

# Miguel Lock | Tyler Dean

## UX Presentation

# Our client: Dexter Fry



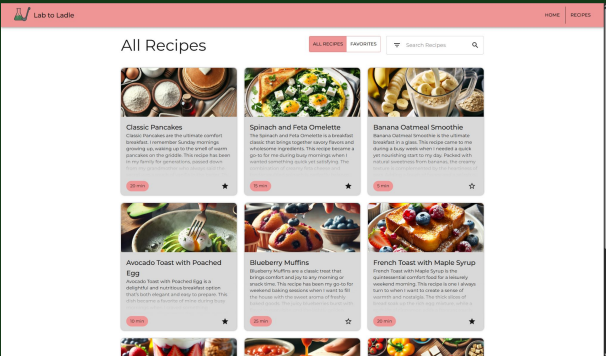
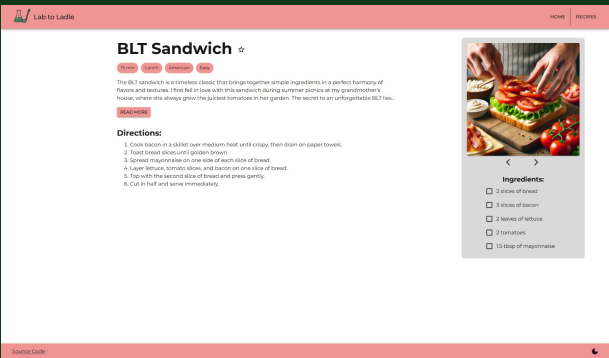
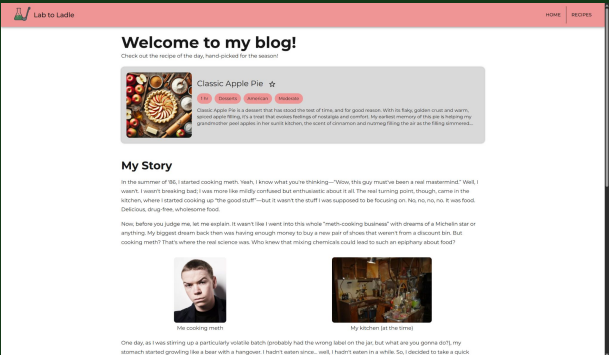
- Personal blog: Lab to Ladle
  - Share love of cooking
  - Needs to gain popularity to properly launch career
-

Overall  
Design

Simple.

Delightful.

Professional.



# Specific Design Concepts

- Color scheme
- Typography
- Familiarity

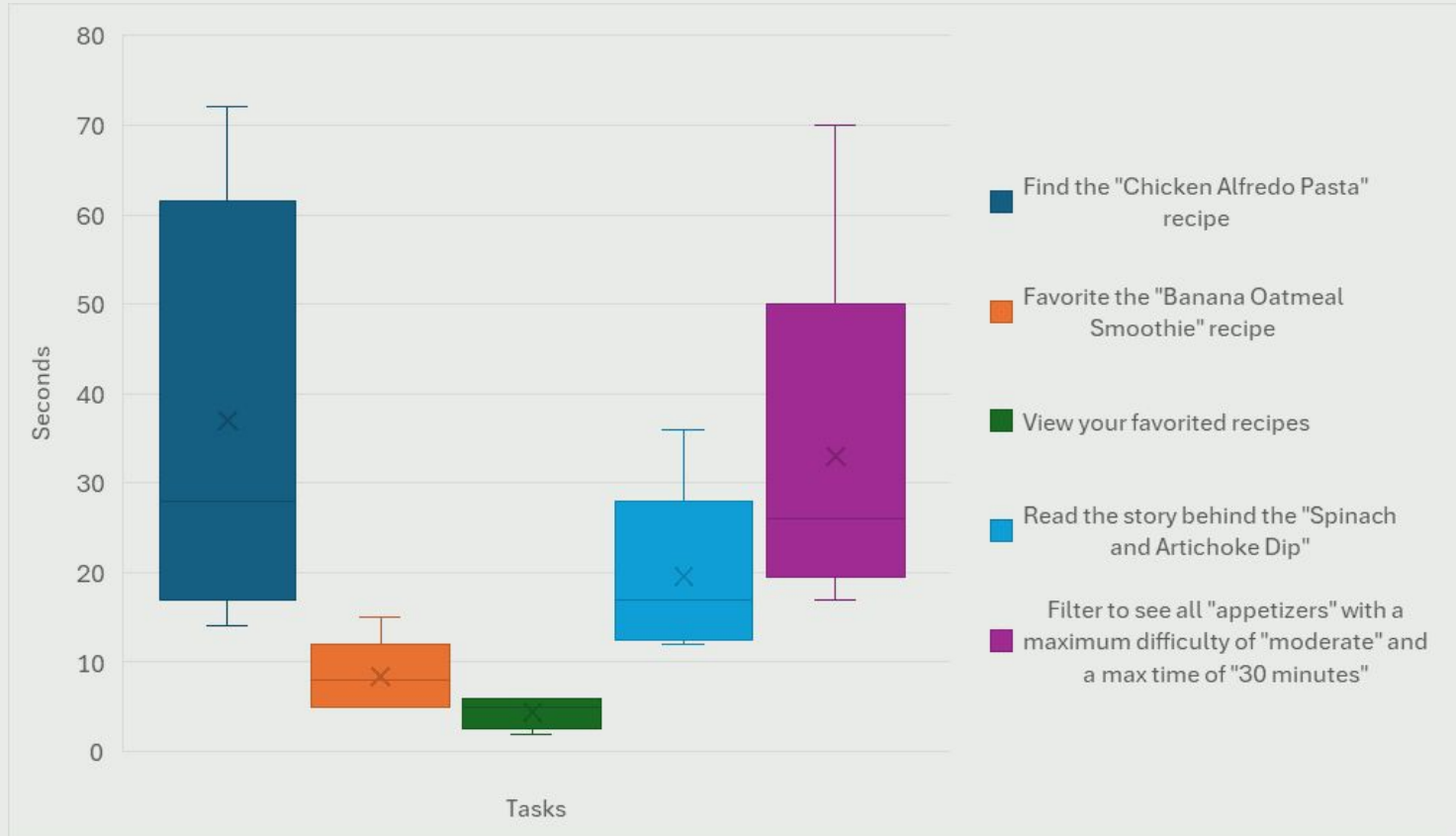
# Summary of Fixes

- Recipe data set updated
- Auto-search on type
- Functional filters
- Disco party 🎉

# User Testing

- 5 users
- 4 tasks
- 5 questions

# User Testing: Tasks



# User Testing: Questions

Would you read  
Dexter Fry's  
story on the  
homepage?

40%

Would you read  
the recipe  
stories?

60%

19.6s

Would you use  
the filters  
functionality?

100%

33s

Would you use  
the favorites  
functionality?

100%

6.4s

Would you use  
this website if  
another had  
the same  
recipes?

80%



# Users liked

- Color scheme
  - Simplistic layout
  - Favorites features
-

# Proposed Changes

- Easier access to recipes page from homepage
  - Easier to view filters
-

# Live Demo



[miguel-lock.github.io](https://miguel-lock.github.io)