

OmniFood – UX | UI Defining

- **Project name**
 - OmniFood
- **Project description**
 - A (food) technology company that creates custom and individual meal plans. Also delivers all meals from the delivered plans.
 - **Business goal:** Selling monthly food subscription
 - **User goal:** Eating well effortlessly, without spending a lot of time and money
- **Who is this for?**
 - Busy people who like technology, are interested in a healthy diet, and have a well-paying job.
 - Link to [Persona User profile](#)
- **Feature list (Product requirements).**
 - Logo + Navigation
 - Hero
 - Featured in
 - How it works
 - Meals (and list of diets)
 - Testimonials + gallery
 - Pricing + features
 - CTA
 - Footer
- **Competitors & Product Inspiration**
 - Enod: <https://onepagelove.com/enod>
 - Cook collective: <https://cookcollectivekitchen.com/?ref=onepagelove>
- **Deliverables**
 - Gather website content
 - Plan out sitemap
 - Wireframes for client approval.
 - One-page marketing website (landingpage)
 - Define website personality
 - Startup / upbeat
 - Calm / peacefull
 - Landing page
 - Responsive
 - Live & testing
- **Cost**
 - none
- **Timeline/Deadline**
 - Date – task