

# **Brand**

## **Identity**

Ohmyfood! is an online meal ordering company. Our concept allows users to compose their own users to compose their own menu and reduce their waiting time in restaurants because their restaurants because their menu is prepared in advance. No more time wasted looking at the menu

## **Proposal**

We want to offer our customers the menus of gourmet restaurants. Initially developed in New York, we now want to expand our concept to the capital of gastronomy. concept to the capital of gastronomy: Paris.

## **Positioning**

We position ourselves on a niche market, with the luxurious restaurants of the cities in which we are established. We wish to be identified as a company offering company offering high end services.

## **Target**

Middle and upper classes, connected and often in a hurry, wishing to taste quality products.

## **Graphic identity**

Fonts

Logo and titles: Shrikhand

Text: Roboto

## **Colors**

Primary #9356DC

Secondary #FF79DA

Tertiary #99E2D0

## **Issues**

We want to open our services to the French capital.

## **Objectives**

- Phase 1: Develop a site proposing the menu of 4 major Parisian restaurants.
- Phase 2: Allow online booking and menu composition.

## **Functioning**

Budget

20 000 €

## **Schedule**

- Delivery date of the first version of the site: within 1 month.

- Delivery date of the second version of the site: within 6 months.

### **Technologies**

- The development will have to be done in CSS, without JavaScript.
- No framework should be used, however the use of SASS would be a plus.
- No CSS code should be applied via a style attribute in an HTML tag.

### **Compatibility**

The target being the connected and hurried people, the site will be developed using mobile-first approach. For this reason, only mobile mock-ups will be made.

On tablet and desktop, the site will have to adapt, but these supports not being priority, their layout is free.

- The whole site will have to be responsive on mobile, tablet and desktop.
- The pages will have to pass the W3C validation in HTML and CSS without error.
- The site must be fully compatible with the latest desktop versions of Chrome and Firefox.

### **Expected deliverables**

#### **Page content**

##### **Home page (x1)**

- Display of the location of restaurants. Eventually it will be possible to choose its location to find restaurants near a certain place.
- A short presentation of the company.
- A section containing the 4 menus in map form. When clicking on the map, the user is redirected to the menu page.

##### **Menu pages (x4)**

- 4 pages each containing the menu of a restaurant.

### **Footer**

- The footer is identical on all pages.
- When clicking on "Contact", a referral to an email address is made.

### **Header**

- The header is present on all pages.
- On the home page, it contains the site logo.
- On the menu pages, it contains in addition a button of return towards the home page

### **Graphic effects and animations**

The effects accessible by clicking or hovering are visible on the model. They must use CSS animations or transitions, no JavaScript or library.

## **Buttons**

- On hover, the background color of the main buttons will need to lighten slightly. The drop shadow should also be more visible.
- Eventually, visitors will be able to save their favorite menus. For this, a "Like" button in the shape of a heart is present on the model. When clicked, it will have to gradually fill up. For this first version, the effect can be to appear on hover on desktop instead of click.

## **Home page**

- When the application will have more menus, a loading spinner will be necessary. On this mockup, we want to have a preview of it. It should appear for 1 to 3 seconds when we arrive on the home page, cover the whole screen, and use CSS animations (no library). The design of this loader is not defined, so any proposal is welcome as long as it is consistent with the graphic charter of the site.

## **Menu pages**

- Upon arrival on the page, the dishes should appear gradually with a slight time lag. They can either appear one by one or in groups "Starter", "Main course" and "Dessert". An example of the expected effect is provided.
- The visitor can add the dishes they want to their order by clicking on them.

This will cause a small check mark to appear to the right of the dish. This tick should slide from the right to the left. For this first version, the effect can appear on mouse over on desktop instead of clicking. If the title of the dish is too long, it should be trimmed with suspension points. An example of the expected effect is provided.

## **Internal organization of the project**

Project manager: Paul

UX Designer: Fanny

Validation circuit: all the steps of the project will be validated by Paul.