

# COOKSHOP

## UX/UI Case Study

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### 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

## 1. Understand

- Competitive analysis
- User Interviews

## 3. Concept

- user stories and features
- User flow
- Paper prototype

## 2. Empathize

- Personas

## 5. Iterate

## 6. Observe

- What is “Masculine UI”?
- Initial Moodboards

## 7. Concept

- Typography
- Layout
- Color
- Components

## 8. Test

- Preference test
- Peer critique

## 9. Refine

- Style guide
- mockups



# COMPETITIVE ANALYSIS

## Forks Over Knives

- science
- resources

## Kitchen Stories

- hands-free slideshow
- ratings system

## Highball

- classy
- targeting men

## Fit Men Cook

- has video
- targeting men

## Allrecipes

- accessible
- responsive
- dominant

## Strengths

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

## 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.

## 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

## 1. Research Objective

I needed to understand men's cooking habits, motivations, pain points, and positive feelings.

## 3. Results

### + Men liked:

- cooking for others
- building their skills
- feeling inspired

### - Men didn't like:

- long stories
- shopping
- bad recipes

## 2. Method

I conducted 5 in-person interviews and 1 survey of 75 male home cooks.

### First Surprise

Subjects were a lot more motivated by creativity and by cooking for others than anything else.

### Second Surprise

None of the subjects said: "I don't like recipe blogs because they sound like they are written for girls and women," or "the visuals are too feminine".

They did mention "too much irrelevant content", "missing steps", and "the recipes always take longer than the estimate".

This may or may not be evidence of gender bias in recipe content, but it clearly describes user needs that I can and should meet.

# USER PERSONAS

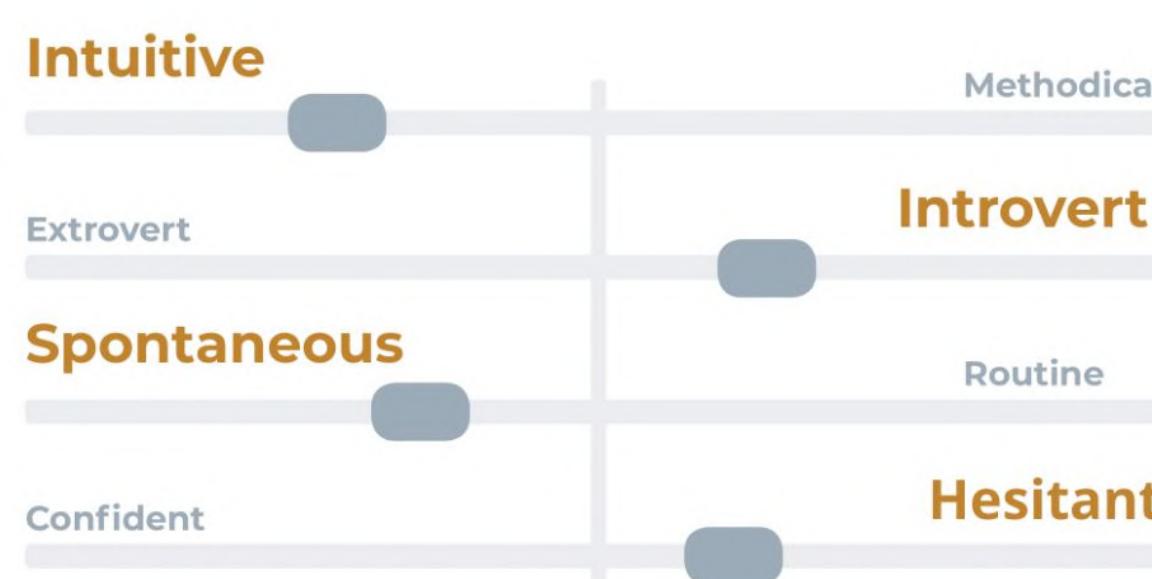
## NEESH THE CREATOR



**"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



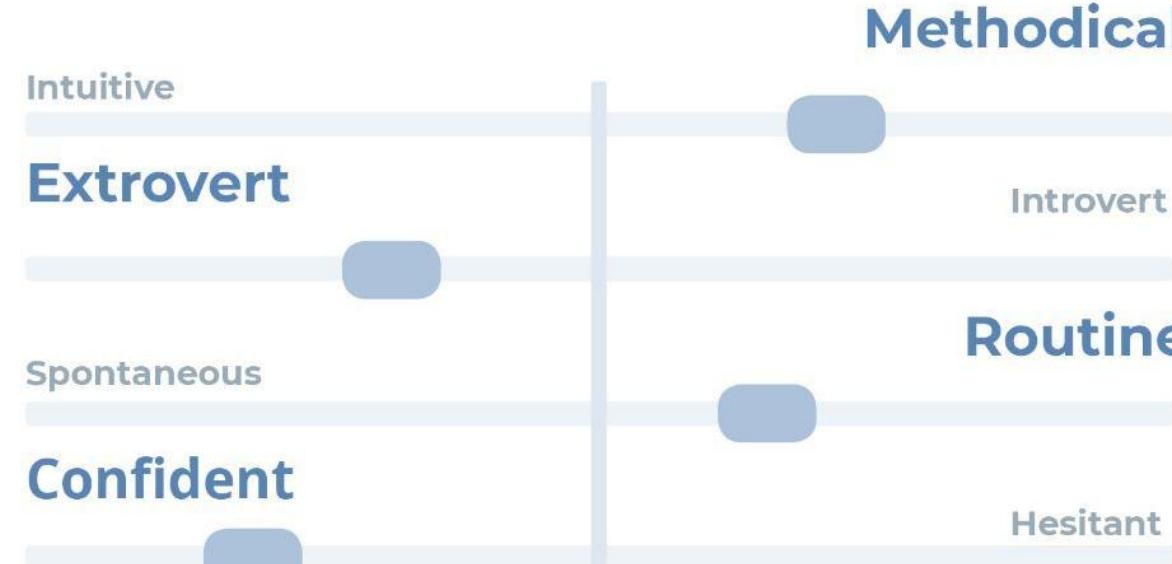
## RHEDA THE PRAGMATIST



**"Just give me the recipe."**

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

### Personality



### Goals and tasks

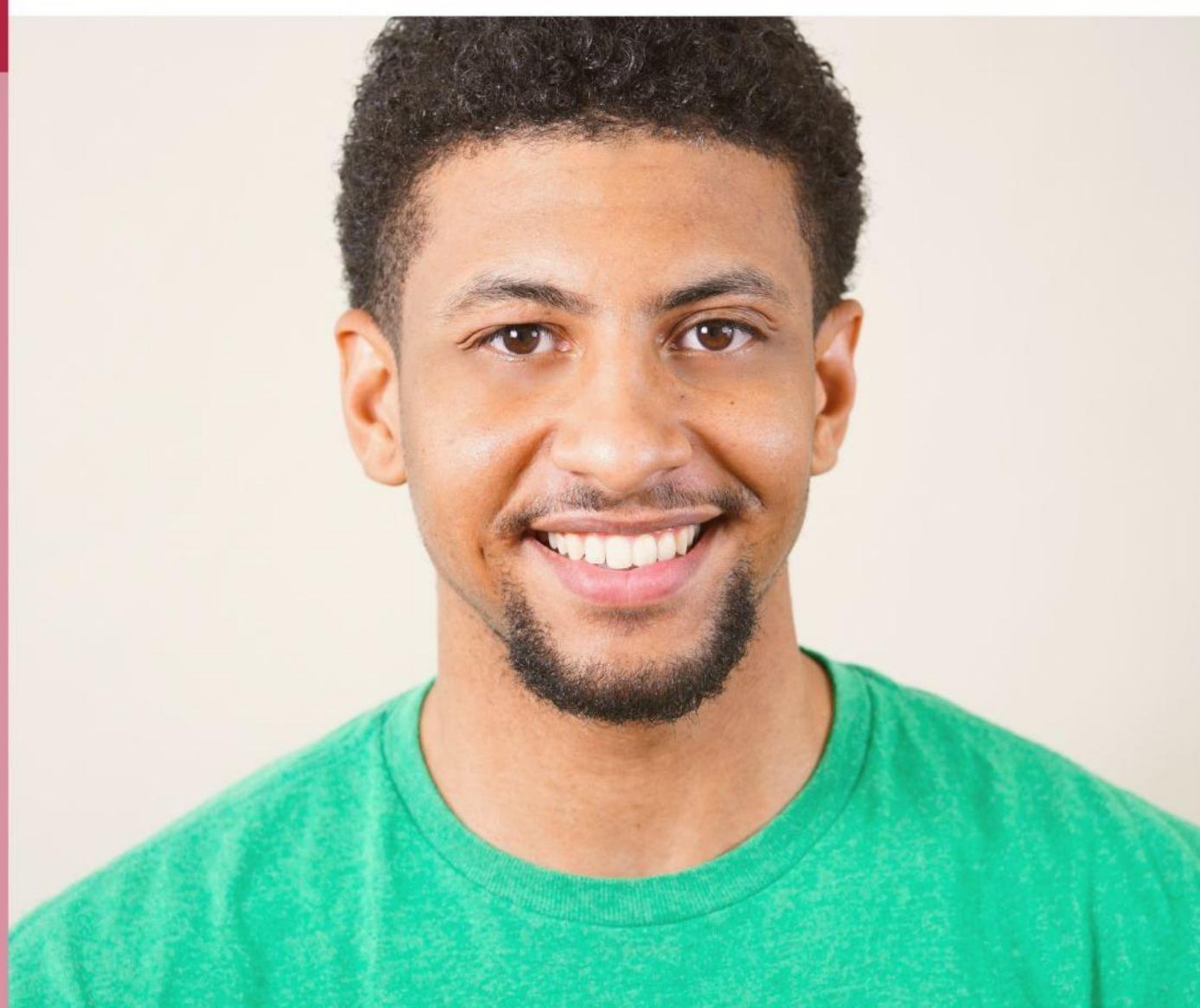
Looking to eat less takeout and learn a skill. Complete shopping and cooking tasks in minimum time, with minimum cleanup.

### Environment

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



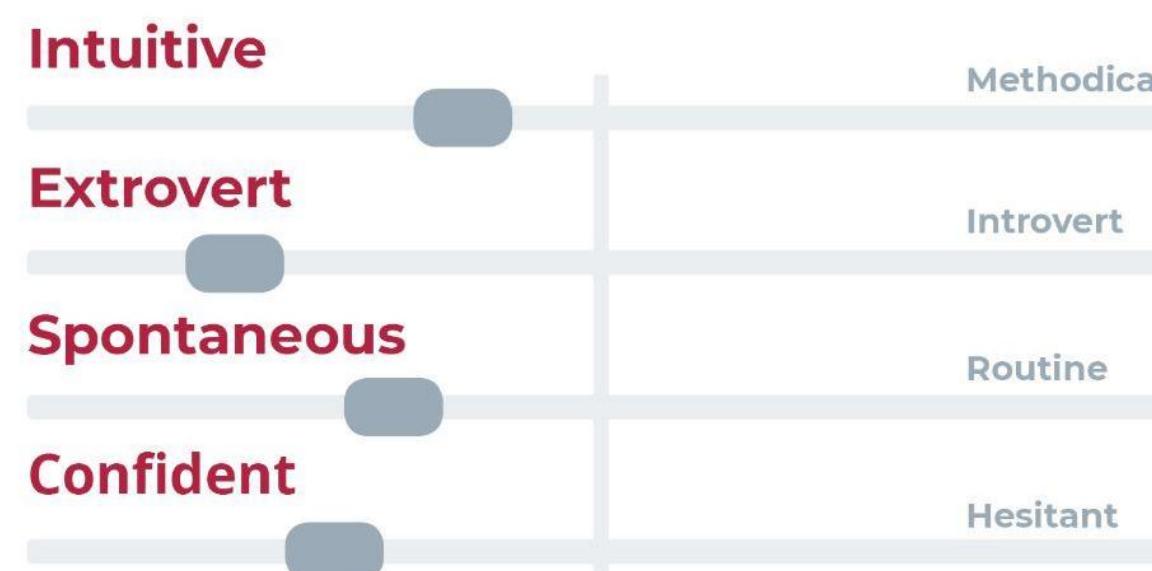
## MATTI THE HOST



**"I cook to show off my skills."**

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

### Personality

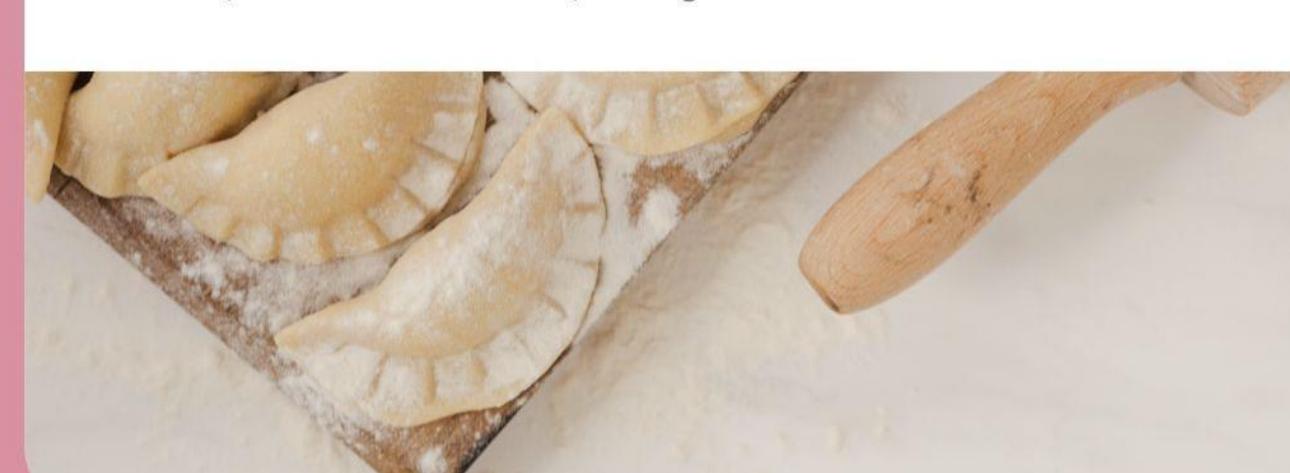


### Goals and tasks

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



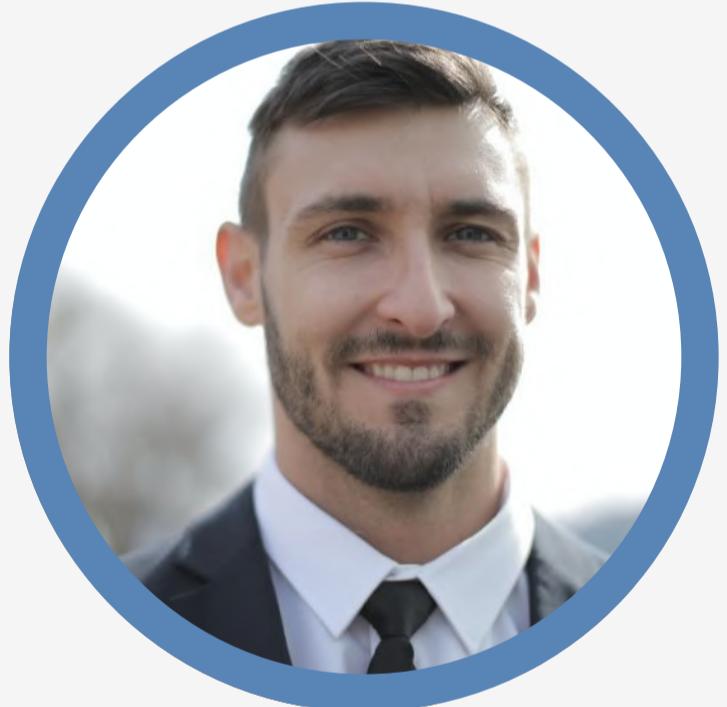
# USER STORIES AND FEATURES



"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.

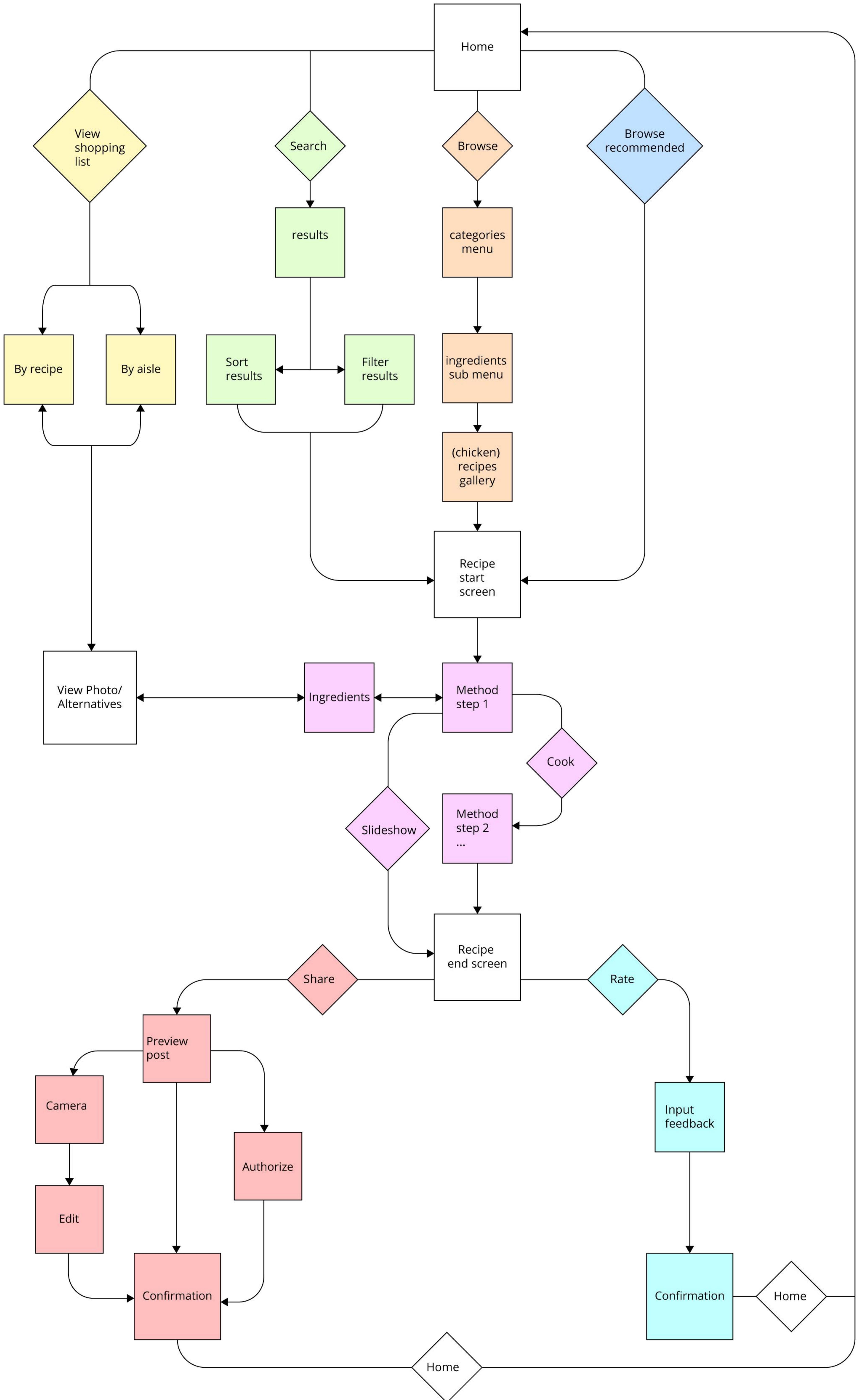


"When I make something I'm proud of, I want to share it on social media, so I can show off my skills."

## Features:

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

# USER FLOW

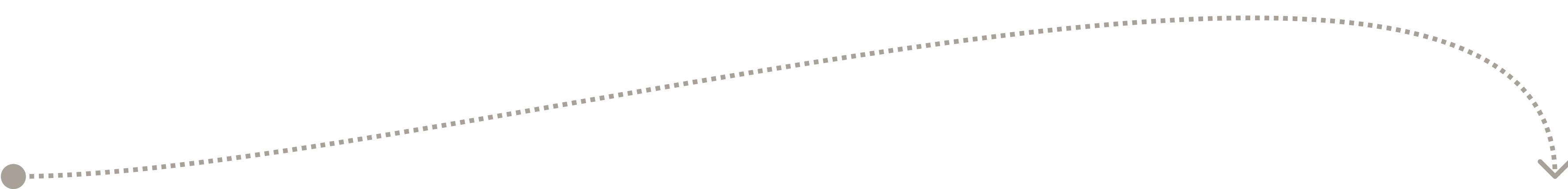


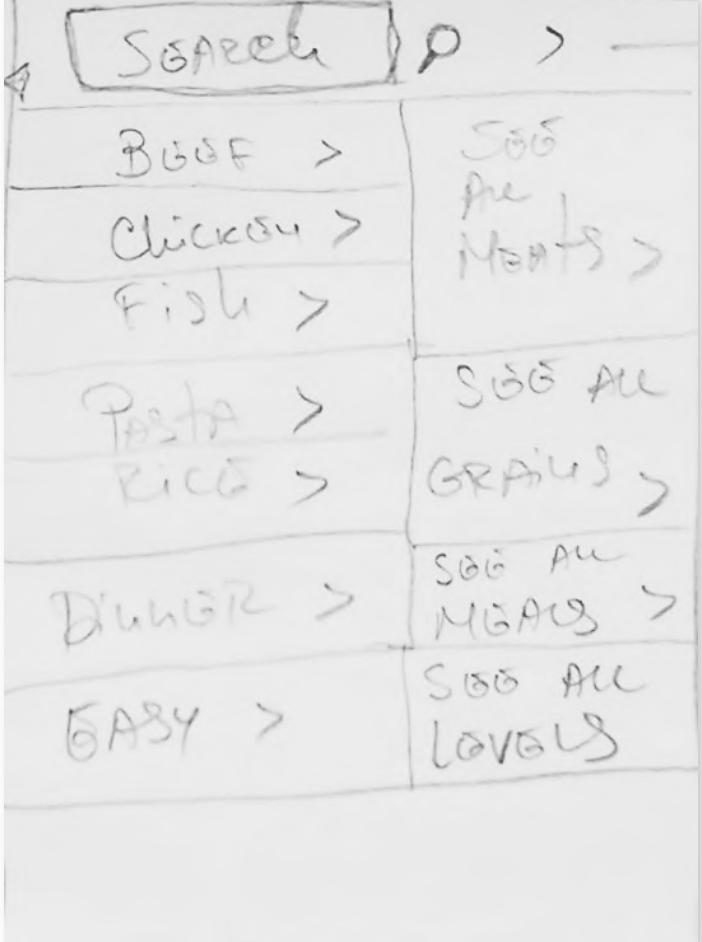
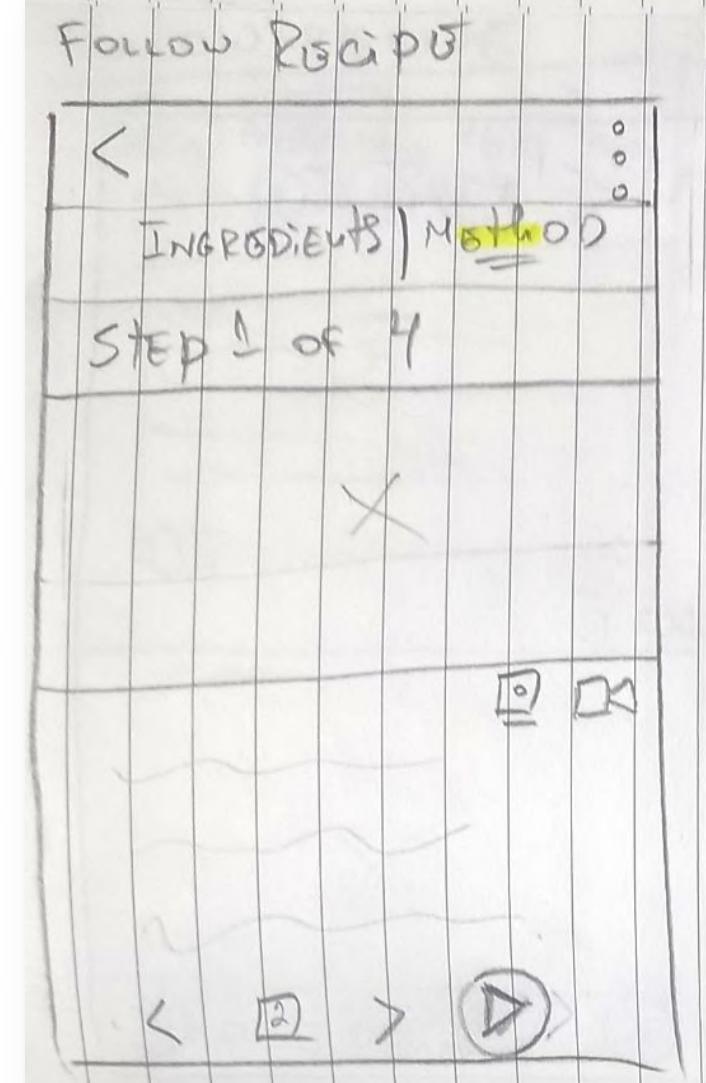
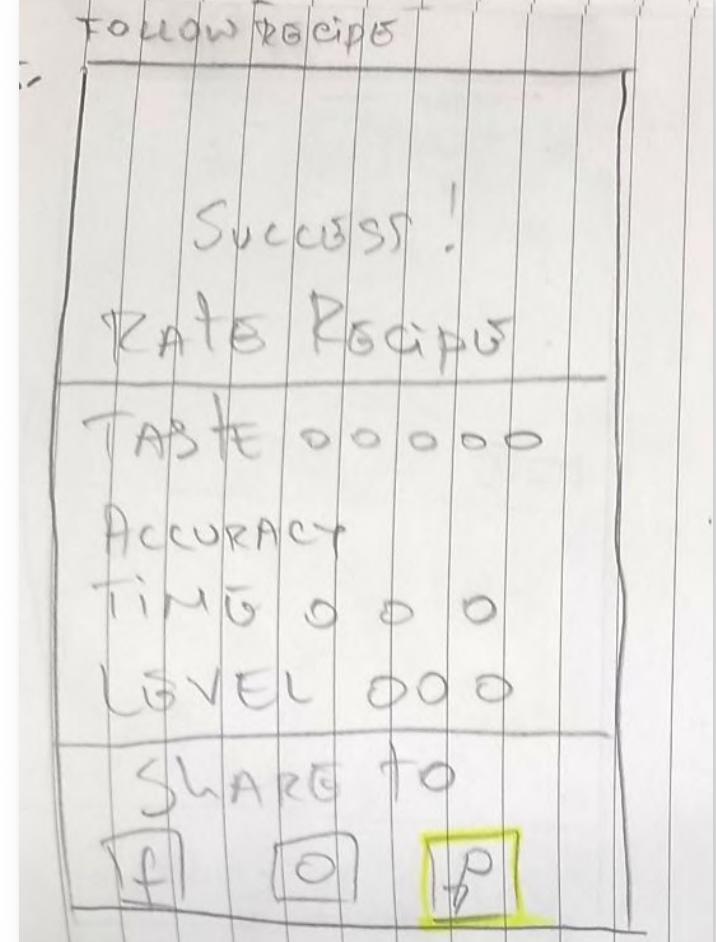
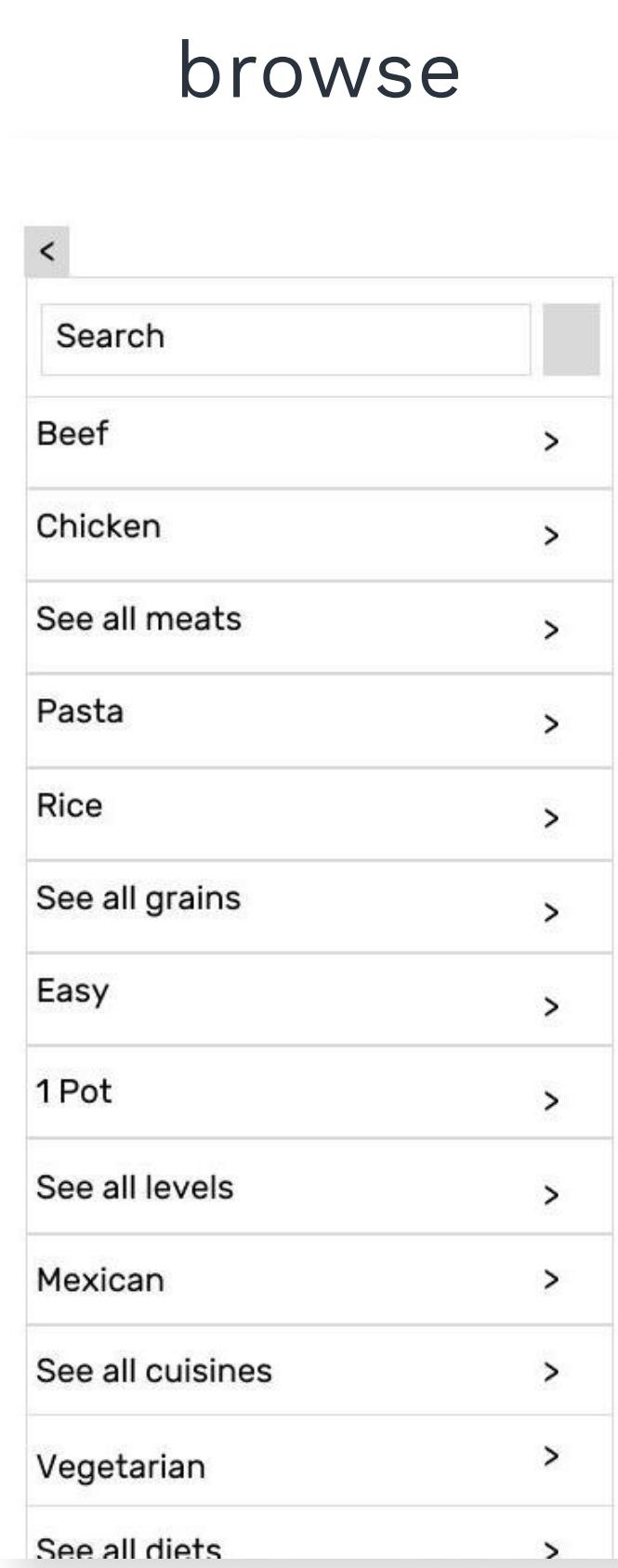
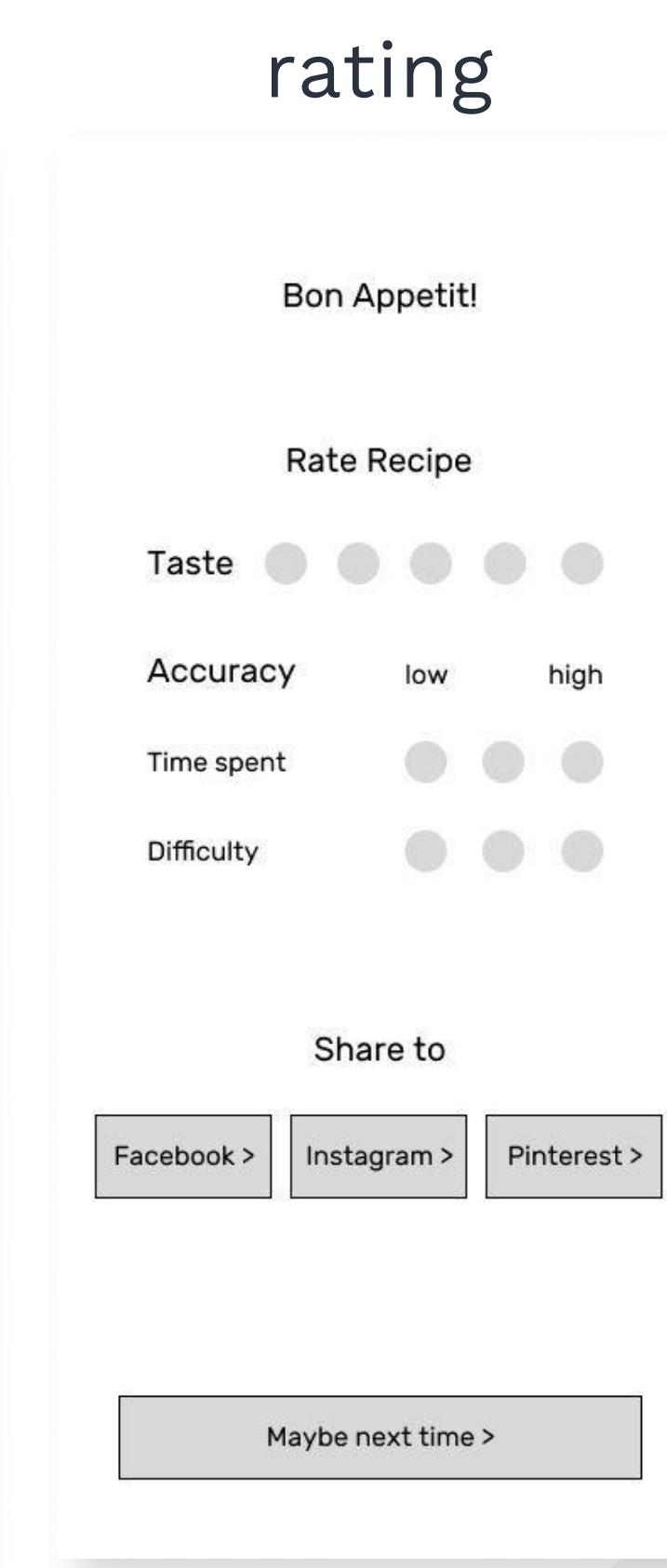
# SKETCHES

## Hurdle → Solution

Being on the road, I couldn't access simple tools such as markers, or even a table. So my rapid sketches were very messy and out of proportion: far too distracting for testing to be reliable.

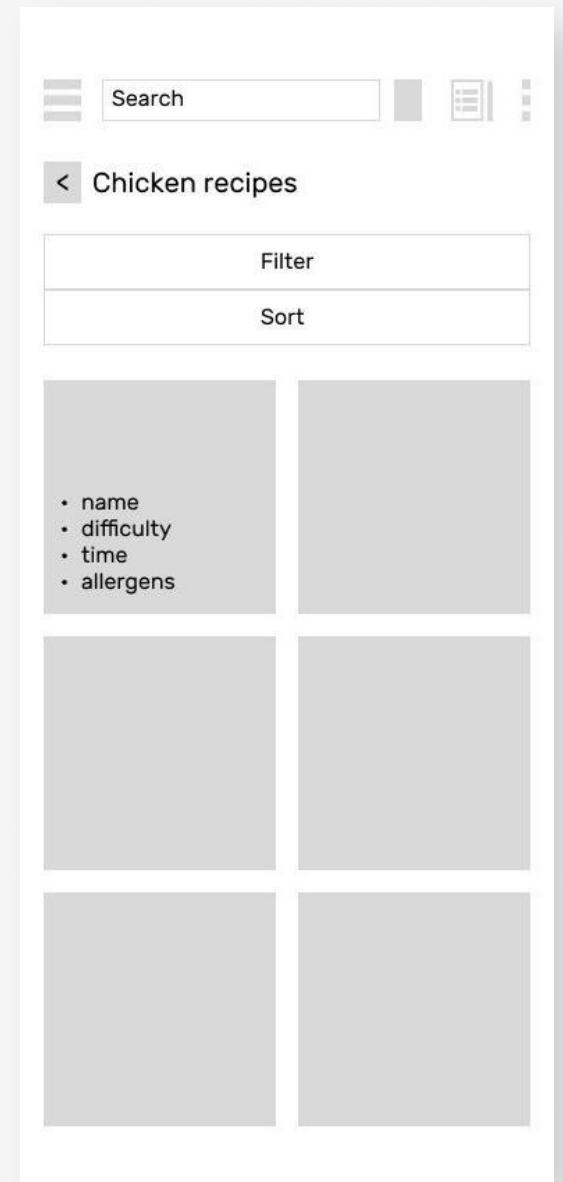
My solution? I digitized the sketches earlier than planned, to ensure testing could happen fast and give useful results early on.



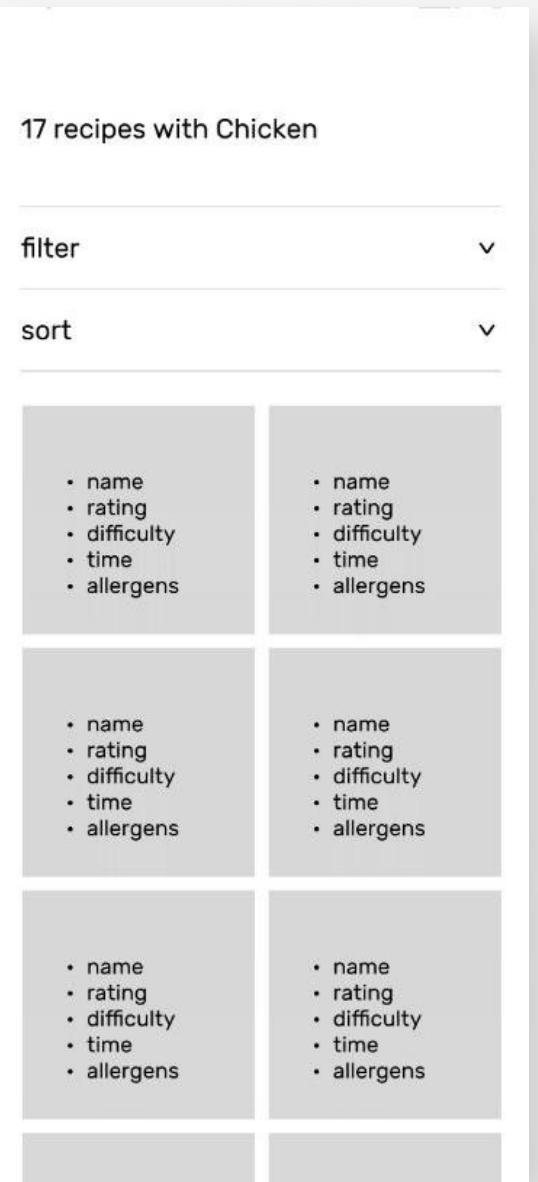
browse	method	rating	browse	method	rating
					

# LOW-FIDELITY WIREFRAMES

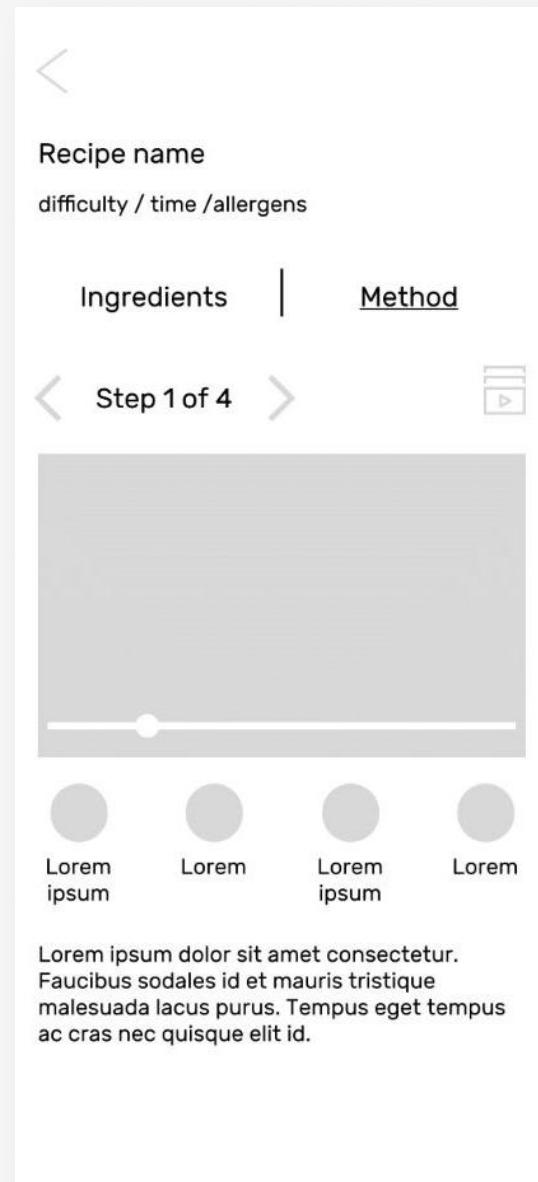
Home



Search



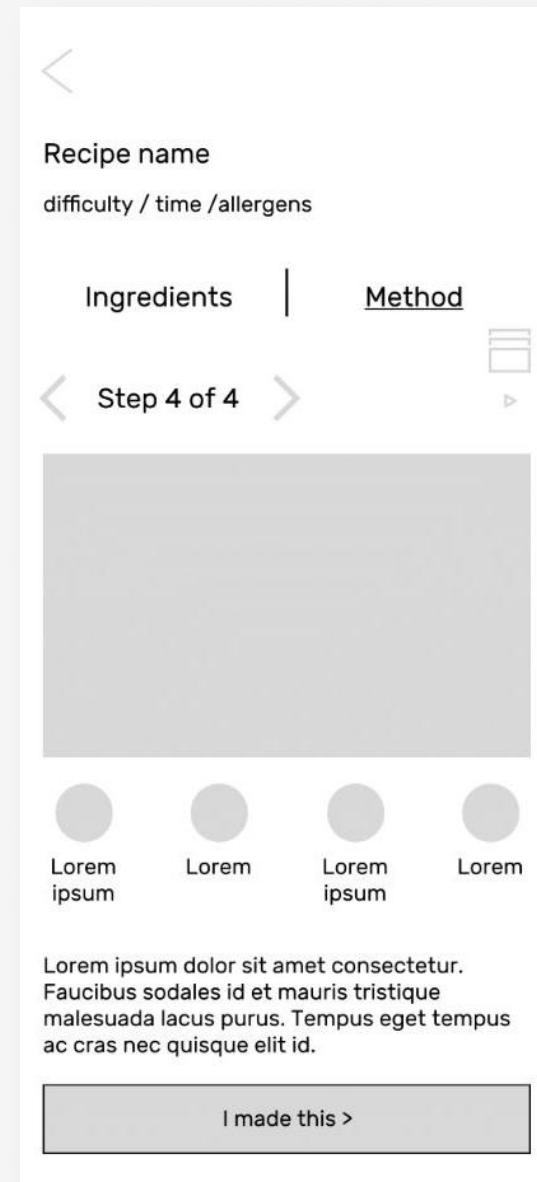
Play video



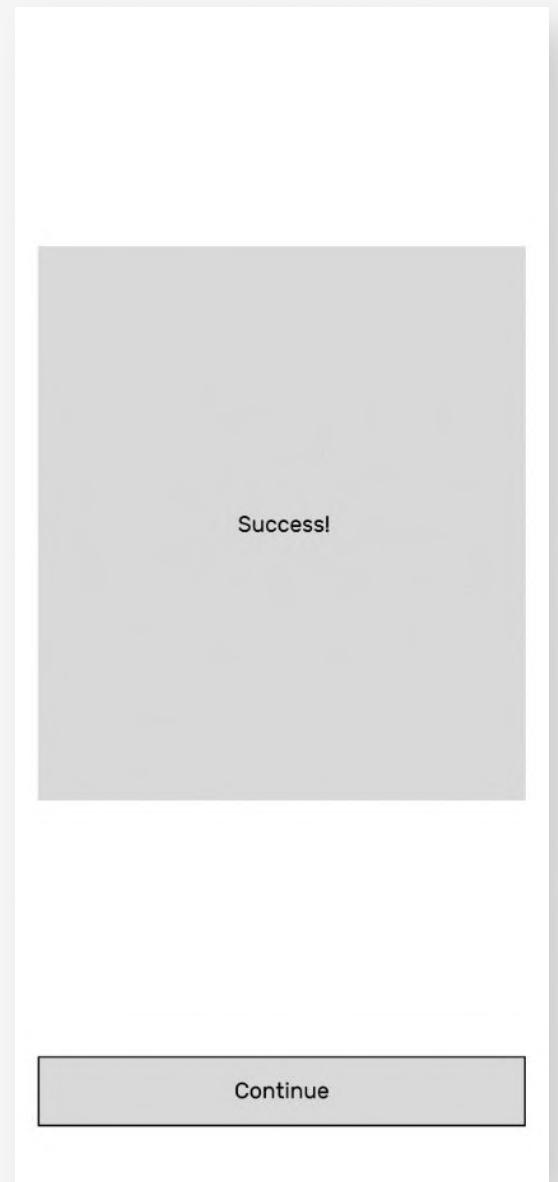
Slideshow



Last step



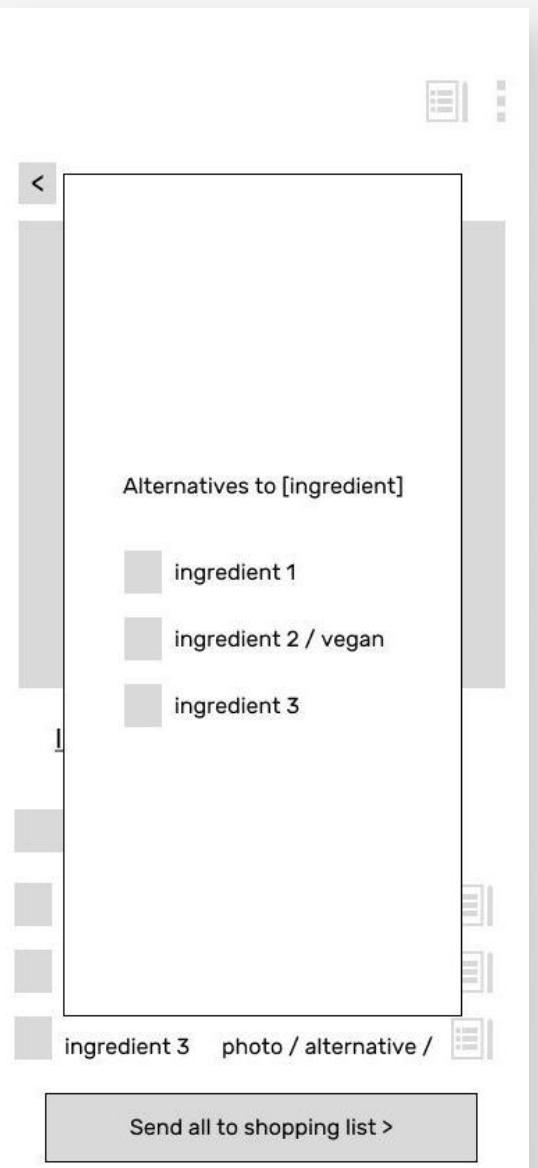
Confirm



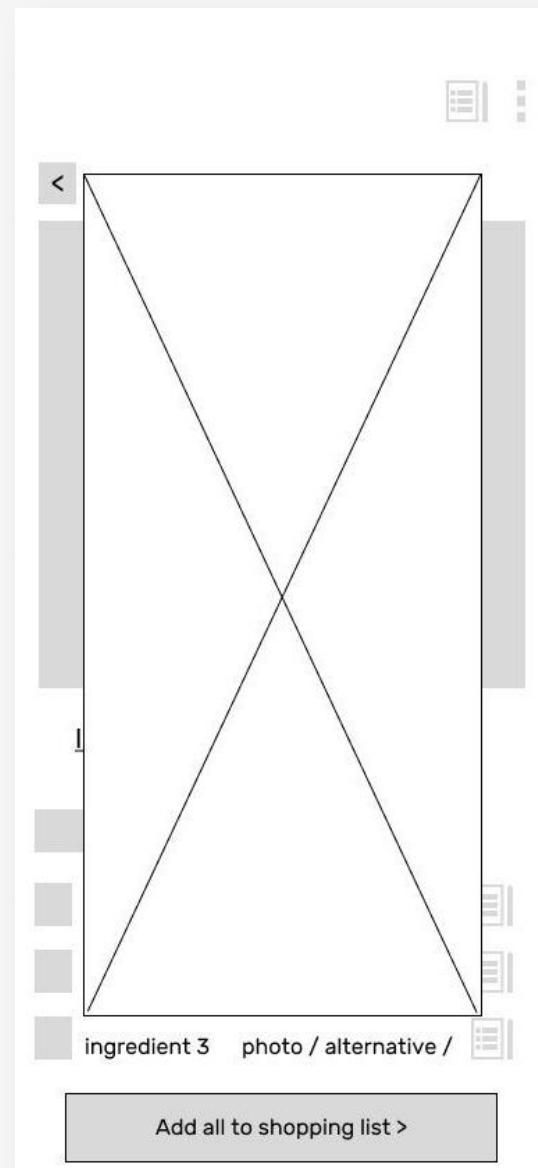
Ingredients



Ingr. detail



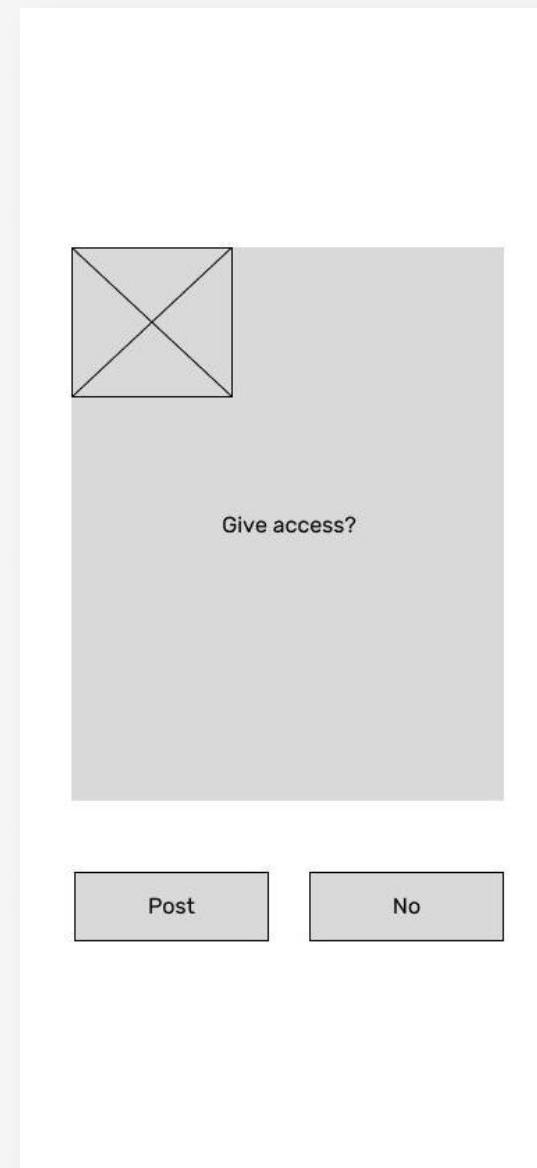
Info modal



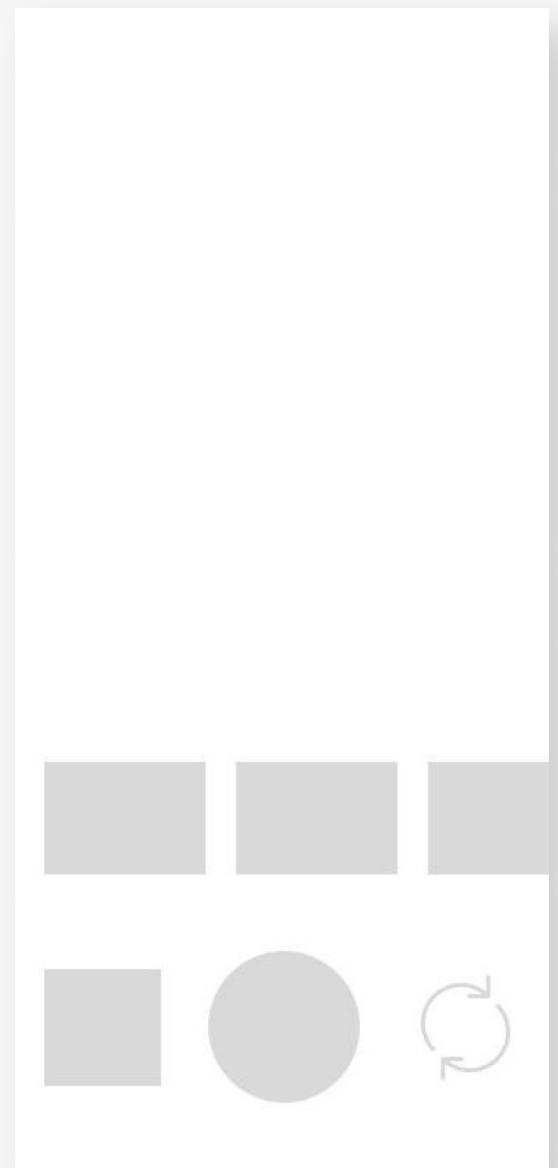
Shopping



Authorize



Camera



# TESTING THE PAPER PROTOTYPE

## Objective

To learn whether subjects can easily navigate the prototype to perform core tasks like search, follow recipe instructions, and share a post to social media. Participants performed these six tasks in a controlled environment:

### Task 1

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

### Task 3

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

### Task 5

You're cooking, and encounter an unknown technique. Play the video demo.

### Task 2

You've finished cooking. The meal looks delicious and it was easy to make, but it took longer than you expected.  
Rate the recipe.

### Task 4

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

### Task 6

You have some chicken in the fridge, so you want to cook that. Find a chicken recipe of your choice.

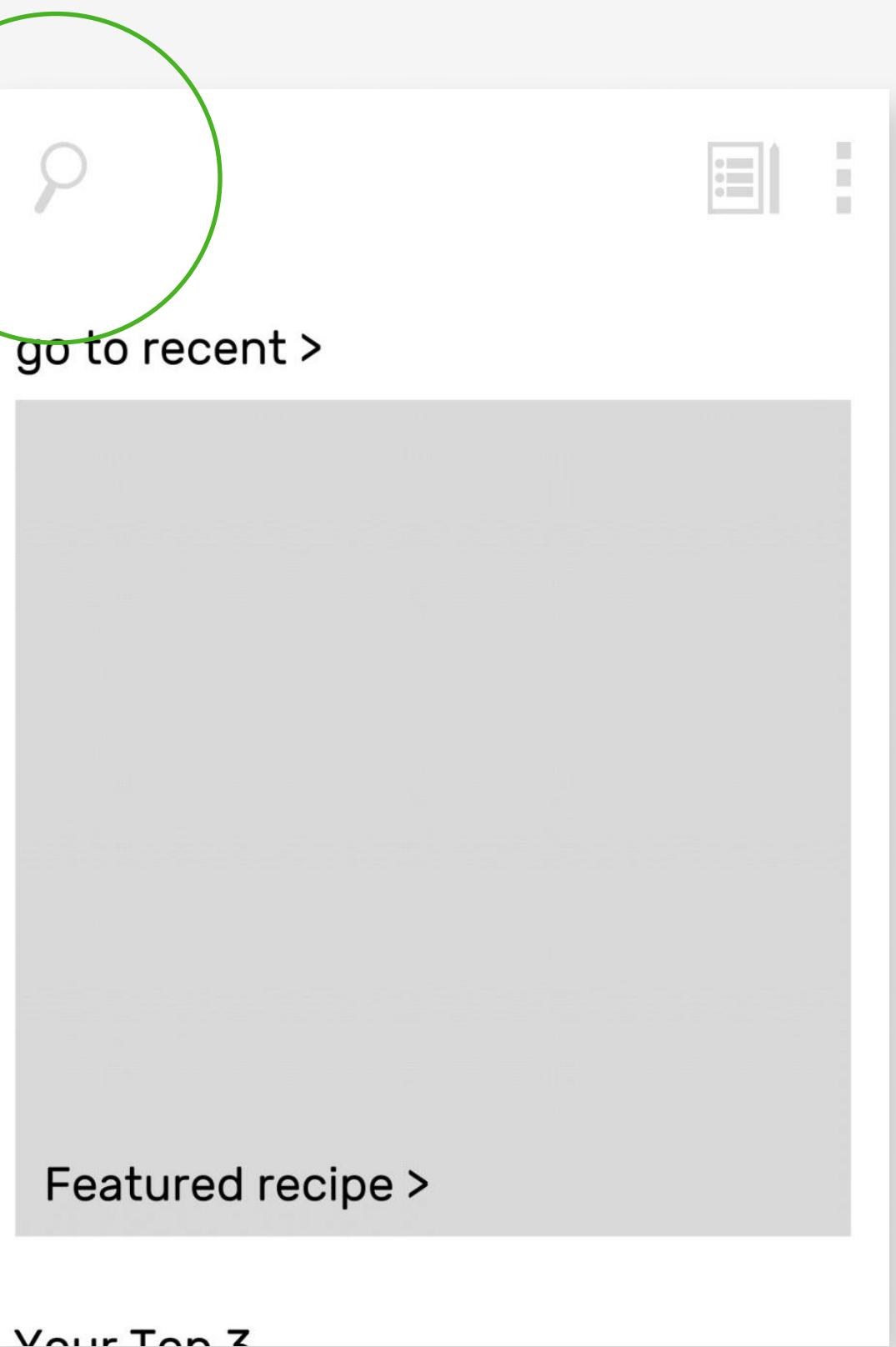
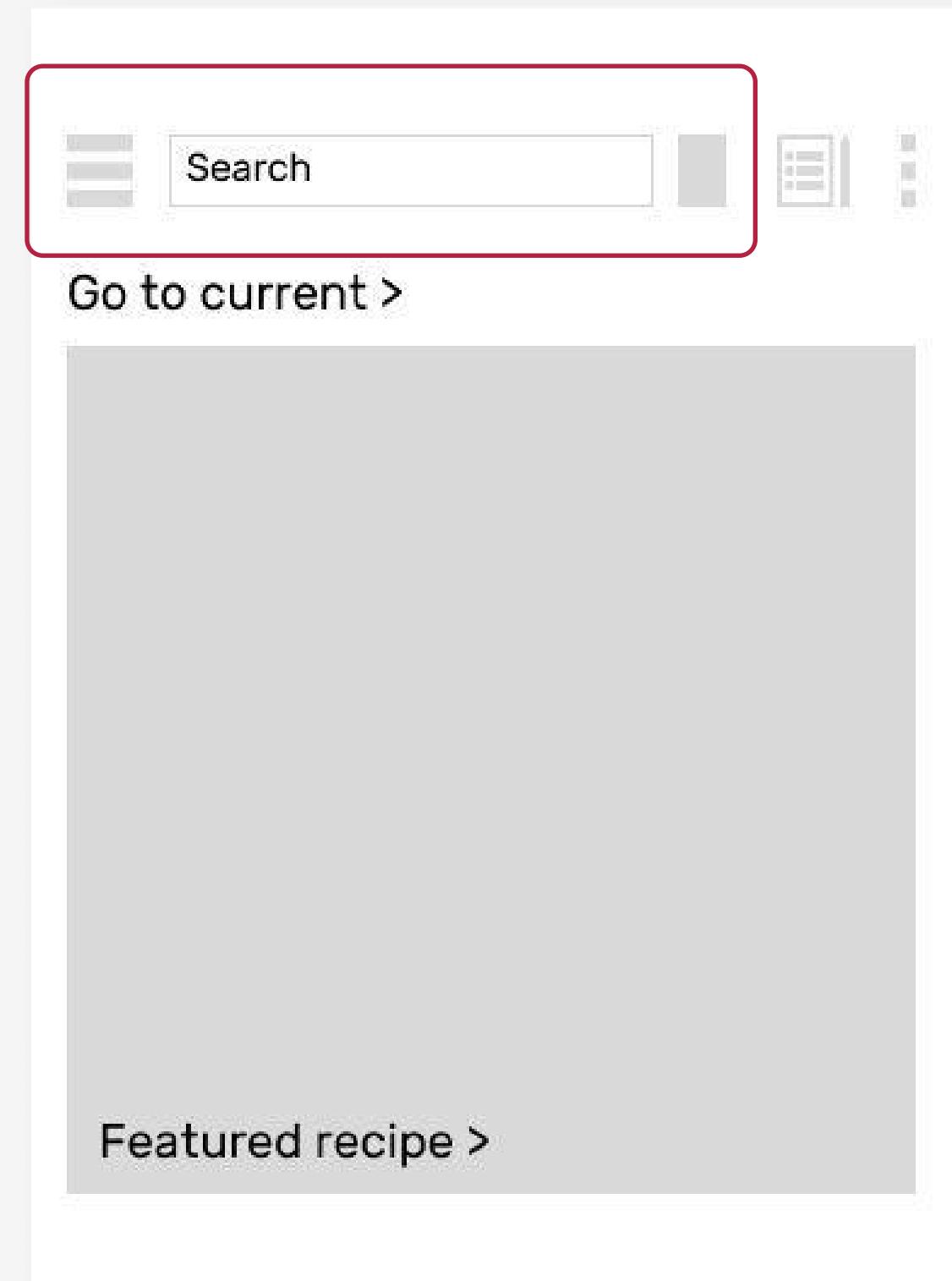
# PAIN POINTS AND SOLUTIONS

## 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.

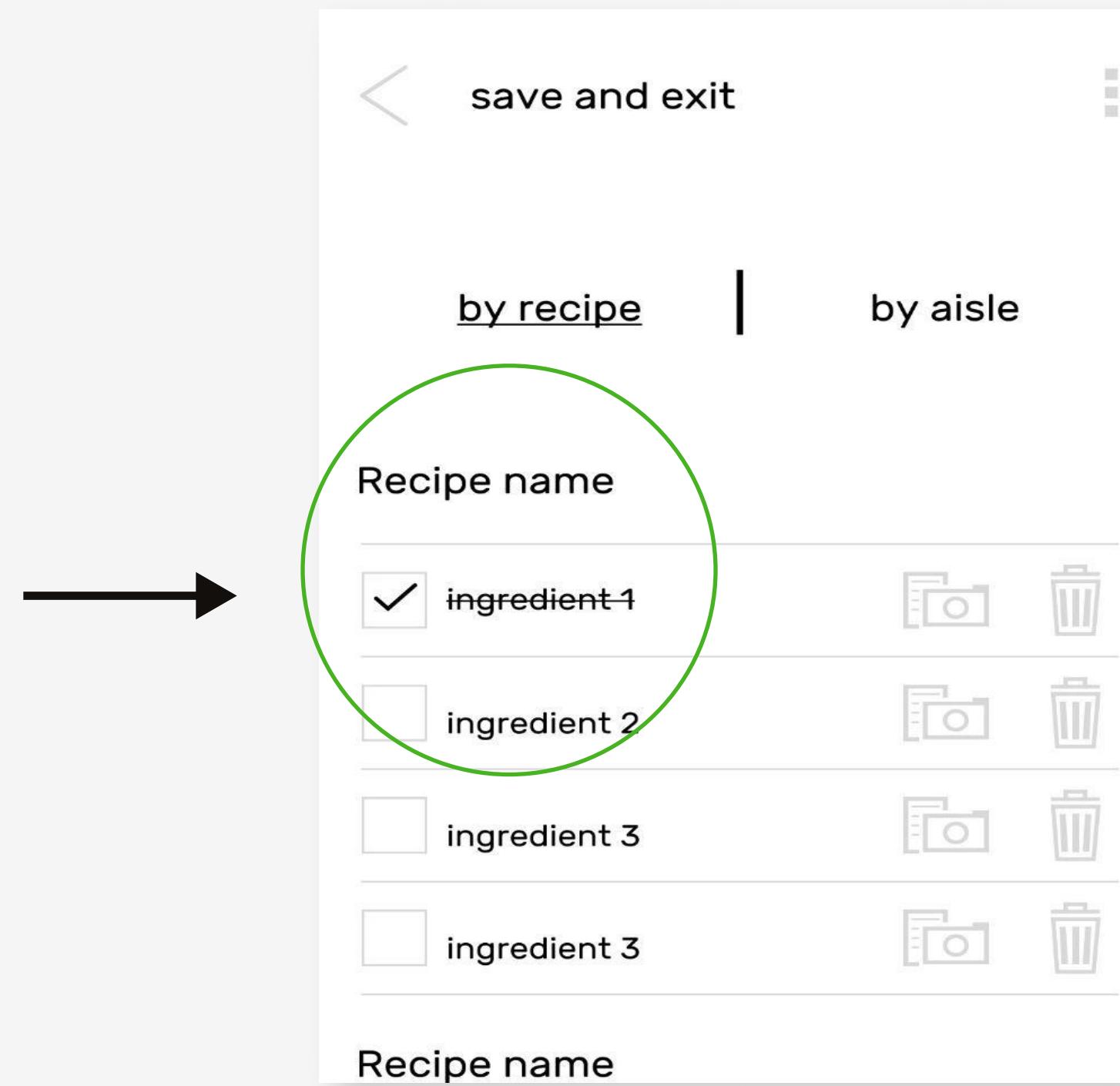


# Shopping List

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.

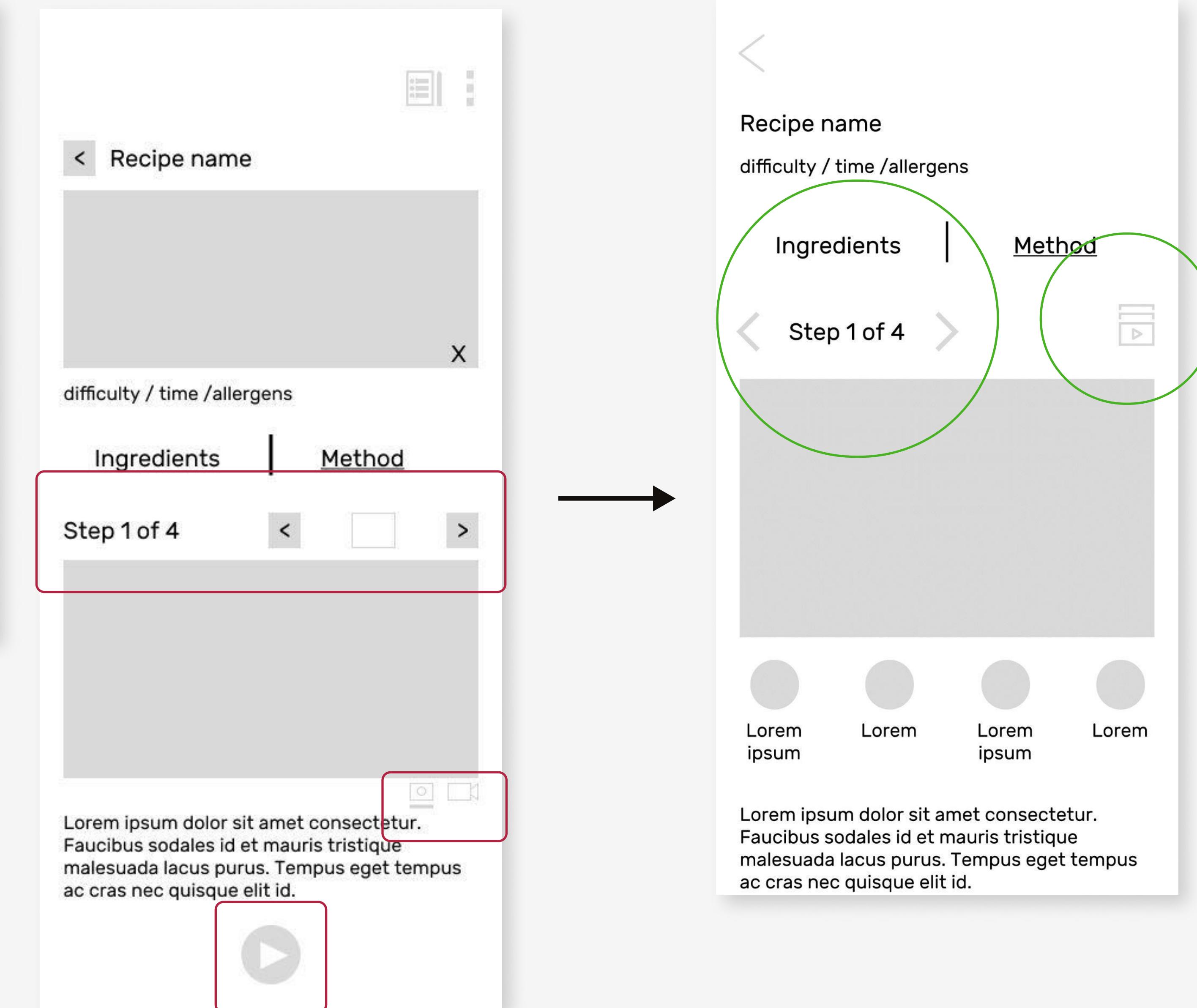


# Recipe Method

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.



# 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!

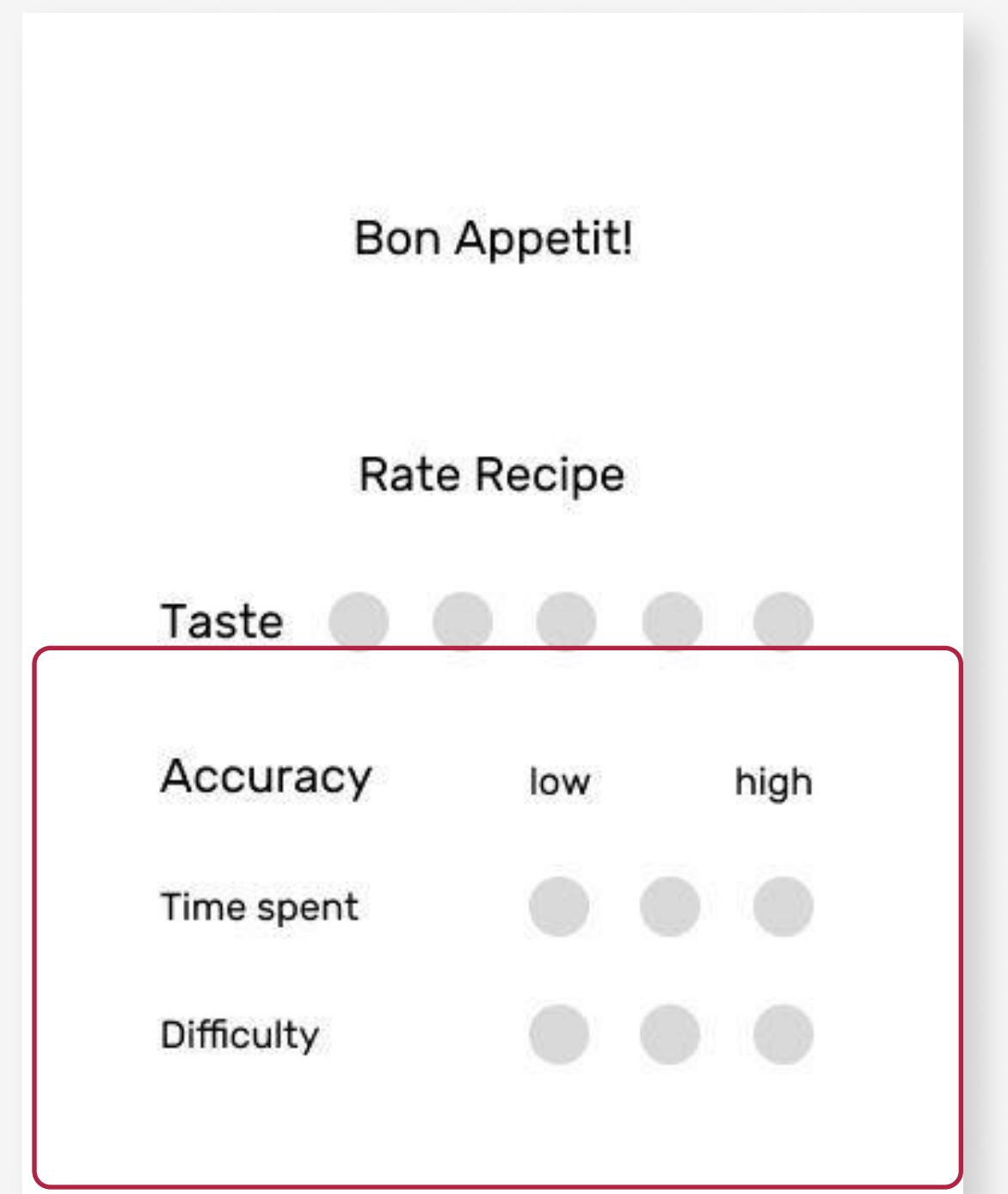
Rate Recipe

Taste

Accuracy low high

Time spent

Difficulty



Bon Appetit!

Rate Recipe

Taste

How long did it take?

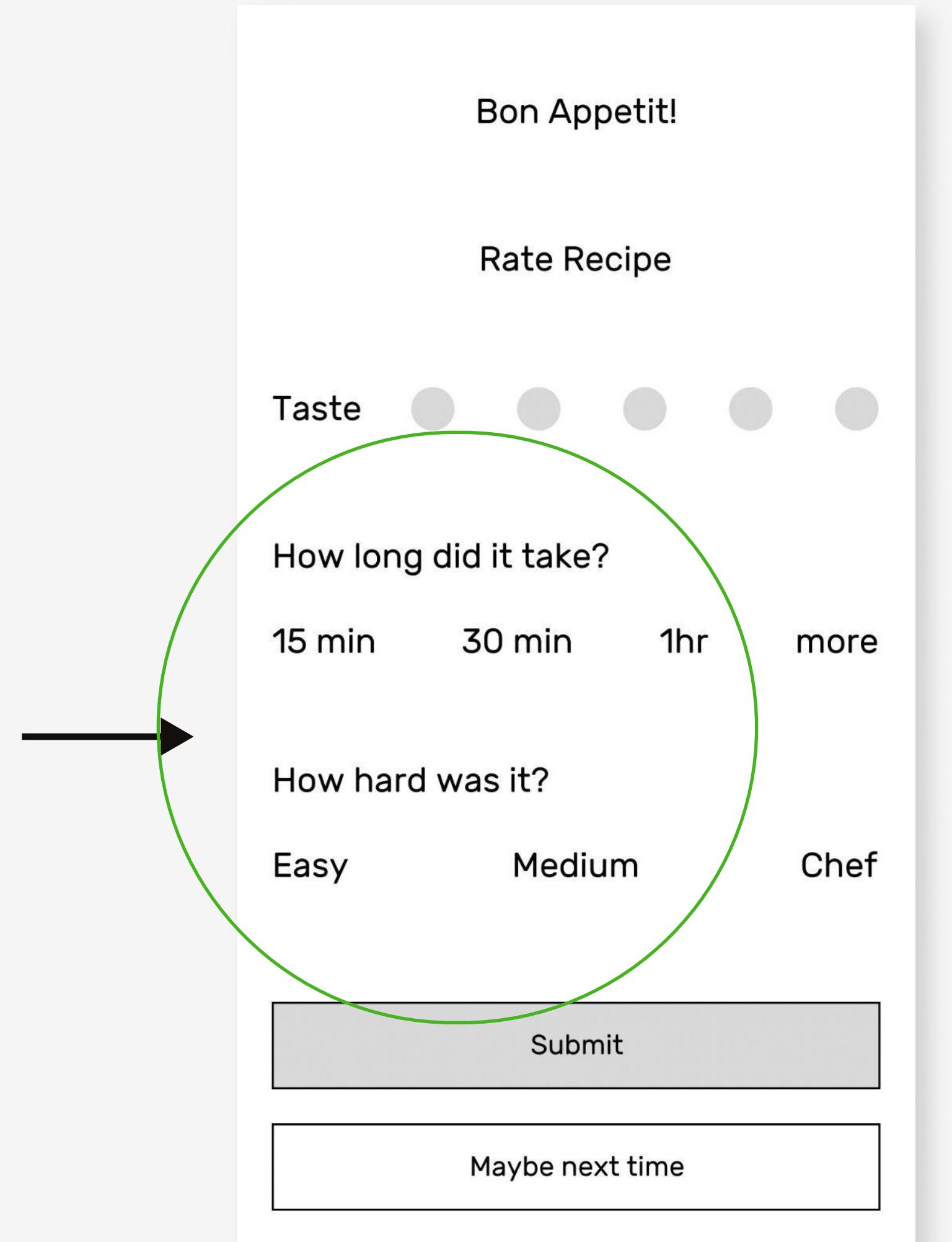
15 min 30 min 1hr more

How hard was it?

Easy Medium Chef

Submit

Maybe next time



# UI PHASE

## So what is “masculine UI” ?

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

1. Bold Typography
2. Dark Background

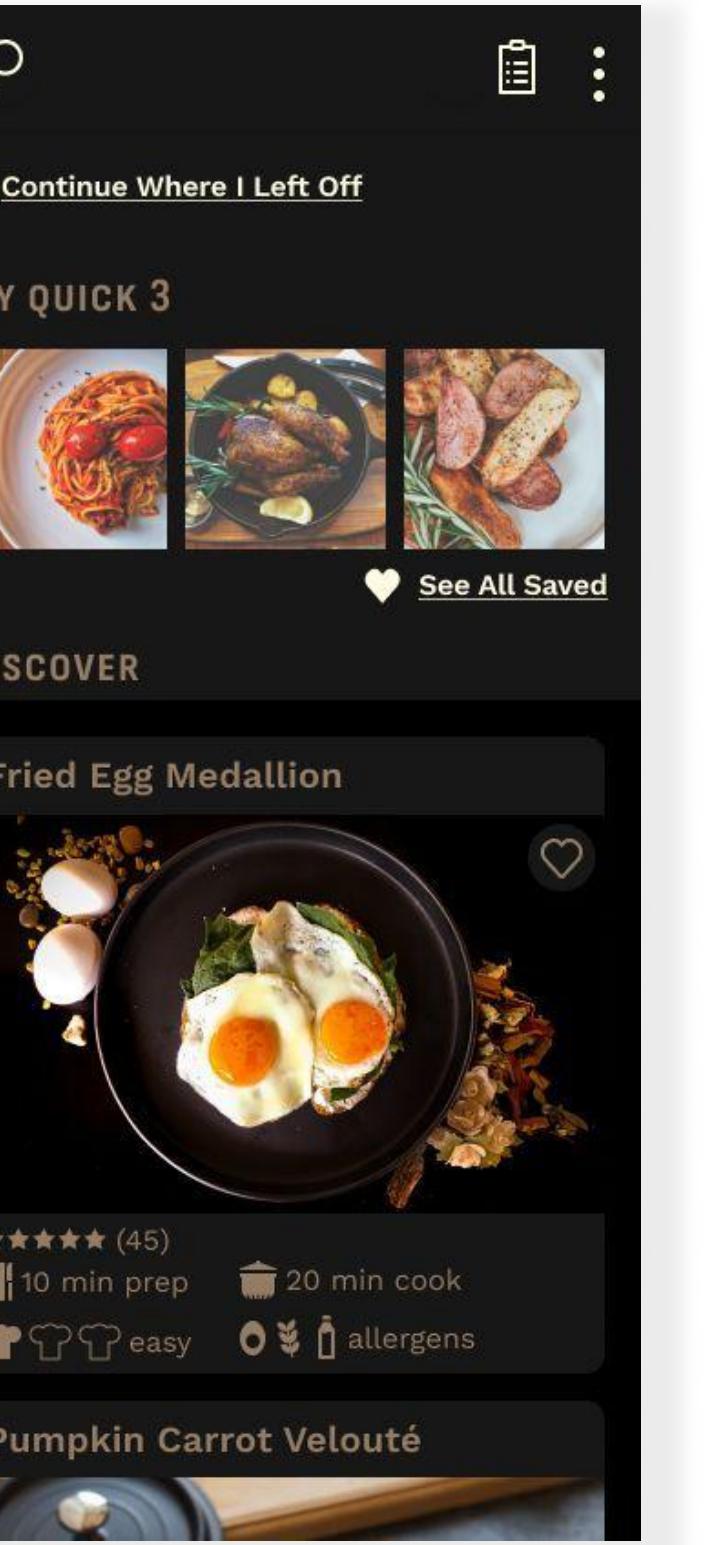
I added two more important rules for the UI of COOKSHOP.

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.

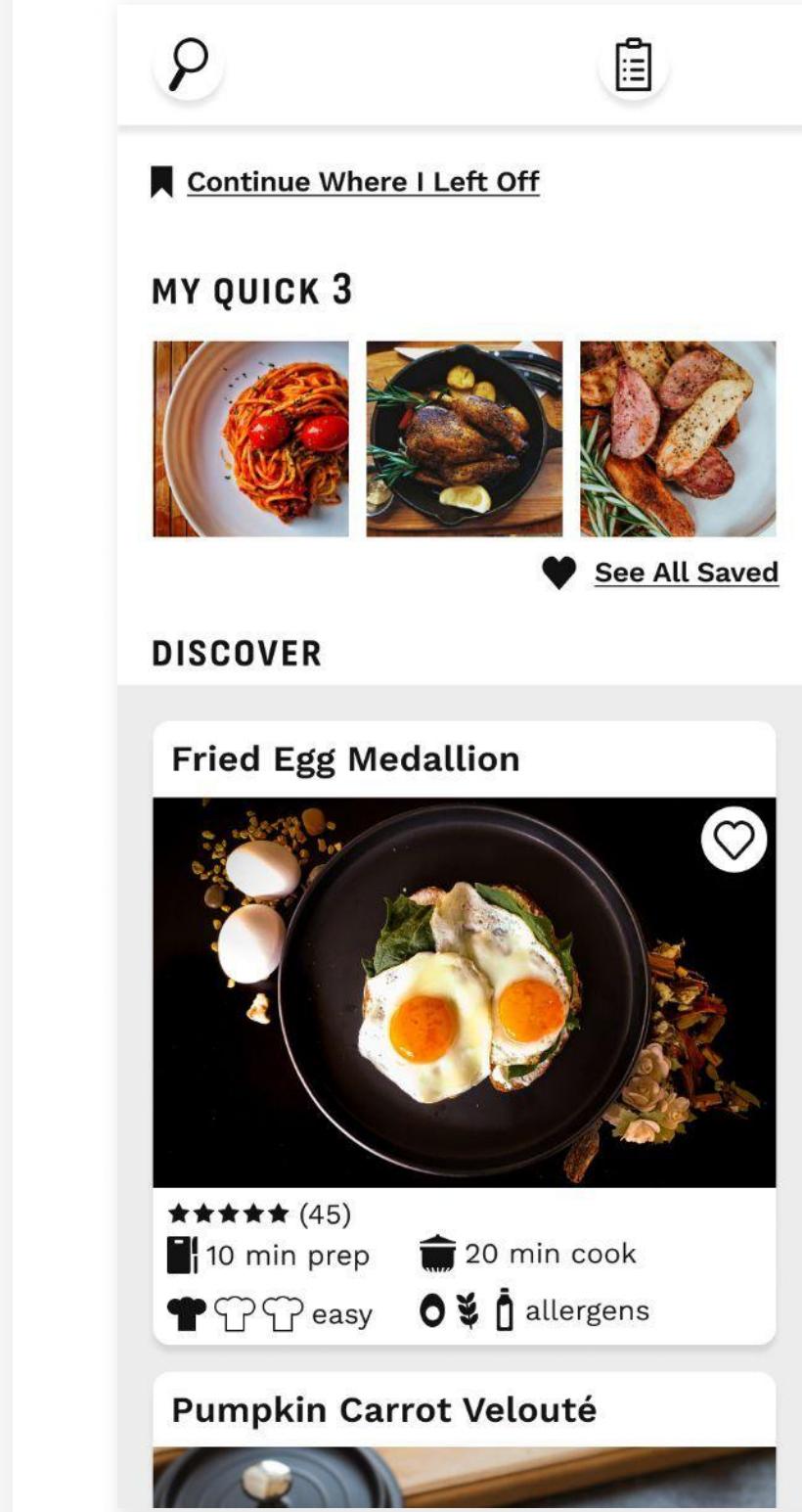


See how it went →



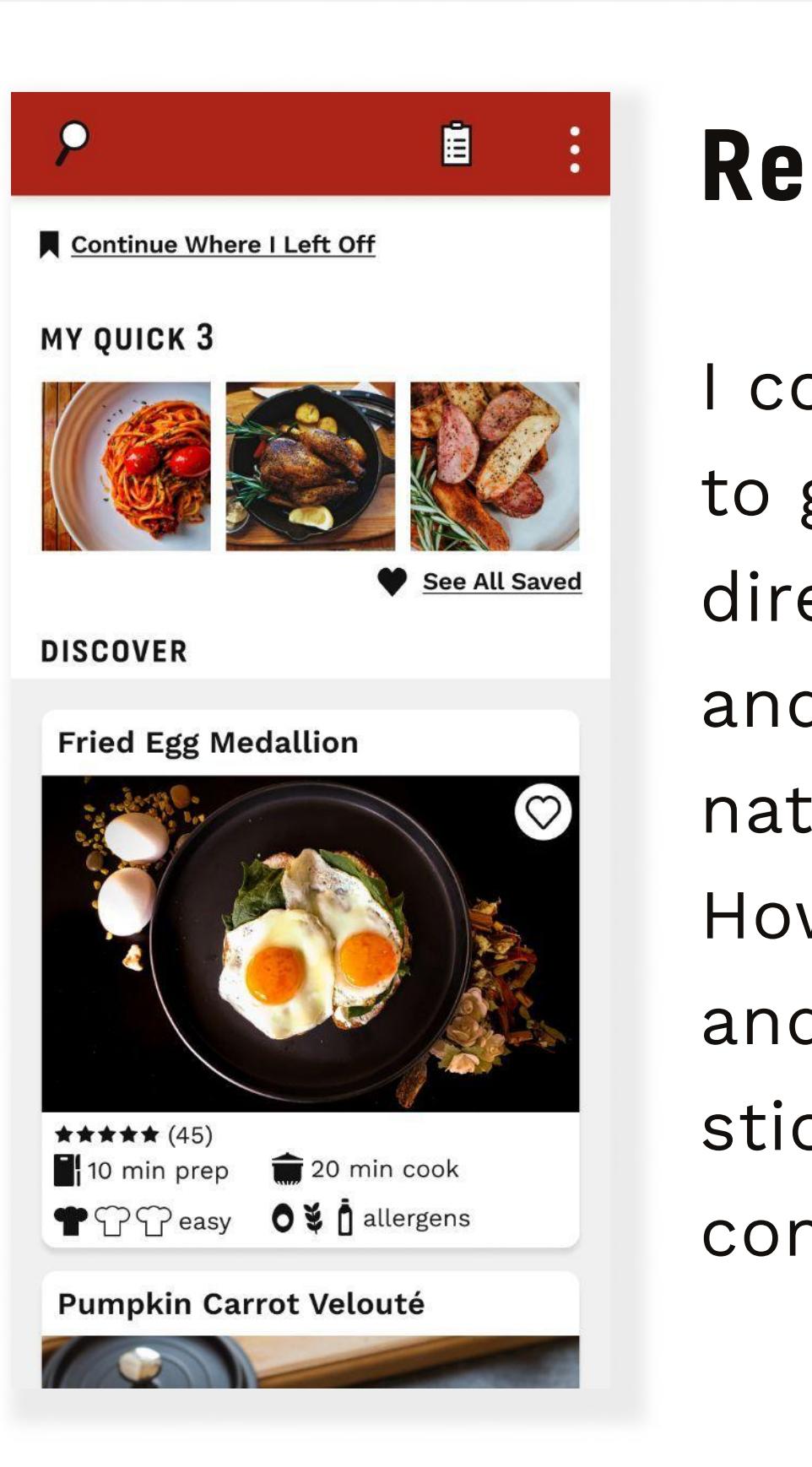
# Nope

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



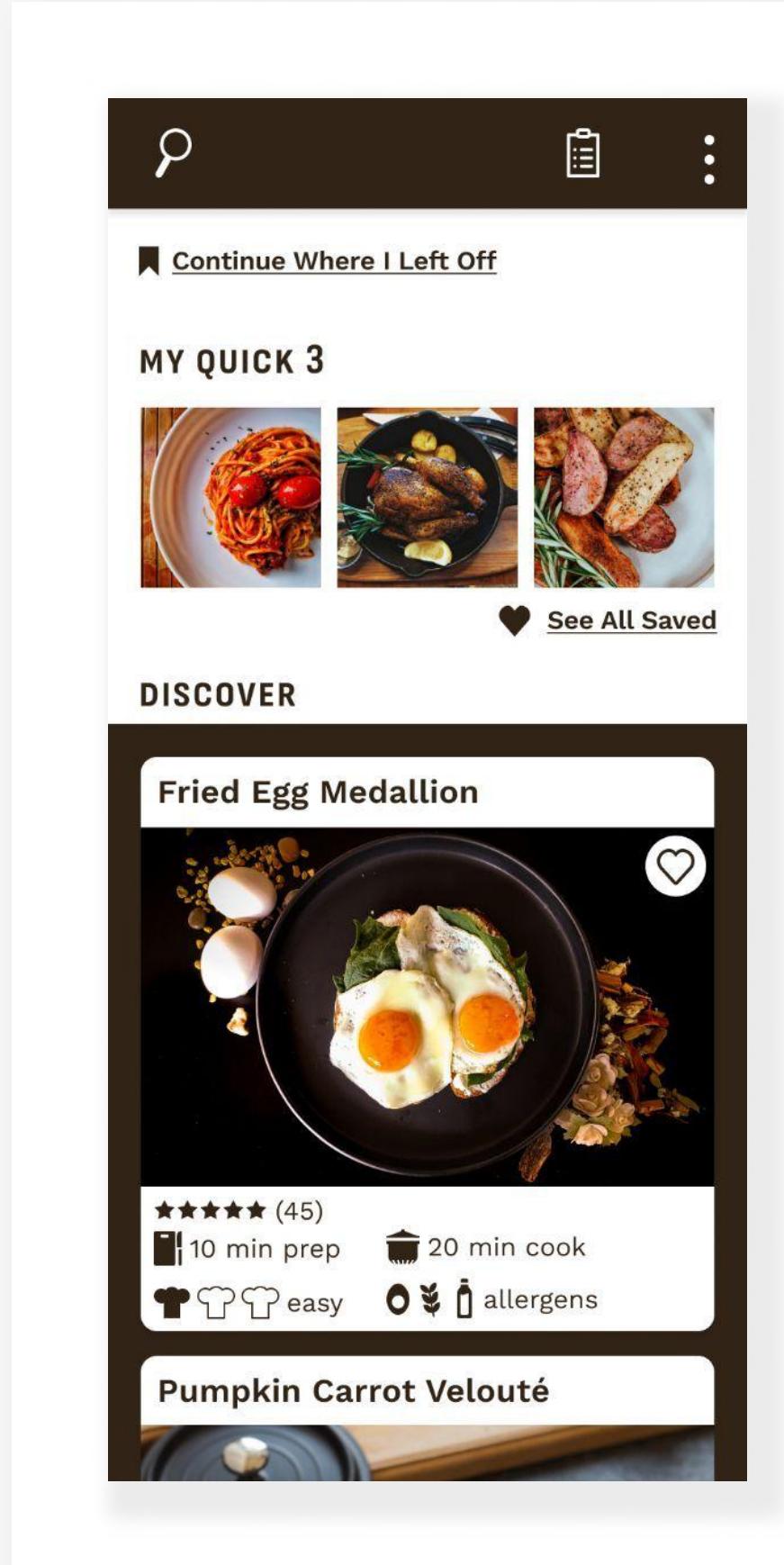
# Nope

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



## Red?

I conducted a preference test to get an idea about a color direction. Red is masculine and spurs the appetite; it's a natural for a recipe brand. However it can be stressful, and Error messages will not stick out. Would users connect to a red app?



## Brown?

Brown is bold and warm, so it could work: but will users relate to it as a recipe app that offers more than grilled specialties?

## Hurdle → Solution

With over 70 participants, the Preference Test results were an even 50/50 split. I still didn't know if users wanted a bold and spicy brand color, or a dark UI.

My solution was to use long-form feedback I collected during the preference test. Subjects were prompted to explain **Why** they voted the way they did. This proved invaluable in helping me understand user priorities-

1. excitement: 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!



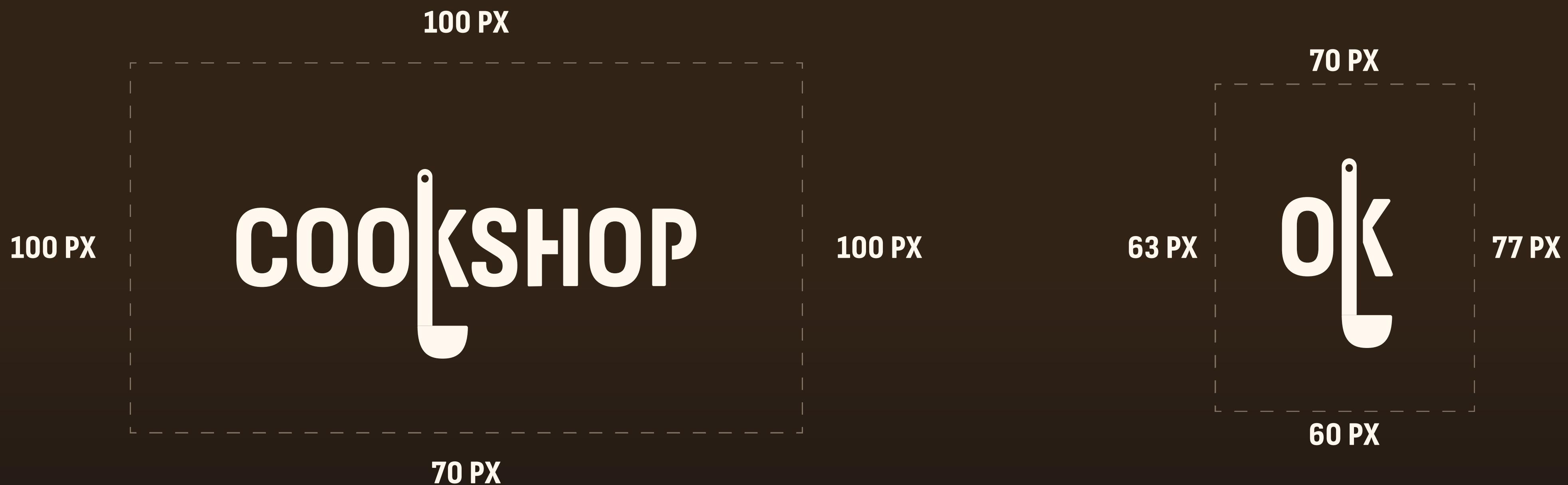
# STYLE GUIDE

## Logo



The logo is typography-based. I set the app name in the brand typeface - Sofia Sans, then added stencil gaps to the “H” and “P”. This references traditionally masculine environments, like woodshops. Then I modified the “K” by transforming the vertical bar into a ladle to reference cooking. These moments directly reflect the brand name, and set up the expectation for a masculine space for cooking.

When space is limited, a reduction of the logo can be used in place of the full mockup. I opted to keep the middle, so it reads “OK”.



# Typography

Sofia Sans Condensed is an elegant geometric typeface with a slightly vintage, utilitarian look reminiscent of a barbershop sign.

SOFIA SANS CONDENSED

# Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm**  
**Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

Work Sans provides nice contrast and legibility at small sizes.

WORK SANS

# Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm**  
**Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

## Example

# COOKSHOP

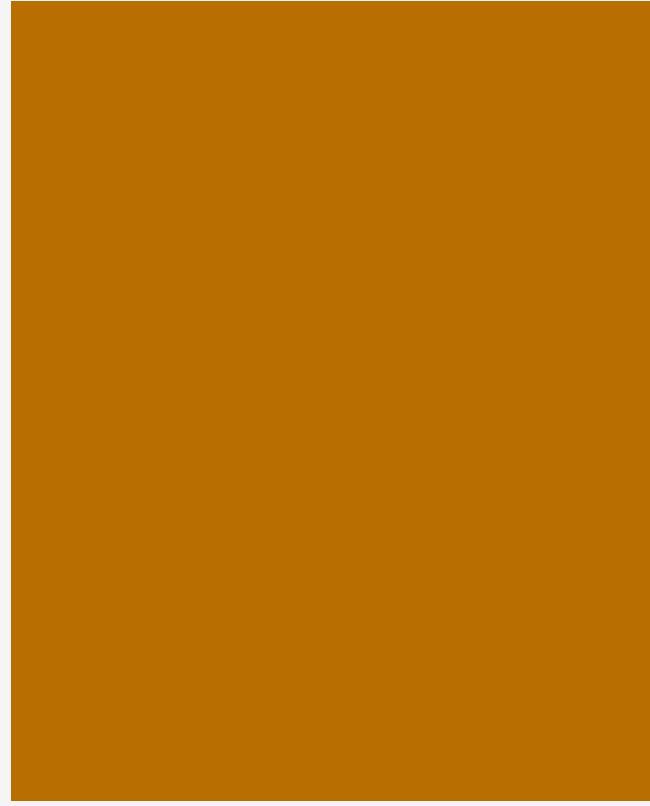
## Ossobucco

A traditional Italian dish of tender braised veal shanks cooked in a rich and flavorful sauce, flavored with aromatic vegetables, herbs, and white wine.

# Color Styles

Primary

**Leather**

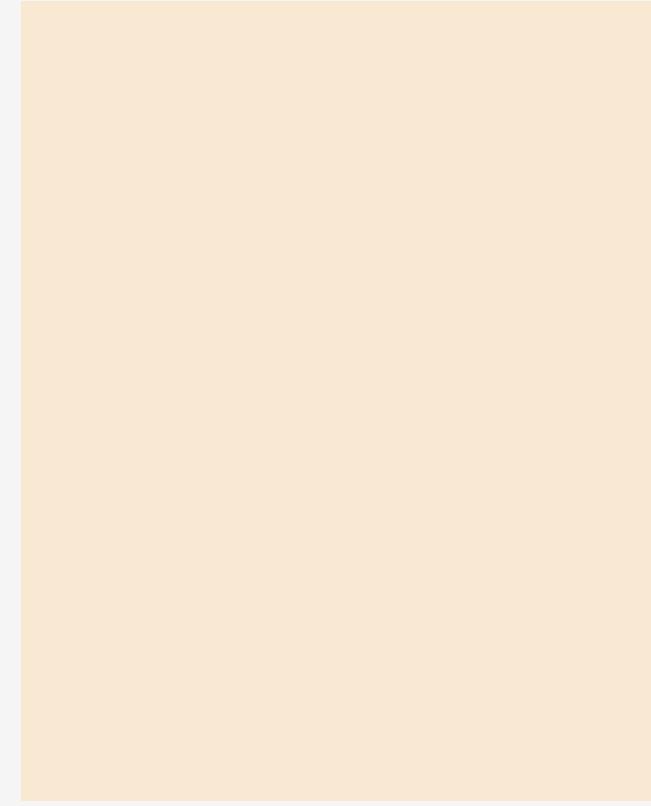


**HEX #AC6700**

primary CTA

Secondary

**Butter**



**HEX #FAE9D2**

secondary  
actions, links

Accent

**Grass**



**HEX #FFF8EF**

Highlights,  
slideshow  
mode

Backgrounds

**Cigar**



**HEX #322317**

backgrounds,  
surfaces

Text

**Coal**



**HEX #2A1D13**

Text on light  
backgrounds.

# Components

## Buttons

Buttons	Navigation	Switcher
 Primary		
 Secondary		
 Clicked state		

## Switcher, Toggle, Text Field, Tooltip

Toggle	Checkbox	Text Field	Tooltip
 Slideshow mode is <b>ON</b>			
 Slideshow mode is <b>OFF</b>			

## Lists

Recipe Ingredient	COCKTAILS	Menu item: Vertical (mobile)	Flyout (kebab) menu

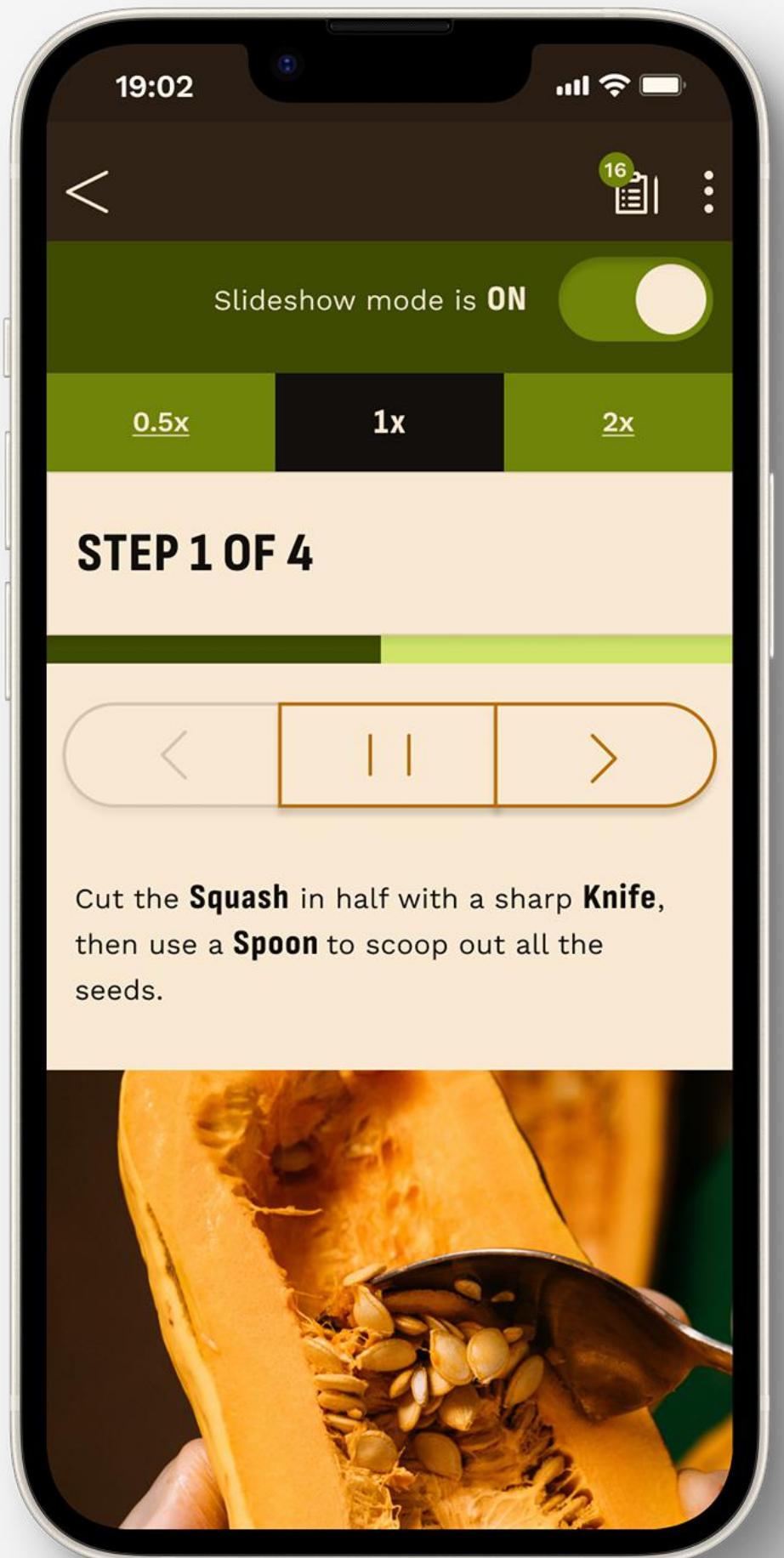
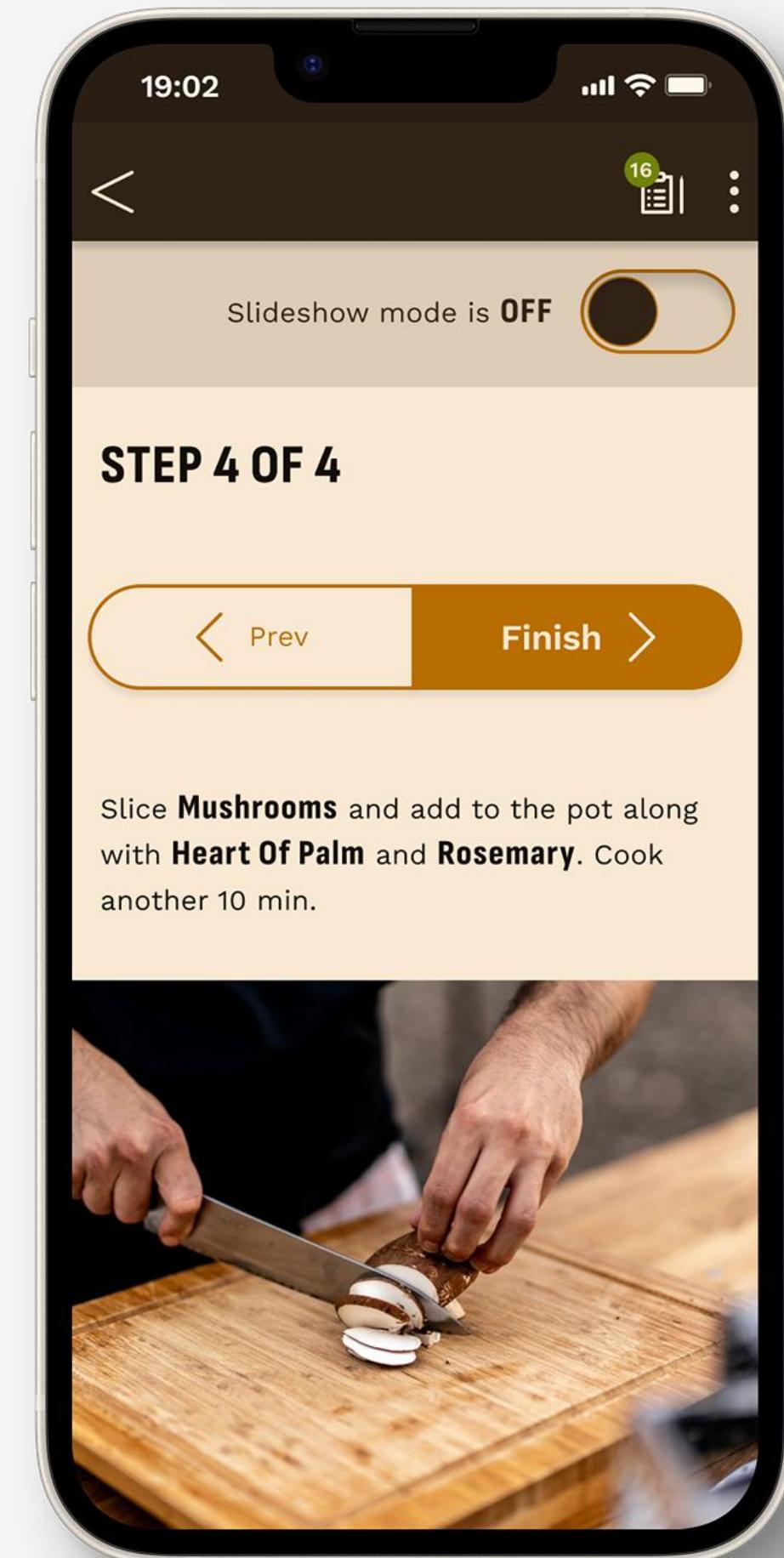
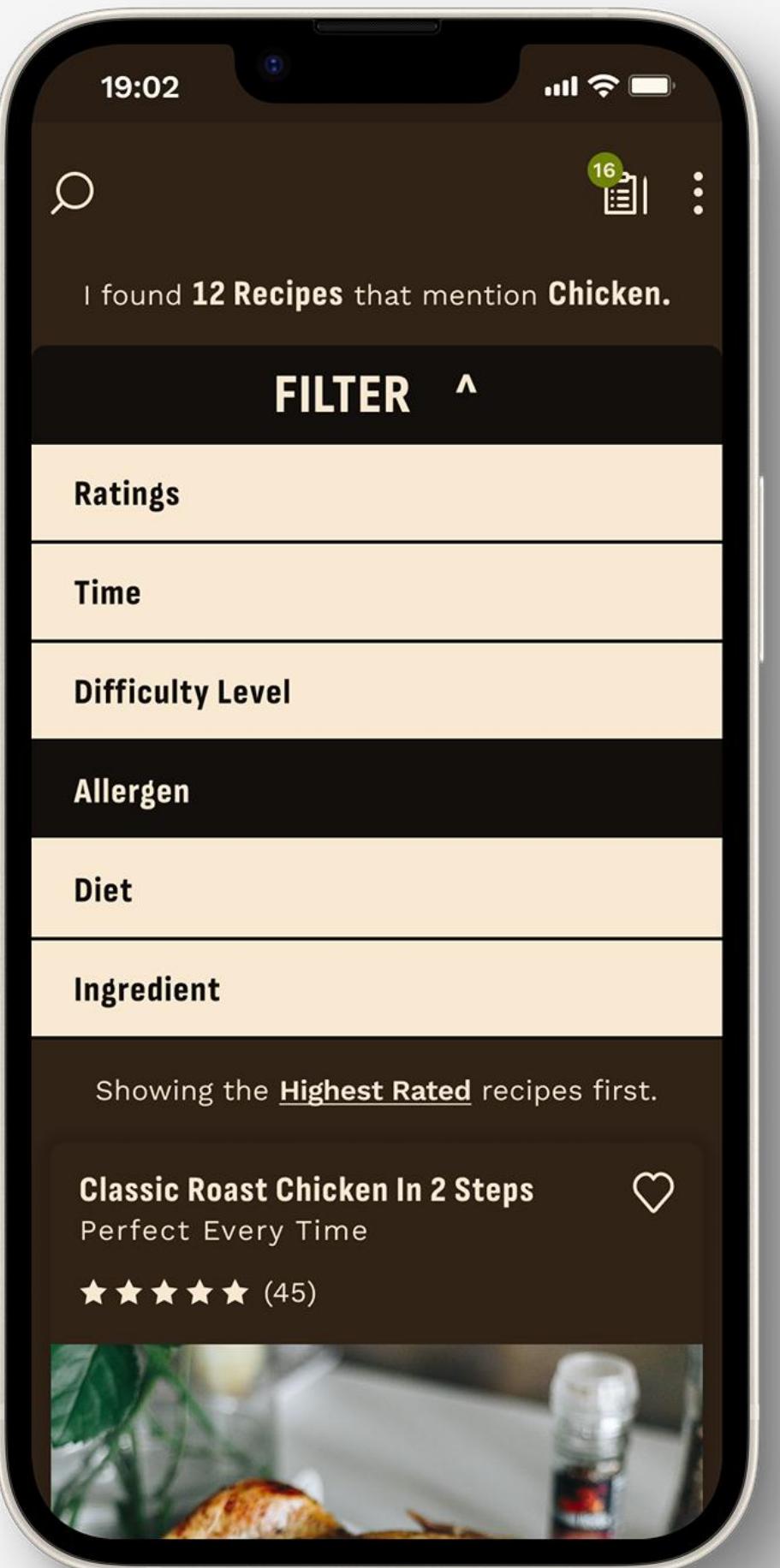
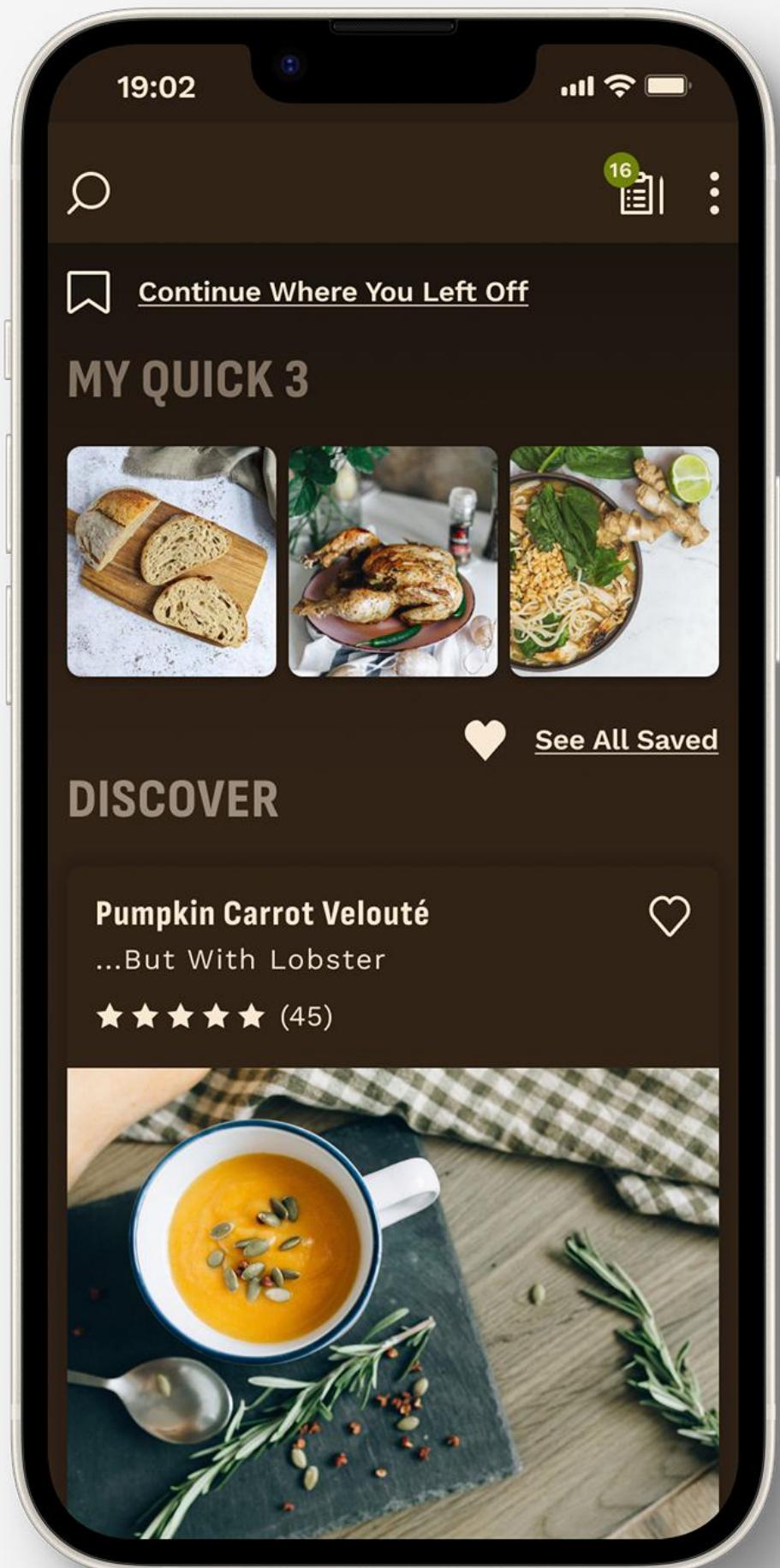
## Cards

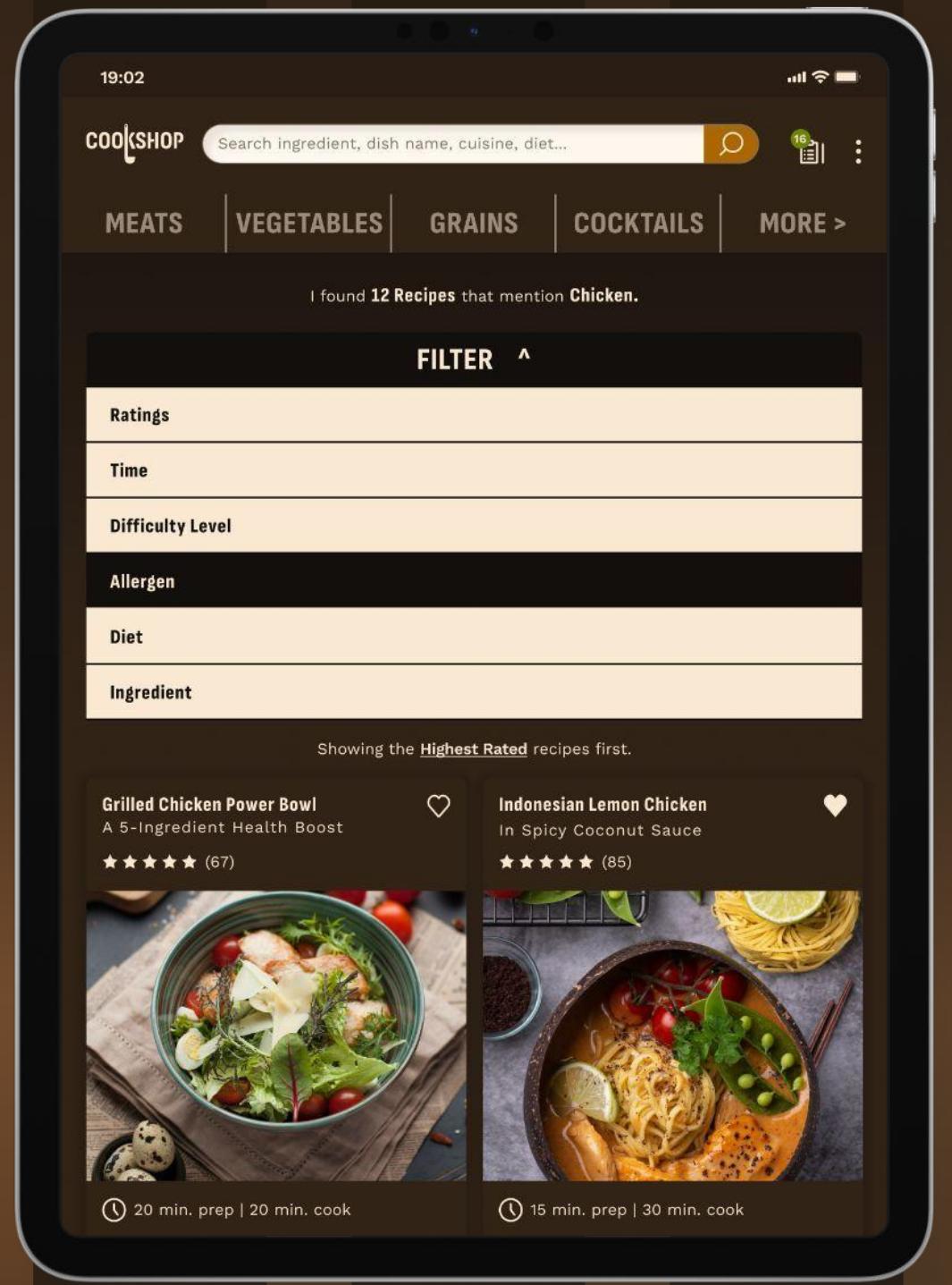
Recipe card/default	Recipe card/quick 3 S-L breakpoints	Recipe card/quick 3 XS breakpoint	Recipe card/shopping list

## Header, Custom Icons

Header: default*	Header: back button*	Custom Icons

# XS BREAKPOINT





COOKSHOP

Search ingredient, dish name, cuisine, diet...

MEATS | VEGETABLES | GRAINS | COCKTAILS | SEAFOOD | LEVEL | DIET | OCCASION | CUISINE

< FILTER RESULTS

Verified Recipes Only

Ratings

Time

Difficulty Level

No Dairy

Diet

Ingredient

SORT RESULTS

Relevance

Showing Highest Rated First

Difficulty Level

Time

I found 12 Recipes that mention **Chicken**.

**Indonesian Lemon Chicken**  
In Spicy Coconut Sauce  
★★★★★ (23)

**Classic Roast Chicken**  
With Rustic Baked Potatoes  
★★★★★ (45)

19:02

16

COOKSHOP

Search ingredient, dish name, cuisine, diet...

MEATS | VEGETABLES | GRAINS | COCKTAILS | MORE >

I found 12 Recipes that mention **Chicken**.

FILTER ^

Ratings

Time

Difficulty Level

Allergen

Diet

Ingredient

Showing the **Highest Rated** recipes first.

**Grilled Chicken Power Bowl**  
A 5-Ingredient Health Boost  
★★★★★ (67)

**Indonesian Lemon Chicken**  
In Spicy Coconut Sauce  
★★★★★ (85)

20 min. prep | 20 min. cook

15 min. prep | 30 min. cook

15 min. prep | 30 min. cook

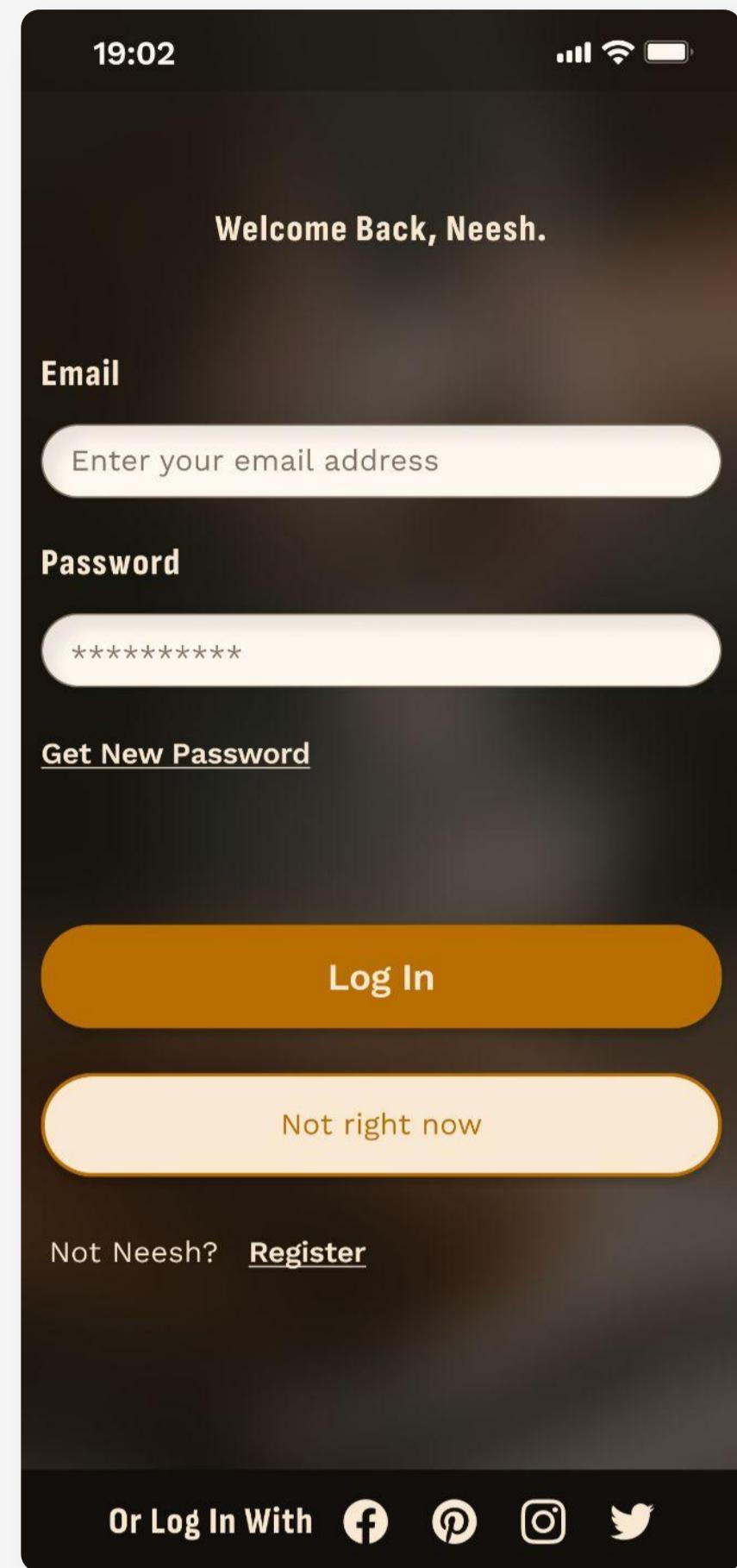
10 min. prep | 40 min. cook

Medium

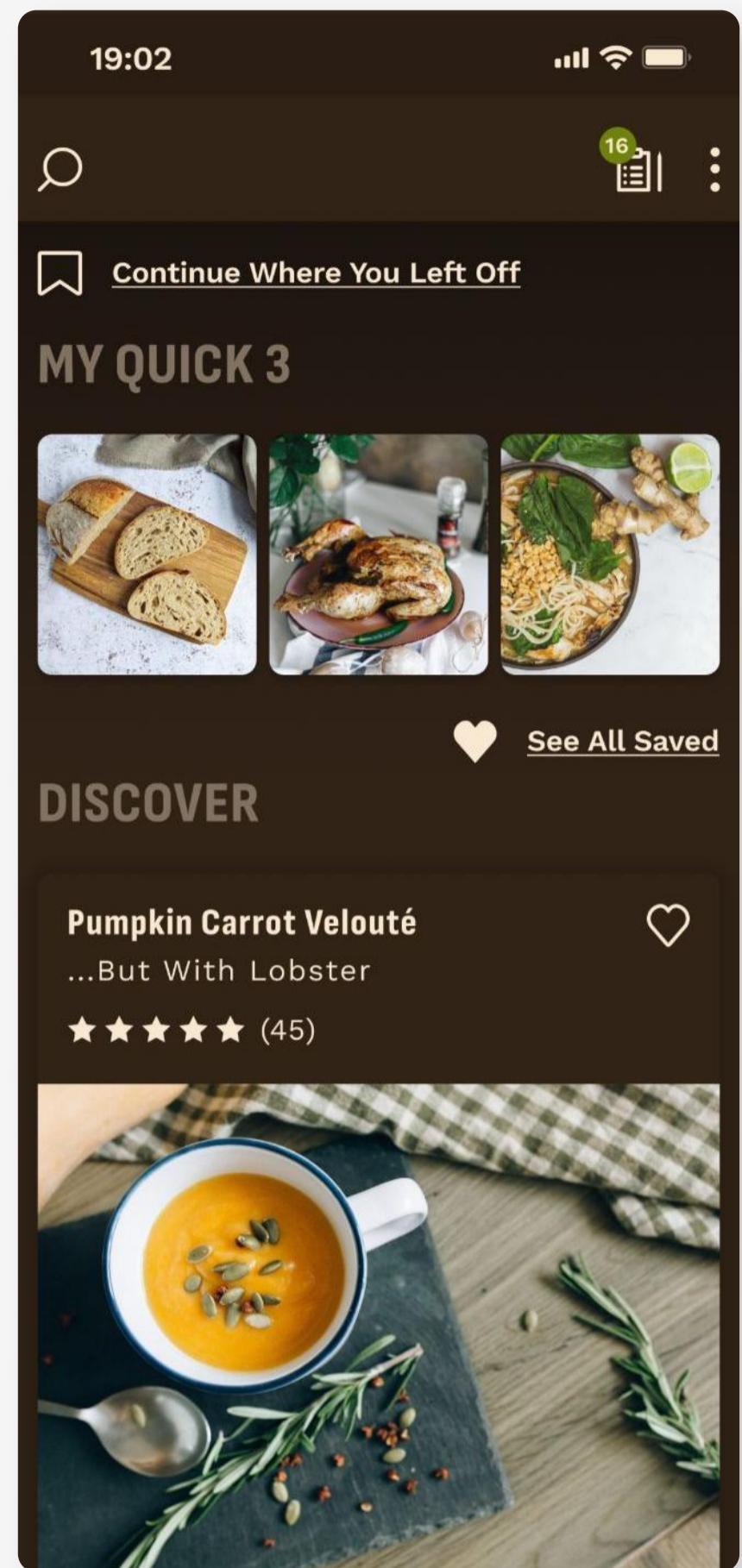
Medium

Apple logo

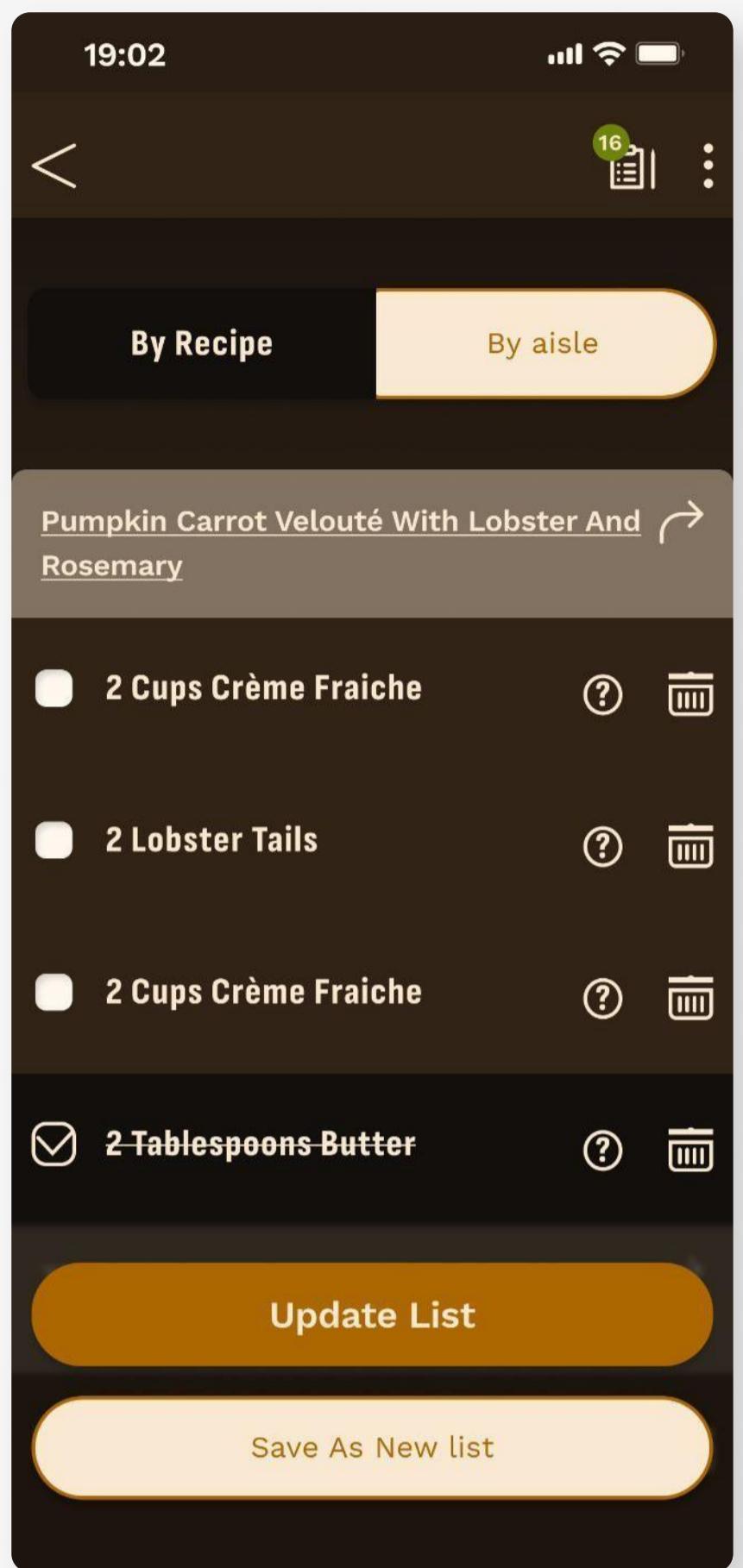
# XS BREAKPOINT



log in



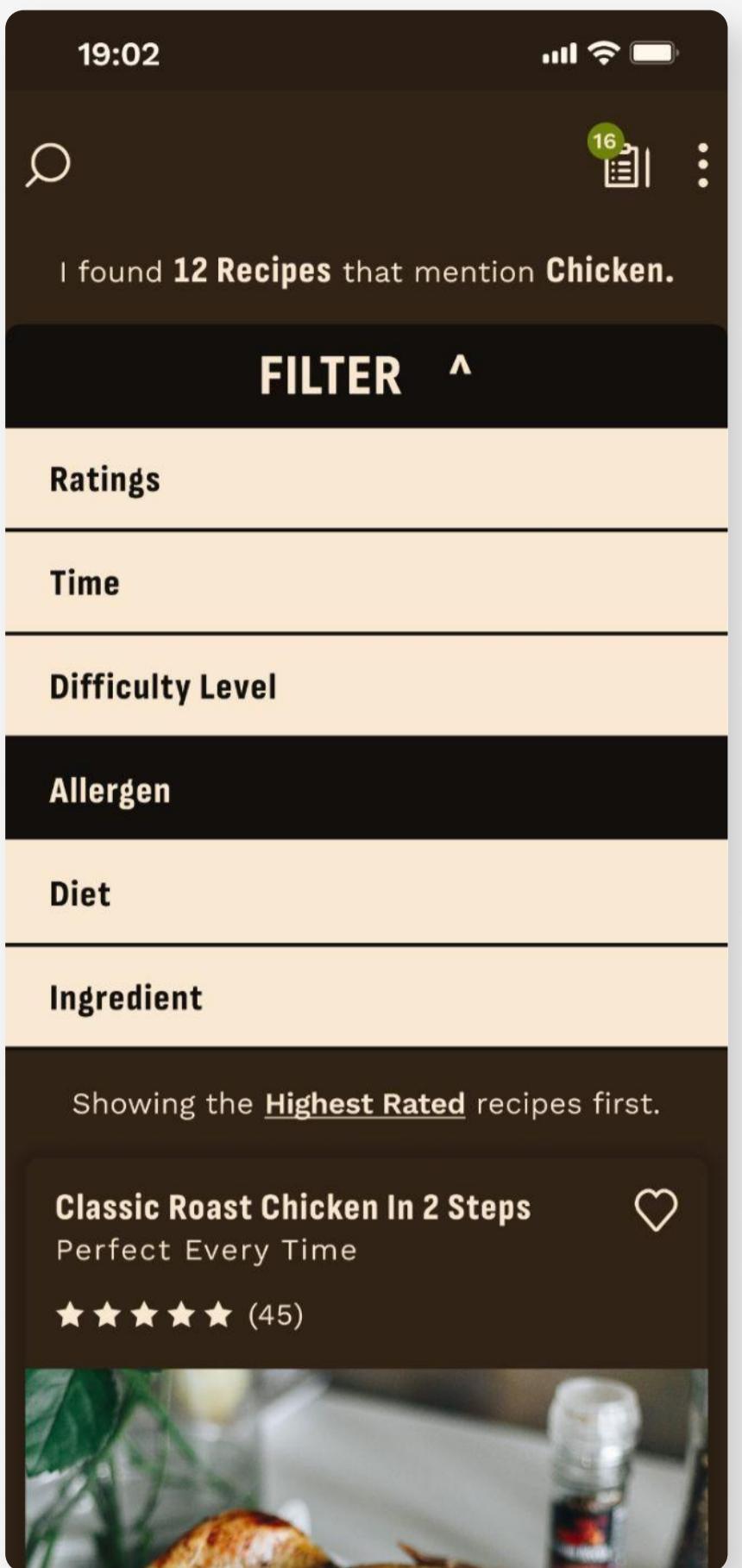
home



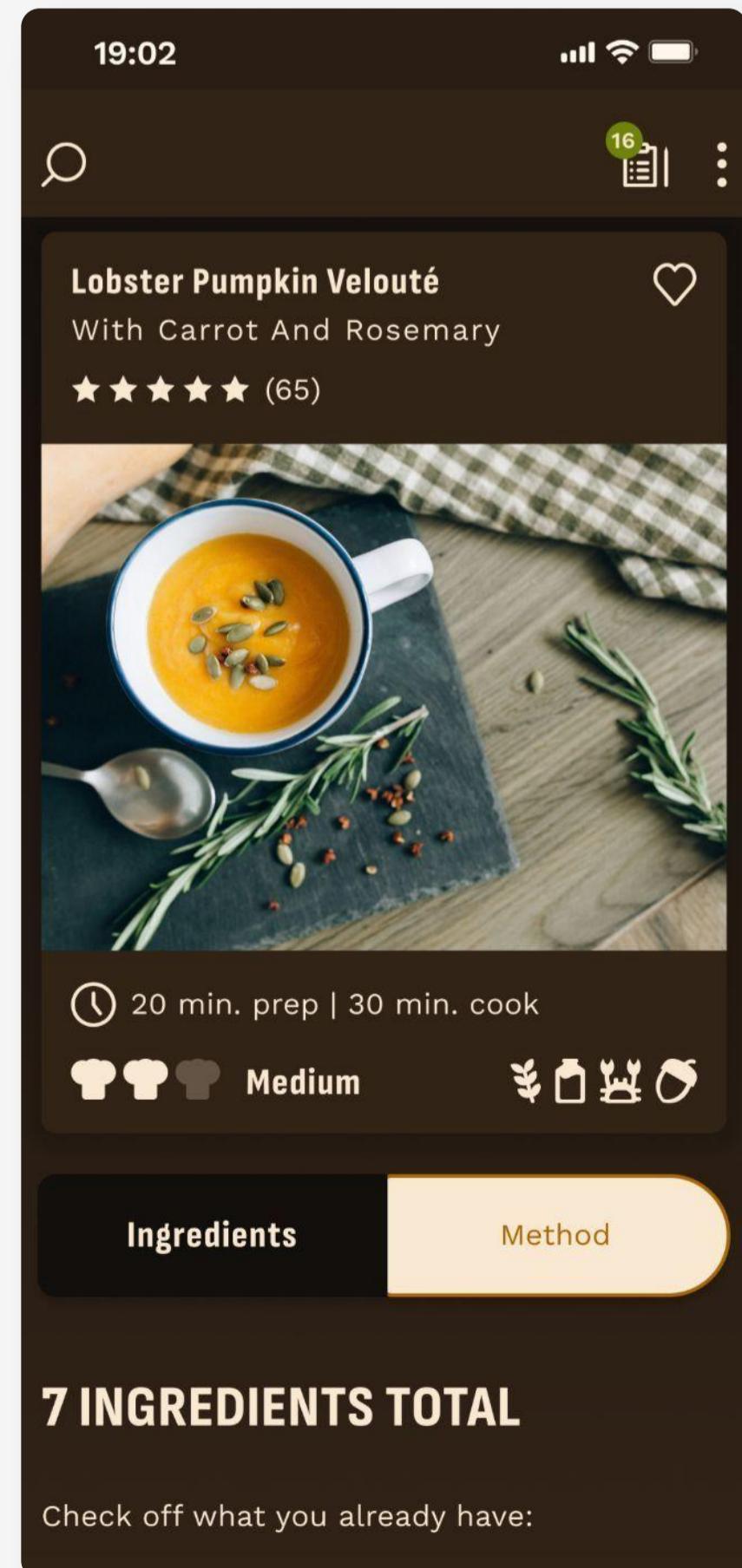
shopping list



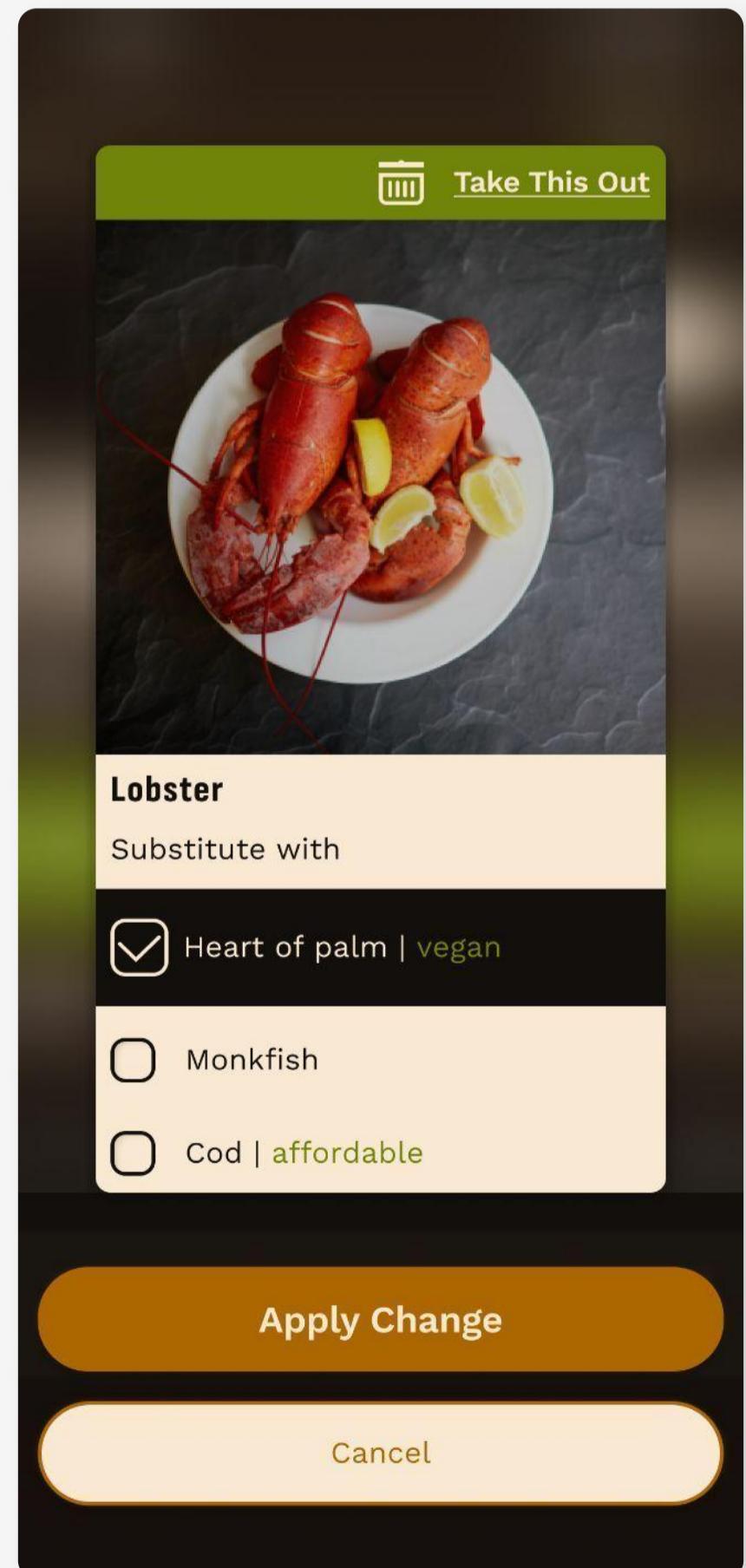
browse



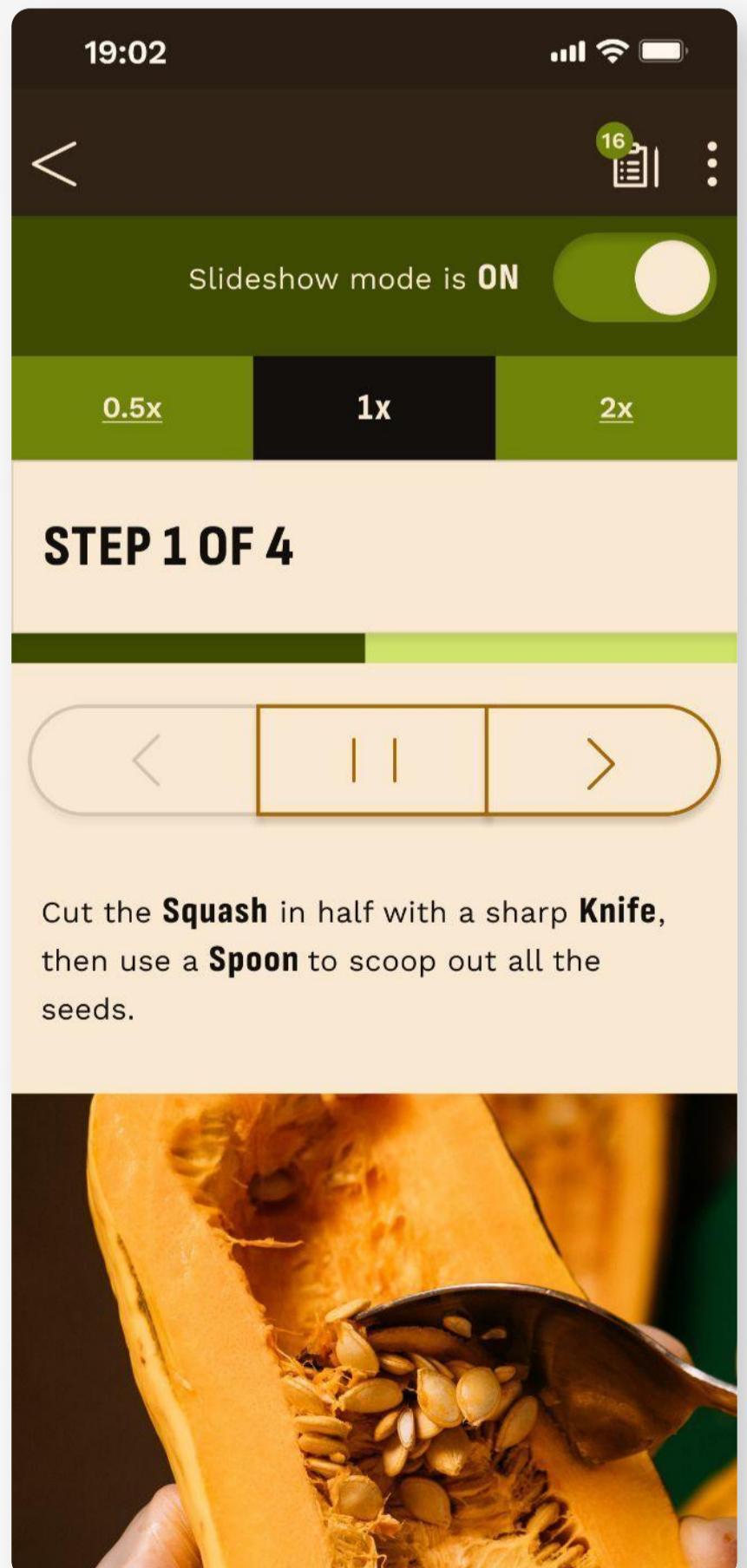
Search Results



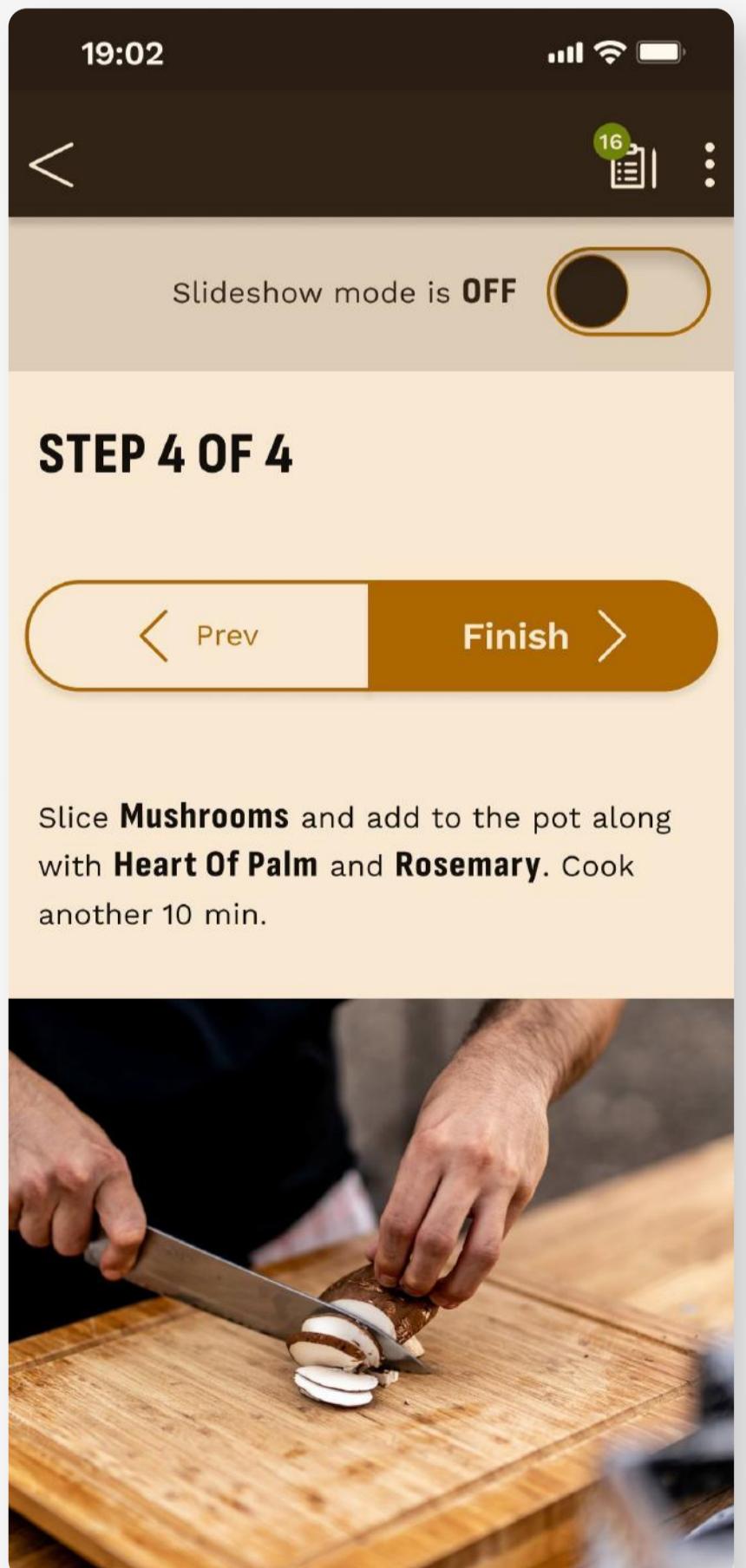
recipe detail



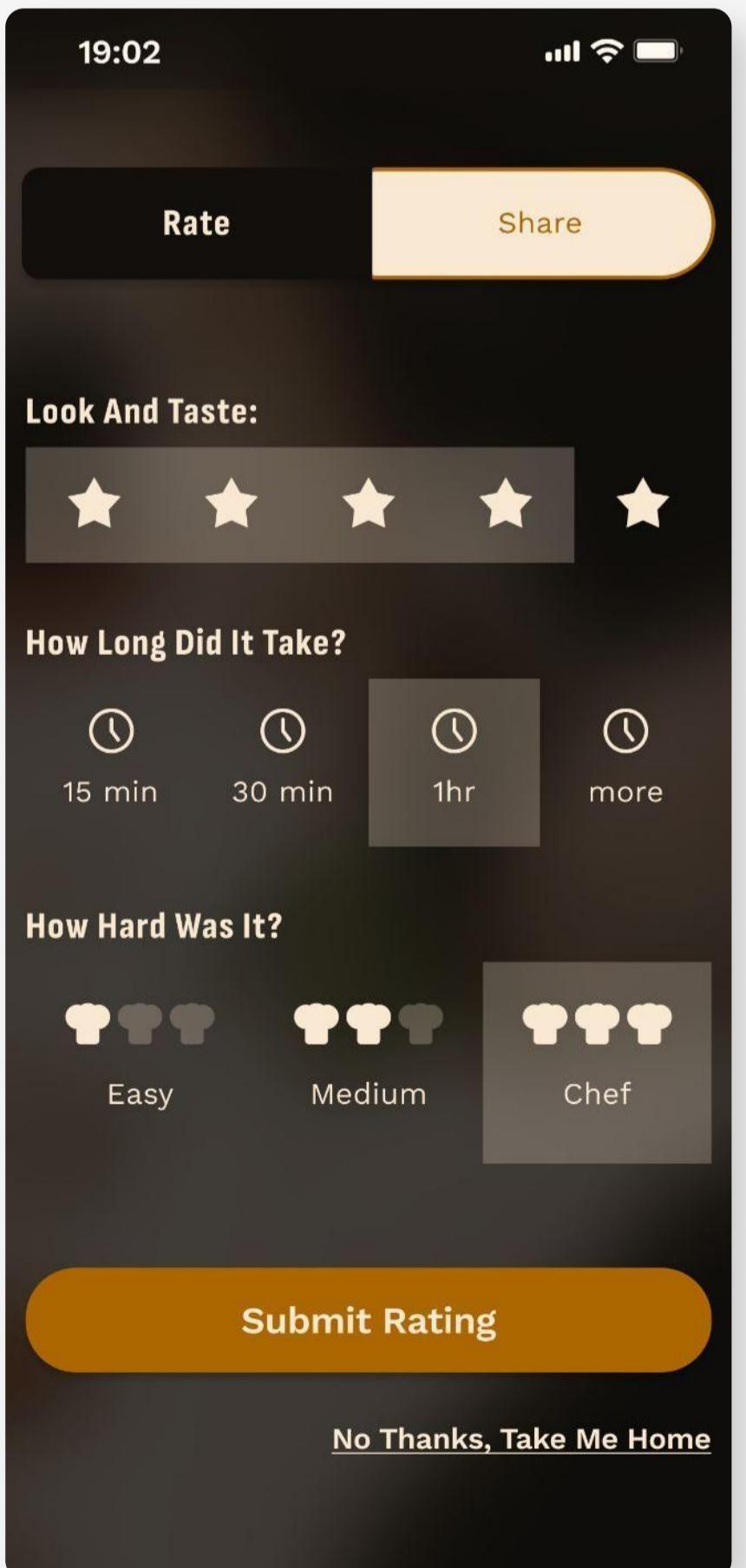
ingredient modal



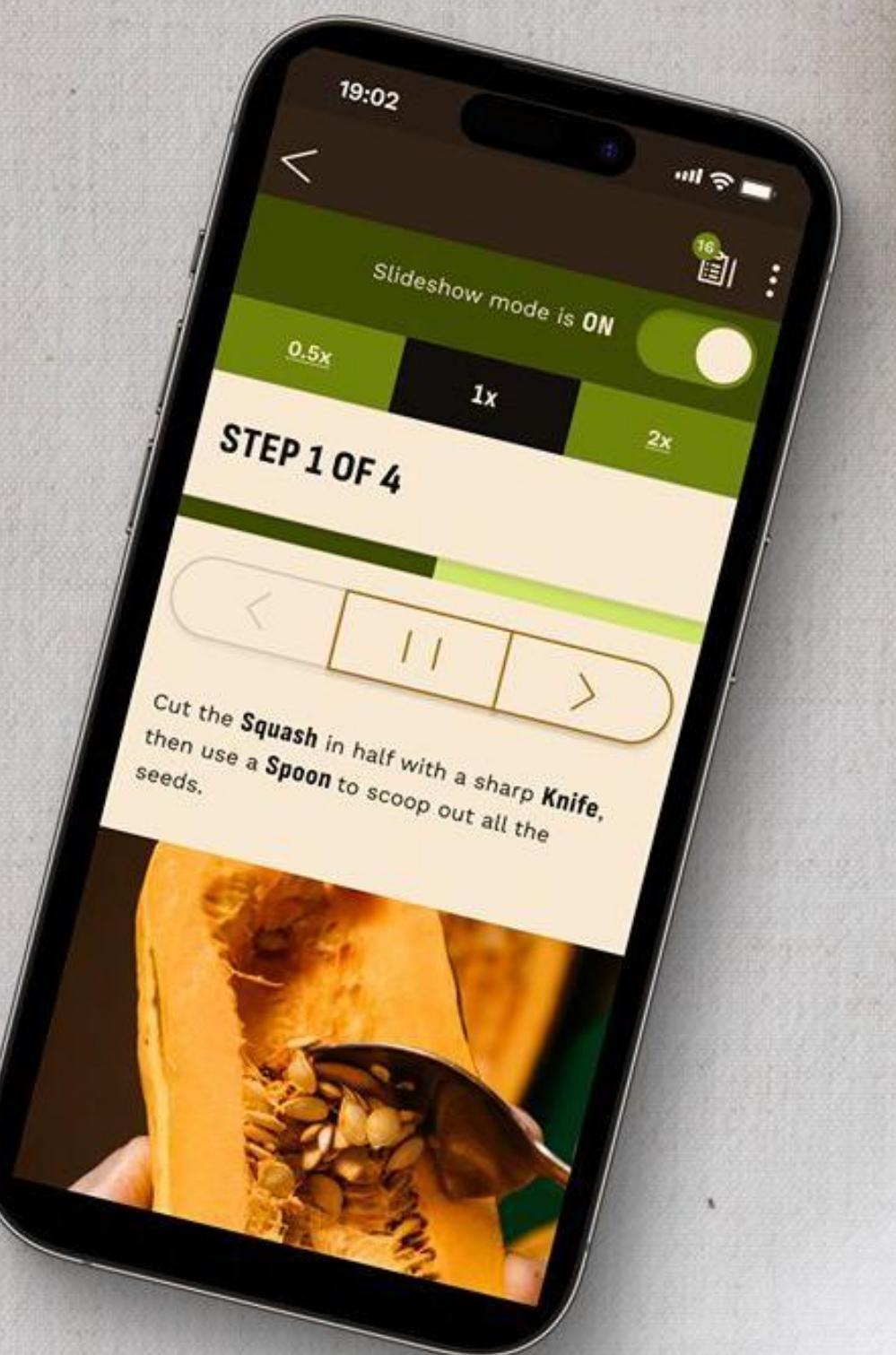
slideshow mode



last step



rate



**"A GENTLEMAN IS SIMPLY A PATIENT  
WOLF"**

Lana Turner

**Thank You For Looking!**  
[diana.s.ivanova@gmail.com](mailto:diana.s.ivanova@gmail.com)