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Web Design BSc Year 2

Module UFIE84-20-2

Web Design Principles

Tutors Dan Dixon

Project 4 – Healthy Ideas

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Persona Analysis

Dale
Margo

Walkthrough – User Journeys, their ideal experience

Dale
Margo

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Brief

Content Requirements 2 – Post Competitive Analysis

Site Map

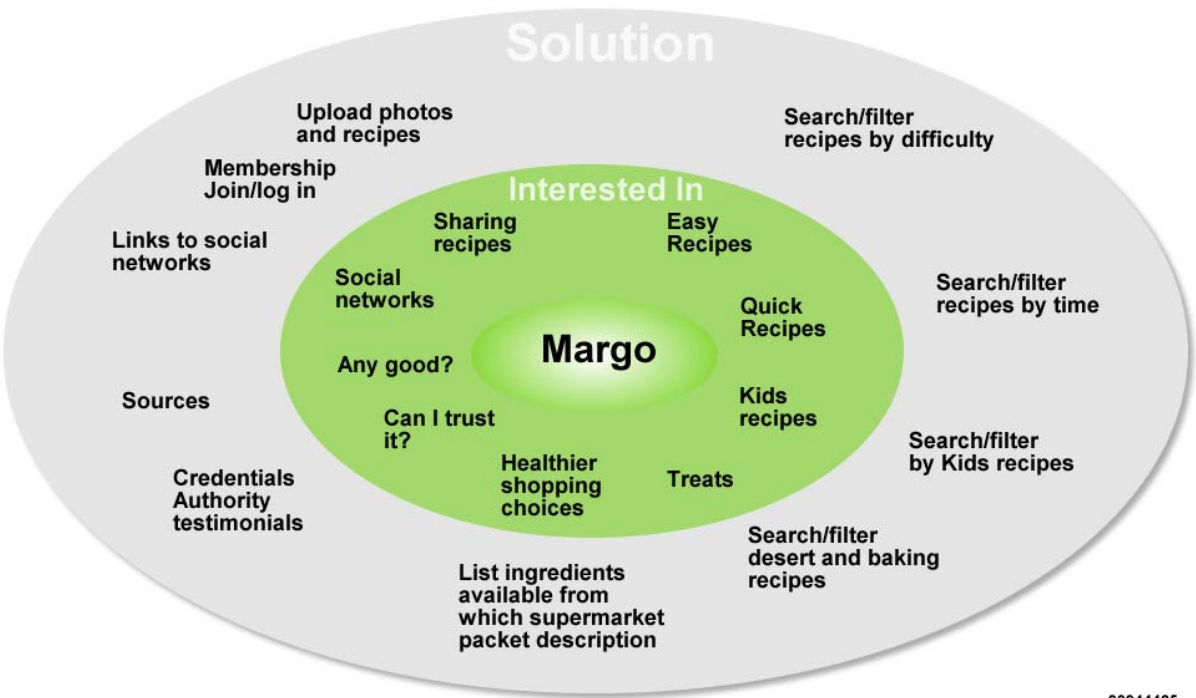
Wireframes

Home Page
Home Page / Recipe listing results
Home Page / Recipe Details
Community Page
Restaurants Page
Blog Page
Submit a recipe Page

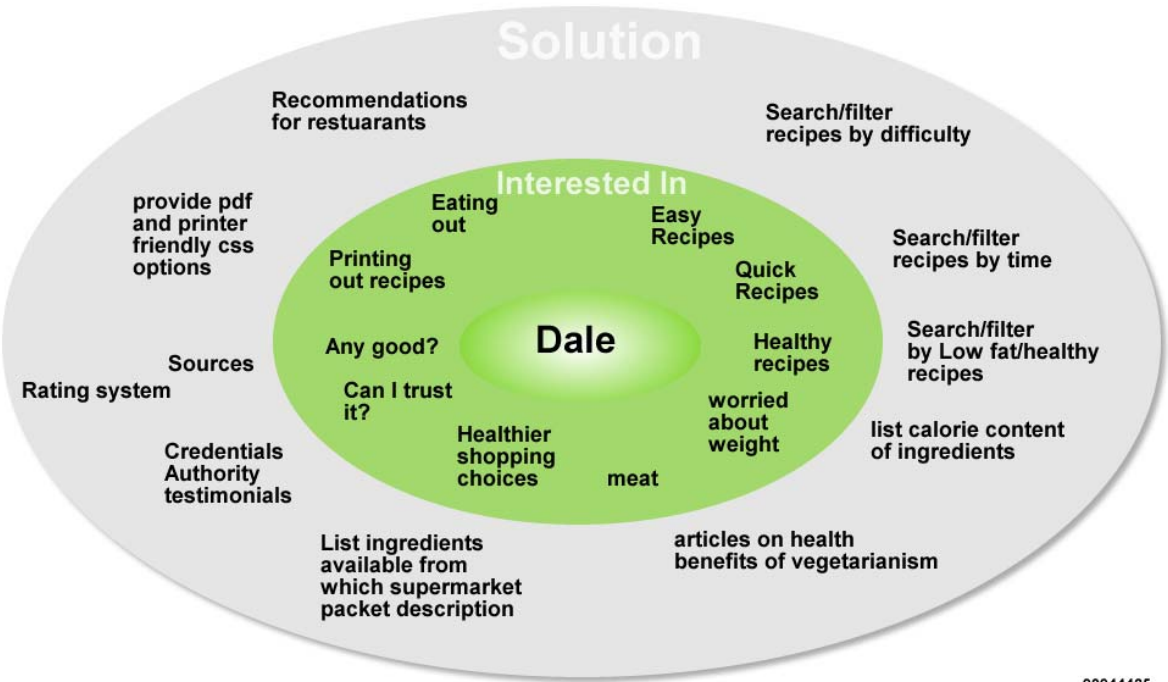
Moodboard

Design Comps

Home Page
Community Page



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Ideal Experience

Persona - Dale

Scenario	
Daughter Home	
Task	Page
Searching for vegetarian recipes	Home/Features
Clicks search Filter	Home/List of Results
Clicks recipe	Home/ Details of Recipe
Prints out	Home/PDF link

Scenario	
Cooking For Himself	
Task	Page
Browses recipe ideas	Home/features
Looks for inspiration	Articles/Blog
Clicks on filter by ingredients	Home/Listing
Finds Recipe	Home/ Details of Recipe
Prints out	Home / PDF link

Ideal Experience

Persona -

Dale

Scenario	
Going Out	
Task	Page
Looking for Restaurant with healthy vegetarian recipes	Home Page
Clicks on Restaurant tab	Restaurant/features
Filter/search by location	Restaurant /search box
Views list of participating restaurants	Restaurant / list of results
Clicks on Restaurant details	Restaurant/ details of restaurant
Clicks through to restaurant website and books online	External website (at this point Bob and Roberta may get paid of the link/referral)

Ideal Experience

Persona - Margo

Scenario	
Daughter Home	
Task	Page
Searching for quick family recipes before going out	Home/Features
Clicks search Filter by kids	Home /List of Results
Clicks recipe	Home/ Details of Recipe
Prints out	Home/PDF link

Scenario	
Going Out	
Task	Page
Excited about new recipe wants to upload and share	Home/features
Clicks on submit on menu tab	membership/join
Fills in join membership form creates profile	Member / form
submits profile	membership / confirmation
logs in	membership / login linked from email
fills in recipe form uploads photo	membership includes tags for speed, difficulty and main ingredient
Views results	Home / List of Results
Clicks on share with facebook	links to vegetarian facebook page, sends message to friends on where recipe is.

Scenario

Cooking For friends

Task	Page
Browses recipe ideas	Home/features
Looks for inspiration	Articles/Blog
Clicks on filter by ingredients	Home/Listing
Finds Recipe	Home/ Details of Recipe
Prints out	Home / PDF link
Returns to site and rates recipe	Membership login Membership / ratings
Earns profile points for herself increases her online reputation	Membership / confirmation awards points

Content Requirements

After the Persona Analysis and Scenario the content I propose is as following.

Main Global Navigation – links to 5 pages

Home, Contributors/about, Restaurants, Articles/blog, Submit a recipe

Header

Global Navigation

Member login

Footer

Global Navigation

Contact

Advertise with us (how to advertise on the site)

Legal

Privacy

Site map

Twitter link

Facebook link

Home

Featured Recipes that have been rated by members

search filters (time, difficulty, kids, desert) and search box

Listing search results and details

With the recipe details display sources i.e. supermarket

PDF and printer friendly version of recipe details.

Contributors/about

Feature member contributors

About section for Bob and Roberta

Restaurant

Featured Restaurants

search filters (location, cost, meat/vegetarian) and search box

Paid adverts for restaurants

Articles/blog

Lifestyle articles

search filters and search box

Submit a recipe

Login / join form

HTML form with image upload

Executive Summary

Analysing the user personas gave an insight into the types of content that should be included in Bob and Robertas Healthy Ideas website but analysing competitive sites has given clearer idea of what content to include plus layout and design.

Sites compared	Overall Scores out of possible 180 points
My Dish	168
All Recipes	149
The Vegetarian Society	124
The Vegan Family	56

All Recipes is particularly impressive in the way that the content is searchable both locally within the site and with google searches. My Dish has a very strong community feel plus provides articles and useful information

The Vegetarian Society looks like a credible and reliable source but the volume of content is vast, too vast for 2 people to generate so my general recommendation is that the website to be a social networking site focusing on user generated content. The site will grow as members add content and become more useful to it's users.

Bob and Roberta are free to add content at any time but will not be pressured to provide it constantly.

Method

Criteria for Selecting the sites for comparison

Sites chosen for comparison were: -

The Vegetarian Society

The Vegan Family

My Dish

All Recipes

I chose two sites that offer information on the alternative lifestyle of vegetarianism and the more extreme Vegans

They are also good because they are in the same “business” to Bob and Roberta and rank highly in searches, plus have a high google page rank. I can assume then that they are successful at attracting visitors and this at least must be partly down to providing relevant, useful content.

My Dish and All Recipes provides functionality that’s centres around user-generated content.

Selection of comparative questions or heuristics

The IBM list of comparative questions seemed to provide the best fit to what I need to find out about these competing websites.

The Marketing Experiments website provides a list that is aimed at more e-commerce types of website although I have added some questions from there to my list along with some questions recommended by Nielsen and Stocks.

I also added some questions about the websites social community based on the information on social networks provided by Erin Malone (Boxes and Arrows).

I did this because I can see a possible solution for their website could be make it into a social network where members upload articles, share recipes and tell each other about how and where they buy their recipe ingredients.

The Questions

Asking the questions about these other websites has a context and that is what can we learn from the already successful websites. Finding out what do they do well and what do they do badly and capitalising on that.

I went through each question scoring out of five, five being excellent and 0 being non-existent.

I added notes where I thought it was relevant and useful for the production of Bob and Roberta’s website.

Findings

All Recipes (<http://allrecipes.co.uk/>)

The screenshot displays the All Recipes website interface. On the left, a sidebar contains a 'Filter your search' section with checkboxes for 'Chocolate' and 'Healthy'. Below this are sections for 'Main ingredients' (Cheese, Egg, Fruit, Tofu), 'Recipe type' (Cake, Breakfast, Dessert, Gourmet, Muffins, Snack), 'Total time' (30 minutes to 1 hour, 1 to 3 hours, 3 hours or more), 'Cuisine' (Italian, French), 'Occasions' (Valentine's Day), 'Special diets' (Kids recipes, Vegan, Dairy free, Egg free, Nut free, Pregnant or nursing mums), and 'Cook/prep method' (Bake, No cook). The main content area is titled 'Chocolate + Healthy recipes (6)' and shows a list of recipes including 'Banana and chocolate chip muffins', 'Chocolate and coffee eclairs', 'Italian-style chocolate ring cake', 'Mocha ricotta tiramisu', and 'Squidgy chocolate cake'. Each recipe entry includes a thumbnail image, the recipe name, the author, a star rating, and a brief description. On the right side, there are several advertisements: an NHS campaign about organ donation, a 'History' section with a search bar, and a 'Seasonal favourites' section listing recipes like 'New Zealand lamb recipes', 'Easter cakes', 'Hot cross buns', and 'Easter recipes'. At the bottom right, there is a 'Top tags' section with various recipe tags like 'afternoon tea', 'apple', 'autumn', 'bbq', 'beef', 'birthday cake', 'british', 'cake', 'cheap eats', 'chicken', 'chicken breast', 'chocolate', 'chocolate cake', and 'christmas starters'.

Content/Functionality

Content

Recipes

Advertising

Functionality

Extensive Search

Submit a recipe

Join Membership

Tag cloud

Find local cooks (make friends)

Supporting Content

News

Help

Legal

Privacy

Site Map

Comment

All Recipes is simple concept of providing a place where anyone can view an extremely searchable catalogue of member-uploaded recipes.

The many different way a user can search for recipes, and modify their search as they go gives this site it's UVP.

All of the content is visible without needing a password plus it is text based meaning that All Recipes is optimised for search. That is for internal search within the site and for search engines. (Comment on SEO for content only)

The most commonly used parts of the site are above the fold

It's Help section was also extensive.

Weaknesses

It is not very personal and looks completely automated with little input from moderators. (I have seen inappropriate uploaded profile pictures).

The Tabbed navigation doesn't always show which page you're on.

My Dish (<http://www.mydish.co.uk/>)



Content/Functionality

Content

Recipes
Advertising
Shop
Blog/Articles

Functionality

Extensive Search
Submit a recipe
Join Membership
Find local cooks (make friends)
Find local group
Group and cook activity feeds (like twitter)
Forum

Supporting Content

Press articles
Privacy
Terms and Conditions
Sitemap
Resources (external links to useful sites)

Comment

My Dish received the highest score overall.

It provides a place for users to look up recipes that member users have uploaded but also provides articles, shop but it's UVP is that My Dish has a strong community feel and functionality. She also has the backing of Dragon's Den member Deborah Meadon that has raised the sites profile and commercial prospects.

It scores full marks for the criteria that Malone says are essential for social networks. Carol Savage, it's founder features prominently on the home page and she looks as though she has a genuine interest in the site and it's community. It has a very warm and friendly feel and it seems it's all about the sharing in a supportive atmosphere.

Weakness

No Help documentation. Nielsen says that even though it shouldn't be necessary if the site it built correctly it should still be provided.

Vegan family <http://www.veganfamily.co.uk>



Content/Functionality

Content

Recipes

Advertising

Shop

Articles

Functionality

Twitter feed

Guest book

Join mailing list

Supporting Content

External Links

Comment

I gave the Vegan Family the lowest overall score. This is a site that is for users to view the lifestyle and discoveries of one particular family in their life as Vegans. The Vegan Family looks home made and amateurish and possibly done by the owners on their kitchen table. They are promoting an alternative lifestyle that includes every aspect of their lives including home educating their children.

The site was made by real vegans who you can imagine being hippies with opened toed sandals.

It may be too much on the edge of society and will be dismissed by many and so is a lesson on how not to design your website if you want it to appeal to the mainstream.

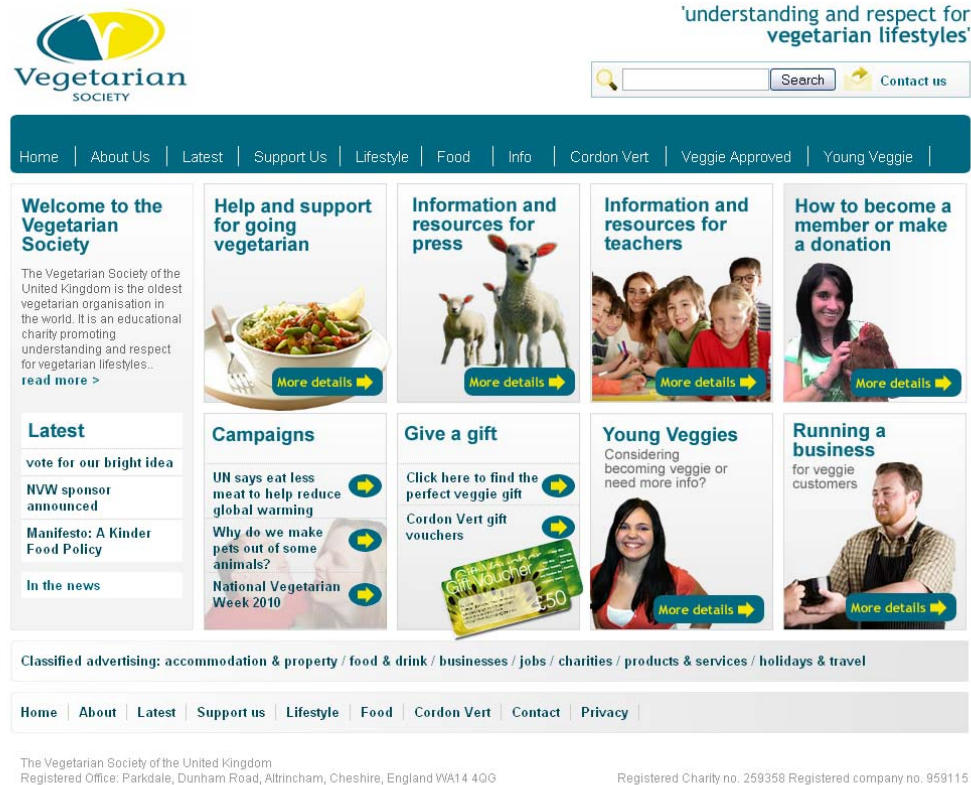
That is though it's **strength**. It has an authentic feel. There are enough vegan people within the world to look past it design failures to appreciate it's content. It has a surprisingly high google page rank of 5/10 which would be the envy of MyDish at 4/10.

The lesson to take away here is in niche marketing. The Vegan Family website is not trying to appeal to the mainstream. People find it because it is specialised. It doesn't have to be well designed because people are so interested in it's content. (Sevilla).

Weakness

Poor Design, no member content, no help, not searchable, disorganised.

The Vegetarian Society <http://www.vegsoc.org>



Content/Functionality

Content (relevant to Bob and Roberta – site is too vast to list all the content)

About

News

Articles on education

Lifestyle

Events

Cooking school

Functionality

Extensive Search

Join Membership

Find local groups (make friends)

Supporting Content

Press articles

Privacy

Contact

Comment

This site's primary purpose is to provide information in all aspects of the Vegetarian lifestyle.

The society itself has taken responsibility for providing all information and content so that looks like it's designed to be used like a reference book to dip into when needed.

There is no community of contributors and once you have the information you wanted there is no reason to hang around on the site although there is a real world connection with events and local groups.

It's charitable status and overall look and feel gives it an air of authority making the information provided credible.

Weakness

Other than having no help page, the most relevant weakness for Bob and Roberta is that they could not possibly provide the volume and variety of content that the Vegetarian Society provides.

No site map either.

Discussion & Recommendations

The analysis has provided insights as to what works and some of the mistakes that are made by the websites likely to be visited by Dale and Margo.

For each of the websites there is an essential “take away” or UVP.

1. All Recipes – Search
2. My Dish – Community
3. Vegetarian Society – Authority
4. Vegan Family – Niche

The Vegetarian Society provides all the information to do with the lifestyle but the volume of content is enormous and may well be far too much would be far too much for 2 people to generate therefore my recommendations is: -

Provide a **social community** website so that users can add their own content while building their up their own profiles.

Allow member users to rate **member added content**.

Make the member content **searchable** in the way that All Recipes has.

Allow the members ability to create **online profiles**.

Make it possible for members to message each other, set up **groups** and **meet up** providing an outside into the real world.

Have articles and contributions from **Bob and Roberta** in the form of a **blog** in the same way that Carol Savage does on My Dish.

What I didn't test for:-

A very detailed report could be provided for each of these.

- SEO
- Adherence to Standards and Accessibility

Appendix

Sources:

Books

Information Design Desk Reference (2002) Christine Sevilla

Sexy Web Design – (2009) Elliot Jay Stocks

On Social Media

Erin Malone - <http://www.boxesandarrows.com/view/5-steps-to-building>

Competitive Analysis Questions

IBM - <http://www.ibm.com/developerworks/webservices/library/us-analysis.html>

Brian Alt - <http://www.marketingexperiments.com/improving-website-conversion/online-competitive-analysis.html>

http://www.boxesandarrows.com/view/competitive_analysis_understanding_the_market_context

Raw Data

Next Page

Competitive Analysis of Healthy Food & Recipe Websites

Heuristic Evaluation - source: IBM, with additions from reputable sources

Website Name:	All Recipes		My Dish		Vegetarian Society		Vegan Family		Max Poss
	Score	Comment	Score	Comment	Score	Comment	Score	Comment	Score:
Homepage									
How informative is the home page?	4	pure information	5	good background story	4	good background story	2	not sure what's about	5
Does it set the proper context for visitors?	3	no background	5	searchable	4	searchable	3	initially	5
Is it just an annoying splash page with multimedia?									
How fast does it load?	4		3		5		3		5
Navigation									
Is the global navigation consistent from page to page?	4	Tabs not all	5		4	Slips into other related	4	Slips into other related	5
Do major sections have local navigation? Is it consistent?	5	working	5		4	websites, hard to get back	3	websites, hard to get back	5
Site organization									
Is the site organization intuitive and easy to understand?	5		5		3		1		5
Links and labels									
Are labels on section headers and content groupings easy to understand?	5		5		3	far too many	2		5
Are links easy to distinguish from each other?	5		5		3		1		5
Or are they ambiguous and uninformative ("click here" or "white paper")?	5		5		4	Get lost	2		5
Are links spread out in documents, or gathered conveniently in sidebars or other groupings?	4		4		4		2		5
Search and search results									
Is the search engine easy to use?	5		5		5		0		5
Are there basic and advanced search functions?	4		5		2		0		5
What about search results?	5		5		2		0		5
Are they organized and easy to understand?	5		5		2		0		5
Do they give relevance weightings or provide context?	5		5		2		0		5
Do the search results remind you what you searched for?	5		5		4		0		5
Readability									
Is the font easy to read?	4		5		5		3		5
Are line lengths acceptable?	5		5		5		3		5
Is the site easy to scan, with chunked information, or is it just solid blocks of text?	4		5		3		2		5
Performance									
Overall, do pages load slowly or quickly?	4		4		4		4		5
Are graphics and applications like search and multimedia presentations optimized for easy Web viewing?	5		5		2		0		5
Content									
Is their sufficient depth and breadth of content offerings?	3	just recipes	4		5		4		5
Does the content seem to match the mission of the organization and the needs of the audience?	5		5		5		3		5
Is the site developing its own content or syndicating other sources?	4		5		5		4		5
Is there a good mix of in-depth material (detailed case studies, articles, and white papers) versus superficial content ?	2		4		5		3		5
Feedback									
Do the active parts (rollovers - navigation, search) provide sufficient feedback (Nielsen, Stocks)?	4	mostly text links Tabs not consistent							
Authority									
Have credibility indicators been used effectively? (Alt)	4	star ratings	5	star ratings and stats on contributors testimonials	4	charitable status	1	family run	5
Look and feel									
Does the site have an Effective Visual Design? (Withrow)	4		5		4		0		5
Does it reflect the Personality of the owners?	3		5		3		4	Hippies	5
Help and documentation									
Does the site provide sufficient Help? (Nielsen, Withrow)	4	long list although in footer	1	contact	1	contact	1	contact	5
Social Media Content									
Does the site provide the 5 things necessary to make it a community? (Malone)									
A reason to be there	5		5		5		0		5
Online Identity	4		5		1		0		5
Something to do	5		5		3		0		5
Real life connection	2		5		5		0		5
Moderation and member moderation	2		5		1		0		5
Quick links to Bookmarking?	0		4		0		0		5
Quick links to join, twitter or newsletter	3		4		3		1		5
	149		168		124		56		
	All Recipes		My Dish		Vegetarian Society		Vegan Family		180

Brief

To provide an online resource and community targeting people who are vegetarian or are interested in the vegetarian lifestyle.

A place where Bob and Roberta can publish their views, ideas, and articles that will serve to educate users of the site.

A place where like-minded people can meet, share recipes, experiences and related positive vegetarian stories.

Technical Functionality

Database driven community website written in PHP & MySQL with lifestyle articles added by Bob and Roberta with additions from their members.

Users can:-

- Join/ Sign Up
- Upload recipes
- Rate recipes, members contribution, and articles
- Add articles
- Share recipes and articles on other social media sites.
- Discover recipes through different search filters and methods
- Rate and Post reviews on vegetarian restaurants
- Meet up at social events advertised on the community page
- Discover vegetarian restaurants through the directory
- Convert recipe ingredients to a shopping list
- Print out recipes in printer friendly format
- Print out recipes in the format of a supermarket shopping list showing what ingredients to buy in the right packet sizes
- Post positive experiences via twitter

For Advertisers:-

- Display advertising - Right Skyscraper advert
- Directory Listings for vegetarian restaurants

Content Requirements

-Post Competitive Analysis

After the Competitive Analysis the additional content I propose is as following.

Main Global Navigation – links to 5 pages

Home, Contributors/about/Community, Restaurants, Articles/blog, Submit a recipe

Header

Global Navigation

Member login

Help

Footer

Global Navigation

Help

Contact

Advertise with us (how to advertise on the site)

Legal

Privacy

Site map

Twitter link

Facebook link

Content for each page

Home

Featured Recipes that have been rated by members

search filters (time, difficulty, kids, desert) and search box

Listing search results and details

From Detailed individual listing click through to shopping list which shows the ingredients in their supermarket packet form

With the recipe details display sources i.e. supermarket

PDF and printer friendly version of recipe details.

Contributors/about/Community

Feature member contributors

About section for Bob and Roberta

Find a chef/cook (make friends)

Forum

Twitter feed or similar showing experiences/successes.

Restaurant

Featured Restaurants

search filters (location, cost, meat/vegetarian) and search box
Paid adverts for restaurants

Articles/blog

Lifestyle articles
search filters and search box

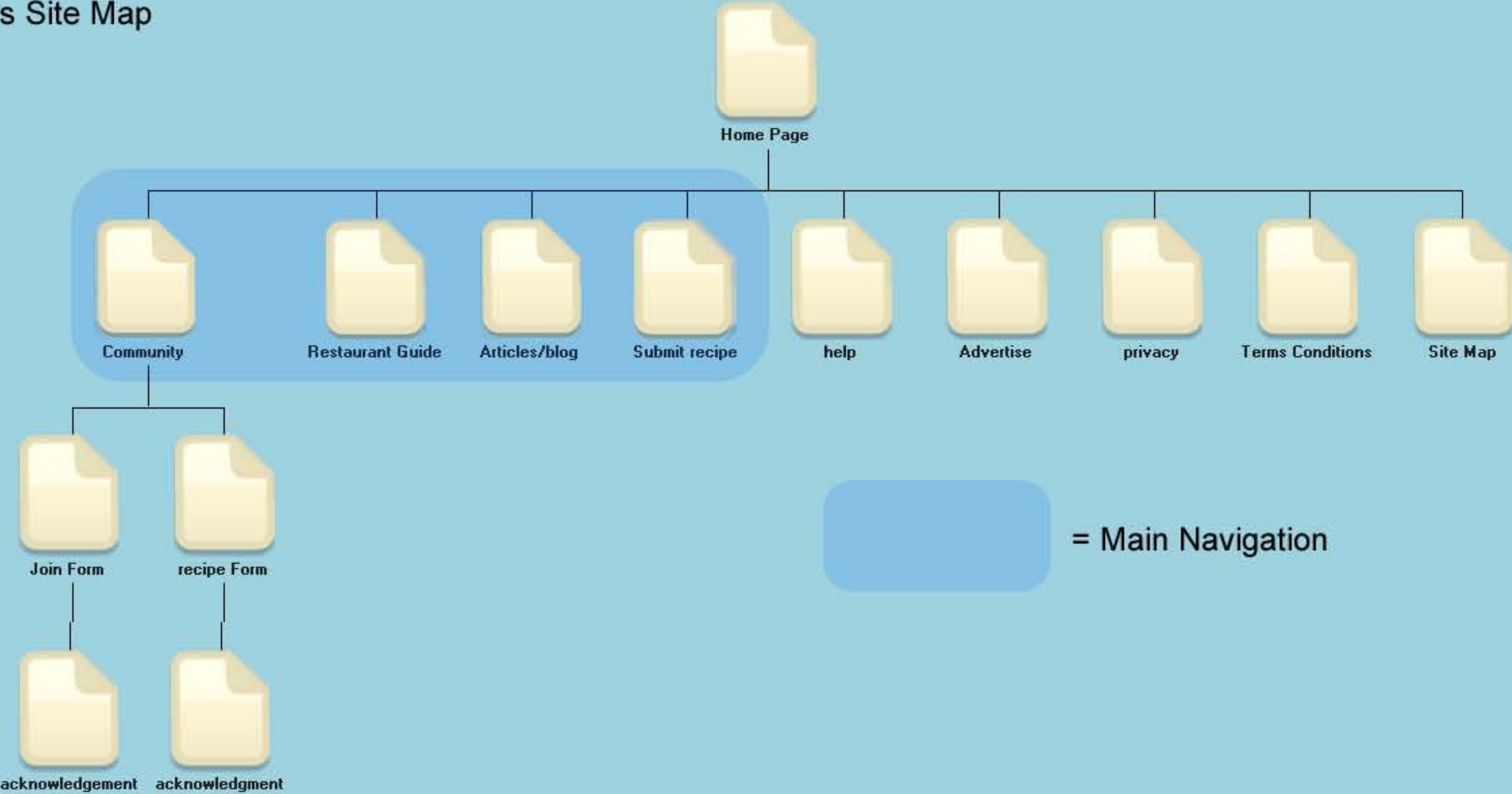
Submit a recipe

Login / join form
HTML form with image upload

Footer

Contact
Advertise with us (how to advertise on the site)
Legal including Terms and Conditions
Privacy
Site map
Twitter link
Facebook link

Healthy Ideas Site Map





Recipe Search

Search Filter

Ingredients

peppersMushrooms

Health

low fatlow sugar

Time

10mins half hour hour

Family

Dinnerlunch box

Difficulty

easychallenge

Featured Recipe

★ ★ ★ ★ ☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque. In eget sapien sed, sit duis vestibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. In molestie elit

Created By

New Recipes

New Members

199x353
Advertisement

treats peppers mushrooms
articles carrot cakes curry
thai chinese soup smoothies
kids easy party eating out
dinner for two pasta
christmas birthdays healthy
starters dips quick low fat
low sugar special occasion
lunch box desserts low cost
bbq cake fruit snacks





Recipe Search

Search Filter

Ingredients

peppersMushrooms

Health

low fatlow sugar

Time

10mins half hour hour

Family

Dinnerlunch box

Difficulty

easy challenge

Vegetable Curry

★★★★☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus.

details

Created By

Vegetable Curry

★★★★☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus.

details

Created By

Vegetable Curry

★★★★☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus.

details

Created By

Vegetable Curry

★★★★☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus.

details

Created By

Vegetable Curry

★★★★☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus.

details

Created By

199x353
Advertisement

treatspeppersmushrooms
articlescarrotcakescurry
thaichinese soup smoothies
kids easy party eating out
dinner for two pasta
christmas birthdays healthy
starters dips quick low fat
low sugar special occasion
lunch box desserts low cost
bbq cake fruit snacks





Recipe Search

Search Filter

Ingredients

peppersMushrooms

Health

low fatlow sugar

Time

10mins half hour hour

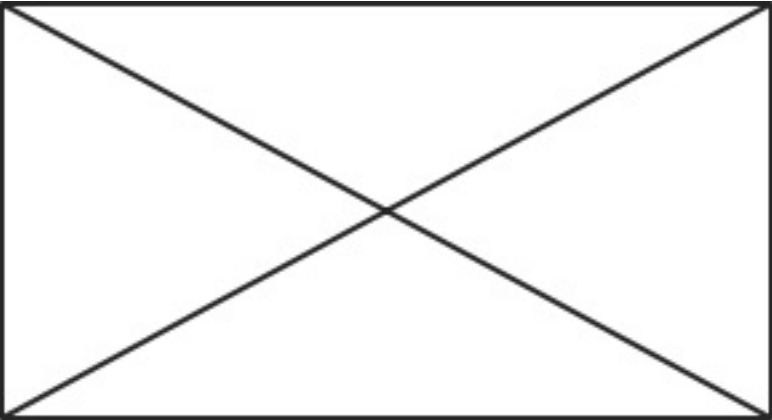
Family

Dinnerlunch box

Difficulty

easy challenge

Vegetable Curry



Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque.

How to

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque. In eget sapien sed, sit dui vestibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. In molestie elit dui dictum, raesent nascetur pulvinar sed, in dolor pede in aliquam



Created By



Share



Print



Ingredients

Ingredient One

Ingredient Two

Ingredient Three

Ingredient four

Ingredient five

Ingredient six

Ingredient seven

Ingredient eight

Make shopping list



rate this recipe



199x353
Advertisement

treatspeppersmushrooms

articles carrot cakes curry

thai chinese soup smoothies

kids easy party eating out

dinner for two pasta

christmas birthdays healthy

starters dips quick low fat

low sugar special occasion


lunch box desserts low cost

bbq cake fruit snacks




Recent Activity






Lorem ipsum dolor sit amet, maiores ornare ac

supplied by; chef name




Lorem ipsum dolor sit amet, maiores ornare ac

supplied by; chef name




Lorem ipsum dolor sit amet, maiores ornare ac

supplied by; chef name



Lorem ipsum dolor sit amet, maiores ornare ac

supplied by; chef name



Lorem ipsum dolor sit amet, maiores ornare ac

supplied by; chef name



Chef Name

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc.

Recipes added



Chef Name

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc.

Recipes added



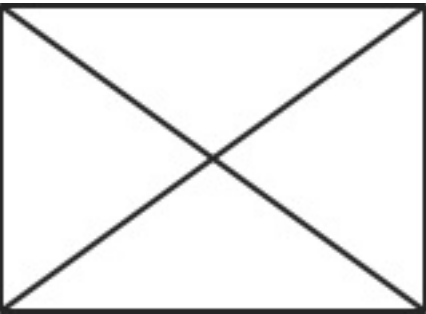
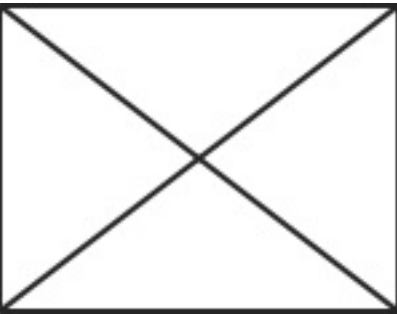
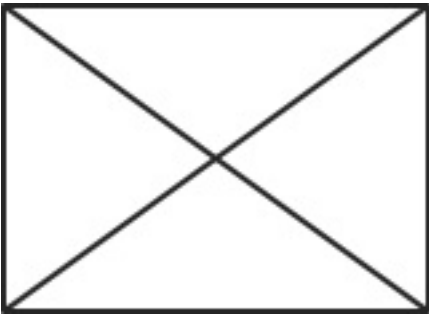
Chef Name

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc.

Recipes added



New Members



Sign up to membership

Register Now

Find a local group

Enter Your Postcode

Events Calendar



199x174
Advertisement





Search Filter

Location

How many people

Date

Type

Featured Restaurant

★★★★☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus a, nam lectus at nunc. Cum quam euismod sem, semper ut potenti pellentesque quisque. In eget sapien sed, sit dui vestibulum ultricies, placerat morbi amet vel, nullam in in lorem vel. In molestie elit

Recommended By

Nice Restaurant

★★★★☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus.

details

Recommended By

Nice Restaurant

★★★★☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus.

details

Recommended By

Nice Restaurant

★★★★☆

Lorem ipsum dolor sit amet, maiores ornare ac fermentum, imperdiet ut vivamus.

details

Recommended By

Find a local restaurant

209x165 Advertisement

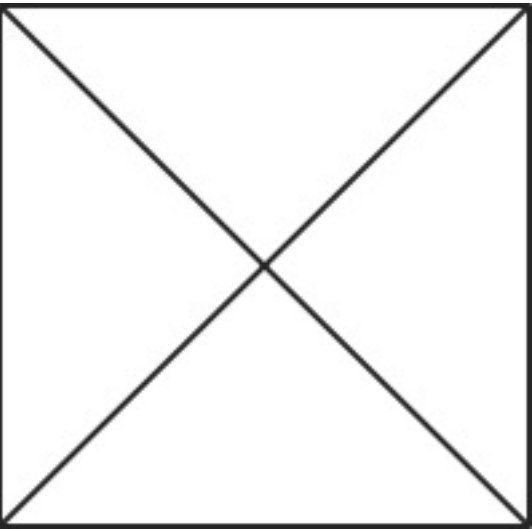
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Interesting Article

January 1st 2010

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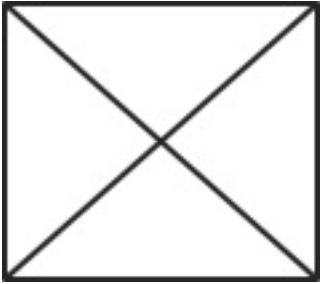
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 Recipe Search

Search Filter

Ingredients

peppers

Mushrooms

Health

low fat

low sugar

Time

10mins

half hour

hour

Family

Dinner

lunch box

Difficulty

easy

challenge

Your Recipe is called

Recipe Title

Type

☐ party food

☐ Low sugar

☐ Low fat

☐ easy

☐ party food

☐ Low sugar

☐ Low fat

☐ easy

☐ party food

☐ Low sugar


☐ Low fat

☐ easy

Uplload a photo

Some Text

browse



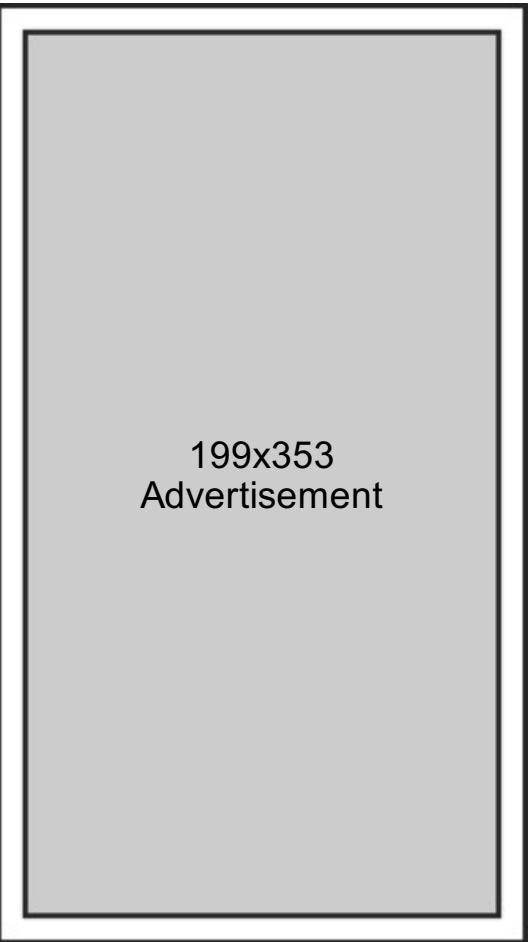
Upload Photo

Quantity	Ingredients
Quantity	Ingredients
Quantity	Ingredients
Quantity	Ingredients
Quantity	Ingredients

more ingredients

Instructions

Submit



treats

peppers

mushrooms

articles

carrot cakes

curry

thai chinese

soup

smoothies

kids

easy

party

eating out

dinner for two

pasta

christmas

birthdays

healthy

starters

dips

quick

low fat

low sugar

special occasion

lunch box

desserts

low cost

bbq

cake

fruit

snacks

Project 4 - Healthy Ideas

Sample Colour Palette



Sample Patterns & Textures



Sample Photography & Illustrations



Sample Typography

This is a Header

Font Arial Bold

This is a sub Header

Font Arial

This is an alternative Header

Font Arial

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Font Arial

Designer Notes:

The design calls for a natural, but still vibrant colour scheme based around the green and red fruit.

The use of these colours is intended to promote the health aspects of the vegetarian lifestyle.

Simple web safe sans-serif font of Arial to keep the site clean and easy to read.

Other Design Elements





Find a Recipe

Filter Your Search

Ingredients

peppers mushrooms

carrots dairy free

Health

low fat low sugar

dairy free diet

Time

10 mins 30 mins

40 mins 1 hour +

Family

Kids Dinner Lunch Box

dairy free allergies

Difficulty

easy really hard

medium hard

Featured Recipe



Veggie Burger

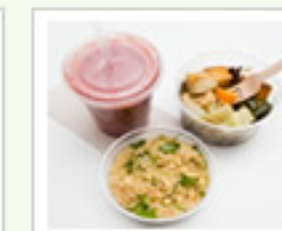
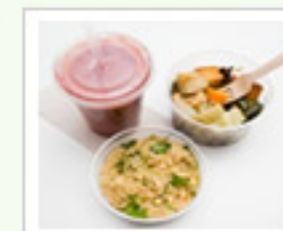
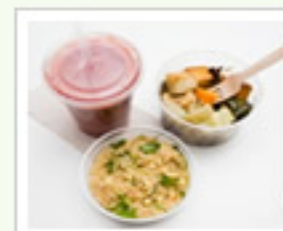
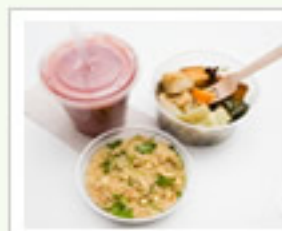


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Submitted By:- [Cazy](#)



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Ingredients ingredients
party food dinner for two
cheap food pumpkin curry
desert **potato** apple vegan
low fat diet **chinese** quick dip
Italian ingredients
party food dinner for two
cheap food pumpkin curry
desert **potato** apple vegan
low fat diet **chinese** quick dip





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Featured Recipe



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