Designing for the modern web

Kelvin

Contents page

Refine your ideas

Who: For people that want to learn recipes or chefs

What:A website that will show people how to make recipes

Why: So that more people can learn or make fried rice

How: If people want to cook fried rice they can go to the website

Statement of intent

I intend to make a website about different types of fried rice around the world to show people the difference between types of rice that originate from different countries and show them how to make it the ingredients and where the dish originally came from, how it's usually eaten (with water, soju, any sauces), I will also make it simple and feasibly visible so that everyone can access it and make sure that all recipes, times, and nutritional values are all accurate,

My websites will include side dishes that could be added to compliment each fried rice on the bottom of the website as it isn't that important, how to make them an image on the bottom of each fried rice and the description of the fried rice below the image, to the side of the description could be the ingredients added and cost next to each ingredient, I could add the recipe below the ingredients and add extra optional ingredients for side dishes that could also be made with the fried rice. I can also add a quick navigation tool, so people are able to skip to what they want to see and so that they'd don't have to waste time on unnecessary information that is irrelevant to that set person

From visiting my website you will learn different types of regional fried rice from different countries, how to make them, the ingredients an estimated price on how expensive it would cost, an estimated time for it to be made, and a description of the fried rice. You can also learn about side dishes that are optional and could be made to compliment the main dish which is the fried rice, also any tips and tricks to ensure that your fried rice is of utmost quality and up to your own standards.

Existing design 1

Yang Chow Fried Rice

VIEW RECIPE: YANG CHOW
FRIED RICE

This is a vegetarian version of the classic Chinese dish that traditionally includes shrimp and ham. The fried rice can stand alone as a one-dish meal; however, if you desire a crunchy side, Sesame-Soy Snow Peas fills the bill. Cut the cilantro into small sprigs instead of chopping for a pretty garnish.

Fried Rice

VIEW RECIPE: FRIED RICE

To make this side dish a meal, increase the portion size and top with a sunny-side-up egg.

 Fried Rice Recipes | Cooking Light

I like the box around the button that leads to another page with the recipe in, the description below and a image to the left that shows what it looks like, I don't like the amount of white space left around each one and that theres not much content, It will impact my website by adding a simplistic look with not too much crowding the website

Existing design 2

Ingredients

3 tbsp. sesame oil, divided
3 large eggs
Kosher salt
2 carrots, diced
3 green onions, thinly sliced, white and green parts divided
3 cloves garlic, minced
1 tbsp. peeled and minced ginger (from a 1" piece)
4 c. cooked long grain rice (preferably leftover)
3/4 c. frozen peas
3 tbsp. low–sodium soy sauce

See All Nutritional Information

Directions

Step 1

Heat a large cast iron skillet over high heat until very hot, about 2 minutes. Add 1 tablespoon oil.

Step 2

Beat egg with 2 teaspoons water and a large pinch salt and add to skillet. Cook, stirring to form large soft curds, about 30 seconds. Transfer to a plate.

Step 3

Return skillet to high heat and add 2 tablespoons oil, the carrots, and whites of the green onions. Cook until lightly golden, about 2 minutes. Add garlic and ginger and cook, stirring, until fragrant, 1 minute.

Step 4

Add rice, peas, and cooked eggs to skillet. Pour in soy sauce and cook, stirring until heated through, 1 minute. Season with salt and pepper and stir in the remaining green onions.

[Best Fried Rice Recipe - How To Make Perfect Fried Rice (delish.com)](#)

I like that the ingredients are separate from the recipe and easy to read, The ingredients are bold and easy to see and read, and the measurements are right next to them, I could add an estimated price of the ingredients and make a total so that the person viewing could know how much it could cost and see if its in their price range, It add simplicity to the ingredients and recipe and adds cost and measurements of ingredients

Existing design 3

drain

				286
Add Photo				

Prep Time: 5 mins   **Cook Time:** 15 mins   **Total Time:** 20 mins

Servings: 8   **Yield:** 8 servings

[Easy Fried Rice Recipe (allrecipes.com)](allrecipes.com)

I like the video on how to make the fried rice
And the times of the steps to make the fried rice, It shows the servings, and I like that because it gives a rough estimate on how long it could take to make the dish so the person can know how long it would take and see if they have time to make it or try another recipe, I don't like where the video is placed maybe to the left or right of the times, and it could impact my website by adding rough estimates on how long each recipe could take, also add a video on how to make the fried rice
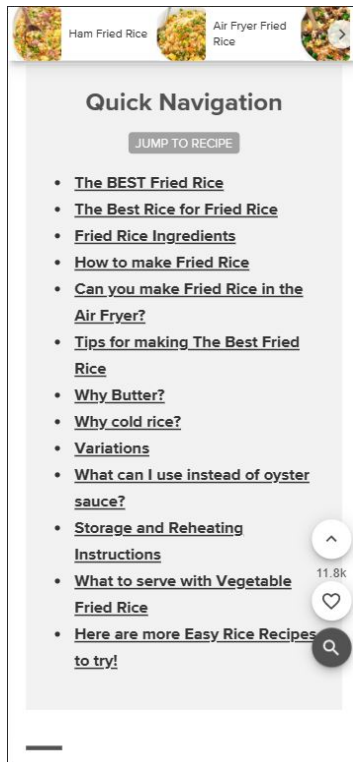
Existing design 4

Prep Time	Cook Time
5 mins	10 mins

Course: **Main Course** Cuisine: **Asian** Keyword: **fried rice, rice** Servings: **4 servings** Calories: **400kcal**

Ingredients
- 2 tablespoons of oil
- 2 minced garlic cloves
- 1/2 finely chopped brown onion
- 120g chopped bacon
- 1 cup of frozen vegetables (peas, carrots and corn are the go to)
- 2 cups of white rice
- 3 whisked eggs
- 3/4 cup of spring onions

Sauce ingredients
- 1 tablespoon of Chinese cooking wine
- 1 tablespoon of soy sauce
- 1/2 teaspoon of sesame oil
- 1/4 teaspoon of white pepper

Instructions
1. Heat the majority of your oil in a wok on high heat until it starts to smoke.
2. Add in your brown onion, bacon and garlic.
3. Cook for about 2 minutes or until the bacon is a light golden colour.
4. Add in your vegetables and cook for 2 minutes so that the water evaporates.
5. Add in your rice and sauce ingredients and cook for 2 minutes.
6. Move your rice to the side of your wok and add in the remaining oil directly onto the wok (you should create a space free from all ingredients).
7. Pour your egg mixture in and scramble it (you want to make sure that it is hard scrambled).
8. Add in your spring onion and stir your egg throughout the dish.
9. Take the wok off the heat and serve it immediately.

[Perfect Fried Rice Recipe (bestinau.com.au)](bestinau.com.au)

I like this layout of the instructions, ingredients, and the ingredients of sauce by itself, it also has the prep time and cook time at the top, It also had the calories at the top calculated but has no price to the ingredients or total, I could add an image of the finished product to show what it looks like and how It should turn out so that people have an idea of what the finished idea should look like to make sure that they didn't mess up in any of the instructions. It adds information and an easy to read ingredients and instructions for the fried rice and also adds a section for the extra added sauce ingredients.

Existing design 5

I like the quick navigation area where you can navigate to places on the page and go to what you wanna know so you don't have to keep scrolling until you ding what you want to find, like the recipe, ingredients, or the description about what it is, I could also add where the fried rice is so they can quickly switch between each fried rice and conveniently, and so that they don't have to find where it is, instead just looking at quick navigation to find it
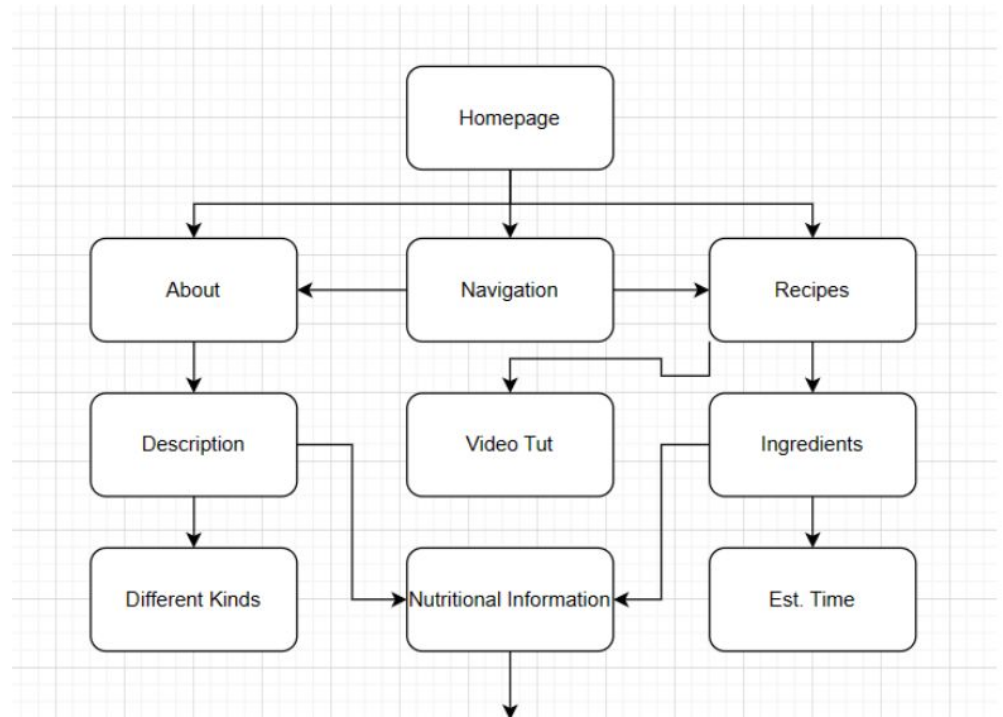
Wireframes

[Wireframe Desktop](#)
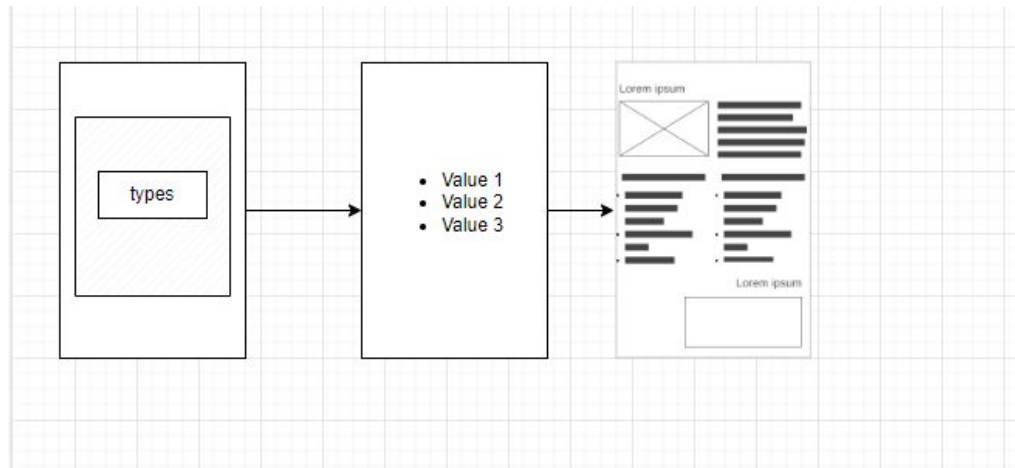[Wireframe Mobile](#)

Logo Sketch Ideation
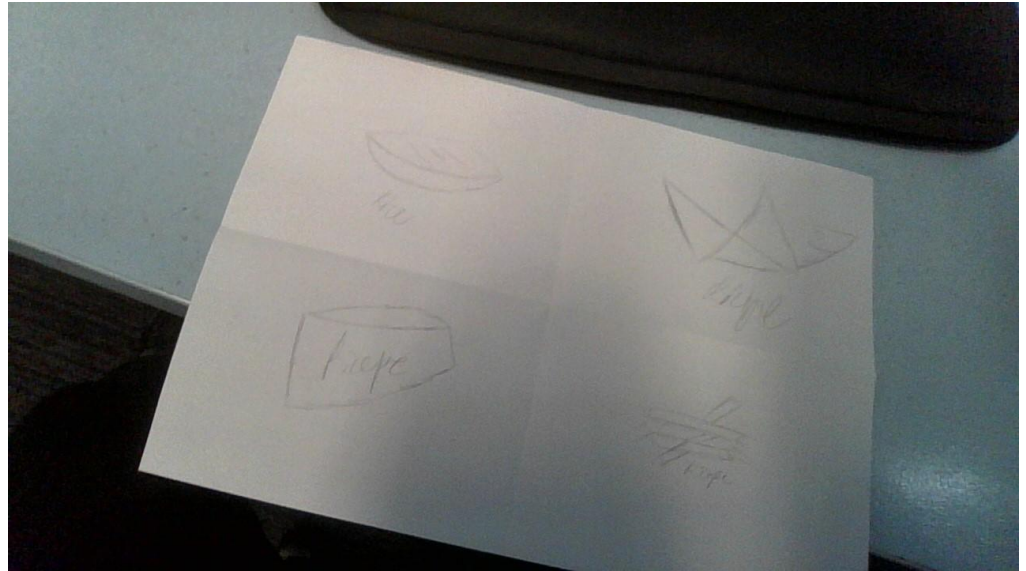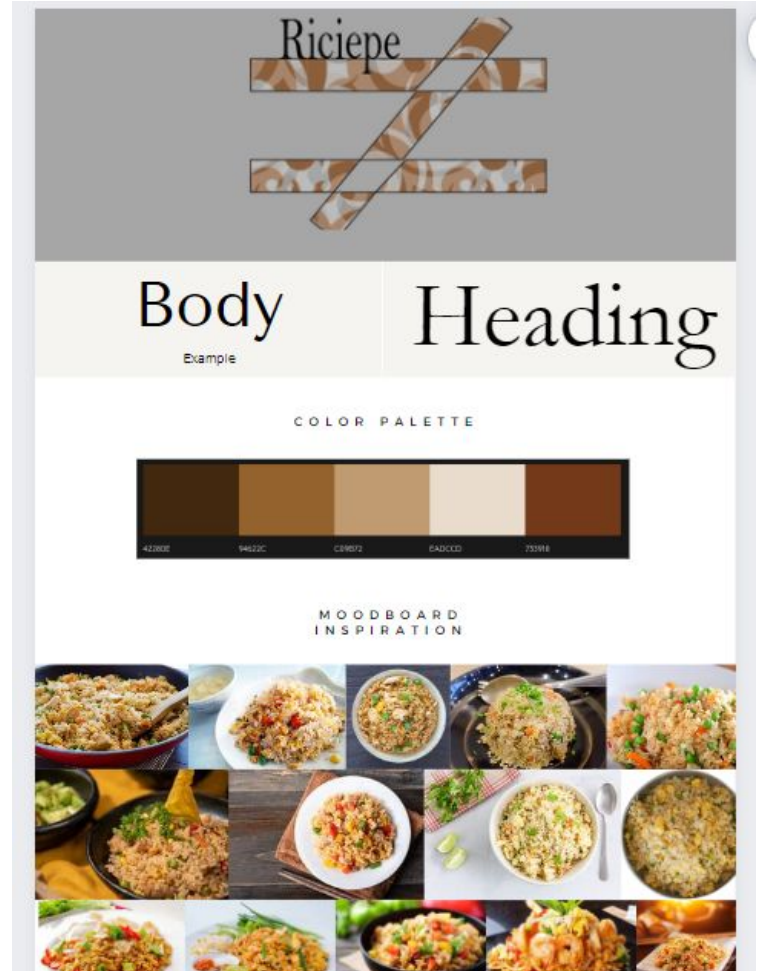
Sitemap

2x User Persona

1. As a person who is learning how to cook, I want to learn more about fried rice and how to make it and also the ingredients that are used in order to create it so that when I'm hungry or a guest is coming over, I can make them a simple and delicious meal

1. As a chef who has had culinary experience, I want to check the accuracy and taste of this website's recipes, nutritional information and ingredients so that I can ensure that learners can make something of their skill level and to be sure that the website is not lying or missing anything about the recipes. I can check out the recipes, videos, and nutritional values to ensure no mistakes are made.

UX Navigation
Wireframe

Moodboard

Favicon

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