

# Creating a Scalable Platform for Sustainable Food Education Content



# Project Overview

## CLIENT

Good Food Movement

## INDUSTRY

Sustainable Food & Agriculture

## ABOUT

Good Food Movement is a knowledge and information platform that brings together resources, research, and stories around sustainable food and farming.

## PROJECT BRIEF

The challenge was to build a platform that could support a growing body of sustainable food and farming content while remaining clear, accessible, and easy to navigate.

GFM needed to function less like a showcase and more like a dependable resource users could return to for relevant, trustworthy information without feeling overwhelmed.

## SERVICES PROVIDED

Branding      Sonic Identity      Website Design & Development

## PROJECT TIMELINE

5 months

## KEY STRATEGIC SOLUTIONS

### Clear, Scalable Structure

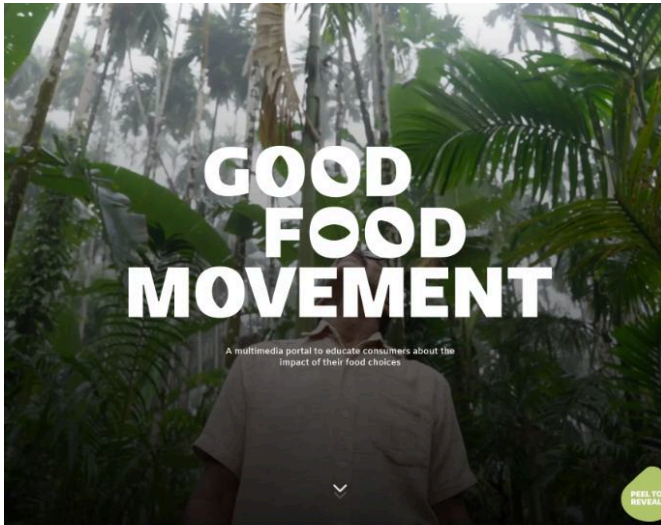
Since this is content heavy site we designed the site in a manner that everything systemized and scalable in structure.

### Low friction navigation

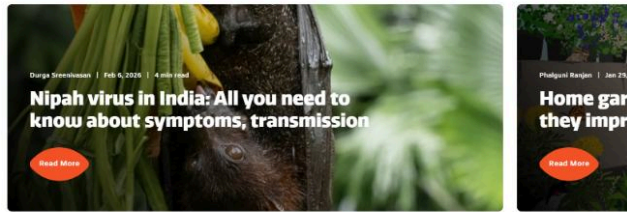
The way you discover content and are encouraged to discover content is intuitive throughout the website. Users feel excited to discover more.

### A Distinct Identity

The organic form, inspired by fruits and vegetables, represents the idea “peel to reveal,” symbolizing the brand’s intent to look beneath the surface of food and its impact.



Feature Articles



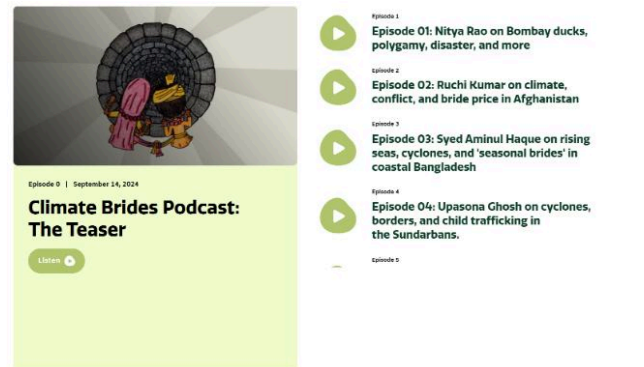
Good Food Champions



You Are What You Eat



Podcasts



The Adventures of Bhumi and Vaayu



# Concept

Food isn't just about the surface. People want clarity- where it came from, what went into it, and what it means for their everyday lives. That's the idea behind Peel to Reveal, a concept rooted in uncovering the truth behind what we consume.

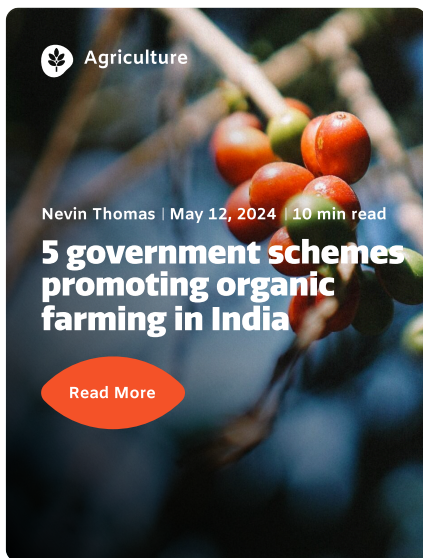
We've carried it through everything, right from the logo to the website interactions, so the concept isn't just said, it's experienced.



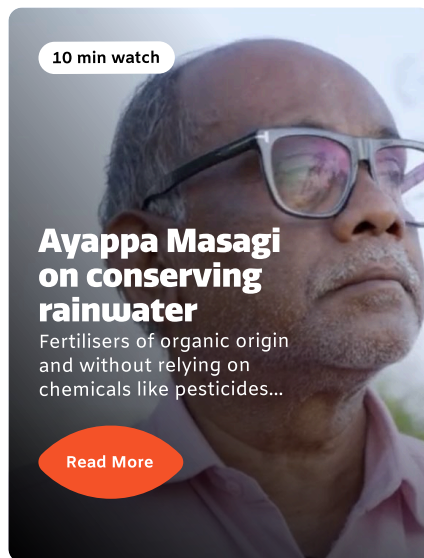
# Key Features

## CONTENT AT THE CORE

Content was curated to serve a diverse audience, from readers engaging with in-depth long-form articles to those who preferred videos, blogs, or on-the-go podcasts. The structure ensured each format was easy to discover.



ARTICLES



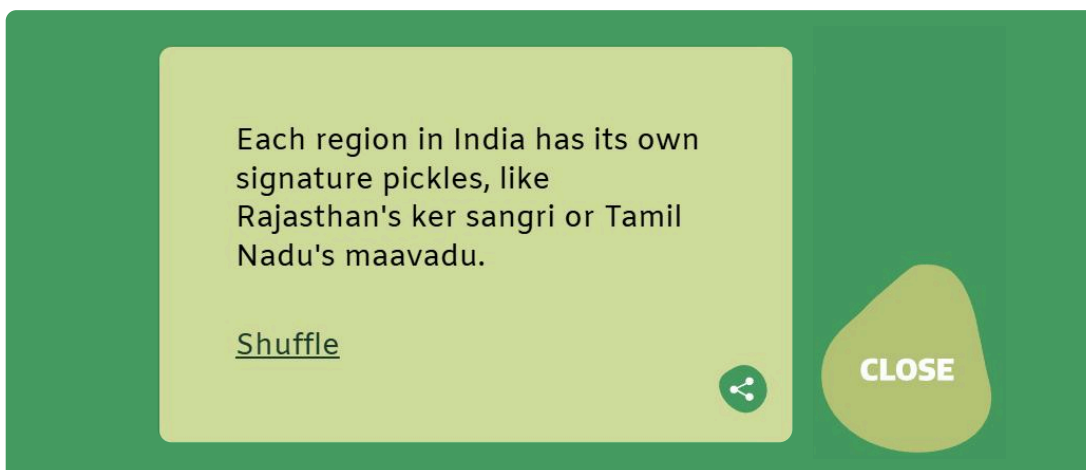
DOCUMENTARIES



SHORT VIDEOS

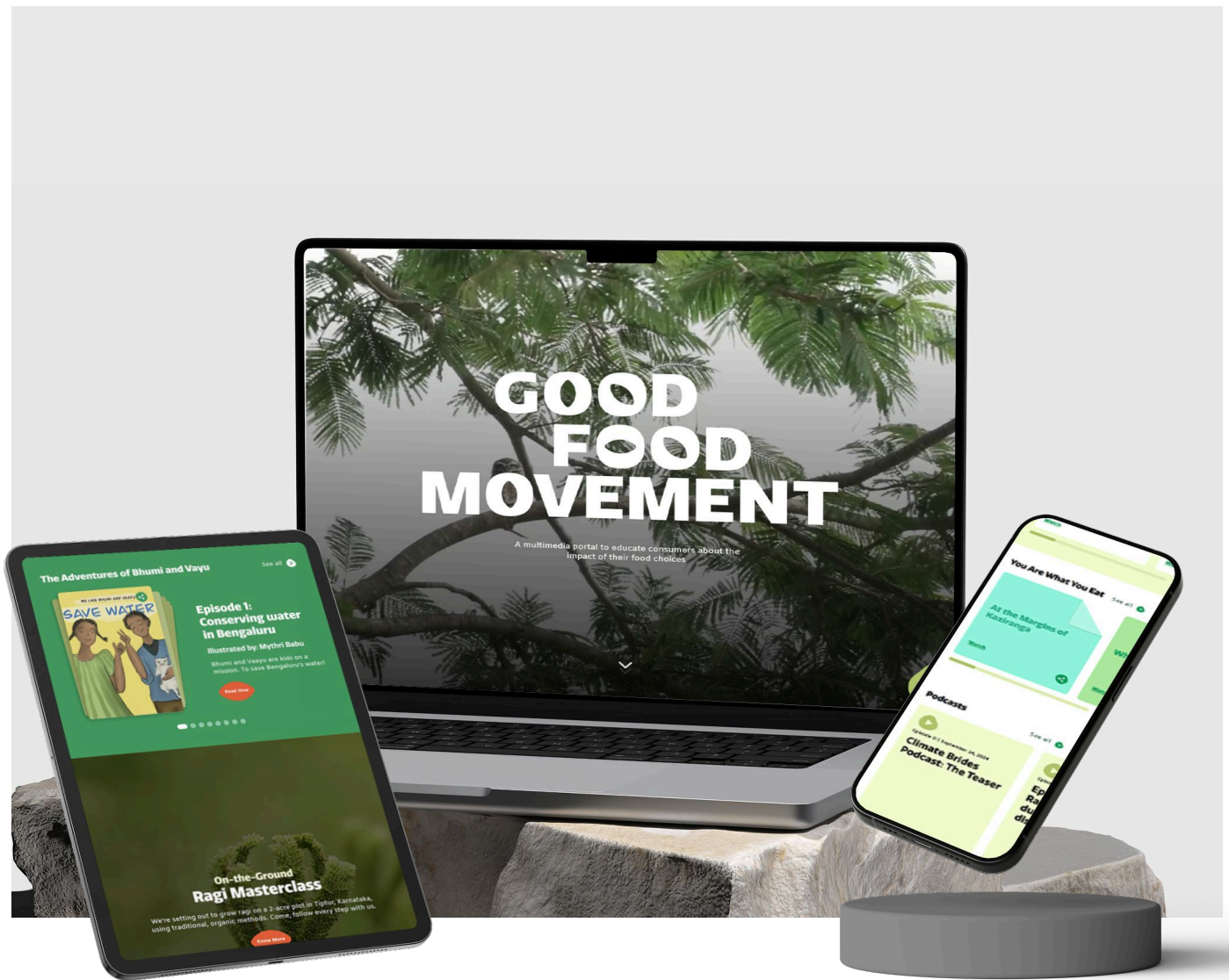
## INTERACTIVE MICRO-CONTENT

Small interactive moments like the peel-to-reveal feature were designed to make learning engaging and approachable, allowing users to discover regional food knowledge in a simple, playful way without disrupting the overall experience.



# Designed for Every Screen

A responsive system built to deliver the same clarity and ease of navigation, no matter the screen size.

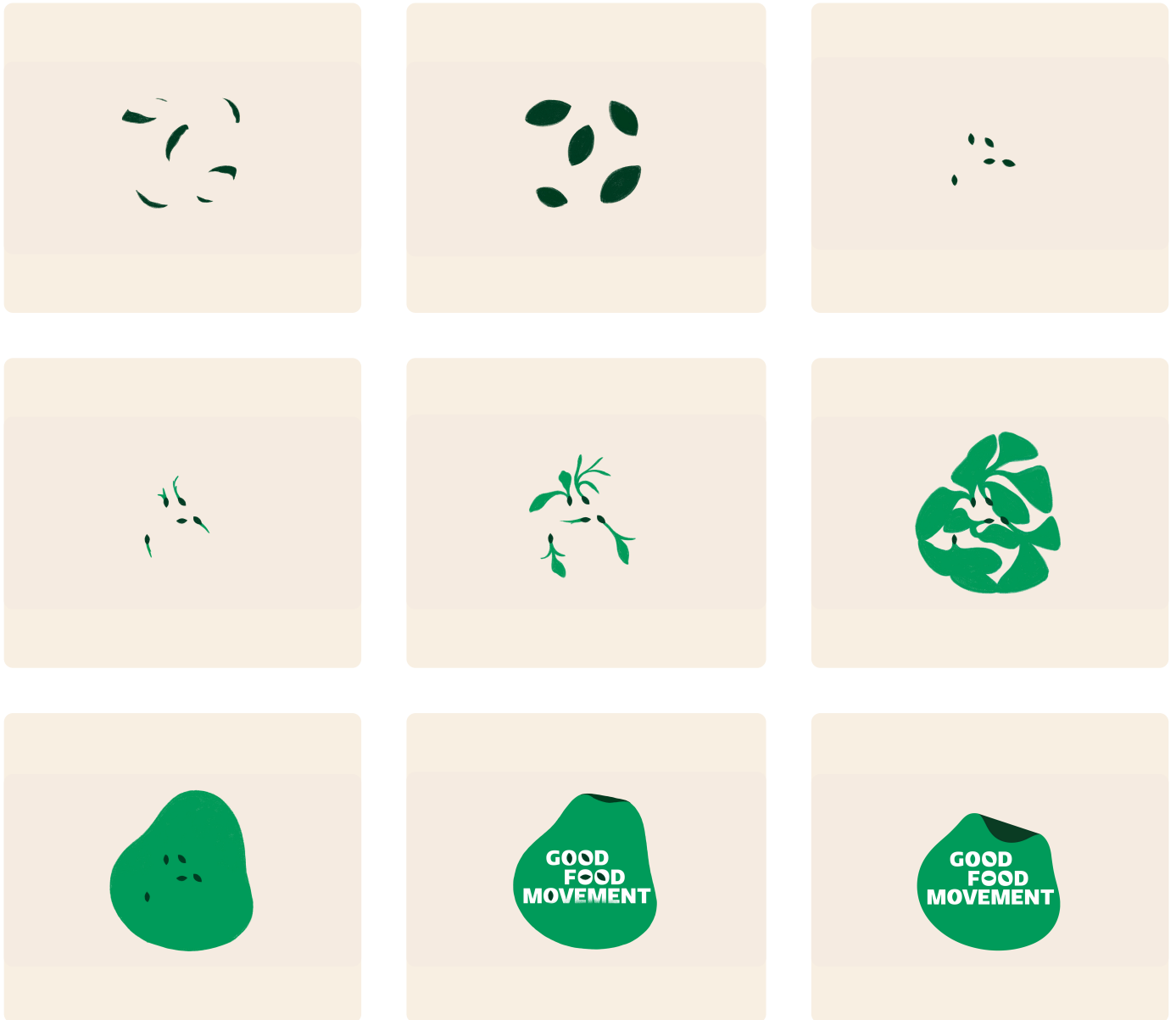


Wanted to let you know that GFM turned 1 today. Your support has been crucial for us and just wanted to thank you for it :)

NEVIN THOMAS, GFM

# Sonic Identity

A complete brand experience needs sound. We designed a sonic identity that reinforces GFM's approachable, trustworthy voice. Soft tones, natural sounds, and muted piano create a calm auditory experience that aligns with the brand's gentle guidance.



PLAY SONIC IDENTITY

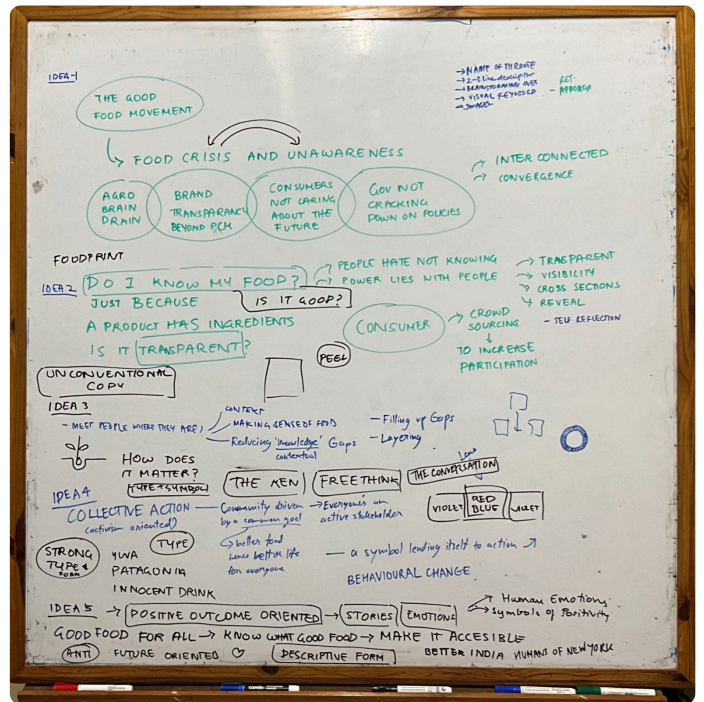


# Behind The Scenes

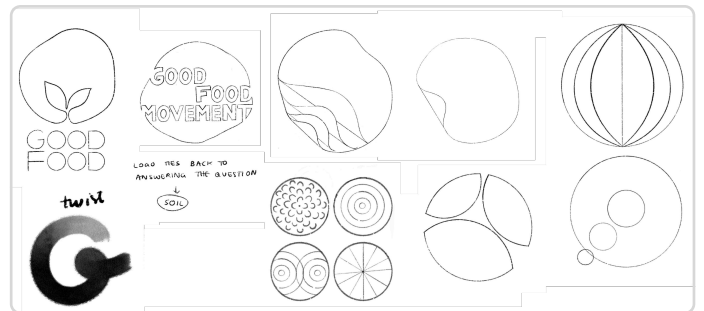
We started with the primary research with a field visit, gathering insights and presenting the way forward post a thorough brainstorm.



FIELD VISIT



FIELD VISIT



BRAINSTORMING



CLIENT PRESENTATION DAY

# Project Team

## Design

**Tanmaya Anala Rao**  
Lead Designer | Project Owner

**Ekta Manchanda**  
Principal Designer

**Kashish Gulati**  
Junior Designer

**Nanki Arora**  
Illustrator | Designer

## Development

**Saurabh Chakradhari**  
Head of Webflow Department

**Sabreesh**  
Webflow Developer

**Jiyash A K**  
Sr. Webflow Developer

## Content

**Mejo Kuriachan**  
Co-Founder and Brand Strategist

**Sharath George**  
Content Strategist

## Management

**Arpan Sen**  
Chief of Staff and Project Manager

## 3D & Motion Design

**Felix Hartley**  
Head of Motion Design

**Sreejith K**  
Mid-Weight Motion Designer

**Jenson Johnson**  
Motion Designer

### CLIENTS WE HAVE WORKED WITH

