Creative Brief

ohmyfood London Website Creation

ohmyfood

Overview

Brand

Identity

ohmyfood is an online meal-ordering business. Our concept lets users create their own meals, reducing time spent waiting in restaurants because their meal will be prepared in advance. No more time wasted staring at the menu!

Proposition

We would like to offer gourmet restaurant meals to our customers. After developing our business in New York, we'd now like to expand the concept to London, which is home to many fine restaurants.

Positioning

We are positioning ourselves in a niche market, selecting fine-dining restaurants in the cities we choose to operate in. We're aiming to be seen as a business that offers high-end services.

Competition

Name of company	Number of employees	Business sector	Positives	Negatives
MyLittleFoodie	Around 50 according to their website	Table bookings in upscale London hotels	- Well established in London. - Discounts on meals. - Highly dynamic website. - Good search engine optimization.	- Unable to access menus. - Bookings limited to two days per week.
LondonFoodies	15	Restaurant ranking based on menus	- Wide choice of restaurants. - Menus highly visible on the home page.	- No booking capability. - No way of expanding menus.

Target

Middle- and upper-class restaurant goers, always online and time-poor, who want to eat quality food.

Graphic identity

Fonts
> Logos and titles: Shrikhand
> Text: Roboto

Colors

Primary	Secondary	Tertiary
#9356DC	#FF79DA	#99E2D0

Objectives

We'd like to expand our services to include London. This will be done in two phases:

- Phase 1: Develop a website showing menus for four major London restaurants.
- Phase 2: Provide online booking and meal selection services.

Functional Aspects

Budget

$20,000

Plan

- Delivery of the initial version of the website within one month.

Technology

- Development must be **in CSS with Sass**, with no JavaScript.
- The source .scss files as well as the compiled CSS code must be available in one or more **dedicated files**.
- The website must be designed using a **mobile-first** methodology, meaning that the initial mockup must be designed for mobile, followed by tablet, before creating a responsive design for desktop.
- **Frameworks** (such as Bootstrap for example) **must not be used.**
- CSS code must not be applied using the style attribute within HTML tags.
- All **code** must be **versioned on GitHub** with **regular commits** to enable progress to be tracked and the website to be published more easily.
- The site must be accessible on **GitHub Pages** once complete.

Compatibility

Because our target includes people who are always online and time-poor, the website will be developed using the mobile-first design approach.

The website will therefore be created using mobile mockups, then designed to be responsive for tablets and desktop using computer mockups provided by our designer.

- The entire site must be responsively designed for mobile, tablet and desktop.
- The web pages must pass W3C's HTML and CSS validation checks with no errors.
- The site must be fully compatible with the latest desktop versions of Chrome and Firefox.

Required Deliverables

🟣 **Page content**

Home page (x1)

- Restaurant location display. Eventually, it will be possible to choose your location and find restaurants close to a given place.
- Short introduction to the company.
- Section containing four menus in the form of cards. When the user clicks on a card, they are redirected to the menu page.

Menu pages (x4)

- Four pages, each containing a restaurant menu.

Footer

- The footer is identical on all pages.
- When the user clicks on "Contact," this sends an email to a given address.

Header

- The header is shown on all pages.
- On the home page, the header shows the website logo.
- On the menu pages, it also shows a back button to return to the home page.

🟣 **Graphic effects and animations**

Click and hover effects are shown on the mockup. These effects must use CSS animations or transitions, not JavaScript or library effects. To ensure that the site renders correctly, it's important to reverse all click or hover animation effects once the mouse is moved away.

Buttons

- When the user hovers over an element, the background on the main buttons must become slightly lighter. Drop shadows must also become more prominent.
- Eventually, users will be able to save their favorite menus. To do this, a "like" button in the shape of a heart is shown on the mockup. When the user clicks on it, it will fill gradually. In the initial version, the effect can occur when hovering instead of clicking.

Home page

- When the app has more menus, a loader will be required. On this mockup, we'd like to have a menu preview. This must appear for between one and three seconds when you arrive on the home page, covering the whole screen and using CSS animations (not libraries). The design of the loader is not yet defined, so any suggestions are welcome as long as it's consistent with the site's graphic identity.

Menu pages

- When the user arrives on the menu page, the dishes must appear gradually over time. They can appear either one by one or in groups - "Starters," "Mains" and "Desserts."
- In the final version, the user will be able to add dishes to their order by clicking/tapping on them. This will add a small check mark to the right of the dish. The check mark must slide from right to left. All that is needed in your initial version is for this animation effect to be visible when hovering over the menu item (desktop version only). If the dish name is too long, it must be truncated with an ellipsis.

Internal Project Planning

Signoff process: all stages of the project will be signed off by Paul.