Savi Sanchara Recipe Generator

UX Case Study

By

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Executive Summary

Savi Sanchara is an innovative recipe generator and culinary platform designed to assist individuals in creating delicious meals using the ingredients available in their pantries. The project is outlined into two sections namely, Research & Design and Development.

1. Research & Design: Completed

The design process began with extensive research, analyzing similar platforms, and compiling essential features. Wireframes and mockups were carefully crafted, including UI/UX strategies. The UI was organized to guide users smoothly through the application, highlighting the concept of full-screen scrolling. A style guide that included color palettes, typography, and UI elements made sure that the user experience was consistent and engaging.

2. Development: In Progress

Currently, the development stage aims to include a tech stack comprising HTML, CSS, JavaScript, React, Node.js, and MongoDB, and the frontend and backend development commenced. Frontend development focused on translating the UI designs into interactive components, implementing smooth scrolling transitions, and ensuring responsiveness across devices. Additionally, backend development aims to establish database connections, create Salesforce Exposed API endpoints, and integrate user functionalities.

UX Research & UX Design:

Table of Contents

Problem Statement

- **Problem Statement:**
  - People often struggle with deciding what to cook based on the ingredients available at home, leading to food waste and repetitive meals.

- **High-level Problem Description:**
  - Savi Sanchara is a web application developed to be a user-friendly recipe generator to address the daily challenge of deciding on meals with available ingredients. This comprehensive web application aims to transform the way users approach cooking by providing solutions to ingredient-based meal planning while promoting sustainable practices and culinary creativity.

- **What am I creating?**
  - A user-friendly website/app developed to aid individuals in creating diverse meals from existing pantry ingredients thereby reducing food wastage.
  - The name, derived from Kannada, a language spoken in the Indian state of Karnataka translates to "Taste Journey," encapsulating the idea of embarking on a flavorful and exciting culinary adventure.
  - Savi Sanchara means "Taste Journey" in Kannada, "ಸವಿ" (Savi) means "taste," and "ಸಂಚಾರ" (Sanchara) means "journey." Together, "ಸವಿ ಸಂಚಾರ " (Savi Sanchara) beautifully describes the concept of starting a culinary adventure that is both flavorful and exciting.

- **What is the main idea?**
  - The primary purpose of Savi Sanchara is to simplify meal planning and cooking by providing a platform for users to input their ingredients, and the application generates suitable recipes.
  - The objective of this initiative is to enable users to discover and prepare delicious meals using ingredients they already have, thereby reducing food wastage and making cooking an enjoyable experience.

Storyboard

This storyboard illustrates a user's journey from confusion about what to cook to discovering Savi Sanchara, inputting ingredients, exploring recipe options, cooking, and finally enjoying a meal prepared using the app's suggestions.
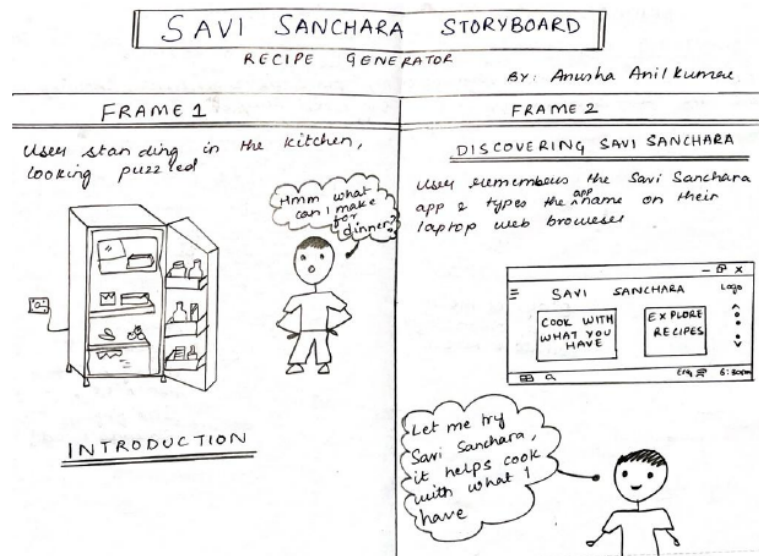

Frame 1	Frame 2
In the first frame, the confused user is standing in their kitchen looking into an open fridge thinking about what they can make for dinner with the ingredients they have at home.	In Frame 2, users remember the app "Savi Sanchara" , their favorite kitchen sidekick and search for the website on their laptop. They navigate to the Savi Sanchara Home Page and proceed to click on the "Cook With What You Have Option" displayed on the screen.
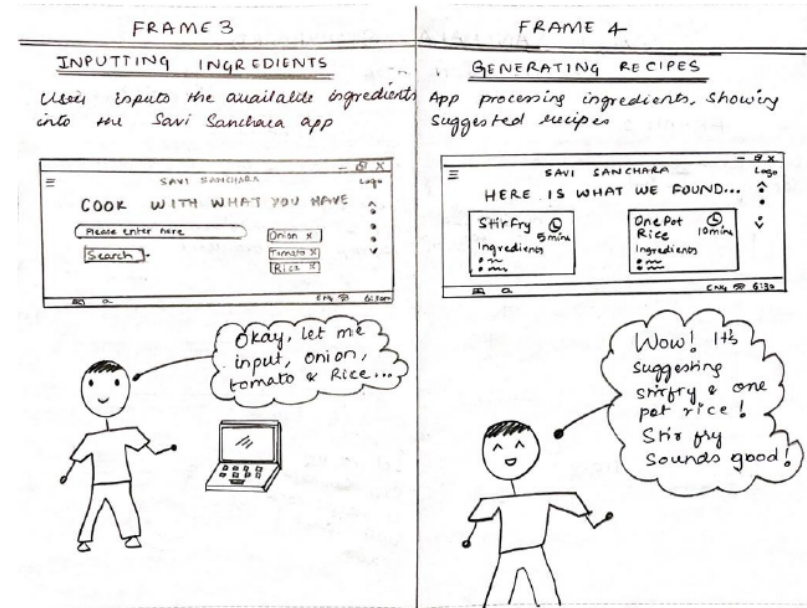
Frame 3	Frame 4
In Frame 3, the user is then redirected to the "Ingredients Input Page", in this page users are able to enter the available ingredients in the input field, the selected items are displayed on the right, users can then click on the Search button to generate relevant recipes.	In Frame 4, the "Recipe Suggestion Page" comes up with multiple recipe cards relevant to the entered ingredients. Each ingredient card has information about the recipe title, cooking time, and ingredients.

FRAME 5

SELECTING A RECIPE

User clicks on the recipe "Stir fry" excitedly reads the ingredients & steps

STIR-FRY

cooking time 5mins

INGREDIENTS
☐ Item1   ☐ Item2
☐ Item3   ☐ Item4
< ••• >

STEPS
1. Task   2. Task
3. Task   4. Task
< ••• >

FRAME 6

COOKING PROCESS

Users follows the recipe steps & cooks the dish in the kitchen

Sauteing veggies, adding spices, hmm this smells amazing!

FRAME 7

User proud & happy as they start to eat their prepared meal

Voila! Dinner's ready! Thanks, Savi Sanchara for this delicious stir fry! Time to dig in & enjoy

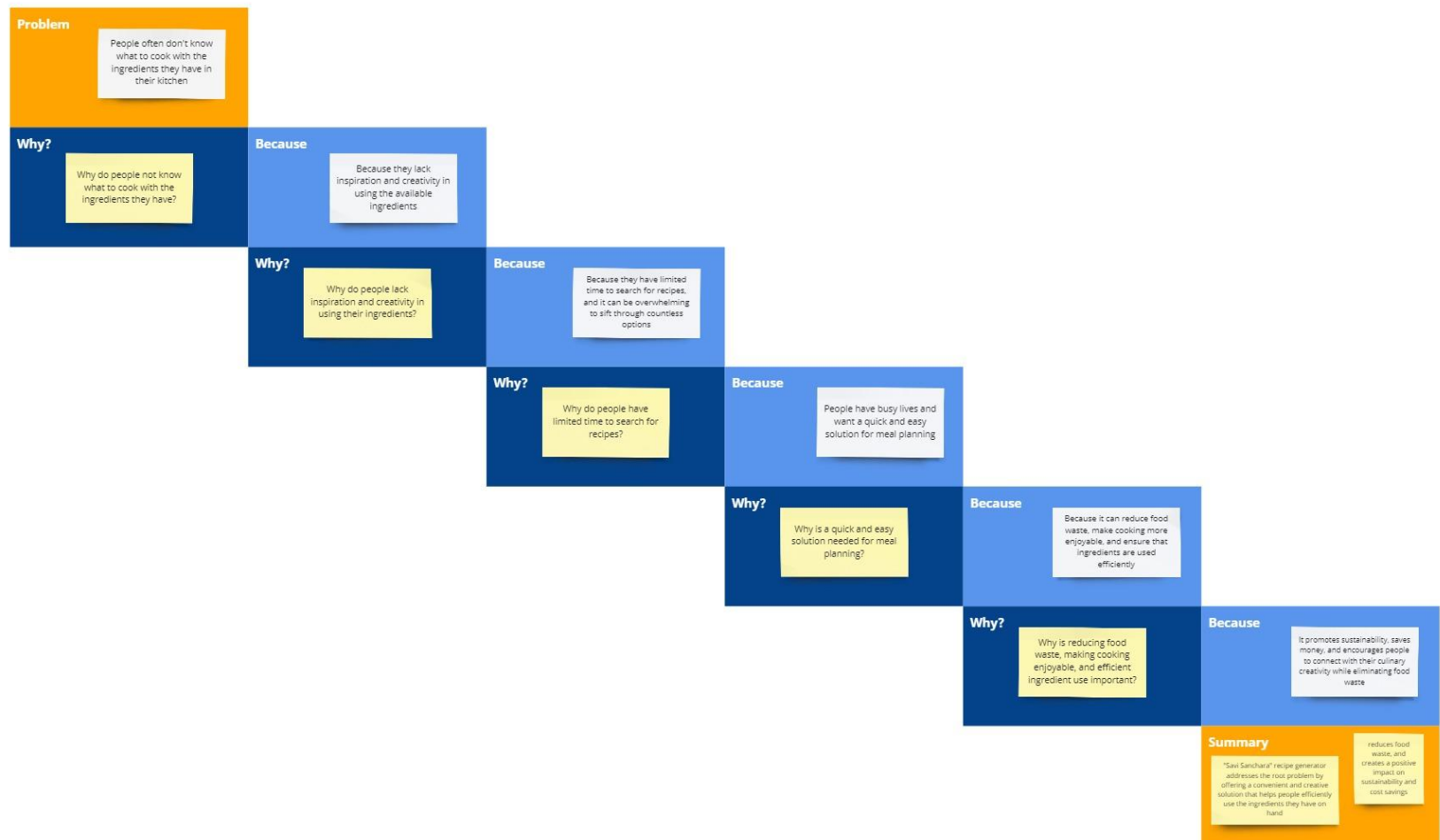| Frame 5	Frame 6	Frame 7
In Frame 5, the user is then redirected to the "Selected Recipe Page", in this page users will find the detailed description of the selected recipe, in this example the user has chosen "Stir-fry". Savi Sanchara app incorporates full screen scroll, and each of the components such as the Ingredients and steps are displayed in different full screens. There is also a horizontal scroll for additional content.	In Frame 6, the user will use the ingredients screen to prepare all the required instructions. Savi Sanchara app has checkboxes for users to check off while preparing the ingredients. The user then proceeds to cook the dish by following the steps shown.	In Frame 7, User happily enjoys the prepared meal thanks to Savi Sanchara recipe generator.

Empathy Map

Created using Miro, this empathy map aims to capture the diverse emotions, needs, and perspectives of users, mapping their desires, frustrations, and goals throughout using the Savi Sanchara app.
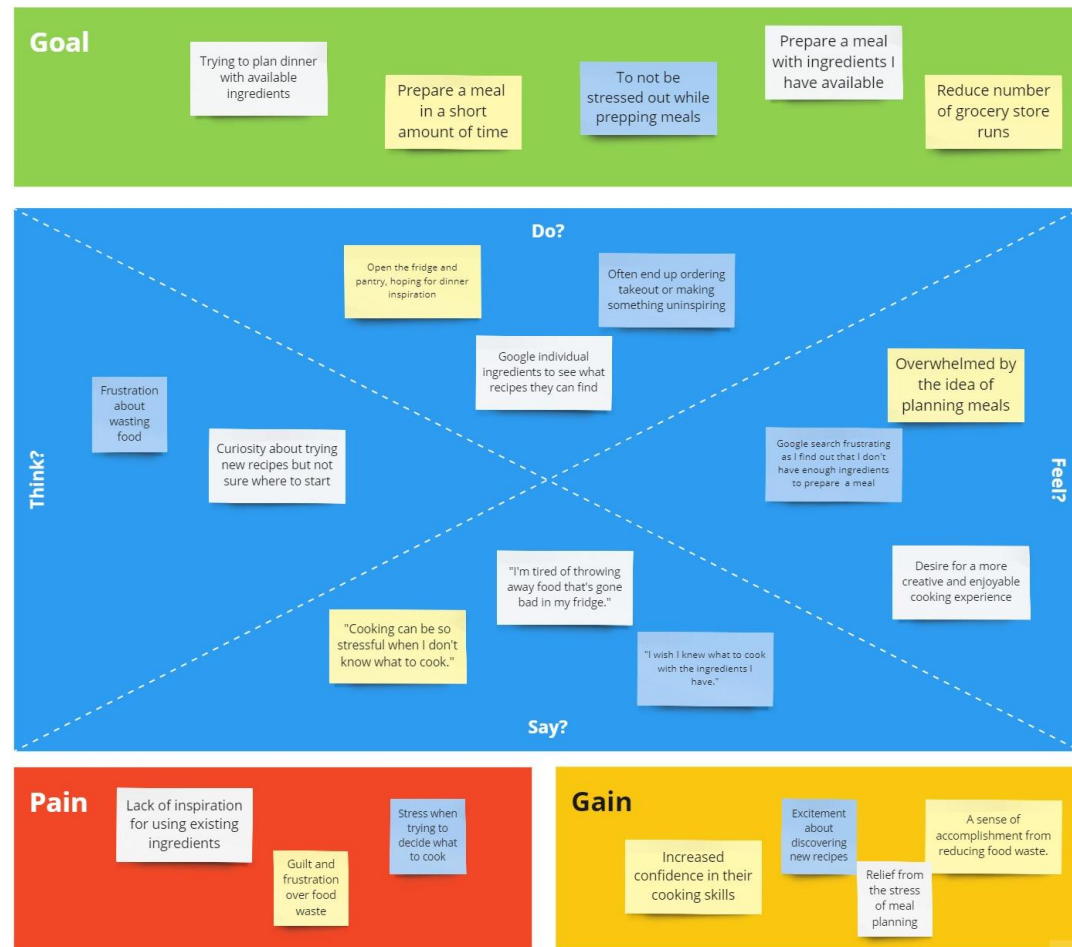
5 Whys

Created using Miro, the '5 Whys' method investigates the root causes of culinary dilemmas, offering innovative solutions through a systematic approach.

Problem
People often don't know what to cook with the ingredients they have in their kitchen

Why?
Why do people not know what to cook with the ingredients they have?

Because
Because they lack inspiration and creativity in using the available ingredients

Why?
Why do people lack inspiration and creativity in using their ingredients?

Because
Because they have limited time to search for recipes, and it can be overwhelming to sift through countless options

Why?
Why do people have limited time to search for recipes?

Because
People have busy lives and want a quick and easy solution for meal planning

Why?
Why is a quick and easy solution needed for meal planning?

Because
Because it can reduce food waste, make cooking more enjoyable, and ensure that ingredients are used efficiently

Why?
Why is reducing food waste, making cooking enjoyable, and efficient ingredient use important?

Because
It promotes sustainability, saves money, and encourages people to connect with their culinary creativity while eliminating food waste

Summary
"Savi Sanchara" recipe generator addresses the root problem by offering a convenient and creative solution that helps people efficiently use the ingredients they have on hand

reduces food waste, and creates a positive impact on sustainability and cost savings

miro

Mind Map

Created using Miro, Savi Sanchara's Mind Map is a visual guide mapping out user goals and innovative features.

Personas

Created using Miro, these personas are fictional characters representing different user groups of the Savi Sanchara app.
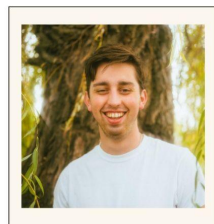
Name: Alex
Age: 21

Background:

Alex is a college student passionate about sustainability and reducing food waste. They live on a tight budget and are always looking for creative ways to use ingredients efficiently. Their busy schedule and limited cooking experience can be a hindrance in achieving their eco-conscious goals

Needs:

- Budget-friendly recipes that make the most of inexpensive ingredients
- Cooking ideas that align with their environmental values
- Easy-to-follow instructions for someone with limited cooking experience
- An efficient way to utilize leftovers and reduce food waste

Desires:

- To prepare meals that are both eco-friendly and tasty
- A platform that provides recipes suitable for beginners
- Learn more about sustainable cooking and how to use ingredients efficiently
- Find a community of like-minded individuals who share their passion for sustainability

Fears:

- Struggling to find affordable and eco-friendly meal options
- Creating food waste and going against their sustainability principles

Name: Emma
Age: 35

Background:

Emma is a working mother of two young children. She has a full-time job and is always juggling between her career and family responsibilities. She wants to provide nutritious and tasty meals for her family but often finds it challenging to plan and cook dinner after a long day at the office

Needs:

- Quick and easy dinner solutions
- Minimize food waste to save money and reduce her environmental footprint
- Recipes that appeal to her kids' taste preferences
- Convenience in meal planning and preparation

Desires:

- To create delicious and healthy meals without spending hours in the kitchen
- A tool that helps her utilize ingredients she already has to save time and money
- Access to family-friendly recipes that her children will enjoy
- Simplify meal planning to reduce stress

Fears:

- Struggling to come up with dinner ideas and resorting to unhealthy takeout
- Wasting food and feeling guilty about it

Name: Raj
Age: 30

Background:

Raj is a tech-savvy bachelor who's new to cooking. He often relies on delivery and takeout because he's unsure about his cooking skills and doesn't have a fully stocked kitchen. He wants to learn to cook and save money by preparing meals at home

Needs:

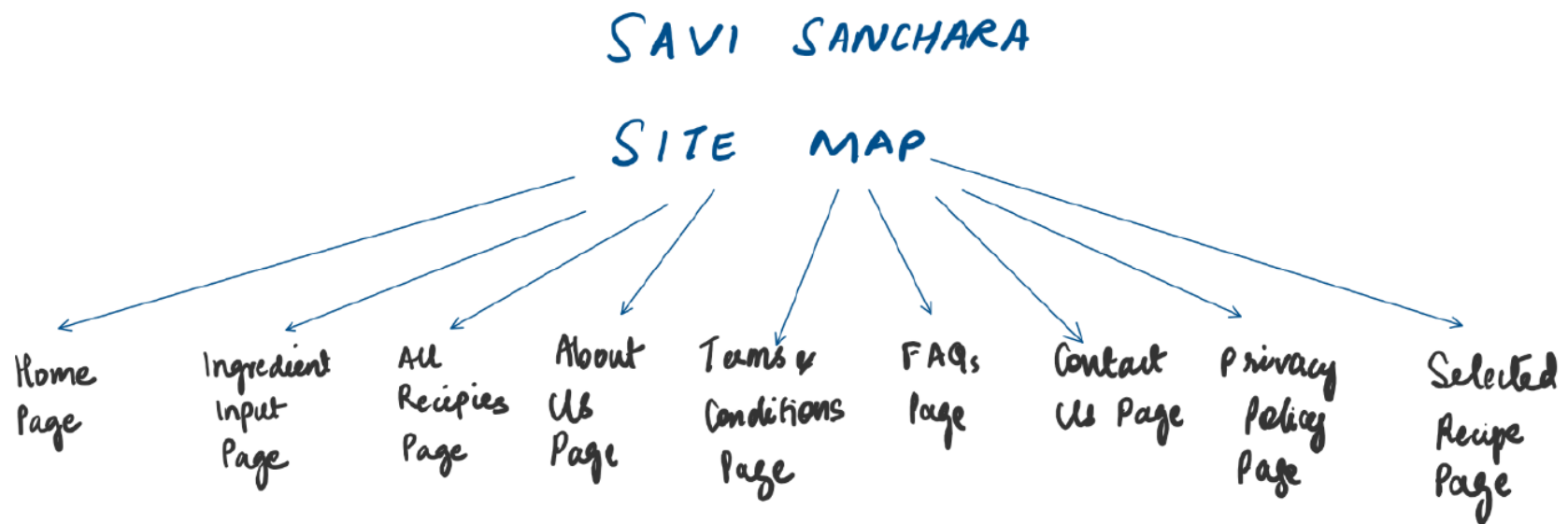- Simple and beginner-friendly recipes
- Guidance on what ingredients to buy for basic cooking
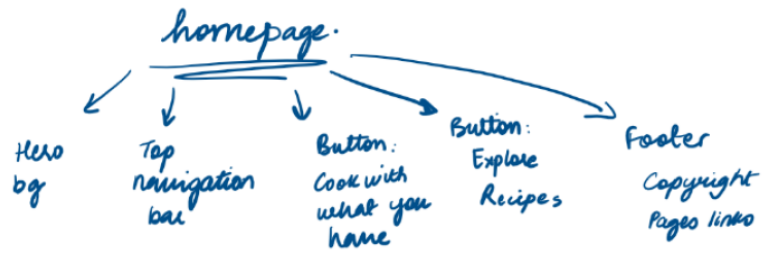- Building confidence in his cooking abilities

Desires:

- Cook delicious meals on a budget
- Learn to prepare his favorite dishes at home
- Discover easy recipes that match his limited kitchen ingredients

Fears:

- Ruining ingredients and meals due to lack of cooking experience
- Overspending on takeout food

Information Architecture and Wireframes

There are many screens users come across in this web app, here is the site map for the different screens in the Savi Sanchara application, followed by example wireframes:

SAVI SANCHARA

SITE MAP

Home Page   Ingredient Input Page   All Recipies Page   About Us Page   Terms & Conditions Page   FAQs Page   Contact Us Page   Privacy Policy Page   Selected Recipe Page

homepage.

Hero bg

Top navigation bar

Button: Cook with what you have

Button: Explore Recipes

Footer
Copyright
Pages links

homepage
recipe generator
Explore Recipes
About Us
Contact Us

Logo

Click on hamburger menu opens up this side bar

☰ Savi Sanchara   Logo
Tagline

☰ Savi Sanchara   Logo

Cook with what you have

Explore Recipes

On Click: Ingredient Input Page

On click: Explore Recipe page

☰ About   Logo

Read More

Text

On click: About Us page

☰ Suggestions? Contact Us   Logo

Logo
Ⓕ Ⓘ Ⓧ   Copyright ©   Quick links
                            Our story   Terms & cond

Social Media links
↓
On click: Opens social media page

Copyright info

On click: opens About Us page

On click: Opens Terms & Condition Page

Style Guide

The Savi Sanchara Style Guide integrates a vibrant logo, a harmonious color palette inspired by food, and modern typography for a visually engaging and user-friendly culinary experience.
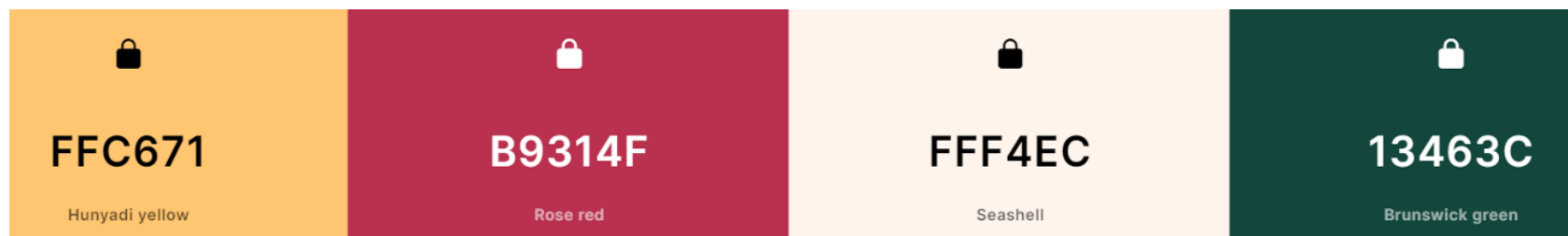
- **Logo:**
  - Created using Adobe Logo Maker, Savi Sanchara's logo captures the main theme behind this app, cooking.

- **Color Palette:**
  - Created using Coolors, Savi Sanchara's color palette is inspired by the vibrant colors of food.

🔒	🔒	🔒	🔒
FFC671	**B9314F**	**FFF4EC**	**13463C**
Hunyadi yellow	Rose red	Seashell	Brunswick green

- **Typography:**
  - Using Google fonts, the following fonts were chosen for the main brand's visual identity and provide easy readability
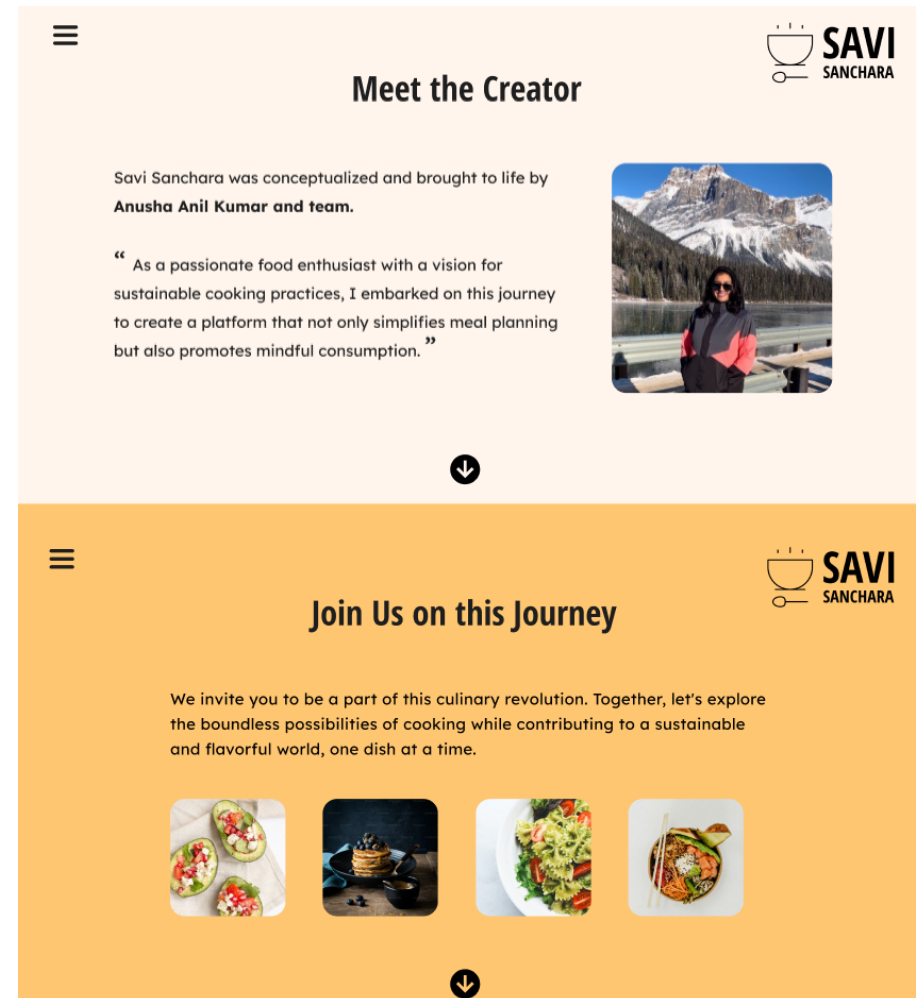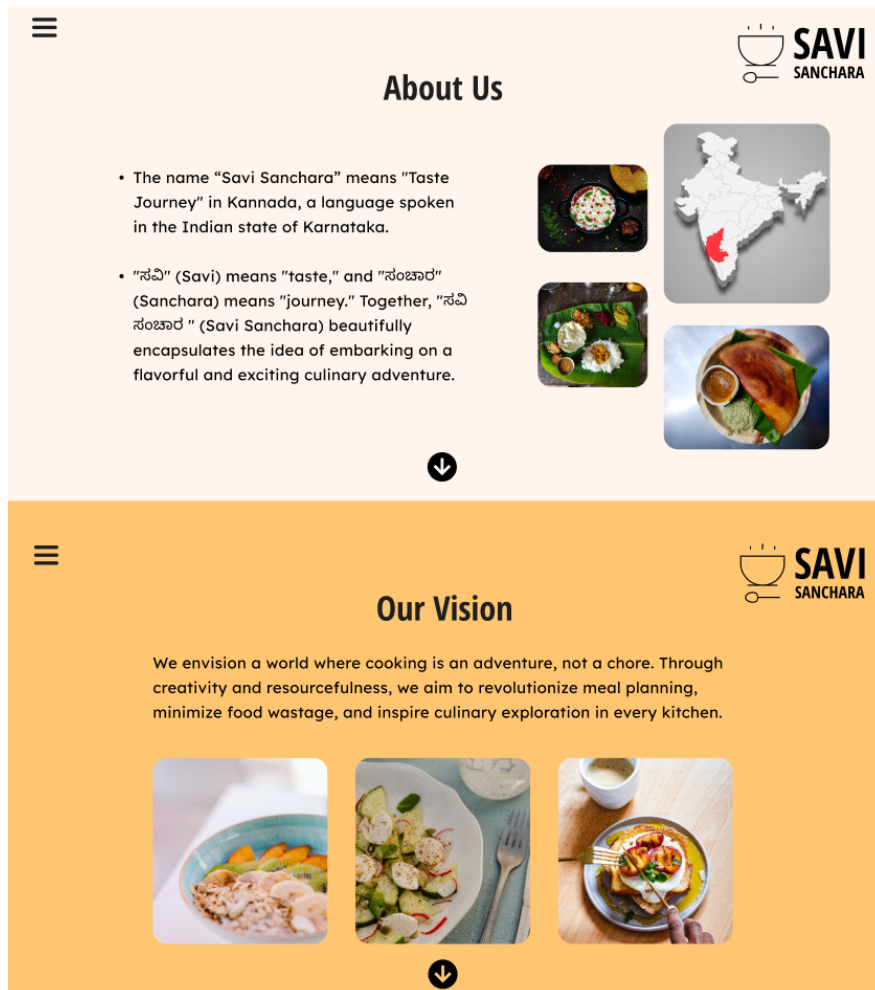
Regular 400   Regular 400

Lexend   Open Sans Condensed

- **Minimalist Design:**
    - Savi Sanchara opts for a clean and uncluttered interface, simplifying the user journey while using the app.

Figma Prototype

- Interactive Figma Prototype link: [Savi Sanchara Prototype](#)
- The below image depicts the Figma whiteboard of the Savi Sanchara project.