

Research study for Speats - a website with cooking tutorials

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Project overview



The product:

A website allows users to find and view cooking tutorials



Project duration:

November 2021 - December 2021

Project overview



The problem:

Tutorial websites tend to be bulky and hard to navigate. We want to solve that problem by creating a website with a simple and intuitive navigation and easy to use search options.



The goal:

The goal of the website is to help the users find the tutorials they are looking for easy and fast.

Project overview



My role:

UX Researcher and Designer



Responsibilities:

- User research
- Usability study
- Wireframing
- Prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Going into the research I assumed users would want a feature-packed app, but after conducting the research I have realised that most users want a simple app that is easy and fast to use.

The personas in the study are a 48 year card mechanic and a 18 year old student.

User research: pain points

1

Clear user flows

Concise navigation, simple and intuitive interface will guide the users to achieving the goal easy and fast.

2

Free to use

The website is completely free to use.

3

High productivity

Having the recipe next to the video will allow the users to cook along the chefs.

4

No registration

The website can be used without registering an account, however guest users will not have access to all the features.

Persona: Rick Johnson

Problem statement:

Rick Johnson is a Painter who needs **an easy way to learn** how to bake because **he wants to take over the chores** now that their partner has given birth.



Rick Johnson

Age: 29
Education: Degree in Arts
Hometown: Camden, Iowa
Family: Married, a child
Occupation: Painter

"I like baking in my free time. I wish I had a way of seeing all the baking recipes I want to try."

Goals

- Learn to bake anything by watching video tutorials
- Wants to choose from different recipes
- Wants to bake while watching the tutorial

Frustrations

Rick has little to no experience baking and can not find video tutorials that clearly explain the recipe easily.

Rick Johnson is a painter that takes custom jobs in his hometown, Camden, Iowa. Since his partner has given birth he has taken over the chores and wants to keep alive their tradition of baking something every weekend.

Persona: Laura McKinley

Problem statement:

Laura McKinley is a Nurse who needs a way to learn how to cook because now she lives alone and.



Laura McKinley

Age: 28
Education: Med School
Hometown: Kansas City
Family: Parents
Occupation: Nurse

"I recently moved out and I need to learn how to cook for myself. I wish I could find videos for people like me that have no idea what to do."

Goals

- Laura wants to learn how to cook by following video tutorials
- She is looking for tutorials that have detailed instructions

Frustrations

Laura has issues with finding the proper video tutorials because some are either incomplete or part of a series of videos, which sometimes might be difficult to get in the right order

Laura McKinley is a nurse and part time volunteer at an animal shelter. Up until recently she lived with her roommate that did all the cooking. She does not want to order food unless she absolutely has to and would like to learn to cook better.

User journey map

The user's goal is bake something for their family. For that they need to find a tutorial on a cooking website.

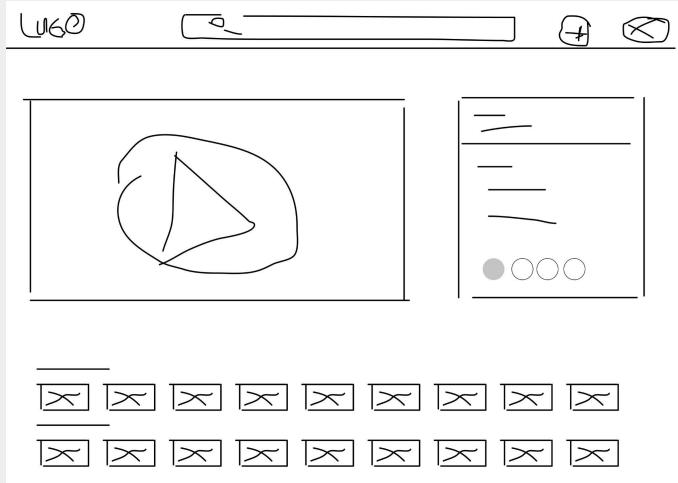
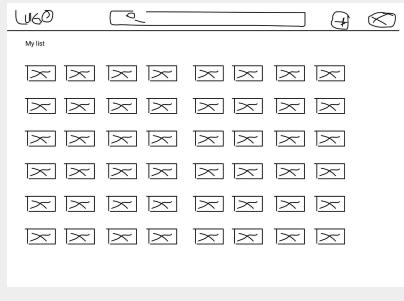
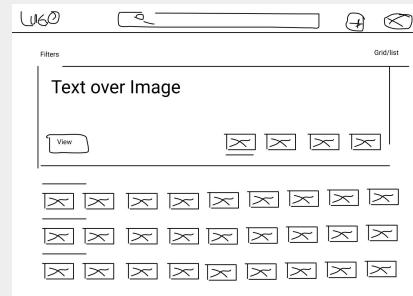
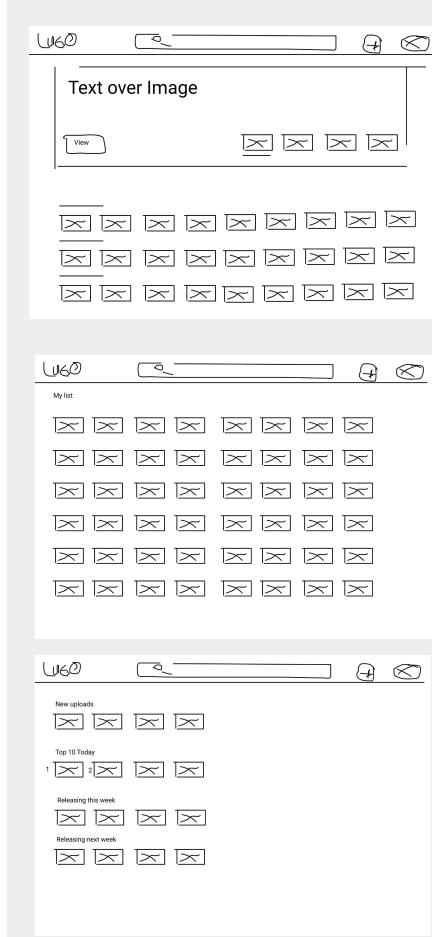
Persona: Rick Johnson

Goal: Find a tutorial that will help them bake something for their family

ACTION	Choose a website with cooking tutorials	Browse tutorials	Choose a tutorial	View the tutorial	Cook
TASK LIST	A. Search for websites with cooking tutorials B. Choose a website that has the desired tutorials	A. Browse the website for tutorials B. Apply filters if available	A. Select a tutorial to watch	A. View the tutorial B. Take notes	A. Prepare the ingredients B. Choose a website that has the desired tutorials
FEELING ADJECTIVE	Excited to find a tutorial	Happy to be browsing the tutorials	Unsure which tutorial to choose	Overwhelmed by all the information Busy with taking notes	Nervous about following all the steps Eager to eat
IMPROVEMENT OPPORTUNITIES	Create an inviting homepage	Clear and easy to use filters	Customer reviews	Replay button Button to slow down viewing speed	None

Paper wireframes

- Homepage - big automated carousel in the hero section;
- Explore - with filtering options
- Trending - with content divided in several groups/categories
- My list - contains liked videos



Digital wireframes

The homepage is packed with stunning photos and quick access to videos relevant to the user.



The categories are relevant to the user's desires. They are based on their viewing patterns,

The image displays two side-by-side wireframes of a video platform interface, labeled 'Speats'.

The left wireframe shows a vertical navigation menu on the left and a main content area on the right. The main content area includes sections for 'Top 10 today' (with numbered video thumbnails), 'Continue watching' (with video thumbnails), 'Based on your watch list' (with video thumbnails), 'My list' (with video thumbnails), and 'Our recommendations' (with video thumbnails). At the bottom of the main content area, there are sections for 'Popular now', 'Latest uploads', and links to 'Audio and subtitles', 'Help center', 'Cookies', 'Contact us', 'About us', and 'Career'.

The right wireframe shows a similar layout but with different content. It features a search bar at the top, followed by sections for 'Video title' and 'Creator name' with a 'PLAY' button. Below these are sections for 'Top 10 today', 'Continue watching', 'Based on your watch history', 'My list', and 'Our recommendations', each with video thumbnails. At the bottom, it has sections for 'Popular now', 'Latest uploads', and links to 'Speats', 'Audio and subtitles', 'Help center', 'Cookies', 'Contact us', 'About us', and 'Career'.

A yellow arrow points from the text below the left wireframe to the left wireframe itself. Another yellow arrow points from the text above the right wireframe to the right wireframe.

Top sticky navigation + search options will allow the users to easily navigate the website

Digital wireframes

Speats

Home Explore Trending My list

My list

Speats

Audio and subtitles Help center Cookies

Contact us About us Career

Three dark gray circular navigation dots at the bottom.

Speats

My list

Speats

Audio and subtitles Help center Cookies

Contact us About us Career

Three dark gray circular navigation dots at the bottom.

Speats

Home Explore Trending My list

Dessert Driver date Impress your guests Fall course dinner

Asian cuisine Oriental Cuisine European Cuisine American cuisine

Top 10 today

1 2 3 4 5

Category 1

Category 2

Category 3

Category 4

Category 5

Category 6

Category 7

Category 8

Speats

Audio and subtitles Help center Cookies

Contact us About us Career

Three dark gray circular navigation dots at the bottom.

Speats

Home Explore Trending My list

Top 10 today

1 2 3 4 5

Category 1

Category 2

Category 3

Category 4

Category 5

Category 6

Category 7

Category 8

Speats

Audio and subtitles Help center Cookies

Contact us About us Career

Three dark gray circular navigation dots at the bottom.

Digital wireframes

This wireframe shows a video player interface. At the top, there's a navigation bar with 'Speats' and links for 'Home', 'Explore', 'Trending', and 'My list'. Below the navigation is a video player area showing a play button, a progress bar at 48:30, and a list of ingredients for a recipe. The video title is 'Video title'. Below the video player are sections for 'My list', 'Based on your watch history', 'Popular now', and 'Our recommendations', each containing six video thumbnail cards.

Speats Home Explore Trending My list

You are watching
Video title

48:30

Recipe name

For the dough

- Water
- Yeast
- Loren ipsum

For the filling

- Water
- Flour
- Loren ipsum

My list

Based on your watch history

Popular now

Our recommendations

Speats

Audio and subtitles Help center Cookies

Contact us About us Career

This wireframe shows a screen for creating a recipe card. It features a header 'Speats' with a search icon. Below the header is a 'Video title' input field with a play button icon. The main area is divided into two sections: 'Recipe name' and 'My list'. The 'Recipe name' section contains fields for 'For the dough' (Water, Yeast, Loren ipsum) and 'For the filling' (Water, Flour, Loren ipsum). Below these are sections for 'Based on your watch history', 'Popular now', and 'Our recommendations', each with three video thumbnail cards. At the bottom are links for 'Audio and subtitles', 'Help center', and 'Cookies'.

Speats

Video title

Recipe name

For the dough

- Water
- Yeast
- Loren ipsum

For the filling

- Water
- Flour
- Loren ipsum

My list

Based on your watch history

Popular now

Our recommendations

Audio and subtitles

Help center

Cookies

This wireframe shows a video library interface. At the top, it displays 'Top 10 today' with ten video thumbnails. Below this are sections for 'New uploads', 'Releasing this week', 'Releasing next week', and 'Bake something new', each containing five video thumbnails. The main content area is organized by cuisine: 'Japanese cuisine', 'Chinese cuisine', 'Thai cuisine', 'Diverse breakfast recipes', 'French cuisine', 'Italian cuisine', 'Greek cuisine', and 'Cook your steak differently', each with five video thumbnails. At the bottom are links for 'Audio and subtitles', 'Help center', and 'Cookies'.

Speats

Home Explore Trending My list

Top 10 today

New uploads

Releasing this week

Releasing next week

Bake something new

Japanese cuisine

Chinese cuisine

Thai cuisine

Diverse breakfast recipes

French cuisine

Italian cuisine

Greek cuisine

Cook your steak differently

Audio and subtitles

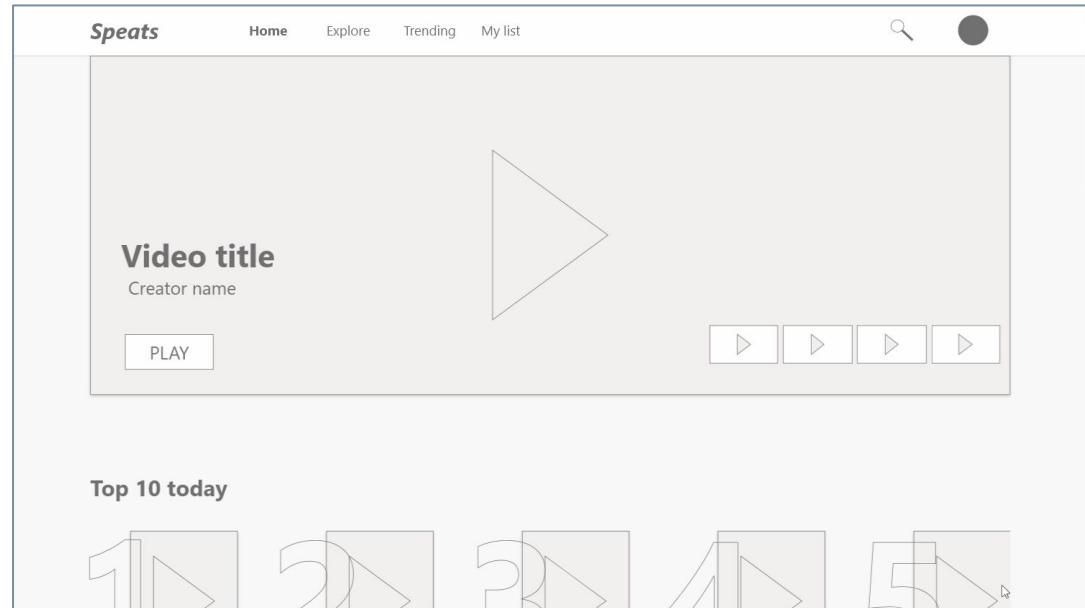
Help center

Cookies

Contact us About us Career

Low-fidelity prototype

In this flow the user navigates to the Trending page and chooses which video to view.



Usability study: findings

Round 1 findings

- 1 Users want more spacing between rows of videos
- 2 Users want better navigational cues
- 3 Users want the text easier to read

Round 2 findings

- 1 Users want the video boxes bigger
- 2 Users will respond better to an animation after completing tasks
- 3 Users don't easily notice the filters in the Explore page

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

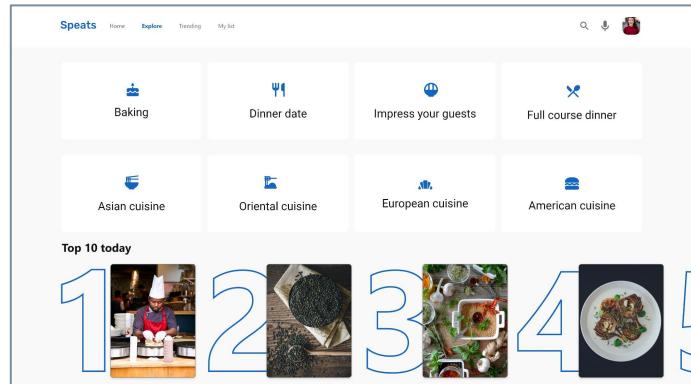
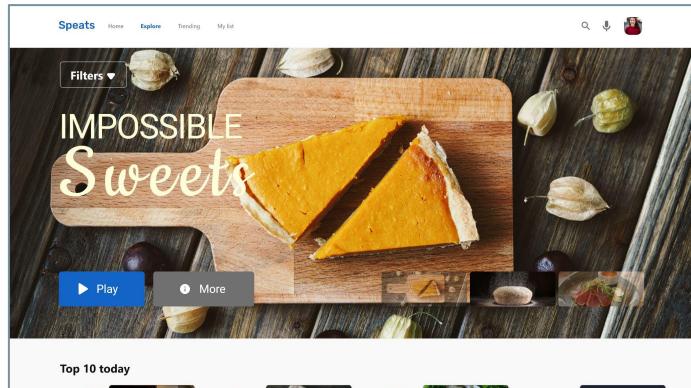
Mockups

During the usability study it was observed that the users have trouble using the filters and that the users want more spacing in certain areas.

Before usability study

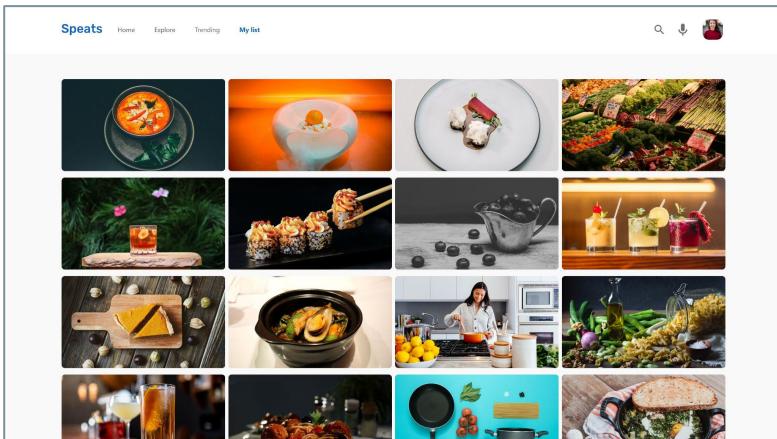


After usability study

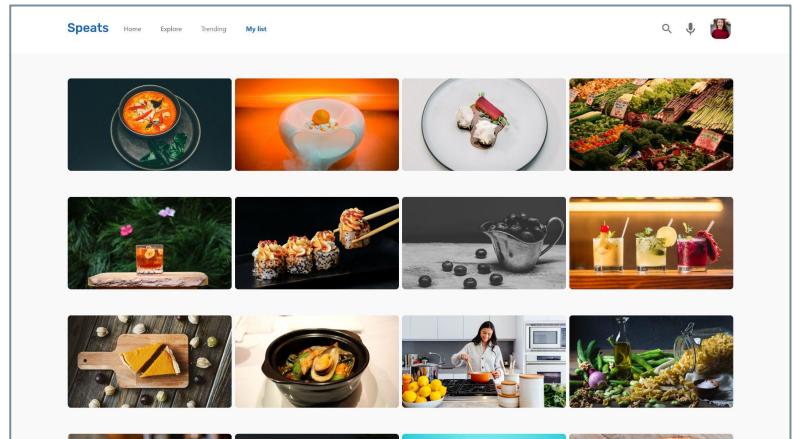


Mockups

Before usability study



After usability study



Mockups

The Speats homepage features a large grid of 24 thumbnail images showcasing various dishes and drinks. Below the grid, there are sections for 'Audio and subtitles', 'Help center', 'Cookies', and social media links for Facebook, Instagram, and Twitter.

Speats Home Explore Trending My list

Audio and subtitles
Help center
Cookies

Contact us
About us
Career

[Facebook](#) [Instagram](#) [Twitter](#)

A detailed view of a cooking video for 'Sally's Pumpkin Pie'. The video shows hands kneading dough on a floured surface. The video card includes a title, description, duration (2 hours), and serving size (8-10 servings). Below the video, there are sections for 'Continue watching', 'Based on your watch history', 'My list', and 'Our recommendations'.

Sally's Pumpkin Pie

Description

Bursting with flavor, this pumpkin pie recipe is my very favorite. It's not smooth, and it has a messy texture, but it's oh so delicious! It's made with a homemade pie crust and served with whipped cream. The pie crust leaves are purty for decor; you can leave those off of the pie and only make 1 pie crust. You can also leave off the sugared cranberries.

2 hours
8-10 servings

Continue watching

Based on your watch history

My list

Our recommendations

Speats Home Explore Trending My list

Audio and subtitles
Help center
Cookies

Contact us
About us
Career

[Facebook](#) [Instagram](#) [Twitter](#)

The Speats homepage features several curated sections: 'Baking', 'Dinner date', 'Impress your guests', and 'Full course dinner'. Below these are sections for 'Top 10 today', 'Continue watching', 'Based on your watch history', 'My list', 'Our recommendations', 'Popular now', 'Latest uploads', and social media links.

Baking
Dinner date
Impress your guests
Full course dinner

Asian cuisine
Oriental cuisine
European cuisine
American cuisine

Top 10 today

Continue watching

Based on your watch history

My list

Our recommendations

Popular now

Latest uploads

Speats Home Explore Trending My list

Audio and subtitles
Help center
Cookies

Contact us
About us
Career

[Facebook](#) [Instagram](#) [Twitter](#)

Mockups

Listening...



Baking

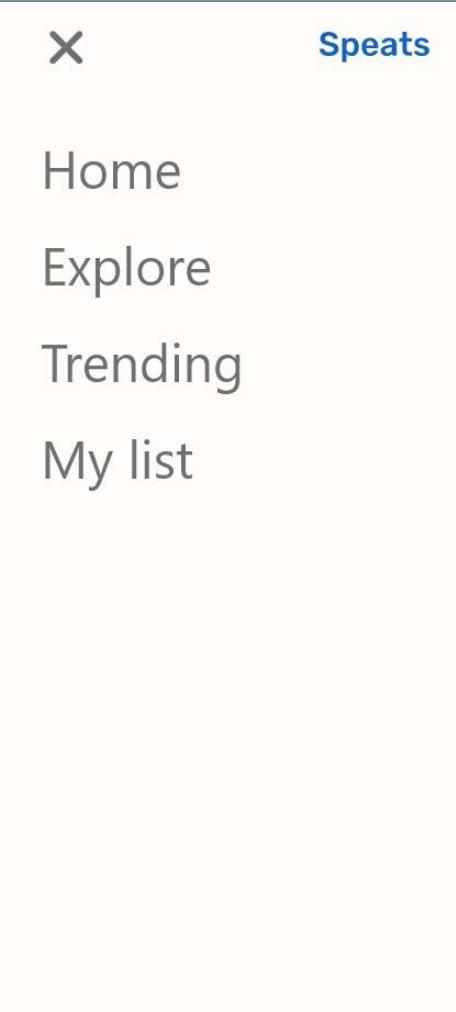


The Speats video player interface features a large thumbnail for a video titled "IMPOSSIBLE Sweets" showing a slice of cake. Below the thumbnail are sections for "Top 10 today" (ranked 1 to 4), "Continue watching", "Based on your watch history", "My list", "Our recommendations", "Popular now", and "Latest uploads". At the bottom are links for "Speats", "Audio and subtitles", "Help center", "Cookies", "Contact us", "About us", and "Career".

The Speats homepage displays a grid of food-related images under sections such as "Latest uploads", "Relating this week", "Relating next week", "Bake something new", "Japanese cuisine", "Chinese cuisine", "Thai cuisine", "How to choose your ingredients", "Italian cuisine", "French cuisine", "Greek cuisine", and "Cook along with a Chef". At the bottom are links for "Speats", "Audio and subtitles", "Help center", "Cookies", "Contact us", "About us", and "Career".

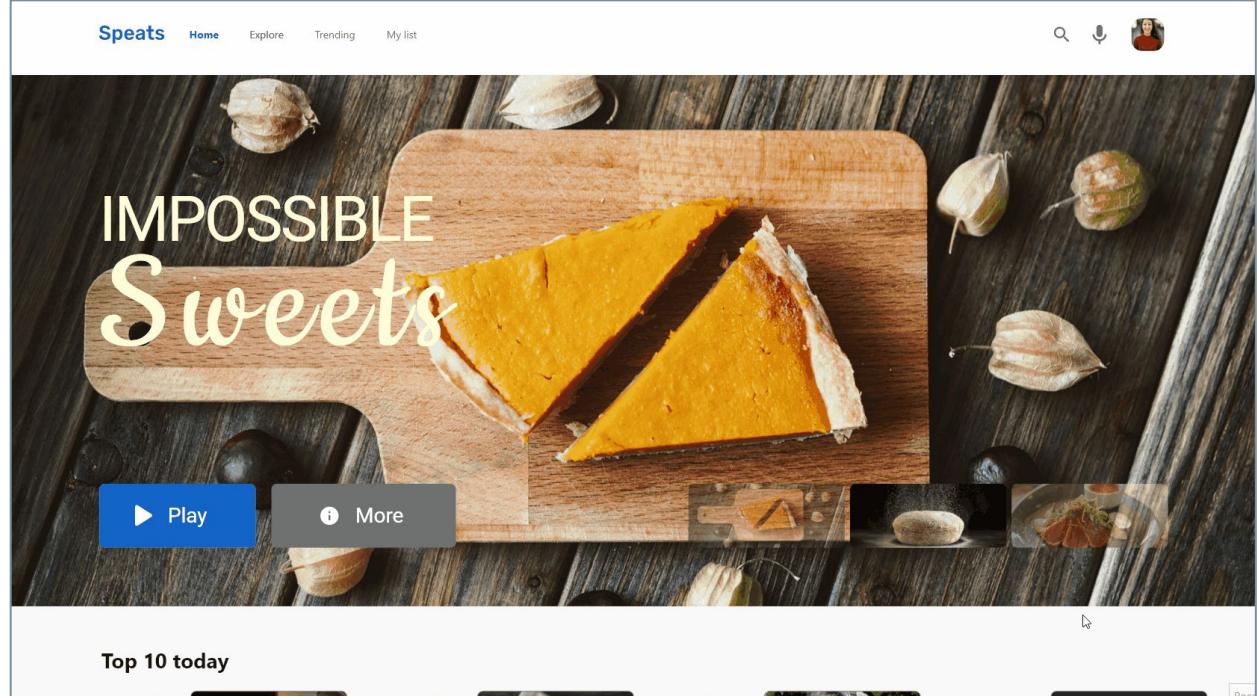
Mockups

The mobile version has the elements scaled down and adapted for the smaller viewport. The navigation was compacted in a hamburger menu.



High-fidelity prototype

[Link to high-fidelity prototype](#)



Accessibility considerations

1

Colour Contrast

A good contrast between the elements in the page makes the website easy to navigate for both low-sighted and colour-blind users.

2

Feedback

Each action will give user feedback on the outcome of the action.

3

Speech recognition

By using speech-to-text transcription we ensure all users are able to perform the search function and find the video they need

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"The website is perfect for people with no cooking skills that have to feed themselves."

Student that participated in the study.



What I learned:

Throughout the project I have learned about all the stages of a UX Research study, about the ins and outs of a website for cooking tutorials and working with Adobe XD.

Next steps

1

Request recipe

The feature would allow the users to request certain recipes or guest appearances from chefs.

2

Custom lists

The feature would allow the users to create custom lists that would appear in the “My list” page.

3

Dark mode

Create a dark mode version to give the users more design options.

Let's connect!



Feel free to contact me for any kind of inquiries.

If you want to view more of my work check my Behance account.



[Iulian Pistol on Behance](#)



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