Final Project

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URL: https://yangw9197.github.io/mmp200/Final project/**homepage.html**

Website Creative Brief for Dinner-Every-Night

Client
The people who are chefs, cookbook author, and people of restaurants will commission the website.

Purpose of site
Share easy, nutrition and quick recipes and resource to busy working people.

Measurable Goals
Share recipes and videos.

Target Audience(s)
Location – people who are life in the world.
Marital status – single/married.
Education/income/ethnic background – no limit.
Hobbies/ Interest – people like cooking, or want to find a recipe, or just want to cook.

Content
A main recipe will share in every week that include recommended a restaurant and a cookbook and a video.

Functionalities

Searching, dropdown menu, navigation bar**,** contact from, and upload/share recipes bar

Supported platforms
Desktops,
mobiles,
tables.

Style
Clean, clear and friendly.

Personas+scenarios 1

Name - Age Occupation from City, State

Personal Background

Anna is an accountant. She takes the subway and spends an hour to the workplace in every day. Her work takes her a lot of time in every day.

Anna came to New York a decade ago, and she graduated from CUNY. One year after graduation, she found the accounting job.

She is single, and she lives in Flushing. Because she lives alone, she needs to cook her dinner by herself in every day, but her busy work makes her feel tired. She does not have enough energy to cook a dinner; she thinks she needs a simple way to cook.

"I am busy in every day, but enjoy my life."

More About Anna

Motivators

Anna feels tired in every day because of busy work, but she does not want to go to restaurants or take-out. She wants to cook her herself. Anna feels she needs to solve this problem.

Goals

She wants to find some easy, nutritious, healthy and fast recipes on the website.

Needs

Really helpful recipes.

Engagement & Activities

Personal Computer: medium/fluent, common apps.

Internet Usage: medium/fluent, watch videos, connect family and friends.

Mobile: high/fluent, most of helpful tools for her work, always use for email.

Social Networking: Facebook and Twitter.

Television Shows: Cook's country. The office: the accountants.

Magazines: Accounting Today. Cooking light.

For Anna, the first thing after going home is cooking. However, Anna does not want search recipes before going to cook. So, she will use her computer to search recipes that she needs, such as easy-to-cook menus and recipes of ordinary ingredients, in her weekly rest day. and she will arrange dinner menus for next week. Then Anna will be based on her list of ingredients to buy necessary ingredients in two times of a week.

Personas+scenarios 2

Name - Age Occupation from City, State

"I need more relaxing time after work time."

Personal Background

Joe was a long-distance bus driver. He has been working for five years. This is not a simple job for him. So, he changes his job to became a conductor at the train station.

He is married and has a twin age 2. He gets off work at 6 P.M. every day, but his wife has a busy job, so he must prepare a quick and healthy dinner for his family.
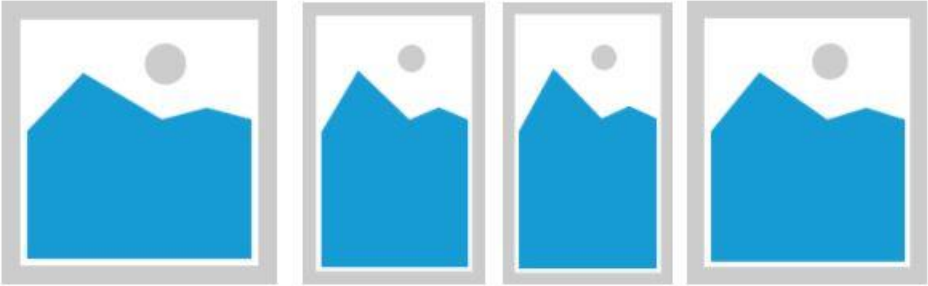
Joe likes to use his computer to search information because he feels that using a computer is more convenient. When he uses the computer to search recipes, he thinks using a computer is more comfortable than using mobile. Using a computer can make him easy to open several websites and then to compare them.

More About (add name)	Engagement & Activities
Motivators Joe needs to cook dinner before his wife comes back and he has two children need to feed. So, he needs many quick and healthy recipes. **Goals** He hopes to find nutrition and healthy recipes to feed his children on the website. Also, he needs quickly to cook a dinner because of the time limit. **Needs** A rich but easy to cook dinner, and suitable for feeding children.	**Personal Computer:** medium/fluent, comfortable with common apps. **Internet Usage:** medium/fluent, watch news, connect family and friends **Mobile:** meduium/fluent, most of helpful tools for her work, always use for email. **Social Networking:** Facebook and Twitter, gmail. **Television Shows:** America's Test Kitchen. The show the game show, The Let's Go Show. **Magazines:** Food $ Wine. The football fanbook.

Scenario

Before going to be every night, Joe and his wife will discuss dinner of the next day. And then he will use a computer to search recipes, such as the main meal about beef, on the website. They will compare different recipes from what they search, and they will choose the one that is most useful and helpful.

Sitemap

Special Today

recipes /more

Weekly Recommended

Recipe information:

Recommended cookbook:

Recommended restaurant:

recipe video:

Recommended Toda

recipes/more

Weekly Recommende

Special Today

Recipes information

Ingredients

How to cook

Weekly Recommended

Recipe information
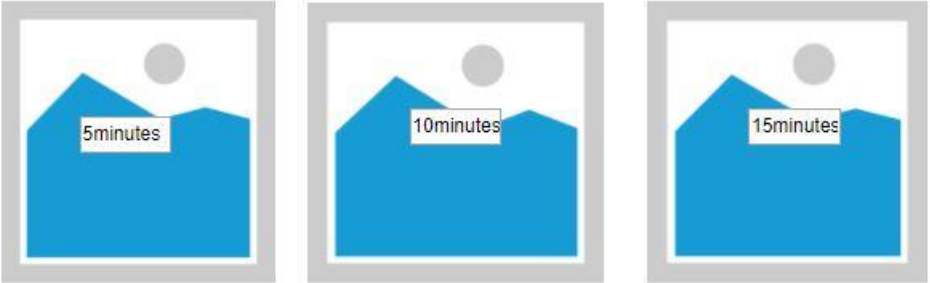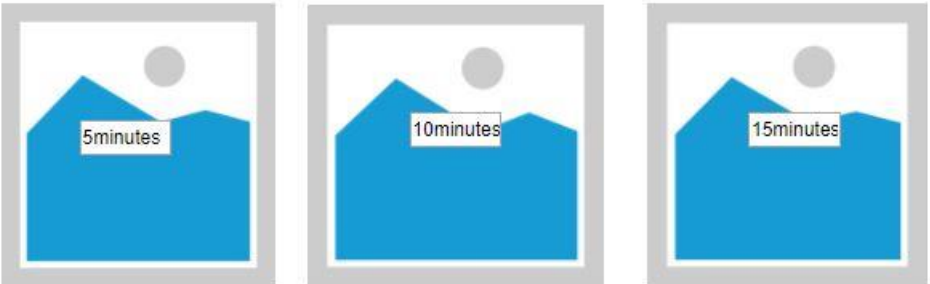
ingredients

how to cook

cooking book

video

recipes

Breakfast /more

5minutes

10minutes

15minutes

Lunch /more

5minutes

10minutes

15minutes

Dinner /more

5minutes

10minutes

15minutes