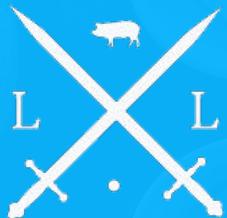




Calvin Chen, Luke Allen, Solayman Yousuf, Somesh Harshavardhan, Tyler Treat, Wynston Hsu



# Lunch & Legion

Beyond the Boundaries of Taste





Lunch & Legion

# Meet the Team



Luke  
Allen

## Project Manager

Responsible for communicating with clients, overseeing different stages of the project, and facilitating teams to meet deadlines.



Solayman  
Yousuf

## UX Designers

Take the lead on user research & analysis, persona development, UI design, wireframing, and prototyping.



Somesh  
Harshavardhan



Wynston  
Hsu

## Content Strategist

Determines the content requirements and strategy based on Foodie Fanatic's business objectives and needs.



Tyler  
Treat

## Information Architect

Focus on the navigation and architecture of the online platforms. Also contributes to the user experience design.



Calvin  
Chen

## Taxonomist

Establishes the organizational schema of different components. Defines the vocabulary and terminology of the project.

# Agenda

- 1) Business Strategy
- 2) Project Plan
- 3) Site Map
- 4) Information Personas
- 5) Wireframes
- 6) Taxonomy

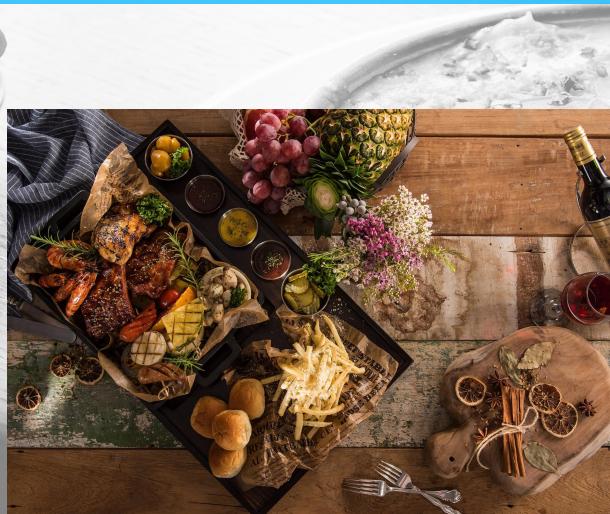
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# Business Strategy

# Business Goal

Lunch & Legion is here to help you drive product sales and inform users of the latest trends relating to food. Whether it be recipes, cookware, or ingredients, we intend to ultimately engage and excite users about the Foodie Fanatic brand.





Lunch & Legion



# Vision Statement

To bridge the gap between users and company through culinary satisfaction

Through providing our users with top quality cookware, or delivering the freshest ingredients, Lunch & Legion aims to help you become the pinnacle when it comes to all things related to food.



Lunch & Legion

# Mission Statement

We at Lunch & Legion aim to develop your online resource as a platform which users can effectively use for their fanatical Foodie needs.

Our goal is to help you become the leading outlet for all food related products by providing a wide selection of unique ingredients, quality cookware, and gourmet recipes.

By doing so, we hope to establish a deeper connection between your brand and users.



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# Current Issues

Common user frustrations include:

- Difficulty navigating between content on the page
- Search results not being relevant to the item they are looking for
- Content feels hidden or nested within specific subsections of the site
- Feeling overwhelmed or confused by the massive number of options the site provides



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# Content Strategy

All content should promote:

- Ease of use and access, especially on mobile devices
- A sense of community and social interaction between users
- Clarity and relevance to what the user is looking for
- Involvement and inclusion of all users with varying skills, backgrounds, and experiences

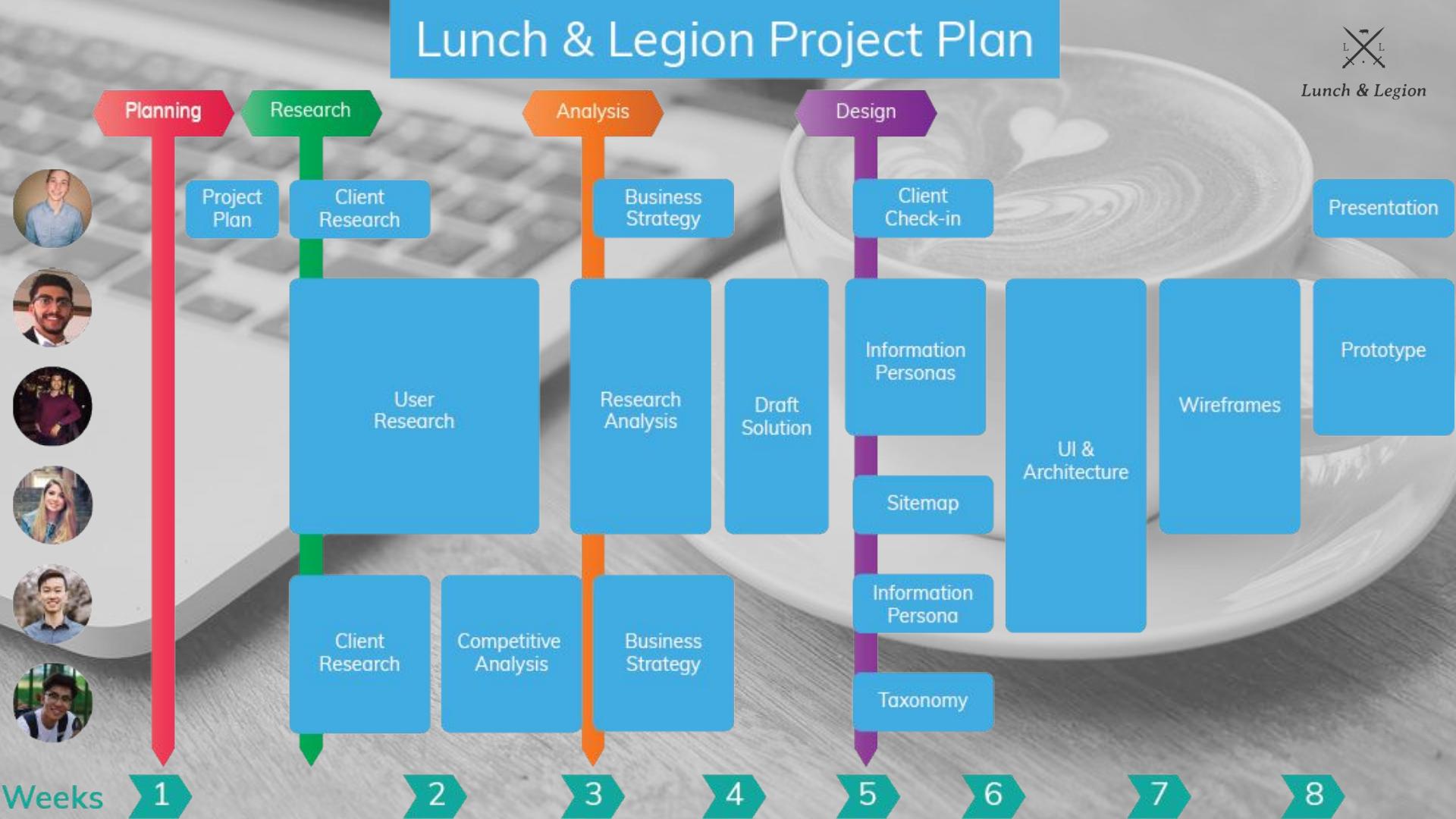


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# Online Strategy

Social media platform centered around food

- Interact with a diverse group of foodies
- Stay connected with their local foodie community by keeping up with the latest events
- Share personal content from a variety of media, and voice their opinions
- Provide feedback to other foodies, and further establish their foodie credentials





# In-Depth Timeline

Task Name	Start	Finish	Duration	Assigned To	Jan			Feb					Mar					Apr					May				
					Dec 31	Jan 7	Jan 14	Jan 21	Jan 28	Feb 4	Feb 11	Feb 18	Feb 25	Mar 4	Mar 11	Mar 18	Mar 25	Apr 1	Apr 8	Apr 15	Apr 22	Apr 29	May 6	May 13	May 20	May 27	
Planning																											
Team Roles	01/03/18	01/03/18	2 hours	All																							
Project Plan	01/03/18	01/04/18	1 day	PM																							
Research																											
Client Research	01/04/18	01/10/18	1 week	PM, CS, TAX																							
User Research	01/04/18	01/15/18	1.5 weeks	UX, IA																							
Analysis																											
Competitive Analysis	01/11/18	01/17/18	1 week	CS, TAX																							
Research Analysis	01/16/18	01/22/18	1 week	UX, IA																							
Business Strategy	01/18/18	01/24/18	1 week	PM, TAX																							
Content Strategy	01/18/18	01/24/18	1 week	CS																							
Draft Solution	01/23/18	01/26/18	3 days	UX, IA																							
Stand-Up & Iteration	01/29/18	01/31/18	2 days	All																							
Present Draft to Client	02/01/18	02/01/18	1 day	PM																							
Design																											
Information Persona	02/02/18	02/06/18	5 weeks	UX, CS																							
Taxonomy	02/02/18	02/08/18	1 week	TAX																							
Sitemap	02/02/18	02/08/18	1 week	IA																							
Interface / Architecture	02/07/18	02/20/18	2 weeks	UX, IA, CS																							
Wireframe	02/20/18	02/26/18	1 week	UX, IA																							
Usability Test	02/27/18	03/05/18	1 week	UX																							
Prototype	03/06/18	03/12/18	1 week	UX																							
Client Check-in	03/13/18	03/13/18	5 hours	PM																							
Development	03/14/18	05/14/18	2 months	Dev Team																						Dev Team	
Presentation																											
Product Specification	05/08/18	05/17/18	1.5 weeks	CS, TAX																						CS, TAX	
Pitch	05/18/18	05/18/18	1 day	PM																						PM	

<https://app.smartsheet.com/b/publish?EQBCT=86280b15c842448a9913e5970f075515>



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# Cost Projection

Under a 3 month contract development cycle (6 member team):

Project Manager      \$23,250

UX Designer      \$18,500 (x2)

Information Architect      \$21,250

Content Strategist      \$15,000

Taxonomist      \$19,000

\*Projections are calculated with exclusion of the development team

\$115,500 x2 for gap space =

**\$231,000 Total Cost**



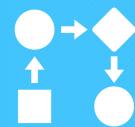
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**“A vision without  
execution is  
hallucination”**

Thomas Edison



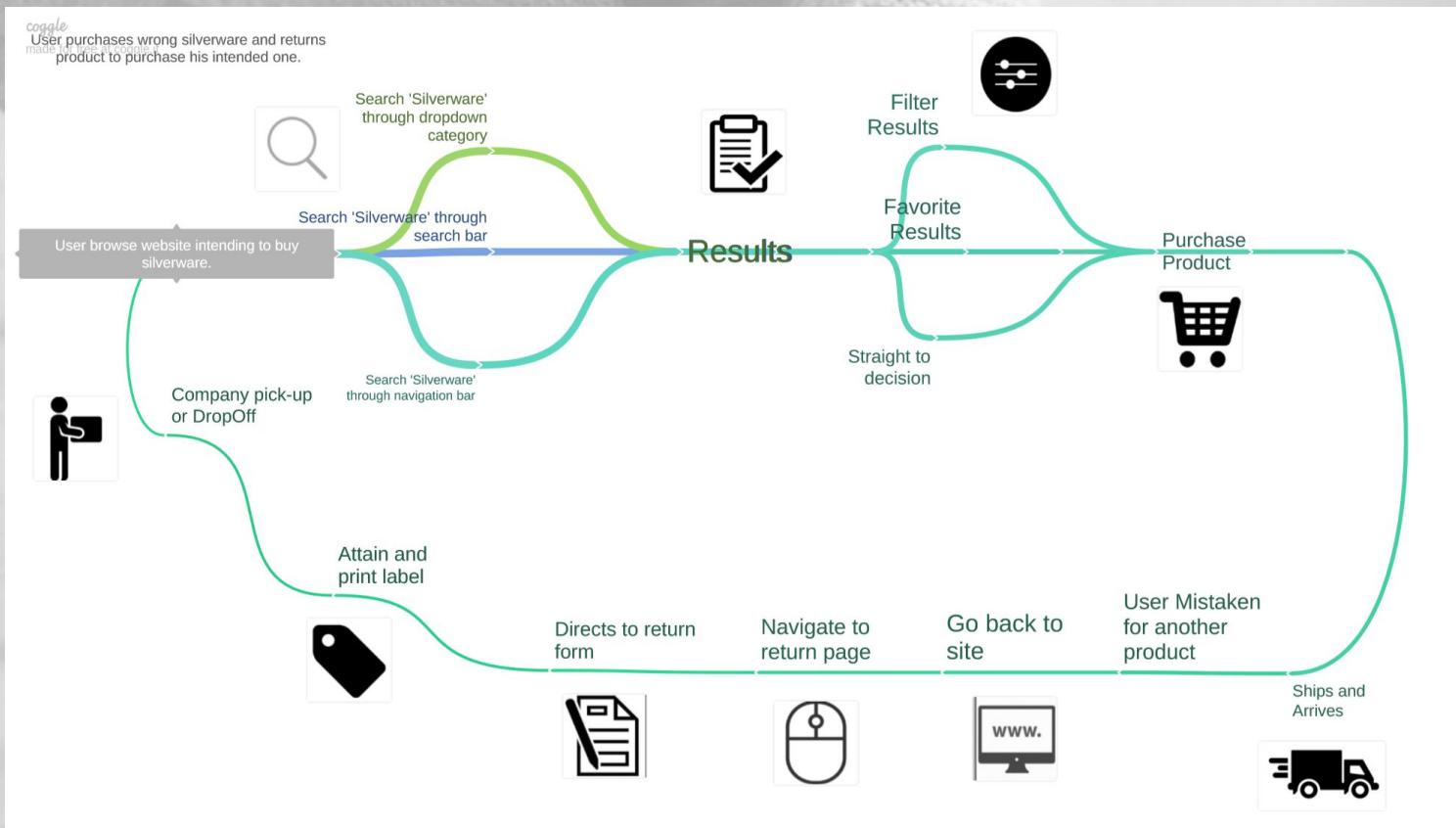
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# User Flow

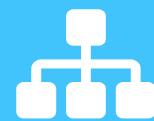
A number of steps that need to be performed in order to complete a task

# Example User Flow: Shopping for Silverware





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# Site Map

A model of a website's content designed to help both users and search engines navigate the site.



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# FOODIE FANATIC

ORIENTATION

COLLAPSE ALL

VERSION 1.0 – LAST SAVED: 03/04/18 – PAGE COUNT: 105

Home Page

Menu

Check out

Settings

Login/Logout

Store

Cook

Foodie Community

MyFoodie

Home

About US

Our Stores

Social Media





Baking Tools

Decorating Tools

Measuring Tools

Cutlery

Knife Sets

Bread & Cheese Knives

Cleavers & Boning Knives

Fruit & Vegetable Knives

Slicing & Carving Knives

Utility Knives

Cutting Boards

Tabletop

Kitchen & Table Linens

Mugs & Glasses

Place Settings

Bowls

Plates

Serverware

Recipe Guides

Product Use Guides

Decorating Guides

Seasonal Recipes



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Silverware

Wine & Bar Tools

Appliances



Beverage Electronics

Processors

Mixers & Attachments

Toasters & Ovens

Grills & Presses

Fryers

Slow & Pressure Cookers

Houseware



Oven Mitts

Pot Holders

Aprons

Organization and Storage

Outdoor



Outdoor Cookware

Smoker



Lunch & Legion



Lunch & Legion

Outdoor Grills & Accessories

Outdoor Dining Ware

MealsOnWheels



Home

About US

Our Stores

Social Media



Lunch & Legion



Lunch &amp; Legion

## FOODIE FANATIC

VERSION 1.0 - LAST SAVED: 05/04/18 - PAGE COUNT: 105

ORIENTATION | COLLAPSE ALL



Lunch &amp; Legion



# Information Personas

A set of descriptions that together represent a potential user type and illustrates their information wants, needs, and frustrations



# Valerie *The Genuine Foodie*



"I can generally get in the right direction; however, it's difficult to find specific products that I looked at in a previous session"

Age 39

Status Married, no kids

Occupation Sous Chef

Hobbies Travelling, Tennis

Devices Samsung Galaxy, Microsoft Surface Pro

Budget \$2,544 per year  
(\$106 per visit)

## CHARACTERISTICS

Ambitious

Adventurous

Steadfast

Disciplined

Passionate

## DESIRSES

- Descriptive product pages
- Community forums to discuss ideas and concepts
- Personal profile to fill with videos and innovative recipes

## INFORMATION NEEDS

- Product descriptions and reviews
- Inspiring recipes/discussions
- Articles/video blogs to be shared
- Groundbreaking products/recipes/cooking techniques

## FRUSTRATIONS

- Finding relevant events that are nearby is difficult
- Things are unorganized and/or not where they're expected to be
- Navigating the site is a frustrating and unfulfilling experience

## SCENARIO

1

It's a Tuesday evening, and Valerie is preparing for a video recipe she is planning on producing the upcoming weekend. She creates these in her free time so she can further pursue her dream of opening her own restaurant

2

For her recipe, she is making an exotic dish and wants it to be as authentic as possible. However, when searching for an exotic pan that the recipe calls for, she has no idea where to find it. Any idea she has on where a pan like this leads her to dead ends and she finds herself getting frustrated.

3

She ends up buying the pan through a different site. With her video complete, she wants to upload, but doesn't know where. How is she ever going to achieve her dreams?

## BRANDS





# Deborah *The Affluent Experimenter*



"Stay simple; provide me with a way to find just the products I'm most interested in seeing. I want to be able to quickly find the exact type I'm looking for."

Age	60
Status	Married, no children
Occupation	Retired lawyer
Hobbies	Wine connoisseur
Devices	iPad, MacBook Pro
Budget	\$2,725 per year (\$545 per visit)

## CHARACTERISTICS

Confident	Punctual	Diligent
Stylish	Materialistic	

## DESIRSES

- Luxury brands and the newest trends in cooking and food
- Showing off her knowledge and high taste in food to her friends
- Perceived quality of her kitchen and cookware

## INFORMATION NEEDS

- Quick & easy way to access her favorite brands
- Suggestions for similar products / or trending items of the month
- Be able to see endorsements on products by celebrities and esteemed Foodies

## FRUSTRATIONS

- Confusing site navigation that is time consuming
- Unwanted solicitation of products she isn't interested in
- Flood of information that isn't streamlined in a manageable way

## SCENARIO

1

It's Sunday afternoon, and Deborah is reading a luxury home goods magazine she subscribed to. She comes across the latest newest coffee maker, and this inspires her to take a look at her own since she hasn't made her own in a while.

2

Even at a glance, Deborah immediately knew her current model is not going to cut it for her reputation, and proceeds to look for a new one on Foodie Fanatic.

3

Deborah takes shopping for brands seriously as she only trusts her own standard and taste. However, she finds the current searching process extremely troublesome, and is annoyed by constant exposure to products she isn't interested in.

## BRANDS





# Riz The Novice Cook



"I have found the navigation clunky and not meaningful or relevant. I don't always understand what the sections or labels mean."

**Age** 21

**Status** Single

**Occupation** Visual Arts at University of Washington

**Hobbies** Video Games, Drawing

**Devices** Apple Laptop, iPhone

**Budget** \$864 per year  
(\$72 per visit)

## CHARACTERISTICS

Outgoing

Cultural

Creative

Engaging

Tech Savvy

## DESIRSES

- Learn how to cook American and South Asian food
- Meet locals interested in learning how to cook
- Save money by not going out to eat and making food at home

## INFORMATION NEEDS

- Quick and easy way to browse intended search of recipes
- Display straight to the point information to browse more quickly
- Simplistic layout that caters to the needs of the user

## FRUSTRATIONS

- Instructional videos are poorly organized
- Navigation is clunky and labels don't make sense
- Cooking classes always seem to be full

## SCENARIO

1

It's Thursday night, and Riz is very hungry. Riz won't get paid until next week and doesn't want to spend on another expensive meal at a local restaurant.

2

Instead, Riz decided to eat at home in efforts to save money and to eliminate the time going to a local restaurant. He goes onto his laptop and browses the food fanatic website to look for recipe videos about South Asian food that he can cook.

3

Upon browsing the website, he gets frustrated because the navigation is clunky and hard to understand. He also notices that there is too much information being presented at once.

## BRANDS





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# Wireframe

An image or set of images which displays the functional elements of a website or page, typically used for planning a site's structure and functionality

# Homepage



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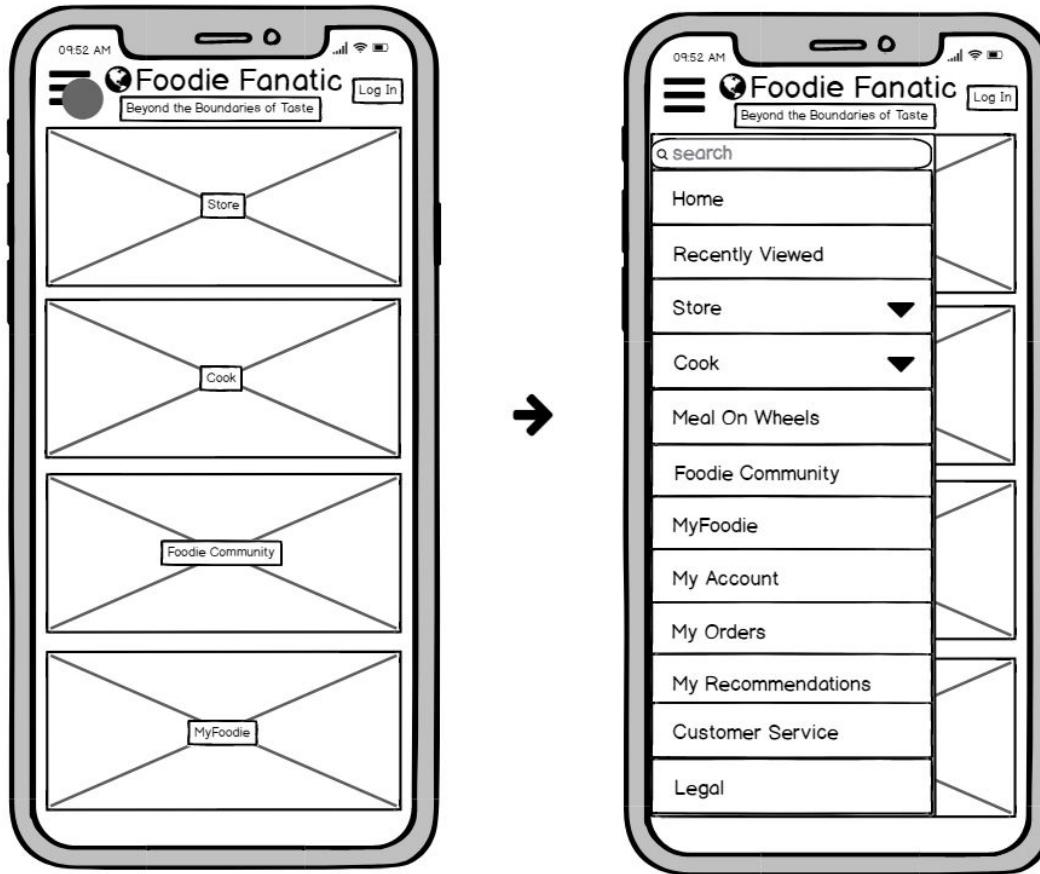
# Home

## Card-based interface

- Simple layout for mobile
- Information extracted from sitemap
- Wording reinforces the goal for each card
- Tap on cards to go into each category

## Hamburger Menu

- Allows for extended options
- Familiar Icon and layout



# Store

(Valerie's scenario)





### Information Needs

- Easy way to find what she has in mind
- Ways to filter out different products which don't meet her specifications
- Product information and reviews so she can get the perfect product

## Scenario: Valerie needs a new knife

Valerie just got a great deal on a rare and exotic bird, but she doesn't have the right type of knife to carve it.

Her visit to the current Foodie Fanatic site leaves her feeling frustrated by the lack of intuitive navigation.

When she finally finds the right type of knives, the uninformative product pages leaves her unsure of her purchase.



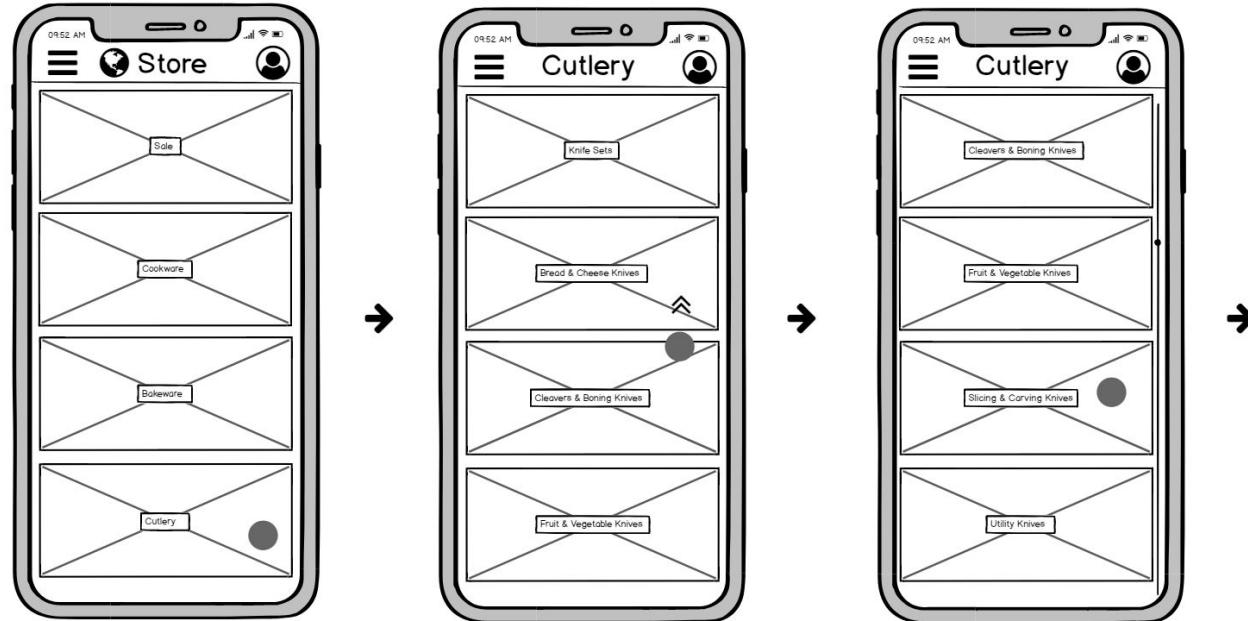
# Store

## Store

- Large cards allow easy mobile navigation
- Informative labels

## Subcategories

- Further expanded categories for precision browsing
- Scrolling interface shows more options



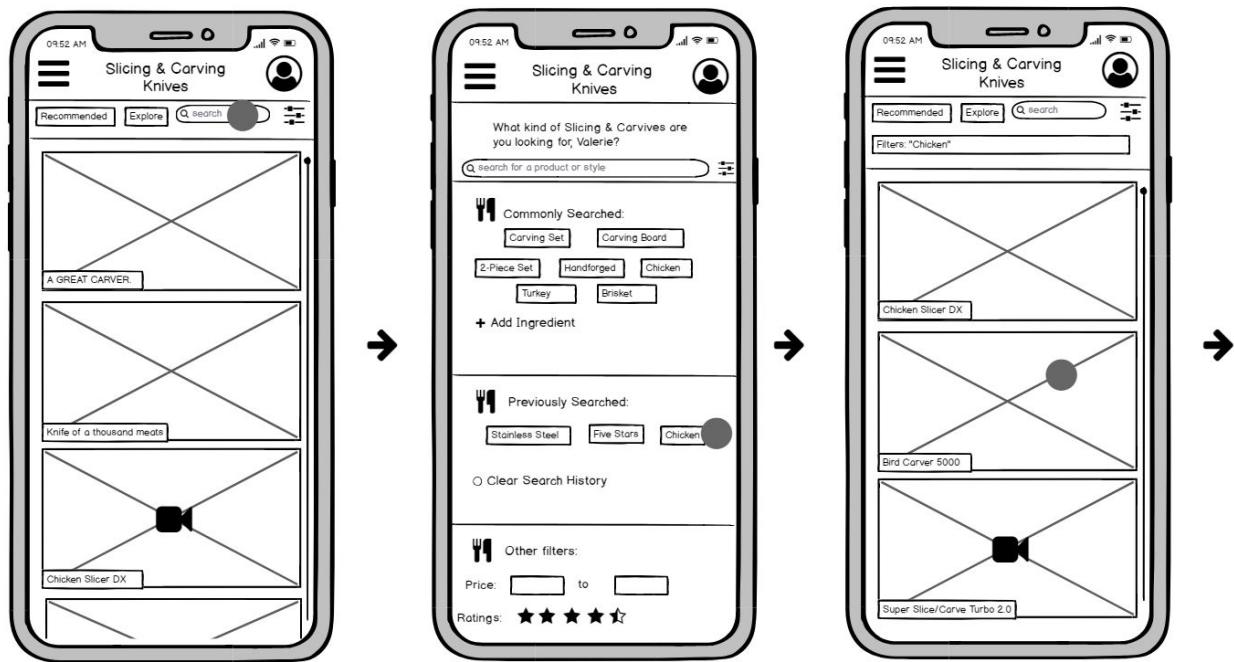
# Product Filtering

## Products

- Variety of products from many reputable brands

## Filtering

- Gives users the ability to find exactly what they are looking for
- Add custom filters, find what's common, or apply more specific metrics



# Product

## Product

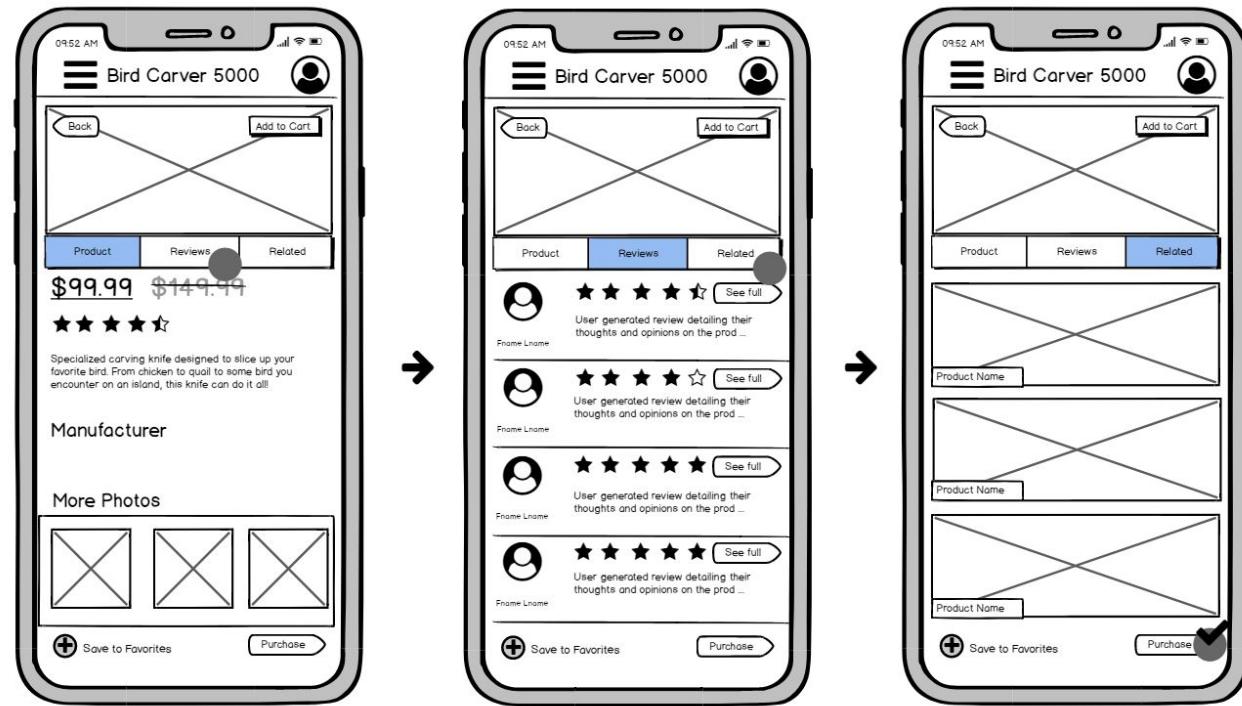
- Descriptive page to allow informed decisions

## Reviews

- See how other people like the product
- Easily-recognizable rating system
- Reviews link back to user profiles

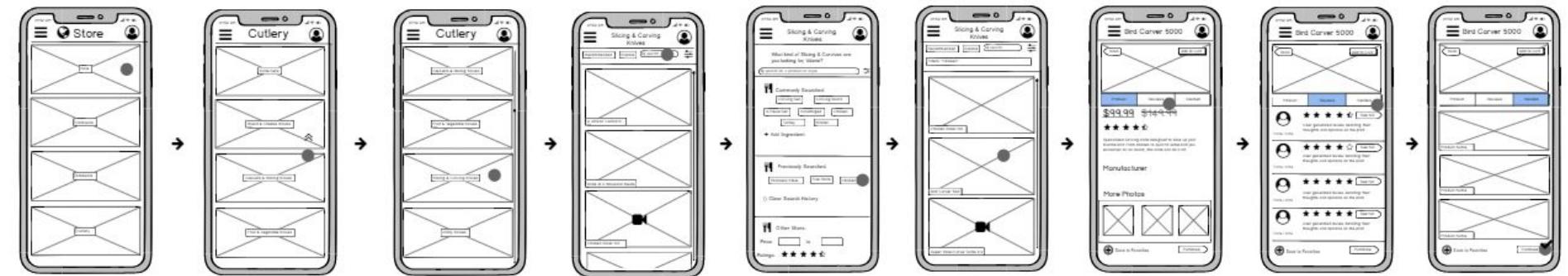
## Related

- Shows similarly viewed products





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"Success is a journey, not a destination. The doing is often more important than the outcome."

# Cook

(Riz's scenario)



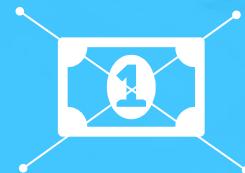


## Information Needs

- Quick and easy way to browse intended search of recipes
- Display straight to the point information to browse more quickly
- Simplistic layout that caters to the needs of the user

# Scenario: Hungry Riz is Hungry

It's Thursday night, and Riz is very hungry. Riz won't get paid until next week and doesn't want to spend on another expensive meal at a local restaurant.



He goes onto his iphone and browses the Food Fanatic website to look for recipe videos about South Asian food that he can cook.



Frustrated because the navigation is clunky and hard to understand. He also notices that there is too much information being presented at once. But at the end, he finishes his recipe.



# Cook

## Main Cook Page / Recipes

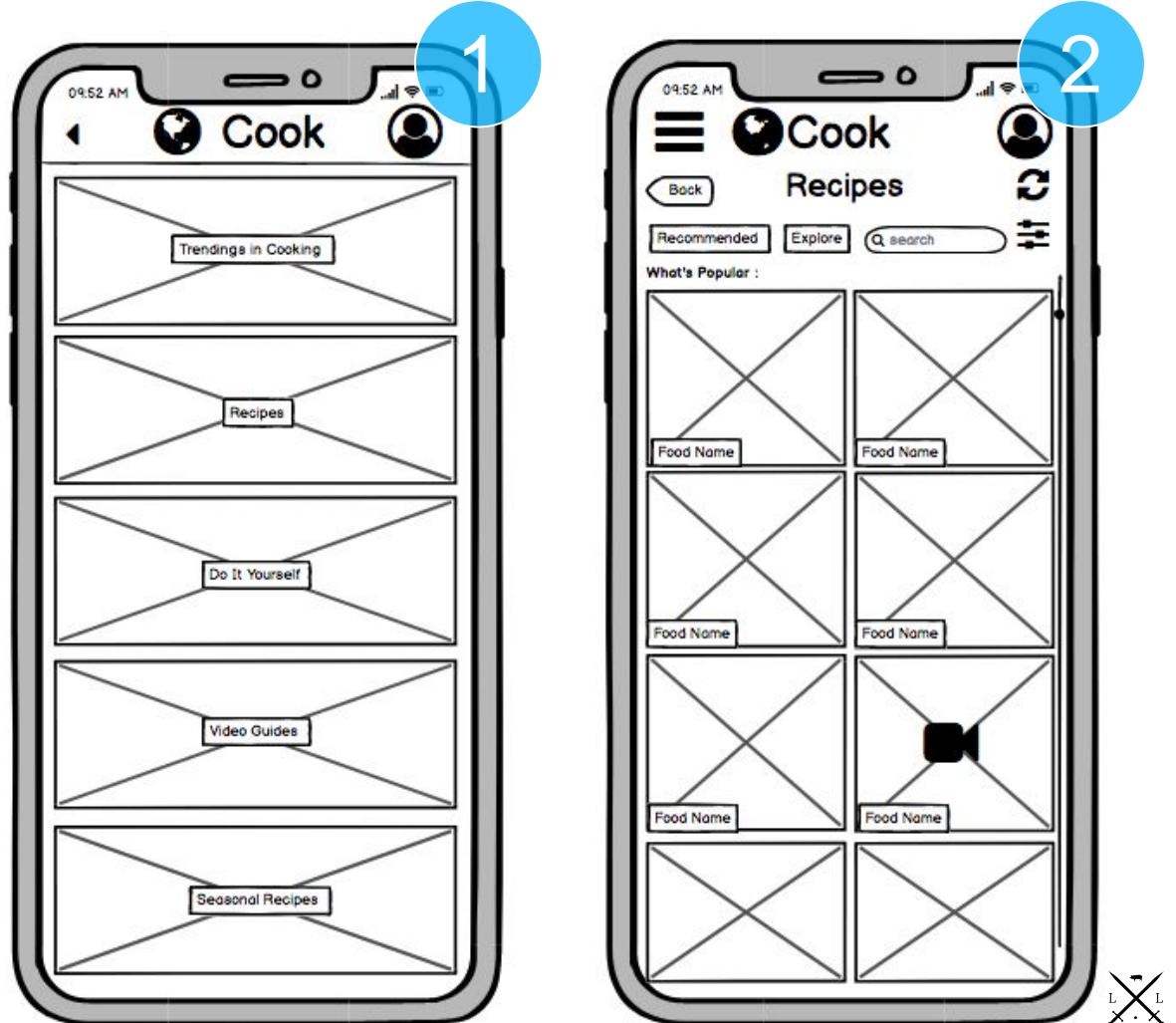
### 1. Main Cook Page

- Simple card layout for simple navigation
- Displays trends in cooking, recipes, do it yourself, video guides, seasonal recipes.

### 2. Results

- Card layout for simple navigation and simple scroll
- Recommend tab and explore page for recipes

Riz's case: After clicking 'cook', Riz will be prompted by different subcategories. The recipe card will lead him to the recipes page and there, he will search.



# Cook

## Search / Results

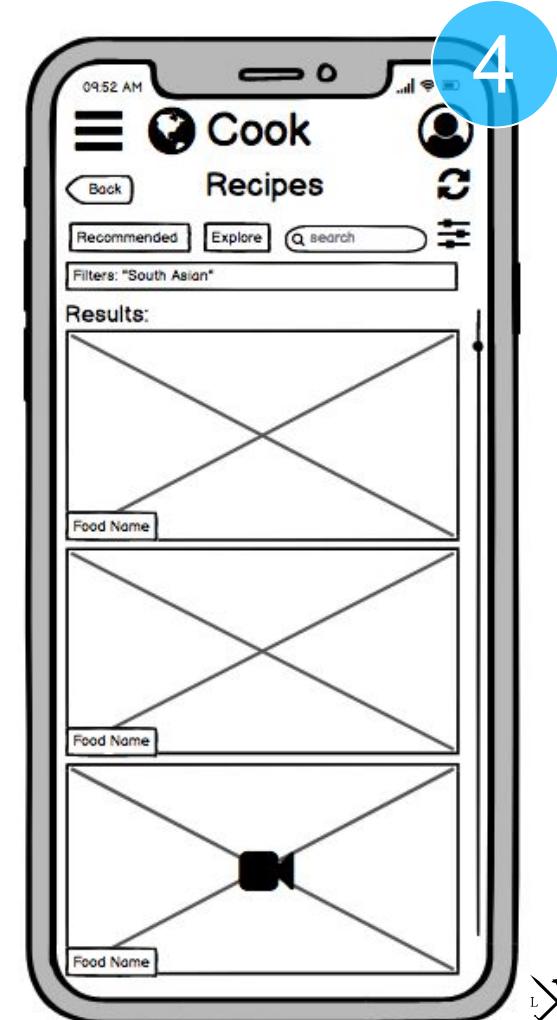
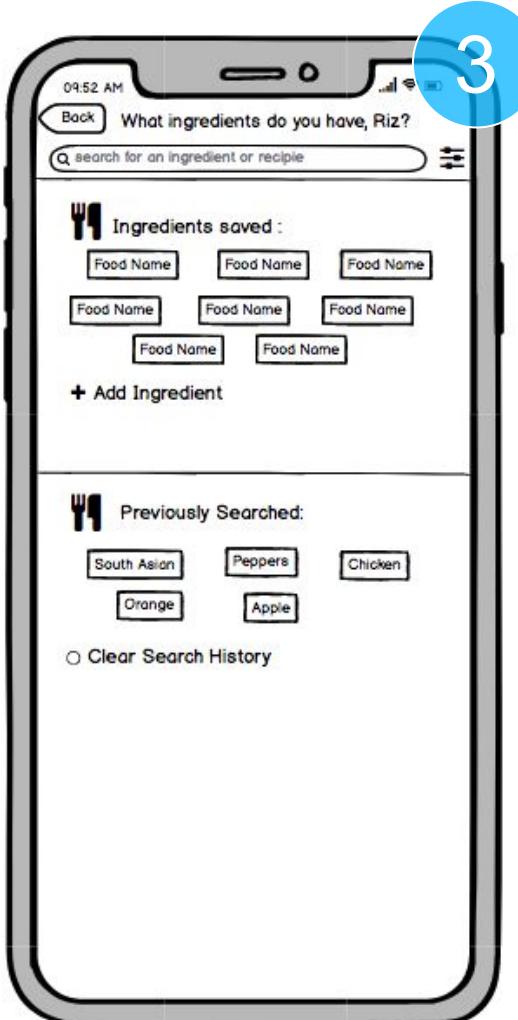
### 3. Search Bar

- Option to search for an ingredient or recipe
- Displays ingredients saved and previously searched for quick lookup
- Filter button on right

### 4. Results

- User input will output results
- Shows users input under 'filters'

**Riz's case:** Riz uses the search bar and searches 'South Asian' His results will be displayed. Provides a straight to the point method in search.



# Cook

## Filter / Filtered Results

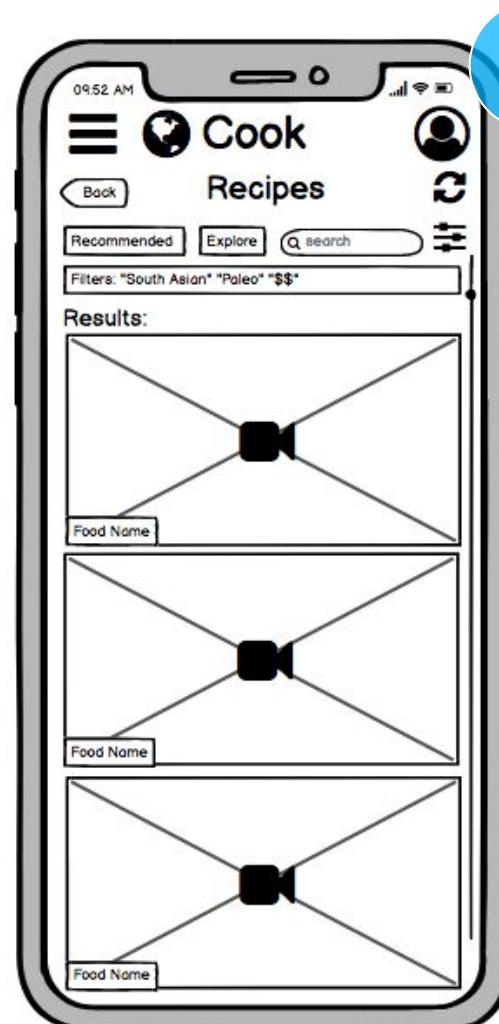
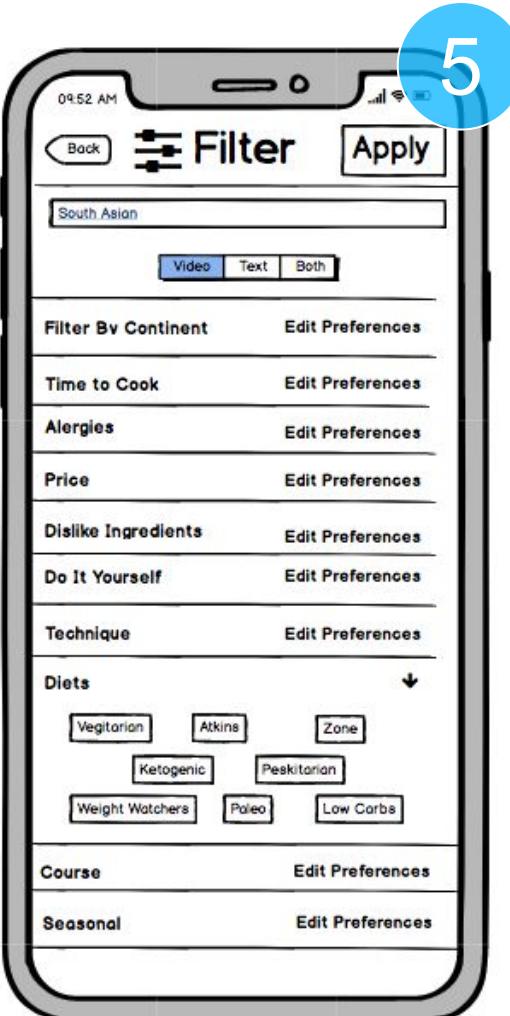
### 5. Personal Filter

- Displays users recent search
- Option to choose recipe display medium (video, text)

### 6. Filtered Results

- Filters tab includes everything user has filtered
- Recipe cards resulted in what user filters

**Riz's case:** Riz would like to watch recipe videos on 'South Asian' food. Thus, Riz will tap the 'video' button and tap 'apply'. He can also choose his more personal filter/preferences. His results will then be displayed.

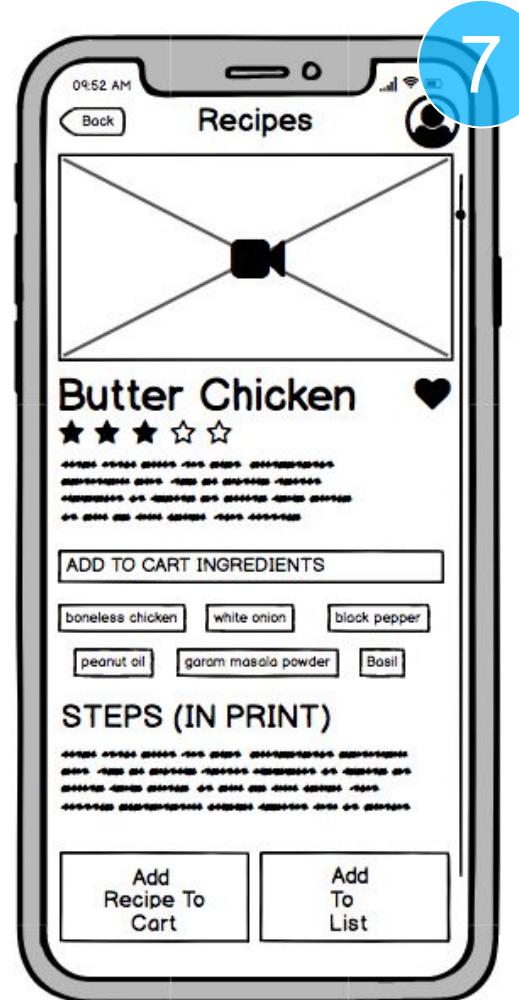


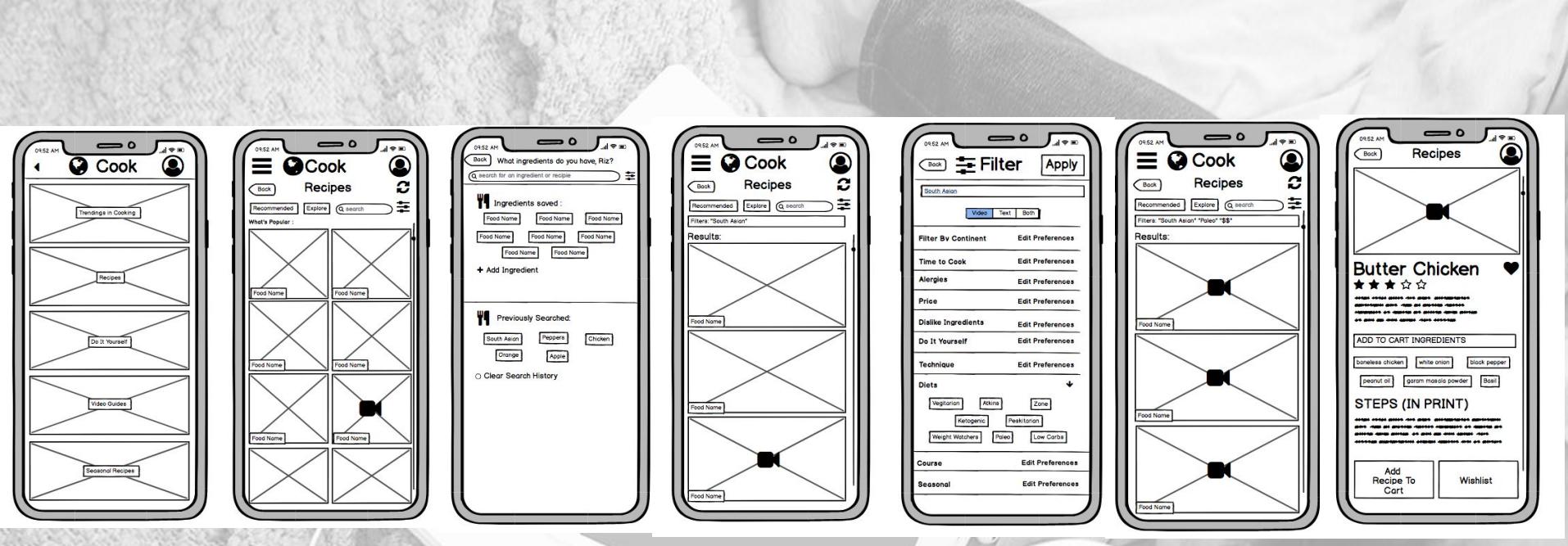
# Cook Recipe

## 7. Recipe

- Display video option for recipe
- Shows ratings, a favorite button and brief description of what recipe is about
- Add to cart ingredients if user would like to purchase as well as the entire recipe through MealsOnWheels
- Provides steps in print as well

Riz's case: Riz would tap the video card and would display the video to him so that he can follow along and cook.





\*Other subcategories will have the same layout as the recipes.



# Foodie Community

(Deborah's scenario)





## Information Needs

- Easy and intuitive way to filter search results to reflect her needs
- Detailed profiles of other Foodie Fanatics to provide her insight
- Community opinion and ratings of chefs and caterers

# Scenario: Chef for Deborah's party

Deborah is planning her weekly Sunday brunch with friends when her personal chef called in sick. With no one to cater her party, Deborah's reputation as the president of *Fine Wine & Dine* is suddenly at stake.



Deborah finds herself on Foodie Fanatic browsing for chefs and caterers for hire. However, since it is such a last minute decision, Deborah is having a hard time finding someone she approves of.



Due to the lack of organization on the page, by the time Deborah finally found someone she is looking for she realizes that the chef doesn't work in her local area. Panic and flustered, Deborah canceled her party.

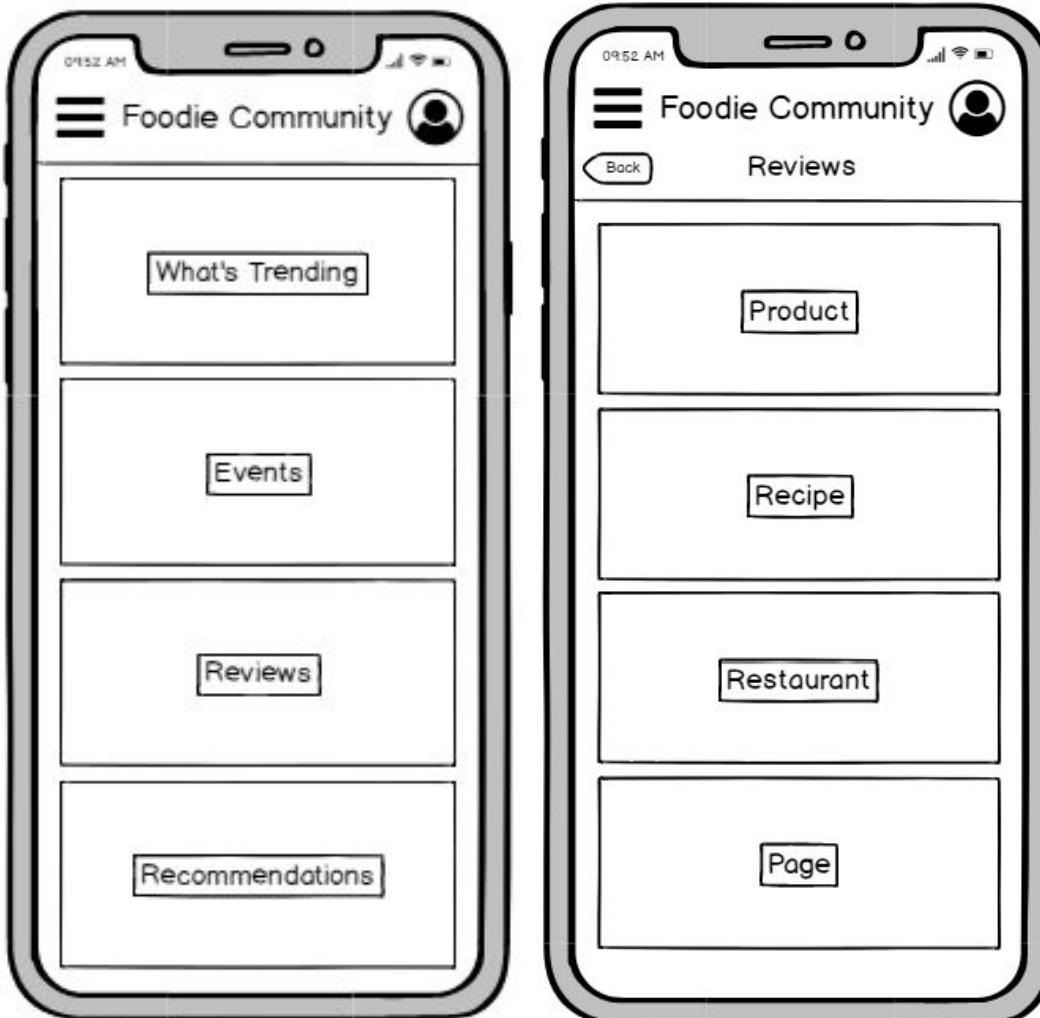


# Foodie Community

## Card-based interface

- Simple layout for mobile
- Information is easily distinguishable
- Tap on cards to go into each category

**Deborah's case:** Minimizes the amount of information on screen, so that finding the information she needs will be easier.



# Foodie Community:

## Foodie Profiles

1. Browse Profiles
  - o Overview of Foodies
  - o Experience level rating
2. Profile Page
  - o Profile picture
  - o Profile details
  - o Following
  - o Recent activities
  - o Liked content

**Deborah's case:** This the main place Deborah will use to find ideal candidates for hire.



# Foodie Community:

## Reviews

### 3. Browse Reviews

- Reviewer information
- Recommended
- Rating summary

### 4. Individual Review

- Average ratings
- Total reviews
- Bookmark restaurant
- Reviewer list

**Deborah's case:** Deborah can see community opinion of certain chefs and caterers before she decides to hire them.



# Foodie Community:

## Articles

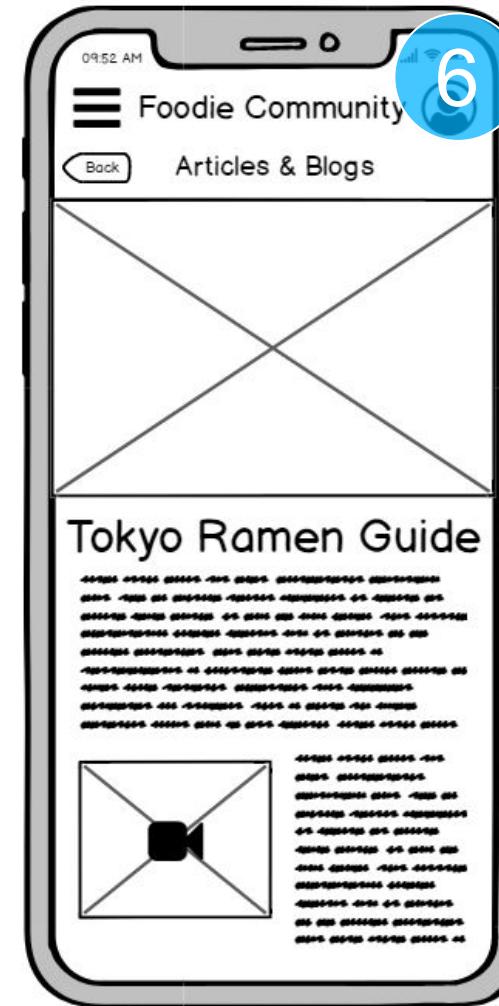
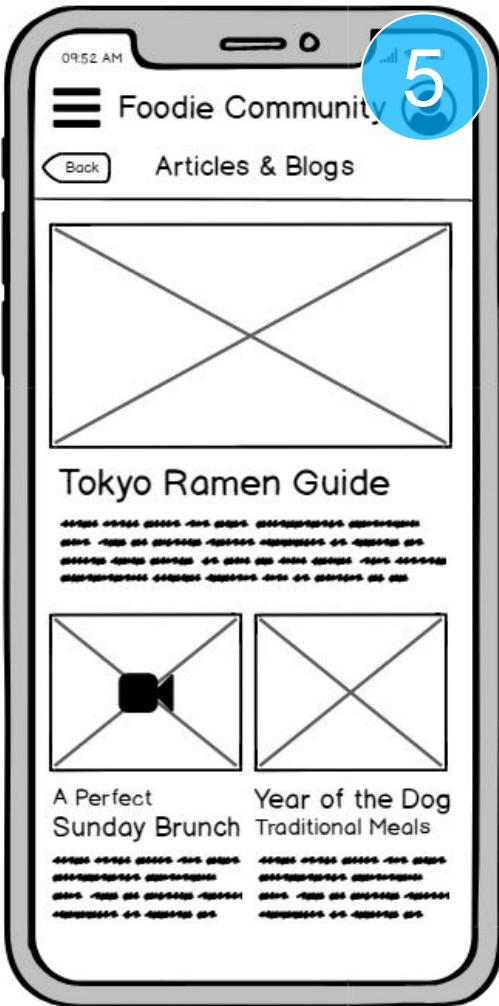
### 5. Browsing

- Content previews
- List rankings

### 6. Single Content

- Cover image
- Media content
- Content

**Deborah's case:** Again, Deborah can gain further insight into the candidates she is considering by reading their articles and blogs.

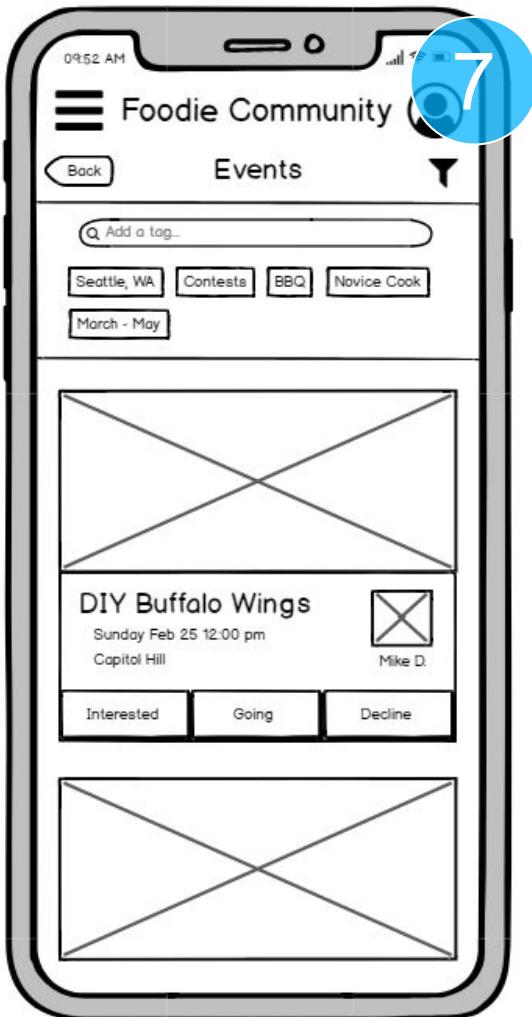


# Foodie Community:

## Events

7. Browse Events
  - o Quick response options
  - o Host information
8. Event card
  - o Name
  - o Location
  - o Date & Time
  - o Description
  - o Tags
  - o Event suggestions

**Deborah's case:** Allows Deborah to gain inspiration by looking at other people's food related parties.



# Foodie Community:

## What's Trending

- Contains all types of content that can be found under Foodie Community
  - Events, reviews, articles ...etc.
- Specific content views will look like their respective sections





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New Approach:  
MyFoodie

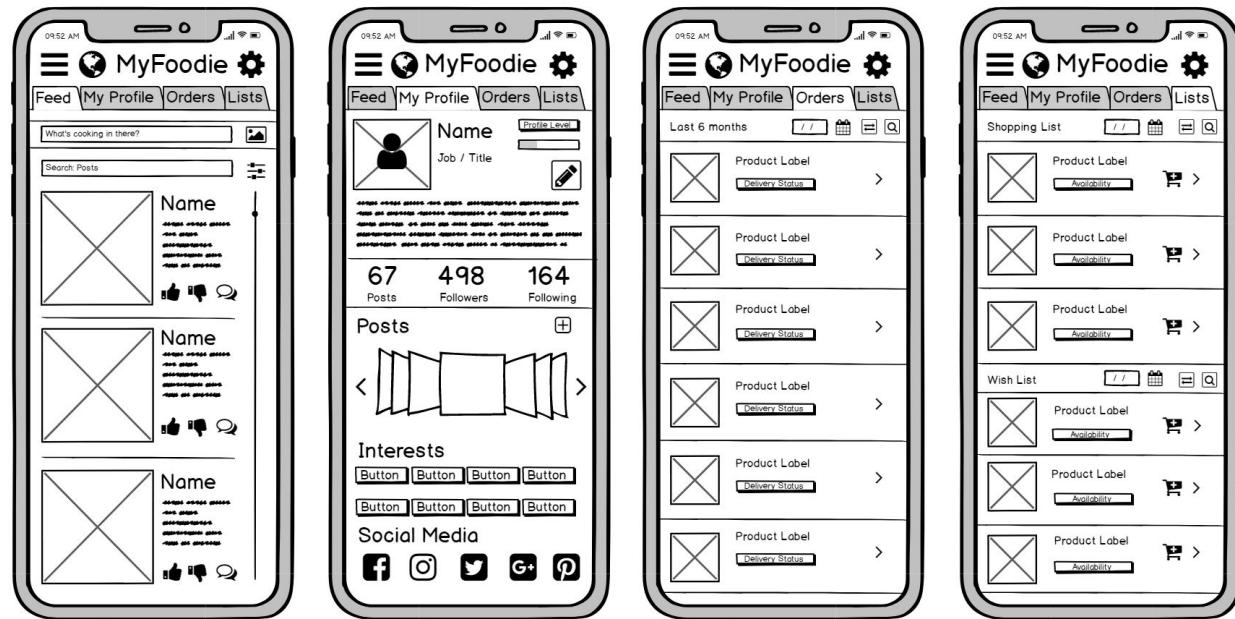
# MyFoodie

## Product

- Extension to Foodie Community that wraps all information tied to a user's account as a platform to facilitate retrievability

## Features

- Feed
- My Profile
- Orders
- Lists



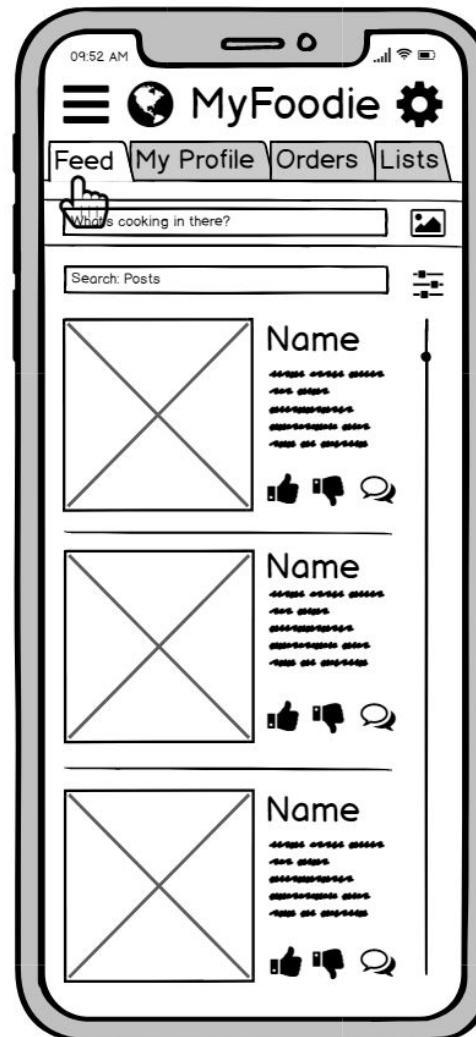
# Feed

## Description

- Personalized interactive feed to help identify user preferences to isolate related content

## Features

- Bases content on user interests, likes
- Encourages interactivity through (Like, dislike, comment and make a new post)
- Search reductable with applicable filters



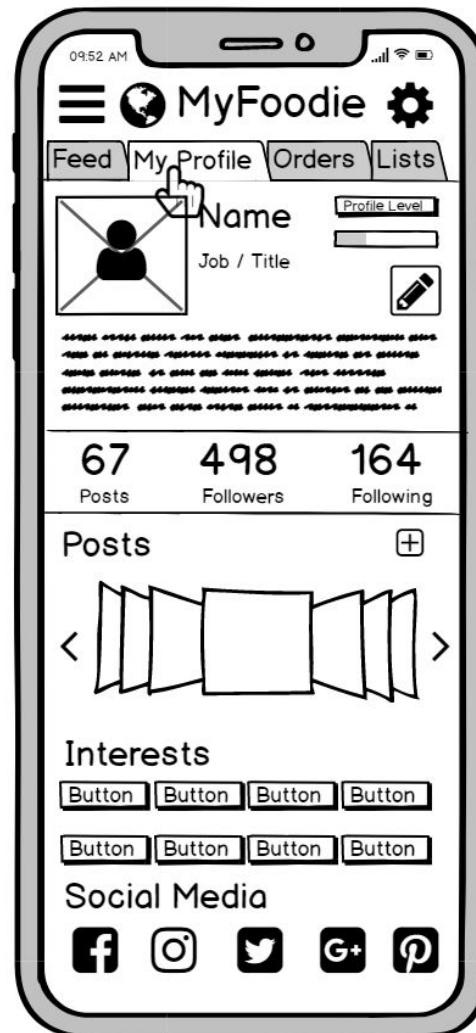
# My Profile

## Description

- Profile that tracks all data pertaining to user activity on MyFoodie

## Features

- Editable bio to convey perspective and relatability for visiting user
- Chronological flip-tray to track posts
- Social media integration to help improve connectivity beyond MyFoodie



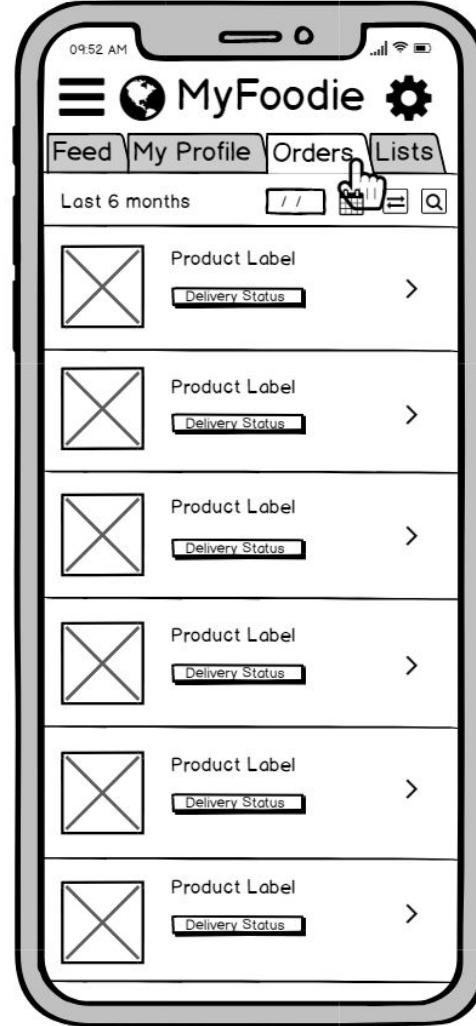
# Orders

## Description

- Provides access to check status of all orders made with an account

## Features

- Reverse chronological list of orders, each accompanied by a status bar
- Search reductable list with applicable filters
- Interactive pane facilitates easy cancellation / reorder



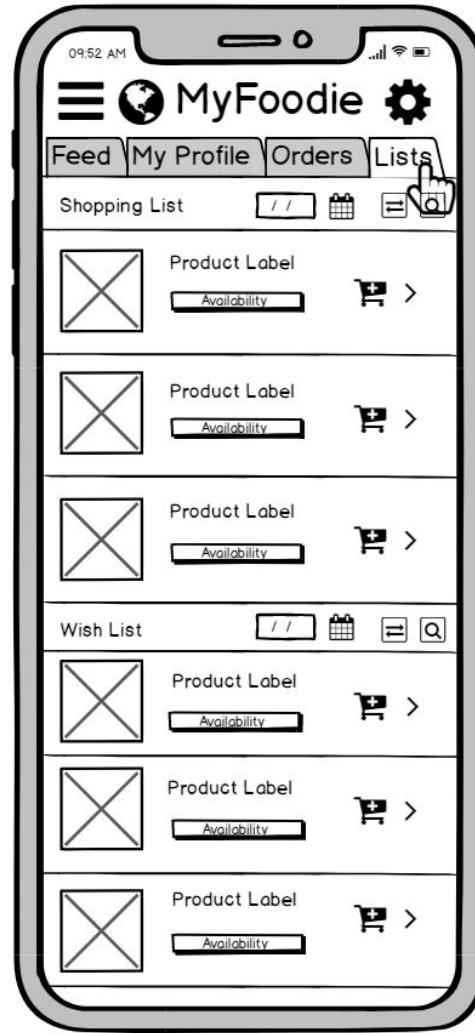
# Lists

## Descriptions

- Keeps track of user tagged items based on preference or need

## Features

- Every item on either list is accompanied by status bar (price, stocks, etc)
- Interactive pane to facilitate quick transactions
- Filter friendly quick search to facilitate product isolation





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# Taxonomy

categorization, or classification, of things based on a predetermined system



# Taxonomy Structure Layout

## Level One

The superordinate level, representing the superior category. Displays a high degree of generality. i.e: **Vehicles**

## Level Two

Basic Level. Each have different configurations of properties that sets each other apart.  
i.e: **Cars** & Boats

## Level Three

The subordinate level.  
Provides low degree of generality with highly identifiable and specific features.

i.e: **Vans, Buses**



# Tagging Taxonomy





## Meal Type

Breakfast

Cereal

Toast

Congee

Brunch

Lunch

Dinner



## Cooking Type

Baked

Broil

Fried

Deep Fried

Pan Friend

Grilled

Charcoal

Electric

Wood

Steam



## Food Type

Bread

Dairy

Fruits

Grains and Wheats

Meat

Nuts

Oils and Sauces

Olive Oil

Queso

Steak Sauce

Vegetables

Sesame Allergy

Snacks





## Diet Type

Atkins Diet

Liquid Diet

Mediterranean Diet

Paleo Diet

Vegetarian Diet

Vegan Diet

Zone Type



## Course Type

Appetizer

Dessert

Carrot Cake

Cookies

Ice Cream

Entree

Main

Salad

Soup



## Allergy Type

Milk

Eggs

Tree Nuts

Peanut

Shellfish

Wheat

Soy

Fish

Sesame





# Cuisine Type

American

Eritrea

Hungarian

Barbecue

Ethiopian

Indian

Cajun & Creole

French

Irish

Chinese

German

Italian

Cuban

Greek

Japanese

English

Hawaiian

Korean





## Cuisine Type Continued..

Mediterranean

Southern & Soul

Mexican

Southwestern

Moroccan

Spanish

Portuguese

Swedish

Somali

Thai

South African

Vietnamese





## Brand Type

Foodie Fanatic

Chantal

Nordic Ware

All - Clad

Finex

Oxo

Anolon

KitchenAid

Ruffoni

Ballarini

Le Creuset

Swiss Diamond

Bernedes

Lodge

Vitamix

Calphalon

Mauviel 1830

Zebrill



## Equipment Type

Appliances
Bakeware
Baking Pans
Baking Sets
Cookware
Cookware Sets
Pots
Cutlery
Houseware
Outdoor
Tabletop

## Material Type

Aluminium
Cast Iron
Ceramic
Copper
Glass
Metal
Stainless Steel

## Price Range

\$1 - \$10
\$11 - \$25
\$25 - \$50
\$50 +



## Manufacture Origin

## Events

## Rating Type

China

Local Events



United States

Demonstrations



Germany

Contests



Japan



South Korea



United Kingdom

Taiwan



# Site Map Taxonomy



# Store



Lunch & Legion

%

# Sale

Appliances

Bakeware

Baking Sets

Baking Pans

Cookware

Cookware Sets

Pots

Cutlery

Houseware

Outdoor

Tabletop

MealsOnWheels



# Bakeware

Baking Sets

Baking Dishes

Baking Pans

Jubilee Loaf Pan

Meatloaf plan

Ruffled Loaf Pan

Baking Sheets

Cookie Sheet

Half-Sheet Pan

Jelly Roll Sheet

Baking Tools

Decorating Tools



# Cookware

Cookware Sets

Fry Pans & Skillets

Deep Skillet

Steel French Skillet

Outdoor

Pots

Stew Pots

Stock Pots

Roasters

Tea Kettles



Lunch & Legion



## Cutlery

Bread & Cheese Knives

Cleavers & Boning

Boning Knives

Classic Cleaver

Cutting Boards

Knife Sets

Utility Knives



## Tabletop

Bowls

Kitchen & Table Linens

Mugs & Glasses

Cordial Glass

Shot Glass

Water Glass

Place Settings

Plates

Silverware

Soup



## Appliances

Beverage Electronics

Fryers

Grills & Presses

Mixers & Attachments

Processors

Slow & Pressure Cook



# Houseware

Oven Mitts

Pot Holders

Anika Potholder

Ritz Royal PotHolder

Aprons

Adult Aprons

Cake Kids Apron

Organization & Storage

# Outdoors

Outdoor cookware

Smoker

Outdoor Grills

Freestanding

Grill with worktop

Grill with side burner

Accessories

Cheese Board

Coffee Storage

Grinder

Outdoor Dining Ware

# MealsOnWheels

Ingredients Delivery

Recipe Purchase





# Cook



Lunch & Legion

## + New Trends

Food trends

Turmeric

## Recipes

Appetizers

Soups & Salads

Vegetarian

Tofu Soup

Smoothie Bowl

Pesto Pizza

Sandwiches

Club Sandwich

Banh Mi

Cheesesteak

Main Dishes

Breads & Rolls

## Do It Yourself

Tabletop Items

Food Decor

Breakfast Decor

Lunch Decor

Dinner Decor

Dessert Decor





## Video Guides

Recipe Guides

Video Guides

Product Use Guides

Decorating Guides



## Seasonal Recipes

Fall

Winter

Eggnog

Stew

Soup

Spring

Summer



# Foodie Community



Lunch & Legion



# Articles

Food Travel articles

Technology related  
Articles

Restaurant Articles



# Blogs

Cooking blogs

Event blogs

Restaurant review  
blogs

Travel blogs





## Reviews

Product Reviews

Restaurant Reviews

Restaurant Name

Restaurant Name

Website Reviews

## Editors Recommendation

Recommended Articles

Recommended Recipes

Recommended Restaurants

Restaurant Name

Restaurant Name



## Example: Buying a Cheap Foodie Fanatic Baking Pan (Mobile)

Shop

Bakeware

Baking Pans

Food Fanatic Baking Pan

## Tags for Foodie Fanatic Baking Pan:

Food Fanatic

Price Range

Bakeware

Ceramic

Baking Pans

Sale

Manufacture Country

# Summary

- 1) Business Strategy
- 2) Project Plan
- 3) Site Map
- 4) Information Personas
- 5) Wireframes
- 6) Taxonomy



Let's get this show on the road!



*Lunch & Legion*

# High Fidelity

*Upgraded Platinum Content*

A grayscale photograph of a person's hands holding a smartphone. A large, solid blue diamond shape is overlaid on the center of the image, covering the phone and part of the person's sweater. Inside the blue diamond, the word "Home" is written in a white, sans-serif font.

Home

9:41



Store



Cook



Foodie Community



MyFoodie

9:41



Home

Recently Viewed

Store

Cook

Community

MyFoodie

MealsOnWheels

Logout

Settings

About Us

Our Stores

Social Media

A grayscale photograph of a person's hands holding a smartphone. A large, solid blue diamond shape is overlaid on the center of the image, covering the phone and part of the person's sweater. Inside the blue diamond, the word "Store" is written in a white, sans-serif font.

Store

9:41



9:41

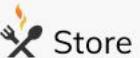


&lt; Back

Cutlery



9:41



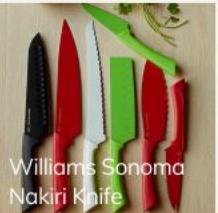
&lt; Back

Cleavers &amp; Boning



Search

Seattle, WA   Celebrity   Top Rated  
Expert   Japanese

Zwilling J.A.  
Henckels CleaversWüsthof Classic  
Hollow-Edge Nakiri  
KnifeShun Fuji Nakiri  
KnifeWilliams Sonoma  
Nakiri KnifeShun Dual-Core  
Honesuki KnifeShun Classic  
Gokujyo Boning  
Fillet Knife

9:41



&lt; Back

Cleavers &amp; Boning



Search

## Commonly Searched:

Shun   lightweight   fillet   European  
ceramic   classic forged   stainless steel  
Japanese   Wüsthof

## Search History:

stainless steel   single piece   precision

 Clear Search History

## Metrics:

Price    \$30   150   \$300Rating   ★ ★ ★ ★ ★Dimension   3"   4"   5"   6"   7"   8"

9:41

Store

< Back Wüsthof Classic

Wüsthof Classic Hollow-Edge Nakiri Knife

★★★★★ \$139.99 \$175

Wüsthof Classic knives feature a slim, scaled-down handle and a lightweight feel for greater precision and control. Ideal for everyday chopping, slicing and mincing, this classic Japanese-style knife echoes the shape of a traditional cleaver.

- Made In Germany
- 7" long blade
- 8 oz.
- 4 1/2" long handle

QTY. 1 Add To Cart Checkout

Product Reviews Related

9:41

Store

< Back Wüsthof Classic

Wüsthof Classic Hollow-Edge Nakiri Knife

★★★★★ \$139.99 \$175

Salt Bae Chef, Butcher  
"This is a good knife, I use everyday to cut my meats. I love the precision..." [See more](#)

Bobby Flay Celebrity Chef, Restaurateur  
"While a bit pricy, this nice is light and gives the chef a lot of control..." [See more](#)

Guy Fieri

QTY. 1 Add To Cart Checkout

Product Reviews Related

9:41

Store

< Back Wüsthof Classic

Wüsthof Classic Hollow-Edge Nakiri Knife

★★★★★ \$139.99 \$175

A person wearing a white ribbed sweater is shown from the chest up. They are holding a large, solid blue diamond shape in front of them. Inside the diamond, the word "Cook" is written in a white, sans-serif font. The background is a soft-focus indoor setting.

Cook

9:41



Cook



Trends in Cooking



Recipes



Do it Yourself



Video Guides



Seasonal

9:41



Cook



&lt; Back

Recipes

Recommended

Explore



What's Popular :



Veggie Pan Pizza



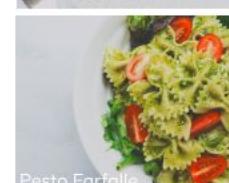
Fruit Parfait



Shrimp Soup



Tofu



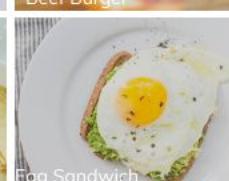
Pesto Farfalle



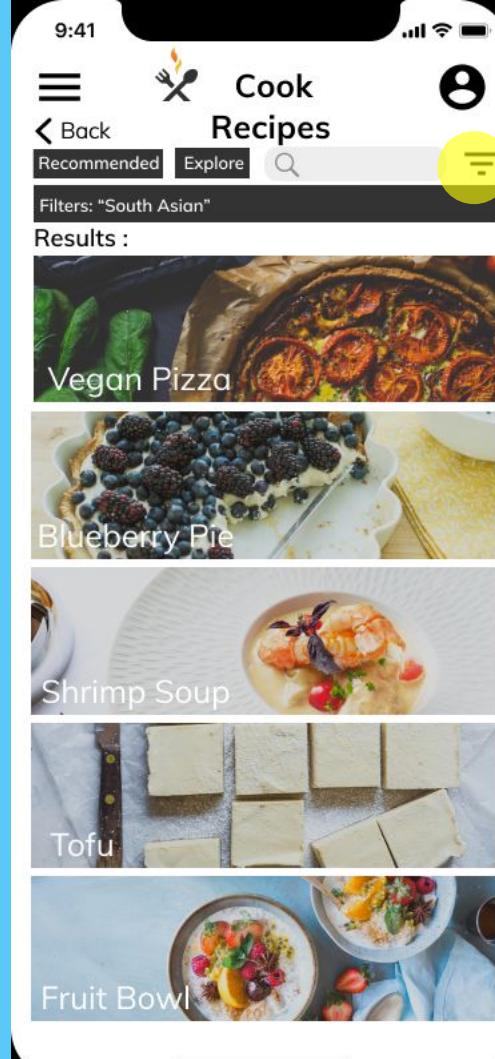
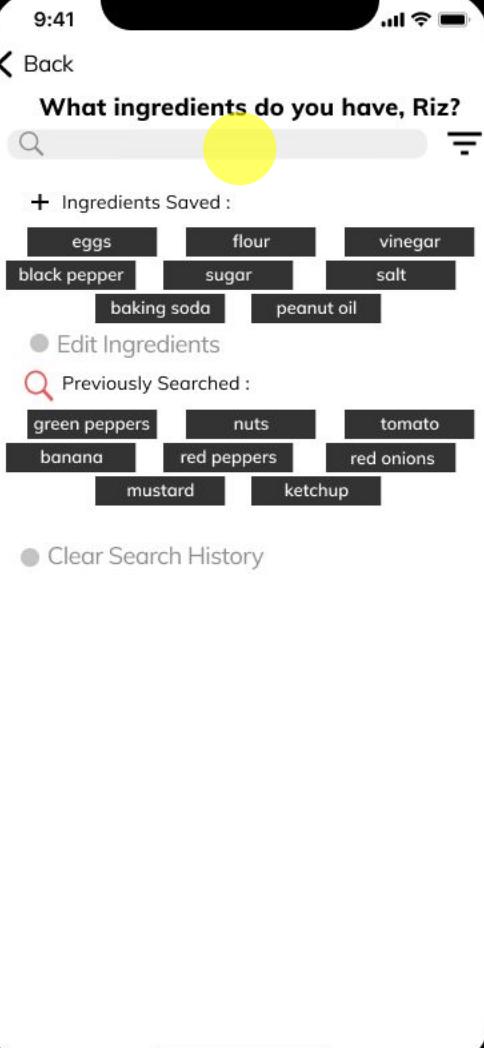
Beef Burger



Blueberry Pie



Egg Sandwich



9:41

Back FILTER Apply

South Asian

Video Text Both

By continent Edit Preference

Time to Cook Edit Preference

Allergies Edit Preference

Price \$11 - \$25

Dislike Ingredients Edit Preference

Do it Yourself Edit Preference

Technique Edit Preference

Diets ▼

Atkins Zone Liquid

Ketogenic Paleo

Low Carb Vegetarian Vegan

Vegan Peskitarian Wheat

Couse Edit Preference

Seasonal Edit Preference

9:41

Back Cook Recipes

Recommended Explore

Filters: "South Asian" "Paleo" "\$11 - \$25"

Results :

Southern Asia Clam Soup

Egg Sandwich

Rogan Josh

Traditional Bowl

White Rice and Dal

9:41

Back Recipes

Butter Chicken

★★★★★

Butter chicken is the General Tso's of Indian food, a great, ever-evolving, cross-continental dish found in Delhi, London, New York, Perth and most points in between.

Add to Cart Ingredients

Boneless Chicken White Onions

Peanut Oil Basil Garlic

Steps (in text)

1) Heat 1 tablespoon oil in a large saucepan over medium high heat. Sauté shallot and onion until soft and translucent. Stir in butter, lemon juice, ginger-garlic paste, 1 teaspoon garam masala, chili powder, cumin and bay leaf. Cook, stirring, for 1 minute.

Add Recipe to Cart

A person wearing a white ribbed sweater is holding a large, solid blue diamond-shaped graphic. Inside the diamond, the word "Community" is written in a white, sans-serif font. The background is a blurred, monochromatic scene.

Community

9:41



Community



What's Trending



Events



Reviews



Recommendations

9:41



Community



Back

What's Trending



DIY Buffalo Wings

Sunday, Feb. 25 12:00 pm

Capitol Hill, Seattle WA



Bobby Flay

Interested

Going

Decline

521 going



Gordon Ramsay

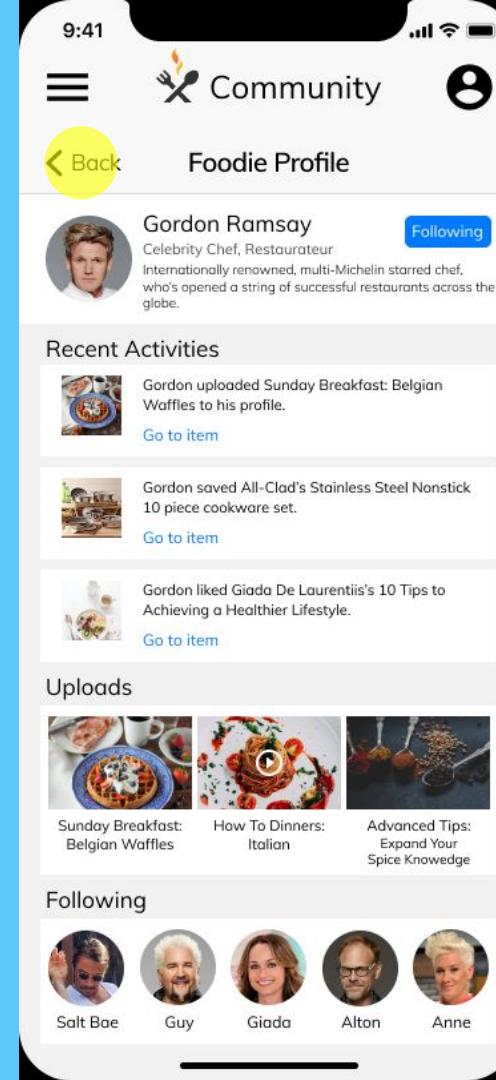
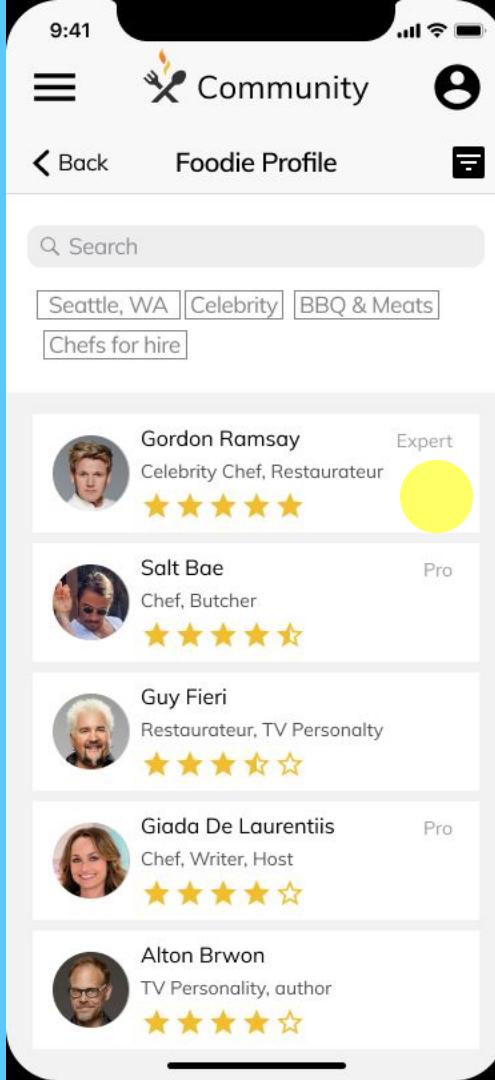
Expert  
Celebrity Chef, Restaurateur

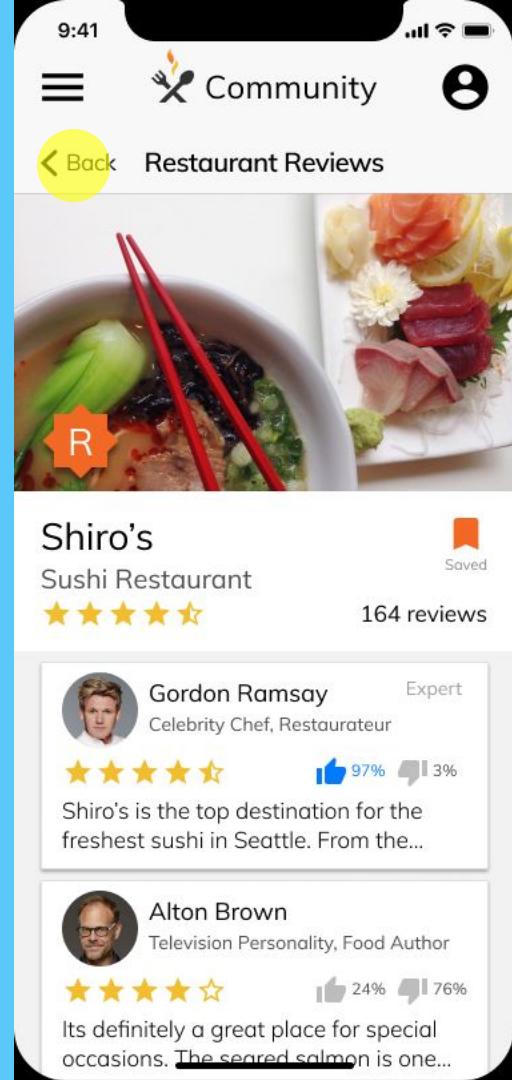
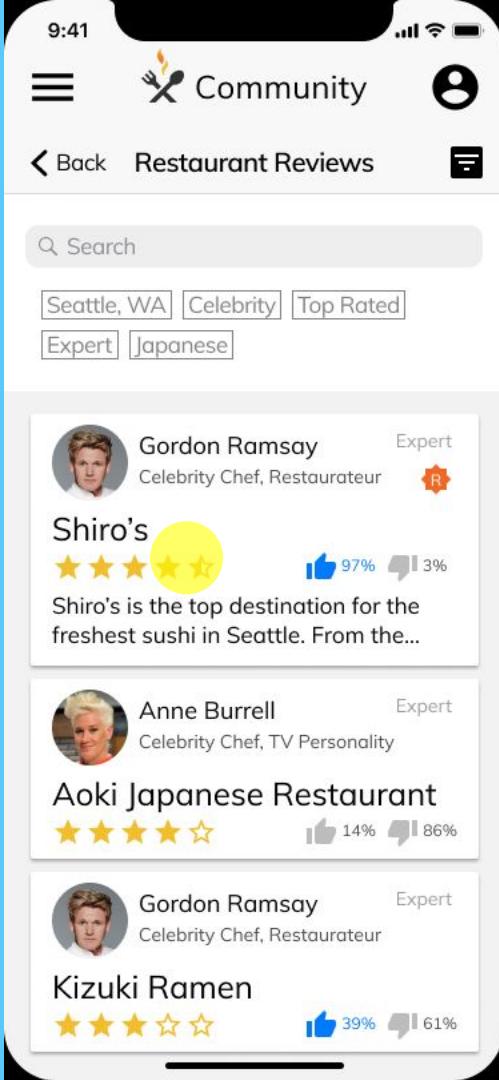
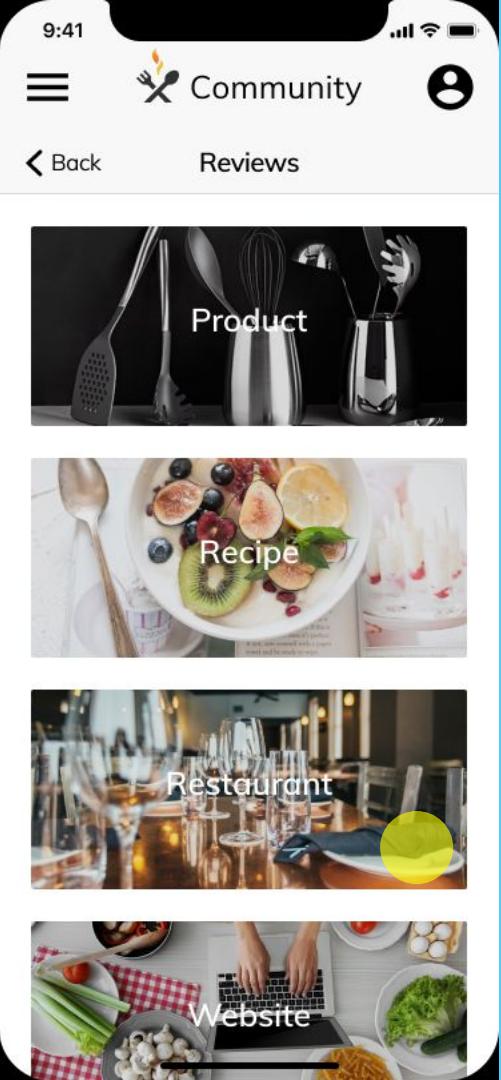
Shiro's



97% 3%

Shiro's is the top destination for the  
freshest sushi in Seattle. From the...





9:41

Community

< Back Events

Search

Seattle, WA Contests BBQ Novice

March - April



**DIY Buffalo Wings**

Sunday, Feb. 25 12:00 pm

Capitol Hill, Seattle WA

Bobby Flay

Interested Going Decline 521 going



Pie Day!

9:41

Community

< Back Events



**DIY Buffalo Wings**

Sunday, Feb. 25 12:00 pm

Capitol Hill, Seattle WA

Trending

Come join us for the largest buffalo wing festival in the Seattle Area. All levels welcomed. RSVP to this event to enter in the competition.

Seattle, WA BBQ Novice

Similar Events



Bob's Burgers Recipe Recreation

Meat-Lover's Club

Neighborhood BBQ Cookout

9:41



Community



&lt; Back

Articles &amp; Blogs



## How to Make A Great Cup of Joe

With these nine simple rules you'll be able to make your own perfect cup of coffee every morning, right in your own home.



### Avocado Kale Caesar Salad

Everything you need towards achieving a healthier lifestyle.



### 10 Dinner Sets You Need This Easter

Don't miss out on these gems that will dazzle your guests!

9:41



Community



&lt; Back

Articles &amp; Blogs



## How to Make A Great Cup of Joe

Become a coffee guru with these simple steps for the best cup of joe, right at home.



A good cup of coffee in the morning can set the mood for your whole day. While you may be tempted to rely on a barista to serve your daily cup, that can get pricy.

A grayscale photograph of a person from the chest up, wearing a light-colored, ribbed-knit sweater. They are holding a smartphone in their right hand, which is visible at the bottom of the frame. The background is blurred, suggesting an indoor setting.

# MyFoodie

9:41



&lt; Back

## My Profile



Valerie

Sous Chef

Sous chef with a penchant to indulge in exotic culinary experiences.

Novice

67  
Posts498  
Followers500  
Following

Posts

Sunday Breakfast:  
Belgian WafflesHow To Dinners:  
ItalianAdvanced Tips:  
Expand Your  
Spice Knowledge

Search Interests

Seattle, WA

Celebrity

BBQ &amp; Meats

Chefs for hire

Social Media



9:41



&lt; Back

## Feed



Search Feed

Seattle, WA | Celebrity | Top Rated

Expert | Japanese



Gordon Ramsay

Expert

Celebrity Chef, Restaurateur



Shiro's

RESTAURANT REVIEW



97%

Shiro's is the top destination for the  
freshest sushi in Seattle. From the...

Anne Burrell

Expert

Celebrity Chef, TV Personality

Own your Kitchen

COOK BOOK



14%



Gordon Ramsay

Expert

Celebrity Chef, Restaurateur

Masterclass

ONLINE COURSE



39%

9:41



MyFoodie



Back

Orders



Q Search Previous Orders

Knife

Bird

Carver 5000

Cancelled



Bird Carver 5000

More Details

Out for delivery



Bird Carver 4000

More Details

Delivered



Bird Carver 3000

More Details

Cancelled



Bird Carver 2000

More Details

Delivered



Bird Carver 2000

More Details

Delivered

9:41



MyFoodie



Back

Lists

Q Search Shopping List

Meat

Knife

Carver 5000



Wine Glasses



Knife Set 200

More Details

Out of stock



Stir Fry Pan

More Details

Stock : 14 Left

Q Search Wish List

Fish

Knife

Carver 5000



Wine Glasses



Mash Set

More Details

Stock : 120 Left



Bird Carver 2000

More Details

Delivered