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10/18/2025

Design proposal paper

DuronEats

The demographic for my site will primarily include those with higher income households. This mainly stems from most clients that want private chefs and meal prep are those with more income to make it worth the time. Age range tends to be higher by 25 to 35 years of age. This main source of viewing will most likely be mobile devices or tablets. This is for the purpose that mainly interested are those on the go or with less time in home.

The site will be mainly used to look over food portfolio and past events. This website will also be used to give various forms of contact to the owner. This site will be used to assist in gathering information such as prices and time slots. These factors combine to make it a great transition to see if the catering is right for the guest. This can also give them the safe to look around and consider the options given as well as the room to ask for more.

A user will visit the site to look for private chefs, catering groups, or other similar work. They are more likely to come to the site to gather information to compare with others. Since many who want to hire this form of worker tend to be very specific on the type of food and style. They are also just as invested in meeting the people behind the food as much as the food itself. The site will be a great introduction to get a first impression before asking further questions.

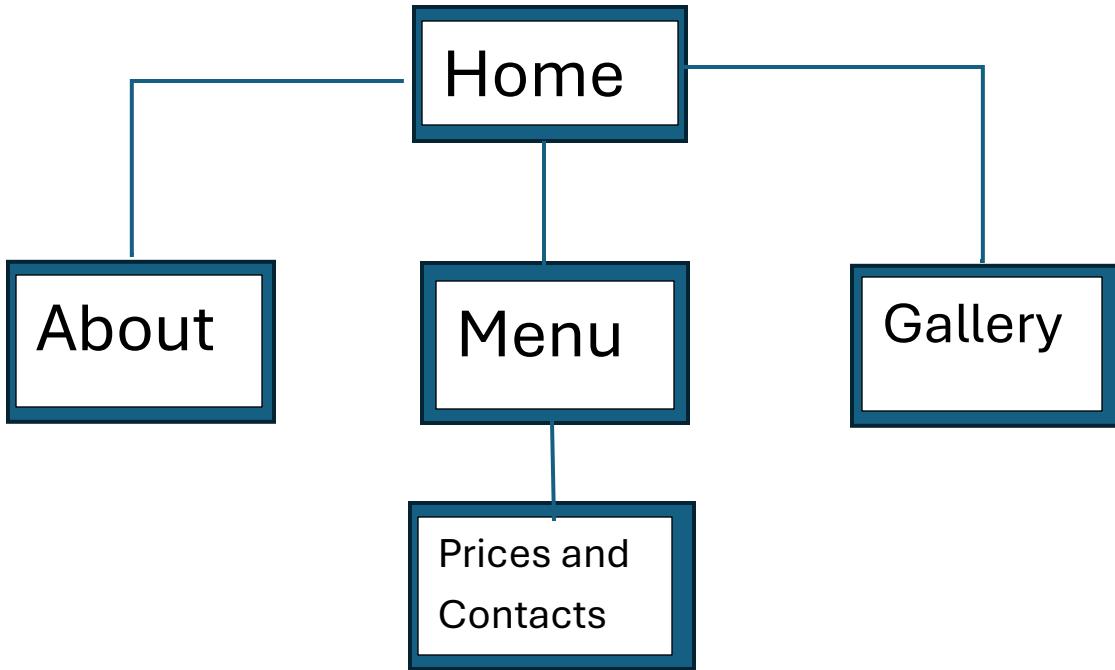
The main method to attract my visitors will be the various links that connect to social media as well as photo galleries. This will be great since many who look for styles of food,

cooks, or special events will naturally go towards these sources. This works best since many who do have my services will be tagged and worked with to show photos. This creates a word of mouth and by association form of attraction. This is amazing since this will ensure those who are in the client's circle also see my services which keep the demographic consistent. This creates a great flow of business and work then creates new shows.

The design scheme as of right now will primarily consist of darker tones such as navy blues and black. This will be great to contrast the vibrant photos and various food choices. Graphics will be clean and simple to ensure direct comparison. Pictures will be shown of food, plates, and various serving styles. These photos will be the focus as this will gather the most attention and attract the most eyes. As for fonts I most likely will stay simple and use Roboto, and Arial while maybe trying some others to give some variety such as Playfair display. This will be a good general starting point as I am planning for the website to be easy to use while being very clear in viewing. The primary colors and eye tracking will be for photos to show the food.

Most sites that are centered around catering of food service on a bigger scale tend to be very corporate and very company ran. This mainly means these websites drive away majority of family driven customers. This mainly shows how the site shows tabs such as careers, brand mission, and shops as well. My site will be far more family friendly and more personal which is where most of these sites fail at. Through research I've seen that many personal chefs or private teams tend to stay on social media and do not have websites. This leaves an amazing niche for me to show a difference and a more friendly way to view my products. Overall, with the more family friendly setup as well as easier streamlines tabs for my website, this will create a more personal experience for my visitors. Since they will be able to put face and action on the product.

## Site Map



- Home page (Parent page)
- About Page (Child page)
- Menu (Child Page)
- Gallery (Child page)
- Prices/Contacts (Child page)

Home page will be to greet visitors and see some preliminary stuff. This is a great way to catch eyes but not to go overboard. Overall, this page will be to set the theme and style for the rest of the following pages. Although this will have leads into the about, menu, and gallery pages.

The about page will be to show myself and the type of person behind the food. This will be great to set a precedent for the catering and the people involved. This page will have my photos/ team to really drive the more personal element of the private chef or catering. This

way they can put a face and person behind their talks. This page overall will be amazing to set for the type of people I am aiming for. This page will be able to get visitors more connected and allow for interactions to be one to one instead of to a brand or group.

The menu page will be a strong list and showing of various menu items. This will be crucial to show range and variety of the products. This can also be a strong price point start off. This can give a strong estimate of prices and to the style of food being served. This can help set me aside since I can show what I offer so the visitors to see if my products align with their vision. This does majority of the work for me since once they go through this they are already convinced and are just getting finer details. The menu page will also have a few pictures to coincide and will lead to the prices and contact's page.

The prices and contact page will be the end of the journey most likely. From this point the decision of the food, style, and if they want to work with me will be mostly decided. This last part will be to get into contact with me. This also will show the general price estimates for parties, events, and people. Overall, this will be a great end to settle thoughts that could still be lingering among the visitors. This page will also have various emails, numbers, and social media to find more.

The fifth page will be in the gallery. This one is to show various foods, plates, and setups to get the most direct image. This page will contain the most photos and images but will be a great portfolio for visitors to mostly see products. This arguably will be the most crucial since most visitors will go to this page regardless of their intentions. This page requires the most colors, eye catchers, and great spacing to really contrast the various photos. This page will have minimal text but lots to show off.

As for navigation for the site I will primarily use links and buttons. I think buttons are very user friendly to help get from one page to another without many issues. This also helps as it can make navigating easier from one subpage to another or back home. As for links, these will be needed to connect to emails, unique pages, or social media links. Both are crucial as they are what the pictures will be centered around with to draw eyes. I intend to allow it to have options for home page with buttons for each subgroup while having the menu page have another child page being the prices and contacts. This one is mainly directed since all pages will have some contact list showing but the official page will be most throughout providing ideal times. I might also incorporate a form of search bar but this might be too much and require further detail. Overall, my idea for navigation is to make it friendly and simple to use. This will make it an amazing option and easy to show to others.