

LakeAlive

Mariana Brandt

Restaurant Concept

Restaurant Name & URL

LakeAlive

www.lakealivebrasil.com.br

Food & drink

The food served will include appetizers, sandwiches and salads. The restaurant will provide customization for the following items:

Ceviche

- Choice of fish (saint peter, salmon, haddock)
- Add shrimp? (+ \$)
- Spice Level (low, medium, high)
- Choice of vegetables (pick 4)
 - Corn, Tomato, Onion, Bell pepper, Sweet potato, Coriander, Banana Chips, Spring Onion, Fresh mint)

Sandwich

- Choice of protein (pick 2 items)
 - Ham, pepperoni, goat cheese, buffalo mozzarella, tuna, parma ham, cream cheese, parmesan, salami, hommus, avocado)
- Choice of bread (Whole wheat, White bread, Pita bread)
- Choice of Sides (Salad or Fries)

Salads

- Pick 9 items from a list
 - according to the season, usually: Peas, Tomato, Onion, Bell pepper, Lettuce, Arugula, Broccoli, Fusilli pasta, Carrots, ham, Cheese, buffalo mozzarella, tuna, parma ham, parmesan, salami

Customers can add more items at cost.

Also, there will be a drink menu including beer, cocktails, juices, sparkling water, coconut water and soda.

Location

The restaurant will be located in Brasilia, Brazil, in a rich area by the lakeside.

Main target audience

Business people - the idea is to deliver food to boats on the lake and also serve tables at the location. The main target audience is boat's owners and their guests on board, usually business people in their leisure time.

Cost

\$\$\$ - BRL (Brazilian Real)

Elevator pitch

We serve great food, contemporaneous style for your boat ride and on site, if you want to have lunch in the lakeside. If you are on a boat, order from our website and stop by our marine deck to pick up your delicious lunch and enjoy the rest of the day on your boat!

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- *Single or divorced executives in their 40's*
- *Public servants in their 30's, high income, no kids*

Demographics

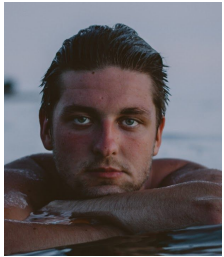
- **Gender** - More male than female
- **Education** - Mostly graduated
- **Income**: high income
- **Marital status**: more single than married
- **Occupations** - Businesspeople, Government workers
- **Age** - 25-70
- **Location** - Brasilia, Brazil

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**
 - show off, narcissist, needy
- **Values:**
 - right-oriented politics, liberal economics, group behaviour
- **Lifestyle:**
 - post online photos "life-enjoying", loves to travel, goes to new restaurants frequently

User Personas



Marcelo Borges (48) – High executive

- Boat owner
- Divorced
- MBA in business
- Boss a large group in an international bank
- No kids
- Loves to be among friends
- Insecure and needy
- "enjoying life and showing off"



Pedro Garcia (35) – Entrepreneur

- Rents boats for the weekends
- Single
- Master's degree in IT by a foreign university
- Runs a tech startup
- Former computer nerd/geek
- Loves to try new food and experiences
- Wants to get married and have kids before his 40's
- "Ready for what's next"



Carol Vieira (29) – Public servant

- Works in a high level government agency

- Graduated in Law
- Single
- Always invited to a boat ride by their friends / dates
- Very pretty, worries about how she looks
- Healthy lifestyle, balanced food
- No kids yet
- "Living the life..."

User Needs

The website needs to enable the user to:

- Find out if the restaurant is around their area
- Order food online
- Choose and customize the food
- Let the restaurant know they're arriving to pick up the food from the marina deck
- Schedule order pick up
- Communicate with the restaurant if necessary

Client Needs

The website needs to enable the client to:

- To sell food online that will be picked up
- Provide a system for order customization
- Provide an online payment system
- Have a reliable and sophisticated look and feel
- Receive clients feedback
- Share their content in the social media by the customers
- Communicate with the client if necessary

Outline of Scope

Content Requirements

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

"The user will be looking for..."

- Restaurant menu
- Pictures of the dishes
- Working hours
- Prices
- Where to pick up
- How to contact
- User's comments / rating

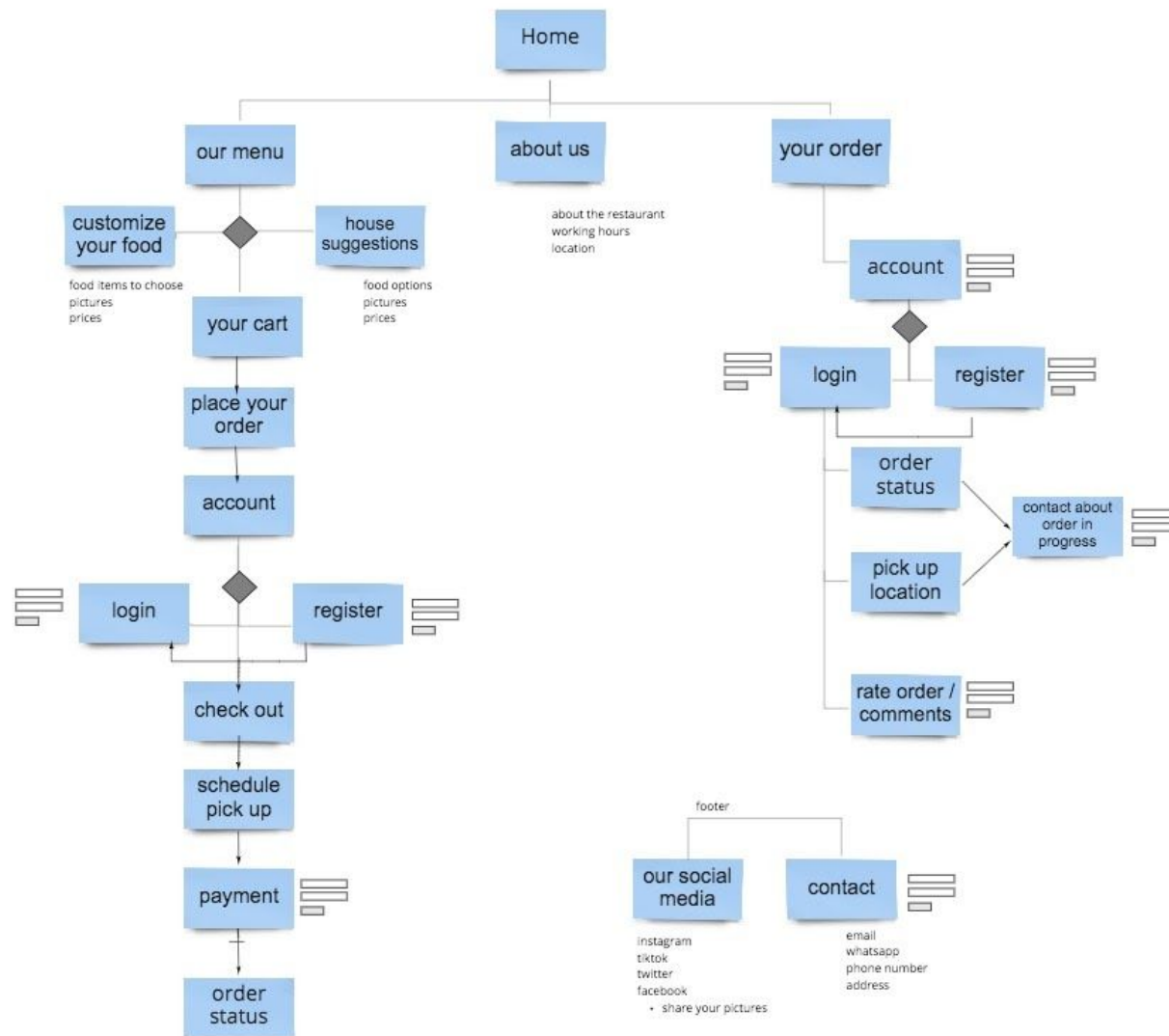
Functionality Requirements

Systems that will allow the user to accomplish tasks.

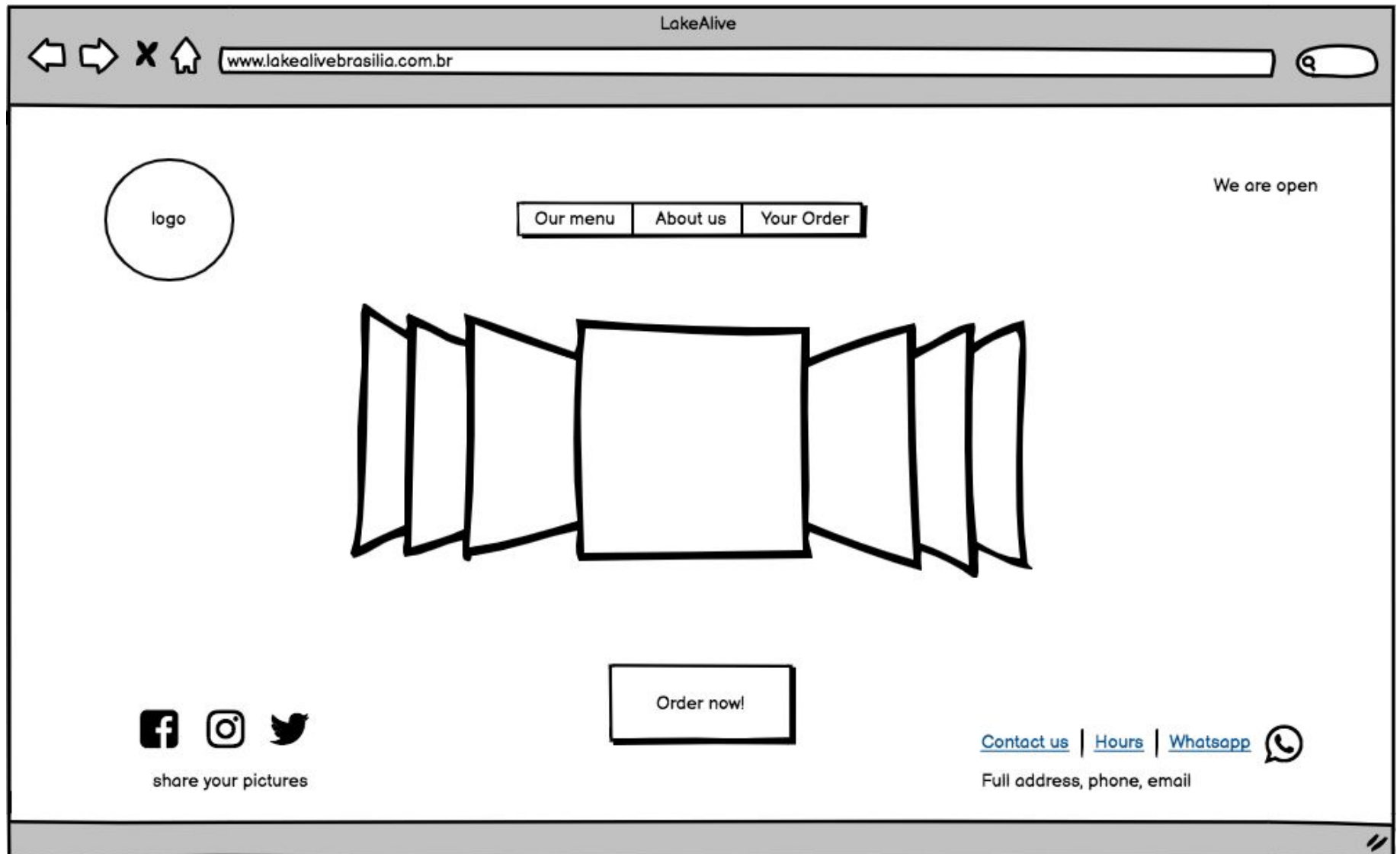
"The user will be able to..."

- Choose items from the food's menu and add to a shopping cart
- Schedule the pick up
- Order food
- Communicate with the restaurant
- Check the order status
- Rate the restaurant
- Pay the order

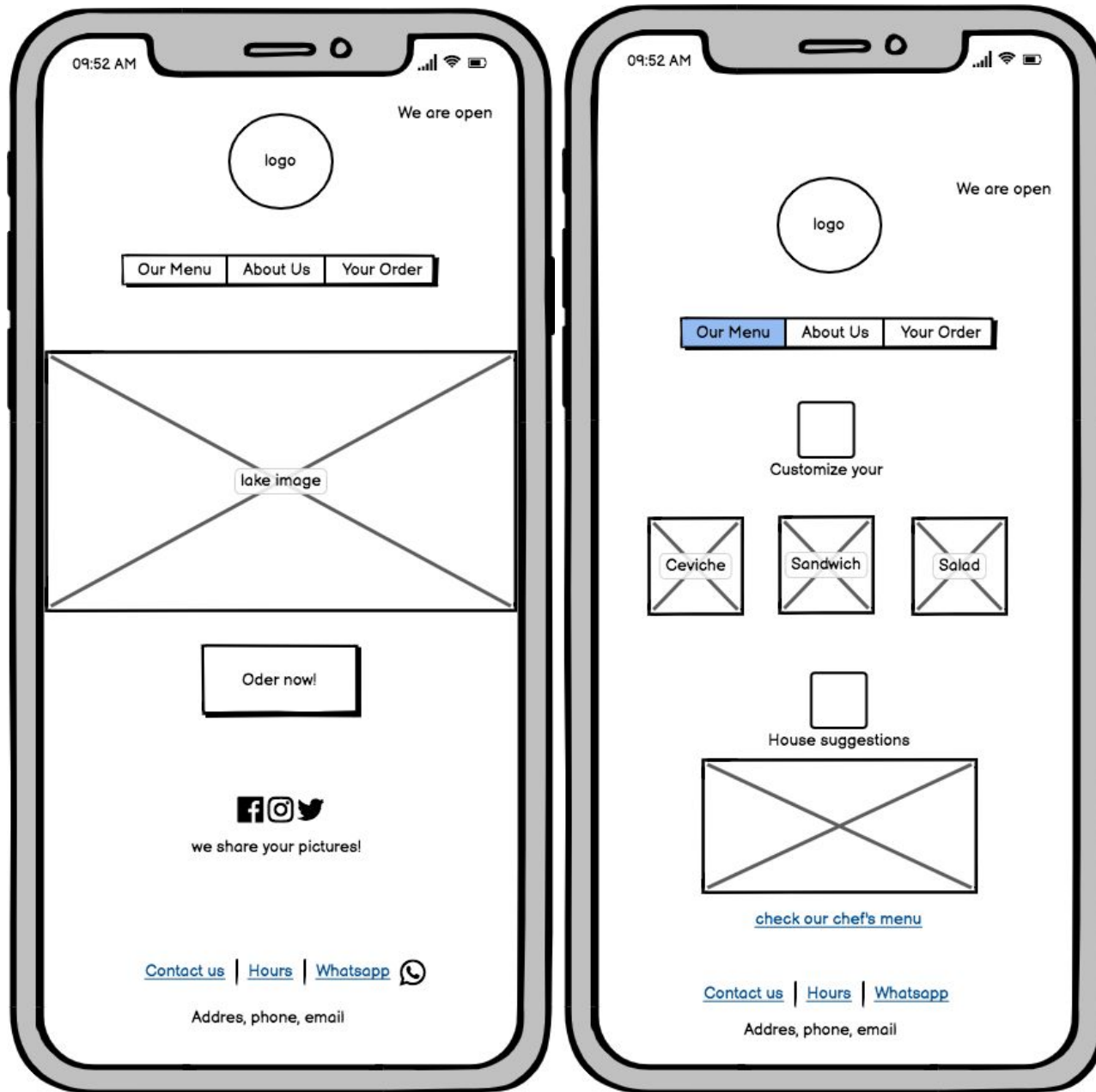
Sitemap

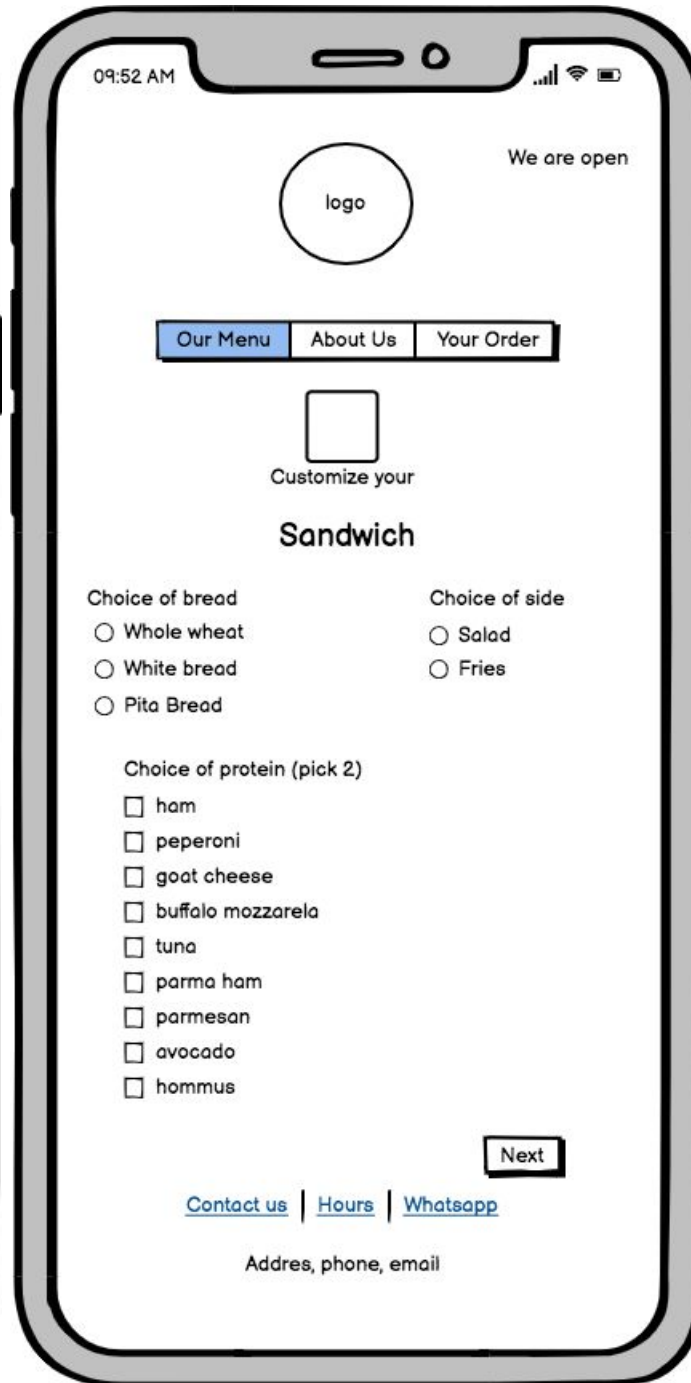
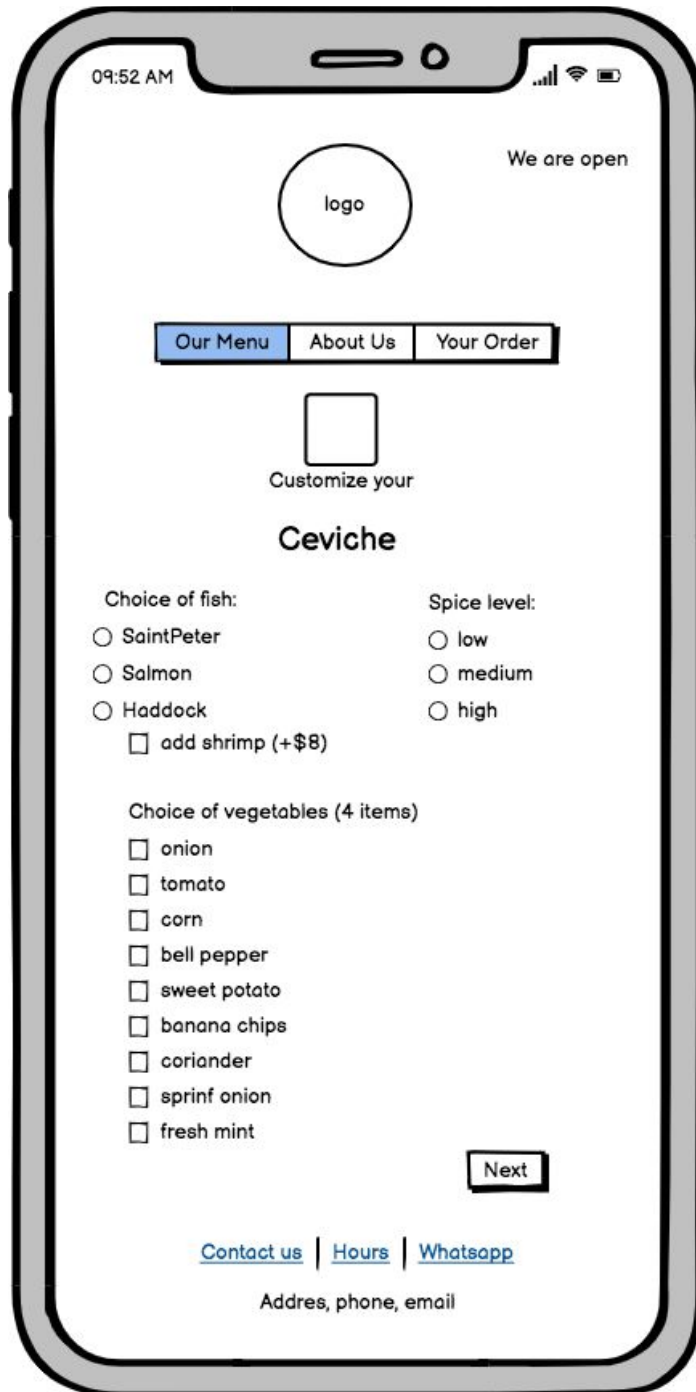


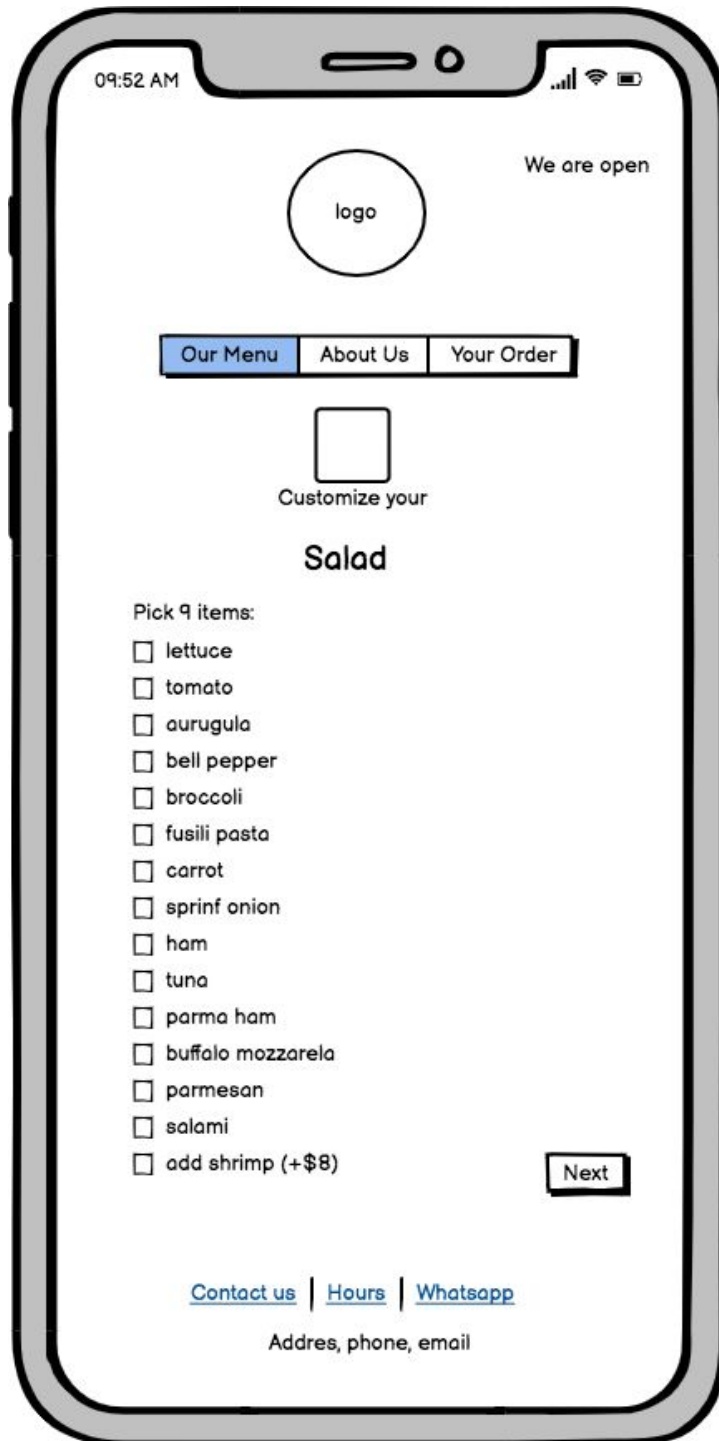
Wireframes

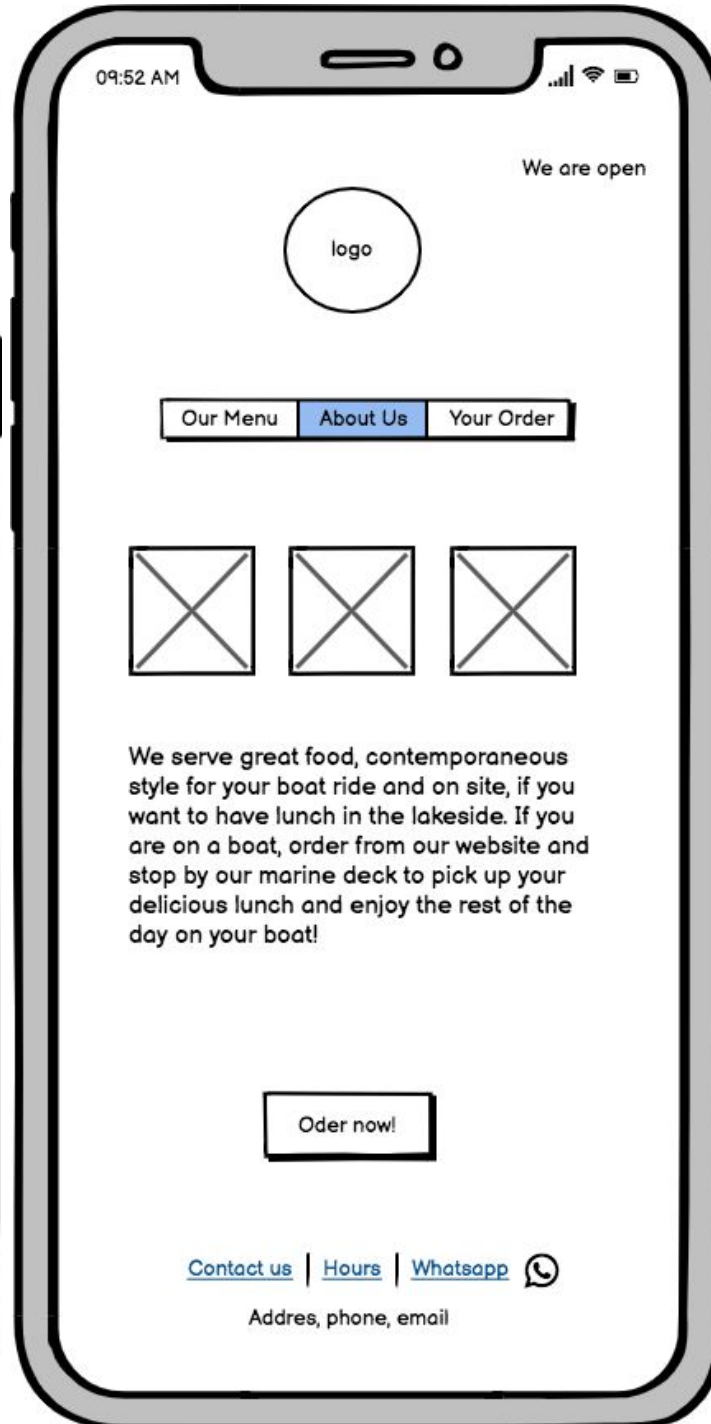
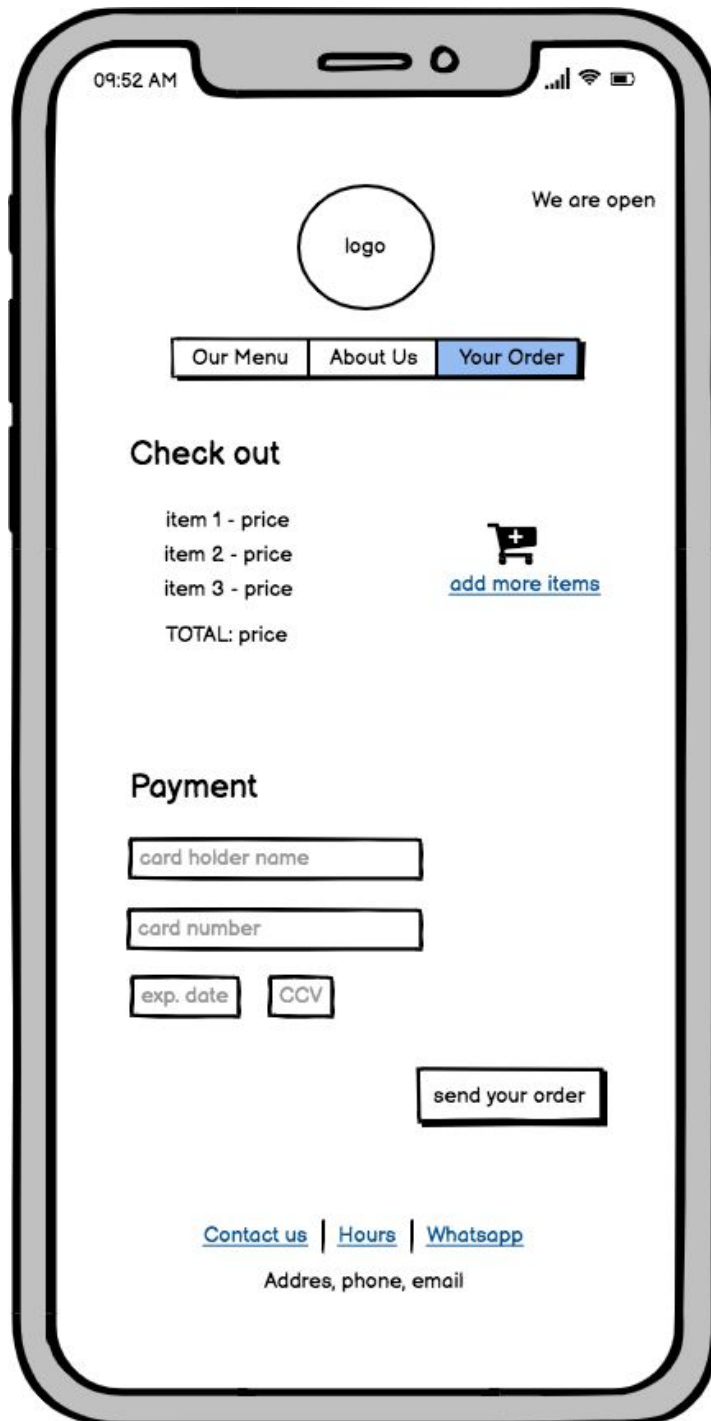


Wireframes mobile









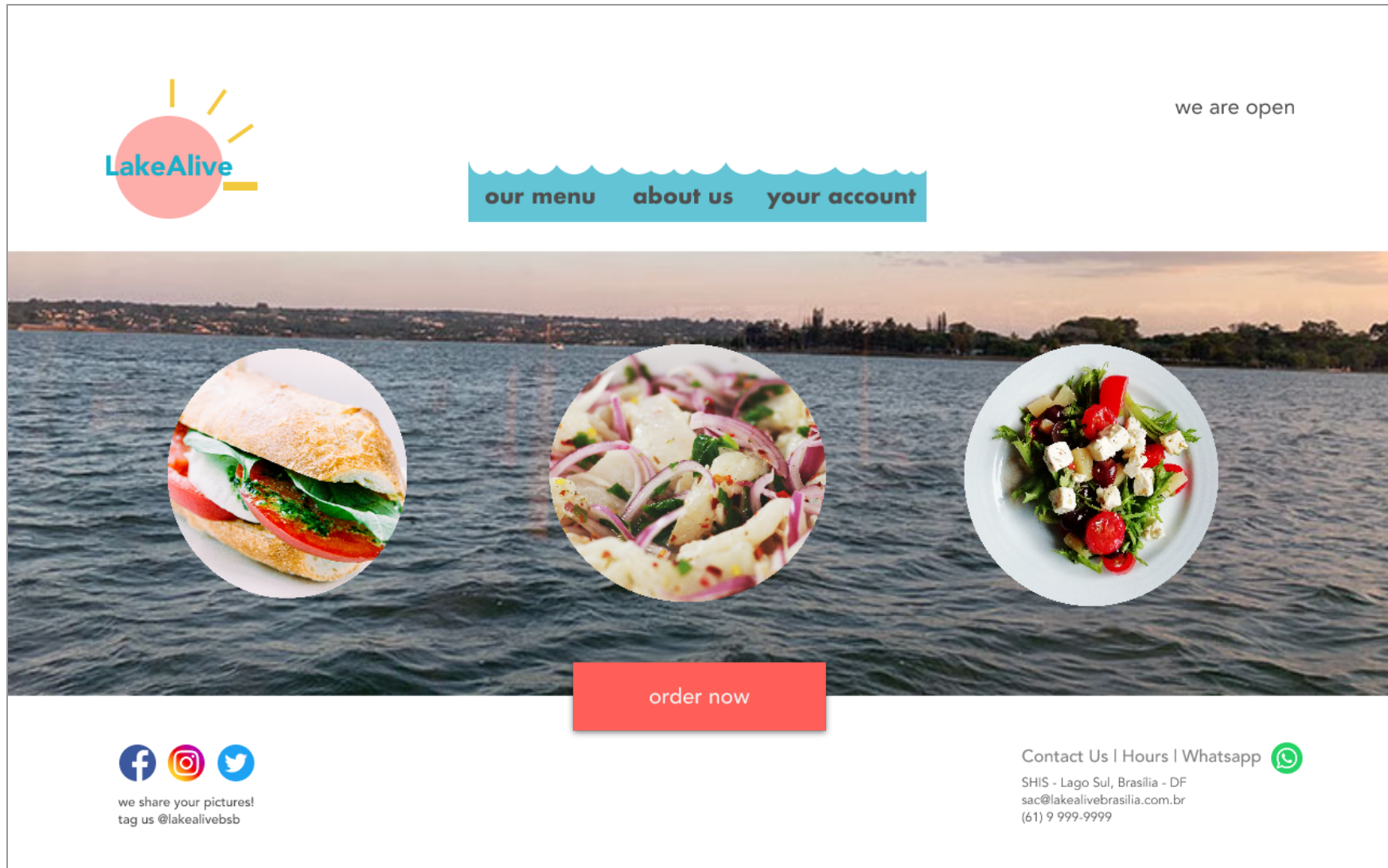
Moodboard



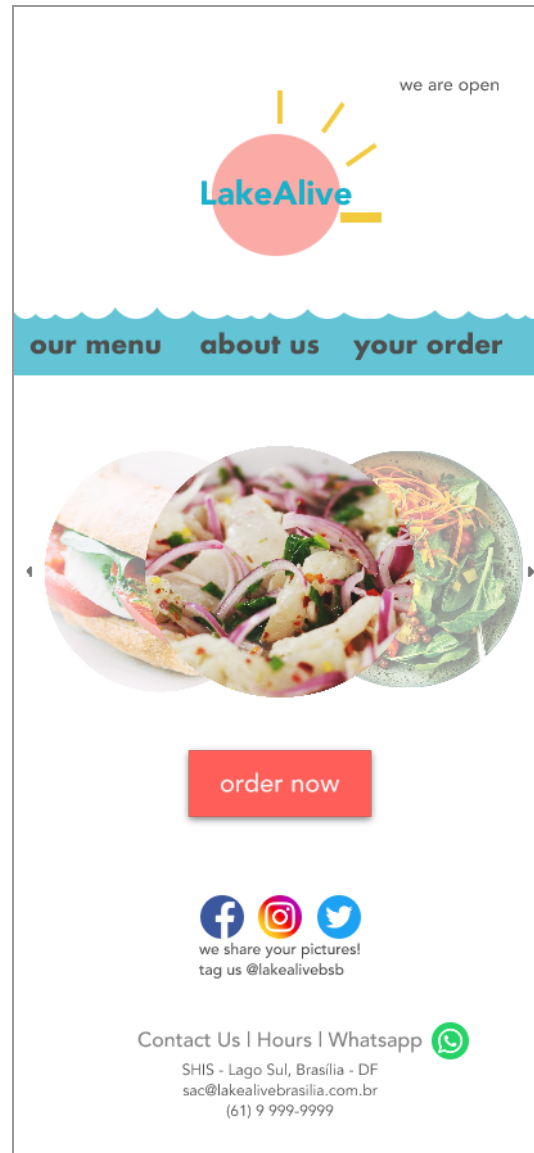
Mockups

Desktop homepage

Mobile Homepage



Mobile mockups





we are open

[our menu](#) [about us](#) [your order](#)

customize your



sandwich



ceviche



salad

house suggestions



[check our chef's menu](#)


[beverages](#)

Contact Us | Hours | Whatsapp 

SHIS - Lago Sul, Brasília - DF
sac@lakealivebrasil.com.br
(61) 9 999-9999


LakeAlive

we are open



our menu about us your order

customize your
ceviche



Choice of fish:

- Saint Peter
- Salmon
- Haddock
- add shrimp (+\$8)

Spice level:


- low
- medium
- high

Choice of vegetables (4 items)

- onion
- tomato
- corn
- bell pepper
- sweet potato
- banana chips
- coriander
- spring onion
- fresh mint


\$28

customize other chef's menu next

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our menu about us your order

customize your
salad




Pick 9 items:

- lettuce
- tomato
- bell pepper
- aurugula
- broccoli
- fusili pasta
- carrot
- spring onion
- ham
- tuna
- parma ham
- buffalo mozzarella
- parmesan
- salami
- add shrimp (+\$8)


\$25

customize other chef's menu next

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our menu about us your order

customize your
sandwich



Choice of bread:

- Whole wheat
- White bread
- Pitta bread

Choice of side:


- Salad
- Fries

Choice of protein (2 items)


- ham
- pepperoni
- goat cheese
- buffalo mozzarella
- tuna
- parma ham
- parmesan
- avocado
- hommus

\$26

customize other chef's menu next

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we are open

our menu **about us** **your order**

cart

1 Shrimp and fish ceviche	\$30
1 Custom sandwich	\$28
1 Custom salad	\$25

Total: \$84


[Add more items?](#)

log in

[Create account](#) [login](#)

check out

[send your order](#)

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we are open

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thank you !

You order is been prepared,
we'll let you know you when
its ready to pick up a our pier.

Questions?
Send us a message!



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Prototype

Available at: <https://projects.invisionapp.com/prototype/lakealive-ckfrxdma0015r401egdye1hr/play/2461fbe2>