Konik

Isis Cortes

Restaurant Concept (Project Idea)

What will be your restaurant's name?

Konik ("to sell in Mayan)
konik.com

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

Traditional Mexican Food with vegetarian options

Fixed Menu

- Breakfast
  - Molletes
  - Chilaquiles
  - Quesadillas
- Lunch
  - Enchiladas verdes
  - Tacos dorados
  - Pozole
- Dinner
  - Enfrijoladas
  - Huaraches with chorizo
  - Sopes with chicken

Vegetarian Menu

Oatmeal with fruits
Soy milk and cereal
Fruit salad

Green Salad
Tamales de Rajas
Salad of the Day

Veggie Burgers
Protein Banana cookies
Rice and beans

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

Ex-Hipodromo de Peralvillo, Mexico City (Urban)

Delivery radius: Peralvillo neighborhood

Choose a main target audience that your restaurant is focusing on.

Catering to families during the coronavirus

Estimate how much your restaurant's food will cost.

$$ - Affordable

Write an elevator pitch for your restaurant.

We provide a fresh take on Mexican food for families.
Our menu has a fixed menu and a vegetarian menu.

Other Project Ideas

Customizable desserts

- Aimed at millenials and senior citizens
- In Mexico city, Peralvillo
- $$$ - Upscale
- "Sweet Tooth Cravings"
- Problem: It is only made by request with high quality ingredients.
  The clients might be few at the beggining when they try the products.

Customizable children's food

- Aimed at young parents
- In Mexico city, Peralvillo
- $$ - Affordable
- "Din - Din" - the concept is making food that looks cute and it's healthy for children
- Problem: Don't know the audience too well. It would have to be tested by making along the way.

Strategy

Target Audience

The website will focus on the following target audiences:

Roles (groups of people with similar goals)

- Office assistant (placing the order)
- Executive (decision maker, to be convinced)
- Business Owner (decision maker placing the order directly)

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

- Gender - Somewhat more women than men
- Education - College Education or higher
- Occupations - Office managers/secretaries, administrators, small business owners
- Age - Early 30s to 65
- Location - Peralvillo, Mexico City

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

- Personality & Attitudes:
  - Professional
  - Classy
  - Attention to detail
- Values:
  - Moderately conservative
  - Safety
  - Team building
- Lifestyles:
  - Family
  - Take vacations
  - Loves to play soccer

Strategy

User Personas

Fernanda Martinez (26) - Accountant

- Accountant for Mattel
- Loves traveling on the weekends to nearby towns
- "My family means the world"
- Enjoys wine tasting and painting with coworkers
- Married with two kids
- Income: 14,000 pesos a month

Goals:

To have free time so she can plan future family holidays and binge watch Netflix series

Frustrations:

Her husband doesn't cook so she struggles between work and cookinf for the family

Narrative

Fernanda comes from a middle class working family. She studied university at UNAM and graduated with honors.

She met her husband at university and decided to have children aftter working for a year at Mattel.

She loves to spend time with her family but also loves to do yoga and spend time on her own.

Location: Peralvillo, CDMX

Eloisa Flores (33) - Chemist

- Chemist for Unilever
- Loves vegetarian food and fitness
- "Animals are innocent and I love them"
- Enjoys playing with her four pugs
- In an open relationship
- Income: 20,000 pesos a month

Goals:

To buy a big house so her dogs can play around in the garden

Frustrations:

Her dad cheated on her mom so she doesn't trust men

Narrative

Eloisa studied at Tec de Monterrey, Monterrey and moved to Mexico city to work.

She is a very ambitious woman who doesn't want to have children, and enjoys staying fit and healthy.

She is in an open relationship with a coworker from a job she used to have and she is very happy with her life.

Location: Peralvillo, CDMX

Strategy

User Personas

Eduardo Chavez (21) - Journalist

- Journalist student / Part -time working in a newspaper
- Loves photography and attending music festivals
- "No time to cook, more time to socialize"
- Plays play station 4 every night
- Single
- Income: 8,000 pesos a month

Goals:

To attend all the music festivals in Mexico City

Frustrations:

His dad died of cancer

Location: Peralvillo, CDMX

Narrative

Eduardo grew up with her sister and her single mom.

Eduardo started working at a young age because of the lack of income in his household.

He is studying at Unitec, and his dream is to attend music festivals because it helps him release the stress that he lives in his house.

Jose Luis (57) - Real State Agent

- Real State Agent for Century 21
- Married for 30 years. Grandfather
- Has difficulty with internet. Prefers phone calls.
- "Living one day at a time"
- Prefers to buy food rather than cooking so his wife can rest
- Income: 25,000 pesos a month

Goals:

To retire in three years and live close to the sea

Frustrations:

To not be able to enjoy his youth so much because he had so many responsibilities

Location: Peralvillo, CDMX

Narrative

Jose Luis has worked hard all his life to earn a living.

His wife has always supported him and his work career. But lately she is been sick and he wants to be there for her.

He is well traveled and very caring. He doesn't mind giving extra tips to waiters in restaurants because he respects their job.

Graduate from UNAM.

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order online
- Customize the fixed menu / vegetarian menu
- Estimate the price of requests
- Contact someone with questions or issues with an order
- Browse the menu and see the galery of images of the products

Client Needs

The website enables the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Appear professional and sophisticated
- Communicat trust
- Communicate kindness

Outline of Scope

Content Requirements

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

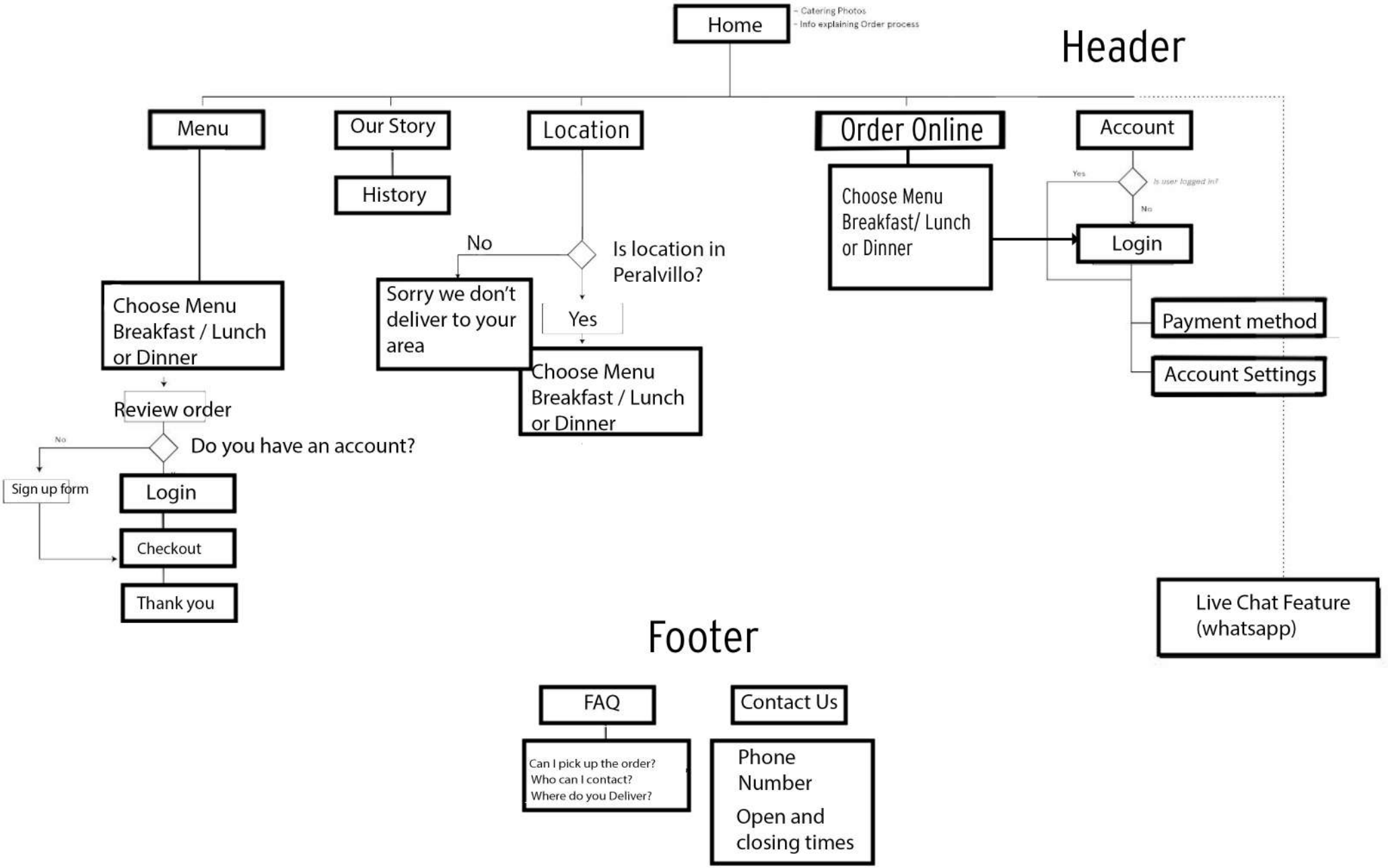
- Food Menu
  - Breakfast
  - Lunch
  - Dinner
  - Desserts
- Gallery of images of how food looks
- Text that stresses that deliveries are only for Peralvillo area
- About us
- Contact (phone number + open and closing times)
- Request format for birthday catering events
- FAQ - most asked questions
  - Do you accept credit cards/ or cash?
  - Do you a charge for delivery?
  - Can I pick up the order?
  - Do you have any discounts?
  - How big are the dishes you serve?
  - What precautions are you taking due to COVID-19?

Functionality Requirements

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

- Get help via whatsapp
- Customize the catering order
  - Indicate date/time of delivery
  - Indicate the amount of people
  - Pick options for salads/main courses/drinks and indicate the ratio of how much of each option to order
- Place order
  - Contact information
  - Delivery information
  - Make payment
  - Get order confirmation
- Make changes/cancel catering service after order has been placed
- Create an account
  - view current/past orders
- Log in

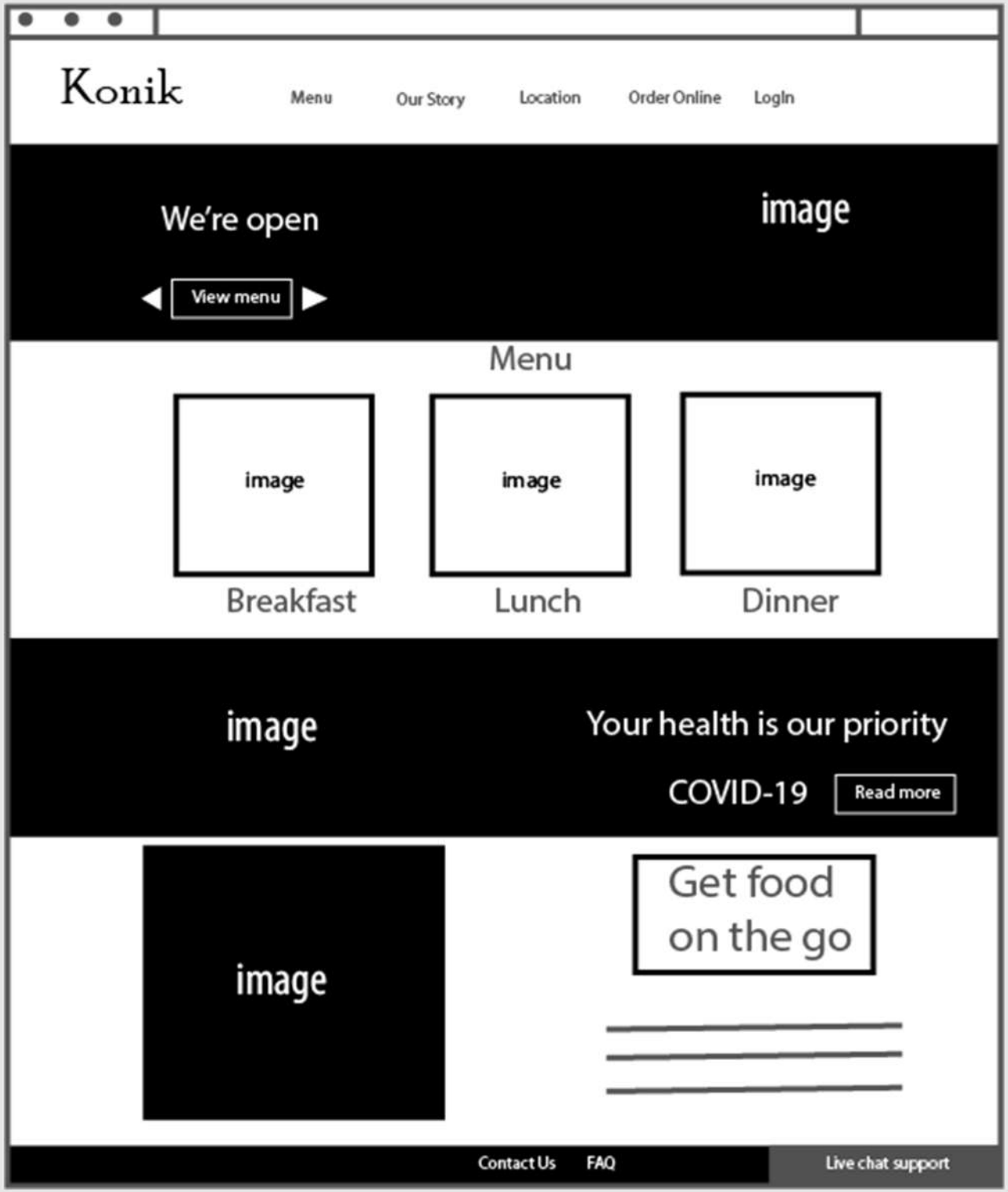
Sitemap


Home
- Catering Photos
- Info explaining Order process
Header
Menu
Our Story
Location
Order Online
Account
History
No
Is location in Peralvillo?
Sorry we don't deliver to your area
Yes
Choose Menu Breakfast / Lunch or Dinner
Choose Menu Breakfast/ Lunch or Dinner
Yes
Is user logged in?
No
Login
Payment method
Account Settings
Review order
No
Do you have an account?
Sign up form
Login
Checkout
Thank you
Live Chat Feature (whatsapp)
Footer
FAQ
Contact Us
Can I pick up the order?
Who can I contact?
Where do you Deliver?
Phone Number
Open and closing times

Wireframes

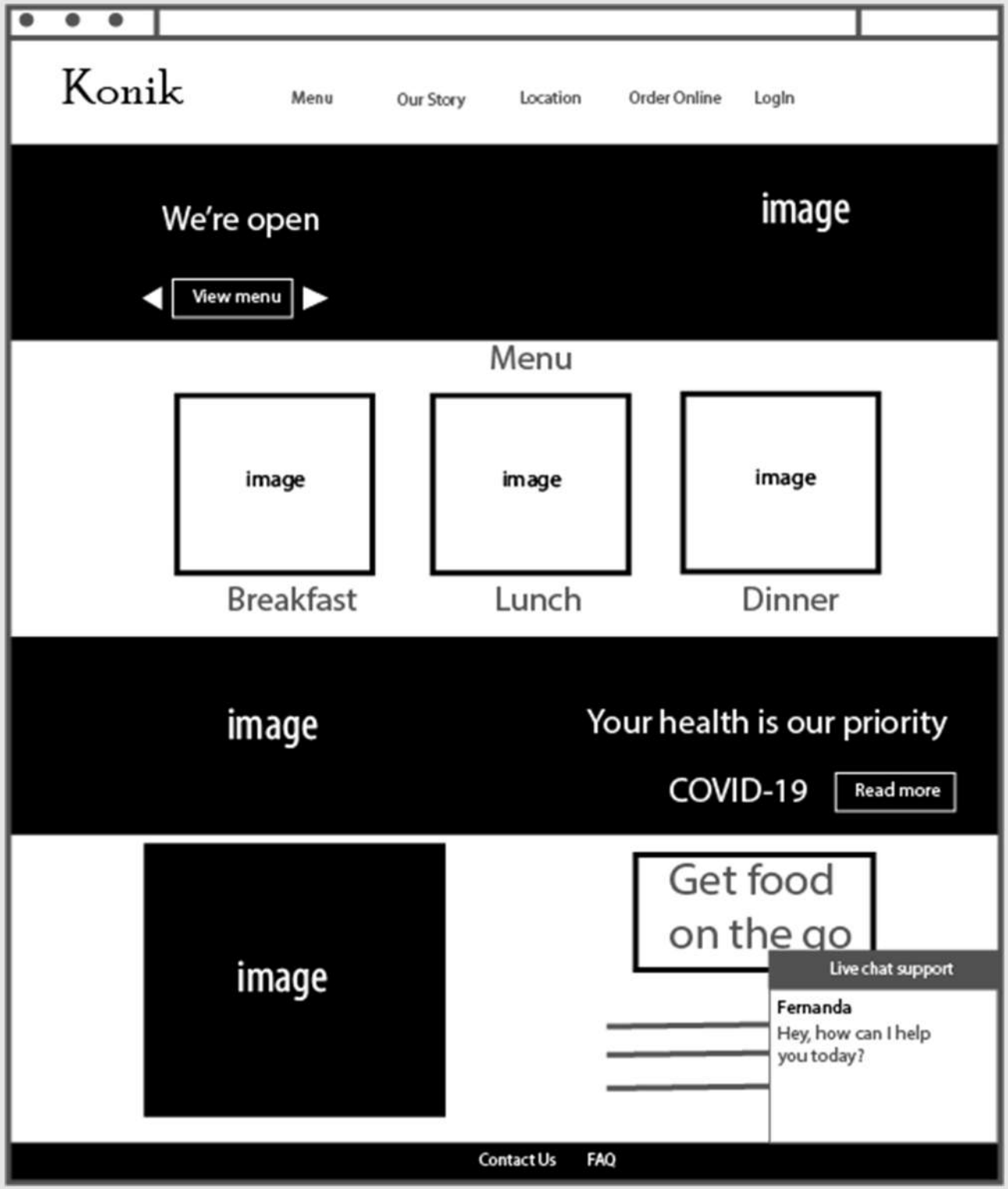
Home Page Wireframe

Desktop Layout



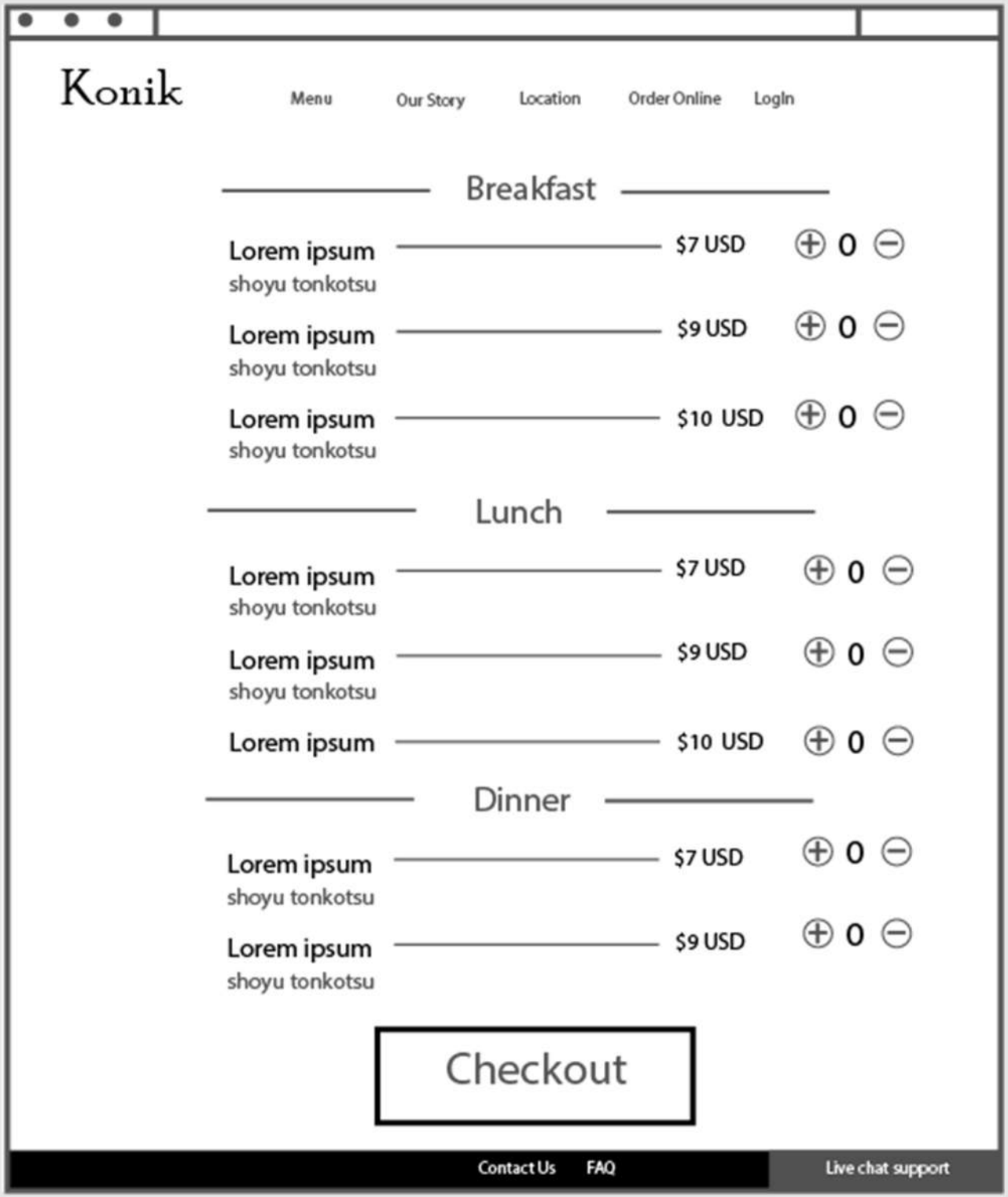
Live Support Wireframe

Desktop Layout



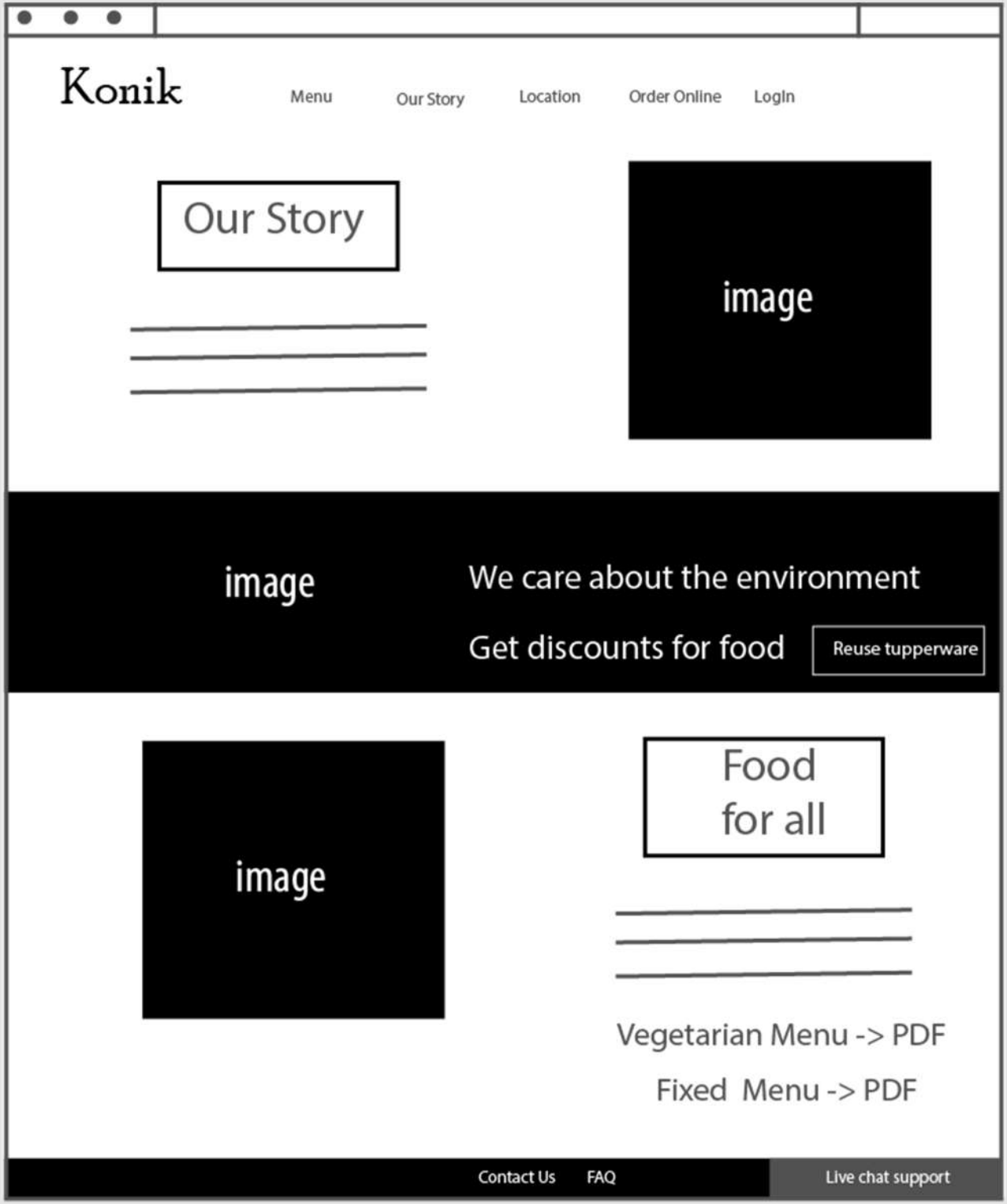
Menu Wireframe

Desktop Layout



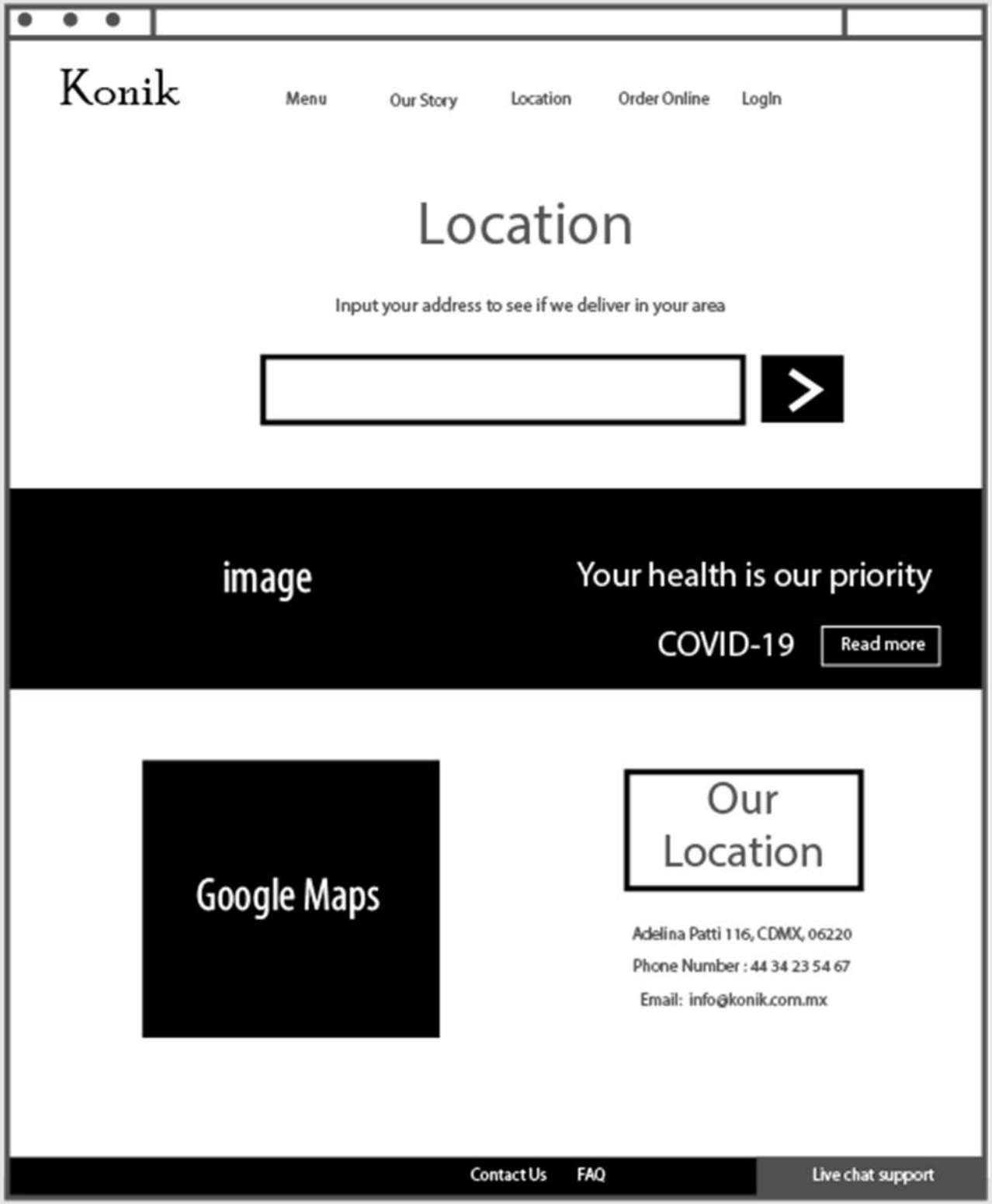
Our Story Wireframe

Desktop Layout



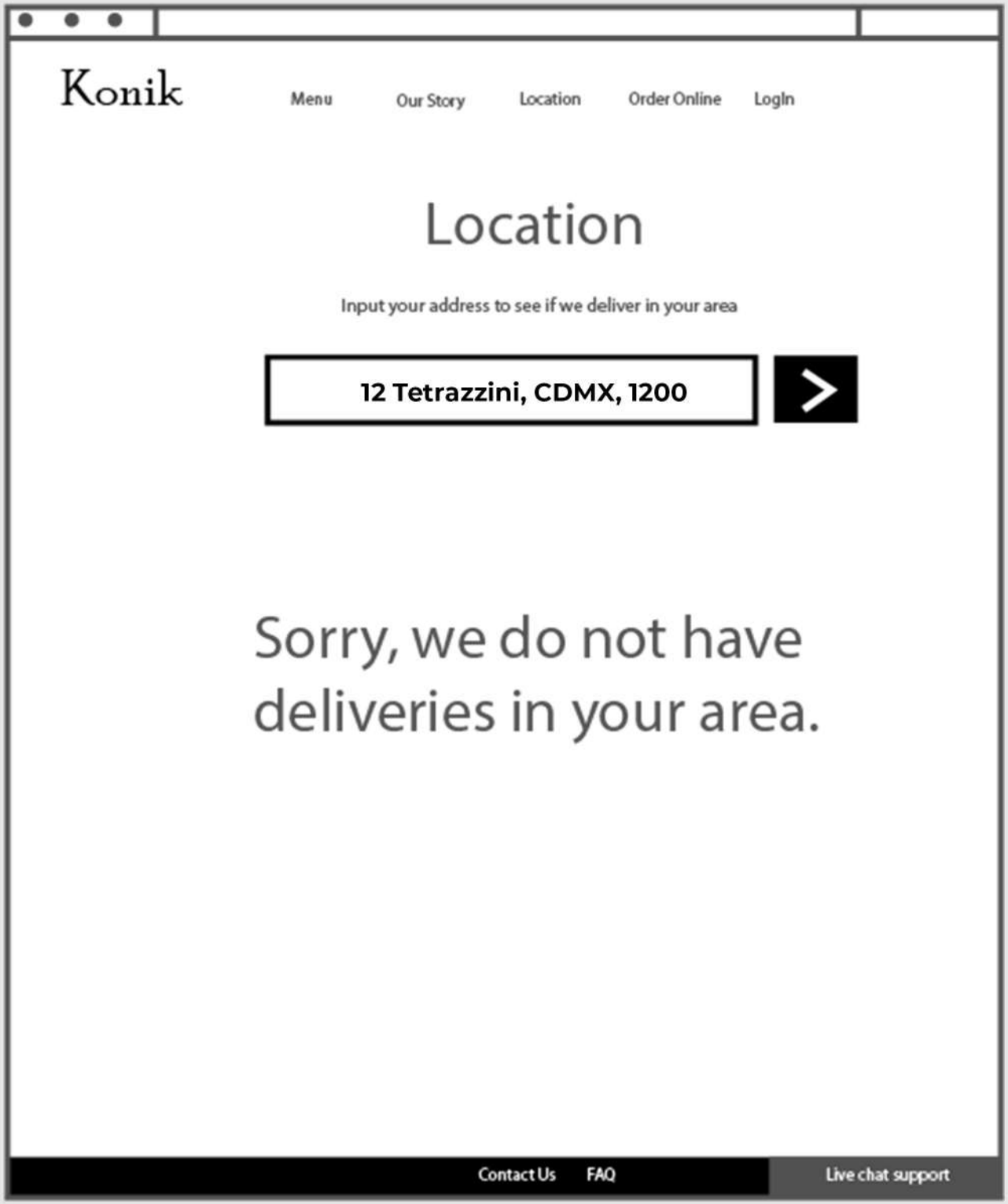
Ordering Process
Location
Wireframe

Desktop Layout



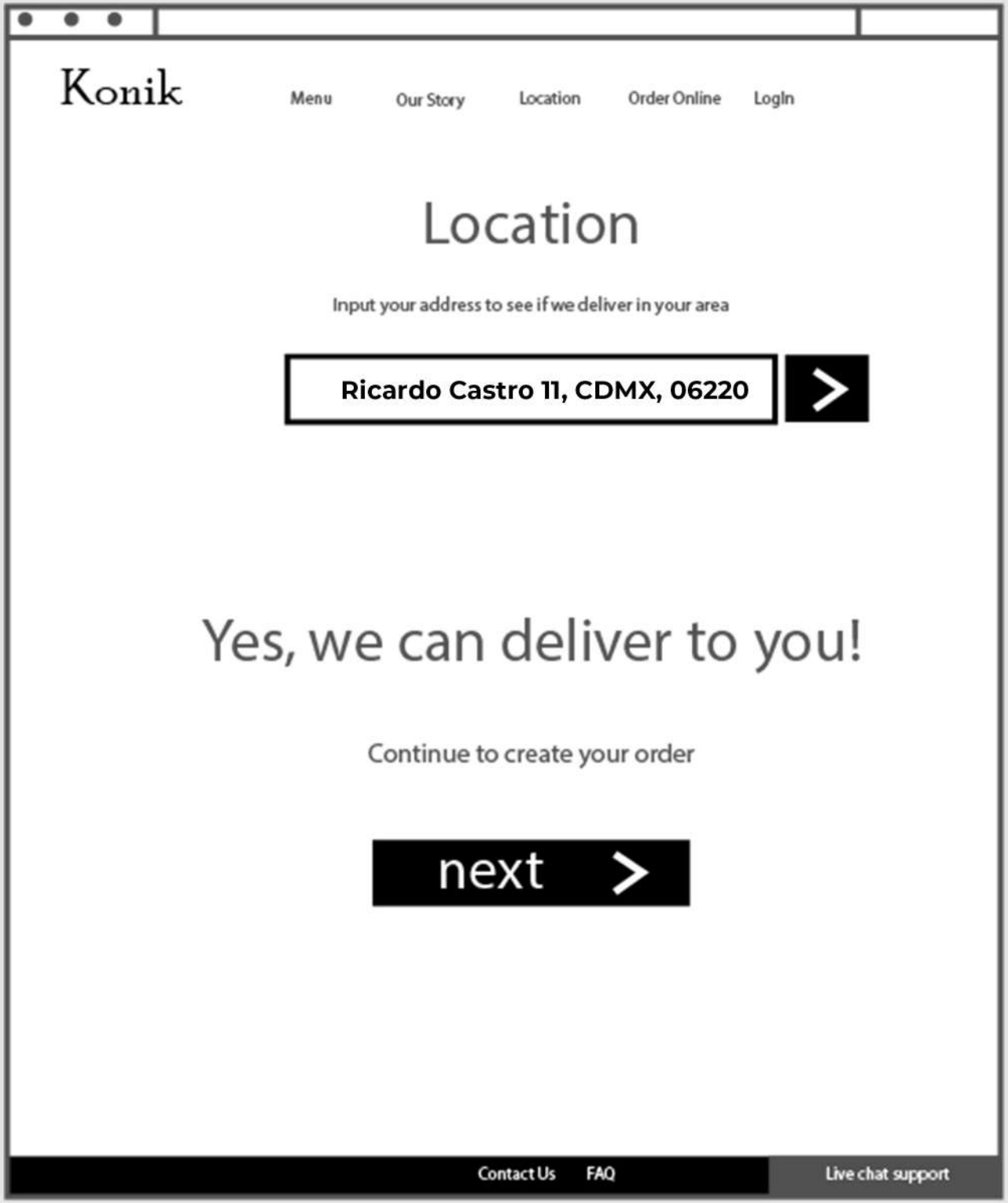
Ordering Process
Location
Wireframe

Desktop Layout



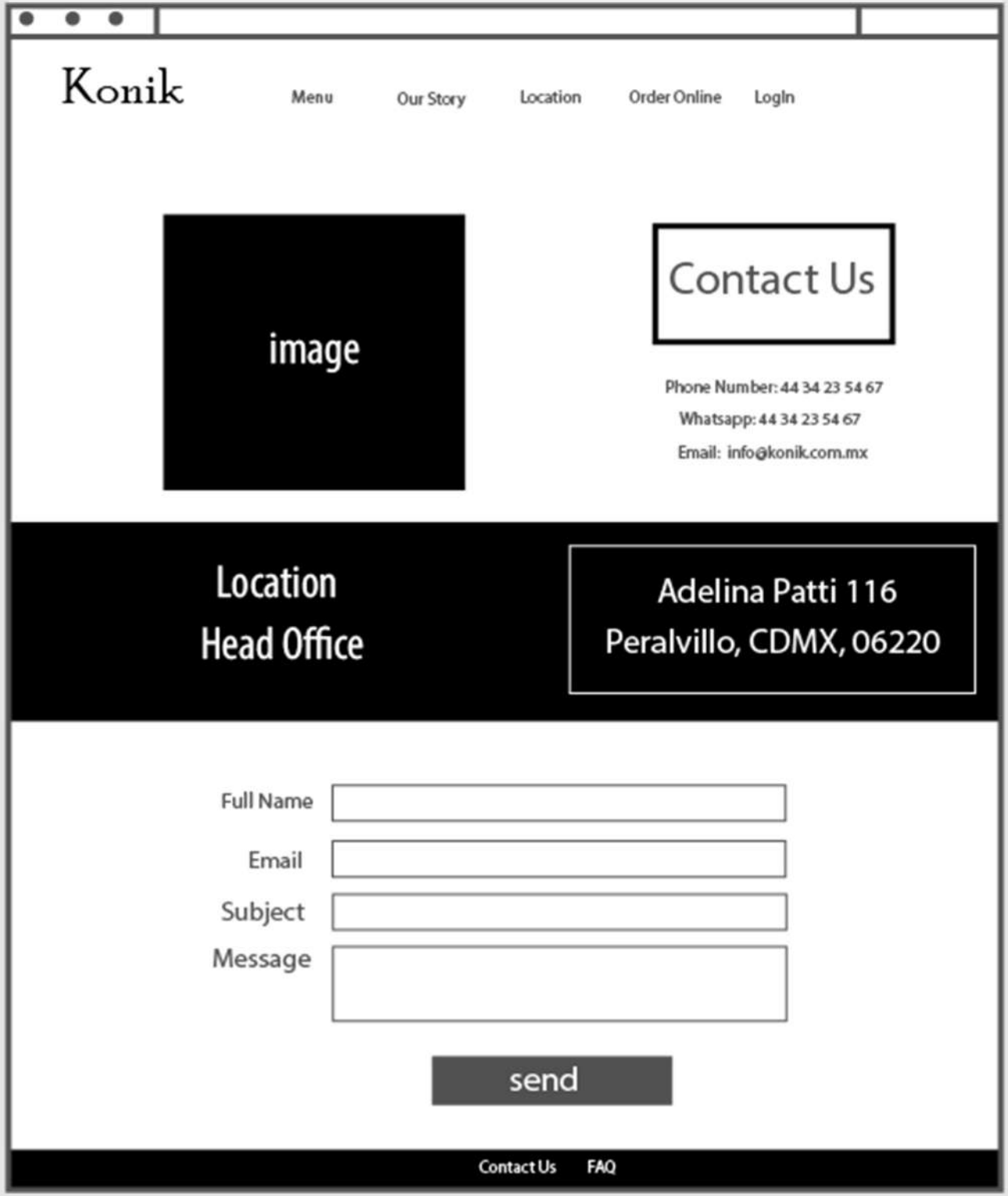
Ordering Process Location Wireframe

Desktop Layout



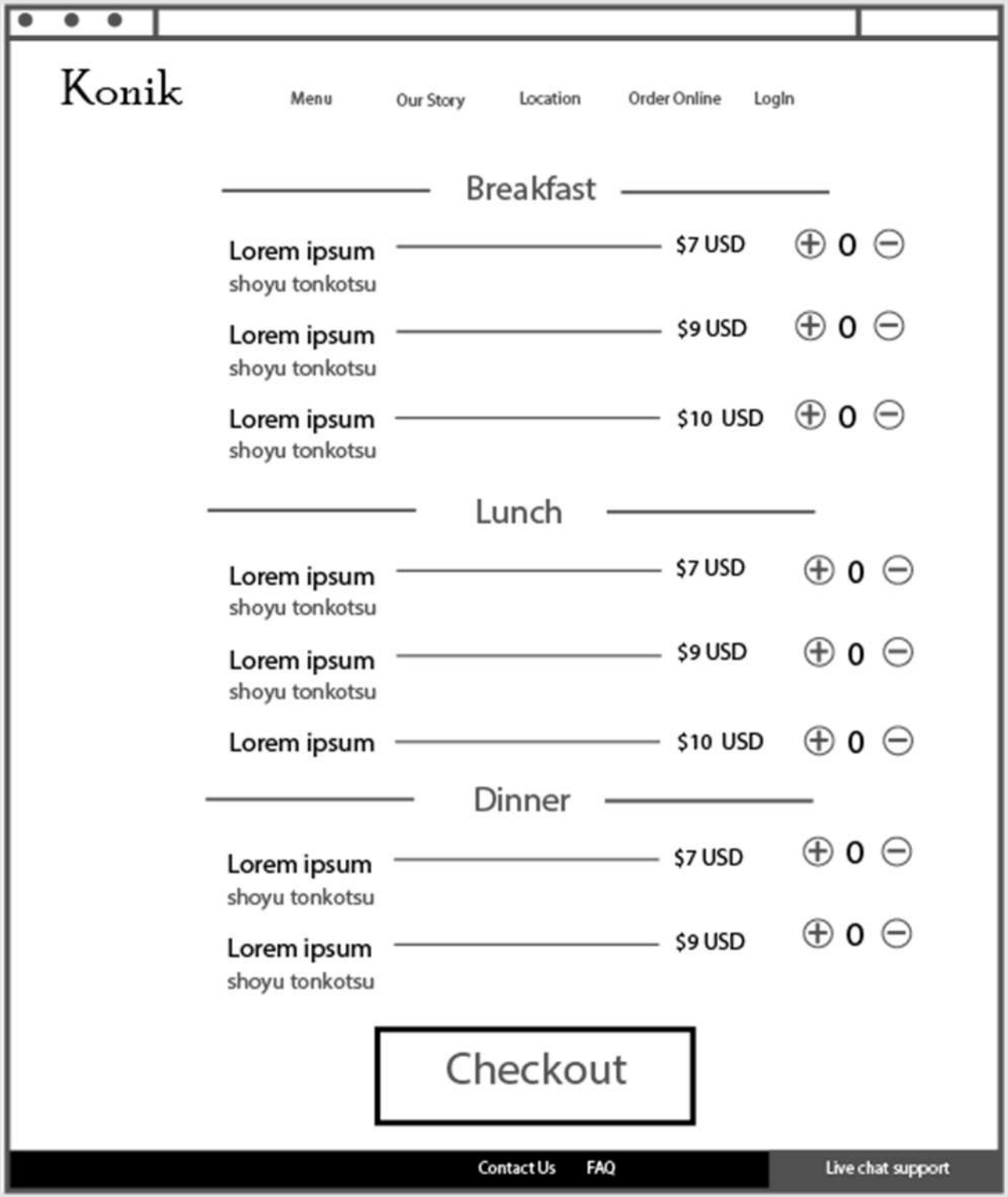
Additional Page
Contact Us
Wireframe

Desktop Layout



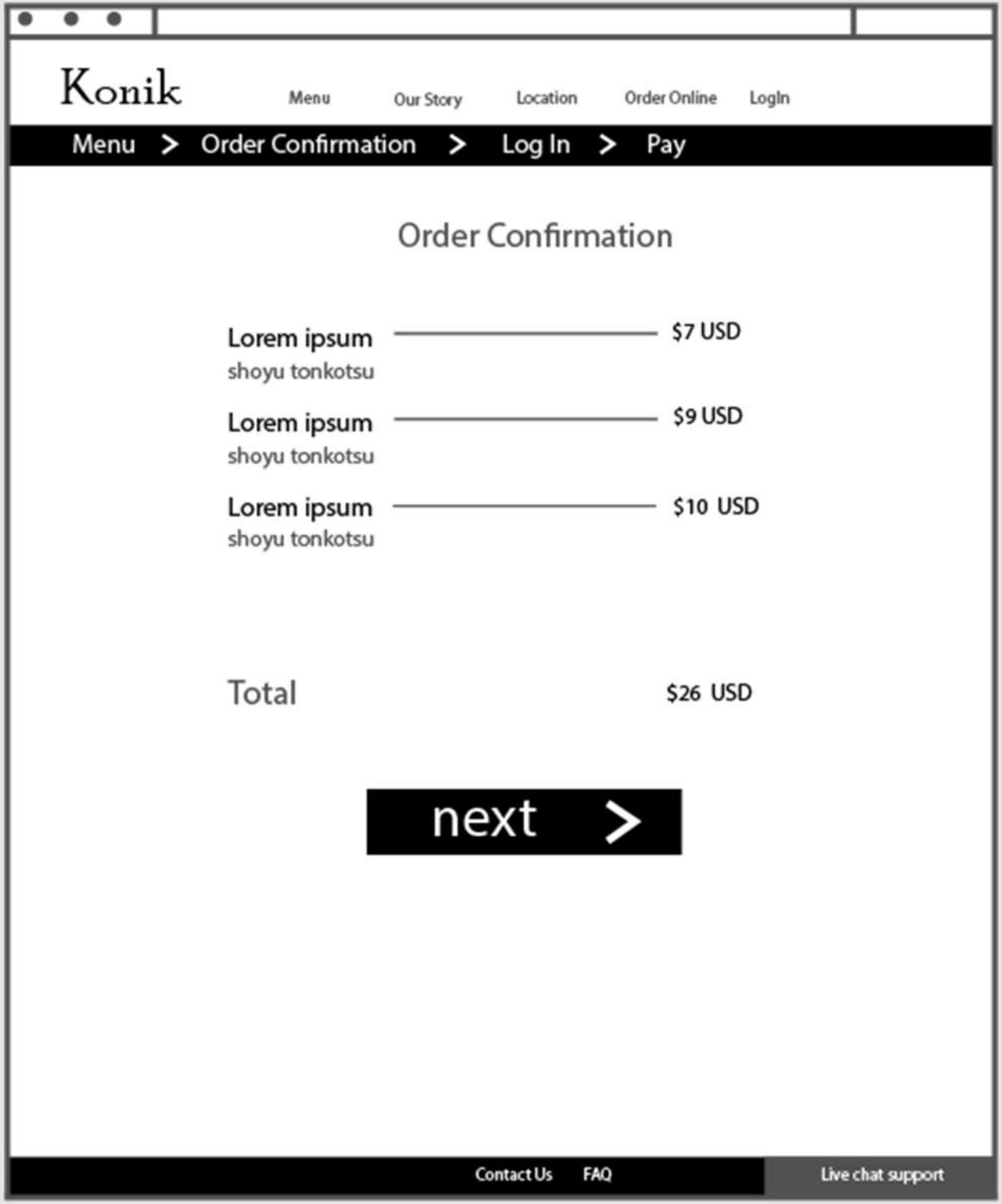
Order Online Redirects to Menu Wireframe

Desktop Layout



Ordering Process
Order Confirmation
Wireframe

Desktop Layout

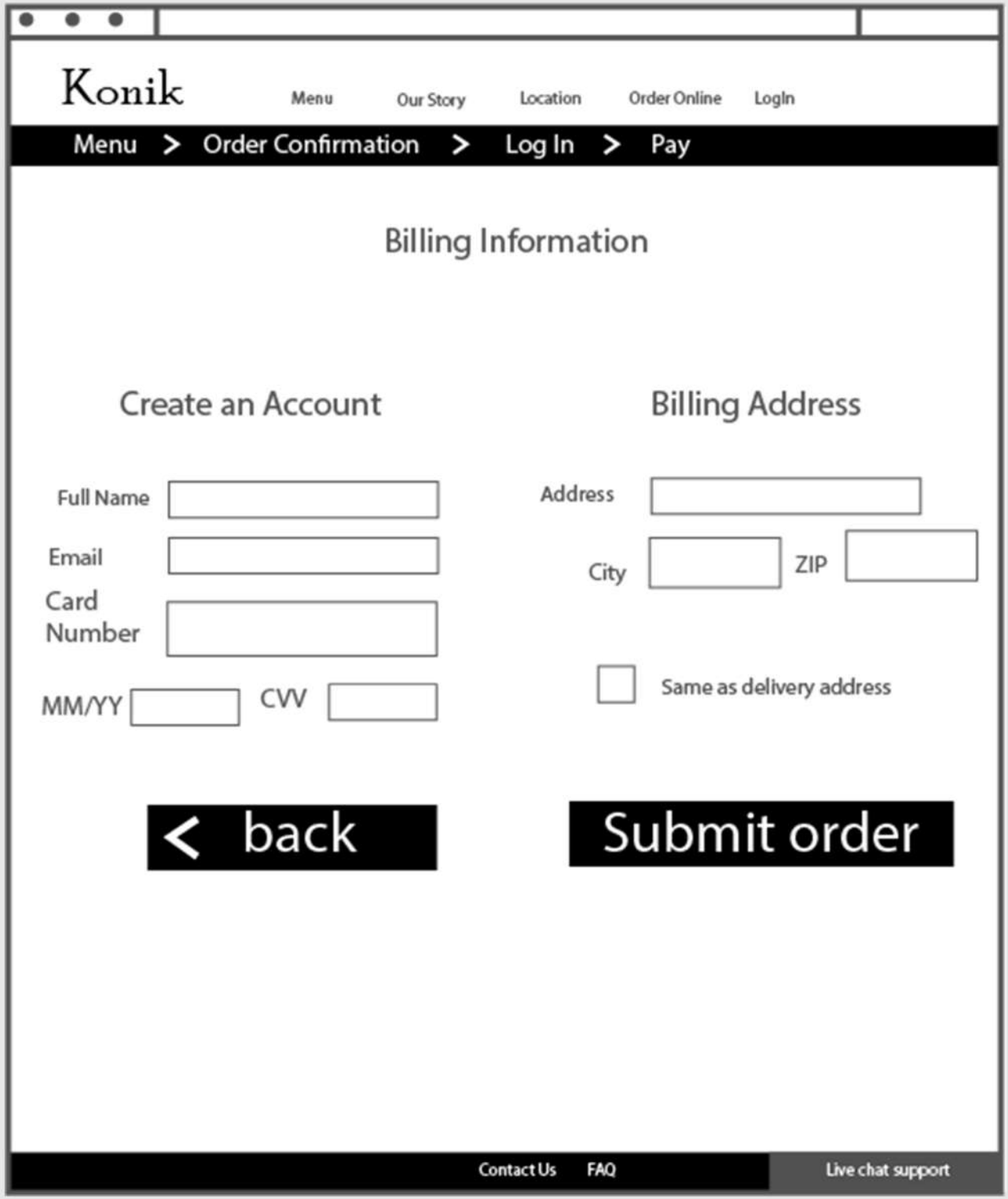


Ordering Process
Log In
Wireframe

Desktop Layout

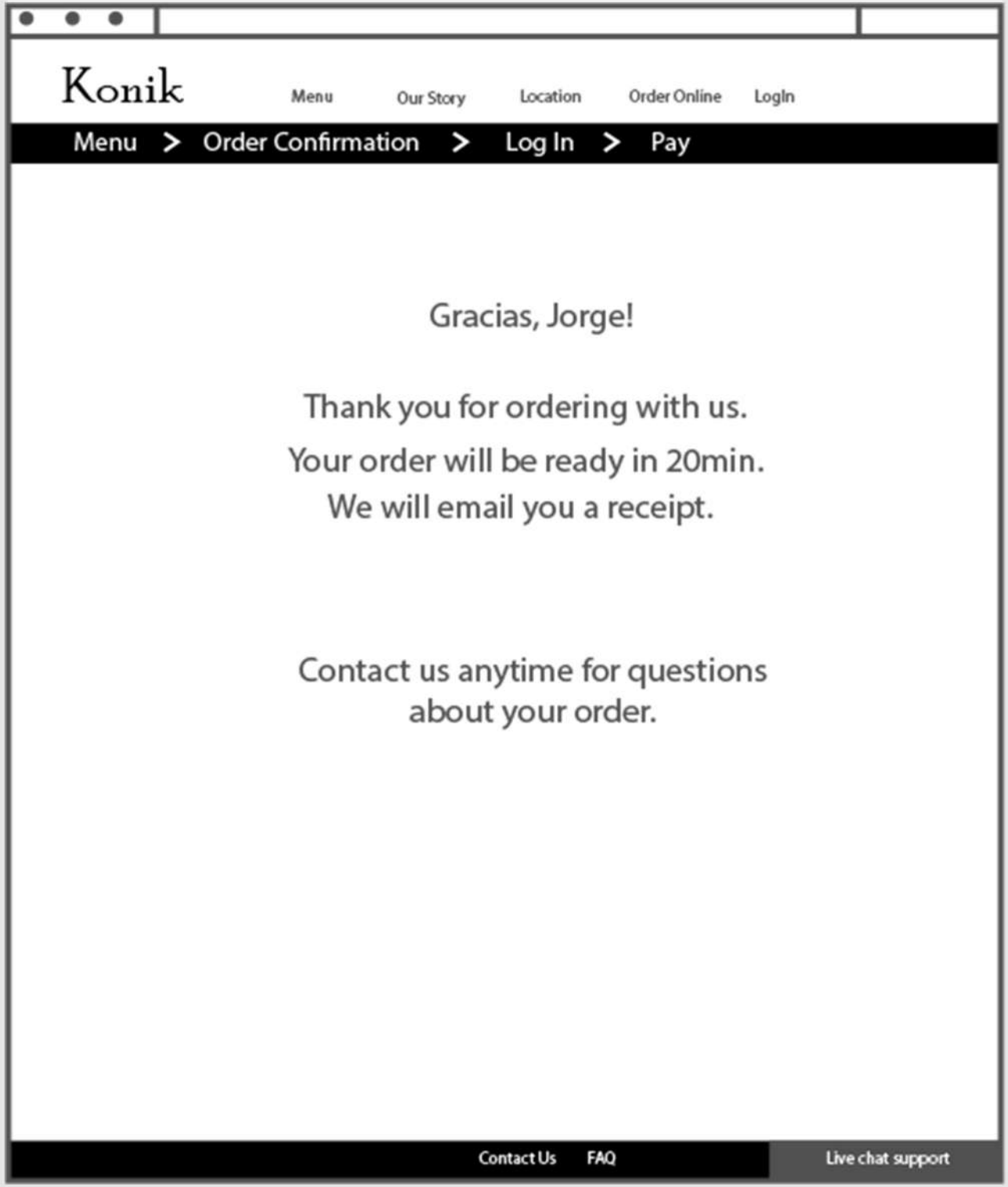
Ordering Process Billing Wireframe

Desktop Layout



Ordering Process Thanks Wireframe

Desktop Layout



Home Page Wireframe

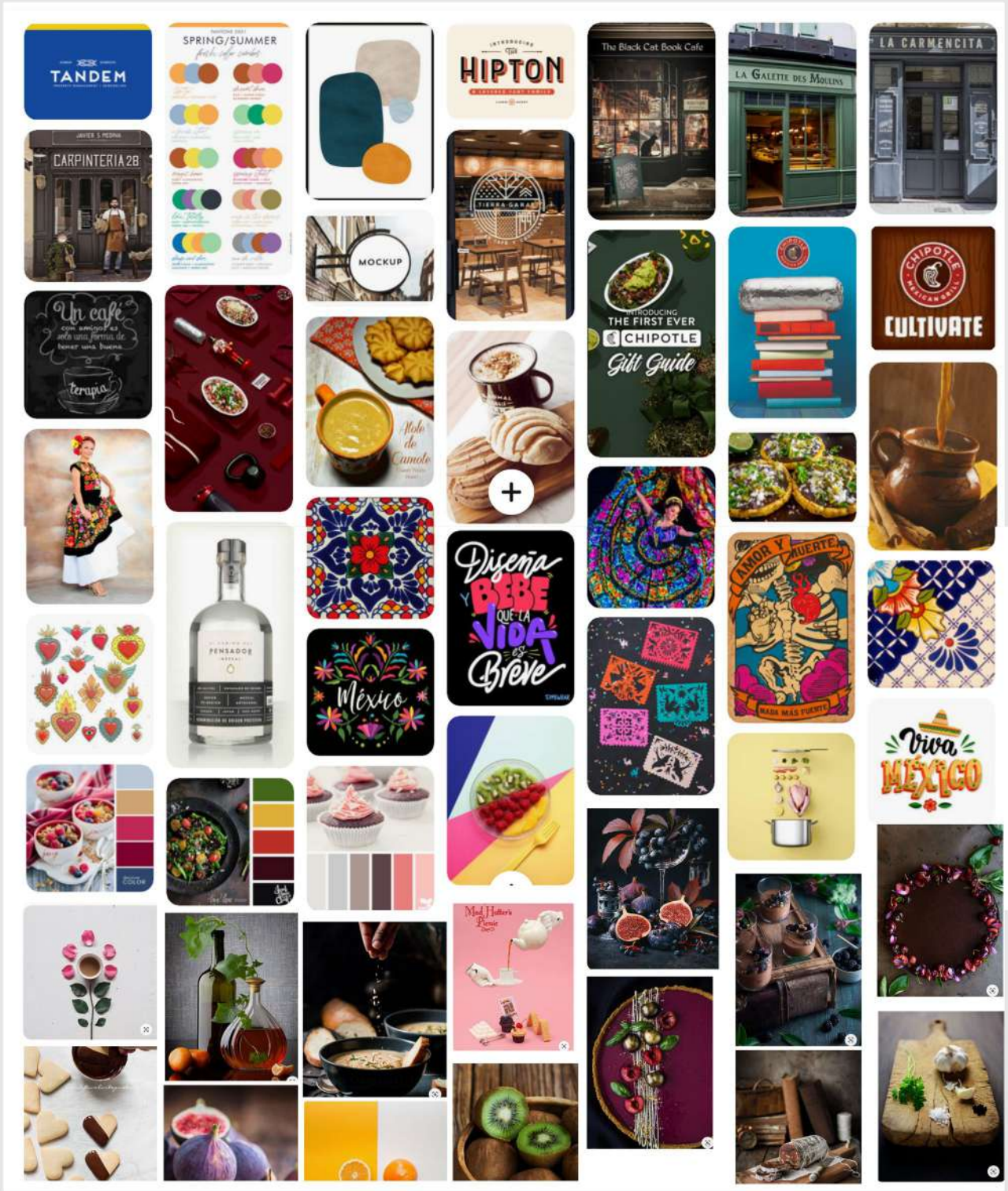
Mobile Layout

Visual Mockups

Moodboard

Pinterest:

https://www.pinterest.com.mx/eori_art/konik-antojitos-mexicanos/



Logo Development

Konik

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Konik

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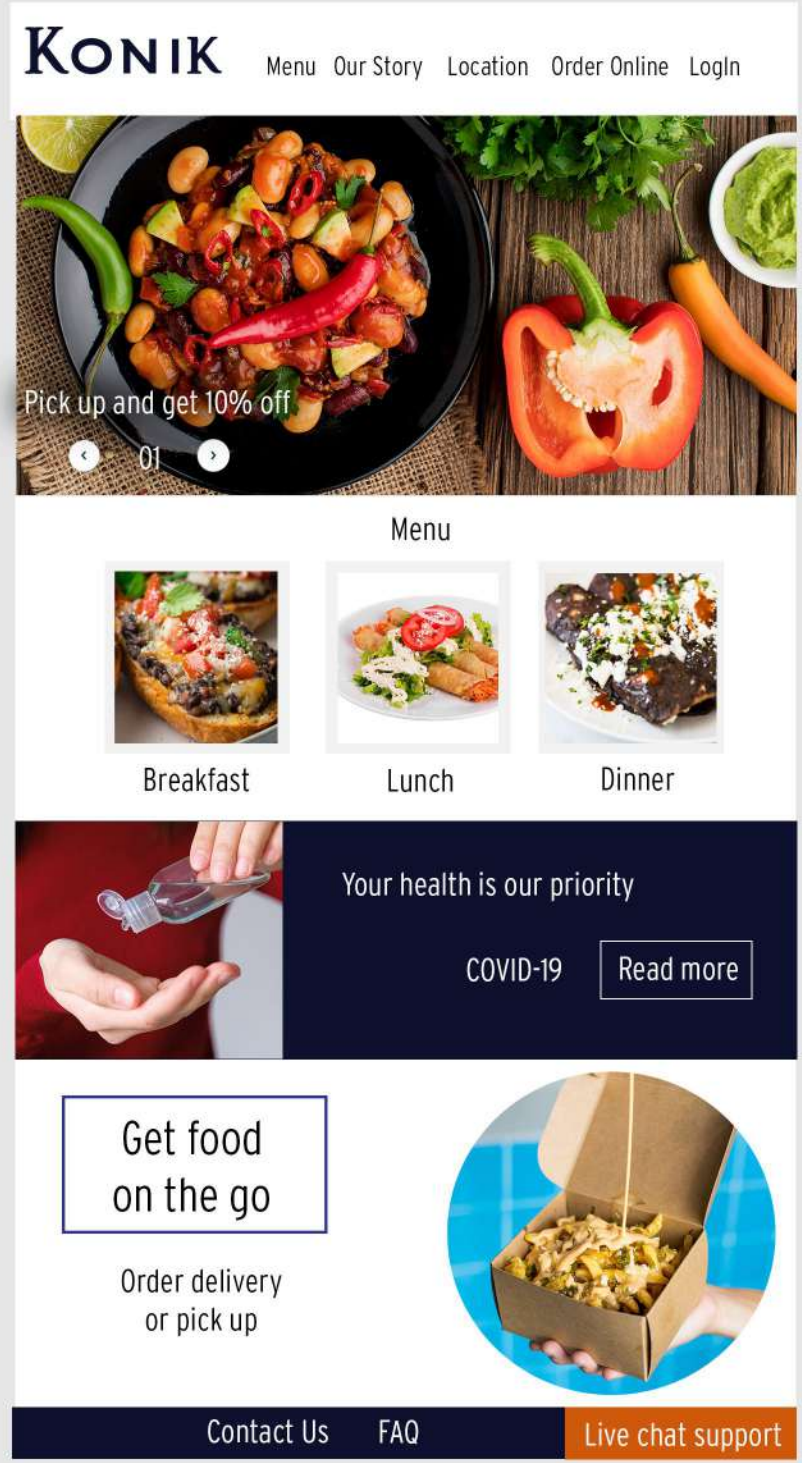
KONIK

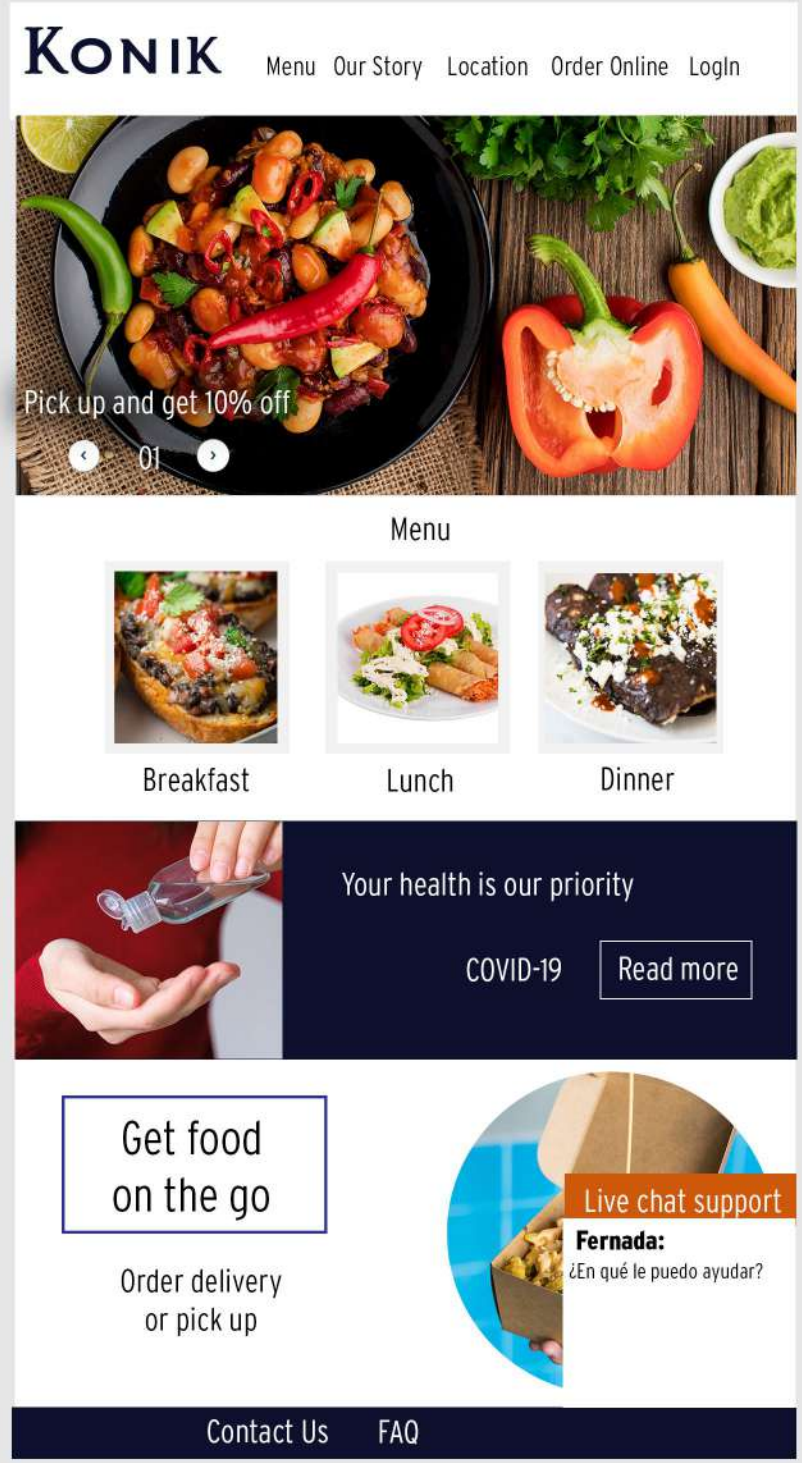
Visual References	Similar Font	Look and Feel	Font Modification
	Ace Sans Black	KONIK	KONIK
	Patrima Hatched	Konik	KONIK
	Chalk Hand Lettering	Konik	KONIK
	Monotype Italian Old Style Pro Bold	Konik	KONIK
	Poor Richard	KONIK	Konik
	Chic Sans Serif	Konik	Konik

Home Page with chat

Desktop View

Visual Mockup

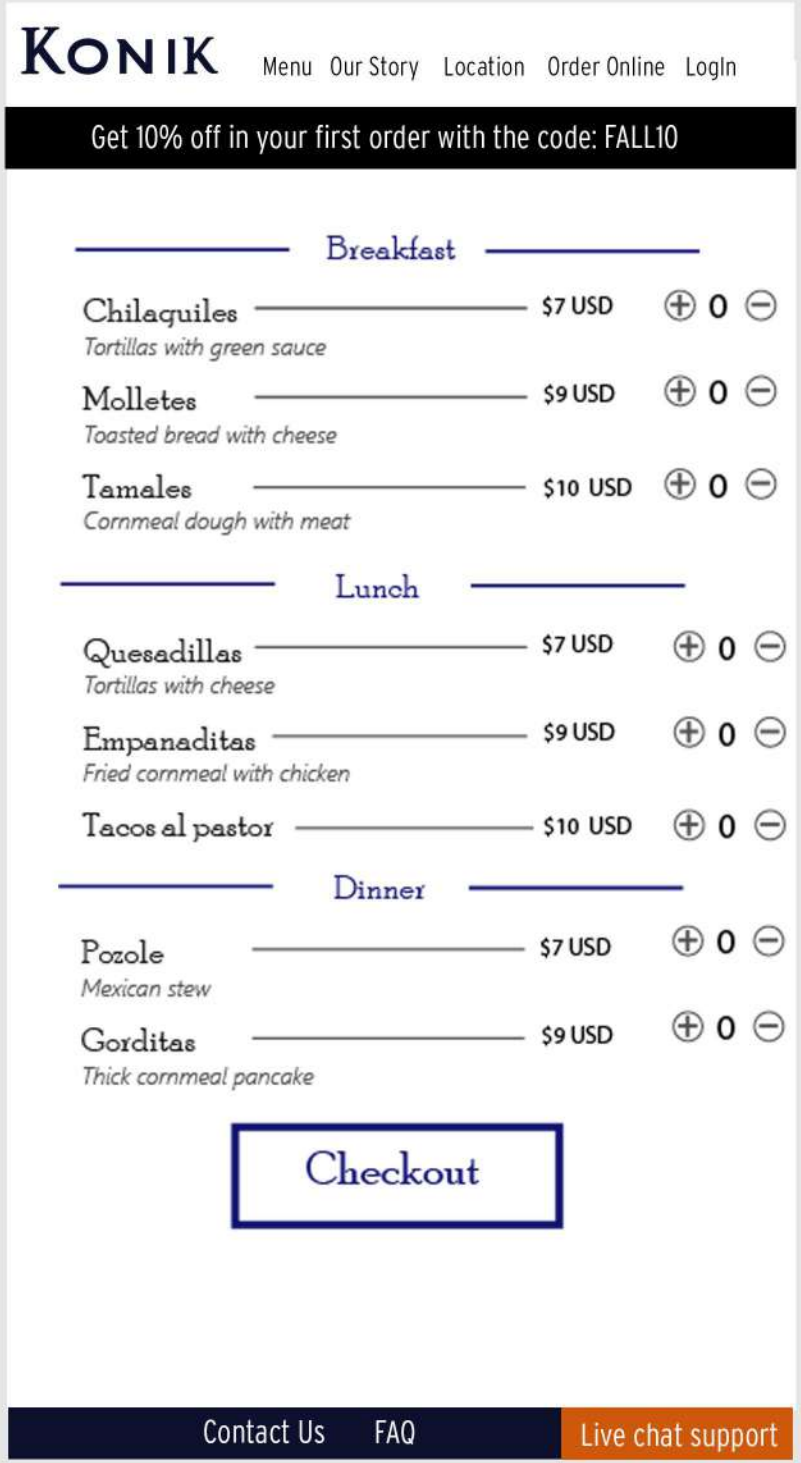




Menu

Desktop View

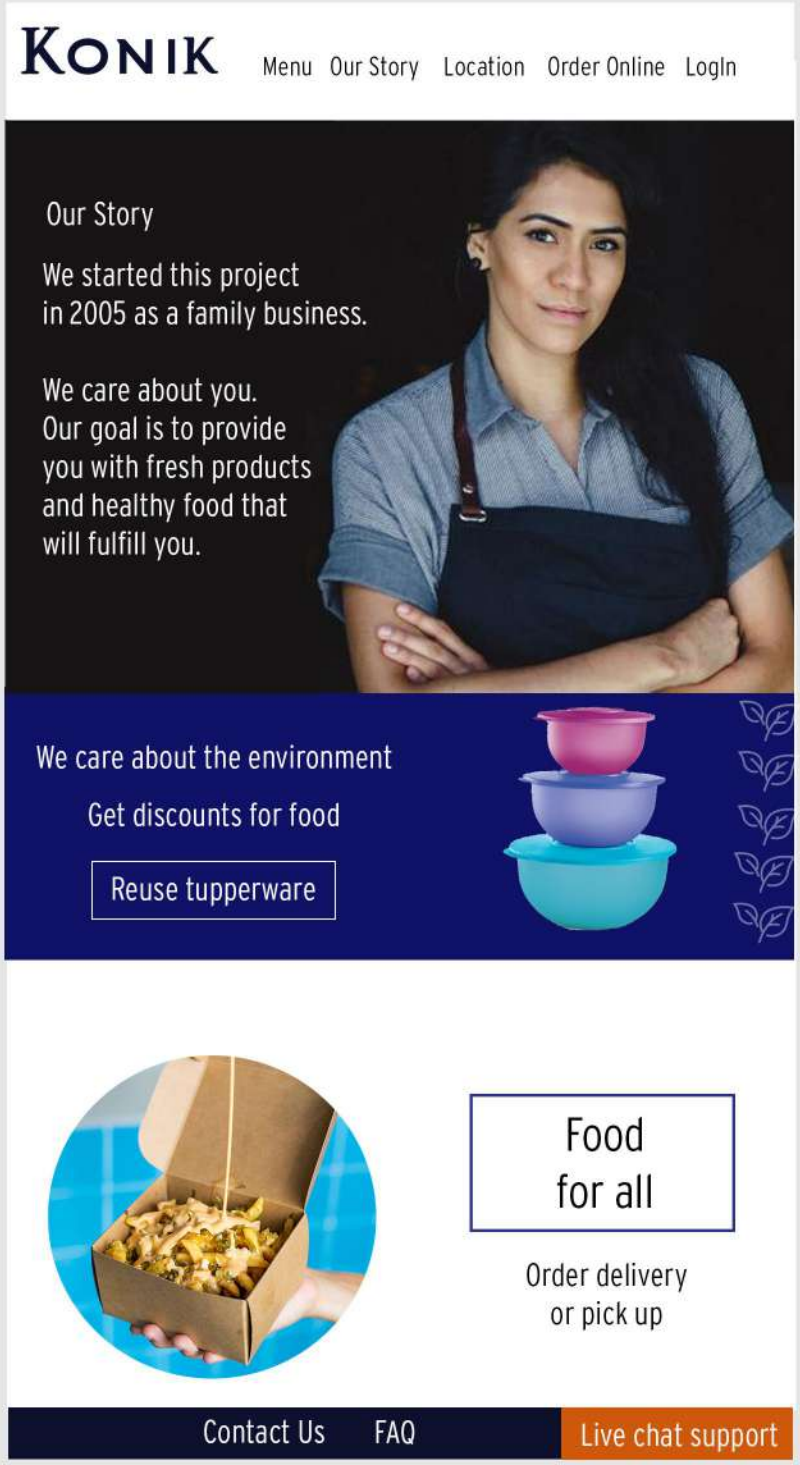
Visual Mockup



Our Story

Desktop View

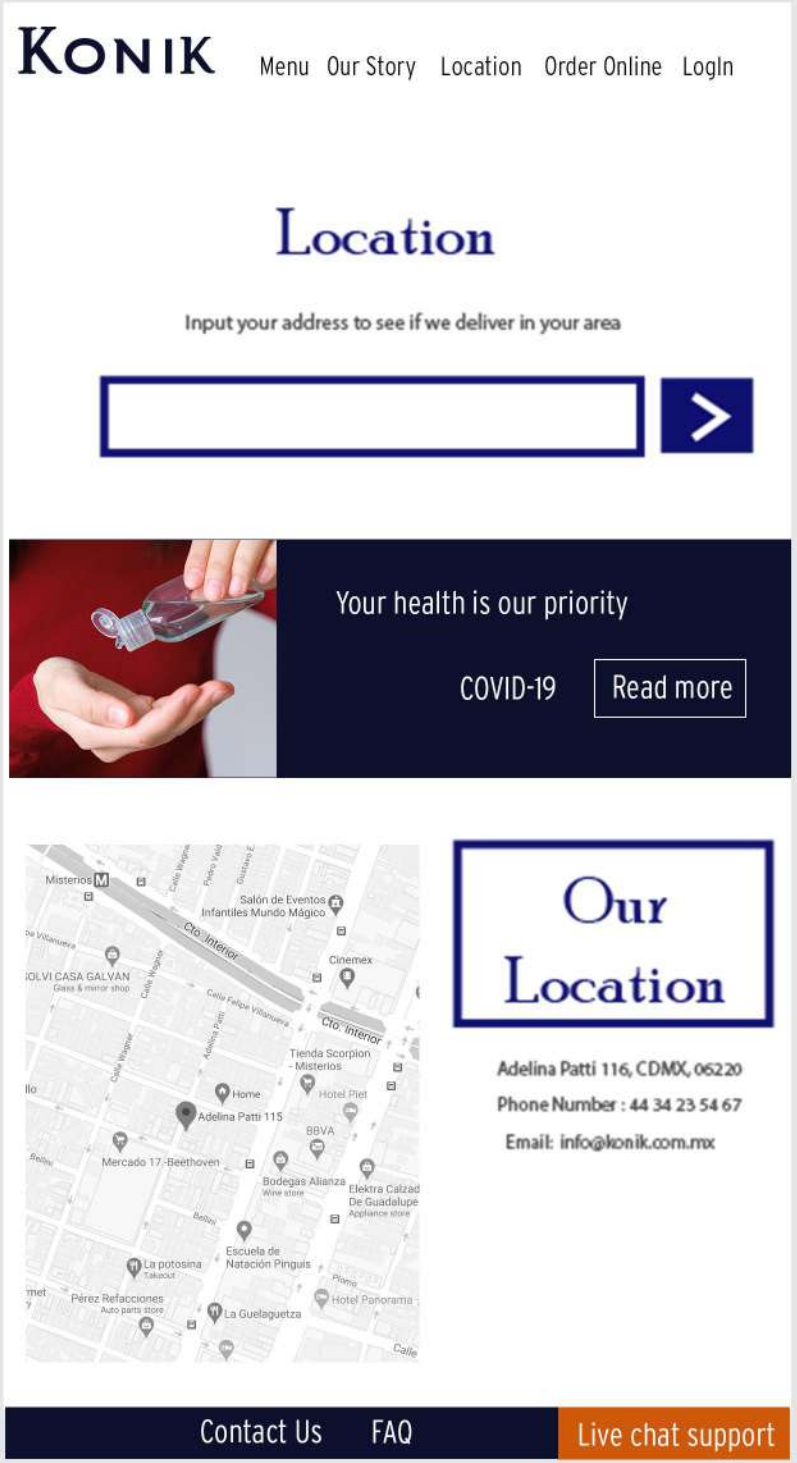
Visual Mockup



Location

Desktop View

Visual Mockup



Location

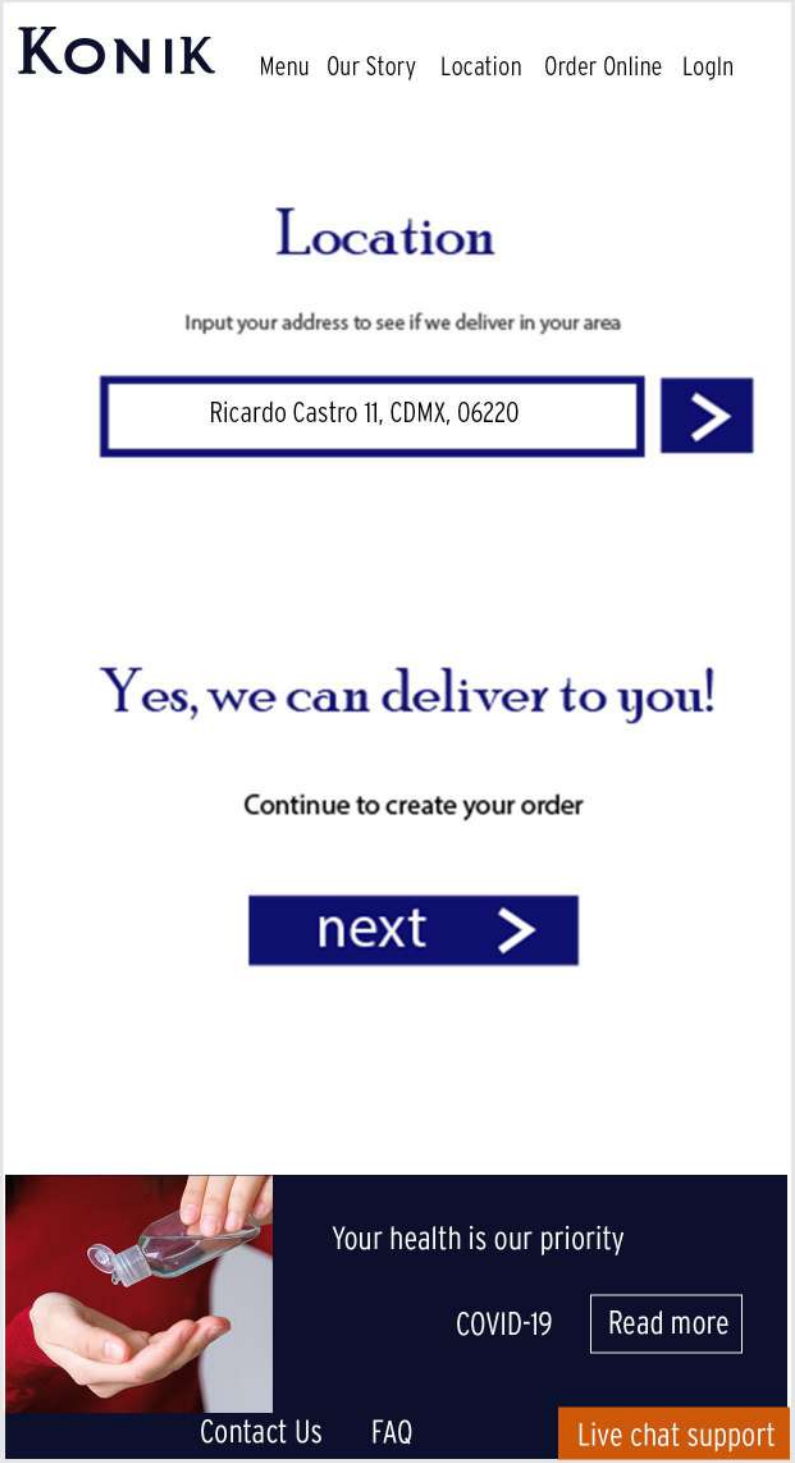
Desktop View

Visual Mockup

Location

Desktop View

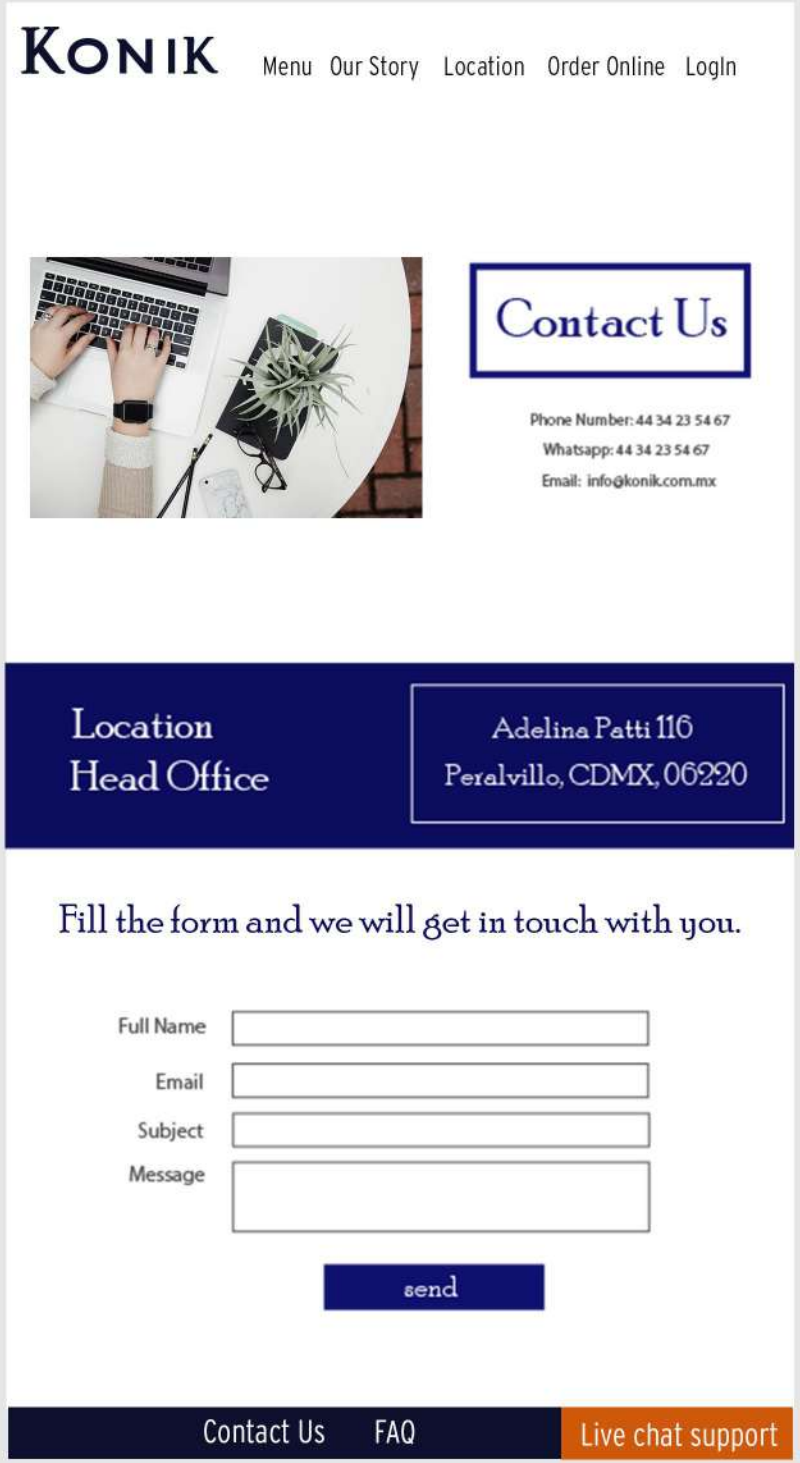
Visual Mockup



Contact Us

Desktop View

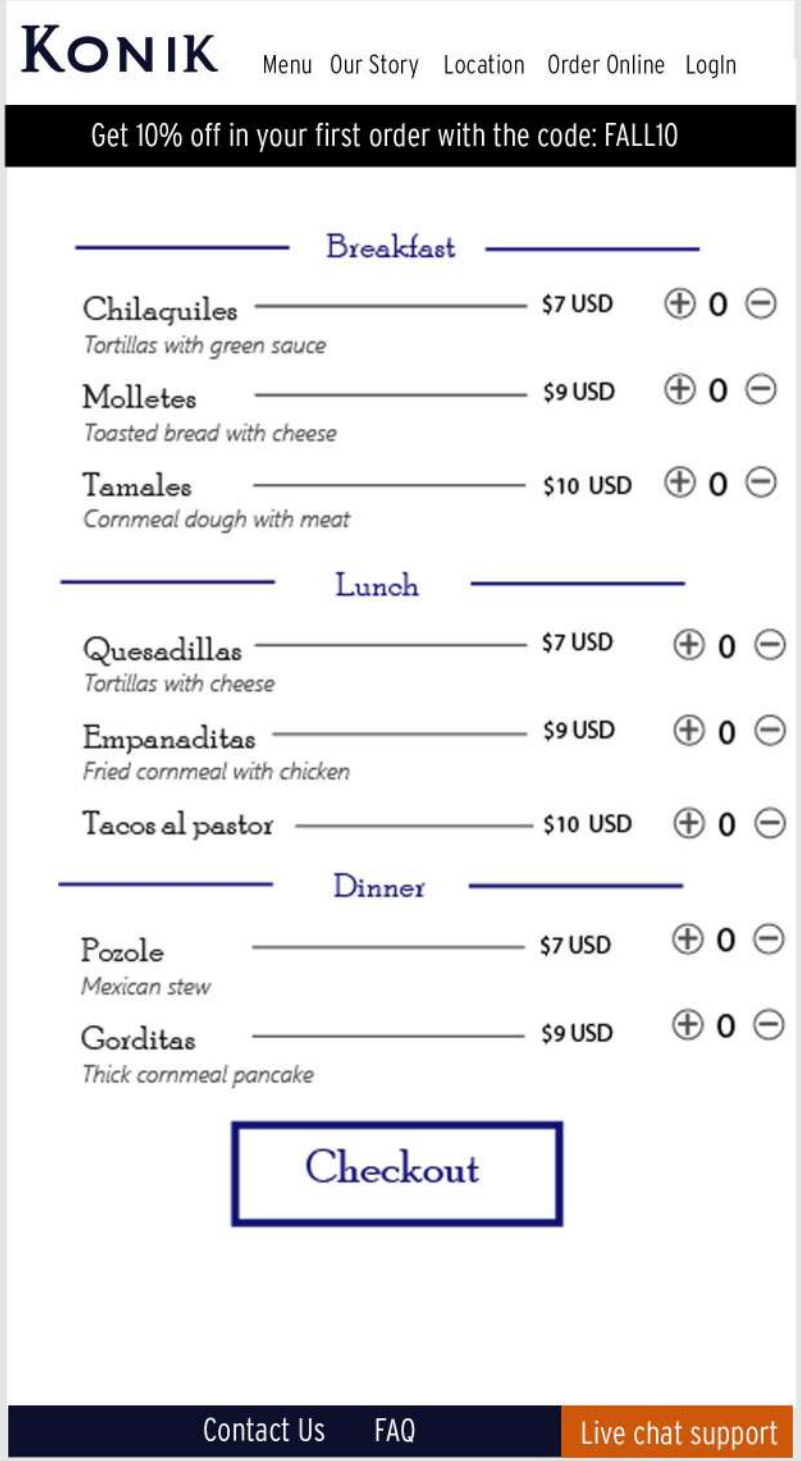
Visual Mockup



Order Online Redirects to Menu

Desktop View

Visual Mockup



Order Confirmation

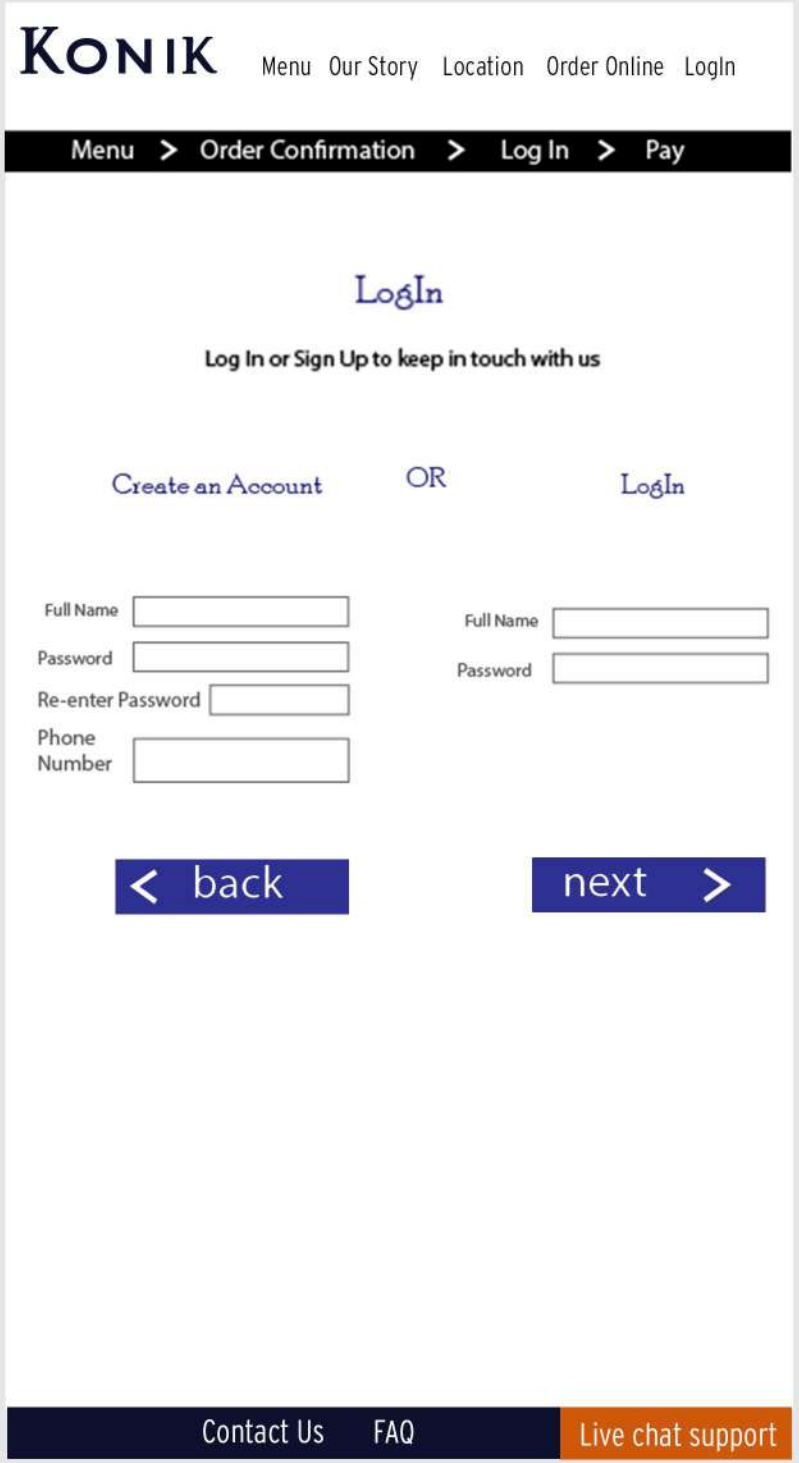
Desktop View

Visual Mockup

LogIn

Desktop View

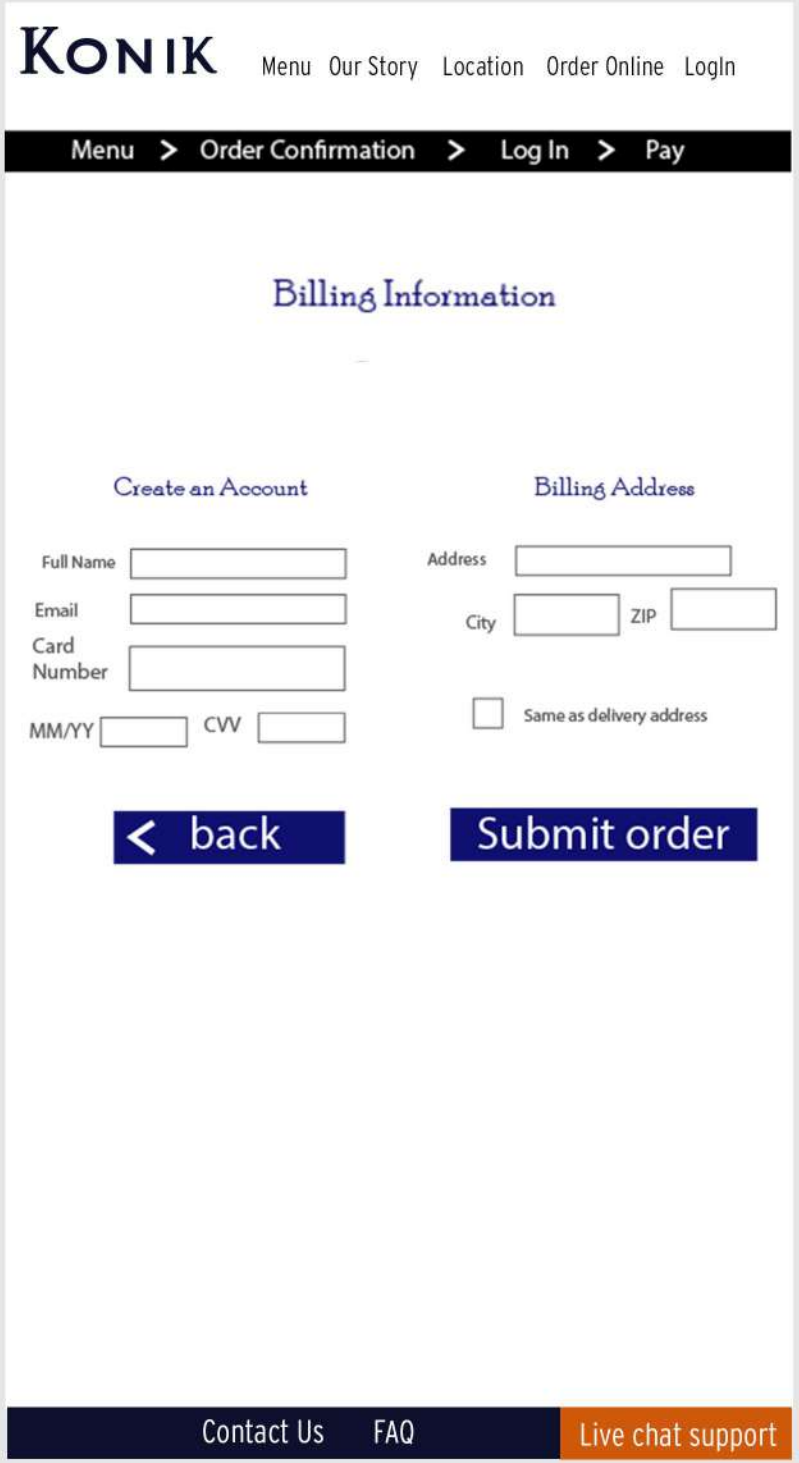
Visual Mockup



Billing

Desktop View

Visual Mockup



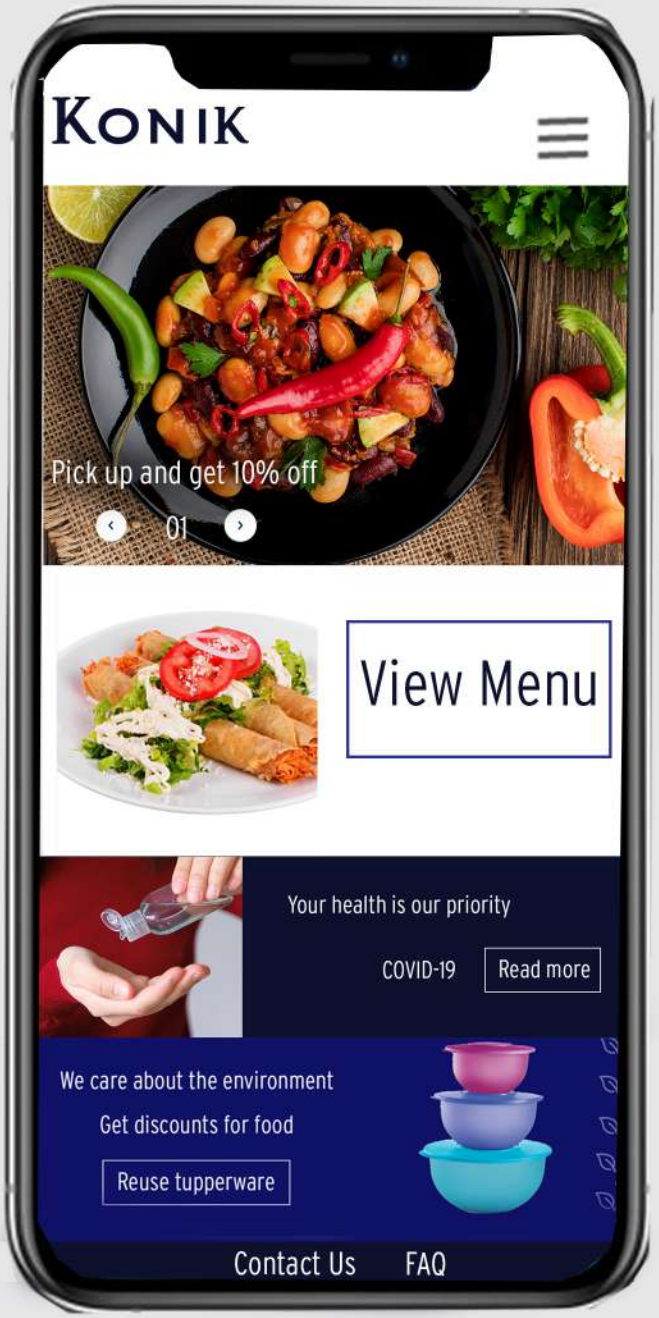
Thank you

Desktop View

Visual Mockup

Home Page

Mobile Layout



Layout Desktop

Invision

https://isiscortes691371.invisionapp.com/console/share/Z91L7VLJUWckup