**Final Project Proposal**

**CMST 385 | Benjamin Smith**

**1. CLIENT AND TOPIC**

*I will create a dummy website that will archive recipes from around the globe. Anyone would be able to add their recipe to the website, and over time, user engagement will curate it. This website will specialize in the sharing of unique recipes from around the world.*

**2. DEVELOPMENT PROCESS AND ENGAGEMENT**

*This is a personal website that I will later add to my portfolio. There are no clients who will benefit from this project. I will research other recipe websites to see what methods they implement in their designs. After seeking inspiration, I will begin designing the website. I will also consult friends to test the design of my website to ensure that its design makes sense.*

**3. TESTING**

*I will navigate throughout the entire website ensuring that I have flexibility and connection between the pages. After I make these corrections, I will once again make sure that the final design has met all of my original intentions. If it has not, I will continue to make changes until it is complete. After I’ve verified completion, and tested the capabilities of the website, I will allow users (my friends/coworkers) to try to navigate as well. These user tests will help me locate my design flaws so that I know what to fix. I will fix any flaws found and continue bringing the website back for user testing until there are little to no flaws left. Finally, I will test in Chrome, Edge, and Firefox to ensure interoperability.*

**4. DESCRIPTION**

*The goal of the business is to connect people around the world through homecooked food. This is done by allowing users to contribute to the website’s recipes. Revenue will be generated through advertising streams. One way will be through brand specific ingredients. Users who contribute to the website are given a portion of this revenue, relative to how popular their recipes are. Users can select sponsored ingredients to add even more revenue for their contribution. The target audience is stay-at-home parents who are looking for inspiration to create their next family meal. These families are spread across the globe, and so there will be multilingual support and translations. Additionally, those that might be using the website will be novice cooks and could benefit from specific cooking instructions. Overall, the users who would be accessing my page would be looking for international, unique recipes to try, rather than the best chocolate chip cookie recipe. Additionally, there may be people with dietary restrictions trying to find an edible meal. There will be images of food and drinks, as well as ingredients, instructions, ratings, and video instructions. For this project, I will need to find many of my pictures and actual dummy recipes online from other recipe websites. However, if this were a real website, the contributing user would add these themselves. The content of the website will show featured meals that may be trending on the site at the time. This will keep users engaged and always looking for some new cooking inspiration.*

**5. GROWTH AND MAINTENANCE**

*At first, the website will have little content within, but over time, more and more people will contribute to it. As more people contribute to the website, more curations will be necessary to ensure that the content appears professional. As more funding is acquired, this funding can go towards automating formatting. For example, as users select their ingredients, the nutrition facts will be able to create themselves. Additionally, creating a predictable and set format will aid in good design. For example, the order between ingredients, cooking steps, and nutrition facts will be consistent across all recipes. To maintain the website, it will be important that users can view new recipes all the time. If the content does not change, regular users will get bored. This change of content could be based on a timing system, like every 5 minutes, the featured recipes change to something new. This could be automated. Adding a random search could be a cool feature as well. This could let a user explore a completely unique recipe without needing to search for anything specific. Additionally, there could be seasonal changes throughout the website. For example, during the holidays, there will be more featured desserts. As holidays are different in different countries, collecting and advertising recipes for different countries could be good. For example, there might be a unique holiday in some African country, where every year they cook a specific food. Having preset systems in place to bring these recipes to the homepage would be a positive step towards spreading global and cultural recipes.*

**6. ORGANIZATION**

***These are the main areas of navigation:***

*A chart with different colored squares

Description automatically generated*

*Homepage:*

*A screenshot of a computer

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*Specific Recipe:*

*A screenshot of a computer

Description automatically generated*

*Adding a Recipe:*

*A screenshot of a recipe

Description automatically generated*

*Account Page:*

*A screenshot of a computer

Description automatically generated*

*Search Bar:*

*A screenshot of a menu

Description automatically generated*

***The content will be organized as shown above. The homepage will display featured recipes and will link to the other pages. The account link will be in the upper right. From here, the user can create new recipes. When clicking to view a recipe, it will move to a new page. If the user hovers over the recipe, a popup will show the basic overview before fully navigating to the recipe page. There are not subtopics, however, the user can navigate between the five main pages: homepage, account page, recipe page, create new recipe page, and a searched results page. The content of the website will be organized with a header on the top with quick links, main body content, and depending on the page, side boxes for additional information. There will also be a footer in the final design that has extra links to social media and other less-used links.***

**7. WEB HOSTING**

***I will select my host based on various criteria. Specifically, I will consider storage, uptime, reliability, backup and data recovery, scalability, and price.***

***This website will require account creation for new recipe creation as well as creating personalized experiences based on the dietary restrictions of the user. User preferences will change the suggested and featured content.***

***This website will require HTML, CSS, and JavaScript.***

***worldrecepiehub.com is not taken. This is a good domain name because it states the purpose of the website in the name. The website is a hub to access recipes from around the world.***

**8. MARKETING**

***This website will be advertised through Google searches. When someone searches for a recipe on Google, this website will arrive as sponsored content in that search. Additionally, we can partner with independent creators with food channels, like those on YouTube, so that they can put their recipes on the website and provide links to their viewers directly to our site. This helps them share their recipes, and spreads awareness of the new website.***

***I can optimize my website for SEO by creating computer readable and simple lists of my information. Additionally, using accurate words can help the search engine recognize the website for what it is. By including external links, I can attract even more attention, and as the users interact with the website, that will boost the SEO even more.***

**9. SECURITY**

***The website will not include e-commerce, however, there will be monetary rewards for recipe publishers who produce enough attention on the website. Accounts that earn monetary rewards will become a target of cyber criminals.***

***User accounts will have passwords for access. The accounts themselves need to be protected, as they are linked to financial rewards.***

***Emails and bank information will not be displayed in full without providing additional layers of authentication. This will act as another barrier to security.***

***Hiring a professional cybersecurity expert for the team would be a good idea. As the website grows, and threats become more damaging, having a professional on hand will become very helpful.***

**References:**

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