

# Asian Taste

Jessica Li

# Restaurant Concept

## Restaurant Name & URL

*Name – Asian Taste*

*URL – [www.asiantaste.com](http://www.asiantaste.com)*

## Food & drink

A selection of food from a variety of Asian street markets

*Entrees:*

- *Steamed bao bun – Taiwan*
- *Tom yum soup – Thailand*
- *Prawn laksa – Malaysia*
- *Okinomiyaki – Japan*
- *Pork and prawn dumplings (dim sum) – China*
- *Korean fried chicken – Korea*
- *Chole bhatura – India*
- *Rainbow stuffed banh-mi – Vietnam*
- *Nasi goreng – Indonesia*
- *Etc.*

*Combos:*

- *Any combination of food from the entrée section up to 2, 3, 5, or 7 items*

*Drinks:*

- *Water*
- *Juice – Apple, Orange*
- *Alcohol (Wine, beer)*

## Location

- *Foster City, California – Lucky's Plaza Area*

- *Customers – Locals*

## Main target audience

- *Families*

## Cost

- *Entrée – \$8 to \$12 per dish*
- *Combos – \$11 to \$15 per dish*
- *Drinks – \$0.5 for medium, \$0.7 for large*

## Elevator pitch

*Why go halfway around the world for a taste of Asia? Come to Asian Taste and discover a variety of Asian street food! A cheap and easy way to fill your stomach!*

# Strategy

## Target Audience

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

**Roles** (groups of people with similar goals)

- *Families*
- *Workers*

### Demographics

- **Gender** – All
- **Education** – Elementary to College
- **Occupations** – Student to Worker
- **Age** – Children to Adult
- **Location** – Foster City, CA; San Mateo, CA

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

*Think of at least 5 details among the categories below.*

- **Personality & Attitudes:** Open-minded, relaxed, fun-loving, accepting
- **Values:** Empathy, progress, hard-working, patience
- **Lifestyles:** Reserved, like to mind their own business, variety of people, peaceful life

# Strategy

## User Persona

### **Katie Mills (45) – PERSONA**

- Katie Mills is a mother of two children. She works as a systems analyst at Visa, while her husband is a manager at a company located in San Francisco. Katie and her husband are generally pretty busy, but she still wants to make time for family. Additionally, because of their busy schedules, Katie and her husband don't cook very often. They need a convenient way of feeding their kids.

### **Henry Ting (33) – PERSONA**

- Henry Ting is a new parent and at the moment he is looking for a new place to eat. He and his new family also recently moved

to Foster City and Henry just started a new job at a nearby company. As his wife has decided to become a stay-at-home mom, he is currently busy earning money and taking care of them.

### **Karishma Singh (24) – PERSONA**

- Just started working at a company in Foster City. She also lives here with her parents. Her team will sometimes have a party, and they usually go out to eat. Recently, many team members have begun complaining about frequenting the same restaurants too often. She is looking for new options to improve team morale.

# Strategy

## User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Find out if the restaurant is open
- Explain and provide information about the menu options
- Give information of how fast or far away food needs to be delivered Find out about the menu options
- Move through the website with ease
- Find out about the cost and any coupons available
- 

## Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Move through the website with ease
- Find out about the cost and any coupons available
- Communicate the variety of food offered

- Outline of Scope

## Content Requirements

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

*“The user will be looking for...”*

- Menu (food, drinks, cost)
- Promotional photos of restaurant
- Home Page (explaining food, and experience)
- About us (contact info)
- Business hours
- Location
- Delivery info (speed, time)

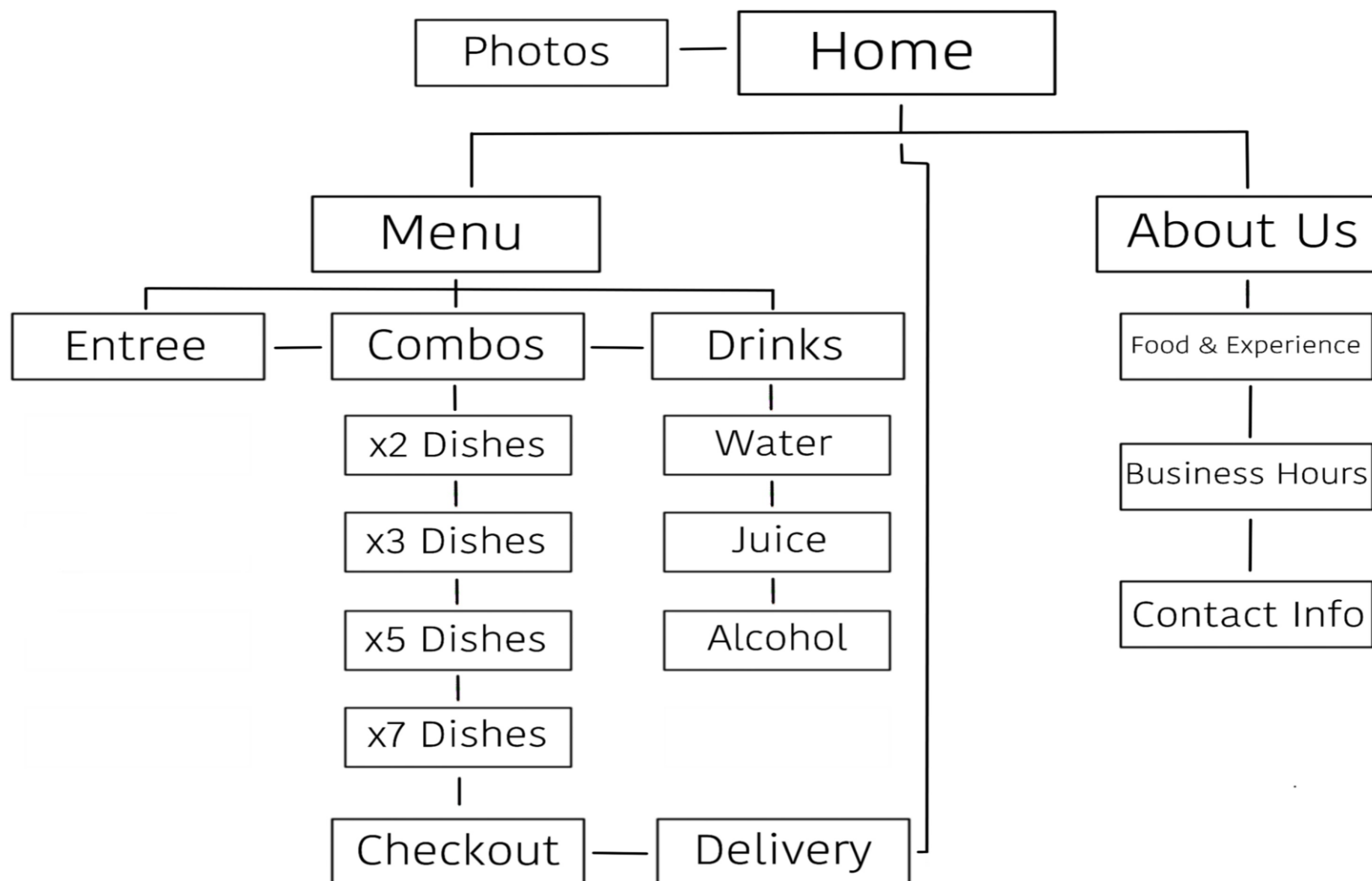
## Functionality Requirements

Systems that will allow the user accomplish tasks.

*“The user will be able to...”*

- Create profile
- Choose dishes (either main entrees, combos, and drinks)
- Add to shopping cart and order
- Follow delivery on app
- Get notification when food is delivered
- Rate or report a problem

# Sitemap

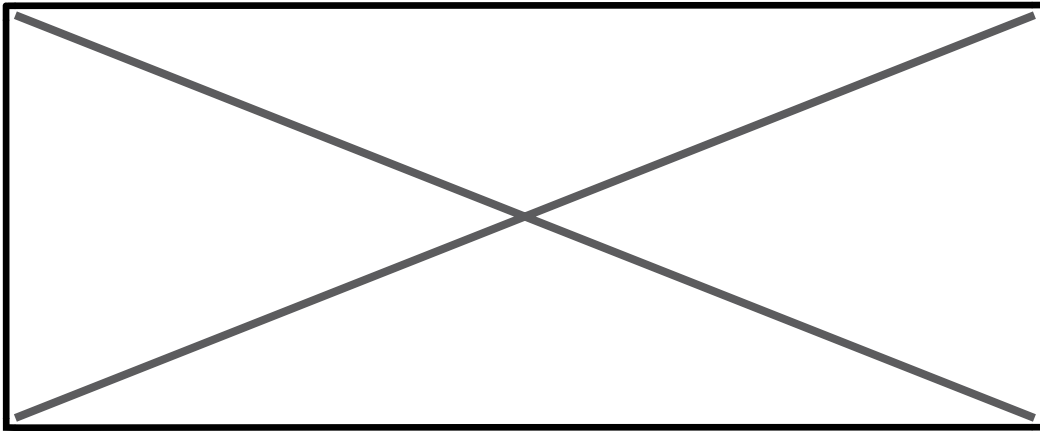
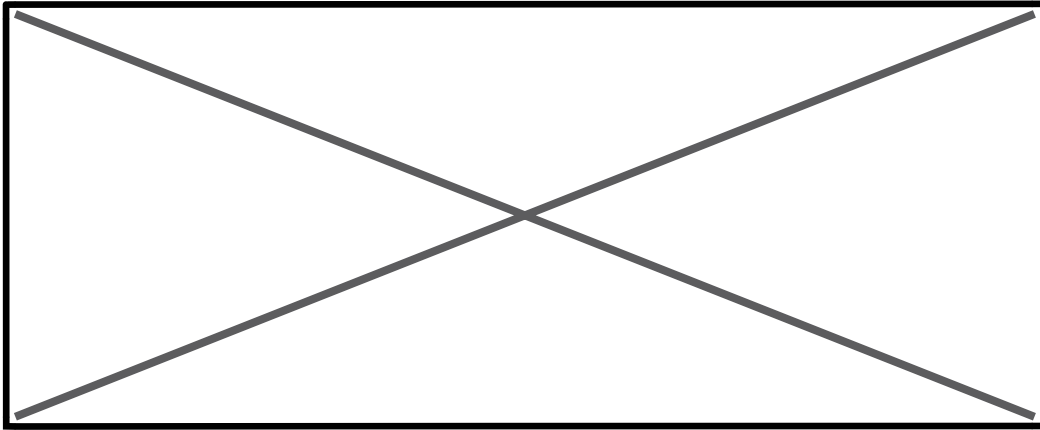




# AsianTaste

[Home](#)[Menu](#)[About Us](#)[Help](#)

Welcome to our website, where we hope you will have a speedy service even if you don't visit our resaurant. Enjoy your meal!



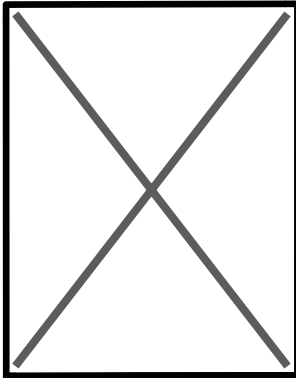




# AsianTaste

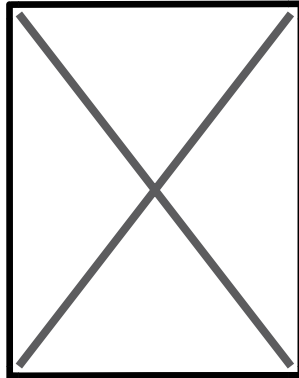
[Home](#)[Menu](#)[About Us](#)[Help](#)

Hello! I see you've found our menu. To order food, click the links. They will lead you to your options. Have fun!



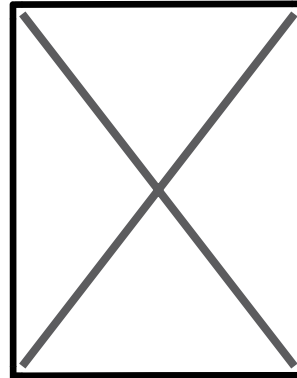
## [Entrees](#)

A variety of Asian street foods for you to choose from



## [Combos](#)

A pinch of different entrees all thrown into one



## [Drinks](#)

Drinks for all ages (remember to pace yourself!)

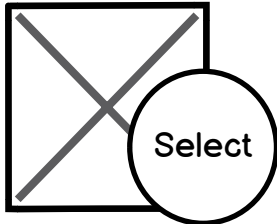




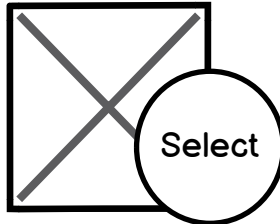
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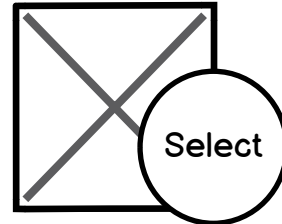
## Entrees



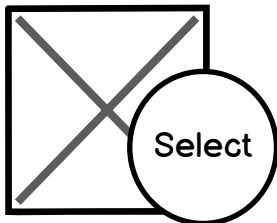
Steamed bao bun  
– Taiwan



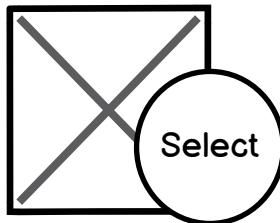
Tom yum soup  
– Thailand



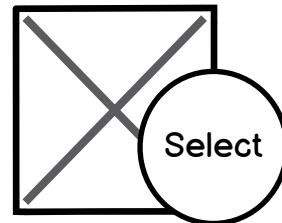
Pork and prawn  
dumplings (dim sum)  
– China



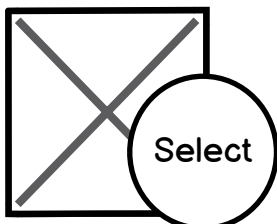
Okinomiyaki – Japan



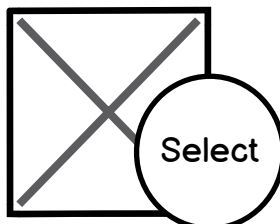
Prawn laksa  
– Malaysia



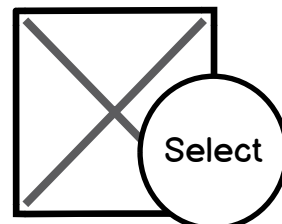
Rainbow stuffed banh-mi  
– Vietnam



Chole bhatura – India



Korean fried chicken  
– Korea



Nasi goreng  
– Indonesia

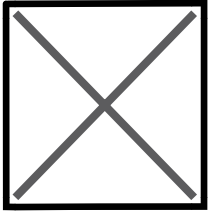
[Order](#)



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## Combos



Pick a Combo Size



Set of 2

Set of 3

Set of 5

Set of 7

- ☐ Steamed bao bun – Taiwan
- ☐ Tom yum soup – Thailand
- ☐ Prawn laksa – Malaysia
- ☐ Okinomiyaki – Japan
- ☐ Pork and prawn dumplings (dim sum) – China
- ☐ Korean fried chicken – Korea
- ☐ Chole bhatura – India
- ☐ Rainbow stuffed banh-mi – Vietnam
- ☐ Nasi goreng – Indonesia
- ☐ Etc.

[Order](#)



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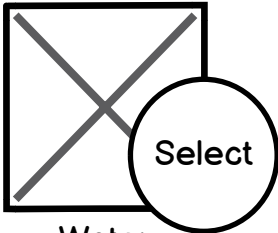
Home

Menu

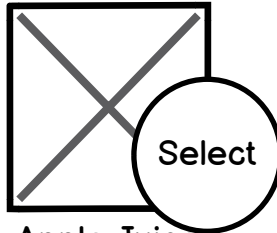
About Us

Help

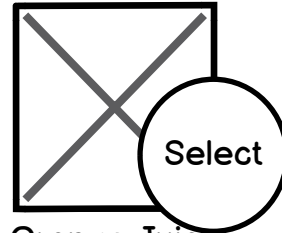
## Drinks



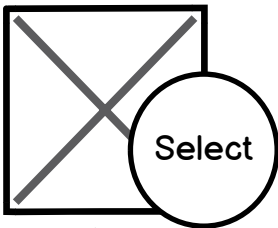
Water



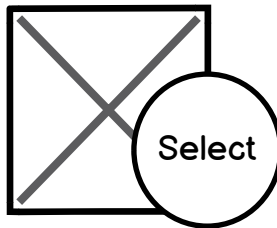
Apple Juice



Orange Juice



Wine



Beer

Order

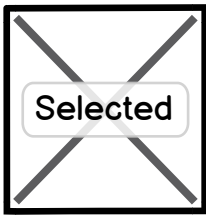


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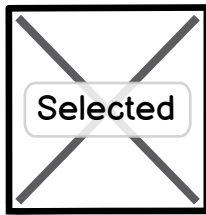
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## Checkout

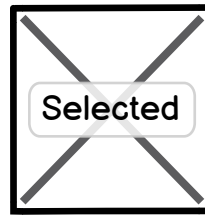
You ordered:



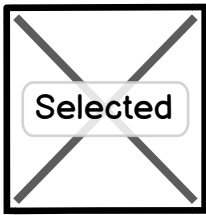
Korean fried chicken  
– Korea



Rainbow stuffed banh-mi  
– Vietnam



Set of 2:  
Prawn laksa – Malaysia  
Okinomiyaki – Japan



Water

[Checkout](#)



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## Delivery

We deliver to all areas inside Foster City and parts of San Mateo.

### Contact Info

Name

Phone number

Address

### Date of Delivery

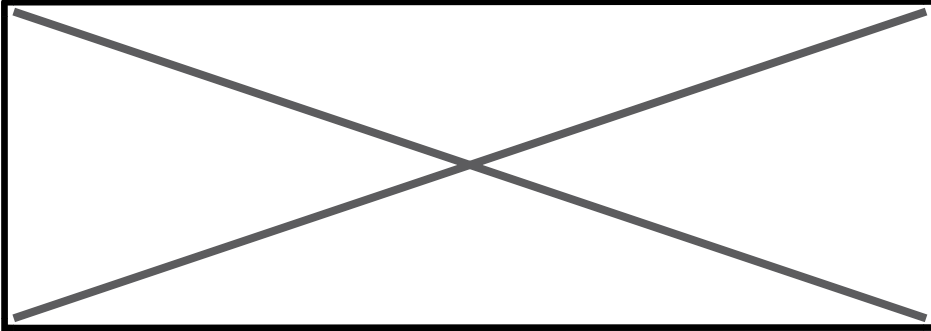


Comments:

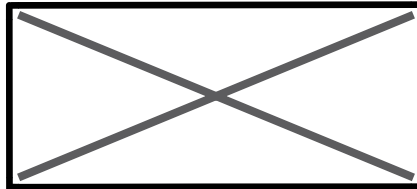




# AsianTaste

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Welcome to the About Us page! Here you can learn more about the food we serve and how AsianTaste came to be! We are located at Lucky's Plaza. Come and check us out!



## Food & Experience

AsianTaste started out as a small resaurant that coveted mainly Chinese dishes. However, as our business grew, we realized that customers would also like to taste other Asian dishes. Additionally, many of our staff were from different parts of Asia, allowing the variety of out dishes to grow.

In terms of your experience, many customers have said that our restaurant is very warm and welcoming. It is normally bustling with

## Business Hours

We are open from Monday to Friday:

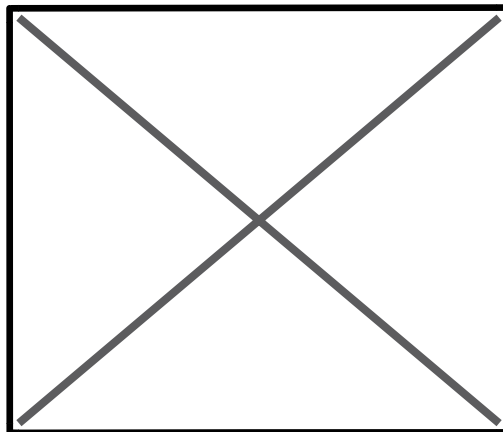
Monday – 4 to 10 pm

Tuesday – 4 to 10 pm

Wednesday – 3 to 9 pm

Thursday – 4 to 10 pm

Friday – 5 to 11 pm





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## Help

### Popular Questions

Q: What do we do if we have any allergies?

A: If you have any allergies, please specify in the comments section of your order.

Q: Our order hasn't arrived yet? Why is it taking so long?

A: If your order hasn't arrived in the next 30 minutes, please call us at (xxx) xxx-xxxx.

Q: How long does it normally take to complete our orders?

A: It takes around 15-20 minutes for your food to be ready. If you ordered for delivery, it will be around 30 minutes before your food will be delivered to your house.

If you have any more questions, again, our number is (xxx) xxx-xxxx.

If our line is busy, you can always email us at xxxxxx@gmail.com. We will readily look into your concerns.



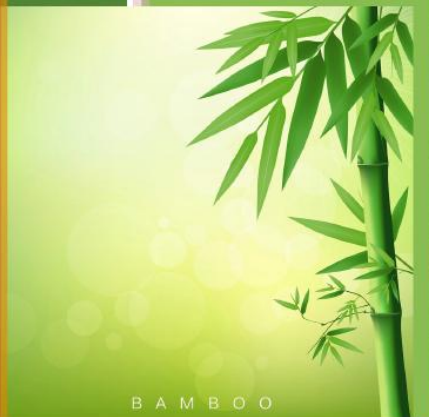
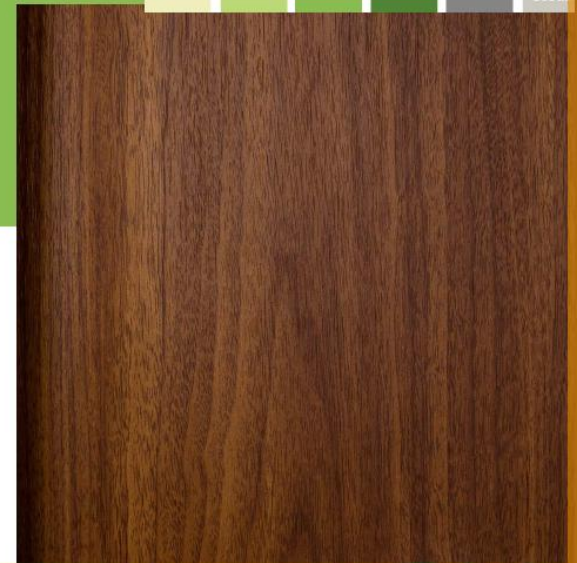
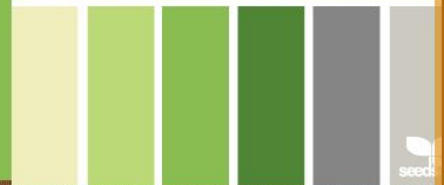


# ASIA TASTE

moodboard

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9



BAMBOO

# ASIAN TASTE



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Welcome to our website! We hope you will find something good to eat and a speedy service. Enjoy your meal! You can find our menu below.

## MENU



Here you can select the dishes you want to order:



Entrees



Combos



Drinks

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