



# **Vibrant Meals Full Stack Design/Development Proposal**

Prepared for Vibrant Meals  
By Enxo LLC

# 1. Introduction

## Overview

Enxo LLC proposes to provide Vibrant Meals with a new and redesigned website including a fully custom eCommerce platform as well as admin functionality.

## 2. Scope of Work

There will be three initial phases for this project to include design and development of frontend customer facing website as well as development of backend API and an admin panel. All code will be submitted to a GIT server and available to client for review throughout the project. The main features of this project will include the following:

- Clean and modern front end website with custom eCommerce solution leveraging Stripe API's.
- Registered users will have ability to manage order preferences as well as review and modify orders.
- Guest users will be able to lookup past orders tied to their email address.
- An admin panel that will allow CRUD operations for menu items.
- An admin panel that will allow easy order/customer management.
- Ability for customers to CRUD subscriptions.

The full agreed upon scope of work in PDF format has been attached.

## 3. Fees

Project	Price	Subtotal
<b>Phase 1</b> Mockup and design. Prototype of admin panel for product Management	\$1,000.00	\$1,000.00
<b>Phase 2</b> User flow and account management functionality	\$1,500.00	\$1,500.00
<b>Phase 3</b> Admin/Backend Functionality	\$1,500.00	\$1,500.00

Subtotal      **\$4,000.00**

**Total      \$4,000.00**

## 4. Terms and Conditions

Client shall pay Enxo LLC 50% of Phase 1 cost at the beginning of the project. The remaining 50% shall be paid upon completion of Phase 1. Payments for Phases 2 and 3 shall be paid at the completion of those phases. This project is expected to take approximately 3 months.

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Vibrant Meals

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Core function is to provide a seamless online ordering experience & subscription for customers. E-commerce for food. Customers should be able to opt-in to subscribe to auto-ordering, each week they will receive an email to either 'skip' or 'modify' their selection from the previous week.

Sample Websites:

1. [SnapKitchen](#) - offers online subscription, delivery and displays their grab & go locations
2. [Freshly](#) - offers subscription - shipping, no brick and mortar

**FRONT-END Objectives:** A minimalistic website, mobile responsive, that displays our food and has a clear call-to-action. Heavy focus on imagery and UI - less is more.

- 1) **Home Page:** Simple, minimalistic homepage with basic information of what our product/service is and what options are available for purchasing meals. Online vs Grab & Go. Similar to current content.
- 2) **Orders:** Ability for visitors to order meals **a-la-carte** (choose any combination of items - minimum is 5 for delivery) or **subscribe** to a weekly meal plan with different price breaks (5, 7-10, and 10+ meals a week)
  - a) Users can filter their view of the meals based on:
    - i) Diet/Types: keto, paleo, whole30, low carb, weight loss, high protein etc
    - ii) Macros: protein 20-30, 30-40, 50+; carbs 10-15, 15-30, 30+; fats, calories etc...
    - iii) Most popular meals will have a 'most popular' badge
  - b) Users can expand product information showing ingredients, macros, allergens etc
- 3) **Checkout:** Easy checkout with these options:
  - a) First time visit = request zip and email - or - guest checkout
  - b) If profile exists & logged in = skip (a)
  - c) If no profile exists - or - guest checkout then:
    - i) Name, Email and Phone #
    - ii) Option: pick up, shipping/delivery
      - (1) If pickup then offer pick up options and corresponding time, \$0
      - (2) If delivery/shipping then request address (save zip from step (a):
      - (3) If outside delivery radius, then must ship (200 mile max)
      - (4) If within 40 mi delivery radius then:
        - (a) Ask time: AM 9-2pm or PM 3-7pm
        - (b) Zip <5 mi from kitchen = \$5
        - (c) Zip >5 mi kitchen = \$10
    - iii) Input billing info & Review = checkout
    - iv) Send confirmation email with checkout details
    - v)
- 4) **Customer Notifications Triggers:**
  - a) Order Confirmation

- i) Automatic once order is placed
- b) Order fulfilled & out for delivery
  - i) Managed by admin when order is packed and on the van, ready for delivery
- c) Refunds or Cancelled
- d) Order Reminder for New Week

**5) User Profiles:**

- a) Name, payment info, preferred pickup/delivery type, optional -> age, height, body weight & fitness goals (weight loss, muscle build, maintenance, energy, cardiovascular health...)
- b) Easy checkout with saved payment information
- c) **Subscriber's Options:**
  - i) Default - automatically place last order.
    - (1) If = Discontinued recipe then:
      - (a) Request replacement selection
      - (b) If no response then default to similar item
  - ii) Modify - can edit existing cart (before final order sent)
  - iii) Skip - can skip a week - undefined
  - iv) Cancel subscription
- d) Referral [API] to invite/share with friends and receive online credits/discounts

**BACKEND \ ADMIN:** Admin needs to be able to manage orders, products, user profiles and communication settings

**1) Order management:**

- a) Manage orders: Cancel, Issue Refund, Fulfill, Print or Export
- b) View Orders: Filter between: All, Pending, Fulfilled, Canceled, Monday Orders, Wednesday Orders
- c) Export csv based on filters: : All, Pending, Fulfilled, Canceled, Monday Orders, Wednesday Orders
- d) View Kitchen Production Sheet\*\*\*\* (separate documentation)
- e) View Delivery Information
  - i) # of Pick ups
  - ii) # of deliveries
  - iii) Ability to modify an order's shipping information eg: change address, time or type

**2) Customer & Profile Management:**

- a) View number of saved profiles: Filter by:
  - i) Highest spending customer
  - ii) Recently ordered
  - iii) Longest existing customer vs most recent
- b) Ability to edit profile information
- c) View shipping information
- d) Manage subscriptions

- e) View all customer's orders
- f) Manage loyalty and referrals

**3) Product Manager**

- a) Ability to upload new products to menu and store
- b) Ability to manage inventory #s
- c) Ability to change placement, images, prices, filters and descriptions
- d) Ability to add/edit Gift Card values

**4) Notification Editor:**

- a) Ability to edit notification content and trigger
  - i) Triggers:
    - (1) Order Placed, Cancelled, Fulfilled or Refunded
    - (2) Fulfilled = Order out for delivery
    - (3) Order cutoff time approaching (sent night before)
    - (4) Skip, edit or replace previous order (email/mailchimp)

**5) Discounts:**

- a) Ability to create and modify different promo/discounts and automatic discounts (eg. free shipping over \$100 order)

**6) Analytics:** (find a good template or CRM?) use day, week, month, year and custom time filters

- a) Sales overview: revenue, units sold, orders, visits, conversion rate, average order volume, revenue per visit, revenue by product, returning customers vs new
- b) Traffic overview
- c) Traffic sources

Current integrations & APIs: Routific (routing logistics), Textedly (mass text for order reminder), Drift (in app chat), MailChimp (email communication), Stripe (processing)