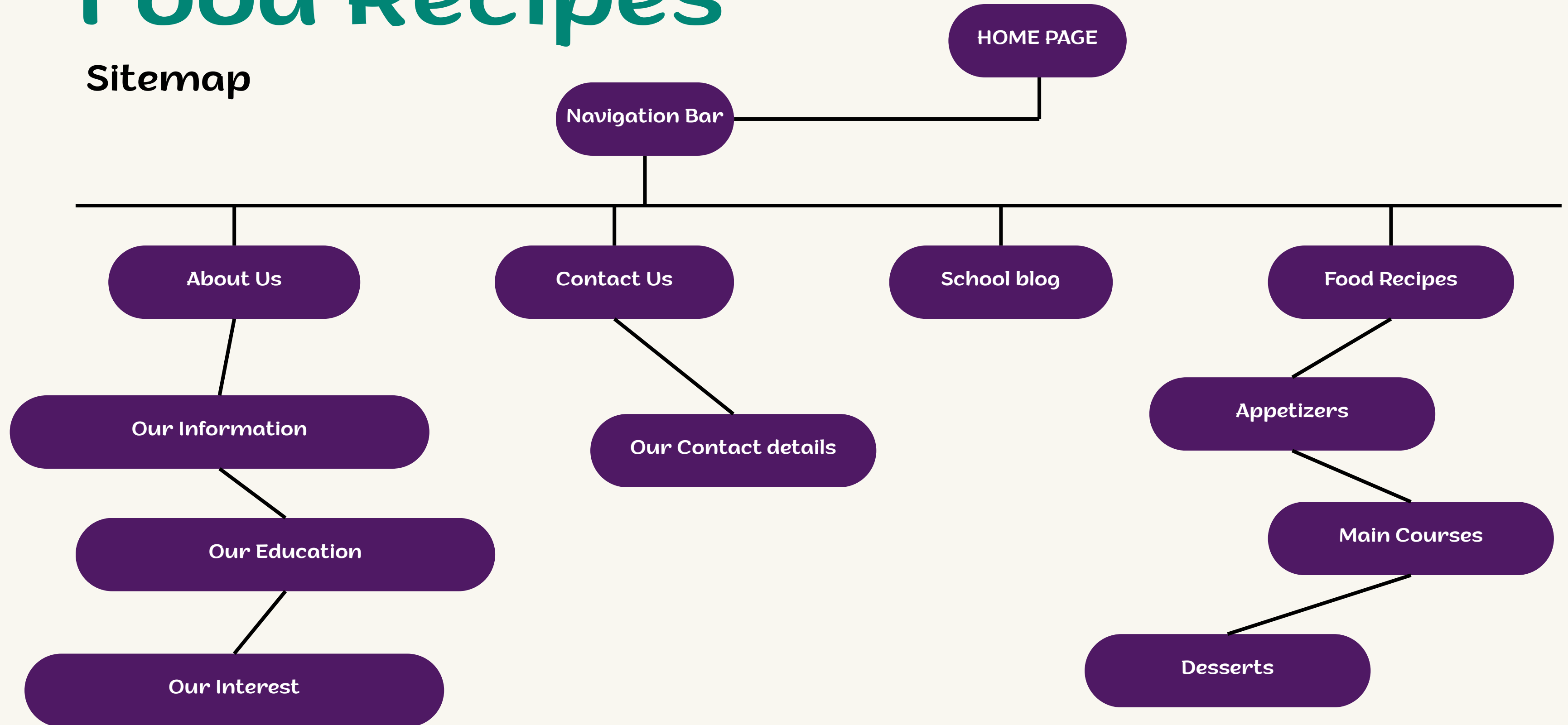


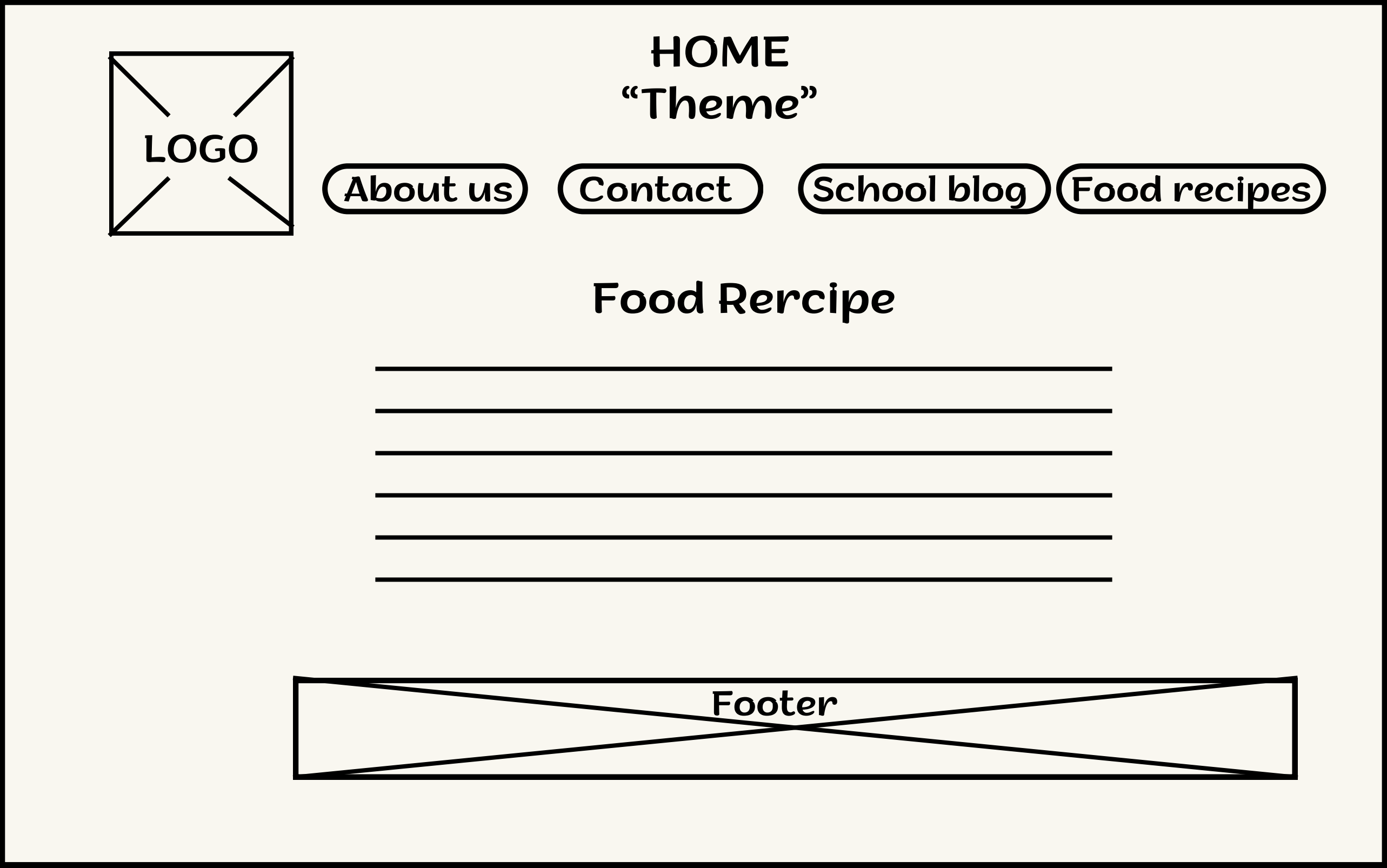
Food Recipes

Sitemap



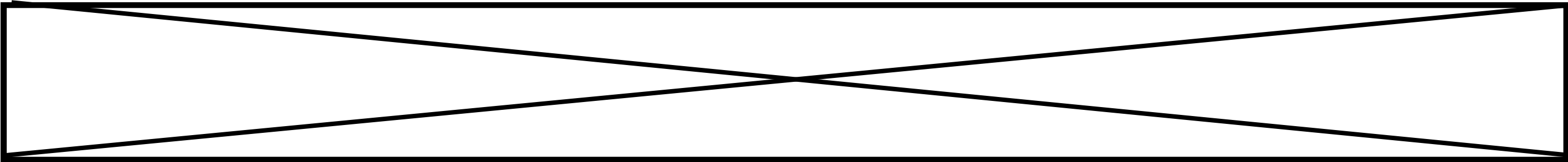
Food Recipes

Wireframe

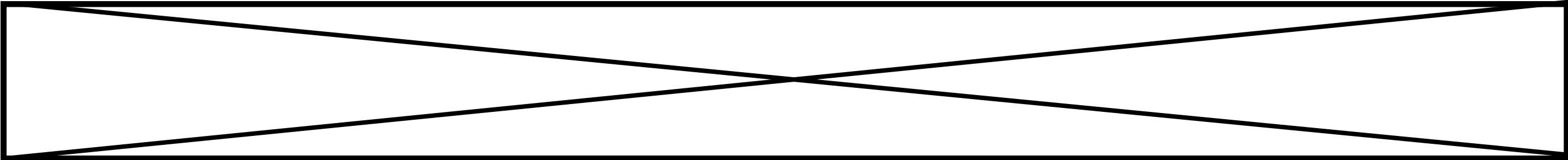


About US

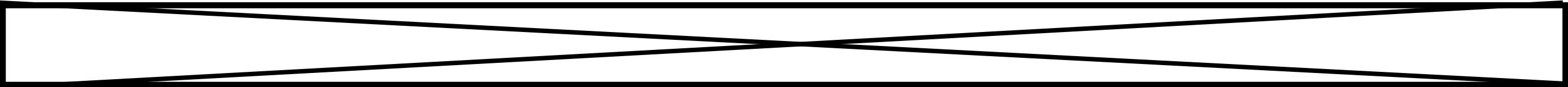
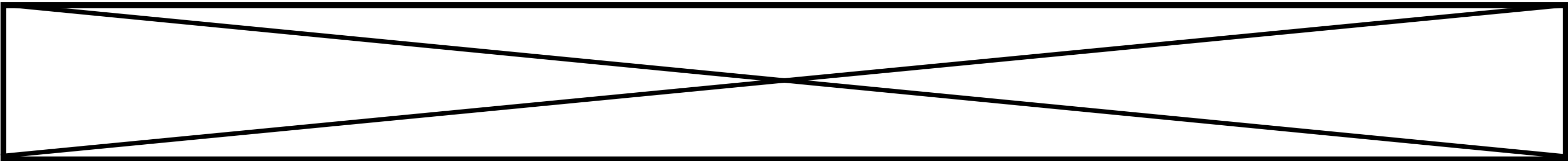
Information section



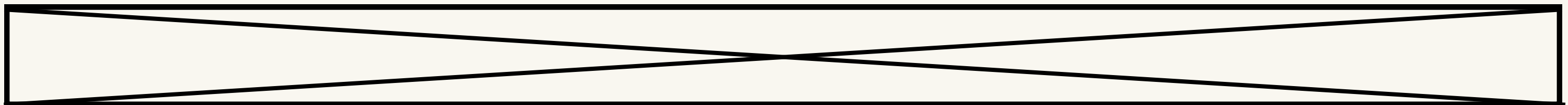
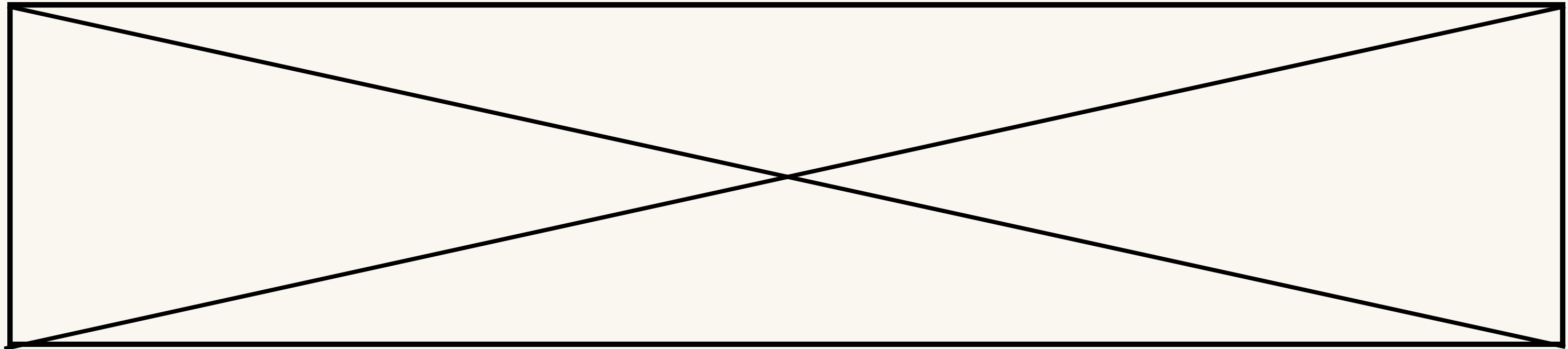
Education section



Interest section

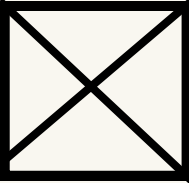


Contact Us Section



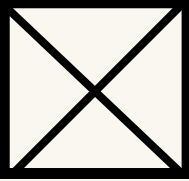
Food Recipes Section

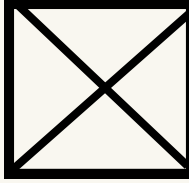
Appetizers





Main Courses

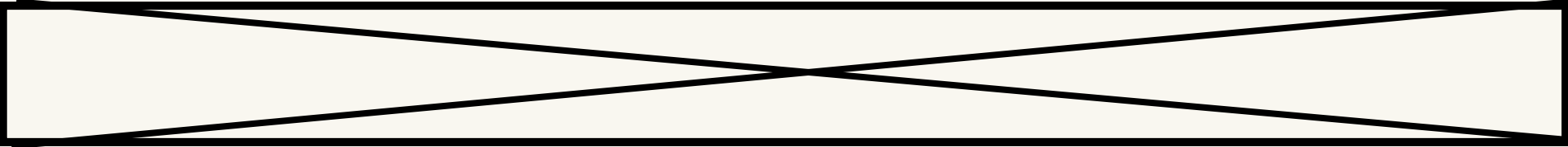




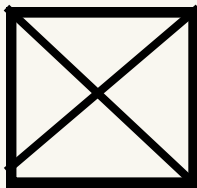
Desserts



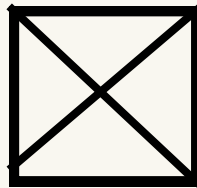




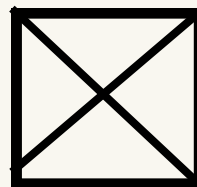
School Blog Section



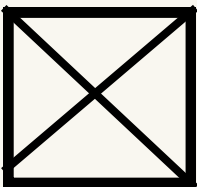
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Purpose & Goals

Purpose

- To Provide Clear Instructions
- To Promote Healthy Eating
- To Educate
- To Inspire

Goals

- To Support Meal Planning and Budgeting
- Improve Cooking Confidence
- Save Time and Money

Target Audience

Home Cooks

Why: They are looking for guidance to prepare meals for themselves or their families. Recipes help improve their skills, explore new cuisines, and save time and money compared to eating out.

Beginners / Learners

Why: People who are just starting to cook rely on step-by-step recipes to build confidence and learn kitchen basics like measurements, techniques, and timing.

Parents / Families

Why: They seek quick, easy, or make-ahead recipes that fit into tight schedules. Time-saving meals with minimal ingredients are especially popular.

Health-Conscious Individuals

Why: Many look for recipes that meet specific dietary needs — such as low-carb, vegan, gluten-free, or high-protein. Recipes allow them to take control of what goes into their food.

Students & Young Adults

Why: Often on a budget and new to independent living, they need affordable, easy-to-make recipes that don't require fancy tools or ingredients.

HOW THEY BEFENIT:

Home Cooks

- Learn new dishes and techniques.
- Save money by cooking instead of eating out.
- Provide healthier meals tailored to dietary needs.

Beginners/Learners

- Step-by-step guidance to build confidence in the kitchen.
- Introduction to basic cooking terms, tools, and methods.
- Encouragement to try new cuisines and flavors.

Parents / Families

- Recipes for kid-friendly, balanced meals.
- Quick, easy meals that fit busy schedules.
- Encourages family bonding during cooking and mealtime.

HOW THEY BENEFIT:

Health-Conscious Individuals

- Access to recipes tailored to dietary goals or restrictions.
- Better control over ingredients and portion sizes.
- Helps manage conditions like diabetes, high blood pressure, etc.

Students & Young Adults

- Recipes help them transition into adulthood by learning to cook for themselves or their households.
- Budget-friendly, simple recipes help them eat well while living away from home.

THANK YOU!!