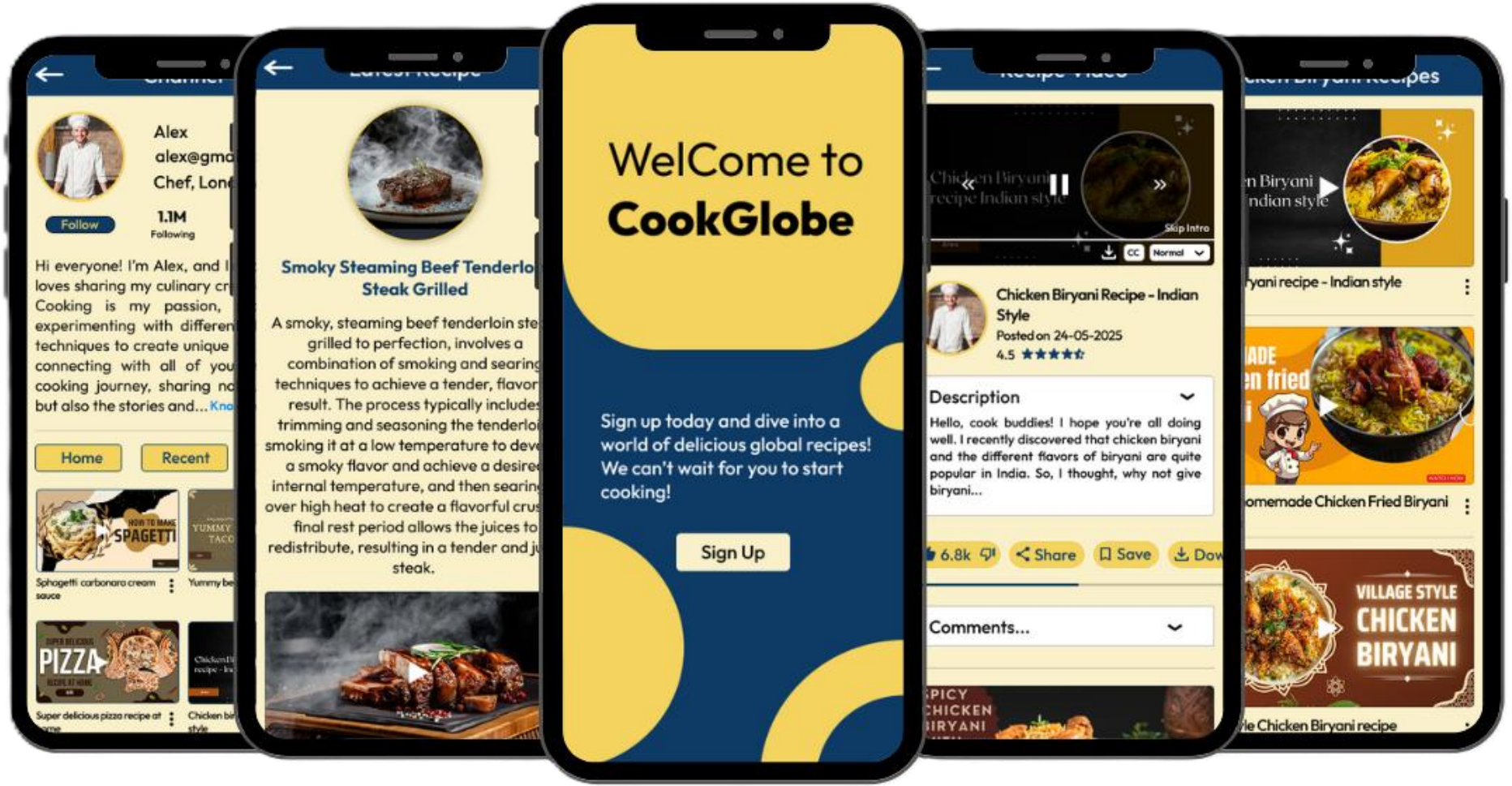
CookGlobe Website Design

Yadandla Shruthi


Alex
Follow
1.1M
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Smoky Steaming Beef Tenderlo
Steak Grilled
A smoky, steaming beef tenderloin ste
grilled to perfection, involves a
combination of smoking and searing
techniques to achieve a tender, flavor
result. The process typically includes
trimming and seasoning the tenderlo
smoking it at a low temperature to deve
a smoky flavor and achieve a desire
internal temperature, and then searin
over high heat to create a flavorful crus
final rest period allows the juices to
redistribute, resulting in a tender and ju
steak.
WelCome to
CookGlobe
Sign up today and dive into a world of delicious global recipes! We can't wait for you to start cooking!
Sign Up
Chicken Biryani Recipe - Indian Style
Posted on 24-05-2025
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...
6.8k
Share
Save
Comments...
VILLAGE STYLE
CHICKEN
BIRYANI

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:

11|05|2025 – 3|06|2025

Google

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 line.

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. "

Age	24
Education	BTech
Hometown	Telangana, India
Family	Parents
Occupation	Assistant System Engineer

User journey map

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

Persona: Avula Shravanthi

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

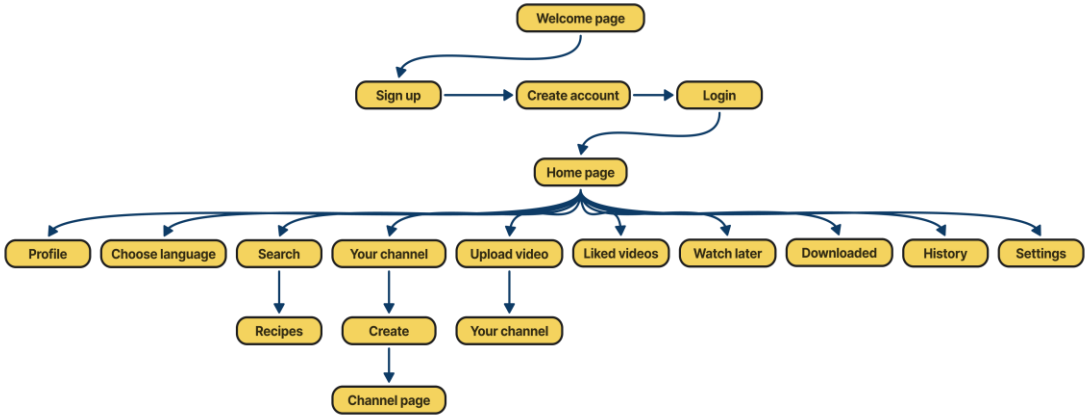
Action	Opens app	Search for recipe	Clicks on a recipe	Watches intro content	Starts cooking
Task List	A. Launch app B. Create account C. Login	A. Use search bar B. Search any recipe like “pasta”	A. Opens recipe page B. Plays video C. Checks ingredients D. Looks for alternate ingredients	A. Watches video intro B. Looks for skip button or download option	A. Follows video step by step B. Prepares food
Feeling Adjective	✓ Satisfied ✓ Excited	✓ Curious ✓ Interested	✓ Frustrated ✓ Hopeful	✓ Frustrated ✓ Not satisfied	✓ Satisfied
Improvement Opportunities	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

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

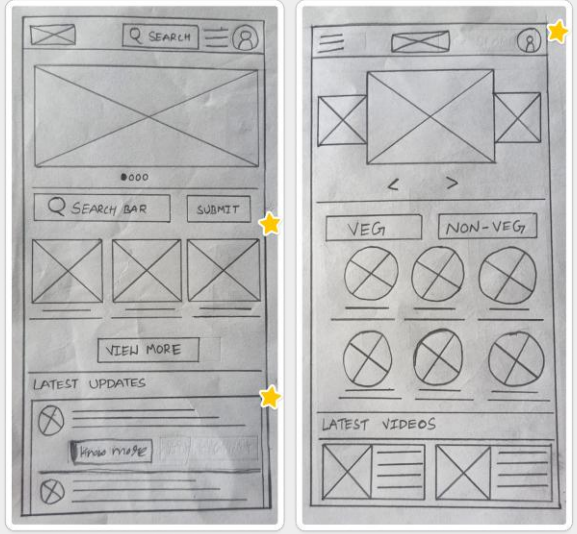
Sitemap

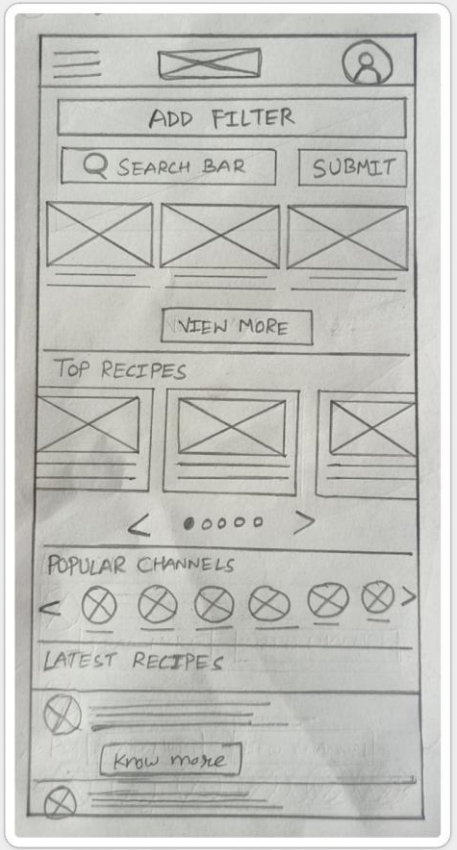
It’s difficult for some users when it comes to navigation, during user research I didn’t find much pain points related to navigation. But I have created a sitemap for simple and easy navigation, let the user know the flow of app. My goal is making them understand in simple and easy way.



Paper wireframes

[Your notes about goals and thought process]





Digital wireframes

[Your notes about goals and thought process]

Digital wireframes

[Your notes about goals
and thought process]

Low-fidelity prototype

[Link to low-fidelity prototype and brief description of the user flow]

Usability study: findings

I have conducted moderated usability study. To test the cookglobe app, as every pain point is described perfectly in app. But still I found small changes during studies.

Round 1 findings

1. User had a difficulty which video has a lot of ratings to watch
2. With filter on top of home page made no sen
3. Insert finding

Round 2 findings

1. Insert finding
2. Insert finding
3. Insert finding

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Before usability study

After usability study

[Your notes about goals and thought process]

Before usability study

After usability study

Mockups

[Your notes about goals and thought process]

Mockups

High-fidelity prototype

https://www.figma.com/proto/syQEiuOs5f327IaEScXWFd/CookGlobe?page-id=0%3A1&node-id=189-311&p=f&viewport=1901%2C3880%2C0.78&t=ORigXR5N0lbj6TFd-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=189%3A311

Accessibility considerations

1

Color Contrast

I applied high contrast color between text and background to ensure users with low vision or color blindness can view it more clearly.

2

Icons

Used familiar icons with clear descriptive for screen readers users and improve navigation clarity.

3

Screen Touch

Button and interactive design were designed with sufficient size and space to support users.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Our target users shared the design was so simple and easy to understand. Now they get full details of recipe with clear information. Easy navigation throughtout the app.

What I learned:

This project taught me a lot, what happens in each stage. How design thinking process is applied. From user research to usablity testing. How a users thinks, needs and frustration. Also learned importance of accessability.

Next steps

1

Adding blog posts and articles, to make user understand more about recipe.

2

Adding more features in future to make app more easier.

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

Thank you!