

# Site Plan

## **Site Purpose Statement**

The purpose of this website is to help those Nutella lovers out there find many more uses to feat their obsession. Many ask what other things go great with Nutella other than bread. Well I am here to show you the many uses for this heavenly hazelnut spread.

## **Site Target Audience**

In my website, all ages between 0-99 will be able to use my website. The people using my website can be anyone with a smartphone, tablet, computer, and even dial up internet. The audience will not have a specific education range because anyone can find help from it. Basically, anyone who can afford Nutella will be using my site.

## **Site Persona's**

Cameron Todd



Responsibilities: Freshman in college.

Age: 19

Education: High School Diploma

Ethnicity: White

Status: Single

Goals: Loves Nutella, needs to find ways how to use it.

Environment: College student by the beach where everyone is on a phone/computer.

Quote: "I just tried Nutella for the first time, how else can I eat this?!"

Amanda Johnson



Responsibilities: Stay at home mother.

Age: 39

Education: Bachelor's Degree

Ethnicity: African American

Status: Married with 2 kids.

Goals: Recipe on how to use Nutella with children's breakfast.

Environment: Utah, two story house, access to internet through phone, tablet and computer.

Quote: "My kids need their breakfast but won't eat it. They love Nutella so how can I use it with their breakfast?"

## Site Scenarios

1. My kids won't eat their fruits unless used with something sweet. Will this website show me what fruits go well with Nutella?
2. I have a lot of food allergies, will this site show me the ingredients of Nutella?
3. I LOVE Nutella, will this show me where they get hazelnuts from?
4. Nutella can be expensive. Will this site show me cheaper ways to buy hazelnut spread?
5. I am writing a paper on the history of Nutella, will this site tell me how old it is?
6. I love Nutella but does this website show different flavors of hazelnut spread?
7. I will be moving to India. Will this show me if Nutella will be there or not?
8. My family in England believe they eat more Nutella than we do here in North America. Will this website tell me where Nutella is more commonly consumed?

9. I eat Nutella with bread but don't know of other ways to use it, will this website give me recipes on how else to use it?
10. Hazelnuts are obviously used for food, but my Grandma said that it can be used for other purposes. Will this site tell me if there are?

## Asset List

### Home Page:

- Image: Hazelnut Spread
- Text: Quote by famous person about Nutella
- Text: Welcoming user to website

### Fun Facts:

- Image: Funny picture of Nutella
- Text: Funny, random facts about Nutella

### History:

- Image: Nutella spread packaging
- Text: Where Nutella came from
- Text: Why it was made
- Text: Who made it

### Ingredients:

- Image: Ingredients label
- Text: Ingredients of Nutella
- Text: How Nutella is made

### Off Brands:

- Image: Different brands of hazelnut spread
- Text: List of different brands of Nutella

### How to use:

- Image: Person eating Nutella
- Text: List of different ways you can use Nutella (Spreading it on with a knife, dipping it, etc.)

### What goes well?:

- Image: Picture of foods that go well with Nutella
- Text: List of foods that go great with Nutella

### What doesn't go well?:

- Image: Pictures of food that don't go well with Nutella
- Text: List of foods that don't go well with Nutella

Recipes:

- Image: Pictures of recipes used with Nutella
- Text: List of recipe's
- Links: Recipes for Nutella

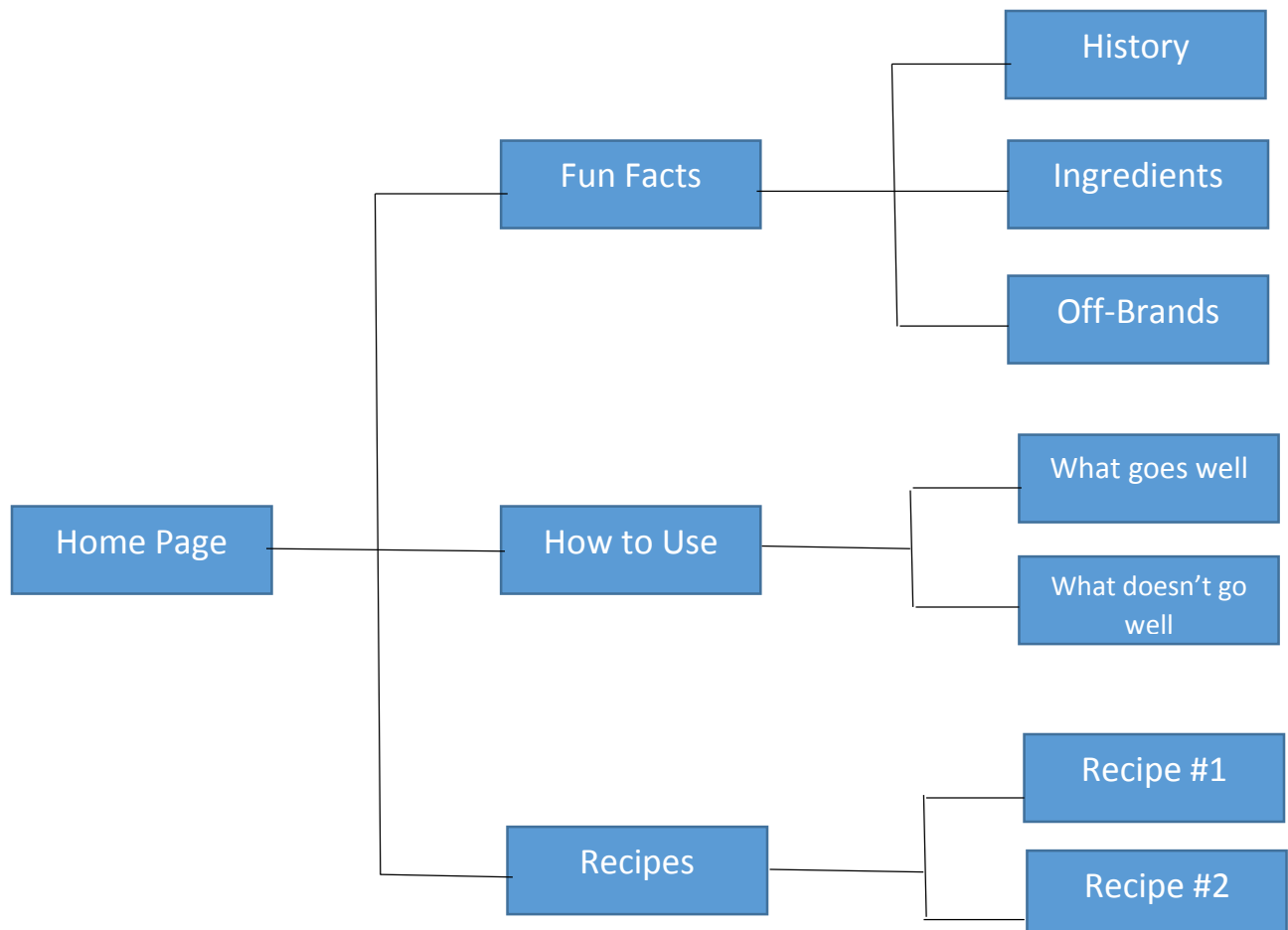
Recipe #1:

- Image: Recipe I made with Nutella
- Text: Steps on how to make recipe
- Video: Steps showing how to make recipe

Recipe #2:

- Image: Recipe I made with Nutella
- Text: Steps on how to make recipe
- Audio: Comments from friends on how great this recipe tastes

## Site Map



## Site Color Scheme



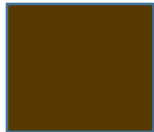
#AA8439

Title/Logo Background



#FFE3AA

Body Background



#553900

Title/Logo



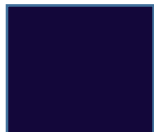
#403075

Body Text/Links



#887CAF

Links (Background)



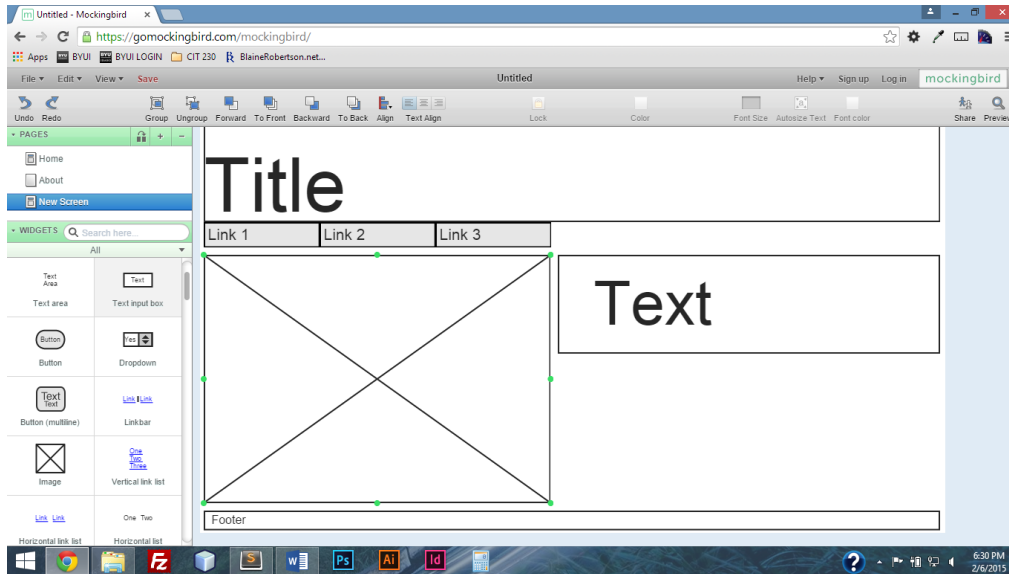
#13073A

Highlights

## Typography

<u>Item</u>	<u>Font Style</u>	<u>Size</u>	<u>Line Height</u>
Title/Logo/Nav	Georgia, Serif	24px	12px
Body Text	Arial, Sans Serif	12px	12px

# Navigation



# Responsive Sketches

