Claude Monet

Dmitry Kasimov

Restaurant Concept

Restaurant Name & URL

Claude Monet claudemonet.com

Food & drink

- Salads
 - Montclair oysters
 - Salad with pickled fennel and crispy srimp
 - Ceasar
 - Salad with duck breast
- Soup
- Onion soup
- Pumpkin cream soup with Parmesan foam
- Beetroot soup
- Hot Dishes
 - $^{\circ} \textit{ Beef Stroganoff}$
 - Rack of Lamb
 - Entrecote
- Drinks
 - · Coffee
 - Mineral water
 - Wine
 - ∘ Champagne

Customization (if you want we can change ingredients in our menu specially for you).

Location

Maple Grove, Minnesota.

Delivery radius: Maple Grove area.

Main target audience

- Business people
- Middle-aged people
- Seniors

Cost

\$\$\$ - expensive.

Elevator pitch

Claude Monet is a small corner of France in Maple Grove.

Wonderfully combining tradition and modernity? Our chefs have created the best platters for you. You will also find some favorite local dishes but each dish has been given a small France touch.

Sit down, relax and let your savory journey to France begin here.

Strategy

Target Audience

The website will focus on the following target audiences: **Roles** (groups of people with similar goals)

- Business Owner
- Executive
- People who want to have good French dinner

Demographics

- **Gender** man and women
- Education -College Education or higher
- Occupations administrators, small or big business owners
- Age 30-80
- Location -Maple Grove area

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

Think of at least 5 details among the categories below.

- Personality & Attitudes:
- Professional

- Attention to detail
 - Values:
- conservative
- Safety
- Family relationships
 - Lifestyles:
- Family
- Spending time at work
- Active
- Love classic food

User Personas (optional)

Strategy



Michael Jonson (57) - The Business Owner

- Boss of the big corporation
- Likes to impress bigger clients and business partners during meetings
- Married for 30 years, father with 27 years old son and 20 years old daughter
- Likes to surprise others



Natalie Jackson (35) – The business analyst

• Works in big company

- Likes her work
- Married 6 years, have no children
- Spends a lot of time on business trips around the world.



Antony Jordan (31) – The office manager

- Want to propose to marry
- Born in France
- Spend a lot of time playing football with friends
- Works in small family company

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Customize dishes
- Order catering services to the office or apartments
- Estimate the price of an event

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Appear professional and stylishly
- Communicate reliability
- Have no other ads

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Food menu
- Salads
- Soups
- Hot dishes
 - Desserts
 - Drinks
- Photos of dishes
- Information about Delivery area
- Information about our Chef
- About us
- Contacts
- FAQ
- Do You Deliver to the over areas?
- Can I customize my order?
- \circ Do you have minimum order?
- How much does delivery cost?
- \circ How long does it take to prepare and deliver the order?
- Can I order waiter service?

Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Log in
- Create an account
- View orders history
 - Order catering
- Indicate dishes/drinks
- Comments on each of the dishes about customizing
- Indicate waiter service
- information about the cost of each dish and service
- Indicate date/time of delivery
- ∘ Indicate the amount of people
- $\circ \ \textit{Contact information}$
- Information about payment
 - Make changes/cancel catering service after order has been placed

Sitemap

