Web Project Proposal Document: Easy Cook

1. Site Name and Purpose

Site Name: Easy Cook
Purpose:
The purpose of the Easy Cook website is to provide young adults with easy-to-follow cooking recipes and tips. This site aims to make cooking accessible and enjoyable, especially for those who may feel intimidated or beginner by the kitchen.

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2. Site Goals

Objectives:
The main goal of the site is to help young adults develop their cooking skills and confidence in the kitchen. Specially for student who left their home and started live alone.
Success Criteria:
To consider the site successful, I aim to achieve the following:

- Reach at least 1,000 visitors within the first month.
- Have an engagement rate where at least 20% of visitors try a recipe and share their experience on social media.

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3. Target Audience

Audience Profile:
The target audience for Easy Cook includes young adults aged 18-30, primarily college students and young professionals. The audience is likely diverse in gender and comes from various socioeconomic backgrounds, with a common interest in learning to cook simple and quick meals.

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4. Opportunity or Issue Addressed

Focus Area:
Easy Cook addresses the common issue of young adults feeling overwhelmed by cooking or lacking the skills to prepare meals at home.
Call to Action:
I want users to explore recipes, try them out, and share their results on social media. The site will encourage them to subscribe to a newsletter for regular cooking tips and updates.

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5. Content Type

Content Overview:
The site will include:

- **Text:** Step-by-step recipes, cooking tips, and articles about food.
- **Graphics:** High-quality images of finished dishes and infographics for cooking techniques.
- **Media:** Short tutorial videos and audio clips with cooking tips.
- **Links:** External resources for cooking supplies and further reading.

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6. Related Websites

Similar Sites:

1. **Tasty (tasty.co)** - This site offers a variety of easy-to-follow recipes, primarily through video content.
2. **BBC Good Food (bbcgoodfood.com)** - Provides a wide range of recipes, including quick and easy options suitable for young cooks.

Results and Page Structure

1. Expected Results

Page Titles:

1. Home
2. About Easy Cook
3. Quick Recipes
4. Cooking Tips
5. Video Tutorials
6. Community Feedback
7. Blog
8. Contact Us
9. Newsletter Sign-Up
10. FAQ

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2. Information and Content Sources

Content Sources:

- **Text:** Original recipes and cooking articles, referencing culinary books and websites.
- **Images:** Use royalty-free images from sites like Unsplash and Pexels.
- **Videos:** Create original video content, and use clips from YouTube, ensuring copyright compliance.
- **Audio:** Include links to royalty-free music for background during video tutorials.

Schedule

Project Timeline:

- **[10 october]:** Finalize site name and purpose.
- **[25 october]:** Conduct research on target audience preferences.
- **[10 november]:** Draft content for initial pages.
- **[15 november]:** Create site map and wireframes.
- **[10 december]:** Finalize all content and design elements.
- **[15 december]:** Launch the website and promote it on social media.

Site Map

(Create a simple diagram showing the hierarchy of pages. For example, a flowchart with "Home" at the top and branching out to each subpage.)

Wireframe Layouts

(Create visual wireframes for the homepage and key content pages, indicating placements for the logo, navigation, text, and images.)