***Eat Your Books Design Brief for /Recipe page***

***Background***

**Eat Your Books** is an internationally (English speaking) focussed website and search engine for cookbooks and recipes for people who love to use great recipes.  EYB is a unique way to find recipes from ALL sources – both print and digital. EYB is the ONLY website that indexes print cookbooks and magazines so a member can easily create a searchable bookshelf of ALL their recipe collection regardless of source.

Recently EatYourBooks created a new home page with a fresh and contemporary design and copy that better captured the essence of the site for potential users. This has improved conversion to membership from that landing page HOWEVER;

The overwhelming majority (60%) of first time visitors to the EYB site land on a Library recipe page while they have been searching for a particular recipe. For most this is their first exposure to EYB and so they come from a basis of little or no knowledge of the site.

***THE BRIEF***

Design a page that will be a Pop Up box that appears as a visitor arrives on the Library recipe page AND

Design a modification to the box (currently blue) that is part of the Library recipe page.

The Library recipe page is part of the overall site design and the overall design cannot be changed until a responsive design upgrade is underway. This will be the next project.

***Objective***

Increase the capture and engagement for EYB

Increase the visual impact and Brand Identity for EYB

Reduce page bounce and increase conversion into sign on funnel.

***Our Target Market***

**People who love cooking with great recipes**

Our core target is female (70%), aged in her 40s who owns between 40 and 300 cookbooks. She lives in USA, Australia or UK. She loves cookbooks and organization and LOVES cooking great recipes. The reason she loves EatYourBooks is because she can actually **use** her cookbooks. We have spoken to thousands of people and these quotes reflect the most frequent feedback about why she love Eat Your Books.

“Eat Your Books is the most exciting thing I’ve found on the internet in ages.”

“It never lets me down when I can’t remember which of my 13 Jamie Oliver books a recipe is in.

***The Eat Your Books Value Proposition***

A search engine for all your recipes in your cookbooks, magazines and favorite blogs - An organizational tool for ALL your recipes

***Brand Proposition***

**Eat Your Books** helps me be a great cook, cooking great quality recipes every day, easily **because** it helps me find **ANY** of my recipes immediately, and thousands more quality recipes I can trust

***Tone and Manner***

Consistent with Home Page - fresh, clean, contemporary, approachable, culinary

http://www.eatyourbooks.com/

***Copy and Imagery***

EYB owns hero photo “Bookstack” featured on homepage. Use for Pop Up.

**Suggested Copy for Pop Up Box**

**Rediscover your**cookbooks

Join a community of cookbook lovers & discover that Eat Your Books is a great way to make better use of your own collection

**Find any recipe from your own recipe collection in seconds**

Eat Your Books has indexed over 1 million recipes – so now you can have a search engine to find all your recipes in your cookbooks, magazines & favorite blogs

**Connect with a community of like-minded enthusiasts**

Exchange recommendations with other members, discover new ideas & read blogs written by culinary enthusiasts

Become a member and start organizing your recipes.

**Suggested New copy for Library recipe page**

If this recipe is available online – click on the link “View complete recipe” below

EYB is a recipe search engine for your personal collection. If there’s no link, it means you need to own the book or magazine to see the complete recipe.

Find out more. (button)

Join now and get started (button)

***Website Links***

<http://www.eatyourbooks.com/>

<http://www.eatyourbooks.com/library/recipes/1090995/baked-spiced-apple-wedges-with> (this page has a link to an online recipe)

<http://www.eatyourbooks.com/library/recipes/419952/marie-helenes-apple-cake> (this page does not have a link - you need to own the cookbook to use this recipe)