Zitrus Project Brief and Documentation

# What and Why

The project is to make a logo and webapp with simple functionality like cache and notifications. It is to be made for Zitrus UF and it would be used to display information and act as a contact page for the company.

Use case would be companies looking to buy IT solutions, and or people following the progress of the company, like UF workers or interested teachers.

# Similar Webapps and Webpages

There is an abundance of company landing pages and some even have similar webapp functionality

<https://prezi.com/cms/for-business/>

<https://www.vyond.com>

# Goals

What are we trying to do?

# Target Audience

## What devices is the target audience working with

Mobile and desktop, projector?

# Website Functionality and Content

## What content is important

## Important Calls To action

* Contact
* Download our webapp

# Wireframes and Mockups and Logo Drafts

# Refine project definition and establish go-to-market strategy

# Building a rapid prototype