# USER DESIGN METHODOLOGIES

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QOOKR

# Contents

# Stakeholder Questions:

**Can you Summarize the app in a couple of sentences?**

I want the app to be a cooking app but with some social media elements. Like the Facebook or Reddit of cooking. I want the focus to be community cooking and it should motivate people to add and create recipes to their own digital cookbook in the app. The app should be able to generate a QR code and link to the user's cookbook on the app. This QR code will be located on a cutting board.

**Why do you need the app?**

I would use the app as a product for our business with my partner that is creating the app.

**Who are you targeting with the app?**

Our main target market is mostly adults under the ages of 40 that have a common interest in cooking. We would advertise the product on sites like Facebook where our target market is mostly present.

**Where will content for the app come from?**

In the beginning phases of the app, we would provide most of the content until we have generated a large enough user base for it to sustain itself. Most of the content would be recipes created by users.

**Do you have a specific design in mind?**

No not yet, we would get some form of a design by the end of March. We still need to finalize our business name and our company colours before we can make a design.

**Is there anything that should not be added on the app? Any constraints**

Anything that is not majorly related to the app, for instance a shopping page. We won't be selling anything on the app, like a physical product. So, if we could try and avoid the type of eCommerce/ Amazon type application, that would be great.

**What are the primary features for the app?**
The key features would be the QR code functionality, digital cookbook, sharing recipes and a cooking feed from user's recipes. And friend lists/ friend activity. These features should be introduced first and then additional features can be added. The cooking feed should feel fresh and like a reddit type thing, where people can post and get likes for instance.

**On what platforms do you want the app?**

I would like to have the option to app it to both iOS and android devices. But android would be our priority at this date.

**Any competitors you would like to improve from?**

I have some inspirations from Tasty and Kitchen Stories. I like the design and the features they introduced. For the cooking feed something like Facebook/ Instagram and reddit, how they

approach their feeds. I like their approach since it is more community focused and encourages user to contribute by providing likes etc.

**Who are the key stakeholders?**

We would target to stakeholder groups with our application, Customers and Communities within New Zealand, we would like to sometime expand our app and physical product around the world

**Any Deadlines?**
We have two deadlines we must reach. The first is on the 16th of May. This deadline is just to make sure that the basic features of the app are present so mainly wireframes. The last deadline would be the 30th of August. By this date we would like to have the entire app done. These dates might be flexible, but we will confirm these dates towards the end of March.

**Do you have any other materials that the site needs to match with in some way? (brochures, press materials, etc.)?**

No we don't and won't have any physical materials that should be matched

**Do you have any specific company colours that have to be used?**

We don't have any and we are struggling to find good colours. It would be fantastic if you could maybe get some colours and logo design for us.

**Will the provided content on the app breach any copyright laws?**

Since most of our content will be recipes, its wont breach any laws even if we copy recipes. This is because recipes can't be copyrighted. This is the only content that could be of concern of copyright claims

**Will you use social media accounts to promote the app?**

Yes we will use Instagram and Facebook to advertise our app and we will also built a website that will illustrate the product and market our product through videos

**Will the app be monetized (Does it need to run ads?)**

Yes in the future we will be looking at maybe adding some premium features, but at launch we would like to run some form of ads but keeping the app free

**Do you have any names for the app yet?**

 Burb / Sirocco/ prect / ceops / book board. I do prefer the name KurtChen. This ties into our slogan: My Kitchen is Your Kitchen. Another option is also Qookr. Qookr sounds like cooker and has the QR aspects of the app in the name.

## Brief and Specifications:

Qookr was founded by a group of students that wanted to create a new way of cooking. The company specializes in manufacturing cutting boards and is looking for application that would connect to a QR code that is laser engraved on the cutting board.

The focus is on it being a Social Cooking app. They want to create a community focussed app to encourage people to cook without scaring them away with mainstream/ expensive recipes. Their new Idea is to make it connect to the cutting board via a QR code, this code will link to the user's cookbook meaning that anyone can find their recipes just by scanning the code (digital cookbook that anyone can use).

The team at Qookr have asked me to create an application that will achieve the social cooking aspect of their product. They have given me quite a lot of time until the 30th of August to fully complete the application. Before this date there are some key deadlines on the 16th of May to provide wireframes looks and just a general confirmation on whether their concept can be achieved or not within the time frame.

The team has said that they are targeting a large group of ages from 18 – 40 years old. Their main target market would be most individuals aged around 20 – 30, that tend to be busy working 8 hours a week and have little time in the week to cook. These individuals tend to be studying full time in university with part time jobs or might work and study part time. They are most likely price sensitive since they have high living costs as well as student debts to repay. Therefore, the team at Qookr has asked that the app stays free without any premium features just yet. The target market also tend to be more up to date with social media and technology in general, meaning that when the app is created that most individuals should be comfortable using it.

Since their business is in their early stages, they have also asked me to create their logos and colour pallets that they will use for creating their brand and websites for the business. The important part of this entire app is for the clients to see whether their idea is possible and whether it can compete with other cooking applications. Using UX methodologies I will be able to research the need for the app and different designs choices to ensure that the app is completed to the best standard possible for the clients and stakeholders.

**Specifications:**

Specs:
Home:
- Recipes that can be updated
- Shows popular user recipes for the set amount of time.

Recipes:
- User recipe creation
- Recipe filters (vegan, meat etc.)
- Search functions

Search:
- Recipes search functions
- User search users
- Follow account or recipe features.

Profile
- Account creation with a personal link to the account
- User recipe folders
- Making accounts private
- Sign in from google, Facebook etc

QR Code:
- QR code scanning
- A unique QR code generated for each user registered.

# Investigating UX Methodologies:

## Card Sorting:

This is a method for grouping information into logical groups, like UX affinity diagrams. This method is focussed on understanding how users think and organise cards into a way they understand.
It uncovers how the target audience's knowledge is structured, and it serves to create an information architecture that matches users' expectations, representative of the entire market.

Users are given labelled cards and asked to sort them into categories. Users can either decide on the categories themselves, or you can provide a predefined set of categories. The users should sort it in a way that makes sense to them. Once you have all the data, look for common groups, categories, or themes, and for items that were frequently paired together. Optimal Workshop is a great tool that conducts and analysis a card sort.
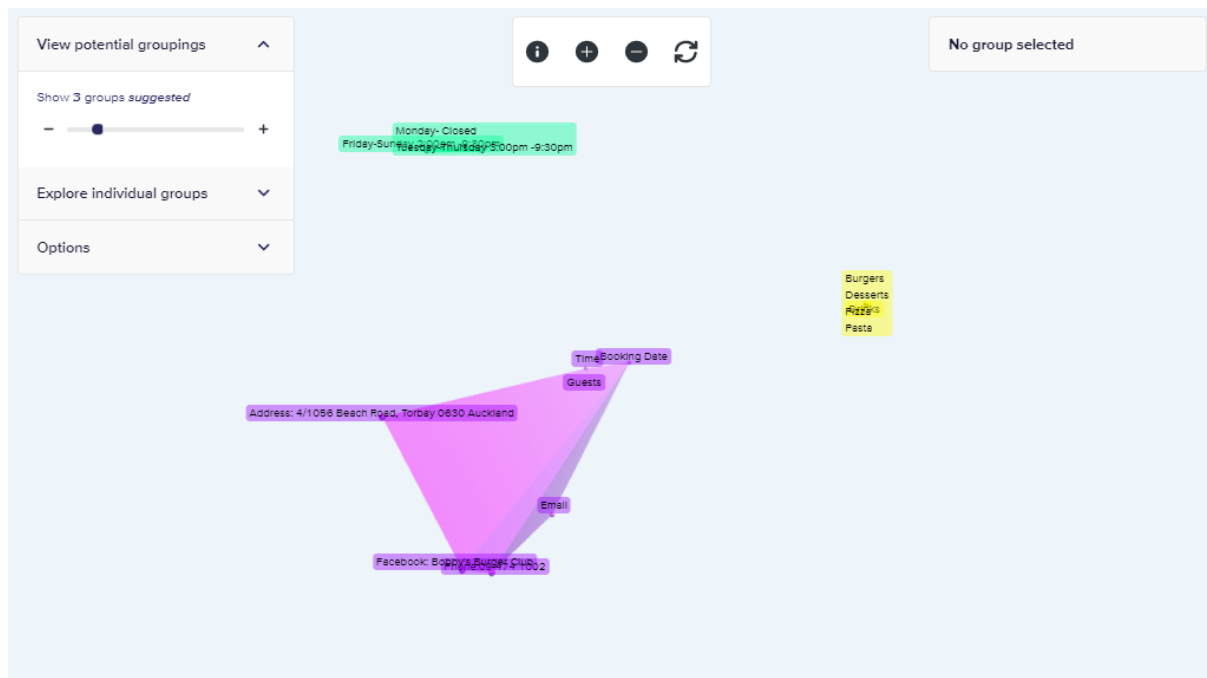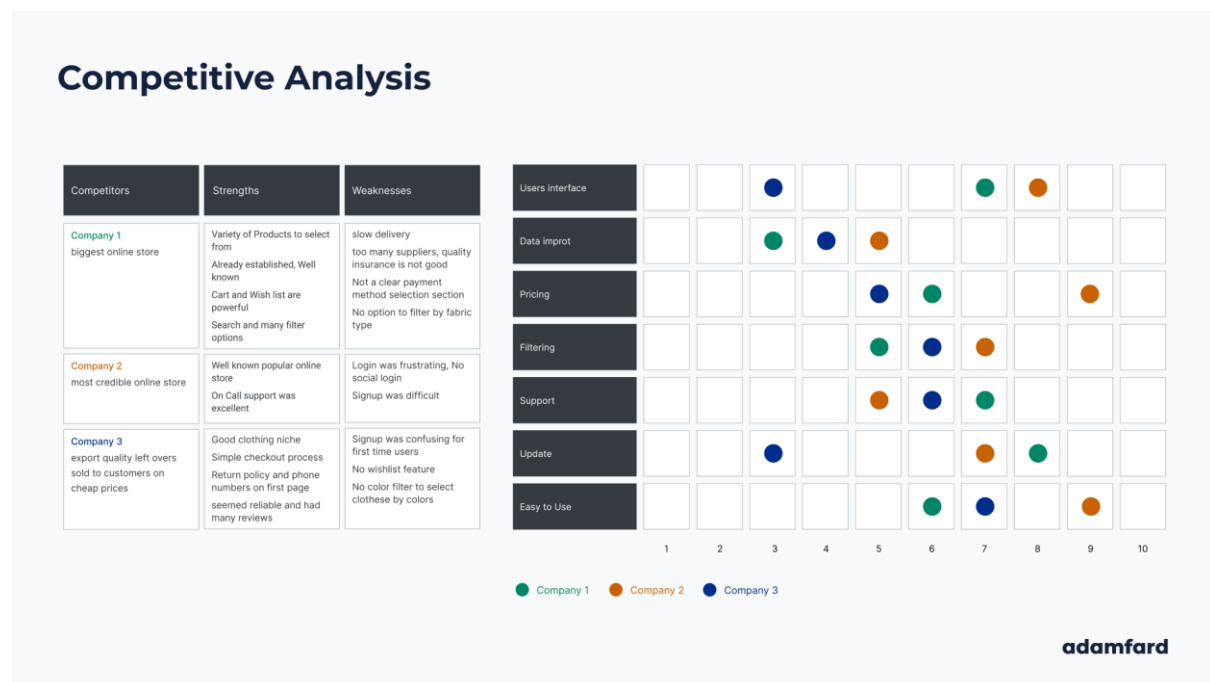


From a Past Cards sorts, I could see that most users grouped food items together under one page. With this trend I could conclude that user would rather have page and call it menu rather than separate pages for different types of food like, starter, main and desert.

The most effective cards sorts are usually open and moderated. This allows user to create their own labels to sort under the prewritten cards. A card sort face to face means that the user could be asked question afterword's, to understand their though proses.

## Competitive Analysis:

Competitive analysis is a necessary part of the design process to help gain valuable insight into the market, identify the strengths and weaknesses of competitors products, and develop an effective product from those weaknesses. This analysis provides you with insights of industry standard features to include in your outcome.

Learning more about your competition helps you to solve user issues, identify the weakness and strengths of your product and where your outcome fits in the market.

## Competitive Analysis

| Competitors | Strengths | Weaknesses |
|---|---|---|
| **Company 1**<br>biggest online store | Variety of Products to select from<br><br>Already established, Well known<br><br>Cart and Wish list are powerful<br><br>Search and many filter options | slow delivery<br>too many suppliers, quality insurance is not good<br>Not a clear payment method selection section<br>No option to filter by fabric type |
| **Company 2**<br>most credible online store | Well known popular online store<br><br>On Call support was excellent | Login was frustrating, No social login<br>Signup was difficult |
| **Company 3**<br>export quality left overs sold to customers on cheap prices | Good clothing niche<br><br>Simple checkout process<br><br>Return policy and phone numbers on first page<br><br>seemed reliable and had many reviews | Signup was confusing for first time users<br>No wishlist feature<br>No color filter to select clothes by colors |

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|
| Users interface | | | ● (3) | | | | ● (1) | ● (2) | | |
| Data import | | | ● (1) | ● (3) | ● (2) | | | | | |
| Pricing | | | | | ● (3) | ● (1) | | | ● (2) | |
| Filtering | | | | | ● (1) | ● (3) | ● (2) | | | |
| Support | | | | | ● (2) | ● (3) | ● (1) | | | |
| Update | | | ● (3) | | | | ● (2) | ● (1) | | |
| Easy to Use | | | | | | ● (1) | ● (3) | | ● (2) | |

● Company 1   ● Company 2   ● Company 3

adamfard

This is an example of a good competitive analysis. With any analysis you need to find out their strengths and weaknesses. After that you need to find differences between competitors and your outcome. Your outcome will not stand out if it is too like other outcomes. Same goes if you do not include necessary features you see among competitors.

The image above is a good competitive analysis, it does not only focus on features but also overall strengths and weaknesses. I will use this as a template for my competitive analysis.

## User personas:

User Personas are fictional representations of the ideal customers/ user of the website or app. These personas are important as they highlight user needs and motivations and how they affect the users use of app. The digital outcome needs to solve some problem otherwise it would be useless. Therefore, it is important to identify how we want to help users with the outcome.

It is very important to understand who will be using the product. To solve a real user problem, you need to have a clear problem statement in mind, but first you need to understand your users and their needs. Knowing your users will influence the features and designs you choose.

There are diverse ways of creating personas: Goal-directed (Focuses on users' goals and what they want from the outcome), Engaging (how the user feels) a Fictional (an assumption of your user, not accurate).
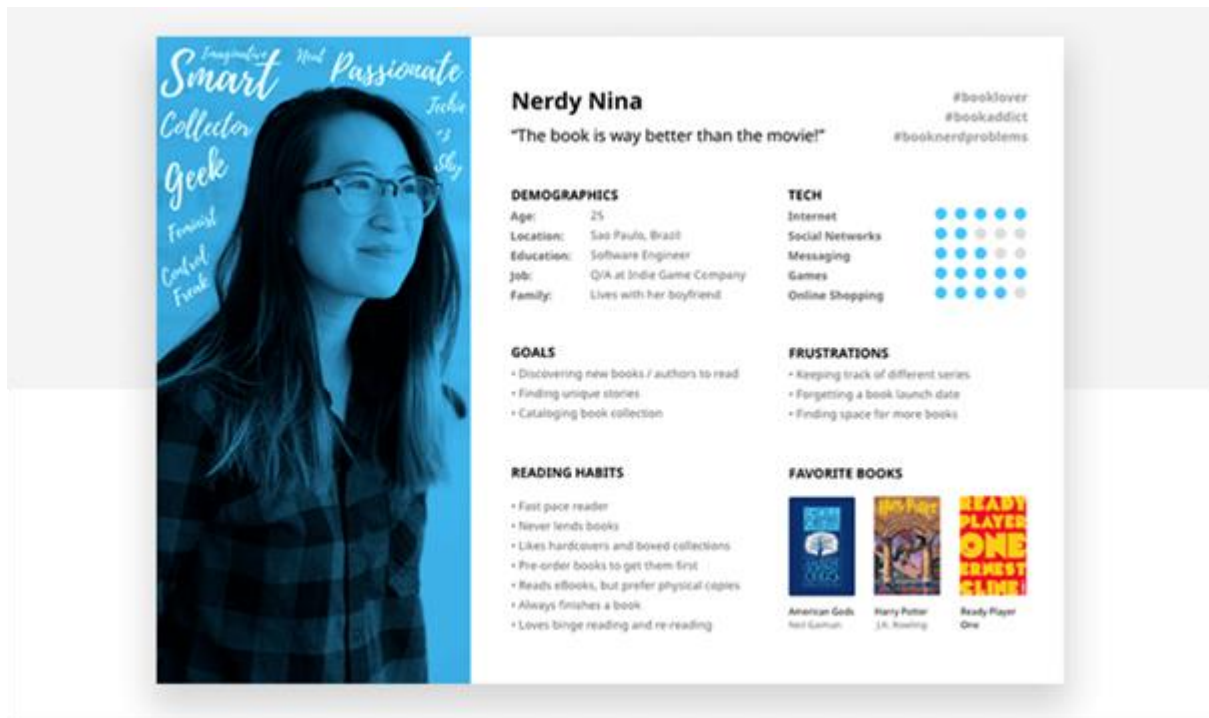
Here is an example of a user persona. Good user personas usually include goals and frustrations relevant to the outcome. This helps us understand the user and allows us to see potential problems we can solve to best satisfy the user. It is always good to include general demographic questions, as it helps to narrow down on a specific target audience. This is a user persona for a book app, and we can see that based on the answers.

# Irrelevant Methodologies:

## Affinity Diagrams:

An affinity diagram is a tool often used to organize data and ideas. Affinity diagrams help you organize information into groups of related items to then analyse qualitative data or observations.

Affinity diagrams are a great way to make sense of qualitative user research or customer feedback. Unlike quantitative data, which is expressed in numbers and counts, qualitative user research is often analysed by creating connections between observations or finding patterns and themes in the data. This process in user research is called thematic analysis.

Affinity diagrams are the mostly effective in a group setting with large scale projects. Therefore, I chose not use affinity diagrams and to use card sorts that focus on users and not team's opinions.

# Applied UX Methodologies:

## Competitive Analysis:

With market research and client suggestions, I have found 4 competitors with similar applications on the market. All these apps target the same users, those being people with low to expert level cooking experience:

Kitchen Stories, Tasty, Yummly and CookPad

| Competitor | Strengths | Weaknesses |
|---|---|---|
| Kitchen Stories | Step by step cooking<br>Video recipe support<br>Available on multiple devices<br>No ads at free tier | No instructions on how to use the app/ no help pages<br>Primary focus is on the recipes made by the Kitchen Stories staff |
| Tasty | Healthy Recipes<br>Recipes from chefs | Lacks a diverse range of recipes.<br>Cannot create your own recipes.<br>Basic features compared to other apps |
| Yummly | Advanced ingredient detection from photos<br>Virtual Pantry | No Calendar for meal planning<br>Has no recipe suggestions |
| CookPad | Photo archive of dishes you have cooked.<br>Bookmarking<br>Timeline / History (Cook Snap) analytics<br> Cooking region (community follows) | No Sorting for the cooking diary |

| Features | Kitchen Stories | Tasty | Yummly | CookPad |
|---|---|---|---|---|
| Share/ Save recipes | ✔ both | ✔ only save | ✔ | ✔ both |
| Personal/Digital Cookbooks | ✔ | ✘ | ✘ | ✘ |
| Social Media Connection | ✘ | ✔ | ✘ application connection (connects to smart cooking appliances | ✘ |
| Search functions | ✔ | ✘ | ✔ | ✔ |
| Meal Planner | ✘ | ✘ | ✘ | ✘ |
| Shopping list | ✔ | ✘ | ✔ | ✘ |
| Cross platform connections | ✔ | ✔ | ✔ | ✔ |
| Nutrition information | ✔ | ✔ | ✔ | ✘ |
| Cooking History | ✘ | ✘ | ✘ | ✔ |
| Filtering based on ingredients/appliances | ✔ Filter based on ingredients | ✔ Filter based on ingredients and occasion | ✔ Ingredient recognition scanning technology | ✔ Filter based on ingredients |
| App Instructions | ✘ | ✘ | ✘ | ✘ |
| Pricing options (free or paid) | Free tier for Basic use (no ads) | Free | Free and option to upgrade to pro for $9 a month | Free |

|  | Cookbook +: premium with more features and more advanced features |  |  |  |
|---|---|---|---|---|
| Support line FAQ | ✗ | ✓ | ✓ | ✗ |
| Cooking Feed based on popular recipes | ✓ | ✓ | ✓ | ✓ |
| QR code account link | ✗ | ✗ | ✗ | ✗ |

Conclusion:

This competitive analysis looked at 4 main app competitors compared to 14 features. I decided to use a large range of features because I really wanted to get some insights in the recipe app industry. Since it is my first time creating a cooking app, I needed to understand which features are important to users.

Based on my findings I concluded that 6 features were extremely important, those being: Save/ Share recipes, cooking feeds, Search functions, Filter functions, Nutrition Information, Cross platform connection and the app must be free. It is important that I introduce most of these necessary features or my app will fail against competitors. I was surprised to see that most applications lack features like QR code account links, Shopping lists, social media connections and Digital connections. This was extremely helpful as the app I want to introduce is innovating by adding digital cookbooks that can be scanned with QR codes. This indicated that my idea is new and could be a point of difference in the cooking recipe industry. On the other hand, further research might have to be done on order to see whether consumers would like these features or not, because there would be no point to introduce something users do not want. Like app instructions, this feature was not present in all apps, because it is not important to users.

Currently there seems to be a trend within this industry, towards more healthy oriented recipes and that more apps are becoming free to use. Therefore, most consumer will expect my application to be free and health oriented. These will be the next key features after introducing the key features of the app.

I decided to use a competitive analysis for my application because there are an extensive range of similar applications out there in the cooking industry. Because this app has a lot of competition, I can use this analysis to gain an upper hand in the market and ensure that my app stands out, I can see features I have to include, and I can improve on some other applications. Without a comprehensive analysis I would not be able to gain any insights on notable features and would not be able to fit to my clients need

## User persona's:

# Michael Feed

**BIO:**

I have been baking as long as I can remember. Growing up, I became interested in cooking from a young age. As a hobby, I began decorating cakes a few years ago, after watching a birthday cake themed Food Network Challenge.

Seeking new ideas

## Creative

**Loves the cooking scene**

Enjoys the security of a stable income

Practical minded

| | |
|---|---|
| **Age** | 40 |
| **Job** | Professional Chef |
| **Education** | Studied hotel management before pursuing cooking full time. |
| **Location** | New York |
| **Family** | Married |
| **Personality type** | Executive Personality |

**PERSONALITY DESCRPTION**

Executive personality type almost always end up in situations where they have the opportunity to exercise their affinity for organization, structure, and follow-through.

Skills include

**Extroverted**

**Thinking and Observant**

**GOALS**

- Wants to expand his company around America
- Is eager to win awards for his restaurant
- Wants to build great relationships with all of his clients
- Looking for tools to be more effective in the kitchen

**FEARS, CHALLENGES AND PROBLEMS**

- Feels pressured by his workload
- He does not have a great way of sharing his recipes to the world and across all of his social accounts

**FRUSTRIATIONS**

- Always busy, works long hours
- Struggles to keep all of his recipes in one place
- Hates to get bothered while cooking

**PROPOSED SOLUTION**

He would like a cooking application that will easily connect to all of his social media accounts and that can share all of his recipes

For User persona 1 I created a persona that is experienced with cooking. Having feedback from professional will encourage the app to be more functional with more advanced features than a normal cook would require.

The BIO category refers to Michael's backstory and general education level as well as his skills and hobbies. I need to understand the user's level of literacy, what kind of information they are familiar with, and what their interests are to understand what is important to Michela specifically and thus cater to their needs. With my cooking app, Michael will be highly skilled and spend a lot of time doing cooking since he is doing it full time. Therefore, the app must be functional at a level that will benefit most chefs that tend to work in a fast-working environment, they can't spend time waiting for recipes to load, etc.

Another Important area I found with Michael was his Fears and Frustrations. I wanted to outline any concerns at a professional level that will need help answering, what this specific user needs form the app. We can see that Michael is always busy and struggles to keep his recipes in one place.

https://sophilabs.co/blog/product-inception-persona-analysis

# Jenny Angelo

## BIO:

I love traveling around the world and tasting all different kinds of flavours. My enjoyment in cooking came from my first trip to Japan. I instantly fell in love with the Japanese culture and food. Seeing people cook in restaurants and in the streets during festivals was amazing and it created a passion in me for cooking.

Healthy
## Traveller
**Enjoys cooking for friends**
Enjoys creating personalised recipes
## Caring

| | |
|---|---|
| **Age** | 22 |
| **Job** | Event planer |
| **Education** | Studies tourism at University |
| **Location** | Paris, France |
| **Family** | Single |
| **Personality type** | Architect (INTJ) |

### GOALS

- Wants to travel to New Zealand and tour around Asia
- Aims to write her own tourism cookbook
- Wants to complete a cooking apprentice program

### FRUSTRIATIONS

- She struggles to plan recipes weeks ahead
- She struggles to find healthy vegan recipes
- Unsure of what to make with random ingredients lying around

### PROPOSED SOLUTION

She would like some form of an app that will help her to find more recipes around the world. She needs a app that can sort based on healthy recipes and

### PERSONALITY DESCRPTION

These thoughtful tacticians love perfecting the details of life, applying creativity and rationality to everything they do. Their inner world is often a private, complex one.
Skills include
**Introverted, Intuitive, Thinking**

### FEARS, CHALLENGES AND PROBLEMS

- Not enough time to do all of her hobbies
- Struggles to find recipes around the world that are in English

User two the key aspects I wanted to focus on was their goals and their Frustrations, since this is a mid-level aspiring chef, it be cool to see some low and realistic goals we can potentially solve with the app.

## Conclusion:

I decided to use user persona's as a method because of the diverse groups I am targeting with my application. The success of the application will only be successful if specific customers understand how to use it. Designing for a broad range of people would result to an unfocussed app. Therefore, using personas allows me to draw not just a profile about gender and age, but enables me to dig into the psychology of the potential customers and their interaction with the product. It allows me to narrow down on the main users of the app and make it appealing to them rather than the entire population. I will use Goal-directed (Focuses on users' goals and what they want from the outcome) and Engaging (how the user feels) persona types. These personas tend to better since it is based on research and not assumptions like a fictional one would be.

With my user personas I wanted to focus on two users that are completed different from each other but with one thing in common that being cooking. This creates a large but specific target market of users that will use the app.

## Card Sorting:

**CATEGORIES:**

Main meals

Healthy meals

Vegetarian

Desserts

Quick meals

Liked Recipes

Blender specific

My cookbook

My recipes

Share my QR cookbook.

Scan other cookbooks.

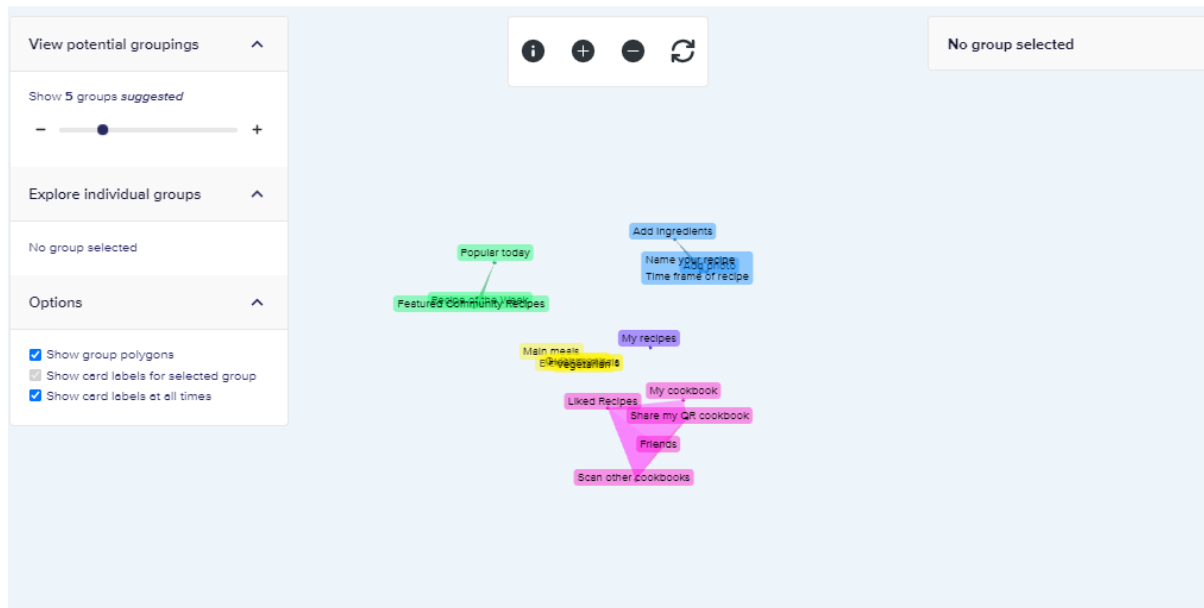Add photo.

Friends

Name your recipe.

Popular today

Recipe of the Week

Featured Community Recipes

Period of recipe

Add Ingredients

Completed Card Sort Results:



## Group 1 ✕

**Similar category labels** ❓

| | |
|---|---|
| Community | 100% |
| Popular | |
| Featured | |
| Explore/Popular | 75% |
| recipies | 60% |

**Cards included**

- Featured Community Recipes
- Popular today
- Recipe of the Week

## Group 2 ✕

**Similar category labels** ❓

| | |
|---|---|
| Meals | 100% |
| Find | |
| Recipes | |
| Recipe/meal page | 55% |
| Health | 33% |

**Cards included**

- Blender specific
- Desserts
- Healthy meals
- Main meals
- Quick meals
- Vegetarian

## Group 3 ✕

**Similar category labels** ❓

| | |
|---|---|
| Create | 100% |
| Create Rcipes | |
| Make | |
| New recipe page | 80% |
| My Profile | 57% |

**Cards included**

- Add Ingredients
- Add photo
- Name your recipe
- Time frame of recipe

## Group 4 ✕

**Similar category labels** ❓

| | |
|---|---|
| Not sure | 100% |
| Cookbook | 33% |
| About cookbook page | |
| Connect | 33% |

**Cards included**

- Scan other cookbooks

## Group 5 ✕

**Similar category labels** ❓

| | |
|---|---|
| My Profile | 83% |
| My Kurtchen | 60% |
| Profile | 60% |

**Cards included**

- Friends
- Liked Recipes
- My cookbook
- My recipes
- Share my QR cookbook

Just based of the results, optimal sort has recommended 5 groups based on how the users sorted the cards. I think this grouping might not be the most effective largely because My Recipes is a topic that should have been grouped with the other topics related to the user's profile. Having a page with only one topic would also make the design of the app big.

This 3d sort was surprising as I thought users would have created 5 groups making Cookbook related features. This clearly shows that users do prefer similar features on one page rather than separate

pages. I think My Recipes will have to be grouped or removed. This also due to user grouping the My recipes ( Group 4 ) under fields like Don't Know/Not sure. Therefore, having this one feature on its own separate page would be useless.
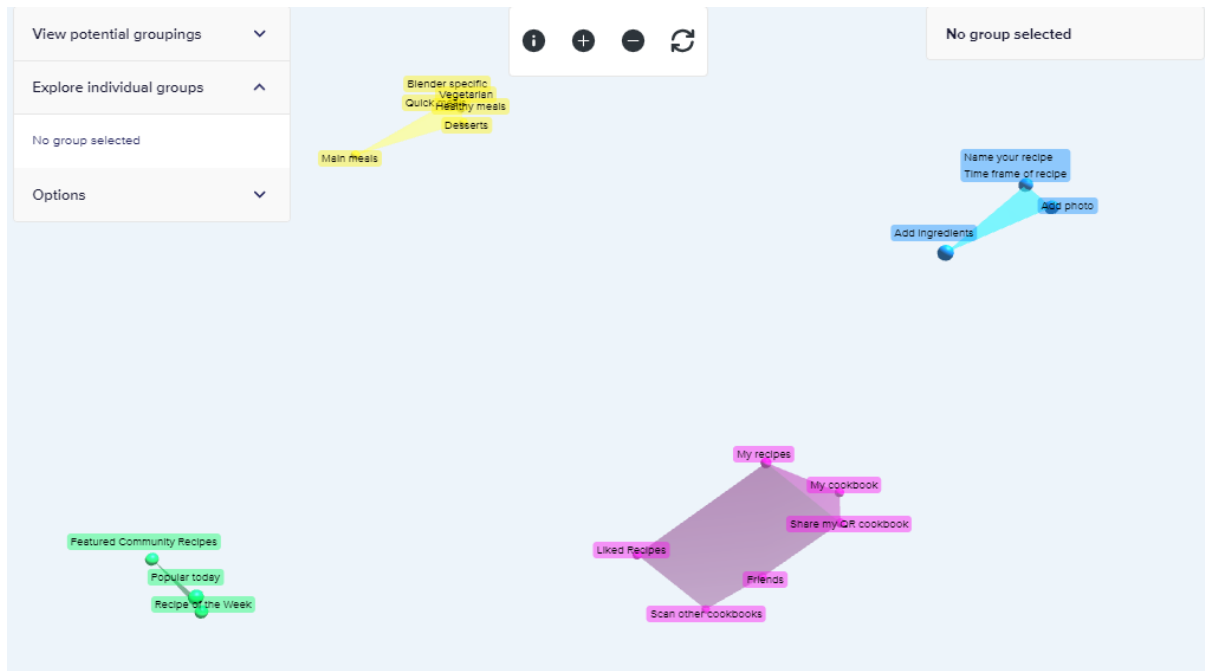


Therefore I decided to group the topics in 4 groups rather than 5. This woud make the design of the app more functional and minimalsistic. This is also the amount of groups that i expected to be created.

## Conclusion (add and jusity):
With this i can conclude the 4 pages for my app are:

Community, another option could be explore with 68% poluarity : Feutured Commnuity Recipes, Popular Today, Recipe of the week.

Meals, Find, Recipe (all being 100% popular): Blender Specific, Desserts, Healthy Meals, Main Meals, Quick Melas, Vegatarien

Create : Add Ingredidants,

Card sorting will help you understand your users' expectations and understanding of your topics. It is often most useful to find out about your users and understand your content. Card sorting is a highly useful technique in UX; it is used to understand how users think about your content. It can help you organize content so that it suits your users' mental models, rather than the point of view of your company. It has halped me to present informatation effectivly

Present information effectively – information overload can occur when there is more information than can be processed by humans. Cooking apps should be designed in a way that ensures users are not overwhelmed with too much new information. Lengthy content and tasks should be avoided, as well as it should provide new users with easy to learn recipes. The Content will be tailored to the user needs, whether they be experienced  or a beginner.

# Site Map:
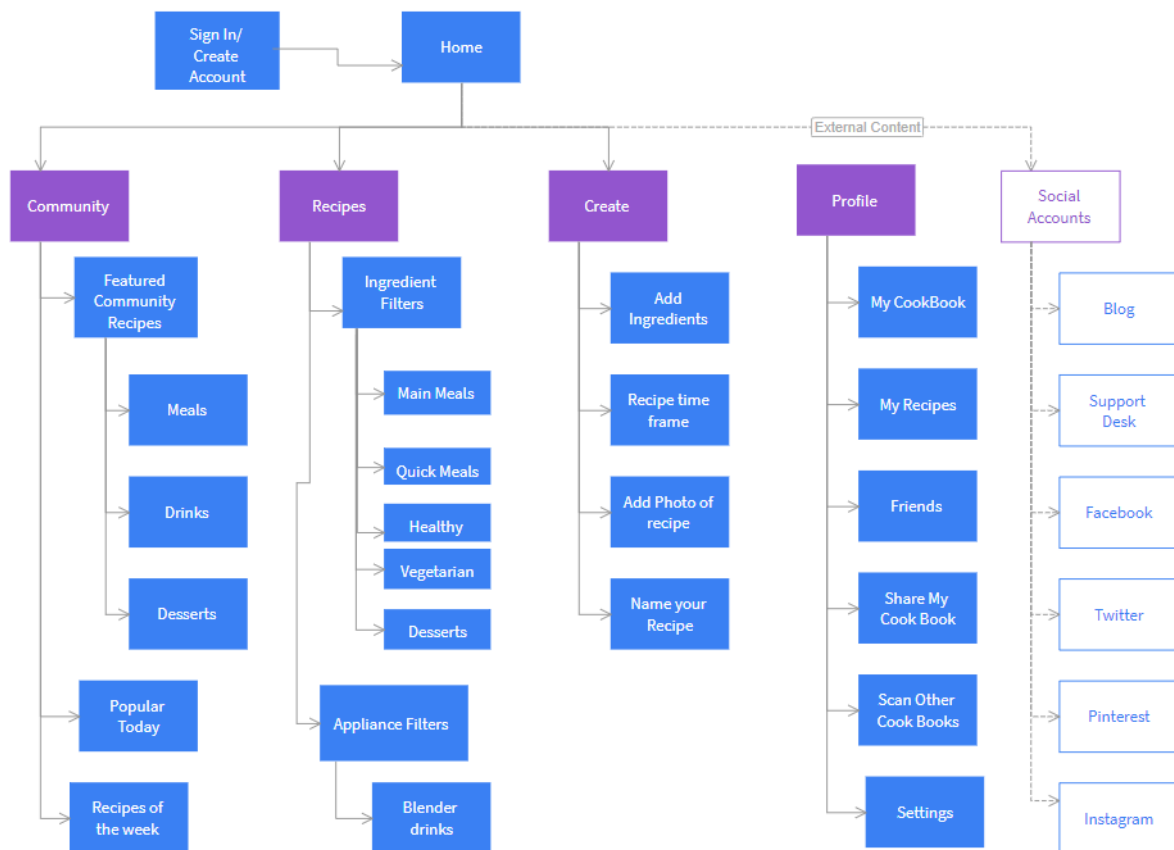


Sitemaps are organized flow chart diagrams that shows connections between web pages, web page trees, and website content. A visual sitemap is a highly effective method for both planning and communicating ideas about my website's structure. This sitemap is made from my card sort with some additional features in.

This provides some important links that will have to occur on the app and shows the general usability of the app-based form the suggested groupings from the card sort. It also allowed me to start sorting the grouped cards sorts under a hierarchy of importance., for instance I could site cards in different orders based on how important the card is on the page.

Most of these cards are from the card sort but some have been added, the main groupings of each page have still stayed the same

## Sitemap V2:

Some changes to the sitemap, **mainly regarding the profile and not having a dedicated Social page.** As well as the home page being changed to the Community page, this makes it more convenient for the user using the site since this is where they will be mostly.

The client has also requested that more links occur within sections for instance being able to save recipes from the recipe page and then being able to manage it into folders.  Also being able to **create recipes** from the recipe page.
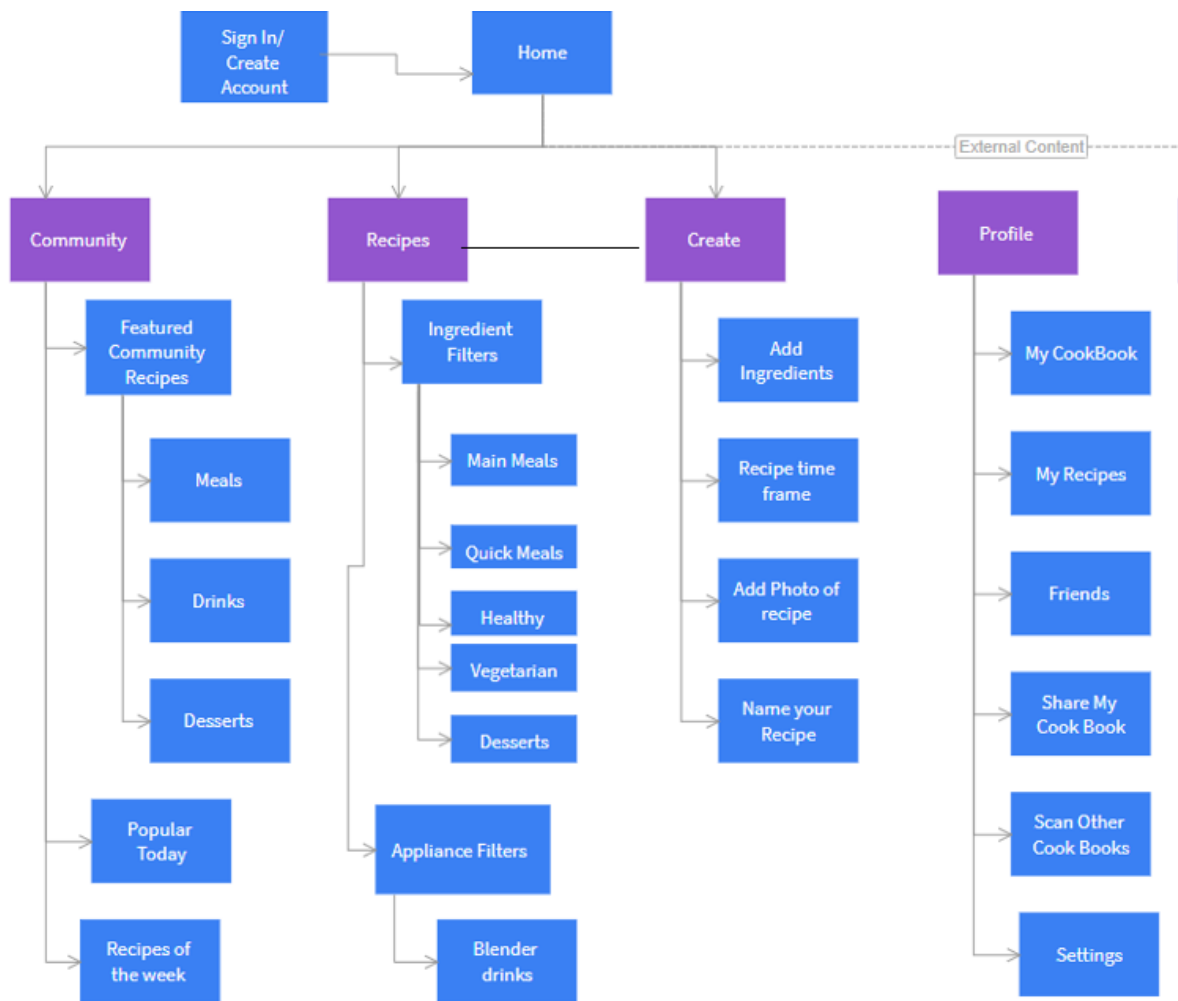
## Sitemap V3:

New sitemap from the client's feedback to spilt Cookbook and profile page. This is interesting since it does align more to the cards sort I did, where users spilt pages into 5 pages. The profile page features now include ,Friends, Settings and then links to Cookbooks. The Cookbook Page now includes, QR code, Scan other cookbooks and My Cookbooks.

The client also want more links occurring within each page. He thinks that it is logical that the user can access the recipes page by clicking on one of the tope recipes pages

## Sitemap V4:

This change was largely since I underestimated the number of pages that would be required. This was mostly hidden pages, like individual recipes pages and the new page that pops up for scanning. For this wireframe I decided to include only one hidden recipe page, but when creating the app, there would be an entire database filled. An additional page, for the scanning has also been created.

Another change for the sitemap came from the feedback of the client in the Gut test, adding additional entry pages and welcome pages to the design to make it look more inviting etc.

# Low Fidelity Wireframes

## Why do we use wireframes?

Wireframes are important to provide clients with a general layout of content and functionality of pages on applications or websites. A low fidelity wireframe is used in the early stages of development to finalise the structure of the application before content is added.

Wireframes are easy to change and adapt from feedback therefore it is quicker to review pages. When wireframes are complete the client can be comfortable knowing that the aims if the application is being achieved in the early stages of development.

For my client have prepared two wireframe designs. These designs will be similar in some aspects but will have different features in order to see how the usability of the app is effected.

## Wireframe 1
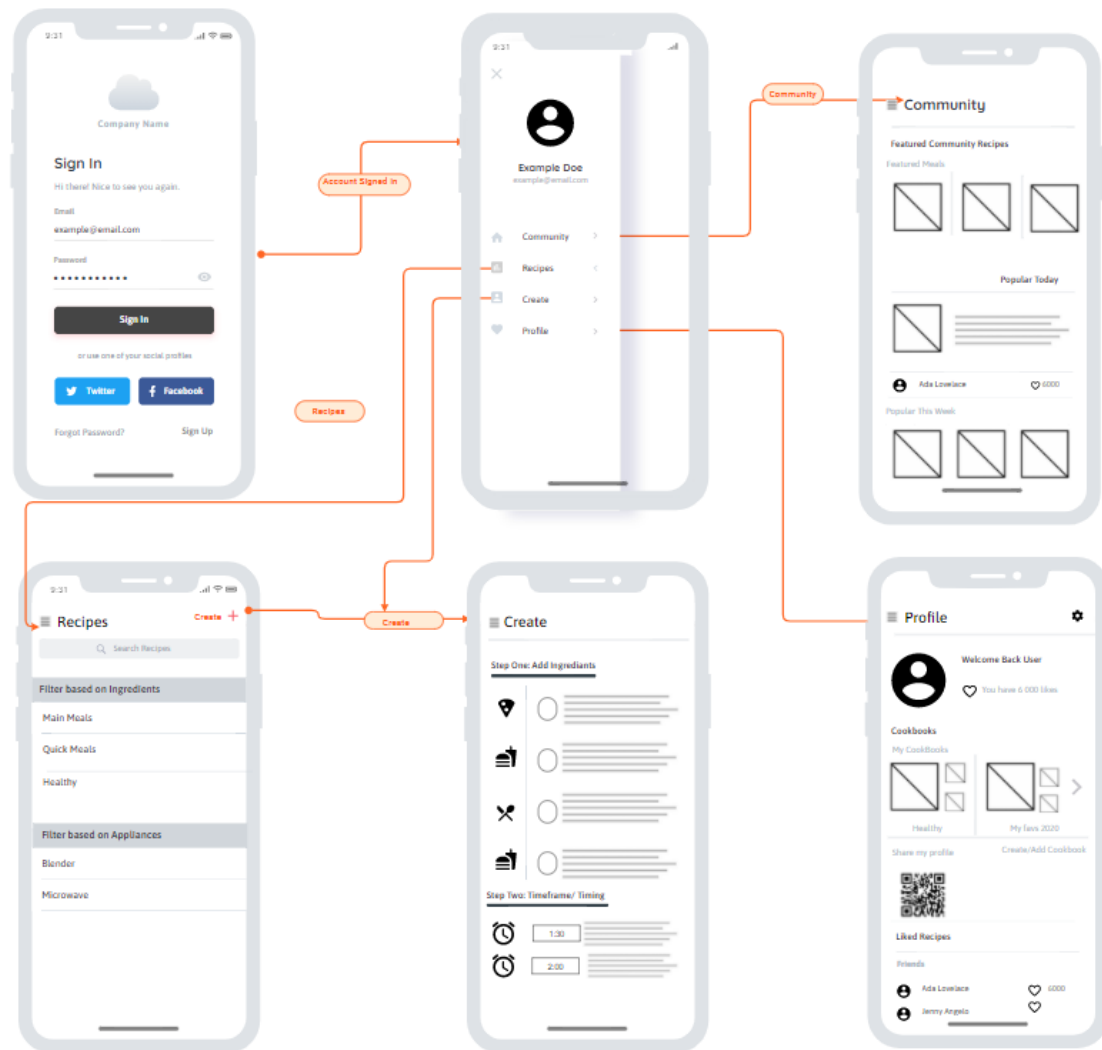


This is the first of two low fidelity designs. With this design I mainly wanted to focus on the links to pages and how that would work in a way that is usable based on the sitemap. This design has 6 possible pages. Key features of this design include the burger bar navigation and the sign in/create account pages.

*Usability testing:*
Tasks:



Blank Project - Page
  1 · Moqups.mp4

1. Search for Macaroni and Cheese
2. Filter Search for
3. Use the navigation bar to create a recipe.

the usability seems to be fine, the only complaint is that the client didn't particularly like that text weren't buttons in the navigation bar. This will be improved for version 2.

The client disliked the recipes page, mainly the filters. He feels that this design does not fit in and looks too basic compared to the other pages. The use of filters in wireframe design 2 looks more appealing for the client. Other than that the usability was fine.

*Feedback and Improvements*

The client likes this design of the burger bar the most as it cleans up the space at the bottom and leaves more room for content on the page. The client would like to add the ability to sign in with google rather than twitter on the sign in page, since google is used more for app signs ins.

For **the next version of wireframe 1 the client would like to see the addition of google** sign and share pages in the profile page. The client believes it is important that users can share their account through social media platforms. This makes sense since the success of the app will be largely determined by the number of users that are always using the app. So **adding a share button** is also important

*Wireframe 1 V2:*
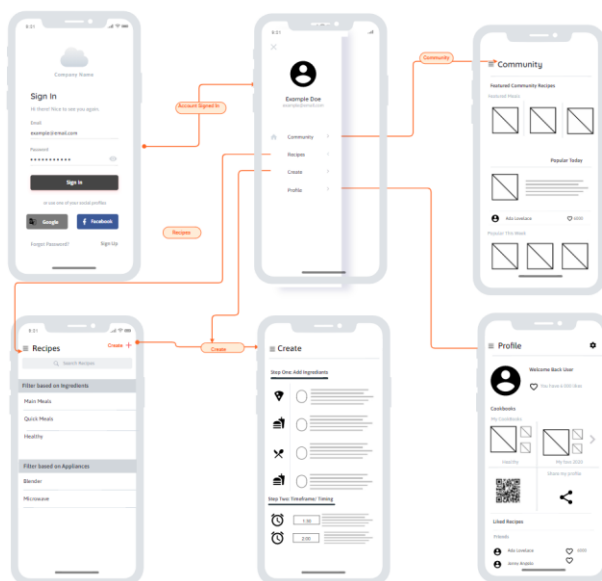


Main changes that have been made was replacing the twitter sign in with google.

2. A share button has been added to the profile page. This button will allow the user to share to different social media accounts.

## Wireframe 2
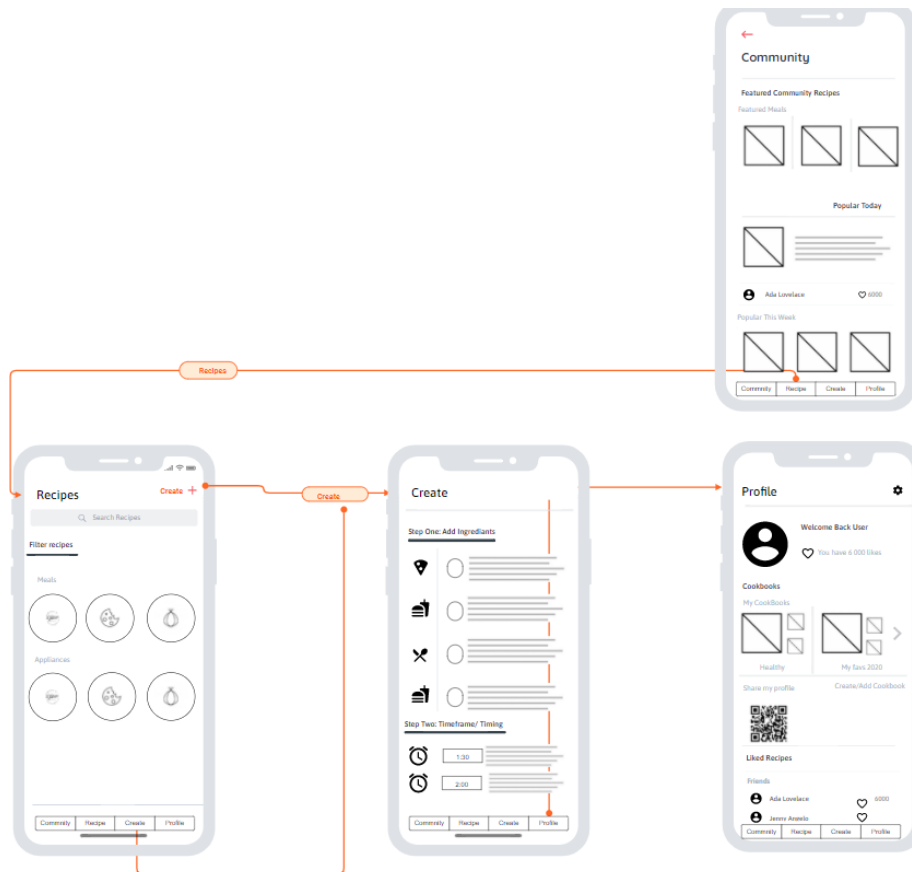


Focus for wireframe 2 was to improve the look of the filtering in the recipes page and the addition of a navigation bar located at the bottom of each page.

*Usability testing*

Tasks:

4. 1.Create and account
5. 2.Create a recipe using create and recipes page
6. 3. Set a timer for 10 minutes for task 1



Mobile App
Wireframe - Page 2 ·

Client only had one problem and that was that the create plus button did not work and redirect the user to the relevant page. Other than that no other problems came up.

*Feedback ad Improvements*

"I like the new and improved filter page for the recipe, improvement can still be made to this design, since it does looks too similar the first design you introduced. I would like to explore my options with different designs, so for Version 2 I would like to see a **dedicated page for the Cookbook section**. It would also be nice if the user could add recipes from the recipes page directly to their cookbook.
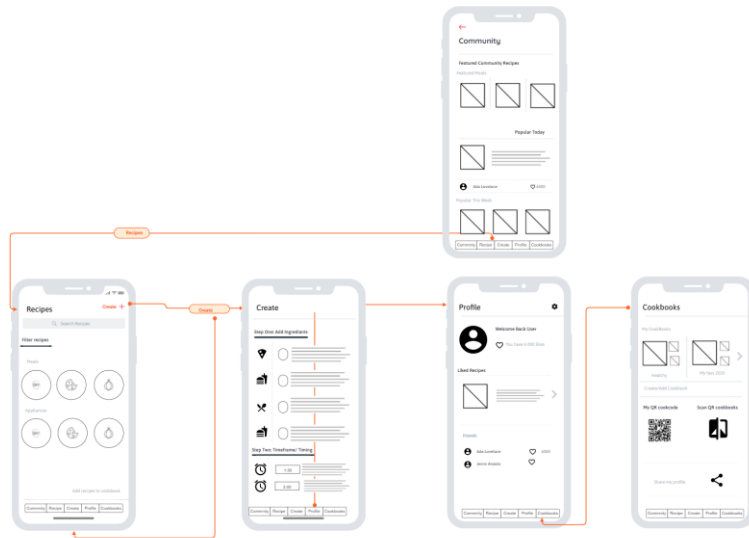
1)All the things the client has requested have been added to this page. The cookbook section has its own page now where cookbooks can be added and shared.

2) The ability to add recipes to your cookbook from the recipes page has also been added

This new and improved design will change some aspects introduced in the sitemap if the client decides to go through with it. Since I planned to only have 4 pages, the sitemap will have to be changed to account for 5 pages. I will also do another usability test with the client to see if the 5 pages make the app to big or confusing.

## Final Wireframe 3: Combination

The client has requested for the finale design of the wireframe the aspects the client liked form both designed are merged into one.

So from wireframe 1 the client wanted to keep:

1. Sign in pages kept the same.
2. The burger bar navigation

From wireframe 2:

1. 5-pages content (spiting the cookbook and profile)
2. The improved recipes filtering page
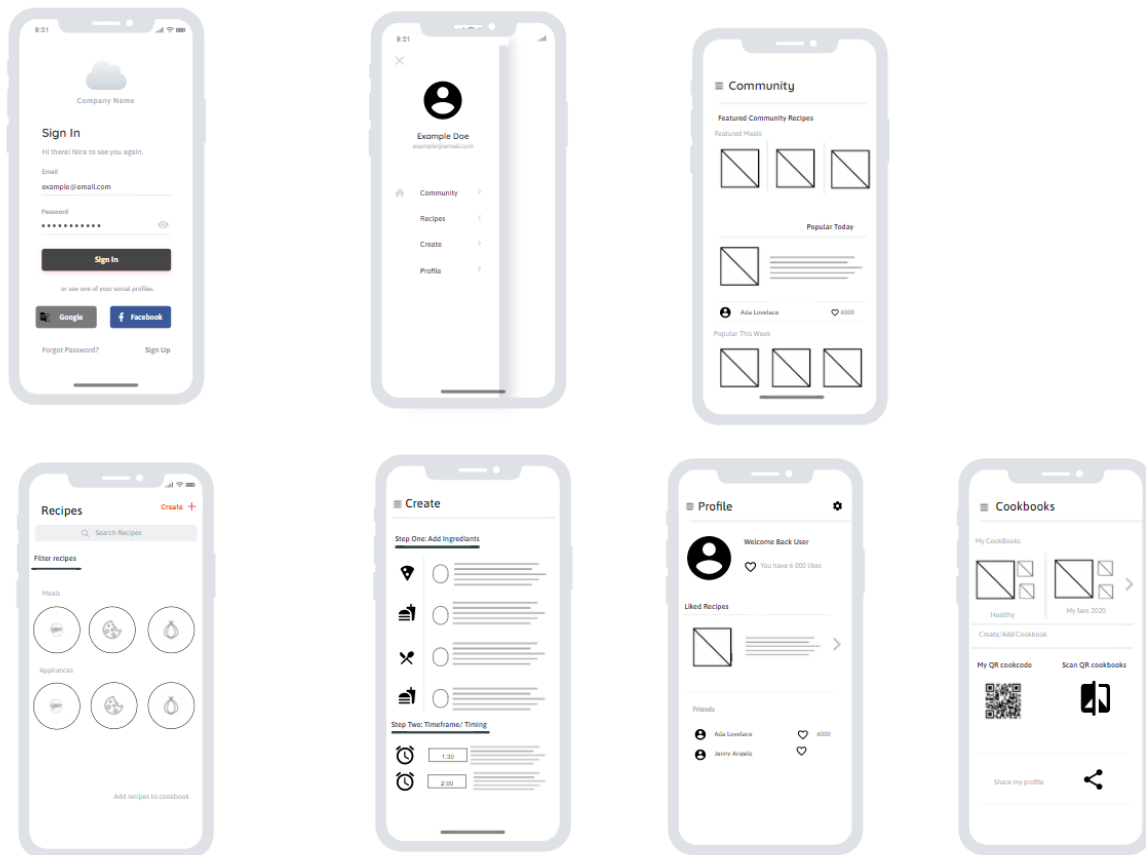
This is the finale wireframe for the app. Since the client decided to go with the 5 pages content design instead of 4, the sitemap has been updated and a new usability test will be caried out.

Overall, there were no problems with the usability of this wireframe. The client would have liked if the icons for each section were completed, but that will only be done once icons design have been researched.

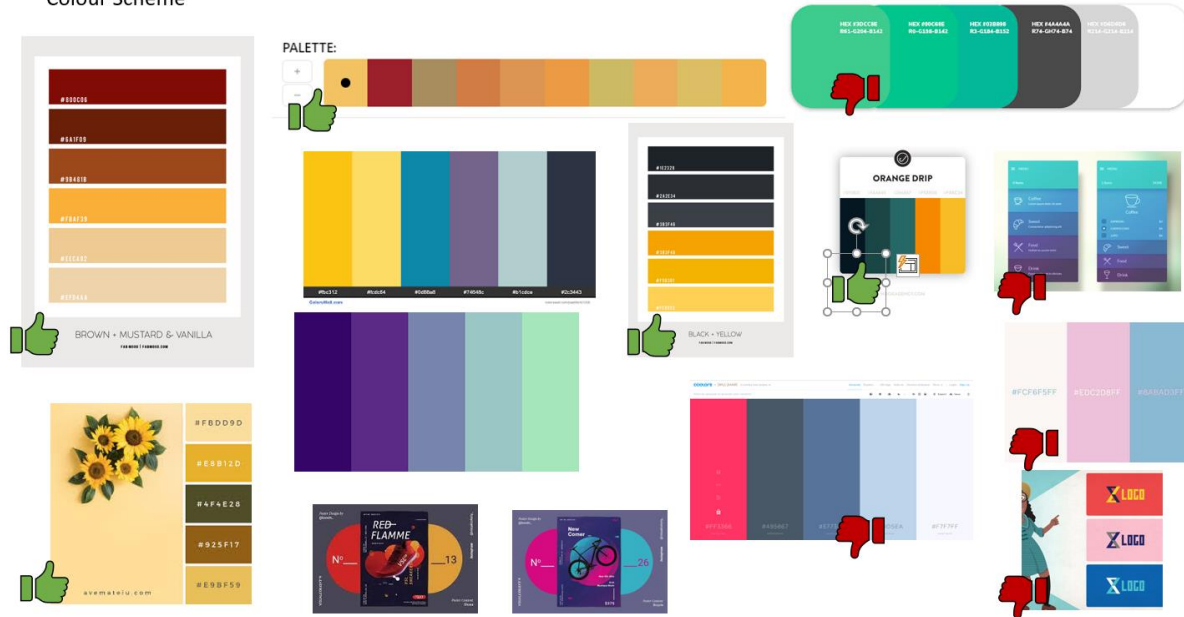https://medium.com/@santosa.jessicaa/designing-a-restaurant-inspired-recipe-app-a-ux-ui-case-study-6e84c5a45391

# Gut Testing:

If the images are too small, use the link below to the see the full feedback from the client.

 GUT Testing.pptx

## Colour Pallet:

Colour Scheme



The client was provided with a range of different colour pallets and was asked to review each pallet in relation to whether it was the colour he was looking for in the application.

All the colour pallets with green thumbs were what the client liked. The client mostly prefers the two-colour schemes below.

"I like it because it is stimulating and looks and feels better for a cooking application. If I had to choose, I would choose two colour schemes to work with in the future.



"The first one has a lot of colours that look like each other with different tints and hex. This would look good, but I fear that some aspects might not stand out when this pallet s mostly used since all the colours look too similar. I still think that the main colours yellow, brown and red should be used for creating content on the application."

Many studies suggest that visual taste perception begins in infancy and increases as we age. For example, if something is bright red, we might assume it will taste like cherry or cinnamon. If something is coloured green, we might expect that food product to taste like lime or apple.

According to research, the colour red is eye-catching and triggers appetite. It is useful for packaging design; this is likely because the colour, when found in natural foods like berries, indicates ripeness or sweetness. The pallet above will grab the attention of the user through use of red.

"I decide to choose this colour pallet as a back-up if the first colour pallet ends up looking bad on the final high fidelity. I liked that this colour pallet used different colours in contrast with each other. The colours complement each other more on this one than the one before. It is also brighter and stands out more compared to the other "

Compliment colours are shown to be more effective in applications since they look good together and don't fight for the users attention.



"I disliked these colours because they don relate to the app at all. If these colours were used, users might get the wrong idea of what the app is about. Like using green. Green is mostly referred to health-oriented things, so if we used green as a primary colour people might think the focus of the app is towards healthy recipes rather than a range of recipes."

These colour pallets will not be used since it too energetic and doesn't relate to the app like the client said
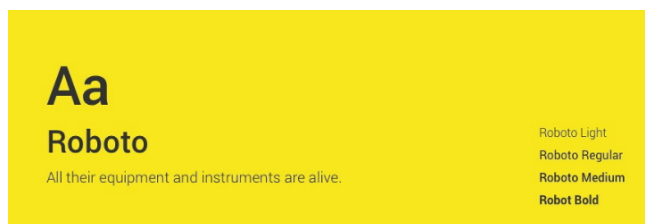
## Font:
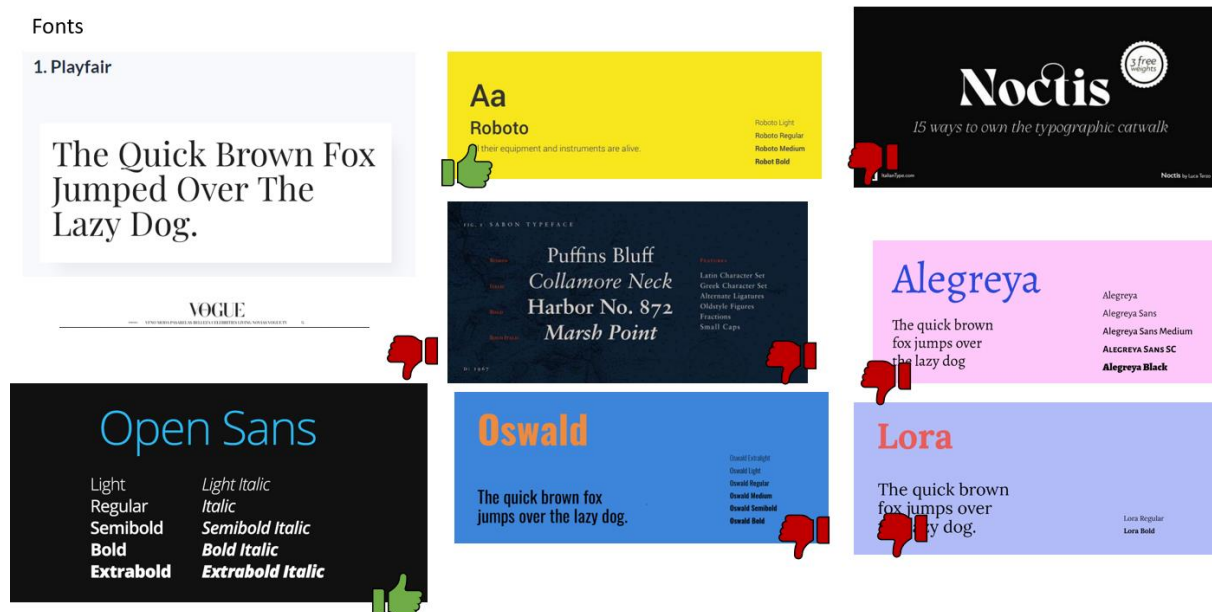


The client was provided with a range of different fonts and was asked to review each font in relation to whether it was the font he was looking for in the application.

All the fonts with green thumbs were what the client liked. The client mostly prefers the two fonts below.
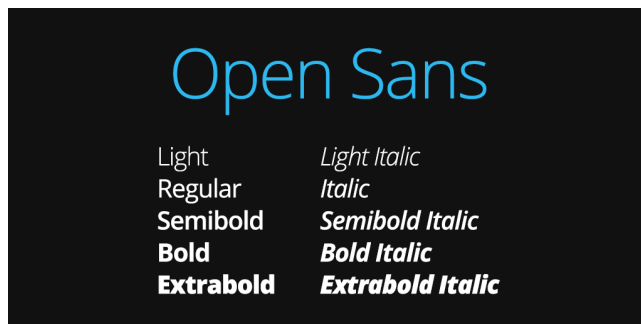


I like the very light weights of open sans because it looks like it could make large font sizes that still feel elegant. This font will fit perfectly as a content font since it is thin and is easy to read.



I like robot since it takes up space and looks good in its bold variants. This font stands out with the unique shape to it and fill look good as a heading font for the application.
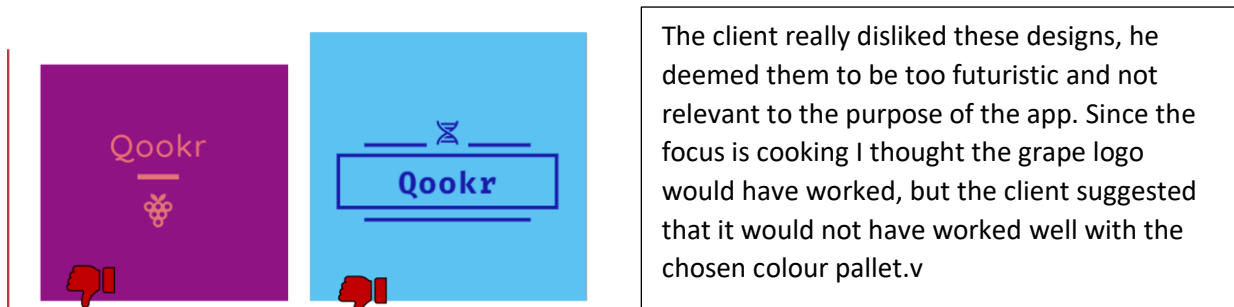
It's a common practice to use sans serif fonts in applications, because of their fresh look and simplicity largely why the client decided to use Roboto. The reason the client disliked all the other fonts was because he thought they looked to professional or looked like they would mostly be used on news article like the New York Times etc. I think what the client means with is that the fonts look way to unique and stand out like what a brand would be. The client doesn't want a font that stands out and rather wants to take simplistic approach and let colour make text stand out.

## Logo:



Logo Designs

The client was provided with a range of different logos and was asked to indicate which ones he liked and ones he disliked. All the green thumbs above are what the client liked, and the red indicate the designs the client disliked.

The client really disliked these designs, he deemed them to be too futuristic and not relevant to the purpose of the app. Since the focus is cooking I thought the grape logo would have worked, but the client suggested that it would not have worked well with the chosen colour pallet.v

The client wants this logo for the app.

The client prefers this design mostly since it does relate to cooking. The shrimp is shaped like and R and the Q relates back to the logo. This achieves the image the client had in mind when thinking about the logo.

This logo is important to the app. Its in most cases the first thing that users will see when they download our look for the app. Therefore, it needs to be recognisable and be unique in some aspects. I think that the logo the client chose will grab the attention of the users and set up a good first impression. The use of this logo will be used for the app icon and used in the intro screen s of the app.

## Application Design:

GUT Testing.pptx

For the application design the user was provided with 20 slides if cooking related app screens and rated them on a scale of 1-5. All the design that was rated 3 and above clearly outlines some interesting design that can be used for the high-fidelity wireframe oof our app. Anything below 3 is what the user dislikes and would not like to include in the applications, full feedback on these screens is included in the PowerPoint above.
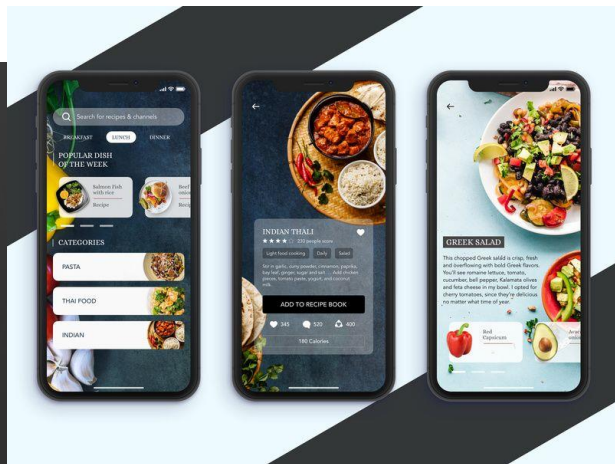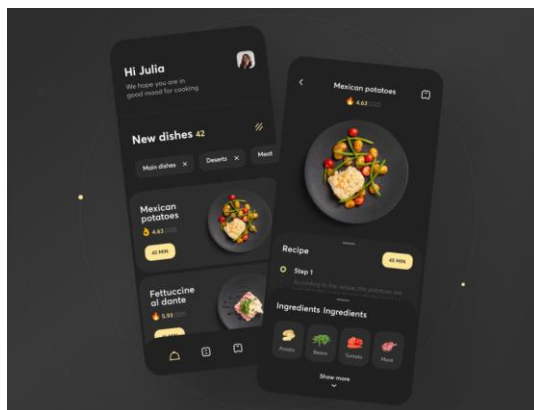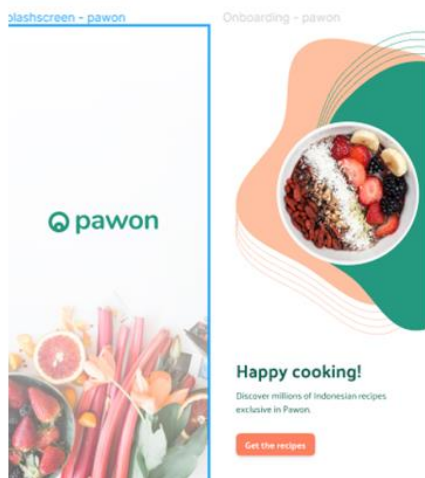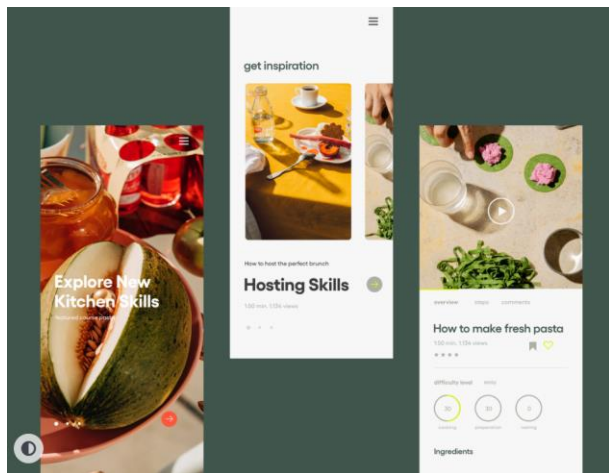
The client did seem to really like minimalistic designs using mostly white space. The designs above showcase what the client rated 4-5. A common trend with these designs include the uniqueness in the way content is presented. There is something that stands out visually and in most cases it is the colours of the recipes. The designs include rounded shapes which makes it less angular and more open design. Font selection is also minimalistic. Banners also seem to be really important in order to separate the background from content and make things stand out. Consistency is also common in these designs.

**Key take away from the clients feedback:**

- Likes the design of intro pages

- Wants soft shape corners for any banners or hero banners
- cool icons (related to food)
- there is no bottom navigation bar, so it leaves more room for content
- intro page for new users
- Listing ingredients first

I will include most of these features that the client liked as well as the trend I saw in using these applications. The recipes bring colour into the app and other colours should help aid the app.

# High Fidelity:

High fidelity wireframes will be done on Figma, a free wireframing tool.

# Version 1:

Individual pages: UX - High Fidelity Version 1.pptx
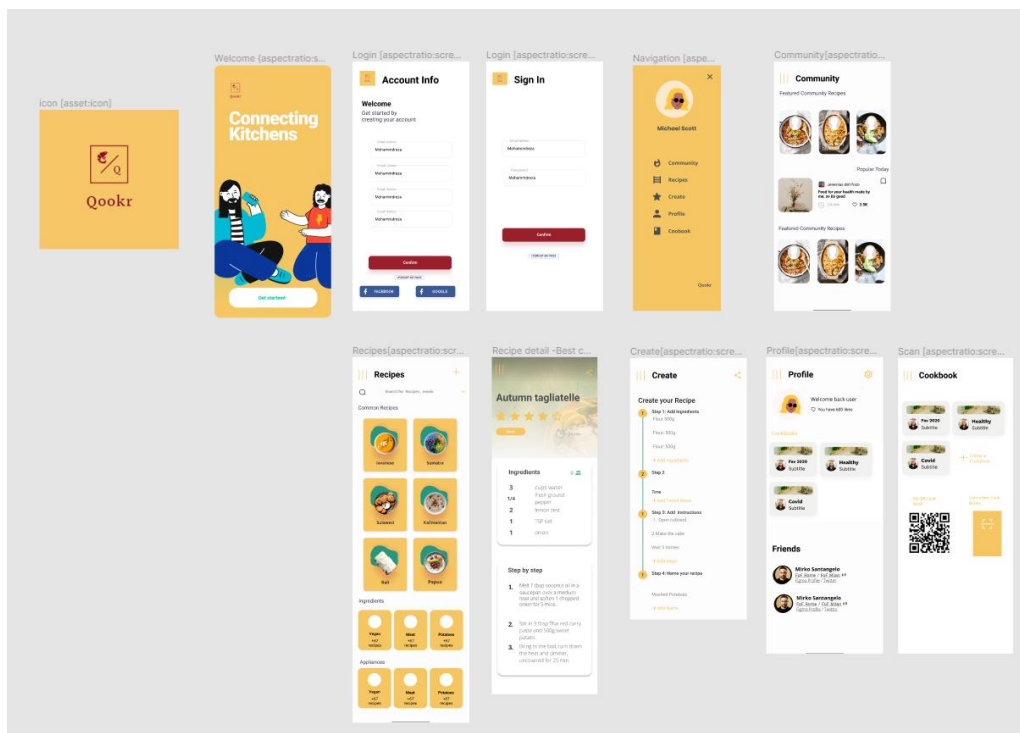


This is the first version of the wireframe. While doing this, I had to change some key features of the app. The main thing was the sitemap, this was largely since I underestimated the number of pages that would be required. This was mostly hidden pages, like individual recipes pages and the new page that pops up for scanning. For this wireframe I decided to include only one hidden recipe page, but when creating the app, there would be an entire database filled with different recipes that will have the same page as the recipe detail page.

I decided to use a combination of the colour pallet the client said they liked. This just shows the users how it would look, and the user can make their final opinion on the pallet.

Some things are different from the final wireframe and mostly includes the features the client liked from the gut test.

# Feedback from client

The client likes the design of the app, He likes that I introduced the features he liked from the gut test: The welcome page, the filters in the recipes page and cool icon pack for the navigation.

The client also likes that within the friend's section, it links to the social accounts of the user, like Facebook and Pinterest.

"The colour pallet seems to be a good choice with yellow, red and green, I would like to see more consistency with it though. I would like to have red act as a tertiary colour to the green and yellow and should be used less Since red is so bright, **I would like to replace all the red buttons** with yellow instead".

The client did say that the profile page could use some improving as well, He believes the profile page can also improve. He believes the **icons in the friend's section is too big** and should be reduced in size.
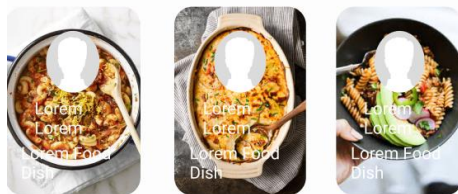


On the home page the client does not **like the design of the recipe's banners,"** the icons and text looks really bad, it looks really squished and would look better spaced out, the white does not look good on images, it would look better with a dedicated banner below the image for text of the recipe.

## Version 2:

Ux - High fidelity wireframe Version 2.pptx
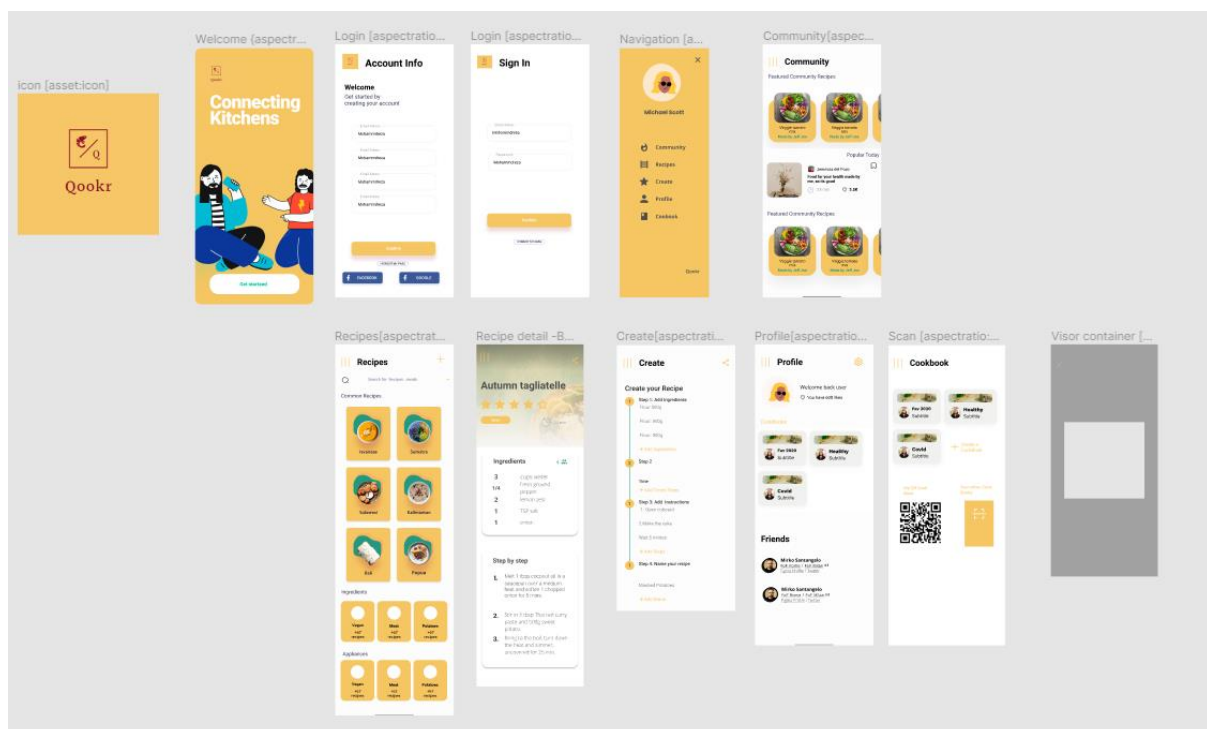


This wireframe version incorporated all the feedback from the user on the previous wireframe. The main things that have changed are the colour of buttons being yellow instead of red and the change in the icons of friend's accounts.

One major change is also the popular recipes banner in the community section, these have been changed to fit the design of the app more and be more readable. For this section I decide to use the **yellow and green** colour pallet to be more consistent with the design.

## Feedback from client

The client likes the new and improved design of the community page they find it "more appealing to look at and more relevant to the theme of the app. They also like the new buttons since they look better while still standing out.
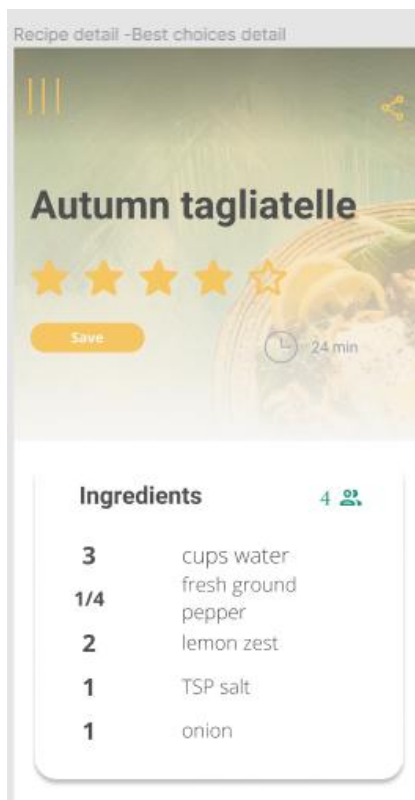


"One problem I have is the font selection. I don't like the combination of Roboto and Open Sans, it might be that open sans is too light and spaced out so it looks unprofessional. Yeah so the font selection should be improved, maybe look a another compliment for Roboto or look at only using one font with different levels of font thickness "- the client

"the recipe page also doesn't seem to fit int with the design, I think it has to do with the gradient thing going with the page, maybe that could also be removed for the next design"

"Another problem is that it looks to similar to a design from the Gut testing, i would like to see some original flair on this design."

The feedback mentioned above will be used to complete wireframe 3 and include the changing font selection and improving the design of the recipe detail page.

# Version 3 (Final):

UX - High Fidelity Wireframe 3.pptx

For full experience: https://www.figma.com/file/cKkJugE8ap5vPMtqFQdTm4/Qookr?node-id=0%3A1
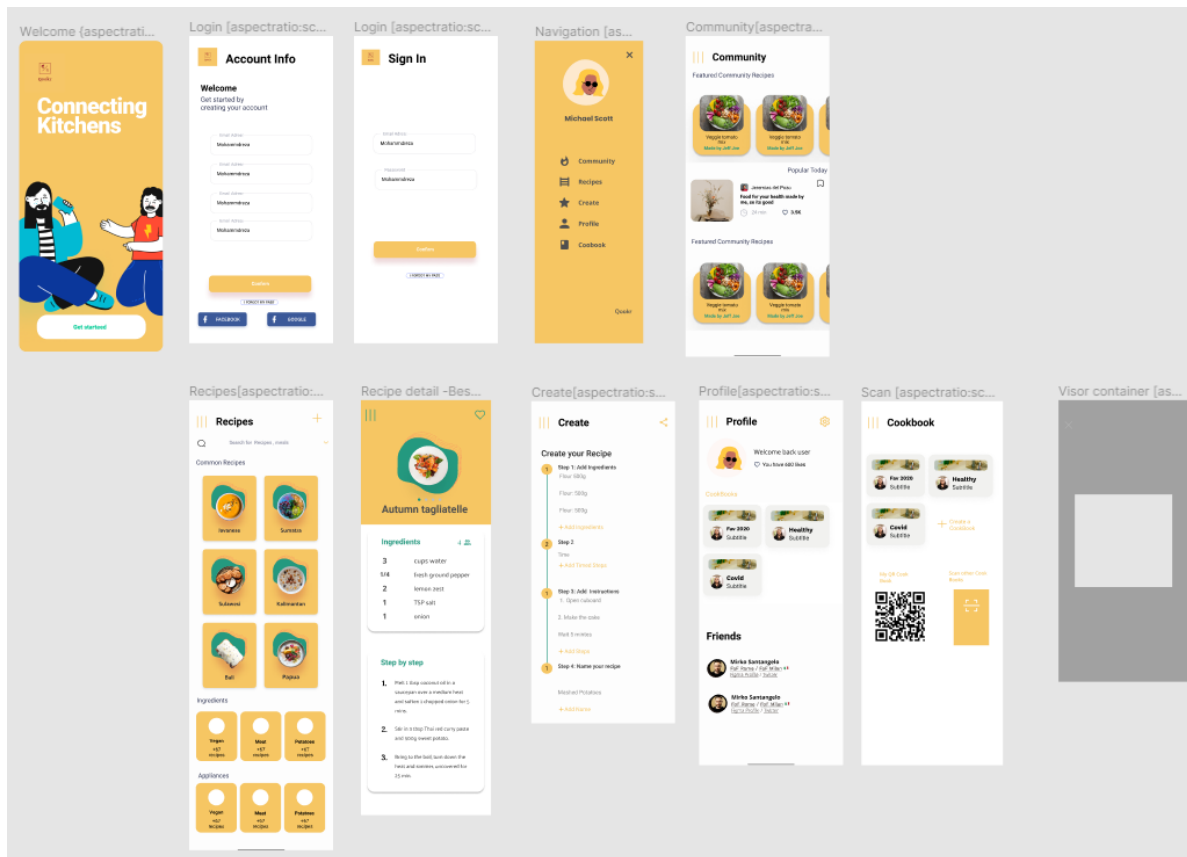
This is the final design of the application. Some paragraphs with open sans as the font selection have been changed to only Roboto. This was done to make the design more consistent to the rest of the app. The client is well pleased with the outcome and does not have any further feedback. They do like that the colour of the buttons were changed to blue on the yellow background. They understand that this design choice had to be made since the yellow buttons would not be visible on the yellow background. Other than that, the client is happy with the design.

This is good news since this design can be finalised and relevant implications and future development can be discussed.

## Relevant Implications:

# Social:

Social Implications refer to those implications that could directly affect society and the individuals using the app. It's important these implications are addressed since the success of any application or outcome is largely determined with the satisfaction of its users. If users are not satisfied with designs or the content is offensive, users won't be happy or feel comfortable using the outcome. Therefore, it's important that these implications are addressed. Computing technologies, like most other forms of technology, are not socially neutral. They affect and are themselves affected by society. Computers have changed the way people relate to one another and their living environment, as well as how humans organize their work, their communities, and their time. Technology enables many people to live and work more independently and remotely than ever before. Therefore, it's

important that companies help people separate themselves from technology since it is becoming more indistinguishable from their personal lives. Google revealed that 70% of its users actually want help balancing their digital lives. For now, Google's upcoming Android P operating system is introducing three great features to help us break–or at least, better manage–our screen addictions.

Within the app there could be a cause of concern with latest trends to more eco-friendly foods and recently Vegetarianism focussed meals. If someone that uses the app is a vegan, they might be offended with the content of meat recipes. This could create a bad image for the application.

Within the app I have tried to include a large quantity of different recipes, so that users won get offended and that their overall use of the app is positive. Currently the focus was only meat and vegetarian recipes since they seem to be the most popular. According to a study done in the UK 88% of people have meat-based diet. The second most common was Vegetarian at 7%. This showed me that if I a applied it to a larger population of users that most of them will fall under those two categories.



Veggie tomato mix
Made by Jeff Joe

Vegan
+67 recipes

Meat
+67 recipes

Potatoes
+67 recipes

For example, in the recipes section, I made sure to include different options for users. These include meat, vegetarian, and potatoes-based recipes. Having these, provide users with different options.

While it is easy to provide to a large quantity of users with different recipes, the content of the app will have to be updated as trends tend to change, to ensure that customers stay happy using the app. As peoples tastes change and future trends evolve research will need to be done to ensure t

# Aesthetics:

The aesthetics of an application refers to how the application looks and feels. It is important that the design looks appropriate for the content presented. If the aesthetics of the app is different from the content presented the user might not connect with the content of the page or the theme.

Although minimalism has been around for a long time, now more than ever it is a growing phenomenon and an international trend as the world we live in changes dramatically. Large Companies like Facebook are moving back to basics redesigning their logos to fit a more minimalist aesthetic. The main reason is that simple sells in the complex world. People now crave simplicity. People want simpler lives and simple interfaces.

On the other hand, going too simplistic on an application design loses the essences of the app. It might come across as unoriginal or uninventive since the application design looks too simply. Therefore, it important that applications are designed to convey the right image of the company. For my app specifically I decided to go minimalistic on the shapes and designs of the pages, but I tried to innovate on the colours used throughout so that it stands out and grabs the users attention.

The theme presented on the app fits a bright use of colours. I think users will appreciate the warm colours since it looks more appealing and feels more welcoming than a darker design. I used a lot of complementary colours on my app. Compliment colours are shown to be more effective in applications since they look good together and do not fight for the user's attention. Whitespaces is necessary especially here to make the users focus on the content which they are intended to see. I think a dark background might be beneficial in some use cases. Having a dark background makes text more readable at night and some users prefer having a darker theme since it is easy on the eyes.

The image I wanted to convey was a warm and welcoming feeling and I used design elements to lock that feeling down throughout the app. I decided that the best element for my app was to be consistent with the shapes and colours. I used a lot of rounded edges and the same colour pallet; this was to make the design less angular and feel softer



The introduction of the welcome page came from the client. The client liked that idea of feeling welcomed as soon as the app opens. Makes the app more personal and therefore in turn might encourage users to stay and use the app

# Legal:

Legal factors regarding the application can greatly hurt the app even before it is launched. These implications refer to all the relevant laws of the app. Its important that the app obeys all laws before it is launched. Breaking any laws means that legal action can be taken against the app and potentially resulting to the app not even launching.

The most relevant laws to my design are copyright laws and privacy laws. The basic premise of copyright law is that the creator of the works has the right to decide how their work will be used. In most cases these creators don't generally allow commercial use of their content. Since the app relies on community made recipes, the bulk the content will come from users and sometime from the client's team.

Recipes themselves are typically not subject to copyright. Globally, there is a tentative consensus that recipes, as lists of generic ingredients, are not original enough (literarily, artistically, or otherwise) to warrant the creation of copyright in the work – or, more accurately, to warrant legal action that a claimant could feasibly win.

Since it is impossible to make the recipes on the app copyright protected, we will still include the names and users account that made the recipe. This solution has some flaws with people potentially

just copying recipes and stealing the hard work of others, but it's the only feasible solution for the app now.

https://www.digital.govt.nz/standards-and-guidance/design-and-ux/usability/copyright-statements-for-websites/

## Suitability for end users:

Before this UX research started, I prepared a brief and specs, filled with the client's wants and needs. I Used 15 questions to prepare this brief where the client expressed their opinion.

The final design of the app did include most of the key features the client wanted and that was mentioned in the Stakeholder Questions:. All the features are included in the final design of the wireframe. However, there has been a lot of iterative improvement and changes that had to be made leading up to it.

For instance, regarding the total pages in the project. Initially the client only wanted 4 content pages required that the card sort be adjusted from 5 to 4 pages.
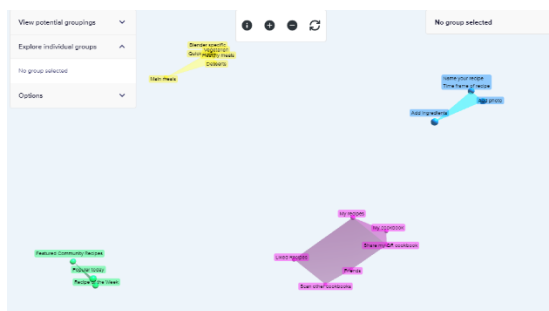


After finalising the wireframe designs, the client had decided that 5 pages worked best instead of 4 pages. Therefore, a lot of other things had to be changed in preparation for the high-fidelity wireframe.

Keeping the client up to date with the state of the design has made it possible to deliver the best design for users. Since the client is most likely to be a user of the app, their opinion was relevant to the broader user base.

There needs to be a balance between user's needs and the clients wants. Sometime not all the features can be introduced in the required time and in those cases, the most important part becomes catering towards your users instead.

The Client knows his business and, probably, the industry far better the me. He has great insight into his customers as well as the business strategy. Keeping him happy might go a long way toward building a successful relationship and hopefully future projects.

In some cases, it might not be good to only listen to the client opinions. Perhaps he has been involved in the business and the company for far too long and has lost touch with the reality of who the users really are. His judgement and the way the business is organized may be clear to him, but perhaps not to his application users.

I am sure that app will be suitable for the target market outlined in the brief. One of the largest concerns was that users might have found the use of the app complicated or not necessarily easy to understand and would have started questioning the purpose of the app. But because the client was collaborated with and has caried out multiple usability tests, the usability could be improved to a standard with would work when released.

The final app will allow users to

The QR code, linking to the application, allows users to get instant access to each other's recipes by just scanning the code using the application. Think of it as a digital cookbook you can share instantly. The application aims to encourage a community feeling to cooking. The application allows the user to create and search recipes around the world. Aside from that, users can follow users to stay up to date with recipes. The purpose of the app is achieved.

## UX choice:

Using the UX methodology and process, has helped me to dive into the users minds and how they would typically use the app. This has helped on wireframes, high fidelity, feedback, and overall usability.

I decided to use 3 UX methodologies for this project: Card Sorts, User personas and a Competitive Analysis.

Especially when building a product from scratch and jumping in an already established market, a competitive analysis is the key to force enter the market. Your product idea may seem great, but maybe there are companies out there that already have been working on it, but from whose success and mistakes you can learn and make a better-informed choice. I learned that a lot of companies like Kitchen Stories and Tasty had completely different features but were both were successful due to the innovation on the correct features, such as easy usability, a huge range of recipes and helpful features to share and create recipes.

Personas are powerful tools. The use of personas made the design aspect less complex — the personas guided the ideation processes and help me to achieve the goal of creating a good UX for the target users. Thanks to personas, I could work more mindful by keeping the real user at the heart of everything I did. Because the client is focused on the business, he has lost touch with what it means to be a user, therefore this was one of the most important aspect of the UX study.

Card sorting helps me understand what users expect of a cooking app. Understanding what user expect from a cooking app helped me create a structure that would be familiar to users. Creating structure in the content using information gained from card sorting promotes a smoother interaction between the user and the system by presenting the information in a way that is easily accessible and findable for them. I decided to go with moderated and a closed card sort. This means that I provided users with the necessary cards and asked them to group it. Afterword's I asked them what they thought and gathered useful insights, like that user prefer less pages rather than more pages with functions spread out.

UX has helped me to understand important areas of users:

information overload can occur when there is more information than can be processed by humans. Cooking apps should be designed in a way that ensures users are not overwhelmed with too much new information. Lengthy content and tasks should be avoided, as well as it should provide new users with easy to learn recipes. The Content will be tailored to the user needs, whether they be experienced or a beginner. This was mostly found in the wireframes I did. Through usability testing and wireframes, the client could really put himself in the shoes of the users. The client therefore gave quality feedback since the scenario was a what potential user would have undergone.

I really enjoyed working on this project for the client. Here I developed a greater understanding of UX methodologies why businesses use this approach, and then add more features as they get user feedback. I was able to understand deeper the importance of using and implementing a design system, as it helped me a lot on productivity and effectiveness.

With high competition and a constantly growing number of mobile apps devoted to the theme of food and cooking, the first impression cannot be just nice and clean. The successful app, in this case, should instantly appeal to the emotional and aesthetic sides of user perception and be simple to use to engage the user from the first seconds and let them interact according to their personal preferences. Using UX I have been able to see what is important in this industry and overcome the challenge in order to design a successful app.

## Future Development:

Estimate of how long the app will ruin being community focus, some things might have to encourage more people to join and add their own recipes.

The app will have to be updated and will have to include up to date recipes based on trends etc. If in the initial stages we poor user retention, some things could be added in order to ensure users are using the app. Since success of the app is largely determined by its users creating recipes, the client and I will have to plan for the worse.


With the way the app is structures and made, the expiry date would come from external sources There is no telling where the market will be in 5 years. The cooking industry might move away from online recipes and the app will meet its expiry date.

With this in mind it would be mazing if we could add more features to the app, to make it more competitive. I would have liked to introduce a feature where users can digitalise their own cookbooks by scanning the text. But since there was not enough time allocated for the projected, I decided not to. This feature would really make it stand out. A lot of people have old cookbooks and a feature like this would preserve the content of the cookbooks by making it digitalised. Although this technology is common in other areas, it is not present in the cooking industry.

Future improvements from the client, he has said that he would like a website version of the app. He believes that for their product having on multiple platforms such as pc running of a website and mobile devices, will lead to even more success.