

**Project Name: Omnifood**

Name: Bewalwa (wawa) Fikre

# Project Concept

## Delivery Name & URL

*Omnifood*  
Omnifood.com

## Food & drink

*Omnifood offers a variety of healthy and delicious food options to suit different dietary needs and preferences. The menu includes options for vegetarian, vegan, pescatarian, gluten-free, lactose-free, keto, paleo, low FODMAP, and kid-friendly diets. The meals are prepared by experienced chefs using only fresh, local, and organic ingredients. Omnifood also prioritizes sustainability by using reusable containers and working with partners that have the same values. With Omnifood, users can enjoy a hassle-free and nutritious meal delivery service all year round.*

## Location

*Bole Street, Addis Ababa, Ethiopia*

## Main target audience

- College students
- Kids (ages 12–16) whose parents work late
- Busy working folks
- Business people
- Young parents
- Seniors

## Cost

*Omnifood is a premium meal delivery service with personalized meal plans tailored to your dietary needs and taste. The cost of the service varies depending on the subscription plan, number of meals, and additional options such as delivery fees. It's generally more expensive than other meal delivery services, but the convenience and quality of the service, using organic and locally sourced ingredients, may make it worth the cost for some customers. A free first meal is also offered by Omnifood.*

## Elevator pitch

*Omnifood is the smart, 365-days-per-year food subscription that makes eating healthy easy and convenient. Our AI generates a personalized weekly meal plan tailored to your personal tastes and nutritional needs, and our professional chefs cook and deliver delicious, healthy meals to your door daily. With options for any diet, including vegetarian, vegan, gluten-free, and more, Omnifood takes the guesswork and hassle out of eating well. Plus, all our ingredients are organic and locally sourced, and we use reusable containers to reduce waste. Try Omnifood today and see the difference it makes in your health and well-being.*

## ● Strategy

### Target Audience

The website/app will focus on the following target audiences:

#### Roles (groups of people with similar goals)

- Busy Professionals: Omnifood is perfect for individuals who have demanding jobs and little time to cook, but still want to eat healthy, delicious meals.
- Health-conscious individuals: Omnifood caters to people who want to eat healthy, but don't want to spend hours in the kitchen. They will appreciate the personalized meal plans and the organic and locally sourced ingredients.

#### Demographics

- Gender: Omnifood targets both men and women who want to eat healthy, delicious meals without spending hours in the kitchen.
- Education: Omnifood targets individuals with a wide range of education levels, from students to busy professionals, and seniors.
- Occupation: Omnifood targets busy professionals, entrepreneurs, and students who have demanding schedules and little time to cook.
- Age: Omnifood caters to adults of all ages, including busy professionals, seniors, and students.

#### Psychographics (personality, values, attitudes, interests, lifestyles)

- Personality & Attitudes: Omnifood targets individuals who are health-conscious, busy and looking for convenient and easy meal options.

- Lifestyle: Omnifood targets individuals who have busy and active lifestyles, who appreciate convenience and flexibility in their meal choices.

## • **Strategy**

### User Personas



- Sarah (35) – Busy Professional

Sarah is a 35-year-old working professional who is always on the go. She works long hours and doesn't have much time to cook. She prioritizes her health and wants to eat nutritious meals, but doesn't have the time to plan and prepare them. Sarah is looking for a convenient and easy meal option that fits her busy lifestyle. She values a healthy lifestyle and prioritizes good nutrition.



- John (40) – Fitness Enthusiast

John is a 40-year-old fitness enthusiast who is very conscious about what he eats. He follows a strict diet and is always looking for healthy meal options. He is always on the go and doesn't have much time to cook. John is looking for a meal subscription service that caters to his specific dietary needs. He values convenience and flexibility in his meal choices and is willing to invest in a meal subscription service to achieve his health and fitness goals.



- **Emily (28) – New Mom**

Emily is a 28-year-old new mom who is busy taking care of her newborn child. She doesn't have much time to cook and is looking for a convenient and easy meal option. She values a healthy lifestyle and wants to make sure her family is eating nutritious meals. Emily is looking for a meal subscription service that caters to her family's needs, including her child's. She values convenience, flexibility, and healthy living, and is willing to invest in a meal subscription service to achieve her goals.

## Strategy

### User Needs

The website needs to enable the user to:

- View the menu and nutritional information for each dish
- Customize their order (e.g. add or remove ingredients, adjust portion size)
- Choose a delivery or pickup time
- Pay for their order online or at the time of delivery
- Save their delivery address and payment information for future orders
- Track their order in real-time
- Leave feedback or ratings for their experience
- See past orders and reorder quickly
- Subscribe for a meal plan
- Manage their subscription (pause, cancel)

# Client Needs

The website needs to enable the client to:

- View and select from a wide range of healthy meal options that cater to different dietary restrictions and preferences
- Easily manage their subscription, including pausing or cancelling it, and changing their delivery schedule and address
- Leave feedback and testimonials about their experience with the service
- View information about the ingredients and nutritional value of each meal

# Outline of Scope

## Content Requirements

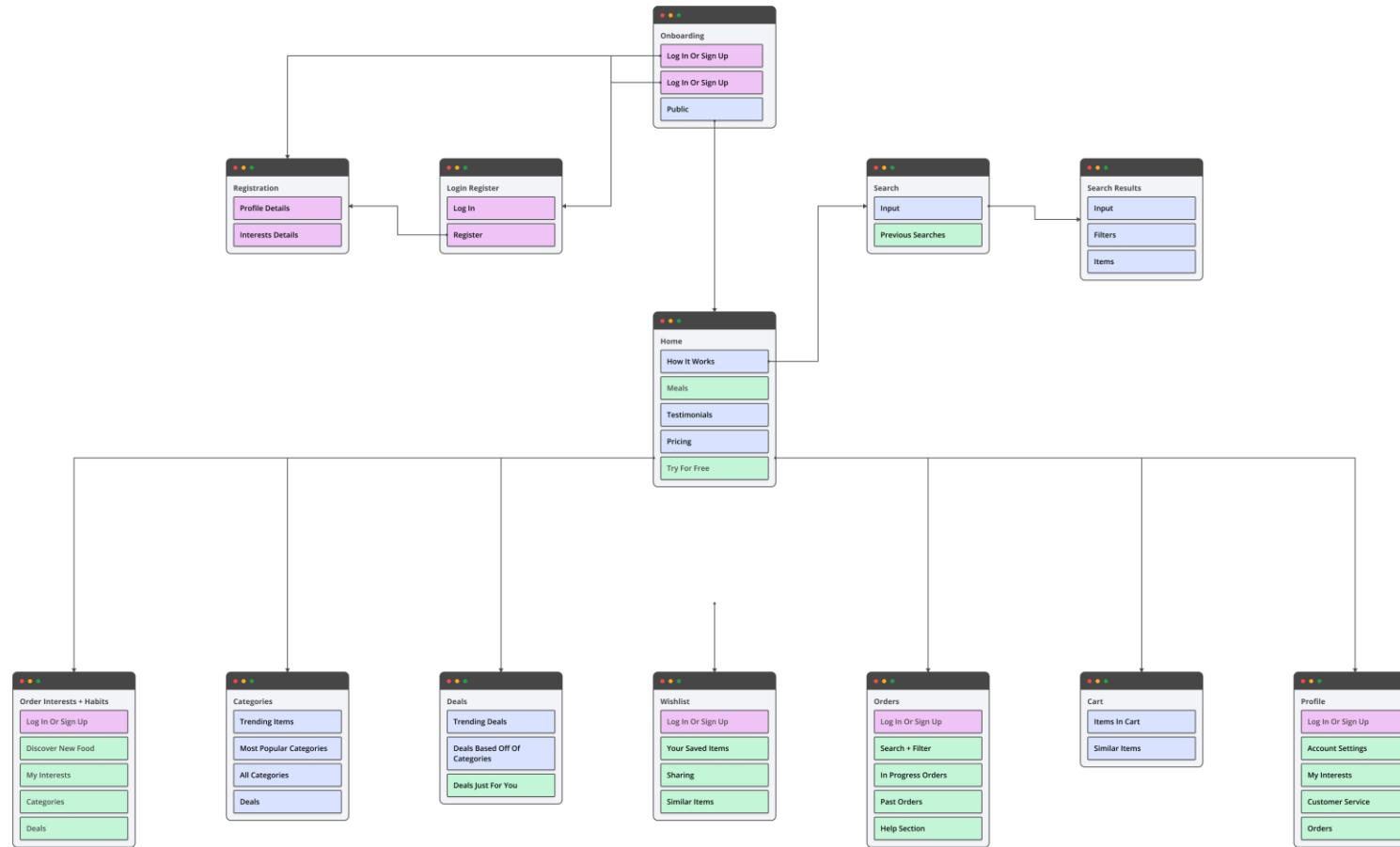
The user will be looking for:

- Information about the food options available and their nutritional value
- Images of the meals to help them make their selection
- Details about the delivery area and available delivery times
- A clear and user-friendly ordering system

## Functionality Requirements

- Create a personalized meal plan based on dietary preferences and nutritional needs
- Approve and edit the weekly meal plan
- Change delivery schedule and address
- Choose from a variety of meal options and diets (vegetarian, vegan, pescatarian, gluten-free, lactose-free, keto, paleo, low FODMAP, kid-friendly)
- Pause or cancel subscription at any time
- Track delivery and view order history
- Leave feedback and rate meals
- View nutritional information for each meal

# Sitemap



## Web UI:

**OMNIFOOD**

How it works    Meals    Testimonials    Pricing    **Try for free**

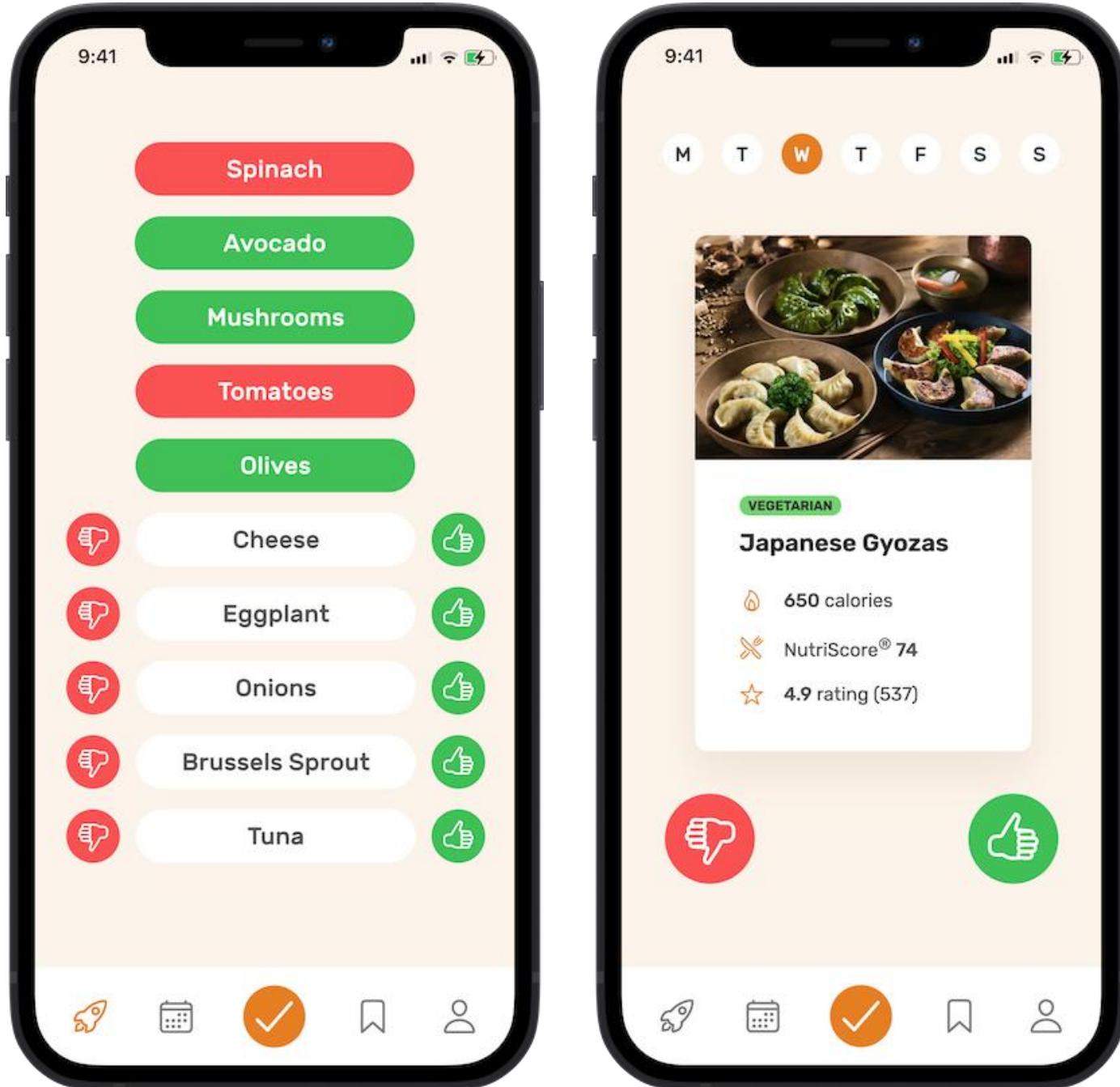
# A healthy meal delivered to your door, every single day

The smart 365-days-per-year food subscription that will make you eat healthy again. Tailored to your personal tastes and nutritional needs.

**Start eating well**    Learn more ↓

250,000+ meals delivered last year!

YOUR RESTAURANT'S NAME



App UI:

YOUR RESTAURANT'S NAME

