Healthy Appetite

UX & UI case study for a recipe app

User Experience Design

Objectives

Design a responsive web app for healthy eating habits, that users can access easily on any device and any phone. It helps users to change their lifestyle and stay on track with it. Also, it is important for a healthier lifestyle.

Solution

Building a recipe app that helps users to change for a healthier lifestyle with useful features.

To achieve this I followed the steps below:

- User Research & Lean UX principles
- User Research & Lean UX principles
- Creating user personas
- Gathering Requirements
- User Flows & User Flow Diagram
- Usability Testing

Competitive analyses

I have selected 3 competitors with the similar approach for a recipe app.

Competitive analysis is a crucial part of understanding the competitive landscape and identifying opportunities and solutions that the product can offer to the target audience. It helps in understanding the strengths and weaknesses of competitors, which can inform the product's design and strategy to stand out in the market.

User Research & Lean UX principles

Conducting user research and learning who the user is, and their interaction with the recipe app helped me to create more effective and user-friendly solutions. I used product intuitively use the information with the knowledge of the team UX principles.

Creating user personas

Two personas as a example for Instagram me to focus on adequate design solutions.

Gathering Requirements

Gathering requirements involves gathering information that I already researched, and collected about the users needs. It helped me to specify what features I need to design and develop.

User Flows & User Flow Diagram

After I gathered the requirements, I created the user flows, and I visualised what screens the user will interact with and what actions they will take. This helped me to create a more intuitive and efficient design. Here the screens are connected as they will interact with each other efficient and easy to use app.

Usability Testing

Creating a quick prototype helped to understand how the user interacted with the app. It's better to do a quickly test early and often to make the necessary improvements.

Rapid prototyping

User tests and result

Going through these steps provided me with great guidance to build the foundation for the app. Every step is important and brought me closer to the design. I didn't have to think about colours or typography at this stage, but it made me understand the process of building this app, and I felt more comfortable to visually as well. I learned that it is important to have a clear plan and to follow the process to achieve the best outcome. The design from the sketches to the high fidelity wireframes, we make many changes in the process. But it is definitely an advantage to being in the design process from the beginning of the UX design.

User Interface Design

After completing the UX design I can start to plan the visual approach for the app.

To achieve this I followed the steps below:

- Finding inspiration & building a mood board
- Responsive Design Patterns
- Style guide
- Reviewing & Critiquing

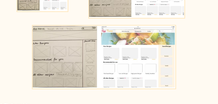
Finding inspiration & Building a mood board

When searching for inspiration, I am looking for other apps that have similar colours, layout or typography is used in the similar apps.

Building a mood board helps me to see the colour combinations and images I could use in my project.

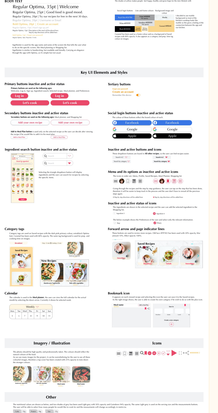
Responsive Design Patterns

First mind I designed a responsive web app and it can be challenging to design for a small screen and then for a larger screen. Using responsive design patterns helped me to understand app the different screen sizes the app is it logical while keeping the same functionality.



Style guide

Creating the style guide can take time consuming, and I could do the design during the design process adding and deleting. Summarily, it's very useful and it helps all the designer designers and stakeholders involved in the design. they will be able to take other design elements, colours and typography need to be used in the.



Reviewing & Critiquing

Reviewing and critiquing the design, the practical side is always pleasing but I was more keen to see including my feedback as it can help to improve my design.

It is good to see the design through other people's eyes and discover what they think. They have experienced something that I made the before the design and other practice.

Mid and high-fidelity wireframes on selected screens

User feedback

Working on this project was exciting and challenging at the same time. I had to focus on many small details when I designed the UI for this app and it taught me a lot about different aspects of UX design.

Conducting user research and learning who the user is, and their interaction with the app, helped me to create more effective and user-friendly solutions. Collaborating with the users and the user tests brought me to a great result fulfilling the app. It was a complex project and see the different information come together the pieces of the puzzle.