



# CooksBook

Your Friends, Your Food, Your Recipes.

**Personas**  
**Mental Models**  
**Wireframes**

Jason Cornwell, Anastassia Drofa, Madhu Prabaker

## Margo



Margo works in public relations for a chain of health food stores based out of Seattle. Her family has a **history of cooking together**. Growing up in Oregon, her parents participated in community farming co-ops so she is used to cooking healthy dishes with organic produce. Her parents and grandparents have a rich history of creating and customizing recipes, and she has **family recipe books** that span two generations.

Margo loves to cook as well, but she tends to **experiment** far more than her parents and grandparents did, mixing ethnic cuisine and novel ingredients with her family's traditional organic american flavors. She often **calls her aunt**, who shares her tastes in food, for recipe advice.

Margo likes the outdoors: hiking and kayaking especially. She has a **group of friends** that get together to go hiking, to play cards, or just to sit on her patio and talk. They frequently **cook for each other**, and Margo enjoys impressing them with her novel recipes.

## Josh



Josh is a **lab technician** at a biotech startup in Cambridge, Massachusetts. His company recently had an IPO, and while his mid-level job meant that he didn't get fabulously rich when the company went public, he still ended up with **more money than he expected to have at 25**. He has just moved out of an apartment he shared with an old friend from college into a **new condo by himself**.

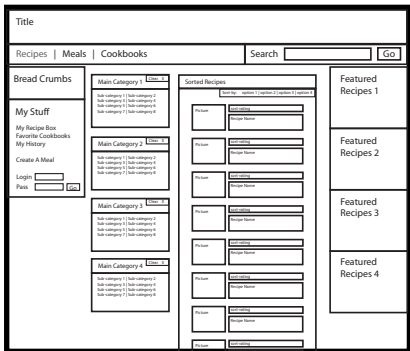
Josh tries to live an **active lifestyle**, going sailing and playing basketball with his friends whenever he gets the chance. He recently took up skiing, and **met a cute girl, Janice**, in a ski class in Vermont. She was a little out of his league, but his goofy mistakes on the slopes made her laugh, and he got her number after finding out that they both live in Boston. They've been on a **couple of dates so far**, and things are looking up.



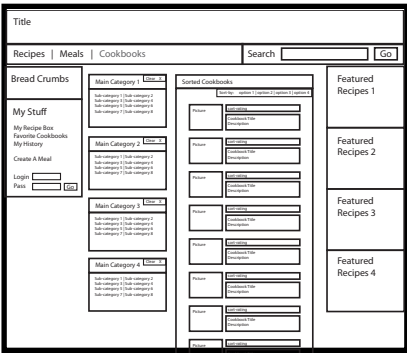
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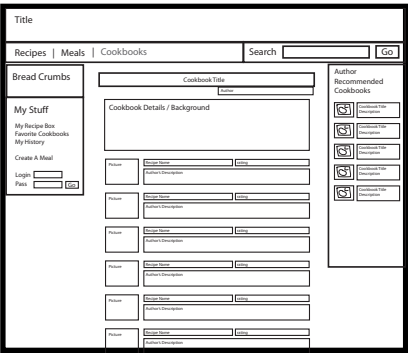
Home/Recipe Search



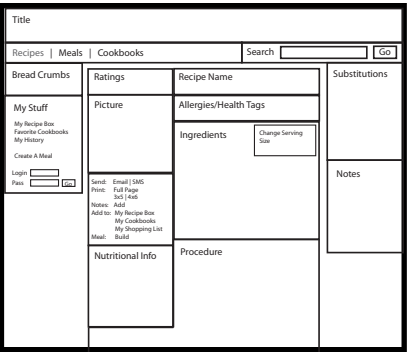
Cookbook Search



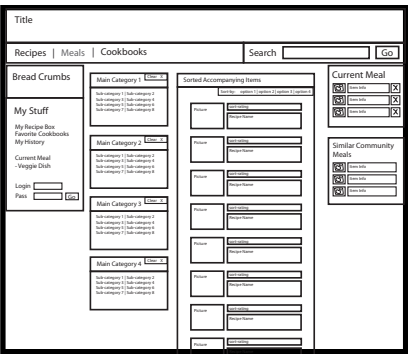
Cookbooks Details



Recipe Details



Meal Builder





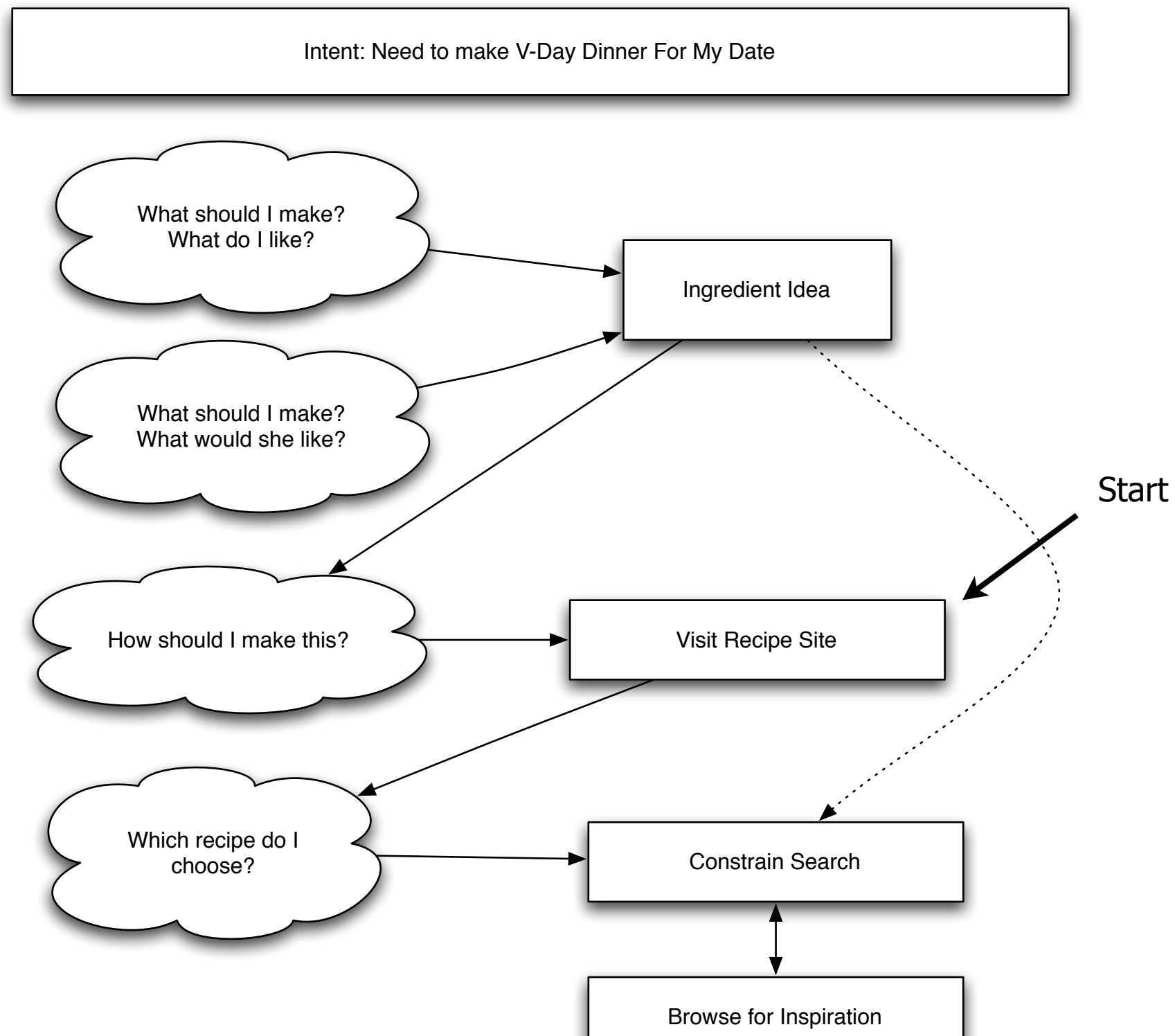
# The Fourth Date

For Josh, the pressure is mounting. On his first few dates, Janice suggested excellent restaurants and clubs to go to. Clearly, this is a **girl with good taste**. She's also a vegetarian. Valentines day is just around the corner, and Josh has offered to cook a **romantic dinner** for Janice at his new condo.

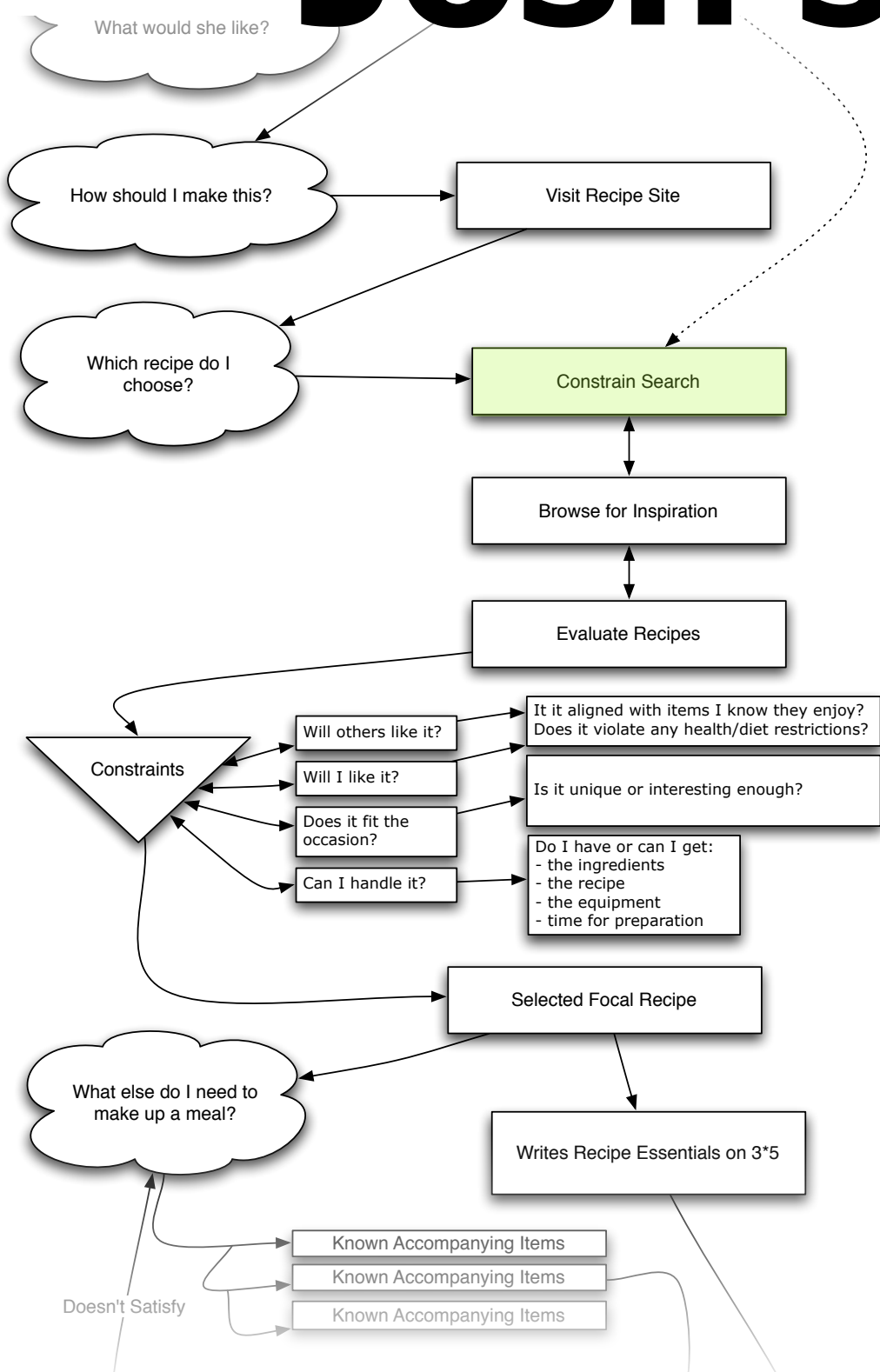
He needs to pull together a menu to impress her. Josh is no slouch in the kitchen, but he needs a little inspiration, and a little help as he's never cooked an **entirely vegetarian meal** before. He turns to the hottest new Web 2.0 recipe site: **CooksBook**



# Josh's Mental Model



# Josh's Mental Model



### Home/Recipe Search

Title

Recipes | Meals | Cookbooks

Search

Go

Bread Crumbs

My Stuff

My Recipe Box

Favorite Cookbooks

My History

Create A Meal

Login

Pass

Go

Main Category 1 Clear X

Sub-category 1 | Sub-category 2

Sub-category 3 | Sub-category 4

Sub-category 5 | Sub-category 6

Sub-category 7 | Sub-category 8

Main Category 2 Clear X

Sub-category 1 | Sub-category 2

Sub-category 3 | Sub-category 4

Sub-category 5 | Sub-category 6

Sub-category 7 | Sub-category 8

Main Category 3 Clear X

Sub-category 1 | Sub-category 2

Sub-category 3 | Sub-category 4

Sub-category 5 | Sub-category 6

Sub-category 7 | Sub-category 8

Main Category 4 Clear X

Sub-category 1 | Sub-category 2

Sub-category 3 | Sub-category 4

Sub-category 5 | Sub-category 6

Sub-category 7 | Sub-category 8

Sorted Recipes

Sort-by: option 1 | option 2 | option 3 | option 4

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

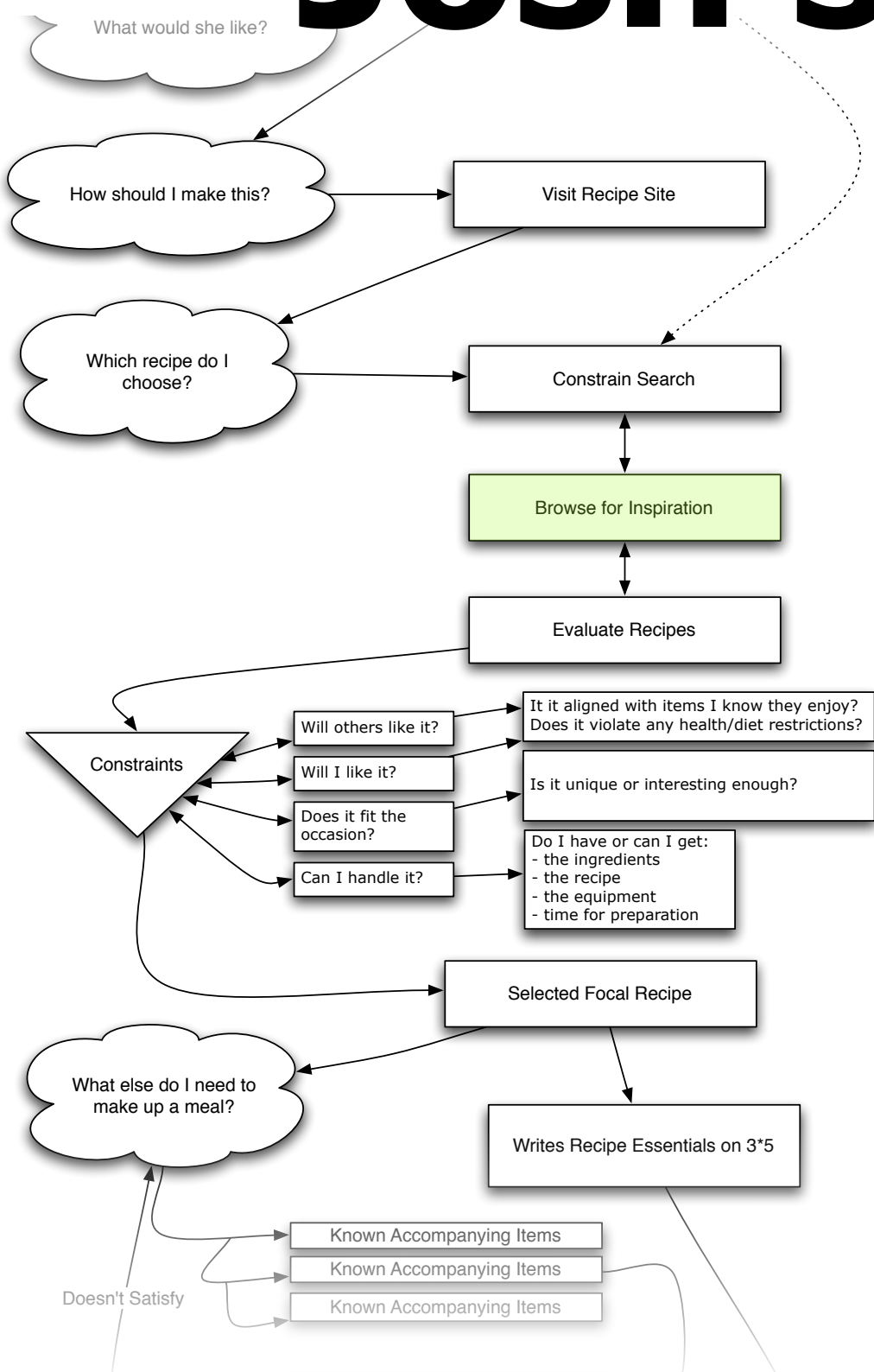
Featured Recipes 1

Featured Recipes 2

Featured Recipes 3

Featured Recipes 4

# Josh's Mental Model



Home/Recipe Search

Title

Recipes | Meals | Cookbooks

Search

Go

Bread Crumbs

My Stuff

My Recipe Box

Favorite Cookbooks

My History

Create A Meal

Login

Pass

Go

Main Category 1  X

Sub-category 1

Sub-sub-category 1

Sub-sub-category 2

Sub-sub-category 3

Sub-sub-category 4

Sub-sub-category 5

Main Category 2

Main Category 3

Main Category 4

Sorted Recipes

Sort-by:

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

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Recipe Name

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sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Featured Recipes 1

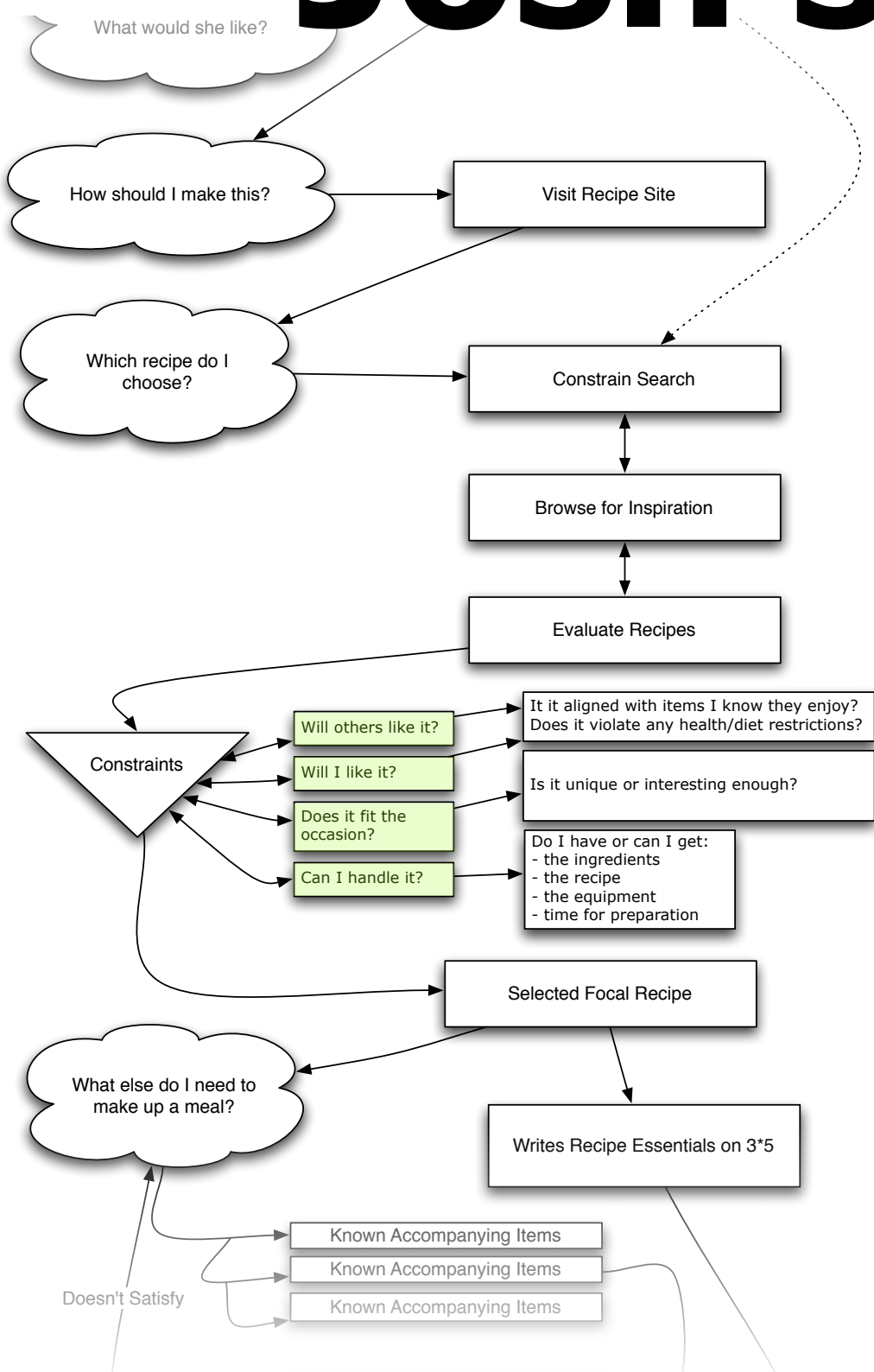
Featured Recipes 2

Featured Recipes 3

Featured Recipes 4



# Josh's Mental Model



## Home/Recipe Search

Title

Recipes | Meals | Cookbooks

Search

Go

Bread Crumbs

My Stuff

My Recipe Box

Favorite Cookbooks

My History

Create A Meal

Login

Pass

Go

Main Category 1

Sub-category 1

Sub-sub-category 1

Sub-sub-category 2

Sub-sub-category 3

Sub-sub-category 4

Sub-sub-category 5

Main Category 2

Main Category 3

Main Category 4

Sorted Recipes

Sort-by: option 1 | option 2 | option 3 | option 4

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

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Recipe Name

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Recipe Name

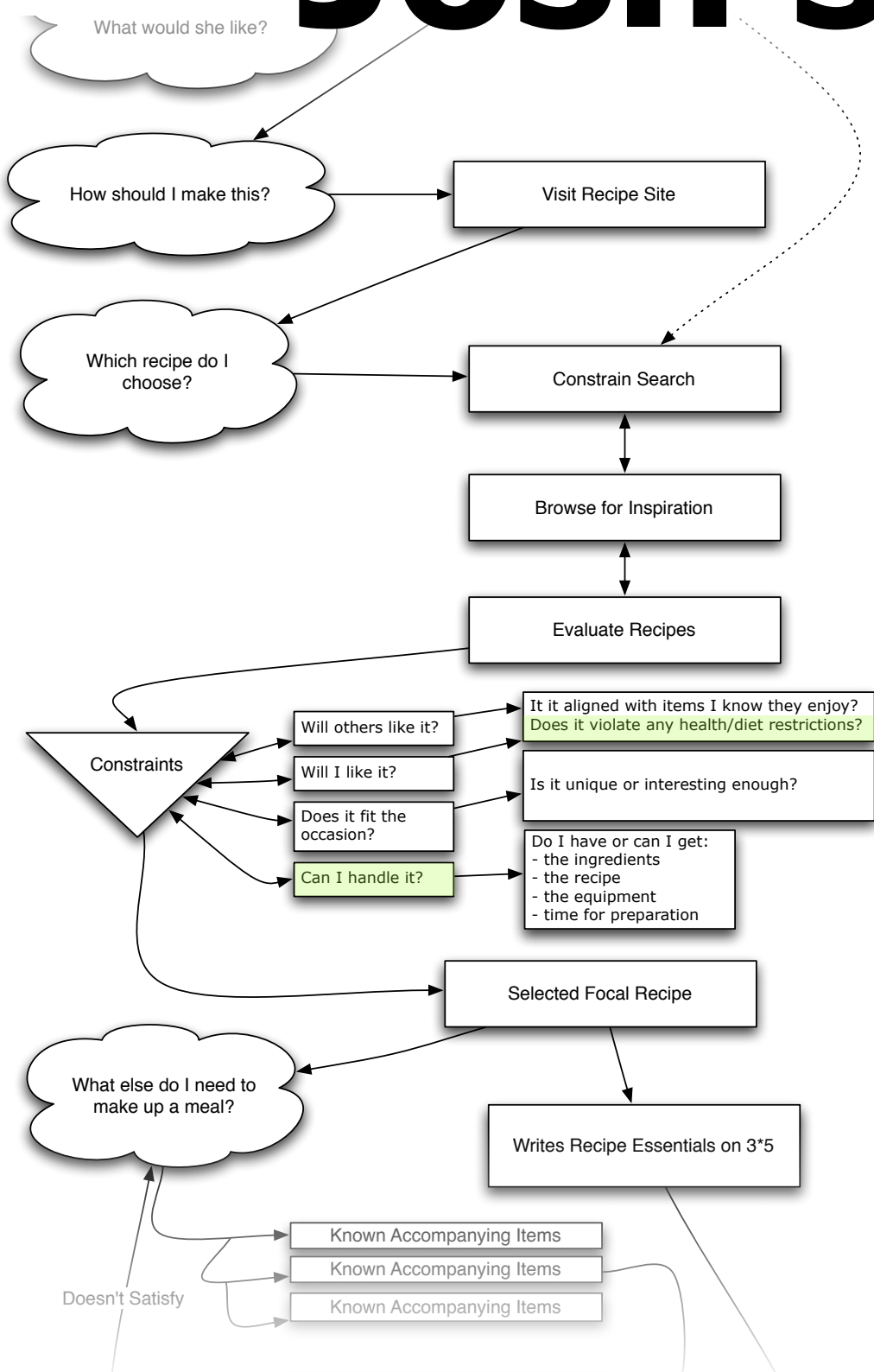
Featured Recipes 1

Featured Recipes 2

Featured Recipes 3

Featured Recipes 4

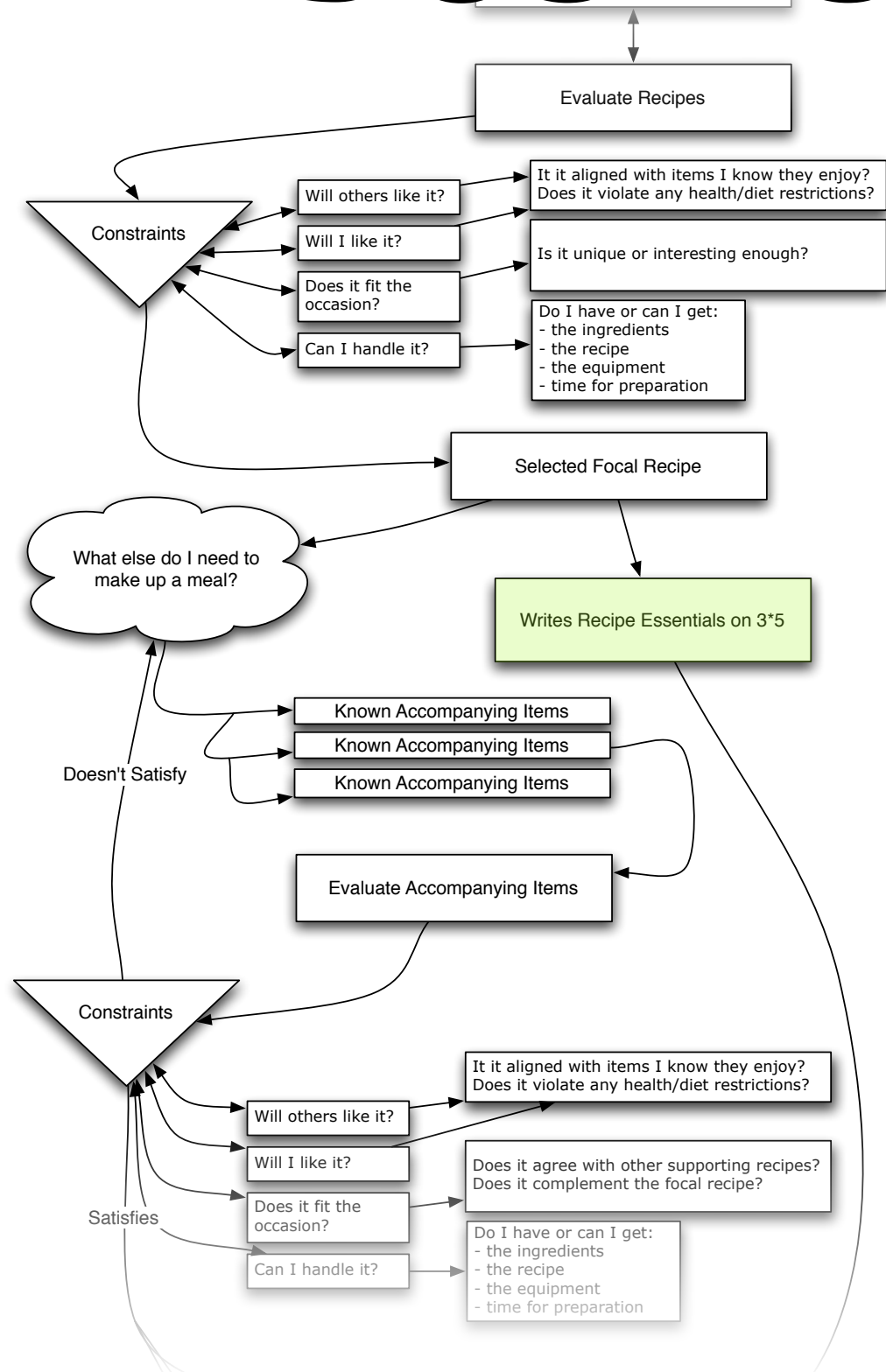
# Josh's Mental Model



Recipe Details

Title			
Recipes   Meals   Cookbooks			Search <input type="text"/> <input type="button" value="Go"/>
Bread Crumbs	Ratings	Recipe Name	
My Stuff  My Recipe Box Favorite Cookbooks My History  Create A Meal  Login <input type="text"/> Pass <input type="text"/> <input type="button" value="Go"/>	Picture	Allergies/Health Tags	
	Send: Email   SMS Print: Full Page 3x5   4x6 Notes: Add Add to: My Recipe Box My Cookbooks My Shopping List Meal: Build	Ingredients <input type="button" value="Change Serving Size"/>	
		Nutritional Info	
			Procedure
Similar Recipes			
Substitutions			
Notes			

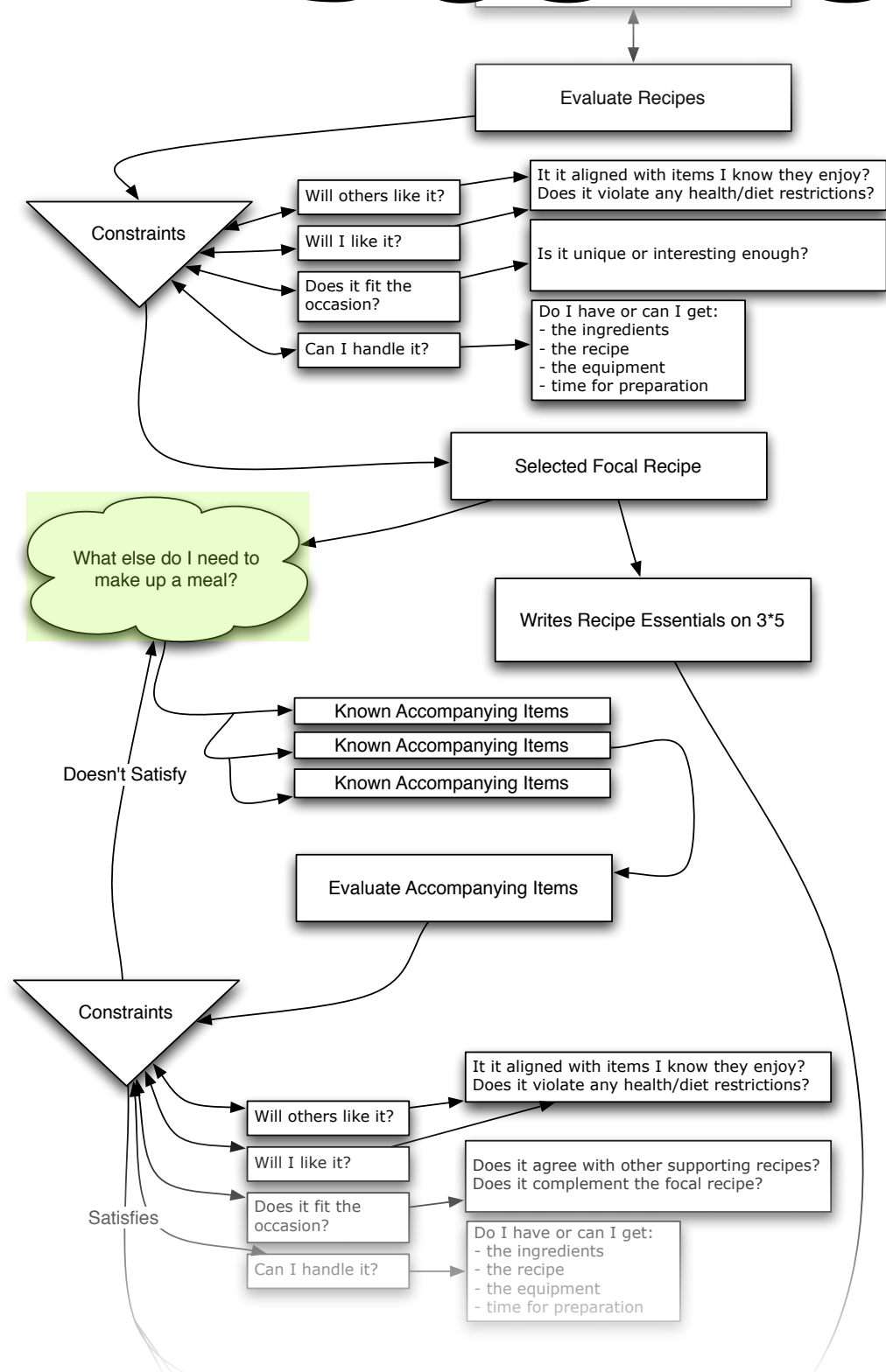
# Josh's Mental Model



Recipe Details

Title			
Recipes   Meals   Cookbooks			Search <input type="text"/> <input type="button" value="Go"/>
Bread Crumbs	Ratings	Recipe Name	
My Stuff  My Recipe Box Favorite Cookbooks My History  Create A Meal  Login <input type="text"/> Pass <input type="text"/> <input type="button" value="Go"/>	Picture	Allergies/Health Tags	
		Ingredients	Change Serving Size
	Substitutions		
	Send: Email   SMS Print: Full Page 3x5   4x6 Notes: Add Add to: My Recipe Box My Cookbooks My Shopping List Meal: Build		Notes
Nutritional Info		Procedure	
Similar Recipes			

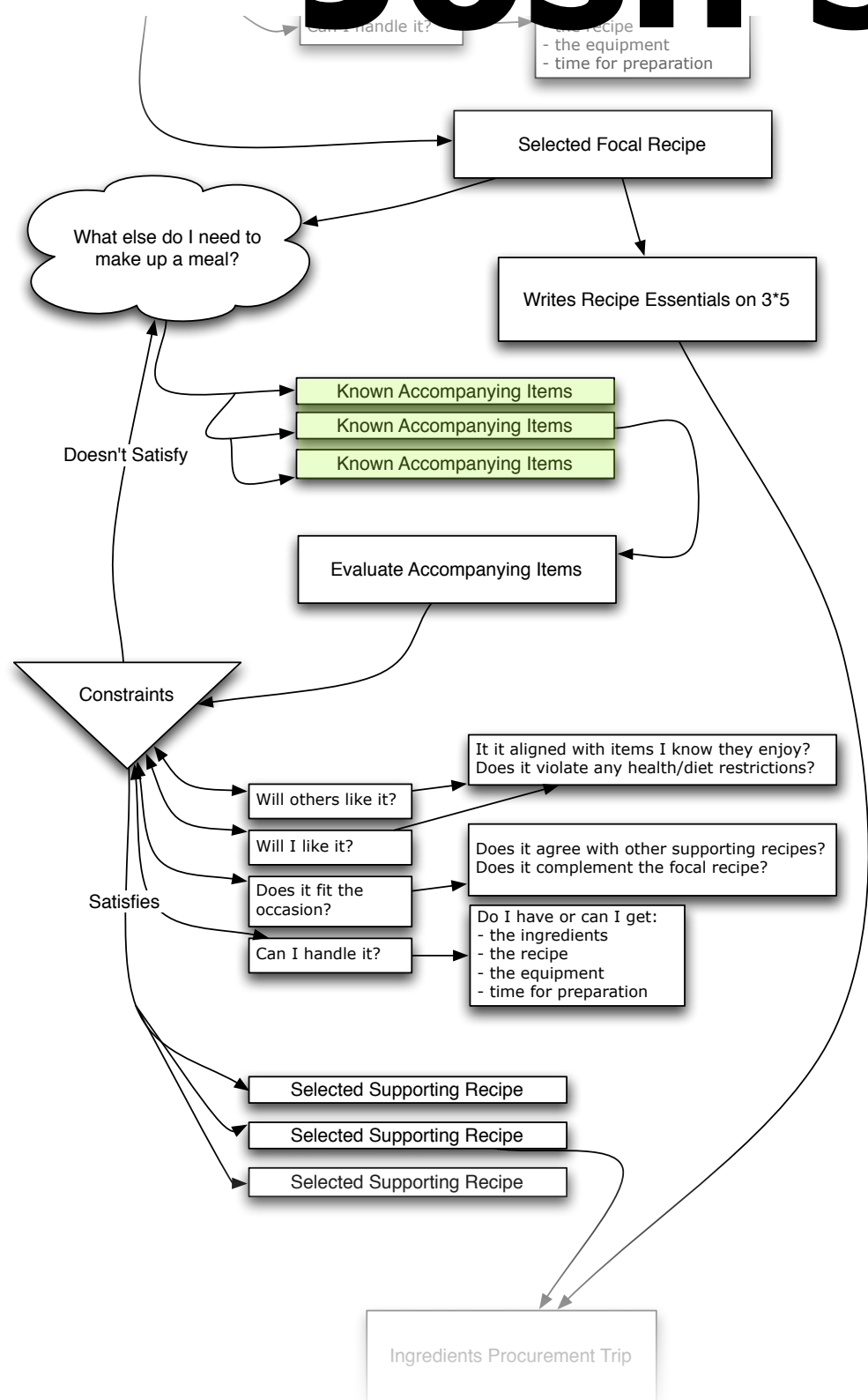
# Josh's Mental Model



Recipe Details

Title			
Recipes   Meals   Cookbooks			Search <input type="text"/> <input type="button" value="Go"/>
Bread Crumbs	Ratings	Recipe Name	
My Stuff  My Recipe Box Favorite Cookbooks My History  Create A Meal  Login <input type="text"/> Pass <input type="text"/> <input type="button" value="Go"/>	Picture	Allergies/Health Tags	
		Ingredients	<input type="button" value="Change Serving Size"/>
		Send: Email   SMS Print: Full Page 3x5   4x6 Notes: Add Add to: My Recipe Box My Cookbooks My Shopping List Meal: <input type="button" value="Build"/>	
	Nutritional Info	Procedure	
	Similar Recipes		

# Josh's Mental Model



Meal Builder

Title

Recipes | Meals | Cookbooks

Search

Bread Crumbs

My Stuff

My Recipe Box

Favorite Cookbooks

My History

Current Meal

- Veggie Dish

Login

Pass

Main Category 1

Sub-category 1 | Sub-category 2

Sub-category 3 | Sub-category 4

Sub-category 5 | Sub-category 6

Sub-category 7 | Sub-category 8

Sorted Accompanying Items

Sort-by:

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Current Meal

Item Info

Item Info

Item Info

Print: Full Page

3x5 | 4x6

Similar Community Meals

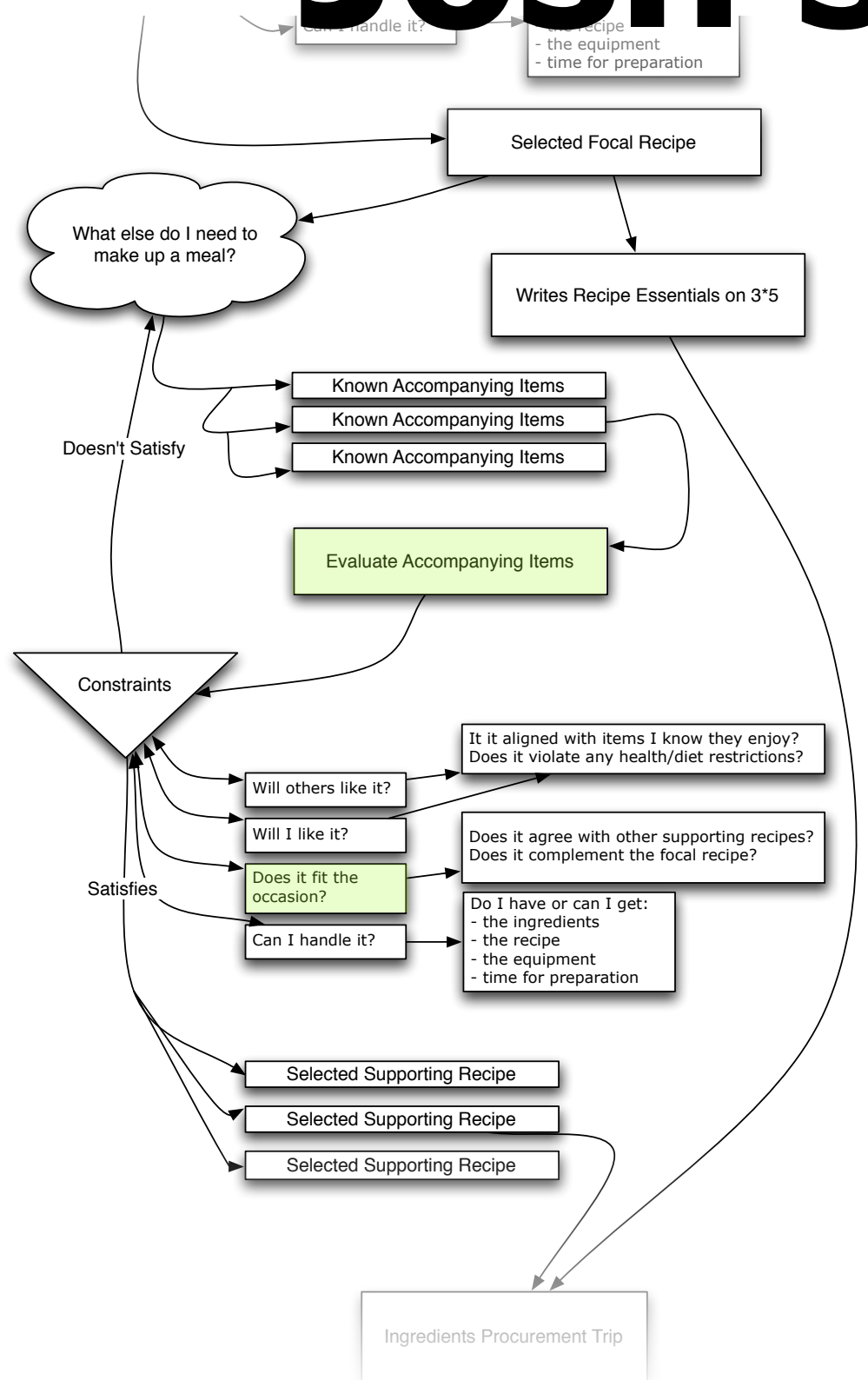
Item Info

Item Info

Item Info



# Josh's Mental Model



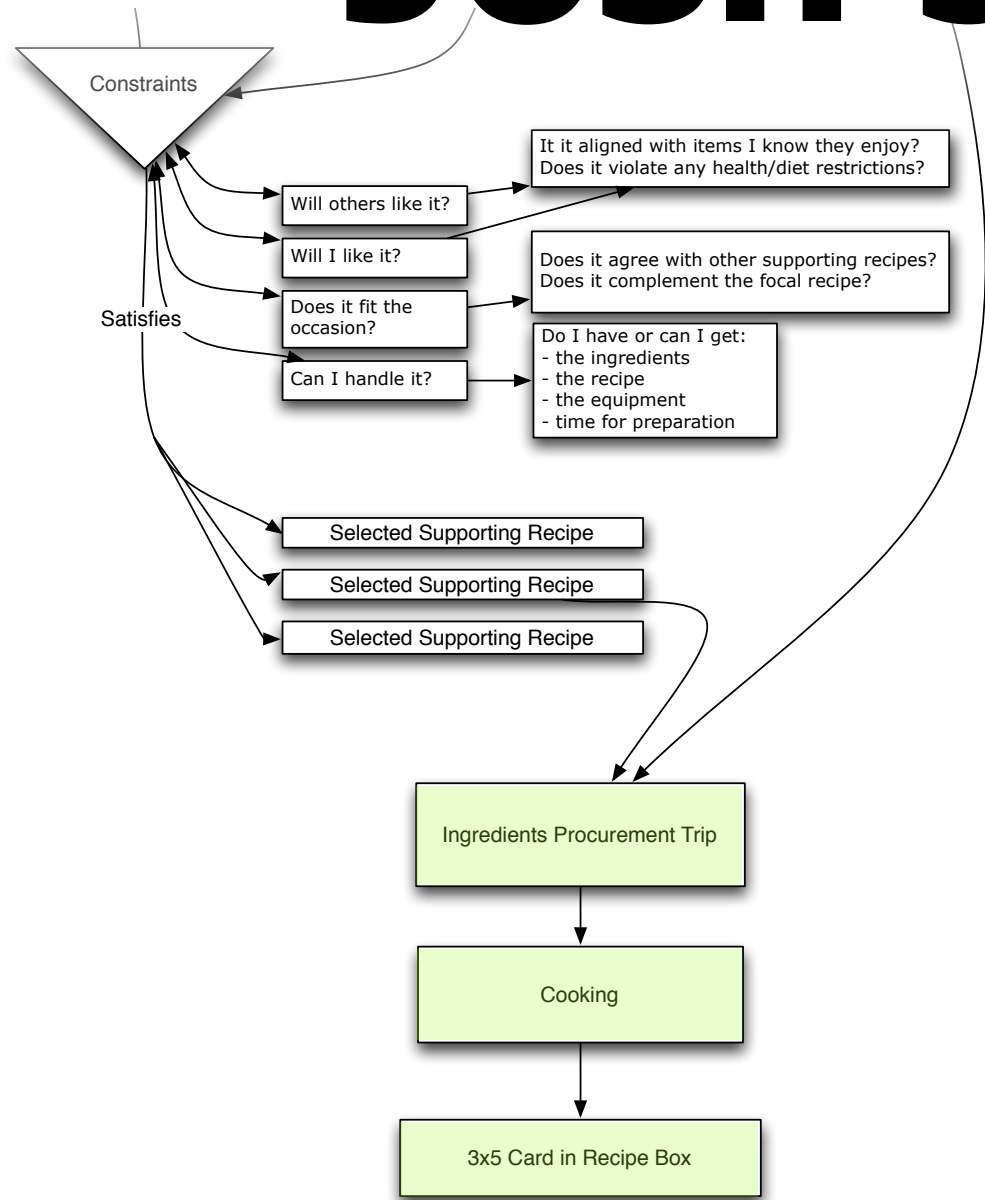
Meal Builder

Title		
Recipes   Meals   Cookbooks		Search <input type="text"/> Go
Bread Crumbs		
My Stuff My Recipe Box Favorite Cookbooks My History Current Meal - Veggie Dish Login <input type="text"/> Pass <input type="text"/> Go		
Main Category 1 <input type="button" value="Clear X"/> Sub-category 1   Sub-category 2 Sub-category 3   Sub-category 4 Sub-category 5   Sub-category 6 Sub-category 7   Sub-category 8		Sorted Accompanying Items <input type="button" value="Sort by: ... option 1   option 2   option 3   option 4"/> Picture <input type="text" value="Rate rating"/> Recipe Name <input type="text"/>
Main Category 2 <input type="button" value="Clear X"/> Sub-category 1   Sub-category 2 Sub-category 3   Sub-category 4 Sub-category 5   Sub-category 6 Sub-category 7   Sub-category 8		Picture <input type="text" value="Rate rating"/> Recipe Name <input type="text"/>
Main Category 3 <input type="button" value="Clear X"/> Sub-category 1   Sub-category 2 Sub-category 3   Sub-category 4 Sub-category 5   Sub-category 6 Sub-category 7   Sub-category 8		Picture <input type="text" value="Rate rating"/> Recipe Name <input type="text"/>
Main Category 4 <input type="button" value="Clear X"/> Sub-category 1   Sub-category 2 Sub-category 3   Sub-category 4 Sub-category 5   Sub-category 6 Sub-category 7   Sub-category 8		Picture <input type="text" value="Rate rating"/> Recipe Name <input type="text"/>
Current Meal <input type="button" value="X"/> Item Info <input type="button" value="X"/> <input type="button" value="X"/> Item Info <input type="button" value="X"/> <input type="button" value="X"/> Item Info <input type="button" value="X"/>		
Similar Community Meals <input type="button" value="X"/> Item Info <input type="button" value="X"/> Item Info <input type="button" value="X"/> Item Info		

Recipe Details

Title			
Recipes   Meals   Cookbooks		Search <input type="text"/> Go	
Bread Crumbs		Substitutions	
My Stuff My Recipe Box Favorite Cookbooks My History Create A Meal Login <input type="text"/> Pass <input type="text"/> Go		Recipe Name	
Ratings		Allergies/Health Tags	
Picture		Ingredients <input type="button" value="Change Serving Size"/>	
Send: Email   SMS Print: Full Page 3x5   4x6 Notes: Add Add to: My Recipe Box My Cookbooks My Shopping List Meal: Build		Procedure	
Nutritional Info		Notes	
Similar Recipes			

# Josh's Mental Model



Meal Builder

Title

Recipes | Meals | Cookbooks

Search

Bread Crumbs

My Stuff

My Recipe Box

Favorite Cookbooks

My History

Current Meal

- Veggie Dish

Login

Pass

Main Category 1

Sub-category 1 | Sub-category 2

Sub-category 3 | Sub-category 4

Sub-category 5 | Sub-category 6

Sub-category 7 | Sub-category 8

Sorted Accompanying Items

Sort-by:

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Picture

sort-rating

Recipe Name

Current Meal

Item Info

Item Info

Item Info

Print: Full Page

Similar Community Meals

Item Info

Item Info

Item Info

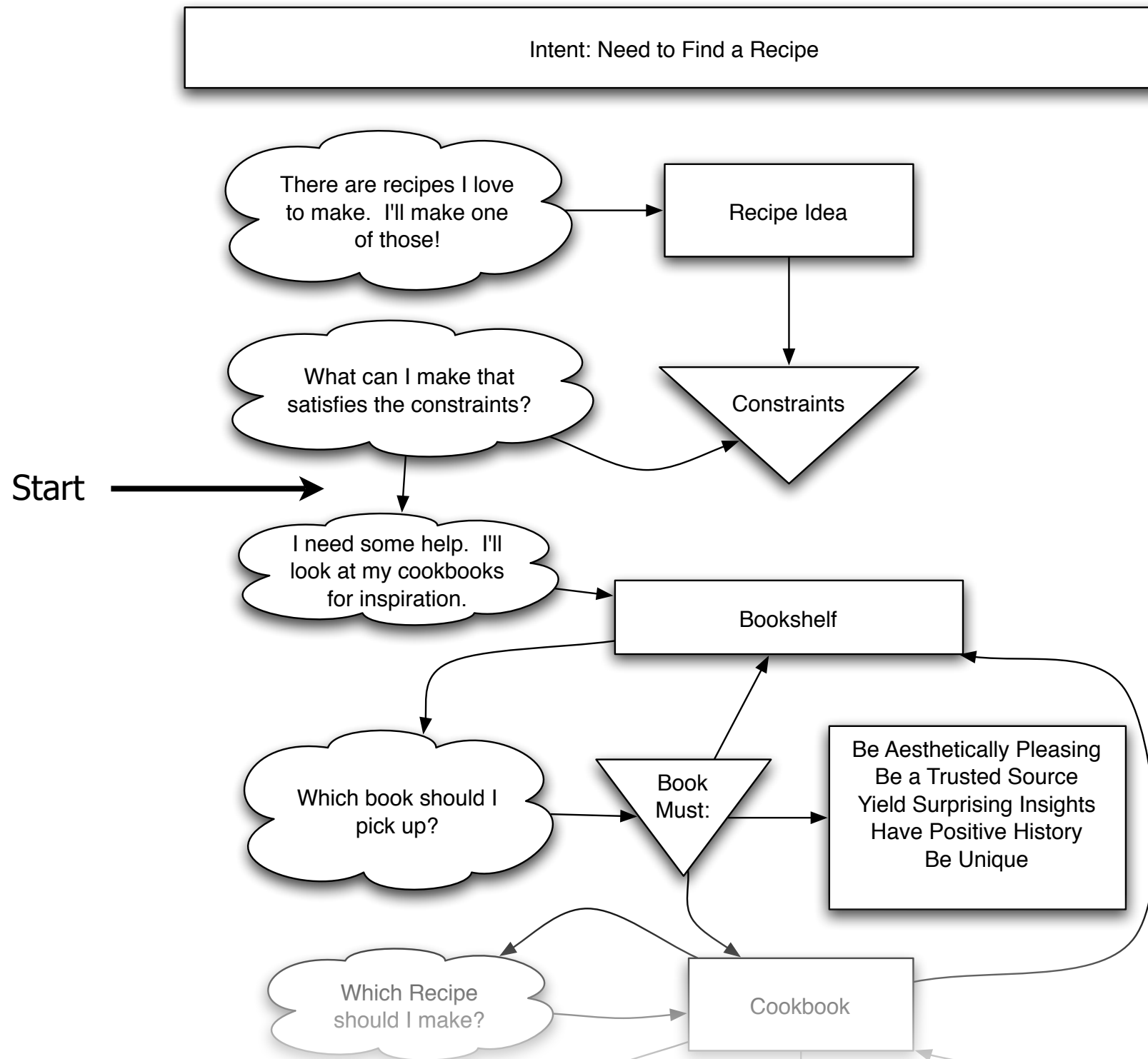
# Margo's Party

Margo was looking for nigella seeds for a new recipe at her **favorite farmers' market**, and as she was walking by, one of the vendors she knows beckoned her over. Apparently one of his friends at the fish market had just received a **fresh haul of chilean sea bass** that was unusually good. Margo's friends were due to stop by the next day for dinner, and she jumped at the chance to cook a fish she had only ever eaten in restaurants.

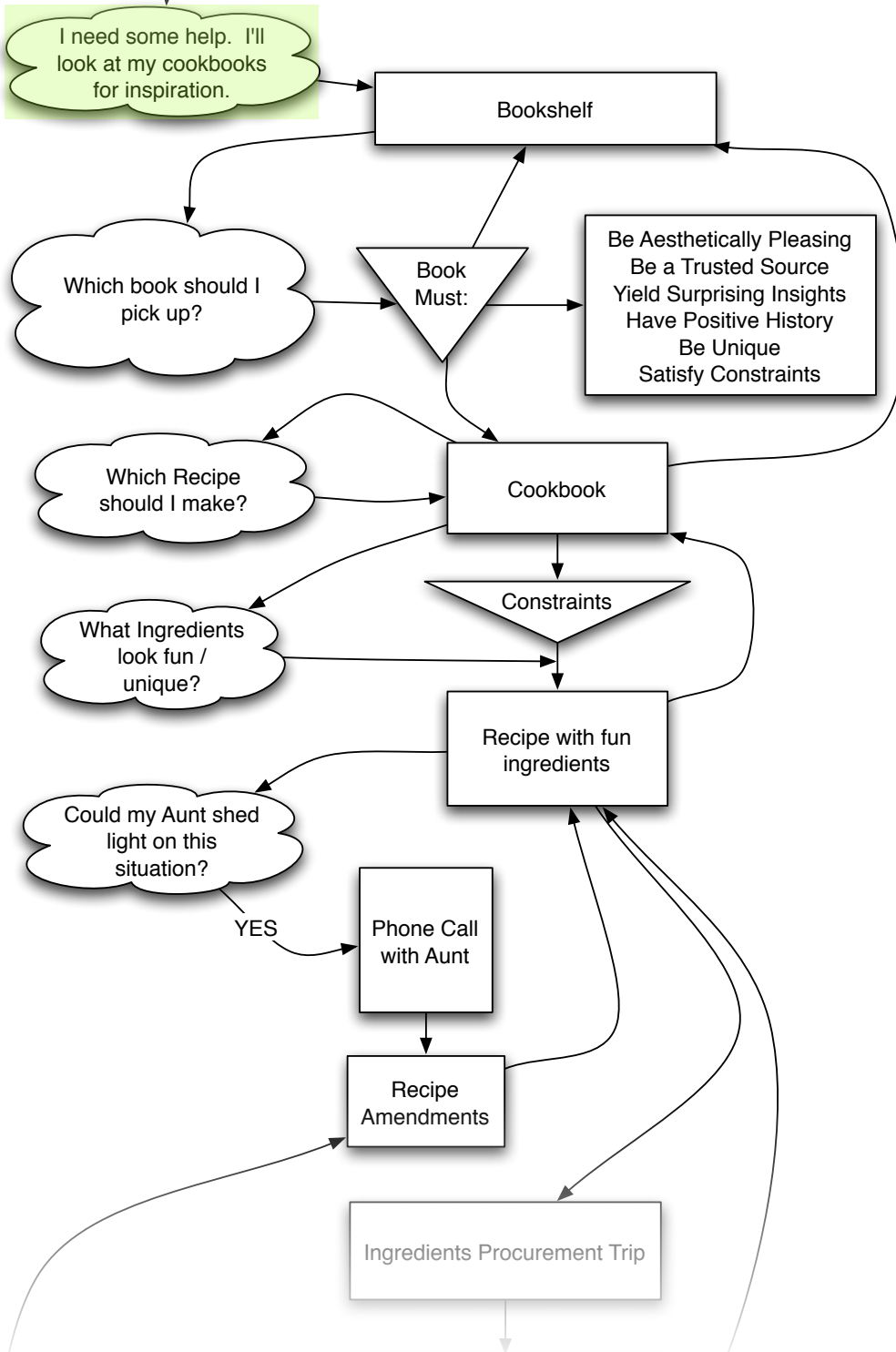
Now she just has to figure out **how to cook it**. She has called her friends and told them to bring south american side dishes and appetizers. She's looking forward to some great ceviche! So she only has to figure out how to cook the main dish. Her family cookbooks won't be of any help, and she doesn't like calling her aunt without a recipe in mind. **Enter CooksBook.**



# Margo's Mental Model



# Margo's Mental Model



### Home/Recipe Search

Title

Recipes | Meals | **Cookbooks**

Search

Bread Crumbs

My Stuff

My Recipe Box  
Favorite Cookbooks  
My History

Create A Meal

Login   
Pass

Main Category 1

Sub-category 1 | Sub-category 2  
Sub-category 3 | Sub-category 4  
Sub-category 5 | Sub-category 6  
Sub-category 7 | Sub-category 8

Main Category 2

Sub-category 1 | Sub-category 2  
Sub-category 3 | Sub-category 4  
Sub-category 5 | Sub-category 6  
Sub-category 7 | Sub-category 8

Main Category 3

Sub-category 1 | Sub-category 2  
Sub-category 3 | Sub-category 4  
Sub-category 5 | Sub-category 6  
Sub-category 7 | Sub-category 8

Main Category 4

Sub-category 1 | Sub-category 2  
Sub-category 3 | Sub-category 4  
Sub-category 5 | Sub-category 6  
Sub-category 7 | Sub-category 8

Sorted Recipes

Sort-by:

Picture

Picture

Picture

Picture

Picture

Picture

Featured Recipes 1

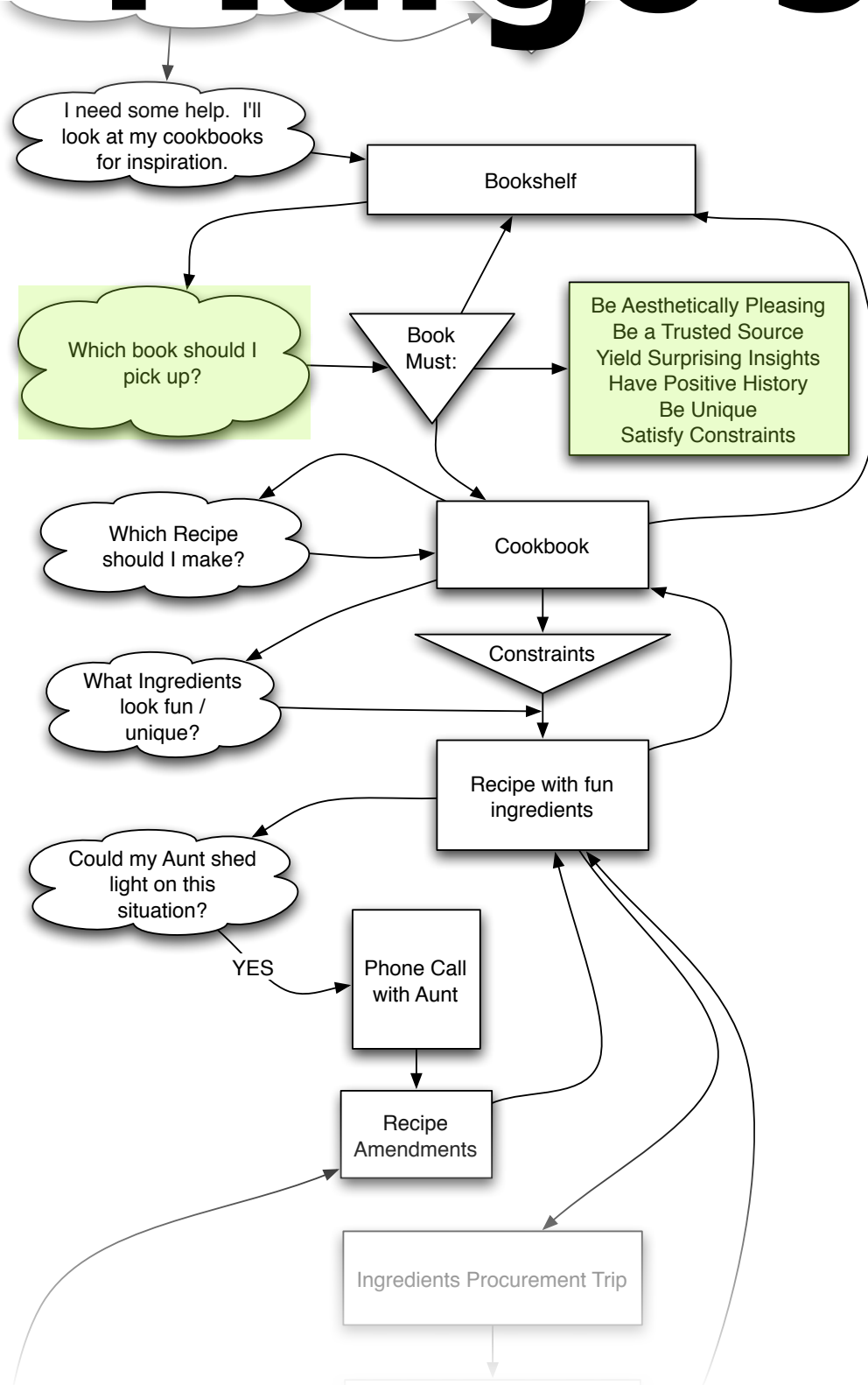
Featured Recipes 2

Featured Recipes 3

Featured Recipes 4



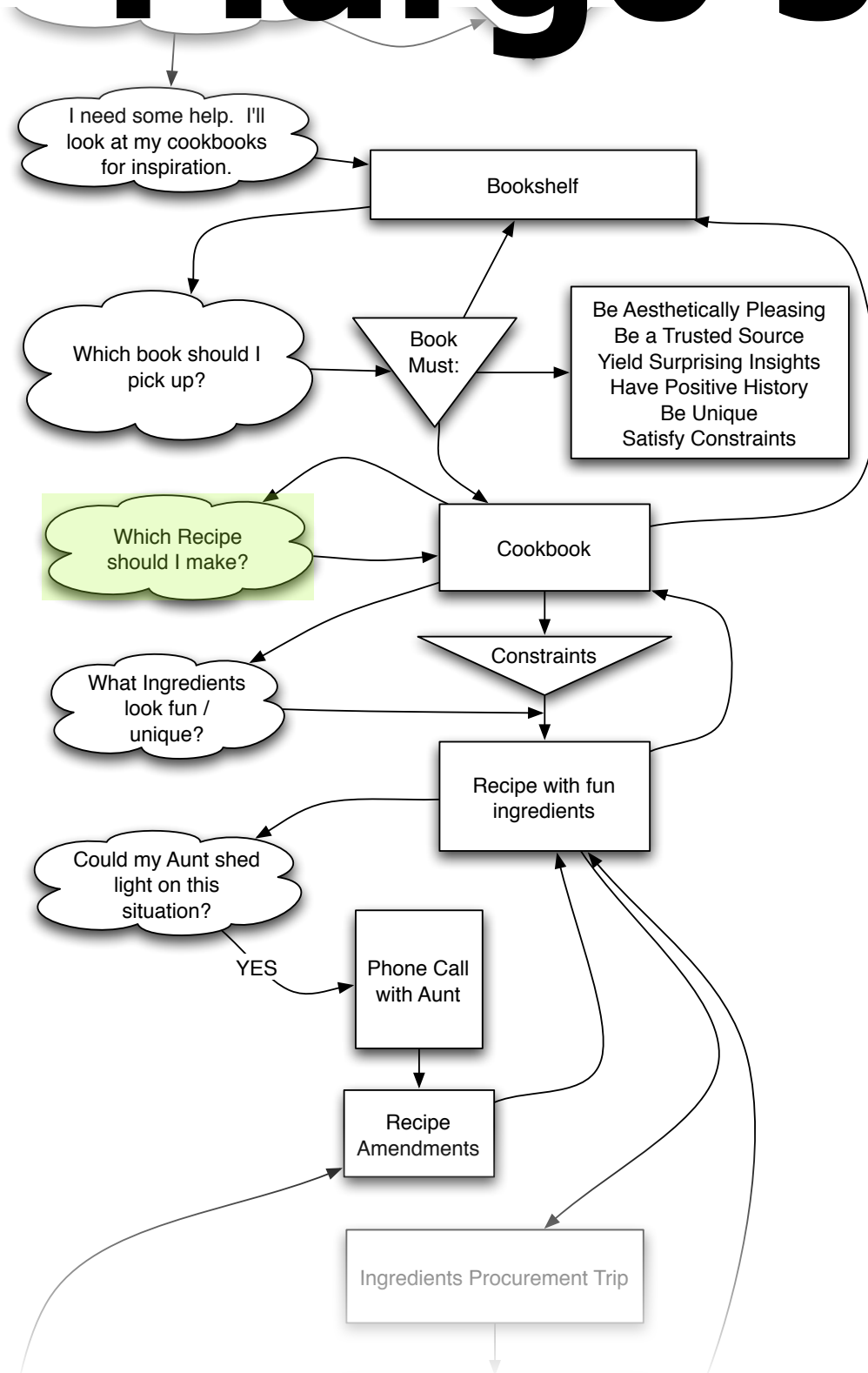
# Margo's Mental Model



## Cookbook Search

Title			
Recipes   Meals   Cookbooks			Search <input type="text"/> <input type="button" value="Go"/>
Bread Crumbs		Main Category 1 <input type="button" value="Clear"/> <input type="button" value="X"/>	
My Stuff My Recipe Box Favorite Cookbooks My History  Create A Meal  Login <input type="text"/> Pass <input type="text"/> <input type="button" value="Go"/>		Sub-category 1   Sub-category 2 Sub-category 3   Sub-category 4 Sub-category 5   Sub-category 6 Sub-category 7   Sub-category 8	
		Main Category 2 <input type="button" value="Clear"/> <input type="button" value="X"/>	
		Sub-category 1   Sub-category 2 Sub-category 3   Sub-category 4 Sub-category 5   Sub-category 6 Sub-category 7   Sub-category 8	
		Main Category 3 <input type="button" value="Clear"/> <input type="button" value="X"/>	
		Sub-category 1   Sub-category 2 Sub-category 3   Sub-category 4 Sub-category 5   Sub-category 6 Sub-category 7   Sub-category 8	
		Main Category 4 <input type="button" value="Clear"/> <input type="button" value="X"/>	
		Sub-category 1   Sub-category 2 Sub-category 3   Sub-category 4 Sub-category 5   Sub-category 6 Sub-category 7   Sub-category 8	
Sorted Cookbooks Sort-by: <input type="button" value="option 1"/> <input type="button" value="option 2"/> <input type="button" value="option 3"/> <input type="button" value="option 4"/>			
Picture		sort-rating Cookbook Title Description	
Picture		sort-rating Cookbook Title Description	
Picture		sort-rating Cookbook Title Description	
Picture		sort-rating Cookbook Title Description	
Picture		sort-rating Cookbook Title Description	
Picture		sort-rating Cookbook Title Description	
Picture		sort-rating Cookbook Title Description	
Featured Cookbook 1			
Featured Cookbook 2			
Featured Cookbook 3			
Featured Cookbook 4			

# Margo's Mental Model



### Cookbook Detail

Title

Recipes | Meals | Cookbooks

Search

Bread Crumbs

My Stuff

Cookbook Details / Background

Picture	<input type="text" value="Recipe Name"/>	<input type="text" value="rating"/>
<input type="text" value="Author's Description"/>		

Picture	<input type="text" value="Recipe Name"/>	<input type="text" value="rating"/>
<input type="text" value="Author's Description"/>		

Picture	<input type="text" value="Recipe Name"/>	<input type="text" value="rating"/>
<input type="text" value="Author's Description"/>		

Picture	<input type="text" value="Recipe Name"/>	<input type="text" value="rating"/>
<input type="text" value="Author's Description"/>		

Picture	<input type="text" value="Recipe Name"/>	<input type="text" value="rating"/>
<input type="text" value="Author's Description"/>		

Author Recommended Cookbooks

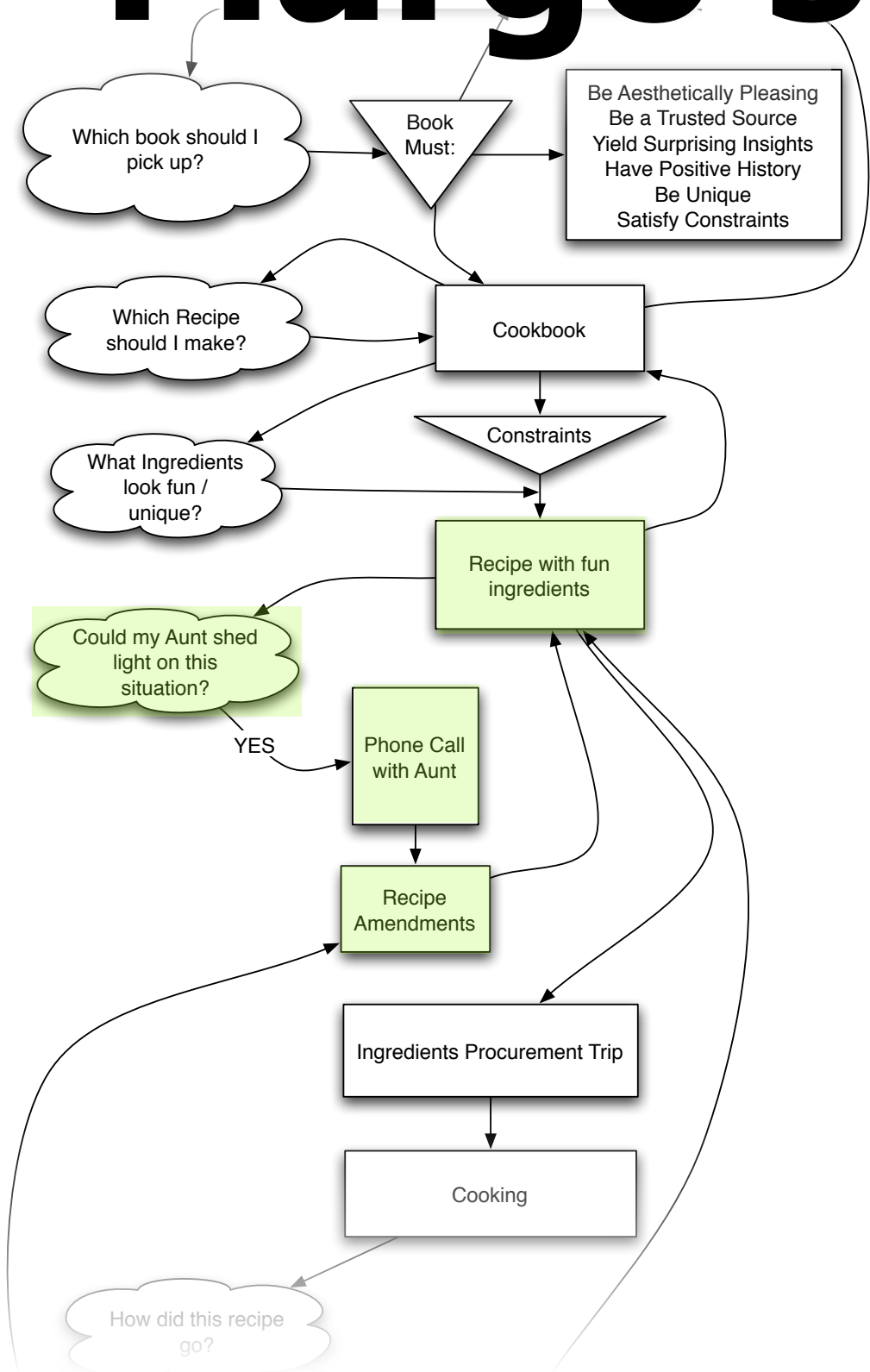
<input type="text" value="Cookbook Title"/>	<input type="text" value="Description"/>
<input type="text" value="Cookbook Title"/>	<input type="text" value="Description"/>
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<input type="text" value="Cookbook Title"/>	<input type="text" value="Description"/>
<input type="text" value="Cookbook Title"/>	<input type="text" value="Description"/>

Create A Meal

Login

Pass

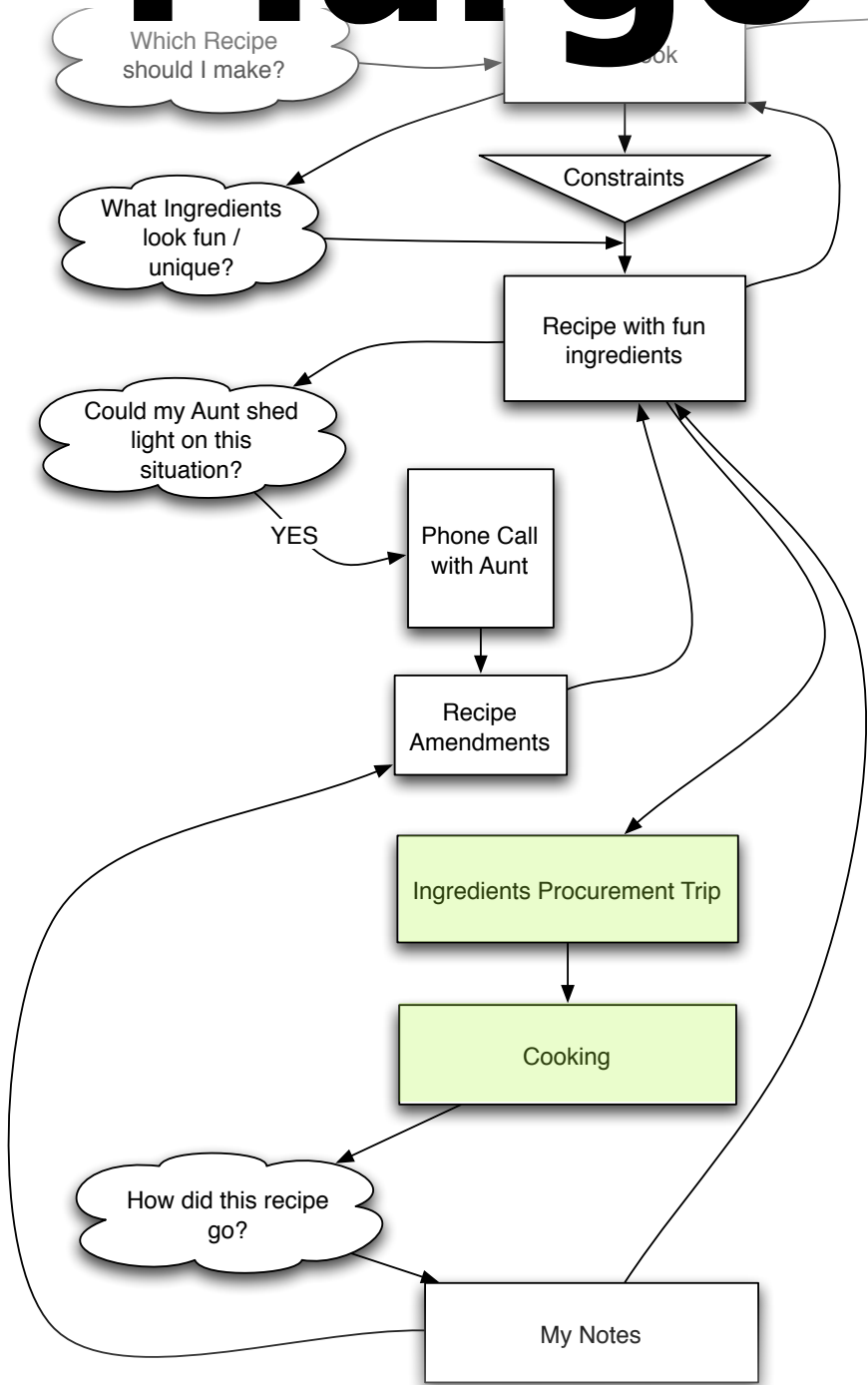
# Margo's Mental Model



Recipe Details

Title			
Recipes   Meals   Cookbooks			Search <input type="text"/> <input type="button" value="Go"/>
Bread Crumbs	Ratings	Recipe Name	
My Stuff  My Recipe Box Favorite Cookbooks My History  Create A Meal  Login <input type="text"/> Pass <input type="text"/> <input type="button" value="Go"/>	Picture	Allergies/Health Tags	
	Send: Email   SMS Print: Full Page 3x5   4x6 Notes: Add Add to: My Recipe Box My Cookbooks My Shopping List Meal: Build	Ingredients <div>Change Serving Size</div>	
		Nutritional Info	
	Procedure		Substitutions
Similar Recipes		Notes	

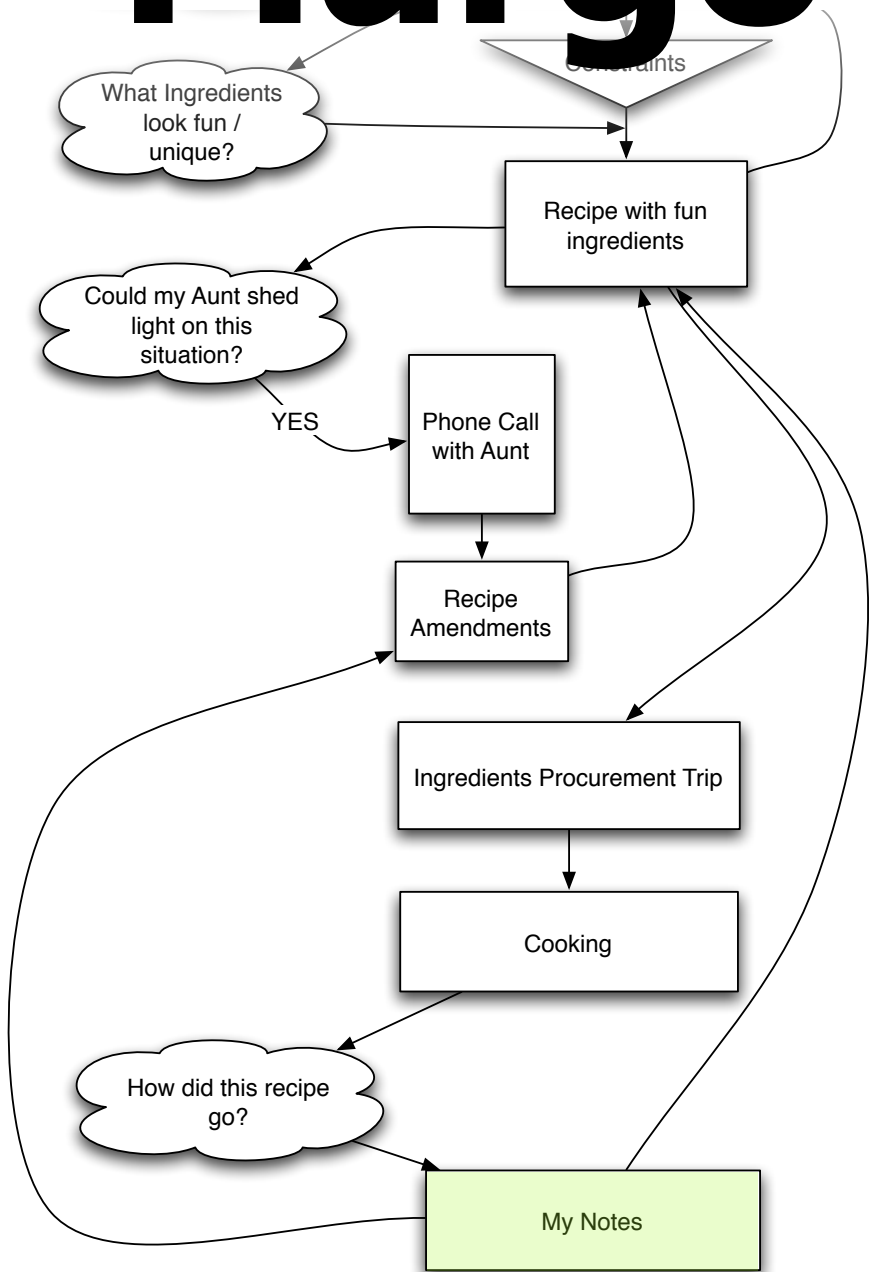
# Margo's Mental Model



Recipe Details

Title			
Recipes   Meals   Cookbooks			Search <input type="text"/> <input type="button" value="Go"/>
Bread Crumbs	Ratings	Recipe Name	Substitutions
My Stuff My Recipe Box Favorite Cookbooks My History  Create A Meal  Login <input type="text"/> Pass <input type="text"/> <input type="button" value="Go"/>	Picture	Allergies/Health Tags	Notes
	Send: Email   SMS Print: <b>Full Page</b> 3x5   4x6 Notes: Add Add to: My Recipe Box My Cookbooks My Shopping List Meal: Build	Ingredients <div>Change Serving Size</div>	
		Procedure	
	Nutritional Info	Similar Recipes	

# Margo's Mental Model



Recipe Details

Title				
Recipes   Meals   Cookbooks		Search	<input type="text"/>	Go
Bread Crumbs	Ratings	Recipe Name		Substitutions
My Stuff My Recipe Box Favorite Cookbooks My History  Create A Meal  Login <input type="text"/> Pass <input type="text"/> Go	Picture	Allergies/Health Tags		
	Send: Email   SMS Print: Full Page 3x5   4x6 Notes: Add Add to: My Recipe Box My Cookbooks My Shopping List Meal: Build	Ingredients <div>Change Serving Size</div>		
		Nutritional Info		
		Procedure		Notes
		Similar Recipes		



# Feedback?