

Creative Brief

Ohmyfood Website - Paris

ohmyfood

Contents

Brand	3
Identity	3
Proposition	3
Positioning	3
Competition	3
Target	4
Graphic Identity	4
Challenges	4
Objectives	4
Operations	4
Budget	4
Timeline	4
Technologies	4
Compatibility	5
Deliverables	5
Page Content	5
Home Page (x1)	5
Menu Pages (x4)	5
Footer	5
Header	5
Graphic Effects and Animations	5
Buttons	6
Home Page	6
Menu Pages	6
Internal Project Organization	6

Brand

Identity

Ohmyfood is an online food ordering company. Our concept allows users to compose their own menu and reduce waiting time in restaurants because they make their choice in advance. No more wasting time consulting the menu!

Proposition

We would like to offer our customers gastronomic restaurant menus. Initially developed in New York, we now want to extend our concept to the capital of gastronomy: Paris.

Positioning

We are placing ourselves in a niche market within the luxury restaurants of established cities. We want to be seen as a company offering high-quality services.

Competition

Company	Number of Employees	Sector	Advantages	Disadvantages
Mylittlefoodie	Around 50 according to their website	Reservations in Parisian Palaces	<ul style="list-style-type: none">• Good implementation in France• Preferential rates on menus• Very dynamic website• Good referencing	<ul style="list-style-type: none">• No possibility to see the menus• Reservation dates limited to 2 days per week
LebonParis	15 employees	Ranking of restaurants according to their menus	<ul style="list-style-type: none">• Lots of restaurant choices• Menus very well highlighted on the home page	<ul style="list-style-type: none">• No possibility of reservation• No possibility to enlarge the menus

Target

Middle and upper class people who are connected and often in a hurry, wishing to taste quality products.




Graphic Identity

Fonts

Logo and Titles: Shrikhand

Text: Roboto

Colors

Primary	Secondary	Tertiary
		
#9356DC	#FF79DA	#99E2D0

Challenges

Objectives

We would like to open our services in the French capital.

- Phase 1: Develop a site offering the menu of four great Parisian restaurants.
- Phase 2: Allow online booking and menu composition.

Operations

Budget

\$30,000

Timeline

- Delivery date of the first version of the site: within 1 month.
- Delivery date of the second version of the site: within 6 months.

Technologies

- The development will have to be in CSS, without JavaScript.
- No framework should be used; however, Sass would be a plus.
- No CSS code should be applied via a style attribute in an HTML tag.

Compatibility

As the target market is the connected and hurried population, the site will be developed using the mobile-first approach. For this reason, only mobile models will be made.

On tablet and desktop, the site will have to adapt, but these formats are not a priority, so the developer defines the layout.

- The whole site will have to be responsive on mobile, tablet, and desktop.
- The pages will have to pass W3C validation in HTML and CSS without errors.
- The site must be fully compatible with the latest desktop versions of Chrome, Firefox, and Safari.

Deliverables

Page Content

Homepage (x1)

- Display the location of restaurants. Eventually, it will be possible to choose restaurants close to a certain place.
- A short presentation of the company.
- A section containing the four menus in the form of cards. When clicking on the card, the user is redirected to the menu page.

Menu Pages (x4)

- Four pages each containing a restaurant menu.

Footer

- The footer is identical on all pages.
- When you click on Contact, a link to an email address is made.

Header

- The header is present on all pages.
- The home page contains the logo of the site.
- The menu pages contain a button to return to the home page.

Graphic Effects and Animations

The effects accessible by clicking or hovering are visible on the model. They must use CSS animations or transitions, no JavaScript, or library.

Buttons

- When hovering, the background color of the main buttons should lighten slightly. The drop shadow should also be more visible.
- Eventually, visitors will be able to save their favorite menus. For that, a heart-shaped Like button is present on the model. When you click on it, it should fill up gradually. For this first version, the effect can appear on hovering on desktop instead of clicking.

Home Page

- When the application has more menus, a loading spinner will be necessary. On this mock-up, we would like to have a preview of it. It will have to appear for 1 to 3 seconds when you arrive on the home page, cover the whole screen, and use CSS animations (no library). The design of this loader is not defined, so any proposal is welcome as long as it is consistent with the graphic charter.

Menu Pages

- When arriving on the page, the dishes should appear gradually with a slight time lag. They may appear either one by one or by group Starter, Main course, and Dessert. An example of the expected effect is provided.
- The visitor can add the dishes he wishes to his order by clicking on them. A small checkmark will appear to the right of the dish. This tick should slide from right to left. For this first version, the effect can be displayed on hovering on desktop instead of clicking. If the title of the dish is too long, it will have to be trimmed with suspension points. An example of the expected effect is provided.

Internal Project Organization

Project Manager: Paul

UX Designer: Emily

All stages of the project will be validated by Paul.