

A thick dark blue vertical bar runs down the left side of the page. A blue arrow-shaped graphic points to the right, containing the text 'Z515'. Below the arrow, several thin, curved lines in dark blue and light grey sweep upwards from the bottom left corner.

# Z515 Information Architecture

Final Project

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## **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.

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

## 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"> <li>• Enable users to know how to get to the specific recipe</li> <li>• Direct users to achieve their goals</li> </ul>	<ul style="list-style-type: none"> <li>• Robust and efficient search function</li> <li>• Clear and logical classification of recipes</li> <li>• Clean webpage Layout</li> <li>• Text</li> </ul>
2	Homepage	Share this site with social media	<ul style="list-style-type: none"> <li>• Allow users to have a full picture of baking</li> </ul>	<ul style="list-style-type: none"> <li>• Using social media icon for users recognition</li> <li>• Do not direct them to leave current site</li> </ul>

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

## II. Evaluation of website's information architecture

Providing all kinds of recipe is a main feature of Joy of Baking. Recipe contents consist of many facets of recipes such as type, seasonal recipes, holiday and ingredients. Another feature mainly focuses on tools such as glossary and conversions sections as we exploring throughout the site. These tools can support users to do well in baking especially when they are novice at baking.

The structure of this site is hierarchical. Facets of recipes can be regarded as nodes in the hierarchical structure. The top level node of this hierarchical structure is the homepage. Users choose a specific category among options such as cake recipes, cookies recipes or new released from homepage. For example, cookie in horizontal menu and candy recipes in the vertical menu are a type of baked goods as shown in figure 2. These menu options can be regarded as second level nodes as shown in Figure 3.

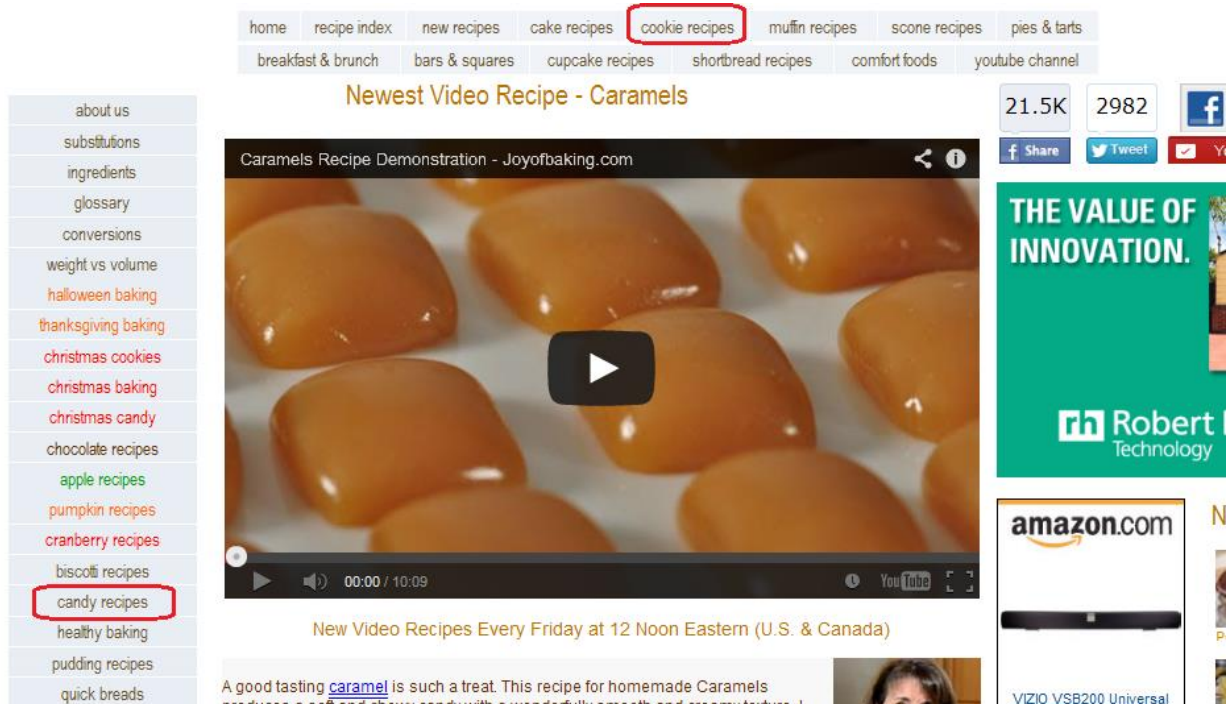


Figure 2. Global navigation bar and vertical navigation both are second level nodes in a hierarchical structure

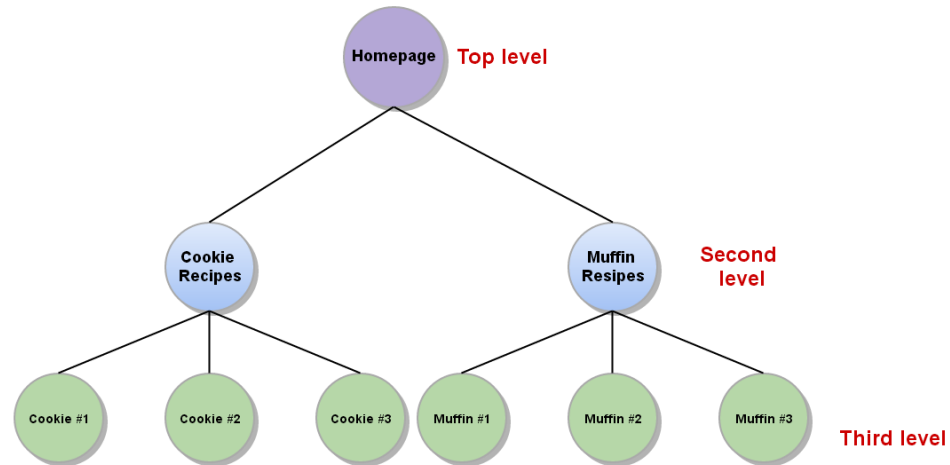


Figure 3. An illustration of hierarchical structure of Joy of Baking.

As shown in figure 3, cookies and muffins are the second level nodes in the structure. Third level nodes are individual recipes under cookie and muffin categories. Nodes in second level provide entries for the third level nodes. This hierarchical structure is shown in figure 4 with screenshots. A cake recipe menu is a second level node which can direct users to the third level in structure. A red velvet cake recipe with detailed description is a third level node.



Figure 4. Users are directed to the third level nodes from a second level node



The current arrangement and classification of horizontal and vertical menu are not proper. These menus both contain recipes that are categorized by the same principles. Categories of baked good can be found in these menus. This menu design does not facilitate users' recognitions of system status. Users need to read two menus carefully in order to know what this system can do.

Current categories in global navigation are created based on how users would normally search for a recipe. A detailed list can be found as in Appendix A. The order of these topics is randomly prioritized without any further consideration such as frequency of use and similarity. Thus, it is not easy for user to perceive the whole picture of provided materials. A solution for this issue is to group recipes according to topics such as type, tools, holiday and occasion, ingredients and special purposes. In other words, considering strategies for searching a recipe from users' perspectives is an effective solution to current arrangement issues.

Another recipe website, [taste.com.au](http://taste.com.au), provides several options for their users to browse all recipes. Their home page allows users have a full picture of facets easily as shown in figure 5. Users can ask themselves which option suits for their situations immediately. This design is very task oriented to direct users to browse among recipes.



Figure5. Options for browsing recipes at a competitive website.

In current site of Joy of Baking, recipes fit well within its parent node under each topic. But, the order of those recipes is unclear. No further clues to indicate how these recipes are ordered such as released time or popularity. For instance as shown in Figure 6, recipes that contain chocolate from biscotti to cakes can be found within one page. Users have no ways to rearrange the layout of those recipes. This design lacks flexibility and functionality from usability perspective. Users cannot further differentiate recipes in different types of baked goods such as cake or muffin. This is much more challenging when more than 100 related recipes are presented within one page. They have to check all recipe titles throughout the page before making a decision. This behavior would reduce the efficiency of performing a task. The user may either just type key words in search engine or leave the site when they feel frustrated in checking among 100 titles. As a result, those categories could not help users to perform a task of easily identifying desired recipes.

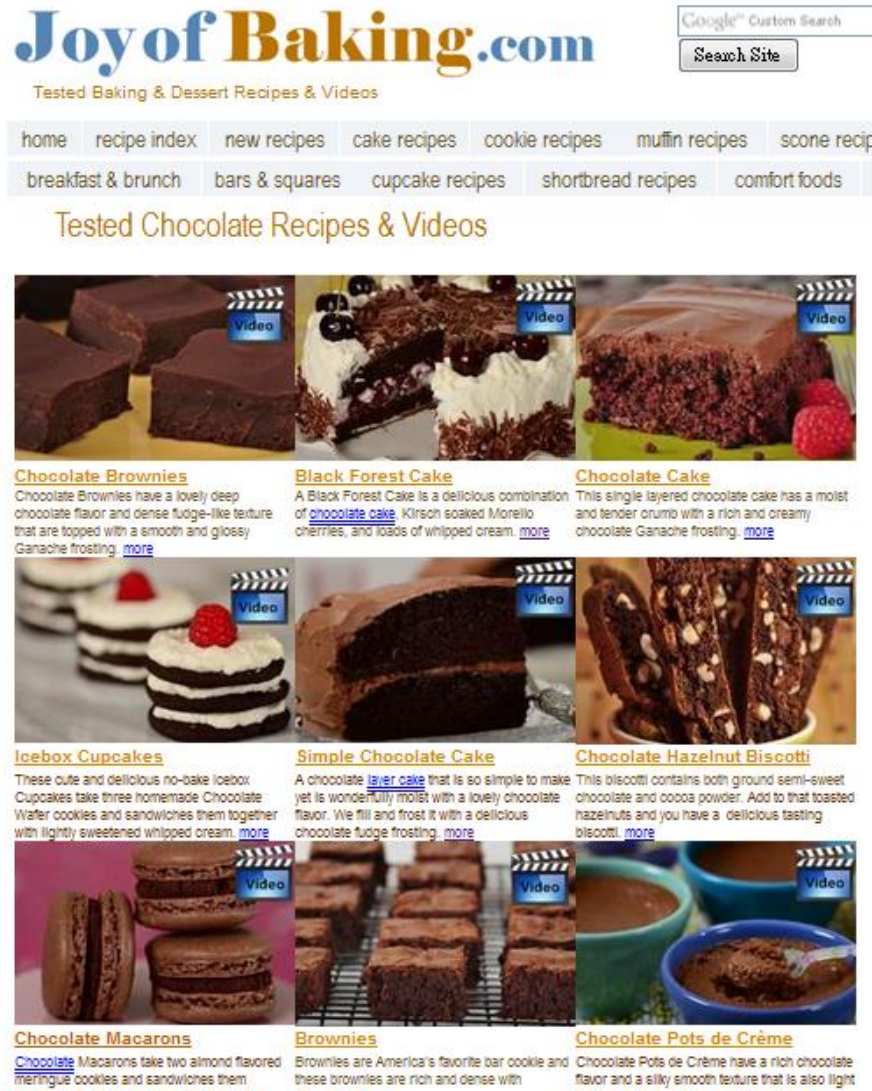


Figure 6. Great number of chocolate recipes without obvious arrangements and user controls would decrease user efficiency.

A competitive website, [all recipes](#), provide their users multiple ways to sort results as shown in figure 7. From the screenshot, we can know 2,984 results were obtained. Reading all titles of result could be very intimidating for users. Thus, they provide users three ways to sort results so that users do not have to read through all titles and get what they want more quickly. Another way to arrange result layout is providing users two options. One is only text list and the other one is results with images. This design gives controls to users. They can arrange results in their preferred ways.

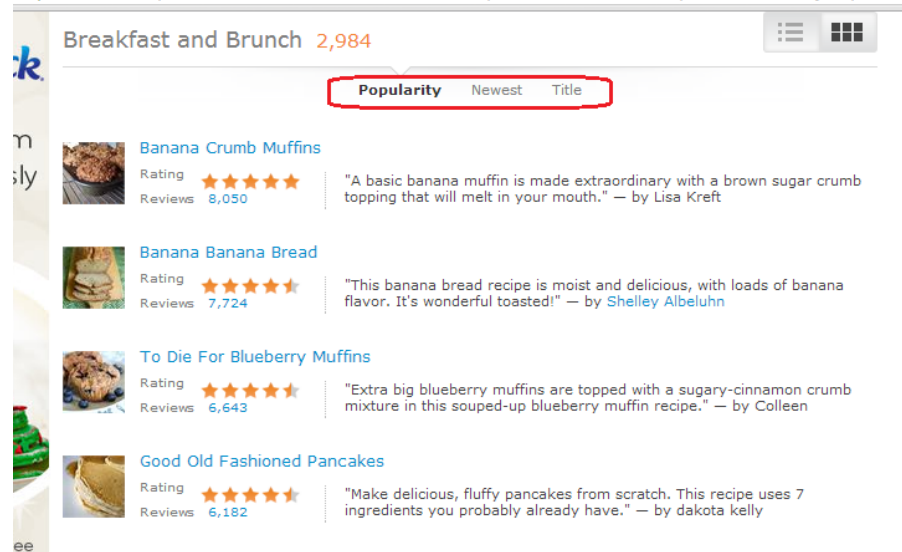


Figure7. An illustration of sorting results from a competitive website.

Another good design for arrange large number of recipes is providing facets for users for searching. A [BBC food recipe](#) website shows facets options for searching as shown in figure 8. The total amount of recipes can be more than ten thousands. Yet, with proper designed menu option, the amount of recipe result can be reduced. Users do not need to read all in one single scroll down page. This homepage gives an impression to users that they can search in large number of recipes with ease. This feeling is not obtained when visiting Joy of Baking though we might know they provide a lot of recipes.



Figure8. BBC food recipe provided facets for advanced search

The labeling of the global menu is very intuitive for access to different recipes. Users can anticipate what information they will get after clicking a global menu. However, labeling within pages reveals usability problems. Hypertexts in some pages are not labeled correctly as shown in Figure 9. The labeling seems to provide more information after users click the hypertexts. In fact, the links give user an advertisement in a new window. This is not an appropriate labeling and feedback design that may cause users to feel confused and lost since they did not obtain what they intend to get.



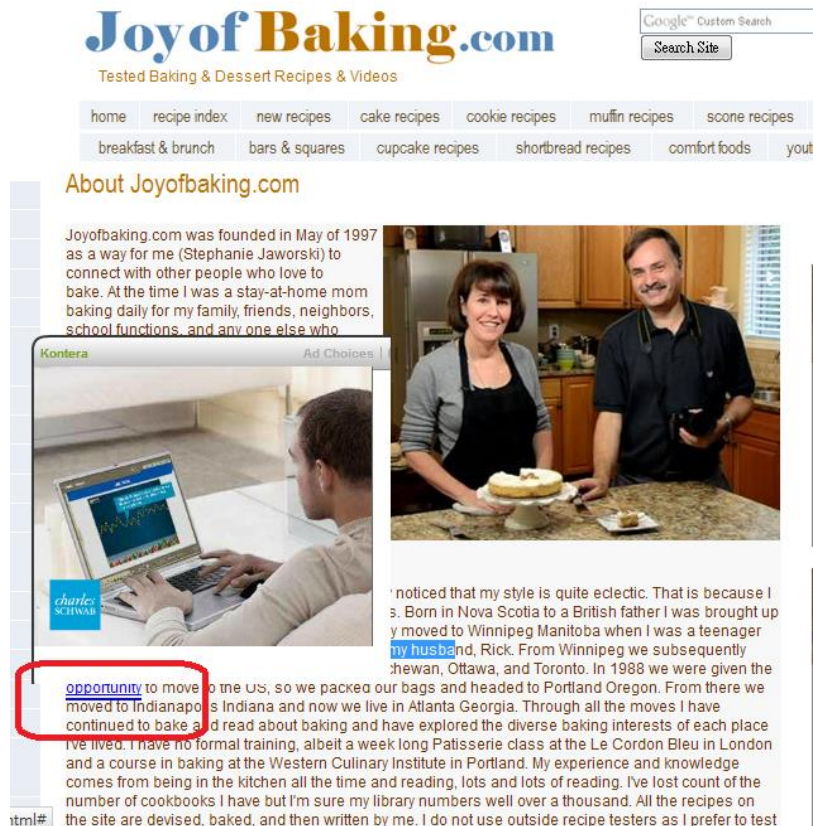


Figure 9. Inappropriate labeling with a new window of an advertisements which may cause users confusions.

The arrangement of homepage menu options needs improvements from a navigational aspect. We usually group similar options together. This strategy makes it easier for users to choose among candidate options. With proper arrangement users can go to the section that meets their task requirements quickly rather than spending time on the homepage to get familiar with the content. Yet, this principle was not taken into account when designing this site. All global menu options are set randomly. Users have to remember locations of similar options. As shown in Figure 10, the cake and ice cream recipes are relatively far from each other. The arbitrary arrangement takes users more time since they need to recall the arrangement.

To overcome this navigational problem, these categories need to be organized in different ways. A solution is to order the categories according to users' tasks. Users usually search a recipe by type, ingredients, occasion and

special needs. These tasks can be set as global navigation bar. With a corresponding task, users can manipulate recipes according to facets that are provided on a vertical menu. Those options in the vertical menu can filter recipes for user. For example, a user starts from cookie recipes. Options in the vertical menu can be ingredients such as berry, chocolate and nuts which are usually shown in search box. The filter solution also improves navigation of this website and solves the problem of presenting large number of recipes. Users don't have to check all recipes one by one when they are browsing a category. Moreover, this solution also helps to revise current organization so that menu options would not be randomly located at different places.

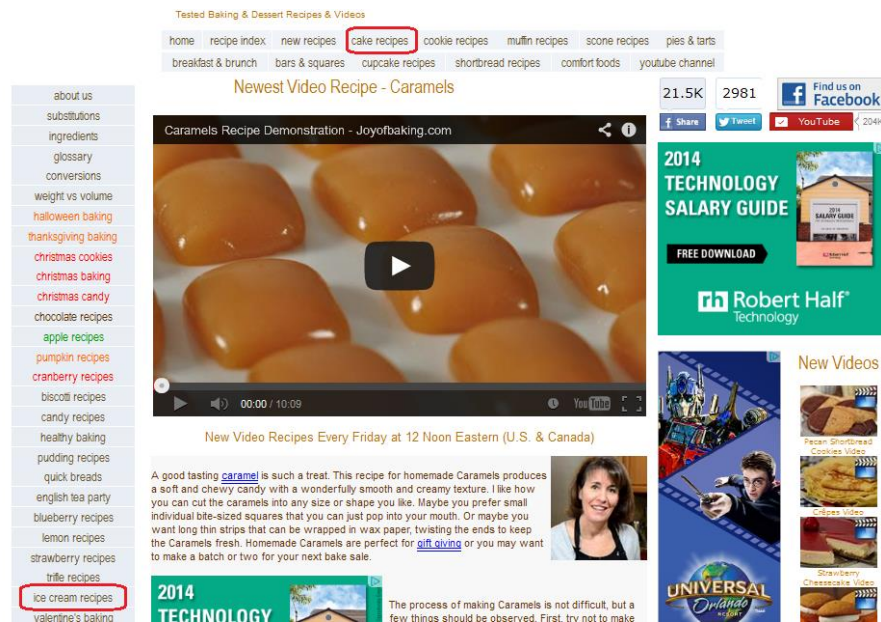


Figure10. Cake and ice cream recipes are located separately in navigation bar.

The global and vertical navigation menu is the only way for users to access the third level nodes. The advantage is that users can quickly access other sections. For example, users can jump from an arbitrary cake recipe to cookie category within one click. This kind of efficiency is worth maintaining. However, other aspects of navigation needs to be improved. In any page, signs could not be found so that users cannot distinguish how they came to a current page and where they are located within the site. This lack of signs can make user get lost

easily. Moreover, once they click on the wrong recipe, users cannot find a way to go back quickly to the previous page unless they click browser built-in buttons. The other way is via global navigation. The shortcoming is that the users have to start the whole process again while they remember the path that they took. This path memorizing solution is much more difficult for users. Moreover, it would be more difficult to memorize multiple browsing paths for users doing longer sessions. Even though this site provides a search engine, it is not practical to access every recipe via search engine and users would have an unpleasant browsing experience. The solution of this problem is providing a hyperlinked record of the path that users took.

In summary, this site needs more improvements according to the following criteria from heuristic evaluation.

1. **Visibility of system status**- available menu options are not clear or well organized
2. **Error prevention** – users have to go back to the home page when they access wrong section
3. **Flexibility and efficiency of use & User control and freedom**- users don't have ways to control and manipulate great number of recipes. They can only read through those recipe titles one by one in order to find the one they like.
4. **Recognition rather than recall** – users have to memorize a whole path for reaching a page
5. **Help users recognize, diagnose, and recover from error**- users cannot tell differences between global and vertical menus, improper feedback of hypertexts

### **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.

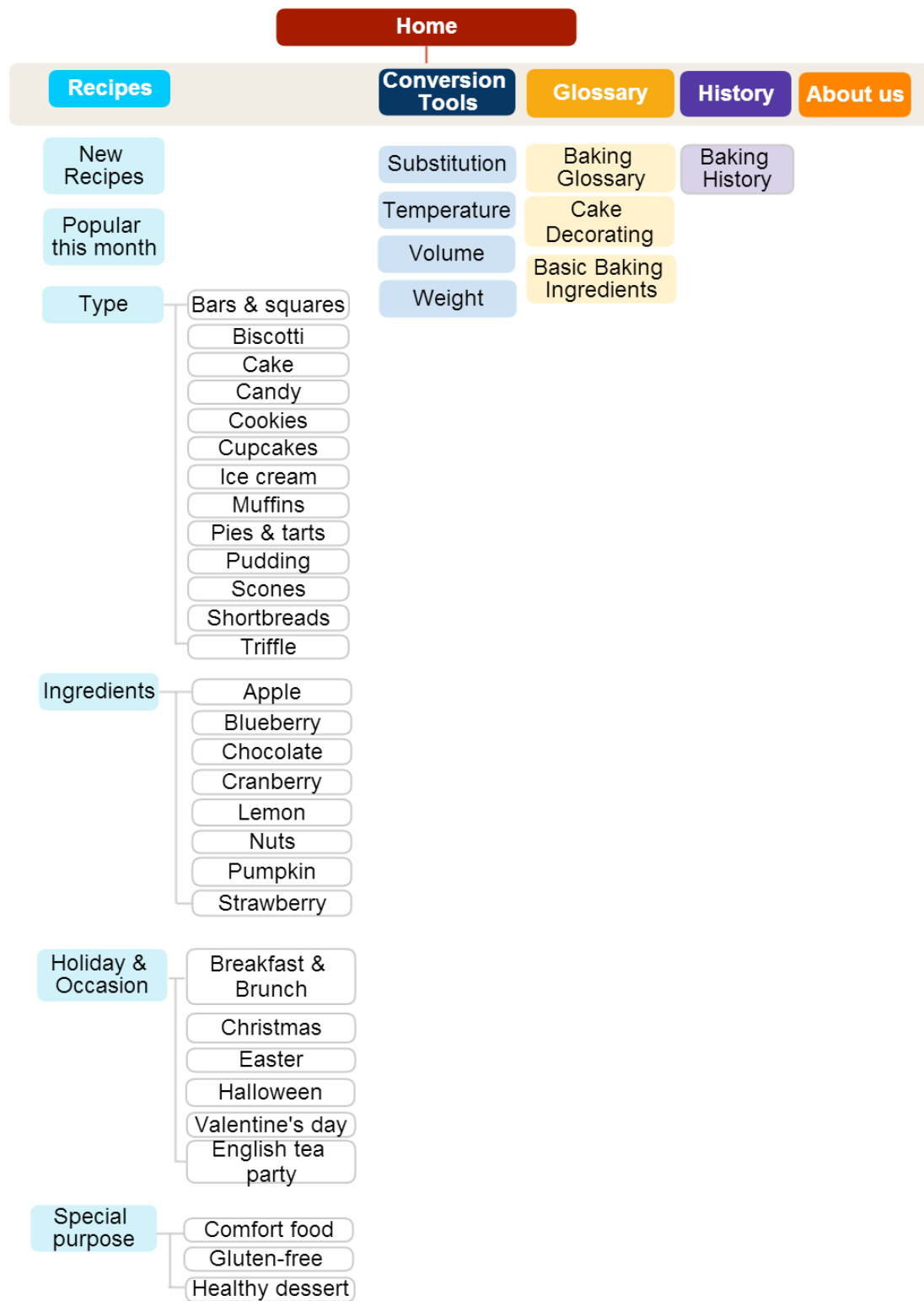


Figure 11. Redesigned Sitemap



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.

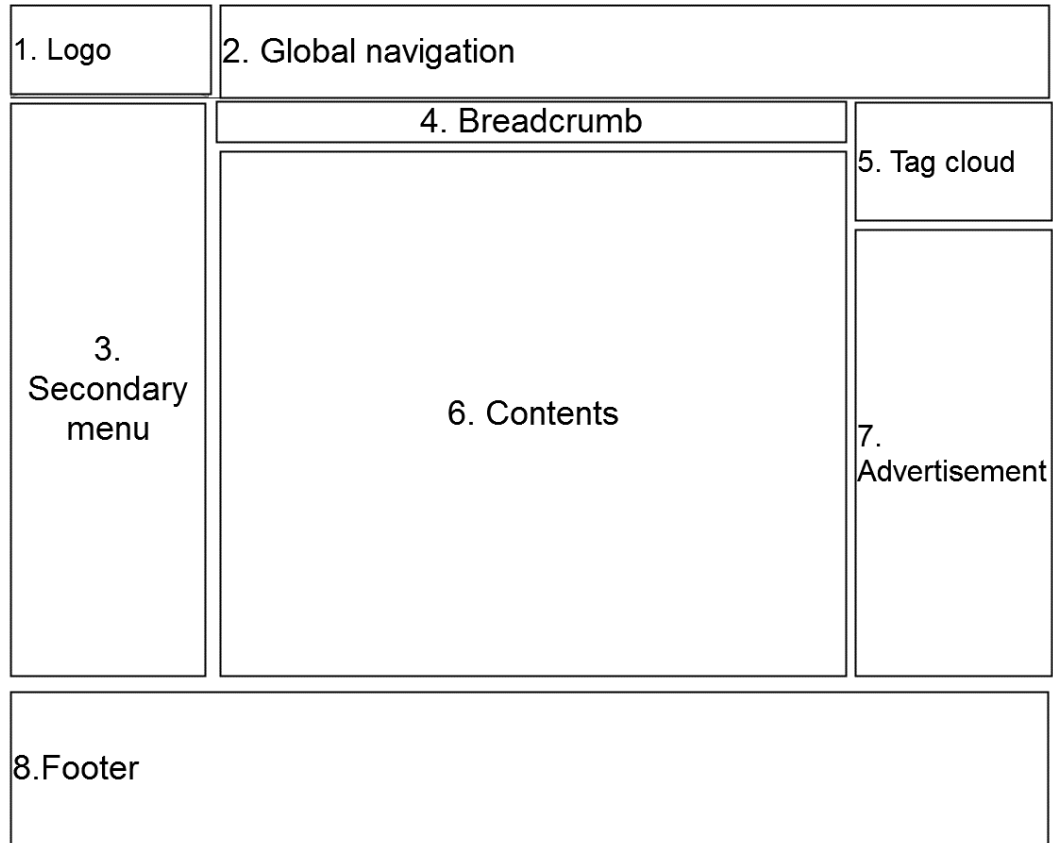


Figure 12. An illustration of wireframe overview.

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.

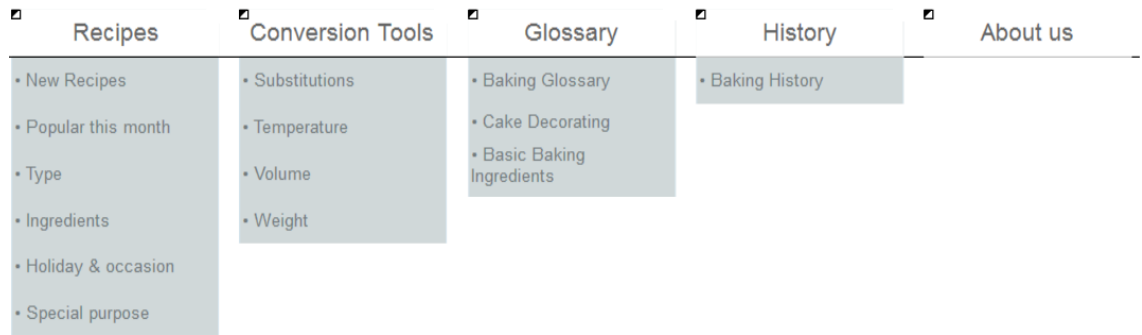


Figure 13. Global menu with expanded submenu.

### 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.

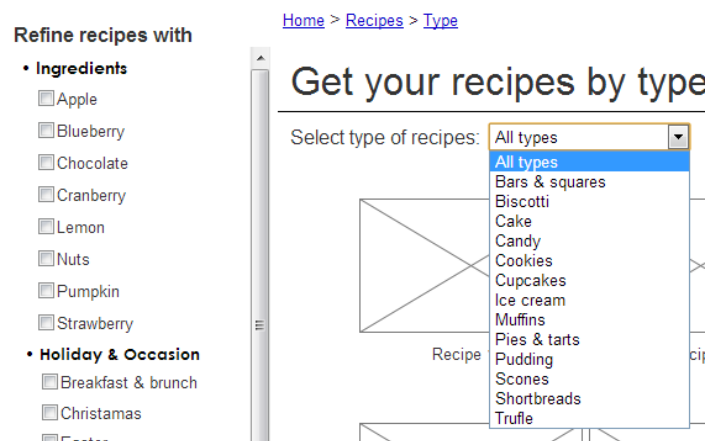


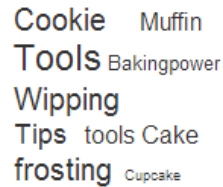
Figure 14. An example of facets display when a user searches recipes by type.

#### 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.

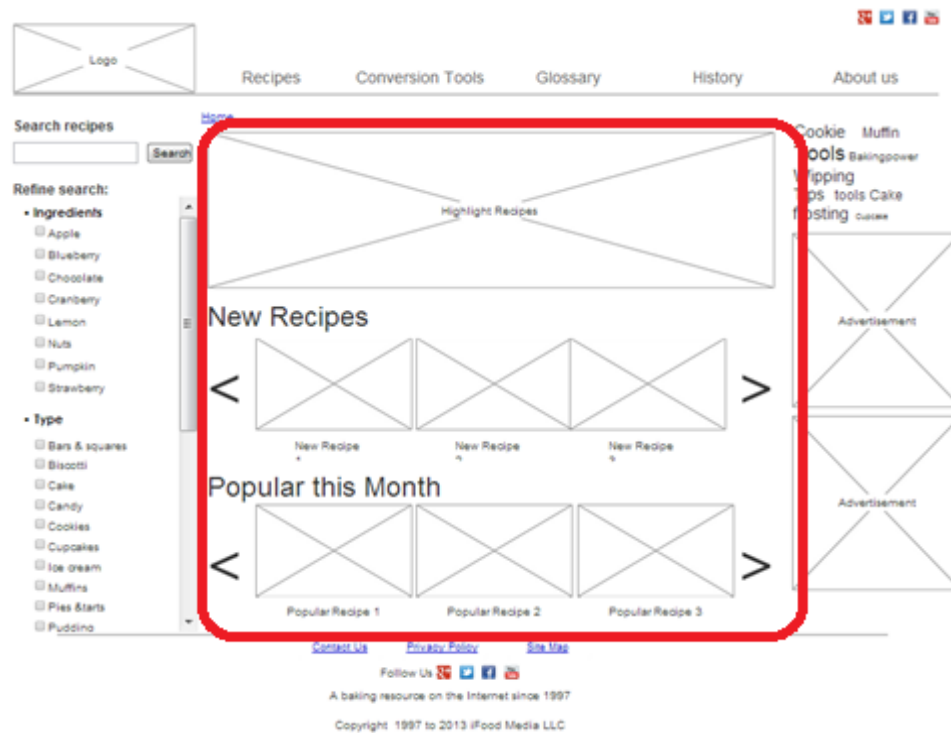


Figure 17. Redesigned home page wireframe.

## Appendix A- Content Inventory

# JoyofBaking.com

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

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
5.0	MUFFIN RECIPES	<a href="http://joyofbaking.com/muffins/muffinrecipes.html">http://joyofbaking.com/muffins/muffinrecipes.html</a>	text/html/image		
5.1-5.22	recipes of muffin		text/html/image/video(optional)	Internal	Same
6.0	SCONE RECIPES	<a href="http://joyofbaking.com/SconesIntroduction.html">http://joyofbaking.com/SconesIntroduction.html</a>	text/html/image		
6.1-6.24	recipes of scone		text/html/image/video(optional)	Internal	Same
7.0	PIES & TARTS	<a href="http://joyofbaking.com/PieAndTartRecipes.html">http://joyofbaking.com/PieAndTartRecipes.html</a>	text/html/image		
7.1-7.70	recipes of pies&tarts		text/html/image/video(optional)	Internal	Same
8.0	BREAKFAST & BRUNCH	<a href="http://joyofbaking.com/breakfast/breakfast.html">http://joyofbaking.com/breakfast/breakfast.html</a>	text/html/image		
8.1-8.40	recipes of breakfast & brunch		text/html/image/video(optional)	Internal	Same
9.0	BARS & SQUARES	<a href="http://joyofbaking.com/barsandsquares/BarsAndSquares.html">http://joyofbaking.com/barsandsquares/BarsAndSquares.html</a>	text/html/image		
9.1-9.37	recipes of bars & squares		text/html/image/video(optional)	Internal	Same
10.0	CUPCAKE RECIPES	<a href="http://joyofbaking.com/cupcakes/cupcakerecipes.html">http://joyofbaking.com/cupcakes/cupcakerecipes.html</a>	text/html/image		
10.1-10.22	recipes of cupcakes		text/html/image/video(optional)	Internal	Same
11.0	SHORTBREAD RECIPES	<a href="http://joyofbaking.com/shortbreads/shortbread.html">http://joyofbaking.com/shortbreads/shortbread.html</a>	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	<a href="http://joyofbaking.com/ComfortFoods.html">http://joyofbaking.com/ComfortFoods.html</a>	text/html/image		
12.1-12.45	recipes of comfort foods		text/html/image/video (optional)	Internal	Same
13.0	YOUTUBE CHANNEL	<a href="http://www.youtube.com/user/JoyofBaking1">http://www.youtube.com/user/JoyofBaking1</a>		External	New
14.0	ABOUT US	<a href="http://joyofbaking.com/other/aboutjoyofbaking.html">http://joyofbaking.com/other/aboutjoyofbaking.html</a>	text/html/image	Internal	Same
15.0	SUBSTITUTIONS	<a href="http://joyofbaking.com/IngredientSubstitution.html">http://joyofbaking.com/IngredientSubstitution.html</a>	text/html	Internal	Same
16.0	INGREDIENTS	<a href="http://joyofbaking.com/BasicIngredients.html">http://joyofbaking.com/BasicIngredients.html</a>	text/html/image	Internal	Same
17.0	GLOSSARY	<a href="http://joyofbaking.com/other/glossaryindex.html">http://joyofbaking.com/other/glossaryindex.html</a>	text/html	Internal	Same
17.1	glossary A-B	<a href="http://joyofbaking.com/other/glossaryAB.html">http://joyofbaking.com/other/glossaryAB.html</a>	text/html/image	Internal	Same
17.2	glossary C-G	<a href="http://joyofbaking.com/other/glossaryCG.html">http://joyofbaking.com/other/glossaryCG.html</a>	text/html/image	Internal	Same
17.3	glossary H-P	<a href="http://joyofbaking.com/other/glossaryHP.html">http://joyofbaking.com/other/glossaryHP.html</a>	text/html/image	Internal	Same
17.4	glossary Q-Z	<a href="http://joyofbaking.com/other/glossaryQ-Z.html">http://joyofbaking.com/other/glossaryQ-Z.html</a>	text/html/image	Internal	Same
18.0	CONVERSIONS	<a href="http://joyofbaking.com/ConversionsEquivalencies.html">http://joyofbaking.com/ConversionsEquivalencies.html</a>	text/html	Internal	Same
18.1	Baking Pan Sizes	<a href="http://joyofbaking.com/PanSizes.html">http://joyofbaking.com/PanSizes.html</a>	text/html	Internal	Same
18.2	Temperature Equivalents	<a href="http://joyofbaking.com/TemperatureEquivalents.html">http://joyofbaking.com/TemperatureEquivalents.html</a>	text/html	Internal	Same

<b>PAGE ID</b>	<b>PAGE NAME</b>	<b>SOURCE CONTENT</b>	<b>CONTENT TYPE</b>	<b>LINK TYPE</b>	<b>OPEN WINDOW</b>
18.3	Cooked Sugar Stages	<a href="http://joyofbaking.com/StagesOfCookedSugar.html">http://joyofbaking.com/StagesOfCookedSugar.html</a>	text/html	Internal	Same
18.4	Oven Baking Temperatures	<a href="http://joyofbaking.com/OvenTemperatures.html">http://joyofbaking.com/OvenTemperatures.html</a>	text/html	Internal	Same
18.5	Volume Equivalents	<a href="http://joyofbaking.com/USMetricVolumeEquiv.html">http://joyofbaking.com/USMetricVolumeEquiv.html</a>	text/html	Internal	Same
18.6	Weight Equivalents	<a href="http://joyofbaking.com/USMetricWeightEquiv.html">http://joyofbaking.com/USMetricWeightEquiv.html</a>	text/html	Internal	Same
19.0	WEIGHT VS VOLUME	<a href="http://joyofbaking.com/WeightvsVolumeMeasurement.html">http://joyofbaking.com/WeightvsVolumeMeasurement.html</a>	text/html/video	Internal	Same
20.0	HALLOWEEN BAKING	<a href="http://joyofbaking.com/halloweenrecipes/halloweenrecipes.html">http://joyofbaking.com/halloweenrecipes/halloweenrecipes.html</a>	text/html/image	Internal	Same
20.1-20.30	recipes for Halloween		text/html/image/video (optional)	Internal	Same
21.0	THANKSGIVING BAKING	<a href="http://joyofbaking.com/ThanksgivingDessertTray.html">http://joyofbaking.com/ThanksgivingDessertTray.html</a>	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	<a href="http://joyofbaking.com/ChristmasCookies.html">http://joyofbaking.com/ChristmasCookies.html</a>	text/html/image	Internal	Same
22.1-22.112	recipes of Christmas cookies		text/html/image/video (optional)	Internal	Same
23.0	CHRISTMAS BAKING	<a href="http://joyofbaking.com/ChristmasBaking.html">http://joyofbaking.com/ChristmasBaking.html</a>	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	<a href="http://joyofbaking.com/candy/christmascandyrecipes.html">http://joyofbaking.com/candy/christmascandyrecipes.html</a>	text/html/image	Internal	Same
24.1-24.34	recipes of Christmas candy		text/html/image/video (optional)	Internal	Same
25.0	CHOCOLATE RECIPES	<a href="http://joyofbaking.com/ChocolateRecipes/ChocolateRecipes.html">http://joyofbaking.com/ChocolateRecipes/ChocolateRecipes.html</a>	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	<a href="http://joyofbaking.com/AppleRecipes.html">http://joyofbaking.com/AppleRecipes.html</a>	text/html/image	Internal	Same
26.1-26.16	recipes of apples		text/html/image/video (optional)	Internal	Same
27.0	PUMPKIN RECIPES	<a href="http://joyofbaking.com/PumpkinRecipes.html">http://joyofbaking.com/PumpkinRecipes.html</a>	text/html/image	Internal	Same
27.1-27.18	recipes of pumpkin		text/html/image/video (optional)	Internal	Same
28.0	CRANBERRY RECIPES	<a href="http://joyofbaking.com/CranberryRecipes.html">http://joyofbaking.com/CranberryRecipes.html</a>	text/html/image	Internal	Same
28.1-28.24	recipes of cranberry		text/html/image/video (optional)	Internal	Same
29.0	BISCOTTI RECIPES	<a href="http://joyofbaking.com/biscotti/Biscotti.html">http://joyofbaking.com/biscotti/Biscotti.html</a>	text/html/image	Internal	Same
29.1-29.7	recipes of biscotti		text/html/image/video (optional)	Internal	Same
30.0	CANDY RECIPES	<a href="http://joyofbaking.com/candy/christmascandyrecipes.html">http://joyofbaking.com/candy/christmascandyrecipes.html</a>	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	<a href="http://joyofbaking.com/healthydesserts/HealthyDessertsandBakingRecipes.html">http://joyofbaking.com/healthydesserts/HealthyDessertsandBakingRecipes.html</a>	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	<a href="http://joyofbaking.com/puddings/Puddings.html">http://joyofbaking.com/puddings/Puddings.html</a>	text/html/image	Internal	Same
32.1-32.20	recipes of pudding		text/html/image/video (optional)	Internal	Same
33.0	QUICK BREADS	<a href="http://joyofbaking.com/QuickBreads.html">http://joyofbaking.com/QuickBreads.html</a>	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	<a href="http://joyofbaking.com/EnglishTeaParty.html">http://joyofbaking.com/EnglishTeaParty.html</a>	text/html/image	Internal	Same
33.1-33.36	recipes for tea party		text/html/image/video (optional)	Internal	Same
35.0	BLUEBERRY RECIPES	<a href="http://joyofbaking.com/BlueberryRecipes.html">http://joyofbaking.com/BlueberryRecipes.html</a>	text/html/image	Internal	Same
35.1-35.25	recipes of blueberry		text/html/image/video (optional)	Internal	Same
35.26	reading tea leaves	<a href="http://joyofbaking.com/ReadingTeaLeaves.html">http://joyofbaking.com/ReadingTeaLeaves.html</a>	text/html		
36.0	LEMON RECIPES	<a href="http://joyofbaking.com/LemonRecipes.html">http://joyofbaking.com/LemonRecipes.html</a>	text/html/image	Internal	Same
36.1-36.7	recipes of lemon		text/html/image/video (optional)	Internal	Same
37.0	STRAWBERRY RECIPES	<a href="http://joyofbaking.com/StrawberryRecipes.html">http://joyofbaking.com/StrawberryRecipes.html</a>	text/html/image	Internal	Same

<b>PAGE ID</b>	<b>PAGE NAME</b>	<b>SOURCE CONTENT</b>	<b>CONTENT TYPE</b>	<b>LINK TYPE</b>	<b>OPEN WINDOW</b>
37.1-37.24	recipes of strawberry		text/html/image/video (optional)	Internal	Same
38.0	TRIFLE RECIPES	<a href="http://joyofbaking.com/EnglishTrifle.html">http://joyofbaking.com/EnglishTrifle.html</a>	text/html/image	Internal	Same
38.1-38.8	recipes of trifle		text/html/image/video (optional)	Internal	Same
39.0	ICE CREAM RECIPES	<a href="http://joyofbaking.com/IceCreamRecipes.html">http://joyofbaking.com/IceCreamRecipes.html</a>	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	<a href="http://joyofbaking.com/other/ValentinesDayDesserts.html">http://joyofbaking.com/other/ValentinesDayDesserts.html</a>	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	<a href="http://www.history.com/">http://www.history.com/</a>		External	New
41.0	EASTER BAKING	<a href="http://joyofbaking.com/other/EasterDessertsBaking.html">http://joyofbaking.com/other/EasterDessertsBaking.html</a>	text/html/image	Internal	Same
41.1-41.52	recipes of Easter baking		text/html/image/video (optional)	Internal	Same
42.0	BAKING HISTORY	<a href="http://joyofbaking.com/History.html">http://joyofbaking.com/History.html</a>	text/html/image	Internal	Same
43.0	BIBLIOGRAPHY	<a href="http://joyofbaking.com/other/bibliography.html">http://joyofbaking.com/other/bibliography.html</a>	text/html	Internal	Same
43.1	bibliography G-M	<a href="http://joyofbaking.com/other/bibliographyGM.html">http://joyofbaking.com/other/bibliographyGM.html</a>	text/html	Internal	Same
43.2	bibliography N-Z	<a href="http://joyofbaking.com/other/bibliographyNZ.html">http://joyofbaking.com/other/bibliographyNZ.html</a>	text/html	Internal	Same

PAGE ID	PAGE NAME	SOURCE CONTENT	CONTENT TYPE	LINK TYPE	OPEN WINDOW
44.0	FACEBOOK SHARE	<a href="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&amp;display=popup">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&amp;display=popup</a>		External	New
45.0	TWEET SHARE	<a href="https://twitter.com/intent/tweet?text=JoyofBaking.com%20-%20Baking%20%26%20Dessert%20*Video%20Recipes*&amp;url=http://shar.es/EVktj&amp;source=sharethiscom&amp;related=sharethis&amp;via=sharethis">https://twitter.com/intent/tweet?text=JoyofBaking.com%20-%20Baking%20%26%20Dessert%20*Video%20Recipes*&amp;url=http://shar.es/EVktj&amp;source=sharethiscom&amp;related=sharethis&amp;via=sharethis</a>		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	<a href="https://plus.google.com/11579083631376742018/posts">https://plus.google.com/11579083631376742018/posts</a>		External	Same
49.0	JOY OF BAKING FACEBOOK PAGE	<a href="https://www.facebook.com/joyofbaking">https://www.facebook.com/joyofbaking</a>		External	New
50.0	CONTACT US	<a href="http://joyofbaking.com/other/emailstephanie.html">http://joyofbaking.com/other/emailstephanie.html</a>		Internal	Same
50.1	Send Email to Stephanie.		Outlook	External	New
50.2	Send Email to Rick.		Outlook	External	New

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

## Appendix B – Navigation Menu

### A. Global Navigation

Menu labeling (from site)	Group by
home	
recipe index	
new recipes	
cake recipes	type
cookie recipes	type
muffin recipes	type
scone recipes	type
pies & tarts	type
breakfast & brunch	holiday & occasion
bars & squares	type
cupcake recipes	type
shortbread recipes	type
comfort foods	special purpose
youtube channel	

## B. Vertical Navigation

Menu labeling (from site)	Group by
about us	
substitutions	tool
ingredients	tool
glossary	tool
conversions	tool
weight vs volume	tool
halloween baking	holiday & occasion
thanksgiving baking	holiday & occasion
christmas cookies	holiday & occasion
christmas baking	holiday & occasion
christmas candy	holiday & occasion
chocolate recipes	ingredients
apple recipes	ingredients
pumpkin recipes	ingredients
cranberry recipes	ingredients
biscotti recipes	type



Menu labeling (from site)	Group by
candy recipes	type
healthy baking	special purpose
pudding recipes	type
quick breads	special purpose
English tea party	holiday & occasion
blueberry recipes	ingredients
lemon recipes	ingredients
strawberry recipes	ingredients
trifle recipes	type
ice cream recipes	type
valentine's baking	holiday & occasion
easter baking	holiday & occasion
baking history	tool
bibliography	tool

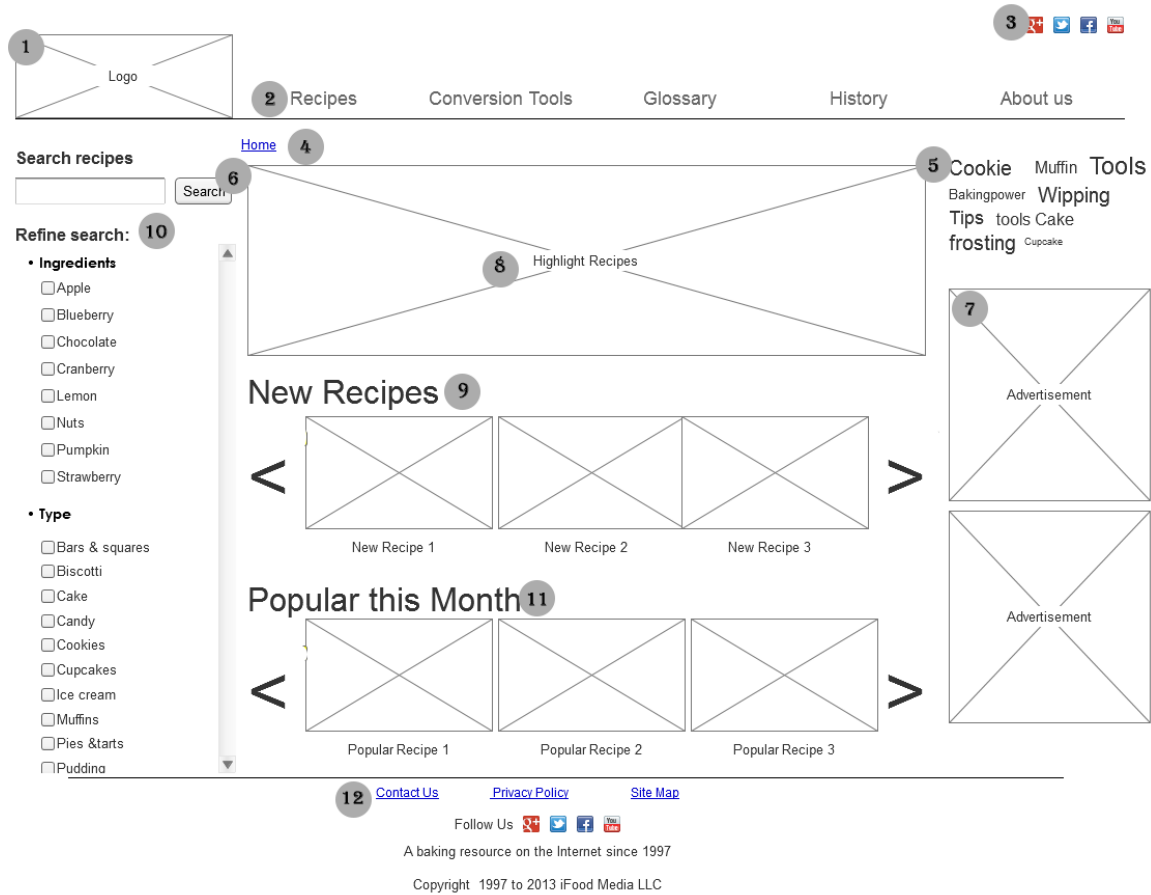
## Appendix C – Wireframes

<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

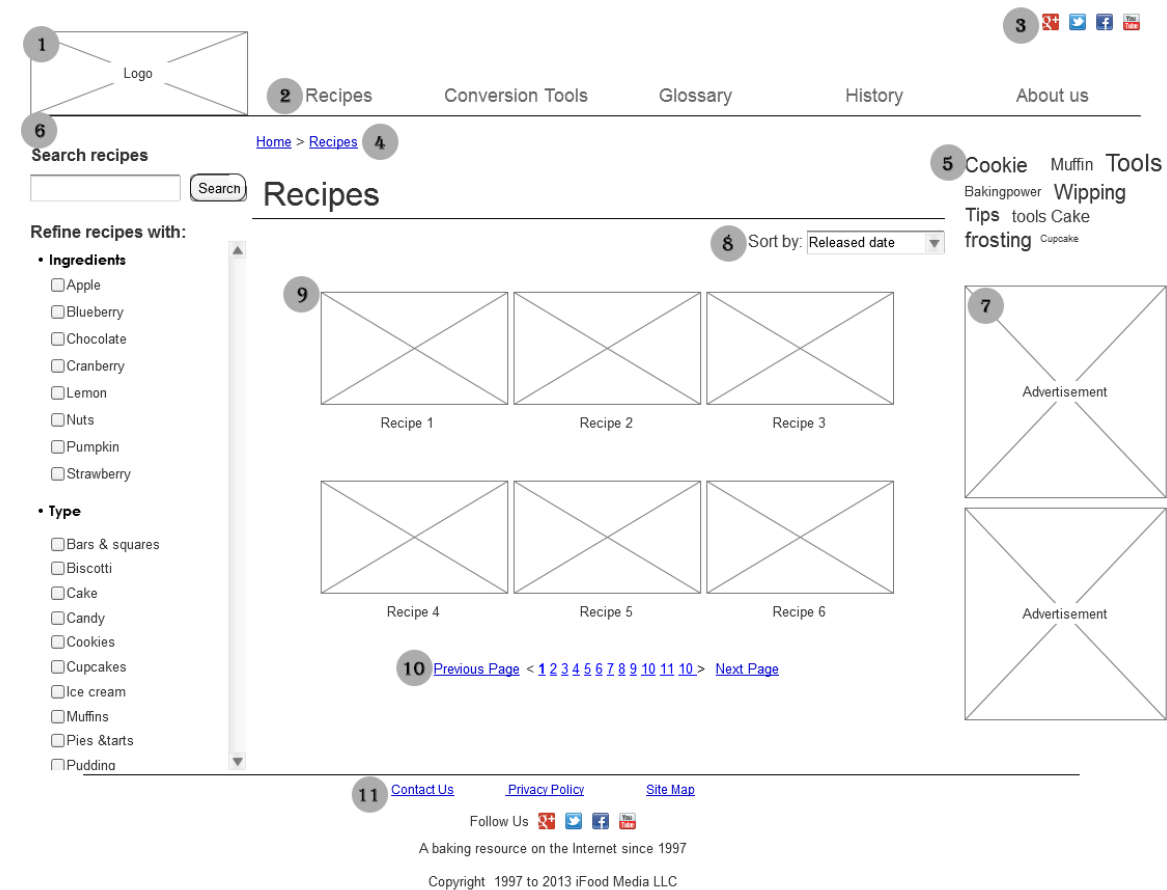
## 1. Home page



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.

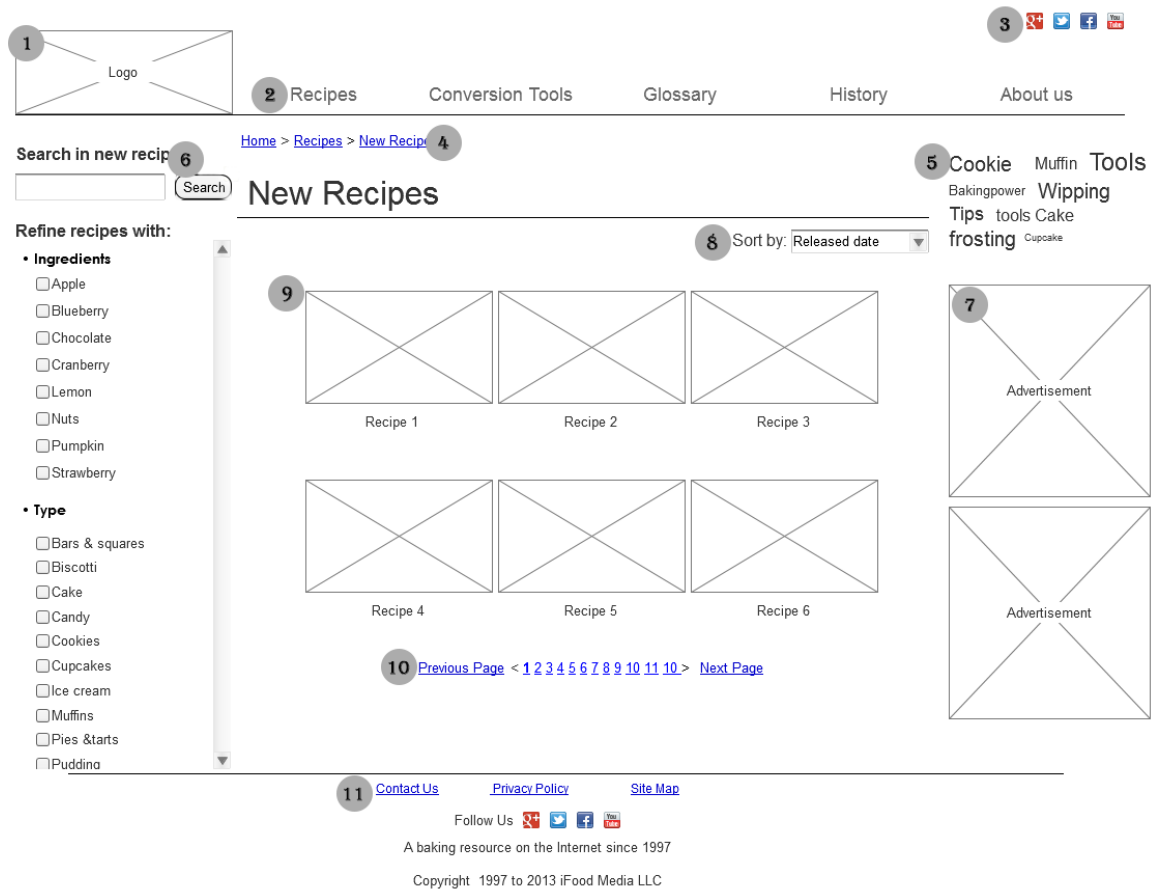
9	New Recipe	Link	Introducing new recipes and reducing time on browsing this website.
10	Refine search	Check box	Options to refine search results according to different facets.
11	Popular Recipe	Link	Introducing popular recipes to visitors.
12	Footnote	Links, external link	Links to contact information,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

## 2. Recipes



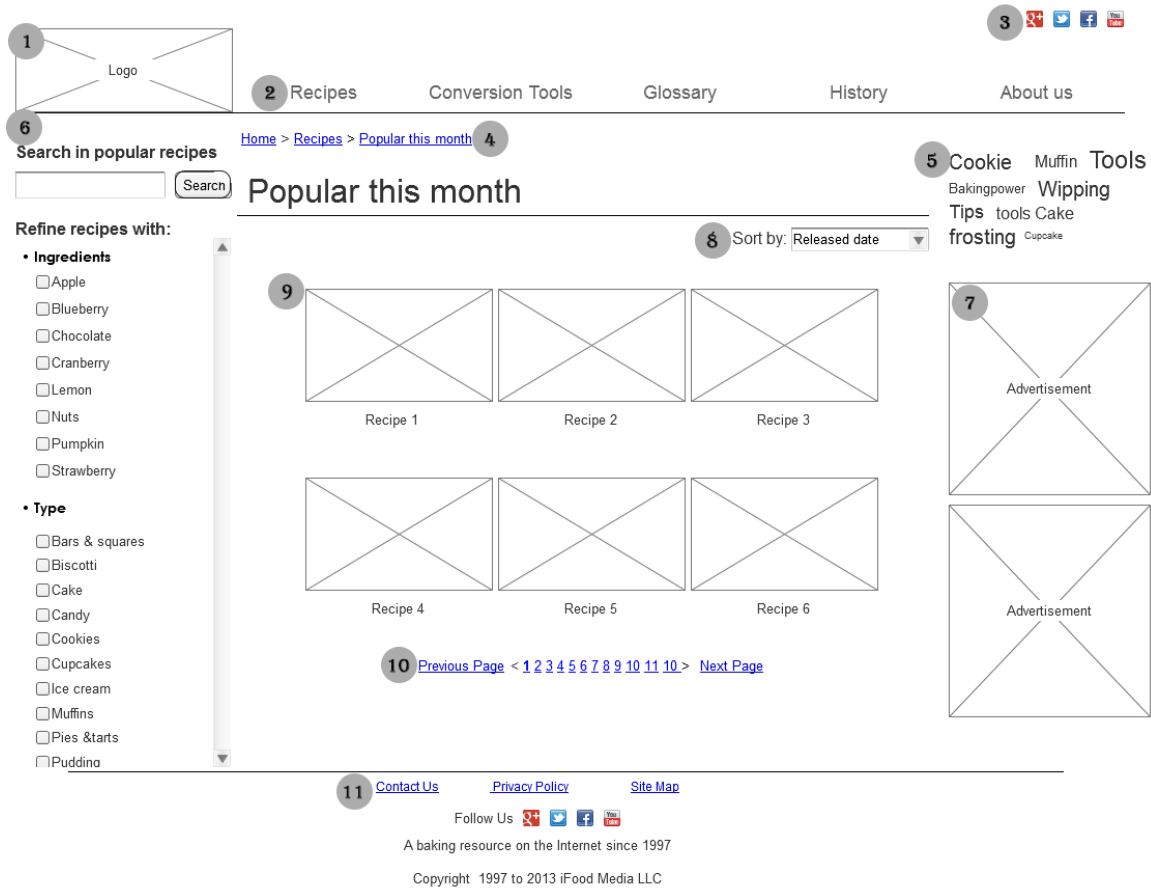
No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Sorting options	Dropdown list	Options to view results according to user's preferences
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.

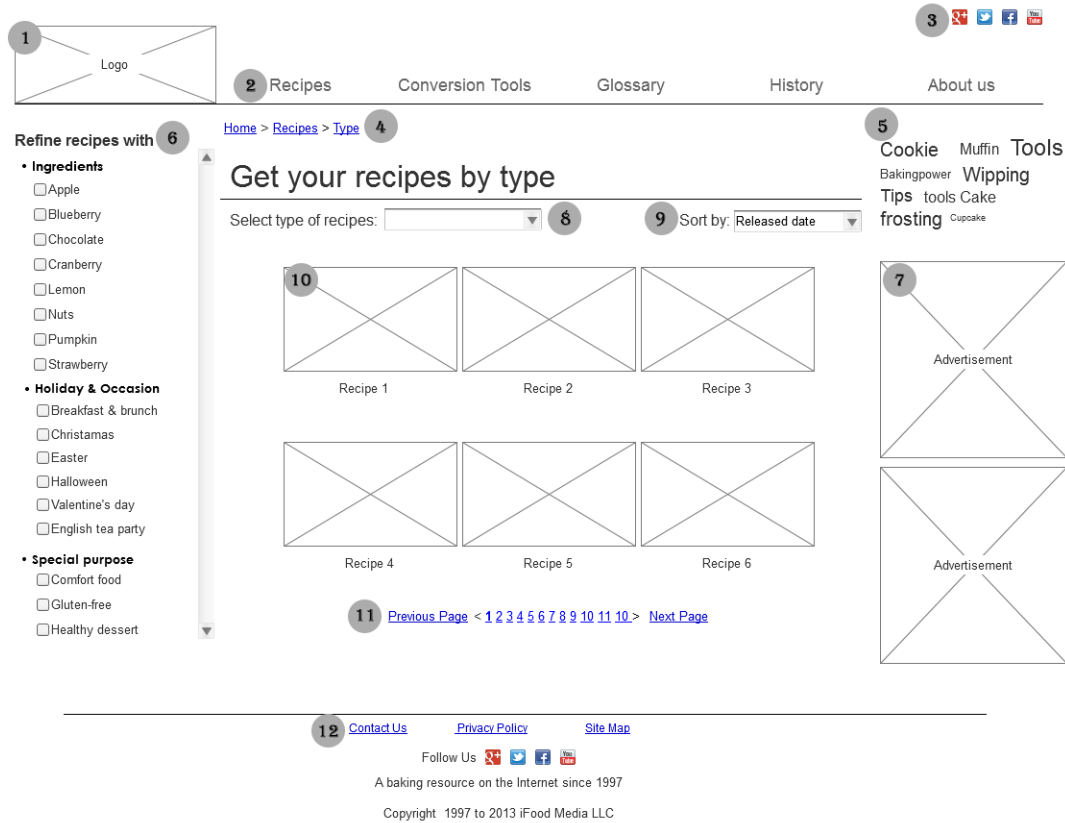
## 2.2 Popular this month



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.

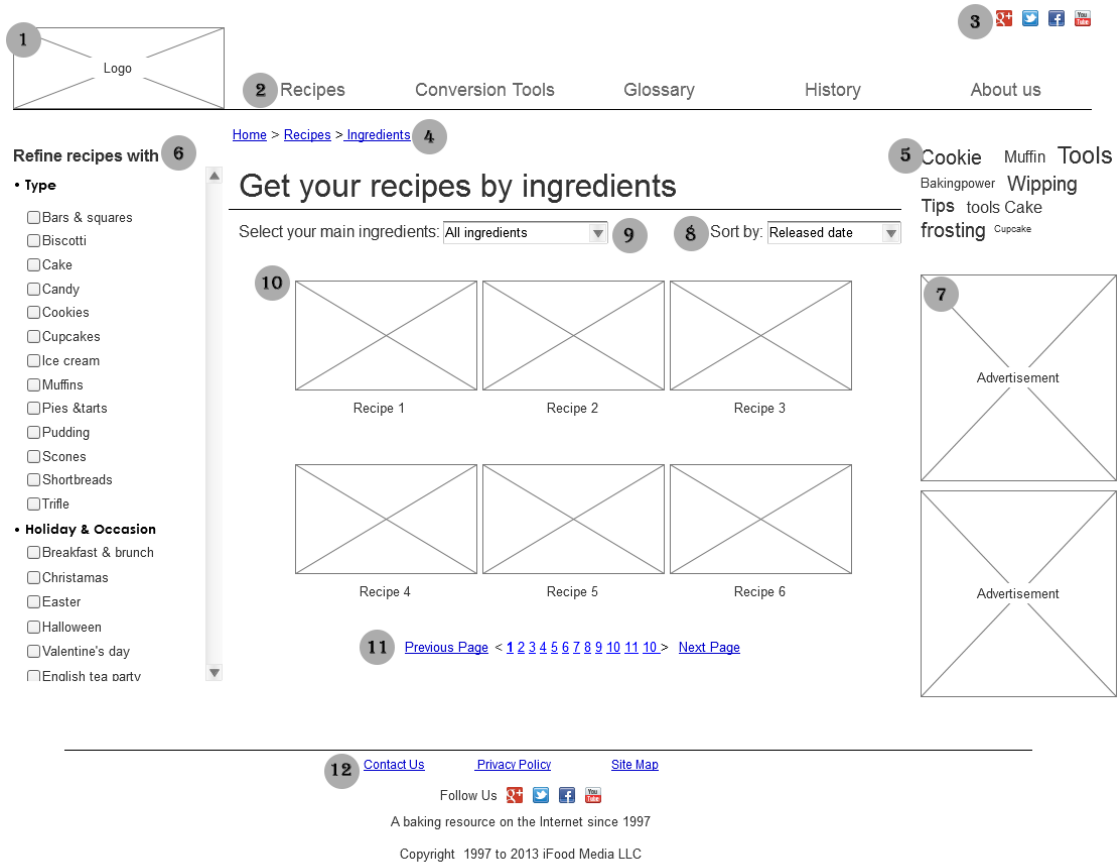


## 2.3 Type



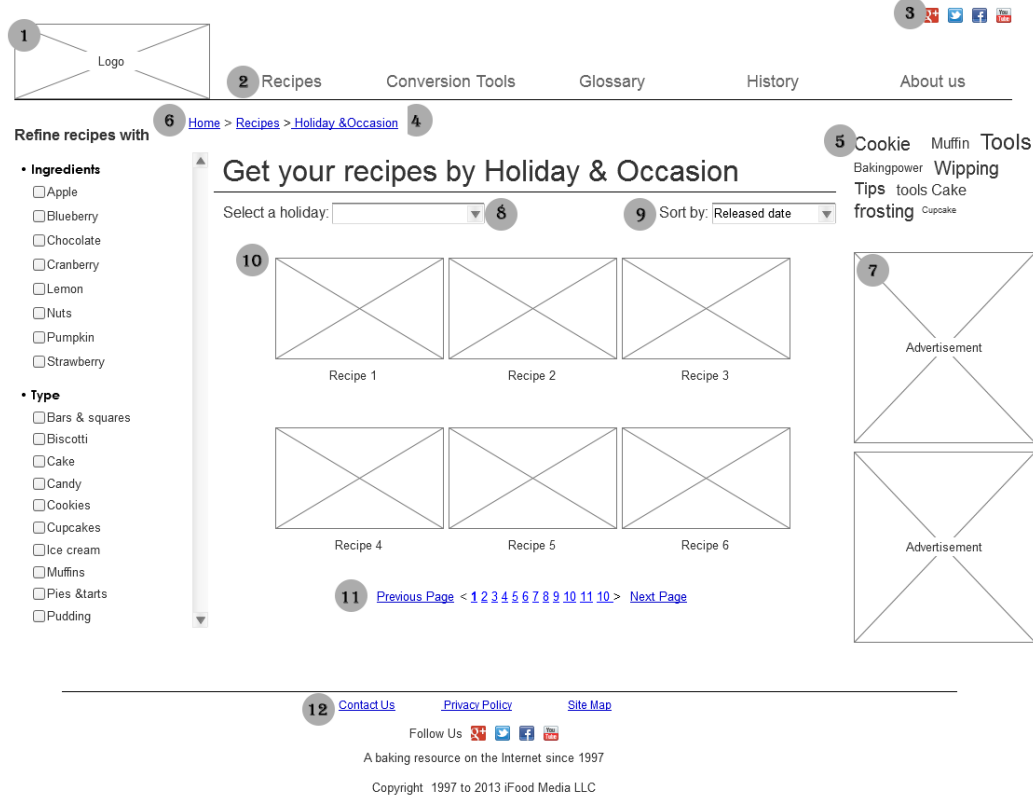
No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Select subcategory of type	Dropdown list	Main facet of this section. Users can 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



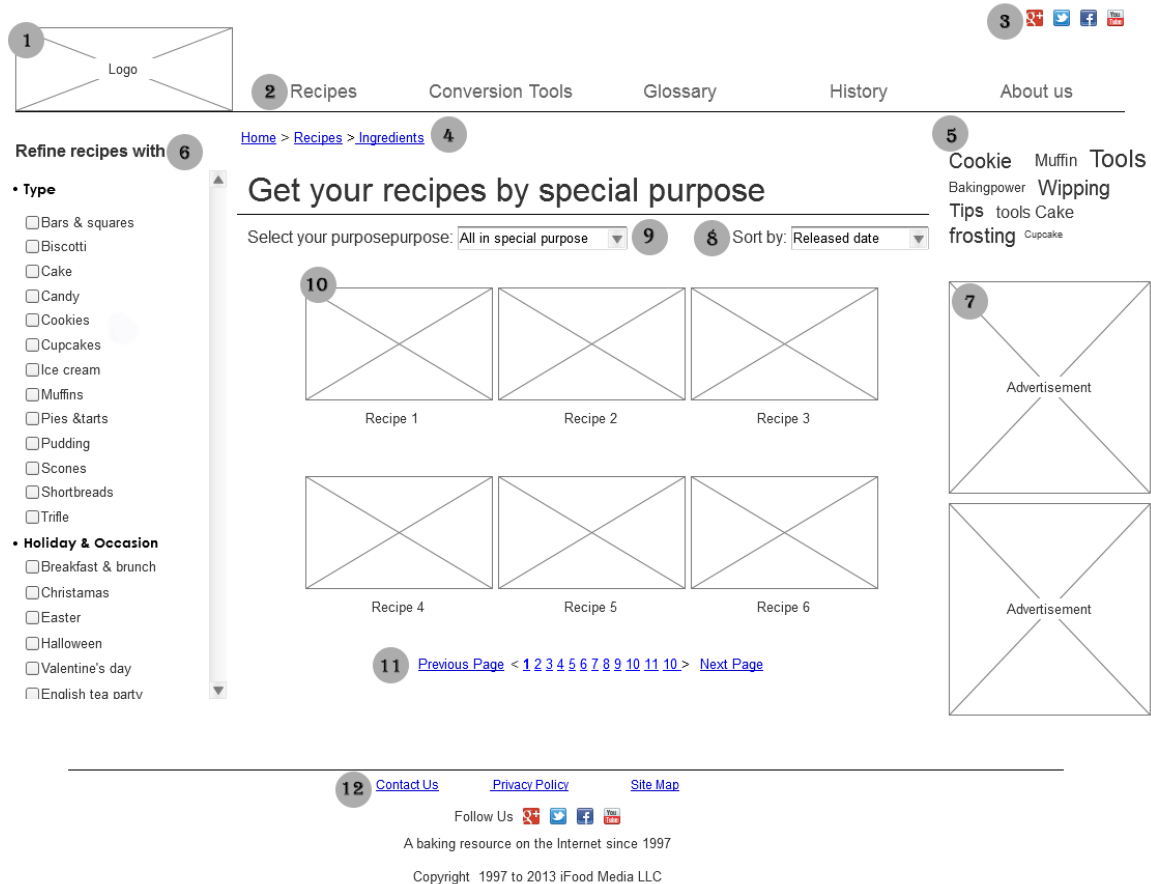
No.	Name	Type	Description
6	Search box and refine conditions	Textbox, button and checkbox	Users can type any keyword for searching recipes. Checkboxes provide options to refine search results according to different facets.
8	Sorting options	Dropdown list	Options to view results according to user's preferences
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.

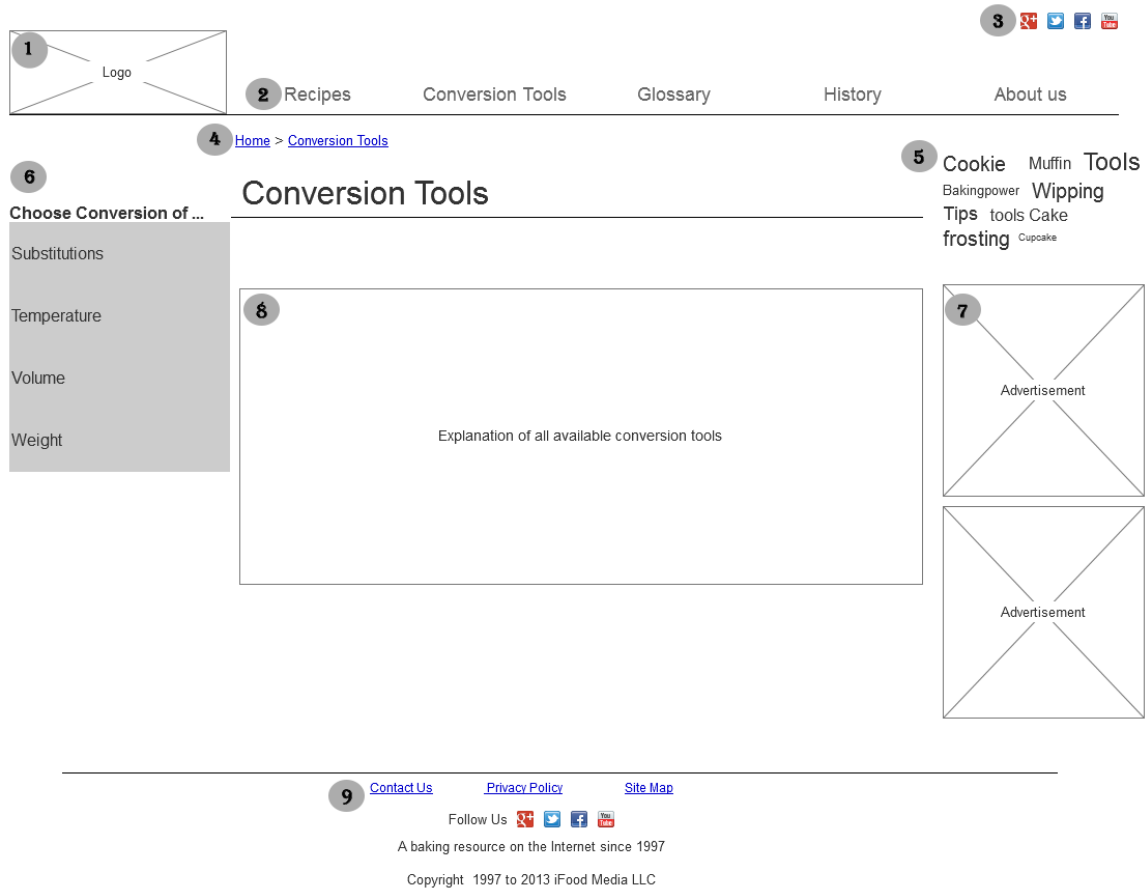
## 2.6 Special Purpose



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.

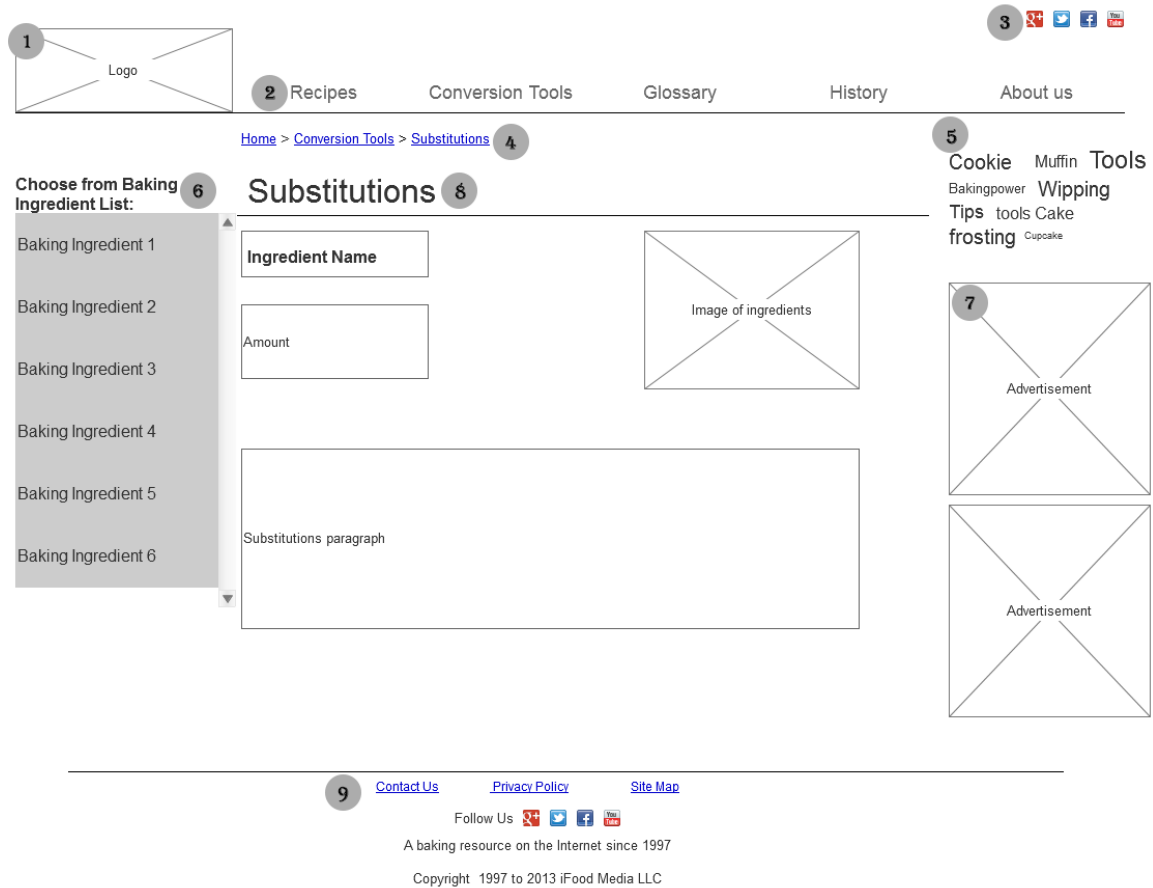
11	Result Page Number	Link	Showing the number of result pages. Bold font shows user's current location.
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### 3. Conversion Tool



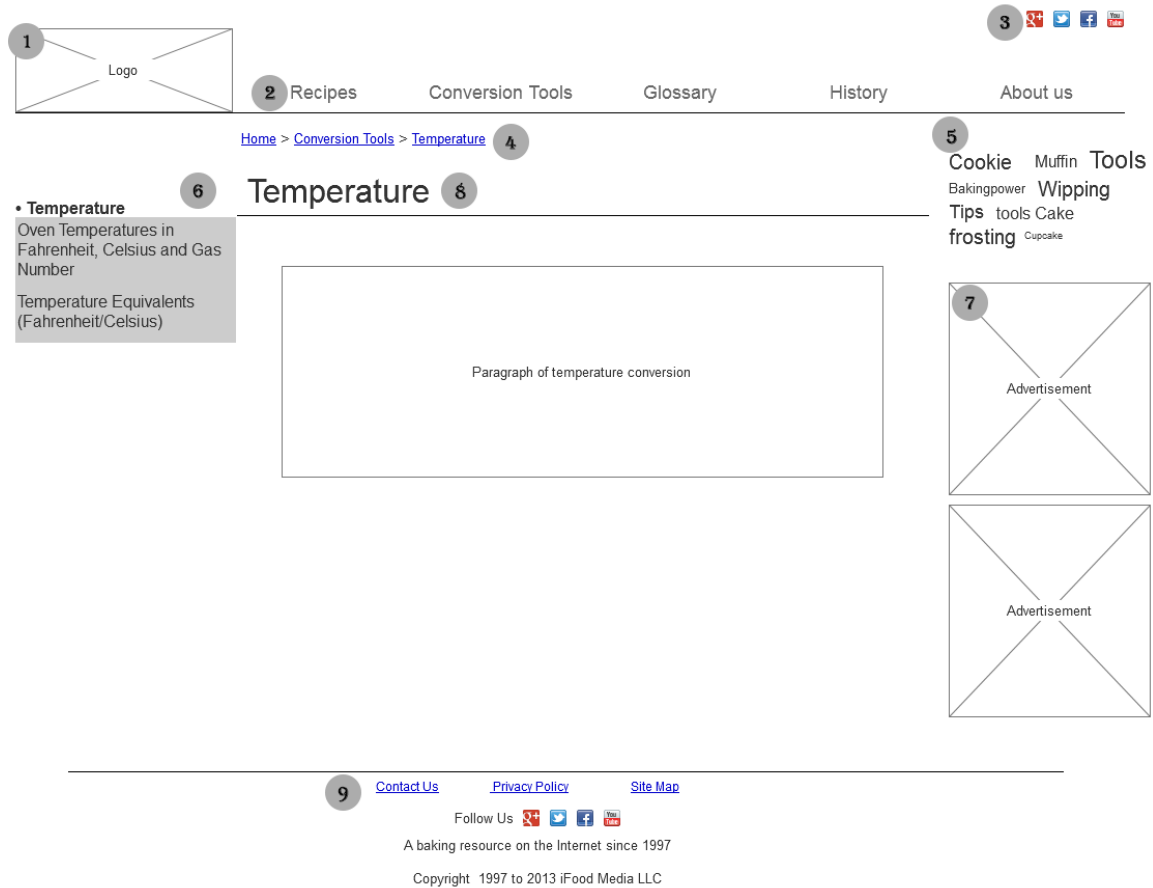
No.	Name	Type	Description
6	Subsection of conversion tools	Menu	Users can choose a specific conversion tool.
8	Paragraph for introducing conversion Tools	Paragraph	Explanation of conversion tools

### 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.

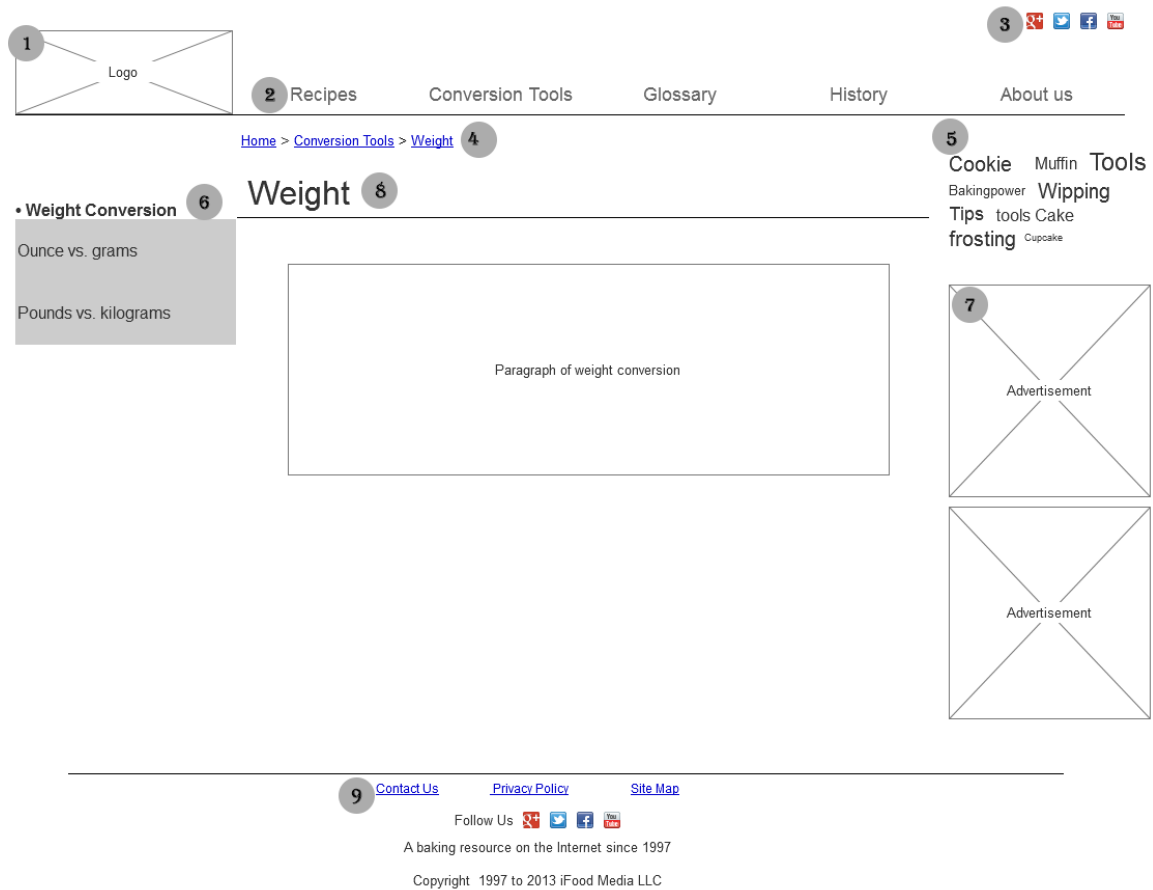
## 3.2 Temperature



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

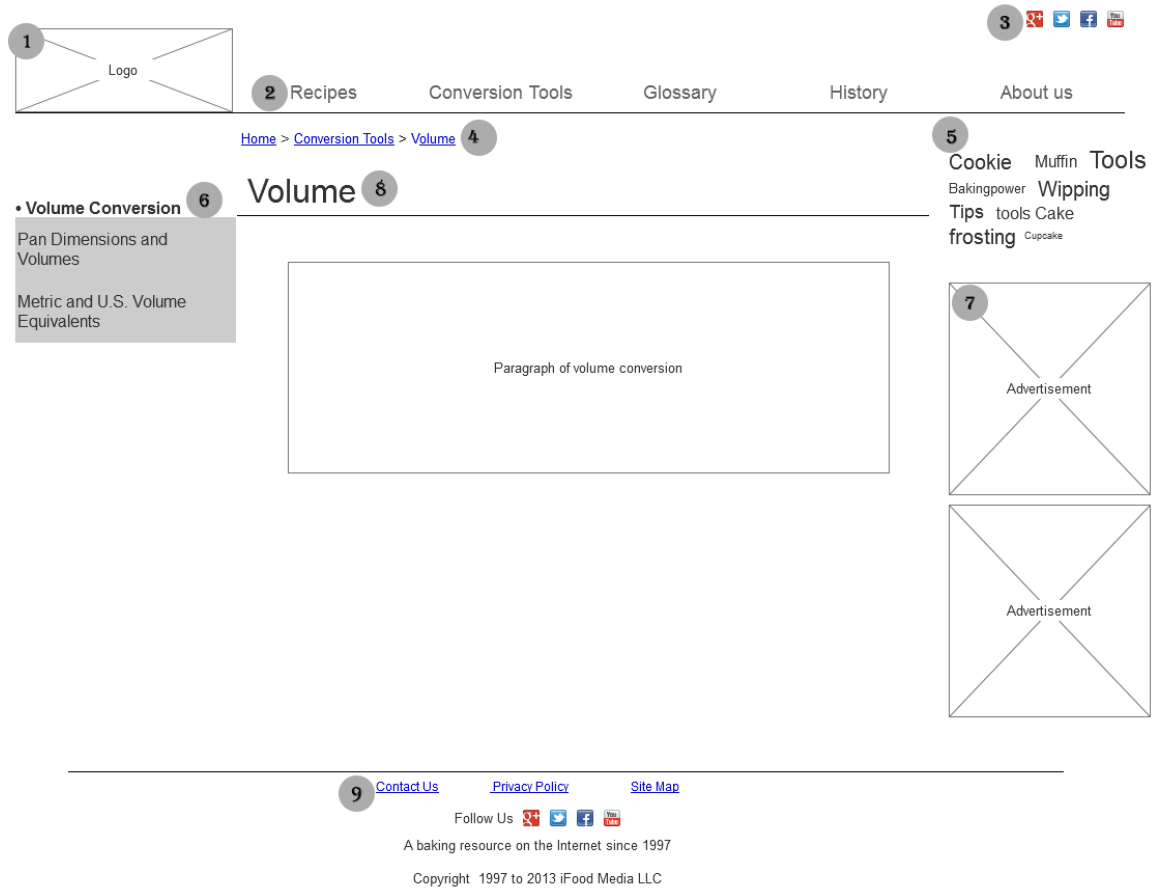


### 3.3 Weight



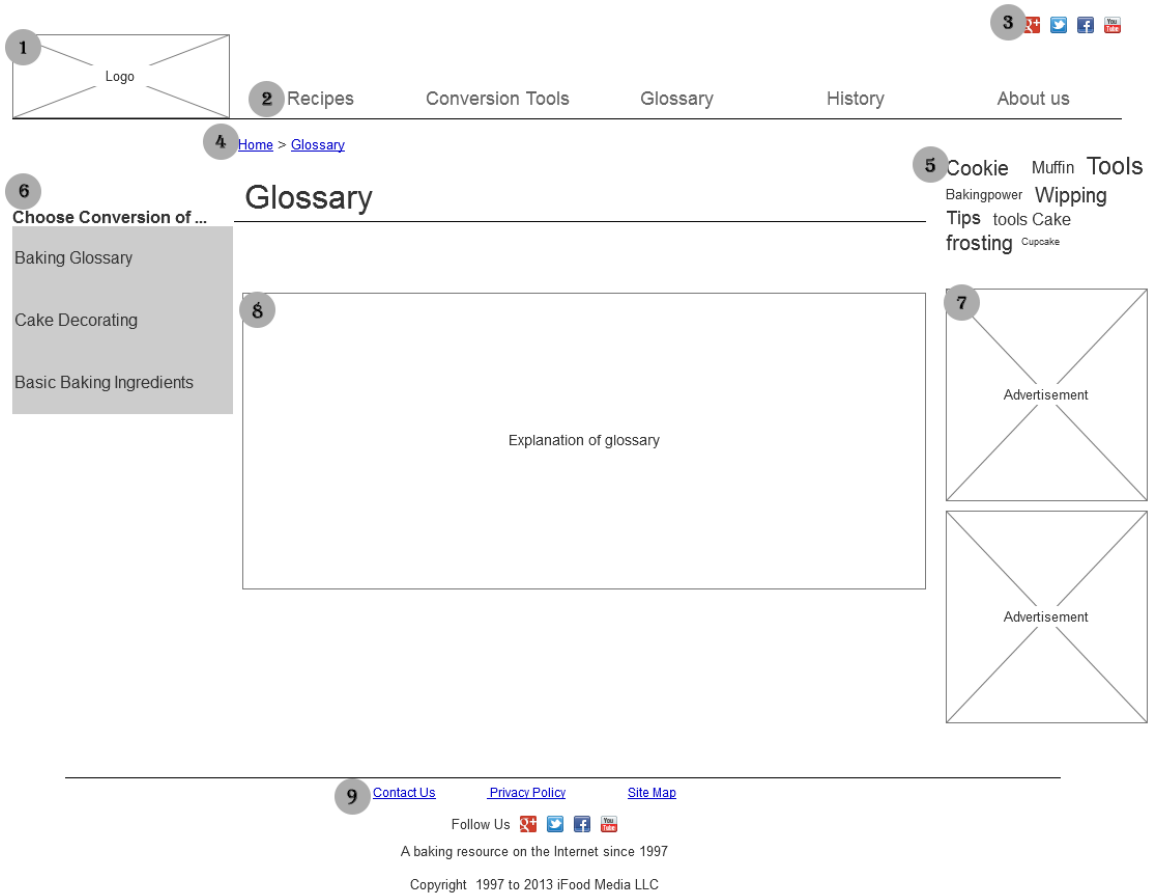
No.	Name	Type	Description
6	Subsection of Weight conversion	Menu	Users can choose a specific weight conversion.
8	Content	Paragraph	Explanation features of weight conversion tools and its purposes

### 3.4 Volume



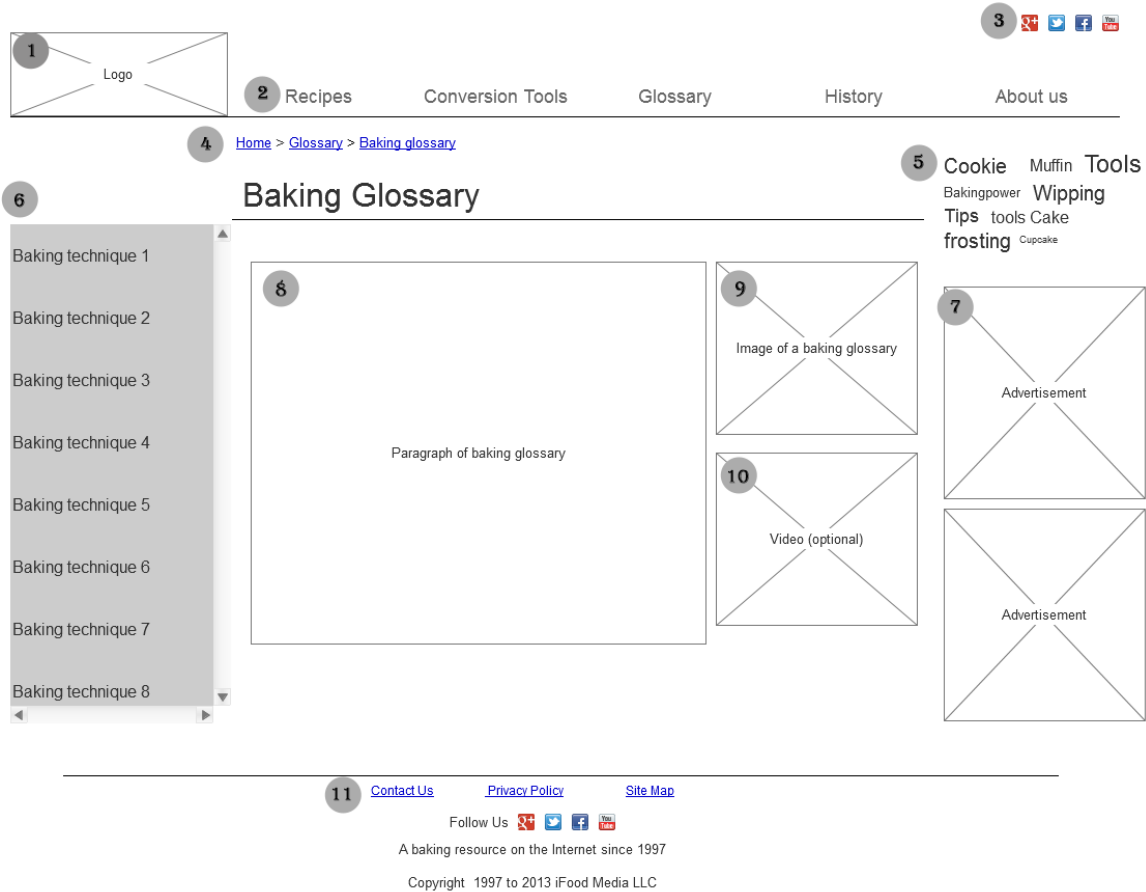
No.	Name	Type	Description
6	Subsection of volume conversion	Menu	Users can choose a specific volume conversion.
8	Content	Paragraph	Explanation features of volume conversion tools and its purposes

## 4. Glossary



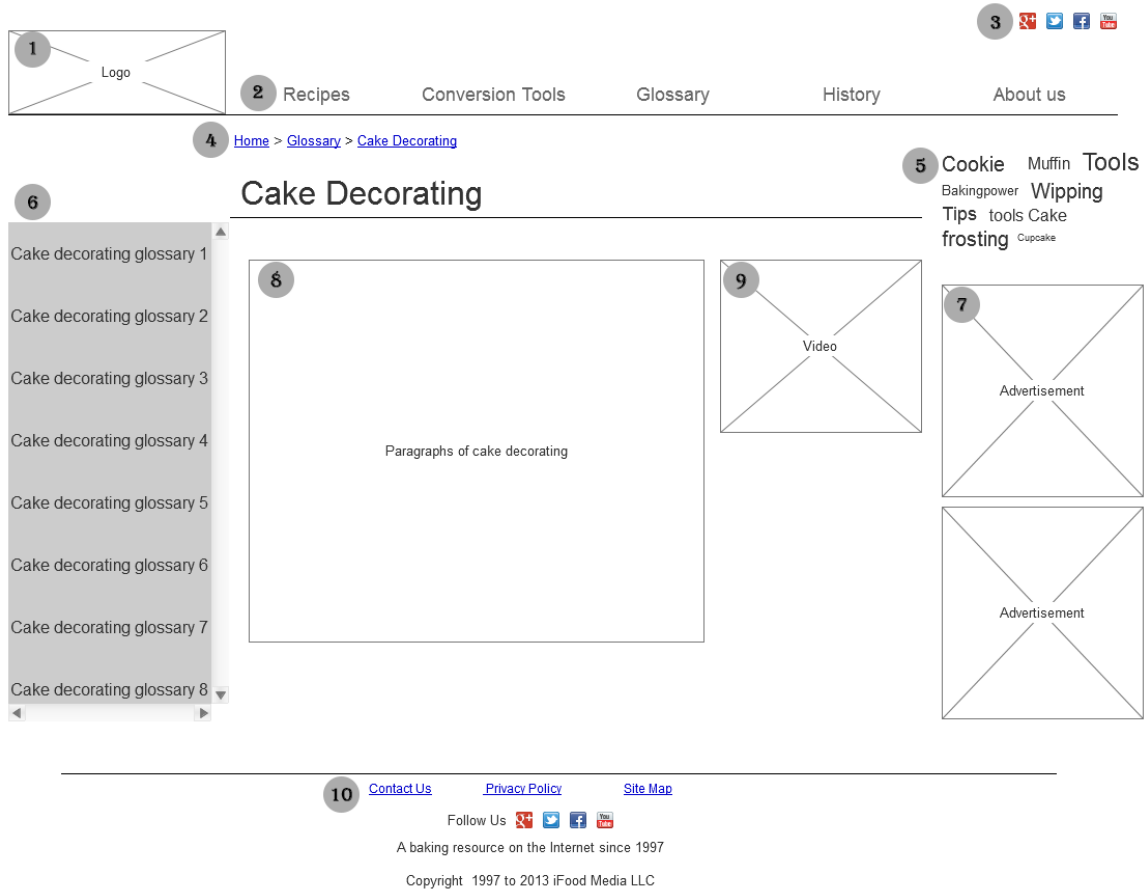
No.	Name	Type	Description
6	Subsection of conversion tools	Menu	Users can choose a specific conversion tool.
8	Content	Paragraph	Explanation of the glossary section and its purpose

## 4.1 Baking Glossary



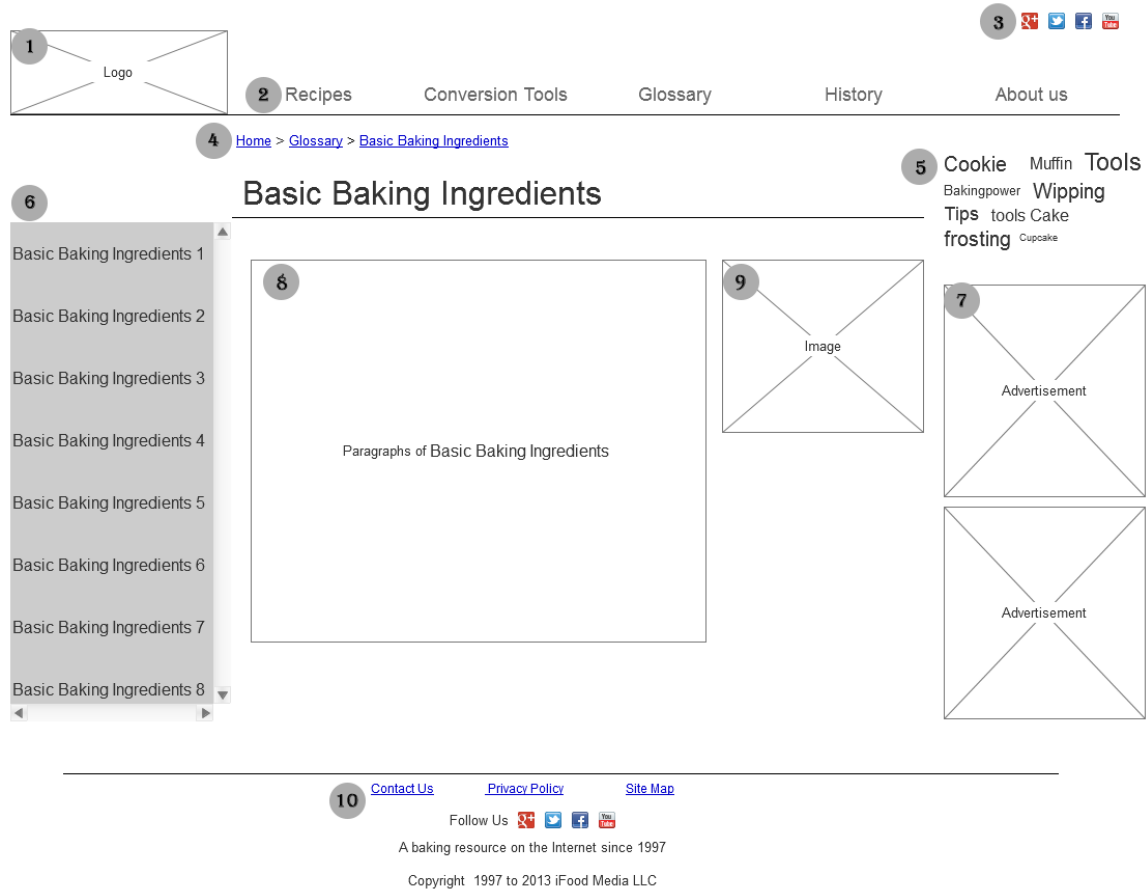
No.	Name	Type	Description
6	Subsection of baking glossary	Menu	Users can choose a specific baking glossary.
8	Content	Paragraph	Explanation of the baking glossary.
9	Image of Baking Glossary	Image	An image of baking glossary gives user a full picture.
10	Video Clip of Baking Glossary	Video	A video clip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

## 4.2 Cake Decorating



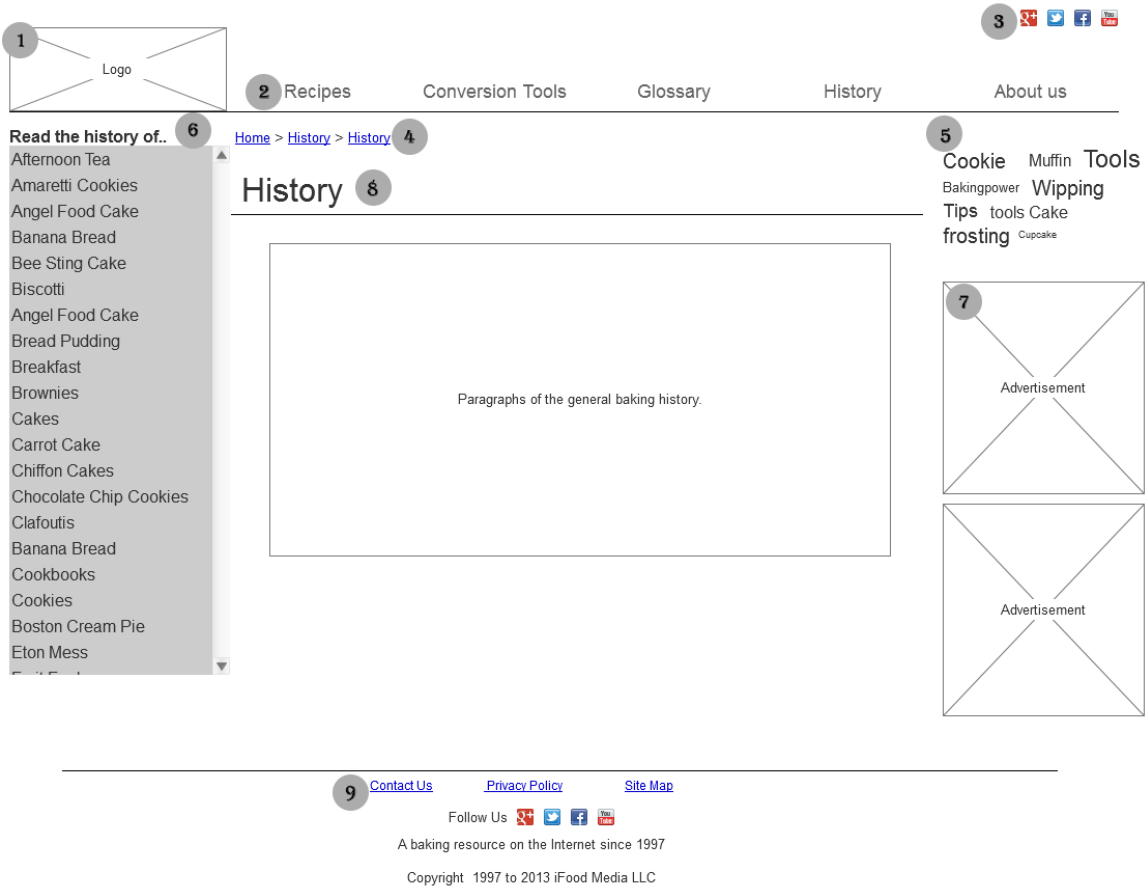
No.	Name	Type	Description
6	Options for Cake Decorating	Menu	Users can choose a specific cake decorating glossary.
8	Content	Paragraph	Explanation of the cake decorating glossary.
9	Video Clip of Cake Decorating	Video	A video clip assists user for better understanding.

## 4.3 Basic Baking Ingredients



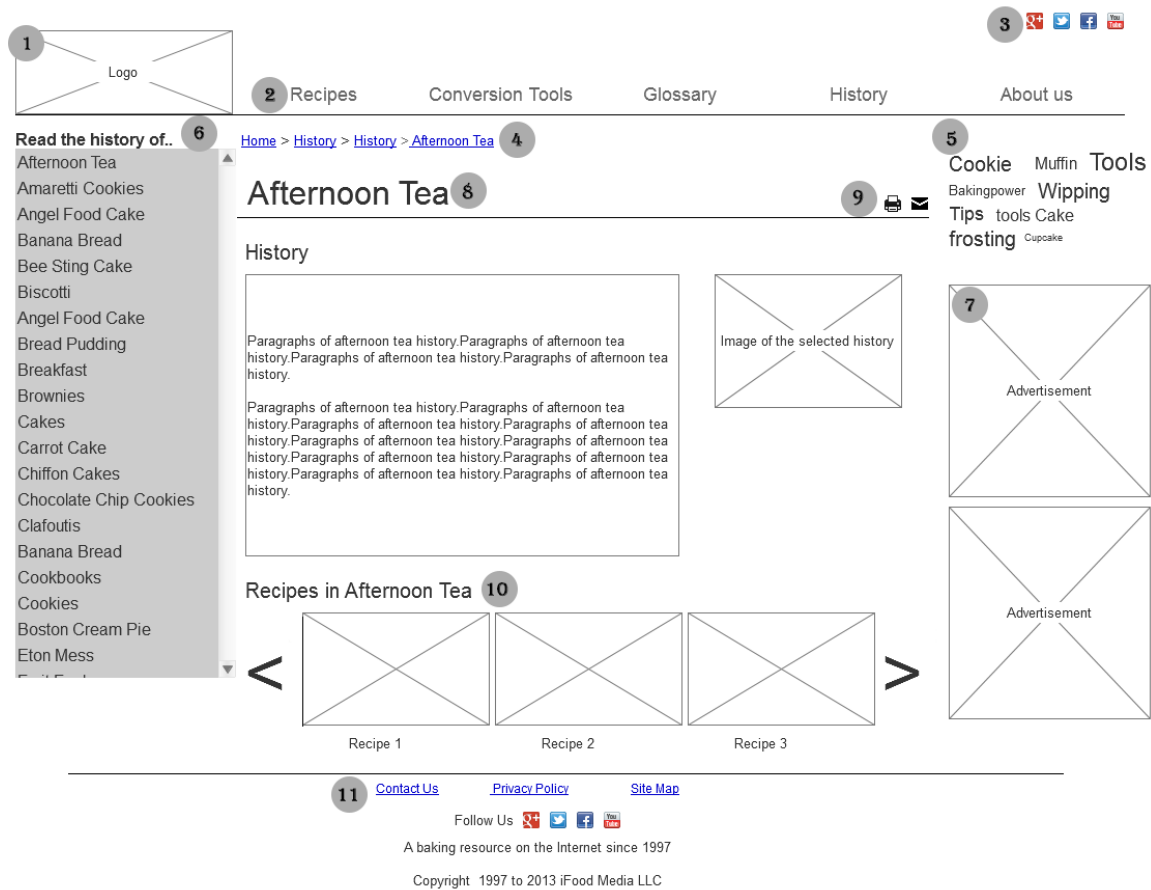
No.	Name	Type	Description
6	Options for Basic Baking Ingredients Glossary	Menu	Users can choose a specific basic baking ingredients glossary.
8	Content	Paragraph	Explanation of the cake decorating glossary.
9	Image of a Basic Baking Ingredients	Image	An image of a basic baking ingredient glossary can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

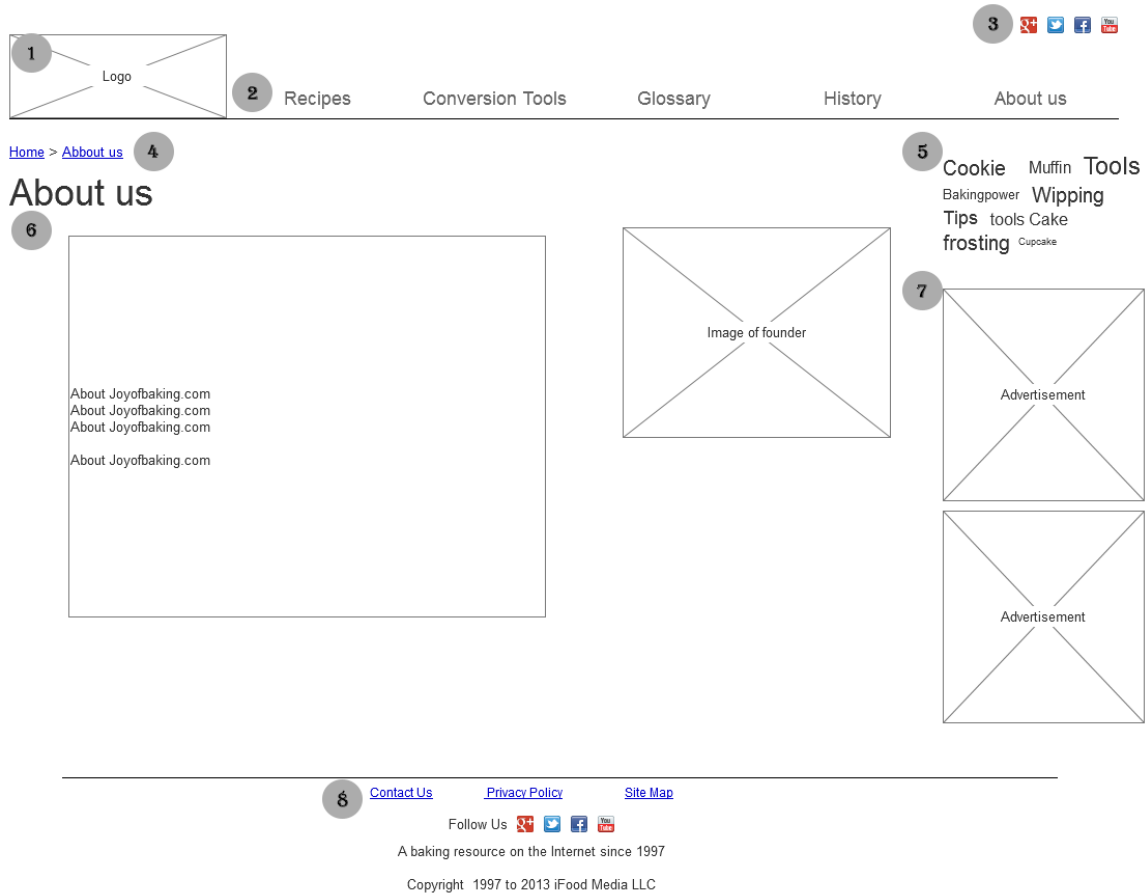
## 5.1 Selected History



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.