

Objective

Create a clean, premium website that clearly communicates Novem's capabilities while keeping the user journey simple and intuitive.

A key priority is clearly separating **Pet Food** and **Agri-Food**, without overcomplicating navigation or repeating content across pages.

1. Navigation Structure (Primary Menu)

- Home
- About / Our Story
- Applications
- Capabilities
- Quality & Traceability
- Why Novem
- Contact

2. Homepage Direction

The homepage should act as a **clear entry point into two core pathways**:

Pet Food

Agri-Food

Each section should be:

- visually distinct

- clickable
- positioned as a primary entry into the site

User Flow:

- Pet Food → Pet Food Applications + relevant capabilities
- Agri-Food → Agri-Food Applications + relevant capabilities

This helps clearly communicate that these are **separate production environments**.

3. Applications Page

Applications should be the **main point of separation** between industries.

Pet Food

- Meals, toppers, treats, functional formats

Agri-Food

- Ingredients, powders, value-added formats

This page should reinforce:

- different use cases
- different outputs
- clear industry distinction

UX Approach

The site should be structured to keep navigation clear, intuitive, and easy to follow.

Rather than splitting every section into multiple sub-categories, the goal is to guide users naturally through the site without repeating similar content across pages.

The homepage and Applications page will act as the primary point of distinction between Pet Food and Agri-Food, while the rest of the site remains streamlined and cohesive. Pages should refer back to the pet food and agrifood pages as links for better SEO scores.

Key Messaging to Reinforce

- Closed-loop system
- Human-grade ingredient focus
- Quality & traceability
- Scalable production
- **Separate production environments for pet food and agri-food**

Design Direction (High-Level)

- Warm, neutral color palette (creams, browns, muted golds)
- Minimal, premium aesthetic
- Ingredient and product-focused visuals
- Avoid overly corporate or industrial tone