

I chose the French croissant as my Wikipedia page and The Wall Street Journal as my major website. I designed wireframes for the home page, The Croissant page and The Recipes page.

Croissant : <https://en.wikipedia.org/wiki/Croissant>

The Wall Street Journal: <https://www.wsj.com/>

Once I chose the French croissant as my topic, I set my goal in designing a page about different croissant recipes. It is quite time-consuming and tedious to search for a site which contains only recipes accompanied by the French croissant since there exists various pastries. Therefore, my webpage LE CROISSANT is going to be useful to my first major group: people who bake and who love the French croissant presented as different plates and the second group: chefs and food critics who like to research.

To successfully realise those personas, I started my research from the process of developing a persona: demographics, goals, challenges, objections and watering holes.

### **Personas**

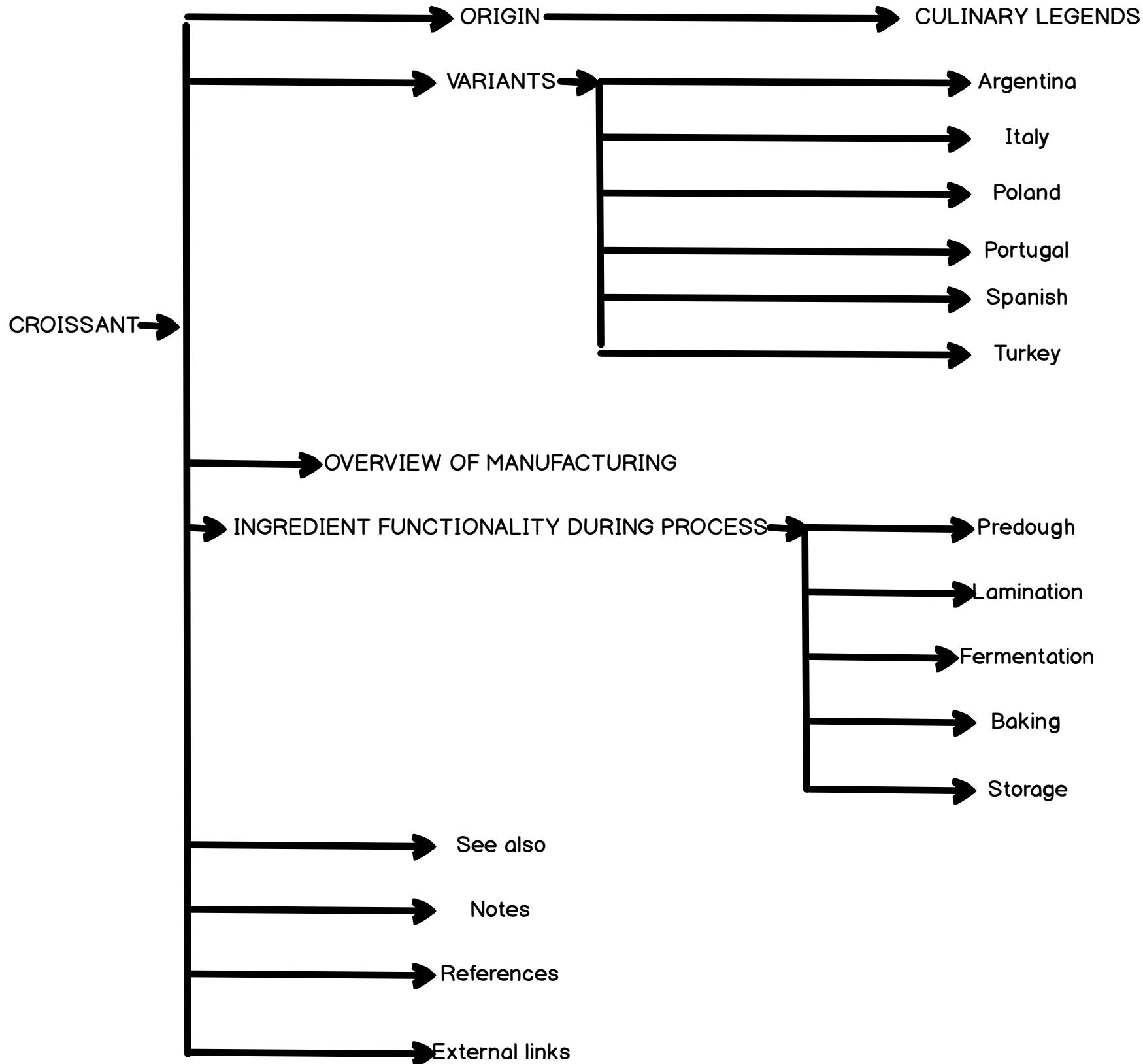
Persona 1: Michelle Lestrage is a 42-year-old housewife, happily married and with two kids in high school. She just loves inviting people over for dinner. One of her dishes that she has been most praised for is her blueberry croissant. Her guests are not the only ones to like it but her family and herself as well. She usually tries to prepare her croissants differently but unfortunately hates to Google search other croissant recipes because it is too time consuming. However, when she discovered LE CROISSANT, she can't stop exploring the page and verifying updates about recipes from the owner. She even got a place to share her ideas and view other people's recipes in the comments' section. Now, she tried all recipes found on LE CROISSANT and her guests can't stop praising her cooking skills. She even got new packed lunch ideas for her kids. She also mentions that those croissant recipes are life-savers for her during special events and people seem to be unable to get enough of them.

Persona 2: Julio Sanchez works as a food researcher at XYZ Restaurant. The restaurant has been running out on ideas as to what to introduce on their menu cards for the dessert options. Julio tried other restaurants and food outlets to come up with a great solution to fight against their other competitions. Given that food blogs are popular these days, he gave it a try and found LE CROISSANT. There he found what could be the it-dish of the week. He proposed the chefs to play around with the recipes and try changing some ingredients or cooking steps. Also, the chefs are to present the croissant in the most professional manner. Julio endorses these LE CROISSANT's ideas citing that customers can't stop praising XYZ for these different forms of the croissants. They are expecting another week of this.

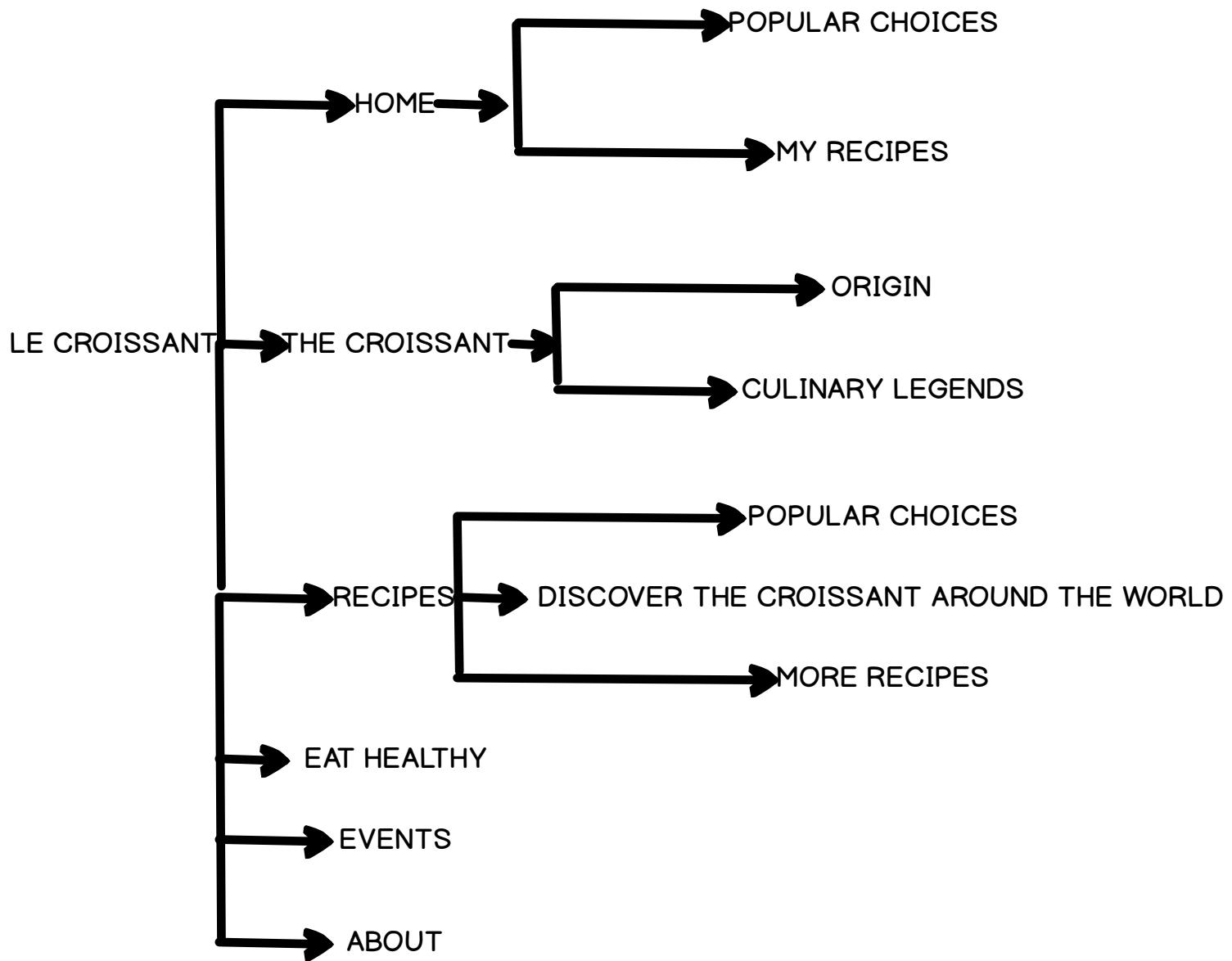
### **How personas find the wireframes**

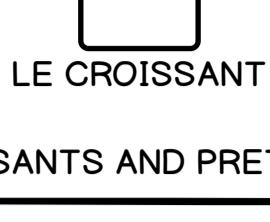
Persona 1: On the home page, there is an advertisement of different ways to prepare a croissant. Whenever she wants to have small chat or comment to make, she just logs in on the home page. Sometimes she can consult the footer to directly navigate to her preferred pages. On The Croissant page, she discovers facts that she did not know about the croissant. She may provide some information that she knows about the croissant. On the Recipes page, she discovers how

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# NEW IA





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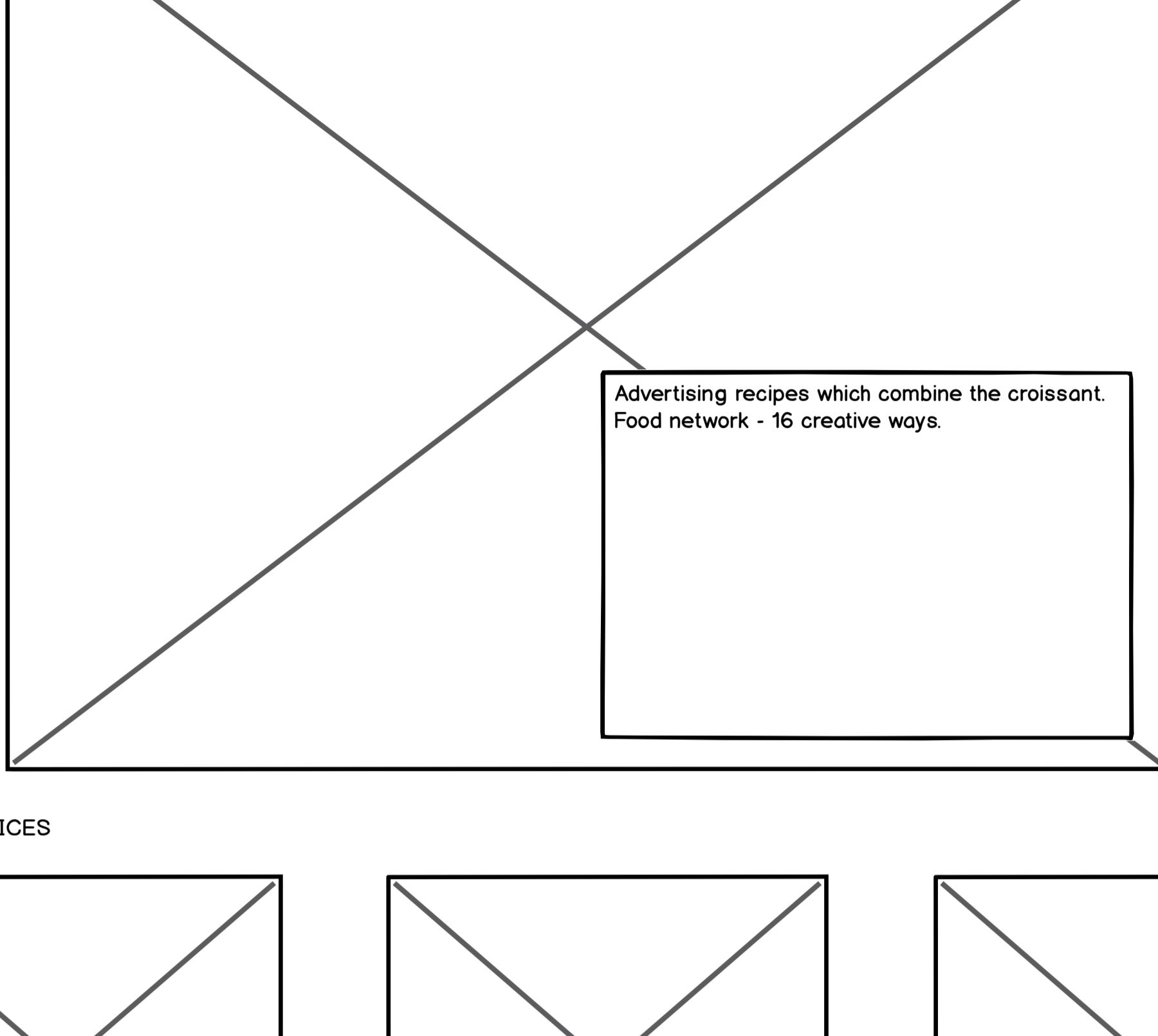
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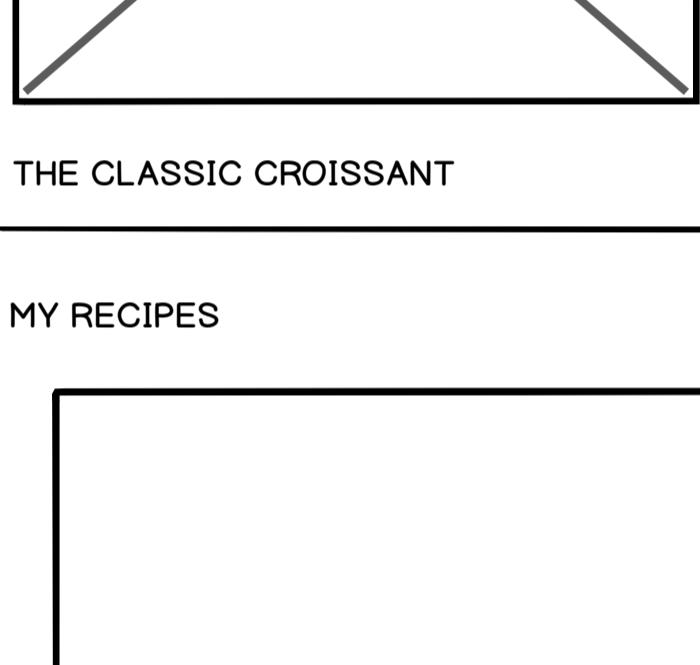


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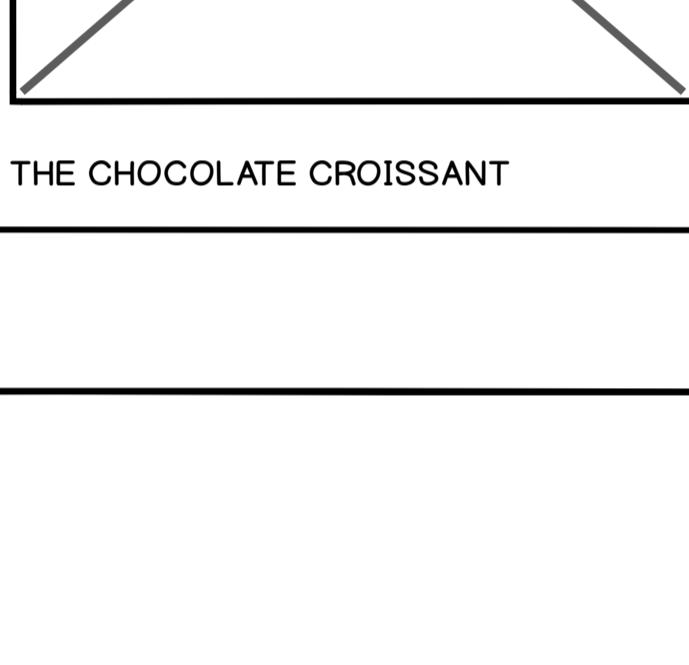


Advertising recipes which combine the croissant.  
Food network - 16 creative ways.

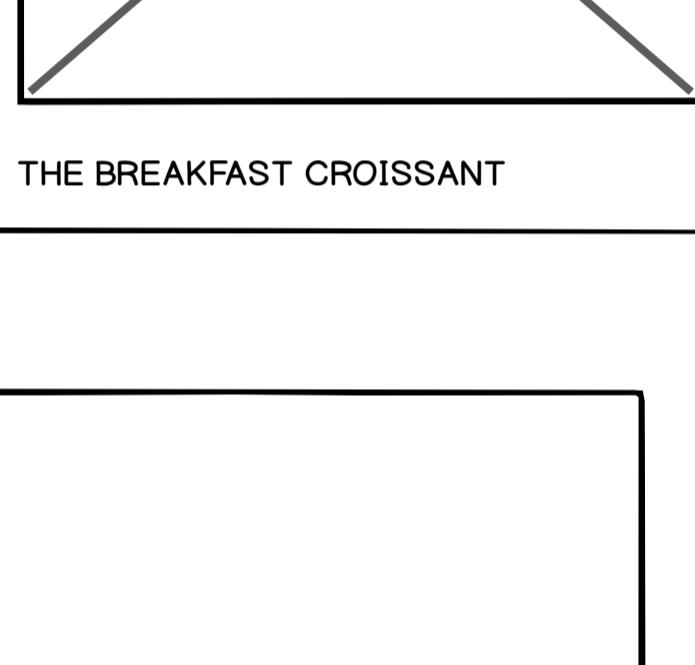
## POPULAR CHOICES



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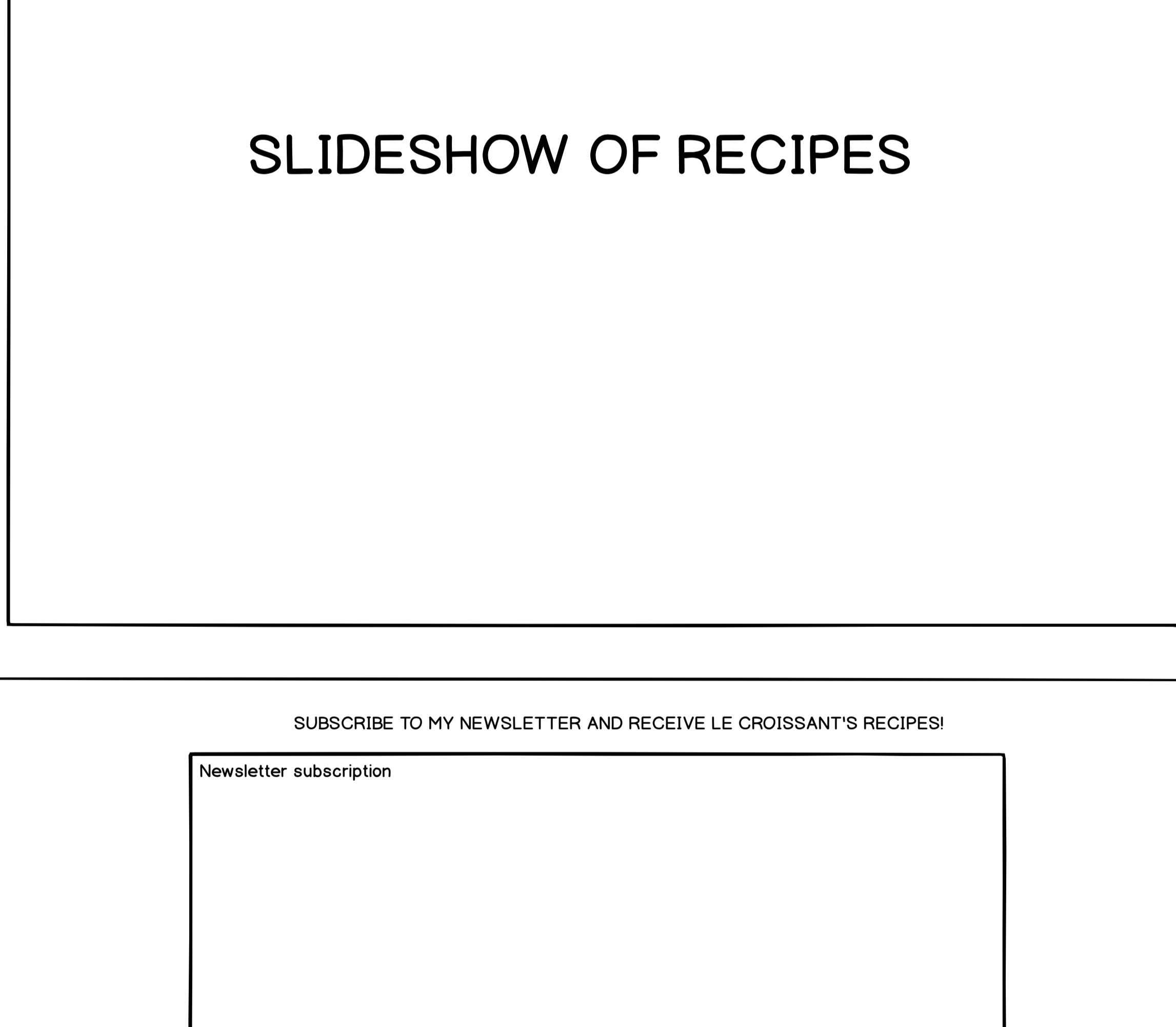


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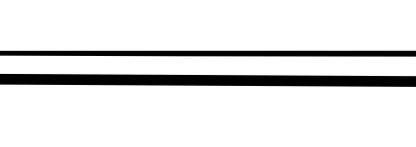
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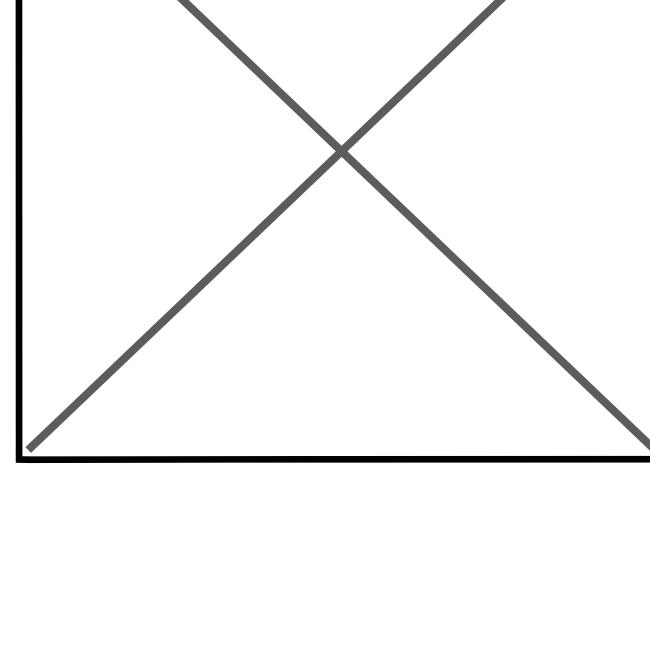
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ORIGIN

A croissant is a buttery, flaky, viennoiserie pastry named for its historical crescent shape. Croissants and other viennoiseries are made of a layered yeast-leavened dough. The dough is layered with butter, rolled and folded several times in succession, then rolled into a sheet, in a technique called laminating. The process results in a layered, flaky texture, similar to a puff pastry.

Crescent-shaped breads have been made since the Renaissance, and crescent-shaped cakes possibly since antiquity. Croissants have long been a staple of Austrian and French bakeries and pâtisseries. In the late 1970s, the development of factory-made, frozen, pre-formed but unbaked dough made them into a fast food which can be freshly baked by unskilled labor. The croissanterie was explicitly a French response to American-style fast food, and as of 2008 30–40% of the croissants sold in French bakeries and patisseries were baked from frozen dough.

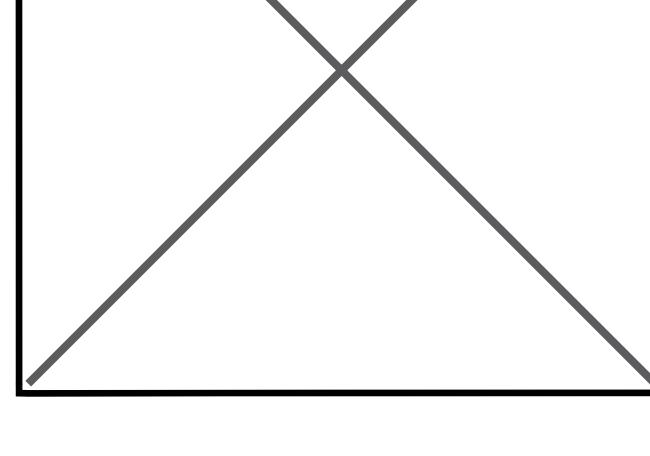
Croissants are a common part of a continental breakfast in France. They are now more often found in straight than curved shape.



The kipferl, the ancestor of the croissant, has been documented in Austria going back at least as far as the 13th century, in various shapes. The Kipferl can be made plain or with nuts or other fillings (some consider the rugelach a form of Kipferl). The origin of the kipferl itself is unknown, although it may have been based off the "feteer halali", a flaky crescent-shaped Egyptian pastry that is a version of the feteer meshaltet pastry known to the Egyptians since ancient times.

The birth of the croissant itself—that is, its adaptation from the plainer form of Kipferl, before the invention of viennoiseries—can be dated to at least 1839 (some say 1838) when an Austrian artillery officer, August Zang, founded a Viennese bakery ("Boulangerie Viennoise") at 92, rue de Richelieu in Paris. This bakery, which served Viennese specialties including the Kipferl and the Vienna loaf, quickly became popular and inspired French imitators (and the concept, if not the term, of viennoiserie, a 20th-century term for supposedly Vienna-style pastries). The French version of the Kipferl was named for its crescent (croissant) shape and has become an identifiable shape across the world.

Alan Davidson, editor of the Oxford Companion to Food, found no printed recipe for the present-day croissant in any French recipe book before the early 20th century; the earliest French reference to a croissant he found was among the "fantasy or luxury breads" in Payen's Des substances alimentaires, 1853. However, early recipes for non-laminated croissants can be found in the 19th century and at least one reference to croissants as an established French bread appeared as early as 1850.

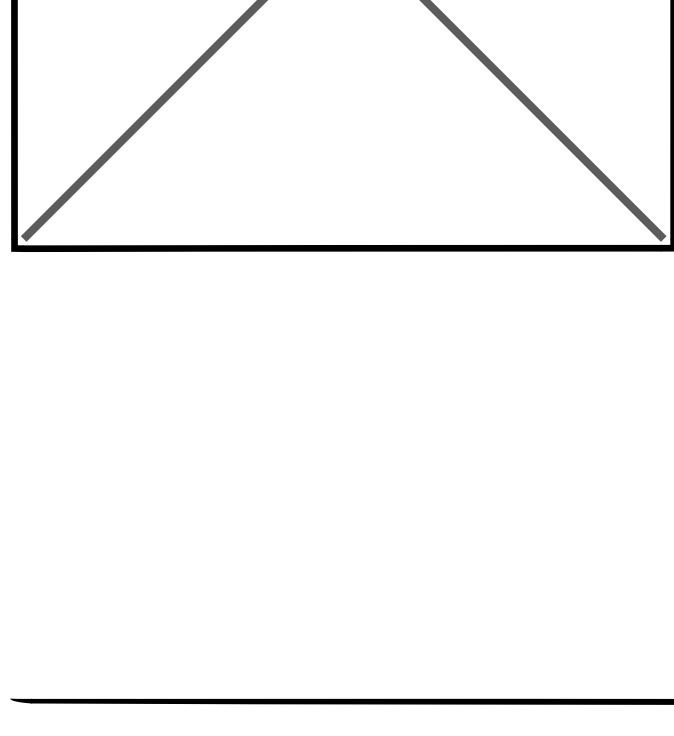


Zang himself returned to Austria in 1848 to become a press magnate, but the bakery remained popular for some time afterwards, and was mentioned in several works of the time: "This same M. Zang founded around 1830, in Paris, the famous Boulangerie viennoise". Several sources praise this bakery's products: "Paris is of exquisite delicacy; and, in particular, the succulent products of the Boulangerie Viennoise"; "which seemed to us as fine as if it came from the Viennese bakery on the rue de Richelieu".

By 1869, the croissant was well established enough to be mentioned as a breakfast staple, and in 1872, Charles Dickens wrote (in his periodical All the Year Round) of "the workman's pain de ménage and the soldier's pain de munition, to the dainty croissant on the boudoir table".

The puff pastry technique which now characterizes the croissant was already mentioned in the late 17th century, when La Varenne's Le Cuisinier françois gave a recipe for it in the 1680 and possibly earlier editions. It was typically used not on its own but for shells holding other ingredients (as in a vol-au-vent). It does not appear to be mentioned in relation to the croissant until the 20th century.

## CULINARY LEGENDS



Stories of how the Kipferl — and so, ultimately, the croissant — was created are widespread and persistent culinary legends, going back to the 19th century. However, there are no contemporary sources for any of these stories, and an aristocratic writer, writing in 1799, does not mention the Kipferl in a long and extensive list of breakfast foods.

The legends include tales that it was invented in Europe to celebrate the defeat of the Umayyad forces by the Franks at the Battle of Tours in 732, with the shape representing the Islamic crescent; that it was invented in Buda; or, according to other sources, in Vienna in 1683 to celebrate the defeat of the Ottomans by Christian forces in the siege of the city, as a reference to the crescents on the Ottoman flags, when bakers staying up all night heard the tunneling operation and gave the alarm.

The above-mentioned Alan Davidson proposed that the Islamic origin story originated with 20th-century writer Alfred Gottschalk, who gave two versions, one in the Larousse Gastronomique and the other in his History of Food and Gastronomy:

According to one of a group of similar legends, which vary only in detail, a baker of the 17th century, working through the night at a time when his city (either Vienna in 1683 or Budapest in 1686) was under siege by the Turks, heard faint underground rumbling sounds which, on investigation, proved to be caused by a Turkish attempt to invade the city by tunneling under the walls. The tunnel was blown up. The baker asked no reward other than the exclusive right to bake crescent-shaped pastries commemorating the incident, the crescent being the symbol of Islam. He was duly rewarded in this way, and the croissant was born. The story seems to owe its origin, or at least its wide diffusion, to Alfred Gottschalk, who wrote about the croissant for the first edition 1938 of the Larousse Gastronomique and there gave the legend in the Turkish attack on Budapest in 1686 version; but on the history of food, opted for the 'siege of Vienna in 1683' version.

— Alan Davidson, Oxford Companion to Food  
 This has led to croissants being banned by some Islamic fundamentalists.

However, many in the Arab world hold to an alternate Muslim origin for the croissant. In this account, the croissant is thought to originate from the feteer meshaltet, a flaky, layered pastry known to the Egyptians since the Eighteenth Dynasty (c.1292 BCE or earlier). During the Mamluk period (1250–1517 CE), a crescent-shaped variant of feteer meshaltet called "feteer halali" (crescent feteer) emerged and spread to Europe and France, where it became known as the croissant.

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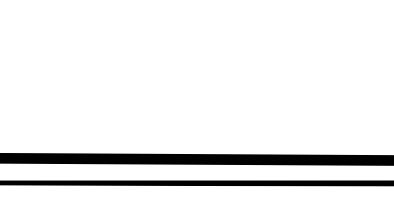
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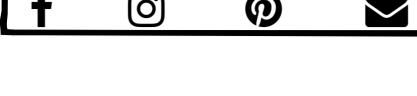
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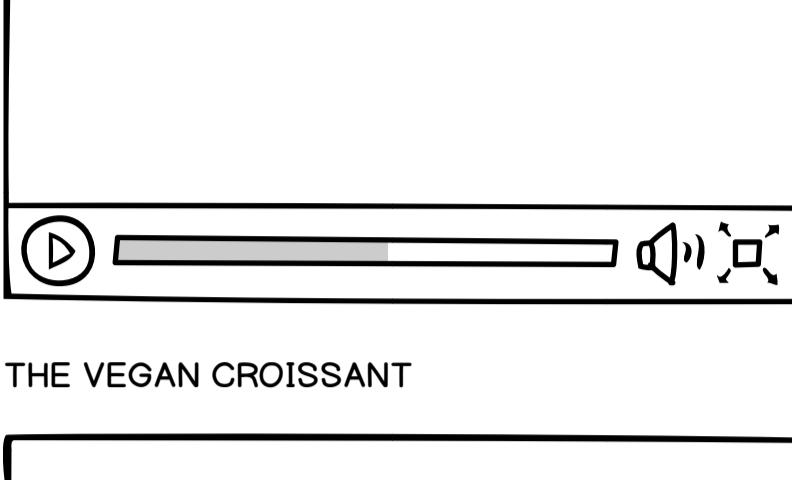
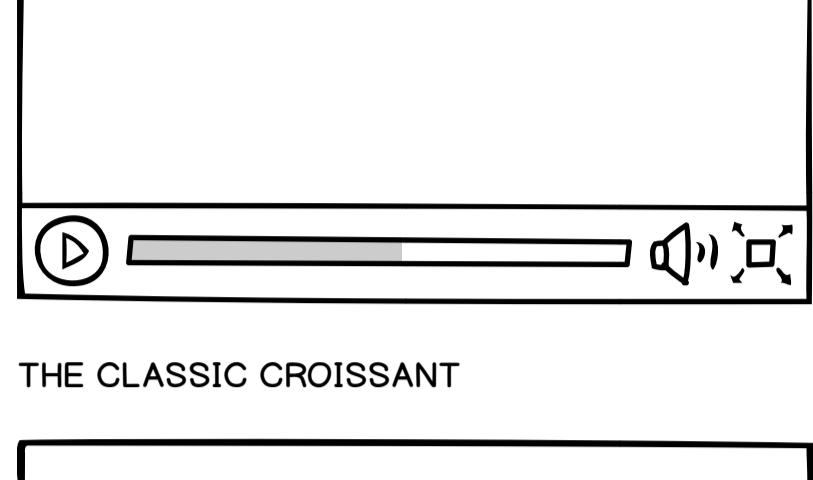
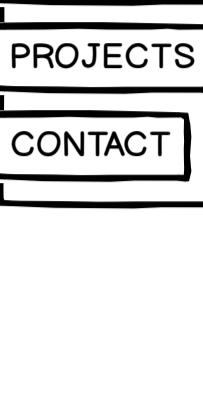
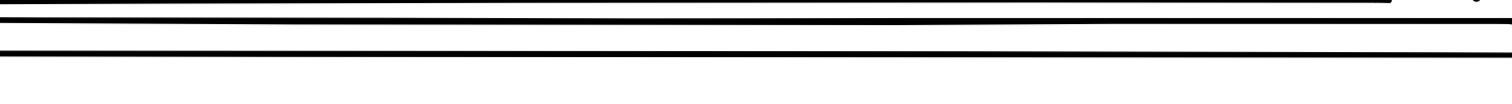


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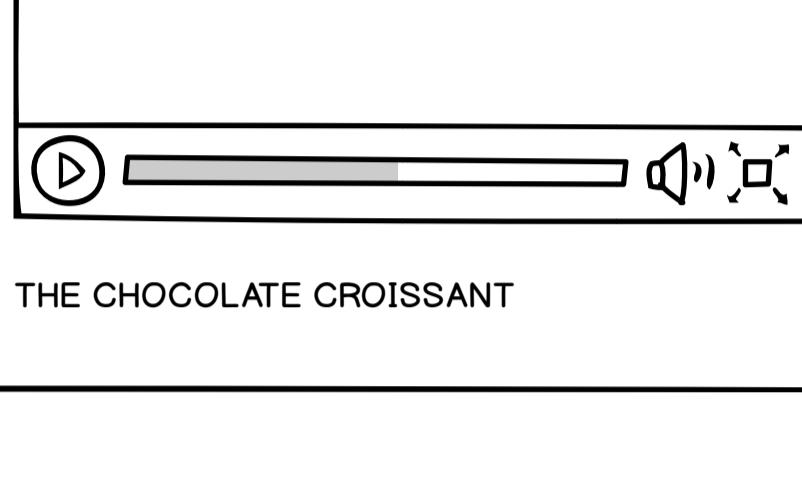
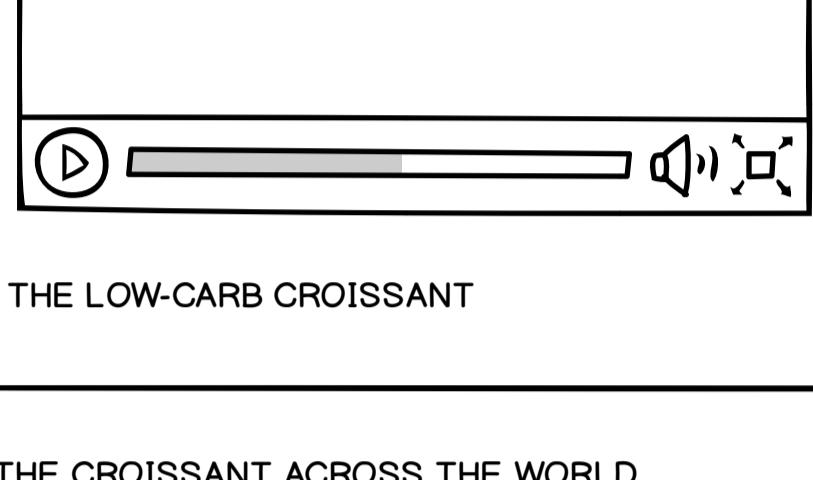
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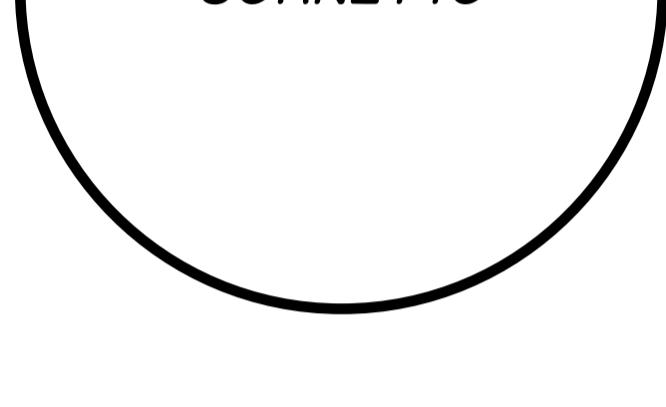
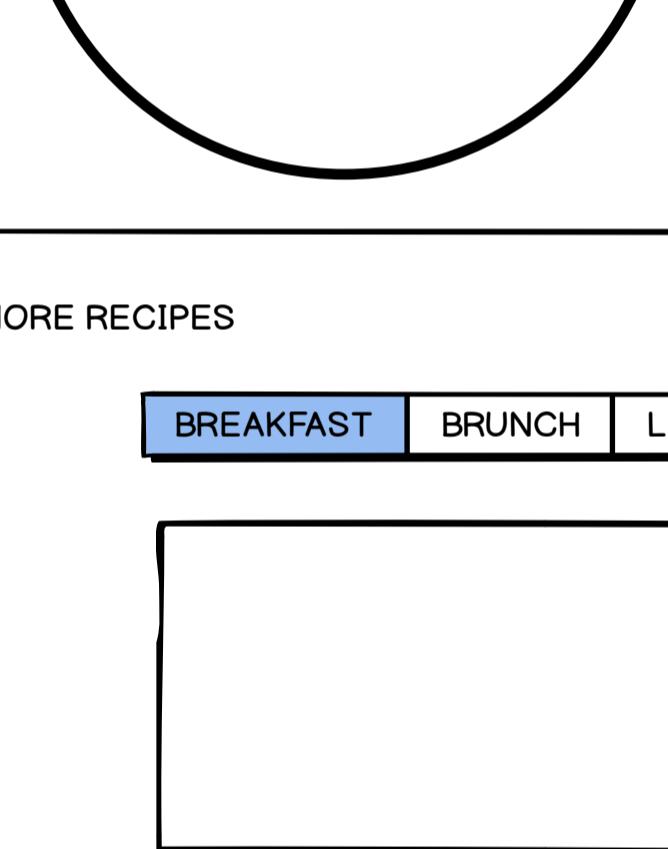
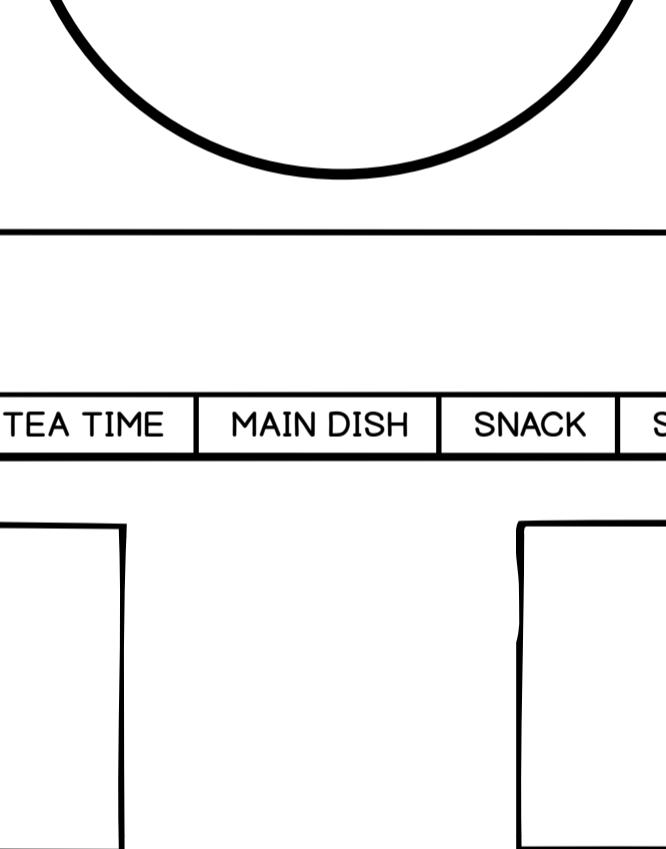
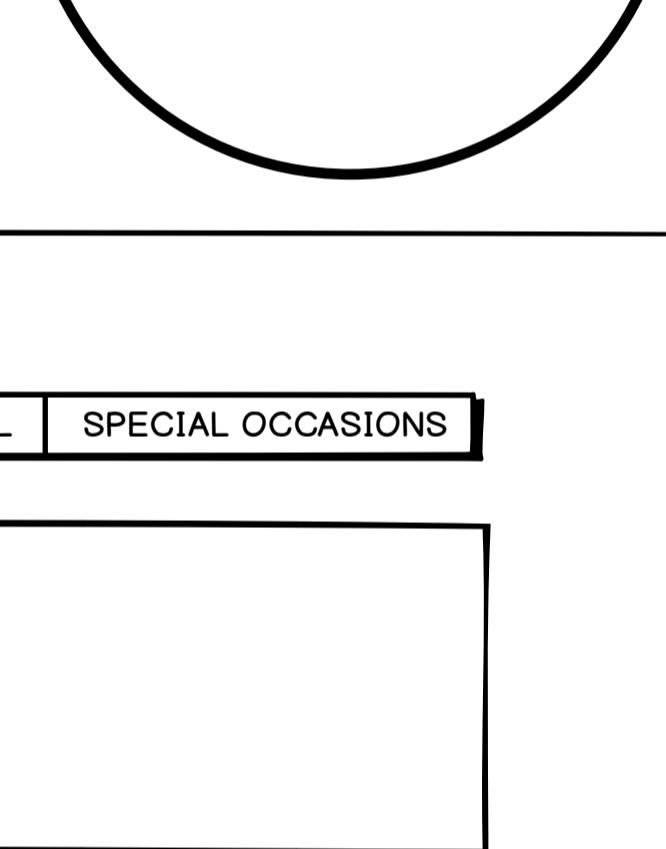
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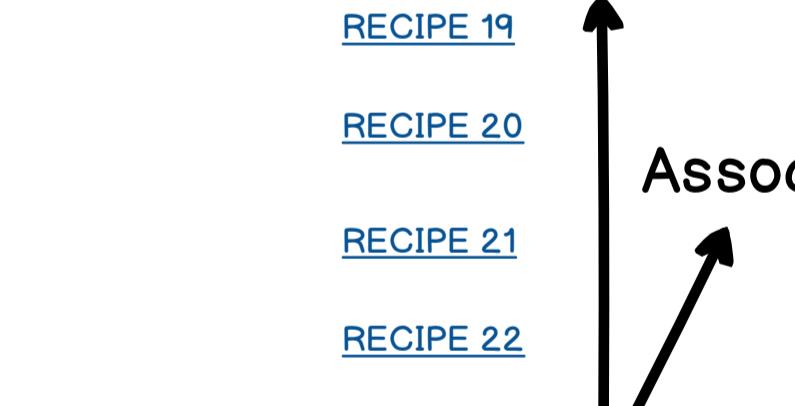
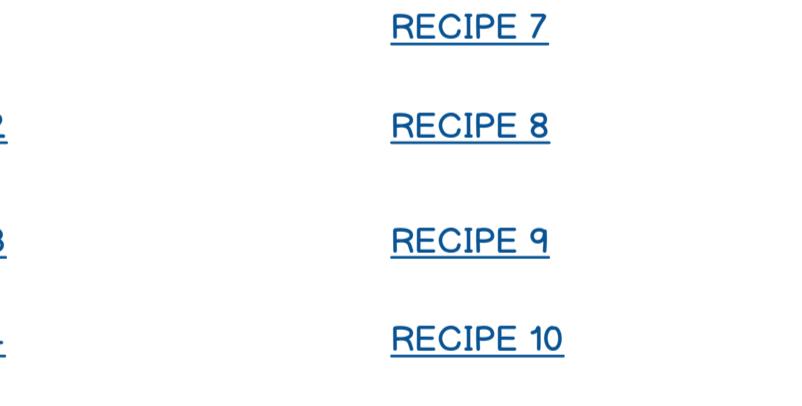
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RECIPE 14

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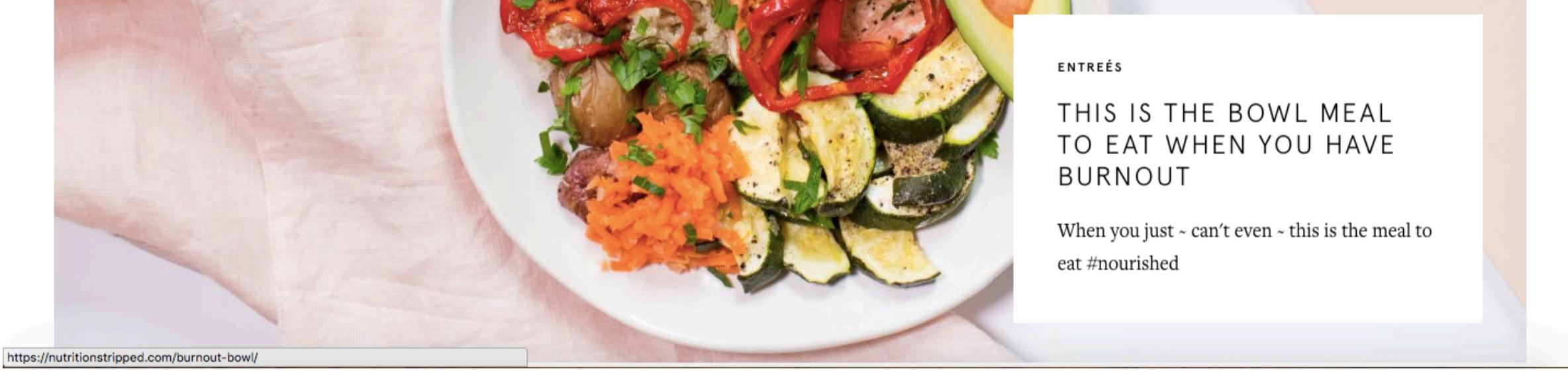
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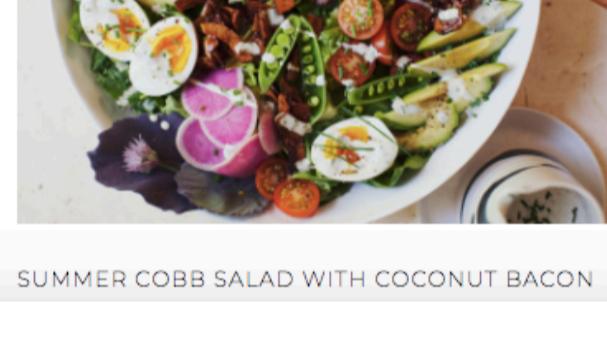
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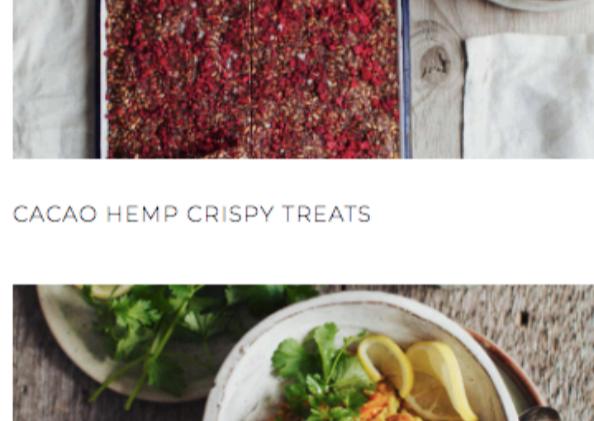
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kitchen, and my deep love for whole foods. The recipes and ideas you'll find here revolve around my plant-based way of eating, and I hope that through the simple and delicious dishes I create, you too will discover a whole new world of flavour and nourishment.

Xo, Sarah B

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some countries prepare their croissants and explore all recipes on the recipes page. The recipes are classified according to specific meals and/or events.

Persona 2: Judging from the home page, he understands what the demand on the market is right now and what is eye-catching to people. He finds on the Recipes page what customers are more likely to eat the croissant according to specific meals and/or events. Also, he may also introduce cultures through the croissant in the restaurant when he reads the section about croissants in other countries.

The feedback that they provide in the personas based LE CROISSANT is what they feel about the website.

### **My new IA**

I think that the new IA is simpler now because the user can easily navigate to the desired webpage. I did not consider putting a structural navigation where tabs reveal sub-tabs because the croissant is not that broad of a subject to explore. So, a simple navigation would do. I made sure to keep the original information and add some information related to nowadays' interests like dieting.

### **Principles of usability**

LE CROISSANT meets the principles of usability: it is useful as it focuses solely on a single topic; it is consistent since it provides information related only to the croissant; it is simple to understand; the communication is clear; the page is designed in such a way that users will less likely be prone to making errors; the webpage is efficient; the workload capacity of the webpage is minimal; and the webpage is easy to navigate.

### **Major Website**

I took some ideas from the Wall Street Journal such as the title, some utility links and the footer. I also used the idea of presenting the information in a blog-like form. But to make the webpages look like a food blog, I used some ideas from the blog My New Roots (Britton, 2007) and came up with some of my own.

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## Images' links references

Almond croissant:

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Argentina flag :

[https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjKgdioi4reAhWETd8KHQxDuMQjRx6BAgBEAQ&url=http%3A%2F%2Fwww.mercosur.int%2Finnovaportal%2Ffile%2F8632%2F1%2Fres\\_033-2014\\_pt\\_patente-mercisos--anexo.pdf&psig=AOvVaw11ZM398PQPWHiPSIS-9WN1&ust=1539749310885634](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjKgdioi4reAhWETd8KHQxDuMQjRx6BAgBEAQ&url=http%3A%2F%2Fwww.mercosur.int%2Finnovaportal%2Ffile%2F8632%2F1%2Fres_033-2014_pt_patente-mercisos--anexo.pdf&psig=AOvVaw11ZM398PQPWHiPSIS-9WN1&ust=1539749310885634)

Blueberry croissant:

[https://www.google.com/imgres?imgurl=https%3A%2F%2Fpinimg.com%2Foriginals%2Fcc%2Fa6%2F8f%2Fccca68f22ee6c4cd3a1428ef2a17f2497.jpg&imgrefurl=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F88875792621991516%2F&docid=Tqo2Dzuh4IWgUM&tbnid=\\_G99M-WNQKIlcM%3A&vet=10ahUKEwizj9COjIreAhUIMawKHQAgBjkQMwgnKAAwAA..i&w=196&h=1200&hl=fr-CA&bih=747&biw=1440&q=blueberry%20croissant%20breakfast%20bake&ved=0ahUKEwizj9COjIreAhUIMawKHQAgBjkQMwgnKAAwAA&iact=mrc&uact=8](https://www.google.com/imgres?imgurl=https%3A%2F%2Fpinimg.com%2Foriginals%2Fcc%2Fa6%2F8f%2Fccca68f22ee6c4cd3a1428ef2a17f2497.jpg&imgrefurl=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F88875792621991516%2F&docid=Tqo2Dzuh4IWgUM&tbnid=_G99M-WNQKIlcM%3A&vet=10ahUKEwizj9COjIreAhUIMawKHQAgBjkQMwgnKAAwAA..i&w=196&h=1200&hl=fr-CA&bih=747&biw=1440&q=blueberry%20croissant%20breakfast%20bake&ved=0ahUKEwizj9COjIreAhUIMawKHQAgBjkQMwgnKAAwAA&iact=mrc&uact=8)

Breakfast croissant :

[https://www.google.com/imgres?imgurl=https%3A%2F%2Fscontent-atl3-1.cdninstagram.com%2Fvp%2F8189e5e1f65c2aae871d818f9e453ede%2F5C26D155%2Ft51.2885-15%2Fe35%2F38909096\\_297446747710460\\_2234173100398739456\\_n.jpg&imgrefurl=http%3A%2F%2Fwww.twgram.me%2Ftag%2Fdelishbreakfast%2F&docid=rtpnrvrXe1YI5M&tbnid=9oFjjuOdTUA60M%3A&vet=10ahUKEwii7qeYjIreAhUREqwKHZIRBNMQMwgnKAAwAA..i&w=720&h=720&itg=1&hl=fr-CA&bih=747&biw=1440&q=Croissant&ved=0ahUKEwii7qeYjIreAhUREqwKHZIRBNMQMwgnKAAwAA&iact=mrc&uact=8](https://www.google.com/imgres?imgurl=https%3A%2F%2Fscontent-atl3-1.cdninstagram.com%2Fvp%2F8189e5e1f65c2aae871d818f9e453ede%2F5C26D155%2Ft51.2885-15%2Fe35%2F38909096_297446747710460_2234173100398739456_n.jpg&imgrefurl=http%3A%2F%2Fwww.twgram.me%2Ftag%2Fdelishbreakfast%2F&docid=rtpnrvrXe1YI5M&tbnid=9oFjjuOdTUA60M%3A&vet=10ahUKEwii7qeYjIreAhUREqwKHZIRBNMQMwgnKAAwAA..i&w=720&h=720&itg=1&hl=fr-CA&bih=747&biw=1440&q=Croissant&ved=0ahUKEwii7qeYjIreAhUREqwKHZIRBNMQMwgnKAAwAA&iact=mrc&uact=8)

Cheese croissant :

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Chicken croissant:

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Chocolate croissant:

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Raspberry croissant :

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Woman picture :

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Videos' links references

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Breakfast Recipe:

[https://www.youtube.com/watch?v=YcKA1\\_x9CnE](https://www.youtube.com/watch?v=YcKA1_x9CnE)

Chocolate Croissant:

<https://www.youtube.com/watch?v=xpmoYGmNbBk>

Classic French Croissant:

<https://www.youtube.com/watch?v=Tm7Hxb8sNtw>

French Croissants Vegan:

<https://www.youtube.com/watch?v=jETwz6X4Y3M>

Keto Healthy Croissants :

<https://www.youtube.com/watch?v=jthkXBKI-Yc>