

# S a u t e ´

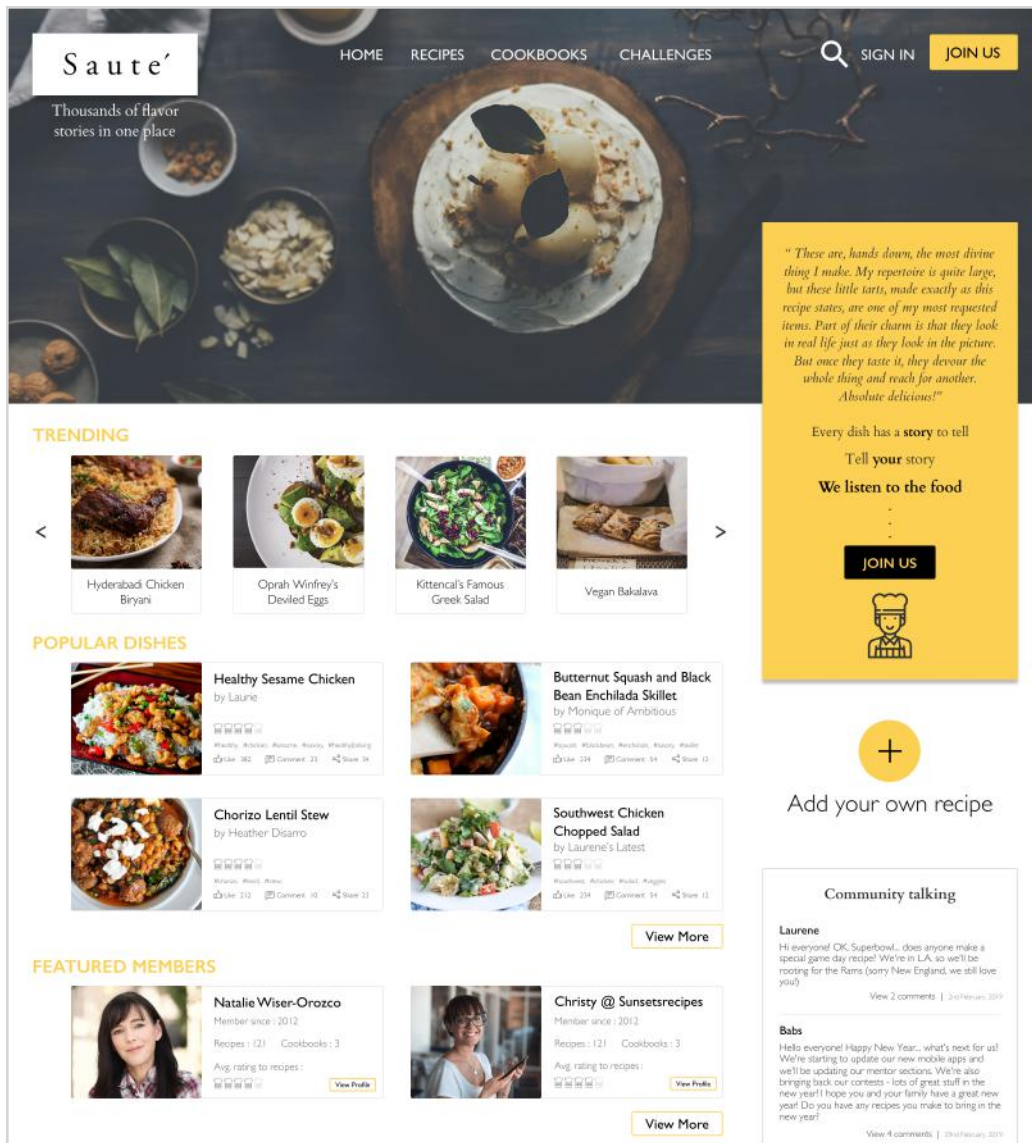
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Saute' is a food-themed community. Saute' delivers food enthusiasts resources, inspiration, and support they need, by connecting them to one another. Whether the user is a total beginner in the kitchen or well-seasoned foodie, there's a place for everyone in this community. Users can find delicious recipes, make their own cookbooks, and gear up for cooking challenges. Members can add their own recipes, add reviews to someone else's recipes, or add their contributions to the recipes they reviewed. It is a community that promotes the contribution of different kinds of cuisines and different styles of cooking. In order for every voice to matter, the users can contribute to the community by adding their own tweaks, rating recipes and posting photos of their own try at the recipe. Saute' is a community of practice 'formed by people who engage in a process of collective learning in a shared domain of human endeavor' [1].

Thousands of flavor stories in  
one place

# 1. First impression of the community

The main page of Saute' gives a feeling of community that has a lot to offer. It stays true to its slogan of 'Thousands of flavor stories in one place'. 'It has an identity defined by a shared domain of interest' [1]. The main page consists of a menu with options that the site is providing with - recipes, cookbooks, and challenges. The top right corner of the page contains the sign in and join our links. The right side section of the website is a call to action section to join the community, a call to action to add recipes, and community talks. The first page also features sections like trending, popular recipes and featured members. By showcasing featured members who have made a contribution, Saute' is inviting others to also make quality contributions [2].



(Image 01 - Main page of Saute')

The community website quickly gives you an overview of what you can expect. According to Kraut and Resnick ‘newcomers are happier in a community and contribute more effectively if they have a complete and accurate impression of the community before they join it’ [2]. The trending and the popular dish sections tell the visiting users that the community is engaging and the members are contributing to it actively. The featured member's section and the community talking section shows visiting users that the community values its members and their engagement.

## 2. Users and Recruitment

### Target audience

The target audience of Saute’ is anyone who is even remotely interested in cooking or food blogging. The audience can include members who are just trying their hand at cooking, members who are a well-seasoned foodie, food bloggers or food explorers who want to experiment with new dishes. There has been a rise in food blogging since the dawn of Instagram. With Saute’ we are trying to accumulate food blogging sector with traditional functions like recipes and cookbooks within food-themed online community.

### Newcomer

Saute’ has a diverse user base. Users with different kinds of motivations are a part of the community. Saute’ uses word of mouth recruiting and member advertisement as it is substantially more powerful than impersonal advertising [2]. Members who have been a part of the community for a long time, post about the community in their personal blogs or social media websites. As these members are already part of the community they are advocates of the community in front of the non-members. The share option on the recipe allows users to share the recipe link on other websites, and in turn, makes the community visible to more audience on other platforms [2]. Saute’ socializes newcomers by posting about the latest joined members on the member’s listing page. Moderators are notified and the initial socialization takes place through the moderators so that they can engage with the newcomers on a personal level. They teach newcomers the norms and guidelines of the community and encourage the newcomers to contribute initially by commenting or reviewing recipes.

## User Identity & Roles

Saute' has a shared identity of its own, as the members work on group problem solving, request for information, seeking experience and discussing development [3]. Amy mentions in her article the importance of the community having its own identity [7]. While creating an account on the website the new user has to input his name, pseudonym, password, age, and gender. Users have the freedom to use their real name or pseudonym for the community. The display name is seen by the other community members. This, in turn, facilitates more contributions as the user can be anonymous and contribute.

The screenshot shows the user profile for Natalie Wisler-Orozco on the Saute' website. The profile includes a header with the Saute' logo and navigation links (HOME, RECIPES, COOKBOOKS, CHALLENGES), a search bar, and a user name dropdown (NATALIE) with a JOIN US button. The profile itself features a profile picture of Natalie, her name, and a Moderator role. A bio describes her as an Accounts Payable Specialist and a food blogger. Statistics show 121 Recipes, 3 Cookbooks, 342 Followers, and 121 Following. She has been a member since 2012 and has an average rating of 4 stars for her recipes. Below the profile are tabs for Recipes, Cookbooks, Activity, Photos, and Reviews. The Recipes tab is active, showing four recipe cards: Healthy Sesame Chicken, Butternut Squash and Black Bean Enchilada Skillet, Chorizo Lentil Stew, and Southwest Chicken Chopped Salad.

Recipes	Cookbooks	Followers	Following
121	3	342	121

Member since
2012

Avg. rating to recipes
4 stars

Recipe 1	Recipe 2	Recipe 3	Recipe 4
<b>Healthy Sesame Chicken</b> by Laurie Like 362   Comment 33   Share 34	<b>Butternut Squash and Black Bean Enchilada Skillet</b> by Monique of Ambitious Like 134   Comment 54   Share 12	<b>Chorizo Lentil Stew</b> by Heather Disaro Like 212   Comment 10   Share 33	<b>Southwest Chicken Chopped Salad</b> by Laurene's Latest Like 134   Comment 54   Share 12

(Image 02 - Member profile)

Users can be either a contributor or a moderator and contributor to the website. The contributor's role is to engage in community betterment by adding recipes, liking, commenting, reviewing, uploading, discussing or tweaking recipes. They make the community what it is by engaging with it from the smallest things. The moderator's role is to moderate the content that is being posted as recipes, in the comments or review section. The moderators are divided by the cuisine and their expertise. In order to become eligible to be a moderator, the member needs to have a particular amount of contributions to the community. Eligibility criteria require the moderators to have posted 100+ recipes, at least 3 cookbooks, with 300 and more followers. Setting up eligibility criteria for moderators makes sure that the members have an intrinsic as well as the extrinsic motivation of contributing to the community.

### 3. Engagement and Retention

The major problem online communities face is the crisis of the second visit to the site. Once the newcomer lands on the community, he should be engaged to an extent of hopping a few clicks on the site and coming back for a second visit. The main page of Sauté has three calls to action button (refer to Image 01). The first is the 'Join us' button on the top right corner of the page. The top right corner is one of the hotspots of any website page [6]. The second call to action is on the right side of the website and is emphasized using yellow color. The 'join us' section tells the users about what the website stands for, the principles it has been built on and a call to action button. The third one is 'add your own recipe', which encourages newcomers to contribute to the website. The yellow and black color is used interchangeably in all call to action buttons in order to establish uniformity and focus on one section of the website. Also, the 'join us' section and the 'add your own recipe' section stay sticky on the website so that they are constantly visible to the newcomers. This kind of design follows Norman's perceived affordance where desired controls of the call to action are easily perceived and interpreted as a call to action[4].

Once the new user joins the community, he is incentivized to select his favorite cuisines and dishes. The main page changes to customized feed on trending items, popular dishes and similar recipes according to the favorites selected by the newcomer. The purposive motivational value of the user is increased after the content of the community is shaped according to his choices [5]. The main page also urges users to follow/connect with the main contributors of the cuisine through the featured member section. The moderators of the cuisines get notified over the joining of a new member. Connecting the new

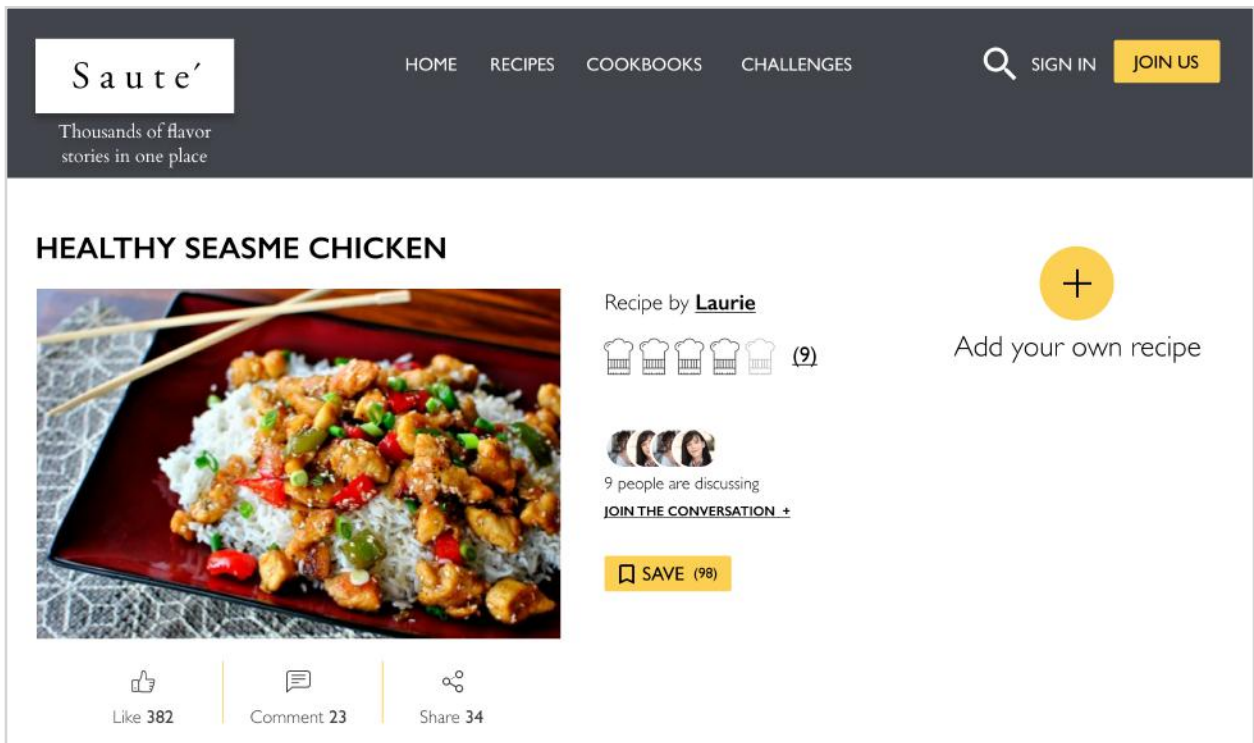
members with the moderators makes sure that newbie understands the importance of interpersonal connectivity and starts working towards it [5].

The recipe page consists of the content related to the recipe like the name, image and the contents of the recipe. From a community point of view, the page consists of various socio-technical user engagement cues. There is a 'join the conversation' cue next to recipe image with the numeric value of people who are discussing. This gives the user an impression of an active community. The recipe page also features a video of the recipe making with the instruction. The recipe page is open to any and everyone who visits the website, but in order to view the video of the making, the user needs to have an account with the community.

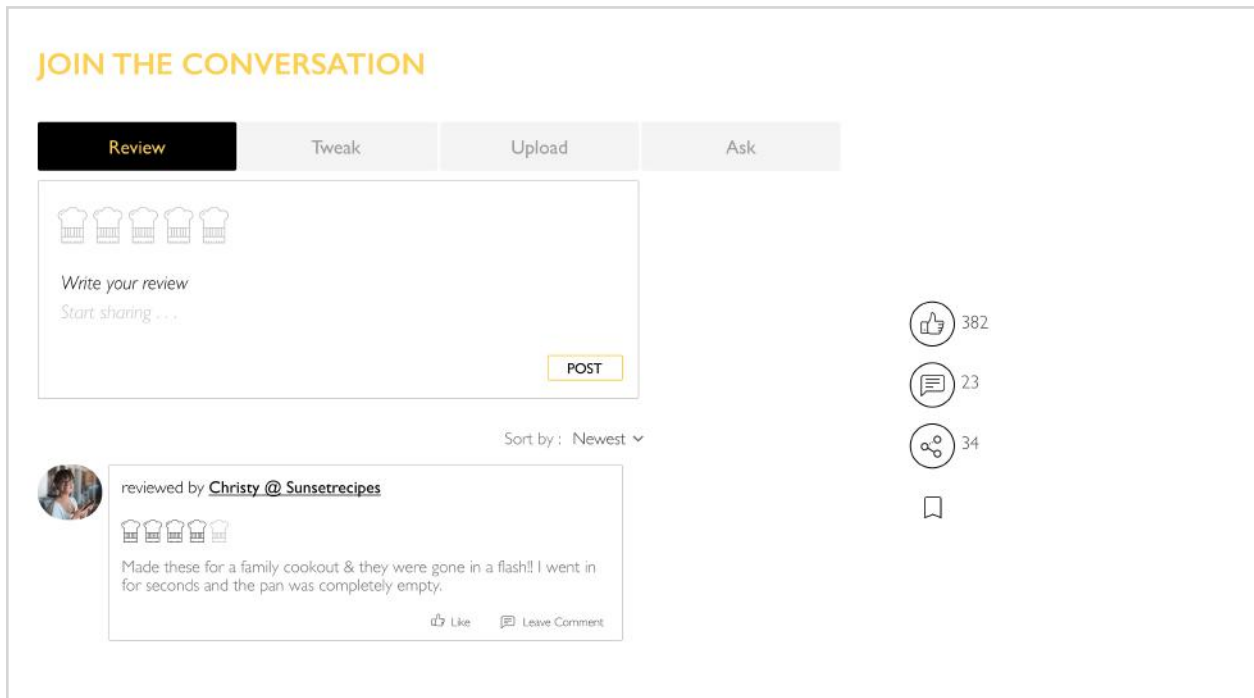
The page also consists of usual technical cues of liking, commenting and sharing the content with the ability to save the recipe. Liking, commenting and sharing are the foundations of engagement in an online community. After you scroll past the recipe image page, the engagement icons become static at the right side of the page. This kind of design can be seen on medium.com articles, where the engagement options remain static at the left side of the article so that the user doesn't have to scroll to the top of the page to engage with it.

'Join the conversation' section is an exclusive section which allows users to review, tweak, upload and ask questions to the recipe. The whole section is dedicated to informational conversations about the recipe. Review section allows users to rate and review the recipe. Using tweak element members can suggest their own tweaks to the recipe. Using the upload and ask section members can upload their own tries at the recipe and ask questions related to the recipe. 'Join the conversation' is the most engagement driven section of the website where everyone can deliver their take on the recipe. Baym (2010) talks about non-verbal social cues which exist in textual communications [6]. Comments like 'the recipe were brilliant !!!', 'I tried it and loved experimenting with it !!', etc generate a sense of urgency and participation which in return triggers socio-technical capital [8]. Apart from public engagement, users can tag their followers or people that they follow in comments and reviews. They can also send private messages to each other.





(Image 03 - Recipe page)



(Image 04 - Join the conversation section)



The member's page of the website features the members who have recently joined the community. This kind of feature enables users to think that they are important to this community. It urges the seasoned members to chat with the newbies in order to establish a safe space for them. 'When newcomers have friendly interactions with existing community members soon after joining a community, they are more likely to stay longer and contribute more' [2]. If readers or newcomers are given high visibility and efforts are highlighted appropriately they can get converted to leaders [9].

#### **4. Feedback and Moderation**

Members receive likes and replies over the reviews and comments they make to the recipe. The tweaks also receive participation in the form of likes and comments. Any member is permitted to comment and like any content. Feedback to any member who has posted any recipe can be received in the form of likes, comments, shares, follows, replies saves and photo uploads. The greatest feedbacks any member could receive on the community is the saves on the recipe, followers, and share. These elements are validation from other community members and play an important motivation in contribution. Users contribute to the community based on their own anticipation of what they will receive by doing so [5]. The contributions are valued in the form of badges. Kraut and Resnick bring up a very important point about intrinsic motivation which states that 'the preservation of intrinsic motivation for learning is an important goal in its own right' [2]. The badges shown in each member's profile page generate an intrinsic feeling of self-importance. Members can earn badges for being in the community for more than 5 years, contributing 100 recipes, having 300 followers, and having a consistent average rating of 4 or more. The rating of a member is decided by the average rating given to the recipes he/she has contributed. Using badges is a form of social enhancement element which is tied to the value derived from the status the user has within a community [5].

Saute' has a few strict guidelines it expects its members to follow: 1. Keep it fun and share information in a friendly manner, 2. Be honest about your contributions and give credits where ever necessary, 3. Stay focused on food. Conversations drift, but you are here to tell your own food story, 4. Be food aware. Remember your own allergies whole following someone else's recipes, 5. Don't spam and don't troll. The moderator's role is to maintain healthy conversation within the community. They have been given the

right to delete any contribution they deem unfit. Moderators are selected based on their engagement with the platform.

## 5. Success Metrics

One of the main metrics of whether a community can be called successful are its advocates. When you empower your most passionate community members, they will develop into brand advocates. These members use their online influences to gain more and more visiting users [2]. Another success point of a positive growing community would be in the number of recipes that are being shared by the newcomers. In order for Saute' to grow the contribution of unique users is a must. Generally, the participation starts in the form of likes, saves, reviews and ratings. But if the newcomer quickly transitions from leader to active contributors, it can be said that the community is motivating newcomers in the right way. It seems like the obvious metric to track the success of the community is by the population of the community. Saute' aims to get users who are genuinely interested in the field of cooking and food blogging, who would have the potential of influencing and increasing the user base. Saute' needs to be the Uber of the transportation sector. It should grow to be an online community which is referred by everyone. This can add up to people exclusively asking to share their recipes on the trending or main page of the website. Sponsored content can generate a lot of revenue for Saute'. Community users never stay constant. Few reasons they drop out are new opportunities, life changes and they no longer are motivated. The success of a community greatly depends on how new users are brought in the community, trained and transitioned to contributors or leaders. Saute' success also depends on the maturity of the members. In order to call the community successful, newcomers should try to transition to contributor or leader position in a short period of time. The success of the community also depends on how the content is shared and managed by the users [2]. For Saute', integration with other new aggregator platform is a must. This kind of exposure drives newcomers to the site and makes other users aware of the platform.

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