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Website  
The Joy of Not Cooking  
Client: Ellen Thompson  
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*Casserole filler*



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*Homemade spring rolls*

## INTRODUCTION

For this project, I was looking for a client that brought something new to the table. I didn't want to just make another portfolio site and wanted to find some one who actually needed a website for a business.

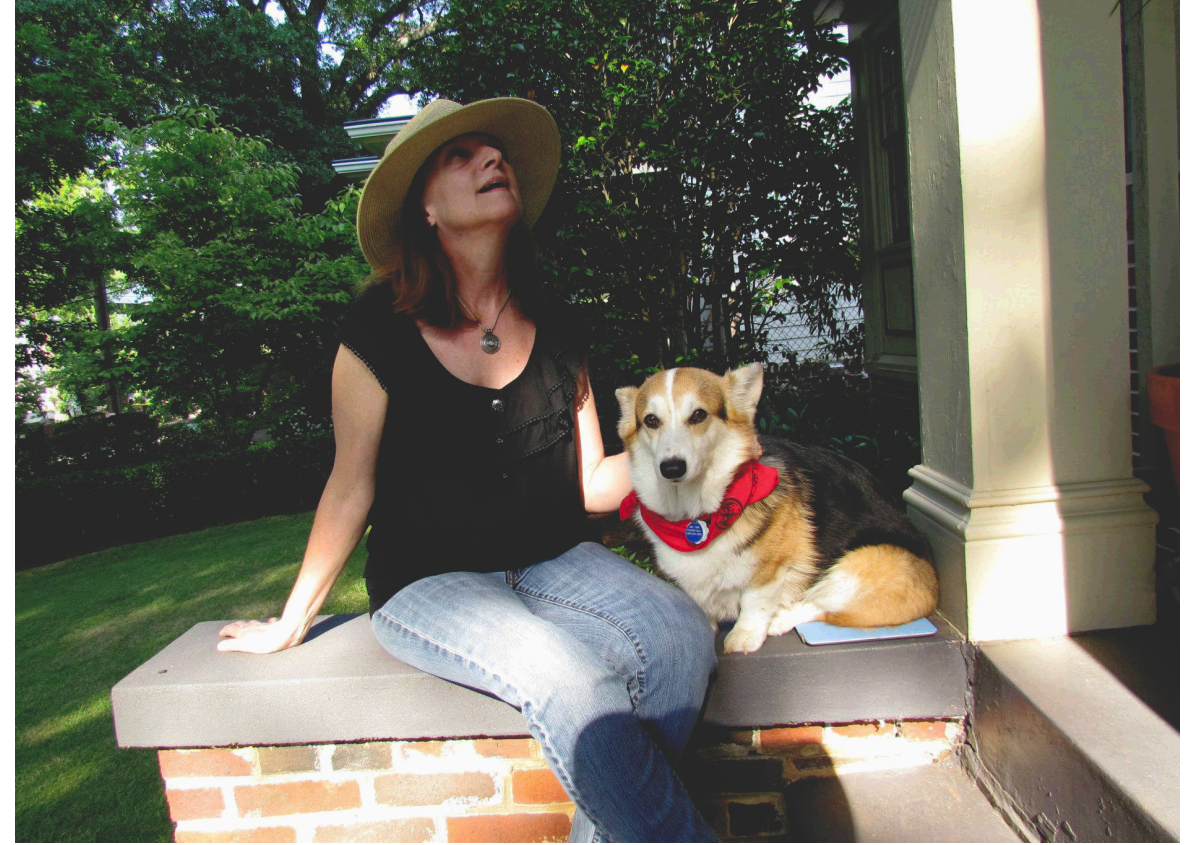
Ellen Thompson is a friend of my mother's and was recommended to me, because Ellen is a great writer and an excellent cook.



## ABOUT THE CLIENT

Ellen Thompson graduated St. Andrews Presbyterian College with a B.A. in Philosophy, but her true love is cooking. For twelve years she worked with a proprietorship that provided an array of home delivery and catering. After that, she started her own catering and home chef business.

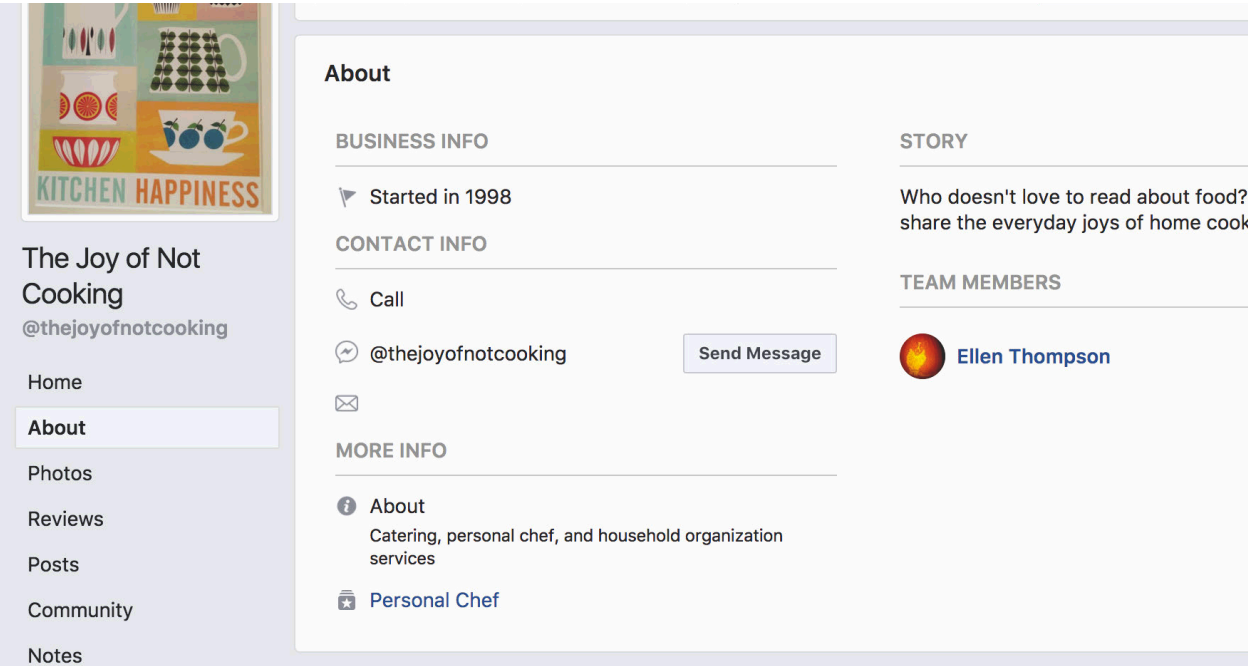
Most recently, she was the Director of Alumni Relations at St. Andrews College in Laurinburg NC. She has been trying to get back to her catering business since moving back to Atlanta GA.



Ellen and her corgi

# WEBSITE NEEDS

After moving to NC for the Alumni Relations job, Ellen lost contact with her core group of catering clients. She doesn't want a horde of new people, but would like to be able to showcase what she's capable of and how she can help clients. At the moment, she's been using a Facebook page to promote her business, but wants more freedom with formatting. Ellen wants show people how much fun home cooking can be, and will provide the necessary photos and action shots.



The Joy of Not Cooking Facebook page



Butternut Squash summer salad

The purpose of the website is for Ellen to show potential, or returning, clients what she can do for them, with an emphasis on catering and being a personal chef. She wants to let clients know that she can prepare large gatherings of family or for a company.

The targeted audience is returning clients that tell their friends and family through word of mouth. Ellen wants the website to almost be a secret, as in she wants a place on the web, but does not need so many clients that she can not keep up with. She hopes to earn back a group of core clients that can recommend her to a select few of new clients.



Ellen hopes to be able measure the success of this new website by moving traffic away from her Facebook page and seeing how many people actually visit this new site. She has worked with a designer before on a previous website, but it does not exist anymore and she isn't in contact with that designer either. That's why she is so ecstatic about this new website opportunity.



Mix of salad greens



Cherry tomatoes and mozzarella

On the website, Ellen wants subpages of at least 'about us,' 'sample menu,' 'catering,' and 'home chef.'

She doesn't want anything too fancy— just enough to get the point across. She would prefer that clients visit the site, get a feel of what she can do, and then contact her directly.



## MOVING FORWARD

Ellen needs and wants a new website to bring back her clientele for her catering business. She likes using the Facebook page, but wants something that's uniquely hers. She is really excited about this project.



Gazpacho

