Structured UX Design Process Output

1. **Problem Defined:**

   - Example: Improve recipe search and filtering in a food recipe website.

2. **Ideas Generated (Solution Ideation):**

   - Filter by cuisine, ingredients, dietary preferences.

   - Provide personalized recipe recommendations.

   - Add visual tags for quick identification (e.g., spicy, vegan).

3. **User Personas Created:**

   - Persona 1: Busy professional looking for quick recipes.

   - Persona 2: Vegetarian home cook exploring new cuisines.

   - Persona 3: Beginner cook needing step-by-step guidance.

4. **User Stories Written:**

   - "As a busy professional, I want to filter recipes by cooking time, so that I can find quick meals."

   - "As a vegetarian, I want to exclude non-vegetarian recipes from search results."

   - "As a beginner cook, I want to see video tutorials linked with each recipe."

5. **Scenarios Developed:**

   - Persona 1 checks recipes on phone during short lunch break, looking for <30-minute meals.

   - Persona 2 explores vegetarian Mexican dishes for a weekend dinner party.

   - Persona 3 watches tutorial videos while cooking for the first time.

6. **Flow Maps Created:**

   - User opens recipe filter.

   - Selects criteria (cuisine, cooking time, dietary).

   - Reviews filtered results.

- Saves or clicks recipe for detailed view.

7. **Information Architecture Designed:**

   - Recipes categorized by cuisine, meal type, dietary needs.

   - Clear navigation menus for filtering options.

   - Tags and labels standardized for consistency.

8. **Review & Iterate:**

   - Gather user feedback on filters.

   - Adjust UI based on pain points found in flows.

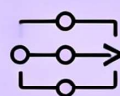   - Refine persona details as needed.
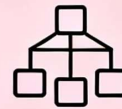
UX Design Process

| Solution Ideation | User Story Creation | Scenario Development | Flow Mapping | Information Architecture Design |