Needs Assessment

My client (and friend) wants to start a blog as a way to chronicle her culinary journey and share her passion for food with other people. It's been a long time since she has been thinking about doing this and she is happy to finally make it happen. She lives to make desserts! The site will offer dessert recipes (or anything sweet and delicious) that are easy to follow and have clear and concise directions. The site will also contain a Fundamentals/Baking Basics section offering cooking and baking tips. It will be informative and educational at the same time. Other sections on the site will include About, Contact, and a newsletter subscription.

My friend wants to make it easy and simple for people to find recipes they are looking for or discovering new ones. That's why the site will have a search feature where it's possible to find recipes either by category (bread, pie, cookies, muffins, no-bake...) or by ingredient (strawberry, peanut butter, chocolate,...). It will also be possible to find recipes by thumbnail. The home page will have the latest posts listed by date.

The look of the site will be inviting, clean, simple, and full of deliciously addictive recipes and photography. The colors will be kept to a minimum and the focus will be on the photography. Some nice typography will also be added. The site will be elegant and will target mainly women looking to cook from scratch.

Eventually my client would like to generate advertising revenue. The success of the blog will be measure by counting the number of people visiting the site every week.

This will be my client's first website. She has never worked with a web designer before. She will provide me with the content. The visual elements will be left up to me. She will review and have a say in the final decision.