1) Revisit the list of filtering terms taking into consideration the list of most popular search terms.

2) Combine the nutritional needs in the current documentation under one filtering term.

3) Establish breakpoints within the subsections of the faceted filtering terms.

4) Illustrate how the "Search In" drop down will translate to the faceted filtering.

5) Begin development wireframes illustrating all of the above plus the sequence of using faceted search.

6) When developing wireframes include a wireframe which illustrates search results within articles. Faceted filtering will not apply to pages searched within articles.

## 1) Revisit the list of filtering terms taking into consideration the list of most popular search terms

After reviewing the list of the most popular search terms the original list of faceted search filter headings was amended to the following: Main Ingredient, Preparation, Recipe Type, Nutrition and Campbell's Soup.

This list was based on:     Number of times a search term was used in a category
Frequency a category appeared in the list of top recipes
Number of recipes associated with a category in the taxonomy of top recipes

Of the search term data provided the top 40 terms represents 75% of the search terms (1,617,848 out of 2,145,684). Of the top 40 terms 4 categories, Main Ingredient, Preparation, Recipe Type and Campbell's Soup account for 97.5 of the references. (References accounting for variety of search terms) Meal Time is referenced only once in the top 40 and although it accounts for 10% of the top 40 search queries it accounts for only 11.5% overall.

a) **Main Ingredient** - The category was referenced 32.5% of the time in the top 40 search terms and accounted for 27% of the search terms.
**Main Ingredient** category was referenced 198 times out of 2023 entries in the taxonomy of Campbell's most popular recipes.

b) **Preparation** - The category was referenced 7.5% of the time in the top 40 search terms and accounted for 9% of the search terms. Although **Preparation** did not represent a sizeable number of the search terms, it is recommended here as a facetted filter on the rational that **Preparation** relates directly to the convenience and time saving.
**Preparation** category was referenced 727 times out of 2023 entries in the taxonomy of Campbell's most popular recipes.

c) **Recipe Type** - The category was referenced 42.5% of the time in the top 40 search terms and accounted for 22% of the search terms.
**Recipe Type** category was referenced 166 times out of 2023 entries in the taxonomy of Campbell's most popular recipes.

d) **Nutrition** - Although not currently in the top search queries **Nutrition** is suggested here as a search filter due to its current cultural popularity.
**Nutrition** category was referenced 459 times out of 2023 entries in the taxonomy of Campbell's most popular recipes.

e) **Campbell's Soup** - The category was referenced 15% of the time in the top 40 search terms and accounted for 11% of the search terms. Although not a category in the taxonomy of Campbell's most popular recipes, it is recommended here as a facetted filter as a convenience to the user and to enforce the brand.

## 2) Combine the nutritional needs in the current documentation under one filtering term

The new Nutrition heading will have the following sub category filters:

Low Calories
High Fiber
Low Sodium
Low Fat

The USDA definitions foods in these categories as follows:

| | |
|---|---|
| Low Calories: | 40 calories or less per 50 grams of the food. |
| High Fiber: | 5 grams of fiber or more per serving. |
| Low Sodium: | 140 milligrams of sodium per 50 grams of the food. |
| Low Fat: | Less than 1 gram of saturated fat per serving and not more than 15% of calories can derive from saturated fat. |

The nutrition value in the Top Recipe Taxonomy document refers to a range, i.e. 2.1 to 4 grams, 251 to 400 Calories, etc. It doesn't specify if this is per serving, container, etc. Therefore greater clarification would be needed to establish break points in this section correctly.

## 3) Establish breakpoints within the subsections of the faceted filtering terms

After reviewing the list of the most popular search terms the following conditional breakpoints were established in the **Preparation** section.

| Subheading | Tag |
|---|---|
| Easy Preparation | Easy |
| | Number of Ingredients 4 or fewer |
| 20 Minutes or less | 15 minutes or fewer |
| | 16 to 20 minutes |
| Crockpot or slow cooker | Crockpot |
| | Slow Cooker |

## 4) Illustrate how the "Search In" drop down will translate to the faceted filtering

The "Search In" is the first line of search result filtering. When this feature is utilized the selected filtering will appear in the facetted feature filtered headings section, above the Facetted search categories, see wireframes. If "Articles" is selected in the "Search In" the search results will return a list of articles and the "Facetted Search" mechanism will not be Available.

The "Search In" categories are as follows:

| Filters | Tags / Definition | Notes |
|---|---|---|
| | | First level of faceted search next to search box |
| All Recipes | Recipe | |
| Articles | All articles which mention a recipe | Search results page do not include faceted options |
| Entire Site | Recipe | |
| Recipes: Quick & Easy | Campbell's defined | |
| Recipes: Budget Friendly | Campbell's defined | |
| Recipes: Family Favorites | Campbell's defined | |
| Recipes: Comfort Classics | Campbell's defined | |
| Recipes: Nutritious & Delicious | Campbell's defined | |
| Recipes: Creative & Different | Campbell's defined | |

## 5) Begin development wireframes illustrating all of the above plus the sequence of using faceted search.

See Wireframes

## 6) When developing wireframes include a wireframe which illustrates search results within articles. Faceted filtering will not apply to pages searched within articles.

See Wireframes

**Faceted Search Filtering Matrix**

| Filter Title | Filters | Tags / Definition | Notes |
|---|---|---|---|
| "Search In" Filter | | | First level of faceted search next to search box |
| | All Recipes | Recipe | |
| | Articles | All articles which mention a recipe | Search results page do not include faceted options |
| | Entire Site | Recipe | |
| | Recipes: Quick & Easy | Campbell's defined | |
| | Recipes: Budget Friendly | Campbell's defined | |
| | Recipes: Family Favorites | Campbell's defined | |
| | Recipes: Comfort Classics | Campbell's defined | |
| | Recipes: Nutritious & Delicious | Campbell's defined | |
| | Recipes: Creative & Different | Campbell's defined | |
| Main Ingredient | | | |
| | Chicken and Poultry | Poultry Chicken Duck Cornish Hens Turkey | |
| | Beef | Beef Ground Beef Roast Steak Hot Dog Sausage | |

|  | Pork | Roast |  |
|---|---|---|---|
|  |  | Pork |  |
|  |  | Bacon |  |
|  |  | Chops |  |
|  |  | Ham |  |
|  |  | Ribs |  |
|  | Eggs/Dairy/Cheese | Eggs |  |
|  |  | Dairy |  |
|  |  | Butter |  |
|  |  | Cheese |  |
|  |  | Bleu |  |
|  |  | Gorgonzola |  |
|  |  | Brie |  |
|  |  | Cheddar |  |
|  |  | Cream Cheese |  |
|  |  | Mozzarella |  |
|  |  | Parmesan |  |
|  |  | Romano |  |
|  |  | Swiss |  |
|  |  | Eggs |  |
|  |  | Milk |  |
|  |  | Sour Cream |  |
|  |  | Yogurt |  |
|  |  | Heavy Cream |  |
|  |  | Provolone |  |
|  |  | American |  |
|  |  | Cottage |  |
|  |  | Goat |  |

| | | Feta<br>Cream Cheese | |
|---|---|---|---|
| | Rice & Grains/Pasta/Noodles | Pasta | |
| | | Noodle | |
| | | Egg Noodle | |
| | | Elbow Macaroni | |
| | | Linguine | |
| | | Fettuccini | |
| | | Penne | |
| | | Ziti | |
| | | Shells | |
| | | Spaghetti | |
| | | White Rice | |
| | | Brown Rice | |
| | | Barley | |
| | | Wild Rice | |
| | | Oats | |
| | | Lasagna | |
| | | Ravioli | |
| | | Tortellini | |
| | | Couscous | |
| | Seafood | Lobster | |
| | | Shrimp | |
| | | Crab | |
| | | Scallop | |
| | | Oyster | |
| | | Clam | |
| | | Mussel | |

| | | | |
|---|---|---|---|
| | | Whitefish | |
| | | Catfish | |
| | | Cod | |
| | | Tilapia | |
| | | Halibut | |
| | | Salmon | |
| | | Flounder | |
| | | Sole | |
| | | Tuna | |
| | Vegetables | Broccoli | |
| | | Carrot | |
| | | Corn | |
| | | Green Beans | |
| | | Greens | |
| | | Mushroom | |
| | | Onion | |
| | | Pepper | |
| | | Potato | |
| | | Spinach | |
| | | Squash | |
| | | Sweet Potato | |
| | | Tomato | |
| | | Asparagus | |
| | | Yellow Beans | |
| | | Zucchini | |
| | | Cauliflower | |
| | | Olive | |
| | | Sweet Potato | |

| | | Lettuce<br><br>Cabbage | |
|---|---|---|---|
| Preparation | | | |
| | Easy Preparation | Easy<br><br>Number of Ingredients 4 or fewer | |
| | 20 Minutes or less | 15 minutes or fewer<br><br>16 to 20 minutes | Reflects Time to Table |
| | Crockpot or slow cooker | Crockpot<br><br>Slow Cooker | |
| Recipe Type | | | |
| | Casseroles and Baked Dishes | Casserole<br>Lasagna | |
| | Meatloaf and Meatballs | Meatloaf<br><br>Meatballs | |
| | Pasta | Lasagna<br><br>Pasta<br><br>Linguine<br><br>Fettuccini<br><br>Penne<br><br>Ziti<br><br>Shells<br><br>Spaghetti<br><br>Lasagna<br><br>Ravioli<br><br>Tortellini<br><br>Couscous | |
| | Meatless | Meatless | |

|  |  | Main Ingredient - Vegetables |  |
| --- | --- | --- | --- |
|  | Sandwiches, burgers and wraps | Bread<br><br>Tortillas and Tacos<br><br>Sandwich<br><br>Wrap |  |
| Nutrition |  |  | http://www.sysindia.com/kitchen/usda.html |
|  | Low Calories | tbd | 40 calories or less per 50 grams of the food. |
|  | High Fiber | tbd | 5 grams of fiber or more per serving. |
|  | Low Sodium | tbd | 140 milligrams of sodium per 50 grams of the food. |
|  | Low Fat | tbd | Less than 1 gram of saturated fat per serving and not more than<br><br>15% of calories can derive from saturated fat. |
| Campbell's Soup |  |  | This is not an exhausted list of Campbell's soup but a list of the soups that appeared in the top search terms |
|  | Chicken and rice | Chicken and rice |  |
|  | Cream of celery | Cream of celery |  |
|  | Cheddar cheese | Cheddar cheese |  |
|  | Chicken and dumplings | Chicken and dumplings |  |
|  | Chicken and noodles | Chicken and noodles |  |

| | Chicken | Chicken | |
|---|---|---|---|
| | Cream of chicken | Cream of chicken | |
| | Cream of mushroom | Cream of mushroom | |
| | French onion | French onion | |
| | Potato | Potato | |
| | Tomato | Tomato | |

## The Task of Facetted Search

Adhering to the theory of Faceted Search, the mechanism should refine search results by selecting filtering criteria thus allowing the user in essences to define a customized navigation.

Considerations for selecting the filtering criteria:

1) Select criteria by popularity, greater likelihood of usefulness
2) Follow established mental models (grouping of information)
3) Use familiar vocabulary
4) Do not overload with information
5) The user should anticipate the effects of their selection
   (user is looking for a specific need, such as low fat)