

## Business description

a. **The official name of your business. (\*)**

Cottbus Delivery GmbH

b. **Where the business office(s) is/are located, including the address of the headquarter(s) and branches (for a potential "Contact" page). Even if the business is a purely online business, it needs to show a physical presence in order to create credibility. (\*)**

Store address: Karlstraße 75, 03044 Cottbus

Opening hours: Monday to Saturday 08:00-20:00

c. **Contact information: email, phone numbers, social media accounts, etc. (\*)**

Email: [contact@cottbus.delivery](mailto:contact@cottbus.delivery), [career@cottbus.delivery](mailto:career@cottbus.delivery)

Phone number: +49 1792888088

Instagram: [@cottbus.delivery](https://www.instagram.com/cottbus.delivery)

Facebook page: Cottbus Delivery

d. **A brief portrait of your business for an "About" page. This should include a description of its *mission*. (\*)**

Cottbus Delivery is a small but fast growing physical and online fresh food market located in Cottbus that offers fresh food delivery for customers. Our company was established on 1st November, 2021 and has been running our services ever since. We offer local fresh food such as vegetables, meat, fish, bread and also drinks.

Our mission is to make our customers happy! We work passionately to supply our customers with local fresh food and to save their time and effort by offering online food ordering services so they can get fresh food in their preferred time slot at their door or at our store.

Furthermore, we would love to connect with the local community and share food ideas to constantly give people inspirations for cooking. Also, we often provide discounts on seasonal fresh food and products to let our customers enjoy the freshest food and eat healthy.

e. **Product, services and/or business activities, describing how they are to be supported by the new website. (\*)**

Our products include fresh fruits, vegetables, meat, fish and many other local farmer products. The goods are located at our physical store and can be ordered online or bought physically at the store.

The new website enables us to provide:

1. Online product catalog viewing

It enables customers to view the most up-to-date product information, arrange delivery or self pick-up for an order.

2. A channel to receive feedback from the public

Visitors should be able to leave us their feedback or ideas through a contact form on our website, and we should be able to follow up with them via email later on.

3. A channel to spread information

It enables us to tell the visitors about our company background, discounts, recipes, job openings, terms and conditions and show our contact email address for job applications.

- f. **User personas of the main users/customers of the new website. A user persona is a semi-fictional character created based on your knowledge of your current, or ideal, user/customer. Create two user personas distinguishing clearly two different user profiles, based on behaviour, interests, needs, desires, etc. using this [guide on personas](#) and this [guide on user profiles](#). (\*)**

User profiles:

Persona	University Student
Fictional name	Thomas
Major responsibilities	<ul style="list-style-type: none"><li>- He is in his early days living alone and learning how to cook.</li><li>- His day-to-day activities are focused on schoolwork, extracurricular activities, spending time with friends and looking for a job.</li></ul>
Demographics	<ul style="list-style-type: none"><li>- 20 years old</li><li>- Single</li></ul>
Goals and tasks	<p>Regarding food, his top concerns revolve around spending the least time to buy and cook food, which should also be affordable and easy for him, to save him some time from shopping and cooking to allow him to focus on other daily activities in his busy routine.</p> <p>He is open to buying new food ingredients and cooking new dishes when he is inspired by interesting and easy recipes.</p>
Environment	<ul style="list-style-type: none"><li>- He lives in a student dormitory in Cottbus alone.</li><li>- He is tech savvy. He uses social media very often to</li></ul>

	follow popular food trends and get all kinds of information <ul style="list-style-type: none"> <li>- He uses his smartphone and laptop on a daily basis.</li> </ul>
Needs	<ul style="list-style-type: none"> <li>- He expects a cross-device and convenient website for fresh food shopping around the clock.</li> <li>- Job opportunities</li> </ul>

Persona	Old Lady
Fictional name	Olga
Major responsibilities	<ul style="list-style-type: none"> <li>- Grocery shopping</li> <li>- Cook for her partner and herself everyday</li> <li>- Cook for her family on festival celebrations</li> </ul>
Demographics	<ul style="list-style-type: none"> <li>- 70 years old</li> <li>- Married</li> <li>- Mother of 2 children</li> <li>- Grandmother of 3 children</li> <li>- Local of Cottbus</li> </ul>
Goals and tasks	She likes to cook and has lots of experience in cooking. She is frugal, talkative and has lots of free time. So she likes to get discounts to save money, express her opinions, buy seasonal food and try new recipes.
Environment	<ul style="list-style-type: none"> <li>- Physically not so fit, cannot carry heavy things</li> <li>- Deteriorated eyesight</li> <li>- She lives with her husband who is also old</li> <li>- She is not tech savvy but she uses a tablet sometimes to surf the net, like 5 hours in a week.</li> </ul>
Needs	<ul style="list-style-type: none"> <li>- She expects an easy-to-use fresh food delivery service to deliver orders to her door, so she does not have to carry heavy things from shopping.</li> <li>- Enlargeable font size on website</li> <li>- Simple UI and intuitive UX</li> </ul>

#### g. Visual style

Colors: fresh, energetic, appetizing

Base color: Orange (#F38D3F)

Accent color: light yellow

Fonts: "Helvetica" for content; clear, emphasizing important points; "Lora" for headers and brand name "Cottbus Delivery" to look reliable and elegant.

Layout: modern feeling, clear contrast between background and fonts, computer-, mobile- and tablet-friendly. It should have a navigation menu and a footer for contact information and a link to terms and conditions and credits on every page.

Decorative elements: Slideshow of images in the About page. Banners and animated SVG (cheesemaker.svg) on home page