



Major Project

Firmness

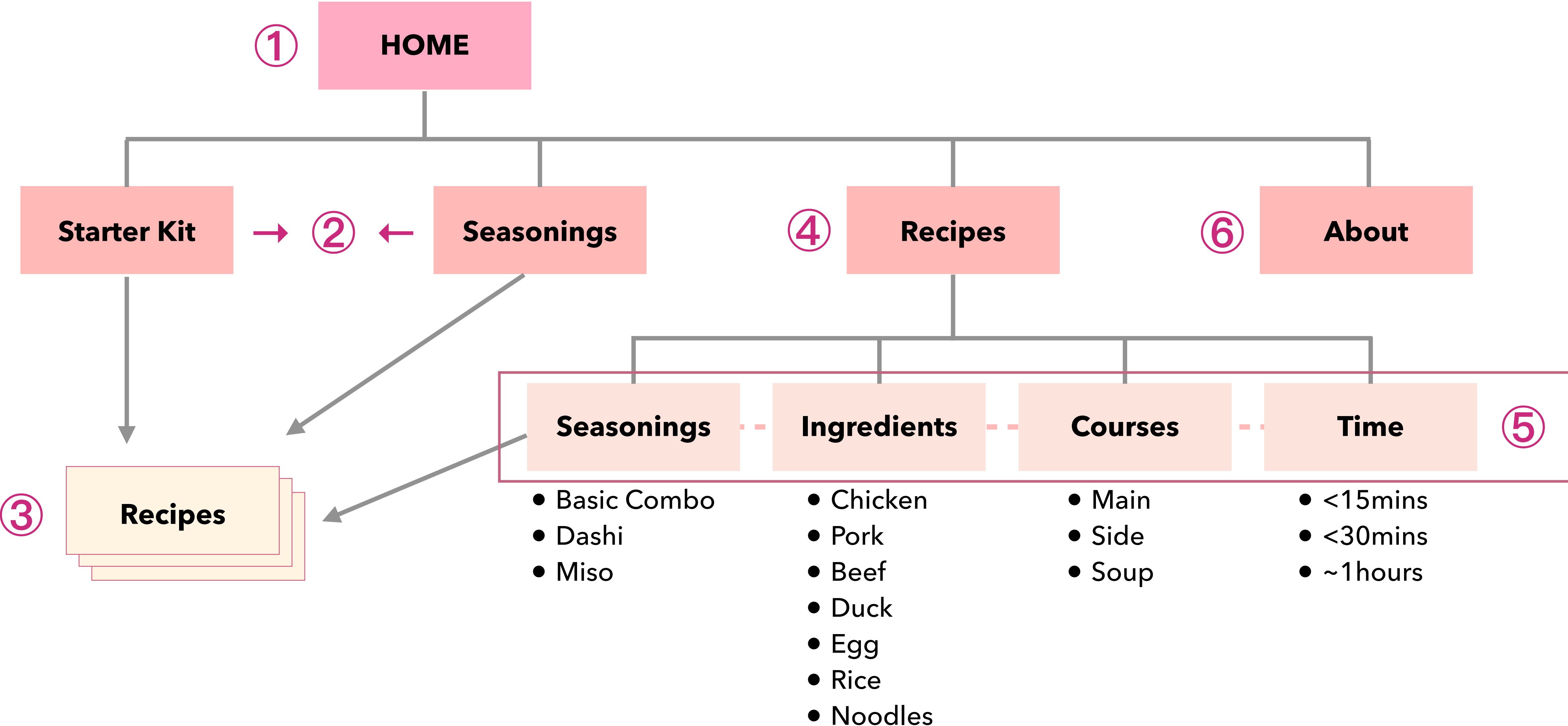
MA Web Design and Content Planning
Crystal Wong 02.03.2022

Japanese Home Cooking Learning Website

dynamic website



Information Architecture



For user engagement

- Mobile-first → for portable devices
- Image > Text
- Responsive images
- CSS Scroll Snapping: applied to Recipe pages

Webpage Update

- No need to review and update the existing content for recipes
- Keep adding new recipes in future
 - at least 1-2 new recipes per month
- Update by me

Promotion tools

YouTube & Instagram

- to help drawing traffic to my site or other platforms
- to meet the social media usage habits of different users

In addition to promotion, there are other uses.

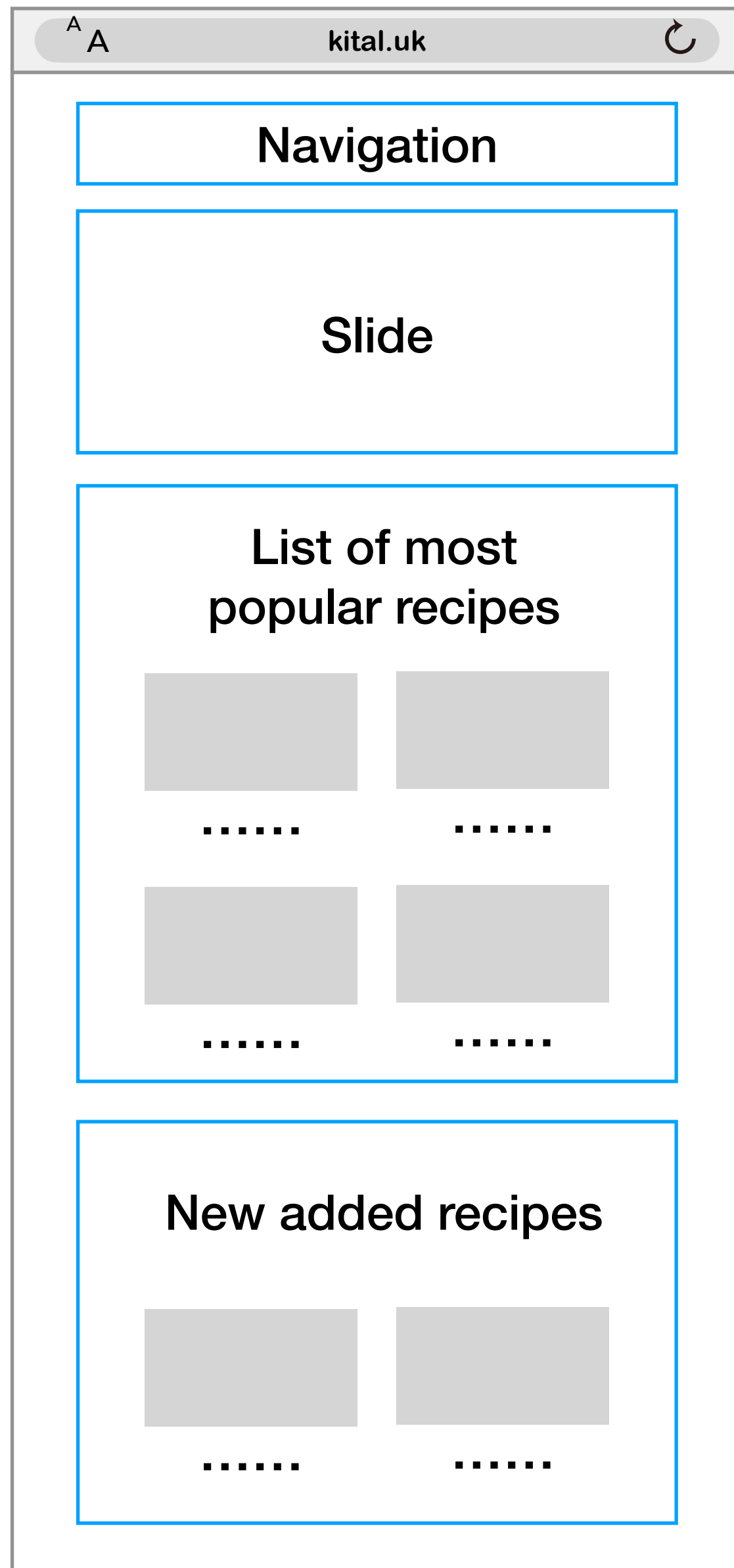
YouTube

- for storing videos, then being embedded it to my site
- as a platform for communication with users

Instagram

- as a blog for sharing some news or interesting topics

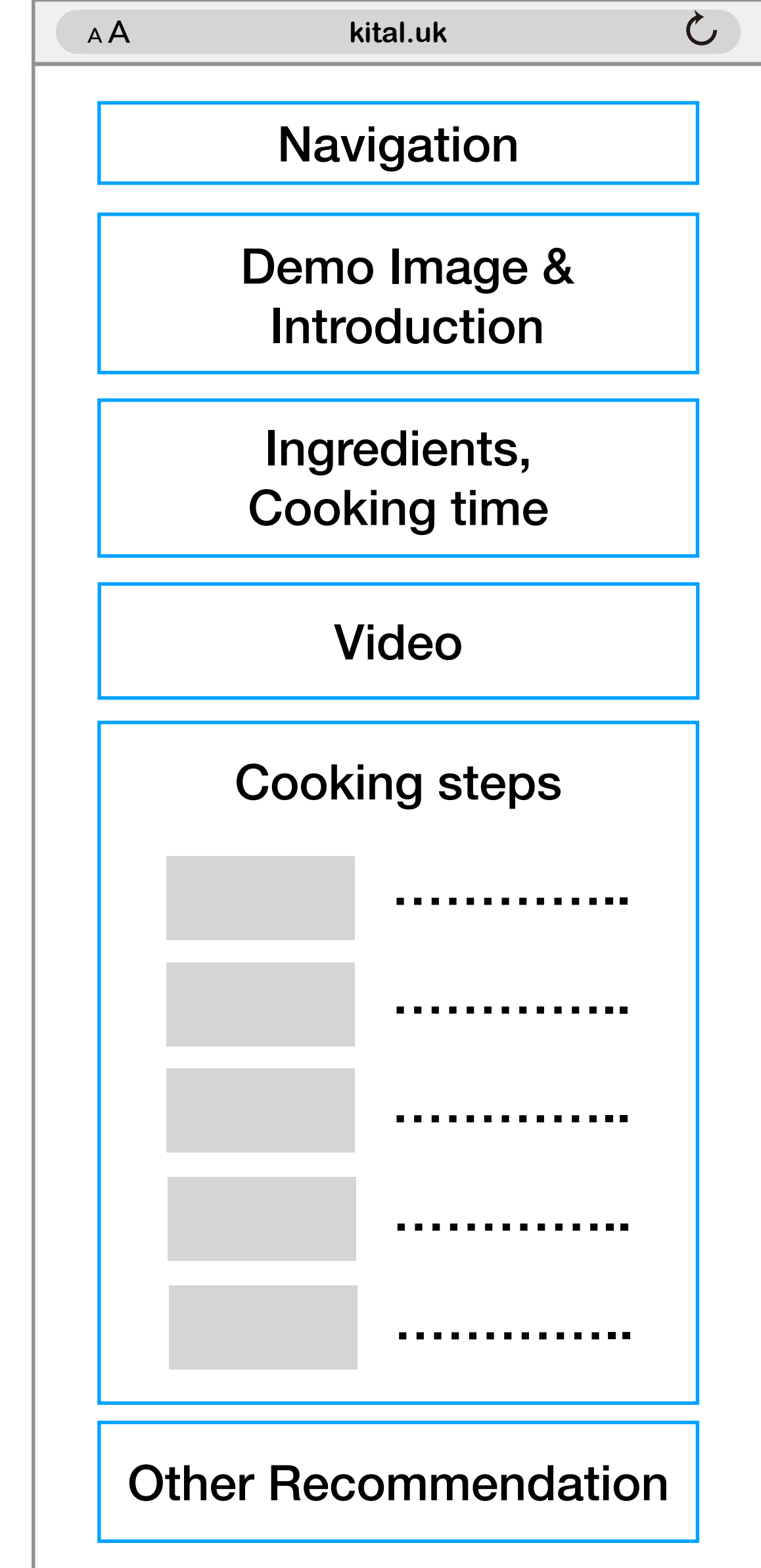
① INDEX



② SUBPAGE



③ RECIPE PAGE



MUST HAVE

- **Newly added recipes**
 - sort by publication date
- **Most popular recipes**
 - count by clicks
- **Other recommended recipes**
 - filter by seasonings
- **Share button**

BETTER HAVE

- **Search function**
- **Email form for sending inquiry**
- **Comment section**



What I need to learn

	Essential skills to be learn	Better to learn
Front-end	JavaScript, JQuery	SASS
Back-end	PHP, MySQL, phpMyAdmin	
Prototyping	Adobe XD / Figma	
Version Control	Git	
Video Editing	Adobe Premiere Pro	Adobe After Effects

Why not Wordpress?

- Contains lots of unnecessary code to slow down the loading
- Less flexibility



- My learning ambitious
- I love PHP too



- But it's still my Plan B if I fail to learn PHP

In future

- Traditional Chinese version
- Progressive web app (offline access available)
- Google AdSense



- Affiliate Programme
e.g. JAPAN CENTRE, Tesco, Amazon
- Donate Via PayPal



Thank you!