

Sara Novia

Mark Anderson

MDST*3350

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Overview/Philosophy

Design Philosophy

I am designing a website for a site called “Sara’s Eats”, an all vegan and mostly gluten free recipe guide. I want to design the website to have a clean look and use calming colours. The clean look is essential because the website is dealing with food and no one will want to use recipes from a website that looks dirty. This means I will stay away from colours such as shades of browns and dark yellows and greens. I want to use calming colours because cooking and baking can be a stressful activity if you are new to it. I want to use a colour scheme that will be easy to look at and provide the user with good vibes.

Branding

To brand my website, I plan to create a great logo. Then I plan to make a branding message, decide what I want my website to convey. I will then develop a tagline that will stick in people’s heads and make them revisit Sara’s Eats. I will also have to integrate my brand in order to draw attention to it and I plan to do this by getting other prominent online vegans to create a video making a recipe from my site or just to get a mention from them. It is important for Sara’s Eats to stay true to the brand that we’ve created. We can’t start loading recipes that include meat, dairy, or eggs because we’ve set up a vegan brand. Lastly and most importantly, we need to be consistent.

Target Audience

Cooking is a pretty universal activity. I want my target audience to be anyone looking to make a change or anyone looking for new and exciting ideas to stray away from the same vegan cooking they’ve been making. That being said, I want everyone who comes visit the site to feel confident enough to use it. With this in mind I will make the website very user friendly and easy to use.

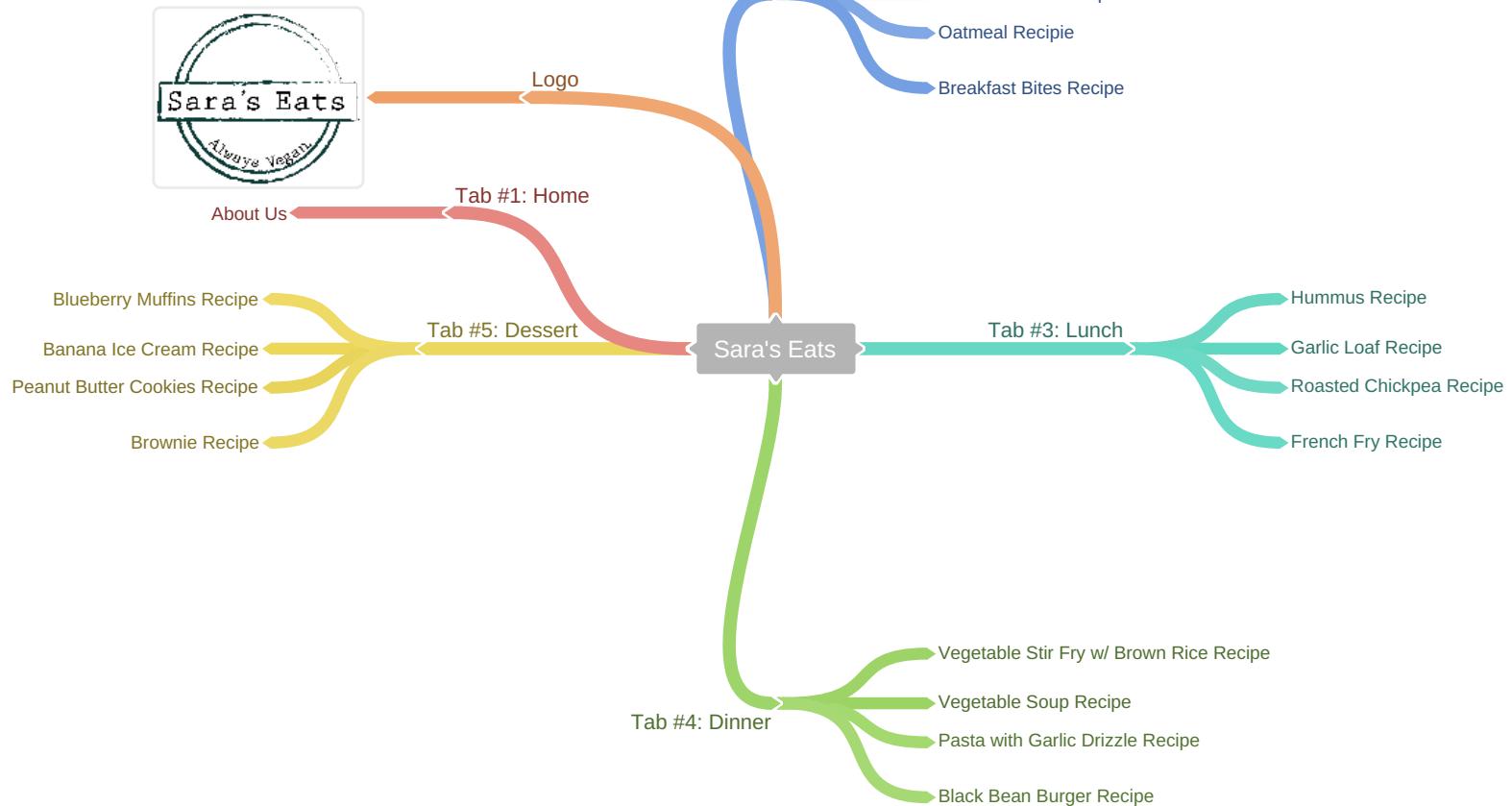
User Experience

As I mentioned before I want to make the website as user friendly as possible because people of all ages cook. I plan to do this by laying everything out for you, no hidden menus, no small buttons that lead you to the recipes, just simple, to the point menus. This way everyone will feel confident enough to use the website and use it successfully.

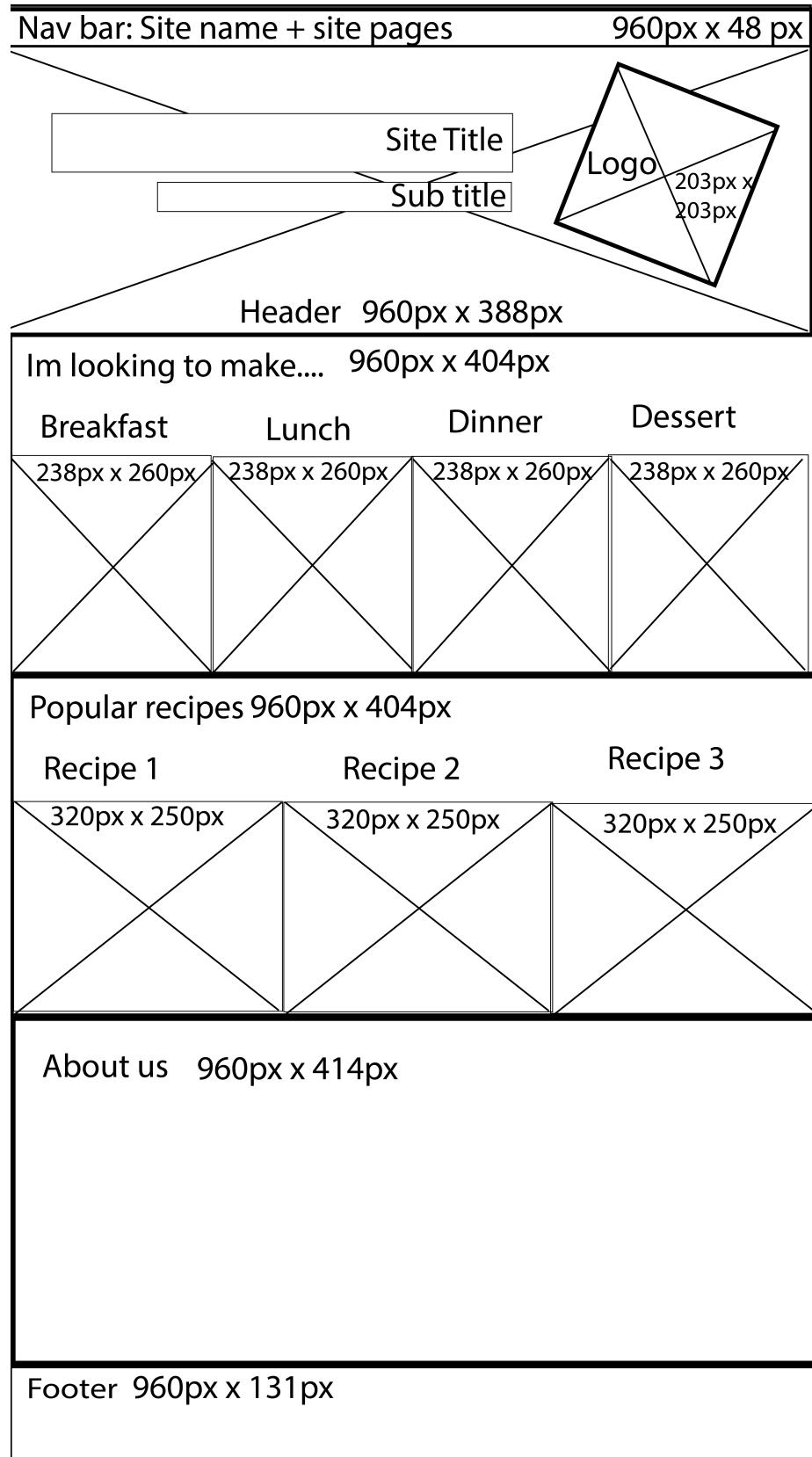
Mind Map

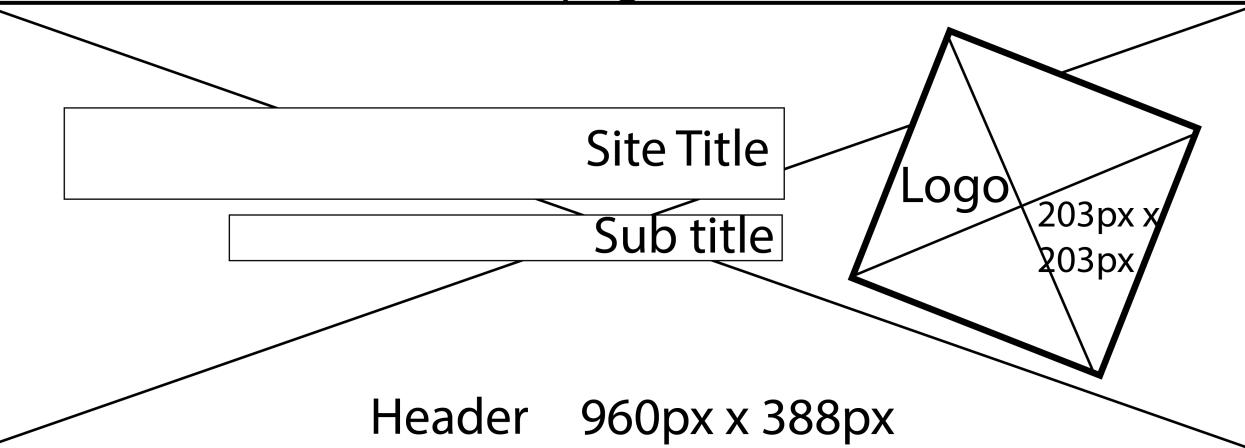
coggle

made for free at coggle.it

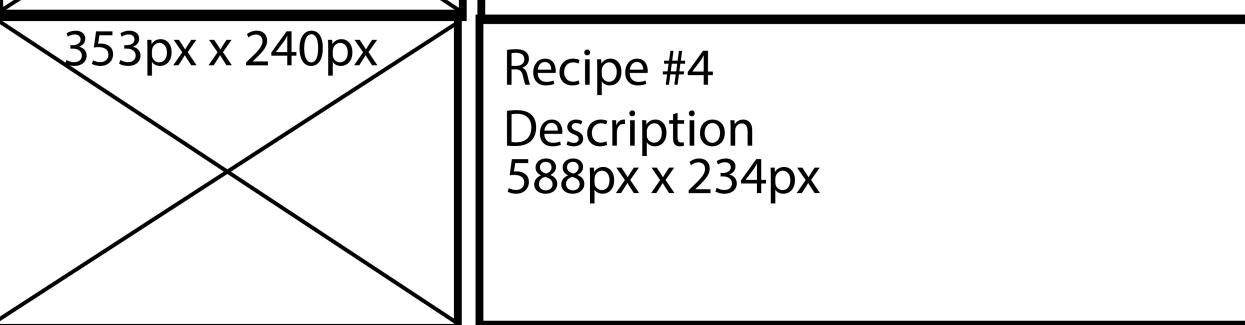
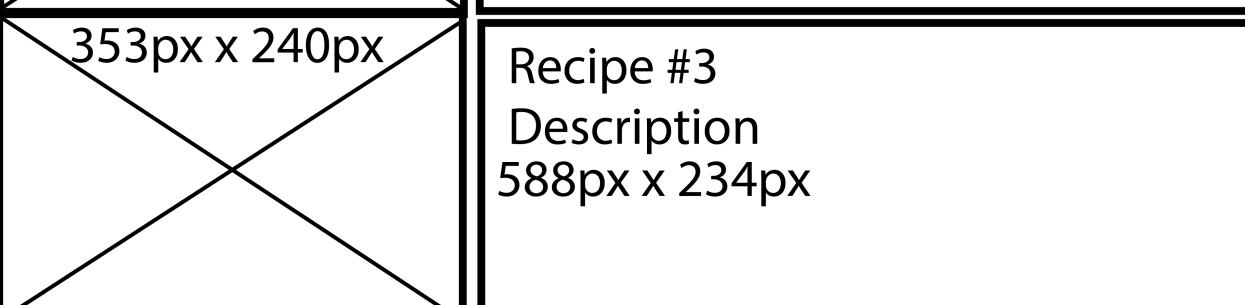
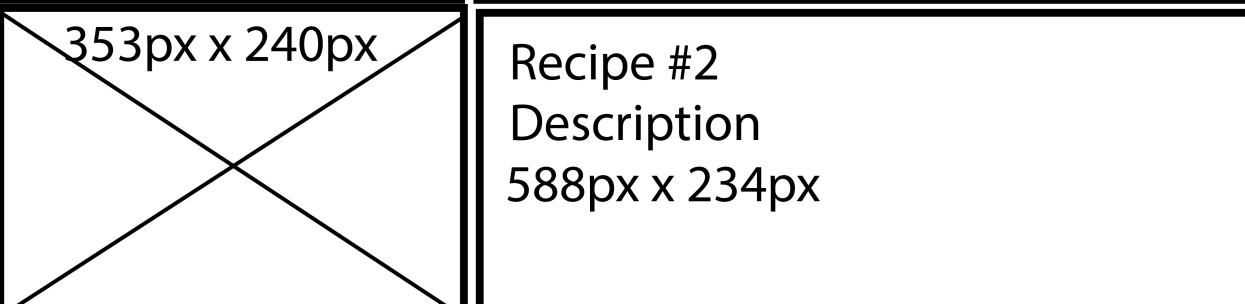
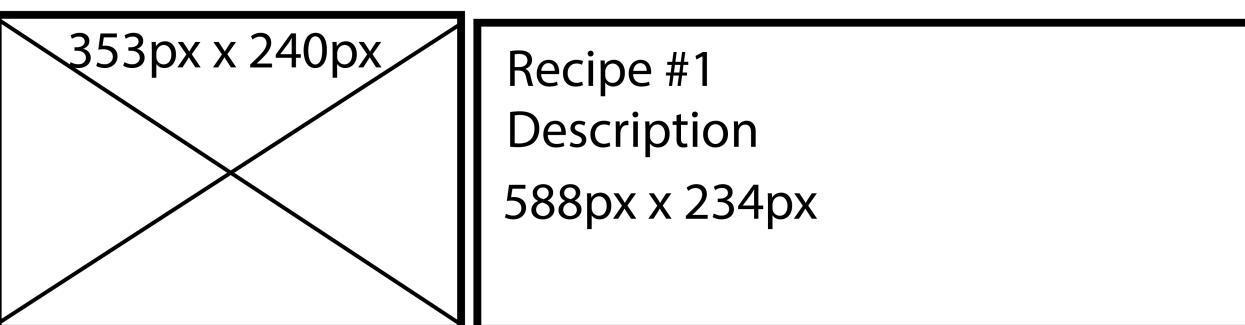


Wireframes



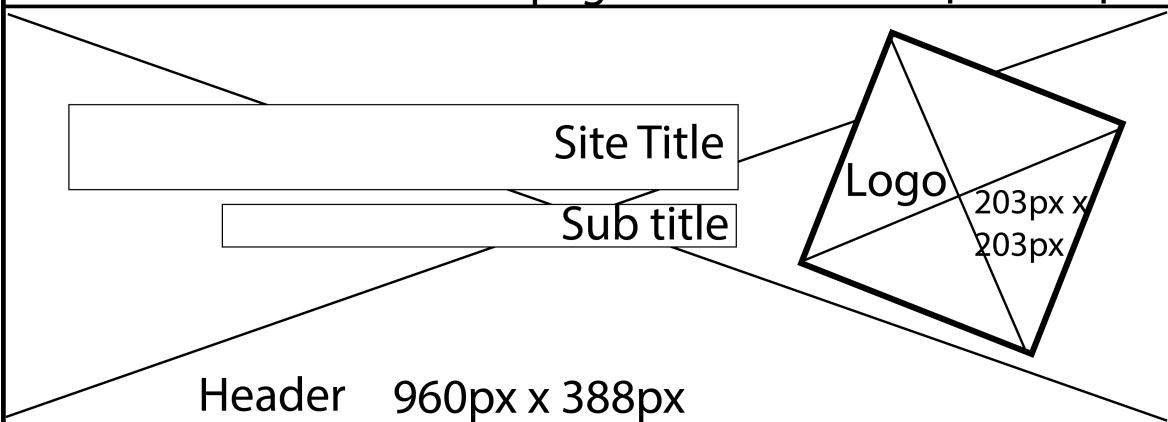


Page Title (ex: dinner) 960px x 115px



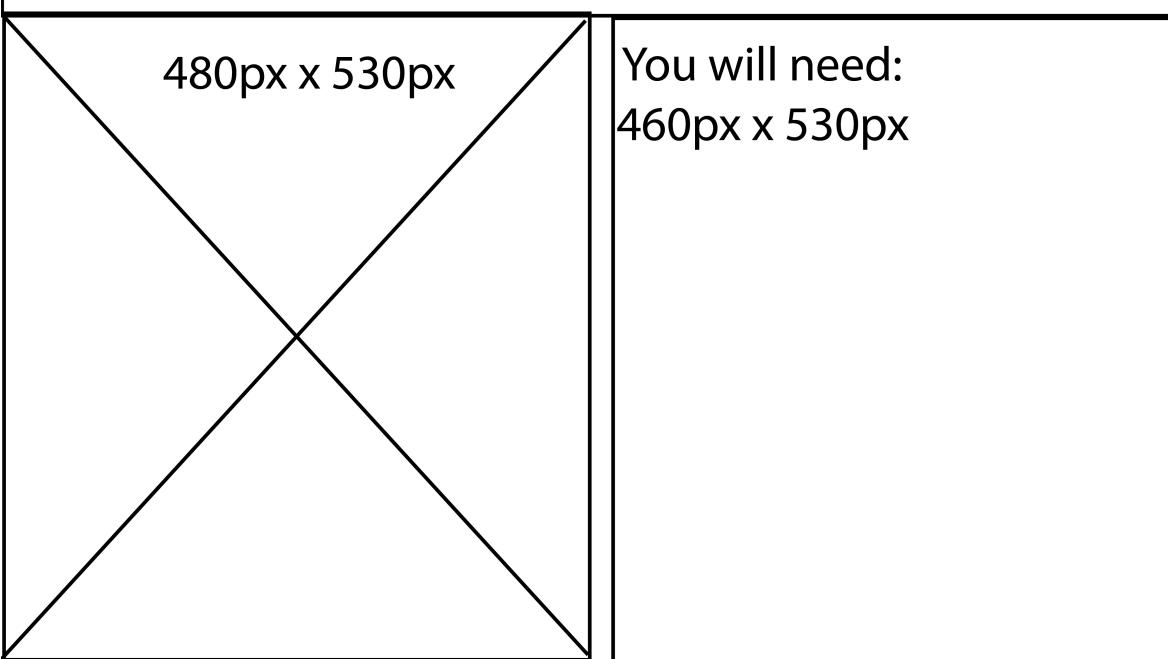
Footer 960px x 131px

Nav bar: Site name + site pages 960px x 48 px

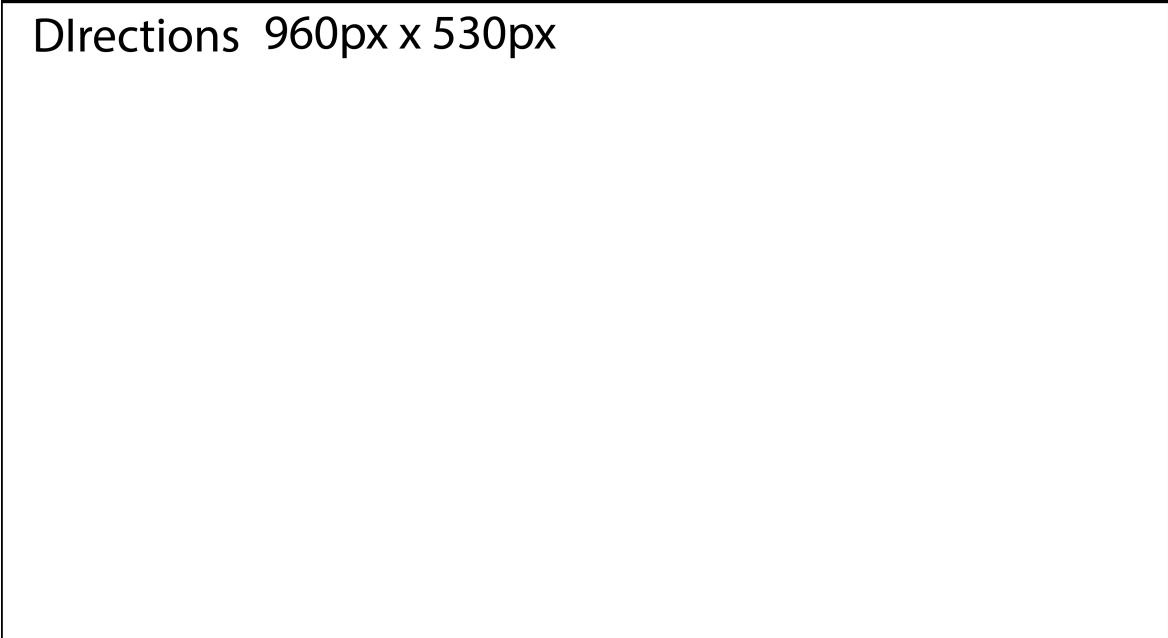


Header 960px x 388px

Recipe Name 960px x 115px

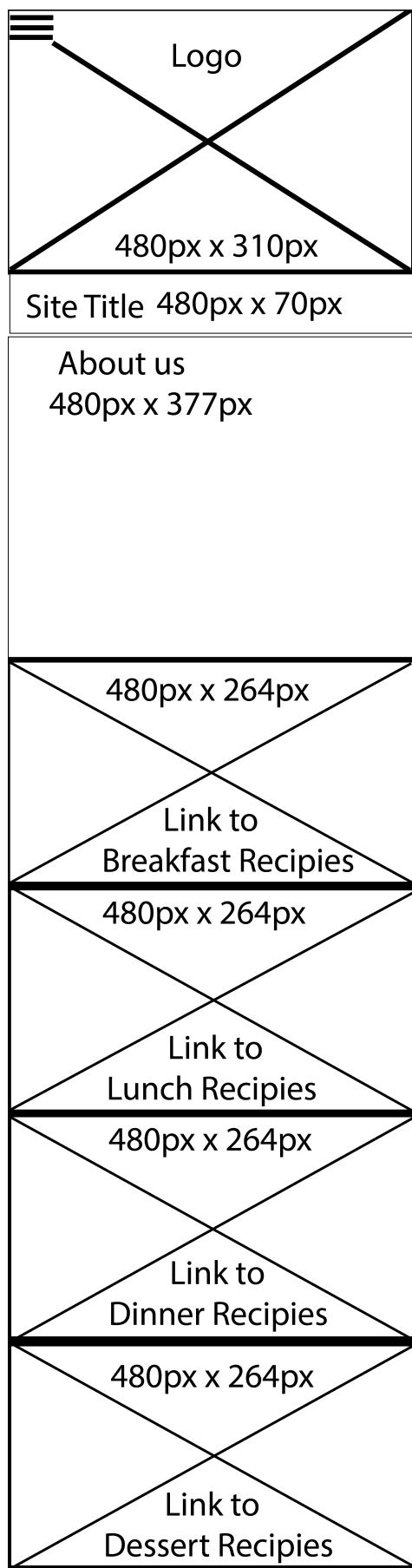


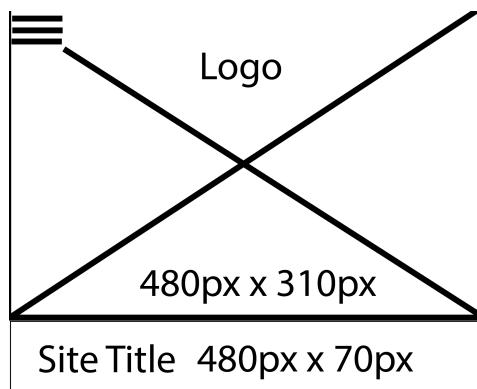
Directions 960px x 530px



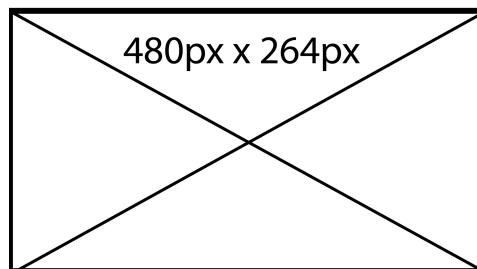
Footer 960px x 131px

Mobile Wireframe

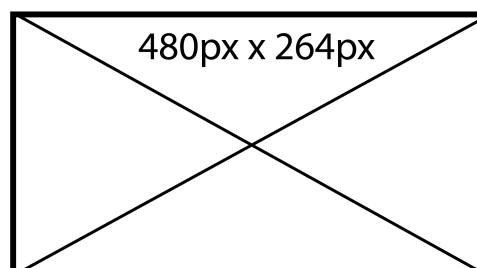




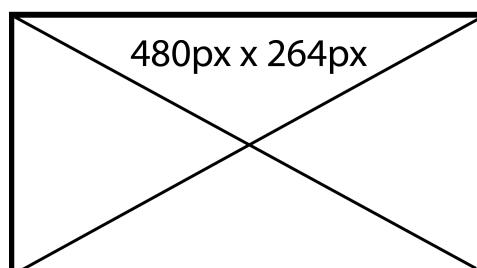
Page Title (ex: dinner)



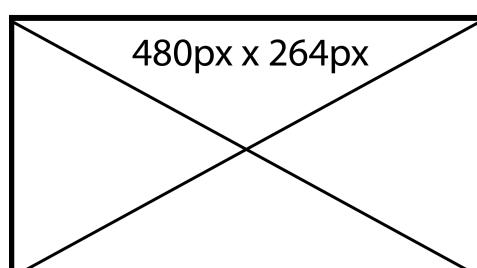
Recipe #1 480px x 132px
Description



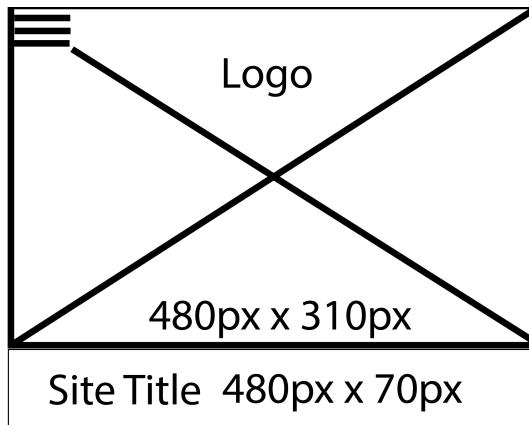
Recipe #2 480px x 132px
Description



Recipe #3 480px x 132px
Description

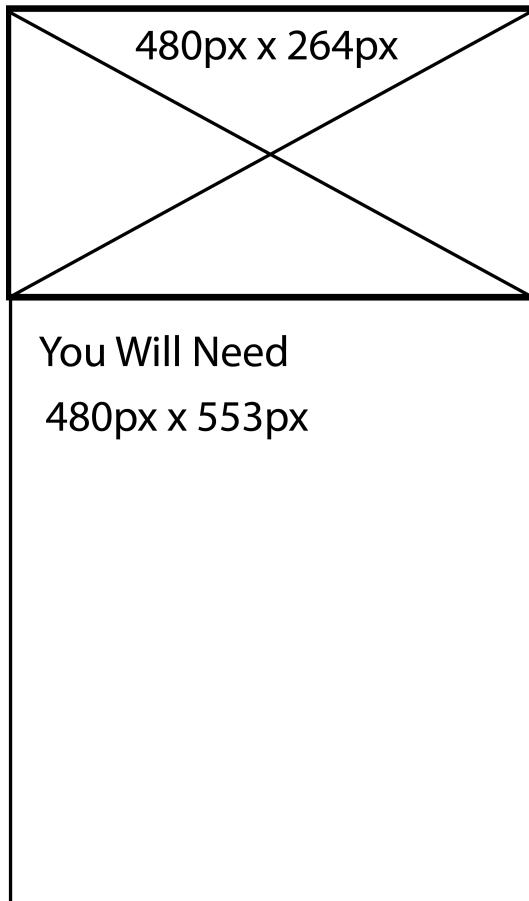


Recipe #4 480px x 132px
Description



Site Title 480px x 70px

Recipe Name



You Will Need

480px x 553px

Directions

480px x 553px

Mock Ups

Sara's Eats [Home](#) | [Breakfast](#) | [Lunch](#) | [Dinner](#) | [Dessert](#)

Sara's Eats

Always Vegan.

I'm looking to make...

Breakfast	Lunch	Dinner	Dessert

Popular Recipes

Peanut Butter Cookies	Veggie Stir Fry w/ Brown Rice	Banana Bread

About Us

Here at Sara's Eats we are dedicated to providing the world with simple and delicious recipes. We believe that everyone deserves to follow a healthy life style which is why all our recipes include ingredients that are accessible and affordable for everyone!

Enjoy the recipes!

- Sara

Sara's Eats

[Home](#) | [Breakfast](#) | [Lunch](#) | [Dinner](#) | [Dessert](#) | [Back to Top](#)



Lunch Recipes



French Fries

Golden brown and crisped to perfection, these french fries will be a winner at any table.



Garlic Loaf

This focaccia inspired garlic loaf is flavoured packed and will always leave you reaching for another piece.



Roasted Chickpeas

Salty, crunchy, and flavourful. Easy to make and a great chip alternative.



Hummus

Packed with protein. Enjoy on a sandwich, with veggies, or as is.





Sara's Eats

Always Vegan.



Roasted Chickpeas



You Will Need:

- 1 can of chickpeas
- olive oil
- salt

Directions

1. Preheat oven to 375°.
2. Drain chickpeas from can and dry with a paper towel.
3. In a mixing bowl, toss chickpeas in olive oil and salt.
4. Line a baking tray with parchment paper and put the chickpeas on the tray.
5. Bake for 20 minutes then rotate the chickpeas.
6. Bake for 10-15 more minutes or until chickpeas are crunchy.
7. Let cool for 10 minutes and enjoy!



Mobile Mock Up's

The mobile mock-up displays the Sara's Eats website with a teal header and a white circular logo containing the text "Sara's Eats" and "Always Vegan.". Below the header, there are four horizontal sections for "Breakfast Recipes" (pancakes with strawberries), "Lunch Recipes" (tacos), "Dinner Recipes" (burger), and "Dessert Recipes" (muffins). Each section includes a small image of the dish. At the bottom, the "About Us" section features a bio from Sara and a closing message.

Sara's Eats
Always Vegan.

Breakfast Recipes

Lunch Recipes

Dinner Recipes

Dessert Recipes

About Us

Here at Sara's Eats we are dedicated to providing the world with simple and delicious recipes. We believe that everyone deserves to follow a healthy life style which is why all our recipes include ingredients that are accessible and affordable for everyone!

Enjoy the recipes!
- Sara



Dessert Recipes



Brownies

Ooey, gooey, chocolatey brownies.
Does more need to be said?



Banana Ice Cream

Refeshing, sweet, and guilt free.
Perfect for any day of the year.



Blueberry Muffins

Fruity, moist, and sweet. These
are garunteed to disappear!



Peanut Butter

Cookies

Nutty, chewy, and soft. These are
a great source of protien and an
even better source of flavour!



Peanut Butter Cookies



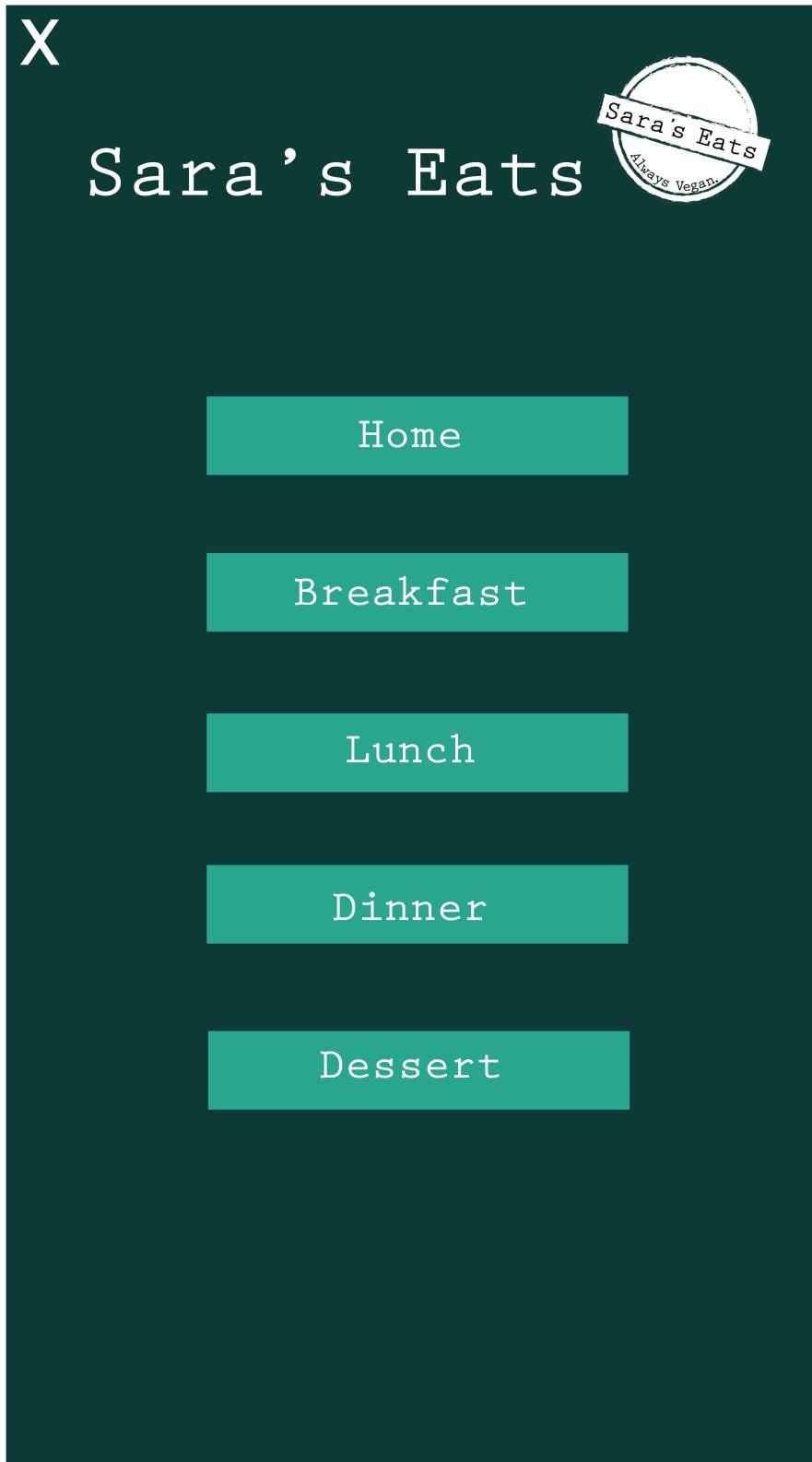
You Will Need :

- 2 ½ cups oat flour
- ½ cup brown sugar
- ½ cup unsalted peanut butter
- ½ tsp baking powder
- ½ tsp baking soda
- pinch of salt
- ¼ cup olive oil
- ¼ cup non-dairy milk
- ¼ cup maple syrup
- 1 ½ tsp of vanilla extract

Directions

1. Preheat oven to 350°.
2. In a bowl mix together oat flour, brown sugar, baking powder, baking soda, salt and peanut butter.
3. To the same bowl, add olive oil, almond milk, maple syrup and vanilla. Mix well.
4. Place on a baking tray lined with parchment paper, making sure to flatten each cookie with a fork.
5. Bake for 10-12 minutes.
6. Let cool for 10 minutes and enjoy!

Components





Click for Recipe

Hummus

Packed with protein. Enjoy on a sandwich, with veggies, or as is.

Sara's Eats

[Home](#) | [Breakfast](#) | [Lunch](#) | [Dinner](#) | [Dessert](#) | [Back to Top](#)

Sara's Eats

Always Vegan.

Inconsolata

Sizes Used:

- 50px
- 40px
- 30px
- 20px

Font Weights Used:

- Regular
- Bold

Font Used:

- On logo
- On header for site title and sub heading
- On page titles
- On links
- In the nav bar

CSS:

```
h1{  
font-size: 75px;  
color: #fff;  
}
```

```
h2{  
font-size: 50px;  
color: (either #fff or #000);  
}
```

```
h3{  
font-size: 40px;  
color: (either #003B36 or #2CA58D);  
}
```

Examples:

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

Geneva

Sizes Used:

- 27px
- 30px

Font Weights Used:

- Regular

Font Used:

- on the body
- to write descriptions
- to write recipes
- to write “what you will need” lists

CSS:

```
body{  
font-size: 27px;  
color: #000;  
}
```

```
p{  
font-size: 300px;  
color: #fff;  
}
```

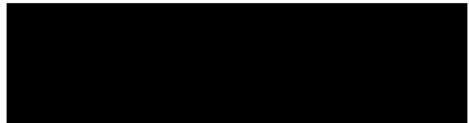
Examples:

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z



#000000

Used for:

- sub headings
- page titles
- navigation bar
- 73% opacity



#545F66

Used for:

- drop shadows so they're less harsh



#FFFFFF

Used for:

- sub headings
- navigation text
- body font
- background on recipe list and recipe pages.
- background on "popular recipe" section.
- Background colour on logo
- footer text
- mobile menu font
- site header font
- background on mobile recipe list and recipe page



#003B36

Used for:

- recipe link titles
- titles on recipe pages
- lines added for detail
- footer colour
- mobile menu background colour
- font colour in logo



#2CA58D

Used for:

- background on mobile and desktop home pages.
- lines added for detail
- mobile menu header background colour
- used for button colours on mobile website.