

Client Brief Statement

Food Revolution is a service and food production company that delivers well-prepared and pre-measured packages of ingredients with recipes for customers to prepare meals. Through the online store and ordering system, customer chooses how many meals they want to be delivered weekly. Ingredients are farm-fresh and local whenever possible.

The website gives information on the benefits of the program, pricing, and how the program works. There is a display of the food and recipes for the following week and keeps an archive of previous recipes.

The website message is

Audience Analysis

1. What is your job role? Your Title?
2. What is your age?
3. What do you want to know about this topic (Food revolution)?
4. Do you have any food symptoms like allergies or diabetes?
5. How much time do you spent grocery shopping and preparing food?
6. How often do you eat out because you don't have time to shop and prepare food to cook?
7. How many Hours do you spend working and commuting from home to work.?
8. How do you plan on using this information?
9. How do you rate your current interest in this information? Rate on a scale of 1 - 10
10. Would you like to be a member: (Y/N)
11. I would like detailed information on how to use our website. Rate on a scale of 1 -10

Client Brief - Questionnaire

Company Information
Name: Food Revolution
Description: Service, Delivers prepackaged meal of ingredients and recipes. Ingredients are

Food Revolution
Local, Fresh, Delivered

We deliver healthy and delicious recipes with all the pre-measured ingredients to your door each week. Local farms and business supplied.

Unique Value

based on individual health needs / nutritional consultation / work with your physician

Feature List

feature	source	phase
e-commerce	Third party	
Newsletter signup	First	
blog	Integrated in column front page	
Membership group		Phase two
Login w /membership group		Phase two
Video	embedded	Phase two
Landing Page		Phase two
search		
gift-card	Part of the store	
Social Media	Shared link - with friends	
Rating		
Health Habits Quiz		
Bio(s)		

Content List

testimonials		
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Customer stories		
Vldeo Demo	YouTube	
FAQ's	accordion	
BBB	Trust - Award section	

pre-measured and meals are interesting yet simple nutritionally balanced and varied.
History: Team of professionals: 20 years experienced chef, 15 years experienced nutritional counselor, farm specialist, kitchen specialist.
Message
Living a Healthy Lifestyle with a little help (byline) Cooking is a healthy part of life. With limited time you can fit it in and learn at the same time.
Goals
<ol style="list-style-type: none"> 1) Brand awareness (what it is about, the benefits, the quality) 2) Have people download my decision sheet 3) Current customers to submit comments and share experiences (monitored)
How will you measure success?
Click on the app or download the pdf
Send an email for more infor
Register for an event through the website.
Traffic
From email direct marketing, from paid search advertising
Social media Instagram and Twitter
Competition / Market Position
Hellofresh.com, Blueapron.com, doortodoororganics.com
New. Every Saturday at Farmer Markets doing demos.
Unique - What makes you remarkable?
<p>Local, Local Events that people can come to try the product out. Video recipes. Based on Science.</p>
Give back to the community give cooking lessons and packages to needy people.
Value
<ol style="list-style-type: none"> 1) Flexible subscription 2) No Food Waste 3) Learn while doing

4) Fun, easy, delicious
What do you like / or dislike about your Company (strength & weakness).
Good people work at this company that really care. No track record. Will have to start small and possibly may have to close orders for the week at a certain level of business. This may drive people to order early or to abandon. If they order early then can plan and deliver more meals. (damage control if this happens)
Target Audience
Singles age 21 - 34 work 40-60 hrs and/or go to school (busy) Married Couple work 40-60 hrs and want to spend time together cooking. Married Couple with one Child work 40-60 hrs (overloaded)
Why does your target audience need this website?
Save time. No grocery shopping.
Eat a healthier diet.
Need to learn how to plan meals. Need to learn how to cook.
Design
Have a logo. Have a color theme
What is your Budget?
\$5000
Do you have a Time deadline.
2 months

Please check any pages/features you envision as part of your site:

Basic:

- Home
- About (Us)
- Services
- Client List

Contact (Us)

Directions

News

FAQs

Links

Resources

Bio(s)

Site Map

Login w/Member group

Special Features:

Flash

Video (Video Demo)

Image Gallery

Portfolio

Illustration

Testimonials

Quotes

Map

Search

Newsletter

Upcoming Events

Online Payment

Uploads

Downloads

Landing Page

Gift-Card

Social Media

e-Commerce

BBB (Trust - Award Section)

Database Solutions:

Calendar

Articles Database

Archive Database

- Create Account
- Login
- Shop
- Products
- Store
- Shopping Cart
- Forum
- Blog
- RSS Feed
- Custom Database
- Content Management System

Strategy: Being Local

Michigan Vendors & Vendors

<http://www.twisted-rooster.com/Suppliers>



Food Revolution

Persona

1. Single Female and Male age 21 - 34
 - a. Work 40 - 60 Hrs.a week.
2. Married Couple
 - a. Work 40 - 60 Hrs. a week.
3. Married Couple or Single with one Child.
 - a. Work 40 - 50 Hrs. a week.
4. People have Symptoms (example: allergies, lose weight)



Married Couple
Adam and Jane
Ages 28 - 26

Adam is an Architecture and
Jane is a Nurse.

Both work day jobs.
Both work 40 - 60 Hours a week.

Goals

They both want to retire in thier mid 40's
and travel.

Likes

They like to cook together.
They like to travel and workaholics.



- Christopher A. Alabi
- AGE: 29
- Dept: Chemical and Biomolecular Engineering
- Title: Assistant Professor and Nancy and Peter Meinig Family Investigator in the Life Sciences

Education

- BS (Chemical Engineering), Stevens Institute of Technology, 2004
- BS (Chemistry), New York University, 2004
- Ph D (Chemistry), California Institute of Technology, 2009
- NIH Postdoctoral Fellow Massachusetts Institute of Technology, 2013

GOALS

Teaching Interests

Christopher Alabi teaches ChemE 4180: an elective class for chemical, biomedical and biological engineering students at the senior and MEng levels.

Selected Awards and Honors

- Herb Fried Award 2004
- Distinguished Chemical Engineering Student Award 2004
- Founders Day Award, Honors Scholar 2004
- Benjamin J. Rosen Fellowship 2004
- NIH Ruth Kirschstein NRSA Postdoctoral Fellowship (National Institute of Health) 2010

LIKES

I've been receiving HelloFresh boxes for about 6 months and I'm very happy. I work a lot, love to cook and can afford to spend \$70 for 6+ meals. I don't mind the leftovers and I find that some recipes require a bit of tweaking for my tastes (usually a touch of heat) and I'm able to do that with a well-stocked pantry. I love the variety and the options are sufficient. It's so nice to not have to go to the grocery store on a weeknight to figure out what I want to eat for the next few days.

Full Design Project
Wireframe Worksheet

Name TONY SOYAD

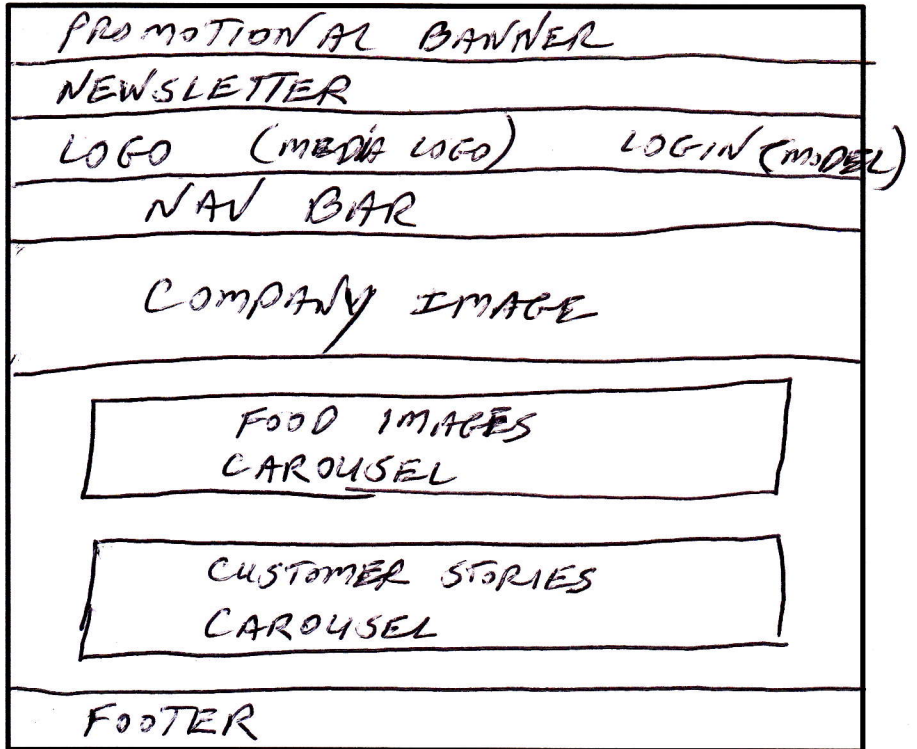
MACA 2917 > Web Design 2

Wireframe for: FOOD REVOLUTION

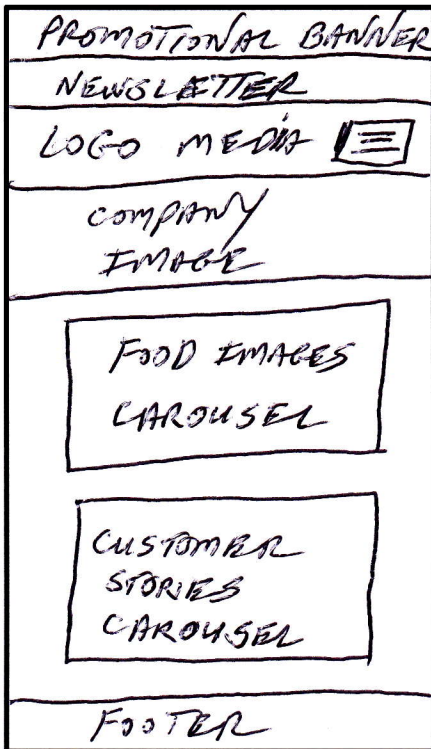
id = wrapper w= 320px



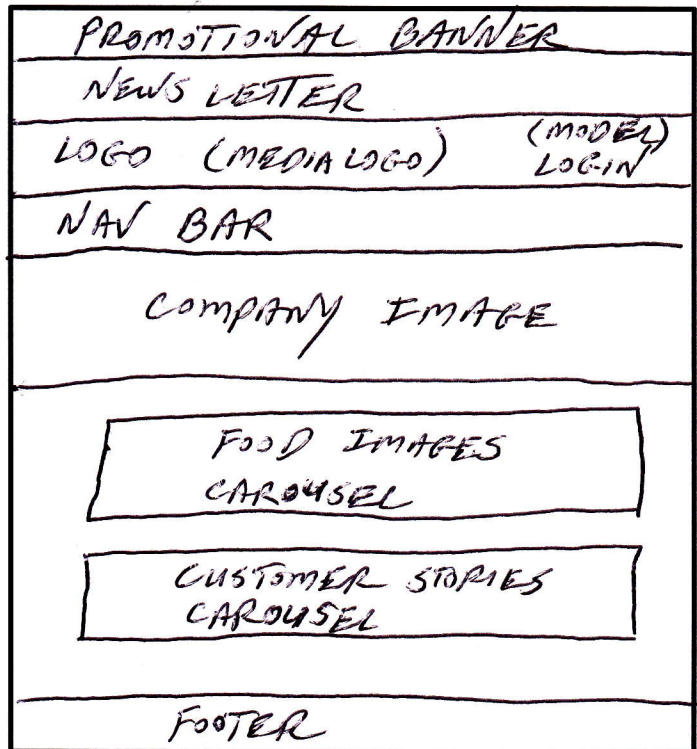
id = wrapper w= 960px



id = wrapper w= 480px



id = wrapper w= 768px



Food Revolution

Visual identity and designing for persuasion.

Possible Colors



Textures

[This is an example of a Text link »](#)



Font: Name #hexcode

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Adjectives



Informational

Local

Healthy



Credibility

Persuasion