



Sven Noteboom

Web Design & Development III
Bachelor of Graphical and Digital Media
Multimedia Production proDEV - 22

Artevelde University College Ghent

2016/17

BRIEFING

Lokale restaurants willen hun inkomsten doen stijgen door ook eten aan huis te laten bezorgen door een koerierdienst, maar willen niet geassocieerd worden met grote ketens, zoals Pizza Roma, Pizza Hut, Hoe kan een softwaresysteem deze lokale restaurants helpen om hun fantastisch eten te bestellen en te laten bezorgen aan huis via één koerierdienst?

Analyse

Wat bied ik aan?

Een database-gestuurde koerierdienst voor restaurants, die via mijn diensten hun eten willen laten leveren aan huis.


Wat is de doelgroep?

Alle restaurants die hun inkomsten willen laten stijgen door hun eten ook aan huis te laten leveren, en de mensen die ipv. naar het restaurant te gaan, hun eten thuis willen krijgen.

Wat is het budget?

Momenteel wordt de applicatie gefinancierd door de eigen middelen.

Little Joe



"I want my dinner to be ready now"

Age: 5
Work: N/A
Family: Mom/Dad
Location: Ghent
Character: Type

Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Trait

Trait

Trait

Trait

Goals

- Getting food as soon as possible
- Growing up
- Becoming a great man
- Feeling good

Frustrations


- Dinner to be cold
- Mom and Dad
- Learning to talk
- Mobile Phone

Bio

When I wake up today, my belly made some sounds. Because I don't like the "normal" child food. I want my parents to order some from a local restaurant. That's why we are using Bring Me Food.

Motivations


Incentive	
Fear	
Achievement	
Growth	
Power	
Social	



Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

Momma June



"I'm this close to achieving"

Age: 32
Work: Politician
Family: Married
Location: Brussels
Character: Type

Personality

Introvert	Extrovert
Analysical	Creative
Conservative	Liberal
Passive	Active

Goals

- Food when I want it
- becoming a great politician
- Make the people happy
- Feeling good

Frustrations

- Dinner to be late
- Work
- Food cold
- Travelling

Bio

With my job it isn't easy to eat at a normal time. So when I come home, most of the time I need to warm up my food. So that's why I decided to let Bring Me Food arrange me food at any time that I want some.


Motivations

Incentive	
Fear	
Achievement	
Growth	
Power	
Social	

Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

La Esterella



Trait Trait Trait Trait

Goals

- Food at home
- Living the perfect last days
- Eating good
- Feeling good

Frustrations




- Getting old
- Food late
- Food cold
- Travelling

Bio

With my age it isn't that easy to travel, so going to restaurants is a big task for me. Bring Me Food is the solution for this problem. I can order food from restaurants without the need to travel.

Motivations

Incentive	40%
Fear	80%
Achievement	90%
Growth	10%
Power	20%
Social	70%

Preferred Channels

Traditional Ads	80%
Online & Social Media	10%
Referral	50%
Guerrilla Efforts & PR	20%

"Even at my age food is important"

Age: 81
Work: N/A
Family: Married
Location: Bruges
Character: Type

Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Database-diagram

Customers

Customer_ID
Customer_Firstname
Customer_Surname

Drivers

Driver_ID
Driver_Firstname
Driver_Surname

District-Managers

Manager_ID
Manager_Firstname
Manager_Surname

Restaurants

Restaurant_ID
Restaurant_Name
Restaurant_Location

Orders

Order_ID
Order_Name
Order_Text
Order_Date

Admins

Admin_ID
Admin_Firstname
Admin_Surname

Food / Drinks

FoodDrinks_ID
FoodDrinks_Name
FoodDrinks_Description

Order Food / Drinks

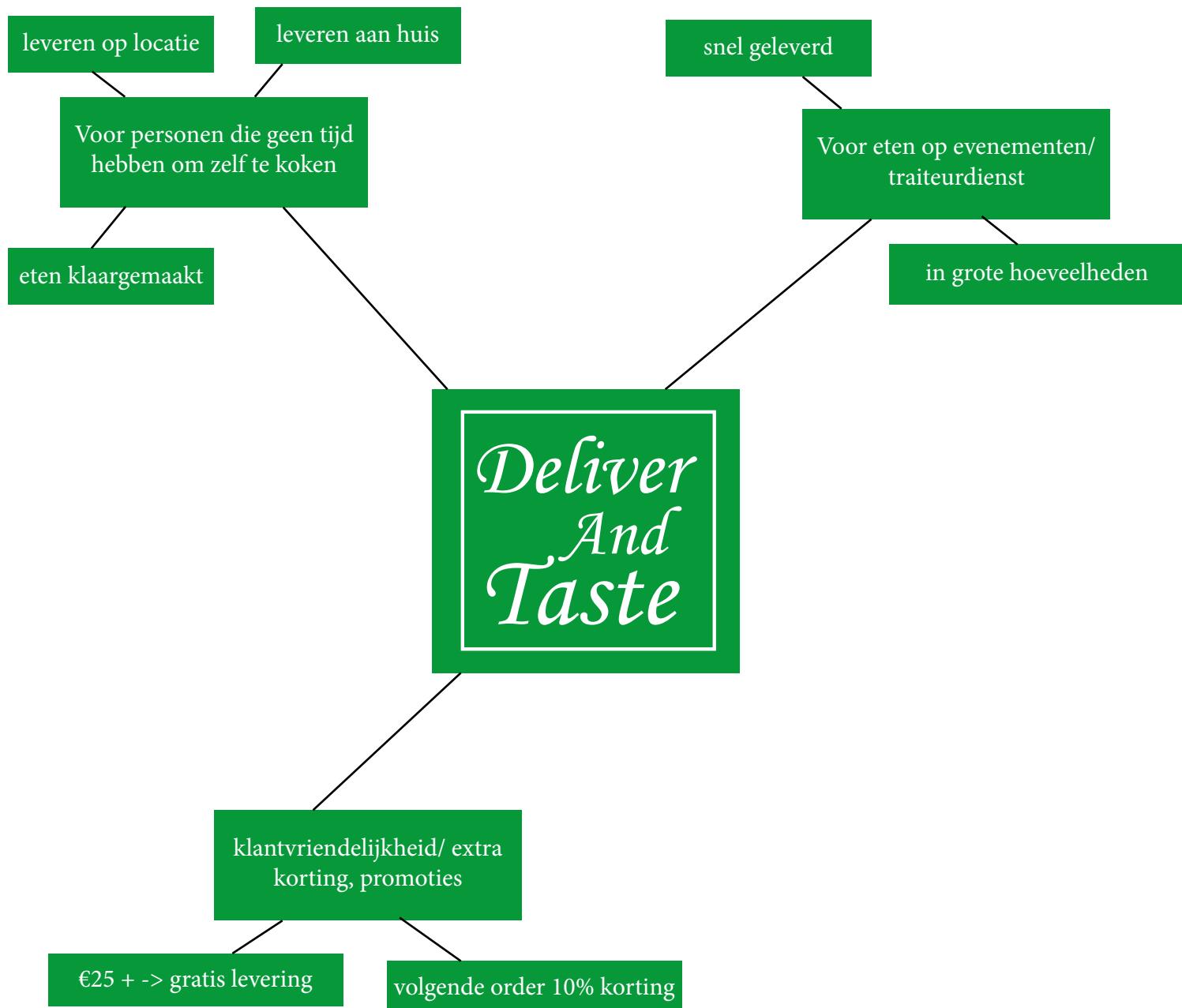
OrderFoodDrinks_ID
OrderFoodDrinks_Name
OrderFoodDrinks_Text

Super-Admins

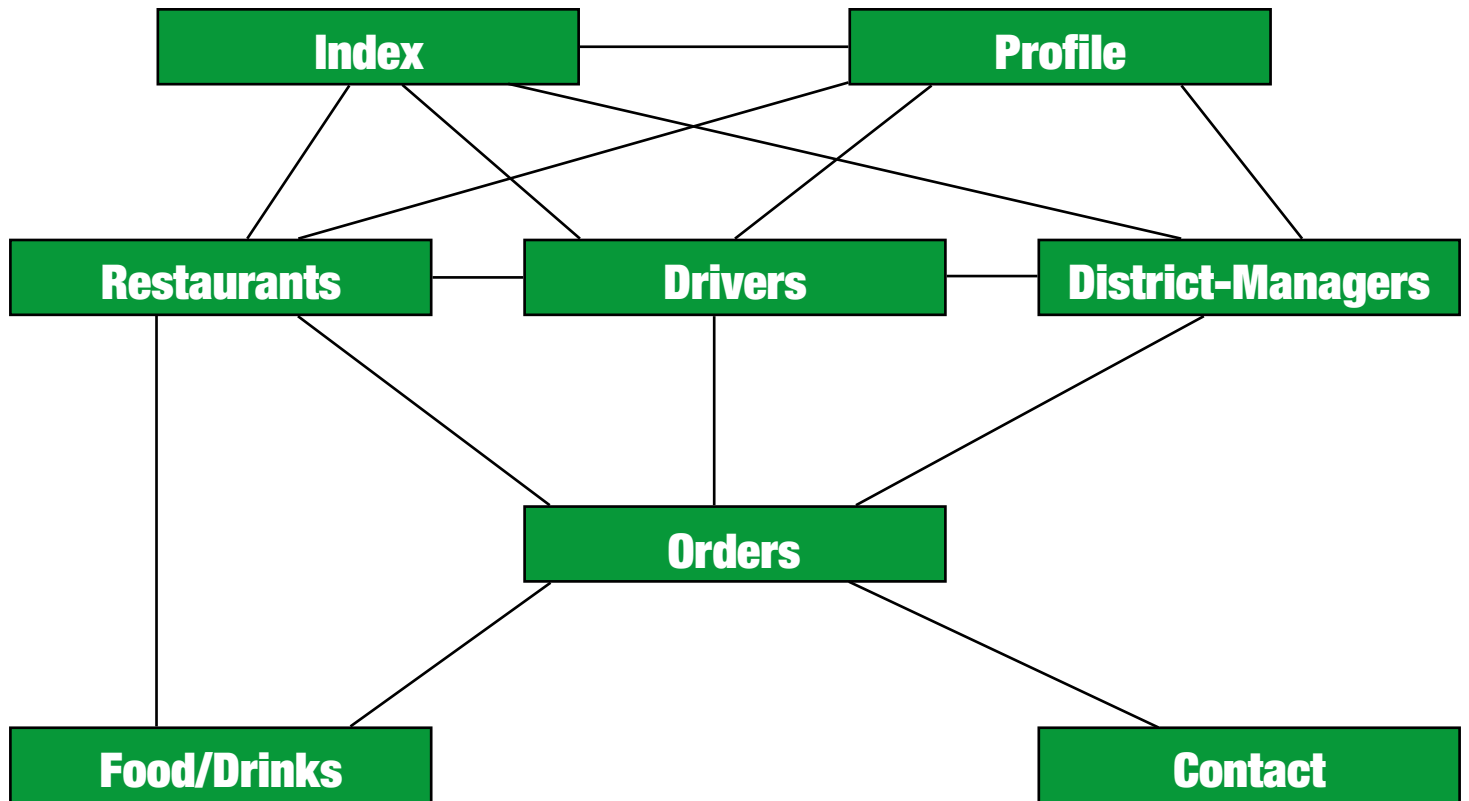
Super-admin_ID
Super-admin_Firstname
Super-admin_Surname

Email

Email_ID
Email_Text
Email_Date



Sitemap





Logo's : afhankelijk op welke achtergrond

normal

knop

actief

knop

hover

knop

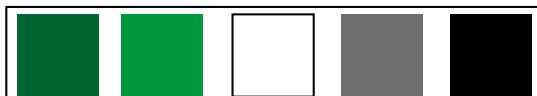


inputvelden formulier

Focus

Normal

blur



formulier

Naam

Voornaam

Email

Submit

Vul de vereiste velden in

Uw gegevens werden succesvol verzonden

Ga verder

Dit is een paragraaf. - Lato

Dit is een paragraaf. Museo

Dit is een paragraaf. Arial Narrow

Dit is een paragraaf. Roboto

