

Ham Ñam

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Restaurant Concept

Restaurant Name & URL

Ham Ñam
HamÑam.com

Location

Puebla, Mexico
Delivery radius: University area (San Andrés Cholula)

Food & drink

Hamburgers

- Classic
- Mexican
- Swiss
- Portobello
- Vegetarian
- BBQ

Chips

- French fries
- Waffle
- Curly
- Wedges
- Any type with cheese

Drinks

- Soda
- Water
- Cool tea

Main target audience

College students that want some fast, but good quality, food.

Cost

Affordable prices.

Elevator pitch

We provide the best hamburgers of the area with great taste, great quality and the best prices. You don't have to expend time cooking, you only have to order and live the best experience tasting our hamburgers.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- Student of university
- Young people
- Fraternity members

Demographics

- **Gender** - Somewhat are men than women
- **Education** . High school
- **Occupations** - Studying university
- **Age** - 18 to 26
- **Location** - San Andrés Cholula, Puebla

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

- **Personality & Attitudes:**
 - Friendly
 - Practical
 - Comfy personality
- **Values:**
 - Open mind
 - Risky
 - Extrovert
- **Lifestyles:**
 - Live with roomies
 - Have limited money
 - Spend time with their friends

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Schedule deliveries
- Acquire membership for packages and promotions
- Contact to help and questions.

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Program deliveries
- Be a practical and easy way to sell food
- Attract students with promotions

Outline of Scope

Content Requirements

*Content (text, images, video) that the user will need.
“The user will be looking for...”*

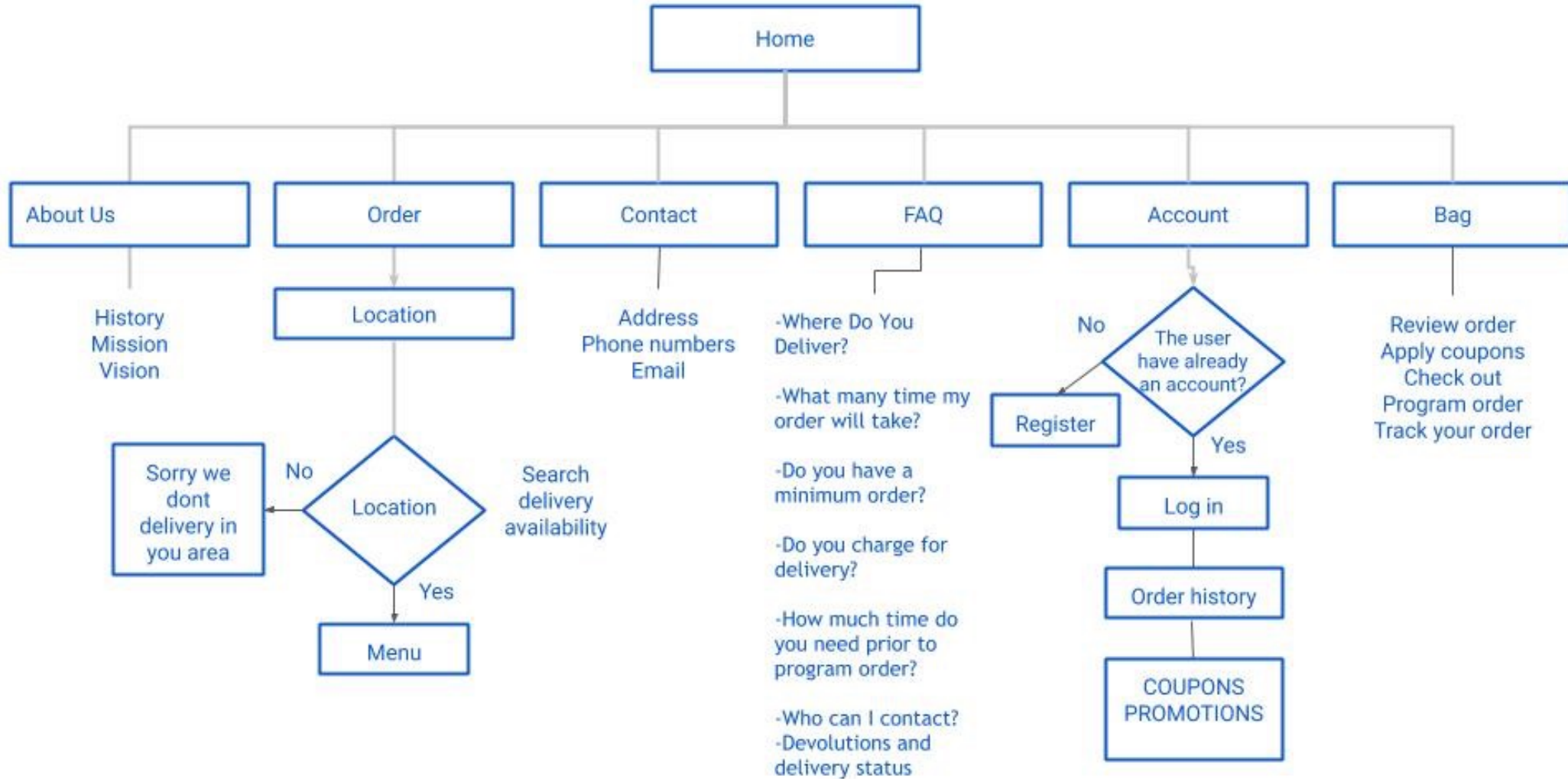
- Food menu
 - Hamburgers
 - Chips
 - Drinks
 - Desserts
- About us
- Opinions
- Contact
- FAQ
 - Where Do You Deliver?
 - What many time my order will take?
 - Do you have a minimum order?
 - Do you charge for delivery?
 - How much time do you need prior to program order?
 - Who can I contact?
 - Devolutions and delivery status

Functionality Requirements

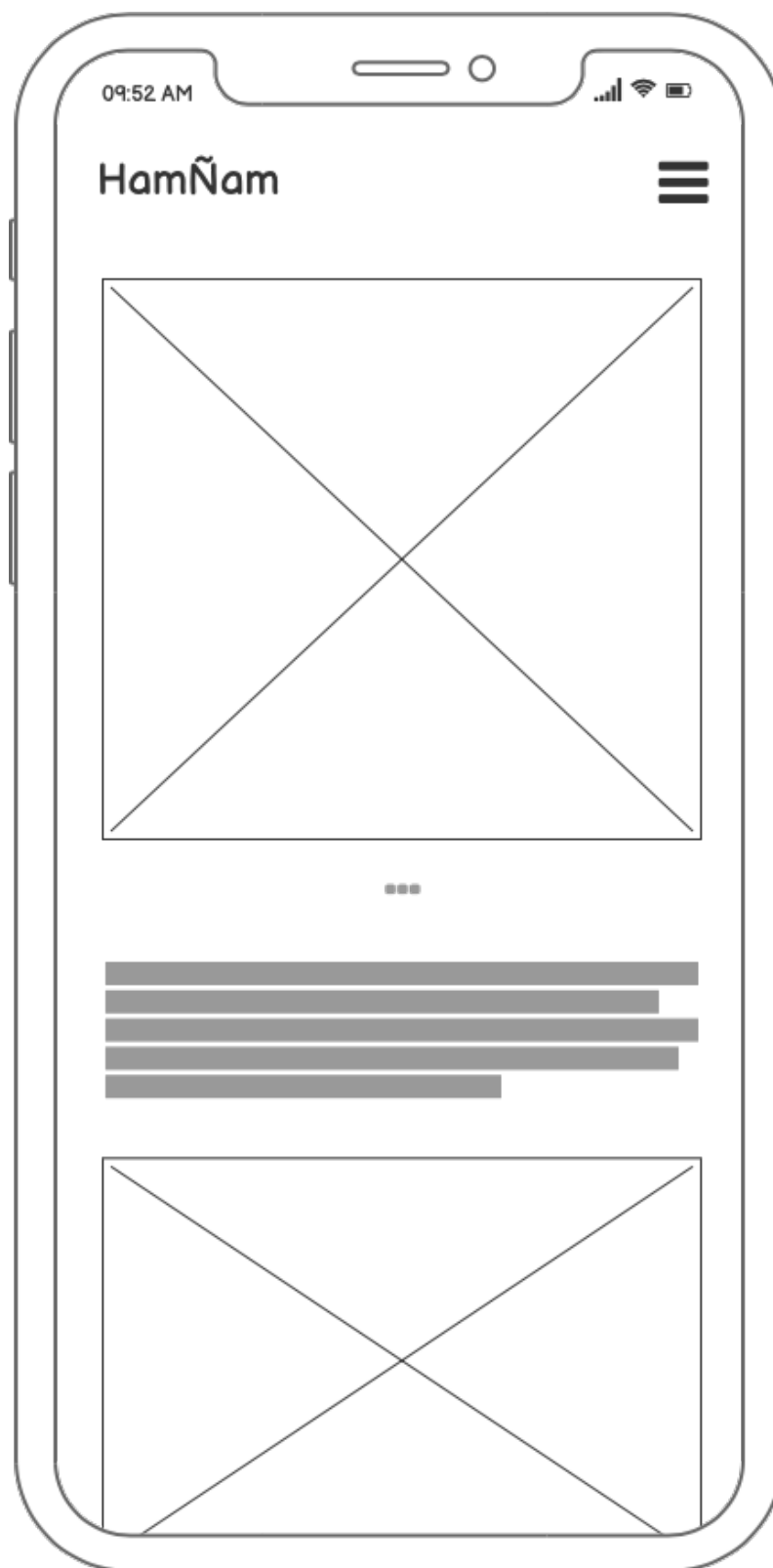
Systems that will allow the user accomplish tasks.
“The user will be able to...”

- Help in live chat
- Log in
 - View specific membership and promotions
- Past orders
- Points
- Create an account
- Shopping bag
 - Direction
 - Add or eliminate food
 - Make payment
 - Get order confirmation
- Track your order
 - View the status of the order
 - Time to delivery
 - Contact with the delivery man
- Localization if we send in their area
- Program your order

Sitemap

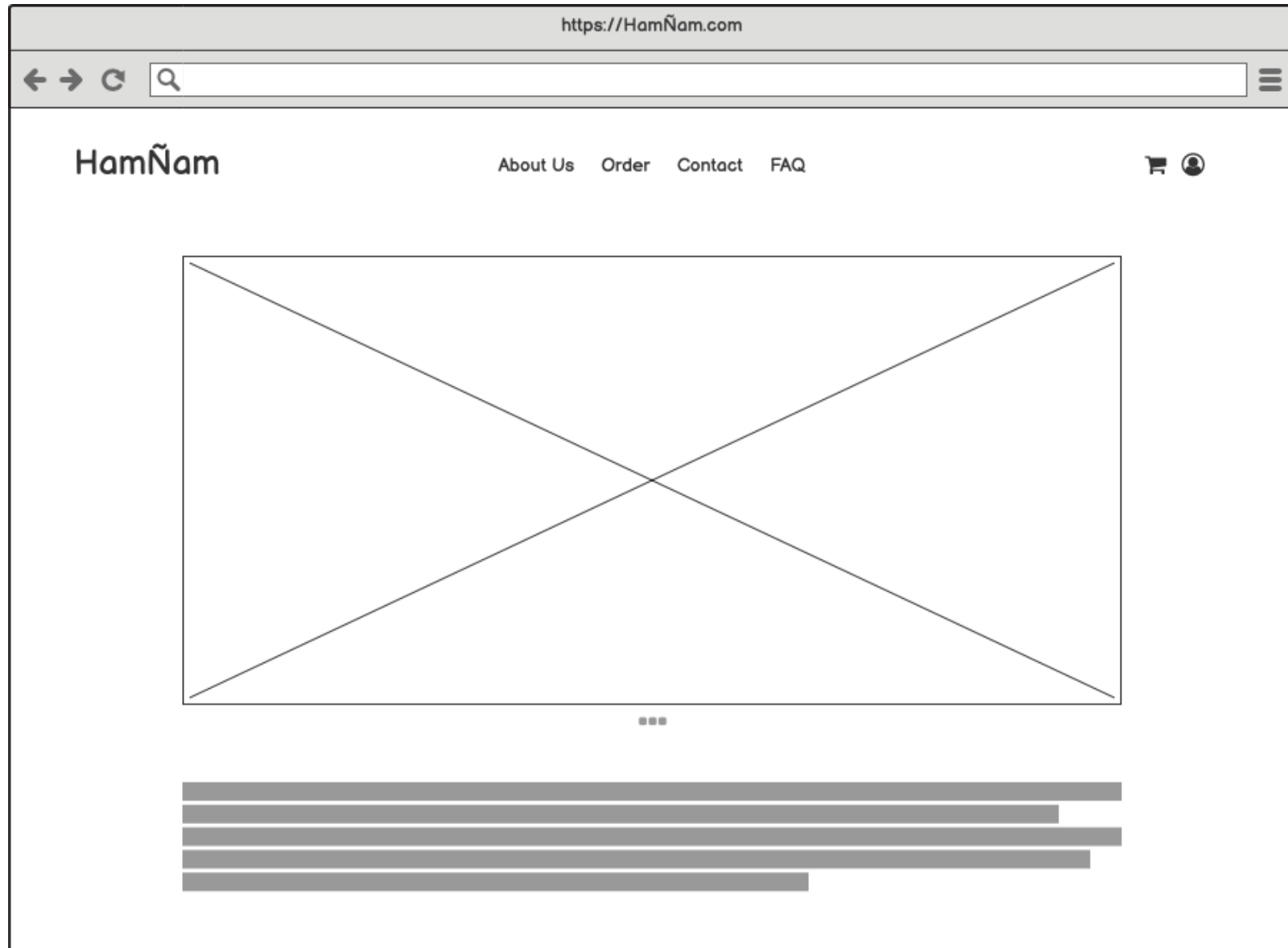


Wireframes



Home page: mobile





Ham Ñam



Home page: web



Ham Ñam

https://HamÑam.com



HamÑam

[About Us](#) [Order](#) [Contact](#) [FAQ](#)




Have a question or want to send us feedback?

Full Name

Email

Phone number

Reason

Question 

Description

Send

The screenshot shows a web browser window with the URL <https://HamÑam.com>. The browser's address bar includes navigation icons (back, forward, refresh) and a search icon. The website's header features the HamÑam logo on the left, a navigation menu with links for 'About Us', 'Order' (highlighted in blue), 'Contact', and 'FAQ' in the center, and shopping cart and user profile icons on the right. Below the header, a breadcrumb trail reads 'Location > ...'. The main content area is titled 'Location' in a large, bold font, followed by the instruction 'Search for pick up and delivery options in your location.' Below this is a search input field with the placeholder text 'Enter your zip code' and a magnifying glass icon on the left and a location pin icon on the right. A 'Search' button is positioned directly below the input field.

https://HamÑam.com

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HamÑam

About Us Order Contact FAQ

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[Location](#) > ...

Location

Search for pick up and delivery options in your location.

🔍 Enter your zip code 📍

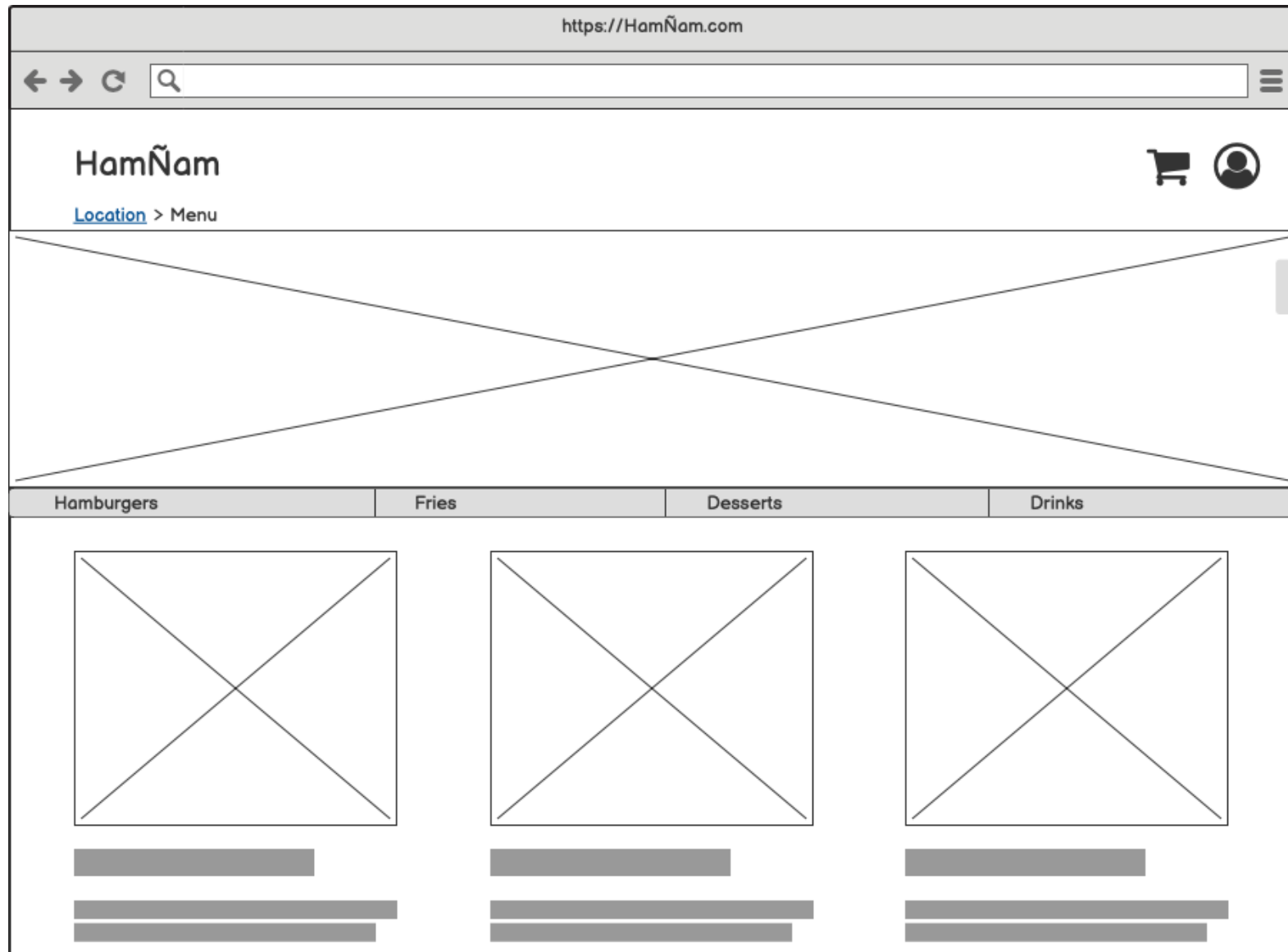
Search

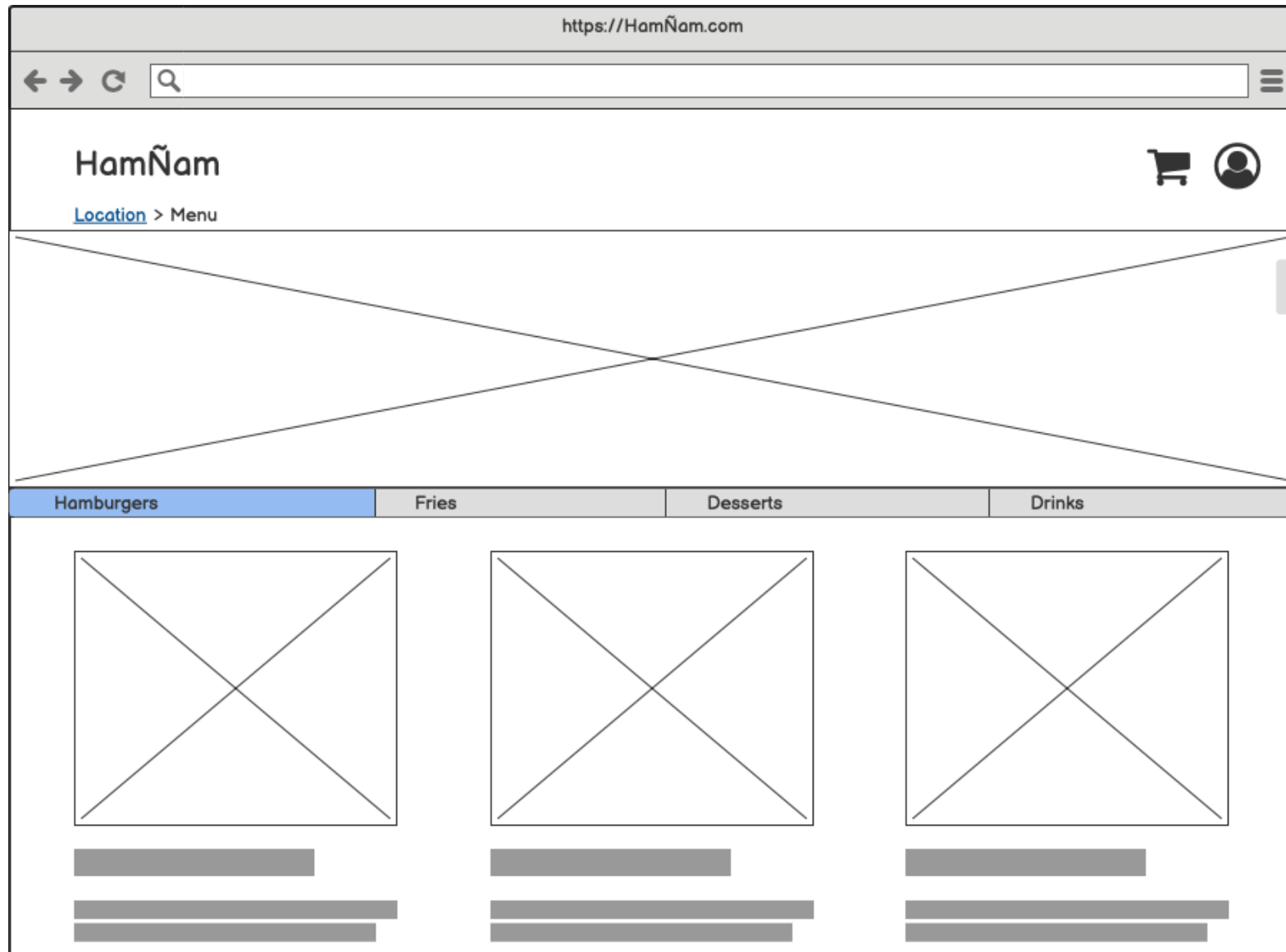
The screenshot shows a web browser window with the URL <https://HamÑam.com>. The browser's address bar and navigation icons are visible. The website's header includes the HamÑam logo, navigation links for 'About Us', 'Order' (highlighted in blue), 'Contact', and 'FAQ', and icons for a shopping cart and user profile. Below the header, a breadcrumb trail reads 'Location > ...'. The main content area features a large heading 'Location' and a subtext 'Search for pick up and delivery options in your location.' A search input field contains the text '53110' and has a magnifying glass icon on the left and a location pin icon on the right. Below the search field is a 'Search' button. The page concludes with a large, bold message: 'Sorry, we dont delivery in your area.'

The screenshot shows a web browser window with the URL <https://HamÑam.com>. The browser's address bar and navigation icons are visible. The website's header includes the HamÑam logo, navigation links for 'About Us', 'Order' (highlighted in blue), 'Contact', and 'FAQ', and icons for a shopping cart and user profile. Below the header, a breadcrumb trail reads 'Location > ...'. The main content area features a large heading 'Location' and a subtext 'Search for pick up and delivery options in your location.' Below this is a search input field containing '53119' with a magnifying glass icon on the left and a location pin icon on the right. A 'Search' button is positioned below the input field. The page then displays the message 'We have service in your area!' followed by the text 'Continue to see the menu' and a large circular button with a white right-pointing arrow on a dark background.

Order process: location success

Ham Ñam





Order process: menu hamburgers

https://HamÑam.com

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HamÑam

[Location](#) > Menu

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Hamburgers

Drinks

Select size:*

Single \$00 Double \$00

Default ingredients:*

Lettuce Bacon Tomato Cheese

Additions:



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Order process: menu specifications

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https://HamÑam.com

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[Location](#) > Menu

Select size:*

Single \$00 Double \$00

Default ingredients:*

Lettuce Bacon Tomato Cheese

Additions:

Cheese Bacon Guacamole Sliced Onions

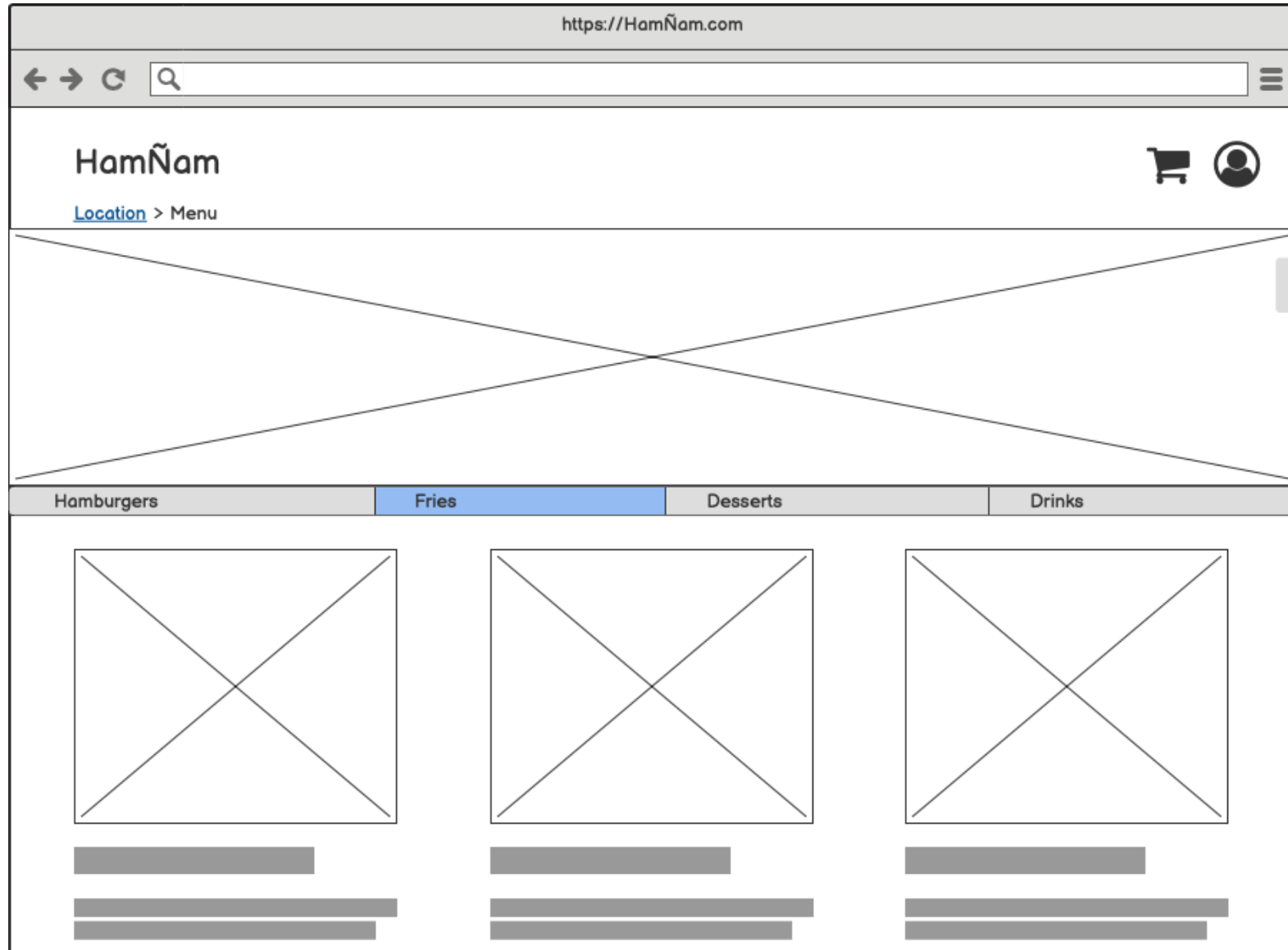
Mushrooms Pickle Jalapeño

Special instructions:

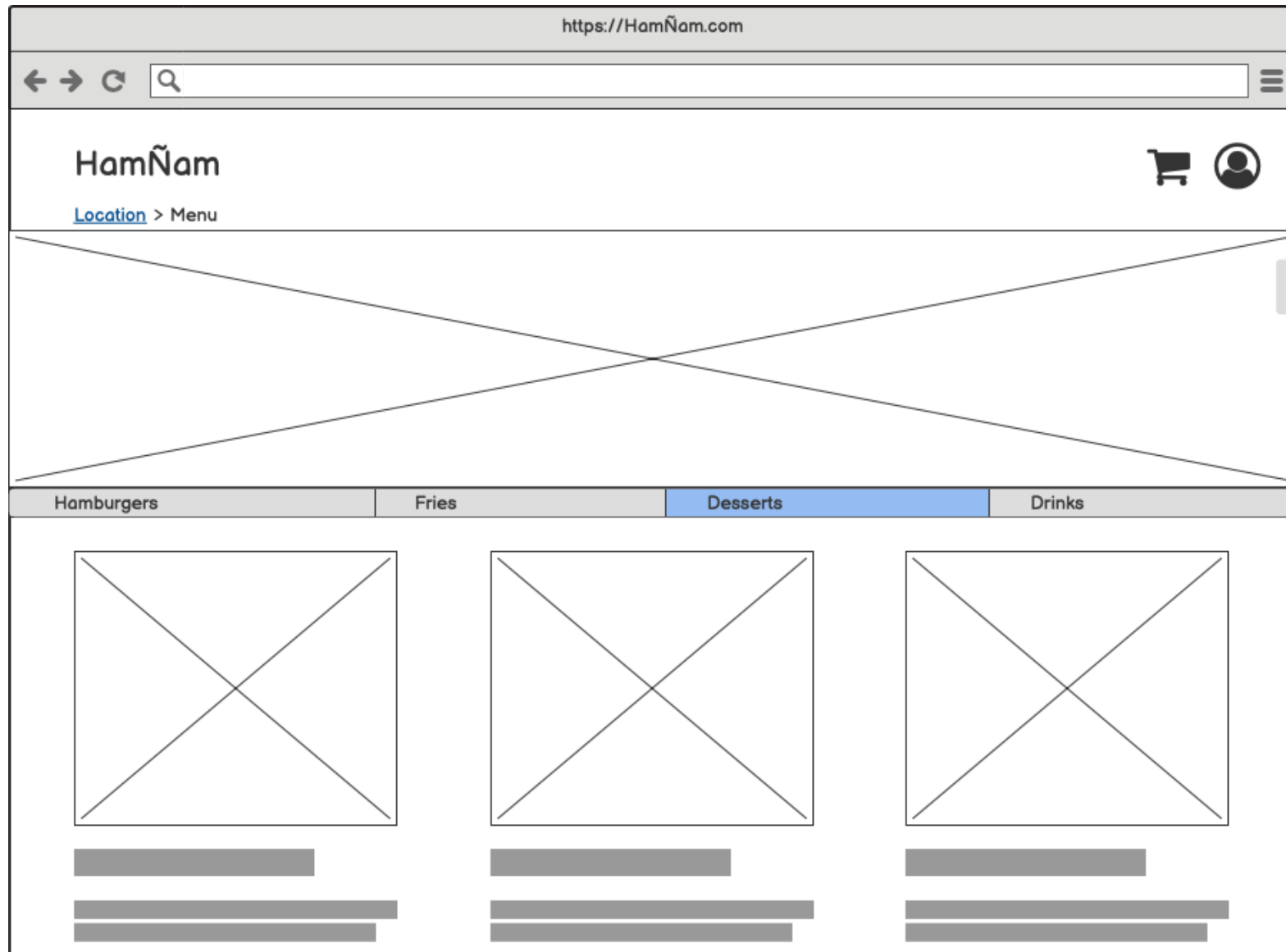
− 1 + Add to bag

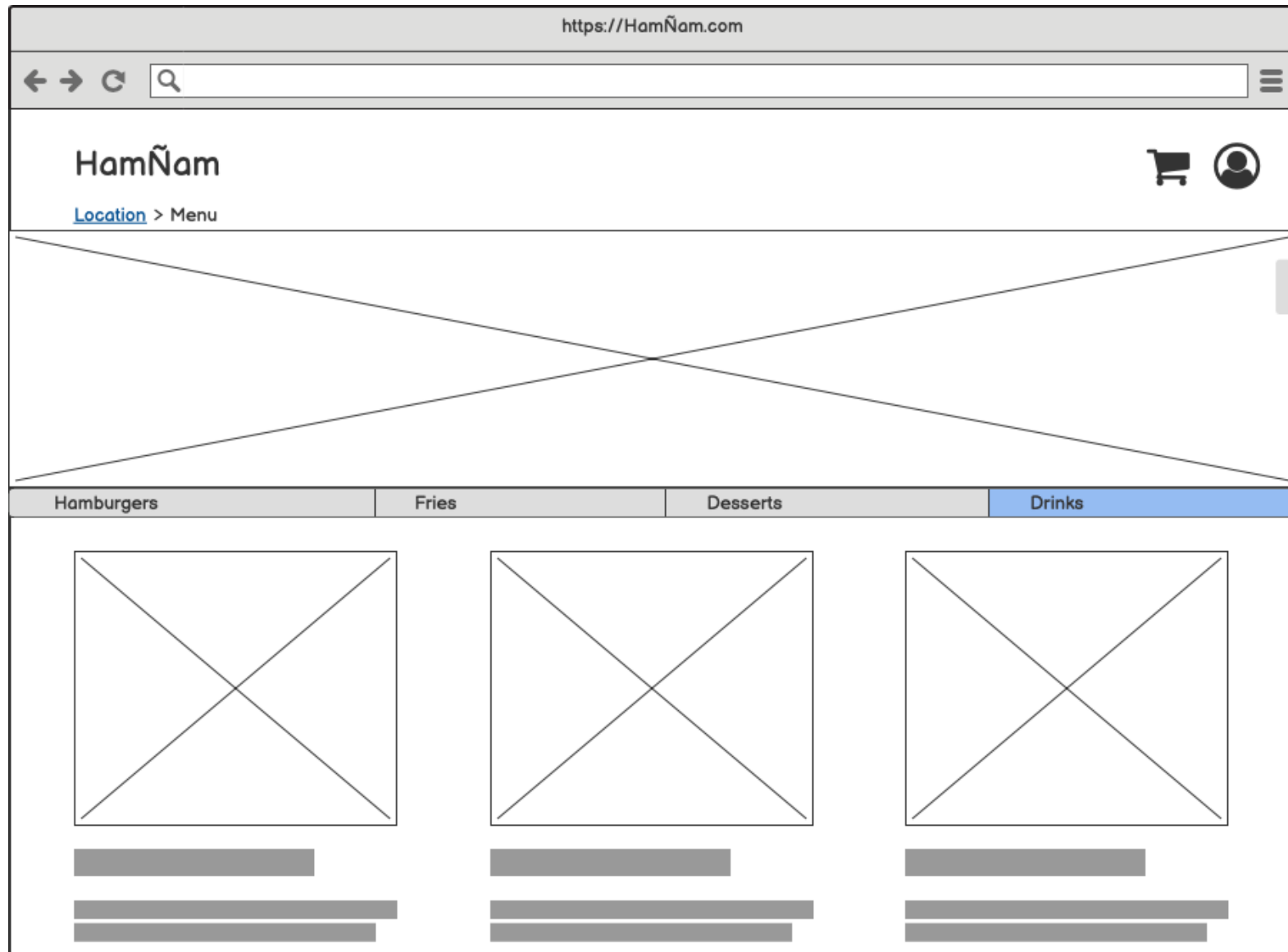
Hamburgers

Drinks

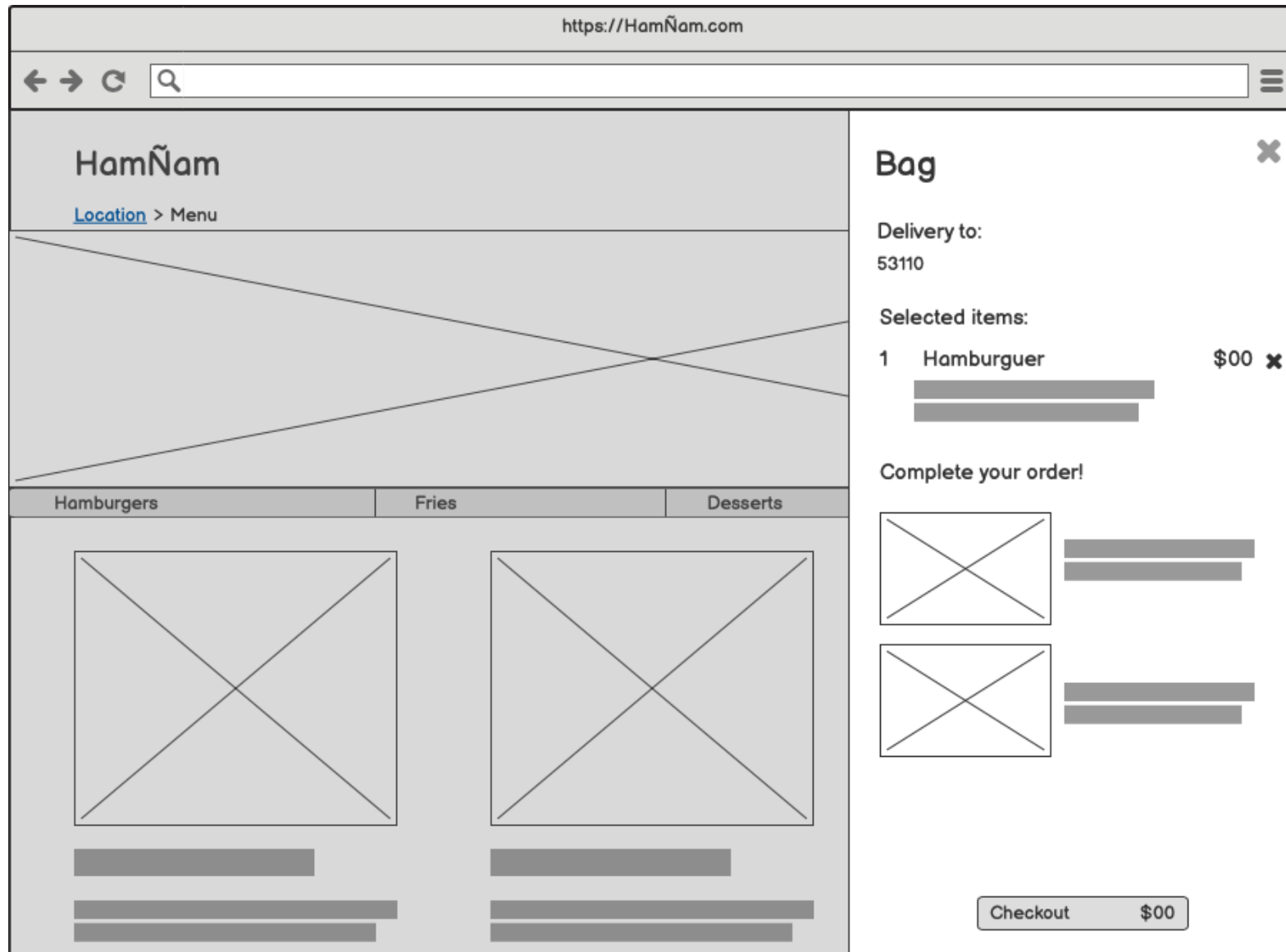


Order process: menu fries

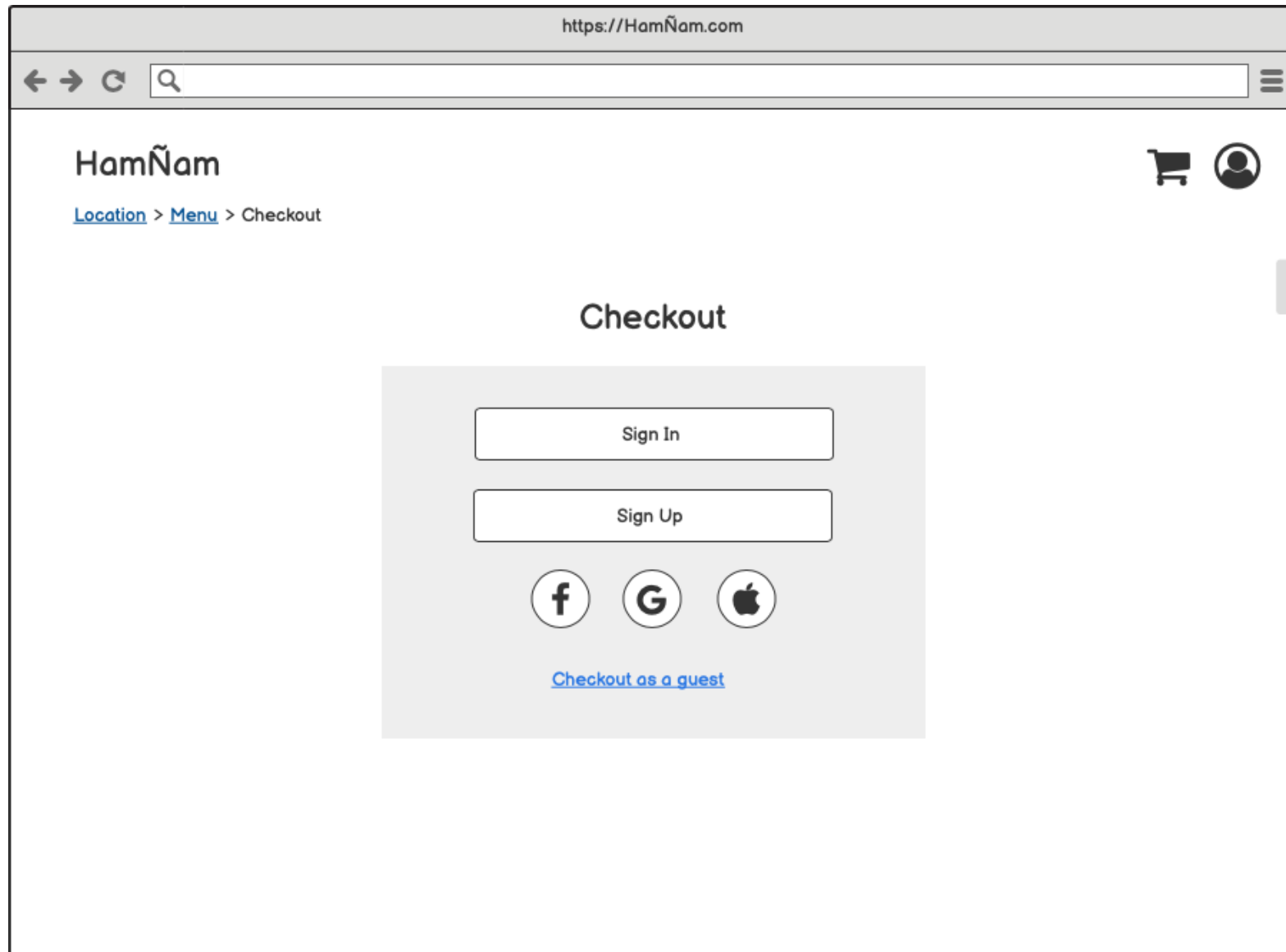




Order process: menu drinks



Order process: shopping bag





https://HamÑam.com

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HamÑam

[Location](#) > [Menu](#) > Checkout



Checkout

Delivery to:

53110

Delivery time:

30 - 40 min

Selected items:


1


Hamburguer


\$00

×

Payment method:







Coupon

Validate

Items cost:

\$00

Delivery cost:

\$00

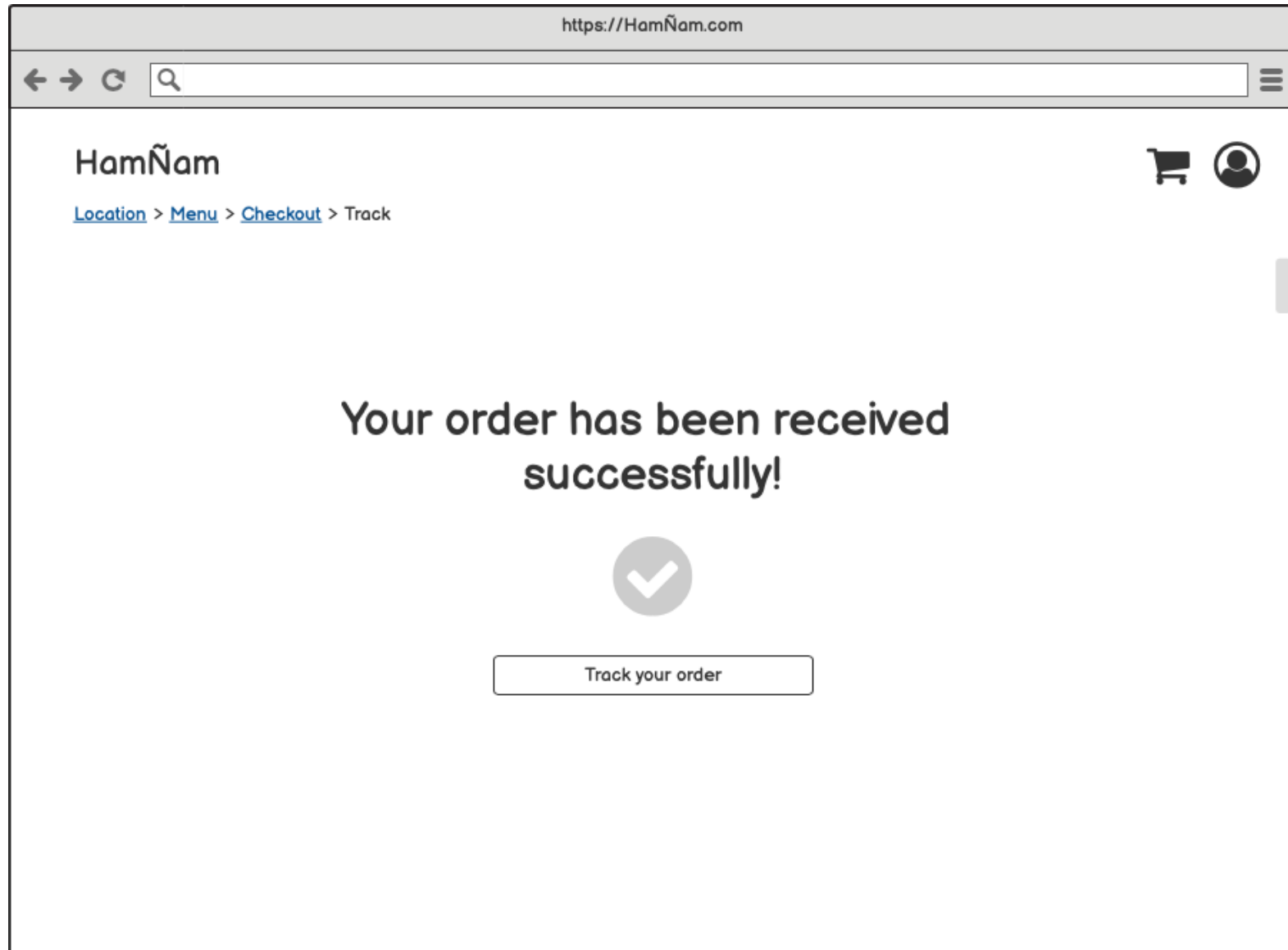
Items discount:

\$00

Total:

\$00

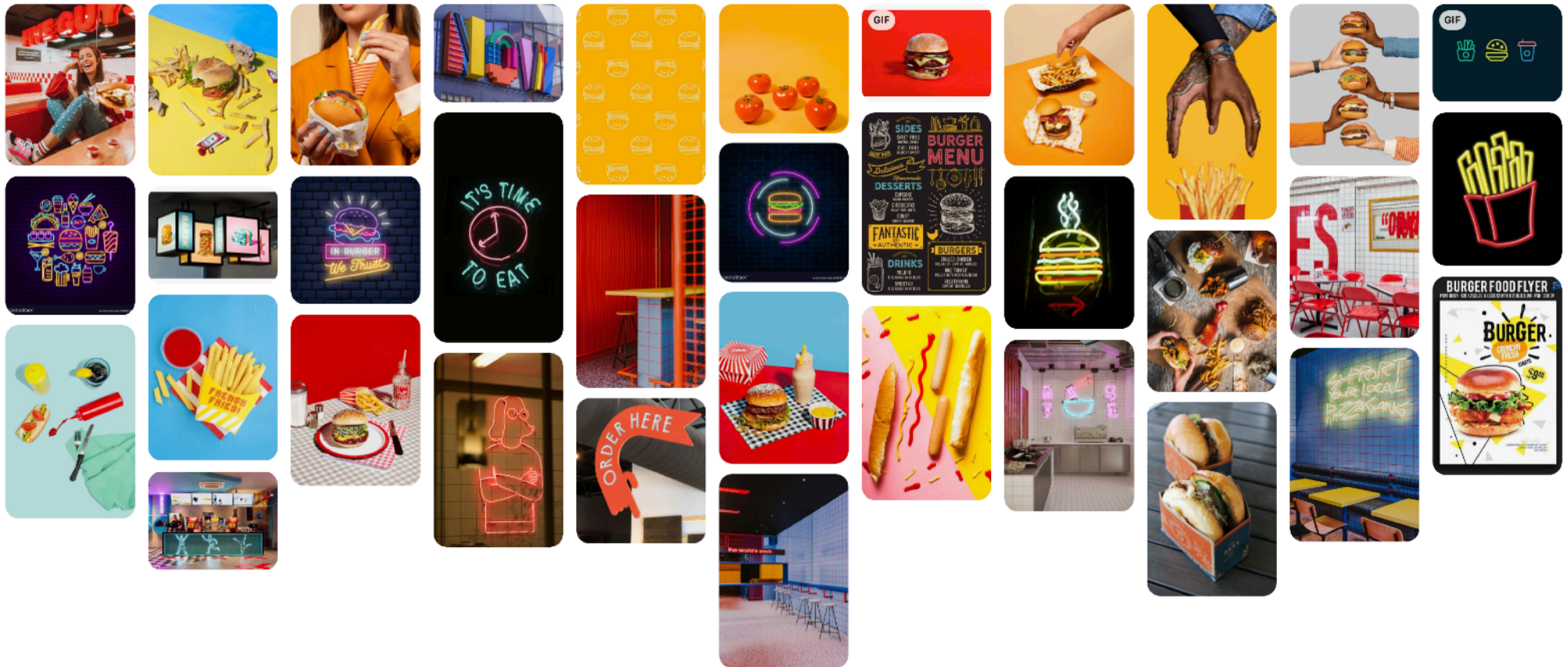
Make order



Order process: checkout success

Ham Ñam

Moodboard



Visual Mockups

[ORDER NOW](#)

EVERY DAY
IS A BURGER DAY

We provide the **best hamburgers** of the area with great taste, quality and the best prices.

You don't have to expend time cooking, you only have to order and live the **best experience** tasting our hamburgers.

[READ MORE](#)[ORDER NOW](#)

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[READ MORE](#)



ABOUT US

THE BEST BURGERS FOR THE BEST PEOPLE

In Ham Ñam we want to give you the best experience through our service and products so we developed the perfect formula for you



FASTER THE SERVICE

We have a promise with our customers to provide them the best and fastest service where their food reaches their hands in the shortest time possible without neglecting its great taste, reaching them intact and ready to eat,

BIGGER THE PRICES

Size does matter. We want to give our customers the best hamburger and for that we offer them not only the best flavors but the necessary size to make their experience complete and with the best prices.

BETTER THE QUALITY

The quality and selection of the ingredients with which our hamburgers are made are a fundamental part for us since in this way we guarantee that our clients always receive the best.



CONTACT

Our priority is your opinion, we'd love to hear from you!
Drop us a line at contact@hamñam.com or use our form
below, we'll get back to you as soon as we can.

A GOOD BURGER SAYS MORE THAN A THOUSAND WORDS

GET IN TOUCH

SEND

Have a general question?
The answer might be in our [FAQ's](#)

Have a problem with your order?
[Call us](#)

Are you interested in joining our
team? Check out our [job listings!](#)



FAQ

GOT
QUESTIONS ?



Save time and [check below](#).

ORDER AND DELIVERY

Where does Ham Ñam deliver?	+
What many time my order will take?	+
Do you have a minimum order?	+
Do you charge for delivery?	+
I placed an order but had the wrong address. How can I edit my shipping address?	+
What forms of payment do you receive?	+
How much time do you need prior to program order?	+
Who can I contact if I have any problem ?	+
Where can I make devolutions?	+
What can I do if I can't see the delivery status?	+