**Raw Power Meals Website Design Brief**

1. Domain – web address :-

[www.rawpowermeals.com.au](http://www.rawpowermeals.com.au)

1. What would we like the website to do for our business?

To provide service for and inform customers

To display our food menu

To enable customers to make orders online

To further the brand

Blog on healthy lifestyle

1. Layout –

(a) Home Page – Menu at top right hand side of page – Shopping Cart Icon & Link far Right Hand Corner. Login Button – Member Sign Up Button (create member sign up form)

-Logo at top left hand side of page

- IMPORTANT CHANGE – Please use a video RPM\_4 for main banner image on homepage.

RAW POWER MEALS SUBSCRIPTION SERVICE

JOIN NOW

Join the Raw Power Meals subscription service to get the lowest prices. Cancel anytime.

Four Rectangle Boxes across the page

1. RPM Kids 7 Day Meal Plan - $35 – Join Now Button at Bottom and link to sign up form

<https://bit.ly/2JtB55g>

1. RPM Adult 7 Day Meal Plan - $54 – Join Now Button at Bottom and link to sign up form

<https://bit.ly/3awmhP8>

1. RPM Adult 7 Day Couples Meal Plan - $108– Join Now Button at Bottom (link)

<https://bit.ly/2xAZSl0>

1. RPM Adult 21 Meals Per Week Plan - $162– Join Now Button at Bottom (link)

<https://bit.ly/3awmhP8>

MEMBER SIGN UP AREA

Create Account

Full Name

Mobile Number

Email

(b) Contact Us – [justin@rawhealthsystems.com](mailto:justin@rawhealthsystems.com)

0452 433 442

Opening Hours – Mon- Friday – 9 – 5 pm

Sat – 8 am – 12 pm

( c) Menu Page – In four Sections as per the below:- Shopping Cart & ecommerce features

-Bulking & Muscle Gain – list all meals from menu under each of these sections – pictures of each dish coming next week. Add to cart button at bottom

- Weightloss – Strength & Toning – Competition

- Kids Meals

- Vegetarian/Vegan

- Beverages

- Specials

-Supplements

d) Raw Life Blog

**THE BEST GREEN SMOOTHIE TO START YOUR DAY**

The King of Green Smoothies would have to be my Superfood Green Smoothie which contains all the elements necessary for unbelievable muscle growth!!! In order to strip off the fat, add lean muscle mass & to provide your body with all the best vitamins & minerals try the following recipe.

Once you have mixed it up sit back and read on to discover why this green smoothie is going to help you achieve your goals…… Handful of Ice 1 Banana 1 Handful of Organic Kale 1/3 Lemon 3 Dates 1/4 Cup of Water (Or Cocunut Water to make it sweet) 1 1/2 scoops of 100% Whey Protein Powder (Sugar Free is important!!See Supliment Page or Use Egg whites from 6 eggs). 1/4 cup of oats Add either 2 Tablespoons of Pomegranate/Gogi Berries/Acai Berries Teaspoon of Flaxseed Oil As you can see this nutritious smoothie contains a wide variety of proteins, fats , carbohydrates, vitamins & minerals.

Carbohydrates can be found in breads, pastas, fruit and vegetables and they are important for providing you with energy to get through the day or for the athelete to get through their workout.

Slow release carbs such as oatmeal & bran cereal (eaten in the right quantities and at the right times) can actually help you to burn fat!!! The banana and oatmeal that you are consuming in this green smoothie provide you with the perfect amount of carbs to be taken either for breakfast or directly post workout.

Protein is needed for muscle tissue repair, building of muscle mass, creating hormones and amino acids while regulating good immune function. Protein is found in meats, fish, tofu, low fat cheese , low fat milk, beans, nuts and legumes. According to the International Society of Sports Nutrition (ISSN) we require between 1.2 grams and 2.2 grams per kilogram of bodyweight per day for muscle building.

This is of course in combination with hard training & surplus calorie consumption. If you do not wish to put on lean muscle aim for about 1/2 this amount.

The recommended amount of protein required for muscle growth is found in the above recipe in the form of either 6 egg whites or 1 1/2 .

The rest of the ingredients such as pomegranate, gogi berries, acai berries and kale and other raw food all contain a plethora of vitamins & minerals necessary for overall health & well being. This green smoothie will give you the absolute best start to the day and I can guarantee you will notice the health benefits.

**FOOTER**

Socia Media Icons and link to page –

Facebook Icon - <https://www.facebook.com/rawpowermeals/>

Instagram Icon - <https://www.instagram.com/rawpowermeals/>

DISCLAIMER 🡪 link to disclaimer page

TERMS & CONDITIONS 🡪 link to Terms & Conditions Page

PRIVACY – POLICY 🡪 link to Privacy Policy Page

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Shop 9 – 161 Station Road, Burpengary, QLD, 4505

**ADDITIONAL INFORMATION**

1. What other features would you like your website to have ?

Optimisation for Mobile/Tablet and Desktop.

-Woo Commerce Application (Shopping Cart) needs to be integrated with this site.

-Thrive Themes needs to be used

-site needs to be built with Thrive Content Builder

-Thrive Leads needs to integrated

-Send Fox integration - <https://appsumo.com/sendfox/>

1. What services or products does the video provide?
2. Fresh pre-packaged meals
3. Beverages such as coffee and healthy smoothies
4. Supplements like Protein Powders, Pre-Workouts, Amino Acids & Fat Burners.
5. Target Market –
6. Gym users
7. Sporting players – Rugby/AFL/Netball/Tennis/Athletics/Gym/Swimming/Bodybuilding/Weight Training/Fitness Models.
8. Children – ages 2 – 16
9. Adults – 16 – 60 +
10. Main Competitors & Websites which we like –
11. <https://youfoodz.com/>
12. <https://www.mymusclechef.com/>
13. <https://gardenofvegan.com.au/>
14. <https://chefgood.com.au/>
15. <https://gymfoodaustralia.com.au/>
16. <https://www.macros.com.au/>
17. For Supplements - <https://www.bodybuilding.com/en-AU/index>
18. What are your main competitive advantages ;-

The kitchen is within a large commercial gym – World Gym Burpengary

1. What are the two thoughts that you would like people to come away with after viewing the website ?
2. Value for money
3. Simple to use
4. What colours would you like to see in the website?
5. White marbel background (as per packaging designs)
6. Black or Green text
7. Are there any inspiring visuals associated with the business?
8. Packaging Designs
9. Videos and Graphic Design work in dropbox
10. Do you have preferred style of website :-
11. Clean
12. Informative
13. Colourful
14. Search Engines :- List top 5 search terms or keywords
15. Meals
16. Meal Delivery
17. Fresh Food
18. World Gym Burpengary
19. Healthy Nutrition & Supplements
20. Logo – As per attached with this brief
21. Would you like a tagline included ? YES

-Fresh Meals Daily

-Nutritionally Balanced

-Macros Calculated

-We Cater For Everyone

16. What messages would you like to convey about the business?

a) Fresh Food

b) Professional Customer Service

c) Clean & Hygienic

d) Healthy Lifestyle