

TOUVILLE


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User Experience Design Intensive

THE PROBLEM:


WHAT DO I COOK FOR DINNER?

I INTERVIEWED SEVERAL HOME COOKS...

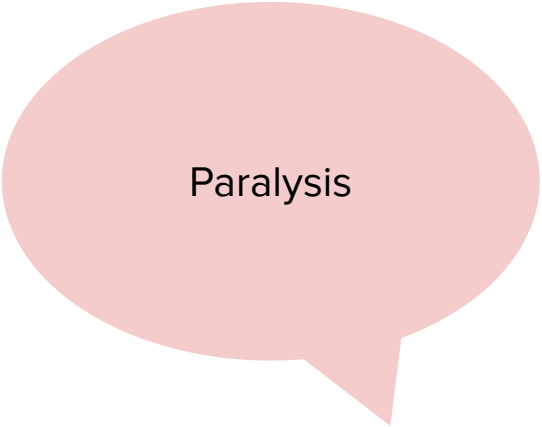
EVERY ONE USED THE WORDS...

A green speech bubble with a tail pointing towards the bottom-left.

Overwhelmed

A blue speech bubble with a tail pointing towards the bottom.


Exhausted

A red speech bubble with a tail pointing towards the bottom-right.


Paralysis

THEY ARE ALL EXPERIENCED COOKS, WHO LOVE COOKING, AND HAVE INGREDIENTS...


...yet as a result of that exhaustion, overwhelm, and choice paralysis, they reach for whatever is nearby – often food that is unhealthy and unsatisfying.



“candy and pickle
chips”



“Let me order
food this time and
I’ll sort it out
later.”



“a big handful
of cheese”

Schedules/Day-to-day

Food does not fit well into day-to-day. Work = priority

"My day to day schedule shifts drastically"

Food takes priority in day-to-day

Eats late due to commute/ time/ prep

"Rushed days and not rushed days"

I feel overwhelmed

Tired - "I'm scrambling trying to put a meal together"

Feels rushed, tired

Exhausted = unmotivated

Wants quick/ easy when overwhelmed

"I still want my choices, but the abundance is overwhelming"

Too many options

Cookbooks/ websites overwhelming - Wants a recipe roulette

Choice paralysis.

I get recipes from friends

Gets recipes from friends

Gets recipes/ ingredients from friends

Relies on friends/ roommate for recipes

I learned to cook from family

Learned to cook from mother - "eclectic style"

Learned to cook to help family

Ingredients

Has specific dishes/ cuisines in mind.

Dietary restrictions

Buys ingredients on sale and wants to use them.

Has ingredients they want to use

Concerned about wasting ingredients

I default to unhealthy options

Ate "candy and pickle chips" when unsure/ unmotivated

Defaults to comfort - comfort is unhealthy

Defaults to what's close - "I eat a handful of cheese"

"Fuck it, let me just order food this time and sort it out later"

Recipes/Cookbooks

Likes cookbooks

Most recipes are for 4 ppl - "You can't use 1/4 an egg"

Bad recipes turn them off a whole dish

Doesn't mind shopping.

Miscellaneous

Takes proactive steps to plan - makes several days worth of rice

AFFINITY MAP



"I just need something so my stomach stops yelling at me and I want to make something good."

"I still want my choices, but the abundance is overwhelming."

AGE

32

STATUS

Single

Alex

SCENARIO

Alex is exhausted after a long day at work. They like to cook, want to cook, and have some ingredients on-hand, but they are overwhelmed by choice. They want to eat something substantial, but they don't want to just reach for whatever is around.

GOALS

- Cook something that is filling, substantial, and healthy.
- Use the ingredients they have and want to use so they don't go to waste.

BEHAVIORS

- Cooks primarily for themselves.
 - Often relies on friends for recipes and cooking tips.
- When overwhelmed, defaults to eating
- something insubstantial, unhealthy, or not a full meal.

NEEDS

- Realistic recipes and guidance to get them out of decision paralysis.
- Recipes and support from friends and peers when they are overwhelmed.

FRUSTRATIONS

- Busy, rushed, and tired. It's hard to fit cooking into their day.
- Cookbooks and websites offer too many choices and cause analysis paralysis.
- Recipes don't take into account what they have available.

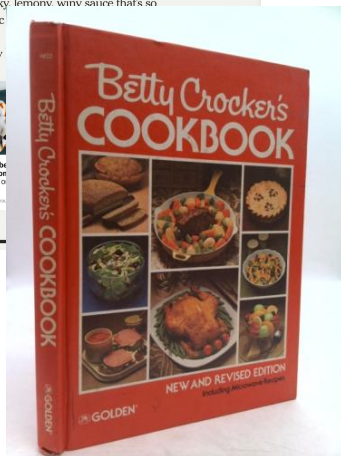
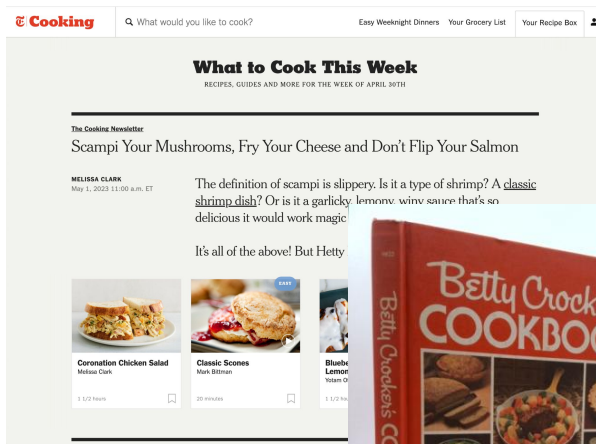
HOW MIGHT WE...

...reduce the overwhelm and decision fatigue Alex feels when cooking?

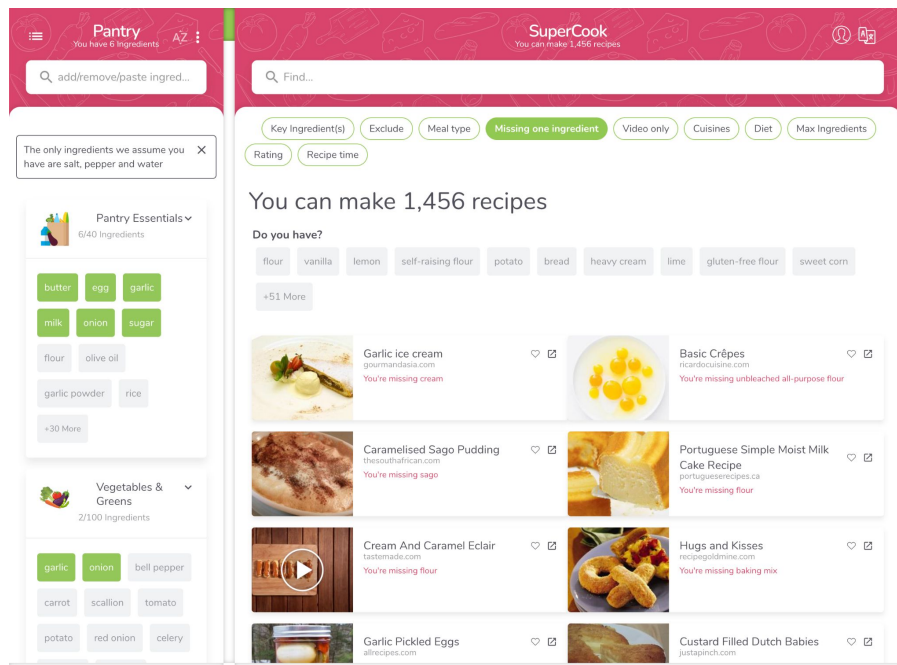
THE ANSWER:

RECIPE RECOMMENDATION –
BASED ON INGREDIENTS

If Alex is overwhelmed by ...



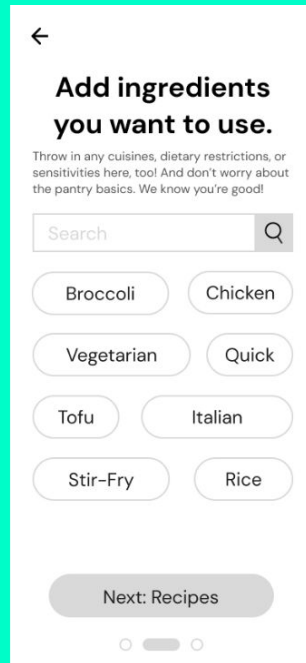
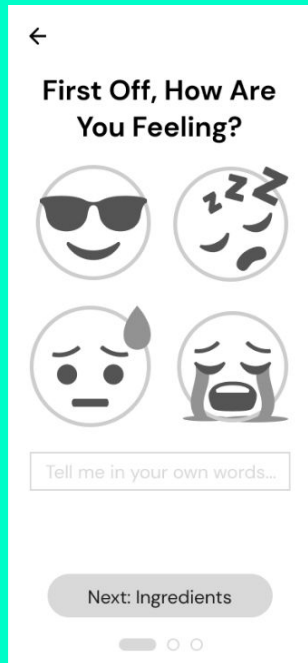
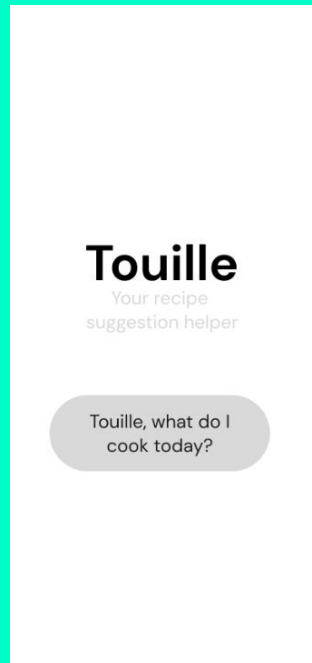
This is *definitely* overwhelming!



COMPETITOR ANALYSIS - SUPERCOOK.COM

ALLOW ME TO
INTRODUCE YOU TO...

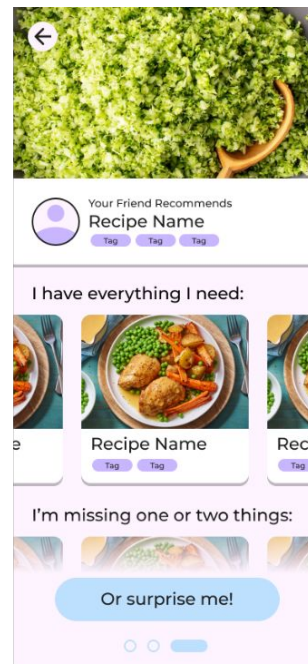
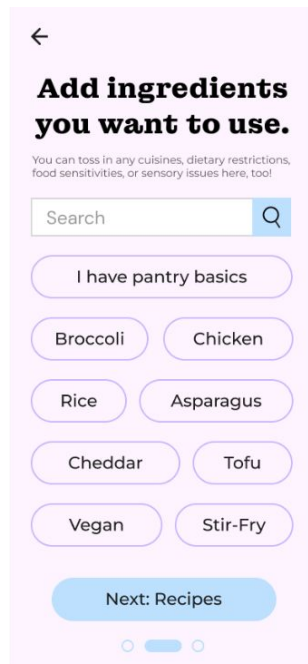
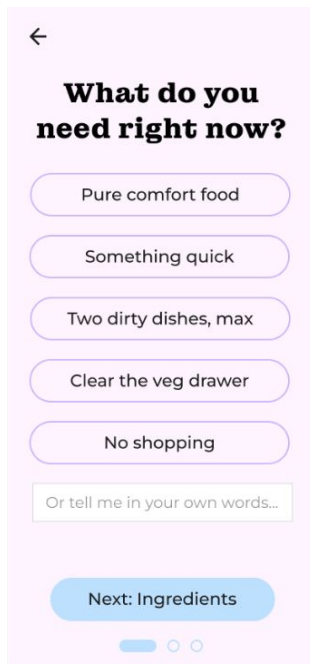
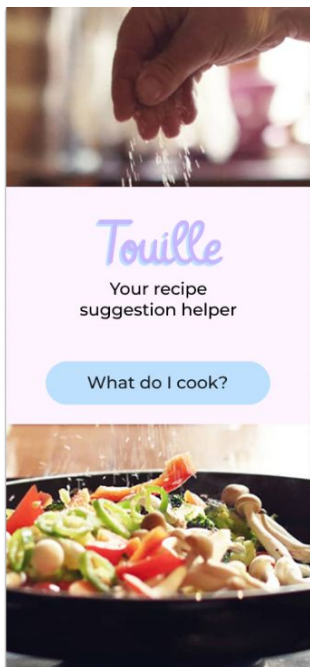
Touille



TOUILLE WIREFRAMES


USER TESTING FEEDBACK

- Emojis are too subjective (does 🥱 mean “I need a quick recipe” or “I need energy”).
- Emojis are off-topic (not immediately related to cooking).
- “How are you feeling?” wasn’t the form of empathy users were looking for in this context – it wasn’t solutions-oriented
- Mixing ingredients, cuisines, and dietary restrictions in tag list was confusing.
- Users wanted to know if they had all the needed ingredients or if they needed to go shopping.



SECOND PROTOTYPE

NEXT STEPS

- Usability testing for new screens.
- Further build out recipe page (cooking time, portion size adjustments, bookmark, print, etc).
- Wireframe social features:
 - Recipe sharing/uploading
 - User accounts/profiles
 - Liking and/or following recipes, tags, and people
- Build it! 

THANK YOU 🤗



Hiring?

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