

Strategy

1. Create website which collects recipes
2. To be able to add, view, edit and delete a recipe
3. Create user-friendly website
4. Website needs to be clean and well organised
5. Create intuitive website

Relevance of content:

The content is inserted by user who enters all data. Website is collecting food recipes which is not for everyone. My goal is to create website that it has perfect lay out of the content entered by user and be easily manageable by everyone who is happy to use the website.

Why would user want this?

My aim is that website will be place where each user will feel free to add, share or edit a recipe entered by them, that by this they will have create connection between other users and be part of something special. In the future website could have blog or chat room between users, or having accounts that allow them to being active around social media through my website.

What makes a good experience?

1. Exploring new recipes, types of food or just new dishes that we would never cook
2. Being part of community and bringing people together
3. Using new options, methods or food that user never tried before
4. Being able to search quickly any category
5. Seeing views on each recipe added by any of users

What does the user expect?

- Is this what user expected? – Yes, to have place where they can share recipes with other users
- Does is valuable to stay? – they can be part of community of people who loves cooking and sharing recipes. By staying user will feel happier and more open to try new recipes added by other users. At the end all of us wants be part of something.

- A user expects to see – A nice visual display and layout, intuitive use of the website and many recipes that they can try.

Opportunity/problems	Importance	Viability/feasibility
Create, Update, Reade and Delete recipes	5	5
Create Search function	5	4
Social Media Connection	4	1
Produce content	4	3
Keep personal data safe	5	3
Create online store	3	2
Total	26	18