



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.

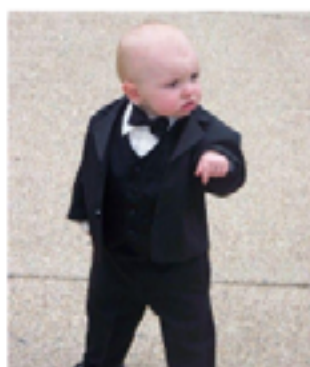
## Wat is de doelgroep?

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.

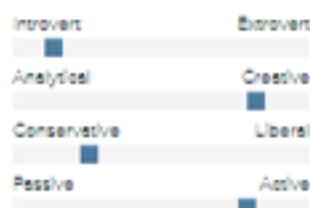
## Little Joe



"I want my dinner to be ready now"

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

### Personality



Trait Trait Trait Trait

### Goals

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

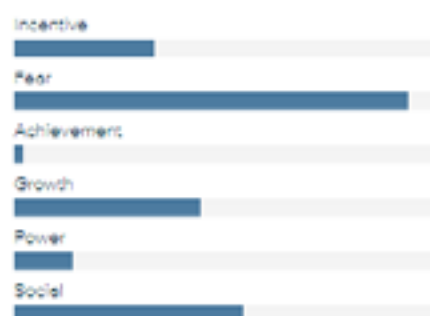
### Frustrations

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

### Bio

When I woke 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



### Preferred Channels



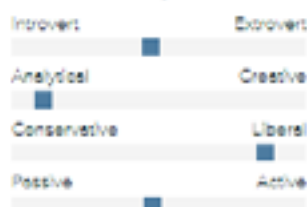
## Momma June



"I'm this close to achieving"

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

### Personality



Trait Trait Trait Trait

### Goals

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

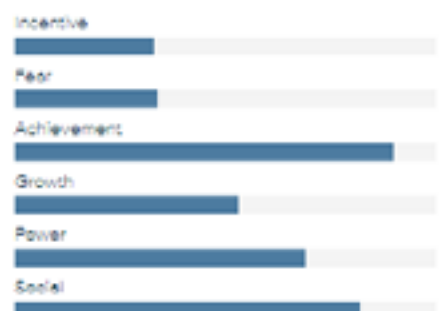
### Frustrations

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

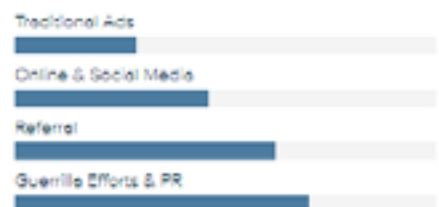
### Bio

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



### Preferred Channels



## 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

Fear

Achievement

Growth

Power

Social

### Preferred Channels

Traditional Ads

Online & Social Media

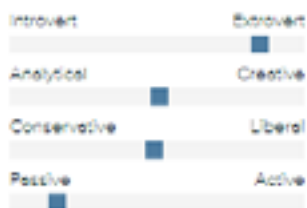
Referral

Guerrilla Efforts & PR

"Even at my age food is important"

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

### Personality



# 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

IdeaBoard





MoodBoard



# Sitemap

*Bring  
Me  
Food*

