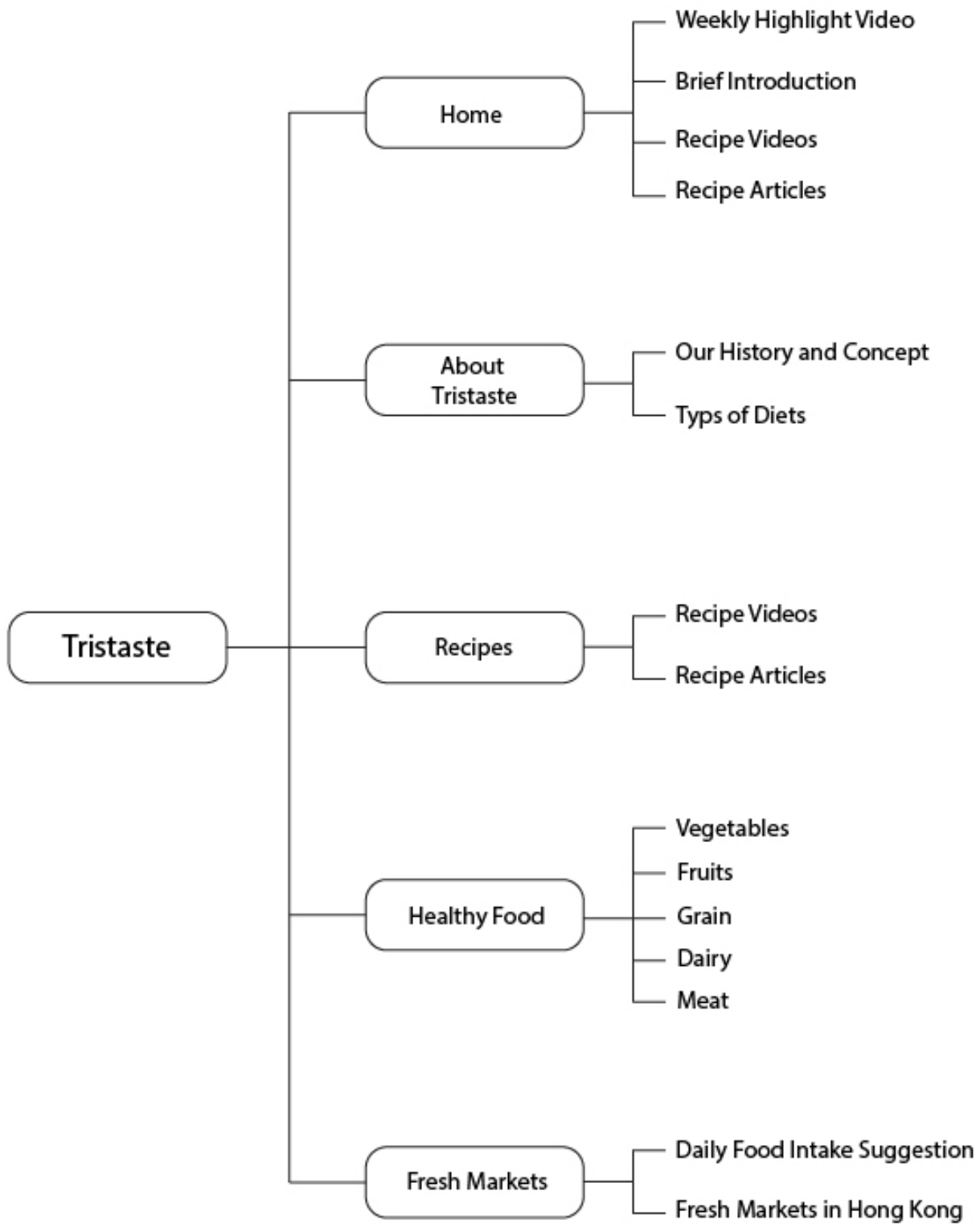


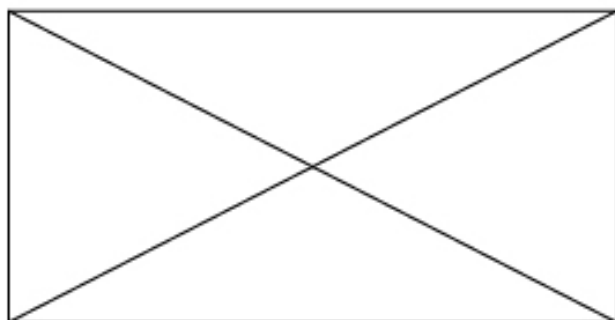
# Site Map and Wire Frames of Tristaste



Website Logo

Weekly Highlight Video

What does Tristaste provide?



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Recipe Videos



Video

Video Title



Video

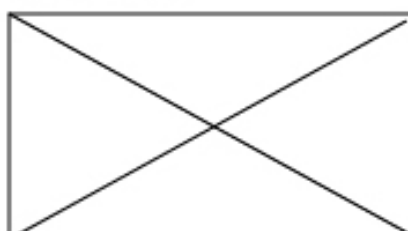
Video Title



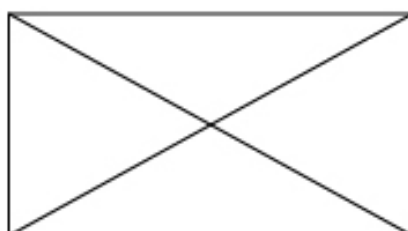
Video

Video Title

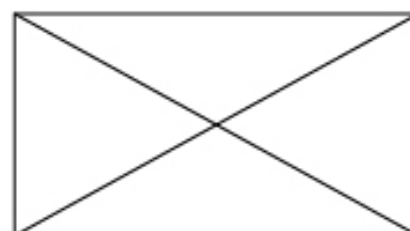
Recipe Articles



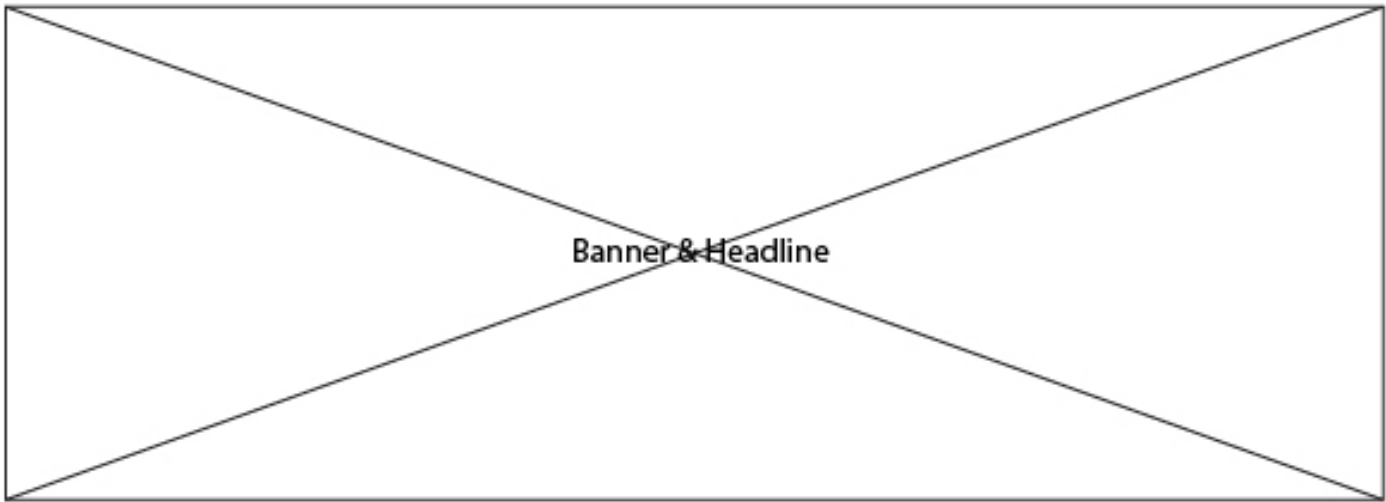
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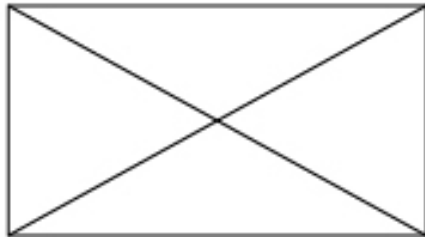
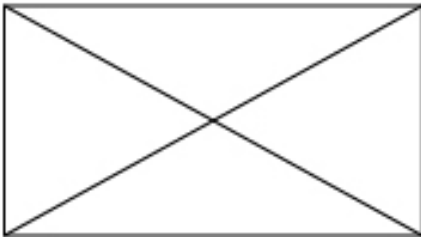
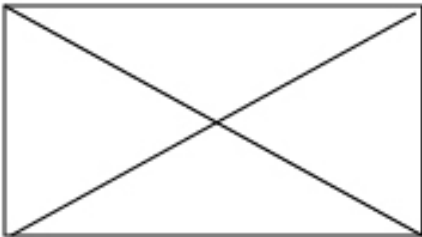
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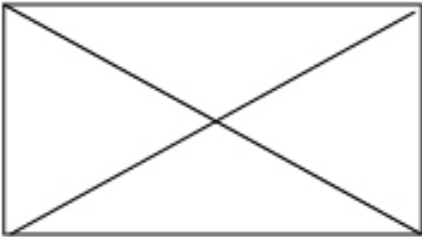


Our History and Concept

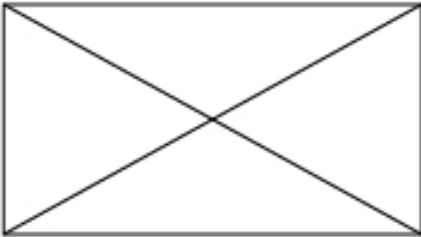


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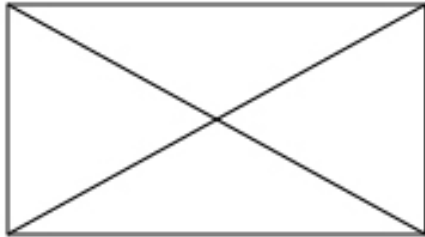
Types of Diets



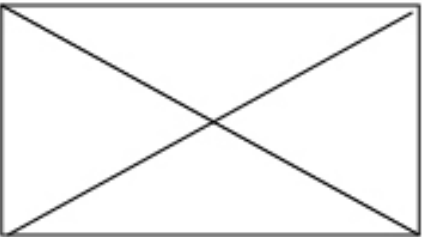
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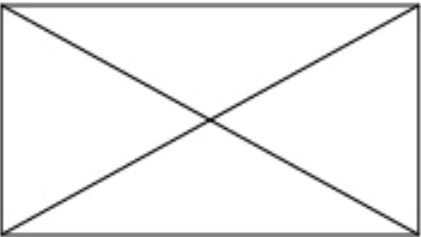
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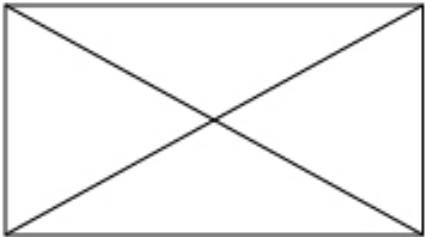
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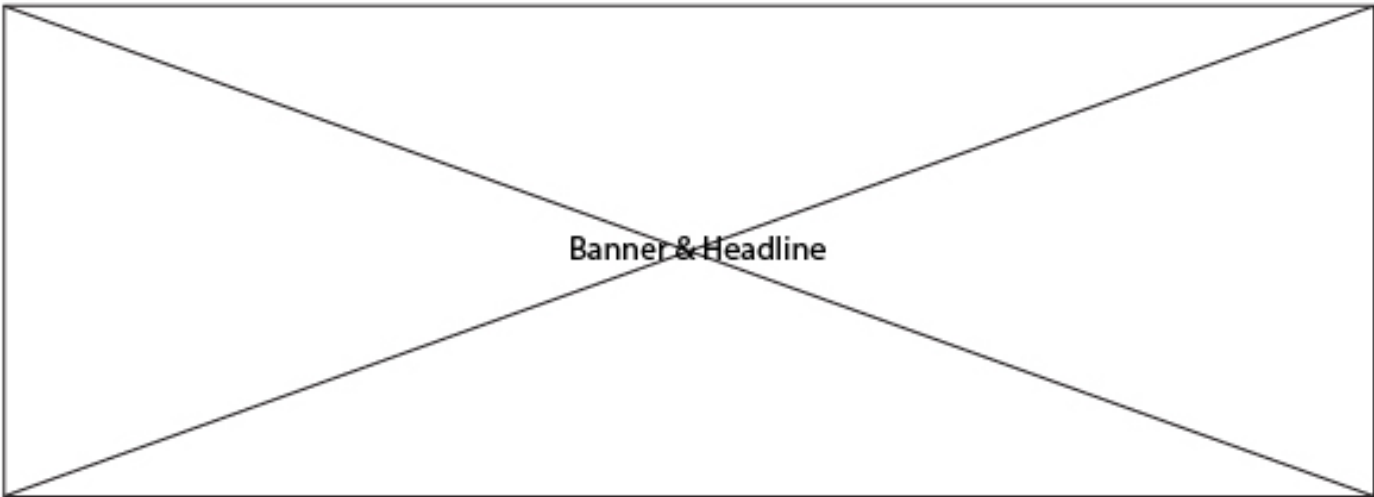


Title



Title

Recipes:



Recipe Videos



Video Title



Video Title



Video Title



Video Title

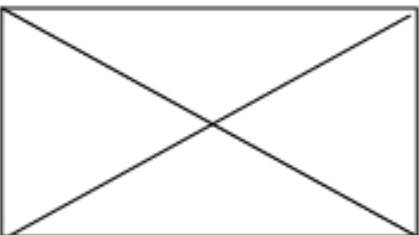


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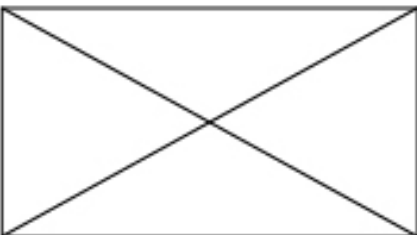


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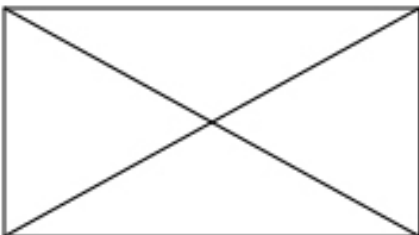
Recipe Articles



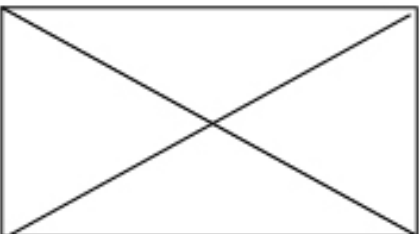
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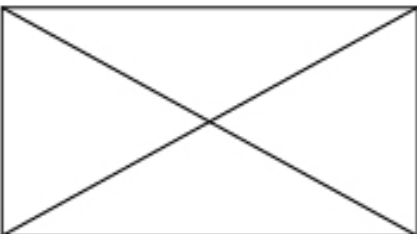
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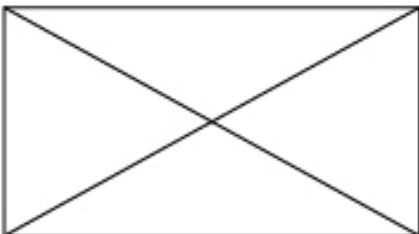
Title



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Title



Title

### Healthy Food:

~~Banner & Headline~~

## Vegatables

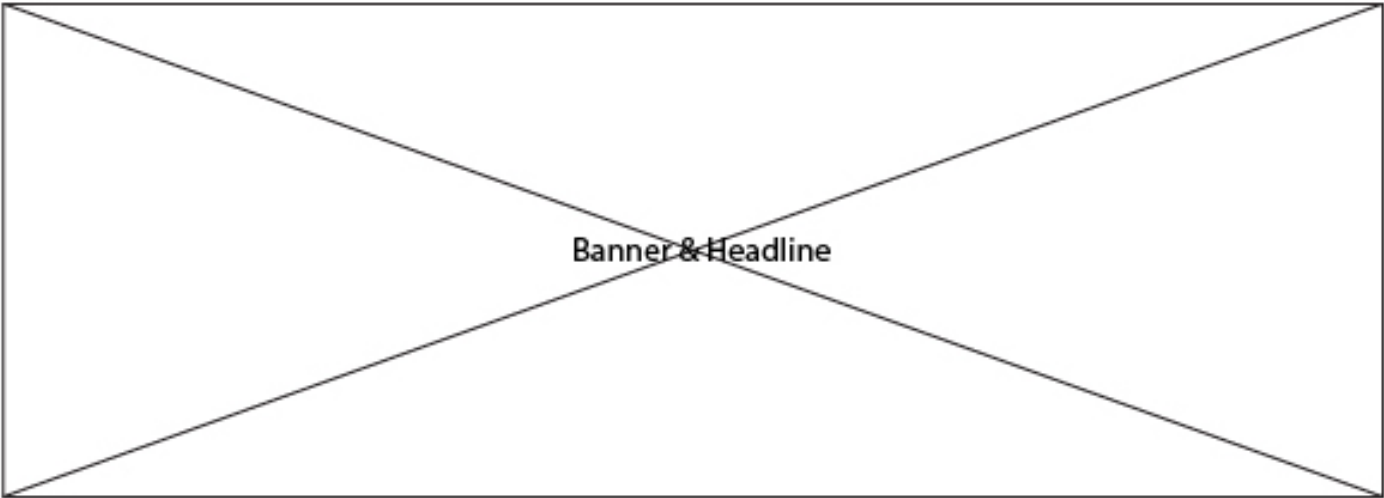
## Fruits

Grain

Dairy

Meat

Data table showing the names, photos and descriptions of healthy grain suggestions

A large rectangular placeholder for a banner and headline, featuring a large 'X' formed by two diagonal lines crossing in the center.

Banner & Headline

Daily Food Intake Suggestion

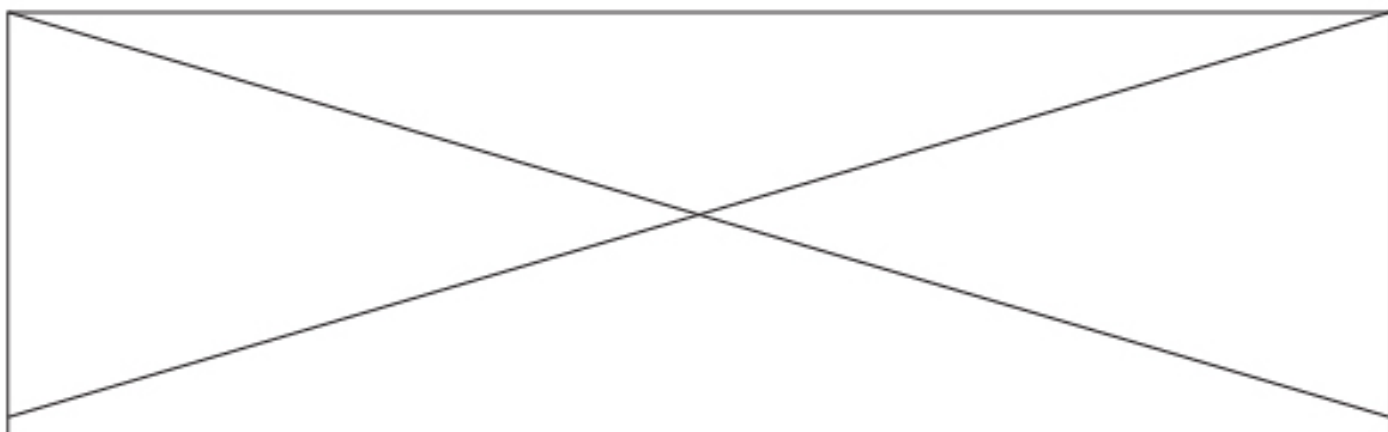
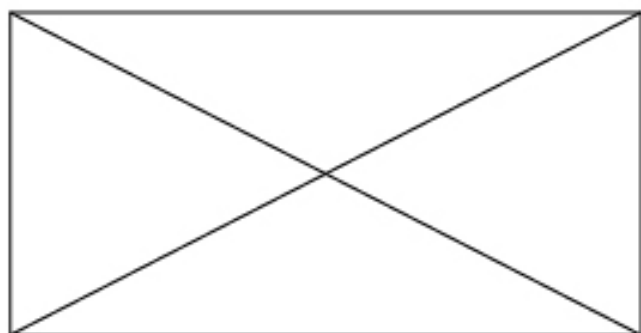


Chart showing the amount of suggested food intake

Fresh Markets in Hong Kong



Map with market locations marked

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## **This Purpose of this website:**

Hong Kong people love to try different kinds of cuisine since Hong Kong is a food paradise. They are becoming more interested in cooking due to the popular cooking demonstration videos being shared on social media, which are usually short and fast.

Although there are a lot of recipe websites, there is no media company specialized in providing only low-calorie recipes in Hong Kong. For example, Day Day Cook and Cook1cook only put this kind of low-calorie recipes as a category, which does not offer many recipe choices. They do not use low-calorie as the theme or focus of the website. The needs for low-calorie recipes with diverse choices (such as categorizing into Japanese, Western or Southeast Asian cuisine) are not currently met by similar websites.

Therefore, Tristaste aims at serving the needs of people who are calorie-conscious but still want to enjoy different kinds of tasty food. As it is easier to control calorie intake by cooking own food than eating out, Tristaste provides low-calorie recipes of different cuisine to satisfy consumers' desire for recipe choices.

## **Target Users:**

- 18-50 years old
- Interested in cooking
- Look for low-calorie and yet diverse recipes

## **Usability Test:**

5 target users were invited to conduct a usability test for the wire frames. They are all target users who are interested in cooking and would like to see more diverse and low-calorie recipes online. They were given the 5 pages of prototypes and 3 tasks during the test, they are:

1. Look for fresh market locations in Hong Kong.
2. Look for links to social media of Tristaste.
3. How to read a recipe article in details?

Most of them completed the tasks without obstacles, and find the design clear and straightforward. There are 2 major findings from the usability test. First, 3 users mention that although they know where to find fresh markets when being asked, they do not quite understand what does it mean by "Fresh Markets" on the navigation bar. Second, 2 of them think that the word "Tristaste" is redundant in the "About Tristaste" tab, which makes the navigation bar a bit wordy and the tabs are too close to each other.