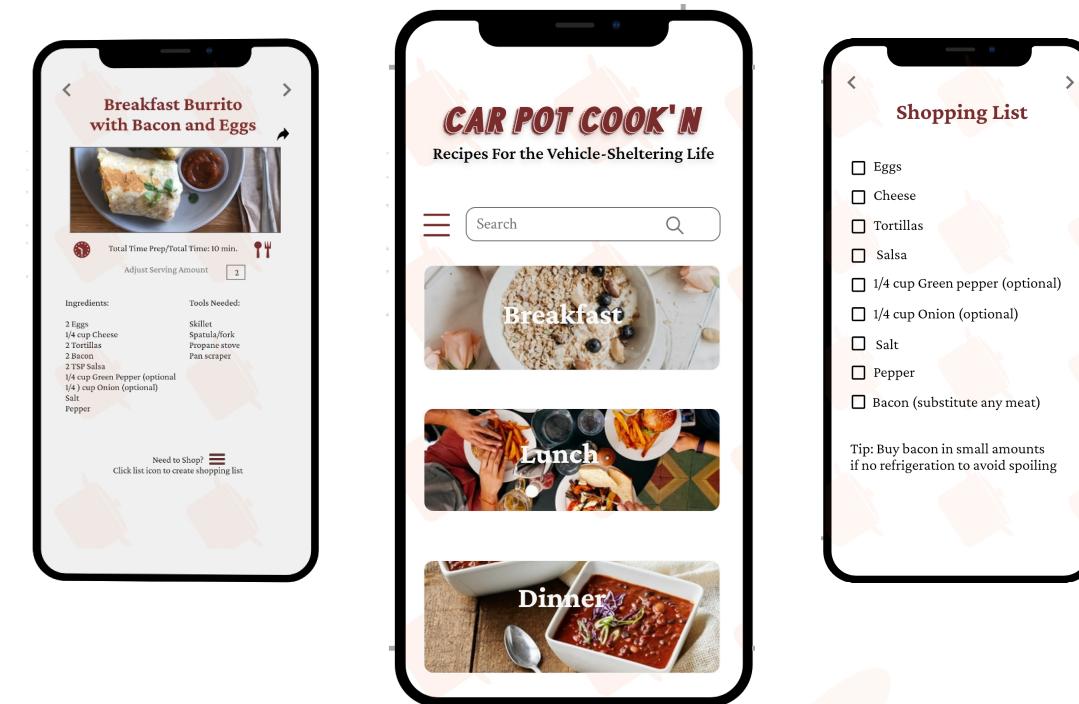


CAR POT COOK'N

Recipes For the Vehicle-Sheltering Life

A UI/UX Case Study

By: Veronica Andrews



Objective:

To design a recipe app for individuals living out of their car due to increasing cost of housing.

Problem:

Though there are recipes online that cater to those living the van life, those recipes are prepared in nearly fully equip kitchens that mimic residential housing. Individuals living out of their car, have minimum space to cook and store items.

Solution:

To develop a recipe app that will offer simple meals that can be prepared without taking up a lot of space or ingredients.

UX Process

Competitive Analysis

Conducting the competitive analysis help me realized there is space on the market to create a recipe app for individuals living the vehicle-sheltering life. Vanlifers not only live in a vehicle by choice, but often have extravagant set ups that is close to residential housing. Individuals that live in the car are there by circumstance and most of the time, have limited means. I will create a recipe app that is useful for this demographic.

The Competitors



The Hedgecombers

The Hedgecomber slogan is the “a field to fork foodie adventure”; it has simple recipes for those that enjoy living a rustic type lifestyle on the road.

Strengths:

Hedgecomber has a strong social media presence; the consistency in interacting with their audience has only grown brand. The creator also has recipes that can be prepared in one cooking pot.

Weakness:

The website needs to be improved, you will be bombarded by ads and pop -ups in between the paragraphs of preparing the recipe. It annoys the user. Also the measurements need to be convertible between the metric system and imperial system.



Vanlife Eats

#1 destination for vanlife recipes and cooking is their opening quote! The Vanlife eats website targets the audience of people that opted for the vanlife and created simple and delicious recipes that can be cooked in the kitchen as well as the van.

Strengths:

The use of social media, Google search engine and consistent press.

Weakness:

The lack of engagement on their website. There are likes on their pictures but no interactions with the recipes on the site. The social media post does not list the instructions for preparation.

User Personas

Interviewees

After finding websites that created recipes to individuals living the van life, I sought to find sites that created recipes for people living the vehicle-sheltering life. I found a few websites that suggested recipes but none of them illustrated cooking techniques that could aid the user. With that, the idea to create an app materialized. So I sought to find people who lived and/or living the vehicle-sheltering life.



Gracie

The Moderate

"...will try recipe app if items used to prepare meals are few and recipes are very easy to cook."

Characteristics

47 years old
In A relationship
Personal Care Assistant
Quiet & Loving
Some college (no degree)
Evicted due to non-payment of rent.
Moderate cooking skills

Cooking Style
Baking

Smart Device(s)

iPhone:

Challenge

Not having a stable place to live makes it difficult to think about eating healthy.
Fast food is convenient

Goal

To find housing to cook in kitchen like before.



Jameson

The Novice

"I know I should think more about the food I eat but I don't always have the energy to cook ...will consider using the app!"

Characteristics

39 years old

Divorced

Mover (Part time Mechanic)

Lively & Kind

College (Associate Degree)

Evicted due to non-payment of rent

Novice cooking skills

Cooking Style
Frying

Smart Device(s)

iPhone

Tablet

Challenge

Having a place to live to prepare meals

Goal

To seek help to get life back on track, after that he will reconsider how he eats

Jobs To Be Done

Gathering Requirements

After talking with the potential users of my site, I was able to gather what was important to them while using the app.

JTBD 1

When I use the recipe app, I want to have clear instructions so I can follow the recipe exactly. I don't want find an item that's explained in the directions but not list in the ingredients.

JTBD 2

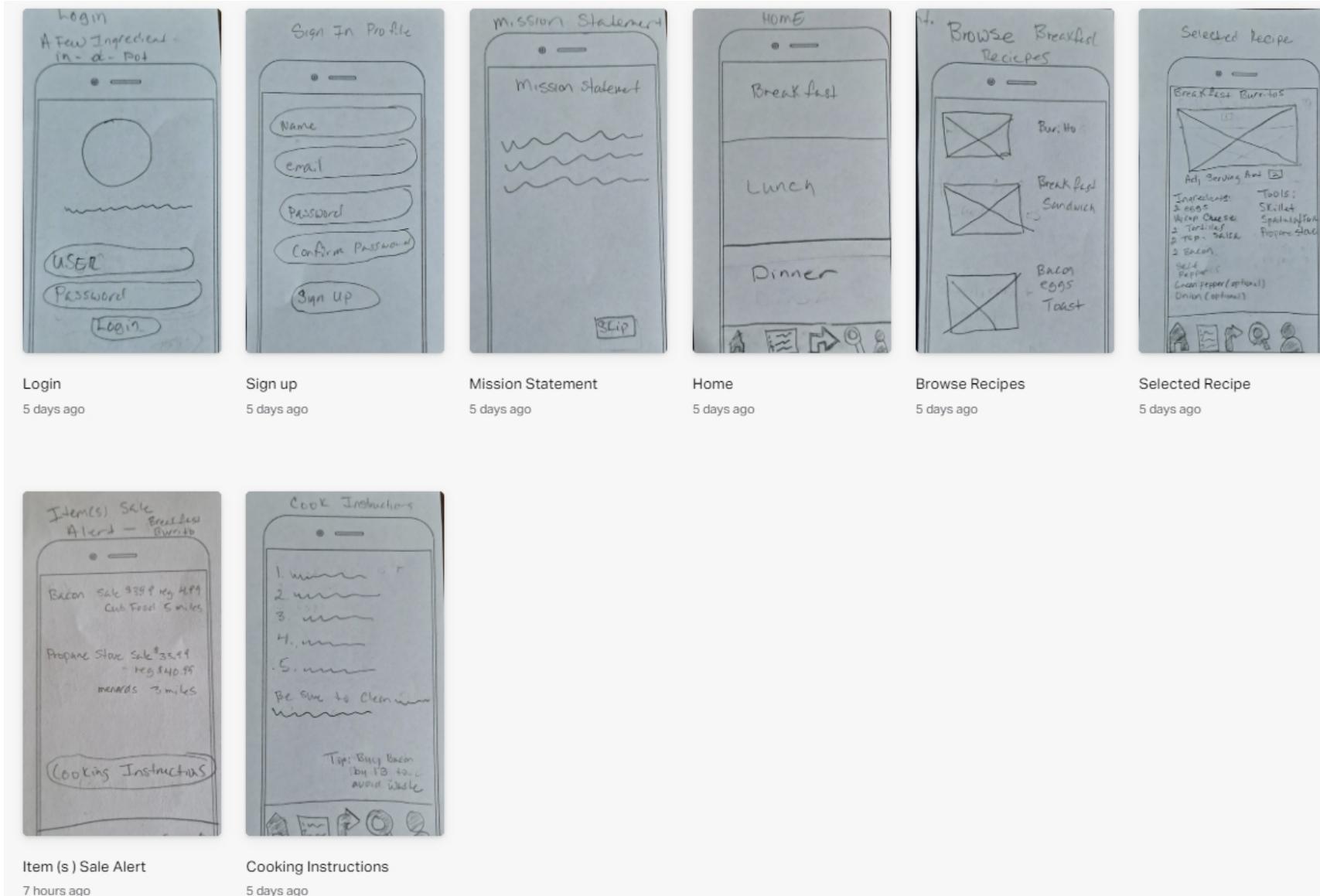
When I'm preparing to cook, I want to be alerted when certain ingredients in the recipe are on sale at a nearby grocery store incase I may need item.

JTBD 3

When I cook, I want to have leftovers for the next day, so I can cut down on the trips to the store.

Low Fi-Wireframes

I decided on a clean, simple and straightforward design that will have familiar feel to the user.



Tester 1

Userability Testing

After wireframe was created, asked the users to test the prototype with the following questions

Task 1

Asked user to attempt to "share" recipe

User clicked through the app and found the "share" icon listed in the recipe; she did not notice the "share" in navigation bar.

Task 2

Asked user to create "shopping list"

User found shopping list in navigation bar. I asked was it easy to find she said "yes"

Task 3

Asked user to find recipe instructions

User found instructions by clicking through screens

Tester 2

Userability Testing

Task 1

Asked user to go through app and create shopping list

user doesn't know where to find it but he did go to ingredients list. - Maybe I will add checkboxes next to items

Task 2

Asked user to go to cooking instructions

User was able to find it by clicking hot spots

Task 3

Asked user to create account –

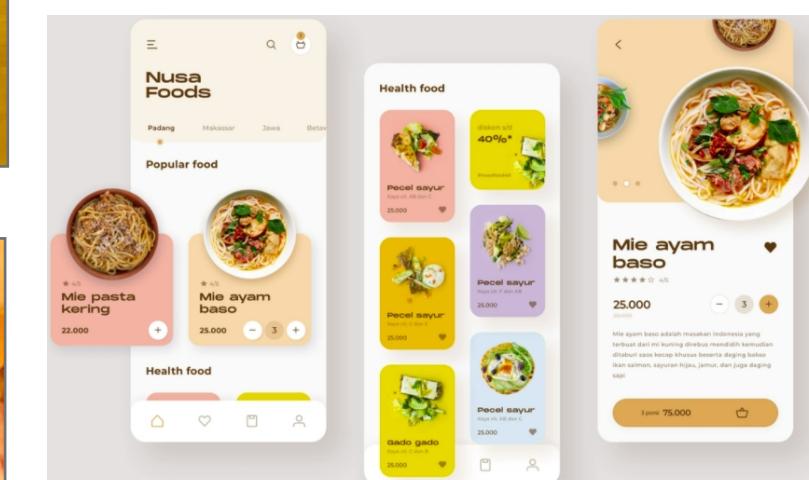
User went to login icon and then set up profile

UI Process

Moodboard

I chose orange and red color scheme because it uplifts the your mood and gives the app a fresh appearance.

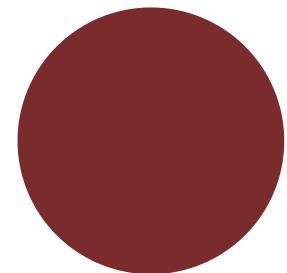
Style: Simple & Fresh Typography: *HIGHUP ITALIC* Crimson Pro



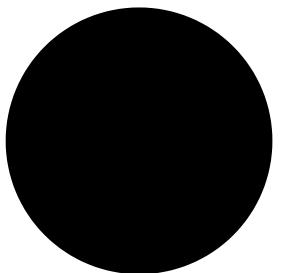
Style Guide

Color Palette

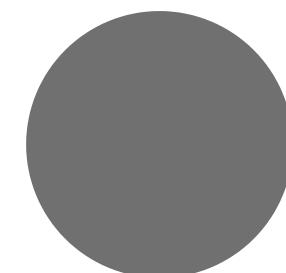
The colors of brand are simple and muted that are found in nature. I wanted the user interaction with the app to be calming and very easy to navigate.



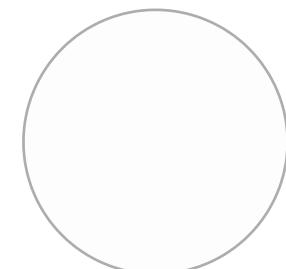
Burgundy
HEX: #7A2C2C2
RGB: 122 44 44



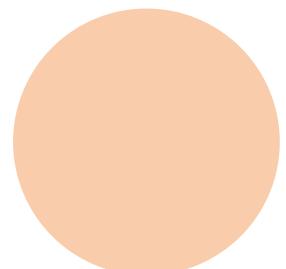
Black
HEX: #000000
RGB: 0 0 0



Grey
HEX: #707070
RGB: 112 112 112



White
HEX: #FDFDFD
RGB: 253 253 253



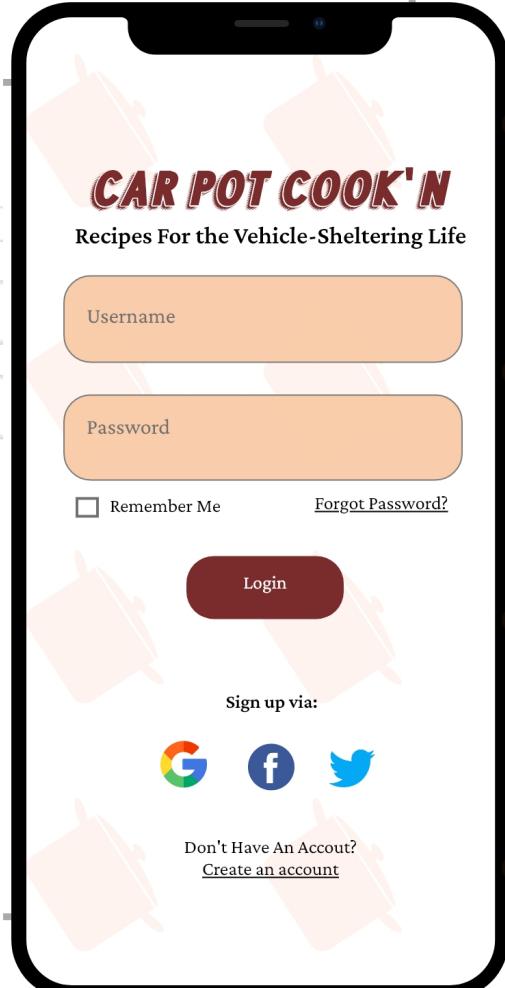
Orange
HEX: ##F9C8A3
RGB: 249 200 163

Responsive Mockups

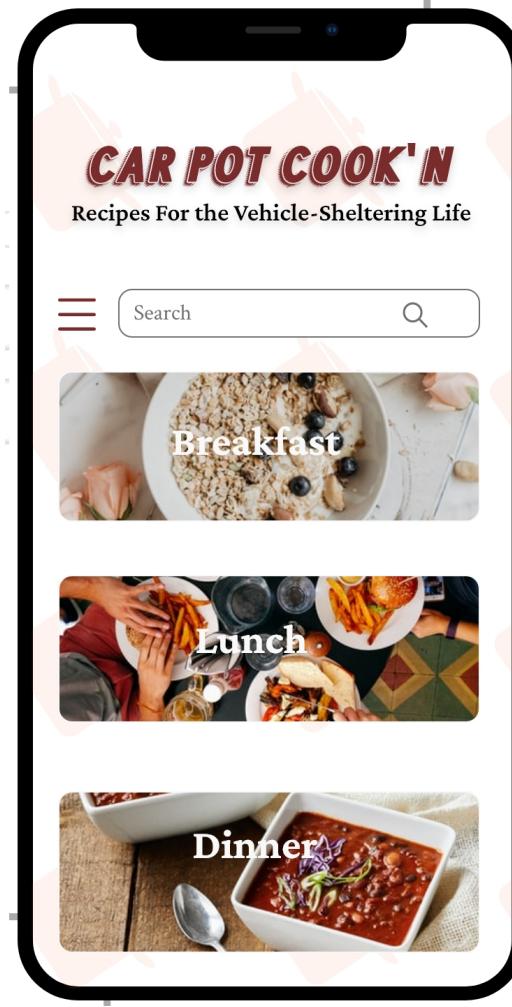
Car Pot Cook'n is formatted to fit ALL devices and can be used anywhere



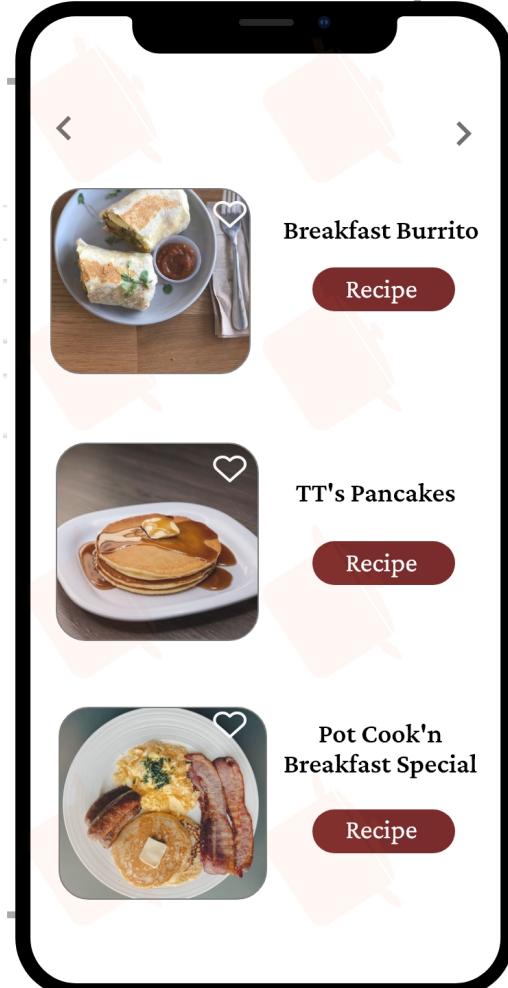
The Final Design



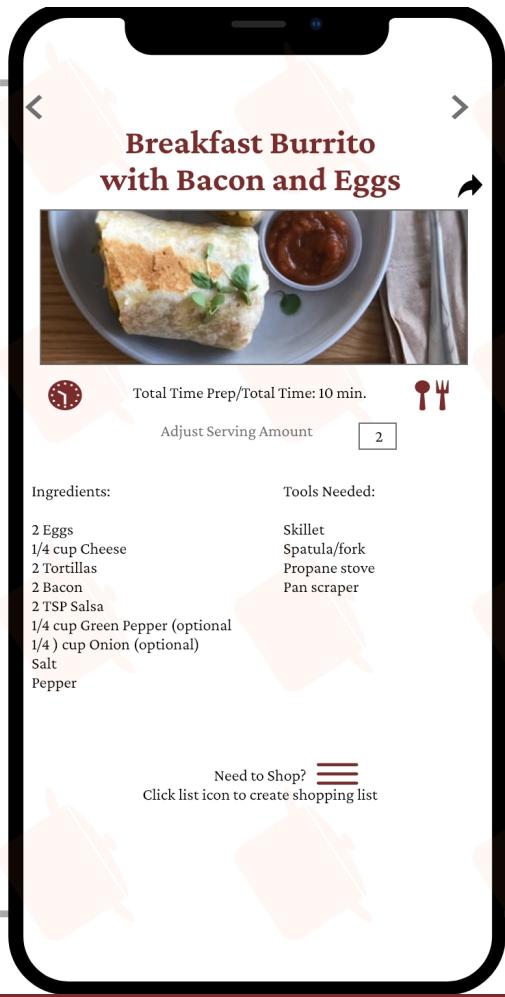
Login Screen



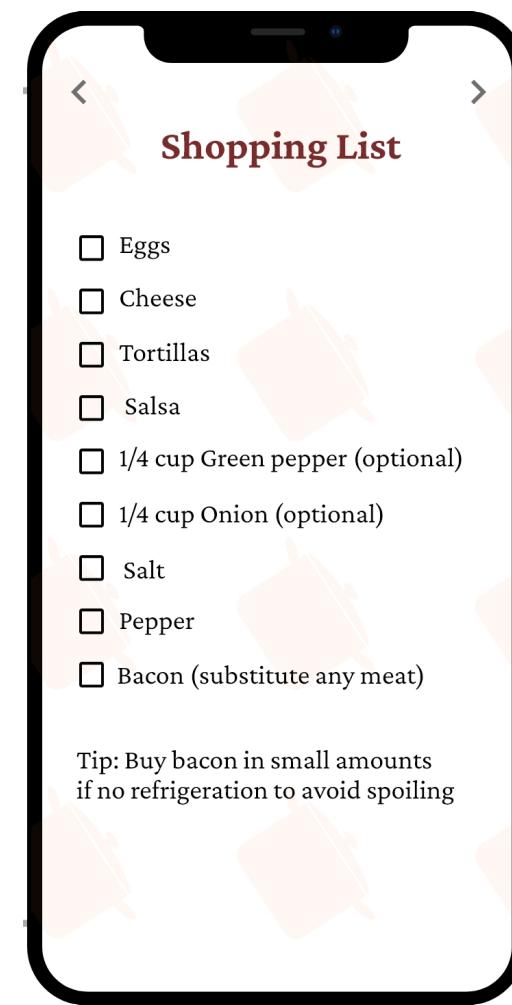
Search for recipes



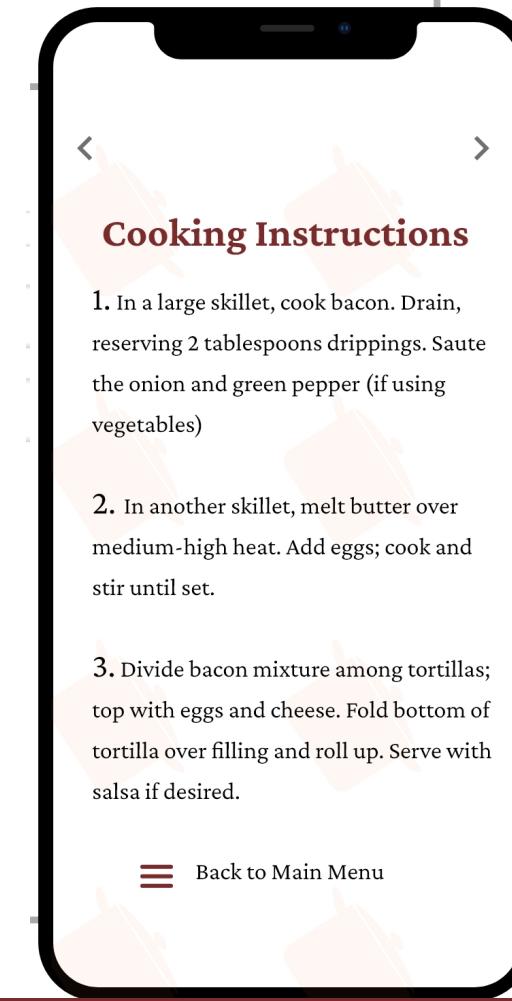
Click on recipe to get ingredients



Ingredients



Shopping List.
Click on item
to cross off
the list



**Cooking
instructions.** Bottom
of the screen has
main menu icon

Examples Of Items To Cook Food On



Thank you

Latest News And Updates

Users will be able to submit recipe ideas

Step by step videos for every recipe in app

Search recipes by dietary needs

Get info about nearby food shelves Car Pot Cook'n is partnering with community food shelves to get you the items you need to prepare meals

Meet App creator, find out what she's up to today

Are You Beyond?

CAR POT COOK'N

But You Still Enjoy The App?

Introducing...

HOME POT COOK'N

Launching Fall 2023