

CHOANGO

SILAS OLOGUN

Restaurant Concept

Restaurant Name & URL

Choango
www.Choango.com

Food & drink

Nigerian Dishes and Intercontinental Dishes

Nigerian Dishes: Jollof Rice

Moin Moin

Suya

Egusi

Pounded Yam

Intercontinental Dishes: Nigerian Fried Rice

Pasta

Pizza

Sandwich

Proteins: Fish

Chicken

Turkey

Goat meat

White Meat

Drinks and Dessert: Ice creams, Soda Drinks, Water,

Yoghurt

Location

Nigeria, Lagos, Ibeju Lekki Area.

Main target audience

- Busy working folks

- Business people
- Young parents
- Students

Cost

Pricey

Elevator pitch

We want you to have your taste buds and your Cravings to be satisfied anytime. No matter the period either during breaks, a little get together for businesses, and family time we will work on satisfying you taste in such gathering, in the African way or intercontinental Way.

Other Project Ideas

Eat with Mimi

Location: 21, Road 6, Lekki Country Road, Ikota, Lekki.

Pricing: Moderate

What they Offer: Mains, Snacks, Grills, Assorted e.t.c.

Who they offer to: Anybody.

**Problems: Never Been Here, also don't Know the audience
Pretty Cool.**

Native Tray

Location: 21, Road 6, Lekki Country Road, Ikota, Lekki.

Pricing: Pricey

What they Offer: Native Foods and Cultural Heritage.

Who they offer to: Any Individual who wants to enjoy the
Cultural heritage Foods.

**Problems: Never Been Here, also don't Know the audience
Pretty Cool.**

Strategy

Target Audience

The website will focus on the following target audiences:

ROLES

Values

- Business People
- Young Parents
- Busy working Folks

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

- Male and Female
- 22-60
- College Education, Graduates or Higher.
- Single, Engaged, and Married
- Middle to Upper Tier Earning Class.

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

Personality & Attitudes

- Calming
- Honest
- Direct
- Empathetic
- Reassuring

- Reliability, Authenticity, Utility

Interest/Lifestyle

Social Connectivity, Value- Based Fitness, Authentic Representation, Digital Minimalism, Soft- Productivity

User Needs

1. Order Food Online
2. Have a Restaurant and Book Reserves Space
3. Deliver Different Meal at a go
4. Experiencing feel of Importance and Uniqueness
5. An Opportunity to give feedbacks and Tips also.

Client Needs

1. To sell Food online that will be delivered
2. To provide an opportunity to have a consistent system for ordering a consistent food for customers Choice
3. Creating a Unique and Easy to Understand Website
4. To make each User love the experience

PERSONA



CHIAMAKA CHINOYE

A business Woman

55years

"I wan dey chop better because health is wealth to manage my business"

She owns and runs a Clothing Brand that sells Tye and Dye and Cultural Clothes also.



FRANCIS MIKE

A busy working Engineer

30 years

"As I work hard in fixing electrical lines and Gadgets, my food must be nutritional to Work at my Best"

He is a working Class in an Electrical Company. He needs total Concentration while he works due to the risks in his job.

He wants a great delicacy when he his off his work



ANGELLA NJOKWU

Newly Wedded Tech Guru

32 Years

"All the work as a Wife and a Mother with work must be a Top Notch Work, and my meal too must Clock it!"

She works in a Fintech company and really Needs to focus on High end Data While in the working Space.

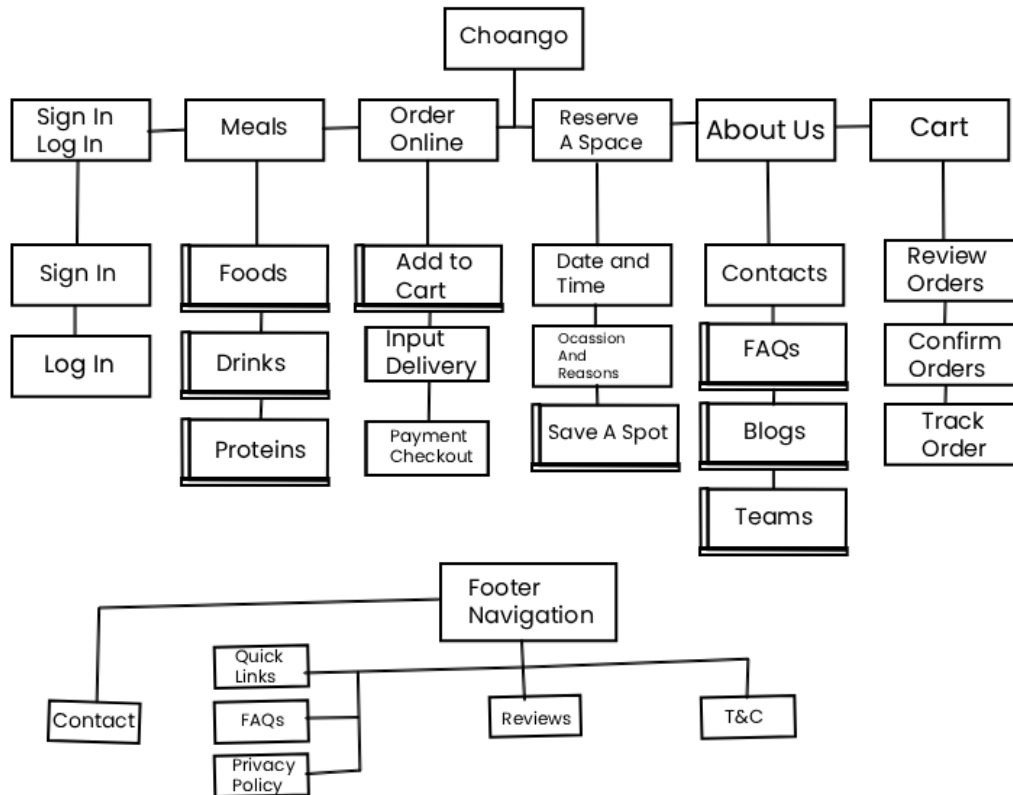
OUTLINE OF SCOPE

User Needs

- **How much Does it cost?**
Content: Images, Text about each meal and Action button to buy
Functionality: Call to action to buy and order the quantity needed to be bought
- **How can I make payment for food?**
Content: Images, Text, Buttons for making Payments
Functionality: Payout Modes, QR codes.
- **Can I visit the Restaurants to have a meal there?**
Content: Images of the restaurants, Text, Buttons for bookings,
Functionality: Book or Reserve a space in the restaurants for special meetings
- **Can I talk about the food my Reviews? They actually tastes great !**
Content: Reviews of other Customers, Rating on experience with the meal 5 star.
Functionality: Have a box for review also have opportunity to vote also and make enquiries
- **Can I get my food Delivered to my office or can I get food for a Family friend around?**
Content: Images, Text, Action Buttons.
Functionality: Fill in your location and access to the dispatch, likely a Business for delivery (External Link)

TREE SITE MAP

This is the Sitemap of the Choango Application.

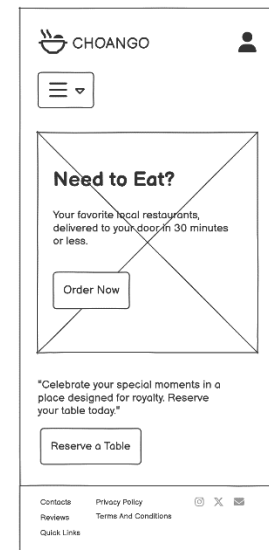


TRWIRE FRAMES

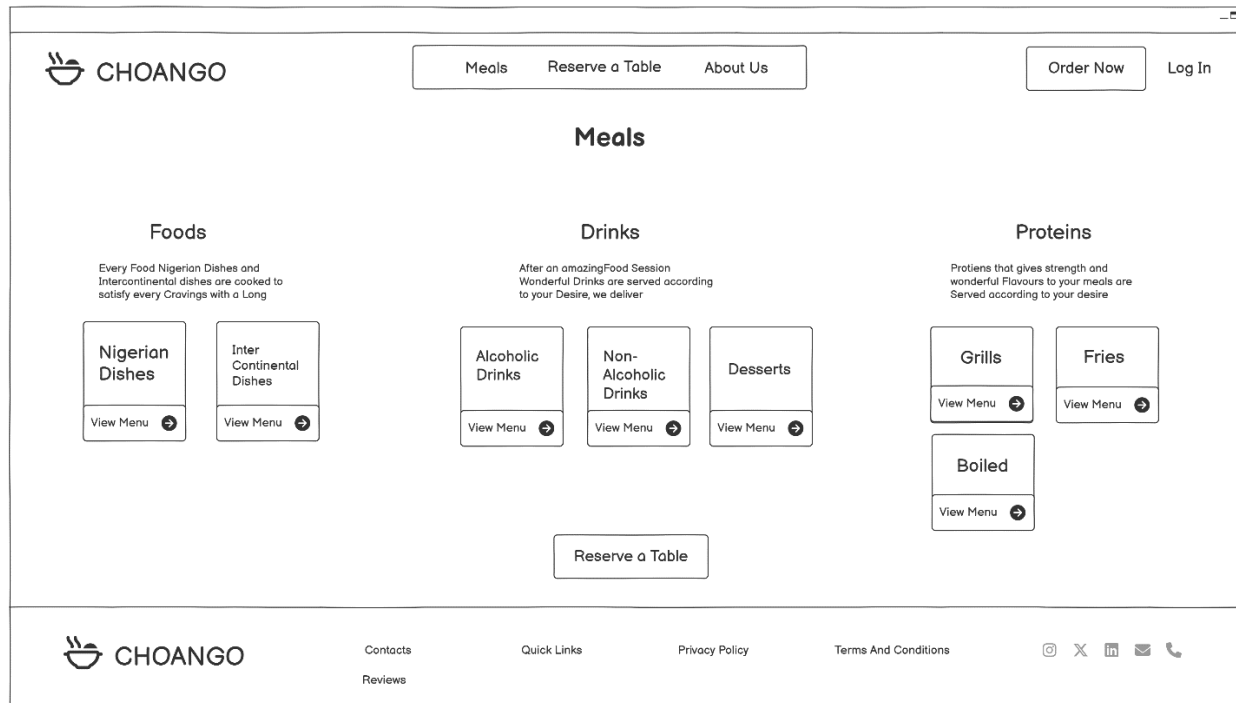
Desktop Screen



Mobile Screen



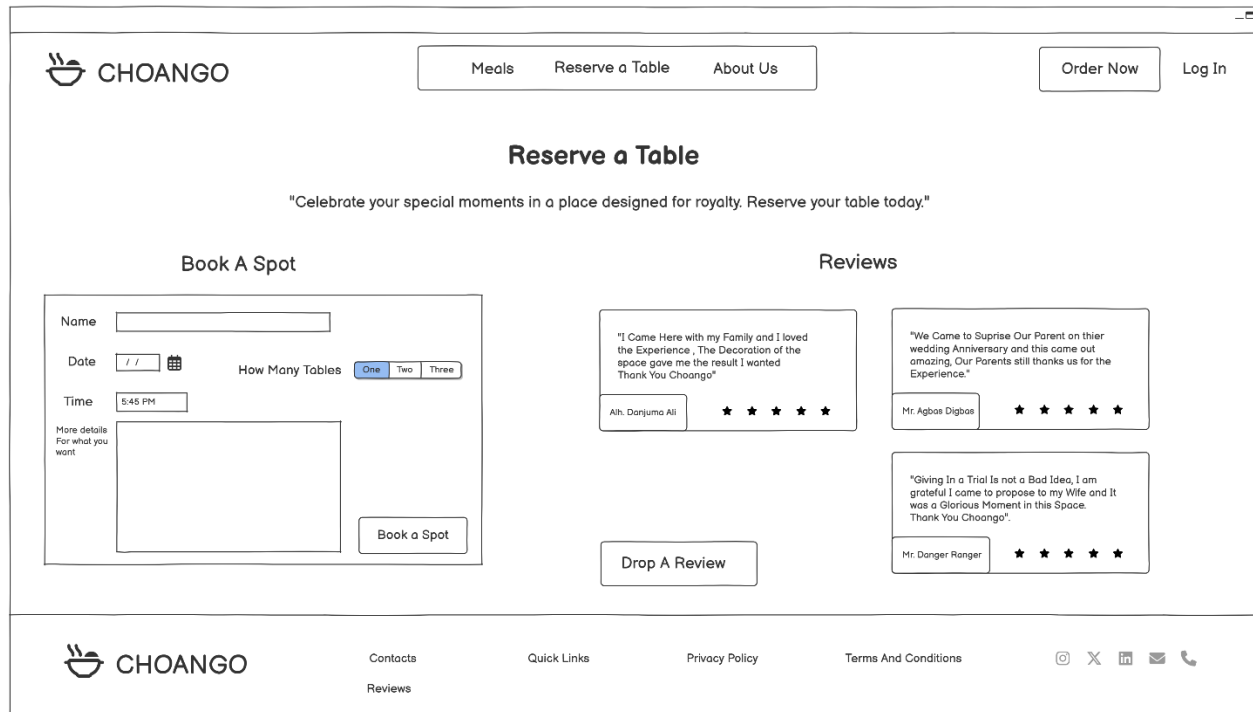
Desktop Screen



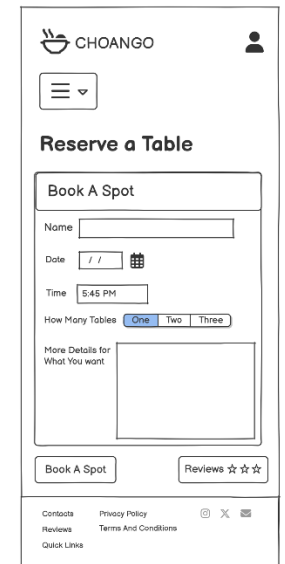
Mobile Screen



Desktop Screen



Mobile Screen



Colours



CHOANGO

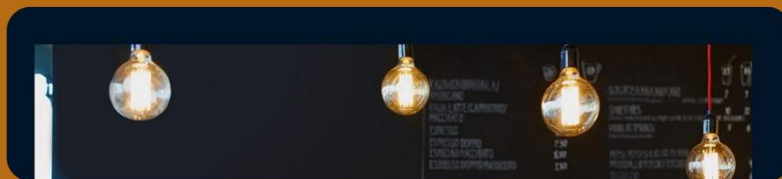
Typography

The name of the type font is Outfit

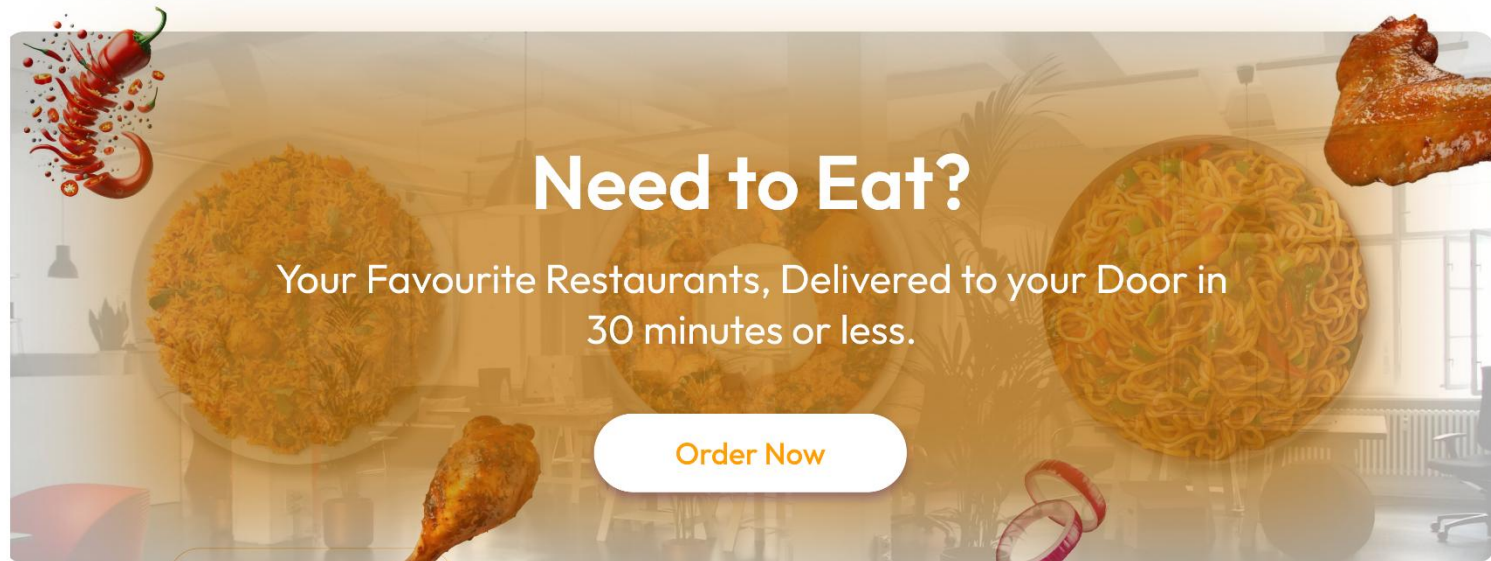
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



CHOANGO



Need to Eat?
Your Favourite Restaurants, Delivered to your Door in
30 minutes or less.

[Order Now](#)

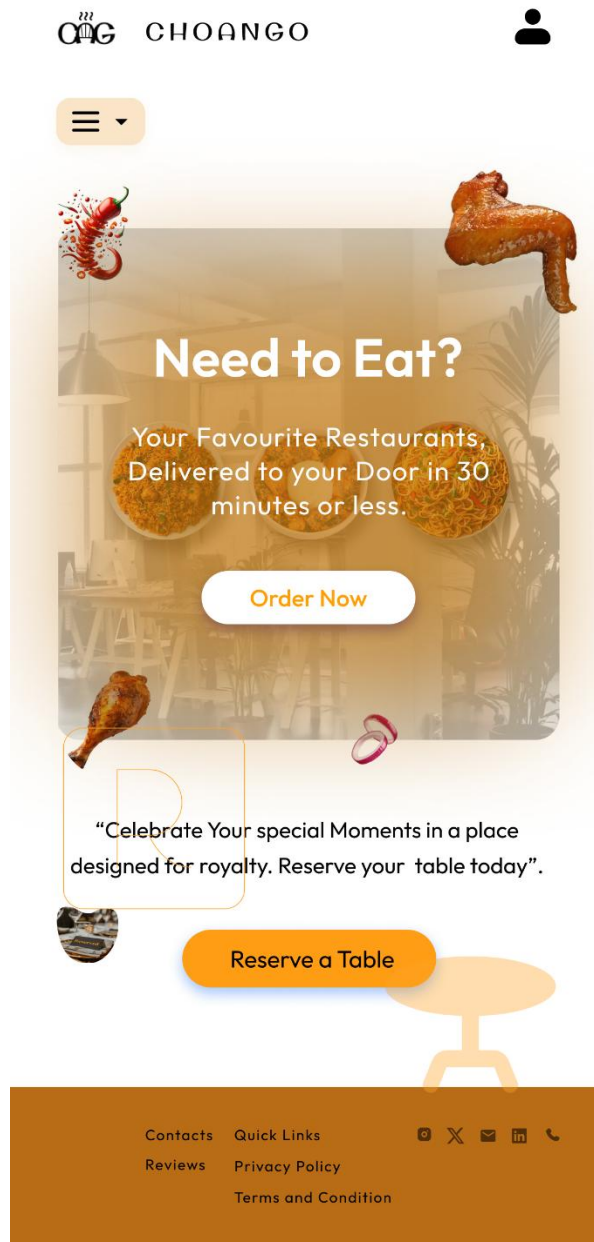


R

“Celebrate Your special Moments in a place designed for royalty.
Reserve your table today”.

[Reserve a Table](#)



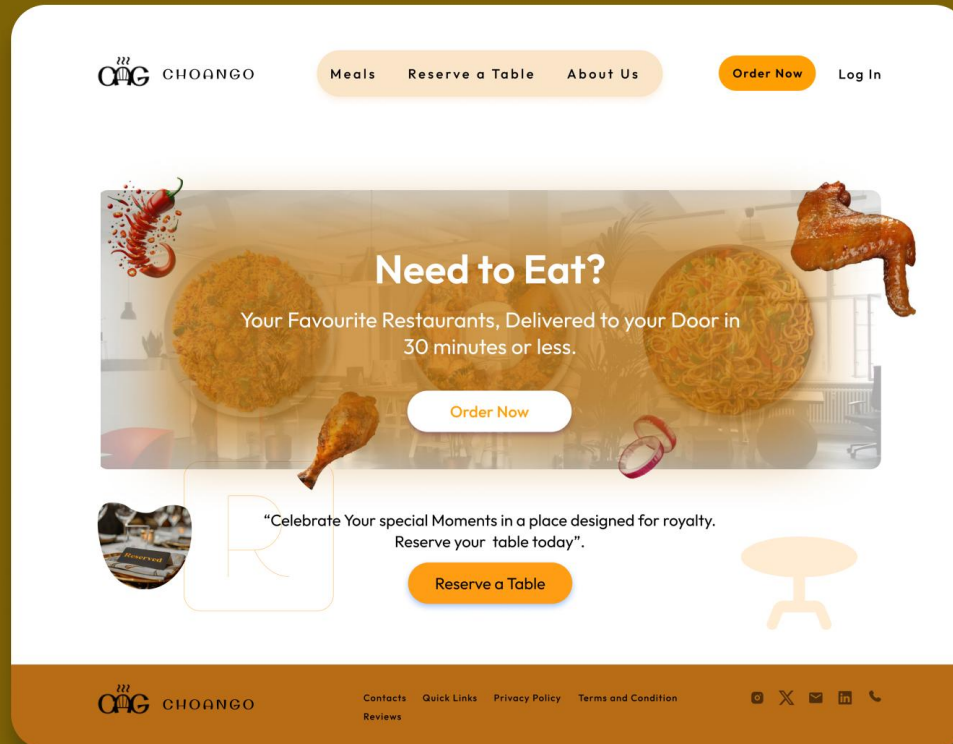


Food Restaurants Web Design

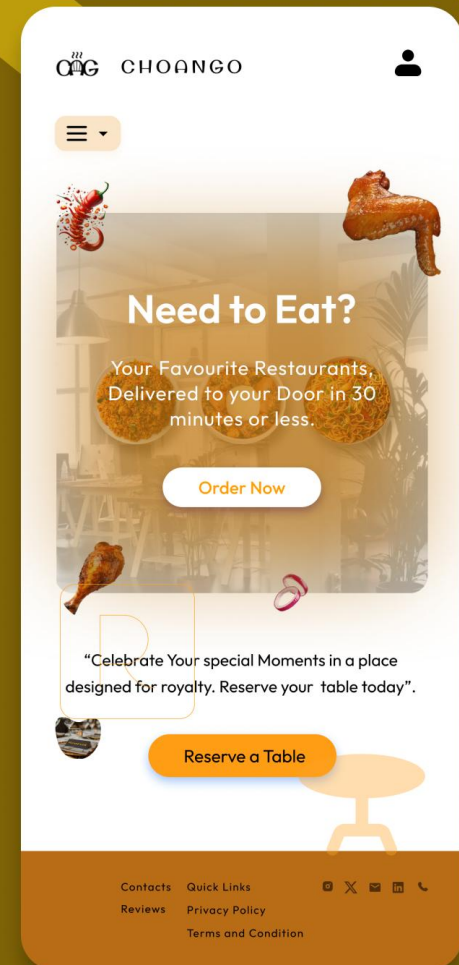
Ologun Silas

App Used: 

Website View



Mobile View



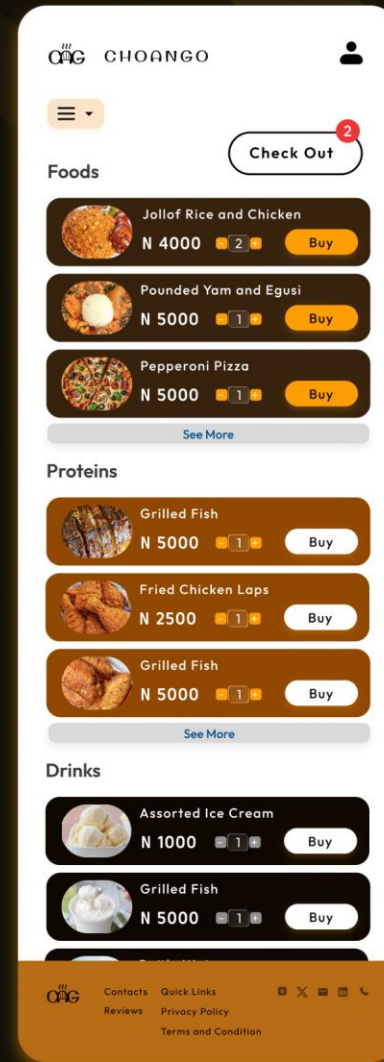
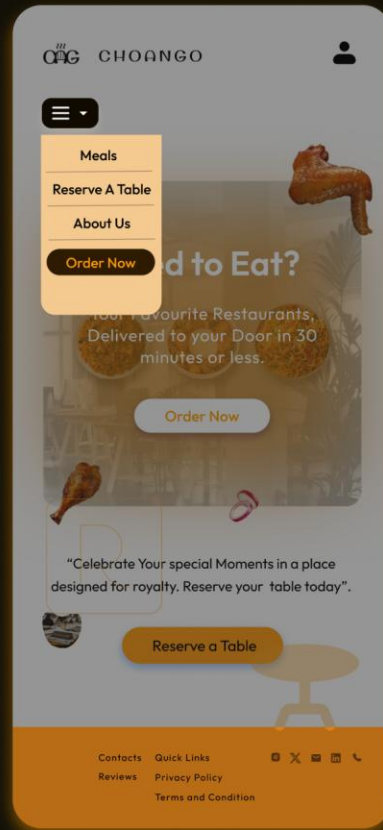
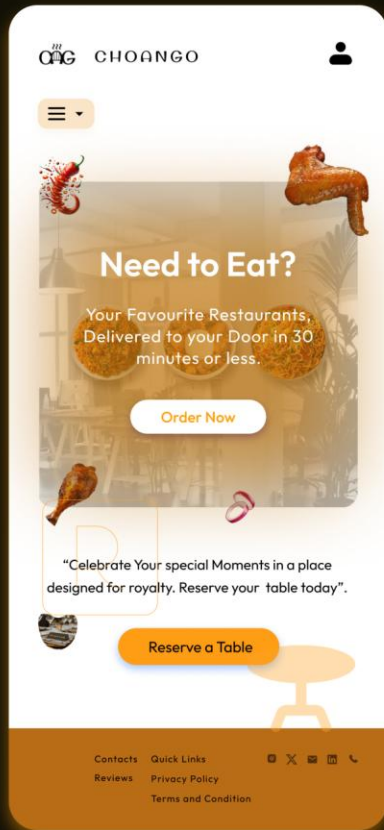
Proceeding of Each Screens Accordingly

Food Restaurants Web Design

App Used: 

CHOANGO Order process

Mobile

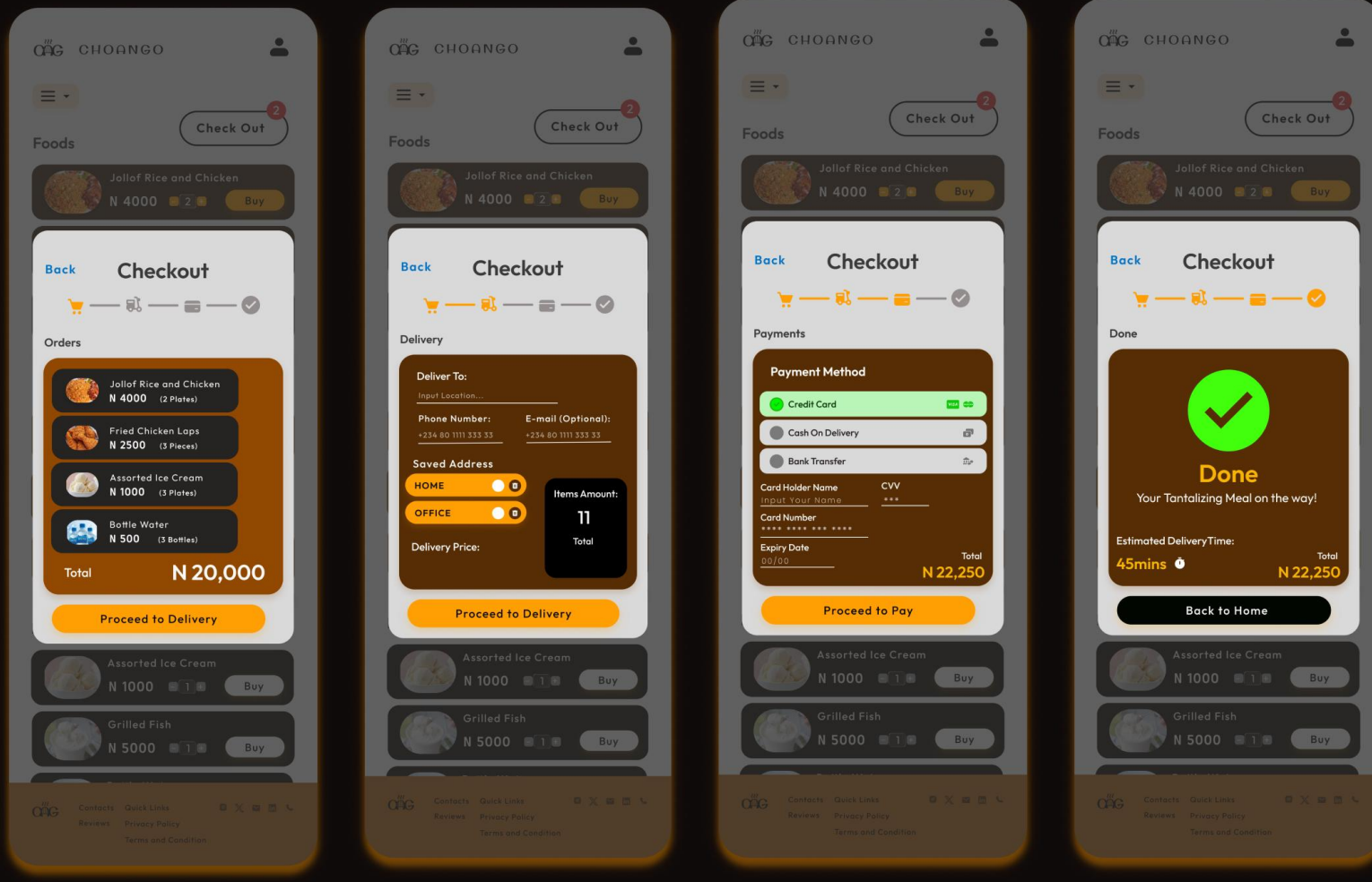


Food Restaurants Web Design

App Used: 

CHOANGO Order process

Mobile

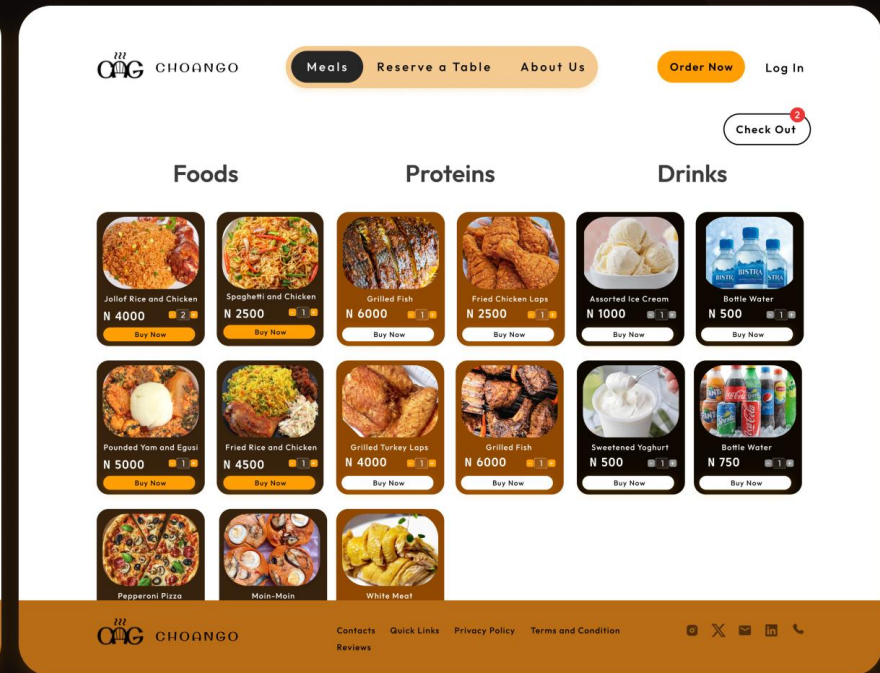
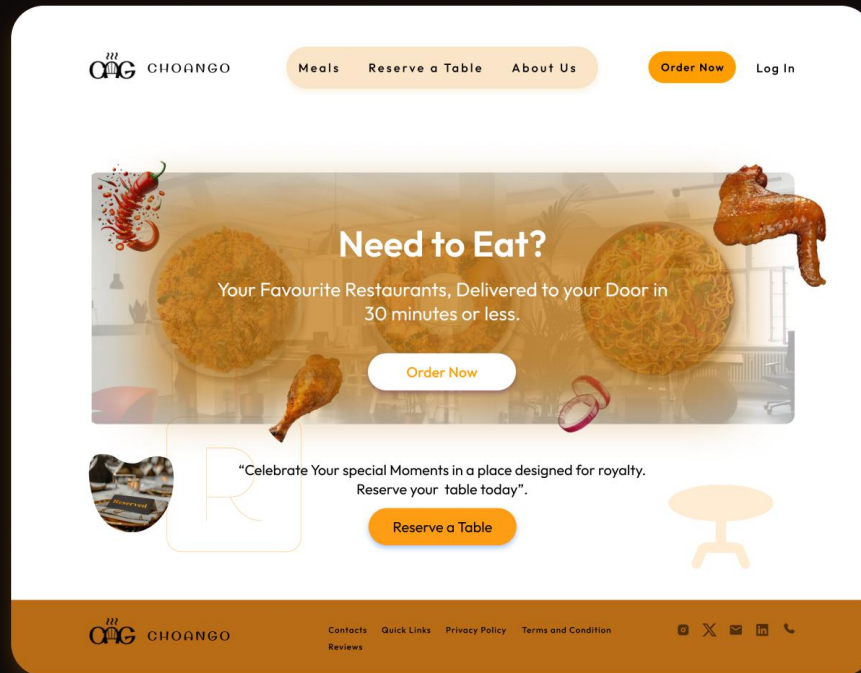


Food Restaurants Web Design

App Used: 

CHOANGO Order process

Website

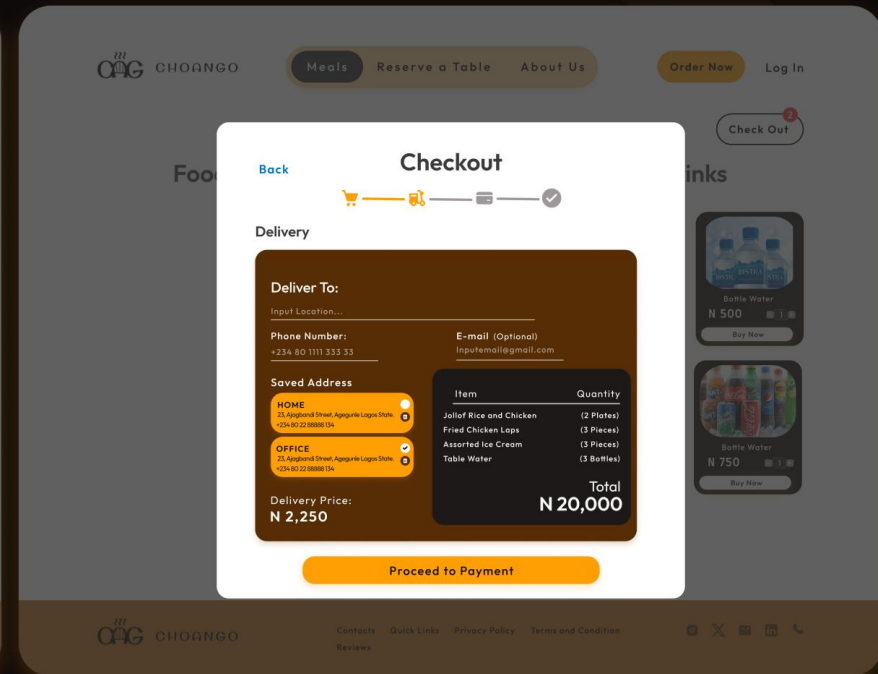
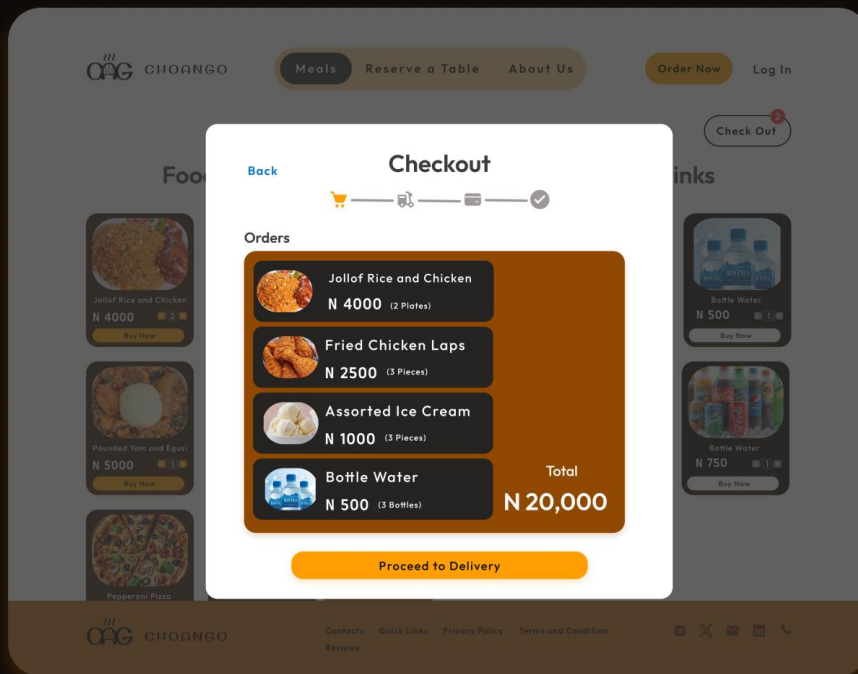


Food Restaurants Web Design

App Used: 

CHOANGO Order process

Website



Food Restaurants Web Design

App Used: 

CHOANGO Order process

Website

