

Part A

What is your business

Ans: We help you make the dish you are craving . We show the users a general category of food from which there are more options in the selected category for which we provide the recipe.

What is your business ethos

Ans: Prioritizing user friendly experience.

What do you produce/make/sell/offer

Ans: We provide a database of recipes to help you make the dish you are craving.

Who is your target audience

Ans: Everyone

What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein

Ans: Everyone loves to fill their belly and sometimes we crave a particular food, however making that food can be confusing. We provide information about how to make a recipe so the user can fill these cravings, especially the late night cravings.

Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?

Ans: We help provide how to make a recipe the user desires.

are they already familiar with the service or product that you offer or do they need to be introduced to it?

Ans: We take pride in an easy going service with no prior experience needed, along with a chat box that can assist at any time.

Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

Ans: Our recipe data is updated to recently discover recipes but it also helps with recipes that are a long time stable in the world.

Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

Ans: yes, the user visits our website to help get the ingredients for the recipe they want. This can aid in if they deem a product valuable or not as if it appears in multiple recipes it's a good idea. After finding the ingredients we offer a step by step on how to make said recipe.

Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details

Ans: There is no need to contact but you can write to us if needed for feedback or complaints.

Will visitors be familiar with your subject area / brand or do you need to introduce yourself?

Ans: We believe our objective is very clear and very easy to navigate. We also have a chat box if they really can't figure it out.

will they be familiar with the product / service / information you are covering or do they need background information on it

Ans: No previous knowledge is needed.

What are the most important features of what you are offering?

Ans: Everyone randomly craves food, whether it was after watching a video or just it being brought up. However making this food can be challenging, this is where we step in to help. It is made to cure the user's cravings.

What is special about what you offer that differentiates you from other sites that offer something similar?

Ans: We feel like we are very easy to use. Also we take pride in it being aesthetically pleasing. Furthermore, I think our bot really pushes us over the top.

once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area

Ans: No as said before we take pride in how easy our website works.

Your white paper should explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design

Ans:

Visual Hierarchy

Home page

Navigation: The landing page contain the navigation bar at the top. It contains search bar for users who prefers to search recipe.

Featured: It contains a slider, that grabs user attention to recipe the website has. It is there to peek user interest

Recipe display: It shows list of recipes. It has scroll enable. There is also category button for users who would like to filter recipe by category.

About Us

The about us page contains information about the website and its programmers. The header contains navigation bar. Next there are cards showing programmer information and name

Recipe

The recipe page contains the recipe image at the side of the page. Beside is the list of ingredients require to make the recipe followed by set of instructions on how to cook the recipe.

Favorites page:

The favorites page contains the images and names of users favorite meals.

Chatbot:

The chatbot has a simple UI to let users ask recipe questions to the bot.

Groupings:

The foods with similar genres are sorted together. In addition to that if the food are different variations of the same thing they are compiled in a border category.

Part B (RecipleLand)

What is your business

Ans: Providing online services related to recipes, including new ideas along with chef tips.

What is your business ethos

Ans: Providing a comprehensive and reliable platform for finding new recipes depending on how much time, or what ingredients you have, etc...

What do you produce/make/sell/offer

Ans: Offers online services related to recipes. For example, how to make peanut butter pretzel cookies.

Who is your target audience

Ans: Everyone who is curious about cooking.

what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein

Ans: They allow you to filter recipes based on time, nutrition facts. You can also find new recipes with certain ingredients, and offer chef's tips.

Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?

Ans: They provide information about a large amount of recipes.

are they already familiar with the service or product that you offer or do they need to be introduced to it?

Ans: They have a decent following for what they offer.

Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

Ans: Yes they try to update with new recipes as they can.

do they want to discover information about a specific product or service to help them decide whether to buy it or not?

Ans: Yes they help determine what ingredients are needed to make food a user wants.

Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details

Ans: no contact is needed however the user can reach them.

Will visitors be familiar with your subject area / brand or do you need to introduce yourself?

Ans: Visitors should be familiar with how it works, and it is very easy going.

will they be familiar with the product / service / information you are covering or do they need background information on it

Ans: No background information is necessary.

What are the most important features of what you are offering?

Ans: The user can insert the ingredients they have and they can form a recipe just off that saving money.

What is special about what you offer that differentiates you from other sites that offer something similar?

Ans: It can filter recipes based on the user's needs. Such instances are time, nutrition facts, ingredients at home, etc..

once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area

Ans: No, it is quite straightforward.