

# COMM5961- 2019

## Final Project Report -

### Tristaste

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# **Introduction**

My name is Trista. "Tristaste" is a portmanteau word comprised of my name "Trista" and "taste", which represents my passion and cooking style. Tristaste is a recipe website that provides low-calorie and yet diverse recipe choices. The concept of this website is driven from my observation that there is no media company specialized in providing solely low-calorie recipes in Hong Kong. For example, Day Day Cook and Cook1cook only put this kind of healthy recipes as a category, and do not offer many recipe choices for people who are calorie-conscious or on diet. Therefore, I have the idea to build a website that sorts and gathers low-calorie and yummy recipes from around the world.

# **Strategy**

## ***Site Objectives***

Hong Kong people love to try different kinds of cuisine since Hong Kong is a food paradise. They are becoming more interested in cooking due to the popular cooking demonstration videos being shared on social media, which are usually short and fast. At the same time, they are becoming more concerned about calories and diet.

Once I also wanted to lose weight. When I tried to look for a website that features low-calorie recipes only, I found that weight loss recipes are only put as a category of most recipe websites. Most of the low-calorie recipes on those websites are similar and do not cover different kinds of cuisine, such as low-calorie Japanese, Mexican or Thai recipes.

In fact, there are various healthy and yet yummy recipes on the Internet, but

they are cluttered in different websites and different categories. There is a lack of information aggregator that sorts and gathers low-calorie recipes solely. Therefore, it takes time for people who want to lose weight to browse different websites and find healthy recipes that they are actually interested in.

Also, most recipe websites do not provide details about calorie per serving and nutrition facts of ingredients, which are the concerns of calorie-conscious people. Users will have to search for related information based on the ingredients of different dishes accordingly.

Therefore, Tristaste aims at serving the needs of people who are calorie-conscious but still want to cook different kinds of tasty food. It concentrates and shares low-calorie recipes of different cuisine to satisfy consumers' desire for recipe choices, and save their time on searching everywhere on the Internet.

### ***User Needs***

Tristaste has two groups of target users. The primary users are people who are calorie-conscious and looking for low-calorie recipes. The secondary users are the general public who are interested in cooking, who likes to read recipes online. The target age group is within 18 - 60 years old, since some elder people also know how to find recipe information online nowadays.

To understand the needs of target users, interviews with primary and secondary users were conducted to find out what they hope to get from a recipe website. For the primary target users, there were three interviewees. Two of them are housewives and one of them is a Master student studying in CUHK. They are concerned about calories and diet, and they have the habit of searching low-calorie recipes online.

For secondary target users, there were two interviewees. One of them is a white-collar worker and the other one is a fresh graduate from CUHK. They both like cooking and trying out recipes online.

Questions for the interviews are as follows:

1. Where recipe websites do you usually visit?
2. Are you satisfied with the variety of recipes provided by those recipe websites?
3. If there is a new recipe website featuring low-calorie recipes only, what contents would you like to find?

In the first interview with the three primary users, they usually visit recipe websites such as Day Day Cook (日日煮), Cook1cook and Dimcook (點煮網) in Hong Kong. However, when asked if they are satisfied with the variety of recipes provided by those websites, they all think that the recipe choices for weight loss or dieting is limited, since this kind of low-calorie recipes is only a category of those websites. Therefore, when they responded to Q.3, their answers are quite similar. Two of them hope to find low-calorie recipes of different cuisine, such as Japanese, Thai and Mexican etc., which can brighten up their weight loss diet because they can try cooking various tasty dishes even when they are on diet. One of them wants to find healthy ingredients suggestions and know more about the fresh market locations in Hong Kong, where she can get healthy and fresh ingredients.

In the second interview with the two secondary users, they also visit the common recipe websites in Hong Kong, which are the same as the primary users. They are quite satisfied with the variety of recipes provided since they are not concern about calorie or food nutrition, therefore they browse all types of recipes out there regardless of the amount of calorie. However, they are curious about low-calorie recipes when being asked Q.3. One of them said that she heard of some weight loss

special diets such as Keto, Atkins and Gluten-Free etc. She would like to see more about this kind of diets if there is a new recipe website about low calories and weight loss. The other interviewee also revealed that he would be interested in knowing the amount of calorie per serving so that he can start being more concerned about his health and calorie intake when cooking his own food.

### ***Problem Statement***

How might we gather low-calorie recipes in one single website while satisfying users' needs for diverse types of cuisine and related information about healthy eating?

With reference to the needs of the users and the problem statement, a user journey map with touch points satisfying their goals at different stages is demonstrated as follow. The persona for the map is a person who is looking for low-calorie recipes online to suit his/ her weight loss diet. The needs of secondary users is also taken into consideration to make the map more comprehensive.

## User Journey Mapping

Stage	Action	Goals	Artifacts & Touch Points
Awareness	Thinking about what to cook	To find some low-calorie recipes that suits his/ her weight loss diet	/
Search	Searching low-calorie recipes online	To find various low-calorie recipes so that he/ she has choices	<ul style="list-style-type: none"> <li>• Google</li> <li>• Yahoo</li> <li>• Facebook</li> <li>• YouTube</li> <li>• Instagram</li> </ul>
Browse	Entering and browsing our website "Tristaste through search engines / social media/ other platforms	To find out more about special weight loss diets	About Page
		To find out various low-calorie recipes of different cuisine	Recipe Page
		To know some healthy ingredients suggestions	Healthy Food Page
		To find out where he/she can get ingredients to try out the recipes	Fresh Markets in HK
Decide	Choosing the recipe that he/she wants to cook	To cook low-calorie and yet yummy food to make himself/ herself feel satisfied even on a diet	/
Retain	Coming back to Tristaste next time	<ul style="list-style-type: none"> <li>• To see if there is newly posted low-calorie recipes that he/ she wants to try</li> <li>• Follow us on social media for any updates or contact</li> </ul>	<ul style="list-style-type: none"> <li>• Updated Recipe Page</li> <li>• Footer with links to our social media: Facebook, Instagram, YouTube</li> </ul>

## Scope

Summarizing the touch points in the user journey mapping, there will be 5 main pages on Tristaste website:

1. Home
2. About Tristaste
3. Recipes
4. Healthy Food
5. Fresh Markets

For the "Home" page, there will be a weekly highlight recipe video to attract users as they enter this landing home page. To let users have a taste of what Tristaste provides, there will be a short introduction, a selection of recipe videos and articles with the amount of calorie per serving listed below. In the "About" page, the concept and aims of Tristaste will be further elaborated. There will also be a list of special weight loss diets, and users can click on each one of them to land on article pages introducing each of the special diet with related recipe videos recommended.

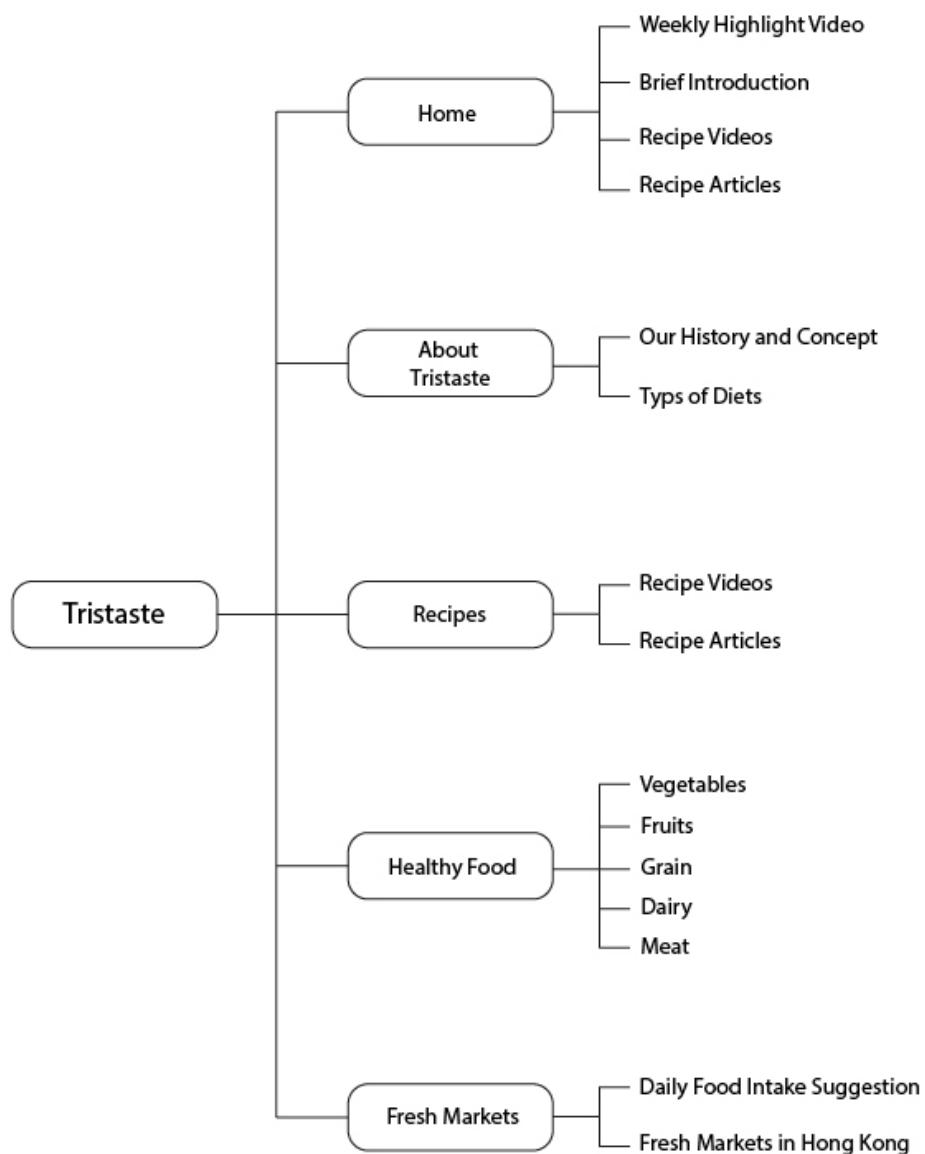
When they visit the "Recipes" page, there will be recipe videos and articles of various cuisines such as Vietnamese, Taiwanese and Mexican etc., which are sorted and gathered from recipe websites and YouTube videos from around the world. The estimated calorie per serving will also be listed below each video/ article. Although it does not have much content now, the "Recipes" page will be updated and left for future content enrichment.

In the "Healthy Food" page, there will be a list of healthy food suggestions with nutrition information provided. Users can find out some famous fresh markets in Hong Kong on the map shown in the "Fresh Markets" page, where they can also look

at a chart showing the maximum amount of daily intake, which can help them decide what and how much to buy at the market.

## Structure & Skeleton

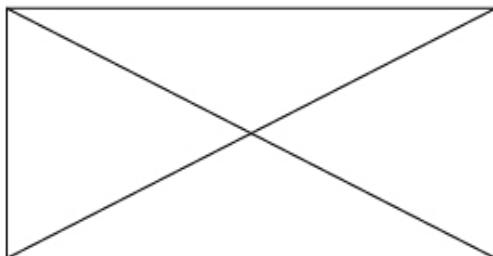
Site map and wire frames based on the scope of Tristaste are illustrated as follows:



*Site Map of Tristaste*



Weekly Highlight Video



#### What does Tristaste provide?

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#### Recipe Videos



Video Title

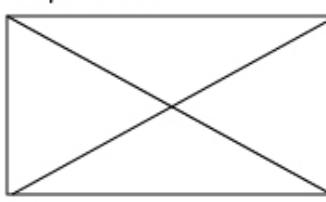


Video Title

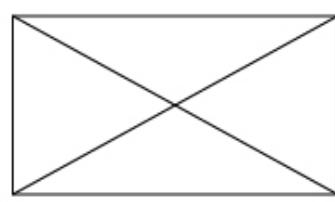


Video Title

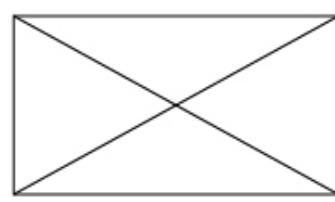
#### Recipe Articles



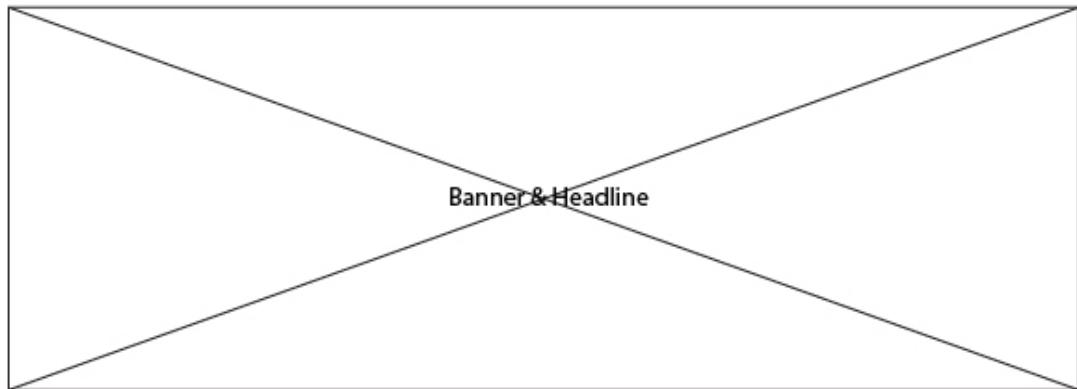
Title



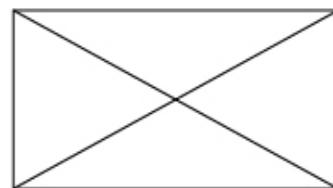
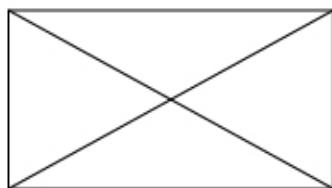
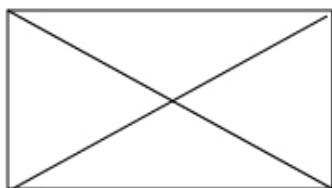
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Title

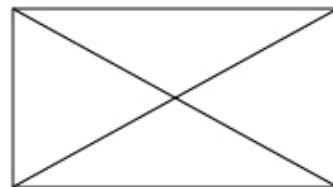
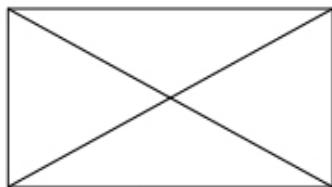
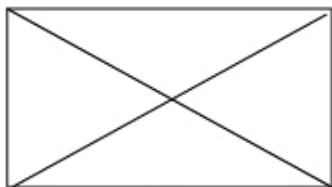


### Our History and Concept



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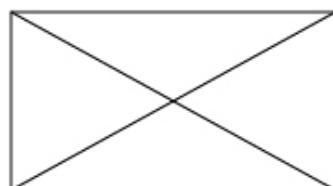
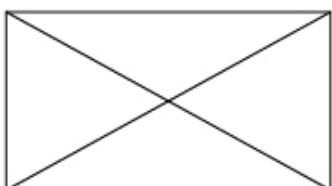
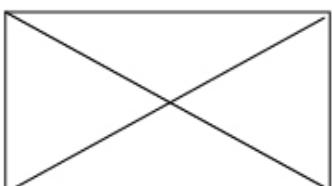
### Types of Diets



Title

Title

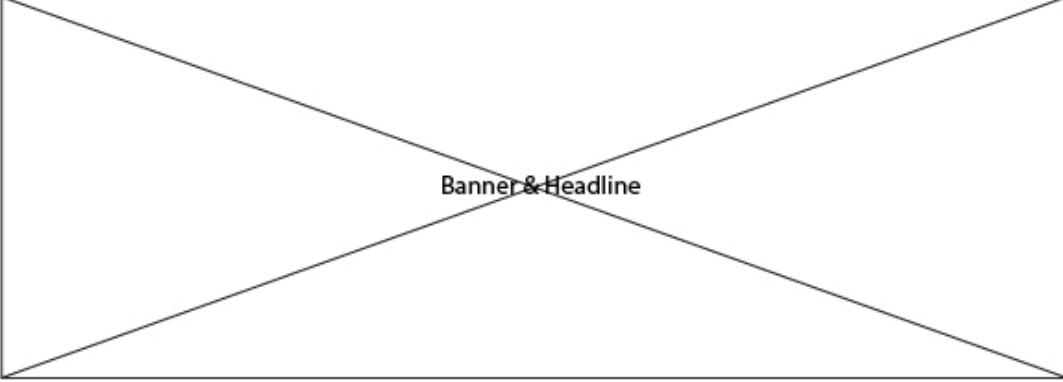
Title



Title

Title

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Banner & Headline

Recipe Videos



Video

Video Title



Video

Video Title



Video

Video Title



Video

Video Title



Video

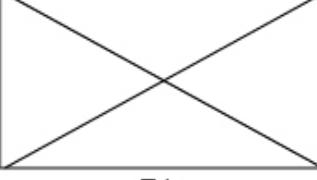
Video Title



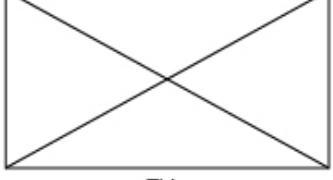
Video

Video Title

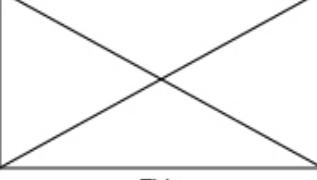
Recipe Articles



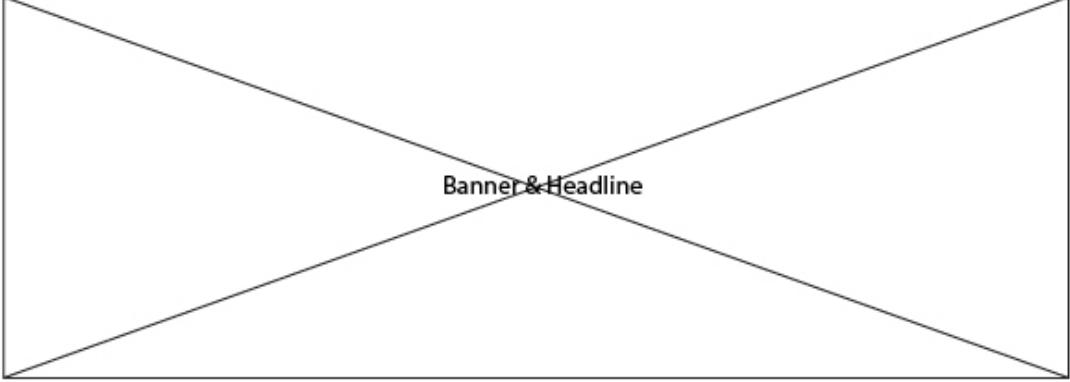
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Title



Title

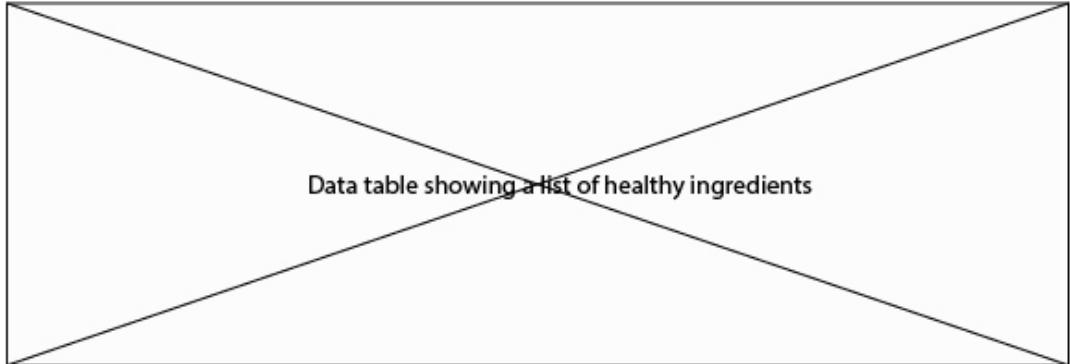


Banner & Headline

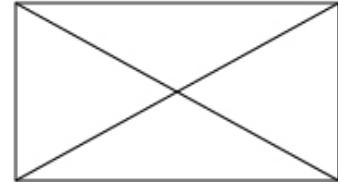
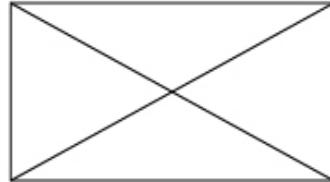
### Healthy Ingredients

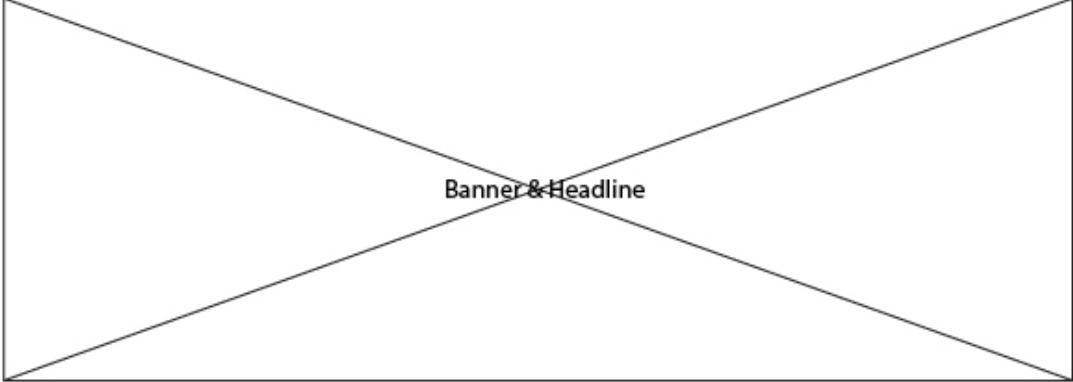
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[Click here to find a list of healthy ingredients!](#)



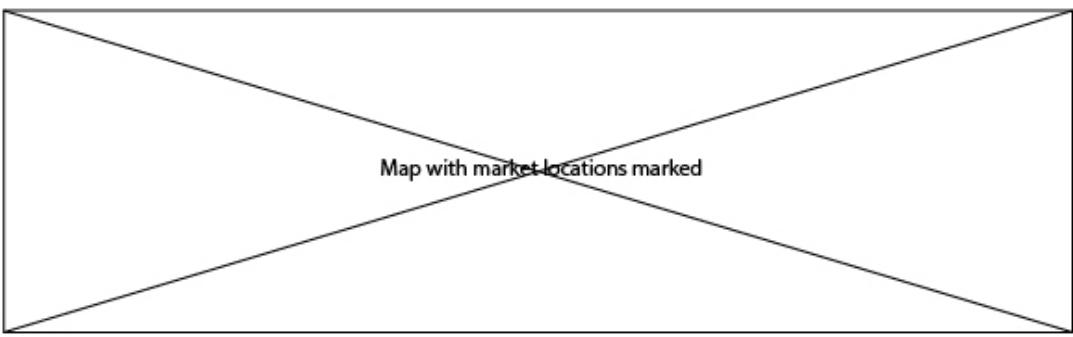
Data table showing a list of healthy ingredients





Banner & Headline

Market Map



Map with market locations marked

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Maximum Daily Intake

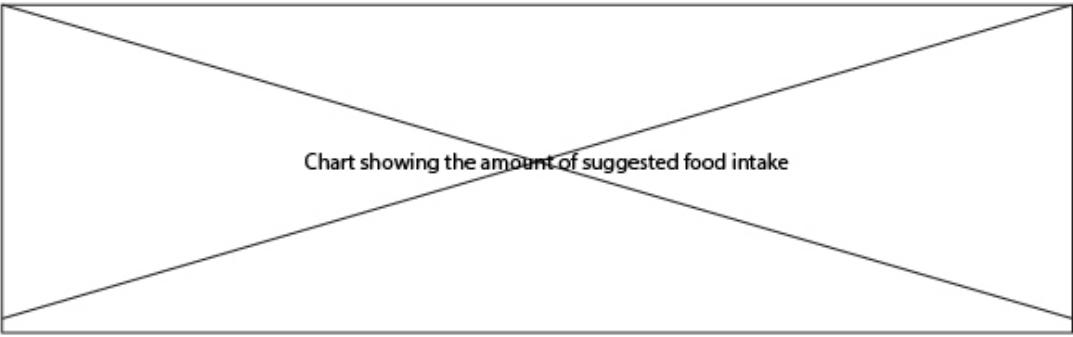
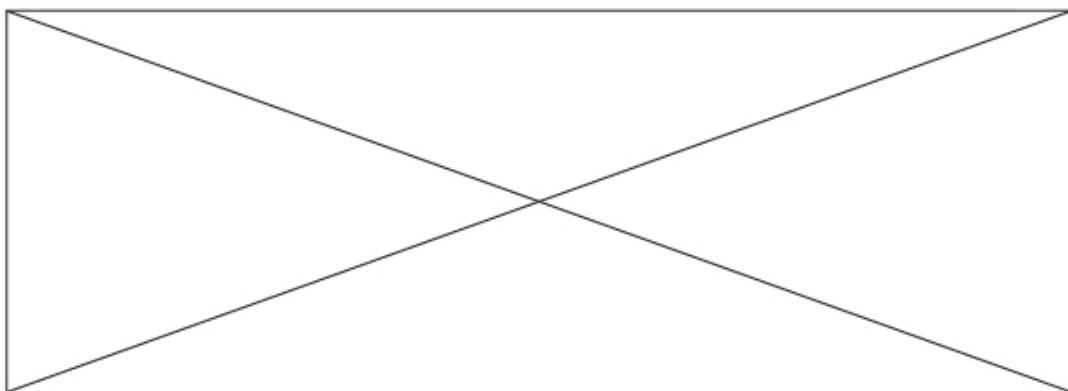


Chart showing the amount of suggested food intake



#### Name of the Special Diet

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#### Recipe Videos of the Special Diet



Video

Video Title



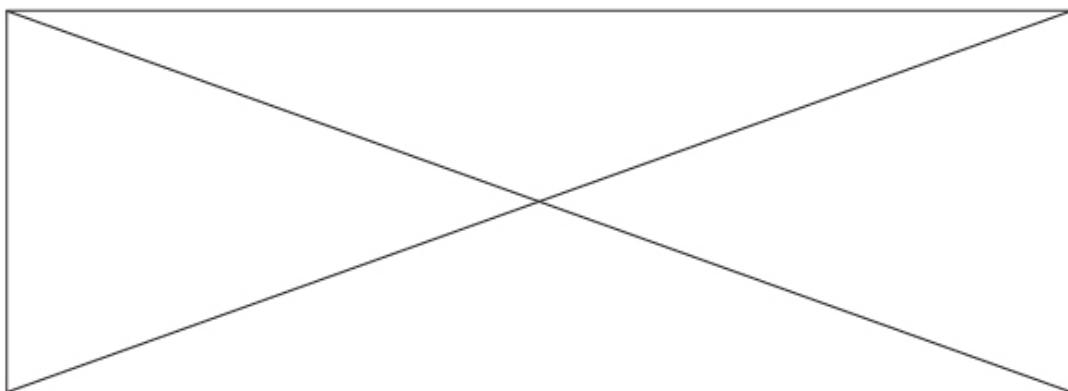
Video

Video Title



Video

Video Title



Dish Name

Instructions:

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## **Usability Test**

The 5 target users in the previous user interviews were invited to conduct a usability test based on the wire frames. They were given the 7 pages of prototypes and 3 tasks during the test, they are:

1. Look for fresh market locations in Hong Kong.
2. Look for links to social media of Tristaste.
3. How to read a recipe article in details?

Most of them completed the tasks without obstacles, and find the design clear and straightforward. There are 2 major findings from the usability test. First, 3 users mention that although they know where to find fresh markets when being asked, they do not quite understand what does it mean by "Fresh Markets" on the navigation bar. Therefore, it will be amended to "Fresh Markets in HK" on the navigation bar.

Second, 2 of them think that the word "Tristaste" is redundant in the "About Tristaste" tab, which makes the navigation bar a bit wordy and the tabs are too close to each other. It will be changed to "About".

## **Surface**

After analyzing user needs and conducting the usability test, I have made the website of Tristaste based on the wire frames and the amendments suggested by the users. For more details, please visit Tristaste at the link below:

<https://trista0711.github.io/TristasteFinal/home.html>

Here are some screenshots of Tristaste website for reference:

The screenshot shows a recipe page for "Matcha Madeleine". At the top, there's a navigation bar with links to Home, About, Recipes, Healthy Food, and Fresh Markets in HK. Below the navigation is a video thumbnail for "Matcha Madeleine" with a play button in the center. The video title is "(Cooking ASMR) 抹茶瑪德蓮/綠茶貝殼蛋糕 (Matcha Madeleine/ Green Tea Madeleine) 抹茶マドレーヌ // 만차 마드레노". To the right of the video thumbnail, there's a "Watch later" button and a share icon. Below the video, the text "抹茶瑪德蓮 Matcha Madeleine" is displayed. A caption at the bottom of the video thumbnail reads "Recipes of the Week: Low-sugar Matcha Madeleine!".

The screenshot shows a cooking video thumbnail featuring a woman in a kitchen preparing food. The video is titled "What does Tristaste provide?". Below the video, there's a brief introduction: "My name is Trista. I am enthusiastic about cooking and baking." and "Tristaste" is a portmanteau word comprised of my name "Trista" and "taste", which represents my passion and my cooking style.

We specialize in sharing low-calorie recipes and video demonstrations from around the world for people who are calorie-conscious but still want to enjoy various cuisine, which is consistent with our brand's core values: Healthy and Yummy

The screenshot shows a section titled "Recipe Videos" with three video thumbnails. The first video is titled "SD002 Japanese Style Steak" and shows a plate of steak with salad. The second video is titled "Keto Recipe - Low Carb Swee..." and shows a plate of sweet & sour chicken. The third video is titled "LIVE IT: Detox Cabbage Soup" and shows a bowl of soup. Each video has a play button in the center.

The screenshot shows a section titled "Recipe Articles" with three recipe cards. The first card is for "Peach Yoghurt Parfait" with a picture of two glasses filled with yogurt and peach slices. The second card is for "Red Wine Vinegar Baguette" with a picture of a loaf of bread with toppings. The third card is for "Fig & Cheese Penne Pasta" with a picture of a bowl of pasta. Each card includes the recipe name and a note about the calorie count: "<200 kcal per serving", "<300 kcal per serving", and "<400 kcal per serving" respectively.

Tristaste® since 2016      Facebook      Instagram      YouTube

Home page



### Our History and Concept



Hong Kong people love to try different kinds of cuisine since Hong Kong is a food paradise. They are becoming more interested in cooking due to the popular cooking demonstration videos being shared on social media, which are usually short and fast.

Although there are a lot of recipe websites, there is no media company specialized in providing solely low- calorie recipes in Hong Kong. The needs for low-calorie recipes with diverse choices (such as categorizing into Japanese, Western or Southeast Asian cuisine) are not currently met by similar websites.

Therefore, Tristaste was founded in 2016 and aims at serving the needs of people who are calorie-conscious but still want to enjoy different kinds of tasty food. As it is easier to control calorie intake by cooking own food than eating out, Tristaste sorts and gathers low-calorie recipes from around the world to satisfy consumers' desire for recipe choices, such that you do not have to search everywhere.

We also introduce different kinds of special diets and healthy ingredients to you. Find them out on our website and share with your friends!

### Types of Diets



Pescatarian



Keto



Vegan



Vegetarian



Gluten-Free



Atkins



# Healthy Food Suggestions

## Healthy Ingredients

Many ingredients are healthy and full of nutritions. You can make good use of healthy ingredients and design your own recipes! Check out the following list of nutritious food suggested by Tristaste and learn more about them. There are nuts, fruits, meat and grain etc.

		<a href="#">Click here to check out a list of healthy food!</a>	Search:
Food	Description	Category	
Almonds	Almonds are a popular nut loaded with vitamin E, antioxidants, magnesium, and fiber. Studies show that almonds can help you lose weight and improve metabolic health.	Nuts	
Apples	Apples are high in fiber, vitamin C, and numerous antioxidants. They are very filling and make the perfect snack if you find yourself hungry between meals.	Fruits	
Asparagus	Asparagus is a popular vegetable. It's low in both carbs and calories but loaded with vitamin K.	Vegetables	
Avocados	Avocados are different than most fruits because they are loaded with healthy fats instead of carbs. Not only are they creamy and tasty but also high in fiber, potassium, and vitamin C.	Vegetables	
Bananas	Bananas are among the world's best sources of potassium. They're also high in vitamin B6 and fiber, as well as convenient and portable.	Fruits	
Bell peppers	Bell peppers come in several colors, including red, yellow, and green. They're crunchy and sweet, as well as a great source of antioxidants and vitamin C.	Vegetables	
Blueberries	Blueberries are not only delicious but also among the most powerful sources of antioxidants in the world.	Fruits	
Broccoli	Broccoli is a cruciferous vegetable that tastes great both raw and cooked. It's an excellent source of fiber and vitamins C and K and contains a decent amount of protein compared with other vegetables.	Vegetables	
Brown rice	Rice is one of the most popular cereal grains and is currently a staple food for more than half of the world's population. Brown rice is fairly nutritious, with a decent amount of fiber, vitamin B1, and magnesium.	Grain	
Butter from grass-fed cows	Butter from grass-fed cows is high in many important nutrients, including vitamin K2.	Oil	

Showing 1 to 10 of 49 entries

Previous [1](#) [2](#) [3](#) [4](#) [5](#) Next



As the actual website has been made, I conducted a second round of user testing with the three primary users and two secondary users in the previous interviews. First, Five-second Testing was applied to see whether the content of Tristaste is clear and concise enough. Second, A/B Testing was used to see which kind of weekly highlight video is more appealing to users when they enter the Home page.

### ***Five-second Testing***

Five-second testing is a usability test that measures how well a design communicates a message efficiently and effectively. It is done by showing a web page to a participant for five seconds, then he/ she will have to answer questions based on their memory and impression of the design.

The Home page of Tristaste was tested and participants had to answer the following questions after looking at it for five seconds:

1. What is the purpose of this website?
2. Who do you think the target users would be?
3. What do you think about the design of the home page?

For the first question, all users responded that the purpose of the website is to provide low-calorie recipes. They said they could judge from the keyword "low-calorie" in the short introduction and the "< kcal per serving" listed below each recipe video and article. For the second question, they all think that the target users are people who are on diet and want to cook low-calorie food. Two of them could tell more specifically that the website serves people who still want to enjoy different types of cuisine when they are losing weight, as they could see that there are Japanese, Chinese and Italian recipes from the recipe titles.

And for the last question, most of them like the soft color tone of the website, which gives them the warm feeling of home cooking and is consistent with the theme of the website. They all think that the content is well organized and there is enough space between different sections.

The positive impression from the Five-second testing has revealed that the Home page of Tristaste website can communicate its message and concept to users effectively, which is important since the Home page is usually where users land on when they first enter the website.

### ***A/B Testing***

A quantitative A/B testing was used to see which kind of video performs better as the weekly highlight video placed at the top of Home page, which is the first thing that users see when they enter the website, and has higher possibility to affect their first impression of the website and their behavior since they may not want to further browse the website if they do not appreciate the first thing they see on Tristaste.

For both versions, I used my own video productions posted on Tristaste YouTube channel. One is a Chinese dish and the other one is a Japanese dessert. I would like to see whether a dish or a dessert video is more appealing to users and can result in more conversions, as they should be more willing to browse the website after seeing a recipe video that suits their flavors.

A version (Original) is a low-calorie recipe of Braised Pumpkin Chicken with Onion, and B version (Variant 1) is a low-sugar recipe of Japanese Matcha Madeleine.



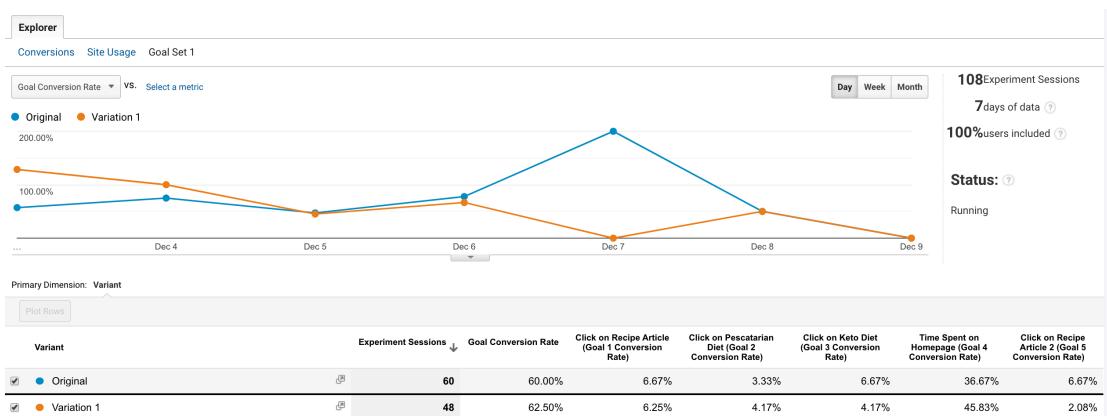
*A version (Original)*



*B version (Variant 1)*



According to the average session duration of site usage, users tend to spend more time on Tristaste after viewing the Chinese dish video in A version. However, the bounce rate of B version is lower, which means the rate that users leave after viewing one page only is lower after seeing the Japanese dessert video. The comparison of site usage reflects that although users may spend more time on viewing the dish video on home page, a dessert video may be more appealing to them to explore other pages of the websites.

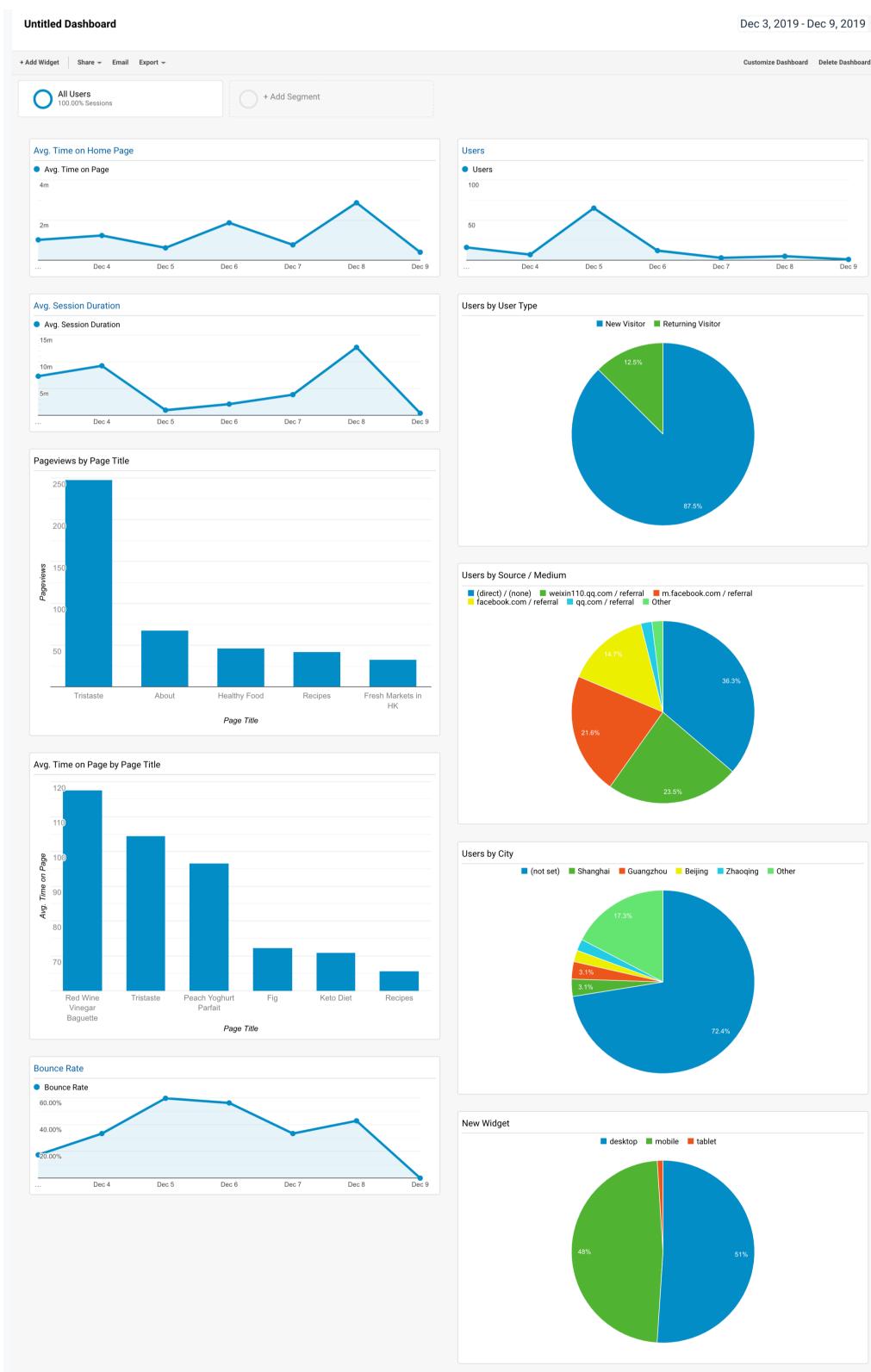


I have also set a Goal Set for the A/B testing to examine the conversion rate. The overall Goal Conversion Rate of B version (62.5%) is higher than A version (60%). For example, users are more willing to visit other pages such as the About page and click on the "Pescatarian Diet" article.

According to the overall statistics, B version performs better than A version, meaning that putting a dessert recipe as the highlight video on home page may give a better first impression and thus generate more conversions and actions on the website.

# Performance Analysis

Google Analytics has been used to measure the website performance of Tristaste. Data was collected from Dec 3, 2019 to Dec 9, 2019.



The total page views during this period is 542 and the average time on page is 1min, 7sec. The Home page "Tristaste" ranks first with a total of 189 page views, which accounts for 34.87% of total page views. The average time spent on Home page is relatively stable compared with other pages in this period. However, the average time spent on the recipe article "Red Wine Vinegar Baguette" is the highest, which is a good sign that users really spend time on reading the ingredients and instructions of a recipe, which proves that low-calorie recipe article is worth writing.

The average session duration is 3min, 30sec, which means average users spend this time duration on clicking around Tristaste website. It is a quite positive result. The average bounce rate is 48.46%, which means less than half of the users leave the website after viewing one page only.

For the user report, there are 109 active users during the data collection period. 87.5% of them are new visitors and 12.5% are returning visitors. Most users come from direct traffic, since I promoted the website by sending the website link to my friends, family and colleagues via private messages. There is also traffic from referral such as weixin, Facebook and QQ etc., which means some users recommend the website to others after they have seen it.

Apart from that, more than 80% of users are from China including Hong Kong (defined as not set), Shanghai and Guangzhou etc. This reflects that a Chinese version of the website should be developed in order to serve the needs of the major group of users. Lastly, usage by mobile and desktop is nearly half to half ratio.

# Conclusion

## *Limitations*

Overall, the data collection period for A/B Testing and other website statistics only lasted for 7 days, while it is suggested that data should be collected for at least two weeks for more accurate measurement of website performance. In addition, due to time constraint, there are only 2 recipe videos that are filmed and edited by myself, and 3 recipes written by myself on the website right now. Although Tristaste aims at gathering low-calorie recipes from around the world at one single website, I do hope that I can spend more time on increasing the ratio of my original content to make the website more distinctive.

## *Suggestions:*

With reference to the statistics, further testing should be done to see which kind of recipe videos should be featured as the weekly highlight video on Home page. For example, videos of other cuisine such as Mexican or Thai can be tested. A Chinese version of Tristaste should be developed since the primary users are mostly Chinese.

Also, I should modify and move my content and recipes posted on Tristaste Instagram, which I have been updating regularly since 2016 (<https://www.instagram.com/tristaste/>), to Tristaste website so that it can increase the ratio of my original content. I should write new recipes and shoot new recipe videos by myself to update the website regularly as well. I hope it will become more all-round and rich in content in the future. Finally, a page for users to share their low-

calorie recipes with others can be made when it has more users, so that I can build an online community for low-calorie recipe lovers.