



# Major Project

Commodity

**MA Web Design and Content Planning**  
**Crystal Wong 26.01.2022**

# Japanese Home Cooking Learning Website

A website that provides simple, quick and delicious Japanese home cooking recipes **for young couples and families**



# Target Audience

- the family member who usually cooks at home
- Female
- 25 - 40 years old
- live in England
- interested in Japanese food

# User Persona

# KAREN

## ABOUT

Karen usually cooks and eats at home with her husband. Both of them are interested in Asian food. They eat Japanese food once a week. Sometimes, Karen watches YouTube videos to learn to cook some new dishes.

**AGE** ..... 33

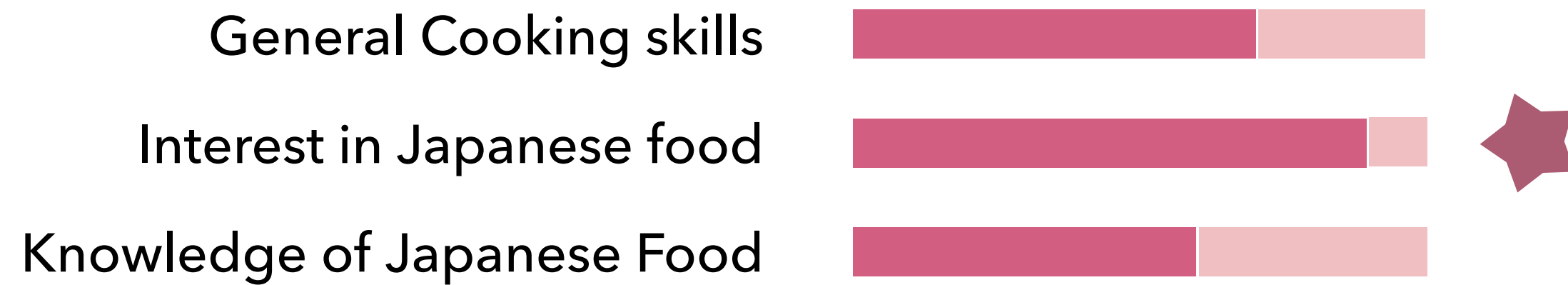
**OCCUPATION** ..... Clerk

**STATUS** ..... Married

**LOCATION** ..... Nottingham



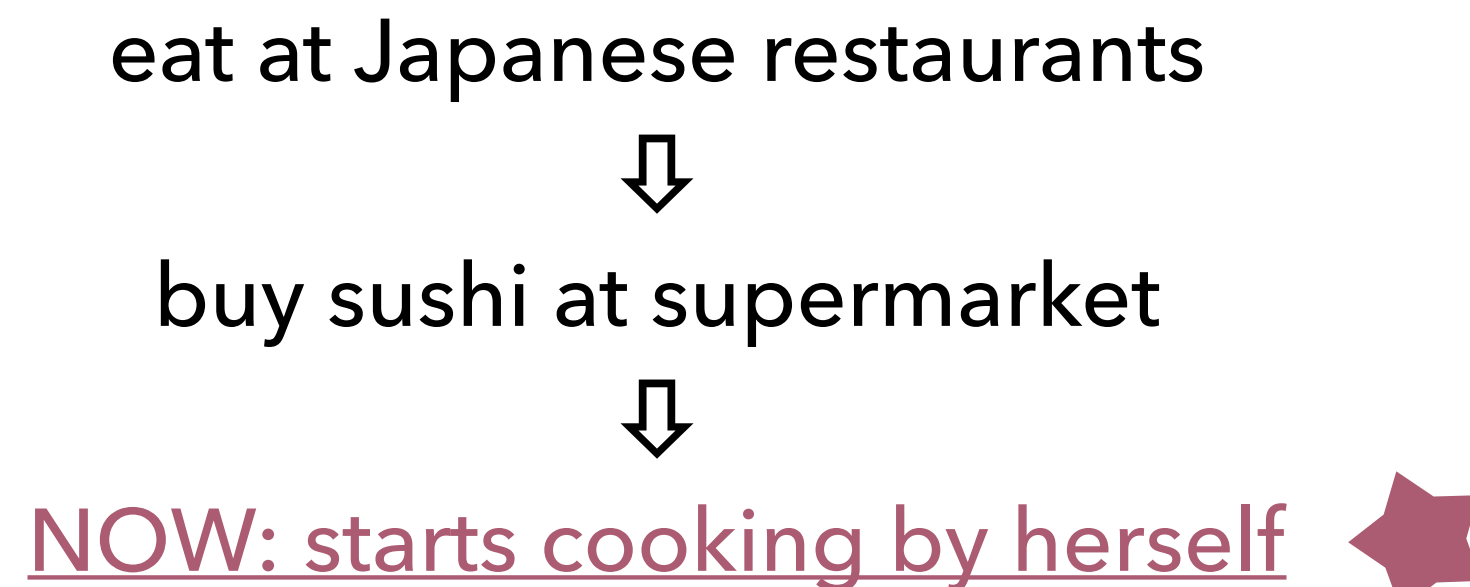
## GAUGE



## BEHAVIOUR

- Learn by watching videos on Youtube
- Do shopping once a week at a large supermarket
- Go to oriental supermarket sometimes

## STAGE



## ATTITUDE

- Pursue the authentic taste of Japan
- Prefer Japanese brand seasoning
- Prefer the recipes which are provided by Asian
- Japanese seasoning and ingredients are expensive

## NEEDS

- Learn to cook more types of dishes
- Simple and fast recipes ★
- Easy and convenient to get ingredients

## PAINS

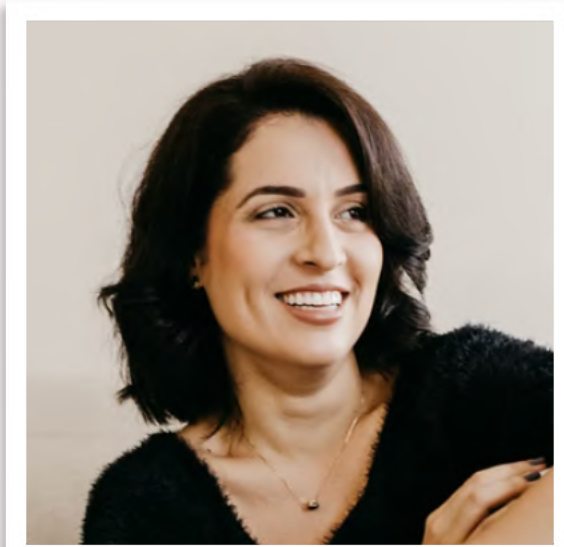
- Not much time to cook on weekdays ★
- HATE that a seasoning or ingredient for single purpose or just use for once  
→ waste of food and money

## MOTIVATIONS

- After seeing photos / videos of tasty Japanese food on YouTube / Instagram
- Her husband. She enjoys the moments of having tasty food with her husband and eating up all the food she cooked. ★

# User Journey





## SCENARIO

Karen needs to work on weekdays and also cook breakfast and dinner for her husband to eat together. On Saturdays, they need to plan the menu for next week. And then buy the ingredients they need. Recently Karen wanted to try cooking some new dishes, especially their beloved Japanese food.

## GOALS AND EXPECTATIONS

- Able to cook some simple and quick Japanese food
- Ingredients are easy to buy
- Expect that the taste she cooked is what they like and authentic

### Awareness

- ① Came across a YouTube recommended video / an Instagram photo
- ② Recommended by a friend

### Consideration

- ① Is it simple and easy to cook?
- ② Whether the ingredients are easily available
- ③ Whether the recommended seasoning can be used in the future

### Decision

- ① Planning to add to next week's menu
- ② Purchase: she is able to buy all required ingredients

### Retention

- ① Teaching meets her needs
- ② Motivate her to try other recipes

### Advocacy

- ① Sharing with family and friends

## TOUCHPOINTS

- ① Thumbnail & Title
- ② Word-of-mouth

- ① Provide content that solves her pains

- ① Suggestions on where to buy

- ① Let her know that the site has other recipes that can be cooked with the same seasoning
- ② Keep recommended by YouTube

- ① Sharing function
- ② Call-to-action button

The background of the slide features a repeating pattern of overlapping circles in a light gray color. The circles are arranged in a grid-like fashion, with each circle overlapping its neighbors horizontally and vertically.

# Content Design



“

I would try that recipe if it looks simple and most of the required ingredients are easy to buy.

”

# Content Strategy

- Mainly provide simple recipes, and indicate its preparation time and cooking time
- Except for Japanese seasonings that may need to be purchased in the Oriental supermarket, other required ingredients can be bought in general supermarkets.



“

Because Japanese seasonings are expensive, I don't want to buy too many and those that can only be used once.

”

# Content Strategy

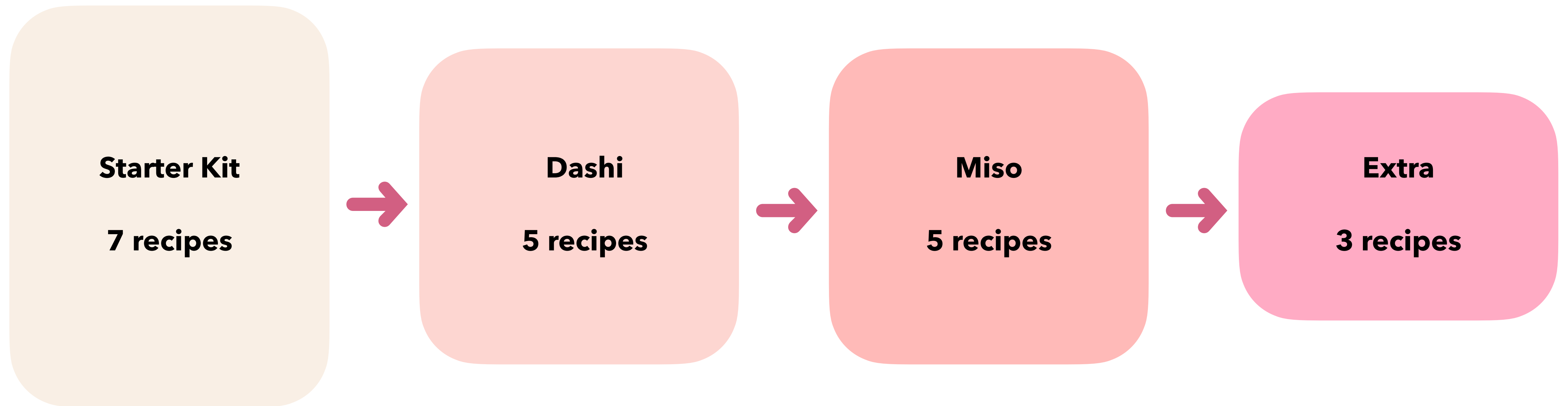
- I will provide at least 3-5 recipes for each required Japanese seasoning.
- Recipes will be classified by seasoning.

# Starter Kit



- ① Chicken Teriyaki
- ② Beef Bowl
- ③ Seasoned egg
- ④ Duck and Spring Onion Udon
- ⑤ Pork Donburi
- ⑥ Secret :)
- ⑦ Secret :)

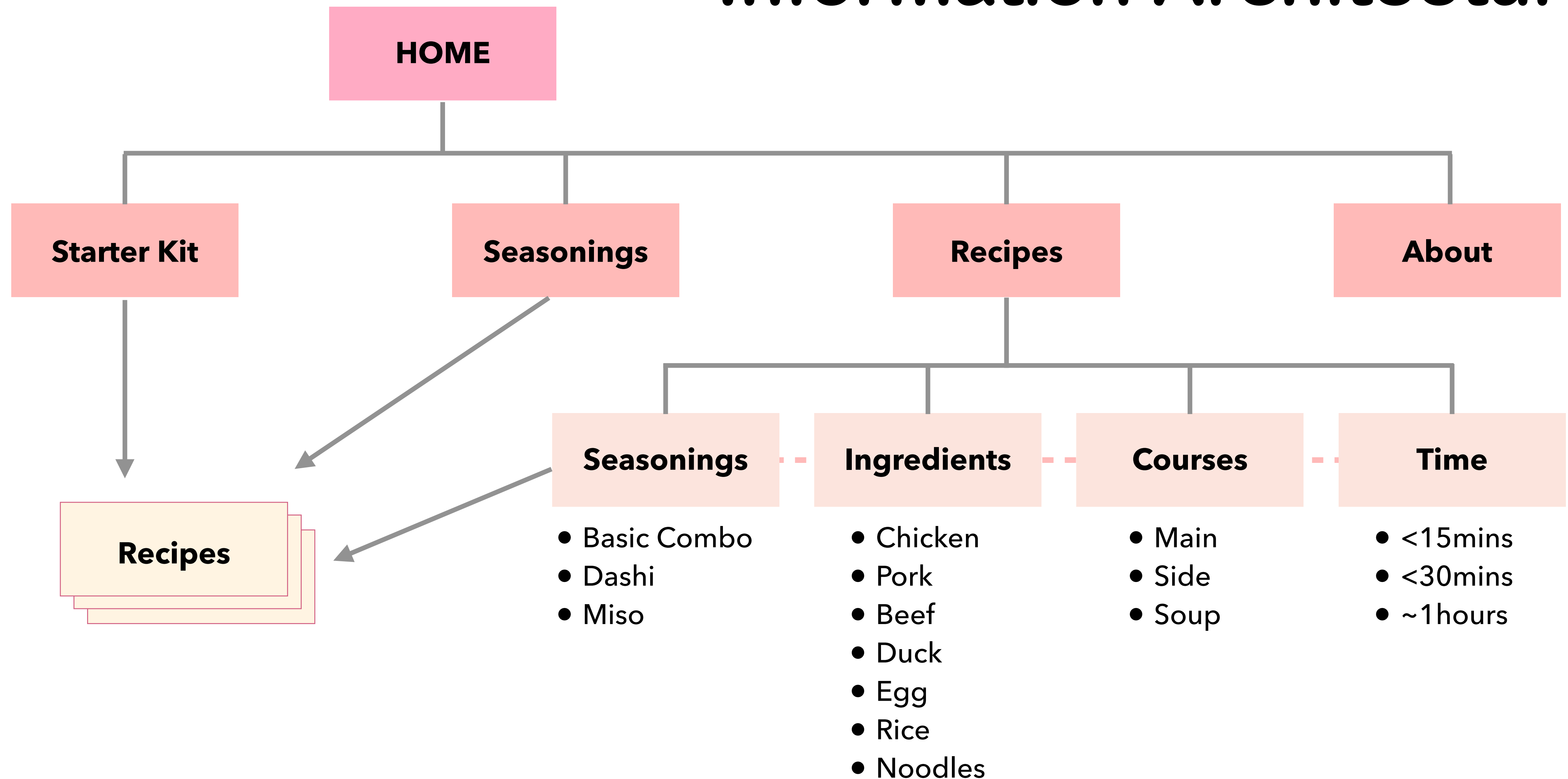
# Combination of Recipes



- ① Soy Sauce
- ② Mirin
- ③ Cooking Wine

**Total: 5 seasonings for 20 recipes**

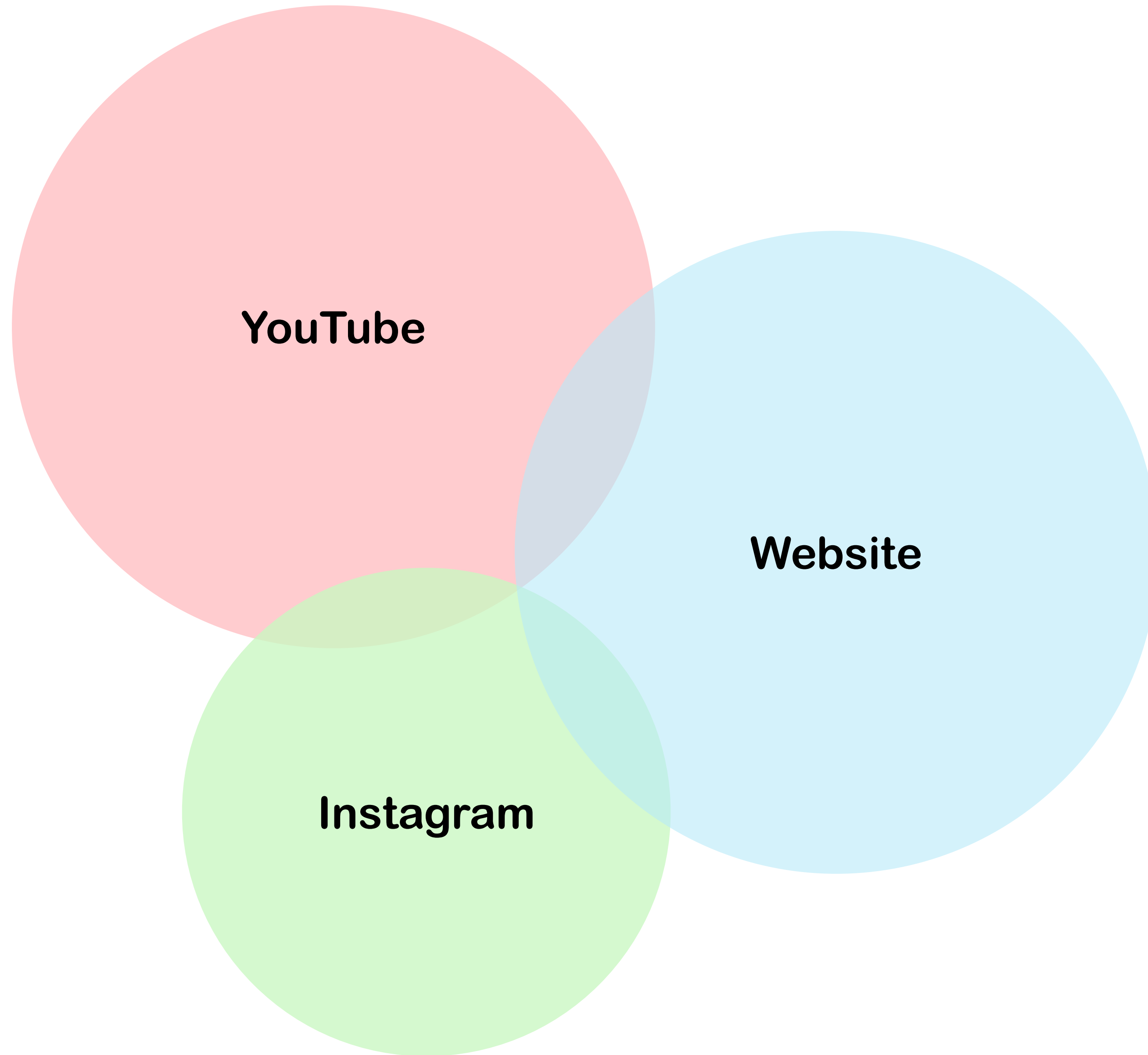
# Information Architecture



**Thank you for listening.**



# Use of three media





# ANN

## ABOUT

Ann has a 3-year-old son. She values providing a healthy and balanced diet for her family, especially her growing kid. She usually cooks at home because she can control the seasoning added to dishes and the food expenses.

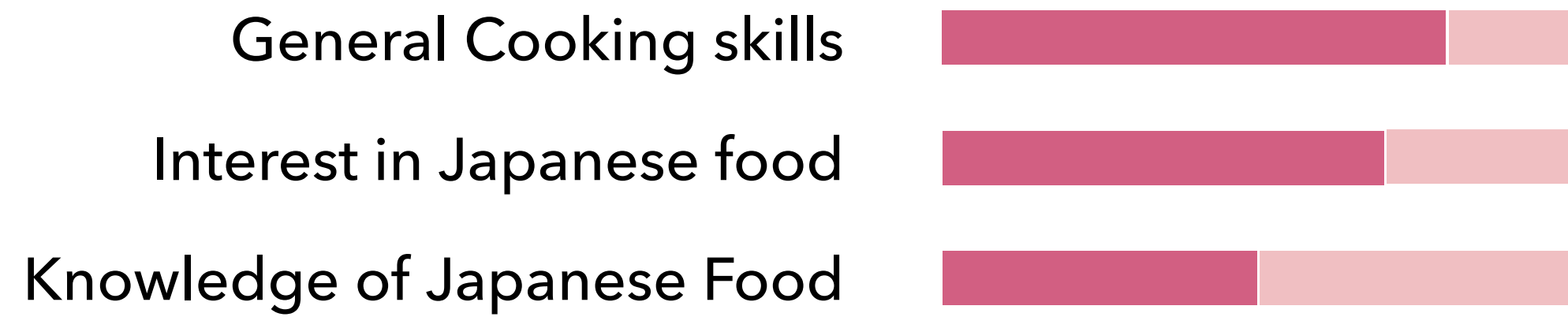
**AGE** ..... 35

**OCCUPATION** ..... Housewife

**STATUS** ..... Married

**LOCATION** ..... London

## GAUGE



## BEHAVIOUR

- Do shopping every 2-3 days
- Pay attention to selecting meats and its parts

## STAGE

eat at Japanese restaurants with family  
about every two months



Interested in trying to cook it by herself

## ATTITUDE

- Concern the nutrition of food
- Prefer High quality / Organic ingredients



## NEEDS

- Provide nutritious and kid-friendly foods for her son

## PAINS

- Her son is a picky eater.
- Japanese food is tasty, but seems not healthy

## MOTIVATIONS

- Her son.  
She will be satisfied if her son eats up the meal she given.
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