

Marry Harrison - 44 Accountant from Chicago, IL



"I was always worried about what to cook till I found Every Night Recipes "

Personal Background

Marry Harrison is an accountant from Chicago. She has 2 children. When she gets off from work she takes her children from daycare and rushes home to cook for her children. She wants to cook delicious also quick dishes. She found Every Night Recipes website and she started to cook recipes that she took from the website. She loves the website. Because recipes very quick to cook and also delicious. Her children loves it. Since she found Every Night Recipes website she does not have to worry about what to cook when she gets home.

More About (add name)

Motivators

Every Night Recipes website has hundreds of recipes. They are really fast to cook and delicious. Marry Harrison loves this website because she knows what to cook every night before she gets home.

Goals

Marry Harrison wants to get quick and tasty recipes for herself and children.

Needs

She needs quick and tasty recipes.

Engagement & Activities

Personal Computer: Comfortable computer using.

Internet Usage: High level

Mobile: High level

Social Networking: High level , she uses her social media for sharing recipes from our website.

Scenario

Marry Harrison uses Every Night Recipes website to get fast and delicious recipes for her children. When she gets off the work and takes her children , she rushes home to cook. Instead of spending long time for cooking , she finds recipes from the website and she cooks so quick. She can access this website from desktop and mobile. It is really easy to find recipes. She just finds the 'For Children' link and she has a lot of recipes to cook. She is really happy about the website , because she does not have to worry about what to cook for the children every night. Every Night Recipes just under her hand!

Jennifer Dutson - 25 Makeup Artist from Los Angeles, CA



Personal Background

Jennifer Dutson is a vegan makeup artist from Los Angeles. Since she is vegan she can not eat everything. She works at movie sets , music sets and fashion shows. Usually she gets home really late because sets take long time to prepare. When she gets home , she is exhausted from working late time and she needs to eat something. So she found Every Night Recipes website and she doesn't have to worry about what to think to eat anymore. Hundreds of quick and delicious vegan recipes just under her hands.

"One of the bests for the vegans.I recommended all my friends"

More About	Engagement & Activities
<p>Motivators She is makeup artist and she works till late times sometimes. So when she gets home she wants to do easy and tasty recipes.</p> <p>Goals She is hoping to find good and easy recipes.</p> <p>Needs She needs to get recipes that do not take long time to prepare.</p>	<p>Personal Computer: High level Internet Usage: High level , she uses every night . Mobile: High level, she is good at the using of features. Social Networking: High level , she uses her social media to share her work and recipes that she found on our website.</p>

Scenario
<p>Jennifer Dutson who is vegan uses Every Night Recipes website to find easy and tasty recipes. She was struggling finding good and quick recipes but since she found our website she is happy and she uses every night. After she spent long time at the sets , she comes home really late. So she has no time to cook . She looks up Every Night Recipes website and she finds a lot of easy and fast delicious vegan recipes. She can access the website from desktop and mobile. All she needs to do it finding 'For the vegans' link and click it. Then she can see a lot of delicious and easy recipes.</p>

Every-Night-Recipe Final Project

Creative Brief

CEM ASLAN

Purpose statement:

This website will be created busy working people who want easy and quick recipes. 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 get 40 review per recipe by a year.

Target audience:

- Sex: Male and female
- Location: United States of America
- Married or single, vegans
- Busy working people or students
- Ethnic background: No specific background ,everyone who wants to find easy and fast recipe.

Content:

- Recipes pages
- Home page
- Website name
- Images

Functionalities:

- Searching

Supported Platforms:

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

Style:

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

Every Night Recipe

Recipes

15-Minute
Recipes

30-Minute
Recipes

Search

Enjoy your meal!

You do not have to worry about what to cook every night. Every Night Recipe provides you the easiest and fastest delicious recipes.



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