



MA Web design and Content Planning

# **MAJOR PROJECT**

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**#3 Presentation-Commodity**

# KIDS

## picky eaters

- Able to read;
- Understand dynamic of a web page;
- Search autonomously
- They're able to influence parents decisions

TARGET

(6-10 years old)



# Hierarchy

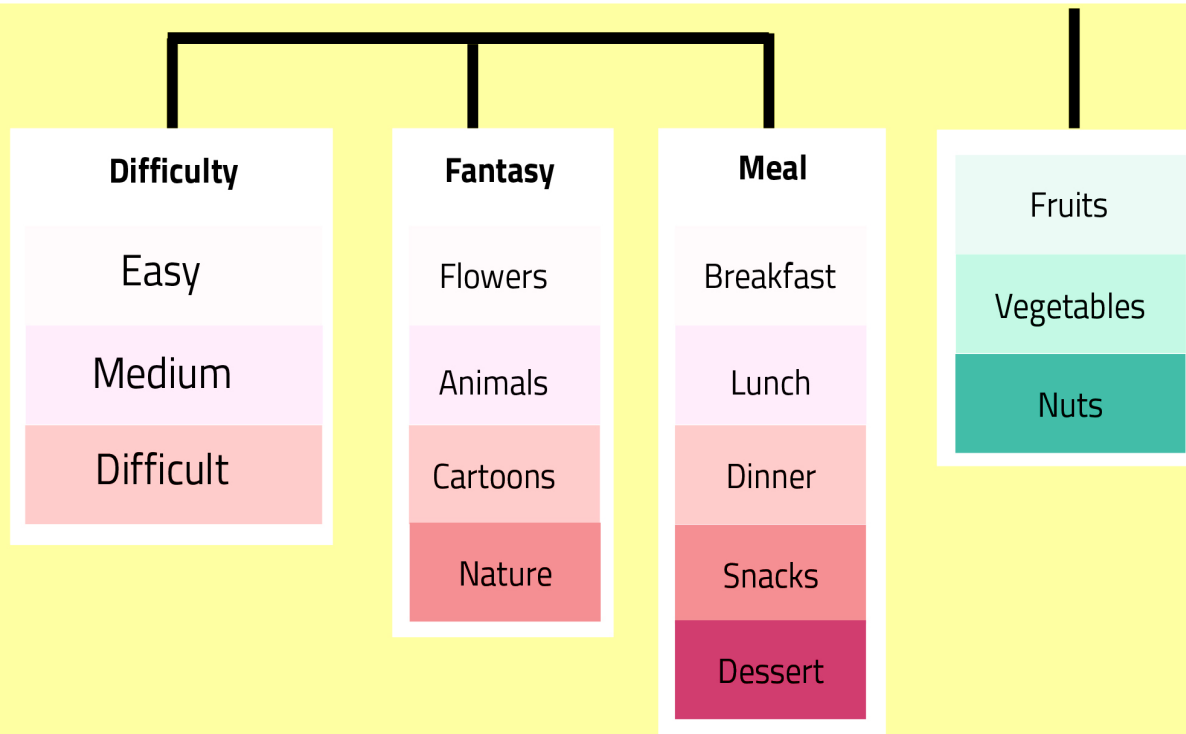
Home

Cooking

Ingredients

Party

About



# Text

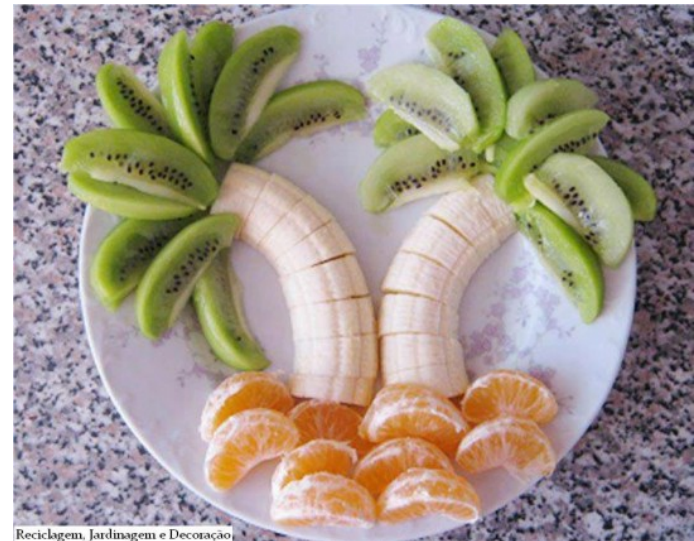
- On my website will available just healthy recipes.
- Recipes will be connected to the ingredients sections.
- First of all, it's necessary to search benefits of eating vegetables and fruits.
- I'll search the recipes starting from those ingredients healthy for the body.
- Eventually, I can think about design to give creativity and a nice aspect to the meal.

# Example (cook section)

Google:

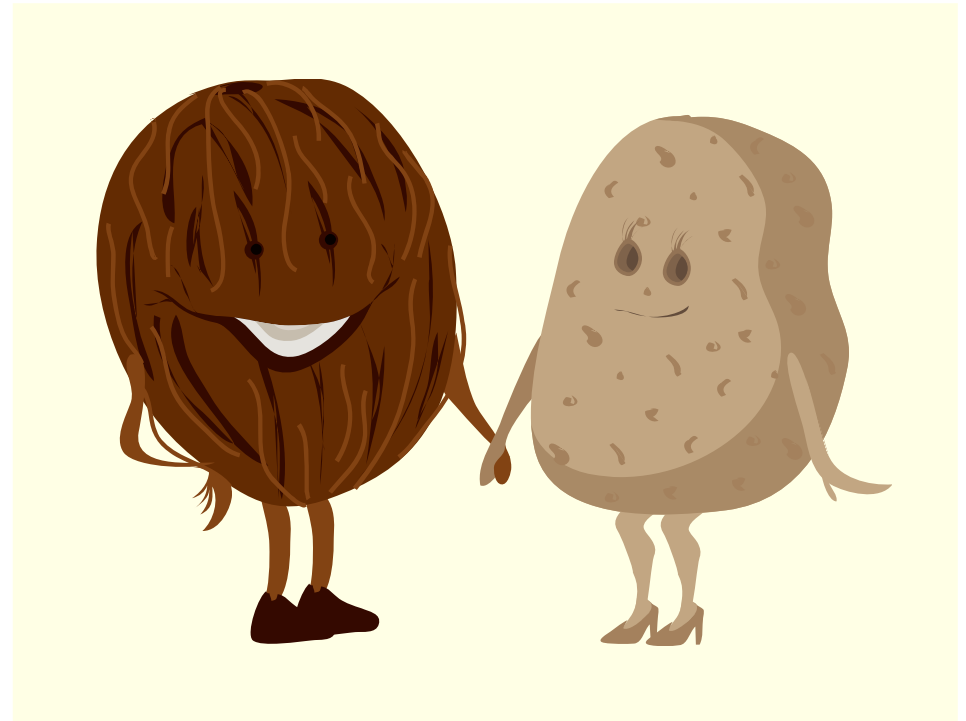
- Kiwis help increase bone mass;
- Bananas help athletes remain focused and motivated;
- Mandarins promote great skin and vision.

Now, that I have the right information, I can start writing or searching my recipe and at the same time think about positioned elements to be appealing to my target.



# Ingredients section

- Ingredient as character;
- Explanation of what it do;
- Health Benefits;
- Geographic Origins;
- When you can find them - Season



# I'm not a chef, so...

When I'll have the ingredients information, my approach will be to:

- search recipes,
- try them,
- take the pictures by myself,
- write the recipes on my way. That means that content will be suitable for kids comprehension and much more important won't be too long, so just few lines of explanation and good pictures.

# Tone of voice

Confidential

Obviously for Children

Friendly

Easy to understand



# Helpful existing websites

- **BBC**

<https://www.bbc.co.uk/cbeebies/makes/cook-and->

- **KIDS-COOKING-ACTIVITIES**

<https://www.kids-cooking-activities.com/>

- **CREATIVEKIDSNACKS**

<http://www.creativekidsnacks.com/>

- **MUMSGRAPEVINE**

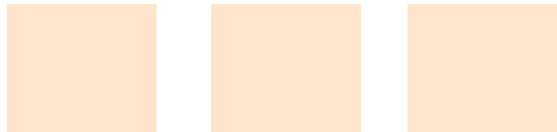
<http://mumsgrapevine.com.au/category/recipes>

# Organisation Of contents

**Title**

**Final meal photo**

**Ingredients**

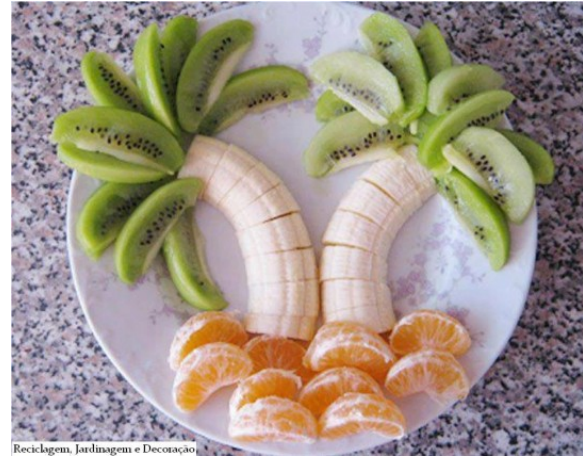


**Recipe**

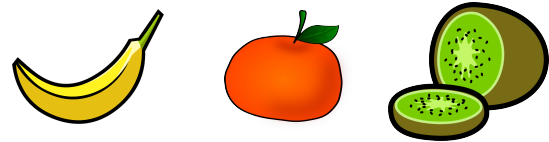
**photo**

**photo**

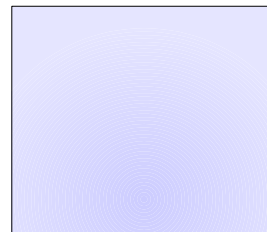
# How to make a **PALM ISLAND**



**Ingredients:**



**Recipe:**



# Ingredients section

**Title**

**character**

**Link to its recipe**

**Try drawing it**

**Miss Potato**



**Link to its recipe**

**Try yourself**



# Schedule

	Type	Time
Character	Illustration	2h each
Description	Text	1/2 day each
Recipe	Text	1/2 day each
Party Recipe	Text	1/2 day each
Photo	Photo	1 day each
Set icons	Illustrations	1 day
HTML	Code	7/10 days

**Thank you!**