Touille

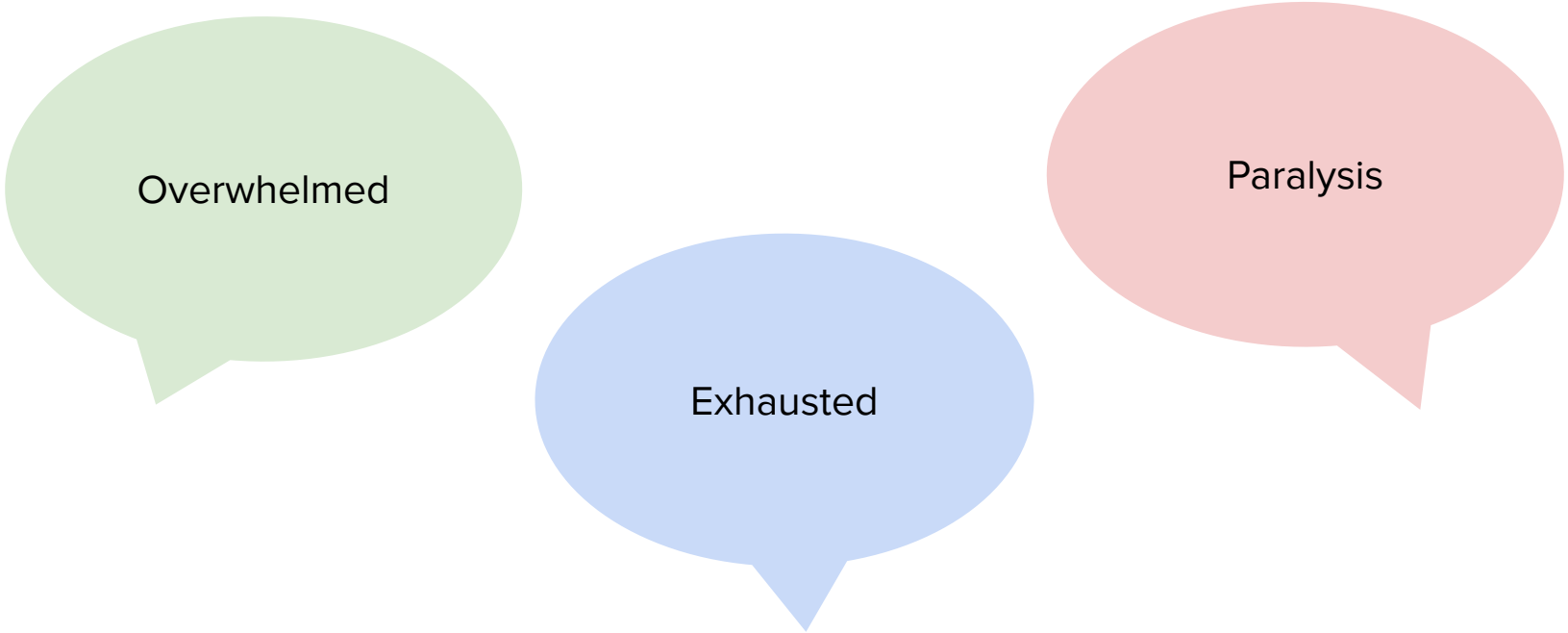
Wright Rickman
User Experience Design Intensive

The Problem:

What do I cook for dinner?

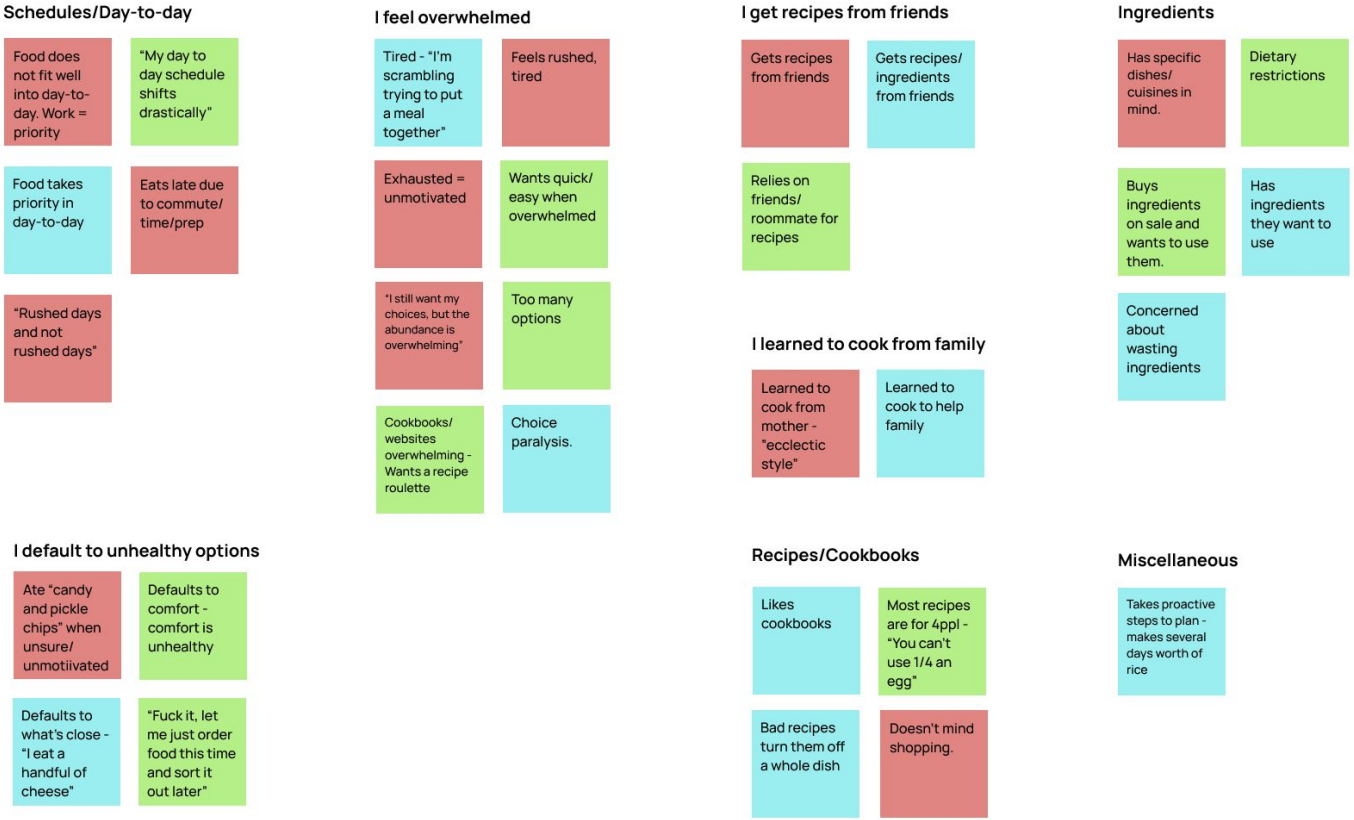
I interviewed several home cooks...

Every one used the words...

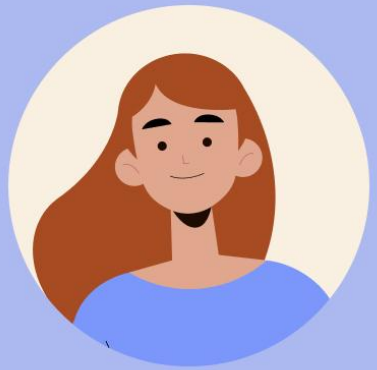


They are all experienced cooks, who love cooking, and have ingredients...

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



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.

NEEDS

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

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.

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.

Image by pikisuperstar on Freepik

How might we...

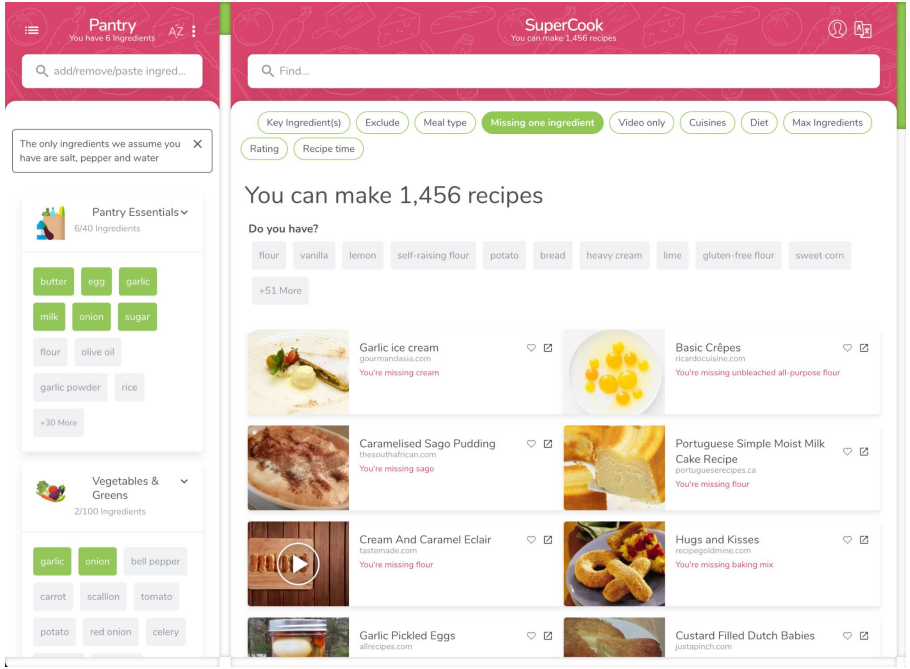
...reduce the overwhelm and decision fatigue Alex feels when cooking?

The Answer:

Recipe recommendation – based on ingredients

If Alex is overwhelmed by ...

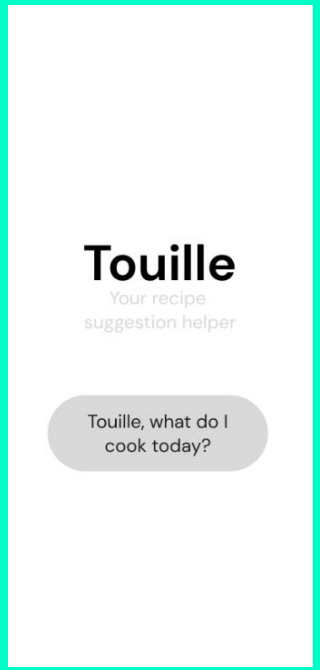
This is *definitely* overwhelming!

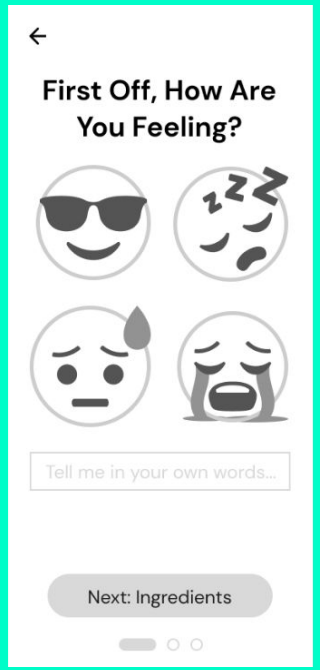


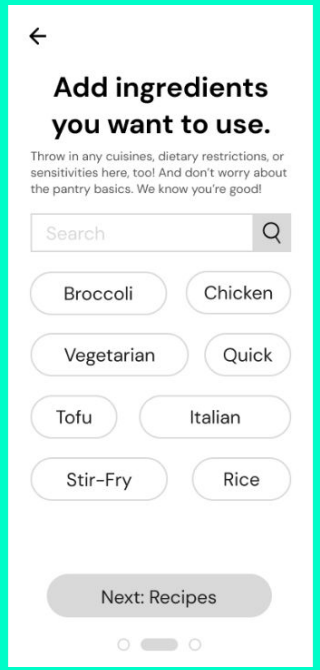
Competitor Analysis - SuperCook.com

Allow me to introduce you to...

Touille



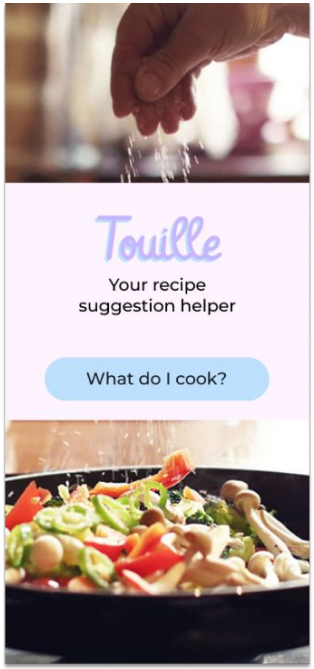


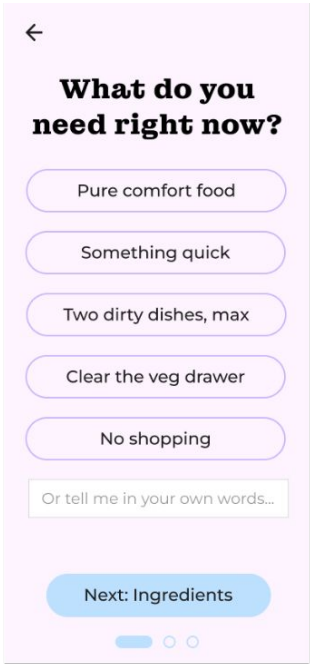


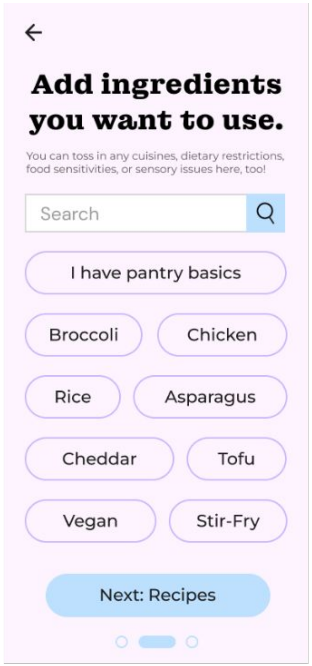
Touille Wireframes

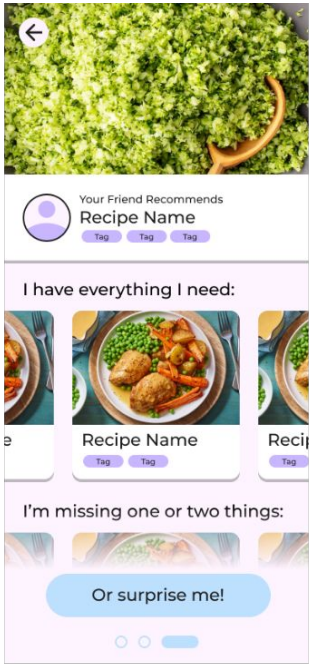
User Testing Feedback

- 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?
Wright Rickman – Front-End Web Development & UX
WrightRickman@gmail.com