

Dinner-Every-Night Final Project

Creative Brief

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Purpose statement:

This website will be created for people who want to get easy and quick recipe for people who are busy working. They will find recipes that do not need too much ingredients.

Measurable objectives:

- I want to achieve to be the most visited recipe website.
- My goal is to help people to find fast and easy recipes.

Target audience:

- Sex: Male and female
- Location: All around the world
- Married or single
- Busy working people or students
- Hobbies : People who like cooking.
- Ethnic background: No specific background ,everyone who wants to find easy and fast recipe.

Content:

- Recipes page
- About page
- Home page
- Website name

Functionalities:

- Searching

Supported Platforms:

- Desktop and mobiles
- All browsers , as Google chrome,firefox, safari etc.

Style:

- Warm, cutting edge, clean , clear and organized.