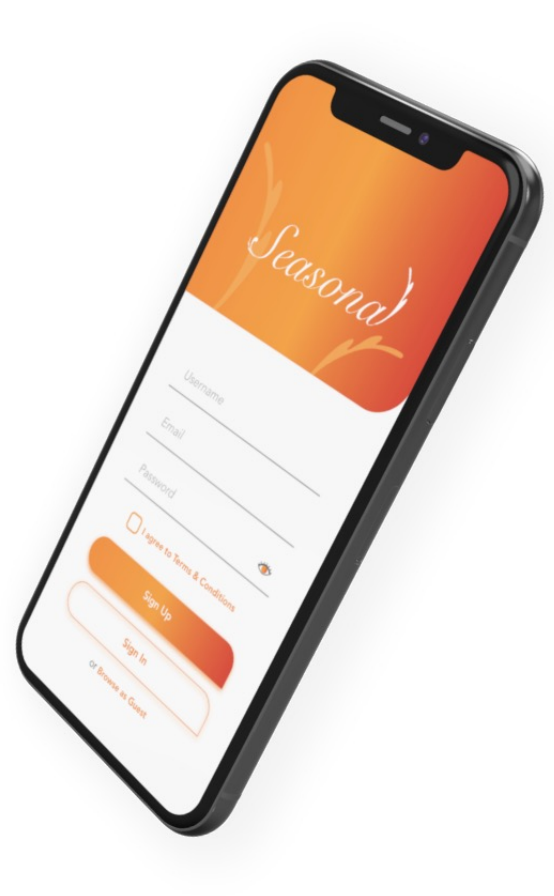
A RECIPE APP: UX & UI

for seasonal recipes made with local ingredients



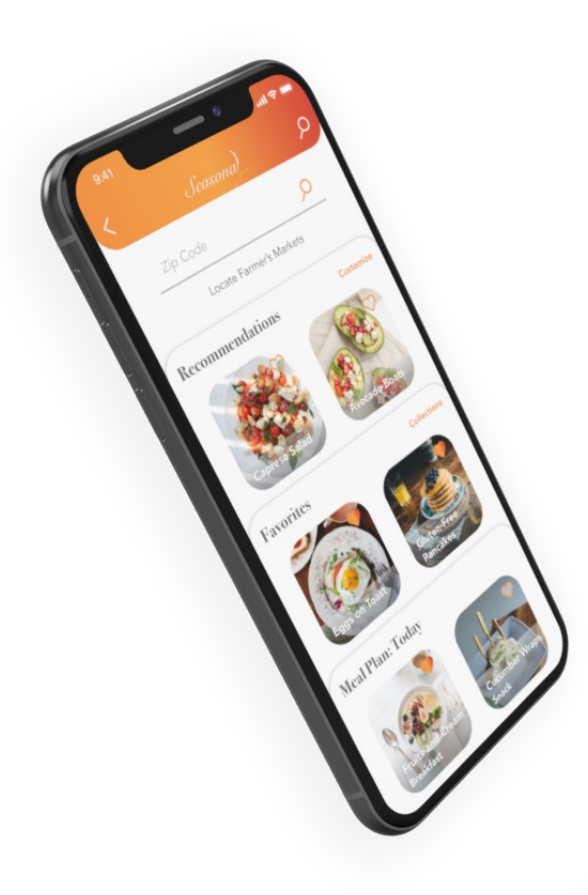
OBJECTIVE

Design a responsive web app for recipes that meets the needs of its users and solves the problems they are facing with existing recipe apps.

SOLUTION

An app that uses solely seasonal ingredients in its recipes, and provides information on all local Farmer's Markets.

MY APPROACH: UX



COMPETITIVE ANALYSIS

I selected 3 successful and popular competitors to analyze in order to determine which user needs remained unmet in the realm of recipe apps. With the problem identified, I started the process of defining and designing the unique solution.

RESEARCH LEARNING SPIRAL & LEAN UX

In order to define and design my solution, I utilized the RSL and applied Lean UX practices, building my app's foundation with knowledge.

USER PERSONAS

To provide myself a compass in case I ever lost sight of the big picture amongst the many small details, I created 3 different user personas.

GATHERING REQUIREMENTS

Next I outlined my user stories and deduced the feature requirements of each story. I determined my JTBD, my MVP, and finally my hypothesis.

USER FLOW DIAGRAM

I consolidated my user stories into one User Flow Diagram.

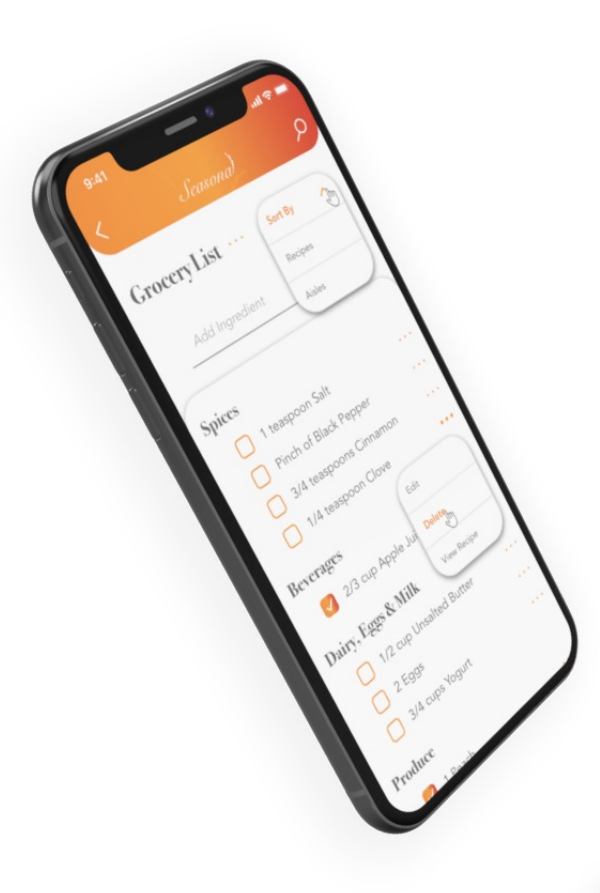
RAPID PROTOTYPING

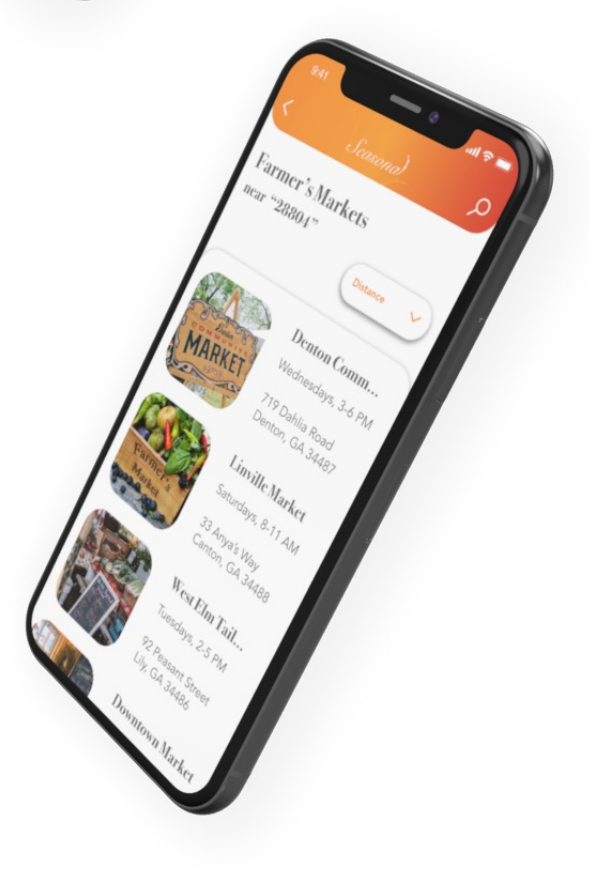
Referring to my User Flow Diagram, I did some rapid prototyping using the Crazy 8s method, and ended up with the beginnings of my app's screens.

USABILITY TEST

I took my paper screens to InVision to create a test that would help me determine the usability of my current flow. With the feedback I received from my testers, I was able to make the necessary tweaks and move into the UI design portion of creation with confidence.

MY APPROACH: UI





SEEK INSPIRATION

After setting the stage with the UX processes, I sought design inspiration by browsing designs of existing recipe apps, and designs displayed on platforms like

STYLE GUIDE

Once inspired, I selected three descriptive words to give me direction—"sunny," "leaves," and "lively"—and then put together a style guide.

LOW- & MID-FIDELITY WIREFRAMES

I then created the blueprints of the app keeping in mind all of the features necessary to satisfy my decided upon solution, and usability.

USER TESTING & REFINE

Taking my wireframes over to UsabilityHub, I reached out to potential users and asked them to help me better my design with some tests. With these results I improved my design and defined the app's style taking direction from my style guide.

REPONSIVE DESIGN

Now with high-fidelity wireframes, I was ready to define and design the different breakpoints of a few select screens.

SEEK CRITIQUE

I took what I had to some fellow CareerFoundry students and we exchanged critique on our respective projects, seeking to better our own designs and communication skills.

FINALIZE DESIGN

From the critique I received I made the final tweaks to my project.

COMPETITIVE ANALYSIS

LINK

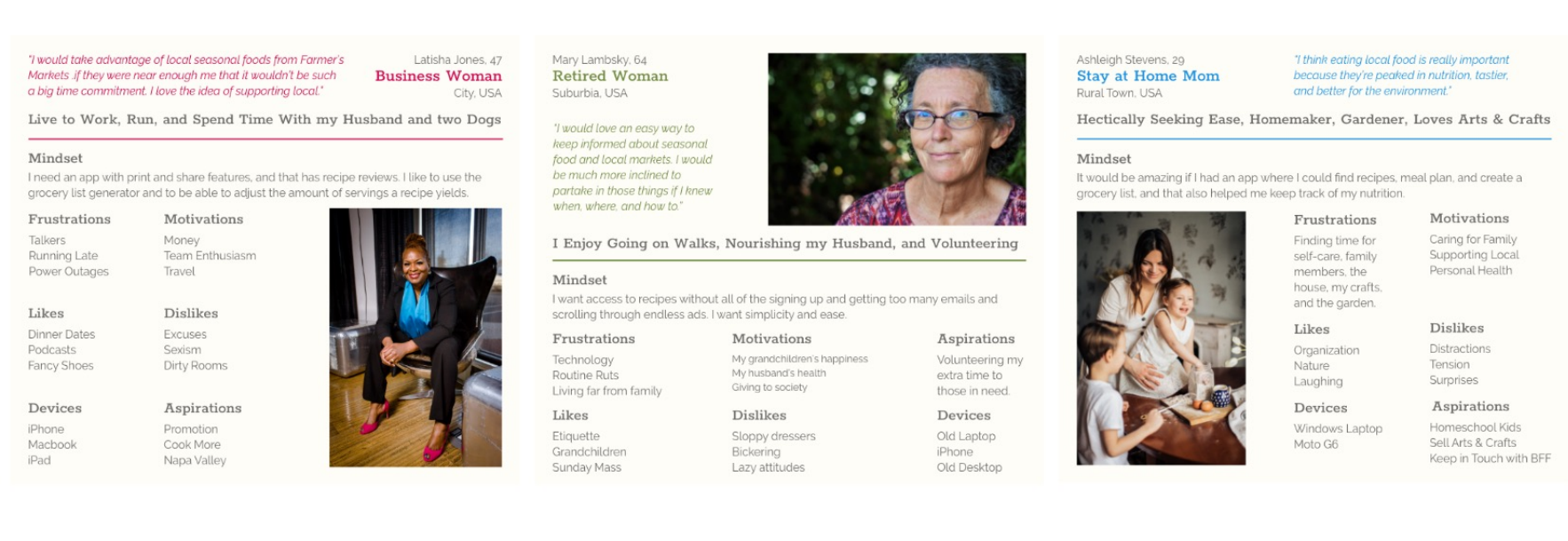
https://coach-courses-us.s3.amazonaws.com/comments/users/35705/135ed3de810f7892e4e8b8f9fa1e7249/2.1---Proposal---Competitive-Analysis-for-Student-Project-2.pdf

RESEARCH LEARNING SPIRAL & LEAN UX

LINK

https://coach-courses-us.s3.amazonaws.com/comments/users/35705/9dcfc18dbe85db13256ddf35e83d0ef7/2.3---Research-Learning-Spiral-for-Recipe-App.pdf

USER PERSONAS



"I would take advantage of local seasonal foods from Farmer's Markets if they were near enough me that it wouldn't be such a big time commitment. I love the idea of supporting local."

Latisha Jones, 47
Business Woman
City, USA

Live to Work, Run, and Spend Time With my Husband and two Dogs

Mindset
I need an app with print and share features, and that has recipe reviews. I like to use the grocery list generator and to be able to adjust the amount of servings a recipe yields.

Frustrations	Motivations
Talkers Running Late Power Outages	Money Team Enthusiasm Travel

Likes	Dislikes
Dinner Dates Podcasts Fancy Shoes	Excuses Sexism Dirty Rooms

Devices	Aspirations
iPhone Macbook iPad	Promotion Cook More Napa Valley

Mary Lambsky, 64
Retired Woman
Suburbia, USA

"I would love an easy way to keep informed about seasonal food and local markets. I would be much more inclined to partake in those things if I knew when, where, and how to."

I Enjoy Going on Walks, Nourishing my Husband, and Volunteering

Mindset
I want access to recipes without all of the signing up and getting too many emails and scrolling through endless ads. I want simplicity and ease.

Frustrations	Motivations	Aspirations
Technology Routine Ruts Living far from family	My grandchildren's happiness My husband's health Giving to society	Volunteering my extra time to those in need

Likes	Dislikes	Devices
Etiquette Grandchildren Sunday Mass	Sloppy dressers Bickering Lazy attitudes	Old Laptop iPhone Old Desktop

Ashleigh Stevens, 29
Stay at Home Mom
Rural Town, USA

"I think eating local food is really important because they're peaked in nutrition, tastier, and better for the environment."

Hectically Seeking Ease, Homemaker, Gardener, Loves Arts & Crafts

Mindset
It would be amazing if I had an app where I could find recipes, meal plan, and create a grocery list, and that also helped me keep track of my nutrition.

Frustrations	Motivations
Finding time for self-care, family members, the house, my crafts, and the garden.	Caring for Family Supporting Local Personal Health

Likes	Dislikes
Organization Nature Laughing	Distractions Tension Surprises

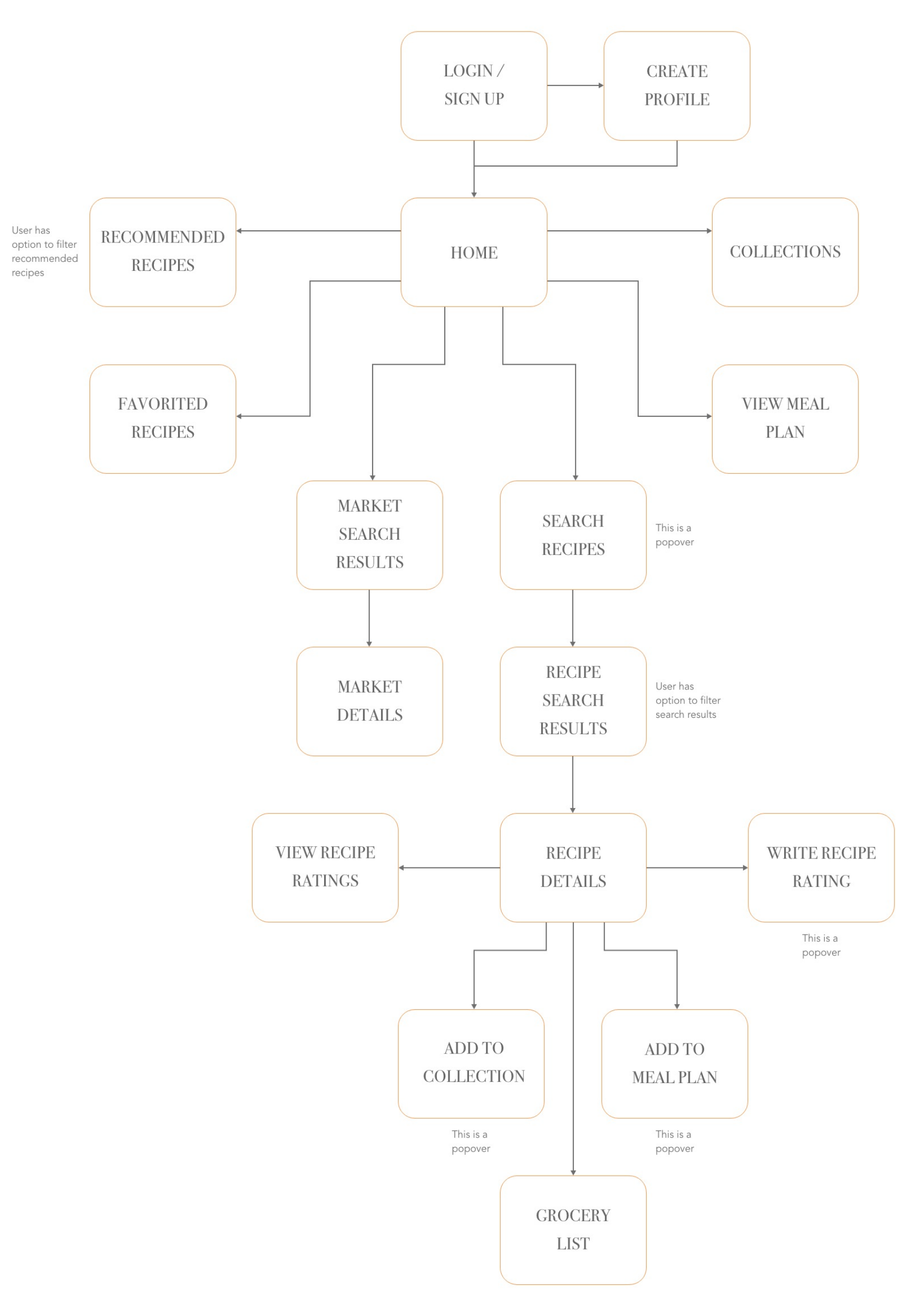
Devices	Aspirations
Windows Laptop Moto G6	Homeschool Kids Sell Arts & Crafts Keep in Touch with BFF

GATHERING REQUIREMENTS

LINK

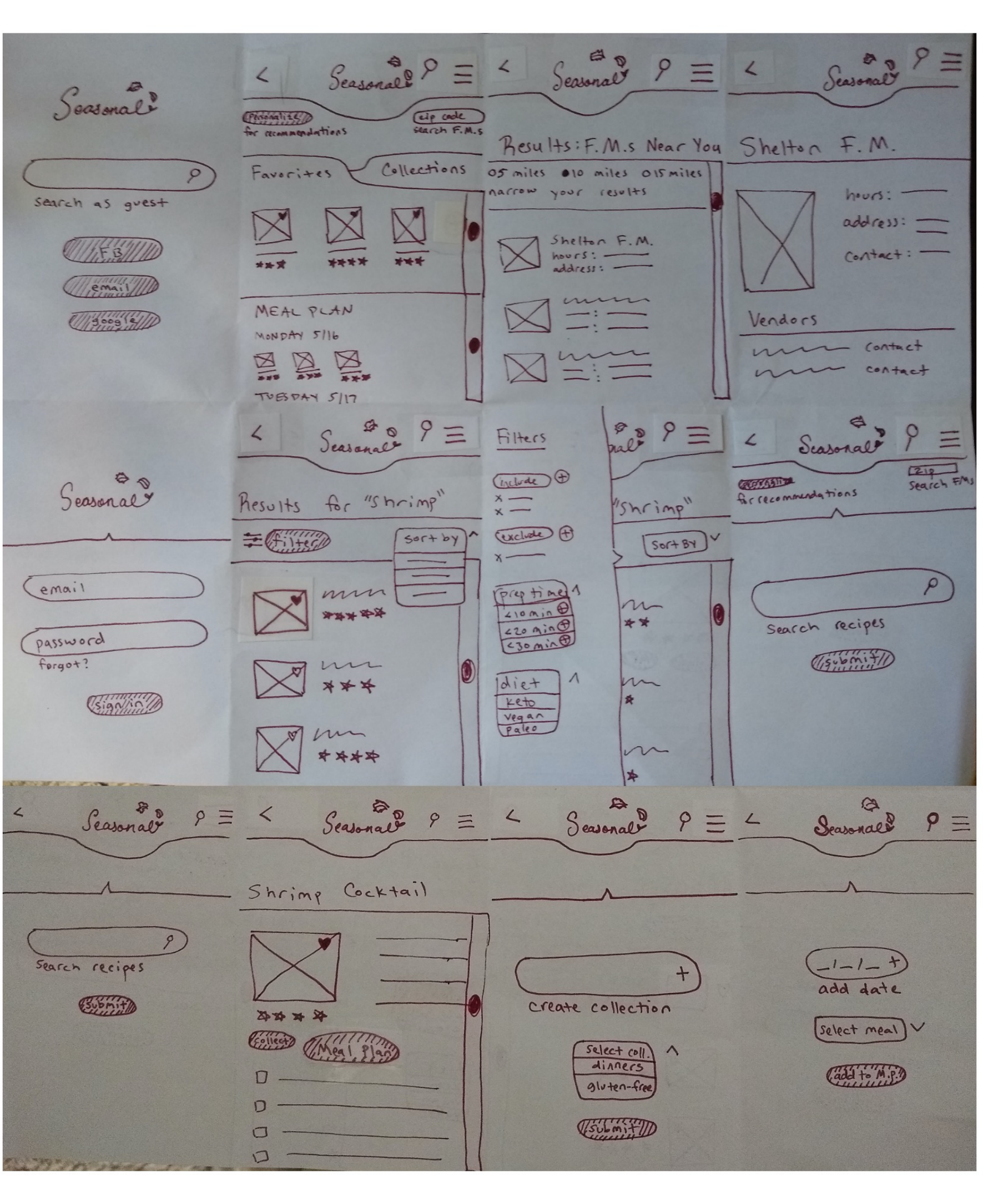
https://coach-courses-us.s3.amazonaws.com/comments/users/35705/d994f839357a73c2874a5fdd2547d0df/2.6---Gathering-Requirements-for-Recipe-App.pdf

USER FLOW DIAGRAM


LOGIN / SIGN UP
CREATE PROFILE
User has option to filter recommended recipes
RECOMMENDED RECIPES
HOME
COLLECTIONS
FAVORITED RECIPES
VIEW MEAL PLAN
MARKET SEARCH RESULTS
SEARCH RECIPES
This is a popover
MARKET DETAILS
RECIPE SEARCH RESULTS
User has option to filter search results
VIEW RECIPE RATINGS
RECIPE DETAILS
WRITE RECIPE RATING
This is a popover
ADD TO COLLECTION
This is a popover
ADD TO MEAL PLAN
This is a popover
GROCERY LIST

RAPID PROTOTYPING

an iteration of my Crazy 8s sketches

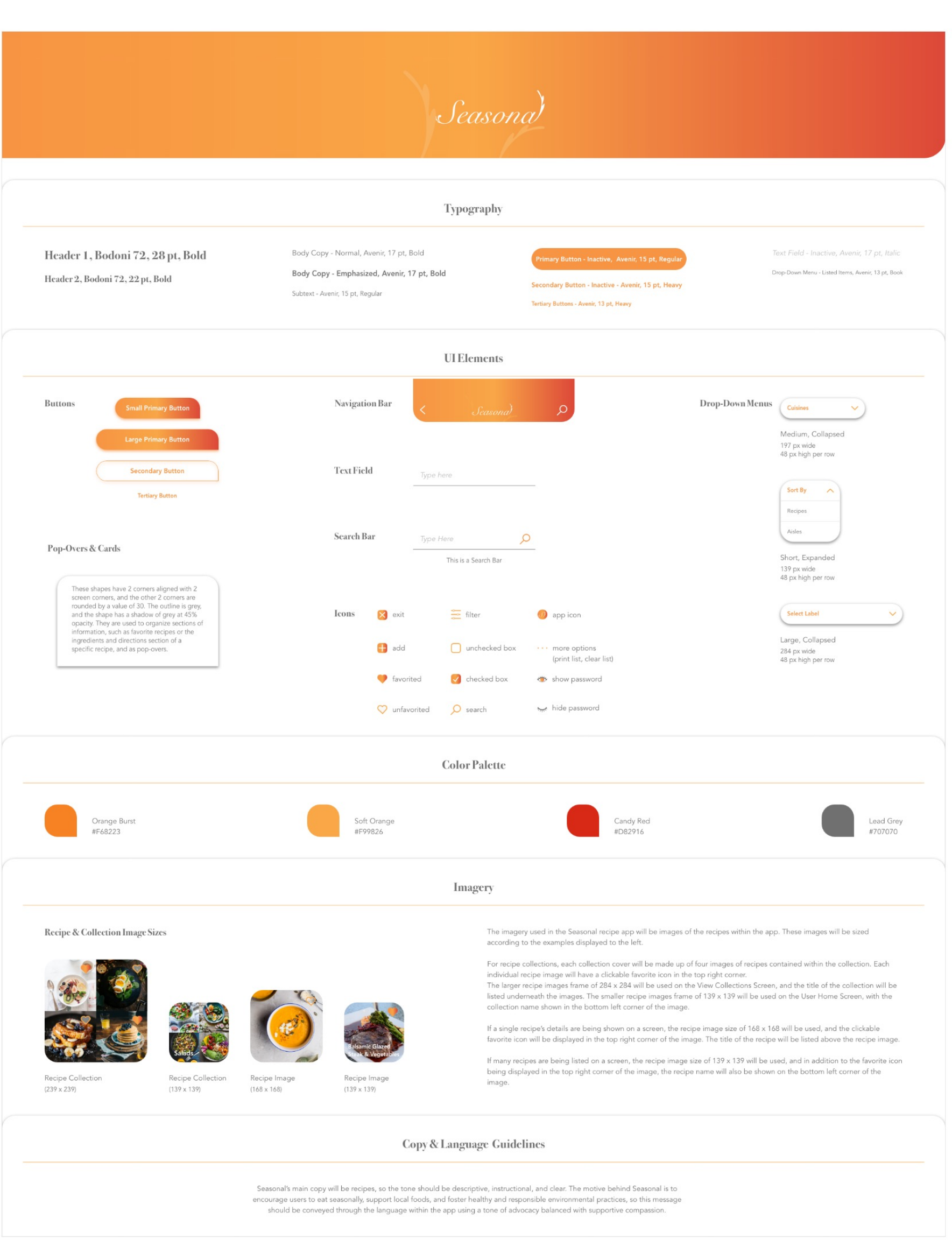

Seasonal
Search as guest
email
password
forgot?
sign in
Favorites
Collections
MEAL PLAN
Results: F.M.s Near You
Shelton F.M.
Vendors
Results for "Shrimp"
diet
keto
vegan
paleo
Search recipes
submit
Shrimp Cocktail
collect
Meal plan
create collection
select coll.
dinners
gluten-free
add date
select meal
add to M.P.

USABILITY TEST

LINK

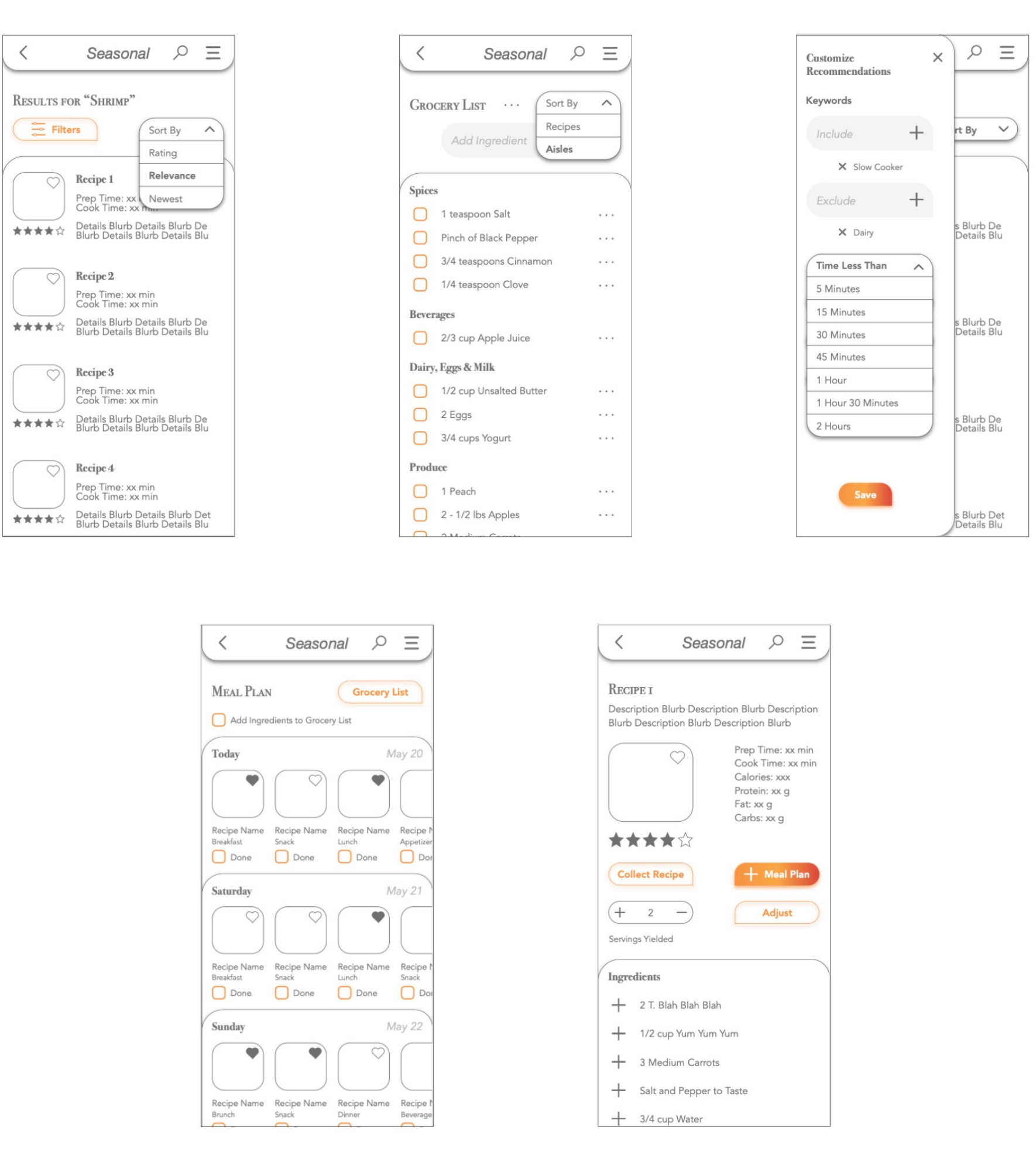
https://coach-courses-us.s3.amazonaws.com/comments/users/35705/356929da8bf84c65f326ef2c041009f1/2.9---Usability-Testing-for-Recipe-App.pdf

STYLE GUIDE


Seasonal
Typography
Header 1, Bodoni 72, 28 pt, Bold
Header 2, Bodoni 72, 22 pt, Bold
Body Copy - Normal, Avenir, 17 pt, Bold
Body Copy - Emphasized, Avenir, 17 pt, Bold
Subtext - Avenir, 15 pt, Regular
Primary Button - Inactive, Avenir, 15 pt, Regular
Secondary Button - Inactive - Avenir, 15 pt, Heavy
Tertiary Buttons - Avenir, 13 pt, Heavy
Text Field - Inactive, Avenir, 17 pt, Italic
Drop-Down Menu - Listed Items, Avenir, 13 pt, Book
UI Elements
Buttons
Small Primary Button
Large Primary Button
Secondary Button
Tertiary Button
Navigation Bar
Text Field
Type here
Search Bar
Type Here
This is a Search Bar
Drop-Down Menus
Cuisines
Medium, Collapsed
197 px wide
48 px high per row
Sort By
Recipes
Aisles
Short, Expanded
Pop-Overs & Cards
Icons
Color Palette
Imagery
Recipe & Collection Image Sizes
Copy & Language Guidelines

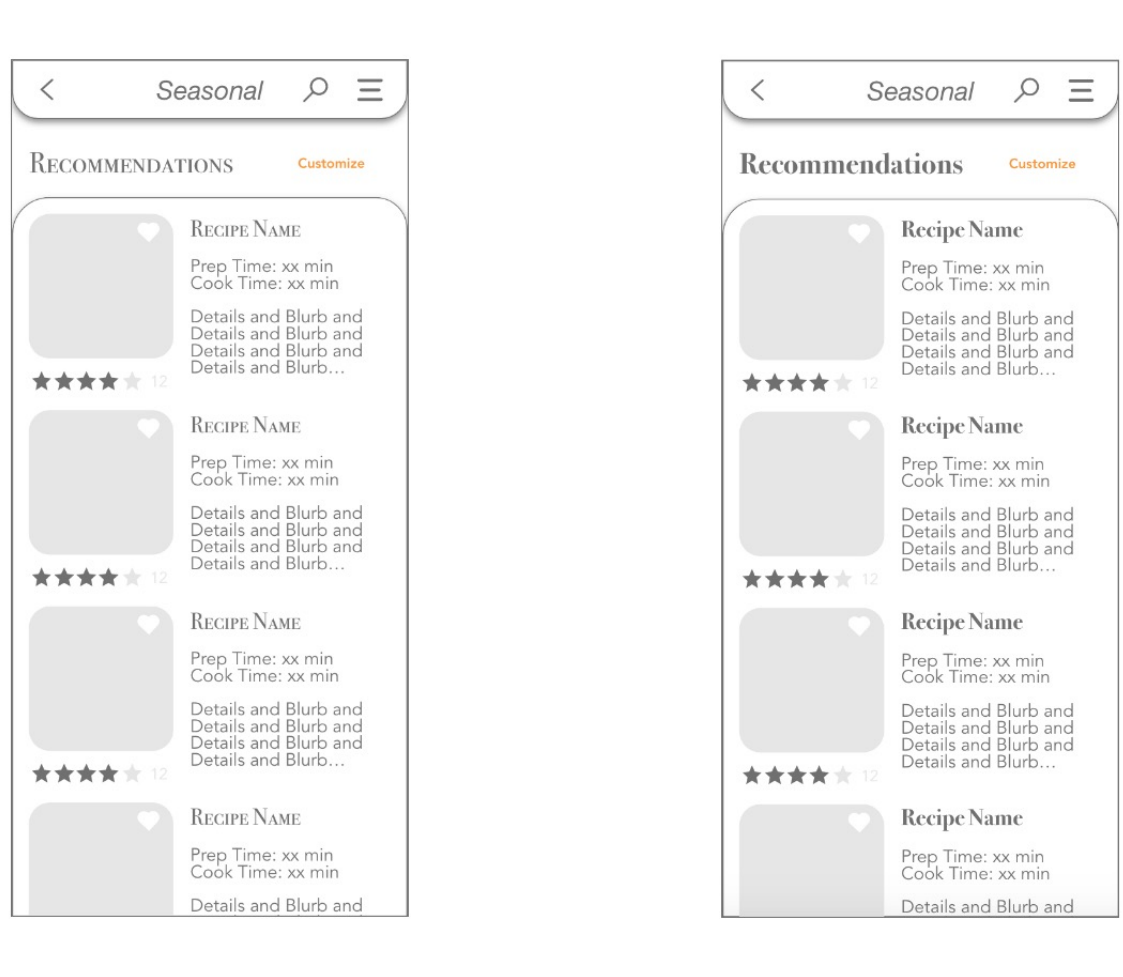
WIREFRAMES

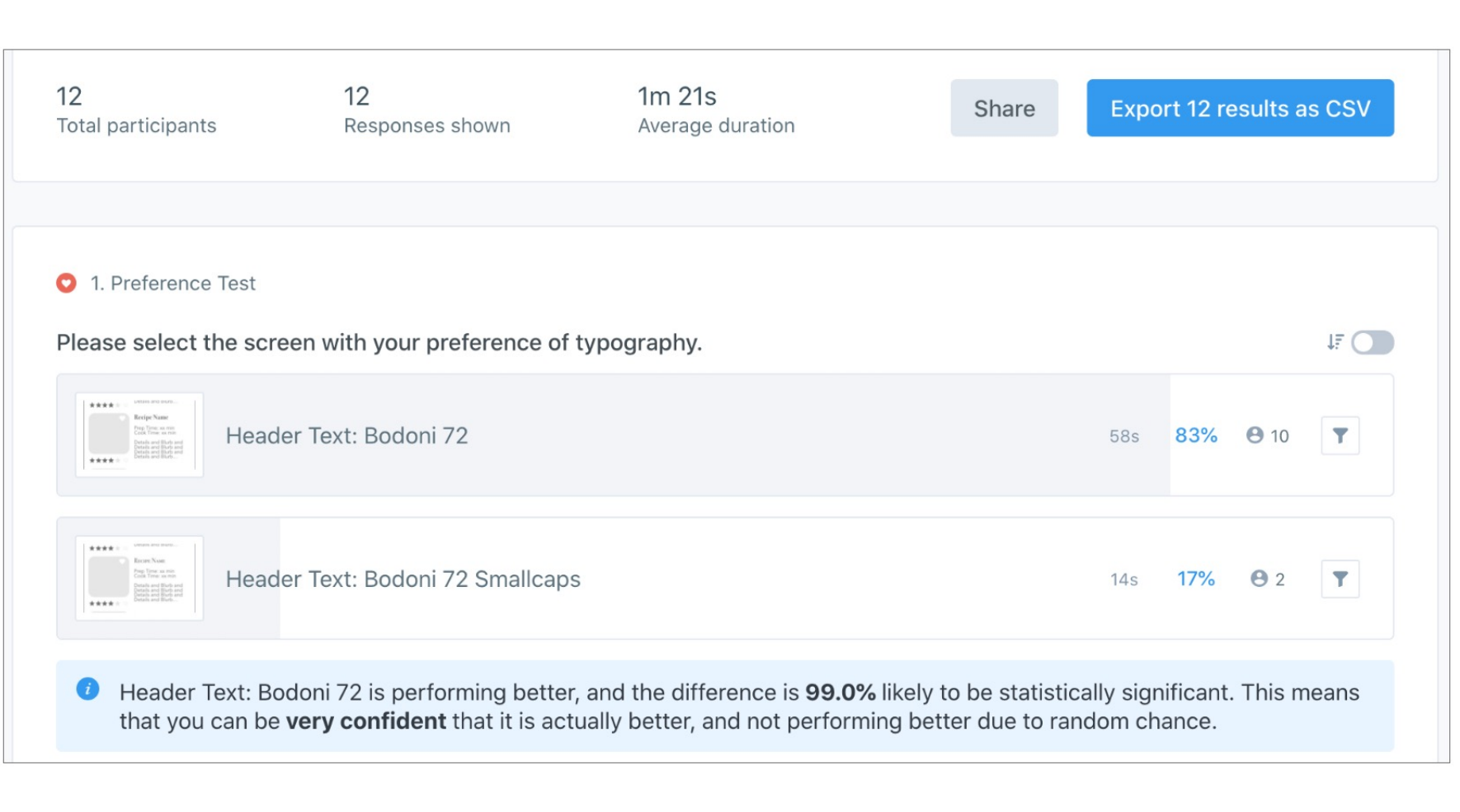
a glimpse into the process of their evolution


Seasonal
Results for "Soup"
Filters
Sort By
Rating
Relevance
Newest
Grocery List
Customize Recommendations
Keywords
Meal Plan
Grocery List
Recipe 1
Collect Recipe
Meal Plan
Adjust
Ingredients

USER TESTING

results from one of my tests on UsabilityHub


Seasonal
RECOMMENDATIONS
Customize
RECIPE NAME
Prep Time: xx min
Cook Time: xx min
Details and Blurb and
Seasonal
Recommendations
Customize
Recipe Name
Prep Time: xx min
Cook Time: xx min
Details and Blurb and



12
Total participants

12
Responses shown

1m 21s
Average duration

Share
Export 12 results as CSV

1. Preference Test

Please select the screen with your preference of typography.

Header Text: Bodoni 72	58s	83%	10
Header Text: Bodoni 72 Smallcaps	14s	17%	2

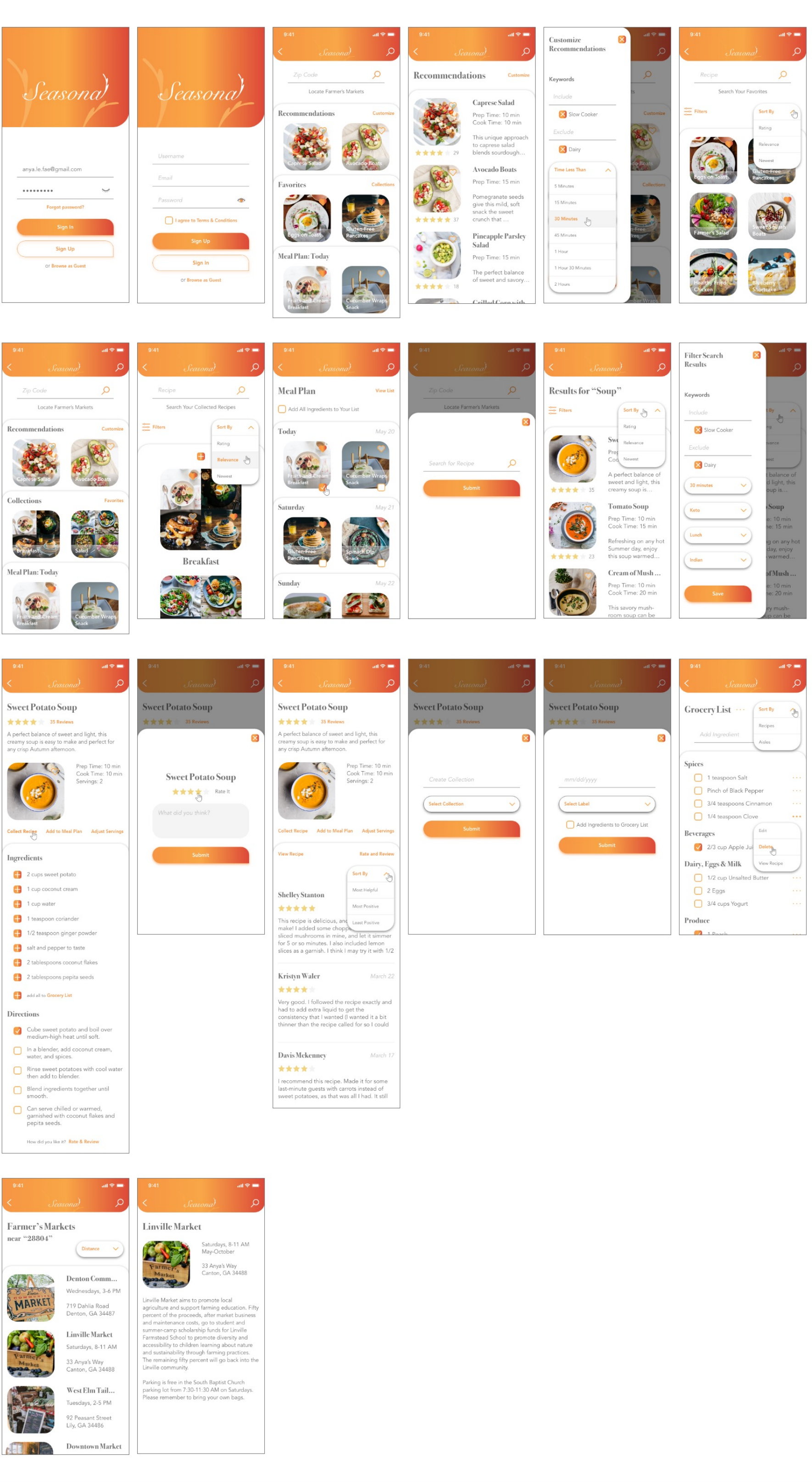
Header Text: Bodoni 72 is performing better, and the difference is **99.0%** likely to be statistically significant. This means that you can be **very confident** that it is actually better, and not performing better due to random chance.

SEEK CRITIQUE

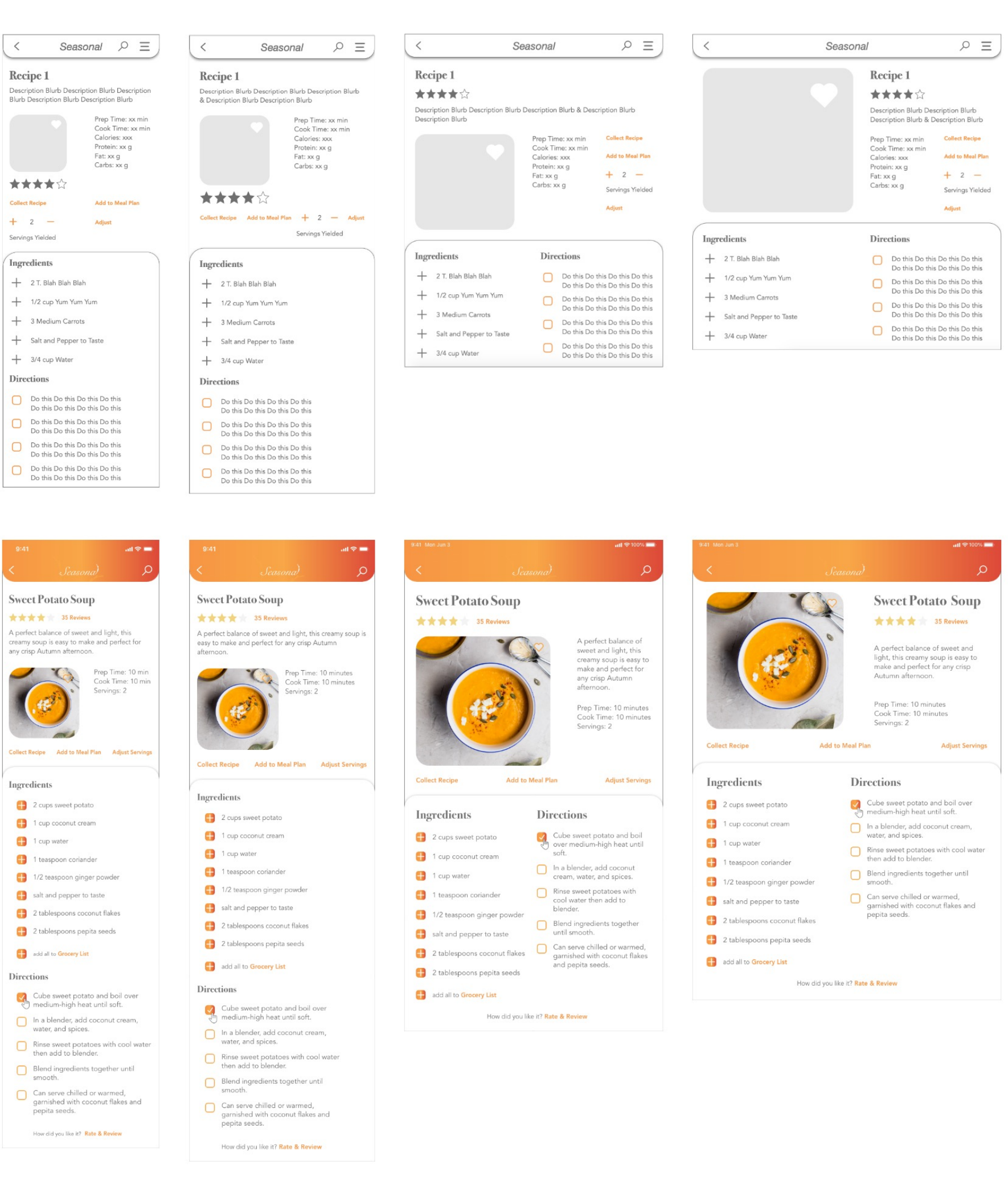
LINK

https://coach-courses-us.s3.amazonaws.com/comments/users/35705/a9b6b96947e6b4091c2bba7ab896e82a/3.8---Reviewing---Critiquing.pdf

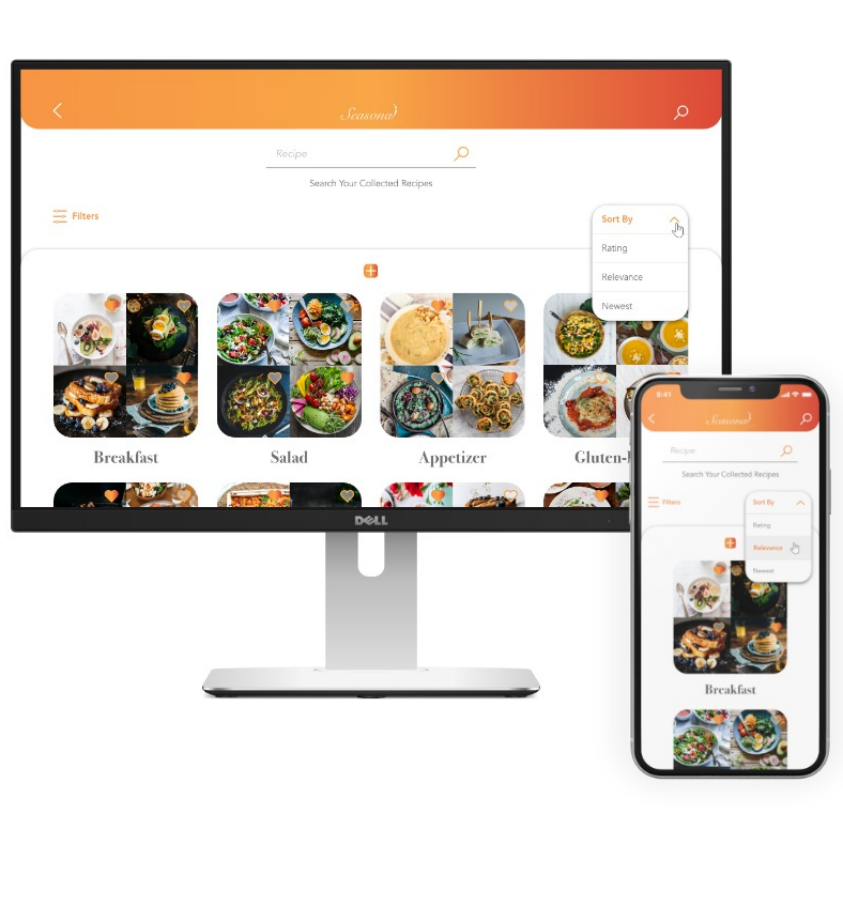
HI-FIDELITY WIREFRAMES


Seasonal
Recommendations
Favorites
Meal Plan: Today
Customize Recommendations
Collections
Breakfast
Meal Plan
Results for "Soup"
Filter Search Results
Sweet Potato Soup
Grocery List
Farmer's Markets near "28804"
Linville Market

RESPONSIVE DESIGN


Seasonal
Recipe 1
Ingredients
Directions
Sweet Potato Soup
Collect Recipe
Add to Meal Plan
Adjust Servings

RETROSPECTIVE



WHAT WAS SUCCESSFUL

I am usually resistant to loud, bright colors, for they can easily overwhelm. For this project, however, I went for it, as I wanted to step out of my comfort zone. I feel I was able to successfully balance the bold with white space and by using simple and clean design techniques in all other areas of the design. Although, in future iterations I'll likely change the icons so that they do not also contain the bright gradient.

I am also pleased with how thorough I was about creating all of the different screens that I found necessary for the purposes of this app. It would have been easy to cut a few out to keep this project a bit smaller, but I have always shown great attention to detail and this ability shone through here. My attention to detail is both a strength and a weakness at times, as I often need to be strict with myself on time-management due to it, so that I do not take too long on any one thing. In this experience, though, and with how much I learned as a very new designer, it payed off.

WHAT TO IMPROVE

This was only my second project ever, and I certainly learned a lot. Looking back I would do the navigation differently. For example, only having one grocery list link from the detailed recipe view screens is inconvenient. I would include a tab bar or collapsible side navigation in future iterations.

As mentioned above, I would also change the icons containing the bright gradients to something more simple and less bright.