FoodX

Food Xperiences

FoodX is a responsive web app that caters to user xperiences with food, thru video and picture content.

The Start
UX Research

Is there a Problem or is there Opportunity ?

Context

There are different types of users within the recipe app world. People choose to experience food in different ways, some like the task of cooking a new dish from a recipe and some want a food experience that is unique.

Hypothesis

Can the users be those that wish to have food centered interactions or experiences outside the orthodox realm of recipes.

Is there value in offering food experiences within a recipe app?

User Interviews

4✦ User interviews (remote)

All interviewees ranged on cooking skill level, and usage of recipe app's. The research is aimed to identify potential users from a very generalized group.

The user interviews allowed me to identify what users expectations of a recipe app are, and what potential users needs are as well as wants desired in the recipe app space.

In addition, I was able to explore the potential users meaning and thought process behind the term "Food Experience" and users personal connection with it.

Takeaways

1

Most interviewees did not use recipe app’s often, instead favored cooking recipes saved on other social media platforms.

2

Video and photo instructional content was mentioned by most as desirable features.

3

Most potential users believed a food experience can happen pretty much anywhere, even in their home.

Who

For all users that are interested in food experiences and social interactions.

What

1. Find food experiences
2. Recipes with video and photo instruction
3. Save favorites

Where

Users can access the app anywhere with cellular or internet connection.

1. Web
2. iOS mobile devices
3. Android mobile devices

Why

Provide users with food experiences that are not limited to recipes or level of cooking skills.

Focusing on social interactions in regards to recipes, events, pictures and video.

User Personas

Avanta

24
Tech Support
Mastic Beach, NY
Single
Beginner Cooking Skills

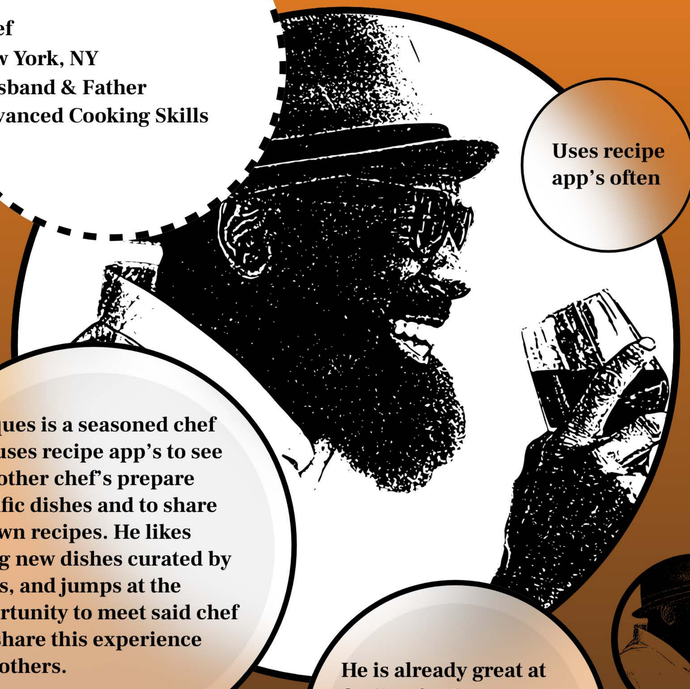
Uses recipe app's 1-3

On the weekend's Avanta is typically off from work, and would like to go out for food and drinks with her friends. Finding new food experiences locally for her is a challenge.

She is looking for social food experiences in her city where she can not only enjoy her food, but to also take pics of the food and venue to share.

Marcques

50
Chef
New York, NY
Husband & Father
Advanced Cooking Skills



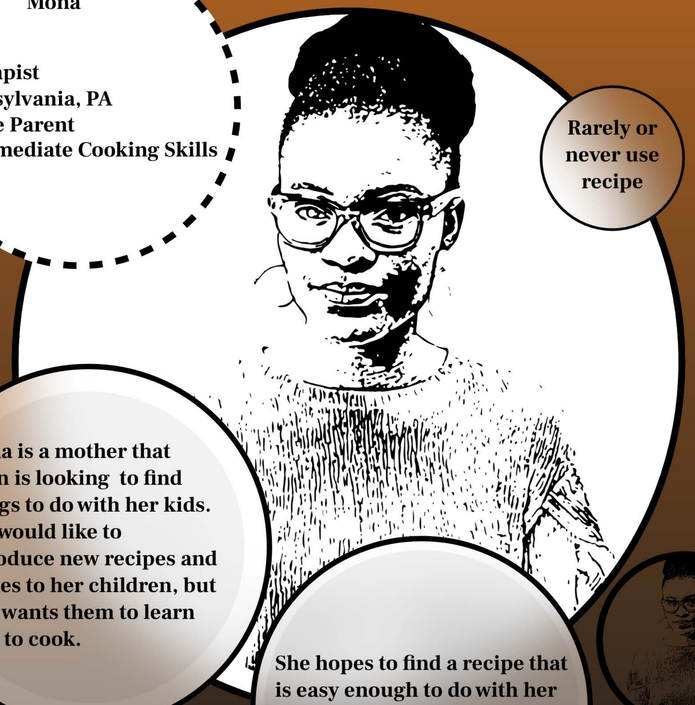
Uses recipe app's often

Marques is a seasoned chef that uses recipe app's to see how other chef's prepare specific dishes and to share his own recipes. He likes trying new dishes curated by chef's, and jumps at the opportunity to meet said chef and share this experience with others.

He is already great at finding food experiences locally, but would like to explore new cuisine's

Mona

30
Therapist
Pennsylvania, PA
Single Parent
Intermediate Cooking Skills



Rarely or never use recipe

Mona is a mother that often is looking to find things to do with her kids. She would like to introduce new recipes and dishes to her children, but also wants them to learn how to cook.

She hopes to find a recipe that is easy enough to do with her kids, and will not break the bank.

There Is Opportunity

Design a web based recipe app that includes familiar functionality, while focusing on video recipe instruction and user social interactions.

In addition, connect with potential users that don’t use recipe app’s and discover new functionality that can be implemented in the recipe app space.

The Journey
Usability

Objective

FoodX promotes food Xperiences thru a combination of familiar recipe app functionality such as recipe preparation instruction, save recipes, and exploring recipes with additional functionality commonly seen in social media applications.

Users will be able to engage, create and be apart of food experiences outside of what is orthodox. The idea is to create a community where users can interact with one another within the app and outside of it.

JTBD and Features

The features listed are based on the user interviews. The potential user is not primarily a recipe app user. As mentioned the functionality of the app will be very familiar to users, and mimic social media application features.

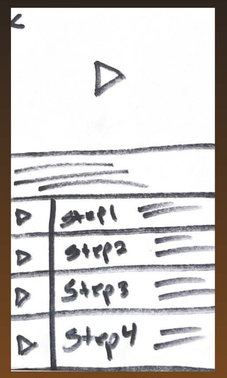
#1
Video Recipe Instruction

#2
Favorites

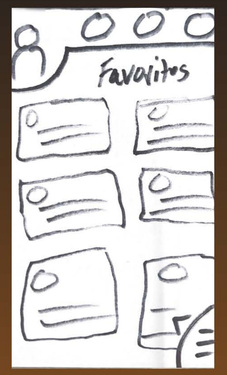
#3
Explore Page

#4
Reservations

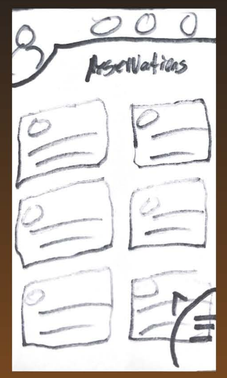
Rapid Prototype (Iteration 1)



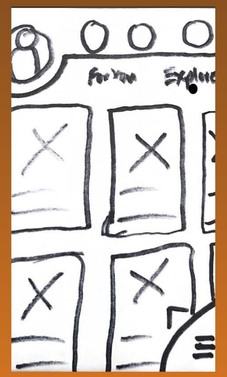
Recipe Video



Favorites



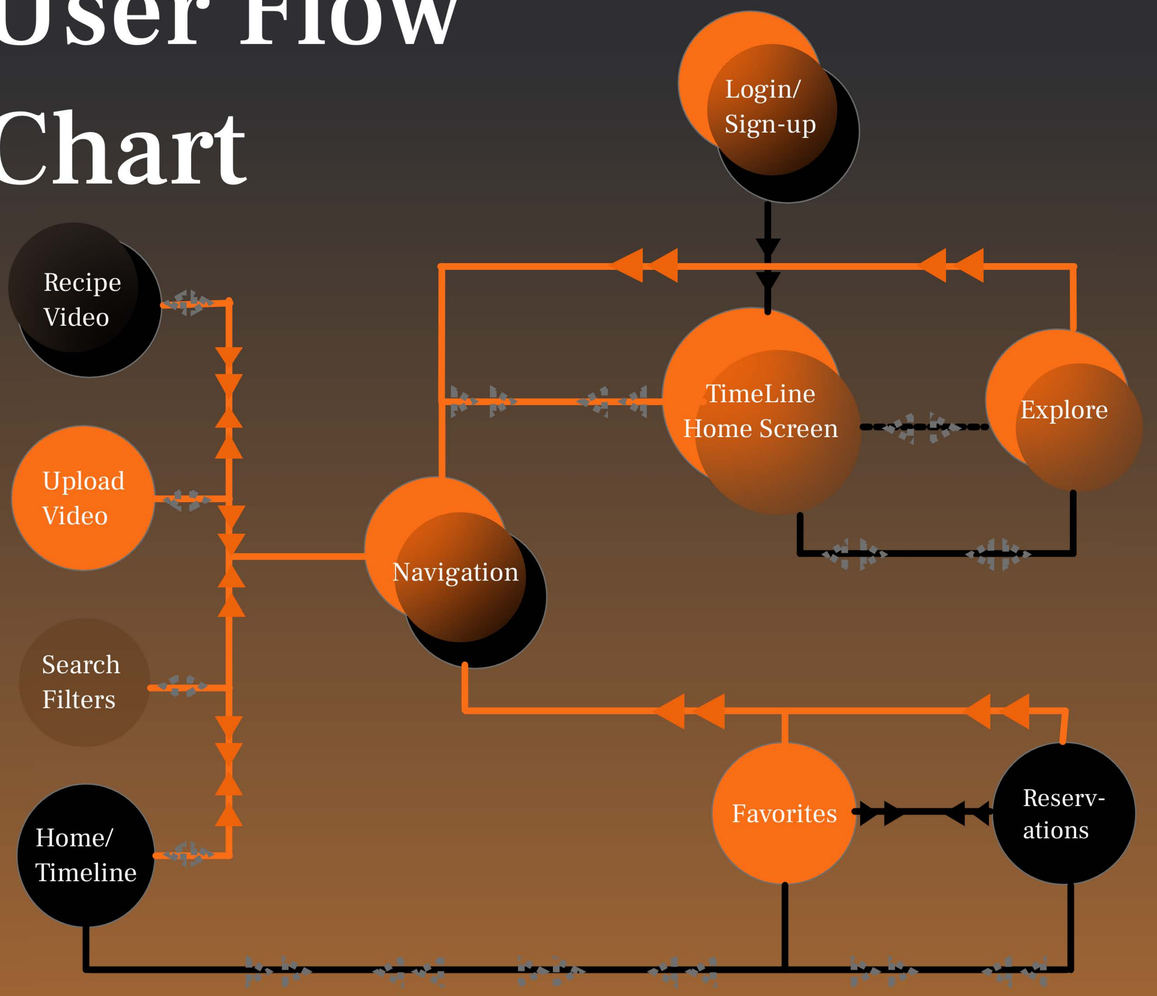
Reservations



Explore

Navigation

User Flow Chart



Usability Design Solutions

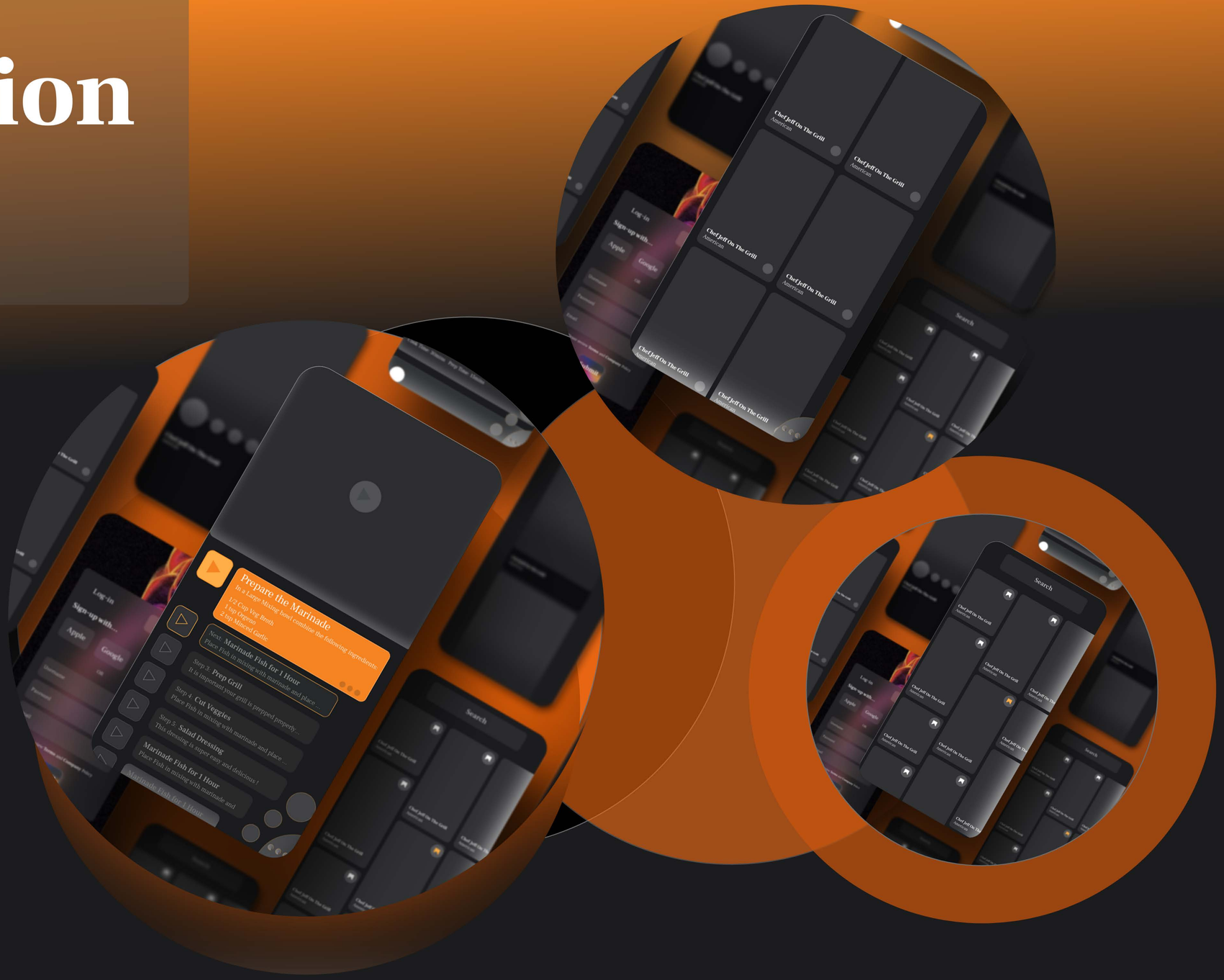
Usability test was conducted using the low fidelity wireframes from the rapid prototype.

Issue	Rating Errors	Solutions
Video recipe button does not translate to users.	4	Create an icon that is different from a video playback button.
Explore page feature not noticeable.	3	Have the Timeline screen automatically open to the explore page, instead of “For You”

The Destination

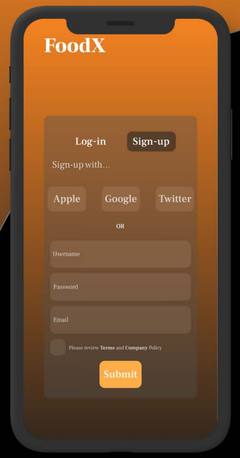
UI Design

Mid Fidelity WireFrames

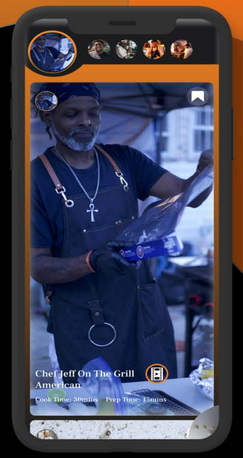


Responsive Design

Login/Sign Up

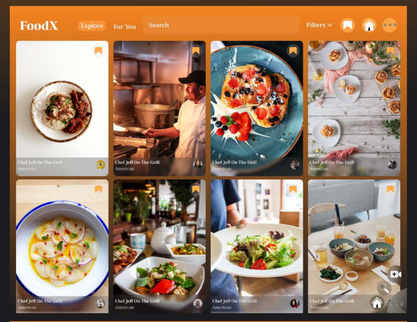


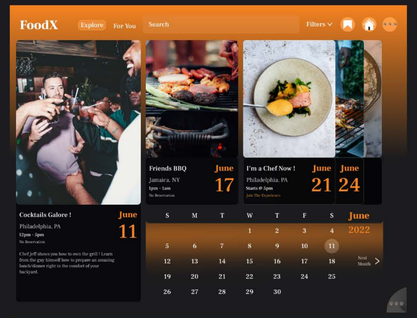
Timeline

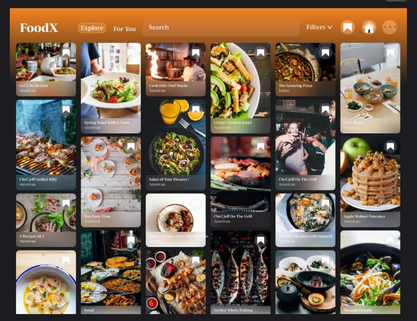


Video Recipe

User Profile







What's Next...

Prototype Testing Iteration 2

FoodX has definitely gone through a journey from concept to design. The next faze would be another iteration of prototype testing with users.

The next round of testing would focus on usability again, but focus on the design's functionality.

Questioning, does the implemented features serve purpose as intended.

In addition, confirm if the UI actually works for users, which include UI layout, Icons, text size and navigation.