02 GOURMET DELIGHTS

SET TASK BRIEF

PROJECT DESCRIPTION

The software development company you work for has secured a new contract to develop a digital solution for Gourmet Delights, a company specialising in premium, organic food and beverage products. The client has conducted market research with existing customers to identify features that could be included in the digital solution.

COMPANY PROVIDES

- An online store featuring a wide range of organic food and beverages
- Subscription boxes with curated selections of gourmet products
- A blog with recipes and tips on using organic ingredients

OBJECTIVES

- Enhance the user experience on their e-commerce platform
- Increase customer engagement and retention
- Provide personalised recommendations based on customer preferences

KEY FEATURES

- **Personalised Recipe Recommendation Engine:** Suggests recipes tailored to individual user preferences and past purchases.
- **Loyalty Program:** Offers points for purchases, reviews, and referrals, redeemable for exclusive rewards and discounts.
- **Interactive Cooking Classes:** Provides live-streamed and recorded cooking classes, allowing users to interact with chefs and other participants in real-time.