NeoPolitan Pizza

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Restaurant Concept

Restaurant Name & URL

NeoPolitan Pizza
neopolitanpizza.com

Food & drink

- *Pizzas*
- *Sides : Garlic Bread, Pastas, IceCreams, Dips*
- *100% customisable (pay according to the toppings)*
- *Only non - alcoholic sodas*
- *Alcohol free (Prevent underage drinking of UG Students)*

Location

Chennai, Tamil Nadu(TN), INDIAN (IN)
Delivery Radius: 50KM around Chennai

Main target audience
- Engineering Students
- Under Graduates
- Post Graduates
- Travelling Students on allowance/budget
- Away from home University Professors
- University students with opposite sleep cycle
- New interns on a budget

Cost

$ - Very Affordable
1.Targeting Students on a budget or monthly allowance from parents.
2.Pay according to the toppings used (100% Customizability)
3.Special Night discounts (midnight - 6AM)

Elevator pitch

Main aim is to provide affordable, low priced but quality pizza to college students who are on monthly allowance or on a tight budget. Also to serve students pulling an allnighter and craving food post midnight.
Also it's alcohol free to prevent underage drinking amongst the undergraduates.

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- *University students on monthly budget*
- *Late night partying students*
- *Late night studying students*
- *New interns on low budget salaries*
- *Night Shift workers*

Demographics

- **Gender** - All
- **Education** - College Students
- **Occupations** - Students
- **Age** - 17 to 30
- **Location** -Urban (Chennai, India)

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**
  Last minute workers
  Party People
  Youthful
- **Values:**
  Libral
  Open-Minded
  Financially dependent
- **Lifestyles:**
  Active
  Nocturnal
  Studious
  Party Animals

Strategy

User Personas

DEEPAK SHARMA (21) – Underpaid Intern

- 21 years old, final year student
- Recently job an internship
- Underpaid
- Building a profile for future job
- "Managing my lifestyle on a budget is a skill that I'll soon possess."

LILLY KAPOOR (19) – PARTY ANIMAL

- 19 years old, Sophomore fashion designing student
- Likes to party and socialize
- Nocturnal
- Like Cheap Thrills (not the song)
- "My parents live in Mumbai, I live in the moment"

SID PATEL (18) – NERD

- 18 years old engineering freshmen
- Loves books
- Passionate about Physics
- Messed up sleep cycle
- Always pulling late nights for extra credits in college
- "My dream is to work for Google one day :)"

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
● Customize the order or pick from a list of favorites
● Be functional for the inebriated
● Provide a solid mobile experience since most people will access site
from mobile device
● Follow the order after it has been placed

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 fast service
● Communicate affordability
● Communicate freshness
● Explain what poke is to people who have never eaten it

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.
"The user will be looking for…"

- *Opening times*
- *Describe delivery radius*
- *Describe delivery speed: "we deliver within 30 minutes"*
- *Display prices with discounts*
- *Food Menu*
- *Images of menu items*
- *About Us*
- *Contact*
- *FAQ:*
    - *Are Alcoholic drinks available?*
    - *What is your delivery radius?*
    - *How much is it to deliver?*
    - *Is there a minimum order?*
    - *Who can I contact with questions?*

Functionality Requirements

Systems that will allow the user to accomplish tasks.
"The user will be able to…"

- *Choose from list of pre-made pizzas*
- *Or create customized poke bowls*
    - *Base*
    - *Size*
    - *Sauce*
    - *Sides*
    - *Toppings*
- *Add items to shopping cart*
- *Check out*
    - *Enter payment info*
    - *Enter delivery address*
- *See real-time order status on a map*