Project name: CKINTS Recipes

What are your client's or company's core values  
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What is the specific purpose of the website?

Allow visitors to view some fun recipes to make. Those who want to log in can add their own recipes to share to others as well.

What can visitors do on the website?

When they’re at the home page, they see the hero section first as usual. They have the CTA options to either go to the browse section or contact the company. If not, they’ll just keep scrolling down, to where they see the “recommended recipes” or “trending recipes” or whatever and scroll further.

When browsing, they can search for recipes using the search bar and/or tags included. There will also be a filter of the types of foods (dessert, seafood, land meat, vegan options etc.) that they can choose from to simplify. Once they browse and they click the recipe, they can then read the recipes.

Those who want to contribute and create their own recipe can click a button in the header to do so. If they are not logged in, they get sent to the login page, and then they can create their own recipe.

What website type best fits the brand?

The blog type.

Who is the audience

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What image will the site portray (as in branding and what it's known for)

The hero and breadcrumbs will have images provided by the company. The individual recipes will come from the contributors though.

Any brand elements needed for the website? (logos, images, color etc)

Many images of foods. Since the recipe images will be samples, I’ll have many of them that were taken off the internet.

As for color, the palette will consist mostly of a bright green color.  
What are the technical needs (ex: if site includes graphics, music, and other features that may require more bandwidth)

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What pages will the site have? (include information provided in each page)

Navbar: Logo, Home, Browse Recipes, About Us, Contact, Account icon + name, Add Recipe

Home page: Hero explaining what the company is and what they do (CTA: browse recipes + contact), featured/trending recipes, most loved cakes + “want to discover more?, CTA: browse recipes”, recipes for steak lovers, best salads, CTA: Create your own recipe, CTA: Join newsletter

Recipes/Browse Recipes (choose title): Search bar, filter for types (ex: vegan, meats, dessert), slider for number of reviews, slider for ratings, Search results (with each item), the search page number (ex: “prev, 1, 2, 3, next”)

About us: Who I am (including pic), mission (“I made this site for others to discover new recipes” or whatever else), “questions?” + CTA: contact, more services (include the other websites I made)

Contact: Name, email, message, send button. Simple

Footer: “Back to top” section 50px height but 100% width directly above footer, Mini about us, pages, contact, and social links. Copyright at the bottom

\*\*\*Create a login page as a sample\*\*\*

What is the scope of the site? (the extent of services that the website provides)

Just recipes. That’s all.

What functions will the website have?

Not thinking about anything at all atm

What calls to actions will the website have?

Browse recipes, contact us, newsletter (though, this will be an icon in the corner of the screen)

How many people are estimated to visit the website?

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What pieces of key info will the site have? (ex: important company info)

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Will the site work for mobile?

I plan on making it mobile friendly once I finish with the desktop version

What analytics are in use? (ex: charts)

Not analytics, but statistics will more so be “over X amount of recipes by Y creators”.

Will multiple levels of access be required? (ex: membership tier or owner tier)

Only login to be able to create recipes.