

USER RESEARCH AND PERSONAS

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NAME OF THE PROJECT: KITCHEN KART (RECIPE APP)

PROJECT LINK:

<https://www.figma.com/design/lCeO3SAjxqmFhBEAAL7YIY/Food-recipe-app?node-id=0-1&t=oLThOKSbi9wVpfyS-1>

USER RESEARCH METHODS:

Online Surveys

- Short Google Forms or MS Forms shared with friends, students, and food enthusiasts.
- Collected data on cooking habits, app preferences, and challenges users face with recipe apps.

Informal Interviews

- Conducted quick one-on-one discussions with:
 - College students
 - Homemakers
 - Working professionals
- Focused on understanding their cooking routines, pain points, and expectations from a recipe app.

Competitive Analysis

- Studied existing apps like Tasty, Yummly, Cookpad, Hebbar's Kitchen, etc.
- Noted their strengths, weaknesses, UI patterns, and user reviews.
- Helped identify gaps and opportunities for *Kitchen Kart*.

KEY FINDINGS:

- Most users prefer recipes with images and step-by-step guidance.
- Users struggle with cluttered interfaces in existing apps.
- Vegetarian filters and regional cuisine categories are highly desired.
- Users want the ability to save favorite recipes and customize the app appearance.
- Beginners need easy-to-follow instructions with no complex culinary terms.

PARTICIPANT SELECTION:

Selection Criteria:

- **Demographic:**
Targeted individuals aged 18–45 from urban and semi-urban areas who are familiar with cooking or interested in trying new recipes.
- **Occupational:**
Included college students, working professionals, and homemakers to capture a broad range of daily cooking experiences and expectations.
- **Behavioral:**
Focused on both frequent home cooks and occasional cooks (e.g., those who cook during weekends or out of necessity), to gather feedback from different user types.

Sampling Techniques:

- **Convenience Sampling:**

The app was shared with **friends and family members** who were readily available and willing to participate, allowing for quick and honest feedback.

- **Informal Feedback Sessions:**

Participants interacted with the app and shared their thoughts through casual conversations, messages, or voice notes.

- **In-Person Demonstrations:**

Some participants were shown the prototype in person (on a phone or laptop), and observations were made based on how they explored the app.

Common Pain Points

Identified Pain Points (Based on Feedback):

- **Missing Step-by-Step Visuals:**

Some users mentioned they would prefer more **visual cooking guidance** or step-by-step photos to follow the recipe easily.

- **Difficulty Locating Favorite Dishes:**

A few participants found it hard to **quickly access saved or favorite recipes**, suggesting clearer navigation or better organization.

- **Lack of Customization Options:**

Users wanted more visible **veg-only filters** or the ability to sort dishes based on preferences or time to cook.

- **Need for Clearer Instructions:**

Beginners felt that certain **cooking procedures were too brief** and needed more detail or tips for better understanding.

- **Limited Cuisines or Dish Variety:**

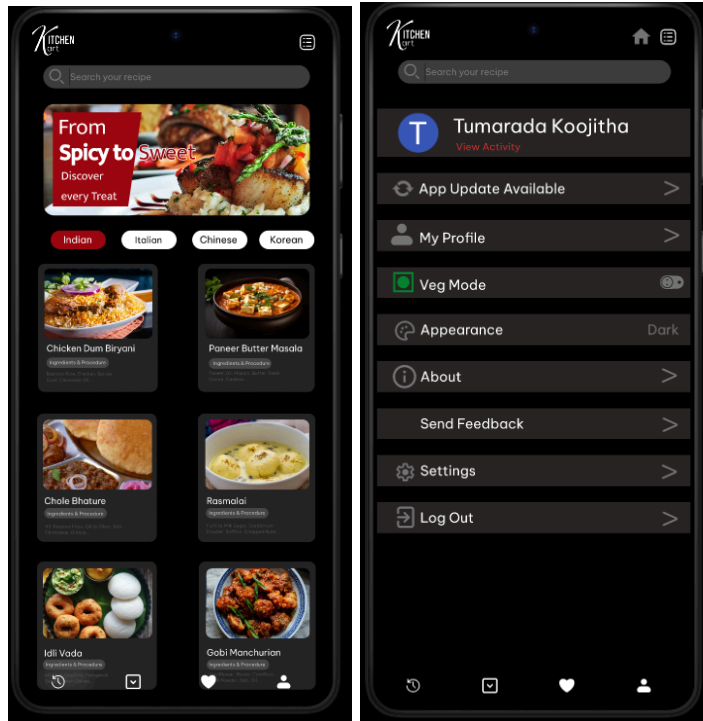
A few users hoped for **more cuisine categories** or a wider variety of dishes to explore.

- **Minimal Interactivity:**

Since the prototype was static (Figma-based), some users mentioned they were unsure how interactive the final app would be (not an actual fault, but helpful feedback for future development).

USER PERSONAS:

Personas Created:



1. Vani – The Homemaker(Mother)

- Age: 39
- Occupation: Homemaker
- Cooking Skill: Experienced
- Goals: Explore new regional and international dishes
- Needs: Categorized cuisines, clear ingredients list, save favorites
- Frustrations: Dislikes messy layout and missing images in recipes

2. Sindhu – The Student Cook(Friend)

- Age: 20
- Occupation: College Student
- Cooking Skill: Beginner
- Goals: Learn easy and quick recipes to cook when bored
- Needs: Step-by-step instructions, simple ingredients, and veg filter
- Frustrations: Gets confused with long or complex recipes

3. Hemanth – The Busy Professional(Brother)

- Age: 25
- Occupation: Software Engineer
- Cooking Skill: Intermediate
- Goals: Cook quick, healthy meals after work
- Needs: Quick filters, visual recipes, option to favorite dishes
- Frustrations: Too much scrolling or poorly organized app UI

How Personas Reflect Real Users:

The personas created for Kitchen Kart are based on real feedback from friends and family who interacted with the app prototype. They reflect actual users with different lifestyles such as students, homemakers, and working professionals and capture a range of cooking skills and preferences. By understanding their needs, frustrations, and goals, the personas help ensure the app's design and features align closely with real user expectations and behaviors.

Influence on Project

- **Cuisine-Based Categorization:**
Inspired by apps like Tasty and Hebbar's Kitchen, we introduced a clear cuisine selection feature that shows dishes specific to each cuisine, making it easier for users to explore regional food options.
- **Step-by-Step Recipe View:**
Taking cues from Yummly, we designed each dish page to display ingredients followed by clear cooking steps, making it user-friendly for beginners.
- **Visual-First Interface:**
Influenced by Tasty's image-focused UI, each dish in *Kitchen Kart* includes a photo to help users recognize the food visually before

choosing a recipe.

- **Favorites Section:**

Like Cookpad, we included a Favorites feature to let users save dishes they love and revisit them easily later.

- **Veg Filter Option:**

To support dietary preferences, we added a vegetarian-only filter, inspired by common features in recipe and food platforms.

- **Clean and Simple Navigation:**

Simplified the app layout and used intuitive navigation inspired by top recipe apps to ensure users can move smoothly between cuisines, dishes, and instructions.

Outcome of Competitive Analysis:

The competitive analysis helped us identify what users expect from a modern recipe app, such as visual recipes, simple navigation, and dietary filters. By studying popular platforms, we avoided common design issues like cluttered screens or missing instructions. This guided us to create a clean, visually engaging, and easy-to-use experience that stands out while remaining familiar and accessible to users of all cooking levels.