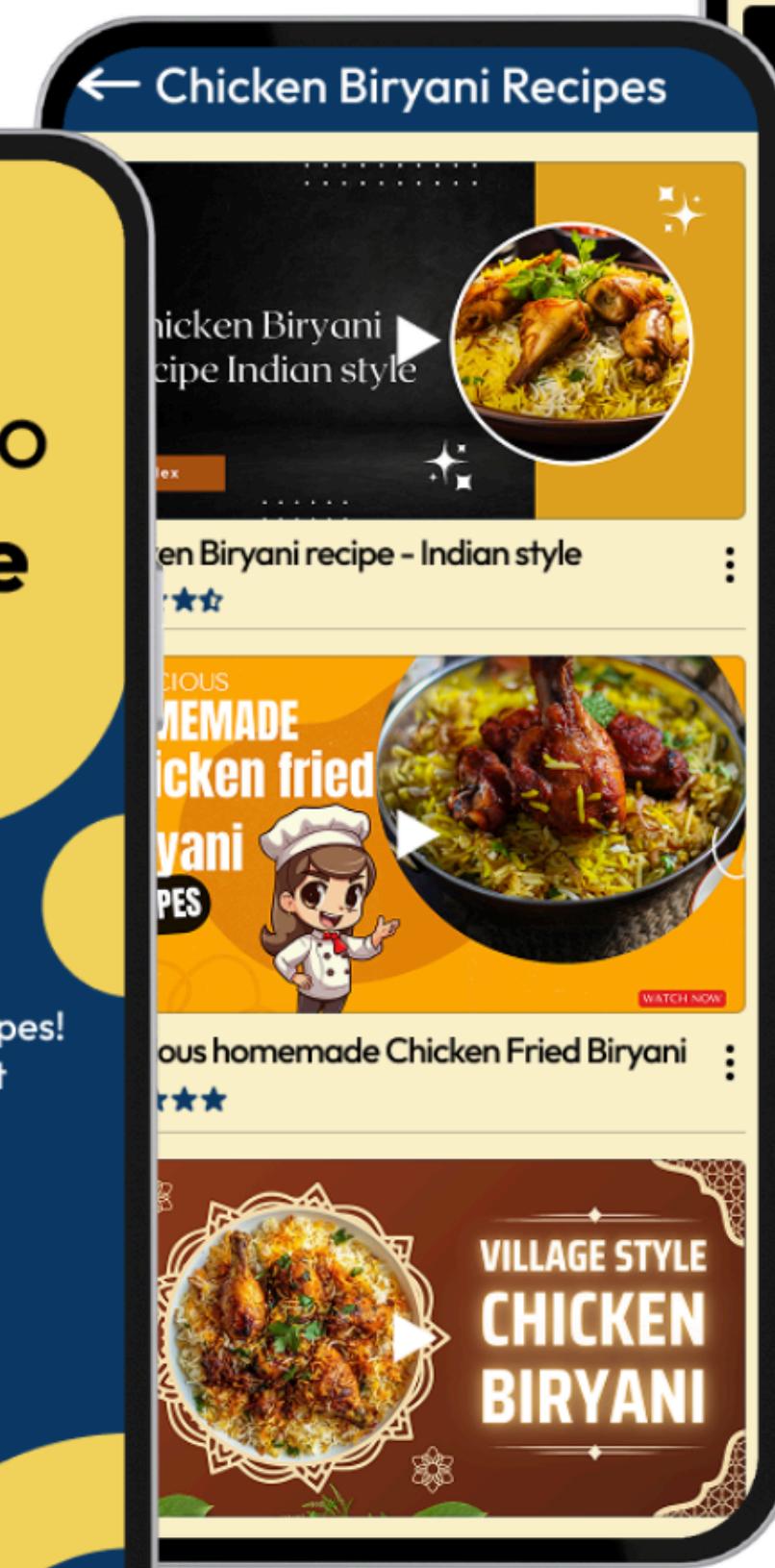
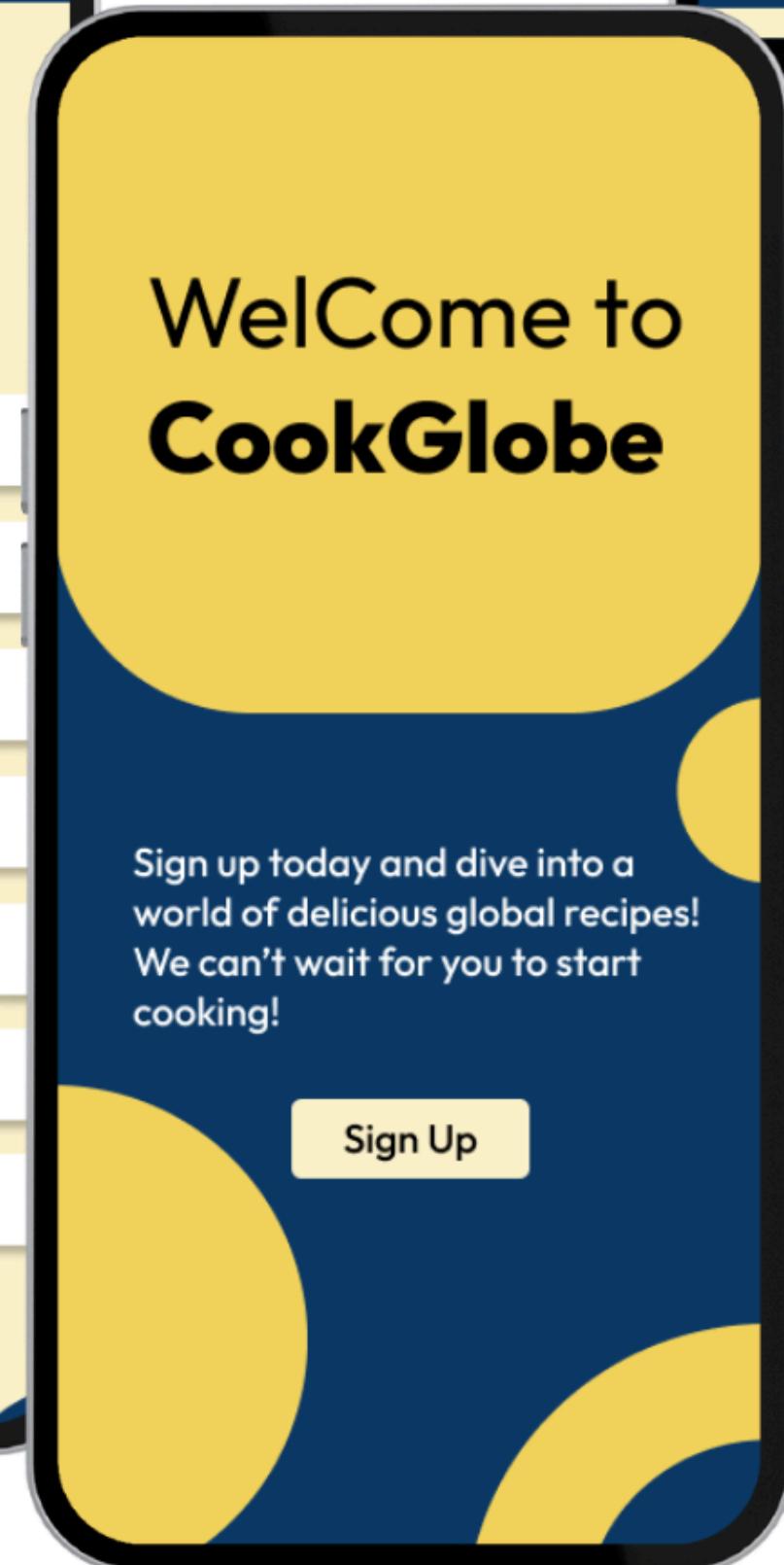
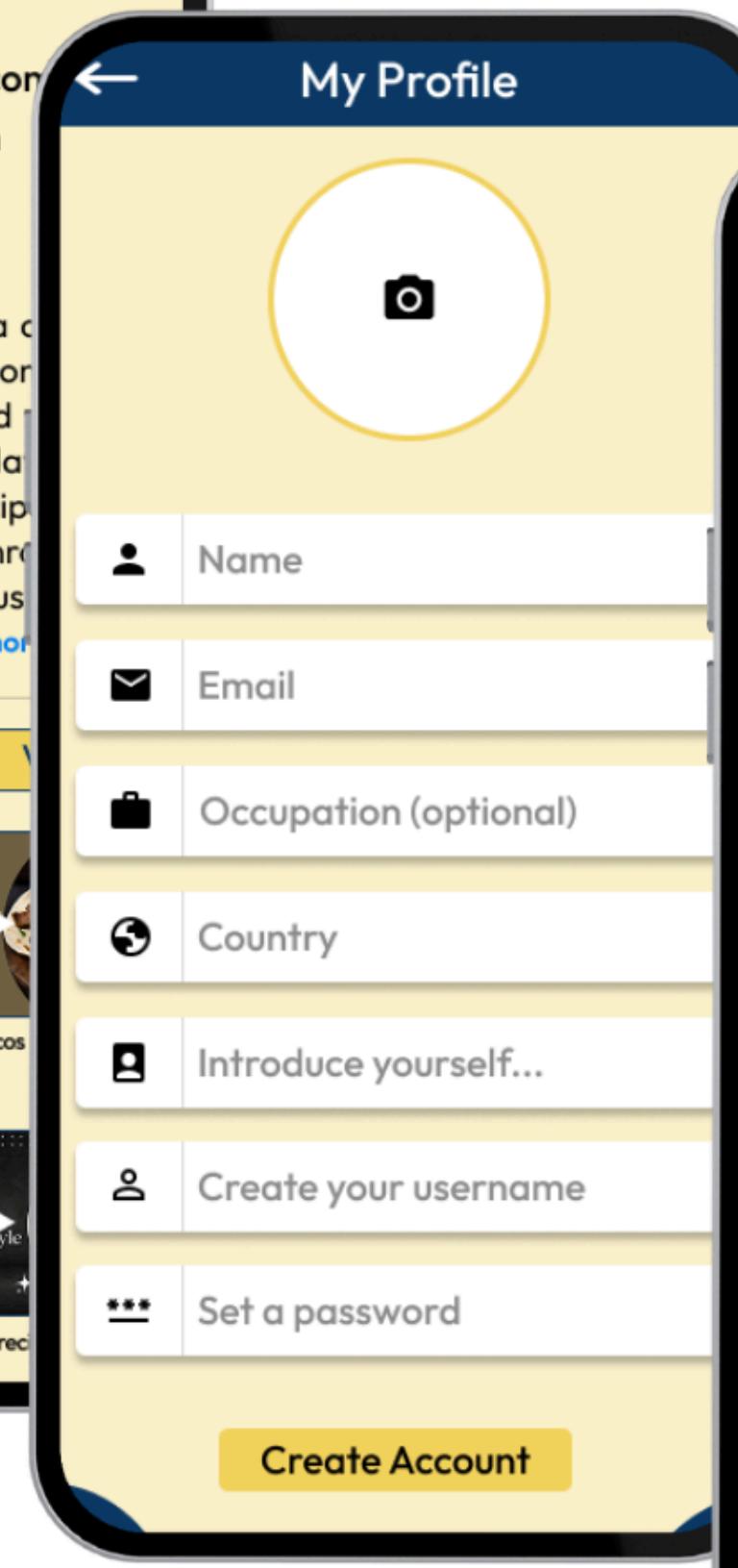
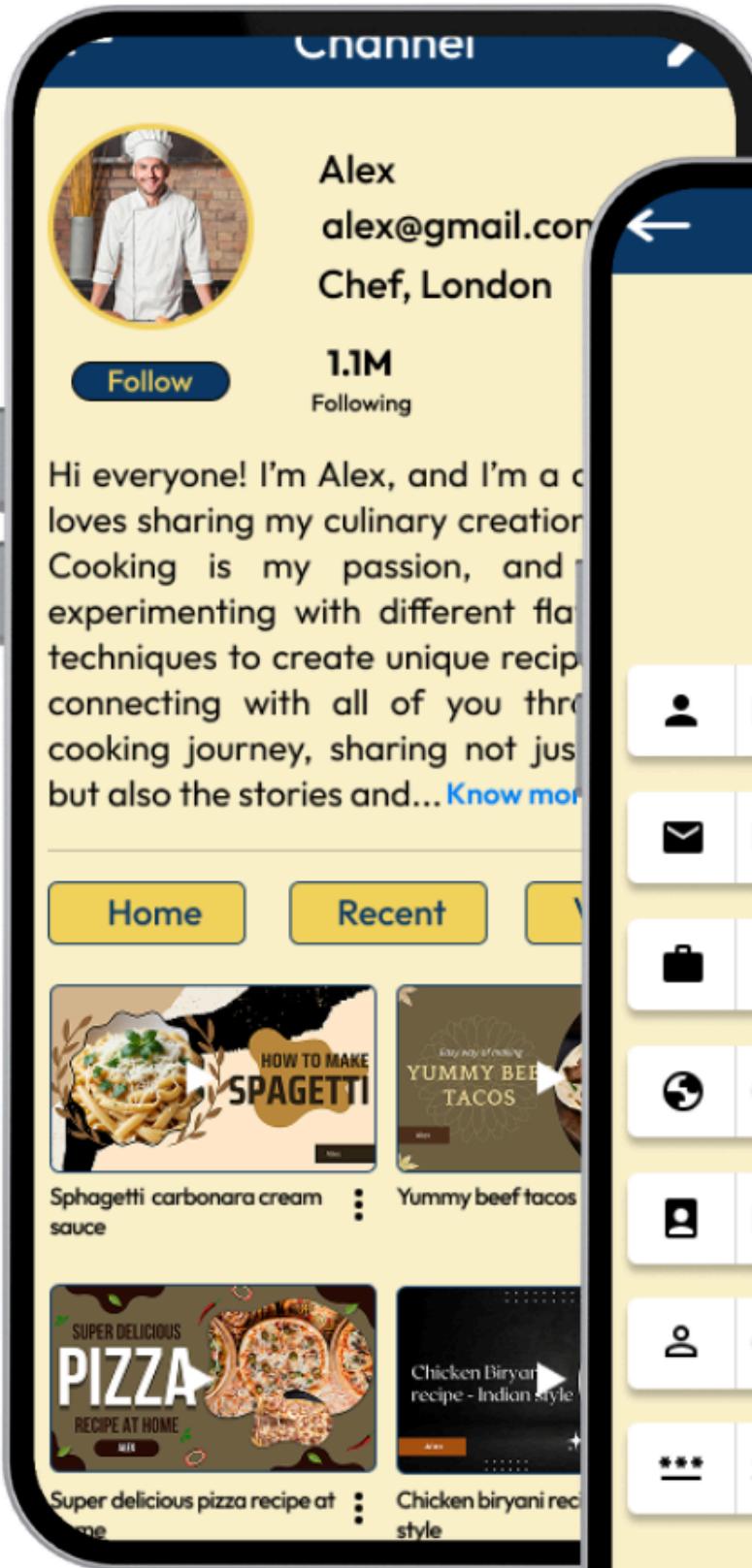


# CookGlobe App Design

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Yadandla Shruthi



# Project overview



## The product:

CookGlobe is a global recipe platform where users can discover, share, learn and cook authentic dishes from every corner of the world. CookGlobe goal is to solve real user frustrations often found in cooking websites and apps.



## Project duration:

June 2025 – July 2025

# Project overview



## The problem:

Many recipe platforms frustrates users with:

- Incomplete ingredients list
- No alternate ingredients option
- Long intros before reaching actual recipe content step.
- No download button to watch recipe video in offline.



## The goal:

Design a simple and easy-to-use recipe app that:

- Complete ingredients list with alternatives
- Cuts straight to the core recipe.
- Download option for offline access.
- Simple and easy navigation.

# Project overview



## My role:

End-to-End UI/UX Designer



## Responsibilities:

Conducting user research, pain points analysis, paper and digital wireframing, low fidelity and high fidelity prototyping, executed usability testing and iterated on feedback, accessibility, responsive design.

# Understanding the user

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

# User research: summary



Conducted user research, to know users frustrations, needs and requirements through interviews for my project. Most of the target users were frustrated due to lack of recipe details. My goal was to clearly understand users needs and gain insights into the requirements of them. So that, I can design the app in more a better way.

# User research: pain points

1

## Pain point

Incomplete or unclear recipe details such as ingredients list, which is one of the main step to start cooking. It frustrates when they don't provide complete recipe details.

2

## Pain point

It would be great if there was an alternate ingredient option. Sometimes it frustrates when that one ingredient is missing whole recipe taste is messed up.

3

## Pain point

Need to hear long stories before reaching the actual recipe content. No skip intro option to jump directly to main recipe content.

4

## Pain point

No download option or offline access .

# Persona: Avula Shravanthi

## Problem statement:

Avula Shravanthi is a Assistant System Engineer at a large tech company who needs a simple and easy recipe platform with complete recipe details and a skip intro option because she wants everything clearly detailed and stress-free, as it's one of her favourite pastimes.

Shravanthi is an Assistant System Engineer at a large tech company. She enjoys experimenting with new recipes, which has become one of her favorite pastimes. However, she often feels frustrated when online recipes do not provide complete details, such as ingredient lists and alternatives. This lack of information sometimes discourages her from trying to make those recipes.

### Goals

- Create a ingredients list option when uploading a video. So, the list gets added to their description.
- Add an alternate ingredient option. So the user knows what to add when they don't have that particular ingredient.
- Add a button to skip intro content and jump directly to the main cooking content.
- Add a download button for every video.

### Frustrations

- Wants full details of the recipe, unable to find in video or description.
- No alternate ingredients are provided where users can't find nearby local areas or with them.
- For some videos we can see the skip intro button, but it will be great if it is same for all videos.
- Unable to download videos, need to download from third-party apps.

### Avula Shravanthi



“ I love trying new recipes, and it is one of my time-consuming tasks. ”

<b>Age</b>	24
<b>Education</b>	BTech
<b>Hometown</b>	Telangana, India
<b>Family</b>	Parents
<b>Occupation</b>	Assistant System Engineer

# User journey map

I have created user journey map to know how Shravanti feels, behaves and thinks while accomplishing her target to address pain points or provide moments of delight.

## Persona: Avula Shravanti

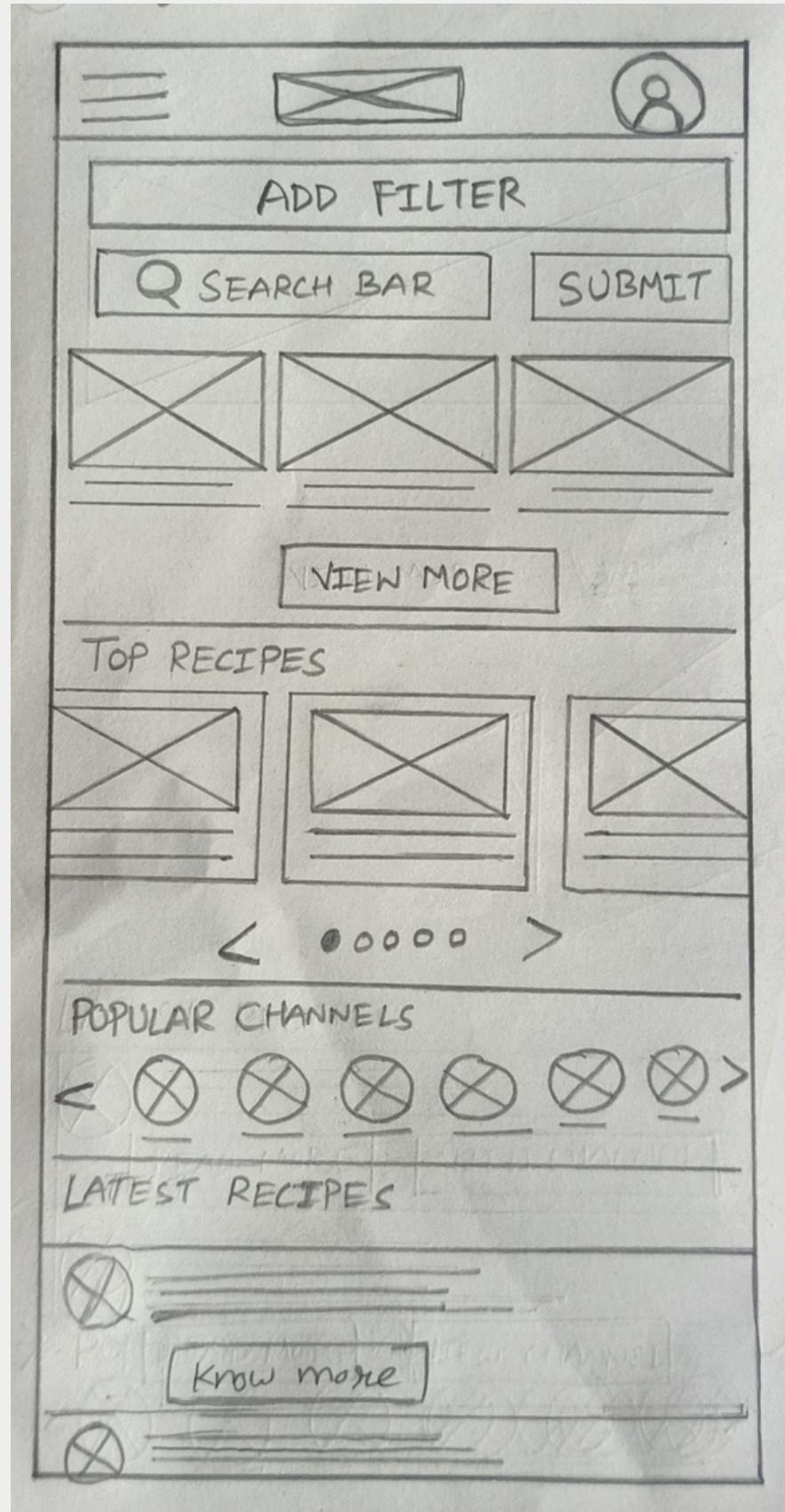
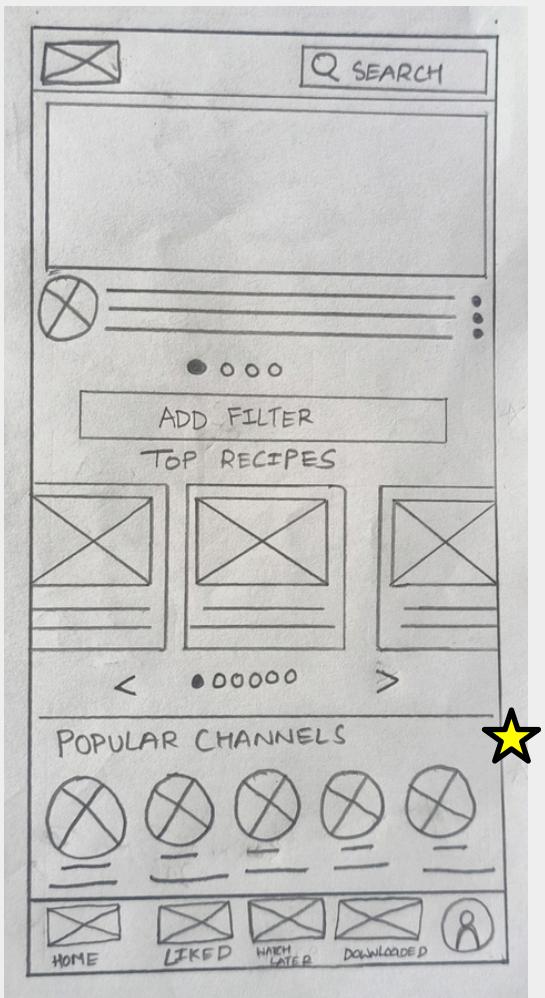
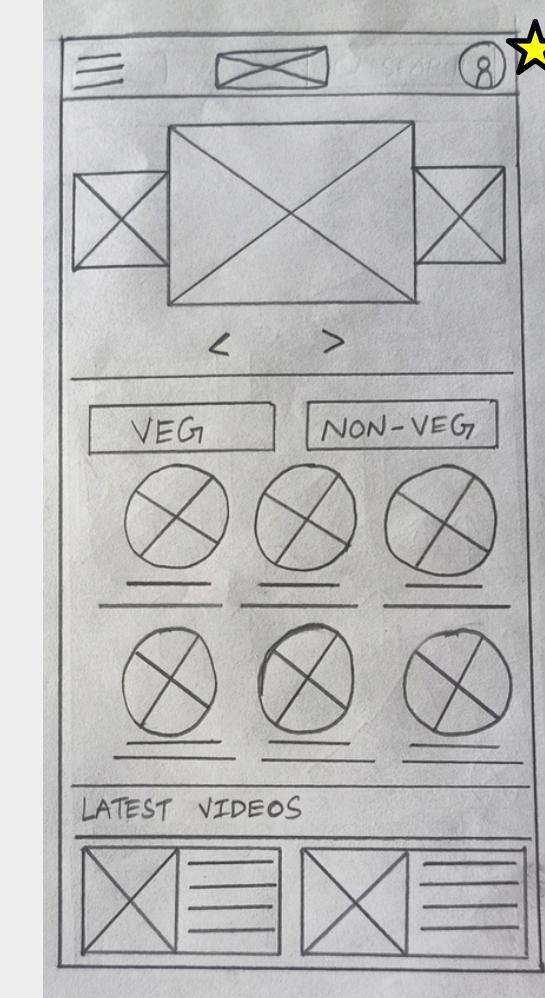
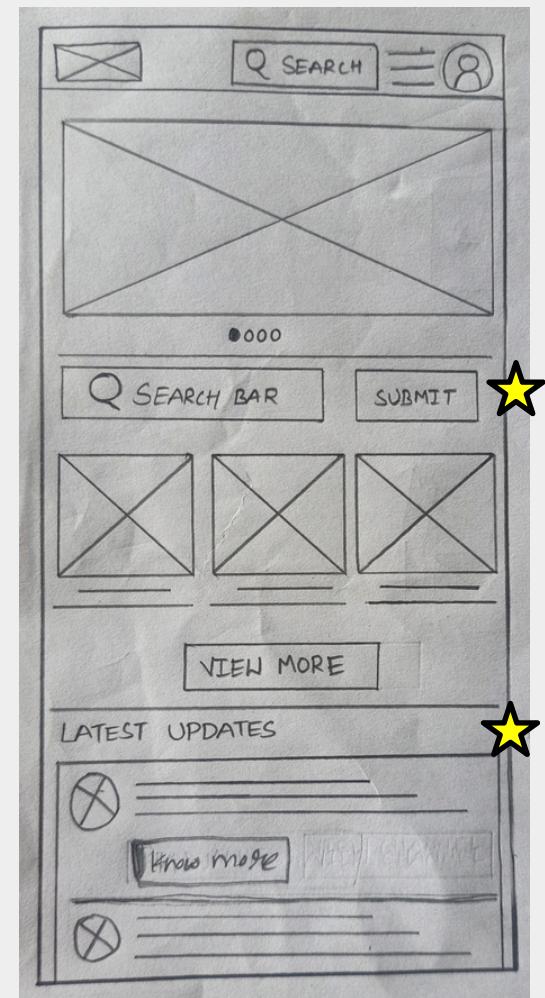
Goal: A simple and easy recipe with complete recipe details, skip intro option and download button

Action	Opens app	Search for recipe	Clicks on a recipe	Watches intro content	Starts cooking
<b>Task List</b>	A. Launch app B. Create account C. Login	A. Use search bar B. Search any recipe like "pasta"	A. Opens recipe page B. Plays video C. Checks ingredients D. Looks for alternate ingredients	A. Watches video intro B. Looks for skip button or download option	A. Follows video step by step B. Prepares food
<b>Feeling Adjective</b>	✓ Satisfied ✓ Excited	✓ Curious ✓ Interested	✓ Frustrated ✓ Hopeful	✓ Frustrated ✓ Not satisfied	✓ Satisfied
<b>Improvement Opportunities</b>	Onboarding works well.	Search results are awesome	Ingredients list not complete, alternate options not obvious	Long intro; needs skip intro button or jump-to-steps feature	Enjoyed cooking, instructions were clear



# Paper wireframes

Next, I sketched the wireframes of each screen of app, keeping users pain points in mind. I have designed home screen with three different variations.



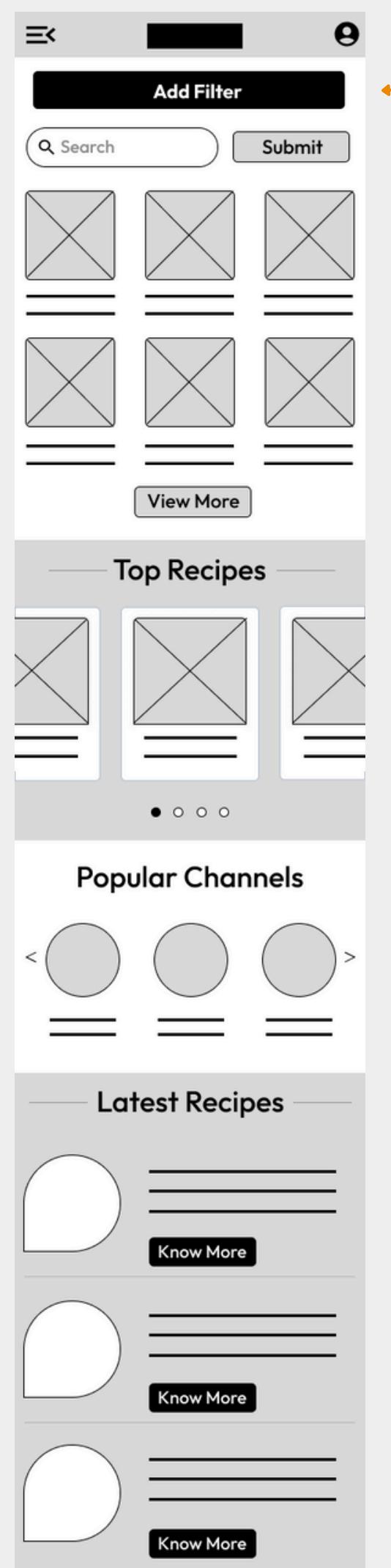
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes

Refined paper wireframe

# Digital wireframes

Moving from paper to digital wireframes made it easy to understand the user pain points after redesign and improve user experience.

Search for recipe

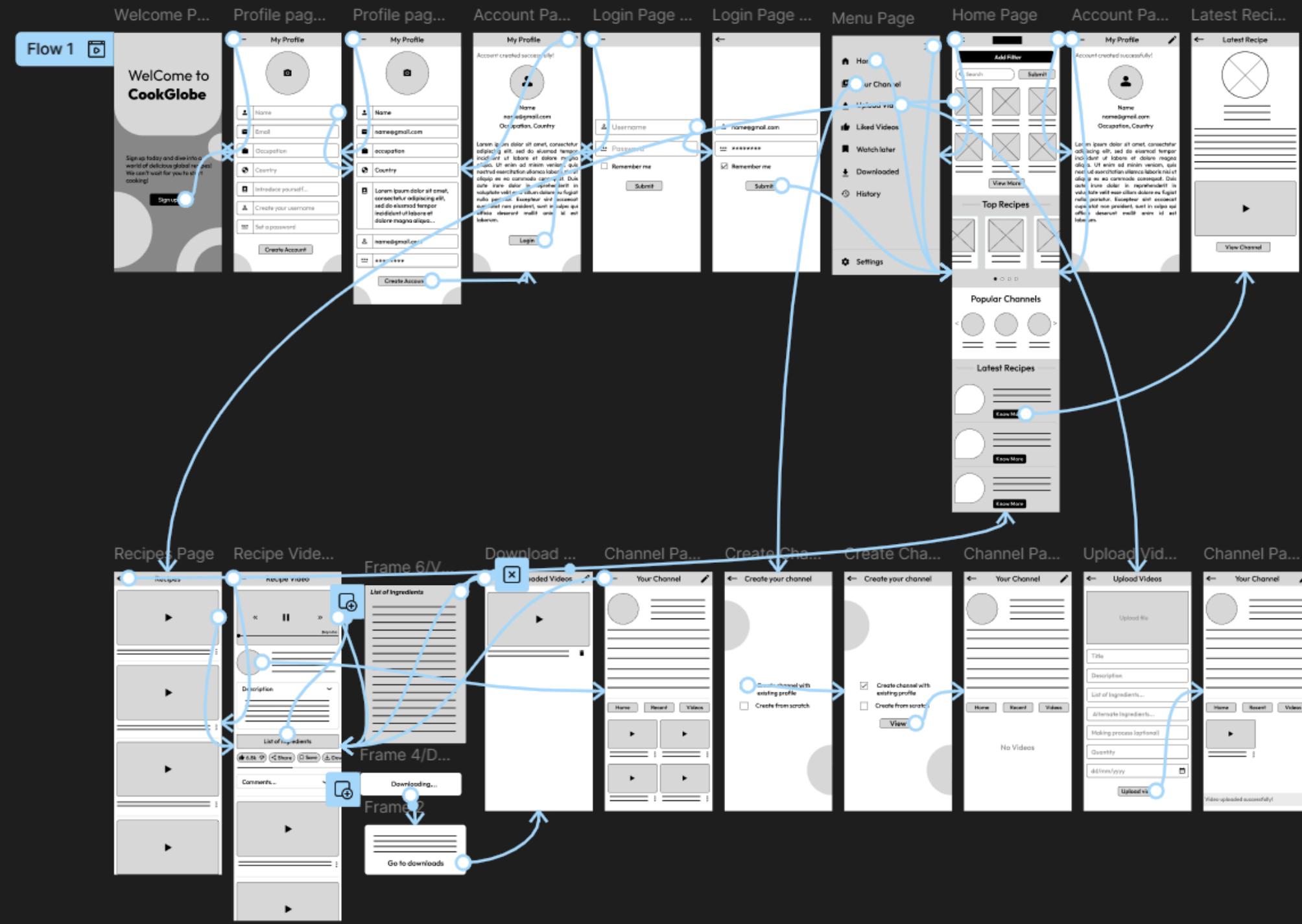


Select language according to your comfort

# Low-fidelity prototype

After creating digital wireframes of all screens, I connected all of the screens to create a low-fidelity prototype.

At this point, I have received feedback from my ex-colleague who is working as a UI developer. To make sure the button placement, sizes and flow of pages. I listened to him and implemented several small changes.



View [CookGlobe's low-fi prototype](#)

# Usability study: findings

Two rounds of moderated usability testing was conducted to evaluate the usability of the cookglobe recipe app. My goal was to find navigation issues, complete recipe details and other issues to gather feedback to improve user experience.

## Round 1 findings

- 1 Users were expecting ratings for each and every video.
- 2 Filter button made user confuse for been top priority on home screen.
- 3 Users were expecting cc and speed option to control video.

## Round 2 findings

- 1 After redesign, most of the users are happy with the app.
- 2 They want occupation text field to be optional.
- 3 Download button should be priority.

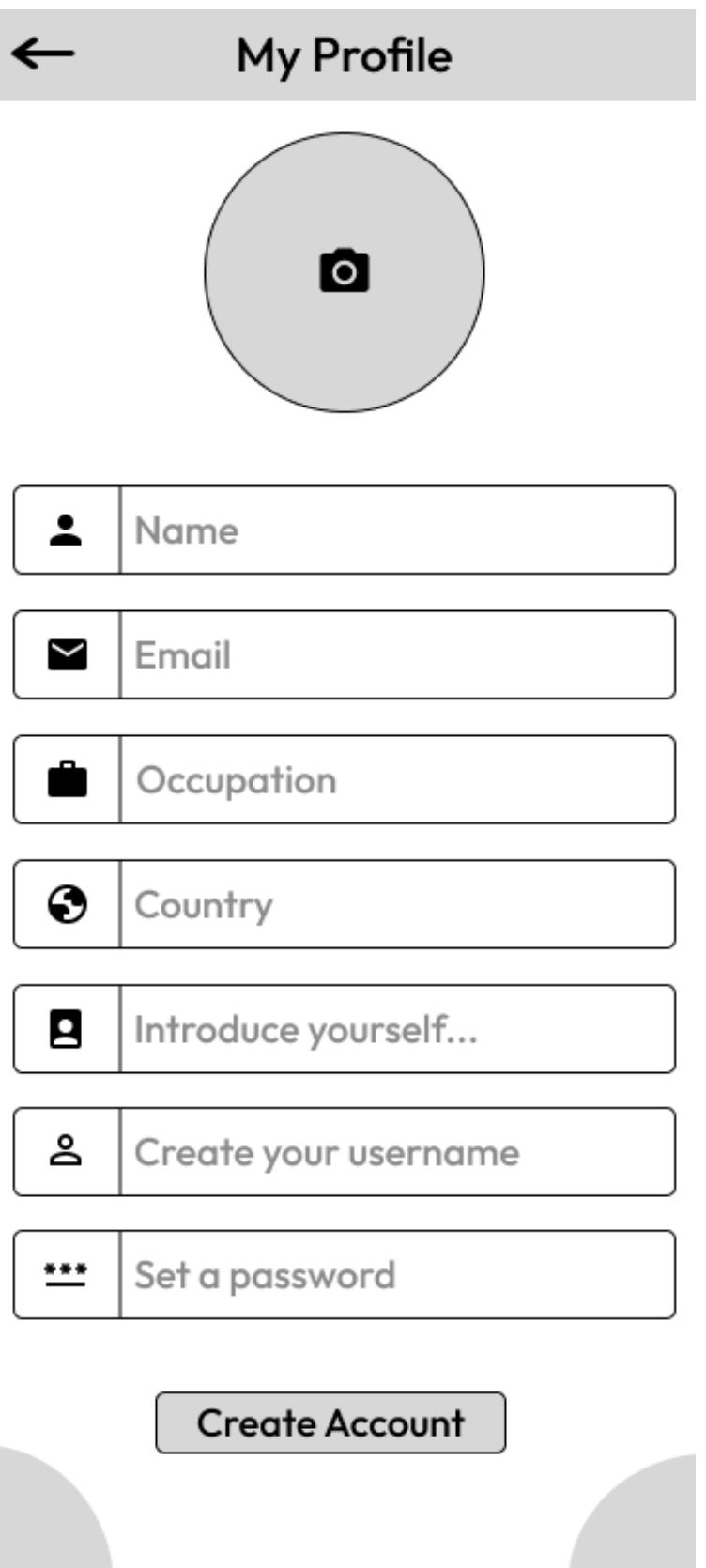
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Based on the insights gathered from usability study, I made some changes such as making occupation text field optional.

Before usability study

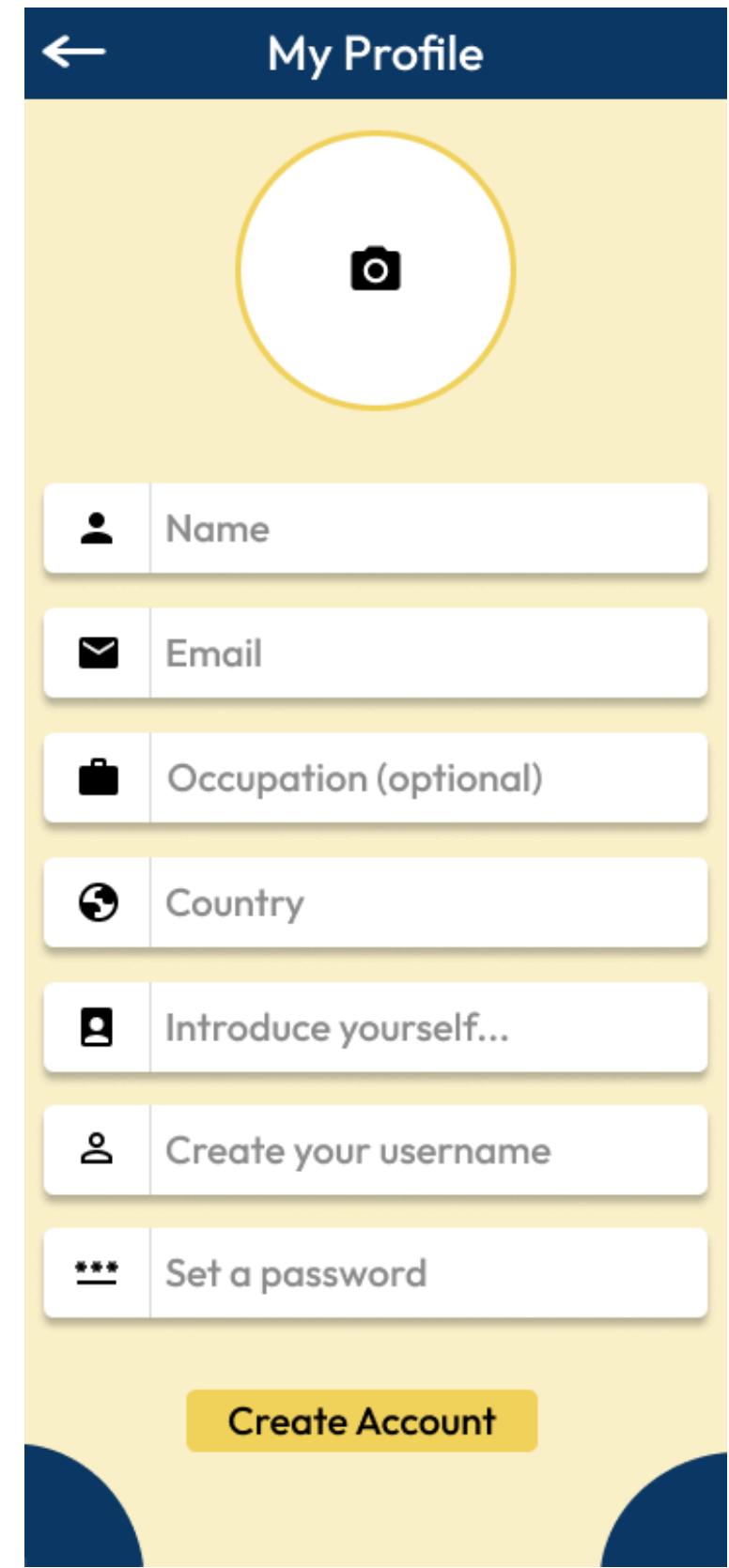


A screenshot of a mobile application's profile creation screen titled "My Profile". At the top is a placeholder circular profile picture with a camera icon. Below it are seven text input fields: Name, Email, Occupation, Country, Introduce yourself..., Create your username, and Set a password. Each field has a small icon to its left. At the bottom is a "Create Account" button.

	Name
	Email
	Occupation
	Country
	Introduce yourself...
	Create your username
	Set a password

Create Account

After usability study



A screenshot of the same mobile application's profile creation screen after a usability study. The layout is identical to the "Before" version, but the "Occupation" field is now labeled "Occupation (optional)" with a note in parentheses. A green arrow points from the "Occupation" field in the "Before" mockup to the "Occupation (optional)" field in the "After" mockup.

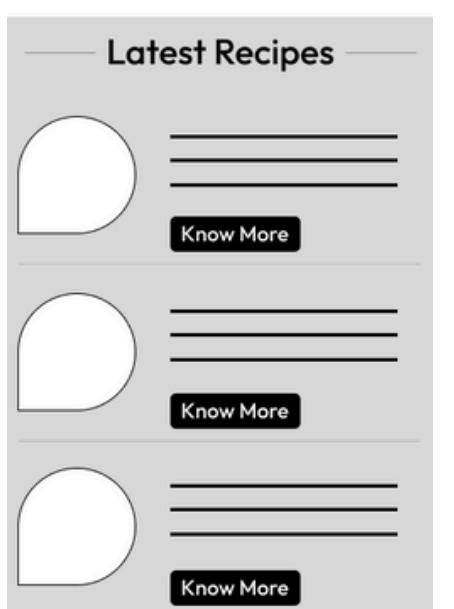
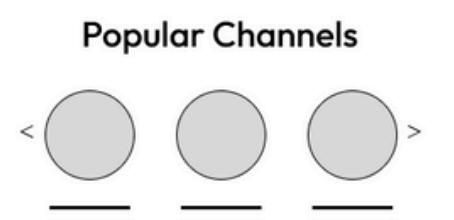
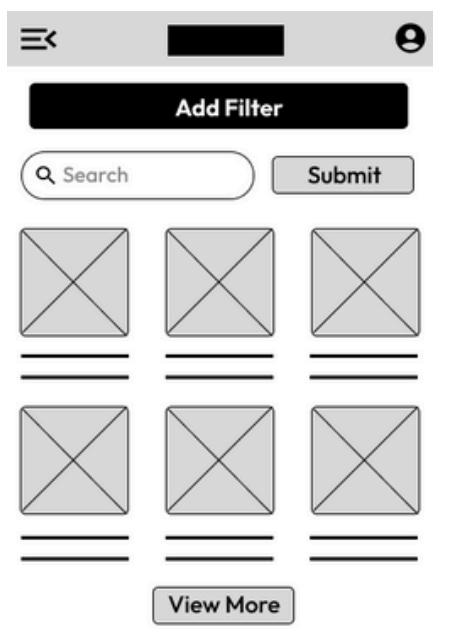
	Name
	Email
	Occupation (optional)
	Country
	Introduce yourself...
	Create your username
	Set a password

Create Account

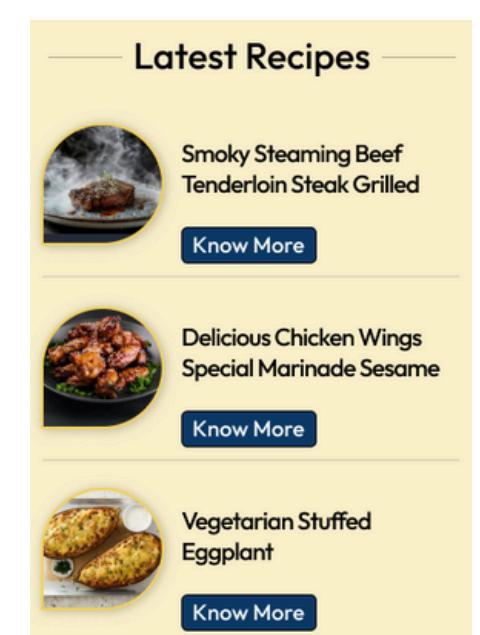
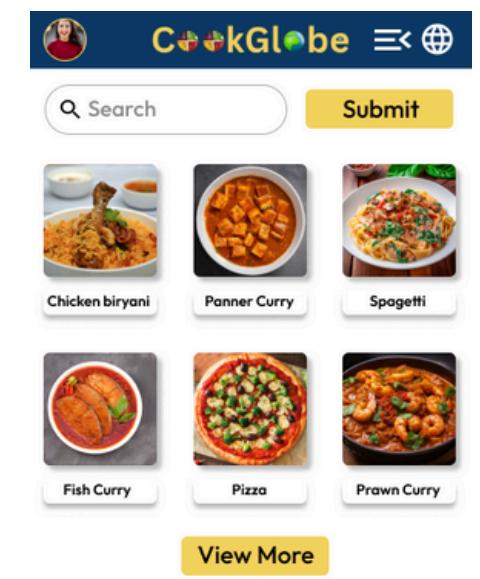
# Mockups

Added filter option to header and did small replacement changes like user account to menu and menu to user account.

Before usability study



After usability study

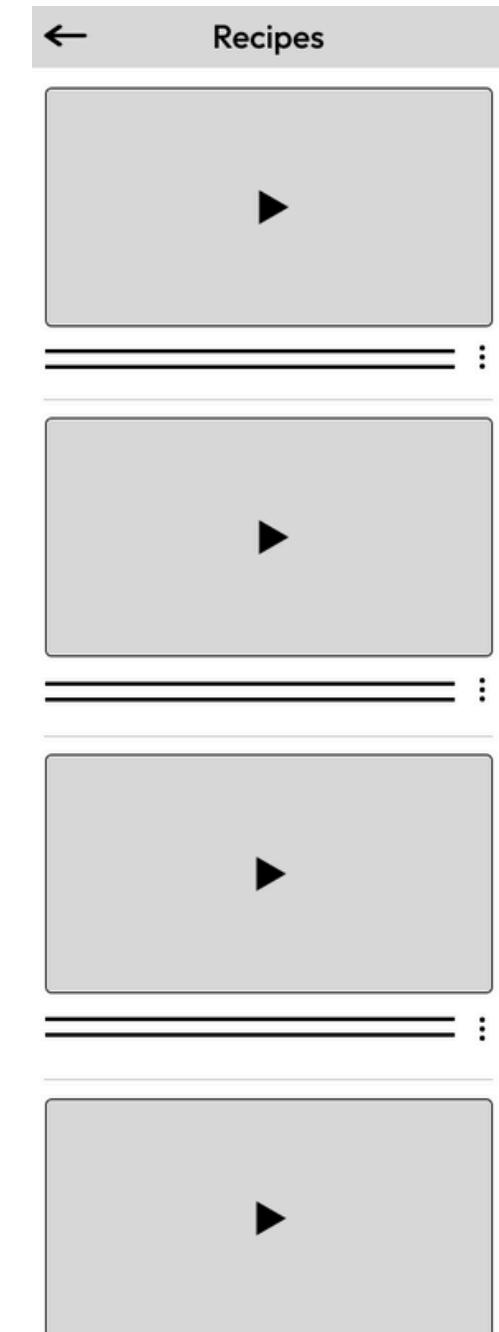
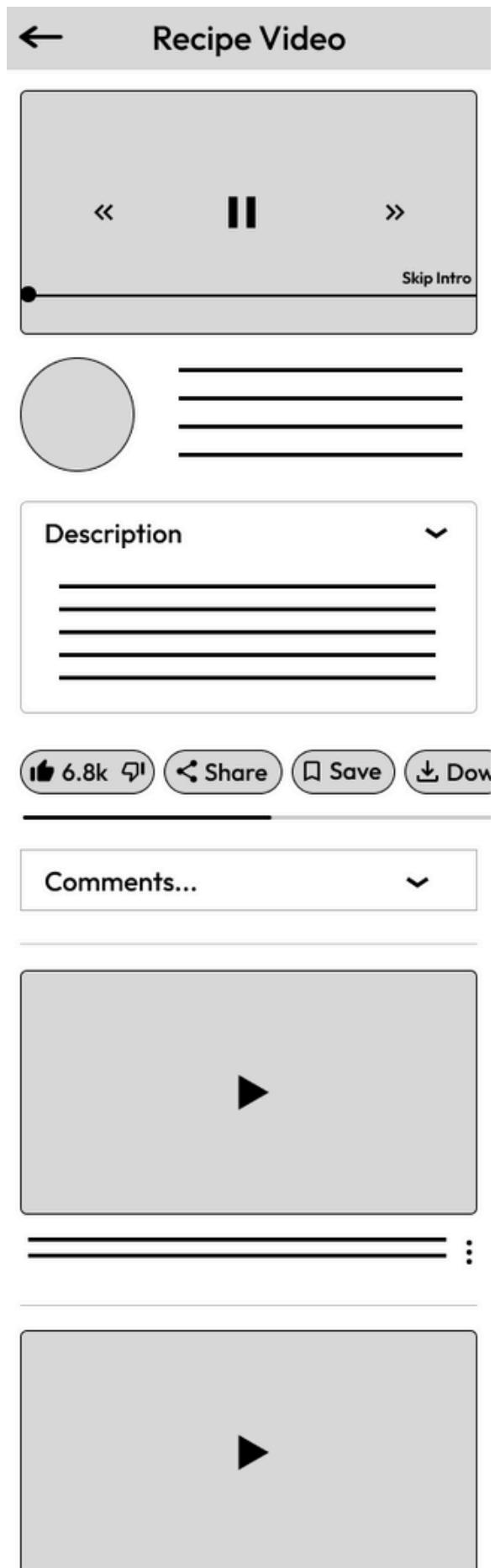


Filter button

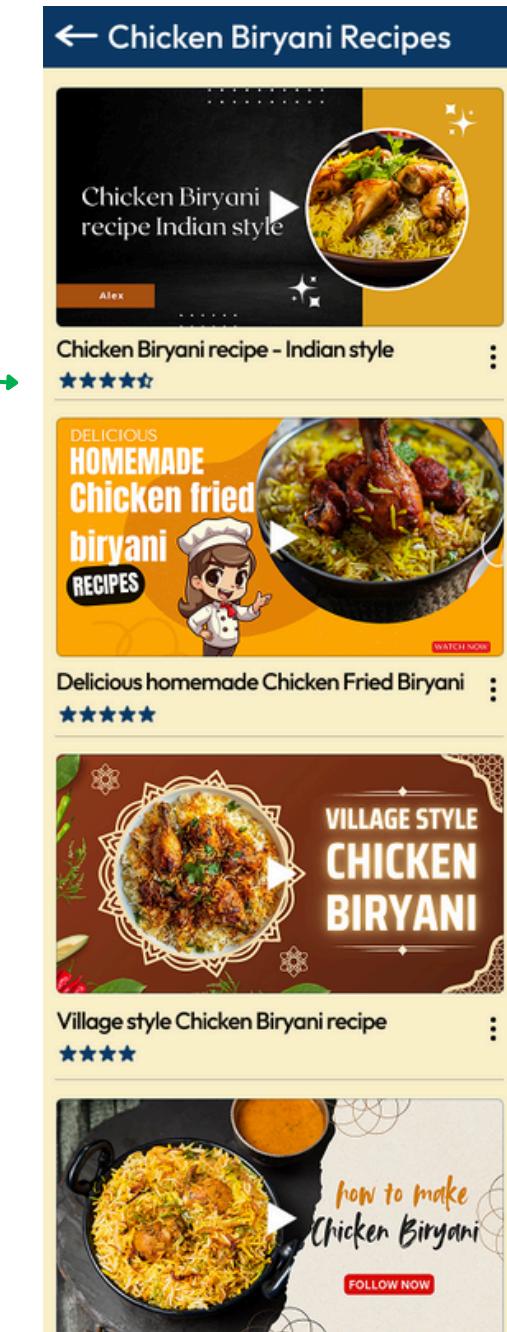
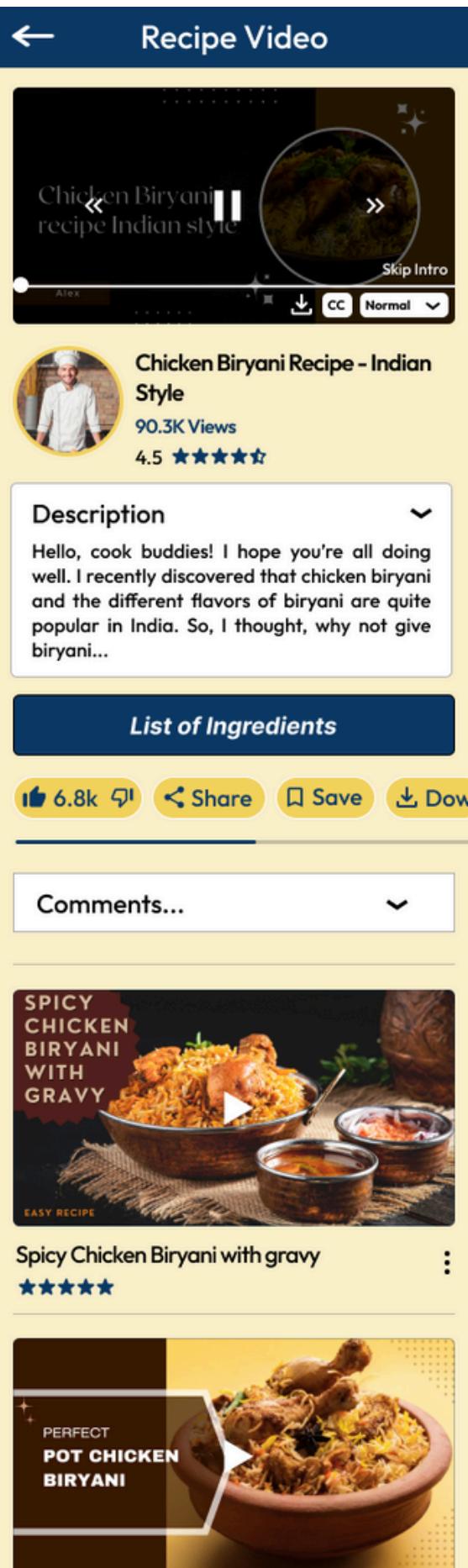
# Mockups

Displayed ratings for each and every video and added cc and speed to control video.

Before usability study



After usability study



Submit

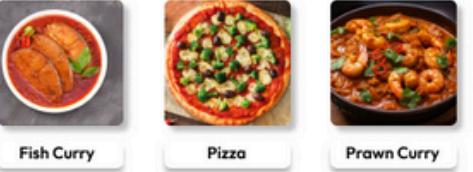

Chicken biryani



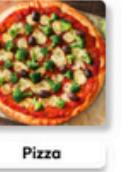
Panner Curry



Spaghetti



Fish Curry



Pizza



Prawn Curry

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### Top Recipes



Zucchini pasta



Smoky Spicy Indian Biryani Pulao



Mexican Trad Chilaquiles

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Daniel William

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Hamsa Goud

#IndianCulinary



ChefJane

#chefJaneRecipes

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Smoky Steaming Beef  
Tenderloin Steak Grilled[Know More](#)Delicious Chicken Wings  
Special Marinade Sesame[Know More](#)Vegetarian Stuffed  
Eggplant[Know More](#)

### Latest Recipe



#### Smoky Steaming Beef Tenderloin Steak Grilled

A smoky, steaming beef tenderloin steak, grilled to perfection, involves a combination of smoking and searing techniques to achieve a tender, flavorful result. The process typically includes trimming and seasoning the tenderloin, smoking it at a low temperature to develop a smoky flavor and achieve a desired internal temperature, and then searing it over high heat to create a flavorful crust. A final rest period allows the juices to redistribute, resulting in a tender and juicy steak.

[View Channel](#)

### Chicken Biryani Recipes

Chicken Biryani  
recipe Indian style

Alex

#### Chicken Biryani recipe - Indian style

[★★★★★](#)

#### Delicious homemade Chicken Fried Biryani

[★★★★★](#)

#### Village style Chicken Biryani recipe

[★★★★★](#)[FOLLOW NOW](#)

### Recipe Video

Chicken Biryani  
recipe Indian style

»

«

**Chicken Biryani Recipe - Indian Style**  
90.3K Views  
4.5 ★★★★★

#### Description

Hello, cook buddies! I hope you're all doing well. I recently discovered that chicken biryani and the different flavors of biryani are quite popular in India. So, I thought, why not give biryani...

#### List of Ingredients

6.8k Share Save Download

#### Comments...



#### Spicy Chicken Biryani with gravy

[★★★★★](#)[FOLLOW NOW](#)

### Channel

**Alex**

alex@gmail.com

Chef, London

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Following

Hi everyone! I'm Alex, and I'm a chef who loves sharing my culinary creations online. Cooking is my passion, and I enjoy experimenting with different flavors and techniques to create unique recipes. I love connecting with all of you through my cooking journey, sharing not just recipes but also the stories and... [Know more](#)

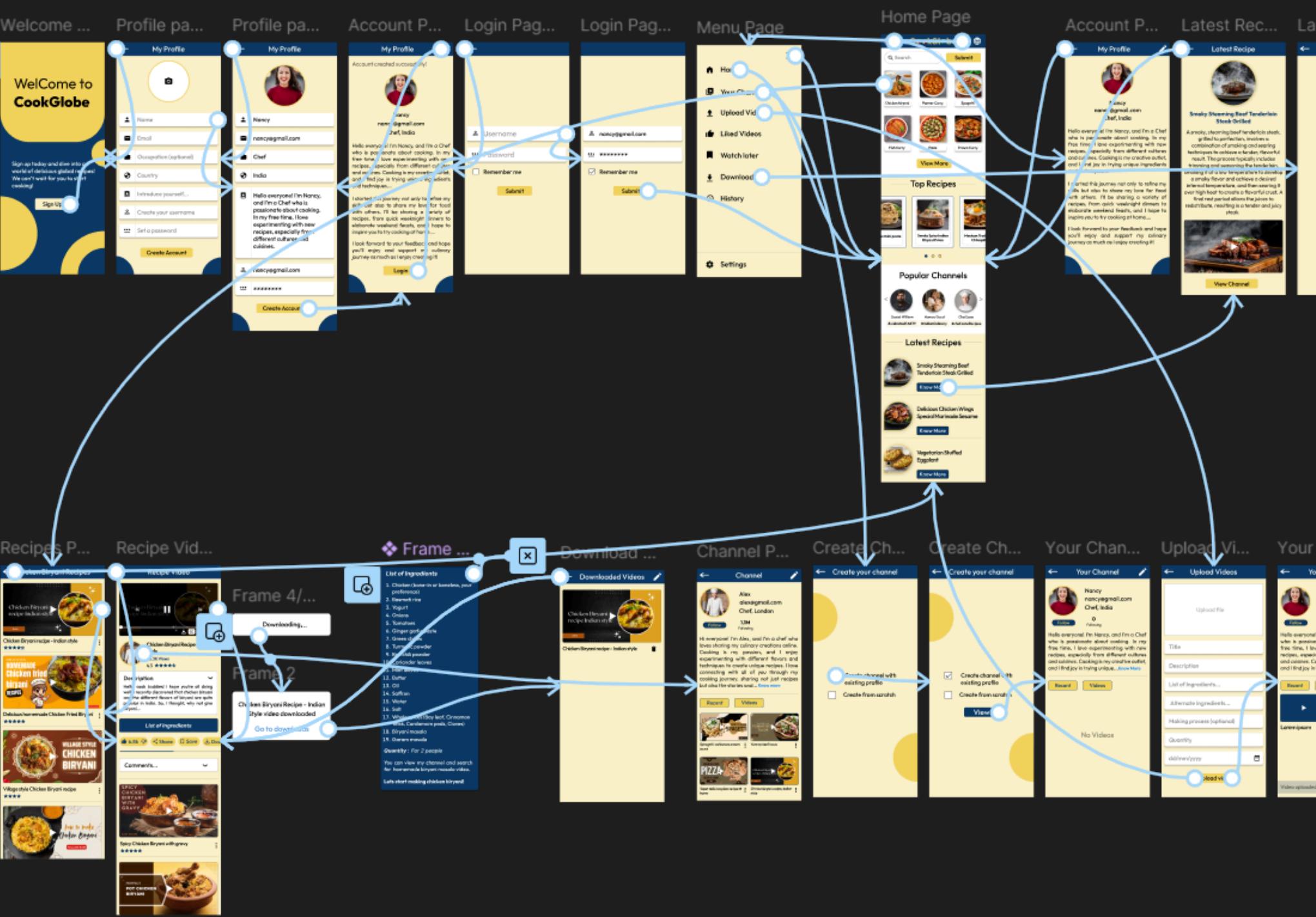
[Home](#)[Recent](#)[Videos](#)Sphagetti carbonara cream  
sauce

Yummy beef tacos

Super delicious pizza recipe at  
homeChicken biryani recipe, Indian  
style

# High-fidelity prototype

**View CookGlobe's high-fi prototype**



# Accessibility considerations

1

I made sure my primary colors met WCAG. Checked with different contrast plugins.

2

I used headings with different sized text for clear visual hierarchy

3

I am using same font "Outfit" for overall content.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The design is simple and easy-to-use. Complete recipe details are provided. No more long stories to hear. Easily we can watch downloaded videos in offline mode. Now the app looks the way we want.



## What I learned:

Throughout this project, I learned every small changes can make a huge impact on design. From user research to usability study, how design thinking process takes place. The most important thing to keep in mind is that always focus on the real needs of the user when coming up with design ideas and solutions, even if it is a small change.

# Next steps

1

Implementing dark mode  
which improves comfort  
for evening use.

2

Ideate on new features and  
identify any additional  
areas if needed.

3

Posting blogs and articles  
of recipes. Maintaining  
separate screens.

# Let's connect!



Thank you for reviewing my design – **CookGlobe app**

If you want to know more about me or get in touch. You can contact me through below information provided.

Email: [yadandlashruthi97@gmail.com](mailto:yadandlashruthi97@gmail.com)

Linkedin: <https://www.linkedin.com/in/yadandla-shruthi/>