INFO 1300

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Rationale Project 1

The website I have created is called "Nourishing Habits" and is about offering people resources to nourish themselves through food. The website features food recipes for cooking from scratch, ranging from paleo to vegan and vegetarian, as well as a "shopping" section where users can find shopping information about affordable or/and nourishing ingredients. The target audience of this project is all people who are interested in healthy and clean eating/way of life, no matter what particular diet they follow. Anyone who likes to cook at home, experiment with more environmental friendly products and learn more about the health world could benefit from the information on the website. The age range of the target audience is going to be 20-40, however the content will be accessible for other people as well. People have forgotten what nature has to offer and how much we and our planet can benefit from a healthier lifestyle. This website will help people learn more about what our great-grandparents ate and cooked from scratch.

The website features an "about" page, a "recipe" page, a "shopping" page and a "contact" page. The recipe page features all recipes on the website, divided into four categories: breakfast, dinner, dessert and drinks. The shopping list page includes perishable products and online markets I personally recommend and buy from. It also features the best online market places to buy fresh food, produce and staples online. The contact page includes an email of mine, allowing

all readers who would like to talk to me to contact me. The about page has a little information about myself, the website and why I started it.

When people open the website for the first time, they will see the name "Nourishing Habits" on top, the navigation menu under it and a big banner photo showing different cooking ingredients under the menu. This will immediately tell visitors that the website is about food and cooking, while the word "nourishing" will hint at the healthy part of the website. The navigation is simple and easy to use, so that readers can easily jump from one page to another. I am emphasizing a more formal look that resembles a professional website. When users scroll down, they will read more about the website, recipes and me.

On the "recipes" page, I have included abstract vectors that fit into the theme and contribute to the more formal look of the website. Each category (breakfast, dinner, dessert, drinks) features recipes with a picture.

The "shopping" page is divided into two categories on the same page: the page starts with the "online markets" and later moves onto "individual products". I believe this is the right approach, as users will be able to explore the online shops first and find out where to buy all staples from, and then look for more specific individual products from other websites.

Testing and changes since Milestone 3

I tested the website with the help of two people who fit my target audience: Samantha Roemer who is 18 years old and a Nutrition Science major, and Erin Grohe who is a HBHS major. Both of them are extremely interested in nutrition and healthy living, as a result of which I chose them to test my website.

→ One of them mentioned that the website's initial (index) banner doesn't fit into the theme of the website (initially, I had a picture of a basket with blueberries). As a result, I changed the banner to a photograph of different cooking ingredients (cheese, pasta, flour, eggs, tomatoes etc.) which hints at the cooking part of the theme.

→ At the beginning, I just had a list of products and websites people could shop from (on the "shopping" page). However, both of them mentioned that they would prefer to know more about the sources themselves, so I added a short description to each, as well as a small logo.

Other than this, they said that the website is very easy to navigate and Erin mentioned that she especially likes the edgy vectors on the recipes page, as they help her understand the sections better. Samantha on the other hand, enjoyed that each recipe within each category (breakfast, dinner, dessert, drinks) has a photo of the dish itself, rather than just the name. This helps her decide which recipe to click on and to eventually cook.

I don't think that there are any major problems that remain.

What I did above and beyond (I believe the points for this part were removed, but in case they are not, here is my list):

→ Created many more pages than I was required to (I have 21 html pages).

→ All photos and vectors (except for 4-5 images) are created by me. For example, I created the vectors on the "recipes" page with Photoshop and took every single photo of each recipe.

→ On each recipe's page, I combined many photographs, instead of just writing down the recipe itself.

→ I used CSS techniques not mentioned in class which I learned through watching online tutorials.