JONAS.IO
SCHMEDTMANN

BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

@JONASSCHMEDTMAN

SECTION

OMNIFOOD PROJECT – SETUP AND DESKTOP VERSION
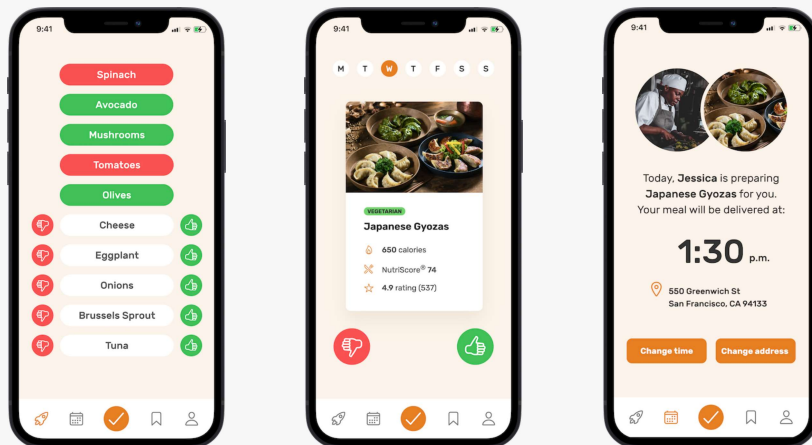
LECTURE

DEFINING AND PLANNING THE PROJECT (STEPS 1 AND 2)

YOUR FIRST **REAL-WORLD** PROJECT

OMNIF∞D

👉 **Your first "job"!**

👉 **You were hired to design and build a website** for a fictional company called Omnifood

👉 Omnifood is startup that uses AI to create and deliver custom healthy meal plans

👉 They provided us with all the content for the website (`content.md`)

STEP 1: **DEFINE THE PROJECT**

👉 **Define WHO the website is for**

> For a client

👉 **Define WHAT the website is for**

> **Business goal:** Selling monthly food subscription
>
> **User goal:** Eating well effortlessly, without spending a lot of time and money

👉 **Define target audience**

> Busy people who like technology, are interested in a healthy diet, and have a well-paying job

✅ **From provided content file:**

"We are a technology company first, but with a major focus on consumer well-being through a healthy diet. Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach. Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month."

STEP 2: **PLAN THE PROJECT**

✅ **Plan and gather website content**

🚫 **Plan out the sitemap**

> We will just build a **one-page marketing website** (oftentimes called a landing page), so no sitemap

👉 **Define website personality**

> Based on the tech-centered target audience, as well as the actual product being sold, we will use the **startup/ upbeat** personality. We might add some elements of the **calm/peaceful** personality, since the product is all about consumer well-being as well

👉 **Plan page sections** 👇

✅ **From provided content file:**

> *"We are a technology company first, but with a major focus on consumer well-being through a healthy diet.* Most people are very busy with their jobs, family and friends, and other important activities, which doesn't leave much time for cooking. This might lead to a poor diet and lasting health consequences. We want to solve this problem by using an AI-centric approach. Users can use our app to select their diet and foods they like and dislike, and our AI algorithm will create a custom and individual weekly meal plan. But we don't stop there. We partner with restaurants and other cooking partners to actually cook and deliver all meals from the generated meal plans, in selected cities. All this will be packed up in a monthly subscription, where users can choose between receiving one or two meals per day, every single day of the month."*