

# Restaurant Name

Wakabites Sushi Restaurant

# Restaurant Concept

## Restaurant Name & URL

*Waka Bites Sushi Restaurant*  
*wakabites.com*

## Food & drink

### *Starters/Salads*

- *Rice balls*
- *Wakame salad*
- *Salmon bites*
- *Bao bun tofu*

### *Noodles*

- *Veggie noodles*
- *Chicken noodles*
- *Salmon noodles*

### *Sushi*

- *Shrimp roll*
- *California roll*
- *Salmon avocado roll*
- *Dragon Roll*

### *Drinks*

- *Sake on the house*
- *Asahi – Japanese beer*
- *Red/White/Rose wine*

## Location

- *Greece, Thessaloniki, Center*  
*Located in an exclusive, high-end district*
- *Delivery Radius: Thessaloniki*

## Main target audience

- *Business people: Executives, entrepreneurs, and business professionals who may choose upscale restaurants for business meetings or special occasions.*

## Cost

- *It will be an expensive restaurant, focusing on providing an exclusive dining experience.*

## Elevator pitch

- *Our luxury restaurant in Thessaloniki, offers a selection of rare ingredients, expertly crafted by master chefs. Elevate your dining experience with us, where every detail is a celebration of taste and refinement.*

# Strategy

## Target Audience

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

### Roles

- *Professionals*
- *Entrepreneurs*
- *Financial advisors*

### Demographics

- **Gender** – *Both genders are likely to be targeted, but there might be slightly more women.*
- **Age** – *Mostly adults aged 25 and above, focusing on people with a higher income.*
- **Education** - *A target audience with at least a college education or higher*
- **Occupations** – *Professionals, business executives, entrepreneurs.*
- **Income** – *High paying jobs*
- **Location** - *Situated in an exclusive, high-end district*

## Psychographics

### Personality and attitudes

- *Enthusiasts about discovering unique and rich dining experiences*
- *Preferring a much luxury atmosphere*

### Values

- *Importance on authenticity, quality and the artistry of fine dining*

### Lifestyle

- *Dining out at upscale restaurants looking for memorable experiences*

### Interests

- *Traveling, food blogging, corporate events, fine wine*

# Strategy

## User Needs

The website needs to enable the user to:

- *Find out if the restaurant delivers to their area*
- *Order food online*
- *Check when the restaurant is open*
- *Book a table online*
- *Explore the restaurants's atmosphere online*
- *Discover the menu and the prices*
- *Contact someone via phone or social media*

## Client Needs

The website needs to enable the client to:

- *To sell food online that will be delivered*
- *Provide a system for order customization*
- *Create a strong online presence with social media*
- *Keep the menu fresh, introducing new creations regularly*
- *Providing for the user clear photos with the restaurant's atmosphere*
- *Prioritize customer service excellence*

# Strategy

## User Personas



**Name:** Christina Kati  
**Age:** 42  
**Occupation:** Account manager  
**Interests:** Enjoys hiking on the weekends  
**Family status:** Married with a 17 years old child  
**Tagline:** "Food is my passion"



**Name:** Katerina Papa  
**Age:** 30  
**Occupation:** English Teacher  
**Interests:** A social media influencer  
**Family status:** Single  
**Tagline:** "Don't wait, just do"



**Name:** Alexander Rizos  
**Age:** 27  
**Occupation:** Web designer  
**Interests:** Loves extreme sports  
**Family status:** Single  
**Tagline:** "You only live once"

# Outline of Scope

## Content Requirements

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

*"The user will be looking for..."*

- Clearly highlight with a text the area where the delivery services are available. In this case it's only Thessaloniki City.
- Opening hours
- Display information about the restaurant's reservation policy
- Photo gallery showcasing the restaurant's decor and dining area
- Customer testimonials or reviews
- Display food menu with their prices
- High quality images and detailed descriptions for each dish
- Contact us via phone or social media with different icons for each option
- Logo usage across all social media profiles
- Highlight signature dishes

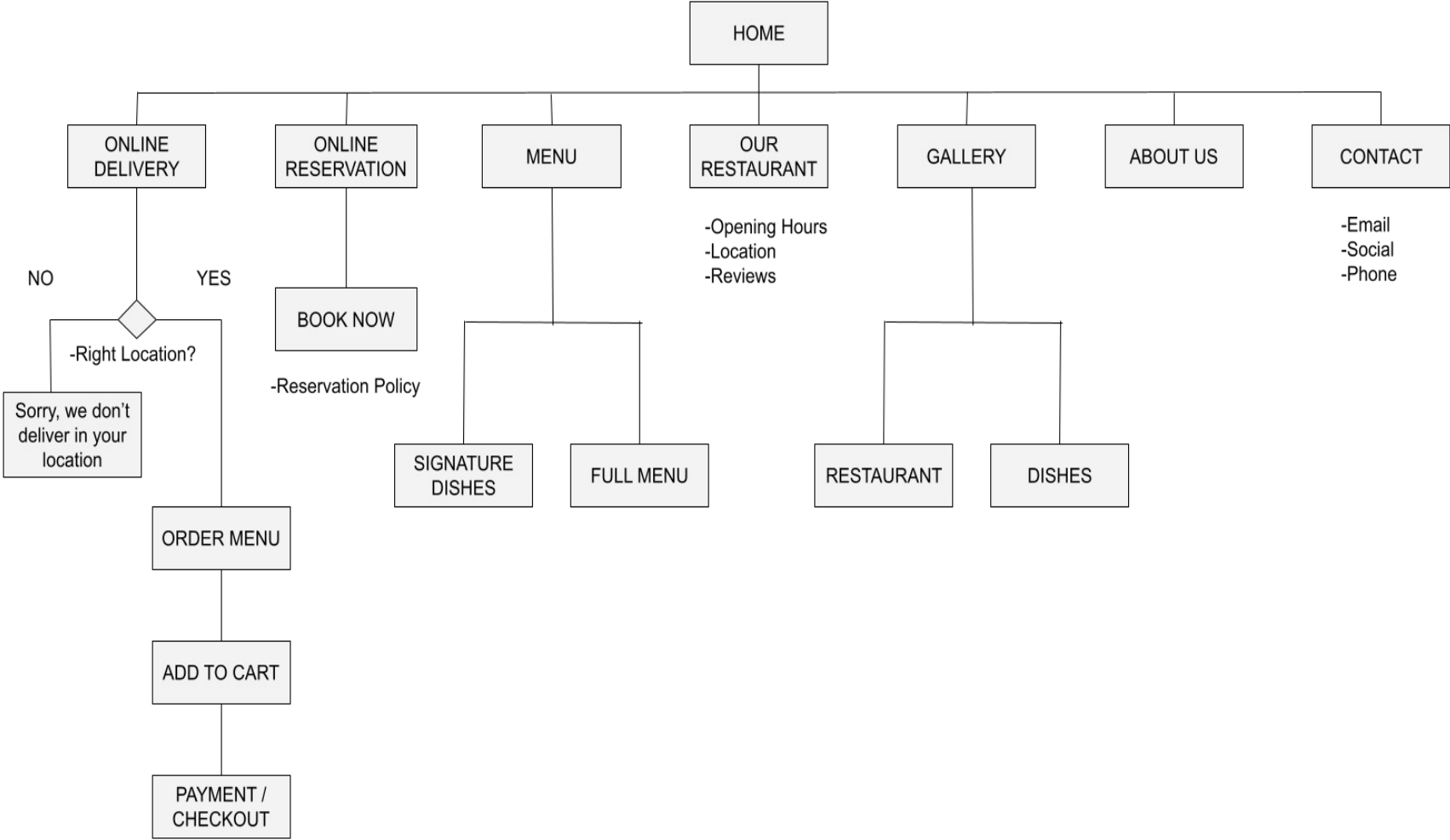
## Functionality Requirements

Systems that will allow the user accomplish tasks.

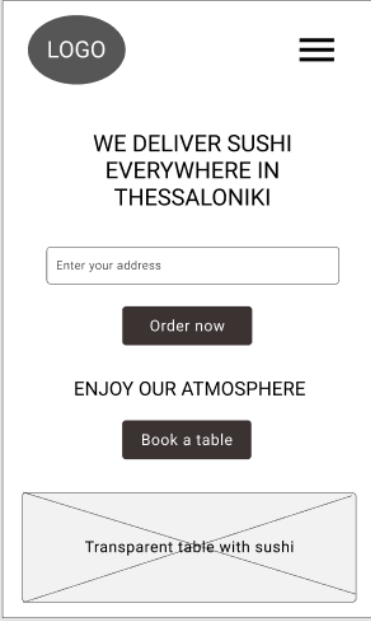
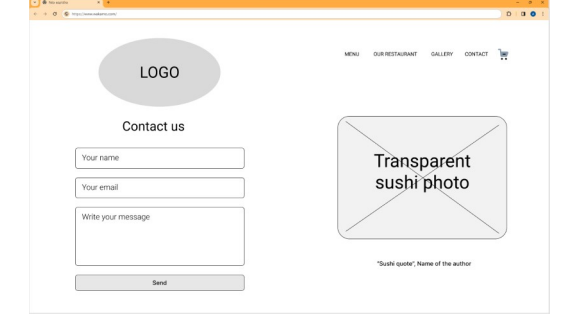
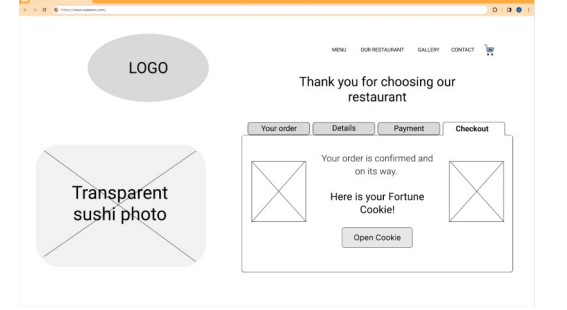
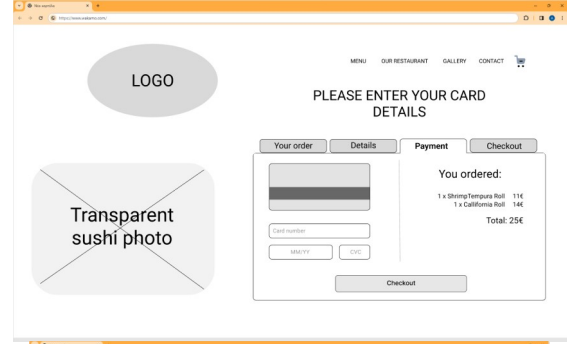
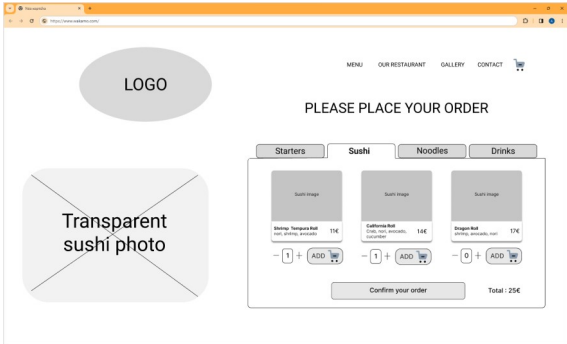
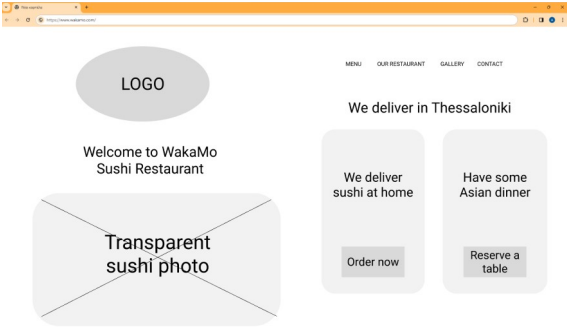
*"The user will be able to..."*

- User friendly online ordering system
  - User information
  - Delivery address
  - Online payment
- "Order Now" button
- Online reservation system
  - When?
  - How many?
- Mobile responsiveness
- Social media buttons linking to every social media profile

# Sitemap



# Wakamo sushi restaurant wireframes

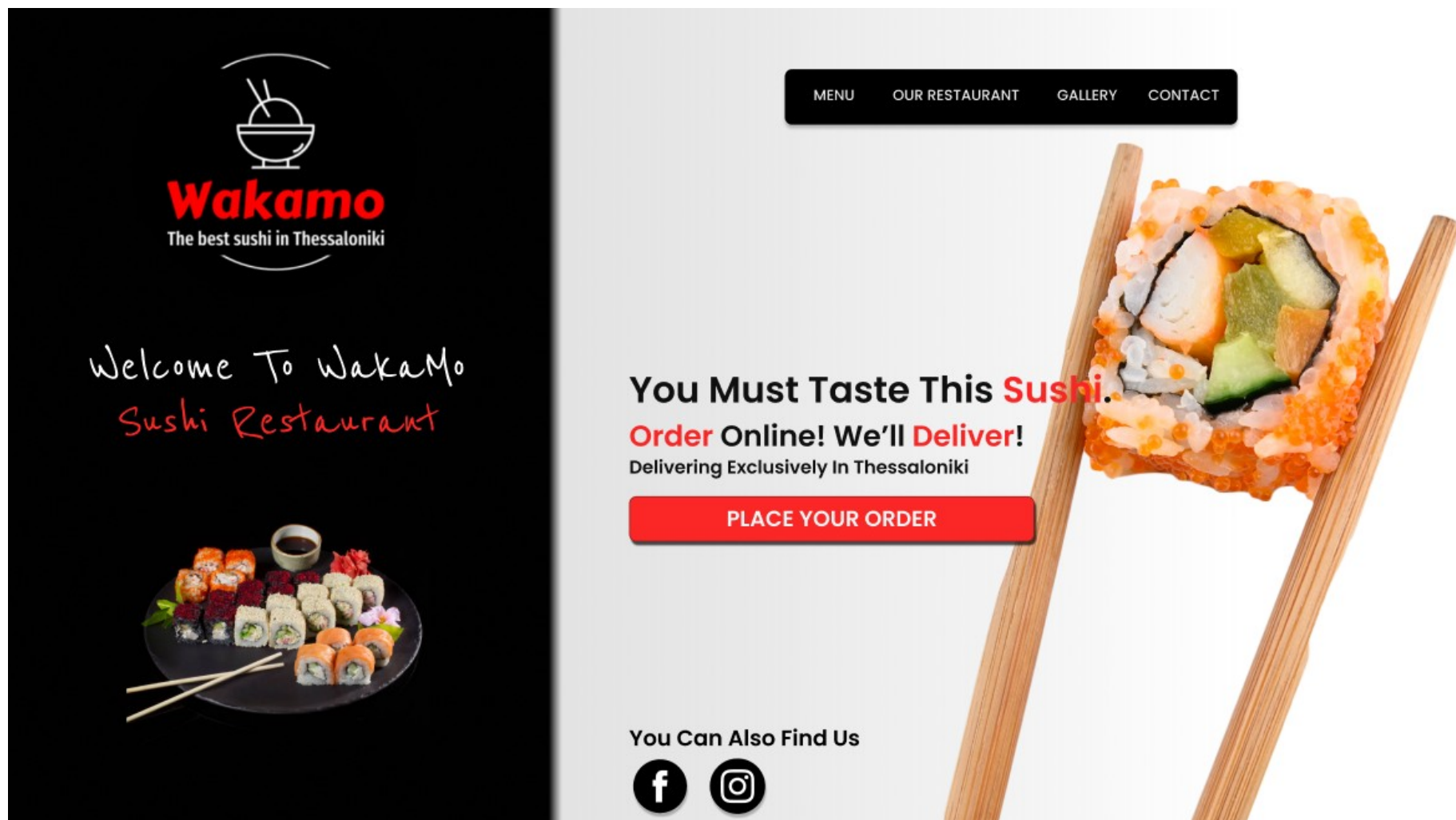




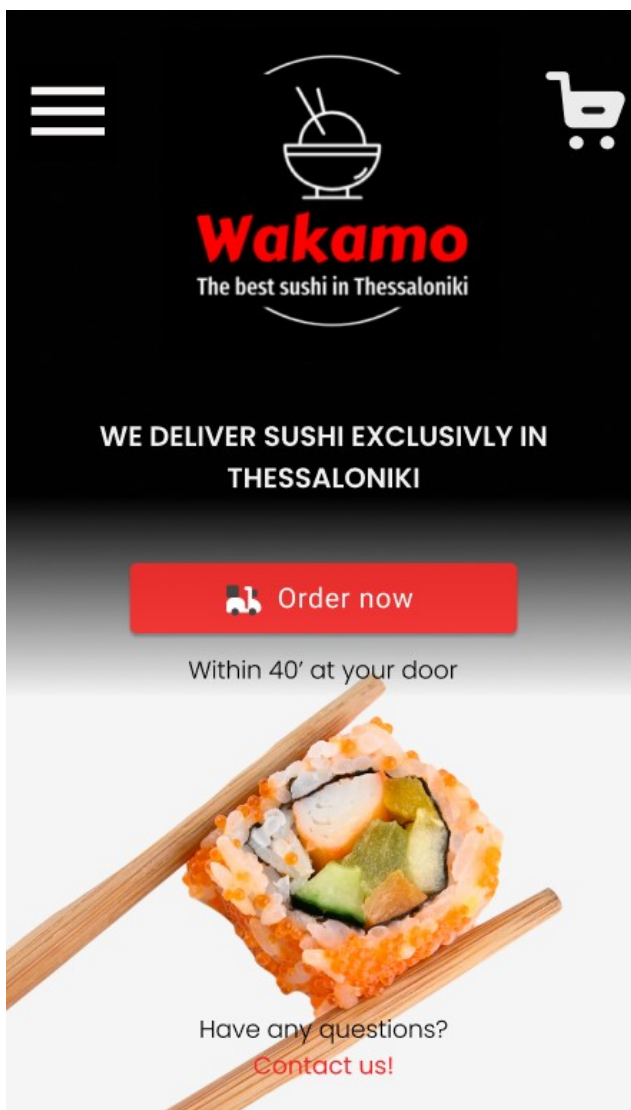
# Moodboard



## Desktop Homepage mockup

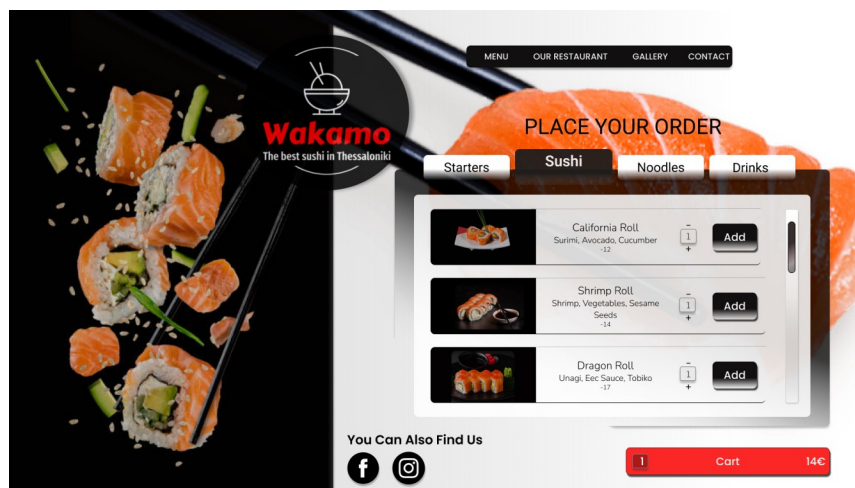
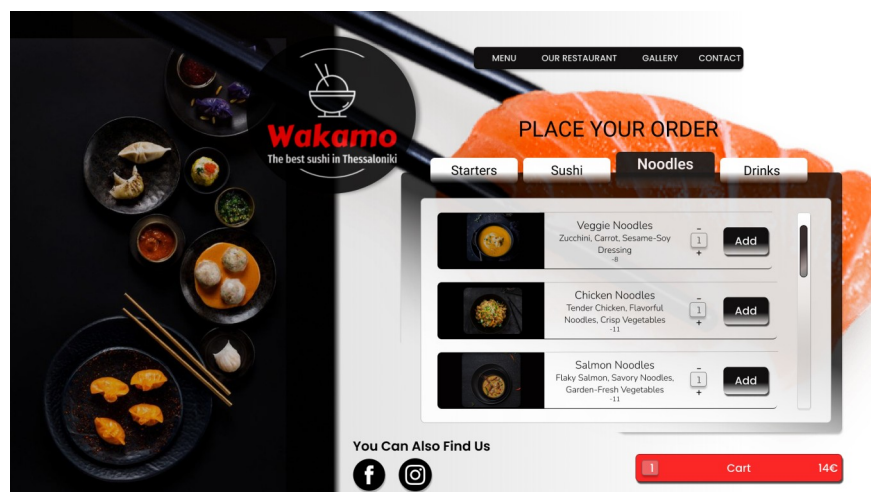
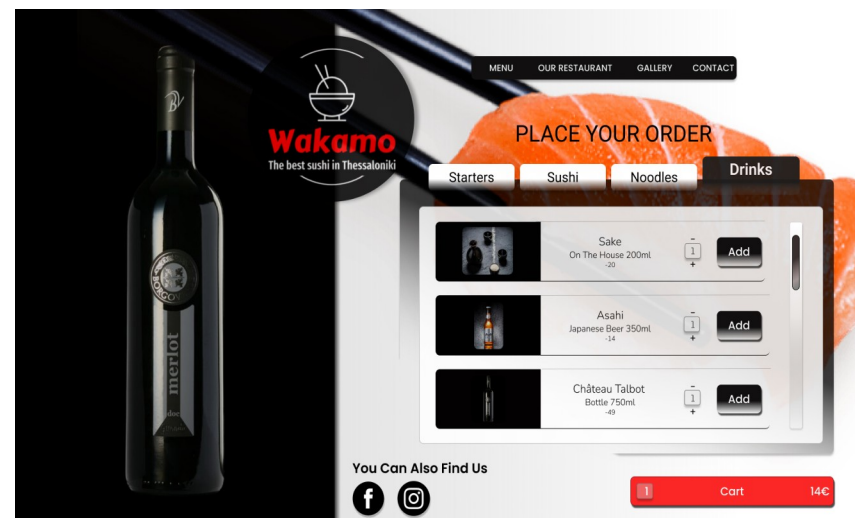
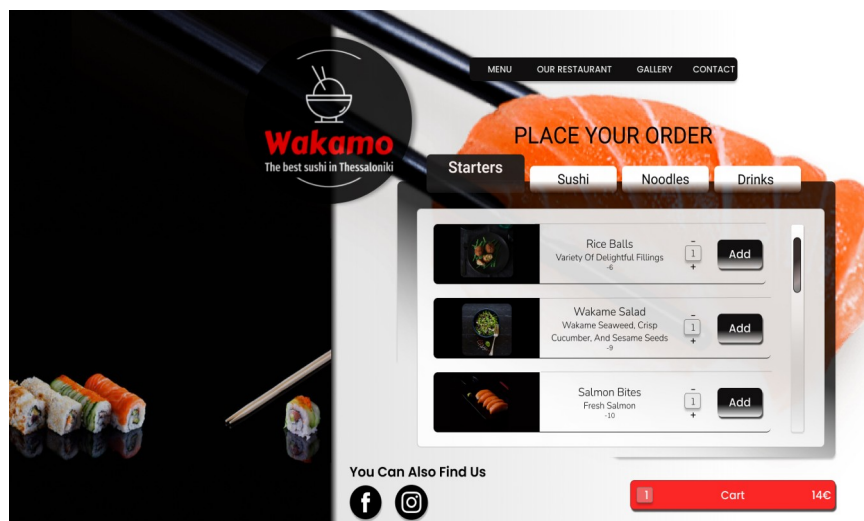


## Mobile homepage Mockup

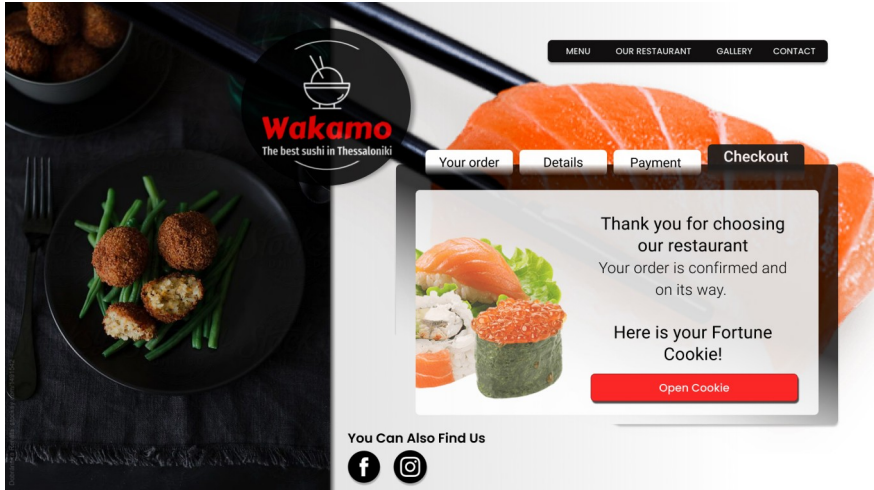
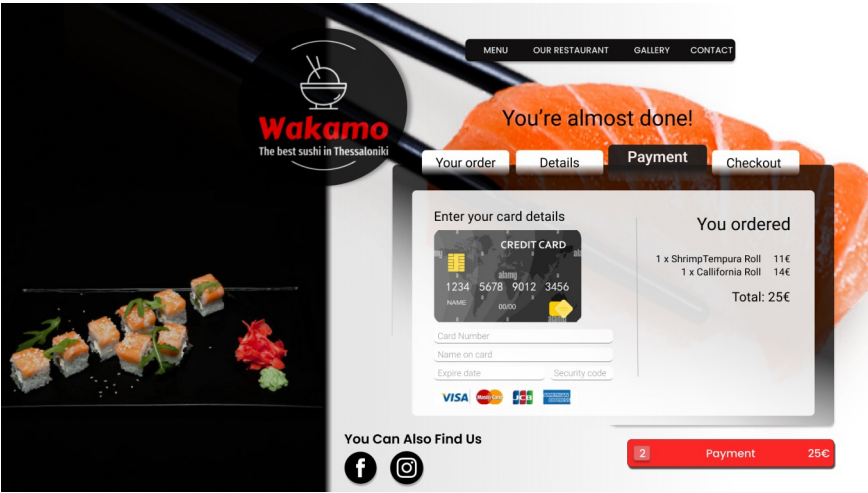
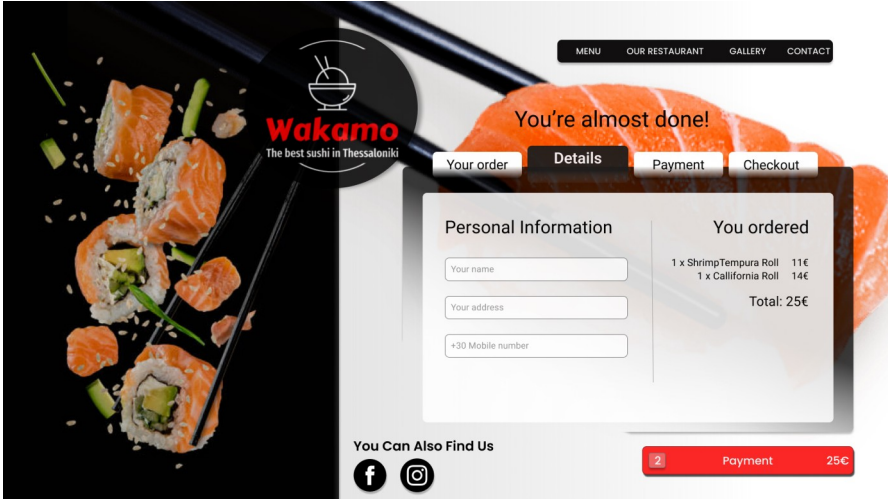


# All visual mockups for desktop

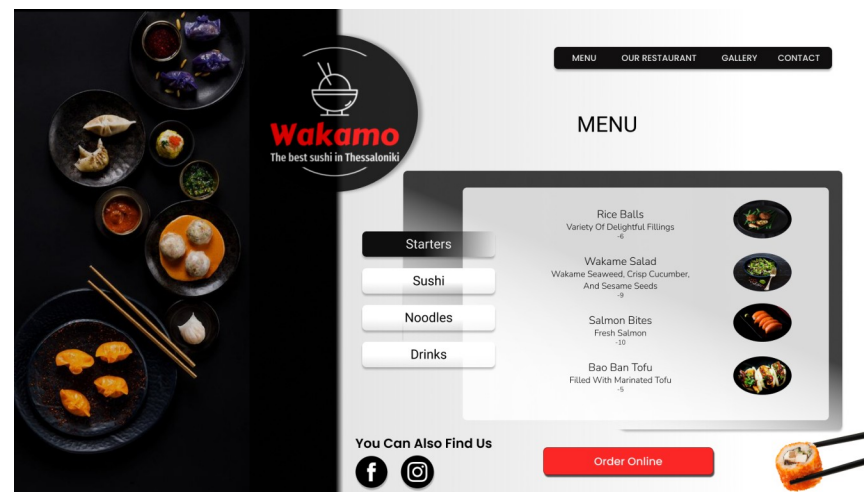
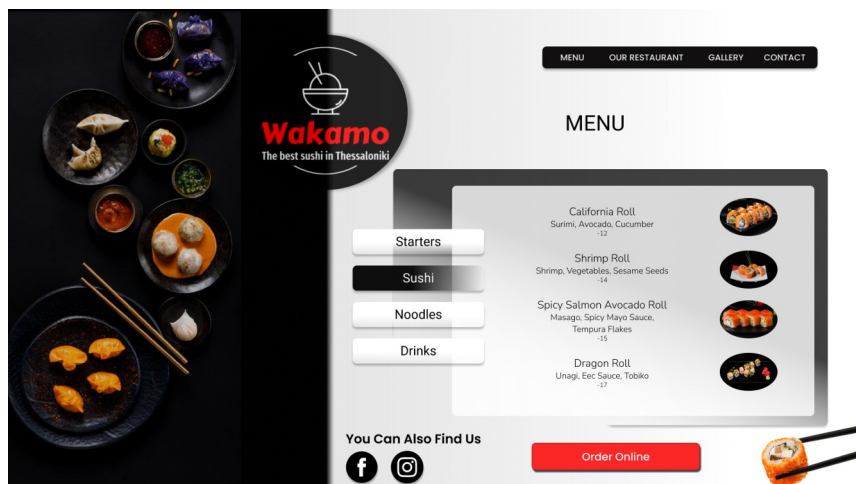
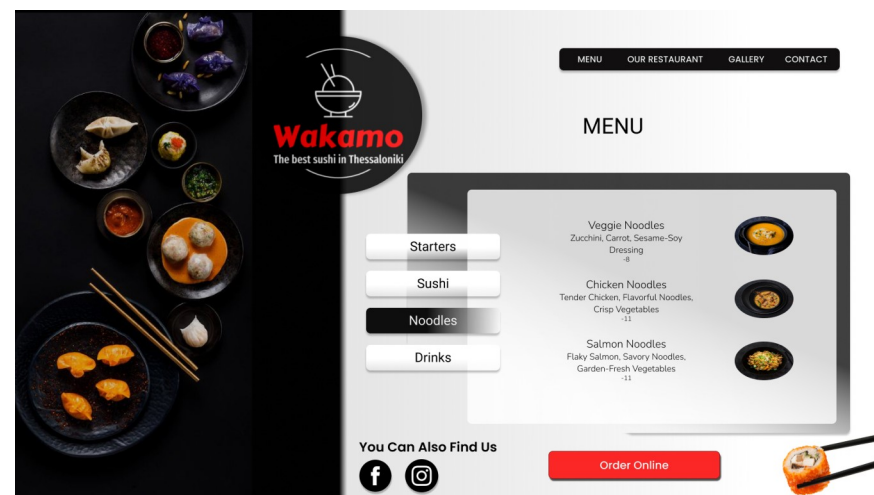
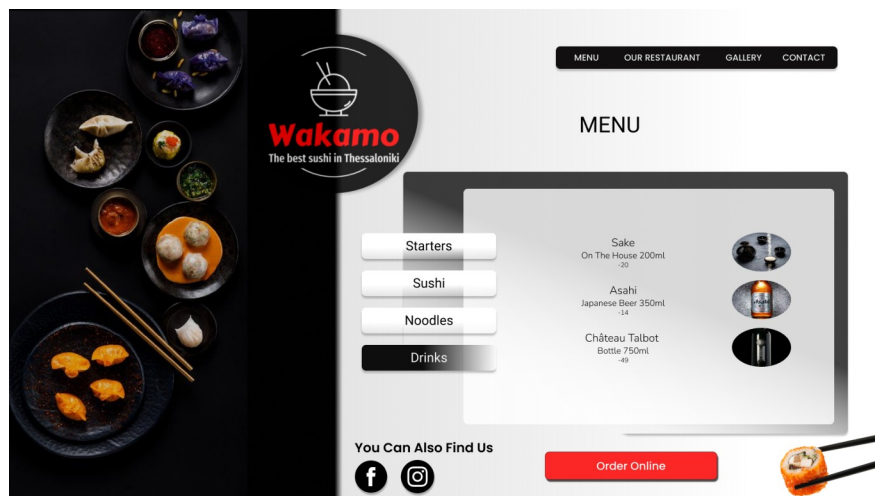
## Ordering section



# Ordering → Checkout



# Menu section



## Gallery – Our Restaurant – Contact form

