

# PharmaSoupical

Michael Orlanes

# Restaurant Concept

## Restaurant Name & URL

*PharmaSoupical*  
[pharmasoupical.com](http://pharmasoupical.com)

## Food & drink

### Variety Soups:

- *Clam Chowder*
- *Harvest Vegetable Soup*
- *Minestrone Soup*
- *Chicken Noodle Soup*
- *Asparagus Soup*
- *Tomato Bisque*
- *Borscht*
- *Chilli*

### Custom add-ons:

- *Bacon*
- *Saltines*
- *Green Onions*
- *Shredded Cheese*
- *Croutons*
- *Lemon*

### Ramen & Udon:

- *Tonkotsu Ramen*
- *Shio Ramen*
- *Tonkatsu Udon*
- *Sea Urchin Udon*

### Ramen & Udon add-ons:

- *Extra Noodles*
- *Extra Seaweed*
- *Extra Chashu Pork*
- *Extra Soft Boiled eggs*
- *Extra Bamboo*
- *Extra Green Onions*

### Sizes:

- *Small*
- *Medium*
- *Large*

## Location

*Mountain View, California, United States (Urban)*

*Delivery Radius: Santa Clara County*

## Main target audience

- *Soup Lovers (Teens - Seniors)*

## Cost

*\$ Affordable - Moderate*

## Elevator pitch

*Love soup? Well we provide the heartiest and healthiest variety of soup using daily fresh ingredients. Feeling under the weather with a sore throat? We also deliver food hot, fast, and fresh right to your door.*

# Strategy

## Target Audience

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

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

- *Sick people looking for soup to get delivered to them*
- *Soup Lovers*
- *Families looking to eat soup*
- *People looking to have soup for their lunch break*

### Demographics

- **Gender** - All genders
- **Education** - Any educational background
- **Occupations** - Any kind of occupation between the working man to the business man
- **Age** - Driving teens (18) - Seniors (70's)
- **Location** - Urban, Santa Clara County

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

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

- **Personality & Attitudes:**
  - Family friendly
  - Warm/cozy
  - Welcoming
- **Values:**
  - Open-minded
  - Experimental
- **Lifestyles:**
  - Having Family outings
  - Cheap/affordable
  - Relaxing after working hard

# Strategy

## User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their address
- Order food online
- Customize their soup options
- Track the delivery
- Reserve a time and party amount for the restaurant

## Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Emphasize speed, efficiency, and quality
- Appear friendly and assisting as well as modern and professional
- Sell the idea of healthy and fresh

# Outline of Scope

## Content Requirements

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

*"The user will be looking for..."*

- Delivery availability to their address
- Ability to order online
- Display prices
- Display Menu
- Hours of Operation
- Estimated Delivery arrival time

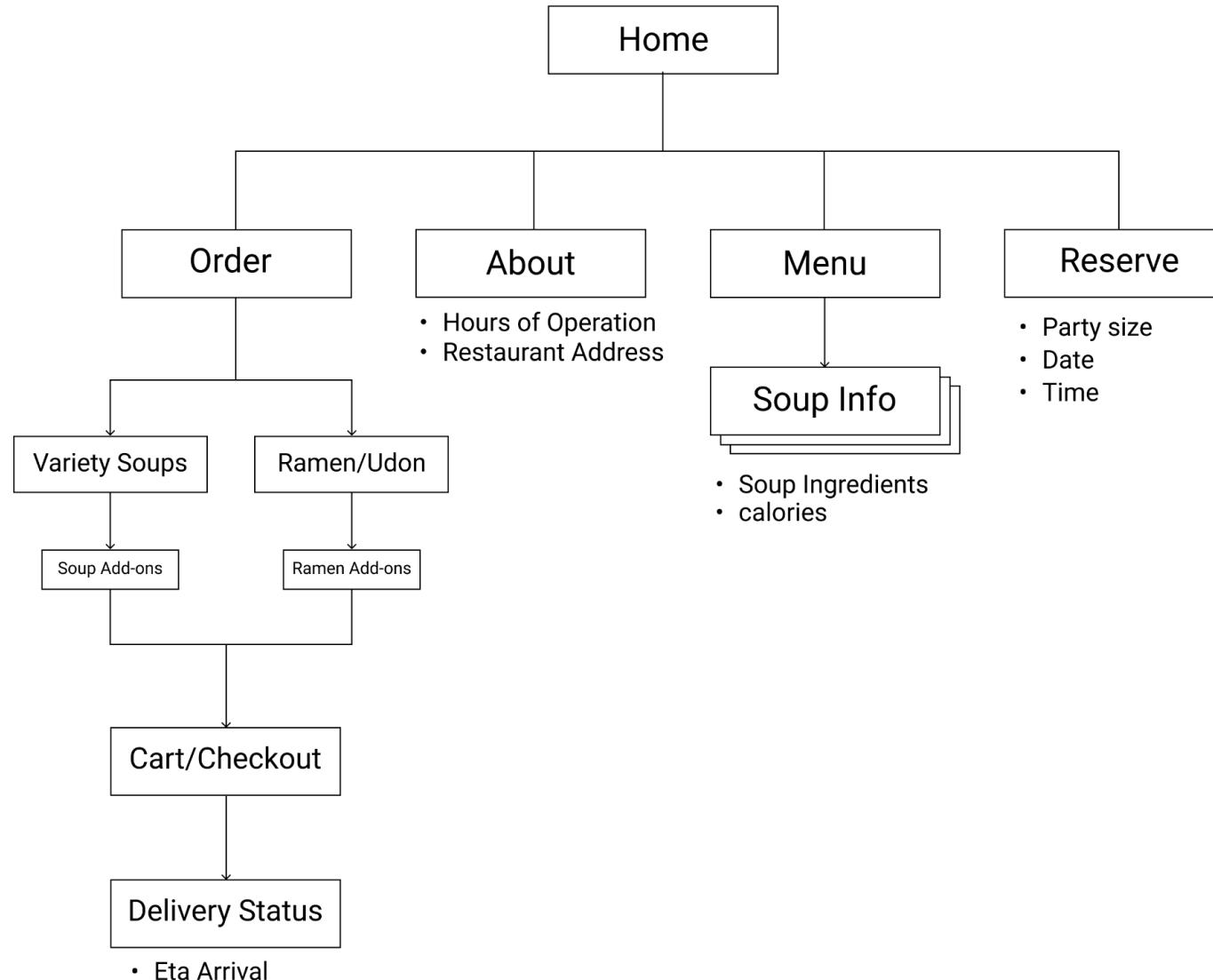
## Functionality Requirements

Systems that will allow the user accomplish tasks.

*"The user will be able to..."*

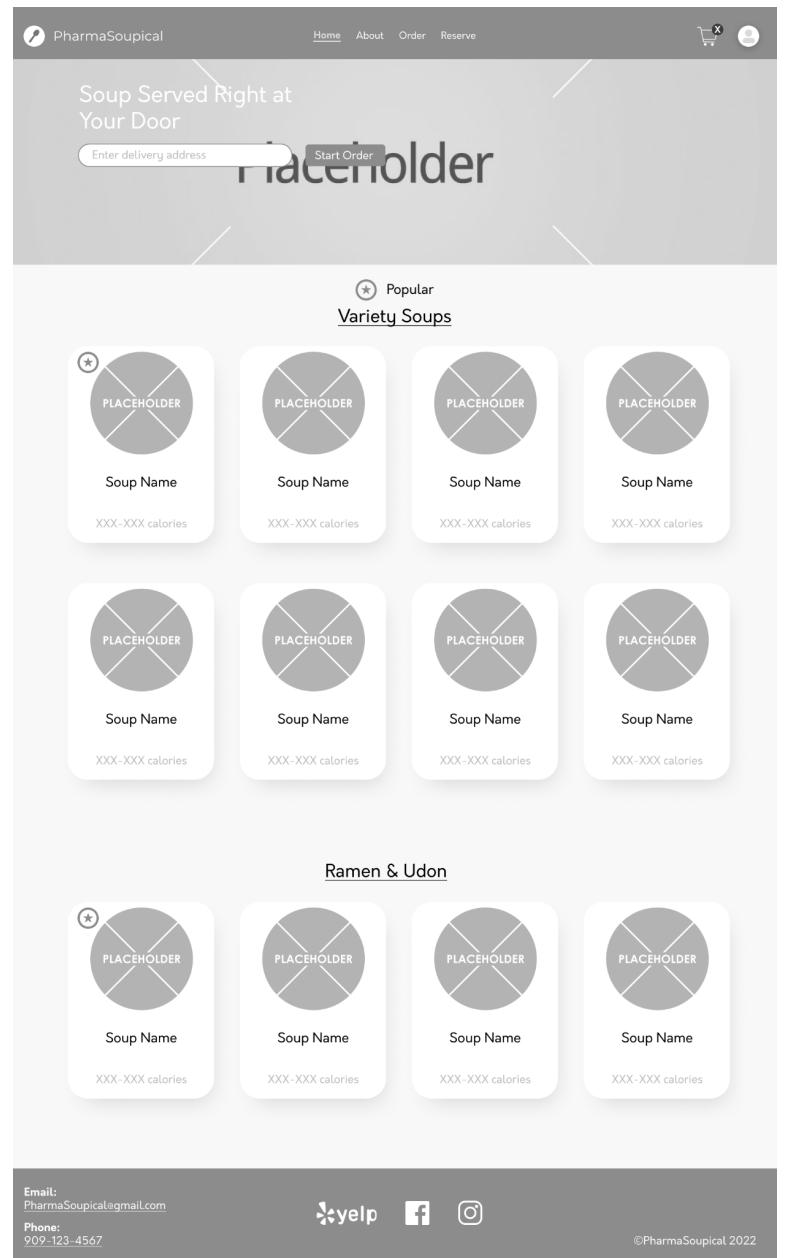
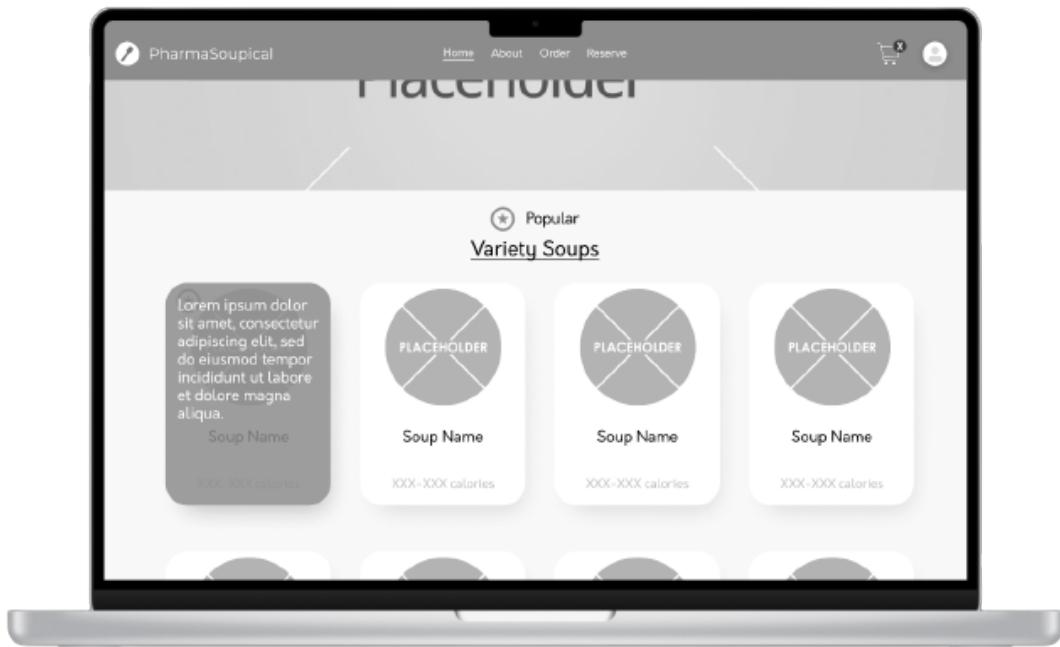
- Choose a Variety Soup or Ramen/Udon
  - Optionally customize their respective add-ons (options referenced in Concept Page)
  - Customize the size for each soup/ramen/udon (options referenced in Concept Page)
- Add items to cart
- Checkout items
- See real-time order status on a map
- Reserve Seating

# Sitemap

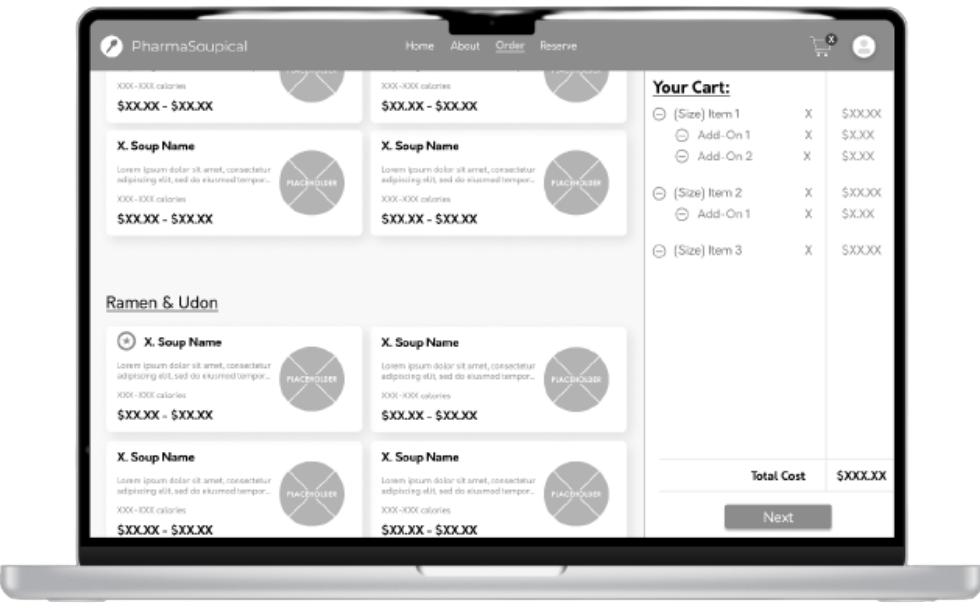


# Wireframes Desktop (Main)

## Home Page



# Order Page (Step 2)



PharmaSoupical

Home About Order Reserve

**Your Cart:**

⊖ (Size) Item 1	X	\$XX.XX
⊖ Add-On 1	X	\$XX.XX
⊖ Add-On 2	X	\$XX.XX
⊖ (Size) Item 2	X	\$XX.XX
⊖ Add-On 1	X	\$XX.XX
⊖ (Size) Item 3	X	\$XX.XX

**Total Cost** **\$XXXX.XX**

**Next**

Variety Soups

Popular

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**Ramen & Udon**

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

**X. Soup Name**

Placeholder

XXX-XXX calories  
\$XX.XX - \$XX.XX

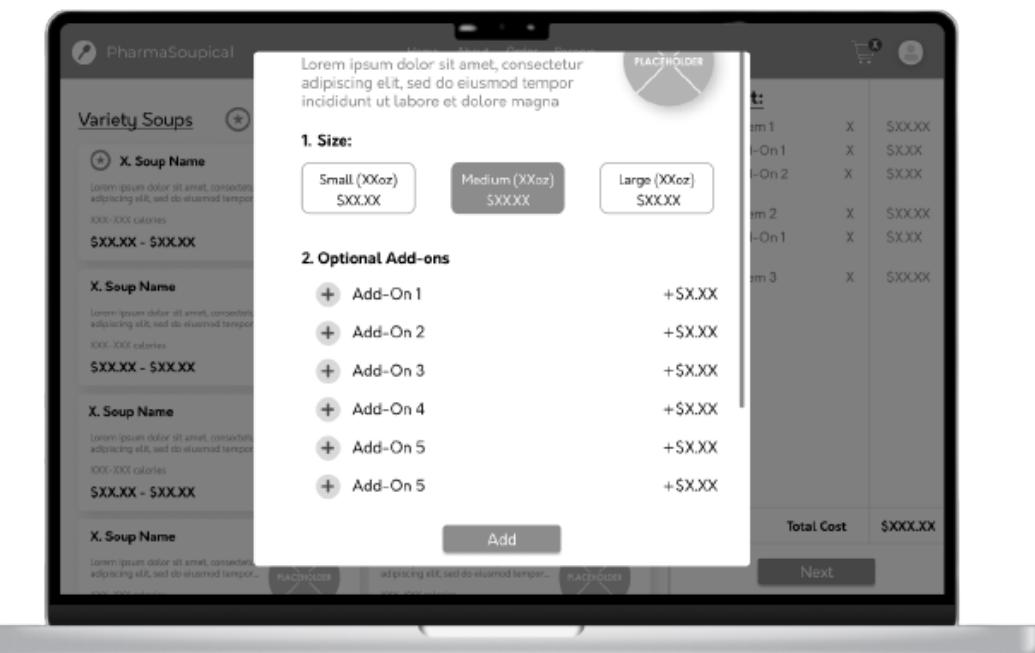
**Email:**  
PharmaSoupical@gmail.com

**Phone:**  
909-123-4567

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# Customize Item Page (Step 3)



X

## X. Soup Name

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna



### 1. Size:

Small (XXoz)  
\$XX.XX

Medium (XXoz)  
\$XX.XX

Large (XXoz)  
\$XX.XX

### 2. Optional Add-ons

- |            |          |
|------------|----------|
| + Add-On 1 | + \$X.XX |
| + Add-On 2 | + \$X.XX |
| + Add-On 3 | + \$X.XX |
| + Add-On 4 | + \$X.XX |
| + Add-On 5 | + \$X.XX |
| + Add-On 5 | + \$X.XX |

# Checkout Page (Step 4)

PharmaSoupcal

Home About Order Reserve

My order

	(Size) Item 1	x	x	\$XX.XX
	Add-On 1	x	x	\$XX.XX
	Add-On 2	x	x	\$XX.XX
	(Size) Item 2	x	x	\$XX.XX
	Add-On 1	x	x	\$XX.XX
	(Size) Item 3	x	x	\$XX.XX

XXXX Street Name, City, XX XXXXX      Delivery \$XX.XX  
 \*\*\*\* XXXX      Tax \$XX.XX

Notes to Deliverer:  
Lorem ipsum dolor sit amet, consectetur adipiscing

Total Cost \$XXX.XX

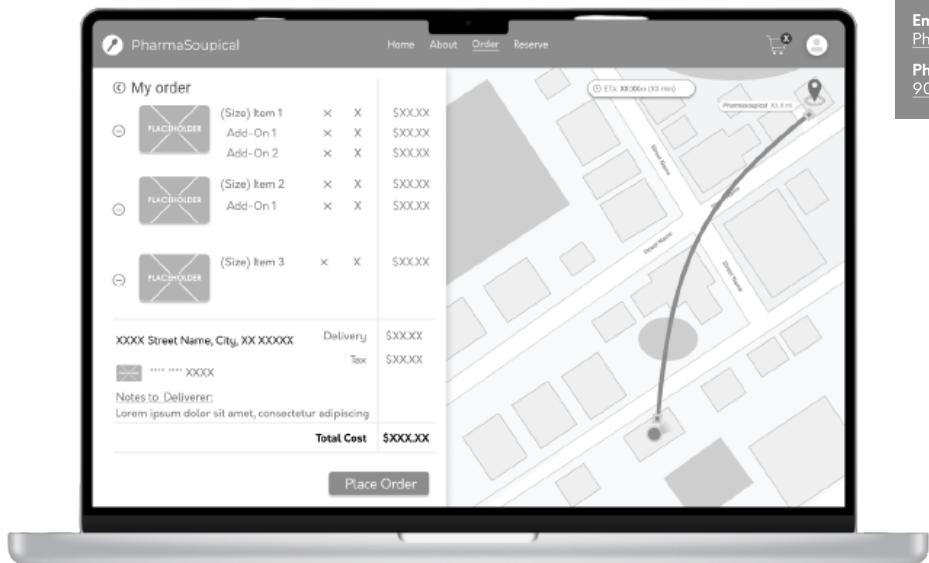
Place Order



Email: [PharmaSoupcal@gmail.com](mailto:PharmaSoupcal@gmail.com)

Phone: 909-123-4567

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# About Page (Additional Page)



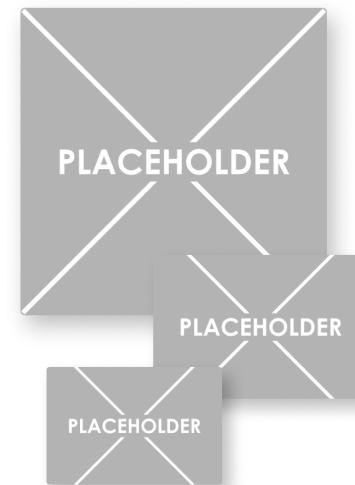
PharmaSoupical

Home About Order Reserve

Address  
XXXX Street Name, City, XX XXXXX

Hours

Day-Day: XXXX-XXXX  
Day-Day: XXXX-XXXX  
Day-Day: XXXX-XXXX



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Email:  
PharmaSoupical@gmail.com

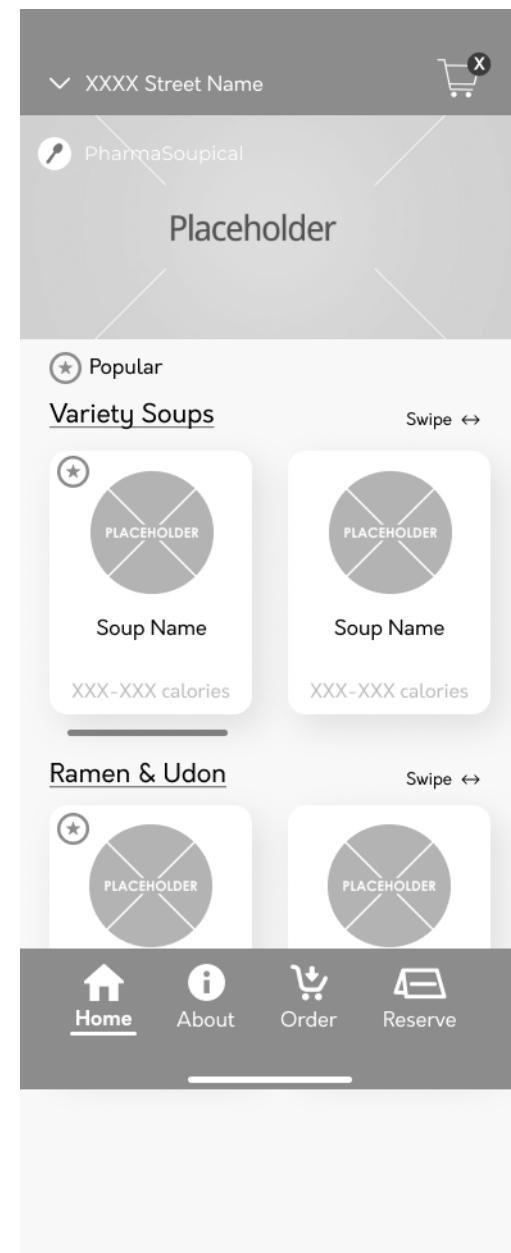
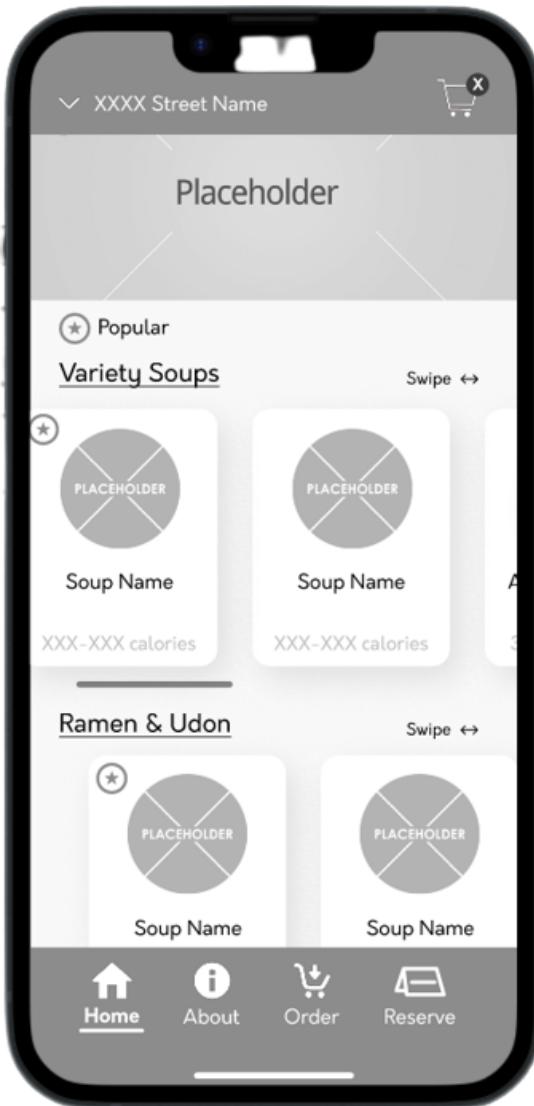
Phone:  
909-123-4567

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# Wireframe (Mobile - Secondary)

## Home Page



# Moodboard

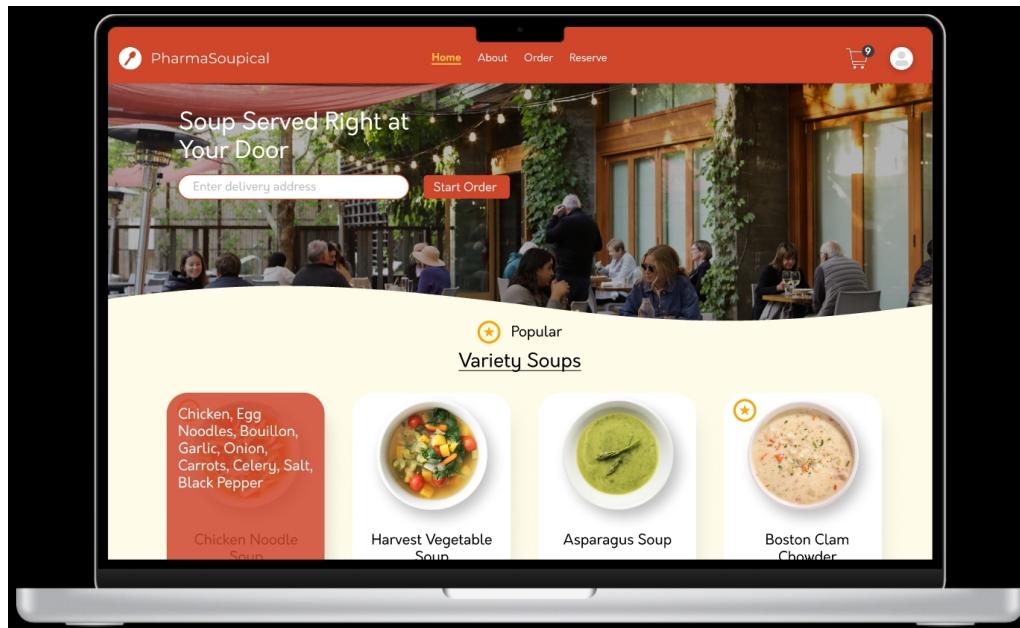


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ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

PharmaSoupical

# Home Page (Desktop - Main)



**PharmaSoupcal**

Home About Order Reserve

Enter delivery address Start Order

Soup Served Right at Your Door

Popular Variety Soups

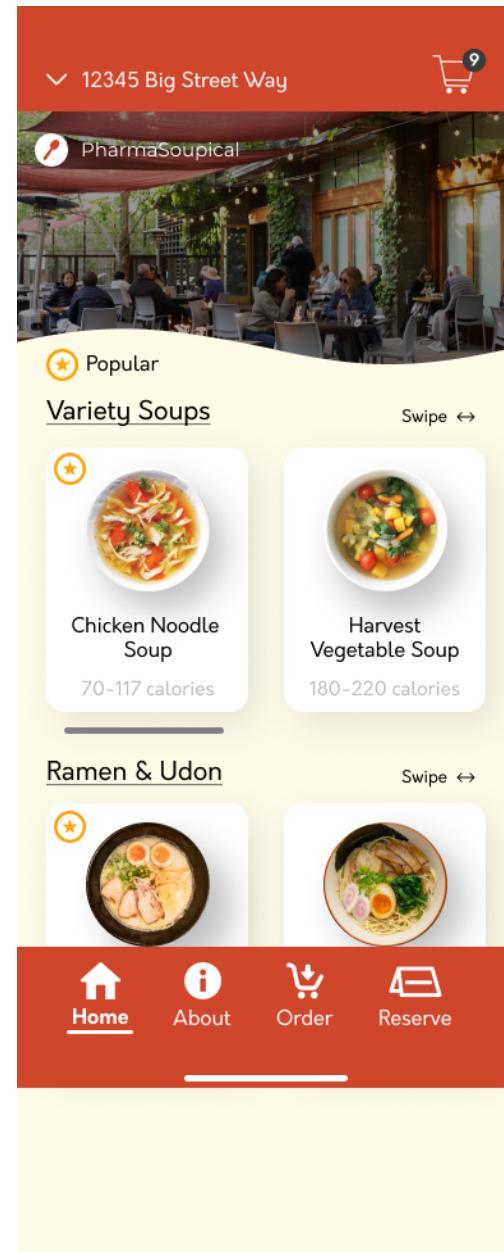
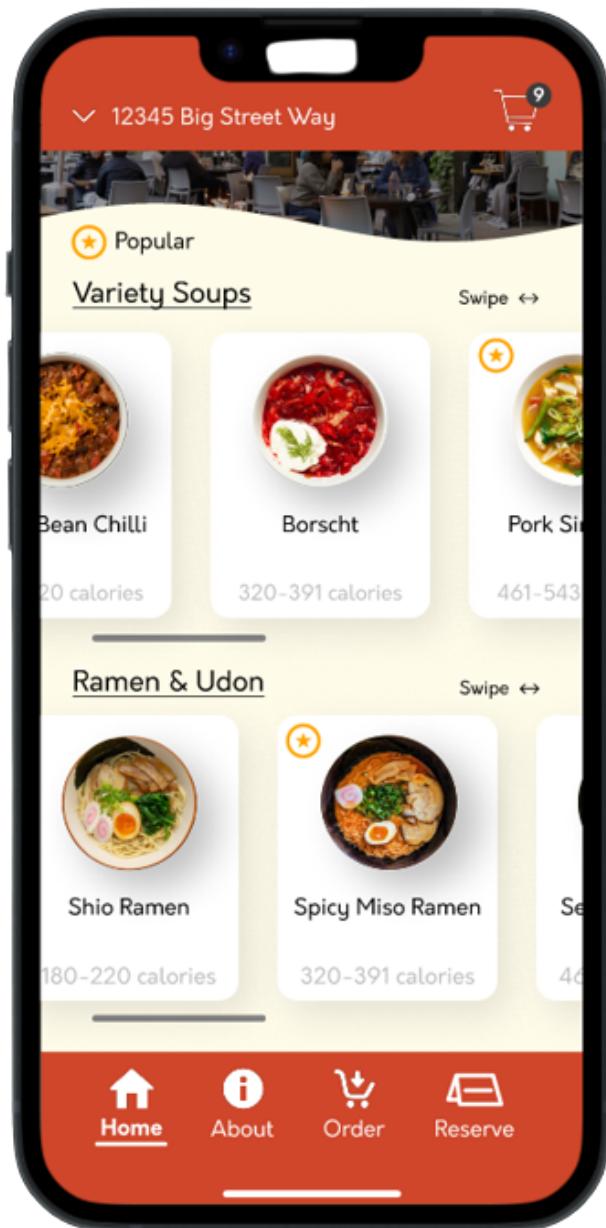
Chicken Noodle Soup 70-117 calories	Harvest Vegetable Soup 180-220 calories	Asparagus Soup 320-391 calories	Boston Clam Chowder 461-543 calories
Minestrone Soup 70-117 calories	Black Bean Chili 180-220 calories	Borscht 320-391 calories	Pork Sinigang 461-543 calories
<b>Ramen &amp; Udon</b>			
Tonkotsu Ramen 70-117 calories	Shio Ramen 180-220 calories	Spicy Miso Ramen 320-391 calories	Sea Urchin Udon 461-543 calories

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Phone: 909-123-4567

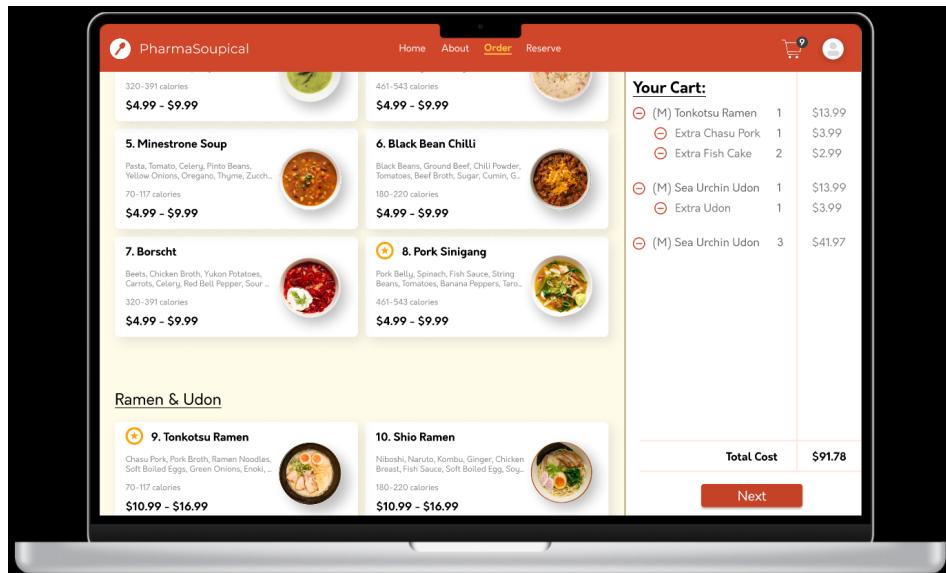
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# Home Page (Mobile - Secondary)



# Order Page (Desktop - Main)

## (Step 2)



**Variety Soups** **Popular**

Item	Description	Calories	Price Range
<b>1. Chicken Noodle Soup</b>	Chicken, Egg Noodles, Bouillon, Garlic, Onion, Carrots, Celery, Salt, Black Pepper.	70-117 calories	\$4.99 - \$9.99
<b>2. Harvest Vegetable Soup</b>	Roma Tomatoes, Onions, Garlic, Celery, Carrots, Beets, Zucchini, Chicken Broth, ...	180-220 calories	\$4.99 - \$9.99
<b>3. Asparagus Soup</b>	Butter, Garlic, Salt, Chicken Broth, Heavy Cream, Chives, Asparagus, Dill	320-391 calories	\$4.99 - \$9.99
<b>4. Boston Clam Chowder</b>	Milk, Clams, White Onions, Russet Potatoes, Thyme, Parsley, Carrots, Heav...	461-543 calories	\$4.99 - \$9.99
<b>5. Minestrone Soup</b>	Pasta, Tomato, Celery, Pinto Beans, Yellow Onions, Oregano, Thyme, Zucchini, ...	70-117 calories	\$4.99 - \$9.99
<b>6. Black Bean Chili</b>	Black Beans, Ground Beef, Chili Powder, Tomatoes, Beef Broth, Sugar, Cumin, G...	180-220 calories	\$4.99 - \$9.99
<b>7. Borsch</b>	Beets, Chicken Broth, Yukon Potatoes, Carrots, Celery, Red Bell Pepper, Sour ...	320-391 calories	\$4.99 - \$9.99
<b>8. Pork Sinigang</b>	Pork Belly, Spinach, Fish Sauce, String Beans, Tomatoes, Banana Peppers, Taro, ...	461-543 calories	\$4.99 - \$9.99
<b>9. Tonkotsu Ramen</b>	Chasu Pork, Pork Broth, Ramen Noodles, Soft Boiled Eggs, Green Onions, Enoki, ...	70-117 calories	\$10.99 - \$16.99
<b>10. Shio Ramen</b>	Niboshi, Naruto, Kombu, Ginger, Chicken Breast, Fish Sauce, Soft Boiled Egg, Soy...	180-220 calories	\$10.99 - \$16.99
<b>11. Spicy Miso Ramen</b>	Chicken, Shiitake Mushrooms, Shallots, Ramen Noodles, Soft Boiled Egg, Naru...	320-391 calories	\$10.99 - \$16.99
<b>12. Sea Urchin Udon</b>	Sea Urchin (Uni), Udon Noodles, Green Onion, Mirin, Soy Sauce, Chicken Broth, ...	461-543 calories	\$10.99 - \$16.99

**Your Cart:**

- (M) Tonkotsu Ramen 1 \$13.99
- Extra Chasu Pork 1 \$3.99
- Extra Fish Cake 2 \$2.99
- (M) Sea Urchin Udon 1 \$13.99
- Extra Udon 1 \$3.99
- (M) Sea Urchin Udon 3 \$41.97

**Total Cost** **\$91.78**

**Next**

**Ramen & Udon**

Item	Description	Calories	Price Range
<b>9. Tonkotsu Ramen</b>	Chasu Pork, Pork Broth, Ramen Noodles, Soft Boiled Eggs, Green Onions, Enoki, ...	70-117 calories	\$10.99 - \$16.99
<b>10. Shio Ramen</b>	Niboshi, Naruto, Kombu, Ginger, Chicken Breast, Fish Sauce, Soft Boiled Egg, Soy...	180-220 calories	\$10.99 - \$16.99
<b>11. Spicy Miso Ramen</b>	Chicken, Shiitake Mushrooms, Shallots, Ramen Noodles, Soft Boiled Egg, Naru...	320-391 calories	\$10.99 - \$16.99
<b>12. Sea Urchin Udon</b>	Sea Urchin (Uni), Udon Noodles, Green Onion, Mirin, Soy Sauce, Chicken Broth, ...	461-543 calories	\$10.99 - \$16.99

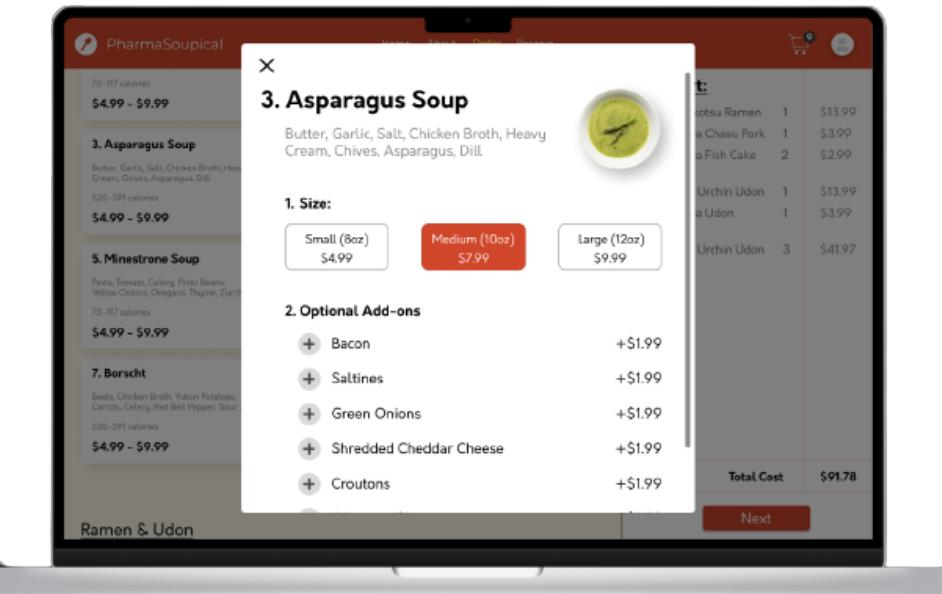
**Email:** [PharmaSoupcial@gmail.com](mailto:PharmaSoupcial@gmail.com)

**Phone:** [909-123-4567](tel:909-123-4567)

**yelp** **f** **Instagram**

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# Customize Item Page (Desktop - Main) (Step 3)



X

## 3. Asparagus Soup

Butter, Garlic, Salt, Chicken Broth, Heavy Cream, Chives, Asparagus, Dill



### 1. Size:

Small (8oz)  
\$4.99

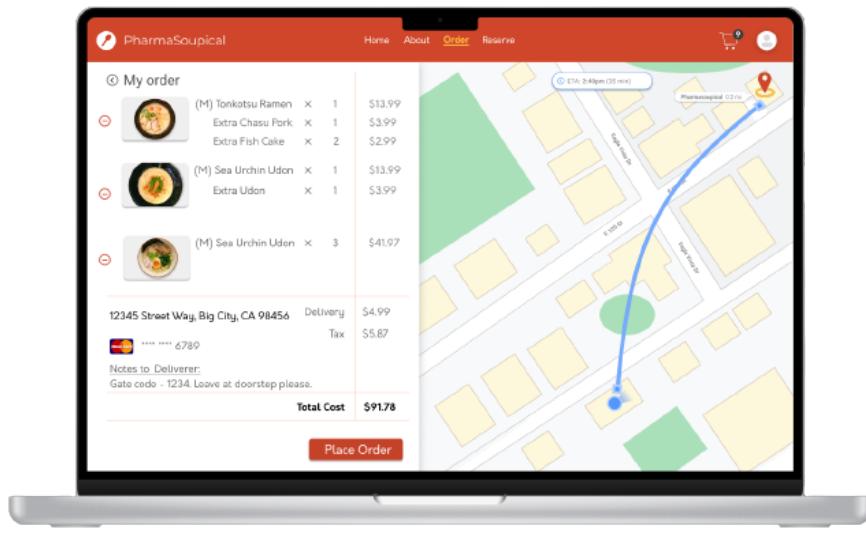
Medium (10oz)  
\$7.99

Large (12oz)  
\$9.99

### 2. Optional Add-ons

- |  |                         |         |
|--|-------------------------|---------|
|  | Bacon                   | +\$1.99 |
|  | Saltines                | +\$1.99 |
|  | Green Onions            | +\$1.99 |
|  | Shredded Cheddar Cheese | +\$1.99 |
|  | Croutons                | +\$1.99 |

# Checkout Page (Desktop - Main) (Step 4)



**PharmaSoupical**

Home About **Order** Reserve

**My order**

	(M) Tonkotsu Ramen	x 1	\$13.99
	Extra Chasu Pork	x 1	\$3.99
	Extra Fish Cake	x 2	\$2.99
	(M) Sea Urchin Udon	x 1	\$13.99
	Extra Udon	x 1	\$3.99
	(M) Sea Urchin Udon	x 3	\$41.97

12345 Street Way, Big City, CA 98456      Delivery \$4.99  
Tax \$5.87

Notes to Deliverer:  
Gate code - 1234. Leave at doorstep please.

Total Cost **\$91.78**

**Place Order**

**PharmaSoupical**

Home About **Order** Reserve

**My order**

	(M) Tonkotsu Ramen	x 1	\$13.99
	Extra Chasu Pork	x 1	\$3.99
	Extra Fish Cake	x 2	\$2.99
	(M) Sea Urchin Udon	x 1	\$13.99
	Extra Udon	x 1	\$3.99
	(M) Sea Urchin Udon	x 3	\$41.97

12345 Street Way, Big City, CA 98456      Delivery \$4.99  
Tax \$5.87

Notes to Deliverer:  
Gate code - 1234. Leave at doorstep please.

Total Cost **\$91.78**

**Place Order**

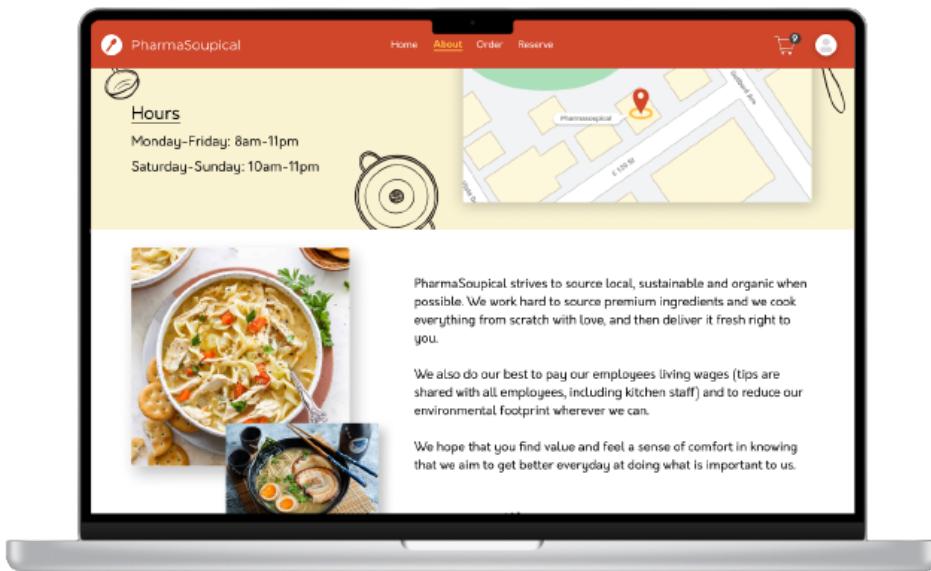
**Email:**  
PharmaSoupical@gmail.com

**Phone:**  
909-123-4567

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# About Page (Desktop - Main) (Additional Page)



**PharmaSoupcal**

Home [About](#) Order Reserve

**Address**  
4321 East 120 Street, Big City, CA 98456

**Hours**  
Monday-Friday: 8am-11pm  
Saturday-Sunday: 10am-11pm

PharmaSoupcal strives to source local, sustainable and organic when possible. We work hard to source premium ingredients and we cook everything from scratch with love, and then deliver it fresh right to you.

We also do our best to pay our employees living wages (tips are shared with all employees, including kitchen staff) and to reduce our environmental footprint wherever we can.

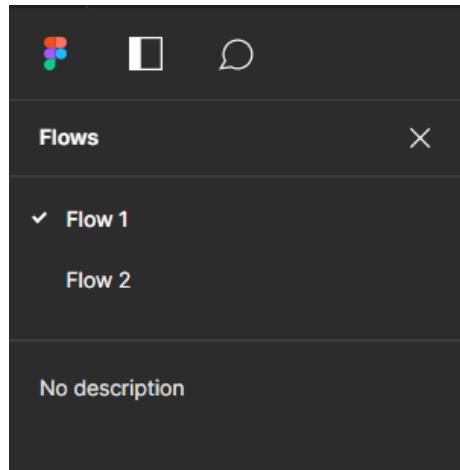
We hope that you find value and feel a sense of comfort in knowing that we aim to get better everyday at doing what is important to us.

**Email:**  
[PharmaSoupcal@gmail.com](mailto:PharmaSoupcal@gmail.com)

**Phone:**  
909-123-4567

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# Prototype Links (Figma)



- 1) Click the Square box icon in the top left corner
- 2) Select a Flow

[Desktop Prototypes](#) (Flow 1 = Mockup, Flow 2 = Wireframe)

[Mobile Prototypes](#) (Flow 1 = Mockup, Flow 2 = Wireframe)