Project “Ducky’s Korean Flavors”

**1. Setting up the goal**

a. Summary

This project is to create one Korean food & culture blog website and one native mobile application. This site introduces traditional Korean dish recipe as well as displaying some snippets of Korean culture alongside the food introduction.

- In terms of the content functions, this site can be the flea market place to share the information regarding all Korean food and culture by sharing the events, books, and restaurant information.

- For the interaction and structure of the site, it pursues the simple, user friendly but provides very handy, and structural menu hierarchy.

- For the visual and branding theme, it is pursuing simple, non-busy room space and grouping, watercolor textures, and hand-drawn illustrations.

b. User Group

The user group should be all people who are interested in Korean food and culture, and it includes the specific user group who would like to learn how to cook Traditional Korean dishes by referring to the recipes.

**2. Initial Planning (Mandatory Items)**

a. Major Contents

- Food introduction

- Recipes

- Food Category (Meat/Noodle/Rice/Soup/Desert/Season Special)

- Culture snippets

- Comments

- Bulletin

- Contact

- About

b. Site Structure

\* Home

- Jumbotron (video-branding, photo-special food introduction)

- Parallax scrolling animation – branding, interaction

- Food Category

\* Top

- Food Introduction & Category

- Culture Snippet

- Contact

- About

- Bulletin

- Food Gallery

- Art Work Gallery

\* Introduction Detail Page

- Food Category

- Food Introduction

- Culture Snippets

- Comments

- Video Recipe

c. Technical Breakdown

- Jumbotron with video, picture

- Parallax scrolling animation

- Single file layout

- Account creation and management

- Data creation and management

- Listing style: tile view vs. list view

- Filtering Options

- Food Blog

- Interactive elements: mouse scroll and over interactions, parallax scrolling effect

- Website App.

- Mobile Native App.

**3. Research**

a. Competitive Analysis

\* <https://basicswithbabish.co/>

\* <https://www.bingingwithbabish.com/>

\* <https://www.goozcatering.nl/>

\* <https://www.cafe211.com/>

\* <https://www.herrnilsson.se/>

\* <https://cookieandkate.com/>

\* <https://www.rachaelhartleynutrition.com/>

- Different user account type with different features

- User participation through comment in the most pages

- Illustration style theme

- Traditional menu vs. Fusion menu

- Multi Layers Parallax Scroll Animation

- Content page element variation: Video + Photo + Text

- Filtering

- Listing

- Culture Sketch

- Single File Pages

b. Technical Research

- SQL or AJAX for database

- Interactive elements or animation effects such as Parallax, scroll down animation

- Text overlay on the picture or video

- Account creation

**4. Explore => Design => Build-Up => Test => Iterations**

a. Brainstorming Ideas

\* Explore different ideas how to structure the menu hierarchy, page layout

(1) Home

- Top nav menu bar (Food Sketch/Recipe/New/Say Hello/About)

- Video JumboTron (duck video => logo branding text)

- Recipe category (Meat/Rice/Noodle/Soup/Season Special/Desert)

- Special food introduction

- Parallax with multi illustration layers (lead to ‘Food Sketch’ page)

(2) Flavors (or Recipe)

- Traditional Recipe (Korean Flavors)

- Fusion Recipe (Ducky’s Recipe)

# Video recipe

# User comment section

# Recipe list page

# Recipe detail page

=> Pagination buttons, list page icon, recently viewed carousel

(3) Food Sketch

- Culture Sketch

- Food Sketch

- Related Recipe

# Food Sketch list page

# Food Sketch detail page

(4) New

- Up to date event, news, book, info. (Bulletin board)

# Picture card format

(5) Say Hello (contact)

# Contact – contact form, social media, email

# User comment section

(6) About (profile)

\* Explore technical tool sets

- Parallax (multi layer scrolling animation)

- Menu nav bar

- Single file pages without reloading using Ajax/JQuery/PHP

- Pagination

- Recently viewed carousel

- Video Jumbotron(hero page)

- Scroll down time line animation

- Menu click leads to the same page, but different section location

- Ajax or SQL data handling

- Contact form

- Account creation-admin & user mode (\*future plan)

\* Explore the visual theme

b. User Persona / User Story Journey / User Flow

c. Low Fidelity

- Balsamic or Axure RP, InvisionApp Freehand

- A well-known approach to ideation and iteration is the [Four-Step Sketch](https://about.gitlab.com/2017/02/23/how-our-ux-team-worked-through-ideation-using-the-four-step-sketch/#https://about.gitlab.com/2017/02/23/how-our-ux-team-worked-through-ideation-using-the-four-step-sketch/):

* Step 1: take notes for 20min (reflect on any relevant research)
* Step 2: sketch rough ideas for 20min (be very brief, but creative)
* Step 3: sketch eight variations of the best idea for 8min (i.e. Crazy 8s)
* Step 4: turn the best variation into a simple 3/4/5-step storyboard (10–20min)

Regardless of whether you’re sketching your rough ideas, iterating over the Crazy 8s, or refining the final storyboard, always keep it simple and don’t sweat the little details.

Note: if using the Crazy 8s method without digital tools, simply fold a sheet of paper three times, creating eight squares for the eight ideas. Also, since we only have eight minutes to sketch these eight ideas, it’s best to save any UI Stencils for the storyboard.

Below: a 3-step storyboard made with InVision Freehand.

<https://uxtricks.design/blogs/ux-design/wireframe-tools-and-rapid-prototyping/>

<https://about.gitlab.com/blog/2017/02/23/how-our-ux-team-worked-through-ideation-using-the-four-step-sketch/>

d. 1st Test

e. Medium Fidelity

- SketchApp, InvisionApp, Figma, Framer or Framer X, Axure RP, Origami Studio, Webflow, Proto.IO

f. 2nd Test

g. High Fidelity

- HTML, CSS, Javascript, Foundation – front-end framework

h. 3rd Test

**5. Reusable Asset Management**

a. Design System

- Figma, Zeplin, DSM, SketchApp