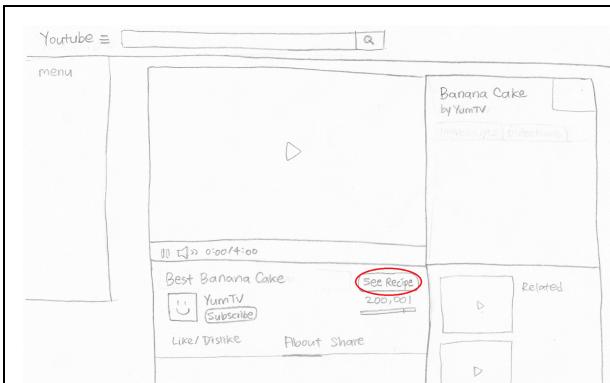


Youtube Cooking Show: OM NOM NOM

The OM NOM NOM cooking show on Youtube has been creating videos to encourage cooking with friends. They want to judge if their goal is being accomplished, so they utilize the "See recipe" button. They visit the "See recipe" button report under the Engagement reports in the Analytical section of Youtube. They see 5. choices of graphical reports of the "See recipe" button. 1. The number of clicks the button. 2. The number of people who added the recipe to their cookbook. 3. The number of people added the recipe to their meal plan. 4. The number of people who printed the recipe. 5. The number of people who emailed the recipe. OM NOM NOM choose the 2nd option to see the number of people who added the recipe to their cookbook. They see a line chart of number of adds to the cookbook compared to time. They also see options for the report to be displayed as a multi-line, stack area, and map, but choose not to use those options. They notice a high number of people are consistently adding recipes to their cookbook over time, and conclude that people are cooking their recipes. They receive better confirmation that people are cooking, and they continue to create videos.

Youtube Viewer: Joshua Hill

Joshua watches a video from 'Epic Meal Time', he is mindblown and wants recreate the food in the video with his friends. He clicks on the "See recipe" button.	The button brings out a box where he can see the ingredients for the recipe...
--	--



Banana Cake
by YumTV

ready in
2 1/2 hrs

Quick and easy flavorful... see more

Ingredients Directions

Makes **15** servings (Adjust Recipe)

- 3 eggs
- 1 cup buttermilk
- 3 cups sugar

Check All **Add to Grocery List**

Add to Cookbook **Add to Meal plan**

...and the directions.

Ingredients Directions

- 0:15 Preheat the oven at 300 degrees.
- 0:27 In a medium bowl mix
- 0:32 Add a teaspoon vanilla extract and salt.
- 0:40 Add baking soda

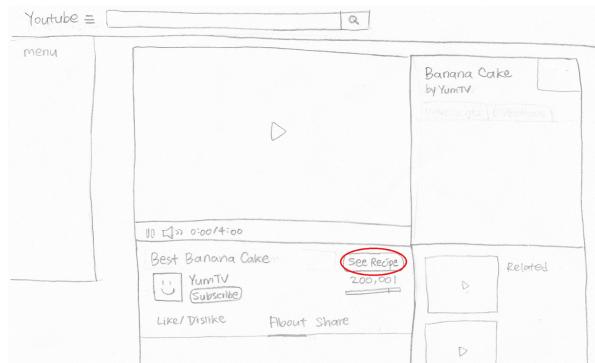
After skimming through the ingredient and instruction list, he feels confident that he can make it work, so he decides add this recipe to his meal plan. He then shares his idea with his friends.

Joshua's friends are thrilled to join his epic meal plan, and so he decides to open up his house this weekend. He and his friends plan to go grocery shopping together and then go to his house to make that bad boy.

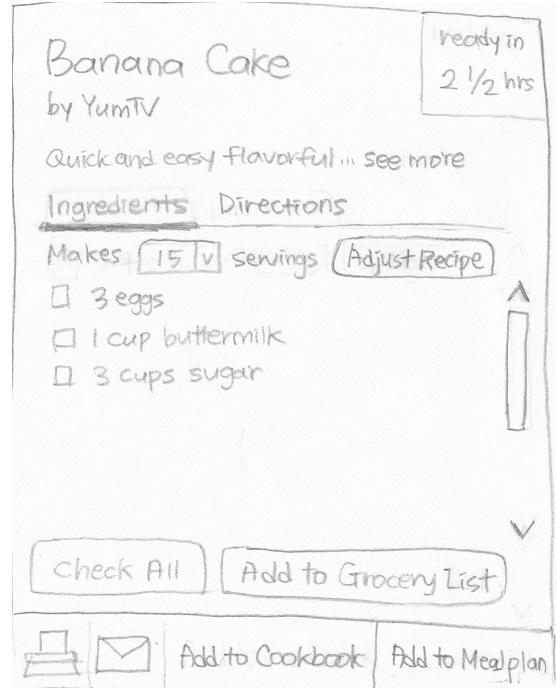
Before he leaves to meet up with his friends, he goes to the shared video on Facebook and goes to its YouTube page to go see the recipe again, and clicks on the "Print the recipe" button. He takes the printed recipe and goes grocery shopping with his friends.

Youtube Do-er: Kylie Hayes

Kylie has another fundraising event coming up for her social works club. She notices she has extra time in her schedule to bake something for the fundraiser instead of buying baked goods. She browses through Youtube searching for sweets and desserts. She comes across many appealing videos and finally finds one that is quick to make and appetizing. While she was browsing through videos, she saw a "See recipe" button tag on all of them, including the one she plans to use to go bake.

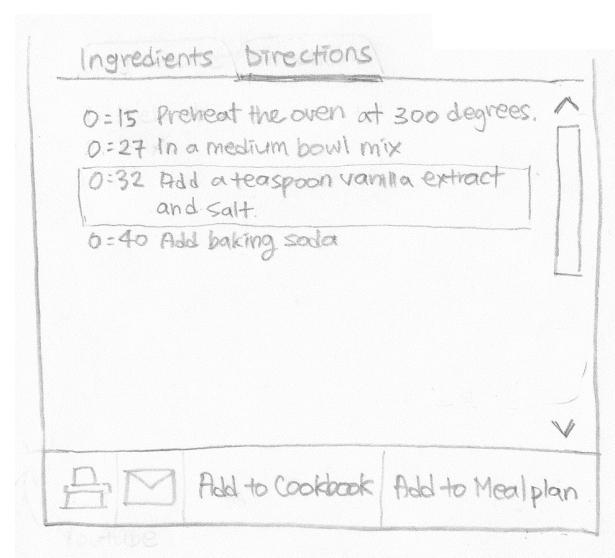
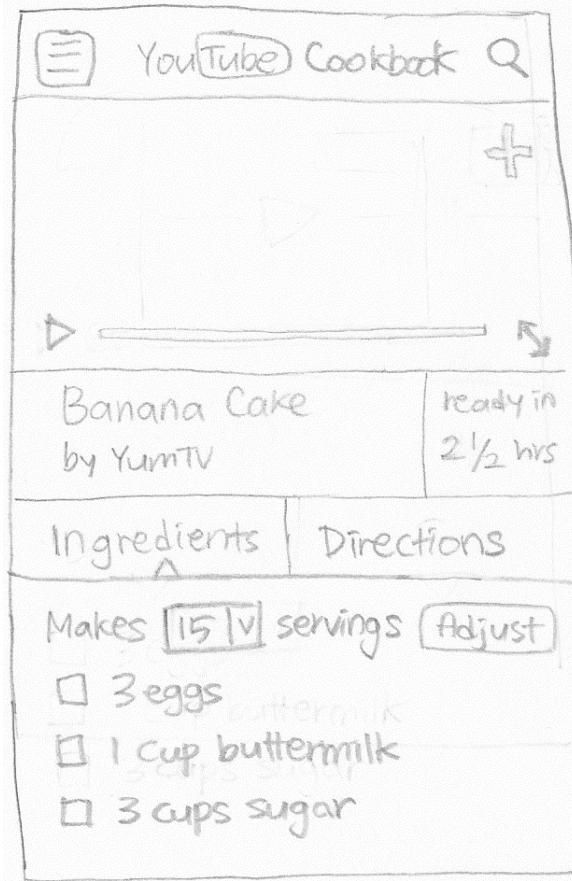


Kylie clicks on the "See recipe" button which brings out a box where she can see the ingredients.



She notices there is a "Add to cookbook" option that connects to an external app. Click on this button brought an information box that tells her that she can have this recipe on her mobile device. Kylie likes this features and so she adds the recipe to her cookbook and downloads the app on to her phone.

When it comes closer to the fundraising event, Kylie goes back to the cookbook in the app and reads through the recipe.

 <p>She explores the different options on the app and feels that this app can come in for potentially good use in the future.</p>	 <p>YouTube Cookbook</p> <p>Banana Cake by YumiTV ready in 2½ hrs</p> <table border="1"> <thead> <tr> <th>Ingredients</th> <th>Directions</th> </tr> </thead> <tbody> <tr> <td>Makes 15 servings</td> <td><input type="button" value="Adjust"/></td> </tr> <tr> <td><input type="checkbox"/> 3 eggs</td> <td><input type="checkbox"/> 1 cup buttermilk</td> </tr> <tr> <td><input type="checkbox"/> 3 cups sugar</td> <td></td> </tr> </tbody> </table>	Ingredients	Directions	Makes 15 servings	<input type="button" value="Adjust"/>	<input type="checkbox"/> 3 eggs	<input type="checkbox"/> 1 cup buttermilk	<input type="checkbox"/> 3 cups sugar	
Ingredients	Directions								
Makes 15 servings	<input type="button" value="Adjust"/>								
<input type="checkbox"/> 3 eggs	<input type="checkbox"/> 1 cup buttermilk								
<input type="checkbox"/> 3 cups sugar									
<p>She knows that she's missing some ingredients so she decides to use 'Add to Grocery List' button.</p>	<p>After buying all the ingredients, she comes home to bake the recipe. She finds having the recipe on her mobile phone very useful!</p>								

<p>☰</p> <p>▷</p> <table border="1"> <thead> <tr> <th>Ingredients</th> <th>Directions</th> </tr> </thead> <tbody> <tr> <td> <input type="checkbox"/> 3 cups sugar <input type="checkbox"/> 4 ripe bananas <input type="checkbox"/> 1 pinch salt <input type="checkbox"/> 1/2 chopped walnuts. <input type="checkbox"/> 1 tablespoon baking soda </td><td></td></tr> </tbody> </table> <p><input type="button" value="Check All"/> <input type="button" value="Add to Grocerylist"/></p>	Ingredients	Directions	<input type="checkbox"/> 3 cups sugar <input type="checkbox"/> 4 ripe bananas <input type="checkbox"/> 1 pinch salt <input type="checkbox"/> 1/2 chopped walnuts. <input type="checkbox"/> 1 tablespoon baking soda		<p>☰ YouTube Cookbook ⌂</p> <p>Add to Cookbook Add to Meal Plan X</p> <p>▷ ↗ ↘</p> <table border="1"> <thead> <tr> <th>Ingredients</th><th>Directions</th></tr> </thead> <tbody> <tr> <td></td><td> 0:15 Preheat the oven at 300 degrees. 0:27 In a medium bowl, mix. 0:32 Add a teaspoon vanilla extract and salt. 0:40 Add baking soda. </td></tr> </tbody> </table>	Ingredients	Directions		0:15 Preheat the oven at 300 degrees. 0:27 In a medium bowl, mix. 0:32 Add a teaspoon vanilla extract and salt. 0:40 Add baking soda.
Ingredients	Directions								
<input type="checkbox"/> 3 cups sugar <input type="checkbox"/> 4 ripe bananas <input type="checkbox"/> 1 pinch salt <input type="checkbox"/> 1/2 chopped walnuts. <input type="checkbox"/> 1 tablespoon baking soda									
Ingredients	Directions								
	0:15 Preheat the oven at 300 degrees. 0:27 In a medium bowl, mix. 0:32 Add a teaspoon vanilla extract and salt. 0:40 Add baking soda.								