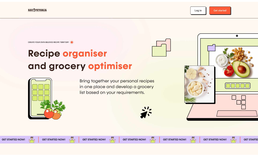
A Cross-platform App

Conducted within a volunteer club, this project united professionals spanning various digital disciplines to collaborate in teams, collectively constructing a fully operational product.

Years / Duration	My role	Scope
2022 4 month	Product designer	UI/UX Design, Research, Prototyping, Visual Design

Team:

Project manager, Frontend developer, Backend developer (2), Qa (2) DevOps, Designer

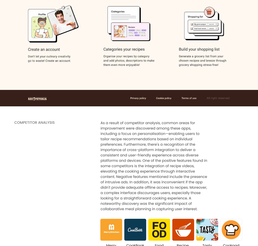


PROBLEM STATEMENTS

- Efficient recipe organisation with quick dish selection
- Streamlined shopping for ingredients and reduced food wastage

SOLUTION

A comprehensive web application for recipe management, and meal planning tailored to different screen resolutions, spanning from desktop to mobile.



COMPETITOR ANALYSIS

As a result of competitor analysis, common areas for improvement were discovered among these apps, including a focus on personalization enabling users to tailor recipe recommendations based on individual preferences, dietary needs, and culinary interests, the importance of cross platform integration to deliver a consistent and user-friendly experience across diverse platforms and devices, One of the positive features found in some competitors is the integration of recipe videos, providing users with visual guidance and enriching content. Negative features mentioned include the presence of intrusive ads. In addition, it was inconvenient if the app lacks the ability to import recipes from other websites or to compile interface discourage users, especially those looking for a straightforward cooking experience, A noteworthy discovery was the significant impact of collaborative meal planning in capturing user interest.

AUDIENCE

Cooking enthusiasts with healthy lifestyle

PERSONA

Olivia is a health-conscious individual who has dedicated her professional life to promoting wellness through nutrition and yoga. She understands the importance of maintaining a healthy lifestyle and places a high value on nourishing her body with wholesome foods. Olivia is always seeking ways to integrate nutritious meals into her busy yoga teaching routine, and she sees cooking as both a passion and a means to support her overall well-being.

Motives

- Health and wellness tracking
- Time-saving efficiency
- Environmental sustainability
- Diverse cuisine exploration

Measures of Success

- Retention rate
- Daily, weekly, and monthly active users
- Cross-device usage
- Recipe creation
- Feature usage
- Conversion from recipe to shopping list
- Average session duration
- Feature adoption rate
- resolutions
- User reviews and ratings
- Survey results

Olivia, fitness instructor, doting wife, joyful mama

"Life is busy, healthy is the middle of all this chaos surrounds feels impossible. I need a way to simplify meal planning, organize a lot of my recipes, and enable easy sharing with my family. I'm on the hunt for an application to make it all easier."

Fears

- Fear of missing nutritional goals
- Fear of disorganization
- Fear of making mistakes
- Fear of recipe loss
- Fear of wasting time
- Fear of overspending

Pains

- Disorganized recipe storage
- Inefficient shopping planning
- Difficulty in collaborative planning
- Limited customization of lists

THE FUNCTIONAL JOBS AND JOB STATEMENTS

Job 1: Organised recipe storage

Job Statement: When I have a plethora of recipes, I want to organize them effortlessly, so I can easily find and access them for dietary preferences, and occasions, so I can quickly find what I need.

Job Statement: When I am cooking for a family, I want to have a system that can only take into account my dietary preferences but also enables me to minimize spoilage.

Job 2: Streamlined shopping lists

Job Statement: When I am shopping for a meal, I want to have a system that not only takes into account my dietary preferences but also enables me to minimize spoilage.

Job 3: Time-saving cooking experience

Job Statement: When I am cooking for a family, I want to have a system that saves me valuable time in the kitchen and ensures that recipes are straightforward and easy to follow.

THE EMOTIONAL JOBS AND JOB STATEMENTS

Job 1: Peace of mind

Job Statement: When I seek peace of mind in my daily cooking routine, I want a system that organizes my recipes and shopping lists with ease, so I can maintain order and events, so I can stay organized and events, so I can stay organized.

Job 2: Culinary creativity

Job Statement: When I am in the kitchen, I want to have the freedom to explore and experiment with different recipes, so I can enjoy culinary exploration and experimentation in the kitchen.

Job 3: Family connection

Job Statement: When I aim to strengthen my connection with my family, I want to have a system that facilitates shared meal planning and cooking, so I can bond over culinary experiences a shared and enjoyable activity.

Job 4: Confidence in shopping

Job Statement: When I am looking to contribute in grocery shopping, I want to have a system that supports my intentions meaningfully and efficiently, so I can contribute in a meaningful way.

Job 5: Fulfillment of health goals

Job Statement: When I work towards achieving my health and wellness goals, I want to have a system that facilitates nutritious choices, making it easier to maintain a healthy lifestyle.

HYPOTHESIS VALIDATION AFTER INTERVIEW

Hypothesis in numbers

Upon conducting interviews with 7 individuals, I meticulously formulated hypotheses and assessed their alignment with my proposed solution. Throughout the interviews, various insights were identified, leading to the refinement of hypotheses to better align with user needs and preferences, ultimately enhancing the overall user experience.

Among the participants, some expressed a preference for multiple recipes stored in their accounts. The feedback also suggested tasks that required them to navigate between different pages to access information, such as ingredients for specific recipes. Consequently, I recorded instances where participants had to refer to various recipes simultaneously or frequently revisit one or more recipes.

1	3	6
false	not clear	true

Hypothesis	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
People often find challenging to locate a specific recipe in their collection	1 Not clear	6 True	1 False	1 False	1 Not clear
People find challenging to take into account their dietary preferences while shopping	6 True	6 True	6 True	6 True	6 True
People want to improve their aspects of culinary experience	6 True	6 True	1 Not clear	6 True	6 True
People save their recipes and shopping lists in various formats and formats, as it makes difficult to keep promptness	6 True	6 True	6 True	1 False	6 True
People often have inspiration for experiments in the kitchen and try new recipes	6 True	1 Not clear	6 True	1 Not clear	6 True
People want to share recipes and shopping lists with family members	6 True	6 True	6 True	6 True	6 True
People usually compose their shopping list in way that prevents overspending and helps create an accurate list	1 Not clear	6 True	6 True	6 True	6 True
People feels that choice of products and meal preparation influences to their health and wellness goals	6 True	6 True	6 True	1 Not clear	6 True

USER TESTING

User insights

It's so convenient that there's a version for large screens. I don't like cooking with my phone, it always falls. But now I can place my recipes in a place I on the table, and see everything. Although you can use a computer under your lens when you go shopping for groceries.

Sometimes it's a bit of a challenge for me because all my recipes are saved as photo form on my phone. I'm not sure how to sort them out efficiently. It would be great if there was an easy way to organize them.

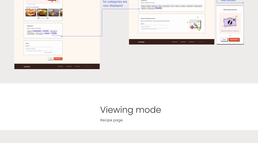
It would be great to have the ability to send my shopping list to my husband so that he can buy everything while I pick up the kids from school.

I love the option to print the recipe instead of saving it. It's convenient when I have recipes with my mom, since there are even pictures. It's so convenient!

PROTOTYPE IMPROVEMENTS

Creating a new recipe

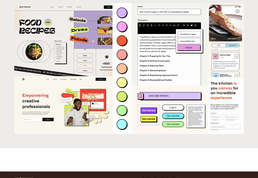
Recipe page



Viewing mode

Recipe page

VISUAL DESIGN

Inspiration board

Serving as a crucial cornerstone, defining the overarching tones of design ideas, this project selected the meticulously designed logo for offshoot of the main application, aiming to harmoniously integrate with the main design choice also ensuring both comprehension and user-friendly interactions, especially on smaller screens.