Foodie

Food Recipes App

Ghalewa M. Al-Badri

1 week

Figma, Miro, Zeplin

Challenge or Problem Overview

In our fast-paced, contemporary world, maneuvering through the vast culinary landscape presents a significant hurdle for those in search of inspiring recipes. Amidst the hustle and bustle of daily life, individuals encounter a daunting task when attempting to navigate the multitude of available cooking options. With the proliferation of digital resources, finding recipes that resonate with their dietary preferences, health goals, and culinary skill level, personal tastes, and culinary aspirations has become an increasingly complex endeavor.
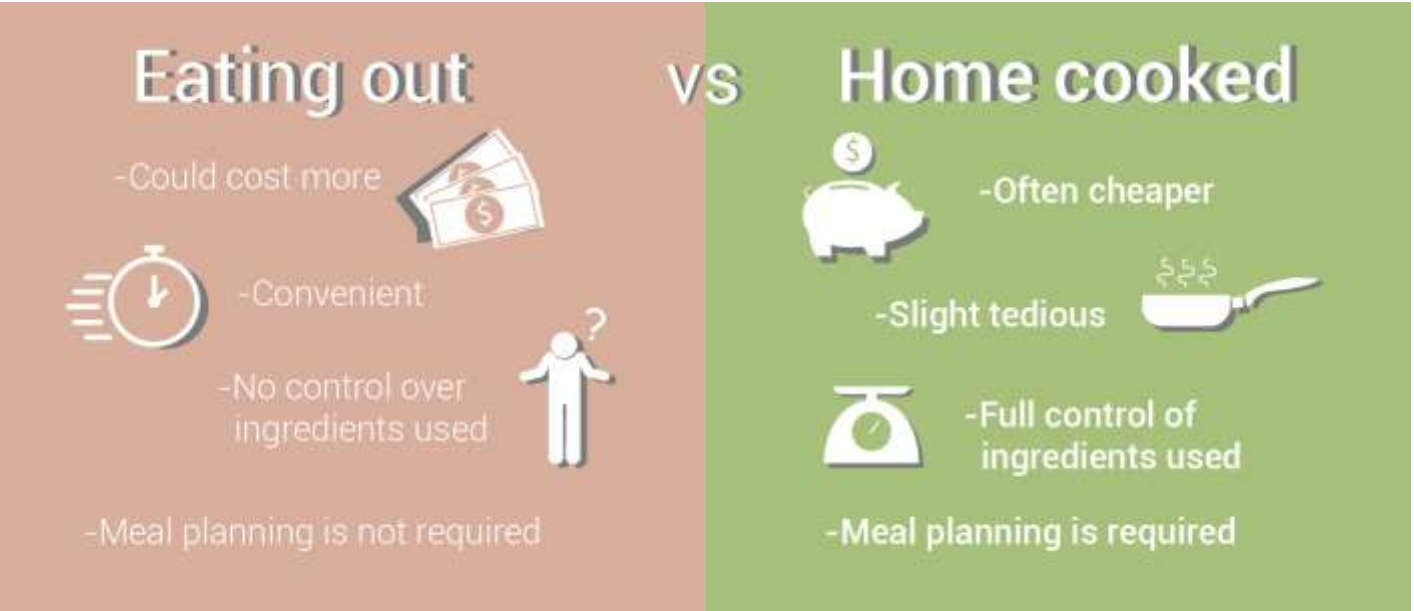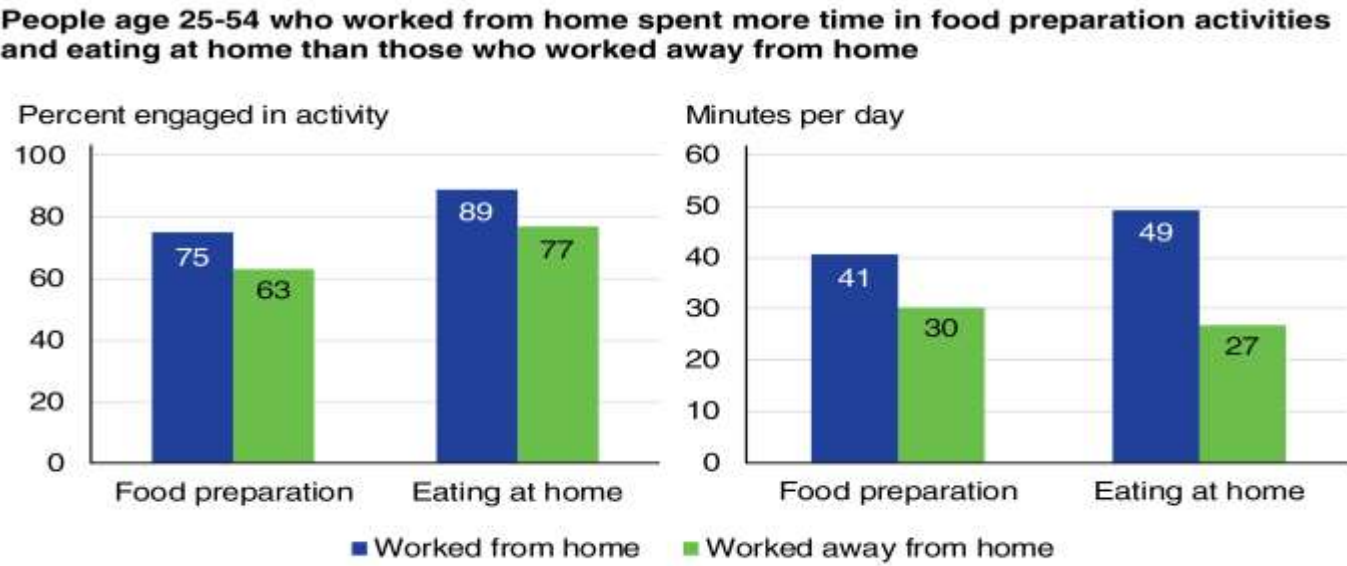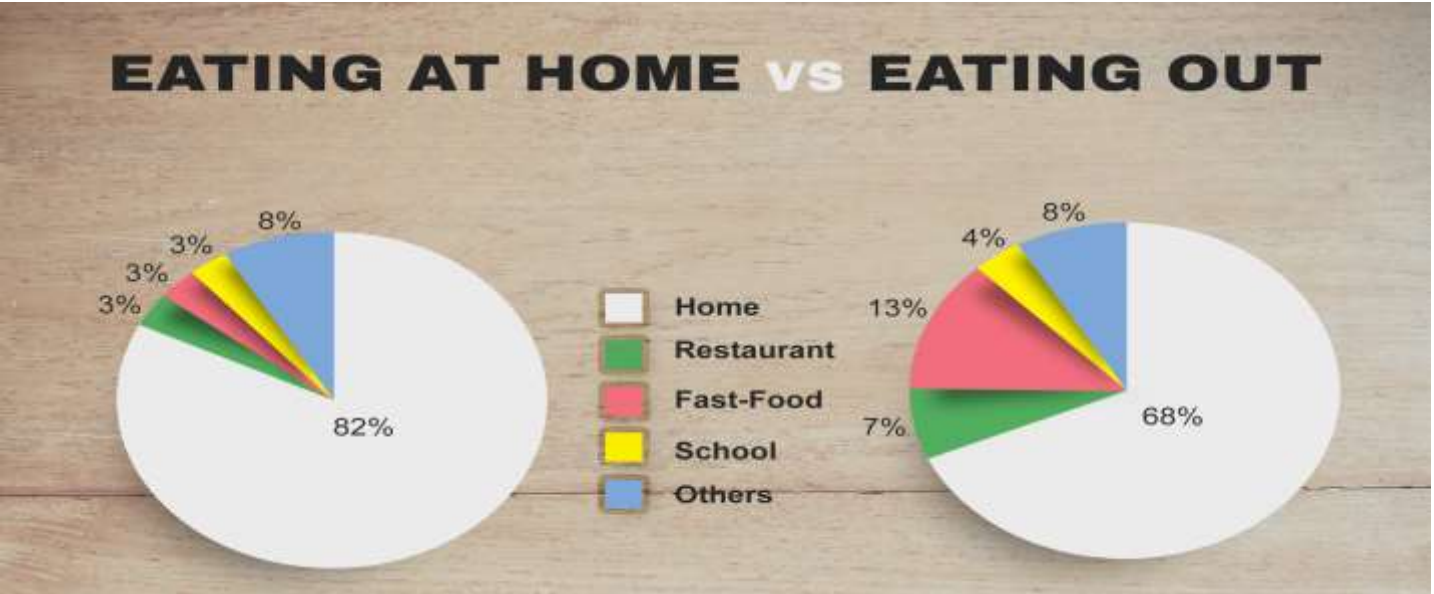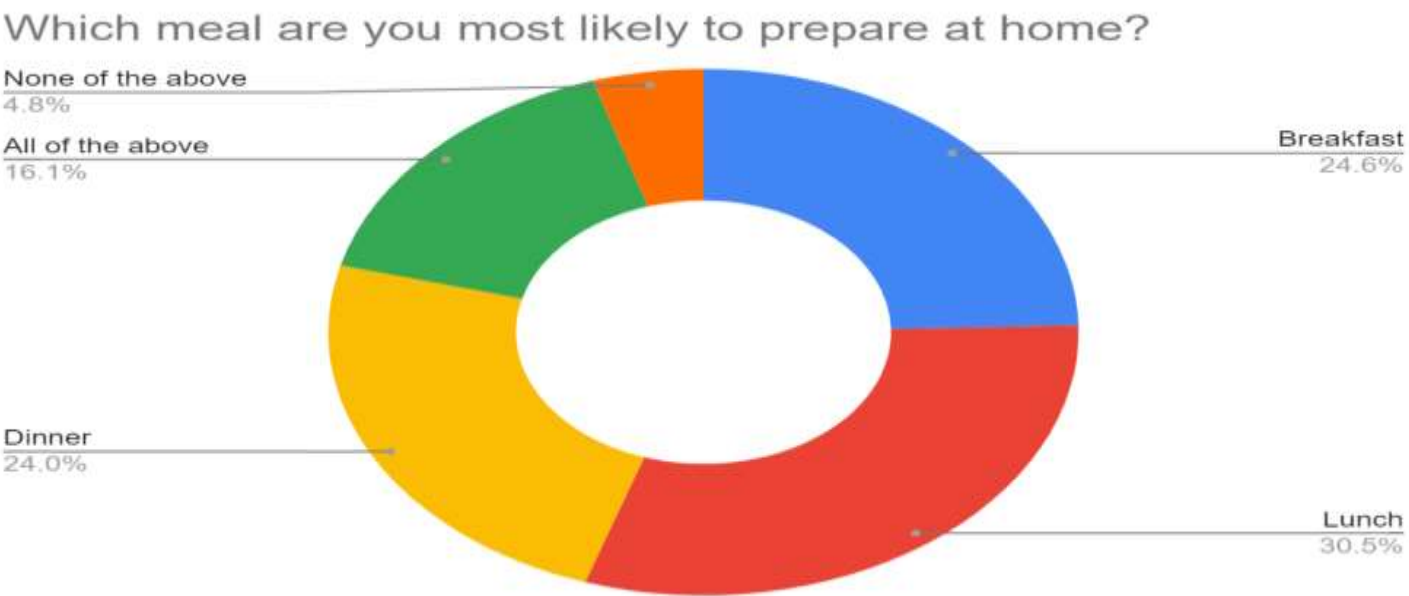
I aim to create a solution by developing a food recipes app that prioritizes health, convenience, and affordability. Through this initiative, we aspire to revolutionize the way people approach cooking and nutrition, ultimately fostering a culture of mindful eating and promoting overall well-being.

Discovery: Research & Analysis

To develop insights for the food recipes app, I embarked on a journey of discovery through comprehensive research and analysis. Understanding the user landscape was paramount, necessitating an exploration of how many individuals engage with cooking apps and their level of familiarity with such platforms. Additionally, delving into users' preferences and culinary inclinations was essential to tailor the app's offerings effectively.
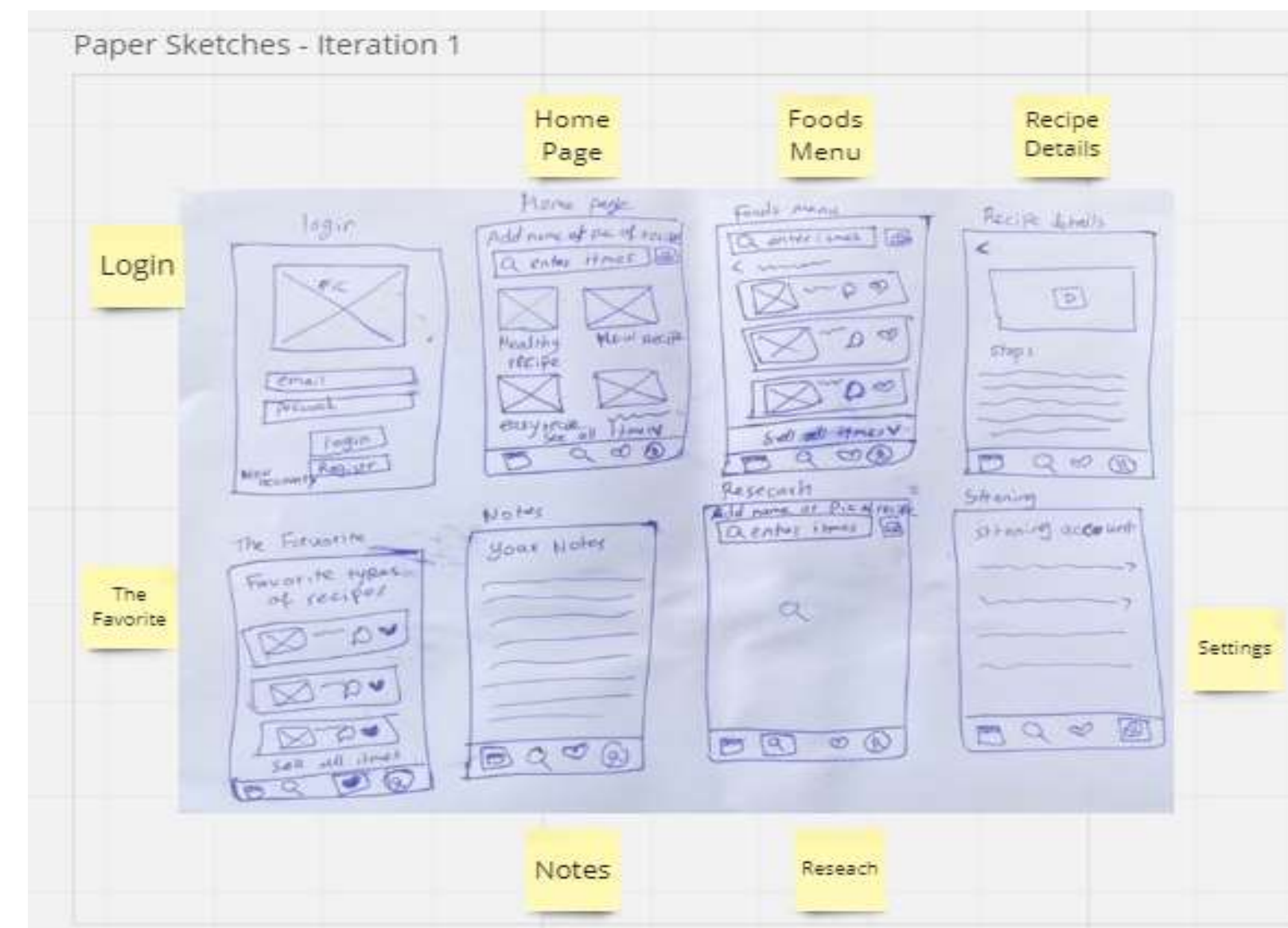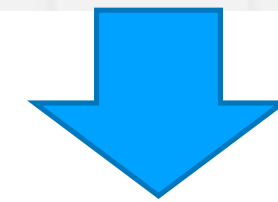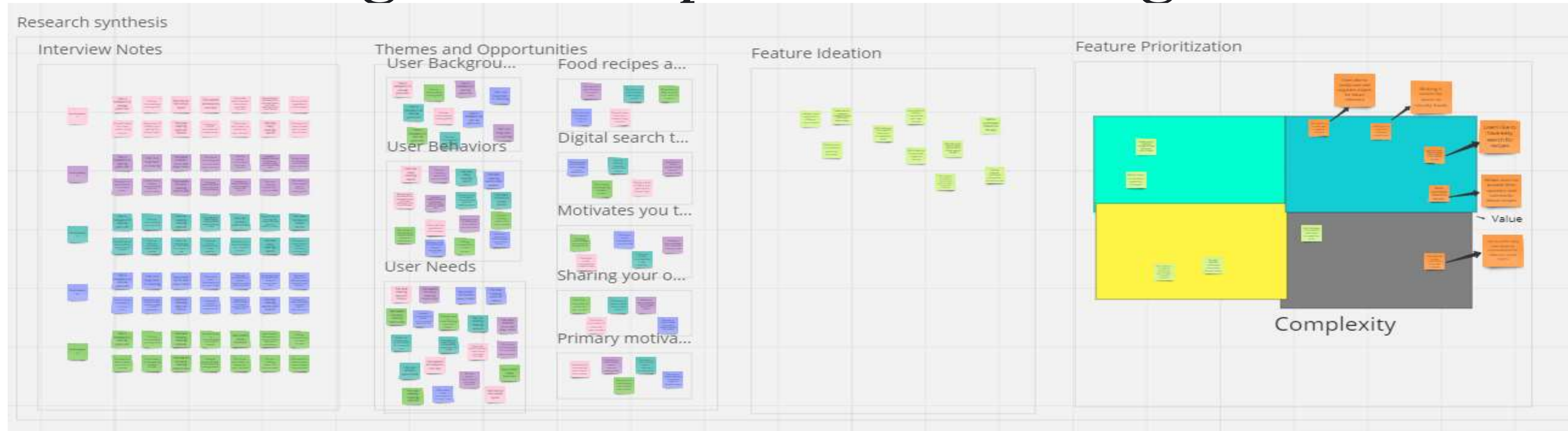
To gather pertinent data, I initiated surveys and conducted interviews, aiming to capture a holistic view of users' needs, desires, and pain points.

Which meal are you most likely to prepare at home?

None of the above 4.8%
All of the above 16.1%
Dinner 24.0%
Breakfast 24.6%
Lunch 30.5%

EATING AT HOME vs EATING OUT

8%
3%
3%
3%
82%

Home
Restaurant
Fast-Food
School
Others

8%
4%
13%
7%
68%

People age 25-54 who worked from home spent more time in food preparation activities and eating at home than those who worked away from home

Percent engaged in activity
Food preparation: 75 / 63
Eating at home: 89 / 77

Minutes per day
Food preparation: 41 / 30
Eating at home: 49 / 27

■ Worked from home ■ Worked away from home

Eating out vs Home cooked

Eating out
-Could cost more
-Convenient
-No control over ingredients used
-Meal planning is not required

Home cooked
-Often cheaper
-Slight tedious
-Full control of ingredients used
-Meal planning is required

Design: Concepts & Sketching

Following discovery and research synthesis, it became evident that there is a significant demand for an online platform for nutritious food recipes. In response to this need, I devised an online solution aimed at empowering users to discover, create, and enjoy a variety of recipes from the comfort of their homes. Employing the Crazy-8 Sketching method, I generated initial sketches for the app screens, laying out the fundamental features and user interactions. Subsequently, we translated these sketches into low-fidelity designs, focusing on usability and intuitive navigation to ensure a seamless user experience throughout the recipe discovery and cooking process.
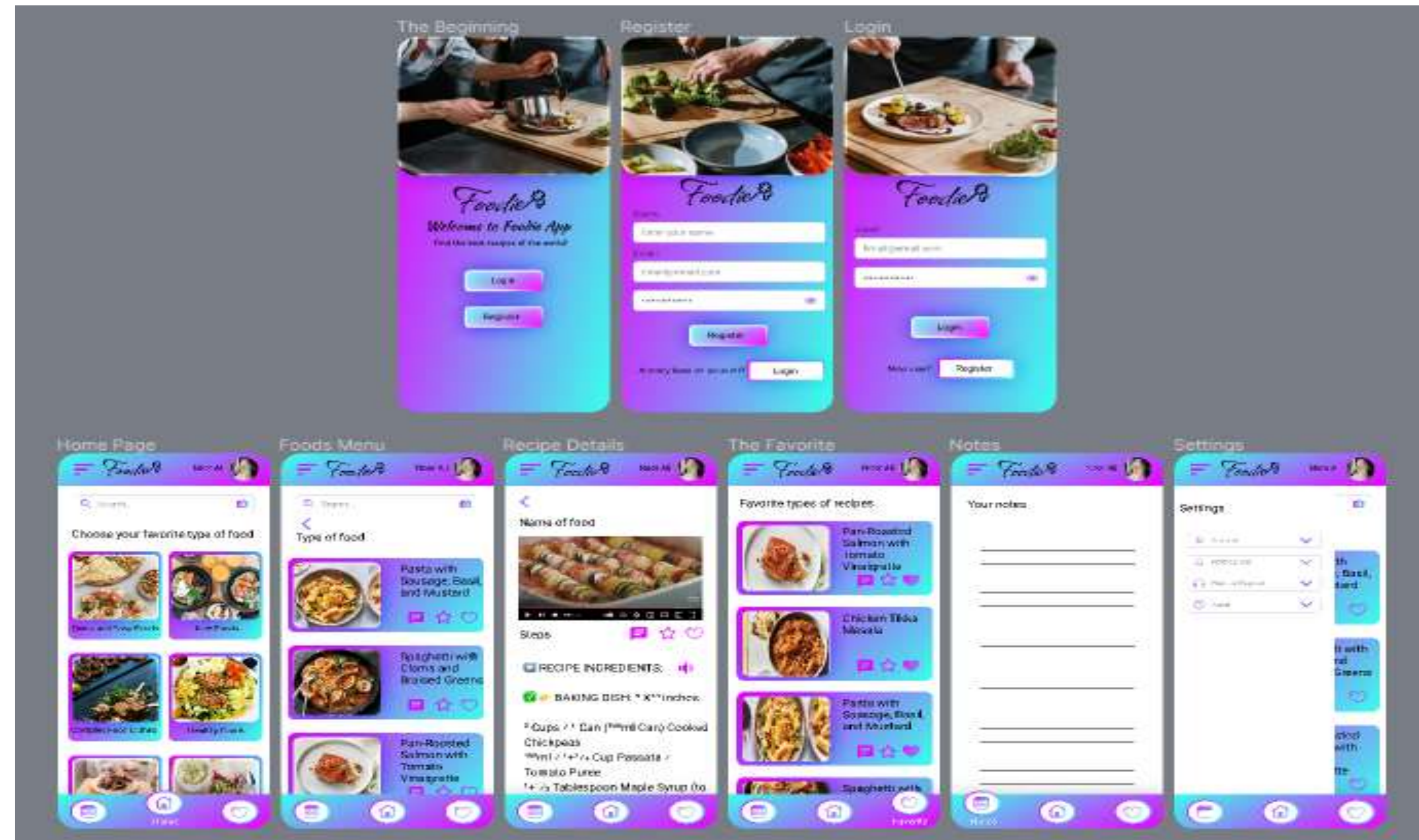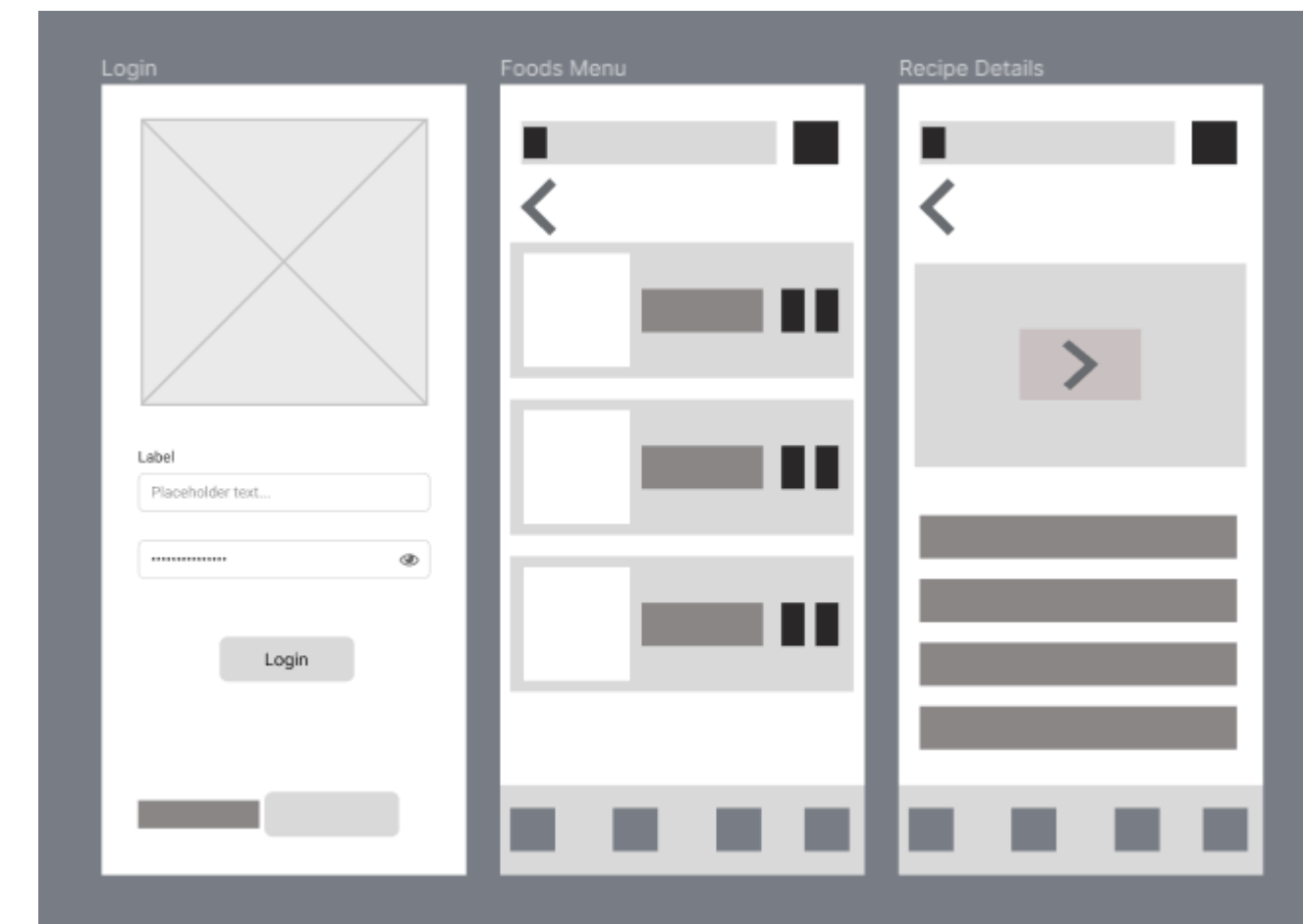
Design: Concepts & Sketching

Develop: Prototyping

I began with the initial design concept, utilizing Figma to translate my sketches into digital form. These designs were derived from the preliminary sketches I had created earlier. You can review them [here](#).

Subsequently, following thorough surveys and interviews, I refined my design to its ultimate iteration. You can find the final version [here](#).
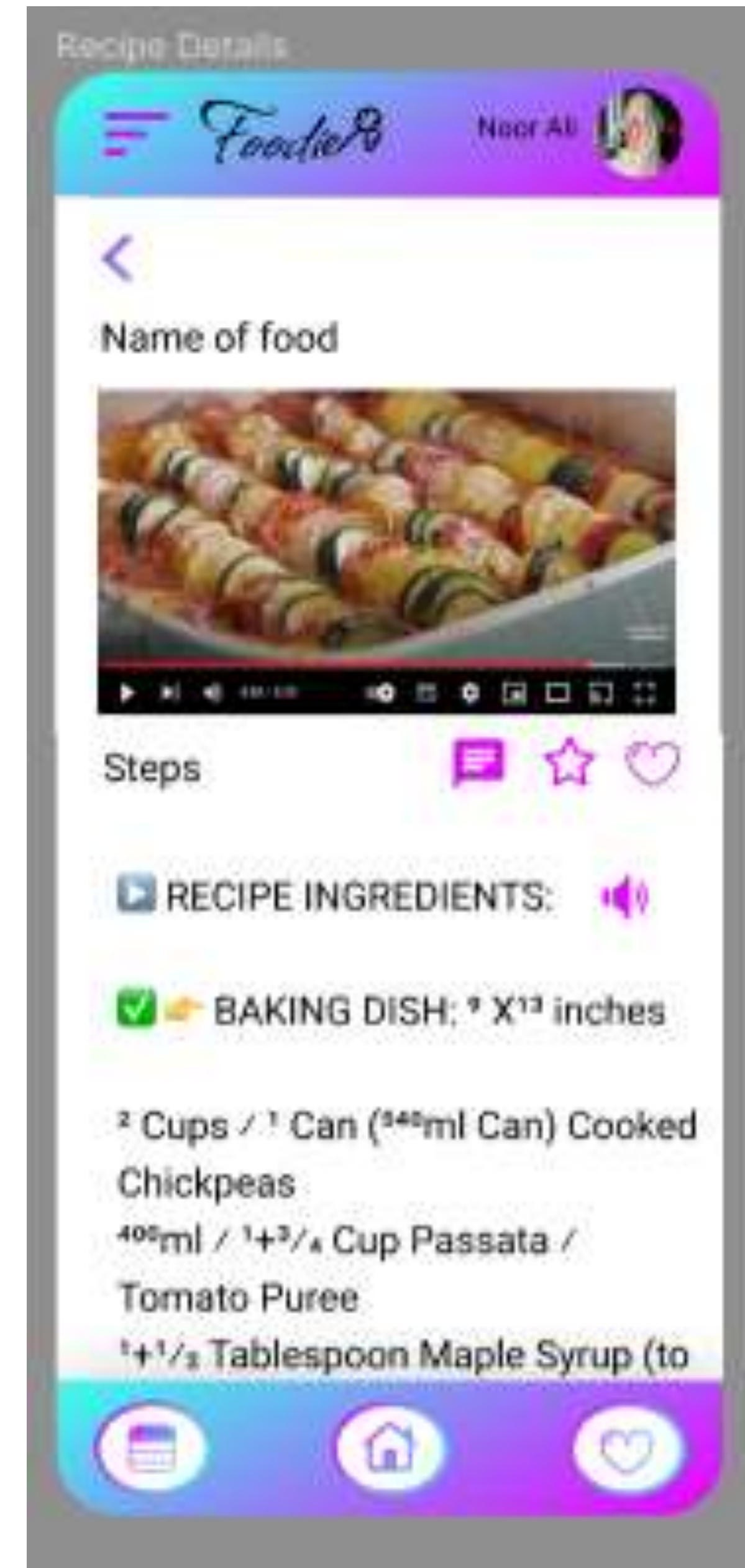
Test: Validation, Usability, Feedback

To validate our food recipes app and assess its utility, we conducted a survey with a sample of users who willingly participated. The primary objectives were to understand the usefulness of the app and gather feedback for further improvements. Following the survey, we meticulously organized the collected data and embarked on a comprehensive analysis to extract valuable insights. Here are the key findings from our data analysis:

- 85% of the users expressed satisfaction with the transition to using an online platform for accessing food recipes, indicating a preference for the app over traditional methods.

- 90% of the users reported being pleased with the usability of the app, highlighting its intuitive design and ease of navigation.

Design: Iteration

After conducting interviews and surveys, I gathered all the necessary data to enhance the food recipes application based on user needs and suggestions. By incorporating their feedback, I made several updates and additions

- Some users disliked reading recipe details. Therefore, I added a voice icon to read recipe details to make it easier and more user-friendly.

- Users wanted more comprehensive details about the recipes to continue cooking with confidence. To meet this demand, I enriched the content with additional information such as detailed videos and step-by-step cooking instructions.

- Users wanted an easy way to save and revisit recipes. Therefore, I added a heart icon to save recipes for future reference.

Solution & Impact Overview

Following the completion of initial paper sketches and Low-Fi prototype, I proceeded to craft a High-Fi prototype of my envisioned solution to visually articulate my concepts and embody the essence of the idea for swift feedback and product enhancement.

Utilizing Figma, I developed the High-Fi prototype, comprising 8 frames meticulously designed to address users' pain points effectively.

Additionally, I employed Zeplin to export the prototype file, facilitating the generation of development resources. You can access the prototype file through clicking here.

About Me

I'm Ghalewa, a dedicated Software Engineer deeply passionate about UI/UX Design. I master all Figma, Miro, Zeplin, and various other design tools, I aim to leverage my expertise to craft exceptional user experiences. My strong research acumen enables me to grasp user needs intricately, facilitating the creation of intuitive designs. Driven by a vision to make a mark in the UX Design domain, I aspire to establish a company to champion my innovative ideas. Beyond my tech pursuits, I have a profound appreciation for art in all its forms. Typography, photography, and design are among my creative interests, reflecting my diverse artistic inclinations.