

Post-Launch Feedback & Improvements: The Journey Continues

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PROJECT NAME: KITCHEN KART (RECIPE APP)

PROJECT LINK:

<https://www.figma.com/design/ICeO3SAjxqmFhBEAAL7YIY/Food-recipe-app?node-id=0-1&t=oLThOKSBi9wVpfyS-1>

1. Key Metrics Under Continuous Tracking

After launching Kitchen Kart, our focus shifts to rigorous monitoring of user behavior and app performance to uncover insights, measure success, and drive targeted improvements. We continuously track the following metrics:

Engagement Metrics:

- **Daily/Weekly/Monthly Active Users (DAU/WAU/MAU):** Gauge adoption trends and overall stickiness.
- **Session Duration & Frequency:** Measure how long and how often users browse or cook using the app.
- **Feature Usage Rates:** Track engagement with recipe categories, filters (e.g., vegetarian, cuisine type), image-based steps, and favorites.

- **Recipe Bookmarking & Sharing Rate:** Monitor how often users save or share recipes with others.
- **Step Completion Rate:** Percentage of users who follow through from viewing a recipe to completing all steps.

Conversion Metrics:

- **First Recipe Completion Rate:** The percentage of new users who successfully follow a recipe end-to-end.
- **Recipe Save-to-Cook Rate:** How many saved recipes result in actual cooking attempts.
- **Return Cook Rate:** Frequency of users coming back to try new recipes after their first attempt.
- **Onboarding Completion Rate:** How many new users finish the app introduction/tutorial.

Usability & Satisfaction Metrics:

- **CSAT (Customer Satisfaction) Scores:** In-app surveys after recipe completion to measure satisfaction.
- **System Usability Scale (SUS):** Periodic usability surveys to gather UI/UX sentiment.
- **Net Promoter Score (NPS):** How likely users are to recommend Kitchen Kart to friends or family.

- **App Store Ratings & Reviews:** Direct qualitative and quantitative feedback.
- **User Support Queries:** Categorized analysis of questions or technical difficulties.

Performance Metrics:

- **App Load Times:** Especially for content-rich sections like recipe galleries and images.
- **Crash/Error Rates:** Frequency of app crashes or unhandled errors, especially during step navigation or media playback.

2. Post-Launch User Feedback Received

Positive Feedback Highlights:

- **Visual Recipe Steps:** Users love the image-based step-by-step guidance that makes cooking intuitive.
- **Clean & Easy Navigation:** Praise for the smooth interface and organized layout.
- **Vegetarian Filters:** Appreciation for robust filtering for vegetarian and dietary preferences.
- **Categorization by Cuisine/M meal Type:** Users enjoy the logical grouping of recipes (e.g., “Breakfast,” “South Indian,” “Snacks”).

- **Offline Access:** Users value the ability to save recipes and view them offline.

Common Challenges & Improvement Areas:

- **Advanced Filtering Needs:** Requests for more granular filters like “gluten-free,” “under 30 mins,” or “kid-friendly.”
- **Recipe Step Skipping Bug:** Occasional glitches when navigating between steps too quickly.
- **Ingredient Substitution Guidance:** Users want recommendations for alternate ingredients when one is unavailable.
- **Clarity in Measurements:** Some users feel the ingredient quantities (e.g., “1 cup” vs “200ml”) could be more standardized.
- **Missing Voice Assistance:** Users desire hands-free control while cooking (e.g., “next step” via voice command).
- **Sharing Functionality Issues:** In some cases, users face difficulty sharing recipes via external apps or social media.

3. UI/UX Aspects Still Needing Improvement

Based on usage data and user feedback, the following enhancements are prioritized:

- **Smart Personalization:** Introduce AI-powered recipe recommendations based on past cooking history, time of day,

cuisine preferences, and dietary filters.

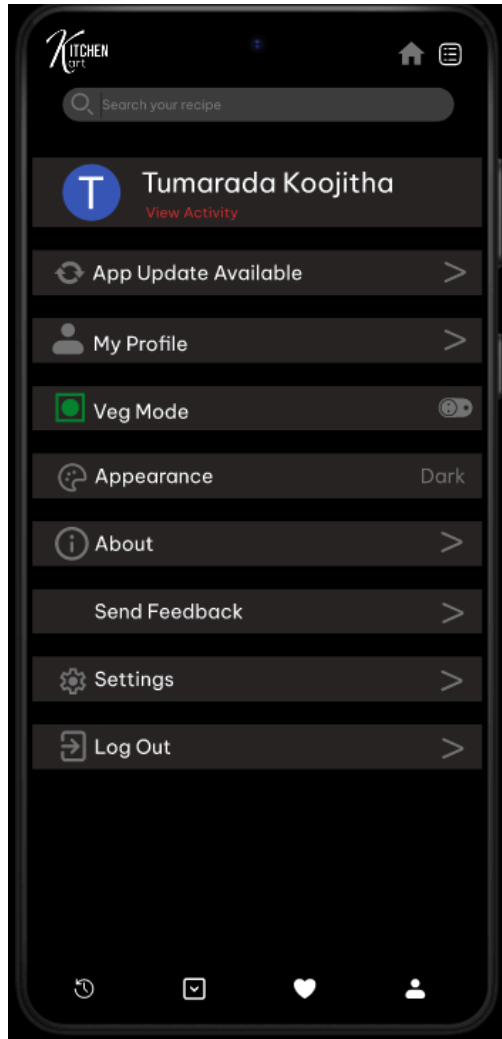
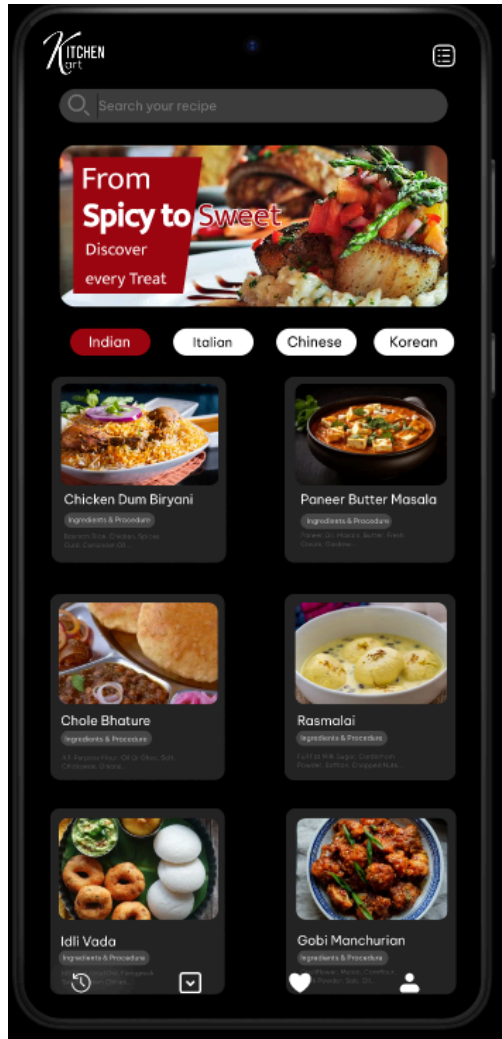
- **Intuitive Filtering & Sorting:** Add more intelligent, multi-tag filters (e.g., “High-Protein Dinner Under 20 Minutes”).
- **Step-by-Step Progress Tracker:** Visually highlight which recipe step the user is on and enable quick revisits.
- **Voice Navigation:** Integrate voice-controlled navigation for a hands-free cooking experience.
- **Accessibility Features:** Ensure full support for screen readers, text scaling, and contrast enhancements.
- **Improved Load Times on Low-End Devices:** Optimize performance for users with older smartphones.
- **Enhanced Ingredient Converter:** Add toggles to switch between metric and imperial units.

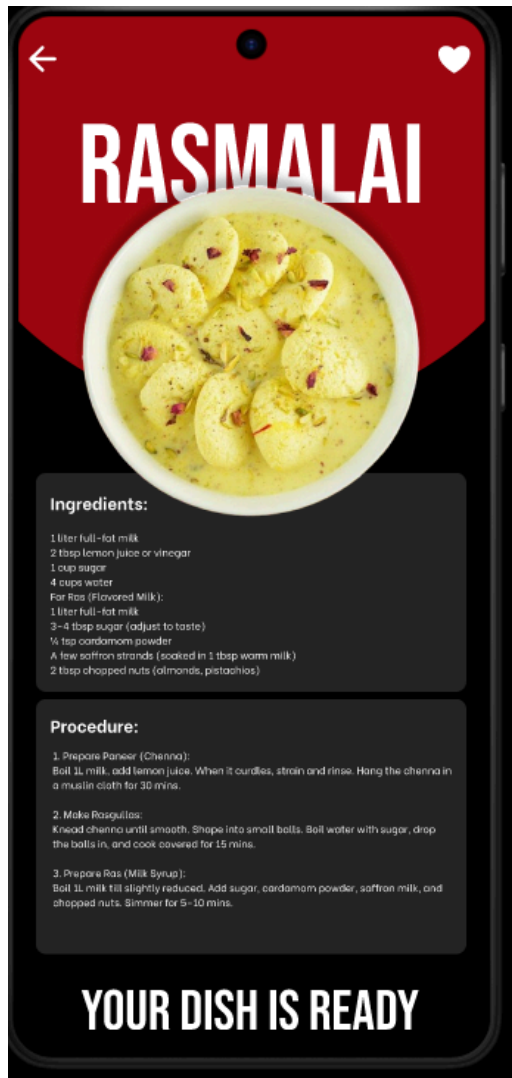
4. Iterating on Design Based on Analytics

Our iterative strategy is rooted in analytics and agile methodology:

1. **Continuous Metric Monitoring:** Use tools like Firebase Analytics, Mixpanel, or custom dashboards to track recipe views, cooking completions, and user journeys.
2. **Hypothesis Formation:** Identify drop-offs (e.g., users quitting before cooking) and hypothesize root causes.

3. **Qualitative Deep Dive:** Combine metrics with user feedback and support queries for a complete understanding.
4. **Design Ideation:** Brainstorm and prototype solutions (e.g., clearer navigation, faster step loading).
5. **A/B Testing & Rollouts:** Conduct tests on different UI layouts (e.g., step display styles, CTA placements) to assess user preference.
6. **Impact Analysis:** Evaluate results. If metrics improve, fully roll out; if not, revise and retest.
7. **Design Sprints:** Conduct focused short cycles (1-2 weeks) for rapid prototyping and user testing of updates.





5. Recommended Future Design Enhancements

● AI-Powered Suggestions:

- *Design:* Dynamic, user-specific recommendations based on cooking behavior, mood, and dietary habits.
- *UI Impact:* Personalized homepage, smart meal plans, and adaptive notification suggestions.

- **Interactive Group Cooking Mode:**

- *Design:* Enable multiple users (e.g., family or roommates) to contribute to a shared recipe or meal plan.
- *UI Impact:* Synchronized cooking sessions, shared ingredients list, collaborative notes.

- **Gamified Recipe Completion:**

- *Design:* Add badges, rewards, and milestones (e.g., “Cooked 5 Indian Dishes”).
- *UI Impact:* “Achievements” tab with animated progress, user avatars, and streak counters.

- **Voice & Gesture Support:**

- *Design:* Hands-free interaction using voice commands or simple gestures.
- *UI Impact:* Microphone icons, feedback animations, next/previous step gestures.

- **AR Dish Preview:**

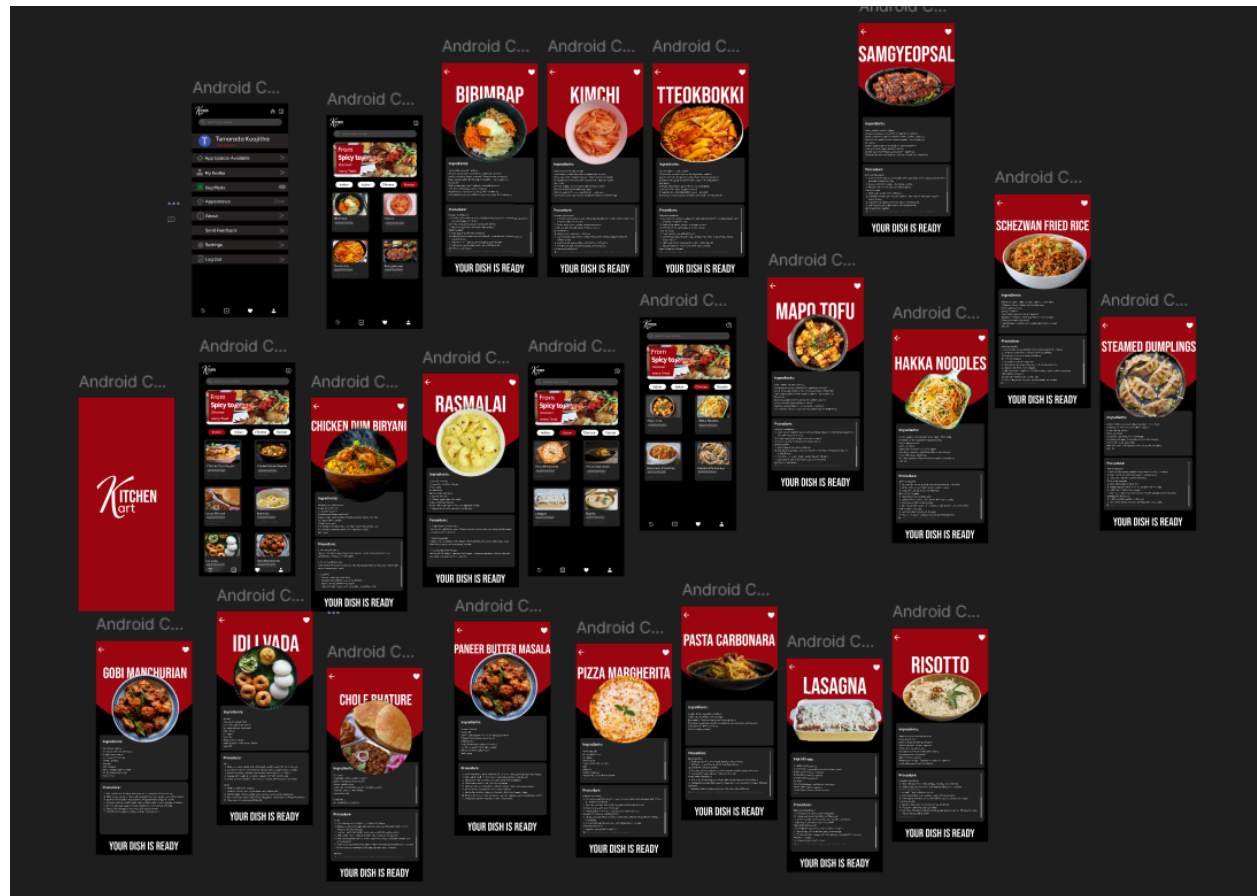
- *Design:* Let users visualize how a dish will look on their dining table before cooking.
- *UI Impact:* Camera integration and 3D models of food items.

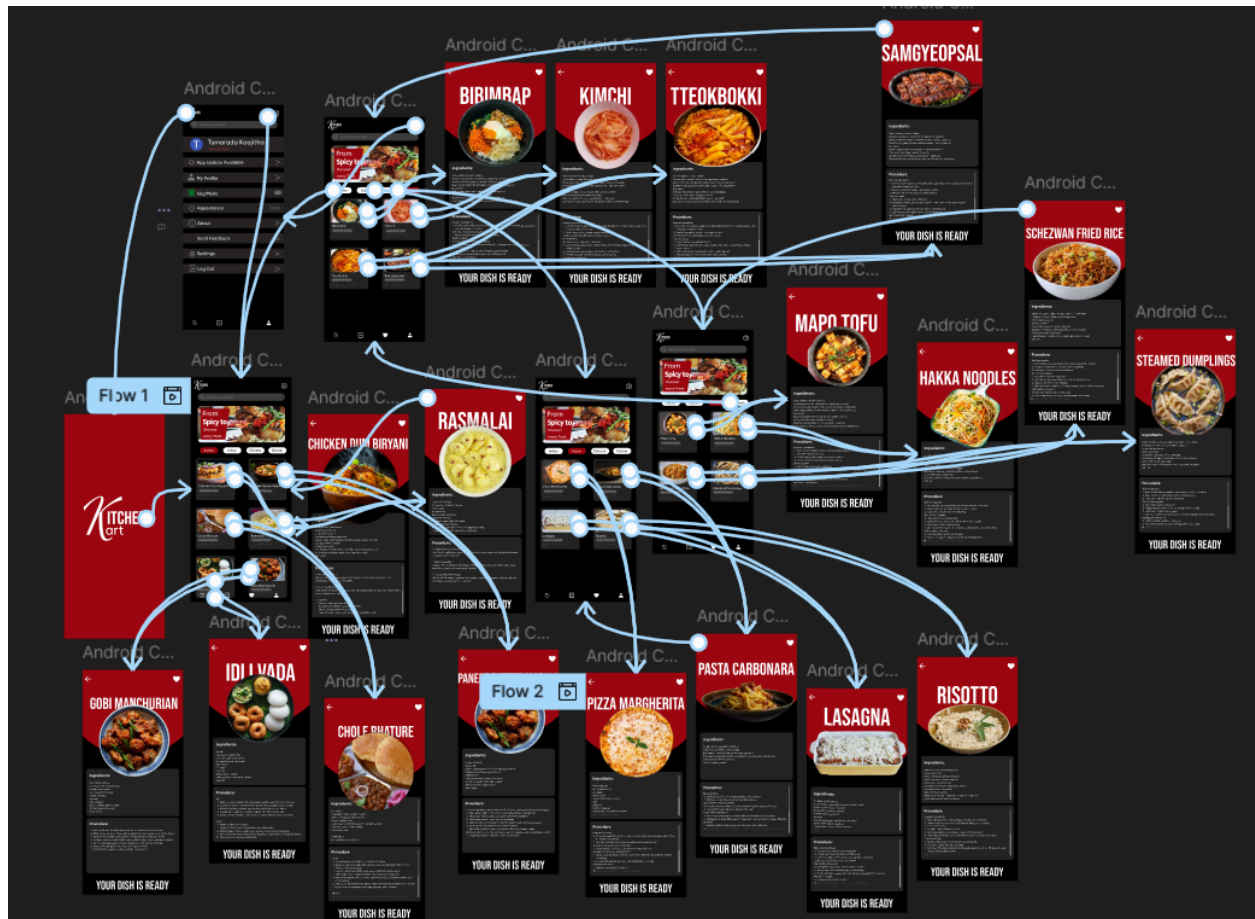
- **Subscription Tier Features:**

- *Design:* Premium access to exclusive recipes, ad-free experience, and cooking classes.
- *UI Impact:* “Premium” badge, locked recipes, and subscription dashboard.

- **Advanced Allergen & Nutritional Info:**

- *Design:* Provide calorie breakdown, allergens, and health scores.
- *UI Impact:* Prominent nutrition panels and color-coded alerts.





6. Continuing to Test and Refine the User Experience

- **Regular Usability Testing:** Monthly user testing sessions for key journeys like “recipe discovery” and “step-by-step cooking.”
- **A/B Testing for UI Elements:** Ongoing tests on button styles, content layout, and CTA wording to optimize engagement.
- **In-App Feedback Tools:** Keep real-time feedback buttons and bug reporting easy to find.
- **Heatmaps & Session Recordings:** Use tools like Hotjar to observe scroll behavior and identify confusion points.

- **Periodic UX Audits:** Ensure compliance with design standards and identify evolving needs.
- **Beta Testing Program:** Pilot new features like voice navigation or AI recommendations with a small test group.
- **Competitor & Trend Analysis:** Keep pace with innovation in the cooking, lifestyle, and wellness app spaces.
- **Cross-Team Collaboration:** Foster alignment between design, development, marketing, and support for a unified user vision.