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Recipe Application Statement

I decided that my second project will be called “recipeasy”. The idea is that every recipe featured within the application will be extremely simple. More specifically, each recipe will require no more than five ingredients. I found a website that features recipes of this kind, so I intend on using that for inspiration (<http://www.cookinglight.com/m/food/quick-healthy/5-ingredient-healthy-recipes>).

I thought of this idea with myself in mind. I’m not a great cook, so simple recipes are always my go-to. Everyone can use and create five ingredient dishes, so the application will not be targeted to one specific audience. However, I think it will be particularly useful to anyone that is moving into their own home, going away to college or is simply a beginner in the kitchen.

The app will feature all entrée dishes because I want all of the recipes to be of the same category (i.e. party dips, crock pot recipes, entrées, appetizers, etc.). I want the site to look rich and appetizing; in the sense that mouths will water upon viewing. I plan on having a display of close-up pictures of each dish as a way to list all of the recipes. Since I intend on using a lot of imagery, the design will be limited to two colors – either white and red or white and orange. I want to use a Serif font for headings with the pictures – marrying the food to a name.

The landing page will feature all of the new recipes and possibly some classics, displayed in the way previously mentioned. I haven’t decided if I want to put the name above, below or on top of the image yet but I do know that it will be in one of those spots. I want to use icons on each individual recipe pages to symbolize the ingredients needed. I also want users to have the option to download the recipe and leave a review.

Lastly, because three more interior pages are required, I decided I’m going to do an About, Contact and Conversions page.

The goal is for this app to be simple but effective. Each visitor should be able to find a delicious, quick recipe in the matter of minutes. The application should provide enough direction to easily prepare the recipe. Overall visitors should feel attracted to the recipes in in the application, which will make them want to use the app over again.