

## **Questionair**

### **1. What does the business actually do?**

The business is trying to sell vegetables by being a “vegetable DELIVERY service”

It is trying to solve the FOOD DESERT PROBLEM

### **2. What do you want your site to accomplish?**

Get people to eat fresh fruits and vegetables rather than packed food/meats from a corner store. The website is trying to attract people towards healthy eating by images and quotes.

### **3. What does the site want to collect?**

Educate their audience

Encourage sales by encouraging people to eat fresh by almost luring them into eating fresh

Collect email addresses and build a list

### **4. What make the company unique?**

Being the cheapest.

Being the exclusive supplier of a product in a certain area.

Supplying the best quality product around.

Fast or Free delivery.

### **5. What websites do you like and why?**

Farmfreshtoyou.com

Foodshuttle.org

Hellofresh.com

Homechef.com

## 6. Who exactly are the customers and what are their pains?

The customers are people living in the food desert areas where they don't have access to fresh fruits and vegetables because there is no Safeway or Whole Foods nearby and hence they buy packaged food from the nearby store to feed themselves. Packaged food is not very healthy to eat every day and increases the risk of various health problems like diabetes, obesity etc. It is extremely important to be able to eat fresh fruits and vegetables rather than just packaged food. Children specially need fresh fruits and vegetables.

These customers usually live in areas away from where the most population of the country lives. The property prices are cheaper here and the population of given area is sparse. Homes and stores are far away from each other.

These people are hardworking people trying to get ends to meet and they may not have a lot of time on hand and speed of reading through a lot of data. Half of them belong to low-income groups.

They live close to fast food chains that serve fast foods....so getting them to cook vegetables at home would be one of the aims of this website.

They would probably like a website that gets the work done easily rather than a website that is fancy and has blogs and social media connections.

These areas usually have slower internet speeds so putting in a lot of images could slow the website down. So best to use less images or heavy images. Replace it with quotes .

They definitely need a website they can relate to.

So just don't design for "demographics" but design for "**psychographics**"

## 7. What features does the business want the website to have?

A shopping cart

Email collection and email marketing capability?

Auto-responders for nurturing?

news feed?

A responsive site?

The ability for people to leave comments?

A site where they can have a HISTORY of their previous order and just reorder the “same as last time” and checkout.

Few heavy images

Straight forward pattern

Big Navs and steps that have been completed of being completed

## 8. How will the business record results?

**"How will you measure your success?"**

Number of sales.

Customer's average order size.

Amount of traffic.