OlaFresco

Health is wealth

About us

OlaFresco is a home meal-delivery kit. Once a week, users can select 3 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.
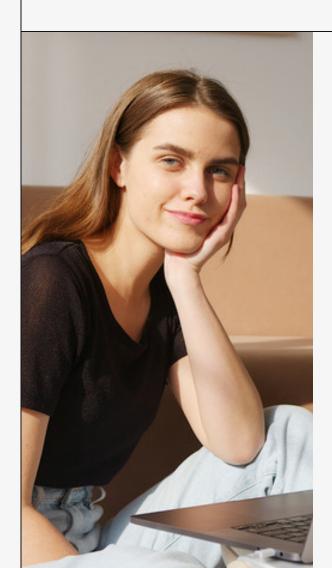
Brand Goals

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

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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 varierty 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 wartching 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
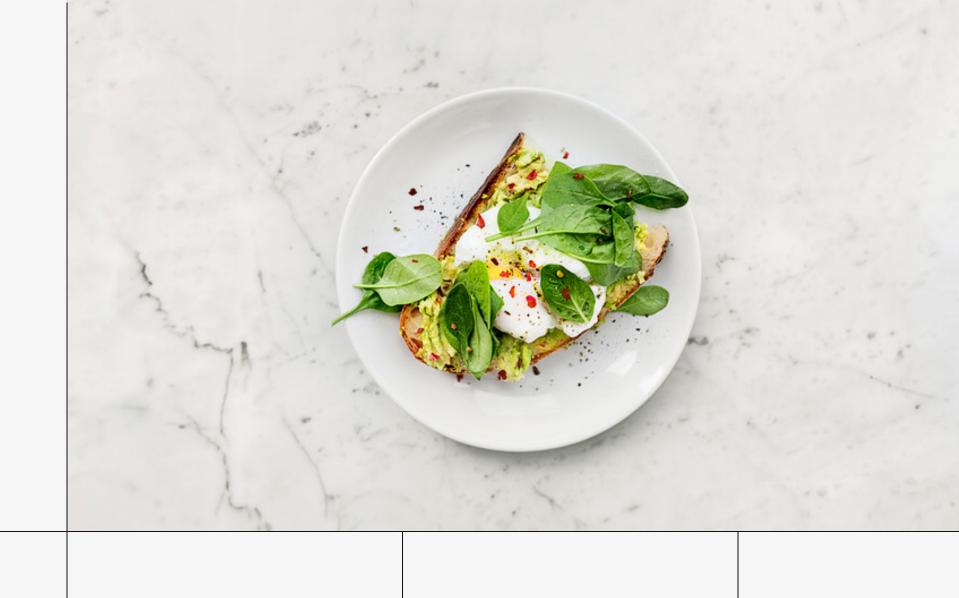- Wants to save time and cut his budget

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

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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

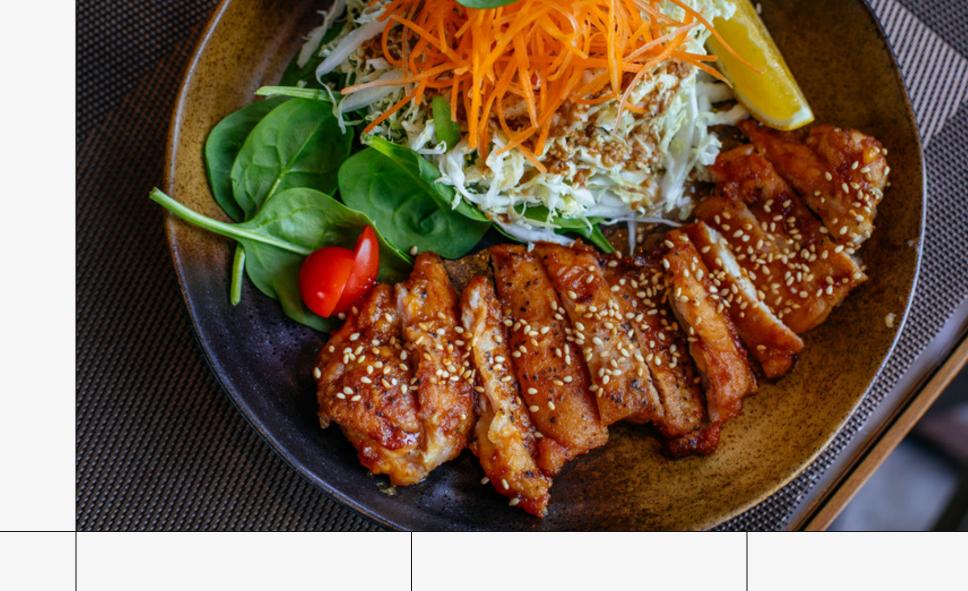An admin section to update menus and boxes

5

An admin section to keep track of all the orders

User Functionalities

LOG IN	CHOOSE PLANS	PAYMENT INFO APPLY
(Email, password)		
SIGN UP	REGISTER PLANS	CHECKOUT
(Email, password)		
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

Succes 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.