



leftovers

Personalized recipes based on leftover ingredients





Introduction

My Role: Designer

Timeline: January 2022 - March 2022





Group project done over the
course of 10 weeks to create a
high-fidelity prototype

Ideation

As college student what product would be beneficial to us?



Food

- Leftovers
- Budgeting recipes
- Meal planning



Textbooks

- Textbook/Supplies exchange & selling
- Price comparison
- PDF sharing



Class Help

- Class comparison
- Resources to help
- Reaching out to previous students
- What quarter classes are being offered



Student Housing

- Find housing
- Find roommates

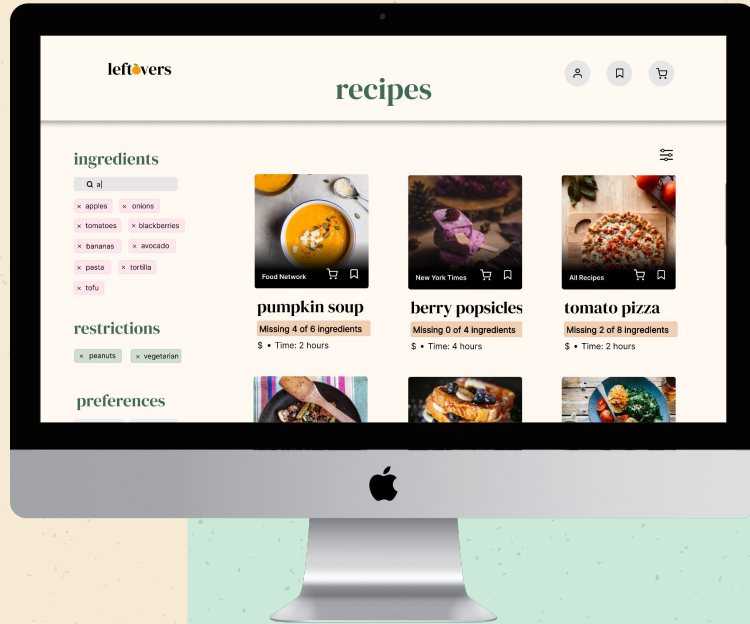
Problem

It can be difficult to plan ahead when shopping, and many people end up with excess food that they let go to waste. Some college students don't have the budget for this nor the necessary resources or stability of continuously dining out as opposed to making food at home.

Households are the largest contributors to food waste within the food production and consumption pipeline, contributing approximately 61% of the 931 million tons of food waste generated in 2019 (UN Environment Programme, 2021)*.

*UN Environment Programme. (2021, March). UNEP Food Waste Index Report 2021. Retrieved January 30, 2022, from <https://www.unep.org/resources/report/unep-food-waste-index-report-2021>

Solution



Meal Planning Website

- Makes use of what the user already has available to them at home
- Suggest recipes that fit their needs, preferences, dietary restrictions, and budget.

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Research

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Competitor Analysis

SuperCook

Curates recipes for users based on the ingredients they have selected.

SuperCook and BigOven are examples of services for users to make meals based on the ingredients they already have. However, the two websites lack inclusivity and personalization

BigOven

Allows users to select up to three ingredients to see which meals can be made.



Survey

We conducted a Google survey to gauge the need for this product and better understand the pain points of our target users

Information gathered:

- General information about the user and food preferences
- Site features and preferences

Survey Results



Participants

Majority of the survey participants were college students, however we did have a few who were older



Personalization

Wanted to be able to choose different cuisines, special diets, and account for appliances and budget



Site Features

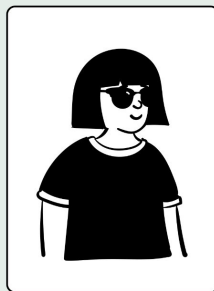
Have the option to filter for different recipes and save them



Synthesize

How might we...

help users find recipes that make use of what food they have and shop accordingly?



Name

Bea Davidson

Age

22

Occupation

Student, PostGrad

Major

Biology

About

Bea is pursuing a PhD in Biology and is very passionate about the environment. She likes to cook but works with a budget due to education fees. Her recipes revolve around working with what she already has in the kitchen.

Pain Points

- remembering what to buy to supplement what she has at home
- catering to her vegetarian lifestyle but still trying new things

Needs

- saving money by using all her groceries
- recipes that use as much of the food she already has to prevent waste

Currently Uses...



Personality

Environmentally Conscious

Tech Savvy

User Persona

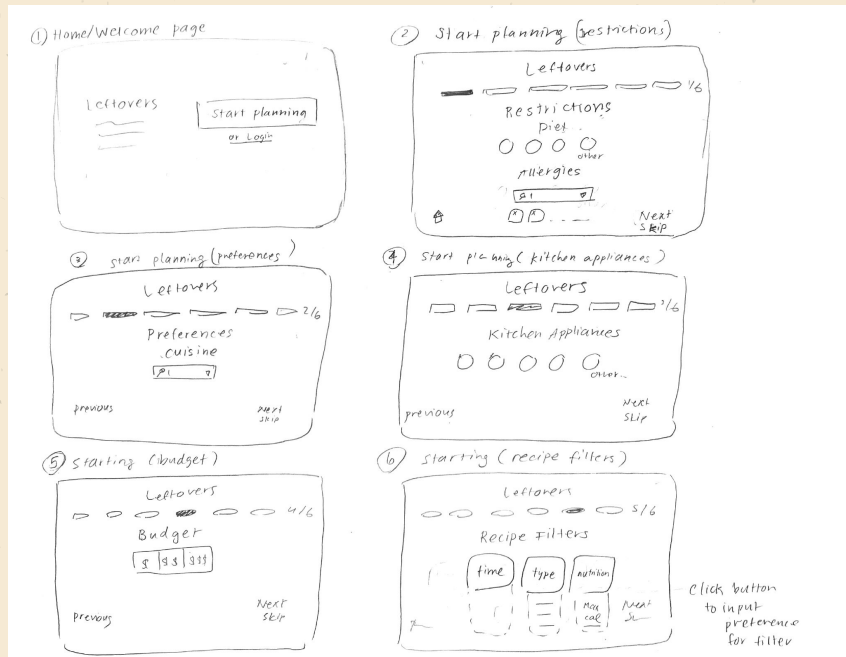
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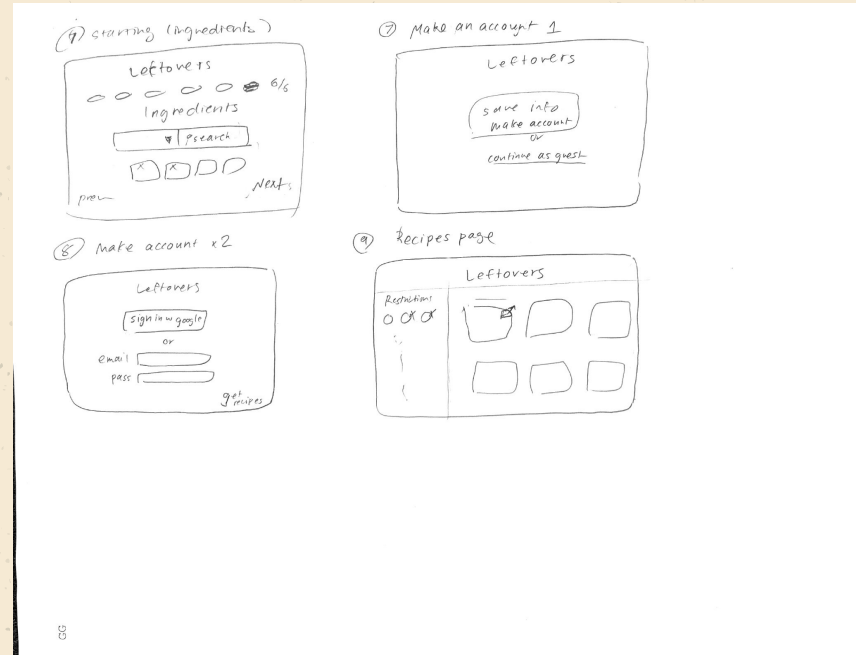
Process

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Sketches

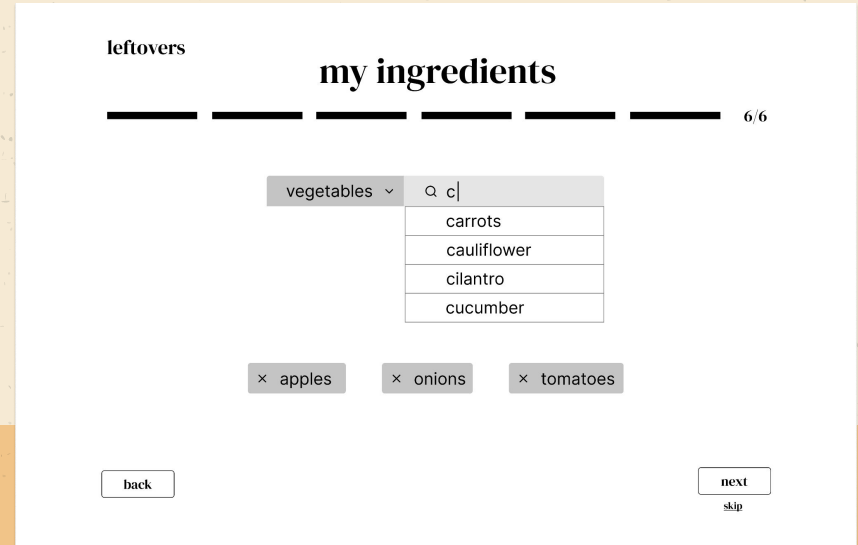
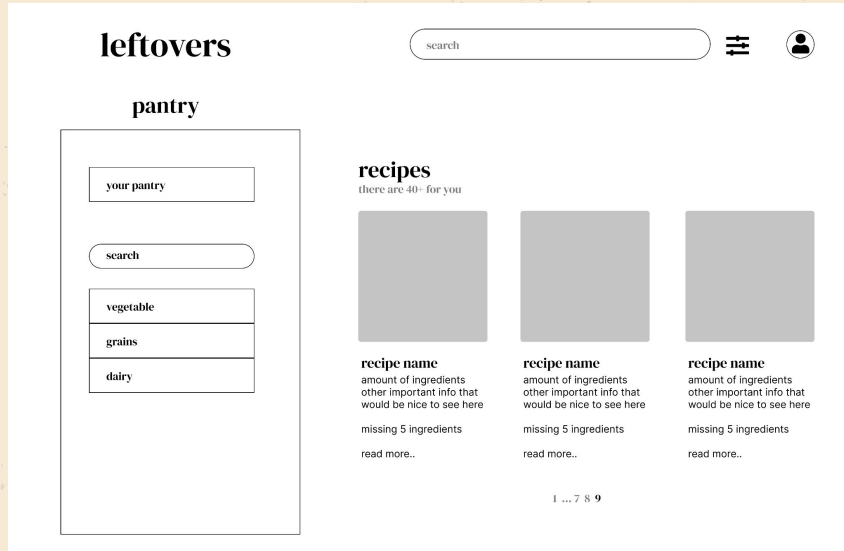


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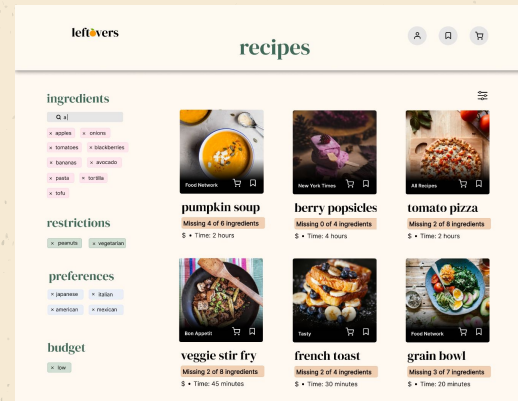
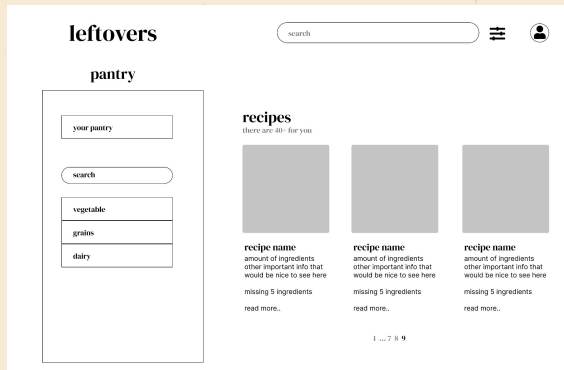
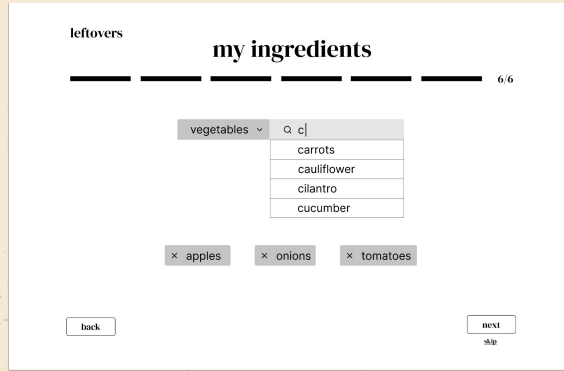


We wanted the onboarding section to be a main feature and stand out

Mid-Fidelity Prototype



Testing Feedback



Changes Made



Testing was done after mid-fidelity prototype as well as during and after high-fidelity prototype

- Have the user input which ingredients they have first
- Make missing x out of x ingredients more clear
- Logo changes
- Changed typography of body texts
- Budget categories

- Change the heart icon to bookmark to differentiate between saving a recipe and adding a recipe to shopping cart



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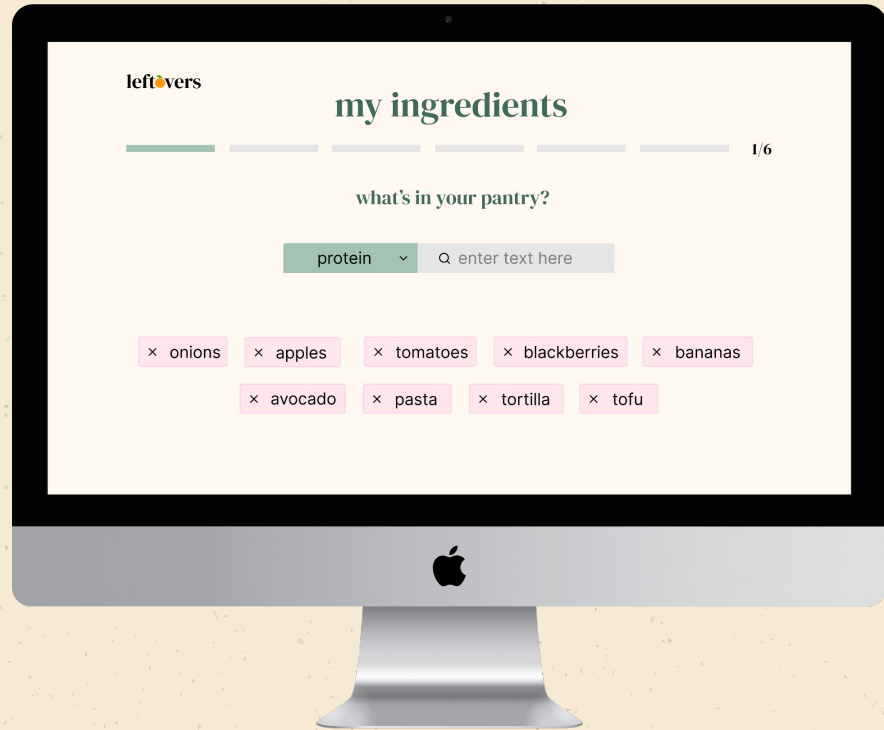
Final Design

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Onboarding

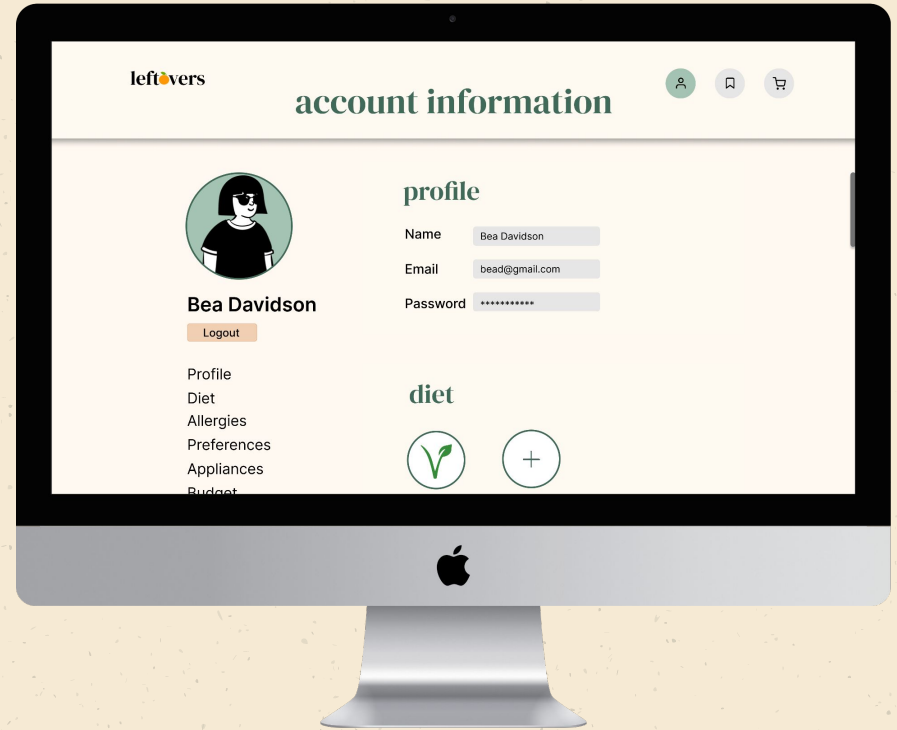
Users set their ingredients and preferences

1. Ingredients
2. Restrictions & Allergies
3. Cuisine Preferences
4. Kitchen Appliances
5. Budget
6. Recipe Filters (Time, Type, Nutrition)



Account

Users are able to change all the information they had previously inputted during the onboarding stage



Recipes

Curated recipes based on their ingredients and preferences



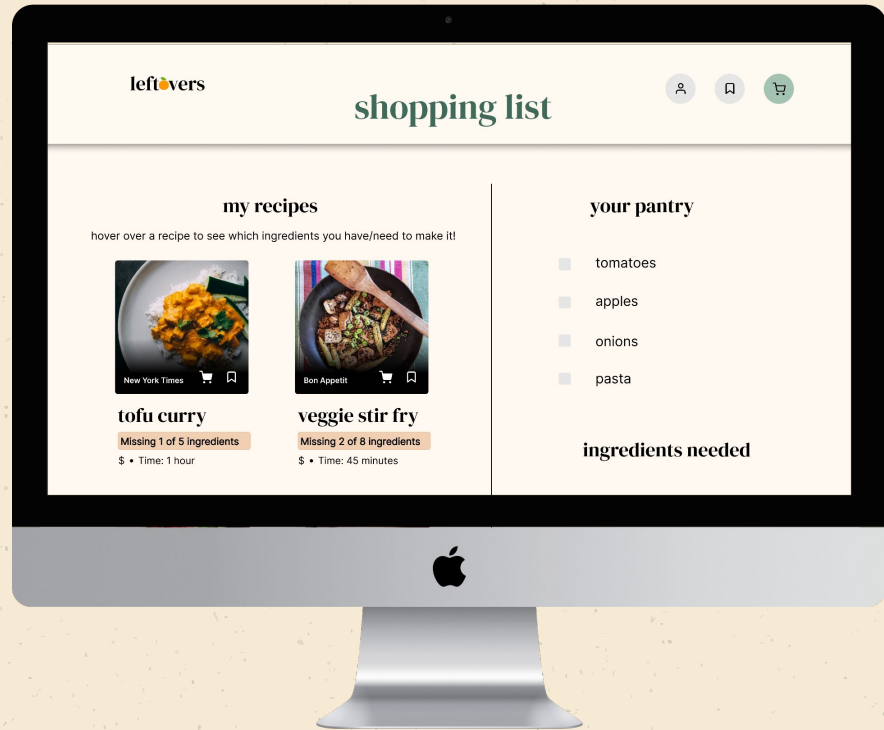
Saved Recipes

Users are able to save and see their saved recipes



Shopping List

Users are able to see what ingredients they have and what ingredients they need for a specific recipe



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Next Steps

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Challenges and Further Development

Challenges

- Learning to use Figma
- User's perspective not ours

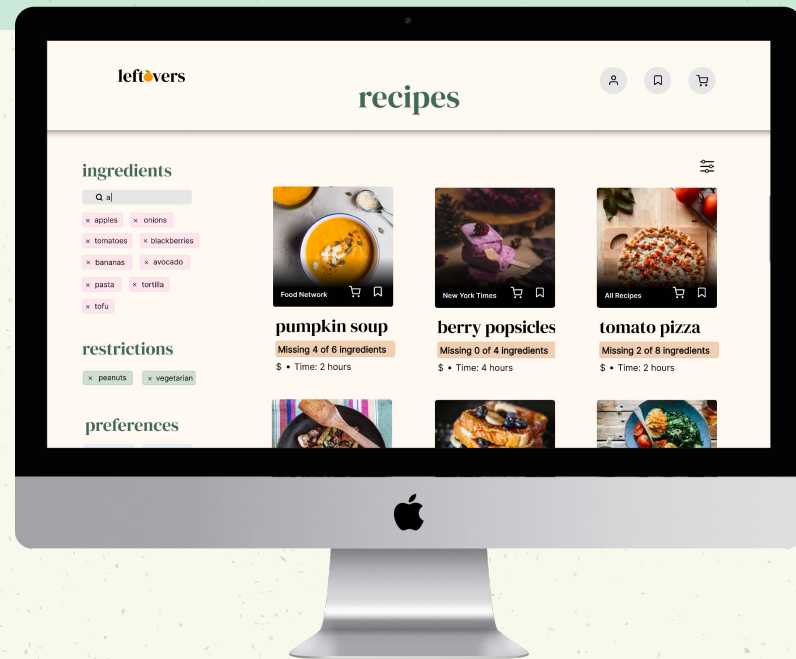
Lessons Learned

- Place less emphasis on aesthetics in mid fidelity
- Typography can drastically affect user responses

Improvements

- Add nutrition labels to recipe cards
- Add amounts of ingredients missing
- Further organize ingredients lists on recipe page
- Consistency with typography
- Better implementation for shopping list page

Link to Figma Prototype



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Thank You

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