

Website Pre-Design

What sort of website will this be? Store, blog, informational website

Informational website, it will have articles and images on the businesses for online foraging. It will have an about article, explaining the websites' purpose and information. There will be then a list of businesses that are ideal for sharing with their information, links, and delivery charges.

What is the websites story? Purpose and message

Provide information on businesses that are worth to check out during COVID 19. Inform about each business as well.

What will website contain?

Written articles, visual media, links to each business websites, extra info such as delivery charges.

Who is target audience?

Anyone bored during this pandemic and looking for some food to spice up their quarantine.

Will there be a brand or logo?



Scope of the project?

Small project, one page long, inform 2 businesses, and a small article on each one.

What will people do on the website?

Learn and explore the businesses, potentially buy food from them.

Will imagery be used?

yes, pictures of the foods of each business.

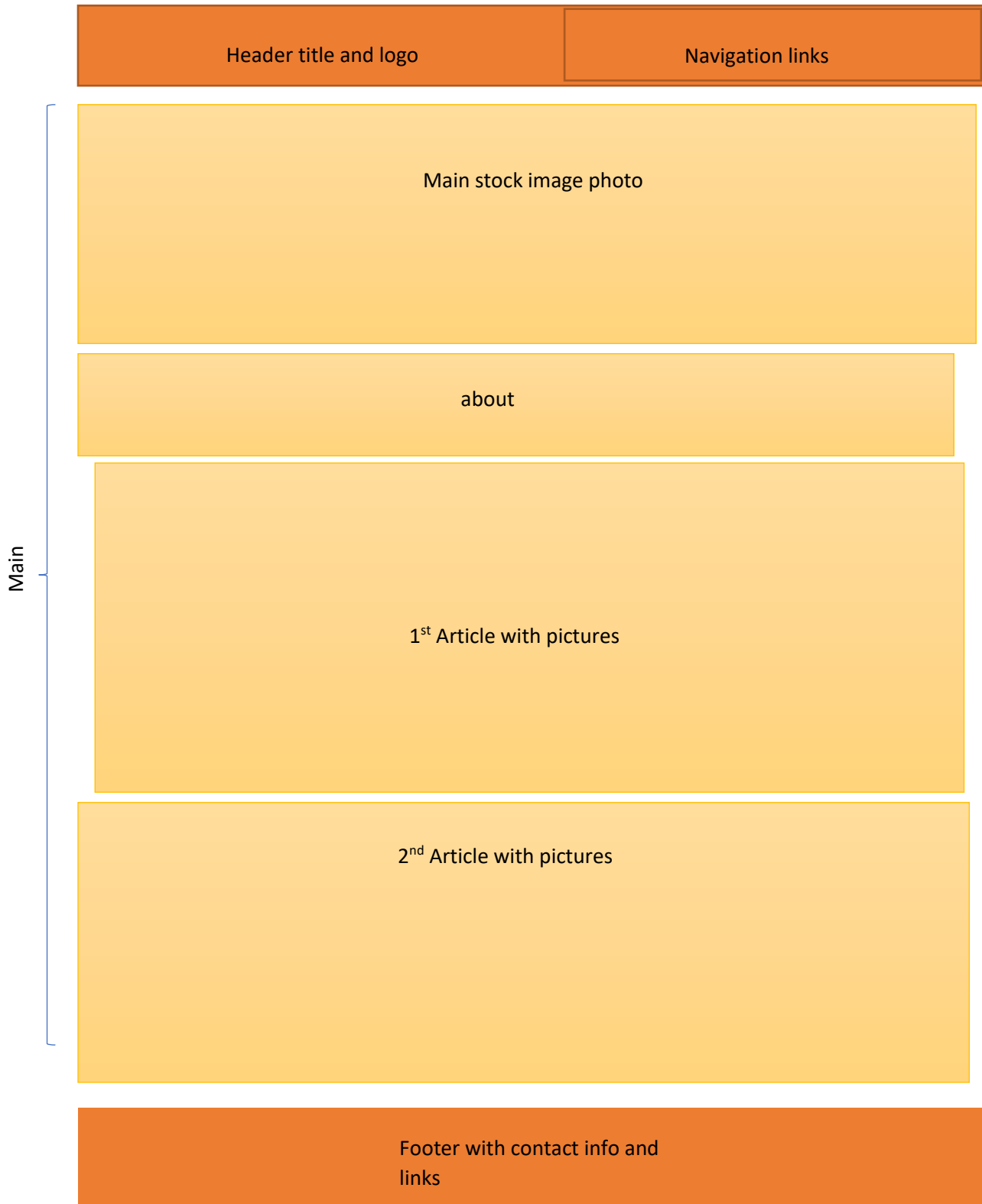
I there a particular style?

Minimalistic

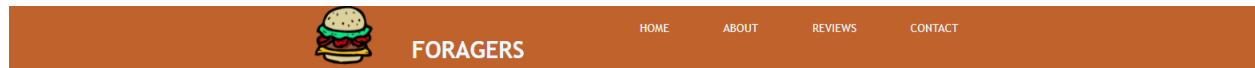
Is social media to be used?

No.

How will the website be laid out?



Header and Navigation Links



The name of this website's brand will be FORAGERS with its main logo as a tasty cartoon burger. The header will include the navigation links as shown above with the following navigational options:

- Home
- About
- Reviews
- Contact



Main Stock Image



The website will have a main background wallpaper that will bring the entire color palette together. The picture includes a small abstract structure with delicious assorted brown cookies. The reason I want to include this in my design is so it has a more modern and aesthetic feel to it.

The picture as shown left, fits the overall message of this website, to deliver good quality produce to customers online. The link to the picture is here:

<https://unsplash.com/photos/Hyl-LtxUa3E>

About

This section introduces the website page to customers. The colour fits the palette and the words are easily readable:

Food Products to Forage Online

Our new social distancing world has made shopping in groceries from a luxury to a near-essential. The virus not only infected us, but businesses as well, many small retailers had to remain closed. Some businesses have started offering home delivery of fresh quality food products safely. Here are some businesses to buy some local food products safely.

1st Article

The first article is about a Japanese-French dessert catering shop that I have grown to love over the quarantine. They offer delivery and a very specific niche of desserts that are worth checking out. The article follows the same color palette and some words are bolded or in the color green to stand out.

Ichibake

Ichibake features handcrafted French-Japanese fusion bakery and pastry products. They perform commercial and private event caterings, wholesale to local and overseas and offer cooking classes to individuals and groups. Ichibake specializes in their featured collection.

Canelés are small fancy French pastries, originally from Bordeaux region of France. Flavoured with rum and vanilla with a soft and tender custard center and a dark, thick caramelised crust. They offer an assortment of types of flavours such as Orange Chocolate (\$5), Tiramisu (\$5) and Uji Matcha Red bean (\$5). Ichibake also offers sharing boxes, an assortment of flavours, such as the Assorted Canele sharing box (\$35) that comes with 8 flavours, lemon ginger, English earl grey, Kyoto Hojicha, black sesame, tiramisu, orange chocolate, white chocolate pistachio, Japanese kinako, one of each.



Enticing Canelés Sharing Box - \$35.00

Melon Pans are Japanese sweet buns originating from Japan. Made from enriched flavoured dough covered in a thin layer of sugar and a flavoured melon custard filling. They offer an assortment of types such as Hojicha (\$4.75), cream cheese (\$4.75), and their original melon pan (\$4.75). Ichibake also offers sharing box, that come with 8 assorted melon Pans (\$34).



Large Melon Pan Sharing Box - \$34.00

Ichibake requires a **\$20** minimum order, and charge a **\$5** flat **delivery across GTA. Free delivery on orders \$50 and above.** Store pickup is available on two stores at:

- 135 Ossington, Toronto, M6J 2Z6
- 37 Baldwin St, Toronto, M5T 1L1

The article is over 200 words and the pictures shown are some of their featured collections they offer. The links to these pictures are:

- <https://ichibake.com/collections/melon-pan/products/large-melon-pan-sharing-box>
- <https://ichibake.com/collections/canele-1/products/thanksgiving-sharing-box8pcs>

2nd Article

The second article is about a virtual farmers market that I have grown to love:

Graze and Gather

Graze and Gather is a large farmers market featuring local, fresh produce such as meats, baked goods, vegetables/fruits and much more. Graze and Gather is the best virtual farmer's market to shop from as they offer a variety of foods and choices from several different local farms.

Some of the favourite dishes are the Tajine, Chicken and Mixed Grains (\$50) which is from the company Constantine. The dish serves 2-3 people and is a perfect choice for a dinner date at home.

The produce cheese from Ontario Cheese Union is also a must buy. The cheese is handpicked and is easily one of the best family owned dairy farm producer. The 18 month aged Paermesan cheese is filled with nutty flavours and grassy undertones giving away a creamy mouth to savour. This is the BEST cheese to try out, especially for pizza. It is good quality and supports local businesses!

Delivery is a flat \$4.50 rate with all orders paid for in advance. Delivery is around 1pm to 9pm, with confirmation emails, and a text notification when the **driver is 15 minutes away**. To know if you are eligible for delivery, Graze and Gather provides postal codes to which they deliver [here](#) pickup options timings and places [here](#) as well.

The pictures used in this article will be added from these links:

- <https://grazeandgatherfood.ca/collections/eggs-dairy/products/fifth-town-cow-parmesan?variant=32043361566838>
- <https://grazeandgatherfood.ca/collections/prepared-foods/products/tajine-kendal-hills-chicken?variant=39359024922814>

Footer

This will include info on how to [Contact Us](#)

Contact Us

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www.Foragers.com