

III. Proposed Redesign

As stated in the functional specification, users of Joy of Baking visit the site based on their needs. Thus, a main focus of redesign is based on user tasks and how to arrange what they need in a convenient and clear layout. In this section, sitemaps and wireframe are used for illustrating redesigned solutions. Sitemap is a blueprint of site structure which provide us with an idea of page quantity and its structure. Wireframe can give us a picture of how each page is organized.

A. Redesigned Sitemap

According to the analysis of the existing site and personas, four categories were designed for users based on their needs of this website as shown in figure 11. These categories are recipes, conversion tools, glossary and history. The fifth category is an introduction about Joy of Baking which usually obtains less attention.

Recipe is a section with the largest number of subpages among all categories. Thus, a solution for this situation is providing many facets for users to choose. These facets include new recipes, popular recipes, type of baked good, ingredients, holidays and special purpose. New recipes are available for people who have been visited this site for a long time. These people are familiar with all recipes that are available in this site. Thus, a section collects new recipes would help them to get latest recipe quickly. Popular recipes section provides users a quick way to get a recipe when they don't have any idea. Popular recipe is generated based on the number of visiting. When users know what type of baked goods that they want to search, they can access to the type category directly. On the other hand, if users want to use a specific ingredient in their baked goods, they can go to the ingredients section for recipes. Holiday and occasion section is used when a holiday is coming. In some countries, people bake desserts for holiday. Thus, this section would be useful for these people. People with special needs such as gluten-free diet would go to the special need section for special recipes.

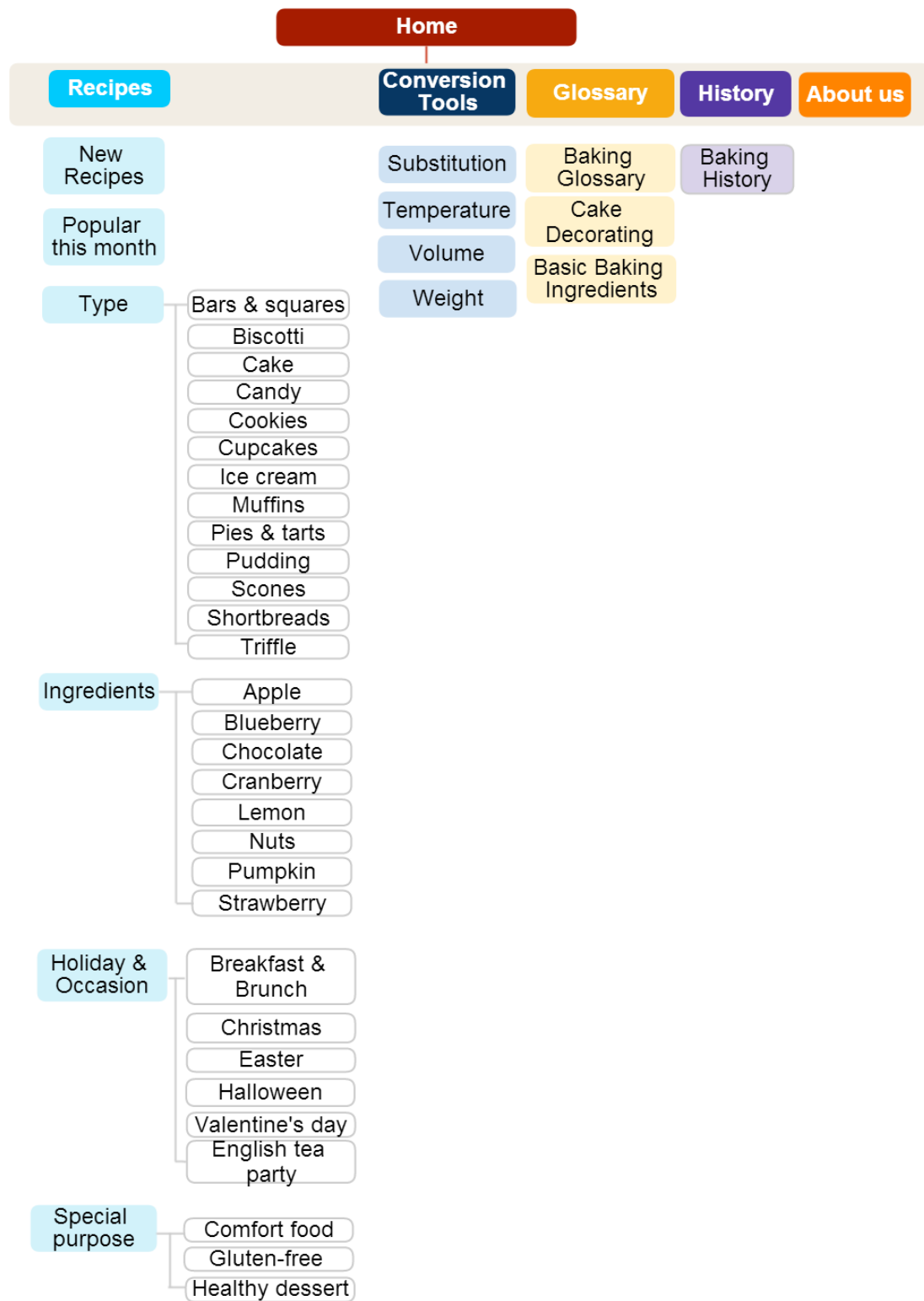


Figure 11. Redesigned Sitemap

In the conversion tools, facets are including substitution, temperature, volume and weight. Substitution is designed for ingredient substitution. Sometimes users might have shortage of ingredients while baking. Thus, this section provides users information of substitution ingredients rather than giving up. Other conversion tools such as temperature, volume and weight are due to different metric system in US and other countries. This section allows user to convert between different systems.

The third category is the glossary. The existing page for glossary is a long list of all kinds of glossary. The proposed solution is to provide three facets such as baking glossary, cake decorating and basic baking ingredients. These three facets can direct users to a section with related terms. On the other hand, since the history and about us sections have less contents, they are not designed into several facets in the redesigned version.

B. Redesigned Wireframes

Wireframe provides us how each page is organized. The following as shown in figure 12 is an overview of proposed redesign. Some sections are global navigation which are identical in every page. Contents section changes according to different purposes.

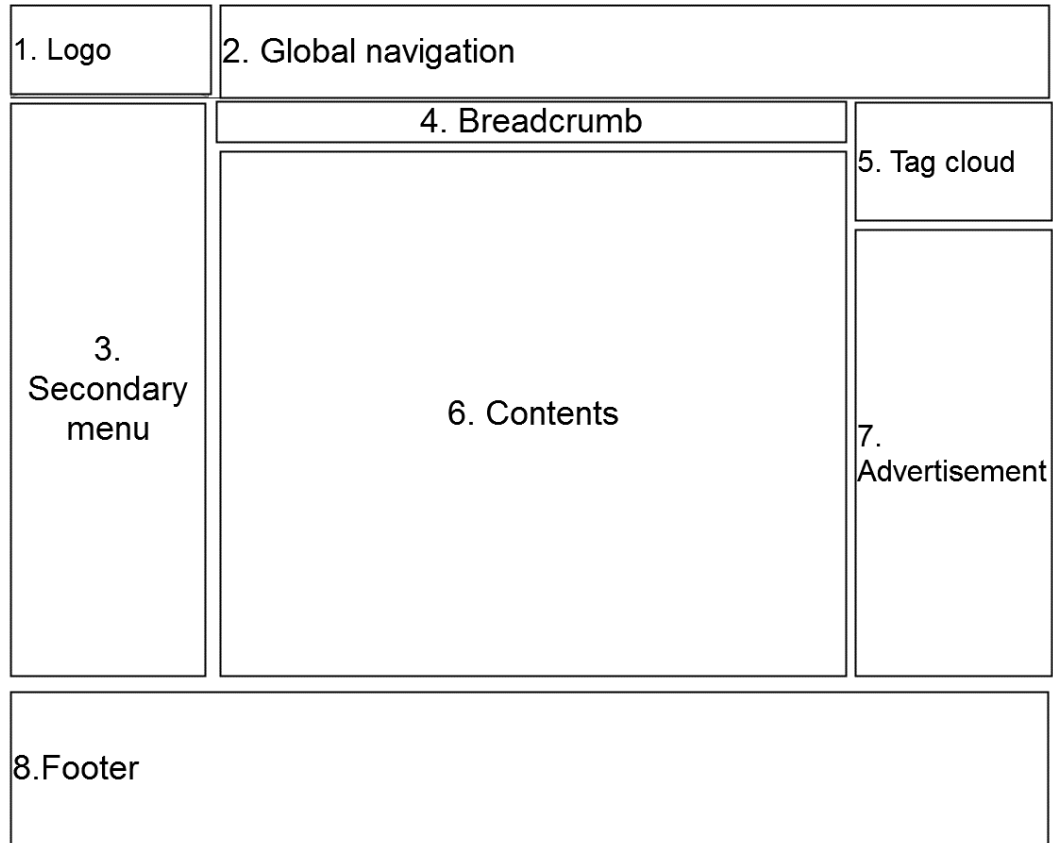


Figure 12. An illustration of wireframe overview.

1. Logo

An image with link to home page. Users can access to home page at any page quickly.

2. Global navigation

This global navigation menu includes the second level nodes in the sitemap as shown in figure 13. Users based on their needs to choose a section for later actions. The global menu is designed for quickly access and direct users to a section to finish their tasks.

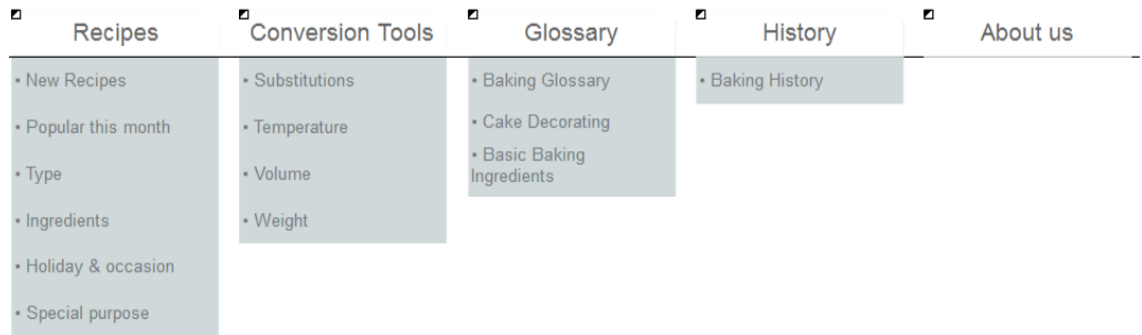


Figure 13. Global menu with expanded submenu.

3. Secondary menu

A secondary menu is used for assisting user to choose from a submenu of a global navigation category. The other function of this menu is providing more facets of a chosen topic. For example as shown in figure 14, when searching recipes by type of baked goods, users are provided options of other facets such as ingredients. They can choose a type from dropdown list and then choose a specific ingredient in order to obtain smaller number of recipes. Users might want to add more conditions such as finding Christmas recipes. This secondary menu is designed to solve the problem of large number of recipe results. Users don't have to scroll a long page when they are provided with options to refine results.

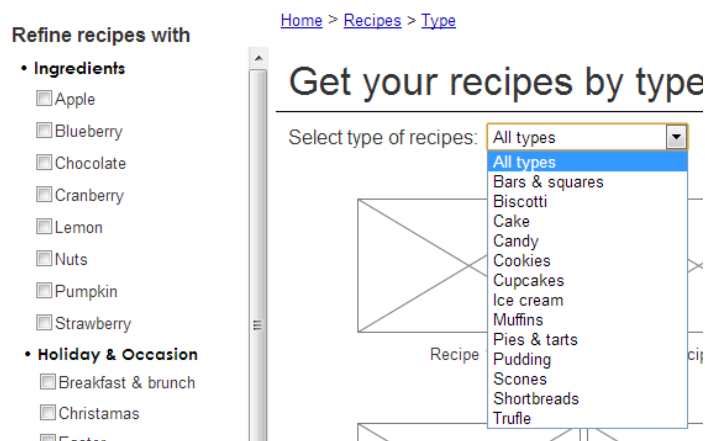


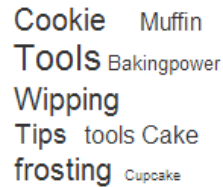
Figure 14. An example of facets display when a user searches recipes by type.

4. Breadcrumb

A breadcrumb is missing in the existing website. A user does not have any clue about a path he took to the current page. The breadcrumb that consists of links allows the user access to a higher level node.

5. Tag cloud

In the secondary menu of proposed redesign, users are provided with pre-defined facets by designers. They don't have chances to define their preferences. This tag cloud is based on a popularity list of keyword searches as shown in figure 15. Bigger words in the cloud represent higher rankings in the popularity list. Thus, it is a dynamic menu for users to choose.



Cookie Muffin
Tools Bakingpower
Whipping
Tips tools Cake
frosting Cupcake

Figure 15. An example of tag cloud feature

6. Contents

This section is used for displaying main contents in each page. According to different purposes, widgets and layout will be different as well. For example as shown in figure 16, showing the large number of recipes was an issue in existing site. With options to refine results, the quantity of recipes can be reduced. Another proposed feature is a sorting menu. This menu allows users to sort all recipes in their preferred ways. They can get what they want in a few result pages without reading through all result titles.

Get your recipes by special purpose

Select your purpose:

Sort by:

- Preparation time
- Popularity
- Released date
- Alphabetical
- Preparation time

Recipe 1

Recipe 2

Recipe 3

Recipe 4

Recipe 5

Recipe 6

[Previous Page](#) < [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [10](#) > [Next Page](#)

Figure 16. An example of results sorting feature.

7. Advertisement

Selling advertisement is a key source for income. Without those income, it will be difficult to host this site. Thus, spaces for advertisements need to be kept in every page.

8. Footer

A footer section is placed at the bottom of every page with identical contents. Copyright, social media links, contact information and sitemap can be found at this section. These links are not as important as top navigation. However, users can use it as shortcuts when they need it. This section will increase the efficiency of minor information.

Home page wireframe

The content section of home page includes three main features as shown in figure 17. These features are highlight recipes, new recipes and popular recipes. Though new recipes and popular recipes are available in the global menu, putting these two options in the home page would attract new users. This layout gives them notions that the site is under maintaining and works very well. Highlight recipes shows attracting photos of baked goods which make users want to bake by themselves.

In the submenu section, a search box is designed for a keyword search. User can refine their results in advanced. The conditions are facets to view those results. With these conditions, the number of result pages can be reduced so that users don't have to scroll the page down. This proposed redesign would benefit target users in many ways.

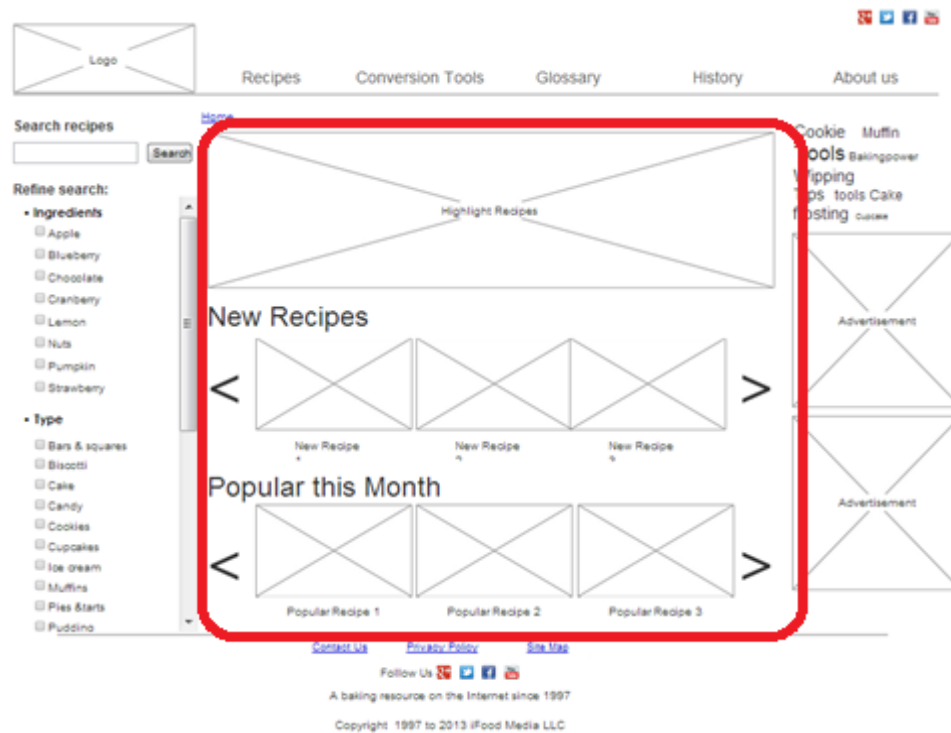


Figure 17. Redesigned home page wireframe.

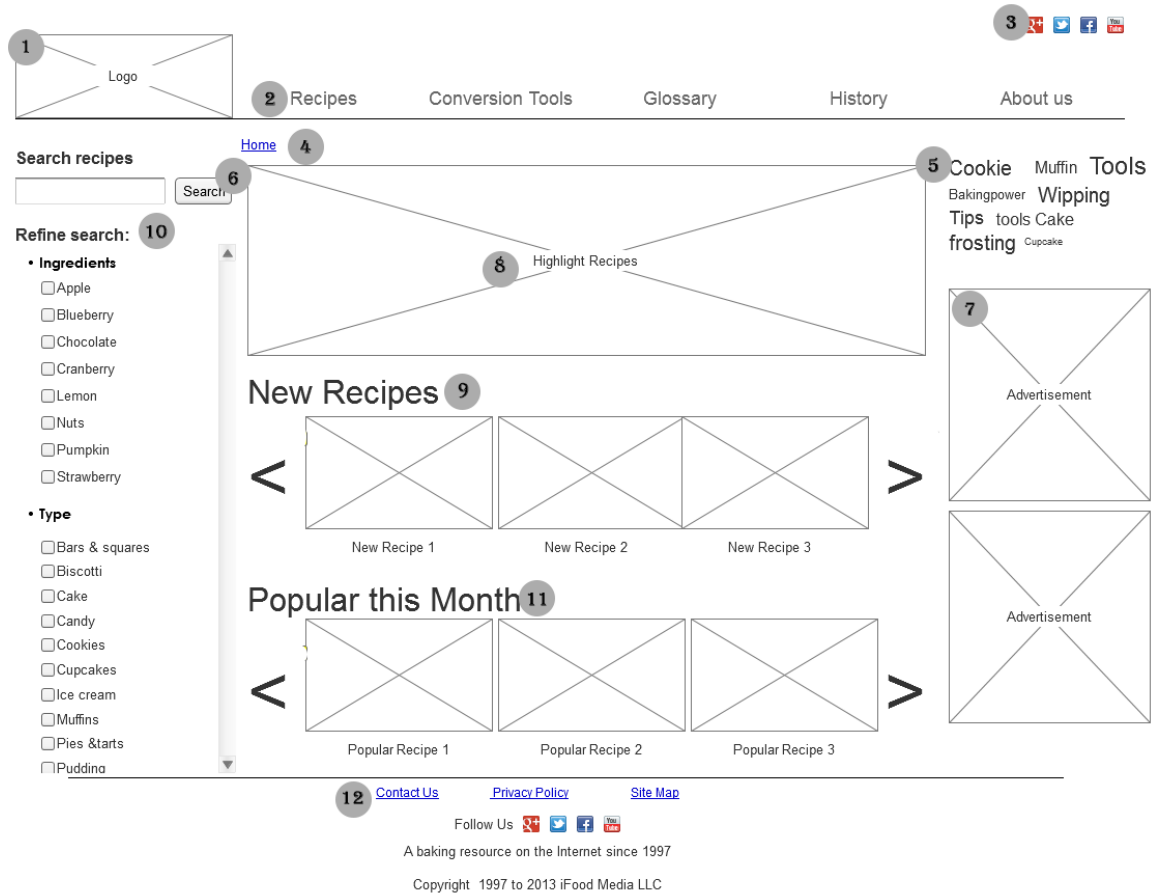
Appendix C – Wireframes

<http://5la32q.axshare.com/?Page=Home>

This section lists all wireframes for redesign. Annotation are the same for global items. Each wireframe contains an image and a table with descriptions of annotation. The following items are global items that are listed in the homepage section while having annotation only in other pages.

Annotation No.	Name	Type	Description
1	Logo	Image, link	Logo image give users a notion of which site that they are visiting. Logo itself is a quick link to homepage.
2	Global Menu	Button	Users access to each category through global menu. Items are task oriented. Users can base on what they want to get to choose the right section.
3	Utilities	External link	Social media links for quick access and sharing.
4	Breadcrumb	Link	Users can know how they get to current page.
5	Tag Cloud	Link	Popular search words for quick link
7	Advertisements	External link	External advertisements are resources for extra income for joy of baking.
Last item	Footnote	Links, external link	Links to contact information, privacy policy, site map and external social media link

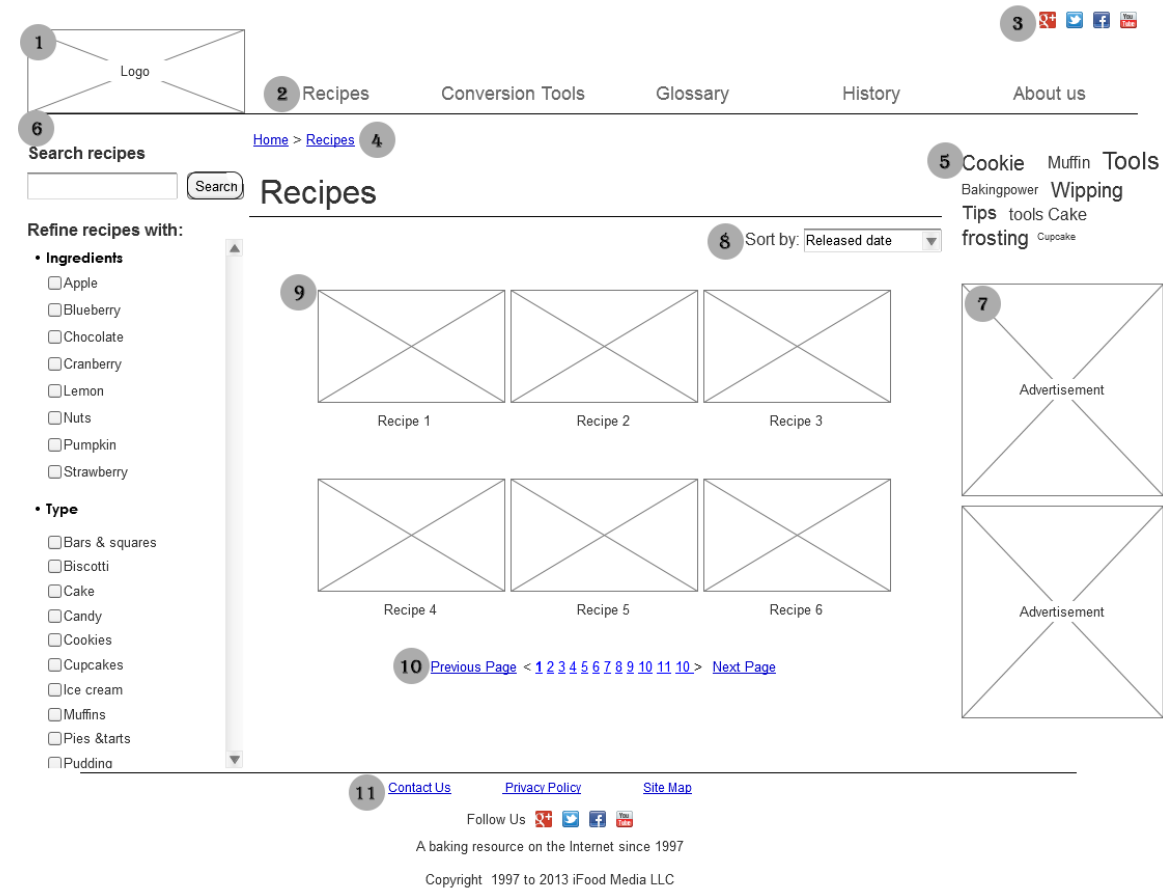
1. Home page



No.	Name	Type	Description
1	Logo	Image, link	Logo image give users a notion of which site that they are visiting. Logo itself is a quick link to homepage.
2	Global Menu	Button	Users access to each category through global menu. Items are task oriented. Users can base on what they want to get to choose the right section.
3	Utilities	External link	Social media links for quick access and sharing.
4	Breadcrumb	Link	Users can know how they get to current page.
5	Tag Cloud	Link	Popular search words for quick link
6	Search box	Textbox and button	Users can type any keyword for searching recipes
7	Advertisements	External link	External advertisements are resources for extra income for joy of baking.
8	Highlight Recipes	Image and link	Selected recipes for attracting visitors. Users can quick access to the recipe.

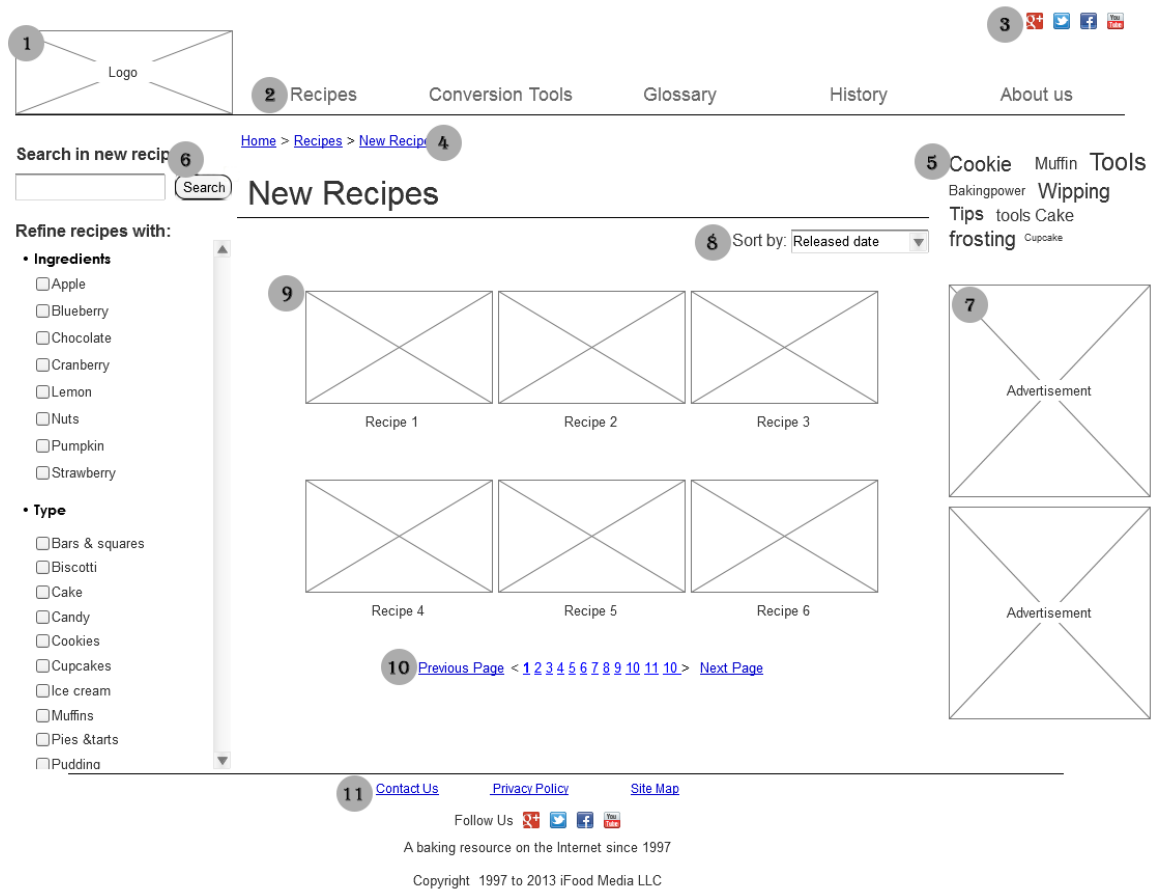
9	New Recipe	Link	Introducing new recipes and reducing time on browsing this website.
10	Refine search	Check box	Options to refine search results according to different facets.
11	Popular Recipe	Link	Introducing popular recipes to visitors.
12	Footnote	Links, external link	Links to contact information, privacy policy, site map and external social media link

2. Recipes



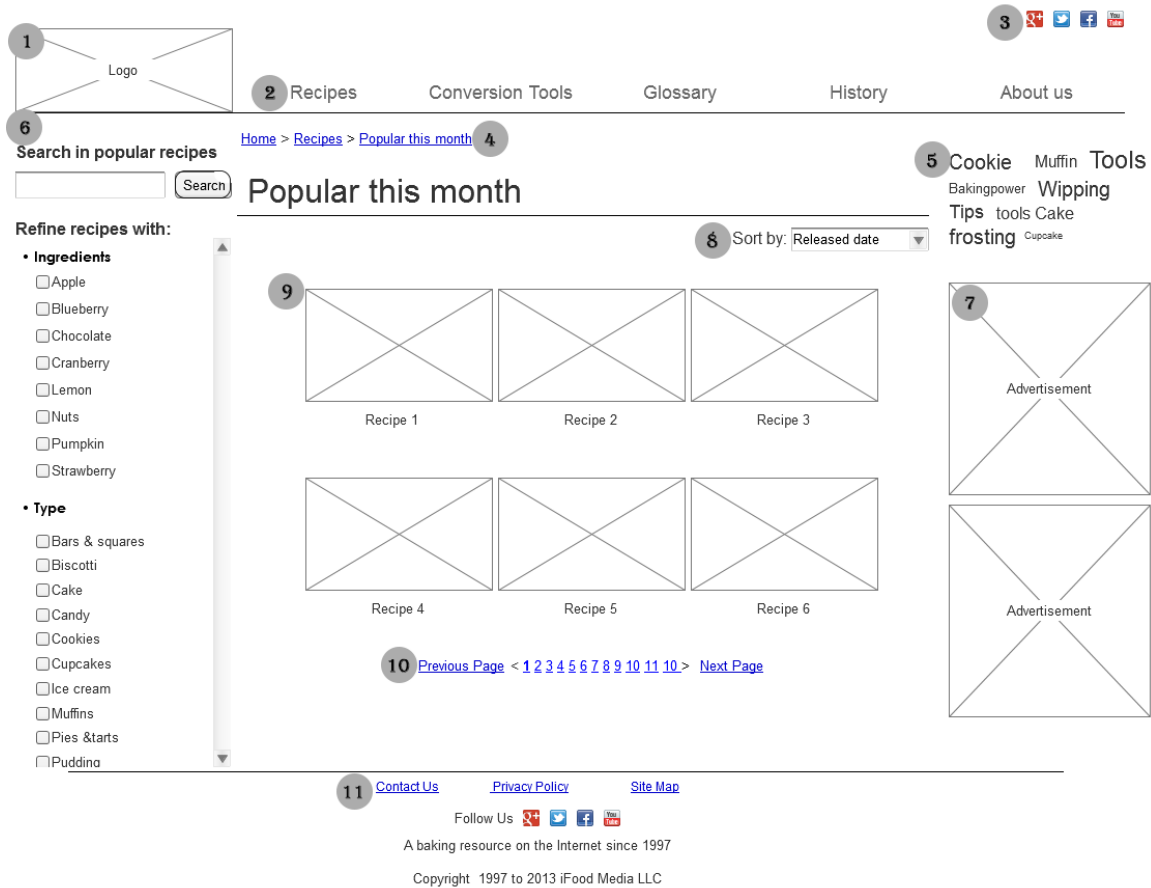
No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Sorting options	Dropdown list	Options to view results according to user's preferences
9	Recipe Results	Image and link	Provides overview of the recipe results.
10	Result Page Number	Link	Showing the number of result pages. Bold font shows user's current location.

2.1 New recipes



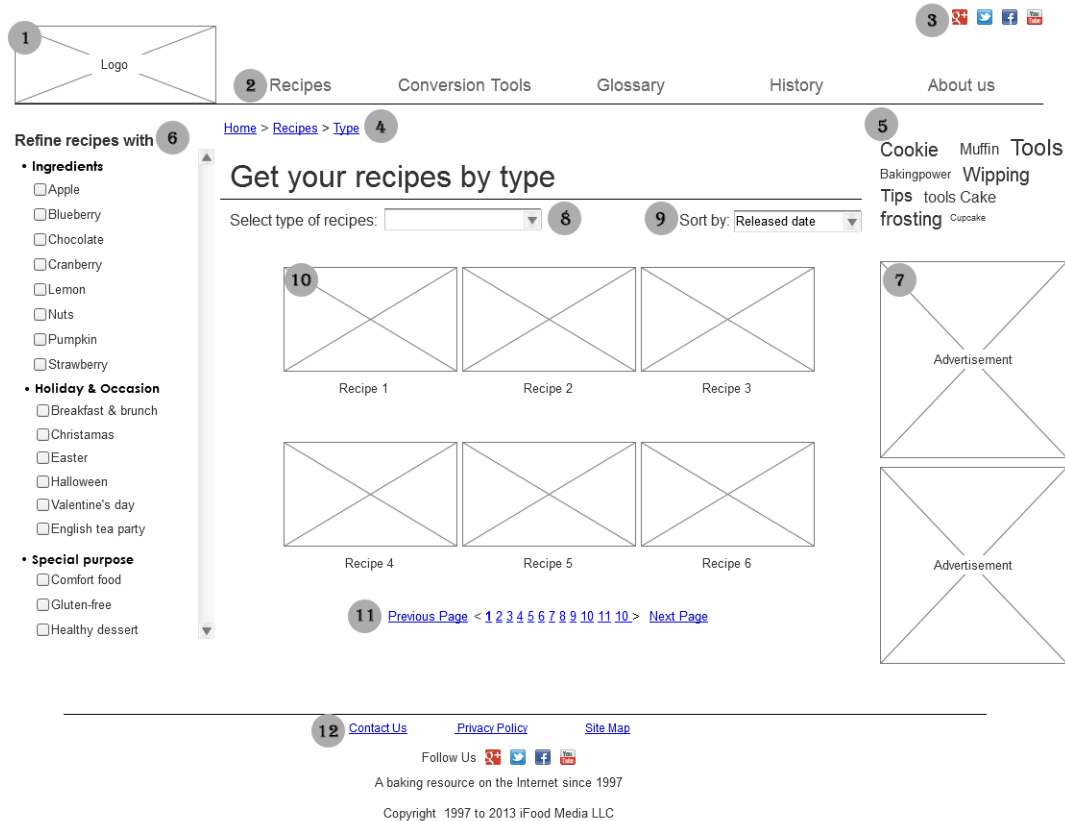
No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Sorting options	Dropdown list	Options to view results according to user's preferences
9	Recipe Results	Image and link	Provides an overview of the recipe results.
10	Result Page Number	Link	Showing the number of result pages. Bold font shows user's current location.

2.2 Popular this month



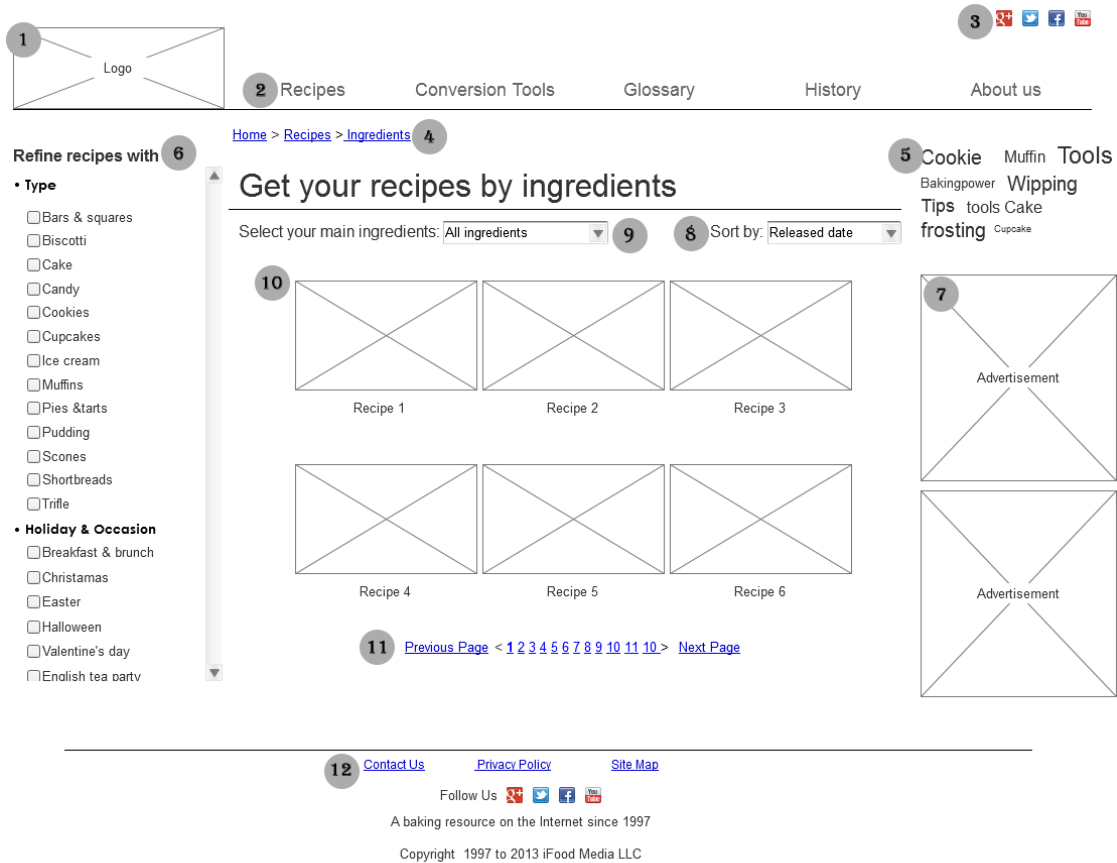
No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Sorting options	Dropdown list	Options to view results according to user's preferences
9	Recipe Results	Image and link	Provides overview of the recipe results.
10	Result Page Number	Link	Showing the number of result pages. Bold font shows user's current location.

2.3 Type



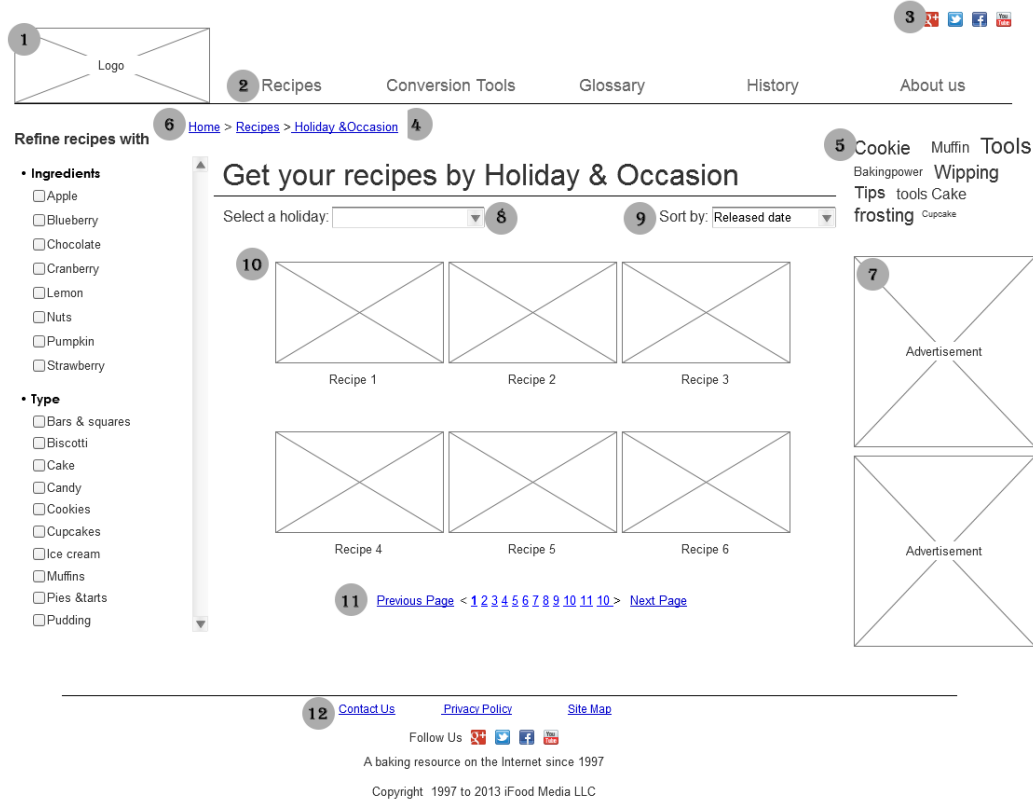
No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Select subcategory of type	Dropdown list	Main facet of this section. Users can choose different type of dessert recipes.
9	Sorting options	Dropdown list	Options to view results according to user's preferences
10	Recipe Results	Image and link	Provides overview of the recipe results.
11	Result Page Number	Link	Showing the number of result pages. Bold font shows user's current location.

2.4 Ingredients



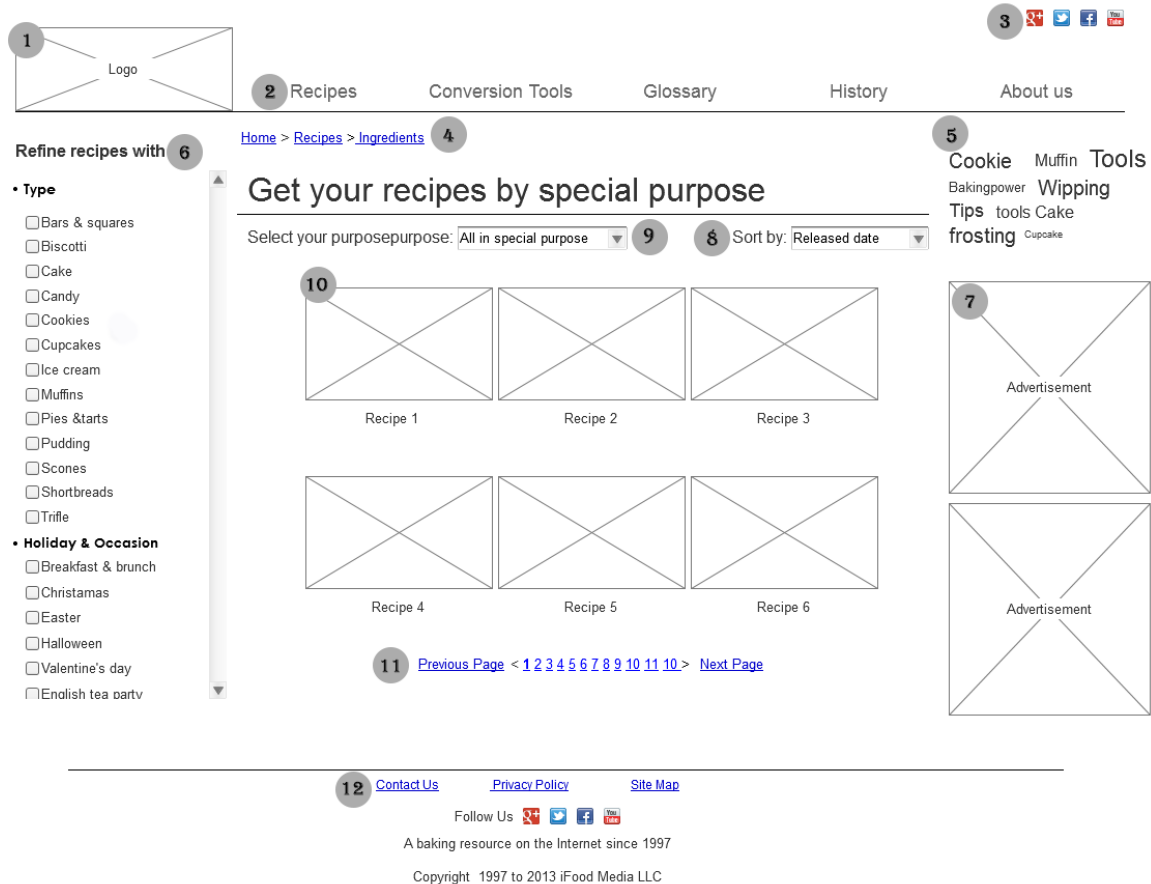
No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Sorting options	Dropdown list	Options to view results according to user's preferences
9	Select subcategory of type	Dropdown list	Main facet of this section. Users can choose different type of dessert recipes.
10	Recipe Results	Image and link	Provides overview of the recipe results.
11	Result Page Number	Link	Showing the number of result pages. Bold font shows user's current location.

2.5 Holiday & Occasion



No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Select subcategory of type	Dropdown list	Main facet of this section. Users can choose different type of dessert recipes.
9	Sorting options	Dropdown list	Options to view results according to user's preferences
10	Recipe Results	Image and link	Provides overview of the recipe results.
11	Result Page Number	Link	Showing the number of result pages. Bold font shows user's current location.

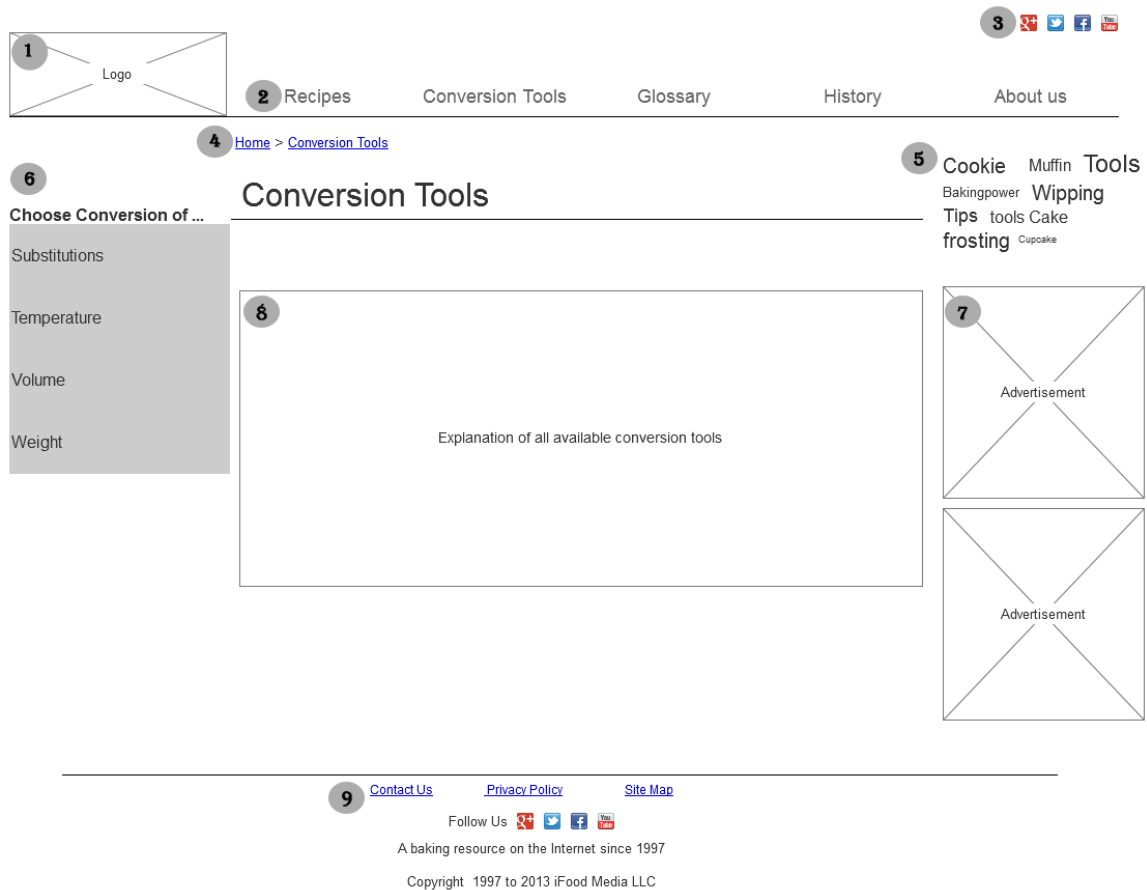
2.6 Special Purpose



No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Sorting options	Dropdown list	Options to view results according to user's preferences
9	Select subcategory of type	Dropdown list	Main facet of this section. Users can choose different type of dessert recipes.
10	Recipe Results	Image and link	Provides overview of the recipe results.

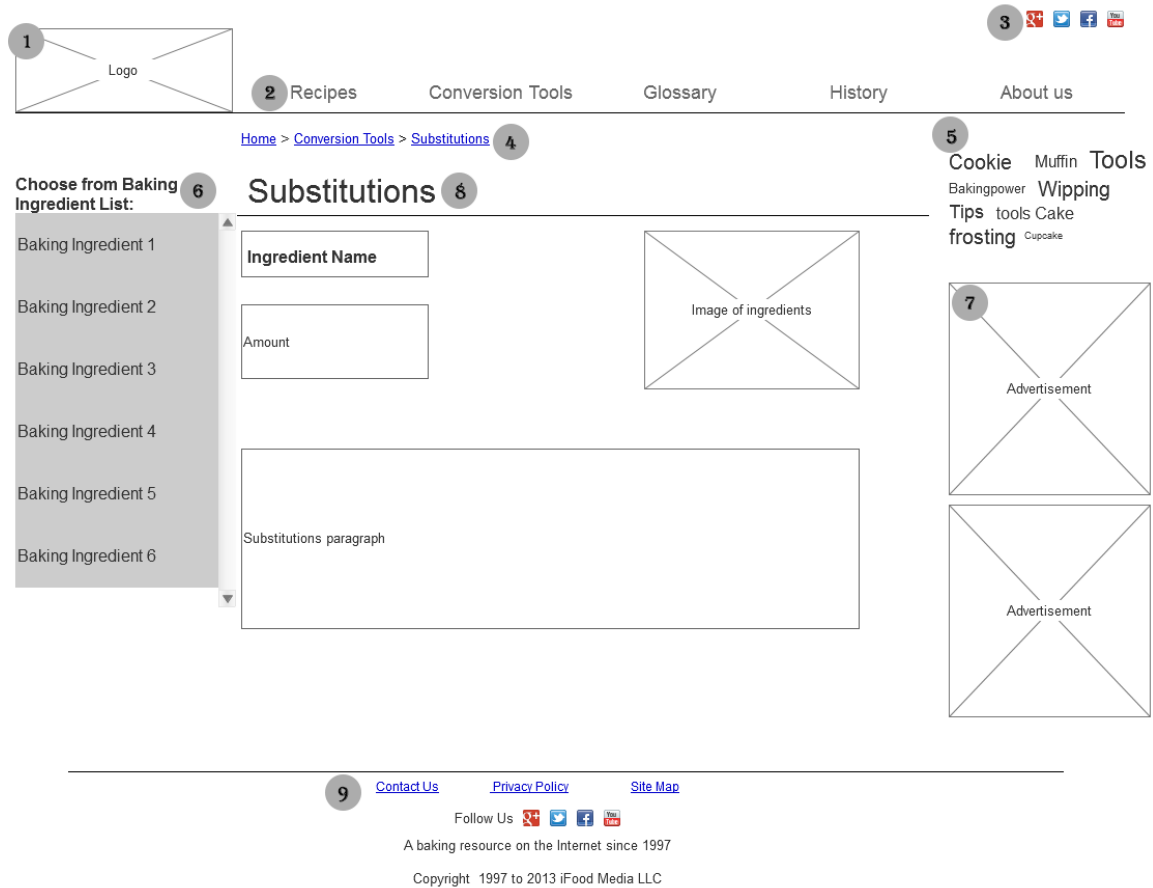
11	Result Page Number	Link	Showing the number of result pages. Bold font shows user's current location.
----	--------------------	------	------------------------------------------------------------------------------

3. Conversion Tool



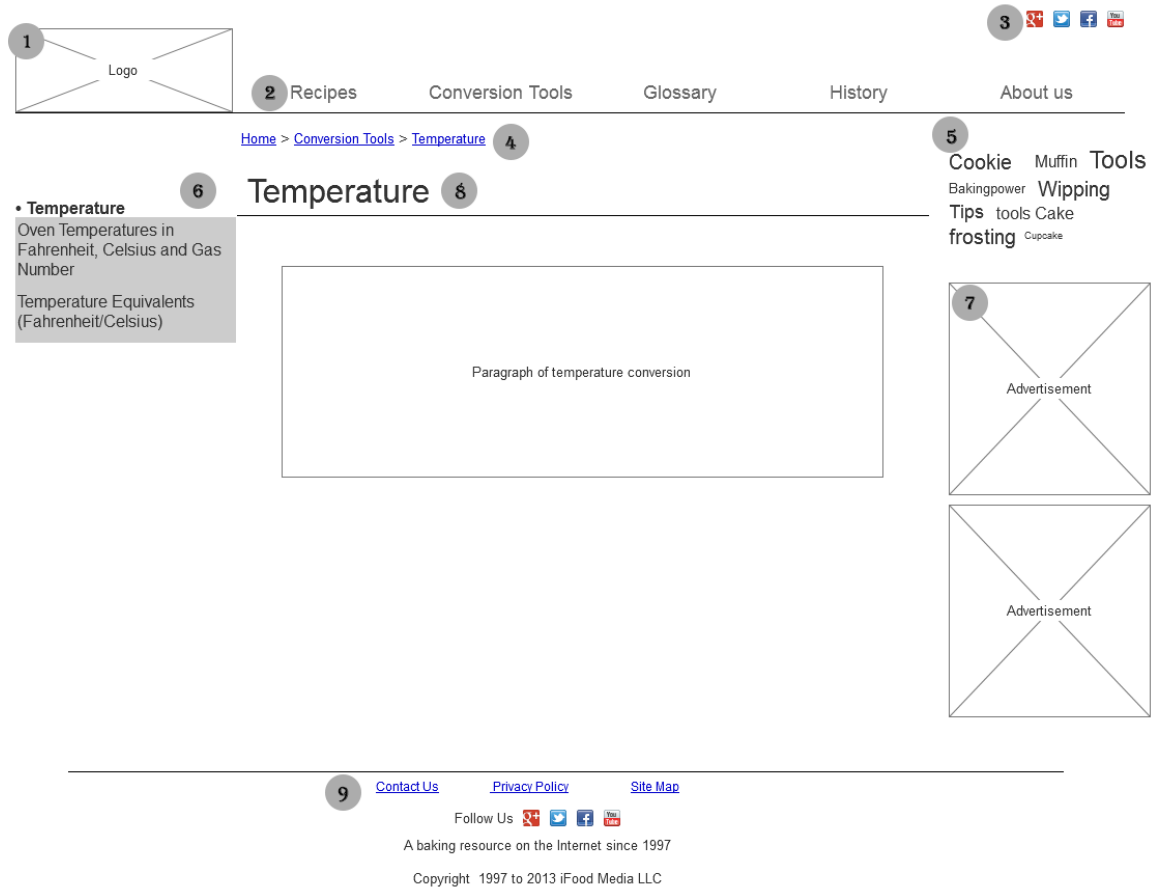
No.	Name	Type	Description
6	Subsection of conversion tools	Menu	Users can choose a specific conversion tool.
8	Paragraph for introducing conversion Tools	Paragraph	Explanation of conversion tools

3.1 Substitutions



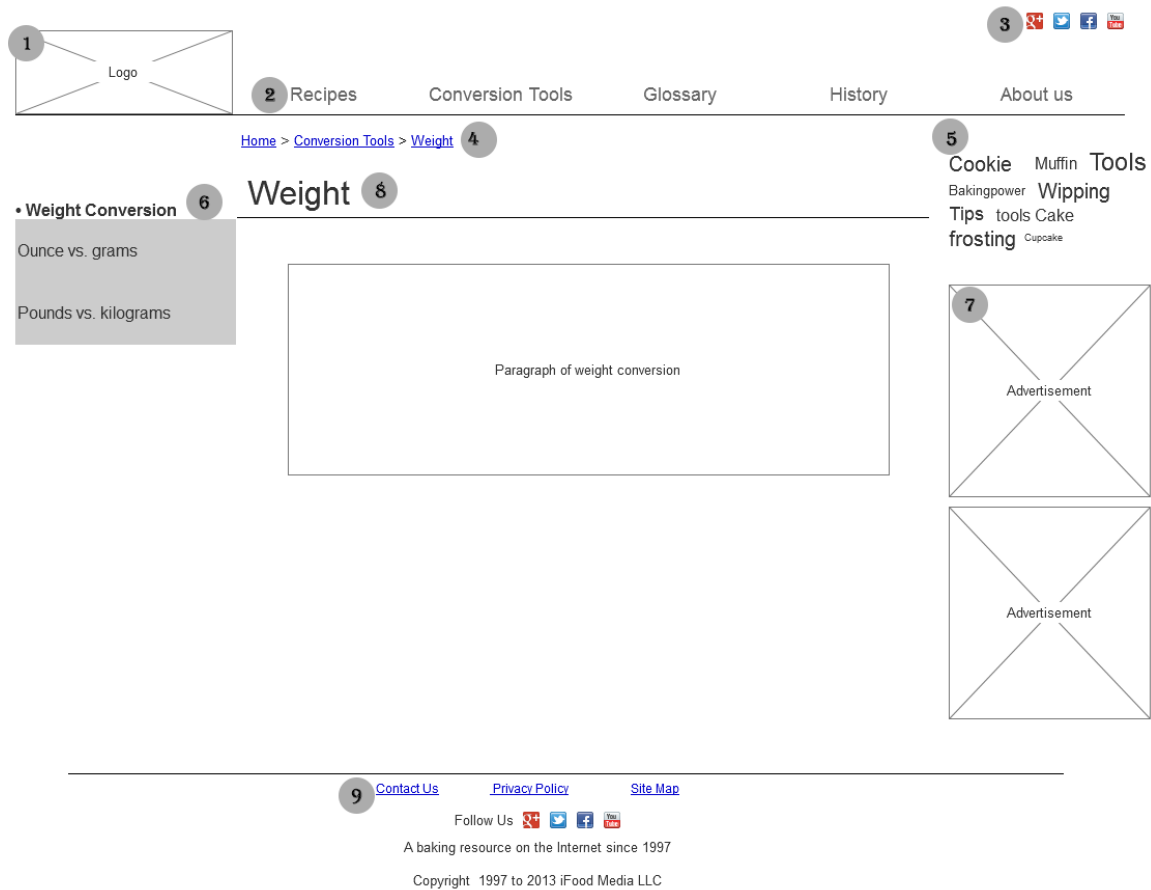
No.	Name	Type	Description
6	Subsection of Substitutions conversion	Menu	Users can choose a specific substitutions conversion.
8	Content	Paragraphs and images	Explanation how to get substitutions ingredients.

3.2 Temperature



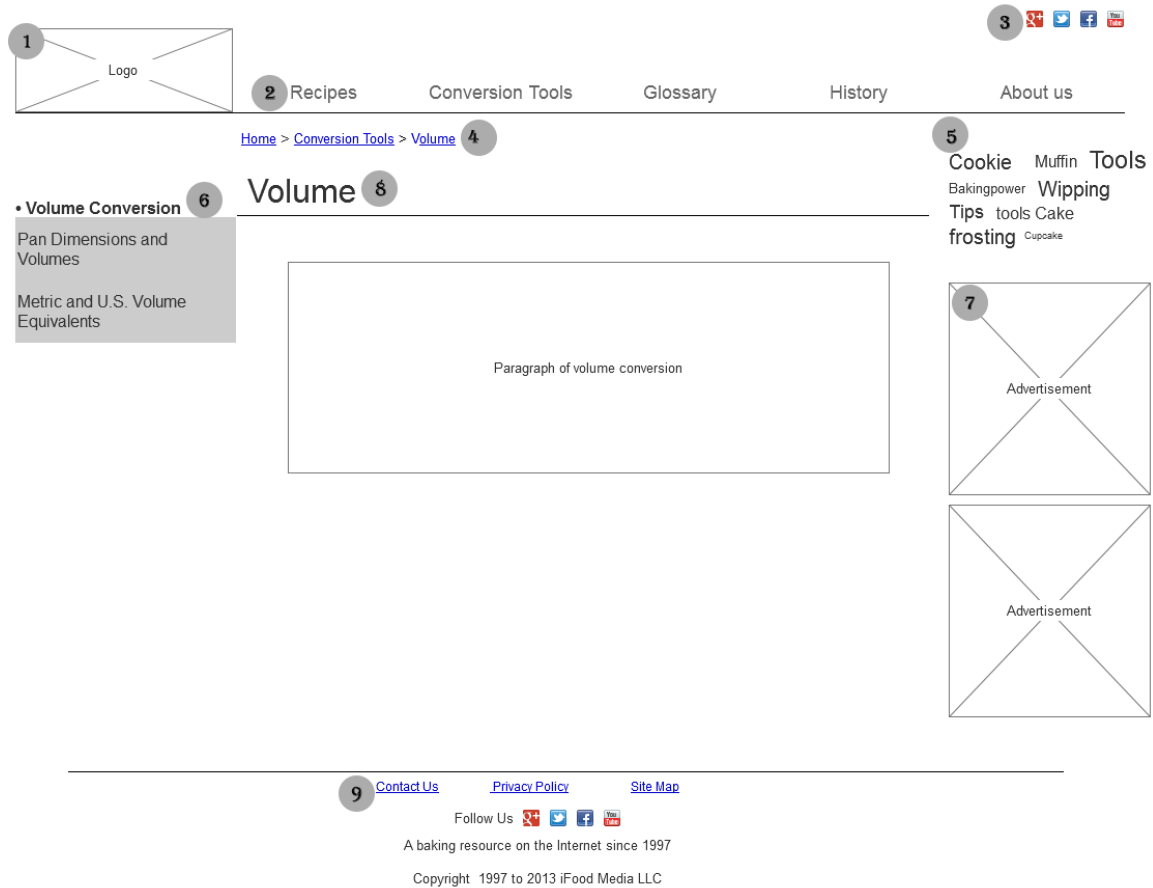
No.	Name	Type	Description
6	Subsection of Weight conversion	Menu	Users can choose a specific weight conversion.
8	Content	Paragraph	Explanation features of weight conversion tools and its purposes

3.3 Weight



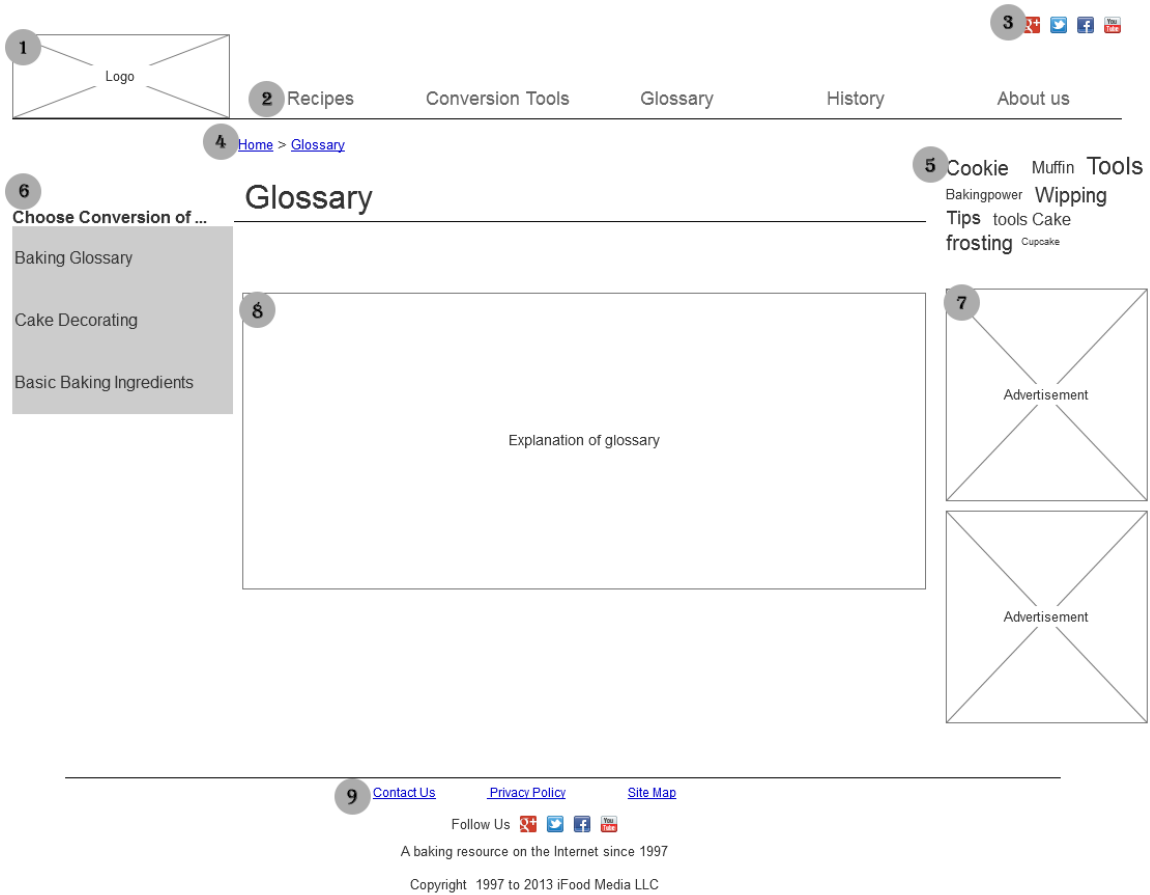
No.	Name	Type	Description
6	Subsection of Weight conversion	Menu	Users can choose a specific weight conversion.
8	Content	Paragraph	Explanation features of weight conversion tools and its purposes

3.4 Volume



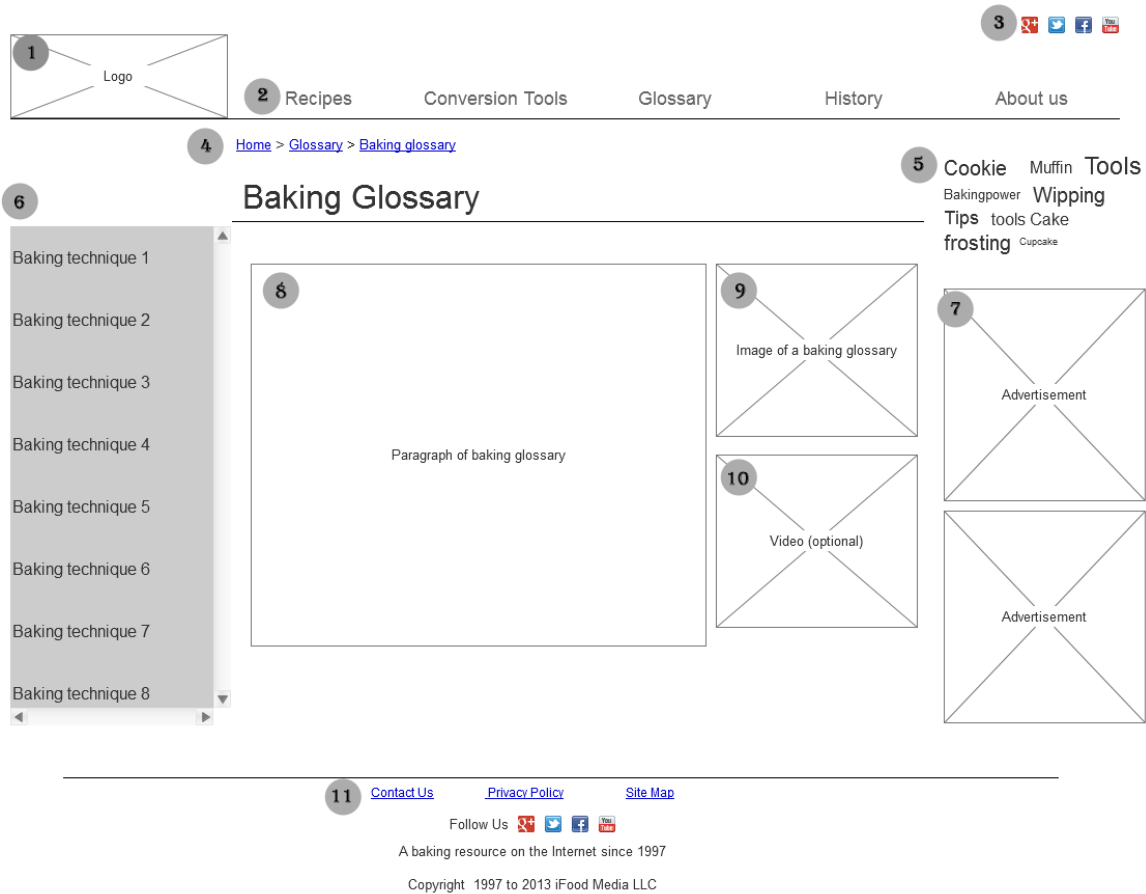
No.	Name	Type	Description
6	Subsection of volume conversion	Menu	Users can choose a specific volume conversion.
8	Content	Paragraph	Explanation features of volume conversion tools and its purposes

4. Glossary



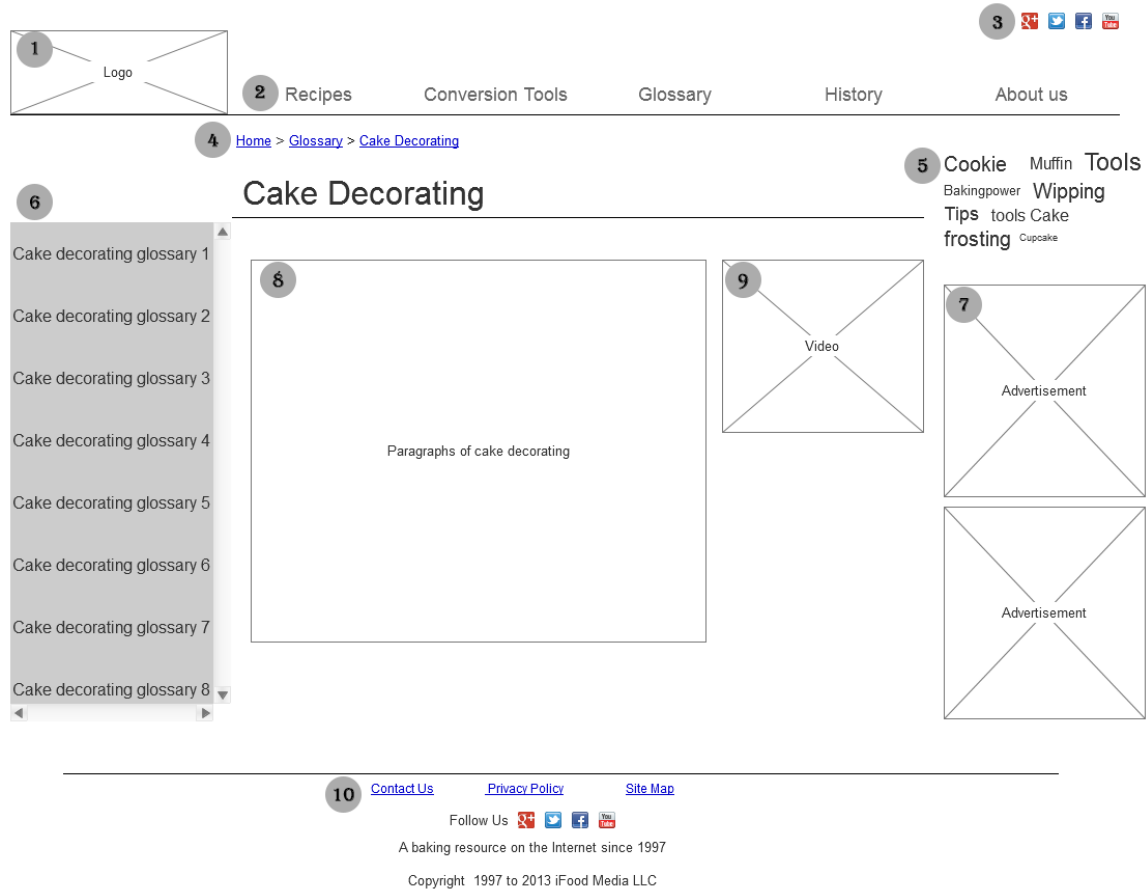
No.	Name	Type	Description
6	Subsection of conversion tools	Menu	Users can choose a specific conversion tool.
8	Content	Paragraph	Explanation of the glossary section and its purpose

4.1 Baking Glossary



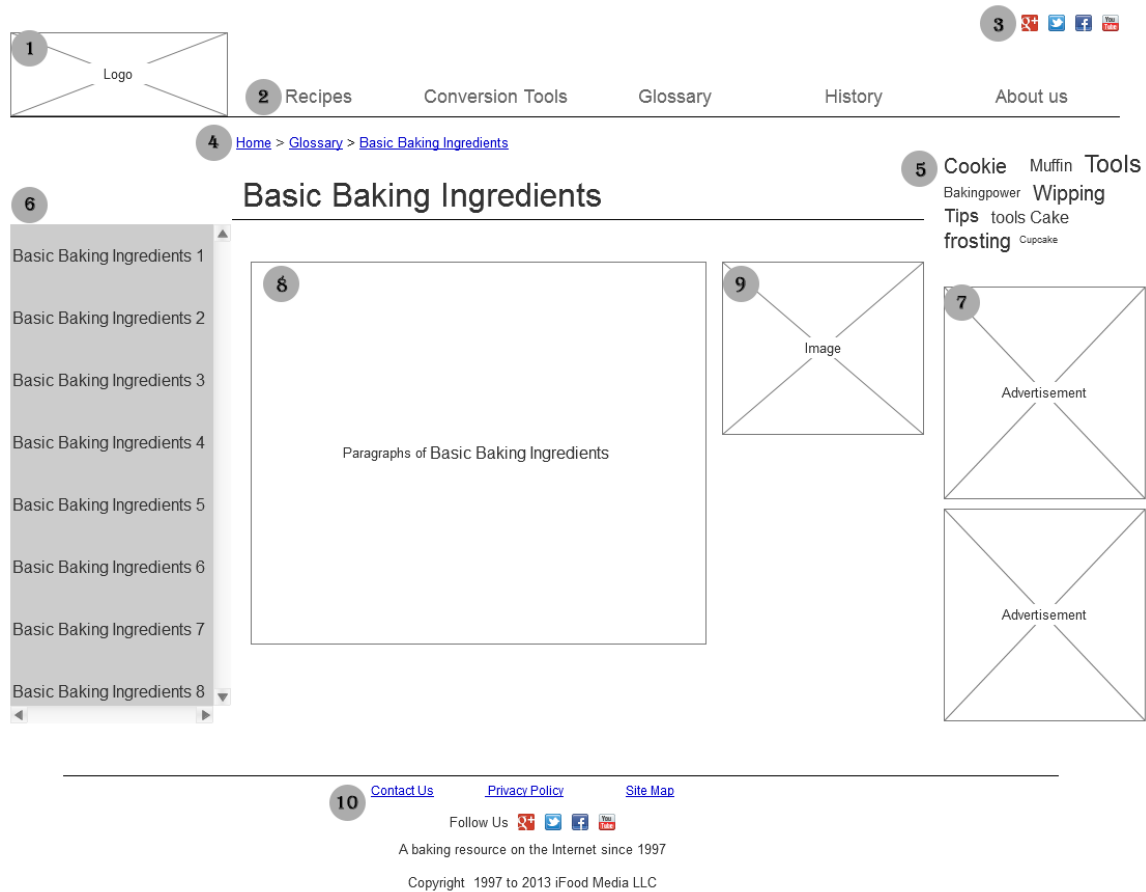
No.	Name	Type	Description
6	Subsection of baking glossary	Menu	Users can choose a specific baking glossary.
8	Content	Paragraph	Explanation of the baking glossary.
9	Image of Baking Glossary	Image	An image of baking glossary gives user a full picture.
10	Video Clip of Baking Glossary	Video	A video clip assists user for better understanding.

4.2 Cake Decorating



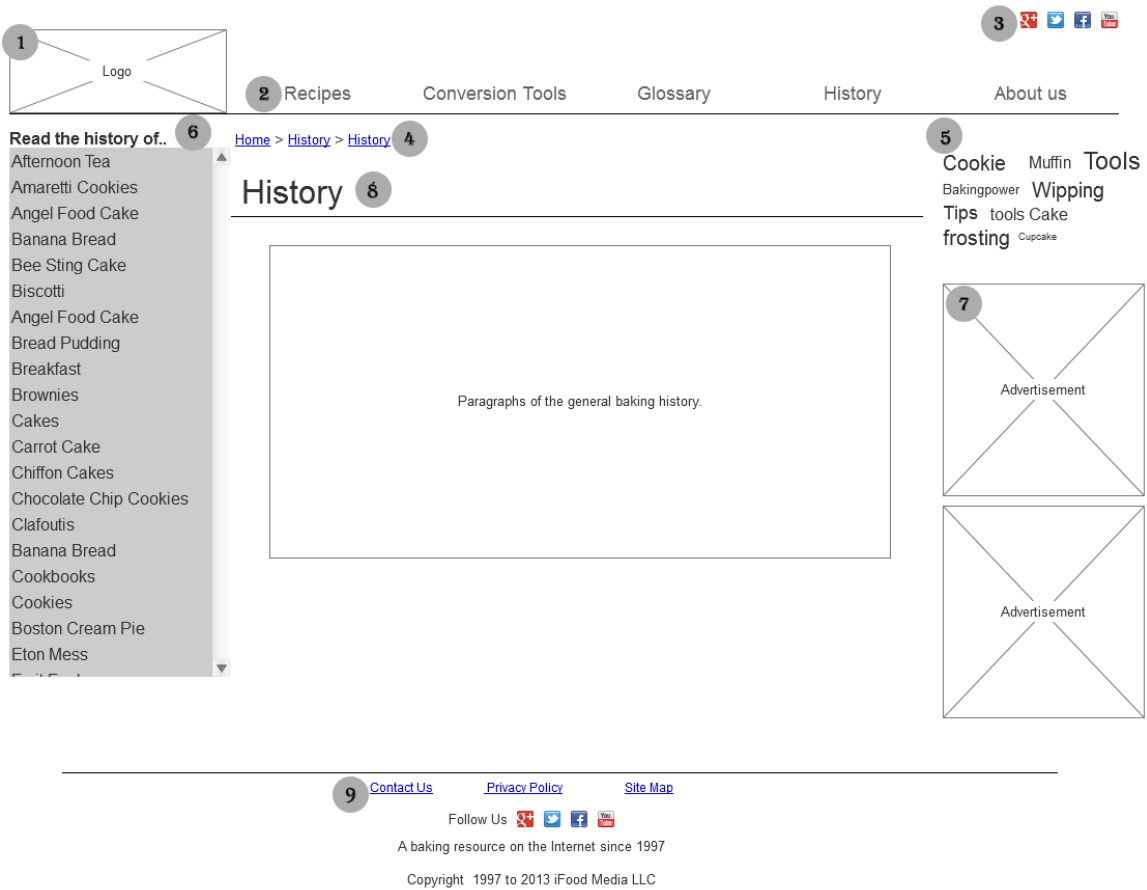
No.	Name	Type	Description
6	Options for Cake Decorating	Menu	Users can choose a specific cake decorating glossary.
8	Content	Paragraph	Explanation of the cake decorating glossary.
9	Video Clip of Cake Decorating	Video	A video clip assists user for better understanding.

4.3 Basic Baking Ingredients



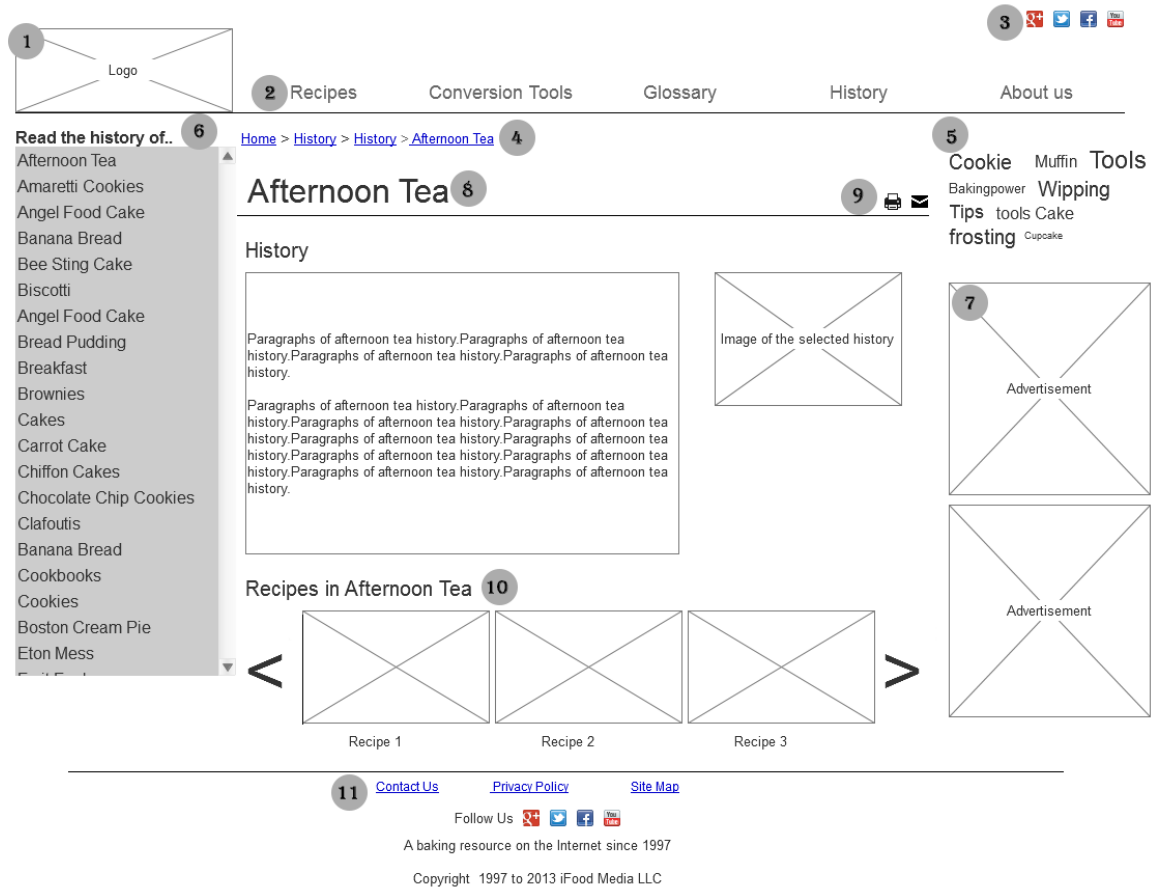
No.	Name	Type	Description
6	Options for Basic Baking Ingredients Glossary	Menu	Users can choose a specific basic baking ingredients glossary.
8	Content	Paragraph	Explanation of the cake decorating glossary.
9	Image of a Basic Baking Ingredients	Image	An image of a basic baking ingredient glossary can clarify to avoid misunderstanding.

5. History



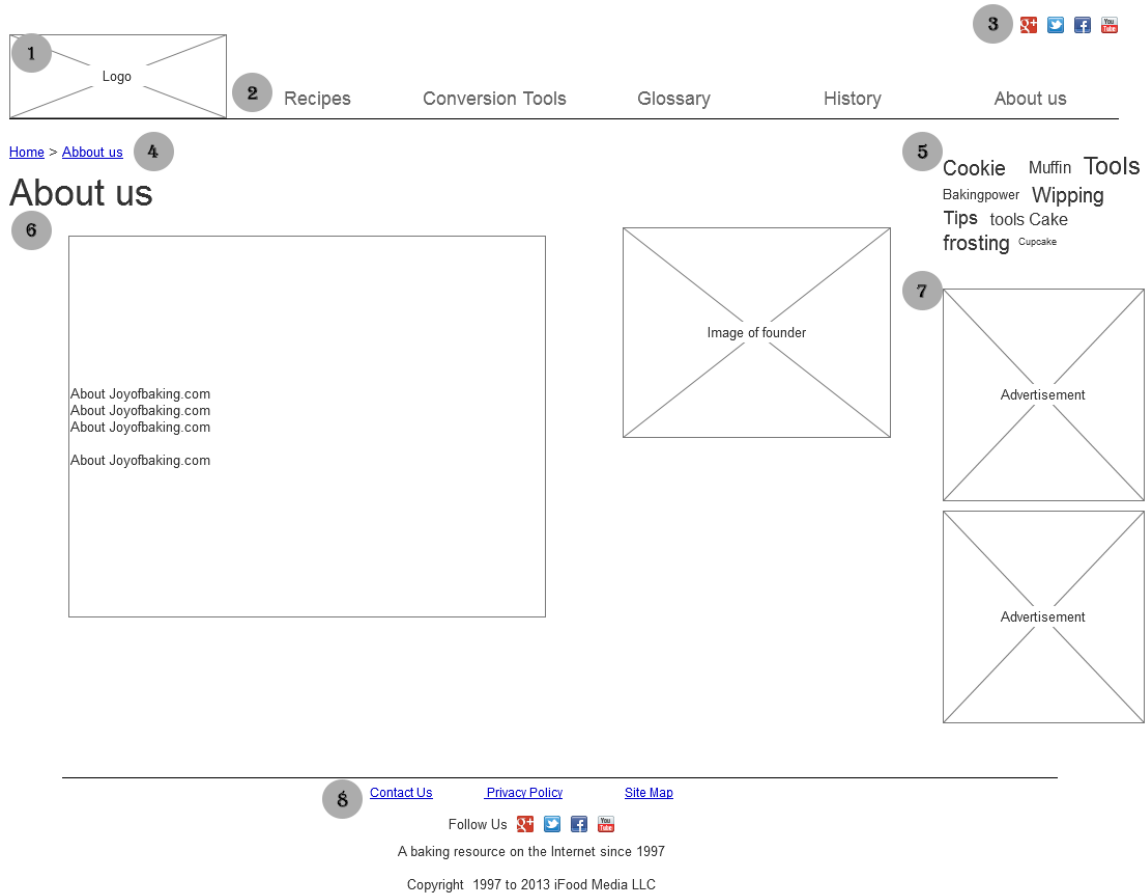
No.	Name	Type	Description
6	Options for Baking History	Menu	Users can choose a specific baking history.
8	Content	Paragraph	Explanation of the purpose of this section.

5.1 Selected History



No.	Name	Type	Description
6	Options for Baking History	Menu	Users can choose a specific baking history.
8	Content	Paragraph and image	Explanation of selected history with image that assists user for better understanding.
9	Print and mail option	Buttons for activating email and printer connections	Shortcut for users to share and print the selected history page
10	Available related recipes	Links with image	Hints for users to get related recipes

6. About Us



No.	Name	Type	Description
6	Content	Paragraph with image	Paragraphs and image are used for introducing Joy of Baking.