

MEDIA GROUP PROJECT



Group 1 - Web Wave

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Project Plan for

UniCooked

Recipe Website for Students

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Chapter 1 – Project Information

Project Background

According to the online article, many students struggle with finding additional free time since the workload that they have been given from university, requires them to sometimes even skip brakes in order to keep up with the studies. Lots of them also work part-time to make a living or like to volunteer (Smith, 2022). They often try to save time by ordering food with apps like Uber Eats or just dining at the city joining this activity with friend's gatherings. But this way of living is not always healthy, and for sure is expensive. There is an alternative to that, which would be a well-functioning and straightforward website that provides the user (students in that case) with recipes that have all the most desired aspects of a student cuisine. Fast, tasty, cheap, and healthy.

Project Goal

The goal of this project is to help students in finding quick, easy, and affordable recipes to cook at home. In order to do so, the team will create a website that stands out with its originality but at the same time can make the cooking process more efficient. By giving the target audience our product, students can take better care of themselves and their health.

Chapter 2 – Implementation

Research & Content Strategy

The group conducted research on papers and articles available online that focus on students' preferences related to cooking and about the things that they value the most while cooking from a recipe. The full research paper can be found in the Appendix section, as Appendix A. In addition, we will make a survey and let the fellow students answer the questions in order to gain more practical insights and prioritize the features that we will implement into the final product. What is more, the other purpose of the research is to know which national cuisines are the most popular and try to create something original out of it.

Website Design & Development

We will be creating wireframes and mock-ups in order to better visualize the idea and the functionality of the page. After that we will work more about the unique features and the style of the page. The things that we will want to make consistent during the process is the page being straightforward and easy to use for all the students. Finally, towards the end of the project we will add some final touches to make the most out of the website.

Chapter 3 – Delivery Process

Phasing

Phase 1: Ideas and Mind maps

Phase 2: Team organization and plan

Phase 3: Research and Prototyping

Phase 4: Website implementation

Phase 5: Finalization of the Project

Deliverables

These are the things that we will be delivering throughout the project:

Activity name	Research	Delivery date	22-11-2023
Input	Do some research		
#1	Activities: Focus on cooking related research among the students		
The team is going to conduct a research on food related aspects of the students' life. What the students value in the recipes and which cuisines they prefer.			
Output	A survey and a PDF file with research and conclusions		

Activity name	First prototype	Delivery date	17-11-2023
Input	Making the very first prototype		
#1	Activities: Using Figma to make a wireframe prototype		
The team needs to agree on a layout of specific pages that the user will see on the website. The first step will be to make a simple wireframe.			
Output	A wireframe prototype that is accessible via Figma		

Activity name	Second prototype	Delivery date	24-11-2023
Input	Making a more advanced prototype		
#1	Activities: Using Figma to make an advanced prototype		
The team will think of the style of the website, implement the most important functionality into the prototype			
Output	An advanced prototype that is accessible via Figma		

Activity name	<i>Pre-final product</i>	Delivery date	<i>12-01-2024</i>
Input	<i>Working design some time before the deadline</i>		
#1	Activities: coding the well-functioning website		

The team will finish the main features of the website that all the members agreed on. The website should be fully functional, with only some cosmetic improvements to be made.

Output *A fully functioning website and URL*

Activity name	Final product	Delivery date	19-01-2024
Input	Last touches before the final deadline		
#1	Activities: Last code implementations		
The team has some time to polish their design and work on the final visual touches that will make the website more interesting and user-friendly.			
Output	The final website version and URL		

Non-Deliverables

The team will not prepare their own photos of the dishes or the required equipment. All of that will be acquired from free-to-use sources on the internet.

Chapter 4 – Possible Risks

Risk Table

#	Risk Event	Probability	Short Description
1	Finalization Delay	Medium	Some delays in the final part of the project can occur due to the Christmas and New Year's break.
2	Website Crashes	High	Due to the limited skill and knowledge, there might be some unwanted functionality of the website and overlooked errors that might cause some crashes.
3	Hosting Issue	Low	The website is hosted on an external server which may cause issues while converting the project from offline to online.
4	Display on Different Devices	High	The website is primarily designed to work with a desktop display. Opening the website via a smartphone might cause layout malfunction.

Chapter – Sources and Appendix

List of Sources

- Cunningham, E. (2023, February 22). *Revealed: The most popular cuisine in the world*. Time Out Worldwide. <https://www.timeout.com/news/move-over-italian-the-world-has-a-new-favourite-cuisine-022223>
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Appendix A – Research Paper

Research paper – Cooking behaviour among university students

Introduction

The main goal of our team is to create the student-targeted website that will provide the users with the recipes which have the qualities most desired by this group. In order to prioritize the core values of our work and the most important functionality, we conducted a research based on scientific papers and online articles that describe in detail the eating and cooking behaviour of students and how does it influence their lives, for instance relations with others and mental well-being.

Cooking abilities

According to the conducted research, which gathered data on over 8,500 participating students, approximately 80% of them reported that they do not encounter major issues while cooking their meal with basic ingredients, find it fairly easy to make the food. On the other hand, 15% of the participants admitted they require help with cooking, nearly 5% confessed that they have no cooking abilities at all and are not able to prepare even the easiest of meals. In other collected data it was concluded that male students cook less frequently than their female counterparts (Utter, 2016).

In another research the subject of the cooking abilities origins was tackled. A major part of participants reported that they acquired the basic cooking skills by so called observational learning. In this particular case, the students explained that they watched their relatives cook, while growing up. Mostly parents or grandparents. Besides family, there were another influences on the cooking skills, like watching cooking shows or observing influencers (Harris, 2017).

Possible limitations

In the research conducted by the Aquila Digital Community there was also a subject of the environmental limitations that could negatively affect the cooking abilities and the cooking behaviour among the students. The most common issue that they encountered was the lack of a proper equipment in the student dormitories, for instance the absence of the oven requires them to often use the microwave (Harris, 2017).

Most desirable qualities

In the survey, students were asked what are the most desired items related to cooking a meal. The aspect of knowing what exactly is in the food that they are eating was at the top with almost 80% agreeing with the item. Second best with around 75% agreement from the participants was the opinion that cooking their own meals allows them to eat more healthy, nutritious food. Last but not least in the top three was an item that mentioned the possibility of saving money. This budget friendly option was agreed upon by almost 67% of the students (Harris, 2017).

The cooking frequency among students

One of the studies aimed to determine the cooking frequency among college students. The young adults answered a survey which contained a question regarding the cooking frequency for themselves or others. The three possible answers were “often”, “sometimes” and “never”. The sample of this study was a group of nearly 5000 students from the University of North Carolina. In the final results around 46% of participants stated that they cook quite often, and not far behind with 40% were students that only sometimes prepare a meal for themselves or others. Only 14% have admitted to not cooking at all. The studies have also included some characteristics that were related to the cooking frequency. Some of the most significant ones were a cultural background, living on campus, financial aid, health rating and perceived cooking skills (Soldavini, 2021).

Most popular cuisines

Bucket List company decided to conduct some research on the most popular dishes around the world. The results were based on the social media activity, trending hashtags and user interactions. Surprisingly, the Italian cuisine has given away the crown to the Korean food. Last place on the podium was claimed by the Mexican cuisine. On the places further in the list there was a group of Asian related food (Japanese, Indian, Chinese, Thai, Vietnamese) present (Cunningham, 2023).