Ranisha Robinson

Final Project Site

Cooking Circle: Easy Weeknight Recipes
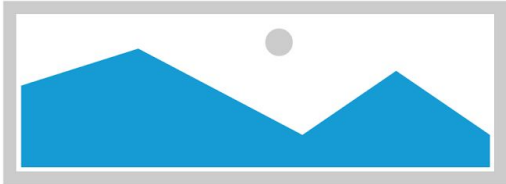
https://maria785.github.io/200final/final/index

Search Recipes

Fastest way to Dry Lettus

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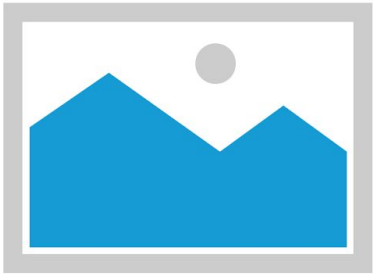
Roll it Up

1.
2.
3.

Shake It

1.
2.
3.

Vegan

Lemon Fettuccine Alfredo

serving size:

Time:

Ingrediants: **Directions:**
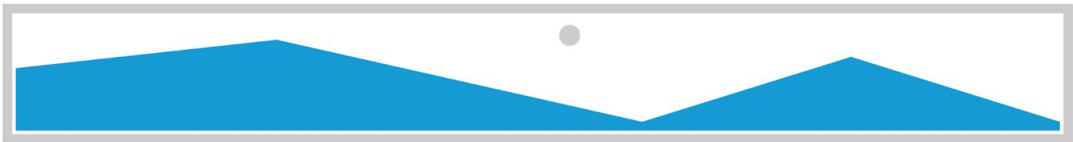
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Ranisha Robinson
Creative Brief
Dinner-Every-Night

- **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.
     Work: Full Time/Part Time
     Ages: 20-29
     Gender: Male/female
     Location: United States
     Relationship: Engaged/Newly Married
     Media Interest: Users of Facebook, Twitter, Instagram, Youtube
     Economic group: Lower to middle class
     Ethnic Background: Any

  2. Single Individuals
     Education: Finished/finishing college.
     Work: Full Time
     Ages: 20-35
     Gender: Male/female
     Location: United States
     Relationship: Single/In between relationships

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.

Cooking Circle
Easy Weeknights

header

color palette

possible texture

This is an example of type in a title.
Open Sans Condensed

This is an example of type in a subtitle.
Open Sans Semi Bold

This is an example of type in body copy.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Aliquam egestas condimentum dictum. Nam pharetra augue
Lorem et dolor elementum tincidunt.
Open Sans Regular

This is an example of type in a text link.
Open Sans Condensed #8e3430

Adjectives that describe design approach

fresh   helpful   professional

easy