

# Sugar Treats

David

# Restaurant Concept

## Restaurant Name & URL

*Sugar Treats*

*Sugartreats.com*

## Food & drink

*Cakes*

*Choco Excess Cake*

*Theme Cake*

*Gems Cake*

*And many more*

*Brownies*

*Cookies*

*Vancho Mousse*

*Cakesicles*

## Location

*Thodupuzha, Kerala, India*

**Main target audience** Any age group can be the audience .Targeted on birthday parties, wedding ceremony, baby shower, all other celebrations. Especially College students.

## Cost

Depends on the product Ranges from 500 INR to above.

Affordable price

## Elevator pitch

*Brothers on an exciting baking adventure, to indulge the delight and freshness baked from our family to yours...*

# Strategy

## Target Audience

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

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

- Late-night partier
- Executive
- Business Owner

### Demographics

- Gender - Somewhat more women than men
- Education - College Education or higher
- Occupations - Office managers/secretaries, administrators, small business owners
- Age - Early 20s to 65
- Location – Thodupuzha, Kerala

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

### ● Personality & Attitudes:

- Professional
- Adventurous
- Attention to detail

### ● Values:

- Liberal /conservative
- Open-minded

### ● Lifestyles:

- Family
- Take vacations
- Partiers

# Strategy

## User Personas



### **ANJALI MENON (24) – Student**

- 24 year old CA Student
- Stays up late studying/parties
- Perfect GPA
- “I love trying new cakes”



### **PHILIP VARGHESE (26) – Communications Director**

- Organizes and plans events to raise money/donations during the holiday season

- Runs the social media campaigns
- Loves to take baking classes with his friends



### **RITHIN JOSE (28) – Business owner**

- Boss of a small marketing startup (20 people in the office)
- Likes to impress bigger clients during meetings and project wrap ups
- Throw parties for his colleagues

# 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 order or pick from a list of favorite bowls
- Find out if the restaurant is open
- Contact someone with questions or issues with an order

## 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 sophisticated
- Communicate reliability
- Communicate affordability
- Communicate fast service

# Outline of Scope

## Content Requirements

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

*"The user will be looking for..."*

- Food Menu
  - Theme Cakes
  - *Brownies*
  - *Cookies*
  - *Vancho Mousse*
  - *Cakesicles*
- Opening times
- Images of menu items
- Describe delivery radius: 10km radius of Tdpa
- Describe delivery speed: Delivery within an hour
- About us
- Testimonials
- Contact (phone number + address)
- FAQ - What are the questions?
  - Where Do You Deliver?
  - Do you charge for delivery?
  - How much time do you need prior to an order?
  - What is your pricing structure?
  - Who can I contact?

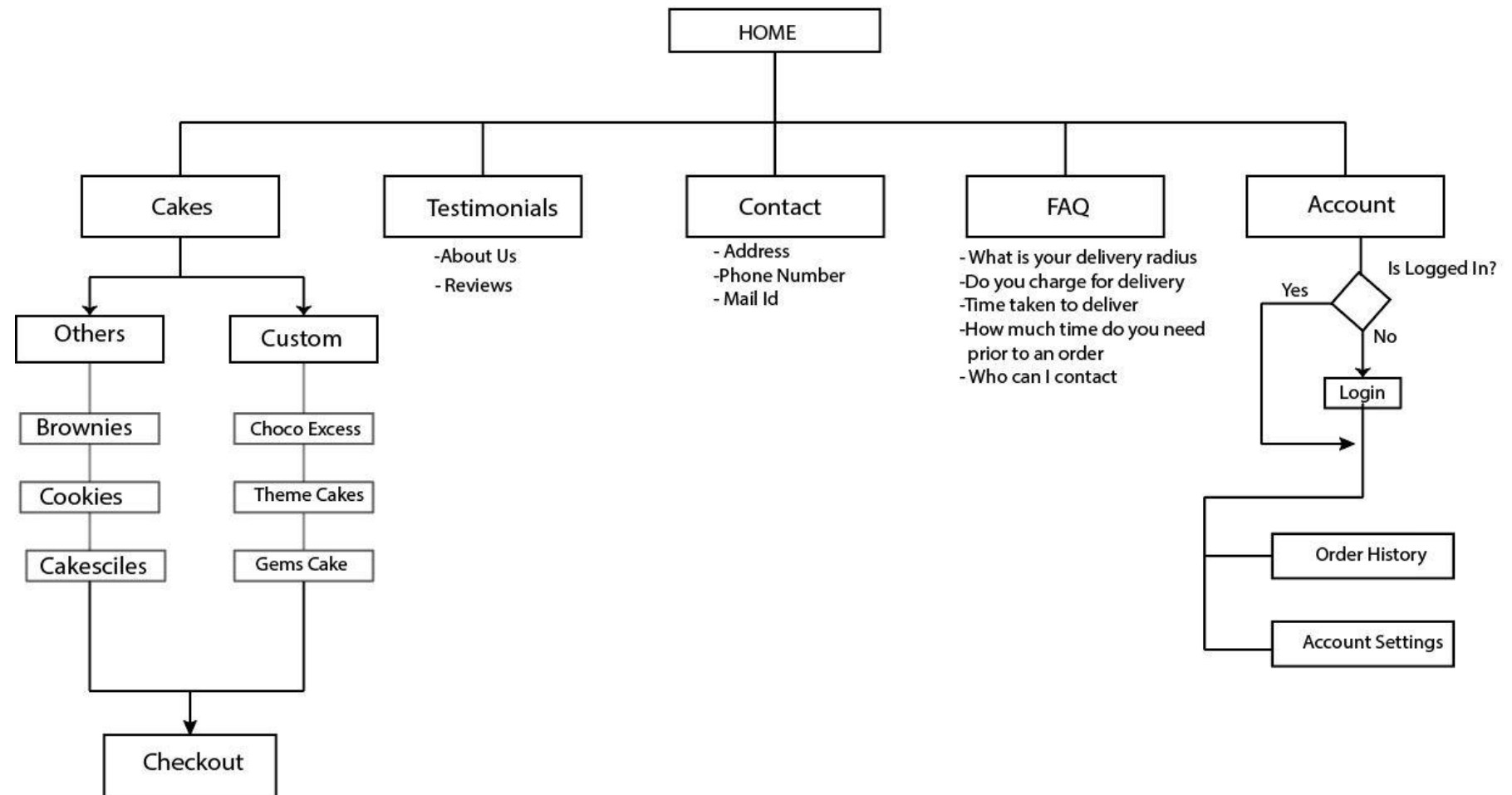
# Functionality Requirements

Systems that will allow the user accomplish tasks.

*"The user will be able to..."*

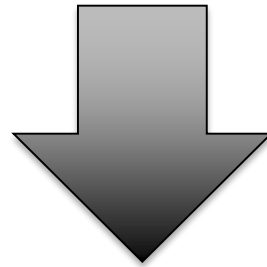
- LIST FUNCTIONALITY REQUIREMENTS HERE
- Get help via a live chat feature
- Customize the catering order
  - Indicate date/time of delivery
  - Indicate the quantity of cake
  - Pick the flavor/theme
- Place order
  - Contact information
  - Delivery information
  - Make payment
  - Get order confirmation
- Create an account
  - view current/past orders
- Log in

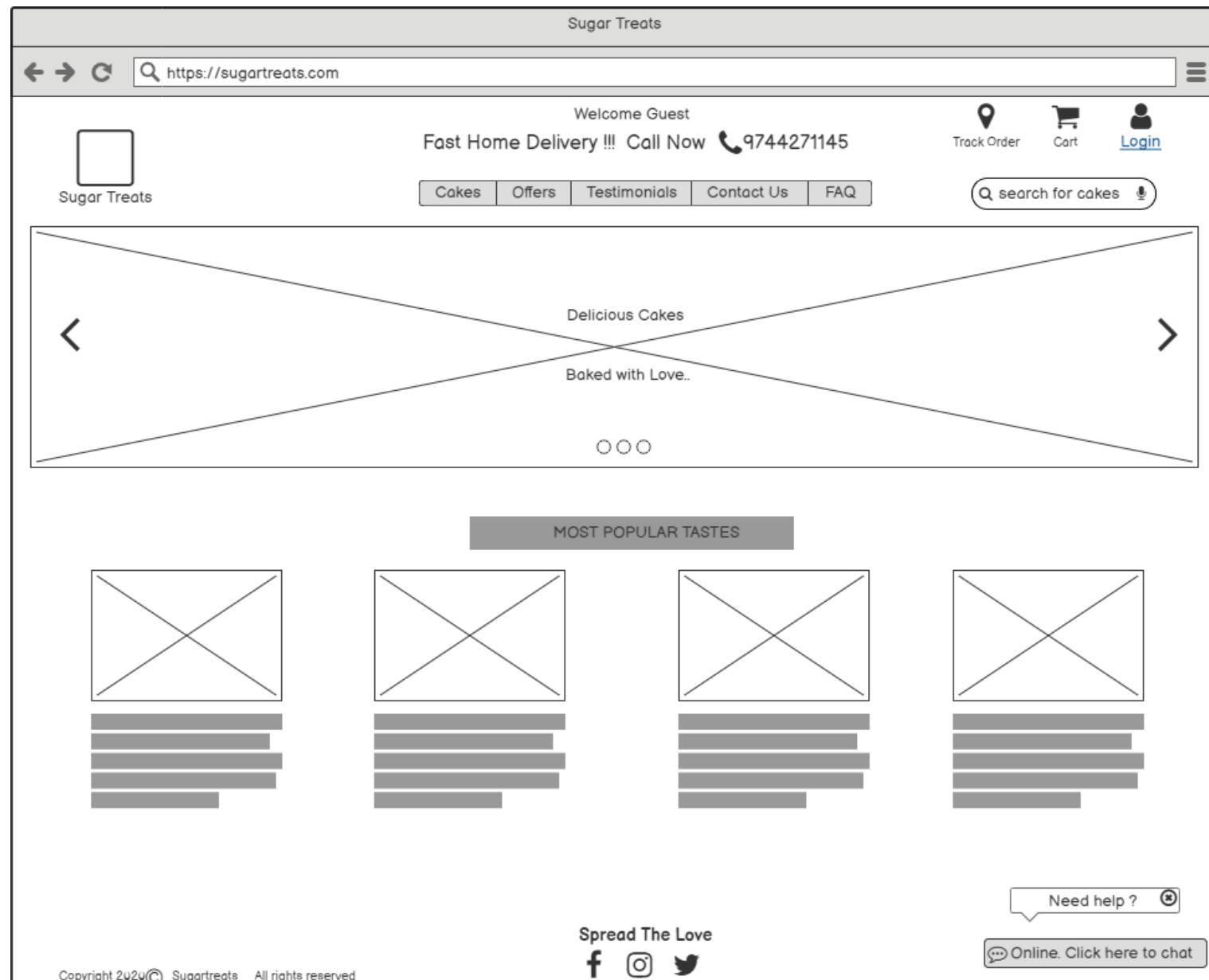
# Sitemap



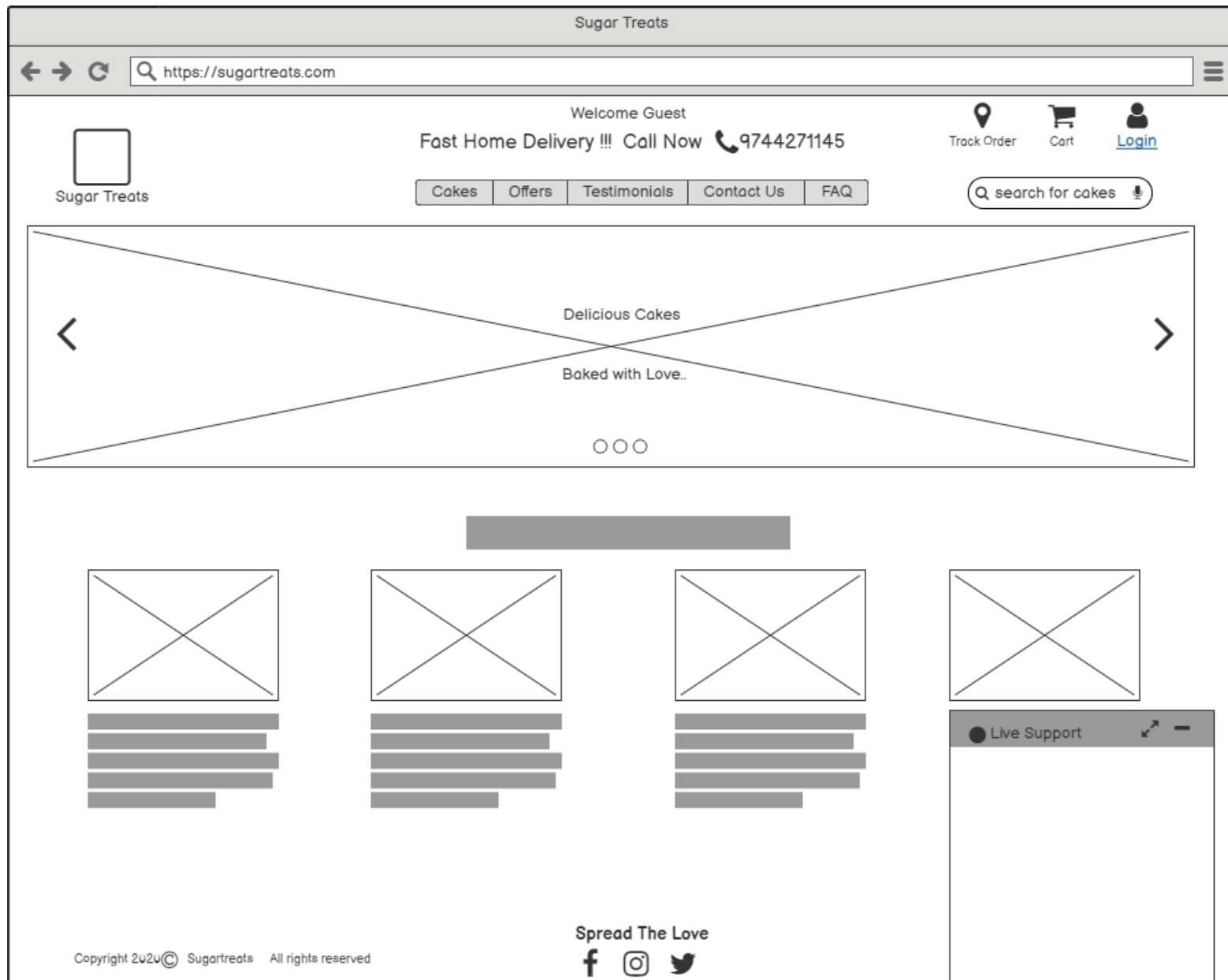


# Wireframes

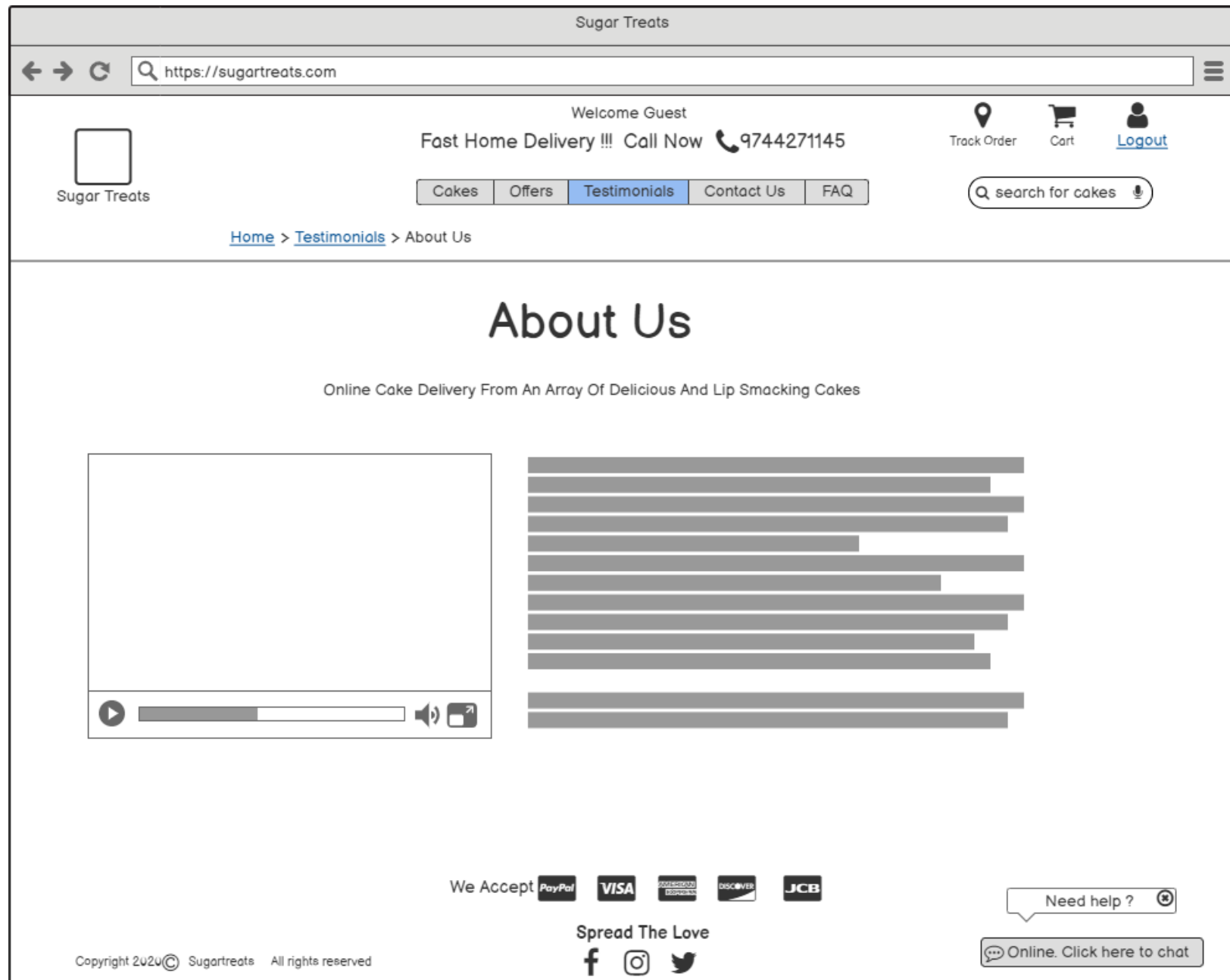




Home Page----- Desktop Layout



Home Page Wireframe - Live Chat Pop-Up -Desktop Layout




Additional Page Wireframe – Testimonials (About Us) Desktop Layout

Sugar Treats

← → ↺

https://sugartreats.com/cakes

☰

  
Sugar Treats

Welcome Guest  
Fast Home Delivery !!! Call Now 9744271145

[Track Order](#) [Cart](#) [Logout](#)

[Cakes](#) [Offers](#) [Testimonials](#) [Contact Us](#) [FAQ](#)

[Home](#) > [Cakes](#) > Butterscotch





Product Name

★

[Review](#)

₹

Weight

☐ Make it eggless @ Rs.50

Message on cake

Pin Code:

Buy Now

Description:

Need help ?

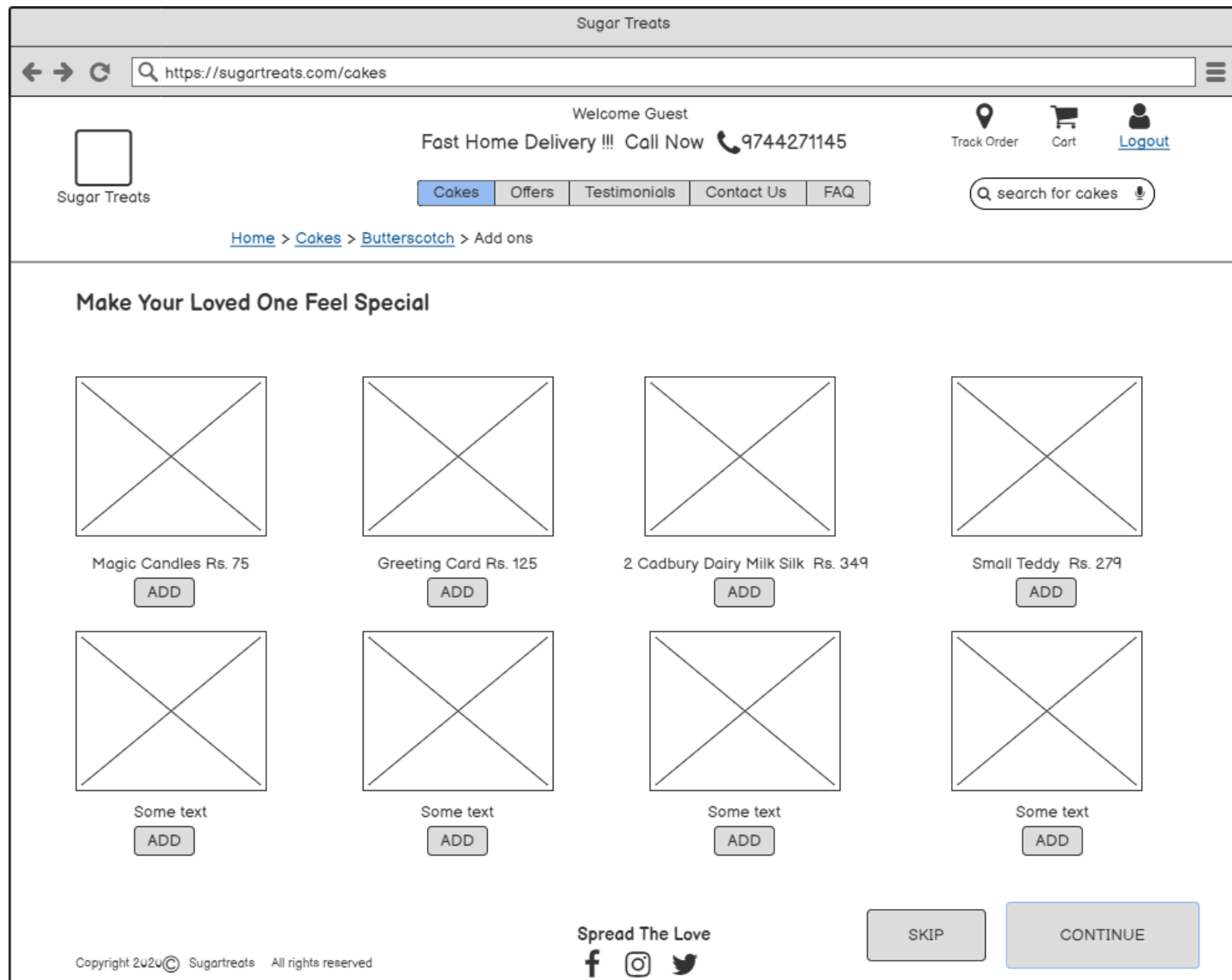
Online. Click here to chat

Spread The Love

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Ordering Process Wireframes Desktop Layout



Ordering Process Wireframes Desktop Layout


Sugar Treats

[←](#)
[→](#)
[↺](#)



Sugar Treats

Welcome Guest







Fast Home Delivery !!! Call Now  9744271145

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[Cart](#)
[Logout](#)

[Cakes](#)
[Offers](#)
[Testimonials](#)
[Contact Us](#)
[FAQ](#)

[Home](#) > [Cakes](#) > Shopping Cart




### Shopping Cart

Item	Price	Qty	Subtotal	Action
		2		 
		1		 

CONTINUE SHOPPING

PROCEED TO CHECKOUT

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Ordering Process Wireframes Desktop Layout

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https://sugartreats.com/cakes/checkout

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 Track Order  Cart  [Logout](#)

[Cakes](#) [Offers](#) [Testimonials](#) [Contact Us](#) [FAQ](#)

[Home](#) > [Cakes](#) > Check out

Sender Details

Email

Sender Name

Sender Phone

Delivery Details

Receiver Name

Delivery Address

Receiver Phone

Delivery Date  

Delivery Time  ▼

CONTINUE SHOPPING

PROCEED TO PAYMENT

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[Offers](#)
[Testimonials](#)
[Contact Us](#)
[FAQ](#)

[Home](#) > [Cakes](#) > [Check out](#) > Payment

PAYMENT DETAILS

Choose payment method

☐ Credit Card
 

☒ Debit Card
 

Name on card

Card number

Expiration date

01

▼




2020


▼

☐ Net Banking

☐ Cash On Delivery

Spread The Love

Need help ? 

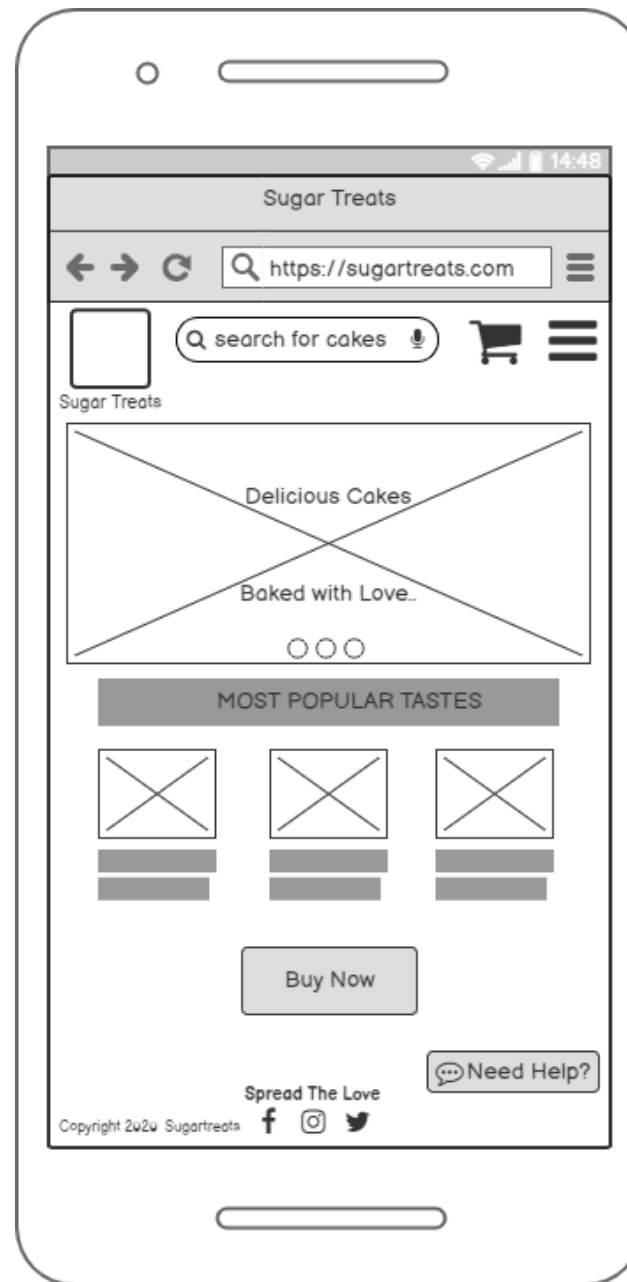
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Ordering Process Wireframes Desktop Layout



Ordering Process Wireframes Desktop Layout



**Home page –Mobile Layout**

# *Sugar Treats*





## SUGAR TREATS



Sugar Treats





**SUGAR TREATS**  
*Delicious - Delicious*

Welcome Guest

**Fast Home Delivery !!! Call Now 9744271145**

*Sugar Treats*

 Track Order
  Cart
  Login

[CAKES](#)
[OFFERS](#)
[TESTIMONIALS](#)
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[FAQ](#)

*Delicious Cakes Baked With Love*



**MOST POPULAR TASTES**



*Chocolate Cakes*



*Chocolate Cakes*



*Simple Chocolate*



*Minimal Series*

**Explore**

Spread The Love






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HOME PAGE – Desktop Layout

Sugar Treats



WELCOME GUEST

**Fast Home Delivery !!! Call Now 9744271145**





*Sugar Treats*

Track Order Cart Login

search for cakes

CAKES OFFERS TESTIMONIALS CONTACT US FAQ

[Home](#) > [Cakes](#) > Amusing Kitkat Cake

### AMUSING KITKAT CAKE

★ 4.7 [Review](#)

**₹ 649**

Weight

☐ Make it eggless @ Rs. 50

Message on cake

Pin Code

**Buy Now**

#### Description

Now is the time you make a choice, a KitKat or a cake? Can't make the decision? Well, we are just joking. Why make a choice when we can have both KitKat and cake, in one? Yeah, this cake is one such incredible combination that tastes mesmerizing and is apt to make an occasion pretty happening.


Spread The Love

[f](#) [i](#) [t](#)

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Ordering a cake step 1






SUGAR TREATS  
*Sweetness in Every Bite*  
സ്വേദം ചേർത്ത

Welcome Guest

**Fast Home Delivery !!! Call Now 9744271145**









*Sugar Treats*

 Track Order
  Cart
  Login




[CAKES](#)
[OFFERS](#)
[TESTIMONIALS](#)
[CONTACT US](#)
[FAQ](#)

[Home](#) > [Cakes](#) > [Amusing Kitkat Cake](#) > Add ons

### MAKE YOUR LOVED ONE FEEL SPECIAL

 <p>Magic Candles Rs. 75</p> <p>ADD</p>	 <p>Greeting Card Rs. 125</p> <p>ADD</p>	 <p>Dairy Milk Silk Rs.345</p> <p>ADD</p>	 <p>Teddy Bear Rs.275</p> <p>ADD</p>
 <p>Birthday Mug Rs. 255</p> <p>ADD</p>	 <p>Foil Balloon Rs. 250</p> <p>ADD</p>	 <p>Foil Balloon Rs. 250</p> <p>ADD</p>	 <p>Magic Candles Rs. 75</p> <p>ADD</p>

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SKIP

CONTINUE

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Ordering a cake- step 2 – Add ons along with the cake





WELCOME GUEST

Fast Home Delivery !!! Call Now 9744271145

*Sugar Treats*







Track Order Cart Logout

search for cakes

CAKES OFFERS TESTIMONIALS CONTACT US FAQ




[Home](#) > [Cakes](#) > Shopping Cart

## Shopping Cart

Item	Price	Qty	Subtotal	Action
 <p>AMUSING KITKAT CAKE</p>	₹ 649	1	649	 
 <p>MAGIC CANDLE</p>	₹ 75	2	150	 
TOTAL			800	

[Continue Shopping](#)
[Proceed To checkout](#)

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Ordering Cake- step 3 –Shopping Cart

Sugar Treats



**SUGAR TREATS**  
*Reliable & Delicious*  
05603000

Welcome Guest

**Fast Home Delivery !!! Call Now 9744271145**

*Sugar Treats*

 Track Order

 Cart

 Logout

**CAKES OFFERS TESTIMONIALS CONTACT US FAQ**

[Home](#) > [Cakes](#) > Check Out

**Sender Details**

Email

Sender Name

Sender Phone

**Receiver Details**

Receiver Name

Delivery Address

Receiver Phone

Delivery Date   

Delivery Time  

Continue Shopping

Proceed To Pay

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Step 4- Sender and Receiver Details



**WELCOME GUEST**  
**Fast Home Delivery !!! Call Now 9744271145**  
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[FAQ](#)

[Home](#) > [Cakes](#) > [Check Out](#) > Payment

### PAYMENT DETAILS

**Choose Payment Method**

☐ Credit card






☒ Debit card



Name on the card

Card Number

Experation Date  



☐ Net Banking  
☐ Cash On Delivery


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Step 5- payment




SUGAR TREATS  
*Sweetness & Happiness*  
செவ்வாய்

Welcome Guest  
**Fast Home Delivery !!! Call Now 9744271145**  
*Sugar Treats*

 Track Order  Cart  Logout

CAKES OFFERS TESTIMONIALS CONTACT US FAQ

[Home](#) > [Cakes](#) > [Check Out](#) > Payment






**PAYMENT CONFIRMED**  
Thank You  
Your payment has been successful and your booking is now confirmed.  
A confirmation email has been sent to example@gmail.com

HOME

*gracias*

Spread The Love

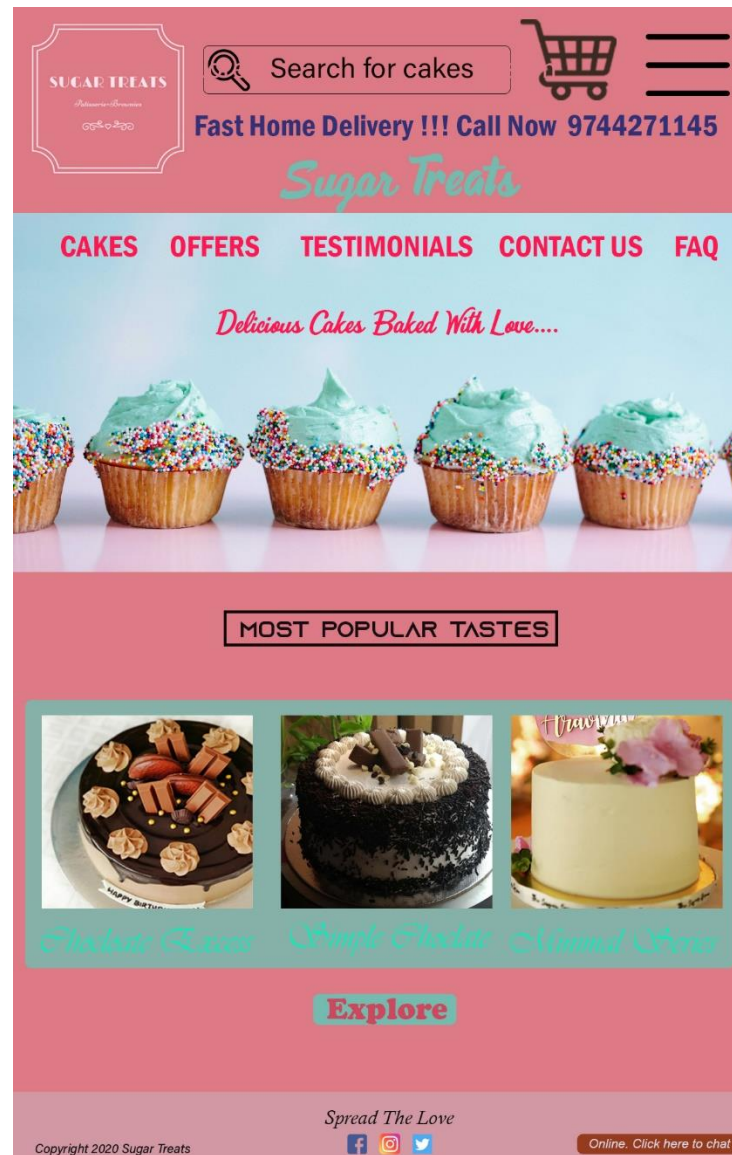
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Step 6- Payment Confirmation



About Us Page



Home Page –Mobile Layout

# Thank You

*Sugar Treats*