

I. Strategy and Scope

A. Strategy

Project objectives

Founder of Joy of Baking website, Stephanie Jaworski, has great passion for baking. Stephanie shares her recipes with people who are also interested in baking through this site. She has been working on this site for more than 10 years since 1997. The goal of the website is to provide recipes to people who need them. Moreover, the goal is to increase the number of visitors and broaden its visibility worldwide.

On other hand, this website became a part of iFood Media LLC in 2010. Advertisements income can gain profits for the company; thus, this site has to attract people to visit it as much as possible. Thus, how to integrate different conduits such as Youtube and Facebook to potential users is one of business goals. After all, the more people come to visit Joy of baking, the more chances for the company to gain higher profits.

From the maintenance perspectives, costs to host data and provide stable systems are needed. Joy of baking also provides recipes and high quality videos to all its' users without extra charges. Therefore, the costs to support all features should be considered when hosting the site. The only way to earn income is by selling advertisements spaces. Moreover, those advertisements should be placed on the website to be least disruptive. In conclusion, this site has to serve its purposes by attracting more people to visit and use its contents and by promoting itself with all kinds of social media to gain popularity. Most importantly, the site strives to have users stay with Joy of Baking whenever they need recipes due to their pleasant experiences with it.



Figure 1. Joy of baking about page

User demographics

The target users of this website are people who are interested in baking, especially in western style. According to statistics, this site has more visitors during holidays such as Thanksgiving and Christmas. Number of website visitors is increasing from October to December each year as statistics shows. From the short term perspectives, more users visit the site during weekends than on weekdays. This trend shows that users have more time to browse the internet for baking recipes, or more people do baking more often on weekends. Both short and long term patterns correspond to the behavior in Western culture.

The statistics also reveal important phases of major users. Most of them are female since they spend more time baking than men in general. On the other hand, users need the ability to use a computer or mobile devices such as tablets or mobile phones to connect to this site. These potential users have college level education and their ages are between 20 and 40. People of this age range are more likely to try and accept new recipes. Most elderly people have their own recipes that have been used for a long time. Or, they are not responsible for those baking

works during festivals so they don't need this information. In summary, the following lists the user demographics for this website.

- Female between age 20 and 40
- Interested in baking
- Accustomed to western diet
- Having college level education
- Having the ability to use computers or mobile devices

Personas

Three types of potential users are set as target users. They are novice, advanced and professional. They have different goals to visit this website. Since they have different background and experiences, their demands of this website vary. Users who are novice at baking would require clear and step by step descriptions in recipes while experts need a lot of new recipes with new flavor combinations. Considering the number of novice users are more than the other two, the primary persona of Joy of Baking will come from this category.

	Novice (Primary Users)	Advanced (Secondary Users)	Professional (Secondary Users)
Age	20-30	31-40	30-40
Goal	<ul style="list-style-type: none"> ● Looking for a specific recipe ● Learning techniques of baking 	Need more recipes for special occasions	Stimulate ideas.
Experience	Novice	Having many years of cooking	Having a plenty of baking experiences
Technology Experience	<ul style="list-style-type: none"> ● Familiar with technology ● Using social media frequently 	<ul style="list-style-type: none"> ● Using computer to complete daily tasks such as reply emails or editing documents. 	<ul style="list-style-type: none"> ● Fair ● Be able to browse websites

Primary User



- 20 years old
- College student

Mindy

"I want to have a baking instructor whenever I get lost in those steps"



KEY GOALS

- Easily access and find recipes
- Have access to step by step explanation
- Have access to glossary dictionary for terminology
- Improving baking skill

BEHAVIOR

- Likes to eat food and desserts
- Wants to learn baking without going to bakings class
- Watching food shows on television

WE MUST

- Provide easy navigation for different recipes
- Provide clear instructions for each recipe
- Provide efficient glossary dictionary for looking up terminology

WE MUST NEVER

- Overwhelm users with difficult terminology
- Put irrelevant advertisements

Secondary User



Jennifer

"Baking is my favorite activity with child during weekends."



- 38 years old
- Has one daughter
- A manager in human resource department

KEY GOALS

- Need more recipes for special occasion
- Get novel combinations of ingredients
- Have ways to bake healthy

BEHAVIOR

- Bake for many years
- Wants to have a healthy and balanced diet
- Spend a lot of time with child

WE MUST

- Provide easy navigation for different types of desserts
- Provide clear labelings and page layout
- Provide recipes for different lifestyles

WE MUST NEVER

- Overwhelm users with too much information
- Put irrelevant advertisements



Mary

- 36 years old
- Chef and instructor at baking class

"I need as many as possible baking references"

KEY GOALS

- Inspired for new recipes
- Have access to good recipes
- Gain knowledge of baking history

WE MUST

- New recipes are easy to find
- Provide correct and useful recipes
- Provide efficient terminology dictionary for looking up terminology

BEHAVIOR

- Work in baking for a long time
- Teaching students in baking class
- Does't having too much time to read

WE MUST NEVER

- Confuse users with complicated navigation widget/ layout

B. Scope Documents

Functional specifications

Joy of Baking provides varieties of recipes so that users can use it as references for baking. A major problem in current site is the organization of the content. We need to define tasks that users might perform within this site before redesigning it.

1. Providing recipes for users based on their goals

- ◆ By type - Users can search for a recipe with a specific type of dessert such as cake, muffin, bars and the like.
- ◆ By ingredients - Using popular ingredients such as chocolate, strawberry and lemon to help users navigate the great number of recipes.
- ◆ By seasons or special occasion – Since the user demographic shows that the target users have western diet, the site should provide them recipes when the holiday is approaching. Possible options are Thanksgiving, Christmas and Valentine 's Day.
- ◆ By released time/ popularity – The users who have seen following this site for a long time may have tried many of recipes in this site. Thus, we should provide them a quick access to the latest recipes. For those who are new to this site, they might be more interested in what the popular recipes are. So, popularity can be used for exploring recipes.
- ◆ By lifestyle – Some people might have a certain diet requirements to meet such as gluten free. This is a quick access to see what is available for them in this site.

2. Teaching videos with step by step instructions

The text description need more space to show complete procedure for baking a dessert. Thus, video is the most efficient tool to express this. For each recipe, it would be good to provide users with a video that can demonstrate the procedure.

3. Enable users to convert between different measurements and units

This site can be accessed worldwide. It is possible to have a user using different measurement. When a user doesn't want to make suggested quantity or want convert to the other unit, this site can provide a place for them to convert to other measurements or units.

4. Provide ways to download and share recipes

Currently, recipe contains a link to print the recipe. However, the link is not obvious and the arrangement is not suitable. Multiple options should be provided so that user can choose to save the recipe or share with friends via social media.

5. Attracting advertisements - Site have special deal offering for kitchen gadgets or clothes.

This is a potential improvement of this website. Since this site needs advertisements to support all the maintenance, advertisement is a major source of income. Instead of showing a lot of irritating advertisements, we provide ads that are most likely to be of interest.

Content inventory

By the audit process, contents of site are listed in the appendix A. Main contents are as following:

1. Recipes with descriptions and process
2. Glossary for ingredients and baking terminology
3. History and reference
4. Ways to find Joy of Baking in other social media

Content requirements

Reference ID	Page Name	Core Purpose	User Support	Required Elements and Suggestions.
1	Homepage	Get ways to find recipes	<ul style="list-style-type: none"> • Enable users to know how to get to the specific recipe • Direct users to achieve their goals 	<ul style="list-style-type: none"> • Robust and efficient search function • Clear and logical classification of recipes • Clean webpage Layout • Text
2	Homepage	Share this site with social media	<ul style="list-style-type: none"> • Allow users to have a full picture of baking 	<ul style="list-style-type: none"> • Using social media icon for users recognition • Do not direct them to leave current site

Reference ID	Page Name	Core Purpose	User Support	Required Elements and Suggestions.
3	Homepage	Showcase latest recipes	<ul style="list-style-type: none"> Give users the notion that this site is updated routinely and is under good management 	<ul style="list-style-type: none"> Updated recipe are easily to be found Clean webpage Layout Image
4	Recipes	Get the recipe	<ul style="list-style-type: none"> Allow users to have a full picture of baking Allow users to save the recipe they want with an easy click 	<ul style="list-style-type: none"> Easy to follow the steps in recipes Clean webpage Layout Text, video, image
5	Background knowledge	Look up ingredients in a glossary	Allow users to look up more information about ingredients	<ul style="list-style-type: none"> Glossary is easy to navigate without Clean webpage Layout Meaningful classification Text, link, image
6	Background knowledge	Look up for baking terminology	Allow novice users to look up more information about terminology	<ul style="list-style-type: none"> Glossary is easy to navigate Clean webpage Layout Meaningful classification Text, links, video
7	Background knowledge	History of baking	Give users more history knowledge of baking	<ul style="list-style-type: none"> Clean webpage Layout Meaningful classification Text, image, links
8	Background knowledge	Bibliography	Reference books that are cited for site material	<ul style="list-style-type: none"> Clean webpage Layout Text, links
9	Tools	Substitute ingredients	Allow users to substitute when they don't have or don't want a specific ingredient	<ul style="list-style-type: none"> Easy to navigate Clean webpage Layout Clear explanations Print out function
10	Tool	Measure conversion	Provide tools for users to convert between measurements such as temperature, weight and volume	<ul style="list-style-type: none"> Easy to navigate Minimize human errors when converting measurement Clean webpage Layout Print out function

Appendix A- Content Inventory

JoyofBaking.com

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
0.0	HOMEPAGE	http://joyofbaking.com/	text/html/image/video		
1.0	RECIPE INDEX	http://joyofbaking.com/RecipeIndex.html		Internal	
1.1	Site Index - Baking Recipes D-0	http://joyofbaking.com/RecipeIndexDO.html	text/html/image	Internal	Same
1.2	Site Index - Baking Recipes P-Z	http://joyofbaking.com/RecipeIndexPZ.html			
2.0	NEW RECIPES	http://joyofbaking.com/NewRecipes.html	text/html/image		
2.1-2.12	new recipes		text/html/image/video (optional)	Internal	Same
2.1	Join Our New Recipes & Videos Email List	http://feedburner.google.com/fb/a/mailverify?uri=NewRecipesOnJoyofbakingcom&loc=en_US	text	External	New
3.0	CAKE RECIPES	http://joyofbaking.com/cakes.html	text/html/image		
3.1-3.30	recipes of cakes		text/html/image/video(optional)	Internal	Same
3.31	cake making	http://joyofbaking.com/CakeMaking.html	text/html/image	Internal	Same
4.0	COOKIE RECIPES	http://joyofbaking.com/cookies.html	text/html/image		
4.1-4.75	recipes of cookies		text/html/image/video(optional)		
4.76	cookie making	http://joyofbaking.com/CookieMaking.html	text/html/image	Internal	Same

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
5.0	MUFFIN RECIPES	http://joyofbaking.com/muffins/muffinrecipes.html	text/html/image		
5.1-5.22	recipes of muffin		text/html/image/video(optional)	Internal	Same
6.0	SCONE RECIPES	http://joyofbaking.com/SconesIntroduction.html	text/html/image		
6.1-6.24	recipes of scone		text/html/image/video(optional)	Internal	Same
7.0	PIES & TARTS	http://joyofbaking.com/PieAndTartRecipes.html	text/html/image		
7.1-7.70	recipes of pies&tarts		text/html/image/video(optional)	Internal	Same
8.0	BREAKFAST & BRUNCH	http://joyofbaking.com/breakfast/breakfast.html	text/html/image		
8.1-8.40	recipes of breakfast & brunch		text/html/image/video(optional)	Internal	Same
9.0	BARS & SQUARES	http://joyofbaking.com/barsandsquares/BarsAndSquares.html	text/html/image		
9.1-9.37	recipes of bars & squares		text/html/image/video(optional)	Internal	Same
10.0	CUPCAKE RECIPES	http://joyofbaking.com/cupcakes/cupcakerecipes.html	text/html/image		
10.1-10.22	recipes of cupcakes		text/html/image/video(optional)	Internal	Same
11.0	SHORTBREAD RECIPES	http://joyofbaking.com/shortbreads/shortbread.html	text/html/image		
11.1-11.19	recipes of shortbread		text/html/image/video(optional)	Internal	Same

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
12.0	COMFORT FOODS	http://joyofbaking.com/ComfortFoods.html	text/html/image		
12.1-12.45	recipes of comfort foods		text/html/image/video (optional)	Internal	Same
13.0	YOUTUBE CHANNEL	http://www.youtube.com/user/JoyofBaking1		External	New
14.0	ABOUT US	http://joyofbaking.com/other/aboutjoyofbaking.html	text/html/image	Internal	Same
15.0	SUBSTITUTIONS	http://joyofbaking.com/IngredientSubstitution.html	text/html	Internal	Same
16.0	INGREDIENTS	http://joyofbaking.com/BasicIngredients.html	text/html/image	Internal	Same
17.0	GLOSSARY	http://joyofbaking.com/other/glossaryindex.html	text/html	Internal	Same
17.1	glossary A-B	http://joyofbaking.com/other/glossaryAB.html	text/html/image	Internal	Same
17.2	glossary C-G	http://joyofbaking.com/other/glossaryCG.html	text/html/image	Internal	Same
17.3	glossary H-P	http://joyofbaking.com/other/glossaryHP.html	text/html/image	Internal	Same
17.4	glossary Q-Z	http://joyofbaking.com/other/glossaryQ-Z.html	text/html/image	Internal	Same
18.0	CONVERSIONS	http://joyofbaking.com/ConversionsEquivalencies.html	text/html	Internal	Same
18.1	Baking Pan Sizes	http://joyofbaking.com/PanSizes.html	text/html	Internal	Same
18.2	Temperature Equivalents	http://joyofbaking.com/TemperatureEquivalents.html	text/html	Internal	Same

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
18.3	Cooked Sugar Stages	http://joyofbaking.com/StagesOfCookedSugar.html	text/html	Internal	Same
18.4	Oven Baking Temperatures	http://joyofbaking.com/OvenTemperatures.html	text/html	Internal	Same
18.5	Volume Equivalents	http://joyofbaking.com/USMetricVolumeEquiv.html	text/html	Internal	Same
18.6	Weight Equivalents	http://joyofbaking.com/USMetricWeightEquiv.html	text/html	Internal	Same
19.0	WEIGHT VS VOLUME	http://joyofbaking.com/WeightvsVolumeMeasurement.html	text/html/video	Internal	Same
20.0	HALLOWEEN BAKING	http://joyofbaking.com/halloweenrecipes/halloweenrecipes.html	text/html/image	Internal	Same
20.1-20.30	recipes for Halloween		text/html/image/video (optional)	Internal	Same
21.0	THANKSGIVING BAKING	http://joyofbaking.com/ThanksgivingDessertTray.html	text/html/image/video (optional)	Internal	Same
20.1-20.81	recipes of Thanksgiving Desserts & Baking		text/html/image/video (optional)	Internal	Same
22.0	CHRISTMAS COOKIES	http://joyofbaking.com/ChristmasCookies.html	text/html/image	Internal	Same
22.1-22.112	recipes of Christmas cookies		text/html/image/video (optional)	Internal	Same
23.0	CHRISTMAS BAKING	http://joyofbaking.com/ChristmasBaking.html	text/html/image	Internal	Same
23.1-23.75	recipes of Christmas baking		text/html/image/video (optional)	Internal	Same

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
24.0	CHRISTMAS CANDY	http://joyofbaking.com/candy/christmascandyrecipes.html	text/html/image	Internal	Same
24.1-24.34	recipes of Christmas candy		text/html/image/video (optional)	Internal	Same
25.0	CHOCOLATE RECIPES	http://joyofbaking.com/ChocolateRecipes/ChocolateRecipes.html	text/html/image/video (optional)	Internal	Same
25.1-25.98	recipes of chocolate		text/html/image/video (optional)	Internal	Same
26.0	APPLE RECIPES	http://joyofbaking.com/AppleRecipes.html	text/html/image	Internal	Same
26.1-26.16	recipes of apples		text/html/image/video (optional)	Internal	Same
27.0	PUMPKIN RECIPES	http://joyofbaking.com/PumpkinRecipes.html	text/html/image	Internal	Same
27.1-27.18	recipes of pumpkin		text/html/image/video (optional)	Internal	Same
28.0	CRANBERRY RECIPES	http://joyofbaking.com/CranberryRecipes.html	text/html/image	Internal	Same
28.1-28.24	recipes of cranberry		text/html/image/video (optional)	Internal	Same
29.0	BISCOTTI RECIPES	http://joyofbaking.com/biscotti/Biscotti.html	text/html/image	Internal	Same
29.1-29.7	recipes of biscotti		text/html/image/video (optional)	Internal	Same
30.0	CANDY RECIPES	http://joyofbaking.com/candy/christmascandyrecipes.html	text/html/image	Internal	Same
30.1-31.31	recipes of candy		text/html/image/video (optional)	Internal	Same

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
31.0	HEALTHY BAKING	http://joyofbaking.com/healthydesserts/HealthyDessertsandBakingRecipes.html	text/html/image	Internal	Same
31.1-31.47	recipes of Healthy Desserts & Baking		text/html/image/video (optional)	Internal	Same
32.0	PUDDING RECIPES	http://joyofbaking.com/puddings/Puddings.html	text/html/image	Internal	Same
32.1-32.20	recipes of pudding		text/html/image/video (optional)	Internal	Same
33.0	QUICK BREADS	http://joyofbaking.com/QuickBreads.html	text/html/image	Internal	Same
33.1-33.21	recipes of quick bread		text/html/image/video (optional)	Internal	Same
34.0	ENGLISH TEA PARTY	http://joyofbaking.com/EnglishTeaParty.html	text/html/image	Internal	Same
33.1-33.36	recipes for tea party		text/html/image/video (optional)	Internal	Same
35.0	BLUEBERRY RECIPES	http://joyofbaking.com/BlueberryRecipes.html	text/html/image	Internal	Same
35.1-35.25	recipes of blueberry		text/html/image/video (optional)	Internal	Same
35.26	reading tea leaves	http://joyofbaking.com/ReadingTeaLeaves.html	text/html		
36.0	LEMON RECIPES	http://joyofbaking.com/LemonRecipes.html	text/html/image	Internal	Same
36.1-36.7	recipes of lemon		text/html/image/video (optional)	Internal	Same
37.0	STRAWBERRY RECIPES	http://joyofbaking.com/StrawberryRecipes.html	text/html/image	Internal	Same

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
37.1-37.24	recipes of strawberry		text/html/image/video (optional)	Internal	Same
38.0	TRIFLE RECIPES	http://joyofbaking.com/EnglishTrifle.html	text/html/image	Internal	Same
38.1-38.8	recipes of trifle		text/html/image/video (optional)	Internal	Same
39.0	ICE CREAM RECIPES	http://joyofbaking.com/IceCreamRecipes.html	text/html/image	Internal	Same
39.1-39.22	recipes of ice cream		text/html/image/video (optional)	Internal	Same
40.0	VALENTINE'S BAKING	http://joyofbaking.com/other/ValentinesDayDesserts.html	text/html/image	Internal	Same
40.1-40.116	recipes of Valentine's		text/html/image/video (optional)	Internal	Same
40.117	resource of history	http://www.history.com/		External	New
41.0	EASTER BAKING	http://joyofbaking.com/other/EasterDessertsBaking.html	text/html/image	Internal	Same
41.1-41.52	recipes of Easter baking		text/html/image/video (optional)	Internal	Same
42.0	BAKING HISTORY	http://joyofbaking.com/History.html	text/html/image	Internal	Same
43.0	BIBLIOGRAPHY	http://joyofbaking.com/other/bibliography.html	text/html	Internal	Same
43.1	bibliography G-M	http://joyofbaking.com/other/bibliographyGM.html	text/html	Internal	Same
43.2	bibliography N-Z	http://joyofbaking.com/other/bibliographyNZ.html	text/html	Internal	Same

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
44.0	FACEBOOK SHARE	https://www.facebook.com/login.php?next=http%3A%2F%2Fwww.facebook.com%2Fsharer%2Fsharer.php%3Fu%3Dhttp%253A%252F%252Fshar.es%252FEVkfA%26t%3DJoyofBaking.com%2B-%2BBaking%2B%2526%2BDessert%2B%252AVideo%2BRecipes%252A&display=popup		External	New
45.0	TWEET SHARE	https://twitter.com/intent/tweet?text=JoyofBaking.com%20-%20Baking%20%26%20Dessert%20*Video%20Recipes*&url=http://shar.es/EVktj&source=sharethiscom&related=sharethis&via=sharethis		External	New
46.0	GOOGLE PLUS			External	Same
47.0	SIGN IN TO SHARE VIA EMAIL			External	Same
48.0	STEPHANIE JAWORSKI'S GOOGLE PLUS	https://plus.google.com/11579083631376742018/posts		External	Same
49.0	JOY OF BAKING FACEBOOK PAGE	https://www.facebook.com/joyofbaking		External	New
50.0	CONTACT US	http://joyofbaking.com/other/emailstephanie.html		Internal	Same
50.1	Send Email to Stephanie.		Outlook	External	New
50.2	Send Email to Rick.		Outlook	External	New

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
51.0	PRIVACY POLICY	http://joyofbaking.com/other/privacypolicy.html		Internal	Same
51.1-51.11	Other business's privacy policies		text/html	External	Same
52.0	JOYOFBAKING ON TWITTER	http://twitter.com/joyofbaking		External	New
53.0	STEPHANIE JAWORSKI+	https://plus.google.com/111579083631376742018?rel=author		External	New
54.0	FIND US ON GOOGLE+	https://plus.google.com/b/107577524355783286067/		External	New