

Icesicle Island

By: Jacqueline Loyola

Website URL

www.icesicleisland.com

Elevator Pitch

Tasty, tropical flavored ice cream, popsicles, sorbets and smoothies made with the freshest fruits. Inspired by the fruits found in the Philippine islands, we serve the Renton neighborhood these mouthwatering treats. Come visit and stay stranded on Icecicle Island!

Location

Renton, WA, United States (Suburban)

Concept

Restaurant Type

Filipino | Customizable Frozen Desserts and Beverages

Food & Drink

Customizable Tropical Fruit Flavors:

Mango | Jackfruit | Lychee | Coconut | Papaya | Pineapple | Kiwi | Lanzones | Sugar-Apple | Rambutan | Mangosteen | Star Fruit | Dragon Fruit

- Ice Cream
- Popsicles
- Sorbets
- Smoothies

Cost/Price

\$\$ - Moderate

Main Target Audience

Young Parents and Their Children | Daytime and Weekends (Family Outing)

Strategy

Target Audience

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

Roles (groups of people with similar goals)

- Parents taking their children out for sweet and healthy treats
- Middle/high school students craving for a snack after school
- Athletic and health-conscious individual looking to cool down after an intense workout at the gym
- Foodies/adventurous eaters who aren't exposed to tropical, flavored frozen desserts

Demographics

- **Gender** – Mostly women
- **Education** – High school and college graduates or higher
- **Occupations** – Stay-At-Home, Full-Time, Entrepreneur, Student
- **Age** – 20-40 year olds
- **Marital Status** – Married
- **Income** – \$40,500 and \$122,000 (Middle-Class)
- **Location** – Renton, WA | Suburban

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

Think of at least 5 details among the categories below.

- **Personality & Attitudes:**
 - Planner, Go-Getter/Always on the Move, Inquisitive, Detailed-Oriented, Independent
- **Values:**
 - Family-Oriented, Healthy Diet, Safety, Open-Minded, Moderately-Conservative
- **Lifestyles:**
 - Family Time, Drives Kids to School and Extra-Curricular Activities, Active in Fitness, Attends Church, Fashionable

Strategy

User Needs

The website needs to enable the user to:

- Find out if the restaurant delivers to their area
- Order food online
- Offer a consistent and excellent mobile experience
- Customize orders online ahead of time so it's ready for pickup or delivery
- See past order history and easily place the same orders in the future
- Contact employee for questions or issues with an order

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered
- Provide a system for order customization
- Communicate fun, warm, welcoming and family environment
- Emphasize on guaranteed use of fresh fruits and ingredients
- Explain what the tropical fruit flavors are along with their health benefits
- Reliability in smooth online transactions across all desktop and mobile devices

Strategy

User Personas (optional)



Juliet Jones (27) – Stay-At-Home Mom

- Parent Teacher Association (PTA) President at St. James Academy
- Married for 5 years with 2 children
- *“Everything I do is for my kids”*
- Volunteers at the Children’s Hospital
- Enjoys oil painting, baking and reading



Jermaine Santos (33) – Cross-Fit Business Owner & Instructor

- Motivational speaker who promotes healthy eating and exercise to youth in schools and community centers
- Married for 10 years with 3 children
- *“Wealth is health and I live by this mantra daily”*
- Cooks paleo dishes
- Loves break-dancing and DJing



Mary Grace Mendoza (15) – High-School Student

- Student at Renton Arts and Technology Academy
- Class President and active in swimming and tennis
- *“I’m always on the go so I rely on my phone”*
- Social media influencer
- Interested in photography and drawing

Outline of Scope

Content Requirements

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

“The user will be looking for...”

- Customize menu (e.g.: Ice Cream, Popsicles, Sorbets, Smoothies, Flavors, Toppings)
- Images of logo, frozen treats and tropical fruits
- About us (“Our Journey”)
- Customer reviews (“Be Heard”)
- Contact us (e.g.: Phone Number, Address/Location, Business Hours, Social Media (Facebook, Instagram, Twitter) icons/links)
- FAQs (e.g.: Descriptions on the health benefits of the tropical fruits we use)
- Text/copy emphasizing the usage of the freshest fruits (100% Fruits) and ingredients and that we have a warm, welcoming family environment

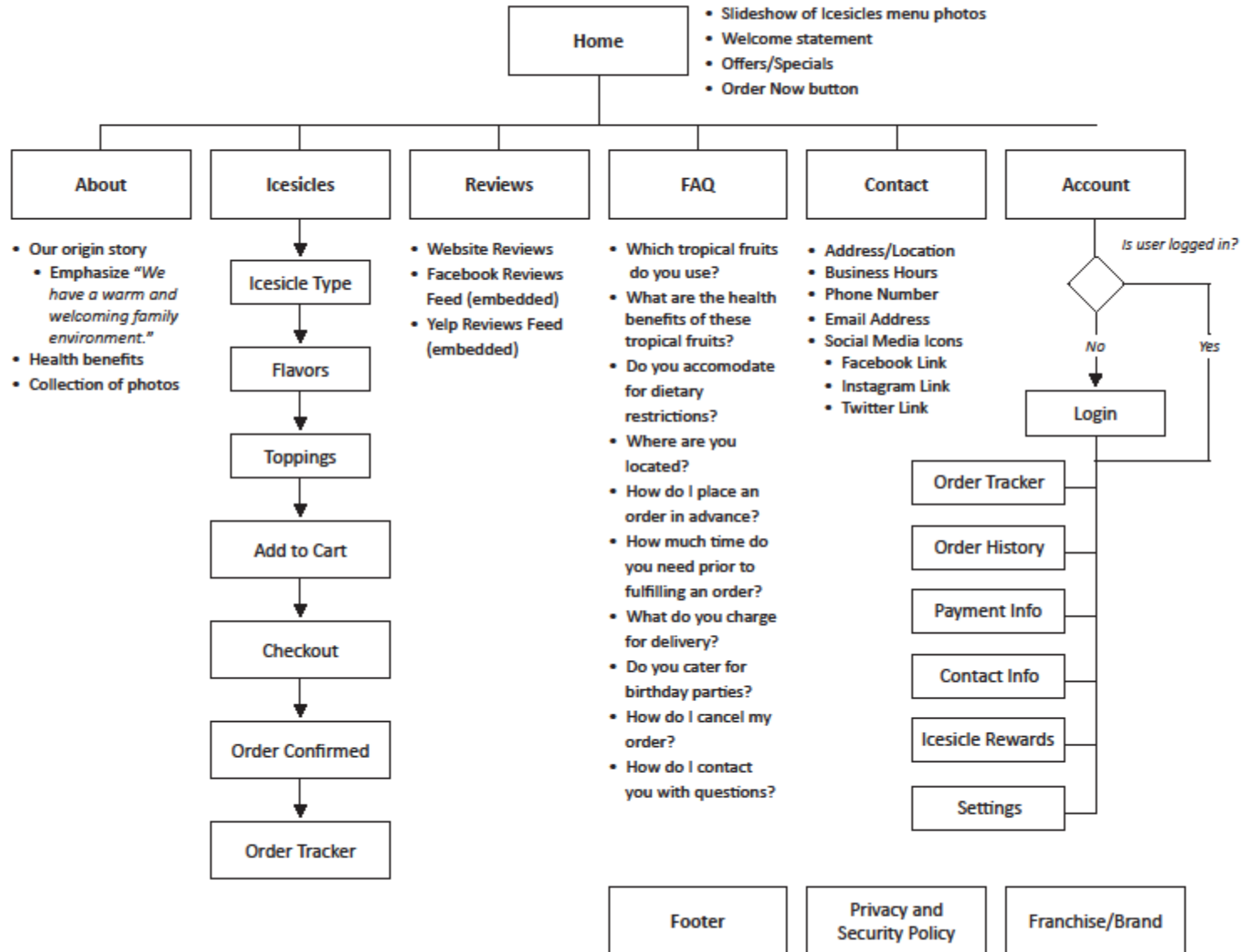
Functionality Requirements

Systems that will allow the user accomplish tasks.

“The user will be able to...”

- Select and customize orders (e.g.: choose frozen treat options, flavors, toppings, image zoom, quantity, item price, date/time for delivery or in-person pickup, delivery tracker information, contact information, payment transaction, order confirmation)
- Register by filling out an online form for our “Icesicle Islander” rewards program where it keeps track of points earned based on purchases made via mobile app and in-person that can be used towards discounts on future purchases
- Sign up to be added to our mailing list where they’ll receive emails about special offers/deals and other marketing-related announcements
- Adjust or cancel their orders after it’s been placed within a suitable time frame (e.g.: At least 1 hour advanced notice)
- Create an account (e.g.: Save/add to favorites your customized frozen treat combinations)
- Log in (e.g.: View current orders including delivery information, past orders, rewards, saved payment information, personalized experience that greets the customer by first name, list of recommended frozen dessert options tailored to customer’s favorite flavors)

Sitemap



Other Ideas

Oh My Gulay!

- Filipino | Customizable Salads and Vegetarian Dishes
- Aimed at busy, health-conscious working folks
- Suburban | Renton, WA
- \$\$ - Moderate
- Problem: Not too familiar with Filipino salads and vegetarian dishes.

Pho All Night

- 24/7 Vietnamese Fusion | Vegetarian & Non-Vegetarian Noodle Soups
- Aimed at college students and late night partygoers
- Urban (College Town) | Seattle, WA (Capitol Hill Neighborhood)
- \$ - Moderate
- Problem: Not too familiar with the target market.