1. The website is going to be called Plated; it is going to be a cooking/recipe website, its' purpose is to provide good recipes to the user with clear instructions.
2. The first page that the user will automatically go into is the "Log it/Sign up" page. After completing that step, the user will be met with the "Featured recipe" page, this is where the user can view the featured dish/recipe for that day. The second page is called the "explore recipes" option which allows the user to explore other recipes. All of these pages (apart from the log in page) have the option to save a recipe by "adding to favourites", and another functionality which allows the user to sort the recipes by their respective cuisines.

User Personas

 John Rodriguez

- **Age:** 29
- **Location:** Austin, TX
- **Occupation:** Graphic Designer
- **Cooking Skill Level:** Intermediate
- **Devices Used:** Laptop, smartphone

Why John needs this website:
John loves experimenting with different global cuisines and is always on the hunt for authentic, yet manageable recipes. He wants a one-stop platform where he can explore unique dishes, learn new techniques, and get inspired daily.

Frustrations with similar websites:

- Too many pop-up ads and cluttered recipe pages
- Recipes often lack clear measurements or substitution tips
- Difficult to find truly diverse or authentic recipes beyond the basics

James Patel

- **Age:** 41

- **Location:** Seattle, WA

- **Occupation:** Software Engineer

- **Cooking Skill Level:** Advanced

- **Devices Used:** Tablet in kitchen, desktop at home

Why James needs this website:

James loves cooking as a way to unwind and bond with his family. He's interested in discovering new cuisines and fusion cooking but needs clear instructions and smart filtering.

Frustrations with similar websites:

- Poor filtering/sorting tools

- Lack of customization options (e.g., dietary tweaks)

- Comment sections often unhelpful or off-topic

Kobe Martin

- **Age:** 35

- **Location:** Toronto, Canada

- **Occupation:** Marketing Consultant

- **Cooking Skill Level:** Intermediate
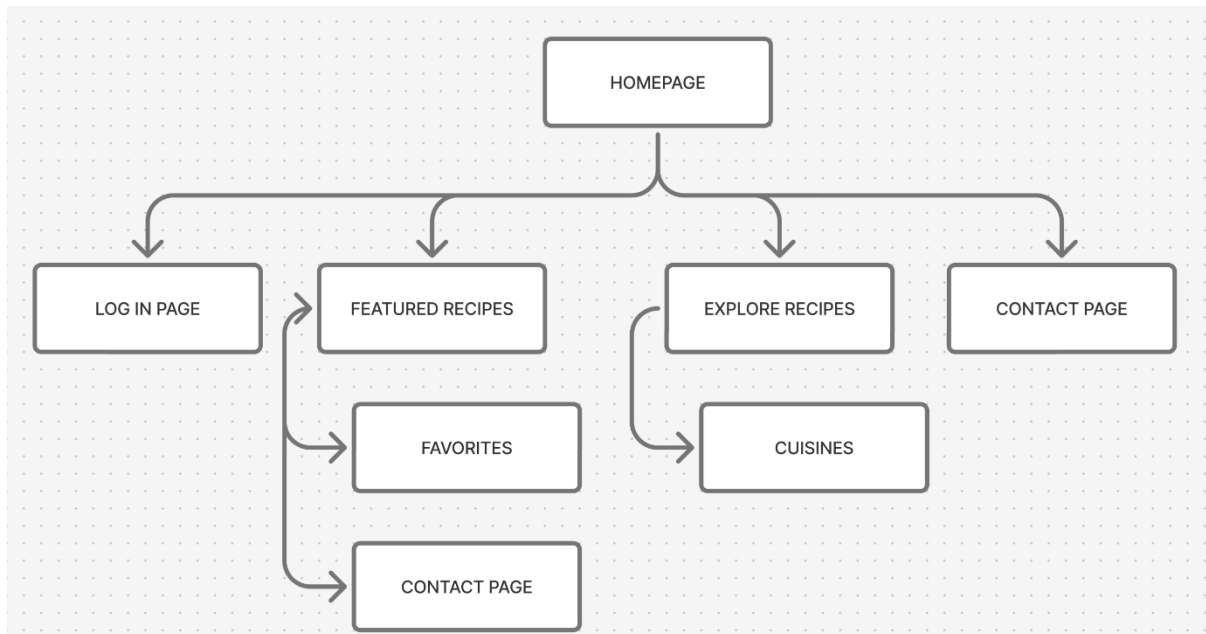
- **Devices Used:** Smartphone and laptop

Why Kobe needs this website:

Kobe hosts regular themed dinners with friends and is constantly on the lookout for new recipes that wow his guests. He's also into sharing his creations online and appreciates aesthetic presentation tips.

Frustrations with similar websites:

- Hard to find well-curated, themed recipe collections

- No way to save and organize favourite recipes easily

- Lack of visual inspiration or plating ideas

Site map

HOMEPAGE

LOG IN PAGE

FEATURED RECIPES

EXPLORE RECIPES

CONTACT PAGE

FAVORITES

CUISINES

CONTACT PAGE

Style Guide

Colour Palette

Background Colours: E84F3A, 87B04A

Primary Colour: FFF8F2

Secondary Colour: 2E2E2E

Button Colour: 961A2F

Typeface

Primary Font: Abril Text

Font Sizes

20 **(Search bar)**

24 (**Primary text size**)

64 **(Title of the dishes)**

96 **(Website name)**

Navigation

Navigation Menu: The main navigation menu is found on top of the page.

For navigation in the "Explore recipe" page, the user is going to be able to scroll through the page to look for recipes.

Buttons and designs

The first button the user will be met with is the "Log In" and the "Sign Up" button.

A simple and clean button for the user to save their favourite recipes.

The user can click on the navigation menu, which will be found at the top of the page.

Featured recipe   Explore recipes

Design Guidelines

Audience: Any person (preferably above the age of15) that is looking for good recipes to cook.

Layout: Most of the information displayed in this website are going to be neatly aligned so that a certain sense of balance is applied.
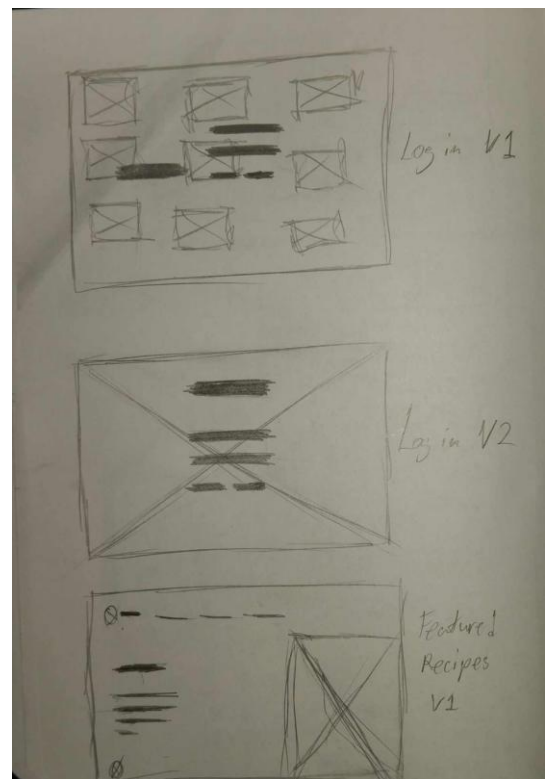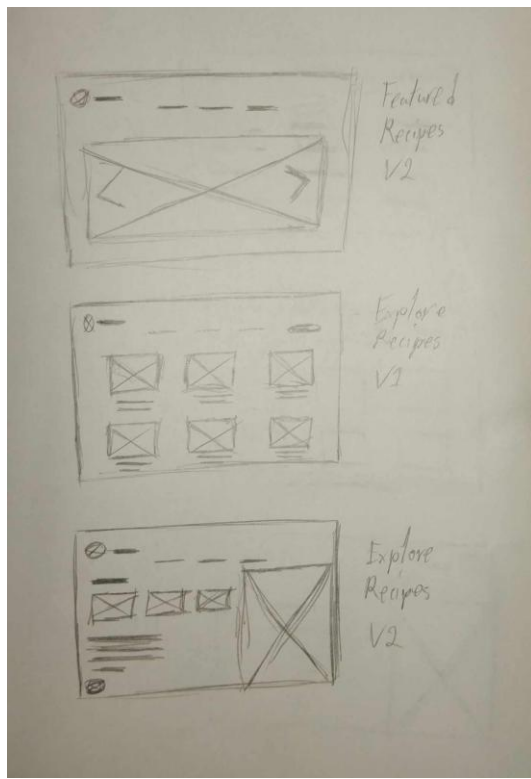
Components: The UI components such as buttons and the navigation bar can be found at the appropriate places so that the page being viewed does not seem busy and compact.

Mission Statement: Everyone should have the opportunity to lean into their passion of cooking and explore different dishes and challenges while doing what they love.
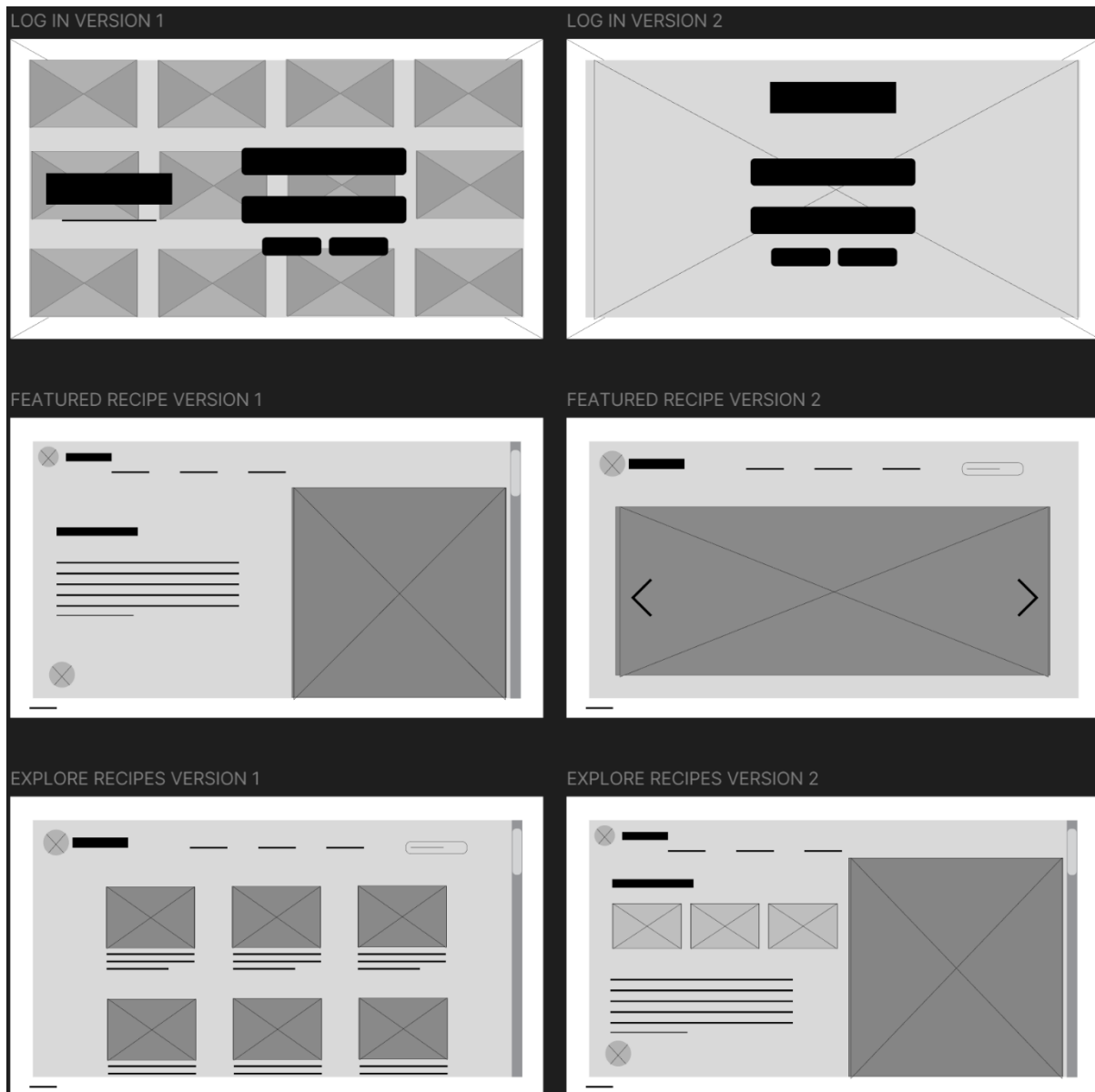
Accessibility

Contrast Ratio: Sufficient colour contrast for text and background elements to meet accessibility standards ad clear readability.
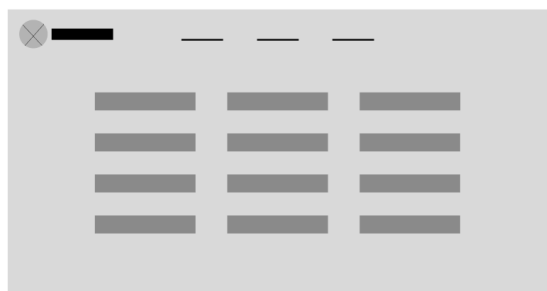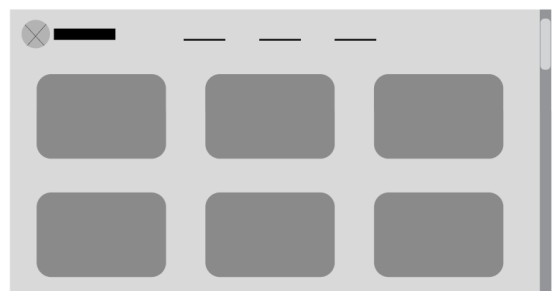
Low fidelity Wireframes

Featured Recipes V2

Explore Recipes V1

Explore Recipes V2

Log in V1

Log in V2

Featured Recipes V1

Favorites V2

Contact Page V1

Contact Page V2

Cuisines V1

Cuisines V2

Favorites V1
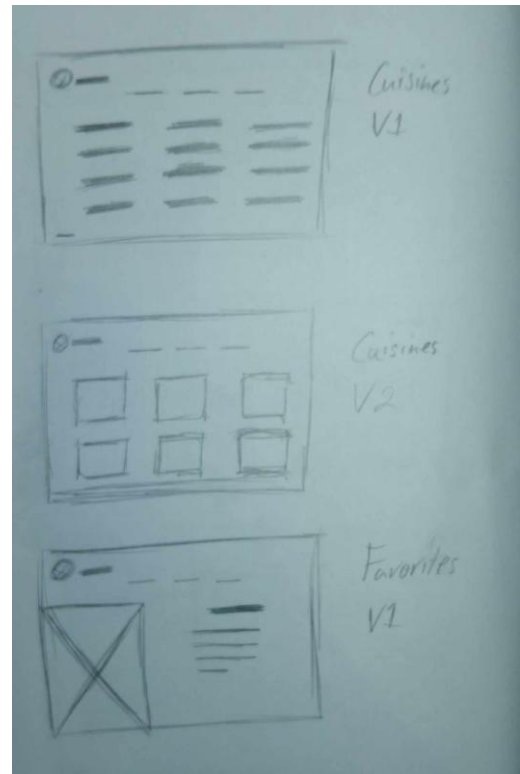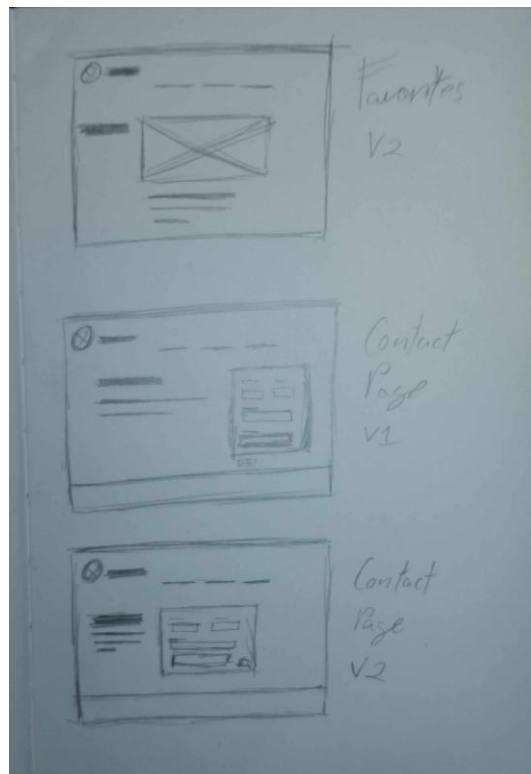
Medium fidelity Wireframes (with possible page designs)

LOG IN VERSION 1

LOG IN VERSION 2

FEATURED RECIPE VERSION 1

FEATURED RECIPE VERSION 2

EXPLORE RECIPES VERSION 1
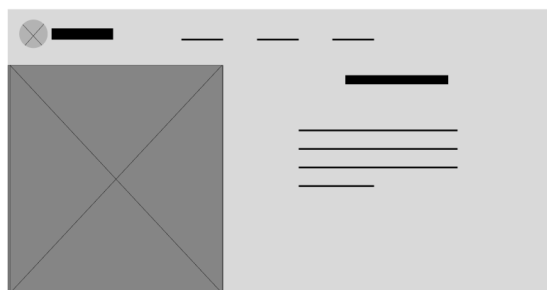

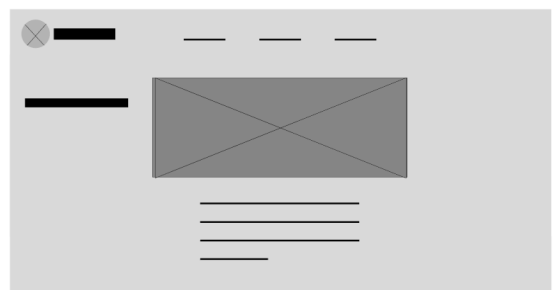EXPLORE RECIPES VERSION 2

SORT BY CUISINES VERSION 1

SORT BY CUISINES VERSION 2

FAVOURITE RECIPES VERSION 1

FAVOURITE RECIPES VERSION 2

CONTACT PAGE VERSION 1
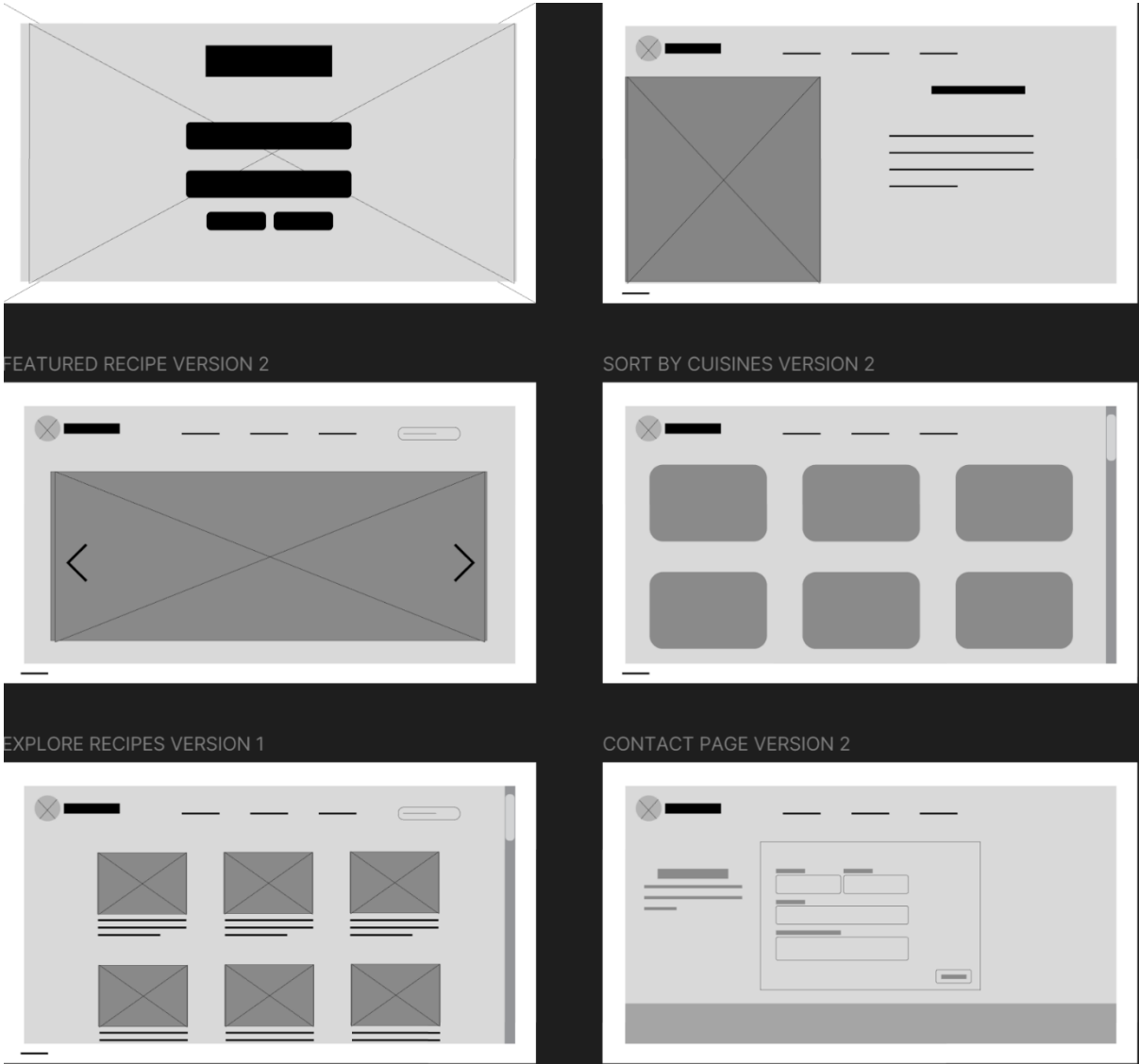
CONTACT PAGE VERSION 2

Chosen designs

FEATURED RECIPE VERSION 2

SORT BY CUISINES VERSION 2

EXPLORE RECIPES VERSION 1

CONTACT PAGE VERSION 2

IPO Chart

IPO Chart – Cooking Website Functionalities			
Input	**Process**	**Output**	**Output**
Log In Page	• Authenticate user	• Check credentarls in database	• Redirecd to homepage or dashboard
Featured Recipes Page	• Fetch top-rated or newly added recipes • Apply featured tag filter	• Fliter recipes by name, type, Ingrred et etc.	• Curated list of highiighted rexsipes displayed
Explore Recipes Page	• User selection (cuisine type)	• Filter recipes based on cuisine category	• Recipes under selected cuisine displayed
Favorites Page	• User interactions (save/favorite button)	• Retrieve saved recipes from user profile	• Personalized list of favorite recipes shown
Contact Page	• User name, email • User message	• Store message in database	• Message submitted confirmation to user