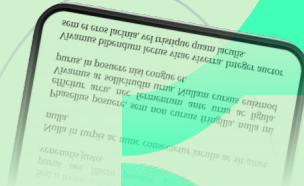




Ethan Green's recipes app

Case study

By Aslan-Gabriel Moran



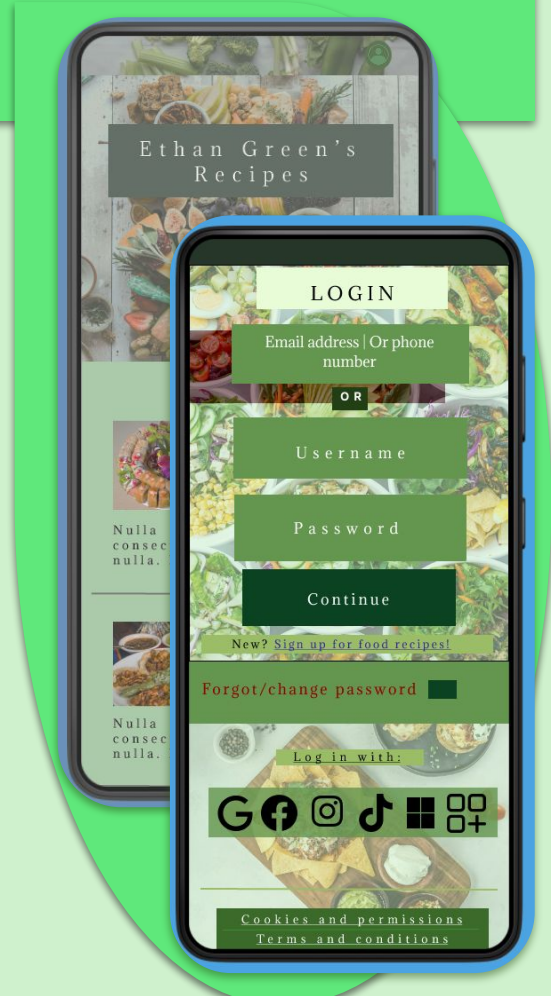
Project overview

The product

This project aims to develop a business that specializes in designing interactive login pages and user interactions. The business will leverage existing website details, images, and colors to create more engaging and user-friendly designs. Additionally the login pages will help the business owner (Ethan Greens, our user) to collect and analyze user activity data to inform the development of new products and services.

Project duration

January 2023 to September 2023



Project overview



The Problem:

Some small business owners struggle with login pages that can save the information and make better the user experience to keep developing a product.



The Goal:

Create a login page for a small business owner.

Project overview



My role:


UX designer designing a login page for a food critic website.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- 
- User research
 - Personas
 - Problem statements
 - User journey maps

User research: summary



To better understand the users I am designing for and their needs, I conducted interviews and created empathy maps. One primary user group identified through this research was food enthusiasts who are eager to share their own recipes online.

This user group confirmed my initial assumptions about food enthusiasts who want to share their recipes with others. However, the research also revealed that these users are limited in their ability to do so due to a number of factors, including:

- No login username is required, which prevents users from saving their recipes or following other users.
- Users cannot comment on or share recipes with others.
- Users have no way of tracking their activity on the app or website.

These findings suggest that there are a number of opportunities to improve the user experience for food enthusiasts who want to share their recipes online. By addressing the factors listed above, the app or website could make it easier and more enjoyable for users to connect with others and share their passion for food.

User research: pain points

1

Food enthusiasts are unable to save their favorite recipes or follow other users because a login username is not required.

- A user has to search for their favorite recipes every time they want to cook them.
- A user might be unable to keep track of the recipes they have tried and liked.
- A user might be unable to follow other users who share their culinary interests.
- A user might feel like they are not getting the most out of the app or website.

2

No login username is required, which prevents users from saving their recipes or following other users.

- A user might be unable to get feedback on their recipes from other users.
- A user might be unable to share their recipes with their friends and family.
- A user might feel isolated from other food enthusiasts.

3

Food enthusiasts are unable to track their progress towards their culinary goals because they have no way of tracking their activity on the app or website.

- A user might be unable to track how many recipes they have tried or how many times they have cooked a certain dish.
- A user might be unable to track their progress towards a specific culinary goal, such as learning to cook a certain type of cuisine or mastering a particular cooking technique.
- A user might feel like they are not making progress towards their culinary goals.

Problem Statement and Persona

Problem statement:

Ethan is an elder food critic who wants to share his recipes through a website he created but does not know what his audience is and how they react to his recipes and work

Ethan Green



“Without food life is not complete, without food I will not survive... I love food.”

Age: 56

Education: Culinary associate graduate from Monroe college

Hometown: Staten Island, NYC

Family: Sister, younger child (16 years old), 2 older sons, 20 and 23 - 3 grandchildren

Occupation: Food critic based on Manhattan

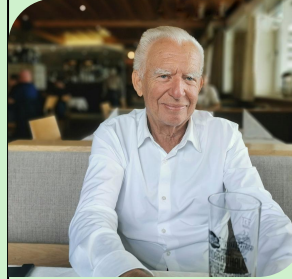


Image by “Alexandra_Koch” on pixabay.com

Ethan goals;

- He wants to communicate the importance of knowing different backgrounds and historical context to food recipes.
- He wants his family to come together and share different recipes every weekend.
- He wanted to make a portfolio with recipes to save it online and go back to check them when he might of need it.
- + He now wants to share his opinions, culinary and historical knowledge to other people on food and different tastes he has tried and wishes to try in the future.

Ethan graduated from culinary arts and loved to try making dishes with his parent when he was three years old. He started to work at his parents restaurant when he was sixteen years old and then decided to go to college. He used to write books about food and had make it to the bestsellers category in The New York Times. He believes everyone should feel “the pleasure of tasting history” and wants to make food recommendations while giving food recipes to his audience and family. He loves green color not just because it’s in his name but also because he loves veggies has a strong connection to nature. Asides from loving food and talk about it, he also paints with oil paint and uses a green pallet to show his love for this color.

Ethan issues and frustrations

- He wants to make personalized updates based on how people interact in his website.
- He wants to see what people think about his tastes and the recommendations they might have for him.
- He wants to see the statistics on his website and see what people think about his food recommendations/critic of the food he’s tried.

Persona: Ethan Green

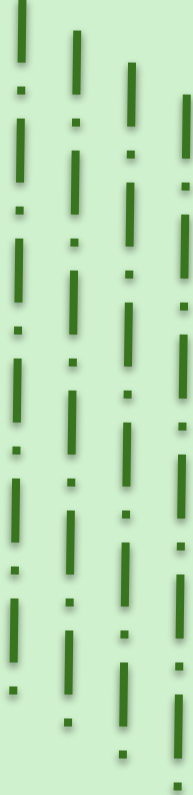
User Journey Map

By; Aslan M

Goal: Insert goal - Find 10 recipes to share in his website for a complete month

ACTION	Action 1 List the places the recipe is going to come from	Action 2 List the name of those recipes	Action 3 Get the recipe and make them	Action 4 Make a guide to talk about his experience	Action 5 Create the format in which he'll share his experience (like in a blog format or video)
TASK LIST	Tasks A. Gather information from books. B. Gather information from websites. C. Gather information from videos / podcasts. D. Gather information from restaurants and local business that sells food he might be interested in trying and sharing to his audience.	Tasks A. Make a list based on the ingredients he'll have to buy. B. Write the information he found about the recipes such as it's origins and times to eat the food (if it's a festive dish). C. Make the order in which the recipes will be made and presented to the public.	Tasks A. Buy the ingredients. B. Have all dishes ready to cook. C. Make the food. D. Try out the dishes he's made himself	Tasks A. Write an essay per dish about his experience and background with the dish (such as trying it before) B. Write what he enjoyed more about the process. C. Organize his essays and add graphical content like images he took / or videos of the process	Tasks A. Have the essay completed with all the illustrations B. Write first the blog (without publishing) C. Record the first video, add visual information like images, videos and more that are based on the blog and then publish both works together.

EMOTIONS	<p>Ethan often feels rushed because he's trying to do everything at once and wants to share the most accurate information he can. He feels like there's not enough time to research all the time and he sometimes says that "days should be longer" so he can make more research.</p>	<p>Ethan has a list of recipes from different countries that he's tried and plans to try, but whenever he has to choose one specially he gets frustrated because he's not sure if he chose the right option.</p>	<p>Ethan gets optimistic everytime he successfully makes a recipe but will get sad if some of it ends up wasted or falls by mistake.</p>	<p>Ethan likes the process of writing and being able to share with others what he learned when he was doing research. At this stage of the process to share the dishes he made to the world, he feels a "little anxious" and doesn't sleep until he is completely done with the essay he was working on on the day.</p>	<p>Ethan loves expressing himself in the use of words and images, sometimes he stills feel camera shy and tries to record every time he can so his audience "will be able to see the process and experience a similar joy to what I (he) feels when cooking.</p>
IMPROVEMENT OPPORTUNITIES	<p>Time organization and tasks management can will him to be more efficient with his research and the time he puts into it.</p>	<p>He can make his options randomized with different means like websites or writing up all the countries he wants to talk of at certain times.</p>	<p>He can use different storages for the food that is still good and knows that he (or his family will eat) then he could also try to calculate the amount of food he puts in the dishes with specific measuring cups or/and ladles.</p>	<p>He could organize each essay process of writing while he asks someone to help him find good pictures and clips from the process of cooking the food.</p>	<p>He can improve his shyness by showing himself more in the videos or making short videos for platforms like TikTok, Instagram Reels or YouTube shorts</p>

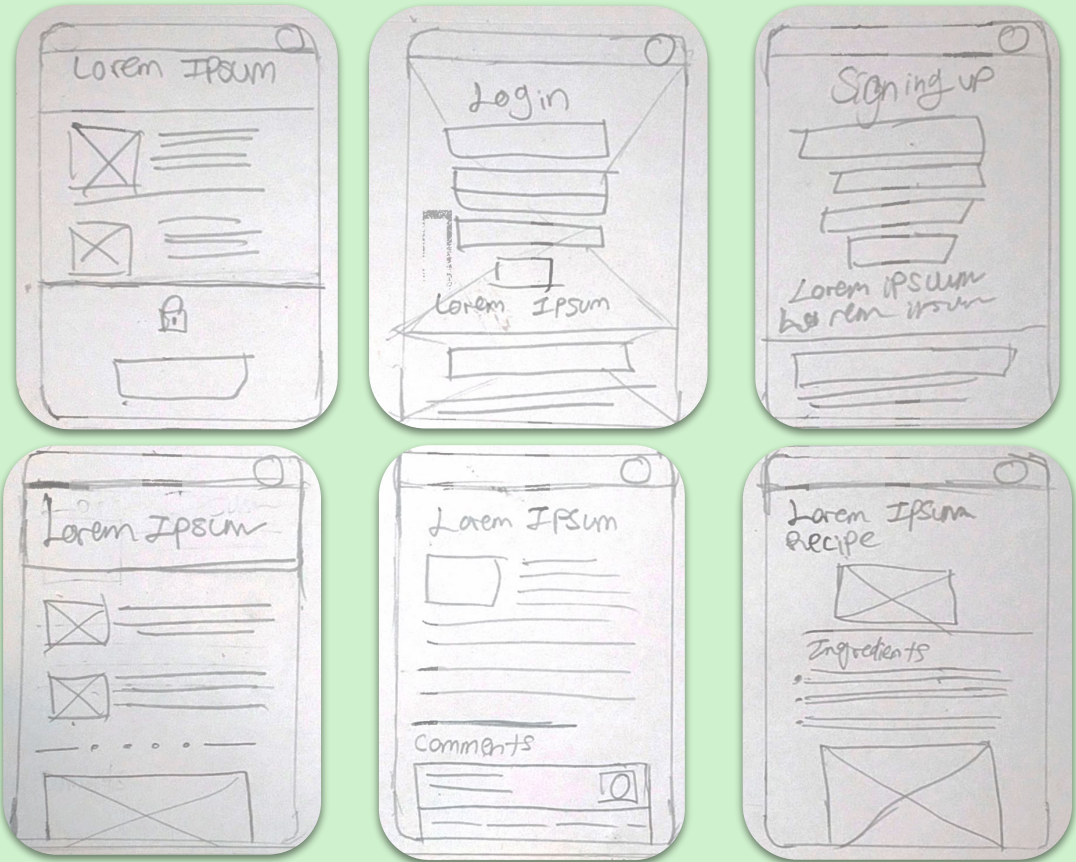


Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

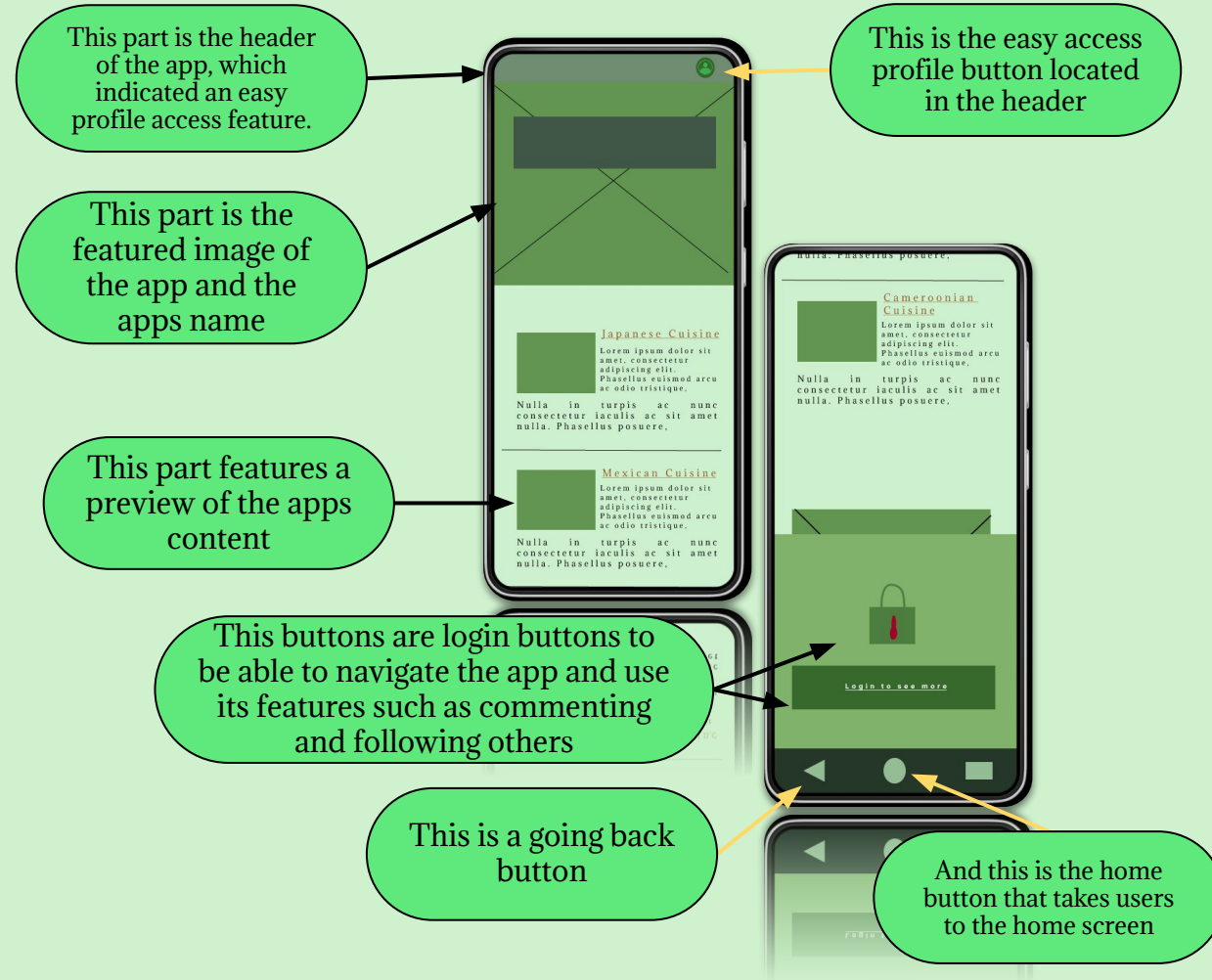
Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy overview** of some recipes that can be found in the app according to their region/country.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



Low-fidelity prototype

I made some changes to make it look better and appealing to the eyes

View Ethan Green's Recipes

[low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings (with low-fidelity prototype)

1

3 out of 5 participants thought the information shown to them at once was too overwhelming to watch

2

2 out of 5 participants mentioned an unease because of the lack of icons shown in the site

3

5 out of 5 participants mentioned their concern for a non-existent password change method

Round 2 findings (with updated high-fidelity prototype)

1

2 out of 5 participants suggested accessibility options such as text-to-speech option


2

3 out of 5 participants thought that colors did not match and that gave them stress

3

5 out of 5 participants said that they can't find what they are looking for because of non-existent navigation screen

Refining the design

- 
- *Mockups*
 - *High-fidelity prototype*
 - *Accessibility*

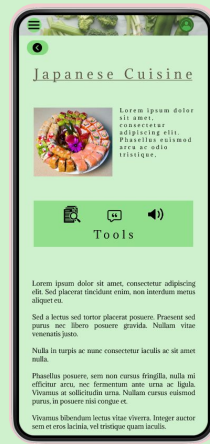
Mockups

Early designs did not allow accessibility of any kind and had a different font style. After usability studies I included accessibility options such as alt text for images and text-to-speech options while having less information in one screen that features well relevant content that is not overwhelming for different users.

Before
usability
studies



After
usability
studies



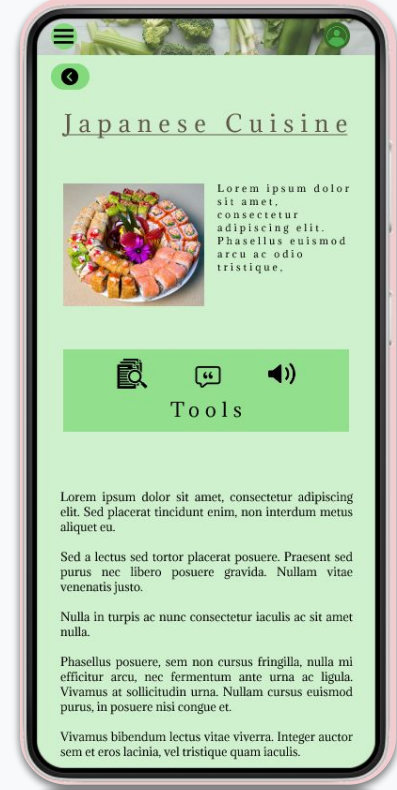
Mockups

The second usability study revealed frustration with the text layout and the non-existent comments sections, while it did not have any options to share the link, check for any references or having accessibility options for people who needed access in different formats. I also added an easy access screen in the top which was not added previously.

Before usability study 2



After usability study 2



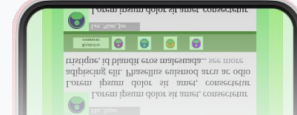
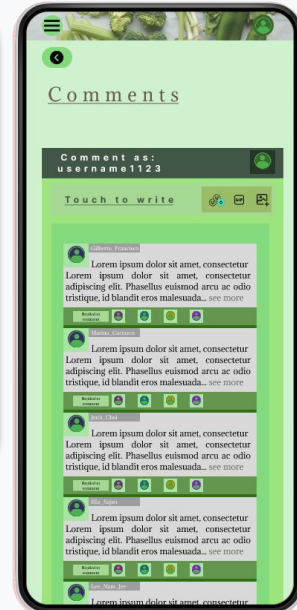
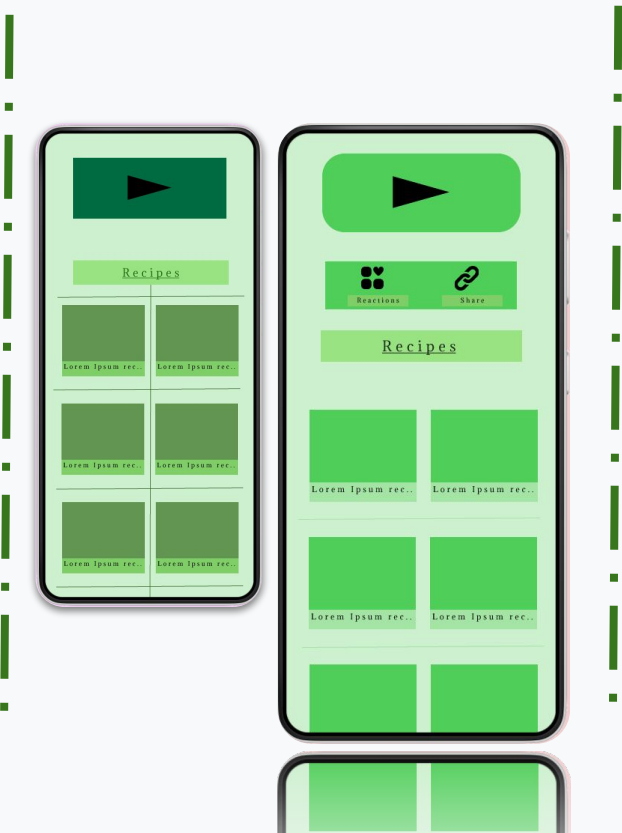
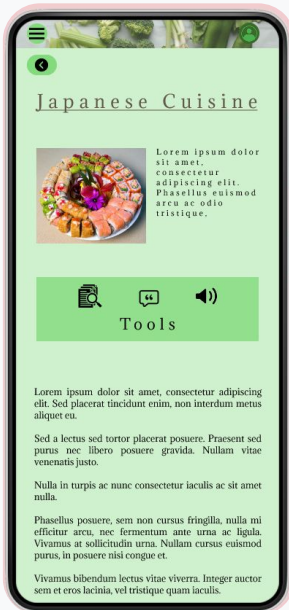
Japanese Cuisine

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High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for navigating between recipes, seeing comments from other people and show a broader amount of recipes in less time as well as more customization for users such as having text-to-speech options.

View [Ethan Green's Recipes high-fidelity prototype](#)

You can also check the first Usability study [here](#), the second [here](#), and the [result after both usability studies](#) (High-fidelity prototype)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

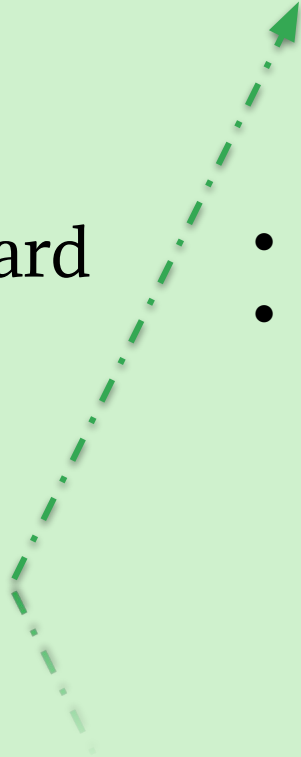
Used icons to help make navigation easier.

3

Provides access to users who are vision impaired through reading out loud options for full text

Going forward

- Takeaways
- Next steps



Takeaways



Impact:

The app makes users feel like Ethan Green's Recipes really thinks about how to meet their needs and provide them with insightful historical recipes while adding more nutritional values to their day to day food choices.

One quote from peer feedback:

“This app is a culinary delight! It takes the drudgery out of cooking, turning it into an enjoyable and educational experience. With a wide variety of recipes to choose from, users are sure to find something to their taste. And, with the ability to share their thoughts and connect with other food lovers, the app fosters a sense of community.”



What I learned:

While designing Ethan Green's Recipes app, I learned that the first ideas for the app are only the beginning of the process and there are many things to consider such as accessibility and a color palette. Usability studies and peer feedback influenced each iteration of the app's designs while usability studies helped to determine how the product could potentially look in the real world.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need and more possible solutions.

*Thank you for checking
this case study!*



Icon credits;Leremy:

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