Website Specification, Development, And Project Plan

1. Introduction and purpose

1.1 Website overview

Website specification outlines the main objective of a webpage along with budget and deadline constraints. FRESHBREAD would be food delivery website that will aim to deliver healthy food and beverage to school children during their lunch hours. This website will be a delightful application for the parents who tend to remain busy for professional chores and do not have sufficient time for preparing tiffin and lunches for their children.

1.2 Purpose of the website

From the latest report of NHS, it has been recorded that more that 45% of the school-going children suffer from chronic diseases and hypertensions from very tender age (NHS, 2019). The organization has revealed the usage dosage of diets and food items as one of the biggest reasons. In order to get involved with a noble cause of reducing health-related issues among school-going children, Freshbread will be created solemnly for delivering the healthiest food to the school kids in UK.

1.3 Digital marketing goals

The digital marketing goals have different stages such as speak, sell, save, serve and sizzle. In this aspect, the website primarily will develop the selling percentage by delivering the food items at an affordable price. On the other hand, it would also aim to get closer to the potential consumer with the involvement of the digital platforms. The consumer can undertake the proper decision by noticing the price range and product specification in the website of FRESHBREAD food.

1.4 Target market and audience

The website will be developed for providing health-related advantages for school students. By delivering healthy food items, the website will focus on establishing the brand image in the food delivery industry of the UK. In this aspect, FRESHBREAD food services will consider the demographic segmentation process for attracting parents of the school-going students. The user-friendly website will help the school students and their parents for ordering healthy food directly to the school during lunch hours.

2. Requirements Specification

2.1 Users

Goals

Freshbread intends to deliver healthy and affordable food items for the school students. Based

on the innovative idea, the school students in the country can access food products timely. In this aspect, the easy online transaction facility, gift card and voucher will help them for product purchasing. Apart from that, the enterprise will also develop the facilities of free delivery service to the hostel and school premises for maintaining a reputation in the target market.

User flow

The user flow is a diagrammatic representation of the process that is undertaken for purchasing products from the delivery point (Sathe et al., 2017). In terms of user flow, the selected organization can identify the pathway of a customer to choose a product and purchase it. The user flow starts from a customer's entry point in the onboarding screen and concludes with the final action (Kannan and Li, 2017). In this aspect, the user's journey shown above can be followed by the food delivery website to meet the demands of the customers and make a prominent place in the marketplace.

2.2 Website Features

The company is going to categorize the food item by designing individual segments for a variation on the website. In addition to that, the authority might incorporate a discount coupon system to the consumers for purchasing extra food items with minimal charges. Apart from that, the user-friendly order placement process and checkout systems are going to be applied to the Freshbread website (Hou, 2017). In order to deliver the answers regarding the consumer query, the social sharing buttons and chat support will be introduced on the website (McLean and Osei-Frimpong, 2017). The website will generate the code referral system for the purpose of consumer engagement. With the involvement of the code referral system, the consumers can share information about the food specification with their friends. Cross-platform compatibility is defined as one of the effective features that will develop the attractiveness of the Freshbread website (Kwon, Ko, and Rothermel, 2018). This feature will ensure the parents to provide necessary information about their children's food preferences, habits, allergies. This information will be stored permanently and will not be needed to re-enter the information every single time the customer makes purchases.

2.3 Website Functionality and case example

In terms of website functionality, the Freshbread website will incorporate a user-friendly design. By the involvement of user-friendly graphics, the enterprise will provide several advantages to the consumer for navigating the pages. For example, the Bobcat design can be used for the food delivery website in order to provide the customers with the advantages of attracting working parents in the cities.

UberEats confronted employee-related issues in the UK. The delivery workers of the food business only gained £3.30 for single food delivery (Butler, 2016). In this aspect, the business margin of UberEats has decreased in the UK. At the same time, the lack of proper website functionality created a negative effect on the food delivery business.

2.4 Multimedia requirement

In terms of multimedia, the organization will introduce a digital platform to deliver user-friendly

customer services (Hou, 2017). In this aspect, the enterprise can introduce social media features for developing the selling percentage. In the UK, most of school students prefer to use the food delivery website based on attractive multimedia design. Therefore, to attract such consumers, the enterprise can introduce mobile-compatible website applications. For instance, PINCHO application is defined as one of the leading consumer-centric food platforms that has the capability to identify the preferences of consumers based on social networking websites. In this process, the food delivery can introduce the multimedia strategy for developing the business margin in the domestic market.

3. Design

3.1 Website design and usability

In order to deliver better food services to the potential consumer and to develop the business, the authority can introduce the feature of domain name (Kaedi and Alinia, 2016). In this aspect, the domain name must be matched with the name of the foodservice. With the involvement of the specified domain name with the food website, the user can easily find out the website from any usable sources. Apart from that, the involvement of specified themes will help the website for attracting consumers based on their preferences. For instance, Elegant Themes, ThemeForest, WooThemes and StudioPress will be used in the food delivery website for categorizing foods belonging to different deliverable sites.

In terms of website usability, the organization can introduce the features of information architecture, navigation and legitimacy. Recently, 64.8% of consumers prefer the user-friendly usability features of the food website (Taimouri, Emamisaleh and Mohammadi, 2019). Moreover, the food enterprise will introduce the remote usability testing process for identifying the preferences and reservations of the students in the UK.

3.2 Wireframes

The wireframe is defined as the two-dimensional representation of a website page’s interface that mainly prioritizes and allocates the content. The Freshbread will introduce the interface for establishing the information architecture with its visual design. However, the colours and images are avoided for designing the wireframes for the food website. With the involvement of the wireframes structure, the food website can develop effectiveness of the website.

3.3 Website copy and CTAs

Call-to-action (CTA) is the line of text that prompts the visitor, consumers and leads for undertaking proper business decisions (Freire, Aguirre and Ordoñez, 2019). In order to handle different visitors on the website, the CTAs help the food delivery business by developing additional leads. Moreover, the CTAs have the effectiveness to identify the demands of the potential consumer. After identification of the individual food demands, the enterprise can develop the profit margin in the domestic market. For example, lead generation, form submission and “Read More” buttons have the effectiveness for maintaining the different users in the website.

The Website Copy is referred to as the core text that will guide the consumer by developing a

website. The website copy considers the information of the home page, about page, products and services page. By using the website copy the food delivery website can apply the text upon the sponsored posts.

4. Project management

4.1 Project plan

The content specialist will introduce professional information regarding the specification of food products and price range.

The content specialist will attract the consumer by writing about the food products and segments. Collecting information from an outside source. The logo and web page graphics help the content specialist for describing the importance of the food items. The content specialist aims to solve the graphical complexities within 3 weeks by taking help from the editor.

UX designer In order to formulate the strategy of website development UX designer is required.

UX designers reflect the concept of the website to the consumers. Developing Wireframe and sitemap The fuss-free navigation can be used as the essential key deliverables for the purpose of website development. The UX designer has the effectiveness to solve the graphical issues within 6 weeks.

Editor In terms of developing the food delivery website, the editor will recognize the workflow action, internal and external links. On the other hand, the professional editor helps the content specialist to edit the contents on the website Updating and opinion monitoring Development of the enriched content helps the editor for enhancing the attractiveness of the web content for selling food products. In terms of solving the issues regarding the website content, the editor can help the UX designer and web developer.

Website developer In order to develop the food delivery website, the developer will analyze the coding process. Review, testing and launch times Search Engine Optimization is regarded as one of the essential deliverables for developing the effectiveness of the food website. Website developer aims to mitigate the coding issues within 9 weeks by the involvement of standard HTML practices.

Marketing Strategist The marketing strategist determines the expectations and budget structure for developing the food website. Additionally, the marketing strategist ensures the right of the project stakeholders. Page layouts and approval cycle The responsive pages are considered as the key deliverables that help the marketing strategist for attracting the targeted consumers. The marketing strategist can develop the sales percentage of food items within 6 weeks by introducing the social media strategy.

5. Individual Contribution

The project is a group assignment but every member of the group was entitled to gather analyze and represent his/her individual contribution in the completion of the task. These areas follow

1. Mudit Singhal: I came up with the idea of this food delivery website as I have experience of working in a similar environment. I was entitled to frame the overview of the website, explain its sole purpose, find the target audience and how can the idea be successful in digital media. For the development of the website I am entitled to work on UI (User Interface) I will work on user interface as per the idea. According to the requirements I will be creating multiple modules within the website.
2. Amritha Vyas Rajesh Kumar: I will be working on requirement specifications for starting a food delivery website. A requirement specification includes user flow, website features, website functionality and multimedia requirements. I will focus on developing the use flow chart for the website. Consumer query and chat support will be incorporated in the website. The multimedia strategy will be framed for developing the business margin in the regional market.
3. Kajal Mittal: I will be working on website design, wireframes and CTA's. Design is a significant part of website strategy because it makes customers stay on the site longer and more likely to visit the web page again. I will help make the website show the purpose of the website to the customer. The website design will create a relationship of trust with the customers and help them gain loyalty. The wireframe will help the group with an idea of what we really need in our website and brings us some clarity in building the website.
4. Anant Dagar: I was assigned the task of project management under which I had to assign the role and duties of various specialists. I prepared the Gantt chart which delivers the estimated time and weeks to complete the various tasks in making and launching of the website. In the development of the website, I will be working at front end and my major task will be to gather all the information, content and edit the content timely.

6. Conclusion

Based on the above analysis, it can be concluded that the website is a part of digital marketing that aims to develop the food delivery business. In this aspect, the FRESHBREAD food company focused on developing the website for attracting the school students as potential consumers. Furthermore, the involvement of cross-platform compatibility aims to develop the attractiveness of the food delivery website. From the project plan, it is observed that the content specialist, UX designers and other experts helps to develop the website in scheduled time.

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