A Cross-platform App

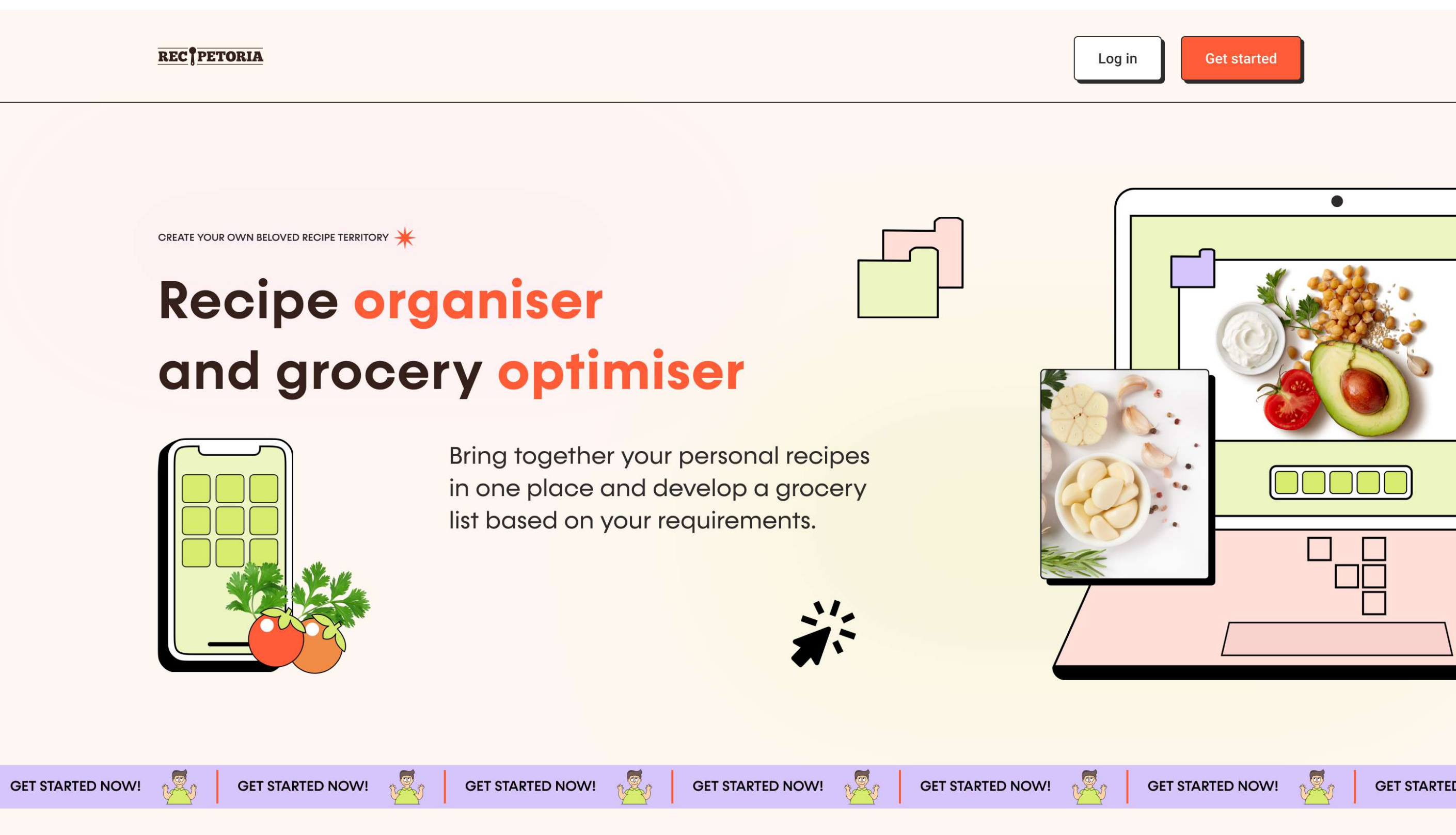
Conducted within a volunteer club, this project united professionals spanning various digital disciplines to collaborate in teams, collectively constructing a fully operational product.

Years | Duration
2022
4 month

My role
Product designer

Scope
UI/UX Design, Research, Prototyping, Visual Design

Team
Project manager, Frontend developer, Backend developer (2), QA (2), DevOps, Designer



Recipe organiser and grocery optimiser

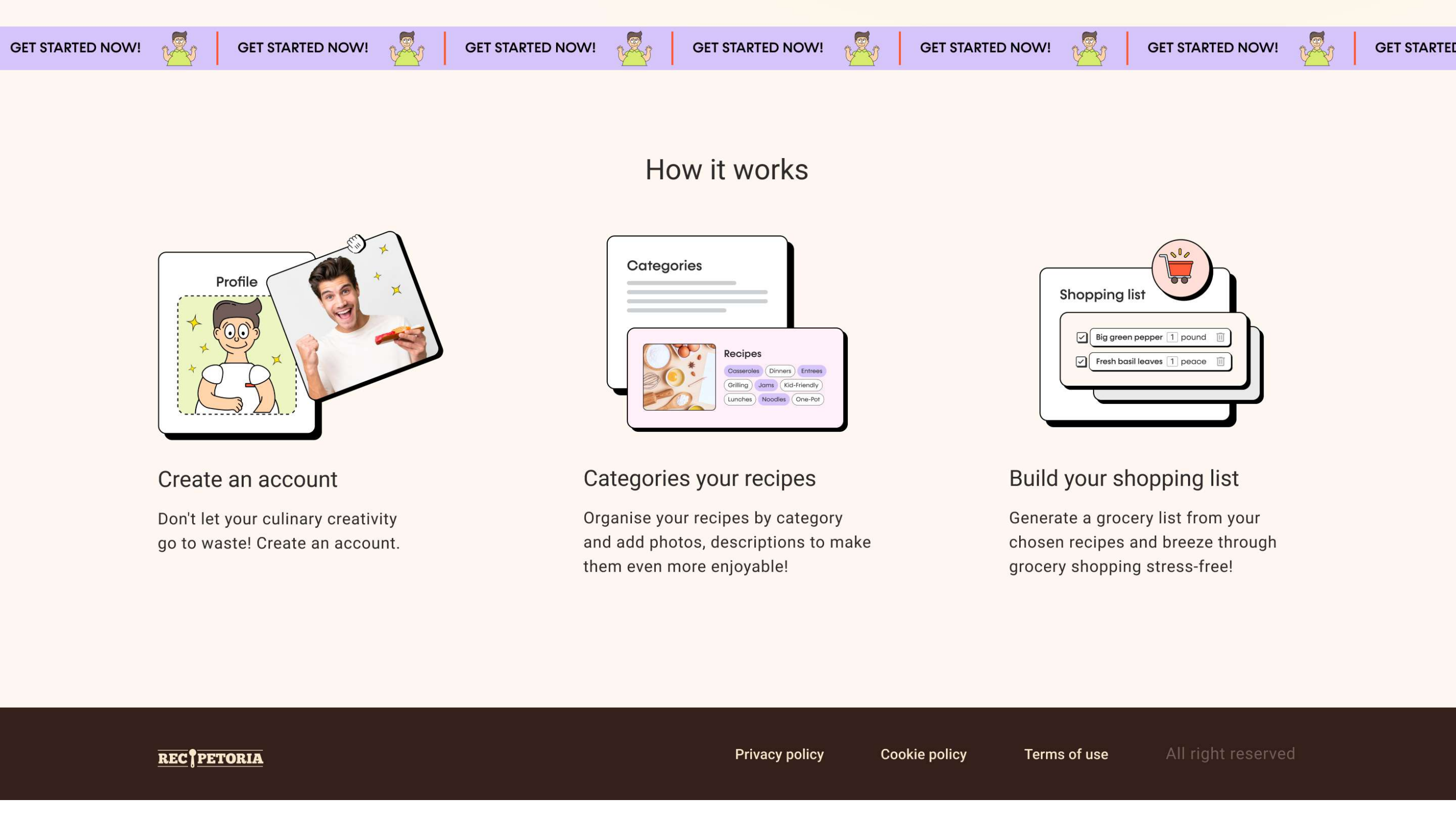
Bring together your personal recipes in one place and develop a grocery list based on your requirements.

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.



How it works

Create an account
Don't let your culinary creativity go to waste! Create an account.

Categories your recipes
Organise your recipes by category and add photos, descriptions to make them even more enjoyable!

Build your shopping list
Generate a grocery list from your chosen recipes and breeze through grocery shopping stress-free!

COMPETITOR ANALYSIS

As a result of competitor analysis, common areas for improvement were discovered among these apps, including a focus on personalisation—enabling users to tailor recipe recommendations based on individual preferences. Furthermore, there's a recognition of 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, elevating the cooking experience through interactive content. Negative features mentioned include the presence of intrusive ads. In addition, it was inconvenient if the app didn't provide adequate offline access to recipes. Moreover, a complex interface discourages users, especially those looking for a straightforward cooking experience. A noteworthy discovery was the significant impact of collaborative meal planning in capturing user interest.

Merry Kitchen · CookBook · Food · Recipe Keeper · Tasty · Cookpad

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 and delicious meals into her routine, and she sees cooking as both a passion and a means to support her overall well-being.

Olivia, fitness Instructor, doting wife, joyful mama

> Trying to stay healthy in the middle of all this chaos sometimes feels impossible. I need a way to simplify meal planning, organise 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.

Motives

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

Measures of Success

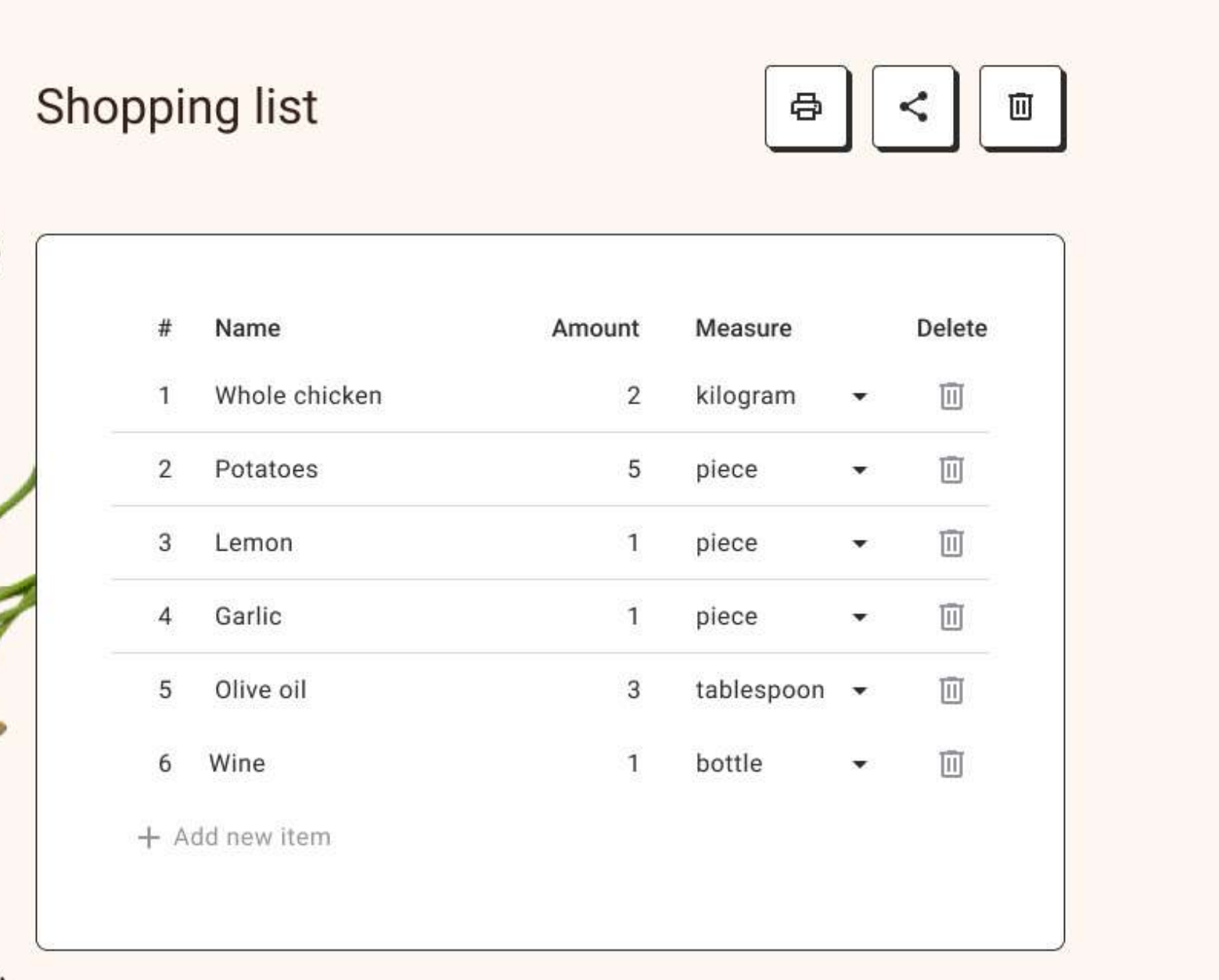
- Retention rate
- Daily, weekly, and monthly active users
- Cross-device usage
- Responsiveness
- Feature usage
- Conversion from recipe to shopping list
- Average session duration
- Error rate in different resolutions
- User reviews and ratings
- Survey results

Fears

- Fear of missing nutritional goals
- Fear of disorganisation
- Fear of ingredient mistakes
- Fear of recipe loss
- Fear of wasting time
- Fear of overspending

Pains

- Disorganised recipe storage
- Inefficient shopping planning
- Difficulty in collaborative planning
- Limited customisation of lists



Shopping list

#	Name	Amount	Measure	Delete
1	Whole chicken	2	kilogram	
2	Potatoes	5	piece	
3	Lemon	1	piece	
4	Garlic	1	piece	
5	Olive oil	3	tablespoon	
6	Wine	1	bottle	

THE FUNCTIONAL JOBS AND JOB STATEMENTS

Job 1:
Organised recipe storage

Job Statement: "When I have a collection of recipes, I want a platform that allows me to categorise them by cuisine, dietary preferences, and occasions, so I can quickly find what I need."

Job 2:
Streamlined shopping lists

Job Statement: "When I create a shopping lists, I want to have a solution that not only takes into account my dietary preferences but also enables me to minimise overspending."

Job 3:
Time-saving cooking experience

Job Statement: "When I am enhancing my cooking experience, I want a solution 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 tool that ensures my recipes, meal plans, and shopping lists are well-organised and easily accessible."

Job 2:
Culinary creativity

Job Statement: "When I aim to foster my culinary creativity, I want a platform that introduces diverse and exciting recipes, encouraging exploration and experimentation in the kitchen."

Job 3:
Family connection

Job Statement: "When I strive to strengthen my connection with my family, I want a feature that enables seamless sharing of recipes and shopping lists, making our culinary experiences a shared and enjoyable activity."

Job 4:
Confidence in shopping

Job Statement: "When I aim to boost my confidence in grocery shopping, I want a tool that prevents overspending, minimises mistakes, and ensures a well-organised shopping list."

Job 5:
Fulfillment of health goals

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

HYPOTHESIS VALIDATION AFTER INTERVIEW

Hypothesis in numbers

I conducted a total of 5 meetings, comprising 3 online sessions and 2 offline sessions for prototype testing. Throughout the testing phase, various issues were identified. After each interview, adjustments were made to the prototype, and these refined versions underwent validation.
While some of the initial hypotheses did not hold, others were confirmed to be accurate. The test-takers were assigned tasks that required them to navigate through expected scenarios, completing them in entirety. To enhance the evaluation process, I recorded certain interviews either on video or using a voice recorder, allowing for a thorough review at a later stage.

1	1	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	🤔 Not clear	✅ True	❌ False	❌ False	🤔 Not clear
People find challenging to take into account their dietary preferences while shopping	✅ True	✅ True	✅ True	✅ True	✅ True
People want to improve their aspects of culinary experience	🤔 Not clear	✅ True	🤔 Not clear	✅ True	✅ True
People save their recipes and shopping lists in different places and formats, so it makes difficult to buy groceries	✅ True	✅ True	✅ True	❌ False	🤔 Not clear
People often have inspiration for experiments in the kitchen and try new recipes	✅ True	🤔 Not clear	🤔 Not clear	🤔 Not clear	✅ True
People want to share recipes and shopping lists with family members	✅ True	✅ True	🤔 Not clear	✅ True	✅ True
People usually compose their shopping list in way that prevents overspending and helps create an accurate list	🤔 Not clear	✅ True	✅ True	✅ True	✅ True
People feels that choice of products and meal preparation influence to their health and wellness goals	🤔 Not clear	✅ True	✅ True	🤔 Not clear	✅ 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 with a computer, I can open it, place it on the table, and see everything. Although you can't take a computer under your arm when you go shopping for groceries. 😀

Sometimes it's a bit of a challenge for me because all my recipes are scattered in 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 🤔

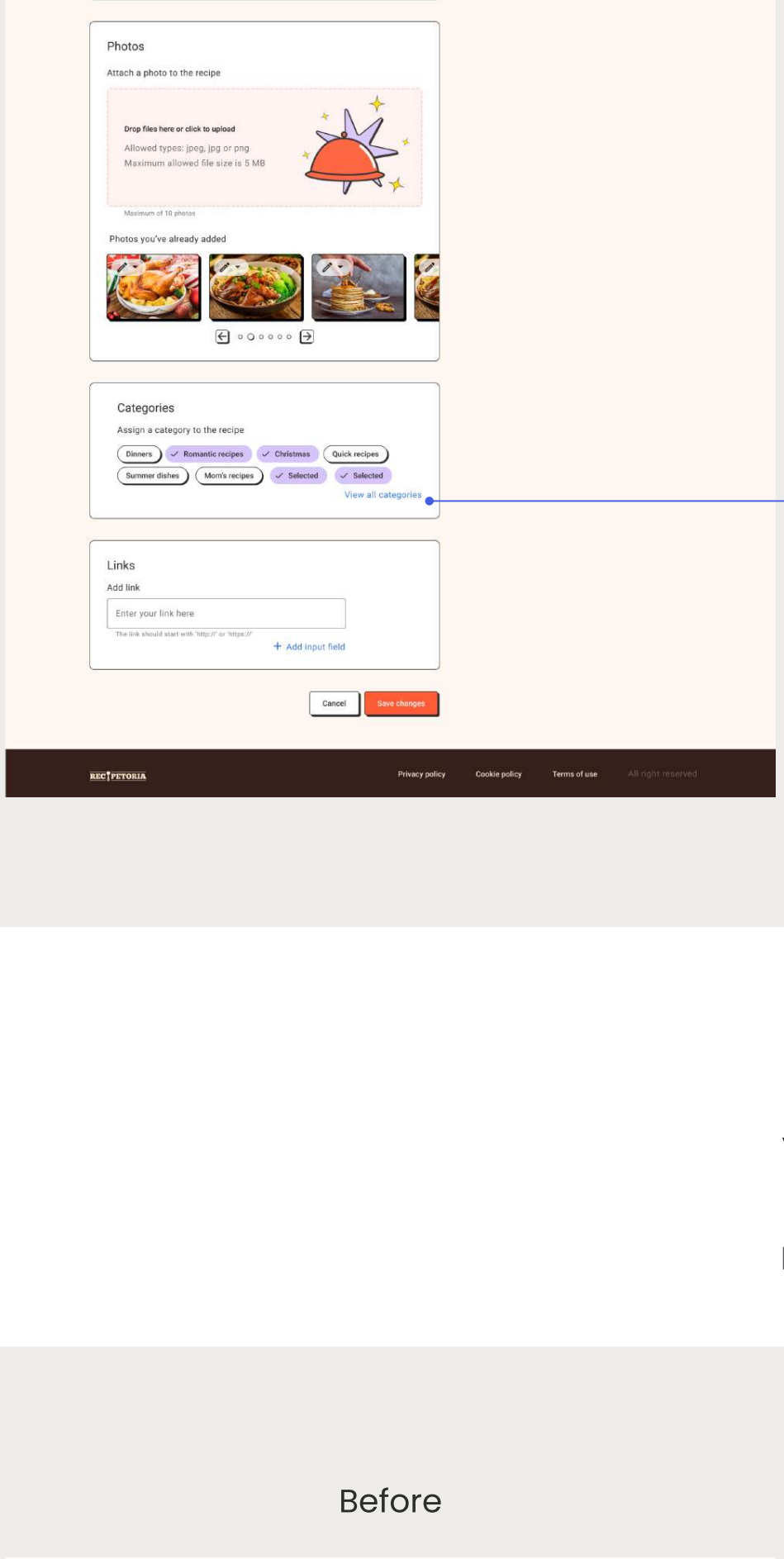
I love the option to print the recipe instead of sending it via email. I can share healthy recipes with my mom, and there are even pictures. It's so convenient! 🙂

PROTOTYPE IMPROVEMENTS

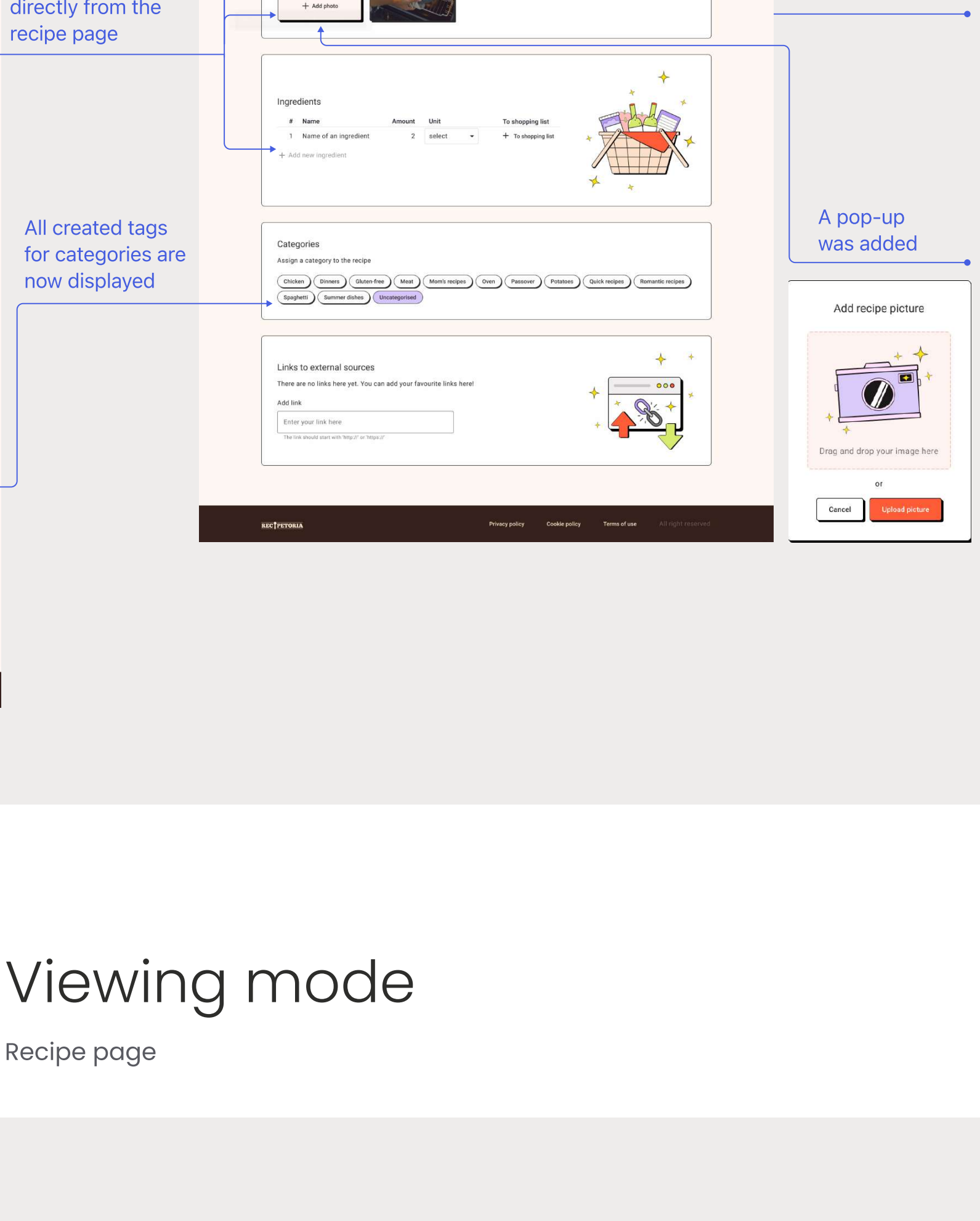
Creating a new recipe

Recipe page

Before



After



The stepper has been removed

An "Edit" option has been added for making changes directly from the recipe page

All created tags for categories are now displayed

The size of the main photo has been increased

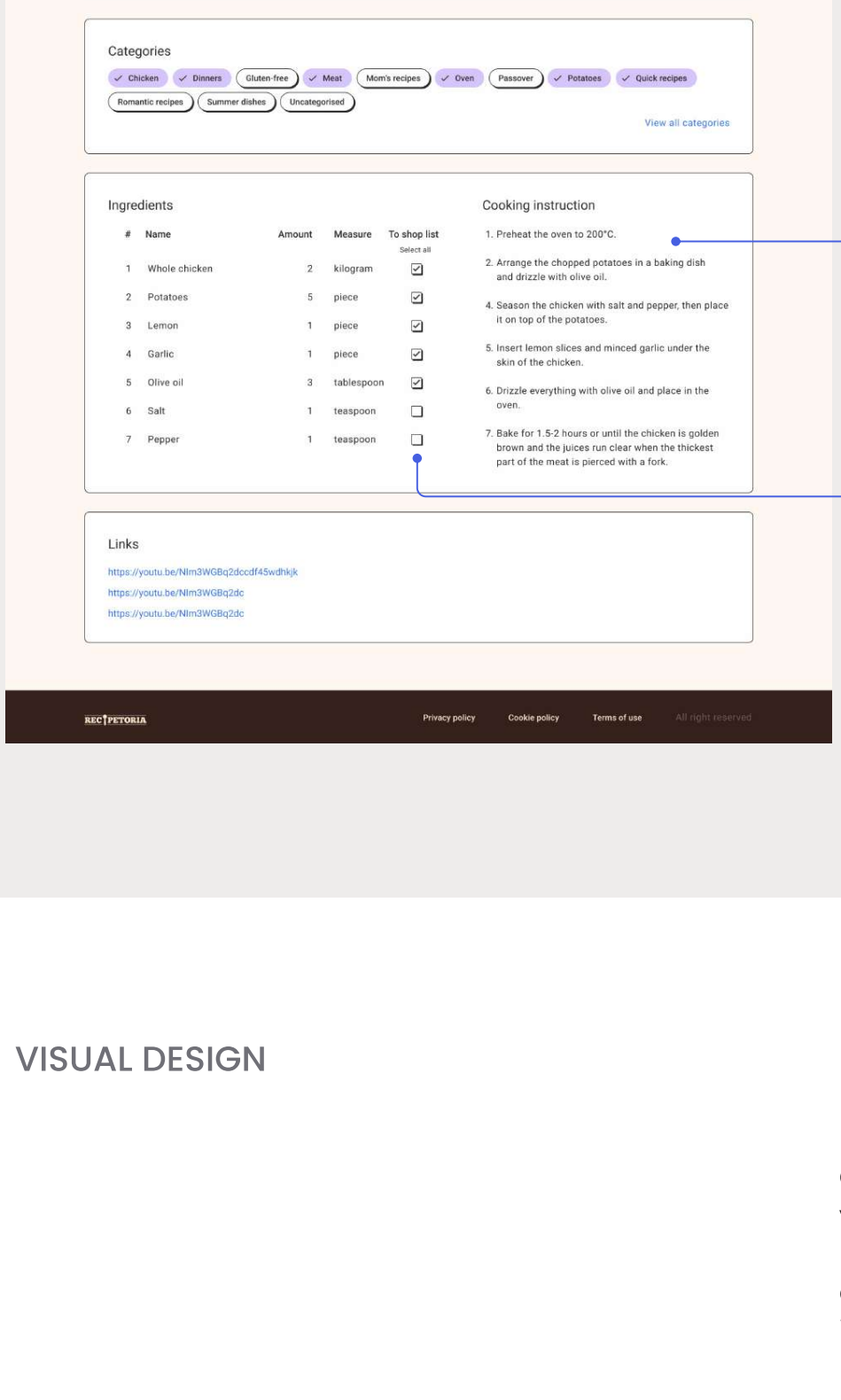
The size of the block for adding photos has been reduced

A pop-up was added

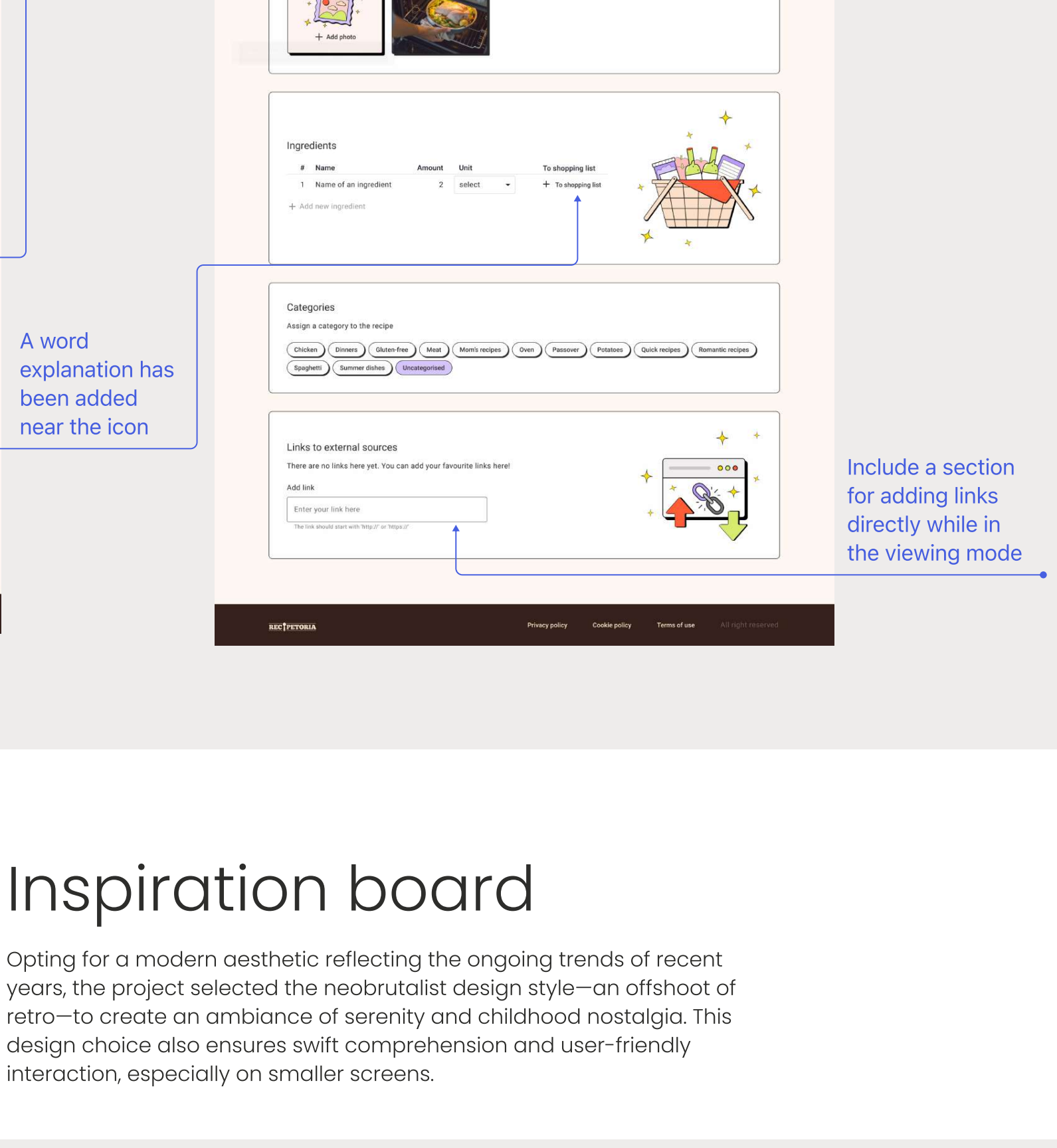
Viewing mode

Recipe page

Before



After



Comments and cooking instructions have been consolidated in one place

A word explanation has been added near the icon

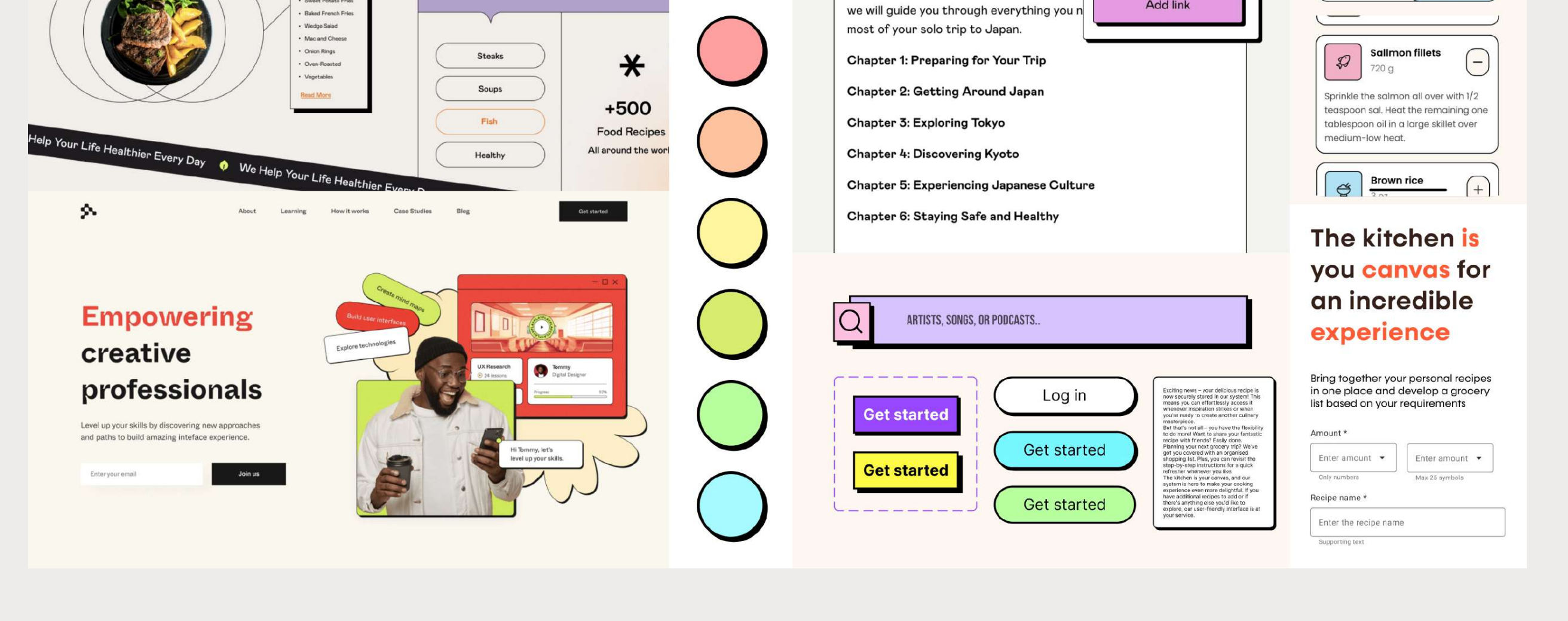
Buttons for printing, sharing, and deleting have been added

Include a section for adding links directly while in the viewing mode

VISUAL DESIGN

Inspiration board

Opting for a modern aesthetic reflecting the ongoing trends of recent years, the project selected the neobrutalist design style—an offshoot of retro—to create an ambiance of serenity and childhood nostalgia. This design choice also ensures swift comprehension and user-friendly interaction, especially on smaller screens.


FOOD RECIPES
Salads
Drinks
Foods
+500
Food Recipes
Empowering creative professionals
Solo Travel to Japan in Your 20s: A Comprehensive Guide
Log in
Get started
The kitchen is you canvas for an incredible experience

RECIPETORIA

Designer Kate (Ekaterina) Pine, 2023