

SALADS & BOWLS

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Restaurant Concept

Restaurant Name & URL

Salads & Bowls
saladsandbowls.in

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

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

"The user will be looking for..."

- Restaurant Opening Timings / Days
- Images for redirection to "Order Now" landing Page
- Salad Menu / Customizable items
- Display Prices
- Images of Menu items
- Our Story: **Salads&Bowls**
- Mission Statement
- Tag Line with Image
- Contact
- Trending & Highlights
- FAQ's
 - ✓ Is there a delivery charges?
 - ✓ Do you have a minimum order?
 - ✓ How much time do you need prior to order?
 - ✓ Who can I contact?
 - ✓ How to track my delivery status?
 - ✓ Is my Salad freshly made?

Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Customize the Salad Order by choosing
 - ✓ Carbs
 - ✓ Proteins
 - ✓ Warm add-ons
 - ✓ Cold add-ons
 - ✓ Toppings
 - ✓ Dressings
- Choose from existing Signature Salad Bowls
- Add Items to shopping cart
- Place order by entering
 - ✓ Payment info
 - ✓ Contact Info
 - ✓ Delivery address
 - ✓ Get order confirmation
- See order status via unique link