



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

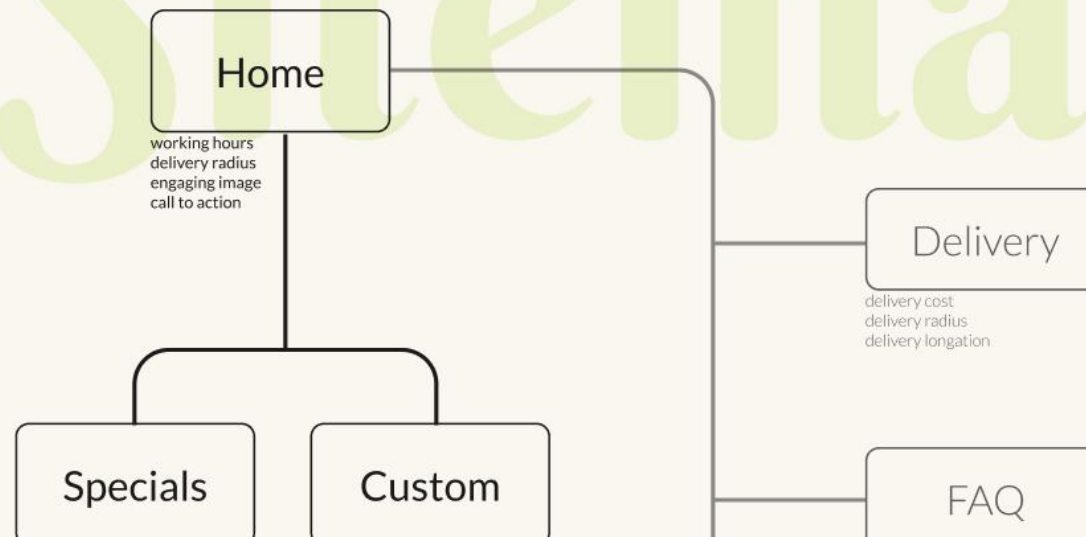
- To sell food online that will be delivered
- Provide a system for order customization
- Provide affordable yet fresh'n'good food
- Communicate friendly service
- Communicate fast service

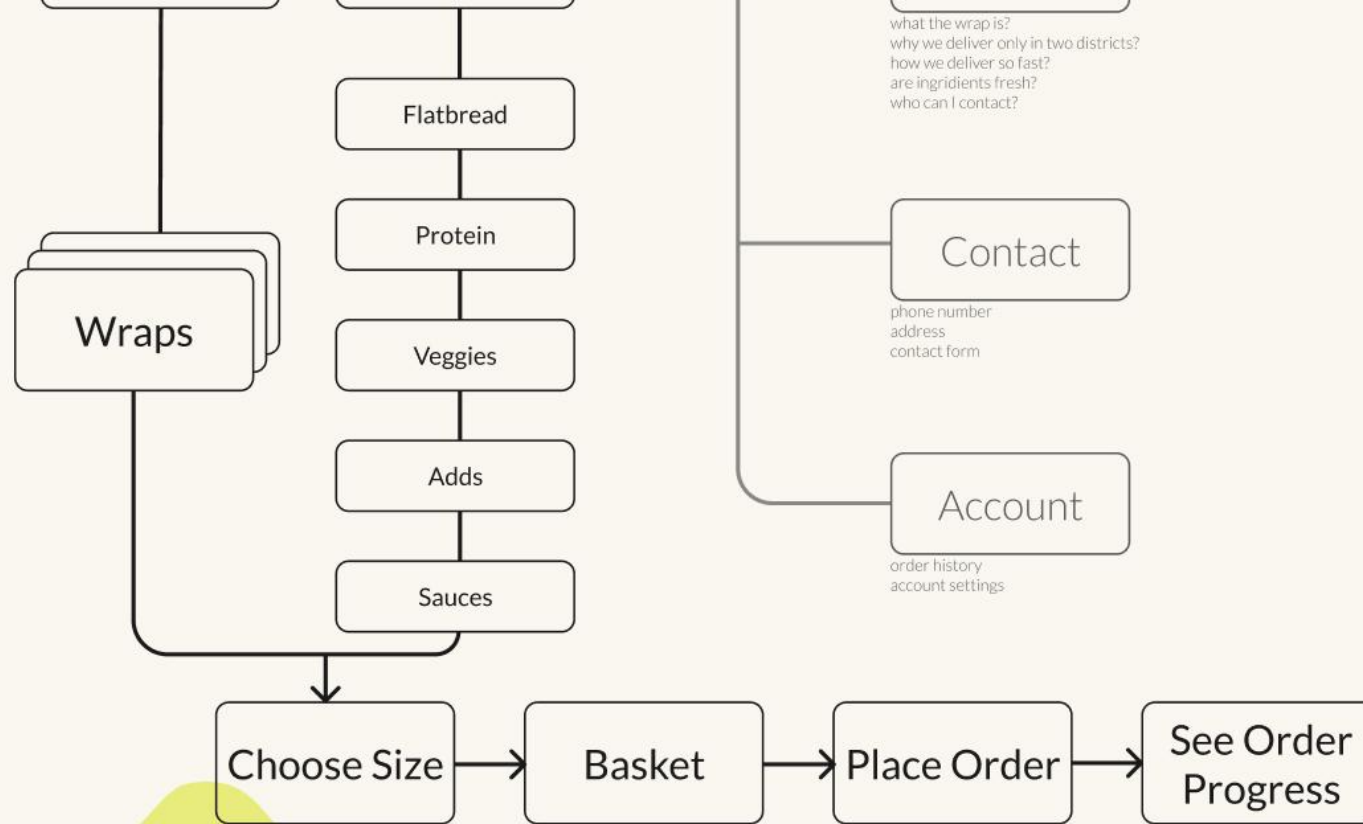
Content Requirements

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

