**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**](https://d.docs.live.net/5a7e649e3006277f/Webdev/Ui-Ux/Template-Ux-Persona.docx)
* 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