

DAZZLE SALAZAR

UX / UI DESIGNER

DESIGN ASSIGNMENT PREPARED FOR



UI/UX DESIGNER

Questions I ask before designing user experience

1. Who is my audience? Demographics? Who is my typical users?

I need to know enough detail to get into their head. To empathize with them and see the what's through their eyes. Need to be able to picture a stereotypical user.

2. What are the major pain-points of the current recipe page?

Find out which areas of the current product are causing friction or how they get stuck, so I can put extra focus into improving them in the redesign. I can also make sure that these pages are covered thoroughly in research and user-testing.

3. What is the user goal?

I want to think carefully about what are the user objectives in using this site. What is their number one reason for being there? Are they trying to find a present for their friends or family? Are they trying to make something special to someone? Do they want to sell home cooked meals or baked goodies? I need to understand their goals, this will allow me to focus specifically on helping them find what they're looking for.

4. What is the business goal?

I also want to make sure that this page has monetization, properly placing the ads, video preroll, online shopping and other sponsored content. There should be a balance of the business and user objectives.

5. How easy is it to navigate the recipe page to our users?

It needs to be seamless navigation on the website. This requires the savant combination of behavioral knowledge and design skills. I need to put myself in the user's place of thinking, Is there a good flow on this page? Is it obvious where to scroll, to read further information or see more? Are the buttons and links easily identifiable as such?

6. What do I want users to do?

I want to help users find the recipe they want first and then persuade them to read and follow the instructions recipe guided, must understand who you are influencing, what you want them to do, and what it is that they want to do.

PART 1: THE PROBLEM

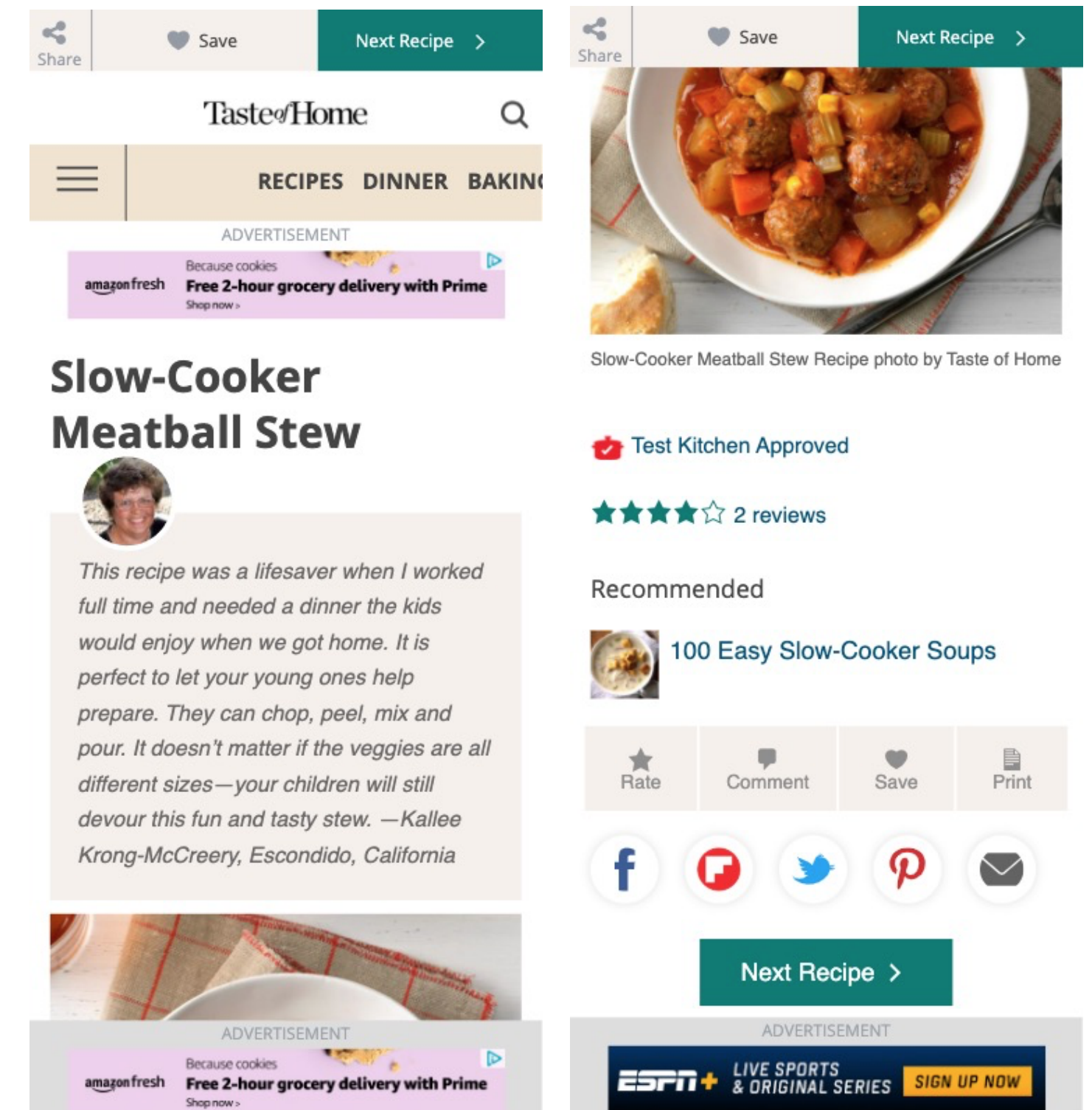
UI/UX DESIGNER

PART 1: THE PROBLEM

The Problem

Looking through the recipe page, what stands out to me as the main pain points are the following:

1. The info and recipe didn't show right away
2. The content are pushed all the way down
3. The ads are breaking the page layout
4. The order of the content is confusing
5. The writer's quote took over above the fold
6. So many list on the sub menu
7. Next recipe already showed up without even seeing the actual recipe



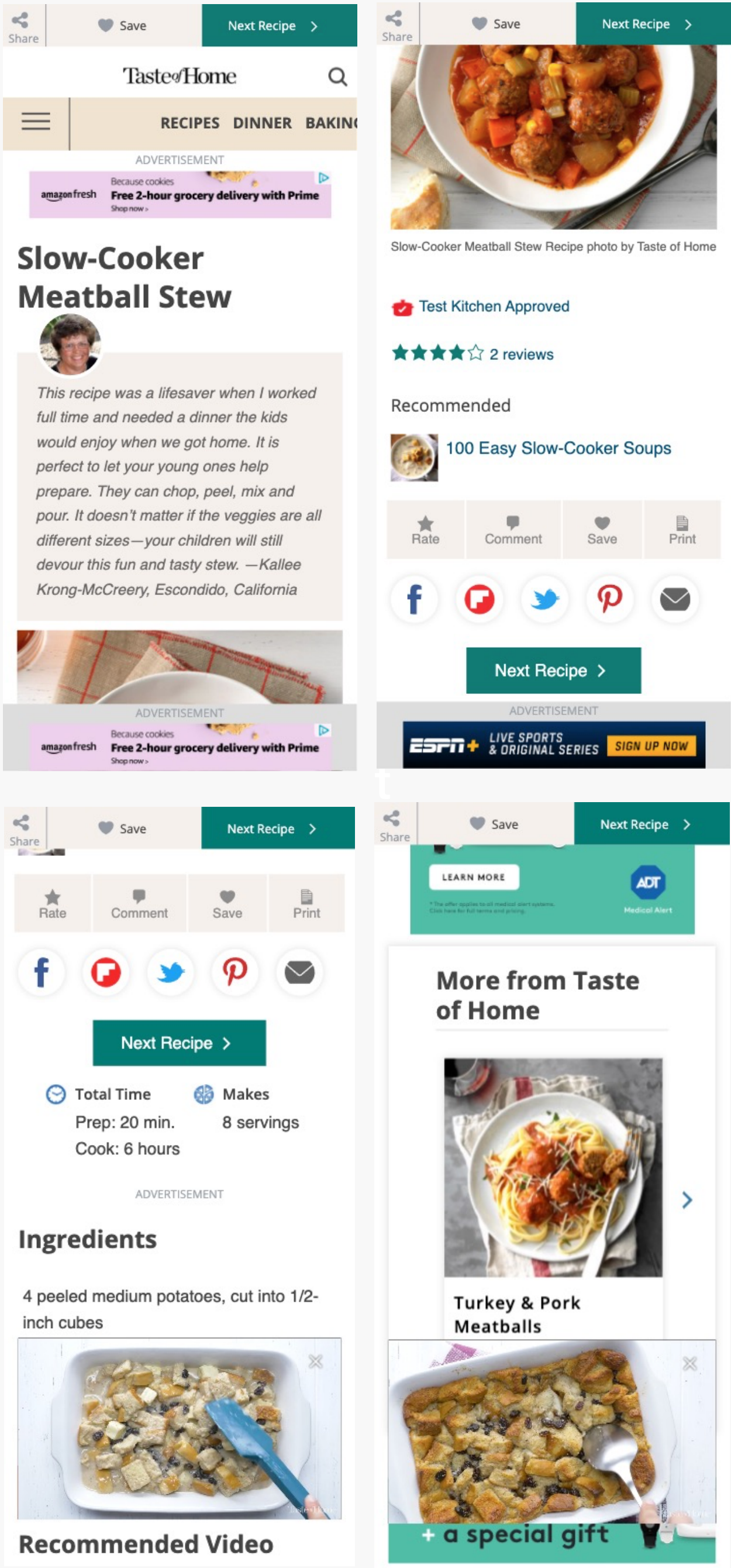
UI/UX DESIGNER

PART 1: THE PROBLEM

Who I've talked to?

To validate my assumptions I went ahead and did qualitative research and did a usability test to 4 individuals who are the typical users of recipe sites based on their lifestyle. Since I have only gathered 4 participants, I made these 4 people into a persona.

1. Angeli Rosato - 37, Studied culinary , Married, stay home wife, loves cooks to his husband and parents, extreme party-planner and loves to host a party on her house
2. Michelle Kim - 33, baking as a hobby, loves to bake every week and gives bake goodies to friends and co-workers
3. Yza Raif - 35, Stay home mom, self-taught baker (and wannabe chef) baker entrepreneur, started out baking business online omgyza.com
4. David Basa - 32 - Football player, but loves to cooks to his family on his free time, but also running a small food business selling baked Takoyaki.



Usability Test

In order to discover an opportunity to improve a users experience I decided to do a usability test that completes a simple online task of recipe detail using their phone and Chrome DevTools for Mobile View while recording session. The interview script consisted of 3 sections: pre-task questions, performing the task itself, and post-interview questions.

Users Responses

As I watched and listened to each of the recordings, I wrote some of the quotes I got on each of the interviews. Below here, you will see the user responses to my questions and any notable user quotes.

- I expect to have an image right away
- I can't find the information
- I want to get ingredients, but it doesn't show right away
- I need the information quicker
- How much time to make it?
- If its 3hrs to make I'm not gonna make it
- If it sounds difficult I'm not going to make it
- What do I need to shop for
- Not very clear, I have not got any information and I already get recommending ingredients, I don't even know what this is, why are you recommending it to me?
- You can't tell me to go anther recipe without even getting the actual recipe I want
- How come next recipe is above the actual recipe
- The envelope mail icon is a bit annoying it covers the content.
- Ads are breaking the page too much
- Page looks broken
- Looks a little messy
- Yes this recipes helped me, but I think this can be laid out better
- Recipes I can't find a subsection
- Why so many tags on the nav
- I want to see it without too much scrolling
- Why two ads showing here
- Why would I save it without seeing information?
- The share button on top nav doesn't make sense
- The order of the information is not in an intuitive way
- They have the basics, maybe add videos
- They think users are the one who submitted this recipe
- The recommended video looks like a preroll-ad
- It doesn't feel the taste of home, there's a feeling that I don't trust the page, feels like an amateur made it
- I don't know if I want trust info if it's accurate
- It seems info is a mess
- Scroll to the nav is not great
- Why is there cooking supplies in the recipe
- How do I close this pop-up?
- I use Youtube to check the recipe
- Where is the recipe?
- Where is the direction?
- Too much text on the writer's quote
- My impression of the "next recipe" button seems the article is finished and I haven't seen the ingredients yet
- Wow so many lists on the sub navigations
- Hard to pick which one to choose
- What is test approved means?

PART 2: SOLUTION

UI/UX DESIGNER

PART 3: SOLUTION

How would I go about thinking about tackling this template? Please talk out your thought process.

Based on what they had to say, I've listed some ways to improve user experience and find solutions based on their feedback. The following solutions were made in order to focus the user on achieving their goals and solve real user pain-points from the information I got from the usability test.

1. Making sure that once they arrived at the recipe page, the information they were looking for is there and there's no reason for them to waste time to do additional steps.
2. To design a mobile version that avoids over scrolling by adding tabs for ingredients and directions.
3. The food photo should be placed after the title so that users could see what they're going to make.
4. The prep time and servings icons need to be placed above the fold, users want to know how much they're gonna spend making the food.
5. I added easy icons on top before reading the ingredients, so that they will not be discouraged on cooking or baking.
6. Test kitchen approved should be on top as well
7. Avoid extra buttons, it's an extra work to our users to view recipe
8. To make another option if the recipe is a video, needs to add a continues play on scroll
9. Making sure info is there before users jump into the next recommended recipe and video
10. I want to make sure there's still an ad that is running but doesn't break the page.

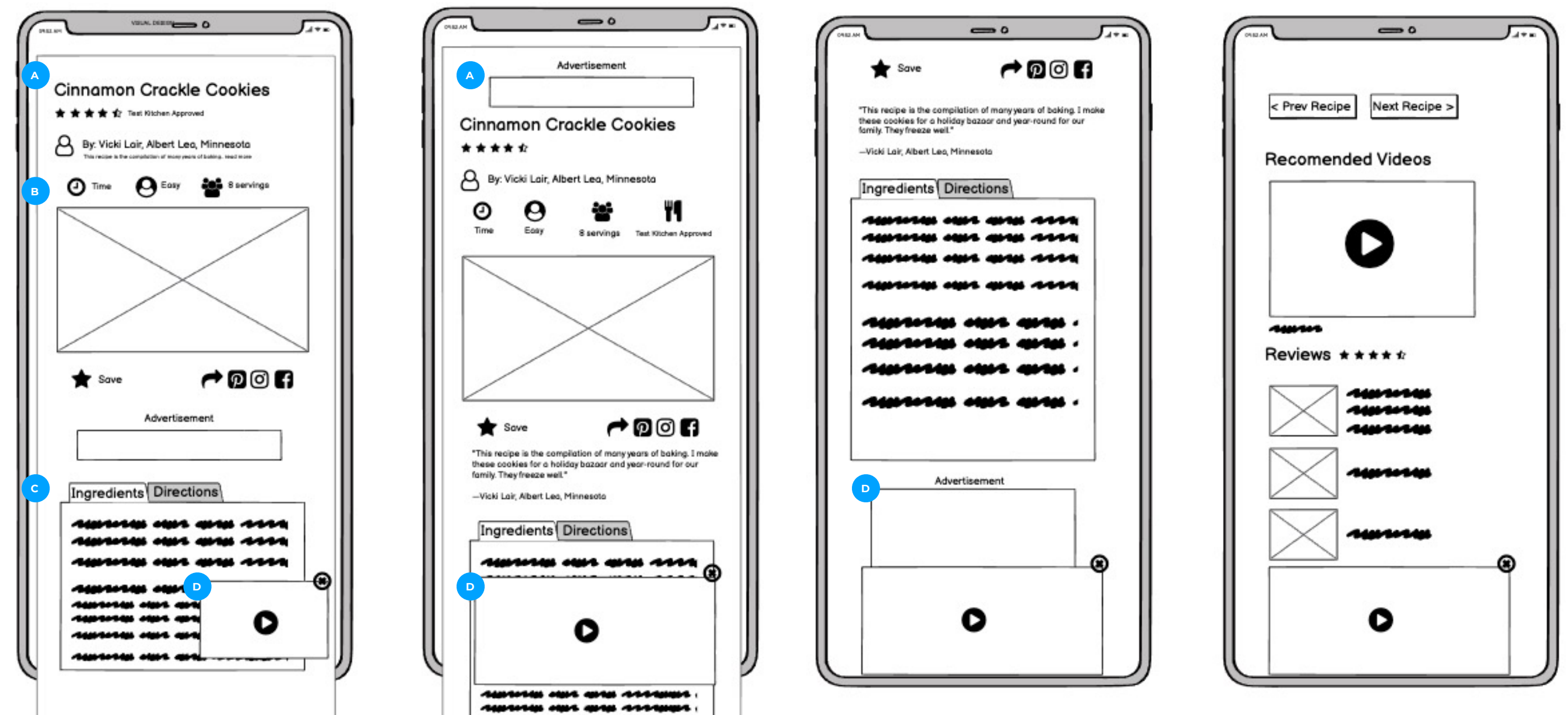
UI/UX DESIGNER

taste.

PART 2: SOLUTION

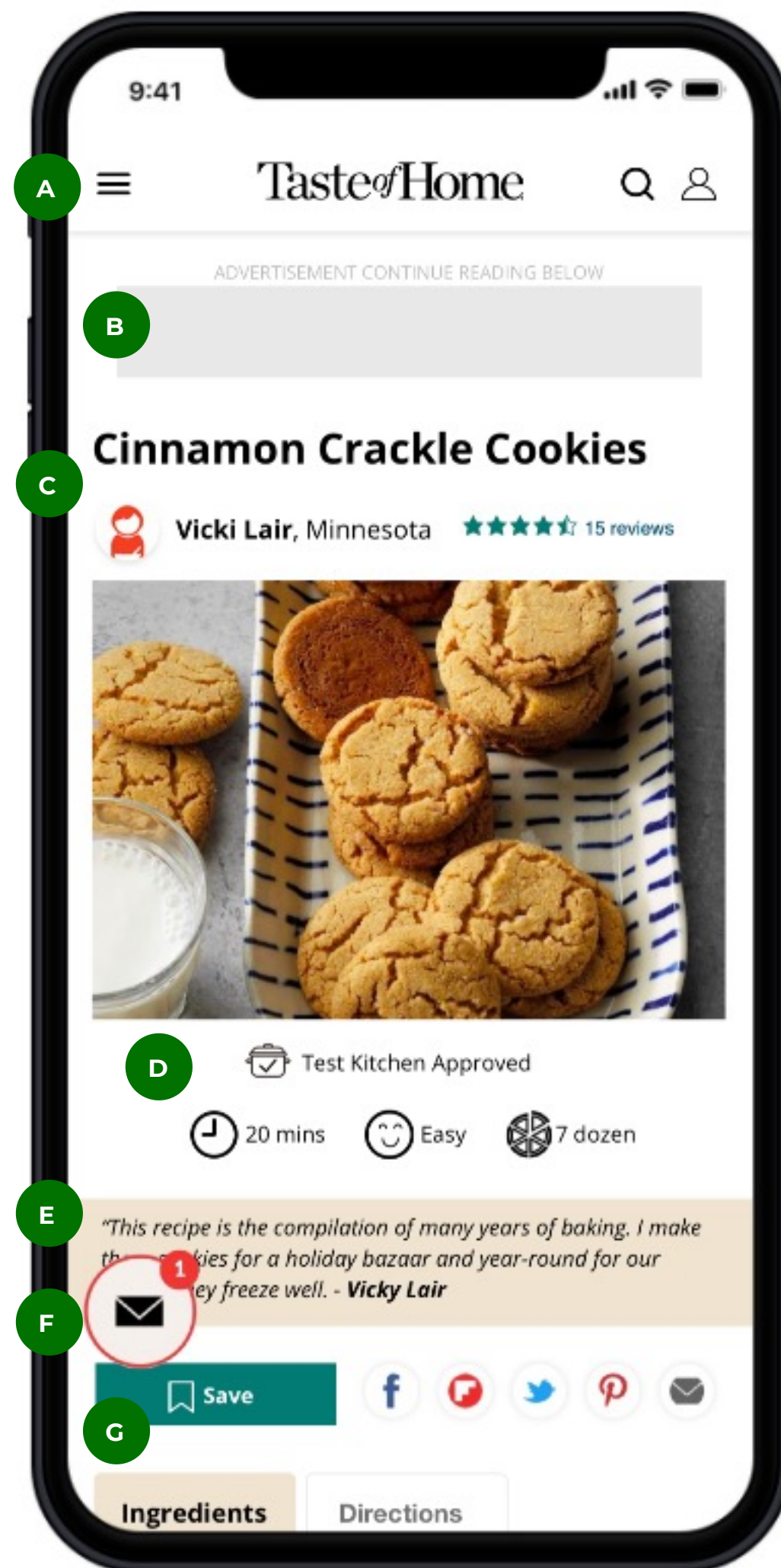
Design explorations and Ideating Solutions

After defining the overall structure, it was time to work on sketches. I made the low fidelity wireframes for mobile and conducted audits of the user's feedbacks. It took a few concepts and revisions until I created a structure that was clear, concise, and easy to use.



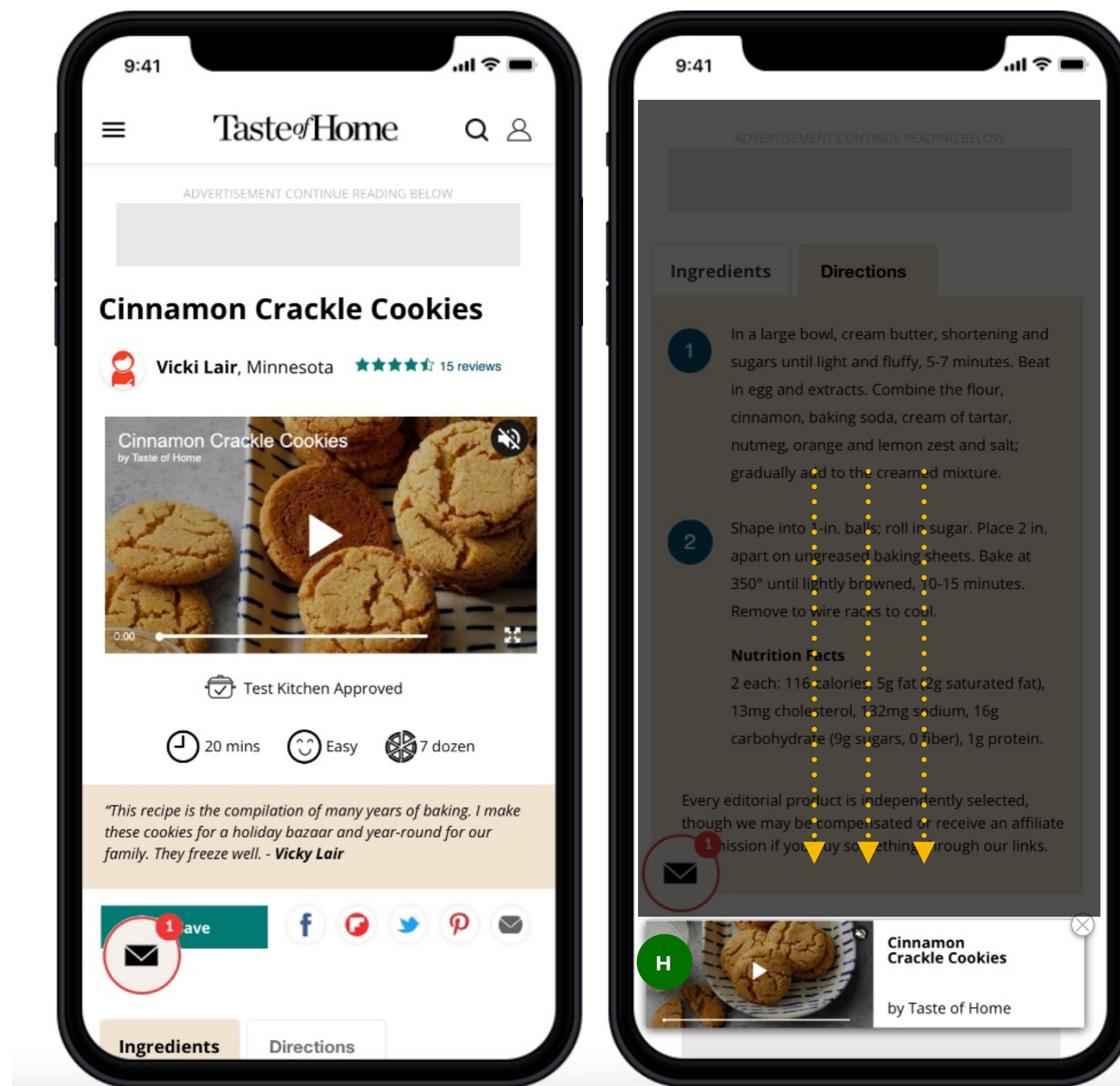
- A. Experimenting the placement of header and advertising, which one will go first
- B. Time, serving and easy level icons were placed after the writer's name and reviews
- C. Food photo after the header title
- D. Tab to toggle Ingredient and direction to avoid over scroll
- E. Experimenting video pre-roll
- F. Experimenting ad placements

PART 3: PROTOTYPE



Arriving the recipe page

If recipe is video



Arriving the recipe page

Continues play on scroll

A. I removed the extra sticky top bar that has the “Save, Share, Next Recipe to avoid confusion, I want to be able to showcase the information before they save and move to the next recipe. I also removed the list menu (Recipe, Dinner, Baking...etc) as it is redundant, those are already inside the menu navigation.

B. 320x50 ad mobile leaderboard

C. Title + Author + Reviews - reason why I placed the reviews on top is because I found out when people are watching video recipes they immediately go to comments section, they want to know experience of the other users before they do the recipe. Reviews button automatically scrolls down to the reviews section

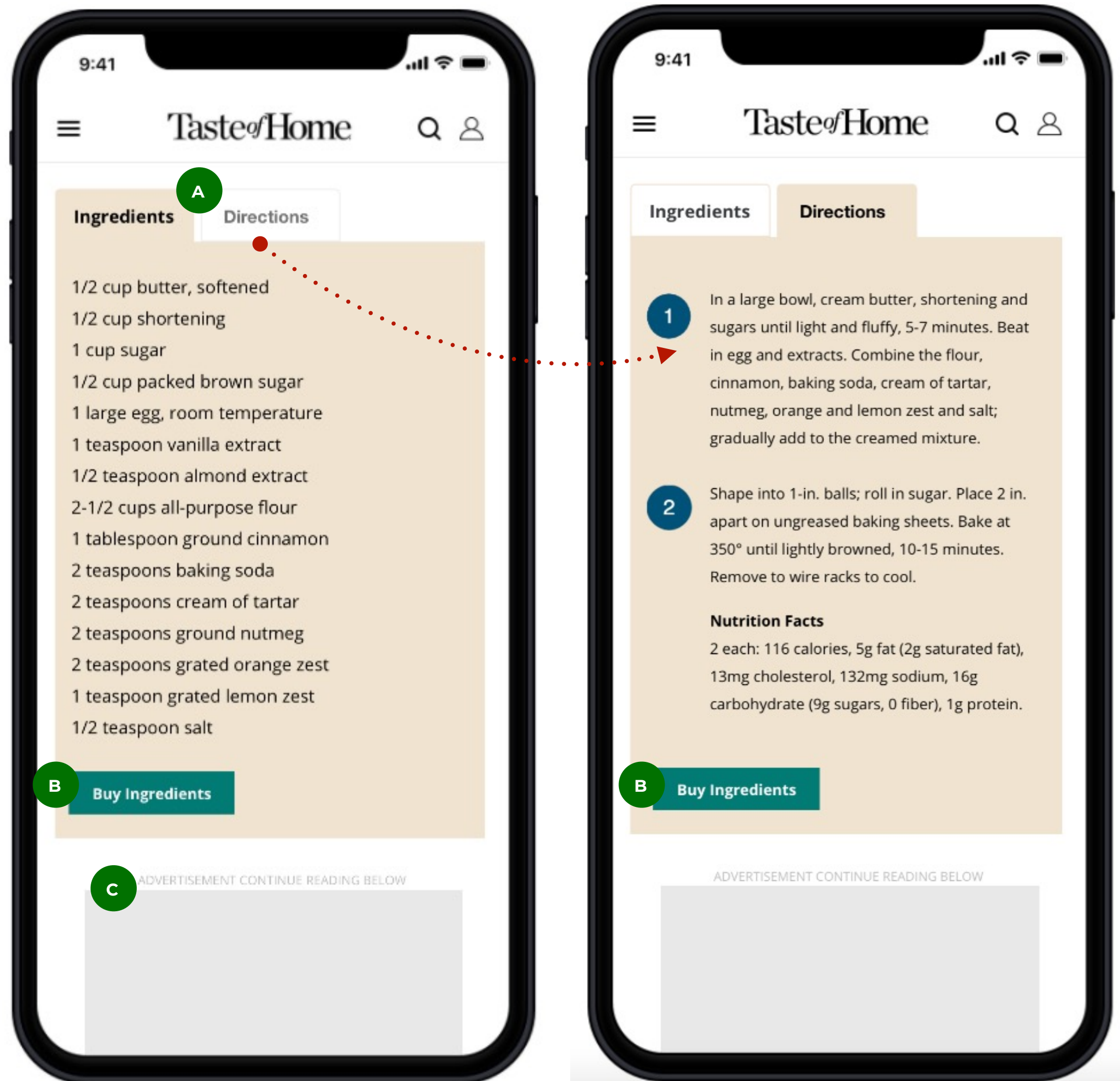
D. Test Approved + Total Time + Easy + Servings - these icons provide enough information to showcase how much time they gonna work on the recipe, for how many people and how easy it is to make.

E. I don't want to remove the quotes from the author because they give a personal approach to the users, so I decided to put this section below the icons.

F. The current sign up mail icon alert is distracting the whole user experience, but it is also important to get leads and sign ups, so decided to move it further down before it reaches a sticky footer ads/preroll

G. Since I removed the top bar share and save button I decided to properly placed them below the author's quote

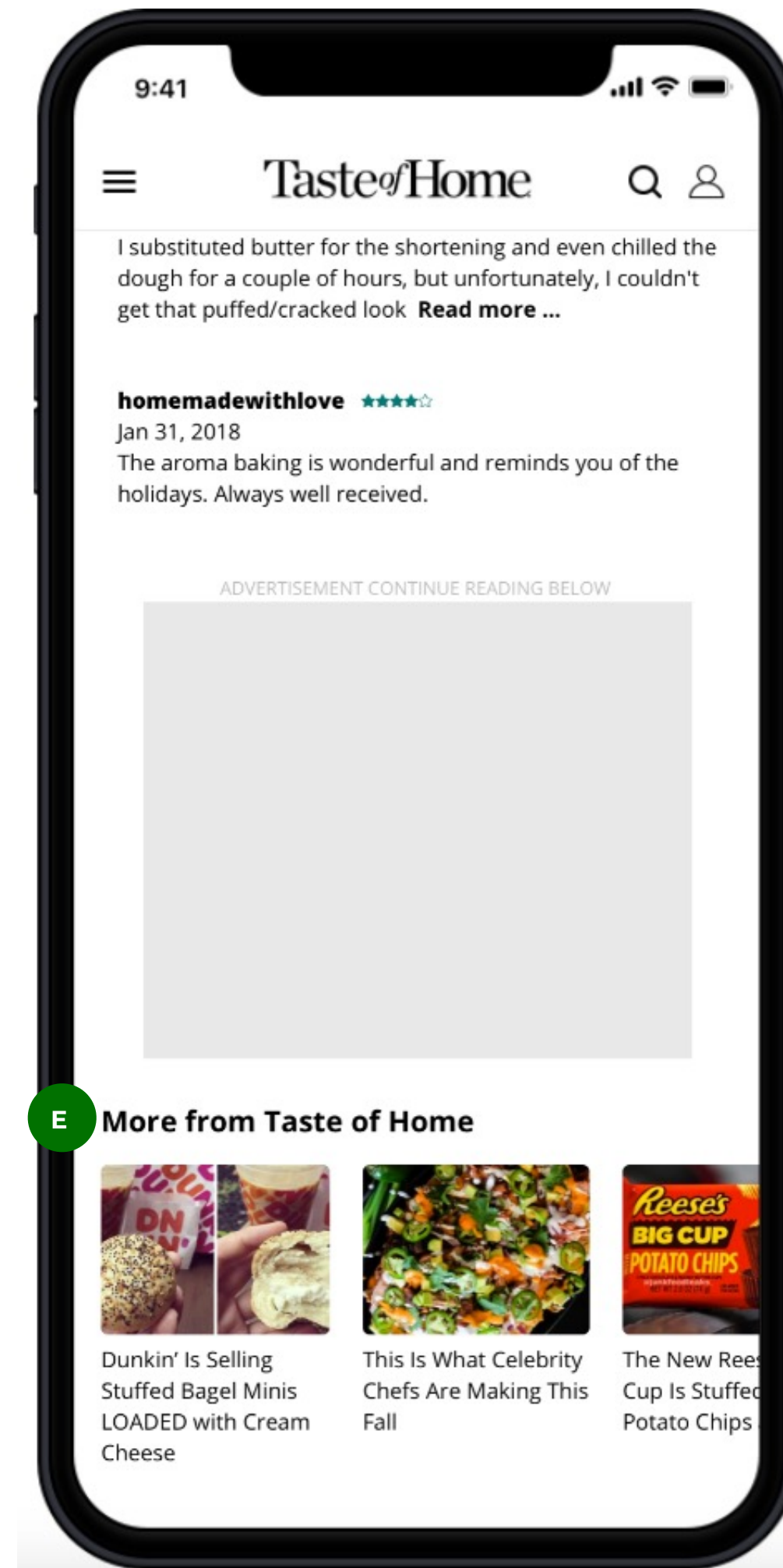
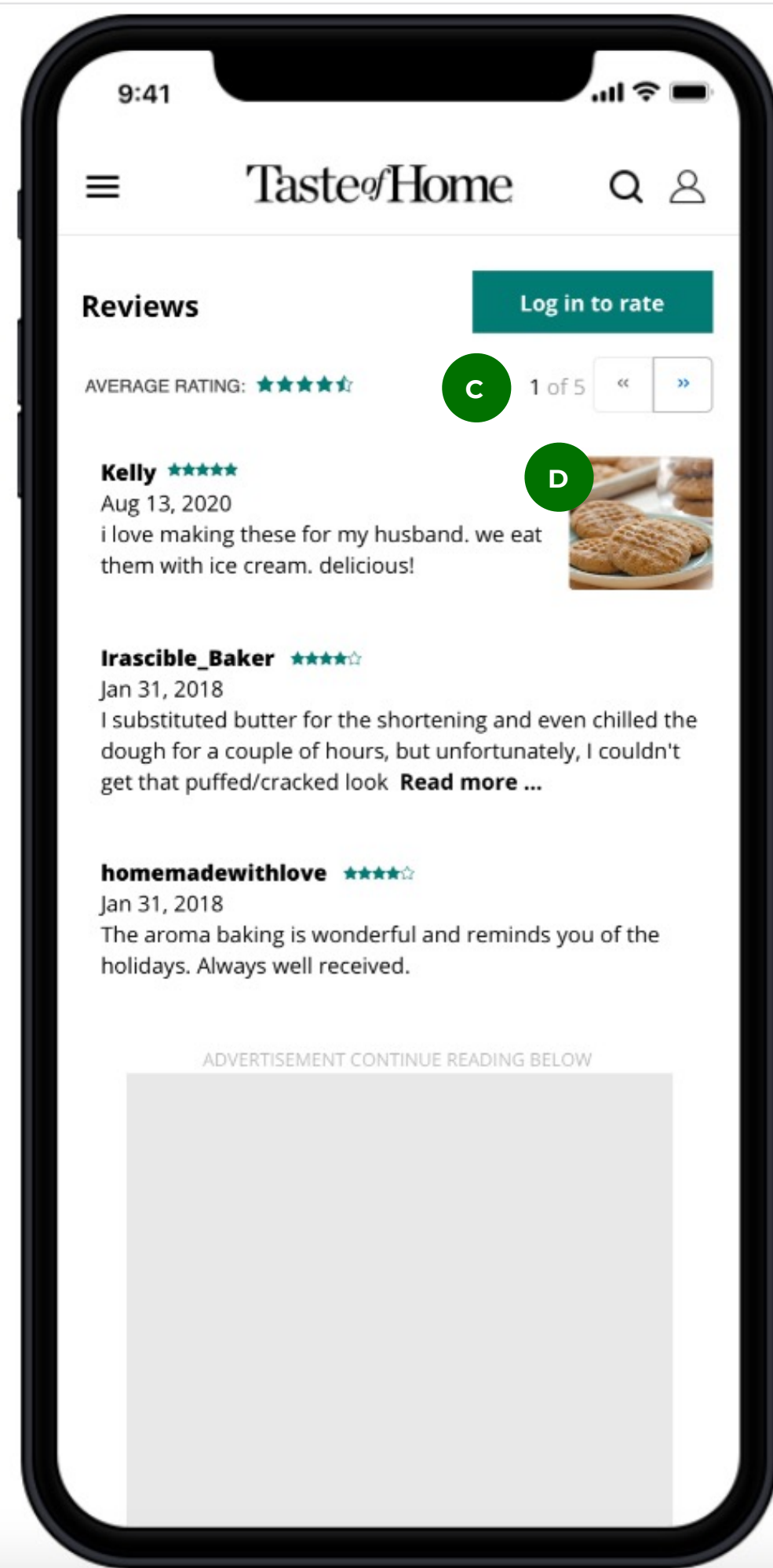
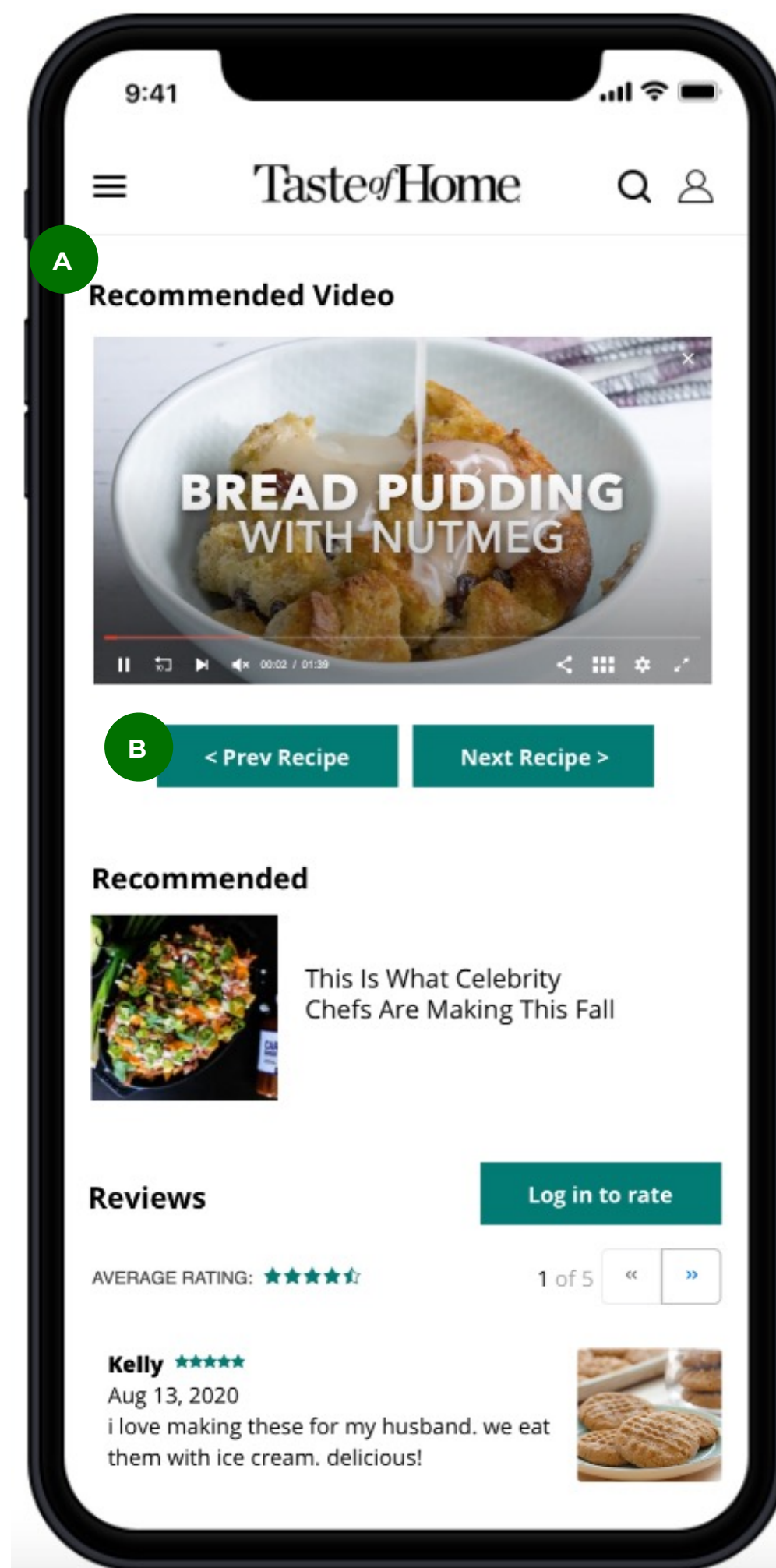
H. Video recipe continues to play like a preroll



A. Ingredients and directions tab that you can toggle, so users won't get lost by over scrolling.

B. Buy ingredients button for shopping commerce, added for both ingredients and directions

C. Ad placements that also says "continue reading below" to show that the content hasn't stop yet



- Recommended video placement goes first before the recommended article. The flow of the recipe page should be all about recipes not article. During the test, they even question why there is an article already before reading the actual recipe.
- After reading all the recipe then you can jump into the next recipe or even view the previous one
- Reviews section - Added a tab to view more comments instead or read more on the bottom another way to avoid over scroll.
- Reviewers can also post photos of the final product of the recipe they created.
- Re-designed the “More from Taste of Home” articles cards

THANK YOU

DESIGN ASSIGNMENT PREPARED FOR

