why you deliver only in two districts?
 - How do you deliver so fast?
 - Are all the ingredients fresh?
 - Who can I contact?





Wire
frames



Style

#FFFADF

#FDB3A

#A7D129

#1B1919

Berkshire Swash Lato

Mockups



Wrappin' Good

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Main Page

Check Out

Check Out

Your Order

1.

Custom Wrap

Wheat Tortilla, Sliced Beef, Tomato, Spicy Carrot, Parsley, Sweet Onion, Mayonnaise

S

- 1 +

Change

Order

200 P

Delivery

49 P

Total

249P

Delivery Details

Name

Phone number

Street

Building

Apt

Entrance

Floor

Comments to Order

Payment Method

Cash

Card

Place Order

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Delivery

Delivery

Fresh, tasty and nourishing wraps for those who love a good meal and value their time.
We start to make your Wraps only after the order is placed. It's prepared from fresh and high quality products and exclusively for you.
Wraps are delivered in single-use individual packaging.





We deliver to Kirovsky and Sovetsky districts in half an hour, everyday from 10 AM to 2 AM.

Free delivery for orders over 400 P, otherwise the delivery cost is 49 P

Payment upon receipt of the order, in cash or with credit card.
Upon receipt of the order, you are issued a check and a waybill with a decryption of your order.

We accept



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Contact

Contact

If you have any suggestions or complaints, you may contact us via message, we will just need your e-mail address to be able to reach out to you after.

E-mail

Message

Send

Address

Russia, Tomsk
Kirova Ave, Building 42, 3rd Entrance

Phone number

+7 (382) 234 56 78

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