Stage I Storyboard

What type of audience is being targeted with this site?

The type of audience that is being targeted with this site is an audience who enjoy baking. It will probably be women and teenagers who are being targeted the most. My Web site is about desert recipes, so anyone who likes to bake can use it and find new things they could make.

What content (critical, complimentary, and supplementary) is needed in this site?

The content that is needed in this site would be supplementary. I will have recipes on the Web site that people have probably heard of, but I am going to add some different ingredients to each of them to make the deserts unique. I want the Web site to fun and easy to use. I will have about three recipes per desert.

How will you make your Web site design effective (load quickly, attractive, stickiness)?

The way I am going to make my Web site design effective will be with attractiveness. I want each of the pages to look almost the same, just have different recipes on them. I am going to put different borders around each page and links that will go to each desert then each recipe. On each page I will have a link that will take you back to the home page also. I want the people who go to my site to want to be drawn to the deserts and urge them to bake. I want it to be even for people who do not bake or are hesitant about baking. The recipes will be easy enough even for non-bakers.

What color, graphics, and text work best to attract unique visits and retain repeat visits?

The colors that I will be using will be black, pinks, browns and yellows. I want to use colors that are not dull but are somewhat bright. I will have some pictures of deserts that I will take so people can compare them to theirs. I will also have graphics of cakes, cookies, muffins and pies. The texts that I have chosen and feel are best to use are Berlin Sans FB, Tempus Sans ITC and Harrington. They seem like texts that will catch people’s eye; I want it to be settle and inviting.
What type of computer technologies will be needed to complete this project?

The computer technologies that will be needed for this project will be Microsoft Notepad, Adobe Photoshop and Microsoft Word. I will use Microsoft Notepad to enter in all of the codes used for the Web site. I will use Adobe Photoshop to edit all the pictures that I will take or get from the internet. I will use Microsoft Word to plan out my storyboard and determining which texts and colors are best.

What types of interaction/communication formats are necessary for the site to be successful?

The interaction I want to have to make the site successful is a positive one. The communication needs to be clear and understandable since it is about baking. I will put my email address on the site so if people have questions about the recipes or a certain ingredient, they can ask me. I want people to want to continue to visit the Web site and use the desert recipes multiple times and know it is reliable.
Danielle’s Desserts

~Using simple ingredients & making them unique~
Recipes/Ingredients of 3 different kinds of cakes. (Might make links to each)

1. 

2. 

3. 

(This will be my link to my email)
*Cookies*

Recipes/Ingredients of 3 different kinds of cookies.

1.

2.

3.

Picture of one of the cookies I will make.

Picture of one of the cookies I will make.
*Muffins*

Recipes/Ingredients of 3 different kinds of muffins.

1.

2.

3.

Picture of one of the muffins I will make.

Picture of one of the muffins I will make.
*Pies*

Recipes/Ingredients of 3 different kinds of pies.

1. 

2. 

3. 

Picture of one of the pies I will make.

Picture of one of the pies I will make.