

FocusFood: The Minimalist Recipe Sharing App

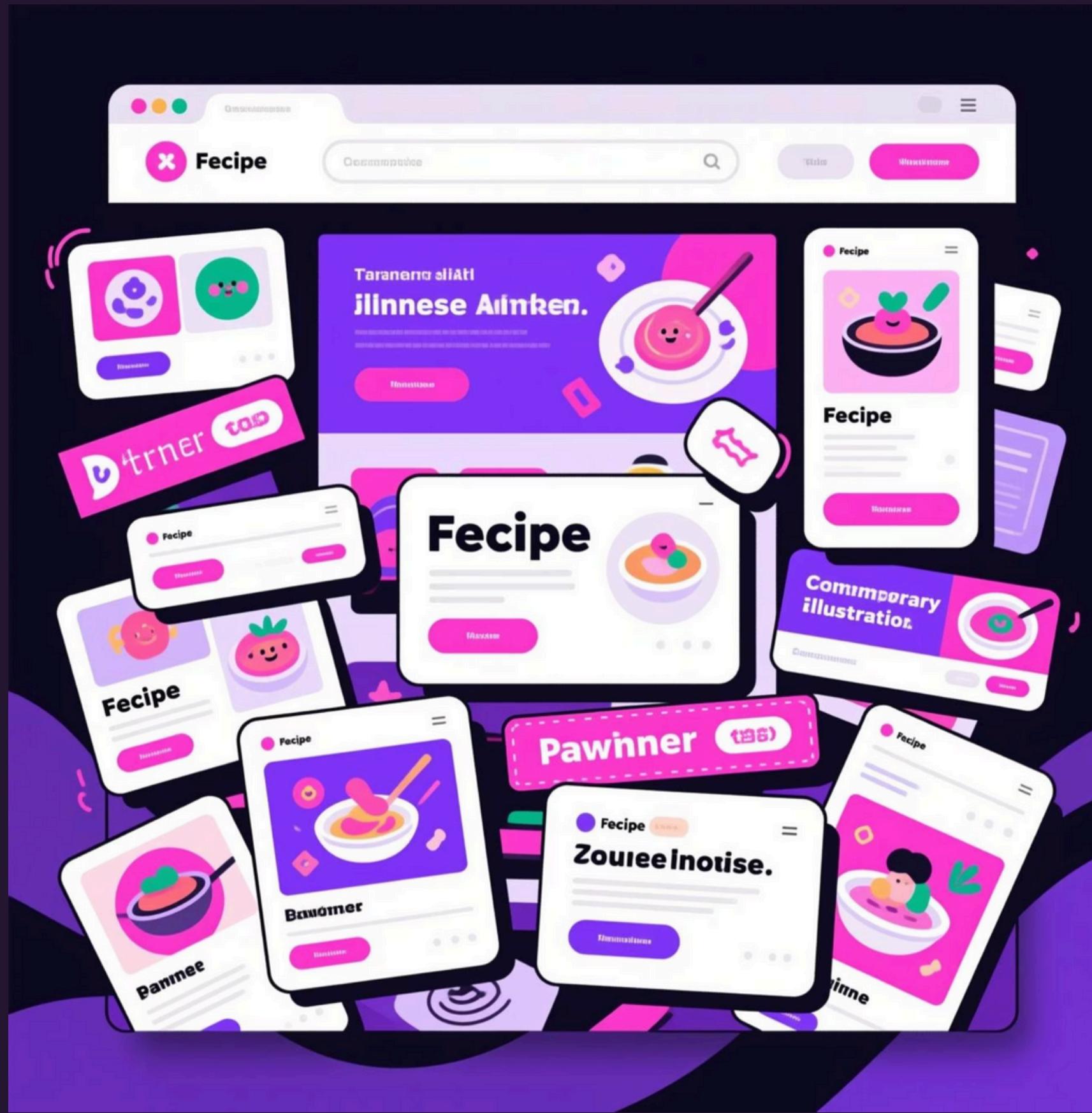
Focus on the Food, Not the Clutter.

By ,
Lee Techqie

P.T.Lee Chengalvaraya Naicker College Engineering and
Technology,Kancheepuram.



The Cluttered Digital Kitchen



Cognitive Overload

Users are bombarded with intrusive ads, auto-play videos, and inconsistent UIs, leading to high drop-off rates and frustration.



Lack of Inspiration

Low-quality images and text-heavy layouts bury the core content. Existing platforms are not truly photo-first experiences.



Inefficient Discovery

Poor search functionality. You cannot quickly filter recipes by crucial metadata like skill level or ingredients you have right now.

FocusFood: Clarity, Content, and Community

1 Minimalist, Photo-First UI

Zero ads, zero clutter. A strict grid system and consistent typography ensure the food is always the hero. Beautiful design that never distracts from the content.

0

2 Smart Discovery Filters

Quick, intuitive filtering by cuisine, core ingredient, and skill level (Beginner, Intermediate, Pro) for effortless browsing that actually matches how home chefs think.

0

3 Rich Sharing & Learning

Integrated user rating system for community feedback and seamless step-by-step video support for complex techniques that need to be seen, not just read.



Execution: Design-Driven Development

Tools Used

- **Figma** for high-fidelity prototyping
- **Adobe XD** for interaction flows
- **Miro** for user flow mapping
- **Canva** for iconography
- **Maze** for usability testing



Visual Consistency

Strict adherence to a universal color palette and consistent typography across all screens creates a cohesive, professional experience.

8-Point Grid System

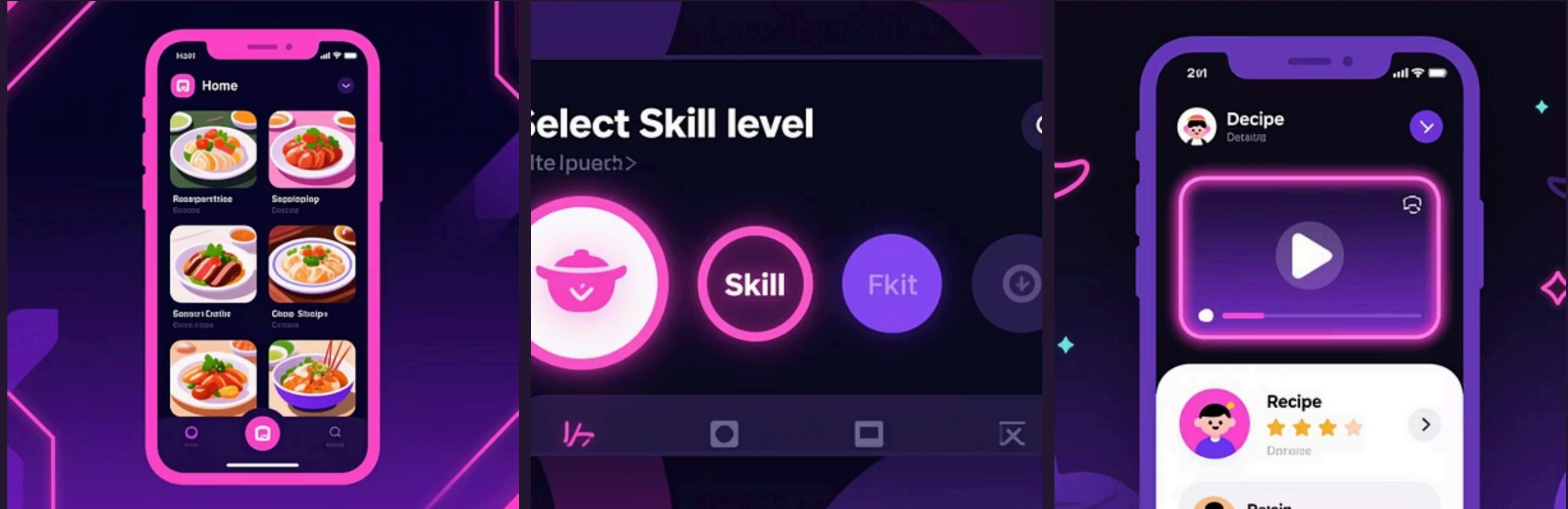
Used throughout the design process to ensure perfect visual balance, responsive layouts, and seamless scaling across all devices.

User-Centered Validation

Planned integration of Maze for post-hackathon usability testing on core navigation flows to validate our minimalist assumptions.

Live Demo: The Effortless Flow

Experience the difference that minimalist design makes in every interaction. From discovery to cooking, every screen prioritizes clarity and inspiration.



Inspiring Discovery

The home screen presents recipes as high-art, making every scroll an inspiring experience.



Quick Filtering

Filter from 'All' to 'Intermediate' skill level in under 2 seconds with intuitive, persistent controls.



Content Focus

Clean instructions, embedded video support, and prominent community ratings—everything you need, nothing you don't.