Restaurant Name

Your name

# Restaurant Concept

**Restaurant Name & URL**

*Give the name of your restaurant, as well as the URL. It’s OK if the URL is already taken.*

**Food & drink**

*Describe the type of food or drink and the related options the restaurant will serve.*

**Location**

*Describe the country, city, and neighborhood where the restaurant and its customers will be located.*

**Main target audience**

*Choose a main target audience that your restaurant is focusing on from the list below. Selecting a target audience doesn’t mean*

*that other groups can’t order from your restaurant, but that you will focus your design on this group.*

* College students
* Kids (ages 12–16) whose parents work late
* Busy working folks
* Business people
* Young parents
* Seniors

**Cost**

*Will your restaurant’s food be cheap, expensive, or in between? If you’re not sure about the exact price range, you can describe the cost with the following adjectives: affordable, moderate, pricey, gourmet (very expensive).*

**Elevator pitch**

*Write an elevator pitch for your restaurant. An elevator pitch should be short and to the point. 280 characters is a good length to aim for.*

# Strategy

## Target Audience

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

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

* *Think of at least 2 different roles*

**Demographics**

* **Gender** - ?
* **Education** -?
* **Occupations** - ?
* **Age** - ?
* **Location** -?

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

*Think of at least 5 details among the categories below.*

* **Personality & Attitudes:**
* **Values:**
* **Lifestyles:**

# 

# Strategy

## User Personas (optional)

PERSONA PICTURE

**PERSONA NAME (AGE) – PERSONA**

* PERSONA DETAILS

PERSONA PICTURE

**PERSONA NAME (AGE) – PERSONA**

* PERSONA DETAILS

PERSONA PICTURE

**PERSONA NAME (AGE) – PERSONA**

* PERSONA DETAILS

# 

# Strategy

## User Needs

The website needs to enable the user to:

* Find out if the restaurant delivers to their area
* Order food online

## Client Needs

The website needs to enable the client to:

* To sell food online that will be delivered
* Provide a system for order customization

# Outline of Scope

## Content Requirements

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

* LIST CONTENT REQUIREMENTS HERE

## Functionality Requirements

Systems that will allow the user accomplish tasks.

*“The user will be able to…”*

* LIST FUNCTIONALITY REQUIREMENTS HERE

# Sitemap

INSERT SITEMAP IMAGE HERE