



MA Web design and Content Planning

# **MAJOR PROJECT**

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# What do I like?



Art



Kids



Food

**There are Connections?**



1<sup>st</sup> Idea

# Connections



# Problems

How to deal with children who are picky eaters?

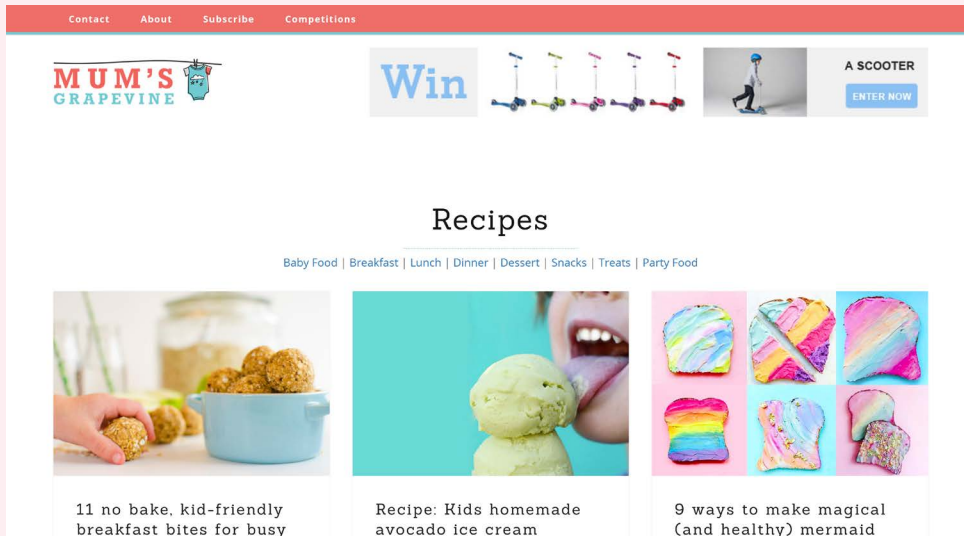


# Solutions

Creative food designs to make your kids enjoy their meal



# Competitors



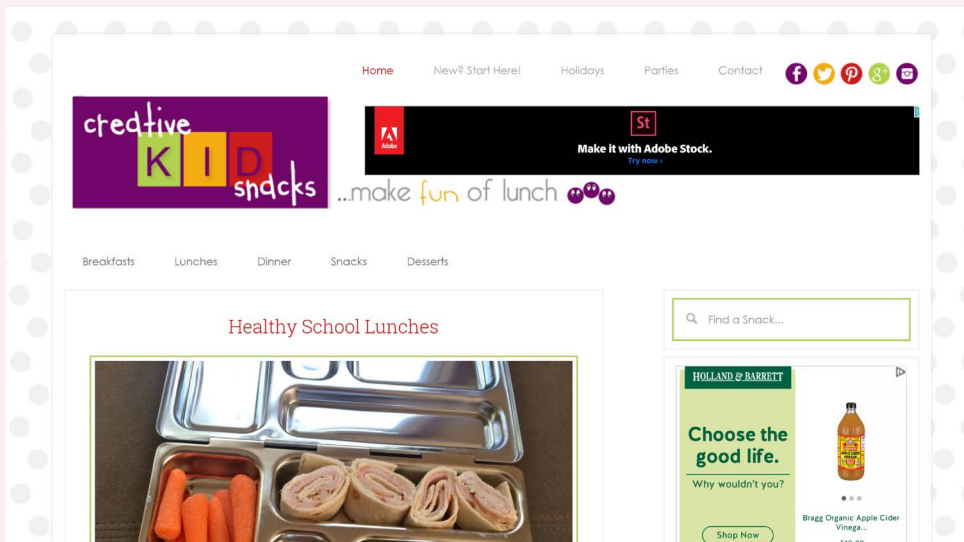
## Mum's Grapevine

This website is very general, speaks about everything. The themes are:

- children,
- family,
- mums,
- pregnancy.

Basically, It gives advice for all you can image when you are dealing with those themes.

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



## Creative Kid Snacks

This website is very similar to my idea.

Themes are:

- food,
- children,
- mums,

Basically It gives healthy and beautiful reciptes to do for your children.

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



**How can I do  
something different?**



# Target

Competitors

1



My Idea  
(Is that possible???)

1



# Hierarchy

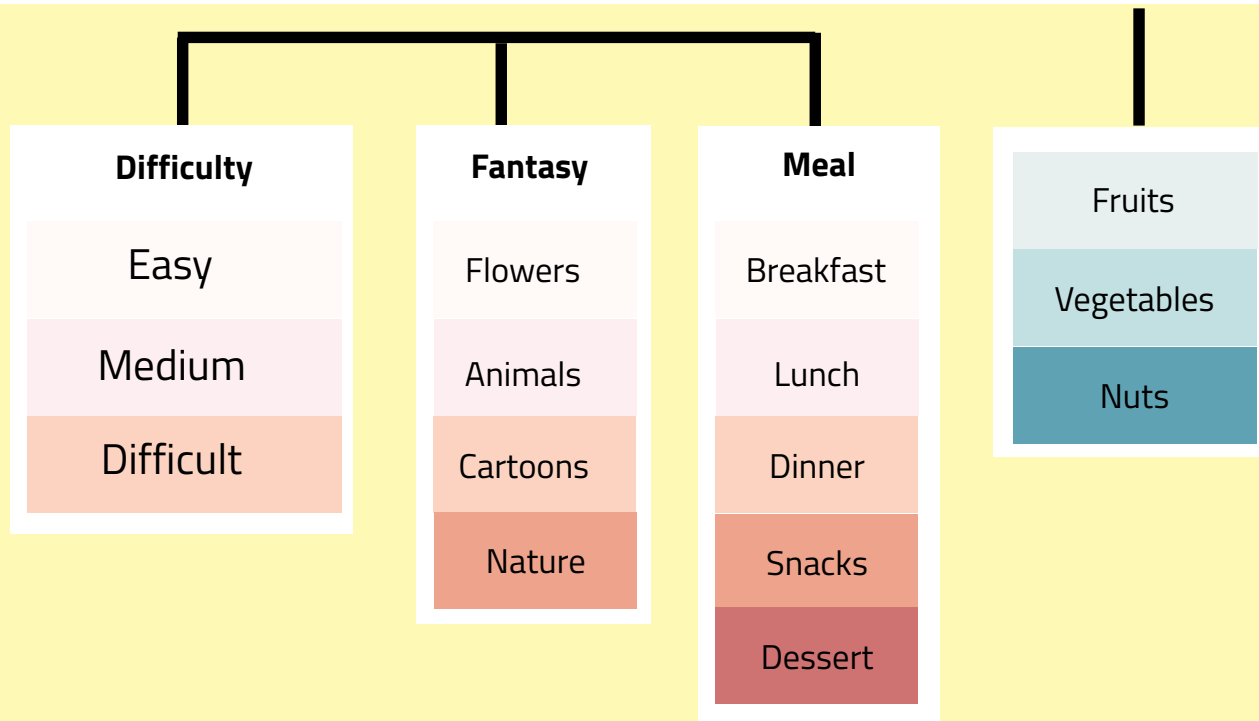
Home

Cook

Ingredients

Party

About





2<sup>nd</sup> Idea

# How Can I Help People at home?

When everybody finishes working, go home and start to think about...

# What I have to cook now?



# Competitors

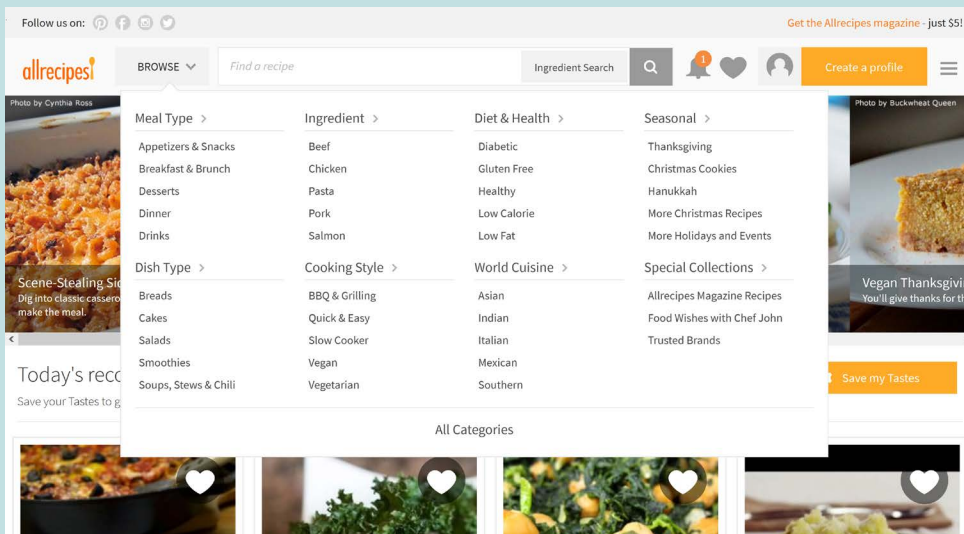


## My cooking ideas

Gives recipes.

You can search for breakfast, lunch, dinner, etc or for difficulty.

<https://mycookingideas.com/#>



## All recipes

-Gives recipes.

-You can search for breakfast, lunch, dinner, etc

-or for ingredients,

-for diet and health,

-cooking style,

-world cuisine,

-Seasonal

-Special collections

<http://allrecipes.com/>

# How can I do something different?





# **My Idea**

Your searching depends on the ingredients that you have at home.

# Hierarchy

Home

Cook

Speacial

About

## Meal

Tomato

Onion

Carrot

Bean

Potato

Cabbage

...

## Dessert

Banana

Cherry

Apple

Strawberry

Bluberry

Pear

...

Can I  
combine  
them?





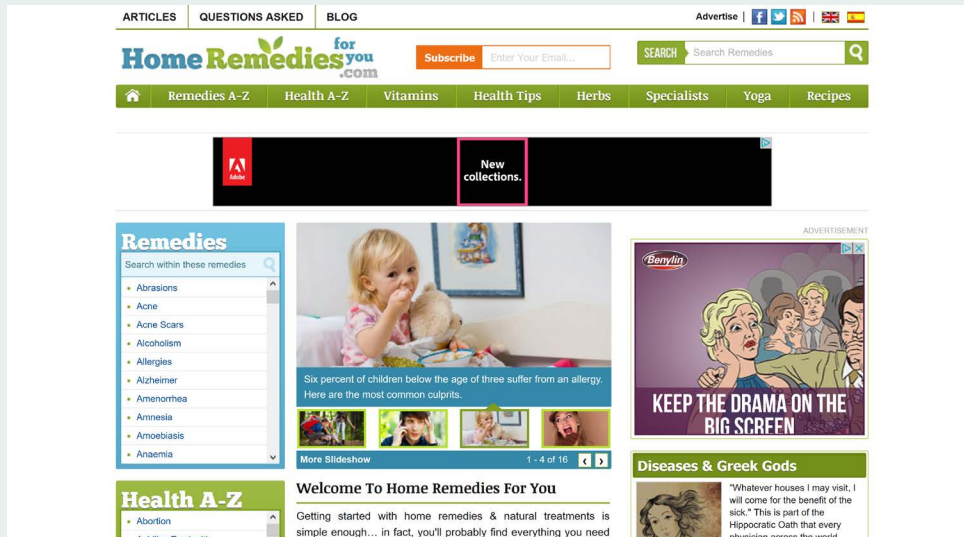
3<sup>rd</sup> Idea

# Food as natural remedies

Healthy people always search some natural remedies when they are sick. They avoid taking medicines...

How can I help them?

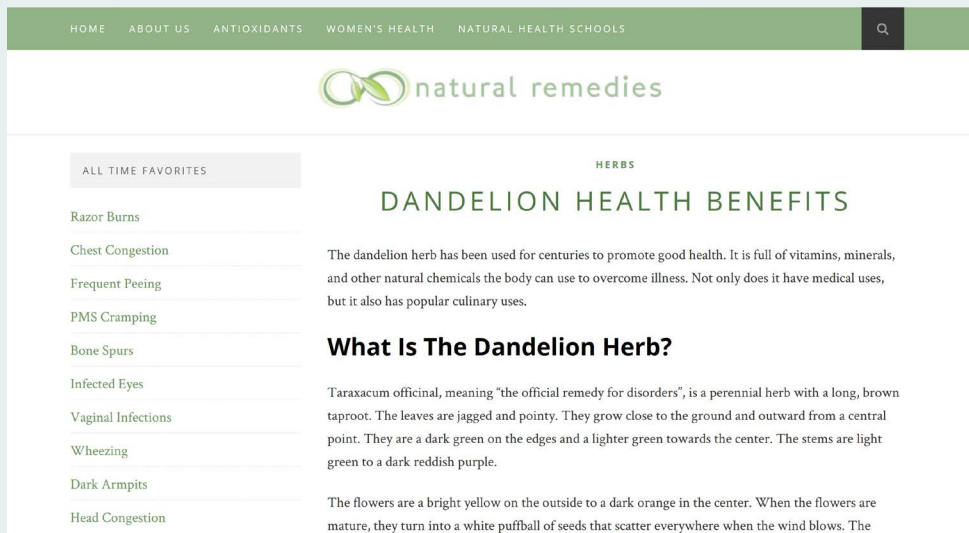
# Competitors



## Home Remedies

- Remedies for illness;
- Vitamins;
- Health Tips;
- Herbs;
- Specialists;
- Yoga;
- Recipes.

<http://www.home-remedies-for-you.com/>

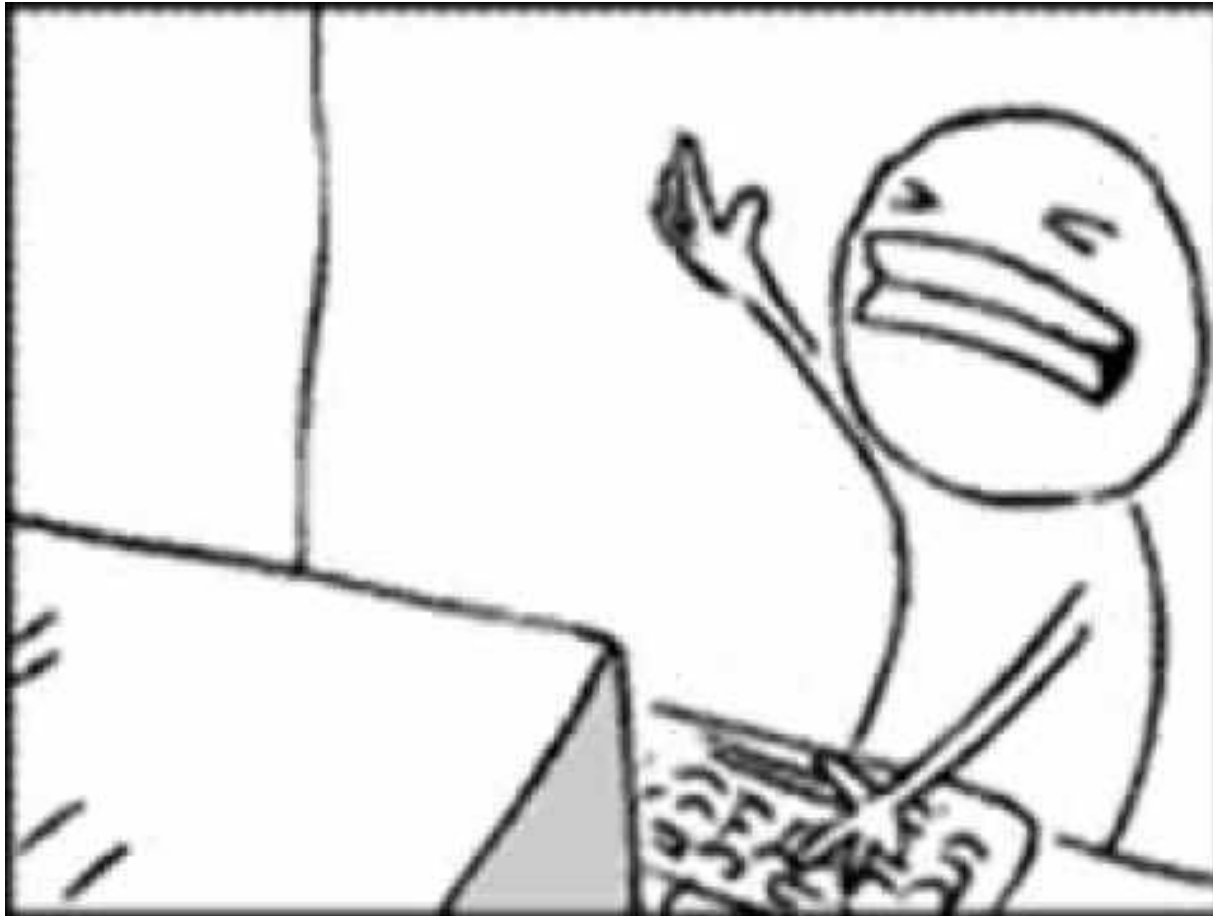


## Natural Remedies

- Remedies for illness;
- Antioxidants;
- Women's Health;
- Natural Health Schools.

<https://www.naturalremedies.org/>

**How can I do  
something different?**



# My Idea

Your can learn about ingredients  
(as an Encyclopedia)  
or you can search for illnesses.

# Hierarchy

Home

Natural Remedies

Illness

About

## Vegetables

Tomato

Onion

Carrot

Bean

Potato

Cabbage

...

## Fruits

Banana

Cherry

Apple

Strawberry

Bluberry

Pear

...

Headache

Stomach ache

Ear ache

Backache

Flu

Cold

...



And now.....

I'M

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DESPERATE!!!

