

Restaurant Name

Chow Island

Restaurant Concept

Restaurant Name & URL

Chow Island

www.chowIsland.ng

Food & drink

Food:

- Jollof rice (with chicken/turkey/beef) and coleslaw
- Fried rice (with chicken/turkey/beef) and coleslaw
- Spaghetti (with chicken/turkey/beef) and coleslaw

Swallow:

- Pounded yam (with efo riro/egusi/ogbono)
- Semo/Amala (with abula/efo riro/egusi)

Drinks:

- Bottled Water
- Soft Drinks
- Juice

Side:

Plantain, french fries, moi-moi.

Extras:

Extra rice, Spag, Swallow, Chicken, Turkey, Beef, Coleslaw and Soup.

Here at ChowIsland, we specialize in making delicious meals that give you a unique experience that keeps you coming back for more.

Location:

Nigeria, Ikeji, Lagos State.

Delivery Radius:

Island and Mainland

Main target audience

- College students
- Kids (ages 12–16) whose parents work late
- Busy working folks
- Business people

Cost

All meals at Chow Island are quite affordable ranging from #2500 (per plate) upward depending on the extras and drinks.

Elevator pitch

Craving for a satisfying meal that feels like a hug from the inside? Chow Island is your go-to spot for tasty, delicious and affordable meals. Every plate is a perfect, hearty combination of your favorite flavors prepared solely to satisfy your cravings.

Strategy

Target Audience

The website will focus on the following target audiences:

College students: Students busy with school work.

Kids (ages 12–16) whose parents work late: Kids whose parents are swamped with work.

Busy working folks: office workers.

Roles (groups of people with similar goals)

- **Busy Folks (Business people, Office workers, Office Executives)**
- **College Students.**
- **Kids with busy parents.**

Demographics

- **Gender** - Both Genders.
- **Education** - Under graduates, Post graduates.
- **Income** - Low class to Upper class earners .

Business people: Entrepreneurs.

- **Age** - All age brackets.
- **Location** - Lagos Island and Mainland

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:** Adventurous, social, foodie.
- **Values:** Family oriented, affordability, authenticity.
- **Lifestyles:** Outgoing people, workaholics and extroverts.
- **Interests:** Tasty food, variety, fast delivery.

Strategy

User Needs

The website needs to enable the user to:

- **Check the menu**
- **Find out if the restaurant delivers to their area**
- **Order food online**
- **Check the prices of food**
- **Customize order**
- **Online payment**
- **Track delivery**

Client Needs

The website needs to enable the client to:

- **To sell food online that will be delivered**
- **Provide a system for order customization**
- **Track and confirm orders**
- **Allow customers feedback**
- **Update menu**

Outline of Scope

Content Requirements

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

“The user will be looking for...”

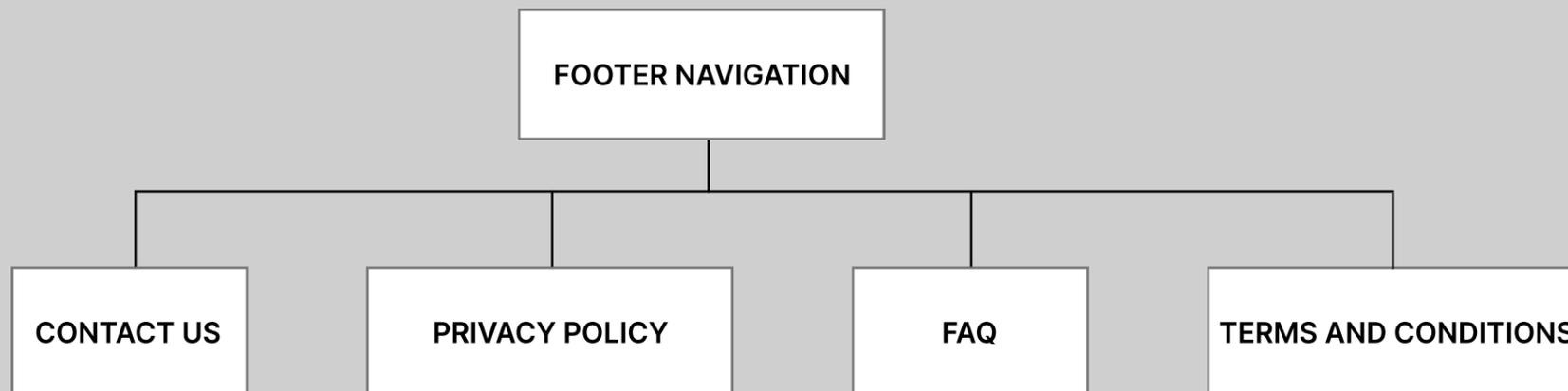
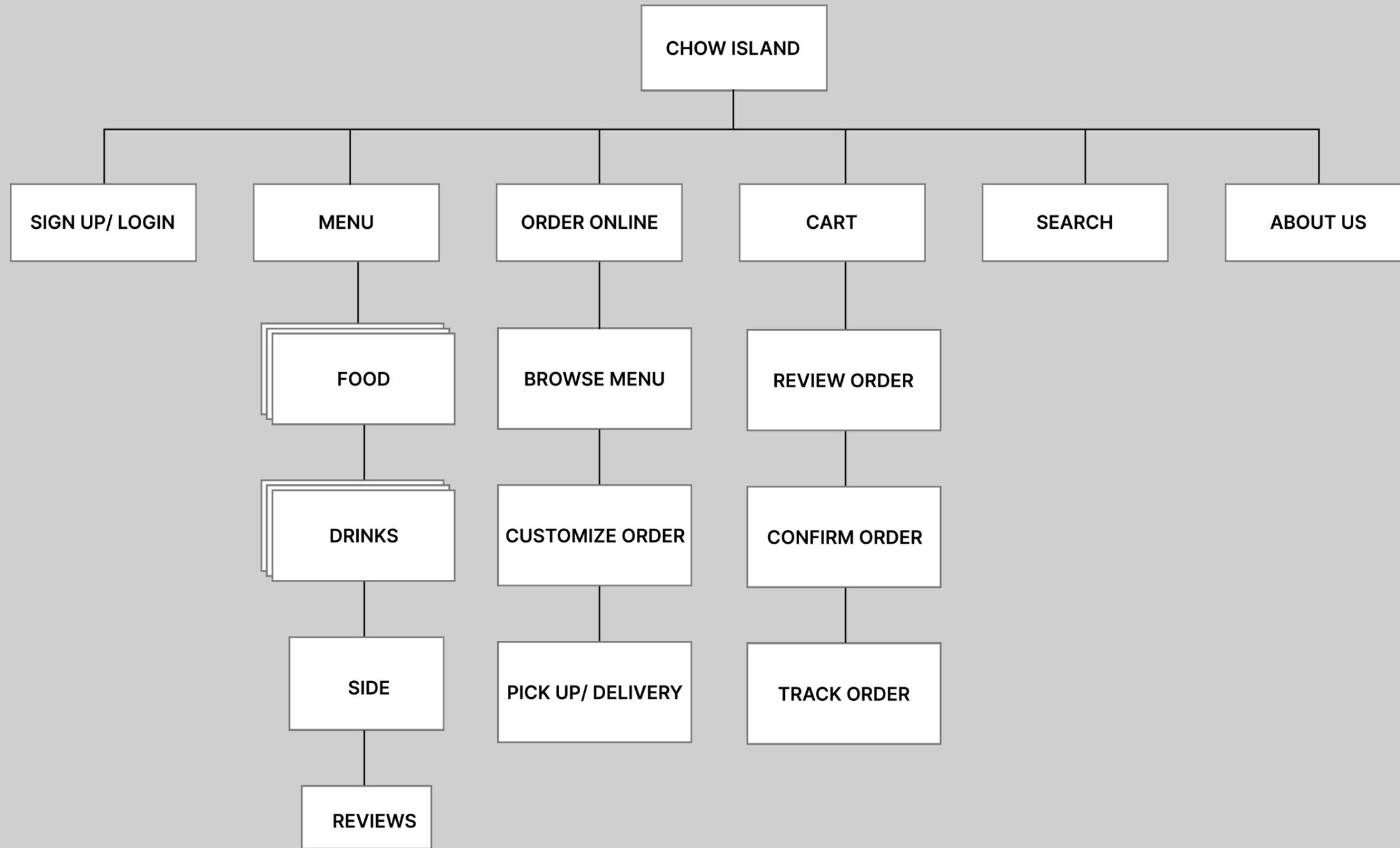
- High quality images of all meals and drinks
- The menu and prices of meals
- The delivery speed
- Find out delivery radius
- Contact and location of the restaurant
- Opening time
- About us
- FAQ

Functionality Requirements

Systems that will allow the user to accomplish tasks.

"The user will be able to..."

- Create and account
- Log in
- Customize order
- Cancel an order
- Post reviews
- Check order history
- Track order
- Customer support



ChowIsland

https://chowisland.ng

CHOWISLAND Home Menu Order About Us

Order food in Lagos (Lagos Island/Mainland)
 Do you live or work in Lagos? Do you ever crave for a sayisfying meal that feels like a hug from the inside?
 Chow Island is your go-to spot for tasty, delicious and affordable meals

Featured Menu

Food A Food B Food C Food D

Order Now

How It Works

- Provide your details and location
- Place your order
- Track and get your order

Escape to ChowIsland where every taste is a vacation fornypur taste buds.

Quick Link
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Our Aim
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Reviews
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CHOWISLAND

Order food in Lagos (Lagos Island/Mainland)

Featured Menu

Food A Food B

Food Food D

Load More...

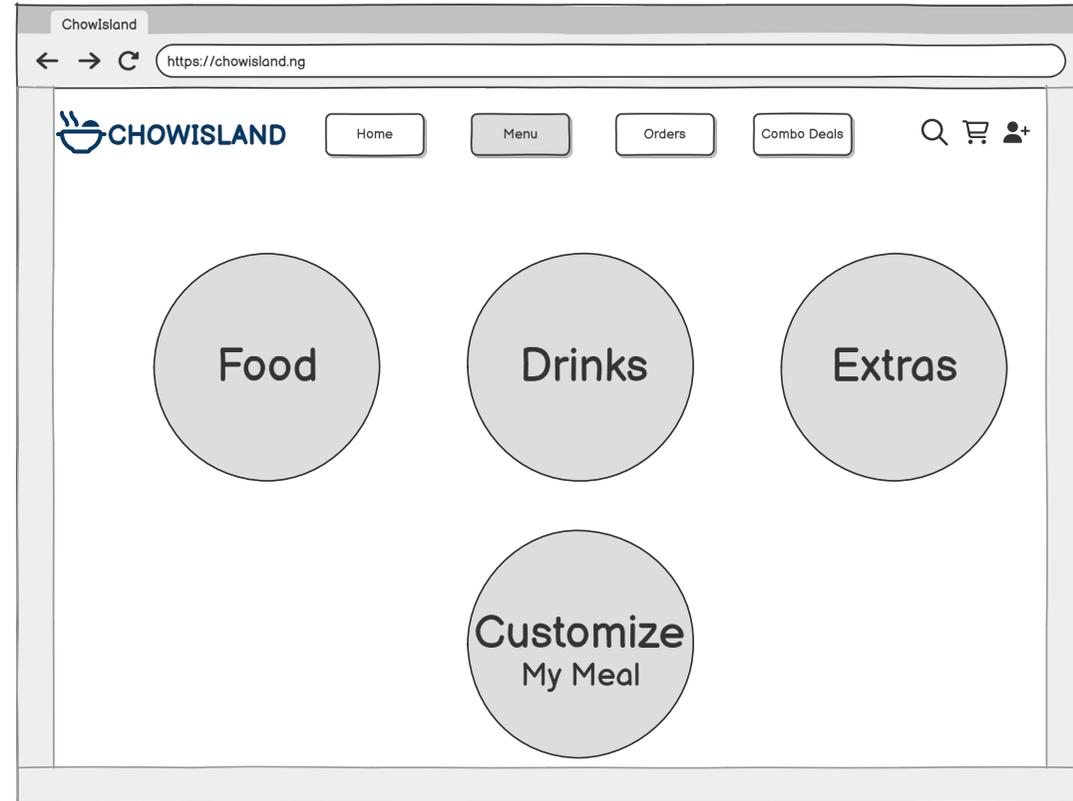
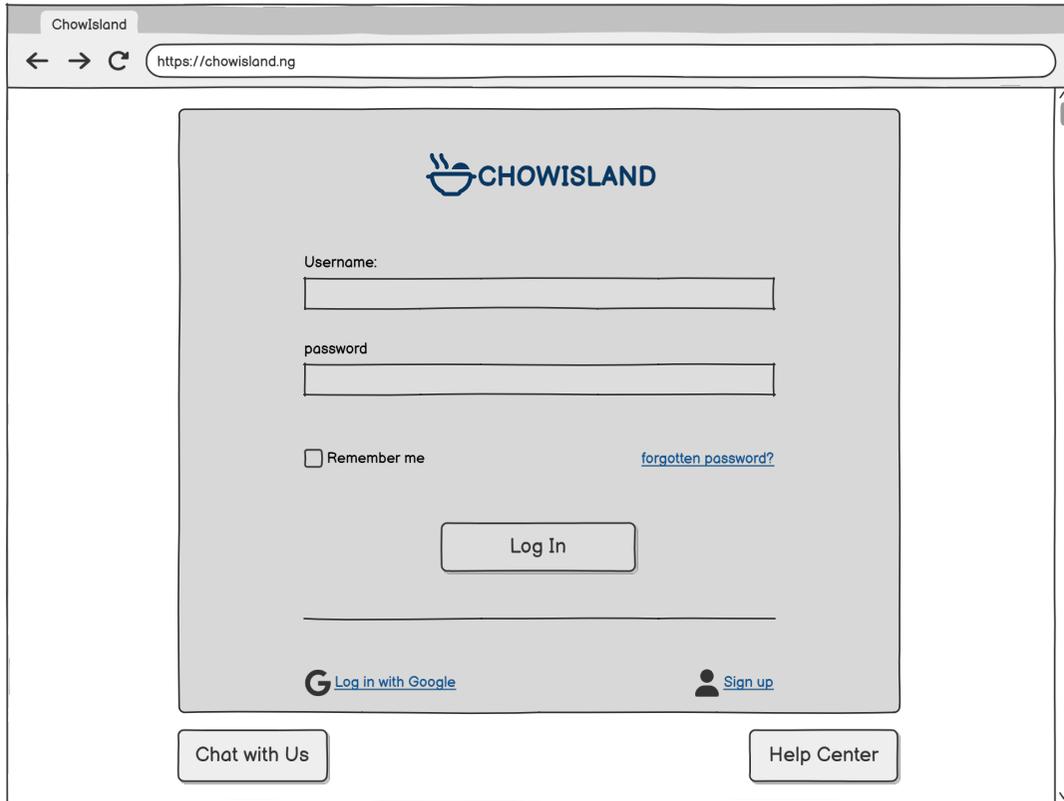
Order Now

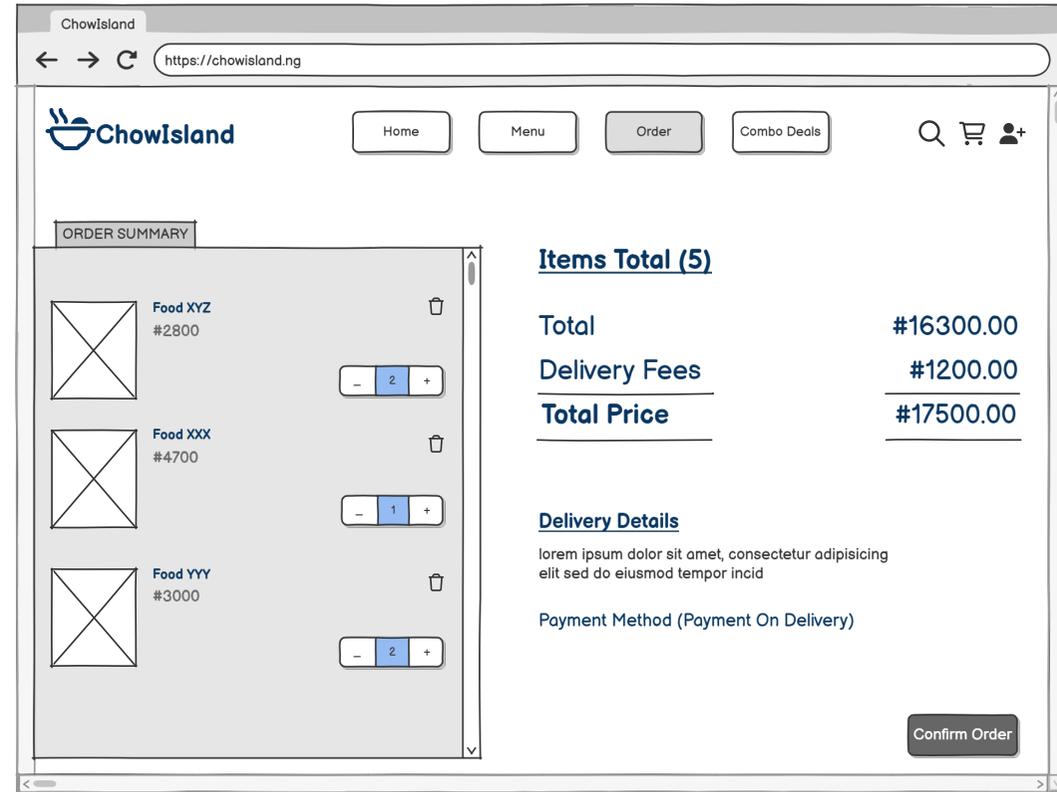
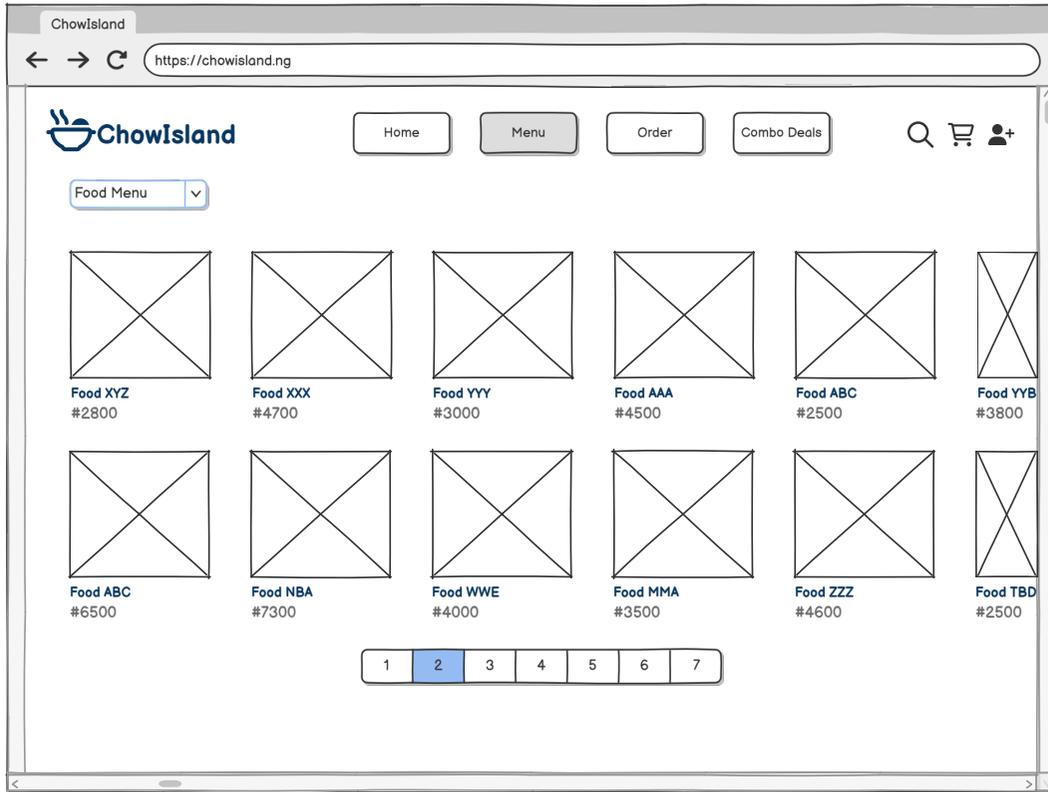
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Escape to ChowIsland where every taste is a vacation fornypur taste buds.

Customize Order







Home

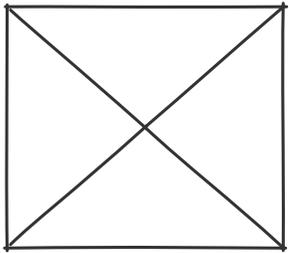
Menu

Order

Combo Deals



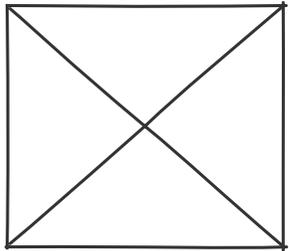
Reviews



Ridwan Olayanju



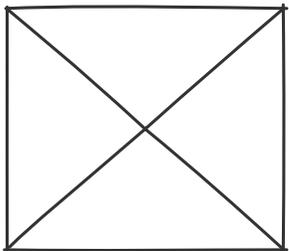
Their food is really amazing, i recommend ChowIsland if you want tasty meals.



Barakat Oluwatoyin Olajide



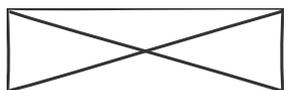
The food is so nice and delivery is really fast, im really impressed.



Samuel Kingsley



ChowIsland is the best and your customer service is top notch.



Ifunanya Benson

MOOD BOARD

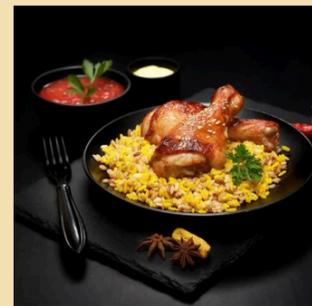


Typeface: **Montserrat**

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abcdefghijklmno

1234567890



A Taste Of Deliciousness

Order food in Lagos(Lagos Island/Mainland)

Do you live in Lagos? Do you ever crave for a satisfying meal that feels like a hug from the inside?
ChowIsland is your go-to spot for tasty, delicious and affordable meals

Featured Menu



Fried Rice & Chicken
Fried Rice + Chicken + Coleslaw
#2500.00





Jollof Rice & Chicken
Jollof Rice + Chicken + Plantain
#3000.00





Pasta & Chicken
Fried Rice + Chicken + Shrimps
#4000.00





Pounded Yam & Assorted
Pounded Yam + Assorted + Beef
#2500.00





Fries & Chicken
French Fries + Grilled Chicken Wings
#2000.00





[Order Now](#)

[Customize Order](#)

How It Works

• Provide your details and location

• Place your order

• Track your order

ChowIsland

Place your ChowIsland order in seconds for seamless delivery or pickup. Enter your location, place your order and sit back as we handle the rest.

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Order food in Lagos

(Lagos Island/Mainland)

Featured Menu



Fried Rice & Chicken
Fried Rice + Chicken + Coleslaw
#2500.00



Fries & Chicken
French Fries + Grilled Chicken Wings
#2000.00



Jollof Rice & Chicken
Jollof Rice + Chicken + Plantain
#3000.00



Pasta & Chicken
Fried Rice + Chicken + Shrimps
#4000.00



[View More...](#)

[Order Now](#)

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FOOD



Fried Rice & Chicken
Fried Rice + Chicken + Coleslaw
#2500.00



Poundo Yam & Assorted
Poundo Yam + Assorted + Beef
#2500.00



Fries & Chicken
French Fries + Grilled Chicken Wings
#2000.00



Tomato Sauce Pasta
Pasta + Shredded chicken
#4500.00



Basmati Rice With Stewed Beef
Basmati Rice + Peppered Beef
#4500.00



DRINKS



Bottled Water
Chilled Bottled Water
#400.00



Soft Drinks
Chilled Soft Drinks
#1000.00



Malt
Chilled Sweet Malt
#1200.00



Freshly Squeezed Juice
Chilled Squeezed Juice
#1300.00



Hollandia Yoghurt
Chilled Hollandia Yoghurt
#1500.00



SIDES



Moi-Moi
Moimoi with Fish and Egg
#400.00



Plantain
Brown fried Plantain
#1000.00



Grilled chicken
Grilled Chicken with oyster sauce
#1200.00



Peppered Beef
Peppered Beef+ Veggies
#1300.00



French Fries
French Fries + Ketchup
#1500.00



CUSTOMIZE



Customize your desired meal
Price of each meal is per scoop

Customize

ORDER SUMMARY



Fried Rice & Chicken

#2500.00

- 2 +



Tomato Sauce Pasta

#4500.00

- 1 +



Moi-Moi

#400.00

- 3 +



Hollandia Yoghurt

#1500.00

- 1 +

Add to Cart

CART



Fried Rice & Chicken

#5000.00

2 Plates



Tomato Sauce Pasta

#4500.00

1 Plate



Moi-Moi

#1200.00

3 Units



Hollandia Yoghurt

#1500.00

1 Unit

Checkout

CART > Checkout

Checkout

Order Details

Fried Rice & Chicken	2 Plates	#5000.00
Tomato Sauce Pasta	1 Plate	#4500.00
Moi-Moi	3 Units	#1200.00
Hollandia Yoghurt	1 Unit	#1500.00
Price		#12200.00

Delivery Information

Name	Olayanju Ridwan Oluwaseun
Address	No. 15 Moshalashi Street, Isolo, Lagos State.
Phone Number	+2348132334457

Order Summary

Fried Rice & Chicken	X2	#5000.00
Tomato Sauce Pasta	X1	#4500.00
Moi-Moi	X3	#1200.00
Hollandia Yoghurt	X1	#1500.00
Delivery Fees		#1500.00
Total		#13700.00

Payment Option

- Bank Transfer
- Pay With Card
- Payment On Delivery

Confirm Order

Order > Order Status

Order Status

Order Successful



Thank you for your order, your order id on its way

[Back To Home](#)

[Track Order !\[\]\(42fb560a6ded0c2c7863ba8f942bad4a_img.jpg\)](#)

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ChowIsland is your go-to spot for food that's made to travel. As a pick-up and delivery-only restaurant, we're totally focused on getting your favorite meals to you faster and fresher. We're all about bringing the flavor of the island directly to you—wherever you are.

OUR CORE VALUES

- **Flavor First:** Uncompromising taste that travels.
- **Effortless Experience:** Simple from order to delivery.
- **Own the Journey:** Pride in every step.
- **Fresh & Fast:** Agile, efficient, and focused.
- **In Your Corner:** Your reliable mealtime partner.

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