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 Lestrange 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 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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Croissant. (n.d.). In *Wikipedia*. Retrieved from https://en.wikipedia.org/wiki/Croissant

Hill, McKel. *Nutrition Stripped*. Nutrition Stripped LLC, 2013, nutritionstripped.com/about/. Accessed 15 Oct 2018.

Nielsen, J. (1994). “[Heuristic evaluation](https://www.usabilitybok.org/glossary/19#term393).” [Usability](https://www.usabilitybok.org/glossary/19#term432) inspection methods. Nielsen, J., and Mack, R.L. (Eds.). John Wiley & Sons.

Schneiderman, B. (1998). Designing the user [interface](https://www.usabilitybok.org/glossary/19#term402). Third edition. Addison-Wesley. (First edition published 1987).

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<https://www.wsj.com/>

Witt, Jessica (27 Jan 2016). 16 Creative Ways to Use Croissant. Food Network. Retrieved from <https://www.foodnetwork.ca/everyday-cooking/photos/creative-recipes-with-croissants/#!pesto-goat-cheese-croissants>

Images’ links references

Almond croissant: <https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwie8MmEi4reAhWpmeAKHZAhAKwQjRx6BAgBEAU&url=https%3A%2F%2Fwww.rocketkitchen.co.nz%2FMa%2BCherie.html&psig=AOvVaw2Q2hNMHYlz9A2RNCTa0LSs&ust=1539749236872338>

Argentina flag :

<https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjKgdioi4reAhWETd8KHQxXDuMQjRx6BAgBEAQ&url=http%3A%2F%2Fwww.mercosur.int%2Finnovaportal%2Ffile%2F8632%2F1%2Fres_033-2014_pt_patente-mercosul---anexo.pdf&psig=AOvVaw11ZM398PQPWHiPSlS-9WN1&ust=1539749310885634>

Blueberry croissant:

https://www.google.com/imgres?imgurl=https%3A%2F%2Fi.pinimg.com%2Foriginals%2Fcc%2Fa6%2F8f%2Fcca68f22ee6c4cd3a1428ef2a17f2497.jpg&imgrefurl=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F88875792621991516%2F&docid=Tqo2Dzuh4lWgUM&tbnid=\_G99M-WNQKIlcM%3A&vet=10ahUKEwizj9COjIreAhUIMawKHQAgBjkQMwgnKAAwAA..i&w=1196&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=rtpnvrvXe1YI5M&tbnid=9oFjjuOdTUA60M%3A&vet=10ahUKEwii7qeYjIreAhUREqwKHZlRBNMQMwgnKAAwAA..i&w=720&h=720&itg=1&hl=fr-CA&bih=747&biw=1440&q=Croissant&ved=0ahUKEwii7qeYjIreAhUREqwKHZlRBNMQMwgnKAAwAA&iact=mrc&uact=8

Cheese croissant :

https://www.google.com/imgres?imgurl=http%3A%2F%2Fafamilycdn.com%2F2018%2F3%2F15%2Fphoto-9-1521098818400802432542.jpeg&imgrefurl=http%3A%2F%2Fariake.us%2Fcombo-3-khoa-hoc-banh-kem-bo-dep-nhu-mo.html&docid=DIfvrnaun5ELFM&tbnid=0ANJrjS5ffvR7M%3A&vet=10ahUKEwjJ6OuljIreAhUMVK0KHZkMBUoQMwgnKAAwAA..i&w=2000&h=1333&itg=1&hl=fr-CA&bih=747&biw=1440&q=cheese%20and%20ham%20crossaint&ved=0ahUKEwjJ6OuljIreAhUMVK0KHZkMBUoQMwgnKAAwAA&iact=mrc&uact=8

Chicken croissant:

https://www.google.com/imgres?imgurl=https%3A%2F%2Fcmt.azureedge.net%2Fmedia%2Forig\_best-chicken-salad-20180519225019737741dd9hq.jpg&imgrefurl=https%3A%2F%2Fwww.copymethat.com%2Fr%2Fj3zLJAi%2Fbest-chicken-salad%2F&docid=b717ayYBF-UkMM&tbnid=D2iQqWCI9fELuM%3A&vet=10ahUKEwjptOaujIreAhUDeawKHcTHAdMQMwgnKAAwAA..i&w=2000&h=1738&itg=1&hl=fr-CA&bih=747&biw=1440&q=chicken%20salad%20croissant%20sandwich&ved=0ahUKEwjptOaujIreAhUDeawKHcTHAdMQMwgnKAAwAA&iact=mrc&uact=8

Chocolate croissant:

<https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwj5t47CjIreAhXwdN8KHU8bDj8QjRx6BAgBEAU&url=http%3A%2F%2Fwww.lantmannen-unibake.com%2FSchulstad-Bakery-Solutions%2FProducts%2FPastry%2FCroissant-Filled%2Fchocolate-croissant%2F&psig=AOvVaw2aBZM5kA4wzYZNX0D3WG9Z&ust=1539749635168223>

Classic croissant:

<https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjw2dvOjIreAhXHmuAKHUzkCqMQjRx6BAgBEAU&url=https%3A%2F%2Fwww.pinterest.co.uk%2Fpin%2F113153009363028534%2F&psig=AOvVaw3DmTRdhjVIpkJT04IGrbft&ust=1539749661615484>

Custard croissant:

<https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjk9NvWjIreAhWkUt8KHXuwDpoQjRx6BAgBEAU&url=https%3A%2F%2Fwww.probios.it%2Fvegan-croissant-alla-crema-pasticciera%2F&psig=AOvVaw3olYCb1t_jaiyPJKqIa_bR&ust=1539749677763874>

Portugal flag :

https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiI1KHljIreAhXtnuAKHYeMCXcQjRx6BAgBEAU&url=https%3A%2F%2Fmvcenter.ru%2Fall-countries%2F&psig=AOvVaw29WlFr9NhYl6CUccNhZIZe&ust=1539749708664403

Raspberry croissant :

<https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjlmIzxjIreAhWCmuAKHYGWBskQjRx6BAgBEAU&url=https%3A%2F%2Fbackyardgalahcam.com.au%2Fviewtopic.php%3Ft%3D926%26start%3D1250&psig=AOvVaw0fpZwN-BNLyXg_xgk_ySpT&ust=1539749733453189>

Spain flag :

https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiAp4X5jIreAhVsUd8KHSPsAAkQjRx6BAgBEAU&url=https%3A%2F%2Fwww.savvy.is%2Flanguage&psig=AOvVaw0akM65RfKgIa9rIr\_5J5hG&ust=1539749750112428

Turkey flag :

https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjhit2AjYreAhWmnOAKHYTBBdoQjRx6BAgBEAU&url=https%3A%2F%2Fwww.businessfinland.fi%2Ftoimipisteet%2Feurooppa%2Fturkki%2F&psig=AOvVaw1k6BHeEP1-FTe8ZwiL8ye\_&ust=1539749766332192

Woman picture :

<https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiMq5iRjYreAhWJVN8KHWIpCVwQjRx6BAgBEAU&url=http%3A%2F%2Fihthotel.com%2Ftag%2Fblue-link-tpa-phone-number&psig=AOvVaw3JrAhBwxRH_M74gn4CACmD&ust=1539749801322006>

Videos’ links references

Almond Croissant:

https://www.youtube.com/watch?v=0YVopYnTRRE

Breakfast Recipe:

https://www.youtube.com/watch?v=YcKAl\_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=jthkXBKl-Yc