

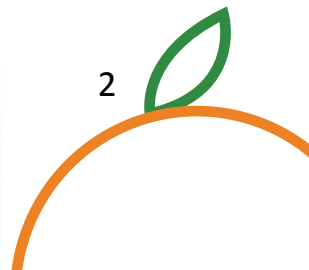
# Fresh Bite

A Taste of Nature



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# Creative Brief

## Project Summary:

The purpose of the magazine website is to help spread information, ideas, and events for and about fresh and organic foods from nature. How we can eat in creative ways from what nature provides us.

## Business Objective:

The objective is to provide a media for fresh foods and help people get to what's best in food out there in the world.

## Profit or Non-Profit:

This magazine company is profit because this magazine is making money from the ads.

## Advertising or Branding:

Branding for itself and advertising the ads that are in it.

## Promoting better communication:

Yes in terms of connecting nature's gifts to us through recipes, chefs, markets and more.

## Topic:

A website about how we can explore and use the fresh, organic, and natural foods nature provides us.

## Title/Slogan:

Fresh Bite: A Taste of Nature

## Pages:

## Home:

Will have snippets of either an article or a sample of content from each page that will link to the pages inside.

## Organics:

Will feature organic foods. There will be an ad for the Dyllan's farmers market. (Recipe card for an all organic dish, advice column, riddles)

## Fresh Air:

Will focus on seasonal events and food related events. Ex. For April it could feature Easter related content while October could have a Halloween theme and talk about various pumpkin patches and festivals. The ad for this section will be for Michael's outdoor grilling products. (Recipe Card, Link list, guess this game)

## Setup:

This page is about indoor and outdoor kitchens and focused on preparation tips for fast meals or idea for picnics and games. The add in here will be about Kitch's kitchen supply store. (Trivia game, Recipe card, chat room)



# Creative Brief

## Abroad:

This page will be talking about this month's feature restaurant and neighborhood and will include a brief interview. The add will be for the Nueve restaurant in the interview. (Types of info: recipe card of an international dish, interview, maybe a small flash slide of international dishes the restaurant is known for)

## Credits:

This page will list all of the information for my sources of information.

## Audience:

The audience is aiming for is from 20-45 years old.

## Perception/Tone:

Bright colors, fun, friendly, and cheerful.

How:

I will use spring/Easter colors for the first issue and for later issues use seasonal colors and the layout of the pages will be clean and organized into simple columns.

## Persona:

Name: Rachel

Age: 25



Rachel has just finished the bulk of her education for being a nurse and has moved into an apartment near her work place. She is looking for a way to stay healthy and active so she can be ready and energetic for her long work days. That and also her and her boyfriend have been trying to eat healthier lately due to an issue in his family and she wants to be supportive.

Name: Richard

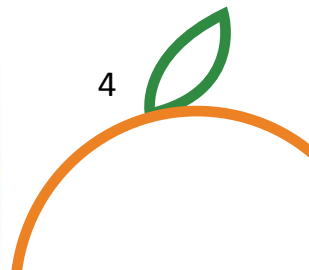
Age: 35

Richard is a very active person as well as a charitable person. Last year he participated in a marathon to help raise awareness for breast cancer as his sister is currently fighting and he lost his other to it several years ago. This magazine along with others help him stay healthy and give him something more to bond with his sister and family through the hard time.

Name: Mary

Age: 45

Mary is a dietitian at a local hospital and has been working with many obese children and adults and wants to use this magazine as a means of show and connecting to her clients on how to eat healthy and stay healthy.



# Design Summary

## Overall:

Every page has a grid of 6 and each section to the pages reach across one or more of the 6 column in the grid. All sections except for the recipes use a light green L shaped border as a divider between sections. The headings and read more's will be bold and in Calibri or Arial font. There will be at least a padding of 10px around everything. In the center of the page after the page content and before the footer there will be an illustration of a fruit that when clicked will take you back to the top of the page. The footer is all green and at max 500 px high each page containing a picture and short info on a staff member. Each page also has a recipe card.

The banner at the top of all the pages uses the font Teen Light in a ping image with a line art of a plum with a bite taken out of it.

## Organics:

The advice section will be laid out vertically like a newspaper advice column. The riddle section will be listed like a short questionnaire with the answers on the next issue.

## Fresh Air:

The links section is in a list format. The guess this game is in a four piece cube set up with the answers below in the wrong order.

## Setup:

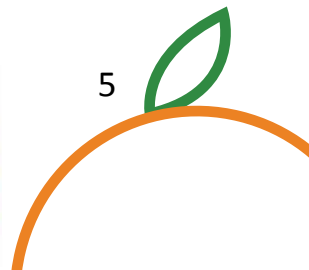
The article on ecofriendly kitchen will have a picture in the upper left corner of its section and the text will go around it. Chatroom button below and to the right a trivia game set up like a Q and A with the answers in the next issue.

## Abroad:

The interview will be in Q and A format. To the right a flash gallery, and below hotspot buttons.

## Credits:

The credits will be listed in MLA and in two columns



# Styles/Technology

## Styles:

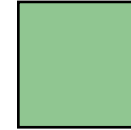
Fonts will be in either Arial or Calibri and be from 16px, 18px, 24px.

## Technology:

Flash, html, css, notepad++, firefox, illustratiior cs5, photoshop cs5.

## Colors:

Green



#8fc691

White



# ffffff

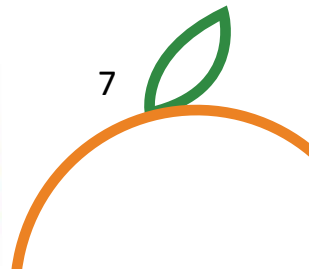
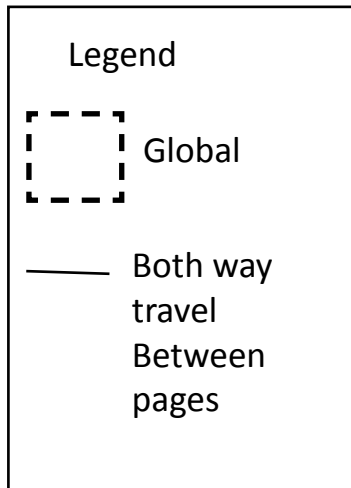
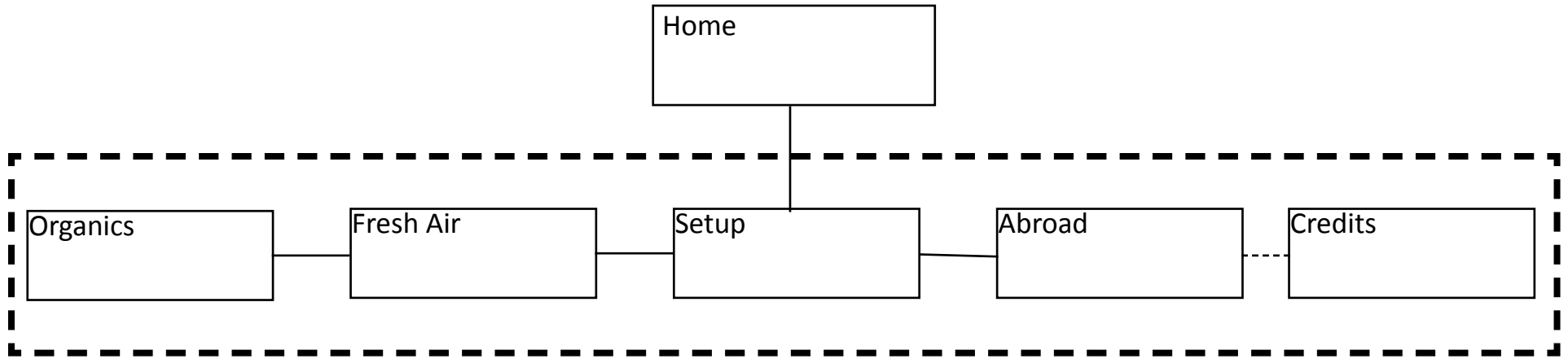
Black



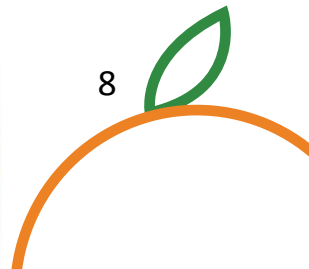
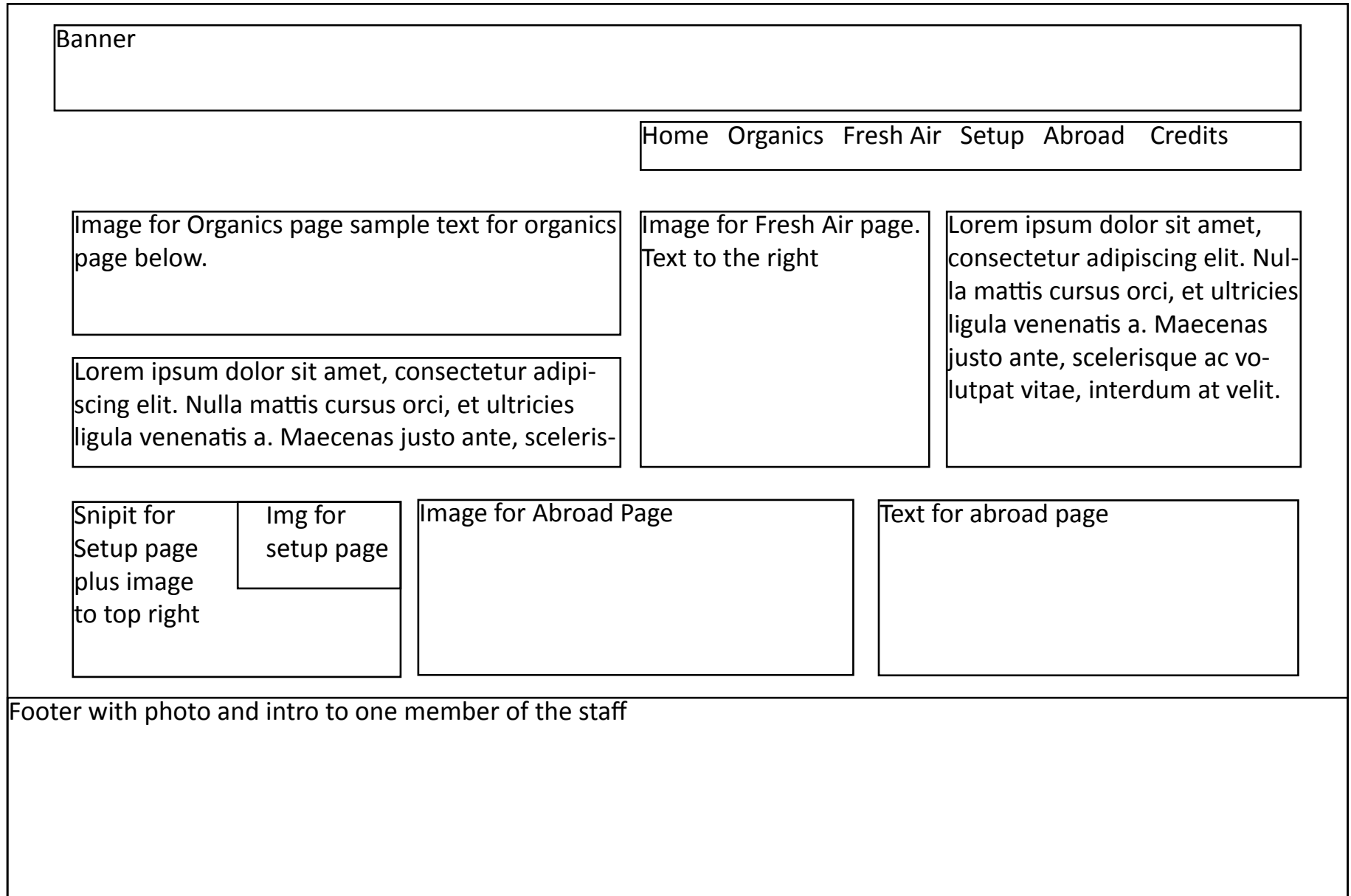
#000000



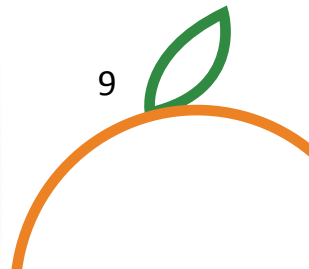
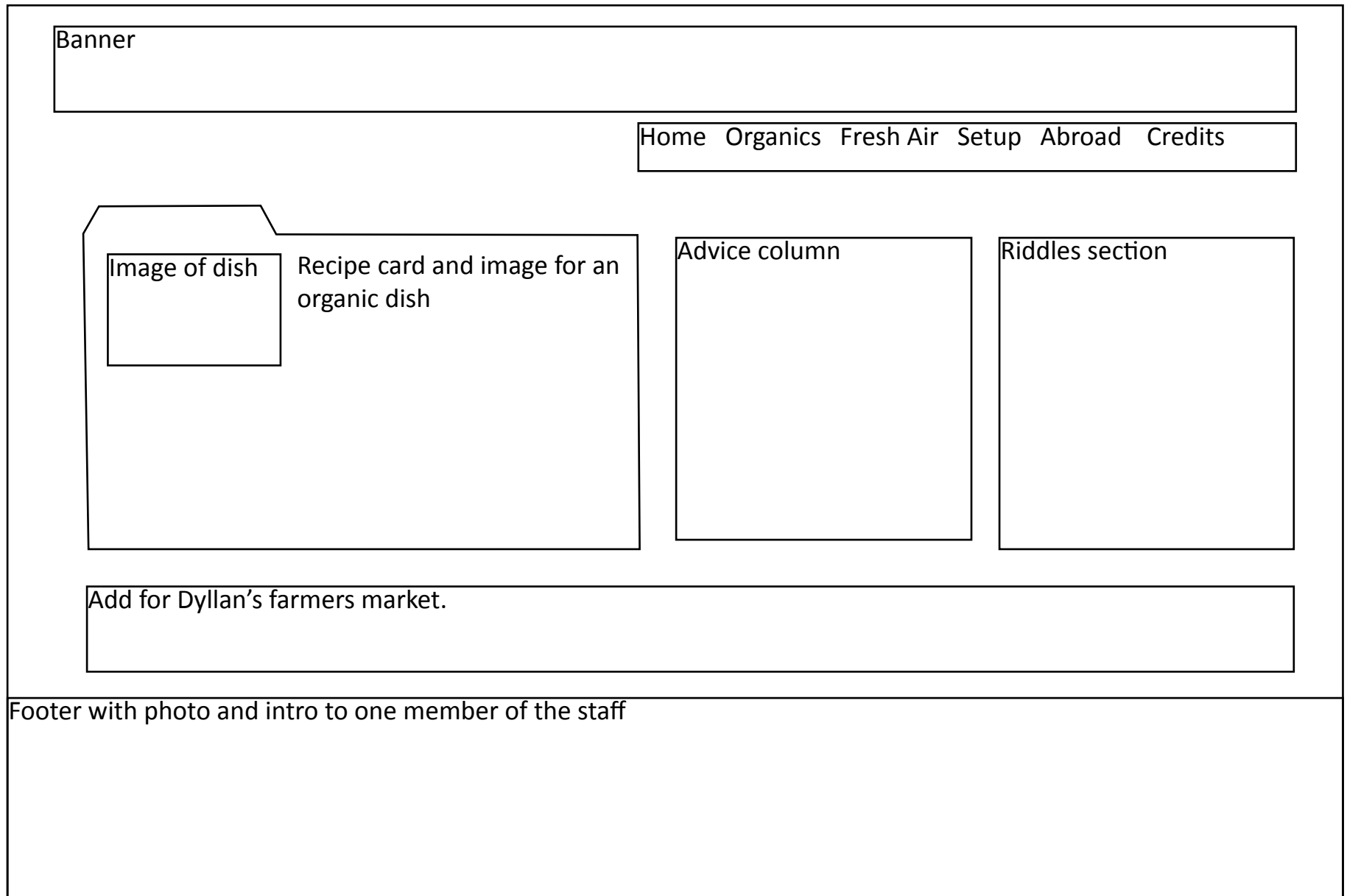
# Navigation Map



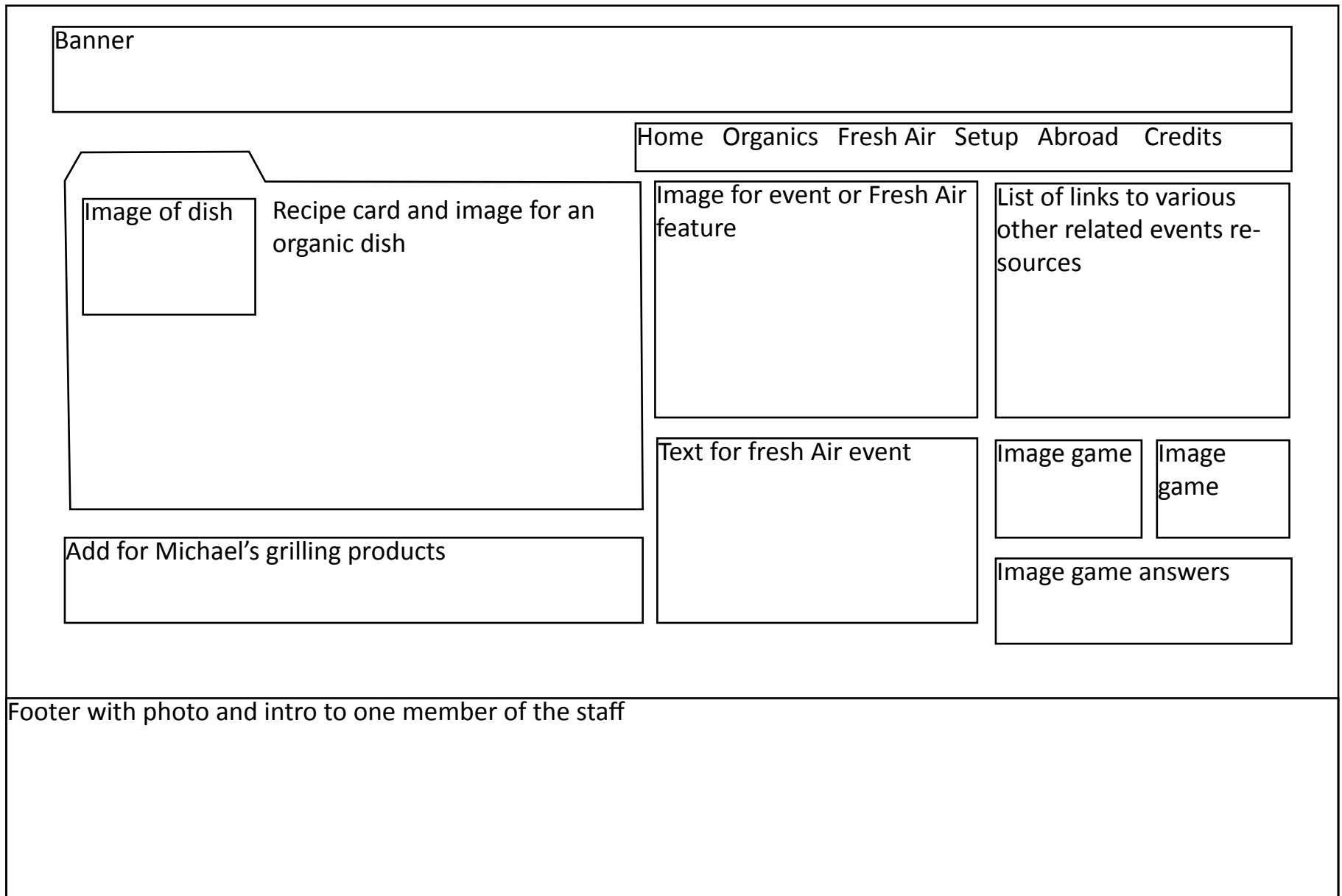
# Wire frames-Home



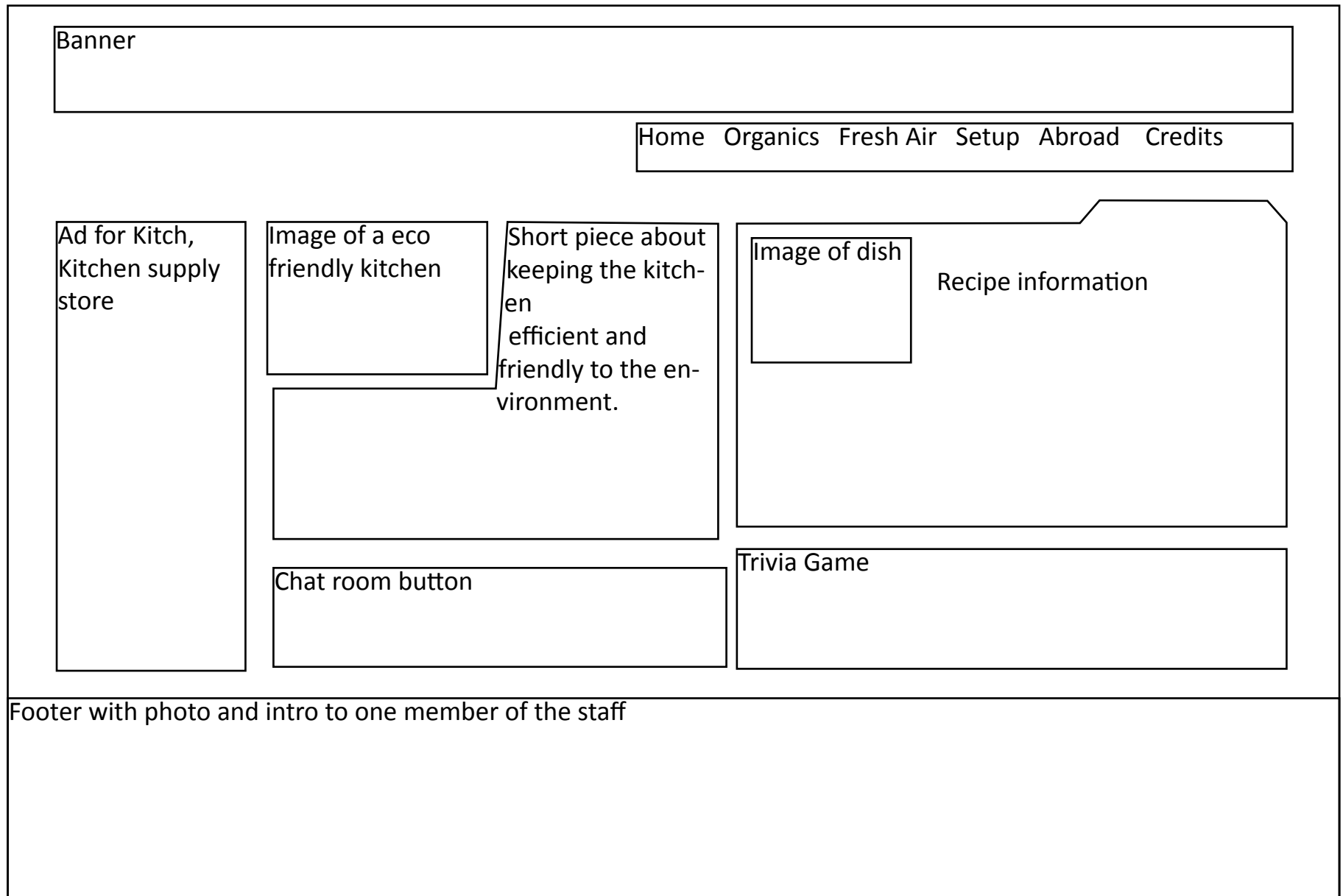
# Wireframes-Organics



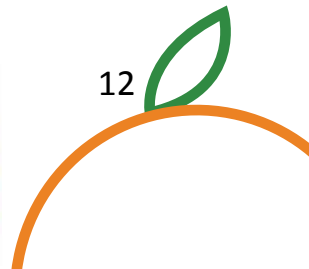
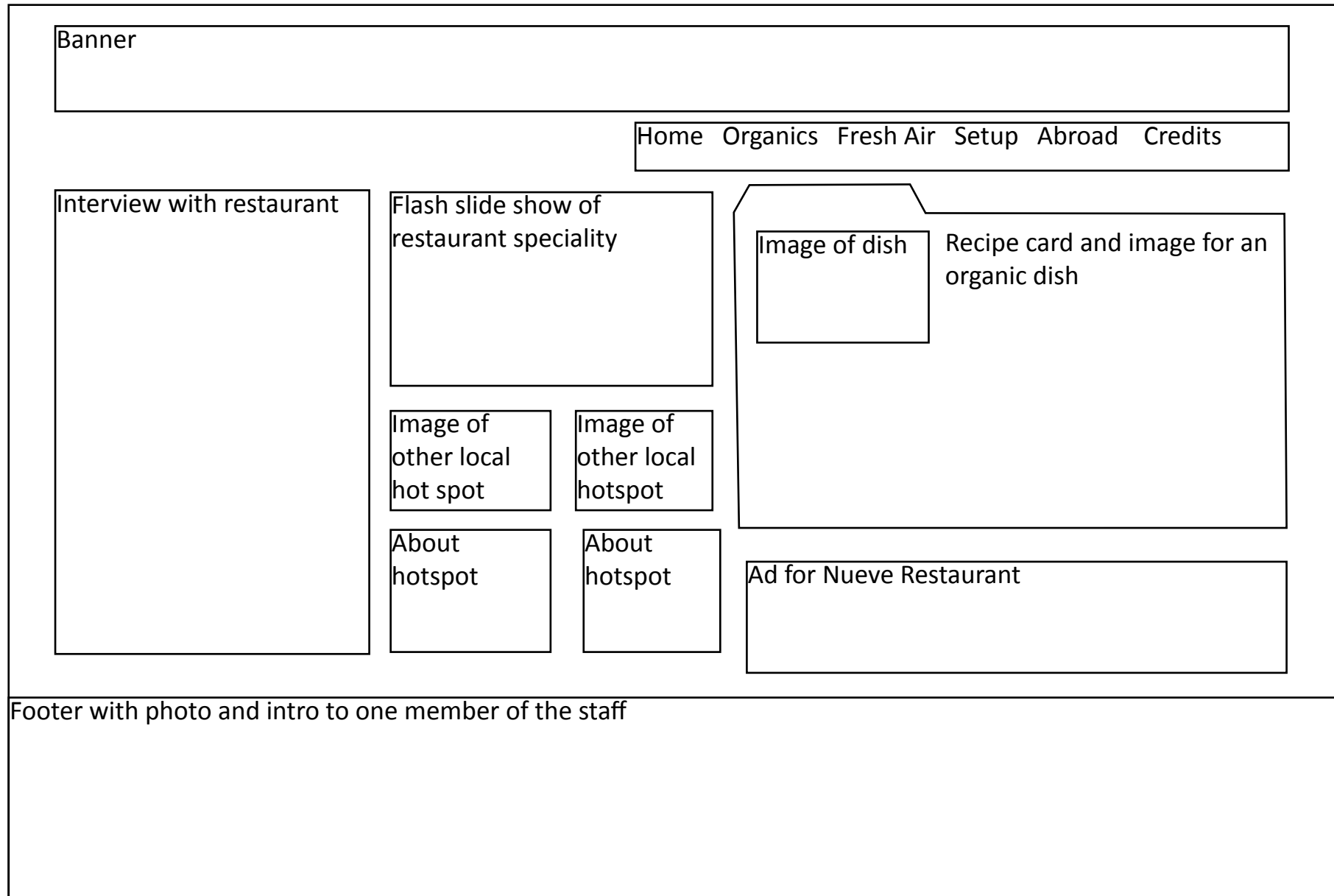
# Wire frames-Fresh Air



# Wire frames-Setup



# Wire frames-Abroad



# Wire frames-Credits

Banner

Home Organics Fresh Air Setup Abroad Credits

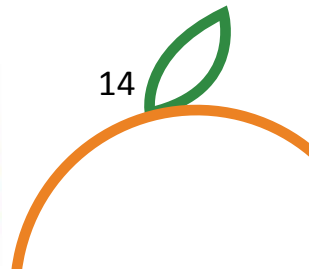
Credits

Credits

Footer with photo and intro to one member of the staff



# Concepts (logos)



# Concepts (pages)

**Fresh Bite** A Table of Nature

With fresh ingredients, help yourself to a healthy table.

**Healthy Pick**  
 Fresh fruits and vegetables are packed with nutrients that help keep you healthy and happy. They're also delicious! Try these ideas for adding more fresh produce to your diet:

**Digitalis**  
 Try adding fresh fruits and vegetables to your diet. You can find many ideas for adding more fresh produce to your diet on our website.

**Almond**  
 Almonds are a healthy snack that's rich in protein and fiber. They're also delicious! Try these ideas for adding more almonds to your diet:

**Apple**  
 Apples are a healthy snack that's rich in fiber and antioxidants. They're also delicious! Try these ideas for adding more apples to your diet:

**Fresh Bite** A Table of Nature

With fresh ingredients, help yourself to a healthy table.

**Under Construction**  
 We're currently working on some updates to our website. We'll be back online soon!

**The National Nutrition Foundation**  
 The National Nutrition Foundation is a leading organization in the field of nutrition. They provide research and resources to help improve the health of the nation.

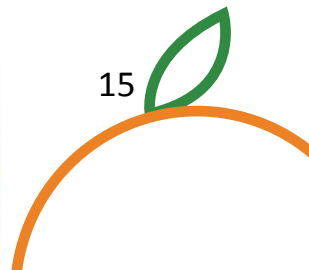
**Our Newest Website's Top Items**

**Apple**  
 Apples are a healthy snack that's rich in fiber and antioxidants. They're also delicious! Try these ideas for adding more apples to your diet:

**Fresh Bite** A Table of Nature

With fresh ingredients, help yourself to a healthy table.

**The National Nutrition Foundation**  
 The National Nutrition Foundation is a leading organization in the field of nutrition. They provide research and resources to help improve the health of the nation.



# Written Evaluation

Fresh Bite is a resource, database, and inspiration for those who want to eat healthy and want to explore the great foods the world and nature has to offer us. Although this is a prototype each department will introduce and lead readers in a journey to great food.

Organics is about foods that nature provides for us that is both free of harsh chemicals that man has as well as food that is not filtered through man but directly from nature untouched. Fresh Air is about being active, staying healthy and getting out seeing the world. Setup is about having and keeping environmentally friendly and efficient kitchen, setup for dishes and help with preparation for food. Abroad department is about traveling the world and seeing the local hotspots and what each visit and local has to offer.



# Findings

The findings from the evaluations were done based off laptop version of the site

## Initial Impressions:

The overall design is slightly below average.

## Design and Layout:

The site is poorly organized and is inconsistent across pages.

## Grid:

There is an unclear and inconsistent from page to page.

## Purpose:

The site's purpose is clear with in a few seconds of landing on the site. The purpose is very clear.

## Main Navigation:

The labeling system is clear and easy to find. The links are slightly inconsistent from page to page.

## Footer:

The footer content is slightly inconsistent with the content of the rest of the site.

## Flow:

Your eyes do not move easily through the site.

## Ease of Use:

It is somewhat easy to locate all important elements on the page.

## Load Time:

The site loads very quickly.

## Technology:

The site has obvious errors.

## Links:

The links are a tad vague in indicating where they lead and are valid and active.

## Colors:

Colors are not pleasing or appropriate for the subject matter.

## Logo:

The design is appropriate for the site.

## Fonts Choice:

The typography is ok but does not entirely complement the site's style.

## Legibility:

The font sizes are consistent and are easy to read.



# Findings

## Graphics:

The images are related to the subject material

## Advertisements:

The ads do not relate to the audience.

## Copy:

The copy information is slightly long and should be broken into smaller parts.

## Comments:

- Padding is off on your menu.
- Colors are a bit bland and don't work well with theme.
- Spacing between logo and header is awkward. maybe you could bring the menu above the "nature" part.
- Fresh Air name for the menu doesn't make much sense.
- Maybe you could use white font in the purple folder tab. The black is hard to read on the purple.
- Try and incorporate the name of the subcategory somewhere on the page so users know where they are.

- Make your "Read More..." a different size or font weight so there is a distinct difference between that and the body copy.
- The footer content should incorporate your menu and perhaps a "about me" section.
- On the organics page, make the advertisement longer to fill the negative spacing.
- Some alignment issue with the boxes.
- your ads need work.



# Methodology

## Nature of research:

The nature of the site is to help spread good food and good info. The nature of the evaluation is to gauge how easy it is to use by peers, web students and people in general.

## Testers:

Web Students

## Setup:

A form was made with heuristics of what a site should have and how it should function with a scale of one to five with comment sections.

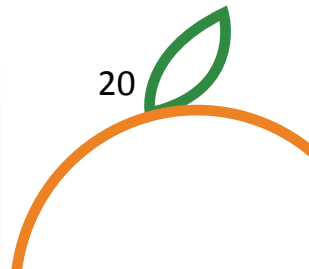
## Collection Method:

The forms were given to the reviewers to fill out as they fill them out as a group going through your sites.



# Results

Initial Impressions	Pleasing Design	Unattractive	1	<b>2</b>	3	4	5	Attractive
Design and Layout	Organized/ Consistant	Confusing	<b>1</b>	2	3	4	5	Well Structured
Grid	Consistant Grid	Inconsistant	1	<b>2</b>	3	4	5	Consistant
Purpose	Clear Purpose	Unclear	1	2	3	<b>4</b>	5	Clear
Main Navigation	Clear Label / Easy to find	Confusing	1	2	<b>3</b>	4	5	Clear
Footer	Consistant and relivant content	Inconsistant	1	<b>2</b>	3	4	5	Consistent
Flow	Easy Movement	Rough	1	<b>2</b>	3	4	5	Smooth
Ease of Use	Easy to Locate Important elements	Difficult	1	<b>2</b>	3	4	5	Easy
Load Time	Quick Load	Slow	1	2	3	4	<b>5</b>	Quick
Technology	Errors	Many Errors	1	<b>2</b>	3	4	5	None
Links	Where Lead/Valid	Never	1	<b>2</b>	3	4	5	Absolutley
Colors	Pleasing/ Appropate	Unappealing	<b>1</b>	2	3	4	5	Beautiful



# Results

Logo	Appropriate for site	Inappropriate	1	2	<b>3</b>	4	5	Appropriate
Fonts Choice	Works well site's style	Clashes	1	<b>2</b>	3	4	5	Works Well
Legibility	consistent/easy to read	Illegible	1	2	<b>3</b>	4	5	Legible
Graphics	Related	Disagree	1	2	<b>3</b>	4	5	Agree
Ads	Relevant	Never	<b>1</b>	2	3	4	5	Absolutley
Copy	Relates to purpose	Never	1	2	<b>3</b>	4	5	Absolutely



# Conclusions

Alignments will be readjusted and the fruits will have a link back tot he top. Ads will be redone and fitted. The colors I will keep because they have already been aproved. Padding will be fixed. The menu will be moved over a little but the spacing is already clean and approved. Moving it above nature would be akward. Fresh Air was a title approved by Judith. White font for the recipie cards will be changed to.

Headings and or headers will be added in. Read more buttons will be adjusted for bold and size. Footer content may be changed with a menue or another section. All pages that go outside of magazine will have a prototype page made to take their place.



# Credits

“Digital Vision/Photodisc/Getty Images.”

“John Foxx/Stockbyte/Getty Images.”

“Eising/Photodisc/Getty Images.”

“Digital Vision/Digital Vision/ Getty Images.”

“Stockbyte/Stockbyte/Getty Images.”

“Siri Stafford/Lifesize/Getty Images.”

“Jeremy Maude/Photodisc/ Getty Images.”

“Digital Vision/Digital Vision/ Getty Images.”

“Steve Mason/ Photodisc / Getting Images.”

“Seiya Kawamoto/Lifesize/ Getty Images.”

“Dragon Fruit”. Healthy Information Plus. < <http://informationonhealth.blogspot.com/2008/10/eating-healthy-try-dragon-fruit.html>.>

“Starfruit”. Starfruit Detox Drinks. < <http://www.detoxdrinks.info/starfruitdetoxdrinks.html>.>

“David De Lossy/Photodisc/Getty Images”

Top 10-Exotic Fruits. < <http://blog.hotelclub.com/10-must-try-exotic-fruits/>>.

“Jack Hollingsworth/Photodisc/ Getty Image.”

“Ryan McVay/Photodisc/Getty Image.”

“David Sacks/Lifesize/Getty Image.”

“Thomas Northcut/Lifesize/Getty Images.”

“Andrea Chu/Photodisc/Getty Images/”

“Thomas Northcut/Lifesize/Getty Images.”

Recipies are from google and text is from me.

