

SALADS & BOWLS

Satyajit Ghana

Restaurant Concept

Restaurant Name & URL

Salads & Bowls

saladsandbowls.com

Food & drink

Customized Salads

Customization

Carbs <ul style="list-style-type: none"> ▪ Quinoa ▪ Oats ▪ Brown rice ▪ Mixed Pulses 	Proteins <ul style="list-style-type: none"> ▪ Sweet Chili Salmon ▪ Steamed Chicken ▪ Grilled Chicken ▪ Roasted Beef
Warm add-ons <ul style="list-style-type: none"> ▪ Baked Carrot ▪ Baked Broccoli ▪ Classic sweet Corn ▪ Fried Egg Plant 	Cold add-ons <ul style="list-style-type: none"> ▪ Boiled Eggs ▪ Sliced Beet root ▪ Mango Salads ▪ Egg Plant ▪ Spicy Tomatoes
Toppings <ul style="list-style-type: none"> ▪ Coriander ▪ Lime Squeeze ▪ Avocado ▪ Roasted Garlic 	Dressings <ul style="list-style-type: none"> ▪ Sesame sauces ▪ Balsamic ▪ Mustard ▪ Olive Oil

Location

Located at **Bangalore, Karnataka.**

Delivery: Island Wide

Main target audience

- Busy working folks

Cost

₹₹- Moderate

Elevator pitch

“We provide Salads that is designed for your needs as one wholesome bowl. We offer a fruitful customization of our salads from healthy carbs, proteins and lovely vegetables with toppings & dressings that fulfills your taste & health in your busy life.”

Strategy

Target Audience

The website will focus on the following target audiences:

Roles (groups of people with similar goals)

- **Managers** (*Busy at work, places order directly*)
- **Business Owners** (*Directly Placing the order*)
- **Office Admins** (*Placing order for others*)
- **Research Scientist** (*Needing a twist of healthy food at busy life*)
- **Marketing People** (*Placing food order directly*)

Demographics

- **Gender** – Men & Women
- **Occupations** – Managers, Marketing peoples, Office admins, Business owners, University researchers
- **Education**- University and Higher
- **Age** – 25 to 65
- **Location** - Central Area, Singapore
- **Marital Status** – Married, Single

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

- **Personality & Attitudes:**

- ✓ Professional
- ✓ Attention to detail
- ✓ Healthy and Fit
- ✓ Disciplined
- ✓ Slow eater

- **Values:**

- ✓ Conservative
- ✓ Health conscious
- ✓ Keeps up Time
- ✓ Efficient
- ✓ Creative

- **Lifestyles:**

- ✓ Spends time with Family
- ✓ Gym Lover
- ✓ Social activities ex: Run for cause
- ✓ Regular Health checkups
- ✓ Fashion Lover

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Customize the Salad options available
- Provide a very good experience as the users will order using Mobile App
- Follow the order after it has been placed
- Pay for the order using Digi bank, Credit/debit cards, Other Wallet services for a seam less ordering experience

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 affordability
- Communicate healthy food
- Tell why **Salads&Bowls** provide a best customization of Salads for the users

User Personas



Nikki Johnson (48) - The office assistant

- Office assistant
- Married with 2 kids
- Wants to maintain a healthy lifestyle
- Knows everyone in the office and is friends with most of them
- Always on her feet making sure things are going as they should.



Jack Price (32) - HR manager

- HR manager
- Likes to organize events for the office
- Open minded to try new things
- Cycles to his work from home
- Has a wife and a daughter



Michelle Moore (37) - Business owner

- Boss of her own small company
- Wants to impress potential clients during business meetings
- Lives in Rotterdam with her husband
- Busy and ambition to grow her new company
- Likes to organize team building activities