



El Pescada

KHAOULA ZAROUI



Restaurant Concept

Restaurant Name & URL

El Pescada
elpescada.com

Food & drink

- **Soups:**
 - Soup with Whiting fish
 - Vegetarian barley soup
 - Mushroom's soup
 - Lens' soup
- **Plates:**
 - Grilled Fish (sea bream, sea bass, red mullet)25dt
 - Fry Fish (sea bream, sea bass, red mullet, whiting)25dt
 - Sea bream fillet.....30dt
 - Grilled shrimps 40dt
 - Squid stir fry 45dt
 - Stuffed Sea bass.....30dt
 - Stuffed Squid35dt
 - Fish fingers..... 20dt
 - Ojja with Shrimps..... 15dt
 - Pizza (vegetarian, Neptun, sea fruits) 18 – 30dt
 - Couscous with Grouper fish/ vegetables/meat..... 30 - 55dt
 - Spaghetti with shrimps..... 35dt
 - **+ bread:** whole wheat bread / Lebanese bread / white bread / Tabouna bread
 - **+ sauces:** mayonnaise / ketchup / Harissa / mustard / mushroom's sauce

- **+ options:** grilled vegetables / French fries / Tastira

- **Salads:**

- Tunisian salad
- Green salad
- Mechwiya (grilled) salad
- Jardinière (steamed vegetables) salad

- **Drinks:**

- Green Tea.....4dt
- Express.....3.5dt
- Soda 33cl (Coca Cola, Pepsi Cola)6dt
- Fresh juice (Fruits of the season)8.5dt
- Red wine 36cl30dt
- White wine 36cl.....30dt
- Beer.....15dt

Location

Berge de lac, Tunis, Tunisia

Main target audience

El Pescada restaurant is destinated to various groups of people:

- College students
- Busy working folks
- Business people
- Young parents
- Tourists
- Stranges who live in Tunisia

Cost

The ratio quality price is reasonable, our clients find what they look for in a good price according to their financial situation.

Elevator pitch

El Pescada is a sea food restaurant also present a Mediterranean and national plates all alimentations are fresh and we provide a good quality spiritual drink.

Strategy

Target Audience

1- Customer 'role:

- Find a good quality meal.
- Online order.

2- Restaurant Manager 'role:

- Robust online ordering and payment system.
- Reservation management system with confirmation.

Demographics

- **Gender:** Women more than men
- **Education:** College degree and upper
- **Occupations:** Business men/woman, directors, doctors, employees
- **Age:** 25 – 65 years

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

• Personality & Attitudes:

- Professional
- Classy
- Attention to detail

• Values:

- Liberal
- Safety

• Lifestyles:

- Family
- Travelling
- Gym

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Discover the plates and their ingredients
- Location / Contact information
- Reservation system

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Provide an Online Menu
- Provide an upscale communication system.
- Improve the number of visitors.

Outline of Scope:

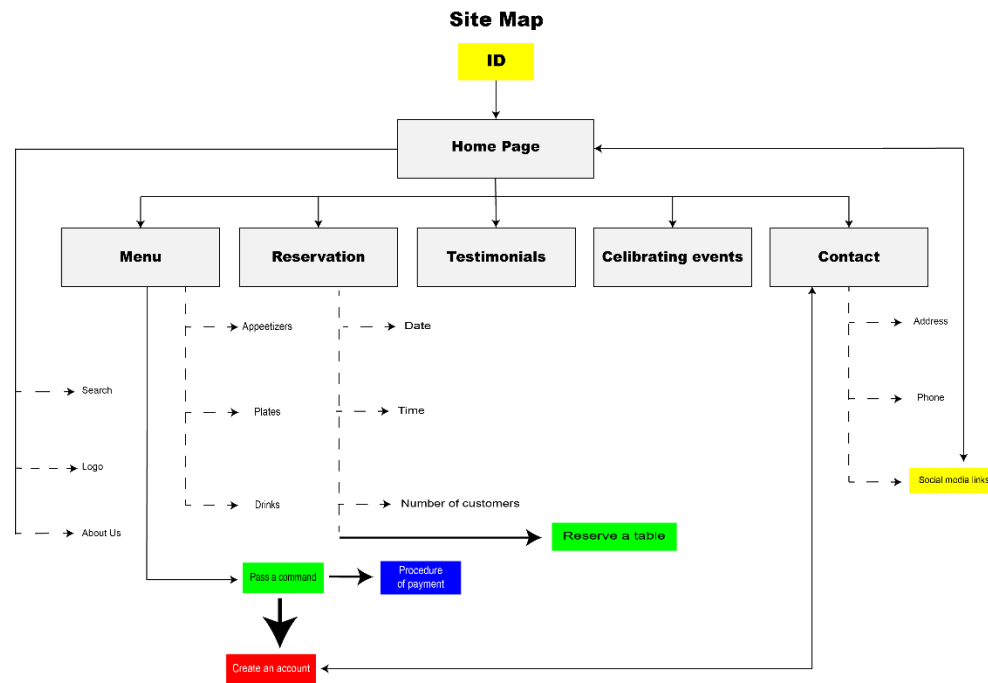
Content requirements:

- Home page
 - Search
 - Logo
 - About us
- Menu
 - Plates
 - Appetizers
 - Drinks
- Testimonials
- Celebrating images of the events
- Contact
 - Address
 - Phone Number
 - Social Media account 'links

Functionally requirements:

- Search product
- Place order
 - Contact information
 - Delivery information
 - Make payment
 - Order confirmation
- Pass a command
 - Indicate the date/time of delivery
 - Choose plates
 - Choose appetizers (salad or soup)
- Create account
 - Sign up
 - Log in
- Log in

Site Map



Web - Wireframes

Search Bar

Menu

Plates

Plate 1 1TND

Plate 2 1TND

Plate 3 1TND

Appetizers

Appetizer 1 1TND

Appetizer 2 1TND

Appetizer 3 1TND

Salads

Salad 1 1TND

Salad 2 1TND

Salad 3 1TND

Salad 4 1TND

Salad 5 1TND

Soups

Soup 1 1TND

Soup 2 1TND

Soup 3 1TND

Soup 4 1TND

Soup 5 1TND

Order Now

Reserve a Table

Date:

Time:

How many customers: 1

Reserve Now

Events

Event 1

Event 2

Event 3

Testimonials

Customer's feedback

Customer's feedback

Contact

Payment Form

General information

Full name:

Adresse:

Phone Number:

Meal information:

1. Plate index:

1. Drink index:

1. Appetizer index:

Payment information:

Payment Method:

☐ Cash

☐ Credit card

☐ PayPal

Type of credit card:

Number of credit card:

Confirmation

Summary

Plate Price: \$

Appetizer Price: \$

Drink Price: \$

Total of order: \$

Shipping: \$

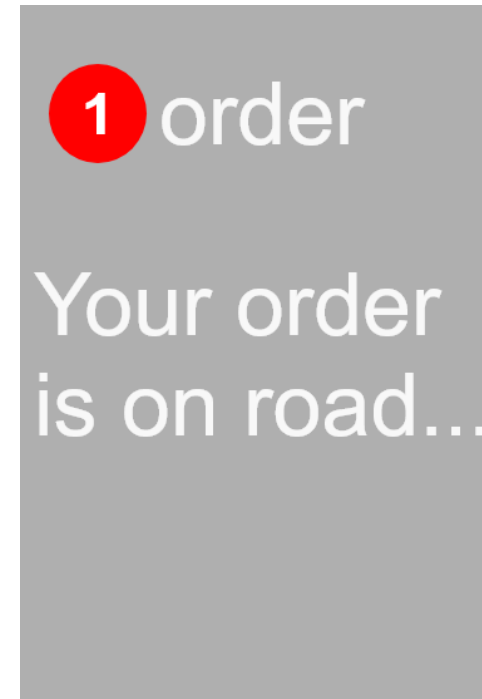
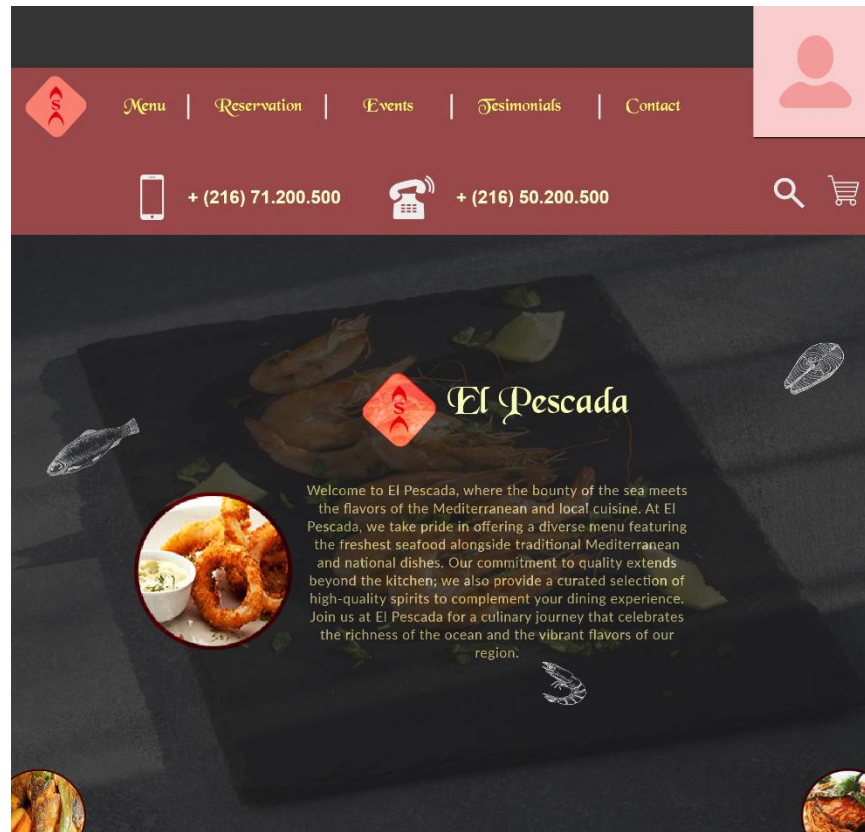
TOTALITY \$

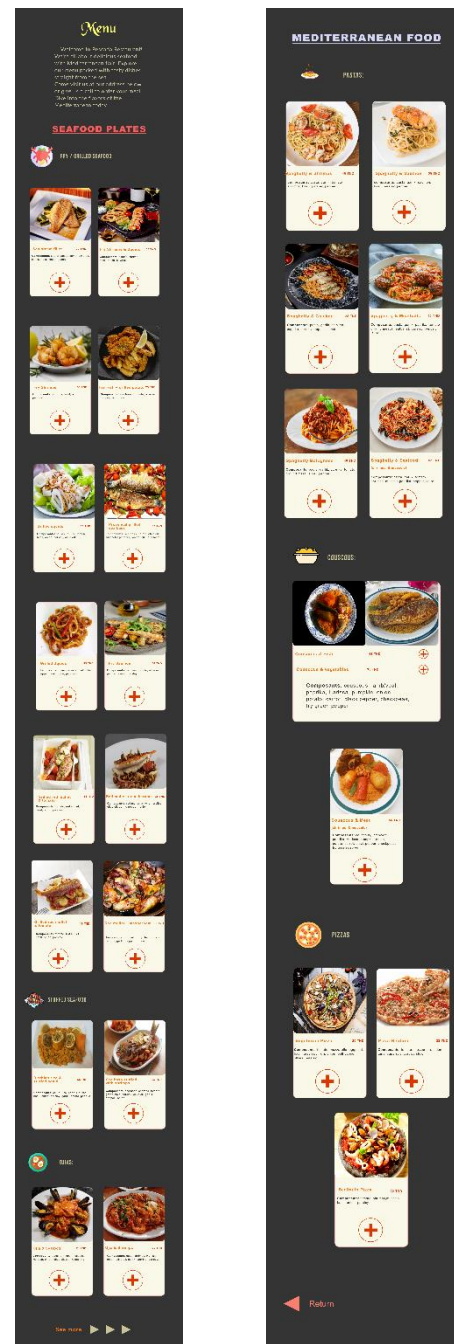
Done

Mood Boards



Full Mockups





FREE DELIVERY

Order from Pescada Restaurant and expect your delivery in about **1 HOUR** ! We're dedicated to bringing you the freshest seafood with Mediterranean flair, delivered straight to your door.

Place your order now and get ready to savor the flavors of the Mediterranean in the comfort of your own home!

YOU CAN MAKE ORDER FROM 11:00 AM TO 23:00 PM

 **Order Now**

Payment Form

General information:

Full name

Adresse

Phone Number

Payment information:

Payment Method:

- ☐  Cash
- ☐  Credit card
- ☐  PayPal

Number of credit card / paypal

Confirmation Back

BILL

TOTALITY TND

Shipping 0

Done

You've passed your
order successfully!

We'll call you
for confirmation...

[See the Cart](#)



Reserve a Table

would you have a romantic dating? birthday party or celebrate Christmas with us? Get in touch with to make a reservation !

Date

Time

Number of customers

Reserve Now!

Your reservation is done!

**We'll call you
for confirmation...**



Events



Chef's Special Night:

"Join us for an unforgettable evening of music and merriment as talented local musicians serenade you with soulful melodies and upbeat tunes. Savor delectable appetizers and handcrafted cocktails while immersing yourself in the vibrant ambiance of our restaurant's lively atmosphere."

Live Music Soiree:

"Indulge in an evening of culinary delight as our master chef unveils a special menu featuring exquisite dishes crafted with seasonal ingredients sourced from local farms."

Treat your taste buds to a symphony of flavors and textures, paired perfectly with our sommelier's selection of fine wines."

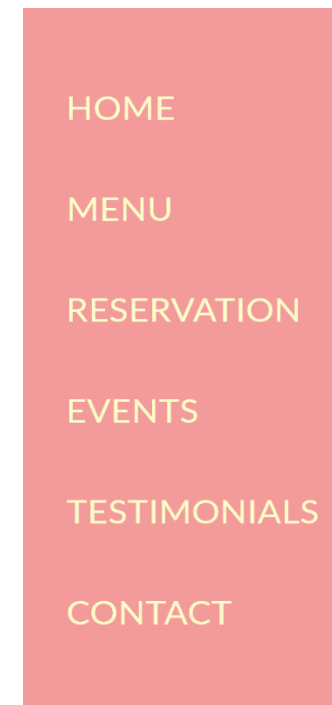


Sunday Brunch Bonanza:

"Gather your friends and family for a leisurely brunch experience like no other. Indulge in an array of delectable brunch classics, from fluffy pancakes to eggs benedict, all expertly prepared by our culinary team. Sip on bottomless mimosas and enjoy the laid-back vibes as you unwind and savor the flavors of the weekend."



Layout



**THANK YOU FOR
WATCHING !**

PREPARED BY KHAOULA...