

# Final Project Documentation

## Part II - Final Project



Home Go Food

"Cook, and make your own book"

"Be the Next Chef"

By: Nicolas Pak

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## Overview: Introduction

The groundbreaking of this project began on the first week of August, which was on August 26th 2019. Starting August 26th 2019, I spent time learning, researching, interviewing, reading about tools that I was about to use. Throughout my whole Informatics career at IU, my background experiences include coding in different languages (python, java and C++). Furthermore, my background experiences include developing in frontend development languages such as HTML, CSS and JavaScript. After careful consideration, I first decided to start my project with HTML, CSS and JavaScript and I started to research "how to develop a website with frontend development language". Although I had 4 years of experience in those frontend languages, I have never finished a website using frontend languages. My goal for this project was to come up with the final product (website) that is fully furnished. I wanted to design and develop a website that allows to perform anything. With the current knowledge I had at the beginning, (August 2019), the only skills I knew for website designing and development were HTML, CSS and JavaScript.

Throughout this semester, I have been taking INFO-I400 (Mobile HCI Design) and INFO-I370 (Methods to HCI). During those lectures, I was introduced to a new prototyping tool called Adobe XD. I did not know I could download Adobe XD for free if I was an IU student. With the old MacBook Air that I have (MacBook early 2014 edition) it took me about 45 minutes to get my Adobe XD first downloaded. During the download process, I was excited and worried at the same time. I was very excited to learn about new prototyping tool that I have never learned yet. In addition, I was very excited to learn new prototyping skills that would be useful for my future jobs. At the same time, I was a little worried about the possible difficulty of this prototyping tool. However, I was determined to learn new prototyping concepts, and design tool skills because UX Design was a field of study that I was always interested in. After downloading Adobe Creative Suite on my laptop, I began taking tutorials for this new design tool and started engaging myself into this new design tool.

After watching tutorial videos and learning important basic concepts, I looked back at this project. Initially, my goal was to design and develop this website using HTML, CSS and JavaScript. The main reason for me to learn basic Adobe XD skill was to use Adobe XD skills for my other class projects in building low fidelity/high fidelity

model. Therefore, I continued with my original plan and continued to use HTML, CSS and JavaScript for this project. However throughout my development process, there were limitations on how much information I can expand when using HTML, CSS and JavaScript (Will mention more detail down in the "Tools" section of the documentation). The limitation I had with HTML, CSS and JavaScript did not let me expand my information further in a different web page and there were many debugging errors when saving my work. Therefore, I decided to apply my Adobe XD skills for this project and started digging deeper into information and content that I wanted to put.

The original major intent for this project was to help students and people within Bloomington on home cooked food delivery services. There are a lots of food delivery services throughout the world and many of the food delivery services are based on restaurants or retail. For example, app services such as GrubHub, Postmates, UberEats, and DoorDash focuses on food coming from the restaurants. Along with these restaurant delivery services, there are limitations (Will mention more detail down in the "Business Plan/Competitive Market" section of the documentation) where things cannot be performed. With all the ideas that I have in my mind, I was very eager to start this project and starting as early as August 26th 2019, I began digging into this project. From there on, I started on my project.

## Foundation: Where Ideas are Coming From

Throughout Bloomington, there are many ways students and people eat food. Usually when students first enter Indiana University, most students live in dorms (required by the University unless qualified from exemption) and go out to dining halls at Indiana University to get their daily meals. For example, a typical IU students living in Read Hall would walk over to Woodland Dining Hall or Gresham Dining Hall to get their daily meal because it is easily accessible to where the student is living. Student living in Read Hall may not want to walk 4 miles to get their desired meal because of the distance. The key point from this is the accessibility. Accessibility plays a big role when someone is trying to acquire something, and if something is not easily accessible, then that thing loses interest. No matter how important food is, if food is not accessible, then even food will lose its interest.

Once students become Sophomore and above at Indiana University, some students end up living off campus. Students who live off campus usually cook food at home sometimes because dorms might be far away (downtown Bloomington) and may not be easily accessible as IU on campus dorms. Often times, students are very busy with school work and other things (such as rushing at a fraternity, going on an

organization/club meeting and etc). When students are busy with those activities, students do not have time to cook food at home. For instance, if a student at IU is taking 18 credit hours in one semester (4-5) classes a day, and have 3 different organization/club meetings, then student would barely have time to cook food at home and prepare their meals for themselves. In worst case scenarios, student would have to go to grocery stores after all their busy schedule and may have to go to grocery stores late at night to purchase many grocery items. Then, students would have to carry their heavy grocery store items back and cook their food late at night. As a result, student who had that busy schedule will take about 1-2 hours total to fully prepare their meals. The key point is that timing also plays a big factor along with accessibility. Without time available, students and people would have a hard time balancing their schedules with food and other busy activities in their day. Furthermore, there is another big factor that play along with the accessibility and time. The third point is the finances.

Throughout my college career, I have had multiple arguments with my parents on food costs at Indiana University. Although I purchased meal plans in my freshmen year, purchasing meals became complicated after my Freshman year because there were times when I had to purchase meals at the grocery store and had to purchase meals at the dining hall, which made a financial difficulty to my parents and myself. On my Junior year (2018-2019 School year), I purchased my meals at the dining hall for breakfast and lunch because of all my classes were located within Indiana University campus. However at night, I would return home and there was a grocery store (Kroger) located right in front of my house. Whenever I went to Kroger for grocery shopping, I spent over \$100 a week to prepare for my meal. Shortly after weekly Kroger grocery shopping, my parents would sometimes complain and argue with me on the grocery cost I spent on the week. Overall, balancing finances on food was one of the challenging parts throughout my college, young adulting life. Finance problems on food was not just school year problem but throughout my time in summer break and when I was back at home. Accessibility, timing, and finance plays a big role in meal preparation and one poor balance in any of these factors can ruin the meal.

What is the best way to solve all these factors? It is a Home Go Food. Home Go Food is a website that I created for users to register their account, creatively cook their meals at home or anywhere they have access to the kitchen, create their creative recipe on their meal, cook small or large amount of meals, post it on the website, view other people's creative food or the recipe and purchase each other's creative meal at wherever the users are located. This website is a great way to solve accessibility problems because users do not have to leave their house and walk several minutes to buy their ingredients. This website is a great way to solve timing for users because the user does not have to check whether the grocery store near them is open, call the Uber late at night, walk into a grocery store at their busiest times and cook their meal late at

night. Lastly, this website also solves finances in user because it is not just about paying for a small portion of food at the restaurant and finish the meal in one bite. In Home Go Food, there are an option where users can purchase large portion of the meal, store it in the refrigerator or the warmers at their house for a couple days and take their time on the meals they purchased days ago. Additionally, users can find their own talents in cooking and find cooking as their new hobby. When users are fully engaged with the hobby of cooking and consistently shares (sell) a meal for the community around the user, the user receives a point collecting systems. With the points the user collects, there are numerous benefits in grocery shopping and more. The idea behind this website is the creativity in cooking and everybody can learn how to become a professional chef. It is also not just about cooking the meal but sharing love between the community, friends and family around them. Along with accessibility, timing and finances, the website Home Go Food is designed for people to go beyond solving those 3 factors and finding a way to become creative with the hobby of cooking.



Logo for Home Go Food

## History: How did this website established?

This project took enormously long amount of time with planning, analysis, design, implementation, testing (System Development Life Cycle SDLC). For this project, I have used SDLC (System Development Life Cycle) method for the whole project

development process. I was first introduced to SDLC method during my UX Internship at Amazon during the summer. My internship experience at Amazon included planning with different team members and a manager, understanding the problem in Amazon Web Services (AWS) browser, coming up with the design plans with the Informational Architectural model, designing the platform, conducting user testability (Wizard of Oz) method after multiple initial sprints and coming up with the maintenance plans along with the team members. Since this is an individual project, I knew and understood that I would have to invest in a lot more time in going through these phases. Therefore, I started planning ahead with the possible initial steps and began brainstorming ideas for this project. In the very beginning, I found out that general training and re-visiting the important concepts in computer software is a really important start. Therefore, I started on this project with the couple lesson plans and lessons. Throughout the semester, I went through many obstacles, challenges and changes throughout the project process. Below are the timeline and notes that I have been taking throughout the project development process from the start until the end. The timeline includes the date, description of when the events happened and important images to show a visual evidence.

## Timeline and History of this project

The timeline below gives a visual representation of what I did on the project development process. It contains a series of notes, images, names of the event and more.

### August

August 28th 2019: During the first week of class, I began learning about the final project in INFO-I310

August 28th 2019 - September 3rd 2019: Began observing the everyday issue within Bloomington and outside of Bloomington (Originally came up with 2 ideas and wrote both ideas on the Project Proposal originally)

### September

September 3rd 2019: All the idea finalized. The 2 ideas for this project topics that I choose were Bloomington transportation improvements and Bloomington home cooked meal sharing system project.

September 3rd 2019: Began drafting my Project Proposal 1 for this project. Wrote my idea down on Bloomington transportation project where I focused on building an app software for students to board the bus quickly. Another idea was the idea of helping students to creatively cook their meals at home and sharing it on the website so that students can easily buy a home meal for themselves for a long period of time. Below is

a picture of the Project Proposal that I have been working on. The following work was done in September.

| Overall idea:  |
|--|
| <p>What is your overall idea?</p> <p>I had two ideas but I choose one for submission. Willing to talk about my other idea during office hour</p> <p>Note:</p> <p>Be concise, yet informative enough to give the instructors a proper idea of what you're wishing to accomplish through this project.</p>   |
| <p>The idea is to work/create a website that focuses on cooking, food and delivery services in Bloomington. In Bloomington and many other areas throughout the world, there are apps such as Postmates, Grubhub, and Uber Eats. In most cases, people order from a certain restaurants and order food for their one meal (breakfast, lunch or dinner). Although there are apps that delivers people a food from a restaurant, there are no app or not a significant website that focuses on cooking food at home, cooking guide for students and delivering home cooked food for benefit services. Often times, students in Bloomington would want to have large portion of food (enough food) at home so that they can eat their meals without cooking their meals over and over everyday. I want to create a website that allows students to share their recipe online so that other people (students) can learn from different people, interact and cook food at home using other people's recipe. Moreover, this website will have delivery methods where students/people can post the photo of their meals and have other people buy your cooked food. For instance, if someone (user) makes special pasta and want to sell their cooked food to other nearby neighbors, then other users can purchase those meals and earn money for food and delivery fees. Along with sharing cooked food to different people, it is not just about cooking food but it is also about making connections, finding other people with similar interest (cooking) and making new friends. More information will be discussed below.</p> |
| Multimedia tools:  |
| <p>What tool(s) do you hope to learn (or become more proficient at) over the course of this project?:</p> <p>Note:</p> <p>This is a technology-based class so you will have to use some sort of technological tool(s) to create your projects. What do you predict those will be? These need to be industry level tools (i.e., no using iPhoto, Wix templates, etc.).</p>  |
| <p>I will be using HTML, CSS and JavaScript on this project to build this project's website. I will also be using JQuery (JavaScript library services) to develop my website. I am not really proficient in JQuery skills but I am willing to do self research and learn more throughout the semester.</p>   |
| <p>How familiar are you with your chosen tools?</p> <p>Note:</p> <p>Be very specific with your starting point. If you've never used it, state that. If you have years of consistent experience, state that.</p>  |

September 5th 2019: Project Proposal 1 submitted

September 5th 2019: Started learning about UX Research methods through INFO-I400 (Mobile HCI Design course) and began learning about Adobe XD for a low fidelity mock up design.

September 6th 2019: Officially downloaded Adobe XD Prototype through IU server.

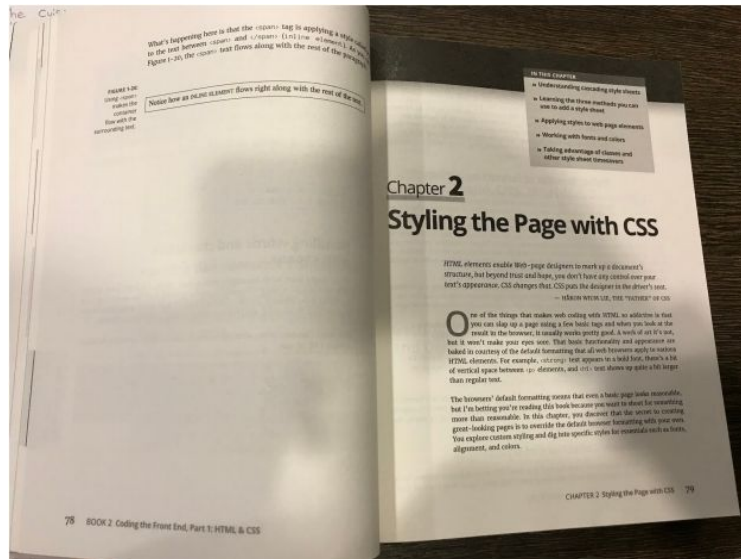
September 16th 2019: Project Proposal 1 graded and I was able to read through some feedback I received.



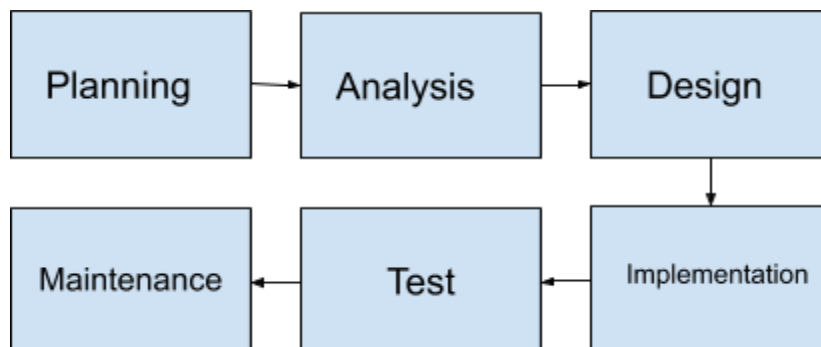
September 18th 2019: I decided to go with my second idea (Bloomington Home Cooked Meal Services) and visited Professor Joana to discuss possible changes in my project topic.

September 18th 2019: Project topic officially changed from Bloomington transportation services to Bloomington Home Cooked Meal services.

September 20th 2019: Official groundbreaking of the project. Initially decided to use HTML, CSS and JavaScript for my project. Purchased Web Coding & Development for dummies book by Paul McFedries.



September 23rd 2019: Along with self-studies in Web development. I started the user research with my project. Designed a diagram that I thought it would be useful. Started applying and started using SDLC (System Development Life Cycle) approach for this project development process. Below is the model that I originally planning on applying for this project.



During the SDLC Phases and Initial planning, I thought of a couple of questions to help think through the SDLC development within this project. Below are the list of questions I jotted down for the development process.

List of Questions for the development process: (Current technology may refer to food industry applications such as GoPuff)

1. Who are the current stakeholders with the current technology with food industry and can anything be changed with the stakeholders?
2. What are the main problems and limitations we have with the current technology we have?
3. If there are problems with the latest technology, what are they?
4. What are the possible challenges and difficulties during the initial process with this project development (i.e are there difficulties in research, any barriers?)
5. Can the project development process and plans be easily changed?

Questions above were the 5 questions that is initially started off with.

September 25th 2019: Covered and re-studied HTML portion of the web development studies and moved onto the CSS studies. Used web resources such as W3 Schools to train myself with the web technologies.

September 29th 2019: Covered the CSS section of the web development and moved onto JavaScript studies. I had only a little experience with JavaScript and needed longer time to study JavaScript over HTML and CSS.

## October

October 2nd 2019: After studying 1.5-2 weeks of Web Development technologies, I was ready to start an HTML document on an empty TextWrangler file. Came up with the general plans and answers to the questions I jotted down a week ago (September 23rd 2019):

6. Who are the current stakeholders with the current technology with food industry and can anything be changed with the stakeholders?

Possible Answer: With the current tools that I will be focusing on Bloomington residents for a web page limitation. For instance, expanding my website to multiple different locations will require more research with people outside of Bloomington. With the time limits and development, the project should be aimed toward Bloomington students and Bloomington residents as a target market and a stakeholder.

7. What are the main problems and limitations we have with the current technology we have?

Possible Answer: As mentioned in the Foundation page. There are 3 factors of challenges with the food industry. The three factors are accessibility, time and finances and with the 3 barriers, people may face challenges and difficulties in preparing for the meal or getting a meal for themselves. Currently, there are dining halls and restaurants around people's area that is provided for people's meal options. However, dining halls and restaurants are usually designed for people who live closer to the restaurants (1-2 mile range for a walking distance) or for people who have an easy access by a transportation (personal car, buses and etc). While accessibility may be a key factor, timing may be a big barrier for people who are busy and trying to prepare a meal. There are grocery stores or nearby stores that are designed for people to go and purchase necessary ingredients or food items. However, without the proper time, people may end up going to grocery stores late and see grocery stores being closed. Another most important factor is the finances. Mobile app technologies such as UberEats, DoorDash, Grubhub is designed and developed for people who want to eat at home, people who do not want to prepare a meal for themselves and people who want to eat a restaurant meal.

8. If there are problems with the latest technology, what are they?

Possible Answer: The problem with the latest technology is the amount of food and cost within the delivery system. For instance, the average order meal price from GrubHub from Joella's Chicken in Bloomington is \$13-\$14. The amount that comes with is 3-4 pieces of chicken with one or two extra sides (sides include macaroni and cheese or fries). Other than the 3-4 pieces of chicken and 1-2 extra side dishes, there are no other pieces of food and most of the restaurant meals are designed for one single meal. Overall, the portion of the food from the restaurant is mostly designed for 1 piece of meal, unless more quantities ordered, which comes with a double price amount. With double the price and small portion, financial balance may become the major problem with the latest restaurant order mobile app technology.

9. What are the possible challenges and difficulties during the initial process with this project development (i.e are there difficulties in research, any barriers?)

Possible Answer: There are a couple of possible challenges and difficulties during the initial process. First is the technology proficiency. The first question is, "Can it be done? Do I have the necessary skills to build?" Great way to organize this is going through sets of questions in resources such as W3Schools on the web. Possible solution when I do not perform good skills is going through a tutorial video on the technological concepts (videos on software development lesson). The second is the timing. The question is, "Is there enough time?". The possible solution for questions in timing can be planning out in advance and dividing my work in a multiple sprints.

#### 10. Can the project development process and plans be easily changed?

Yes the plans and process of this development may become easily changed due to the technological proficiency that I have, the resources I have and stakeholders I am focusing on. The best way to resolve changes are looking at the project management types first. SDLC method becomes challenging when making a major changes after the initial sprint. However, project management method such as the Agile can be used when major change has to be made after initial sprints. Looking and deciding the project management type is the most important in the project development process.

October 3rd 2019: Officially came up with the project management plans of SDLC (System Development Life Cycle) for this project. Began planning for this project and below are the following plans listed without the date order.

Planning: Understand the current problems

Analyzing: Come up with the research method and possible solution for the problem.

Who are we helping?

Designing: What tools would I be using? Can tool uses be changed and is there resources? How would I initially design?

Implementation: The work process of the web page development

Testing: Conducting a user testability (Wizard of Oz) method for a feedback

Maintenance: How can this website be managed and what improvements can be made in the future?

October 8th 2019: Understood the problem of the current given technologies and design. Used 3 factors of barriers (accessibility, time and finances) to determine the key issue with the current technology and brainstormed ways to resolve the current issue. Details mentioned at foundation section of the documentation and questions/answer above in the historical timeline.

October 15th 2019: After determining the key issues with the current technology. I have officially started the HTML code for the website. Meanwhile, I also started scheduling interviews with different people at IU to hear different opinions and feedback of how each individuals cook food.

October 21st 2019: This was right after the Fall break. Started off with UX research method of focus groups and interviews. Below are the pictures of people that I have invited for the focus groups

Picture below: Picture during the focus group research session at my apartment's secluded room. This picture was taken at night time approximately around 8:45 pm



Questions that I asked:

Topic: Preparing food in Bloomington or as an adult

1. How often do you find yourself cooking at home?
2. When do you find yourself cooking at home (time period)?
3. What do you do to get yourself an ingredient to prepare your meal?
4. How often do you find yourself ordering food from a restaurant and what are the possible price range?
5. If cooking at home bothers you, what is it and what is the main problem?
6. How do you deal with finances when purchasing food from a restaurant?

7. How much do you order food from a restaurant in terms of portion size?
8. What are the ideal portion size for your average meal? And have the portion size ever changed?

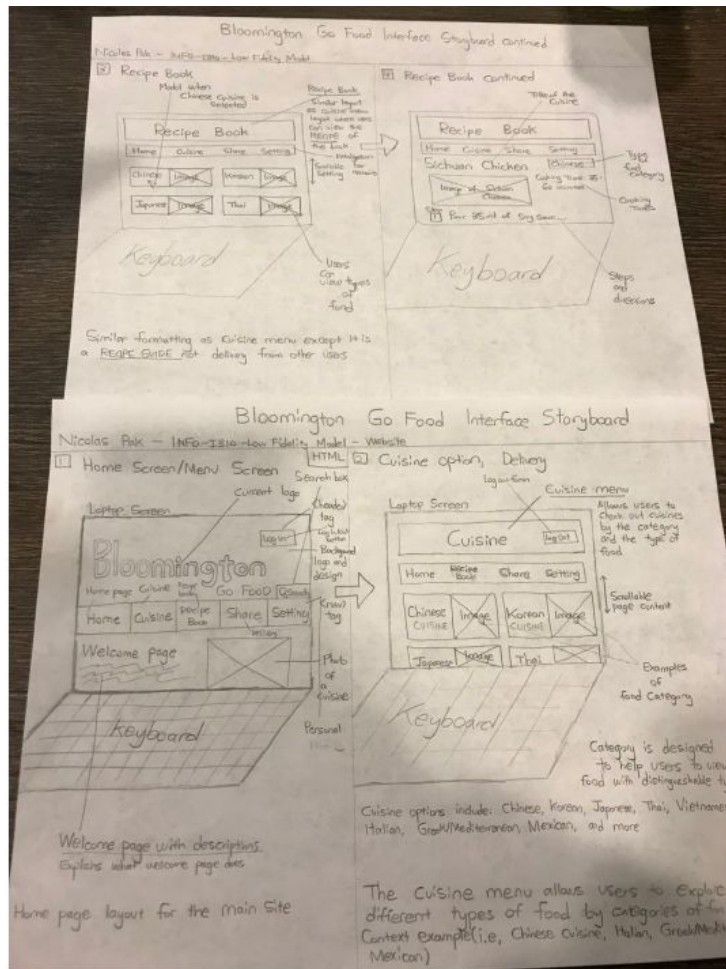
8 Questions were asked and answers details will be mentioned in the research section of this documentation.

October 23rd 2019: Focus Group and Interview questions data collected for the project development process. Meanwhile, I went back to the frontend development languages studies for further implementation on TextWrangler file.

October 25th 2019: Started the Adobe XD studies primarily for other course uses. Found out that Adobe XD prototyping tool is another great way to design and develop website. Started designing the low fidelity model for this website using paper and pencil. With the paper and pencil, I have finished storyboarding for the project and picture is provided below. Furthermore, basic layout of the website has been finished and the picture is provided below with the code and the design.

Please take a look at the picture below for the image of storyboarding and website layout/code for this project

Due to the size of the image, the image is attached in the next page.



Picture above: Storyboarding and low fidelity model of the project website.

Picture below: Code of the initial website

Due to the size of the image, the image is attached in the next page.

Picture below: Code of the initial website, as you see, Bloomington Go Food is titled and used a CSS style tag for the web page layout (i.e heading locations, navigation bar and etc..)

```

1  <html>
2  <head>
3  <title> Bloomington Go Food </title>
4  <meta name="viewport" content="width=device-width, initial-scale=1.0">
5  </head>
6  <body>
7  <link href='https://fonts.googleapis.com/css?family=Lexend+Deca' rel='stylesheet'>
8  <style>
9  h1 {
10 padding-left: 300px;
11 height: 9rem;
12 width: 57.5rem;
13 border: 1px solid #4CAF50;
14 background-color:#ADD8E6;
15 }
16 body {
17 font-family: 'Lexend Deca';font-size: 15px;
18 margin: 3rem;
19 width: 85rem;
20 background-color:#ffc299;
21 }
22 nav {
23 height: 2.5rem;
24 width: 57.5rem;
25 padding-top: .6rem;
26 background-color:#F0E68C;
27 }
28 nav ul {
29 width: 50rem;
30 list-style-type: none;
31 padding-left: 1.75rem;
32 }
33 nav li {
34 float: left;
35 padding-right: 3.75rem;
36 }
37 main {
38 margin-top: 1rem;
39 height: 40rem;
40 width: 35rem;
41 border: 1px solid #4CAF50;
42 background-color:#cccccc;
43 }
44 </style>
45 <header>
46 <h1> Bloomington Go Food </h1>
47 </header>
48 <nav>
49 <ul>
50 <li><a href="#"> Home </a></li>
51 <li><a href="#"> Cuisine </a></li>
52 <li><a href="#"> Recipe Book </a></li>
53 <li><a href="#"> Delivery </a></li>
54 <li><a href="#"> Profile </a></li>

```

Picture below: How website is designed when the code above is running. Used color hex code for the overall coloring of the website. Navigation bar is colored in yellow with the useful links and within the <main> tag, there are list of descriptions of the website and the goal.





October 26th 2019: After studying all the necessary front-end development skills, I began researching and studying further into PHP backend data collection skills. Project Overview Check In has been finished.

October 27th 2019: Project Document Check In has been submitted

### November:

November 1st 2019: Officially entered the "design" phase of the SDLC (System Development Life Cycle) process after finishing the research methods of focus group and interviews. Brainstormed the important features that are needed within the website (i.e Home page, Menu page and etc..) then began to think about how I could implement the features and additional pages within the website.

November 4th 2019: **This was a very important turning point of the project development process.** After carefully considering the use of frontend development languages, there were a lot of barriers that needed to be considered for future development. More details on the platform changes will be mentioned in the tools section of the documentation. Overall, the platform and tools needed to be changed in order to cover more stakeholders (not just in Bloomington, IN) and for additional features for the website. Additionally, there were also major issues in connecting to the IU server and getting the domain host name for the website. Along with all the contents that I already came up with in the HTML frontend development, my goal was to add more features for user's convenience.

November 7th 2019: After finishing the Adobe XD tutorial completely, I have organized all the additional features that are needed within the website. More details on business plans will be mentioned in the business plans/competitive market section of the documentation. Overall, all the link features that are needed within the website were home page, login/sign up page, profile page, explore page, food sharing social media page, ingredients market page and logout page.

November 11th 2019: With all the content that I had in HTML, I officially entered into the "Implementation" phase in the SDLC (System Development Life Cycle) method and began fully implementing the website using Adobe XD. Worked on the home page, home page after logging in, sign up page, login page, and customer profile set up page. Picture is provided below.

Picture below: Main page when user first enters the website.



Picture below: Main page once user signs in



Picture below: User sign up for their account

Due to the size of the image, the image is attached in the next page.

Due to the size of the image, the image is attached in the next page.



Picture below: Personal Account Profile setting page

[illegible]

Picture below: Personal profile page has been designed and developed.



November 20th 2019: Explore tab has been established where users can explore different chefs around user's area and get to explore food options

Picture below description: The picture below shows explore page of the website. This page shows different cuisine and food from the local chefs. Users now have an option to click on each of the featured food, select the food and either purchase or view recipe from different people (local chefs)

Due to the size of the image, the image is attached in the next page.



Picture above: Explore tab of the website

November 25th 2019: Implemented all business plans for this website. Added in payment methods, "Chef Point" system of the website services and purchasing/viewing food and recipes from different users. More information will be provided in the business plans/competitive market section of the documentation

Picture below: website after payment methods and business plan services are implemented. Users can now view other people's profile and purchase items from each other and view recipes from different people's website.

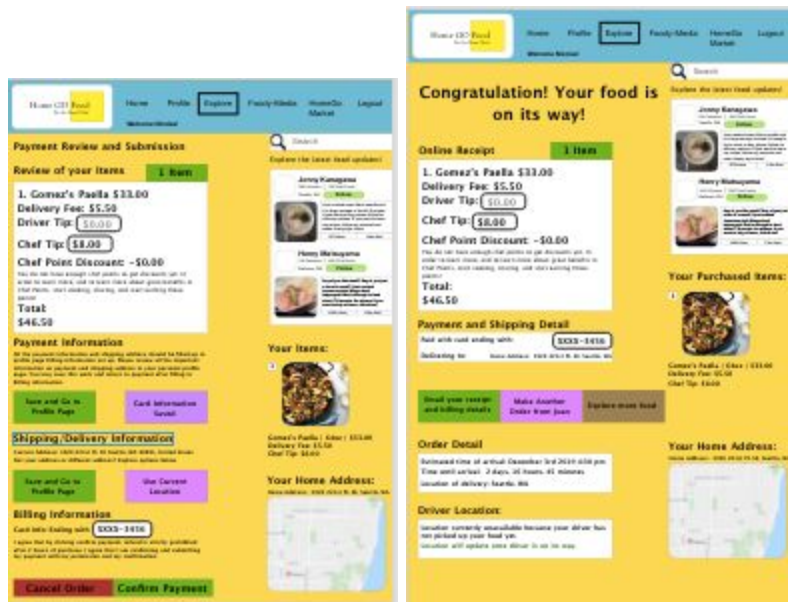
Below: Viewing professional chef's profile



Below: Purchasing food from a featured chefs profile page. Leading into the payment method options and delivery services with order confirmation page.

Due to the size of the image, the image is attached in the next page.





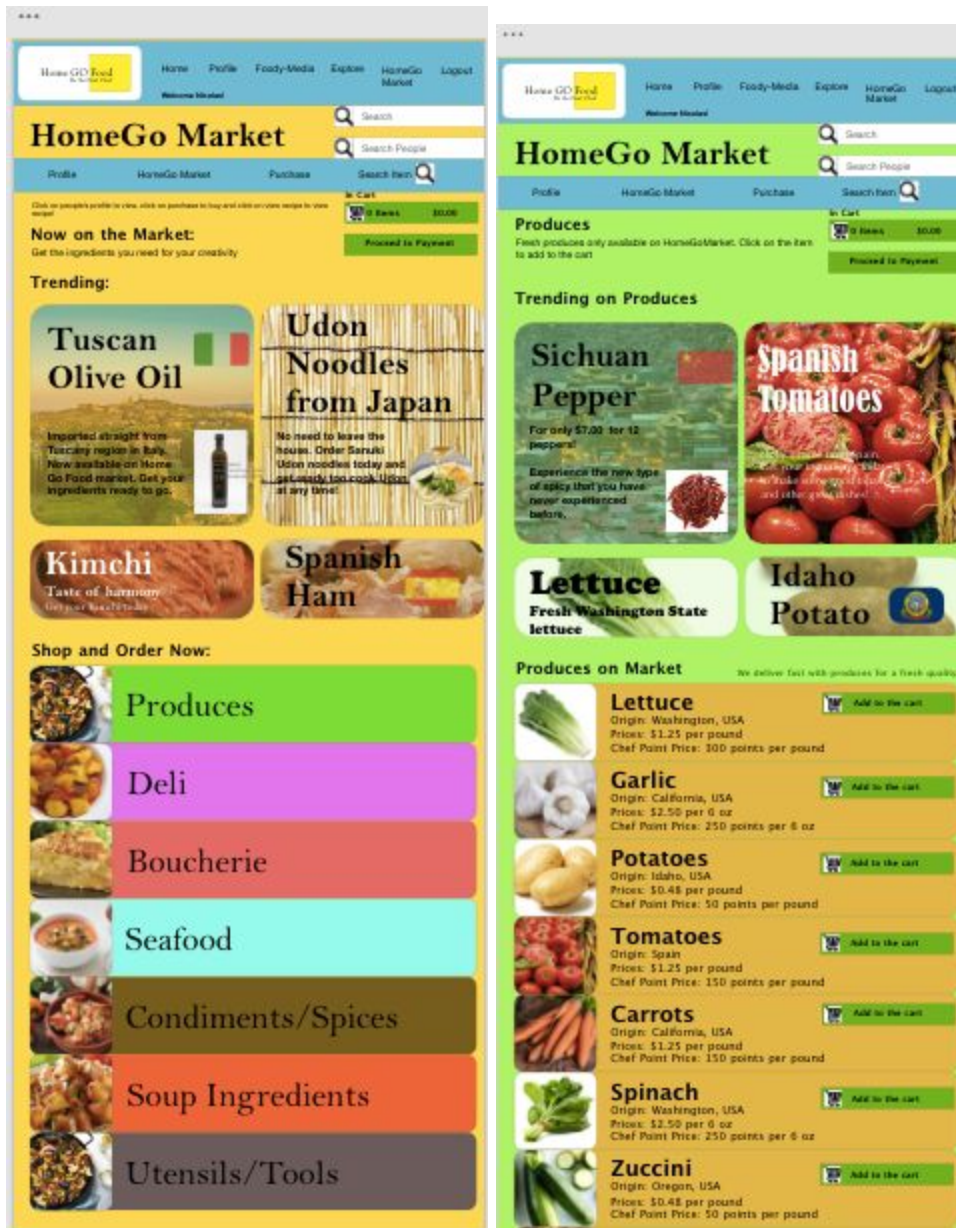
November 26th 2019: Social media for food "Foody-Media" has been designed and developed for user's conveniences. Users can now connect with their friends and favorite chefs to check out different purchase options and recipes.

Pictures below: Social media for food "Foody-Media" main page. Users can like, comment and view people's profile to find out different people's food for purchase or to view their recipes.



November 27th 2019: Implemented a HomeGo Market page where users can use their "Chef Points" to buy important ingredients to make their meal. Additionally, implemented a business plan features where users can upload the photo of food they made and share it on the foody-media.

Pictures below: HomeGo Market has been designed and developed for users who need their ingredients.



November 30th 2019: All designs are finalized and before moving onto the "test" cycle in SDLC, I have connected all the web pages for prototyping path and made sure all the links work properly. Minor fixes in the viewing of the personal recipes.

Pictures below: Picture of people's profile, people's menus and sample recipe of each food



As depicted above, menus are listed in Vertical stack (V-Stack) order and within each food's recipe, there is a list of directions, progress chart and timer implemented in each page.

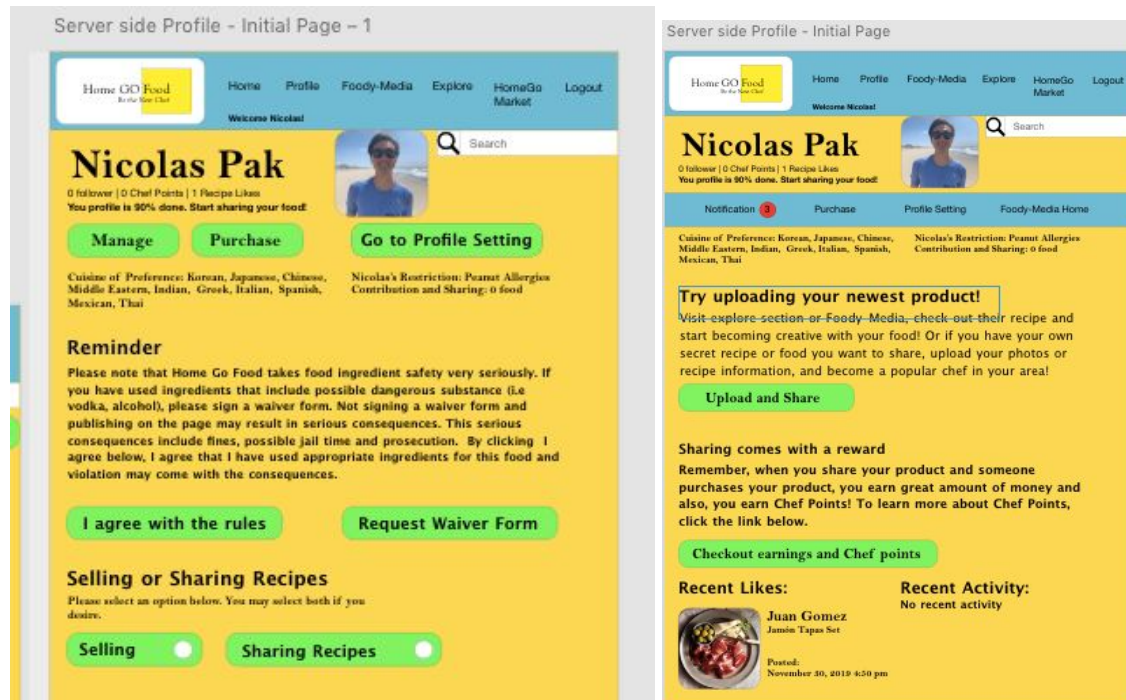


## December:

December 2nd 2019: Officially moving into the "testing" phase of the SDLC (System Development Life Cycle) project management method. Scheduled a user testability for this final implemented product. Contacted some of the friends available for the user testability testing (Wizard of Oz) method.

December 3rd 2019: Made changes in the profile layouts in the following way. Picture is provided below after necessary testing.

Pictures below: Profile layouts and design has been changed for user's easier navigation between different pages. Picture on the left is before the changes and picture on the right is after the layout changes.



As depicted above: The navigation menu has been changed from a green separate button to a blue navigation page that holds all the link pages.

December 4th 2019: Adobe XD implementation officially all finalized. Finalized the final draft of the Final Project Documentation, adding future plans for this project on the documentation for maintenance.

December 5th 2019: Final Project Documentation Documentation officially finished.

December 6th 2019: Adobe XD file officially saved and video presentation has been created for submission along with the reflection paper (Part III).

## Business Plans and Competitive Market:

In the modern world today, there are a lots of food sharing services throughout the world. In the United States, there are both iOS and Android apps that helps people to get their food from the restaurant through the delivery services. There are apps such as UberEats, Grubhub, DoorDash and Postmates that delivers food from the restaurant to users when users want to eat food from the restaurants and does not want to leave their home. This new website contains featured list of the functionality that this website contains. Descriptions of featured list is listed below. Information on the software tools will be mentioned in the tool section of the documentation.

### Featured List:

#### **Contents from the Home Page:**

**Home Page:** When user first downloads the page, the user is directed to the home page. User must sign in or login to use our services from Home Go Food.

**Login/Sign Up:** When user clicks on login or sign up link in the navigation bar, user is directed to login screen or the sign in screen.

**Sign Up page:** Similar to Facebook create account section, user is guided to the sign up page, where users are asked to fill in the first name, last name, date of birth, emails and the new password for the account credential and information. Once the user completes login credentials, the user is guided to personal profile setting page where users can enter their credit card information for future purchases and shipping address for the food delivery. Furthermore, the user is asked to fill in the food of their interest and can select the types/categories of food the user is interested in.

**Login Page:** User is asked to login using their email account (email the user has entered for sign up for their account) and the user is asked to enter their password they created when the user was signing up for their account. Then the user is directed back to the home page, with the welcome message on the navigation menu.

**Navigation Menu:** Navigation bar always includes Home tab, Profile tab, Explore tab, Foody-Media tab, HomeGo Market tab and logout tab. In every tab and different pages you are guided to, the navigation bar always stays the same.

**Profile tab:** Once the user creates their account, the user has an easy access to their profile from any page. For instance, if the user is located in Foody-Media, then users can simply click on profile to go to their profile.

**Explore tab:** User can click on Explore tab, and the explore page will include list of food that has been featured by the top chef around the user's area. More information will be mentioned in the Explore page.

**Foody-Media tab:** User can click on Foody-Media tab, and the Foody-Media page is a social media page for all the users where users can cook their meals and upload so that other people may view the user's recipe and any food for the purchases. More information will be mentioned in the Foody-Media page.

**HomeGo Market tab:** Users can click on the HomeGo Market tab if they need a special ingredients or tools they need for their meal. For instance, if the user does not have an olive oil, users can simply click on the HomeGo Market tab and purchase olive oils in the market. More information will be mentioned in the HomeGo Market tab.

**Logout:** Users can log out of their account.

#### **Additional Feature in Home page:**

**About Section:** There are paragraphs explaining what the Home Go Market service is about and gives the user a visual representation of how the service works.

**Culture of the day:** There are explanation with images that show users on culture/region of the day and users are able to explore different countries and their culture every day.

**News of the day:** There are list of short described news on the latest technology of Home Go Food webpage and newest feature of the Home Go Food services.

**Social media post:** There is an interactive sidebar that users can view Foody-Media post while being on the other section of the webpage. Social media sidebar is located in many other webpages as well. Users can also like and comment on someone's post while exploring other section within the website.

## **Contents from the Sign Up Page:**

**Credential information:** Similar to Facebook profile registration page, user is guided to text box that is asked for first name, last name, date of birth, gender, email and new password for their personal account set up.

**Food of Interest:** When signing up for the account user is asked for food of interest by specific region or the nation. Users can select up to 10 options and simply click on the tab to select their choices.

**Restrictions:** Home Go Food wants to make sure every users are earning and getting their food in the right way. There are questions that asks user whether user has allergies, religious restriction (Halal/Islamic tradition) and whether user is vegetarian or not vegan. Once user has filled in every single information, user is guided to the agreements and users can proceed with the submit button.

## **Additional Feature in Sign Up page:**

**Delivery driver sign up:** There is a button and description that allows new users to register for the delivery driver jobs. The description includes information on amazing pay and a simple button that directs the user directly to the delivery driver sign up.

**Note:** For the safety reasons and for privacy reason, Home Go Food does not allow self pick up for food. All the food that is being delivered must be delivered by a delivery driver.

**Mission Statements:** When doing businesses in food industry and e-commerce marketing, mission statement is very important. Mission statement allows new users to view what the service's goal is and the moral expectations of the service. There are three different descriptions. One is Global mission, One is Eco-friendly statement and the last one is the policies on non-discrimination. By firmly printing the mission statement, new users are aware that this service is innovative globally, eco-friendly to help save the earth and the environment. Most importantly, it is important for new users to read and view the non-discrimination policy for the service so that new users know our service is open to anyone.

**Social Media Post:** As mentioned at the Home Page, social media post is located anywhere in the Home Go Food web services.

## **Contents from the Profile Setting Page:**



**Credential Information:** The user is able to see if they entered the correct names, email, birthdate and gender. If user has made a mistake, then user can simply click on the edit profile button to change any information. Along with the credential information, there are also food preference information that allows users to view types of cuisine they choose/prefer and view any restrictions on food.

**Foody-Media profile settings:** The user may view their Foody-Media profile information within the profile account setting. User may change the profile picture and view how many likes the user has liked and how many chef points the user has earned.

**Card Setting and Shipping Address setting:** This is where users enter one of the most important information: The credit card information and shipping information. User may fill in the card information of card number, name on the card, expiration date, security number, billing address (Address, City, and State). User has an option to check the box that allows the website to "remember the card information". This is designed to help users to avoid typing card information every time when making purchases. Similar process with the shipping address, users have an option to auto fill in the shipping address by clicking on the same as billing address checkbox and enter the shipping address. When the user finish filling in the address information, user is done with filling in important information (credentials and payment) and the user is able to move forward.

#### **Additional Features in Profile Setting:**

**Social Media Post:** As mentioned at the Home Page, social media post is located anywhere in the Home Go Food web services.

**Mission Statement:** The mission statement page is also located in the personal account profile page for user's expectations for the service.

**Important policies on card settings and shipping:** Making sure user does not violate any card and payment options.

#### **Contents from the Profile Page:**

**Title Section:** Includes user's full name with follower information, chef point information and total amount of likes received (Similar to Twitter's like page).

**User Profile Description:** Includes user's specialty, restrictions on food and contribution status.

**Navigation menu:** Profile version of the navigation bar, which includes notification that user has received, purchase tab where users can purchase, profile settings tab where users can enter profile setting and Foody-Media tab for the social media services within this webpage.

**Personal Post:** Shows personal information (publicly viewable information), photo of the posted food and the post descriptions. Also includes likes and comment option.

**News:** Users can view interesting news within the Home Go Food services.

**Recent Likes:** User has an option to view the recent like that they made.

**Search bar:** Users can search content throughout the website

**Search People:** Users can search different people within the Foody-Media services (i.e looking up your friend's profile)

### **Contents from the Explore page:**

**Trending Chefs around the area:** Users can view trending chef near the user's area and able to view different types of food that top awarding chef near you makes.

**Chef Point Services:** Just like the mileage system on the plane, chef points are a point tracking system that allows users to earn points every time user creates their meal and share their food to the public. For instance, once the user is done cooking their pasta with their own traditional recipe, users can take a photo of the meal they just created and post/share it on the Foody-Media. Once the user is successfully created their food, shares it on the Foody-Media and someone else purchases the food, the user is awarded with the Chef Points. Once Chef Points are collected and saved, there are rewards that come with it. For instance, when the user constantly collects and saves the chef point, then user is awarded with the Top Chef award from the Home Go Food system and the food is featured on the "Explore" page. Additionally, if user wants to purchase food from someone or purchase ingredients from the Home Go Market, then users may use chef points to purchase the item or use the chef points as a discount.

**Notes on Top Chef Award:** Once the user earns more than 20,000 Chef Points, user is awarded with the Top Chef award within the local community/area. Once user is awarded with the Top Chef award, the product that the user has created is featured in

the explore page so that everybody in the area can view what is trending. The service that are being implemented here is similar to service such as LinkedIn.

**Top Chef Profile Settings:** Once top chef is awarded with the Top Chef award. There is a special benefit to it. The top awarded chef has an option to change the profile color of their choice, while all account profile has a yellowish-orange background as a default.

The image displays two screenshots of a web application interface. The left screenshot shows a 'Home' page with a navigation bar at the top containing links like 'Home', 'Profile', 'Explore', 'Favorite Media', 'Interest', and 'Logout'. Below the navigation bar, there's a 'Current Location: Seattle, WA' and a 'Trending now from top awarded chefs in your area' section. This section features several food-themed cards: 'SPANISH TAPAS' (with a map of Spain and a 'Click here to learn more' link), 'Argentinian Steak' (with a map of Argentina and a 'Click here to learn more' link), 'Italian Dream' (with a map of Italy and a 'Click here to learn more' link), 'TASTE OF KOREA' (with a map of Korea and a 'Click here to learn more' link), 'Feel the Sichuan Spice' (with a map of Sichuan and a 'Click here to learn more' link), and 'Food Speciality by Regions' (with a grid of colored squares representing different regions). The right screenshot shows a user profile for 'Juan Gomez'. The profile includes a header with the user's name, a 'Follow' button, and a 'Purchase' button. Below the header, there's a 'Recipe Menu' section with a list of dishes: 'Gomez's Paella', 'Patatas a la Riojana', 'Tortilla Espanola', 'Gomez's Gazpacho', 'Gambas al Ajillo', and 'Patatas Bravas'. Each dish is accompanied by a small image of the food.

**Picture above:** Picture above shows the explore page (picture on the left) and picture on the right shows the example of top chef's profile.

**Profile navigation:** You can simply tap on people's profile to purchase food from them or view the recipe from people. The example is shown below.



Picture on the left opens up when user clicks on the purchase tab. User can simply tap on add to cart for delivery. If user wants to view the ingredient, users can simply tap on explore ingredients to view the ingredients. The picture in the middle shows the recipe menu of the top awarded chef. User can simply tap on the menu item to go to the picture on the right. The picture on the right shows recipe directions for the food.

**Contents from the Upload Page:**

Users can simply click on agreeing with the rules after reading the reminder terms. Then users can simply choose to sell the product or share recipes with the people. Users will have to choose the photo and sign a waiver form if the food includes any possible dangerous substance (i.e alcohol, marijuana and etc). After inserting all the important information, users can add ingredients, recipe directions, and captions for the Foody-Media post. After filling in all the captions and descriptions for the food, when selling the product, user has an option to pick a value of the food. For instance, when user has created a 8 oz pasta and wants to share it with different people, then user has an option to add \$10.00 as a price and sell the product with the price. Serving size text box must be filled in order to proceed. Directions on the food is optional but highly encouraged due to a liability of the food.

Images are provided below.

Due to the size of the image, the image is attached in the next page.



The image displays two side-by-side screenshots of a web application interface for 'Home GO Food'. Both screenshots show a user profile for 'Nicolas Pak' with a navigation menu at the top: Home, Profile, Foody-Media, Explore, HomeGo Market, and Logout. The left screenshot shows the 'Foody-Media' tab selected, featuring a 'Reminder' section, a 'Selling or Sharing Recipes' section with radio buttons for 'Selling' and 'Sharing Recipes', and a 'Upload your product!' section with fields for 'Add Ingredients', 'Add Recipe Directions', and 'Add captions for post'. The right screenshot shows the 'Home' tab selected, featuring a similar layout but with a different 'Reminder' section and a 'Selling or Sharing Recipes' section with radio buttons for 'Selling' and 'Sharing Recipes'. Both screenshots show a 'Market Value and Pricing' section with a price of '\$0.00' and a 'Serving Size' section with a value of '10.00'. The bottom of both screenshots features a 'Review and Post' section with a 'Share your product and post!' button.

## Contents from the Foody-Media:

**Navigation menu for Foody-Media:** Just like the personal profile navigation menu, there is a separate navigation menu that is designed just for the Foody-Media. The menu includes notification tab, Foody-Media main home tab, upload tab and search people tab.

**Personal Post:** Shows people's information who you follow (publicly viewable information), photo of the posted food and the post descriptions. Also includes likes and comment option.

**Profile navigation:** Similar to Explore tab, user has an option to click on people's profile and navigate to other people's profile. Once you click on other people's profile, the user has an option to purchase and view recipe from that person. Picture example is shown below.

Picture below shows Jonny's profile and from this profile, users can purchase or view recipe from Jonny's navigation menu or from each food post.

Jonny Kanagawa's Example profile

[Home](#)
[Profile](#)
[Foody-Media](#)
[Explore](#)
[HomeGo Market](#)
[Logout](#)

Welcome Micael

# Jonny Kanagawa

160 follower | 900 Chef Points  
Greater Seattle Area

Following

[Contact](#)
[Purchase](#)
[Recipe](#)
[Foody-Media Home](#)

Specialty in: Japanese Food, Udon, Salad, Teriyaki, Steak, Burgers, Bento

Jonny's Restriction: None  
Contribution and Sharing: 3 food

### News:

**Jonny Kanagawa**  
160 Followers | 900 Chef Points

Posted 2 hours ago

Following

Just cooked some Udon noodle and it is large enough to feed 4-6 people. If you want to buy please follow for delivery options. If you want to learn my recipe, follow my account and make Jonny style Mushroom Udon! [View Recipe](#)

[Purchase](#) [View Recipe](#)

33 Likes | 4 people purchased | [Liked](#)

[View Comments](#)

**Jonny Kanagawa**  
160 Followers | 900 Chef Points

Posted a week ago

Following

Curry Udon is here! Who wants it? Get it before it gets cold! [View Recipe](#)

[Purchase](#) [View Recipe](#)

30 Likes | 13 people purchased | [Sold Out](#)

[View Comments](#)

**Jonny Kanagawa**  
160 Followers | 900 Chef Points

Posted a 2 week ago

Following

Brigadeiro Bento menu! I have a lot, come get it before it runs out. Perfect for snack! [View Recipe](#)

[Purchase](#) [View Recipe](#)

188 Likes | 30 people purchased | [Sold Out](#)

[View Comments](#)

### Recent Likes:

**Juan Gomez**  
Jamon Tapas Set

Posted:  
November 30, 2019 4:56 pm

### Recent Activity:

No recent activity

See how Home Go Food has expanded internationally around the world!

Once the launch of Home Go Food in Birmingham, Indiana by a founder Micael Pab, Home Go Food has been successfully expanded to many different locations around the world. Home Go Food is now operated in 10 different countries and 200 different cities around the world. We now have over 1.5 million registered users around the world with 100,000 delivery drivers. Since the launch, our users have helped many people to discover their new talents and hobby. Furthermore, since the launch, more than 1,000 registered users were awarded for Home Go Food Golden Crown award for top chef in their area. As the year comes to an end, Home Go Food is excited for the future plans, to expand more to more different locations throughout the world.

Micael Pab  
Journalist at Home Go Food

**News:** Just like the personal profile, the news section is posted on the Foody-Media for the users to find out the latest news within the Home Go Food services.

### **Contents from the HomeGo Market:**

**Trending Section:** Users can view what is trending on the ingredients market. HomeGo Market is designed for people who are in need of supplements and ingredients for the food they want to make. For instance, if the user ran out of Udon noodles, users can simply tap on the category of the ingredient and purchase from the HomeGo Market. Trending section allows users to view items that are widely purchased or a rare item that is released in the HomeGo food market.

**Categories:** Users can explore the category of the ingredients and tools they need to purchase their items. For instance, if the user wants to buy an ingredient from the produce section, then users can click on the produce sections and view their items the user needs.





**Picture above:** Users can click on the categories, view each item in the category, click on add to cart for items the user needs to purchase and proceed to payment (Same process as above - explained above)

## Tools for this project and outline:

### **Why Webpage?**

For this project, I have decided to use webpage instead of mobile app or physical software for many reasons. First reason is that the webpage system allows users to view the recipe and cook at the same time. When using the phone for the device then the screen may be too small to look at and when trying to use phone when cooking, user may have oily hand and drop their phone. In addition, users would have a greater risk such as burning the pan when focusing on different things on the smartphone. For the safety and convenience, I have decided to create web pages instead of anything else.

### **Why Adobe XD?**

I have decided to use Adobe XD for three reasons. First reason is that Adobe XD allows to perform more tasks and add additional web pages for the necessary functionality that is needed. For example with Adobe XD, I was able to easily create additional artboard for additional functionality needed (payment, order confirmation, personal account setting and etc). Prototyping was easily accessible and easily able to navigate between different pages and functionality. The second reason is the outstanding shapes and design. Shapes were able to be created easily and they were able to be moved around at an ease. The third reason is to broad perspective in stakeholders. Originally when I was planning for the project using HTML, I was only able to focus on people in Bloomington because of Map API that I have to implement on my code (Google Maps API cost money). To make sure users around the world has access to this software, it was better to implement this website using Adobe XD prototyping tools.

### **Why This Color?**

When working on this project, it is important to see the user's perspective when user is using this website. There are many users who have a physical disability that keeps user from using the website. The main disability is a person with color blindness. The colors in the website uses a contrasting color between the text and the background so that people with the color blind can easily distinguish the difference between the text and the background color and read the content in the website. Overall, for user's better

navigation throughout different page, it is important to think in user's perspective and see if user is able to see the contents of the page.

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