

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