1. **Who will visit your site? Potential employers? New clients or customers?**

My site will be visited by people who want to trade the surplus food they’ve cooked with other members of the site.

1. **What can make you and/or your product stand out against your competitors?**

There are no competitors that I’ve been able to find in this space. It will use elements of popular food sites (Serious Eats, Blue Apron, Seamless/Grubhub), with some popular interaction styles (Pinterest, Facebook).

1. **How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?**

In person, I would ask them if they have an issue with cooking too much, resulting in too many leftovers, or food that’s thrown out. I would explain that the site would be a platform where they could trade their surplus cooking with other members on the site.

It would have to be a casual, informal and fun tone. Images of people cooking alone and together, handing each other Tupperware containers of food would help reinforce the purpose of the site.

1. **What colors represent you or your product?**

Variations of red, orange, green, and creamy ivory colors; the most common colors of soup found when doing a google image search.

1. **What images illustrate your message?**

Images of people cooking with stacks of Tupperware around them. People trading Tupperware packages. People cooking together.

1. **What are the three-to-five pages titled?**

* **What’s Available** **-** A list of what dishes are currently available. It will be a mix of textual content and images.
* **Member Profile** **-** The member’s profile picture with their overall rating by other members, a textual blurb about their cooking, and a list of what dishes they’ve cooked and their rating.
* **Wishlist** **–** A list of images of dishes with accompanying text description. The page is populated through some type of tagging method (Pinterest?) or manual entry. Members can cook an item on the list, triggering a notification to the member who placed the request.
* **Area selector –** A map showing members’ locations. Used to set the geographical area they’re willing to travel within to meet other members. This will filter the results on the **What’s Available** page.