

# EASY YUM

## RECIPE BLOG WEBSITE

### 1. Overall Goal:

Easy Yum is a recipe blog page sharing with audiences all the recipes that not only are yummy but also easy to cook with quality and convenient ingredients for healthy meals.

### 2. Purpose of the Site:

1. **Inspire:** promoting easy, healthy and flavorful recipes for users to develop their cooking skills.
2. **Educate:** providing cooking instructions, tips, and meal planning resources.
3. **Connect:** fostering interaction and sharing among users, building a strong and on-going community.

### 3. Intended Audience:

We analyze our targeted audiences based on 4 criteria:

#### 1. Geography:

- a. Location:
  - i. Primary North America (USA and Canada)
  - ii. Potentially global reach to:
    - Whom speaks French and/or English.
    - Whom has translation app to translate contents into their languages.
- b. Region:
  - i. Urban: interested in quick trendy recipes.
  - ii. Suburban: focuses on family-friendly, meal prep, and large-batch cooking.

#### 2. Demography:

- a. Age: primarily 18-60 years old but not limited

- i. Younger forks (18-35): who in journey of developing their cooking skills
  - ii. Matured one (35-60): who have families, busy schedules, hectic careers, etc.
- b. Income: middle to upper-middle class
- c. Gender:
  - i. Primarily female
  - ii. But not exclude male who's interested in cooking too
- d. Occupation:
  - i. Busy professionals
  - ii. Parents
  - iii. Individuals who want work-life balance

### **3. Psychography:**

- a. Lifestyle:
  - i. Health-conscious
  - ii. Enjoy good food
  - iii. Enjoy social gatherings centered around meals
- b. Values:
  - i. Convenience
  - ii. Quality
  - iii. Sustainability
  - iv. Creativity
- c. Personality:
  - i. Enjoys experimenting new cuisines and dishes

### **4. Behaviour**

- a. Cooking habit:
  - i. Frequently meal plans
  - ii. Searches for quick, easy, and healthy recipes
  - iii. Engages in cooking challenges
- b. Content Engagement: Actively interacts with blogs through comments, ratings, and social media shares

## **4. Goals of the site:**

1. Share cooking experiences
2. Build a community
3. Gain Revenue (affiliate marketing, advertising, processing orders, etc.)

## 5. Desired Outcomes:

1. Increase traffic through searches and social media
2. Be a trust-worthy websites
3. Grow bigger over time with contents and items for users shopping

## 6. Required Information:

1. Collection of recipes
2. Cooking instructions, tips, techniques, and tutorials
3. Images, Videos

## 7. Opportunity, Challenge:

1. Opportunity:
  - i. Increase the recipe library over time
  - ii. Increase the diversity of the recipes
  - iii. Reach globally
2. Challenge:
  - i. Requires lots of recipe pages
  - ii. Need many real and catchy images, videos
  - iii. Gain trust from users
  - iv. Increase Traffic

## 8. Page Titles:

**EASY YUM** – Recipe Blog Website (French/English)

- **Home**
  - Festive Dishes
  - Most Popular Dishes
- **Recipes**
  - Explore More
    - Breakfast
    - Lunch
    - Dinner
    - Dessert
    - Snack

- Beverage
- Latest Recipe
- Diet Preferences
  - Veggie Life
  - Keto
  - Medi diet
- **Forum**
  - Fact
  - Reviews/Testimonials
  - Weekly Newsletter Sign Up
- **Contact**
  - Contact Form
  - App Introduction
  - Footer

## 9. Content Sources:

1. **Inspiration:** [epicurious.com](http://epicurious.com) and [foodnetwork.com](http://foodnetwork.com)
  - i. What I like: rich of contents, good layout, many interacting options for users, ability to shop, advertising.
  - ii. What I don't like: boring color theme, font is not in friendly- style in my opinion
2. **Images and Videos:** [pexels.com](http://pexels.com) and [youtube.com](http://youtube.com)
3. **Recipes:** cookbook “Yum and Yummer” by Greta Podleski

## 10. Font, Color theme:



**EASY YUM**

**Mada, sans-serif**



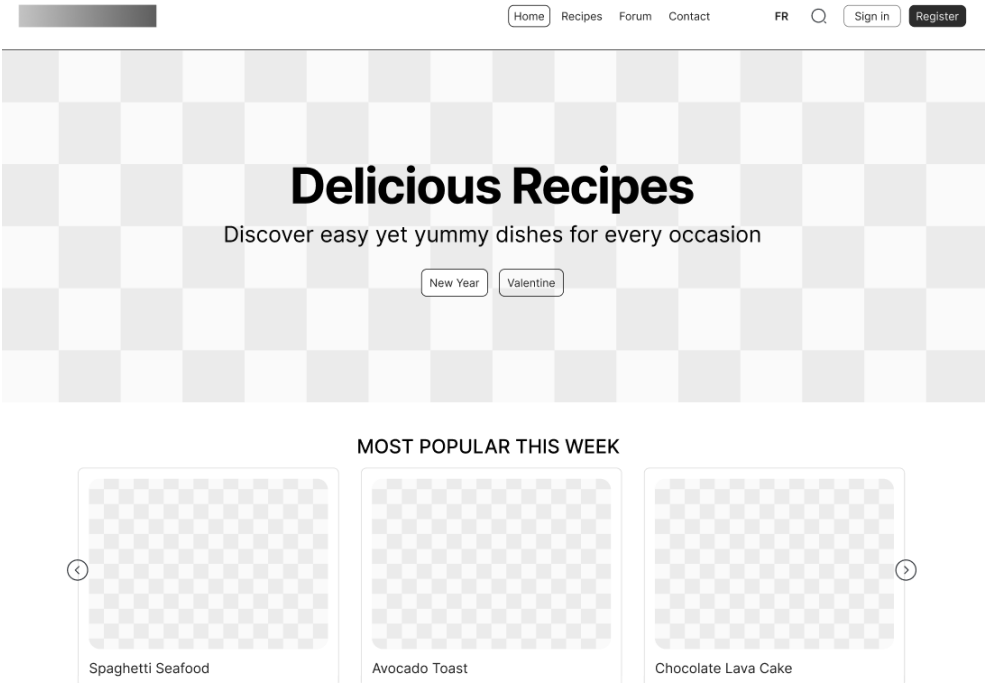
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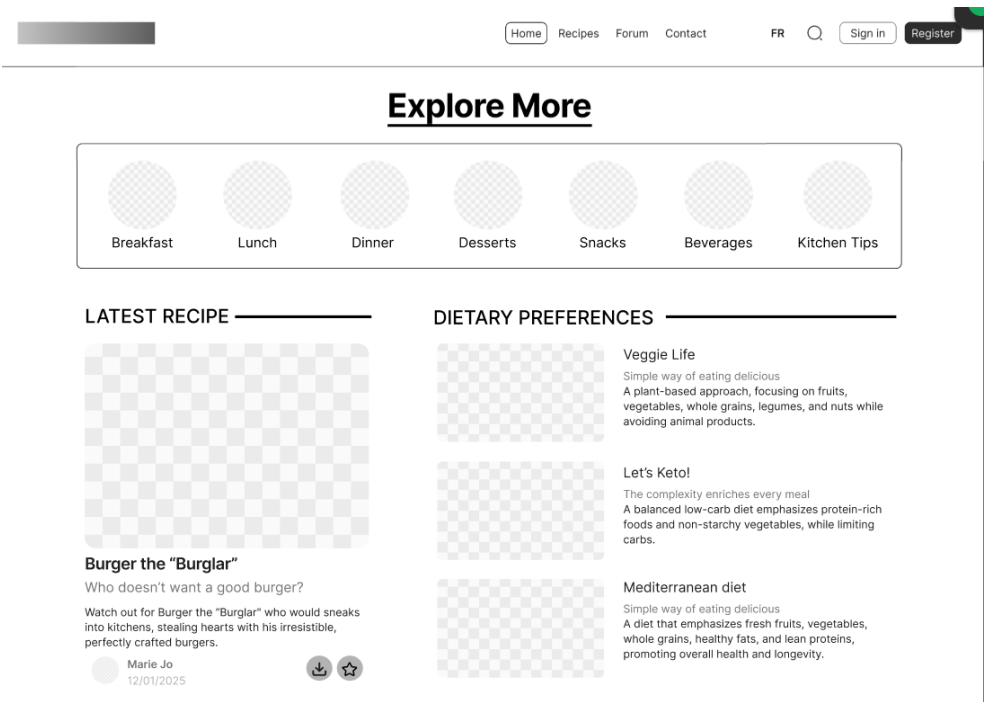
C25757

# 10. Mockups:

Home



Recipe:



Forum:

HomeRecipesForumContactFR🔍Sign inRegister

Easy Yum Forum

111.111 users, 22.222 recipes, 3.333.333 photos

☆☆☆☆☆

Review title

Review body

Reviewer name

Date

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