

Client Information

Client Name: **Roti Wala Snack House and Cafe**

Location: 3141 Kingsway, Vancouver BC

Positioning: Authentic Bangladeshi street food and snack house in Vancouver, with focus on fresh roti, chai, snacks, and biryani.

Services: Dine in, takeout, delivery through platforms like Uber Eats and DoorDash.

Signature dishes mentioned online: Beef Tehari, Dhakaiya Murgh Pulaw, Haleem, Bhuna Khichuri, Fuchka, Mughlai Paratha, dessert items like Firni, Rasmalai, Desi Doi.

Operating hours :

Sun to Thu: around 11:00 to 22:00

Fri and Sat: around 11:00 to 23:30

Halal: Featured as part of a “Halal food in Metro Vancouver” series and mentioned in halal focused communities.

Community connection: Featured by Halal in Vancouver, and partnered as food sponsor for local Bangladeshi events and concerts.



Audience research

Segment A: Bangladeshi students and young workers.

Age: 19 to 30

Status: Students at BCIT, SFU, UCW, UBC, plus new immigrants working entry level jobs.

Needs:

- Affordable lunch and dinner
- Familiar food that feels like home
- Easy online ordering on phone

Behaviours:

- Use Uber Eats and DoorDash often
- Discover places through Facebook groups like “Bangladeshi Life in Vancouver” and Instagram stories.

Segment B: Bangladeshi families in Metro Vancouver

Age: 30 to 55

Needs:

- Reliable place for family dinner
- Catering for events and religious days
- Clear halal assurance and kid friendly dishes

Behaviours:

- Call directly or message on WhatsApp or Facebook
- Check Google Maps reviews and photos before visiting

Segment C – Curious food lovers (non Bangladeshi)

Age: 24 to 40

Needs:

- “Authentic” food experience
- Clear English menu and price
- Simple explanation of dishes

Behaviours:

- Discover via Google Maps, Instagram, TikTok food content
- Decide based on star rating and photos

Problems with current digital experience

Limited structure and content depth

Current official site mainly has a single page with hero, story, and basic info, plus a separate simple menu page.
No dedicated sections for reviews, gallery, separate menu categories, or clear online ordering options.

Discoverability of ordering options

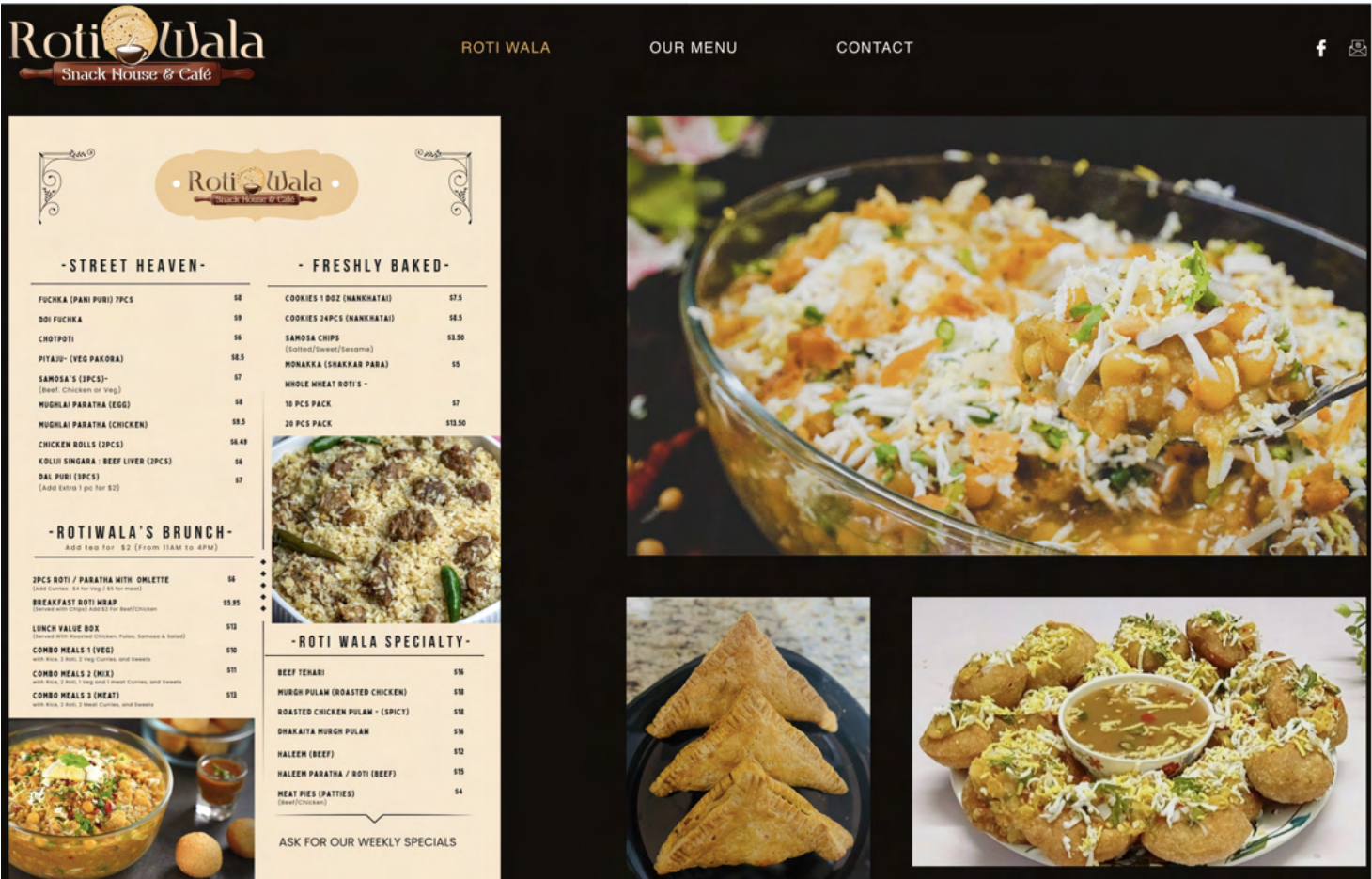
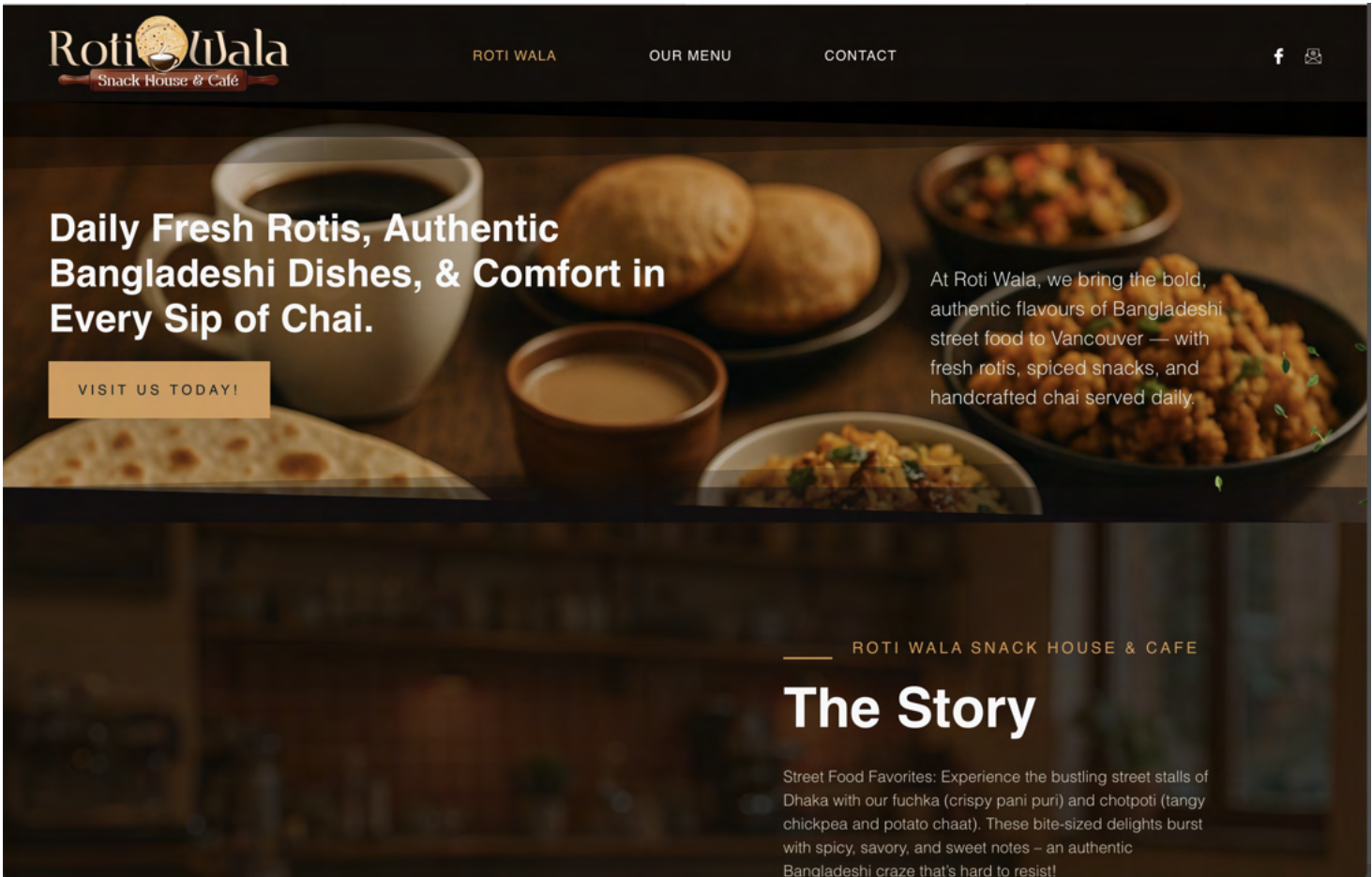
Delivery exists through Uber Eats and DoorDash, but the website does not clearly highlight platform choices with strong visual buttons.

Information clarity gaps

Website copy is charming but slightly long and not structured for quick scanning.
No quick view of signature dishes, dietary tags (halal, vegetarian), or spice levels.

Visual hierarchy

Hero is quite text heavy.
Imagery exists but can be better integrated into a consistent visual system that highlights their strongest dishes.



Traffic and device behaviour

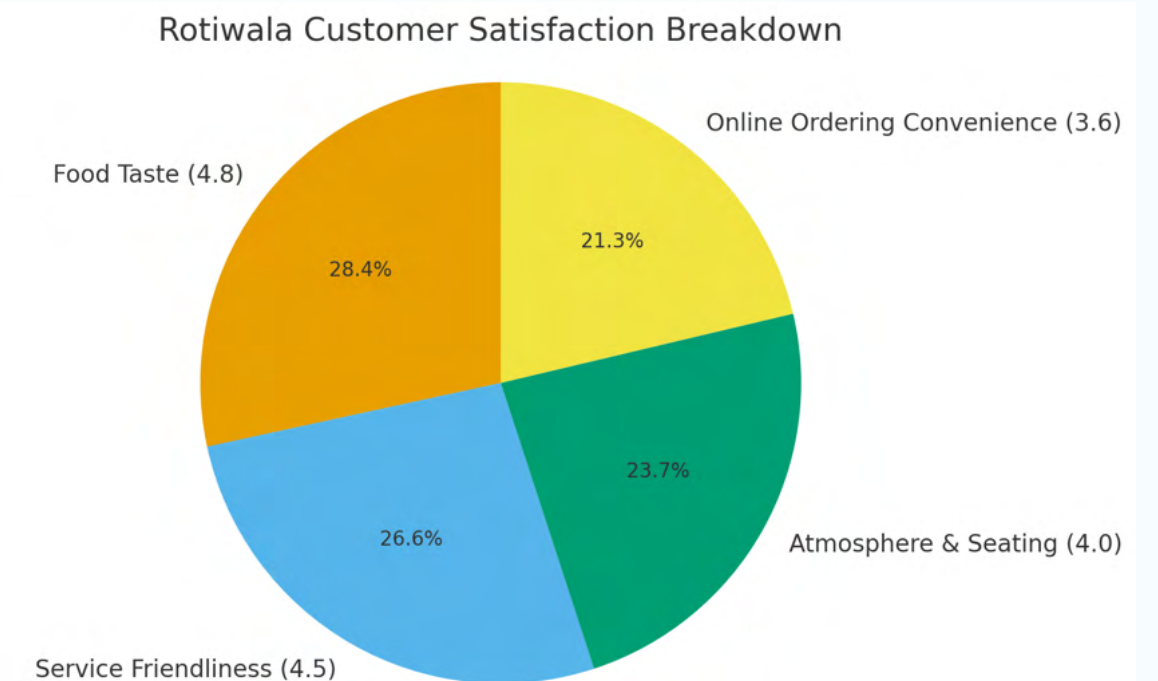
Approximate monthly website visits: 2,800 sessions

Device split:

- Mobile: 72 percent
- Desktop: 23 percent
- Tablet: 5 percent

Traffic sources:

- Social media (Instagram, Facebook): 34 percent
- Direct / word of mouth: 30 percent
- Food delivery platforms (Uber Eats, DoorDash links): 27 percent
- Google Maps and search: 9 percent.



Insight for design:

The site must be mobile first, with very fast access to menu and ordering from the hero.

Survey of 60 Bangladeshi people in Vancouver who visited or ordered from Rotiwala at least once.

How do you usually discover places like Rotiwala?

- Facebook or WhatsApp community groups: 40 percent
- Friends and family recommendations: 30 percent
- Google Maps search: 20 percent
- Instagram or TikTok content: 10 percent

Top reasons to choose Rotiwala instead of cooking at home:

- Craving authentic Bangladeshi taste: 62 percent
- Convenience after work or class: 48 percent
- Special items like Kacchi or Beef Tehari that are hard to cook at home: 37 percent

What information do you want to see first on the website?

- Menu and prices: 78 percent
- Location and hours: 67 percent
- Confirmation that food is halal: 55 percent
- Delivery partners and online ordering links: 42 percent
- Photos of real dishes: 35 percent

Pain points with current food ordering experience from South Asian restaurants in Vancouver (not only Rotiwala):

- Menu is confusing or badly formatted on phone: 53 percent
- No clear allergen or spice information: 38 percent
- Website looks outdated and does not inspire trust: 32 percent
- Hard to understand what the dish actually is from the name: 28 percent

Key design opprtunities

Make it very easy to decide what to eat.

- Clear menu categories

- Highlighted signature items like Kacchi Biryani, Tehari, Haleem, and snack plates

- Short English descriptions with optional Bangla name

Show trust quickly for Bangladeshi community.

- Strong halal badge above the fold

- Visible vegetarian and beef free options

- Real photos of food and team

Simplify the path to order.

- One main CTA in hero: “Order for delivery” or “Order now”

- Secondary CTA: “View full menu”

- Platforms clearly displayed: Uber Eats, DoorDash, call to order

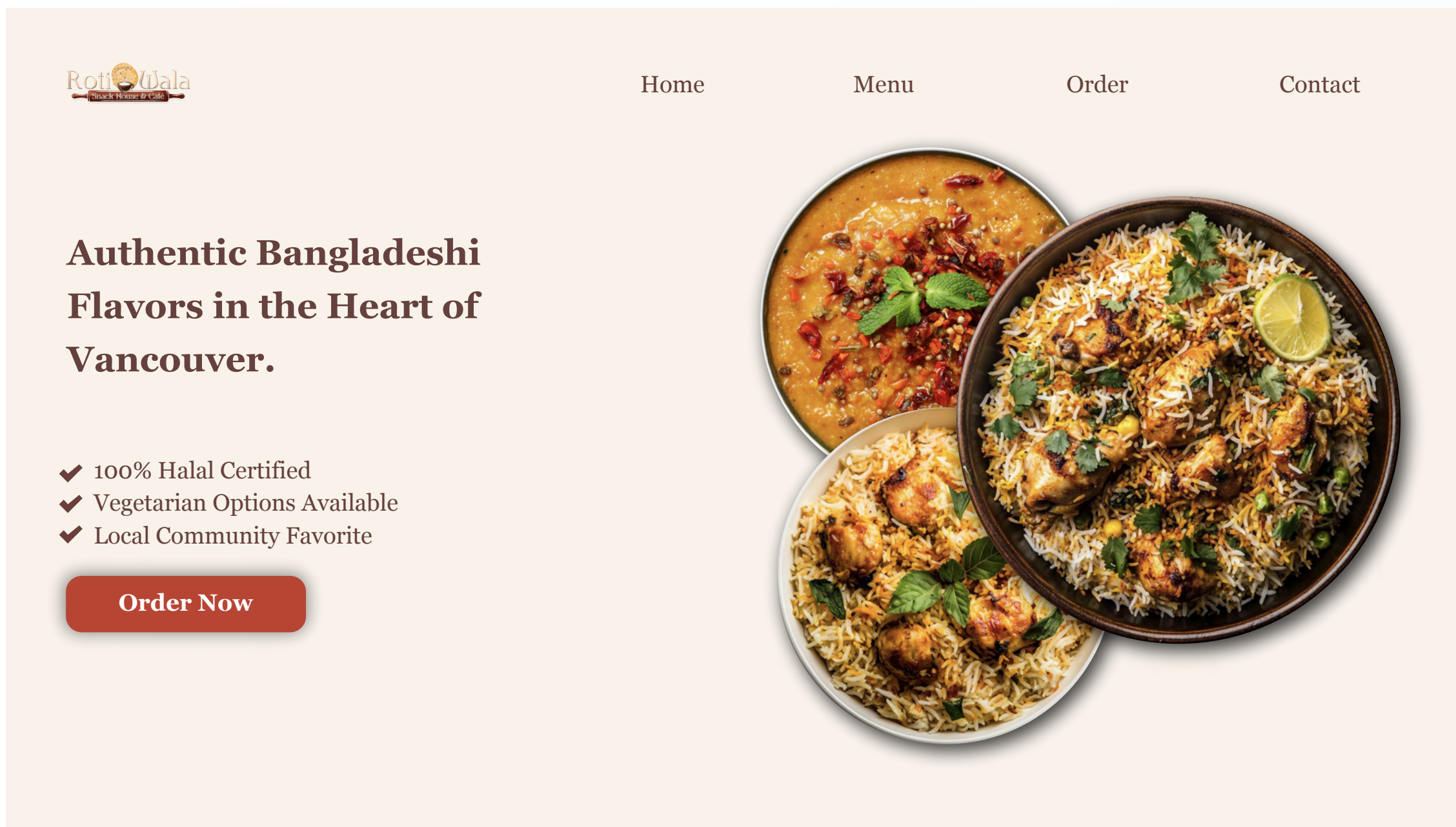
Celebrate culture in a clean modern way.

- Warm colours inspired by tea, biryani, and terracotta

- Subtle patterns inspired by nakshi katha or traditional motifs, used as accents

- Photography that feels real and close, not over styled

Home Page



Signature Dish

Our Signature Dishes



Slow cooked basmati rice layered with tender marinated beef, aromatic spices, and soft potatoes for a true Dhaka style flavor.

[View in menu](#)



A fragrant chicken and rice dish cooked in aromatic spices and clarified butter for a classic Bangladeshi flavor.

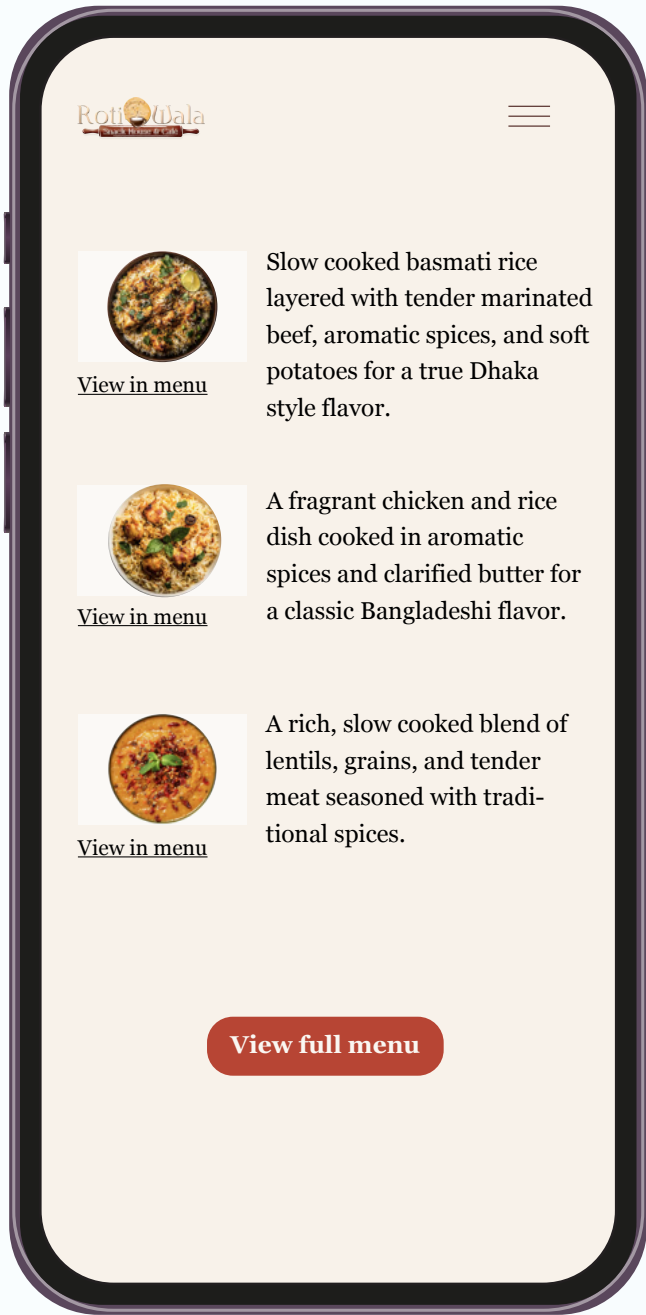
[View in menu](#)



A rich, slow cooked blend of lentils, grains, and tender meat seasoned with traditional spices.

[View in menu](#)

[View full menu](#)



Why Rotiwala



Why People Choose Rotiwala

Halal Always

Every dish at Rotiwala is made with halal certified ingredients and respectful preparation methods. We take this commitment seriously, ensuring that your food is not only delicious but also aligned with the values you trust.

True Home Style Flavor

From hand mixed spice blends to slow simmered bases, our kitchen follows time honored methods to recreate the rich, layered taste of Bangladeshi meals at home.

Rooted in Community

Rotiwala grew from a desire to bring familiar flavors to our community. We stay involved in local gatherings and cultural moments, building relationships that go beyond the table.

Service That Feels Personal

We believe hospitality should feel natural. From greeting you at the door to preparing your order with care, our team works to make every visit feel easy and comfortable.



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Direct CTA

Order Your Favorite Bangladeshi Dishes Today

Fast delivery. Easy takeout. Warm dine in experience.



Order on
Uber Eats



Order on
DoorDash

3141 Kingway, Vancouver, BC
(604) 715-6817

Sun to Thu: 11:00 to 22:00
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