



DELIVERY

FAQ

CONTACT

10AM - 2AM  
Kirovsky & Soviety districts



Tasty wraps  
in half an hour  
Customize your own  
or choose from specials

Wrappin'  
Good



# Project Brief

Plan and design website for ordering food online, the centerpiece of this website has to be food customization system

## Restaurant Name & URL

Wrappin' Good  
wrappingood.ru

## Food

Wraps (a food dish made with a soft flatbread rolled around a filling)

## Customization:

- Flatbread: wheat tortilla, corn tortilla, lavash, pita
- Meat: sliced beef, smoked chicken, ham, white fish fillet, shrimps
- Veggies: lettuce, tomato, avocado, sweet potatoes, cucumber, spicy carrot, corn, olives
- Adds: bacon, cheese, champignons, parsley, green onion, crushed peanut
- Sauces: chilli, sour cream, bbq, garlic, sweet onion, cheese, mayonnaise

## Location

Russia, Tomsk (city is known for a number of universities, so it's full of students)

## Main target audience

College students

## Cost

\$ - Affordable

## Elevator pitch

We provide fresh, tasty and nourishing wraps for those who love a good meal and value their time. Combine the wrap of your choice online — we'll do the rest.

# Street food

# Target Audience

## Roles

- Students, who are looking for tasty affordable food
- People who's not always have time to cook, but still prefer to eat fresh and nourishing
- Fast-food lovers

## Demographics

- 18-25 years old
- College students
- Mostly Single
- Limited income
- Dormitories near universities

## User Needs

- Find out if the restaurant delivers to their area
- Order food online
- Customize the order
- Follow the order in process of making and being delivered
- See history of orders to re-order favorite mixes

## Psychographics

- Personality & Attitudes:
  - easy-going
  - youthful
  - creative
- Values:
  - open-minded
  - time saving
  - liberal
- Interests & Lifestyles:
  - spending time with friends
  - busy with studying

## Client Needs

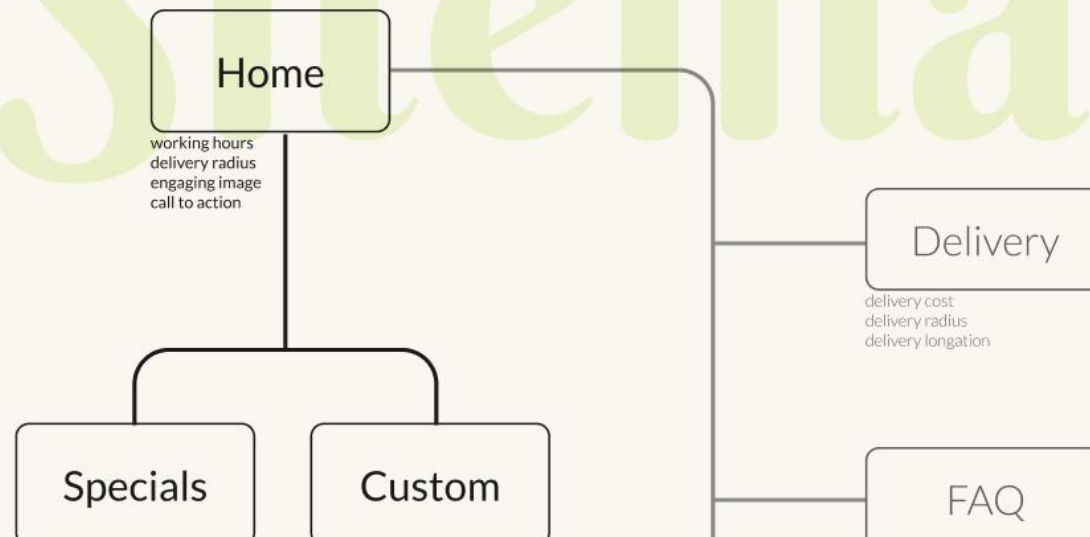
- To sell food online that will be delivered
- Provide a system for order customization
- Provide affordable yet fresh'n'good food
- Communicate friendly service
- Communicate fast service

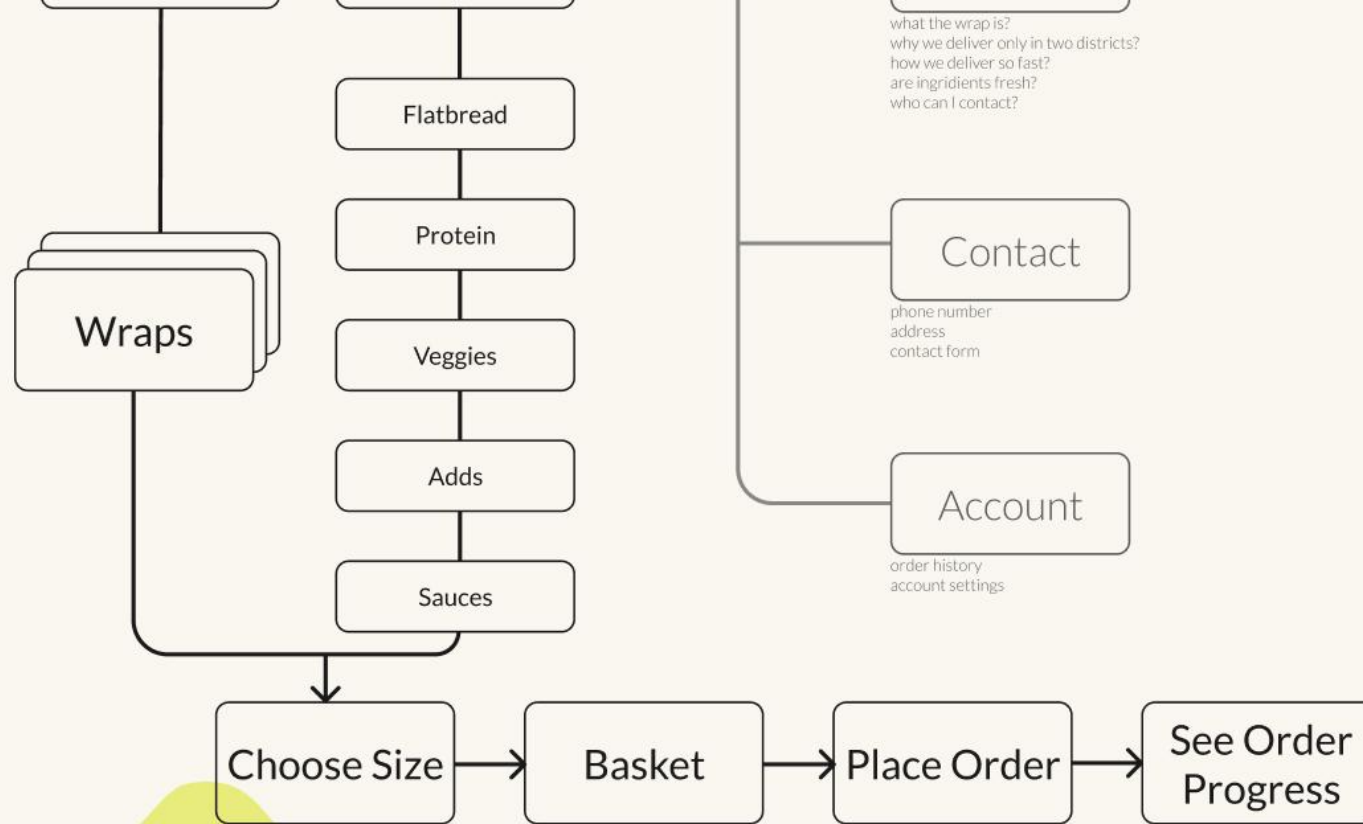
## Content Requirements

# Functionality Requirements

- Create a wrap of own choice
- Choose wrap from pre-made list
- Choose size of the wrap (S, M, L)
- Add items to shopping cart
- Place order (contact info, delivery info, payment method)
- See the order status
- Create an account (not required to make an order, but with an account delivery info such as address and contact will be remembered + history of past orders)
- Log In

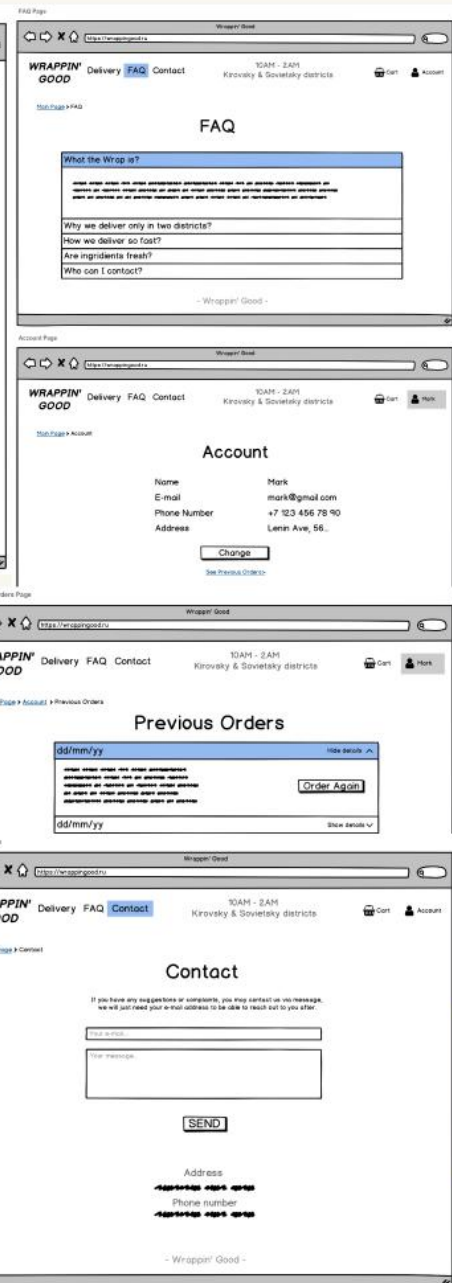
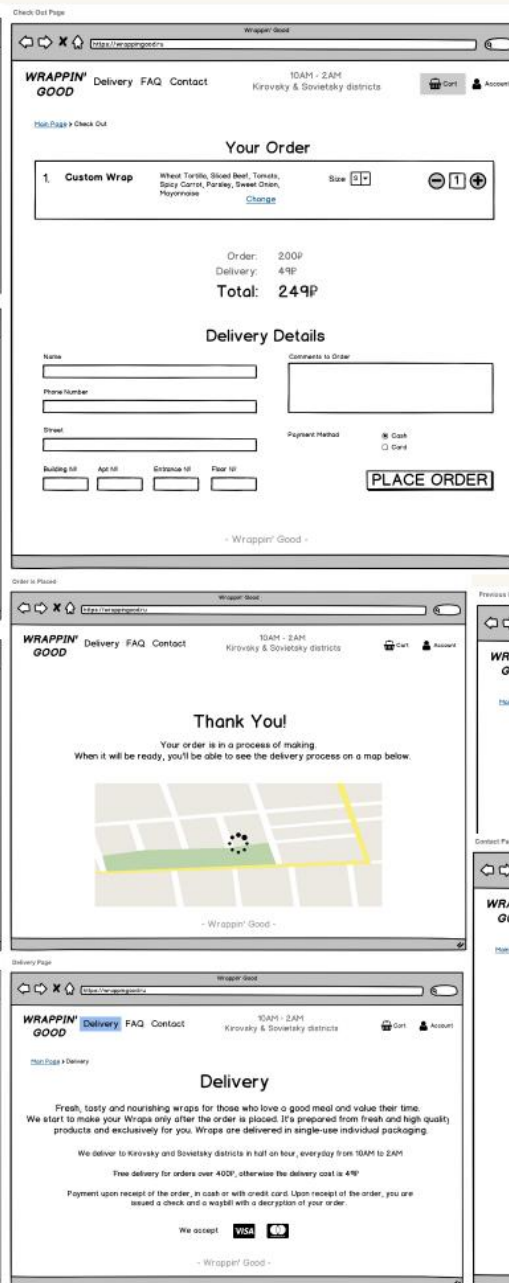
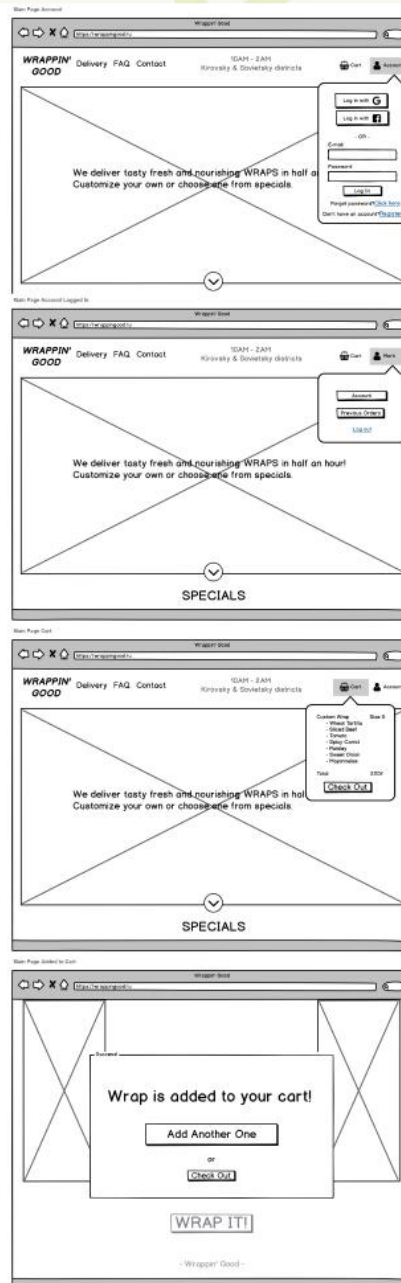
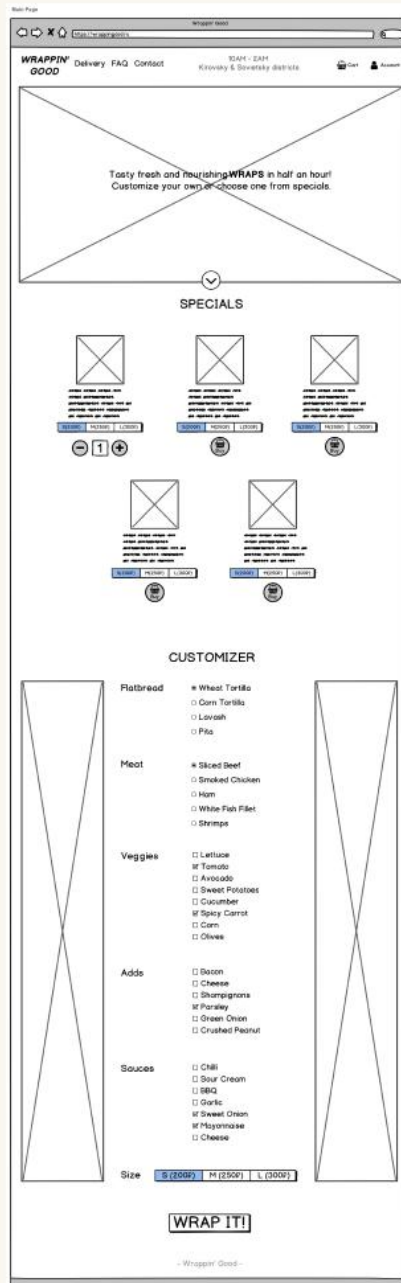
- Working hours
- Delivery radius (Sovietsky and Kirovsky districts)
- How much time the delivery takes (30 minutes max)
- Delivery cost (free if the order is more than 400₽)
- Food menu
- Images of ingredients and wraps
- Display prices
- Contact Info
- FAQ
  - What the wrap is?
  - Why you deliver only in two districts?
  - How do you deliver so fast?
  - Are all the ingredients fresh?
  - Who can I contact?





Wire  
frames





# Style

#FFFADF

#FDB3A

#A7D129

#1B1919

## Berkshire Swash Lato

# Mockups

