



# Foodie Fanatic

YOUR ONE-STOP FOR ANYTHING FOOD

- By The incrEDIBLES  
Japneet, Thomas, Vishwa and Yash

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- What is Foodie Fanatic & Current State
- Research and User Personas
- Content Plan, Sitemap, Wireframes, Taxonomy
- Project Timeline & Pricing
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# What is Foodie Fanatic?

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Foodie Fanatic endeavors to inspire, educate and outfit customers for a lifetime love of food and cooking by providing recipes, best practices, culinary events and follow-alongs, and required equipments and kitchen appliances.

# Building the Experience at Foodie Fanatic

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Grow



Nouris

h



Savor

# Current Issues

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From user research and customer interviews, we found out:

- Hard to navigate website
- Users are unaware about variety of content
- Improper search results
- Users feel overwhelmed
- Content is improperly tagged and linked
- Users lose interest and start searching elsewhere

# Research on User Needs

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1

Conduct user interviews and surveys to understand what users actually want

2

Evaluate current content based on user needs

3

Translate needs of the user by creating user personas and re-designing the website experience to match those needs



# Novice cook, trying to learn on a budget

## Chris Raynolds



“ With classes, activities and friends I barely have time to cook. I need healthy food!! ”

**Age** 21  
**Occupation** University Student  
**Status** Single  
**Location** Seattle, WA  
**Income** < \$35,000 /yr

### Goals

- Learn batch prep to have healthy food available throughout the week
- Have access to affordable grocery delivery
- Use how-to videos to learn skills needed to cook healthy meals

### Frustrations

- Very little time to learn how to cook and prepare food
- Inexperienced chef lacking many basic tools and skills

### Website Needs

Premium Membership	Recipes
Ease of Navigation	Shopping
Shopping Lists	Social Interaction
Personal Profiles	Live Events
	Celebrity Chef Videos

### User Profile

Novice Cook	Experienced Cook
\$	\$\$\$\$
On The Go	Home Body
Struggles with Technology	Tech-Savvy

### Favorite Brands



### Predicted Usage

Premium Membership	Recipes
Ease of Navigation	Shopping
Shopping Lists	Social Interaction
Personal Profiles	Live Events
	Celebrity Chef Videos

# Experienced cook, looking for one-stop for recipes & ingredients

### Amana S. Peddisetty



**I'm looking to try new dishes and share them with friends on the weekends with a glass of wine.**

**Age** 34  
**Occupation** Project Manager  
**Status** Single  
**Location** San Jose, CA  
**Income** \$100,000 - \$150,000

### Goals

- Learn recipes for authentic dishes from interesting cultures
- Seeking a one-stop solution for finding recipes and buying needed ingredients and tools
- Having an online personalized recipe book

### Frustrations

- Recipes call for ingredients or tools that are not easily obtained
- Ability to sort recipes by skill level and time investment

### Website Needs

Premium Membership	High
Ease of Navigation	Medium
Shopping Lists	Medium
Personal Profiles	Medium

### User Profile

Novice Cook	Experienced Cook
\$	\$\$\$\$
On The Go	Home Body
Struggles with Technology	Tech-Savvy

### Favorite Brands



### Predicted Usage

Recipes	High
Shopping	Medium
Social Interaction	Medium
Live Events	Medium
Celebrity Chef Videos	Medium

# Experienced cook, looking for social connections & exploring new cuisines

## Sherry Wilson



“ I'm looking to make new friends and learn new Asian recipes. I also love cooking shows! ”

**Age** 67  
**Occupation** Retiree/Grandmother  
**Status** Widow  
**Location** Kansas City, MO  
**Income** < \$35,000 /yr

### Goals

- Become a member of a local baking group that meets in-person
- Develop batch recipes to avoid cooking for one every night
- Access entertaining celebrity chef video to learn tips and tricks

### Frustrations

- Refuses to wear her reading glasses and needs adjustable font sizes
- Not technologically skilled, information should be easily accessible

### Website Needs

Premium Membership	Medium
Ease of Navigation	High
Shopping Lists	Medium
Personal Profiles	Medium

### User Profile

Novice Cook	Experienced Cook
\$	\$\$\$\$
On The Go	Home Body
Struggles with Technology	Tech-Savvy

### Favorite Brands



### Predicted Usage

Recipes	High
Shopping	Medium
Social Interaction	High
Live Events	Medium
Celebrity Chef Videos	Medium

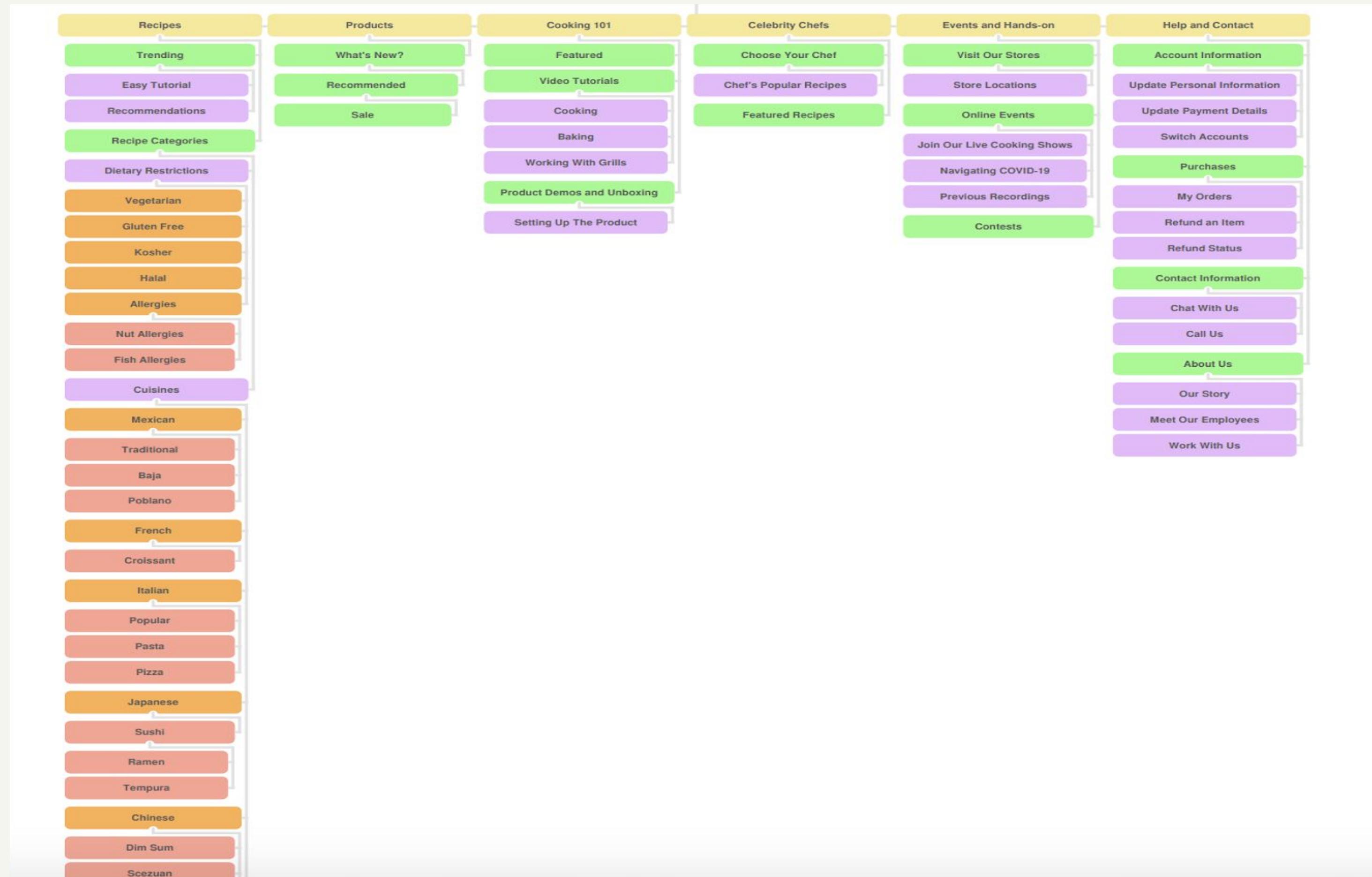
# Content Planning based on User Needs

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- Put recipes alongside tags to ingredients and equipments used
- Provide ratings and reviews for content/products
- Link products and equipments to recipes they can be used in
- Introduce section for Celebrity chefs and live events with follow alongs
- Give users a personalised account page
- Content recommendations to users
- Design a desktop experience first and then translate the same to a mobile app experience



# Sitemap



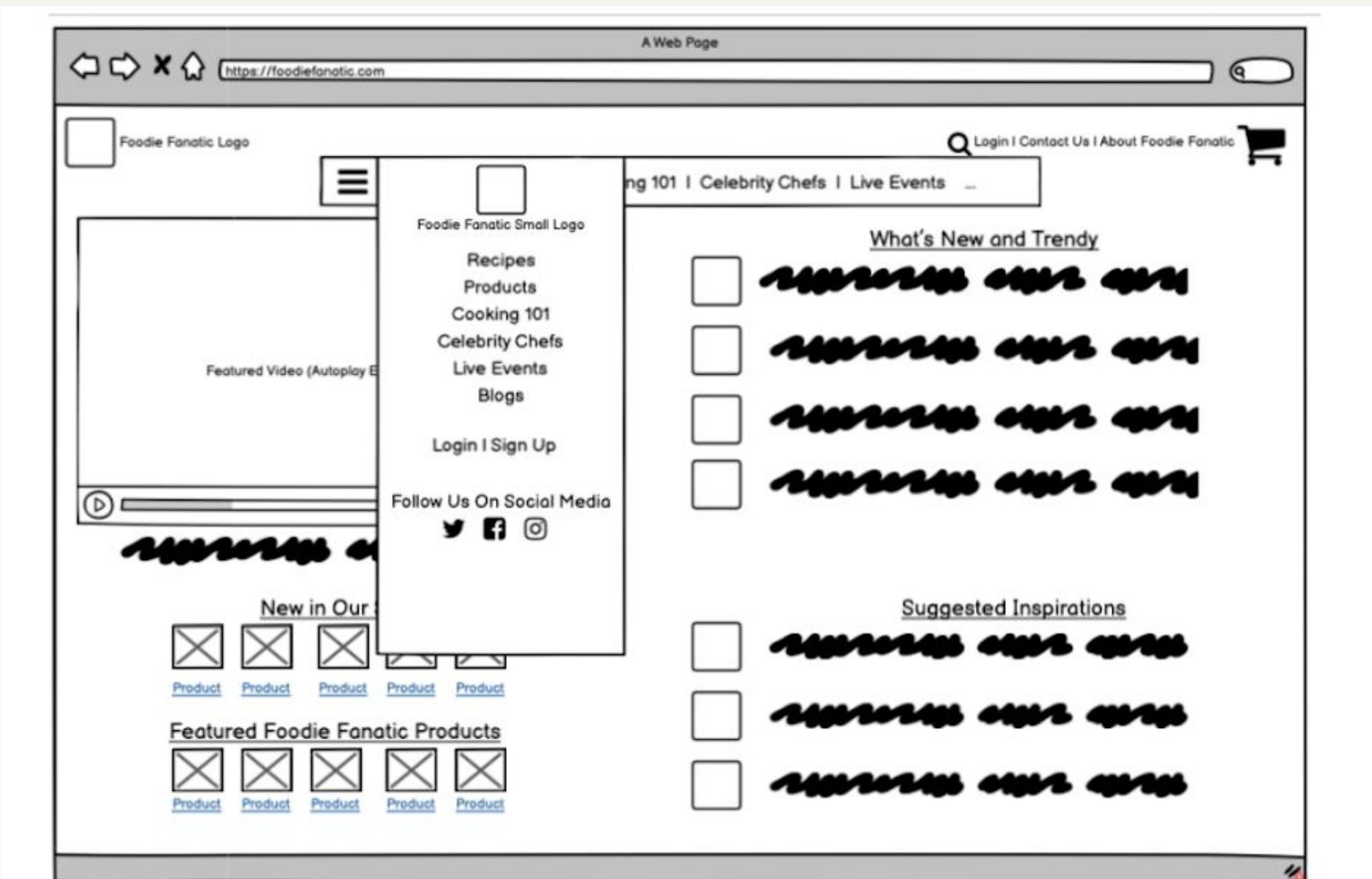
# Proposed Taxonomy

Home			
1 Products	1 What's new		
	2 Recommended		
	3 Sale		
2 Recipes	1 Trending	1 Easy tutorial	
		2 Recommendations	
	2 Recipe Categories	1 Dietary Restrictions	
		1 Vegetarian	
		2 Gluten Free	
		3 Kosher	
		4 Halal	
		5 Allergies	
			1 Nut allergies
			2 Fish allergies
	2 Cuisines		
		1 Mexican	
			1 Traditional
			2 Baja
			3 Poblano
		2 French	
			1 Croissant
		3 Italian	
			1 Popular
			2 Pasta
			3 Pizza
		4 Japanese	
			1 Sushi
			2 Ramen
			3 Tempura
		5 Chinese	
			1 Dim Sum
			2 Szechuan
			3 Noodles
		6 Korean	
			1 Vermillion
			2 Pho
		7 Desserts	
			1 Frozen
			1 Ice-cream
			2 Gelato
			3 Dairy-free
			2 Baked
			1 Cookies
			2 Cakes
			3 Pastries
			4 Pies

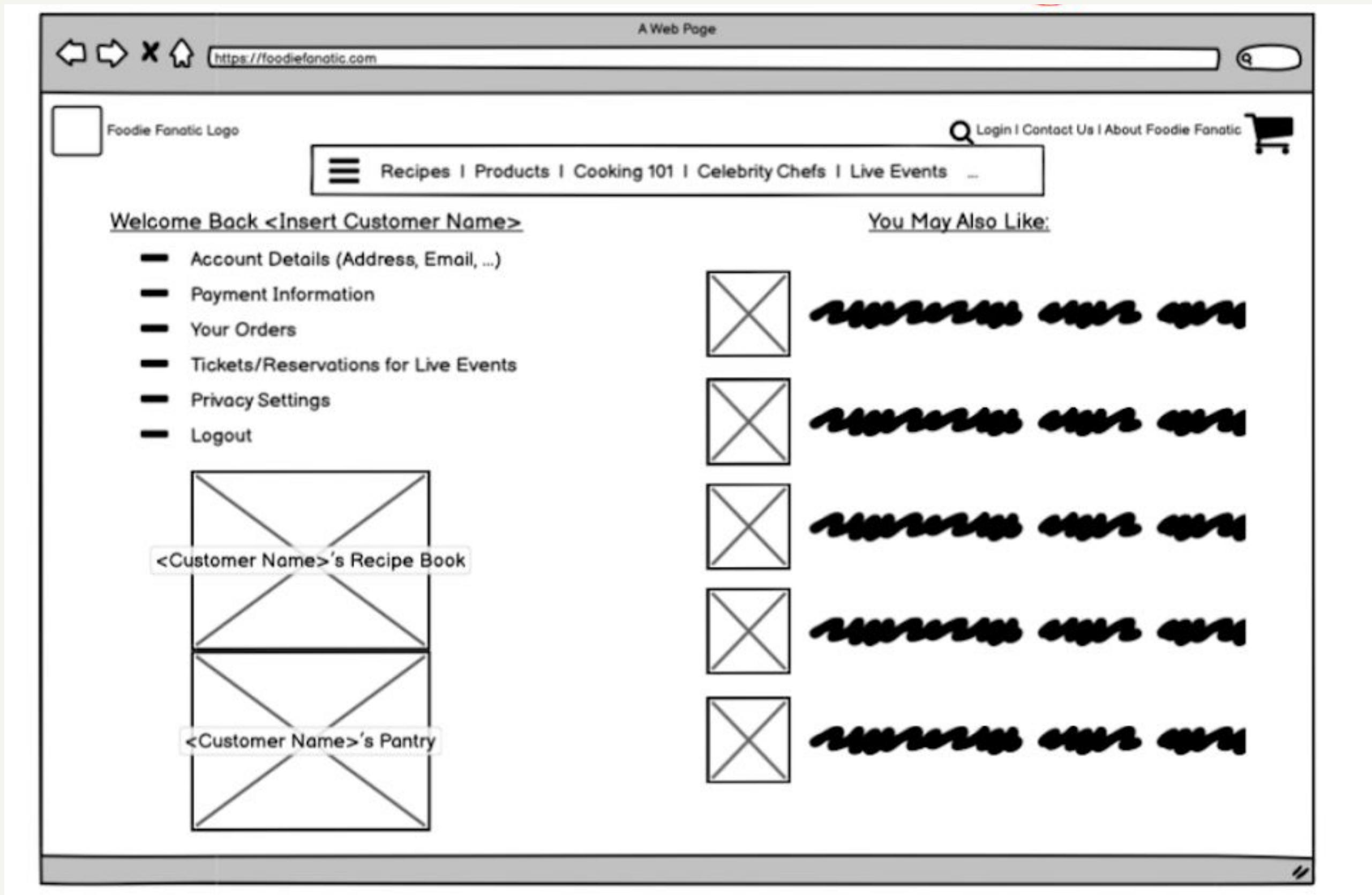
# Proposed Taxonomy

		3 How To	
			1 Featured
			2 Video tutorials
			1 Cooking
			2 Baking
			3 Working with grills
		3 Product Demos and Unboxing	
			1 Setting up the product
		4 Events and Hands-On	
			1 Visit Our Stores
			2 Online Events
			1 Join Our live cooking shows
			2 Navigation Covid-19
			3 Previous Recording
			3 Contests
		5 Help and Contact	
			1 Account Information
			1 Update Personal Information
			2 Update Payment Details
			3 Switch Accounts
			2 Purchases
			1 My Orders
			2 Refund an Item
			3 Refund status
			3 Contact Information
			1 Chat with us
			2 Call Us
			4 About Us
			1 Our Story
			2 Meet our employees
			3 Work with us
Search			
Locations			
Contact us			
Register/Log in			

# Wireframes: Foodie Fanatic homepage w/ Overlay



# Wireframes: Foodie Fanatic User Account Page



# Wireframes: Foodie Fanatic Recipe Page

A Web Page  
https://foodiefanatic.com

Foodie Fanatic Logo

Login | Contact Us | About Foodie Fanatic

Recipes | Products | Cooking 101 | Celebrity Chefs | Live Events

Home > Recipes > Indian > Tikka Masala



★★★★★ Ratings - 1,200 By: \_\_\_\_\_



How To Video

Add Ingredients to Cart

Chicken Tikka Masala

Recipe Difficulty: \_\_\_\_\_

Prep Time: \_\_\_\_\_

Cook Time: \_\_\_\_\_

Total Time Investment: \_\_\_\_\_

Spicy: \_\_\_\_\_



RECIPE CONTENT (REMOVED)

# Project Timeline

## FOODIE FANATIC Project Timeline by Team *incrEDIBLES*

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Requirement gathering and Analysis	In Progress	In Progress								
Planning										
Persona										
Taxonomy										
Wireframe										
Prototype										
Testing										
SEO and Promotion										
Implementation									In Progress	
Review and Research										

### Team *incrEDIBLES*

Vishwa (Product Manager)	
Japneet (UX Researcher and Designer)	
Yash (Technical Product Analyst)	
Thomas (Information Architect)	
Full Team	In Progress

# Delivery Team & Pricing



**Japneet Boyal**

Role: UX Researcher  
& Designer



**Thomas Walsh**  
Role: Information Architect



**Vishwa Kirti**  
Role: Product Manager



**Yash Raichura**  
Role: Technical Product Analyst

**Blended Rate:**

\$220/hr

**Project Duration:**

10 Months

**Total Cost:**

\$400,000

# Next Steps

- Usability testing of the content and wireframes with the intended users to test out and iterate accordingly
- Additional testing on site taxonomy and proposed content changes
- Get approval on iterations after usability testing results
- Hand-off to designers & developers for developing the code of the website, creating a new version of Foodie Fanatic





# Thank you!

Let's connect at  
[contact@teamincredibles.com](mailto:contact@teamincredibles.com)

# Appendices

Appendix A: Business Case

Appendix B: Project Plan & Timeline

Appendix C: Information Personas

Appendix D: Site Map

Appendix E: Wireframes

Appendix F: Taxonomy

Appendix G: Content Roadmap

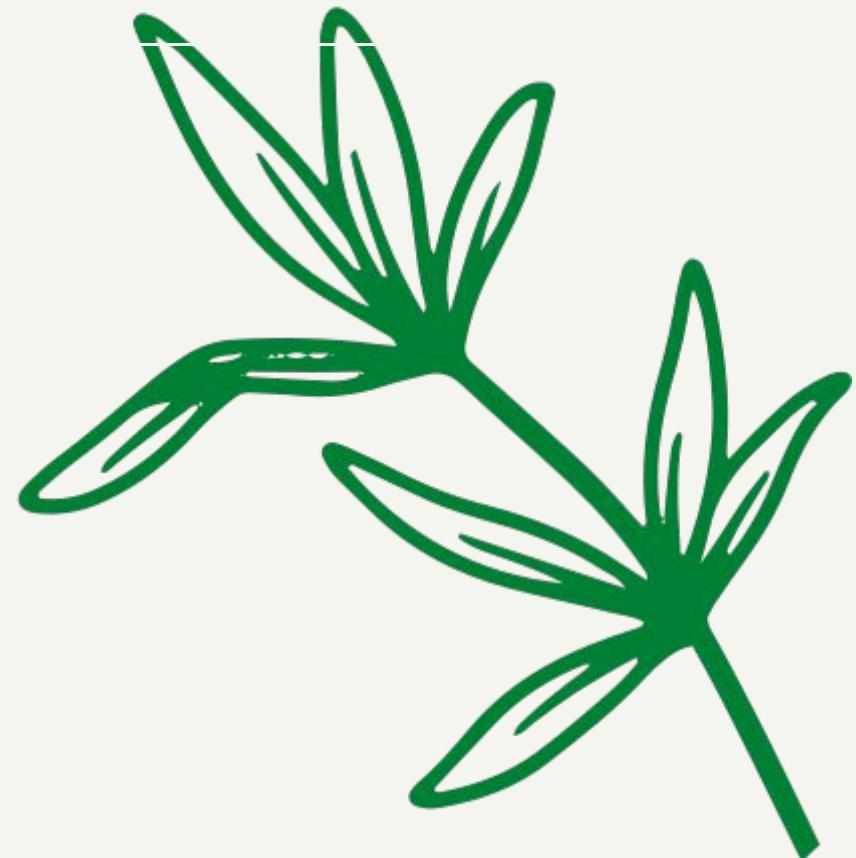
# Foodie Fanatic

YOUR ONE-STOP FOR ANYTHING FOOD



# Vision Statement

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The company aims to provide easy-to-follow recipes with clear nutritional values with high quality ingredients and cooking equipment leading to a fun culinary experience.

# Mission Statement

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Grow



Nourish



Savor



## GROW

Empower and grow the foodie community by providing high quality ingredients and cooking equipment, aiding them to innovate more, increasing their knowledge



# NOURISH

Easy to follow recipes with clear nutritional values and usage of products and cooking equipment are ways of engaging with the foodie community and nourishing it



# SAVOUR

Providing the foodie community with a fun cooking experience in person and a seamless experience online

# Current Issues

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From user research and customer interviews, we found out:

- Website is difficult to navigate as tabs and menus do not clearly indicate expected results
- Users are not aware of all the content available including videos and blogs
- Search returns products but does not link to other content such as recipes
- Website does not highlight in-person culinary experiences or other unique opportunities“
- Stay simple” Users feel overwhelmed by the amount and breadth of content

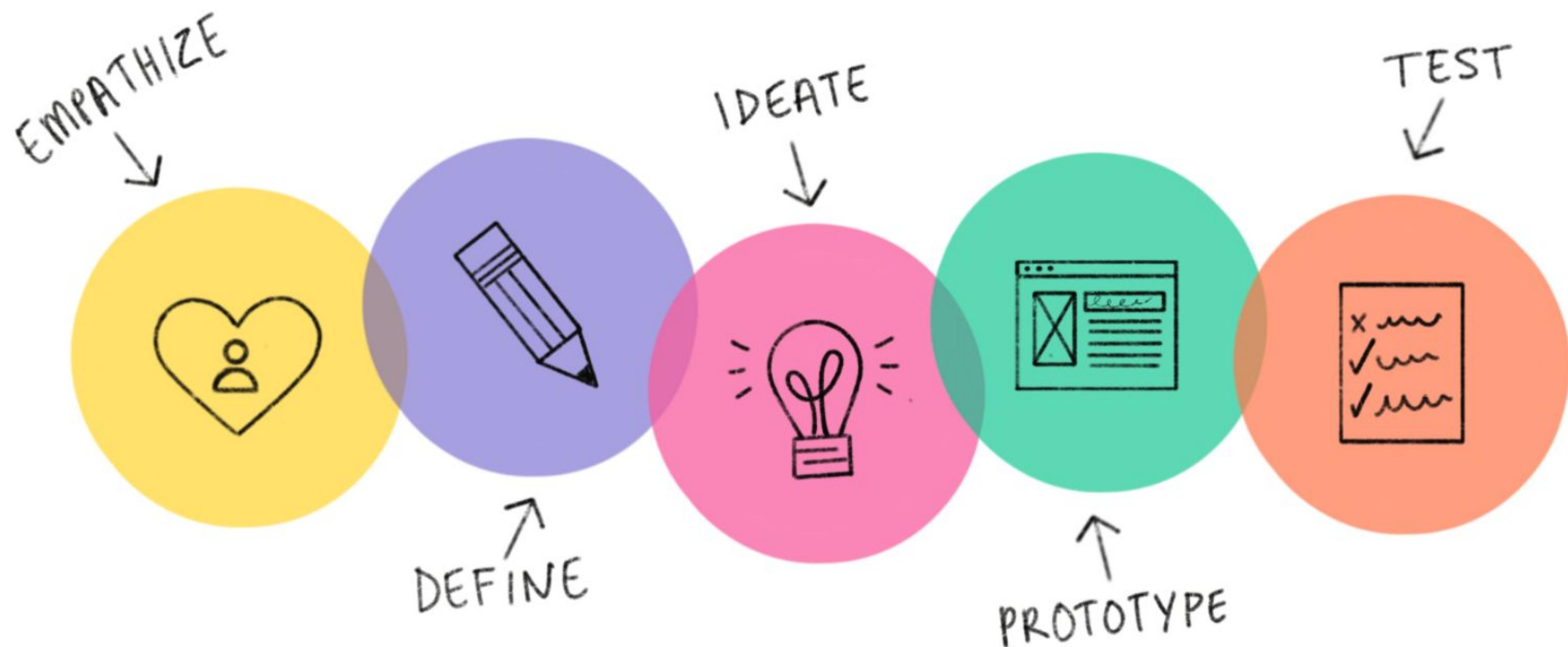
# Business Strategy

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- Continuously grow food communities by providing an innovative experience that inspires and educates food enthusiasts everywhere
- Use information from engagement metrics, clicks, survey responses to inform redesign of full Foodie Fanatic website.
- Provide the same quality of service and knowledge available to in-store consumers to users of the website, while informing them of interesting and fun local culinary experiences.

# Design Thinking Process



# Proposed Solution

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- Update and modify the existing website and develop an application to address customer problems and improve user experience
- Enhanced search functionality inside the application that links to products, recipes, podcasts and other relevant information
- Clear navigation for the user to complete their intended tasks. Avoiding cluttering of content on the website.

## Appendix B: Project Plan & Timeline



# Foodie Fanatic Project Plan

# Meet our team!

## Japneet | UX Research & Design

- Conduct research on current and potential Foodie Fantatics to determine needs and pain points
- Develop user personas, wireframes and design prototypes
- Conduct user testing throughout design to inform changes

## Thomas | Information Architect

- Content strategy for mobile app combining Foodie Fanatic's vision with competitive analysis
- Design sitemap and information taxonomy
- Card sorting with stakeholders to inform navigation strategy

## Vishwa | Project Manager

- Liason with Foodie Fanatic, responsible for ensuring product meets client's vision
- Ensure timely completion of high-value deliverables
- Create a product road-map and conduct sprints for design and development

## Yash | Technical Product Analyst

- Implement SEO plan, including designing metrics and data management
- User testing to find loopholes, gather user research data and analyze trends
- Study market trends to develop marketing strategy designed to improve visibility and revenue



# Key Milestones & Deliverables

## Months 1 & 2

- Business needs analysis
- Competitive analysis
- Project planning

## Month 3

- Content Strategy
- User surveys
- User/Information personas

## Month 4

- Card sorting with stakeholders
- Site mapping
- Information taxonomy

## Month 5

- Wireframes
- Prototype backend development

## Month 6

- Prototype UX design
- Usability and accessibility testing

## Month 7

- Prototype beta testing
- User & client feedback

## Month 8

- Prototype refinement
- Search Engine Optimization
- Marketing plan

## Month 9

- Mobile app launch

## Month 10 & Beyond

- User feedback
- Vulnerability & usability improvements



## FOODIE FANATIC Project Timeline by Team *incrEDIBLES*

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Requirement gathering and Analysis										
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Team <i>incrEDIBLES</i>	
Vishwa (Product Manager)	
Japneet (UX Researcher and Designer)	
Yash (Technical Product Analyst)	
Thomas (Information Architect)	
Full Team	

## Appendix C: Information Personas

# User Personas for Foodie Fanatic

- By Team IncrEDIBLES

(Japneet, Thomas, Vishwa and Yash)

# Sherry Wilson



“ I'm looking to make new friends and learn new Asian recipes. I also love cooking shows! ”

**Age** 67

**Occupation** Retiree/Grandmother

**Status** Widow

**Location** Kansas City, MO

**Income** < \$35,000 /yr

## Bio

Sherry's life has undergone a lot of major life changes in recent years, including a retirement from a career in healthcare and the passing of her husband. A grandmother of seven, Sherry is looking to make friends and share her love of baking with others.

## Goals

- Become a member of a local baking group that meets in-person
- Develop batch recipes to avoid cooking for one every night
- Access entertaining celebrity chef video to learn tips and tricks

## Frustrations

- Refuses to wear her reading glasses and needs adjustable font sizes
- Not technologically skilled, information should be easily accessible

## Website Needs

Premium Membership

Ease of Navigation

Shopping Lists

Personal Profiles

## Favorite Brands



## Predicted Usage

Recipes

Shopping

Social Interaction

Live Events

Celebrity Chef Videos

## User Profile

Novice Cook

Experienced Cook

\$

\$\$\$\$

On The Go

Home Body

Struggles with Technology

Tech-Savvy

# Amana S. Peddisetty



"I'm looking to try new dishes and share them with friends on the weekends with a glass of wine."

**Age** 34

**Occupation** Project Manager

**Status** Single

**Location** San Jose, CA

**Income** \$100,000 - \$150,000

## Bio

Amana is a project manager at Amazon who loves to use her sparse free time cooking for friends and family. She is a self-described "major foodie" who is always seeking exciting new dishes and ingredients to wow guests.

## Goals

- Learn recipes for authentic dishes from interesting cultures
- Seeking a one-stop solution for finding recipes and buying needed ingredients and tools
- Having an online personalized recipe book

## Frustrations

- Recipes call for ingredients or tools that are not easily obtained
- Ability to sort recipes by skill level and time investment

## Website Needs

Premium Membership

Ease of Navigation

Shopping Lists

Personal Profiles

Recipes

Shopping

Social Interaction

Live Events

Celebrity Chef Videos

## User Profile

Novice Cook

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## Favorite Brands



# Chris Raynolds



“ With classes, activities and friends I barely have time to cook. I need healthy food!! ”

**Age** 21

**Occupation** University Student

**Status** Single

**Location** Seattle, WA

**Income** < \$35,000 /yr

## Bio

Chris is a junior in a demanding program at the University of Washington and works up to 20 hours a week on campus. Due to his hectic schedule he resorts to Uber Eats and fast food for most meals but would like to eat healthier and save money.

## Goals

- Learn batch prep to have healthy food available throughout the week
- Have access to affordable grocery delivery
- Use how-to videos to learn skills needed to cook healthy meals

## Frustrations

- Very little time to learn how to cook and prepare food
- Inexperienced chef lacking many basic tools and skills

## Website Needs

Premium Membership

Ease of Navigation

Shopping Lists

Personal Profiles

## Favorite Brands



## Predicted Usage

Recipes

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## User Profile

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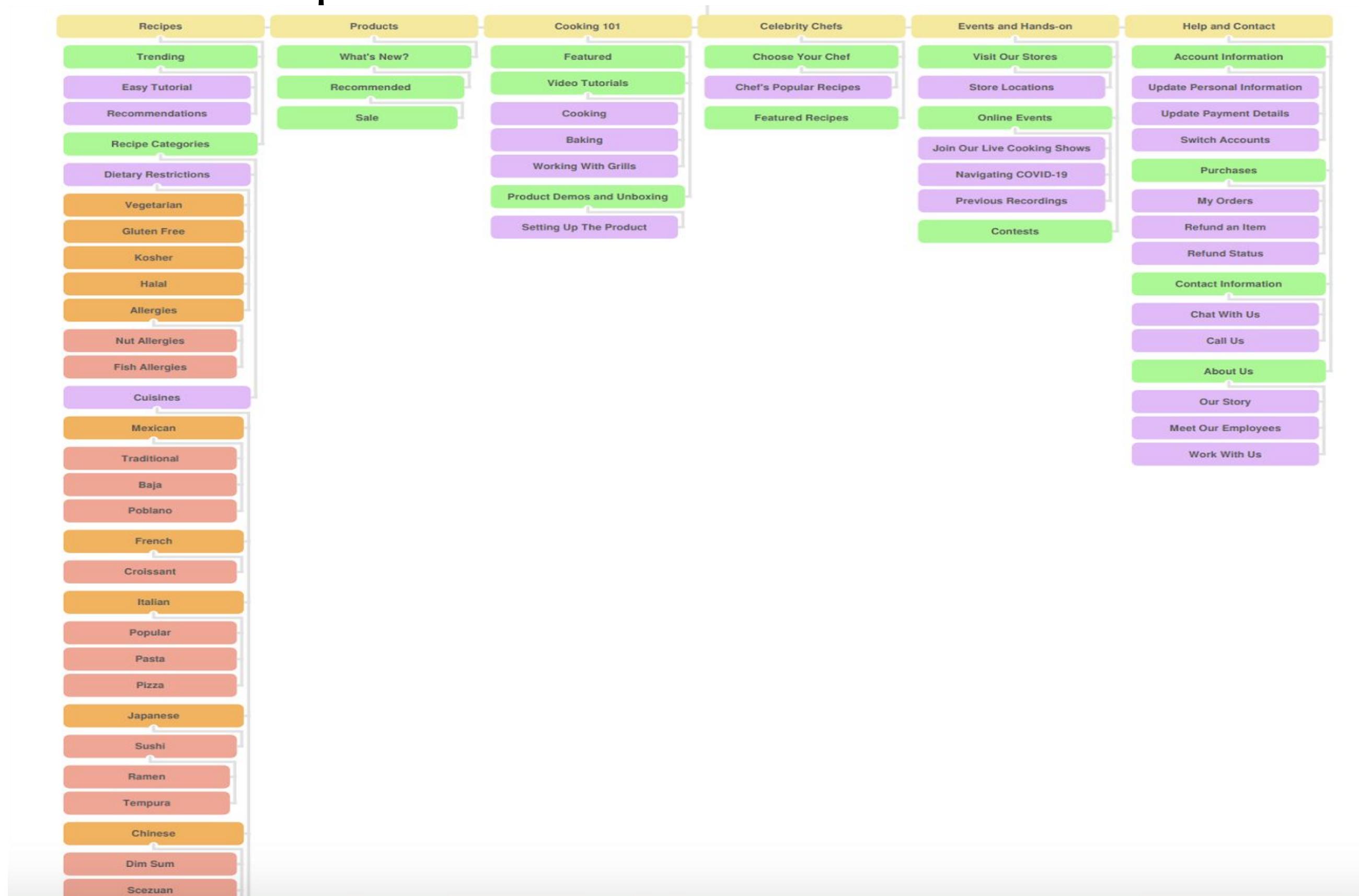
## Appendix E: Wireframes

# Foodie Fanatic Wireframes

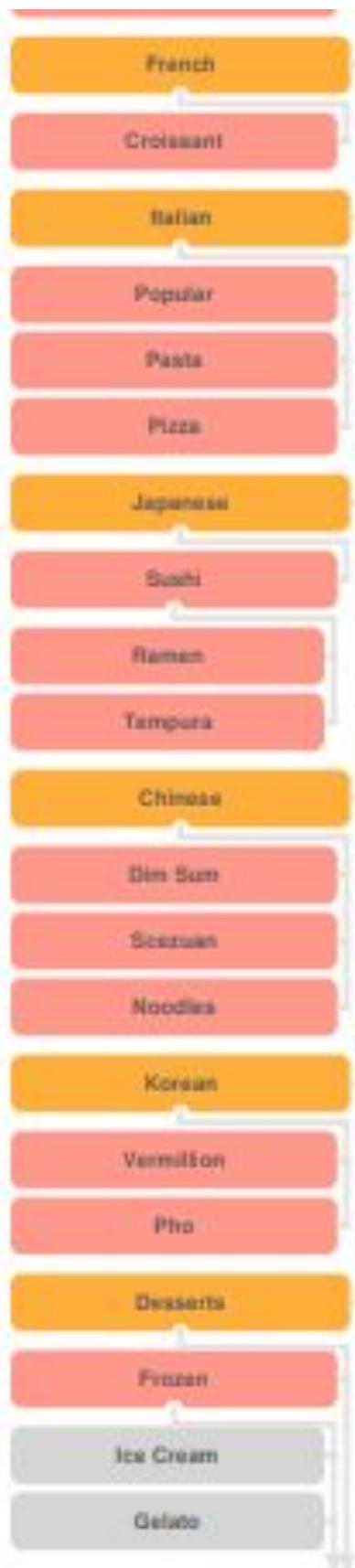
Team incrEDIBLES  
Yash, Japneet, Vishwa,  
Thomas

# Foodie Fanatic Site Map Page 1

## Appendix D: Site Map



# Foodie Fanatic Site Map Page 2



# Foodie Fanatic Site Map Page 3

## FOODIEFANATICS

VERSION 1.0 - 12/06/20 - PAGE COUNT: 90



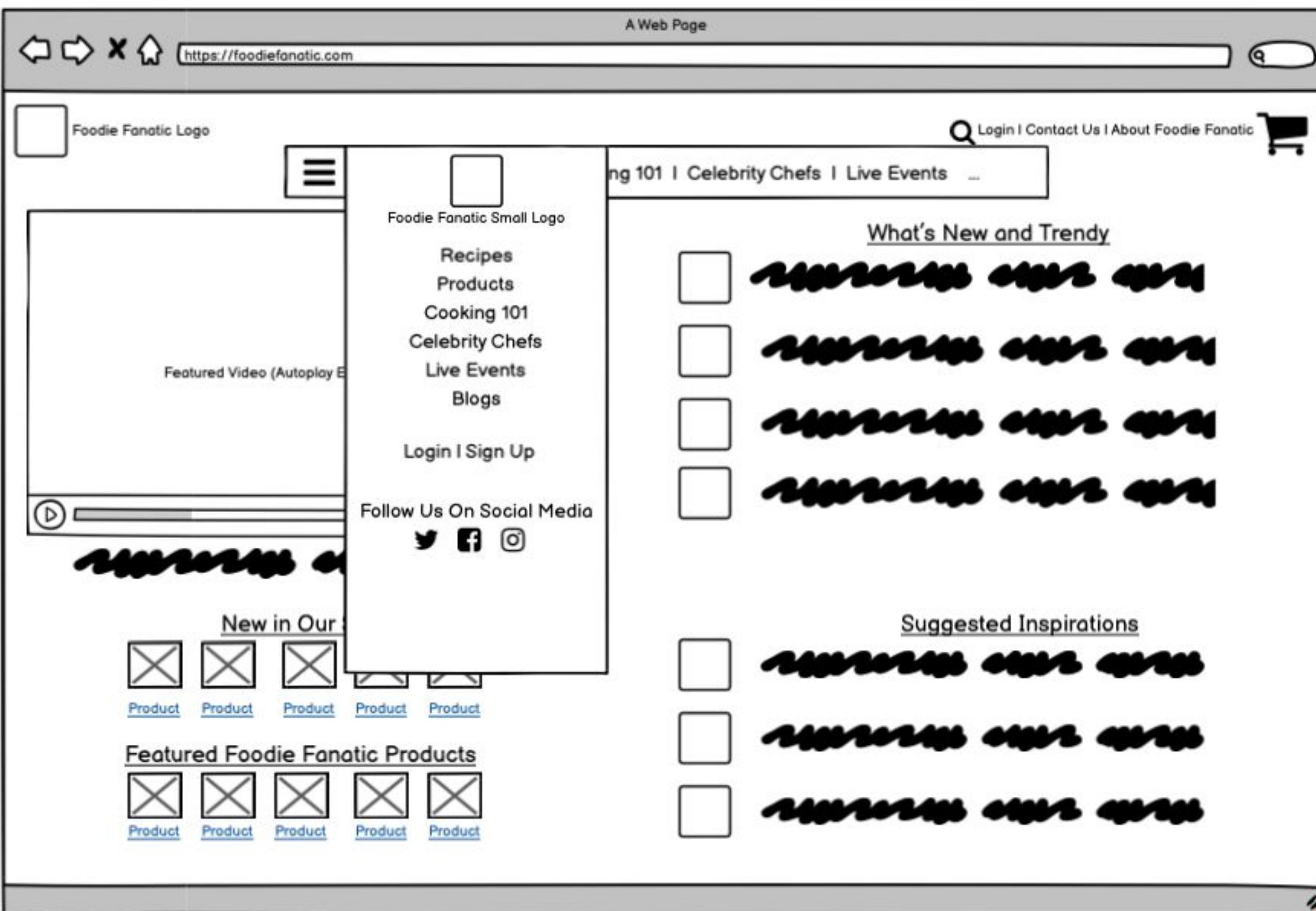
# Foodie Fanatic Homepage

A screenshot of the Foodie Fanatic homepage displayed in a web browser window titled "A Web Page". The URL in the address bar is <https://foodiefanatic.com>. The page features a header with the "Foodie Fanatic Logo", a search bar, and navigation links for "Login | Contact Us | About Foodie Fanatic", a shopping cart icon, and a menu icon leading to "Recipes | Products | Cooking 101 | Celebrity Chefs | Live Events ...".

The main content area includes:

- Featured Video (Autoplay Enabled)**: A large video player placeholder.
- New in Our Store**: Five product icons labeled "Product".
- Featured Foodie Fanatic Products**: Five product icons labeled "Product".
- What's New and Trendy**: Four items, each represented by a square icon and a title starting with "new new new".
- Suggested Inspirations**: Three items, each represented by a square icon and a title starting with "new new new".

# Foodie Fanatic Homepage w/ Overlay



# Foodie Fanatic User Account Page

A Web Page

https://foodiefanatic.com

Foodie Fanatic Logo

Login | Contact Us | About Foodie Fanatic 

Recipes | Products | Cooking 101 | Celebrity Chefs | Live Events ...

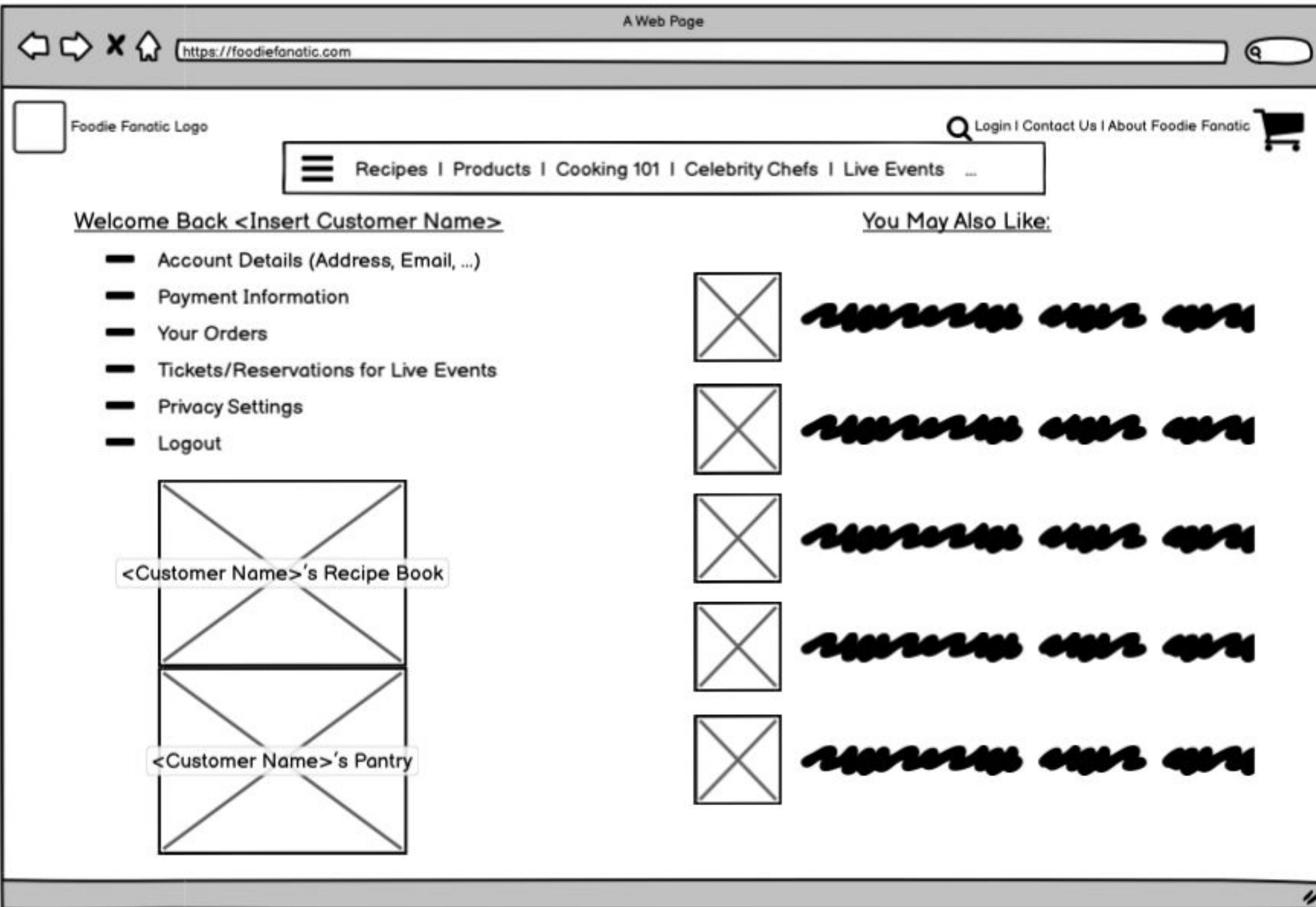
Welcome Back <Insert Customer Name>

- Account Details (Address, Email, ...)
- Payment Information
- Your Orders
- Tickets/Reservations for Live Events
- Privacy Settings
- Logout

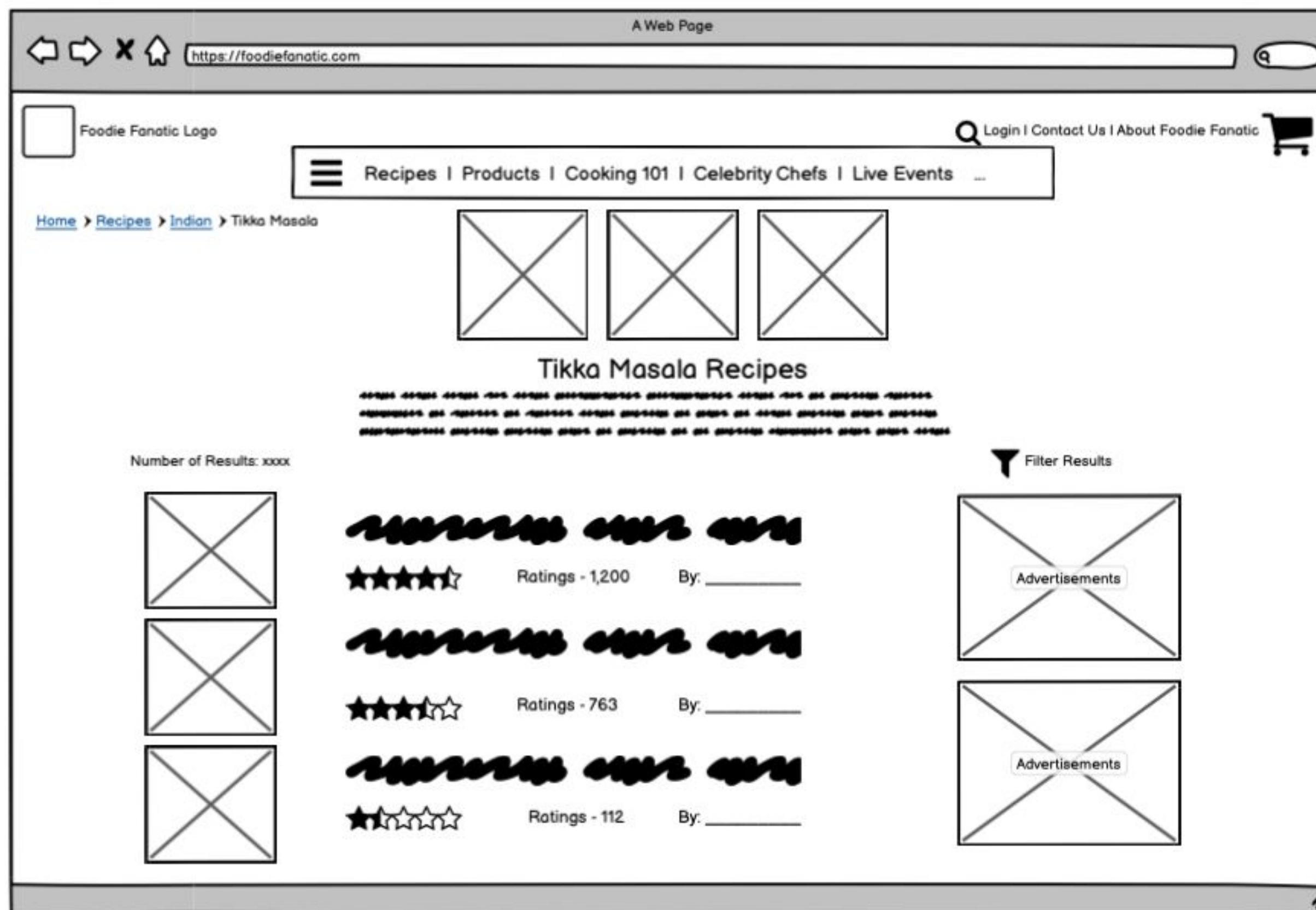
<Customer Name>'s Recipe Book

<Customer Name>'s Pantry

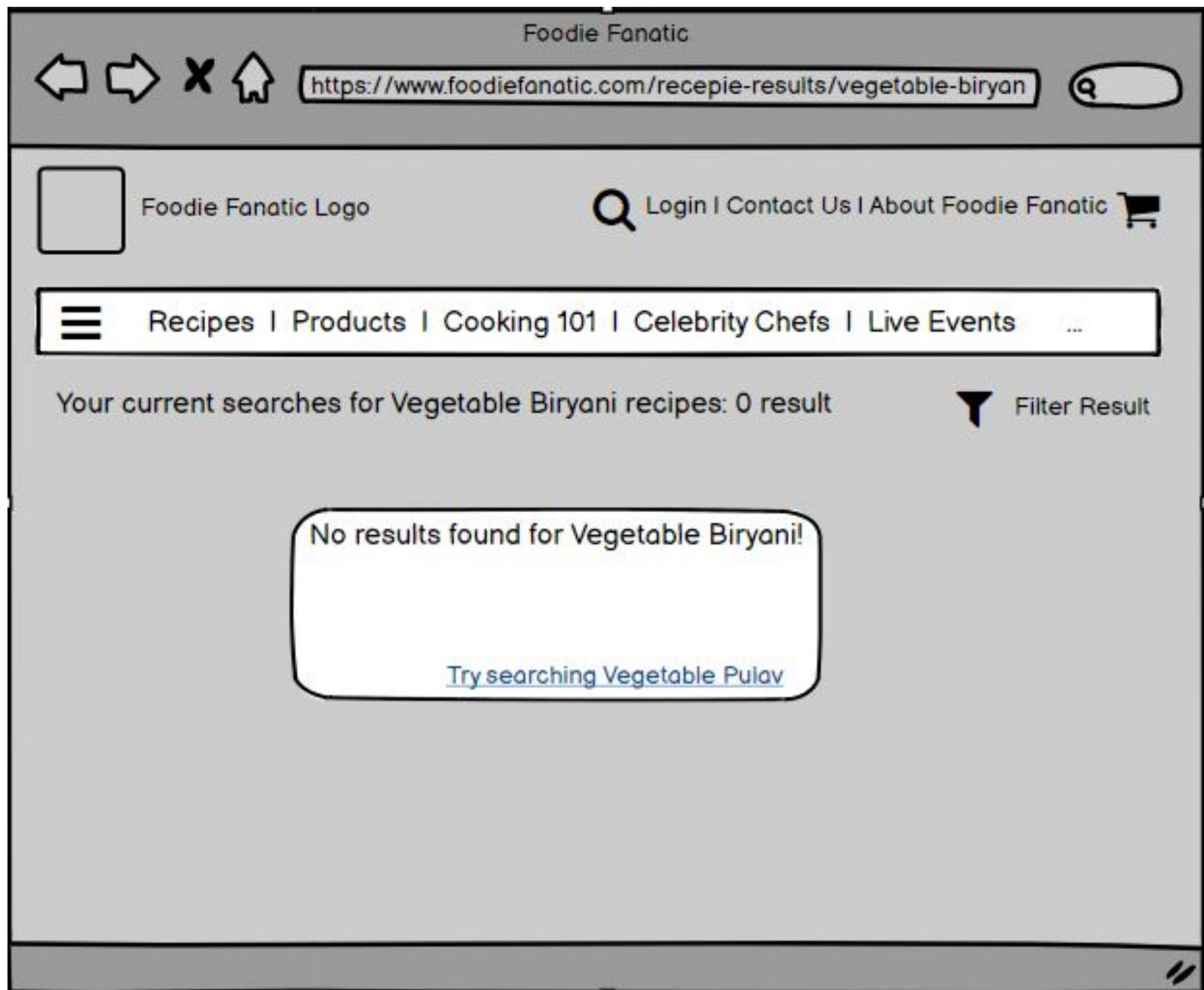
You May Also Like:



# Foodie Fanatic Recipe Search Results



# Foodie Fanatic Recipe Search Zero Results



# Foodie Fanatic Recipe Page

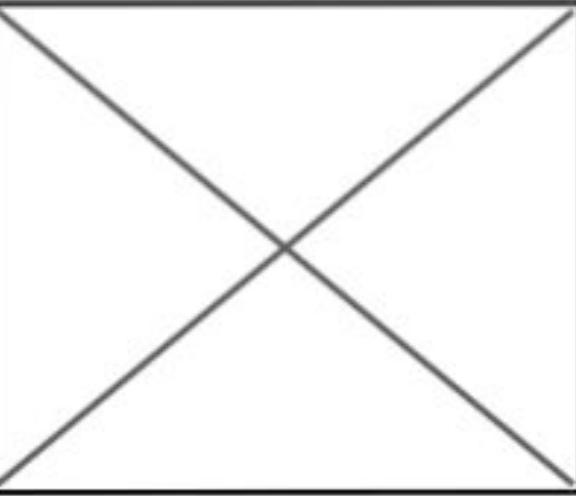
A Web Page  
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Foodie Fanatic Logo

Login | Contact Us | About Foodie Fanatic 

Recipes | Products | Cooking 101 | Celebrity Chefs | Live Events ...

Home > Recipes > Indian > Tikka Masala



★★★★★ Ratings - 1,200 By: \_\_\_\_\_



[How To Video](#)



[Add Ingredients to Cart](#)

## Chicken Tikka Masala

Recipe Difficulty: \_\_\_\_\_

Prep Time: \_\_\_\_\_

Cook Time: \_\_\_\_\_

Total Time Investment: \_\_\_\_\_

Spicy: \_\_\_\_\_

RECIPE INGREDIENTS:

1. Large onion, sliced

2. 1 lb chicken breast, cut into cubes

3. 1 cup plain yogurt

4. 1/4 cup lemon juice

5. 1/4 cup garam masala

6. 1/4 cup coriander powder

7. 1/4 cup cumin powder

8. 1/4 cup turmeric

9. 1/4 cup ginger-garlic paste

10. 1/4 cup red chili powder

11. 1/4 cup salt

12. 1/4 cup oil

13. 1/4 cup butter

14. 1/4 cup cream

15. 1/4 cup cilantro, chopped

16. 1/4 cup mint leaves, chopped

17. 1/4 cup tomatoes, pureed

18. 1/4 cup water

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4

# Foodie Fanatic Product Search

The image shows a wireframe of a web browser window displaying a product search results page. The title bar reads "Foodie Fanatic" and the URL is "https://www.foodiefanatic.com/product-results/baking-ingredien". The page header includes a logo, navigation icons (back, forward, search, home), and links for "Login | Contact Us | About Foodie Fanatic" and a shopping cart icon. A navigation bar below the header contains a menu icon and links for "Recipes | Products | Cooking 101 | Celebrity Chefs | Live Events | ...". The main content area displays a search result for "Baking Ingredients" with 197 results. It features three product cards, each with a placeholder image (crossed out), a star rating (4.5 stars), and a "View Product Description" link. To the right of each card is an "Add To Cart" button. A "Filter Result" button is located above the second card. The footer of the page has a double slash icon.

Foodie Fanatic

https://www.foodiefanatic.com/product-results/baking-ingredien

Foodie Fanatic Logo

Login | Contact Us | About Foodie Fanatic

Recipes | Products | Cooking 101 | Celebrity Chefs | Live Events ...

Your current searches for Baking Ingredients: 197 results

Filter Result

Add To Cart

Add To Cart

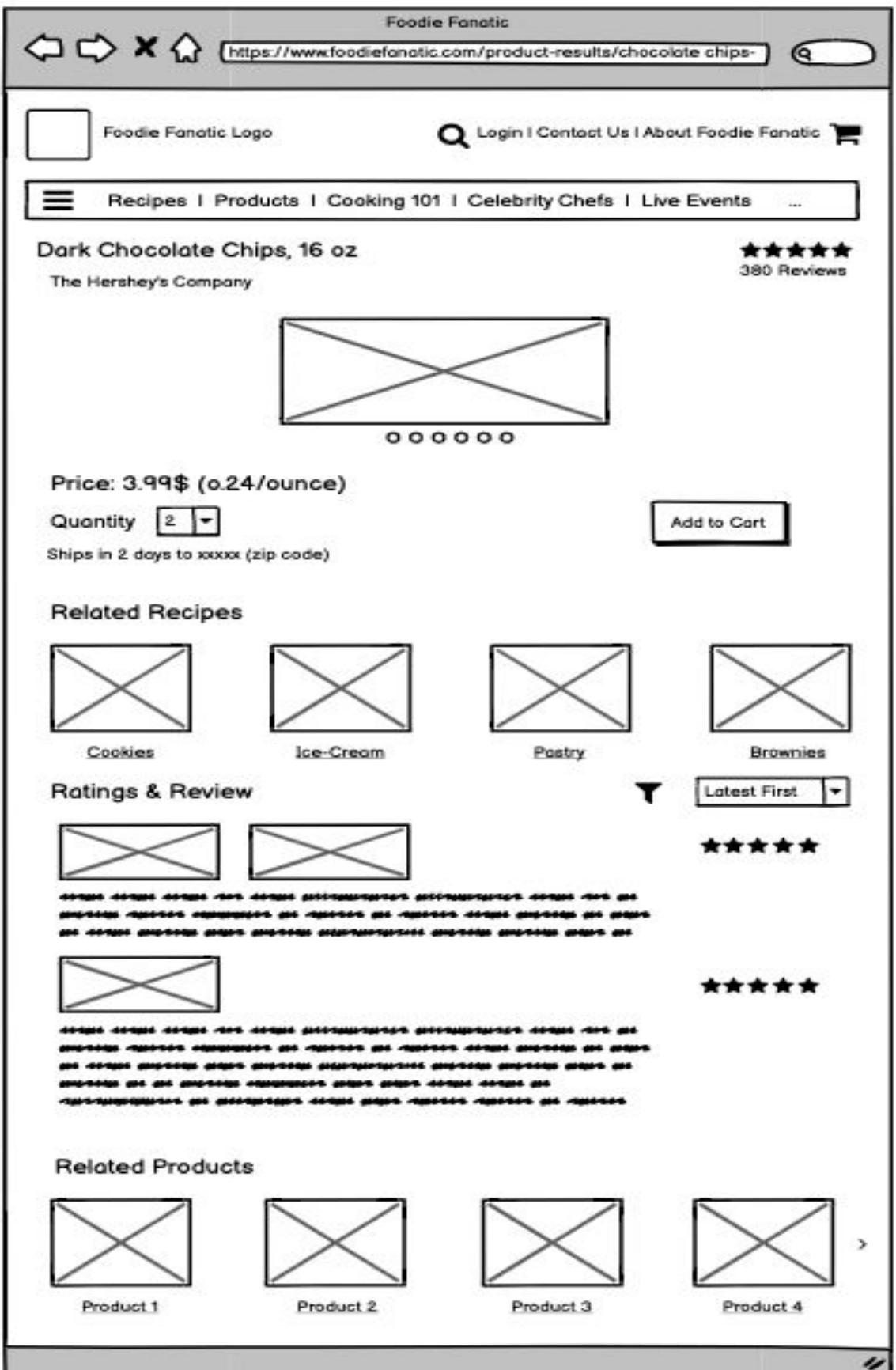
Add To Cart

View Product Description

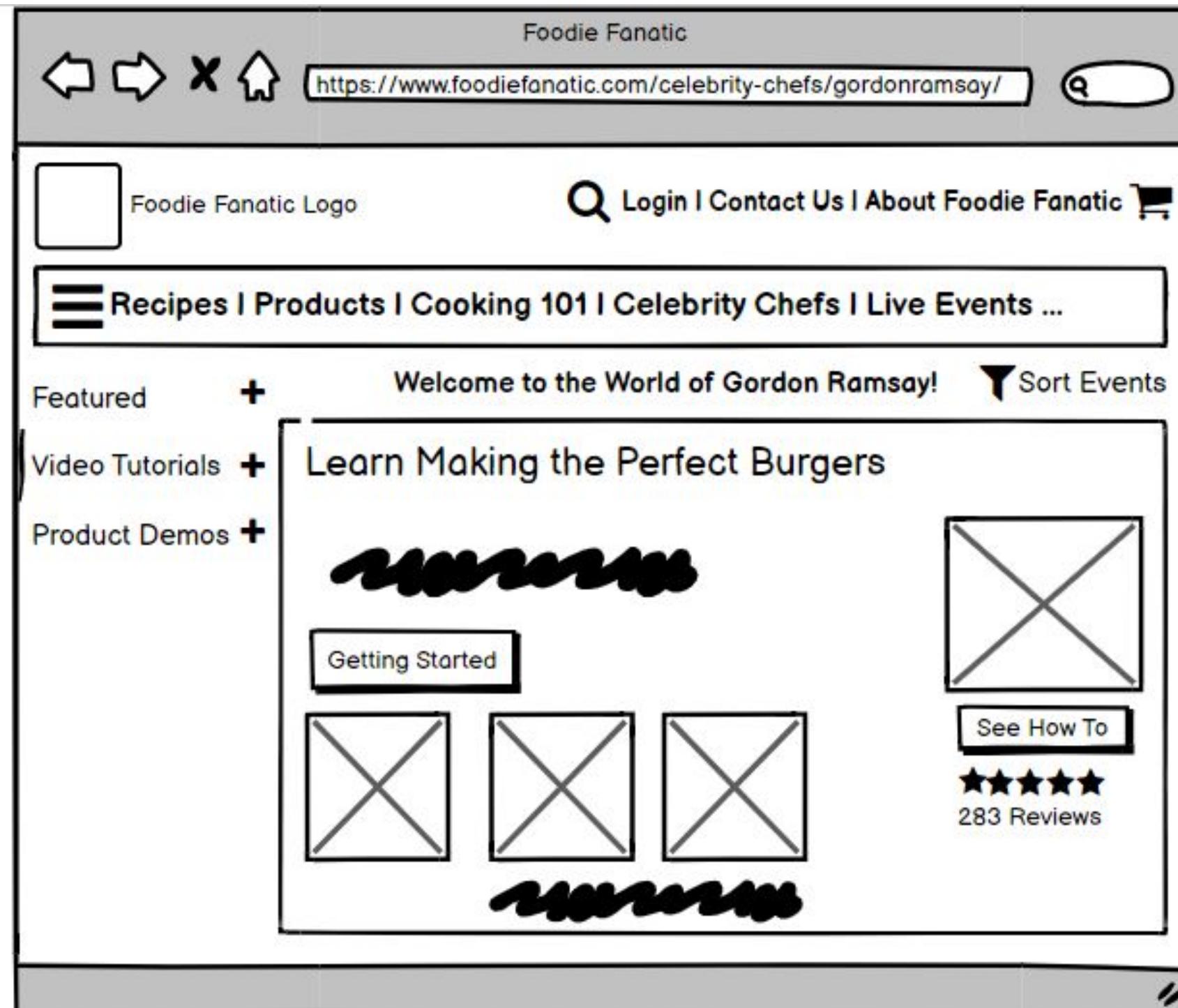
View Product Description

View Product Description

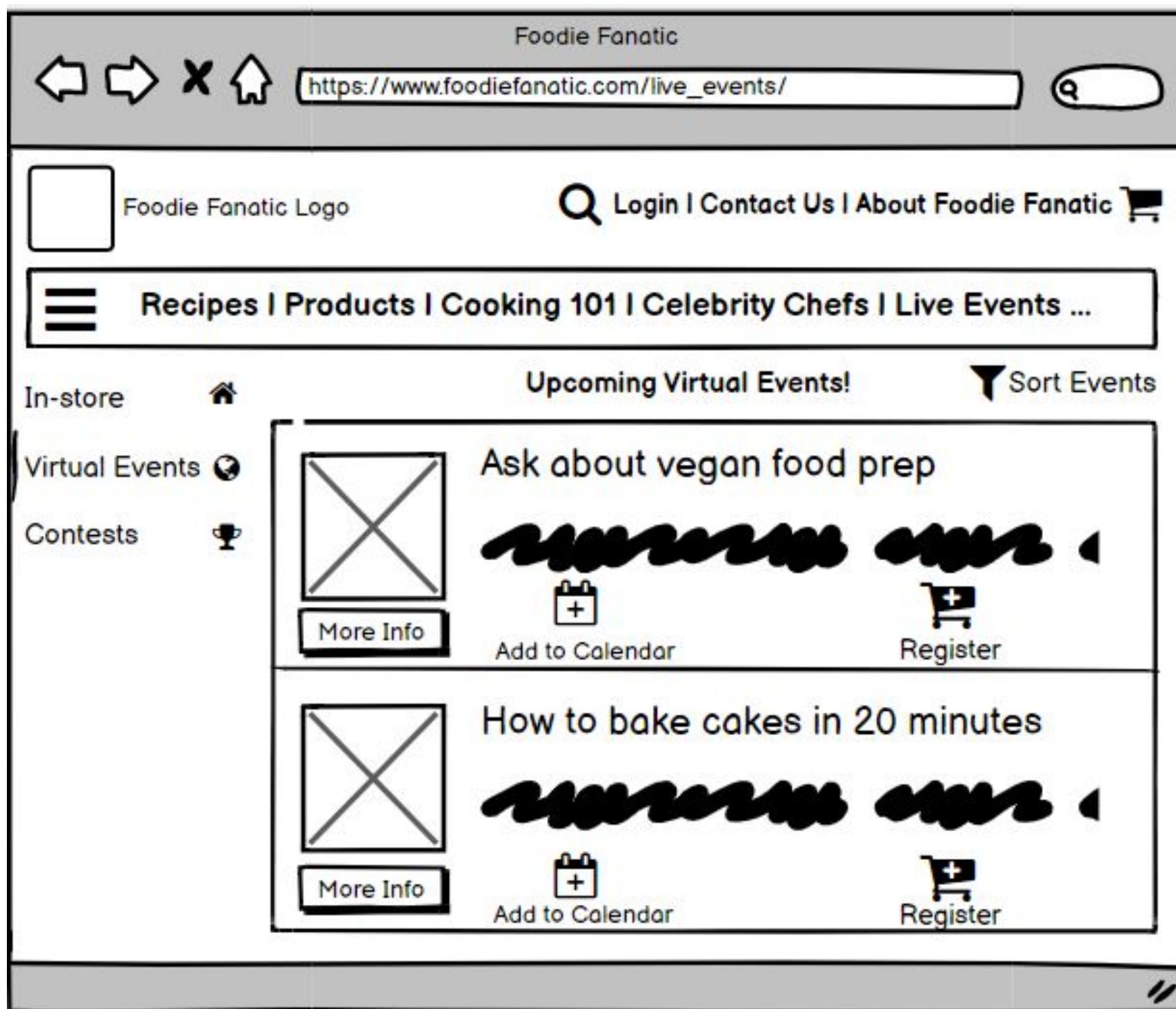
# Foodie Fanatic Product Page



# Foodie Fanatic Celebrity Chef Video



# Foodie Fanatic Virtual Events Page



# Appendix F: Taxonomy

# Taxonomy Page 1

Team X - Taxonomy - Navigation			
Home	1 Products	1 What's new 2 Recommended 3 Sale	
	2 Recipes	1 Trending 2 Recipe Categories	1 Easy tutorial 2 Recommendations 1 Dietary Restrictions 1 Vegetarian 2 Gluten Free 3 Kosher 4 Halal 5 Allergies 1 Nut allergies 2 Fish allergies
			2 Cuisines 1 Mexican 1 Traditional 2 Baja 3 Poblano 2 French 1 Croissant 3 Italian 1 Popular 2 Pasta 3 Pizza 4 Japanese 1 Sushi 2 Ramen 3 Tempura 5 Chinese 1 Dim Sum 2 Scezuan 3 Noodles 6 Korean 1 Vermillion 2 Pho 7 Desserts 1 Frozen 1 Ice-cream 2 Gelato 3 Dairy-free

# Taxonomy Page 2

/ Desserts		
1 Frozen		1 Ice-cream
2 Baked		2 Gelato
3 Dairy-free		3 Pastries
4 Pies		4 Cookies
3 How To		2 Cakes
1 Featured		3 Pastries
2 Video tutorials		4 Pies
1 Cooking		1 Setting up the product
2 Baking		2 Working with grills
3 Product Demos and Unboxing		3 Contests
4 Events and Hands-On		1 Visit Our Stores
1 Online Events		2 Contests
1 Join Our live cooking shows		1 Account Information
2 Navigation Covid-19		2 Purchases
3 Previous Recording		3 Contact Information
3 Contests		4 About Us
4 Help and Contact		1 Chat with us
1 Account Information		2 Call Us
2 Purchases		1 Our Story
3 Contact Information		2 Meet our employees
4 About Us		3 Work with us

## Appendix G: Content Roadmap



# Foodie Fanatic Content Roadmap

Team incrEDIBLES



# Content: Celebrity “How to Video”

## Key Features

- Short: 5-10 minutes
- Easy to follow directions
- Highlights new/exciting ingredients
- Links to products on Foodie Fanatic
- Ability to share on social media





# Six Steps to Successful Content Implementation

## Target Users

- Novice/Intermediate Cooks
- Adventurous Eaters

1

## Create Content

- Write Script
- Hire Host
- Film/Edit/Publish Video

2

## Accessibility

- Easily Located
- Search Optimization
- Include Caption

3

## Update Content

- Links to Deals/Sales on Products
- Ads for New Videos
- Similar Recipes

4

## User Engagement

- Social Media Sharing
- User Reviews
- User Photos

5

## Evaluate

- Clicks/Views
- User Reviews
- Determine if Reached Targets

6



# Content's Journey In Detail

1. What kind of user(s) will consume the content?
  - Novice to intermediate cooks looking for a fun, step-by-step recipe to follow and make at home.
  - Foodies looking to try new meals
  - Users who find celebrity chefs entertaining (one of our personas Sherry)
2. How and where will the content be created?
  - Recipes will be chosen based on user interests (click metrics, surveys)
  - Videos produced and edited in-house
  - Users will be able to provide reviews and upload photos from their computers and mobile devices



# Content's Journey In Detail

## 3. How will the content be accessed and consumed?

- Located on site under tab called “How To” or “Recipes”
- Searchable by chef name, recipe title or ingredients
- Viewable on computer and mobile devices

## 4. How will the content be updated?

- **Foodie Fanatic Staff:** Updates to new linked videos with similar recipes or the same host, links to sales/deals on products and ingredients, responding to user reviews as needed
- **Fanatics:** Provide user reviews, upload photos, and provide feedback through random surveys



# Content's Journey In Detail

5. What are the goals of the content and how do you know the content is meeting those goals?

– **Goals:**

- Increase engagement with Fanatics on site through fun recipes and celebrity hosts
- Generate traffic from video to linked products and ingredients and increase sales

– **Evaluate:**

- Monitor number of views and engagement with users through clicks and reviews
- Responses to random user surveys solicited on the site
- Sales of products from users clicking to them directly through the video