

# NeoPolitan Pizza

Shushrut Kumar

# Restaurant Concept

## Restaurant Name & URL

*NeoPolitan Pizza*  
[neopolitanpizza.com](http://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:**

Liberal  
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?

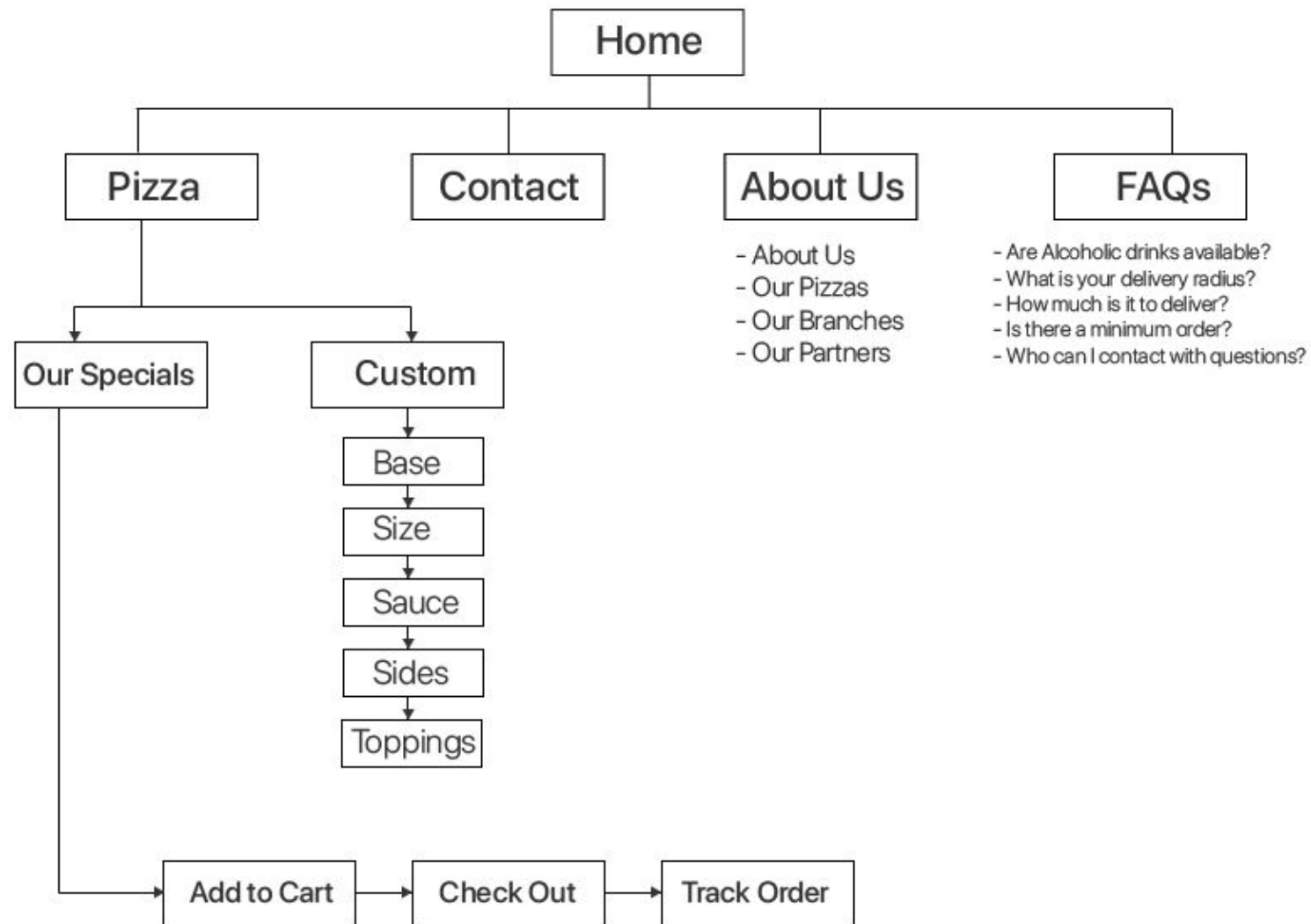
## Functionality Requirements

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

# Sitemap





NeoPolitan Pizza

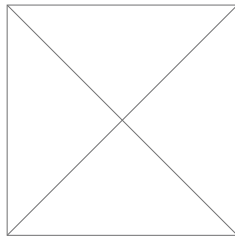
[Order](#) [About Us](#) [Contact Us](#)

Your Location

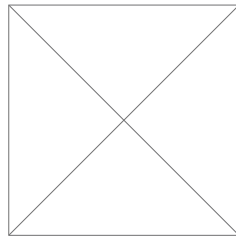
Let us Locate you



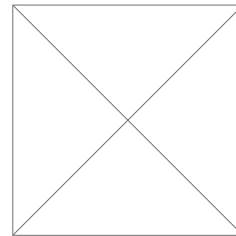
## MENU



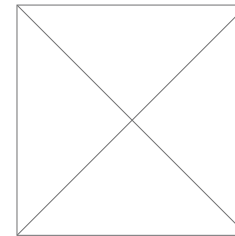
Favourite



Customize



Sides



Desserts

Footer Area







NeoPolitan  
PIZZA

Order

About Us

Contact



+91 8939349180



neopolitanpizza@gmail.com



/NeoPolitanPizza



@Neo\_Pizza



@Neo\_Pizza

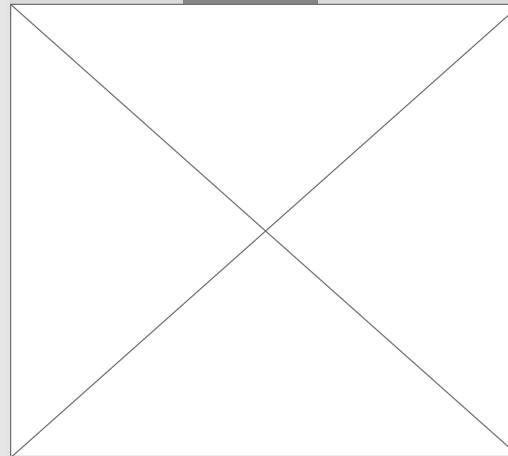


NeoPolitan  
PIZZA

Order

About Us

Contact



## NeoPolitan Pizza

Aenean sed lorem est. Sed quis neque ut nibh suscipit imperdiet ac non augue Aenean ornare sit amet lectus non tristique. Nunc ut volutpat lectus. Nulla velit augue, pulvinar sed nisi sit amet, eleifend fermentum est. Quisque nibh justo, congue ut erat at, aliquet efficitur purus. Integer venenatis odio vitae orci



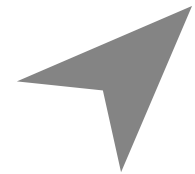
NeoPolitan  
PIZZA

Order

About Us

Contact

# Welcome



Your Location

Let us Locate you





NeoPolitan  
PIZZA

[Order](#) [About Us](#) [Contact](#)

Order > Customize

## Customize

### Base



Thin Crust



Normal



Pan



Cheese Burst

### Sauces



Pizza Sauce



Tomato



Hot and Sour



Tandoori

### Size



Pan



Small



Medium



Large

### Base



Favourite



Customize



Sides



Desserts

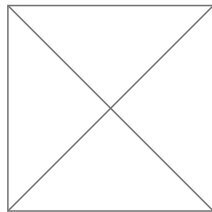
Continue



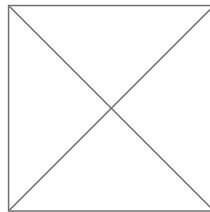
NeoPolitan  
PIZZA

[Order](#) [About Us](#) [Contact](#)

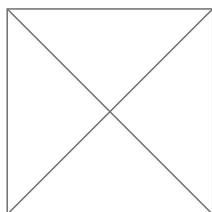
# Order



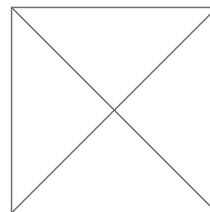
Favourite



Customize



Sides



Desserts



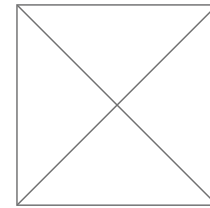
NeoPolitan  
PIZZA

[Order](#) [About Us](#) [Contact](#)

[Order](#) [About Us](#) [Contact](#)

[Order](#) [About Us](#) [Contact](#)

Order > Customize > Finalize



Your Customized Pizza



1



Add To Card



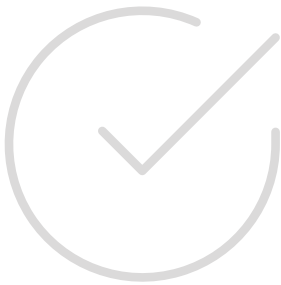
NeoPolitan  
PIZZA

Order

About Us

Contact

Order > Customize > Finalize > Confirm



Added To Cart

Continue to Pay

Add More Items



NeoPolitan  
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Order

About Us

Contact

Order > Customize > Finalize > Confirm > Pay



Your Customized Pizza

1



Your Customized Pizza 2

1



Margarita

1



Farm House

1



Garlic Bread

1

Continue to Pay



NeoPolitan  
PIZZA

Order

About Us

Contact

Order > Customize > Finalize > Confirm > Pay

Your Information

Full Name

Email

Phone Number

<Any Comments with the order>

Continue



NeoPolitan  
PIZZA

[Order](#)

[About Us](#)

[Contact](#)

[Order](#) > [Customize](#) > [Finalize](#) > [Confirm](#) > [Pay](#)

## Payment Details

**VISA**

amazon

PayPal

CARD NUMBER

1234 5678 3456 2456

EXPIRE DATE

05 / 21

CVV

123

CARDHOLDER NAME

John Doe

☐ SAVE CARD

Pay Now



NeoPolitan  
PIZZA

[Order](#)

[About Us](#)

[Contact](#)

# Thank You!

Your order will be delivered soon :D



FAQ

Order More

# MoodBoard - NeoPolitan Pizza

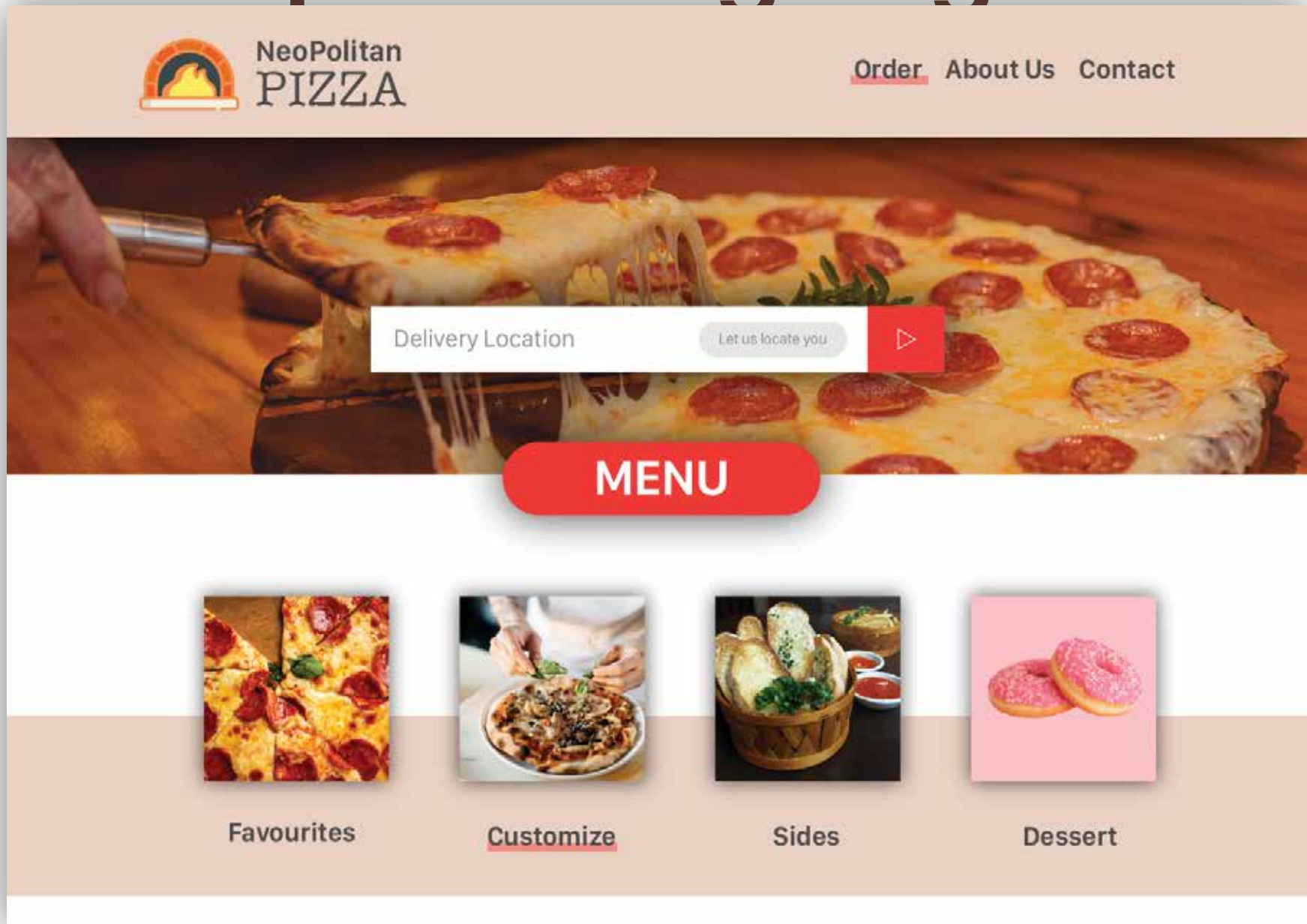
San Francisco Ultralight	<i>Ultralight Italic</i>
San Francisco Thin	<i>Thin Italic</i>
San Francisco Light	<i>Light Italic</i>
San Francisco Regular	<i>Italic</i>
San Francisco Medium	<i>Medium Italic</i>
San Francisco Semibold	<i>Semibold Italic</i>
San Francisco Bold	<i>Bold Italic</i>
San Francisco Heavy	<i>Heavy Italic</i>
San Francisco Black	<i>Black Italic</i>

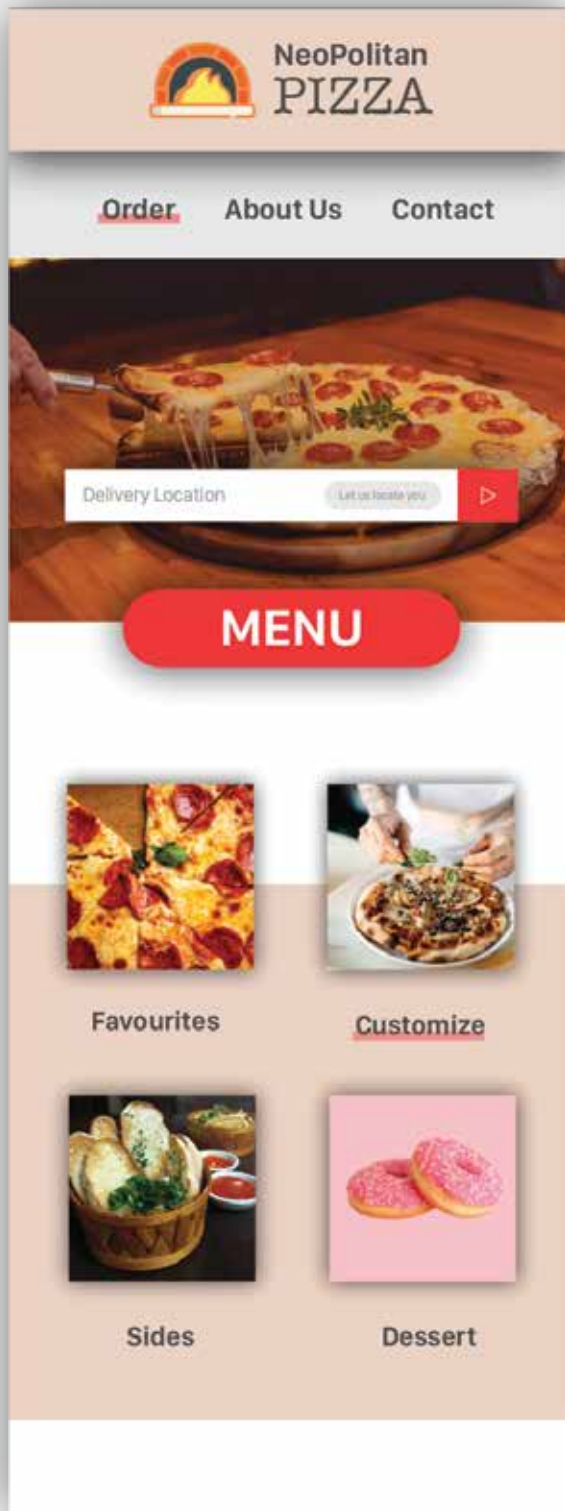
Font Family:  
1. SF Pro Display  
2. Poppins(?)  
3. Helvetica(?)





# Desktop Landing Page





# Mobile Website Landing Page



NeoPolitan  
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