MESSY
Chef

Major Project - Final Report

Noemi Bisicchia
MA Web Design & Content Planning
Greenwich University

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Concept

Twitter description

A website for children where to find lovely and healthy recipes even for the pickiest eater kids. (86 characters)

Inspiration

The inspiration for this project derives from different work experiences with children. Since I was a teenager, I worked as a volunteer in a local church, and the thing I liked most was spending time with children. They are so cute and adorable, but when it was breakfast or lunch time, I always had to fight with someone. I have no children, but I have enough experience to confirm that picky eaters kids are a big problem in a family.

Parents have to deal with them every day, trying to cook something healthy and attractive to them. I can not even imagine how difficult and stressful it can be, that is why I thought of a solution to help parents and children.

In the meantime, I do love drawing especially illustrations for kids. Children love drawing, I love drawing so I think that this should be the perfect combination to solve the problem, and so it will.

Elevator pitch

Working with children, I learned what they like and what they do not like. Kids love drawing, colouring, being creative, discovering new things, spending time with adults especially parents, kids want to have a role every time, but more critical have much more responsibilities.

With time I discovered that if I wanted a kid doing something that he/she did not like, the best way to do so was to give them responsibility. So, for example, it should not be "I cooked that, you must eat it" but "what are we cooking today, baby chef?"

The idea comes from this concept where parents do not have to struggle looking for something

healthy but at the same time attractive, spend so much time cooking and then seeing this time waste in a bin.

The idea is to help parents and kids with a variety of recipes, where children do not have to eat something disgusting just because is healthy but they going to eat something that is healthy, nice to see, to cook and why not, even to draw.

With time I discovered that if I wanted a kid doing something that he/she did not like, the best way to do so was to give them responsibility. So, for example, it should not be "I cooked that, you must eat it" but "what are we cooking today, baby chef?"

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because is healthy but they going to eat something that is healthy, nice to see, to cook and why not, even to draw.

The problem

As mentioned before kids picky eaters are a massive problem in a family for many reasons.

- Parents have to struggle to find a meal suitable for their tastes;

- Parents spend much more time looking for a healthy meal, suitable for the growing of they children;

- When parents find something healthy, they spend the time to cook it, but they do not even know if their children are going to eat it, or going to throw it away.

- Every day is a challenge to find something nice, healthy and likeable for children

- The tired parents give up and let the children eat what they want, even the junk food.

- Children never learn to eat vegetables and fruit;

- In the worst case, children

have health problems, such as obesity.

- Children grow up as a spoiled kids.

- Kids never learn how to cook.

Value Proposition

Messy Chef will be the perfect solution for all of the problems listed above. The website will offer a vast range of recipes, all of them healthy, enjoyable for all the family and easy to cook.

I will be divided all the recipes into three categories: Fantasy, Meal, Difficulty. It depends on who is the user; they maybe prefer to look at the recipe differently. If I am a very young child, I may be going to prefer to click on Fantasy, but if I am a teenager I may be going to click on Meal or Difficulty...

The website will also give the possibility to know more about the ingredients, so if someone is cooking a meal with carrots, at the bottom of the page, he or she going to find a link to know more about the Carrot itself. With that I mean, origins, seasons, curiosity and fun facts about it.

In a family, there is maybe more than one kid, or there are maybe kids that don't want to cook, or they are getting tired waiting, this is why I also thought about the section "Draw me". On this section, kids are going to learn how to draw the character while learning more about it.

Unique Selling Proposition

There are so many websites where parents can find something beautiful and joyful to cook for their children, some of them are healthy and others not. However, the point is that parents can find something online.

USP is not about finding the recipes to cook but is about who is finding them, so the **target**. As explained before, be a parent is so difficult, especially when everyday parents have to deal with picky eaters kids. However, what about if parents do not have to deal with them but let them choose what they want to cook? When people want to watch a family movie, to enjoy the time with their children, they let them choose the movie itself, so why not to do the same

with the breakfast or the lunch or the dinner?

MessyChef is the only website where kids can choose what they want to cook and eat. MessyChef will be a website made entirely for children where they can cook their meal with parents supervision. All the recipes will be chosen for this specific target in order to follow the parent's requests.

So unlike the many websites, on MessyChef is the kid that is looking at the recipe that they want to eat and then with parent's help they going to cook it together.

Manifesto

The purpose of this site will be to let children find some fantastic and, at the same time, healthy recipes to cook with their parents. Also, MessyChef will not be just a website for recipes, but it also has the purpose to teach. Children will learn why and when they should eat vegetables, fruits and nuts.

What else? Kids and parents are going to be happy!

The website must be:

- Easy to understand;

- Colourful but well organised;

- Quick to navigate;

- Provide excellent user experience for easy exploration;

- Have an appealing design, lovely illustrations and lighted pictures;

- Interactive. Kids should have fun navigating it.

Business and Cultural Context

Business Environment

With the new era of consumerism, the family have to approach different problems. While until 1930 people were struggled to find some food to eat and poverty was a huge problem to face with now there is an opposite issue.
Yesterday, so many children died because the food was not enough, today too many children do fuss because the food is too much.

Nowadays, parents are very focused on their career, they have to work both, and none of them can stay caring for the kids. Children spend most of their time with grandparents or teachers. Relationships in a family are entirely different from before; kids want to stay with parents, and the latter feel guilty because they cannot do so. In the end, this sense of guilt makes parents do things that they should not do, such as buying them everything they ask or letting them eating junk food.

The new era is entirely different from the previous one, but it has severe problems to deal with, especially when parents do not have so much time.

Psychology Behind

Nowadays there so many research about behaviours and roles in a family. Here are some of the reasons why people end up with children who do not eat well:

1. Parents are afraid to say no. It is not just that they do not want to create an ice cream binger. It is also that feeding children are a way to nurture them and show love. It is so tempting to give them treats like french toast or chocolate chip cookies to see their happy faces, especially if that was one of the ways our parents showed their love. However, we can break this cycle and express our love by promoting healthy foods!

2. Parents think it is okay for kids to eat junk food in moderation. Even though parents themselves might not indulge, they are told kids can eat it "in moderation." However, what exactly is "moderation"? Once a week? Once a day? What would be a moderate amount of a chemical like artificial colour, which some studies have linked to hyperactivity? Perhaps we are lulled into thinking kids have years to go before they have to worry about calories or fat. However, the truth is that even babies have been found to have the early stages of plaque in their arteries, childhood obesity is considered an epidemic, and type 2 diabetes, once only an adult disease, is now all too common in children.

3. Every day children are already in contact with unhealthy foods such as fruit juices reach of sugar, chips, snacks, cookies, candies, cakes, sandwiches. So for parents is much more difficult to stop their children eating such food when kids already have known the flavour of them.

4. It is appealingly easy to make a ready-made meal we know our kids will eat. "Nuking" chicken nuggets that have been scientifically formulated to please the little ones or boiling up pasta takes a lot less energy than standing in the kitchen for an hour or two to make a meal. Understandably, after working all day inside the home or out, that may not be so enticing, especially in over-scheduled, highly strong culture, where spending hours in the kitchen is no longer considered time well spent.

Cultural Context

The idea of this project come from my origins. I am Italian, so my culture is very different regarding food. We are educated since young to cook and eat healthily and for parents maybe is more natural to approaching vegetables and fruits to their children.
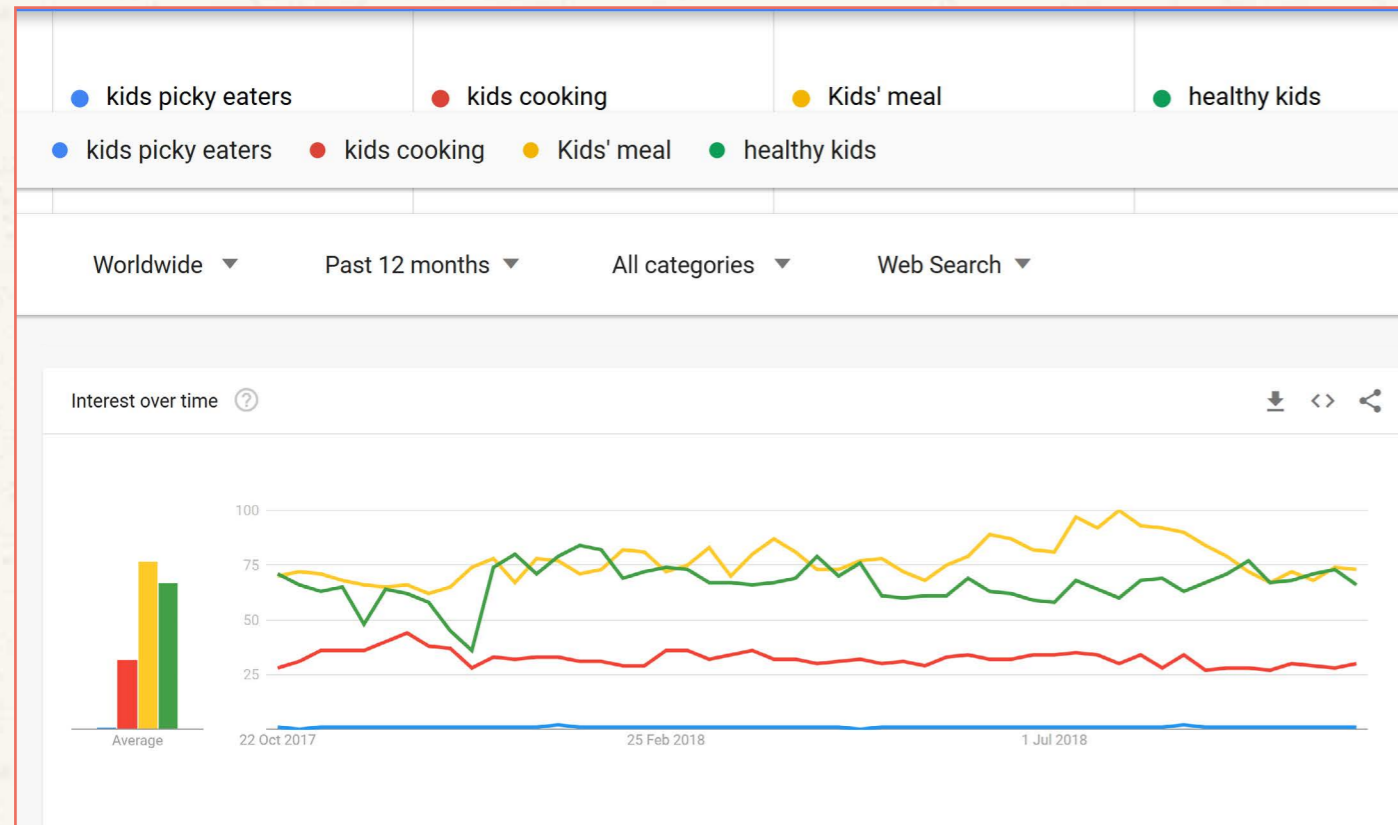
Living in the UK makes me understand how is difficult to do so in a busy and different culture. Here there are some suggestions.

1. Make sure children are hungry for dinner (or whatever meal you are serving). So, for example, don't allow them to have any sweets or too much bread after school. If it is two or three hours before mealtime, provide only fruits and vegetables if they are hungry.

2. Only keep food at home that you want them to eat. "Sorry, we do not have any Oreos" is so much easier than, "Sorry, you cannot have any Oreos."

3. Let them be involved in some aspect of food prep. "Kids, after finding friendly recipes online, became wholly enthused about making and eating. With parents, careful oversight, let them cut up or peel some veggies or even turn on the blender. They are so much more interested in tasting what they make.

4. Sit down to eat together, do it. Kids are so affected by what they see their parents and each other eat.

5. Feed children the same food you are eating. This is particularly helpful if children are relatively new to eating solids. As long as children can chew the food, there is no reason their menu at home and restaurants should look any different than adults. That way they will have the opportunity to experience the textures and colours of 'real' food and not become partial to the soft, white food kids are usually offered.

6. Children are smart! Talk to them. Explain why you are making the changes you are making — that you love them and are concerned about their teeth and their bodies. You want them to grow up to be healthy and feel well. They may not like the changes, but understanding them should help.

7. Don't underestimate kids. They are the fast learner and they going to learn soon how to cook and eat healthily.
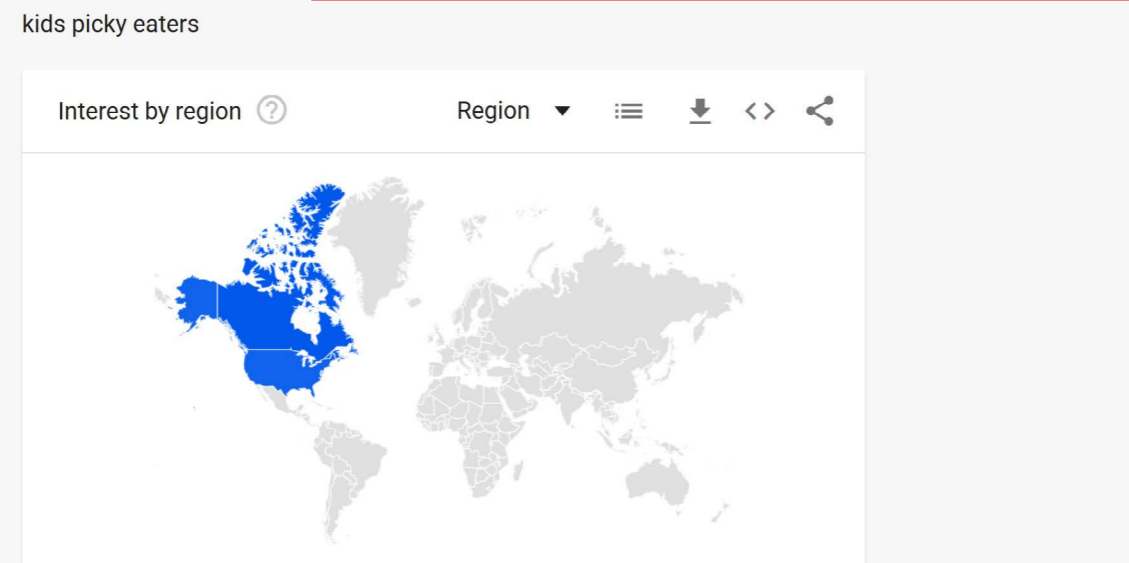
Google Trends Researches

- ● kids picky eaters
- ● kids cooking
- ● Kids' meal
- ● healthy kids

Worldwide ▾   Past 12 months ▾   All categories ▾   Web Search ▾

Interest over time ?

Compared breakdown by region

- ● kids picky eaters ● kids cooking ● Kids' meal ● healthy

Colour intensity represents percentage of searches FIND OUT MORE

☐ Include low search volume regions

Sort: Interest for kids picky eaters ▾

1	Australia	
2	United States	
3	New Zealand	
4	United Arab Emirates	
5	United Kingdom	

kids picky eaters

Interest by region ?   Region ▾

Google Trends Researches

kids cooking

Interest by region ?   Region ▾

☐ Include low search volume regions

Kids' meal

Interest by region ?   Region ▾

☐ Include low search volume regions

healthy kids

Interest by region ?   Region ▾
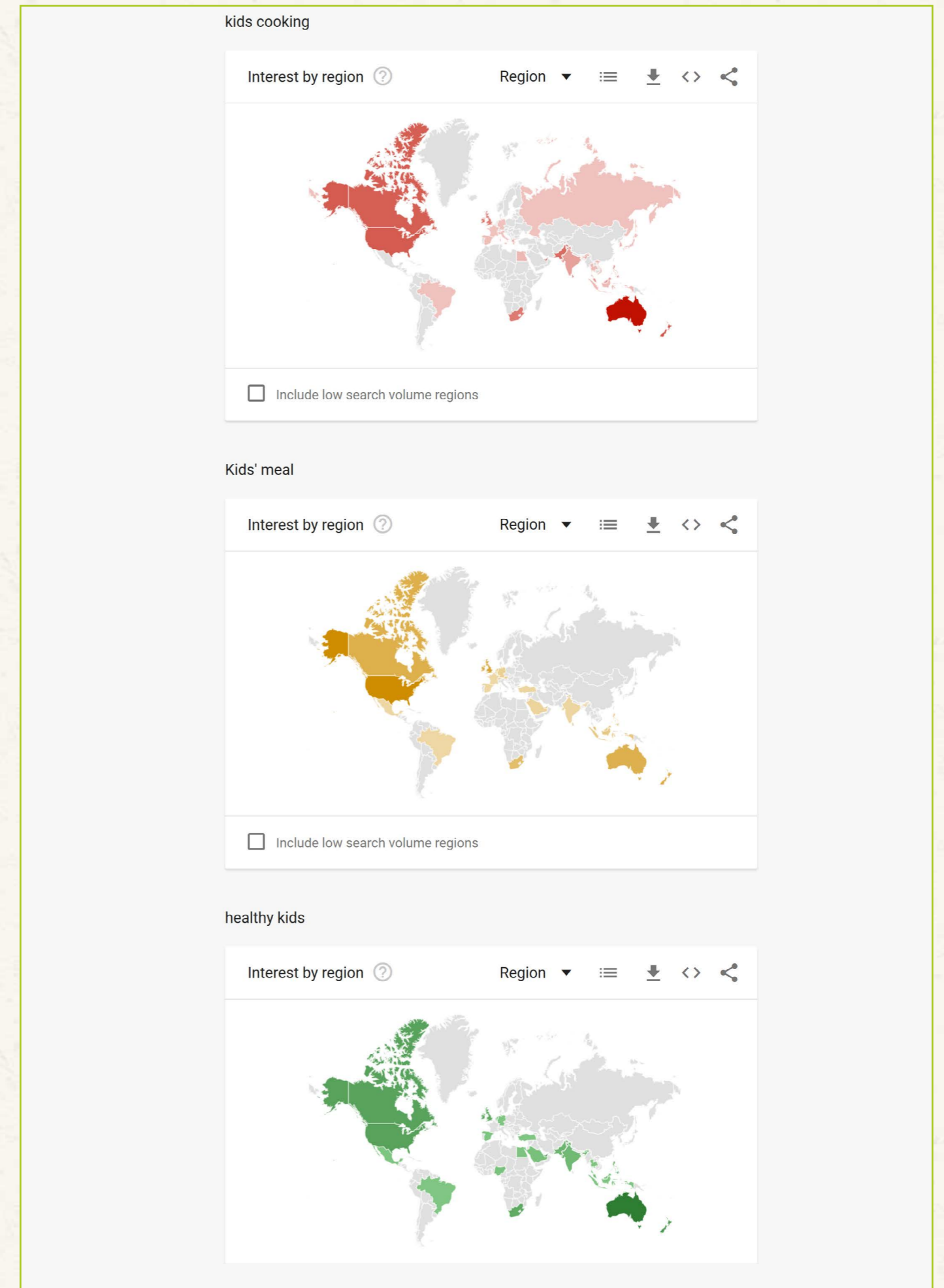
Other Researchers

One of the research I made to understand more with whom I am dealing with, was by using Google Trends. Thanks to this tool I confirmed my theory.

There is a massive amount of people that every day is looking online to solve the kids' picky eaters problems. Even on Google Trends, one of the most surprising trends was "kids cooking".

So many people are searching for adopting my strategy, so to leave children cooking the meal instead of cooking for them.

What have I discovered?

- Everything I found is so connected to my project;

- My idea has a good structure to resolve the picky eater's problem;

- Kids like to know and discover new things;

- Kids enjoy time spent with their parents especially if they are doing something together;

- People search about: causes, remedies and solution for kids picky eaters.

SwOT

Strengths

None of the websites I have visited is made for children. MessyChef website has a unique selling proposition where kids find recipes, cook, discover more about vegetables and fruits, have fun with family, draw and share their meal with everyone.

Weaknesses

To build it I should be careful because I need the perfect balance between a colourful design, reach of illustrations and design clear and well organised

Opportunities

MessyChef is an educational website so that means that maybe, one day,
it could be used in school,
for example, to teach kids
more about healthy food and ingredients.

Threats

The only threats I had was to not find the right recipes in order to be attractive to my target. Kids get bored immediately, so my recipes have to be easy to understand but at the same time be so exciting that waiting going to be worth.
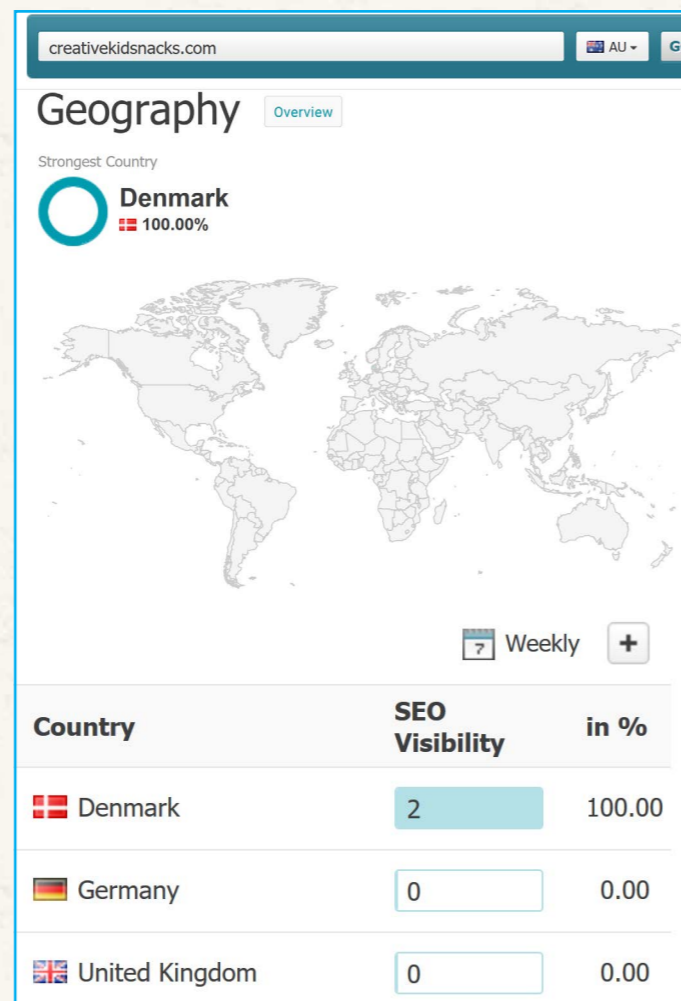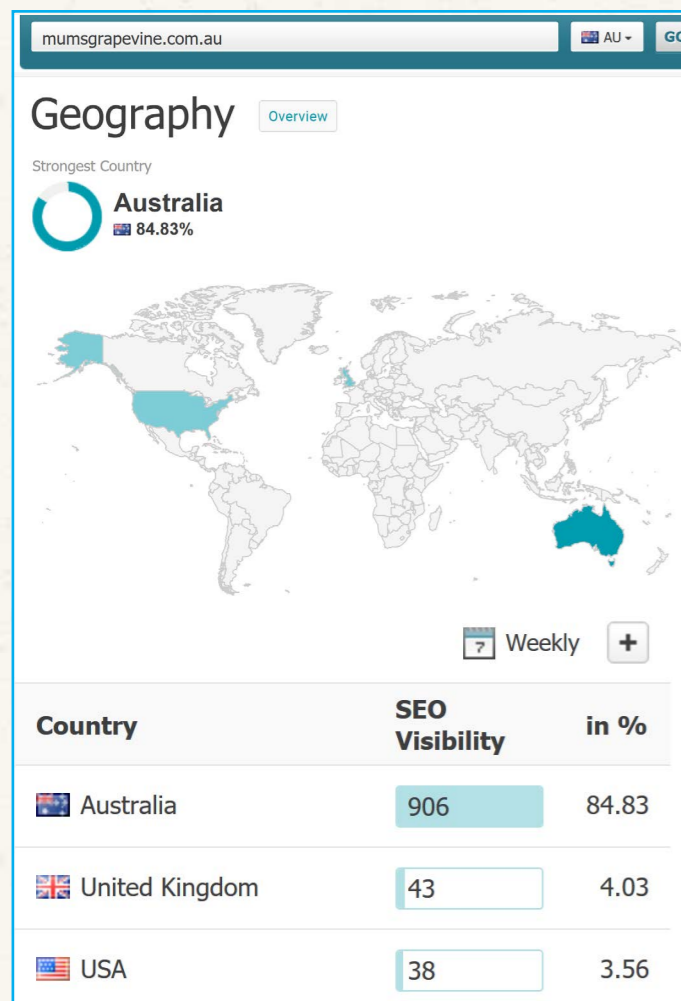
Cognate Websites

Competitors Having a look online I found many websites for children recipes; however, MessyChef has no direct competitors. I analysed a few related sites that could have similar topics by exploring their weaknesses and strengths that were related to my topic. I systematised related sites like the ones that were mostly related to my project theme. I analysed them based on their content, target, design.

Mum's Grapevine

https://mumsgrapevine.com.au/category/recipes/

- **Content**: This site provides a good variety of recipes.

- **Target**: The name of the website is clear, so the primary target is mums.

- **Design**: Clear, light colours and easy to understand.

- **Strengths**: The design is related to what I have in mind, but maybe too much plain, also, It is clear and easy to navigate.

Geography (mumsgrapevine.com.au)

Strongest Country

Australia 84.83%

Country	SEO Visibility	in %
Australia	906	84.83
United Kingdom	43	4.03
USA	38	3.56

Geography (creativekidsnacks.com)

Strongest Country

Denmark 100.00%

Country	SEO Visibility	in %
Denmark	2	100.00
Germany	0	0.00
United Kingdom	0	0.00

- **Weaknesses**: This is a website for mums, so it does not follow my intentions, plus just a few recipes are beautiful to see and attractive for kids.

Mumsgrapevine.com.au has excellent weekly visibility in Australia with 906 views but low visibility in Uk and USA. The SEO Rank is 5,903 with 8,330 organic keywords. Generally speaking, the SEO value is € 6,887.40. On Pinterest, there are 4,075,192 links and 432,405 on Facebook.

Creative Kid Snack

http://www.creativekidsnacks.com/category/desserts/

- **Content**: This site provides a good variety of easy recipes.
- **Target**: Adults such as parents.
- **Design**: All the recipes are in one page, that means that is a bit confusing, there aren't steps to follow but just one single picture with the final meal and some description to do it. Also, the design seems too dull.

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bbc.co.uk

Organic vs. Paid

Organic Keywords
152,513
100.00%

SEO Value
€ 285k

Paid Keywords
3
0.00%

Position Spread
1-3 4-6 7-10 11-20+

25,362
Page 1 Keywords

SEO Value Potential
€ 12mil

Position Spread
1-3 4-6 7-10 11-20+

2
Page 1 Keywords

Mojo
- SEO Rank (#69)
- Paid Rank (#0)
- Link Rank (#15)
- Social Rank (#23)

Geography

Strongest Country

United Kingdom 65.90%

Country	SEO Visibility	in %
United Kingdom	2,802,652	65.90
USA	547,754	12.88
India	118,645	2.79

Desktop vs. Mobile

SEO Visibility — Mobile SEO Visibility

60,459 -9.02%   -9.35%   **54,808** -2.71%

- **Strengths**: The recipes are straightforward, and everyone can make them.
- **Weaknesses**: Again here this is a website for adults, so it does not follow my intentions, plus is too confusing and wrong organised to be navigated by a kid.

Creative Kid Snack has terrible weekly visibility with 0% of views.

The SEO Rank is 0 with eight organic keywords. Generally speaking, the SEO value is € 0,00. On Pinterest, there are 374,797 links and 5,908 on Facebook.

Cbeebies

https://www.bbc.co.uk/cbeebies/curations/easy-cooking-with-kids-recipes

- **Content**: This is a website for children where to find games

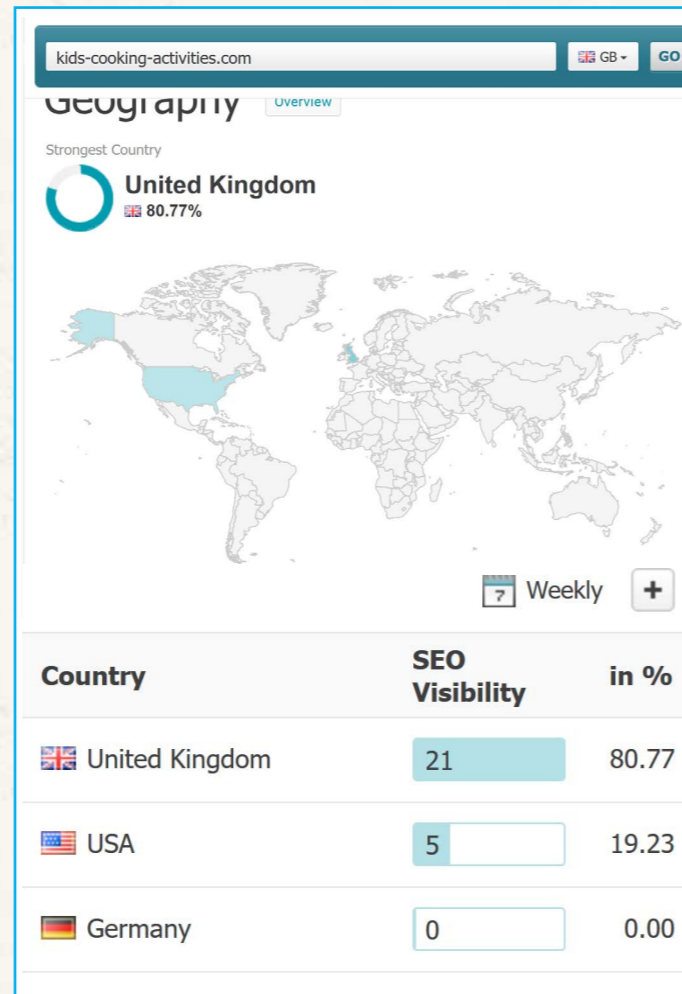and shows. A small section of it provides a good variety of quick recipes.

- **Target**: Kids.

- **Design**: Too much coloured, confusing and grainy images. For the recipes, there is too much text and just one image.

- **Strengths**: There are helpful videos to see the process.

- **Weaknesses**: Design too much chaotic. Kids have to look for links and info; they are not easy to find, plus there is terrible user experience.

There is a different situation for the BBC website. It has a very high weekly visibility with 2,802,652 views in Uk and 547,754 views in the USA.

The SEO Rank is 69 with 152,513 organic keywords. Generally speaking, the SEO value is € 285k. On Pinterest, there are 4,918,702 links and 959,456,952 on Facebook.

Kids cooking activities

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

| kids-cooking-activities.com | | 🇬🇧 GB ▾ | GO |

Geography · Overview

Strongest Country

United Kingdom
🇬🇧 80.77%

📅 Weekly | +

Country	SEO Visibility	in %
🇬🇧 United Kingdom	21	80.77
🇺🇸 USA	5	19.23
🇩🇪 Germany	0	0.00

- **Content**: This is a website offering recipes, pieces of information about ingredients, products to buy, suggestions, lessons.

- **Target**: Parents

- **Design**: Inferior and confusing.

- **Strengths**: It can be an excellent encyclopedia to consult

- **Weaknesses**: It is hard to

navigate, information and links are hidden
img analysis

Kids cooking activities have low weekly visibility with 21 views in the Uk and five views in the USA. The SEO Rank is 0 with 707 organic keywords. Generally speaking, the SEO value is € 146.97. On Pinterest, there are 49,094 links and 6,259 on Facebook.

Non-Cognate Websites

Some others websites are not directly connected with mine, but that provide similar services, such as entertainment for kids and games.

Cookinggames

http://www.cookinggames.com/

- **Content**: This is a website offering cooking games for children.

- **Target**: Kids

- **Design**: Cartoons style, clear navigation, so many illustrations.

- **Strengths**: User do not have to dirt anything, that is just a

virtual recipe.

- **Weaknesses**: That is just a game, like others, to keep kids busy, not to enjoy the time with them.

Barbie

https://play.barbie.com/en-us/game/you-can-be-a-chef

- **Content**: This is a website offering different typologies of games, even the cooking ones.

- **Target**: Kids

- Design: Cartoons style, clear navigation, so many illustrations, but very well organised.

- **Strengths**: You do not have to dirt anything, that is just virtual recipes.

- **Weaknesses**: That is just a game, like others, to keep kids busy, not to enjoy the time with them.

Planning

Commodity

To approaching this stage, I have to focus on my target and define it. My target is visible, children, but which age exactly?

Target

Before choosing the right target I have done long research, and I discovered that we could divide two typologies of children.

Ages 4-5

Learning pre-reading skills. Kids learn how to:

- substitute words

- write some letters

- pronounce simple words

- develop vocabulary

Ages 6-10

Learning to read Kids learn how to:

- read simple books and know about 100 common words

- understand that letters

represent sounds, which form words

- enjoy a variety of types of stories and talk about characters, settings and events

- remember the names and sounds of all letters and recognise upper and lowercase by second grade

- read independently and fluently

Based on that research it is clear that my target is kids from 6 to 10, but I will not exclude teenagers until 15.
Those users are:

- Are looking for something unusual to eat;

- Bored to eat what their parents cook;

- Don't understand why they are supposed to eat vegetables, fruits and other "disgusting" food;

- They see vegetables as

enemies.

- Usually, they are picky eaters just for healthy food not for junk food. (So for parents difficult part is trying to give them something healthy)
- Able to read;
- Understand dynamic of a web page;
- Search autonomously
- They can influence parents decisions

This is why, if I want to do something different, I should have a different goal. Kids always find websites about amazing recipes even if they are not healthy. Well, my goal must be to make a website where they can find just healthy and natural food! NOT JUNK FOOD!

User Profiles

The following user profiles were created to understand the motives, expectations and needs of possible users of MessyChef.

Jim

- 7, primary school, he likes games and monsters.
- He is a picky eaters kid, even before trying vegetables, he refuses to eat them.
- Enjoy time with his parents and play with them.
- He does not have a phone yet, but he always plays with his iPod.
- He likes watching cartoons and play games online.
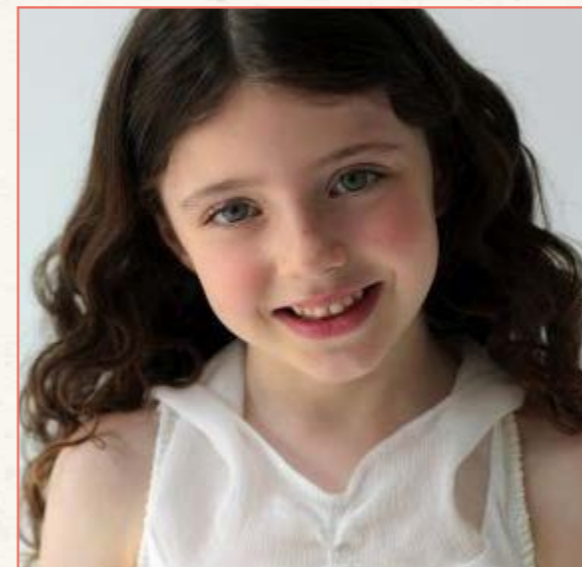
Annie

- 11, Middle school, love drawing.
- Enjoy time spent with family.
- She likes staying in the kitchen and watch her parents cook.
- She has a phone, her email and telephone number.
- She likes watching tutorials online.
- She likes to help parents,have responsibilities and makes parents happy.

Karl

- 8, Primary school, he loves science.
- He is brilliant and egocentric.
- Love eating well.
- He is a curious kid, always asking why things happen.
- He is an excellent student at the school.
- He his spending most of his time online, studying and learning new things.

Johanna

- 9, Middle school, she likes reading.
- She is a dreamer, she believes in magic.
- She likes to follow trends and fashion.
- She likes to try a different kind of food.
- She has an iPhone, and she is always sharing posts and stories on Instagram
- Her favourite subject is Story.

Structure

The website is going to have two main categories: Recipes and Ingredients. They will be linked to each other. Recipes The recipes categories will have a well-organised structure. There will be a perfect balance between text and images, that has to be attractive for children. There will be illustrations for the ingredients and photo for each step and the final picture. At the end of the recipe, there will be the "discover the ingredients" section where the kids can find the right links to the Ingredients category. Then, at the end of the page, there will be the possibility to share your recipe or to share the website recipe.

The recipes category will be divided into three sub-categories: Fantasy, Difficulty and Meal. The division is necessary to help different ages focus on what they are looking.

If you are a younger kid, you maybe gonna look for "fantasy" because you do not care about meal or difficulty. On the other hand, if you are an older kid your way of thinking is much more similar to an adult so you might prefer to search for "meal".

In other cases, if the kid is too young, maybe he is looking with parents help, so they gonna prefer search by "difficulty", to have life more manageable.

- **Fantasy**: the menu is going to be divided into three sub-categories, that are Animals, Cartoons and Mixed.
- **Difficulty**: the menu is going to be divided into three sub-categories, that are Easy, Medium and Difficult.
- **Meal**: the menu is going to be divided into three sub-categories, that are Breakfast, Lunch and Dinner.

On each sub-category, the meals will be divided in order to follow the name of the category. So for example in Animals there will be just recipes that seem animals; in Difficult there will be just complicated recipes, and go on...

Ingredients

The ingredients structure will be a different one from the recipes. While recipes section is showing instruction to make the recipe, the Ingredients section is teaching why they should eat those ingredients. To make kids learn with fun the best way is to make a story and try to be creative. For this reason on my website, each ingredient will be a character with a story.

For the information to add, I will write about:

- **Season**: when we can find the ingredient, most precisely in which season of the year.
- **Benefit**: Which benefit kids have when eating it, and why they should.
- **Curiosity**: Some exciting fact about the ingredient.
- **Fun facts**: Something very strange or uncommon the fact that no-one has ever thought about the ingredient.

Then, each ingredient should be linked to one recipe, so kids can have an immediate suggestion of how they can cook the ingredient described.

As the final part, there will be the possibility to draw the character. Step by step there will be an explanation with images and a few lines of text where kids learn how to draw and colour it. This section has been thought for families with more than one kid, where maybe one of them does not like very much to cook or doesn't pay attention to the preparation stage or just for entertaining kids that are waiting until the meal is ready.

Text

Considering my website as a website for children I need to be careful with text. Everyone can remember that when you are a kid, you get bored sooner especially when you are reading many things (we still act like that even if adults).

MessyChef is going to be a website with many recipes, many images and illustrations and a few lines of text.

The text is going to support the images, and it is going to be just a description of what the pictures are already showing. My intentions are clear, and even the smallest kid should be able to follow the recipes without reading the text properly.

On my website will be available just healthy recipes.

- Recipes will be connected to the ingredients categories, where kids are going to be able to learn how much important is eating a specific vegetable or fruit.
- First of all, it is necessary

to search benefits of eating vegetables and fruits.

- I will search the recipes starting from those ingredients healthy for the body.

- Eventually, I can think about design to give creativity and a nice aspect of the meal.

- I am going to take pictures by myself. I am not a photographer, but I am confident with Photoshop so I can work with post-production and make pictures much more beauty.

Images

Images such as illustrations and pictures have the leading role on the website. They going to be very important and descriptive, they have to guide users and let them understand the topics.

Each illustration is going to be drawn by me, and it will be personalised in order to follow the context where it will be positioned.

Homepage

- It will have a main illustration refiguring a rainbow of vegetables and fruit.

- Illustrations regard kitchen tools. Those are going to be important as homepage decorations.

Recipes

- Ingredients: for each recipe, there will be from 6 to 10 different ingredients, all of them will be clearly illustrated, and they will be followed by the quantity needed and the name of the ingredient (Es: 100 gr Potato).

- Steps and final meal image. Illustrations on this stage could be misunderstood; this is why there must be photos in order to be more explicit and don't confuse users.

- At the end of the recipes, there will be a small section where you can discover more about the ingredients cooked. Basically, it will be just a link, between those two categories where users can jump from

one side of the website to the other. For each recipe, there will be three different ingredients, all of them will be clearly illustrated, and they will be followed by their name (Es: Miss Potato);

Ingredients

- All the ingredients will be illustrated as characters, and they are going to have a strong personality in order to follow their description.

- Draw me. There will be a section where kids are going to learn how to draw the characters itself, step by step

About

- Illustrations to balance text;

- Contacts: It will be an illustration of 3 pans hold in a wall and for each one a clickable social.

Approach

I am not a chef, so when I will have the ingredients information, my approach will be to search recipes, try them, take the

pictures by myself and then write the recipes on my way.

That means that content will be suitable for kids comprehension and much more critical won't be too long, so just a few lines of explanation and good pictures

Tone of Voice

- Confidential

- Obviously for Children

- Friendly

- Easy to understand

Organisation of contents

Content will be organised strategically, easy to understand and to navigate. To do so, I have to think, already from now, about design and layout because it is going to be an essential point for my website structure. Since my target is not a common one, and they have a specific request, the User Experience thinking is incredibly connected with the visual design itself.

Website AIMS

MessyChef is a website made for children and family. The word Chef from MessyChef comes from:

- **C: Creativity in Kitchen**
  Children learn how to cook fabulous meals and how to become a real CHEF.

- **H: Healthy Food**
  On my website, there will be just healthy ingredients and recipes, benefited for the body. This is one of the most significant priorities in MessyChef.

- **E: Exciting**
  Discover how to cook different meals and became a professional chef. This is something new and should be exciting for kids and family.

- **F: Family Fun Time**
  On the Messy-Chef Kitchen, family work together to make a meal. Discover how can be exciting to spend time cooking for all.

Recipes Template

Ingredients Template

Firmness

Back-end technologies

Domain name

The chosen of the domain name has been difficult and very discussed. The name should have been something attractive, fun and friendly for kids. To make this choice I checked online the trends on Google trends to understand how people are searching. I know that the name is not the most important in order to have a good SEO, but the research was just a way to start.

At the beginning I was thinking about:

- Kids picky eaters
- Healthy kids meal
- Healthy Meal
- Creative kids meal
- Happy cooking
- Kids cooking
- Happy kids
- Healthy and Creative

However, none of them was attractive for kids so thanks to my tutor suggestions I realised I needed something much more fun and messy to attract my target. Kids should see my website as a messy and super fun one, with lots of amazing recipes, joyful to make.

Saying that I needed something different, so I went through those others:

- Funny Chef
- Messy Chef
- Sloppy Chef

I did a kind of survey on Instagram where people voted the one they prefered, and it was Funny Chef.

However, in the end, I choose Messy Chef because for me also for my tutors is the one that is closer to the idea and intentions of my website.

Hosting platform

My coursework homepage was hosted on Clook, and I found them to be very helpful and prompt. Their prices were also decent. I decided to stay with Clook for MessyChef. In the beginning, I will buy the standard package, so shared-0 and I will pay £24.18. Since I will have so many pictures and illustrations on my website, I think I am going to need to upgraded my hosting to shared-2 so that I had more disk space and bandwidth. Shared-2 also allows me to host up to 5 different websites. So at least, I think, I am going to spent around £80. I luckily hope not to have any issues with hosting during the development process of MessyChef.

CMS

There were a few reasons why I explored different CMS' for MessyChef:

- Data-heavy content, although mostly static, would benefit from the structure of a database;

- Opportunity to expand content to the rest of the world in future phases, with maybe different languages;

- Future-proof development, adding more content later would not be an issue;

- Adding a new admin in the future would not be a problem;

- Opportunity for a more robust, interactive and fun recipes section.

- A chance to work with something I have never worked with before.

When researching CMS', I had some requirements. I wanted the CMS to be relatively easy to learn, supported, open source and to work with shared hosting. I short-listed three CMS' that reached my criteria. WordPress, being the most popular CMS has much online support and over 40,000 plugins. Joomla has over 7,000 plugins and is secure. My last option for a CMS was ModX because it provides creative freedom and is secure but does not have as many plugins as Joomla or WordPress (ModX,

2017).

Since I do not want to think about this project as just a major-project, I want to have a higher vision and use this project to add values and skills on my Portfolio. Nowadays the majority of the website is made by WordPress, so one of the most motivation I had to choose WordPress was to learn more about it and improve my skills.

Saying that I started having a closer look at WordPress and try to understand what it could me offer. What I found were so many plugins, some of them exciting.

- Share This: thanks to this plugin, kids can share the recipes with a friend or maybe with their parents, to think about the dinner or the next lunch. I also like the fact that with this plugin you can share even in WhatsApp. Considering that my target is children not all of them have socials but at least many children have a phone, a number and WhatsApp.

- ACF (Advanced Custom Fields):

this plugin is just fantastic. Thanks to it I can create a user interface where everyone can add a recipe. I want to have a website accessible to anyone, and with that, I also mean for a potential client or someone that is working on it.

- Comment Popularity. This plugin allows rating and up-voting of comments. Admins can give users an "expert" level so that their comments are considered more important. This would be a perfect option for the future, for the second stage of my project. Kids will share their pictures and comments, and the bests will be on top, helping the others. (see the last chapter for more details).

In conclusion, I will need a version control to manage the recipes posts and connect them to the ingredients and party section.

- CMS: Wordpress to edit and public all the posts.

- .htaccess for error pages: if I am running WordPress on my website, might want to think

about installing the W3 Total Cache plugin which can serve static 404 errors for WordPress.

- Javascript: just for a few things. For example, on the homepage, the greetings and picture of a recipe can change accordingly to the time of the day or the navigation. Analytics The site will be monitored on a weekly basis using Google Analytics and Google Search Consol

Google Analytics will:

- Provide website traffic
- Analyse traffic sources and flow
- Identify demographics
- Include a breakdown of keywords

Google Search Console will:

- Provide search analytics
- Analyse any incoming links to the site
- Monitors and resolves markup issues

Front-end technologies

- I will use media query for the responsive
- I will create my own grid layout using my own markup with the help of the flexbox property.
- I will use sprite images to make the website lighter and speeder.
- I will minimise the CSS;
- I will use advanced selectors.

CSS Animations

I initially wanted to include more CSS animations on the site; however, due to the nature of the content and feedback from my presentation, I decided to only include small animations, such as hover effects on the buildings index page. Also I don't want to make my website to much chaotic so It will be very simple and tidy.

JavaScript

I am not a big fan of Javascript, fist because it is always a risk, especially for The UX and also because I need more time to understand how this language works. However, my challenge is going to be to make pretty navigation with JavaScript. Basically, I would like to have the usual navigation but, to have some fun and make it more beautiful, I want that for each "li:hover" it appears a nice illustration. The idea comes from the greengrocery shop that has the boxes of vegs and fruits in front of the door. So, when you're on the voice"Vegetable", it should appear the box of vegetables, and so on for the others voices.

SVGs

SVG Optimiser To keep file sizes to a minimum and help improve the performance of the site, I added a PHP code in my "function.php" file that allows WordPress to upload SVG images.

PNG Optimiser

For very small images such as the ingredients on recipes, I will use png-24. Then I'll optimise them with FileOptimizer, a great program that one of my tutors suggested me.

Content

Recipe section: Initially twenty recipes, ten photos for each recipe and six illustrations to represent the ingredients. Ingredient Section: At the beginning twenty-five Ingredients (10 fruits, ten vegetables, three nuts involved). For each ingredient I will need six steps to draw the character, so six illustrations with the drawing process.

Plugin

- **Yoast SEO**: to manage the SEO efficiently.
- **Custom Fields**: to make templates and give a user interface to my website.
- **Login and register form**: I will use some plugin such us "Theme my Login" and eventually customise it by CSS.
- **ShareThis**: to share each post or page with everyone.
- **Manage WP** that made a full website backup once a month (not enough but at least

an added sense of security and allowed me to develop MessyChef under maintenance mode. Maintenance mode generated a landing page to display on the homepage while the site was still in production. This could entice viewers into coming back after the website launch).

Backup and Version Control

Every week or so throughout the developmental process, I will extract an SQL file of all my databases and download it. I have already done it with others projects through cPanel > phpMyAdmin. I would also, through to File Manager in cPanel, compress my entire website and download the zip file. With both of these downloaded files, I will have a complete backup of my website: the database and the files. I will save these downloads on my computer and external hard drive.

Plus every week Wordpress will do a backup by "UpdraftPlus" plugin. I decided to take this simple backup approach because I do not feel I will have enough time to learn the complicated git systems that are available, I could trust myself to do backups frequently enough, plus the plugin will help me a lot.

Delight

Design

The design for my website has been drawn from a vast number of inspirations; I looked towards websites, books and games for children. What I've found online is, for the 80%, super coloured, full of drawing and patterns, so confusing and difficult to navigate. For me, it seems that a kid has built them because many of them are too messy!

As a Graphic Designer, I want that my website looks nice, well organised and easy to navigate. My goal is to build a website that is made for children by a graphic designer, not a kid. For this reasons, I have started to search from other sources, such as books, illustrations for kids and different website.

How do I want to design MessyChef?

· Easy to understand;

· Designed for children;
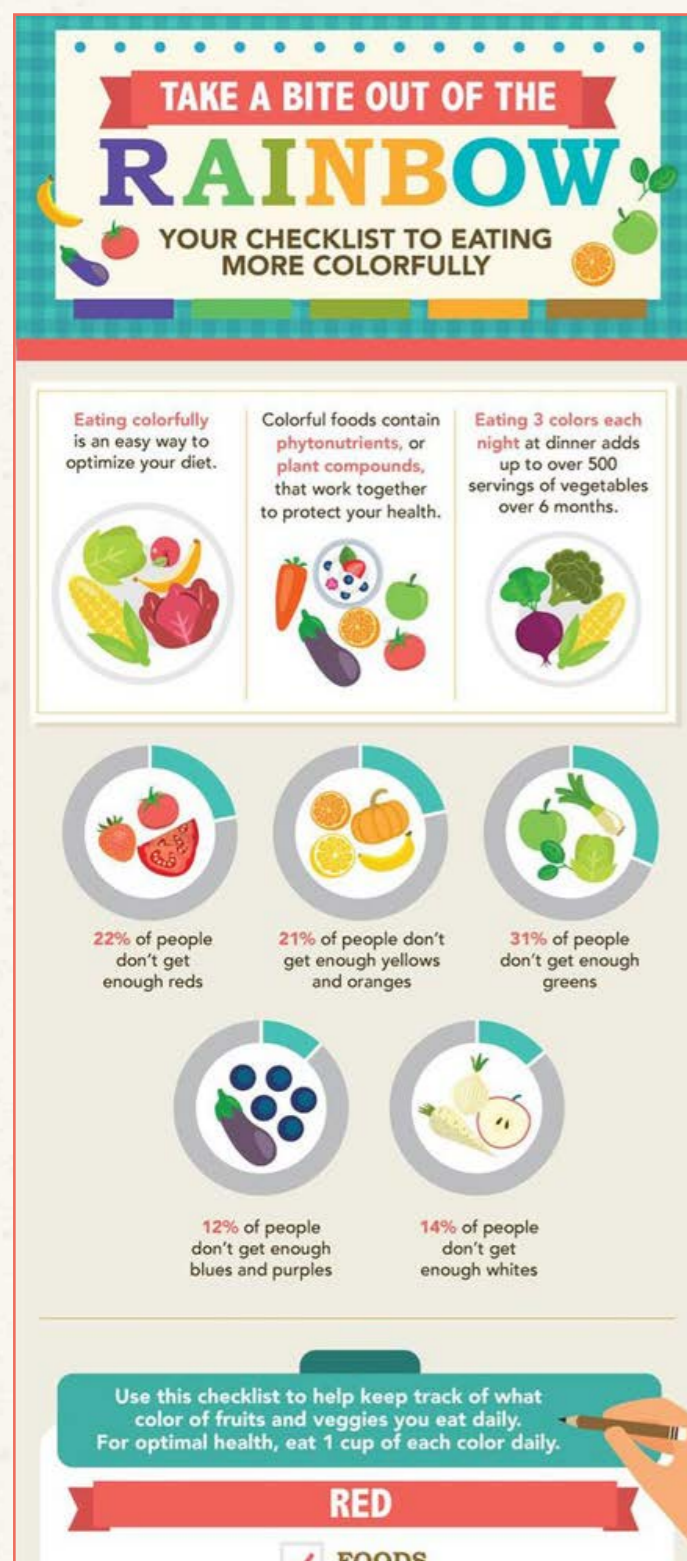
- Easy explanation of recipes;
- Colourful but not chaotic;
- With funny icons and drawings.

Colour Scheme

Children food and pastels colours inspire the MessyChef Colour Scheme. I want something colourful and joyful but not chaotic; this is why I don't want strong colours but pastels.

One of my priority is to not confuse kids, especially about gender. My website is a neutral website and colours have an important role. Stereotype says that pink is for female and blue is for masculine.

I don't want that kids think: this website is just for girls, or the opposite... Colours should be neutral, where everyone can be welcome and feel comfortable.

Logo

In the planning stages of MessyChef, I played around with some logo ideas (below).

1th Idea

The firsts idea come from a simple concept, a baby chef holding the letter "f", in order to have a clear logo.

2nd Idea

Then, because it's a website to teach kids, I started thinking about the connection with schools, and I thought about a blackboard held by a kid. Then I realised that a whiteboard, instead of black, was working better.

3rd Idea

In my third idea, I tried to simplify it and make it much more fun and messy. *third logo idea
In the end, the choice was for the third one, because it is perfect to show and enclose the central message of MessyChef.

Favicon

In accordance with the logo, I also designed the favicon. It's a simplified version of the logo with just the chef hat and the spoon.

Navigation

As said before, for the navigation I want to make something special.

The idea comes from the greengrocery where fruits and vegetables are in the boxes just outside the door.

I would like to adopt the same idea and make it with JavaScript (if I will be able to do so...)

Illustrations

Illustrations have a huge importance on MessyChef. They have the scope to explain, have fun, and make the website more beautiful.

I will need illustrations to:

- make the characters in the ingredients section;
- homepage;
- show the ingredients in the recipes section.

Fonts

I originally wanted to use "Fredericka the Great" for all the "H", in order to have the same font as the second logo. For the paragraph, I was thinking to use "Happy Monkey" that is quite easy to read, rounded and adaptable for kids.

However, in order to follow the feedback from my previous lecture, I decided to go for the third logo, and the fonts to use. MessyChef gonna have the font "Atma" for all the H1, H2, H3 and "Raleway" for the paragraph. Both of them are available on Google Fonts.

Orange

#F29018
RGB(237, 117, 29)

Yellow

#FCC714
RGB(251, 198, 19)

Pink

#F79FB4
RGB(242, 157, 179)

Green

#BCC945
RGB(188, 200, 68)

Red

#ED6E5F
RGB(237, 110, 95)

Sample Heading
Atma Bold 700

Sample Subheading
Atma Bold 700

Picky eaters can come at any age, but children are perhaps the group with the most significant concentration of picky eaters. This can be for many reasons, such as being nervous to try new food, disliking the color of something, or maybe just being stubborn, but what it amounts to every time are frustrated parents trying to make sure their children eat healthily and grow up strong. Does this sound like your life? The good news is, there are many surprising ways you can easily get your children to eat healthy. Ready? Let's dig in

H3 SAMPLE SUBHEADING
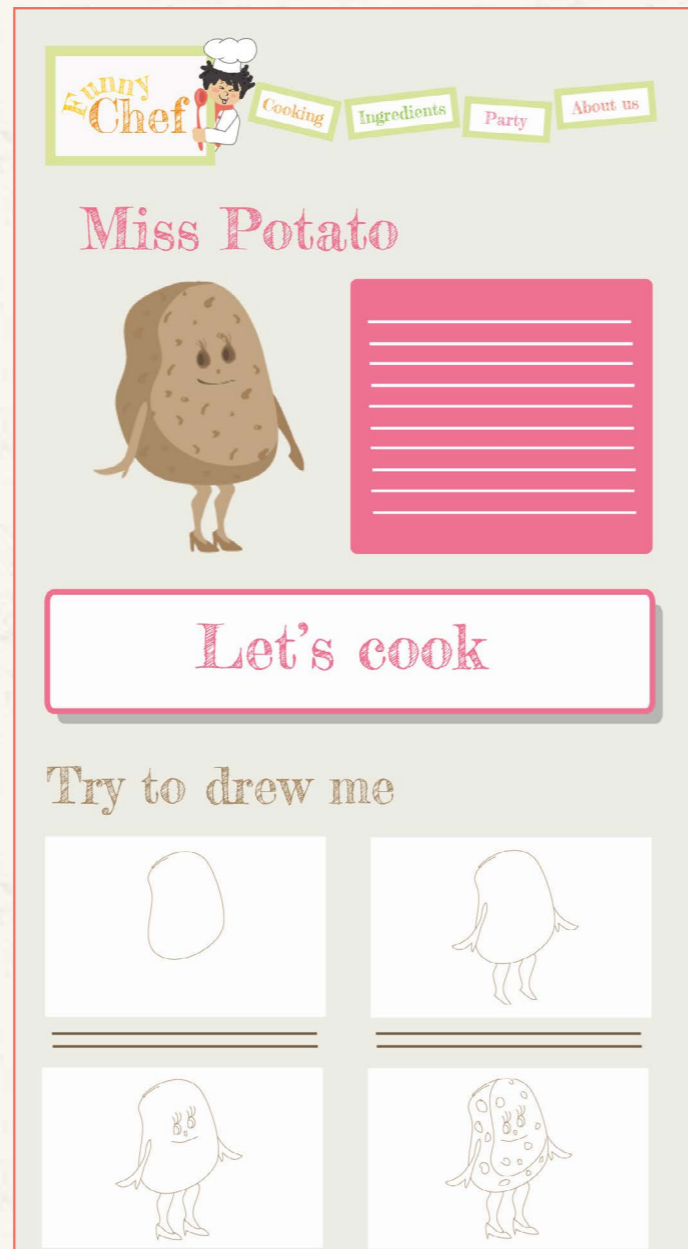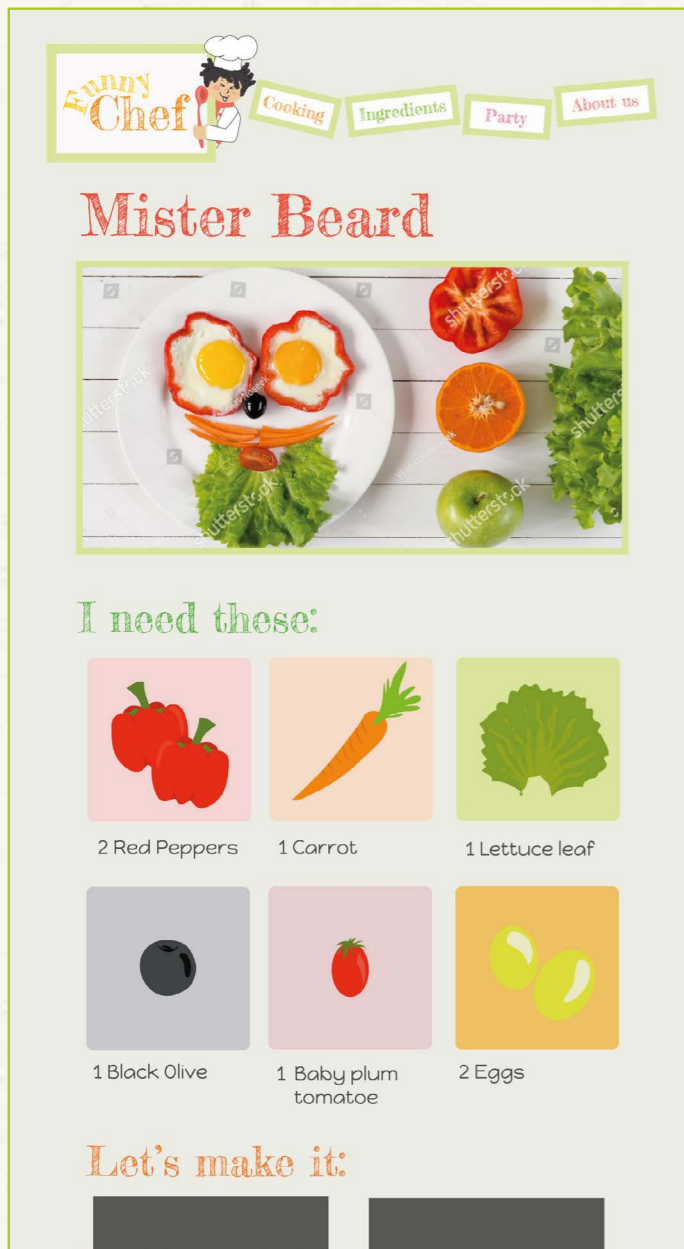Atma Regular

H4 Sample Subheading
Atma Regular

Patterns

Icons

Illustrations

Wireframes

I created some wireframes to get a sense of what the page layouts would look like and where content would go.

The wireframe on the left shows the recipes index page, and the one on the right is for the ingredients styles index page.

Prototype

After the wireframes, I created some high-fidelity mock-ups to look at the overall design of the site with the colours, illustrations, and placeholder content in place.

To do so, I build my mock-up with HMTL and CSS and is available online on my page-work website:

https://noemibis.uk/major-project/html/ingredients-central.html

The prototype is already responsive and is showing the recipe section, the ingredient section and the loop page.

Estimate dates:

	May				June				July				August				September			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
HTML - CSS	■	■	■	■	■	■	■	■												
WordPress									■	■	■	■	■	■	■	■				
Illustrations																				
Descriptions									■	■	■	■								
Recipes									■	■	■	■	■							
Party Recipes														■	■	■				
Photos									■	■	■	■	■							
Analysis														■	■	■	■	■	■	■
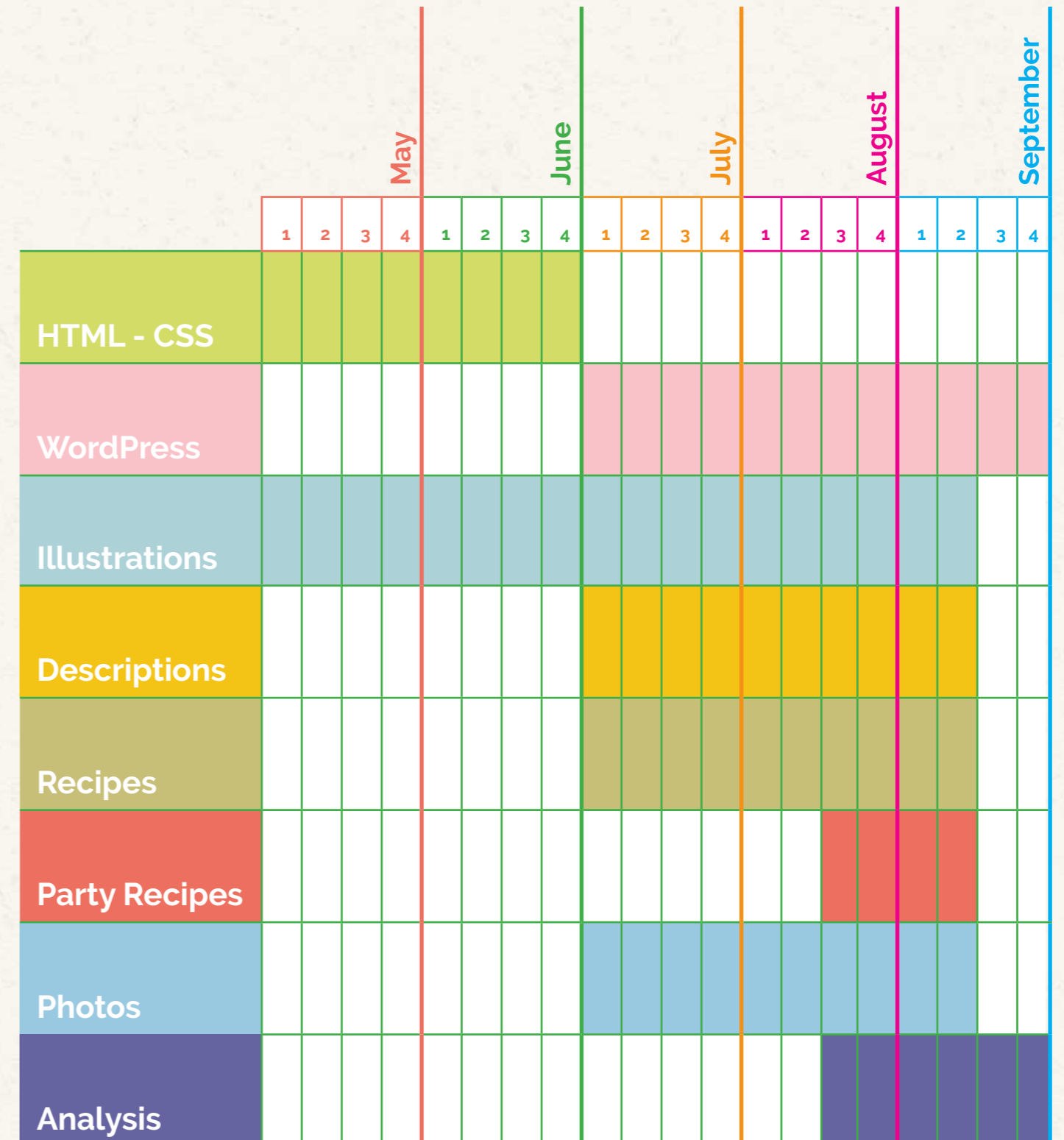
Implementation and Promotion

Content collation and creation

To choose the content I had to look online to find interesting recipes for kids, sometimes I found them on Instagram or specific websites. One of the websites where I took some inspiration has been:

- http://ricette-per-bambini. pianetamamma.it/
  An Italian website where I have found so many interesting recipes, most of them healthy.

I have also found others recipes in some books or magazines. After having found the right recipes, I have taken the main ingredients and I have drawn the character for each of them. For the ingredient section, I have searched the content just online.

The websites where I have found more information have been:

- http://www.sciencekids.co.nz/
- http://www.bestinseason.ie/
- https://www.kidzsearch.com/

- https://easyscienceforkids. com/

With this contents, I have started drawing all the illustrations for the "Draw me" sections inside the ingredient template and then all the ingredients for the recipes. Every time I am working on a recipe I have to cook the recipe and take pictures for each step, then I have to reduce the sizes and improve the photos to upload them on WordPress. When all the pictures are ready I have to draw all the ingredients on Illustrator, connect the recipe to the ingredients-characters (discover me section), draw the characters and then the single steps to the section "Draw me". Add a recipe on MessyChef was a long process in order to have all of these content ready, it took me so many time, but in the end, it has been perfectly organised.

Schedule and implementation Since I am a Graphic Designer, my first approach to start building MessyChef was starting from the

design. During May, I drew all the illustrations for the homepage, navigation and about page. Then I refined my logo, my favicon and I started drawing five characters from the Ingredient section.

From June, in order to follow my schedule, I started building the website in Html and CSS. Since I had already built the prototype the process was not too long, it took me just two weeks.
I basically built 5 HTML pages, necessary to make my template on WordPress later on. First of all, I built the homepage, then the Ingredient section, the Recipe section, the loop and at the end the About us. While building each page, I was taking care of the responsive.

The second approach was to make the navigation working well and organise the footer with the right content. I planned to build the navigation with a little JavaScript that allows the user to see the illustration while hovering a <li> in the list. Doing that it was not an easy job and, since I knew It should take me too much time, I thought to leave it until the end

and doing it just if I should have had time.

From the third week of June, I started working with WordPress. To do so, I followed my tutor's advice, and I downloaded MAMP in order to have a better managing on local. I created my WordPress account in MAMP and online then I started the process of transferring the theme.

For the theme, I used the "Vanilla-Eyestyle" theme already built from one of my tutors and I changed the CSS values in order to create my own.
Learning WordPress took me one month, so from the second half of June to the first half of July. From the second half of July, I tried to improve the weight of my website, validate the code, the speed and improve the images.

From the last week of July, I started adding the content from the recipe section. Every day I have added a recipe, I have taken pictures, post-produced them on Photoshop, uploaded them on the website and added the new recipe. Every time I added a

recipe, for each of them, I needed to draw from 6 to 10 ingredients.

From August until September I have added a recipe or an ingredient more or less every two days. I also added a sub-navigation for each voice on the Recipes menu. So, now when the user clicks on Recipe Fantasy: it sends them to another page where they can choose from Animals, Cartoons and Mixed. The choice to have a page-menu instead of a second sub-menu was made in order to the design functionality. Plus I think that for children is much more accessible and much funnier discover the different categories with great illustrations that will be lighted on mouse-hover.

During that period, adding content, I also to improved and modified my CSS in order to have the best UX result.
From September to October, I worked more on the strategy, advertising for socials, SEO and improving the website.

WordPress theme development

Add posts and pages on WordPress is quite easy but create a template and avoid to copy and paste the HTML codes every time, it is much more difficult. My goal for this project was to learn and build a website accessible for any user. If I have wanted, I could have just added post and pages and then on the "Text" copy and paste my code. That method is for sure the most easier for me but at the same time the most difficult for a user. Also, I did not see the point of creating my posts on that way using WordPress. If I was not building my website on WordPress, then it was okay, but having the great opportunities that WordPress was giving to me and don't use them, is such a shame.

So I did a research and thanks to my tutor advice I found a method to make a user interface in order to don't deal with code anymore.

To do so, I have used a very famous plugin: ACF – Advanced

Custom Fields. Basically, I created the two templates, one for the Recipes and one for Ingredients; then for each of them, I added they own Fields. Each Field Group is connected with a PHP template. So basically the code with all my classes and id are inside the PHP template, called "singlerecipe.php" and "single-ingredient.php".

Thanks to ACF a hypothetical user can create a new post following my template scheme. ACF is free just when you are customising posts.

Even if I wanted to pay to have other templates for the pages was not so necessary. In pages, there is just the homepage, about and the three submenus from recipes, so I decided to don't pay for the full ACF-pack and keep those pages as static where a user does not need to modify them.

SEO strategy

I have used Yoast SEO, a plugin which allows for easy SEO implementation within Craft and carries out tests to show you where SEO could be improved. This consisted of entering keywords and data for meta title and description tags, setting up OpenGraph metadata and images for social media platforms, and making sure that information was provided for site identity purposes.

In addition, I ensured that written content on the site was keyword-rich by trying to include the most relevant keywords. I found this fairly difficult as I did not want to over-use specific keywords and be seen as a spam site, yet had to place specific keywords strategically to make sure that they were included. I have also included as many internal links as possible to improve navigation of the site and ensured that the site meets WCAG 2.0 standards to improve its prospects in Google search rankings.

Each Recipe is connected with at least 3 Ingredient from the Ingredient section.

Socials

About four weeks before launching MessyChef, I created social media pages for promotional purposes. I decided to create a Facebook and Instagram account.

Although my target is not easy to reach with accounts like these, for promotional purpose they are useful because through their parents I am going to reach kids. Since the 13th August, I posted on a regular basis, about one post per day.

Since the beginning, the Instagram account was connected with facebook, so I did not have to copy paste in both social but publishing directly from Instagram.

Both social have the direct link to my MessyChef.uk and both have the same profile picture. For every post, I tried to personalise tags to attract more and different typologies of followers.

Plus, each recipe has the possibility of sharing on your favourite social, thanks to a plugin called "Share This".
This is a very useful featured, mainly for promotional purposes.

Site launch

The website has been launched on the 13th August despite not being a finished product. There were still improvements to be made and illustrations to be completed; however, functionalities were working well and all written content I had initially planned to include was completed.

On that day there were nine recipes and six Ingredients

Other

Many of my promotional activities have mainly been through word of mouth, sending the site to friends and colleagues, and encouraging them to share with others.

Analysis

Google Analytics
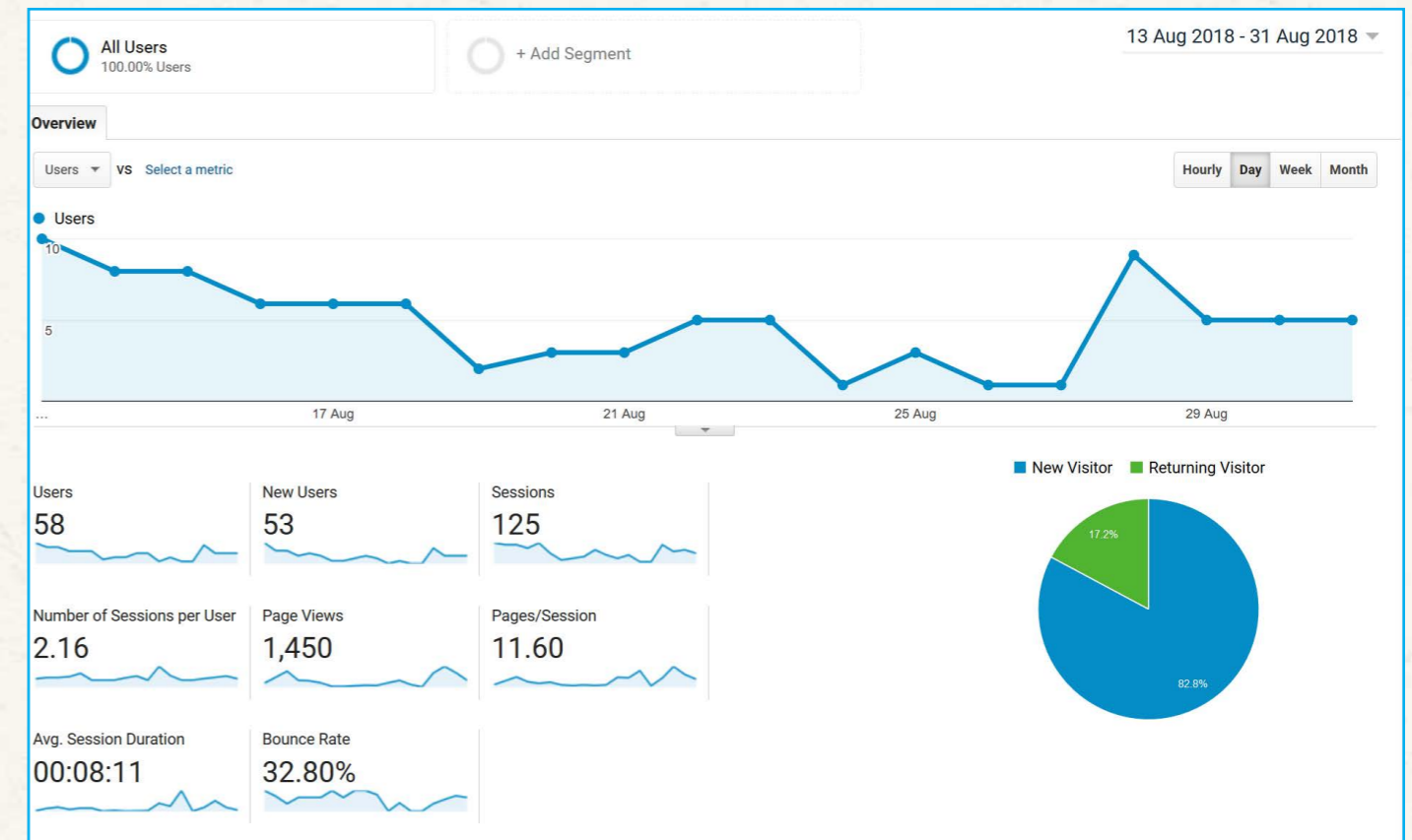
The initial analytics report was taken just a day after launch as I was curious to see what the results would be. To rally up interest for site launch, I shared the link of my site to family and friends, as well as posting on Instagram and Facebook. Despite rallying up interest for the site upon launch, I was doubtful as to how many people would be interested in visiting the site.

The following table shows the user traffic between 13–31 August: To my surprise, the results were much better than I had hoped as I was only expecting around 30–35 user views with around 100 page views.

The pages per session were roughly in line with expectations,

with users visiting around 5 pages, although the average session duration was a higher than hoped, as I had initially expected around 5 minutes given the length of the content on some of the page which meant that users might have been reading the content and looking at the illustrations. However, the bounce rate was a bit higher than I expected at 32.80%, perhaps indicating that the content was of interest and most of the users were encouraged to click through to other areas of the site from the homepage to find out more.

User Traffic

- User Views: 58
- Sessions: 125
- Pageviews: 1.450
- Pages/Session: 11.60
- Avg. Session Duration: 8:11 min
- Bounce Rate: 32,80%
- New Visitors: 53

A month after launch

The following data were retrieved on the 16TH September, about a month since the launch of the MessyChef. Improvements to the site were made due to user feedback: the homepage layout was adjusted slightly to enhance the visibility of text, all the content now fills the screen as much as possible for the mobile version.

User Traffic

- User Views: 169
- Sessions: 316
- Page views: 2.665
- Pages/Session: 8,43
- Avg. Session Duration: 5:47 min
- Bounce Rate: 34.81%
- New Visitors: 160

To be honest, I was expecting more traffic, User Views, Sessions, and Page Views. Despite this, the percentage increases for these three metrics since the initial analytics report are:

- User Views: 111 more
- Sessions: 191 more
- Page views: 1.215 more

The data shows a steep
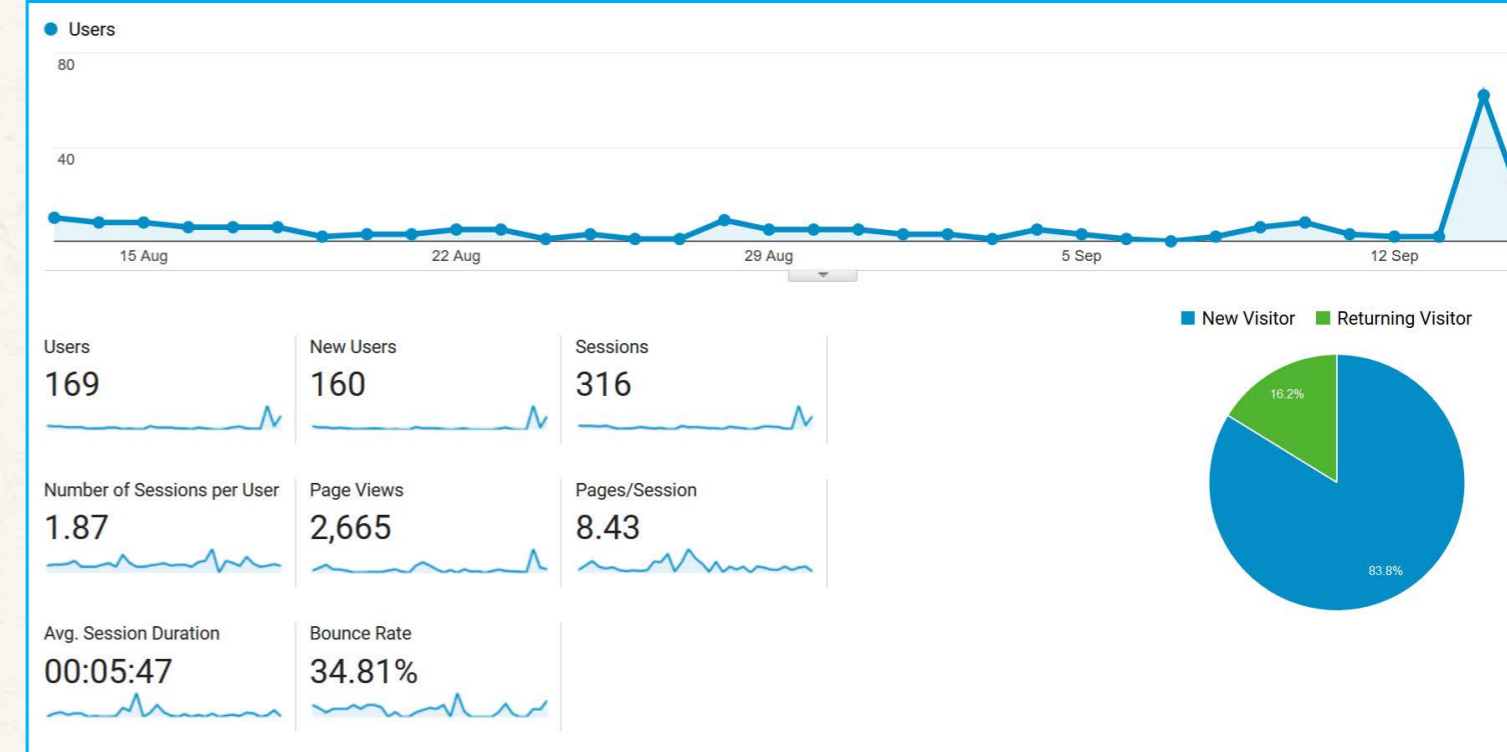
increase, almost 100% in the last three weeks. That is a good improvement that I hope it will continue to grow over the next months. Sessions are the rapid growth of around the double. That means that people were happy to explore the site a little more and take time in reading the content or looking at the different illustrations. Also, the new users significantly increase since launch, perhaps demonstrated that the website makes users curious. It seems that users are willing to know what the website is about, look at different areas on offer.

Another useful data is about pageviews: There are 1302 new page views, that means that people are not just opening one single page but they might enjoy navigating the website.

User Flow

The flow diagram shows that 72,5% of 109 sessions entering through the site via the homepage have clicked through to other pages. The three most popular are:

- /fantasy: 41 sessions
- /2018/08: 15 sessions
- /recipe/fantasy: 8 sessions

The average through traffic for pages under 'First interaction' is 92,7%, which means that there were only 7,32% of sessions dropping off after clicking through from that page, perhaps demonstrating that users have found the categories useful when
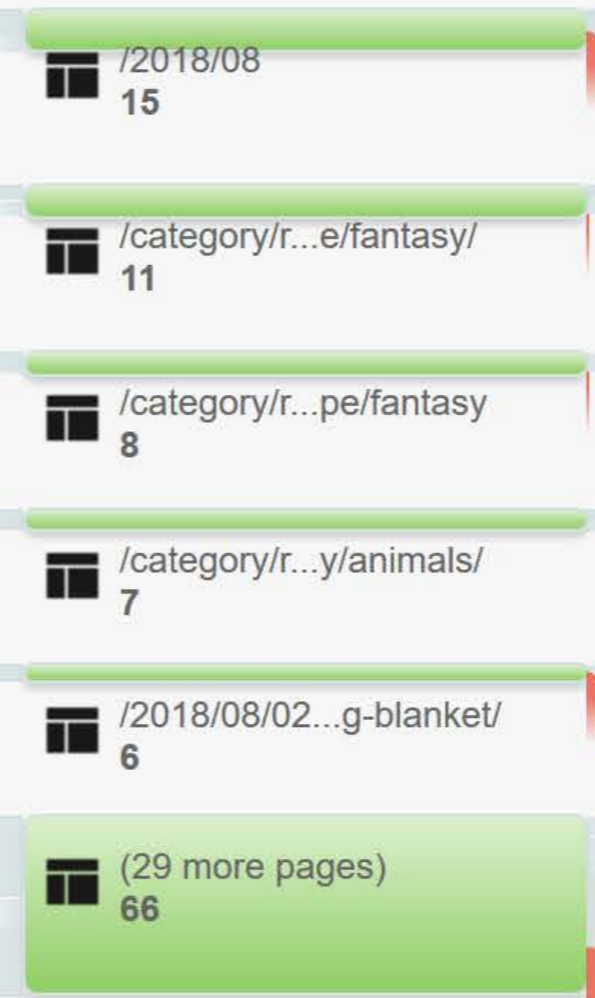
Starting Pages
244 sessions, 115 drop-offs

1st Interaction
129 sessions, 16 drop-offs

2nd Interaction
113 sessions, 31 drop-offs

3rd Interaction
82 sessions, 14 drop-offs

Starting Pages:
- / 109
- /login/ 24
- /category/r...e/fantasy/ 13
- /2018/08 11
- /2018/08/01...andwiches/ 7
- (24 more pages) 80

1st Interaction:
- /category/r...e/fantasy/ 41
- /fantasy-2/ 15
- / 11
- /category/i...nt/fruits/ 10
- /login/ 9
- (26 more pages) 43

2nd Interaction:
- /2018/08 15
- /category/r...e/fantasy/ 11
- /category/r...pe/fantasy 8
- /category/r...y/animals/ 7
- /2018/08/02...g-blanket/ 6
- (29 more pages) 66

3rd Interaction:
- /category/r...e/fantasy/ 8
- / 7
- /2018/08/01...andwiches/ 6
- /fantasy-2/ 6
- /category/i...nt/fruits/ 5
- (30 more pages) 50

exploring different areas of the site. For users who had clicked through straight to an entry page from the homepage, I was surprised to see that the 'Fantasy' section had worked relatively well concerning helping users to explore other entries on the site.

Under '2ndinteraction', the average through traffic is 53.3%, that means that there were only

46,7% of sessions dropping off after clicking through from that page.

Then, under '3ndinteraction', the average through traffic is 62.5%, that means that there were only 37,5% of sessions dropping off after clicking through from that page.

In-page analytics

The GA Page Analytics extension, really helped me to understand where my users have been clicking on the various pages of the site. On the homepage, the five most popular links clicked were:

• Fantasy: category on the navigation bar (273 views);

• Butterfly with Strawberry: Recipe (177 views)

• Fantasy-2: Category on the navigation (127) This is the same page of "/fantasy". I just realised that I did not need the "-2" and I deleted it. Basically that views are the same of "/fantasy".
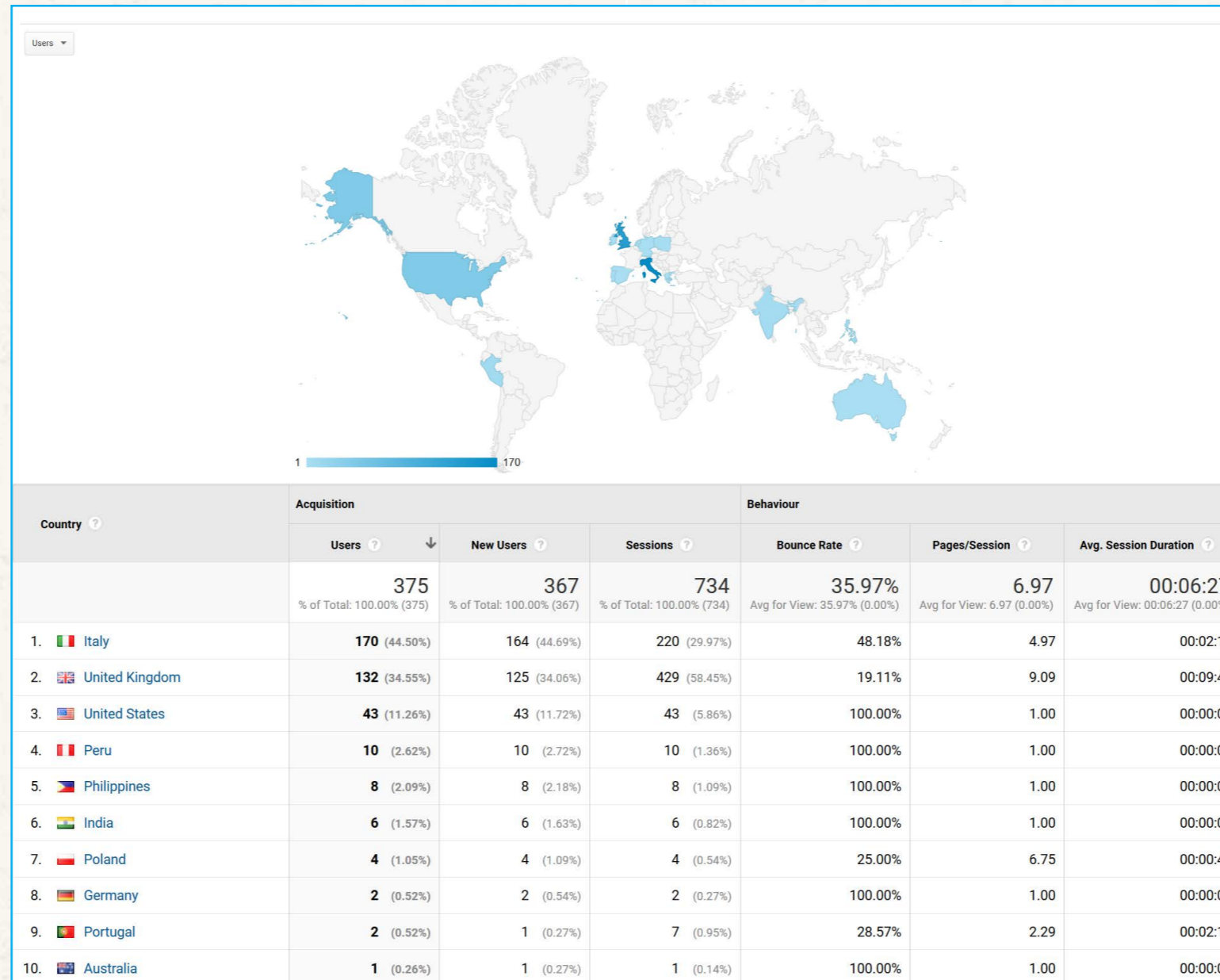
• Vegetables: category on the

navigation bar (108)

- Fruits: category on the navigation bar (93) I am quite happy with those results because users are able to navigate different pages, that means that people understand the navigation and ho to jump from a category of the website to another.

Geolocation

Geolocation-wise, the data below shows the majority of users, with 47,89%, coming from Italy which was not what I expected. However, I think that that data comes from all my network and specifically from the Social. I am Italian, and I am always sharing the website in different Social, so I suppose this is why most users are from Italy.

At the second place, with 20,42%, there is the UK that at the end is a quite good result. Then, India, the United States, Germany and Ireland. I had hoped that the site would reach users from all over the globe, but I expected visitors from only a handful of locations, mainly Europe and the US.

Country	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	375 % of Total: 100.00% (375)	367 % of Total: 100.00% (367)	734 % of Total: 100.00% (734)	35.97% Avg for View: 35.97% (0.00%)	6.97 Avg for View: 6.97 (0.00%)	00:06:27 Avg for View: 00:06:27 (0.00%)
1. 🇮🇹 Italy	170 (44.50%)	164 (44.69%)	220 (29.97%)	48.18%	4.97	00:02:19
2. 🇬🇧 United Kingdom	132 (34.55%)	125 (34.06%)	429 (58.45%)	19.11%	9.09	00:09:45
3. 🇺🇸 United States	43 (11.26%)	43 (11.72%)	43 (5.86%)	100.00%	1.00	00:00:00
4. 🇵🇪 Peru	10 (2.62%)	10 (2.72%)	10 (1.36%)	100.00%	1.00	00:00:00
5. 🇵🇭 Philippines	8 (2.09%)	8 (2.18%)	8 (1.09%)	100.00%	1.00	00:00:00
6. 🇮🇳 India	6 (1.57%)	6 (1.63%)	6 (0.82%)	100.00%	1.00	00:00:00
7. 🇵🇱 Poland	4 (1.05%)	4 (1.09%)	4 (0.54%)	25.00%	6.75	00:00:41
8. 🇩🇪 Germany	2 (0.52%)	2 (0.54%)	2 (0.27%)	100.00%	1.00	00:00:00
9. 🇵🇹 Portugal	2 (0.52%)	1 (0.27%)	7 (0.95%)	28.57%	2.29	00:02:12
10. 🇦🇺 Australia	1 (0.26%)	1 (0.27%)	1 (0.14%)	100.00%	1.00	00:00:00

Technology

As I thought, the most common user uses a mobile device, instead of a desktop, to navigate my website. The 62,71% is the majority navigating with the

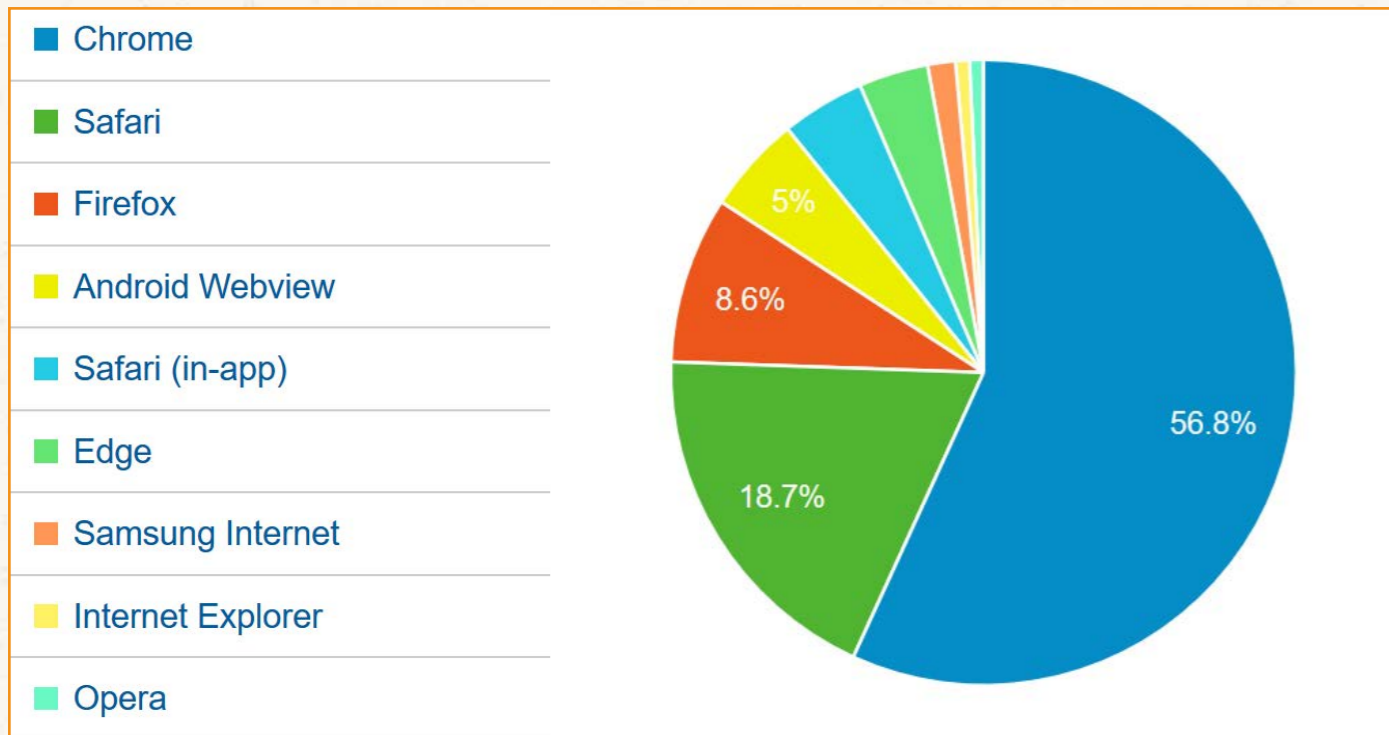|	106 % of Total: 100.00% (106)	100 % of Total: 100.00% (100)	155 % of Total: 100.00% (155)	00:04:38 Avg for View: 00:04:38 (0.00%)
mobile	70 (66.04%)	66 (66.00%)	98 (63.23%)	00:02:39
desktop	34 (32.08%)	32 (32.00%)	55 (35.48%)	00:08:21
tablet	2 (1.89%)	2 (2.00%)	2 (1.29%)	00:00:00

smartphone, the 34,75% is using the desktop and just the 2,54% is using a tablet. However, people navigating by desktop stay longer than people with a mobile or tablet. Avg session duration is 6:41 for desktop and 2:19 for mobile. It appears that the most popular times that people visited the site were between 12 am and 3 pm, and 6 pm and 9 pm, which meant that users are almost having lunch or dinner and are looking for something to cook. I am quite happy with this result because it means that is working as it should.

Regarding browser usage, Chrome was the most popular with 56.83% of sessions which was expected. However, I had thought that Firefox would come in at a close second, but

	Chrome
■	Safari
■	Firefox
■	Android Webview
■	Safari (in-app)
■	Edge
■	Samsung Internet
■	Internet Explorer
■	Opera

it actually made up 8.63% taking the third place. At the second place Safari with 18,72% which is also the one with more session duration (14:04 min). All the other browser are mainly below the 5,10%.
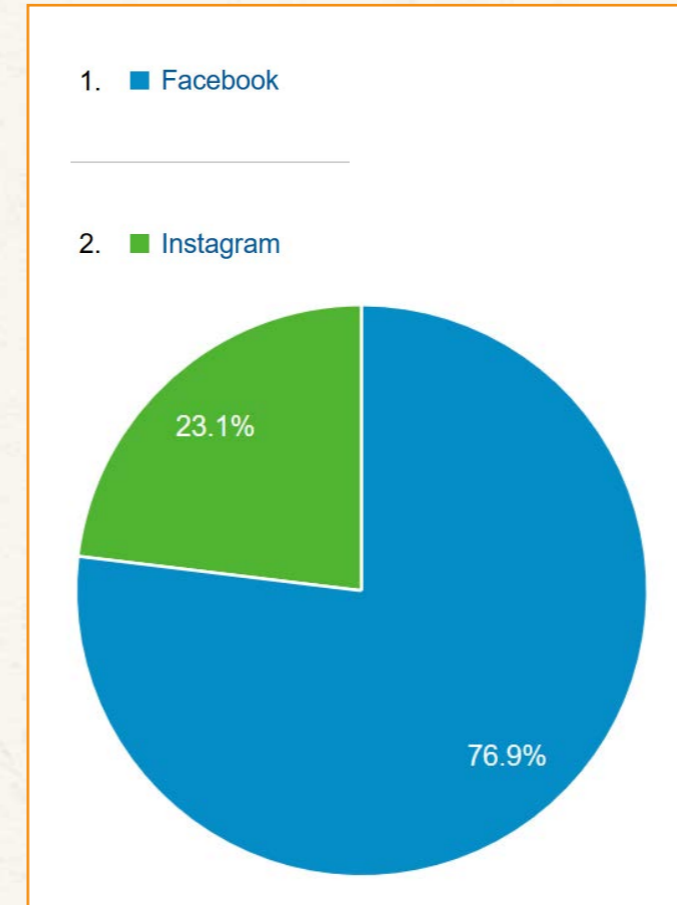
Acquisition

I was quite surprised seeing where my users were coming from. I thought that the majority was coming from Socials however they are not, the 76.2% is direct traffic and just 18.2% is coming from Socials. A small amount of 4,9& is coming from Organic Search.

Looking further into the Social Channel, I was a little disappointed to see that traffic coming from Instagram was relatively low, making up only 13 out of 168 sessions. I was glad that I had chosen to create a Facebook page as that has driven 76.92%. That is quite weird because I have almost 115 followers on Instagram and every post has at least 30 likes while on Facebook there are more or less 80 likes on the page and just 2 or 3 likes for each post.

Social media

Messy-Chef has a presence on two social media platforms: Instagram and Facebook, the statistics for these are listed below. I decided not to create a Twitter account as feedback from

my initial research had shown that Twitter was the least popular platform that my target audience used.
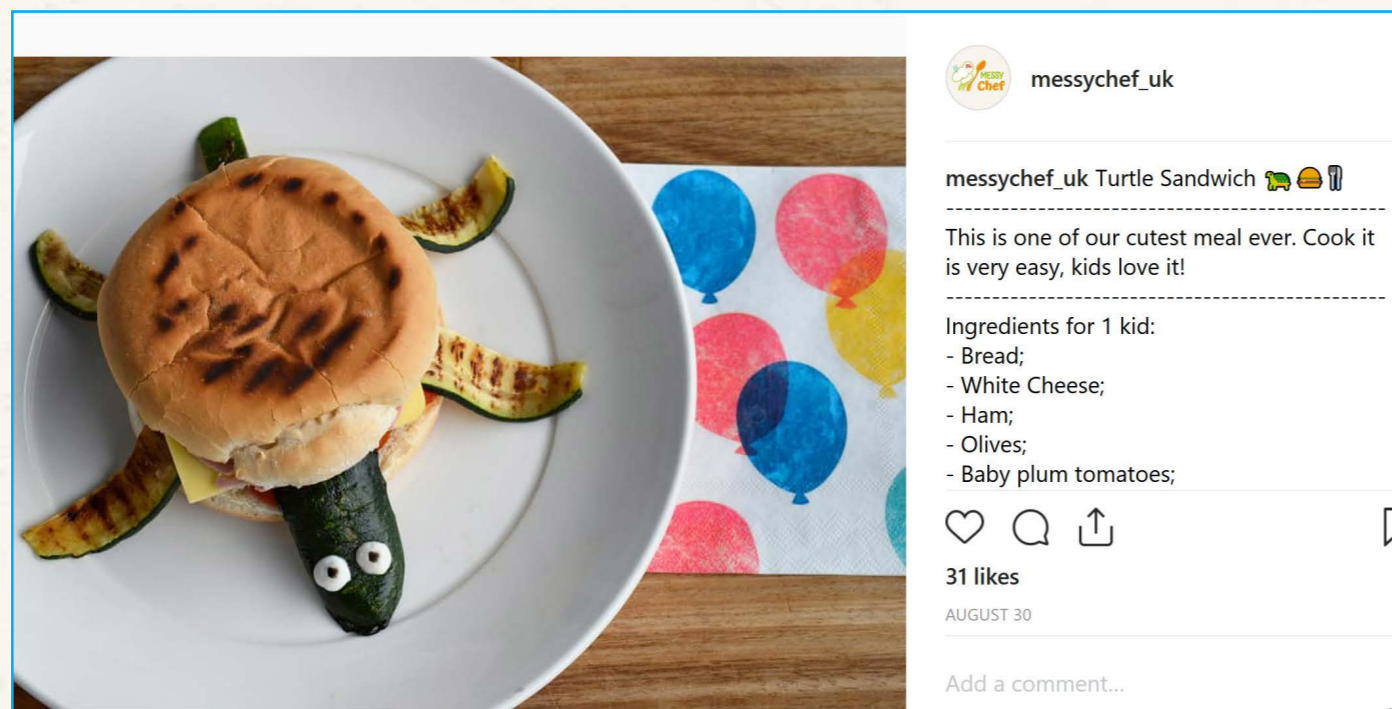
Social Network ?	Acquisition
	Users ? ↓
	26 % of Total: 18.71% (139)
1. Facebook	20 (76.92%)
2. Instagram	6 (23.08%)

Instagram – mainly used for posting photographic images of a meal.

- **Followers:** 113 followers
- **Most popular ingredient-post:** Mister Coconut – 42 likes + 1 comment;
- **Most popular recipe-post:** Turtle Sandwich: 31 likes.

Facebook –mainly used to promote content on the site:

- **Likes**: 83 likes the page
- **Total post engagement (through likes, shares, comments):** 129 times between 7th and 13th September.
- **Most popular post:** Butterfly with strawberry (379 views and 15 clicks).

messychef_uk

messychef_uk Turtle Sandwich 🐢🍔🍴

This is one of our cutest meal ever. Cook it is very easy, kids love it!

Ingredients for 1 kid:
- Bread;
- White Cheese;
- Ham;
- Olives;
- Baby plum tomatoes;

♡ 💬 ⬆   🔖

31 likes

AUGUST 30

Add a comment...

messychef_uk

messychef_uk Mister Coconut is so fresh and juicy. Do you know why? Discover more...
🧺🥥🧺😋 SEASON
Mister Coconut is always available, you can buy it every time you want during the year.

BENEFIT
Coconut water can be a substitute for blood plasma. The high level of sugar and other salts make it possible to add the water to the bloodstream, similar to how an IV solution works in modern medicine. Coconut water was known to be used during World War II in tropical areas for emergency transfusions. Coconut milk is not the same as coconut water. Coconut milk has a high fat content of around 17%, but is low in sugars.

♡ 💬 ⬆   🔖

42 likes

2 DAYS AGO

Add a comment...   ...

Site performance

To analyse site performance, I used the tools listed below:

- Google PageSpeed
- Web Page Test
- GTMetrix

When I initially launched the site, the average page load time was 3,1 seconds, which was better than I had expected due to all the PNG illustrations on the site.

However, I knew this could be improved and used the tools above to work out areas of improvement.

After further testing, the main suggestions were:

- Enabling gzip compression
- Leveraging browser cache
- Eliminating render
- Blocking JS and CSS in above the fold content
- Minifying CSS
- Further optimising some images

I was unfamiliar with how to implement the first three, but after some research and trialling, I was able to carry these out via my .htaccess file and tidying up my code. After making all the improvements listed, the average page load time had gone down to 1.9 seconds, page sizes were much smaller, and the performance grade shown via Pingdom increased from B (82) to A (95).

Before

Summary
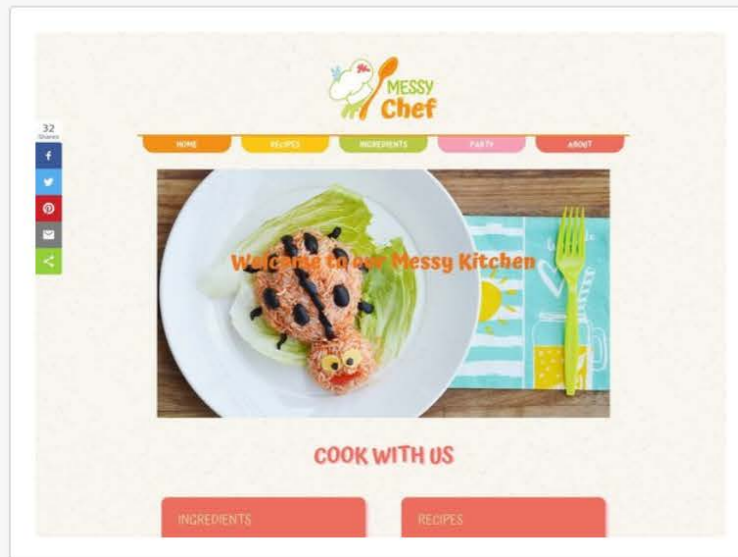
Performance grade ⑦	Load time	Faster than
B 85	3.52 s	**45** % of tested sites

Page size	Requests	Tested from
1.9 MB	43	🇺🇸 New York City on Sep 16 at 19:50

After

Summary
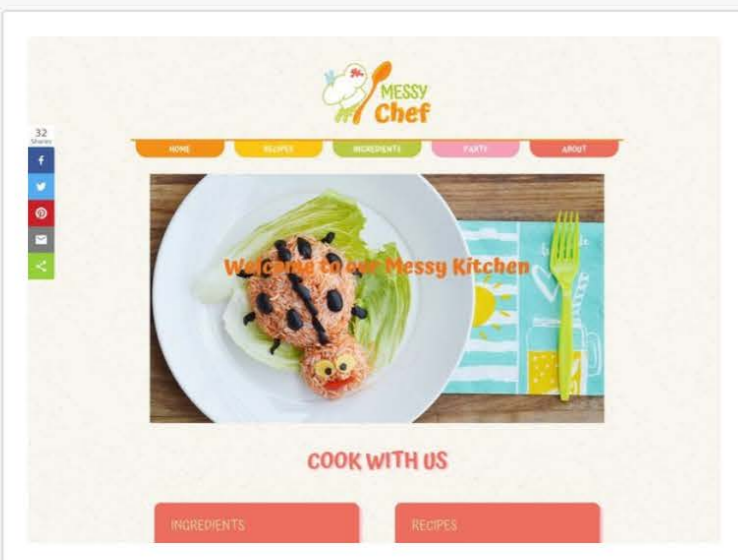
Performance grade ⑦	Load time	Faster than
A 95	2.61 s	**58** % of tested sites

Page size	Requests	Tested from
1.9 MB	42	🇺🇸 New York City on Sep 16 at 20:13

Conclusion

Future Plans

Since I worked so hard on this project and I give up to so many things, such as summer and holiday; I hope that this effort is going to give me a better future and new entry jobs. I improved so much much my skills, for things that I already knew, such as Illustrations, images and design but at the same time, I improved my codes skills, especially regarding PHP. The time spent developing my theme was worth. Learning Wordpress, ACF and how to make templates was one of the most exciting things. However, I do not think this project is going to be ever finished. Every day I have ideas on how to improve it, but just a few of them are very interesting. On my future plan I would like to:

1. Add a user-page, where after login the user can see how many characters he/she already collected. The idea is to make recipes as a game. Basically, all the recipes are already connected with an ingredient, so when you cook your meal (following the recipe) at the end of the recipe, you will have a button to share your picture. After sharing the picture, the website is going to give you (as a prize) the main ingredient-character in your personal profile.

   Example: Monsters Inc Peas soup
   Main ingredient: Pea
   Recipe done: Picture posted, you got the Pea Character on your profile page.

   In the end, when you are going to have all the ingredients-characters in your profile, you will receive the hat of the Chef.

2. Create revenue by selling prints of illustrations via the site or online via a shop/Etsy

3. Sell the characters as puppets via the site or online via a shop/Etsy

4. I hope that my project is going

to be noticed by schools in order to educate children at the right alimentation, as in Italy.

5. Add more recipes and ingredients. Especially on the Party section that for now is the poorest in terms of content.

6. Look into caching to make page load time faster.

7. Improve the SEO as much as I can.

Reflection and Conclusion

Overall, I am pleased with the relative success of MessyChef. I think that during this last month I have made so many improvements and solved different problems. Until now I have been able to archive all the goal I have had.
During the summertime, I have respect all the schedule.

Personally speaking, I think that since the beginning until the end all the presentations I have done have been a success, maybe because I have had clear ideas since the beginning. From the first day, my project was well

structured on my mind.

Presentation after presentation and step by step it became a reality and now I am delighted with the result. I think that my last presentation was the best one concerning feedback and suggestions.

Use of JavaScript

I am so happy to announce that I did not use any Js because I found another way to do what I needed.

One of the most important things I was thinking to do with Js was the navigation but, after long research, different suggestions and some Codebar, I found the perfect code that avoids Js and uses just HTML and CSS.
My navigation now is working correctly, everywhere, plus is perfect semantically speaking.
The idea is always coming from the greengrocery, and the navigation now looks like it.

Another thing I am proud of is the hidden till toggled in "Important rules before cook".
After the final presentation, I

received some suggestions to improve the readability of it.

Since my target is children, this part of the website is weighty regarding writing, so my tutors suggest to reduce, hide or move in another part of the site.
The reason is that Kids get bored very soon, especially with long text.

Before the final presentation, my idea was to add a clickable list where the user can tick the rules and have an interaction with them.
In the end, I solved the problem with an overlapping text, so basically, all the pieces of information are still there, but they are hidden.
At the moment there is the possibility to see more details and rules just when clicking on "our rules". So basically all the relevant information are in all the recipes, as I wanted. Everyone can see them, but they are not heavy anymore.

The reason why I am proud of is that I have done it avoiding Js, again. So in case, some user is

not using Js or for more reasons Js is not working on my website, the content is still there on my HTML.

Plus, now there is a smart list instead of a standard paragraph. All the rules are easily visible thanks to the bullet points, so for my users are going to be easier approaching them.

Colour suggestions:

During the last presentation, some tutors suggested I review the colours of my website.
Since they are pastel coloured, they may be too light for my goals. They suggest something much more enlightened, happy, colourful and vivid.

However, I do not think it could be a great idea. From my first presentation, my idea was to create something light, not too chaotic and too colourful, because looking around, all the other websites for children are very colourful, they seem to be made by a child, not for children. I think children should be guided; they need to have a clear idea of where to go and what to click.

My intention was to use light graphics to focus the sight on the main images, not the background or other elements. I wanted that the content was in contrast with the main background.

Plus all the illustrations, images and content are based on these pastels palette. So, if I would change the navigations colour and the background I should also change the illustrations colours for all the 222 illustrations already done, plus backgrounds and text colours, that for now are in perfect harmony altogether.

For this reasons, after a long though, I decided to leave it as it is and don't change the colours. For me, there are so many reasons why I choose the pastels palette, and I hope my tutors are going to understand my point of view.

Dropshadows

I might be a big fan of drop shadows especially when they are improving the visibility of an element. However, in this case, I do understand that they are not always nice.

After my last presentation, my tutor suggests to avoid them, especially with opacity, opt for borders (if anything) or dropshadow without blur. In general, they clash with my overall graphics style, plus all the styles on the templates are without dropshadows.
In the end, on the Homepage and About us pages, I removed the opacity and kept them without blur.

The word "CHEF"

The word "CHEF" was visually a little misbalanced. The suggestion was to have the letters in one line as soon as screen space allows - which is possible and will look useful for viewports over 1200px or so, plus improve the font size in the order list and reduce the padding of the boxes.

All the suggestions have been more than appreciated. I had never thought about that before, maybe because I was so focused on the templates and other sections of the website. However, hearing those suggestions was very helpful to me.

Now MessyChef looks like it should, with the right changes.

Reflection and Conclusion

Overall, I am pleased with the relative success of MessyChef. I received positive feedback on my final presentation. A suggestion for improvement following my final presentation was to make changes to the design of the forms. This change and a few more have been made.

I am happy that I achieved everything I set out to do and learned a great deal during the development process. Regarding development, there are small things I would have done differently to save myself time. These are things I could not have expected, but now with the experience, I can reflect on. Even concerning images I have learned a lot. For example, I could have saved time to the SVG images. At the beginning all the images on my website were just PNG and JPEG, just later on I realised was better to use also SVG. Plus, previously, I have not had compressed them, so I had to took other time to compress all the JPG, PNG and SVG images later on.

Nevertheless, I have learned from these small development headaches and now I have that knowledge for the future.

Word count: 11618

Resources

Books

- **Idee Golose da Regalare**
  by Naumann & Gobel
  Verlagsgesellschaft mbH
- I**n cucina con i bambini**
  by Naumann & Gobel
  Verlagsgesellschaft mbH
- **Mini burger**
  by Carla Marchetti
- **Torte salate**
  by Carla Marchetti
- **HTML&CSS design and build website**
  by Jon Duckett
- **Javascript & Jquery**
  by Jon Duckett
- **WordPress All in one for dummies**
  by Lisa Sabin Wilson
- **Seo for dummies**
  by Peter Kent
- **Image Performance**
  by Mat Marquis
- **Image Performance**
  by Mat Marquis

- **Webfont handbook**
  by Bram Stein
- **IPatterns and Principles**
  by Ethan Marcotte
- **Going Responsive**
  by Karen McGrane
- **Responsible Responsive design**
  by Scott Jehl
- **Responsive web design**
  by Ethan Marcotte
- **Accessibility for everyone**
  by Laura Kalbag
- **The Modern Web**
  by Peter Gasston
- **Designing with Web Standards**
  by Jeffrey Zeldman
- **The Shape of Design**
  by Frank Chimero
- **Learning Web Design**
  by Jennifer Niederst Robbins
- **Handcrafted**
  by Dan Cederholm

- **Designing with Web Standards**
  by Jeffrey Zeldman
- **Smashing Book #4**
  by Various authors
- **The Art of SEO (3rd Ed.)**
  by Eric Enge, Stephan Spencer, Rand Fishkin, and Jessie C Stricchiola
- **Web Analytics 2.0**
  by Avinash Kaushik
- **Designing for the Social Web**
  by Joshua Porter

Online Resources

- **Nutrition and you**
  https://www.nutrition-and-you.com/
  This is an amazing blog to know more about the fats, protein, fiber, minerals and vitamins of each vegetable, fruit and nuts.
- **Easy Science for Kids**
  http://easyscienceforkids.com/
  Science never been that easy as on this website.
- **Durable health**
  https://durablehealth.net/
  DurableHealth is a resourceful and current site dedicated to provide you with simple daily health, beauty, and fitness information.
- **The Spruce Eats**
  https://www.thespruceeats.com/
  This is a recipes website with so many ideas and useful information about foods.

- **Games2Girls**
  http://www.games2girls.com/
  cookinggames.htm
  On that website, kids learn how to cook with well-structured games.
- **Kevinmd**
  https://www.kevinmd.com/
  blog/2013/02/10-reasons-kids-picky-eaters.html
  Blog with nice tips about how to deal with kids picky eaters.
- **Cooking games**
  http://www.cookinggames.com/
  Games online where kids learn how to cook
- **Nutrition and you**
  https://www.nutrition-and-you.com/
  Nutrition blog
- **Easy science for kids**
  https://easyscienceforkids.com/
  Free and fun resources for kids to learn all about science
- **Durable health**
  https://durablehealth.net/
  Useful information about ingredients

- **Eatlikeapro**
  https://www.beko.it/eatlikeapro/
  Nice recipes website
- **Pianeta mamma**
  http://ricette-per-bambini.pianetamamma.it/
  Nice recipes website
- **Crea mamma**
  http://creamamma.blogspot.com/
  Nice recipes ideas in a very cute blog
- **Science kids**
  http://www.sciencekids.co.nz/
  Free and fun resources for kids to learn all about science
- **Best in season**
  http://www.bestinseason.ie/
  Learn which one is the correct season to eat vegetables and fruits
- **Kidzsearch**
  https://wiki.kidzsearch.com/
  Search engine for children
- **Foodanswers**
  https://www.foodanswers.org/
  Useful information about ingredients and more…

- **Mindbodygreen**
  https://www.mindbodygreen.com/
  Useful information about ingredients, recipes and more…
- **Leaf**
  https://www.leaf.tv/
  Useful information about ingredients, recipes and more…
- **Parentinghealthybabies**
  https://parentinghealthybabies.com/
  Blog for parents to improve relationship with their kids.
- **Marksdailyapple**
  https://www.marksdailyapple.com/
  That website is full of information and recipes.
- **Howtoadult**
  https://howtoadult.com/
  Blog for parents to know how to approach with their children
- **Mobile-cuisine**
  https://mobile-cuisine.com/
  Useful information about ingredients
- **Nutrition-and-you**
  https://www.nutrition-and-you.com/

  Useful information about ingredients and nutrition
- **W3schools**
  https://www.w3schools.com/
  Very useful resource when building a website.
- **Seriouseats**
  https://www.seriouseats.com/
  Useful information about ingredients and nutrition