

## Project 1: Part 2 – New Goals, Wireframes, Mockup Sketch

- **New Target Audience:**

- People interested in everything related to food and restaurants in the city of New York
- Upscale
- Men and women
- 25-40 years old
- Foodie NY Magazine – leisure magazine
  - Meant for relaxing moments or cooking moments
  - New restaurants
  - Trendy culinary – Japanese, Mexican, Fusion, etc.
  - Trendy restaurants
  - Recipes
  - *Interviews with popular, up-coming chefs*
  - Food trends – gluten-free, non-GMO, etc.