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TASTE OF HOME
RECIPE PAGE REDESIGN



DESIGNING USER EXPERIENCE

Before designing the 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 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?

To improve ad revenue, I want to make sure that this page has monetization, properly placing the ads, video preroll, online shopping, and other sponsored/branded content. Initial Metrics – Time spent on-site should increase, page abandons should decrease should be better revenue, SEO, and engagement metrics. There should be a balance of the business and user objectives. Making the page more user-friendly should help with Google search and we will have the ability to monetize.

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

It needs to be seamless navigation on the website. This requires a 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

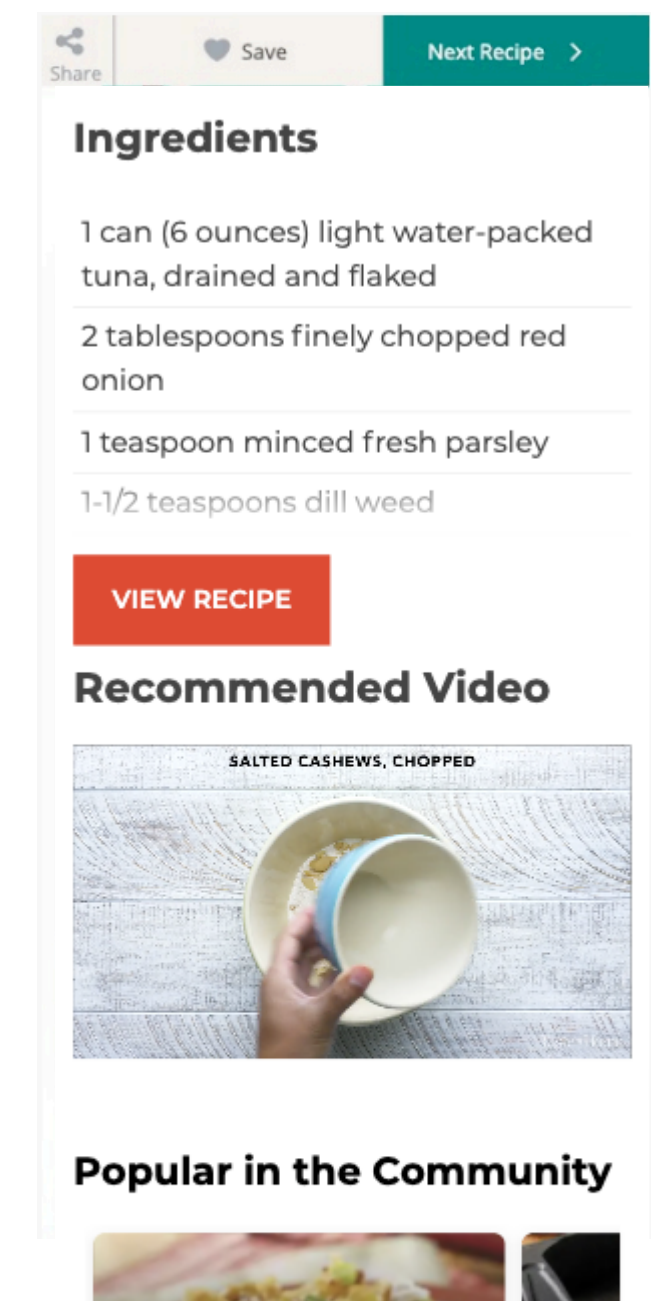
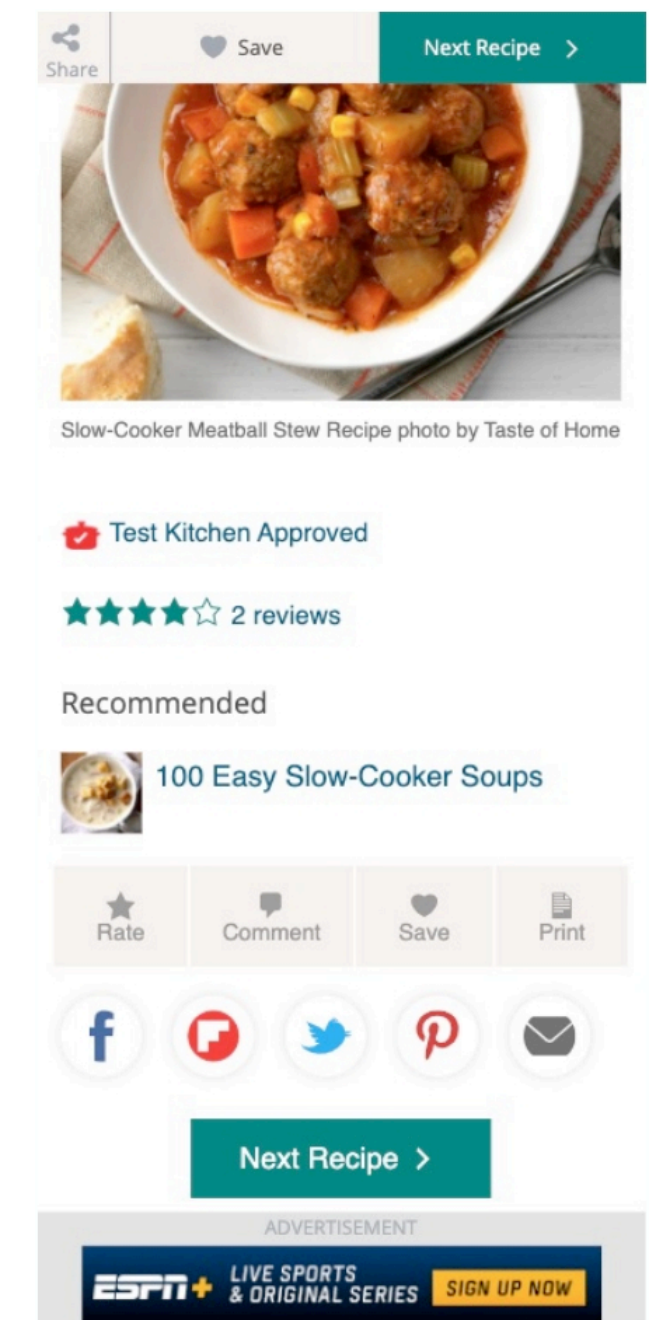
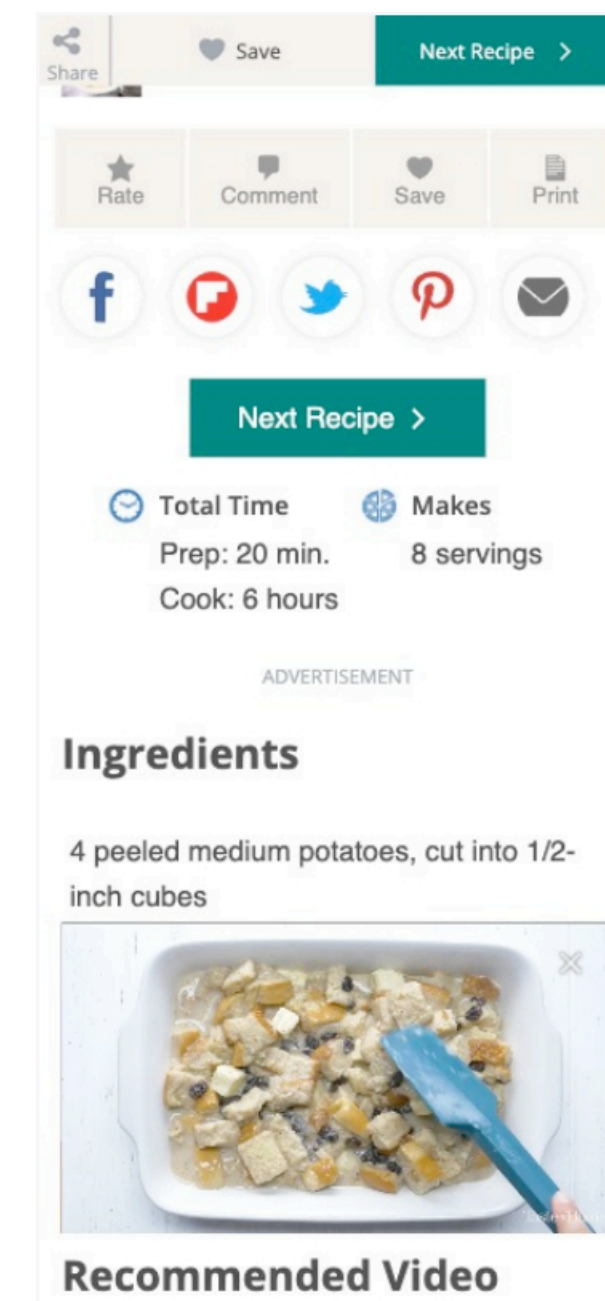
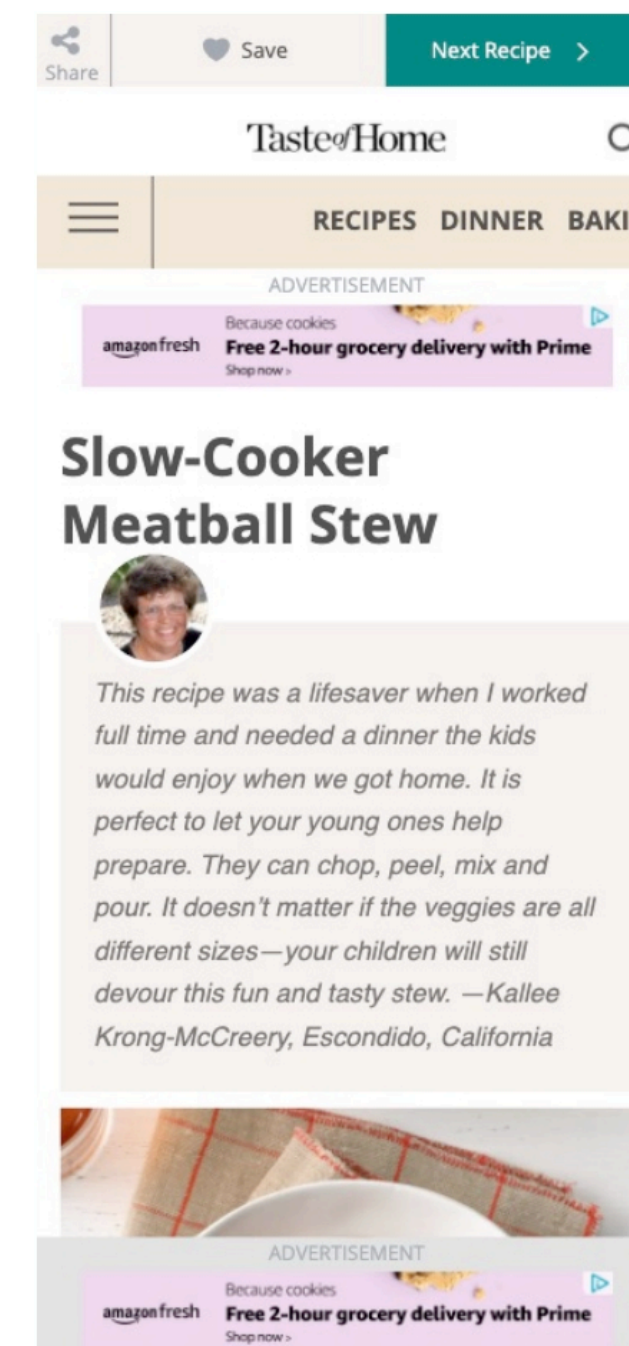
PART 1:

THE PROBLEM

The Problem

I've listed some of the issues that were causing the friction and 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 is pushed all the way down.
3. Users have to click the "View Recipe" button to expose all the elements.
4. The order of the content is confusing
5. The writer's quote (Romance) took over space above the fold
6. So many lists on the submenu
7. The next recipe already showed up without even seeing the actual recipe
8. Revenue is affecting them because ads are breaking



Who we’ve talked to?

To validate our assumptions, we did a usability test on 10 individuals who are typical users of recipe sites. Since I have only gathered 15 participants, we break these into 5 types of persona.

- 1. Angeli - 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 - 33, baking as a hobby, loves to bake every week and gives bake goodies to friends and co-workers
- 3. Yza - 45, Stay home mom, self-taught baker (and wannabe chef) baker entrepreneur,started out baking business online
- 4. David - 32 - Football player, but loves to cooks to his family on his free time, but also running a small food business selling baked Takoyaki.
- 5. Marilou - 65, Retired and loves to host party and cook for 10-20 of visitors

Usability Test

To discover an opportunity to improve a user's experience we decided to do a usability test that completes the 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 watch Youtube Video for so I can pause the video"
" My hands are usually messy with all the flour and eggs
on my hand and Its annoying
"How much time to make it?"
"If its 3 hrs to make I’m not gonna make it"
"If it sounds difficult I’m not going to make it"
" Looking to reviews"
"See other user's picture who they do it"
" Less ingredients.. much better!"
" I usually host party a lot"
" I learned cooking through online"
"What do I need to shop for"
"What are the things I need to buy"
"I list my things to buy on my phone"

"I expect to have an image right away"
"Too much text on the writer’s quote"
"I can’t find any information"
"I want to get ingredients, but it doesn’t show right away"
"I need the information quicker"
"Let me take a look at the review"
"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?"
"Where is the recipe?"
"Where is the direction?"
"You can’t tell me to go anther recipe without
even getting the actual recipe I want"
"Oh there you go there's the View Recipe button"
"How come next recipe is above the actual
recipe"

"The envelope mail icon is a bit annoying it
covers the content"
"Page looks broken"
"Looks a little messy"
"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"
"The recommended video looks like an ad"
"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?"
"Wow so many lists on the sub navigations"
"Hard to pick which one to choose"
"What is test approved means?"
"Yes this recipes helped me, but I think this
can be laid out better"
"They have the basics, maybe add videos"
"My impression of the “next recipe” button
seems the article is finished and I haven’t
seen the ingredients yet"

PART 2: SOLUTION

PART 2: SOLUTION

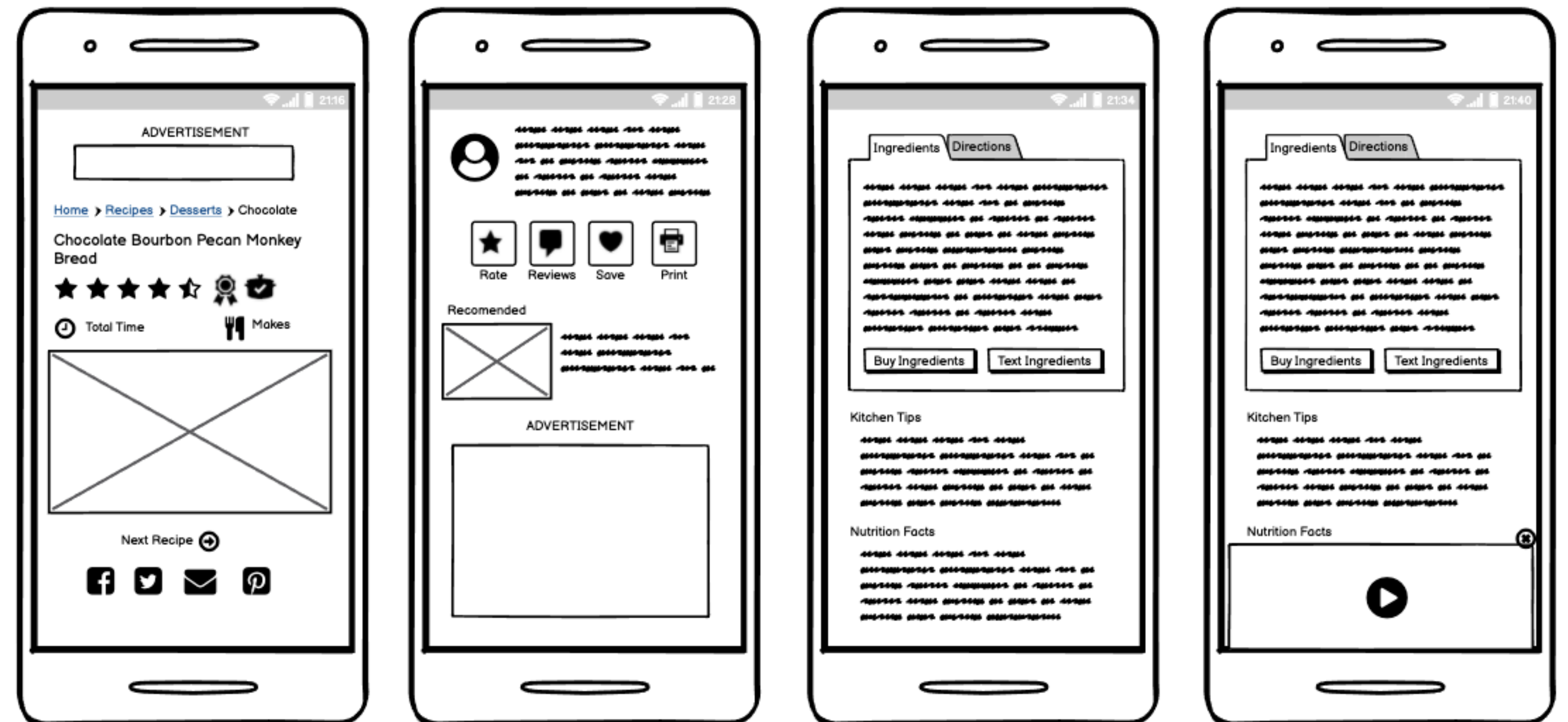
Based on what they had to say, I've listed some ways to improve user experience and find solutions based on their feedback. The following solutions were made to focus the user on achieving their goals and solve real user pain points from the information I got from the usability test.

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 and star reviews so that users could see what they're going to.
4. The prep time and servings icons need to place above the fold, users want to know how much time are they gonna spend making the food make.
5. I added difficulty scale icons on top before reading the ingredients, so that they will not be discourage on cooking or baking.
6. Test Kitchen Approved and Contest Winner should be on top as well.
7. Avoid extra buttons, it's an extra work for our users to view the recipe.
8. To make another option if the recipe is a video - needs to add a continuous 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. Ad cleaning and restyling
11. Icons need to restyle for website accessibility
12. Overall pages need to look cleaner and fresher, which is important for the brand and for sales, and are easier to navigate and consume by our users. It also gives us the baseline to test new features as well as optimize ad placements.

PART 2: SOLUTION

Design explorations and Ideating Solutions

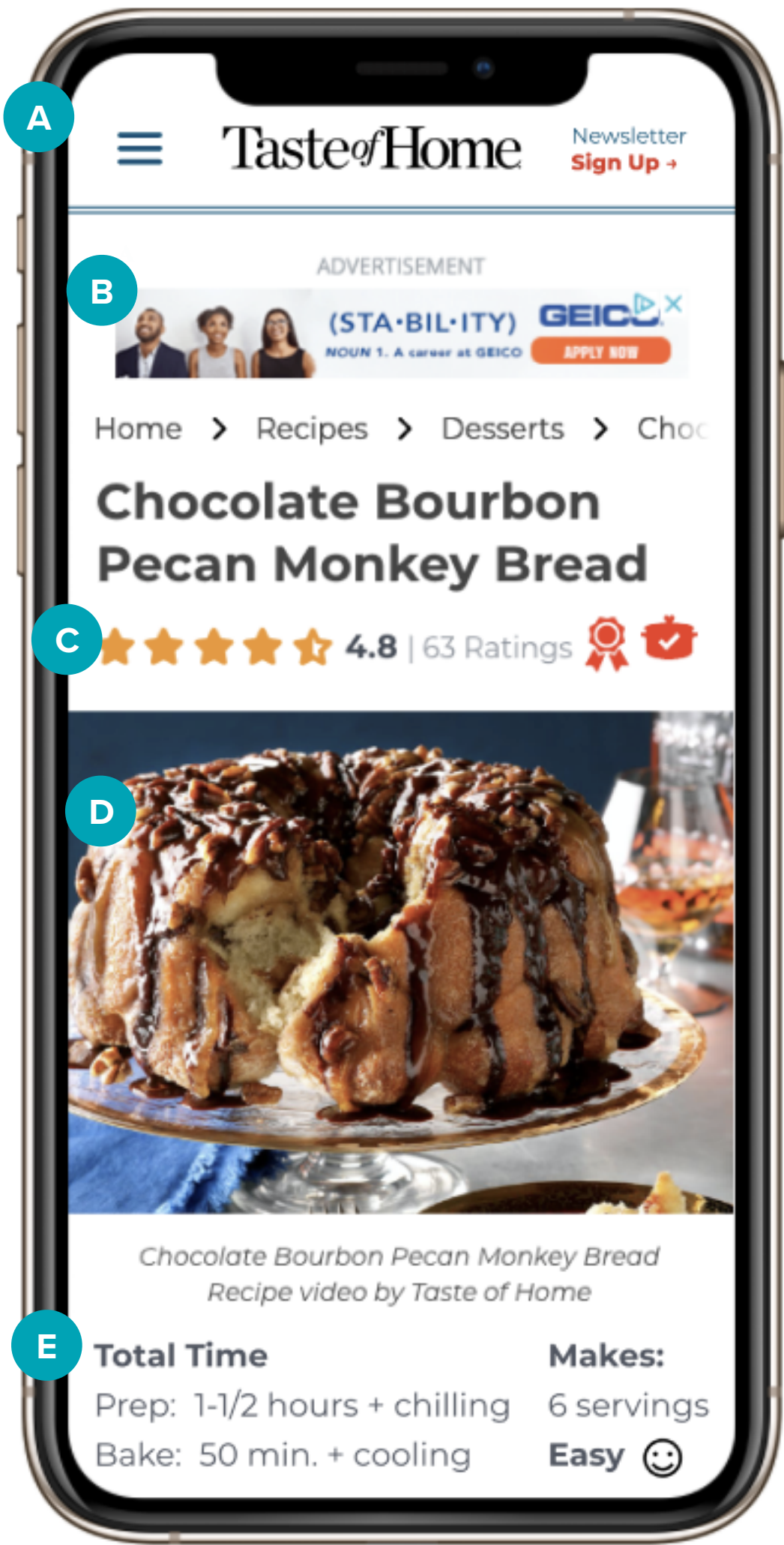
After defining the overall structure, it was time to work on sketches. I made the low-fidelity wireframes for mobile and conducted audits of the user's feedbacks. It took a few concepts and revisions until I created a structure that was clear, concise, and easy to use.



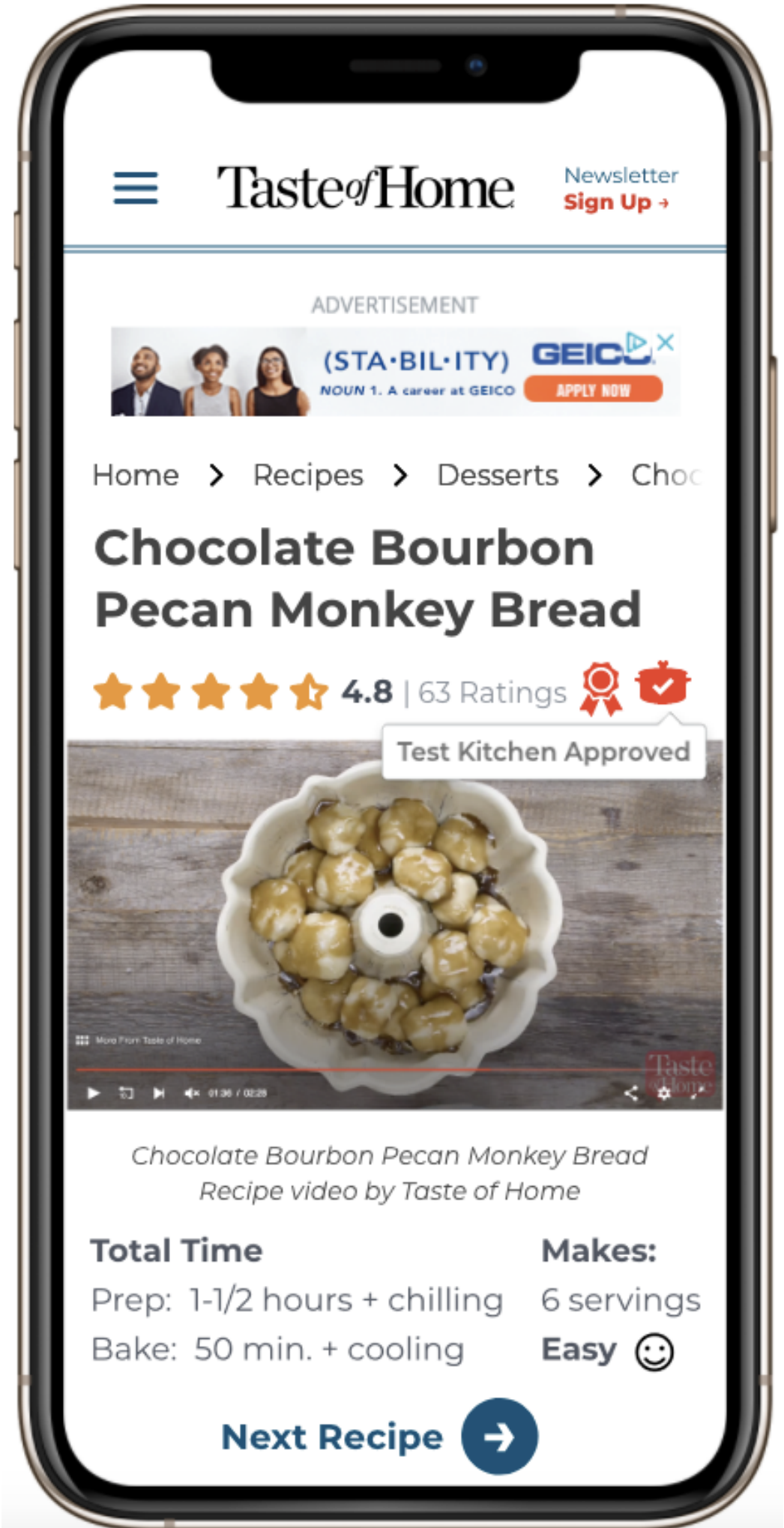
- Experimenting the placement of header and advertising, which one will go first
- Time, serving and easy level icons were placed after the writer's name and reviews
- Food photo after the header title
- Tab to toggle Ingredient and direction to avoid over scroll
- Experimenting video pre-roll
- Experimenting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

PART 3: PROTOTYPE

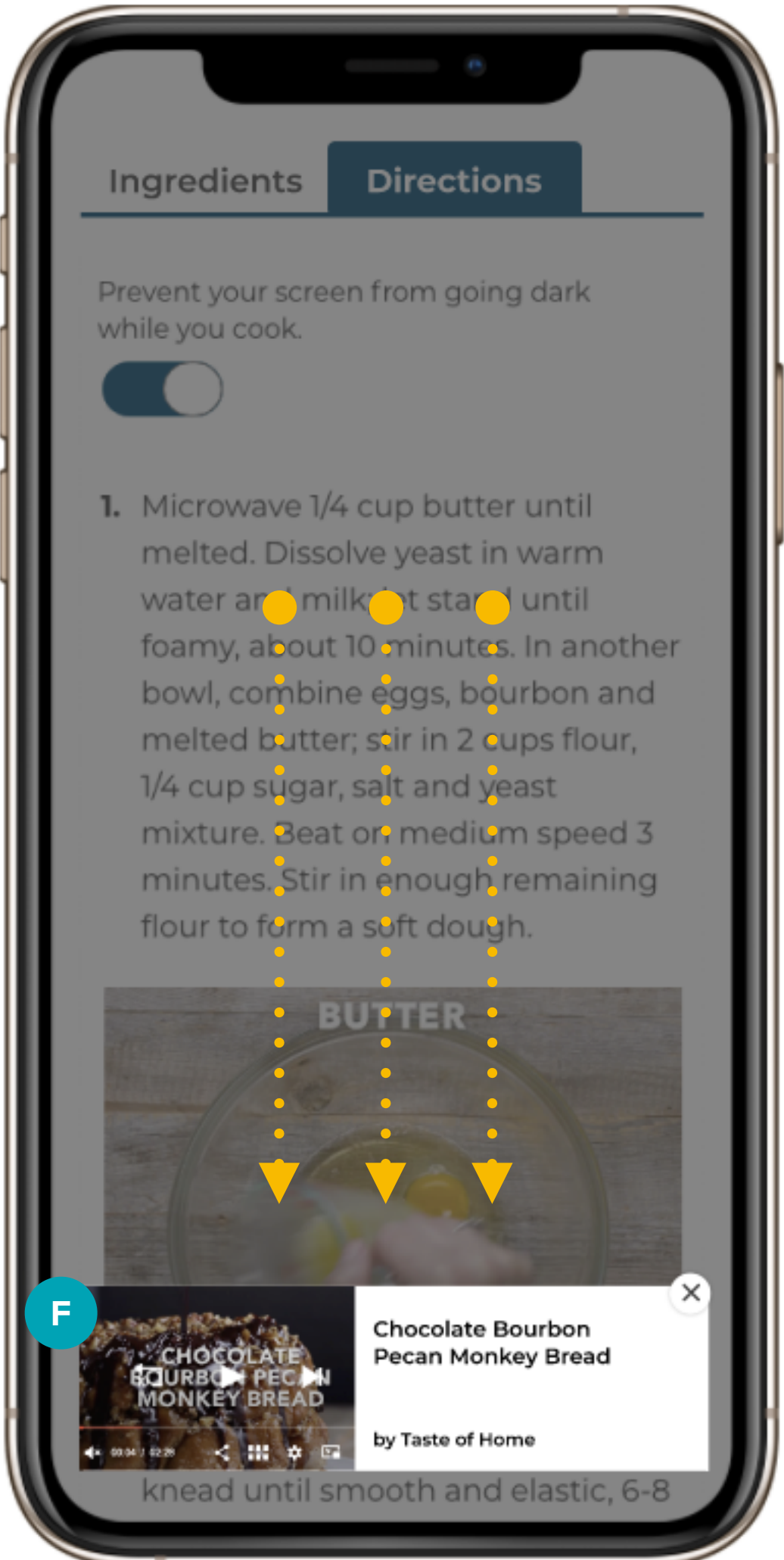
If recipe is video



Arriving the recipe page w/ image

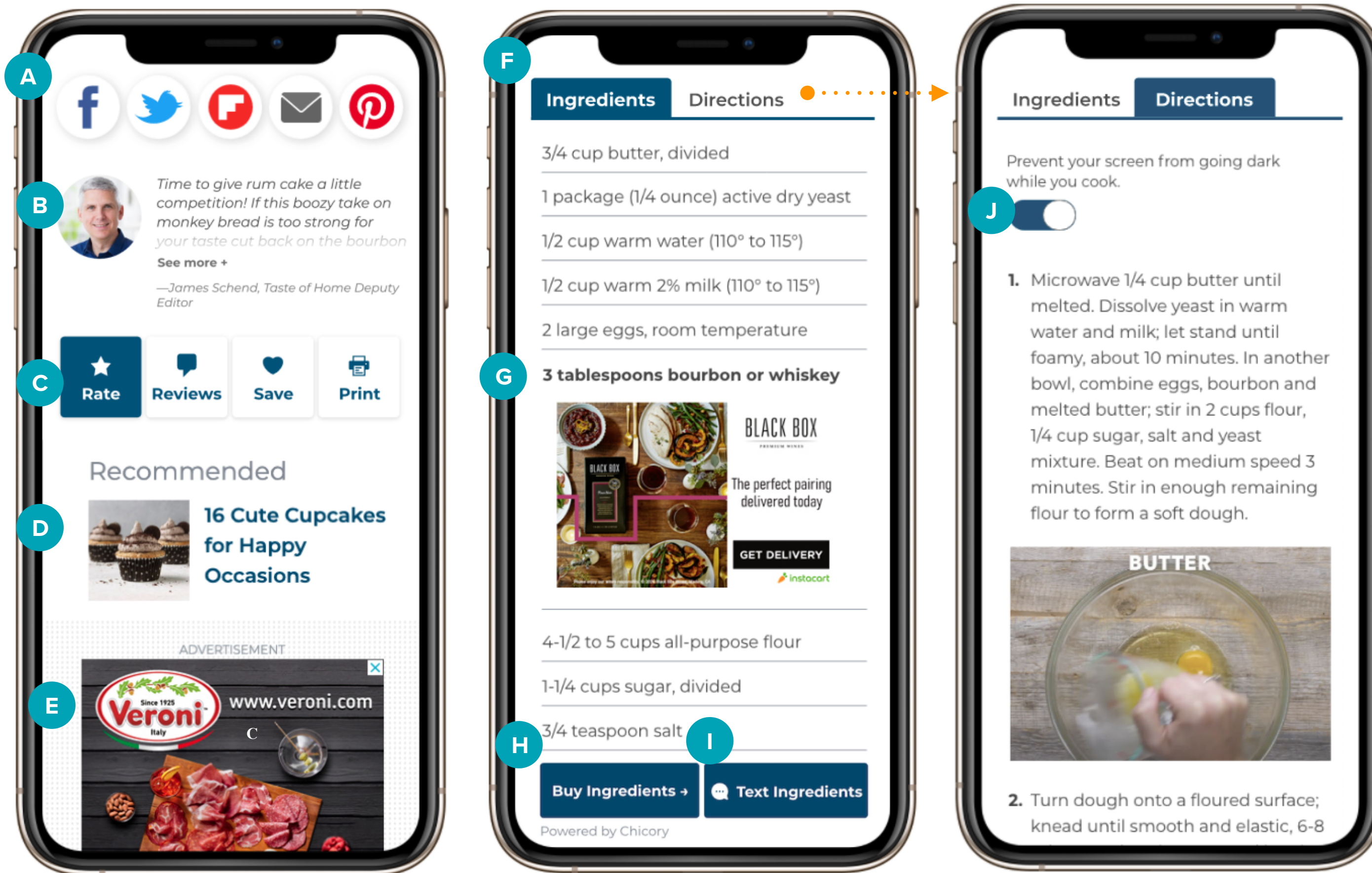


Arriving the recipe page w/ video

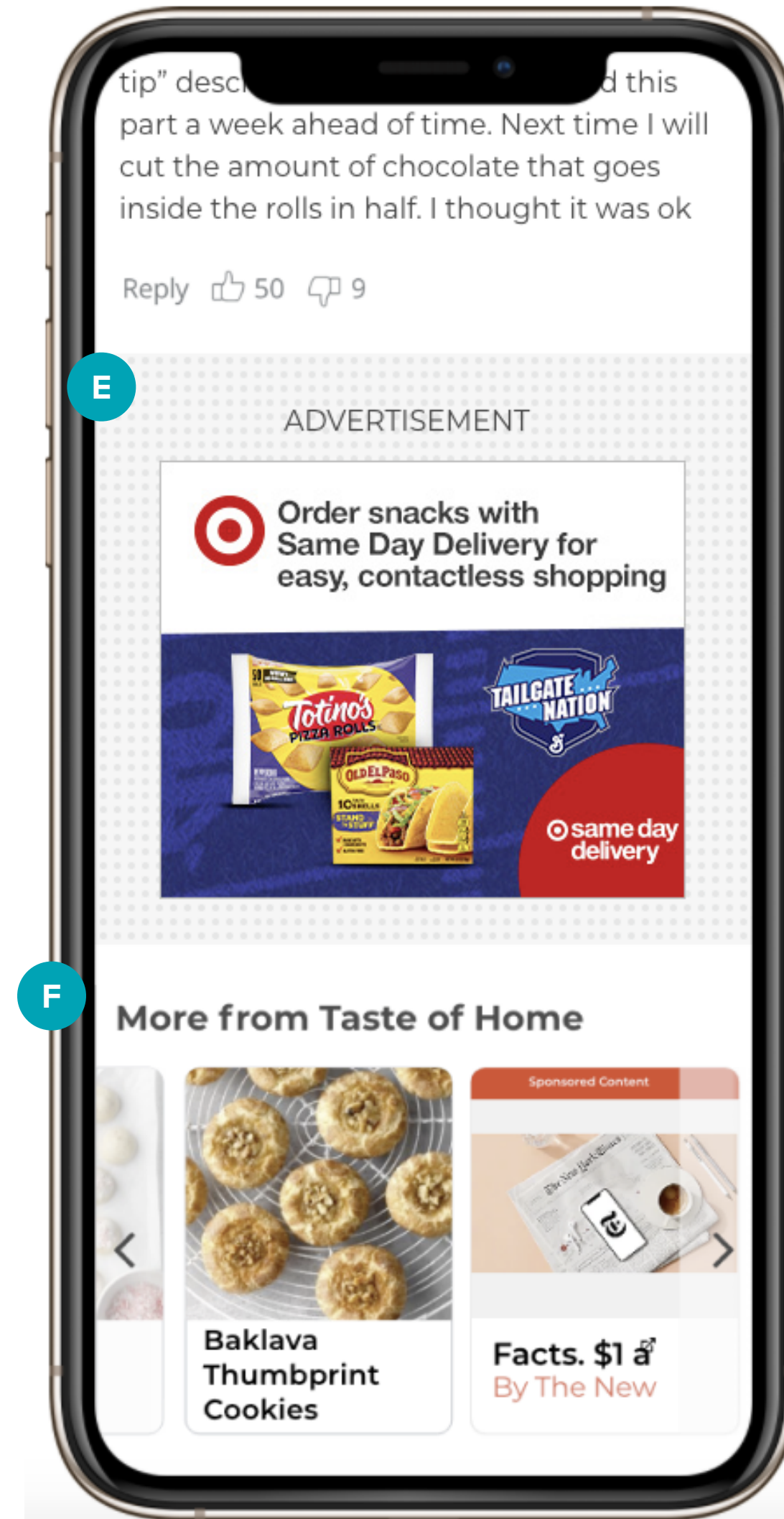
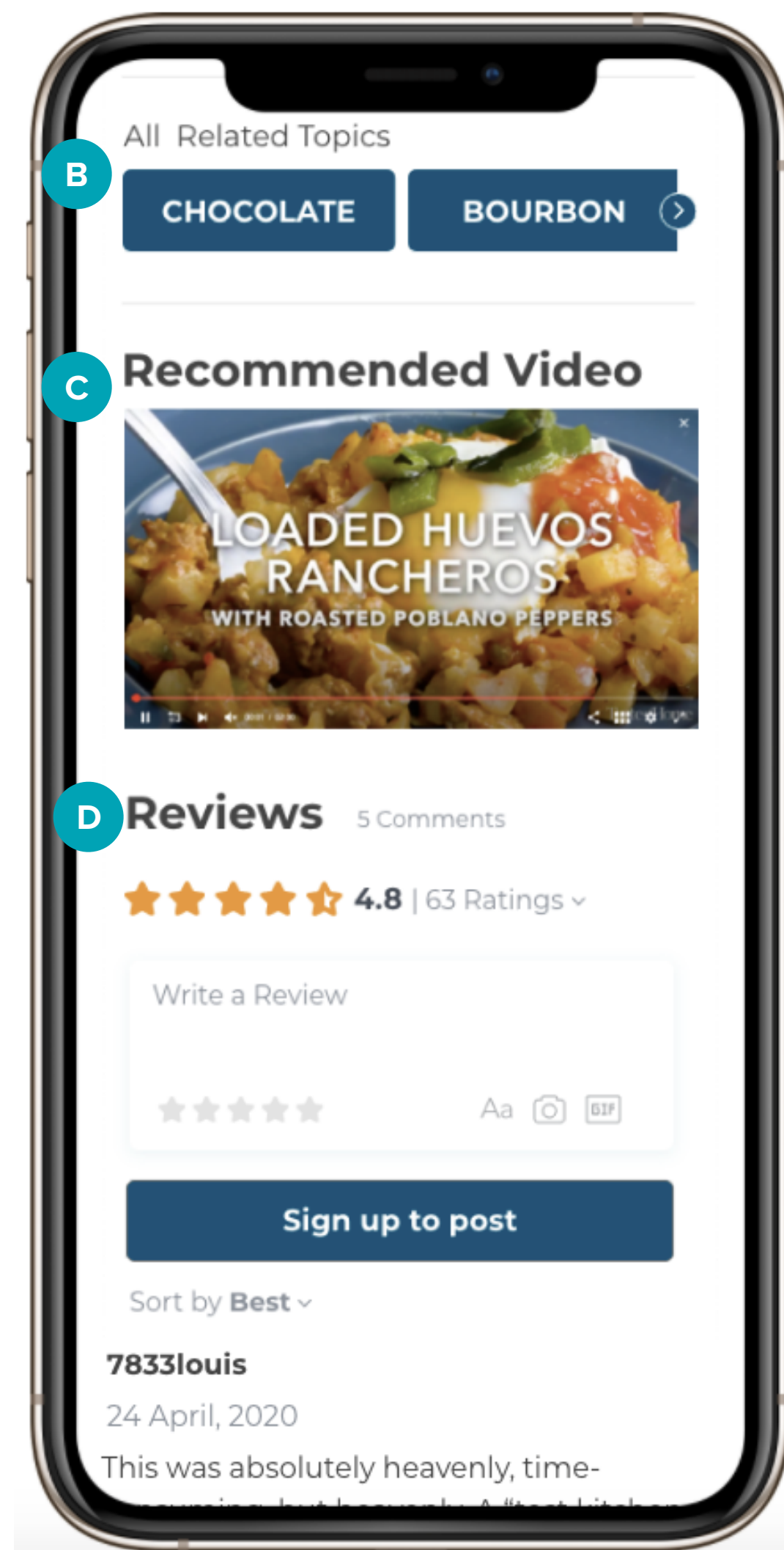
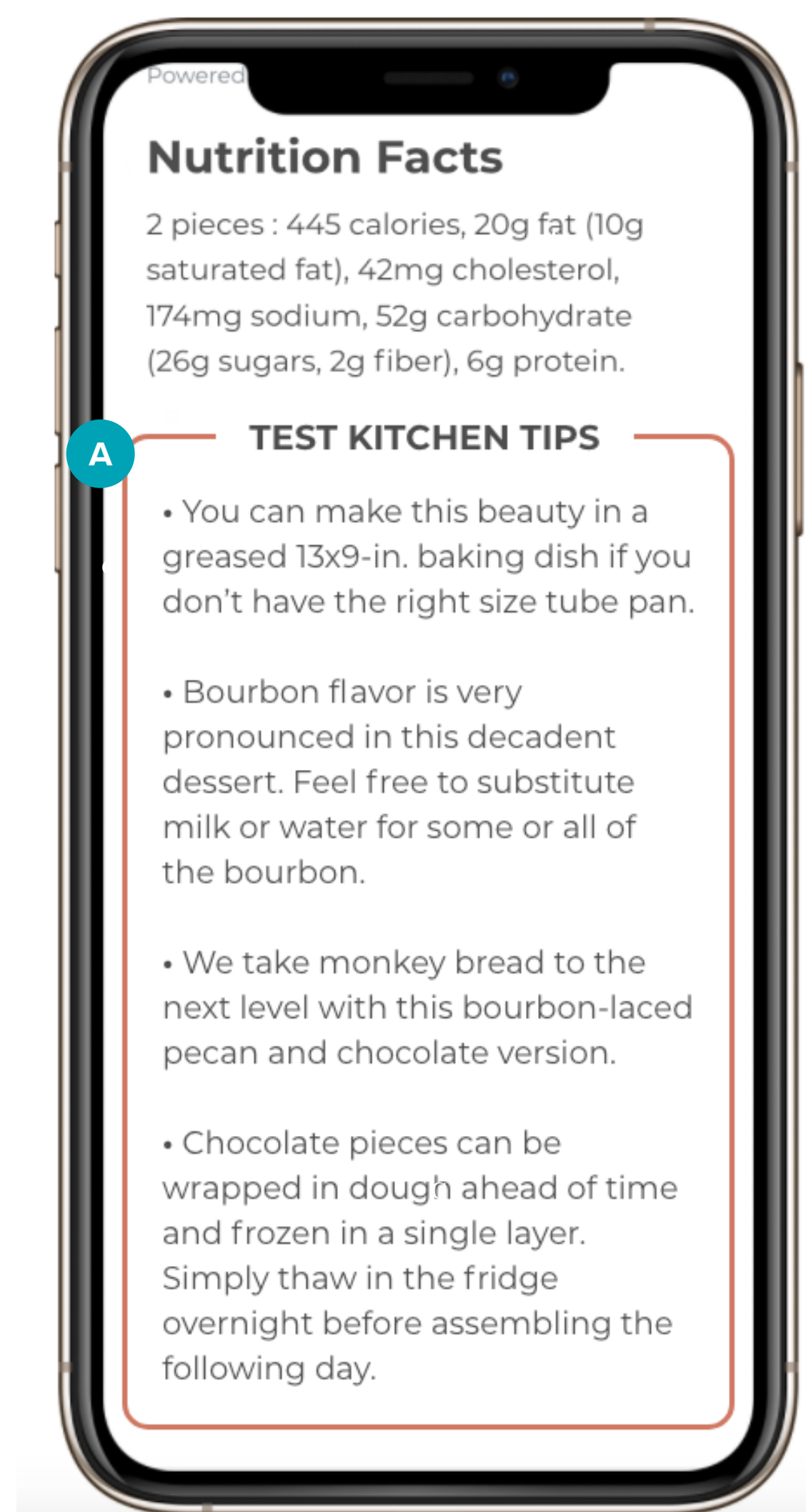


Continues play as you scroll down

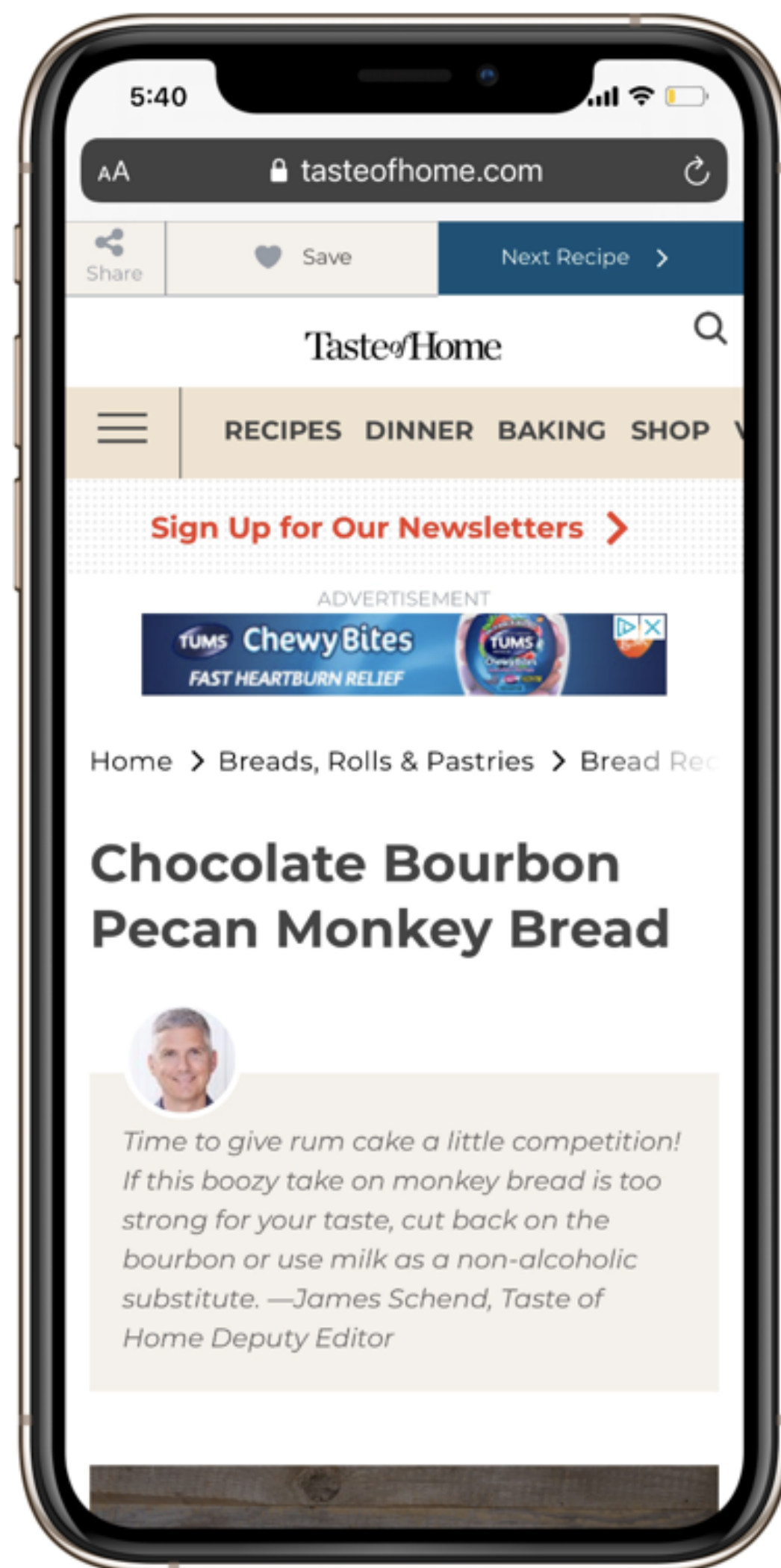
- A. I removed the extra sticky top bar (utility bar) that has the “Save, Share, Next Recipe to avoid confusion, I want to be able to showcase the information before they save and move to the next recipe. I also removed the list menu (Recipe, Dinner, Baking...etc) as it is redundant, Those are already inside the menu navigation.
- B. 320 x 50 ad mobile leaderboard
- C. Title + Reviews + Contest Winner + Test Kitchen Approved placed 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 or anchors down to the reviews section
- D. Recipe image above the fold
- E. Total Time + Servings/yield + Difficulty scale - these icons provide enough information to showcase how much time they're gonna work on the recipe, for how many people and how easy it is to make.
- F. Video recipe continues to play like a preroll



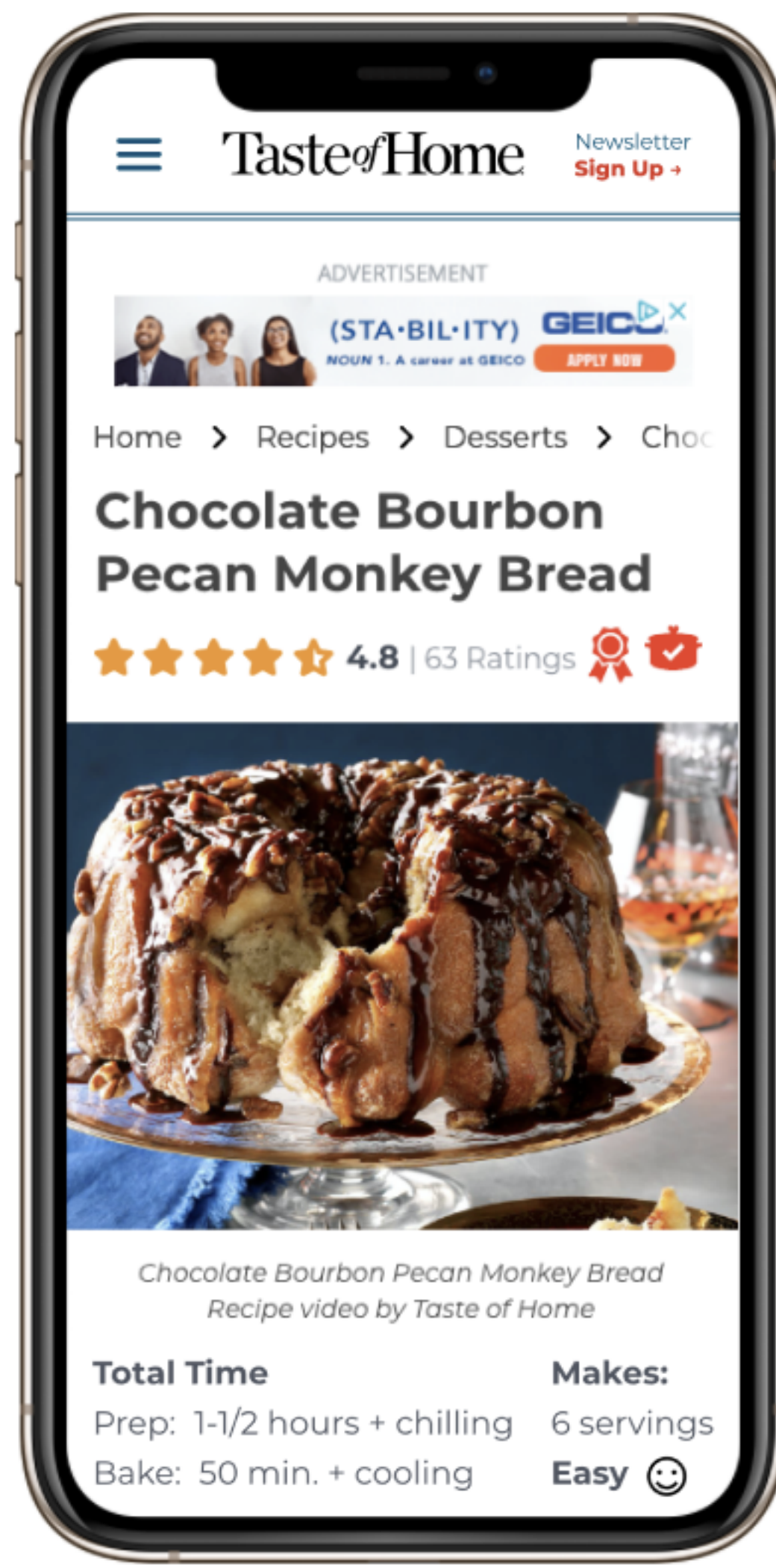
- A. Re-styled and increase the size of social media share buttons for social engagement.
- B. I don't want to remove the quotes (Romance) from the author because they give a personal approach to the users, so I decided to put this section below the social icons and if the copy is long it should have truncation.
- C. Rate + Review + Save + Print are re-styled for to pass the web accessibility compliance. Added some interaction, the button changed it's color to solid on tap/click (hover on desktop)
- D. Recirculation metric "Recommended" to create loyal audience
- E. Programmatic Advertising - Background restyled to create a separation to the content
- F. Ingredients and directions tab that you can toggle, so users won't get lost by over scrolling.
- G. **New Feature** - Branded Ingredients insert as native ad to boost revenue
- H. Buy ingredients button for shopping commerce using Chicory, added for both ingredients and directions
- I. **New Feature** - Text Ingredients (click to text) button for user engagement
- J. **New Feature** - Wake-lock function to prevent your screen from going dark while you cook.



- A. Test Kitchen Tip module redesigned
- B. Tags for SEO focused on keywords – no over-tagging allowed: a single post should only have two or three tags that fit the bill.
- C. Recommended Video - to create loyal audience
- D. Reviews/Commenting via OpenWeb, has more functionality, better moderation, new revenue stream
- E. Programmatic Advertising - Background restyled to create a separation to the content
- F. More from TOH - to create loyal audience



Control



Challenger

Results on New Features

- Text Ingredients - In the first week, 35,000 people took advantage of this feature!
- More engagement on recirc units (recommended, more from etc.) comments/reviews, etc.
- Affiliate Revenue is up 92% for November mainly Chicory
- Highest programmatic ad revenue day at \$176,000 the day before Thanksgiving
- The recipe page has been upgraded to be WCAG & ADA Compliance Solution- this means that people with visual and hearing impairments can more easily engage with our content.

Coming soon and more experiments:

- Convert to Desktop and Tablet experience
- Facilitate another A/B test on Desktop in hopes of rolling out the new design with no negative impact to RPPV.
- Adding carousel for recipe image
- Adding an image to video recipe - they autoplay (and don't loop the relevant video) users cannot see an image of a finished product or any imagery relevant to the recipe page itself
- Commenting features that have the ability to post photos
- Re- test an adjustments of font sizes and image sizes to push the content up

THANK YOU

TASTE OF HOME
RECIPE PAGE REDESIGN

