



*Cheddar & Bank's*

# BUSINESS CASE FOR FOODIE FANATIC

CELEBRATE FOOD AS A CULTURE



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# EXECUTIVE SUMMARY

Foodie Fanatic has reported a lack of connectivity with consumer needs that is preventing it from achieving its potential as a one-stop resource for all things food-related.

Foodie Fanatic is a platform for all food enthusiasts including those who are and those who aspire to be. Foodie Fanatic should enhance customer engagement by providing them the best kitchen supplies, expert knowledge, classes, and more user-generated content. To respond to consumer needs, Foodie Fanatic needs to re-organize the plethora of information on its website to create a seamless experience for the user.

With a revamped architecture and user experience, Foodie Fanatic can establish itself as the foremost marketplace for culinary thought and innovation.





# **BUSINESS NEEDS**

**INCREASE BRAND  
RECOGNITION**

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**INCREASE PRODUCT  
SALES**

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**RETAIN EXISTING  
CUSTOMER BASE WHILE  
ATTRACTING NEW CUSTOMERS**



# USER NEEDS

## INTUITIVE SEARCH

"Stay simple; provide me with a way to find just the products I'm most-interested in seeing."

## INTEGRATED EXPERIENCE

"I would like the page even more if it were possible to select a preferred Foodie Fanatic location and find out whether the item is in stock there."

## SENSE OF BELONGING

"I didn't realize you have local events, I would like to more easily find out about that kind of stuff."





# VISION

Foodie Fanatic is a community space for aspiring food enthusiasts driven by curiosity and the pursuit of great taste to *explore, accomplish,* and *share* your culinary goals and lifestyles.

# MISSION

Foodie Fanatic inspires you to indulge in the endless possibilities of a foodie lifestyle through authentic experiences, quality products, and engaging content.

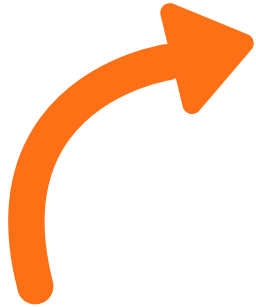




# FOODIE FANATIC ENABLES YOU TO:

## EXPLORE

your curiosity for food and refine your palate by being a one-stop destination for all things food-related.



## SHARE

your knowledge and passion for food by hosting local events, providing expert opinions, and nurturing a community of food enthusiasts



## ACCOMPLISH

your dream of crafting the perfect meal by placing the best tools, recipes, and instructional content into your hands.



Foodie Fanatic has something for everyone regardless of where they are in their culinary journey.

# STRATEGIES

## PARTNERSHIPS

Partner with established brands like Airbnb and local businesses/chefs to increase visibility of Foodie Fanatic events and offerings.

## PERSONALIZATION

Create a degree of customization relative to users' physical locations, preferences, and habits; such as sub-sites for different cities or regions.

## INNOVATION

Innovate more creative methods of delivering content on various social media platforms such as daily videos, travel series, and cooking shows.

## ARCHITECTURE

Revamp content organization, navigation, and recommendation on Foodie Fanatic website to increase search relevance and ease.

## USER EXPERIENCE

Create a seamless and cohesive user experience when moving between physical stores and digital platforms to provide an uninterrupted service.

## COMMUNITY

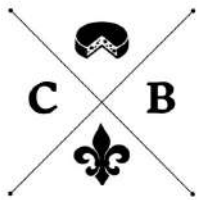
Foster an interactive and social space for customers. Encourage user generated content and recommendations. Promote local events.





*Are you ready to  
become a  
Foodie Fanatic?*





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**THANK YOU!**