

OlaFresco

Health is wealth

About us

OlaFresco is a home meal-delivery kit. Once a week, users can select recipes which will be delivered to their home. Each recipe comes with step-by-step instructions and every ingredient needed to cook each meal at home.



Brand Goals

ENCOURAGE ECO-RESPONSABILITY

PROVIDE QUICK AND HEALTHY FOOD TO PEOPLE
SUFFERING FROM ALLERGIES

PROVIDE FOOD FROM LOCAL-BASED FARMERS

TARGET AUDIENCE

OlaFresco targets 2 customer segments



ANNIE (32)

Marital status:

Married no kids

occupation: product manager

**THE ADVENTUROUS CHEF
WITH NO TIME**

BEHAVIOR

- Cooks dinner four times a week
- Brings her lunch to work every day
- Likes to go to the gym
- Connects with her husband by eating dinner together every night

GOALS

- Wants to upgrade her cooking skills
- Wants to save time

PAIN POINTS

- Works long hours
- Hates grocery shopping
- Suffering from food allergies

NEEDS

- A variety of recipes
- Healthy recipe choices
- Recipes that are quick to put together

TARGET AUDIENCE

OlaFresco targets 2 customer segments



DANNY (22)

Marital status:

Single, lives with roommate

occupation: Student

THE NEWBIE IN THE KITCHEN

BEHAVIOR

- Goes to the gym 5 times a week
- Never missed watching his team play
- Is trying to cook more often to be healthier
- Does not enjoy cooking

GOALS

- Wants to cook with healthy, fresh ingredients
- Wants to learn how to cook so he will enjoy it more
- Wants to save time and cut his budget

PAIN POINTS

- Not a good cook
- Does not have a lot of time
- Is not an adventurous eater

NEEDS

- Easy to follow recipes
- Lower calorie recipes
- Recipes that are easy to put together

Project features



1

A landing page
that explains our
services

2

A member section
to update their
profile and
personal
preferences

3

A member section
to track their
orders

4

An admin section
to update menus
and boxes

5

An admin section
to keep track of all
the orders

User Functionalities

LOG IN

(Email, password)

CHOOSE PLANS

PAYMENT INFO APPLY

SIGN UP

(Email, password)

REGISTER PLANS

CHECKOUT

ERROR AND RESET

**SHIPPING INFO
CONFIRMATION**

Schedule



PHASE 1

Agile team setup

PHASE 2

Wireframe

PHASE 3

Development
version in 2 weeks

PHASE 4

Production in 3
weeks

PHASE 5

Live + testing

PROJECT COMPLETION

Deadline 4 weeks from Phase 1

Budget

Total budget for this project
is 3000 EUR

If the client cancels the
project more than one month
prior to the start date, you
will be paid a kill fee of 20
percent of the estimated
costs

PHASE 1 + PHASE 2

1000 EUR

PHASE 3 + PHASE 4

1500 EUR

PHASE 5

500 EUR

Success measure

Success will be measured based on productivity and efficiency; whether or not the development team meets the due dates for Step 1, 2, and 3.

Besides the dates, client's feedback on quality and professionalism during each step will be taken into account while overseeing the project.