1. Get to the actual site and audit
   1. Hierarchy problem
   2. Screen Size issues
      1. Mobile card stacking
      2. Image stretch
      3. Alignment inconsistency
2. Next go to other websites to find what we like (looking for inspiration)
   1. Looking at menu items
   2. Putting out the menu for the week
   3. Features
   4. Not color palette and design

Design System – setting design parameters or program parameters

1. Font style(s)
2. Spacing system – rule of 8 – 8 being the factor of spacing or padding around the items
3. Set color palette
   1. Blue and Green 1-900 or basically standard versions of the blue and green
   2. Never use true black
   3. Colors draw the user to what you want to take action on

General Notes:

* AI is a great assistant but not the final product