

FIVE GUYS

BURGERS and FRIES

Project Brief

Company Summary

Five Guys is a fast casual restaurant chain focused on hamburgers, hot dogs, and French fries, with its headquarters in the Lorton community in unincorporated Fairfax County, Virginia. The first Five Guys restaurant opened in 1986 in Arlington County, Virginia, and between 1986 and 2001, the chain expanded to five locations scattered through the Washington, D.C. metro area.

In early 2003, the chain began franchising, opening the doors to rapid expansion. In a year and a half, permits had been sold for over 300 franchised locations. As of 2012, Five Guys has over 1,000 locations open throughout the United States and Canada and over 1500 locations under development.

Problem Statement

Currently, there are two ways in which one could order food at Five Guys; going to the franchise store directly and placing your order, or through an App. The App allows you to search by zipcode and then choose the nearest location from a list given to you based on that. Both methods require you to be at the franchise physically in order to get your food. In this scenario, Five Guys is looking to expand their business by giving a delivery option so that the customers do not have to leave the comfort of their home in order to enjoy their food.

Goals

We will be revamping the current app to support delivery in order to meet our goal. The app should remain simple enough that a customer is able to make an order and have it in the system within seconds. This means that we will be using a simple design that is also attractive to the customer.

The Current state of the app is too simple with nothing but text. We will add pictures to the menu to make it more enticing for those browsing to order from the app. We will also omit several redundancies through the app so that it is easier to navigate.

Targeted Market

The targeted market would not change in order to keep up with the brand needs. However, by having an app that allows for delivery, it expands the business opportunities especially to the customers that might not be able to drive or make it to a specific location.

Time Frame

Target Launch Date: **Month, Day, Year.**

- month, day: lo-fi drafts
- month, day: lo-fi sketch
- month, day: lo-fi testing
- month, day: begin hi-fi design.

Sponsors

Sponser Name	Sponser Name	Sponser Name
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