Alyssa Gamble

March 7, 2020

WDD 130

Recipe Site Plan

Purpose

Do you find it difficult to make tasty, healthy meals for you and your family every day? Whether you are a college student or a busy parent, life gets busy and leaves little time for making a homecooked dinner. We live in a fast pace world with many options of Fast Food Restaurants for our meals. Being constantly on the run is difficult to make a delicious, easy, and nutritious meal for you and your family or roommates.

My website, Millennial Meals, was inspired by my sister who recently finished college and become a mother to twins. Trying to balance their schedule and making healthy meals was difficult until she found recipes that made delicious meals in a short time. She wanted a platform to share these meals with other busy students and parents but also options for others to share their own recipe.

My site will have many recipes including ones my sister has loved and a page for others to post their own recipes to be added to the growing list of quick and delicious meals.
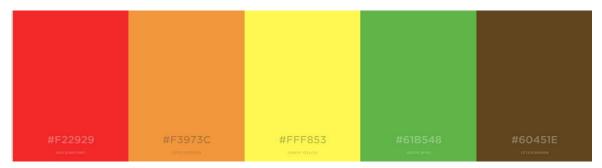
Target Audience

As the name of the website suggest, this website is directed towards millennials. This age group is from about 22 to 40, but many different sources state different age ranges. I hope to reach people in this age group who are young parents, college students, or fresh out of college and beginning their career. Since these recipes are for young parents, they need to also target their young children.

These people don't have a lot of time so the recipes need to be made quickly or in a crock pot so they can cook all day. Meal plans also would be helpful to have. Young adults don't eat very well, so they need to be healthy, filling, and delicious. Since their children will also be eating them, they need to be well-balanced for their growth but also make them want to eat it.

Logo

Color Scheme (https://coolors.co/f22929-f3973c-fff853-61b548-60451e**)**

| #F22929 | #F3973C | #FFF853 | #61B548 | #60451E |
| RED (PANTONE) | DEEP SAFFRON | LEMON YELLOW | GREEN (RYB) | OTTER BROWN |

Fonts

'Lucida Sans', 'Lucida Sans Regular', 'Lucida Grande', 'Lucida Sans Unicode', Geneva, Verdana, sans-serif;

Home Page

Introduction about website.

Picture of delicious meal/family at dinner table.

Links to the other pages (Main dishes, Sides, Desserts)

Place to share recipe (whether contact information or boxes to submit recipe)

Child Pages

Main Dishes Page, Sides Page, Desserts Page.

Start out with a few recipes and pictures including time of prep

? links at top of site with recipe titles to scroll to recipe

? drop down box of possible options to serve with (drinks, sides, desserts, etc.)

? drop down box of ingredients needed or other recipes with similar ingredients

Images

As many as possible, I will make the dish and take a picture of them. If not, I will find a royalty free picture or a picture that has a similar theme (Hawaiian Scene for Hawaiian Haystacks Recipe)