CSC 271: Assignment 2: Process & Design

Part 2:

A:
1. My product website solves the problem of deciding what to cook or how to cook.
2. My product idea is where you can browse or search food recipes based on your interests or based on what ingredients you have. The website is where you can browse or search for the foods and it also tells what features there are for the product.
3. This will be an educational website.
4. The product helps make food easier by finding recipes based on your preferences and what ingredients you have. It is for people interested in cooking, but might have trouble deciding. It matters because it makes meal planning stree free.

B:
1. The primary audience for this product would include all ages, all genders, all countries, and probably urban areas. The main thing is that they would be interested in making food. The average income could be 50,000 per year, any education level, and any marital or family status. Their occupation could be anything except for food related like chefs as they probably would not need this product. People who work longer hours and have limited time could look for recipes to make quickly. They would use the web frequently searching for meal ideas. Any device could be used to access the website.
2. Name: Emily
Sex: Female
Age: 26
Location: Austin, Texas (Urban)
Occupation: Marketing Specialist
Income: $55,000
Web use: Uses the web daily for work and cooking inspiration on her phone and laptop.
Name: Raj
Sex: Male
Age: 34
Location: San Francisco, CA (Urban)
Occupation: Software Engineer
Income: $95,000

Web use: Spends several hours online daily; often searches quick, healthy meal ideas.
Name: Maria
Sex: Female
Age: 45
Location: Orlando, Florida (Suburban)
Occupation: Elementary School Teacher
Income: $60,000
Web use: Uses the web every evening on her tablet to find family-friendly recipes.

3. To find recipes based on ingredients they already have. - Emily
   To discover new meal ideas that match their dietary preferences (e.g., vegan, gluten-free, allergy-free). - Raj
   To learn how to cook through easy, step-by-step instructions. - Maria
   To save time by finding quick meals for busy schedules. - Emily
   To plan weekly meals efficiently. - Maria
   To save favorite recipes for future use. - Raj

Part 3:

A:
1. The primary goal of the website is to help users find recipes based on their interests or ingredients. The most important action for users to take on the site is to search for recipes.
2. Content and features that are essential to help users achieve their goals are
   a. Homepage will highlight what the website is about and has access to all the features
   b. Search page where users can search by ingredients or by restrictions
   c. Account page where saved recipes can be stored
   d. Recipe page where the information about the recipe they selected is there
3. I like the website allrecipes because it has a clean layout and it is easy to navigate. The overall style of my site will be modern and clean. The colors will be warm and the font will be easy to read.
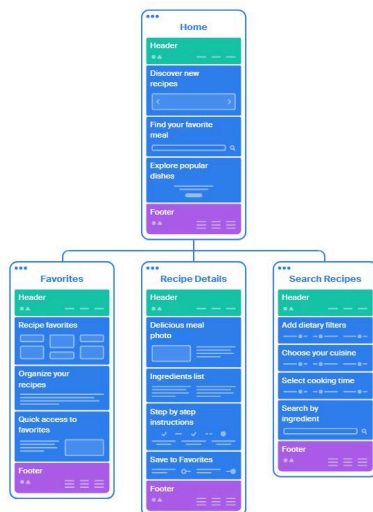
B:
1. I choose agile because it has flexibility.
   a. Planning and requirements phase - Identify goals, audience, and core features for the website.
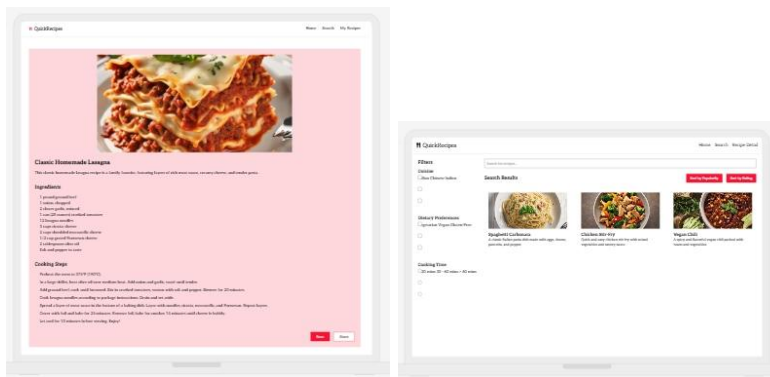   b. Design - Create the website layout, color scheme, and navigation structure.

c. Development - Build the website using HTML, CSS, and JavaScript. Implement all pages and features.
d. Testing - Test the website for usability, responsiveness, and bugs.
e. Deployment - Launch the site and make it live for users.

2.

3.

4.

5. My website will be accessible by having alt text for images, captions for videos, high contrast colors, and keyboard navigation. It will also have clear headings, simple layouts, and readable fonts. To audit for accessibility, I'll use wave and lighthouse.