

Spoon with Me 2.0

Needs Assessment Report

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About Spoon With Me

Started in 2010, Spoon With Me is the personal blogging website for Jenny Morgenthaler. Jenny is a grade school music teacher by day and ingredient provocateur by night. She is a 7-year cancer thriver and have been living with a rare form of thyroid cancer. She is the write, photographer and recipe developer on the blog. She creates recipes that are chromatic, healthy and adaptable for the different dietary needs, family size and culinary palates. Jenny firmly believes in the power of nutrition that supports our bodies and its ongoing health. To her, food is an expression of love for the earth and loving self-care for ourselves.

Spoon With Me is a catalogue of Jenny's personal musings on life – whether feeding creative hunger to satiating a thirsty soul – translated into recipes that are friendly for the earth, personal budget and kitchen novices. Each recipe is grounded in a personal memory that is unfolded through Jenny's colorful writing and meticulously curated photography. In a sense, each blog post is an amuse-buche that awakens the reader's senses to their own memories and stimulate a hunger to get cooking.



The Audience

The primary audience for Spoon With Me reflects Jenny's own demographic and sensibility. Her fellow 'Spooners' are in the age bracket of 30-40 years old with hearty appetites and a taste for all things seasonal. Spooners like to garden – both vegetable and flower varieties – and love to share with others the fruits of their labor. Spooners believe that if you care for your ingredients, the resulting food will take care of you. Also, that taste is not at the expense of nutrition and vice versa.

Spooners are majority vegans who want to eat their ice-cream and mac and cheese (just without the dairy). With the elimination of dairy, vegan cooks often resort to a veggie bowl mainstay as a quick meal or a salad. Spoon With Me offers the comfort food recipes but remixed with non-dairy substitutes. The recipes are approachable, scalable and reliable, thus, a trustworthy resource for vegan cooks who have limited time in the kitchen but want to delicious, nutritionally dense meal. In addition to recipes, Spoon With Me offers readers usable tips to explore new ingredients within their own versions of the recipes.

Project Scope of Spoon With Me 2.0

During our project scope meeting, Jenny and I defined the following objectives for the refresh of Spoon With Me (in order of priority):

OBJ #1: *"It's my blog. I can write if I want to."*

It is critical to maintain Spoon With Me as first and foremost a blogging website. Jenny uses WordPress for Spoon With Me since 2010 and feels strongly to continue using this service for her update.

OBJ #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. In addition, she is looking to re-categorize her recipes so as to provide an alternative means to search her recipe catalogue. Currently, Spoon With Me has 25 categories that range from common categories such as meal type as well as seasonal ingredients.

OBJ #3: *"Eat with your eyes first."* In addition to the well crafted recipes, Jenny's blog writing and thoughtful photography entice the reader on a culinary journey. Jenny would like to explore using an image gallery for her photos so that it supports her recipe organization as well as provide visual interest to the website.

OBJ #4: *"Be yourself. Everyone else is taken."*

According to inventory of Specific Blog Categories in the Google Index, there are over 2 million blogs about food (2014)! It should not be so surprising given how much of our lives revolve around food. With the digital age, it makes more natural to combine technology and food. You can search easier, you can 'pin' a recipe, you can join online communities to be first in line for a fresh recipe. In one survey by BlogHer, 90% of respondents go online for recipes. Within the same sample, 83% have purchased products and ingredients based on blog recommendations, with those content sites inspiring more trust in their food recommendations.

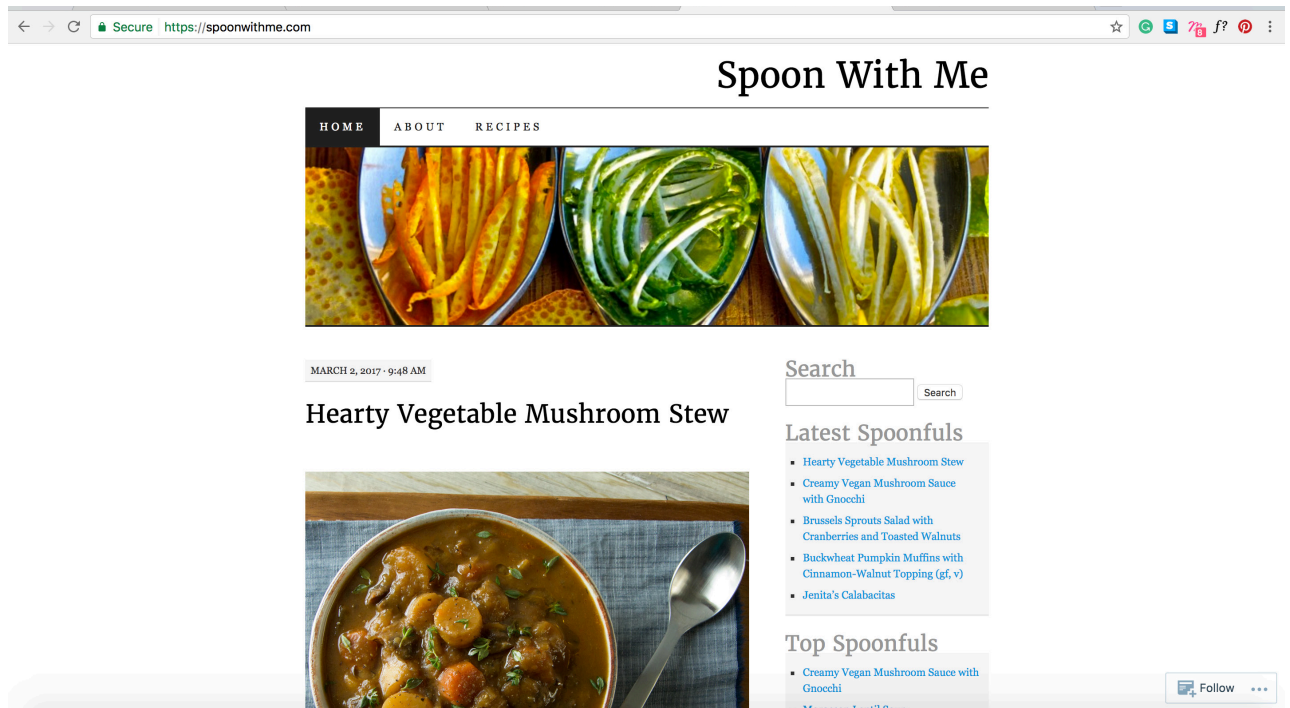
In regards to Spoon With Me, differentiation is critical and fresh content is mandatory. The current site is basic in design with photography taking center attention and will remain this way. However, as part of this refresh, we will develop visual assets that will give complement the site's voice as well as functional as navigational visual cues.

Available Assets

Content resourcing will not be an issue. With over 200 blog entries and corresponding photos, there will be ample content available for use. For the scope of this project, we will be limiting to up to 12 blog entries to model the website update.



Appendix



Spoon With Me 1.0

Strengths:

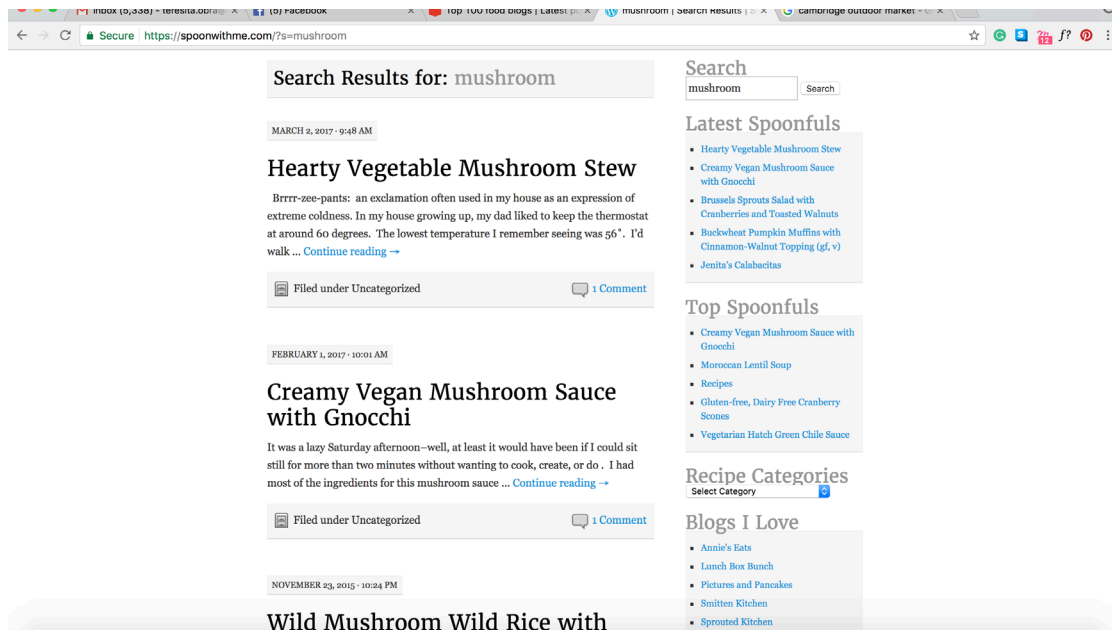
Simple navigation:

About, Home and Recipes

Functional Sidebars for quick links:

Top Spoonfuls for most popular recipes / blog posts

Latest Spoonfuls for the most recent blog posts



Search Results by Ingredient “Mushroom”

Opportunities

Provide visual reference and confirmation for search request and corresponding results. Includes how many search matches as well as photo thumbnails which will encourage browsing.



