

Restaurant Name

Cone Village

## Restaurant Concept

### Cone Village

**conevillage.shop**

### Food & drink

#### *Ice cream*

#### *Customization:*

#### **The Villagers (Classic Flavors)**

1. **Vanilla Mayor:** Smooth, classic vanilla bean ice cream.
2. **Choco Chief:** Rich chocolate ice cream with a fudge ribbon.
3. **Strawberry Scout:** Fresh strawberry ice cream.
4. **Minty Mechanic:** A mint chip ice cream.
5. **Valentine Swirl** (Seasonal): A blend of strawberry and rose ice cream with heart-shaped sprinkles – love in every bite.
6. **Summer Splash** (Summer): A tropical mango-pineapple coconut ice cream – a refreshing summer escape.

#### **Health-Conscious Treats (Inclusive and Delicious)**

These villagers ensure everyone in Cone Village feels at home.

1. **Vegan Vanilla Bean:** A creamy, dairy-free version of the classic vanilla – made with oat or coconut milk.
2. **Berry Sorbet:** A tangy, refreshing dairy-free sorbet made from the juiciest mixed berries.

3. **Low-Sugar Chocolate Fudge:** For chocolate lovers looking to indulge without the guilt, this low-sugar treat hits the spot.
4. **Avocado Lime Cream:** A creamy and refreshing combination of avocado and lime – creamy yet light.

### **Location**

Around University of Lagos, Akoka, Mainland, Lagos, Nigeria.

Delivery radius: Akoka and its environs.

### **Main target audience**

College students: Lovebirds, hangouts and solo dates.

Restaurant is open from 10am – 8pm each day.

### **Cost**

Affordable – from #2,000 upwards.

### **Elevator pitch**

*We're a family-friendly ice cream village offering everything from classic cone favourites to wild, Instagram-worthy creations. Each flavour in our village is made with the finest ingredients and a whole lot of heart. Welcome to Cone Village, where every scoop tells a story.*

# Strategy

## Target Audience

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

**Roles** (groups of people with similar goals)

- **College Students who want to hang out or have a solo date.**
- **Lovebirds/Couples**
- **Families – (Parents and their children)**

**Demographics**

- **Gender** – Male and Female
- **Education** – Undergraduates, Postgraduate.
- **Occupations** – Students
- **Age** – 16 – 30 year olds
- **Location** - Akoka

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

*Think of at least 5 details among the categories below.*

- **Personality & Attitudes:** Youthful, Social, Fun-loving, Digital natives, Adventurous.
- **Values:** Convenience, Affordability, Pleasurable experience, Community.
- **Lifestyles:** Active, Night-owls, Campus life, Group hangouts, Solo hangouts.

# Strategy

## User Personas



### Evelyn Oge (22 yrs) – The Hermit

- Student of English (Undergraduate).
- Lives on campus.
- An introvert who enjoys time alone, and loves ice cream.
- A tech-savvy who earns from freelance writing online.
- “I need time alone. I like going off on my own.”



### Oluwakemisola Ehionudemen (24 yrs) – The Social Butterfly

- Student of Computer Science (Postgraduate)
- Works remotely and lives in the postgraduate quarters of the school.
- A people lover – she loves people and is always talking or making new friends.

- Loves to try new places. Loves anywhere she can meet new people and hangout with friends.
- “You cannot do life alone. No one is born to be an island.”



### Femi Adepegba (18 yrs) – The Lover boy

- Student of Marine science (Undergraduate).
- Lives off campus in a private hostel close to school.
- A friend of many ladies because of his looks and jovial nature; commonly referred to as “bestie”.
- A mommy’s boy.
- Has a girlfriend with whom he hopes to spend his university days with. He loves spending time with her, and likes to try out new places with his girlfriend.
- “Life is already hard. Indulge in pleasures whenever you get the chance.”

# Strategy

## User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area.
- Order ice cream online.
- View affordable options.
- Access multiple varieties that cater to their preferences.
- Make easy, fast and seamless payment.
- Track delivery.

## Client Needs

The website needs to enable the client to:

- To sell ice cream online that will be delivered.
- Provide a system for order customization.
- Showcase ice cream packages in an attractive, fun and engaging manner.
- Establish the brand by using the 'village' theme.
- Easily update menu items and run promotions.

# Outline of Scope

## Content Requirements

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

*“The user will be looking for...”*

- Ice cream menu, packages and prices.
- How to input address for delivery.
- Information on the ingredients for people with specific dietary needs e.g. lactose free ice cream menu.
- Where to leave reviews.
- Shop information and contact address for complaints.

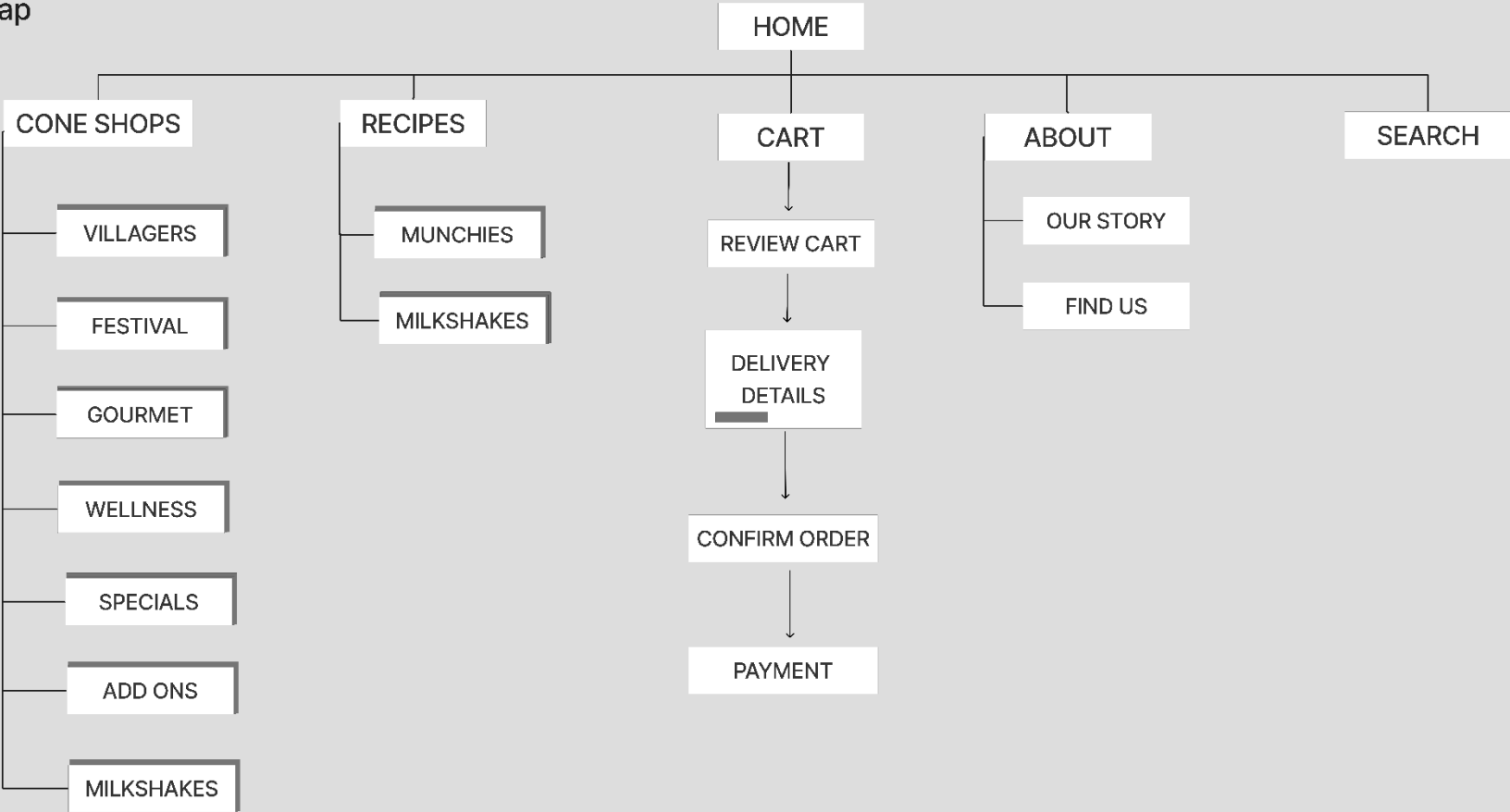
## Functionality Requirements

Systems that will allow the user accomplish tasks.

*“The user will be able to...”*

- Sign up using their mail and phone number, recover password and continue as a guest.
- Choose from the menu and add specifications if they have specific dietary needs e.g. no nuts.
- Make easy, fast and seamless payment.
- Input delivery address and choose preferred packaging options.
- Leave reviews about their orders.

Sitemap



### Welcome to Cone Village

Where every scoop tells a story.  
Our village handcrafts ice cream with love,  
delivered straight to your doorstep.  
Perfect for study nights and treats.

Order Now

Learn More



### Tour our Cone Shops

Wander through our sweetest pots and discover handcrafted scoops, village specials, and flavour faves made for every craving.

Explore

Villagers

Festival

### How we package our scoops

At Cone Village, we take pride in how your scoops travel. Each order is carefully packed in chilled, eco-friendly containers to keep your treats fresh and fabulous. Whether it's a solo pint or a party pack, we've got you covered!

Learn more

### Villagers' Reviews

"The delivery is fast. My order came as quickly as I placed it."

Susan

★★★★★

02/10/2024

"The ice cream is so delicious, funny how it's quite affordable. I fell in love with the packaging."

Kenneth

★★★★★

03/10/2024

"My daughter loves this br much. Thank you."

Nurudeen

★★★★★

07/10/21

### Join the Village Circle

Sign up to connect with other villagers and get premium access to our recipes, exclusive offers and sweet deals straight into your inbox.

Your email here

Subscribe

FAQs

Privacy Policy

Terms & Conditions

Settings

Accessibility

Contact Us

CONNECT WITH US

### Welcome to Cone Village

Where every scoop tells a story.  
Our village handcrafts ice cream with love,  
delivered straight to your doorstep.  
Perfect for study nights and treats.

Order Now

Learn More



### Tour our Cone Shops

Wander through our sweetest pots and discover handcrafted scoops, village specials, and flavour faves made for every craving.

Explore

Villagers

Festival

### How we package our scoops

At Cone Village, we take pride in how your scoops travel. Each order is carefully packed in chilled, eco-friendly containers to keep your treats fresh and fabulous. Whether it's a solo pint or a party pack, we've got you covered!

Learn more

### Villagers' Reviews

"The delivery is fast. My order came as quickly as I placed it."

Susan

★★★★★

02/10/2024

"The ice cream is so delicious, funny how it's quite affordable. I fell in love with the packaging."

Kenneth

★★★★★

03/10/2024

### Join the Village Circle

Sign up to connect with other villagers and get premium access to our recipes, exclusive offers and sweet deals straight into your inbox.

Your email here

Subscribe

CONNECT WITH US

LANDING PAGES





Cone Shops > Villagers > Choco Chef

Choco Chef



**Description:** Rich chocolate ice cream with a fudge ribbon, leading the village with boldness. (5 oz)

**Ingredients:** Smooth, classic vanilla bean ice cream, trusted by all in the village.

**Allergens:** Smooth, classic vanilla bean ice cream, trusted by all in the village.

—

1

+

#2,500

Anything you'd like us to know about this order?

Let us know

Add to Cart

Cart



Choco Chef

#5,000

Request included.

2 Units/5 oz.

Edit

Delete

Proceed to Checkout

Cart > Checkout

Checkout

Order Derails

Choco Chef

2 units/5 oz.

#5,000

Packaging Options

- Plastic cup (#300)
- Glass jar (#1200)
- Plastic tub (#400)
- Paper cups (#200)
- Container (#500)
- Cartons (#400)

Dellivery address

Input your address

Delivery fee

#0.00

Payment Options

Pay with Card

Pay by Transfer

Pay with Coupon Code

Order Summary

Item Price	#5,000
Packaging	#600
Delivery	#500
Total	#6,100

Pay



Processing Payment.....

Track your order



Anything you'd like to tell the courier?

Call your courier

Let us know

Send



## Privacy Policy

At Cone Village, we're committed to protecting your privacy. This policy explains how we collect, use, and safeguard your personal information when you visit our website, place an order, or sign up for our newsletter.

### What We Collect

When you interact with Cone Village, we may collect:

- Personal Information: Name, email address, phone number, delivery address, payment details.
- Order Details: Items purchased, order history, and delivery instructions.
- Account Info: If you create an account, we'll save your login credentials and preferences.
- Device & Usage Data: IP address, browser type, pages visited, and cookies for analytics and performance.

### How We Use Your Information

We use your data to:

- Process and deliver your orders.
- Send order updates, promotions, and offers (with your consent).
- Improve our website, services, and user experience.
- Respond to customer service requests and inquiries.

### Sharing Your Information

We do not sell your personal data. We only share it when necessary to:

- Fulfill your delivery via trusted logistics and payment partners.
- Comply with legal requirements.
- Improve site performance via analytics tools (e.g. Google Analytics).

### Keeping Your Info Safe

You can:

- Opt out of marketing emails at any time by clicking "unsubscribe."
- Update or delete your personal info by logging into your account or contacting us.
- Disable cookies via your browser settings (note: this may impact functionality).

We use encryption, secure payment gateways, and access controls to protect your data. While no system is 100% secure, we take reasonable steps to guard your information.

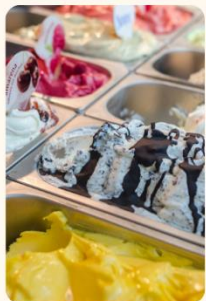
I agree

# MOODBOARD

## Cone Village



FUN | CUSTOMIZABLE | CREAMY | CRUNCHY



HomeCone ShopsRecipesAboutFind Us

Welcome to Cone Village

Where every scoop tells a story.

Cone Village handcrafted cones are made with love, delivered straight to your doorstep. Perfect for study nights and treats.

Order Now

Tour our Cone Shops

Wander through our sweetest pots and discover handcrafted scoops, village specials, and flavour favours made for every craving.

Explore

Villagers

Festival

Gourmet

How we package our scoops

At Cone Village, we take pride in how we package our scoops. We use high-quality, eco-friendly materials to keep your treats fresh and delicious. We also use biodegradable packaging to keep your planet happy. We've got you covered.

Learn more

Villagers' Reviews

"The delivery is fast. My order came as quickly as I placed it."

Susan02/02/2024

"The ice cream is so delicious, funny how it's quite affordable. I'm in love with the packaging!"

Kenneth03/02/2024

"My daughter loves it much. Thank you."

Nurudeen07/02/2024

Join the Village Circle

Sign up to connect with other villagers and get premium access to our recipes, exclusive offers and sweet deals straight into your inbox.

Your email here

Subscribe

FAQs

Privacy Policy

Terms & Conditions

Settings

Accountability

Feedback

CONNECT WITH US

fX@

HomeCone ShopsRecipesAbout

Welcome to Cone Village

Where every scoop tells a story.

Cone Village handcrafted cones are made with love, delivered straight to your doorstep. Perfect for study nights and treats.

Order Now

Tour our Cone Shops

Wander through our sweetest pots and discover handcrafted scoops, village specials, and flavour favours made for every craving.

Explore

Villagers

Festival

Gourmet

How we package our scoops

At Cone Village, we take pride in how we package our scoops. We use high-quality, eco-friendly materials to keep your treats fresh and delicious. We also use biodegradable packaging to keep your planet happy. We've got you covered.

Learn more

Villagers' Reviews

"The delivery is fast. My order came as quickly as I placed it."

Susan02/02/2024

Join the Village Circle

Sign up to connect with other villagers and get premium access to our recipes, exclusive offers and sweet deals straight into your inbox.

Your email here

Subscribe

FAQs

Privacy Policy

Terms & Conditions

Settings

Accountability

Contact Us

CONNECT WITH US

fX@



Cone Shops > Villagers > Choca Chef

## Vanilla Mayor



Description: Smooth, classic vanilla bean ice cream, trusted by all in the village.

Ingredients: Smooth, classic vanilla bean ice cream, trusted by all in the village.

Allergens: Milk, Yoghurt

– 1 +

#1,700

Anything you'd like us to know about this order?

Let us know

Add to Cart

## Cart



Vanilla Mayor

#3,400

Request included.


2 Units/5 oz.



Edit

Delete

Proceed to Checkout





[Home](#) [Cone Shops](#) [Recipes](#) [About](#) [Find Us](#)  

[Cart](#) > [Checkout](#)

## Checkout

Order Details

Choco Chef	2 units/5 oz.	#5,000
------------	---------------	--------

Packaging Options

☐ Plastic cup (#300)

☐ Glass jar (#1200)

☐ Plastic tub (#400)

☐ Paper cups (#200)

☐ Container (#500)

☐ Cartons (#400)

Delivery address

Delivery fee

#0.00

Payment Options

Pay with Card

Pay by Transfer

Pay with Coupon Code

Order Summary

Item Price	#5,000
Packaging	#600
Delivery	#500
Total	#6,100

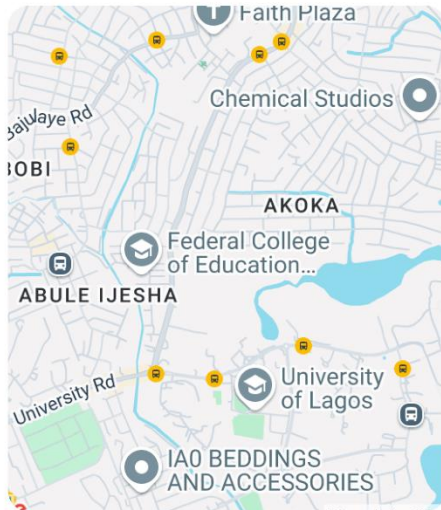
Pay



Processing Payment.....

[Home](#)[Cone Shops](#)[Recipes](#)[About](#)[Find Us](#)

Track your order



Anything you'd like us to tell the courier?

Call your courier

Let us know

Send