

# Vision Document

Blog-like food content site

Title: TBD

Author: Shawna Banducci

Publisher: TBD

Release Date: December 2019

ISBN: N/a

<b>Vision Document Template</b>	<b>1</b>
<b>1. Introduction</b>	<b>3</b>
1.1 Purpose	3
1.2 Solution overview	3
1.3 References	3
<b>2. User Description</b>	<b>3</b>
2.1 User / Market Demographics	3
2.2 User Personas	3
2.3 User Environment	4
2.4 Key User Needs	4
<b>3. Stakeholder Descriptions</b>	<b>4</b>
<b>4. Product Overview</b>	<b>4</b>
4.1 Product Perspective	4
4.2 Product Position Statement	5
4.3 Summary of Capabilities	5
4.4 Assumptions and Dependencies	5
<b>5. Product Features</b>	<b>5</b>
5.1 Feature 1	5
5.2 Feature 2	6

# 1. Introduction

In this project I intend on creating a free blog-like website to manage food related content created by me, the designer. Cooking is one of, if not, my greatest passions in life and I have made many recipes my goal is to archive these recipes, cooking tips, and general food knowledge into a site that in later phases will ideally act as a community forum for all things cooking, food, and dining.

## 1.1 Purpose

This website is to act as a personal management and account of recipes and food content within my life. With the idea of sharing this knowledge of cooking and food with others. Others being anyone in the general public, but will be targeted towards food inclined people. Within this project I, the creator, am the key stakeholder as this is to serve as an account of food related content within my life. Users would need basic technology utilized in everyday life, i.e a computer or smart device. In further phases of this product ideally I will develop mobile applications to increase user statistics.

## 1.2 Solution overview

This site will be designed to be a free blog-like site to record and catalogue my food experiences; recipes, cooking tips, dining out, etc.

- I will be creating an HTML site to house a food related blog-like website.
- Ideally the site will function as a guide for users to learn recipes, cooking tips and tricks and provide recommendations for restaurants, markets, and the like. Ideally, in its further phases the site will operate in some capacity as a community forum to discuss food related topics.

## 1.3 References

I will be attempting to model my site off of other food based content websites. Major websites that have similar content and structure to what I would like to create are Smitten Kitchen, Bon Appetit, NY Times Cooking, etc.

<https://smittenkitchen.com/>

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

# 2. User Description

Intended users of this site will be people who enjoy food in any capacity and want to further their knowledge, relate to my knowledge, or are learning to cook for the first time. I want to provide a nurturing site for aspiring home cooks and food lovers.

## 2.1 User / Market Demographics

It is a truth universally acknowledged that everyone eats. Even if it is not out of joy, but necessity as humans we need food to survive. My intention is to make good food relatable and easy to do. Over the last 20 years or so love of food, culinary technique, and adventure through food have become mainstays among our culture. I want to tap into that adventuriness through the represented food on my site. This should appeal to anyone of any age who has an interest in food. Of course I would like to appeal to other foodies, but want it be applicable to all.

## 2.2 User Personas

Persona 1 - Celeste is a college student with limited resources, but like us all needs to eat. She would like to do a keyword search on her mobile device of a main ingredient she has in her kitchen, say the humble potato, and find recipes that will utilize the potato and also be delicious and hopefully have some nutritional value. My site will offer suggestions and in further phases will add suggested other ingredients to get a more comprehensive recipe option. Upon searching she finds a recipe for sauteed broccoli and cheddar cheese baked potatoes, an easily made recipe with a few simple ingredients. Should Celeste not have some of the ingredients listed in the recipe she would have to move on. As before, ideally with future phases of the site, she will be able to add multiple ingredients she has to find a recipe that will work for her.

Personal 2 - Bill is a home cook that enjoys spending a little extra money on quality ingredients and will purchase ingredients even for a specific recipe because he knows that he will use them again. Bill enjoys cooking techniques and learning new ways of doing things in the kitchen. Bring on the sous vide! My site will aid in his new endeavours of cooking while relying on fundamental techniques to help master new recipes. Hopefully Bill will have my site bookmarked on in his web browser or have created a shortcut link on his desk top to easily go onto the site to find a new recipe to whip up or find a local restaurant to try out.

## 2.3 User Environment

For the user their working environment, if they are utilizing recipes will be in the kitchen however they will be able to read the site from anywhere they are able to use wifi and access the site.

## 2.4 Key User Needs

A significant issue users may face is recipe difficulty. It is my intention to develop a recipe difficulty scale with correlating recipe times to aid the user in choosing a recipe. I want the user to be aware of what they are getting themselves into with a recipe before they start it so that they do not become overwhelmed and have a frustrating time with the site.

## 3. Stakeholder Descriptions

Identify the program stakeholders, their needs, and their degree of involvement with the system. A table such as the following can be effective:

Project Stakeholder	Degree of Involvement	Product Needs	
Me (the creator)	High	Content, website, programing knowledge	

The user	low	none	
----------	-----	------	--

## 4. Product Overview

This site will function as a blog-like archive of food that I create and enjoy. Furthermore it will serve users who enjoy food and want to know more about food, cooking, restaurants, etc.

### 4.1 Product Perspective

This site will function just as other food based content blog-like sites do, it will have recent recipes, seasonal options, restaurant suggestions basically any and all food and food related content that I can think of.

### 4.2 Product Position Statement

Provide an overall statement summarizing at the highest level, the unique position the product intends to fill in the marketplace. A product position statement communicates the intent of the application and the importance of the program to all stakeholders

For - users who enjoy food in any capacity

Who - to serve as an archive of my life based on food and ideally, users will relate to that.

The (product name) - is a product. Name to be determined.

That - to house my knowledge, experiences, and experiments with food.

Unlike - other food based blog-like content site, it will offer my take on food and hopefully that will be relatable.

Our product - a blog-like food content site that will be a repository of food in my life.

### 4.3 Summary of Capabilities

Summarize the major benefits and features the product will provide. Organize the features so that the list is understandable to any stakeholder. A simple table listing the key benefits and their supporting features

Solution Features	Customer Benefit
Recipes	Find new ideas on how to prepare food
Reviews (of restaurants, kitchen tools, recipes, etc)	Utilize reviews to be an informed consumer

## 4.4 Assumptions and Dependencies

If my writing style for the blog aspects of the site is not interesting or relatable the site will fail.

## 5. Product Features

This section describes the intended product features. Features provide the system capabilities that are necessary to deliver benefits to the users. Feature descriptions should be short and pithy, a key phrase, perhaps followed by one or two sentences of explanation.

Use a level of abstraction high enough to be able to describe the system with a maximum of 25 to 50 features. Each feature should be perceivable by users, operators or other external systems

### 5.1 Feature 1

Free. Many food content sites offer paid subscriptions for access to many recipes, as someone who receives newsletters from such sites (I'm looking at you NY Times Cooking!) it becomes incredibly frustrating because I have limited access to featured recipes that look delicious but are only available through a paid subscription.

### 5.2 Feature 2

Recipes. The site will offer a wide variety of recipes, either created or modified by me (and will credit the original creator). Offering cultural recipes that I've come across in my life and have added to it, ideally will add to the user's life as well.

### 5.3 Feature 3

Reviews. For restaurants, recipes, cooking gadgets - anything that I have come across and has inspired me in my own home culinary adventures. Ideally will offer unique perspectives and useful ways to facilitate cooking, eating out, and generally just enjoying food.

### 5.4 Feature 4 - future phases

Login. To allow users to save within the site favorite recipes, reviews, etc. Will facilitate user profiles to eventually allow for comments section.

### 5.5 Feature 5 - future phases

Comments section. After the creation of user profiles through a login authentication system users will be able to add comments connected to their user profiles. This site will not allow for anonymous comments as they open the site up to spam and general lack of accountability of the poster.

Blog-like food content site

Title: TBD

Author: Shawna Banducci

Publisher: TBD

Release Date: December 2019

ISBN: N/a