



# Argentina Sweets and Pastries

Website Branding and Design  
Walter Sebastian Carrera  
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# Product Description

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“ Argentina’s Sweets and Pastries is a website with a collection of baking recipes that are user generated and available to all visitors to view.



# Design Intent

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To create the branding and the website for Argentinian baking recipes through the use of appropriate design methodology: planning, designing, and developing.



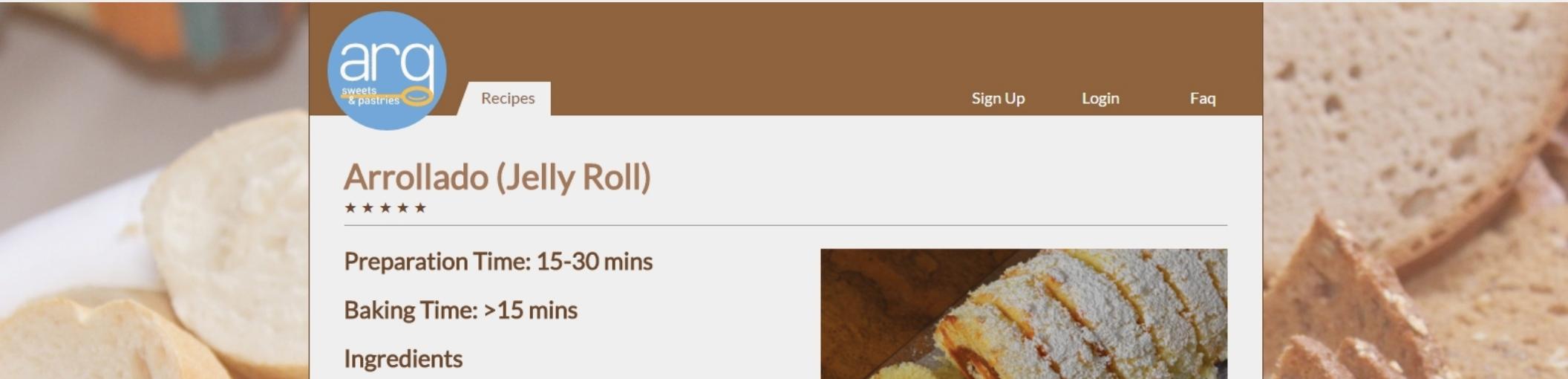
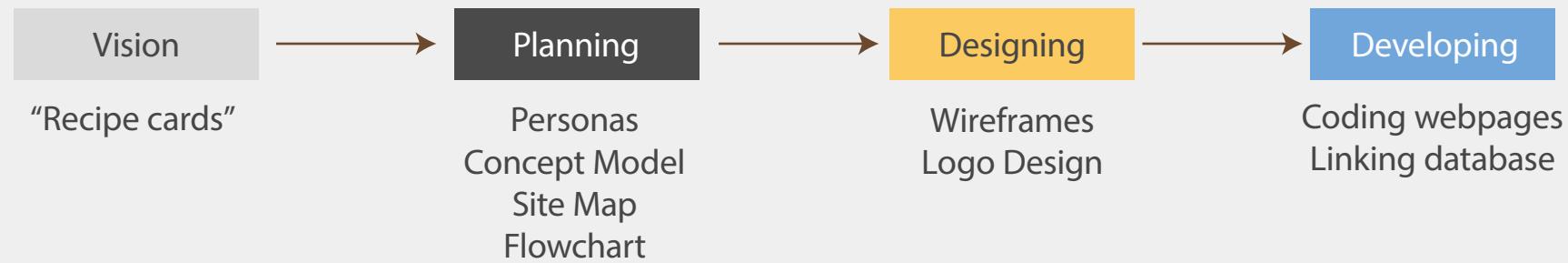
# Design Steps

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The design began with the planning. Firstly, I created two personas to identify user needs and guide my design decisions. From there I went on to create a concept model, sitemap, and flowchart. These three documents give structure to the website and give an idea as to how the user would navigate through the site. Using this information, I was able to create a wireframe depicting the layout of the landing page, and code the elements one by one using HTML, CSS, PHP and Javascript.

# Design Approach

I approached this design with a top-down methodology. I had already envisioned what the end product would look like. However, in order to have a refined final website design that would meet the current trends and practices, it was necessary to break down the site into parts through the documentation. After doing so was I able to implement the multi-faceted design.



## Design Deliverables

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# User Personas

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Sandra Bero

**“My menu could use some Hispanic touch to it. Some of my guests recommended that I introduce Argentine Desserts into my menu.”**

Sandra is a 28-year-old chef and proud owner of a 3-star restaurant in California. As part of her expansion project, she asked her guests what they would like to see in the improved menu. She is hoping to appeal to the Hispanic population, and will be bringing in a new line of desserts.



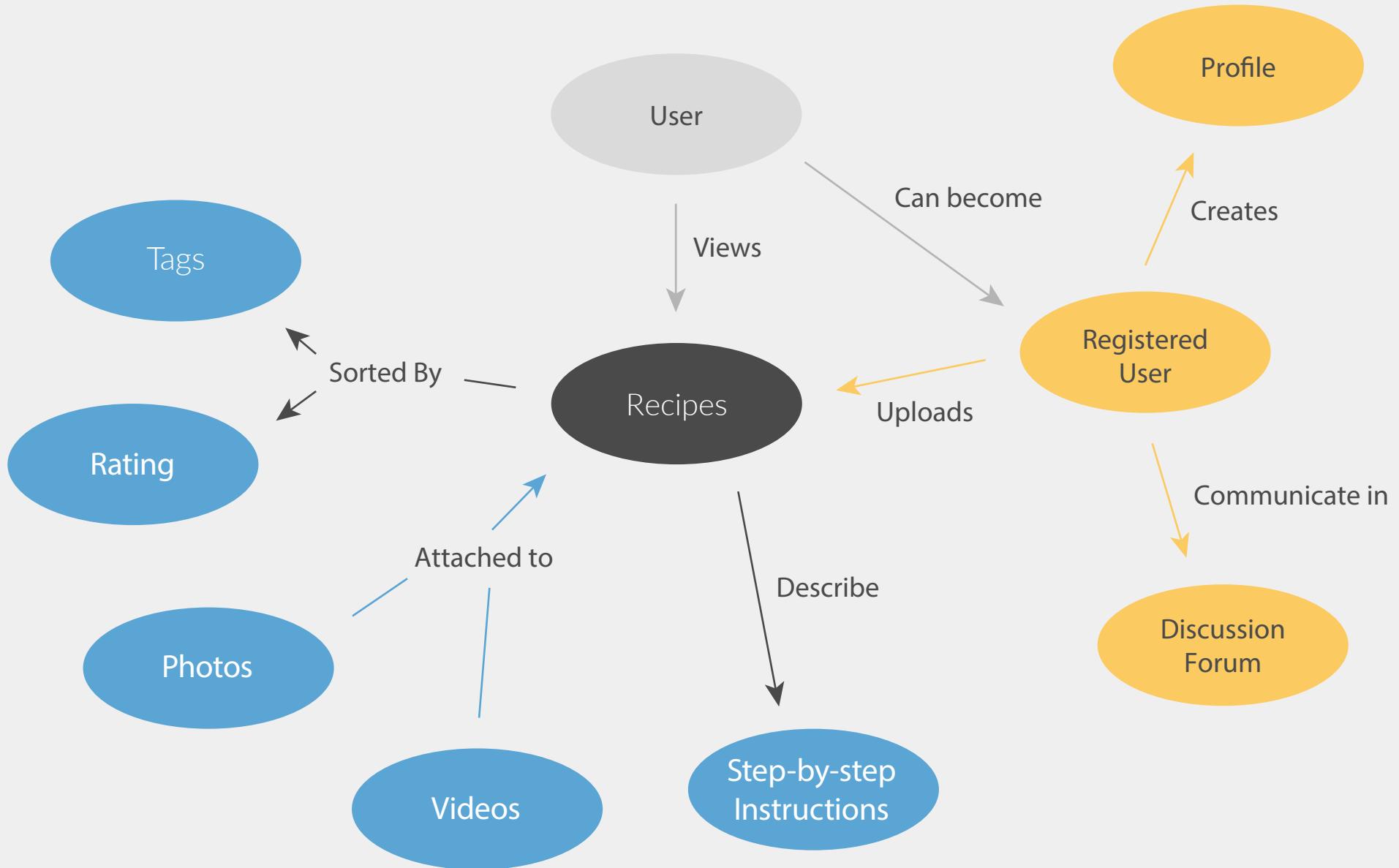
Alex D'Alessandro

**“I want to pass on the memories of my mother’s baking to my children. I may not be as good a cook as she once was but I’m sure I can manage to follow a step-by-step recipe.”**

Alex is 35 years of age and is divorced with two children. Franco (age 6) and Sammy (age 4) were born in Canada, and have not yet been to visit their father’s homeland. Alex wants them to experience a bit of his culture, and to do so, he is willing to bake, provided that he can find the recipes he needs.

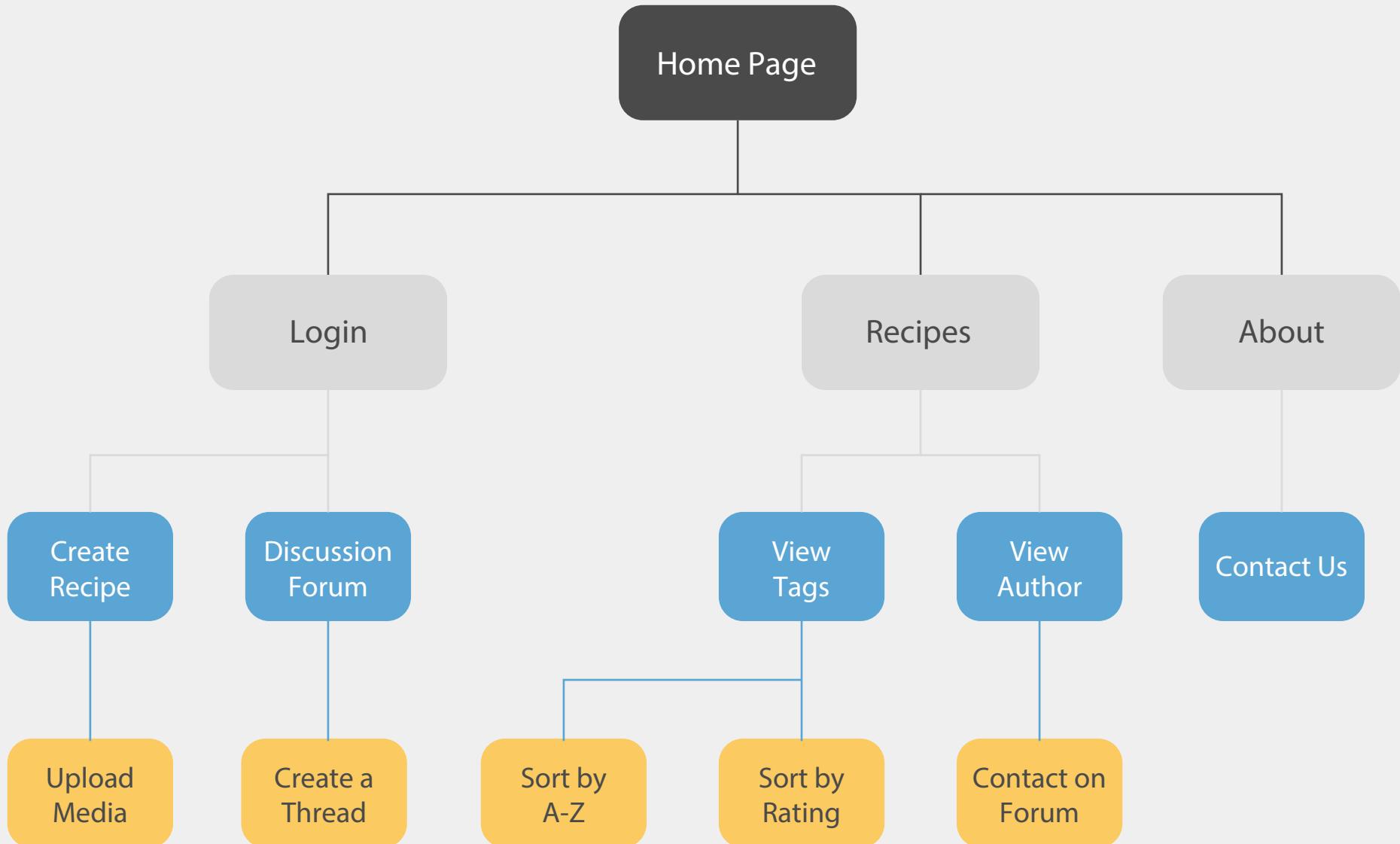
# Concept Model

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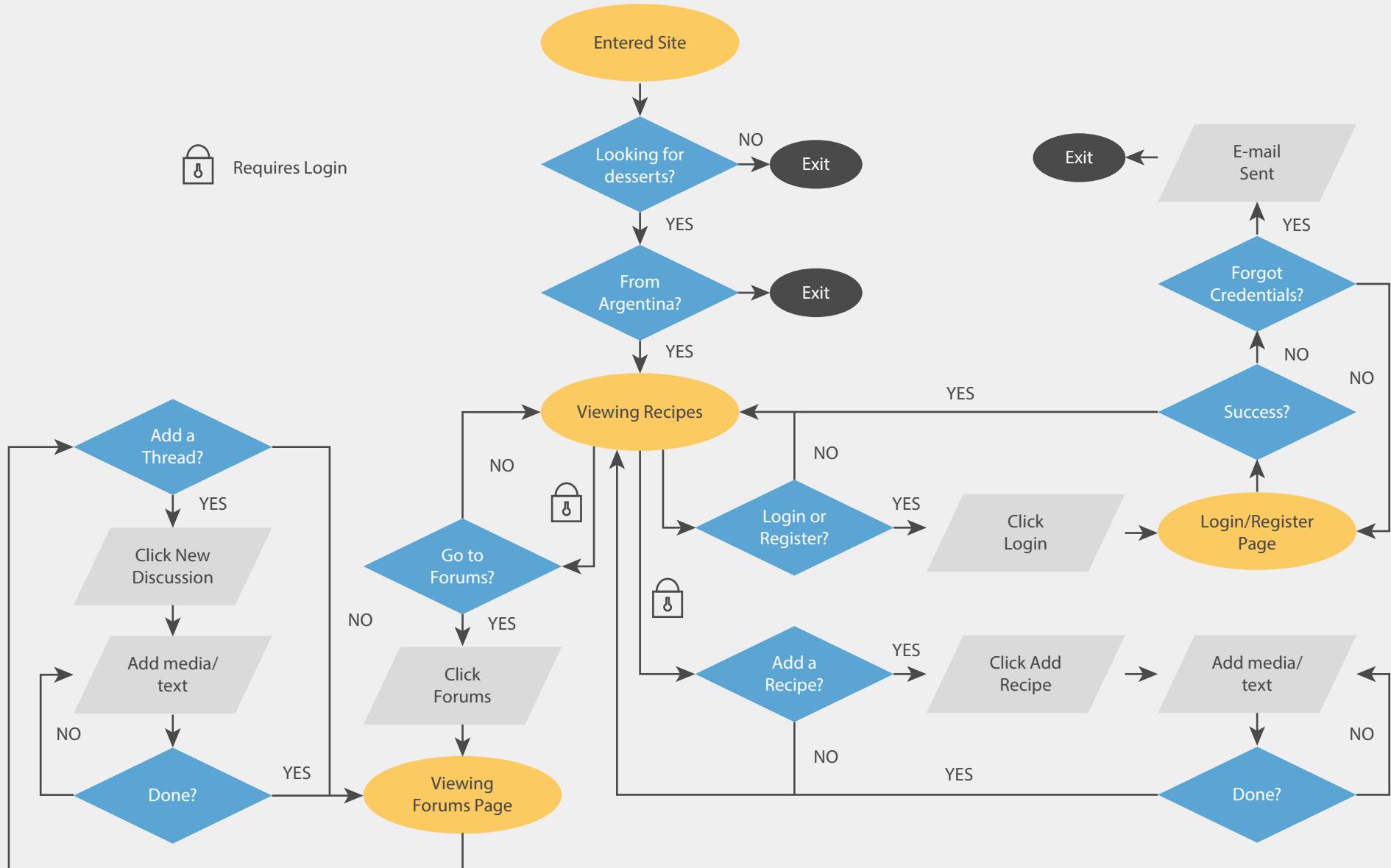


# Site Map

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# Flowchart



Thanks for Viewing!

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