



# ***Foodsite***

## **Product Development Report Phase 3**

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**September 2025**

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# INTRODUCTION

This document describes the final development stage of 'Foodsite,' a culinary business website template created on the Framer platform. Aimed at commercial sale within the digital market, it targets restaurants, bakeries, and coffee shops seeking an online presence for business purposes. The template includes features like menu display, reservations, blogs, and contact details.

Foodsite is planned to be developed over a period of three weeks. Below, I summarize the progress achieved 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)**

During this phase, I developed the core features of Foodsite, including the homepage, menu, news, contact, and about page. I concluded the week with some pending tasks I planned to complete during week 3, such as the final homepage design.



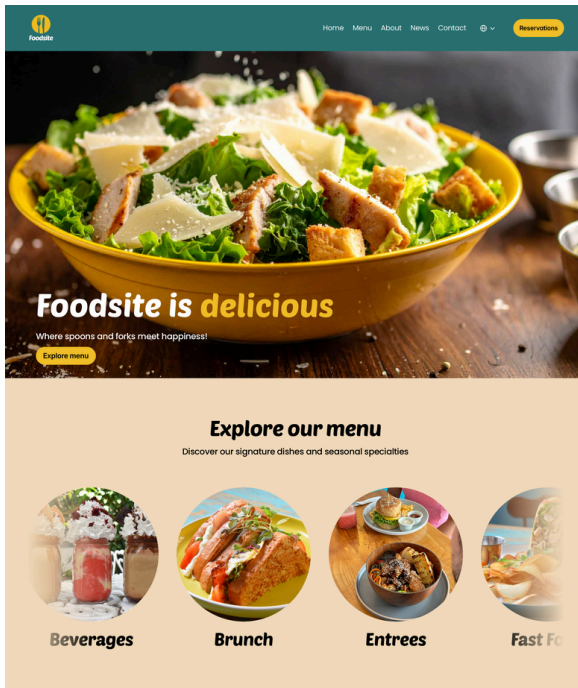
## **Week 3 – Finalization (Test, Iterate & Package)**

During this phase, I completed product development and conducted user testing sessions with potential users to collect their feedback and improve the product. Additionally, I continued building product delivery assets for the next stage, focusing on developing the sales channel.

# Week 3 - Development Phase 3

## Finalizing Foodsite pages development

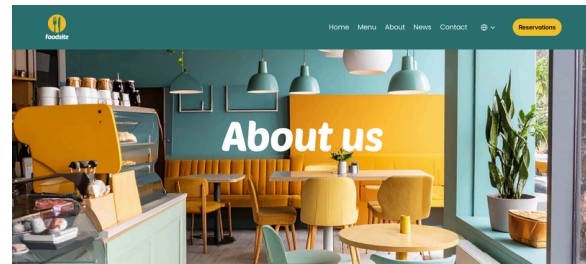
Following my Notion product development planner, I completed the development of the Foodsite website pages. During this phase, I added all missing content and incorporated animations for page transitions.



### Your Favorites, Just a Click Away

Craving your favorite dish? We make home deliveries through our partner platforms, including Uber Eats and DoorDash.

Uber Eats DoorDash

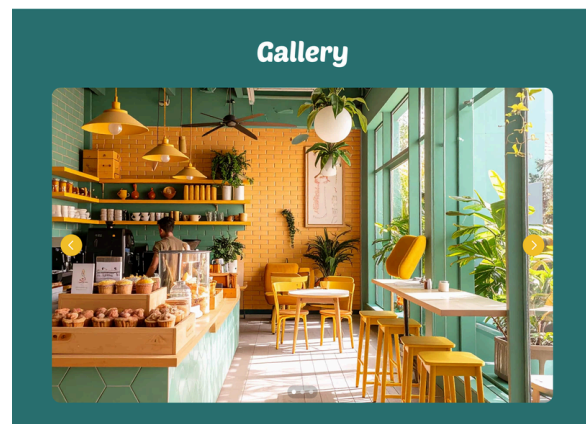


### Our story

Foodsite began with a simple idea: bringing people together over food that feels both comforting and exciting. What started as a small passion for fresh ingredients and local flavors has grown into a place where friends, families, and neighbors can share meals and create memories.

At Foodsite, every dish tells a story of care, flavor, and community—and we can't wait for you to be part of it.

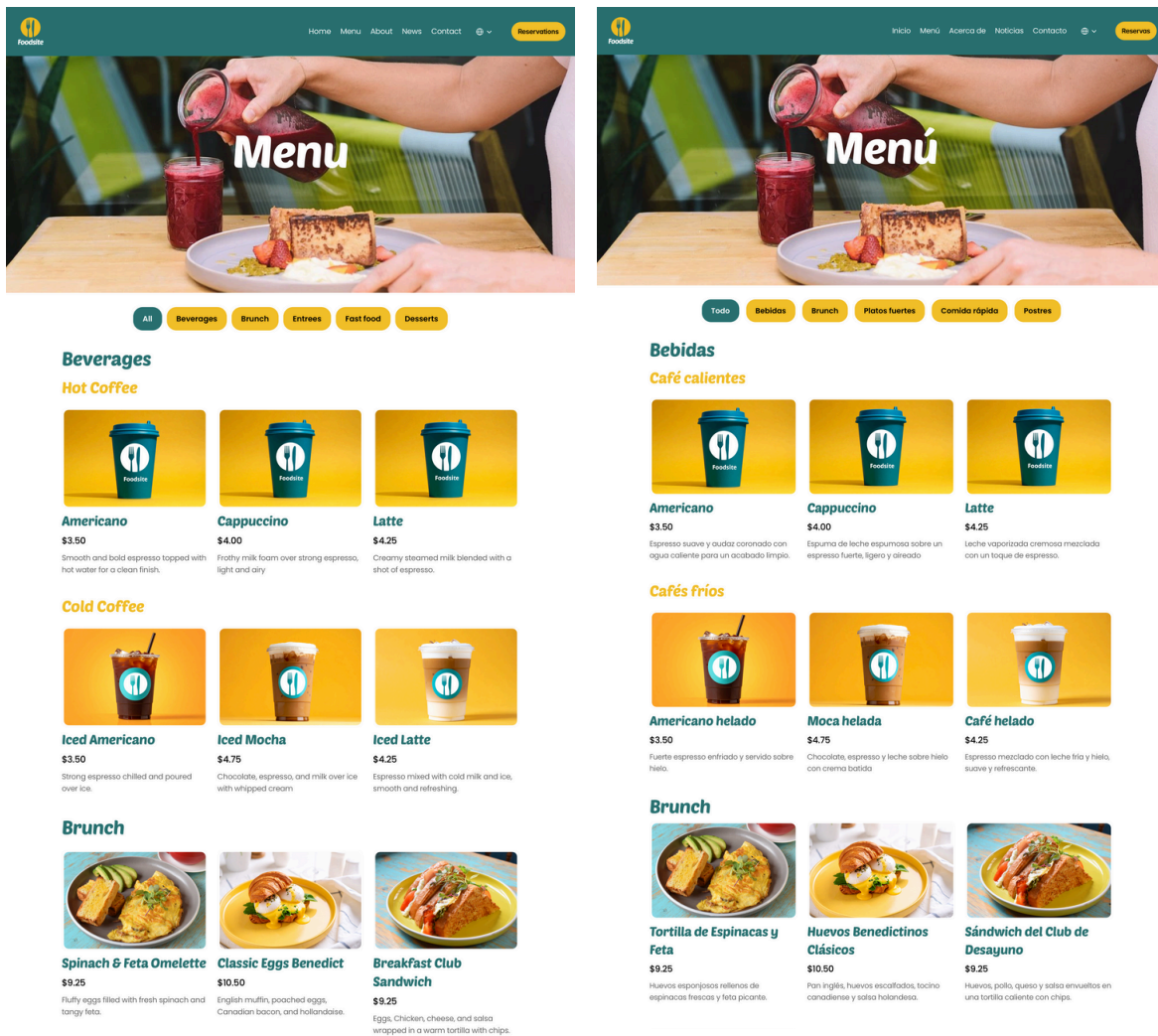
Our Menu



Foodsite homepage and about us page. Photo by the author

In this phase, I designed the hero section of the Foodsite homepage, opting for a clean and simple layout. It features a call-to-action button and an animated scroll phrase that highlights the brand's key qualities. For Foodsite, I chose “Love, cozy, and delicious” as the three main descriptive words, maintaining the brand's color scheme and ensuring easy customization for the client. The potential buyer can modify all these features by changing the name and the three adjectives, or even adding more.

Additionally, I added the language selector feature to the top navigation bar, as outlined in the Foodsite information architecture. The website template defaults to English, with Spanish as a secondary language. The Foodsite template allows for easy addition of more languages and is highly customizable. This would enhance the product value, targeting a more international market.

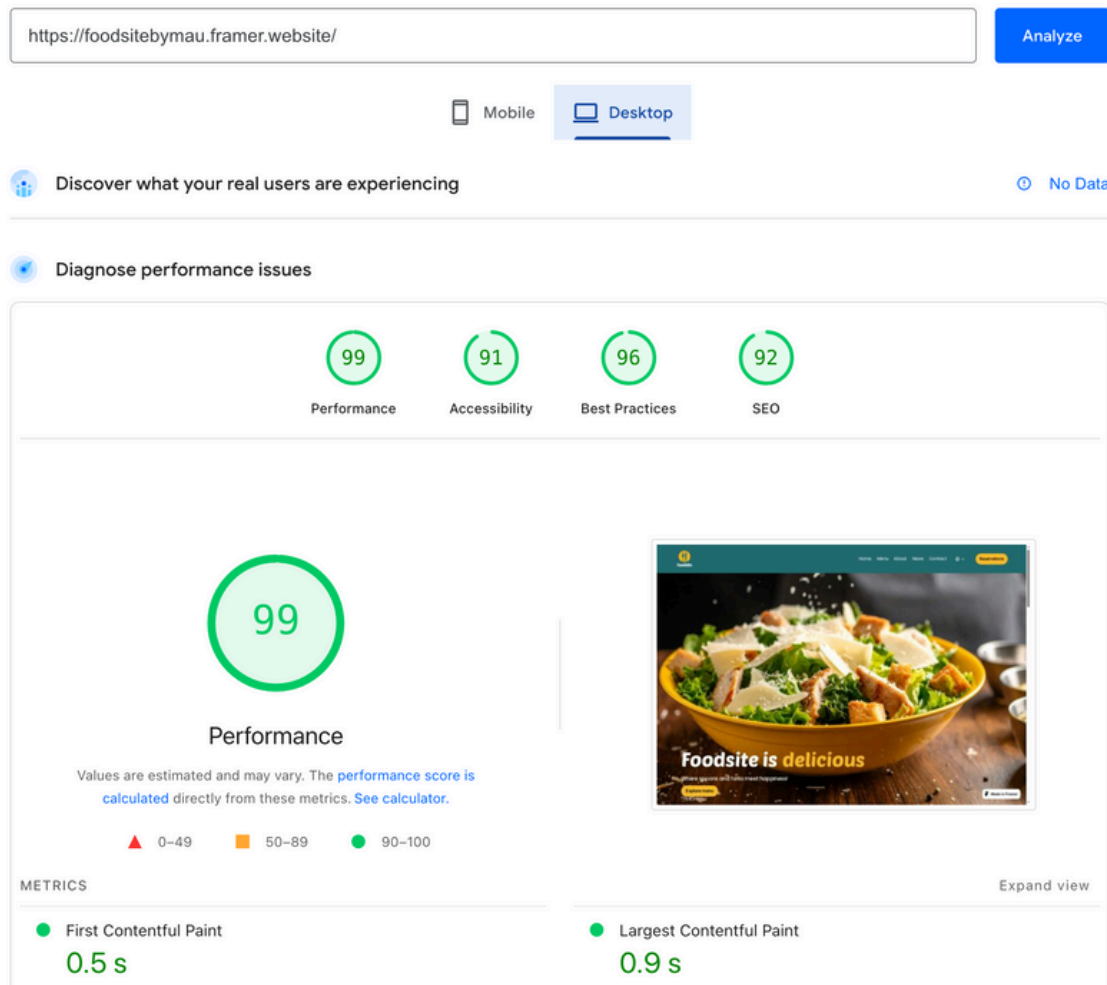


*Foodsite English and Spanish menu pages. Photo by the author*

I optimized the images by reducing their size since they are high-resolution photos. For accessibility, I added alternative text to images in all necessary fields. I tested the website for speed and Search Engine Optimization (SEO), achieving high scores in performance, SEO, and accessibility. Below are the results.

Finally, I made final revisions to ensure the website was responsive on all devices and checked for bugs in all features and pages. After this, I was ready to test my website with some potential users.

Report from Sep 27, 2025, 12:31:45 AM



*Foodsite Page Speed insights test. Photo by the author*

# Conducting user testing

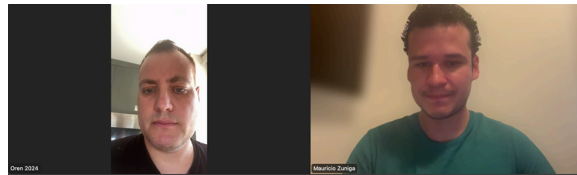
I have scheduled two remote user testing sessions with potential users of Foodsite website template. For this user testing, I prepared a script and developed three product tasks to evaluate its functionality.

- **Task 1:** Could you modify the color palette, typography, and button colors for the website template?
- **Task 2:** Can you add a new item to the Content Management System menu under the Fast-Food category? For example, Fish and fries for \$10.
- **Task 3:** Go to the Foodsite website environment and locate the item you had added in the previous task

During the session, I clarified that I wasn't testing their skills, only the product functionality. Enclosed user testing results:

## User testing #1:

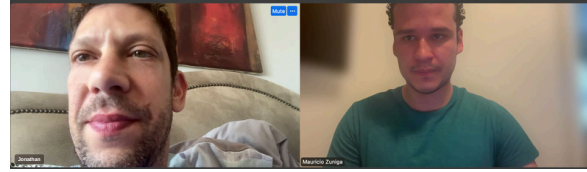
Oren, data analyst in a startup company, advanced technical knowledge



Task	Feedback
1	<i>"This is very useful because updating one element automatically impacts the entire website"</i>
2	<i>"I have experience with WordPress; Framer seems simpler and more flexible."</i>
3	<i>"I think that was easy to find, but the menu option "All" needs to be organized into categories and subcategories, since everything is mixed."</i>
General Feedback	<i>"I really like the selector language at the top navigation, since few restaurants offer this feature for speakers of other languages, such as visitors." "The template is great; I like how easy it is to customize." "The 'All' section in the menu needs to be organized, as it is a bit cluttered."</i>

## User testing #2:

Jonathan, Graphic designer with medium-level technical knowledge



Task	Feedback
1	<i>"Framer looks similar to Figma, so customizing those elements was easy."</i>
2	<i>"This feature is excellent, but navigating to it was somewhat challenging"</i>
3	<i>"As a user, I found the item I created in the menu. However, the 'All' option in the menu itself needs better organization for the product items."</i>
<b>General Feedback</b>	<i>"A potential buyer might find a brief manual or brochure helpful, especially for new or inexperienced users of Framer." "I like the website template and the smooth animations throughout all the navigation." "The bottom section called 'related products' on the product page isn't working, which is important for sales"</i>

## User testing findings

The user testing session provided valuable insights that helped me make informed decisions and implement changes to specific features.

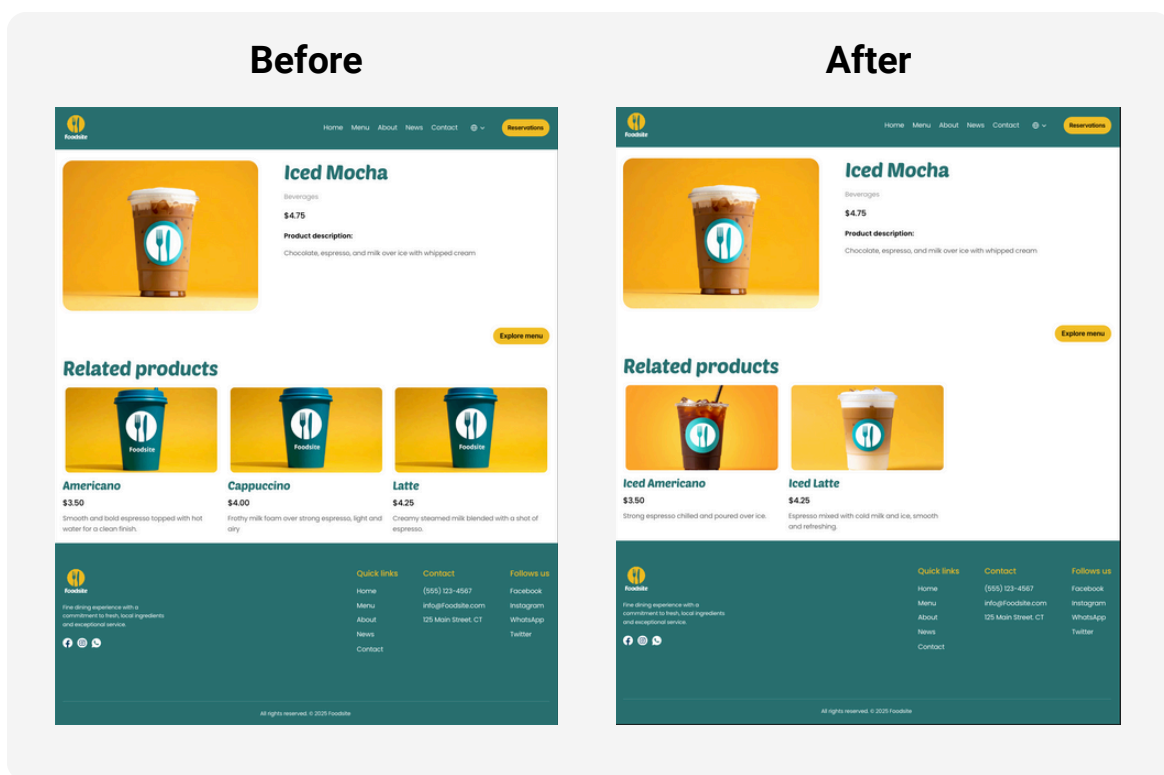
### Reorganizing the "All" section on the menu page

This was the feature with the most negative comments. Both users suggested that this feature is poorly organized. Therefore, I have divided this menu section into categories and subcategories. For example, "Beverages" as a category and "hot coffees" and "cold coffees" as subcategories.

## Related products section on the product page

Before the user testing session, this was the only feature that didn't work properly, and I was debating whether to continue developing it. The second user test revealed that it wasn't functioning properly, as it displayed the same products repeatedly across all categories.

The user emphasized that this feature is important because it is vital to the business. As a result, I used the combining filtering and component variations feature in Framer. This was a complex component to build because Framer lacks a built-in randomizer for this type of item list.



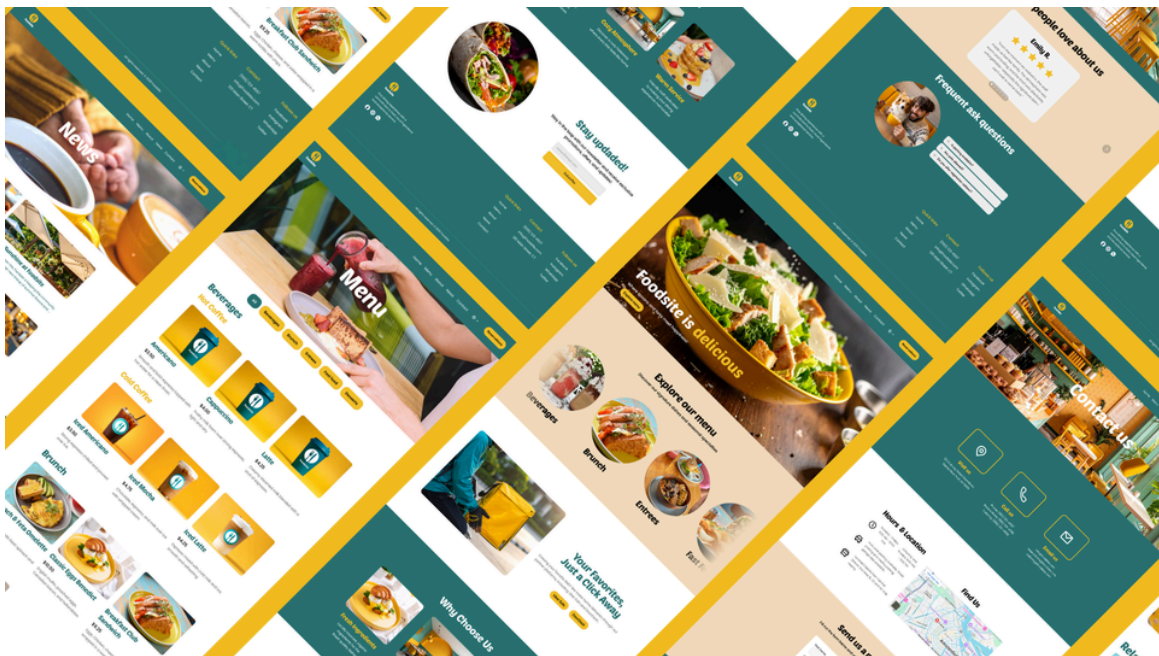
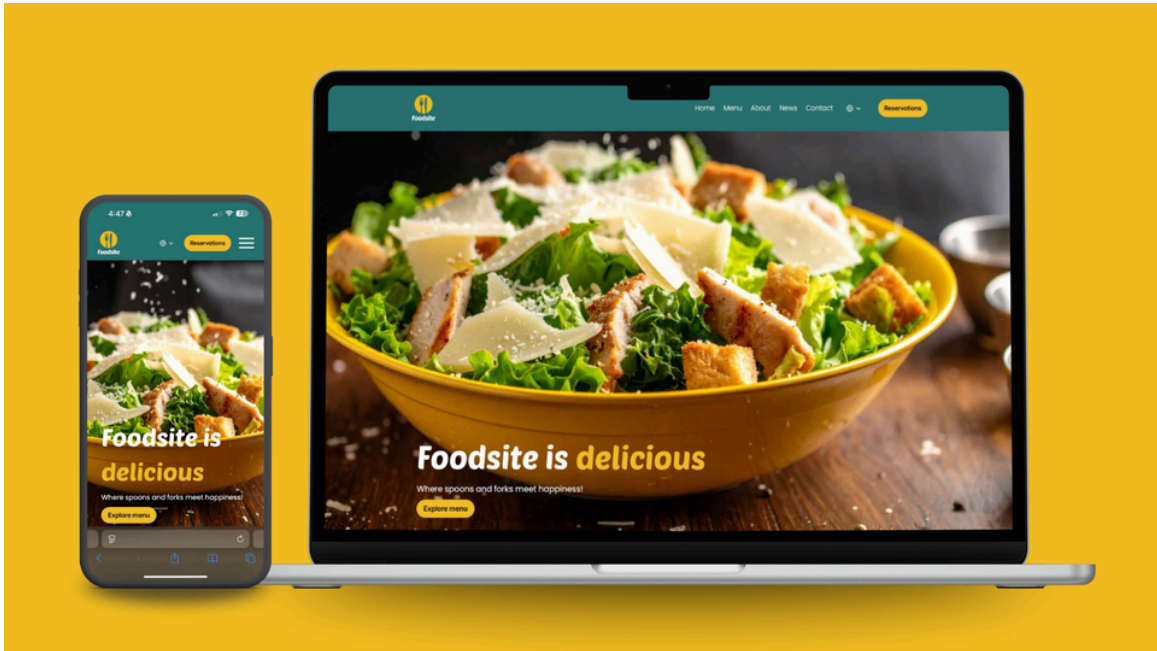
*Foodsite-related product section, phases 2 and 3. Photo by the author*

## Readme file or manual

User testing emphasized the need for a brochure or manual for users unfamiliar with Framer. One user, who was not very familiar with Framer but had experience with Figma, recommended having a brochure or short manual to help with setup or understanding the template. This is on my to-do list as I continue working on the next step.

# Packaging Foodsite

Now that my product is completely developed, I have started packing it and continuing work on the product sales assets. I have created my initial product mockups and thumbnails for future sales assets, following Foodsite color palette. However, I am still exploring additional options.



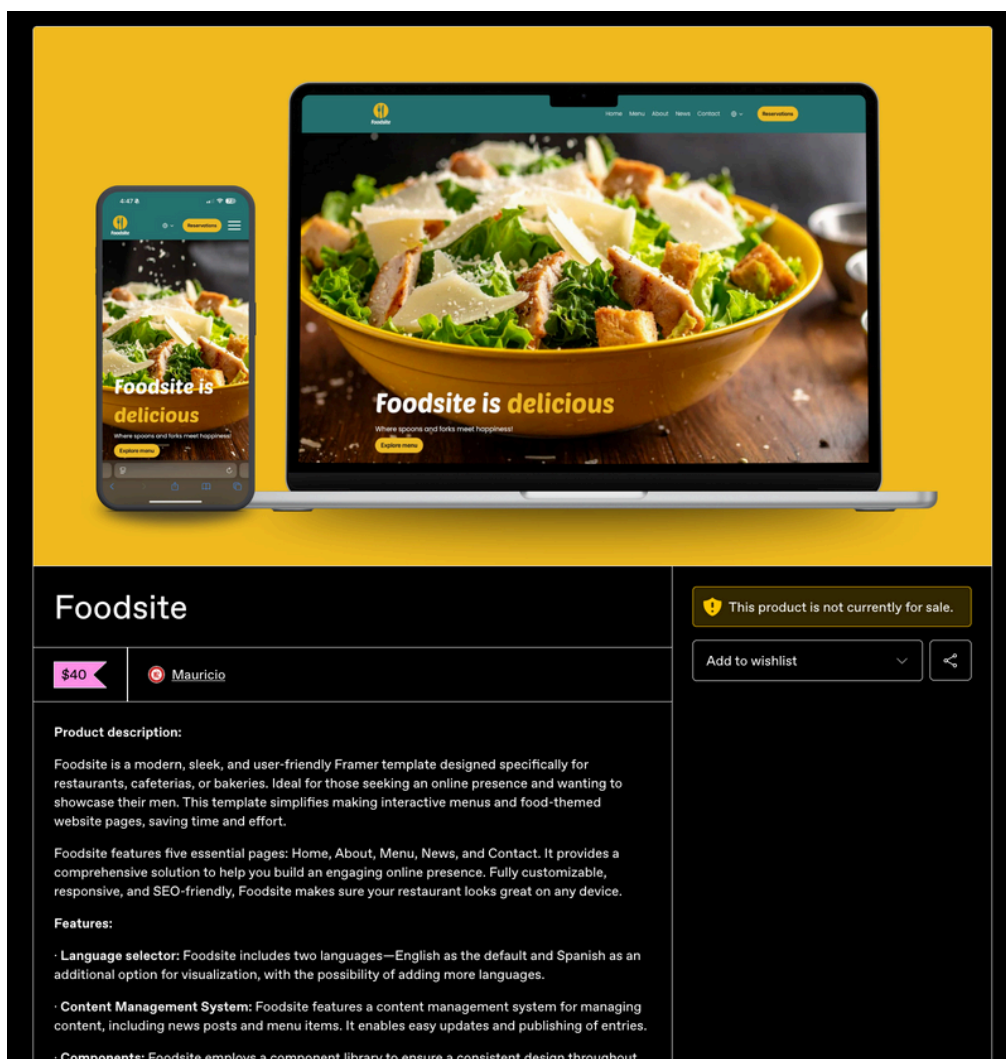
*Preliminary product mockups and thumbnails for Foodsite. Created by the author*

With Foodsite now ready for launch, here is the demo link that will be displayed on the sales platform for interested buyers to explore the template.

## Foodsite Demo

Additionally, I have created a detailed product description that thoroughly explains the features and the range of features Foodsite will offer, providing a clear overview of the template. With all these product assets, I successfully set up accounts on Gumroad and Buy Me a Coffee.

My application to Creative Market was rejected because I need to present a broader portfolio of digital products to be accepted and able to sell through them.



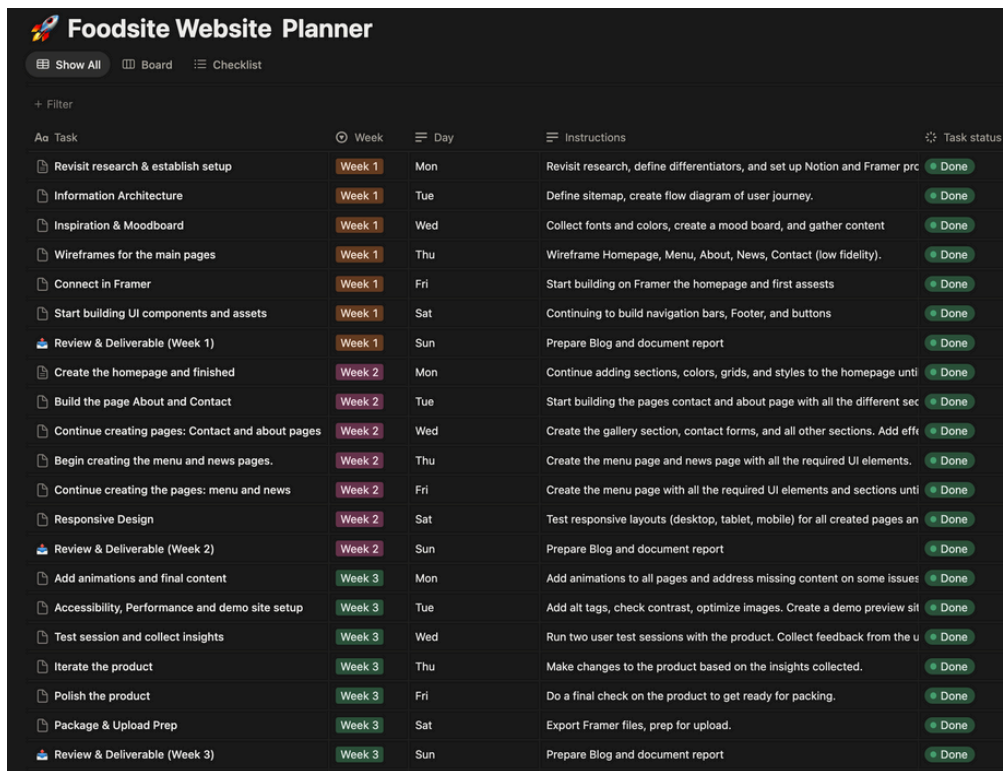
*Gumroad account settings for Foodsite. Photo by the author*

# REFLECTIONS

I am pleased to report that I have completed the development of my digital product in its entirety this week. Phase 3 of the development process was a period of reflection and gratitude, which demonstrated to me how each preceding step in my planning can contribute to the creation of an excellent product development.

During this phase, I conducted a user testing session on my digital product, which helped me gather valuable insights to improve it. Also, during this phase, I began packing my product, preparing sales assets, and setting up my sales delivery platforms. All of this is to prepare for my next step: building my sales platform and sales funnel channels.

Below are all the tasks accomplished over the course of the three-week development period:



Task	Week	Day	Instructions	Task status
Revisit research & establish setup	Week 1	Mon	Revisit research, define differentiators, and set up Notion and Framer prc	Done
Information Architecture	Week 1	Tue	Define sitemap, create flow diagram of user journey.	Done
Inspiration & Moodboard	Week 1	Wed	Collect fonts and colors, create a mood board, and gather content	Done
Wireframes for the main pages	Week 1	Thu	Wireframe Homepage, Menu, About, News, Contact (low fidelity).	Done
Connect in Framer	Week 1	Fri	Start building on Framer the homepage and first assests	Done
Start building UI components and assets	Week 1	Sat	Continuing to build navigation bars, Footer, and buttons	Done
Review & Deliverable (Week 1)	Week 1	Sun	Prepare Blog and document report	Done
Create the homepage and finished	Week 2	Mon	Continue adding sections, colors, grids, and styles to the homepage unti	Done
Build the page About and Contact	Week 2	Tue	Start building the pages contact and about page with all the different sec	Done
Continue creating pages: Contact and about pages	Week 2	Wed	Create the gallery section, contact forms, and all other sections. Add effi	Done
Begin creating the menu and news pages.	Week 2	Thu	Create the menu page and news page with all the required UI elements.	Done
Continue creating the pages: menu and news	Week 2	Fri	Create the menu page with all the required UI elements and sections unti	Done
Responsive Design	Week 2	Sat	Test responsive layouts (desktop, tablet, mobile) for all created pages an	Done
Review & Deliverable (Week 2)	Week 2	Sun	Prepare Blog and document report	Done
Add animations and final content	Week 3	Mon	Add animations to all pages and address missing content on some issues	Done
Accessibility, Performance and demo site setup	Week 3	Tue	Add alt tags, check contrast, optimize images. Create a demo preview sil	Done
Test session and collect insights	Week 3	Wed	Run two user test sessions with the product. Collect feedback from the u	Done
Iterate the product	Week 3	Thu	Make changes to the product based on the insights collected.	Done
Polish the product	Week 3	Fri	Do a final check on the product to get ready for packing.	Done
Package & Upload Prep	Week 3	Sat	Export Framer files, prep for upload.	Done
Review & Deliverable (Week 3)	Week 3	Sun	Prepare Blog and document report	Done

*Foodsite Notion Planner Completed. Photo by the author.*



***Foodsite***