## SALADS & BOWLS

**Satyajit Ghana**

## Restaurant Concept

##### Restaurant Name & URL

**Salads & Bowls**

saladsandbowls.in

##### Food & drink

Customized Salads

**Customization**

***Carbs***

* Quinoa
* Oats
* Brown rice
* Mixed Pulses

***Proteins***

* Sweet Chili Salmon
* Steamed Chicken
* Grilled Chicken
* Roasted Beef

***Cold add-ons***

* Boiled Eggs
* Sliced Beet root
* Mango Salads
* Egg Plant
* Spicy Tomatoes
* Cucumber

**Location**

Located at **Bangalore, Karnataka**.

**Delivery:** Island Wide

##### Main target audience

* Busy working folks

##### Cost

***₹₹- Moderate***

##### Elevator pitch

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***Warm add-ons***

* Baked Carrot
* Baked Broccoli
* Classic sweet Corn
* Fried Egg Plant
* Caramelized

*“We provide Salads that is designed for your needs as one wholesome bowl. We offer a fruitful customization of our salads from healthy carbs, proteins and lovely vegetables with toppings & dressings that fulfills your*

*taste & health in your busy life. ”*

***Toppings***

* Coriander
* Lime Squeeze
* Avocado
* Roasted Garlic

***Dressings***

* Sesame sauces
* Balsamic
* Mustard
* Olive Oil

## Strategy

### Target Audience

The website will focus on the following target audiences:

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

* *Managers (Busy at work, places order directly)*
* *Business Owners (Directly Placing the order)*
* *Office Admins (Placing order for others)*
* *Research Scientist (Needing a twist of healthy food at busy life)*
* *Marketing People (Placing food order directly)*

##### Demographics

* **Gender** – Men & Women
* **Occupations** – Managers, Marketing peoples,

Office admins, Business owners, University researchers

* **Education**- University and Higher
* **Age** – 25 to 65
* **Location** - Central Area, Singapore
* **Marital Status** – Married, Single

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

##### Personality & Attitudes:

* + Professional
  + Attention to detail
  + Healthy and Fit
  + Disciplined
  + Slow eater

##### Values:

* + Conservative
  + Health conscious
  + Keeps up Time
  + Efficient
  + Creative

##### Lifestyles:

* + Spends time with Family
  + Gym Lover
  + Social a ctivities ex: Run for cause
  + Regular Health checkups
  + Fashion Lover

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## 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 Salad options available**
* **Provide a very good experience as the users will order using Mobile App**
* **Follow the order after it has been placed**
* **Pay for the order using Digi bank, Credit/ debit cards, Other Wallet services for a seam less ordering experience**

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 affordability**
* **Communicate healthy food**
* **Tell why Salads&Bowls provide a best customization of Salads for the users**

**Outline of Scope**

**Content Requirements**

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

*“The user will be looking for…”*

##### Restaurant Opening Timings / Days

* **Images for redirection to “Order Now” landing Page**
* **Salad Menu / Customizable items**
* **Display Prices**
* **Images of Menu item s**
* **Our Story: Salads&Bowls**
* **Mission Statement**
* **Tag Line with Image**
* **Contact**
* **Trending & Highlights**
* **FAQ’s**
  + Is there a delivery charges?
  + Do you have a minimum order?
  + How much time do you need prior to order?
  + Who can I contact?
  + How to track my delivery status?
  + Is my Salad freshly made?

**Functionality Requirements**

Systems that will allow the user accomplish tasks.

*“The user will be able to…”*

##### Customize the Salad Order by choosing

* + **Carbs**
  + **Proteins**
  + **Warm add -ons**
  + **Cold add- ons**
  + **Toppings**
  + **Dressings**
* **Choose from existing Signature Salad Bowls**
* **Add Items to shopping cart**
* **Place order by entering**
  + **Payment info**
  + **Contact Info**
  + **Delivery address**
  + **Get order confirmation**
* **See order status via unique link**