

360 Recipes

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Restaurant Concept

Restaurant Name & URL

360 Recipes

URL – www.360recipes.com

Food & drink

360 Recipes serves indian , chinese dishes .

Location

360 Recipes located in gurugram , haryana , India .

Main target audience

- Teenagers
- Busy working folks
- Business people .
- Seniors

Cost

360 Recipes is moderate range restaurant and is affordable for every class .

Elevator pitch

We cook food not just to fill stomach but to fulfill mind happiness for creating memories because we believe “ Good food for good memories” .

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- *Teenagers*
- *Family persons .*

Demographics

- **Gender** – Both Male and female
- **Education** – Senior secondary
- **Occupations** – Business , job
- **Age** – 18 - 50

- **Location** -Gurugram , Haryana , India .

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:** Explorer , professional , Hygienic .
- **Values:** Conservative , safety , liberal .
- **Lifestyles:** Family , Active , Chill out with friends .

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- See Past order history.
- Customer support for issue.
- Best offer.
- Ratings for different foods.

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Communicate professionally.
- Systematic payments.

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Detailed Food Menu
- Contact details
- Testimonials
- Delivery speed
- Ratings
- About Us

Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Order placing details like delivery details ,order details etc.
- Changing of order status.
- Login/Signup.
- Live support.
- Real time order tracking.
- Multiple Payment options.

Sitemap



