

# *Mum's Pots*

## Major Project Final Report



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MA Web Design and Content Planning

University of Greenwich

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# 1. Introduction

Without doubt this was one of the most intense years of my life... moving to a new country, finding a job and a place to stay whilst studying for a master's degree. Quite a big challenge that marks a new beginning in my life. This has been an incredible a journey within a lot to accomplish knowing that the day I will say "I have finished the project" will be difficult to come.

This has been a building process of gaining knowledge but there still is a long way to go and so many challenges lie ahead. I have to work a lot to become a web designer, but from someone that didn't know what was a HTML to finally built a website in Wordpress what an achievement. As I say for some it can be peanuts but for me a milestone that I'm very proud off.

All the great things I have learned and conquered this year I believe they will be life changing and will enable me to open new paths in my professional life. Even though I understood that I will have to study for the rest of my life...

Although the website as been launched, this is a project that I will continue working on for two reasons: my son is still at university so he continues to ask for recipes and also because there is a lot to be done and improved on the website. For me this is a continuing learning process and for him and other teen I hope it will be a helpful tool.

## Motivation

The theme of my project, was chosen almost at the beginning of my MA journey which basically came to fulfil a need of my son. I'm a mum of a 19 year old teenager that last year started university, so it was the first time living on his own and having to take care of him. One of his main struggles was with homemade food, of course he had lunch at uni, but he missed Mum's recipes at dinner!

Mum's Pots is a website of Mum's recipes to their children. The core idea is to easily teach simple and comfort food to a teenager away from home, but as I was planning this project, I also started gathering some ideas about small tricks that will help them on their daily routines specially concerning time and money in the kitchen.

This website aims to maintain the tradition of cooking, the knowledge that is passed through generations between people that love each other, the family. Mum's Pots is not just a random recipe website, it tries to remind people that a meal is an incredible institution full of powerful memories and flavours, a pure act of love that happens in almost every family. I really would like this project to grow because it means that more and more parents are willing to share there recipes but also their children have the desire to learn and these recipes will carry on passing to new generations.

## 2. Developing The Concept

### Twitter Description

Mum's Pots is a website where mum's share their recipes with their children whilst studying away from home. It also gives some small everyday tips to make their life easier in the kitchen.

### Problem

Although there are a lot of sites of recipes, many of them aren't so clear or easy for these young cooks.

The main goal of this website is trying to help young teenagers to cook mum's home recipes in a simple way and also help them to manage their time and budget in the kitchen.

### Elevator Pitch

Simple home recipes that can easily be followed by young teenagers, that like to cook, and are living away from home missing their mum's food.

All recipes are classified individually as being part of a category such as: Brunch, Main, Sweet Treat and Late Snacks. And for each recipe we define the time it takes to make, how difficult it is and the money they will need to do it.

### Value Proposition

The shared recipes are from food that teenagers know from home, they grew up with these flavours. These are the recipes they have asked their mum's for when feeling homesick. And of course it is a way of

the mum's being closer to their children, passing their knowledge of good homemade dishes.

For now we are just four mums, between Portugal and London, sharing their recipes but the goal is to have more and more parents, so that in the future we'll have a win-win partnership between mothers and students across different parts of the world.

What we know for a fact:

1. There're many university students that have a hard time cooking, either because they don't know or don't have the time whilst studying.
2. The cooked meals, home-delivered usually are expensive and not so healthy.
3. Many of them miss their mums cooking.

## Unique Selling Proposition

The main goal of this project is sharing good and delicious different mum's special recipes. Although there are thousands of different sites with all sort of culinary approach, the idea behind Mum's Pots is mothers sharing their children favourite recipes. For now we are all Portuguese mothers, but I believe this is a project that can go around the world.

As simple as it may sound, creating Mum's Pots, will fill the need hopefully of my son and other young adults living away from home but missing that homemade mum's food.

## Manifesto

This is a recipe website dedicated to (Portuguese) teenagers currently studying at university, either in Portugal or London with the main purpose of presenting easily following mum's recipes so that they can feel less homesick and also teach them some small tricks around the kitchen. The intention is to have a simple and easy site for them to find how to cook a recipe and also have some ideas to spend less time or money in the kitchen.

## 3. Culture Context

### Global Customised Proposal

"**Cooking** or cookery is the [art](#), [technology](#), [science](#) and [craft](#) of preparing [food](#) for consumption. Cooking techniques and ingredients vary widely across the [world](#), from grilling food over an open fire to using [electric stoves](#), to baking in various types of [ovens](#), reflecting unique environmental, economic, and cultural traditions and trends. The ways or types of cooking also depend on the skill and type of training an individual cook has." (Transcription from Wikipedia , 12-10-18).

In my family cooking has always been a part of our daily routine, from very young I understood that family meals were a very important time of the day. I always had meals with my family, unfortunately a joy that nowadays many don't have the same possibility. My mother always cooked for her family just like my grandmother did. Some of our home recipes have been passing through several generations, of course with an update twist. As I say everyone adds its pinch of love and wisdom. For a

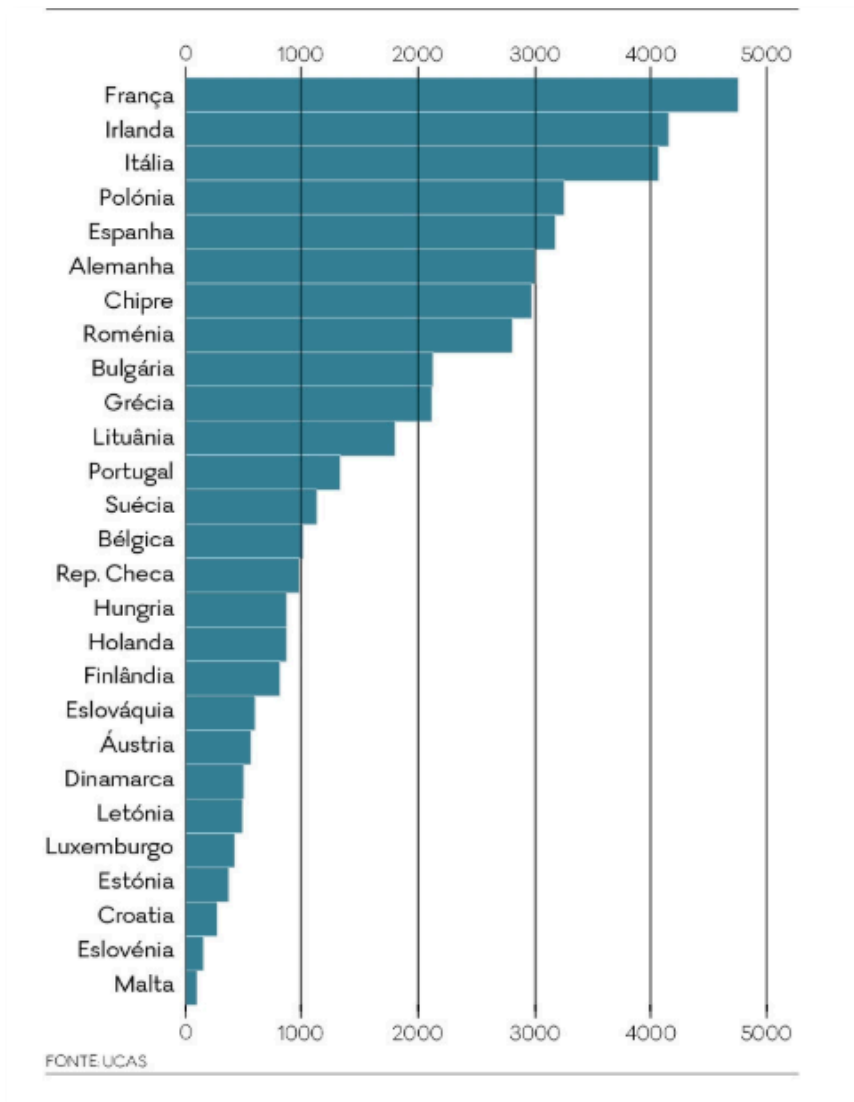
fact eating together helps us build and strengthen bonds between family members.

A tradition that I couldn't maintain, being a working mother, but I always tried to have that special moment on a daily basis at breakfast and dinner time. In our culture it is a habit having Sunday family meals, which mean children, parents, grandparents, uncles and aunties, cousins, friends... the more the better. Family meals bursting of amazing food made by grandmother using recipes she had learned with her mother. These cultural traditions pass through generations. A good family or friends reunion usually mean gathering around the table for delicious food and bonding.

Although it seems like a contradiction, globalisation has brought people from different cultures closer but more families apart. It is increasing the number of teenagers that go to study abroad.

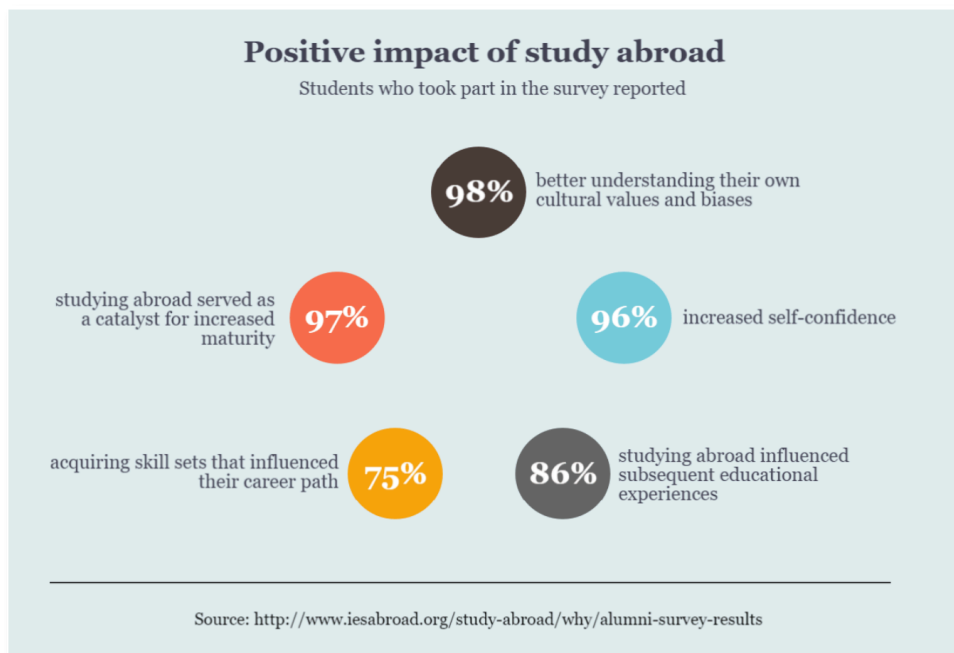
*"The global number of students who study abroad continues to rise with an annual increase of 10%. There were almost 5 million international students in 2014. The Organization for Economic Co-operation and Development (OECD) has projected that, with demographic changes, the international student population is likely to reach 8 million by 2025."*

## Number of Students that applied to UK universities in 2017



When people are studying away from home it is when we most miss our cultural values.

Clearly there are new trends in the way these young teen feed themselves, but they also miss the flavours they grew up with, and this is where Mum's Pots fill a gap. It can fit all, but it is specially designed for those you know this flavours, grew up with these recipes...each mum is sharing with her children that special food bond. This is not a website written for masses of people, this is a website were each mum writes to her child and tries to deliver that cosy home feeling.



Of course I was focused on my son and my surrounding environment: I'm a Portuguese mum(student) leaving in London with my son studying in Portugal. But the other mum's sharing their recipes leave in Portugal and their sons and daughters are studying in London. In the late years the number of Portuguese students moving to United Kingdom universities has been increasing in a average of 17%.

## 4. Business Context

### User Need

The development of this project isn't with the goal of making it a business, but from a strategic point of view it can be transformed into something quite profitable. As more and more mum's make part of this community their recipes can start to be rated by others mum's and teen website users. If its audience grow we can create a free app with a payed feed for access to the best recipes, and as things progress maybe we can find a sponsor to make prepared easy recipe kit ingredients for our best dishes, that could easily be bought in a supermarket. And of course as more mothers gather, a multicultural range of recipes are presented, because all of us have different backgrounds and different social influences.

Although there are some sites with recipes for teenagers like [mouthofmums.com.au](http://mouthofmums.com.au), [kidshealth.org](http://kidshealth.org), [netmums.com](http://netmums.com), [yuppiechef.com](http://yuppiechef.com) they are not written for them as the audience. Sites with a lot of information which include recipes for teenagers but personally I think these recipes are more easily followed by the mothers than the teens. And lets be reasonable, if my son likes a recipe done by me and he wants to replicate it he is going to ask me how to do it...he doesn't want to go into the web and find 1,000 results, he will go to his mum's website for it. This website is dedicated to a very niche audience.

The core idea is to have a simple website with recipes easily followed by very special teenagers, our children. The next steps will be to create much more content and improve the overall layout.

## Users Advantage

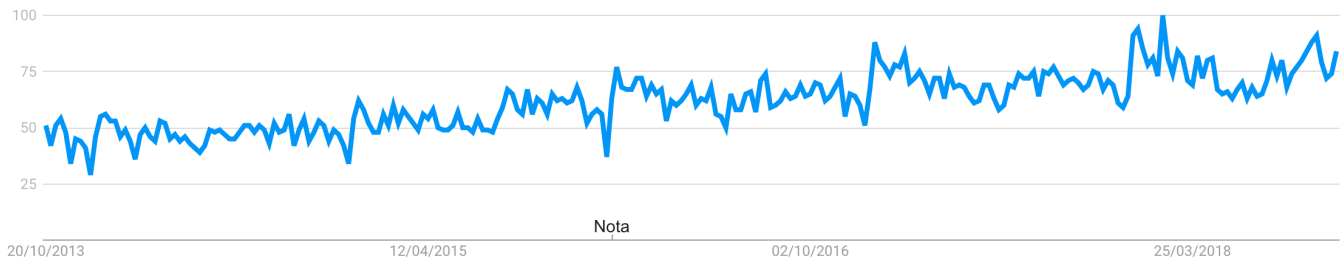
Nowadays in developed countries it is much easier to grab cooked meals from a supermarket, takeaway is more and more common, there are even businesses around it like Uber Eats. There is nothing simpler than a already done meal delivered to your door. Is this the path to follow? I don't agree and I would like to make a warning call, Mum's Pots also has the mission: cooking isn't difficult, when you cook you know what you are eating, cooking your food will contribute to gain health and money benefits.

When you cook you are the one in charge of choosing what you are going to eat: picking your ingredients enables you to make better choices, it is up to you to make quality and content decisions. And as strange as it may sound, buying fresh ingredients is cheaper than buying pre-made meal, because you don't have to pay for the labour of making your food.

I'm not saying to should never eat out, but making the choice of cooking most of the time and preparing your meals is the best way to have a healthier lifestyle.

As people get the knowledge of the benefits, more cook at home and even take their meals to work. It is for a reason that the interest in home meals as been gaining interest in the last year, as you can see that graphic below from google trends.

Interesse ao longo do tempo ?



## Competitor Analysis

Looking on the web for recipes websites we will find thousands and thousands of them. As we start to refine our choices we are able to find also a lot of websites thinking of the mum's and also teenagers. Nowadays it is easy to find how to make a dish online, the thing is: is it good, are users able to follow the recipe and deliver what is intended? Here are some examples of webpages with recipes for teenagers:

- <https://www.deliciousmagazine.co.uk/collections/student-recipes/>

Strengths	Weakness
Very appealing images	No video for the recipe
Nutrition information per serving	Too many things on the recipe page
Number of servings and time	Many ads
Price per serving	
Difficulty and rating	
Clear to follow recipe	

- <https://kidshealth.org/en/teens/recipes/>

Strengths	Weakness
Recipe reading possibility	Not a very appealing recipe design
Prep and cooking time	Not the greatest picture of the dish
Number of servings	No video
Nutritious analysis per serving	
Equipment and supplies needed	
Recipe in spanish	

### Searches related to recipes for teenagers

- [recipes for picky teenage eaters](#)
- [teenage food ideas](#)
- [bbc recipes for teenagers](#)
- [teenage baking recipes](#)
- [meals for teenage groups](#)
- [healthy recipes for teenage weight loss](#)
- [meals for fussy teenager](#)
- [easy recipes for tweens](#)

For a fact, teenagers have a lot of solutions to get recipes online, the main difference when we talk about Mum's Pots, it is a website written directly to them. Mothers writing their own recipes for their children, trying to teach them how to make the food they are used to eat at home. This I believe is the main differential aspect from Mum's Pots website to all other existing recipes websites. Searching for the competitors of Mum's Pots I had the opportunity to realise that although there have been published some cooking books with the same principal, with mum's or grandmothers recipes, this is the first website written from mums directly to their Childs.

## Swot Analysis

### Strengths

- Home made comfort and healthier food
- Special family recipes that can be improved
- Engaging relations in family members
- The audience know the dishes and how they are supposed to taste

### Weaknesses

- Bad Recipes
- Mothers not engaging with the project because mum's cook with their heart and no recipes...they will have to start writing their recipes down
- Running out of recipes
- Young college students not being able to recreate the recipes
- Cooking takes time

### Opportunities

- There are many mum's having their children studying away
- Great chance of being a growing community
- If more mothers share it will enhance quality and value of the recipes
- Getting sponsors to implement the recipe ingredient boxes concept

### Threats

- Mothers not wanting to share their recipes
- Other recipe sites with identical purposes

## 5. Commodity

### Site Content

Thinking about the users of the website I chose to write the recipes in a very clear, simple and easy to follow guide. My audience won't like to spend too much time trying to understand a recipe. And this is why whenever it was possible I made a video with the aim of having a visual identity of the recipe.

Developing the content took a lot of time, because mothers don't usually cook with a recipe guide, they do it with their heart with whatever there is in the fridge. So this was the first struggle for all of us: writing down the recipes listing ingredients and quantities.

For each recipe I define what kind of meal it is: brunch, main, sweet treat and late snack, but all of them have a time to be prepared, the average budget to prepare the same number of portions and the difficulty of the recipe.

Besides the recipes I suggest some kitchen tips and ideas to help users gain time and spend less money in the kitchen.

As the website is for teenagers I had decided to go with a cartoonish approach for the recipes images, but after last feedback I agreed that the image of the real food is much more appealing so went for a more realistic design: the images of the food that I prepared which I think are more eye-catching and also provide a natural colours to the website.

Personally I believe that one of the best things in Mum's Pots is the fact that it hasn't got any kind of advertisement, pop-ups or ads is a great strategy to make teens leave the website. Great that this isn't a form of livelihood.

## User Personas

My target audience is probably generation Z, although I would also include part of generation Y. It is a much tech generation, that solve many of their problems with the world wide web, mainly because they don't even now what is living without the web. Who will use Mum's Pots website:



Name: Yuri Oliveira

Age: 19

University: Nova School Of Business and Economics

BA in Economy

Country: Cascais, Portugal

Likes to cook because appreciates a good home meal. The goal is to spend as less time in the kitchen, cooking delicious meals without spending much money.

Name: Margarida Laranjeira

Age: 22

University: Solent University

MA in Advertising and Multimedia Communications

Country: Southampton, United Kingdom

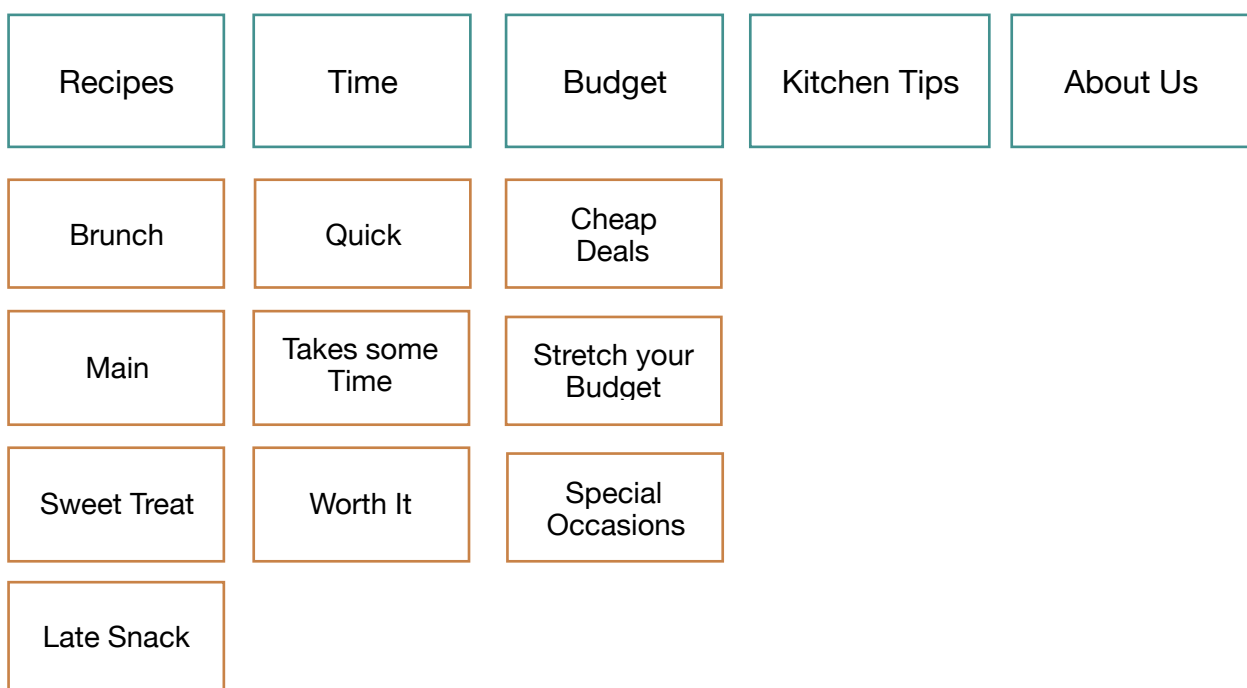
First time living away from home. Sharing a house with Portuguese classmates. Really misses her mothers cooking.



## Information Architecture

As I first thought about my project and by analysing other recipe websites I was going to organise the recipes by ingredients or different kind of meals. But actually with the feed back of classmates and teachers, I tried to understand and think in what made sense for my target audience.

My final decision was to organise recipes by four main kind of meals and for each of the recipes I would classify the time, the budget and the difficulty. Although I didn't put the difficulty category on the main navigation, it is possible to choose either from the search button or in the bottom of every webpage where there is a filter of categories.



## 6. Firmeness

### Front-End Technologies

In the initial phase of my project I wanted to keep everything as simple as possible, so decided I was going just for HTML and pure CSS. Unfortunately as time was passing and I wasn't accomplishing my defined deadlines panic took over me so I opted to use some shortcuts. Definitely not the best solution I would say, but it was the only way to start having things done. In the future this isn't the way I want to approach my work because the feeling I have is that I used a lot but learned a little. So in this project you'll be able to find: HTML, CSS, Javascript and some Bootstrap. I also used some Wordpress plugins for some of the functionalities of the website, like the responsive navigation bar in smaller screens a menu. I have plain conscious that I all did is perfectly doable with just HTML and pure CSS. Definitely a challenge to embrace in the future.

### Back-End Technologies

Choosing Wordpress as my content management system was driven by these main reasons:

- WP is a free open source web development platform;
- accordingly to Yoast accounts for 20-25% of all new websites so it may open job opportunities for me in the future;
- developing my own theme with the possibility of adding plugins that extend the functionality of the Wordpress site;
- last but not least, the fact that there is a lot of information teaching how to use Wordpress.

## Backup

As I decided to develop most of the content of the website I had to spare my time between the construction of the website and the development of the recipes. As the content was becoming very heavy I decided to make backup every week by date saving in my iCloud and also an external hard drive.

Most of the time I worked on my project with a local server. I had a very late first date launch on the 2nd of October, for Final Major Project presentation. After that I had to download all my databases, so that I continue my work in my local server. My final launch date was on the 16th of October when I had to upload all databases and website files.

## Hosting & Domain Name

As I was already working with Clook web hosting from the beginning of the year due to my MA work, and I did like their support I decided to add my domain and upgrade my services for a shared hosting-2.

They provide:

- 2000MB Disk Space
- 40,000 MB Bandwidth
- Host to 10 websites
- 512MB RAM Limit
- Free SSL certificate
- 24/7 Support

Thinking about the users of the website either from UK or Portugal, I decided to choose [mumspots.com](http://mumspots.com) as my domain name. The expenses to be in consideration are:

<b>Cost Description</b>	<b>Period</b>	<b>Investment</b>
<b>Domain registration</b>	1 year	£17.99
<b>Upgrade Space shared hosting</b>		£28.90
<b>Look shared hosting-2</b>	1 year	£96.00
<b>TOTAL INVESTMENT</b>		<b>£142.89</b>

## 7. Design

### Inspiration

As a first approach I taught in designing a very greasy cook book, which probably made sense for my generation, not generation Z that computers and tech are there middle name. So ok, let's try a more clean approach, but not forgetting that the mum's are from an older generation, we are the one's that have lived before and after the internet, the ones that saw in the kitchen the greasy cooking books of their grandmothers but also the ones that now have a tablet in the kitchen.

If I want to engage with my audience, I must have small videos explaining how to do the recipe, a clear ingredients list and the steps to follow in the description, basically they want information in a very easy and accessible way. I also took a look at other websites like [tasty.co](https://www.tasty.co), [allrecipes.co.uk](https://www.allrecipes.co.uk), [tastemade.co.uk](https://www.tastemade.co.uk) and clearly besides all the advertisements they have for sponsorship the last one has the need of subscription with a monthly or annually fee so you can have access to the recipes.

Basically I chose a minimalist approach where the focus are the recipes. I believe that I was able to deliver a simple website, easy to navigate with a motherly touch through my "handwritten" tips. The core idea as a parent, was to have a a cozy and warm website but with the parenting boundaries which show love and care.

For now the recipes presented in the website are the one's our children asked for which probably represent some of the dishes they miss the most, of course there are some more to come.

## Colour Choice

For my colour inspiration I was driven by the colours of the the spices but also wanted to have in a subtle way the colours of the Portuguese flag which are green, blue, red and yellow. So why not combine both!

### Light Color Palette



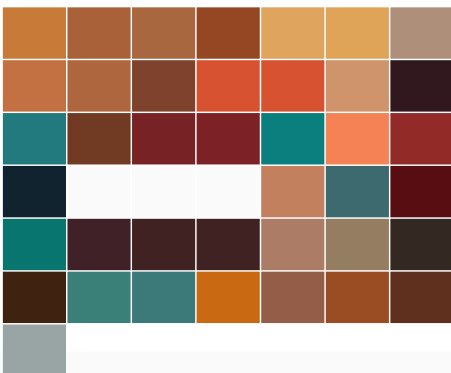
### Medium Color Palette



### Dark Color Palette



### Complete Color Palette



### Uploaded Image:



[Click here to view original size](#)

#### Current color:



Hex: #3a2112

#### Selected color:



Hex: #531418

#### Last 8 selected colors: (Clear list)



The chosen palette :



## Typography


When it came to decide about typography I decided to work with Google Fonts as always: free to use, no licenses required and faster loading times. My option was to have two different fonts: one that was light and simple to write most of the content of the website and another one that would represent my handwriting as if I was talking directly to the user. The two fonts that I chose to fulfil these requirements were Muli as my sans-serif main content font and the Satisfy as my handwriting.

But neither of these fonts were strong enough for my logo, which in the case I went for the Spicy Rice, although a bit playful it is a much strong and powerful font.

Spicy Rice

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Glyph



Characters

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3**  
**4 5 6 7 8 9 0 ' ? ' " ! " ( % ) [ # ] { @ } / & \ < - + ÷ \*  
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Styles

Type here to preview text

Mum's Pots 40px

**Mum's Pots**

# Satisfy

Glyph

Ss

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567  
890'?'“!”(%)[#]{}@}/&\<-+÷x=>®©\$€£¥¢;:,.\*

Styles

Type here to preview text

Confirm the ingredients list

40px

Confirm the ingredients list

# Muli

Glyph

M  
m

Characters

ABCČĆDĎEFGHIJKLMNOPQRSŠ  
TUVWXYZŽabcčćdďefghijklmno  
pqrsštuvwxyzžĂÂÊÔŮŮăâêôș  
1234567890'?'“!”(%)[#]{}@}/&\<  
-+÷x=>®©\$€£¥¢;:,.\*

Styles

Type here to preview text

Content of recipes

40px

## Logo

Every new goal was a challenge. The design of my logo was one of the things I started to work in the beginning of the project and after a lot of sketches I knew that my logo had to have a pot, but at the same time I wanted to convey that mum's cook with their heart. As for a fact, mum's don't have recipes, they just add on the pot and make magic.

Which was the path to follow specially knowing the my design background is really low...saw many images, tried to create something that represented me as a mum in the kitchen. Came up with some ideas and the family decided for the green pot with the smoky heart.



The final result:



## 8. Implementation

Due to the struggle of learning Wordpress at the same time producing the website content, on a forty hour week job routine was quite overwhelming. Of course doing well and quickly was impossible, I missed basically all my scheduled deadlines. Finally the first launch of the website was on the 2nd of October and the re-launch on the 16th. Based on the feedback obtained in the final presentation on the 3rd of October I was able to make some adjustments and also develop some more content, but still believe that I'm very far from my goal.

I had to deal with a lot of difficulties, things I hadn't considerer in the preparation and development of the project. I would say time was my worst enemy to overcome all the barriers, starting with the elaboration of the recipes and the linguistic lack. It took a lot of time until I found a method to elaborate the recipe's filmstrip. Then came the technical part of developing a Wordpress theme, understanding the template hierarchy and how to incorporate it in my project.

Although I had created four distinct periods for the development of my project, at the end of the first one I was already feeling the snowball effect, so basically decided to work in different aspects accordingly to the time and tiredness I had each day. Basically I was working on the recipes on my days off and in the days that I was working I tried do divide time between improving my illustrator skills, writing my HTML and CSS, learning Wordpress.

May	June	July	August	September	October
Writing recipes and filming				Editing videos	
Illustrator	HTML and CSS	Logo design and attempt to design icons for the website	Logo finished Final colour scheme		
		First attempt with Wordpress	Learning Wordpress	Creating my first theme in Wordpress	
				Social Media launch	1st and 2nd launch of Mum's Pots website

## Content Management System(CMS)

I had decided to use Wordpress as my Content Management System for all the reasons I have presented before, and specially because the core knowledge I needed to have was some HTML, CSS and PHP. How far was I to know what was there to come!

I had three options: using a Wordpress site builder (which is not a good choice according to one of our Wordpress tutor specialist), another option was to make a child theme from a parent theme, what probably would have taken me even much more time than developing a theme from scratch., last but not least starting a theme from scratch. I decided to go with a very simple theme, designed by me and go as far as time would allow me to.

Has I started to read some material about Wordpress, decided to take a beginners course in how to build a Wordpress theme from scratch what was really useful to understand and trace the path I needed to go otherwise I would be in very deep trouble.

Probably this decision helped in many ways but also made be go behind in some aspects, but main of all I was able to learn and create a simple final project.

## Wordpress Theme Development

Understanding and learning how to work with Wordpress was probably the biggest challenge through out this process. Not only for the fact that there was much more php involved but also knowing what was needed to develop a theme in Wordpress. The great thing of developing a theme is almost like creating a puzzle in which we have to respect the basic template hierarchy and add on as wanted.

making a theme from scratch was a good choice and I'm not scared to go into new projects with Wordpress, definitely they will only get better with the more challenges I overcome.

## Wordpress Plugins

As I was developing my Wordpress theme I clearly understood the amount of plugins there are available for WP, the thing was not to get addicted and just really use what I needed. In my project I allowed myself to use some plugins which helped me with some shortcuts. Besides reading about them all the used plugins are free, as for now it hasn't made sense to buy any of them.

These are the actual installed plugins:

- Askimet-Anti Spam: to protect the website from spamming attacks.
- Contact-Form 7: In the about us page, parents can use the contact form to communicate with me.
- Cookie Notice: as Mums Pots is a Wordpress powered website it uses cookies and accordingly with the new GDPR it is important to inform users that the website is using cookies.
- Google Analytics Dashboard for WP: which allows me to know how the website is being visited and make a strategic plan for improvement.

- Show Current Template: this plugin is great because as the number of php files increase as we are adding functionalities to the website it is important to know which files we are working on, it can be simple but it helps a lot.
- WP Responsive Menu: This menu is activate when the website in seen in the smaller screens.
- WP Responsive Recent Post Slider: at the moment I have a slider at the bottom of the homepage with the latest cheap, quick and easy recipes, but probably this is one of the sections that I will change in the future, which means that this plugin with probably be deactivated.
- WP Sitemap Page: easy way to make a sitemap in wordpress so that visitors can easily know all the pages and posts available on the website.
- Yoast SEO: the goal is to help me optimise my content

## Social Media

As we all known nowadays having just a website is not enough to promote our business , so for me it was clear I had to be in the social media channels. I didn't want to go over the edge, but I knew I had to be at least in the channels where my target audience is and that is why I chose You Tube, Instagram and Facebook. Unfortunately I didn't have the website ready but I decided to start with the social media pages, but as everything make a hole probably in the future I will be able to promote more properly recipes and the website. now I haven't been able to dedicate myself seriously promoting the recipes of the website, I did make some posts but clearly not enough to engage the users. I believe it is a process that it will take time and I will only be able to measure real results in the future. Even so, for such a late launch, there have been some

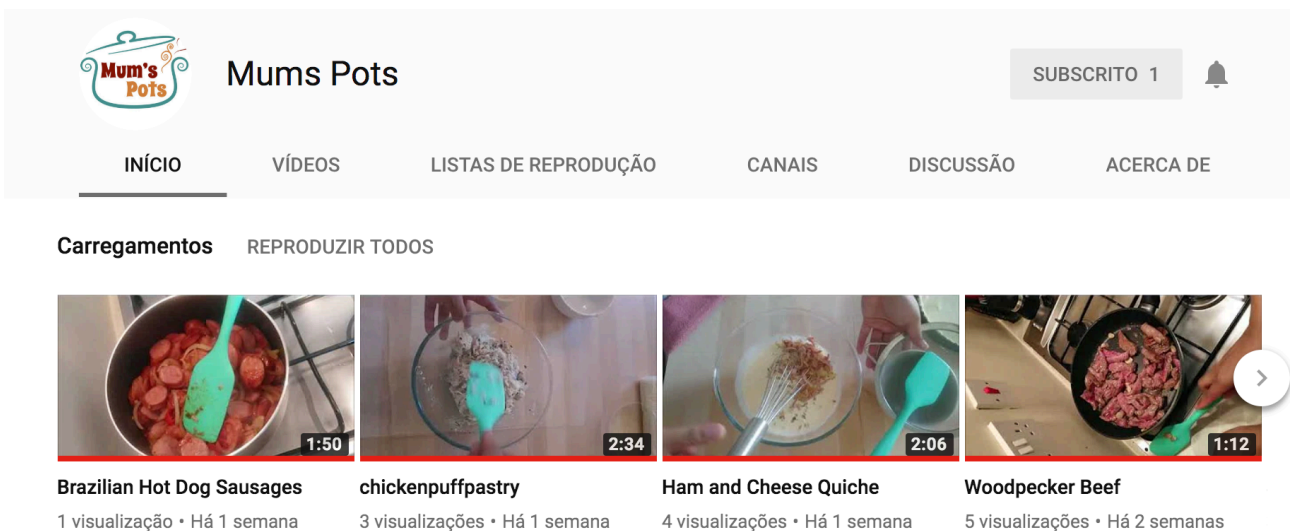
reactions and as far we have some followers in Facebook as Instagram and some visualisation of the videos on You Tube.

So far I haven't had time to put enough content and consequently promote it. As more and more recipes will be posted I believe more and more viewers will start visiting/following either the social media pages and also the website.

## Instagram results



## You Tube Videos



## Facebook Results:



### As tuas 5 publicações mais recentes >

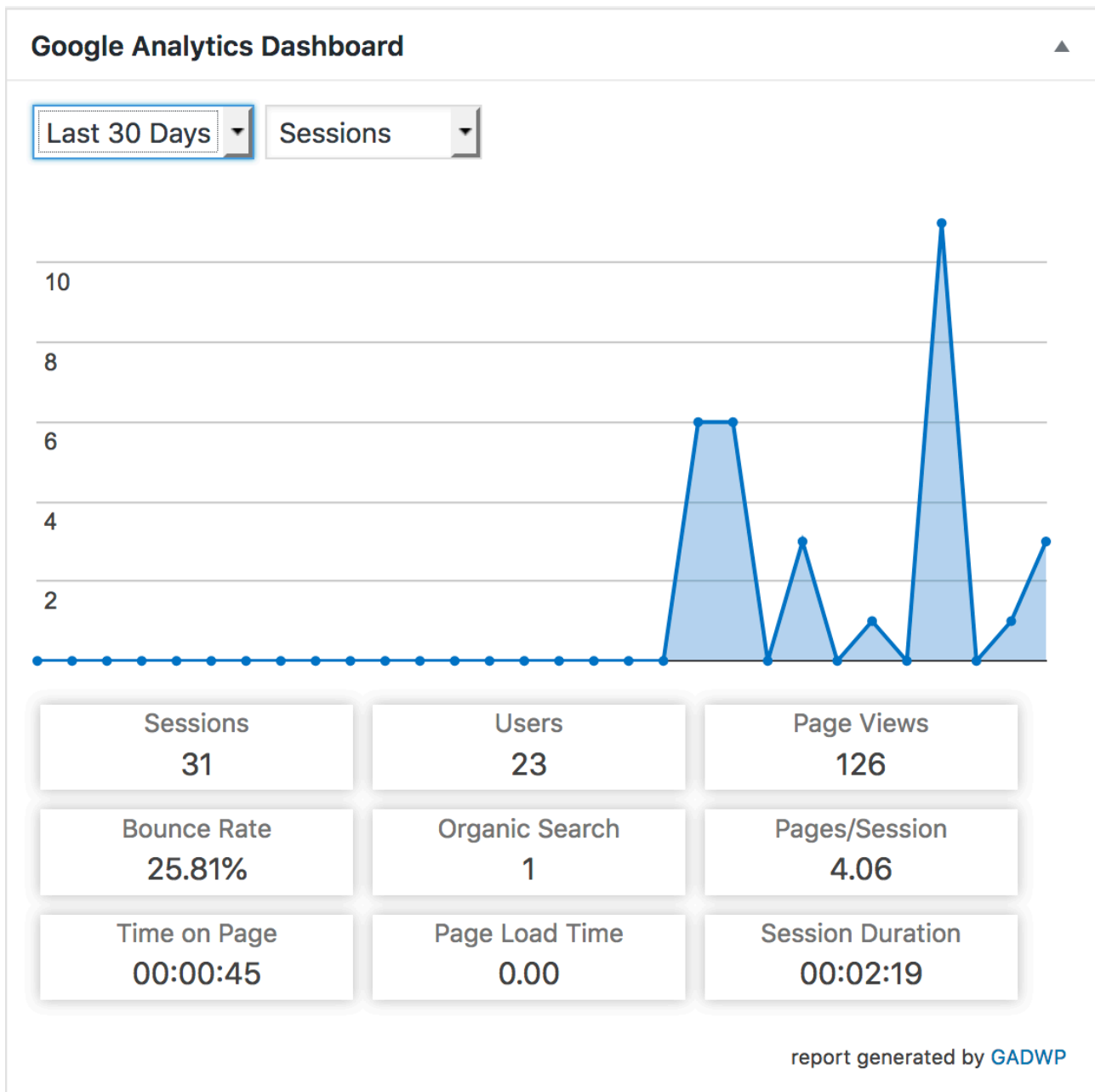
■ Alcance: orgânico/pago 
 ■ Cliques em publicações 
 ■ Reações, comentários e partilhas <sup>i</sup>

Data	Publicação	Tipo	Público-alvo	Alcance <sup>i</sup>	Interação	Promoção
22-10-2018 08:21	 Sausage rolls			37 	10 6  	<a href="#">Promover Publicação</a>
22-10-2018 08:18	 Easy sausage rolls			25 	3 1  	<a href="#">Promover Publicação</a>
21-10-2018 20:39	 A good recipe for weekends. For more			18 	0 2  	<a href="#">Promover Publicação</a>
17-10-2018 22:04	 <a href="https://youtu.be/rA-NRyCEFF0">https://youtu.be/rA-NRyCEFF0</a> Nown as			16 	1 1  	<a href="#">Promover Publicação</a>
22-09-2018 08:27	 Because teens just love			29 	2 4  	<a href="#">Promover Publicação</a>

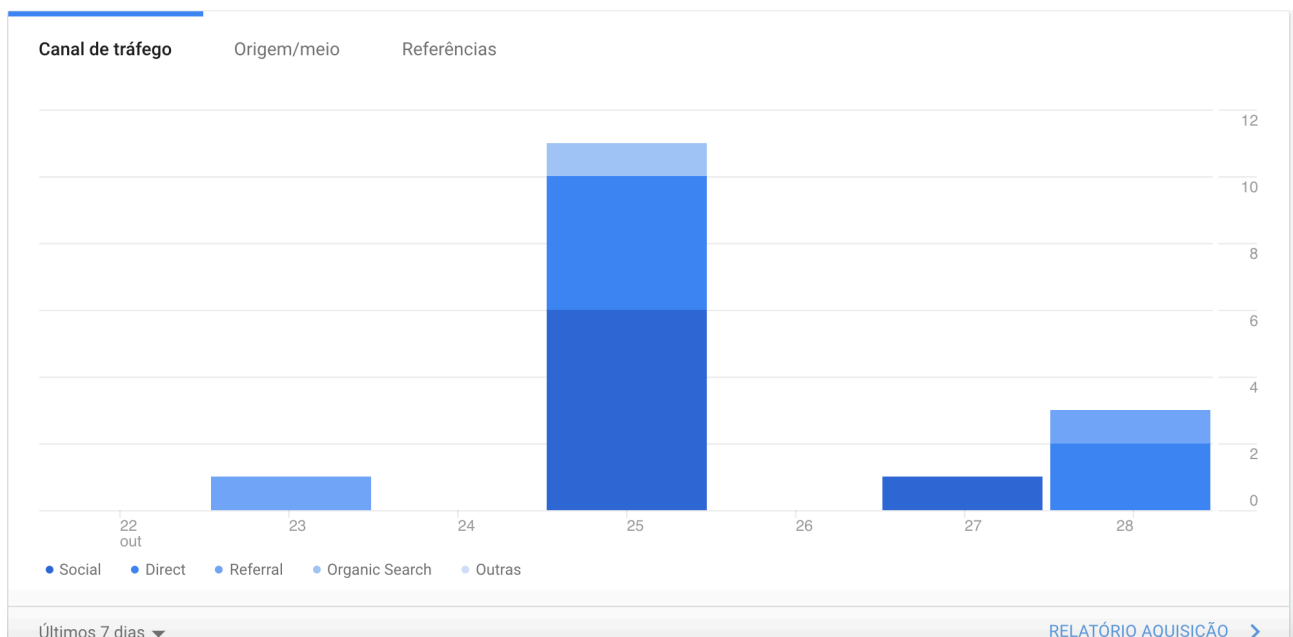
# 9. Performance Analysis

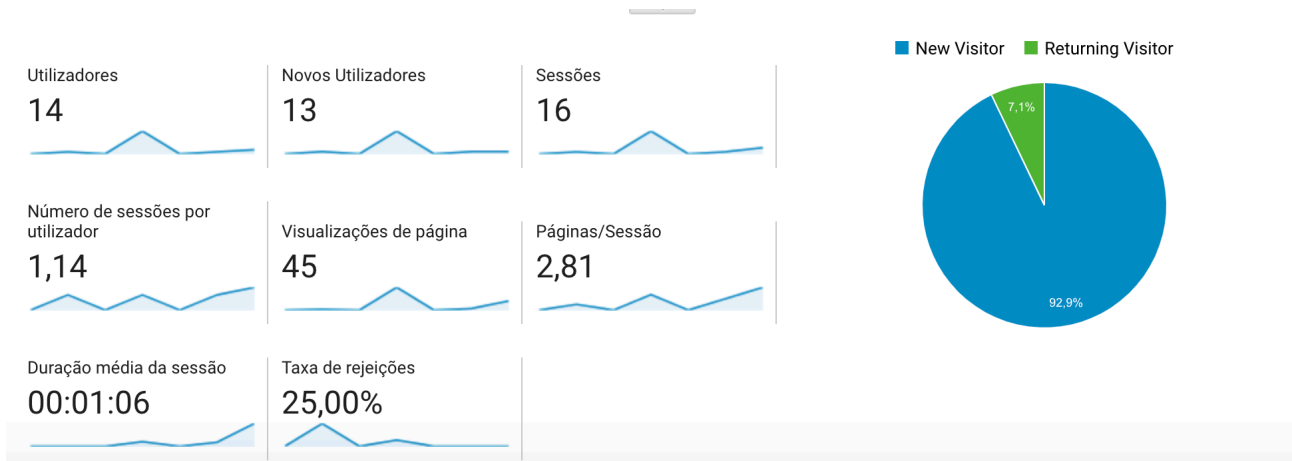
## Google Analytics

As mentioned before as the launch of the website was very recent, it's results are very premature. As content will be added and promotion will be done, I will have more realistic data allowing more truthful conclusions. For the time being I really have to work on the website's content. These are the results obtained from the google analytics plugin in Mum's Pots website:



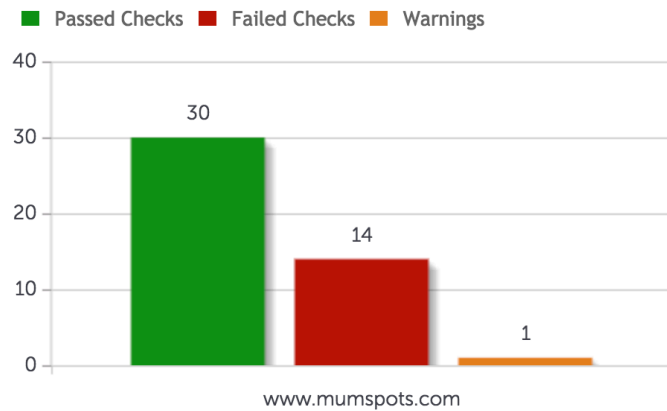
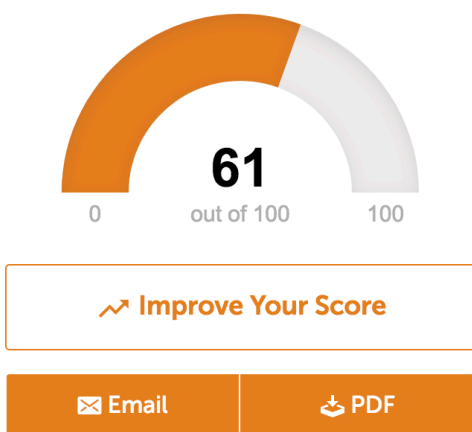
Results from Google Analytics website, in the last 7 days, where we can see that is improving the number of users and social media is the main booster of the website visits.





## SEO

Concerning the SEO analysis there are some corrections that need to be done asap. Going through the list of improvements one of my priorities is resizing the weight of the images that I have used. Also need to improve the loading speed of the website.



# 10. Conclusions

## Reflection and Conclusions

As mentioned before I'm quite satisfied with what I have achieved, specially looking back at all the struggles I had to go through, either because of the difficulty of expressing myself in a different language of my mother tongue but also having to write recipes that I did by intuition (mum's gut) and all the hard time I had understanding and learning how to work with my chosen content management system (WP).

I do ask myself: "Could you have done much better?" Yes I could, probably if I had less responsibilities in my life and not working 40 hours a week. It was insane but made this goal over challenging. Hopefully now I will have the time to review all the approached themes we talked about during the academic year, reevaluate and dedicate my time exploring them deeper.

I have worked in sales and marketing for the last 20 years of my life, four years ago decided to go back to university, finished my BA in Marketing and Business Communication and that not being enough flew to another country for a MA in web design ....really! Too much going on... definitely I'm a person that likes to learn but it is time to do it without deadlines and schedules.

I came into this Masters with a slight idea of what was expecting me, and what a challenge I did embrace.

During the execution of the MA final project (that I call my first project), there were so many ups and downs, so little time for everything that I had to accomplish and so little experience. So many times I just

wanted to give up...but thankfully for everyone around me gave me strength to get through.

Although we had a few classes about Wordpress, nothing prepared me for the challenge that was about to begin. This was a proof of resistance and that is what life is, you have to prepare yourself and “catch the bull by the horns”. Basically that’s what I tried to do, and I did achieve with my own limitations: the site delivers in a clear and simple way recipes for teenagers with a motherly tone.

## Future Plans

This project is my first approach with a content management system. This is just the beginning of a new journey that I want to continue to improve. I see it as a great opportunity to add to my web design portfolio.

I aim to continue publishing recipes in the website and probably include new features as for example the advanced custom fields which was one of the plugins I wasn’t able to learn and work while implementing my Wordpress theme. A functionality that will allow me to classify and categorise the way the recipes are presented. For each recipe I would like to make some adjustments concerning the new diets that this young generations have, as for example: what to change if they have a paleo diet, or if they are vegetarian or vegan.

For now, the plan is traced for the next year: review all the themes taught in this masters and go deeper. For each of the studied themes I would like to go through Mum’s Pots website and improve what is needed. Work on my design skills, which I still believe are quite behind.

Improving my skills as a front-end developer will help achieve these goals for Mum’s Pots website.

As first measures to improve the website will be correcting the SEO fails, add much more content and promote it on social media.

Some of the ideas I would like to implement in Mums Pots website in the future:

- Creating the possibility of login user, so the they could create their favourite recipes book;
- Implement a rating system for the recipes and probably create the top five list on the homepage;
- Create multiple filters options;
- More content from different mothers;
- Implement a bilingual possibility for Portuguese and English and who knows if in the future I will have to extend this feature.

# Bibliography

## Books

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by Rachel McCollin and Tessa Blakeley Silver
- Content Strategy for the Web (Second edition), by Kristina Halvorson  
and Melissa Rach

## Online Resources

- <https://ivypanada.com/blog/46-study-abroad-statistics-convincing-facts-and-figures/>
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- [https://www.streetdirectory.com/food\\_editorials/cooking/cooking\\_tips/why\\_you\\_should\\_learn\\_cooking\\_today.html](https://www.streetdirectory.com/food_editorials/cooking/cooking_tips/why_you_should_learn_cooking_today.html)
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