MINI PROJECT REPORT

ON

“Foodieland – A Food Ordering and Blogging Website”

SUBMITTED BY:

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UNDER THE GUIDANCE OF:

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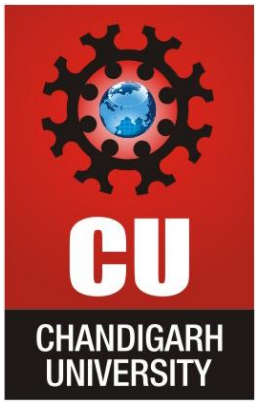
ON**‘November, 2025’**



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CERTIFICATE

This is to certify that the project report entitled **"Foodieland – A Food Ordering and Blogging Website UI/UX Prototype using Figma"** has been successfully completed and submitted by **Ayush Kumar Thakur (UID- 24MCA20322)** of **Chandigarh University -UIC**, in partial fulfillment of the requirements for the subject **UI/UX Tools**,
under the guidance and supervision of **Winky Bhatiya** during the academic year **2024–2026**.

This work embodies the original design and creativity of the student, developed using the Figma design tool. The project focuses on building a user-centered, visually appealing, and fully interactive prototype of a food ordering and food blogging platform.

SIGNATURE

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HEAD OF THE DEPARTMENT
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PROJECT SUPERVISOR
(Assistant professor)
(University Institute of Computing)

ABSTRACT

The project titled **"Foodieland – A Food Ordering and Blogging Website UI/UX Prototype using Figma"** aims to design an interactive and visually appealing digital platform that merges **food ordering** and **food blogging** features within a single user experience. The project focuses on creating a **modern, clean, and user-friendly interface** that simplifies the process of browsing recipes, reading food blogs, and ordering dishes online.

The design process followed a **user-centered approach**, beginning with research and analysis of user needs, followed by **wireframing**, **prototyping**, and **visual design** using **Figma**. The interface emphasizes **usability, accessibility, visual hierarchy, and consistency**, ensuring an enjoyable and seamless user journey across all screens.

The prototype includes five main sections — **Home**, **Recipe Details**, **Blog List**, **About Us**, and **Contact** — each thoughtfully designed to enhance engagement and provide intuitive navigation. A component-based design system was implemented to maintain uniformity and efficiency across the project.

By combining aesthetic design with functionality, Foodieland demonstrates how effective UI/UX principles can transform digital interactions into meaningful experiences. This project serves as a practical example of applying design thinking to solve real-world problems in the food and lifestyle industry, showcasing the importance of **empathy-driven design** and **prototype testing** in modern web interface development.

1. Aim / Overview of the Practical

Project Title:

Foodieland – A Food Ordering and Blogging Website UI/UX Prototype using Figma

Overview:

The primary aim of this project is to conceptualize, design, and develop a **UI/UX prototype** for a modern digital platform that combines **food ordering and food blogging** functionalities, under the brand name **"Foodieland."** This project was executed using **Figma**, a collaborative interface design tool widely used for prototyping and creating responsive design systems.

The focus of Foodieland is to offer users a **seamless and delightful experience** — whether they are exploring recipes, reading food-related articles, or placing food orders. The project aims to showcase how thoughtful design, structured navigation, and user-centered aesthetics can enhance both **usability** and **engagement** in digital food platforms.

Project Description:

Foodieland has been designed as a **visually appealing and highly intuitive interface**, keeping in mind the principles of **UI/UX design** such as simplicity, consistency, accessibility, and emotional design. The goal is not only to make the platform functional but also to make it **aesthetic and relatable** to modern food lovers and bloggers.

The website prototype caters to two main user purposes:

1. **Food Ordering** – enabling users to explore, select, and order their favorite dishes.
2. **Food Blogging** – providing a space for food bloggers, chefs, and enthusiasts to share recipes, experiences, and cooking insights.

The design process involved **user research, persona development, wireframing, prototyping, and testing**, ensuring that each screen delivers clarity, comfort, and a sense of flow throughout the user journey.

Prototype Structure:

The prototype consists of **five major pages**, each designed with unique elements while maintaining overall design consistency:

1. **Home Page:**
    - Serves as the entry point of the website.
    - Highlights featured dishes, trending recipes, and categories for easy navigation.
    - Includes call-to-action buttons for ordering and exploring content.
2. **Recipe Details Page:**
    - Displays complete recipe information including ingredients, step-by-step instructions, cooking time, and nutritional data.
    - Focuses on readability and scannability through clear typography and structured content layout.
3. **Blog List Page:**
    - Showcases multiple blog posts related to food, cooking tips, diet trends, and kitchen hacks.
    - Designed with an emphasis on imagery and titles to capture user interest.
4. **About Us Page:**
    - Introduces the brand identity, mission, and core team (chefs, writers, and contributors).
    - Builds user trust through storytelling and visual presentation.
5. **Contact Page:**
    - Provides an interactive contact form for user feedback and inquiries.
    - Includes options for newsletter subscription and social media links for extended engagement.

Design Objectives:

The **core objectives** behind this design project are:

- To create a **user-friendly and engaging interface** suitable for both desktop and mobile users.
- To maintain **visual harmony** using consistent color palettes, typography, and spacing.
- To apply **color psychology** that stimulates appetite and conveys warmth (using tones like red, orange, and yellow).
- To ensure the design aligns with **UX best practices** such as minimal navigation steps, easy readability, and quick access to key sections.
- To demonstrate the **complete UI/UX design process**, from concept ideation to high-fidelity prototype.

Tools and Techniques Used:

- **Design Tool:** Figma
- **Design Techniques:** Wireframing, Prototyping, Component-based Design
- **UI Principles:** Consistency, Accessibility, Responsiveness, Visual Hierarchy
- **UX Focus:** Intuitive Navigation, User Flow Optimization, Emotional Design

2. Objective

The main objective of this project is to **design and prototype an interactive, user-friendly, and visually engaging food website** that enhances the overall digital dining experience. The project, titled **"Foodieland – A Food Ordering and Blogging Website UI/UX Prototype using Figma,"** focuses on building a cohesive interface that effectively blends the concepts of **food ordering** and **food blogging** into a single seamless platform.

The goal is to create an intuitive and visually appealing user journey that allows visitors to explore recipes, read blogs, and place food orders with ease. By applying modern UI/UX design principles, the project seeks to demonstrate how thoughtful design can improve usability, accessibility, and user satisfaction in an online food platform.

Specific Objectives

1. **Understand User Needs:**
   Conduct research to identify how users interact with food-related platforms — including browsing recipes, reading blogs, and ordering food — to design a product that truly aligns with their expectations and goals.

2. **Apply Core UI/UX Design Principles:**
   Implement essential design principles such as **alignment, proximity, contrast, consistency, and hierarchy** to ensure clarity, visual balance, and ease of navigation across all pages.

3. **Create Wireframes and Mockups:**
   Design low-fidelity **wireframes** to structure the website layout and convert them into **high-fidelity visual mockups** that showcase color, typography, and imagery choices.

4. **Develop a Clickable Prototype in Figma:**
   Use **Figma's interactive components** and prototyping features to build a functional, clickable prototype that simulates real user interactions and flows.

5. **Design System Implementation:**
   Build a **component-based design system** in Figma, maintaining uniform typography, color schemes, button styles, and grid systems for a cohesive and consistent interface.

6. **Ensure Responsive Design:**
   Design layouts that adapt effectively to different screen sizes, ensuring a **responsive experience** across desktop, tablet, and mobile devices.

7. **Demonstrate Creativity and Design Thinking:**
   Apply **creative problem-solving and design thinking methods** to deliver an aesthetically pleasing and emotionally engaging user experience within the food domain.

3. Software Requirement

1. Operating System:

- Windows 10 / 11 or macOS
- Required for running Figma and exporting assets

2. Design Tool:

- **Figma (Web & Desktop App)** – used for UI design, wireframing, prototyping, and collaboration.

3. Supporting Tools:

- Canva (for banner or image editing)
- Unsplash / Pexels (for free high-quality food images)
- Google Fonts (for typography selection)

4. Browser:

- Google Chrome / Microsoft Edge – to preview Figma prototypes.

5. Hardware Requirements:

- Minimum 8GB RAM
- 2GB GPU support (for smooth rendering)

4. Implementation (Design & Process)

Step 1 – Research & Ideation:
Conducted a basic user study to understand what features users expect from a food website. Identified key design goals: **simplicity, attractiveness, and readability.**

Step 2 – Wireframing:
Created low-fidelity wireframes in Figma to outline the layout and flow between pages such as Home, Recipe, Blog, About, and Contact.

Step 3 – UI Design:
Developed high-fidelity designs using modern UI principles:

- **Color Palette:** Soft pastels and food-friendly colors (green, orange, cream).
- **Typography:** Sans-serif font for readability and elegance.
- **Imagery:** Used realistic food photography to enhance appeal.

Step 4 – Component System:
Designed reusable **buttons, cards, navbars, and grids** to maintain consistency.

Step 5 – Prototyping:
Linked all screens using **interactive components and transitions** in Figma to simulate a real website experience.

Step 6 – User Testing:
Previewed the prototype to check user flow, clarity, and interaction smoothness.

5. Output

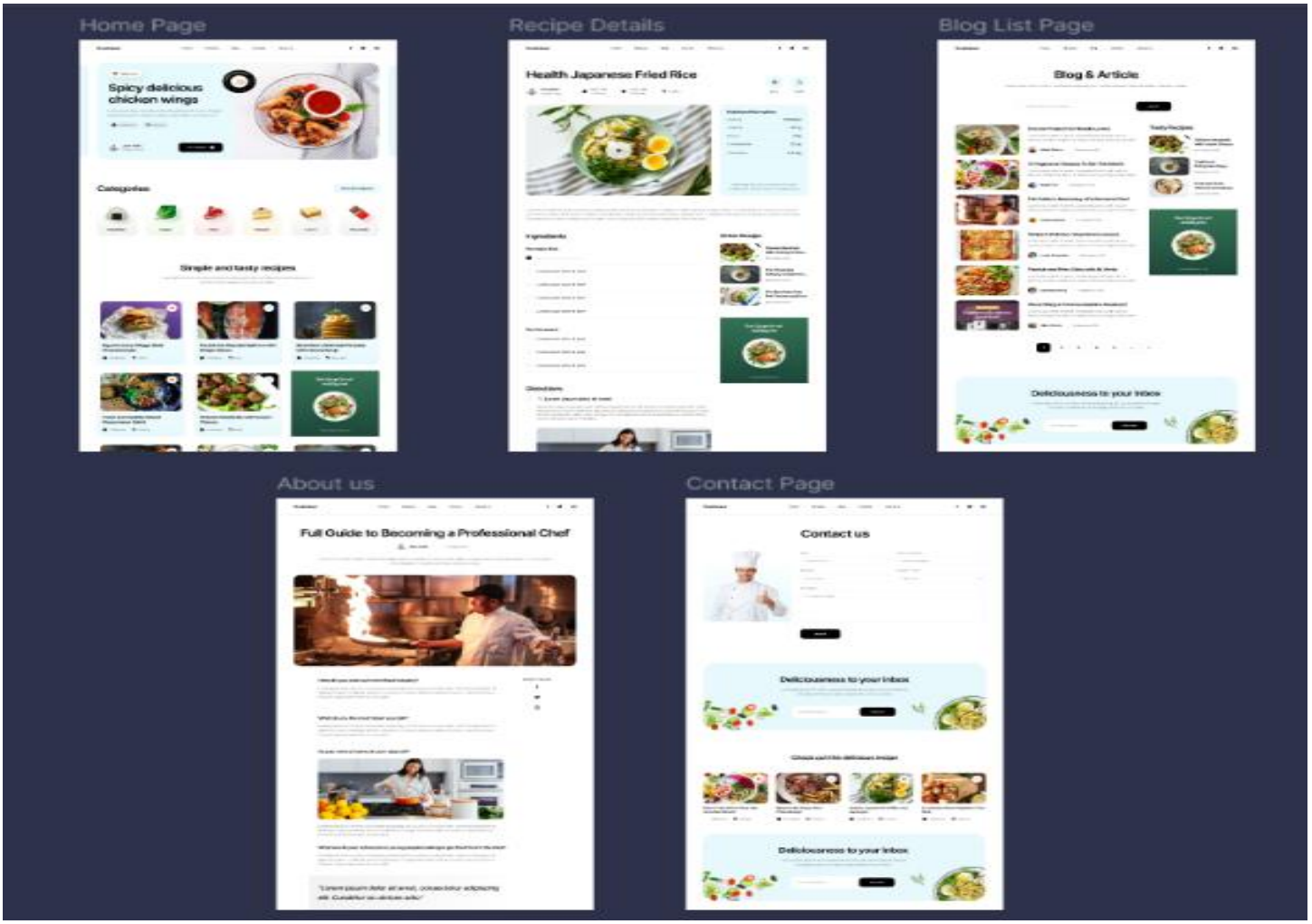
Pages Designed in Figma:

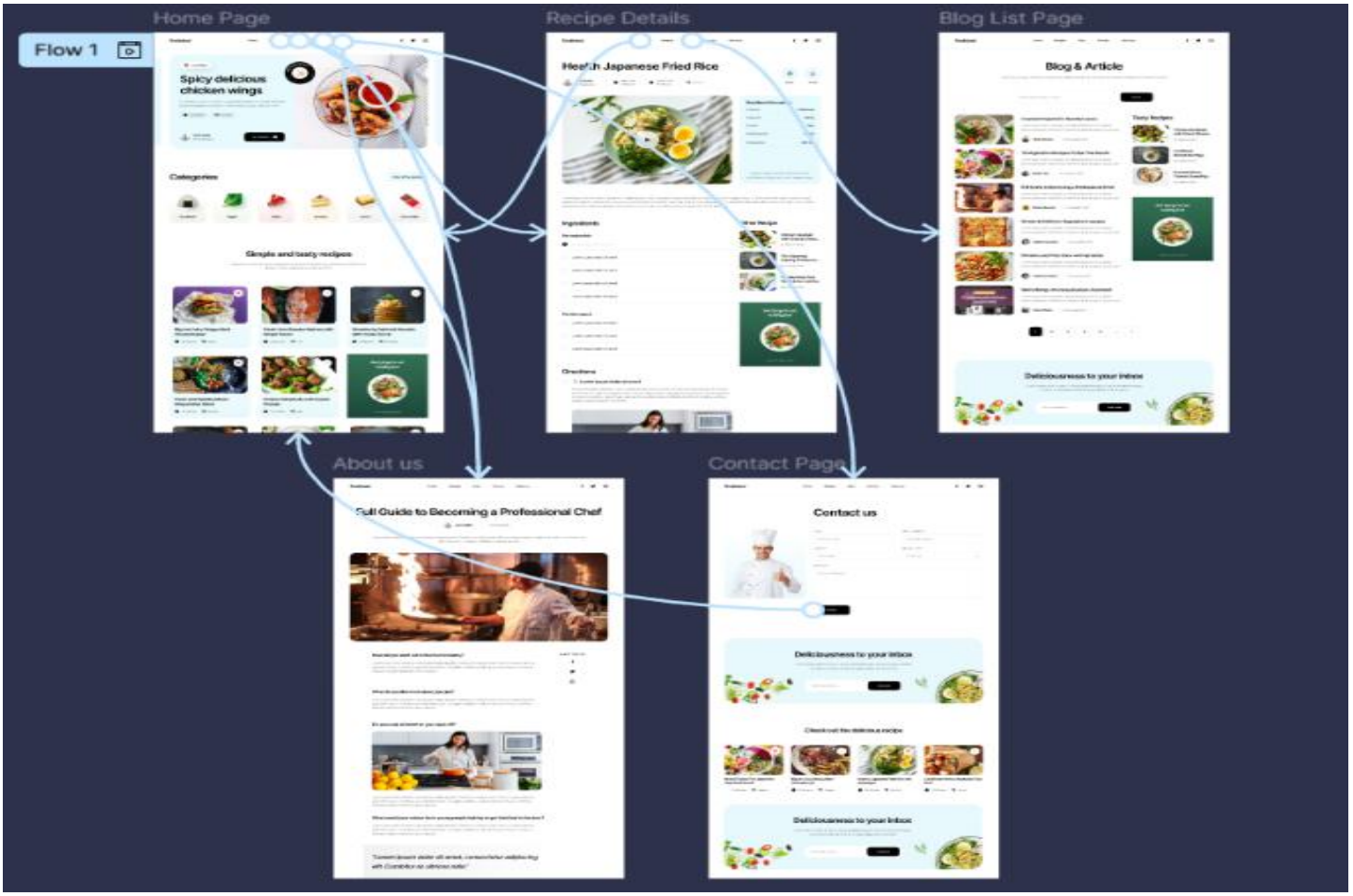
1. **Home Page:** Showcases trending dishes and categories.
2. **Recipe Details Page:** Displays detailed recipe information, ingredients, and images.
3. **Blog List Page:** Lists multiple food blogs with preview images and short descriptions.
4. **About Us Page:** Presents the story of "Foodieland" and the chefs behind it.
5. **Contact Page:** Contains a contact form and newsletter section.

Prototype Features:

- Fully navigable between pages
- Smooth scrolling and animated transitions
- Organized layout for easy readability
- Newsletter signup and blog preview functionality

Screenshot Samples: All Pages and Prototyping Flow


Home Page
Spicy delicious chicken wings
Recipe Details
Health Japanese Fried Rice
Blog List Page
Blog & Article
About us
Full Guide to Becoming a Professional Chef
Contact Page
Contact us
Deliciousness to your inbox


Flow 1
Home Page
Spicy delicious chicken wings
Recipe Details
Blog List Page
Blog & Article
About us
Full Guide to Becoming a Professional Chef
Contact Page
Contact us
Deliciousness to your inbox

6. Conclusion

The *Foodieland* UI/UX design project successfully demonstrates the complete process of creating a modern, user-centric, and visually appealing food ordering and blogging platform using **Figma**. Through this project, the focus was on enhancing the overall **user experience** by maintaining simplicity, readability, and aesthetic consistency across all pages.

By applying principles of **UI/UX design**, such as alignment, color balance, visual hierarchy, and interactivity, the project achieved a design that is both functional and engaging. The **interactive prototype** effectively simulates the real-world experience of browsing recipes, reading food blogs, and contacting the brand — offering a smooth and delightful user journey.

This project not only strengthened practical skills in **Figma, wireframing, and prototyping** but also improved understanding of **user-centered design thinking**. Overall, *Foodieland* reflects how thoughtful interface design can transform a simple idea into an immersive and intuitive digital experience.

7. Learning Outcomes

1. Gained practical experience in **UI/UX design principles** using Figma.
2. Learned to create **wireframes, components, and interactive prototypes**.
3. Understood **color theory, layout design, and typography usage**.
4. Developed skills to **convert ideas into visual designs** efficiently.
5. Improved understanding of **user-centered design and usability testing**.
6. Enhanced knowledge of **design documentation and collaboration workflows** in UI/UX projects.

8. References

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3. Unsplash – https://unsplash.com
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5. Adobe XD vs Figma Comparison – Interaction Design Foundation
6. Dribbble UI Inspirations – https://dribbble.com