

Healthy meal recipe app

To help young adults

Tim W.

Project overview



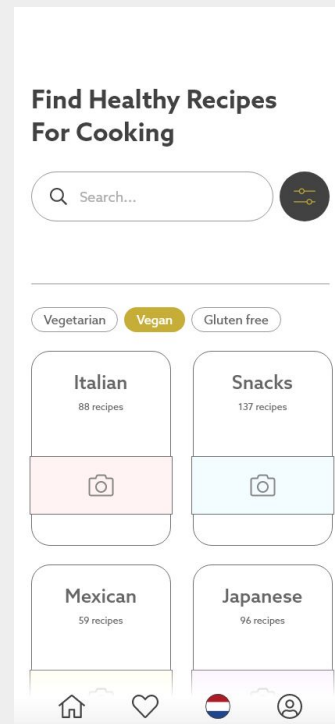
The product:

A tool to help young adults cook healthier meals. Application is intended for ages 18 to 32 and all genders.



Project duration:

January 2023 - June 2023



Project overview



The problem:

There is currently no easy way for young, busy adults to easily cook healthy meals.



The goal:

A concise way to find, prepare and cook healthier meals.

Project overview



My role:

Lead UX designer & researcher



Responsibilities:

User research, wireframing, low- & high-fidelity mockups and prototyping.

Understanding the user

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

User research: summary



The user research process commenced with the identification of the target audience and the development of personas, user bios, and user stories as representations of this audience. In this initial phase, assumptions were made regarding the preferences, attitudes, behaviors, and needs of the users. Subsequently, various research methods including surveys, interviews, observations, and analytics were employed to validate or challenge these assumptions. It became evident that certain customer groups were overlooked due to recency bias. Following the completion of the research, the assumptions underwent modification, enabling a deeper understanding of potential users. This, in turn, led to the creation of new personas, user bios, or user stories that more accurately capture the needs and behaviors of the users.

User research: pain points

1

No mobile solution

There is no mobile solution that offers a simple way to find healthy recipes.

2

Vague nutritional values

No easy way to see the nutritional values of a recipe once it is finished.

3

Bad comp. apps

The apps that are provided by competitors are clunky and unclear.

4

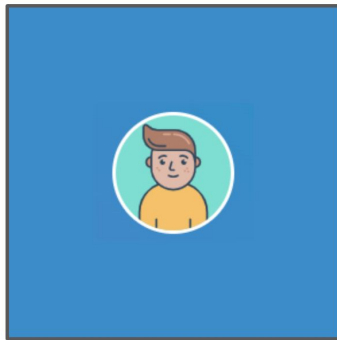
Inaccessible ingredients

No easy way to find recipes that are available in your area.

Persona: Julian Lavigne

Problem statement:

Alex is a health-conscious home cook who needs a tool that provides a wide range of healthy recipes, including vegetarian, vegan, and gluten-free options because they struggle to incorporate healthier options into their meals.



Alex

Age: 25

Education: Computer science

Hometown: Rome, Italy

Family: 1 brother, 2 sisters

Occupation: Student

"I love cooking and trying new things, but I'm always searching for healthier recipes that align with my dietary choices."

Goals

Alex wants a tool that provides a wide range of healthy recipes. They also want features like ingredient substitution suggestions and nutritional information.

Frustrations

Alex often feels overwhelmed by the variety of healthy recipes available online. They also struggle with meal planning and often end up wasting food.

Alex is a 25-year-old student who is health-conscious and passionate about cooking. They enjoy experimenting with new recipes and ingredients but often find it challenging to incorporate healthier options into their meals.

User journey map

Goal: A tool that provides a wide range of healthy recipes and has features like ingredient substitution suggestions and nutritional information.

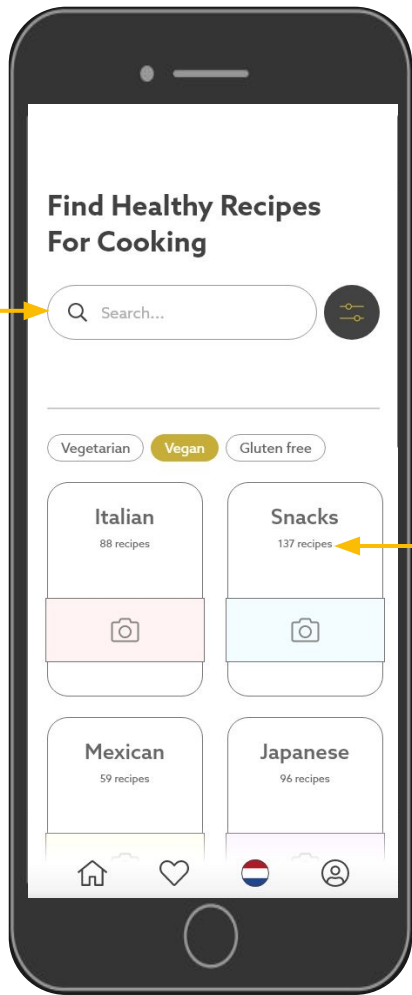
ACTION	Discovery & onboarding	Exploring and Recipe Discovery	Recipe Selection and Preparation	Cooking and Enjoying the Meal	Feedback and Sharing
TASK LIST	Tasks A. Alex learns about the tool. B. Alex visits the tool's website or app store page to gather more information. C. Alex downloads the app and signs up for an account. D. Alex sets their dietary preferences and skill level.	Tasks A. Alex explores the recipe library, using search filters to find specific types of recipes. B. Alex saves favorite recipes for future reference.	Tasks A. Alex selects a recipe and accesses the detailed instructions and ingredient list. B. Alex gathers the necessary ingredients and follows the step-by-step instructions to prepare the meal.	Tasks A. Alex follows the cooking instructions, using any provided tips or substitution suggestions. B. Alex cooks the meal, experimenting with new flavors and techniques. C. Alex enjoys the finished dish and assesses its taste and overall experience.	Tasks A. Alex provides feedback on the recipe, rating it and leaving feedback. B. If satisfied, Alex shares the successful cooking experience and recipe on social media or with friends.
FEELING ADJECTIVE	Interested Enthusiastic	Overwhelmed Excited	Excited Hopeful	Stressed Focused Proud	Satisfied
IMPROVEMENT OPPORTUNITIES	Write a clear and interesting website and app store page.	Providing the ability to filter recipes on dietary preferences. Provide a favoriting option.	Provide an accessible way to follow a recipe step-by-step.	Allow users to upload pictures of their finished dishes.	Provide functionality to provide feedback (and a rating) for a recipe.

Digital wireframes

My initial wireframes were a higher quality than intended.

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Focus on search



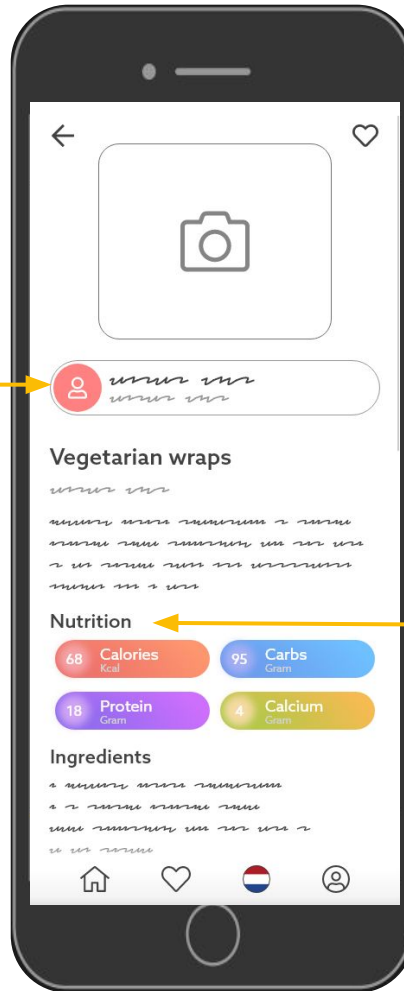
See amount of recipes

Digital wireframes

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See who created the recipe



Nutritional values!

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Finding the ingredients can be confusing as they are not contained in a separate section.
- 2 Keeping the search input at the top center of the page is effective

Round 2 findings

- 1 It is hard for most users to recognise what elements belong together because of the separation

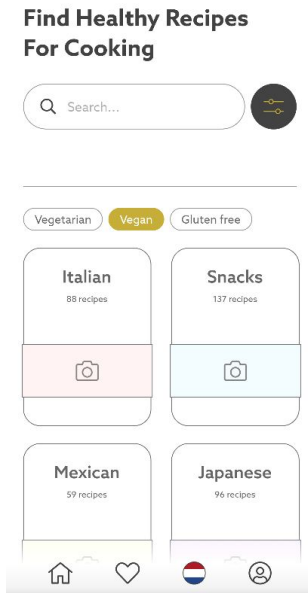
Responsive design

- Mockups
- High-fidelity prototype
- Accessibility
- Tablet mockups & prototype

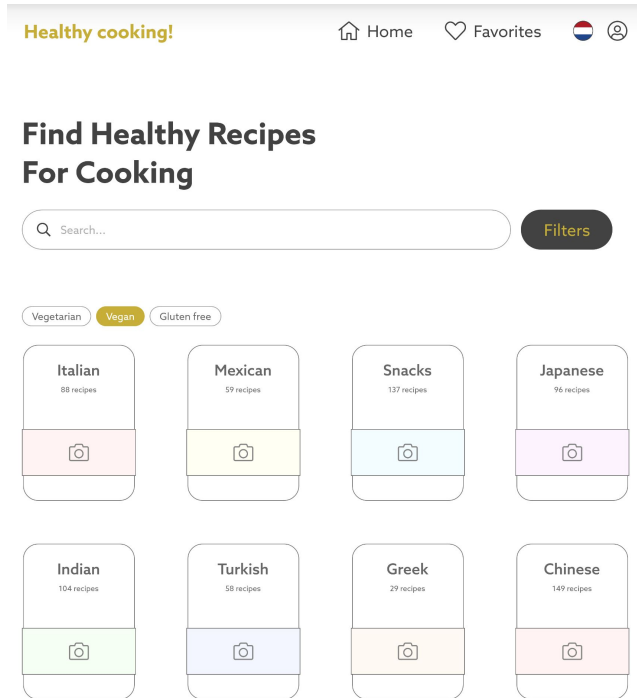
Mockups

A logical transition from
mobile to tablet, and
eventually from tablet to
desktop

Mobile



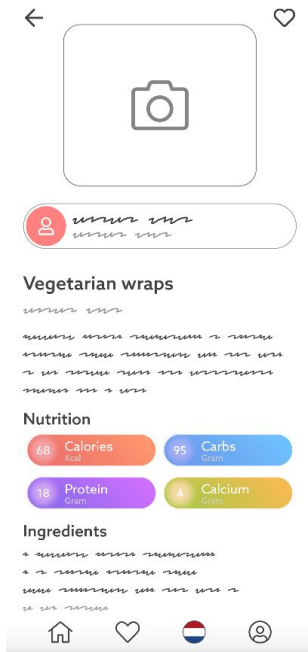
Tablet



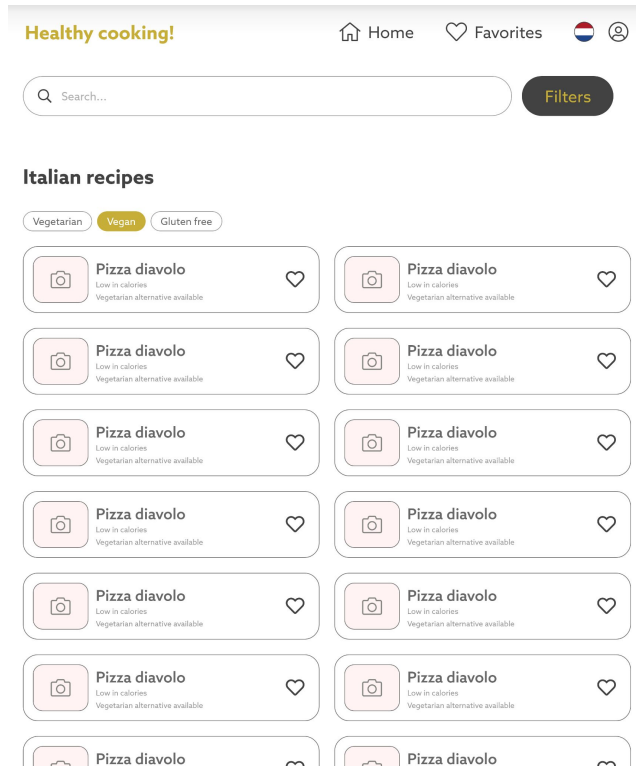
Mockups

A logical transition from mobile to tablet, and eventually from tablet to desktop

Mobile



Tablet



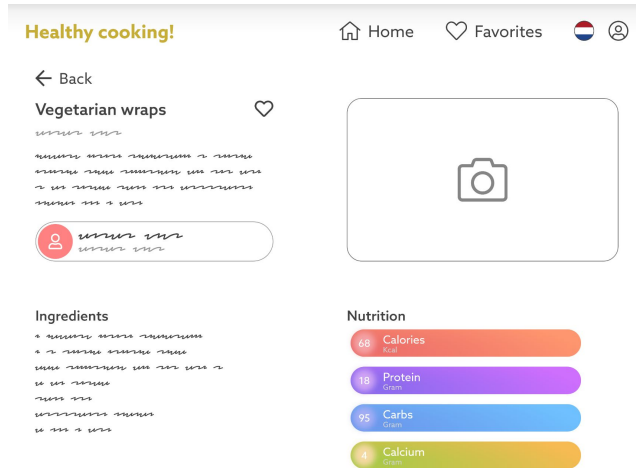
Mockups

A logical transition from mobile to tablet, and eventually from tablet to desktop

Mobile



Tablet



High-fidelity prototype

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Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I've made a prototype and it has had very good reviews from my beta testers. Also, after 2 rounds of refinement, the mockups have been checked thoroughly.



What I learned:

UX design for responsive user interfaces take a lot of effort and time!

Next steps

1

Add more contrast or a dark mode to the app.

2

Consider accessibility more!

3

Keep refining mockups and make a proof of concept in code!

Let's connect!



Contact me on LinkedIn: REDACTED

Phone number: REDACTED

Email: REDACTED