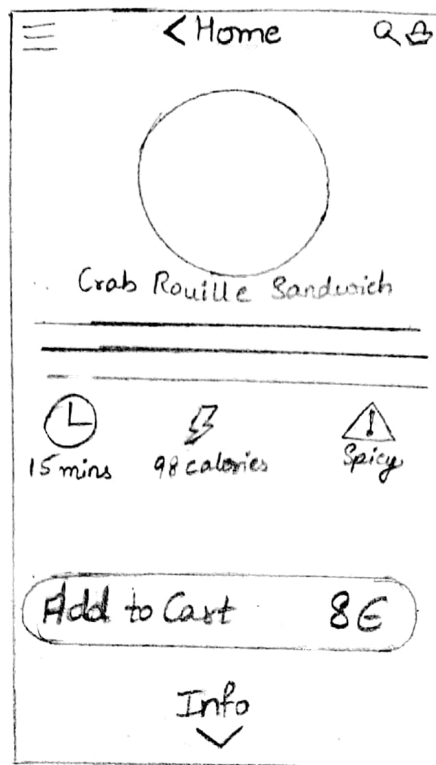
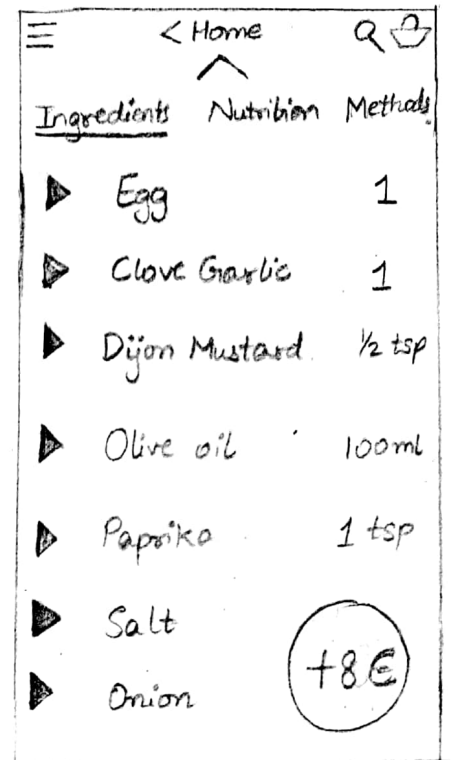


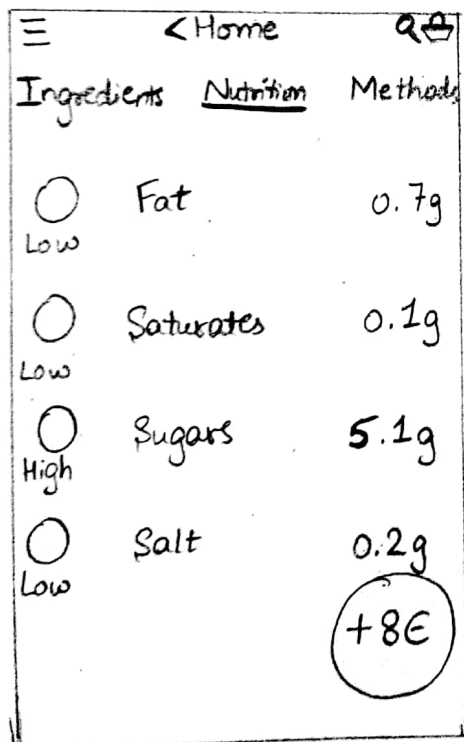
1



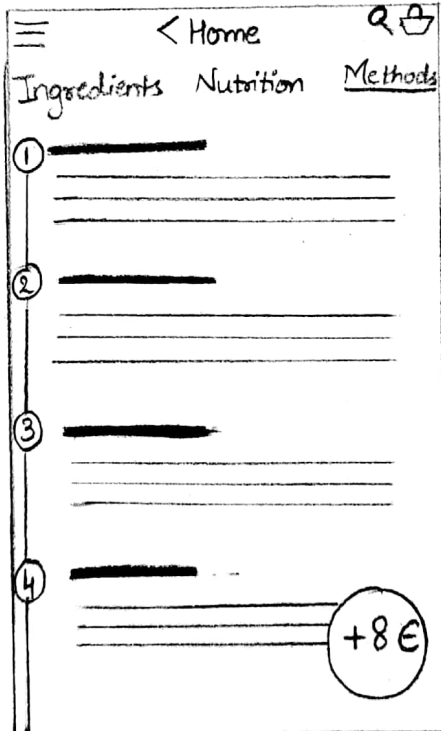
2



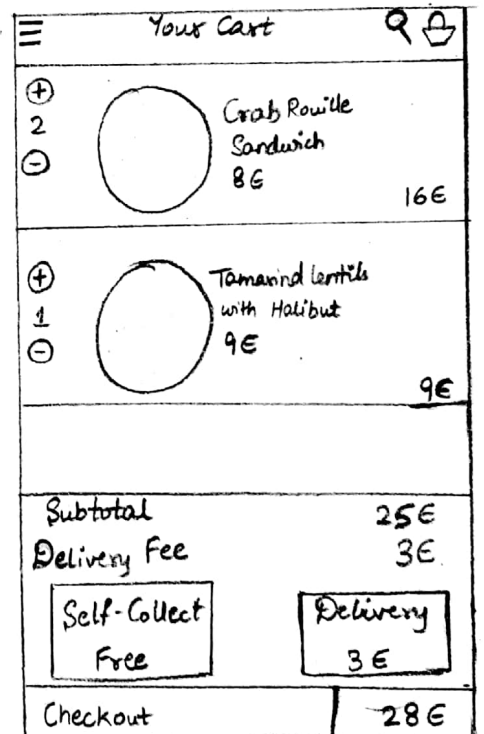
3



4



5



6

< Home

X

Complete  
Your Order

Crab Roulle Sandwich X2	16€
Tamarind lentils with Halibut	9€
Delivery	3€
<b>Total</b>	<b>28€</b>

Sign in  
Sign up

Info

7

Order #123456

X

Sign In  
or Sign Up

E-mail

\*\*\*\*\*

☒ Remember Me

Sign In

Info

8

Order #123456

X

← Your Order

28€

Card Holder

Card Number

Expiration Date  v

CVC  ?

Pay

Total | 28€

9

Order #123456

Order Complete!  
Your order is being  
prepared.

Order #123456

📍 Block 123, Tirza Straße  
Ulm - 89082

🕒 in 1 hour

View your order

Total | 28€

10

Order #123456

	Crab Roulle Sandwich 8€ X2	16€
	Tamarind lentils with halibut	9€

Subtotal	25€
Delivery	3€
<b>Total</b>	<b>28€</b>

11

Chef-Up

Alex Wilson  
Ulm

Settings  
Your Orders

Home  
Popular  
Christmas Feast  
Local Delights  
Asian Selections  
Western Palate  
Chef's Recommendations  
Sale

12

Note - → foreground ; → background

## **Explanation of Chef-Up Design**

### **Design principles applied**

The following design principles have been adhered to while building this app -

- *Aesthetic Usability Effect* - Users often perceive aesthetically pleasing design as the design that's more usable. So, the design of our app being colorful and at the same time well arranged to give the users the feel that it is 'easy to use' and 'beautiful' at the same time, will make it a more preferred choice of use for customers.
- *Doherty Threshold* - Productivity soars when a computer and its users interact at a fast pace due to which the design has been created in a way that all the information, right from nutritional values to price and size of the meal is just a click away.
- *Fitt's Law* - The time to acquire a target is a function of the distance to and size of the target, according to the Fitt's Law. Keeping in mind this law, we have focussed on segregating all the information in a number of easily accessible categories in order to make sure that the user doesn't have to navigate / search a lot to get to any piece of information.
- *Hick's Law* - The time it takes to make a decision increases with the name and complexity of choices. In order to reduce the effort to be put in by the users the app's terminologies comprise of words used in daily life. Moreover, the homepage of the app comprises all the buttons/links to most of the other sections of the app which makes the navigation really easy.
- *Jakob's law* - Users spend a lot of their time on other sites. This means that users prefer a site to work the same way as all the other sites they already know. While Chef-up avails a easier platform for the users, the design team has ensured that the broad outlook of the app is similar to most of the apps in the market to ensure user's comfort.
- *Law of Common Region* - Elements tend to be perceived into groups if they are sharing an area with a clearly defined boundary. This is why, the wide range of meal options available in Chef-Up are localised in a way that they indicate a sense of belonging with each other.

- *Law of Pragnanz* - People will perceive and interpret ambiguous or complex images as the simplest form possible, because it is the interpretation that requires the least cognitive effort of us. Chef-Up, due to this reason, has chosen not to use any ambiguous or complex images which might lead to mis-understanding on the user's part.
- *Law of Proximity* - Objects that are near, or proximate to each other, tend to be grouped together. The options available in a certain category are grouped together and similarly, the icons indicating the available categories are grouped together to compliment this rule.
- *Law of Similarity* - The human eye tends to perceive similar elements in a design as a complete picture, shape or group, even if those elements are separated. All the notifications like the ones indicating the progress of the order placing process initiated by the user are shown as pop-ups rather than just on the usual screen of the app, this informs the user that all of them belong together.
- *Law of uniform connectedness* - Elements that are visually connected are perceived as more related than elements with no connection. The visible buttons like 'ingredients', 'nutrition' and 'methods' that are visible when a certain meal is chosen automatically mean that they are related to that specific meal rather than any other meal on the platform.
- *Miller's Law* - The average person can only keep 7 (plus or minus 2) items in their working memory due to which the app follows the rule of 'recognizing rather than remembering' and represents all its features in a way that they are visible in the first glimpse, so the user need not remember any of the constituents of the app.
- *Pareto Principle* - As the Pareto principle states that, for many events, roughly 80% of the effects come from 20% of the causes, our app ensures minimal number of clicks to access maximal number of information. Like, clicking on one choice of meal automatically leads to all the options related to it, right from getting to know its recipe to ordering it.
- *Peak-End Rule* - People judge an experience largely based on how they felt at its peak and its end, rather than the total sum or average of every moment of the experience. Focussing on this rule, the home screen and the screen to

track the order have been created with utmost priority. They are both informative as well lively to please the user.

- Postel's Law - The postel law suggests to be liberal in what is accepted and conservative in what is sent. Keeping in mind this rule, we have created the app in a highly generic manner which means no part of the app focuses or prioritizes any specific cuisine, provided the fact that we cater to a lot of cuisines from different countries.
- Serial Position Effect - Users have a propensity to best remember the first and the last items in a series, due to which we are ensuring that the first two meals of every cuisine will always be highly simplistic and a part of daily life of almost all the households, whereas, the last two meals will be the most complicated meals and usually a part of almost all the festivities of the native people of that country or ethnic background.

### **Research findings applied in the design**

- *Cooking enthusiasts enjoy using online platforms for ingredients for the convenience but freshness of food tends to stay a pain point.*
  - To meet this requirement, we have set up a timer which says the food will be delivered within an hour which assures the good quality of the food delivered.
  - Also, having the choice to select the size of the palate assures that any food won't go wasted, so any food on a daily-basis won't go waste which is good for the environment in the bigger picture.
- *Constant new recipe updates keep the users motivated to order in more often.*
  - The wide range of categories of cuisines assures to keep the cooking learners occupied for a long amount of time. Also, our team aims to keep adding recipes as part of the maintenance of the app, post releasing the app in the market.
  - Also, the nutrition section linked with every recipe would keep the fitness conscious crowd interested to keep using the app more constantly.

- Our app indicates important information about the food which is being considered for ordering in, like spice level, etc, which makes the users feel that the app makers genuinely care about them which is a plus point in keeping them interested in using it.
- We also aim to conduct competitions among users in general every now and then, where candidates send in their recipes which would help us in recognizing the type of recipes that they are expecting to be added as a ready-to-cook meal and hence, we can add those into our app's database.