

NeoPolitan Pizza

Shushrut Kumar

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:**

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?

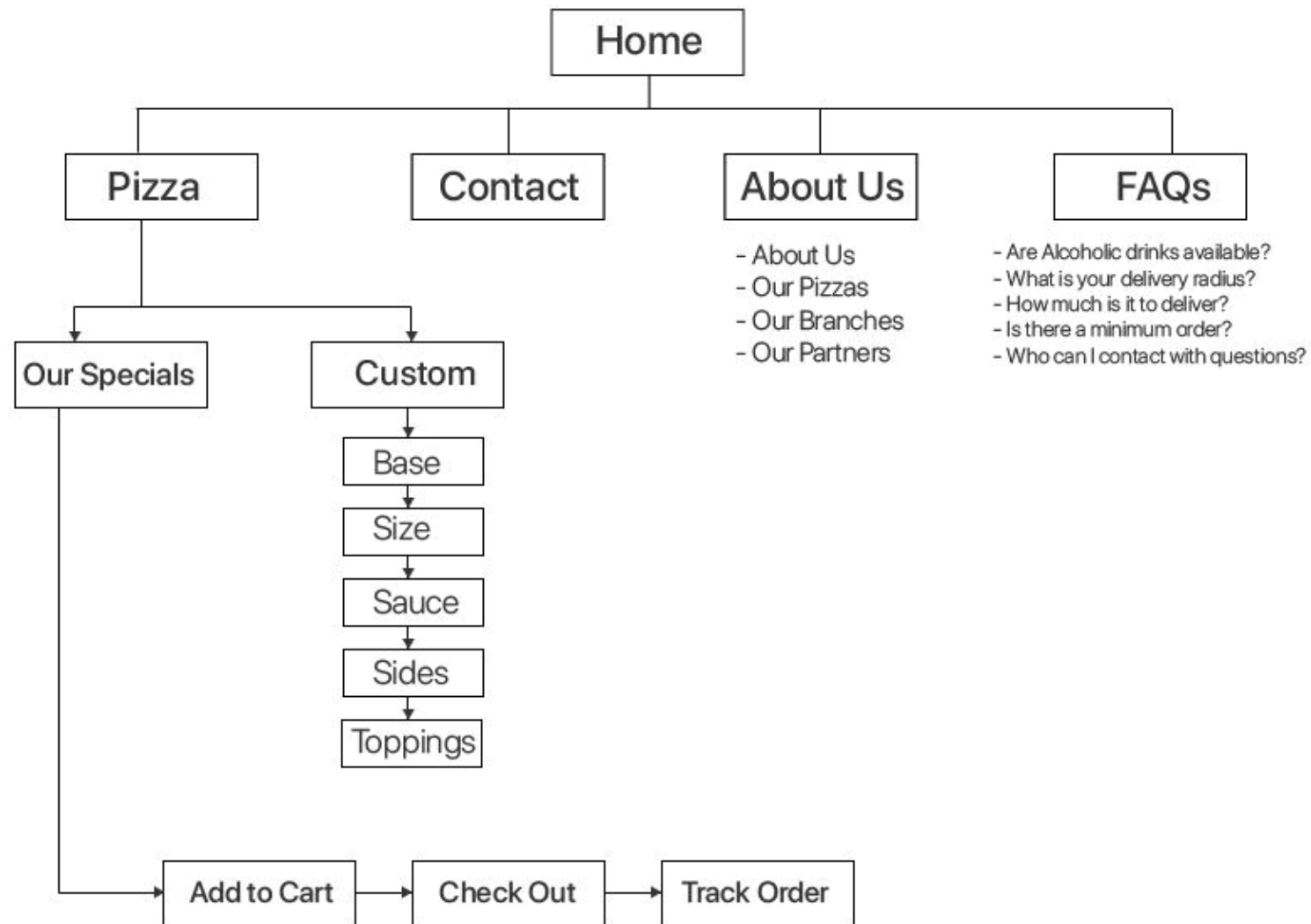
Functionality Requirements

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

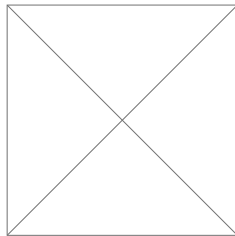
[Order](#) [About Us](#) [Contact Us](#)

Your Location

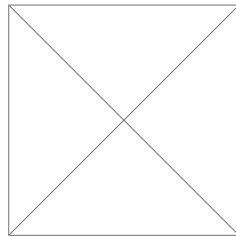
Let us Locate you



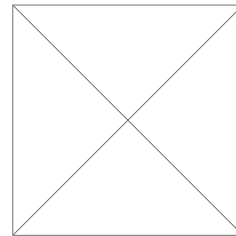
MENU



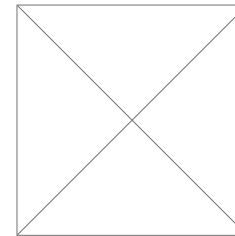
Favourite



Customize



Sides



Desserts

Footer Area





NeoPolitan
PIZZA

Order

About Us

Contact



+91 8939349180



neopolitanpizza@gmail.com



/NeoPolitanPizza



@Neo_Pizza



@Neo_Pizza

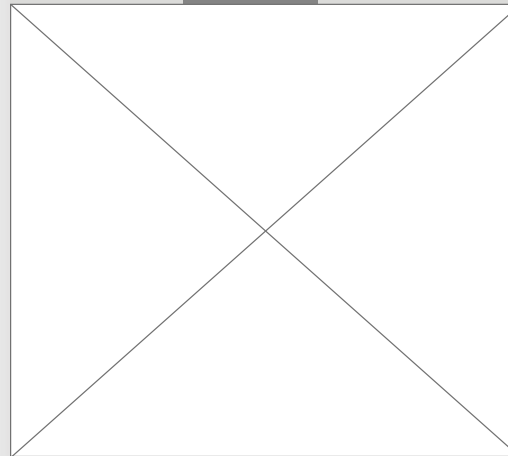


NeoPolitan
PIZZA

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



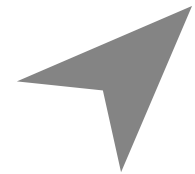
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Welcome



Your Location

Let us Locate you





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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

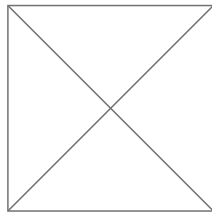
Continue



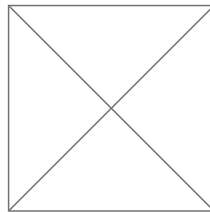
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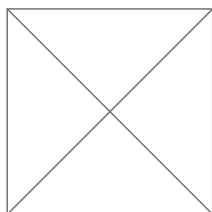
Order



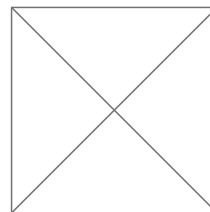
Favourite



Customize



Sides



Desserts



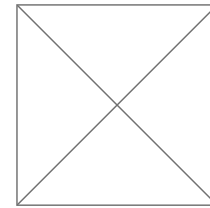
NeoPolitan
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[Order](#) [About Us](#) [Contact](#)

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

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

Order > Customize > Finalize



Your Customized Pizza



1



Add To Card



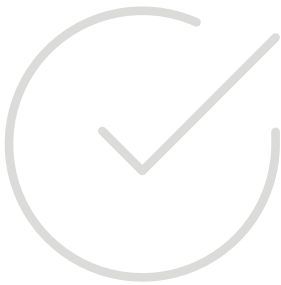
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Order

About Us

Contact

Order > Customize > Finalize > Confirm



Added To Cart

Continue to Pay

Add More Items



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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



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Order

About Us

Contact

Order > Customize > Finalize > Confirm > Pay

Your Information

Full Name

Email

Phone Number

<Any Comments with the order>

Continue



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[Order](#)

[About Us](#)

[Contact](#)

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

Payment Details

VISA  

CARD NUMBER

1234 5678 3456 2456

EXPIRE DATE

CVV

05 / 21

123

CARDHOLDER NAME

John Doe

☐ SAVE CARD

Pay Now



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Thank You!

Your order will be delivered soon :D



FAQ

Order More

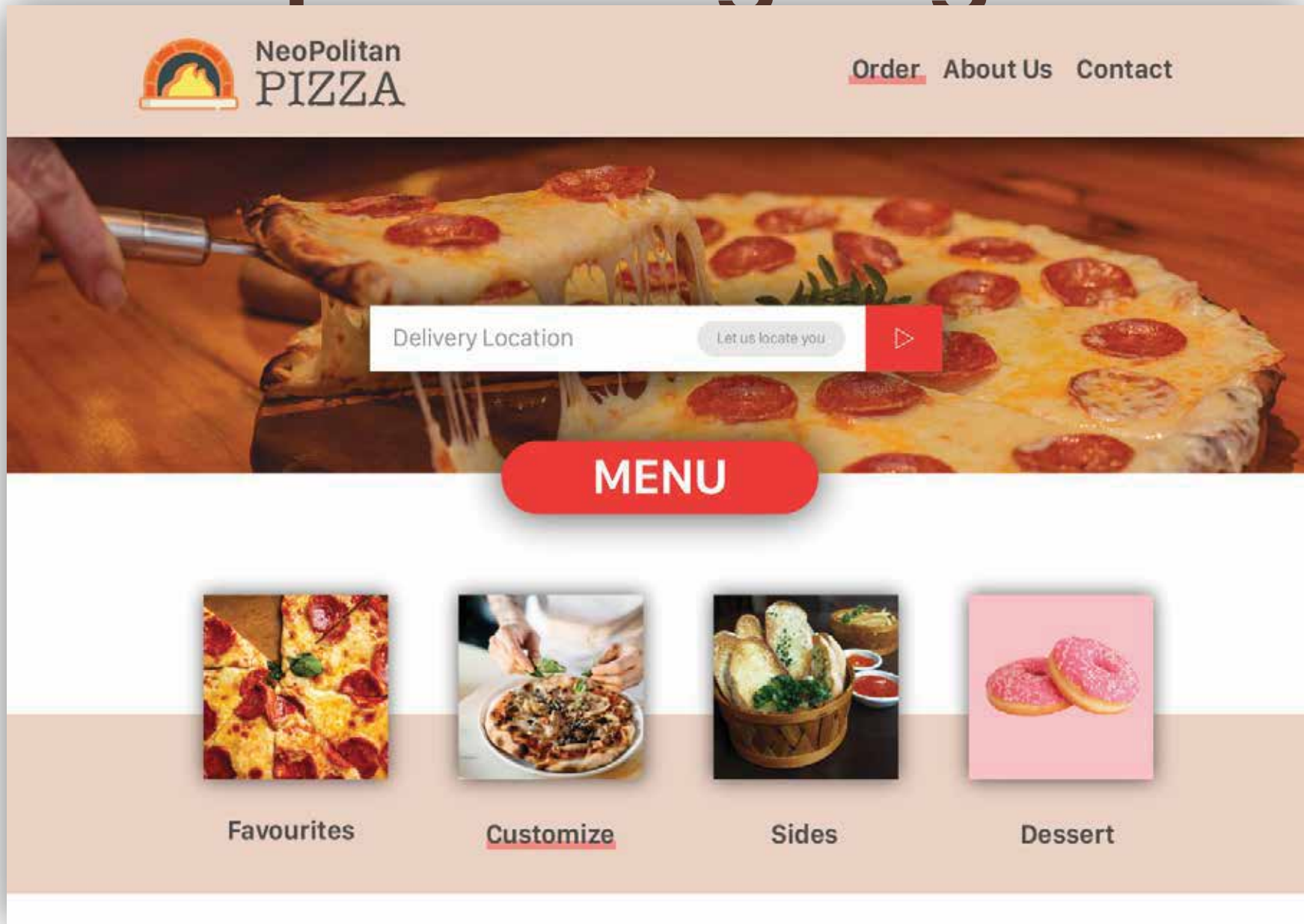
MoodBoard - NeoPolitan Pizza

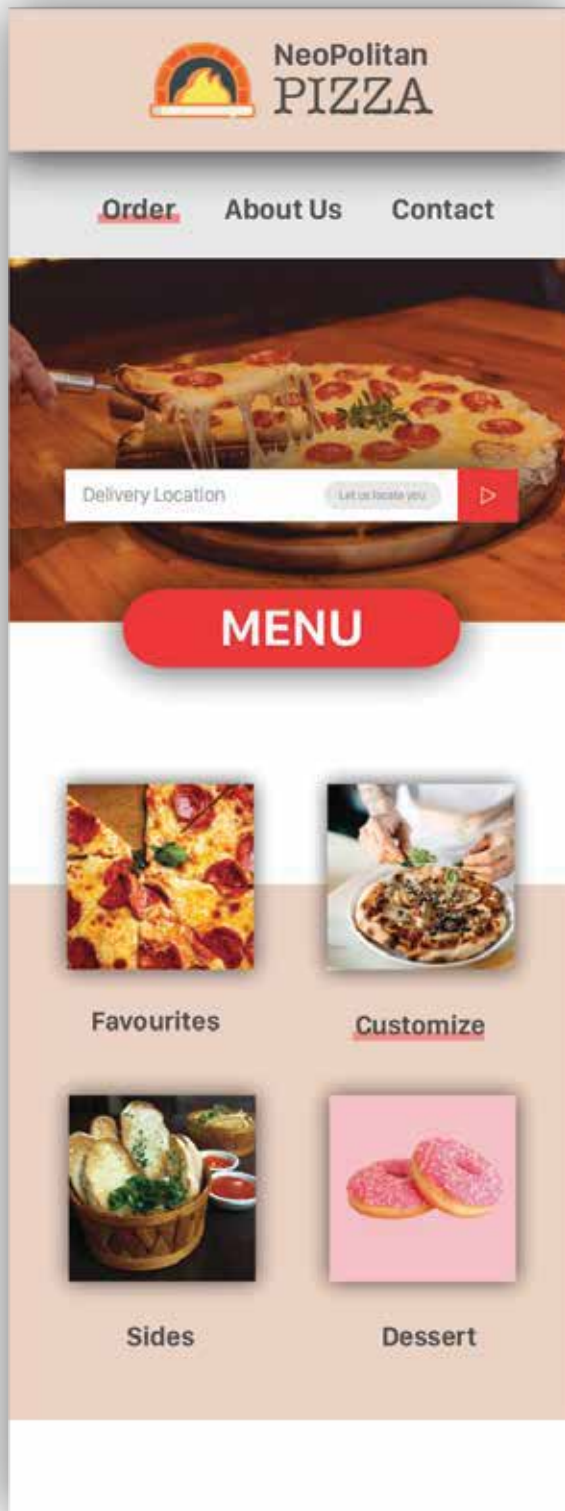
San Francisco Ultralight	<i>Ultralight Italic</i>
San Francisco Thin	<i>Thin Italic</i>
San Francisco Light	<i>Light Italic</i>
San Francisco Regular	<i>Italic</i>
San Francisco Medium	<i>Medium Italic</i>
San Francisco Semibold	<i>Semibold Italic</i>
San Francisco Bold	<i>Bold Italic</i>
San Francisco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

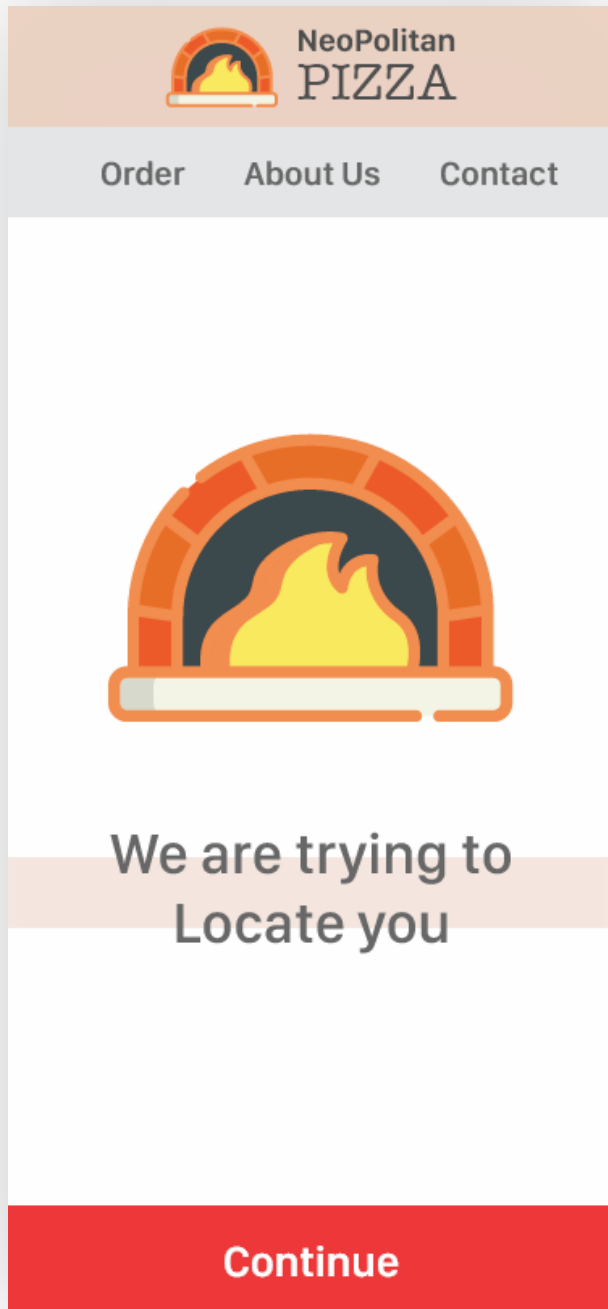




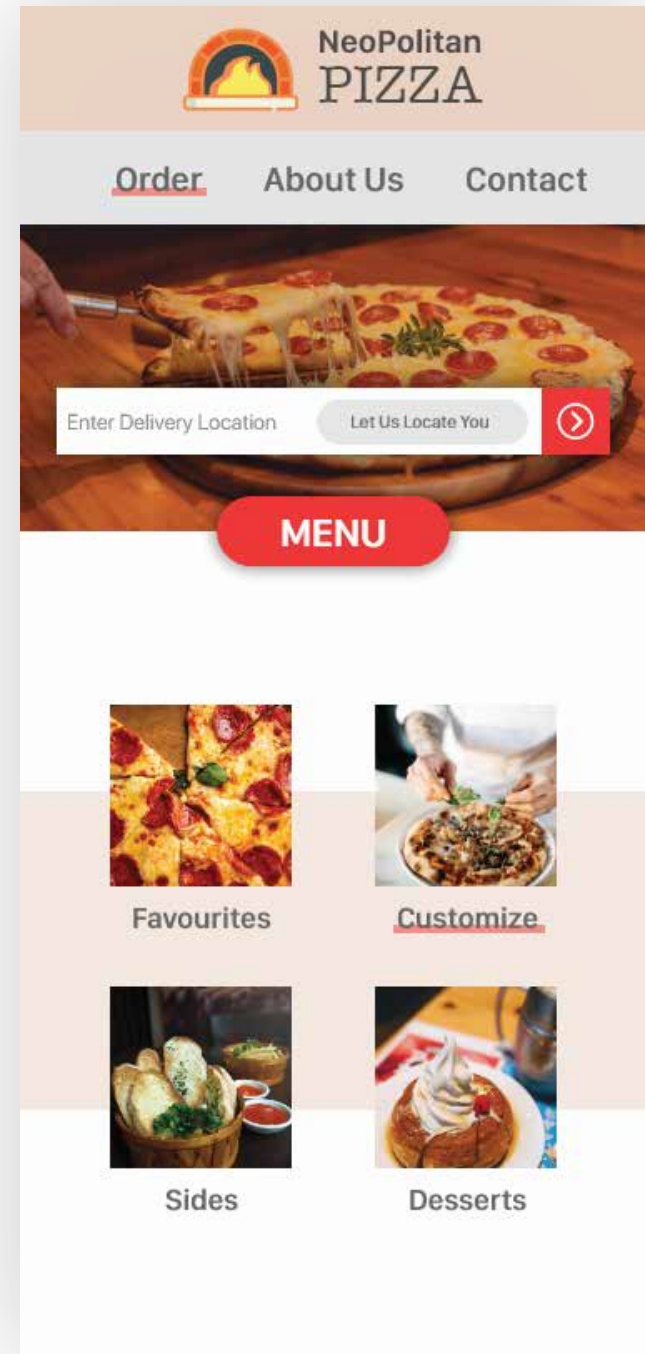
Mobile Website Landing Page



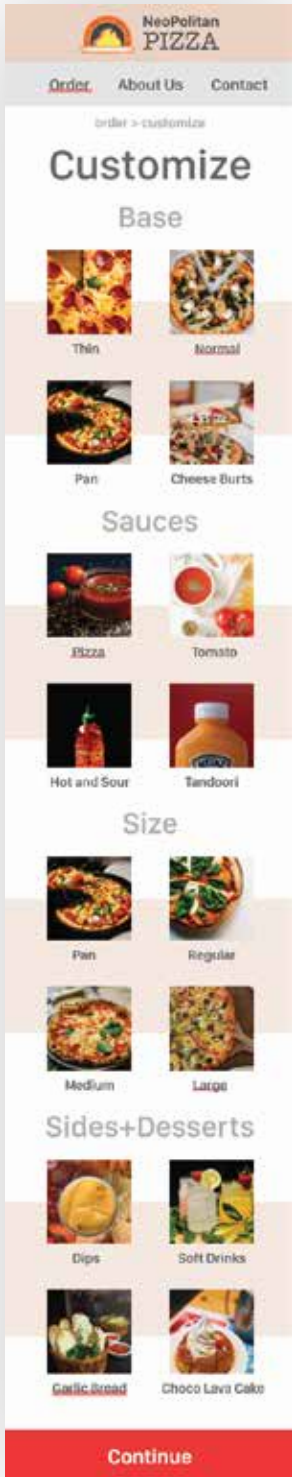
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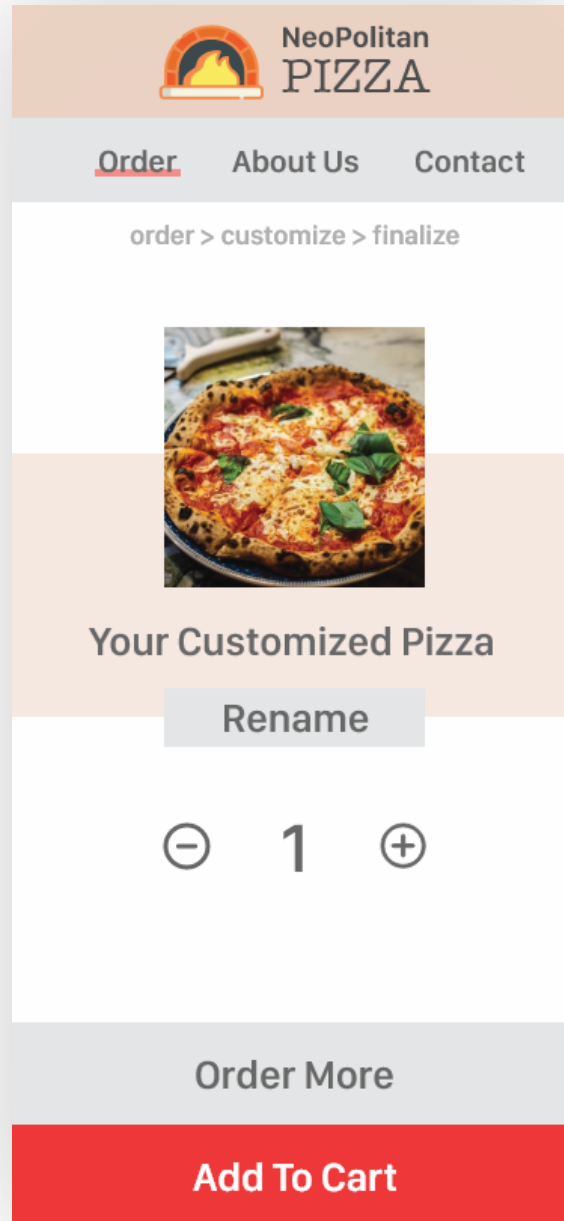
Splash Screen



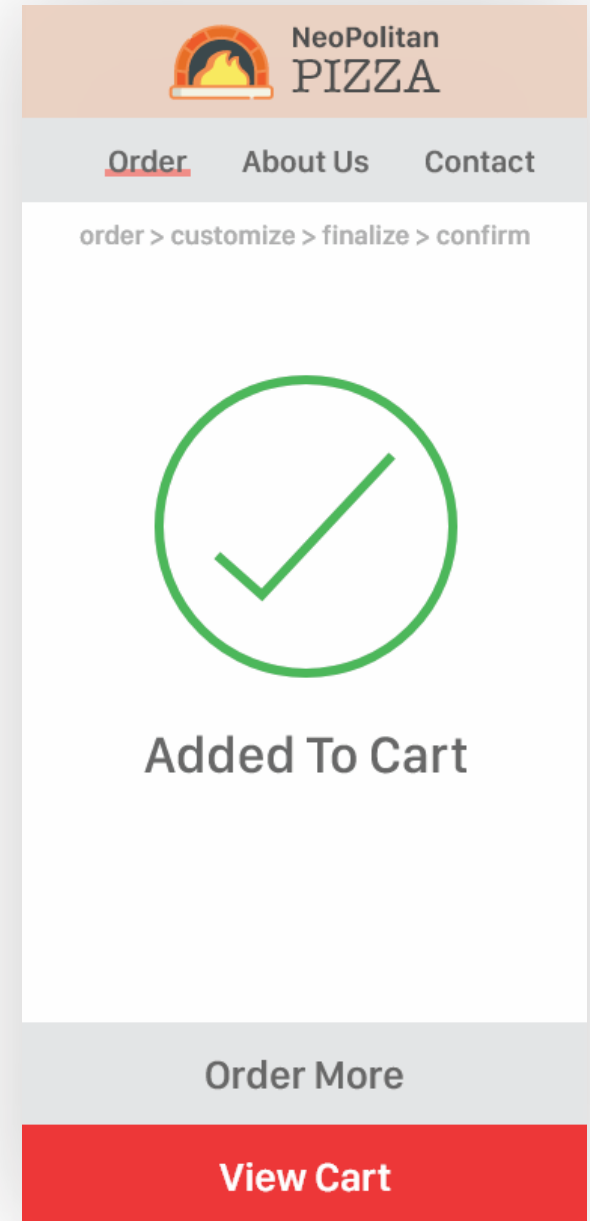
Landing Screen




Customize Screen



Finalize Screen



Confirm Screen

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

order > customize > finalize > confirm

Your Cart

1. Custom 1

⊖ 1 ⊕

2. Margarita

⊖ 1 ⊕


3. Farmhouse

⊖ 1 ⊕

Order More

Continue To Pay

Cart Screen

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order > customize > finalize > confirm > pay

Your Information

John Doe

Full Name

johndoe@mail.com

Email

8939349180

Phone Number

497 Evergreen Rd. Roseville...

Address

Any Extra Instructions:

Discard

Continue

Personal Information Screen



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[Order](#)

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order > customize > finalize > confirm > pay

Credit Card Details



CARD NUMBER

1234 5678 3456 2456

EXPIRE DATE

05 / 21

CVV

123

CARDHOLDER NAME

John Doe

[Back](#)

[Pay Now](#)

Payment Screen



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[Order](#)

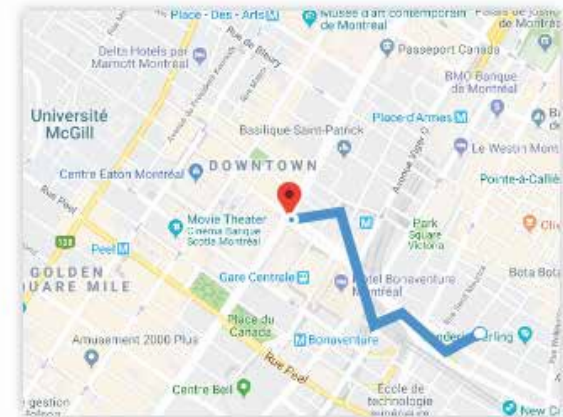
[About Us](#)

[Contact](#)

Thank You!

Your order will be delivered soon :)

ETA: 17 Minutes



[Order More](#)

[FAQ](#)

Thank you Screen



NeoPolitan
PIZZA

Order

About Us

Contact



About Us

Vestibulum commodo sapien non elit porttitor, vitae volutpat nibh mollis. Nulla porta risus id neque tempor, in efficitur justo imperdiet. Etiam a ex at ante tincidunt imperdiet. Nunc congue ex vel nisl viverra, sit amet aliquet lectus ullamcorper. Praesent luctus lacus non lorem

About Us Screen



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Reach Out To Us



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nppiza@gmail.com



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