



MA Web design and Content Planning

# MAJOR PROJECT

By Noemi Bisicchia



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 reacch 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.**

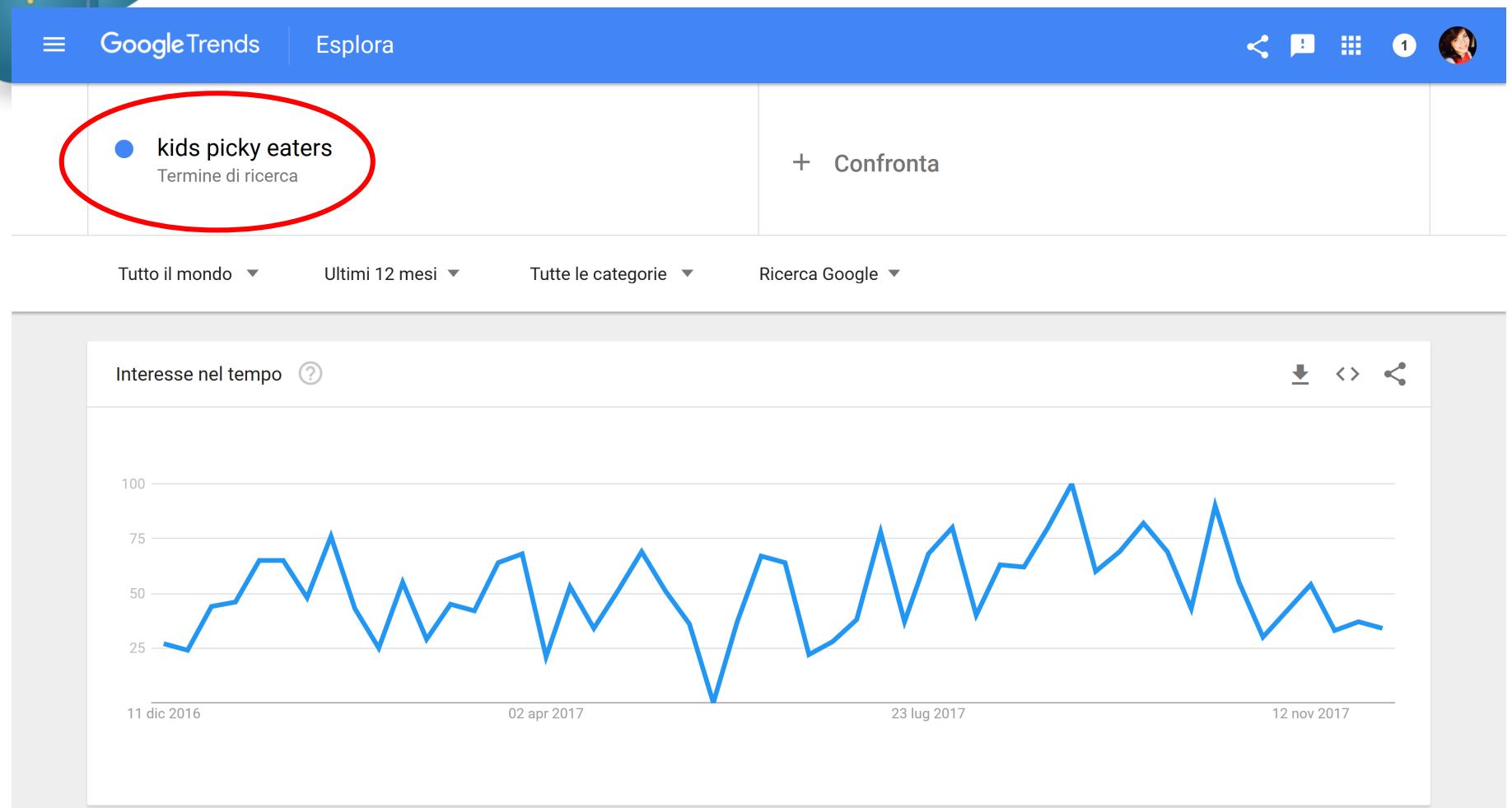
**Only keep food in  
your home  
that you want  
them to eat.**

**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...



<https://trends.google.com/trends/explore?date=now%201-H&q=kids%20picky%20eaters,%2Fm%2F027s1sh,kids%20cooking,healthy%20kids>

- kids picky eaters

## Termine di ricerca

## + Confronta

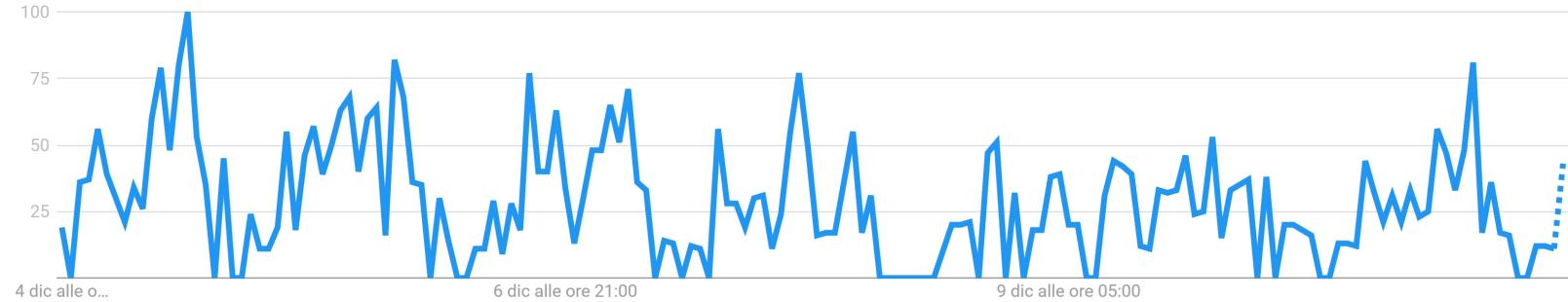
Tutto il mondo ▾

Ultimi 7 giorni ▾

Tutte le categorie ▼

Ricerca Google ▾

## Interesse nel tempo



## Interessi per area geografica

Regione ▼



● 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.

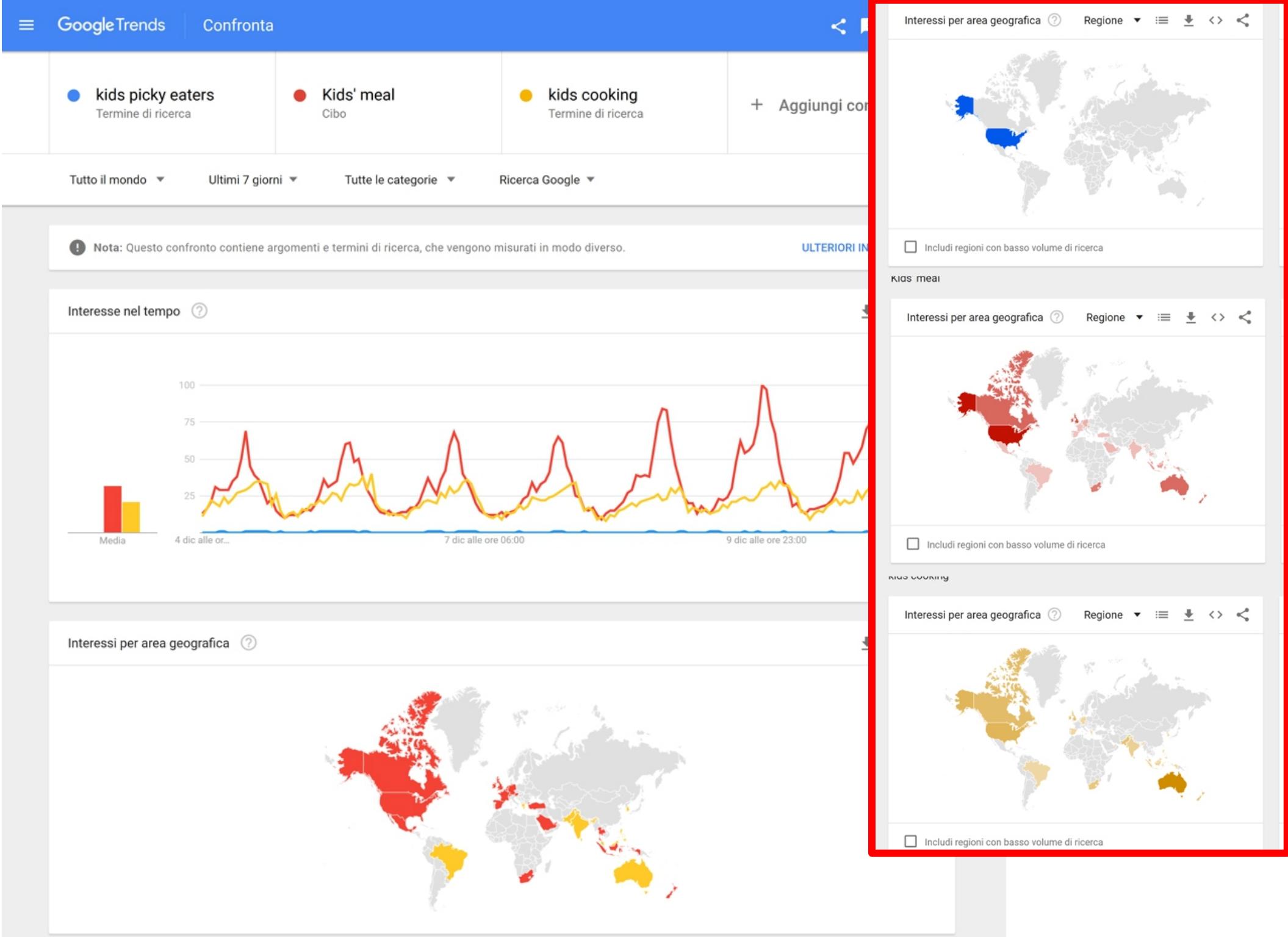
[ULTERIORI INFORMAZIONI](#)

Interesse nel tempo



Interessi per area geografica





● kids picky eaters  
Termine di ricerca

● Kids' meal  
Cibo

● kids cooking  
Termine di ricerca

● 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?

**With funny icons  
and drawings**

**Designed for  
children**

**Easy explanation  
of receipts**

**Easy to  
understand**

**Colourful but not  
chaotic**



The screenshot shows a BBC Cbeebies page featuring a recipe for a watermelon shark. At the top, there's a navigation bar with links like 'Home', 'Shows', 'Games', 'Puzzles & Quizzes', 'Watch & Sing', 'Join In', 'Make & Colour', 'Radio', and 'Topics'. Below the navigation is a large image of a watermelon carved into a shark shape, surrounded by blueberries and pomegranate seeds.

**Easy Cooking with Kids recipes**

- Peppa Pig's 'No Crumble' Doughnut in a Mug
- Little Monster's Yummy Yoghurt Freeze
- Mr Tumble's Bow Tie Treats
- Five ways to make food fun for kids

**Cook & Line's Watermelon Shark**

Are you throwing a kids party? Impress the guests with this amazing Watermelon Shark.

**You will need**

- 1 watermelon
- 150g blueberries
- Vegetable peeler
- 150g pomegranate seeds
- 3 cocktail sticks
- Knife (grown-up use only)

**Method**

1. Grab a grown-up and begin by cutting a slice of the watermelon, on an angle. This is so your watermelon shark will stand steadily and appear as if it is coming up out of the water (save the piece you've cut off, you'll need it later).
2. Carefully make two incisions and cut a wedge out of the watermelon to make a mouth.
3. Use a spoon to scoop out the flesh of the watermelon and keep it for later.
4. Carefully use a small, sharp knife to score a line around edge of the mouth. Then use the vegetable peeler to carefully remove the skin and expose the white rind.
5. Next, using the small knife, cut a zigzag out the white rind to create the shark's teeth.
6. Cut up the flesh of the watermelon and put it back in the mouth of the shark.
7. Take the piece of watermelon you cut off earlier, scoop off the flesh and slice in half – this is your shark's fin! Fasten the fin to the body of the watermelon using two cocktail sticks.
8. Fill the mouth with little jewels (pomegranate seeds) and use a cocktail stick snapped in half to place in the eyes (large blueberries).
9. To make the sea for your shark, place the rest of the blueberries around the bottom of the watermelon.

**Swashbuckle**

- Seaweed Radio – Talk Like A Pirate
- St Andrew's Day Thistle
- Seaweed Radio – Pirate Problems

All Swashbuckle >

**CBBC Games**

- Look after your own furry friend
- Can you help Danger Mouse?
- Solve these jigsaws from The Zoo
- Quiz: Which cupcake should you bake?

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# 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



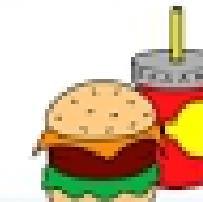
BIRDS



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



# TODAY I ATE A Rainbow!

TM

RED

ORANGE

YELLOW

GREEN

PURPLE



APRICOTS  
CANTALOUPE  
CARROTS  
SQUASH  
MANGOES  
ORANGES



AVOCADOS  
BROCCOLI  
CUCUMBERS  
GRAPES  
HONEYDEW MELON  
KIWI  
PEAS  
SPINACH



PLUMS  
RAISINS



TORONTO Teacher

For additional information and resources visit [www.todayiatearainbow.com](http://www.todayiatearainbow.com)

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home games my magnet collection swap magnets prizes boring stuff for adults

enter your username

enter your password

[Forgot your password?](#)  
 Always log me in automatically

log in

sign up now

# play games



me boost your  
points  
by collecting  
our magnets

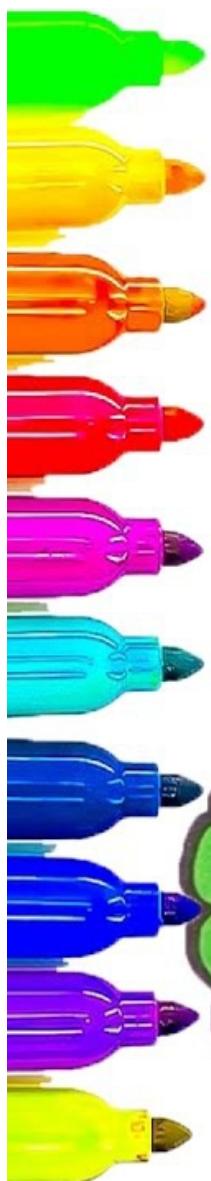
3 FREE MAGNETS NOW!

Innocent  
smoothies for kids  
orange, mango & passionfruit



sound: off

[terms & conditions](#) © 2010 Innocent drinks







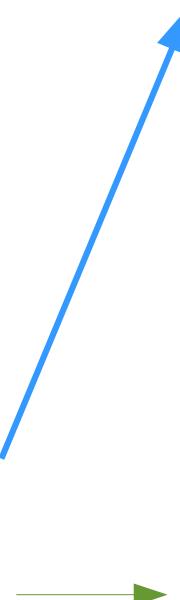
So...



by children...



My goal is to design a website for children



by a graphic designer.

# 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

APPLES | CHERRIES | CHILI POWDER | CRANBERRIES

GRAPEFRUIT | PAPAYA | PERSIMMON | POMEGRANATES

RASPBERRIES | RED CABBAGE | RED ONION | RED PEPPERS

STRAWBERRIES | TOMATOES | WALNUTS | WATERMELON

## POSSIBLE NUTRIENTS

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

## SUPPORTS

- Heart health
- Memory

## YELLOW / ORANGE

FOODS

CANTALOUE | CARROTS | CITRUS FRUITS | CORN

## GREEN

FOODS

ARUGULA | ASPARAGUS | BLACK TEA | BOK CHOY

BROCCOLI | BRUSSELS SPROUTS | CABBAGE | CHARD

COLLARDS | CUCUMBERS | GRAPES | GREEN BEANS

GREEN PEAS | GREEN PEPPERS | GREEN TEA | HONEYDEW

KALE | PARSLEY | SNAP PEAS

EDAMAME | SPINACH

**KID'S PLAY**

HOURS & ADMISSION EVENTS PARTIES ABOUT US GALLERY CONTACT

**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!

**BIRTHDAY PARTIES ARE A BLAST AT KID'S PLAY.**

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

**KID'S PLAY OFFERS AFFORDABLE PRICING OPTIONS.**

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

**WE ARE LOCATED AT..**

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

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Home Blog Free Recipe Cards Teaching Materials What's New

**Kids Cooking Activities**

**KCA** "Helping kids learn and grow up in the kitchen"

Follow Kids Cooking Activities

Join the Club

Enter Contest

Kids Cooking Help

- Teaching Materials
- Kitchen Supplies
- Lessons
- Kids Cooking Lessons
- How to Cook Lessons
- Lesson Index
- Theme Cooking Ideas
- A-Z Ideas
- Basic Food Facts
- Cake Decorating
- Cooking Parties
- Cook with Books
- Contest
- Cupcake Decorating
- Freezer Meals
- Fun with Food
- Ingredient Challenge
- Seasonal Cooking
- Science Experiments
- Homemade Spa

**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.

- 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.
- 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.
- 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.
- Cooking will help reinforce subjects like science, language, math and creativity while cooking! Visit [What do Children Learn While Cooking page](#) for more details.
- 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.
- Children can help contribute to the family and can feel the importance of helping.
- Children can learn to work together as a team, whether it is with a parent or with a sibling to get the job done.
- Cooking teaches kids about planning and making choices.
- 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

The screenshot shows the homepage of Mum's Grapevine. At the top, there is a navigation bar with links to Contact, About, Subscribe, and Competitions. Below the navigation is a prominent competition banner for "Win A SCOOTER" featuring a child on a scooter and a "ENTER NOW" button. The main content area has a section titled "Recipes" with a sub-section for Baby Food. Below this, there are three recipe cards: "11 no bake, kid-friendly breakfast bites for busy", "Recipe: Kids homemade avocado ice cream", and "9 ways to make magical (and healthy) mermaid".

## 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/>

The screenshot shows the homepage of Creative Kid Snacks. At the top, there is a navigation bar with links to Home, New!, Start Here!, Holidays, Parties, and Contact, along with social media icons. The main header features the "creative KID snacks" logo and the tagline "...make fun of lunch". Below the header, there are links for Breakfasts, Lunches, Dinner, Snacks, and Desserts. A featured section for "Healthy School Lunches" shows a bento-style lunchbox filled with various healthy items like carrots and wraps. To the right, there is a search bar labeled "Find a Snack..." and a product advertisement for "HOLLAND & BARRETT Choose the good life. Why wouldn't you? Shop Now" featuring a bottle of Bragg Organic Apple Cider Vinegar.

## Creative Kid Snacks

This website is very similar to my idea.

Themes are:

- food,
- children,
- mums,

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

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



#92c676  
#d97b9c  
#f7d4ed  
#cceef0  
#2f797d



Color Palettes



#fff0a7  
#ba9192  
#b5c07a  
#dd8270  
#bdcd9b



Color Palettes



#db605d  
#e6832b  
#f8dd5d  
#f3e8e5  
#58bb89



Color Palettes



#a9dae5  
#e59fa4  
#894a80  
#ddc6a0  
#dfaee7



Color Palettes



## How to Make a **RAINBOW** Bento Box



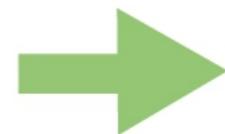
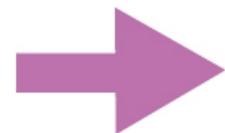
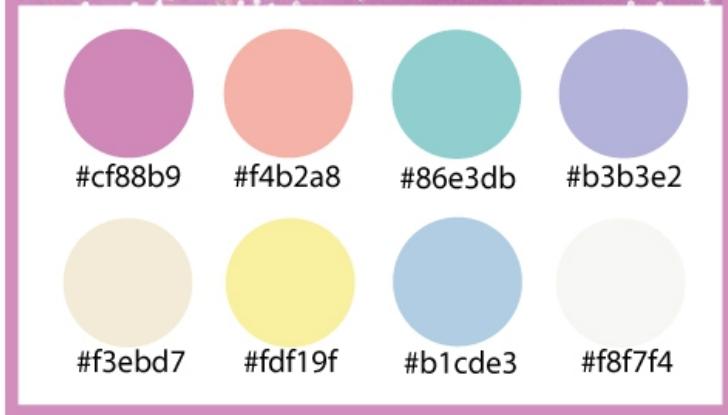
Final meal

Big and colorful Title

Ingredients as Draw

Recipe explained  
with pictures and  
some little  
description

# Colors scheme









THANK  
YOU