

# KIWI CUISINE WEB SITE PROJECT

Name: Glen Sadler

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## Introduction:

Welcome to a celebration of New Zealand's indigenous cuisine, a journey into the heart of Kiwi culture and flavors. In New Zealand, we proudly call ourselves "Kiwis," a nickname derived from our native flightless bird, the kiwi, which is unique to our land. The name Kiwi Cuisine reflects this cultural connection, blending our identity with a deep appreciation for the diverse and delicious foods of Aotearoa.

## Audience:

As stated on our homepage hero section, Kiwi Cuisine is designed to captivate and inspire both locals and visitors alike:

"We aim to introduce and invite visitors to experience the rich and diverse world of iconic New Zealand cuisine. From traditional Māori delicacies to locally sourced, fresh ingredients unique to Aotearoa, our goal is to share the flavors and cultural significance of New Zealand's beloved foods. Whether you're a local or a visitor, we hope to inspire you to explore and savor the culinary heritage that makes New Zealand a truly remarkable destination."

Our audience includes food enthusiasts eager to learn about and taste traditional Māori dishes, like hangi (a feast cooked underground) and boil up, as well as those curious about the distinctive native ingredients such as watercress, puha, and an array of fresh seafood. Whether you're planning a trip to New Zealand or considering the iconic flavors that are truly New Zealand, Kiwi Cuisine beckons.

## URL:

<https://glen-sadler.github.io/wdd130/kiwi-cuisine/index.html>

## Goals and Objectives:

At Kiwi Cuisine, we celebrate New Zealand's culinary heritage, showcasing traditional Māori dishes, along with fresh local ingredients such as watercress and seafood. Our goal is to educate, inspire, and preserve these traditions, inviting locals and visitors to explore the unique flavors and cultural significance of Aotearoa's cuisine.

We also aim to support local producers by highlighting sustainable practices and the authenticity of fresh, locally sourced ingredients. Through storytelling, visuals, and recipes, Kiwi Cuisine fosters connection and inspires culinary exploration, offering a gateway to the warmth and richness of New Zealand's food culture.

## Design Process:

The design of Kiwi Cuisine, for me, was inspired by earthy tones, natural textures, and imagery of traditional Māori dishes, creating a connection to my culinary roots. I opted for a simple, intuitive layout with easy navigation, with the addition of engaging hero sections and a responsive design. These seemed to work together well and provide a welcoming and inspiring experience for exploring our food traditions.

The homepage was designed to be simple yet captivating, featuring striking and appealing photographs. The initial image was intentionally partially obscured to peak visitor's interest and encourage them to explore further—a technique also applied to the menu page. A significant focus was placed on user experience, ensuring the site felt both accessible and engaging.

The most effort went into designing the menu page, which features vibrant photographs and a modal that doubles as an image slider. From the beginning, I was determined to make the menu page a standout feature—both visually appealing and an interactive showcase of the dishes that truly sells the Kiwi Cuisine experience.

## Conclusion:

The Kiwi Cuisine project taught me how to balance design and functionality for an engaging user experience. Using the various tools that were introduced over the span of the course was so helpful with the design process. I learned the importance of thoughtful design and the technical skills needed for responsive, and interactive features.

These skills will help me create user-friendly, visually appealing websites in the future. The project also highlighted the value of refining designs based on newly adopted learning, and research, preparing me for future web development challenges.

Word Count (605)