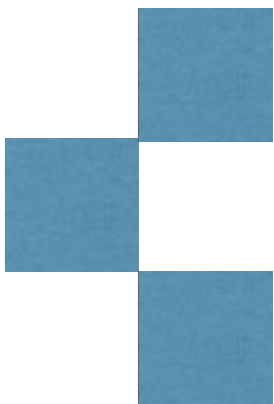


Major Project Commodity

Target

Users

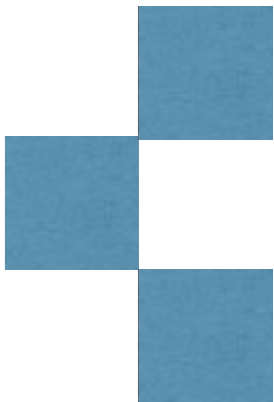
- Age: 30 - 45 (main target) - 45 - 60 years (secondary target)
- Location: Myanmar, New Zealand, Australia, Malaysia, Thailand, Netherlands, Japan
- Gender: mainly female
- Education level: from secondary education
- Marital or family status: married
- Occupation: housewives, employees



Collaborators

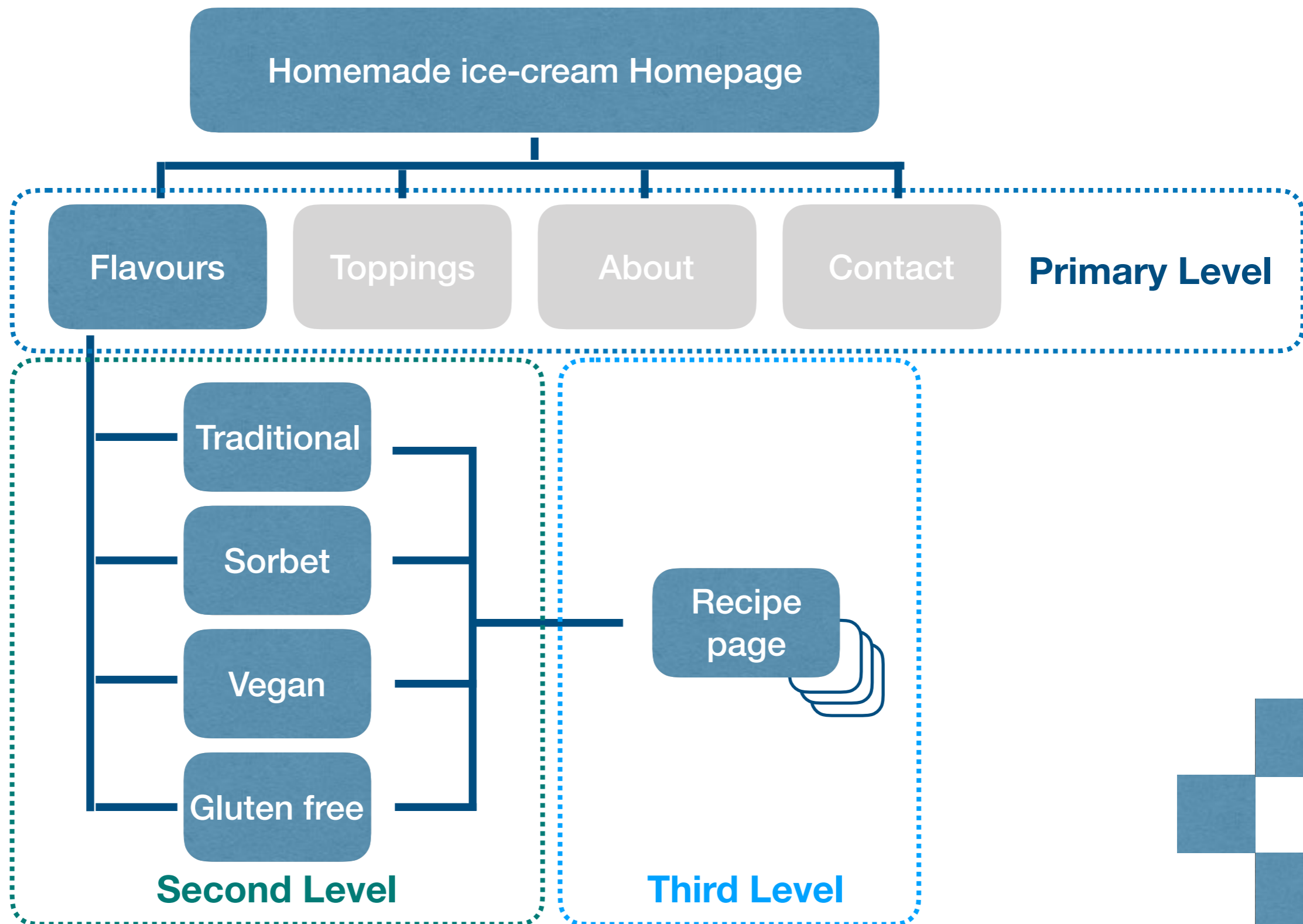
Websites and blogs about:

- Homemade food complementary to ice cream
- Kitchen tools (Self production - i.e. Etsy)
- Flatware (Self production - i.e. Etsy)
- Organic food sellers
- Delivery service food

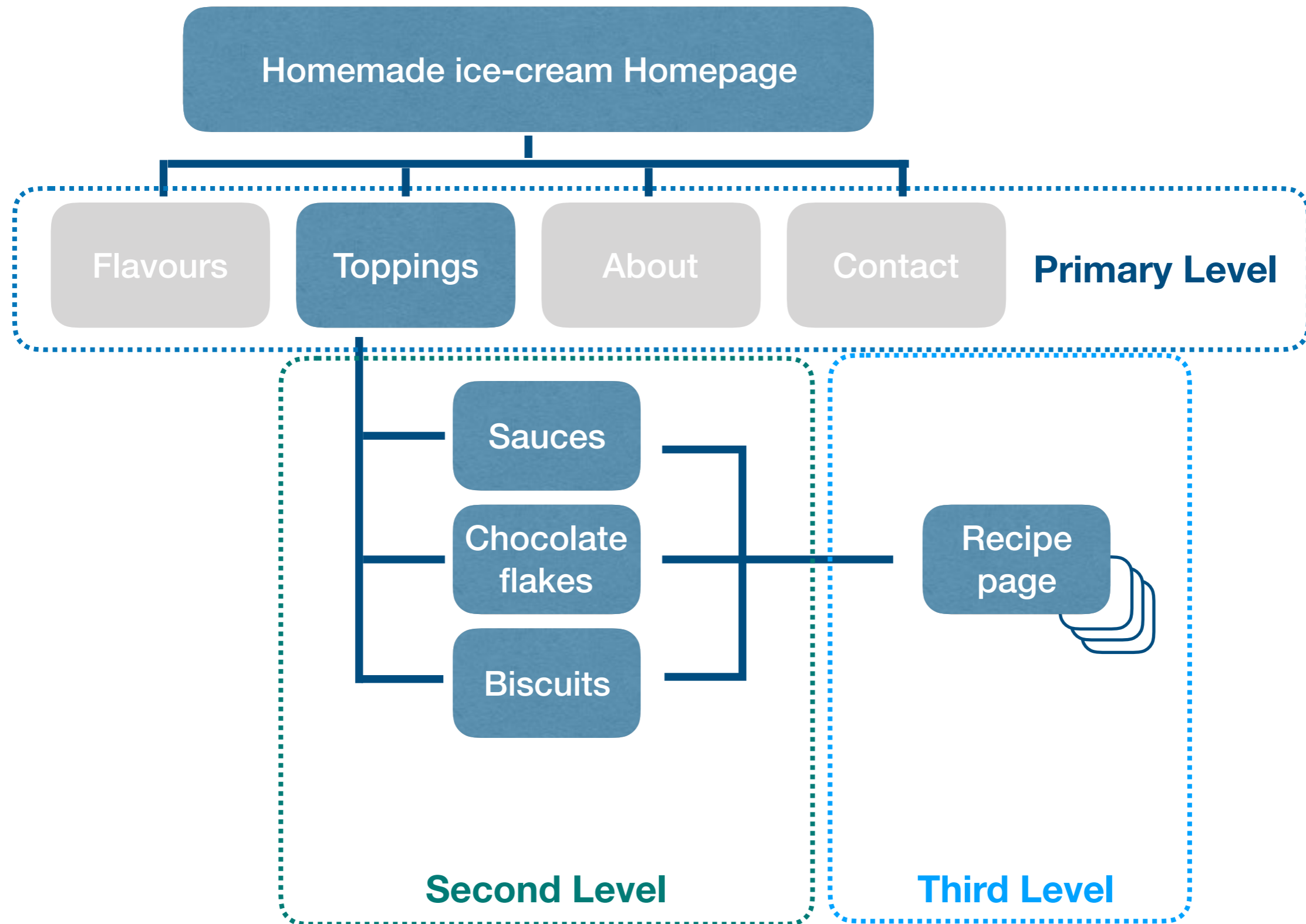


Information architecture

Sitemap



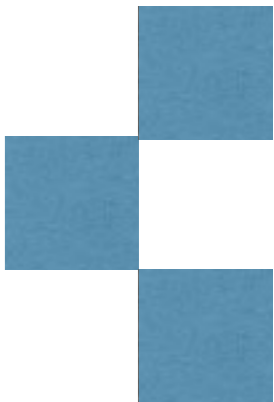
Sitemap



Text

How to chose recipes

- I'll write all the texts of the website, recipes included
- Sources:
 - 20 recipes to which I have already access
 - The possibility to consult two Italian pastry chefs
- Online sources:
 - Non Sprecare (Italian website)
<http://www.nonsprecare.it/ricetta-gelato-fatto-in-casa-senza-gelatiera>
 - Homemade Gelato (Italian website - EN language)
<http://homemadegelato.org/>



How to choose recipes

Google Keyword Planner

Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

ice cream recipe

Your landing page

<http://homemadegelato.org/>

Your product category

Frozen Desserts, Frozen Novelties & Accompaniments

Examples of popular ice cream flavours

Keyword (by relevance)	Avg. monthly searches ?	Competition ?
easy ice cream recipe	1K – 10K	Low
ice cream flavors	10K – 100K	Low
chocolate ice cream recipe	1K – 10K	Low
strawberry ice cream recipe	1K – 10K	Low
ice cream machine recipes	1K – 10K	Low
simple ice cream recipe	1K – 10K	Low
homemade vanilla ice cream reci...	1K – 10K	Low
gelato near me	10K – 100K	Low

Timetable for text

Page template	Time needed
Home page	1 day
Recipe page (single)	1 day - first one half-day - following pages
Category page (single)	half day each (2 in total)
Contact	half day
About	1 day

1 day = 8 hours

half day = 4 hours

Images

Photos

- **Who will take photos**

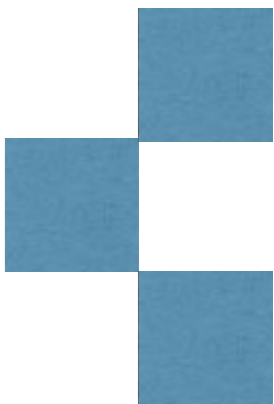
The pictures will be really important to guarantee a good result to the project, for this reason I asked a collaboration to a professional photographer. In this way I can avoid the costs of professional equipment and obtain photos in high resolution

- **Post production**

I'll work on the post production of the photos after having defined the guidelines with the photographer

- **How many pictures for each recipe page**

- 1 that shows all the ingredients
- 5 (minimum) to illustrate the steps
- 1 that shows the result (it will be used for recipe page, flavour category and homepage)



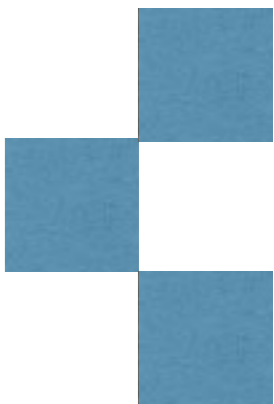
Icons

- **Who will make icons**

I'll create a specific set of icons for this project by using Adobe Illustrator

- **Planned icons**

- Time
- Difficulty
- Flavour category (traditional, sorbet, vegan, gluten free)
- Topping category (sauces, chocolate flakes, biscuits)
- Total number: 9 icons



Timetable for images

Images	Time needed
Photos for homepage	half day
Photos for About page	half day
Photos for 5 recipe pages	half day
Set of icons	1 day

1 day = 8 hours **half day = 4 hours**

Timing

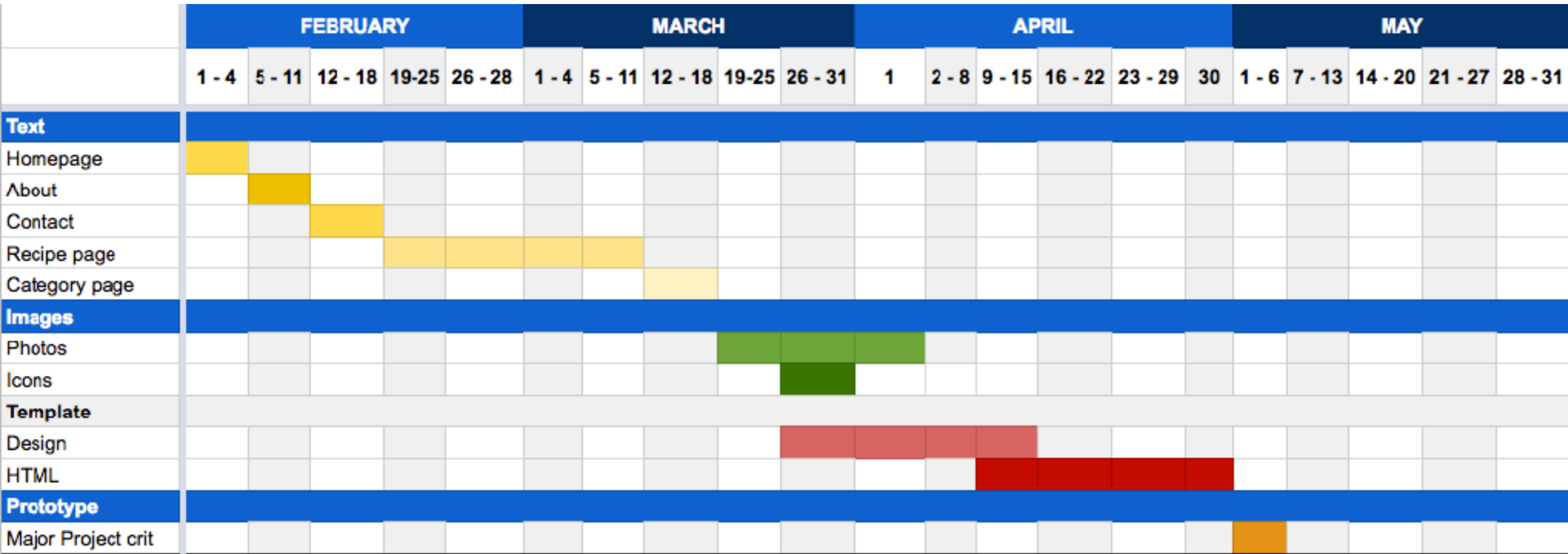
Template Timing

Template	Design time needed	HTML time needed
Homepage	1 week	1 week
Category page	2 days	1 day
Recipe page	3 days	2 days
About page	2 days	2 days
Search result page	2 days	2 days
404 page	1 day	half day

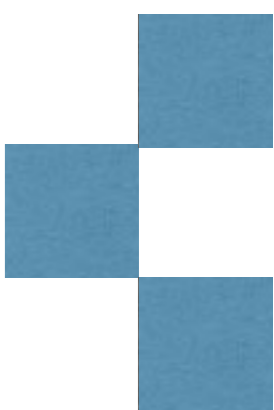
1 day = 8 hours

half day = 4 hours

Gantt



From February to May 2018



Resources

- **Target**

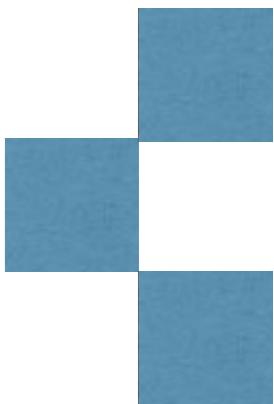
- [Bigcommerce](#)
- [Google Trends](#)
- [Justinegrey](#)
- [ISole24ORE](#) (Italian website)
- [adnkronos](#) (Italian website)
- [Gelatonews.it](#) (Italian website)

- **Text**

- [Google Keyword Planner](#)

- **Information architecture**

- [A list apart](#)
- [UX Booth](#)
- [UX Lady](#)



That's all