TacGo

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Project Concept:

What will be your restaurant's name?

- TacGo
- tacogo.com

Describe the type of food or drink and the related options the restaurant will serve.

Custom Taco Plates

SIDES
- Beans
- Rice
- Chips & Guacamole

PROTIEN
- Carne Asada (Steak)
- Pollo (Chicken)
- Al Pastor (Pork)
- Pescado (Fish)

DRINKS
- Horchata (Rice Water)
- Jarritos (Mexican Soda)
- Jamaica (Hibiscus Tea)

Describe the country, city, and neighborhood where the restaurant and its customers will be located.

Chicago, IL (Southwest Side)

Choose a main target audience that your restaurant is focusing on.

Adults (25-45)

Estimate how much your restaurant's food will cost.

$$ - Affordable

Write an elevator pitch for your restaurant.

We provide tasty Mexican tacosfor an evening at home, parties, or meetings.

We will bring a variety of delicious Latin foods that everyone can enjoy.

Other Project Ideas:

Customizable Ramen Bowls

- Aimed at college students
- Los Angeles, California
- $ - Cheap
- “New-dles”
- Problem: Not fully informed on different Ramen recipes.

Customizable Waffles

- Aimed at children and parents
- Located in Kenosha, WI
- $$ - Affordable
- “Waking With Waffles”
- Problem: Do not know the are and people that well.

Strategy

Target Audience

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

- Individuals who enjoy Mexican food
- Social event planners

Demographics

Gender - Female & Male
Education - Any
Occupations - Any
Age - 25 - 45
Location - Chicago, IL

Psychographics

Personality & Attitudes:

- Casual
- Ambiverts
- Foodies
- Interest in visuals
- Intelligent

Values:

- Family Oriented
- Liberal
- Team player
- Cleanly
- Safe

Lifestyles:

- Family gatherings
- Social Media Enthusiast
- Travels
- Shopper
- Tourist

Strategy

User Personas

Isabella Lopez (25)
- Assistant
- Likes to watch Netflix at home
- Introvert
- Married

Dan Harrington (32)
- Web Designer
- Loves dinner parties
- Extrovert
- Single

Nia Johnson (28)
- Photographer
- Enjoys going to art museums
- Ambivert
- Taken

Strategy

User Needs

The website needs to enable the user to:

- Order food online
- Nutritional Info
- Does it deliver to my area
- Party bundle prices & pricing
- Customizable catering orders

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Fun and welcoming
- Customer service & help
- Uphold a high standard
- Provide a system for order customization

Outline of Scope

Content Requirements

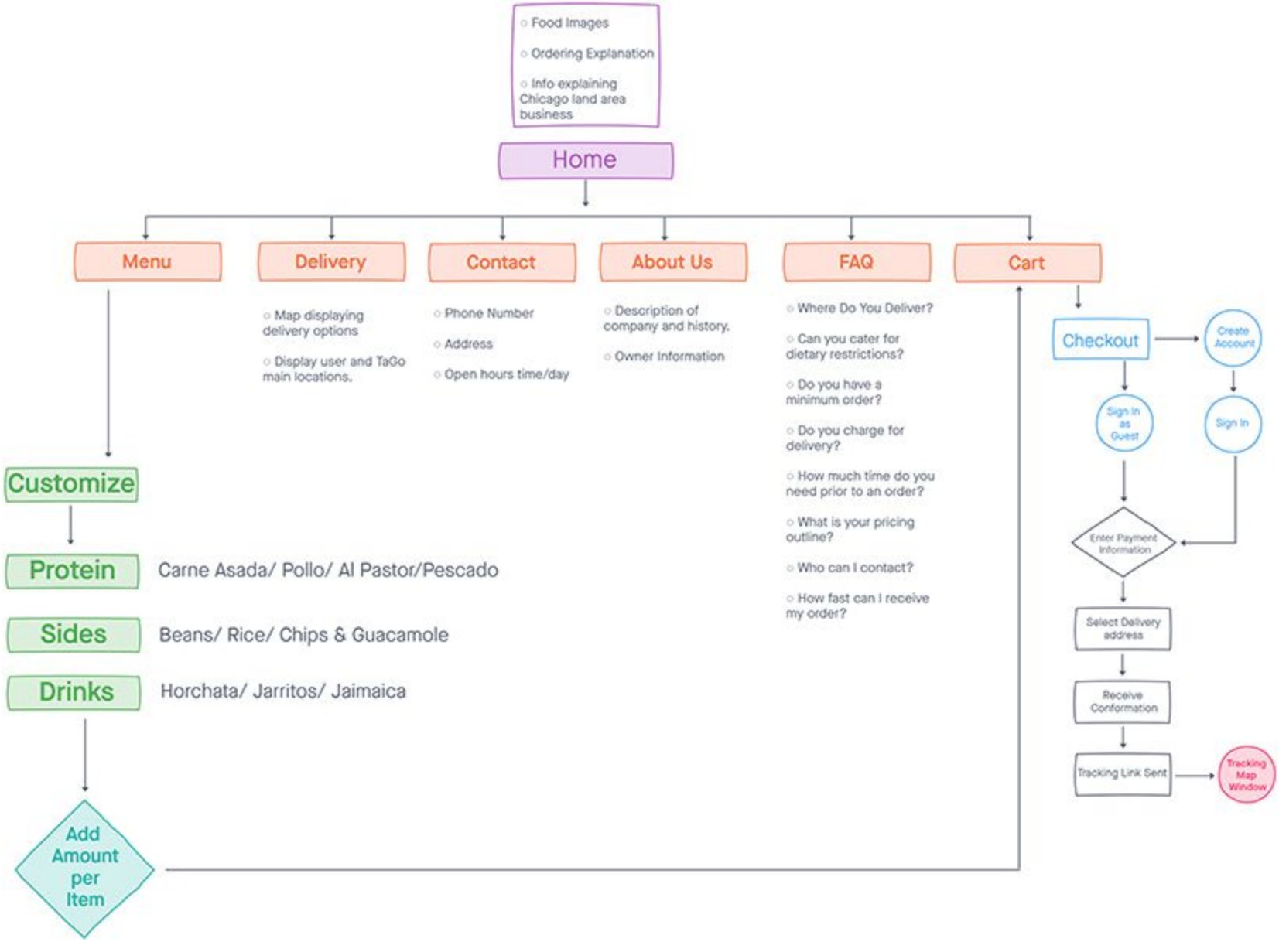
“The user will be looking for...”

- Food Menu
  - Protein
  - Sides
  - Drinks
- Images/lists of food selection
- Map that at states where delivery is available
- About us
- Contact (phone number + address)
- FAQ - What are the questions?
  - Where Do You Deliver?
  - Can you cater for dietary restrictions?
  - Do you have a minimum order?
  - Do you charge for delivery?
  - How much time do you need prior to an order?
  - What is your pricing outline?
  - Who can I contact?
  - How fast can I recieve my order?

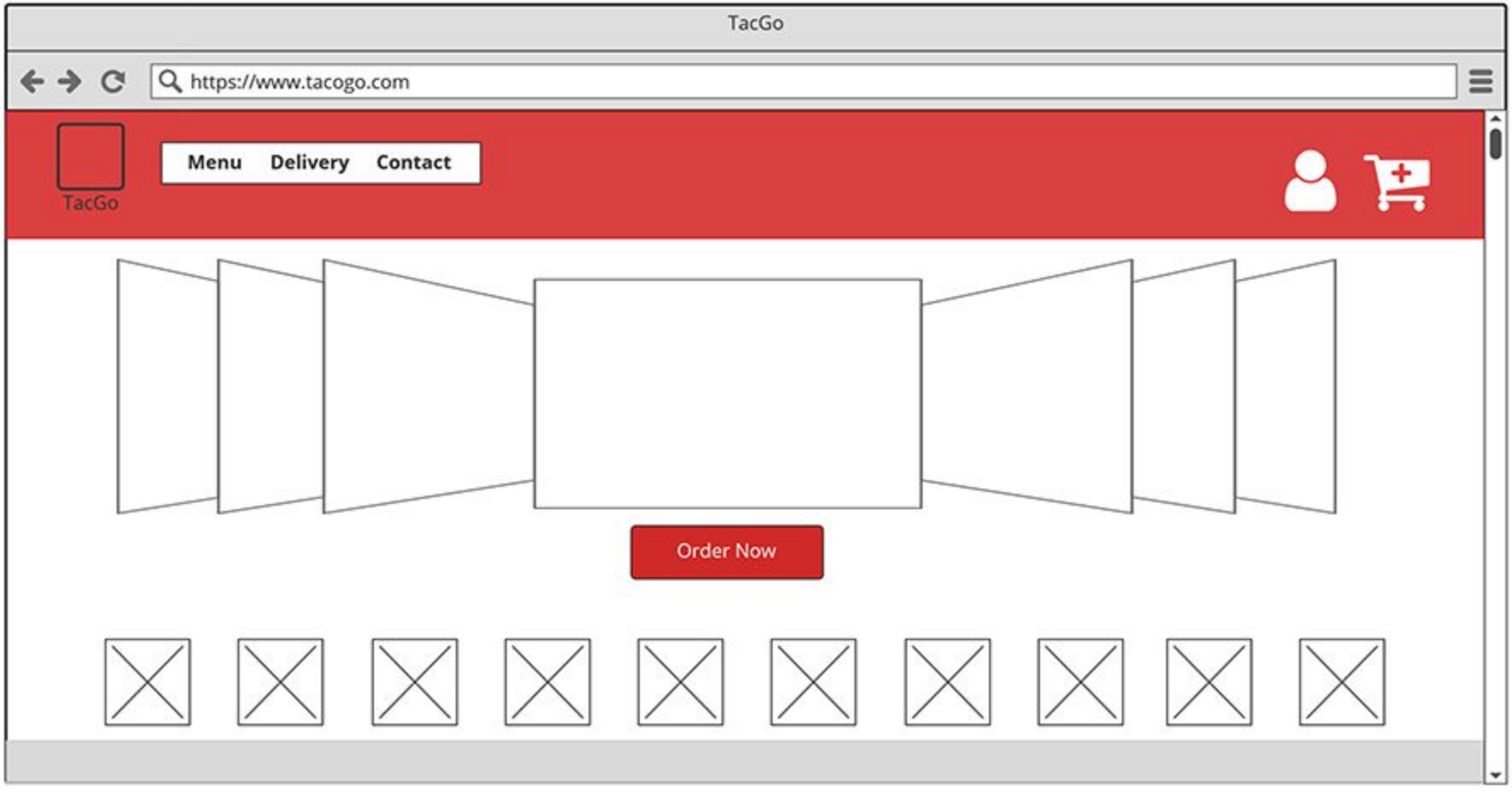
Functionality Requirements

“The user will be able to...”

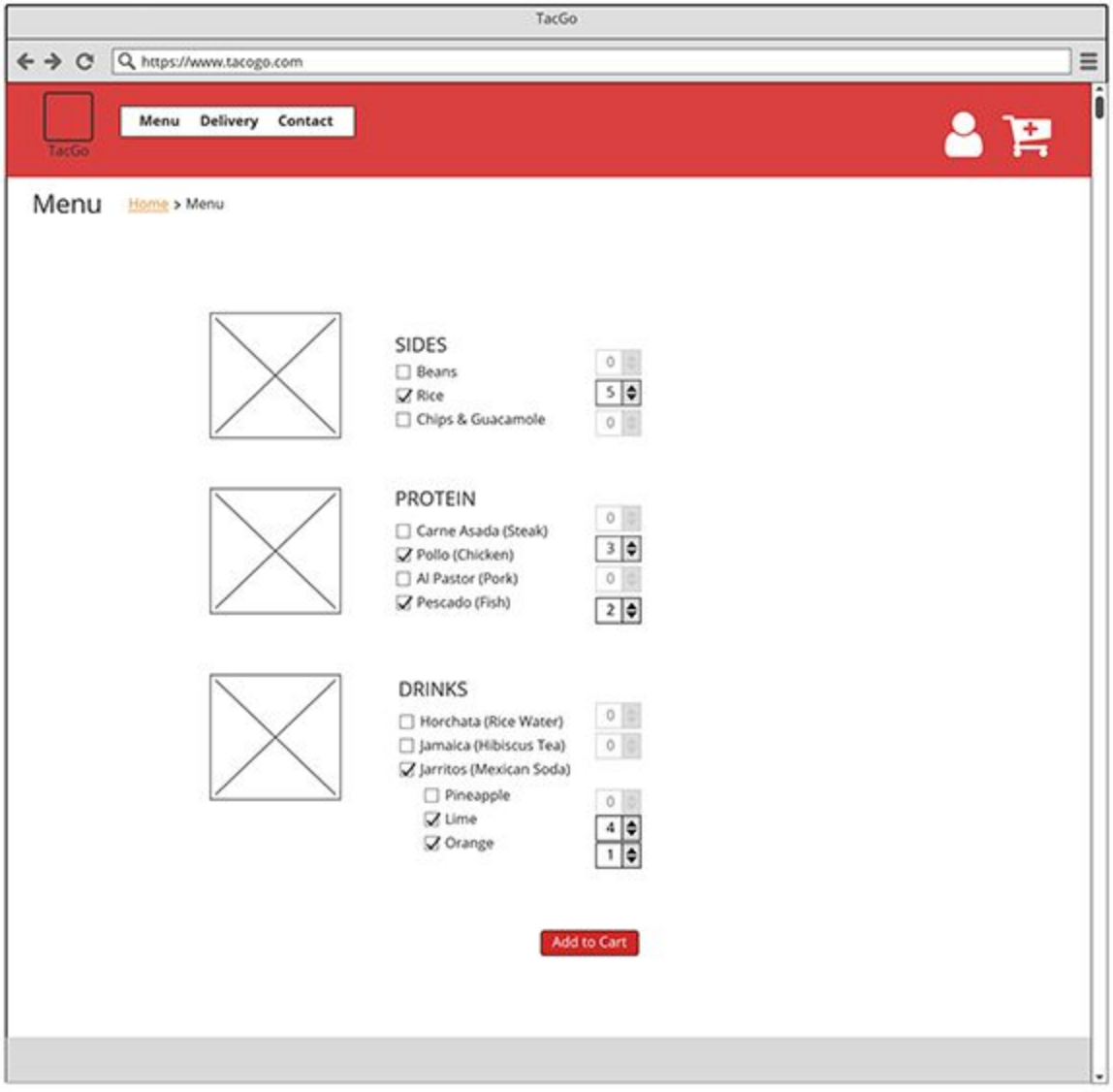
- Get help via a auto bot chat
- Customize the catering order
  - Indicate date/time of delivery
  - Indicate the amount of people
  - Pick options for Protein/Sides/Drinks and each amount
- Place order
  - Contact information
  - Delivery information
  - Make payment
  - Get order confirmation
- Make changes/cancel catering service after order has been placed
- Create an account
  - Review favorites/premade lists
- Log in


Food Images
Ordering Explanation
Info explaining Chicago land area business
Home
Menu
Delivery
Contact
About Us
FAQ
Cart
Map displaying delivery options
Display user and TaGo main locations.
Phone Number
Address
Open hours time/day
Description of company and history.
Owner Information
Where Do You Deliver?
Can you cater for dietary restrictions?
Do you have a minimum order?
Do you charge for delivery?
How much time do you need prior to an order?
What is your pricing outline?
Who can I contact?
How fast can I receive my order?
Customize
Protein
Carne Asada/ Pollo/ Al Pastor/Pescado
Sides
Beans/ Rice/ Chips & Guacamole
Drinks
Horchata/ Jarritos/ Jaimaica
Add Amount per Item
Checkout
Create Account
Sign In as Guest
Sign In
Enter Payment Information
Select Delivery address
Receive Conformation
Tracking Link Sent
Tracking Map Window

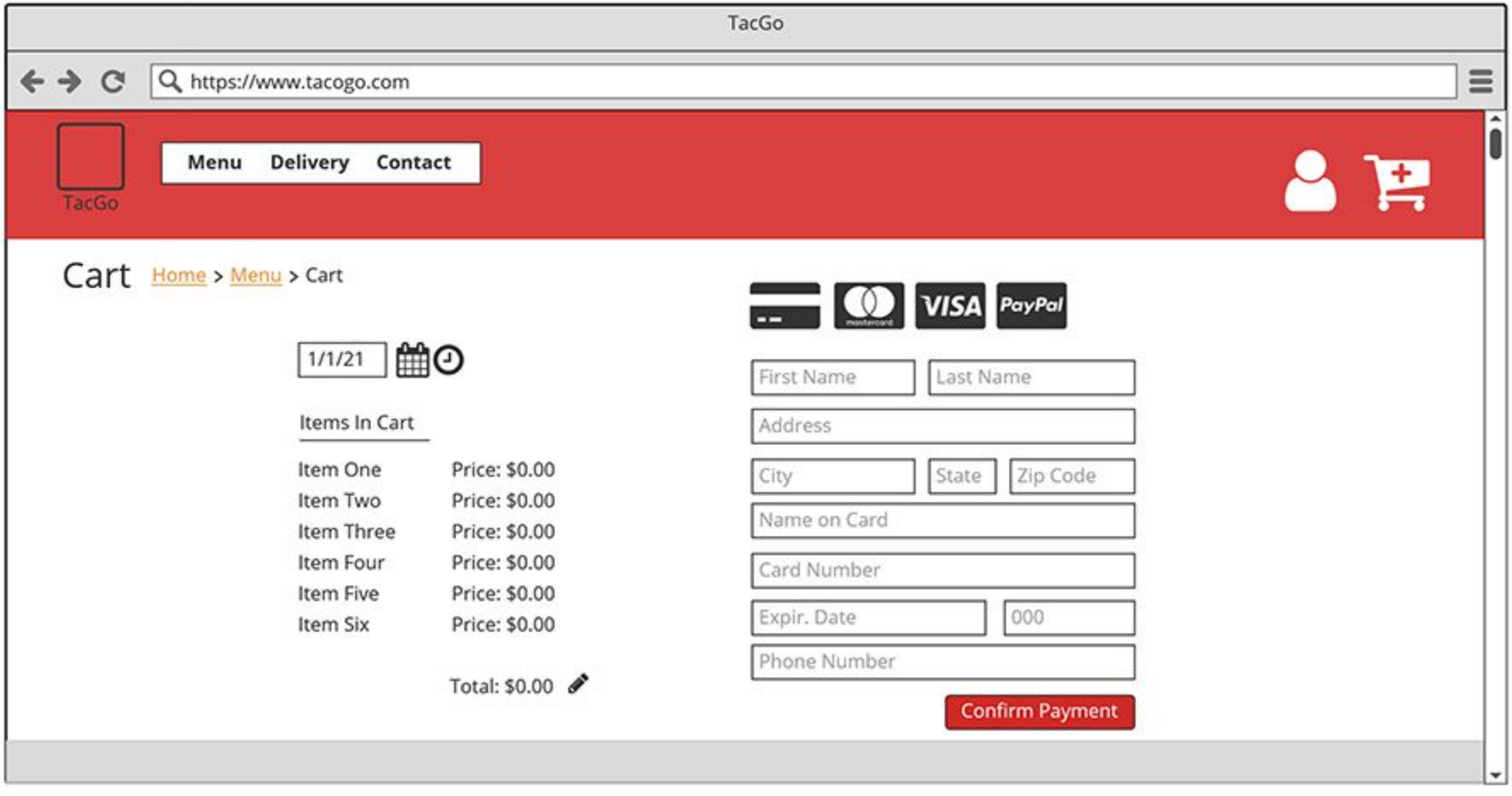
Home Page


TacGo
https://www.tacogo.com
TacGo
Menu
Delivery
Contact
Order Now

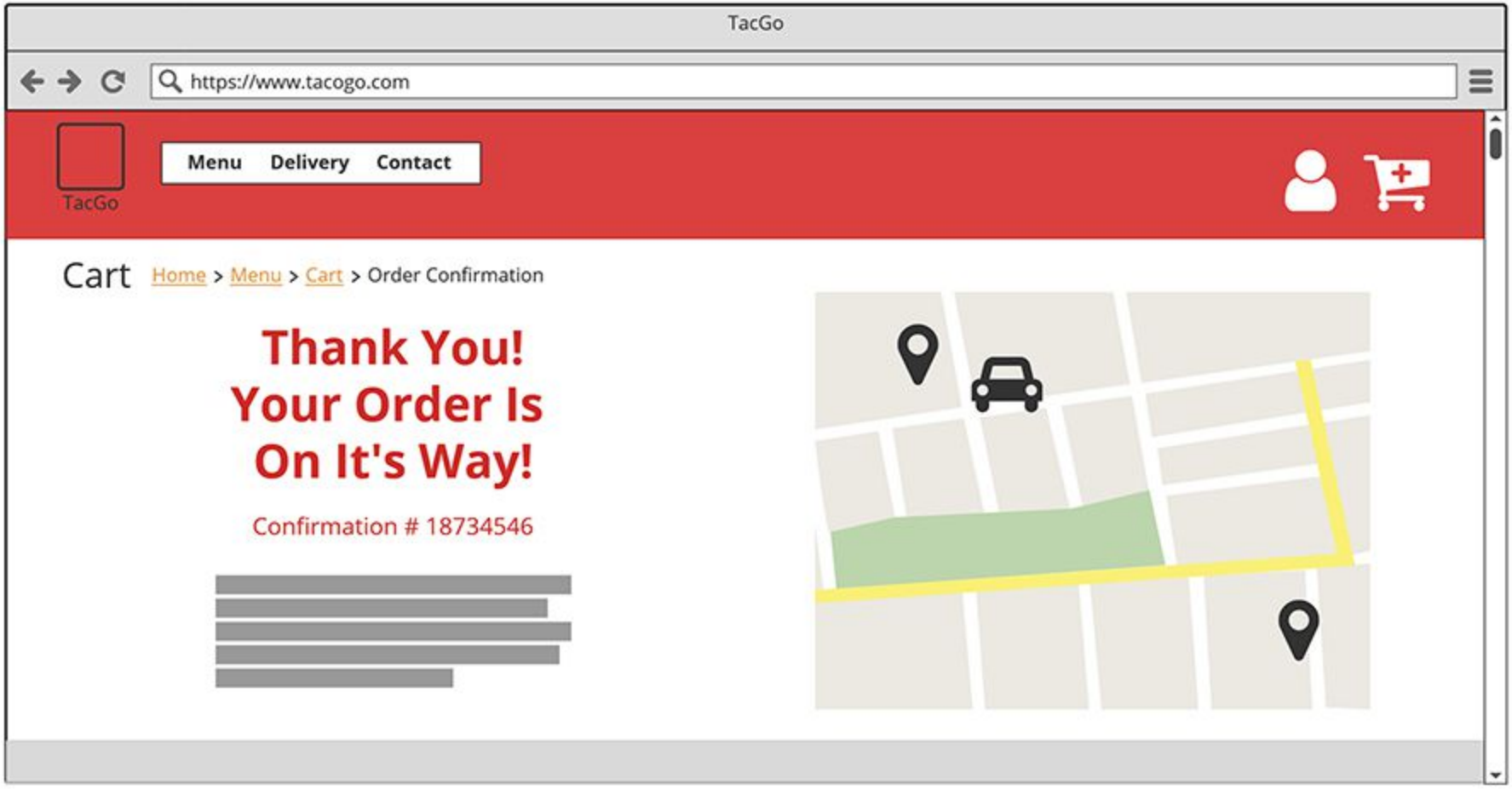
Menu


TacGo
https://www.tacogo.com
TacGo
Menu
Delivery
Contact
Menu
Home > Menu
SIDES
Beans
Rice
Chips & Guacamole
PROTEIN
Carne Asada (Steak)
Pollo (Chicken)
Al Pastor (Pork)
Pescado (Fish)
DRINKS
Horchata (Rice Water)
Jamaica (Hibiscus Tea)
Jarritos (Mexican Soda)
Pineapple
Lime
Orange
Add to Cart

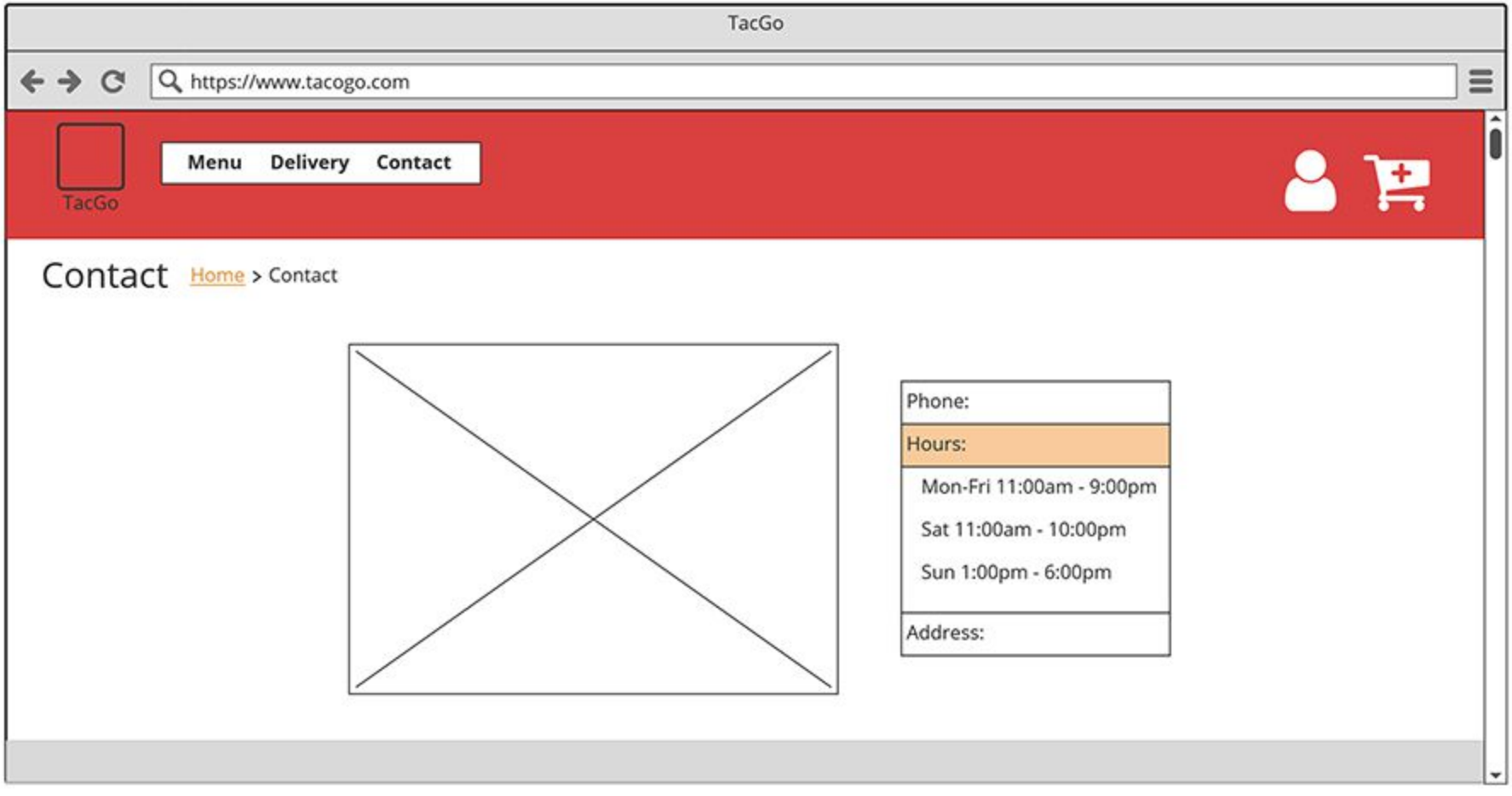
Cart


TacGo
https://www.tacogo.com
TacGo
Menu
Delivery
Contact
Cart
Home > Menu > Cart
1/1/21
Items In Cart
Item One
Price: $0.00
Item Two
Price: $0.00
Item Three
Price: $0.00
Item Four
Price: $0.00
Item Five
Price: $0.00
Item Six
Price: $0.00
Total: $0.00
VISA
PayPal
First Name
Last Name
Address
City
State
Zip Code
Name on Card
Card Number
Expir. Date
000
Phone Number
Confirm Payment

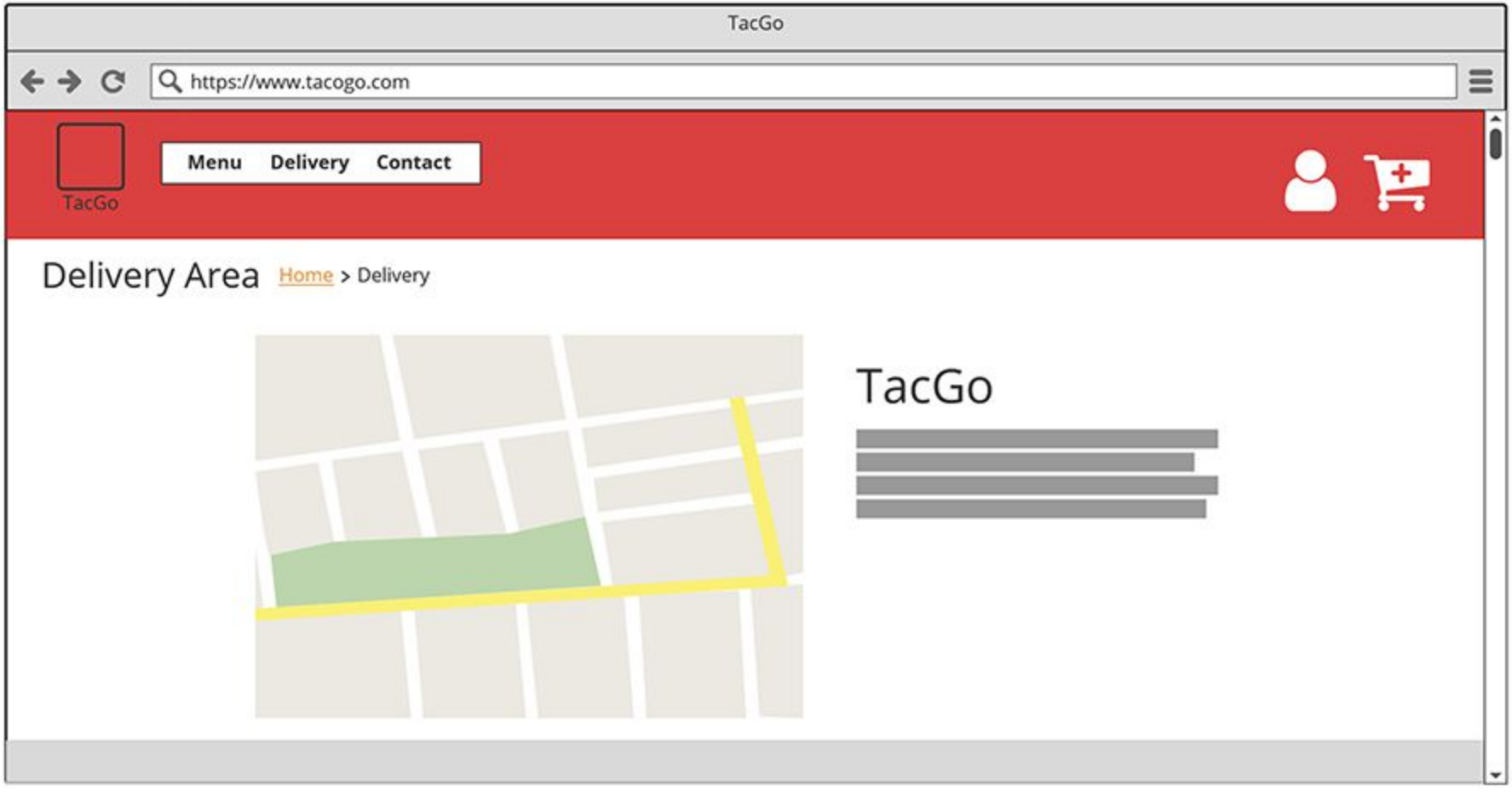
Confirmation



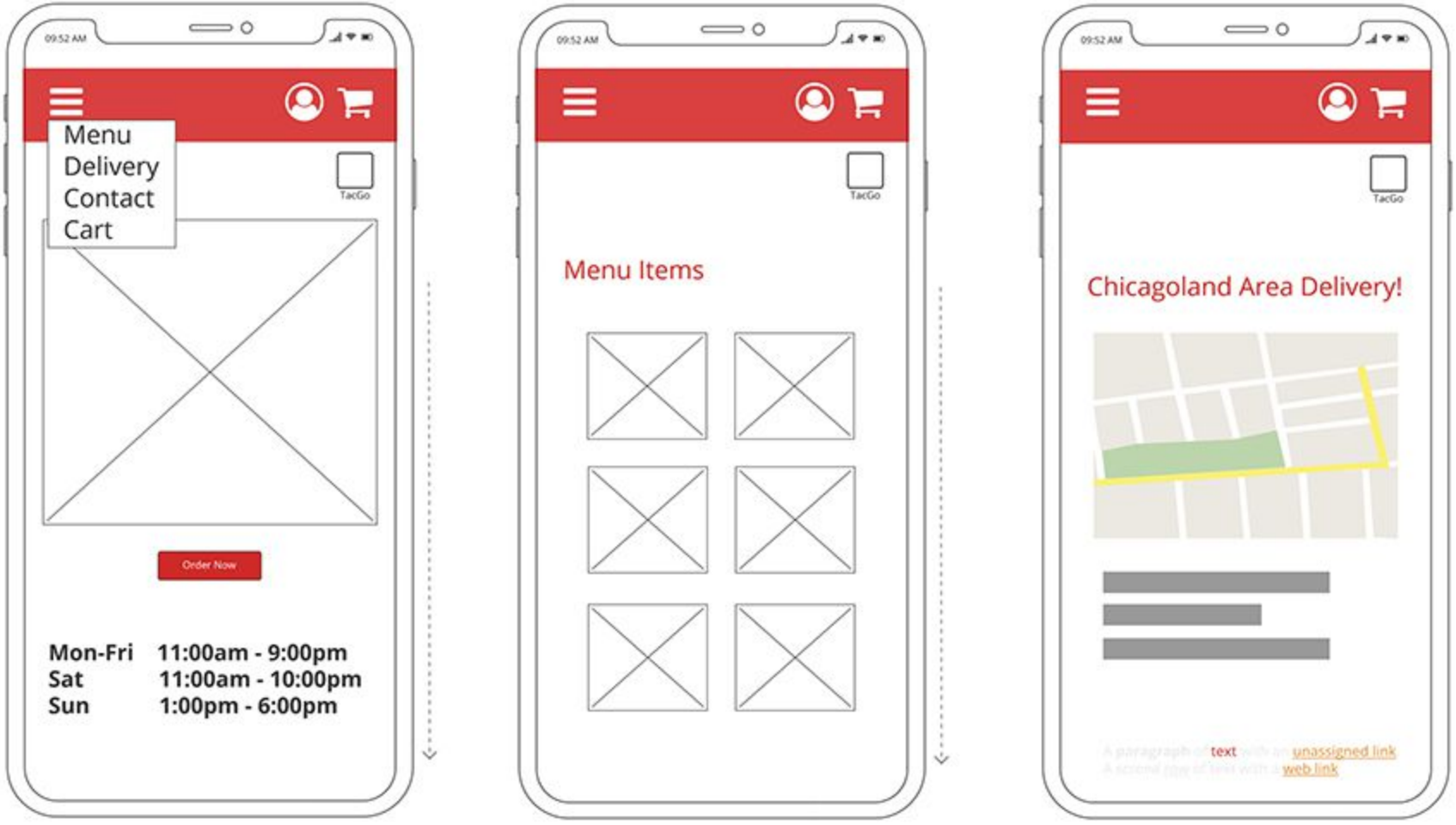
Contact

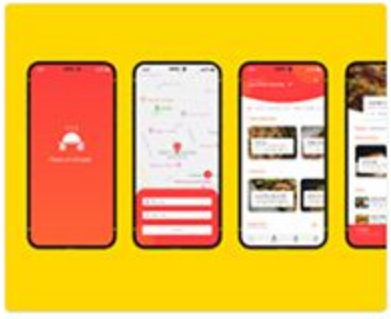

TacGo
https://www.tacogo.com
TacGo
Menu
Delivery
Contact
Contact
Home > Contact
Phone:
Hours:
Mon-Fri 11:00am - 9:00pm
Sat 11:00am - 10:00pm
Sun 1:00pm - 6:00pm
Address:

Delivery Area



Mobile Home Page





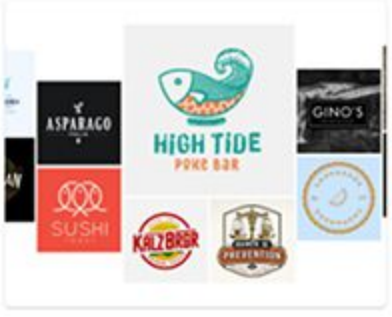
On-demand Food Delivery App De
Cost and Features
Order
Restaurant
Delivery

BEST BURGERS
IN GALAXY

FREE
Clean Font
COLLECTION
Apricot
Papaya
Honeydew
Orange
Pear
Mango

Connecting People To
BLACK RESTAURANTS
Featured

Fast Food
MENU


ASPARAGO
HIGH TIDE
POKE BAR
GINO'S
SUSHI

Food
Fonts

FRESH FROM THE GROU
APPLE PECAN CHICKEN SALAD
BAJA SALAD
SPICY CHICKEN CAESAR SALAD

RAY'S
BAR AND GRILL

Best Food

BarCode

FO
OD
food planet
Logo Design Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

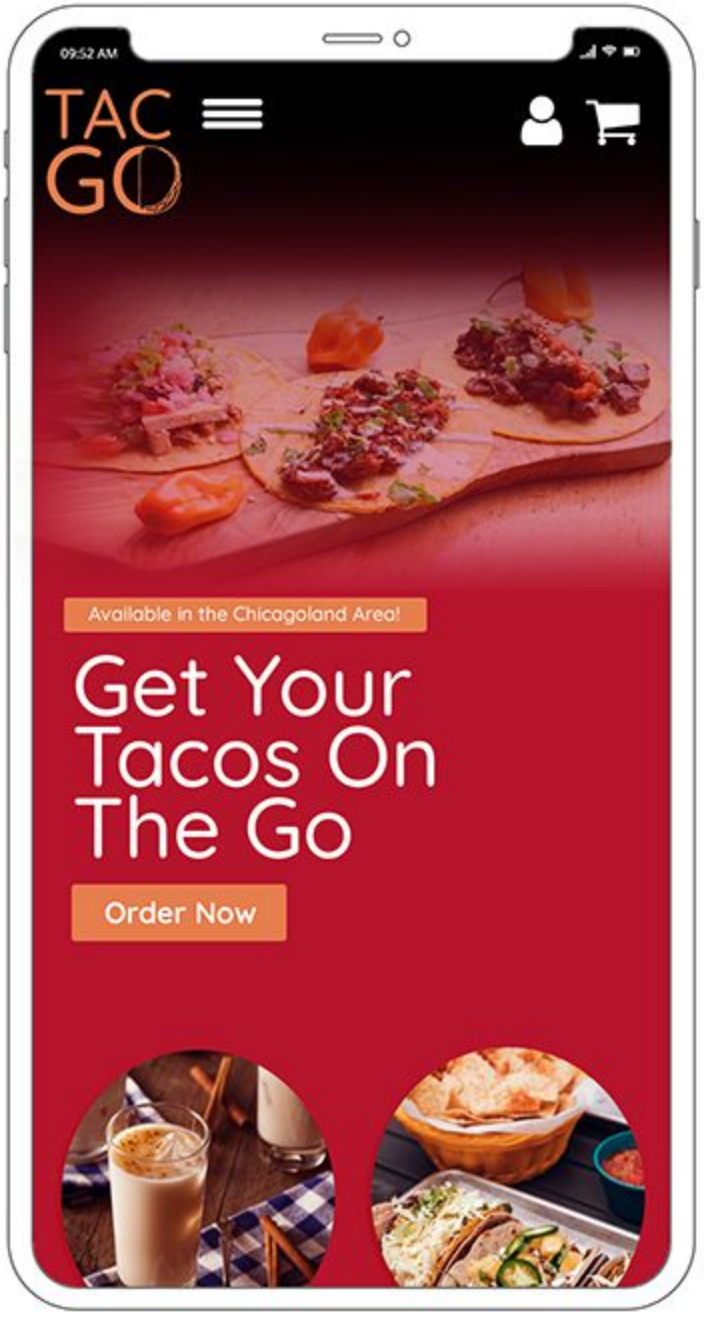
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

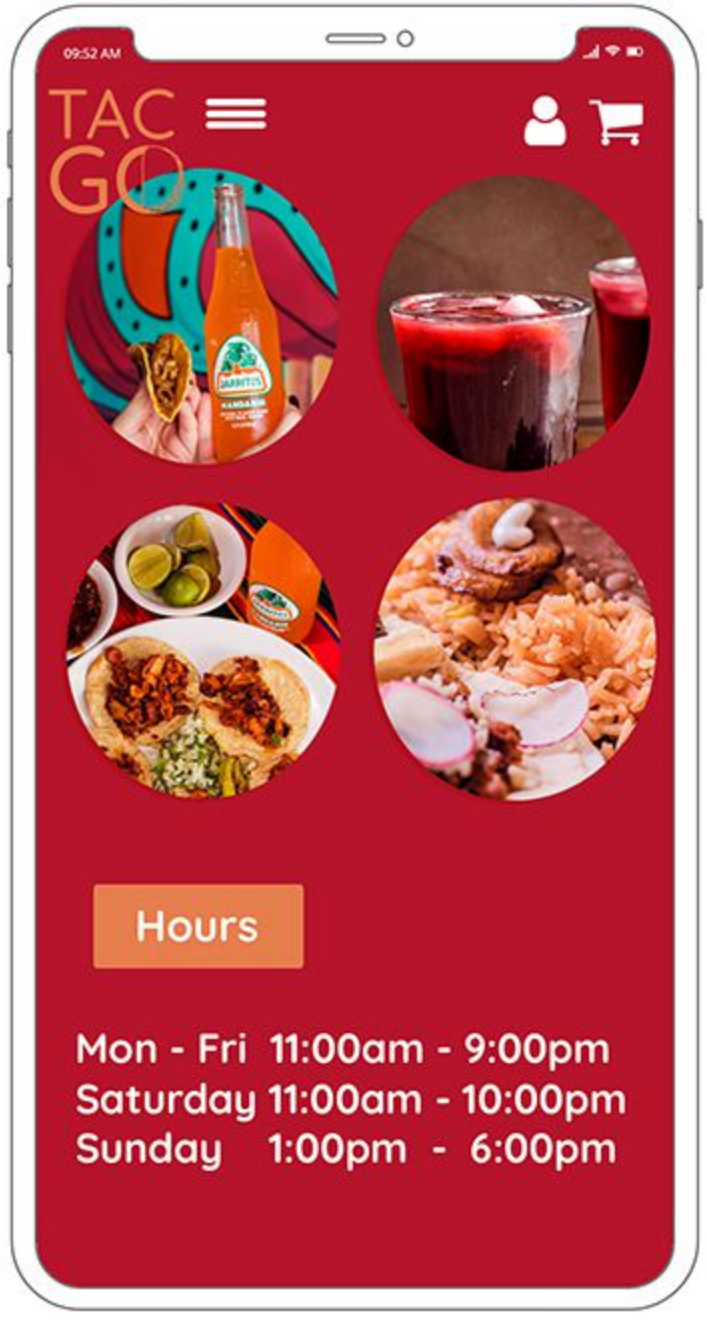
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

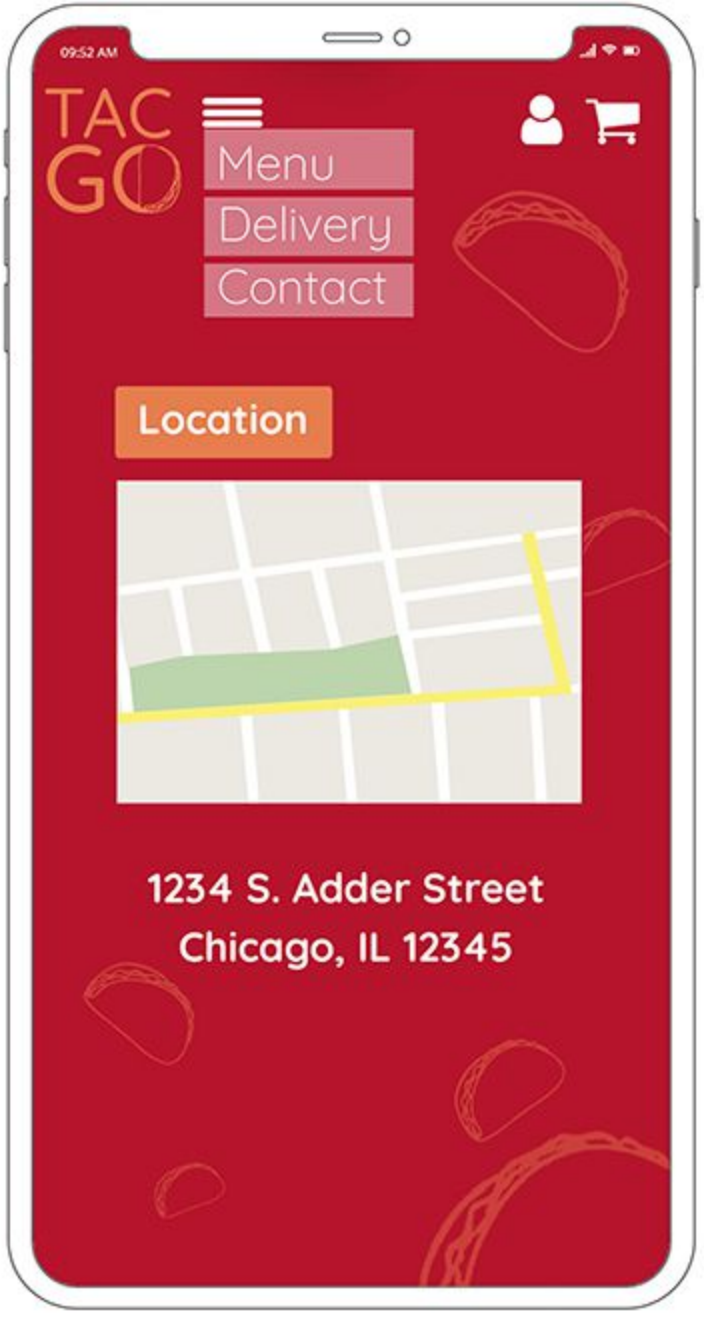
TAC
GO

TAC
GO

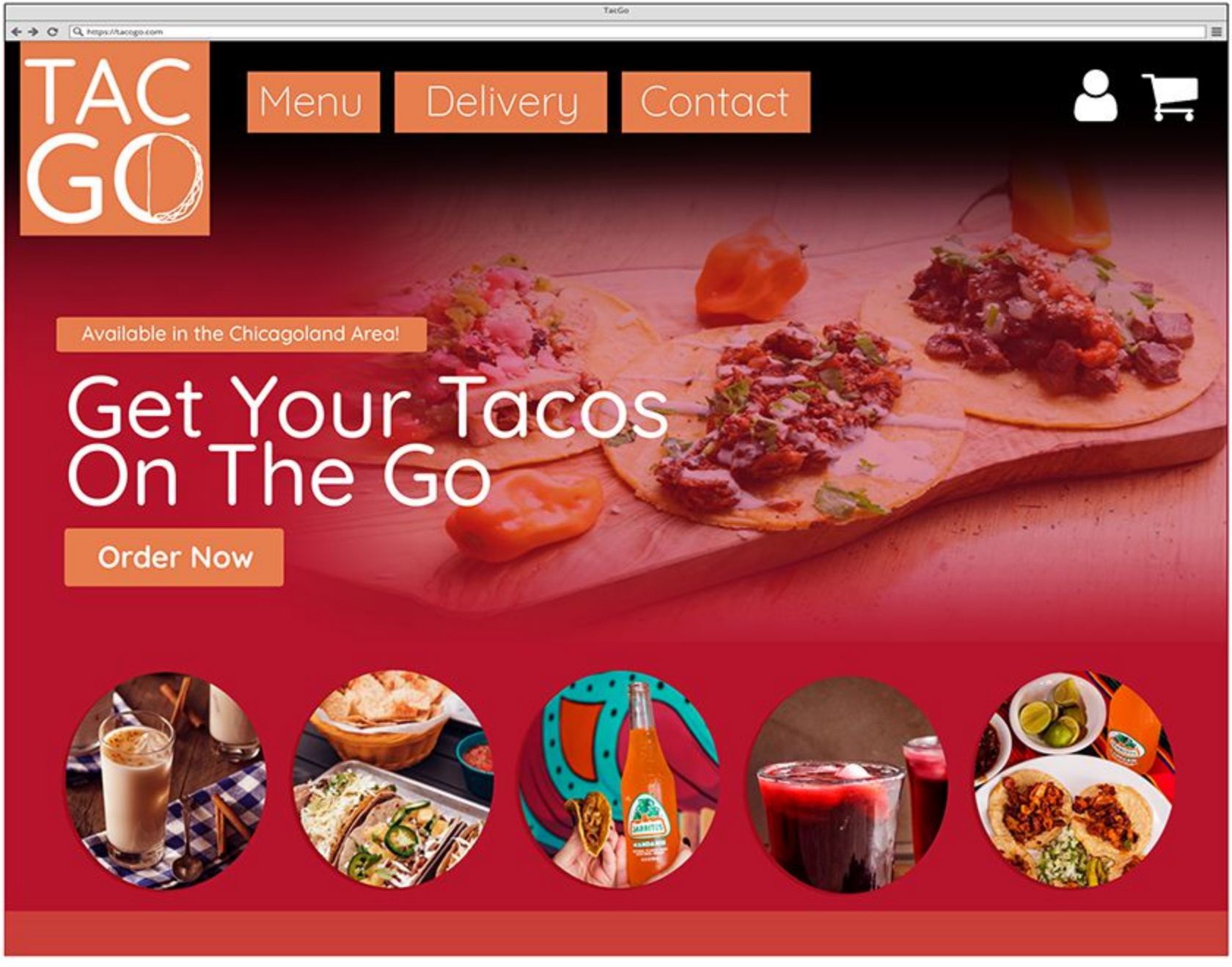
TAC
GO


09:52 AM
TAC GO
Available in the Chicagoland Area!
Get Your Tacos On The Go
Order Now


09:52 AM
TAC GO
Hours
Mon - Fri 11:00am - 9:00pm
Saturday 11:00am - 10:00pm
Sunday 1:00pm - 6:00pm


09:52 AM
TAC GO
Menu
Delivery
Contact
Location
1234 S. Adder Street
Chicago, IL 12345

09:52 AM
TAC GO
Sides
Rice
Beans
Chips & Guacamole
Protein
Carne Asada
Pollo
Al Pastor
Pescado
Drinks
Horchata
Jarrito (Lime, Orange, Pineapple)
Jamaica


TacGo
https://tacogo.com
TAC GO
Menu
Delivery
Contact
Available in the Chicagoland Area!
Get Your Tacos On The Go
Order Now

TacGo

https://tacogo.com

TAC GO

Menu | Delivery | Contact

Home > Menu

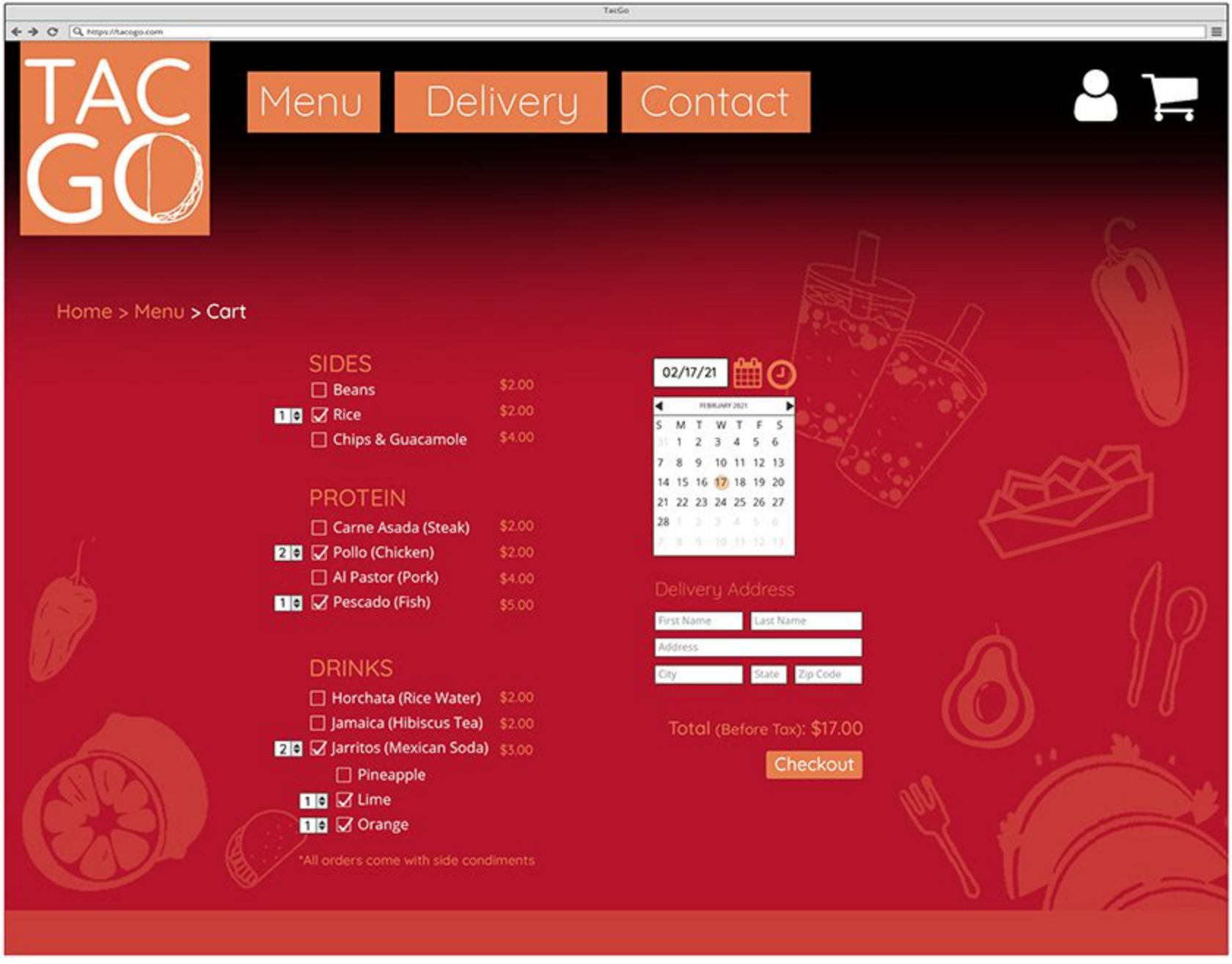
Pick and choose your custom taco plates on the go!

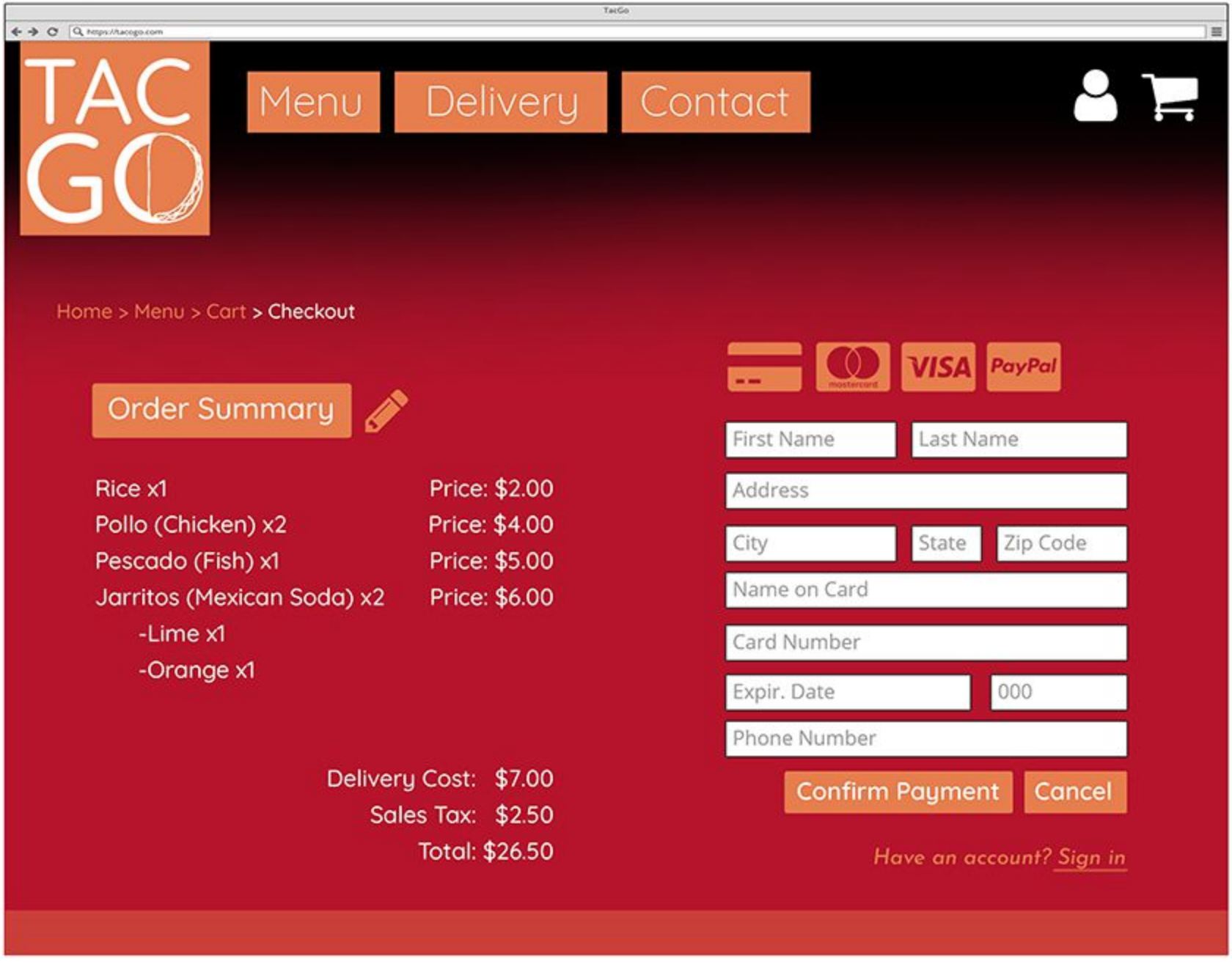
SIDES

PROTEIN

DRINKS

Order Now


TacGo
https://tacogo.com
TAC GO
Menu
Delivery
Contact
Home > Menu > Cart
SIDES
Beans $2.00
1 Rice $2.00
Chips & Guacamole $4.00
PROTEIN
Carne Asada (Steak) $2.00
2 Pollo (Chicken) $2.00
Al Pastor (Pork) $4.00
1 Pescado (Fish) $5.00
DRINKS
Horchata (Rice Water) $2.00
Jamaica (Hibiscus Tea) $2.00
2 Jarritos (Mexican Soda) $3.00
Pineapple
1 Lime
1 Orange
*All orders come with side condiments
02/17/21
FEBRUARY 2021
S M T W T F S
31 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 1 2 3 4 5 6
7 8 9 10 11 12 13
Delivery Address
First Name
Last Name
Address
City
State
Zip Code
Total (Before Tax): $17.00
Checkout


TacGo
https://tacogo.com
TAC GO
Menu
Delivery
Contact
Home > Menu > Cart > Checkout
Order Summary
Rice x1 Price: $2.00
Pollo (Chicken) x2 Price: $4.00
Pescado (Fish) x1 Price: $5.00
Jarritos (Mexican Soda) x2 Price: $6.00
-Lime x1
-Orange x1
Delivery Cost: $7.00
Sales Tax: $2.50
Total: $26.50
VISA
PayPal
First Name
Last Name
Address
City
State
Zip Code
Name on Card
Card Number
Expir. Date
000
Phone Number
Confirm Payment
Cancel
Have an account? Sign in

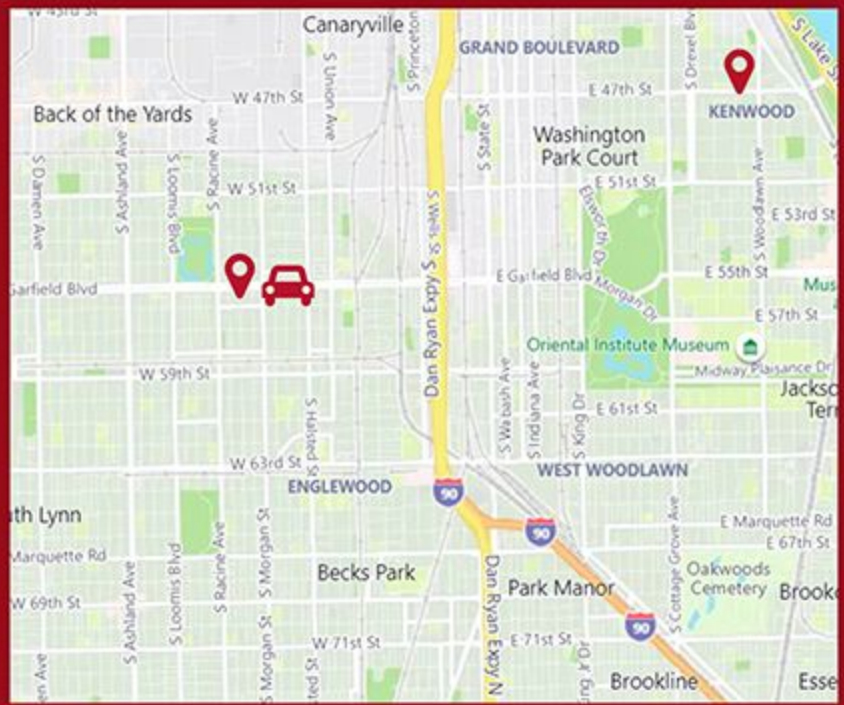
TacGo

https://tacogo.com

TAC GO

Menu | Delivery | Contact

Home > Menu > Cart > Checkout > Confirmation



Thank You!

Your order is on it's way!

Confirmation # 1876254

Tell your friends all about us!

TacGo

https://tacogo.com

TAC GO

Menu | Delivery | Contact

Home > Delivery Area

Delivering to the Chicagoland Area!

Delivery reaching from Midway to Downtown Chicago.

* Weather restrictions may apply.

TacGo

https://tacogo.com

TAC GO

Menu | Delivery | Contact

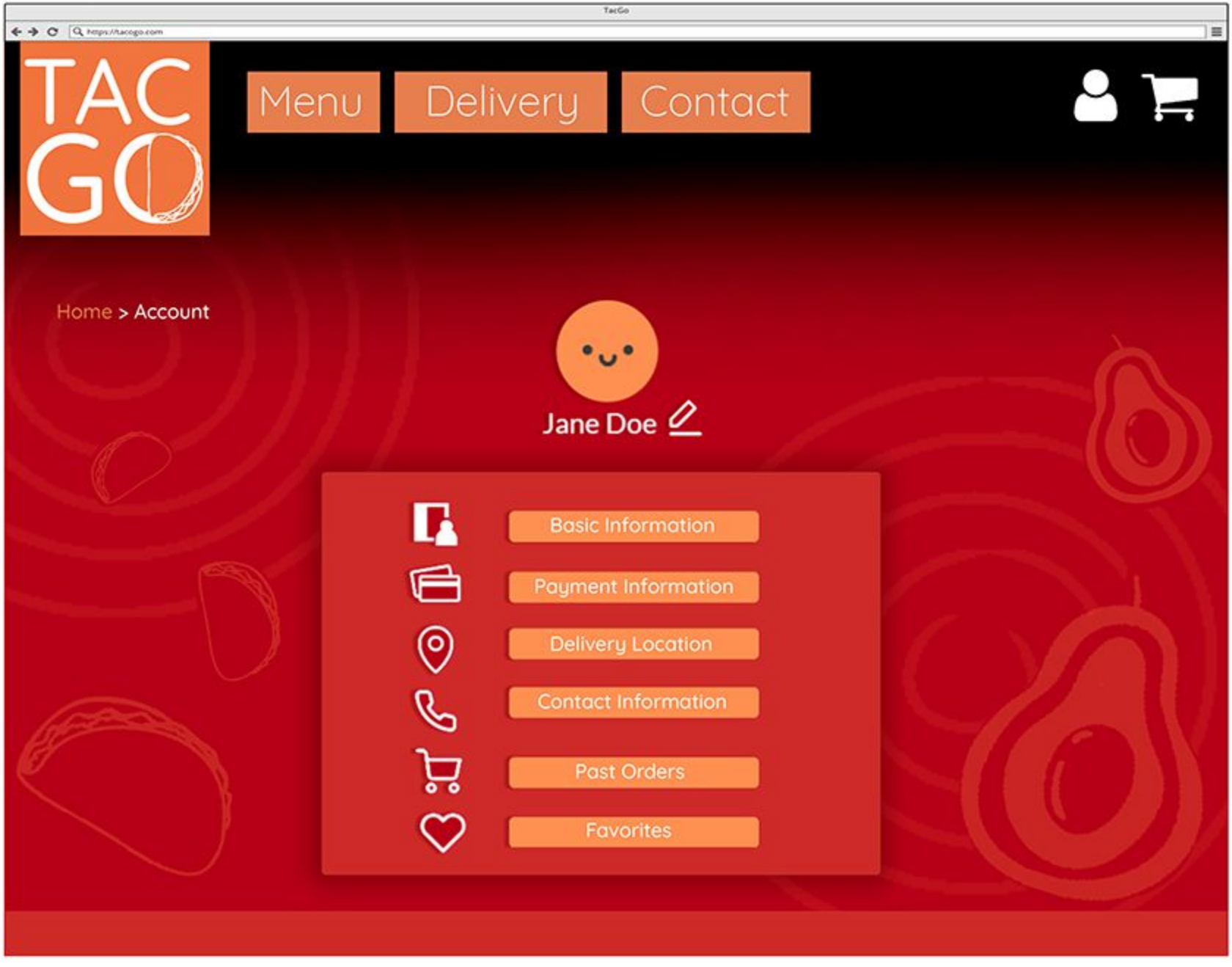
Home > Contact

TacGo

(123) 456-7891

Mon-Fri 11:00am - 9:00pm
Sat 11:00am - 10:00pm
Sun 1:00pm - 6:00pm

1234 S. Adder Street
Chicago, IL 12345


TacGo
https://tacogo.com
TAC GO
Menu
Delivery
Contact
Home > Account
Jane Doe
Basic Information
Payment Information
Delivery Location
Contact Information
Past Orders
Favorites