Independent Website Project Proposal

Personal Goals

My personal goal for this project is to create a WordPress site that would feature Peruvian recipes. I would use recipes from a cookbook my mom would often reference. This book is probably 40+ years old and contains my mom's notes as well as written recipes. A skill goal I would like to attain is gain more experience with WordPress. Creating custom patterns, and possibly themes.

Communication Goal

Communication goal for this project is to share Peruvian recipes with whomever visits the site. Visitors would learn a little about some of the culinary dishes from my country. The dishes my mom would often prepare and share with family and friends.

Audience

Audience for the site would be:
> 1. Folks who want to learn to prepare a Peruvian dish.
> 2. Fellow Peruvians who are looking for recipes that remind them of home.

Proposed Content

Main content for the site would be:
> **Recipe page** - Image(s) for each recipe, book transcription of ingredients and preparation instructions, possibly a little personal story/blurb about the recipe.
> **Recipes page** - The "Gallery page" of the site with thumbnails/links to individual recipe pages.
> **About page** - Description about the reason for the site, my mom's book and a little about her. Possible content would be links to videos on the web.
> **Home page** - Would contain a slideshow with "Featured" recipes.

Research Resources

Research resources I hope to explore would probably be contacting a relative in Peru to ask how they would prepare a certain dish and/or call a sibling to hear their opinion. To aid on additional research, I would visit similar competitor sites to see their site layouts and content.

Scope of Project

Planning Week 1
- Brand Brainstorming
- Project Proposal
- Recipe Database/ Content Spreadsheet
- Architecture Inventory: Site Map

Design Week 2
- Design Investigations: Mood boards and Wireframes

Development Week 3
- Initial Draft: WordPress site development

Launch Week 4
- Final Draft: Test site and migrate
- Complete site: **December 13**

Technologies to Employ

WordPress and Adobe software will be used to create the website. Website will be uploaded/migrated to the server once finished.