

# Perfect Pancake

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# Restaurant Concept

## Restaurant Name & URL

*Perfect Pancake*  
*perfectpancake.sk*

## Food & drink

### Pancakes

#### Dough base:

*Classic wheat flower*  
*Whole grain flower*  
*Spelt flower*

#### Jam:

*Strawberry jam*  
*Peach jam*

#### Fruits:

*Strawberries*  
*Forest fruits*

#### Filling:

*Nutella*  
*Chocolate*  
*Curd cheese*  
*Pudding*  
*Mixed nuts*

#### Topping:

*Chocolate*  
*Caramel*

#### Sprinkles: Rainbow

*Chocolate*  
*Nuts*

## *Whipped cream*

### Drinks

*Ice tea, Sprinkled Water, Soda*  
*Juice: Orange, Apple*

*Wine: Red, White*

*Beer: Alcoholic, Non-alcoholic*

### Location

*Slovakia, Šaštín-Stráže*  
*Delivery Radius: City of Šaštín-Stráže*

### Main target audience

- *Young Parents*

### Cost

*Affordable*

### Elevator pitch

*Did you have a bad day? You need a perfect pancake! We offer home-made pancakes with your favorite fillings and toppings.*

# Strategy

## Target Audience

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

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

- *Students who are often alone home, doesn't know how to make their own pancakes and are always hungry*
- *Young parents with small kids, who doesn't have time to work and cook, but cares about healthy diet of their children*
- *People in weekend houses, who want to enjoy the weekend and not cook*

**Demographics**

- **Gender** – Both
- **Education** – Collage degree and higher
- **Occupations** – Accountants, Managers
- **Age** - 12-45
- **Location** –area of Šaštín-Stráže city

- **Income** – middle class

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

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

- **Personality & Attitudes:** *open-minded in terms of local population 😊*
- **Values:** *values his/her spare time, hedonist, cares about quality of their food (healthy or good)*
- **Lifestyles:** *spend time with family doing things (not cooking), passionate reader, active lifestyle: bicycle, hiking*

# Strategy

## User Personas (optional)



**EMILIA – 45 years**

**Life is too short to drink bad wine.**

She has a good job in the city and loves countryside. She has a weekend house with her husband, children are already grown up and prefer to spend weekends with their friends. She likes walking with her dog in forest around and take care of her small garden. She likes to sit in her terrace with wine and read a book. She doesn't like to cook, especially for only two persons.



**ROBERT – 17 years**

**When I am hungry, I am hungry.**

He is good student and likes to play football in local team, which is sometimes exhausting. His parents go often to visit friends and family, what he refuses to do anymore. He is often alone at home. After a

good match he is hungry. He can cook basic pancakes if he wants but usually he doesn't have such range of ingredients at home.



**ALENA – 36 years**

**My daughter is my everything.**

She is divorced, has one daughter. She works hard in local automobile concern. She would like to spend more time with her daughter. She prefers cooking at home to save money, but sometimes she is tired or she wants to celebrate some special occasion. On weekends she learns Spanish and knits.

# Strategy

## User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Mix their perfect pancake
- Save their favorite pancake = have an user account
- See approximate time, when the pancakes could be delivered/send
- Focus on mobile access (rather than desktop)

## Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Communicate the hedonistic experience and passion for food
- Communicate speed of order
- Communicate affordability, value for money

# Outline of Scope

## Content Requirements

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

*“The user will be looking for...”*

- Professional images of pancakes
- Opening times
- Texts that stresses that deliveries are only for Šaštín-Stráže area
- Text about approximate delivery time – default within 45 minutes
- Menu – predefined pancakes and drinks with prices
- List of ingredients with pictures and information detail
- Customers reviews
- Phone number and address

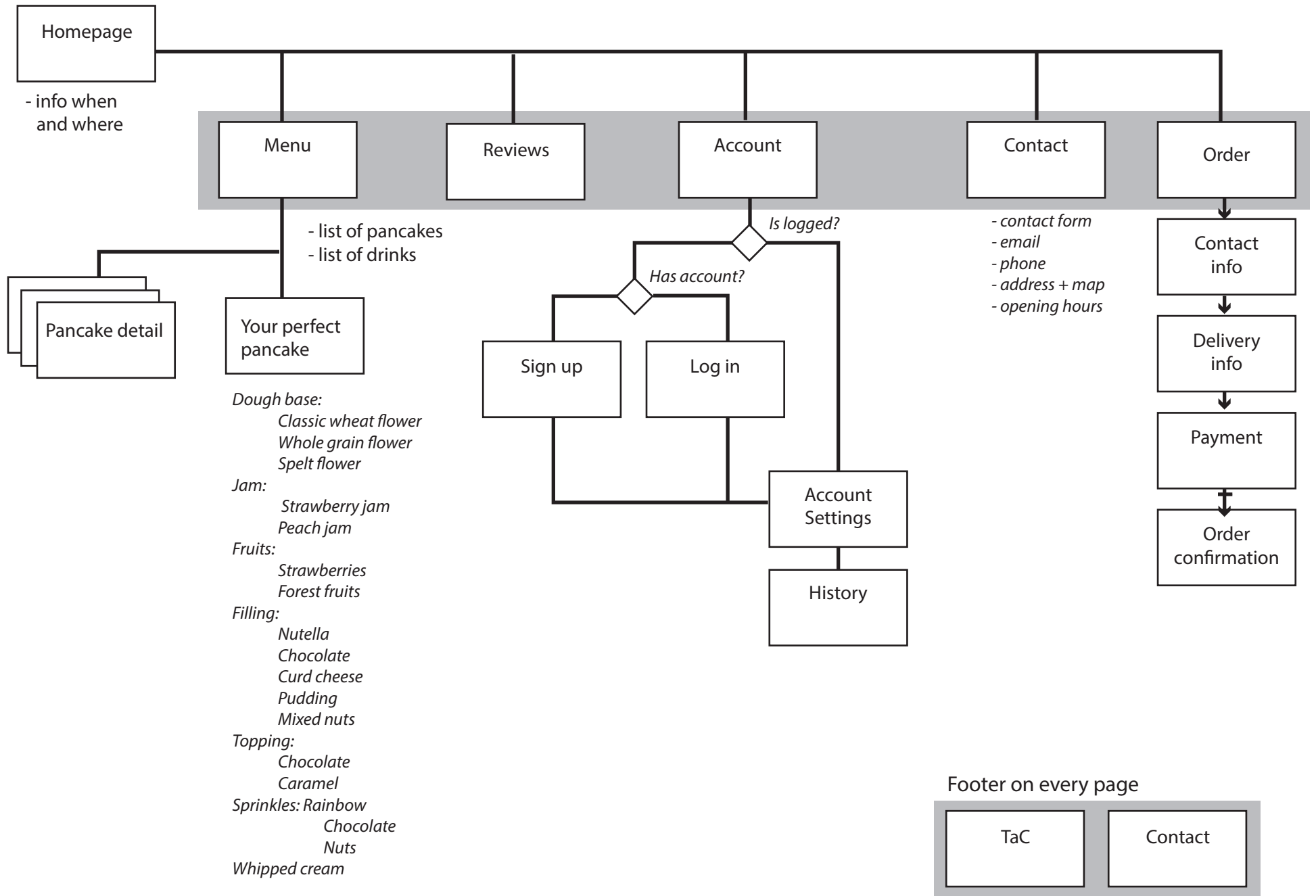
## Functionality Requirements

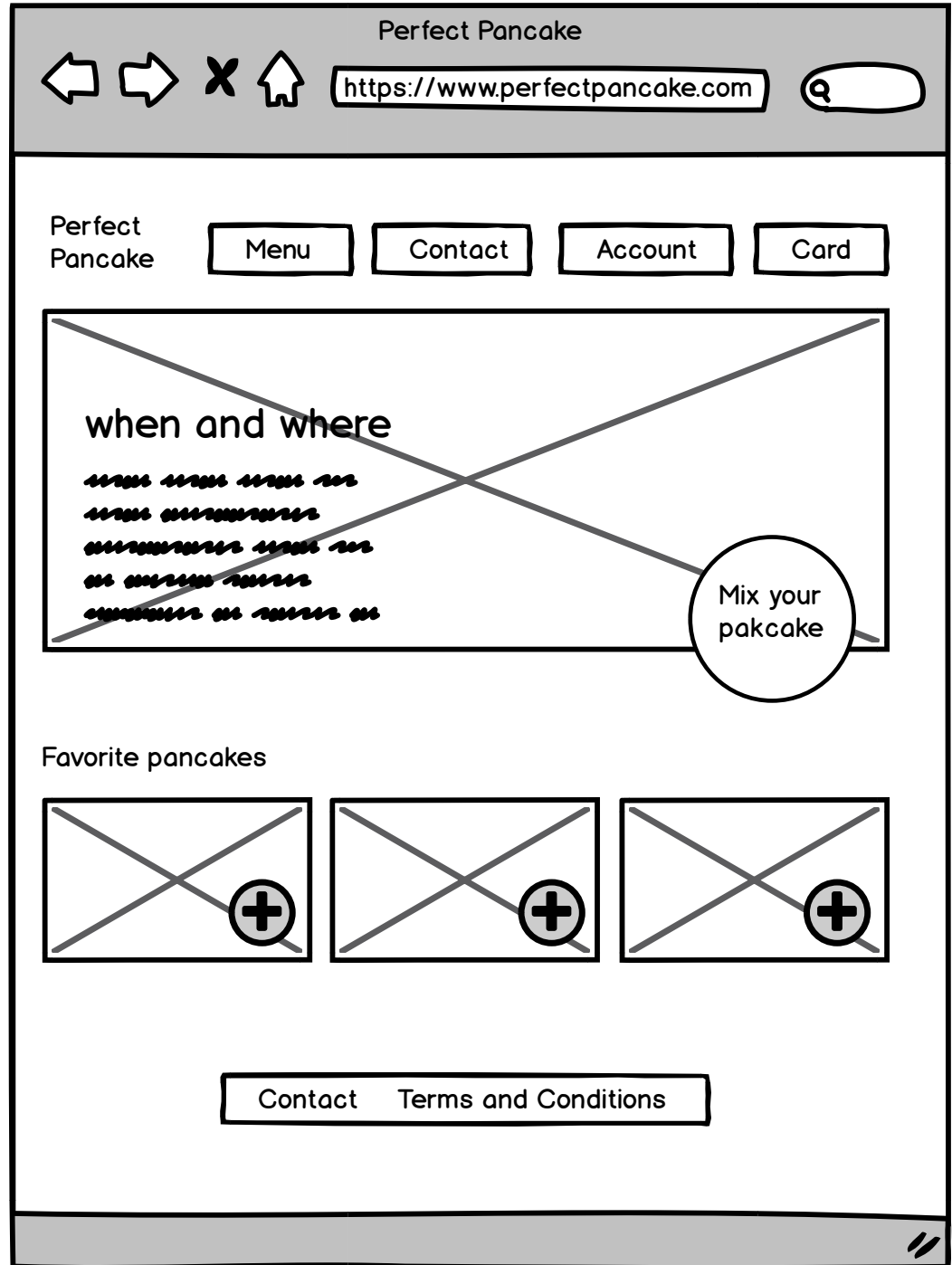
Systems that will allow the user accomplish tasks.

*“The user will be able to...”*

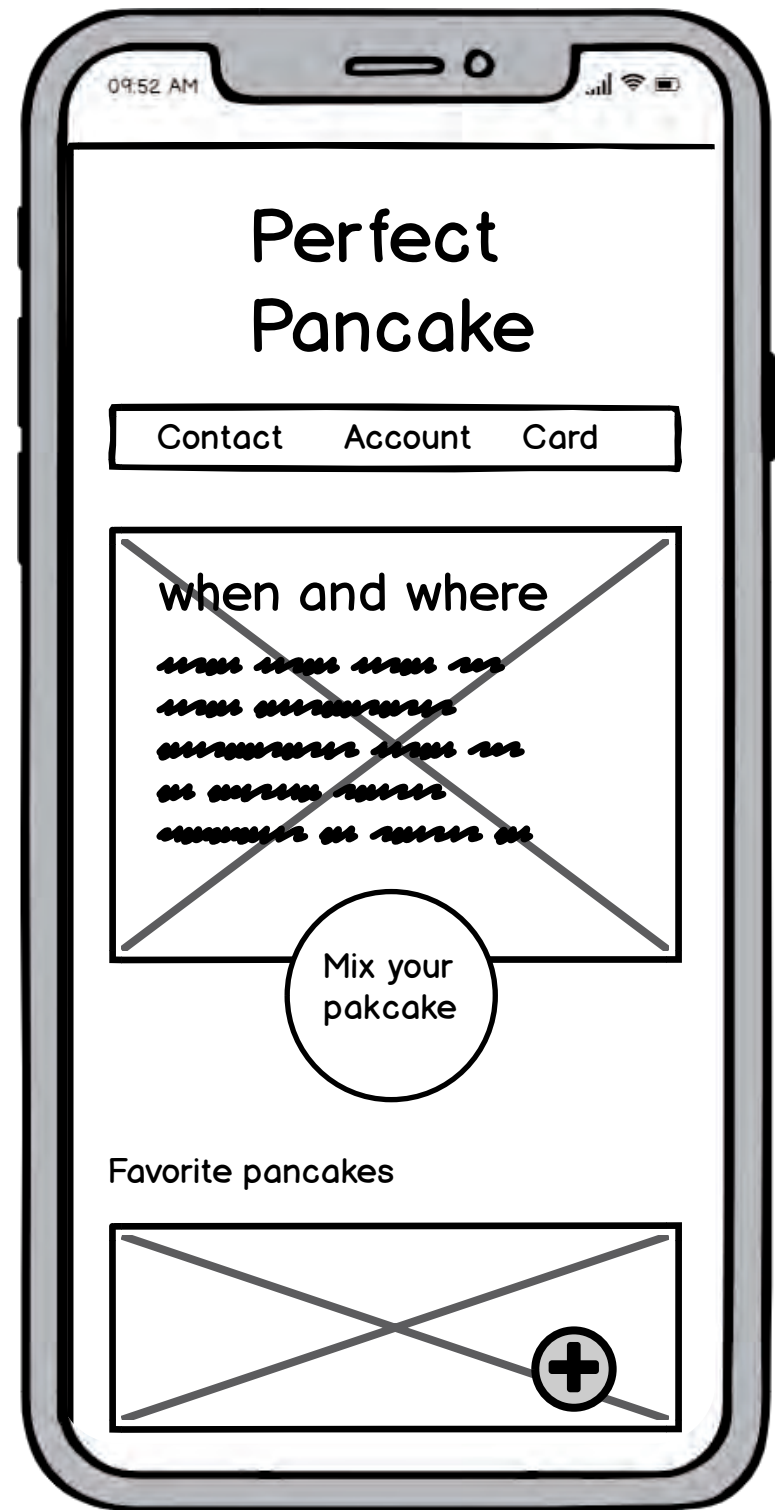
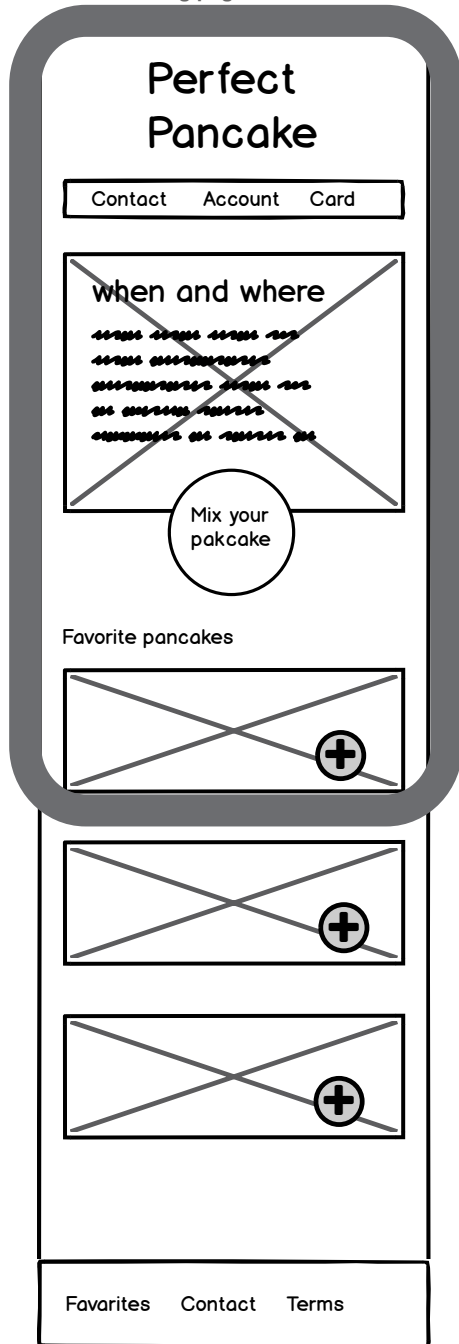
- Order from predefined pancakes
- Customize pancake
- Place order
  - Contact information
  - Delivery information
  - Make payment
  - Get order confirmation
- Get email notification when the order is shipped
- Save and repeat favorite order
  
- Create account
- Recover password
- Log in

# Perfect pancake sitemap

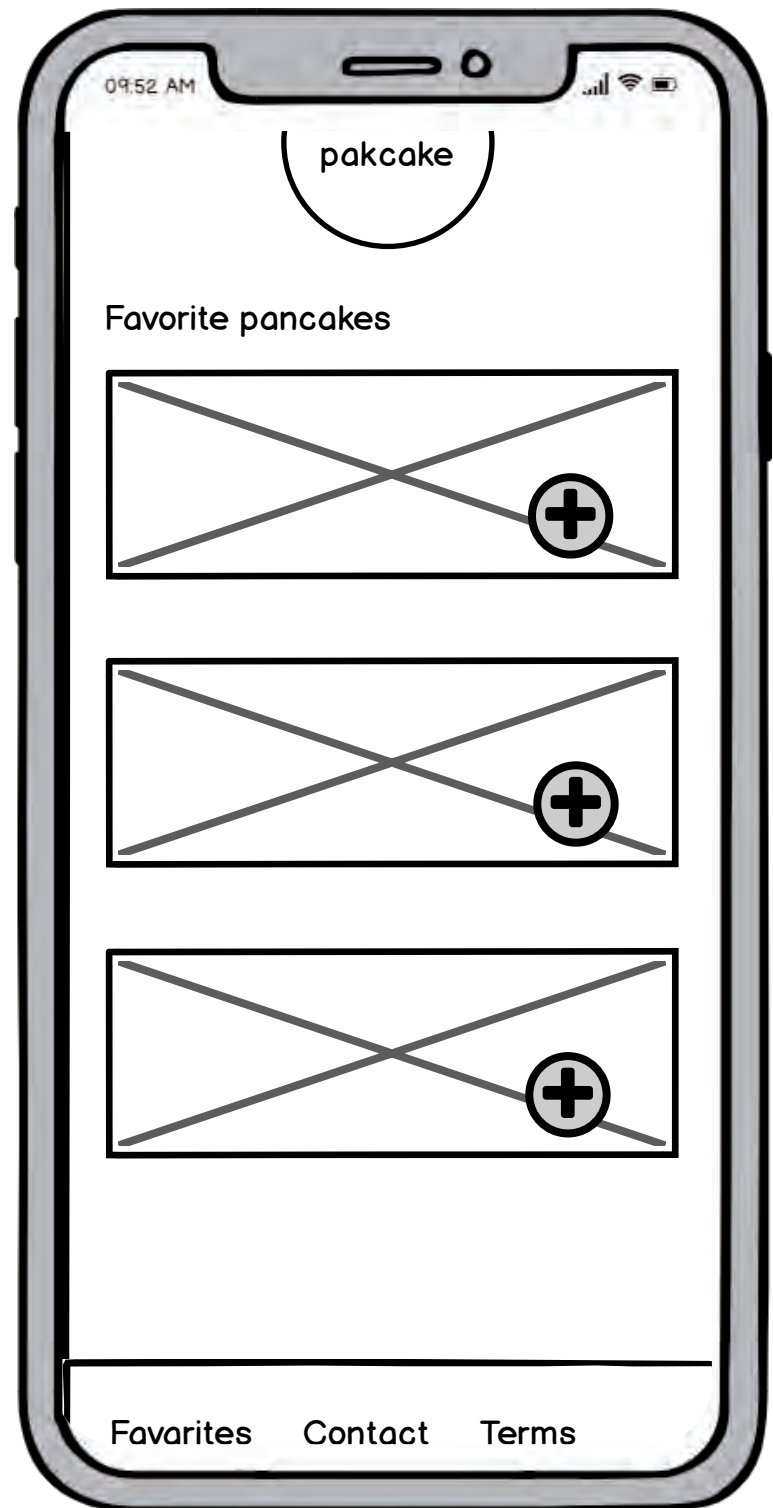
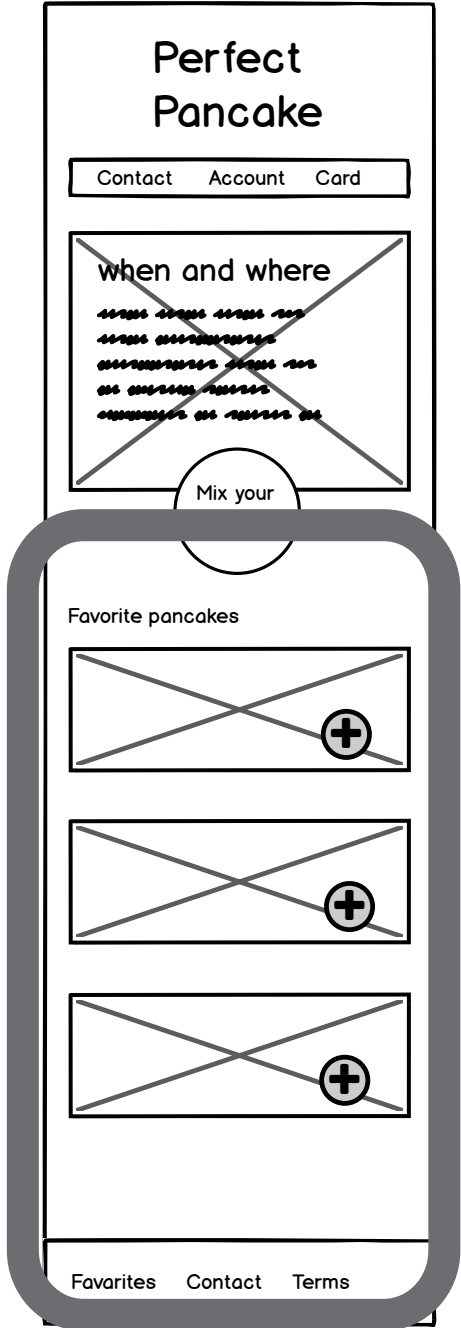




mobile landing page



mobile landing page



## Perfect Pancake

←

Mix your first perfect pancake

Dough base

Classic wheat flower  
 Whole grain flower  
 Spelt flower

Jam

Strawberry jam 1 EUR  
 Peach jam 1 EUR

Fruits

Topping

Sprinkles

Whipped cream 2 EUR

Total 2 EUR

OK

[Favarites](#) [Contact](#) [Terms](#)

09:52 AM

## Perfect Pancake

←

Mix your first perfect pancake

Dough base

Classic wheat flower  
 Whole grain flower  
 Spelt flower

Jam

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Fruits

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Sprinkles

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## Perfect Pancake

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Mix your first perfect pancake

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 Whole grain flower  
 Spelt flower

Jam

Peach jam 1 EUR

Fruits

Topping

Sprinkles

Whipped cream 2 EUR

Total 2 EUR

OK

Favorites Contact Terms

09:52 AM

Strawberry jam 1 EUR  
 Peach jam 1 EUR

Fruits

Topping

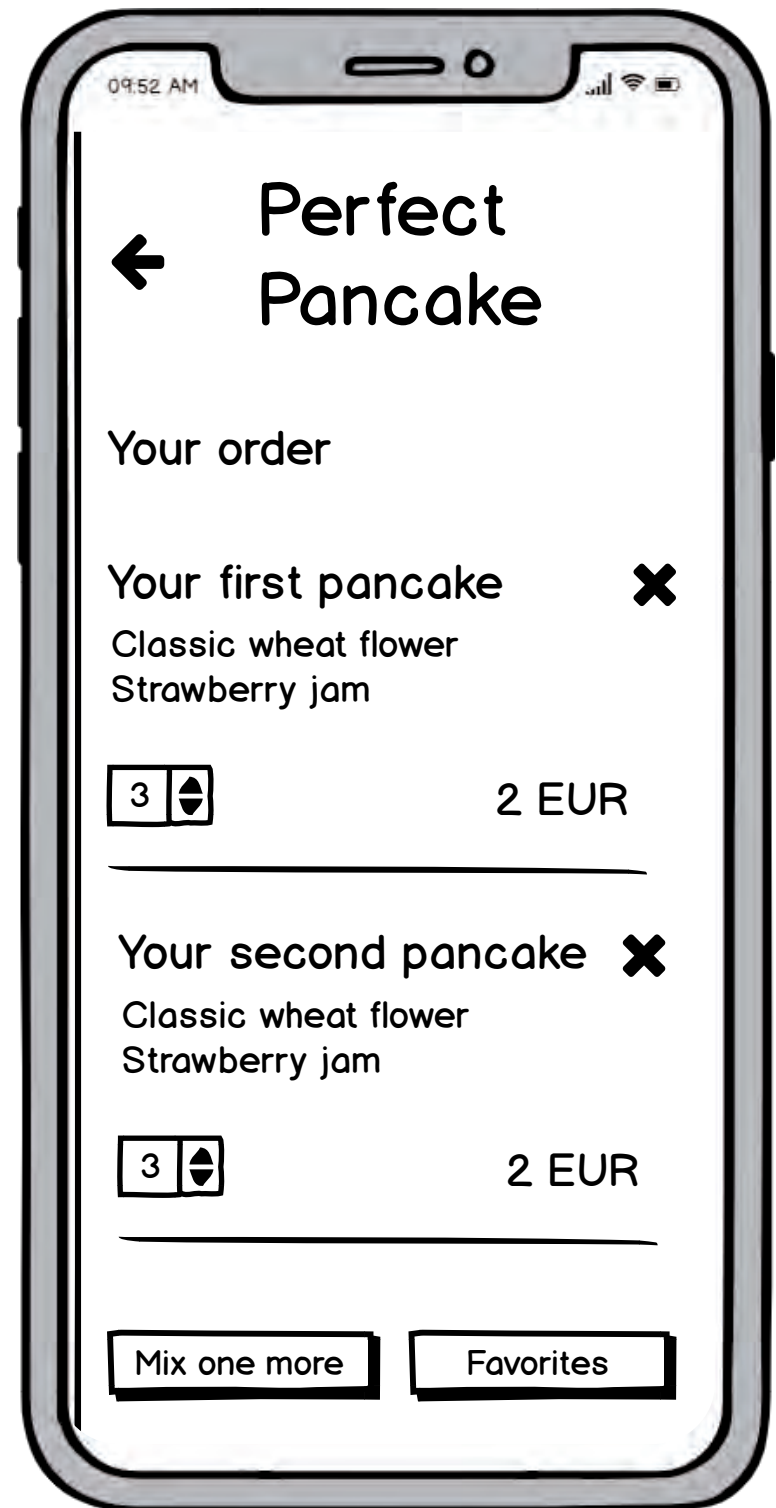
Sprinkles

Whipped cream 2 EUR

Total 2 EUR

OK

Favorites Contact Terms



← Perfect Pancake

Your order

Your first pancake ✕  
Classic wheat flower  
Strawberry jam

3 2 EUR

Your second pancake ✕

Strawberry jam

3 2 EUR

Mix one more Favorites

Total 12 EUR

OK

Favorites Contact Terms

09:52 AM

Classic wheat flower  
Strawberry jam

3 2 EUR

Mix one more Favorites

Total 12 EUR

OK

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← Perfect Pancake

Order drinks

Ice tea (0.5 l) 1 EUR

Sprinkled Water (0.5 l) 1 EUR

---

Drinks 2 EUR

3x First pancake 6 EUR (detail)

3x Second pancake 6 EUR (detail)

Total 14 EUR

---

[Favorites](#) [Contact](#) [Terms](#)

09:52 AM

← Perfect Pancake

Order drinks

Ice tea (0.5 l) 1 EUR

Sprinkled Water (0.5 l) 1 EUR

---

Drinks 2 EUR

3x First pancake 6 EUR (detail)

3x Second pancake 6 EUR (detail)

← Perfect Pancake

Order drinks

Ice tea (0.5 l) 1 EUR

Sprinkled Water (0.5 l) 1 EUR

Drinks	2 EUR
3x First pancake (detail)	6 EUR
3x Second pancake (detail)	6 EUR

Total 14 EUR

OK

Favorites Contact Terms

09:52 AM

Drinks	2 EUR
3x First pancake (detail)	6 EUR
3x Second pancake (detail)	6 EUR

Total 14 EUR

OK

Favorites Contact Terms

← Perfect Pancake

Already have an account?

E-mail ...

Password ...

Login

Create your account now

E-mail ...

Password ...

Repeat password ...

Create account

Continue without registration

Favorites Contact Terms

09:52 AM

← Perfect Pancake

Already have an account?

E-mail ...

Password ...

Login

Create your account now

E-mail ...

Password ...

Repeat password ...

Create account

← Perfect Pancake

Already have an account?

E-mail ...

Password ...

Login

Create your account now

E-mail ...

Password ...

Repeat password ...

Create account

Continue without registration

Favorites Contact Terms

09:52 AM

E-mail ...

Password ...

Login

Create your account now

E-mail ...

Password ...

Repeat password ...

Create account

Continue without registration

Favorites Contact Terms

← Perfect Pancake

Tell us your contact information

Email (if not set) ...

Phone number ...

Whole Name ...

Address ...

Pick city ▾

Anything you would like to tell us

OK

Favorites Contact Terms

09:52 AM

← Perfect Pancake

Tell us your contact information

Email (if not set) ...

Phone number ...

Whole Name ...

Address ...

Pick city ▾

Anything you would like to tell us



← Perfect Pancake

Confirm your order

Drinks	2 EUR
3x First pancake (detail)	6 EUR
3x Second pancake (detail)	6 EUR

**Total 14 EUR**

John Doe  
Sastinska  
Šaštín-Stráže

0987873438  
john@doe.com

I agree with Terms and Conditions

**OK**

Favorites Contact Terms

09:52 AM

← Perfect Pancake

Confirm your order

Drinks	2 EUR
3x First pancake (detail)	6 EUR
3x Second pancake (detail)	6 EUR

**Total 14 EUR**

John Doe  
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Šaštín-Stráže

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← Perfect Pancake

Confirm your order

Drinks	2 EUR
3x First pancake (detail)	6 EUR
3x Second pancake (detail)	6 EUR

Total 14 EUR

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09:52 AM

Total 14 EUR

John Doe  
Sastinska  
Šaštín-Stráže

0987873438  
john@doe.com

I agree with Terms and Conditions

OK

Favorites Contact Terms

09:52 AM



# Perfect Pancake

Thank you John,  
your pancake will  
come to you in 45  
minutes.

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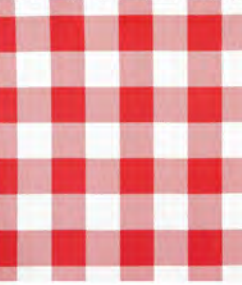




# MOODBOARD



# PERFECT PANCAKE PERFECT PANCAKE



# HOMEPAGE DESKTOP


**PERFECT PANCAKE**  
ŠAŠTÍN-STRÁŽE

[Menu](#) [Contacts](#) [Account](#) [Card](#)

*Mix Your  
Pancake*

## Free pancake delivery within 1 hour


**FRUIT PASSION**



ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

5 EUR


**HOT SUMMER**



ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

5 EUR

**BERRY SKY**

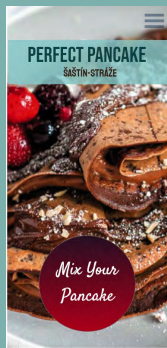


ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

5 EUR

[Contacts](#) [Terms](#)

# HOMEPAGE MOBILE



Free  
delivery  
within  
1 hour

Our Tips

## FRUIT PASSION



ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

5 EUR

## HOT SUMMER



ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

5 EUR

## BERRY SKY



ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

5 EUR

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Free  
delivery  
within  
1 hour

## Our Tips

### FRUIT PASSION



ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

5 EUR

### HOT SUMMER



ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.



ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

5 EUR

### BERRY SKY

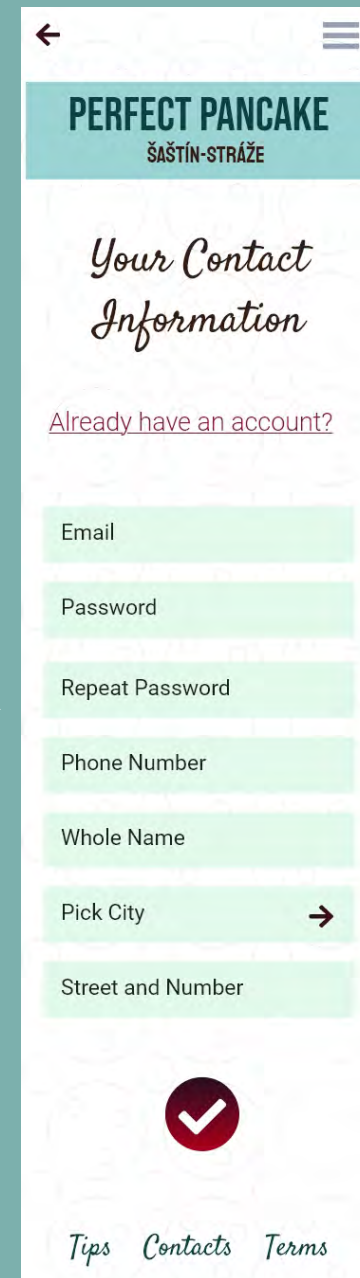
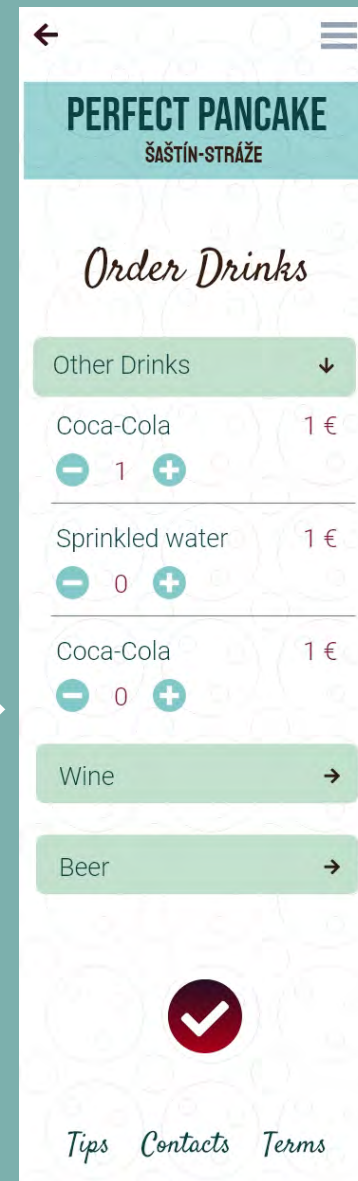
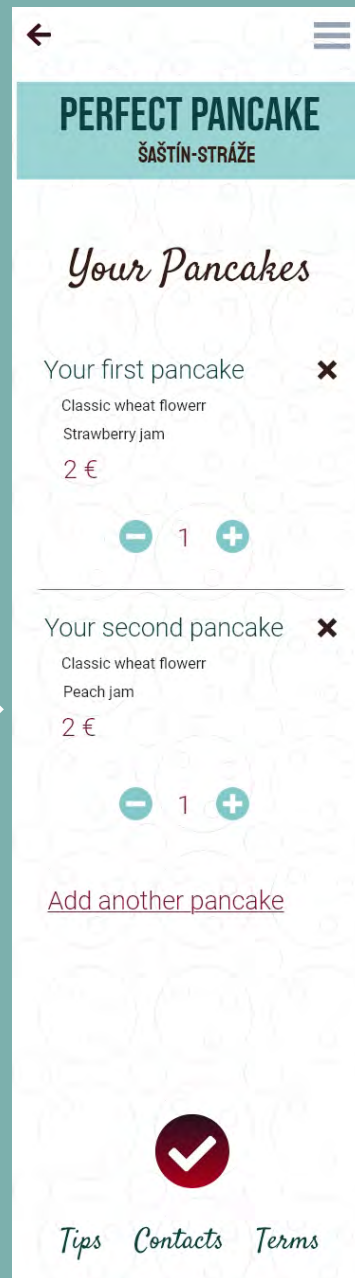
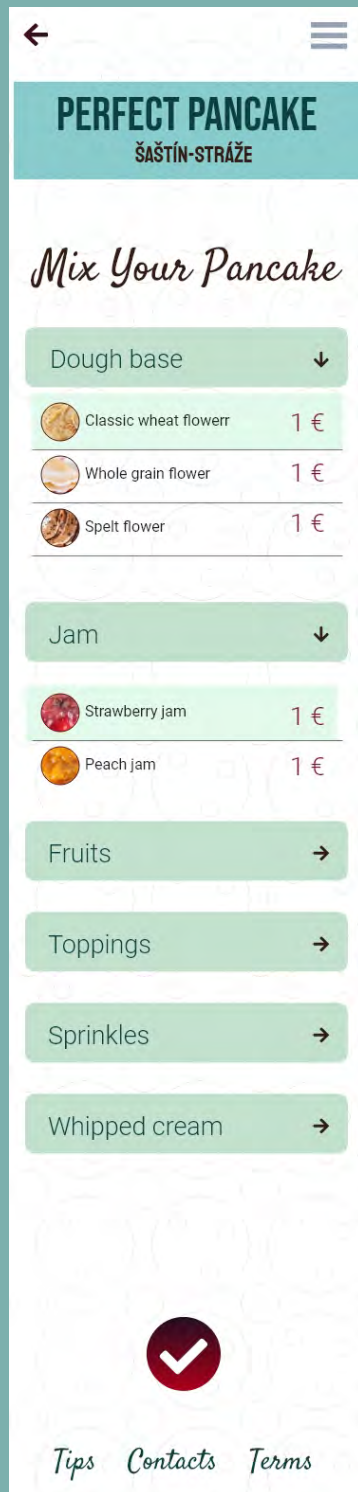


ingredients: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

5 EUR

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# ORDERING PROCESS MOBILE



# ORDERING PROCESS MOBILE

← 

**PERFECT PANCAKE**  
ŠAŠTÍN-STRÁŽE

*Confirm Your Order*

1 x First pancake	2 €
Classic wheat flower Strawberry jam	
1 x Second pancake	2 €
Classic wheat flower Peach jam	
1 x Coca-Cola	1 €
Delivery	Free

---

**Total** 5 €

**Deliver to**

John Doe  
Street 1  
Šaštín

090493049304  
John@doe.com

Delivery Free

---

**Total** 5 €

**Deliver to**

John Doe  
Street 1  
Šaštín

090493049304  
John@doe.com

Anything you wish to tell us...

I agree with [Terms and Conditions](#)

**Order now**

*Tips Contacts Terms*

← 

**PERFECT PANCAKE**  
ŠAŠTÍN-STRÁŽE

*Thank you John*

Your pancake will come in 45 minutes..

*Tips Contacts Terms*