Content Strategy

**Name**: YumXpress

Welcome Page

**Features**

1. Pick yummy recipes that suit your needs and get the combined ingredients in a offline shopping list.
2. Get the fresh ingredients delivered using our Xpress checkout.
3. Collect Peppercoins with an account to save on groceries.
4. Enjoy your cooking time! Share your dishes and get inspired for more.

**Sign in**

Sign in with Facebook

Sign in with Google

Sign in with email

Forgot your password?

Please enter the email address you used when signing up.

Please check your inbox for the link to reset your password.

I don’t have an account.

**Sign up**

Sign up with Facebook

Sign up with Google

Sign up with email

See stores that deliver groceries to you?

Enter your postcode.

// Sorry, looks like we are not there yet.

// But you can still use our smart shopping list when you visit your favourite grocery stores!

List of stores:

//Select the ones you’d like to shop from.

Add to My Stores.

I have an account.

**Skip**

Landing Page

**Post** // Share and get inspired

New recipe

Name

// \* Means the information is required.

// Your recipe gets more attention when clear and detailed info are provided.

Upload a short video of <5min in length.

Upload a cover photo.\*

Name of the dish.\*

The story behind this recipe (<200 words).

Estimated prep time.\*

Estimated cooking time.\*

Estimated calories.

Ingredients (E.g. product: rosemary amount: 1 tsp)

Add; Edit.

Instructions: Add photo/video of <15s (optional)

Add; Edit.

Cooking tips

Category

Cuisine: American, Italian, French, Chinese, Korean, Japanese, Fusion, Vietnamese, Indian, Greek, Mexican, Mediterranean, Middle Eastern, Thai, ...add

Difficulty: Less than 5 ingredient; Easy; Medium; Skillful; Under 30min

Course: Breakfast, Brunch, Appetizer, Entree, Dinner, Lunch, Desserts, Sides, Snacks, Bakery, Drinks, …add

Occasion: BBQ, Picnic, Camping, Date night, Christmas, Birthday, Casual party, Father’s day, Thanksgiving, Wedding, ...add

Diet: Vegetarian, Vegan, Mediterranean, South Beach, Low-Carb, Ultra Low-Fat, Paleo, ...add

Publish

Save

Cancel

I made this!

Select photos from album.

Add comment.

Which recipe did you follow?

Search; Saved.

Tag (E.g. #thanksmom, @Sam)

Share (Share to Facebook, Share to G+)

Cancel

**Search Bar**

Input Sort: By rating, Popularity, Published date, ...

Filter: By category (same as above)

**My Basket**

// Your basket is empty. Nothing to checkout yet.

Default Store

Ingredient list: Item (needed amount) , Quantity +/-, Price,

Alternatives, Put back on my list.

Pickup (fee): Select your pickup time slot

Delivery (fee): Store Membership #; Estimated delivery date is --/--/--.

Free delivery with peppercoin: You can use -- to redeem a free delivery! Estimated delivery date is --/--/--

Total Price

Checkout

Payment method

Paypal

Use Credit Card (Add Credit Card)

(If applicable) Shipping Address

Billing Address

Order Summary

Place Order

// Thank you for your order! We’ve sent the receipt to your email. We’ll send you another email with a tracking number when your order is shipped. If you have any questions regarding your order, please contact ---.

Other Store(s)

Back

**Nav Bar**

Monthly Ranking

New Dishes

Category (same as above)

**Toolbar**

**Recipes** (landing page)

Followings, Recommendations

Thumbnail: Cover photo, Name, Rating (# of reviews), # made, Author

**Recipe page**

Navbar: Back, Save, Share, More

Cover photo / video

Name, Rating (# of reviews), # made

Author

Story

Ingredient list (Add to shopping list)

Instructions

Cooking tips

Gallery of dish following this recipe (#)

Photo, author, comment, post time

Like the post

Post my photo

Reviews (#)

Review

Author

Comment

Time

Author’s reply

Like a review

Write a review

Rating: 1-5 stars

Comment or question: --.

Saved in Cookbooks…

Photo of cookbook, Name, Author, # of recipes

Other recipes from this author

Thumbnail (same as above)

**Saved**

Cookbooks (Liked - default; Add a new cookbook)

Browse history

**Shopping list**

Ingredients by recipe

Delete recipe, Cross off items

Combined Ingredients

Cross off items

Put in Basket

Select items

Done

// Sorry, -- is currently not available at your stores.

**Orders**

Order date, Status (Processing/Shipping/Delivered/Ready for pickup)

Track my Order

Order details

List of ingredients (name, quantity, price/unit)

Tax

Fees

Total Price

Payment

Shipping address / Pickup location

**Me**

Navbar

Post (same as above), Username, Connect (search people, invite friends, connect FB, G+, Ins friends)

Settings

Account setting: username, reset password, FB, G+, Ins

Shipping: Edit shipping address

Payment method: Edit Paypal account; Edit Credit Card info.

Contact Us

Support

Connect on FB, G+, Ins

Rate Us (mobile only)

Profile

Personal info: photo, nickname, location, bio, following, followers (edit)

Peppercoins

Total coins

History: Date, event, coins earned.

Tabs

Notifications

Reviews: ‘Name’ said ---. Date. Reply.

Likes: ‘Name’ liked your post -- /cookbook --. Coins earned. Date.

Saved: ‘Name’ saved your recipe --. Coins earned. Date.

My recipes (thumbnails)

My posts (thumbnails)

My Pantry

// Exclude ingredients from shopping list

List of items

Add new

My Stores

List of my stores

Name, distance, pickup/deliver, if default, delete.

Search location