

Dessert Dash

Julie Nelson

Restaurant Concept

What will be your restaurant's name?

Dessert Dash - DessertDash.com

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

Desserts

Custom options include:

- Extreme milkshakes and toppings
 - Vanilla ice cream
 - Chocolate ice cream
 - Candy toppings
 - M&Ms
 - Pretzels
 - Marshmallows
 - Gummies
 - Cookie Pieces
 - Hot Fudge
 - Sprinkles
 - Whipped cream
 - Caramel sauce
- Cake and Other Desserts
 - Chocolate cake/cupcakes
 - Vanilla cake/cupcakes
 - Brownies
 - Giant cookies
 -
- Cake/Cupcake Toppings

- Vanilla icing
- Chocolate icing
- Whipped cream frosting
- Cream cheese icing

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

Toronto, Ontario (City)

Delivery radius: Downtown Toronto

Choose a main target audience that your restaurant is focusing on

College and University students

Young professionals

Ages 18-36

Estimate how much your restaurant's food will cost

\$ Affordable

Write an elevator pitch for your restaurant

We provide delicious desserts that hit that sweet spot on your Netflix binge nights, late-night study sessions, or even girls/guys nights with your friends

Strategy Target Audience

The website will focus on the following target audiences:

Roles (groups of people with similar goals)

- Students or young professionals (placing an order directly for immediate delivery)
- Activity group leader (decision maker – placing advance order for a medium sized event)
- College administrator/Manager (decision maker, to be convinced, order for a large campus or business event)

Demographics (gender, age, education, occupation, marital status, income, location)

- Gender
 - More men than women
- Education
 - College/University student or recent graduate
- Occupations
 - Student
 - Young professional
- Age

- 18-36
- Location
 - Downtown Toronto, Ontario
- Personality & Attitudes:
 - Energetic
 - Studious
 - Carefree
- Values:
 - Liberal
 - Friendship
 - Education focused
- Lifestyles:
 - Party-goer
 - Gamer
 - Sport event attendees

Strategy

User Needs

Users need to be able to:

- Order desserts online
- See if orders can be delivered to their area
- Place an order for a future date/time
- Check status of their order
- Customize orders
- Contact business with questions

Business Needs

- To sell food online that will be delivered
- Provide a system for order customization
- Provide excellent communication
- Prompt delivery and response times
- A light-hearted look and feel with excellent quality

User Personas



Scott Henderson (18M) University Freshman

- First year university student
- Business major
- Avid video game player
- "Hanging out with my friends is all I ever want to do"
- Lives on campus far from home
- First time on his own
- Loves attending parties



Vanessa Cabrera (20F) Student Organizer

- Third year university student
- Law major
- Runs multiple on campus clubs
- Organized and dedicated
- Loves to travel
- "Getting involved in our community should be everyone's passion"



Michael Dennis (45) Manager, Software Engineer

- Masters in Computer Science
- Passionate about new technology
- Married with 3 kids
- Loves to work with new graduates
- Plans work events
- "An engaged employee is the mark of a successful manager"
- Loves playing and attending any type of sporting activity

Scope

Content Requirements

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

- Menu
 - Desserts offered
 - Customization options
- Images of products
- Delivery radius
- Contact information
- How to order in advance
- FAQ page
 - How long does an order take to arrive?
 - Is everything made fresh to order?
 - What types of payment do you accept?
 - How do I cancel an order?
 - Is there a minimum order amount?

- How much is delivery?
- How can I work for you?
- How can I contact you?

Functional Requirements

Systems that will allow the user accomplish tasks. “The user will be able to...”

- Customize all orders
- Pre-order
- Order in bulk for an event
- Chat live with a chat module
- Place an order
- Cancel an order
- Contact business with any questions
- Apply for jobs
- Account management
 - Create an account
 - Log into account
 - View pending and past orders
 - Receive coupons and discounts

DessertDash.com

Photos of products
Welcome message



Home

Food Background Image



Enter your delivery address

Live Chat

Home > [Invalid Address](#)

Food Background Image



Enter your delivery address

WE'RE SORRY WE ONLY DELIVER TO ADDRESSES IN TORONTO

Live Chat

Home > [Valid Address](#)

Food Background Image




123 Grand Avenue Toronto Ontario

VALID TORONTO ADDRESS - WELCOME

Live Chat

Home > Valid Address > **Delivery Time**

Food Background Image



When would you like to receive your order?

June 2020						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
22	27	28	29	30	31	1
23	3	4	5	6	7	8
24	10	11	12	13	14	15
25	17	18	19	20	21	22
26	24	25	26	27	28	29

Minutes

20

21

22

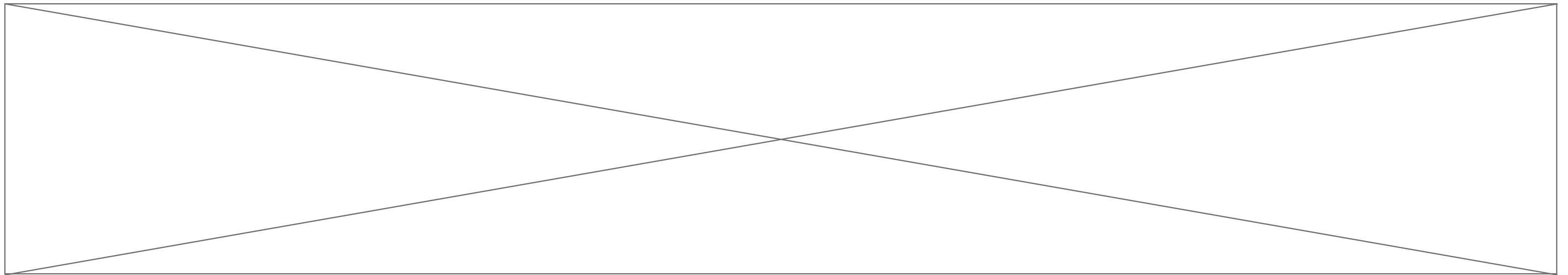
23

24

10 22 04 PM

OK Cancel

Home > Valid Address > **Menu**

A square placeholder with a thin black border and a diagonal cross. The text "Extreme Milkshakes" is centered in the square. Below the square is a rectangular button with the text "Order This".

Extreme Milkshakes

Order This

A square placeholder with a thin black border and a diagonal cross. The text "Cake" is centered in the square. Below the square is a rectangular button with the text "Order This".

Cake

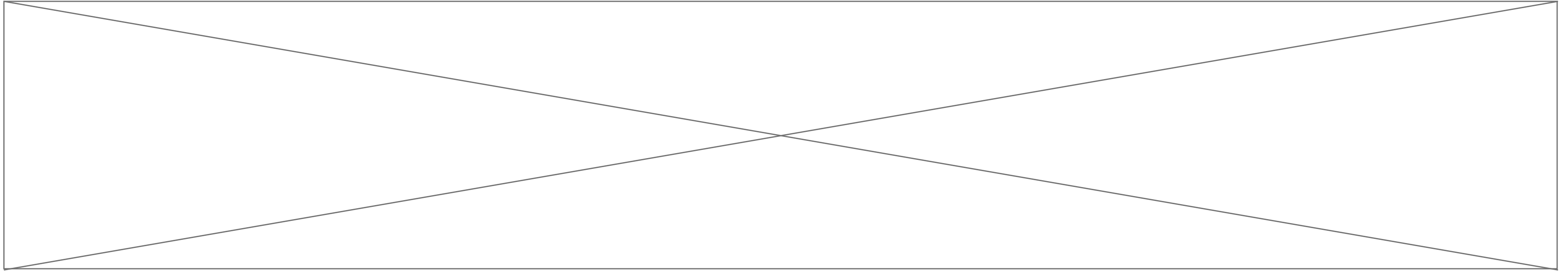
Order This

A square placeholder with a thin black border and a diagonal cross. The text "Other Desserts" is centered in the square. Below the square is a rectangular button with the text "Order This".

Other Desserts

Order This

Home > Valid Address > Menu > **Extreme Milkshakes**



Flavours

- Vanilla Ice Cream
- Chocolate Ice Cream

Candy Toppings

- M&Ms Double Portion
- Pretzels Double Portion
- Marshmallows Double Portion
- Gummies Double Portion
- Cookie Pieces Double Portion

Toppings

- Hot Fudge Double Portion
- Caramel Sauce Double Portion
- Whipped Cream Double Portion
- Sprinkles Double Portion

Order Notes

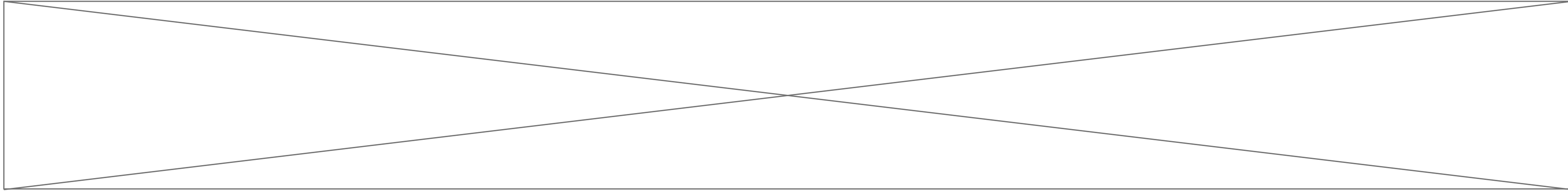
[Order More Ice Cream](#)

[Back to Main Menu](#)

[Proceed to Checkout](#)

[Live Chat](#)

Home > Valid Address > Menu > [Cakes/Cupcakes](#)



Flavours

- Vanilla Cake
- Chocolate Cake
- Vanilla Cupcake
- Chocolate Cupcake

Portion

- 1 Slice/Cupcake
- 2 Slices/Cupcakes
- 3 Slices/Cupcakes
- Entire Cake/Dozen Cupcakes

Toppings

- Vanilla Icing
- Chocolate Icing
- Whipped Cream
- Cream Cheese Frosting
- Double Portion
- Double Portion
- Double Portion
- Double Portion

Order Notes

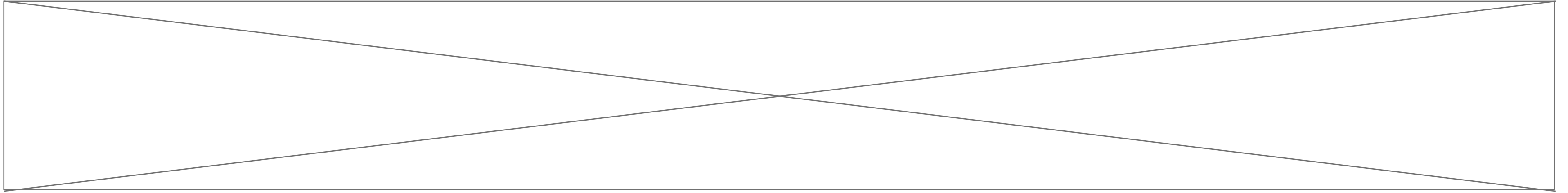
[Order More Cake](#)

[Back to Main Menu](#)

[Proceed to Checkout](#)

[Live Chat](#)

Home > Valid Address > Menu > **Other Desserts**



Flavours

- Brownies
- Giant Chocolate Chip Cookie
- Giant Peanut Butter Cookie

Portion

- 1 Slice/Cookie
- 2 Slices/Cookies
- 3 Slices/Cookies
- Entire Pan/Dozen Cookies

Toppings

- Vanilla Icing
- Chocolate Icing
- Whipped Cream
- Double Portion
- Double Portion
- Double Portion

Order Notes

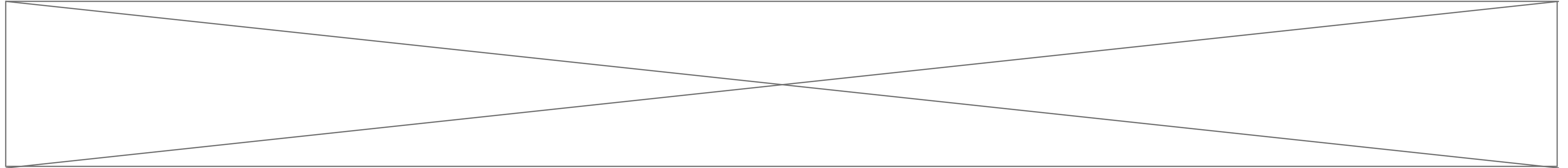
[Order More Desserts](#)

[Back to Main Menu](#)

[Proceed to Checkout](#)

[Live Chat](#)

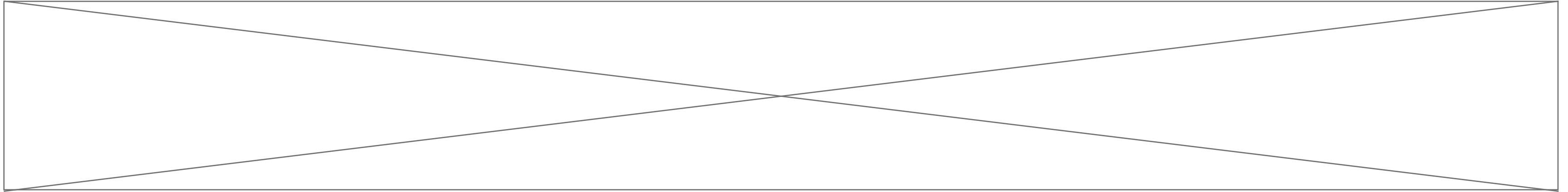
[Home](#) > [Valid Address](#) > [Menu](#) > [Login](#)



Login

Don't Have an Account?

Home > Valid Address > Menu > **Payment**

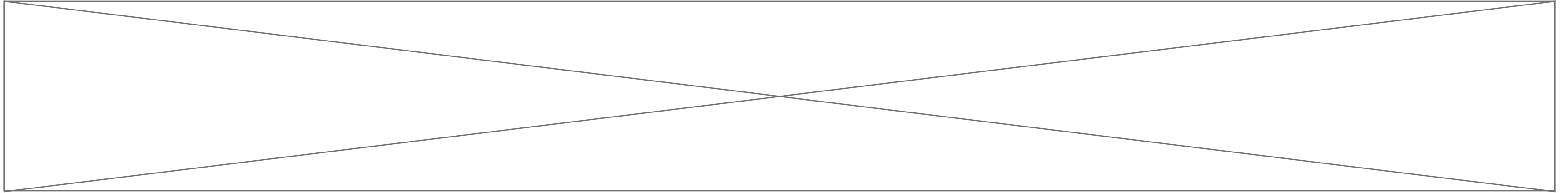


Payment Details

Address

 Same as Delivery Address

[Home](#) > [Valid Address](#) > [Menu](#) > [Payment](#) > [Thank You](#)



Thank you for your order.

You will receive a confirmation email when your order is on your way.
Enjoy your meal and have a sweet day!



Home

Food Background Image



Where are we delivering to?

Live Chat



DesserDash



**Delicious desserts to your door that
hit the sweet spot**



Enter your delivery address

Live Chat



Delicious desserts to your door that hit the sweet spot



Enter your delivery address

Live Chat



Delicious desserts to your door that hit the sweet spot



1234 Strathorne St. Scarborough, On

WE'RE SORRY WE ONLY DELIVER TO ADDRESSES IN TORONTO



Delicious desserts to your door that hit the sweet spot



5649 Grant Ave, Toronto, On.

VALID TORONTO ADDRESS - WELCOME

[Live Chat](#)



Delicious desserts to your door that hit the sweet spot



When would you like to receive your order?

June 2020								
<	Sun	Mon	Tue	Wed	Thu	Fri	Sat	>
22	27	28	29	30	31	1	2	
23	3	4	5	6	7	8	9	
24	10	11	12	13	14	15	16	
25	17	18	19	20	21	22	23	
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Minutes
20
21
22
23
24

10 22 04 PM

OK Cancel



[Home](#) > [Valid Address](#) > [Delivery Time](#) > [Menu](#)



Extreme Milkshakes



Order Now

Cakes & Cupcakes



Order Now

Other Desserts



Order Now

[Live Chat](#)



Ice Cream

- Vanilla Ice Cream
- Chocolate Ice Cream

Candy Toppings

- M&Ms
- Pretzels
- Marshmallows
- Gummies
- Cookie Pieces
- Double Portion
- Double Portion
- Double Portion
- Double Portion
- Double Portion

Toppings

- Hot Fudge
- Caramel
- Whipped Cream
- Sprinkles
- Double Portion
- Double Portion
- Double Portion
- Double Portion

Order Notes

[Order more
Ice cream](#)

[Back to
main menu](#)

[Proceed to
checkout](#)

[Live Chat](#)

[Home](#) > [Valid Address](#) > [Delivery Time](#) > [Menu](#) > **Cakes/Cupcakes**



Flavours

- Vanilla Cake
- Chocolate Cake
- Vanilla Cupcake
- Chocolate Cupcake

Candy Toppings

- 1 Slice/Cupcake
- 2 Slices/ Cupcakes
- 3 Slices/Cupcakes
- 4 Slices/Cupcakes
- Whole Cake/ Dozen Cupcakes

Toppings

- Vanilla Icing
- Chocolate Icing
- Whipped Cream Frosting
- Cream Cheese Frosting
- Double Portion
- Double Portion
- Double Portion
- Double Portion

Order Notes

[Order more cakes](#)

[Back to main menu](#)

[Proceed to checkout](#)

[Live Chat](#)



Flavours

- Brownies
- Giant Chocolate Chip Cookie
- Giant Peanut Butter Cookie

Candy Toppings

- 1 Slice/Cookie
- 2 Slices/ Cookies
- 3 Slices/Cookies
- 4 Slices/Cookies
- Whole Pan/ Dozen Cookies

Toppings

- Vanilla Icing
- Chocolate Icing
- Whipped Cream
- Double Portion
- Double Portion
- Double Portion

Order Notes

[Order more desserts](#)

[Back to main menu](#)

[Proceed to checkout](#)

[Live Chat](#)

[Home](#) > [Valid Address](#) > [Delivery Time](#) > [Menu](#) > [Proceed to checkout](#) > [Login](#)



Login

[Forgot Password](#)[Login](#)

Don't Have an Account?

[Sign Up](#)[Live Chat](#)

[Home](#) > [Valid Address](#) > [Delivery Time](#) > [Menu](#) > [Proceed to Checkout](#) > [Login](#) > **Payment**



Payment Details

Address Information

 Same as Delivery Address?

[Confirm Order](#)

[Live Chat](#)

[Home](#) > [Valid Address](#) > [Delivery Time](#) > [Menu](#) > [Proceed to Checkout](#) > [Login](#) > [Payment](#) > **Thank You**



Thank you for your order.

You will receive a confirmation email when your order is on your way.
Enjoy your meal and have a sweet day!