

# YUK OR YUM

## PROBLEM STATEMENT:

Miles, a college student who doesn't know a lot of recipes wants something to learn how to cook new recipes so he can enjoy more than just ramen.

## InVision Link:

<https://invis.io/W8ALJQKD3>

## Who is it for:

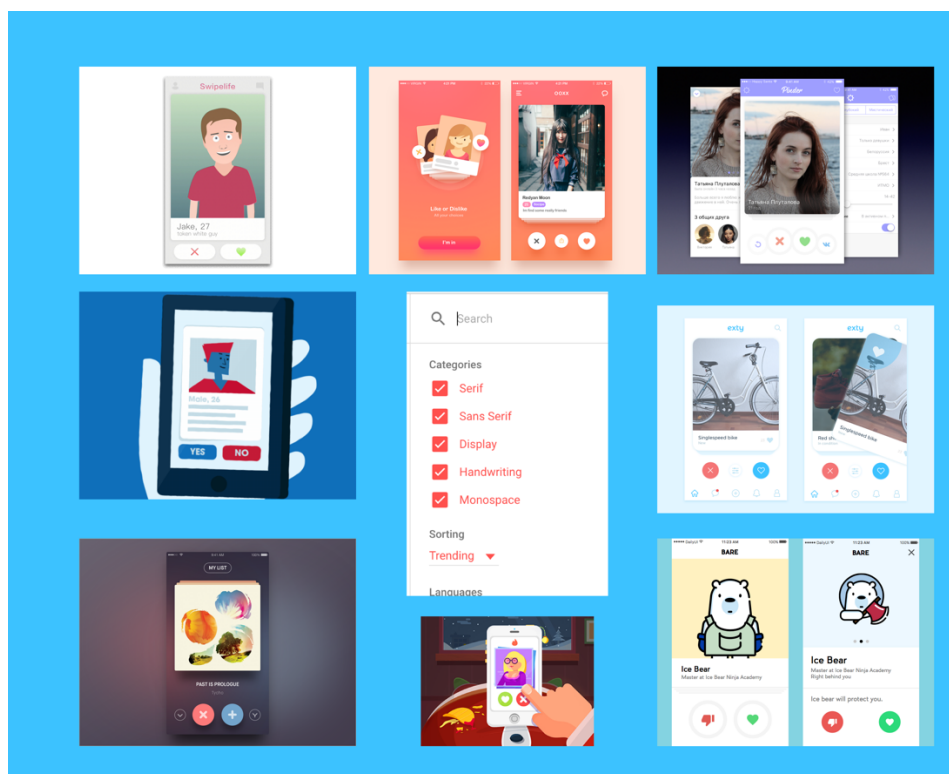
I started the project with user research. In talking to my peers, I gathered that college students aren't well versed in cooking. When a college student uses this mobile application, they will be able to learn new recipes to expand their cooking repertoire.

## Creative Process

After talking to my peers, I realized just how little they knew about cooking. For those who don't know much about cooking, I sought to create the "Tinder of Recipes." I first started by brainstorming out important questions that would pertain to the application (How do I account for dietary restrictions? What if there

is a recipe an individual doesn't want to cook? Etc.) I then started to wireframe out on a piece of paper the initial design. I then threw the wireframe together in Sketch. The initial lo-fi prototype was the basis for the rest of my application, but it was too simple. It didn't capture the true essence of the problem statement.

I went back to paper to really flesh out the screens of the mobile application. Once the basic interactions of the application were fleshed out on paper, I took to Dribbble.com to gain inspiration. I wanted a better visual identity for the project before designing on sketch again. Swiping was how I planned on filtering out good recipes from bad, thus I looked at how swiping was designed in different apps.



I then took a step away from the computer and walked around town taking note of how food signs were designed. Initially I tinkered around with green and red as the main colors (Red is associated with “No” and green is associated with “Yes”. Conveniently, green is also a color quickly associated with health. However, it seemed cliché. I also wasn’t building a health application, I was designing a food application. While walking around Ann Arbor the blue in Elevation Burger caught my eye. When blue is paired with food it still gives me a sense of organic, without shouting healthy. The blue of Elevation Blue inspired me to make blue a central color of the application.

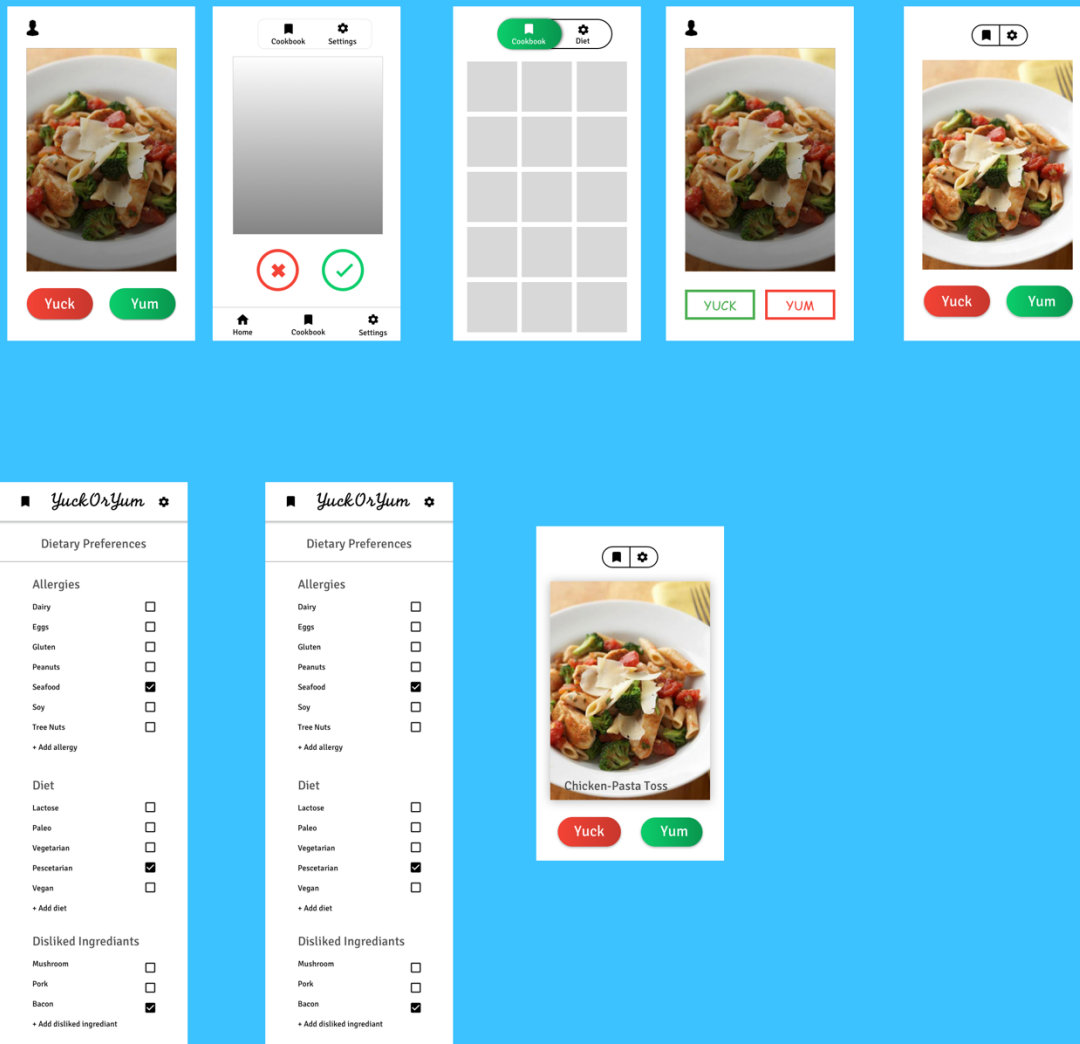


## Artifacts

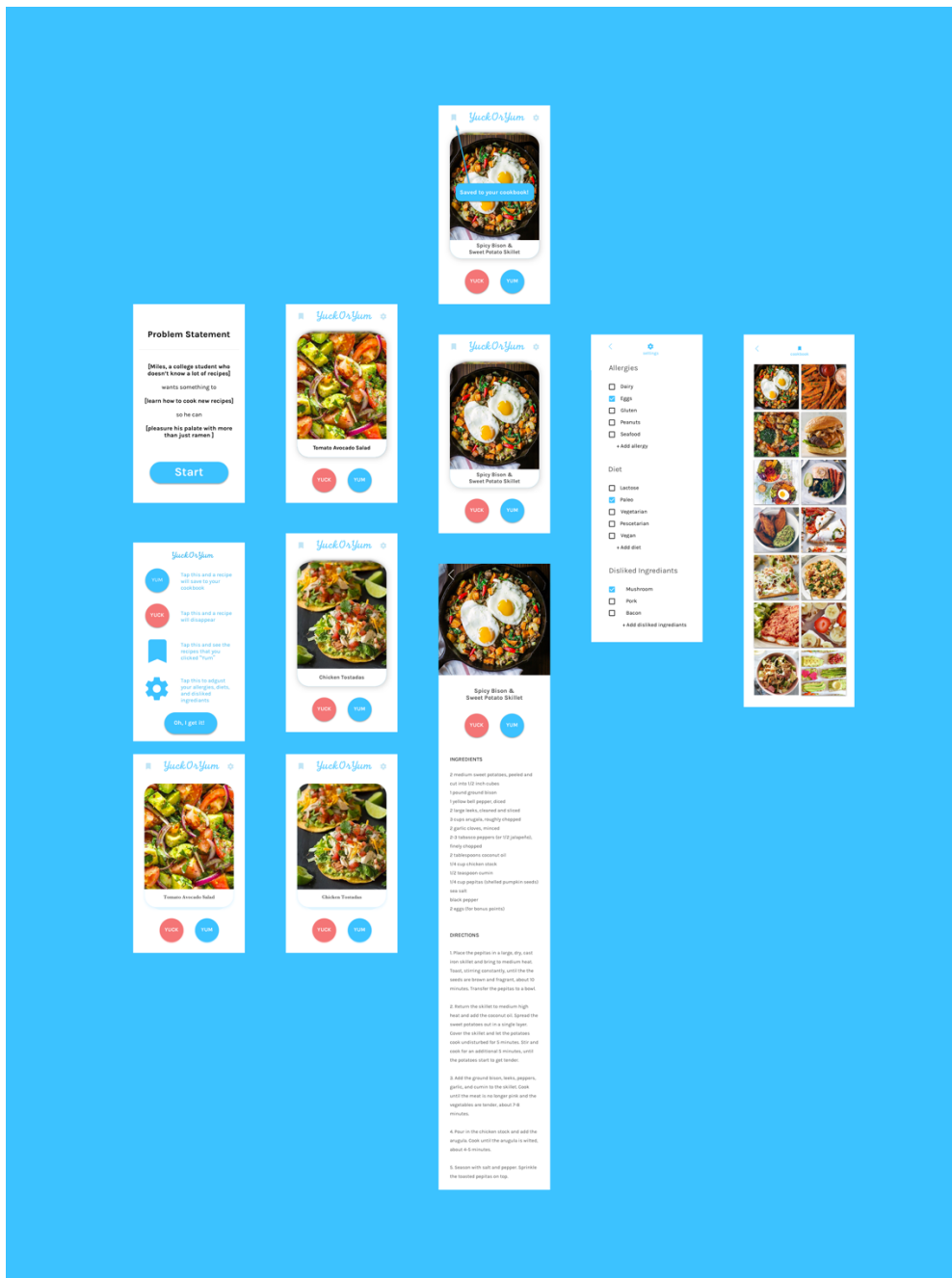
These are my early artifact. The first iteration of the project was nothing like what it finished as. My thinking when first starting to design the mobile application was that a user would press a button. Based off dietary restrictions the user’s custom recipes would be randomly selected.



This early design was dull. At this point I went back to the piece of paper and carefully thought about what else this application could be capable of. How could I make the app more interesting? The following are screenshots of the second iteration of designing on Sketch. At this point I had fleshed out the app on paper and took to the computer to make the designs.



The essence of the app was there in the previous app, but it lacked a professional aesthetic. I used design critiques and Dribbble as a source to improve my designs. The following are screenshots from my last iteration.



After finishing out the design I put the screen in InVision to bring interaction to the design. The following is the working prototype of the application:

<https://invis.io/W8ALJQKD3>

My solution solved my problem. It is true that a lot of students do not know many recipes. My hope is that my design allows for students to quickly filter out the recipes they don't like, leaving them only with the ones that they do. By this design, a user can easily see the recipes they already like, and continue to filter the ones that they don't. The next steps to improve this design would be to slightly improve aesthetics but also focus on improving usability issues. I struggled to make the pictures in the user's cookbook feel clickable. Perhaps a more prominent shadow and more rounded edged would make the application a bit more intuitive for the user.