

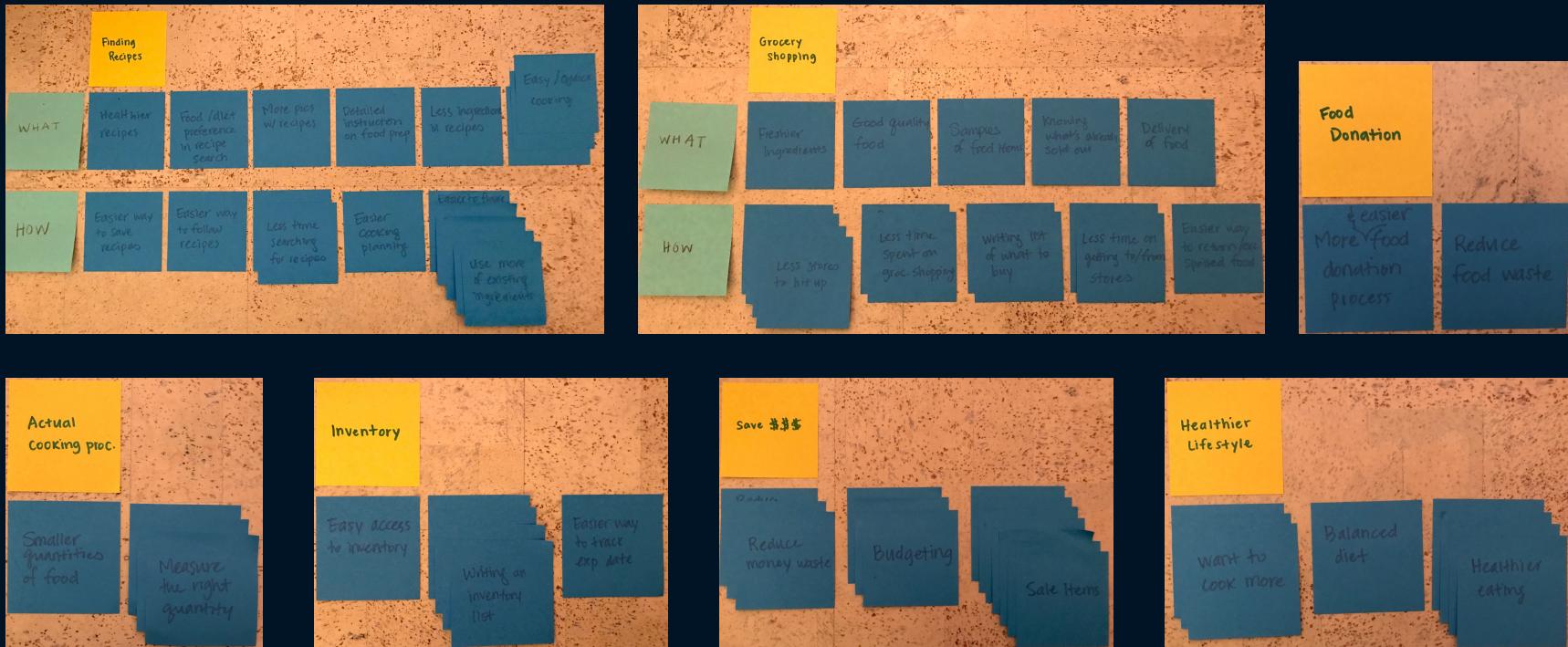


Sharing [a kitchen] is caring

SHARKKIT

Research

User Interview Results



Competitive Analysis

Name	Overview	Login Req?	Onboarding	Modern UI?	Well-Designed Features	Areas of Improvement
	Pantry Check is a free mobile app that allows you to track your pantry and create a shopping list.	No	A pop-up window that describes features. Looks very similar to a dev message.	No; uneven border thickness is used throughout the app.	<ul style="list-style-type: none"> - When manually adding items to inventory, commercial items (crowdsourced and publicly visible) and private items (e.g. home cooked meals) are distinguished. - Items with upcoming expiration dates are displayed in the reminders tab. 	<ul style="list-style-type: none"> - Lack of confirmation. - Some buttons are difficult to notice. - Quantity of items can't be specified. - Slowness. <p>Bug:</p> <ul style="list-style-type: none"> - Creating an 'auto generated list' and an 'empty list' results in an empty list.
	Best Before is a free mobile app that tracks the expiry date of the foods.	No	The app errors out when it tries to start a tutorial.	No; the main frame is in brown color with spots, and that makes the app look outdated and not clean.	<ul style="list-style-type: none"> - The location of each item can be set. Although not very clear, I think this means the location of the items inside pantry or fridge, and this can be helpful for people to remember and visualize where the items are stored. 	<ul style="list-style-type: none"> - App crashes and freezes a lot. - Setting the expiration date for each item is tedious. Considering the fact that tracking expiration date is its main feature, this should be improved. - Everything requires manual entry.
	Food Fully is a free app that tracks food purchases, sends reminders before food goes bad, and displays recipes.	Yes	A progressive onboarding with simple instructions.	Yes; sharp edges, big images, and clean font make the app look clean and well put together.	<ul style="list-style-type: none"> - OCR makes adding items and expiration dates to inventory easy. - Renders a list of recipes that use items that are in the inventory. - Favorite recipes can be marked. 	<ul style="list-style-type: none"> - Selecting a store takes the user to a browser window, which disrupts the consistency of the UI. - Quantity of items can't be specified. - Items to include in the recipe search can't be specified. - Slowness.

Personas

Mark

"I recently started cooking for myself and it's tougher than it seemed!"

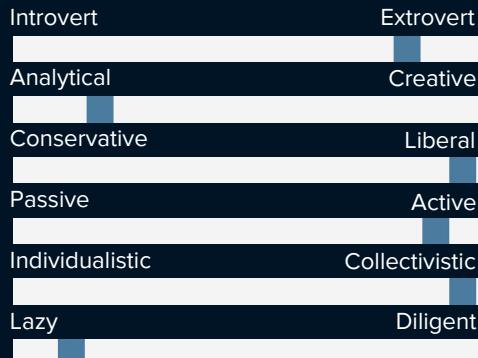


Age: 21

Occupation: College student

Location: Berkeley, CA

Personality Traits



Mark's Story

Mark is a third year college student and he recently moved into an apartment with his two close friends. Prior to moving into the apartment, he used to live in the dorms, so he is more used to eating out and buying pre-cooked meals.

Mark and his roommates try to cook more to save money, since they are all financially independent from their parents. The fact that they all have similar taste (not-so-expensive taste!) allows them to get food items in bulk and share the grocery. This helps them save some time and money; however, they still want to find ways to spend less time grocery shopping and recipe searching.

Frustrations

- Shared pantry/fridge space makes it difficult to keep an up-to-date inventory list.
- Lack of cooking experience results in frequent recipe searching, which is time consuming.
- Searching for recipes using items in pantry/fridge is tough.
- Finding deals on Safeway's websites is tedious.
- Splitting grocery bills with roommates is a hassle.

Needs and Goals

- Having access to pantry/fridge inventory list while grocery shopping.
- Finding quick, easy recipes that involve items he already has.
- Receiving notification for food items on sale.
- Being able to easily see how much each of the roommates owe one another after grocery shopping.

Jennifer

"Healthy life starts with healthy eating."

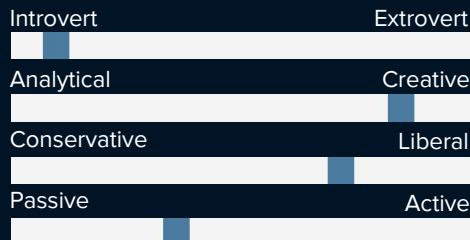


Age: 24

Occupation: Yoga Instructor

Location: San Diego, CA

Personality Traits



Jennifer's Story

Jennifer has been working as a yoga instructor for about 2 years since graduating from UC San Diego. Although her initial motivation for practicing yoga was to get in shape, yoga has also helped her become more mindful of what she eats and drinks.

Jennifer enjoys going to the farmers markets on the weekends to buy fresh produce, and she often looks up vegetarian recipes to incorporate veggies and produce into her meals. She enjoys cooking and loves inviting her yoga students over for dinner so she can share her newly found recipes with them.

Frustrations

- Although Jennifer uses the Food Fully app to look up recipes and keep an inventory of her pantry and fridge, she is frustrated that the app lacks the ability to specify dietary preference when searching for recipes.
- Veggies tend to have shorter shelf life, but it's hard to keep track of that.
- Checking whether a store carries all the ingredients needed for a recipe is time consuming, because it requires Jennifer to go to the individual websites.

Needs and Goals

- Being able to find recipes that honor dietary preferences.
- Keeping track of the shelf life of veggies and produce.
- Easily checking whether a store carries specific ingredients.
- Being able to specify the number of servings when getting recipe results.

Findings from User Research

- Keeping track of items in pantry/fridge is tedious.
- People want to waste less food! They want to concoct meals with items that they already have.
- Saving time is crucial:
 - Spending minimum amount of time searching for recipes is important.
 - For people living with roommates, it's frustrating when they buy duplicate items, because they both spent time grocery shopping when just one of them can go shopping for the other.
 - Updating the inventory list (for items in pantry/fridge) is time consuming.

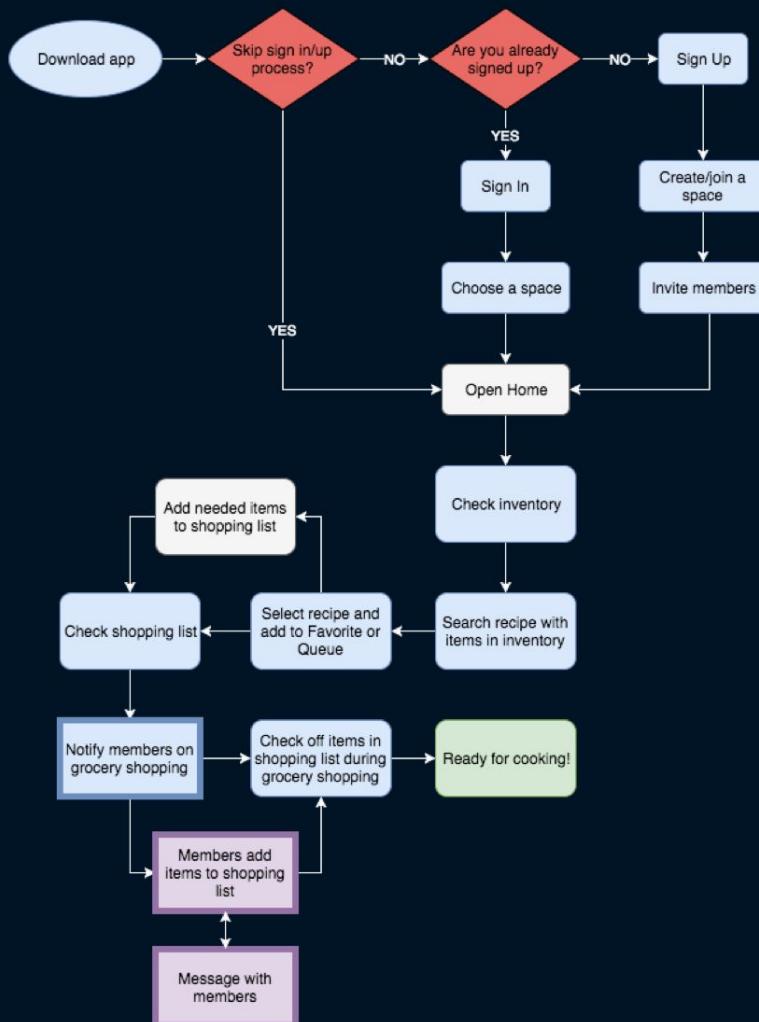
Solution

Card sorting *for feature prioritization*

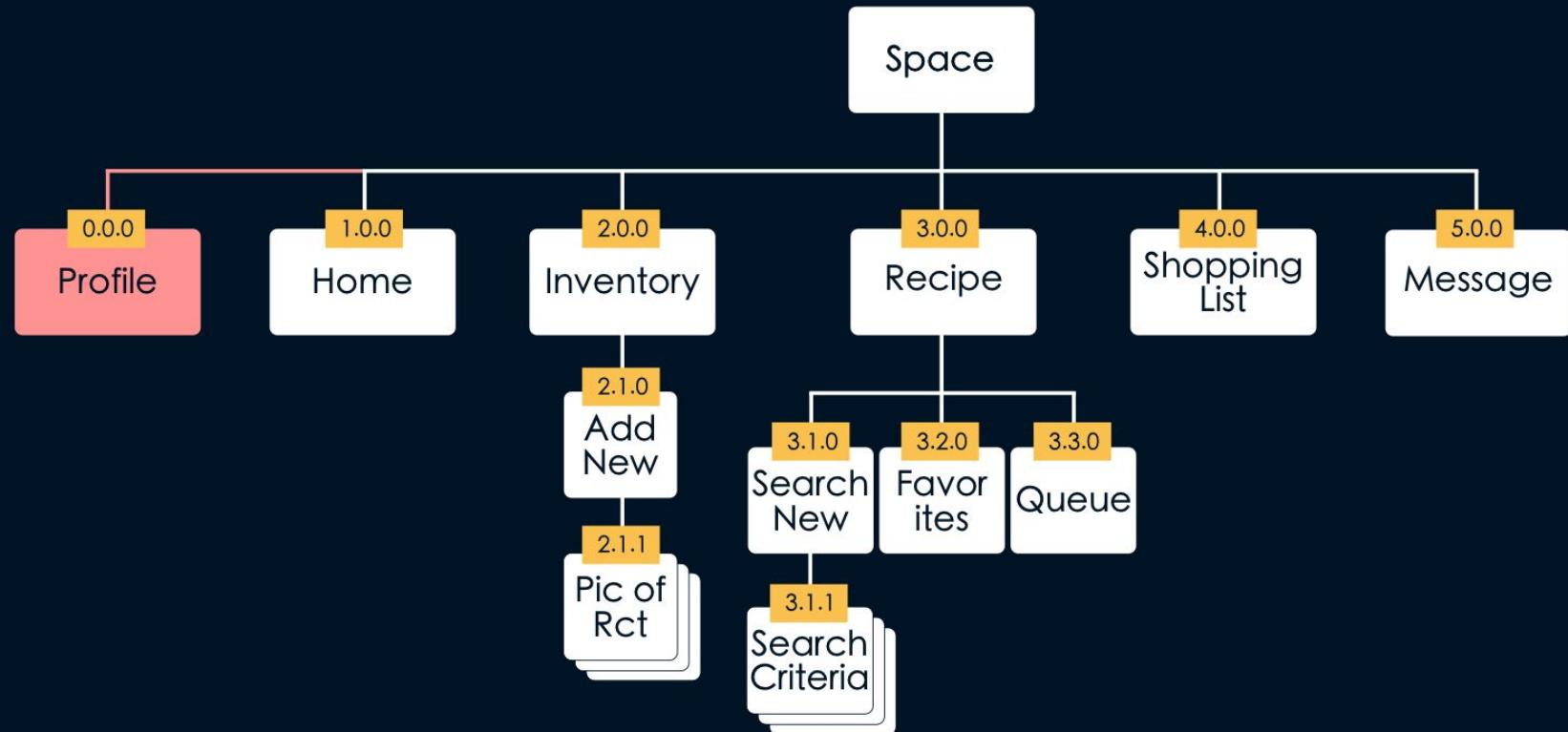


User flow

- Blue: User action
- Blue with thick borders: Signed up user action
- Red: Decision
- White: System action
- Purple with thick borders: Other signed up user action
- Green: Final stage

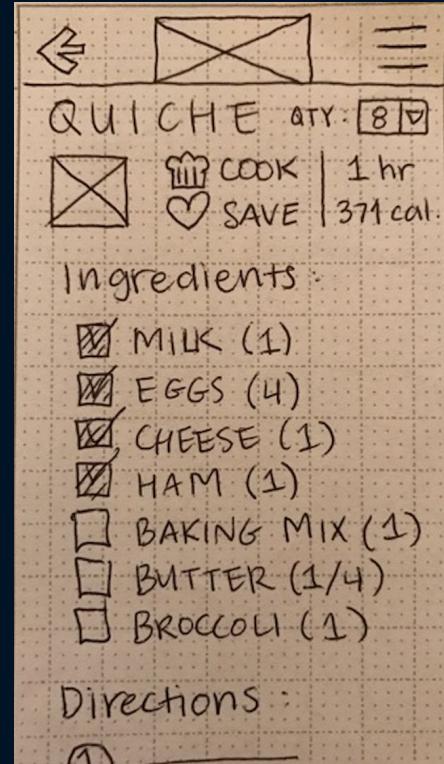
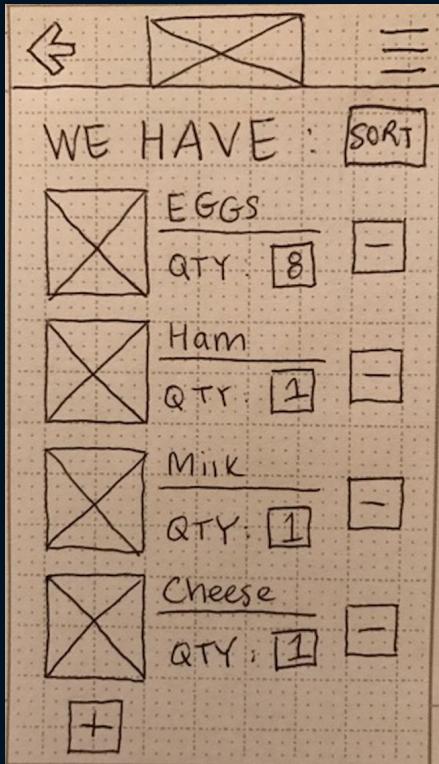


Sitemap

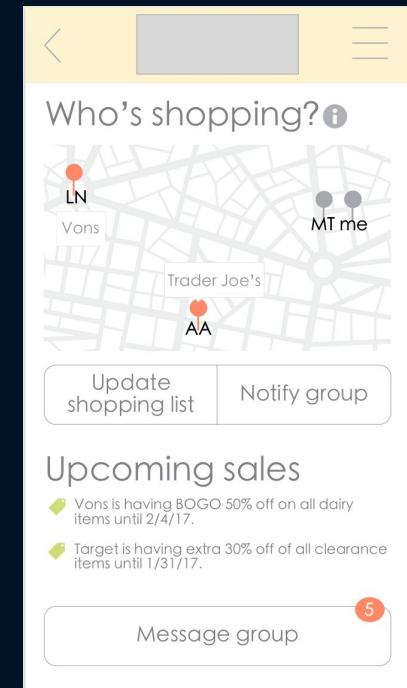
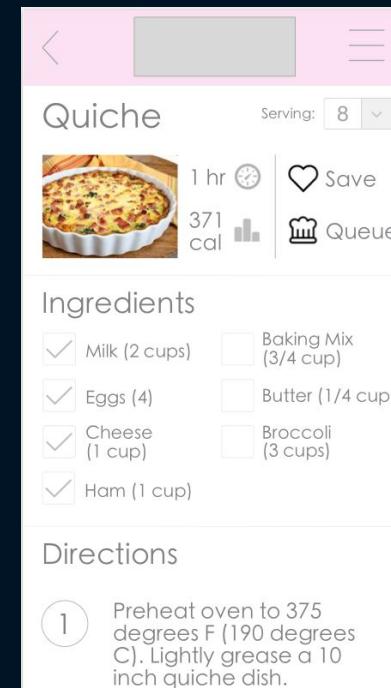
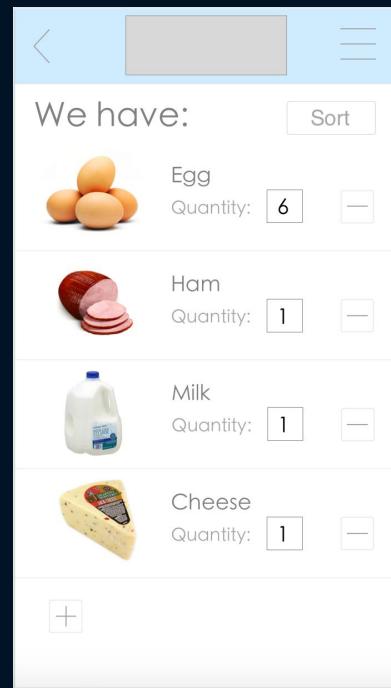
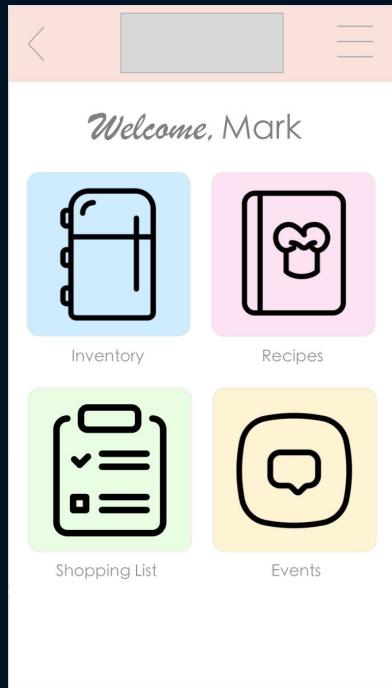


Wireframes

Lo-fi/Sketching



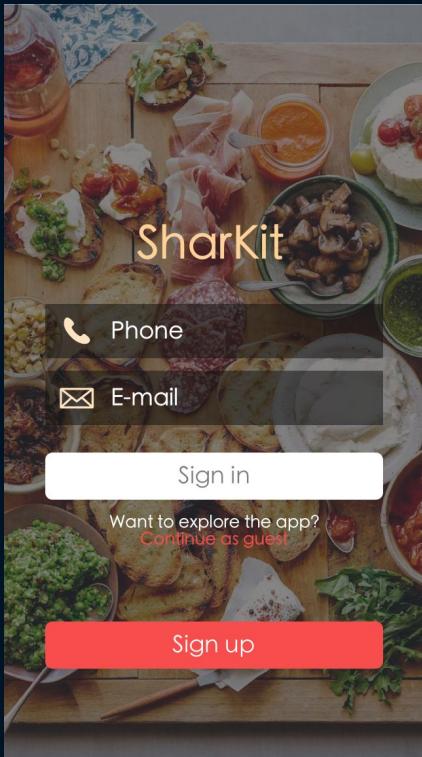
Initial Mid-fi



Findings from User Testing

- Having to go back to the home page to get to other pages is too tedious.
- Not being able to track items that I need to shop makes it less likely that I'll use the app.
- It's difficult to know who is in my shared group.
- Having to manually update the inventory is time consuming and tedious.
- People don't like to learn new systems - they like to look at UIs (or at least the structure) that they are familiar with.
- People don't like to sign up for things unless they know that they will use the platform.

Mid/Hi-fi



Happy Group

Members

Who's shopping?

Notify group

Upcoming sales

- Vons is having BOGO 50% off on all dairy items until 2/4/17.
- Target is having extra 30% off of all clearance items until 1/31/17.

1

Home

Inventory

Sort

Egg
Quantity: 6

Ham
Quantity: 1

Milk
Quantity: 1

Cheese
Quantity: 1

+

Inventory

We have:

Sort

Egg
Quantity: 6

Ham
Quantity: 1

Milk
Quantity: 1

Cheese
Quantity: 1

Home

Inventory

Meals

Checklist

Chat

Recipes

Search new recipe

Recipe Name

Diet Preference

Include items from Inventory

Search



Shopping List

We need:

Sort

Recipe: Quiche

	Qty
Baking mix	3/4 cups
Butter	1/4 cups
Broccoli	3 cups

Misc.

Orange Chocolate	6
------------------	---

Show completed



- ## Message
- 12:15 PM AA Trader Joe's has the seasonal orange chocolate! Does everyone want one?
- 12:16 PM Sweet. I'll add to shopping list.
- 12:18 PM MT I'm good. Thanks though!
- 12:20 PM LN YESSSS! I'm adding too :D
- Message 1
- 

Clickable Prototype

<https://invis.io/9KABFZECQ>

Next Steps

1. Polish dialog windows to make transitions smoother
2. Add onboarding
3. Conduct more user testing
4. Explore and learn about visual design
5. Work on branding of Sharkit

Thank you

Angela Ahn
angelaashley@gmail.com
(909) 477-7741