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Abstract

This documentation will outline and describe the plans for making a website based on recipes from around the world with the intention of providing an interesting recipe pair from each different cultural region.

SET08101/401 Web Technologies 2022-2023 Assessment

Part 1 – Design Documentation

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# Overview

This website will contain an introduction to food cultures from different parts of the world, enabling the reader to discover different types of food than what they are traditionally used to. The idea is to educate the reader on the diversity of available food types and offer a chance to prepare a recipe from the particular food culture that piques their curiosity.

There will be a deliberate effort to avoid the more traditional and well-known food cultures in order to try and offer something different and exotic to the reader, however one traditional culture will be provided as well to ensure there is something for everyone.

This site will cover the following food cultures:

* Spanish
* Japanese
* Cajun
* Cuban
* Puerto Rican

For each of these cultures a brief description on the styles and influences will be provided, directions on where to learn more about each of them, and recipes for 1 dinner meal and 1 dessert will be included for the reader to try.

## Chosen Recipes

|  |  |  |
| --- | --- | --- |
| Culture | Dinner | Dessert |
| Spanish | Bonito Marmitako | Honey-bathed Pestinos |
| Japanese | Kakumi Bossam | Strawberry Shirotama Dango |
| Cajun | Jambalaya de Covington | Southern Sweet Potato Pie |
| Cuban | Ropa Vieja | Coquito Acaramelado |
| Puerto Rican | Carne Guisada | Platanos Maduros |

# Background Research Summary

## tasteofhome.com

One of the websites which I reviewed for inspiration for this task was the TasteofHome, specifically the travel around the world section located at <https://www.tasteofhome.com/collection/travel-around-the-world-in-80-meals/>.

When reviewing this website I liked the top navigation bar in a simple format, this is something I plan to implement however most of the inspiration gained from this site was examples of what I do not want implement.

The navigation is located below a header which contains another hidden navigation bar and a join/login button inside it, this just feels cluttered unnecessarily and the positioning just didn’t feel fluid, this is something I would like to avoid in my implementation.

The layout of the page does not feel like I am navigating a hierarchy, the rows are not well defined with the exception of the image breaks perhaps, this could be due to the fact that the main content does not occupy the majority of available screen size. For my implementation of page layout each row or section should be distinguishable even if this is very subtle like a slightly lighter/darker background colour and the most important content should stand out, perhaps even placing the content headings in alphabetical order descending would have helped here.

There is no inspirational use of colours in this site, it is fairly unappealing to navigate however the get recipe buttons in bright orange do stand out better because of it.

The entire main content of the page is padded out from the left to an almost centred position in order to accommodate a small, vertical social media links bar and the dropdown navigation from the header, this will be avoided in my implementation.

The user experience of this website is ruined by the constant bombardment of ads in displayed video as well as the dedicated space that has been allocated out from the right to accommodate yet another ad video, there is too much going on that was not user instigated and this distracts from the main purpose of the visit.

There were some positive inspirations however, there is a visual element to each recipe showing you what it is with a brief description and a very clear get recipe button that takes you to the recipe which I would like to incorporate in my design, important tips are bordered and stand out so that they are easy to read.

## myfoodandfamily.com

This website provided a very useful regional and cultural recipe interactive bar that clearly separated the different regions/cultures.

The navigation bar is simple, clean and useful, when each tab is selected a mega menu drops down displaying more depth and detailed navigation options, this is something I would like to include in my implementation however the only concern is the lack of content to populate this fully.

The search bar in the navigation bar also appeals even if it is a little unnecessary paired with the mega menu.

This website influenced me when deciding on the idea of a recipes from around the site as well as the individual culture categories I have chosen.

## Recipe Sites

The following sites are mentioned below as having provided me with the recipes I intend to use on the website for this task:

* <https://www.delicious.com.au/>
* <https://holafoodie.com/>
* <https://www.okonomikitchen.com/>
* <https://www.southernliving.com/>
* <https://spicysouthernkitchen.com/>
* <https://gypsyplate.com/>
* <https://www.halfbakedharvest.com/>
* <https://www.delishdlites.com/>
* <https://www.cookingismessy.com/>

# Features List

1. Top navigation bar with dropdown mega menu on click, if not possible/suitable to use mega menu then at least a drop-down selector.
2. Hyperlinks embedded in the text that point to supporting information about each culture/recipe.
3. A pleasing colour palette consisting of well-matched colours.
4. Images alongside each recipe.
5. Image with header in the fold of the landing page/homepage.
6. Links to or embedded videos detailing how to prepare each recipe.
7. Relevant content only on the website (no off-topic/ad content).
8. Visitor poll on favourite recipe on the site (maybe).
9. Ratings on ease of use/quality of the recipe (maybe).
10. Comments section for each recipe (maybe/if possible).
11. During the mockflow development I decided to add buttons on the bottom of the homepage for extra navigation options.

## Features Justification

***(In order relative to the features list above)***

A top navigation bar is easily locatable by the user and most users expect to find navigation information at the top of the bar so this will aid user experience. The mega menu ensures that the navigation bar remains simple and clean until a user chooses to click and then it expands allowing deeper navigation options, when the user does not wish to explore these clicking off the mega menu closes it ensuring the screen is not cluttered with information the user does not wish to see/need.

Placing relevant and supporting hyperlinks to additional information in the recipe/culture descriptions will give the user the opportunity to explore further into a topic that has gained their interest and add value to the content being displayed.

Choosing the correct colour palette for the website is important for several reasons, firstly choosing well-matched colours will allow the text contained on the page to be easily readable and understandable and allow emphasis on important elements or elements that provide functionality. Colour is also key to making a website look visually appealing, viewers are far more likely to engage with a website that looks pleasing and much more likely to abandon a site if it does not. Finally, there is an entire philosophy on the meaning of the different colours and what they should be used for in website design, while this should be taken with a grain of salt it may be worth paying attention to, especially if other people believe in/follow these conventions.

The use of images alongside the recipes will create a more pleasing user experience and help the user to understand what the final product should look like.

The fold of the landing page is the first part of the website that any user will experience when first engaging with the site, studies have suggested that most users will decide very quickly if the website is worth their time or not, it is therefore important to have this section stand out and be as stimulating as possible while also conveying the purpose the site.

Video footage or links to video footage will provide another layer of engagement for the viewer as well as providing guidance on how to prepare each recipe if they are confused with the explanation in text.

Ensuring that only content relevant to the recipes around the world site is displayed is to keep the website fit for purpose and reduce user harassment, a user is likely to quit a website permanently if it does deliver what they initially wanted or keeps providing unexpected content.

A visitor poll on their favourite recipe is a good way to engage the user, it is also a good visual aid to determine for the site-owner and other users which recipes are interesting and which are not.

Similar to the visitor poll in many regards, displaying individual ratings may aid users to make an informed decision about which recipe they would like to try.

A comments section for each recipe would allow users the opportunity to engage with each other and potentially provide more detailed feedback on each recipe as well as providing suggestions for help or improvements with/upon them.

The bottom navigation buttons were a late addition which I added to the design plan in order to flesh out the homepage and add some flexibility for user navigation.

# Site Organisation/Navigation Tree Diagrams

Chart, diagram

Description automatically generated

Figure - SITE MAP

A picture containing icon

Description automatically generated

Figure - MEGA MENU DROPDOWN NAV

As seen in figure 1 there will be an initial homepage which will contain the navigation bar with headers leading to the Spanish, Japanese, Cajun, Cuban and Puerto Rican sections and from each section their respective recipe pages are accessible.

Figure 2 shows an example of the mega menu dropdown which would allow direct access to any other page, due to limited content on the site it may or may not be suitable for the final development of the site but it is something that would be nice to have.

# User Interface Wireframes

Diagram, engineering drawing

Description automatically generated

Figure - HOMEPAGE MOCKUP

Diagram

Description automatically generated

Figure - CULTURE PAGE MOCKUP

Diagram

Description automatically generated

Figure - RECIPE PAGE MOCKUP

## Mockup Comments

### Landing page

Top navigation bar with interactive functionality, I have implemented a simple drop down in the mockflow as opposed to the original mega menu idea as the more I think this through it is more suitable due to the lack of content.

Hero page stye top section in the fold with a background image/video clip with a title and short greeting to grab the user’s attention.

Image with paragraphs aside for the second row to give a visual and textual explanation to what the site is about and what content it contains.

There is a title and 5 button combination in the bottom row that was not initially in the design thought process, this was added primarily to flesh out the homepage but also provides a second option for the user in regard to navigation and will keep the page light on reading material.

### Culture Page

Similar style/layout of the first row for cohesion purposes, only needs a title and perhaps each heading image could be the flag of each culture it is describing.

A picture of appropriate cultural theme with a description of the cultural food alongside.

A link to a suitable further reading source if the user is interested in learning more about each cultural food style.

A heading with 2 buttons underneath to each recipe for that particular culture, this provides an easy and hierarchical navigation progression for the user.

### Recipe Page

To keep the recipe pages free from clutter, the fold contains only a title.

The next row will be a picture/media of the individual recipe/food that the recipe is describing with a brief description of what it actually is alongside it.

The next row will be split with the ingredients listed and the instructions for preparing it with clear titles/headings to show which is which. Underneath the instructions I have placed a ratings mockup to display information on the recipe however I am unsure if this can/should/will make it in the final implementation.

The last row contains a possible user comments section, this would be a nice to have feature however again this will depend on if I am able to or should implement this during production.