

COOKSHOP

A UX/UI case study
by Diana Ivanova

Intro:

Cookshop is a responsive recipes app aiming to solve men's unique needs in the kitchen.

The problem:

Men love to cook, and they are cooking more than ever. Still, only 1/3 of the meals cooked at home are prepared by men.* Why?

Hypothesis:

There is a lack of access to male-targeted recipe material that is interesting, relevant, and offers good results every time.

* Source: World Cooking Data, 2020



ROADMAP

UX PHASE

1. Understand

- Competitive analysis
- User Interviews

2. Empathize

- Personas

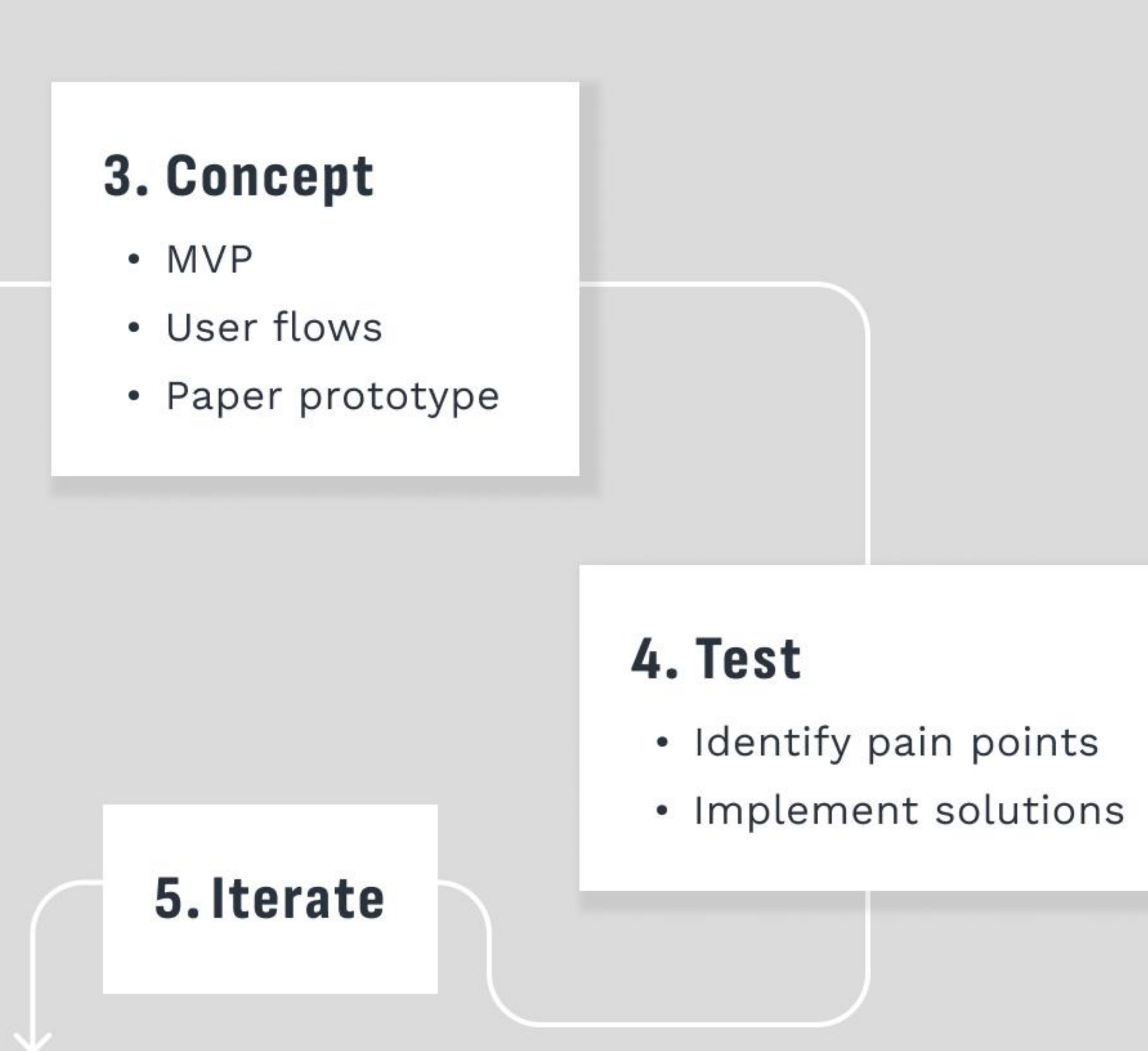
3. Concept

- MVP
- User flows
- Paper prototype

4. Test

- Identify pain points
- Implement solutions

5. Iterate



UI PHASE

6. Observe

- What is “Masculine UI”?
- Initial Moodboards

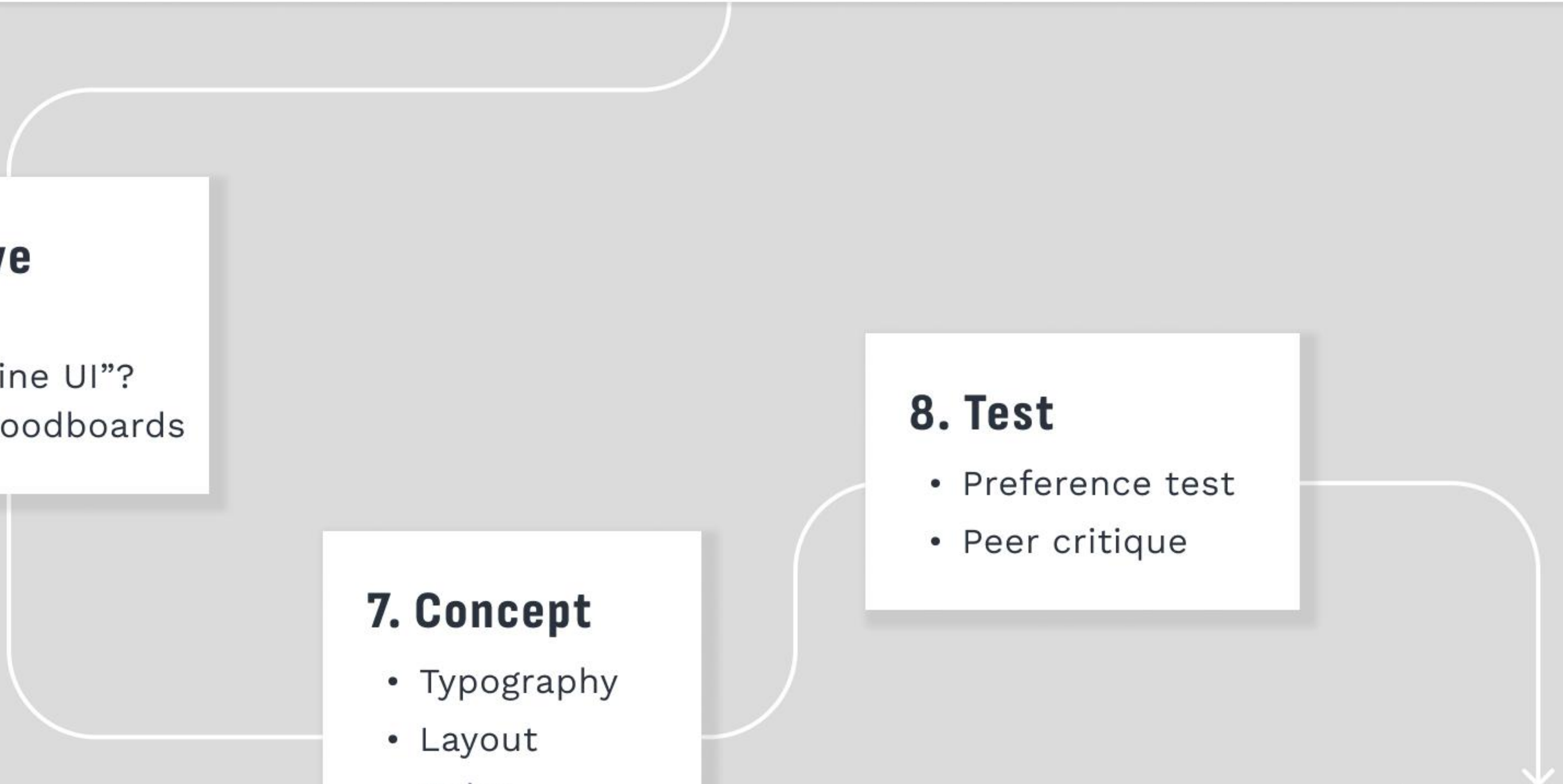
7. Concept

- Typography
- Layout
- Color
- Components

8. Test

- Preference test
- Peer critique

9. Refine



1. UNDERSTAND

COMPETITIVE ANALYSIS

Forks Over Knives

- science
- resources

Kitchen Stories

- hands-free slideshow
- ratings system

Fit Men Cook

- has video
- targeting men

Highball

- classy
- targeting men

Allrecipes

- accessible
- responsive
- dominant

Competitor Strengths

- Clear instructions with attractive images and video
- User trust gained through expert research (FOK) or influencer marketing (FMC)
- Appealing imagery, attractive UI

Competitor Weaknesses

- Cluttered or disorganized screens with too much information
- Unreliable recipes, e.g. when user content is not screened.
- Too focused on fitness or health, not taste and pleasure.

My Solutions

- Well-organized screens with clear hierarchy
- Vet all content, use a ratings systems or another way to win user trust.
- Help users who cook for pleasure and fun by providing delicious recipes.

User Interviews



2. EMPATHIZE

User Personas

NEESH THE CREATOR



“Cooking is an adventure.”

- 36 • BFA • photographer • married • two children
- Toronto

Personality



Goals and tasks

Looking for a solid foundation so he can bring his personal flare with more predictable results.

Environment

Big kitchen, unpredictable schedule, two young daughters, no time to shop



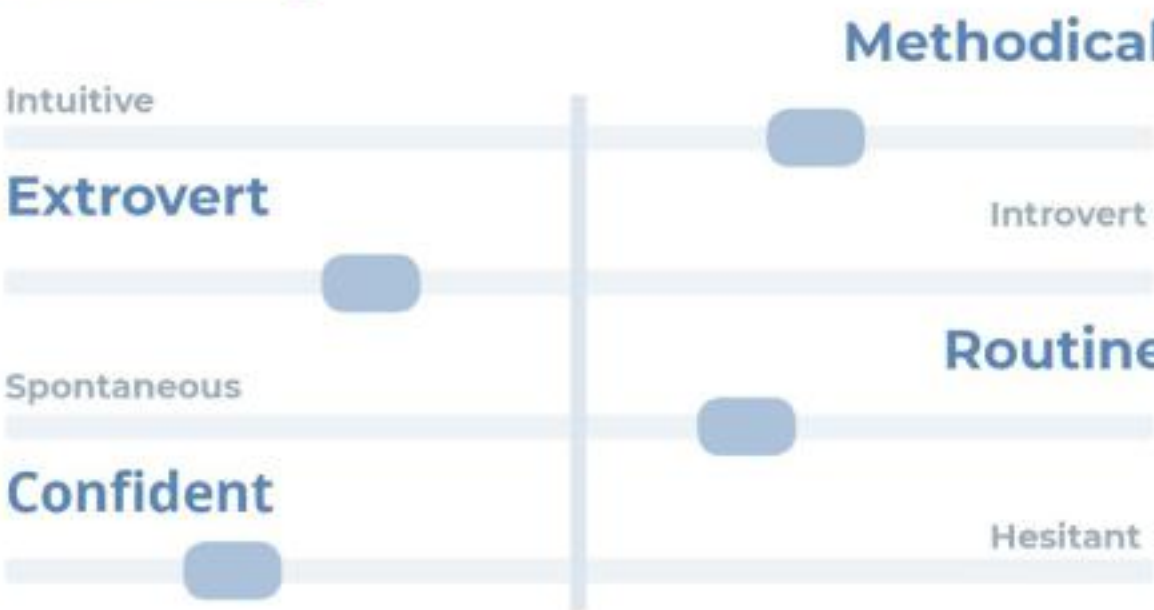
RHEDA THE PRAGMATIST



“Just give me the recipe.”

- 30 • MBA • JR financial analyst • single •
- New York

Personality



Goals and tasks

Looking to eat less takeout and learn a skill. Complete shopping and cooking tasks in minimum time, with minimum cleanup.

Environment

no counter space, limited kitchenwear, high-stress work environment and limited time.



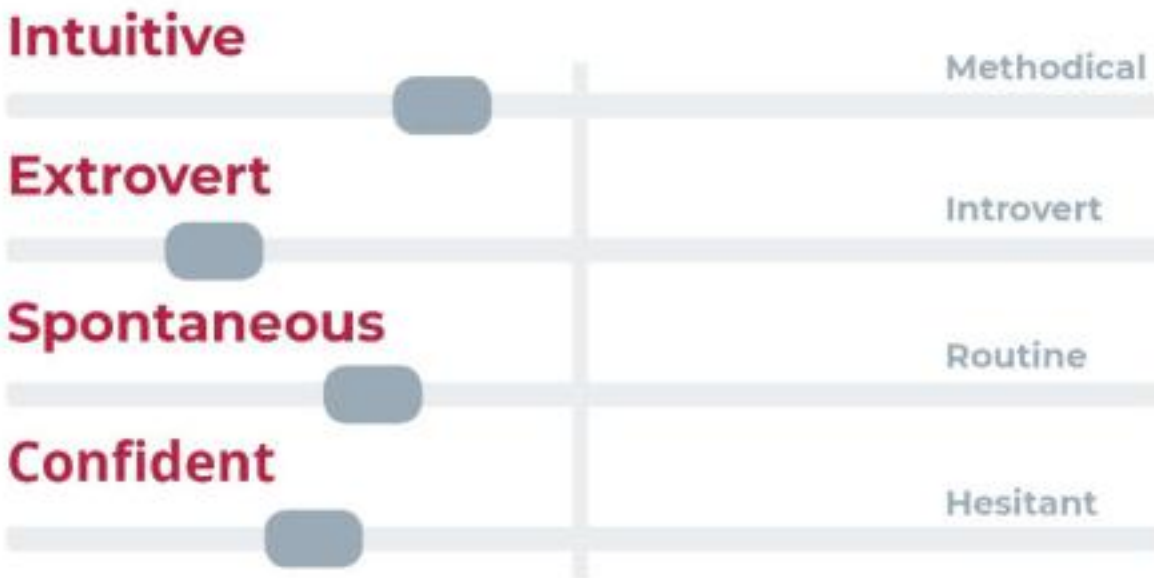
MATTI THE HOST



“I cook to show off my skills.”

- 24 • medical student • single • roommates •
- Boston

Personality



Goals and tasks

Looking to impress and share with others, plan a sophisticated menu, organize a dinner party.

Environment

Small kitchen, big dining table in the living room, 3 roommates, busy schedule



3. CONCEPT

USER STORIES AND FEATURES



"When I'm looking for a recipe, I want to search and explore a good-sized collection, so I can always find something I want."

Features:

- Search and Browse
- Recommendations
- Large collection
- Offer popular dishes that users are likely to search for



"While cooking, I want to have clear information, so I can focus on what matters."

Features:

- Accurate time and difficulty estimates
- Clear instructions
- Less scrolling
- Indicate allergens
- Adjust servings no.

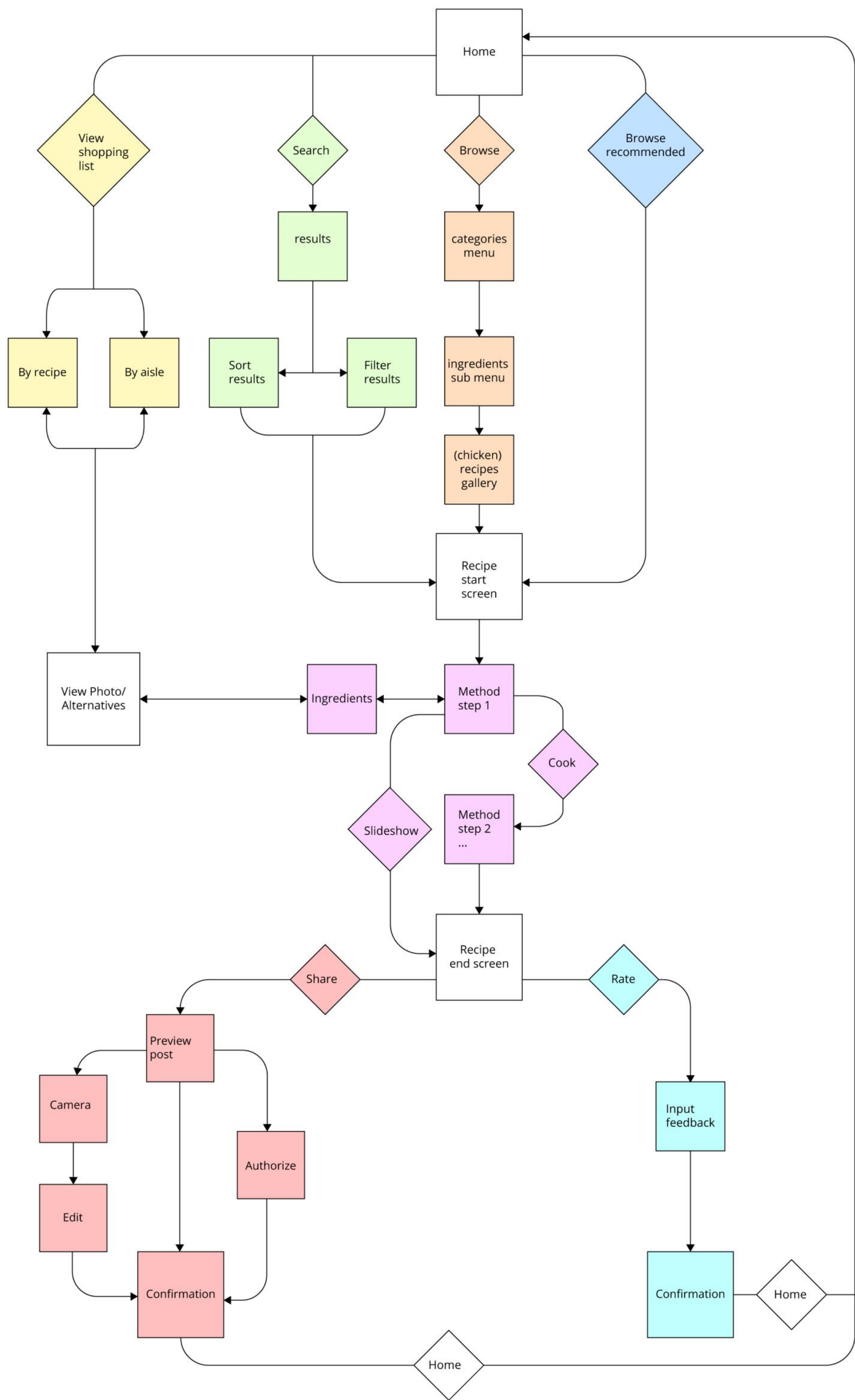


"When I make something I'm proud of, I want to share it on social media, so I can show off my skills."

Features:

- Link to social media
- Take your own photos
- Create a post
- Share a recipe card

USER FLOW



4. PROTOTYPE AND TEST

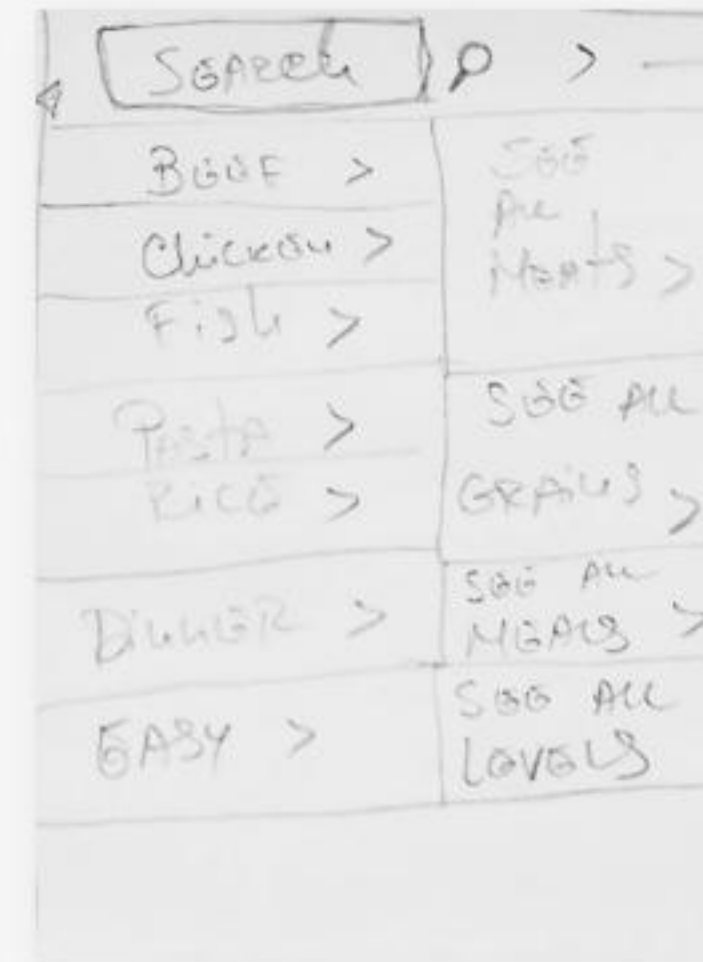
PAPER PROTOTYPE

Hurdle → Solution

Being on the road, I didn't have access to important tools such as markers, or even a table. My rapid sketches proved too messy and out of proportion: much too distracting for a reliable test to take place.

My solution was to digitize the sketches earlier than planned, to ensure testing could happen fast and give useful results.

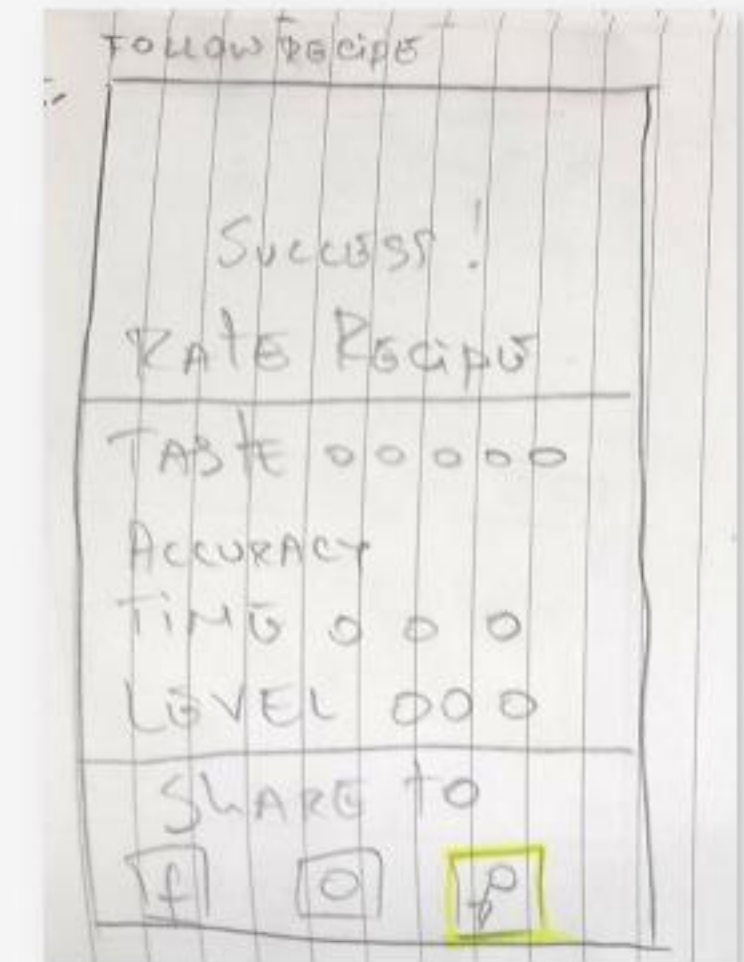
BROWSE



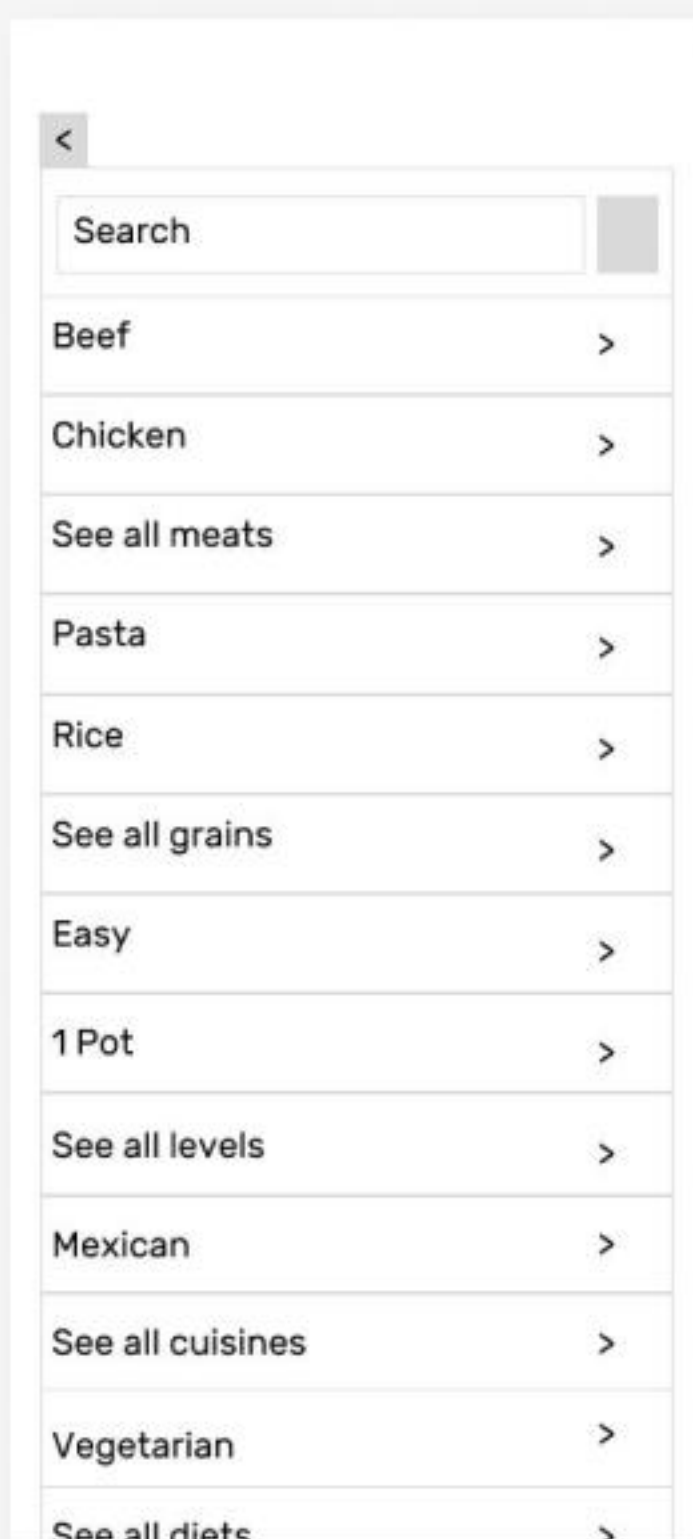
METHOD



RATING



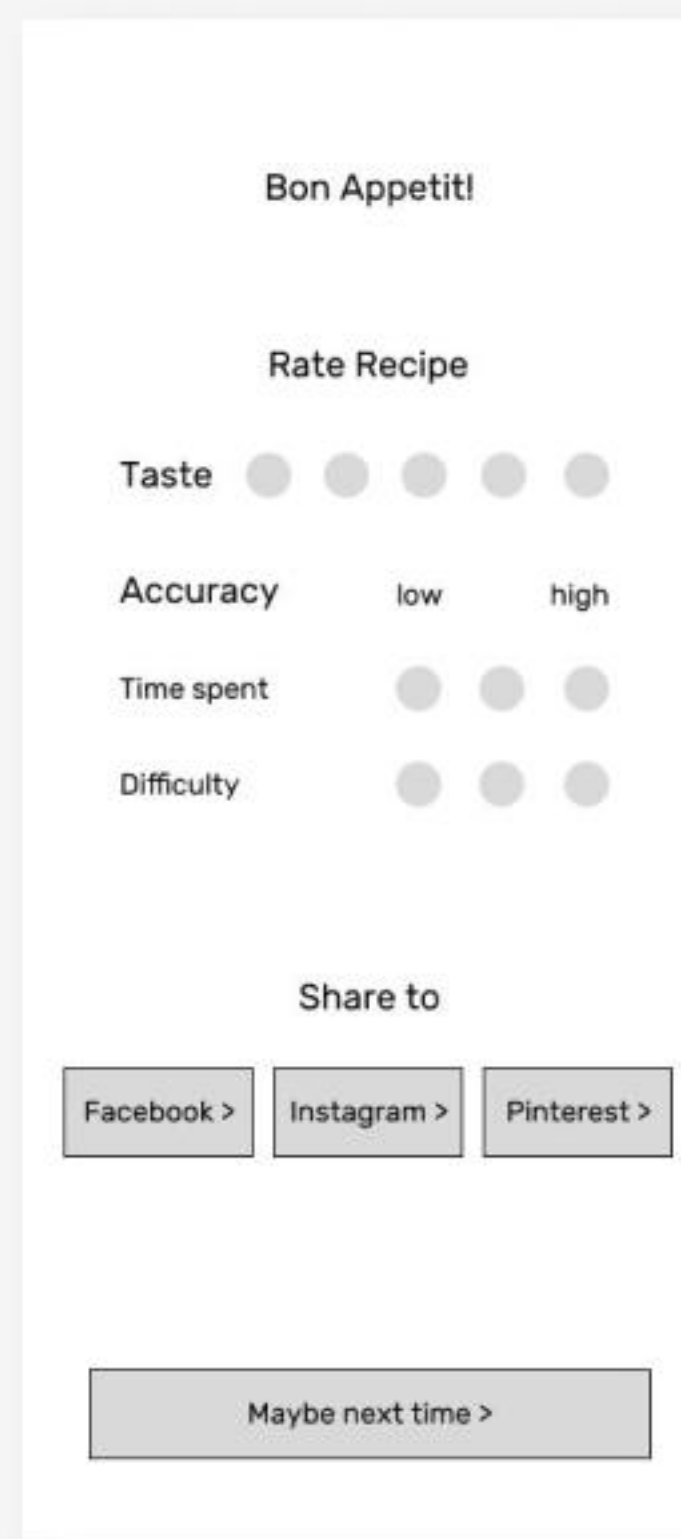
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METHOD



RATING

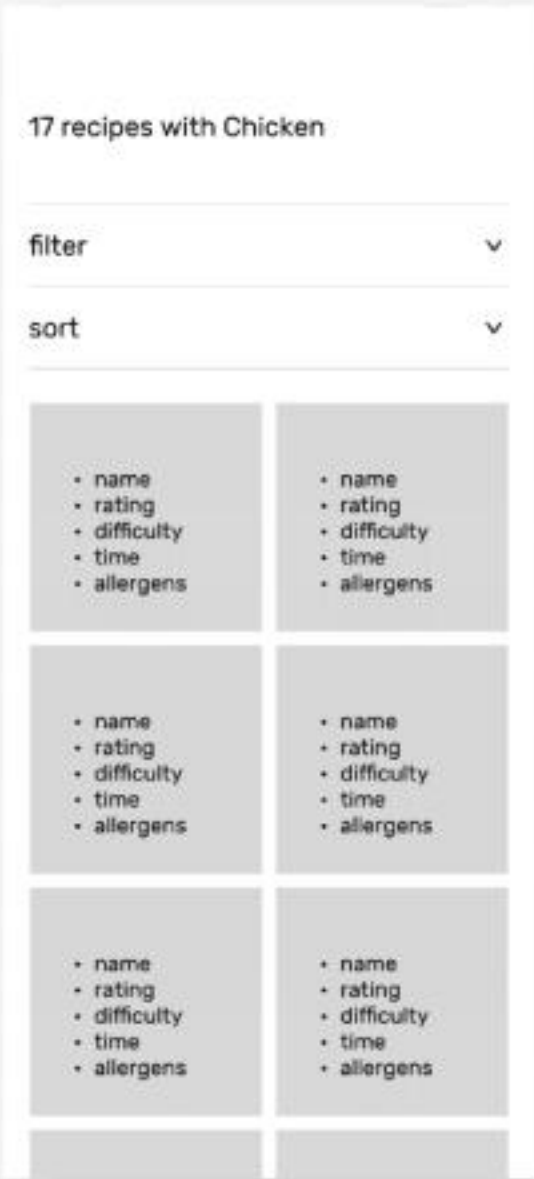


LOW-FIDELITY WIREFRAMES

HOME



SEARCH RESULTS



PLAY VIDEO



SLIDESHOW



LAST STEP



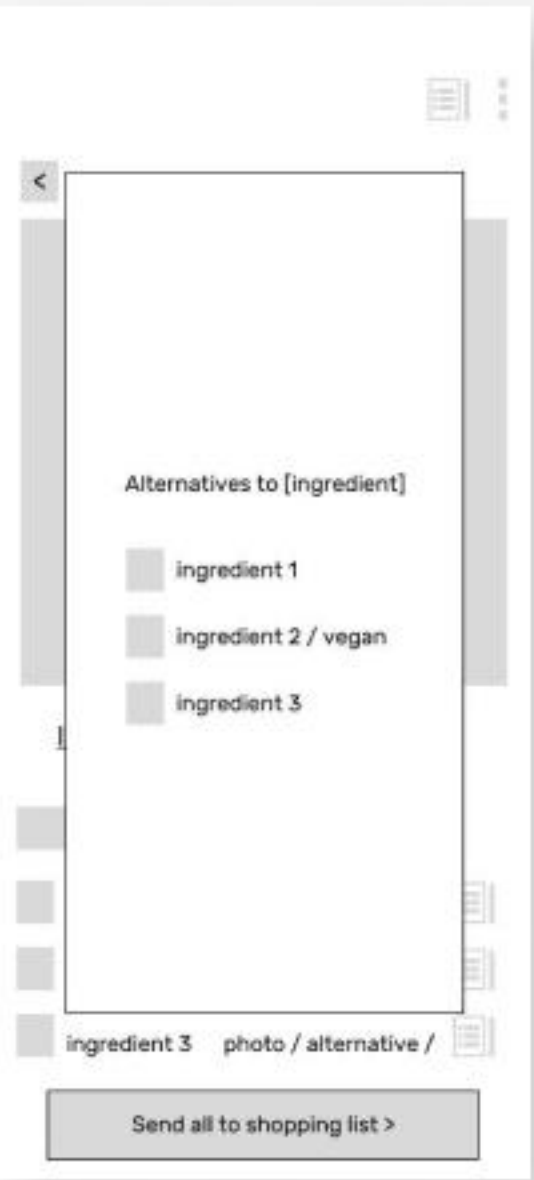
CONFIRMATION



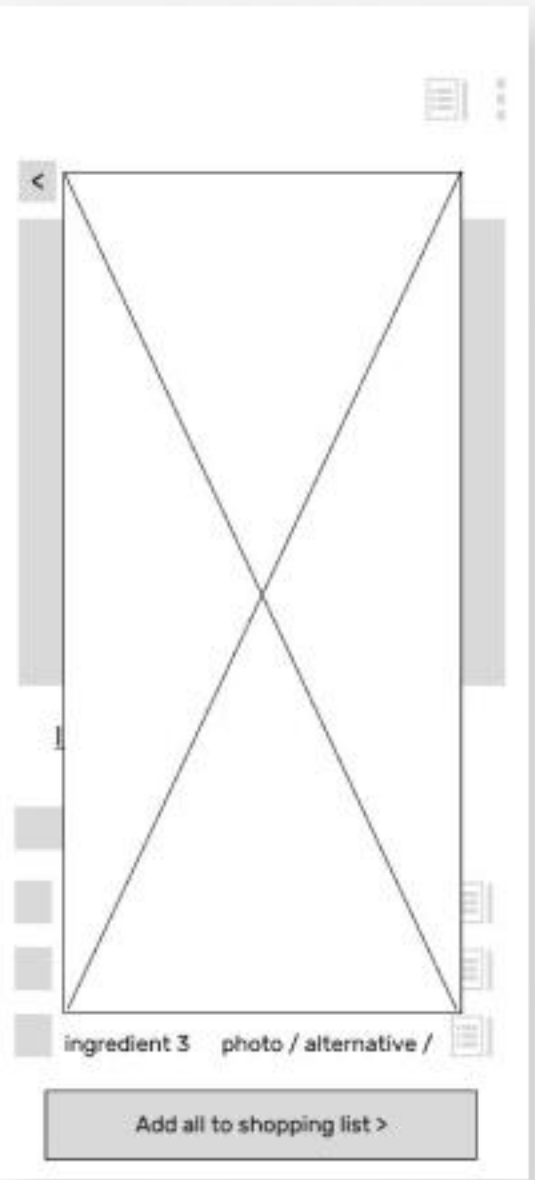
INGREDIENTS



ALT INGREDIENT



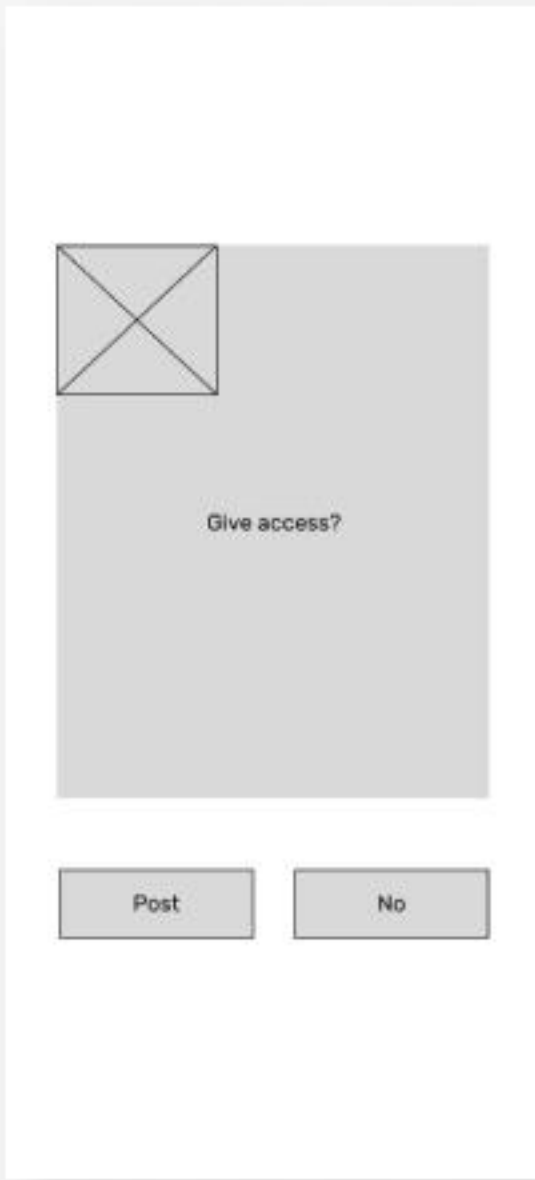
INFO MODAL



SHOPPING LIST



AUTHORIZATION



CAMERA



TESTING

OBJECTIVE

I wanted to learn if subjects are able to easily navigate the paper prototype and perform core tasks like searching, following directions, and sharing a post to social media.

Task 1

You're at the store. Find and use the shopping list feature.

Task 2

You're cooking, and you see a new technique. Play the video demo.

Task 3

You have some chicken in the fridge. Find a chicken recipe of your choice.

Task 4

You're done cooking, and you want to share your creation. Create and share a social media post.

Task 5

You're done cooking. It looks delicious and it was easy to make, but it took longer than you expected. Rate the recipe.

Task 6

You're cooking, and you hate touching your phone with wet hands. Enter slideshow mode.

5. ITERATE

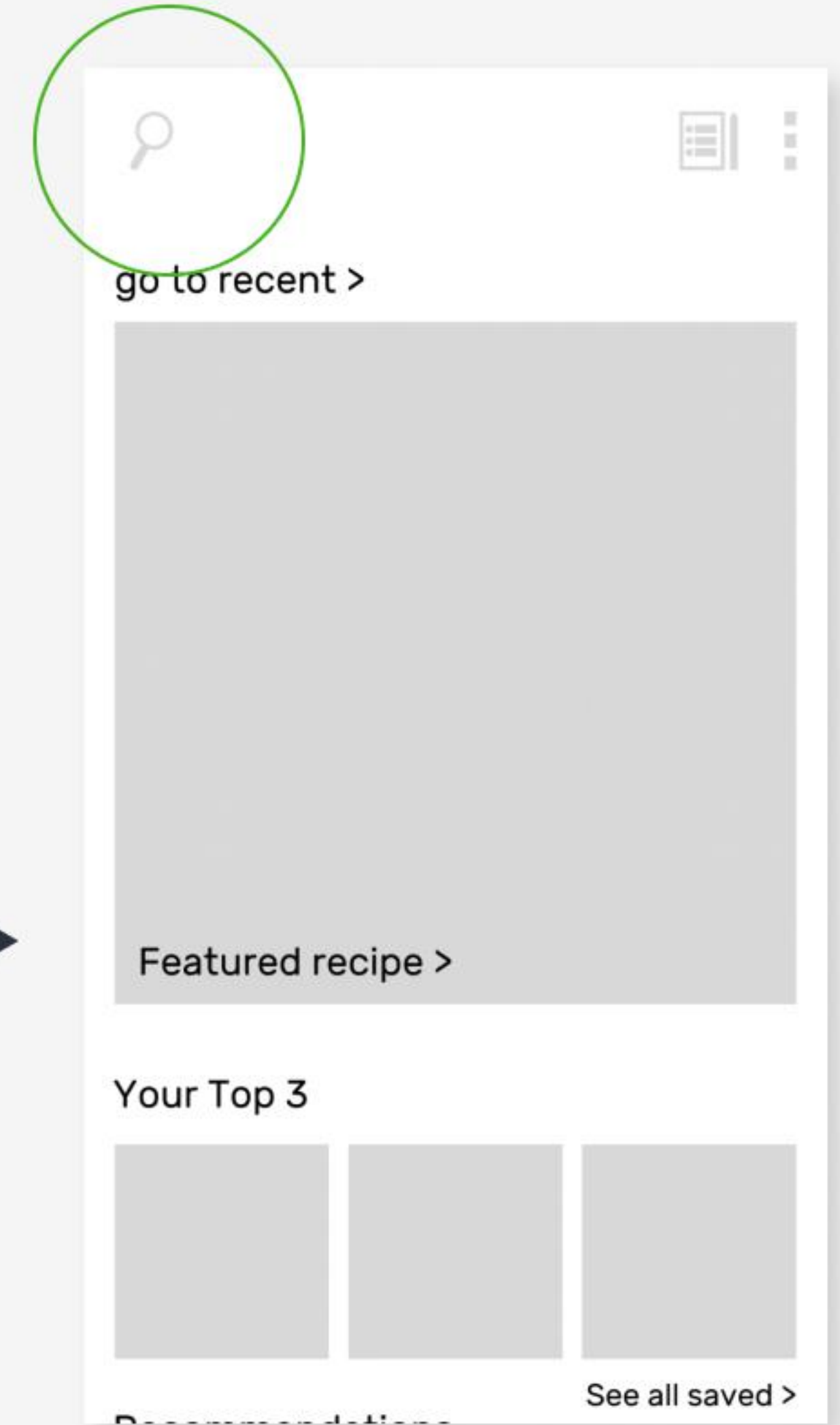
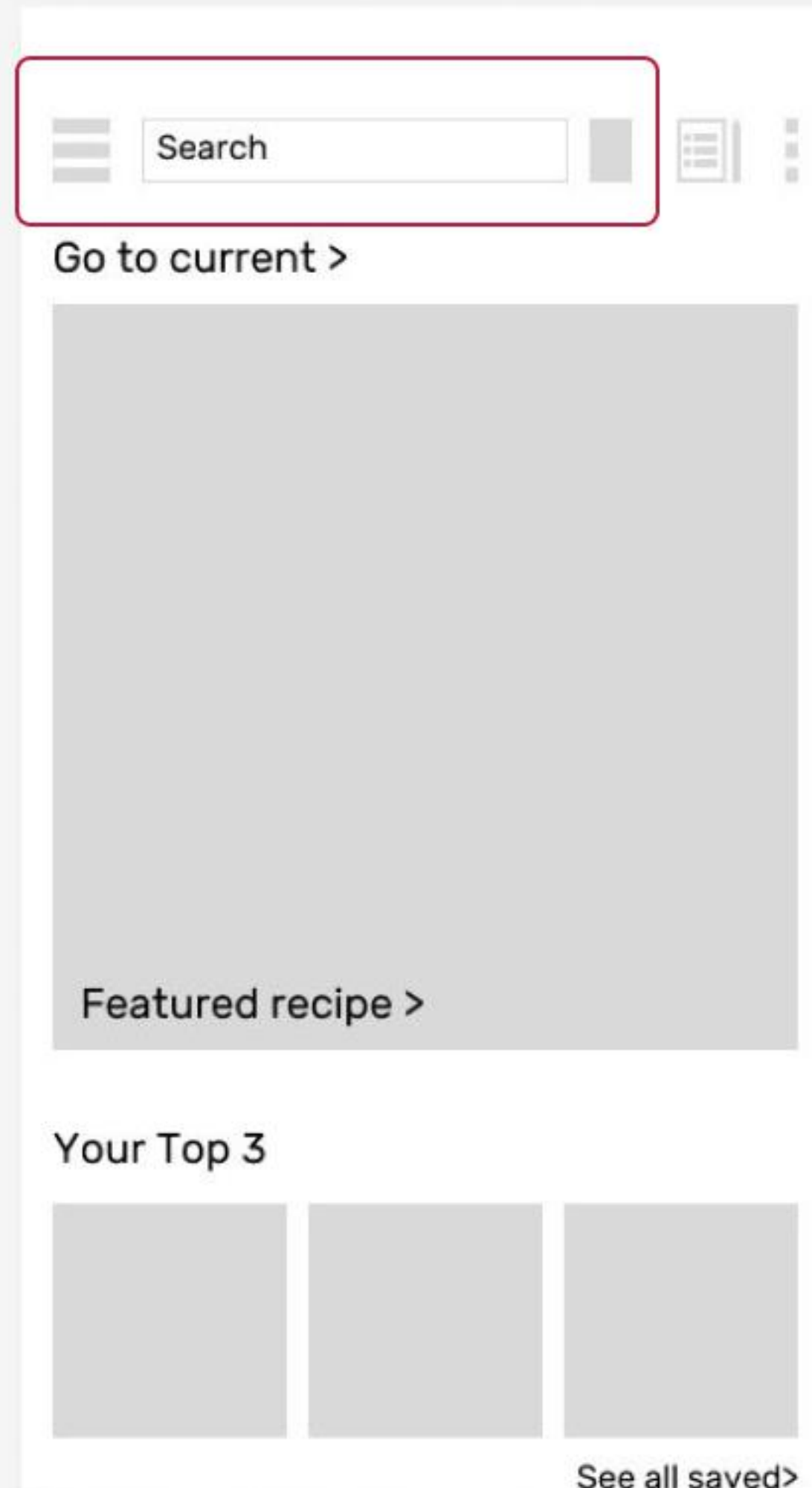
FIX ISSUES

Home Screen

Testers had difficulty finding the browse menu on the home screen.

Solution:

I removed the hamburger menu and left the Search icon.
I combined the Search and Browse features on their own screen.



Rating Screen

Testers didn't understand how to use "Accuracy" when rating.

Solution:

I wrote out full clear questions and made sure the wording was the same on the recipe cards.

Bon Appetit!

Rate Recipe

Taste ☐ ☐ ☐ ☐ ☐

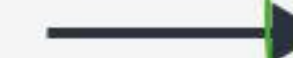
Accuracy low high

Time spent ☐ ☐ ☐

Difficulty ☐ ☐ ☐

Share to

[Facebook >](#) [Instagram >](#) [Pinterest >](#)



Bon Appetit!

Rate Recipe

Taste ☐ ☐ ☐ ☐ ☐

How long did it take?

15 min 30 min 1hr more

How hard was it?

Easy Medium Chef

[Submit](#)

[Maybe next time](#)

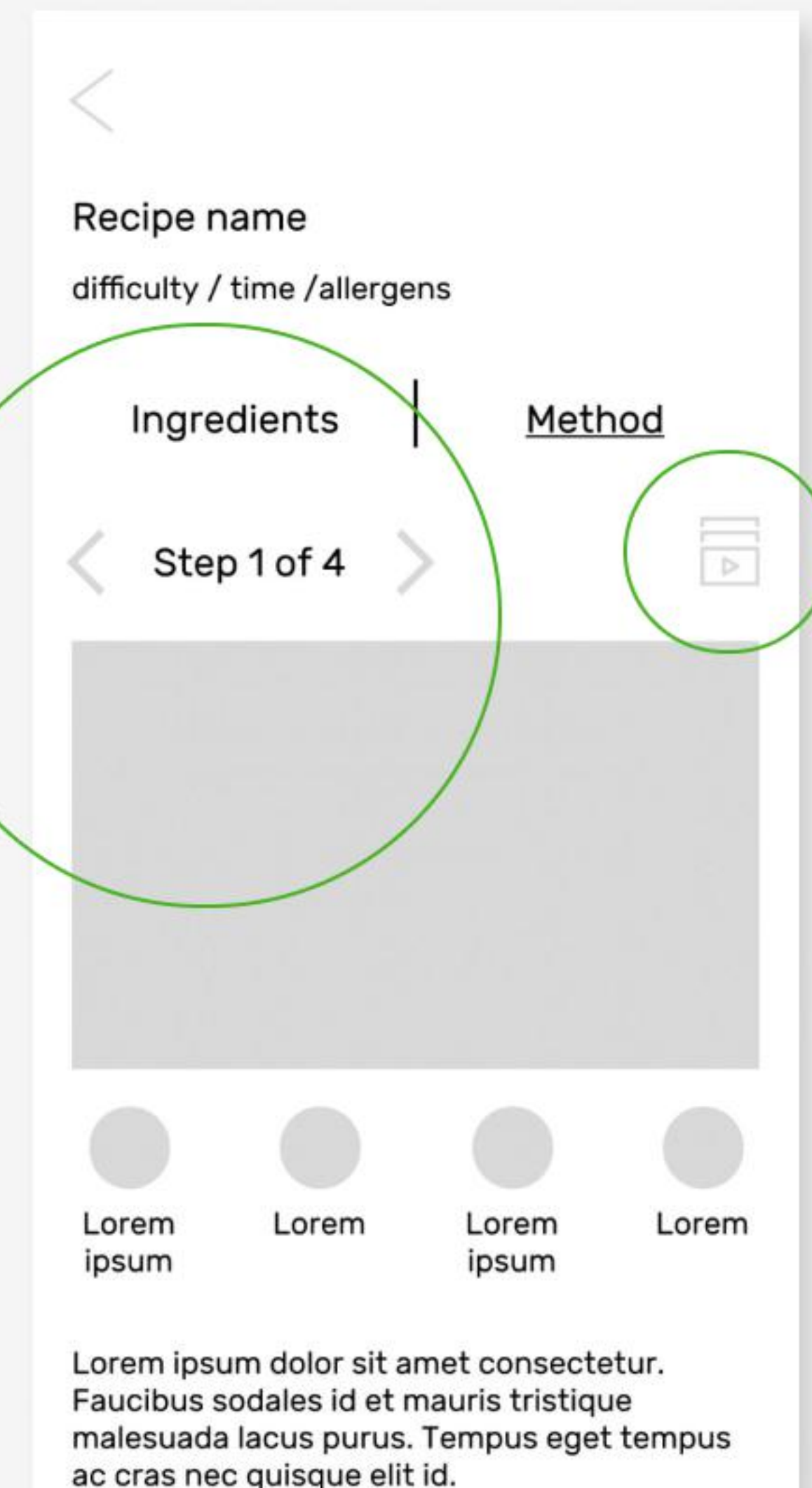
Share to

Recipe Method

Testers had difficulty understanding the recipe method navigation.

Solution:

I reduced the navigation options, redesigned the “Slideshow Mode” icon and moved it up. Later, it became a toggle.

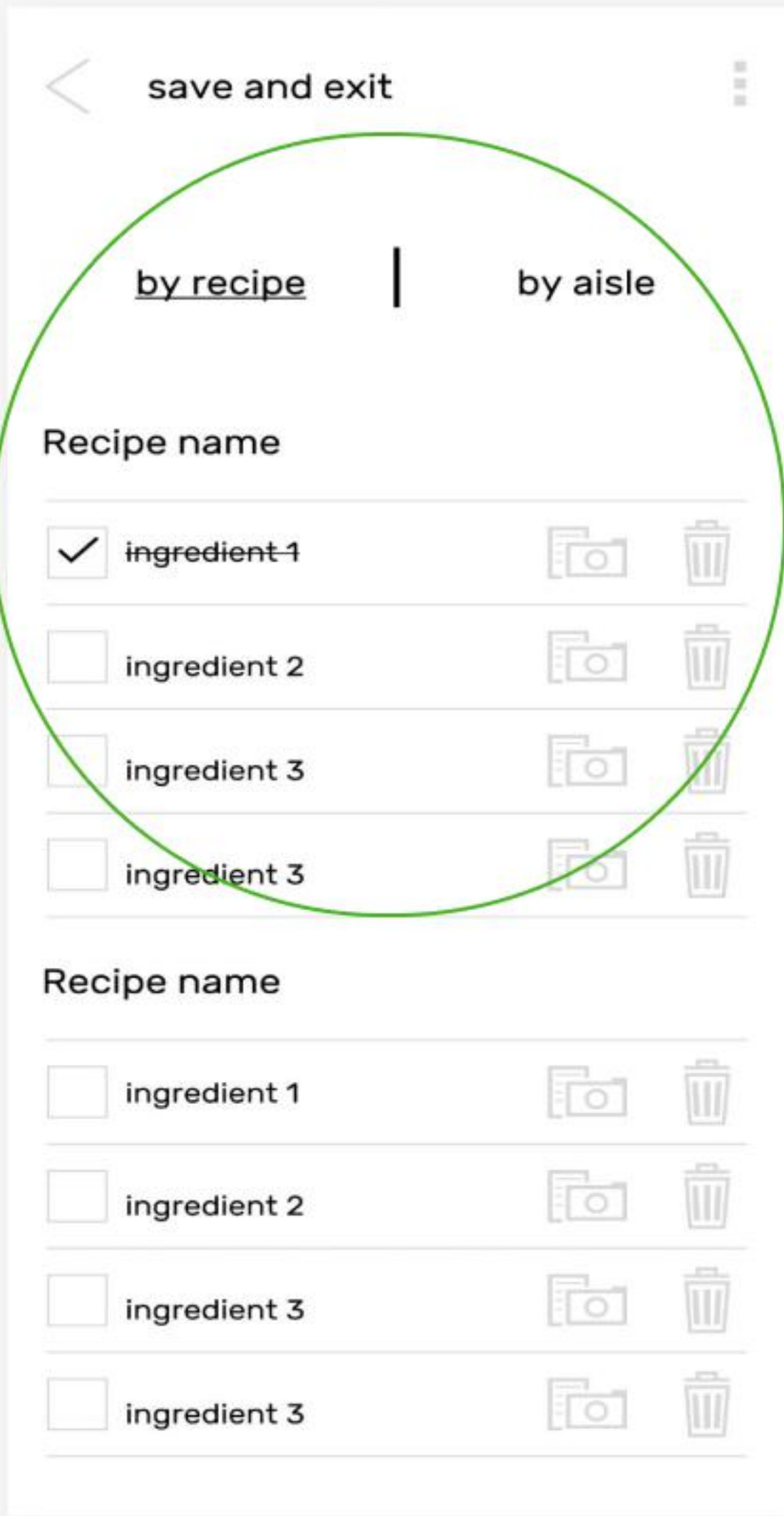
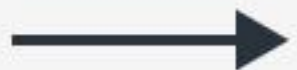


Shopping List

Testers did not know how to cross off items in the shopping list.

Solution:

I added clear check boxes, a trash bin, and a strikethrough effect when an item is ticked.



UI PHASE

1. OBSERVE

So what is "masculine UI" ?

Observation and research identified two key conditions for a design to feel masculine:

1. Bold Typography
2. Dark Background

I added two more important rules for the UI of COOKSHOP.

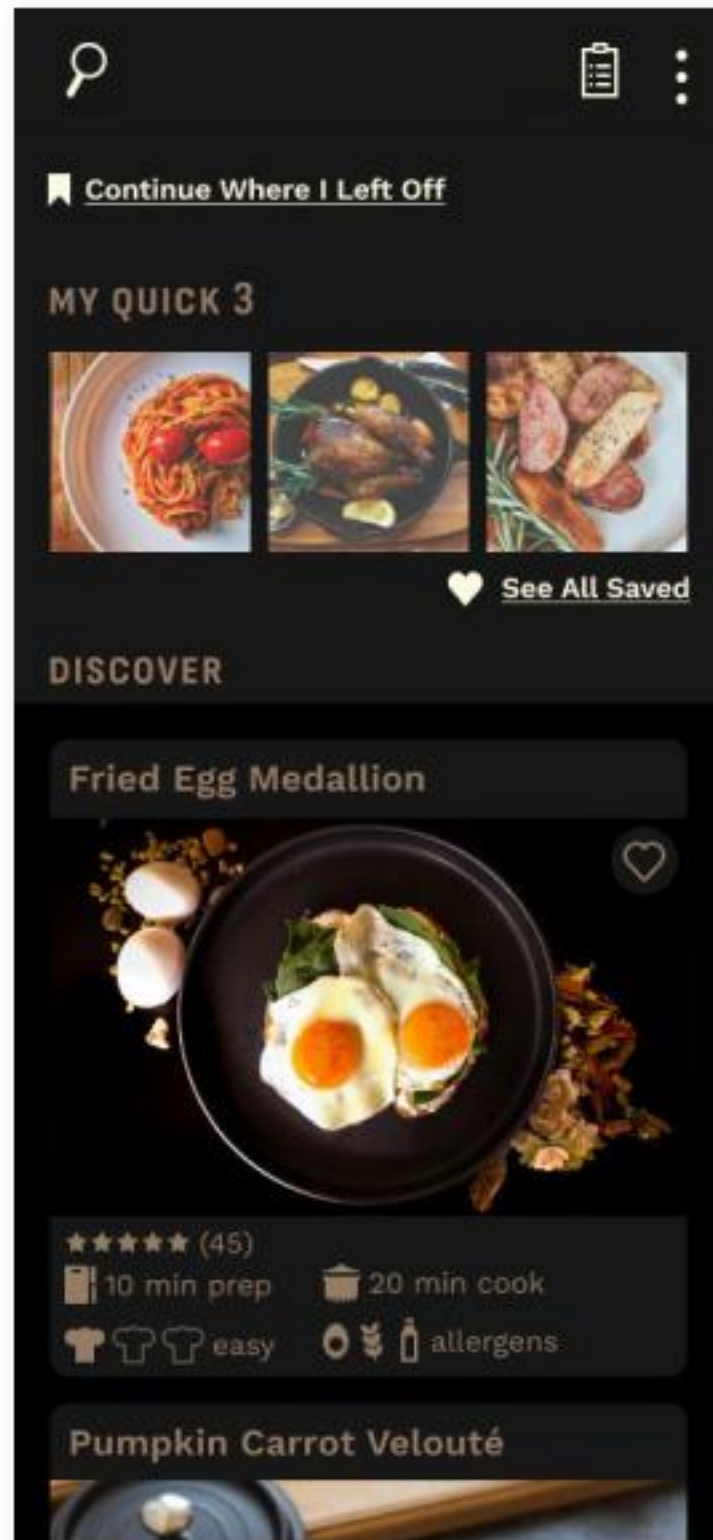
1. It must look like a recipe app
2. It must be legible outside and in, as well as from a distance.

I collected inspiration, and then started experimenting to find the right UI.



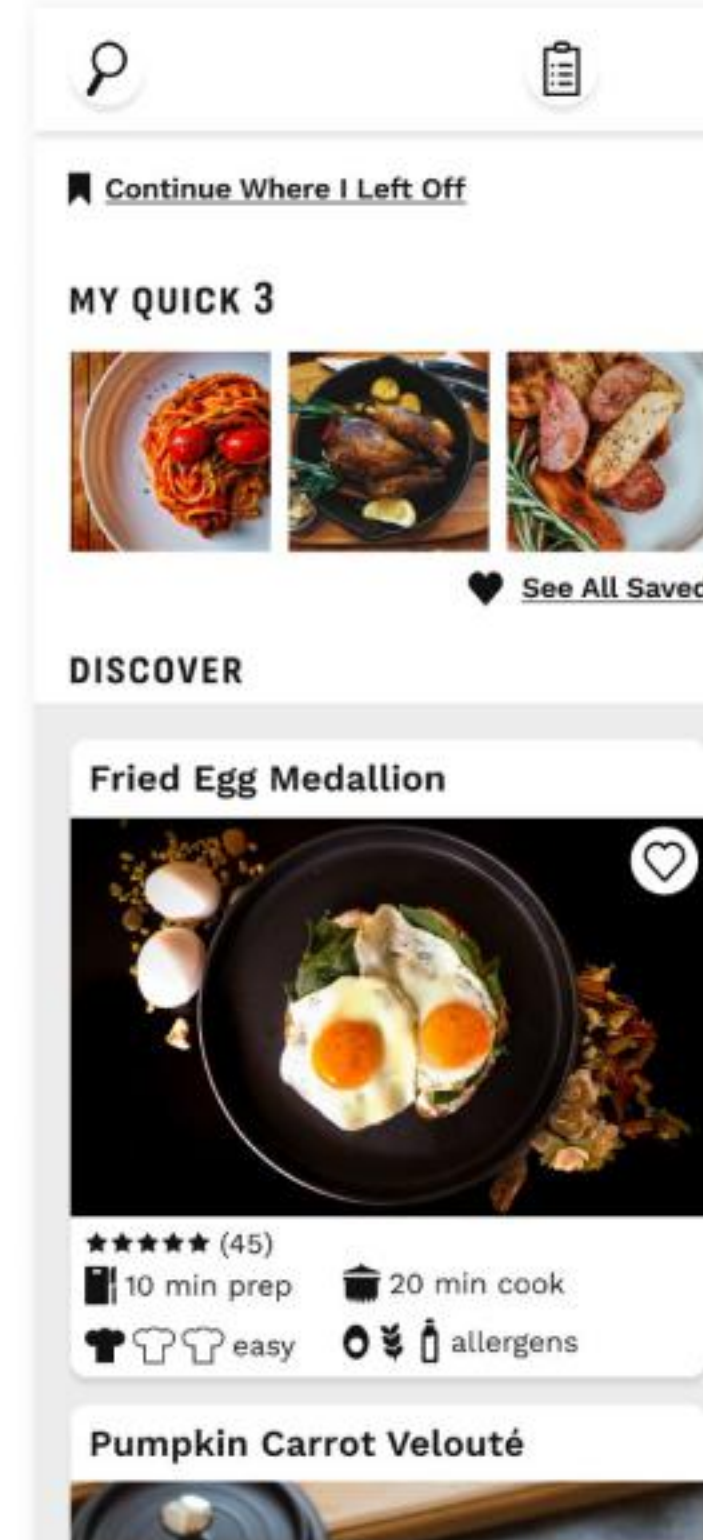
See how it went —→

2. CONCEPT



Nope

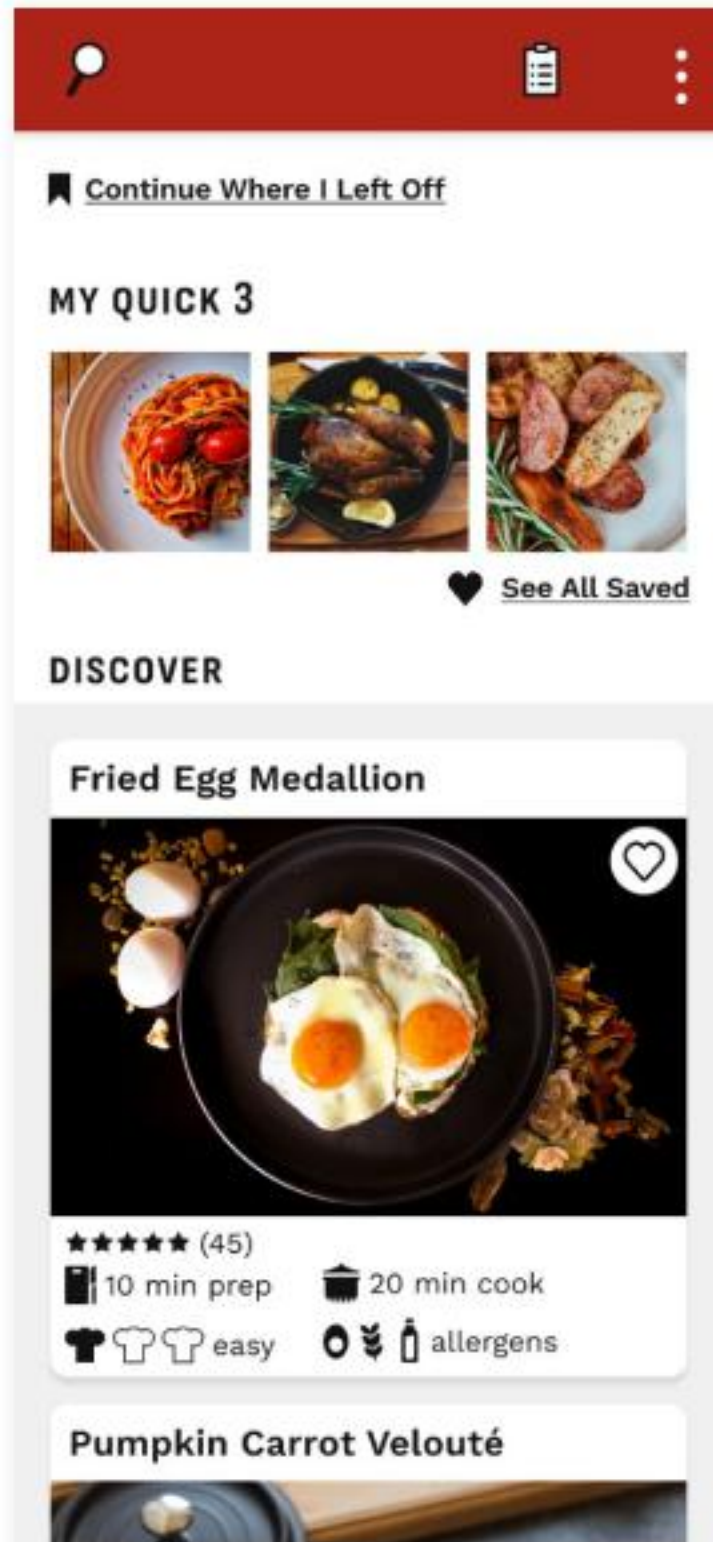
My first try looks masculine, but it's very difficult to read. Especially at the grocery store, or in the kitchen while the pasta over-boils.



Nope

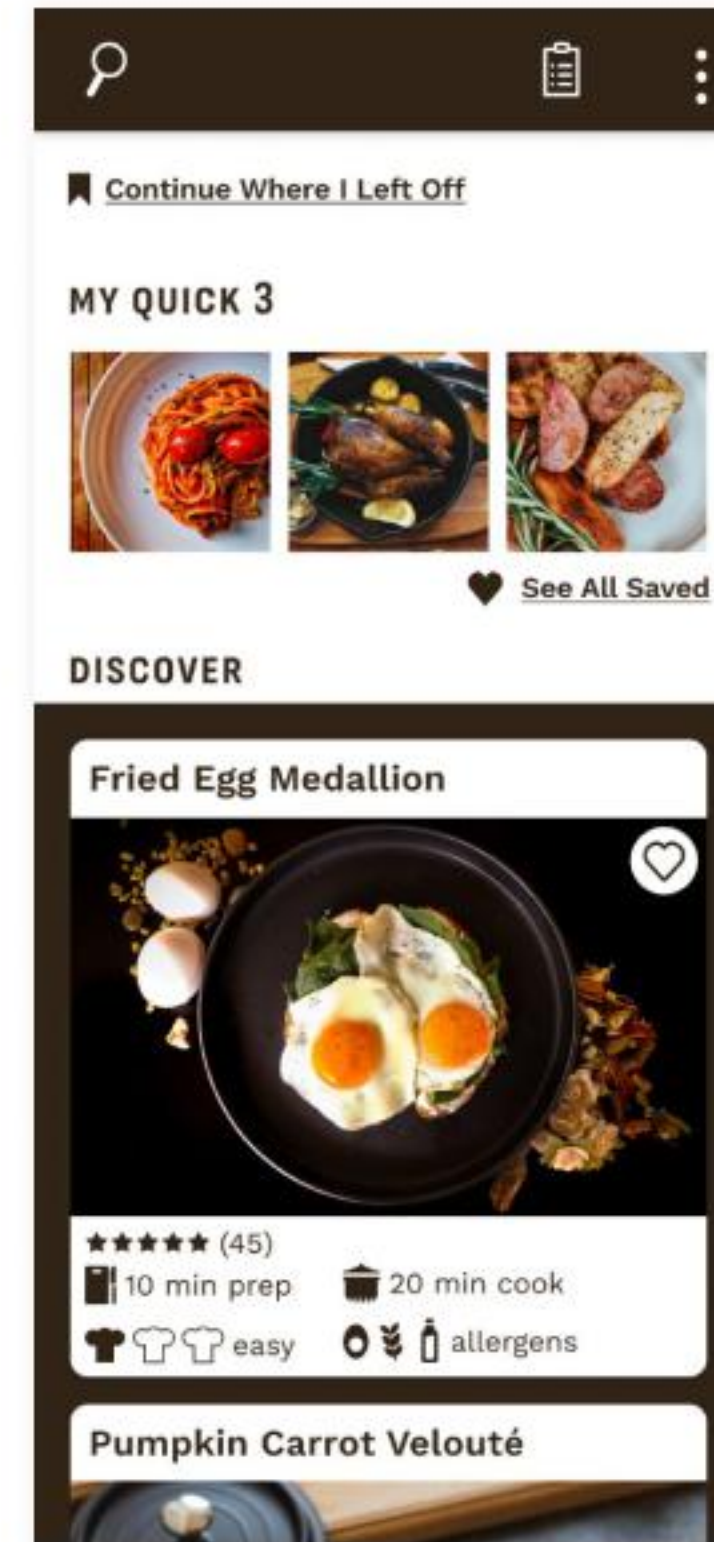
So I overcorrected: this one is legible, but too neutral. It looks more like a news website.

3. PREFERENCE TEST



Warm And Colorful?

Red is masculine and spurs the appetite. However it can be stressful, and Error messages will not stick out. A different nuance of red or orange might work though.



Or Sleek And Dark?

Brown is bold and warm so it could work, but will users relate to it as a recipe app? And is it “masculine”?



Hurdle → Solution

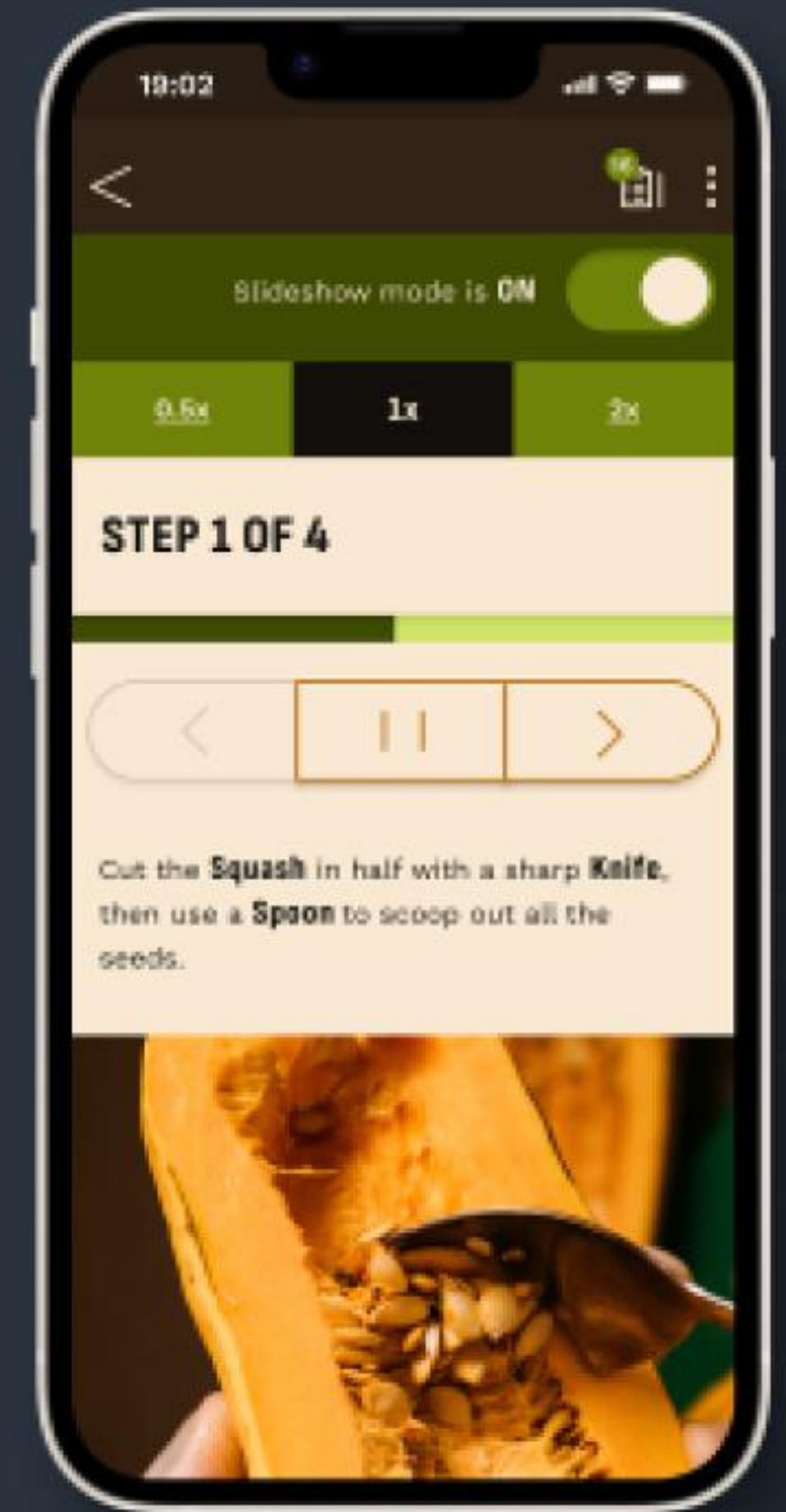
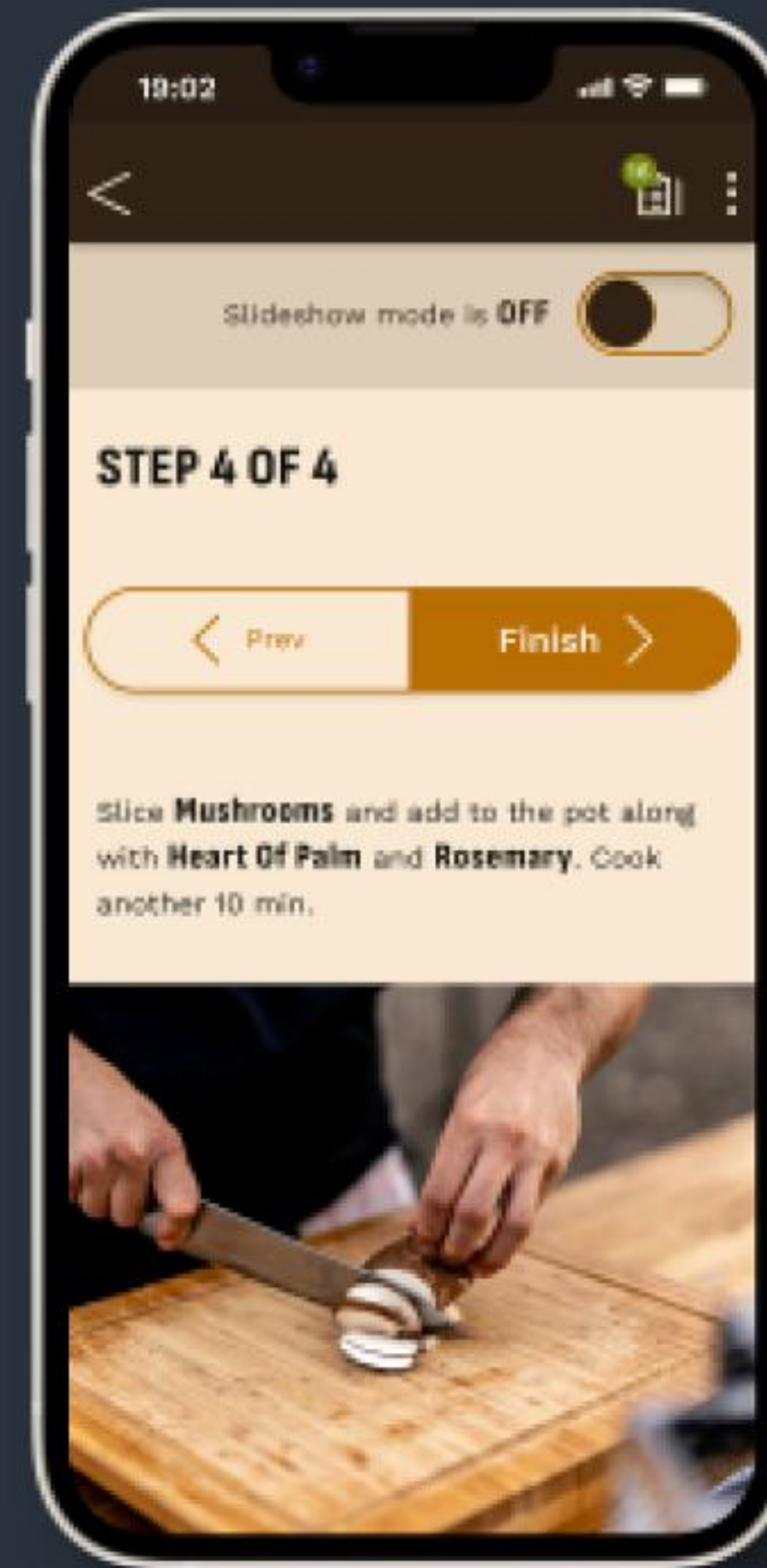
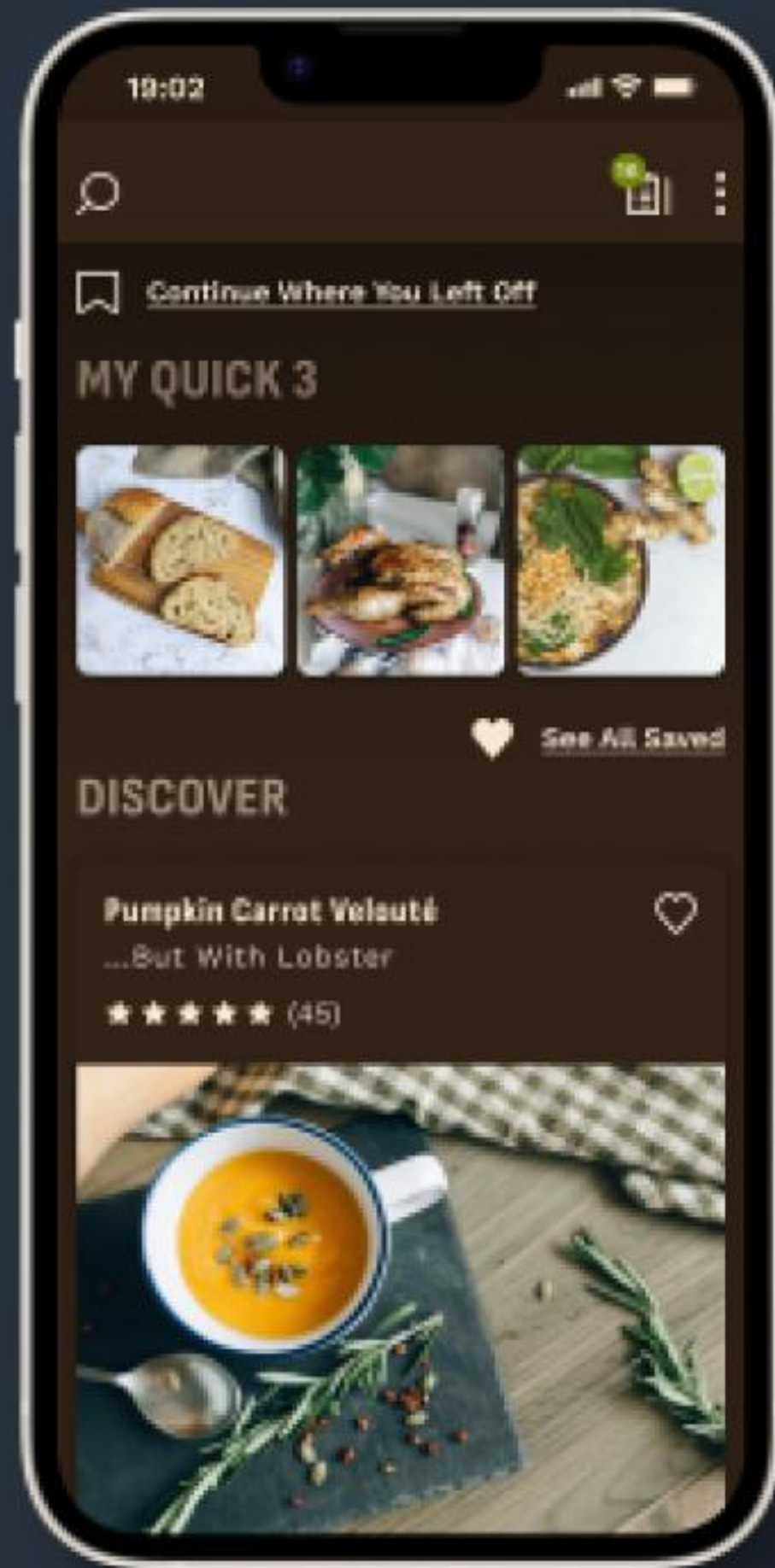
The results of the Preference Test were an even 50/50 split between the two options. So I still didn't know if users prefer a bold brand color or a dark UI.

My solution was to use long-form feedback I had collected during the preference test. I had asked subjects to explain **Why** they voted the way they did. This helped me understand that users want this UI to feel:

1. exciting: red or brown, users said they liked the drama.
2. appetizing: red or brown, whatever made users feel hungry was good.
3. attractive: this came up in over 90% of the answers!

HIGH FIDELITY

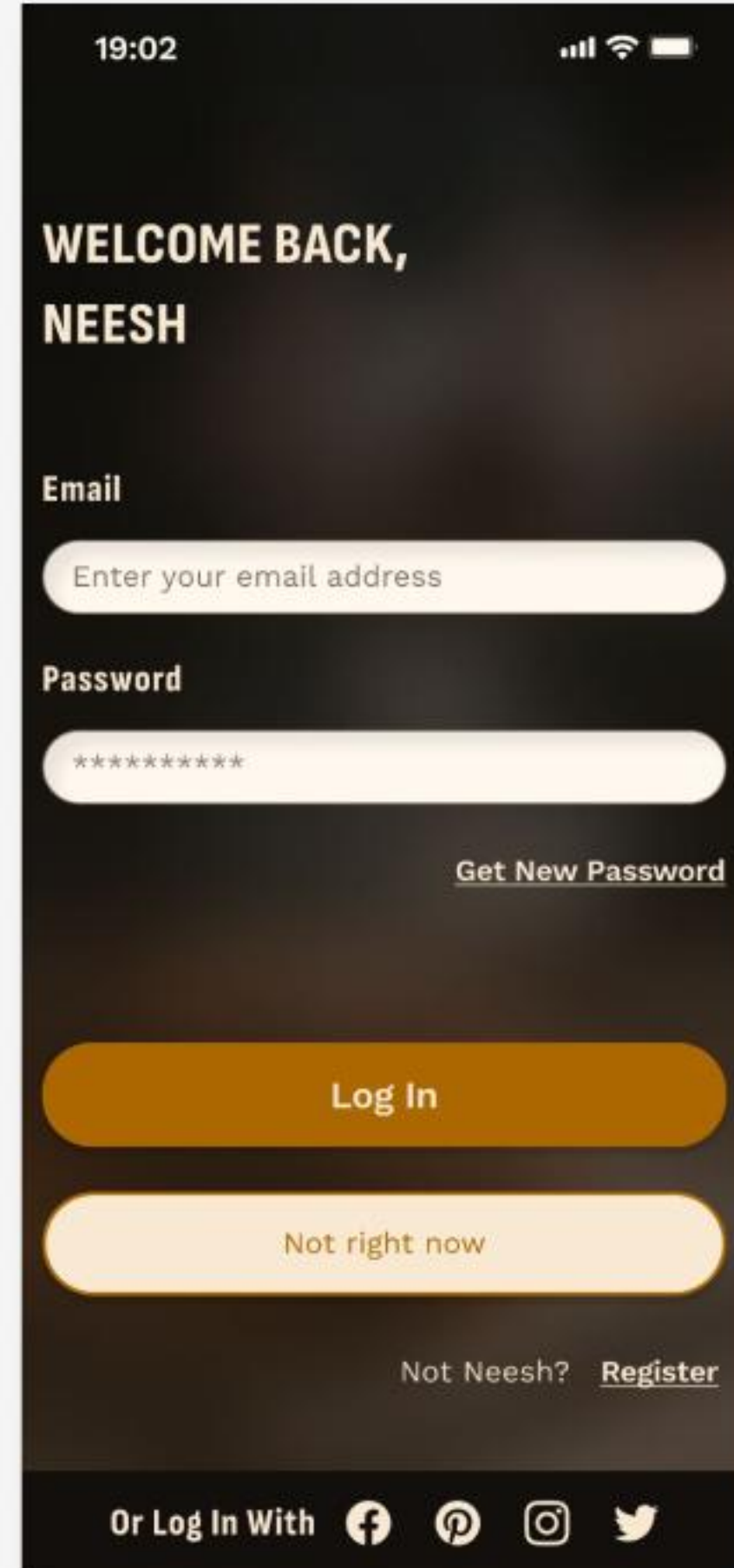
XS BREAKPOINT



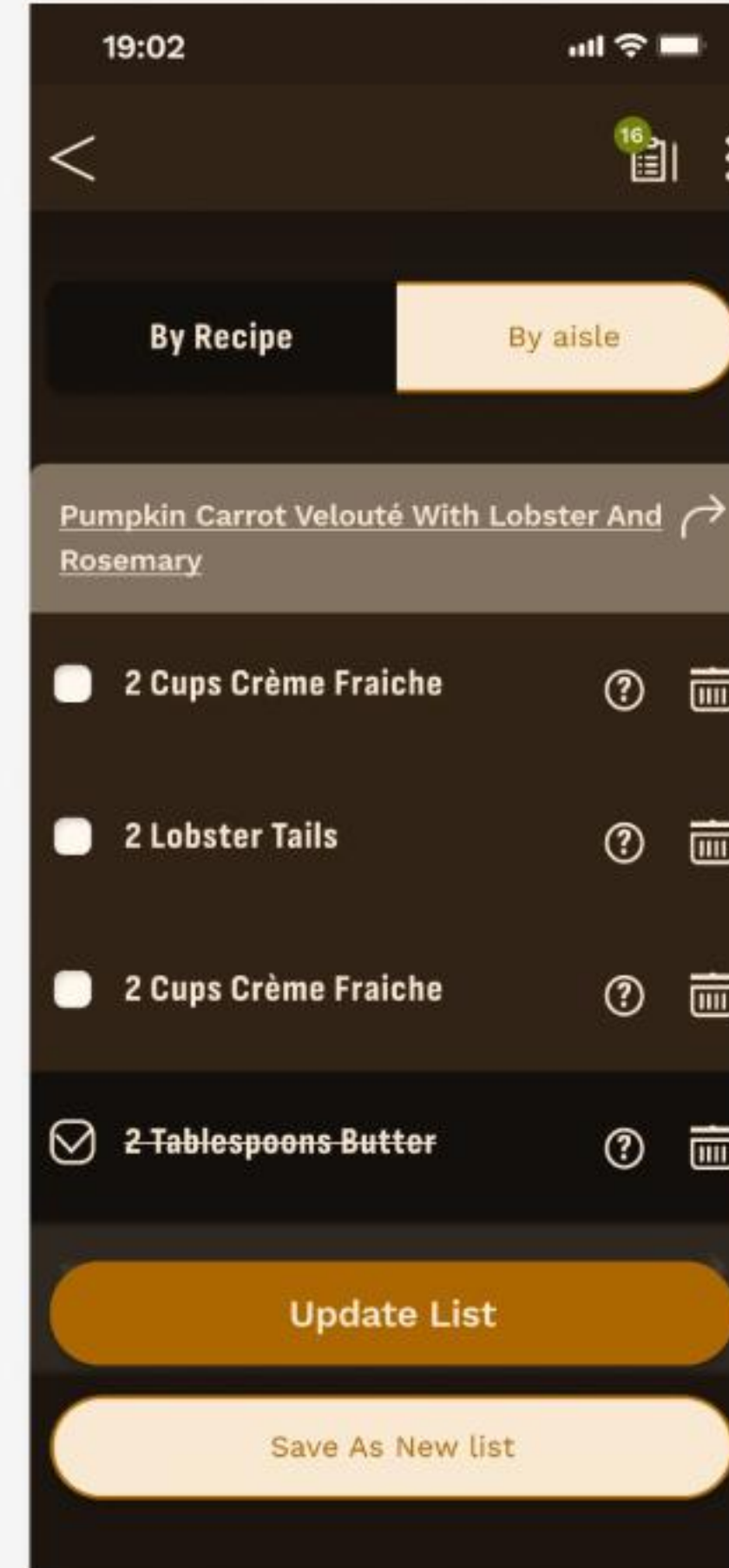
XS BREAKPOINT



welcome



log in

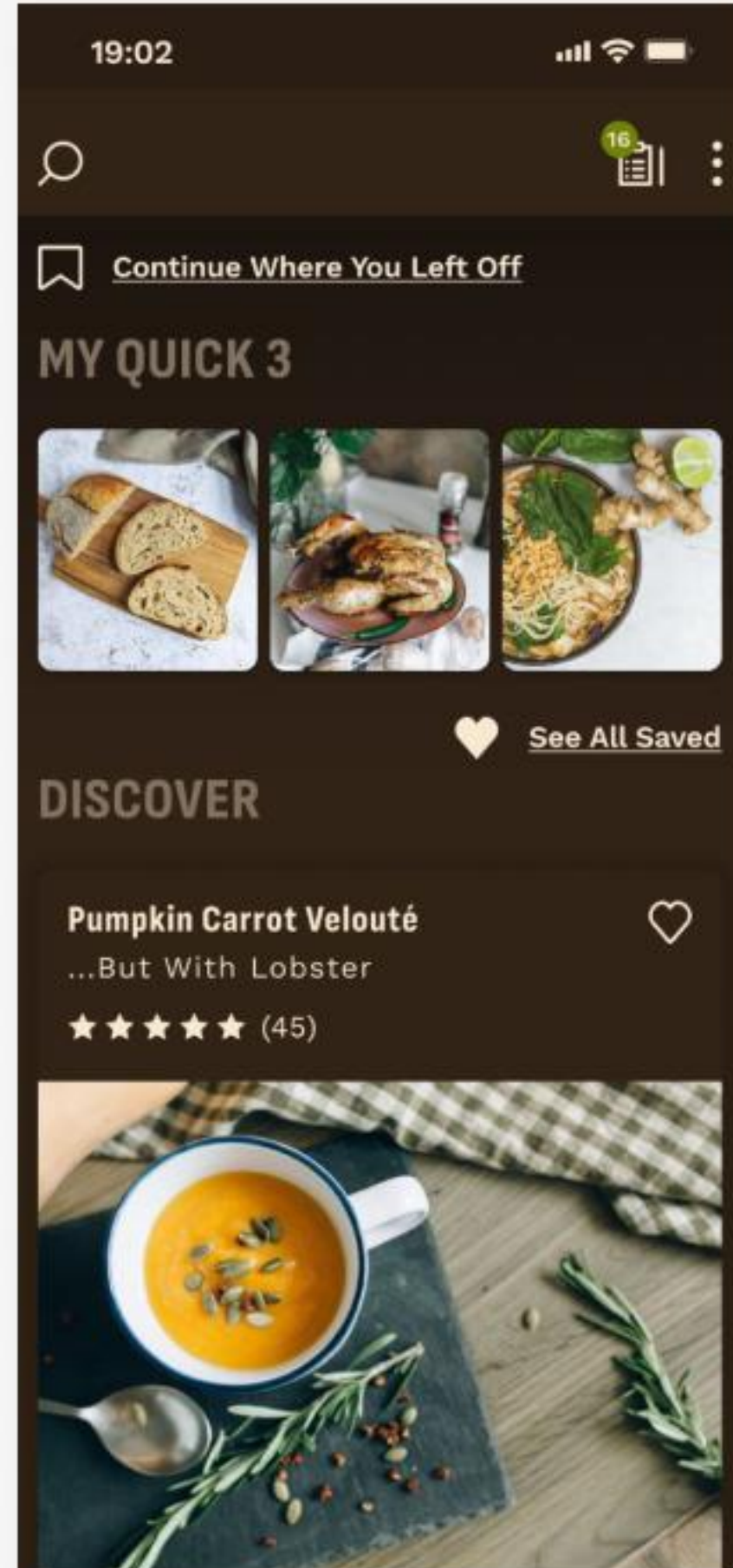


shopping list



list menu

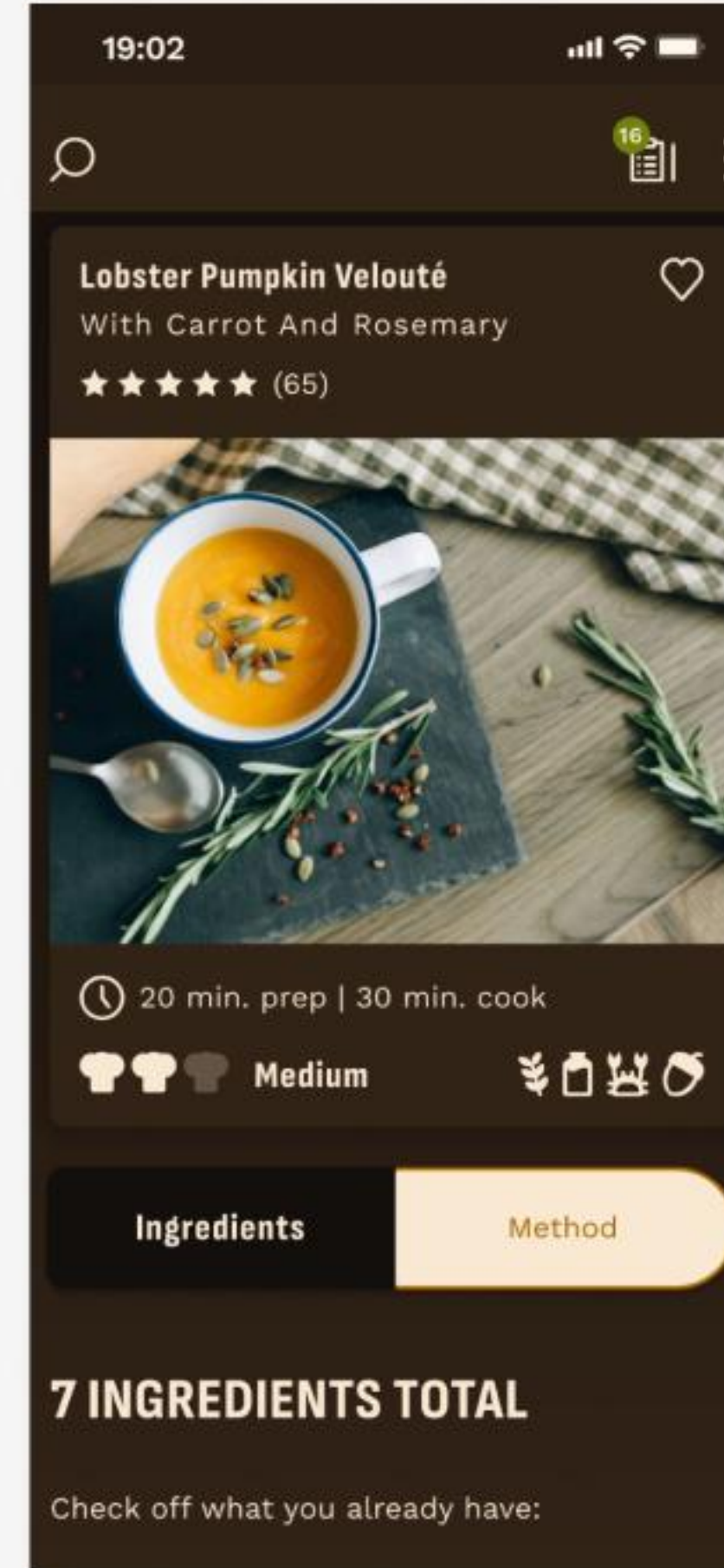
XS BREAKPOINT



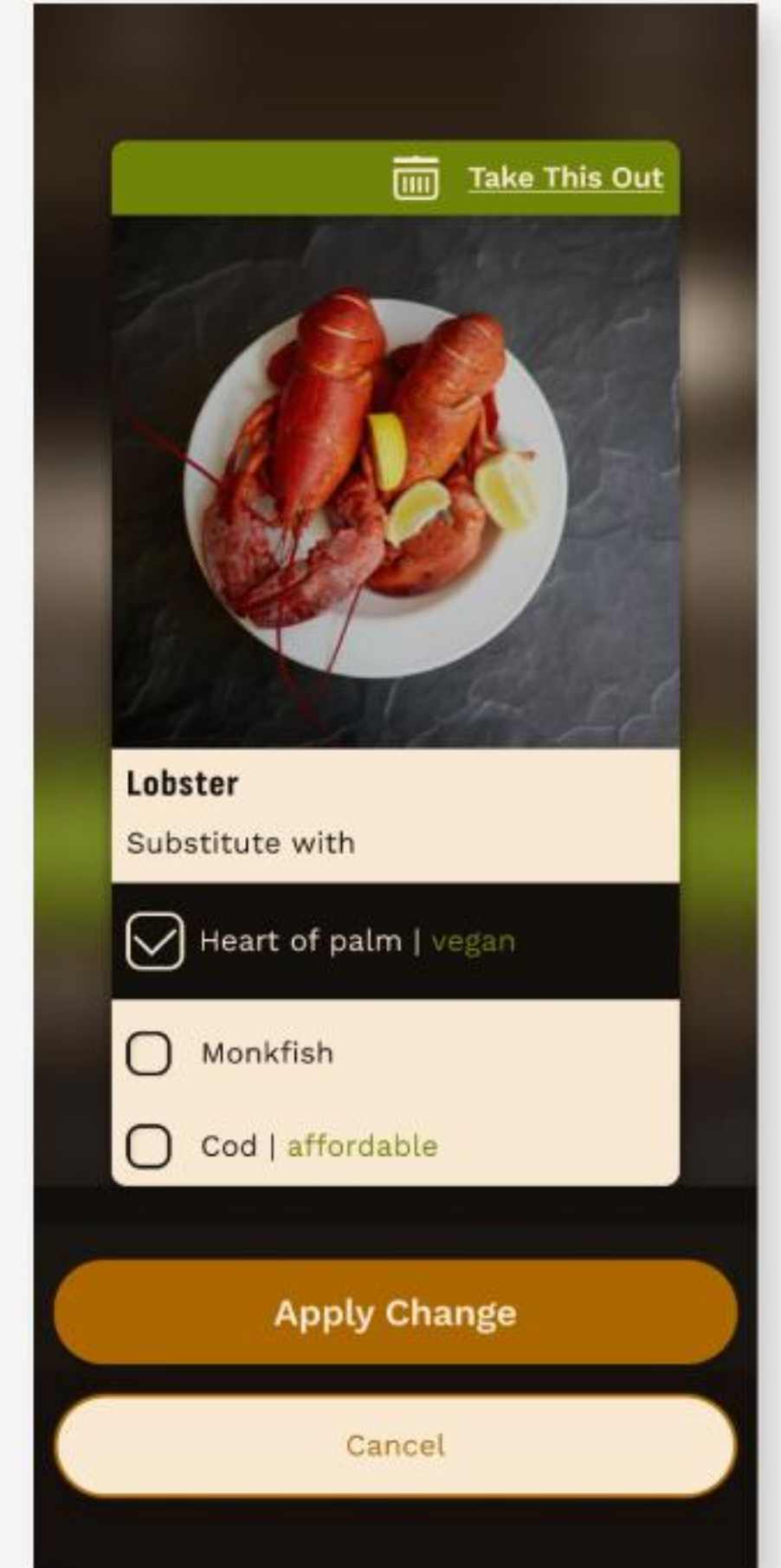
home



browse



recipe detail

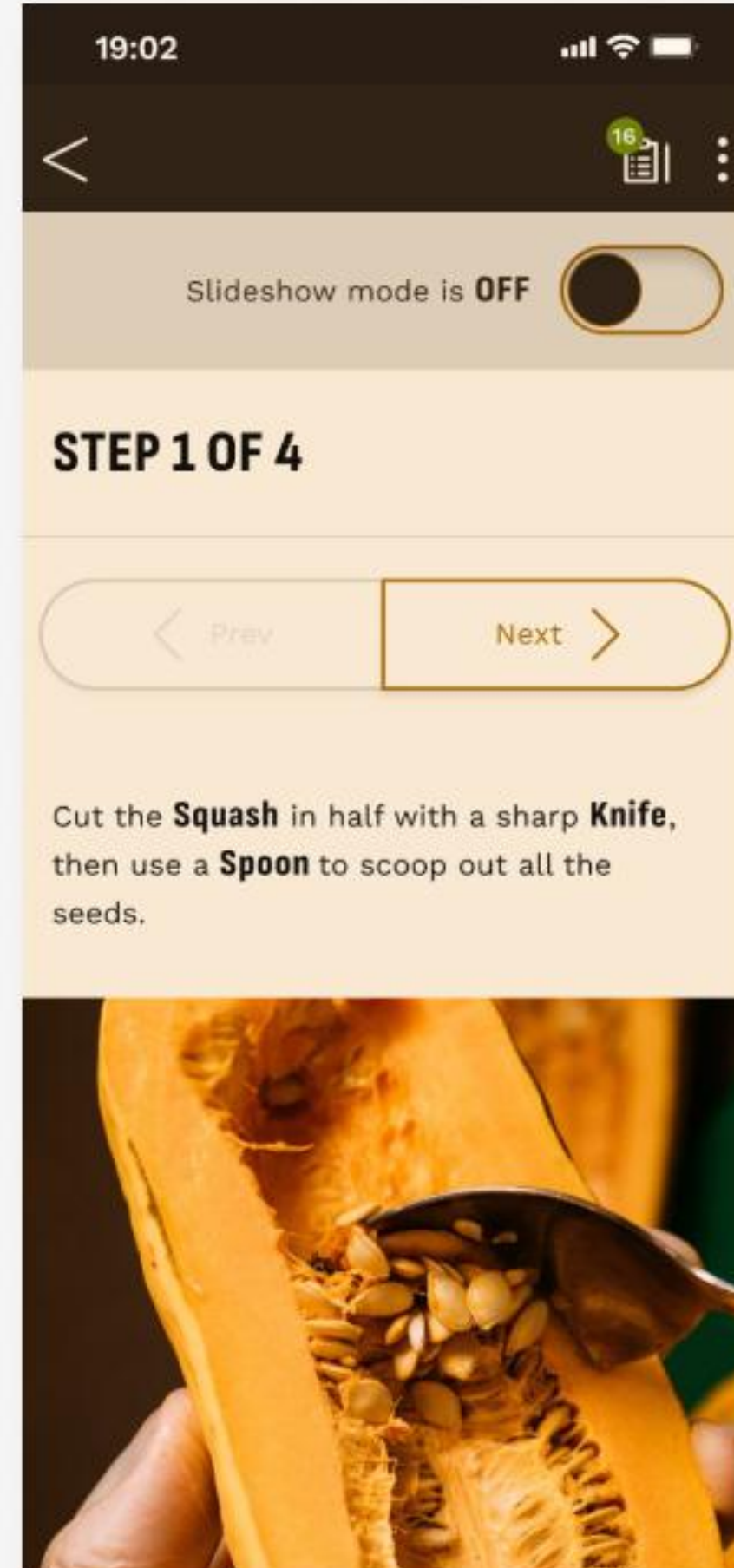


ingredient modal

XS BREAKPOINT



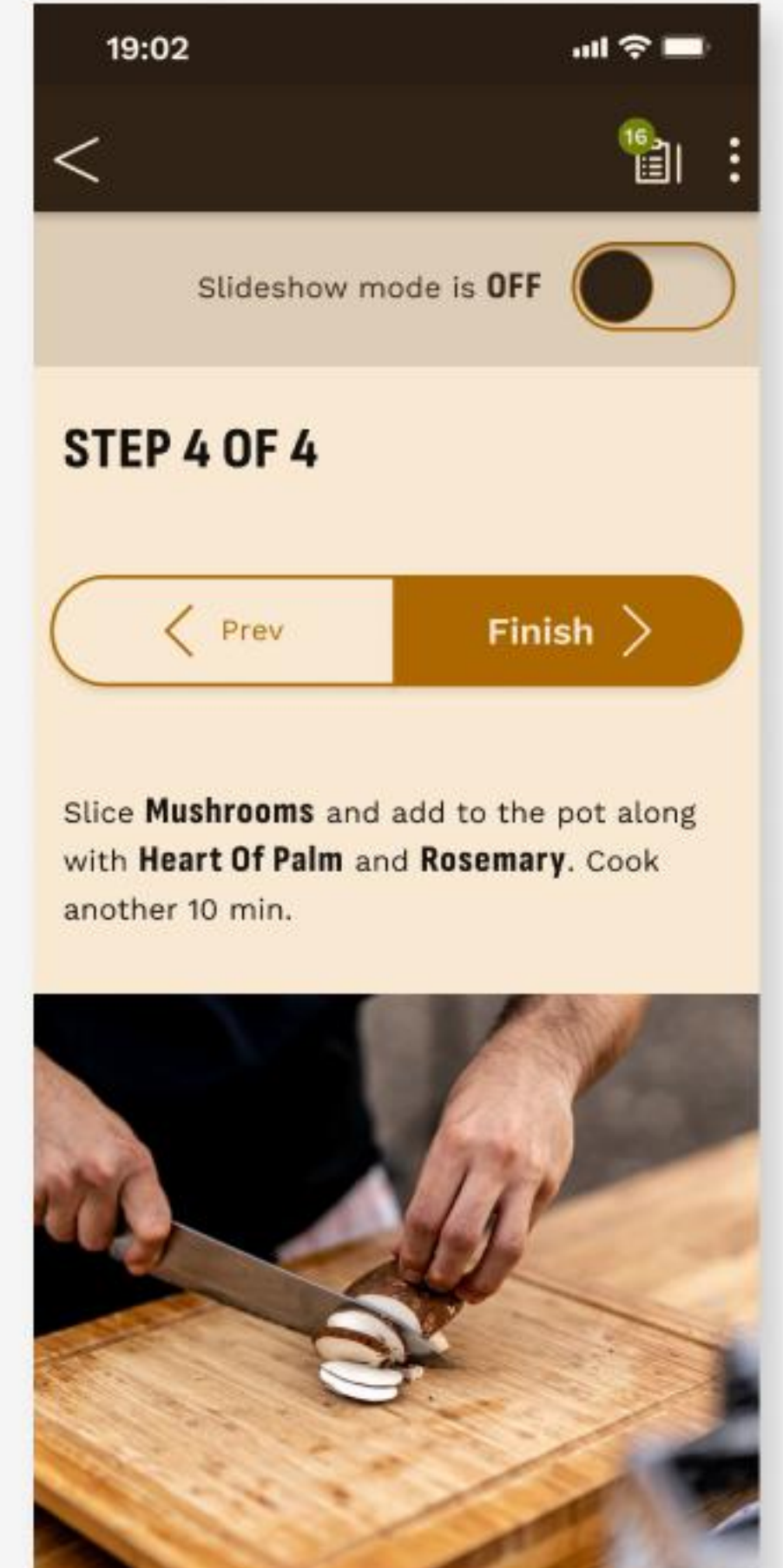
Search Results



recipe method

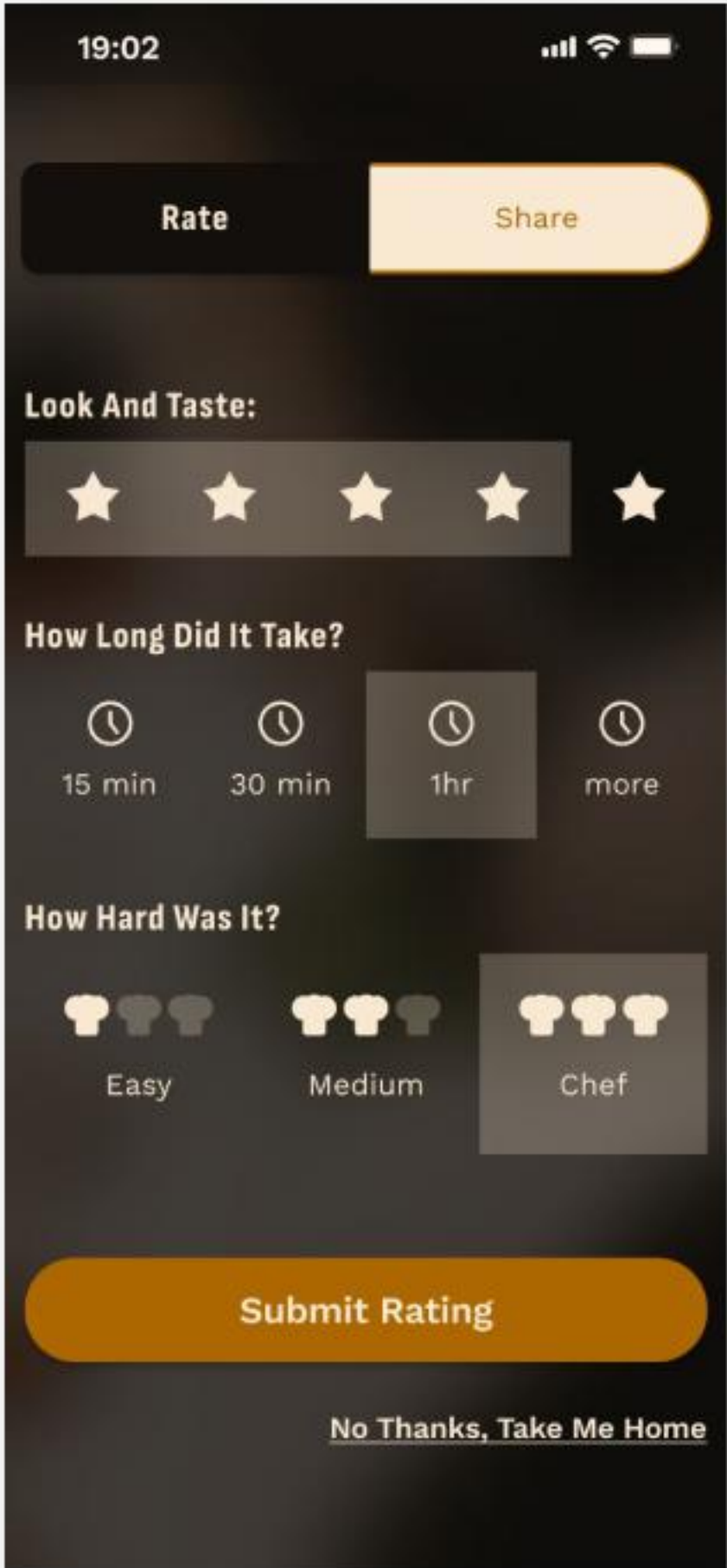


slideshow mode



last step

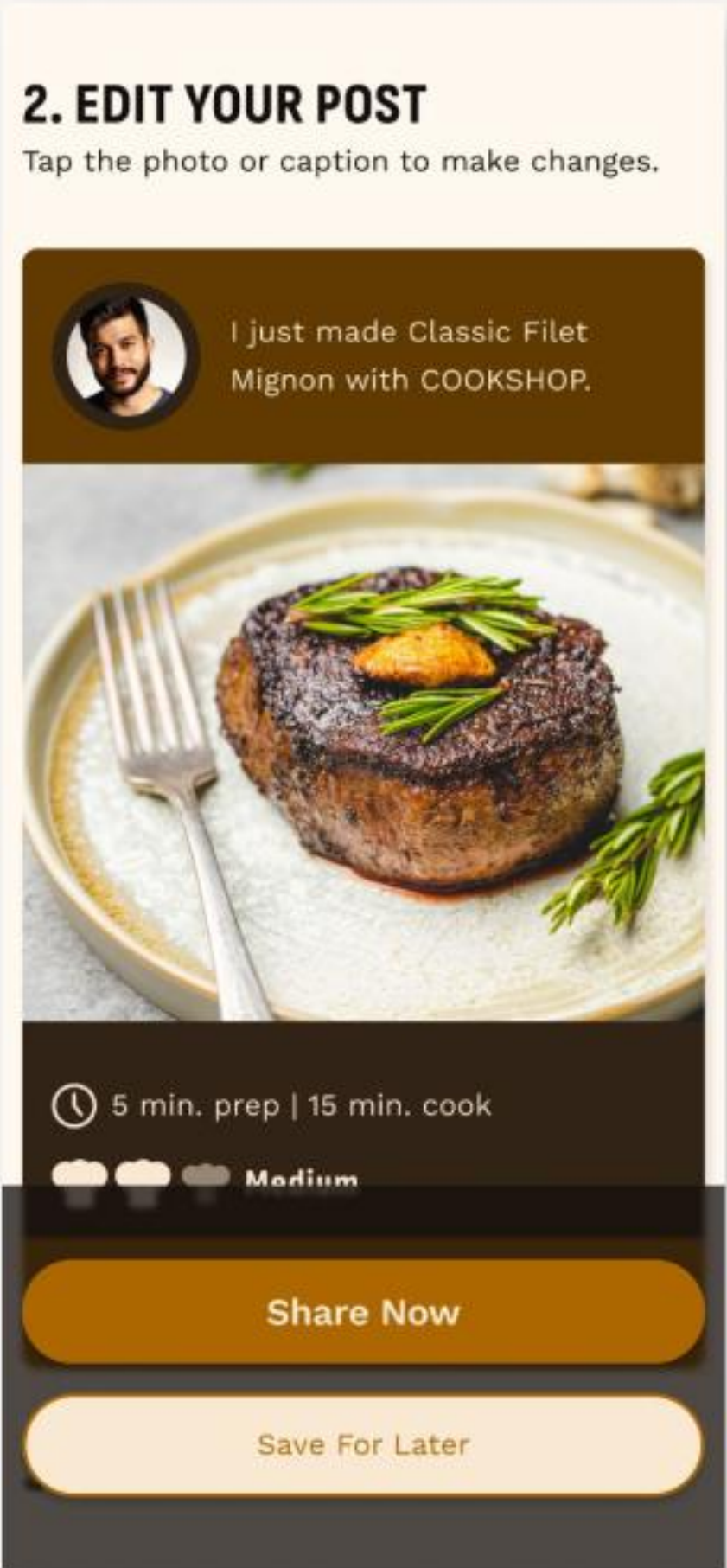
XS BREAKPOINT



rate



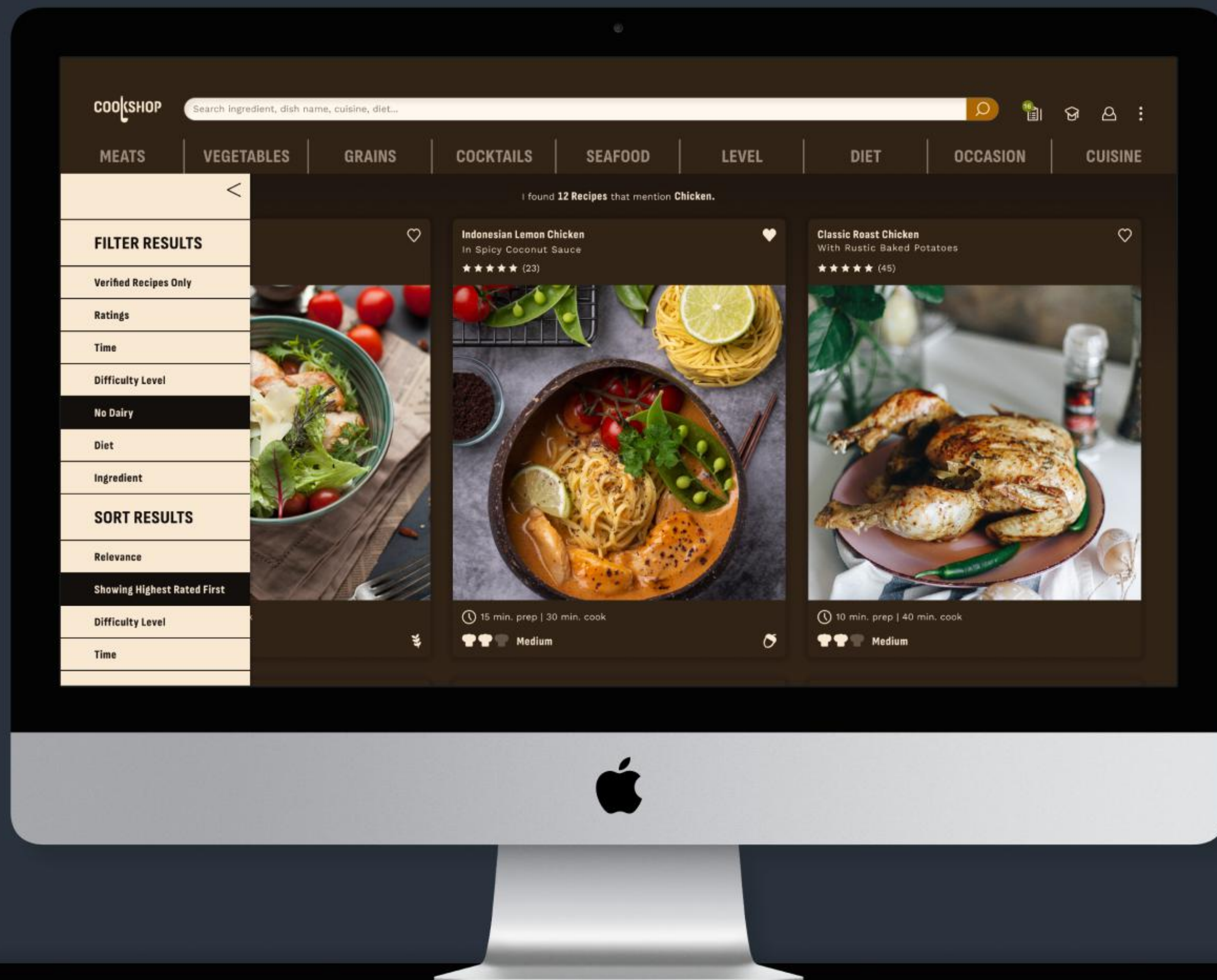
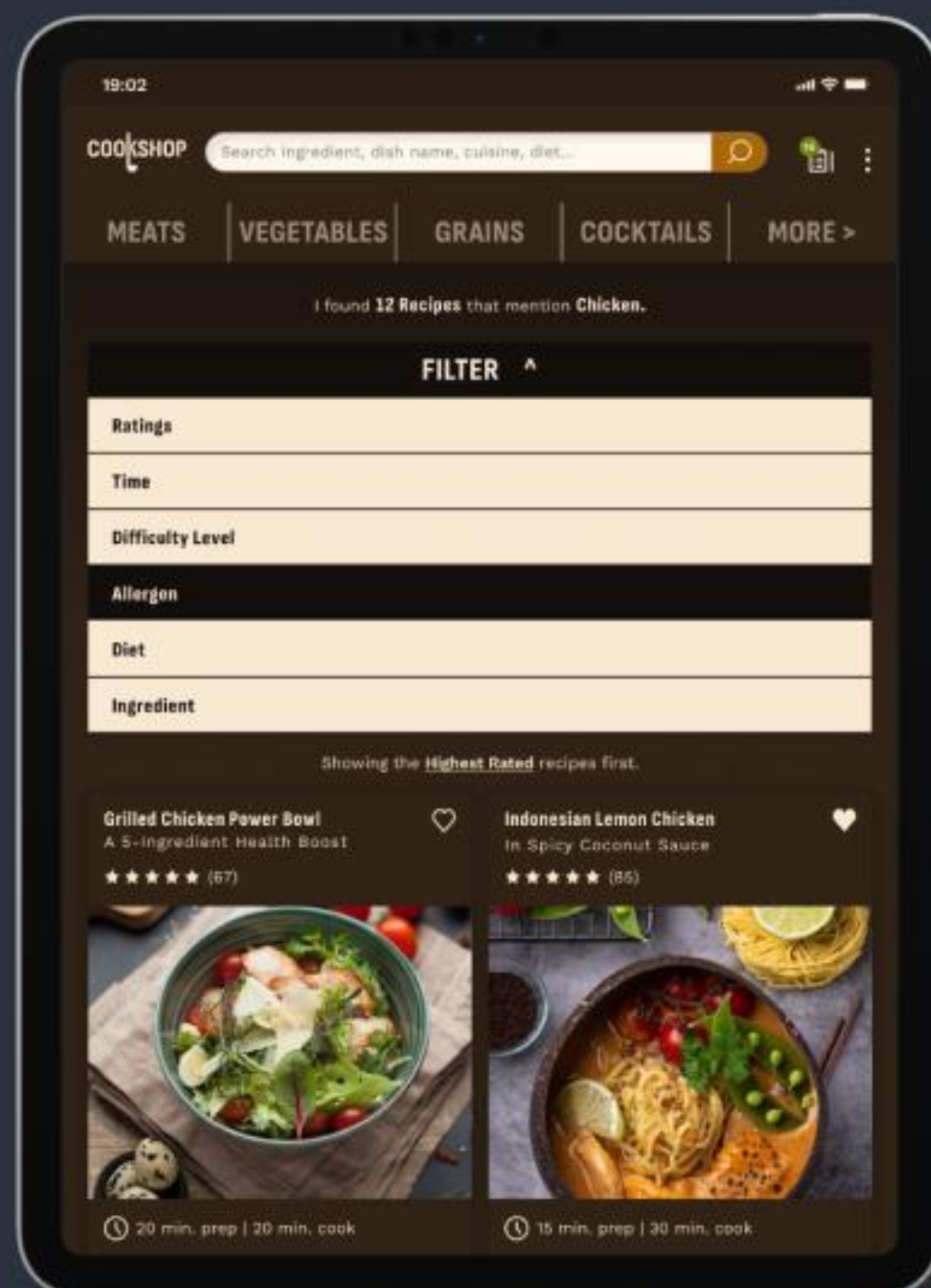
share

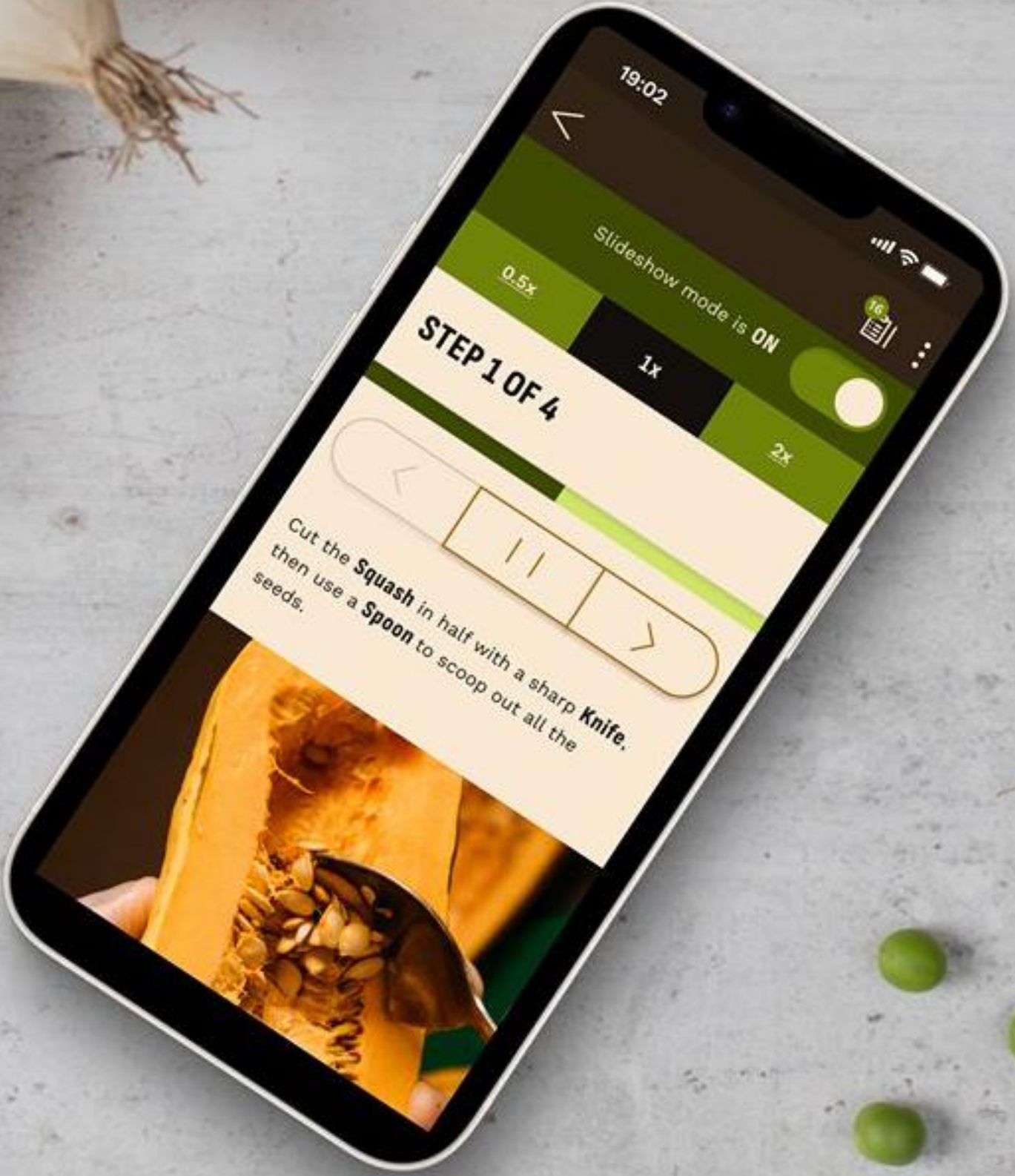
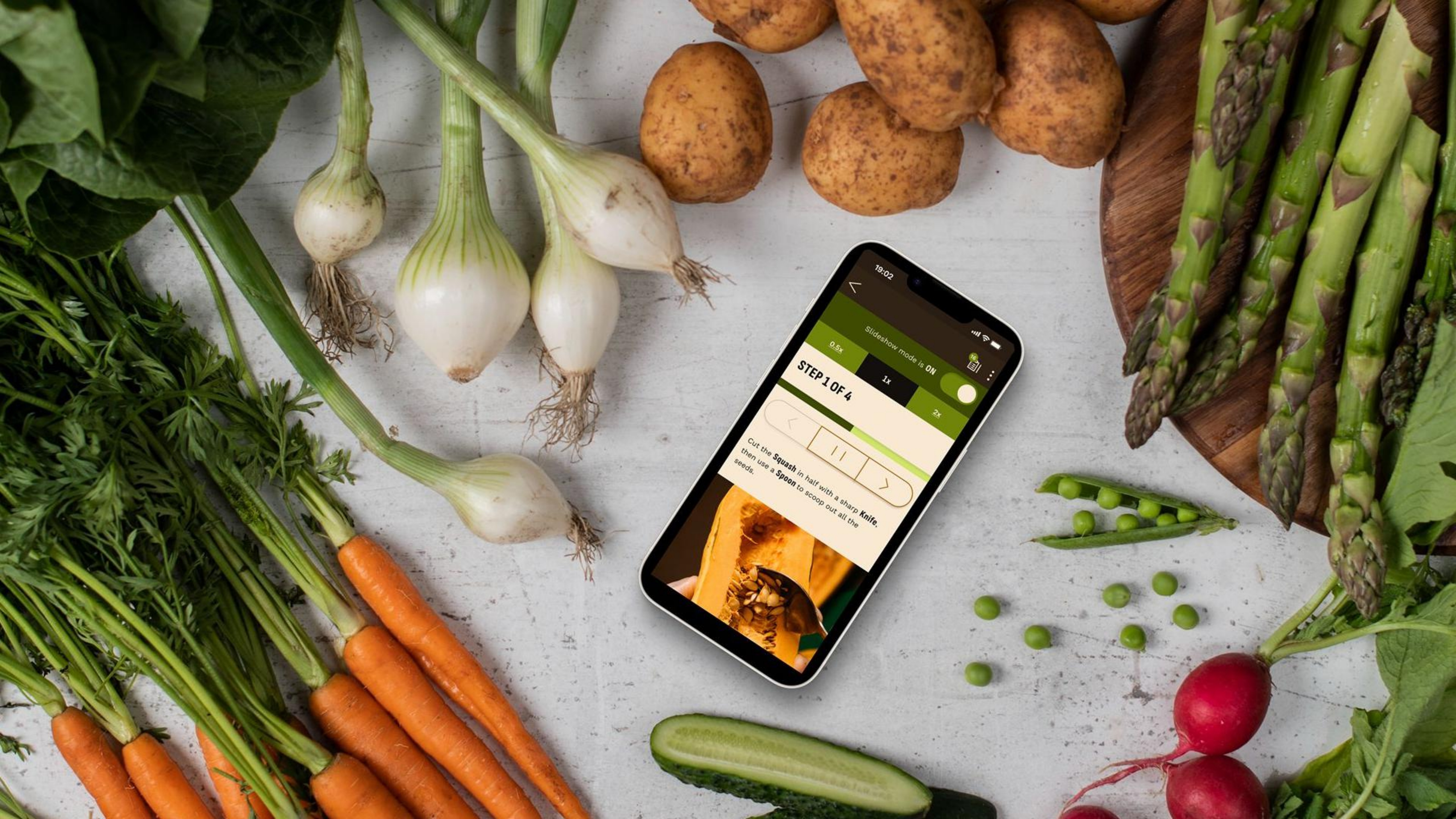


edit post



confirmation





"A GENTLEMAN IS SIMPLY A PATIENT WOLF"

Lana Turner

Thank You For Looking!

Contact Contact contact

