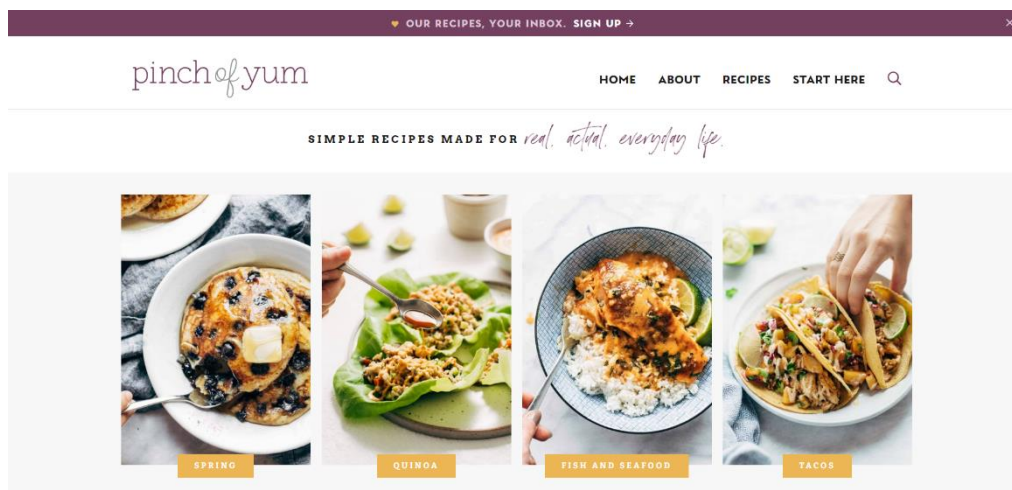


## Interview

a.=Mother (45) b.=Grandmother (66) c.=Aunt (43)

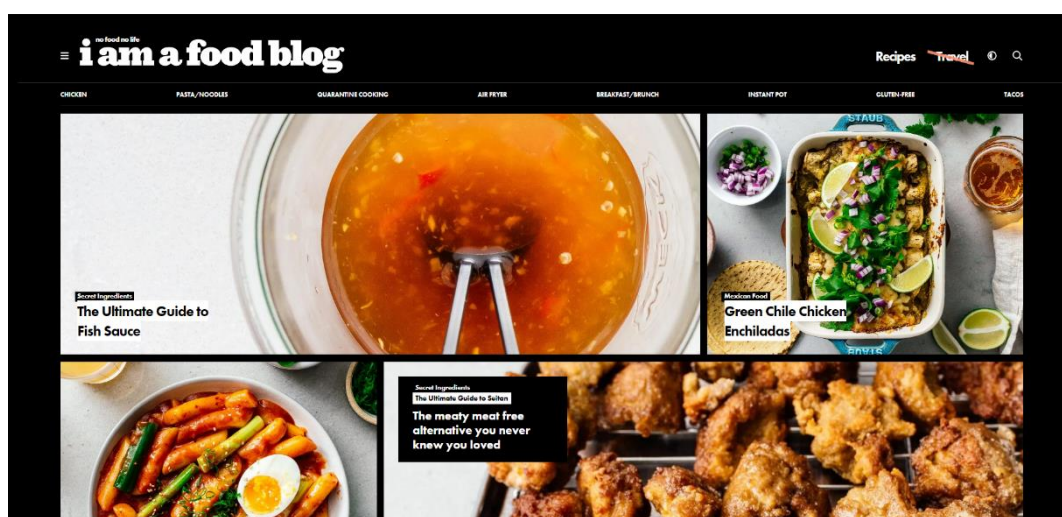
1. Why do you use food blogs?
  - a. To find new simple recipes.
  - b. To give me an idea what to cook.
  - c. I use them to find healthy lunch options.
2. How often do you use food blogs?
  - a. Only when I have no idea what to make. (Not often)
  - b. Not that often.
  - c. When I find something interesting. (Sometimes)
3. How do you find food blogs?
  - a. I search on Google what dish I want to make.
  - b. Adds pop up on my Facebook page and they lead me to the website.
  - c. I don't particularly search for them; I mostly find them when scrolling through Facebook.
4. Do you usually search for food ideas or drink ideas?
  - a. Mostly food when I don't know what to make for lunch.
  - b. Just food.
  - c. Sometimes I look at how to make a particular coffee or a cocktail.
5. Do you like when they include a video of them preparing the dish or do you just follow the recipe?
  - a. It's good to have a video if I am not understanding how to make the dish.
  - b. I just follow the written recipe, watching the video takes too long.
  - c. For me it's easier to watch a video since I can follow along better.
6. Do you read the review section of the recipes?
  - a. Sometimes.
  - b. No.
  - c. I like to see what the other people thought of the dish.
7. What kind of food do you usually look for?
  - a. Lunch options (Savory food)
  - b. Lunch or desserts.
  - c. Sweet food and drinks.

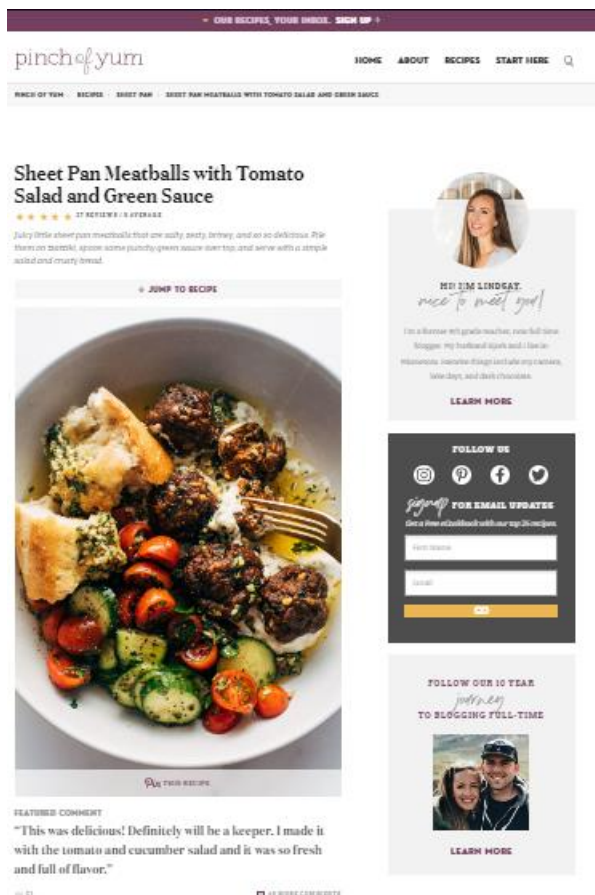


I really liked the home pages of “Pinch of Yum” and “The Food Blog” because they immediately show you a type of food you might be interested in, like “Tacos” and pressing on that will lead you to all the taco recipes they have on their website. That is why it’s much easier to look for the food you want and find recipes. “The Food Blog” shows you its most recent recipes, which is useful since it will always be seasonal and changing. Both websites have large images of food so on the first glance you will know what you are clicking on



I like how both websites have a simple design, using one dominant color and are pleasant to look at. Some websites like “I am a Food Blog” look too overwhelming, having too many giant images and having a weird layout of the home page that makes it hard to find what you are looking for. A simpler design with a few focus images gives a much better look and its easier to navigate through.



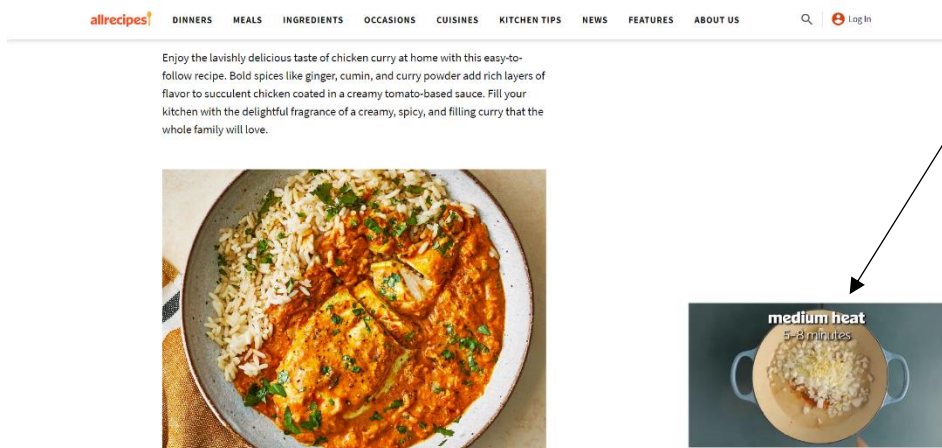


“Pinch of Yum” also has a well-designed focused blog page, showing you the title and the rating immediately, following with a brief description of the dish and then a picture of it. You can immediately see if that is what you are looking for and go ahead with the recipe. I like how they use different fonts to accentuate certain words. I think it adds to the website and makes it more fun to read through.

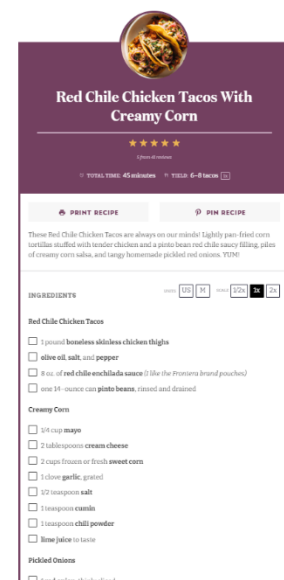
They also include a video below so people who find it easier to follow a tutorial can watch and follow along.

In my interview I found out that people appreciate having a video explanation and that for some it’s even easier to follow a video and listen to someone explaining than read the recipe.

“Pinch of Yum” also includes a comment section below each recipe where people can leave their opinions of the dish.

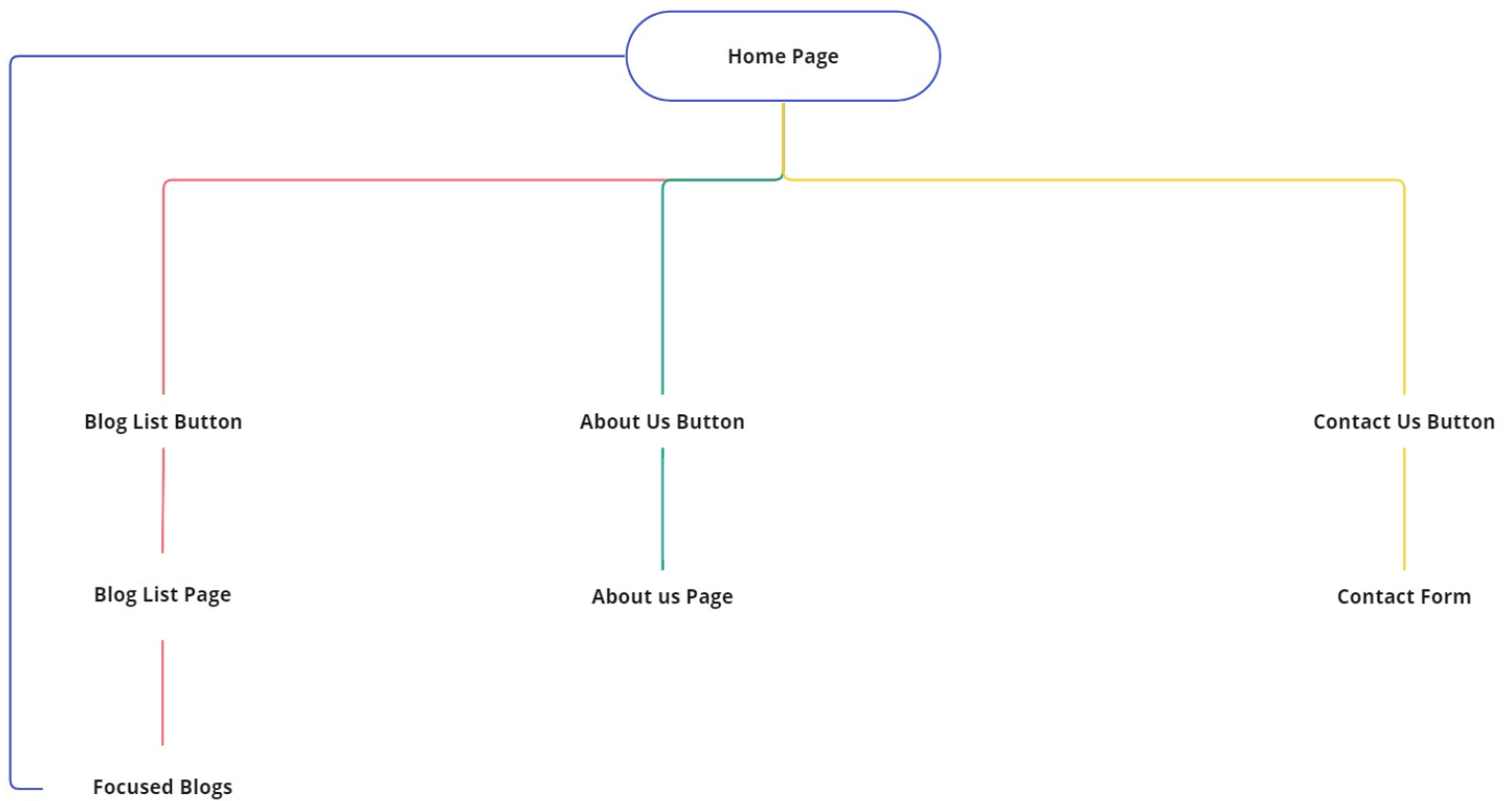


In addition, “Pinch of Yum” also includes a checklist of the ingredients needed for the recipe that you can tick, and it will cross out the ingredient. This can make it much easier to see what you are missing and to prepare everything before you start cooking.



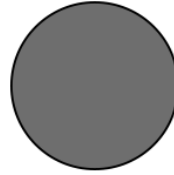
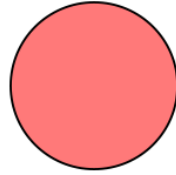
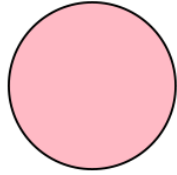
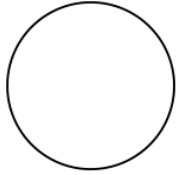
Here is a Site Map showing the flow of my website:

# Food Blog



Color Palette :

Typeface :



Background/  
Details

Text

# Aa

Font Family: Roboto

Font Family: **Britannic**

Font Family: *Shogeking*  
*Oniki*

Font Weight: Regular  
Medium

Icons :



*em ipsum*

## Heading 1

## Heading 2

## Heading 3

## Heading 4

Buttons :

Hover:

Click:

Send

Send

Send

Contact Us

Contact Us

Contact Us

Social Media Icons:






## Wireframe 1: Home Page


# Kitchenet

[Home](#) [Recipes](#) [About Us](#) [Contact Us](#)


*The Kitchen of Internet!*




Lunch



Dessert




Drinks




### Name of the Dish (Heather 1)

Description... (Heather4)




### Name of the Dish (Heather 1)

Description... (Heather 4)



### Name of the Dish (Heather 1)

Description... (Heather4)



### Name of the Dish (Heather 1)

Description... (Heather 4)

Discover More

## Kitchenet

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Follow us on:

*The Kitchen of Internet!*



## Name of the Dish (Heather 1)

Description... (Heather4)



## Name of the Dish (Heather 1)

Description... (Heather 4)



## Name of the Dish (Heather 1)

Description... (Heather4)



## Name of the Dish (Heather 1)

Description... (Heather 4)



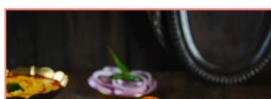
## Name of the Dish (Heather 1)

Description... (Heather4)



## Name of the Dish (Heather 1)

Description... (Heather 4)



## Name of the Dish (Heather 1)

Description... (Heather4)

### Wireframe 3: About Us page



Hi! (Header 1)

My Name is (Header 2)

Lorem...(Header 4)



### Wireframe 4: Contact Us page

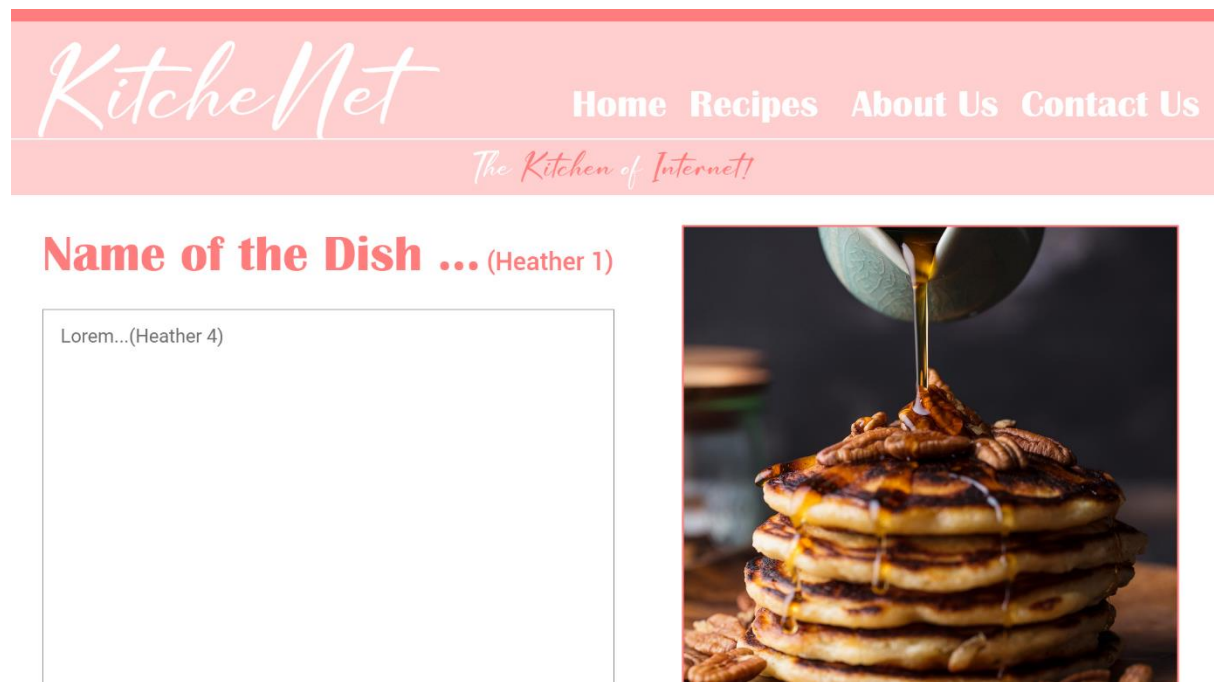


## Contact Us!

Send



## Wireframe 5: Focused Blog page



## Website Mockup!

