STRATEGY

1. To create an online Cookbook.

2. To have the functionality to add, view, edit and delete a recipe.

3. Keep data of the end user safe & secure.

4. Make the website very user-friendly.

5. The website must look well presented; it is food after all we are displaying.

Relevance of content:

The content will be relevant, as it is the user who is going to be entering the data. As cookery is not for everyone, some will excel, some may struggle boiling an egg, but as is the case, we all must eat to keep functioning. So, if you have discovered and have inputted into this website it means you have a love or just enjoy the culinary art-form. So, my aim is to try to lay out the content that is submitted by each user in the most appealing way possible, but once recipes can easily be managed or updated and of course look good enough to eat, then I've done a good job.

Why would you want this?

In time, I would like this website to be a place where foodies can somehow socialise and maybe discuss the why's and what's exactly in their recipes and the possible origins or stories behind them. So, in the near future there is plans to create an area where recipes can be mulled over through chat and interaction. As an ice breaker what way to start a conversation going by submitting an entry to the website's add recipe section and see how many like or views your recipe receives by way of communication, or maybe somebody may feel they can make your recipe better somehow? The possibilities are endless as to where this website could go.

So, if you love your food do not miss out, stay tuned and watch this space for further development.

What makes a great experience?

- Possibly exploring new cuisines or new dishes from far off places.

- Being motivated to try new recipes.

- Finding new methods of cooking or new ingredients you have not tried before.

- Being able to search quickly through the recipes for what you like or dislike, if you are in a hurry to get cooking.

- Then there is that feel-good factor of knowing that so many others have tried the recipes you have submitted.

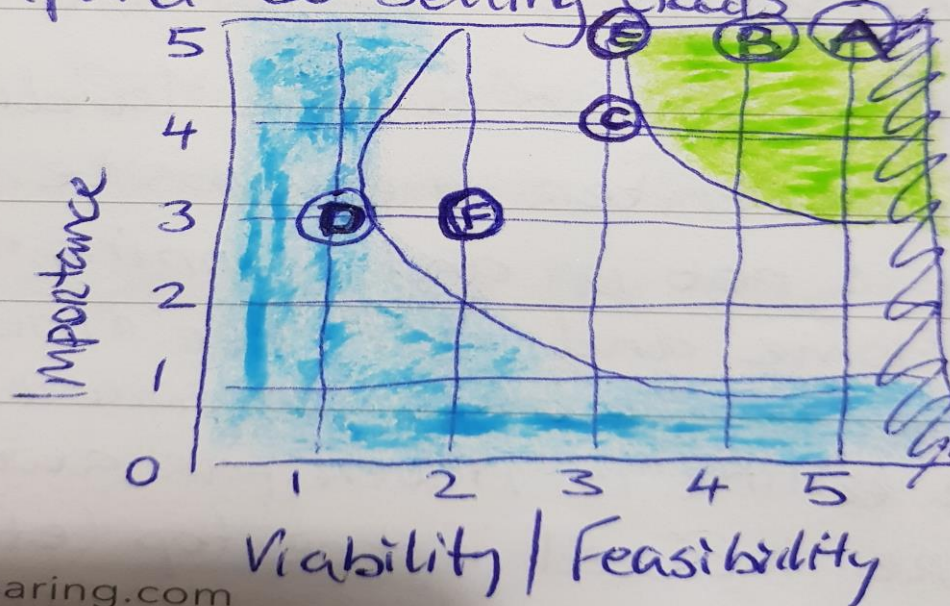**Does it offer me what I want?** – Yes, to have a place I can share my recipes with other users.

As a user I expect to see – A nice visual display, concise layout and very easy to use, but lots of recipes I can try.

What can I learn? – I can learn I am not the only food lover out there, there are many others only waiting to share their own recipes or ideas. By browsing through another user's recipes, I may pick up a thing or two for my own use and possibly implement them into my own dishes.

Opportunity / Problem table

Opportunity / Problem	Importance	Viability / Feasibility
Create, Update, Read, Delete Recipes.	5	5
Create a search function.	5	4
Social Media connection	3	1
Produce regular content	4	3
Keep personal data safe.	5	3
Expand to selling online utensils.	3	2
Total	25	18

From the above graph we will first concentrate on: A B C and E

- The basic functionality of (CRUD) Create, Read, Update and Delete.
- Be able to search through recipes in the database from the home page.
- Keep user data safe and secure.
- Produce regular content to the website.