

CONTENT PRODUCTION



COPY

The recipe that was designed for this assignment is the Hungarian Gulyas (Goulash)

RECEIVER

The person from the class interviewed comes from Romania , he has some culinary experience but he is eager to learn therefore I have decided that the Hungarian gulyas would be perfect for this receiver as it is one of the most famous dishes made in Hungary and it is pretty easy to make and also similar to other Romanian dishes and it is also budget friendly for students.

SENDER

Personal Blog

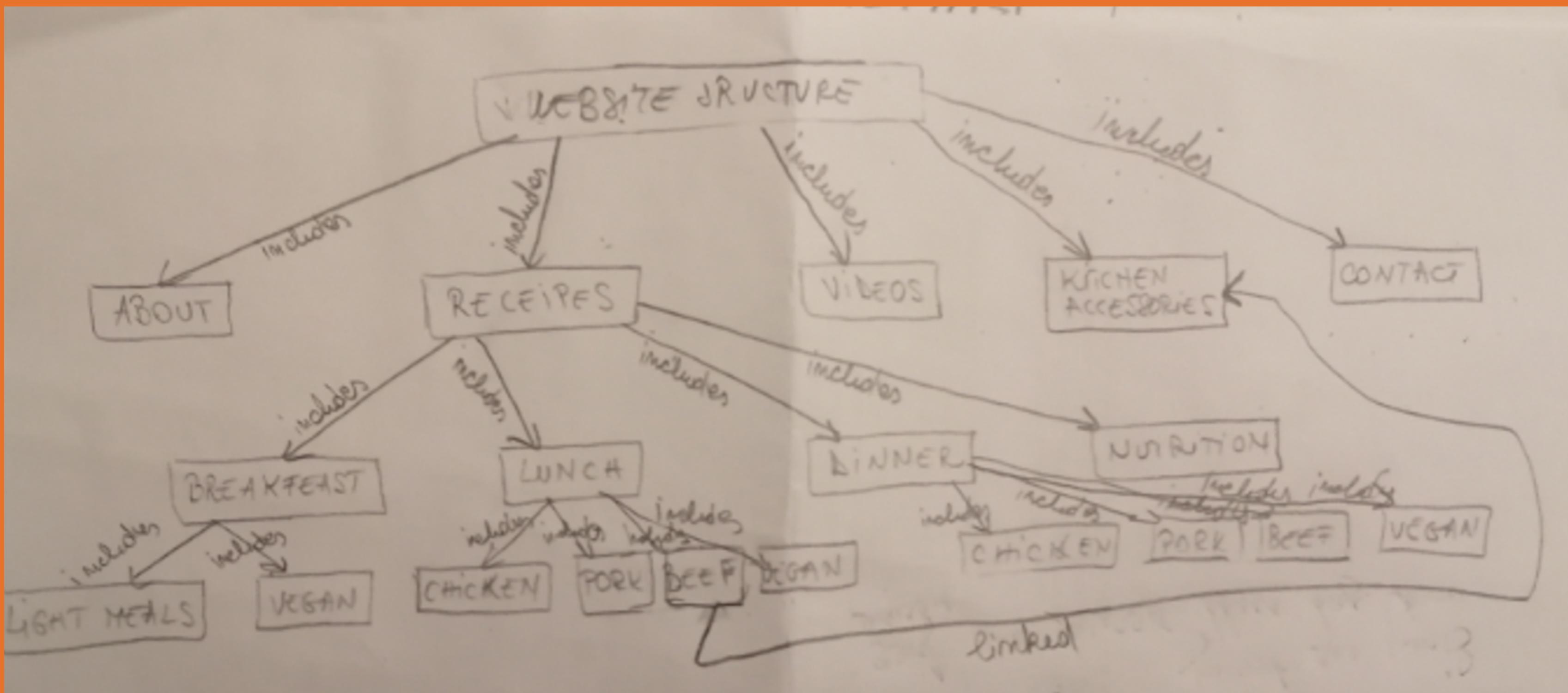


TONE
OF VOICE

The tone of voice that matches the sender and target person in this case is the enthusiastic and funny tone considering the fact that the target person is a student and as the sender is a personal blog not a high known brand therefore it doesn't require a formal

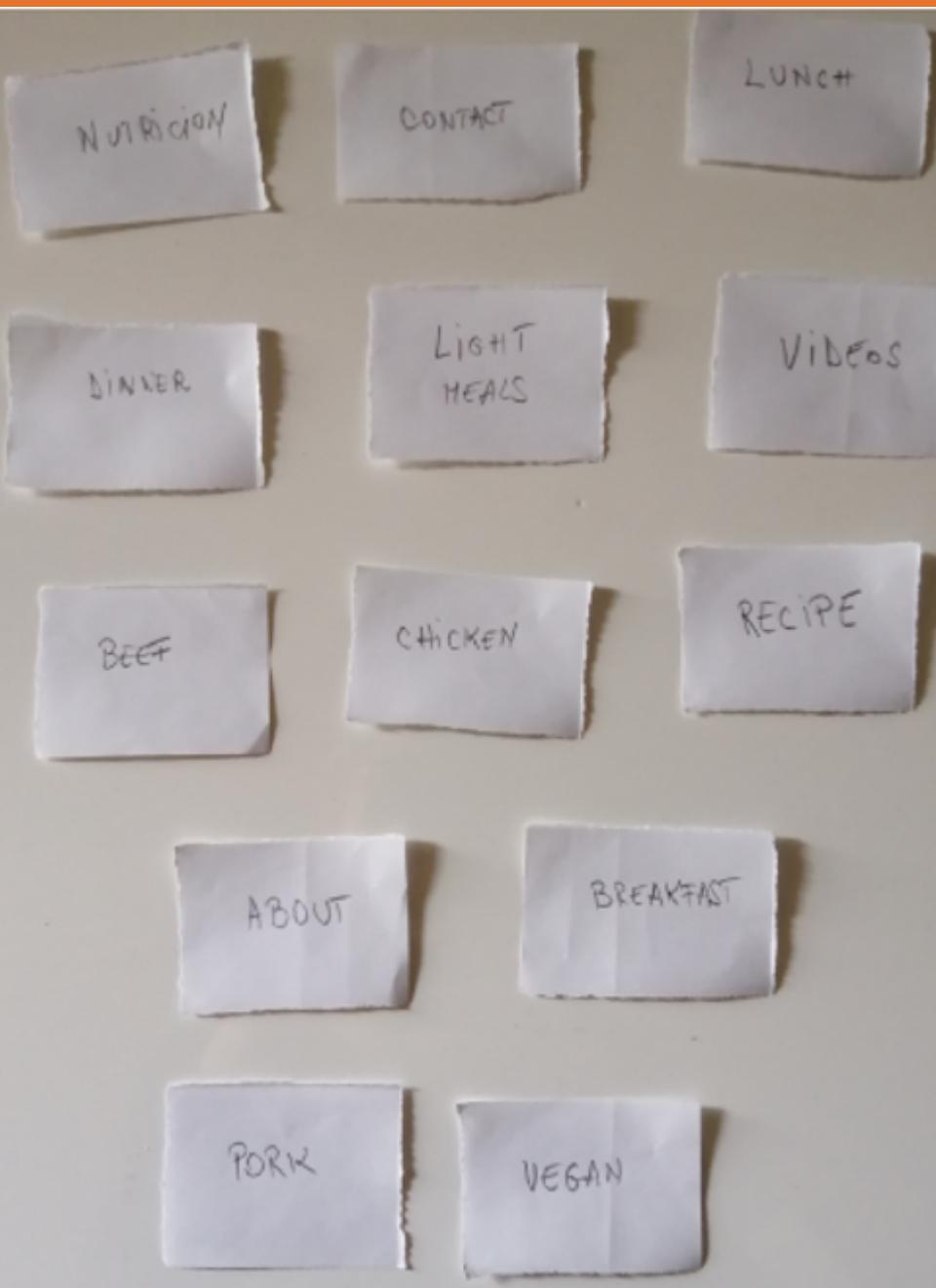
tone. The other reason why this tone of was chosen is because it makes the student be more interested in learning how to cook.

CONCEPT MAP



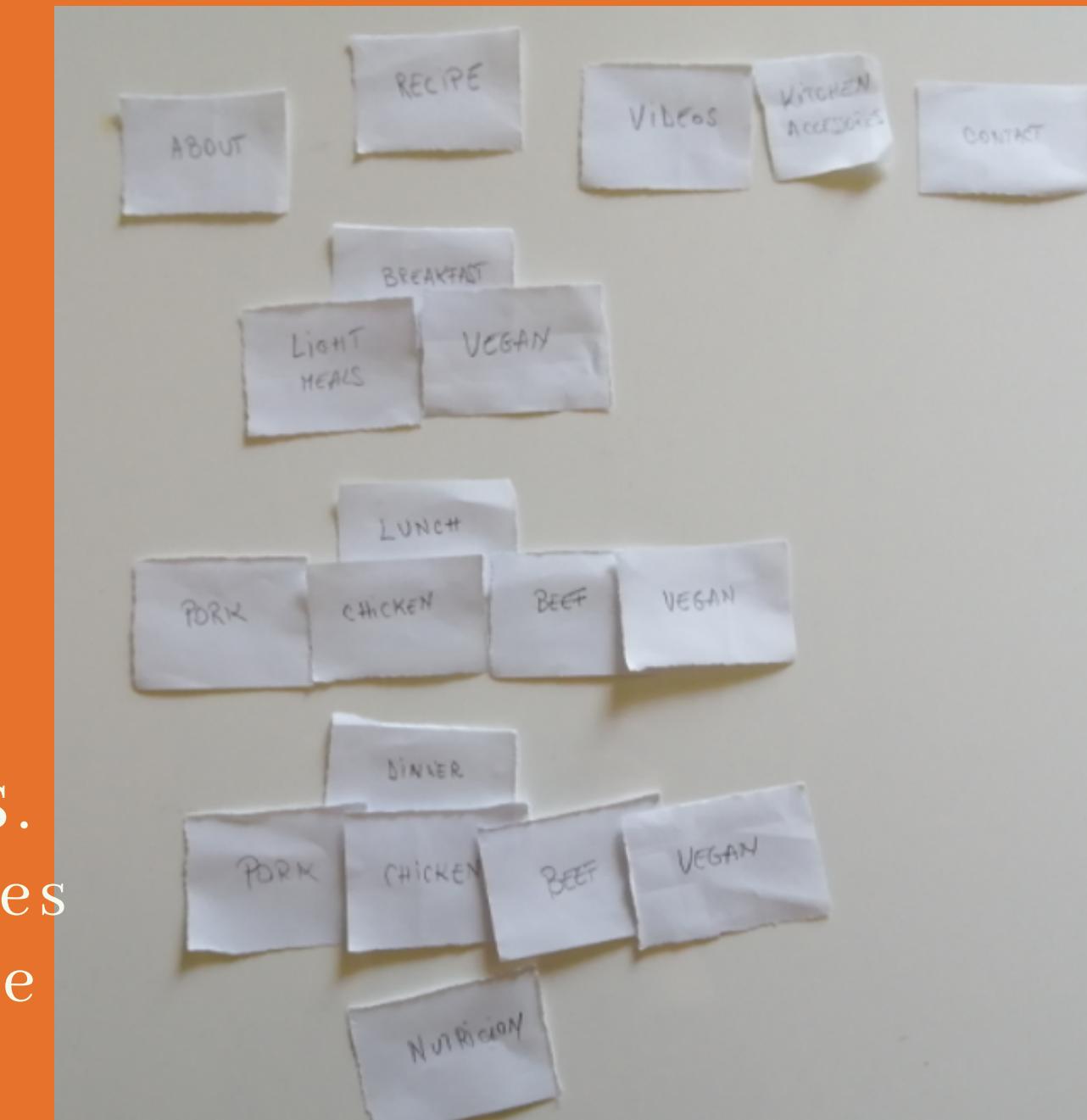
CARD SORTING - NAVIGATION BAR

This elements have been sorted by the user as illustrated in the second image in the right.



The main elements are "ABOUT" "RECIPES" "VIDEOS" "KITCHEN ACCESSORIES" and "CONTACT",

The second level includes the elements found in the recipes category which are "BREAKFAST" "LUNCH" "DINNER" and "NUTRIENS. Each second level categories includes another subcategory relevant to the items.

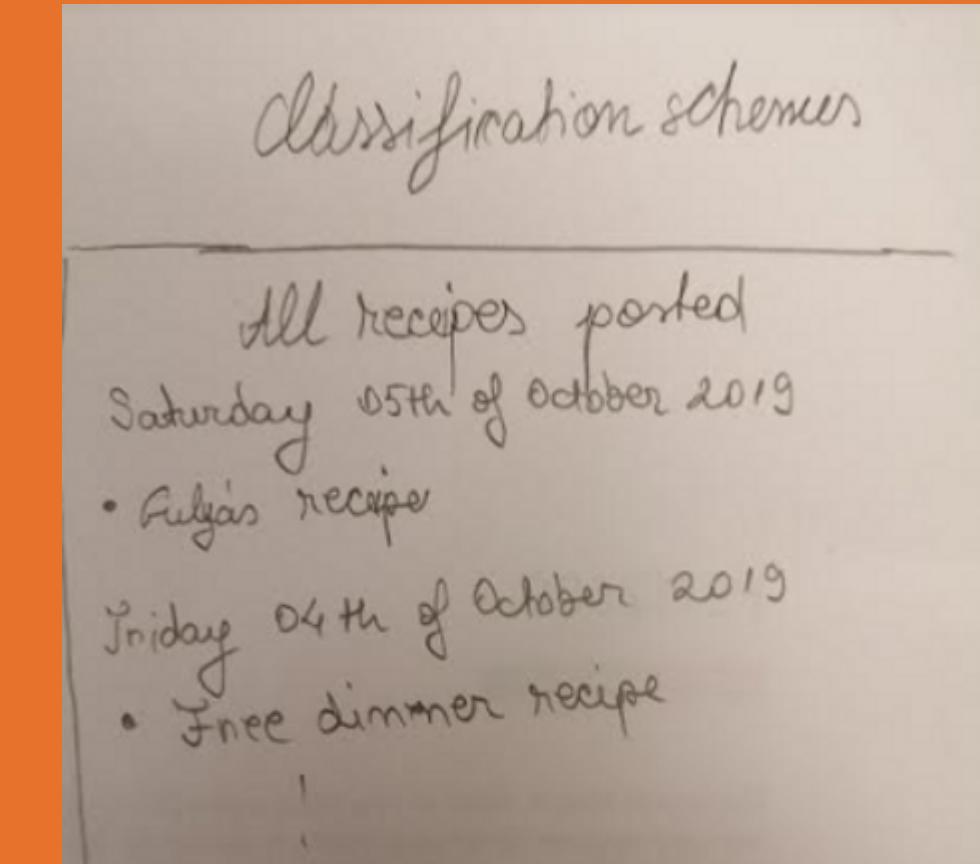


These relations are exemplified in the concept map as well.

INFORMATION ARCHITECTURE

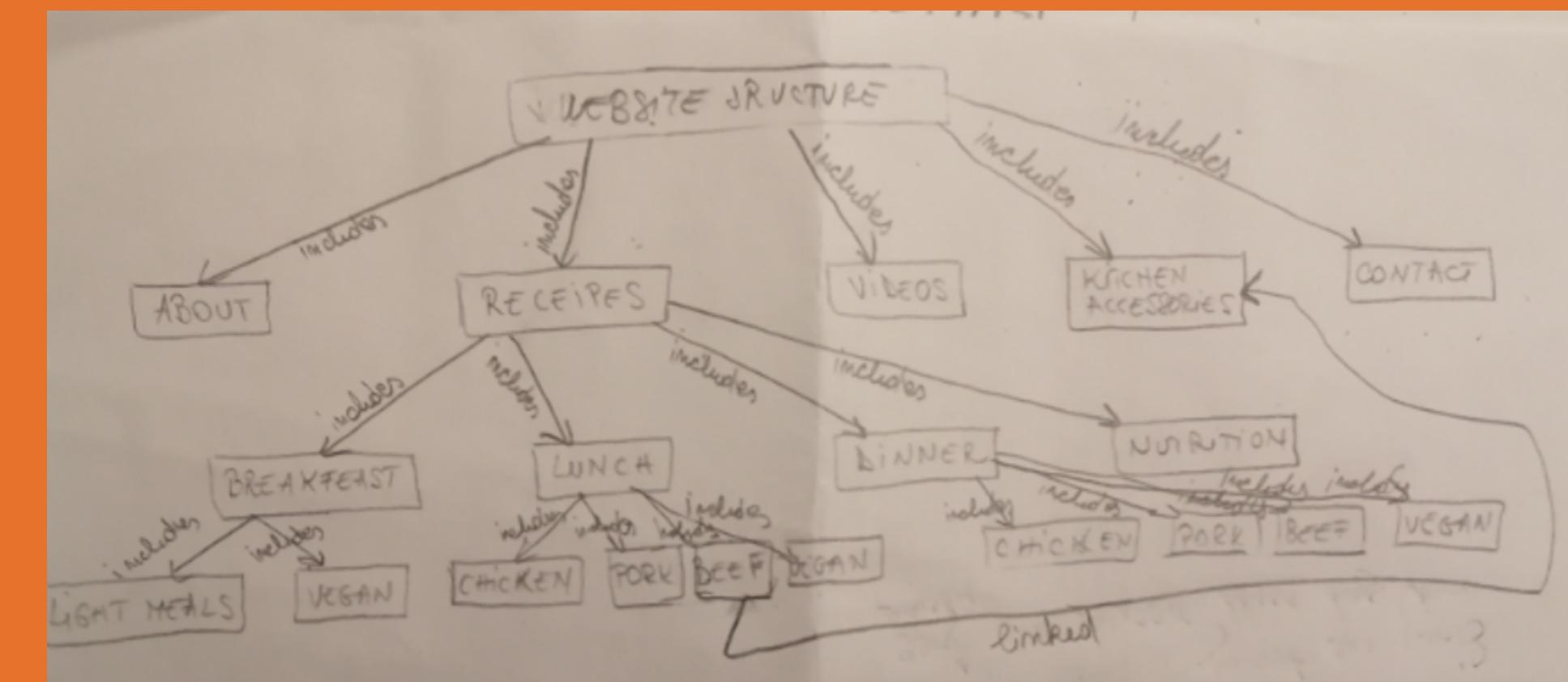
CLASSIFICATION SCHEMES

The website contains a date classification scheme as a lot of articles are posted on daily basis, and the users are checking the blog constantly to find each day a new meal to prepare.



SITE STRUCTURE

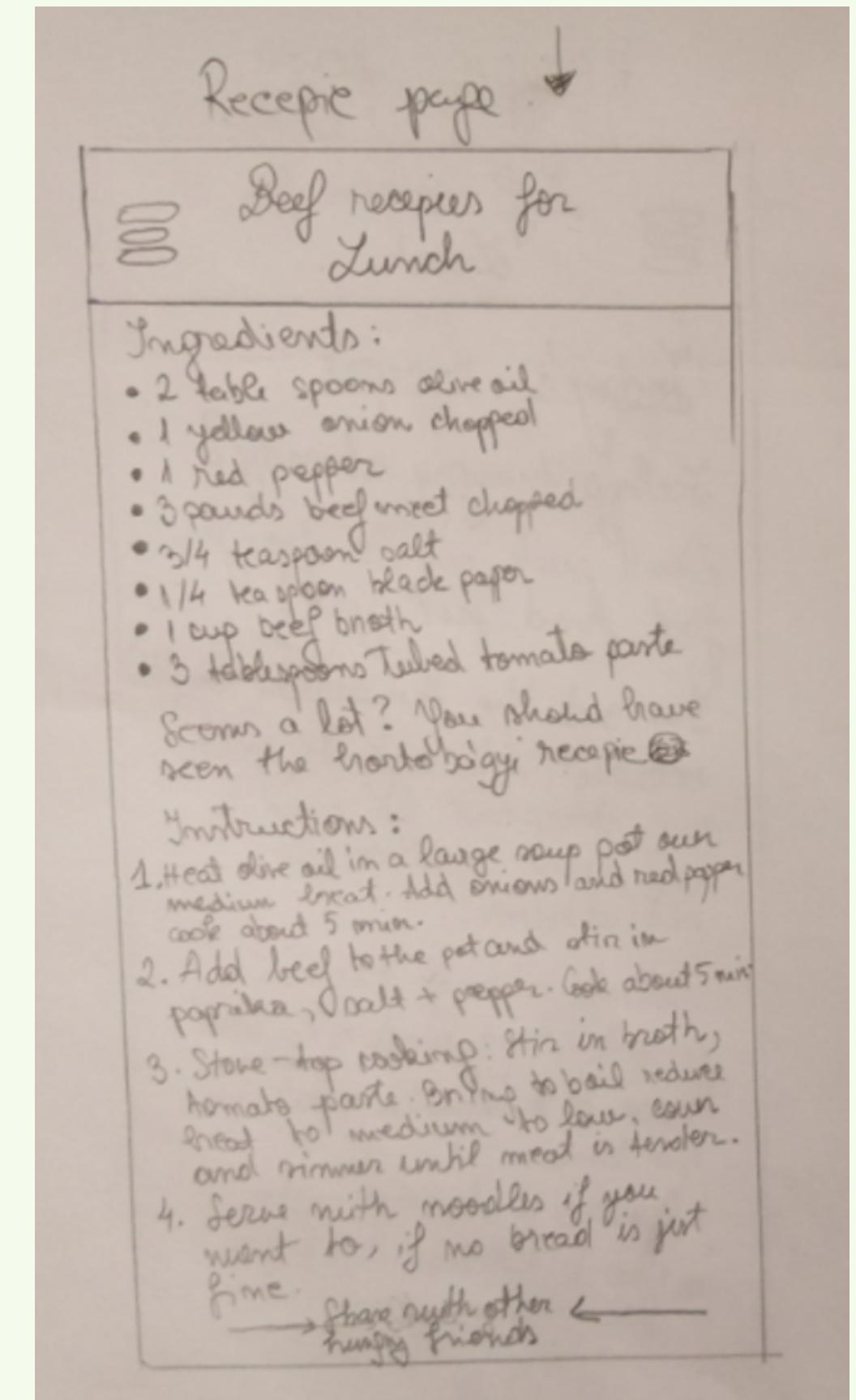
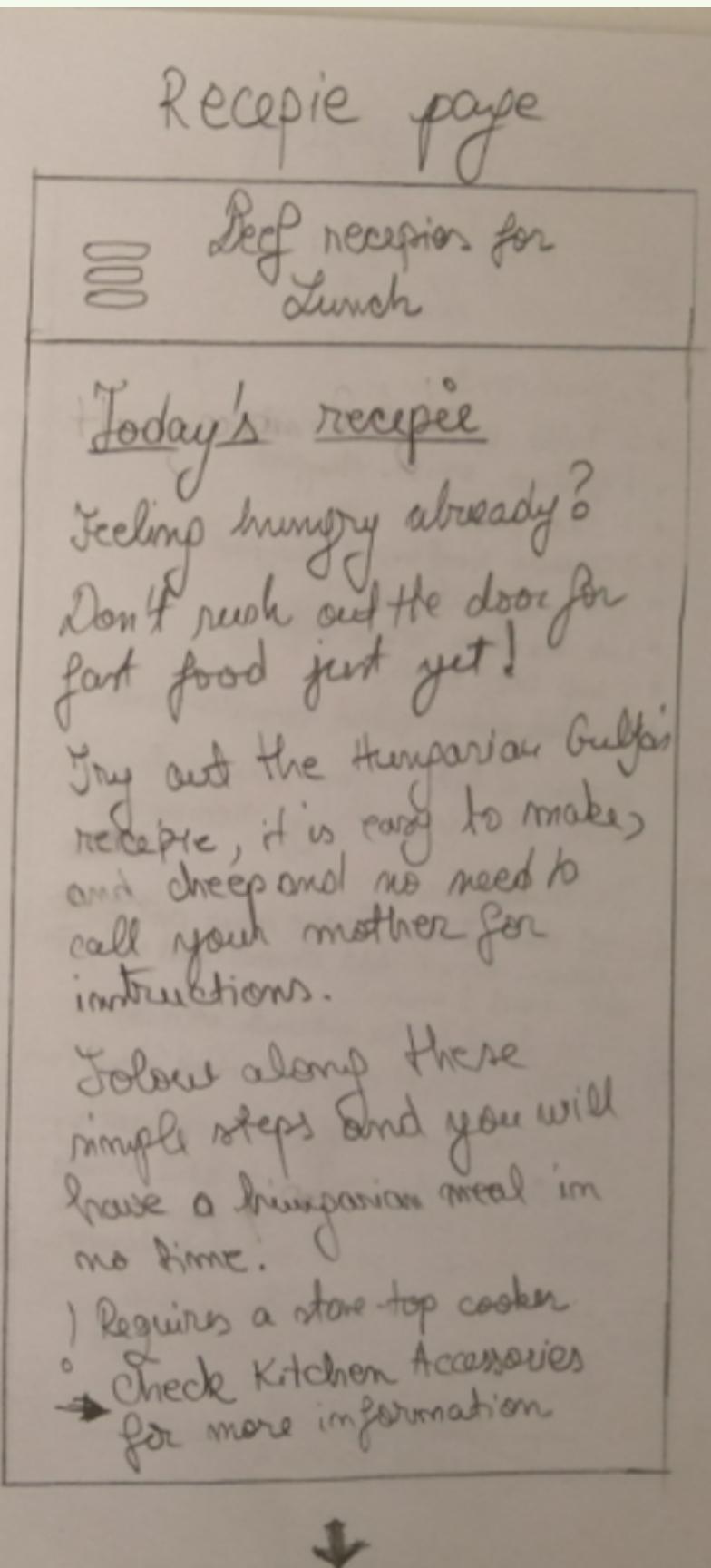
The website structure has a hierarchical structure containing a top down architecture. Even if not all categories contain the equal amount of subcategories.



The goal of this page is that students have a better understanding of the recipe , it encourages them to cook rather than buy already prepared food. it also encourages them to share with other fellow students.

The page also has a link to the kitchen accessories in order for them to learn more about that before they actually start to follow along the instructions.

WIREFLOW



WIREFLOW

The main goals for the microcopy is that users engage with the website.

The user should take action by signing up in order to receive a free dinner recipe.

The fact that it is free it will motivate them to sign up. While they are doing this they have an other option to receive a email alert when other receipes are uploaded on the blog, this way the user will return.

<https://learn.eartheeasy.com/articles/top-6-benefits-of-pressure-cooking/>

