

Unit 1—Recipe Site...

HCCS STEM—Computer Science, IT, Engineering, Food/Nutrition, Business Studies

What do I need to be able to do?

I can **plan and design** a recipe website. This involves identifying a **target audience** using demographics, psychographics, technographics, needs, and challenges, along with establishing a **clear theme**. Design requires creating **wireframes** for key pages to plan layout, applying principles of **hierarchy, white space, and consistency**, and ensuring **accessibility** through good colour contrast, simple language, and clear, responsive navigation.

I can **build and populate** a recipe website with engaging content and clear navigation. This includes creating a **Google Site** and designing its **homepage** with a prominent title, header image, and welcome message. I will add **at least ten recipes**, each with a clear title, bulleted ingredients, and numbered instructions, enhanced with images or videos. I will also create new pages for recipes and categories, establishing **clear, intuitive navigation menus**.

I can **conduct research** to gather data, **analyse website costs**, and **incorporate feedback** to refine the website. Research involves creating and distributing a **primary data survey** (10-15 questions) to gather user insights. Cost analysis uses Google Sheets functions like **SUM, MAX, MIN, COUNTA, COUNTIF, and IF**, and requires at least **two different charts** for visual representation.

Keywords

Target Audience: The target audience defines who the recipe website is for, considering factors like **demographics, psychographics, technographics, needs, and challenges** to tailor the site's content and design.

Theme: The **theme** provides a clear focus for the recipes and overall content decisions, which could be linked to a celebrity, a concept, or a specific food style.

Wireframes: **Wireframes** are basic sketches of key website pages (homepage, contents page, recipe page) used to plan the layout, organise information, and ensure clarity before building.

Accessibility: **Accessibility** ensures the website is easy to use for diverse users, requiring good colour contrast, simple language, and clear, consistent, responsive navigation.

Primary Data Survey: A **primary data survey** is a direct data collection method, used to gather initial insights from students, teachers, friends, and family about what they are looking for in a recipe website.

Website Costing: **Website costing** involves identifying and calculating potential expenses associated with creating and maintaining a website, such as domain names, web hosting, and software.

Spreadsheet Functions: Functions like **SUM, MAX, MIN, COUNTA, COUNTIF, and IF** are applied in Google Sheets to calculate, track, and analyse website expenses.

Peer Feedback: is a process where students give and receive constructive suggestions on their websites from classmates, which helps identify actionable improvements.



Designing a website - it is crucial to **identify your target audience** by understanding their demographics, psychographics, technographics, needs, goals, and the challenges they face. This foundational understanding then informs the establishment of a **clear theme** for the website, which guides all content and design choices. When planning the layout, **wireframes** are essential for sketching out page structures, ensuring proper **hierarchy** to highlight important elements, sufficient **white space** for readability, and overall **consistency** in design elements across the site. **Accessibility** is paramount, meaning the design must incorporate good **colour contrast**, use **simple and understandable language**, and provide **clear, intuitive, and responsive navigation** so the website can be easily used by different individuals on various devices. The **visual design**, including the colour scheme, fonts, and images, should be deliberately chosen to evoke appropriate feelings and align with your chosen theme and audience, ensuring the content is presented in an engaging and easy-to-follow format, ideally with relevant images or videos. Incorporating insights from primary research and **peer feedback** is a vital final step to refine the design and ensure it perfectly meets the needs and expectations of your intended users.

Your assessment follows the pattern of the IT course at GCSE for this type of task (which is a combination of the first two assessed units of that course). You will submit this and it will be marked against the specified criteria and given a Pass (a grade 4), Merit (a grade 6) or Distinction (a grade 8) for each section.

10 Test your understanding questions

Here are 10 multiple-choice questions summarising the whole unit:

1. What type of audience characteristic focuses on users' interests, hobbies, values, and lifestyle?
A) Demographics B) Psychographics C) Technographics D) Needs/Goals
2. What is the purpose of establishing a "clear theme" for your recipe website?
A) To limit the number of recipes you can include B) To make it harder for the target audience to understand C) To provide a clear focus for the recipes and overall content decisions D) To ensure it's linked to a famous celebrity chef only
3. If you collect data yourself for the first time, directly from the source, such as through surveys or interviews, what type of data is this considered?
A) Secondary Data B) Quantitative Data C) Primary Data D) Qualitative Data
4. Which of the following is a key accessibility consideration to ensure a website is easy to use for diverse users?
A) Using complex language to challenge the user B) Ignoring colour contrast to allow for creative freedom C) Ensuring good colour contrast, simple language, and clear, consistent navigation D) Designing only for desktop users, not mobile
5. What does "White Space" refer to in the context of effective website layout?
A) The background colour you choose for your website B) The empty space around text and images that makes the page look clean and easier to read C) The most prominent heading or image on the page D) A mandatory section for terms and conditions
6. What is a primary reason for creating wireframes when designing a website?
A) To choose the final colours and images for the site B) To identify the specific costs involved in development C) To help plan the layout, organise thoughts, save time, and ensure everyone is on the same page D) To write the actual content for each recipe
7. Which of these is an example of a potential cost associated with creating and maintaining a website, as discussed in the unit?
A) Daily grocery shopping expenses B) The annual cost of a domain name C) Personal electricity bills D) The cost of a new computer monitor
8. In Google Sheets, which function would you use to calculate the "Grand Total" of all your website costs?
A) MAX B) MIN C) COUNTA D) SUM
9. When adding recipe content, what elements are explicitly required for each recipe page?
A) Only a video tutorial with no text B) A detailed historical overview of the dish's origin C) A clear title, bulleted ingredients, and numbered instructions D) A link to a competing recipe website

10 Test your understanding answers

1. B, 2. C, 3. C, 4. C, 5. B, 6. C, 7. B, 8. D, 9. C