

# **Check Make**

**Process Book**

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May 15th, 2017



# Creative Brief

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## **Product name**

Checkmake

## **Problem statement**

There are many people who have limited cookware and/or are unfamiliar with quick recipes that you can cook in a microwave. Along with that, people don't always know the proper cooking processes. Often people are part way through a recipe only to realize that they did not have all the ingredients prior to the recipe. After all that, they start cooking, but forgot where they left off and what tasks they had to do next.

## **Product description**

This app will provide the user with a variety of recipes that are microwavable for all meals. Breakfast, lunch, dinner, and snacks/desserts. It will also provide step by step instructions on what to mix together and when. It will provide a prior to making checklist as well as a step by step checklist.

## **User needs**

Users of this app need to be able to access different types of microwavable recipes. They will need to know the ingredients and will need to be able to check them off a list. They will want it to be categorized by types of meals. During the cooking process they will want to check off the ones they are done (this part is optional).

## **Product format**

This will be a mobile app designed for iphones.

# Competitive Analysis Summary

## **Summary**

From the competitive analysis I found that many of the sites I found that those sites that had many recipes had a search option for customers to be able to search for specific recipes. The ones with fewer recipes seemed to have less features all together. The content heavy sites had both microwavable, oven, or no-bake recipes.

The things that all of the sites had in common would be the color pallet and image use. They all had clickable images that linked to a recipe. They were all image heavy. Half of them had a checkbox for the process of steps. They also all had a categories section.

Some of the things to avoid would be long written steps, putting text on image, and to make sure that there is a categories section.

# User Survey Summary

## Questions

1. What is your gender?
2. Age?
3. Living Situation
4. Do you cook often?
5. Do you follow a recipe if you have one?
6. Do you have a microwave?
7. Do you use a microwave to cook full meals?
8. Would you like to cook meals in a microwave?
9. What meals would you like microwavable recipes for?
10. Have you ever forgotten if you had put something in your recipe mixture?
11. Have you ever forgotten to pre-check that you had all ingredients before cooking?
12. Would you use check-boxes to mark of the ingredients you have before cooking?
13. Would you use check-boxes to mark of the ingredients you have already mixed in?
14. Do you have time to cook meals for yourself at lunch?
15. How much time do you usually have for lunch?
16. Would you cook a meal in the microwave at work/school? If you answered no, Why not?
17. Do you have time to cook meals?
18. How much time do you have for evening leisure?
19. What would be important to you on an app that provides recipes. Check all that apply.
20. Would you pay for a recipe app?
21. Are you using any other recipe apps?
22. Would you use a microwavable recipes app? If you answered no, Why not?

## Summary

From the user survey answers received over 50 responses. Most of the responses were females ages 21-34. Out of the responses i found that 60% lived with family and 40% were living alone or with roommates. These users cook around 3-5 times a week and have around 2-4 hours of leisure every night. Majority said if they have a recipe that they would use it, but would not use a microwave to cook a meal. It seems that they would prefer snack, lunch and then desserts for microwavable recipes. The survey answers indicate that they would benefit from using a check box for ingredients/steps as well as a check box for ingredients prior to cooking. There were a few people that indicated they would not cook a meal in the microwave at work because they don't want to take up to microwave time and/or they don't like the taste of microwave food.

The most important things voted to have on the app are Categories, Short descriptions, and Images. Checkboxes didn't seem to be voted as a higher priority, instead it would be considered a nice feature, but not always utilized by the users.

# Persona I



"Poutine is my type of salad!"

## User Story #1

As an "embarrassed swimmer" I want to be able to "find low caloric meals" so that I can "change up my diet and start eating healthier".

## Scenario #1

Gordon brought his daughter to her swimming lessons, he looked around and realized that he does not feel comfortable in his swim suit and decided he needed to change his diet. He decided he needed to look for more healthy recipes.

He grabbed his phone and downloaded the app. Once it loaded he went to the recipes and started looking at recipes he felt would better suit his diet. When he found low calorie meals he started clicking the heart button at the top to indicate a favorite. This recipe was then added to his favorites list. Once he had some recipes favorited, Gordon went to that section and chose the recipe that he wanted to make for his evening snack.

## Gordon Polychuck

39

Calgary, AB

Gordon is a 39-year-old male from Calgary, Alberta who lives with his wife and kids. He works as a Regional Manager for a fast food chain called Buddy's Burgers. He has always been a cheeseburger connoisseur but has recently decided he needs to open his pallet to new foods. Gordon also noticed that he has been gaining a bit of weight and is concerned about his health. One day when Gordon brought his daughter to her swimming lessons, he looked around and realized that he does not feel comfortable in his swim suit and decided he needed to look up some healthier recipes.

Gordon is looking for healthy recipes that are easy to read and make. He wants to be able to skim through the ingredients and make sure he has them all. He is willing to spend some money since it is something that will be benefiting his health. He is very high-tech and researches everything with his phone. He likes things to be well organized as they are in his office. He reads multiple long documents every day and often suffers from headaches due to eye strain.

## Persona 2



"This world is but a canvas to our imagination."

### User Story #2

As a "busy dispatcher" I want to be able to "check off the already done tasks" so that I can "multi-task, and walk away, but come back and pickup where I left off without forgetting".

### Scenario #2

Jenny is a common user of this app. She had brought all the ingredients with her to work and was ready for her lunch break. She pulled out her phone and loaded the app. She started gathering ingredients and laying them out. She started preparing her meal. Unfortunately, her lunch break can easily be interrupted by phone calls or deliveries. So Jenny clicked on the tasks on the process check-list that she has already completed and then went to answer the phone.

Jenny left the lunch area, did her tasks, then came back and continued on with there she left off. Then she was able to make her lunch and eat without worrying about forgetting a step!

### **Jenny Kirsch**

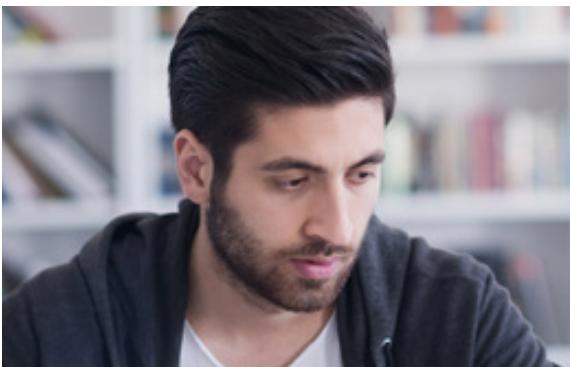
29

Toronto, ON

Jenny is a 29-year-old single mother from Toronto, Ontario. She works as a dispatcher for a local trucking company. She is constantly multitasking and gets distracted easily. She is big on organization and doesn't have a lot of time to do much reading. She often works long hours due to the weather or the amount of deliveries and pickups. She doesn't always get a lunch break, and when she does it varies from 5 minutes-30 minutes. On her break times she often scrolls through Facebook always finding new craft and recipe ideas.

While Jenny is at home she spends it with her five-year-old daughter making crafts, drawing, decorating or anything artsy that they can do together. She believes that constantly having different art type projects will help her child grow compassion and always feel comfortable to open and share

# Persona 3



**"Stress is an important dragon to slay - or at least tame - in your life."**

## **User Story #3**

As a "busy student working his way through college" I want to be able to "check off prior to making the product" so that I can "make sure that I have all the ingredients before attempting to make that recipe".

## **Scenario #3**

George was short on money and decided to take some extra shifts at work. Because of this he was working longer hours and didn't have time to cook any meals for himself. He found out about this app a while ago and decided he needed to finally put it in use and cook some recipes.

The night before his busy day he decided to go look for a recipe that didn't need too many ingredients. He went on to the app and to categories. He went under the dinner section and scrolled through the images of possible meals. Because George had been strapped on cash, he didn't have many groceries, so he opened a recipe and went down the ingredients check-list. Lucky for George, he found a recipe in which he had all the proper ingredients for!

## **George Brady**

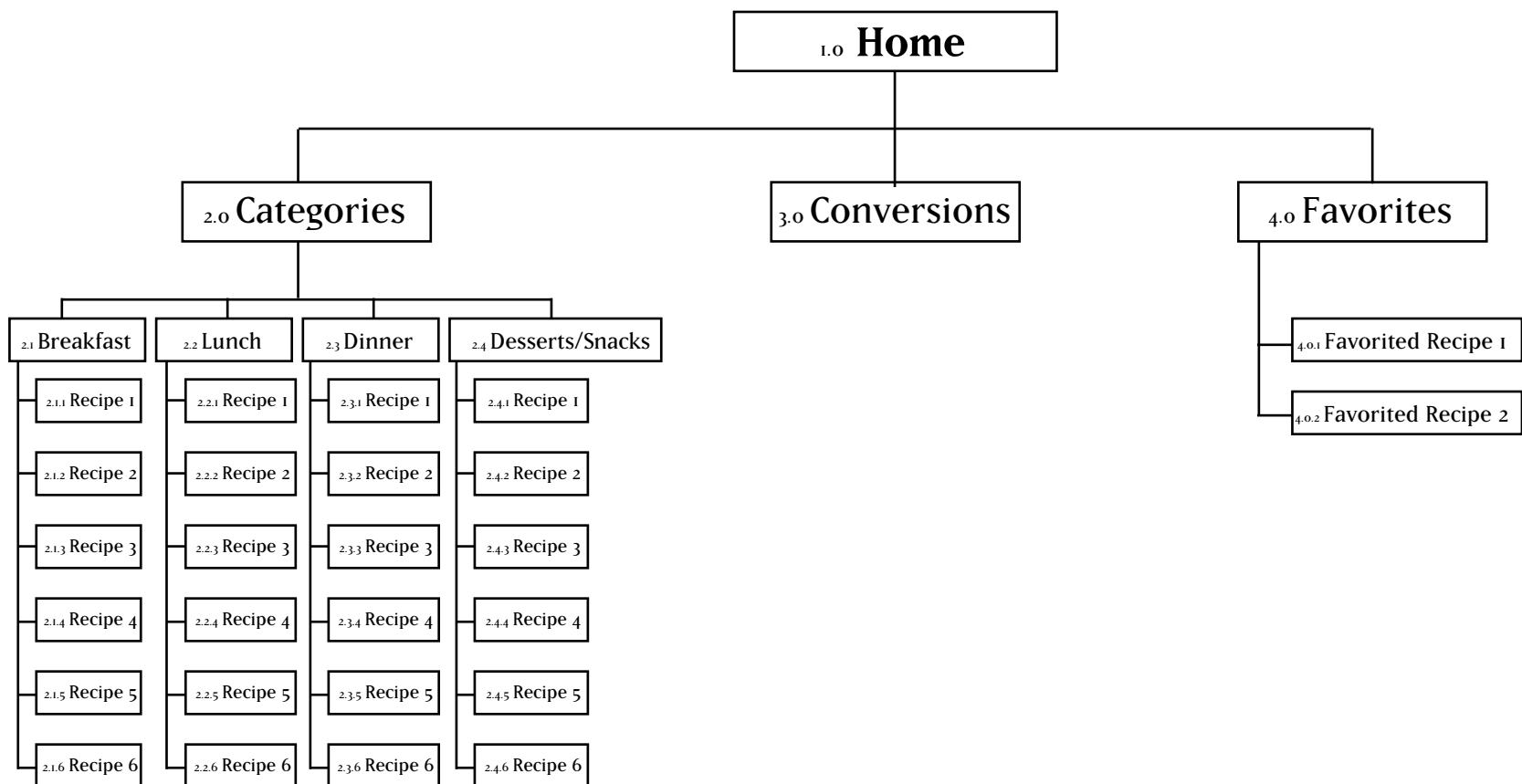
26

Dublin, CA

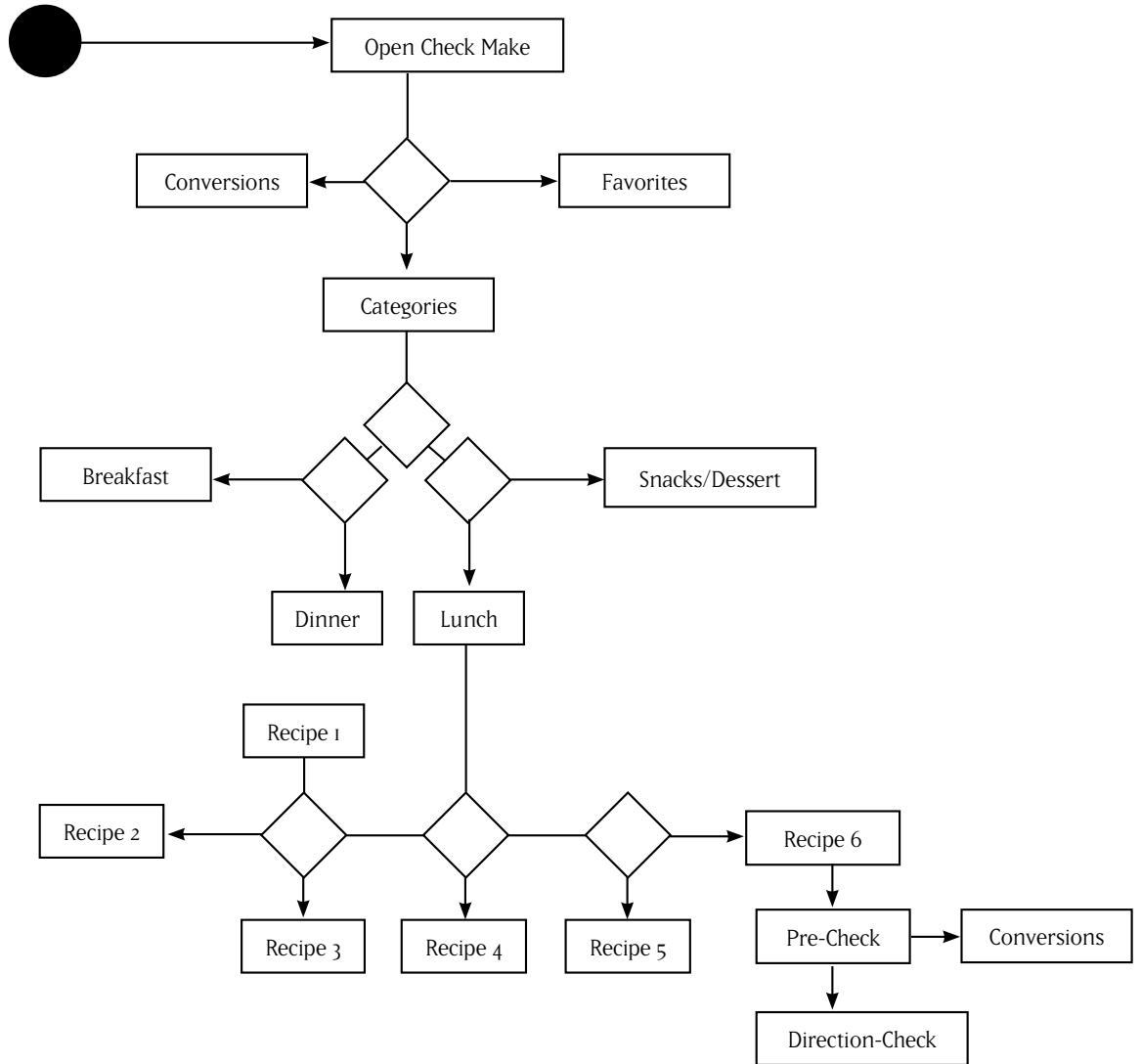
George is a single 26-year-old man living in Dublin, California. He is a full-time student and works part-time at Bestbuy. He is stressed because all the money he makes is going towards his education and rent. He spends his free time studying for school, reading and taking care of his garden. He has a green thumb and is studying agriculture.

He loves to experiment and to watch how things grow. He photo documents all of his plants to see its progress. He then puts them into a chart so he can better compare and see what is working best. He is very detailed and loves to follow a step-by-step process. He hopes to one day turn his little garden into a green house where he can do more trials on larger gardens

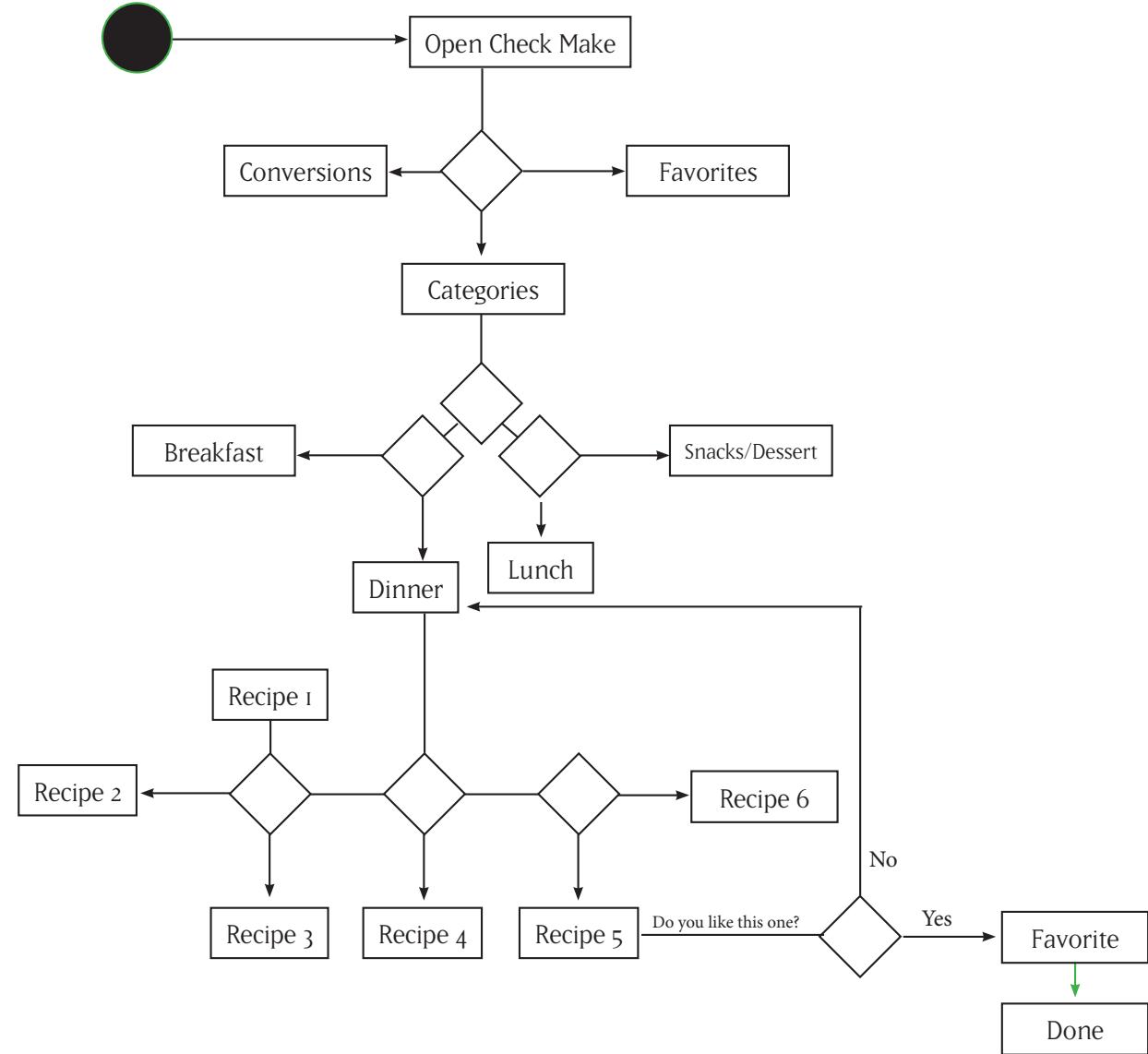
# Information Architecture



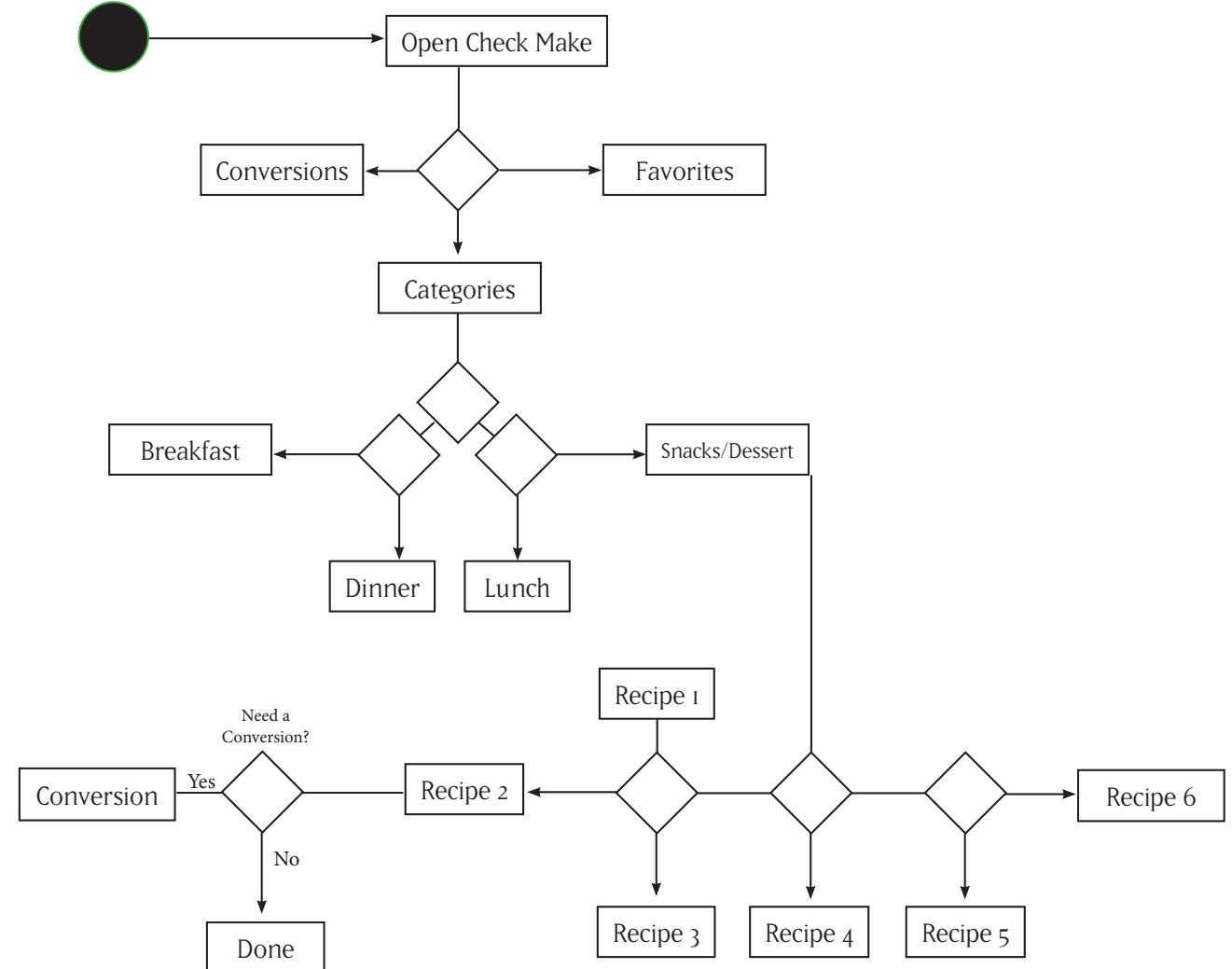
# User Task Flow I



## User Task Flow 2



## User Task Flow 3

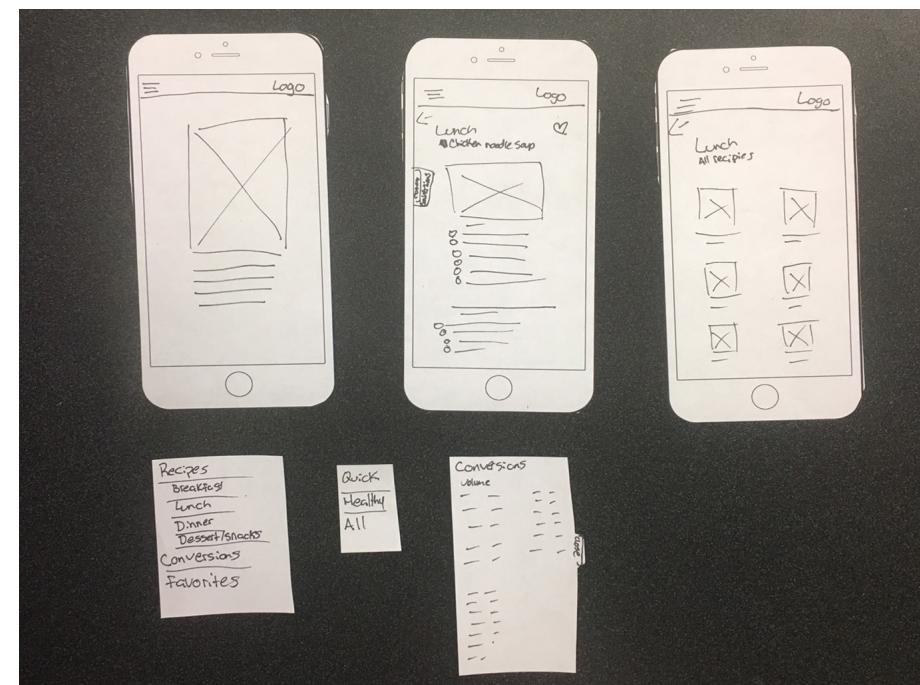


# Paper Prototype

## Summary

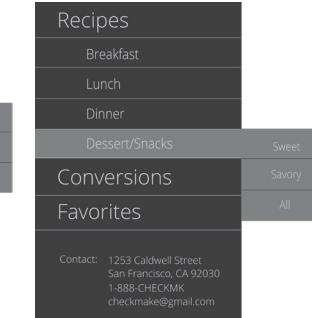
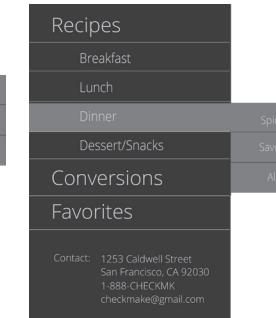
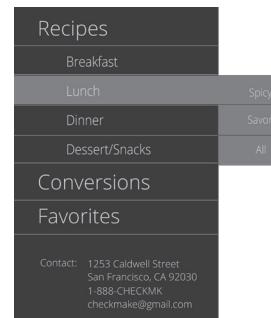
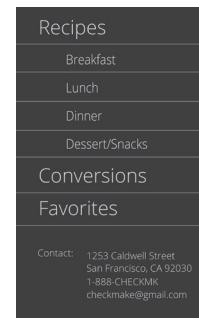
The paper prototype was a simple three screens, a conversions tab, a menu and sub menu. While doing the testing, I found that some of the users had trouble with some of the features. The problem was that the features were not very recognizable. For instance, the recipes option people didn't realize you could click and have another menu. Another issue was the heart felt like just an image and not a clickable feature.

Some recommendations I had was to make the buttons larger and more noticeable, and giving clues to the recipes options.

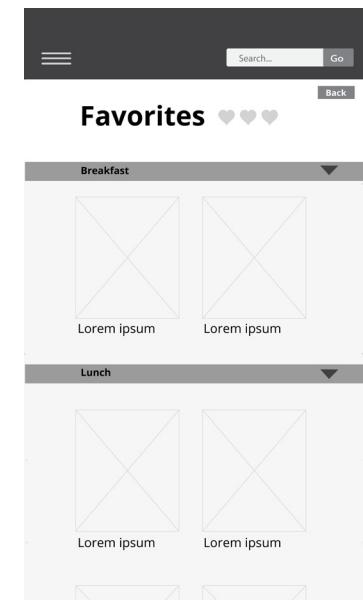
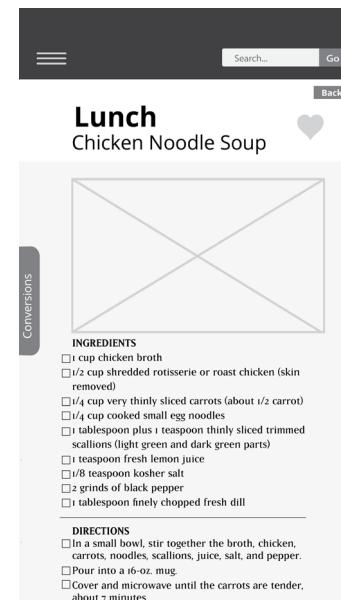


# Digital Wireframes

## Menu Wireframes



## Page Wireframes



# **Clickable Prototype lo-fi**

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## **Summary**

For my user testing my subjects were age range 25-60. Some were students and others work for corporate companies. Through testing I found that the hamburger menu wasn't clear enough. Some of the users struggled to see that it was a menu. Another issue was that the heart on the pages to "favorite" the recipe isn't visible enough. It blends in and it does not indicate that you are saving it to your favorites. There were also some other tips given to me regarding the back button. It was too close to other buttons and someone with "fat fingers" might potentially click that when meaning to click another.

For my next iteration I will be adding in color. This color I will use to help hint to the user where to go for the menu. I plan to make it contrast well and be a visual cue for the user. I will also use a phrase to indicate the adding to favorites feature. I will be re-organizing where the back button is and the search tool. I will be switching it from a search bar to just a search icon. I also found that I need to create a home button to help the user navigate to the beginning if they would like..

# Style Tile



**Bold** Flavorful  
Inviting Warm

## Typography

Avenir Book  
**Avenir Black**  
Avenir Oblique

**Header 32pt**  
Subhead 30pt  
Body 26pt

## Buttons



## Icons



Conversions

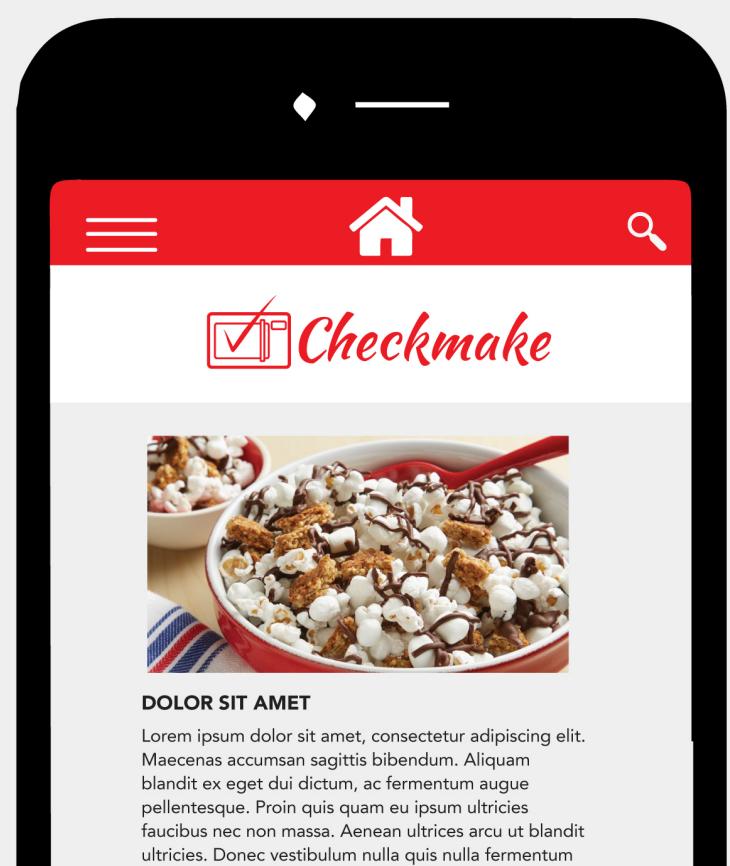
Ingredients



Directions



Color Palette



# Hi-fi Prototype



## Popcorn Trail Mix

A sweet special twist to an already delicious treat! Sweet and savory snack consisting of a chocolate, popcorn and a granola mix.

New Recipes

Baked Potato      Corn on the Cob

## All Recipes

Lunch

Chicken Noodle      Meat Balls  
Macaroni      Baked Potato  
Broccoli Noodles      Chicken Rice

## Chicken Noodle Soup

Lunch      Add To Favorites

Conversions

Ingredients

- 1 cup chicken broth
- 1/2 cup shredded rotisserie or roast chicken
- 1/4 cup very thinly sliced carrots (about 1/2 carrot)
- 1/4 cup cooked small egg noodles
- 1 tablespoon plus 1 teaspoon thinly sliced trimmed scallions
- 1 teaspoon fresh lemon juice
- 1/8 teaspoon kosher salt
- 2 grinds of black pepper
- 1 tablespoon finely chopped fresh dill

Directions

## Your Favorited Recipes

Breakfast      Lunch      Dinner      Snacks/Desserts

# Hi-fi Prototype

## Additional Specs

The top row displays five mobile screens. The first two show the details for "Chicken Noodle Soup" (Lunch), including a large image, ingredients, directions, and a list of steps. The next three screens show the "Your Favorite Recipes" section, which includes a header with heart icons, a list of categories (Breakfast, Lunch, Dinner, Snacks/Desserts), and a message for users who have no favorites yet. The fifth screen shows a similar layout for "Your Favorite Recipes" but includes images for "Almond Pudding" and "Crispy Potato Chips".

The bottom row displays six mobile screens. The first five show the navigation menu with sections for Recipes, Conversions, and Favorites, along with contact information for Checkmake. The sixth screen is a detailed conversion chart titled "Conversions" that lists various units of measurement and their equivalents in both U.S. Units and CAD Metric.

U.S. Units	CAD Metric
1/4 teaspoon	1 mL
1/2 teaspoon	2 mL
1 teaspoon	3 mL
1 tablespoon	15 mL
1/4 cup	50 mL
1/3 cup	75 mL
1/2 cup	125 mL
2/3 cup	150 mL
3/4 cup	175 mL
1 cup	250 mL

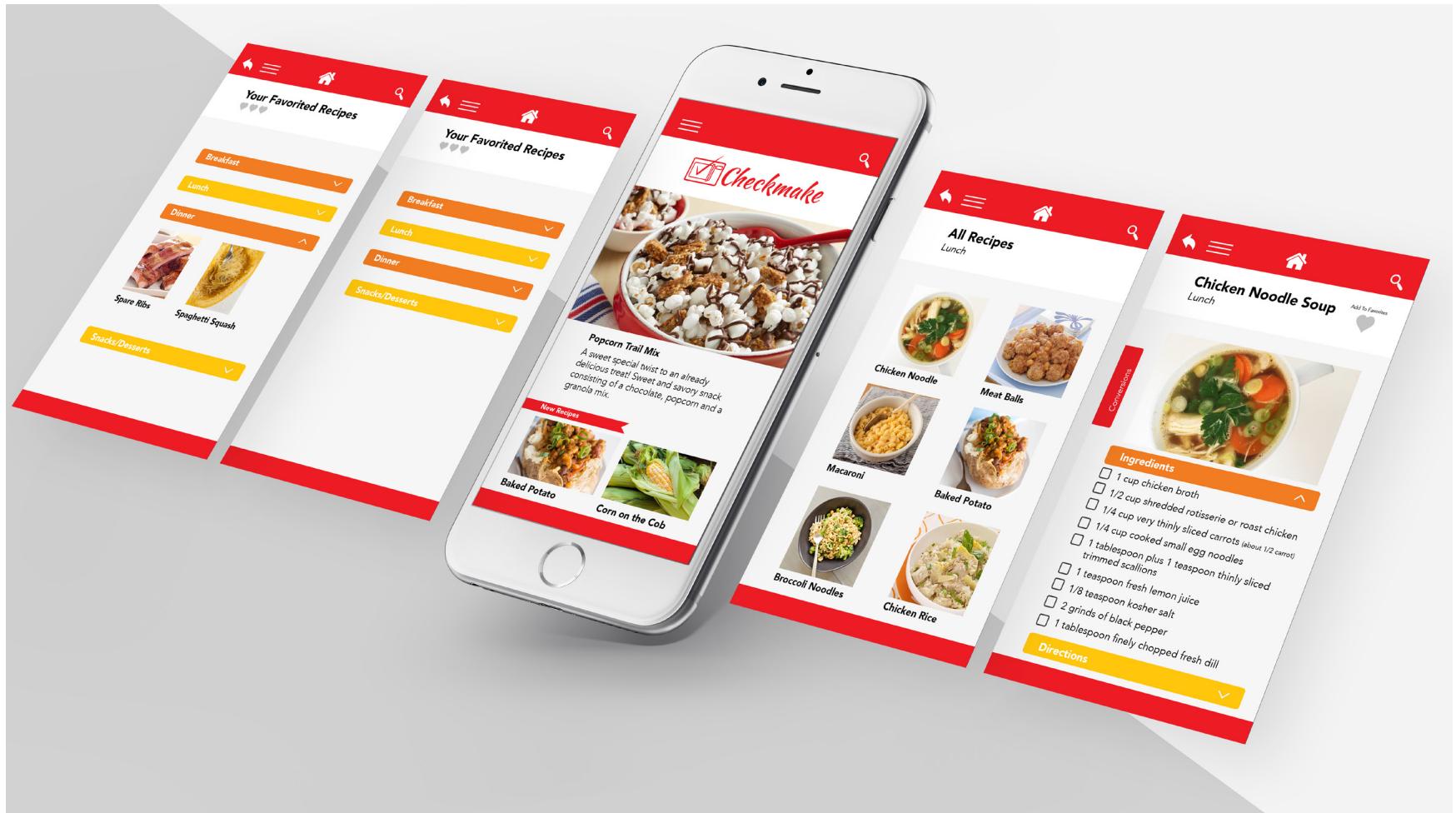
WEIGHT

1 ounce	30 grams
2 ounces	55 grams
3 ounces	85 grams
4 ounces	115 grams
(1/4 pound)	225 grams
8 ounces	455 grams
(1/2 pound)	455 grams
16 ounces	910 grams

For a complete list visit our conversions page.



# Checkmake



# Credits

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## Sites

<https://www.popsugar.com/food/Easy-Microwaveable-Egg-Omelet-38428987?crlt.pid=camp.uBCExUJlvpvK>  
<https://www.popsugar.com/food/Homemade-Chicken-Noodle-Soup-Recipe-Microwave-37360220>  
<https://www.popsugar.com/food/Microwaveable-Oreo-Mug-Cake-42876397>  
<http://www.myrecipes.com/recipe/mediterranean-chicken-couscous>  
<http://www.tasteofhome.com/recipes/meat-loaf-in-a-mug>  
<http://healthynibblesandbits.com/spinach-ricotta-lasagna-in-a-mug/>

## Images:

<http://www.totalbeauty.com/content/gallery/easy-microwave-recipes/pn6232/page3>  
<https://www.popsugar.com/food/Homemade-Chicken-Noodle-Soup-Recipe-Microwave-37360220>  
<https://www.popsugar.com/food/Microwaveable-Oreo-Mug-Cake-42876397>  
<http://www.myrecipes.com/recipe/mediterranean-chicken-couscous>  
<http://www.tasteofhome.com/recipes/meat-loaf-in-a-mug>  
<http://healthynibblesandbits.com/spinach-ricotta-lasagna-in-a-mug/>  
<http://allrecipes.com/recipes/1662/everyday-cooking/cookware-and-equipment/microwave/>  
<http://allrecipes.com/recipe/221186/lime-cilantro-cauliflower-rice/?internalSource=recipe%2ohub&referringId=1662&referringContentType=recipe%2ohub&clickId=cardslot%2048>  
<http://www.food.com/ideas/17-microwave-breakfasts-6099?c=10137>  
<http://www.thekitchn.com/21-essential-recipes-to-make-in-your-microwave-228826#>  
<http://www.bettycrocker.com/recipes/smores-popcorn-snack-mix/2488f758-b9c9-4654-ae5a-04acb13aae8f>