

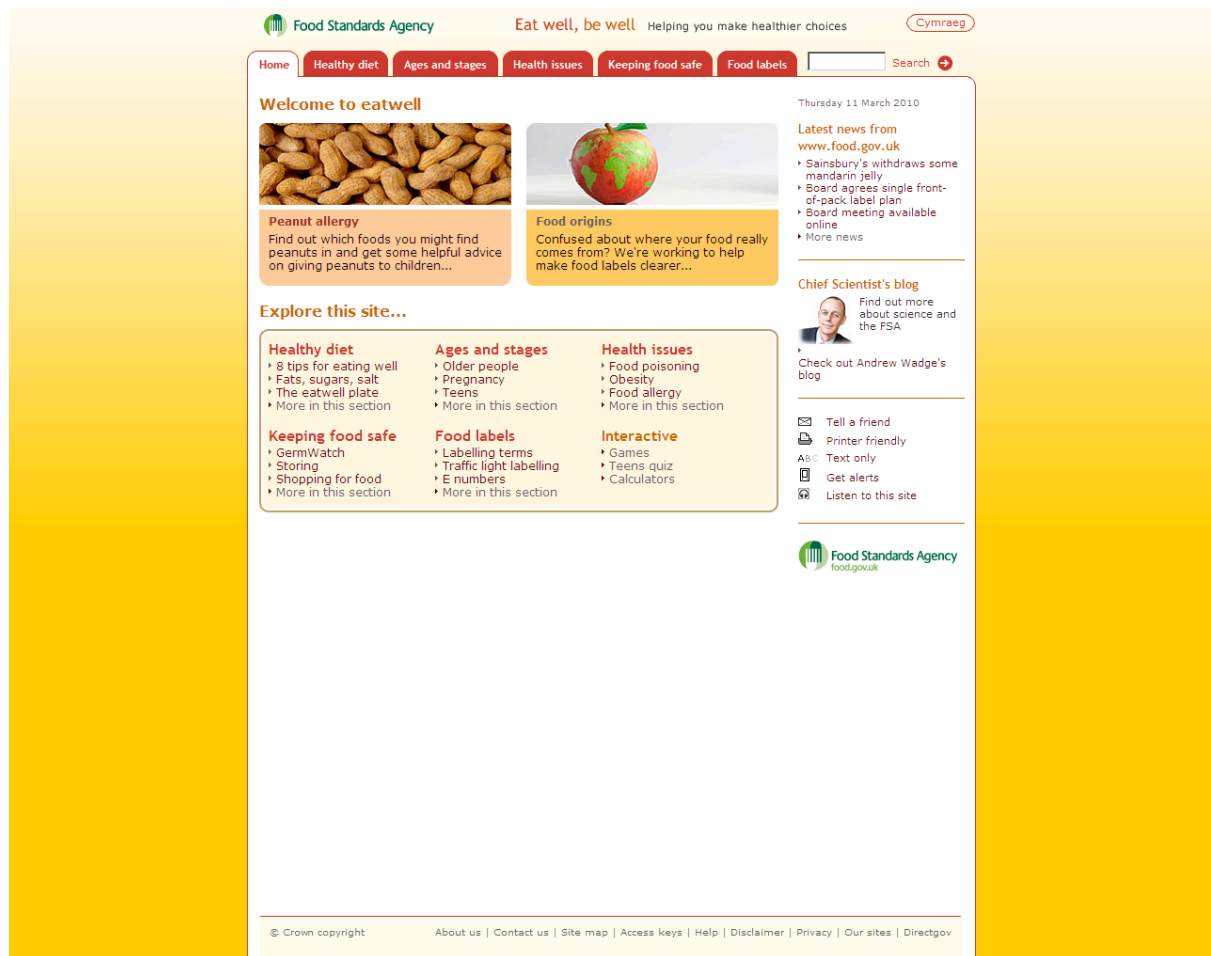
## **Brief**

This self imposed brief has been derived from the information provided by the client. I will be researching, planning and designing a website to promote healthy eating. I will begin by researching competitive websites, looking for their weak points so that I can improve upon them and also extracting an new ideas for design or content not already imposed. Using this information and an analysis of the provided personas I will establish the site objectives and user requirements, which will be translated into content and design requirements. I will then develop wireframes and a visual design based on the plan and research.

The site is to feature articles on healthy eating and healthy recipe ideas taking advantage of modern web features.

## Analysis of Competitive Sites

<http://www.eatwell.gov.uk/>



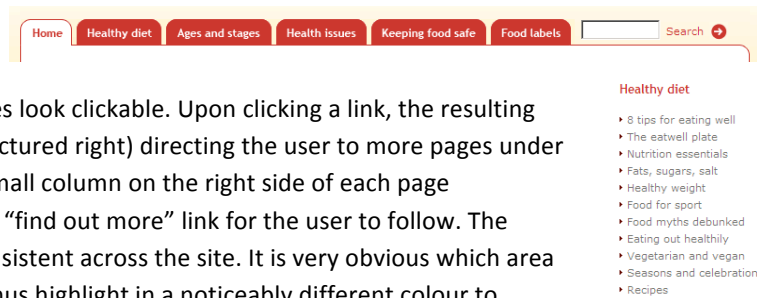
### Homepage

The homepage, pictured above is clean and concise. It looks well organised and provides a clear index for the whole site as well as a couple of featured pages at the top. It does however have an excessive amount of whitespace at the bottom which makes the page look unfinished. There is nothing exciting about the homepage; nothing immediately jumps out at me enticing me to explore the rest of the site.

### Navigation

The main navigation menu at the top of the page is easily

identifiable and the links themselves look clickable. Upon clicking a link, the resulting page has a sub menu on the left (pictured right) directing the user to more pages under the main heading. There is also a small column on the right side of each page highlighting individual pages with a "find out more" link for the user to follow. The navigation menus are clear and consistent across the site. It is very obvious which area of the site the user is on as the menus highlight in a noticeably different colour to indicate in which section the user is.



## Site Organisation

The site is clearly organised into a sensible hierarchy, making understanding and using the navigation easy to comprehend. The “explore” box on the homepage and the featured pages in the right column allow users to jump more quickly to similar, relevant or related pages.

## Links and Labels

Although links are highlighted by having a slightly different font colour, they are not underlined or made more prominent than ordinary text in any other way. This means that some links are difficult to identify as links (although they don't click very clickable, they are located contextually in a place where a user would expect to see a link) there are also some links that exist that I did not expect, for example the article titles are links. I didn't even realise they were until my cursor rolled over them. Links underline when the mouse rolls over which helps.

## Search and Search Results

The site has an internal search engine provided by Google. Although the search form is quite small and tucked away in the corner of the site (a small part of the header on the right hand side) if a user is looking for it, its relatively noticeable. The search results show a standard format, highlighting search terms, listing page titles and giving a page context.

## Readability

The site reads very well. There is a good text to background contrast and everything is clear identifiable through the use of much large titles in a different colour, plenty of guttering to keep columns apart, good line length and more important paragraphs highlighted with a different background. The columns are quite narrow so there are very few words to a line; I however think they could be wider as the sites looks quite squashed into the middle.

## Performance

The site is extremely simple and is essentially text and a few images. There is not a vast amount to be downloaded on each page making its loading and response time very fast. I have tested the website across multiple browsers and not found any compatibility issues. Some of the pages are quite long which often requires a lot of scrolling down when reading them which can become annoying.

## Content

The content of the site is extremely good. It is well laid out and clear broken up into sections with horizontal lines and headings. The website covers tips for healthy eating and gives information on various foods and advice on how to eat well, it doesn't however have any recopies (that I can find)

### 8 tips for eating well



These practical tips can help you make healthier choices. The two keys to a healthy diet are eating the right amount of food for how active you are and eating a range of foods to make sure you're getting a balanced diet.

A healthy balanced diet contains a variety of types of food, including lots of fruit, vegetables and starchy foods such as wholemeal bread and wholegrain cereals; some protein-rich foods such as meat, fish, eggs and lentils; and some milk and dairy foods.

#### On this page

1. Base your meals on starchy foods
2. Eat lots of fruit and veg
3. Eat more fish
4. Cut down on saturated fat and sugar
5. Try to eat less salt - no more than 6g a day
6. Get active and try to be a healthy weight
7. Drink plenty of water
8. Don't skip breakfast

#### 1. Base your meals on starchy foods



Starchy foods such as bread, cereals, rice, pasta and potatoes are a really important part of a healthy diet. Try to choose wholegrain varieties of starchy foods whenever you can.

Starchy foods should make up about a third of the food we eat. They are a good source of energy and the main source of a range of nutrients in our diet. As well as starch, these foods contain fibre, calcium, iron and B vitamins.

Most of us should eat more starchy foods - try to include at least one starchy food with each of your main meals. So you could start the day with a wholegrain breakfast cereal, have a sandwich for lunch, and potatoes, pasta or rice with your evening

#### Ask Sam...

"How does margarine compare to butter?"

- ▶ Answer
- ▶ More questions on Fats and sugars



#### eatwell on film

Healthy eating tips from Lorraine Kelly and dietitian Nigel Denby...

- ▶ Find out more...

#### I'd like to know about...

- ▶ Salt
- ▶ Children
- ▶ Pregnancy
- ▶ Vitamins and minerals

- ✉ Tell a friend
- 🖨️ Printer friendly
- ABC Text only
- 🔔 Get alerts
- 🔊 Listen to this site

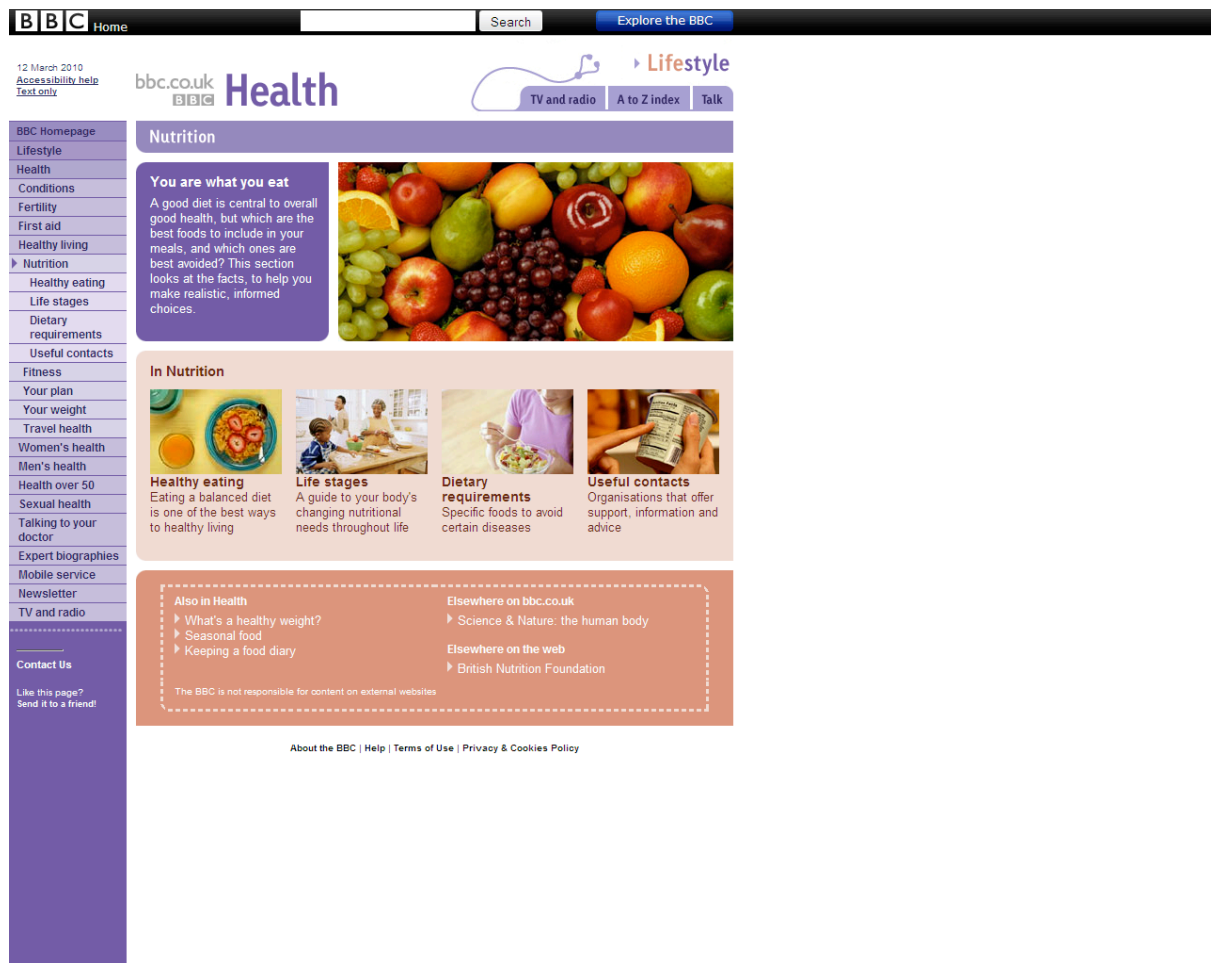


<b>Diagnostic</b>	<b>Points</b>	<b>Notes</b>
Is the site focused around one clear objective?	5/5	
Has a clear problem/solution process been communicated?	4 / 5	
Does the homepage have a strong enough "hook"?	1/ 5	
Is there sufficient incentive for every action that prospects are asked to take?	2/ 5	The site does not really draw attention to any particular area.
Are successive degrees of involvement offered?	2/ 5	It is all reading
Have credibility indicators been used effectively?	3 / 5	
Does the tone of the site's sales copy imply integrity and accuracy?	2/ 5	The design is too basic and simplistic
Are too many options being presented?	4/ 5	
How much information are prospects expected to "absorb" in one screen?	4/ 5	
Is the information on the page being grouped effectively?	4/ 5	
Is the flow of information natural and intuitive?	5 / 5	
Is the prospect's attention being focused on the right elements, in the right order?	3 / 5	
Has each element of the page been successfully "weighted"?	3/ 5	
Are there too many "clicks" between the purchase decision and the product delivery?	3/ 5	
Is the site configured for the slowest connections and minimum screen resolutions?	5 / 5	
Have the site graphics achieved optimal compression?	5/ 5	
<b>Total</b>	<b>55/80</b>	

## Conclusions

This is an official government website, although I think it is very poorly design, the information is clearly presented but there is nothing really enticing or exciting about the website that makes a user want to explore it further. As a competitor it could be easily overcome by creating a more exciting website which also offers recipe content.

[http://www.bbc.co.uk/health/healthy\\_living/nutrition/](http://www.bbc.co.uk/health/healthy_living/nutrition/)



## Homepage

The homepage (pictured above) follows one of the older BBC designs and is not quite as clean as the newer ones. The content seems very clumped together. It does however act as a good front page which points the user into the various other pages and categories. It is quite picture orientated as images have been used in conjunction with headings. The design and layout of the page leaves a lot of empty space, at the bottom and also on the right.

## Navigation

The navigation shows the hierarchical organisation of the site which is clear identifiable as it arranged by indenting text and also colour coded. The current page is indicated with a triangular pointing graphic on the menu. When viewing pages deeper into the website however, the menu does become slightly more confusing as it grows in size considerably. On most of the pages (not the homepage) a “see also” column is situated on the right side which lists the titles of related pages. The navigation is consistent across the site.

## Site Organisation

The website follows a hierarchical structure making it easy to navigate. The colour coded menu illustrates the hierarchy allowing a user to see sibling pages to where they currently are and also any and all parent pages all the way up to the top level. There are also various links



around the site that allow the hierarchy to be navigated in a non linear way letting users jump from one page to another relevant page on a different node. Each article on the page is arranged using anchors allowing an “in this article” box at the top of the page allowing the user to jump to one of the headings on the page.

### Links and Labels

Every link on the website is highlighted by a bold font weight making it stand out from the rest of the text on the page. They underline on mouse. There are also many buttons around the site, for example next and previous page buttons. They look clickable and fit in the rest of the colouring and styling of the rest of the site. The headings on the site are very prominent and are bold with a much larger font size.

QuickTime™ and a decompressor are needed to see this picture.

### Search and Search Results

The site has a search engine, but it is a generic BBC search engine and does not specifically search the health site or provide the option to filter search results by health pages only. The search results are at least sorted by relevance so the

### Readability



For the most part, the site is easy to read. The columns are quite narrow so the line length is short. Headings divide up the content making it easier to pull out specific bits of information. There are a number of places on the navigation however where the contrast between background and font colours is not enough and the text becomes hard to read.

The website also has a text only version for accessibility in which all graphics are replaced with alt text and displayed in a high contrast large print manner (pictured right).

QuickTime™ and a decompressor are needed to see this picture.

### Performance

There are quite a few images across this website, including some which are of text allowing non standard fonts to be used without having to worry about them being present on a users system. These however do not affect the page download time.

### Content

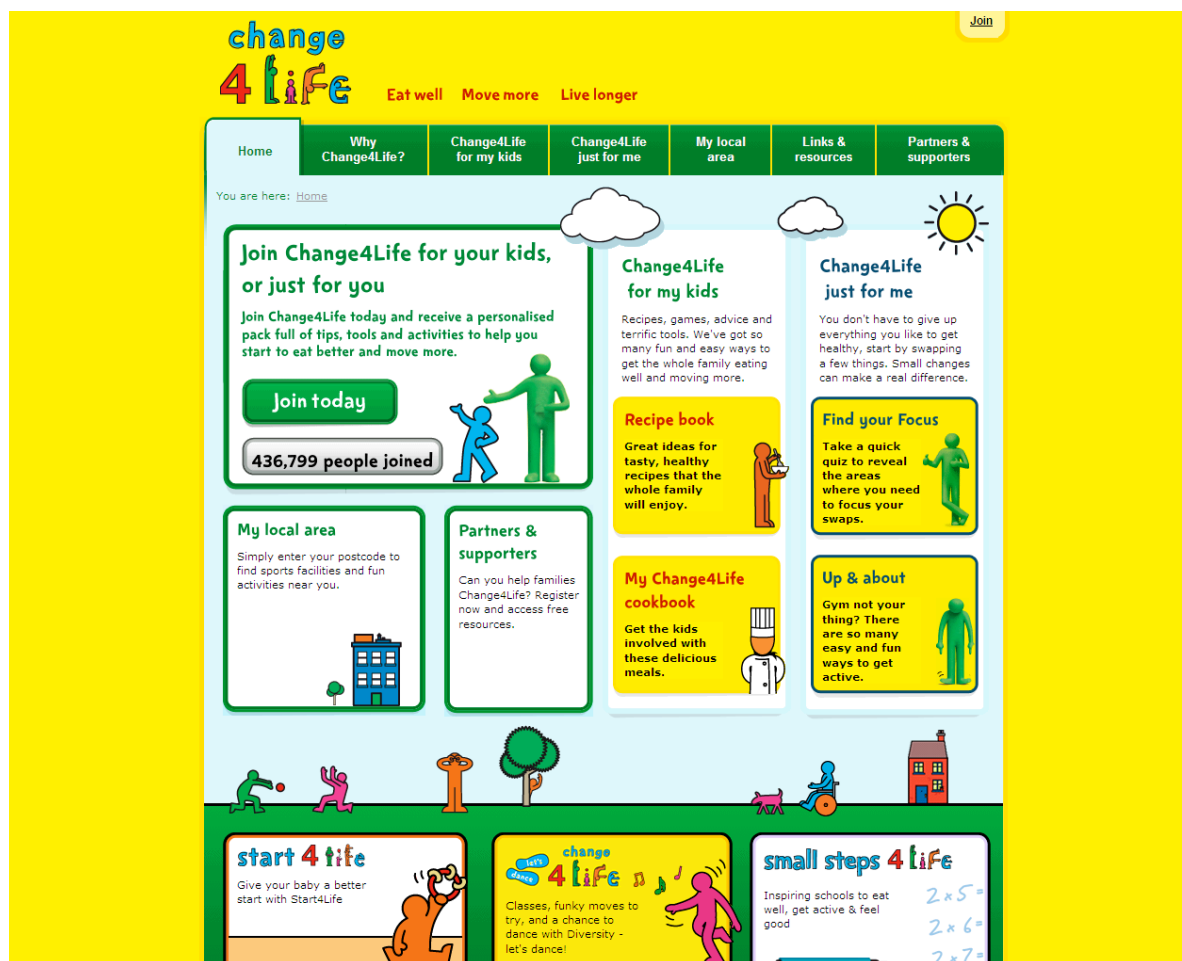
Some of the content seems to be written by the BBC, however most of it seems to have been taken from journals and books (sources cited at the bottom of each page). It does provide a lot of depth in to the subject of health and nutrition. The content does seem to have been written by professionals and it is the BBC so it is a very trustworthy source. It does lack recopies but the BBC food website (elsewhere) does have recopies so that content is available on another micro site.

<b>Diagnostic</b>	<b>Points</b>	<b>Notes</b>
Is the site focused around one clear objective?	5/5	
Has a clear problem/solution process been communicated?	4 / 5	
Does the homepage have a strong enough "hook"?	3/ 5	
Is there sufficient incentive for every action that prospects are asked to take?	3 / 5	Some links are hard to read.
Are successive degrees of involvement offered?	2 / 5	Its all reading
Have credibility indicators been used effectively?	5 / 5	All sources of information have been cited
Does the tone of the site's sales copy imply integrity and accuracy?	5/ 5	
Are too many options being presented?	4/ 5	
How much information are prospects expected to "absorb" in one screen?	3/ 5	The is quite a lot on each article page, it is at least well structured
Is the information on the page being grouped effectively?	5/ 5	
Is the flow of information natural and intuitive?	5 / 5	
Is the prospect's attention being focused on the right elements, in the right order?	4 / 5	Colour codes helps to achieve this structure
Has each element of the page been successfully "weighted"?	4/ 5	
Are there too many "clicks" between the purchase decision and the product delivery?	4/ 5	
Is the site configured for the slowest connections and minimum screen resolutions?	5 / 5	
Have the site graphics achieved optimal compression?	5/ 5	
<b>Total</b>		

## Conclusion

On the whole this is a well present website with quality information, a filtered search engine would be beneficial as would so text to background contrast improvements to enhance readability. A stronger linking to the recopies micro site would also be a plus.

<http://www.nhs.uk/Change4Life/Pages/Default.aspx>



## Homepage

The home is extremely bright and welcoming. The website is designed (as far as I know) is targeted at both adults and children and supposed to making healthy eating and living fun and exciting which the design, colours and fonts certainly do. Although there is a lot going on, it is very organised and colours allow its different components to be visually separate from the others making the portal easy to assimilate.

## Navigation

The menu is very

QuickTime™ and a decompressor are needed to see this picture.

large and prominent. The elements on it look clickable, my only negative comment would be the names of the elements on it, I think that they are too long; personally I don't like main menus to have titles more than 2 words 3 at the most. The current page is highlighted very well (as seen above) which keeps the user informed as to where they are. There is a sub menu on every page which is in a small left column. These just look like bullet points and could be made into buttons or given some sort of bounding box to make them look like a clickable menu.

### **Site Organisation**

With the main menu providing main sections of the site and the sub menus giving links to more detailed areas, the site is intelligently organised making it easy to get from one place to another. There is a page path which lets users see where they are and navigate backwards.

### **Links and Labels**

All of the links on the site that aren't part of the menu are underlined and presented in a different colour making them distinguishable. The titles on the page stand out as do sub titles which follow a different font, size and colour.

### **Search and Search Results**

The site doesn't have a search engine however the content is so well organised I don't really think it needs one.

### **Readability**

Whilst yellow and green could be mentally visualised as quite garish but they are well balanced and the tones chosen work well together and do not overwhelm. There is a good contrast between text and background and the line length is good.

### **Performance**

This website has a small flash movie at the bottom of the page which is for decorative purposes only and doesn't seem to affect the loading time in a significant way. There are a lot of images on the home page which take a second or so to appear and would affect performance on a slow connection.

### **Content**

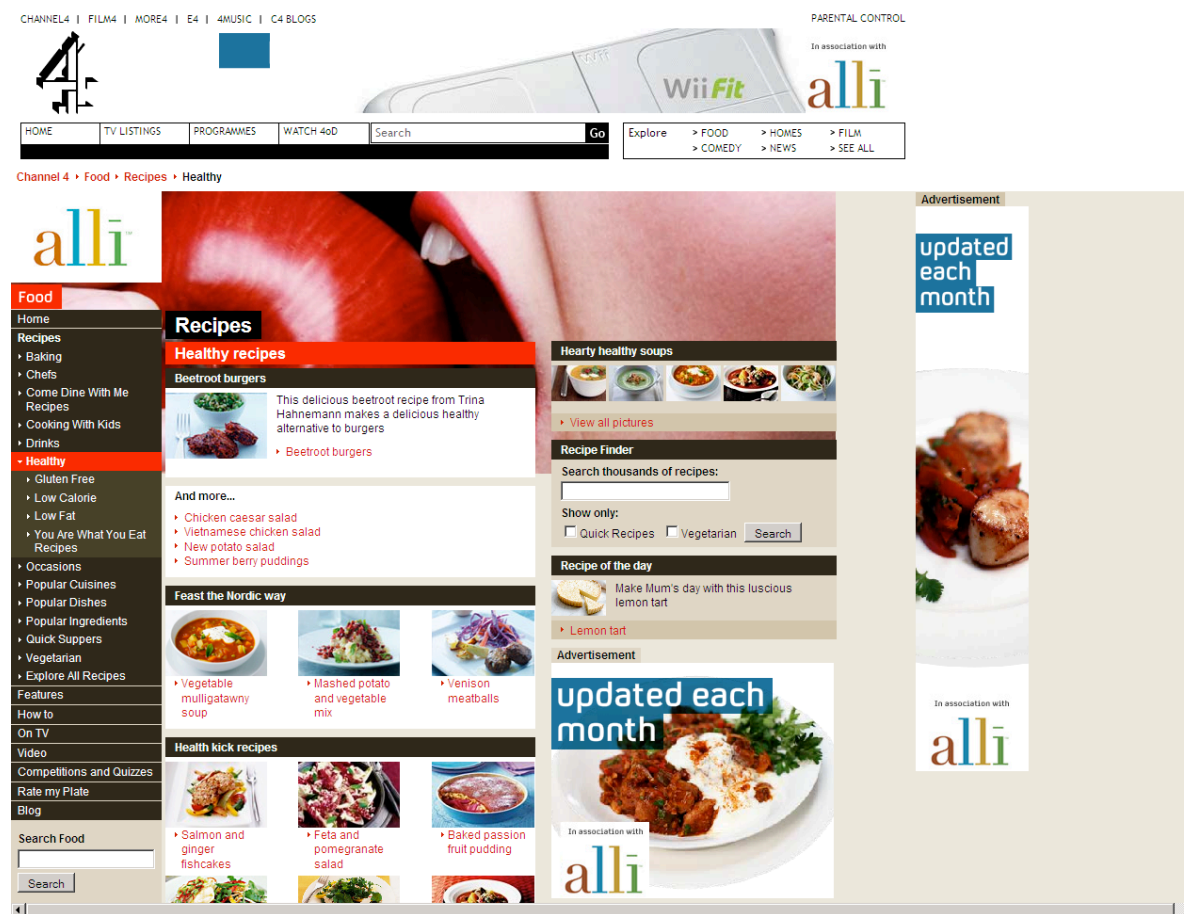
The content is clearly all custom written for the website and goes into a lot of detail. There does seem to be a good amount of depth and it certainly covers the context of the website.

Diagnostic	Points	Notes
Is the site focused around one clear objective?	5/5	
Has a clear problem/solution process been communicated?	4 / 5	
Does the homepage have a strong enough "hook"?	5/ 5	
Is there sufficient incentive for every action that prospects are asked to take?	4/ 5	
Are successive degrees of involvement offered?	5/ 5	There is some user interaction through joining the website and video
Have credibility indicators been used effectively?	5 / 5	
Does the tone of the site's sales copy imply integrity and accuracy?	3 / 5	I don't think the site comes across as professionally made
Are too many options being presented?	3/ 5	The homepage is a little hectic
How much information are prospects expected to "absorb" in one screen?	4/ 5	
Is the information on the page being grouped effectively?	5/ 5	
Is the flow of information natural and intuitive?	5 / 5	
Is the prospect's attention being focused on the right elements, in the right order?	4 / 5	
Has each element of the page been successfully "weighted"?	5/ 5	Each has a very specific point and purpose
Are there too many "clicks" between the purchase decision and the product delivery?	2/ 5	Without a search engine the user must click many times to get to what they want.
Is the site configured for the slowest connections and minimum screen resolutions?	3 / 5	Would not download to a useable state quickly on slow speeds
Have the site graphics achieved optimal compression?	3/ 5	Perhaps a little to bright
<b>Total</b>		

## Conclusion

This is a very bright and appealing website which has a very strong hook. My site will need to have the same visual impact. There could be a search engine, which would decrease clicks to get to content.

<http://www.channel4.com/food/recipes/healthy/>



## Homepage

There is a lot going on on the homepage although everything is broken up into boxes with headings it is quite overwhelming. The homepage does provide a good overview of the content of the site and provides an adequate portal to all of its pages.

## Navigation

The navigation also includes many other areas of the channel 4 website and contains a lot of options, far too many in my opinion. The menu shows also sibling pages in the structure and also parent pages.

## Site Organisation

From the homepage organisation, the site structure comes across as very chaotic, but this is merely because the homepage provides summaries of each section. Once over the initial confusion, the site becomes quite easy to navigate through.

## Links and Labels

The contrast between text and background colours is very good. There are several layers of headings, page headings and sub heading all of which are identified by different font sizes and background colours. All of the headings on every page is broken out from the body of the page by the fact that it is in its own box with a different background colour.

### **Search and Search Results**

There is a custom search engine on the site, which allows for a recipe search. The results are organised by relevance providing the recipe name, a summary and a picture making it very easy to choose which result to look at.

### **Readability**

The font weight and headings make the site very easy to read and comprehend. Everything is broken up into boxes making it very easy to scan through and extract parts without need to read everything. The line is the longest out of all of the sites (also the font is the smallest) but it is readable and perfectly acceptable.

### **Performance**

There is some delay in the loading of some of the pictures that provide background to each of the pages, however, the site is sufficiently loaded to be used very quickly.

QuickTime™ and a  
decompressor  
are needed to see this picture.

### **Content**

The content of the site is written for the website and not pulled from other locations. The content provides perfect depth and is broken up very well i.e. separating out recipe methods and ingredients and general text.

<b>Diagnostic</b>	<b>Points</b>	<b>Notes</b>
Is the site focused around one clear objective?	4/5	
Has a clear problem/solution process been communicated?	4/ 5	
Does the homepage have a strong enough “hook”?	4/ 5	The images really bring the user in.
Is there sufficient incentive for every action that prospects are asked to take?	4 / 5	
Are successive degrees of involvement offered?	4/ 5	
Have credibility indicators been used effectively?	3 / 5	
Does the tone of the site’s sales copy imply integrity and accuracy?	5/ 5	The quality of design and images really achieves this
Are too many options being presented?	1/ 5	The home page is too busy
How much information are prospects expected to “absorb” in one screen?	4/ 5	
Is the information on the page being grouped effectively?	5/ 5	
Is the flow of information natural and intuitive?	5 / 5	
Is the prospect’s attention being focused on the right elements, in the right order?	2 / 5	The is too much information it is difficult to focus on one thing
Has each element of the page been successfully “weighted”?	2/ 5	The main content of most pages is only about a 1/3
Are there too many “clicks” between the purchase decision and the product delivery?	4/ 5	
Is the site configured for the slowest connections and minimum screen resolutions?	4 / 5	
Have the site graphics achieved optimal compression?	3/ 5	
<b>Total</b>		

### **Conclusion**

Overall the content of the site is very good, and the search is very intuitive but there is too much chaotic images and related content making the focus of each page confused. The design style is very good though and does help to break things up.

## Persona Analysis

### Margo

- Doesn't have a lot of time on her hands on so is looking to find recipes quickly that are fast to prepare and cook
- She is well travelled and most likely looking for more eclectic and international recipe ideas more so than just standard British cuisine
- She has close friends and enjoys cooking which may mean she would host diner parties
- She likes sharing pictures of her food and may enjoy being able to share her own recipe ideas with others
- She enjoys social networking websites and should enjoy a social network concept applied to a food, nutrition and recipe website
- She sometimes likes a treat but is still ultimately looking for healthy food, she would find nutritional information on recipes very useful in choosing what to cook
- She needs to be able to see the length of time a dish will take to cook
- She needs to know who has written the recipes to make certain they are good quality and will actually work and taste good
- She is looking for ways to make her shopping healthier
- She isn't the best cook and would benefit from some more detailed instruction

### Dale

- He eats out a lot so would perhaps benefit from a restaurant guide for people looking for a healthy meal out
- He specifically likes meat dishes so a search by ingredient or recipes categorised by type (i.e. meat, fish e.c.t.) would be beneficial
- He is looking to cook good food quickly
- Looking for healthy eating and living advice
- Looking for vegetarian recipes
- He would like to be able to easily identify the ingredients he will need
- He would like a printable version of the recipes
- He is looking for links to purchase required ingredients
- He needs to make certain the information is reliable

## Site Objectives

Based on the brief, competitive analysis and persona analysis the following site objectives have been defined:

- Provide articles on healthy eating
- Provide recipes for healthy dishes
- Provide a search facility to quickly find recipes by title or ingredient
- Provide a membership opportunity so that people may register to receive recipes by email, post comments and feedback on recipes, post pictures of the food they have cooked and post their own recipes
- Videos of recipes being cooked by professional, reputable chefs
- Profiles of members and the chefs who post recipes given reassurance that their recipes will be of a good quality
- Link with online shopping sites for supermarkets (i.e. Sainsbury's, Waitrose, Tesco e.c.t.) for ingredient purchasing
- Provide ideas for entire meals or diner parties
- Provide "see also" and "related content" panels on each article or recipe for the user more easily find information they are looking for

## User Needs

The personas have yielded the following user needs/requirements.

- Users require profiles on those who have published recipes on the site to ensure they are reliable and reputable
- Easily distinguishable ingredients, prep and cooking time, step by step method and nutritional information for each recipe
- Access to recipes via a category system that is organised by country of origin or type of dish (e.g. dessert, meat, canapé e.c.t.)
- Nutritional information on recipes
- Margo would most likely want to post content on other social networking websites

Margo doesn't have a lot of time and so needs to see a very prominent time plan on each recipe, she also needs to be able to quickly find recipes using an intuitive search engine and daily updated featured recipes on the homepage.

Recipes should have the facility to be grouped into balanced meal plans with wine recommendations for diner party suggestions as both Dale and Margo would use that feature.

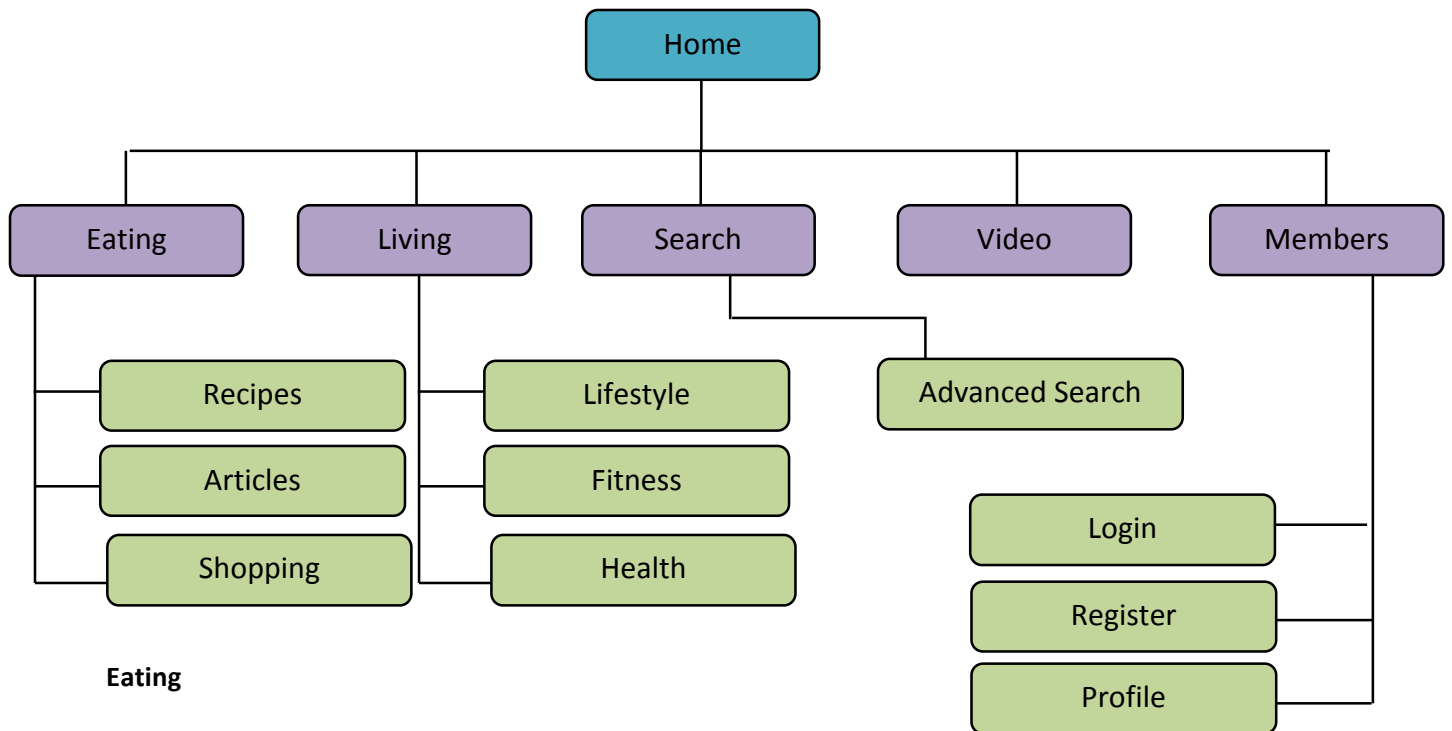
Although social networking is disliked by Dale, user submitted comments on recipes provides not only some user interaction (liked by Margo) but also add reputability to the recipes.

Member profiles on the people posting recipes (be they the site owners or users) will achieve Margo's requirement of find trustworthy recipes.

Dale is wants to exercise but doesn't have the time, so information on how he can work some exercise into his life would be beneficial to him.

## Content Requirements

The best way to organise this site, as there will be a large amount of information that must be very well structured, will be to use a hierarchy.



### Eating

- Recipes, organised by category, made up of
  - Recipe Name and author
  - Picture and user uploaded pictures
  - Cooking time
  - Nutritional information
  - Ingredients – with a buy from online supermarket option
  - Method, broken up into simple numerically ordered steps
  - Comments left by other users for the purpose of feedback
- Articles
  - Title and Author
  - Article text
- Shopping: Information on how to make good healthy purchases from supermarkets

### Living

- Articles on Lifestyle, Fitness, Health

## **Search**

- A search, and advanced search engine page for the site including
  - Advanced search form
  - Results page

## **Video**

- A selection of videos created by professionals giving:
  - Instruction on cooking many of the recipes
  - Video guides to healthy living
  - Videos on fitness

## **Members**

- Profiles on each member
- Links to the comments, recipes and photos contributed by each member

## **Additional Content**

Based on my social networking additions and also the content offered by most other sites the following pages will also be present:

- Terms of Use
- Privacy Policy
- About
- Contact

## **Functional Specifications**

### **Search Engine**

Must be visible on every page providing a single search field for a user to enter keywords and then submit. Results will be shown on a separate page, with 20 results per page. The search results can be filtered to show only: fitness, lifestyle and healthy articles or recipes. The advanced search link will point to a separate page which will allow a user to apply a filter before searching and, for recipes, search by: ingredient or category.

### **Video**

Videos will be linked to a suitable article or recipe. Users will be able to post comments on the video to leave feedback, this is particularly useful when the video instructs on cooking a dish as other users can share tips and advice.

### **Members**

Membership information from each user will be collected when they register: name, email address, chosen username and password. They will also be able to subscribe to one or more mailing lists, which will send out emails to them every time a site administrator writes one. Some mailing lists will be automatic and will send out emails informing members that new articles or recipes have been added. This same notification functionality will also be provided via RSS feeds which users can subscribe to.

### **Content Management**

The owners of the site will want an easy way to add new content, manage members and produce emails for the mailing list. A content management system (CMS) will be implemented to provide them with a simple web based interface to manage the site. This will mean that all recipes, articles and member details will be stored in a database. The CMS will also allow them to police the site and remove abusive content inserted by any members.

### **Reporting and Approval**

Any and all recipes submitted by users will be approved by a site administrator before it becomes visible on the site, the same is true for any user generated photographs. Comments will be visible instantly upon posting by a member but there will be the option for any other users to report an abusive or offence message to a site administrator.

## Insight Summery

My research of other websites, analysis of the personas and general knowledge of social networking sites across the Internet have allowed my to make many suggestions for additions to the website not specified in the brief. Based on Margo's person I introduced a social networking element to the website. Based on both personas I concluded that video would be a useful tool for both as neither is very strong cook. Video also adds additional hook to the website as it can appeal to everyone, even those who don't want to have to read and work out a recipe.

The "see also" element which I saw on all of the competitive websites is a good way of promoting relevant content keeping a user on the site longer and will thus be included.

Based on the content of the sites that I looked at, I've expanded the content requirements of the brief to cover a greater depth of information.

The mailing lists and RSS feeds will keep users coming back to the website on a regular basis to view new content.

## Logo Design

The brief specified does not give a name for the website, so I have come up with my own. The website is about healthy eating and living and provides insights into how people can incorporate it into their lives with content written by experts thus I have decided upon **Inside Health**. Here are some examples of fonts I tried.

**Inside**  
**HEALTH**

**Inside**  
**HEALTH**

**Inside**  
**HEALTH**

**Inside**  
**HEALTH**

I've used only sans serif fonts as the brief describes a respectable but exciting web site which I think this type of font achieves (a serif would be too old fashioned) I like all of the fonts however, the capitals on the fourth seem to be slightly different in height which doesn't look right. I think the second font works well for the word "Inside" but not for "HEALTH" as the H and T look fatter than the other letters. The third font is too thin. So I will be taking the HEALTH from the first font and the Inside from the second.

After choosing the font I attempted to create a logo. My ideas were to create a logo, which



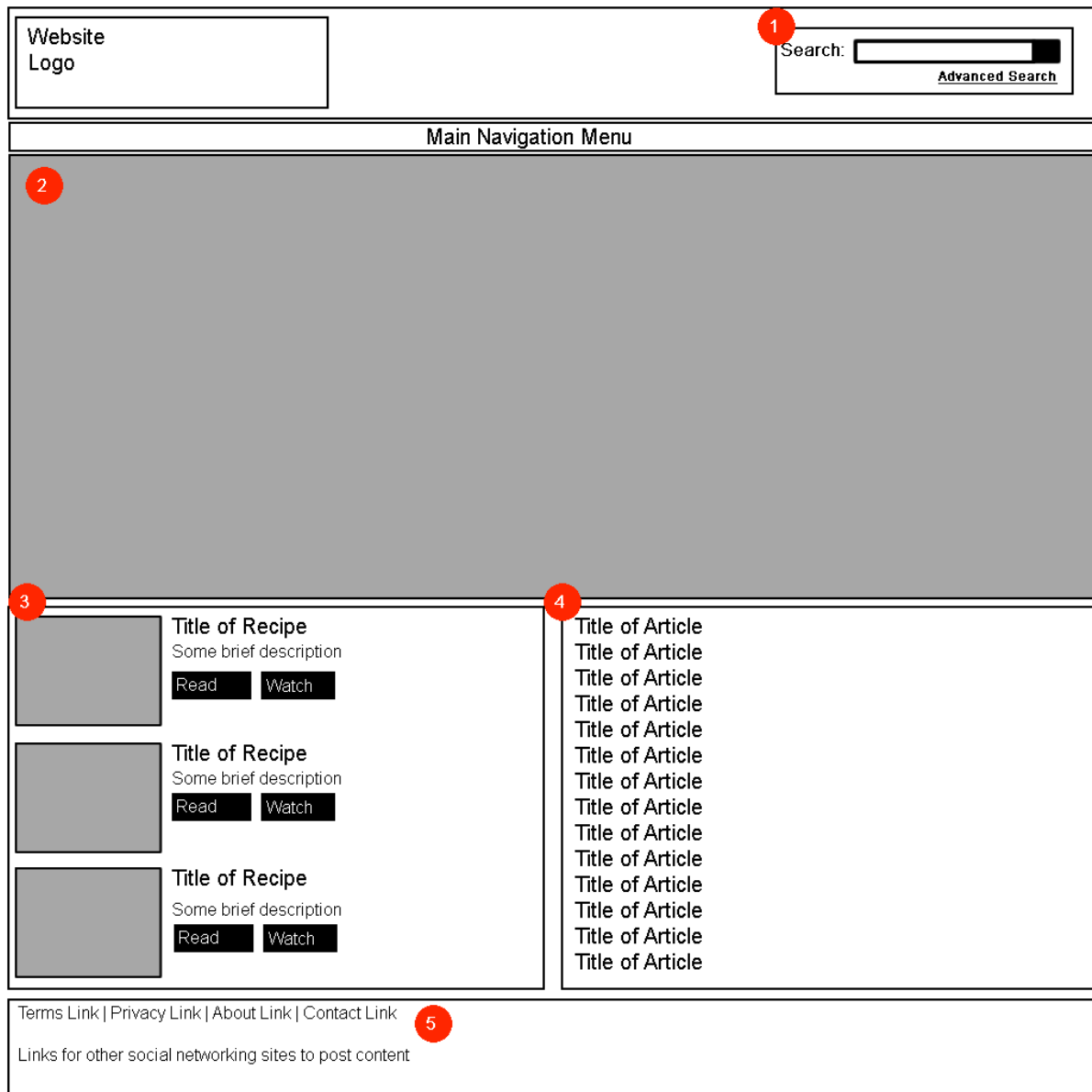
incorporated food. I attempted to draw an apple and banana together, however I think the result looks like a snail.

My second attempt looks too formal and in some ways looks like a 3D shape. I decided that the best thing to do would be to make the text more exciting by incorporating into the design with some real photographs during the visual design stage.



## Wireframes





### Homepage Layout



1. A search box will appears on the top of every page
2. A large picture will change at least every week so to feature new content i.e. a new recipe
3. A thumb nail list of new recipes which will change as new ones are added
4. A list of new articles, the list will change as new ones are posted
5. Social networking posting links provided by the "Ad This" service



## Other Pages

Website Logo	Search: <input type="text"/> <a href="#">Advanced Search</a>	
<b>Main Navigation Menu</b>		
<p>Menu Item 1 <span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">1</span></p> <p>Menu Item 2</p> <p>Menu Item 3</p> <p>Menu Item 4</p>	<h3>Page Title</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus odio sapien, ultricies non vulputate quis, elementum pretium lacus. Duis at arcu diam. Sed eget velit odio. Curabitur ut justo enim, eget sagittis elit. Integer gravida aliquet lectus, a sodales urna sodales eget. Sed varius gravida elit ut faucibus. Sed consectetur justo at metus placerat sed luctus odio convallis. Curabitur sed dui odio, a ultricies odio. Cras pretium malesuada turpis sed vulputate. Ut quam elit, ornare vel congue sed, consequat ac nibh. Vivamus porttitor urna sit amet sem tincidunt pharetra.</p> <p>Mauris sit amet urna dolor, eu dapibus nunc. Duis iaculis commodo urna, in consequat augue egestas eu. Phasellus egestas, nulla non ornare condimentum, lorem nisi adipiscing elit, et euismod tortor ligula sed felis. Curabitur non leo nibh, vel consequat libero. Sed eget elit justo. Morbi eget rhoncus odio. Donec fermentum massa cursus turpis cursus blandit. Aliquam mi massa, tempus eu consectetur id, tempor eu nisi. Suspendisse est ligula, lobortis eu vestibulum scelerisque, tincidunt ut magna. Sed eget nisl vel est viverra mattis a sagittis mauris.</p> <p>Morbi quis orci vel velit aliquam ullamcorper. Pellentesque id nibh vitae leo pulvinar aliquam non a velit. Vivamus tempus neque et mi tempus laoreet. Nam malesuada bibendum sapien ut cursus. Donec sapien lacus, sollicitudin sit amet aliquet quis, scelerisque nec mi. Pellentesque venenatis iaculis augue vitae ultrices. Vestibulum eu ultricies sapien. Sed feugiat luctus volutpat. Quisque in lorem vitae nisl sodales rhoncus in eu sapien. Phasellus sit amet feugiat leo. Integer quis urna magna, sit amet pretium nisl. Duis id odio at erat vestibulum scelerisque. Suspendisse potenti. Suspendisse laoreet aliquet turpis, a porta sapien tempor at. Mauris sit amet mollis augue.</p> <p>Sed sagittis auctor massa eu venenatis. Sed laoreet lacus ut dolor pulvinar et mattis tellus volutpat. Aenean id turpis ornare lacus luctus vulputate nec in nisi. Ut vitae molestie magna. Duis diam diam, suscipit varius mollis</p>	<h3>See Also <span style="color: red; border: 1px solid red; border-radius: 50%; padding: 2px;">2</span></h3> <p> Title of Page Summery...</p> <p> Title of Page Summery...</p> <p> Title of Page Summery...</p> <p> Title of Page Summery...</p>
<p><a href="#">Terms Link</a>   <a href="#">Privacy Link</a>   <a href="#">About Link</a>   <a href="#">Contact Link</a></p> <p>Links for other social networking sites to post content</p>		

1. A sub menu which will change depending on where on the site the user is. Based on the site map, if the user is in the eating section then recipes, articles and shopping will be on the sub menu.
2. A see also box which will be page specific showing only relevant and related content based on the main content located in the middle column.

## Visual Designs

Inside  
**HEALTH**




Search:  [Advanced Search](#)

[Eating](#) [Living](#) [Video](#) [Members](#)


**Featured Recipe**  
Almond and Coconut Cream  
Fruit Cakes

[Read](#) [Watch](#)

**Recipes**

-  Warm Chicken and Pasta Salad  
[Read](#) [Watch](#)
-  Turkey Apple Pecan Salad  
[Read](#) [Watch](#)
-  Simple Seared Scallops with Mint Pesto  
[Read](#) [Watch](#)

**Articles**

-  **Five a Day**  
Understanding the importance of a healthy diet  
[Read](#)
- Natural Remedy for Iron Deficiency Anemia
- What Everyone Ought to Know About Vitamin C
- What Everybody Ought to Know About Cooking Vegetables
- Understanding and Treating Insomnia

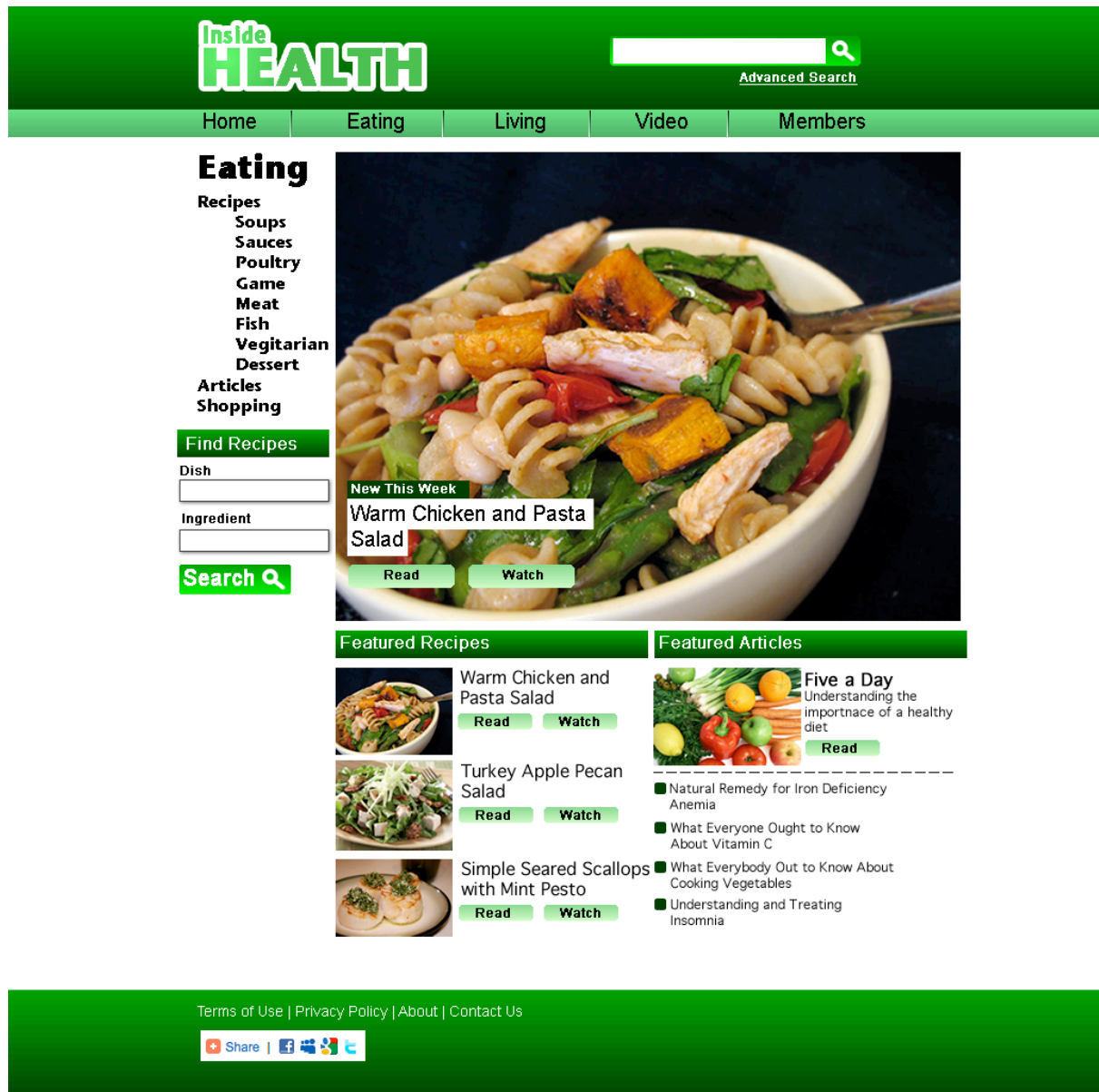
[Terms of Use](#) | [Privacy Policy](#) | [About](#) | [Contact Us](#)

[Share](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

My first visual design has been left purposefully unfinished as I began to notice the site looked to primitive. There is nothing exciting about it and nothing that stands out. Although the large image and lower two columns are fine, the header of the site defiantly needs to be made more interesting.



This is my second version. It is much more colourful and the logo is much more exciting as I have given it a radial gradient and a stroke. I think this is a very good design, the template of which I will use for the remainder of the pages.



This is the eating page, which directs users off to recipes or articles. The content is almost the same of the homepage in this example but would obviously vary. Although featured recipes and articles have been used as headings, there is no reason the headings should be fixed any more than the content beneath them.

The screenshot shows a website layout for 'Inside HEALTH'. At the top is a green navigation bar with the logo and a search bar labeled 'Advanced Search'. Below this is a secondary navigation bar with links for 'Home', 'Eating', 'Living', 'Video', and 'Members'. The main content area is divided into three columns. The left column contains a 'Eating' section with a list of recipe categories (Recipes, Soups, Sauces, Poultry, Game, Meat, Fish, Vegetarian, Dessert) and 'Articles Shopping'. Below this is a 'Find Recipes' section with input fields for 'Dish' and 'Ingredient', and a 'Search' button. The middle column features a recipe for 'Warm Chicken and Pasta Salad' with a photo of the dish, a 'Video' button, and sections for 'Ingredients' and 'Method'. The right column has a 'See Also' section with three smaller recipe thumbnails. At the bottom of the page is a green footer with 'Terms of Use | Privacy Policy | About | Contact Us' and social media sharing icons.

# Inside HEALTH

Advanced Search

Home Eating Living Video Members

## Eating

Recipes  
Soups  
Sauces  
Poultry  
Game  
Meat  
Fish  
Vegetarian  
Dessert

Articles  
Shopping

Find Recipes

Dish

Ingredient

Search

### Warm Chicken and Pasta Salad

Cooking Time  
10 mins  
Calories  
79  
Author  
Roberta Smith

Video

#### Ingredients

- 1 lb 10 oz orange sweet potatoes, cut into 3/4" cubes
- 9 oz cherry tomatoes, halved
- cooking spray
- 2 7-oz boneless skinless chicken breast fillets
- 2 bunches slender asparagus, trimmed and cut into thirds
- 13 oz macaroni (we used whole-wheat rigatoni)
- 14 oz can cannellini beans, rinsed and drained
- 3 handfuls arugula leaves
- 3 tbs fat-free french dressing

#### Method

- 1 Preheat an oven to 400. Place the sweet potato at one end of a large nonstick baking dish and the tomatoes at the other end, cut-side down. Lightly spray with oil and bake for 45 minutes, turning halfway through. Remove the tomatoes after 30 minutes. Preheat a grill over high heat. Cook the chicken for 5 minutes on each side or until cooked through.
- 2 Bring a large saucepan of water to a boil, add the asparagus and cook for one minute. Remove with a slotted spoon and plunge into ice water. Drain. Return the water to a boil and cook the pasta for 10 minutes or until tender. Drain and keep warm.
- 3 Slice the chicken into 1/2" thick strips and place in a large bowl with the vegetables, beans, pasta, and arugula and toss until combined. Add the dressing to the salad and toss until well combined. Season to taste and serve.

#### Comments

This recipe works weel and tastes good.  
Posted by Some User at 16:48 on March 14th 2010

I burnt the chicken but it was still nice  
Posted by SomeOtherUser at 12:18 on March 16th 2010

See Also

- Warm Chicken and Pasta Salad
- Turkey Apple Pecan Salad
- Simple Seared Scallops with Mint Pesto

Terms of Use | Privacy Policy | About | Contact Us

Share | Facebook | Twitter | LinkedIn

This is a variation on the previous page but with three columns. It shows how a recipe would appear. The see also would be populated with more content than just 3 elements.