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Project Exam 1

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Summary

Overall, I am happy with how the process has gone and how the result turned out for the exam project. I am really starting to see the effect of repeating certain processes over and over, as a lot of the steps now flow well and has become a natural part of how I work. I am aware of accessibility when I work, but checking contrasts and adding alternative text also just happens automatically now. Defining the target audience and personas before diving into the design, as well as starting mobile first, is now just a logical part of how I work. I feel more in control of my code, which makes it easier to experiment more and change things around to compare solutions. Working with WordPress as a CMS has been fun and educational. I chose to create an imaginary client for myself for this exam project, which allowed me to really think about how I could set up the code in a way that would make it easy for the client to add content to the blog via the CMS. The project has also allowed for experimenting more with JavaScript than previous projects. This has been really fun, and I feel as though I have answered to the brief, which is a really good feeling seeing that I was unsure of how to solve any of the new functionalities when I first started working on the project.



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Acknowledgements

The modal function is inspired by code found in the video “Create a Modal With HTML, CSS & JavaScript” on YouTube, created by Traversy Media, published September 4, 2017 (Traversy Media, 2017).

The hover effect on the send-button on the contact page is inspired by code found in the video “CSS Button Hover Animation Effects using Only HTML & CSS” on YouTube, create by Brian Design, published on July 9, 2020 (Brian Design, 2020).

The lines added before and after headings on the blog is inspired by code found in the video “CSS Tricks: Horizontal Lines Before and After Texts (Quick Tutorial)” on YouTube, created by garnatii one, published on February 27, 2019 (garnatti one, 2019).

I used a WordPress plugin called “REST API Blocks” by Jonathan Harris to section out the blocks of content in the blog posts. This was done in order to improve the workflow for the client, avoiding the need for them to have to add classes or IDs to every block they created. Other than that I have not used any plugins to help with the code.

I have found resources from previous lessons very helpful throughout the exam project. I have also had some help from MJ Phillip, who sent me this piece of code which I used to make my code more readable:

```
function sortFood(categoryId){
    if (category[0] === categoryId || category[1] === categoryId || category[2] ===
        categoryId) {
        //do things
    }
}

sortFood(5)
```

All images are from unsplash (Unsplash, 2021), and all copy text is improvised by me for this project.



1 Introduction

This report aims to give an insight into the process of working with design, technical aspects and project planning for the exam project. The project was completed over the course of five weeks, and during that time I have learned a lot, both from things that went well and things that did not go well. The following report will go through some of the decisions and thought processes I went through during these five weeks, and it will give an overview of the different areas of the project.

2 Design

I started out by defining my client and the type of blog I was going to make. From there I did research by looking into the existing blog market, and the range and look and feel of existing food blogs. This gave me a clearer idea of the direction I wanted to go in, and allowed me to further flesh out and specify the client and theme. From there I could go on to defining the target audience, unique selling point and personas for the blog (*see appendix 1*). I then moved on to gathering photos and creating a logo. This was then used as a starting point for my style tile, where I also defined a colour palette, icons and fonts to work with for the project.

Having gotten some insight into layout of other food blogs, I started drawing up various wireframes and initial sketches for mobile. By creating scenarios for my personas I was able to remove some of my original sketches, and I ended up creating prototypes based on two of the sketches that I made. These prototypes were sent to a few friends who are within the blog's target audience, and based on their feedback I eventually ended up with the final mobile design. From there I made the laptop design. I prefer to create a set of design sketches for larger screens to look at while I code, but I will often make changes to the design as I go, adjusting to what I see working on the screen and not. The sketches for larger screens were therefore used more as guides than goals in this project. Having built a first version of the site in HTML and CSS, I could then use Hotjar to do further user testing on the site. This allowed me to make some improvements, which are covered in the technical section of this report.



2.1 What went well on the project

The structure and order of the design process has worked well in this project. I think I started in the correct place, and I took my time to go through all the important steps before actually starting to work on my design sketches. Focusing in on a specific theme for the blog, rather than just making a *food blog*, has made the design process a lot easier. Once I defined the target audience to be women aged 15 to 44 struggling with endometriosis, this provided me with a great opportunity to play around with some concepts. The theme allowed me to really delve into traditionally feminine colours and fonts, and I decided that I wanted the blog to have the look and feel of a handwritten cookbook, shared by a woman to other women.

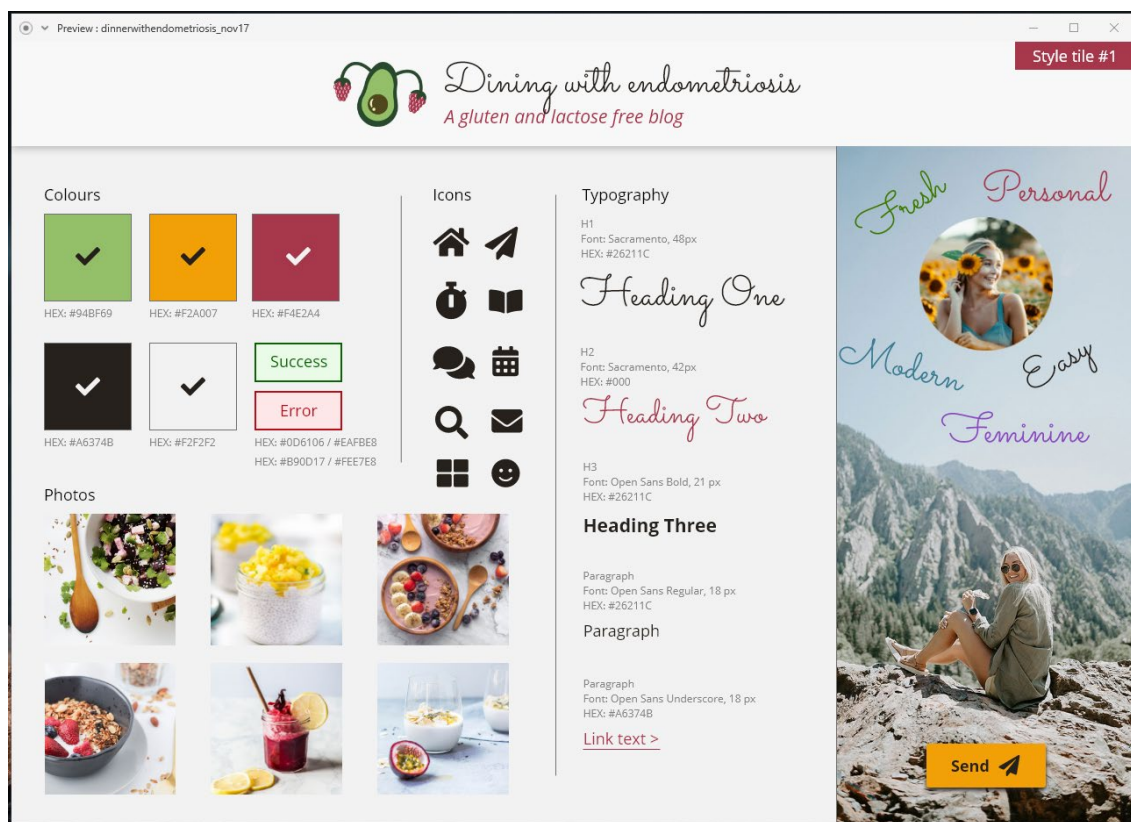


Figure 1: Style tile for the project

When creating the style tile, I first found images for the site. The images have a similar style to them, so that they look like they come from the same content creator/kitchen. This was important for the look of the blog, but it also proved to be important for me when I worked on the project. Having realistic photos of my client and her content, made the project seem more real, which made it easier to dive into the rest of the design process. I chose one image that represented the feeling I wanted for the blog, and based on this I created a colour

palette (see appendix 2). The palette is fresh and natural, in line with the recipes displayed on the blog. There is a risk in choosing colours this close to red, green and yellow, which I am aware of, but I believe the shades of the colours chosen, as well as the use of them on the site, avoid sending unintended messages of error, warning or success to the users. The actual error-messages have a clearer red colour to them in my design, in order to stand out. The green colour is used sparsely, and only in situations where a feeling of a successful action is not misplaced, such as on form-buttons. The shades of black and white are chosen in order to mimic pencil and paper, and the main font is chosen to mimic handwriting. As I wanted the blog to look like a personal, handwritten cookbook, these colours and fonts were important to bring that idea to life. The secondary font I chose is a simpler, easy-to-read sans-serif font, that allows the main font to stand out, as well as to make larger chunks of text easy to read for the user. Icons and call-to-action buttons are also kept simple to make navigation uncomplicated. I did use the decorative font in the top navigation bar and on the “view more”-button, as I felt these elements were an important part of the *homemade cookbook*-feeling I was after for the blog. To ensure the readability is as good as possible in these elements, I have made sure to adjust up the font size. For other call-to-action-buttons and informational pieces of text I have used the more readable font.

I am happy with the logo that I made for the blog. It is a combination of healthy foods and a uterus, which is where endometriosis exists, meaning it combines the two main focuses for the blog, but without being overly complicated. It might not be immediately obvious to other visitors outside of the target audience what this logo symbolises, but the shapes in it still express a sense of femininity mixed with foods. Colours used in the logo are chosen from the colour palette, tying it in with the overall design for the blog.

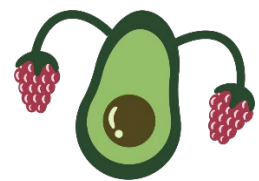


Figure 2: Logo for the blog.

Creating sketches and prototypes (see appendix 3), and doing user testing proved very useful. I got some great feedback from that, and could make changes to my design early on in the process, avoiding issues to pop up further down the road that would have required a lot more work to change. The testers favoured the same navigation style, and they pointed out many of the same things, making it clear to me where I had to make updates and changes.

This is the first project where I have truly thought about mobile first, in the sense that I actually thought about the user and how they interact with the product on a smaller screen first. This made me put the navigation at the bottom of the screen, instead of making the hamburger menu on the top, like I have done in previous projects. The decision was made based on the knowledge of how the thumbs range is when using a mobile with one hand. The user can easily access an area spreading out from the lower right corner (lower left corner if they use their left hand), and the further away from that corner you place something the more difficult it becomes for the thumb to reach it. Based on user testing I ended up with an open navigation bar at the bottom consisting of icons. I made some changes to the original icons used based on the feedback to make these more clear. I also added a scrolling title for smaller screens that tells the user which page they are on, in order to provide them with some of the overview that you have on a larger screen, where you can see the title of the page in the tab at all times. I also added some transparency to certain elements in order to give the user a better overview by seeing more of the content on the page through these overlapping elements. This impacts readability and therefore also accessibility, but as this information is *nice to have* rather than critical, I believe this decision can be defended. Starting mobile first makes the process a lot easier, and scaling the design up takes a lot less time than trying to scale the design down.

I feel that I was able to maintain the adjectives from my style tile in my design. The blog is feminine and personal, it is colourful and easy to navigate. The images used are fresh and modern, and although I can see that there is room for improvement, I do feel as though the cookbook-look of the background mixed with the fresh images work together to create a blog that has a good balance between the homemade- and the modern feeling. The owner of the blog is present, but not in an overwhelming way. The same can be said for the logo and the colour palette, I would argue. Seeing as this is a food blog, I wanted the food to be the center of attention, and I feel that this was accomplished.

The signifiers are also subtle, but effective, on the blog. I have spent quite a bit of time trying to get the shadow right on clickable element, as it can often be a little overwhelming. There is now a subtle shadow on the recipe cards and call-to-action-buttons. There is also hover-



effects on clickable elements, scaling them up a little, showing the user that this element has an affordance and can be interacted with.

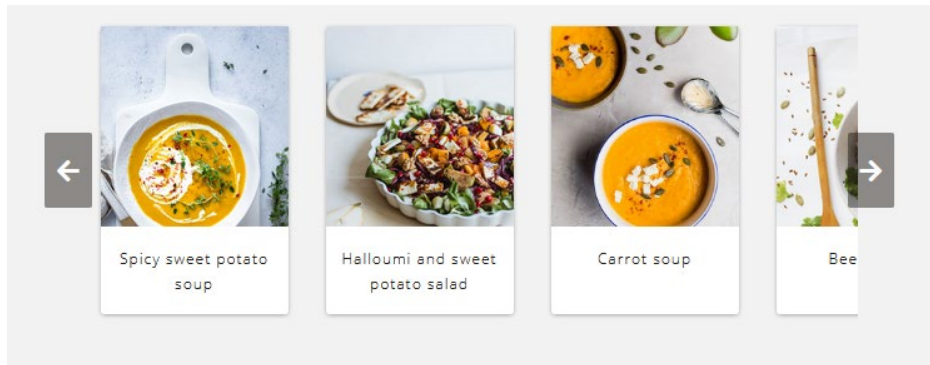


Figure 3: In addition to the arrows being signifiers, I also made the last card of the slider be only partly visible. This further signifies to the user that there is more to be seen if you slide right.

2.2 What was difficult/didn't go well on the project

I struggled to find inspiration for the design. Most food blogs I visited seemed crowded and cluttered, and I did not find blogs or layouts that sparked my creativity. Although I made several different sketches and designs for the different pages, all of them turned out looking similar to the rest. I wish that the creative spark could have hit me a little harder so that I would have had some more ideas to play around with in the process. This also limited the user testing, as I did not have that much variation in my sketches or prototypes to test.

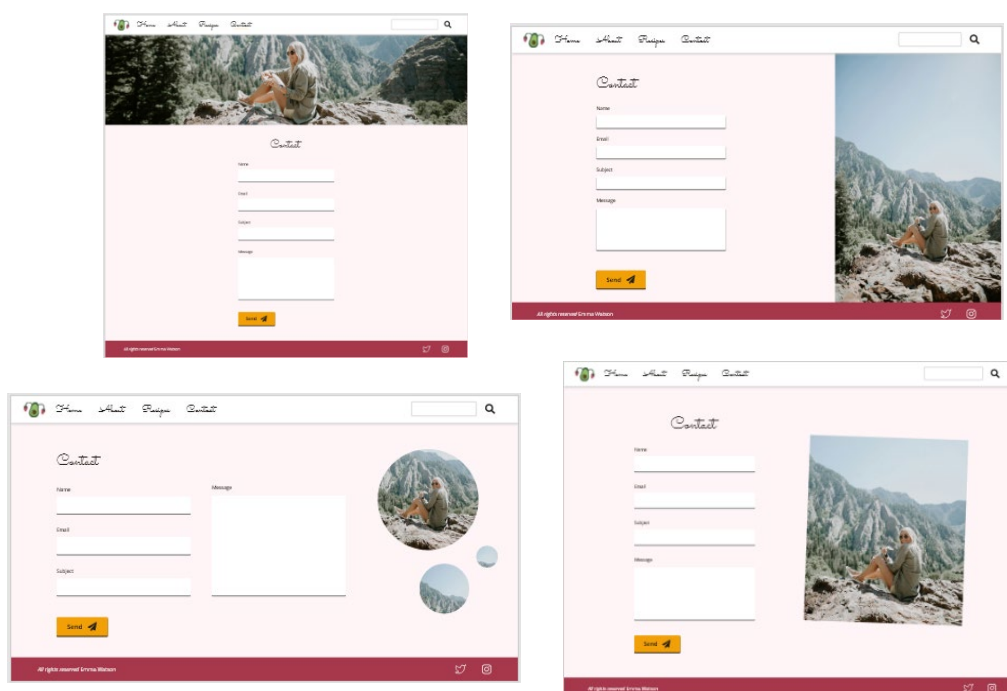


Figure 4: Examples of designs made for the contact page on larger screens.

I would have loved to be able to do live user testing for this project. Although it was really helpful to get the feedback that I got from the user testing, it is definitely better to sit next to the tester and actually observe them interacting with sketches, prototypes or live pages. I was unfortunately not able to meet with testers in person for this project, but I definitely see the value of this. I also believe that meeting users in person, observing them interact with ideas and speaking freely, could have helped spark more ideas in me to work with early on in the design process.

2.3 What would you do differently next time

Next time I will set aside more time to go on inspiration sites for design ideas. I would also look at a larger range of sites for inspiration. Although it is smart to look at other food blogs for inspiration, perhaps it could also have been useful to look at other types of blogs for layout- and styling tips. I will also user test in person, if possible, to get more ideas and feedback from the tester.

I will plan more details in the design process, such as signifiers and error messages, before getting into the code. Content such as hover-effects and error-messages were added and planned after most of the code was written in this project. This way of working made it a little tricky to keep track of my CSS, leading to the CSS *DRY* principle perhaps not always being followed as well as it could have towards the end of the project, and some of the css-files have gotten unnecessarily large. Although I did not have any problems navigating the CSS in this project, next time I would look into using imports more from the start. I find it difficult to rearrange the CSS-code once I have gotten started, and so next time I will plan the import styles from the beginning, making it easier to update similar styles across the site and avoid clutter and large css-files.

With every project we do, I work a little smarter with my design sketches and prototypes, but I can still get better. Next time I will use the library more actively, especially the components function. This function can shave off a lot of time when you are design-tweaking and making prototypes, and I did not utilise this well enough when working on this project.



3 Technical

The technical part of this project has been really fun. With every project we do I get a little more confident with the code, and the flow gets a little better as I remember more commands and solutions by heart.

Attempting to add functionality that we have not been through specifically in the lessons seemed a bit daunting at first, but once I got into the code, I was able to see how I could build on previous experience to make the functionality work the way I wanted. I did find it challenging to find relevant videos or documentations that explained the functionality in a way that I could understand and use, but I got better at finding resources as the project went along. I also realized that using my own logic and knowledge was often a faster way to solutions than endless searching on the internet, as many of the resources I found just seemed to overcomplicate the matter. All in all, I am happy with how the technical part of the project went. I was able to work in a structured and logical order, keeping my code tidy and manageable. I was also able to keep the client in mind while building the code, which is important in the real world.

The brief asked us to create a modal for images on the blog specific page that would close when you press outside of the image. On smaller screens, where the image in the modal would take up most of the screen, it seems like a more user-friendly solution to allow the user to click *either* on the image *or* outside the image to close the modal. Personally, I also always click *on* the image in these situations myself, and so I decided to make that an option for all screen sizes, even if it was not specifically what the brief asked for. I added an exit icon in the corner of the image to underline this decision.

I also decided not to add an error message for the *latest post*-section if the API cannot be fetched. Instead, the section will simply just not appear if there is an error. This was done as I felt this gave a better impression than having a red error message as the first thing you see on the home page. Other pages fetching content from an API has a loader and a visible error message that appears if something goes wrong.



Having added Hotjar to my site, I could start gathering feedback from this site to help me as I worked. I made no major changes based on what came back from Hotjar, as there was not really that much that stood out in the data I got back. But I did make some small adjustments, such as adding a hover-effect to images that were clickable, as users only seemed to click on buttons and obvious links. I made the social media buttons in the footer clickable by adding links to twitter and Instagram. I made sure to have the links open in new tabs, however, to not send the user away from the blog completely. I also made an adjustment to the “About me”-section on the home page, placing the image beside the text on larger screens rather than above. This was done as some of the testers did not scroll all the way down on the home page, making me realize that this section took up an unnecessary amount of space on the page. I also spoke to some of the testers about their experiences with the site, after they had interacted with it live, but there was not really much information to gather from this, other than the obvious such as “the breakfast link on the home page does not take me to the specific breakfast recipes”, which I am aware of. All in all, it seemed that users found the site quite easy to navigate.

The final thing I did was to check the blog for errors using validator services for HTML (Nu Html Checker, 2021) and CSS (W3C CSS Validation Service, 2021). This brought back some minor oversight, which I was then able to correct before handing in the project. The CSS-validator gave me this error message “Deprecated media feature min-device-width”. I went on to read more about this issue, but ultimately decided that I would not start messing around with this just before the deadline, seeing as the code I have used works.

3.1 What went well on the project

The process of building the blog has for the most part been smooth and efficient. I built the site mobile first, scaling it up from there. Going back to make adjustments has been easy, as the naming and structure of the code has been logical and tidy from the start. I am spending less time on the HTML and CSS, as I am starting to feel more confident with the different tags and styles. I also feel as though I am learning more commands by heart, and I am able to predict and solve issues more efficiently with every project we do. Working with WordPress and calling the API also went smoothly and without problems. I am starting to feel confident with this process now, and I am able to quickly find what I need and solve issues as they arise.



Diving into the JavaScript has been both challenging and fun in this project. I have spent a lot of time looking for good resources to help me solve the brief, and although I may not have found the most robust solutions for all problems, I am happy that I was able to answer the brief for the project by adding the requested functionality. I also had time to look into the sorting function, which was a fun challenge. I am starting to understand more of the logic behind JavaScript, and although I have a long way to go, it felt really good to be able to solve problems by writing code I actually understand, rather than mimicking something based on a lesson that has been shared with us, which is how it felt in the beginning when we started working with JavaScript.

3.2 What was difficult/didn't go well on the project

Although I am starting to understand the logic behind JavaScript, I still find it challenging to work with, and sometimes I found myself giving up a little too easy during the last few weeks. I think the seriousness of the exam project made me a little scared I would not be able to answer the brief, and so in frustration I jumped from idea to idea hoping that something would work so that I would be able to pass the exam. This led to some unnecessary extra steps, where instead of sticking with my original and best ideas, I often jumped to easier solutions just to make sure I had something to hand in at the end of the exam. Having added all the functionality, seeing that I had more time left, I then went back and looked more thoroughly at my original ideas, and was eventually able to figure out how to make these work, replacing the unnecessary middle step with this other code that I had now written and re-written. Often there were simply minor mistakes that had prevented the code from working the first time I tried it. I think this process was very educational though, as it showed me very clearly that there are multiple ways to solve a problem in JavaScript, and that some solutions are more robust and efficient than others. It also showed me that I need to trust my own logic and gut, and not give up just because something does not work the first or the second time I try it. I can also get better at asking for help in these situations where I am stuck and cannot find the solution myself, as that is after all what teachers are there for.

I do find it difficult to work smart with JavaScript, creating reusable functions. I often have to repeat a lot of code in order to write it in a way that makes sense to me. For now I am happy



with just understanding more of the code and being able to solve the problems in front of me, but I do want to get better at building tidier and more robust code and solutions as we move forward.

There were areas that I struggled with, such as figuring out how to make the category links on the home page go to the recipe page and sort the items in the correct category from there. I also tried to look into how I could submit comments on the blog post and post the data to WordPress. And I tried to format the date shown on the blog specific page using various methods, hoping to replace the number of the month with the name of the month. However, I could not quite figure these things out, and I think I need a proper example to look at to understand how I can solve these problems. Searching online for solutions here just gave me a lot of ready-made advanced code to copy, which I did not want to do as it takes away from the learning experience and would be considered plagiarism.

I also could work smarter when experimenting with new functionality, such as posting comments. I think it is fun to experiment and try, even though I know there is a good chance I will not get something to work. However, I did create a bit of a clutter in the code for myself when experimenting sometimes, making it difficult to be certain of having removed all of the experimental code when I decided to drop it.

3.3 What would you do differently next time

Next time I would stick with my original ideas for longer, not stressing so much about the deadline. I have also not really been good at taking breaks in this project, and I think sometimes some fresh air could have done me good when I was stuck with a problem. I will remember this for future project, and I will also remember that I can ask teachers for help more often than I have in this project.

I have only worked in Firefox through this project, and I have not been mindful of testing my site in other browsers. At this point in my learning process, I believe the most important part is that I understand what I am doing with the design decisions and code, and that I am able to create more and more robust solutions that work for the user, the client and myself, but I



also understand that browsers are a big part of building websites, and so I hope to get better at working with multiple browsers in future projects.

I have not yet had time to look into the search-function on the projects we have done so far. This is something I really want to prioritise in future projects, as I really want to learn how this can be done. I have looked at the resources we have been given for this, so I also have an idea of how I could start working with this feature once I find the time to actually sit down with it.

4 WCAG guidelines, content management and SEO

When it comes to accessibility, this is something that has become a natural part of my workflow, both when working on the design and when building the code. I automatically check for contrast in colours, and I automatically add alternative text when I add an image to the HTML. I also use WAVE to check my site once it is built, to make sure that I have not overlooked something.

I have very much tried to keep the client in mind when setting up WordPress and fetching data from the API. My goal has been to put as little work as possible on the client, and to avoid putting any technical issues on them. They should be able to use the CMS as an easy way to update their website, and the code should handle the rest.

All pages have a unique title and meta description. Although the name for the blog may not be the most catchy, it was chosen in order to be clear for anyone entering the blog. It was also chosen because it contains the words dining and endometriosis, which makes it more likely to appear in searches connected to these two categories.

4.1 What went well on the project

As I created the color palette for the style tile, I automatically checked the colours for contrast, and added this information to the palette in the form of ticks that shows the text colour that has a high enough contrast with each of the colour in the palette. For text the accessibility requirement is a contrast of minimum 4.5:1, and for non-text elements the requirement is a contrast of minimum 3:1, and so I have made sure to stay above these



contrast levels. Having checked my colours for contrast before I started using them, made it easy to combine colours as I started working on the design and the code. I have also added background colours and borders to icons where I cannot control the contrast to the background, for example on the exit-icon that appears on an image when you open the modal.

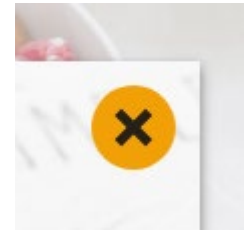
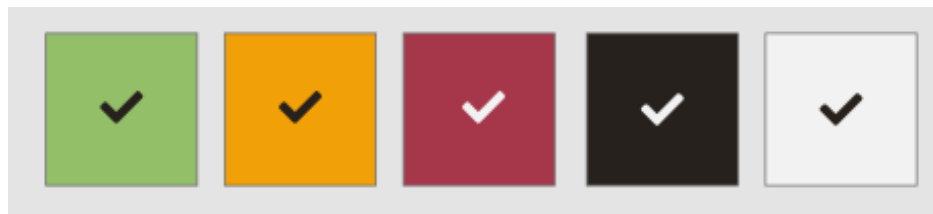


Figure 5: Colour palette with tics indicating the text colour that has high enough contrast with each colour.

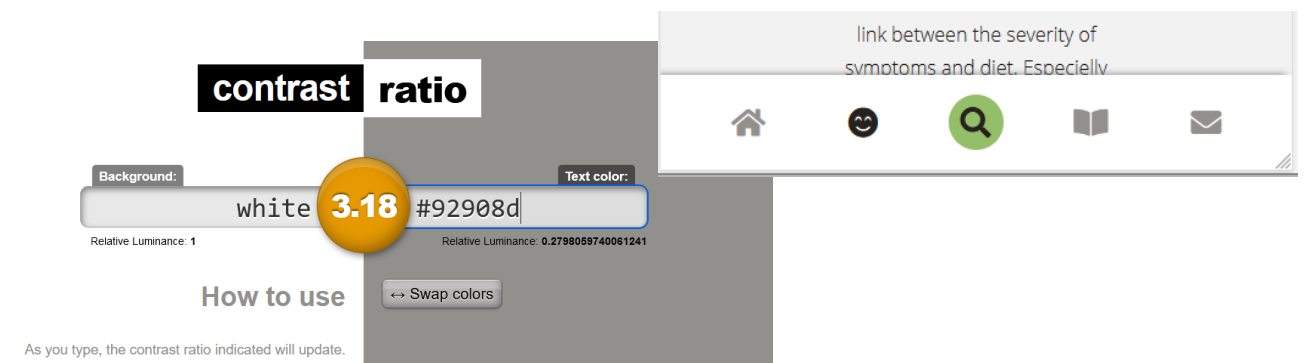


Figure 6: Contrast of icons in an inactive state is above the requirement of 3:1 for non-text elements.

I have been very mindful of the client in this process, wanting to put as little work as possible on them when working in the CMS. I believe the solutions I ended up with creates a good workflow for the client, and that it will help avoid errors and ensure a coherent style between the different recipes. Having to target different block content from the posts in the API, I tried working with different solutions. The first thing I did was try to add classes for the different text blocks added to a post in WordPress, but I do not think that that would have been a good work process for the client as they would have to remember and add various classes to different blocks of text for all recipes. If you misspell a class or forget to add a class, the content cannot be fetched. So, instead, I ended up using a plugin called REST API Blocks to separate blocks of text from each other. This allowed the client to easily be able to structure the content in WordPress so that it can be access through the API without the need of adding classes or ids.

The format for the text is kept simple, and repeated text (such as *hope you enjoy, how to make, ingredients, preparation*) is taken out of WordPress to minimise the risk of the client forgetting or misspelling these pieces of text. The image is placed in the *Featured image*-field to ensure that the client cannot misplace it in the flow of text, seeing as content is fetched by the order of the blocks of content, and alternative text is added to the image in the media library in WordPress.

There are simple categories for the client to choose from, if applicable. The code will currently fetch the first three categories given to a recipe, but this could easily be adjusted if the client wanted the flexibility to be able to add more than three categories to a recipe. I believe all of the above decisions makes the process of adding recipes simple, and the client only has to remember to follow the text order that has been established, which should makes sense based on how recipes are usually structured. If this was a real blog for a real client, the workflow and workload put on the client is a very important part of the project, and minimising the risk of errors that can be made on the client's side is just as important as writing error-free code.

4.2 What was difficult/didn't go well on the project

I really struggled to find a good name for the blog. I wanted endometriosis to be a part of the name, and I wanted it to be clear that this was a food blog. The name that I ended up with, Dining With Endometriosis, is long and difficult to fit into the design and title information. I wish I could have come up with a shorter, more catchy name, without losing the meaning and theme of the blog.

4.3 What would you do differently next time

It took me quite a while and a lot of trial and error to get to the workflow I ended up with in WordPress. I am happy with the final workflow, but next time I will put the client in the center from the beginning. There is no reason to try solutions that will not work for the client anyway, and so I could have avoided spending time adding classes, ids and tags to elements that I could not really use anyway.



5 Conclusion

Overall I am happy with the process and result of this exam. I have worked structured and tidy through the different processes, which saves a lot of time and helps avoid clutter in the code. I have worked with the user and client in mind from the start, and I have worked with the specific screen sizes in mind, starting mobile first in both design and coding.

I could have planned details such as the design of error-messages and signifiers better. I could have also anticipated the length of the css-files better, moving some of the code into import-files instead of building out the styles.css-document so much.

I would also have liked to be able to user test in person, and I did find it difficult to be creative in the design process which affected the amount of layouts I had available to user test. I believe I have answered the given brief for this exam, although I did make some unnecessary detours in order to get there.



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Appendices

Appendix 1: Target audience, unique selling point and personas

I created an overview for myself before creating style tile, sketches, and prototypes. This helped clarify the theme and idea for my site, making the rest of the design process easier.

The Client



name	Emma Watterson
age	23 years old
occupation	Student, studying Photography
bio	Lives in Oslo, loves hiking, photography, playing handball, cooking and hanging out with friends. Recently diagnosed with Endometriosis.

Emma Watson's notes on the blog:

I wanted the blog to be modern, simple and feminine. This is a space for me to document and share my journey and the favourite recipes that comes with it. I would love to connect with other women struggling with Endometriosis through my blog, but most of all I just want to help and inspire others.

Target audience


Women
Aged 15 to 44
Living with pains connected to Endometriosis and looking to change their diet to minimise symptoms.

Unique Selling Point

The site has a personalized touch, and it is made by a woman for other women.

This imple, healthy recipes that anyone can make, free of gluten and lactose.

Sarah Knight




Age: 20 yo
Gender: female
Occupation: Student
Location: Bergen

Goals and motivation:
Learning more about Endometriosis and finding recipes that are easy and cheap.

Interaction with product:
On mobile mainly. Wants to find inspiration quickly while in the grocery store or kitchen.

Obstacles or frustrations:
Would have liked more filter options pr categories, like time or main ingredient.

Janine Mutin




Age: 34 yo
Gender: female
Occupation: Graphic Designer
Location: Stavanger

Goals and motivation:
Finding a community around Endometriosis, and learning about how others handle it.

Interaction with product:
On laptop mainly. Likes to plan out meals ahead of time for her and her family.

Obstacles or frustrations:
Finding recipes that the entire family will enjoy. Would have liked alternative ingredients.

Miriam Jackson



Age: 43 yo
Gender: female
Occupation: IT manager
Location: Trondheim

Goals and motivation:
Finding inspiration for healthy, gluten and lactose free recipes.

Interaction with product:
On various screens, but mainly mobile. Enjoys scrolling through blogs while commuting to work.

Obstacles or frustrations:
Finding back to recipes previously watched. Would have liked a bookmark/heart-function..

Target audience

The target audience for the blog *Dining With Endometriosis* is anyone struggling with symptoms from Endometriosis, looking to minimise those symptoms through a specific diet. Around 10 % of women between the ages of 15 and 44 have this condition, although not everyone has symptoms. Some will be experimenting with their diet to see if this has an effect for them, while others will know that cutting out certain food groups help them with their symptoms. Not everyone who has a uterus identifies as a woman, but as the majority of this target audience will be cisgendered women, this is my main focus for the project.

Unique selling point

The blog has a personal touch to it, and it is a safe space for women to share stories and tips about endometriosis.



Personas

Persona One:

	Name: Sarah Knight Age: 20 years old Gender: Female Occupation: Student Location: Bergen
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Goals and Motivations:

Learning more about endometriosis and finding recipes that are easy and cheap.

How Will They Interact With the Product

On mobile mainly. Wants to find inspiration quickly while in the grocery store or kitchen.

Obstacles They Might Face

Does not have a lot of time to spend on cooking, have a limited budget and limited storage space. May not have all needed ingredients for a recipes, and they might want to use up any leftovers from an earlier recipe.

Possible Frustrations


Would have liked more filter options per categories, like time and main ingredient. May be frustrated with the search for a new recipe, or for a recipe that allows them to use leftover ingredients from an earlier recipe.

Other Important Info

Cooks for one.



Persona Two:

	<p>Name: Janine Mutin Age: 34 years old Gender: Female Occupation: Graphic Designer Location: Stavanger</p>
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Goals and Motivations:

Finding a community around endometriosis, and learning about how others handle it. Finding easy and healthy recipes for herself and her family.

How Will They Interact With the Product

On laptop mainly. Likes to plan out meals ahead of time for themselves and their family.

Obstacles They Might Face

Finding recipes that the entire family will enjoy. Would have liked alternative ingredients and tips on how to make the meals more kid-friendly.

Possible Frustrations


Finding back to previously visited recipes. Would have liked to save their favourite recipes.

Other Important Info

Spends a lot of time on their computer looking for recipes and cooking tips. Are very familiar with food blogs.



Persona Three:

	<p>Name: Miriam Jackson Age: 43 years old Gender: Female Occupation: IT manager Location: Trondheim</p>
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Goals and Motivations:

Finding inspiration for healthy, gluten- and lactose free recipes.

How Will They Interact With the Product

On various screens, but mainly mobile. Enjoys scrolling through blogs while commuting to work.

Obstacles They Might Face

Switching between screens, they will have to be able to easily understand the navigation from one device to the next.

Possible Frustrations

Finding back to recipes previously watched. Would have liked a save-function for recipes found on the go.

Other Important Info

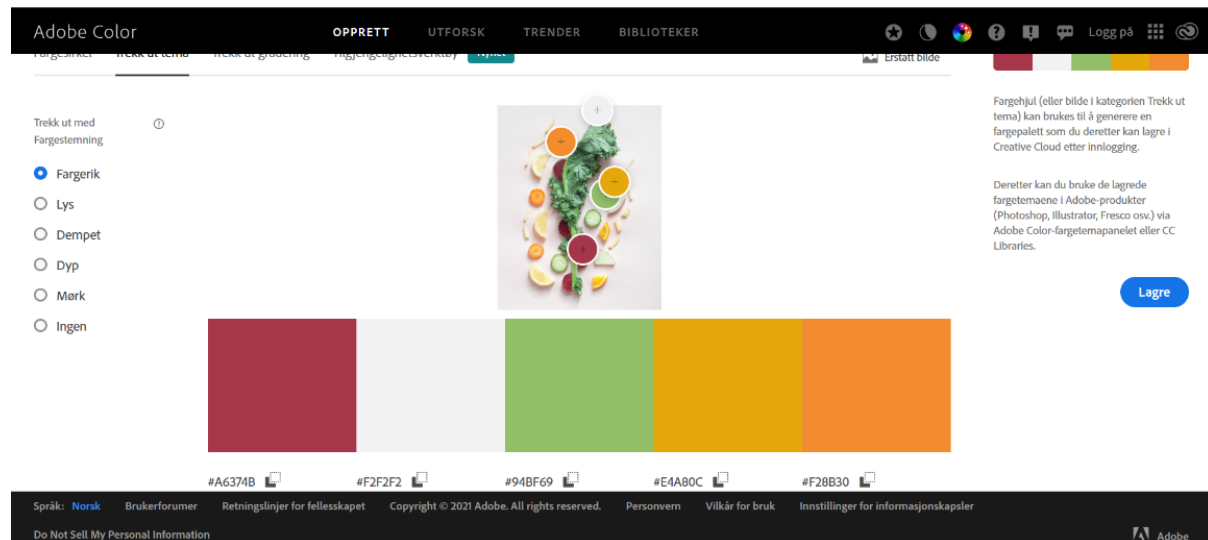
Has little patience with websites that are slow and complicated to navigate.



Appendix 2: Colour palette

I found an image that represented the look and feel I wanted for the blog. Using Adobe Color to extract colours from the image, this created the basis for my colour palette.

The colour palette is vibrant and fresh, with natural colours found in fresh fruits and vegetables.



Appendix 3: Prototypes for mobile

I created two prototypes for mobile screens that I shared with test users, who then compared and gave me feedback.

Version 1:

<https://xd.adobe.com/view/b70af30b-eb16-4ef6-b14e-017900fab076-e259/>

Version 2:

<https://xd.adobe.com/view/a50ec763-c4c9-4d9e-bd71-c7702fcaa504-f05d/>

