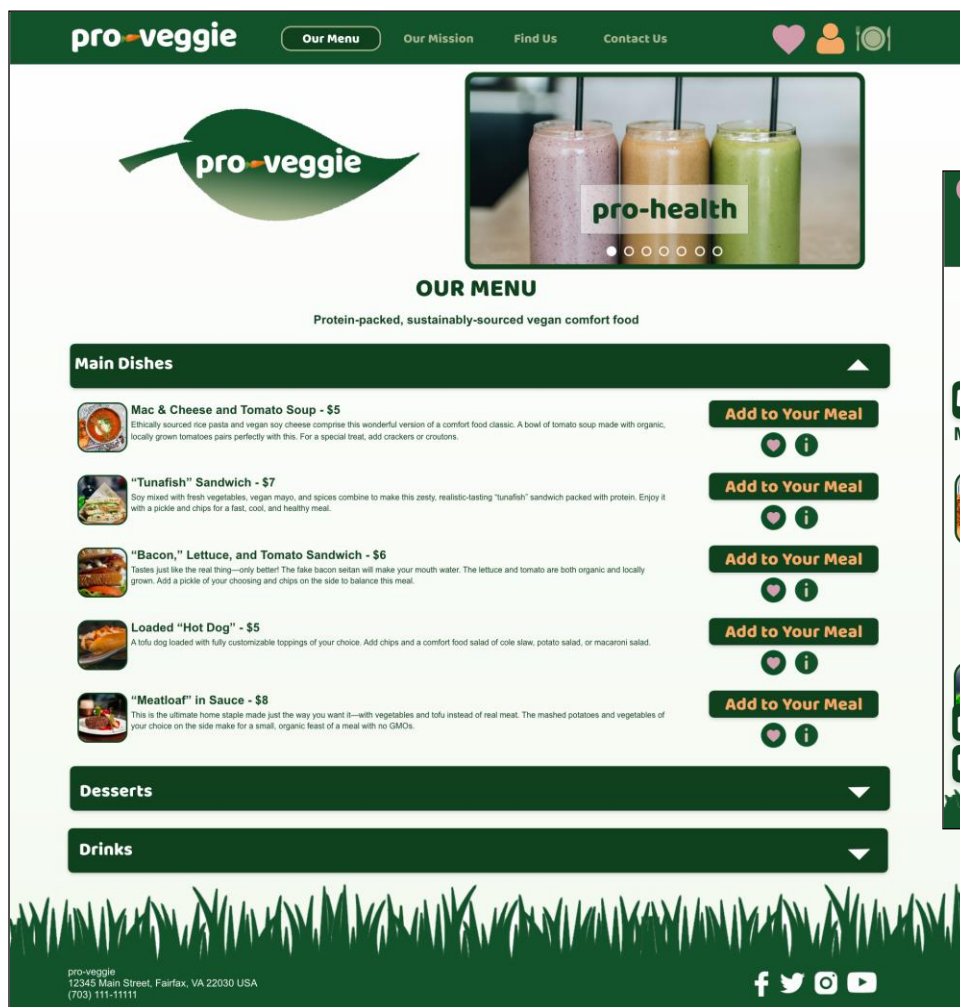




Kate McDevitt



Restaurant Concept

Restaurant Name & URL

pro-veggie

pro-veggie.com

Food & drink

Vegetarian and vegan versions of traditional American meals made with fake meat protein (not just boring salads!)

Foods:

1. Tomato soup and mac & cheese
Customizations: add "bacon" to mac & cheese
2. "Tunafish" sandwich, pickle, and chips
Customizations: different bread choices (whole grain, wheat, etc.), different chip choices
3. "Bacon," lettuce, and tomato (BLT) sandwich, pickle, and chips
Customizations: different bread choices (whole grain, wheat, etc.), different chip choices
4. Loaded "hot dogs" and a side
Customizations: hot dog toppings: relish, catsup, mustard, "bacon" bits; sides: potato salad, macaroni salad, or coleslaw
5. "Meatloaf" in "gravy" with mashed potatoes and steamed vegetables
Customizations: different vegetable choices (carrots, beans, broccoli, mixed)

Desserts:

1. Pies a la mode: apple, pecan, peach
2. Kitchen sink cookie
3. Banana pudding
4. S'mores

Drinks:

1. Water/bottled water
2. Berry Protein Smoothie
3. Vitamin C Blast Smoothie
4. Very Veggie Juice Blend

Location

Northern Virginia, United States

(Suburban area outside Washington, DC)

Main target audience

Busy working professionals who are vegetarian or vegan and who want quick lunches during their workdays or to pick up for dinner on their way home from work

Cost

\$ - cheap

This will be a vegetarian/vegan alternative to existing fast food options. \$5-\$8 per meal; \$2-\$4 per dessert; \$1 water (free if customer brings their own water bottle when picking up an order); \$4 per smoothie

Elevator pitch

We provide protein-packed, sustainably-sourced, complete meals for the busy vegetarian or vegan. At pro-veggie, we are pro-quality, pro-affordability, pro-convenience, pro-comfort food, pro-environment, and pro-you!

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- Busy working professionals
- Working parents who don't have time to cook dinner

Demographics

- **Education** – college education or higher
- **Occupations** – office workers/business professionals, a typical 9-5 job
- **Age** – 20 to 65
- **Location** – Suburban, Northern Virginia area
- **Dietary restrictions** – doesn't eat meat

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

● **Personality & Attitudes:**

- ☐ Professional
- ☐ Hard-working
- ☐ Focused
- ☐ Introverted

● **Values:**

- ☐ Progressive
- ☐ Time (saving time, not wasting it)
- ☐ Environmentally conscious

● **Interests/Lifestyles:**

- ☐ Vegetarian or vegan
- ☐ Health conscious
- ☐ Busy, fast-paced life

Strategy

User Personas (optional)



**Greg (40) – Business Professional
(upper management)**

- Art and Marketing Director for Community Garden Collation nonprofit
- Has a Masters Degree
- Has been vegan for 5 years
- Works overtime as needed to get the job done
- Often eats lunch and dinner at his desk or in the conference room at work during meetings
- Owns a house with a small vegetable garden out back
- “Making a difference in the world is what gets me out of bed every morning!”



**Alex (32) – Working Parent
(middle management)**

- Editing Manager at Blue Books Publishing House
- Has a Bachelor of Arts degree in Literature with a minor in Environmental Studies
- Married for 8 years with 2 children in elementary school
- Drives a fuel-efficient hybrid car or takes public transportation to work
- Wants family to eat healthy food even if she and her partner do not have time to cook every night
- Takes weekend trips with family to national parks to camp
- “Work-life balance is tricky to maintain, because I love both my work and my family, and there are only so many hours in a day!”



**Vihaan (22) – Working Professional
(entry level)**

- Programmer at Apps4You
- Has a Bachelor of Science degree in Computer Science
- Has been vegetarian his entire life
- Single and lives alone in a small apartment within walking distance from the office building where he works
- Is a terrible cook but loves trying new foods
- Wants to impress project managers and move up to the next level position at work
- Started a cricket team at the office and plays with friends on the weekends
- “I love a job that is fast-paced and where there's always something new to build.”

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online and customize an order
- Order food to be ready quickly or schedule for later
- Save orders and favorites for quicker reordering in the future
- Find out the ingredients and nutritional information of each food
- Follow the order after it has been placed and receive an alert when it is ready or out for delivery
- See the environmental footprint of their order (compared to a non-vegetarian meal at a typical fast food restaurant)

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered or picked up
- Provide a system for order customization
- Communicate fast service and affordability
- Communicate brand vision and mission to users
- Provide customer support
- Showcase how the company gives back to the community

Outline of Scope

Content Requirements

“The user will be looking for...”

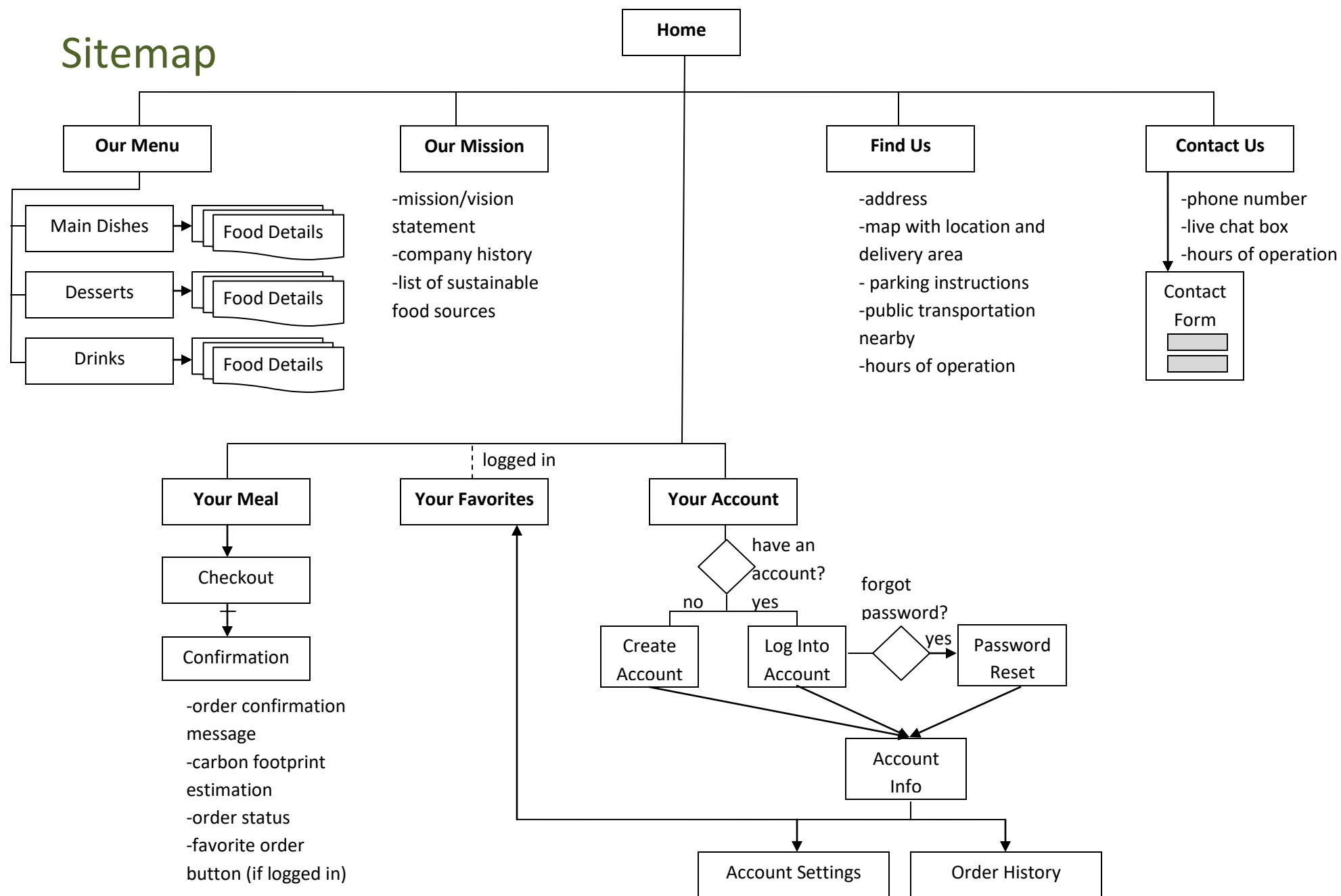
- Logo
- Company mission/about us text
- Contact information
 - Phone number
 - Address & map of location
 - Hours of operation
 - Delivery zone/radius
- List of menu items organized by category
 - Main dishes
 - Desserts
 - Drinks
- Food details: ingredients, nutritional info, allergen alerts
- Images of menu items
- Pricing information for menu items, delivery cost
- Environmental footprint/impact of each order
- Discounts, promotions, or specials

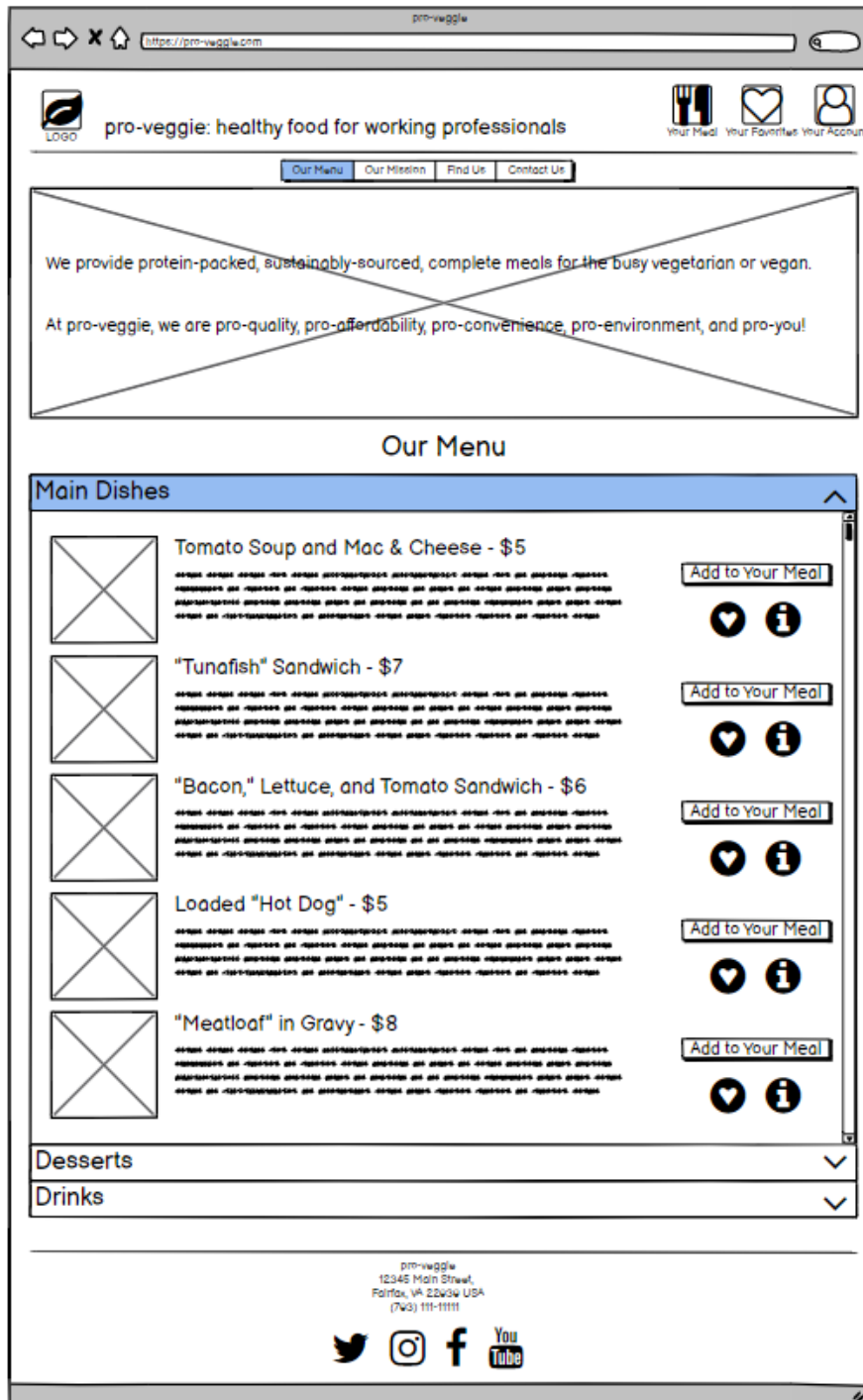
Functionality Requirements

“The user will be able to...”

- Order
 - Add menu items to shopping cart
 - Customize certain menu items
 - View/edit items in shopping cart (change quantity, delete)
 - Securely pay for items in shopping cart
 - Specify time order should be ready
 - Choose delivery or pick-up option
 - Enter delivery address and delivery instructions
 - Track order status and delivery ETA
- Quickly checkout without creating an account
- Have a user account
 - Create user account
 - Log into user account
 - View and edit user account information
 - View past order history
 - Password reset (for forgotten passwords)
- Have a favorites list
 - Save orders to favorites
 - Save menu items to favorites
 - Add items to shopping cart directly from favorites
- Chat live with customer support
- Sign up with email for restaurant promotions, enewsletter

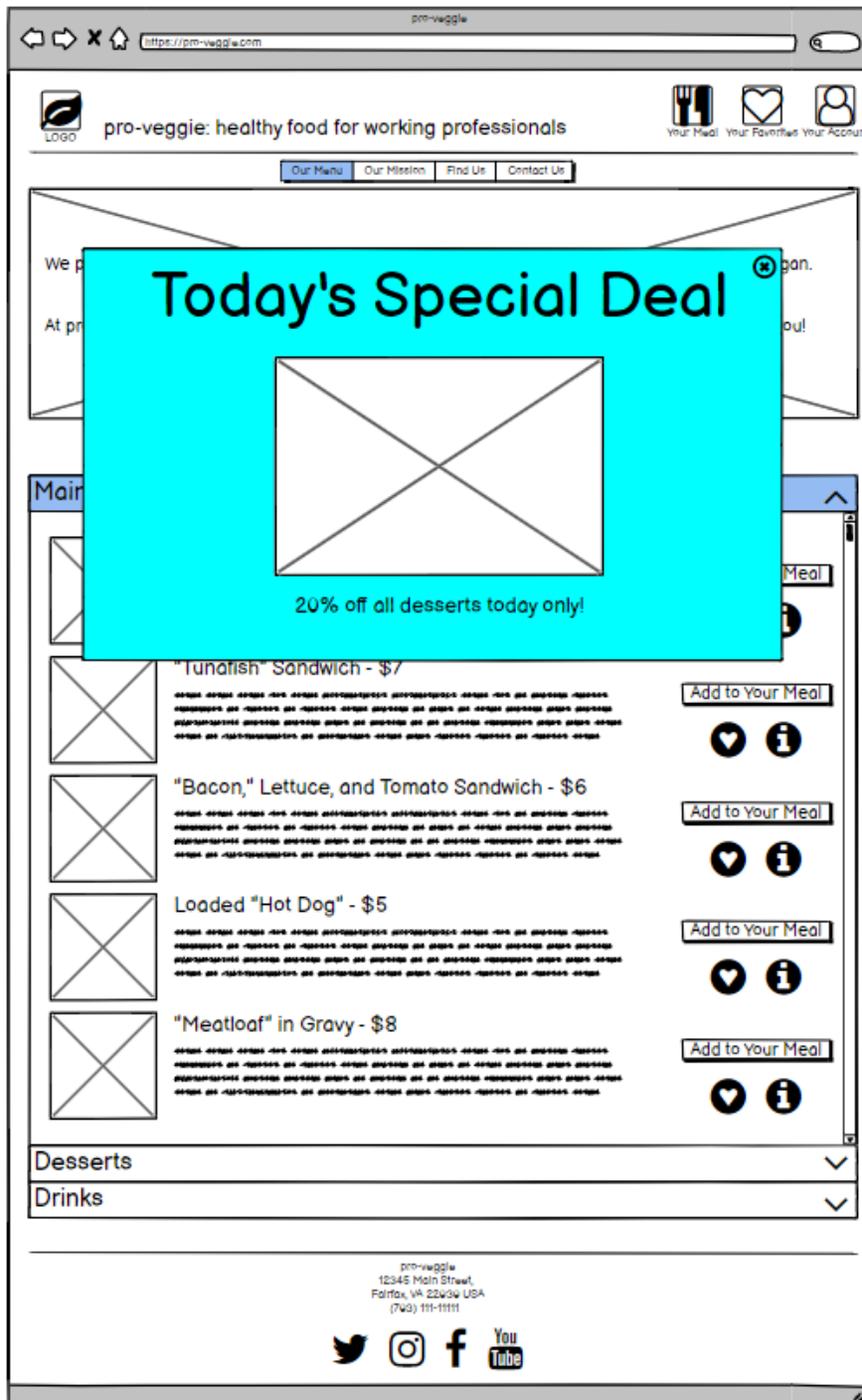
Sitemap



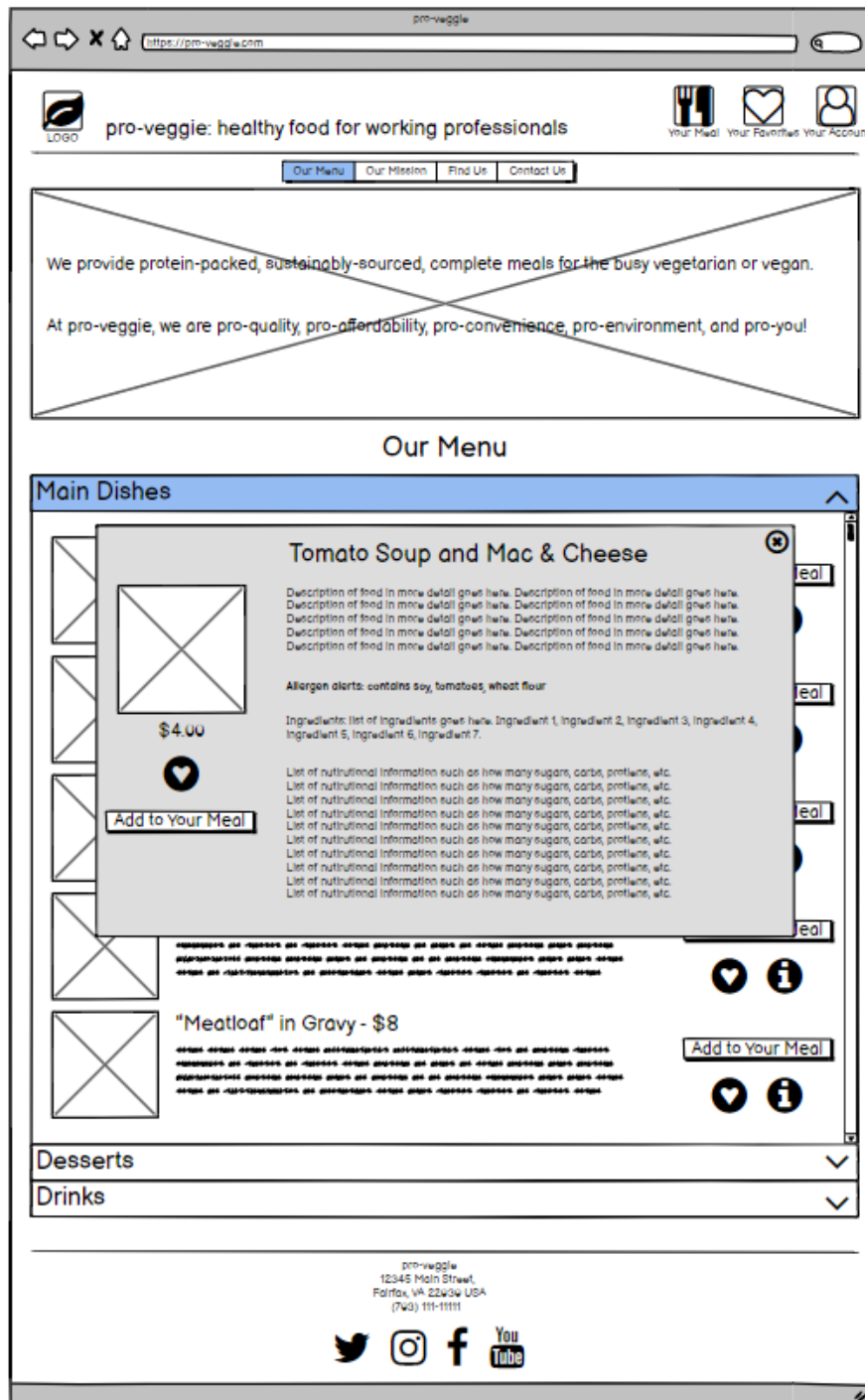


Wireframes

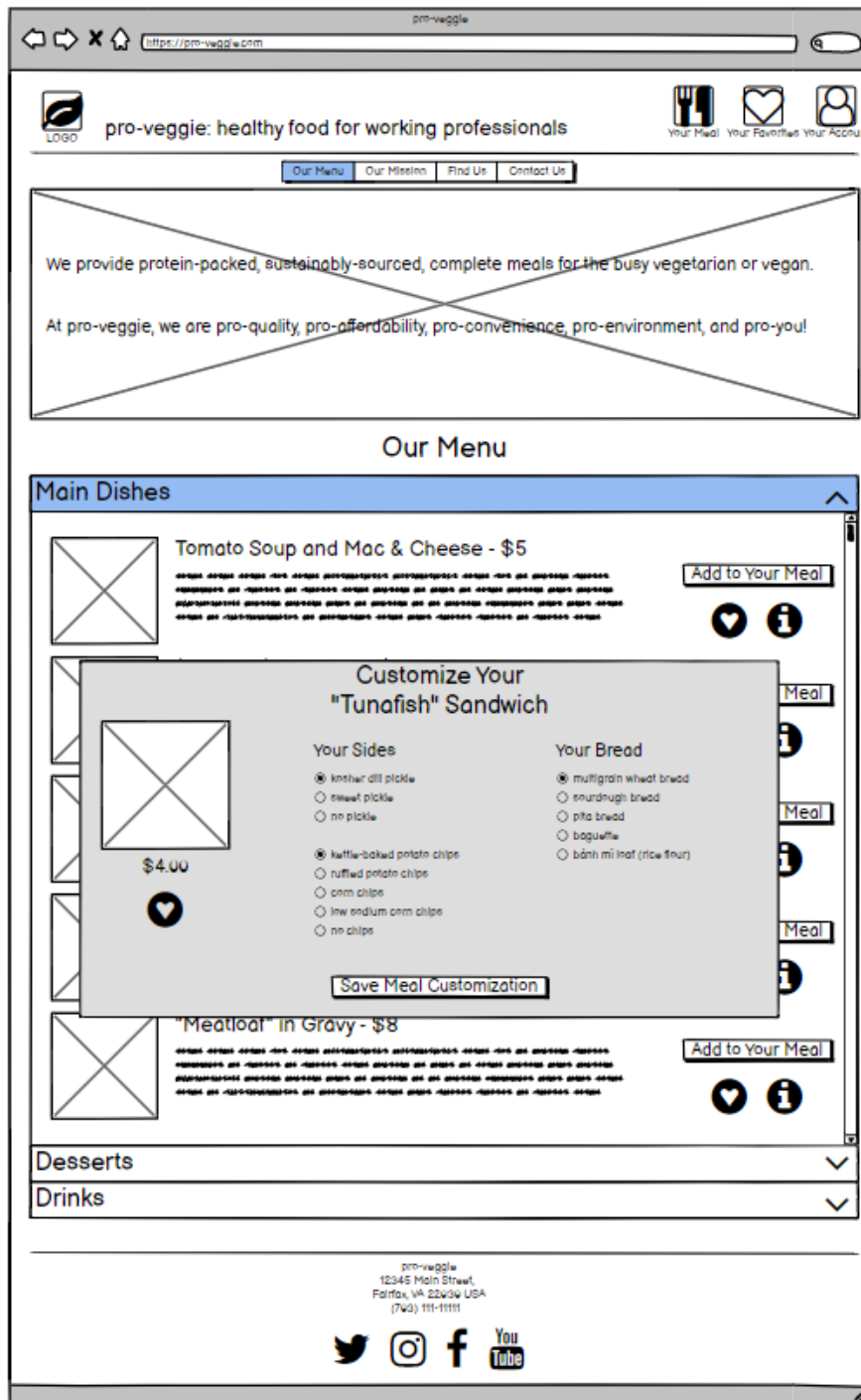
Home Pages for web and mobile (will concentrate on web version for this assignment)



Home Pages showing a special/deal/promotion pop-up



Product/food details pop-up



Product customization pop-up
(required as an ordering step when
adding an item to their meal/cart)

pro-veggie

https://pro-veggie.com

pro-veggie: healthy food for working professionals

Our Menu Our Mission Find Us Contact Us

Your Meal Your Favorites Your Account

Your Meal

1 2 3

Items	Quantity	Cost
"Tunafish" Sandwich Customizations: dill kosher pickle, kettle-cooked potato chips, multigrain wheat bread	Customize Remove 1	\$7.00
Pecan Pie a la mode Customizations: no ice cream	Customize Remove 1	\$3.00
Tax		\$1.00
Delivery Option ☒ Delivery (\$4, tip included) ☐ Pick-up (Free)		\$4.00
		Total \$15.00

You will enter delivery/pick-up time, location, and payment information on the next screen.

pro-veggie
12345 Main Street,
Fairfax, VA 22030 USA
(703) 111-1111

Your Meal (reviewing the order after all items have been added and customizations have been made)

pro-veggie

https://pro-veggie.com

pro-veggie: healthy food for working professionals

Our Menu Our Mission Find Us Contact Us

Your Meal Your Favorites Your Account

Your Order

1 2 3

Your Delivery Options

Delivery Time: 12:00 pm

Use Saved Delivery Info

Delivery Address: Street address, Suite or office number, City, Zip Code

Delivery Phone: () - - ext.

Delivery Instructions:

Your Meal \$15.00

"Tuna-fish" Sandwich
Pecan Pie a la mode
Tax & Delivery Fee

Edit Your Meal

Your Payment

Use Saved Credit Card

Name on Card: , Credit Card: - - - , Expiration Date: / , CVV:

Use Saved Billing Address

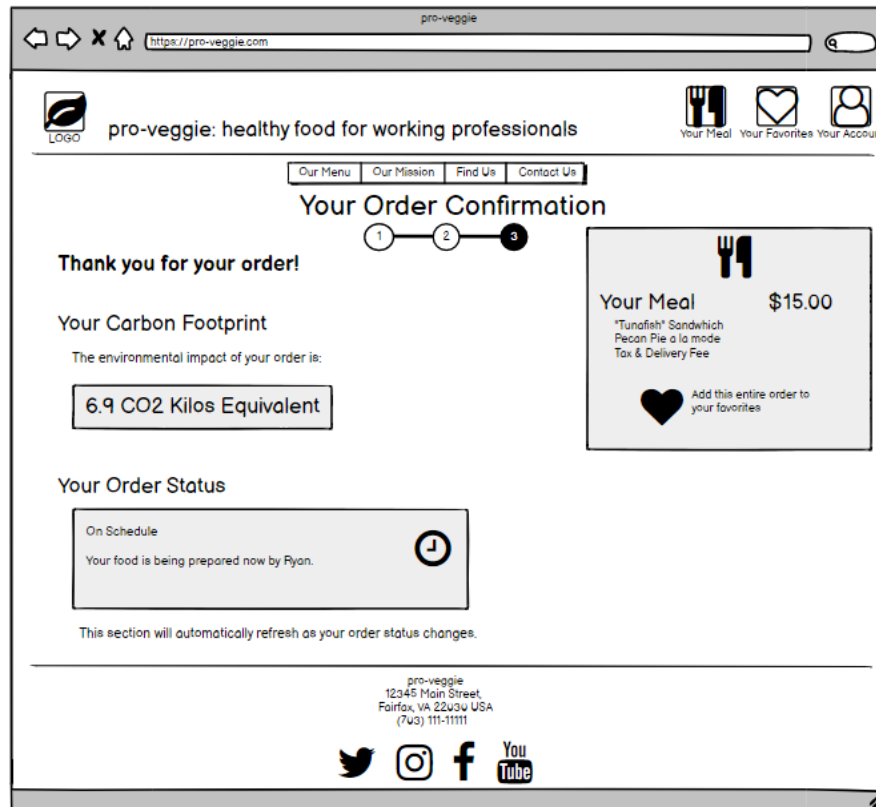
Billing Address: Address Line 1, Address Line 2, City, State, Zip Code

Place Your Order

pro-veggie
12345 Main Street,
Fairfax, VA 22030 USA
(703) 111-1111

Twitter Instagram Facebook YouTube

Your Order (enter additional information and place the order)



Your Order Confirmation (get carbon footprint, order status, and a final confirmation of the meal ordered)

Contact Us Page

pro-veggie

https://pro-veggie.com

pro-veggie: healthy food for working professionals

Your Meal Your Favorites Your Account

Our Menu Our Mission Find Us **Contact Us**

Contact us

There are several ways of contacting us. Call within our hours of operation, use the form to submit a comment or question, or chat live with one of our customer support experts.

Hours of Operation: 11:00 am - 8:00 pm
Phone Number: (703) 111-1111

Contact Form:

Your Name

Comment/Question Topic

Your comment or question

Enter

We respond within one business day

Live Chat Support

Enter

pro-veggie
12345 Main Street,
Fairfax, VA 22030 USA
(703) 111-1111

Twitter Instagram Facebook YouTube

pro-veggie Logo Concepts

At first, I thought of a fun farm vibe to go with the vegetarian-ness, but there's a lot more to a farm than vegetables.

I played around with a few different rounded slab fonts as well until I found one I liked instead of script.

The second logo with the leaf was nice to represent plants, but it reminded me too much of Ancestry.com, so I changed it to a mint leaf (as that's a food someone actually eats) using a color from my color palette, and that looked horrible.

I finally went with a carrot for the hyphen. I also tried substituting vegetables for several of the vowels, but I didn't like it as much.

1.



2.



3.



4.



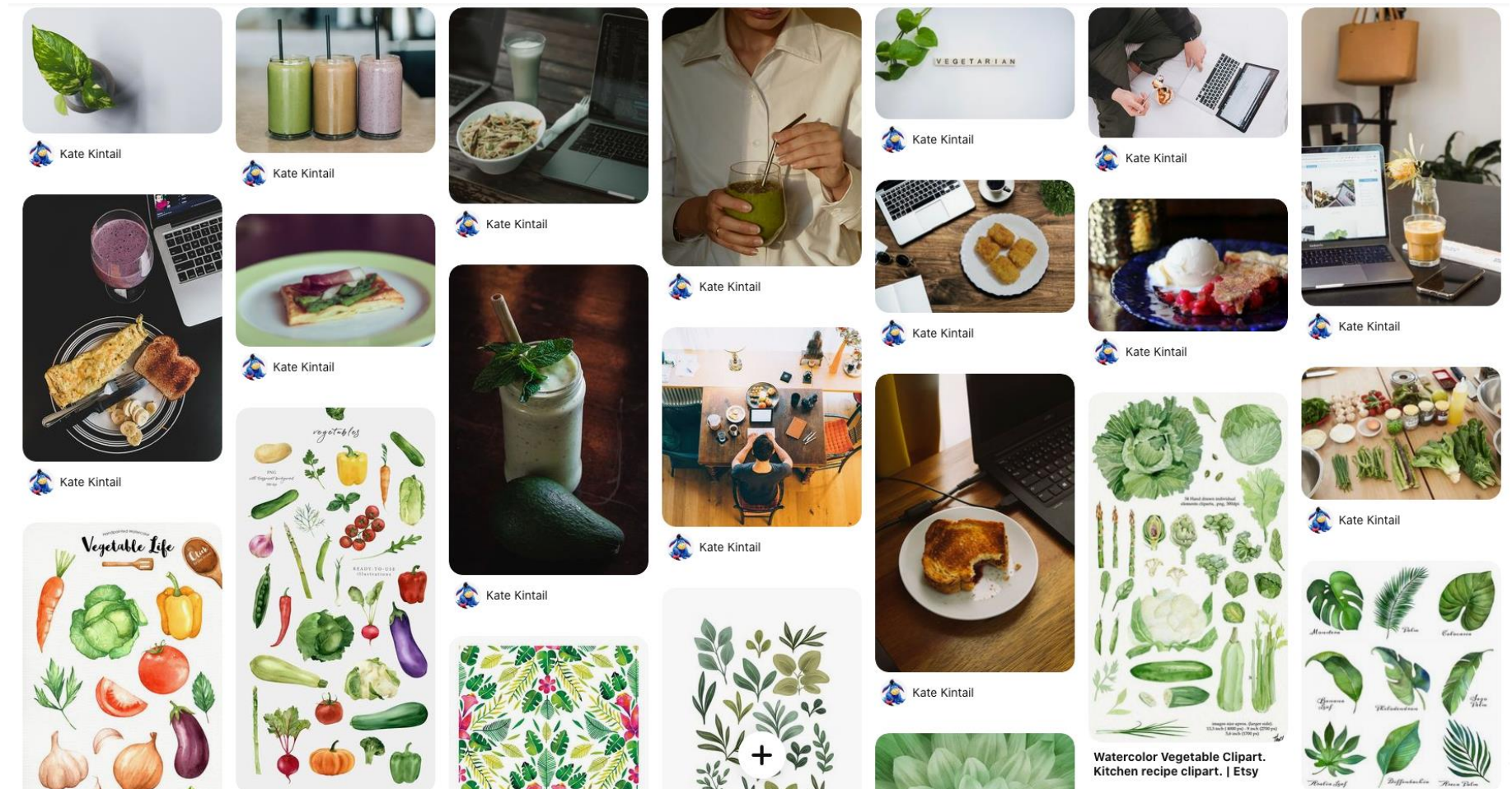
5.



Final:



Pinterest Mood Board

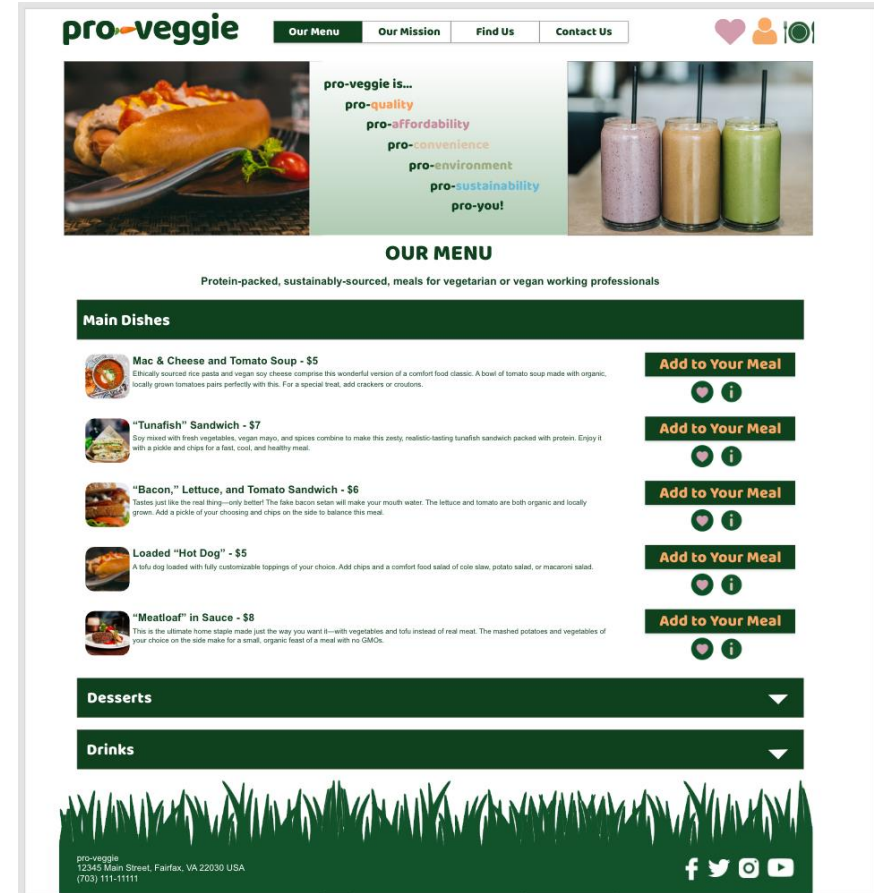
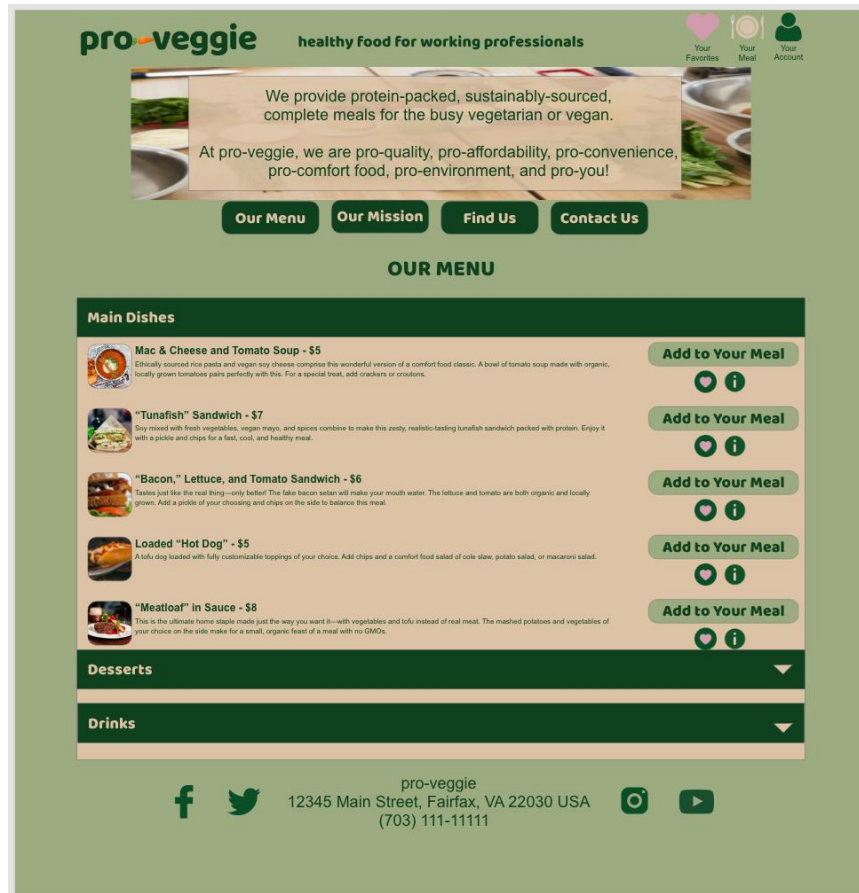


I did my first mood board in Pinterest, but I didn't love the organization style. So I went ahead and used Photoshop to create a second board. That one (on the next page) helped me get a better sense of typeface, colors, and overall concept.

Photoshop Mood Board



Homepage Mockups – Early Drafts #1 & #2



Created using Adobe XD. I decided I liked the second one but continued to improve it between weeks 2 and 3.

Mobile Layouts

Splash screen & home screen

pro-veggie



pro-quality

pro-health

pro-affordability

pro-convenience

pro-environment

pro-sustainability

pro-you!



Protein-packed, sustainably-sourced
vegan comfort food

OUR MENU

Main Dishes

Mac & Cheese and Tomato Soup \$5



Ethically sourced rice pasta and vegan soy cheese comprise this wonderful version of a comfort food classic. A bowl of tomato soup made with organic, locally grown tomatoes pairs perfectly with this.



“Tunafish” Sandwich \$7



Soy mixed with fresh vegetables, vegan mayo, and spices combine to make this zesty, realistic tunafish sandwich packed

Desserts

Drinks

Newly Designed Homepage & Additional Mockups



Homepage



Log In box

pro-veggie Our Menu Our Mission Find Us Contact Us

CREATE YOUR ACCOUNT

Your Name

Your Email

Password Make sure your password is strong!

Confirm Password

DELIVERY INFORMATION

Delivery Address

Suite or office number

City Zip Code

Delivery Phone - EX:

Delivery Instructions

BILLING INFORMATION [Copy Delivery Information](#)

Billing Address

Address Line 2

City State Zip Code

Billing Phone - EX:

[Create Account](#)

pro-veggie
12345 Main Street, Fairfax, VA 22030 USA
(703) 111-1111

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pro-veggie Our Menu Our Mission Find Us Contact Us

YOUR ACCOUNT

THANKS FOR BEING A PRO-VEGGIE CUSTOMER, JOHN!

[Edit Account Settings](#) [View Order History](#)

YOUR CARBON FOOTPRINT

Since you became a customer, this is an estimate of how much you have saved by ordering sustainable, locally-sourced meals at pro-veggie:

85.6 CO2 Kilos Equivalent

which is:

9,632 gallons of gasoline or 94,319 pounds of coal burned or 212,407 miles driven by an average passenger vehicle or 1.1 tanker trucks of gasoline

pro-veggie
12345 Main Street, Fairfax, VA 22030 USA
(703) 111-1111

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YOUR ORDER HISTORY

ORDER #	DATE	AMOUNT
#2056784	05/06/2020	\$11.20
#2000555	04/19/2020	\$9.00
#2000006	04/08/2020	\$17.00
#1999985	04/06/2020	\$15.50
#1985678	02/20/2020	\$5.15
#1956123	01/07/2020	\$15.50

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12345 Main Street, Fairfax, VA 22030 USA
(703) 111-1111

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YOUR ACCOUNT SETTINGS

John Smith

thisisjohnemail@gmail.com

***** Make sure your password is strong!

DELIVERY INFORMATION

Delivery Address

Suite 111

Fairfax 22030

Delivery Phone (703) 222 - 2222 ex:101

Delivery Instructions

Call me when you get off the elevator so I can meet you at the front of the office suite.

BILLING INFORMATION [Copy Delivery Information](#)

Billing Address

Apt. 305

Fairfax VA 22030

Billing Phone (703) 333 - 3333

[Save Account Settings](#)

pro-veggie
12345 Main Street, Fairfax, VA 22030 USA
(703) 111-1111

f t i y

Account creation, account page, order history, and account settings

[Our Menu](#)
[Our Mission](#)
[Find Us](#)
[Contact Us](#)

OUR MISSION

Our mission is to provide protein-packed, sustainably-sourced, complete meals for the busy vegetarian or vegan. Like many of you, we were tired of finding only a few options at restaurants. We were tired of having to always choose the salad. We were tired of running on fumes.

At pro-veggie, we are pro-quality, pro-health, pro-affordability, pro-convenience, pro-comfort food, pro-environment, and pro-you!

OUR HISTORY

The concept for pro-veggie began years ago when our founder worked an office job. She was left disappointed and hungry after sitting down with a quick lunch with her coworkers at the office or after eating lunch at her desk. The importance of melding good, ethically-sourced food with total nutrition with familiar, American comfort foods took a long time to develop. Even more difficult was making this food affordable and with the lowest carbon footprint possible for the industry. At times, it seemed impossible. But after many years of hard work, we finally succeeded. The result is pro-veggie, and we hope you love it as much as we do!

OUR SOURCES

Brokenneck Farm

Barry's Berry Patch

Pumpkins, Pumpkins, Squash!

Little Red Farmhouse on a Hill

The Soy Experience

Green Growers of Virginia

Gretta's Garden Goodies

A Lot of Tofu, A Lot of Love

Shelf Stable Dreams

Tony's Neighborhood Garden

Nothing but Vegetables

The Vegetarian's Pantry

Fruits R Us

More Than Seven Grains

Fairfax Garden and Farm Collective

The Tiny Tea Shop

Fancy Foods

Farms and More, Inc.

pro-veggie

12345 Main Street, Fairfax, VA 22030 USA

(703) 111-1111

[Our Menu](#)
[Our Mission](#)
[Find Us](#)
[Contact Us](#)

FIND US

OUR ADDRESS

12345 Main Street
Fairfax, VA 22030
USA

OUR HOURS

Monday-Friday: 11:00 am to 9:00 pm
Saturday-Sunday: 11:00 am to 2:00pm

PUBLIC TRANSPORTATION

By Bus: Take the 54 bus to Fairfax Main stop. Walk one block north on Main Street and you will find us on the corner.

By METRO: The closest stop is the Fairfax/GMU stop on the Orange Line. When you get off the train, take the 54 bus directly to Main Street or find the free GMU shuttle. You will need to walk six blocks from the shuttle's first drop-off location.

PARKING

There are several free parking garages near the store. Look for the big, blue P signs and follow them to public parking. Be sure to not park anywhere designated for another store, as you may get towed. The closest two parking structures to pro-veggie are one block away.

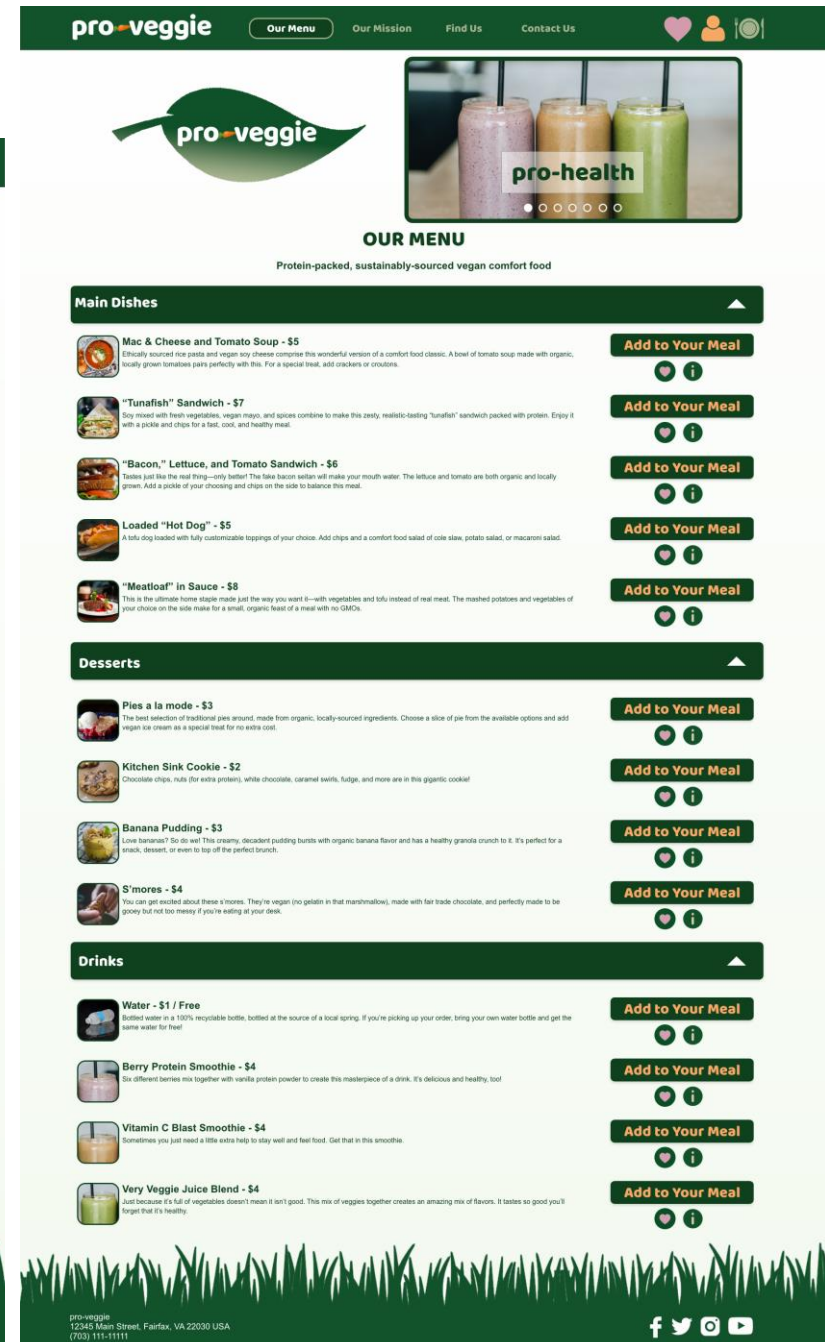
pro-veggie

12345 Main Street, Fairfax, VA 22030 USA

(703) 111-1111

pro-veggie

Expanded Accordion Menus





Pop-up offer on homepage



Product ingredients and nutritional information



Customize Sandwich



Customize Pie

pro-veggie Our Menu Our Mission Find Us Contact Us

YOUR MEAL

1 2 3

ITEMS		FOOTPRINT	QUANTITY	COST
"Tunafish" Sandwich Customizations: dill kosher pickle, kettle-cooked potato chips, multigrain wheat bread	Customize Remove	1.2 CO2 Kilos	1	\$7.00
Pecan Pie a la mode Customizations: no ice cream	Customize Remove	0.9 CO2 Kilos	1	\$3.00
Tax				\$1.00
Delivery Option ● Delivery (tip included) ○ Pick-up (free)		4.8 CO2 Kilos		\$4.00
				Total \$15.00

[Order Your Meal](#)

You will enter delivery/pick-up time, location, and payment information on the next screen.

pro-veggie
12345 Main Street, Fairfax, VA 22030 USA
(703) 111-1111

f t i y

Your Meal (Ordering Step 1: can review choices, change options/quantities, etc.)

pro-veggie Our Menu Our Mission Find Us Contact Us

YOUR ORDER

1 2 3

YOUR DELIVERY OPTIONS

Delivery Time: 12:00 pm

[Use Saved Delivery Info](#)

Delivery Address: Street Address
Suite or office number
City Zip Code

Delivery Phone: () - - ext:

Delivery Instructions:

YOUR PAYMENT

[Use Saved Credit Card](#)

Name on Card: Credit Card: Expiration Date: / - cvv:

Billing Address: Address Line 2
Address Line 2
City State Zip Code

[Place Your Order](#)

YOUR MEAL **\$15.00**

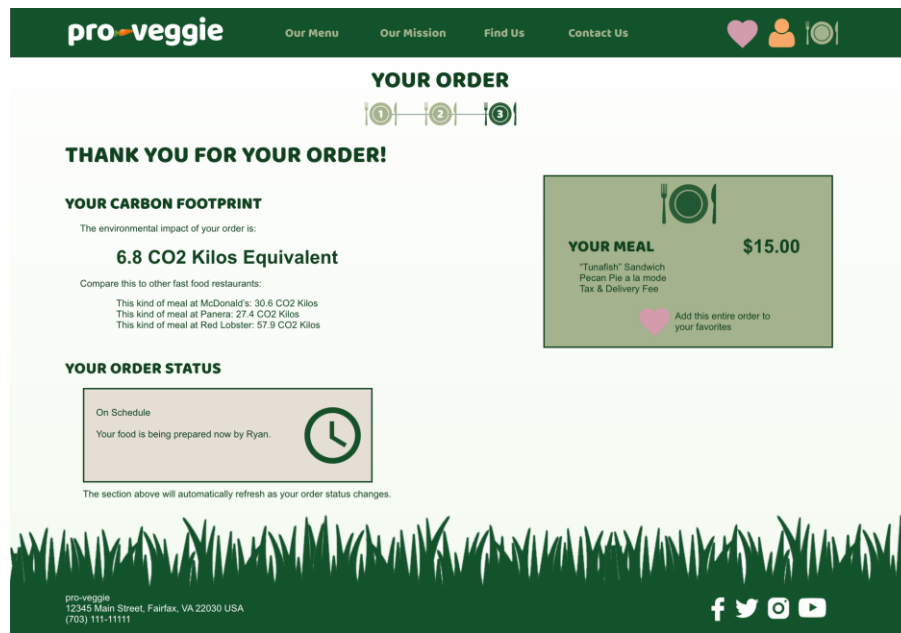
"Tunafish" Sandwich
Pecan Pie a la mode
Tax & Delivery Fee

[Edit Your Meal](#)

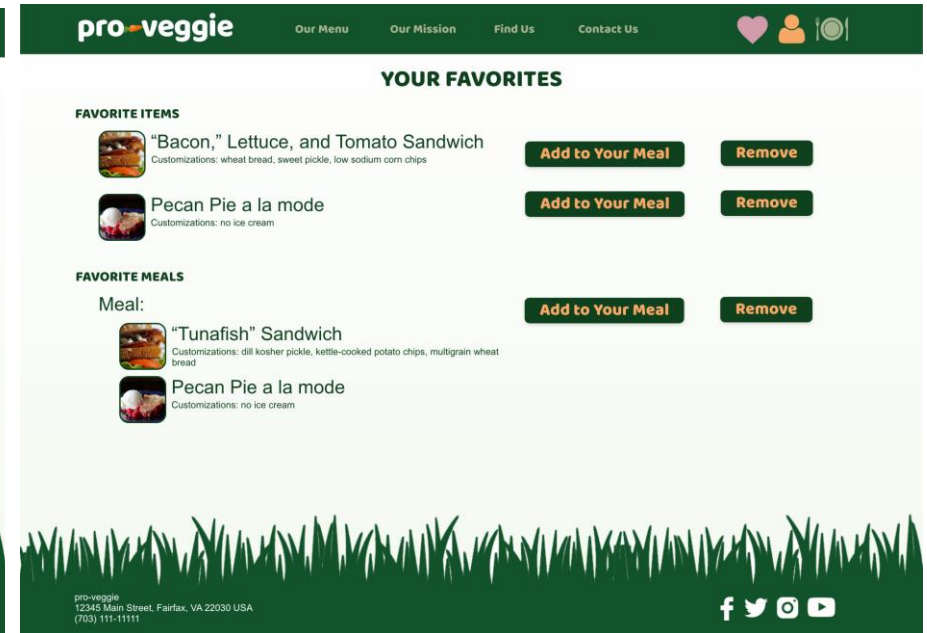
pro-veggie
12345 Main Street, Fairfax, VA 22030 USA
(703) 111-1111

f t i y

Your Order (Ordering Step 2: provide delivery information and billing information; can go back to edit meal if desired)

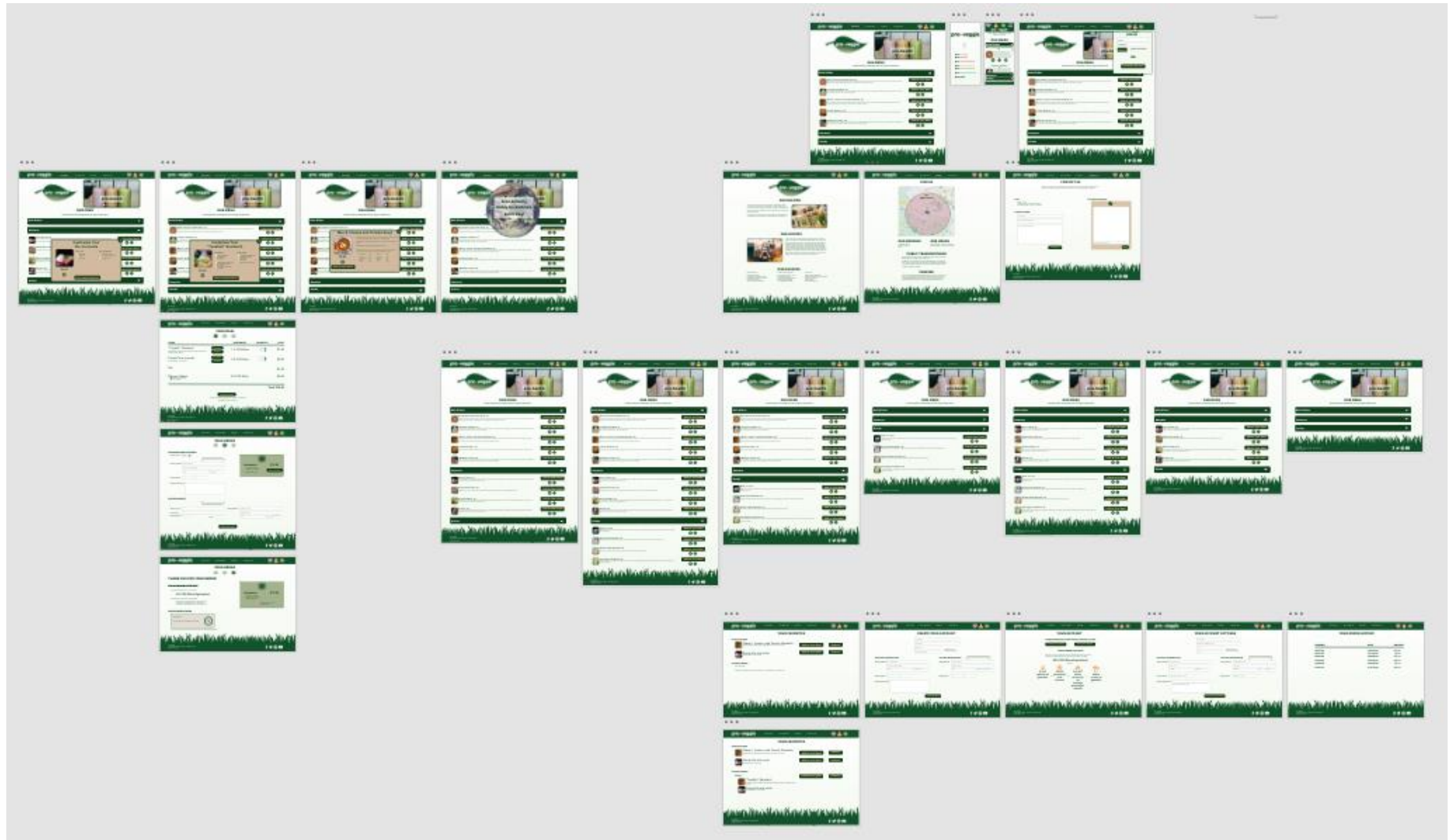


Your Order Confirmation:
(Ordering Step 3: can see status
and add meal to favorites)



Your Favorites with new meal
added as an example

Canvas with All Artboards



Canvas Showing Prototype Linking from Homepage

