

Restaurant name

Inner  
**Green**  
H a r v e s t   &   E a t

# Restaurant Concept

## Restaurant Type & URL

Healthy but fun / your dish is cooked with organic and fresh ingredients from the vegetables garden next to the restaurant.  
[www.staygreen.com.co](http://www.staygreen.com.co)

## Food & drink

Salads	Smoothies
Pokes	Juices
Pasta	Herbal infusions
Rice with vegetables	teas
Meats with vegetables (chicken - fish)	
Vegetarian options	

**\*You can customize your order**

## Location

Colombia - Bogotá  
Countryside.  
There are a lot of small towns near Bogotá with large green fields to develop this idea. It is very common that people in the city goes to the countryside on weekends to have a different lunch experience.  
In Colombia we have all the fruits and vegetables during the whole year we don't have seasons.  
We have a delivery point (only take away) within the city.

## Main target audience

- Families who loves healthy food
- Business people who wants a different experience on weekends
- Young people who cares about what they consume

## Cost

Pricey (\$35.000-\$45.000 COP) Colombian pesos

## Elevator pitch

Inner Green offers customers a different experience with food. We have a large garden inside the restaurant where we take the ingredients for the preparation of your dishes. Customers can visit the garden and buy fresh vegetables and fruits for their homes (at the restaurant or at our delivery point within the city), if you can't come we go to your place. You can also learn new recipes and health tips on our blog.  
We believe in a healthy but fun inner environment for everyone.

# Strategy

## **Roles**

- *People who are interested in taking care of the environment*
- *Healthy food lovers*

## **Demographics**

- *Gender: any gender, no preference*
- *Age: among 25 and 65*
- *Education: University level and with some postgraduate studies.*
- *Occupation: Middle and top management, entrepreneurs, administrators, designers, doctors.*
- *Marital status: single or married people*
- *Income: Mid-High incomes*
- *Location: Bogotá (countryside) - Colombia*

## **Psychographics**

- *Personality & Attitudes: Independent, autonomous, creative, conscious.*
- *Values : Empathetic, with a collective sense, responsible for each of their actions, proactive.*
- *Interests: healthy food,*
- *Lifestyles: Sensitive to their environment, friendly and familiar, they maintain a healthy lifestyle, by taste and conviction; they believe in good nutrition, exercise and emotional balance.*

## **User Needs**

- *An easy way to order online*
- *A simple way to customize my dish with vegetables and fruits*
- *Order online my lunch or fresh vegetables for home*
- *I want to learn and read about trends and tips about healthy life*
- *A simple way to make a reservation*

## **Client Needs**

- *Show a fantastic place to visit*
- *Communicate our food system (vegetable and fruits garden)*
- *A simple filter to customize dishes and orders*
- *Sell food for lunch, breakfast or vegetables and fruits for home*
- *Keep the blog updated*
- *Communicate a healthy lifestyle*

# User persona



## **Jimena Bernal**

**(42 years old)**

**always healthy and loved by her family**

*Talent and culture manager in a financial institution.  
She is a devoted mother to her family, her two children and husband. With the birth of her children Jimena learned about healthy eating, the benefits of fruits and vegetables for our body.*

*In the morning she plan her day and start it by exercising before going to work.  
At work she always plans and coordinates actions aimed at collective objectives.*



## **Gabriel Ardila**

**(28 years old)**

**First the collective interest than the individual**

*He works in an innovation startup, he is the design manager.  
He loves working in a team, being updated on trends and writing in his blog.  
He lives alone very close to his work, doesn't use his car and always goes out on his bike. He loves to cook and does it very well, he always invites his friends and famliy to his home to serve them dinner.  
He recycles, takes care of his city and the common spaces.  
Does not want to have children and he is looking for a stable partner.*

# Outline of Scope

## Content

- Menu, description of all dishes and ingredients, prices
- Images of the restaurant
- Images of the garden
- Images of each dish
- Texts about the history of the restaurant
- General restaurant information text: about, contact, where we are, how we work
- Writing content for the blog and images
- FAQ's
- Texts in english and spanish

## Functionality

- Dish customization filter (dishes and drinks)  
Highlighted products
- Direct debit payment platform (e-commerce)
- Blog section easy to administrate, easy creation and editing of blog articles, management and moderation of user comments on blog articles
- Online booking section
- Platform to place the order
- Choice of the main language of the website.  
English and Spanish
- Social media integration

# Home

## Our Products

### Main Menu

#### Salads

- Type
- Price
- Add to cart

#### Pasta

- Type
- Price
- Add to cart

#### Poke

- Type
- Price
- Add to cart

#### Rice

- Type
- Price
- Add to cart

#### Meats

- Type
- Price
- Add to cart

#### Drinks

- Type
- Price
- Add to cart

### Customize

#### Filter per ingredient

- Main Ingredient
- Vegetables
- Toppings
- Sauces
- Price
- Add to cart

### Grocery Store

#### Vegetables

- Type
- Items
- Price
- Add to cart

#### Fruits

- Type
- Items
- Price
- Add to cart

## Our Restaurant

- About
- Our Garden
- Our Restaurants
- Reservations
- Gallery

## Reservations

- Customer info
- Dates
- # of people

## Blog

- Video Recipes
- Healthy Tips
- Reviews

## Cart

## Language

- Spanish
- English

Add to cart

Order Review

Place your order

Location Map  
Address

Coverage area

Sorry we don't  
deliver in that area

Continue

Shipping Info

Payment Method

Debit Card

Credit Card

Payment Confirmation

Order Confirmation

Place order

# Footer

## Contact

- Contact Us
- Address
- Phone
- Email
- Opening hours

## FAQ's

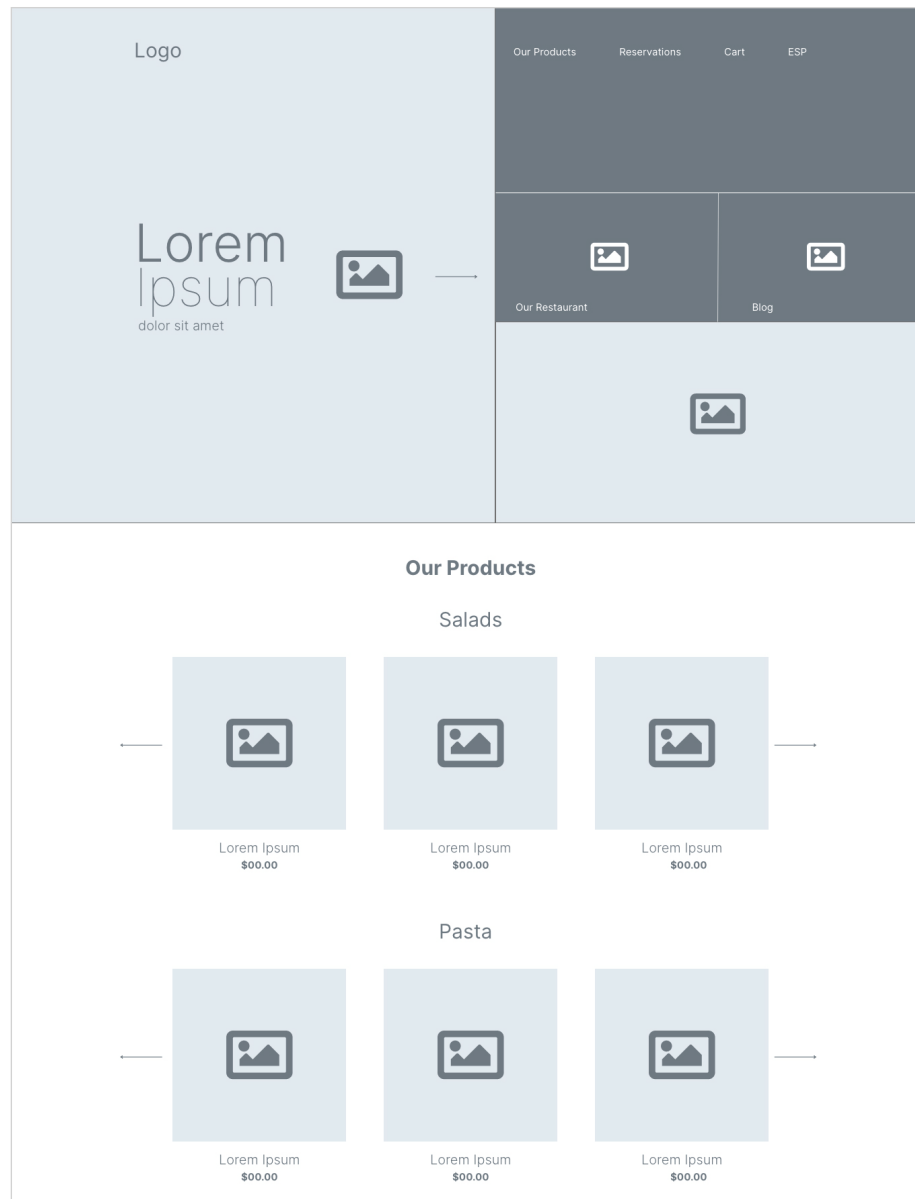
- How can I get there?
- Children area
- Can I visit the garden?
- How the delivery point works?
- Where do you deliver
- Support

## Social Media

- Follow us
- FB - IG

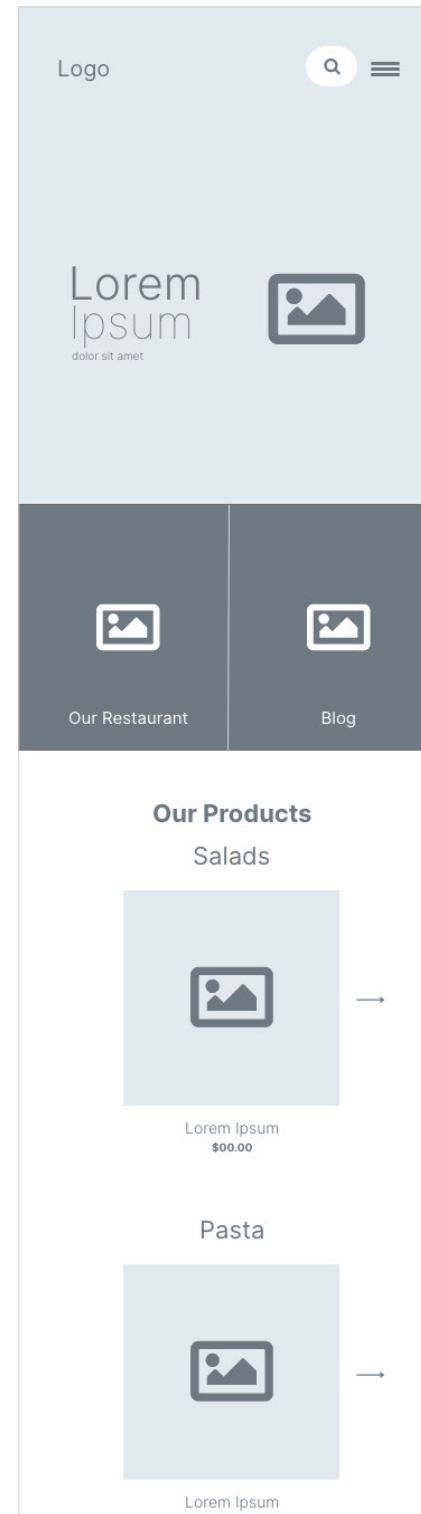
# Wireframes

## Desktop



# Wireframes

## Mobile

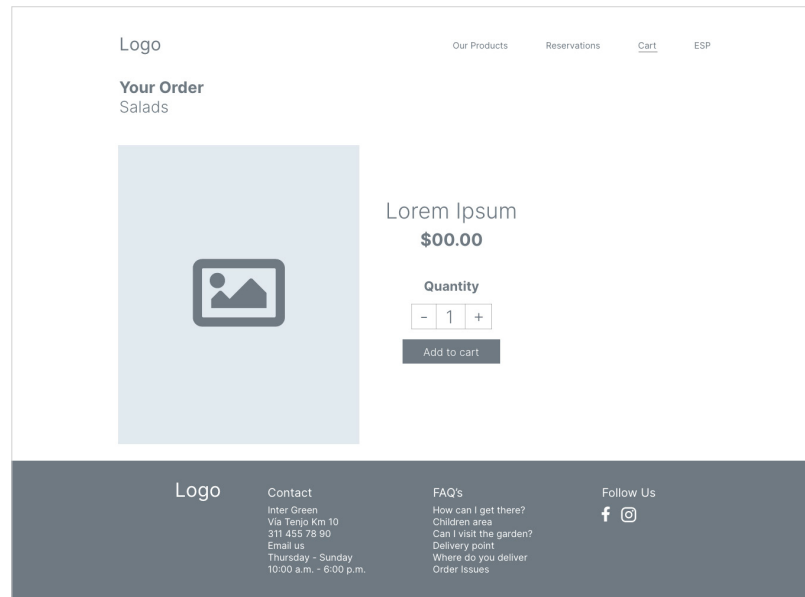




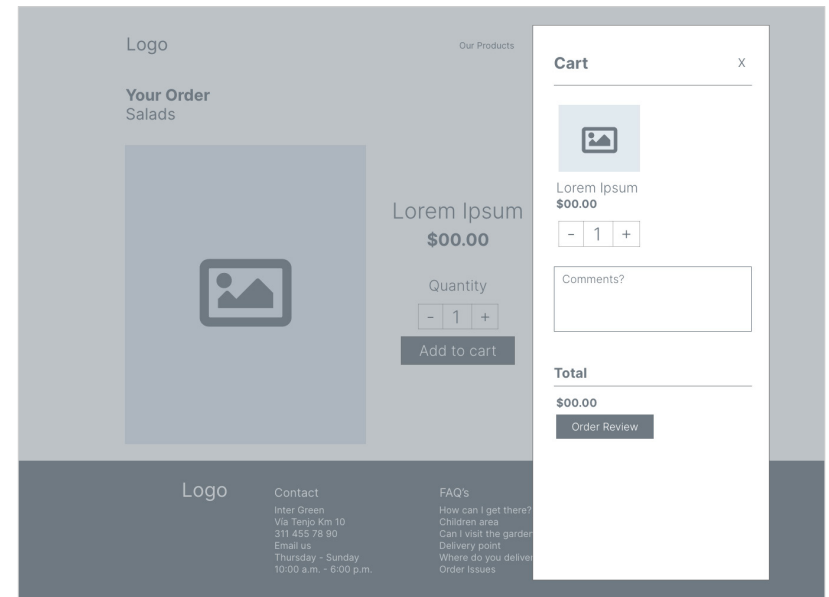
# Wireframes

## Order Process

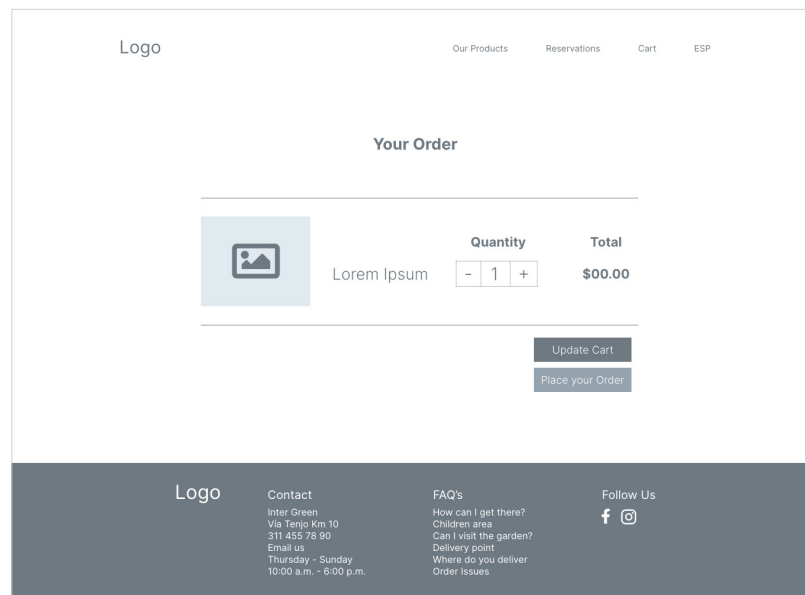
1.



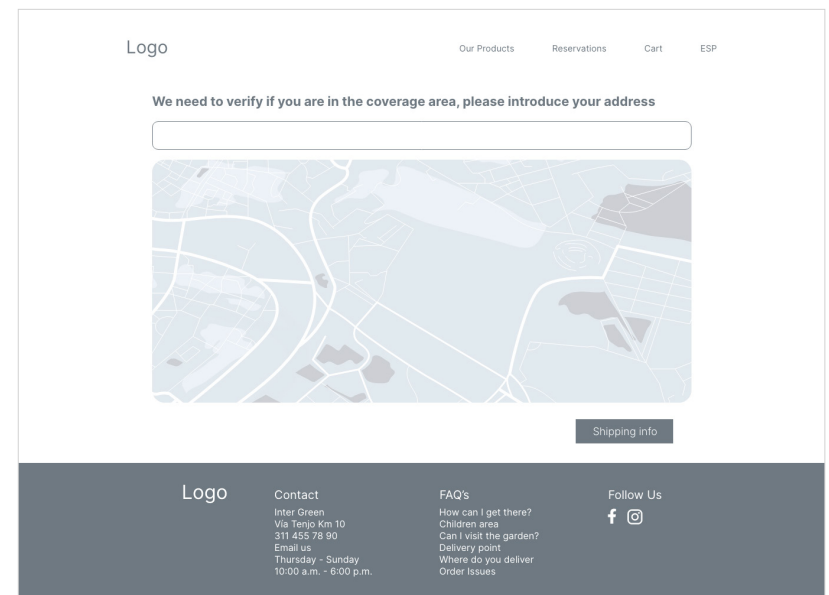
2.



3.



4.



# Wireframes

## Order Process

5.

Logo

Shipping info > Payment Method > Order Confirmation

Contact Info

Email

Shipping Info

NameLast Name

Address

Contact Number

☐ Save my information

< Back

Payment Method

Image

Lorem Ipsum  
\$00.00

- 1 +

Subtotal \$00.00

Delivery \$00.00

Total \$00.00

Logo

Contact  
Inter Green  
Via Tenjo Km 10  
311 455 78 90  
Email us  
Thursday - Sunday  
10:00 a.m. - 6:00 p.m.

FAQ's  
How can I get there?  
Children area  
Can I visit the garden?  
Delivery point  
Where do you deliver  
Order Issues

Follow Us  
f i




6.

Logo

Shipping info > **Payment Method** > Order Confirmation

Shipping Address Lorem ipsum dolor sit amet

Payment Method

☒ Credit Card   

Card Number

Card Holder NameMM / YYYYCCV

☐ PayPal

☐ PayU

☐ Save my payment information

< Back

Order Confirmation

Image

Lorem Ipsum  
\$00.00

- 1 +

Subtotal \$00.00

Shipping \$00.00

Total \$00.00

Logo

Contact  
Inter Green  
Via Tenjo Km 10  
311 455 78 90  
Email us  
Thursday - Sunday  
10:00 a.m. - 6:00 p.m.

FAQ's  
How can I get there?  
Children area  
Can I visit the garden?  
Delivery point  
Where do you deliver  
Order Issues

Follow Us  
f i

7.

Logo

Shipping info > Payment Method > **Order Confirmation**


Your InformationEdit

Lorem Ipsum Dolor  
Sit amet

Shipping AddressEdit

Lorem Ipsum Dolor  
000000  
Bogotá

PaymentEdit

  
Visa Card ending in 1234

Place Order

Image

Lorem Ipsum  
\$00.00

- 1 +

Subtotal \$00.00

Shipping \$00.00

Total \$00.00

Logo

Contact  
Inter Green  
Via Tenjo Km 10  
311 455 78 90  
Email us  
Thursday - Sunday  
10:00 a.m. - 6:00 p.m.

FAQ's  
How can I get there?  
Children area  
Can I visit the garden?  
Delivery point  
Where do you deliver  
Order Issues

Follow Us  
f i

# Wireframes

## Blog

