Simon Mullin

FEWD 66 Final Project Proposal

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[BrineBuddy.com](http://BrineBuddy.com) is the internet’s leading source for pickle recipes, reviews, video tutorials, and more. Founded by a Brooklyn briner and fermenting enthusiast, BrineBuddy connects picklers and fellow canning comrades with specially-tailored ratings and reviews of pickle shops, our member’s beloved brands, pickle events, and local favorites from around the world.

Members of BrineBuddy (simply referred to as “Brine Buddies”) will log in to the website with an easy one-click Facebook/Google+ button, or users can simply enter their name and email address to begin interacting with the website immediately. Brine Buddies will have exclusive access to our weekly newsletters, rate and review our recipes and local shops, and share their own unique recipes with the BrineBuddy community.

The mobile-responsive website is broken into seven highly-engaging pages: BrineBuddy (home), About, Recipes, Reviews, Events, Profile, and Shop.

Home

The BrineBuddy landing page greets users with our unique logo in the top left corner, and our easy-to-use navigation on the right allows Brine Buddies to seamlessly access all of their favorite content.

About

Informs new users and pickle-lovers on how to use BrineBuddy in their everyday pickling adventures, and encourages users to sign up for the newsletter and to create a pickle profile.

Recipes

As users scroll down the page, the third section will show images and quick descriptions of the six most popular pickle recipes, with an option to “load more” to show more recipes, or simply “see all recipes” to be transferred to the full recipe page.

Each recipe page will feature step-by-step instructions, accompanied by beautiful imagery and videos if applicable, followed by user comments and ratings.

Reviews

Never brine blindly again! Before our BrineBuddies hit their local grocers to explore new pickle flavors, they will be able to read tailored reviews (rated by a simple five star system) of local and national pickle brands.

Users will be able to add their own ratings (out of five stars) and be given up to 200 characters to write their concise reviews.

BrineBuddy will pull-in Yelp reviews and brand/store social media sites for the users’ reference.

Events

Users from around the world will be able to post their local pickle events, and BrineBuddy will feature their favorite pickle-parties in an easy-to-navigate calendar.

Profile

Create a unique, pickle-related username and password, and add a profile picture. This will give users access to rate, review, and submit their own recipes. Watch your BrineBuddies become your real-life fermenting friends!

Shop

Users love to show their loyalty. Boast your BrineBuddy shirts and hats everywhere you go, shop top-quality pickling merchandise, and of course, buy the highest-rated pickles with our simple checkout.

COMING SOON

BrineBuddy hopes to build an app for users to read, review, share, and shop on the go.