

Ranisha Robinson  
Creative Brief  
Dinner-Every-Night

- **Purpose of site**

The purpose of this website is to make it easy for anyone with busy lives to access multiple easy, weeknight recipes and allows multiple ways to search for a recipe.

- **Measurable Goals**

1. Having a pop up window that will allow individuals to sign up for a mailing list.
2. Making social media accounts to boost number of people who visit the site.

- **Target Audience(s)**

1. Young Couples

**Education:** New start or finishing college.

**Ages:** 20-29

**Gender:** Male/female

**Location:** United States

**Relationship:** Engaged/Newly Married

**Interest:** Date nights, Organic Foods, Blogging/Vlogging

**Media Interest:** Users of Facebook, Twitter, Instagram, Youtube

**Economic group:** Lower to middle class

**Ethnic Background:** Any

2. Single Individuals

**Education:** Finished/finishing college.

**Ages:** 20-35

**Gender:** Male/female

**Location:** United States

**Relationship:** Single/In between relationships

**Interest:** Social media, High fashion, Celebrity News, Latest trends

**Media Interest:** Users of Facebook, Twitter, Instagram, Youtube, Snapchat

**Economic group:** Middle to high class

**Ethnic Background:** Any

- **Content**

1. Site will feature an about page, readers will get to know how the website became and it's founders.
2. Pictures of ingredients.
3. Pictures of the steps needed to take for certain recipes.
4. Recipes for holidays.
5. Popular known chefs and their favorite fast recipe.
6. Top 10 kitchen essentials.

- **Functionalities**

1. Subscribing to the newsletter.
2. Searching for recipes using key words.
3. Contact form.
4. Links for sites social media.

- **Supported Platforms**

1. Desktops
2. Mobile
3. Tablets
4. All browsers have access.

- **Style**

Style adjectives include; clean, clear, friendly, earthly, fresh, fun. May compare to delish.com, geniuskitchen.com and foodnetwork.com.