



# Renovation of the Food Guide Kitchen's Web Design:

Bringing the food guide  
to life

by Jadon Kam

# Overview

- What is the food guide kitchen?
- The previous design's problem
- Project objective
- Design process
- The new design

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MENU

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Canada's food guide Food guide kitchen



Find a recipe...

Top recipes



**Mapo tofu with chicken**  
This meal offers a tasty mix of ground chicken and tofu with Chinese-inspired flavours. It is a great option to introduce tofu to your kids' palettes.



**Miso ramen soup with marinated eggs**  
This recipe plays on the savoury umami flavour found in many Asian cuisines. See for yourself!



**Kale and chickpea curry**  
This kale and chickpea curry is a quick and easy way to make a rich, flavourful dish.

Cooking skills



**10 reasons to buy frozen vegetables and fruits**  
Frozen vegetables and fruits are a nutritious, tasty and efficient option, available year round. They work well in many recipes! Not convinced yet? Read our article.



**Meal planning from start to finish in 4 steps**  
Learn how meal planning simplifies making healthy meals in just 4 steps.



**Healthy eating on a budget**  
Making healthy food choices doesn't have to cost more.

**Canada's food guide** Food guide kitchen

Find a recipe...

Search

**Top recipes****Mapo tofu with chicken**

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Search all recipes

**Baked cheese stratas**  
These stratas are sure to become a family favourite.**Miso ramen soup with marinated eggs**  
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See all cooking skills articles

# What is the food guide kitchen?

- Part of Canada's food guide
  - Promotes healthy eating and nutritional well-being
  - Digital-first
- Offers users
  - Recipes
  - Articles with tips for meal planning and cooking
  - Photos and videos to help users follow recipes

Check out these healthy and delicious recipes.

- [Breakfast](#)
- [Lunch/Dinner](#)
- [Snacks](#)

## Breakfast



### [Caprese muffin-tin frittatas](#)

This recipe is convenient for breakfast, lunch or dinner. Make a large batch and freeze them for busy days. Serve alongside fresh fruit and whole grain toast!



### [Apple pie oatmeal](#)

Enjoy the sweet aroma of apple pie at breakfast with this creamy, whole grain oatmeal.



### [Strawberry pancakes](#)

Strawberries are a sweet addition to these easy pancakes. Whip up a batch on the weekend to enjoy through the week for quick breakfasts. Mixing whole wheat flour with allpurpose flour is an easy way to bump up the fibre in your recipes.



### [Baked cheese stratas](#)

These individual stratas are sure to become a favourite.



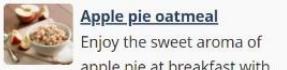
### [Classic Overnight Oats](#)

A fantastic grab-and-go breakfast that is easy and incredibly versatile.



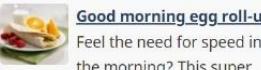
### [Egg and veggie scramble](#)

Loaded with veggies, this egg scramble comes together quickly and easily to make a tasty meal.



### [Savoury broccoli and cheese muffins](#)

This must-try recipe is perfect for breakfast on the run. A soon-to-be favourite, these muffins can do double duty as lunch, as a nice change from sandwiches.



### [Good morning egg roll-up](#)

Feel the need for speed in the morning? This super, quick breakfast cooks up in a flash. Prep your veggies the night before to cut down on prep time. Or make the egg mixture the night before, and warm it up on your tortilla in the morning. So simple, so good!



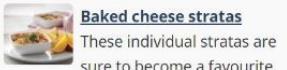
### [French toast sticks with pineapple orange topping](#)

Wake up to this delicious French toast. Using bran flakes adds a creative crunch to traditional French toast.



### [Classic poached eggs](#)

Want to add a real wow factor to your next brunch? With a few simple steps, you can whip up your very own restaurant-worthy poached eggs in five minutes flat.



### [Eat your greens frittata](#)

You can't go wrong with eggs at breakfast, lunch or dinner. For a flavour twist, use different peppers or other greens like arugula or kale.



### [Marvellous muffins](#)

With a hint of cinnamon and a burst of sweetness from raisins, these wholesome and moist muffins are a nourishing way to start your day.

## Lunch/Dinner



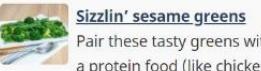
### [Lentil nuggets](#)

These lentil nuggets make the perfect finger food for dipping into a dip like tzatziki, and make a great



### [Easy peasy fish tacos](#)

Who said fish tacos needed to be complicated? These delicious tacos are easy to prepare and really fun to



### [Sizzlin' sesame greens](#)

Pair these tasty greens with a protein food (like chicken, beef, fish, tofu) and a whole grain food (like

# The previous design's problem

- Designed for a small number of recipes
- Searching for recipes was difficult
  - No search bar
  - Can only filter recipes by meal type
- Lacked the flexibility to integrate dietary guidance with the recipes

## Canada's food guide Simple breakfast soup

Make a batch of this soup then pack it up into 3 mason jars or airtight containers so you've got breakfast or lunch sorted for many days. Each morning you'll just warm up a portion of this vegetable goodness.

**Prep time:** 20 minutes

**Cook time:** 30 minutes

**Servings:** 3

Ingredients Directions

- 30 mL (2 tbsp) olive oil
- ½ yellow onion, finely chopped
- 2 garlic cloves, minced
- 2 celery stalks, small diced
- 2 carrots, peeled and small diced
- ½ bunch broccoli, trimmed and finely chopped (about 750 mL/3 cups)
- 1 can (540 mL/19 oz) no salt added chickpeas, drained and rinsed
- 1 L (4 cups) water
- 15 mL (1 tbsp) white miso
- 30 mL (2 tbsp) cold water
- Salt and pepper to taste

### Tips

- If you don't have miso paste on hand, use 1 L (4 cups) of low sodium vegetable broth instead of 1 L (4 cups) of water at step 3.
- You can use any leftover vegetables you have in the fridge such as mushrooms, potatoes and snow peas.
- Turn this meal into lunch by adding 375 mL (1 ½ cups) of cooked whole wheat elbow pasta to the whole recipe.
- Refrigerate leftovers in an airtight container for up to 3 days in the fridge or 4 months in the freezer. Allow soup to cool completely before putting the lid on.
- Remember, a little salt goes a long way. Taste the food before adding any salt.



# Why it was important to solve

- It was important to solve this issue as recipes:
  - have the highest engagement rates online compared to other food guide products
  - present a significant opportunity for users to develop food skills, make healthier food choices, and improve their health
  - illustrate how foods can be combined to make a healthy meal

## Canada's food guide Food guide kitchen



Find a recipe...

Search

## Top recipes



## Mapo tofu with chicken

This meal offers a tasty mix of ground chicken and tofu with Chinese-inspired flavours. It is a great option to introduce tofu to your kids' palettes.

Search all recipes



## Baked cheese stratas

These stratas are sure to become a family favourite.



## Miso ramen soup with marinated eggs

This recipe plays on the savoury umami flavour found in many Asian cuisines. See for yourself!



## Kale and chickpea curry

This kale and chickpea curry is a quick and easy way to make a rich, flavourful dish.

## Cooking skills

## 10 reasons to buy frozen vegetables and fruits

Frozen vegetables and fruits are a nutritious, tasty and efficient option, available year round. They work well in many recipes! Not convinced yet? Read our article.



## Meal planning from start to finish in 4 steps

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## Healthy eating on a budget

Making healthy food choices doesn't have to cost more.

See all cooking skills articles

# Project objective

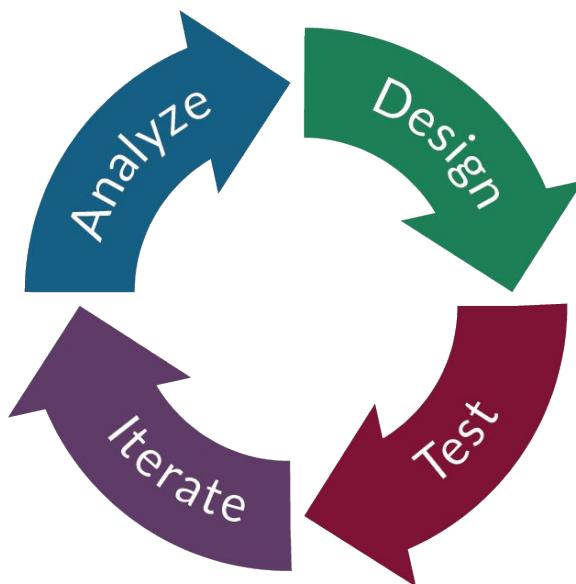
- Link recipes to Canada's food guide to reinforce Health Canada's dietary guidance
- Help Canadians apply Healthy Eating Recommendations into their daily lives
- Create a cohesive and immersive user experience between the food guide's dietary guidance and recipes

# Food guide kitchen renovation

- Design process
  - Who we approached
  - Support and considerations taken
  - Usability testing



# Design process



**Analyze** leading recipe websites to determine expected features.

**Iterate** by using participant feedback to improve the design.

**Design** an interactive prototype to achieve our project objective.

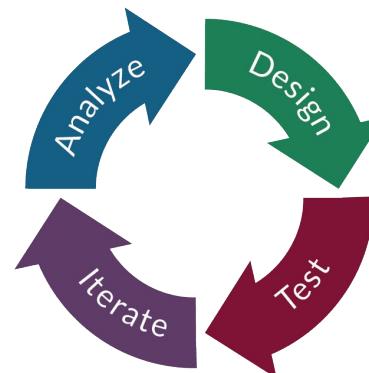
**Test** for successful task completion in the new design with 24 participants.

# Design process

- Heuristic analysis of over 50 popular recipe websites to determine expected features needed in our new design
  - Examples: Food Network, Epicurious, All Recipes, etc.
  - Features included search, filters, printer friendly stylesheets, focus on recipe imagery, different categories for recipes, sort by ingredients, send by email, share by social media, feature recipe
- Designed an interactive prototype of the proposed site.

## Method and design process

**Analyze** leading recipe websites to determine expected features.



**Design** an interactive prototype to achieve our project objective.

# Who we approached

- Digital communications division, CPAB
  - Preliminary usability assessment
- Resource Management Operations Directorate, HPFB
  - Developing the website on Drupal
- Web standards team, IMSD
  - Accessibility and WCAG requirements
- Chefs
  - Recipe development
  - Others in the Health Portfolio (HPFB's Food Directorate, PHAC's Nutrition North Program) contributed to recipes as well



# Supports and considerations taken

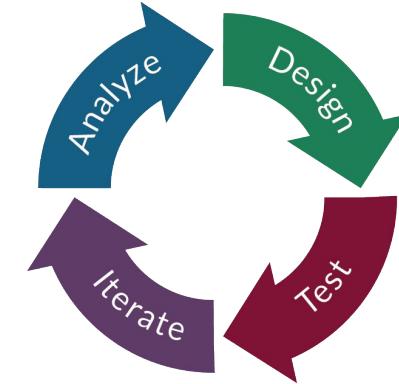
- Alignment with Canada's dietary guidance
  - Key messaging: How can we improve what and how people eat?
  - Learning about food skills, meal planning, etc.
- Diversity
  - Choosing recipes, ingredients, and cooking methods that reflect the many cultures of people living in Canada
- Stewardship
  - Making good use of government expenditures
    - Custom photography and videography that was not being used in the old recipe template
- User experience
  - Making it easier to find recipes



# Usability testing

- Tested the prototype for successful task completion with 24 participants (English & French)
- Tasks:
  - Finding the food guide kitchen
  - Searching for a vegetarian recipe
  - Searching for a recipe with a specific ingredient
  - Finding a recipe's prep and cook time
  - Saving a recipe
  - Finding one recipe to pair with another
  - Using the mobile website
  - Finding information about the Food Guide

## Method and design process



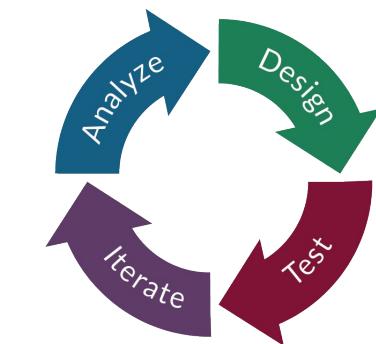
**Test** for successful task completion in the new design with 24 participants.



# Usability testing

- How we tested the prototype
  - Moderated, remote testing using the think-aloud method
  - Through screen share and using remote mouse control, users interacted with the prototype
  - Recorded participant's success and their subjective rating of the website's ease-of-use
- Iterate: We made improvements in 4 areas:
  - making labels clearer
  - optimizing mobile design
  - changing the save feature
  - improving search

**Iterate** by using participant feedback to improve the design.



## Method and design process

**Test** for successful task completion in the new design with 24 participants.



# Making labels clearer



- Too many button choices on the home page
  - Combined 3 buttons into 1
  - Created a new “The kitchen” label for the recipe site
- The label “Related resources” was not clear
  - Participants thought the links were for resources not a part of the food guide
  - Changed to “More from the food guide kitchen”

## More from the Food Guide Kitchen



# Making labels clearer

- For the search filters, the label “recipe collections” was not clear
  - No consensus from participants on one word that describes what is in this filter
- Solution: highlight the different recipe collections on the search page

The recipe collections are now separate from the other filters

Find a recipe... Search

Browse our recipe collections:

- <10 10 ingredients or less
- ⌚ 30 minutes or less
- ⟳ Freezer-friendly
- 😊 Kid-friendly
- ☕ No-cook
- ✖ Vegetarian

Filter by:

- ▶ Vegetables
- ▶ Fruits
- ▶ Whole grains
- ▶ Proteins
- ▶ Meal
- ▶ Cooking appliance

Apply filters

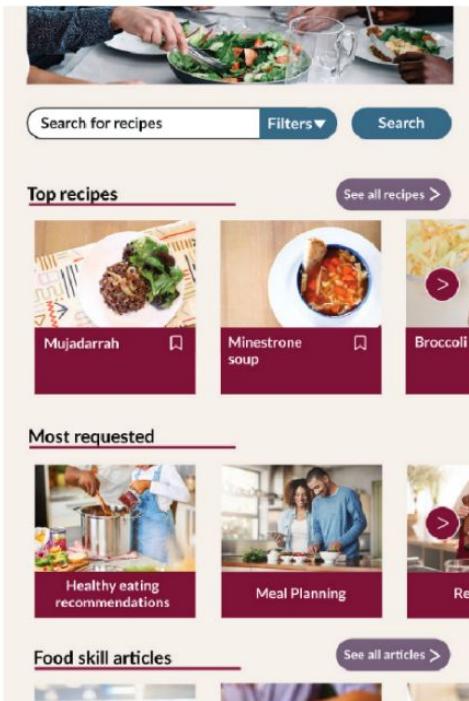
Showing 12 of 126 items

Page 1 of 11 | Sort by: Best match ▾

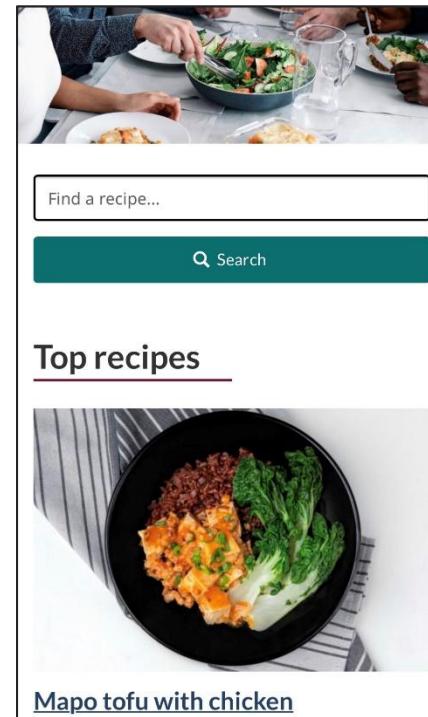
Chicken and bean quesadillas	Berry brunch bake	Cantaloupe and bocconcini cheese salad
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# Optimizing mobile design

- Participants tested the mobile design
- They found the text size was too small, and the layout was crowded
  - New layout has bigger text and images, more spacing, and no horizontal scrolling



Before testing



After testing

A single recipe card for "Mapo tofu with chicken". The card features a photo of the dish at the top. Below the photo is the title "Mapo tofu with chicken". A descriptive text follows: "This meal offers a tasty mix of ground chicken and tofu with Chinese-inspired flavours. It is a great option to introduce tofu to your kids' palettes." A large teal "Search all recipes" button is centered below the text. Below the button is another recipe card for "Baked cheese stratas".



**Baked cheese stratas**  
These stratas are sure to become a family favourite.



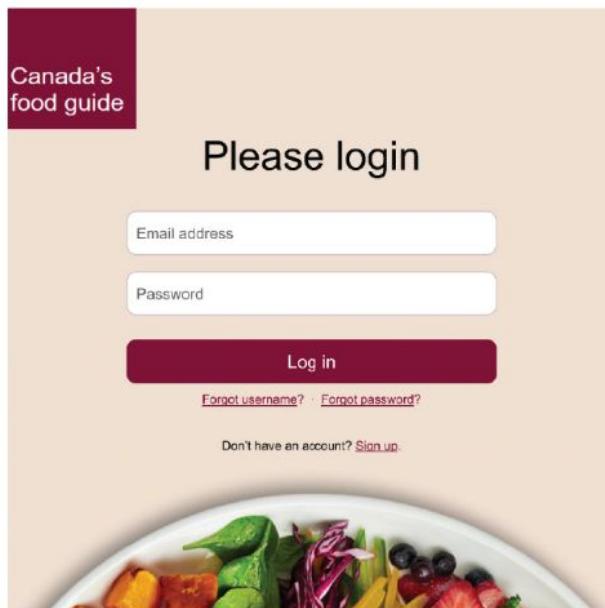
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This recipe plays on the savoury umami flavour found in many Asian cuisines. See for yourself!

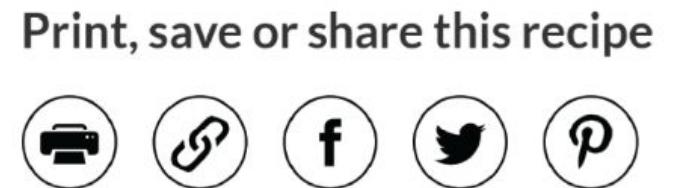
A sidebar section titled "Cooking skills" on the left. It includes a link to "10 reasons to buy frozen vegetables and fruits" with a photo of various frozen fruits and vegetables. On the right, there is a section titled "Meal planning from start to finish in 4 steps" with a photo of a woman and a child looking at a meal plan.

# Changing the save feature

- Many expressed reluctance to create an account to save a recipe. They would prefer to print the recipe to save it.
  - Removed the account feature and added a print button instead.



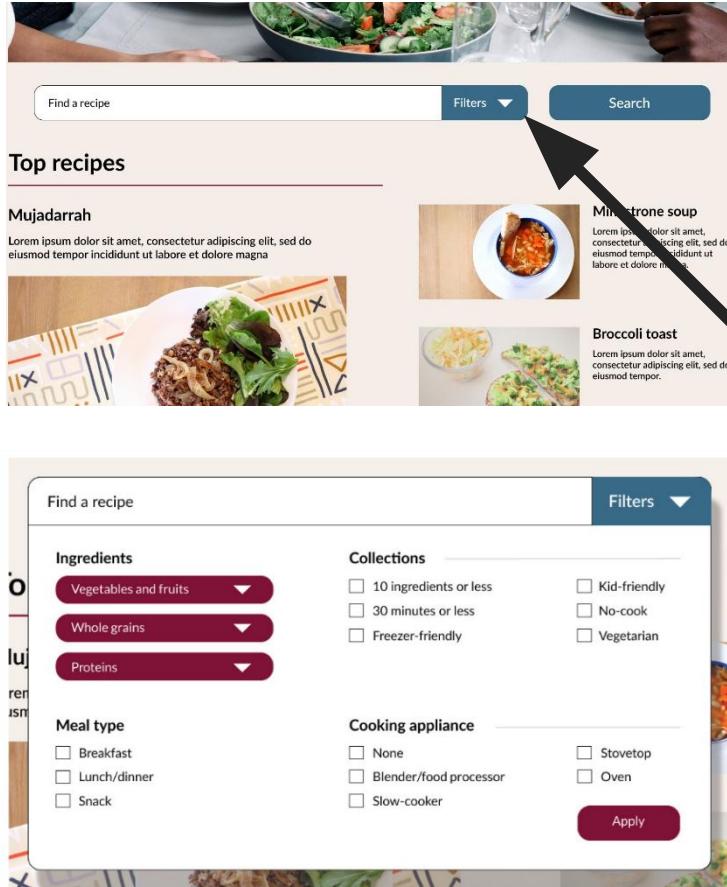
Before testing: login to save



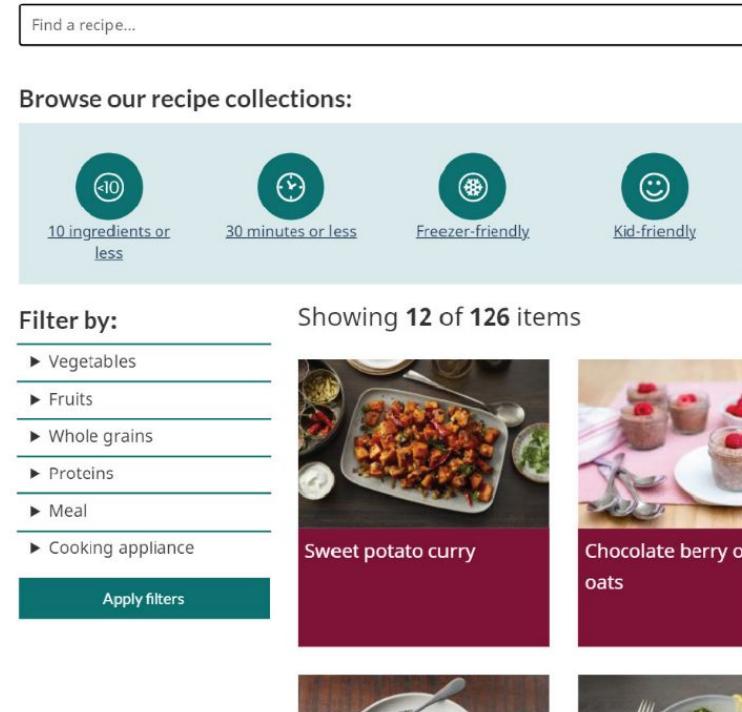
After testing: print to save

# Improving search

- Many missed the filter options as they were hidden in a dropdown.
  - Changed the location to be a noticeable left-hand navigation.



The filter design  
before testing:  
Click on “Filters” to  
see the dropdown of  
filters



The filter design  
after testing

## Canada's food guide Food guide kitchen



Find a recipe...

Search

## Top recipes

[Open-faced applewiches](#)

Set up an assembly line of toppings and go for it! These fun and naturally sweet applewiches are a hit with all ages.

[Search all recipes](#)[Classic overnight oats](#)  
A fantastic grab-and-go breakfast that is easy and incredibly versatile.[Beef and bean burger](#)  
This burger uses beans and beef to give you the best of both worlds![Oodles of soba noodles with tempeh](#)  
This Asian-inspired recipe is full of flavour and your little chefs will surely love it.

## Cooking skills

[10 reasons to buy frozen vegetables and fruits](#)

Frozen vegetables and fruits are a nutritious, tasty and efficient option, available year round. They work well in many recipes! Not sure what to do with them? Check out our tips.



# The new design

- The new food guide kitchen landing page design:
  - highlights top recipes, food skills articles and recipe collections
- Improving the design resulted in a significant increase for page views:
  - 57% for total page views
  - 19% for page views per visit
  - 38% for page views of Healthy Eating Recommendations

Canada's food guide Search recipes

Find a recipe...

Browse our recipe collections:

10 ingredients or less	30 minutes or less	Freezer friendly	Kid-friendly	No-cook	Vegetarian

Showing 12 of 126 items Page 1 of 11 | Sort by: Best match

- ▶ Vegetables
- ▶ Fruits
- ▶ Whole grains
- ▶ Proteins
- ▶ Meal
- ▶ Cooking appliance

Chicken and bean quesadillas	Berry brunch bake	Cantaloupe and bocconcini cheese salad
Corn and lentil soup	Curried chickpea salad	Mapo tofu with chicken
Miso ramen soup with marinated eggs	Peach, roasted chickpeas and halloumi cheese salad	Roasted tomato, pepper, and bean soup
Spiced tofu and lentils with turmeric rice	Tofu and butternut squash pasta shells	Curried lentil and spinach fritters

[Subscribe to get the latest healthy eating updates.](#)

# The new design: search

- The new search page design:
  - allows users to search recipes by keywords
  - filters by meal types, cooking appliances, and food groupings, which reinforces the food guide's plate recommendations.
- Has filters to find recipes that are:
  - less than 30 minutes,
  - freezer-friendly,
  - vegetarian,
  - using specific ingredients;
  - and more!

Date modified: 2023-01-06



This curry recipe is versatile! You can easily substitute carrots or squash for the sweet potato. Serve with whole grain flatbread and yogurt for a quick, easy meal.

Prep time  
15 min

Cook time  
25 min

Servings  
4

#### Ingredients

- 30 mL (2 tbsp) vegetable oil, divided
- 5 mL (1 tsp) black mustard seeds
- 3 whole dried red chillies
- 4 fresh or dried curry (neem) leaves
- 1 onion, finely diced
- 2 cloves garlic, finely chopped
- 3 sweet potatoes, peeled and chopped into a 1-inch dice
- 1 small handful fresh coriander, finely chopped (about 60 mL/1½ cup)
- Salt to taste

#### Directions

- 1 In a high-sided sauté pan, heat oil over high heat. Add mustard seeds, chillies, and curry leaves and sauté for 30 seconds to release flavours.
- 2 Add onions and sauté for 2 minutes or until just lightly browned. Add garlic and stir to combine. Sauté for another 3 minutes or until onions soften.
- 3 Add sweet potatoes and stir to combine and coat well. Reduce heat to medium and cook for 20 to 30 minutes or until tender.
- 4 Sprinkle coriander on top and serve.

Learn about [food safety](#).

#### More from the Food Guide Kitchen



Subscribe to get the latest healthy eating updates.

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Did you find what you were looking for?

[Yes](#) [No](#)

[Share this page](#)

# The new design: recipes

- The new recipe page design includes:
  - visual instruction highlights and videos
  - links to relevant Healthy Eating Recommendations

# Design process: iteration to analysis

- We continue to analyze user behaviors to allow us to continue improving user experience
  - Using search to find data of what people are looking for
- January 2023: searching by meal continues to be the top search terms
  - In the next iteration, we are considering moving up the meal filters to facilitate popular needs of users

Filter by:

- ▶ Vegetables
- ▶ Fruits
- ▶ Whole grains
- ▶ Proteins
- ▼ Meal ↗
- Breakfast
- Lunch/dinner
- Snack

▶ Cooking appliance

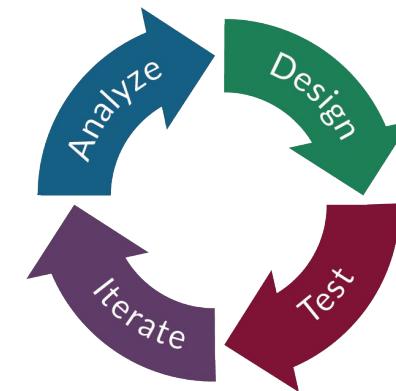
**Apply filters**

Current location of  
Meal filter

## Method and design process

**Analyze** leading recipe websites to determine expected features.

**Iterate** by using participant feedback to improve the design.



## Canada's food guide

- This project:
  - improved the recipe website's usability
  - increased traffic to other food guide pages
    - supports increased use of Health Canada's dietary guidance.
- Conducting usability testing can help Health Canada
  - improve its service delivery to Canadians
  - better support public health.

