

- 1) White paper
 - a) What is your business
 - i) The business is a recipe-sharing website where users can create accounts, log in securely, and upload their own recipes. These recipes can be viewed by anyone but can only be changed or deleted by the user who uploaded them.
 - b) What is the business ethos
 - i) Our ethos centers around fostering a community of food enthusiasts who can freely share and explore culinary creations while maintaining control over their own contributions.
 - c) What do you produce/make/offer/sell
 - i) The website offers a platform for users to share, discover, and organize recipes.
 - d) Who is your target audience
 - i) Food lovers, cooking enthusiasts, amateur chefs, and anyone interested in discovering new recipes and culinary inspirations.
 - e) What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein
 - i) Visitors are motivated by the desire to explore new recipes, share their own creations, and engage with a community of like-minded individuals. We will attract and motivate users through user-friendly design, engaging content, and social media outreach.
 - f) Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?
 - i) Visitors may seek both general information on cooking and specific recipes.
 - ii) Some users may be familiar with recipe-sharing platforms, while others may need introduction.
 - iii) Time-sensitive information might include seasonal recipes or trending culinary topics.
 - iv) Visitors may want to discover information about specific recipes or ingredients to aid in decision-making.
 - g) Are they already familiar with the service or product that you offer or do they need to be introduced to it?
 - i) Visitors are already familiar with the service provided and they only thing they may need help with is setting up their account

- h) Are they looking for time sensitive information, such as the latest news or updates on a particular topic?
 - i) Visitors may not typically seek time-sensitive information on our recipe-sharing website, as the content tends to be evergreen. However, seasonal recipes or trending culinary topics could be exceptions.
- i) Do they want to discover information about a specific product or service to help them decide whether to buy it or not?
 - i) Visitors are primarily looking to discover information about specific recipes rather than products or services to purchase.
- j) Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details
 - i) Visitors may need to contact us for support or inquiries, typically through email or a contact form on the website.
- k) Will visitors be familiar with your subject area / brand or do you need to introduce yourself?
 - i) While some visitors may be familiar with recipe-sharing platforms, others may need an introduction to our brand and platform.
- l) Will they be familiar with the product / service / information you are covering or do they need background information on it?
 - i) Visitors may vary in their familiarity with specific recipes or culinary topics, so providing background information can be beneficial.
- m) What are the most important features of what you are offering?
 - i) Key features include account creation, secure login, recipe uploading, browsing, and user-controlled content management.
- n) What is special about what you offer that differentiates you from other sites that offer something similar?
 - i) Our emphasis on user control over contributions, community engagement, and intuitive design distinguishes us from other recipe-sharing platforms.
- o) Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area
 - i) After achieving their initial goal of finding or sharing a recipe, users may have common questions about ingredient substitutions, recipe variations, cooking techniques, and managing their account settings.
- p) Visual hierarchy
 - i) Putting the design together came a bit easier than last time. I used another website for reference but I wanted to keep the white space to a minimum. I kept reusing the idea of “squares” everywhere to keep it all organized and fresh.