**COM5961 Website design Proposal**

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**Website name:** Vegan's choice in HK

**Main target:** Vegetarian and people who are interested in vegetarianism in HK

**Main sections and functional design**

1.Finding Restaurants

* Propose 30 vegan restaurants in HK with detailed information through Airtable API and GetJson method.
* Using data visualization tools to provide aggregated amount and geographical distribution map.

2. Why vegan

* Providing a brief article illustrates the benefits of being a vegan and using IRA design(<https://iradesign.io/>) to tell the reason in a modern and interesting way.
* Selecting 3 videos to emphasize the importance.
* Listing 5-7 most popular vegan Instagram KOL

3. Vegan Recipes

* Providing 20 easy-to-make vegan dish recipes through scraping information on the website.

4. Community

* Consumers are empowered to give feedback of the restaurants which would effect the ranking within the website.

**SEO**

Boost the website traffic and user engagement through building the right content (with proper keywords found in the content Title, Body, Links, etc). Find the keywords through tools introduced in class to optimize SEO of the website.