

One of my major hobbies outside of work and school is cooking. I was a sushi chef in college, which is where I found my love for cooking. Sometimes I find myself missing working in a kitchen, so someday I hope to own my own noodle bar restaurant.

Recently, I was given the chance to cook for a family of 9 as a personal chef. The opportunity actually arose from social media, where an owner of an AirBnB reached out to me having seen some of my work on Instagram. After speaking with this owner and the family I cooked for, I realized there could be an opportunity to market myself in this niche. My website proposal is a webpage that shows off my food, provides some recipes, and acts as a food blog to help me keep track of my ideas and inspiration. Its purpose would be a marketing tool to get my name out there and promote future personal chef endeavors.

The overall theme of my webpage would be centered around Asian food, as that is what I cook best. Aesthetically I am planning to use a lot of my own content, particularly centered around a photo I took for a business card concept. It is an old school label maker that uses compression rather than printing. I will try and keep this scheme throughout the pages.

The homepage would be a slideshow of some of the best photos off my Instagram feed, with a link to my Instagram page if people want to see more. This is where I would likely learn the most. Trying to integrate the Instagram feed will probably be a challenge, so I will just use the images as a backup if I can't get it to connect. Luckily, I think Instagram has some pretty nifty integration tools already built for businesses, so I can probably leverage that.

One subpage would be for recipes, another for the blog, and the last would be for a contact/ booking information. On the recipe page, I would have an option to download recipes, as well as the scroll box that would allow you to choose a recipe to view. Clicking the recipe will bring up the recipe, instructions, a picture of the dish and the download button. This is something I will have to figure out too, as I'm not sure how to generate files in this manner yet. The blog page will contain mostly text, and probably some pictures in a journal type format. The contact info page will be fairly simple, with text and perhaps a map showing my location for booking purposes. Again, this could be either pretty difficult or easy depending on available APIs and tools.

I am looking forward to building this site, as it will not only be useful for this class, but future cooking opportunities for myself. Attached is also a sketch of my pages I am using as an outline. Feel free to follow me on Instagram if you like what you see!