Homepage

- Logo on the top left of the website
- App link
- Navigation bar (displaying the different subpages available)
- Statistics of unemployment and other related data to show the effect of COVID
- Footer with navigation similar to the navigation bar on the top, but provide contact information
- Compelling slogan/catchphrase that emphasizes a twofold benefit: maintaining a healthy diet with real foods and convenient delivery service while supporting local businesses
- "Combining the aspect of meal delivery system and ordering locally-sourced produce with the convenience of ordering takeout"
- 3 convenient business activities-
  - Step 1: Enter in your location information and your local supermarkets will pop up
  - Step 2: Pick out our order by categories and aisle number.
  - Step 3: Proceed to checkout and track your delivery.

About Page

- Background story of how our company was created
- Bio of ourselves
  - pictures and a brief statement about us and our role in the company
- Description of the role themselves
- What makes EZ FRESH unique to other competitors
  - Support local businesses
  - App click away
  - Provides local produce to the elderly or those who cannot go outside to the supermarket in a pandemic context.

- Our Mission -> introducing the business and its purpose. Why we exist
- Benefits:
  - Local groceries/ food delivery helps the disadvantaged, elderly, and disabled during the pandemic and take away the day-to-day hassle of grocery shopping.
  - Promotes healthier options of cooking instead of ordering takeout, but still offers the convenient service of delivery

Product/Service Page

- Introducing both the problem and the solution
    - **Problem**: The ongoing pandemic has affected day-to-day tasks such as shopping for groceries. Vulnerable groups such as elderly people are highly at risk but assistance rates are limited; therefore, elders living alone have to buy food themselves, and many cannot travel to the supermarket. Supermarkets have limited capacity, so local supermarkets in areas where there is less competition are extremely populated, increasing the risk of becoming infected with COVID-19. Additionally, there is a lack of job opportunities and the unemployment rate rose from 3.5% in February 2020, to 14.5% in March 2020, which is a 314% increase in the national unemployment rate (U.S. Bureau of Labor Statistics).
    - **Solution**: Our solution is to create a website and app that connects people with local supermarkets. We will provide customers easy access to fresh produce, especially for the vulnerable population. Users could place orders via our website or on our mobile app from a variety of local supermarkets. This company would ensure everyone's safety and minimize the risk of spreading the virus. This company would also create job opportunities, such as food packaging within supermarkets, reducing the unemployment rate and enhancing the economy. Not only does it create job opportunities, but it will help local small businesses.
- How it works -> what kind of clients we work with and services we provide (connect community members to local supermarkets)
    - a map of nearby supermarkets that participates in our company
- App link
- The app can personalize your experience by pushing your most purchased categories and push notification on sales related to those products

FAQ Page

- **For more information visit our app (link will be here)**
- Why EZ Fresh?
- How can I find out what item would be available in different supermarkets?
- How will the supermarket options be determined on my page - is it customized or tailored to my preferences/location?
- How do I reach out if there are issues regarding my order/ employee misconduct?
- How easy is navigating the app and setting it up?
- Will my personal information be sold?

Contact Page

- Include phone number, address and email
- (OPTIONAL: Adding a map location)
- Social media icons
    - Email, Instagram, Facebook