



MA Web design and Content Planning

# **MAJOR PROJECT**

By Noemi Bisicchia



e

# KIDS

picky eaters

# Target

## **Ages 4-5: learning pre-reading skills**

Kids learn to:

- substitute words
- write some letters
- pronounce simple words
- develop vocabulary

## **Ages 6-10: learning to read**

Kids learn 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 recognize upper- and lowercase by second grade
- read independently and fluently

## Threats

# Target

### Kids from 6 to 10 that:

- Are looking for something amazing to eat;
- Bored to eat what their mums cook;
- Don't understand why they are supposed to eat vegetable, 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)

My goal must be to  
made a website  
where they can find  
just healthy and  
natural food!  
**NOT JUNK FOOD!**

# Psychology behind

There are **four reasons** why people end up with children who don't eat well:

1) **Parents are afraid to say no.**

It is so tempting to give them chocolate, chips, cookies just to see their joyful faces. The question is, can we break this cycle and express love with healthy foods?

2) **Parents think it's okay for kids to eat junk food in moderation.**

But what exactly is "moderation"? Once a week? Once a day? Perhaps we are thinking kids don't have to worry about calories or fat. But the truth is that **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 rich of sugar, chips, snacks, cookies, candies, cakes, sandwiches... So for parents should be difficult to stop their children eating such food when kids already have known the flavour of them.

4) **It is easier to make a ready made meal when we know kids will eat.**



Opportunities

# Online Suggestions

**Feed your children  
the same food  
you eat.**

**Make sure your children  
are really hungry when  
they're having a meal.**

**If you can sit  
down to eat  
together, do it.**

**Don't  
underestimate  
your kids.**

**Your children are smart!  
Talk to them.  
Explain why you are  
cooking this type of food.**

**Only keep food in  
your home  
that you want  
them to eat.**

**Let them be involved in some aspect of food prep.**

"Kids, after finding friendly recipes online, became totally enthused about making and eating. With parents, careful oversight, let them cut up or peel some veggies, or even just turn on the blender. They are so much more interested in tasting what **they make.**"



# Diagrams...

Google Trends | Esplora

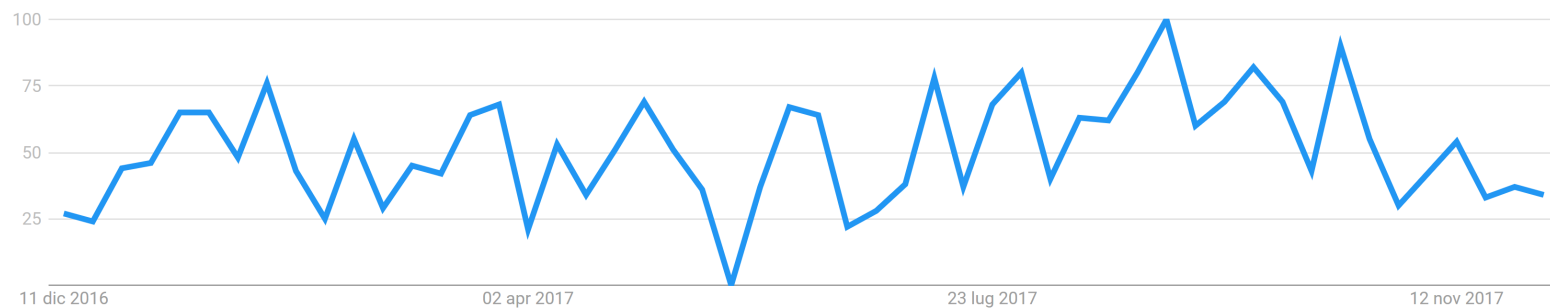


**kids picky eaters**  
Termine di ricerca

+ Confronta

Tutto il mondo ▼ | Ultimi 12 mesi ▼ | Tutte le categorie ▼ | Ricerca Google ▼

Interesse nel tempo ?



<https://trends.google.com/trends/explore?date=now%20-1H&q=kids%20picky%20eaters,%2Fm%2F027s1sh,kids%20cooking,healthy%20kids>



**kids picky eaters**

Termine di ricerca

+ Confronta

Tutto il mondo ▾

Ultimi 7 giorni ▾

Tutte le categorie ▾

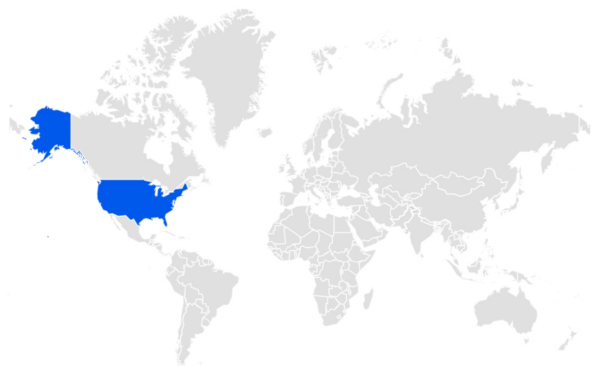
Ricerca Google ▾

Interesse nel tempo ?



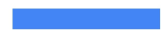
Interessi per area geografica ?

Regione ▾



1 Stati Uniti

100







**kids picky eaters**  
Termine di ricerca

**Kids' meal**  
Cibo

+ Aggiungi confronto

Tutto il mondo ▾

Ultima ora ▾

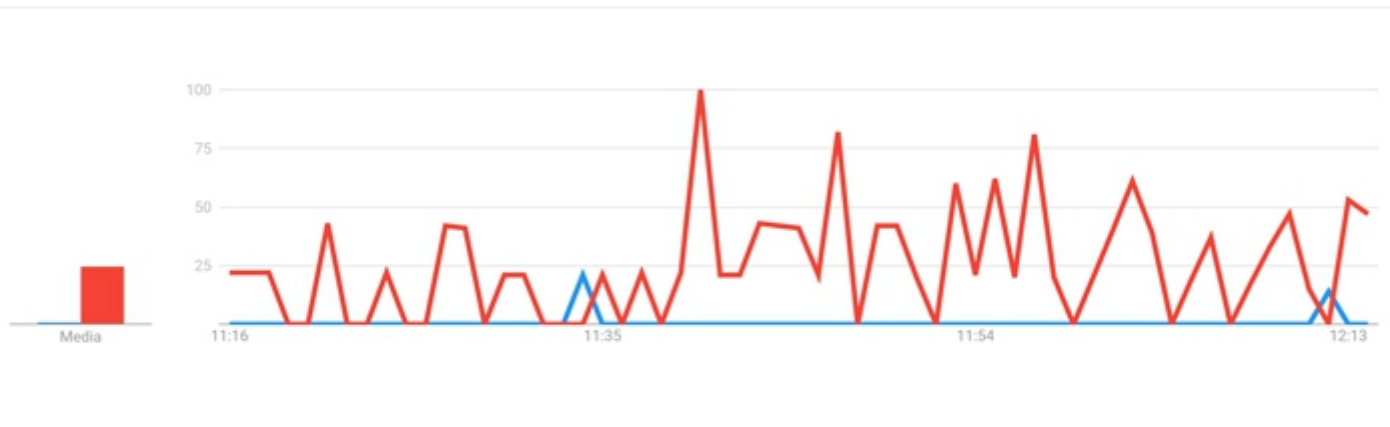
Tutte le categorie ▾

Ricerca Google ▾

**!** Nota: Questo confronto contiene argomenti e termini di ricerca, che vengono misurati in modo diverso.

[ULTERIORI INFORMAZIONI](#)

Interesse nel tempo ?



Interessi per area geografica ?



**kids picky eaters**  
Termine di ricerca

**Kids' meal**  
Cibo

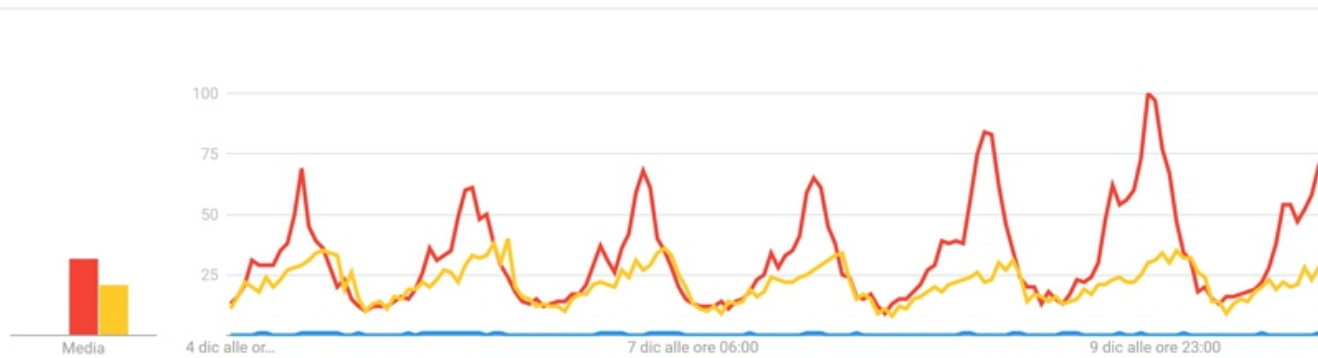
**kids cooking**  
Termine di ricerca

+ Aggiungi con

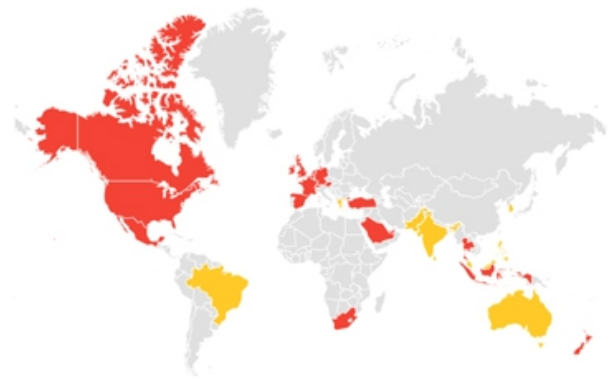
Tutto il mondo Ultimi 7 giorni Tutte le categorie Ricerca Google

Nota: Questo confronto contiene argomenti e termini di ricerca, che vengono misurati in modo diverso.

Interesse nel tempo



Interessi per area geografica



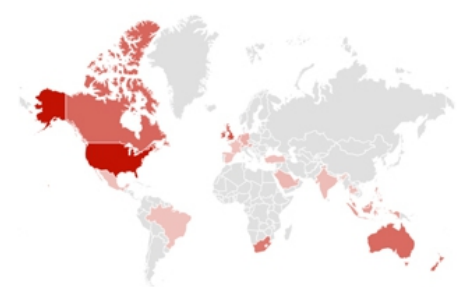
Interessi per area geografica Regione



Includi regioni con basso volume di ricerca

kids meal

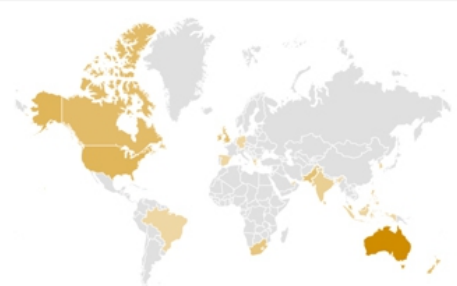
Interessi per area geografica Regione



Includi regioni con basso volume di ricerca

kids cooking

Interessi per area geografica Regione



Includi regioni con basso volume di ricerca

**kids picky eaters**  
Termine di ricerca

**Kids' meal**  
Cibo

**kids cooking**  
Termine di ricerca

**healthy kids**  
Termine di ricerca

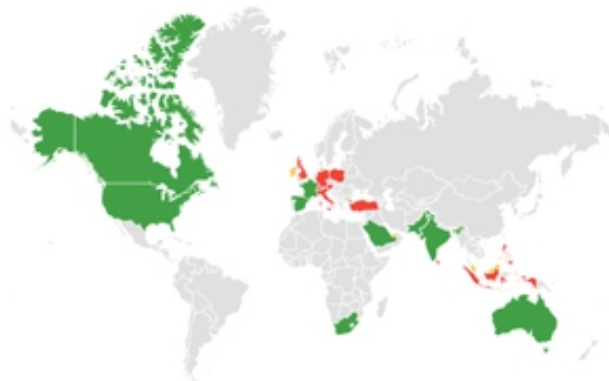
Tutto il mondo ▼ Ultima ora ▼ Tutte le categorie ▼ Ricerca Google ▼

**Nota:** Questo confronto contiene argomenti e termini di ricerca, che vengono misurati in modo diverso. [ULTER](#)

### Interesse nel tempo

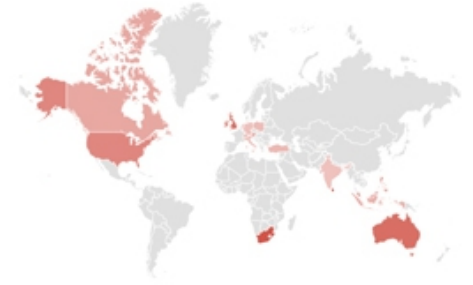


### Interessi per area geografica



### Kids' meal

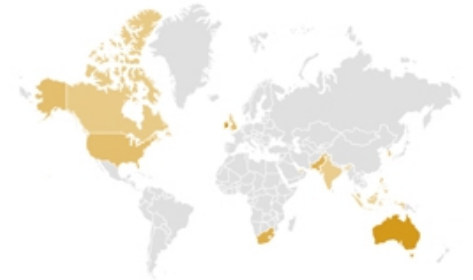
Interessi per area geografica ⓘ Regione ▼ ☰ ⬇ <> ✕



Includi regioni con basso volume di ricerca

### kids cooking

Interessi per area geografica ⓘ Regione ▼ ☰ ⬇ <> ✕



Includi regioni con basso volume di ricerca

### healthy kids

Interessi per area geografica ⓘ Regione ▼ ☰ ⬇ <> ✕



Includi regioni con basso volume di ricerca

Strengths

# What did I discover?

Everything I found is so connected with my project!

At the end my idea has some possibilities to resolve the picky eaters problem

Kids like to know and discover things

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

People search about: causes and remedies of children, picky eaters and healthy food for kids





# How do I want to design my website?

Weaknesses?

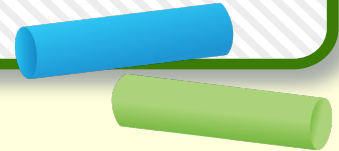
**Easy to  
understand**

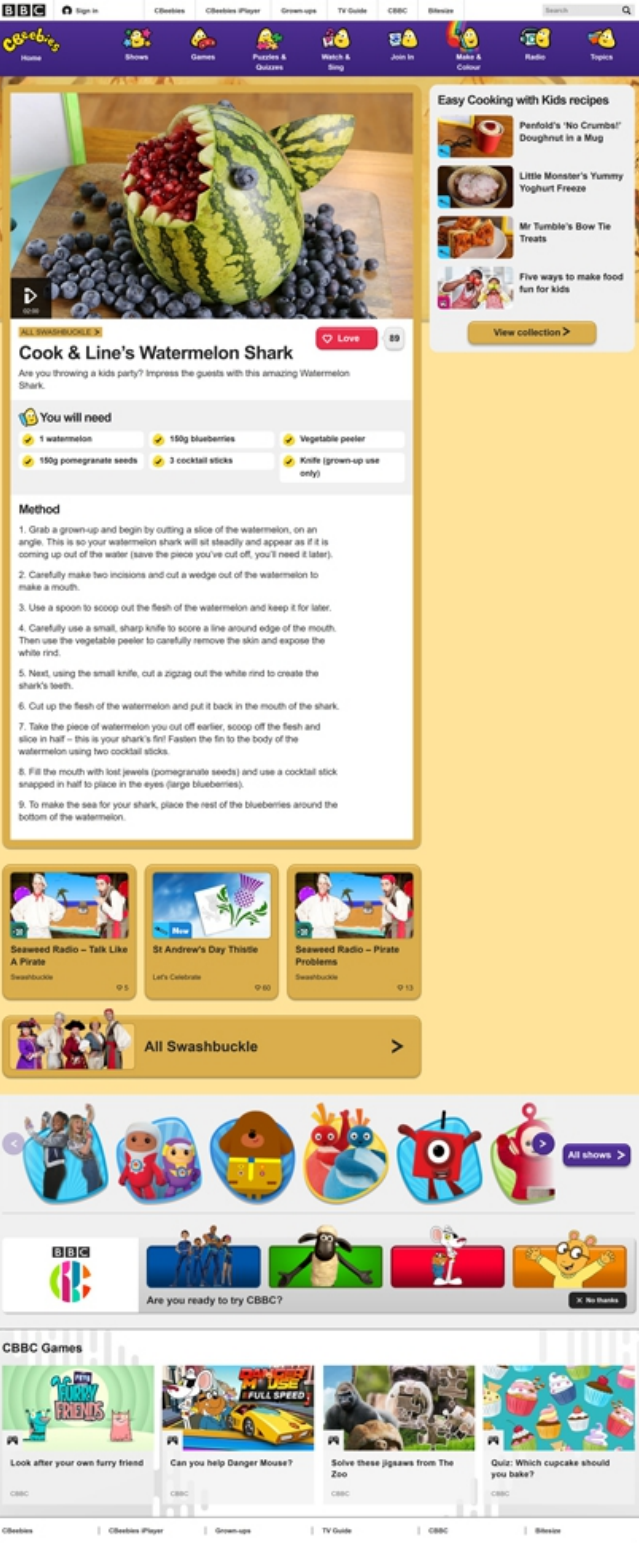
**With funny icons  
and drawings**

**Designed for  
children**

**Colourful but not  
chaotic**

**Easy explanation  
of receipts**





# Inspirations...

I found this website really interesting  
I can have some inspiration  
However, this is not what I'm looking  
for because:  
The colours are too strong  
Too much writing on the receipts  
No balance between images and text.

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

# Select a Theme



TRANSPORT



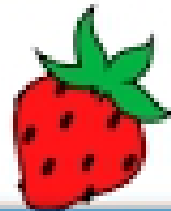
ANIMALS



BIRDS



WATER WORLD



NATURE



FOOD



BACK

welcome to the amazing world of innocent kids. login or register to get started

log in

register



home • play • do • meet the gang • the gang's garden

free seeds in every pack

the gang's garden

enter

what's new

help the gang

play

why not whack-a-fruit?

play

fancy blending some fruit?

play

cook Chef's apple crisps

go



win a venus fly trap





# TODAY I ATE A Rainbow!

RED



ORANGE

APRICOTS  
CANTALOUPE  
CARROTS  
SQUASH  
MANGOES  
ORANGES



YELLOW



GREEN

AVOCADOS  
BROCCOLI  
CUCUMBERS  
GRAPES  
HONEYDEW MELON  
KIWI  
PEAS  
SPINACH



PURPLE



PLUMS  
RAISINS



enter your username

enter your password

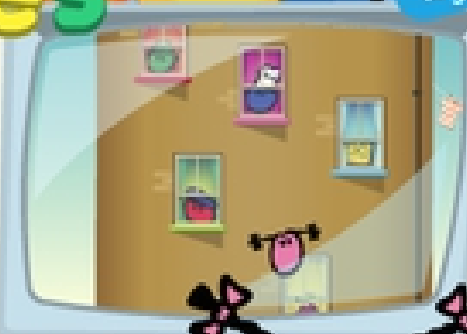
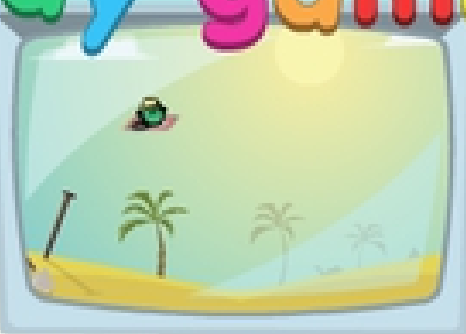
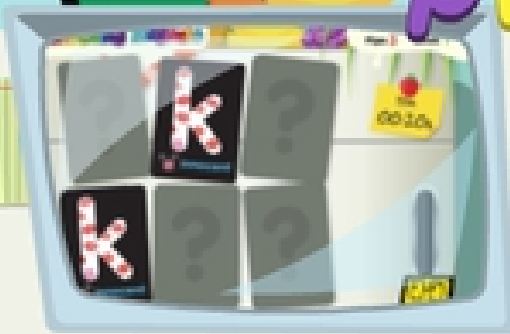
[Forgot your password?](#)

[Always log me in automatically](#)

[log in](#)

[sign up now](#)

# play games



**boost your  
points**

by collecting  
our magnets







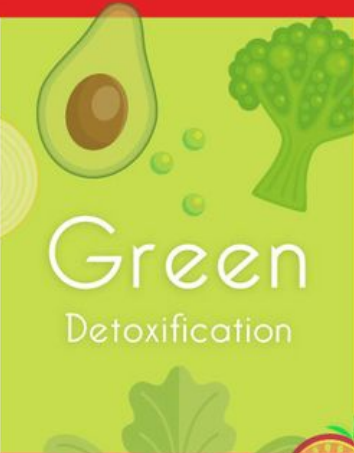
EATING COLORS FOR HEALTH

INSTITUTE FOR INTEGRATIVE NUTRITION  
THE WORLD'S LARGEST NUTRITION SCHOOL



White

Immune Support



Green

Detoxification



Yellow

Beauty



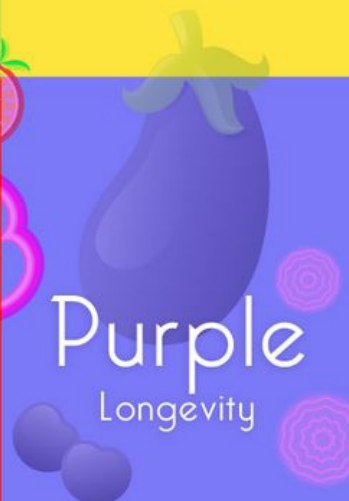
Orange

Cancer Prevention



Red

Heart Health



Purple

Longevity





So...

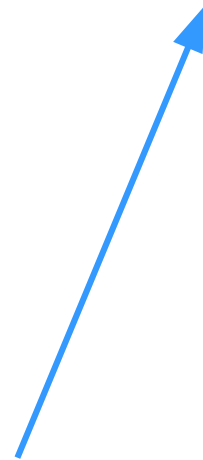


by children...



by a graphic designer.

My goal is to design a website for children



# TAKE A BITE OUT OF THE RAINBOW

YOUR CHECKLIST TO EATING MORE COLORFULLY

Eating colorfully is an easy way to optimize your diet.

Colorful foods contain phytonutrients, or plant compounds, that work together to protect your health.

Eating 3 colors each night at dinner adds up to over 500 servings of vegetables over 6 months.



22% of people don't get enough reds



21% of people don't get enough yellows and oranges



31% of people don't get enough greens



12% of people don't get enough blues and purples



14% of people don't get enough whites

Use this checklist to help keep track of what color of fruits and veggies you eat daily. For optimal health, eat 1 cup of each color daily.

## RED

FOODS



### POSSIBLE NUTRIENTS

- Flavonoids
- Lycopene
- Vitamin C
- Folate
- Ellagic acid
- Caffeoylquinic acids
- Hydroxybenzoic acids

### SUPPORTS

- Heart health
- Memory

## YELLOW / ORANGE

### FOODS



## GREEN

### FOODS



**KID'S PLAY**

HOURS & ADMISSION   EVENTS   PARTIES   ABOUT US   GALLERY   CONTACT

**JOIN** **JOIN OUR MAILING LIST!**  
Join now to get the latest on all the excitement at Kid's Play including special events, news, discounts and more!

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Celebrate your child's next birthday party at Kid's Play! Our staff will work with you to plan the perfect party!

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Choose between a monthly membership, multiple visit packages and daily admissions.

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**A MESSAGE FROM THE LIN FAMILY**

A special announcement regarding Kid's Play.

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**WE ARE LOCATED AT..**

9155 HWY 72 (Poplar Ave) #27  
Germantown, TN 38138  
(901) 758-1015

**SEE OUR HOURS**

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**Kids Cooking Activities**

**K.C.A. - KIDS COOKING ACTIVITIES**  
"Helping kids learn and grow up in the kitchen"

Follow Kids Cooking Activities

Join the Club

Enter Contest

**Why Teach Kids Cooking Activities?**

5 reasons to teach your kids to cook

**10 Reasons Why You Should Cook With Your Kids!**

Here are 10 benefits of cooking with your children.

1. Learning to cook helps children to learn about nutrition and healthy eating. They are growing up with fast food and junk food at their fingertips, which is part of the reason why **child obesity is on the rise!** Teaching kids to cook will help instill skills to last them a lifetime.
2. **Boost their self esteem.** If your child needs a boost of self confidence, (and who doesn't!) cooking in the kitchen will do just that. They are accomplishing a task, learning something important, and contributing to the family.
3. **Create family time and bonding.** Take time to cook with your children and they will have memories that they can pass on to their families. It may take a longer time to get the meal or snack made but the moments with your children will be priceless. (Just remember to have patience and don't worry about flour on the floor or spilled milk).
4. **Kids will be more apt to eat what they make.** Perhaps, it is the enthusiasm of creating something themselves, but children will be more likely to eat whatever they had a hand in making.
5. Cooking will help reinforce subjects like science, language, math and creativity while cooking! Visit [What do Children Learn While Cooking page](#) for more details.
6. Cooking is a great way to **learn life skills.** This can be especially helpful when kids are on their own and won't have to rely on fast food and junk food to sustain themselves.
7. Children can **help contribute to the family** and can feel the importance of helping.
8. Children can learn to **work together as a team**, whether it is with a parent or with a sibling to get the job done.
9. Cooking **teaches kids about planning and making choices.**
10. **While cooking kids can practice creativity and use their imagination.** Kids cooking activities are a great way to express themselves and enjoy their creations.

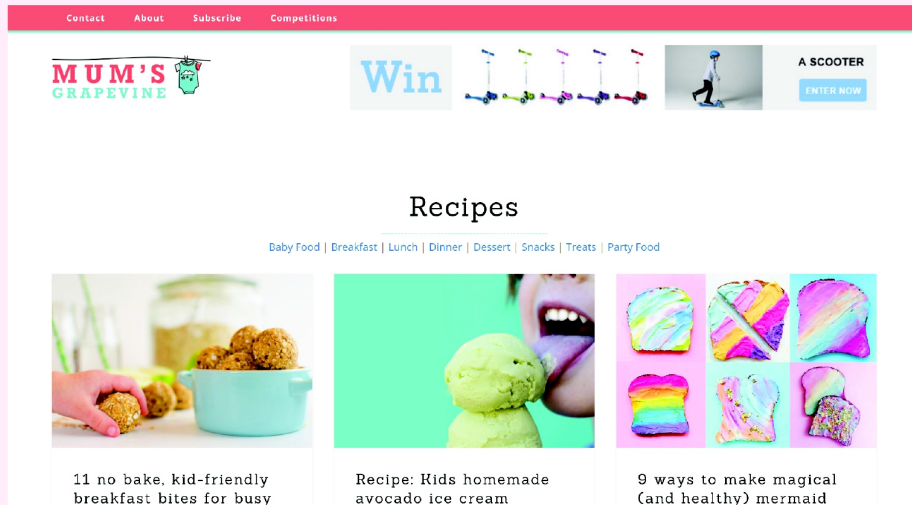
Through the years I've come to understand just how much kids love to cook and want to help in the kitchen. When children are young they pretend to cook in the kitchen, make mud pies in the sandbox, and what kid hasn't made bubble cakes in the bath tub?  
**Kids do cooking activities all the time!**

Educators whether they are homeschooling, teaching in a school system or volunteering in a youth program all have one thing in common, lack of time.  
You can find them up late at night planning for classes and using any spare time they have for lesson planning and idea research.

<http://kidsplaymemphis.com/events>

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

# Competitors



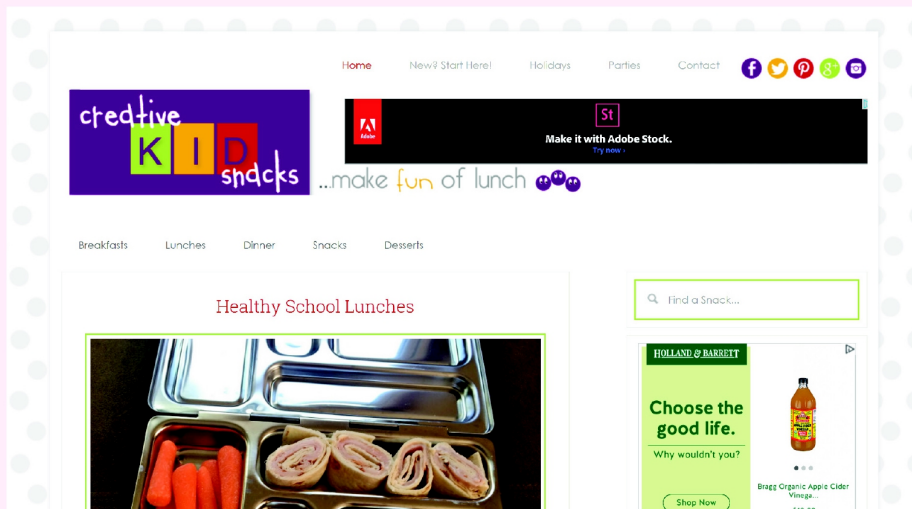
## Mum's Grapevine

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 recipes to do for your children.

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





-  #92c676
-  #d97b9c
-  #f7d4ed
-  #ccee00
-  #2f797d



-  #fff0a7
-  #ba9192
-  #b5c07a
-  #dd8270
-  #bdcdbb



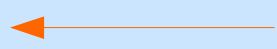
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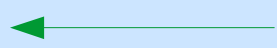
How to Make a  
**RAINBOW**  
Bento Box



**Final meal**



**Big and colorful Title**

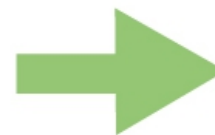
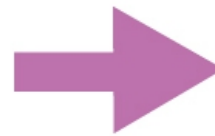


**Ingredients as Draw**



**Recipe explained  
with pictures and  
some little  
description**

# Colors scheme





Kids  
picky  
eaters



Kids  
picky  
eaters



Kids  
picky  
eaters



Kids  
picky  
eaters



KIDS  
picky eaters



THANK  
YOU