

## Interface Design Lab 2 Assignment

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(1) In this mockup of the app our group is developing, I choose to make a mockup of the detailed recipe page – the page which opens when you select a specific recipe. The reason is that it can show a big premise of our code – the result of the filter and search function.

To be more precise, I have chosen a dish to illustrate the page better – Beef Wellington.

Overall, you can see that the detailed recipe page consists of major parts such as the images, the titles, the descriptions, full recipes, comments, and tags. Each part plays an important role.

I have implemented the swatch in my discussion post



To start off, I divide my sections either using break lines or rounded corner tabs, this is used to group related information as well as to create contrast on which information to find. The principles of **Contrast** and **Proximity** is applied here, and the layout is neatly organized, following

the principle of **Alignment** and **Repetition** (the same design is used consistently for many elements, from the tabs to the related recipes. (2) I believe the use of overall color is also correct on the 60-30-10 pattern.



In more detail, when you go into a recipe page, you'll be immediately presented with a gallery of videos and pictures. This is to give the user a clear picture of the dish they might be making.

Below is a set of titles, the biggest being the name of the dish. Below is a short description showing the premises of it. (2) All of the fonts used heading font – Montserrat – for important or key information.

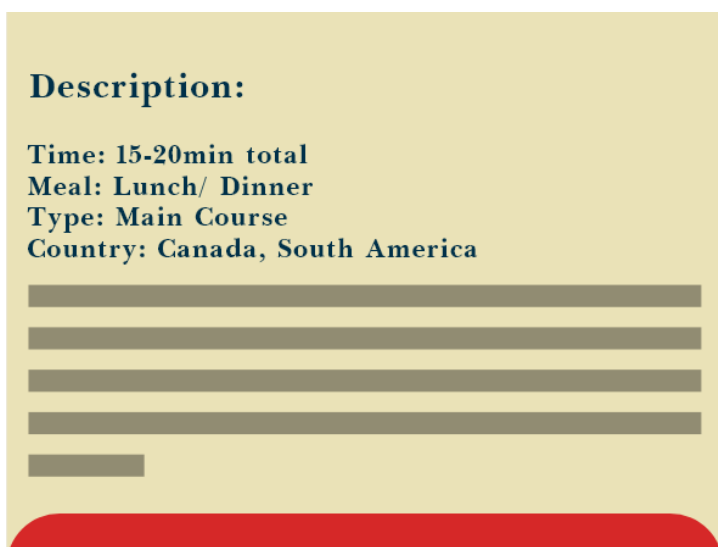
Next to it is a "Start Now" button which transfers the user to the video or recipe of the dish after they have reviewed the details of it. (2) The accent color is used to provide importance, a call to action.

(2) The rating is also included in accent

color to show how a dish is rated, based on difficulty or just general experience in cooking.

The arrow and bookmark on the top show navigation to previous pages, following the mental model of other apps [Jakob's Law]

(2) The size of the buttons corresponds to the placement of them, I chose to have important information be in a bigger size while the call to action is supported by the use of color. This placement to me generates the most harmonic composition of information.



The next part is the more detailed description of the dish. (2) It is placed in the same-colored tab as the provided information is similar or rather, a continuation to the brief introduction above.

This division shows the other important information for the dish such as the time it takes to cook, the meal type, the origin... Below would be a paragraph introducing the dish for users who want to know more.

(2) The body font – Baskerville – is used for the description as well as other non-title parts of the recipe to show hierarchy of information and helps users navigate easier.

## Full Recipe:

### Preparation:

- 1 whole Alberta beef tenderloin, clean
- 1 lb Alberta wild mushrooms
- 4 oz foie gras mousse or fresh foie gras
- 3 lbs puff pastry (raw)
- 1 egg beaten for egg wash
- Salt and pepper

### Steps:

- Sear the whole tenderloin in olive oil on every side and season
- Cool down. Clean and finely chop the mushrooms
- Sweat them in butter and cook until all the water has evaporated seasoning
- Cool down. Mix the duxelle of mushroom with the foie gras mousse gently
- Cover the cold tenderloin with the duxelle.
- Roll the puff pastry to get a sheet 12 x 36 inches and a 1/8 inch thick
- Brush the edge with egg wash
- Place the tenderloin in center and wrap everything
- On a cookie tray cook the tenderloin at 375°F for 35 minutes in the center of the oven
- Let the tenderloin rest for 5 minutes then cut the portion and serve with the sauce of your choice

The next section is the full recipe. (2) This is app's **signature unique section** as it is coated in the secondary color – Red. The composition of red and light yellow can scientifically incentivize cooking or eating actions, and it can create mental images to food companies that also used this choice of color. Therefore, when people want to view the recipe, they can scroll down until red meets their eye without having to skim though the above information sections. The mix of the two colors also create great contrast, highlighting the recipe as the most important section of the page.

The **[Law of Common Region]** can be applied here as the boundaries to the section are heavily highlighted by the color and rounded border of the tabs.

The section includes preparation steps and the cooking steps for the user. The information is very clearly aligned and spaced out.

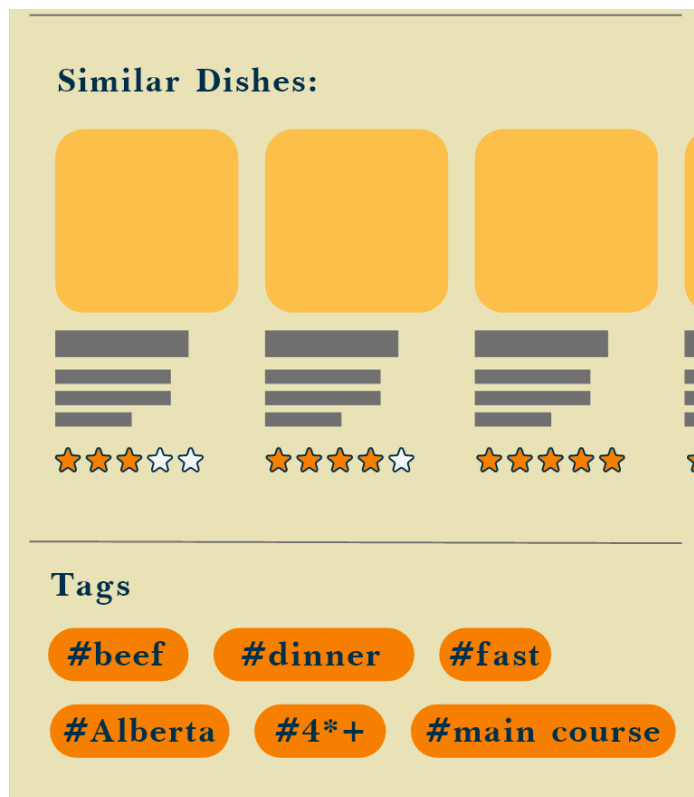


The next section is the comments. (2) After exiting the red themed recipe, the yellow tab is used once again to indicate that this section holds additional information, and in this case, user reviews and similar dishes.

In this section, individual reviews and ratings are shown. The comments can also be replied, highlighting the social aspect in the app. (2) The orange is used for stars as accent color. The replies are slightly dimmed to further highlight the featured comments that receive replies.

Only two comments are shown, most likely highlighted ones to give the general thought of people, and there is a view all option if the user wants to know more on

how people feel about the dish. The design is used throughout many applications **[Jakob's Law]**



The final sections of the app are the similar dishes and tags menu. In both of these sections, Repetition is used for the layout of these displays.

The boundaries for these sections are also divided by the line separator. The color composition is once again highlighted by the use of accent colors for the ratings and the tags, indicating a call to action is available as people can click on the tags and search for dishes with the same tags. This mechanic is also prevalent in other websites and apps as well, once again **[Jakob's Law]**

*\*note: (1), (2) is used before parts that answer discussion question 1, 2.*