



FOODSITE

Product Development Report Phase 2

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September 2025

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INTRODUCTION

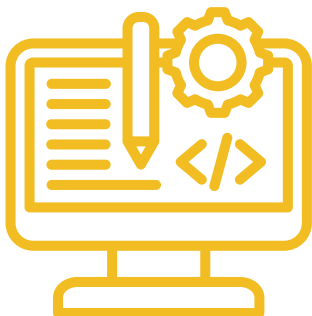
This document covers the ongoing development of the digital project “Foodsite,” a culinary business website template built on the Framer platform. It is designed for commercial sale in the digital market industry. It targets restaurants, bakeries, and coffee shops looking to establish an online presence for commercial purposes, offering features such as menu display, reservations, and contact information.

Foodsite is scheduled for development over three weeks. Here, I outline the progress made so far.



Week 1 – Development phase 1 (Planning and first building)

In phase 1, I established the core elements for Foodsite, including defining its development plan, structure, design, and the initial website template framework.



Week 2 – Development phase 2 (Building)

Following the timeline set in the last phase, I plan to develop the core features of Foodsite during this phase, including the homepage, menu, news, contact, and about page.

Here, I documented my product development over the past week, including the challenges faced, decisions made, and goals achieved. Additionally, during this phase, I began researching ideas for product delivery assets. Also, I created a punch list or checklist to ensure all elements are in place for the final digital product launch.

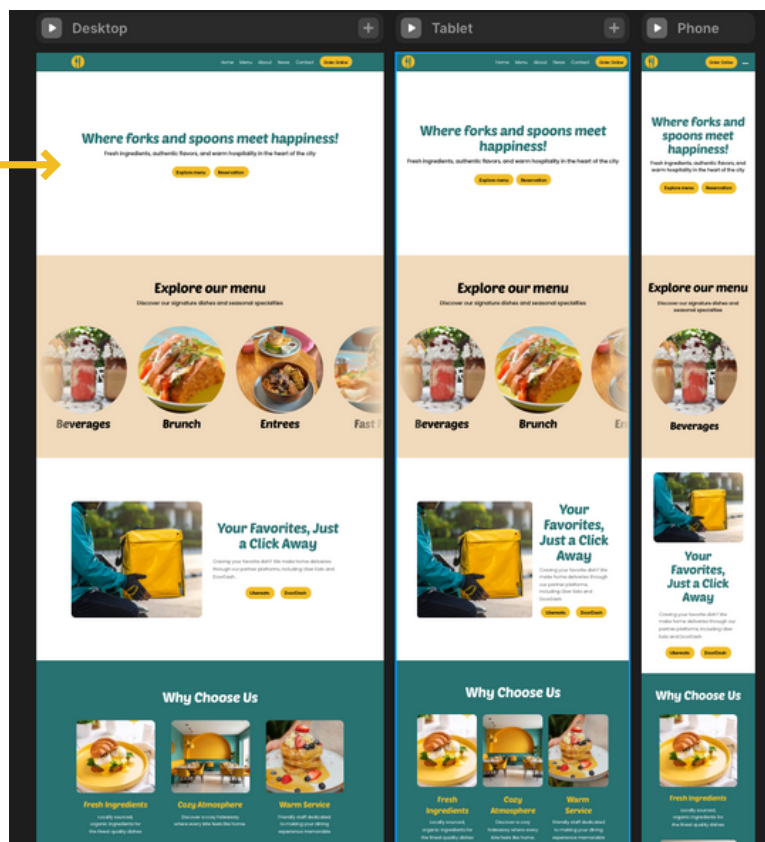
Week 2: Development phase 2

During this phase, I developed Foodsite pages based on the designs set in the previous week. I implemented all the core features for Foodsite, following the wireframes, information architecture, and designs created earlier.

The Homepage

Every section on this page aligns with my initial wireframes. Instead of focusing energy on the hero section, which is the main screen users see when entering the website, I concentrated on establishing the main structure and sections of the template. Once this is complete, I will return to developing the hero screen. I adopted this strategy from my previous website development experience and find it more effective.

Hero section →



Foodsite homepage. Photo by the author

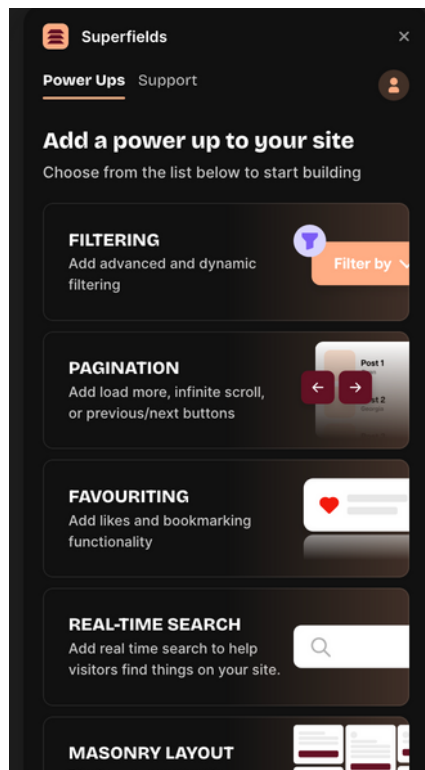
The menu page

The menu page is one of the most important features of any culinary business. If it isn't well-designed, the template can lose some of its core value. In other words, this is the first thing clients look for when choosing a template. Therefore, I aimed to create a dynamic menu that groups all food sections together with interactive buttons at the top. This way, users won't have to scroll through the entire, sometimes lengthy, menu.

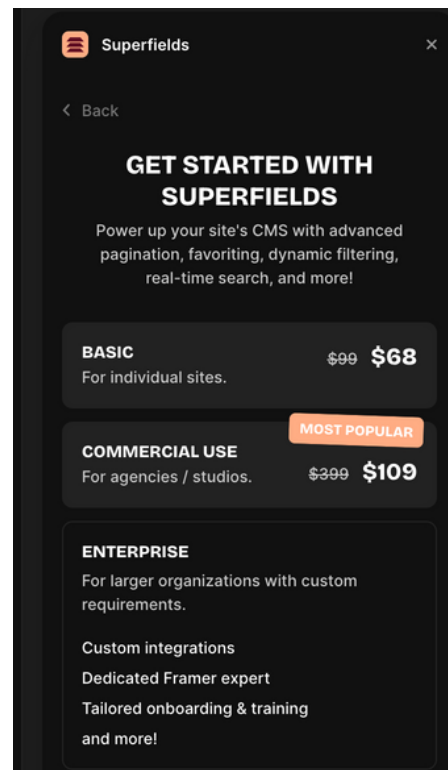
Creating a dynamic and interactive section instead of a “plain text” one is not straightforward in the Framer platform. In fact, as I researched strategies to develop this feature, I noticed that it usually requires purchasing a third-party plugin.

Here is an example of a plug-in, priced at 109\$

Plugin features

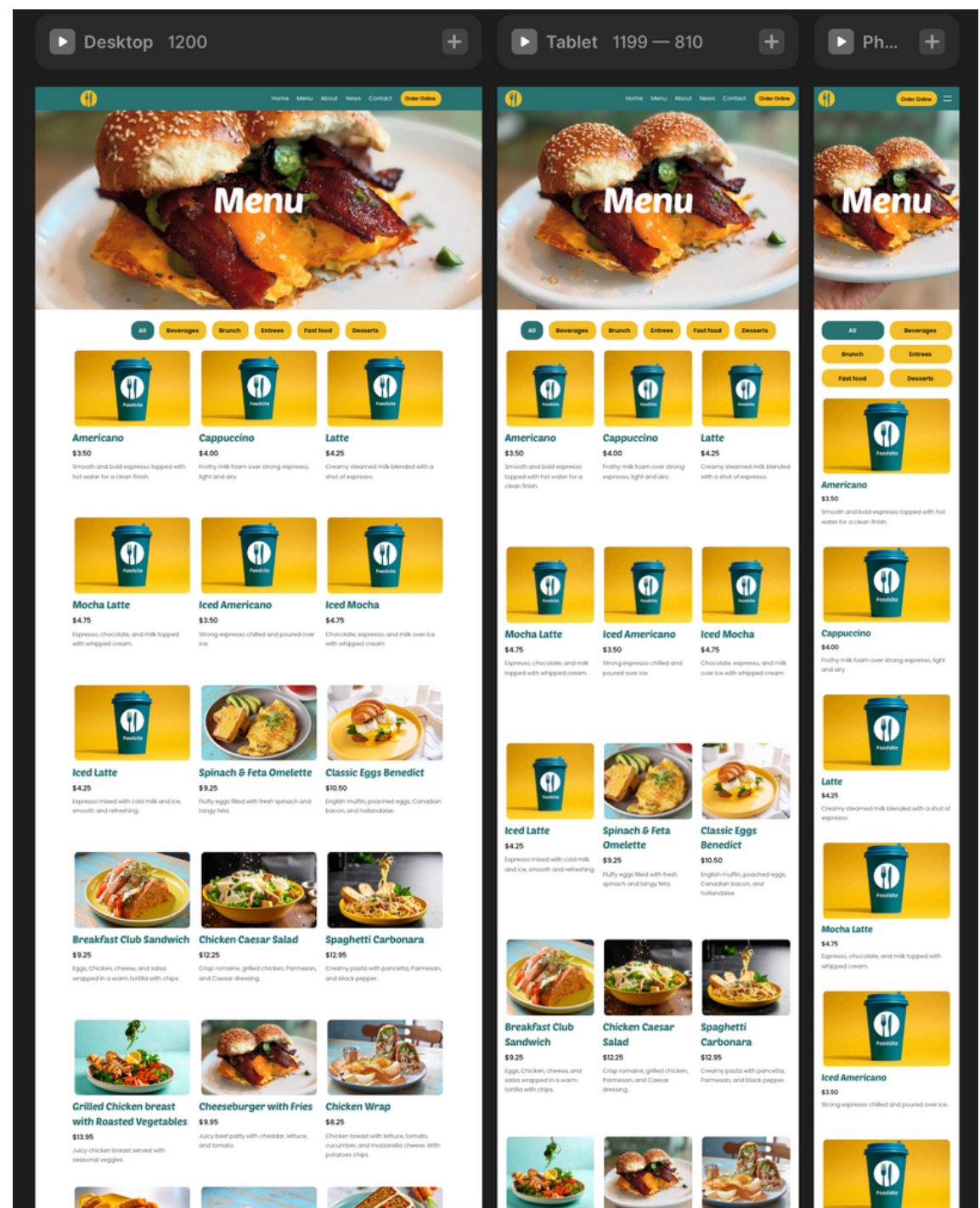


Plugin plans



Superfields plug in on Framer. Photo by the author

I spent some time this week dealing with this costly roadblock. After researching various video tutorials, including the “[filterable Portfolio Grid](#),” I successfully integrated this interactive solution into my menu without incurring additional costs. The final menu section I developed aligns with my initial design and offers a clear advantage over competitors.

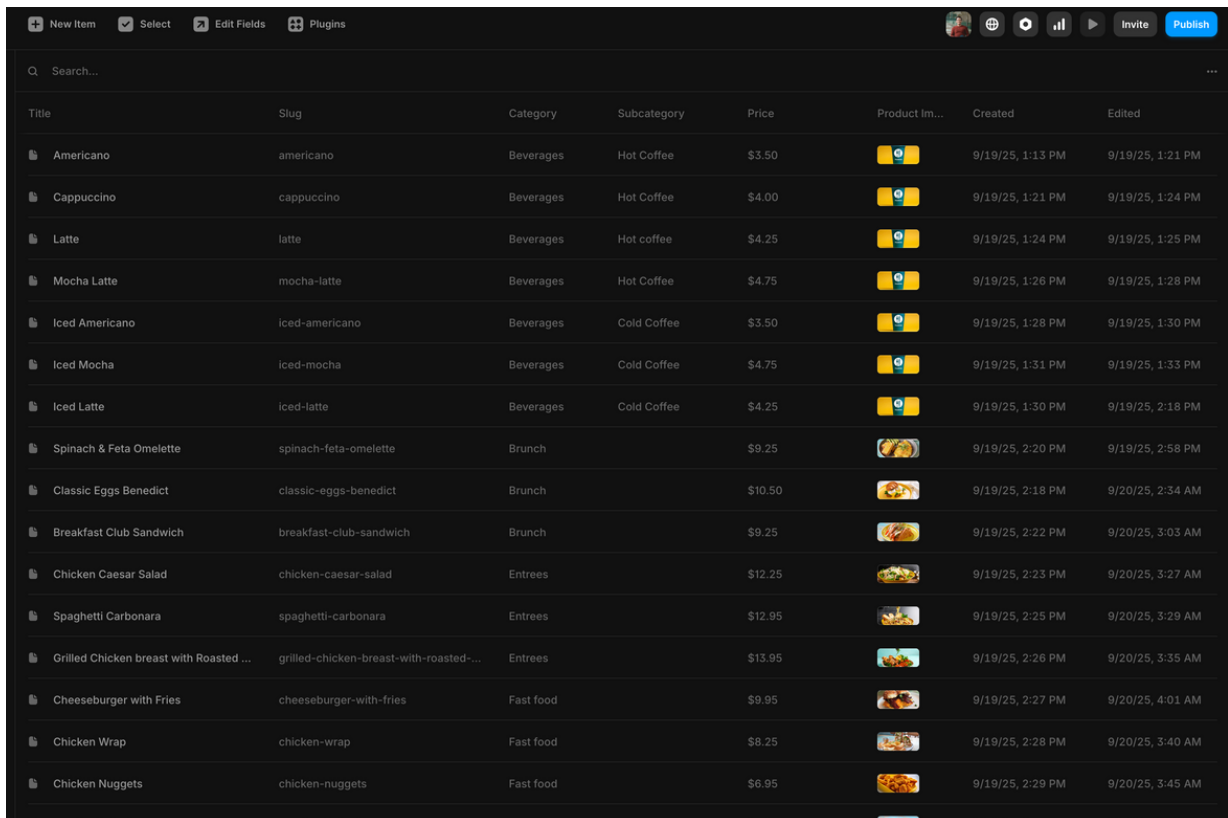


Foodsite Menu page. Photo by the author

The product page

A product page that provides more detailed and colorful information about an item in the menu was not part of my original wireframes. The need for that arose while I was developing the menu section, and I noticed there wasn't enough space to go into the specifics of menu items.

To serve this purpose, I created a “Product page.” Using Framer's Content Management System (CMS), future buyers can input information about this feature. Later, this CMS enables displaying the desired characteristics on the developed “Product page.” Some of the key details might include allergen risks, size options, flavors, and other relevant information. This improves the user experience by making it easier to customize and share personalized details with the website's consumers.

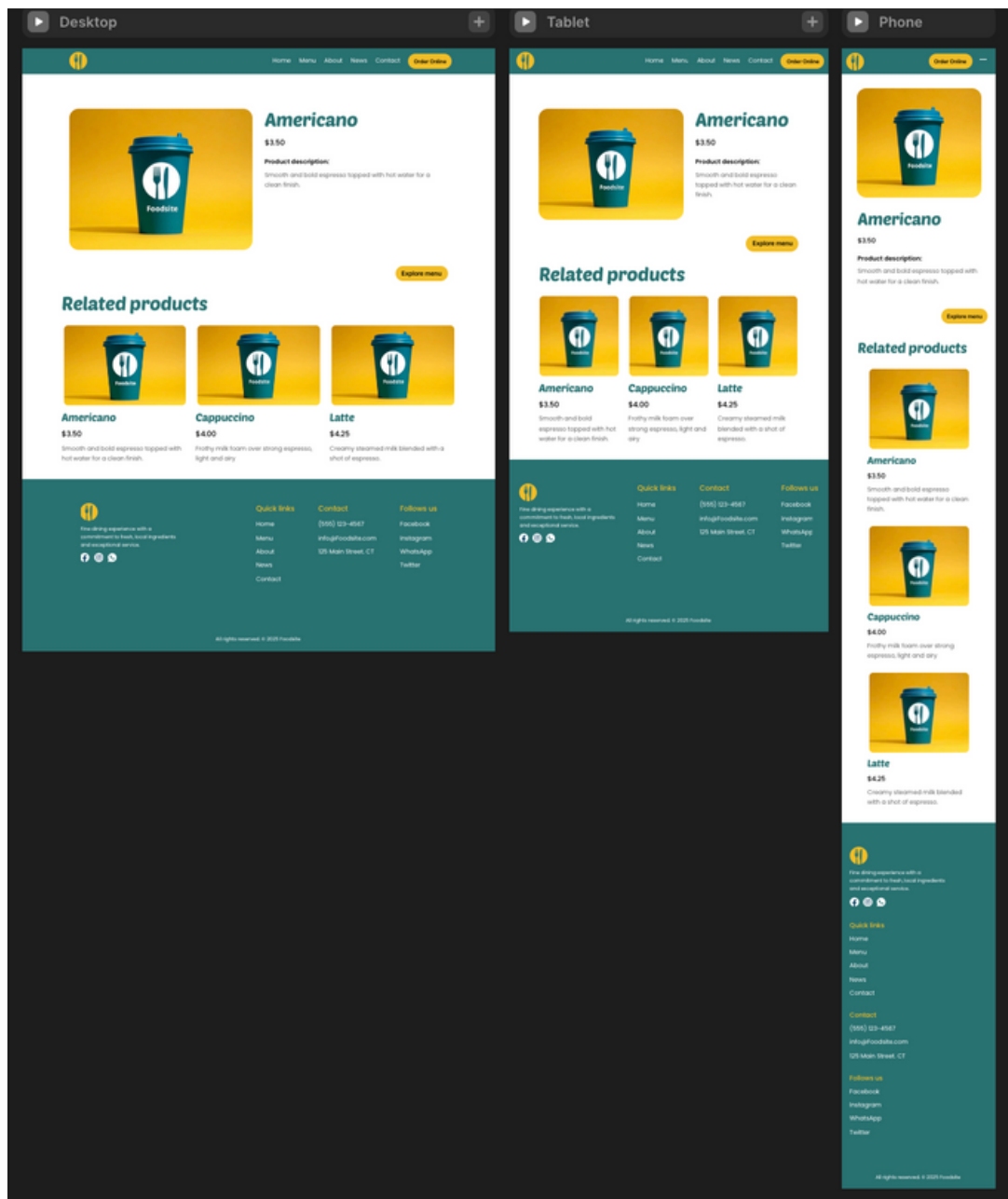


New Item Select Edit Fields Plugins							
Q Search...							
Title	Slug	Category	Subcategory	Price	Product Im...	Created	Edited
Americano	americano	Beverages	Hot Coffee	\$3.50		9/19/25, 1:13 PM	9/19/25, 1:21 PM
Cappuccino	cappuccino	Beverages	Hot Coffee	\$4.00		9/19/25, 1:21 PM	9/19/25, 1:24 PM
Latte	latte	Beverages	Hot coffee	\$4.25		9/19/25, 1:24 PM	9/19/25, 1:25 PM
Mocha Latte	mocha-latte	Beverages	Hot Coffee	\$4.75		9/19/25, 1:26 PM	9/19/25, 1:28 PM
Iced Americano	iced-americano	Beverages	Cold Coffee	\$3.50		9/19/25, 1:28 PM	9/19/25, 1:30 PM
Iced Mocha	iced-mocha	Beverages	Cold Coffee	\$4.75		9/19/25, 1:31 PM	9/19/25, 1:33 PM
Iced Latte	iced-latte	Beverages	Cold Coffee	\$4.25		9/19/25, 1:30 PM	9/19/25, 2:18 PM
Spinach & Feta Omelette	spinach-feta-omelette	Brunch		\$9.25		9/19/25, 2:20 PM	9/19/25, 2:58 PM
Classic Eggs Benedict	classic-eggs-benedict	Brunch		\$10.50		9/19/25, 2:18 PM	9/20/25, 2:34 AM
Breakfast Club Sandwich	breakfast-club-sandwich	Brunch		\$9.25		9/19/25, 2:22 PM	9/20/25, 3:03 AM
Chicken Caesar Salad	chicken-caesar-salad	Entrees		\$12.25		9/19/25, 2:23 PM	9/20/25, 3:27 AM
Spaghetti Carbonara	spaghetti-carbonara	Entrees		\$12.95		9/19/25, 2:25 PM	9/20/25, 3:29 AM
Grilled Chicken breast with Roasted ...	grilled-chicken-breast-with-roasted-...	Entrees		\$13.95		9/19/25, 2:26 PM	9/20/25, 3:35 AM
Cheeseburger with Fries	cheeseburger-with-fries	Fast food		\$9.95		9/19/25, 2:27 PM	9/20/25, 4:01 AM
Chicken Wrap	chicken-wrap	Fast food		\$8.25		9/19/25, 2:28 PM	9/20/25, 3:40 AM
Chicken Nuggets	chicken-nuggets	Fast food		\$6.95		9/19/25, 2:29 PM	9/20/25, 3:45 AM

Foodsite CMS menu. Photo by the author

While developing the product page, I encountered another roadblock. I planned to add a “Related products” section at the bottom of the product page. The goal is to recommend a related product that the customer might like (e.g., add a latte beverage to a key lime pie).

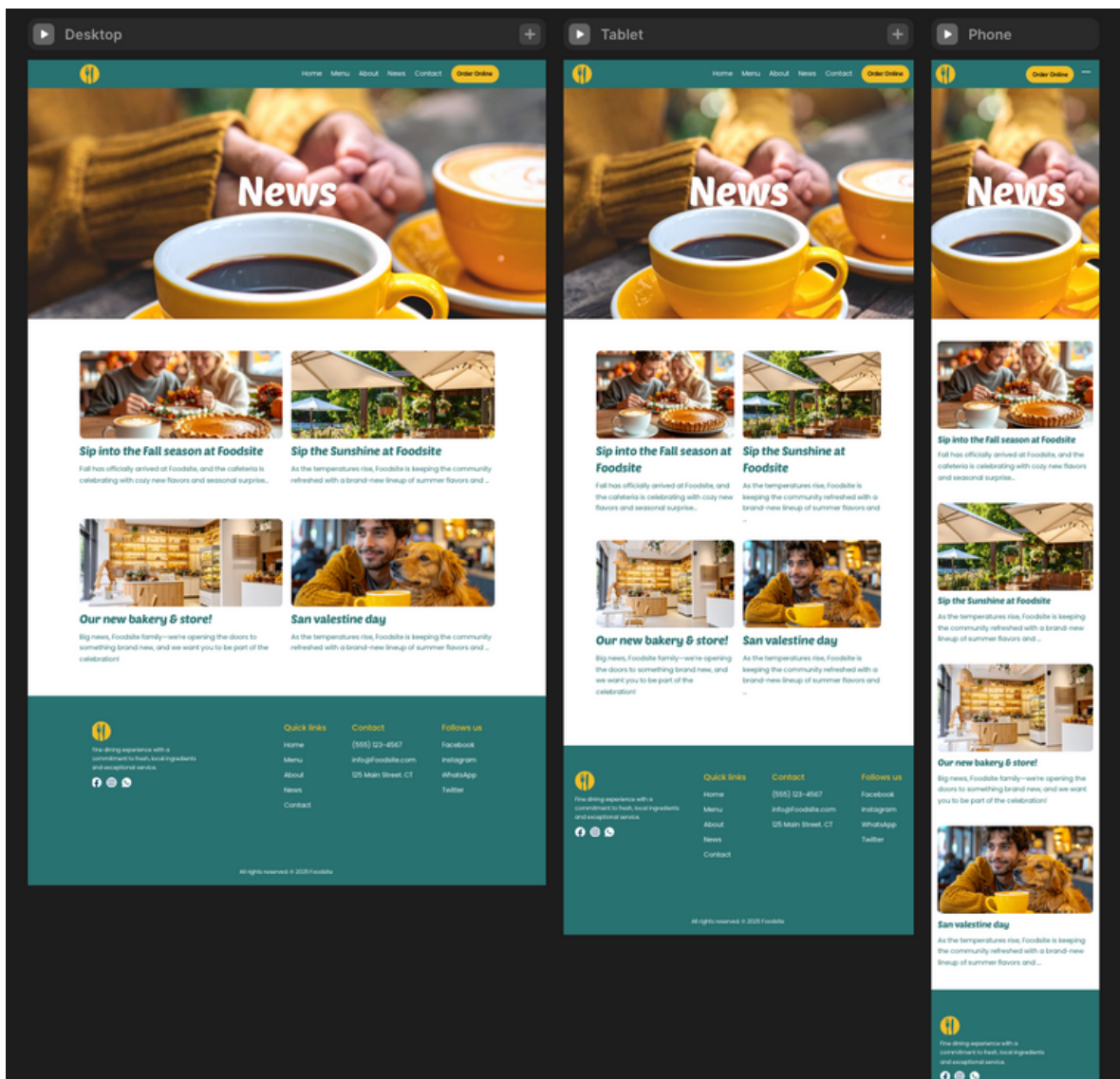
Unfortunately, the Framer platform doesn’t have a randomizer feature for the list in this section. As of now, a solution has not been found. However, I am actively exploring tools to tackle this issue, and I plan to consult with some of my colleagues regarding this problem.



Foodsite product page. Photo by the author

The News page

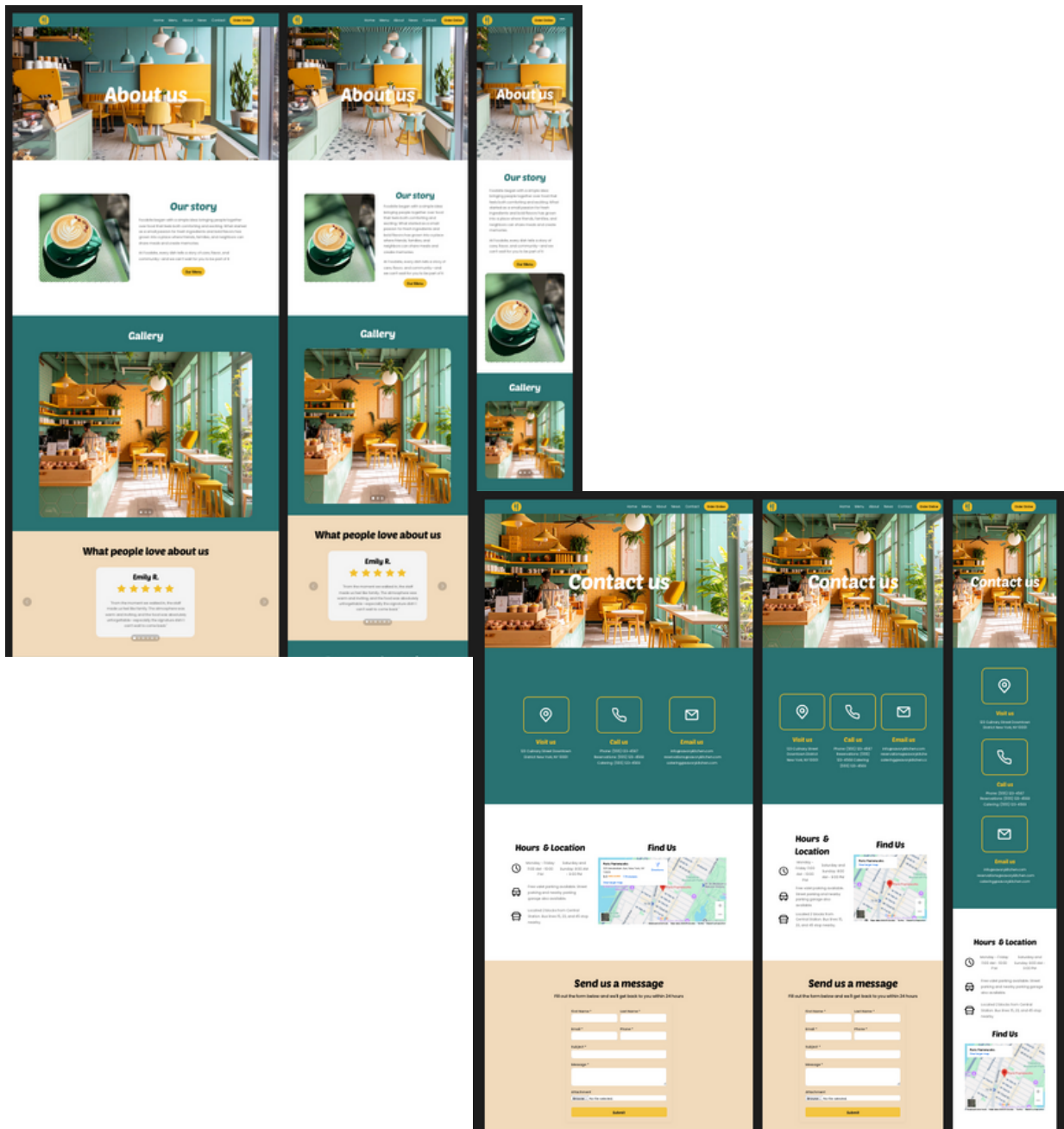
My market research shows that a news page for direct communication between clients and the business is extremely important. This page can function as a blog or news page. Like the product page, it integrates with Framer CMS. The future buyer needs to fill out the designated fields in the CMS, including title, hero image or banner, date, and text. Once finished, just click “published,” and the article will go live on the website. I incorporated this feature in a highly visual manner and also included a customization option due to the variability in the need for this feature among clients.



Foodsite News page. Created by the author

About and contact page

Both pages were created based on my original design. Making these pages was simple in terms of content but tedious because of some margin elements. Some content was perfectly visualized on a web format but displayed abnormally on smaller screens. Careful margin layout design seemed to solve this problem.



Foodsite Contact and About pages. Photo by the author

Starting research on product delivery assets

As “Foodsite” starts to develop its visual structure and, to some extent, its digital presence, I spent time researching how to effectively market it in the digital industry. Specifically, I explored strategies that would highlight Foodsite’s advantages over competitors, such as the interactive menus and high customization options.

Here is a preliminary draft that includes my thoughts and ideas, along with some elements for my future product delivery assets.

Product mockups and thumbnails

I have identified highly engaging culinary mockups and thumbnails that have inspired me to develop my assets in the upcoming week. These assets are significant as they demonstrate how the product would appear across various devices and are likely to attract prospective buyers if the results exhibit a professional presentation. Below are some examples:



Examples of product mockups and thumbnails. Image from Framer Marketplace

Product Description

For this product delivery asset, I have reviewed numerous examples from the Framer marketplace, The Creative Marketplace, and Gumroad.

Many of these product description sections need to include:

- Short description of the product
- Features offered by the template (e.g., animations, effects, Automated SEO, customizable components, responsiveness, customizable Content Management systems)
- Pages included by the template (e.g., Home, Menu, Locations, About, News)
- Support or contact from the developer or creator.

I plan on drafting an attractive product description in the upcoming week.

Instructions / ReadMe File

For this asset, I intend to produce a concise PDF document containing fundamental instructions for the Foodsite website template. This asset is designed to assist novice or inexperienced purchasers in understanding Foodsite on Framer. It aims to foster greater confidence among uncertain buyers who are unfamiliar with using the Framer platform. It also increased the potential revenue of the product, as I can target tech-savvy restaurant owners, not just experienced web developers.

[Here is a preliminary outline](#)

Deliver platform setup

After some research, I discovered that Gumroad and Creative Market are the top sales platforms for templates such as Foodsite. To increase sales and gain more exposure, I'll list Foodsite on these sites. Gumroad charges a 10% fee, and Creative Market takes a 40%-50% commission. In the future, I will also add a sell option to my website, considering a lower commission (about 3% using Stripe or PayPal affiliation).

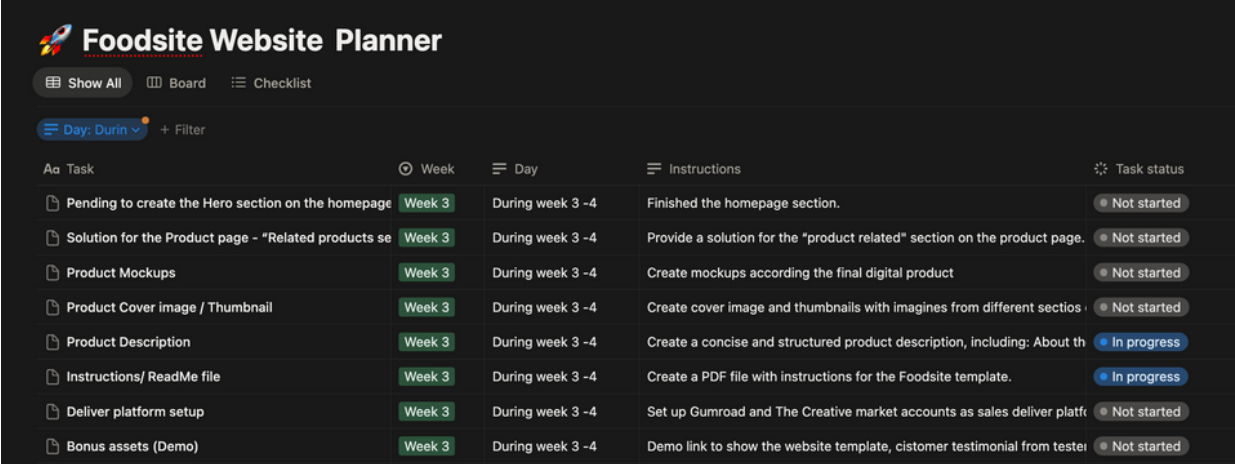
Bonus assets

Framer allows users to create a demo version of their websites or templates using a temporary domain. This feature allows me to display Foodsite on my future delivery sales platform. Allocating a button, such as “Demo or Preview,” enables potential buyers to access the Foodsite website template with just one click. Here's an example of a [Framer website template demo](#).

Additionally, I will create social media graphics to promote Foodsite on platforms like Twitter (X).

Setting up my punch list

I have added all my pending tasks from week 2, along with any new tasks, to complete my digital product on my Notion Foodsite planner. This will help me stay on track with every detail still pending for this project.



The screenshot shows a Notion table titled "Foodsite Website Planner". It has columns for "Task", "Week", "Day", "Instructions", and "Task status". The table lists several tasks, with "Pending to create the Hero section on the homepage" being the new pending task added for Week 3. Other tasks include "Solution for the Product page", "Product Mockups", "Product Cover image / Thumbnail", "Product Description", "Instructions/ ReadMe file", "Deliver platform setup", and "Bonus assets (Demo)". Task statuses are marked as "Not started" or "In progress".

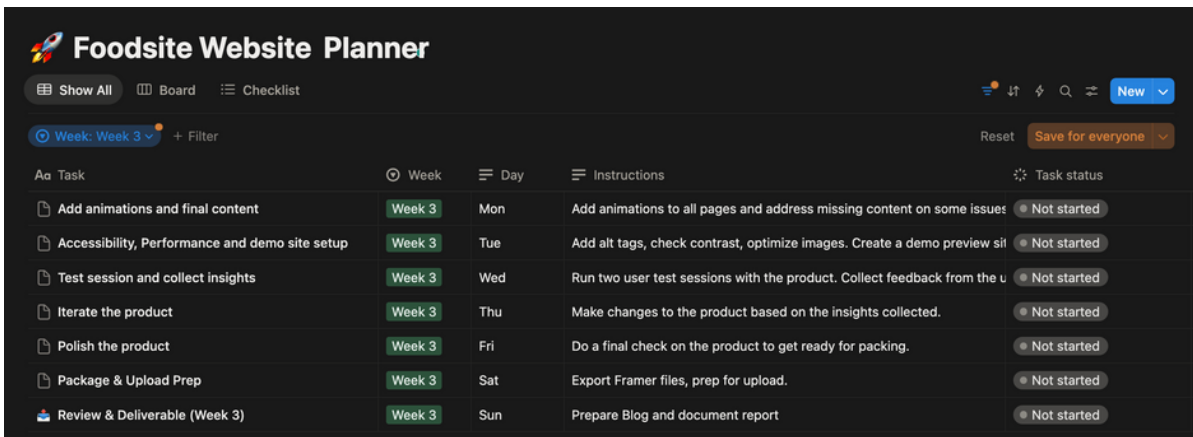
Task	Week	Day	Instructions	Task status
Pending to create the Hero section on the homepage	Week 3	During week 3 -4	Finished the homepage section.	Not started
Solution for the Product page - "Related products se	Week 3	During week 3 -4	Provide a solution for the "product related" section on the product page.	Not started
Product Mockups	Week 3	During week 3 -4	Create mockups according the final digital product	Not started
Product Cover image / Thumbnail	Week 3	During week 3 -4	Create cover image and thumbnails with imagines from different sections	Not started
Product Description	Week 3	During week 3 -4	Create a concise and structured product description, including: About th	In progress
Instructions/ ReadMe file	Week 3	During week 3 -4	Create a PDF file with instructions for the Foodsite template.	In progress
Deliver platform setup	Week 3	During week 3 -4	Set up Gumroad and The Creative market accounts as sales deliver platfr	Not started
Bonus assets (Demo)	Week 3	During week 3 -4	Demo link to show the website template, customer testimonial from tester	Not started

New pending task on Foodsite planner. Photo by the author

REFLECTIONS

I am pleased to report that I have completed 75% of my digital product this week. Phase 2 of the development was particularly challenging, and it emphasized the importance of the planning phase conducted in Week 1. These solid foundations enabled me to develop Foodsite efficiently, as I strictly followed all my plans.

Next week, to finish the remaining 25%, I will need to add animations to all pages, finalize content setup, resolve some unresolved issues, and improve accessibility and SEO performance. Then, I will conduct user testing with several potential users and refine my digital product based on the feedback and insights collected during testing. Here are all the tasks to complete next week:



The screenshot shows the 'Foodsite Website Planner' interface. At the top, there's a header with the title and navigation tabs: 'Show All', 'Board', and 'Checklist'. Below the header, there's a section for 'Week: Week 3' with a '+ Filter' button. The main content area is a table with columns: 'Task', 'Week', 'Day', 'Instructions', and 'Task status'. The table lists seven tasks for Week 3, all marked as 'Not started'.

Task	Week	Day	Instructions	Task status
Add animations and final content	Week 3	Mon	Add animations to all pages and address missing content on some issues	Not started
Accessibility, Performance and demo site setup	Week 3	Tue	Add alt tags, check contrast, optimize images. Create a demo preview sil	Not started
Test session and collect insights	Week 3	Wed	Run two user test sessions with the product. Collect feedback from the u	Not started
Iterate the product	Week 3	Thu	Make changes to the product based on the insights collected.	Not started
Polish the product	Week 3	Fri	Do a final check on the product to get ready for packing.	Not started
Package & Upload Prep	Week 3	Sat	Export Framer files, prep for upload.	Not started
Review & Deliverable (Week 3)	Week 3	Sun	Prepare Blog and document report	Not started

Week 3, Foodsite Notion Planner. Photo by the author.



FOODSITE