



Teresita Olson	May 3rd, 2017
Client: Jennifer Morgenthaler	
Project: Spoon With Me 2.0	Final Presentation

Project Overview: Spoon With Me

The face behind the Spoon:

- Started in 2010, Spoon with Me is the personal blogging website for Jenny Morgenthaler.



Who is Jenny :

- Grade school music teacher by day and ingredient provocateur by night.
- She is the writer, photographer and recipe developer on the blog.

The Design Problem:

- Jenny has "outgrown" her current site.
- She is looking for more customization and overall refresh
- She wants to drive new eyeballs to site by upgrading her blog to comparable food blogs.
- Create sticky factor by putting more visually interesting content more prominently and make it easier for visitors to search her recipes.



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The Audience (aka Spooners)

Demographic:

Age bracket of 30-40 years old

Female

Vegetarian / Part-time Vegan

Characteristics:

- Hearty appetites and a taste for all things seasonal
- Like to garden and love to share with others the fruits of their labor.
- Believe that if you care for your ingredients, the resulting food will take care of you.
- Believe that taste is not at the expense of nutrition and vice versa.

The product - What it is:

- Collection of recipes that are chromatic, healthy and adaptable for the different dietary needs, family size and culinary palates.
- Diary of personal musings on life and recipes are grounded in a personal memory that is unfolded through the blog post.

The product - What it offers:

- Alternative resource for vegan cooks who desire the comfort food recipes but remixed with healthier substitutes.
- Approachable recipes that are , scalable and reliable
- Usable tips to explore new ingredients within their own versions of the recipes.



Spoon With Me | Foods you lov x

Secure https://spoonwithme.com

HOME ABOUT RECIPES

Spoon With Me

APRIL 17, 2017 - 9:17 AM

Spring Penne with Roasted Asparagus and Cherry Tomatoes

It's about time we got some spring going on up in here! I've been a little sporadic here, and not because I haven't been thinking about all of you, my wonderful Spoonies! In fact, I've been thinking a lot about you and your ability to access all my recipes more easily. I'm working hard in the background to do a total revamp of Spoon With Me, to be unveiled in the near future! I can't tell you how excited I am! Besides that, let me assure you that I have not been huddled in front of a microwave waiting for my frozen meal to be finished. Quite the opposite, actually. I started feeling a little stumped on what to post for the past couple months. Sometimes when we're at a loss and inspiration seems like it's not as free-flowing as we would like it to be, the best thing to do is feed ourselves—the inspiration will grow from that.

Search

Latest Spoonfuls

- [Spring Penne with Roasted Asparagus and Cherry Tomatoes](#)
- [Hearty Vegetable Mushroom Stew](#)
- [Creamy Vegan Mushroom Sauce with Gnocchi](#)
- [Brussels Sprouts Salad with Cranberries and Toasted Walnuts](#)
- [Buckwheat Pumpkin Muffins with Cinnamon-Walnut Topping \(gf, v\)](#)

Top Spoonfuls

- [Gluten-free, Dairy Free Cranberry Scones](#)
- [Southwest Quinoa Salad with Chile-Lime Vinaigrette](#)
- [Fresh Summer Tomato Pasta with Lemon, Garlic and Capers](#)
- [Creamy Vegan Mushroom Sauce with Gnocchi](#)
- [Moroccan Lentil Soup](#)

Recipe Categories
Select Category

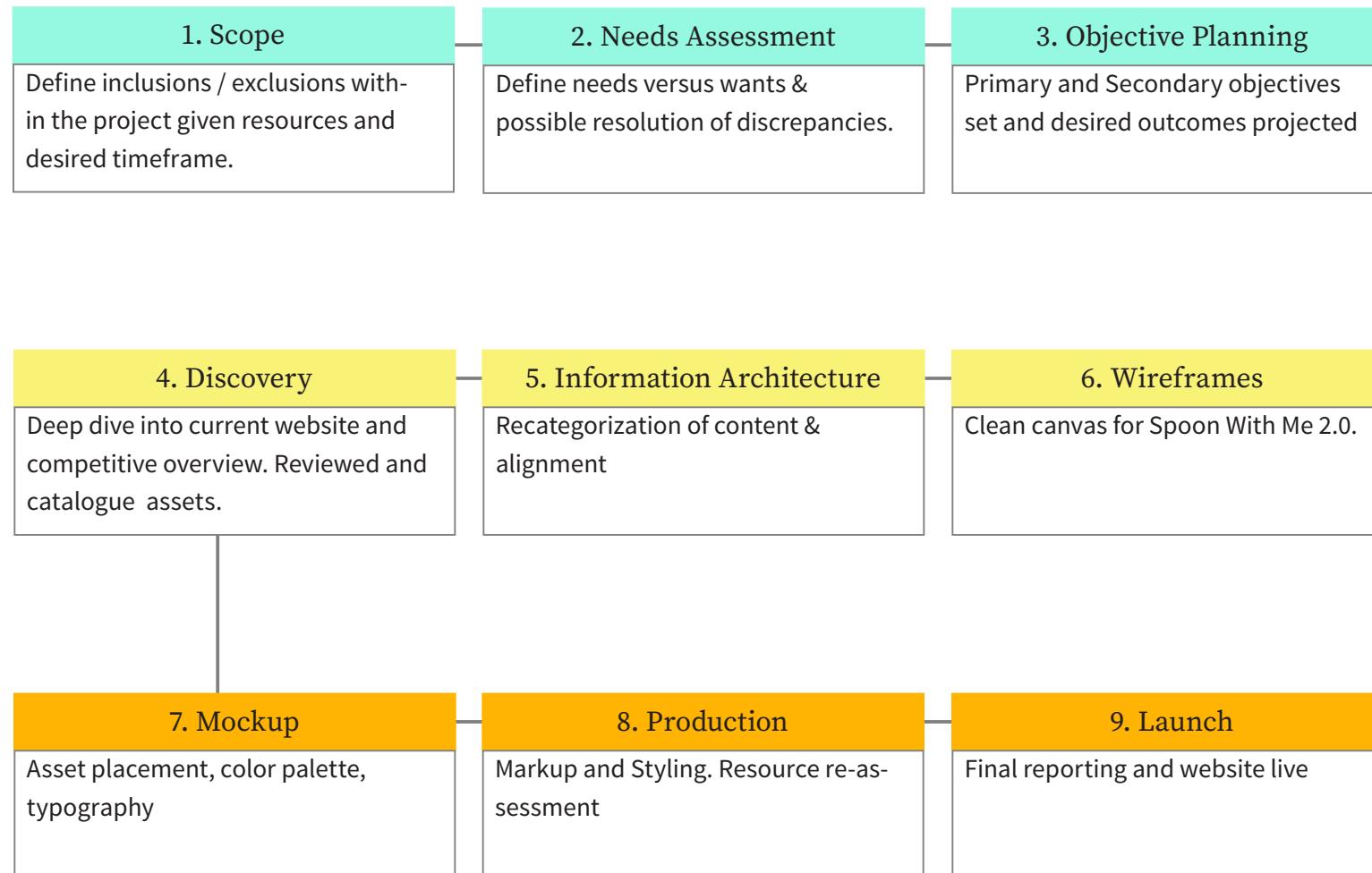
Blogs I Love

- [Annie's Eats](#)
- [Lunch Box Bunch](#)
- [Pictures and Pancakes](#)
- [Smitten Kitchen](#)
- [Sprouted Kitchen](#)
- [Tweaking the Kitchen](#)



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The Process



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Spoon With Me 2.0 Objectives

Objective #1: It's my blog. I can write if I want to.

- Maintain the 'spirit' of Spoon With Me as first and foremost a blogging website.

Objective #2: Search and you will find.

- With over 200 entry posts to date, Jenny is looking for new ways to better organize her recipes so that it's easier for search for her readers.

Objective #3: Look before you eat.

- Enable her photography to shine and entice the reader on a culinary journey.

Objective #4: Be yourself. Everyone else is taken.

- Differentiation is critical and fresh content is mandatory.
- Develop visual assets that will give 'voice' to spoon with me.



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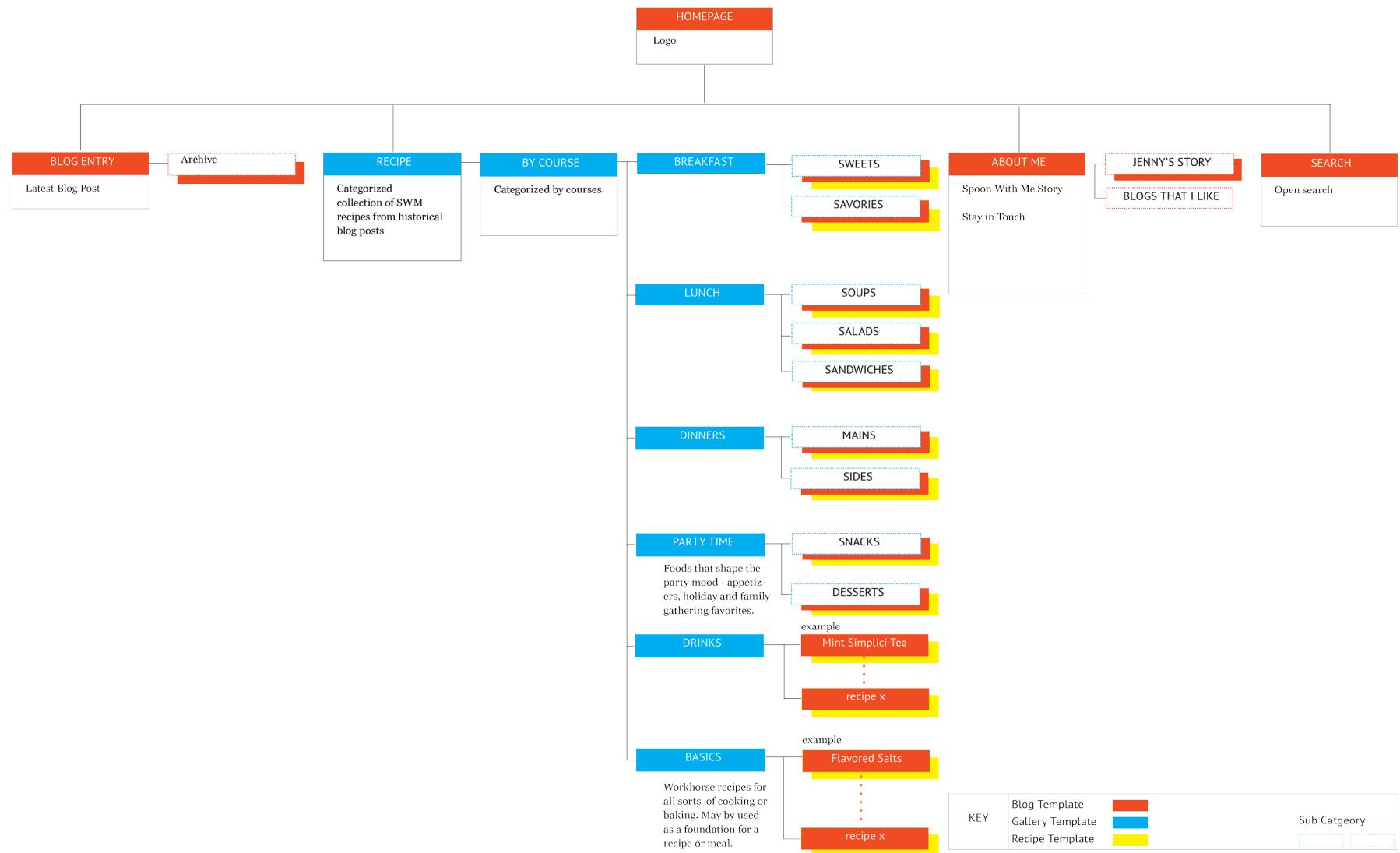
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Spoon With Me Information Architecture

Rev 1 | Pg 1



KEY

Blog Template
Gallery Template
Recipe Template

Sub Category

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Comps

A screenshot of the oh she glows website. The header features the blog name "oh she glows" with a small illustration of a beetroot. Below the header, there's a navigation bar with links like "THE APP", "RECIPES", "ABOUT", "POPULAR", "BABY", "MY BOOKS", "PRESS", and "FAQ". A search bar is also present. The main content area shows a recipe for "ADRIANA'S FAVE 10-MINUTE PASTA (TODDLER-FRIENDLY)" with a large image of the pasta dish. To the right, there's a bio of the author, Angela Liddon, and a sidebar with social media links and a "JOIN OVER 1 MILLION FOLLOWERS!" button.

A screenshot of the smitten kitchen website. The header has the blog name "smitten kitchen" with a stylized "SK" logo. Below the header is a navigation bar with links for "SURPRISE ME!", "RECIPES", "IN SEASON", "BOOK", and "MORE". The main content area features a recipe for "pistachio cake" with a large image of the cake. To the left, there's a sidebar with a search bar and social media links. To the right, there's a sidebar for "LET'S HANG OUT" and a "SIGN UP FOR THE WEEKLY DIGEST" form. Below the main content, there's a section titled "POPULAR RIGHT NOW" with thumbnail images of other recipes.

A screenshot of the annie's eats website. The header features the blog name "annie's eats" with a stylized spoon icon. Below the header is a navigation bar with links for "home", "about", "categories", "faq", "press", "contact", "menu builder", and "recipe index". A search bar is also present. The main content area shows a recipe for "churro chocolate tart" with a large image of the dessert. To the right, there's a sidebar with a "blog view" switch between "linear" and "editorial", a "featured" section with a "Save" button, and a "theSidedish" sidebar with a link to "Subscription info, recipe index, my equipment, my friends and a conversion chart. All below."

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Spoon with Me Logo & Assets



Main Logo



Logo Bug

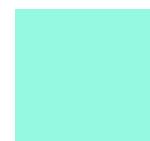
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Typography



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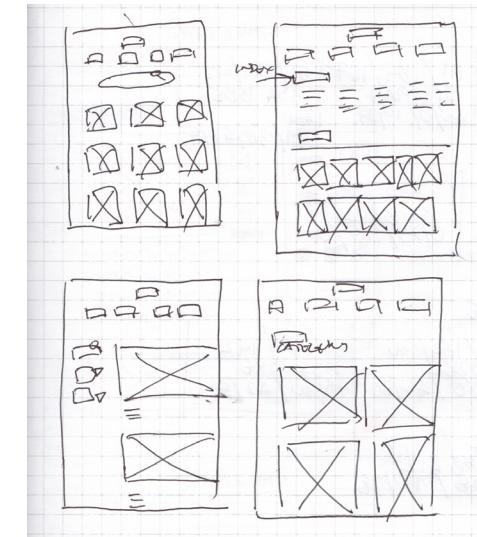
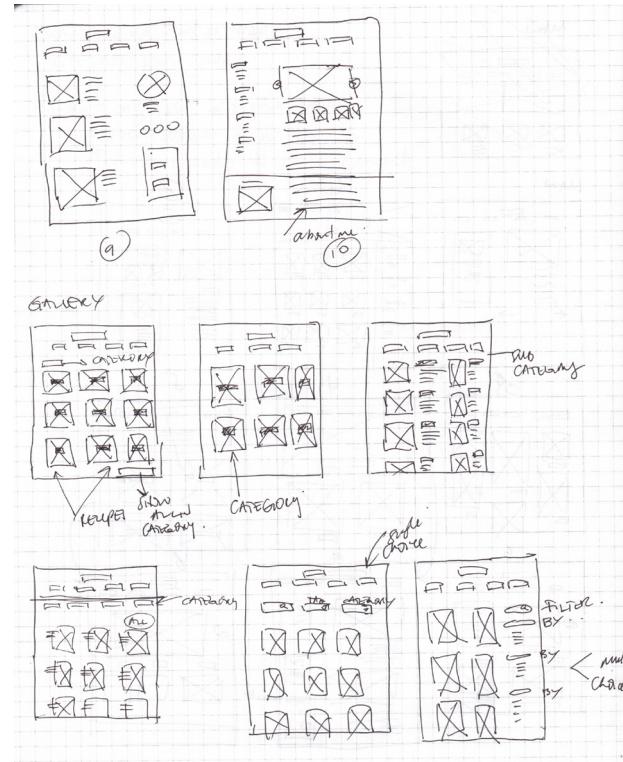
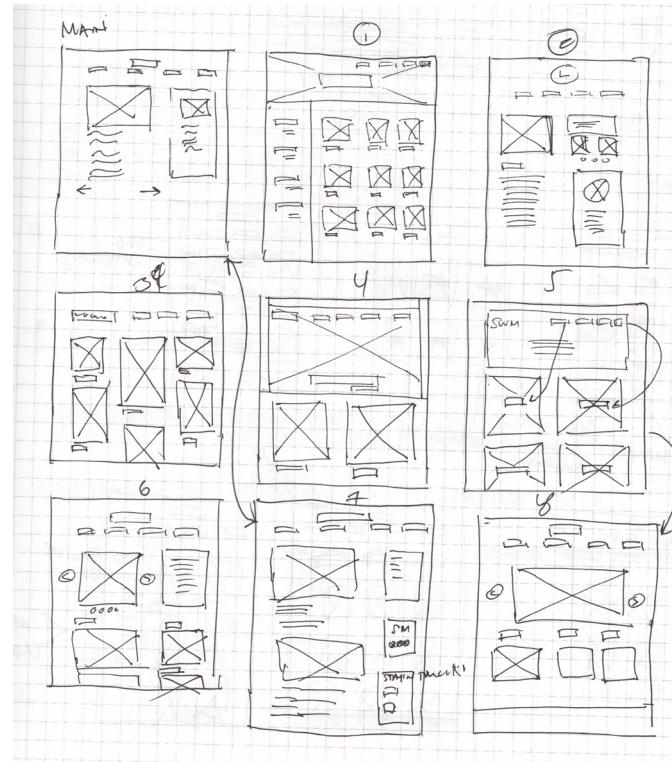
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Color Palette



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Spoon With Me 2.0 Wireframes (Initial)

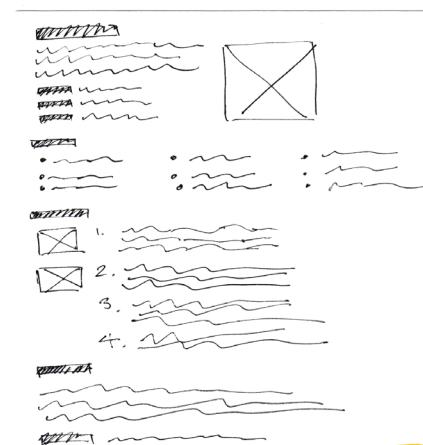
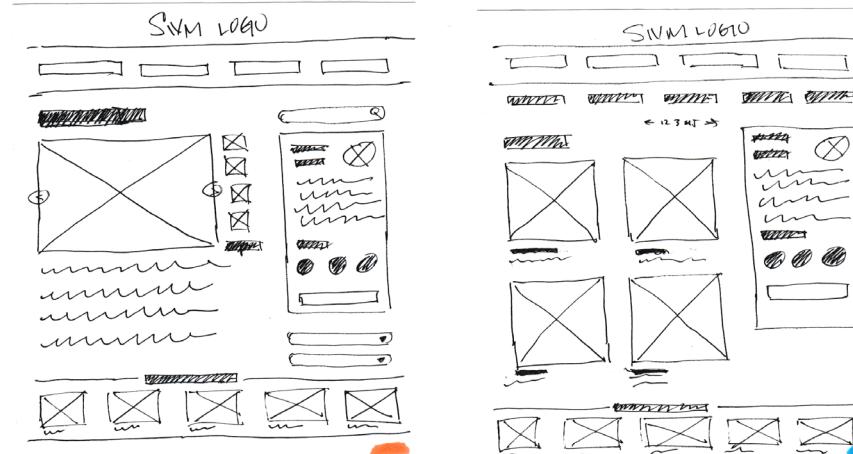


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Spoon With Me 2.0 Wireframes (Revised)

Blog Template

- Images to the top
- Sidebars - About Me & Featured Recipes



Gallery Template

- Organized by category
- Sidebar - About Me & Featured Recipe

Recipe Template

- Similar to Blog template but with recipe content only



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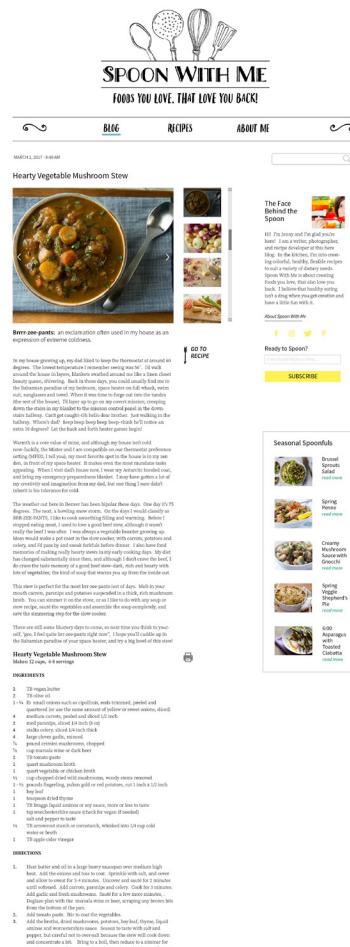
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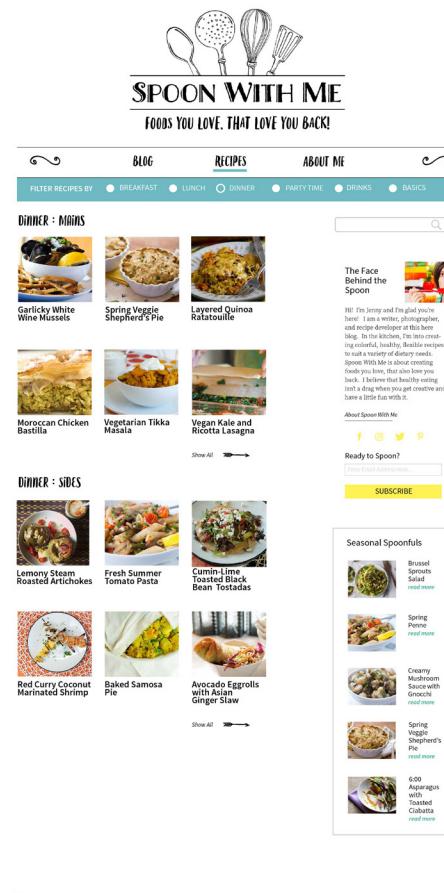
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Spoon With Me 2.0 Wireframes

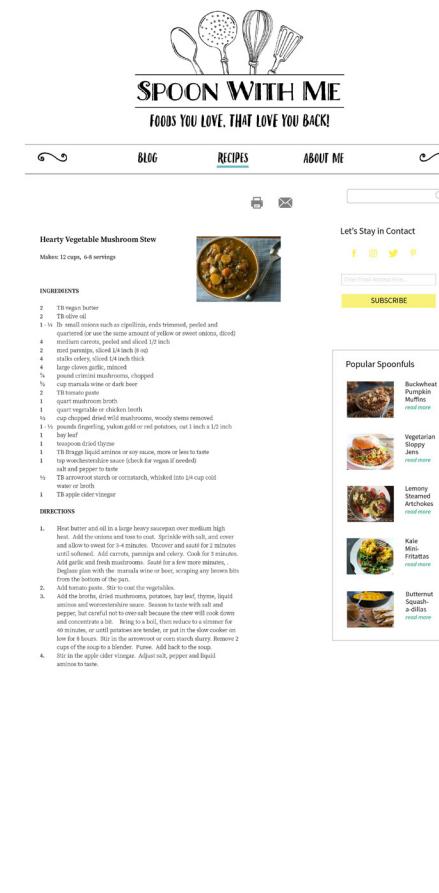
Blog Template



Gallery Template



Recipe Template



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Challenges

1. Novice programmer

- Rule of Thumb: Underpromise ; Over deliver

2. Distance

- Client resides in Denver, CO. Much of the weekly updates were via Google Hangouts
- Ideally, face to face meetings would be scheduled

3. Keeping it business as usual

- This project evolved from a previous design project and client is a close friend. Objectivity was a challenge at times and holding the client to project objective

Lessons Learned

1. Manage your production workflow. Your sanity will thank you later.

- Drawing content boxes helped visualize content organization.

2. I'm only human and I make (a lot) of mistakes.

- Small mistakes in markup be a time drain when trying to trouble shoot a problem.
- Develop a troubleshooting protocol to isolate a problem and test a possible solution.

3. Google and YouTube are my new BFFs.

- Google was invaluable for troubleshooting and finding possible solutions
- YouTube is a generous resource to finally understand concepts

4. Practice does not make perfect. Practice is perfect.

- The hardest part of any endeavor is just showing up. There are resources abound to help with solutions and coping mechanisms.
- Spoon with Me is my first 'pancake' - perhaps not the prettiest but tasty enough.



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Next Steps

Adopt new wordpress template: Foodie Pro as well as Recipe-Pro plug in

- Customization with CSS styling developed in project. Gives the look and feel desired by client
- Easy content updates by the client

Implement categorization developed project

- Easier to search recipes by well-recognized categories
- Provides better structure to website

Implement new logo for new website & logo bug for social profiles

- Provide visual identity to blog site



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THANK YOU!



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