

Portfolio Project: User Experience Design

By Kadeja Cordova & AJ Ancheta



<https://github.com/ancheetah/4foodies>

Introduction

4Foodies is a food blog that offers recipes and cooking classes. 4Foodies' goal is to inspire people to get in the kitchen and become confident chefs. Recipes range from beginner to advanced, so individuals from all cooking levels can learn to cook better. On the website recipes and photos are posted, along with step by step instructions. 4foodies also provides virtual or in-person cooking classes that guests can register and pay for.

Some of the major features include a responsive masonry style gallery, a grid of image thumbnails/Bootstrap cards for the recipe page, a contact form, a sign-up form in the footer for our newsletter, a responsive table of events, and a Bootstrap alert on the homepage for upcoming events.

User Interface Design & Prototype

Below is the link to a sample wireframe for the homepage:

<https://www.figma.com/file/3lzfmPJ3fsHhmNPIKgpFk3/Wireframe?node-id=0%3A1>

You can find a wireframe for the entire website here:

<https://github.com/ancheetah/4foodies/blob/main/docs/wireframe/4foodies-wireframe-draft.pdf>

As stated in the previous report the website is designed with a simple black and white minimalist theme, so that users are drawn to the colorful food photography. The masonry-style homepage draws the eye around by combining quotes, images, and text in a random fashion. Everything should be intuitive for users and it will be clear on every page that the website revolves around food.

The homepage is designed to bring attention to 2 important aspects of the website: (1) recipes and (2) events/cooking classes that visitors must pay to attend. The homepage will feature the recipe of the month in a full width banner along with several recipe thumbnails and quotes pulled from recipes to encourage visitors to try our recipes. There will also be an alert bar near the top with a dynamic countdown to promote the next event/class. It will include a sign up button which would theoretically lead to a registration page where visitors can pay to attend the event.

Recipe categories are presented in an image carousel as a fun way for visitors to get ideas about what they want to cook. The recipes would be tagged with many different categories in practice. Listing all of the categories in an unordered list would be a lengthy, boring way to show them. Rather, a carousel makes it an interactive, engaging experience and forces the user to scroll through multiple options.

Navigation Structure

The navigation bar for MD, LG, & XL viewports will be a horizontal, sticky-top nav bar with the following links: About, Recipes, Contact, Events. The Events link will be in the form of a button to draw attention to the page where website visitors can sign up for classes/events for a fee, generating more income. To the right of the links will be our logo which links to the homepage. The Recipes link will link to the recipe index - a grid of thumbnail cards for recipes. Clicking on a thumbnail will open another page for the recipe ingredients and instructions. This recipe "template" page will not be linked in the menu.

For the mobile version (XS, SM viewports) the menu will collapse to a hamburger icon. Clicking on the icon opens up a vertical menu with the same links and the website logo up top linking home.

The website footer will also have the main menu links displayed horizontally and collapsing to a vertical unordered list for smaller viewports.

References

<https://getbootstrap.com/docs/4.0/components/navbar/>

<https://codepen.io/muluneh/pen/doZdEx>

www.figma.com