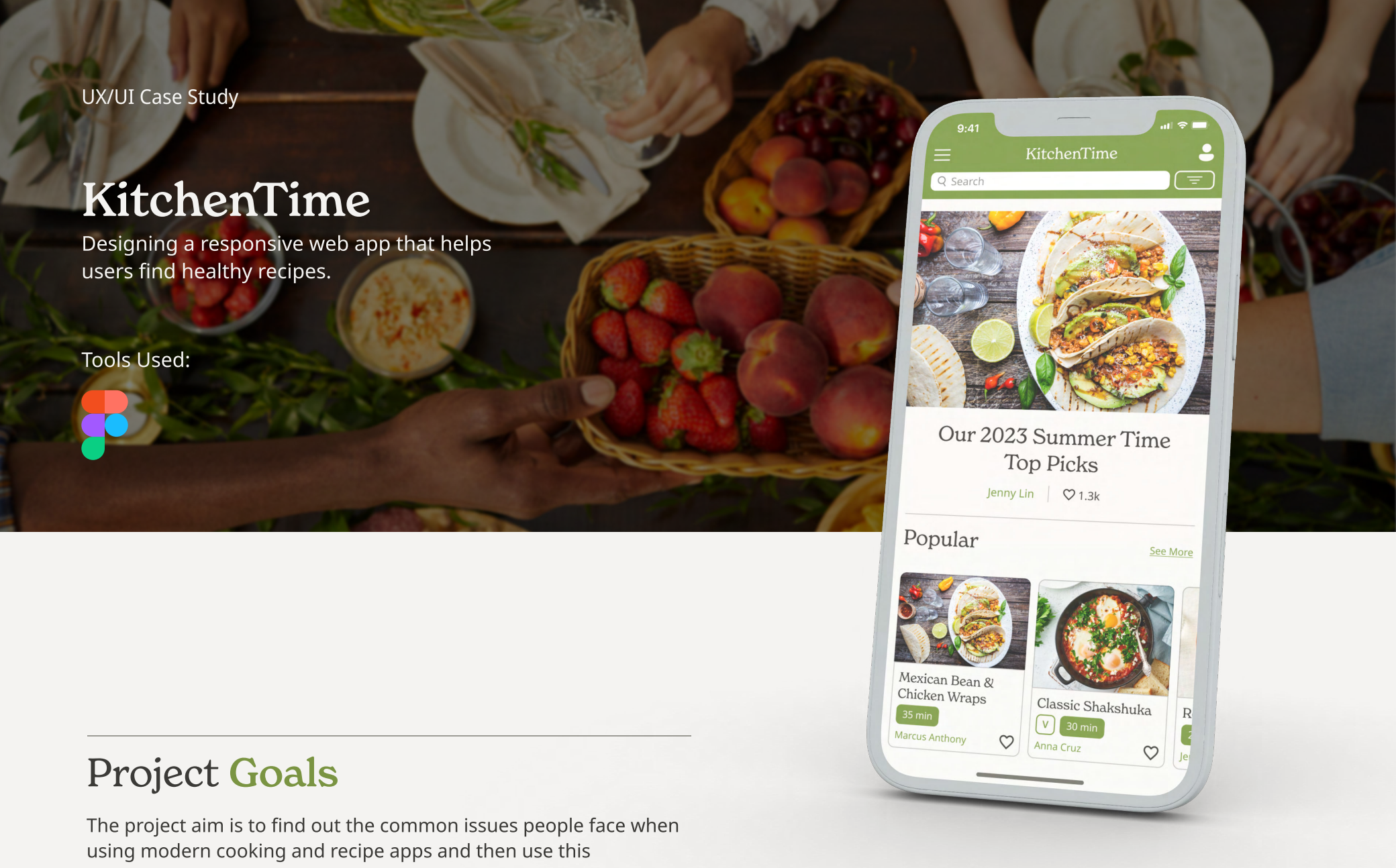
UX/UI Case Study

KitchenTime

Designing a responsive web app that helps users find healthy recipes.

Tools Used:

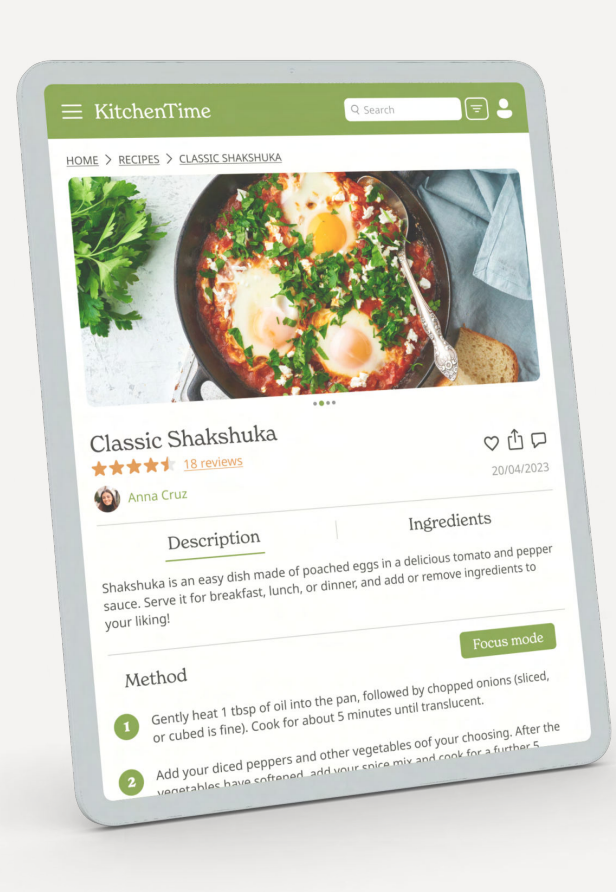


Project Goals

The project aim is to find out the common issues people face when using modern cooking and recipe apps and then use this information to create a prototype that adheres to the MVP brief.

Discover	Define	Ideate	Design	Test
User Interviews Competitor Analysis	User Personas MVP document	User Flows Lo-fi & Mid-fi	Wireframes Style Guide Moodboard Hi-fi Responsive	User Testing Feedback Conclusion Iteration

Discovery Phase



User Research

From the user interviews that I conducted, it was clear that the sheer quantity of recipe suggestions made choosing something very difficult. Therefore, one of the key insights I took forward was to incorporate a filtering system so users could effortlessly find what they were looking for.

Pain-Points

- Overwhelming number of recipes to choose from.
- Level of difficulty should be highlighted.
- Recipe apps should accommodate for dietary requirements.
- Time to cook certain recipes is frustrating.
- Difficult to follow instructions due to ad's and lack of clarity.

Competitor Analysis

Research on two organisations was carried out in order to better understand the market, the users and the current strategies employed by companies to achieve their goals.

Research Elements:

- Competitor Overview
- Marketing Profile
- SWOT Analysis
- UX Analysis

Strengths	Weaknesses
Large, active community that contributes to a thriving ecosystem. Awards won help to establish credibility to the company. Allows users to create, save, like, comment and share recipes. Regular social media posts.	Social media channels are all in German, which limits the growth of the company. Only the website is translated into English. Does not rank highly on Android App Store or on Google when searching for "recipe app".
Threats	**Opportunities**
Companies that optimize there SEO. Companies that choose to have English social media in order to target a greater demographic.	Translate social media channels to English or other languages to target a larger audience. Optimise ranking on Google and App stores.

UX Analysis

Content Distinction

- The articles and recipes have a very similar appearance on the homepage, and it can be difficult to tell them apart.

Grouping & Separation of Content

- Homepage could be structured more clearly with separations between recipes, articles, and other elements. Everything seems to blend into one.

Elements & UI Features

- Good use of filters to narrow down recipe suggestions.
- Clean and simple recipe card that showcases key information at a glance such as cooking time and dietary requirements.
- Could possibly streamline content on recipe page by adding dropdown menus instead of having everything be one long scroll down.

Navigational Elements

- Hamburger menu
  - Content could be categorised better.
  - Not functioning properly on both mobile and laptop (doesn't open anything up, instead it just minimises back)
  - Placement of ads at the bottom of screen can block some categories.

Advertisements

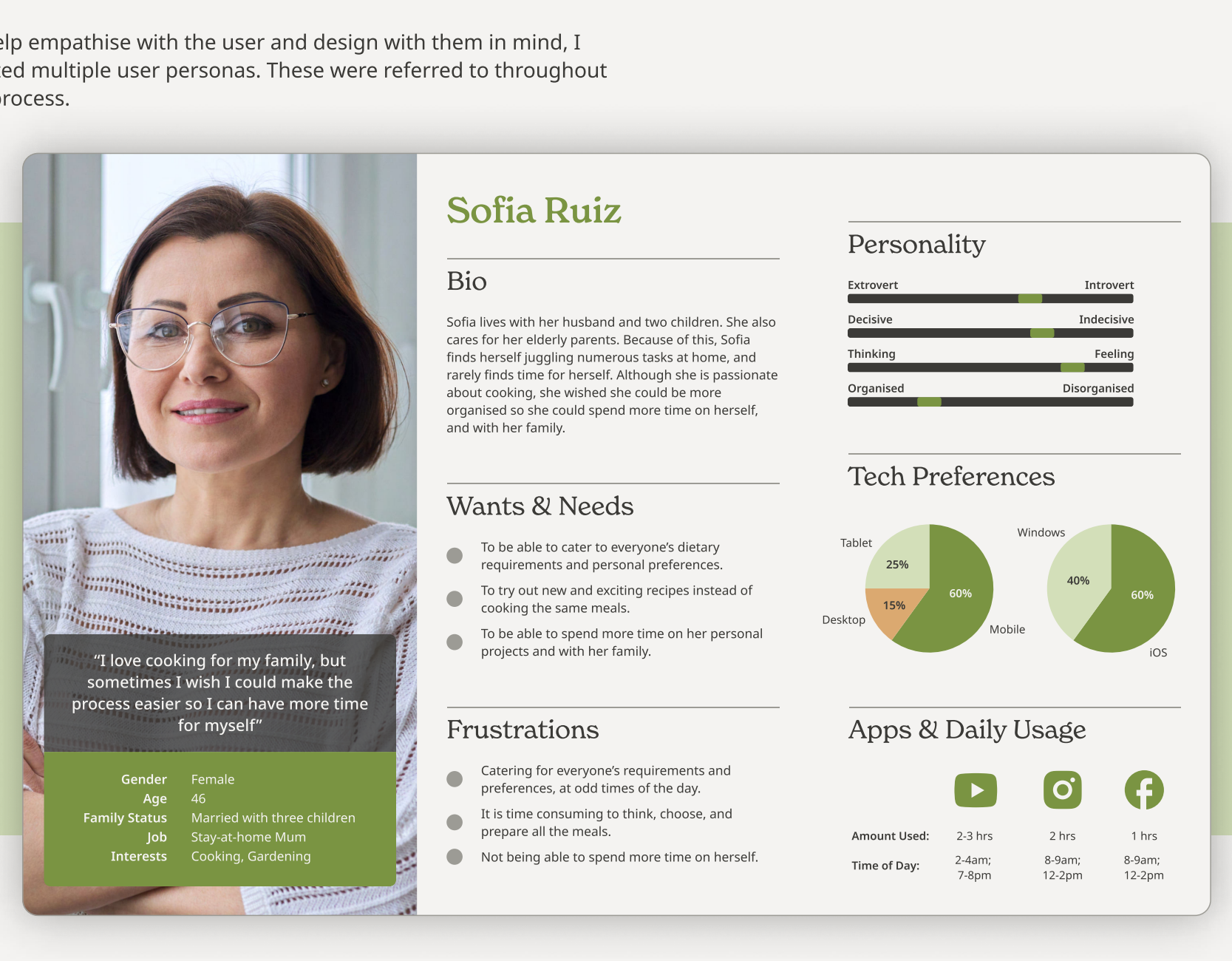
- Placement of ad's can be distracting when trying to read the recipe instructions and content.

kitchen stories

Define Phase

User Personas

To help empathise with the user and design with them in mind, I created multiple user personas. These were referred to throughout the process.



"I love cooking for my family, but sometimes I wish I could make the process easier so I can have more time for myself"

Gender: Female
Age: 46
Family Status: Married with three children
Job: Stay-at-home Mum
Interests: Cooking, Gardening

Sofia Ruiz

Bio

Sofia lives with her husband and two children. She also cares for her elderly parents. Because of this, Sofia finds herself juggling numerous tasks at home, and rarely finds time for herself. Although she is passionate about cooking, she wished she could be more organised so she could spend more time on herself, and with her family.

Wants & Needs

- To be able to cater to everyone's dietary requirements and personal preferences.
- To try out new and exciting recipes instead of cooking the same meals.
- To be able to spend more time on her personal projects and with her family.

Frustrations

- Catering for everyone's requirements and preferences, at odd times of the day.
- It is time consuming to think, choose, and prepare all the meals.
- Not being able to spend more time on herself.

Personality

Extrovert – Introvert
Decisive – Indecisive
Thinking – Feeling
Organised – Disorganised

Tech Preferences

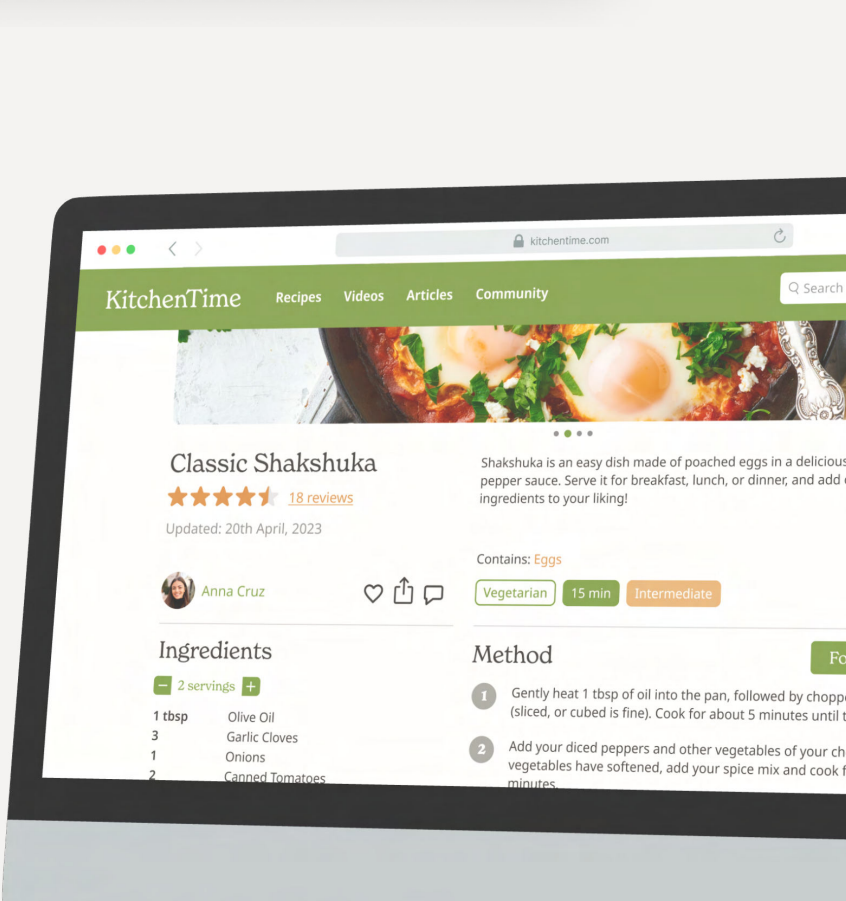
Tablet
25%
15%
60%
Desktop
Mobile
Windows
40%
60%
iOS

Apps & Daily Usage

Amount Used:	2-3 hrs	2 hrs	1 hrs
Time of Day:	2-4am; 7-8pm	8-9am; 12-2pm	8-9am; 12-2pm

Minimum Viable Product

An MVP document was created that defined the basic functionality that the app should have in order to meet the brief and user requirements that were identified in the Discovery Phase.



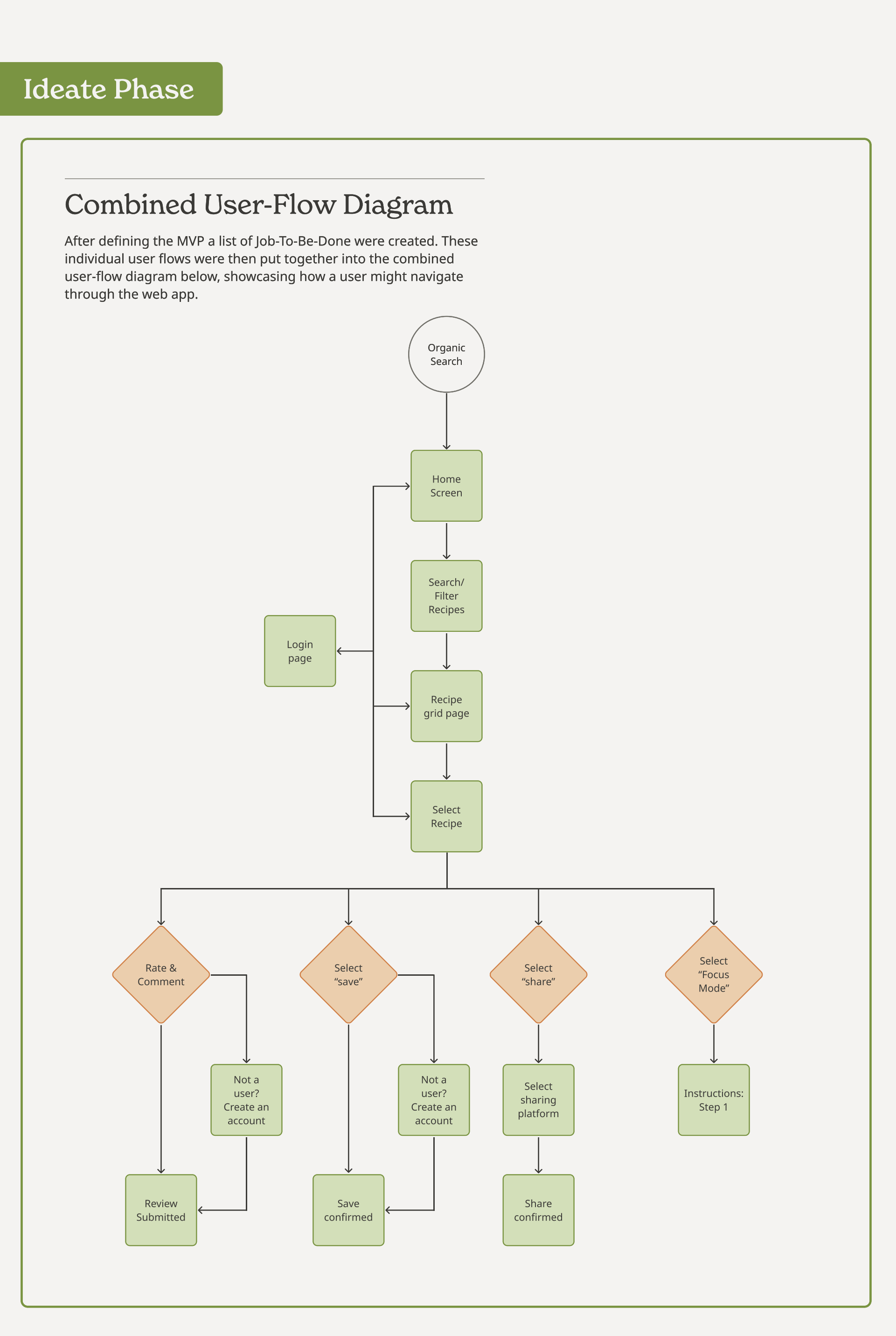
Brief Requirements

- Saving recipes for later.
- Searching for recipes easily.
- Sharing recipes with others.
- Giving clear and concise instructions.

Ideate Phase

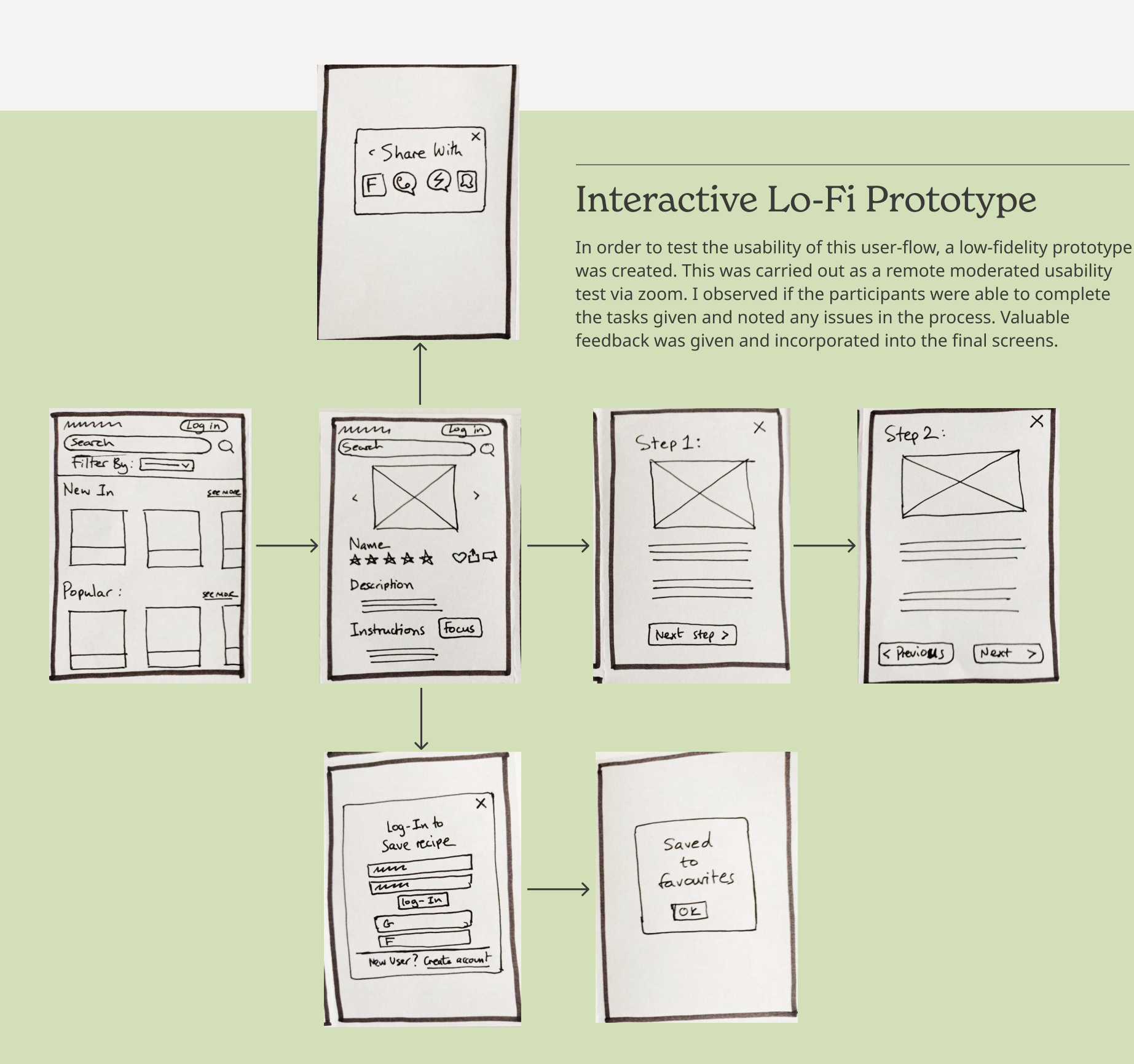
Combined User-Flow Diagram

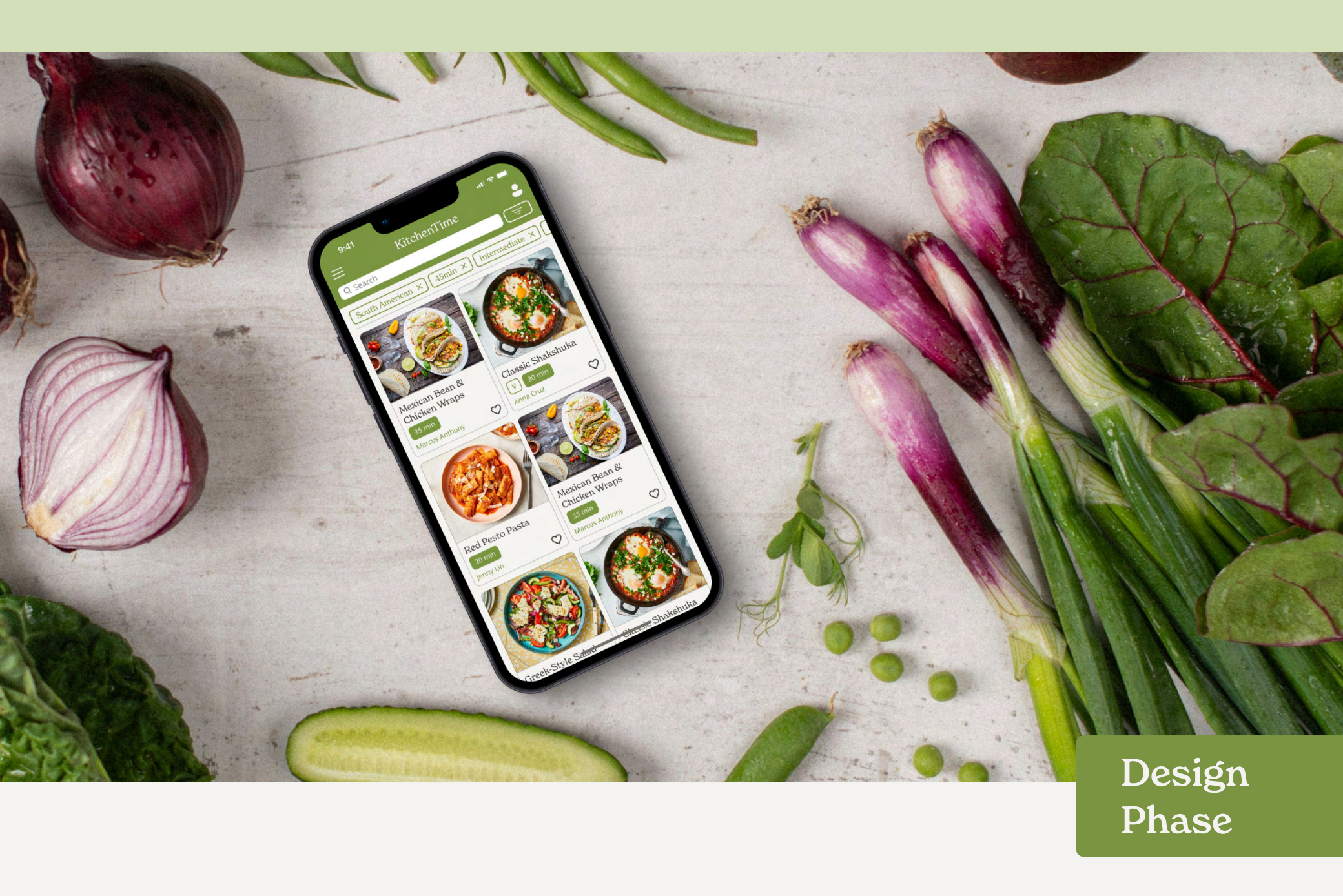
After defining the MVP a list of Job-To-Be-Done were created. These individual user flows were then put together into the combined user-flow diagram below, showcasing how a user might navigate through the web app.


Organic Search
Home Screen
Search/ Filter Recipes
Login page
Recipe grid page
Select Recipe
Rate & Comment
Select "save"
Select "share"
Select "Focus Mode"
Not a user? Create an account
Not a user? Create an account
Select sharing platform
Instructions: Step 1
Review Submitted
Save confirmed
Share confirmed

Interactive Lo-Fi Prototype

In order to test the usability of this user-flow, a low-fidelity prototype was created. This was carried out as a remote moderated usability test via zoom. I observed if the participants were able to complete the tasks given and noted any issues in the process. Valuable feedback was given and incorporated into the final screens.

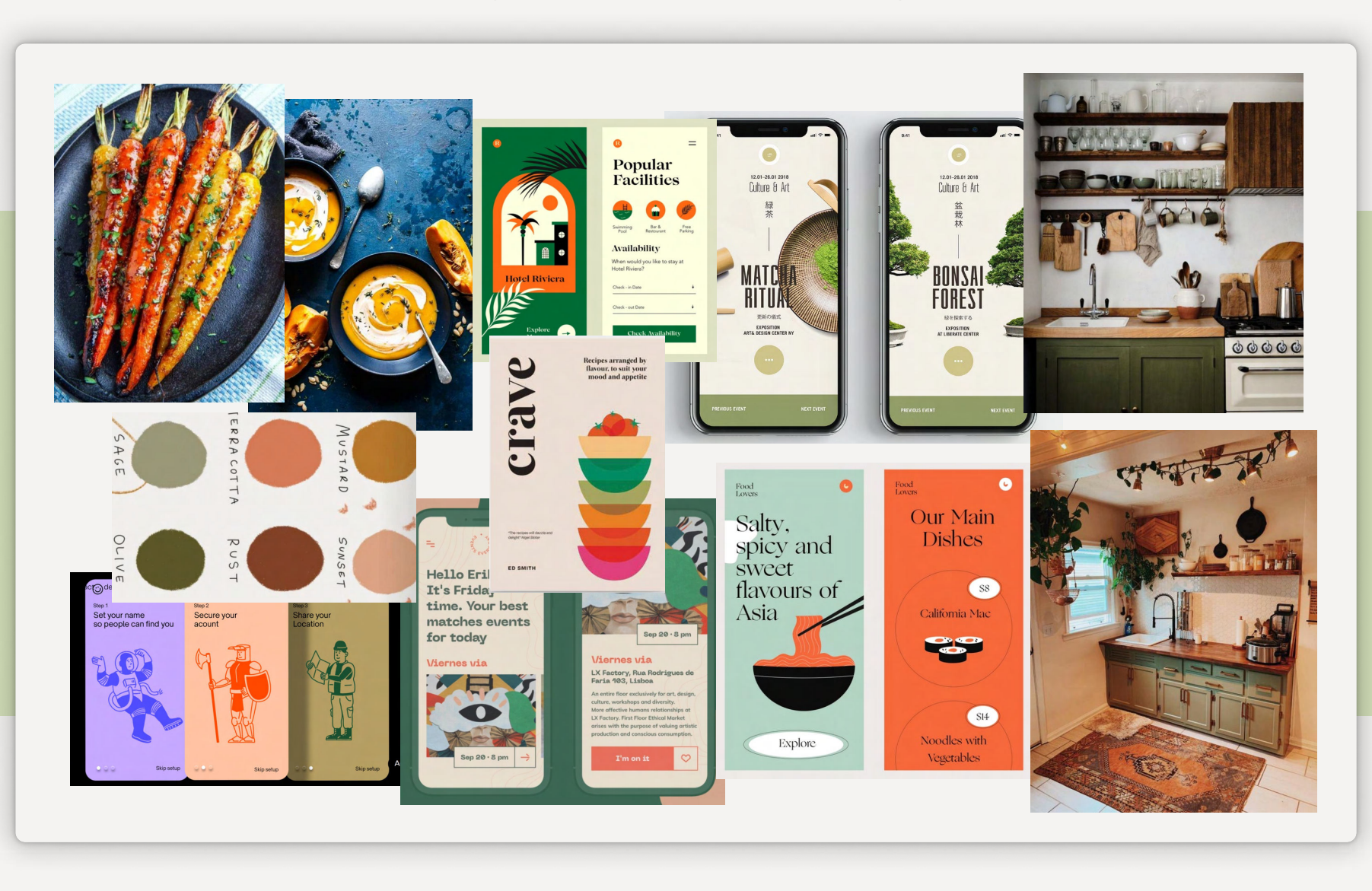

Share With
Search
Filter By
New In
Popular
Name
Description
Instructions
Focus
Step 1:
Next step
Step 2:
Previous
Next
Log-In to Save recipe
Log-In
New User? Create account
Saved to favourites
OK



Design Phase

Mood Board

I created two moodboards, one of which was chosen as the basis for the styling of the app. Inspiration was taken from rustic kitchens and cabins, in order to evoke a warm, cosy, and homely feeling whilst users browse their favourite recipes.



Style Guide

A style guide was created at this stage to help create consistency between the screens. It goes over typography, colour palette, UI elements, imagery, and copy/language (below is just a sample).

Colour

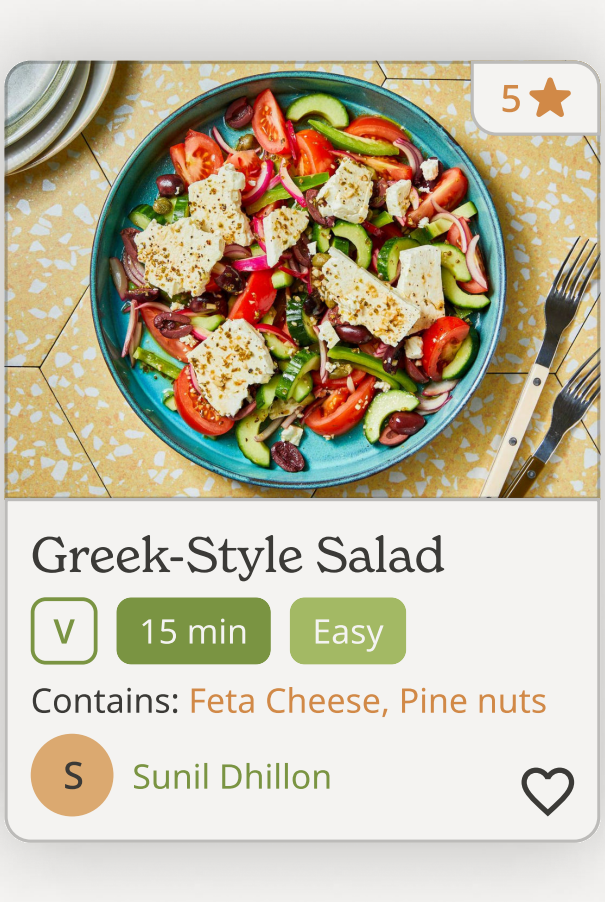
Primary Colour	Accent Colour	Primary Light	Primary Dark
HEX: 7A9442	HEX: D18947	HEX: F4F3F1	HEX: 3B3A37
HEX: D3DFB9	HEX: DBA970		HEX: 71706A
	HEX: D18147		HEX: 9D9B95

Typography

1 New Spirit — Regular

2 Noto Sans — Regular, Semibold, Bold

UI Elements

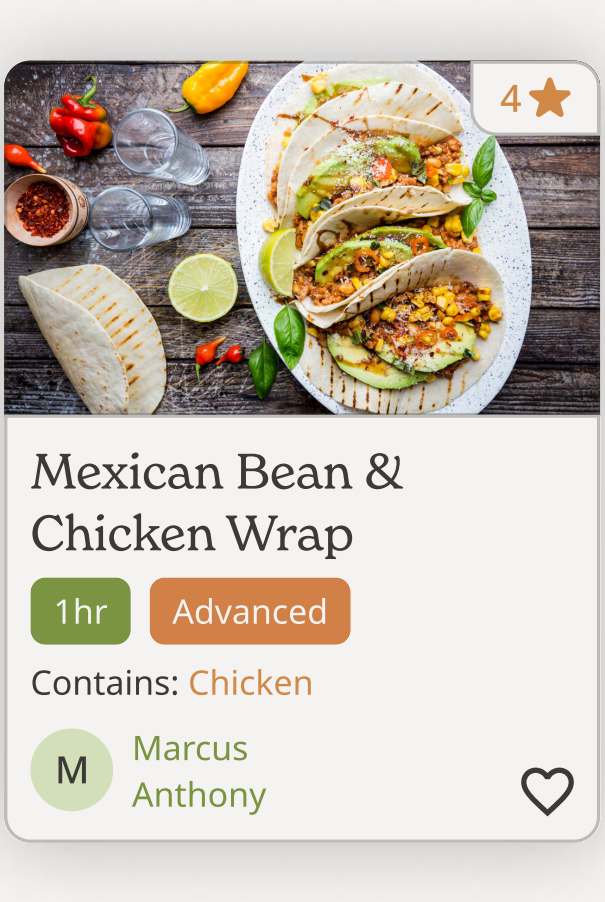


Greek-Style Salad

5
V
15 min
Easy

Contains: Feta Cheese, Pine nuts

S
Sunil Dhillon



Mexican Bean & Chicken Wrap

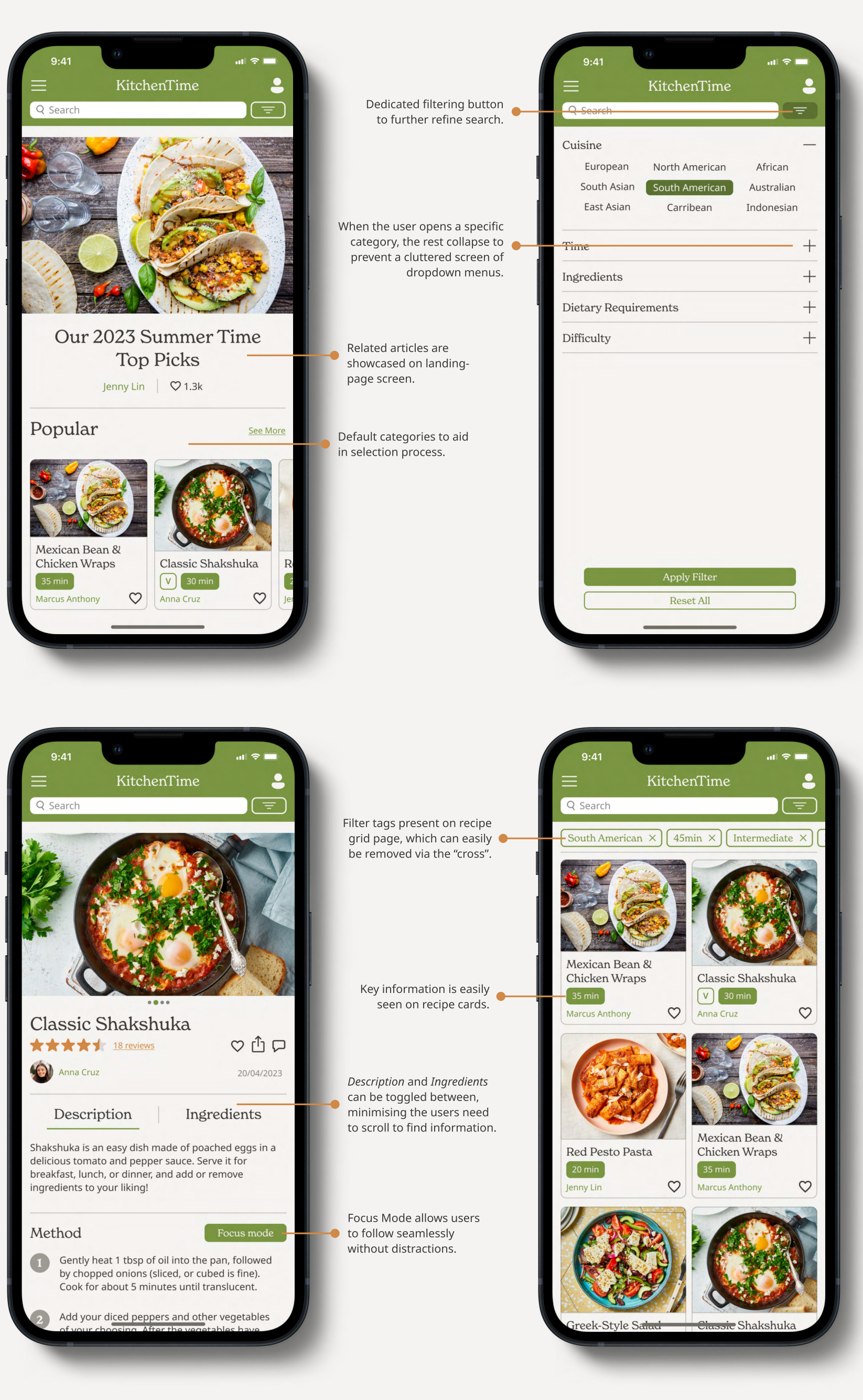
4
1hr
Advanced

Contains: Chicken

M
Marcus Anthony

High-Fidelity & Testing

Once the initial style guide was applied to the mid-fidelity screens, I used UsabilityHub to get feedback on the designs. These were set up as Preference Tests to compare responses to certain layout or UI choices. The feedback helped to further refine the designs to the high-fidelity screens shown below. An example of a user preference was having a toggle between *Description* and *Ingredients* rather than scrolling.



Dedicated filtering button to further refine search.

When the user opens a specific category, the rest collapse to prevent a cluttered screen of dropdown menus.

Related articles are showcased on landing-page screen.

Default categories to aid in selection process.

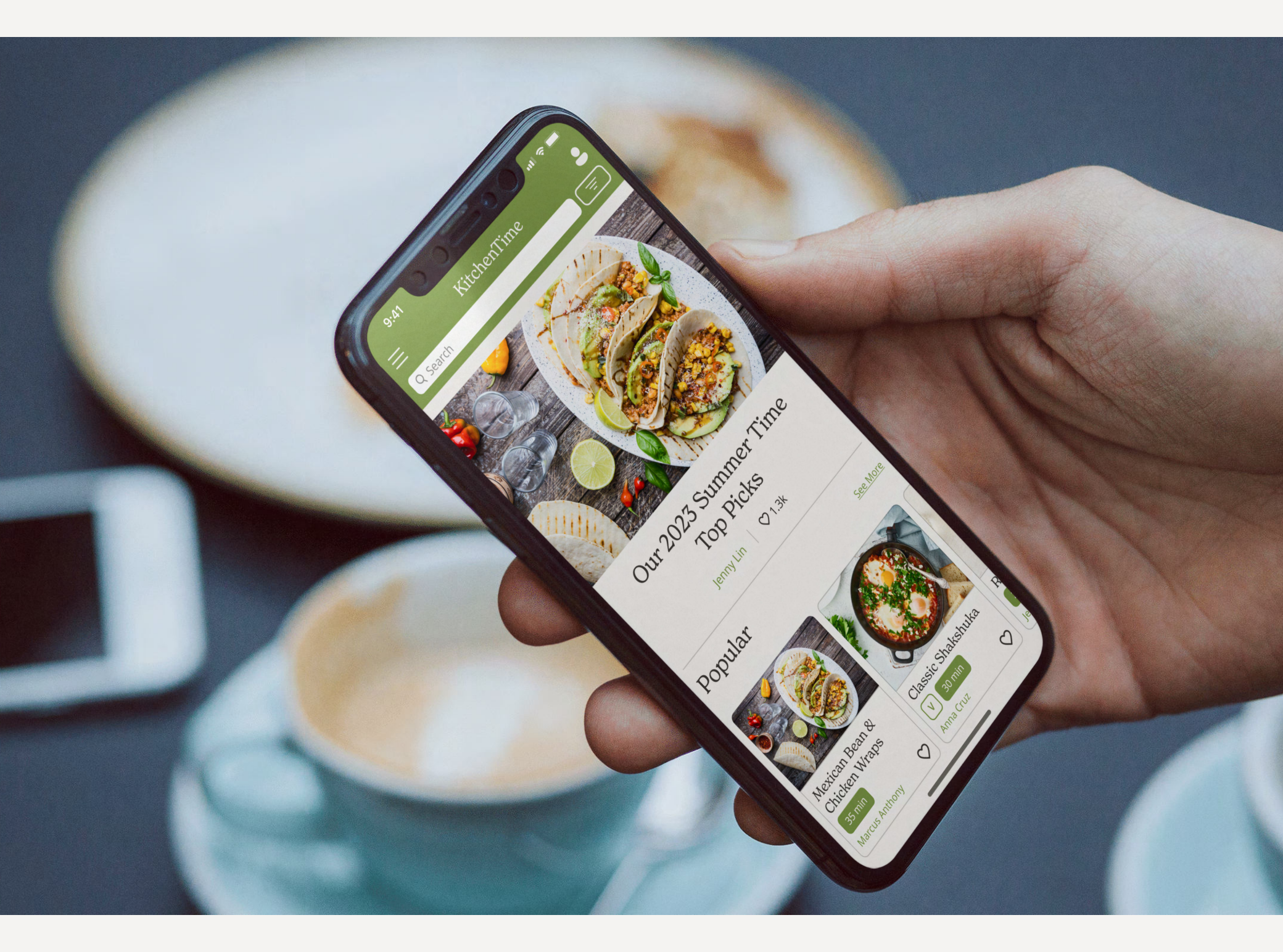
Filter tags present on recipe grid page, which can easily be removed via the "cross".

Key information is easily seen on recipe cards.

Description and *Ingredients* can be toggled between, minimising the users need to scroll to find information.

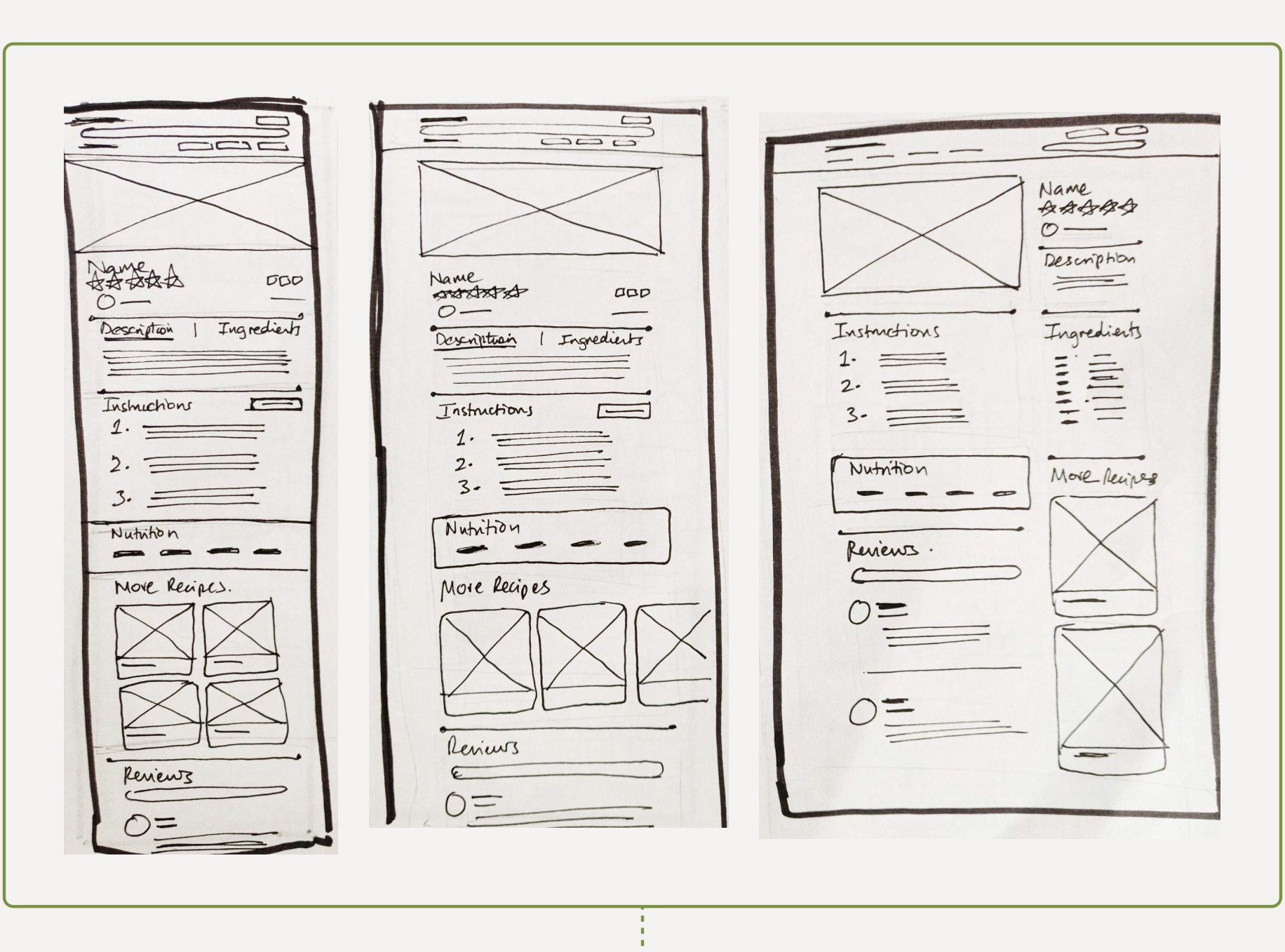
Focus Mode allows users to follow seamlessly without distractions.

KitchenTime
Search
Our 2023 Summer Time Top Picks
Popular
Cuisine
Time
Ingredients
Dietary Requirements
Difficulty
Apply Filter
Reset All
Classic Shakshuka
Description
Ingredients
Method
Focus mode



Responsive Design

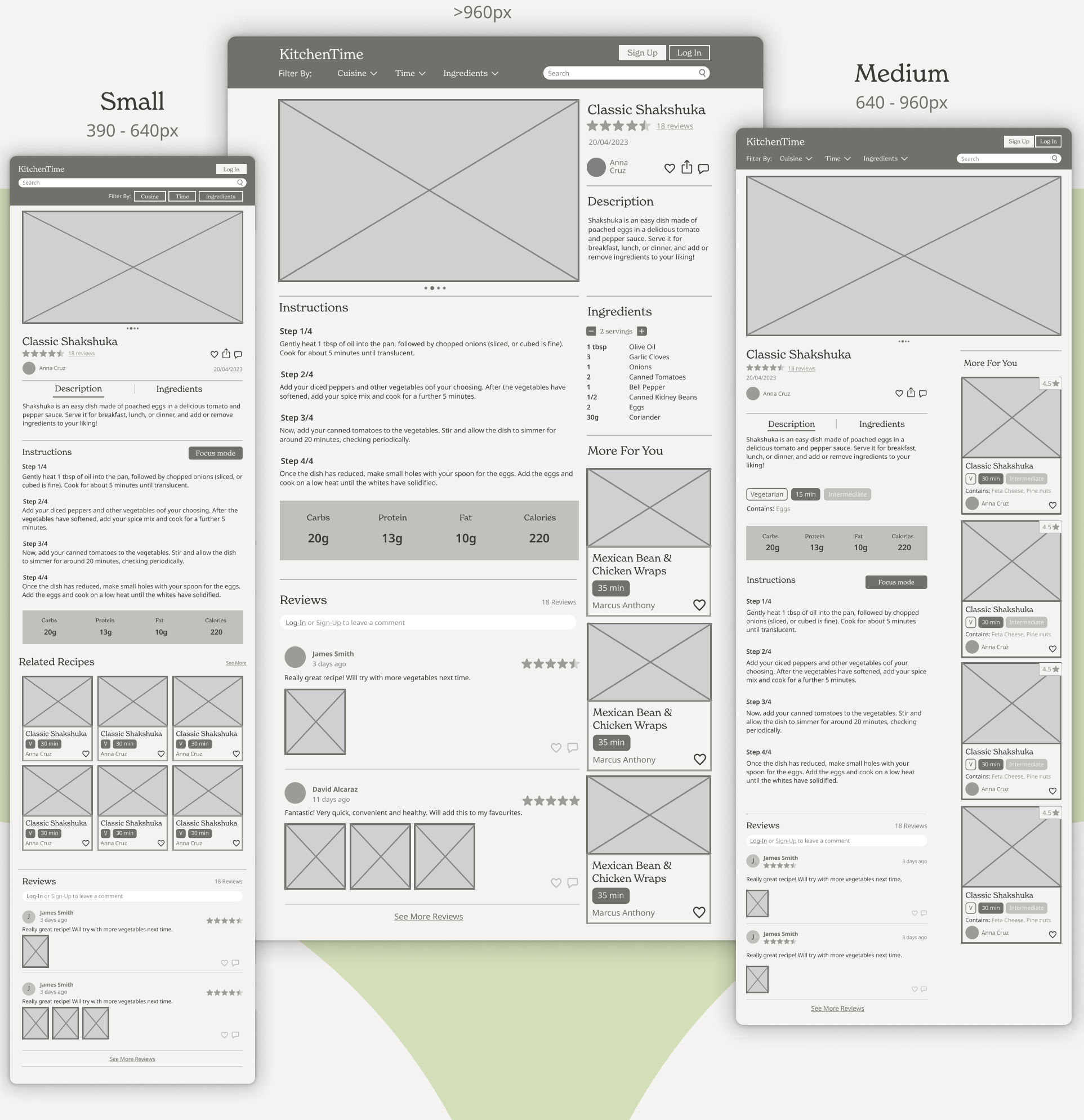
The requirements for this project specified the need for a responsive design. This process entailed stretching the XS design until the design "broke", at which point a new breakpoint was created with a revised screen layout.

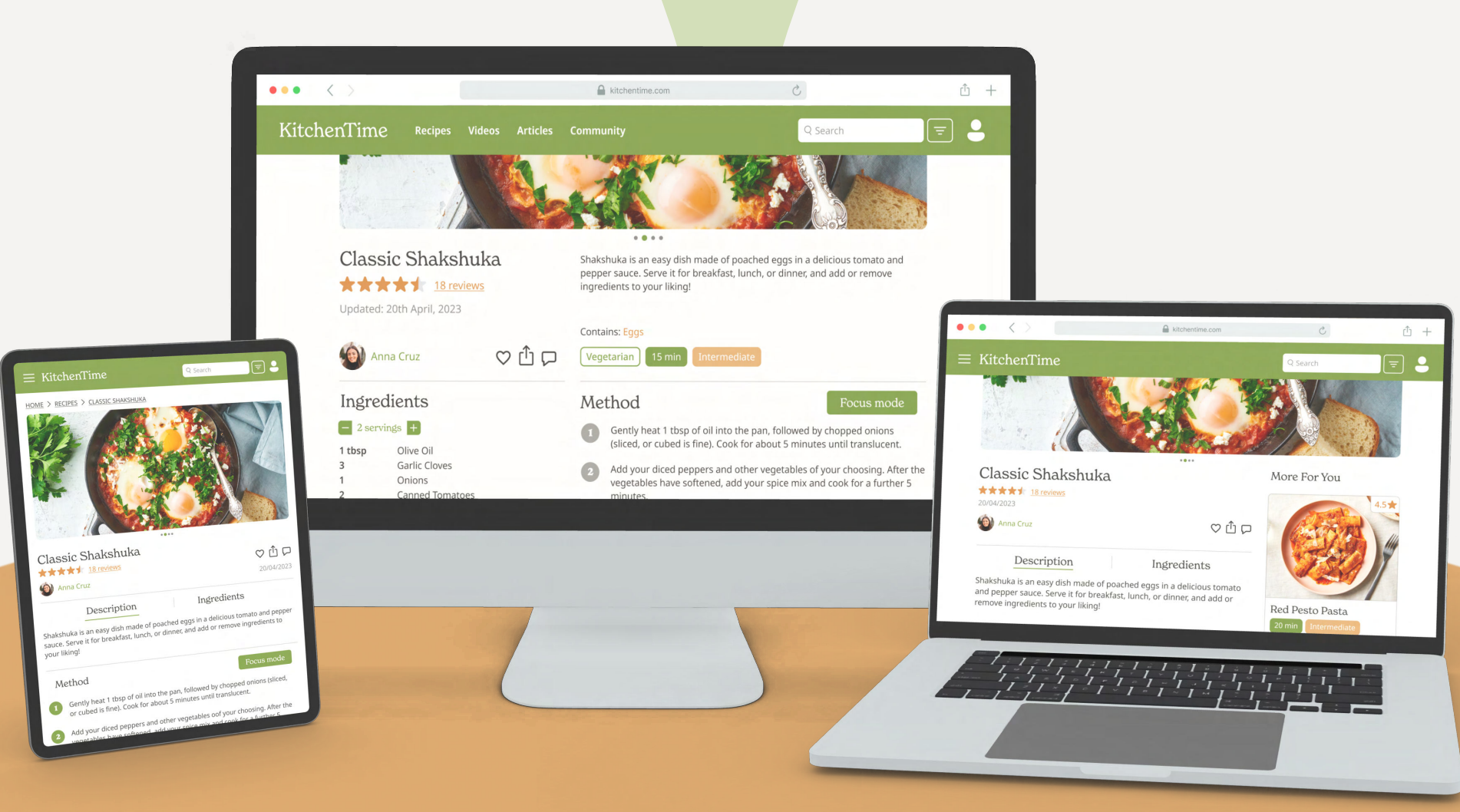

Name
Description
Ingredients
Instructions
Nutrition
More Recipes
Reviews

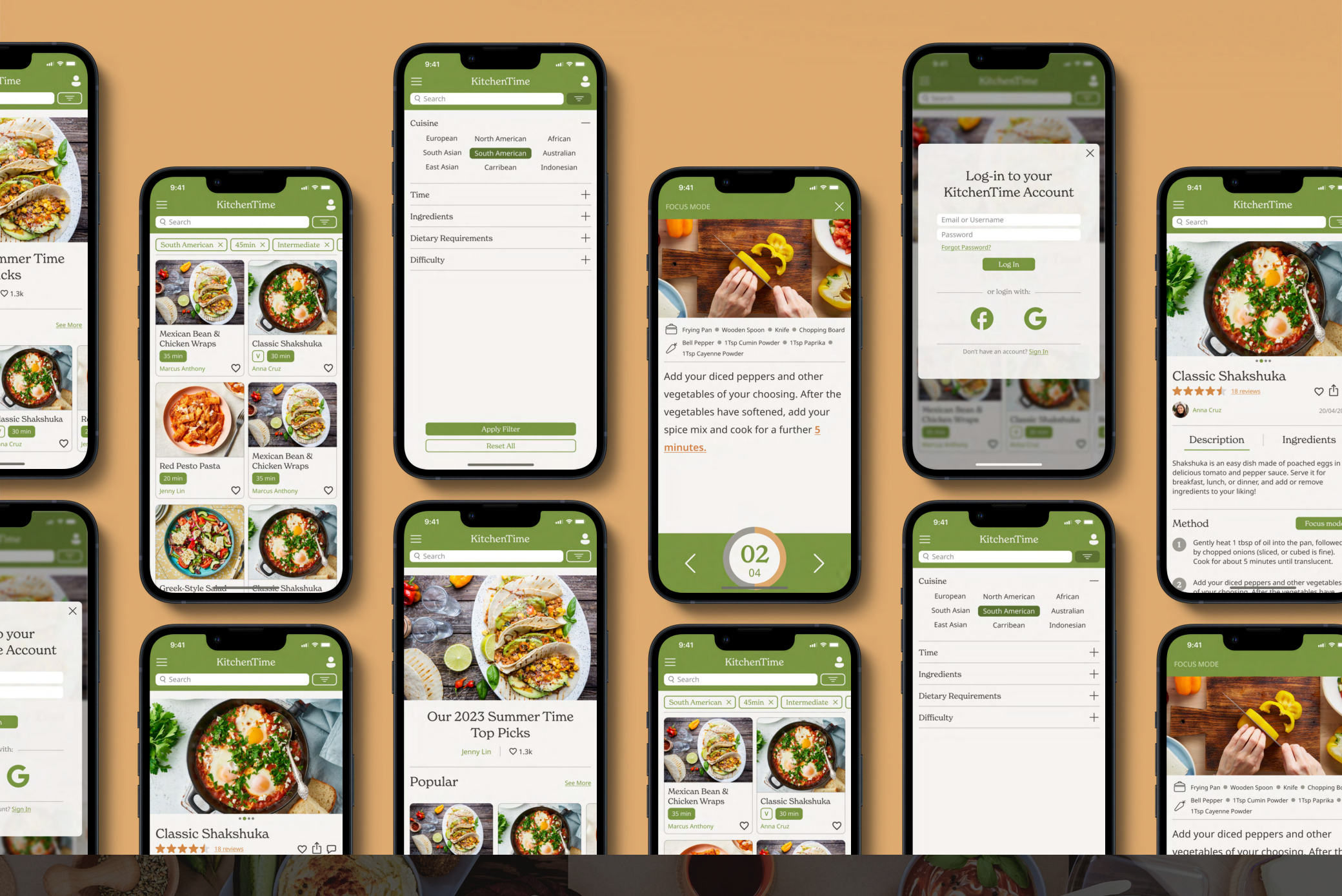
Large
>960px

Small
390 - 640px

Medium
640 - 960px







Thank you!

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