

Cook it up  
Amelia Edwards  
11/14/14  
Information architect

# Summary

Cook it up! is an application that helps the user to learn how to cook. No matter the age day or time. They can create something spectacular in their kitchen. In a few simple steps. It is designed to flow and convey a simple and easy way to learn how to cook. We believe that this app will be used by any and every one.



## Personal Information

Name: Jennifer  
Age: 25  
Gender: Female  
Marital Status: Single  
Occupation: Teacher  
Salary: \$600  
Mobile Usage: Very High

## Profile:

Jennifer is a young college student going to school. She has moved out of her mother place in to the dormitory. She is a master of eating takeout and delivery. As much as she likes take-out it too expensive. So she going to start learns in how to cook for herself. Even if she not that great she hoping that this app will help.

## Goals:

Known how to read  
follow instructions

Know/Learn the Basics

Have an open mind  
Start small and be realistic

Make sure you have groceries (stock your kitchen)

Remember anyone can learn how to cook



# Personal Information

Name: Ashely

Age: 30

Gender: Female

Marital Status: Married

Occupation: Graphic Designer

Salary: \$800

Mobile Usage: Medium

## Profile:

Ashely is a happily married soccer mom and a Graphic Designer. She is on a busy schedule between work and the kids. She does have much time to think of something to cook. With this app she hoping to cook up something quick and easy but still delicious for her family.

## Goals:

Known how to read

follow instructions

Know/Learn the Basics

Have an open mind

Start small and be realistic

Make sure you have groceries (stock your kitchen)

Remember anyone can learn how to cook



# Personal Information

Name: Jack

Age: 35

Gender: Male

Marital Status: Single

Occupation: Business man

Salary: \$1000

Mobile Usage: Low

## Profile:

Jack is the CEO of his own company. He has a six-year-old son. That he sees on the weekend due to work. He is a decent cook when it comes to the kitchen but when it comes to baking he is alright. His son's school is having bake sales soon and they asked that all parents bring something. So he's looking forward to baking up a storm.

## Goals:

Known how to read

follow instructions

Know/Learn the Basics

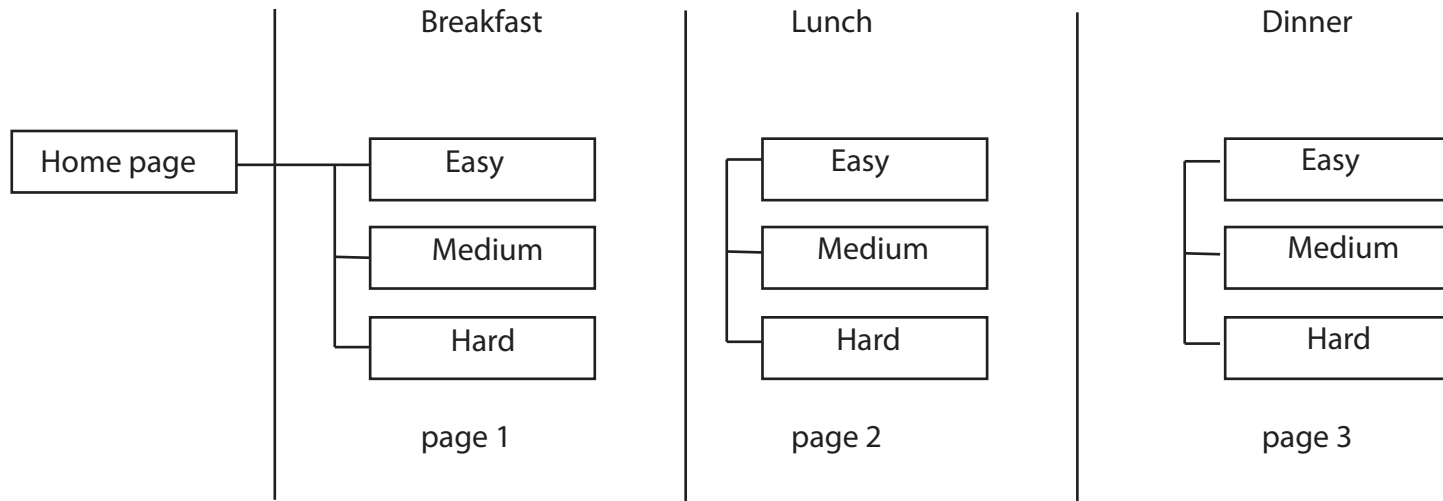
Have an open mind

Start small and be realistic

Make sure you have groceries (stock your kitchen)

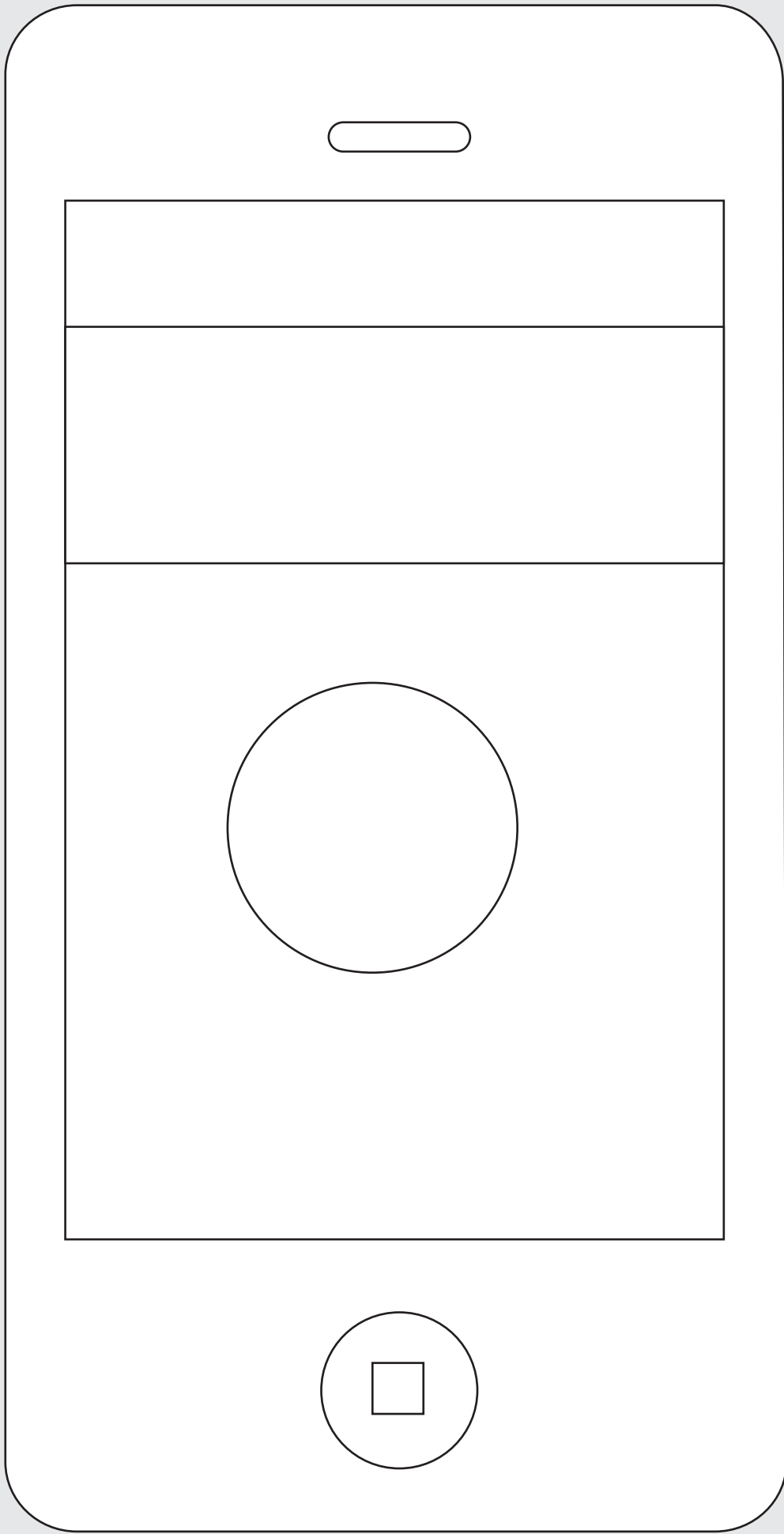
Remember anyone can learn how to cook

# Site Map

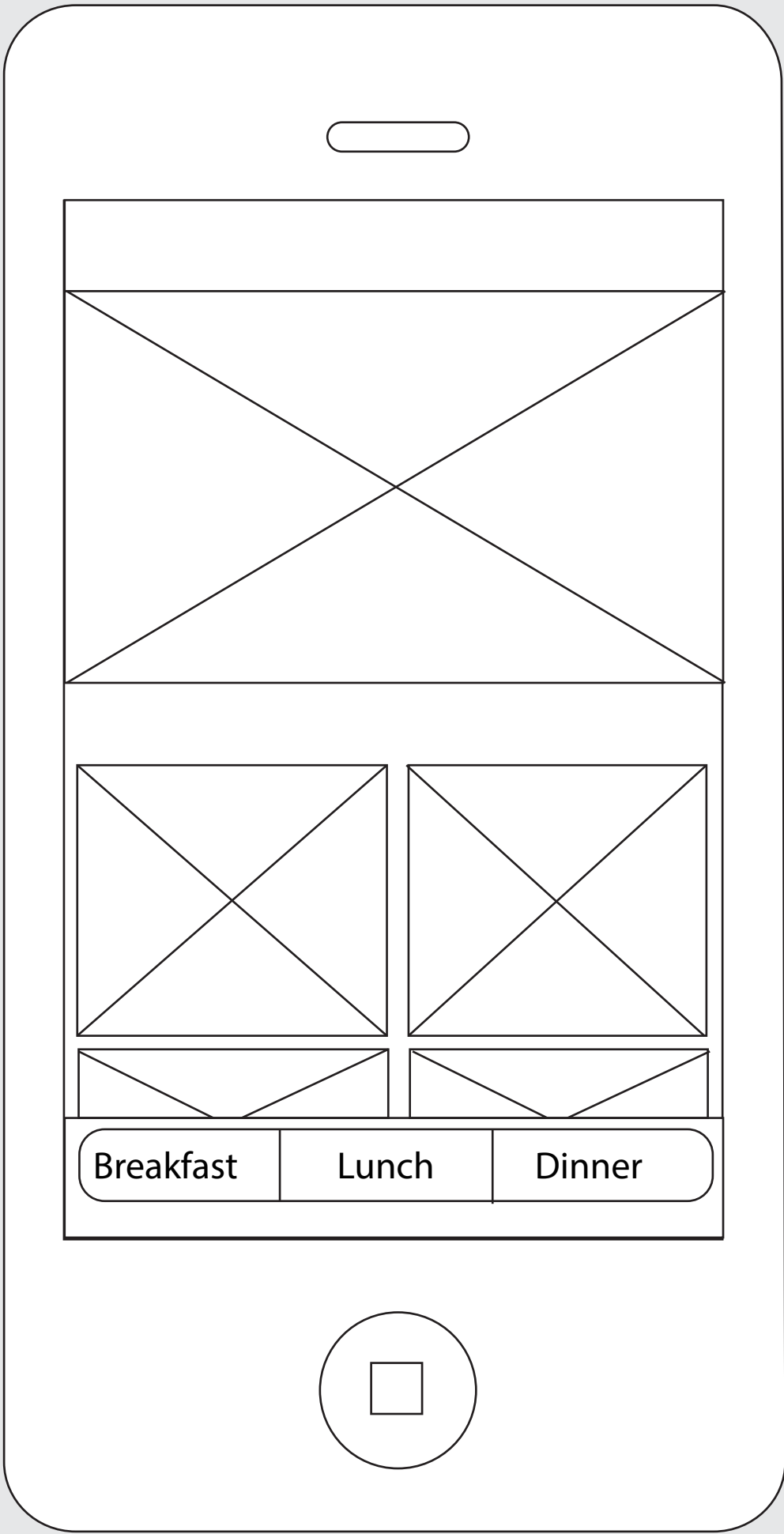


# COMPETITIVE ANALYSIS

ACTOR	FOOD.COM	STRENGTH	WEAKNESS	CFS	STRENGTH	WEAKNESS	IMPORTANT TO CUSTOMER
Images	Excellent very clear	X		They are visible	x		important
Information	Has a lot great of information	X		Has a lot of information	X		Important
Reliability	Easy to read has more information	X		Easy to read	X		Important
Appearance	Appealing	X		Simple	x		Important
Pages Method	Very professional organized appealing	X		Professional and attractive	X		Important
Advertising	a lot	X		none	X		Not important
Links	They all work	X		They work	X		Very Important

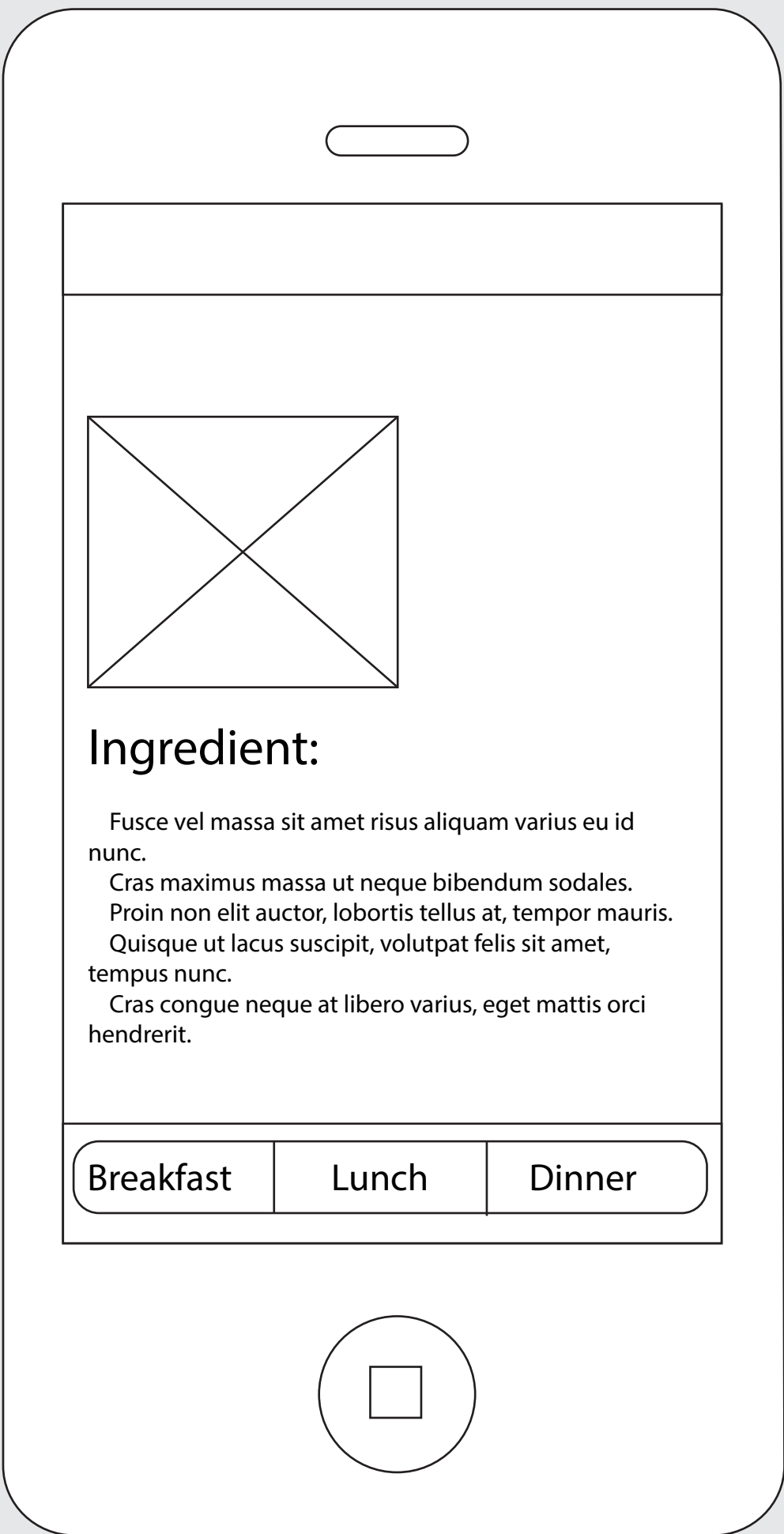


This is the welcome page



Home

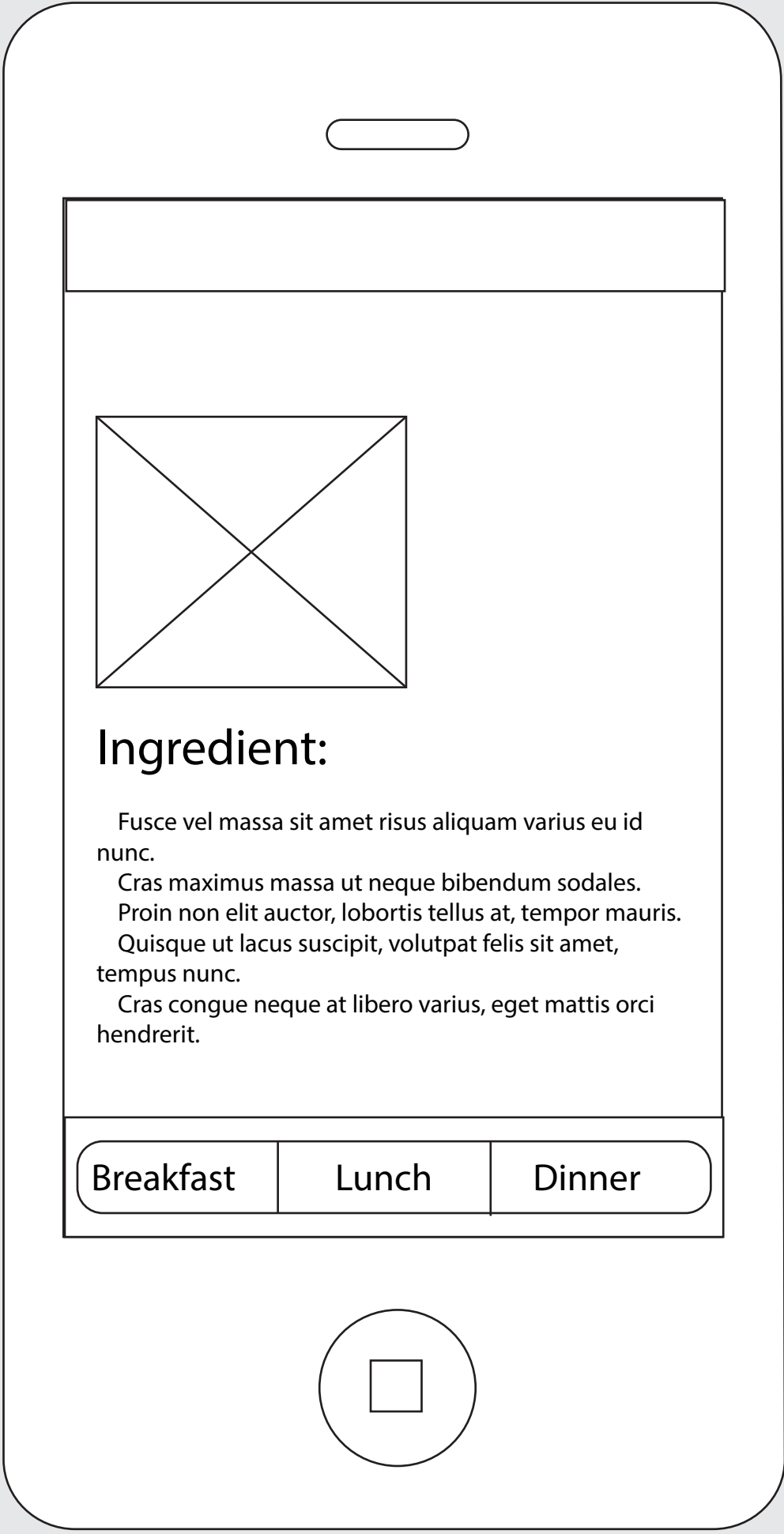
This is the Home page where youll see content and images



Easy

Page 1

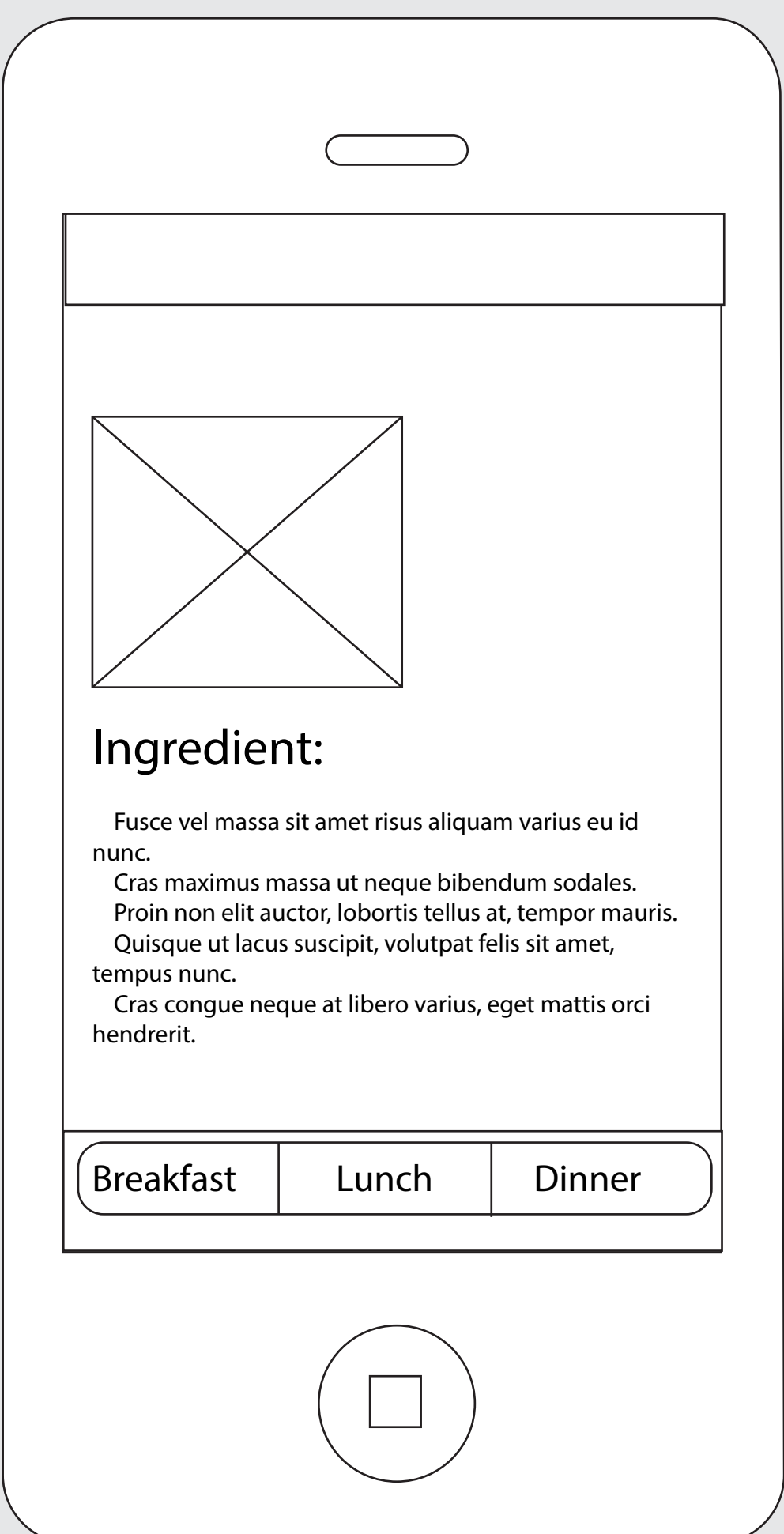
All the breakfast,Lunch, and Dinner will have the same template. The only thing that will change is the images.



Medium

Page 2

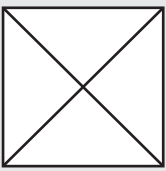
All the breakfast,Lunch, and Dinner will have the same template. The only thing that will change is the images.



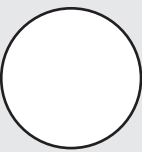
Hard

Page 3

All the breakfast,Lunch, and Dinner will have the same template. The only thing that will change is the images.



images



logo