

Web development TASK 1

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Unit: Web development
Website to make: Foodies.
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Index

Part 1: Project data and Target Audience	3
<i>Purpose website.....</i>	<i>3</i>
<i>Persona's</i>	<i>4</i>
Part 2: Design Planning	7
<i>Sitemap.....</i>	<i>7</i>
<i>Style guide</i>	<i>8</i>
<i>Low-fidelity wireframes.....</i>	<i>9</i>
<i>Medium-fidelity wireframes</i>	<i>14</i>
Part 3: Test Plan.....	19

Part 1: Project data and Target Audience

Purpose website

I want to create a food related website that inspires people. Sometimes it's difficult to come up with what to eat every day. This website inspires people to create meals through various recipes, food trends, and a food blog. The goal of the website is to inspire people, encourage them to eat healthily and diversely, and reduce food waste.

Features of the website include:

- A page showcasing food trends.
- The ability to create your own account and profile. This feature allows you to specify your preferences, providing you with more personalized recipe suggestions.
- A search function where you can look for recipes and specific ingredients. This helps users find recipes with ingredients they already have at home. This helps people to prevent food waste and cook meals with ingredients they already have at home.
- A food blog where you can share your recipes and gain inspiration from friends.
- Tutorials and cooking tips available on the website.

Persona's

The target audience: Basically, everyone who uses online websites and cooks.

- People around 18 - 60 years old.

Persona 1:

Demographic info:

Name: Mark

Age: 22 years old

Gender: Male

Major: Business Economics



Lifestyle and interests:

As a full-time student, Mark's schedule is often filled with classes, assignments, and other school activities. Despite his busy academic life, he enjoys taking breaks to socialize and unwind. Mark values spending time with his friends. In his free time, Mark likes to relax with a good book or catch up on his favorite TV shows. He is always eager to try new experiences and make the most out of his college years.

Goal:

Mark's goal is to look for quick, easy and cheap meal options. He has a limited budget for his meals. But he thinks it is very important to eat healthy and diversely. He doesn't have a lot of cooking skills, but he wants to improve that.

Needs:

- He needs budget friendly recipes.
- Easy to cook meals, but meals that can improve his cooking skills.
- He needs healthy recipes and inspiration for diverse recipes (so he doesn't eat always the same recipes).

Frustration:

- Limited budget for healthy meals.
- Lack of cooking skills and inspiration
- Not a lot of time to spend for preparing meals.
-

Persona 2:

Demographic info:

Name: Sarah

Age: 30 years old

Gender: Female

Occupation: Full-time working professional



Lifestyle and interests:

As a full-time working professional, Sarah's days are often filled with meetings, deadlines, and long hours at the office. Despite her busy job, she values her time outside of work and enjoys activities that help her unwind and recharge. Sarah finds joy in cooking. She likes trying out new recipes and experimenting with different flavors in the kitchen. When she's not cooking, Sarah enjoys spending quality time with her partner, going for walks in nature, and indulging in her love for reading. She also cherishes moments spent with friends.

Goal:

Sarah is a busy professional who spends long days at the office. She enjoys cooking and she is interested in exploring new recipes and food trends, but sometimes she struggles to find inspiration for meals that are quick and easy to prepare.

Needs:

- Quick and easy recipes that fit her busy lifestyle.
- Healthy and nutritious meal options.
- Inspiration for new recipes and cooking techniques to expand her cooking skills.
- Ability to customize recipes based on dietary preferences and taste preferences.

Frustrations:

- Lack of time to cook a meal after a long day at work.
- Desire for variety in meals without too much hassle in the kitchen.
- Uncertainty about finding healthy and balanced recipes that she can prepare quickly.

Persona 3:

Demographic Info:

Name: Maria

Age: 54 years old

Gender: Female

Occupation: High school teacher



Lifestyle and Interests:

Maria leads an active and fulfilling life in her early fifties. As a high school teacher, she is passionate about her work and enjoys guiding and inspiring her students. Outside of her job, she loves art and culture. That's why she regularly attends exhibitions, theater shows, and concerts. She is also involved in the local community and participates in volunteering with various charitable organizations.

Goal:

Maria is looking for ways to expand her culinary skills and discover new recipes that fit her healthy and balanced lifestyle. She wants to be inspired by creative and flavorful dishes that she can share with friends and family during social gatherings and special occasions.

Needs:

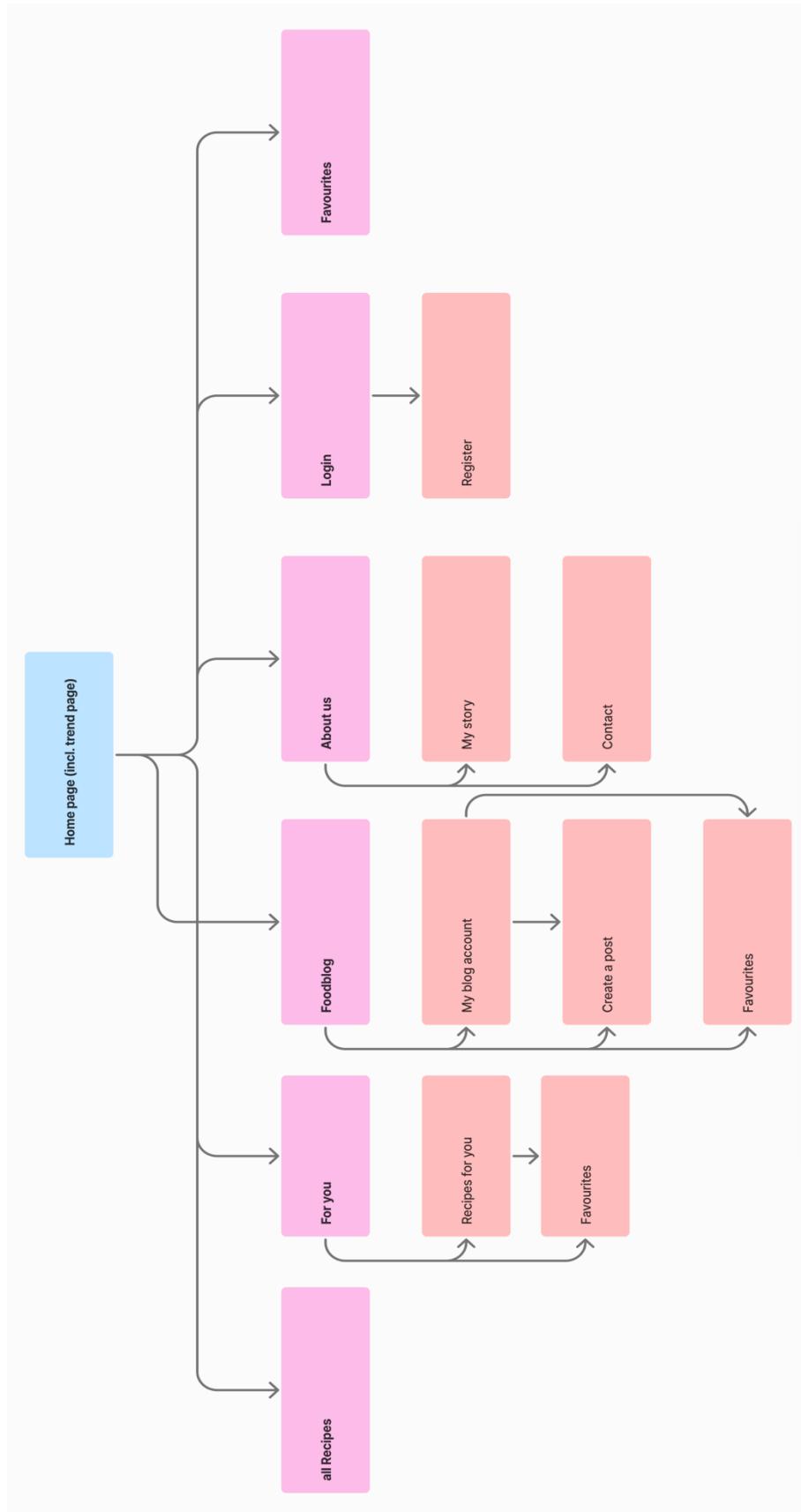
- Access to healthy and nutritious recipes that align with her diet and lifestyle.
- Inspiration for culinary creativity and new cooking techniques to enhance her skills.
- Ability to customize recipes based on seasonal ingredients and personal preferences.
- Community and connection with like-minded culinary enthusiasts to share experiences and exchange recipes.

Frustrations:

- Limited time to prepare elaborate meals after a busy workday.
- Desire for variety in her cooking routine and inspiration for new dishes.
- Challenges in finding recipes that meet her healthy eating habits and nutritional needs.

Part 2: Design Planning

Sitemap



Style guide

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Colors:

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Logo:

foodies.

Typeface:

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H4 Heading
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Buttons social media:

Low-fidelity wireframes

Home page and For you



All recipes and Favorites

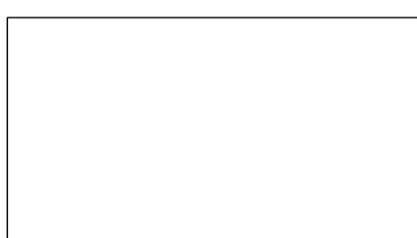
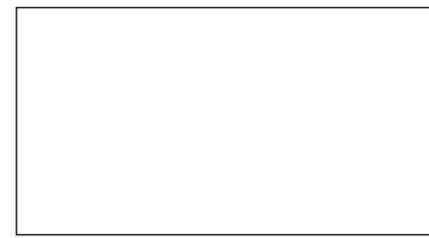
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Food blog

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MY account

Post a dish

About Us

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Log In



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Medium-fidelity wireframes

Home Page and For you

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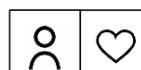
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ALL FOOD RECIPES.

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SALAD WITH POTATO



PASTA PESTO



FOCACCIÀ



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RAVIOLI WITH TOMATO



RICE WITH CHICKEN



STUFFED POTATO WITH SALMON



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MY account

Post a dish



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ABOUT US

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Log In

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LOGIN.

username or e-mail

password

login

register

Part 3: Test Plan

Register/ login

Input	Process	Output
<ul style="list-style-type: none"> - Username (email-address) - Password - User preferences - Search terms 	<ol style="list-style-type: none"> 1. Verification of user data. 2. Processing of search queries 3. Validation of filled data 	<ul style="list-style-type: none"> - User profile - Search results - Confirmation or error message (after submitting a form or comment). - Give relevant information for user (looking at their preferences)

Blog post

Input	Process	Output
<ul style="list-style-type: none"> - User account - Recipe: title, ingredient list, cooking instructions - Pictures 	<ol style="list-style-type: none"> 1. User fills in the input for posting a recipe on the blog (text with eventual pictures) 2. Validation data: the website validates the entered data. So checking if all required fields are filled in. 3. Saving the post (with all the text (and pictures)) 4. Publication 	<ul style="list-style-type: none"> - Published recipe

Search bar

Input	Process	Output
<ul style="list-style-type: none"> - Ingredients input in search bar. 	<ol style="list-style-type: none"> 1. Receiving ingredients input (one or more ingredients) 2. Searching in database: find matches in the database for recipes that include all or some of the entered ingredients. 3. Filtering and sorting: prioritize the recipes that include more ingredients (so more on the top). 4. Presentation of results 	<ul style="list-style-type: none"> - Search results: show a list of all the recipes that match the entered ingredients allowing the user to browse and select the recipes they are interested in.

Filters:

Input	Process	Output
<ul style="list-style-type: none"> - Clickable filters: User interacts with clickable filters in different categories. 	<ol style="list-style-type: none"> 1. Selection of filters: user selects one or more filters by clicking on them. 2. Filtering of recipes: website filters the list of all recipes based on the selected filters. 3. View filtered results: view the recipes to user that meets the selected filters. 	<ul style="list-style-type: none"> - Filtered recipe list