

---

# Cooking Companion Website Proposal

---

**By: Celeste Mouledoux**  
User Centered Information Design  
IMD 123  
10/12/2014

# Table of Contents

---

3.	Stakeholder History
4.	Stake Holder Objectives and Goals
5.	User Demographics
6.	User Needs
7.	User Needs Specifications
8 - 9.	User Personas
10.	User Scenario
11.	Meeting the Objectives
12 -13.	Functional and Content Specifications
14 -15.	Features Table
16 -17.	Content Assets Table
18.	Architectural Map
19 - 22.	Wire Frames
23 - 24.	Style Guide
25 - 27.	Final Mock-Ups
28.	References

# Stake Holder History

---

The stakeholder for the website project, Cooking Companion, is Kroft Foods Group Inc. Kroft's idea behind the project is to create and sponsor a social media site that promotes cooking and the use of their products.

Kroft Foods Group Inc. was started in 1903 by John E. Kroft when he started buying cheese at a whole sale and selling it at smaller stores for a profit. It was later incorporated in 1909. After establishing an office in 1912 in New York, Kroft began manufacturing their own cheese products. In 1924, business expands internationally. This is the same year the company went public. In the next few decades, Kroft merges with various other companies including Phonox and Corporal Foods with sales reaching over one billion dollars. In 1953 John E. Kroft dies, and the direction of the company changes several times over various CEOs. The following decades, Kroft acquired or merged with 12 other food companies becoming one of the most dominate food producers in the world. In February 2014 the Kroft Foods Group scandal is exposed to the public, causing sales to plummet. In reaction to this, the concept for Cooking Companion is developed by Kroft's marketing and public relations department.

# Stake Holder Objectives and Goals

---

The project was developed to help repair the damages caused by a scandal. The Kroft Foods Group Scandal happened in early 2014 where the CEO of the Japanese division was accused of accepting bribes for turning his head from the poor condition of factory workers. Sales plummeted and equity value dropped by 8% after shareholders jumped ship. Kroft's marketing and public relations department is optimistic that by creating a wholesome social-media based website, Kroft Foods Group Inc. can regain the reputation and popularity that they once had.

The goals of the Cooking Companion website are to promote cooking, increase promotion and sales of specific products, and repair Kroft Foods Group Inc's company reputation. It is believed that increased positive association to the company should help raise the value of stock and overall company value. The first page of the website after the user logs in will provide special Kroft sponsored daily recipes with appetizing images that contain at least one Kroft food product. It is estimated that about 15% of total users will click to read the recipe, and about 2% of total users will actually make the recipe increasing sales of the products included. By making Cooking Companion social and interactive, more users will be attracted to the site and are likely to use the website on a regular basis. The higher the user base, the more consumers the company can reach. Every six months after Cooking Companion has been up and running, sales will be evaluated and compared to determine the success of the website.

# User Demographics

---

The primary target audience is home cooks. This is believed to make up the majority of the users who use the website. Based on the Media Post website which collected data of users of a variety of cooking websites back in 2004, the majority of users were female (64%), forty-five years old or older (43%), and have an income between \$50,000- \$75,000 a year. According to allrecipes.com, Cooking Companion's biggest competitor, 68% of users of their website are female, 59% are married, 54% are between the ages of 25-54 years old, 67% work outside the home, 43% have children at home, 78% attended college, and average income was \$69,000. The target audience is likely to have some computer experience, but based on demographics such as age, are less likely to be computer experts.

A secondary target audience includes professional chefs and cooks. According to studentscholarships.org, 77% of chefs are between the age of 25-54, 74% are men, 89% work full time with an average pay of \$13.71 and hour, 82% work in accommodation and food services, and 33% of chefs have a trade school diploma. Another secondary audience is celebrity chefs. They can use the site as a platform to promote television shows, cookbooks, and restaurants.

# User Needs

---

User's come to the site to primarily to search for recipes, add recipes to their personalized Cookbook, and upload recipes for their personal use and to share with friends or the general public. Many of the user's also take advantage of the Social Market where they can post any information including links to recipes in their Cookbook with ratings and comments, general questions, comments, recommendations, as well as leave feedback on their friend's posts. Some users may be interested in seeing a celebrity chef's posts and a small percentage may enjoy visiting the website for Kroft Foods Group Inc. daily recipes and kitchen tips.

# User Needs Specifications

---

Most users would like the website to be easy to use and navigate. Similar to other websites, the login function will be at the very top of the page in the header bar. Below that will be the primary navigation bar with links to Cookbook, Social Market, Search Recipes, Cooking Tips, and About. A second bar will contain links for the user's account and include Friends, Profile, and Account Settings. Secondary navigation will primarily appear on the left. Text would need be larger for older users to easily read. The color scheme will consist of some warmer earthy colors, white, blue, and primarily black and blue for text. There will be plenty of high quality pictures of food to appeal to users as well. The layout of page content and variety of font sizes should establish a sense of hierarchy to aid the user into easily and quickly identifying primary concepts.

# User Personas

## Jacques Prodeux



**Age:** 36  
**Gender:** Male  
**Occupation:** Cooking Show Host/Restaurant Owner/Head Chef  
**Salary:** \$3.5 million a year  
**Marital Status:** Married  
**Computer Usage:** Moderate  
**Favorite Sites:** Food Network, JacquesProdeux.com, Amazon

Jacques Prodeux is a 36 year cooking show host for Jacques' Simply French on the Food Network. At age 22, he got famous for being one of the youngest Head Chefs to receive 3 Michelin Stars at his restaurant in Paris. He owns 3 other highly rated French restaurants in Los Angeles, New York, and London. Although Jacques Prodeux focuses most his energy on his career, in his limited free time he enjoys taking his wife on his private jet to eat at various restaurants around the world. Jaques primarily uses Cooking Companion, from the advice of his publicist, to advertise his show on the Food Network, announce events at his various restaurants, and keep his fans interested.

## Bobby Jefferson



**Age:** 27  
**Gender:** Male  
**Occupation:** Pastry Chef  
**Salary:** \$42,000 a year  
**Marital Status:** Single  
**Computer Usage:** Frequent  
**Favorite Sites:** Youtube, IGN, Yahoo News

Bobby Jefferson graduated from the Art Institute of Houston with a Culinary Arts degree in 2013. After graduation he decided to move back to Louisiana to be close to his family. He recently began his career as an assistant pastry chef at Domenica, an Italian restaurant in New Orleans. He is single but enjoys dating on occasion. For fun, he really enjoys video games, particularly Call of Duty on his X-Box One, watching funny videos on Youtube, and playing with his Yorkie. Bobby primarily uses Cooking Companion to keep in touch with his former culinary classmates, as well as a couple of coworkers.



# User Personas

---

## Barbra Jones



**Age:** 46

**Gender:** Female

**Occupation:** Stay-at-Home-Mom

**Salary:** NA

**Marital Status:** Married

**Computer Usage:** Minimal

**Favorite Sites:** Shockwave, Cute Overload, Allrecipes

Barbra Jones is a 46 year old stay at home mom and homemaker. She has been married to Ted, an accountant for 20 years and has a 15 year old son and 11 year old daughter. Her day typically consists of driving the kids back and forth to school and various activities, tidying the house, washing never-ending mountains of laundry, and cooking dinner for the family. For fun she enjoys using her small Acer laptop to play the daily games on shockwave.com, reading romance novels, and watching British Mystery series on television. She primarily uses Cooking Companion to search for new recipes to try out for her family.

# User Scenario

---

Barbra Jones first found out about Cooking Companion when searching Google for a rabbit risotto recipe. She had recently tried risotto for the first time at a restaurant her husband took her too, and was interested in learning how to make it herself for the whole family. After typing “rabbit risotto” in the search bar, the second result was a link to Cooking Companion with rabbit risotto being a recent celebrity chef’s addition. She clicked the link to begin reading the recipe. The first thing she noticed was how neatly the recipe was laid out with multiple detailed images to go along with it. She then noticed the “add to cookbook” button below the recipe which peaked her interest and lead her to explore more features of the website. The first thing she did was click the “add to cookbook” button but was redirected to the create an account page. She wasn’t sure if she wanted an account quite yet so she tried clicking various links in the main navigation bar.

When she clicked the “home” button she was able to read a brief summary about the features of the site and also noted that featured recipes by Kroft Foods Group were added daily. She clicked the Social Market section which had a detailed description of the feature along with a link to the login/create account. After her exploration, she decided to create an account. What interested Barbra the most about the website was the Cookbook feature. She uses the site at least 4 times a month to find new recipes and to upload her own. It took some time to get familiar with all of the features, particularly how to organize recipes and to add new categories in the Cookbook section, but is now very capable. She’s made a couple of friends through the site and enjoys seeing their feedback on the recipes she uploads and links to the Social Market.

# Meeting the Objectives

---

Users' objectives will be met through the website as they will be able to search through a large database to find recipes. Registered users will reach additional objectives for adding and saving recipes to their account for easy access. If their objective is to make friends and communicate to other cooks online, Cooking Companion will allow them to meet their goals.

The stakeholder, Kroft Foods Group Inc.'s objectives will be met as self-promotion will not only increase their reputation but sales will improve as users view the daily recipe which features specific Kroft products.

# Functional and Content Specifications

---

The three webpages that will be described for the Cooking Companion website are Home, My Cookbook-Add Recipe, and Social Market. Every page has the same primary layout, background colors, header, primary navigation, and footer. The main background behind the content is black. The background of the primary div is white but has a faint drop shadow around its outer edges to make it pop forward from the gray background. The header and navigation bar is fixed, so even when the user scrolls down on the page, it overlies the rest of the page at the top. The header is a light orange with a vertical gradient. To the very left of the header is the Cooking Companion logo which has a large bold and black Myriad Pro font. Clicking on the logo takes the user back to the home page. To the right of the header is the login section if the user hasn't already logged in. If the user hasn't logged in, a white dynamic text box with the words "User Name" to the left of it is immediately above another text box with the word "Password" to the left. Below is a blue button with white text that says, "Log in." To the right is a larger blue button with the words "Create Account." If the user is logged in, the text boxes are replaced with a regular smaller black helvetica font that says "Welcome" followed by the user's name. The "Create an Account" button is replaced by a similar "Log Out" button.

# Functional and Content Specifications

---

Right below the header is a horizontal navigation bar. The color of the navigation bar is very dark gray and the links are white. The primary links are Home, Social Market, My Cookbook, Search Recipes, Cooking Tips, and About. A smaller secondary navigation bar rests below. It is a very faint orange color with the links Friends, Profile, and Account Settings aligned to the left. These links are a smaller black san-serif font. At the very bottom of each page, the footer is a light gray with blue text. The footer primarily contains copyright information and links to specific company information and privacy policies.

# Features Table

---

Project Features	How Implemented	Concerns	Content
Top Navigation	<p>The links are horizontally displayed at the top of each page. The font color is white until the user scrolls over them. Then they will turn orange. The navigation bar will be fixed so it will always appear at the top of the page.</p> <ul style="list-style-type: none"><li>• Home</li><li>• Social Market</li><li>• My Cookbook</li><li>• Search Recipes</li><li>• Cooking Tips</li><li>• About</li><li>• Friends</li><li>• Profile</li><li>• Account Settings</li></ul>	<p>Some users may not like that the navigation bar being fixed as it leaves less visibility of the rest of the page. There may be additional links that users would like to access as well.</p>	HTML, CSS, text
Secondary Navigation	<p>On specific pages, a secondary navigation will appear vertically and aligned to the left</p>	<p>User testing would be a good idea to see how people respond to the secondary navigation in the cookbook. In particular, does the “add categories” feature that allows users to add links get overly complex?</p>	HTML, CSS, PHP, text
Additional Links	<p>On the home page users can click on additional links to view various featured recipes as well as Kroft’s daily recipe.</p>	<p>If a user deletes their account or the recipe, links need to be deleted completely from the site, otherwise other user will get an error.</p>	HTML, CSS, PHP, text

# Features Table

---

Project Features	How Implemented	Concerns	Content
Log In	At the top of the page in the header users can log in by directly typing into the text boxes provided. There are various other prompts in the site if the user is not already logged in.	Users that don't have an account may be disappointed to have limitations to the websites features. Privacy issues, password requirements, password retrieval, should be considered.	HTML, CSS, PHP
Dynamic text boxes	Dynamic text are primarily used for adding information in the user's cookbook, and for adding posts and comments in the Social Market.	User error such as typos can cause numerous issues. Concerns with users adding offensive material should also be addressed.	HTML, CSS, PHP
Check boxes	Checkboxes are primarily implemented to categorize and add recipes to users' cookbooks.	Users need to be prompted if they check too many checkboxes for the "add tags" section of the cookbook.	HTML, CSS, PHP
Buttons	The buttons are graphical representations of links that have precedence over purely text based links. They are to help aid the user by being more dominate.		HTML, CSS

# Content Assets Table

---

Content Asset	Format	Description	Associated Assets	Other Information
Logo	.png	The Logo is at the top left of the header.	HTML, CSS	Created in Illustrator. PNG format for transparent background.
Photographs	.jpg	Photographs are primarily uploaded by users. Kroft's marketing department is in charge of submitting the photo of the daily recipe.	HTML, CSS, PHP	Photographs from Kroft are to be edited and cropped in photoshop.
Icons	.png	These are basic graphics to aid textual information. An example is the folder icon next to the categories in the user's cookbook.	HTML, CSS	Created in Illustrator. PNG format for transparent backgrounds.
Button Graphics	CSS with Text	Button shapes and colors will be created using CSS. They are to aid the user.	HTML, CSS	Simple graphics can easily be made in CSS.
Headings	text	Important text will be presented larger and usually bolder than the rest of the text.	HTML, CSS	Styling is done in CSS.

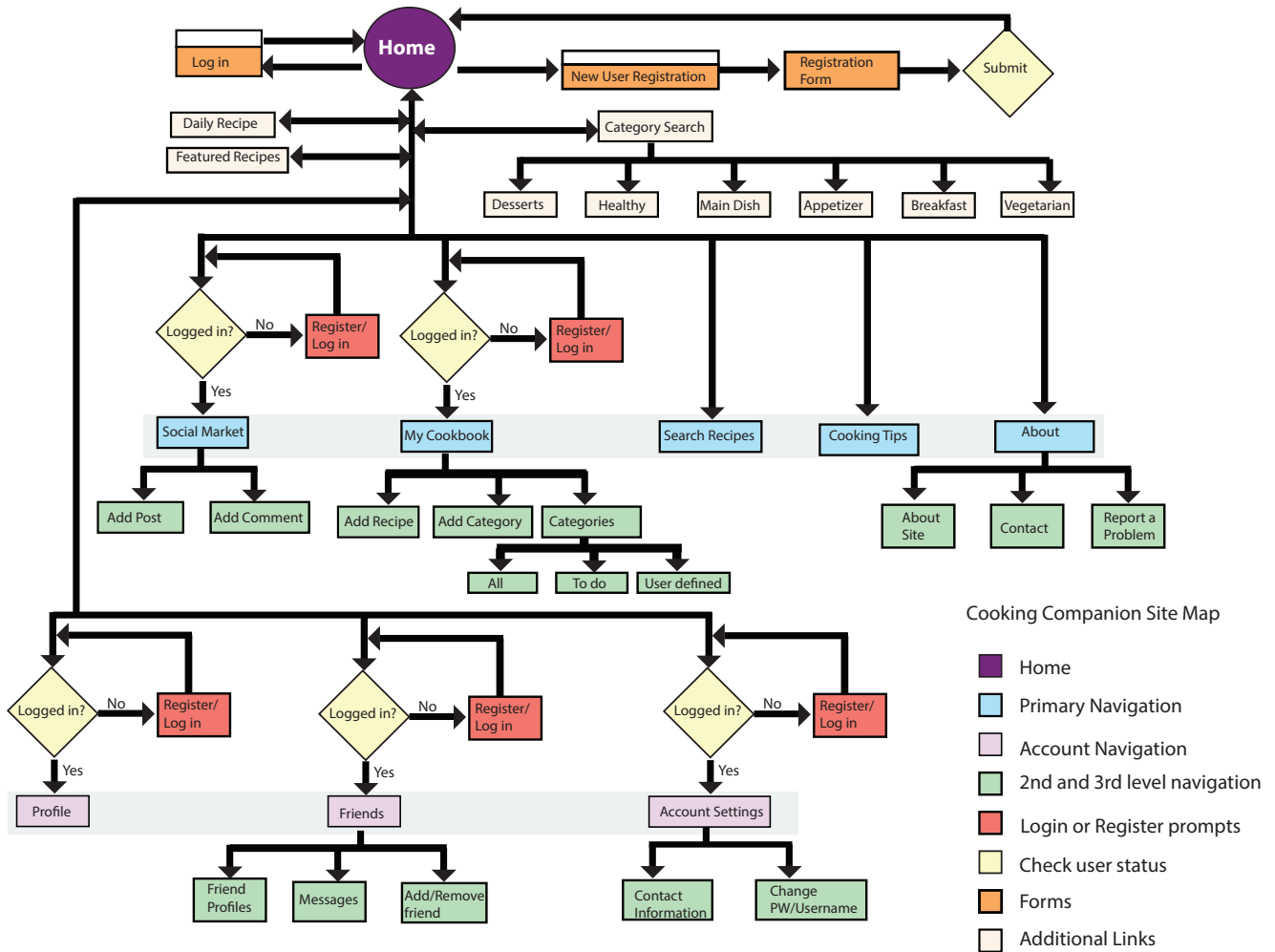


# Content Assets Table

---

Content Asset	Format	Description	Associated Assets	Other Information
Text	text	Primarily to describe to users in more detail features of the site. Text is also used for recipes, and user comments.	HTML, CSS	Styling is done in CSS.
Header	.png	The background of the header is a soft orange color with a gradient. Its easier to create it externally.	HTML, CSS	Created in Illustrator.
Navigation bar	CSS with Text	The background is a solid dark gray and can easily be created using CSS.	HTML, CSS	
Footer	CSS with Text	The footer will be light gray so as not to dominate the main contents of the site. It can be created in CSS	HTML, CSS	

# Architectural Map



# Wire Frames: Home

The wireframe illustrates the layout of a home page for 'Cooking Companion'. It is annotated with labels on the left and right sides:

- Header:** Includes the site logo 'Cooking Companion' and a login section with fields for 'User Name', 'Password', and a 'Log in' button, along with a 'Create Account' button.
- Primary Navigation:** A horizontal menu with links for 'Home', 'Social Market', 'My Cookbook', 'Search Recipes', 'Cooking Tips', and 'About'. A secondary navigation bar below it contains 'Friends', 'Profile', and 'Account Settings'.
- Website Description:** A section titled 'Welcome to Cooking Companion' with a 'Text' placeholder.
- Content:** A featured recipe section titled 'Kroft Daily Recipe'. It includes a 'Photo of Dish' placeholder, the 'Name of Dish', a 'Description of dish', a 'Sign up Now! (Link to registration page)' button, a 'Read Recipe' button, a 'Date' field, and an 'Add to CookBook' button.
- Links to 3 popular recipe pages:** A 'Featured Recipes' section displaying three recipe cards. Each card has a 'Photo of Dish' placeholder, a 'Recipe Name', a star rating (four stars), and the 'Recipe author'.
- Secondary Navigation:** A section titled 'Search for Recipes by Category' with six 'Category' placeholders.
- Footer:** A final section containing 'copyright info'.

# Wire Frames: Daily Recipe

Header  
Primary Navigation  
Page title

Content

Footer

**Cooking Companion**  
Logo

User Name  Password

[Home](#) [Social Market](#) [My Cookbook](#) [Search Recipes](#) [Cooking Tips](#) [About](#)

[Friends](#) [Profile](#) [Account Settings](#)

---

**Kroft Daily Recipe**

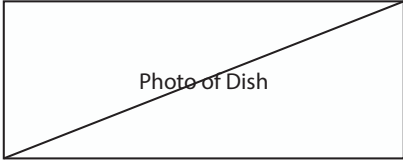


Photo of Dish

**Kroft Daily Recipe Title**  
Date

Description

Average rating:

Ingredients		Nutritional Value
Ingredient	Ingredient	Nutritional Fact
Ingredient	Ingredient	Nutritional Fact
Ingredient	Ingredient	Nutritional Fact
Ingredient	Ingredient	Nutritional Fact

**Directions**

Text

---

copyright info

Log in

# Wire Frames: My Cookbook

The wireframe shows a web page for 'My Cookbook' within a 'Cooking Companion' application. The page is annotated with labels for its various components:

- Header:** Includes the 'Cooking Companion' logo, a 'Welcome User!' message, and a 'Log Out' button.
- Primary Navigation:** A horizontal menu with items: Home, Social Market, My Cookbook, Search Recipes, Cooking Tips, and About.
- Secondary Navigation:** A sub-menu below the primary navigation with items: Friends, Profile, and Account Settings.
- Content:** The main area is titled 'My Cookbook' and contains a table of recipes. The table has columns for 'Recipe', 'Description', 'My Rating', and 'Date Added'. Each row represents a recipe with a placeholder for a photo, the recipe name and author, a text description, a three-star rating, and a date.
- Footer:** A section at the bottom containing 'copyright info'.

Annotations on the left side of the wireframe identify these sections: 'Header', 'Primary Navigation', 'Secondary Navigation', and 'Content'. Annotations on the right side identify: 'User Name/Log out', 'Page title', 'Column Titles', and 'Links to additional recipe pages'.

# Wire Frames: Add Recipe

Header  
Primary Navigation  
Secondary Navigation  
Content  
Footer

Cooking Companion  
Logo

Welcome User! [Log Out](#)

Home Social Market My Cookbook Search Recipes Cooking Tips About

Friends Profile Account Settings

My Cookbook

Add Recipe  
Add category  
My categories

- My favorites
- To Do
- User Defined
- User Defined
- All

Add a Recipe

Recipe Name

Source

Description

Servings

Prep Time

Cook Time

Ingredients

Directions

Category

Tags: Select up 5

Tag Category  Tag Category  Tag Category  
 Tag Category  Tag Category  Tag Category  
 Tag Category  Tag Category  Tag Category  
 Tag Category  Tag Category  Tag Category

Upload Photo

My Rating ★ ★

Add to My Favorites  Add to my To Do list

Save Recipe

copyright info

User Name/Log out  
Page title  
Checkboxes

# Style Guide

---

## Typography

*All fonts will also be declared as part of the sans-serif font family in case the user does not have the specific font*

**Navbar links:** Myriad Pro, 14pt, white (#ffffff)

**User bar links:** Arial, 12pt, black(#000000)

**Welcome Heading:** Helvetica, bold, 18pt, blue (#0C5F91)

**Main body text:** Arial, 14pt, black(#000000)

**User name and password text:** Myriad Pro, 10pt, black(#000000)

**Sign up now link:** Myriad Pro, semi bold, 15pt, orange (#C85A27)

**Kroft daily recipe heading:** Myriad Pro, semibold, 16pt, white(#ffffff)

**Kroft recipe title:** Helvetica, bold, 14pt, blue (#0C5F91)

**Daily recipe description:** Arial, 12pt, black(#000000)

**Date:** Helvetica, light, italiac, 9pt, gray (#686566)

**Previous:** Myriad pro, semibold, 8pt, light orange (#FAE7D3)

**Add to cookbook/ Read recipe buttons:** Myriad Pro, semibold, 12pt, white(#ffffff)

**Create Account:** Helvetica, 11pt, white(#ffffff)

**Login Button:** Helvetica, 9pt, white(#ffffff)

**Search by Category/Featured recipe headings:** Helvetica, Bold, 20pt, black(#000000)








**Featured recipe names:** Myriad Pro, semibold, 15pt, blue (#0C5F91)

**Recipe Authors:** Arial, italiac, 9pt, black(#000000)



**Category Links:** Myriad Pro, semibold, 15pt, orange (#C85A27)

# Style Guide

## Colors

	Background	#000000
	Foreground	#ffffff
	Primary navigation bar	#3D3C42
	User account navigation bar	#F8F0E4
	Section divisions	#F2F2F2
	Links	#C85A27
	Borders and titles	#0C5F91

## Gradients

	Header gradient	#F69673 #FDD3B0	.png Created in Illustrator
	Heading backgrounds	#32BBED #2775AA	.png Created in Illustrator

## Graphics



Logo #374953 #000000  
.png Created in Illustrator



Buttons #32BBED #2775AA  
.png Created in Illustrator



Buttons #F69673 #FDD3B0  
.png Created in Illustrator



Folder Icon #F7E1C3 #988A78  
.png Created in Illustrator



Star graphics #231F20 #CCC9CA  
.png Created in Illustrator

## Photos



1.  
.jpg



2.  
.jpg



3.  
.jpg



4.  
.jpg




5.  
.jpg

1. [http://allrecipes.com/Recipe/To-Die-For-Blueberry-Muffins/Detail.aspx?soid=recs\\_recipe\\_3](http://allrecipes.com/Recipe/To-Die-For-Blueberry-Muffins/Detail.aspx?soid=recs_recipe_3)
2. <http://allrecipes.com/recipe/easy-lasagna-ii/detail.aspx>
3. <http://allrecipes.com/Recipe/Spinach-Quiche/Detail.aspx?evt19=1>
4. <http://www.kraftrecipes.com/home.aspx>
5. <http://allrecipes.com/Recipe/Best-Carrot-Cake-Ever/Detail.aspx?evt19=1>



# Final Mock-Ups: Home



User Name

Password

[Log in](#) [Create Account](#)

[Home](#) [Social Market](#) [My Cookbook](#) [Search Recipes](#) [Cooking Tips](#) [About](#)


[Friends](#) [Profile](#) [Account Settings](#)

## Welcome to Cooking Companion!

Cooking Companion is the Ultimate resource for chefs and home cooks alike. Search for recipes or add recipes to your own personal Cookbook. Connect with other cooks in the Social Market and share advice and your favorite recipes.

[Sign up Now!](#)

[Previous](#) **Kroft Daily Recipe**




### Baked Macaroni and Sausage Casserole

This delectable recipe is so good that the whole family will love it. With the perfect balance of hot goey cheese, harty macaroni and quality seasoned meat, this comfort dish is perfect for cold winter evenings.


[Read Recipe](#) June 19th 2014 [Add to Cookbook](#)

## Featured Recipes




### Blueberry Muffins

★★★★☆  
Recipe By Colleen



### Easy Lasagna

★★★★★  
Recipe By Joanie Heger



### Spinach Quiche


★★★★☆  
Recipe By Bailly

## Search for Recipes by Category

[Desserts](#) [Healthy](#) [Main Dish](#) [Appetizer](#) [Breakfast](#) [Vegetarian](#)

## Footer

# Final Mock-Ups: My Cookbook



Welcome Bob! [Log out](#)

[Home](#) [Social Market](#) [My Cookbook](#) [Search Recipes](#) [Cooking Tips](#) [About](#)

[Friends](#) [Profile](#) [Account Settings](#)

### My Cookbook

- [Add Recipe](#)
- [Add Category](#)
- [My Categories](#)
  - [My favorites](#)
  - [To Do](#)
  - [Quick](#)
  - [Healthy](#)
  - [All](#)

### Add a Recipe

Recipe Name  Category

Source

Description

Servings

Prep Time

Cook Time

Ingerdients

Directions

Tags:  
 Appetizers  Chicken  Pasta  
 BBQ  Desserts  Pork  
 Beef  Healthy  Seafood  
 Beverages  Italian  Side Dish  
 Breakfast  Mexican  Vegetarian  
Select up to 5

Upload Photo


My Rating ★★☆☆☆

Add to My Favorites  Add to my To Do list

[Save Recipe](#)

Footer

# Final Mock-Ups: Social Market

Welcome Bob! [Log out](#)

[Home](#) [Social Market](#) [My Cookbook](#) [Search Recipes](#) [Cooking Tips](#) [About](#)

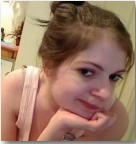
[Friends](#) [Profile](#) [Account Settings](#)

### My Friends

- George
- Sarah
- Mark
- Mr Hanks
- Barry
- Jon
- Chris B.
- Ginger

## Add a Post

**Sarah**  
Oct 20th 3:30pm



Hey guys I just tried this recipe its amazing


**Ginger Carrot Cake**  
*Tags: Dessert, Healthy, Quick*  
Sarahs Rating: ★★☆☆☆


My Rating ☆☆☆☆☆

Add to My Favorites  Add to my To Do list


[Add Recipe to Cookbook](#)

[Add Comment](#)

 **Mark says:** I cant wait to try it


 **Mary says:** I loved it ★★★★★

**Mr Hanks**  
Oct 20th 2:30pm



Whats the difference between kosher salt and iodized salt?

[Add Comment](#)

 **Briana says:** Kosher Salt is free of additives and is more coarse than iodized salt which has iodine added to it

### Footer

27

# References

---

## Demographic Statistics From:

Loechner, Jack. "Food and Cooking Sites and Demographics On the Web." Media Post. Media Post, 18 June 2004. Web. 12 Nov. 2014. <<http://www.mediapost.com>>

"Demographics - Allrecipes.com." Allrecipes.com. Meredith Corporation, 1 July 2013. Web. 12 Nov. 2014. <<http://ads.allrecipes.com/demographics/>>

"What Do Chefs Do?" Studentscholarships.org. Studentscholarships.org, 1 July 2014. Web. 13 Nov. 2014. <[http://www.studentscholarships.org/salary\\_ca/104/chefs.php](http://www.studentscholarships.org/salary_ca/104/chefs.php)>.

## Photos for Mockups From:

Nan."Best Carrot Cake Ever." Allrecipes.com. Meredith Corporation, 1 Jan. 2003. Web. 13 Nov. 2014. <<http://allrecipes.com/Recipe/Best-Carrot-Cake-Ever/Detail.aspx?evt19=1>>.

Baily. "Spinach Quiche." Allrecipes.com. Meredith Corporation. Web. 13 Nov. 2014. <<http://allrecipes.com/Recipe/Spinach-Quiche/Detail.aspx?evt19=1>>.

Colleen. "To Die For Blueberry Muffins." Allrecipes.com. Meredith Corporation. Web. 13 Nov. 2014. <[http://allrecipes.com/Recipe/To-Die-For-Blueberry-Muffins/Detail.aspx?soid=reccs\\_recipe\\_3](http://allrecipes.com/Recipe/To-Die-For-Blueberry-Muffins/Detail.aspx?soid=reccs_recipe_3)>.

Heger, Joanie. "Easy Lasagna II." Allrecipes.com. Meredith Corporation. Web. 13 Nov. 2014. <<http://allrecipes.com/recipe/easy-lasagna-ii/detail.aspx>>.

"Great Recipes, Dinner Ideas and Quick & Easy Meals from Kraft Foods." Kraft Recipes. Kraft Foods Group Inc., 1 Jan. 2014. Web. 13 Nov. 2014. <<http://www.kraftrecipes.com/home.aspx>>.