Restaurant Concept

Restaurant Name

Crisps

Crisps.com

Food & drinks

Base:

- Crispy fried chicken breast sandwich

Bread:

- White
- Whole wheat
- Brown
- Whole grains

Sauces:

- Ranch
- BBQ
- Ketchup
- Mustard
- Cheese
- Big tasty
- Mayonnaise

Appetizers:

- Cucumber pickles
- Mozzarella sticks
- Onion rings
- Lettuce
- Cheddar cheese slice

Salads:

- Green salad
- Coleslaw

Fizzy drinks:

- Cola
- Soda
- Fanta

Location

Egypt, Cairo, Maadei district
Delivery radius: maadi district

Main target audience

- College students
- Kids whose parents work late
- Busy working folks
- Business people
- Young parents
- Fast food lovers
- Youths

Cost

Egyptian pound ,In between, it's *affordable*

Elevator pitch

We present fresh crispy chicken sandwiches for you with good prices. You will make your own sandwich with your choices from the bread to your fizzy drink.

Other project ideas:

Serve grilled chicken breats for old parents or grandparents
Insread of fried chicken

Problem:
Old people don't prefer to eat fast food or sauces

Strategy

Target Audience

The website/app will focus on the following target audiences:

Roles (groups of people with similar goals)

- *Dedicated persons In food*
- *Customizing food*
- *Fast sevice*

Demographics

- **Gender** – females and males
- **Education** – college students and students
- **Occupations** – students , employees, jobless
- **Age** – 15 to 40's

- **Location** - Maadei

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:** **hyperactive , ambitious, hasties**
- **Values: humbles , planned**
- **Lifestyles: Singles , stay at home**

Strategy

User Personas (optional)

PERSONA NAME (AGE) – PERSONA

- PERSONA DETAILS

PERSONA PICTURE

PERSONA NAME (AGE) – PERSONA

- PERSONA DETAILS

PERSONA PICTURE

PERSONA NAME (AGE) – PERSONA

- PERSONA DETAILS

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
  - Customize his chicken sandwich
  - Add his reviews and contact with him if he has a question or complaint
  - Estimate price of sandwiches
  -
- Easy interactions
-

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Upgrade service and interactions
- Communicate reliability
- Appear professional
  And accurate

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.
"The user will be looking for…"

- LIST CONTENT REQUIREMENTS HERE

Functionality Requirements

Systems that will allow the user accomplish tasks.
"The user will be able to…"

- LIST FUNCTIONALITY REQUIREMENTS HERE

Sitemap

INSERT SITEMAP IMAGE HERE