

Pure Wings

Stan Bondarenko

STAN BONDARENKO / 2

Restaurant Concept

Restaurant Name & URL

Pure Wings
Purewings.com

Food & drink

Air fried chicken wings and a large choice of beers.

- Wing Customization:
- Saucy Saucy
 - Dry-Rub

Air-Fries Customization (interchangeable by type/flavor*):

- (type) Regular air-fries- "air fries"
- (type) Sweet Potatoes Fries- "Sweet Boys"
- (type) Curly Fries- "Curly Boys"
- (flavor) Buffalo Fries- "Hot Boys"
- (flavor) Garlic Fries- "Bad Boys"

*example- Buffalo curly fries = "Hot Curly Boys"

Location

Located in the heart of San Diego, CA

Main target audience

College Students

Cost

\$\$ - Moderate

Elevator pitch

Crispy and delicious wings that taste and feel like they are deep-fried but they are not! 25+ irresistible chicken wing flavors and 25+ beers on tap!

PURE WINGS

STAN BONDARENKO / 3

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- Athletes
- Party Goers
- Wing Lovers
- Beer Enthusiasts
- Healthier-Alternative Seekers

Demographics

- Gender - M/F
- Education - College Students
- Age - 19 - 35
- Location - Urban (near UCSD and USD)
- Status - Single

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

Think of at least 5 details among the categories below.

Personality & Attitudes:

- Youthful
- Outgoing
- Social

Values:

- Quality Food
- International Beers
- Good Times

Lifestyles:

- Active
- Academic
- Party Goers

PURE WINGS

STAN BONDARENKO / 4

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- See hours of operation
- Check order status
- Customize Wing and Air-Fries flavors
- Pay and Tip 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
- Receive payment online
- Ensure customers come back
- Create clear communication and ordering system
- Prevent losing order-tickets

PURE WINGS

STAN BONDARENKO / 5

Strategy

Content Requirements

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

"The user will be looking for..."

- Images of the menu items
- Operation Hours
- Prices
- Menu
- Delivery radius
- Waiting times
- About Us
- Contact

Functionality Requirements

Systems that will allow the user accomplish tasks.

"The user will be able to..."

- Make user-account for fast re-ordering
- Check order status
- Pick popular combos
- Customize food flavors
- Checkout

PURE WINGS

STAN BONDARENKO / 6

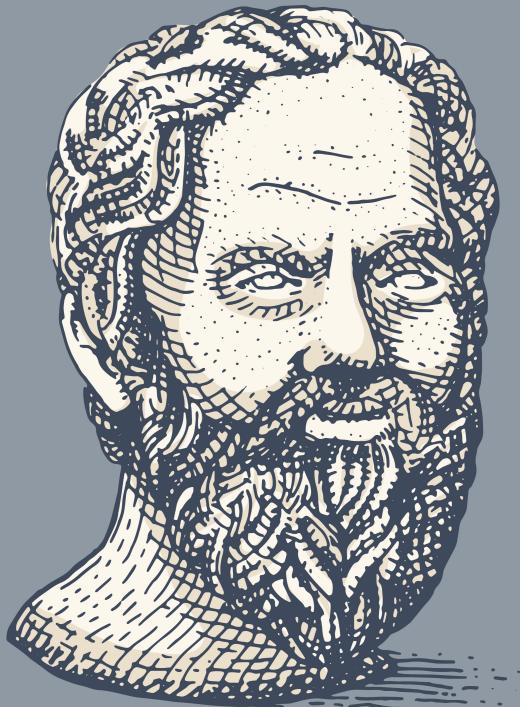
Outline of Scope

PURE WINGS

Stan Bond | January 27, 2021

PURE WINGS

STAN BONDARENKO / 7



SOCRATUS



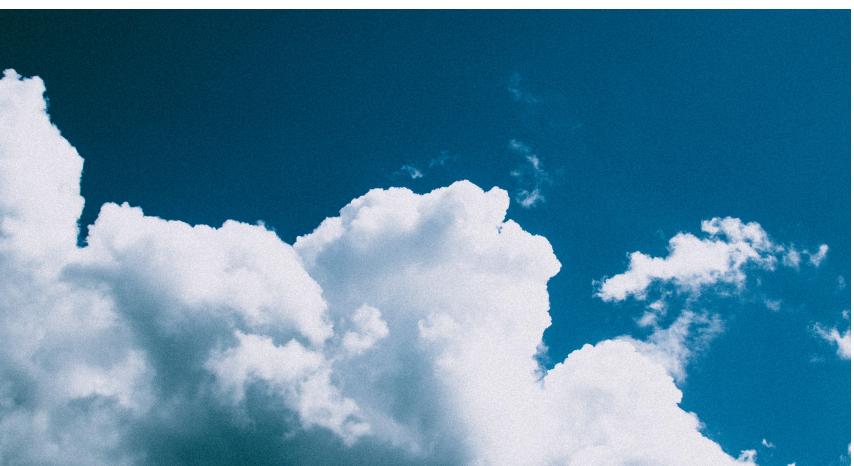
P E G A S



PLATO

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.
MAURIS QUIS LUCTUS EROS, SIT AMET VULPUTATE ORCI.
MAURIS PRETium NISI AC LACUS MAXIMUS.
QUIS IACULIS NISI COMMODO.

PURE WINGS



PURE WINGS

