Learn how to cook healthier food

Divya Baby

Project overview

The product:

Organize your **recipes**. Create grocery lists. Plan your meals. Make your own **recipes** from your favorite websites. Sync with all your devices.

Project duration:

1 Jan - 30 Jan

Google

Project overview

The problem:

Helping our young adults to cook healthier food , so that they are not depend on others. A active lifestyle changes

The goal:

Magic Kitchen is the quick and easy way to collect, organize and share all your favorite recipes across your mobile, tablet and desktop.

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Project overview

My role:

UX Designer

Responsibilities:

Complete project from user research till user testing

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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User research: summary

Search for recipes on the web and add them straight to your collection. Customize imported recipes to suit your needs.Keep all your favourite family recipes safe forever.Quickly lookup your recipes by name, ingredient or directions or simply browse your recipes by course, category and rating.

Got leftovers in the fridge? Search for a recipe to use them up. Cook more of your favorite meals and rediscover those long-forgotten recipes to make mealtimes interesting again.Share your recipes by email and to your favorite social networks. Create a shared family recipe collection. Add recipes from other Recipe Keeper users with a single tap.

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Persona 1: **Ronald Richards**

Problem statement:

Ronald is manager ,who create his own recipes which easy and simple , loves to share with community.

Ronald Richards

Age: 32 years
Education: Accountant
Hometown: Nagpur
Family: Wife and a son
Occupation: Manager

"the passion for cooking and maintaining health "

Goals
- associations with diet quality
- food-preparation behaviors

Frustrations
- enabling them to gain own independence in the kitchen.

Ronald is a manager , who love the traditional recipe app where users just save the directory of the favorite meals, taken from the app database, or add their own recipes. We had a goal to create a bit more universal food app for users who love cooking..

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Persona 2: **Leslie Alexander**

Problem statement:

Leslie is working professional who love cooking because of her busy schedule , she want to overlook ingredients and cook .

Leslie Alexander

Age: 28 years
Education: Business Management
Hometown: Pune
Family: Single
Occupation: Business analyst

"Everyone can cook. It's easier when you know the recipe."

Goals
- Provide the list of ingredients
- focused recipes based simple and quick.

Frustrations
- who are single and had an active busy everyday routine

Leslie is working professional who had a limited time to cook a meal during her busy schedule and wanted a way to get inspiration to cook new meals with the ingredients she had to hand.

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User Journey Map

Persona: Leslie Alexander

Goal: Everyone can cook. It's easier when you know the recipe.

ACTION	Ease of cooking & finding ingredients	Dietary restrictions	Rating and community interaction	Meal Planning	
TASK LIST	Tasks A. work on recipes B. list of ingredients C.predict the no. of steps.	Tasks A. modify search accordingly	Tasks A. community interaction recipes	Tasks A. to prioritize before hand B.to track what they ate according	
FEELING ADJECTIVE	believe that if they could cook	to ask prior	boosts confidence	Feel similarly what to eat	
IMPROVEMENT OPPORTUNITIES	Great recipes to deal with	Having a guidelines	Build interaction between the community	Decide easily what to cook	

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Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Digital wireframes

Created low-fidelity stage design of 'Magic Kitchen' exposing new recipes to adding the ingredients and create suitable recipes as needed.

Search for recipes on the web and add them straight to your collection
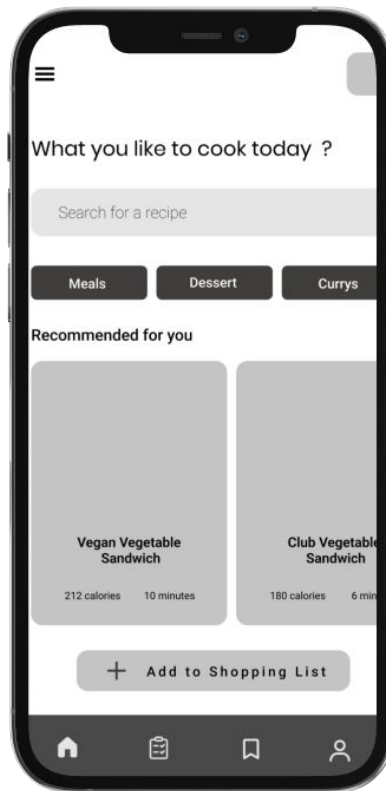
Got leftovers in the fridge? Search for a recipe to use them up. Cook more of your favorite meals and rediscover those long-forgotten recipes to make mealtimes interesting again.

What you like to cook today ?

Search for a recipe

Meals   Dessert   Currys

Recommended for you

Vegan Vegetable Sandwich

212 calories   10 minutes

Club Vegetable Sandwich

180 calories   6 min

+ Add to Shopping List

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Low-fidelity prototype

User flow of Integrated weekly and monthly meal planner allows you to plan your meals in advance. Add all your meals to your shopping list in one step
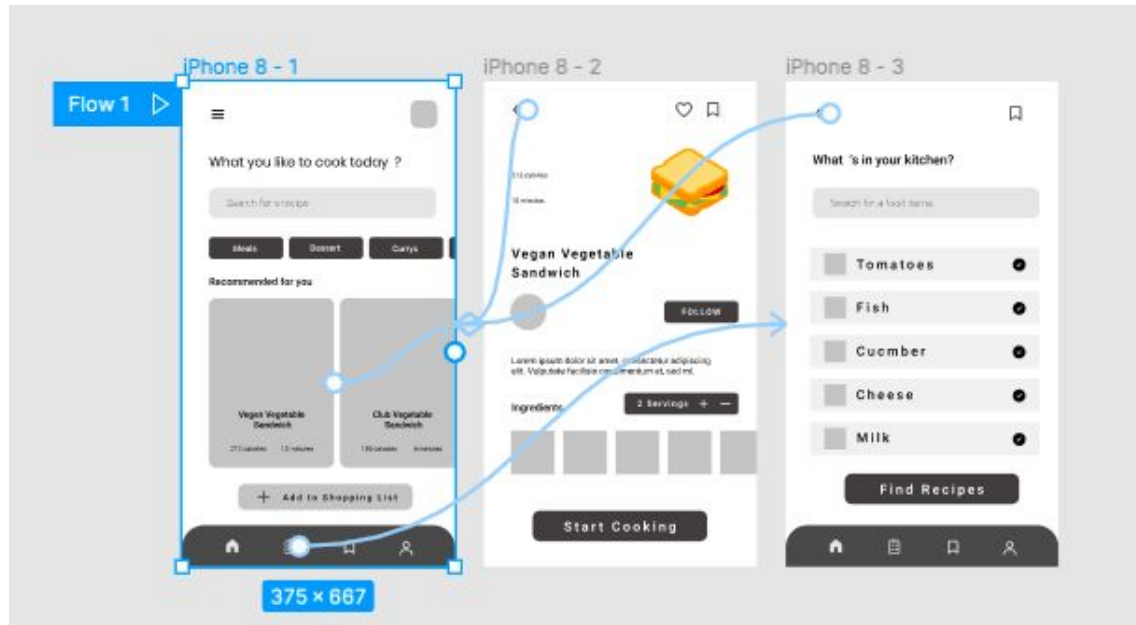
Usability study: parameters

Study type:

Unmoderated usability study

Location:

Indore, INDIA

Participants:

5 participants

Length:

20-40 minutes

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Usability study: findings

These were the main finding by usiability test.

1

ANY RECIPE INSTANTLY

Cook more of your favorite meals and rediscover those long-forgotten recipes to make mealtimes interesting again.

2

UNEXPECTED GUESTS?

Adjust a recipe serving size up or down and recalculate your ingredients for you.

3

SHARE RECIPES WITH COMMUNITY

Share your recipes by email and to your favorite social networks

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

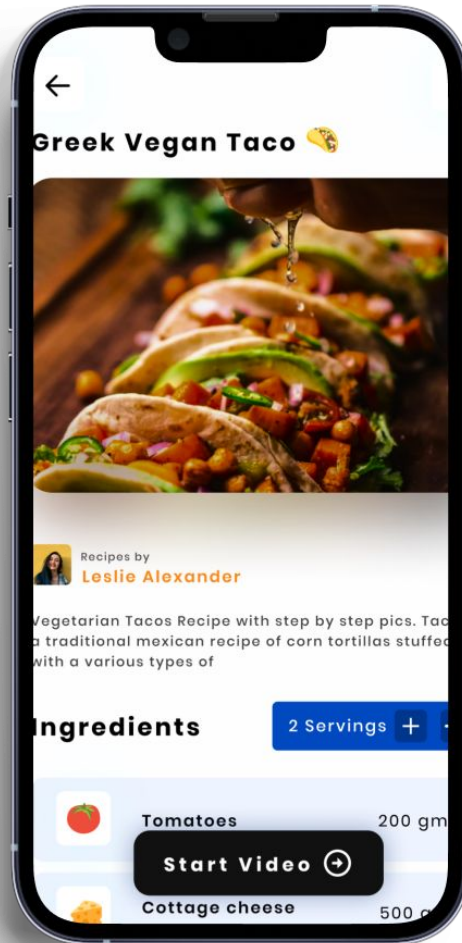A clear section of home page , browse recipes and add grocery items.

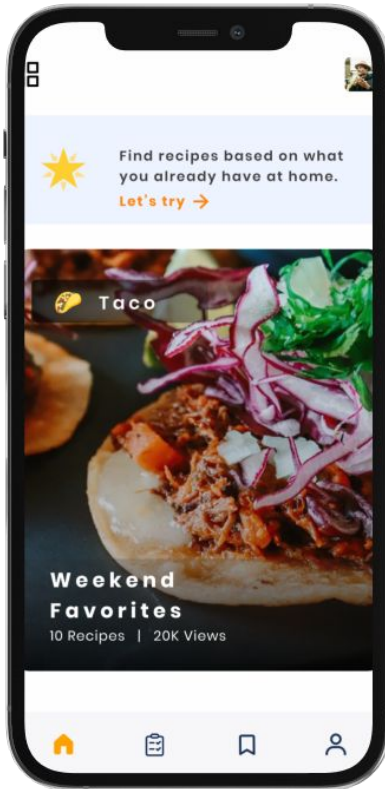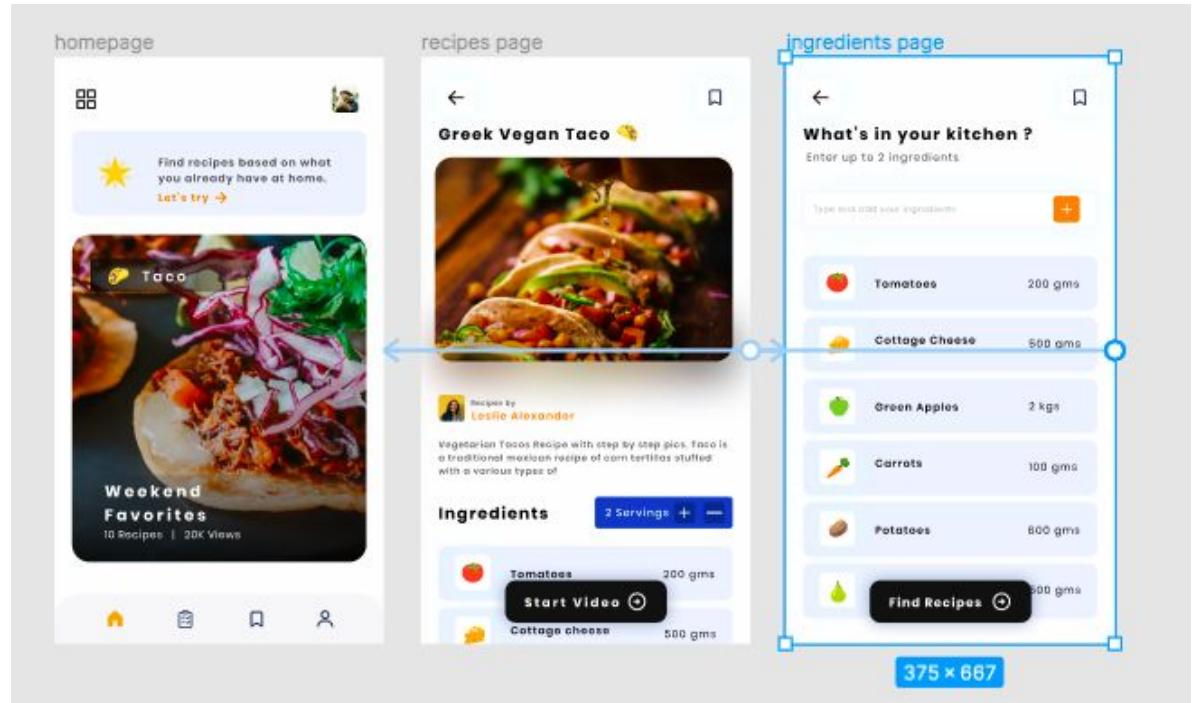Google
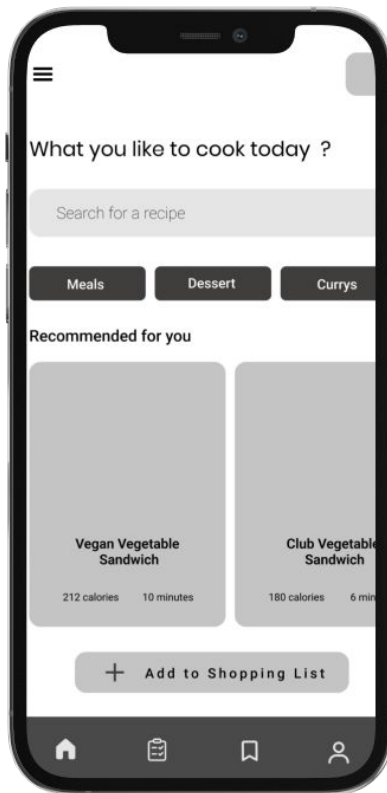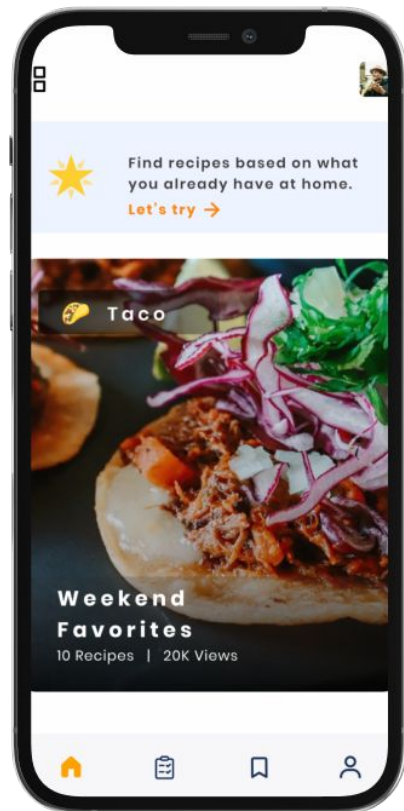
Mockups
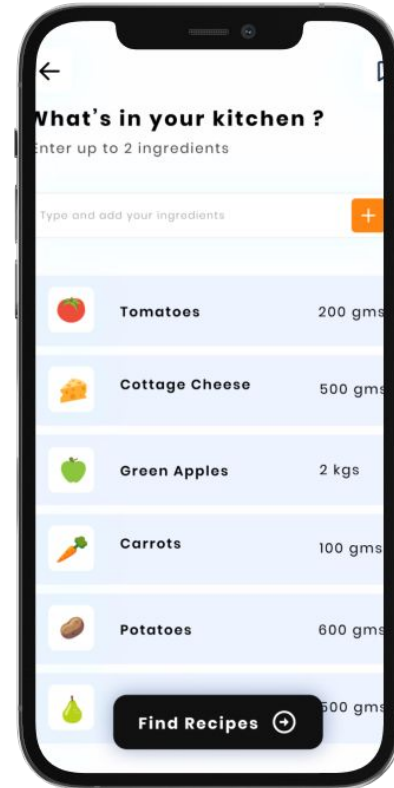
High-fidelity prototype

High -fidelity user flow is same flow include changes after usability test

https://www.figma.com/file/
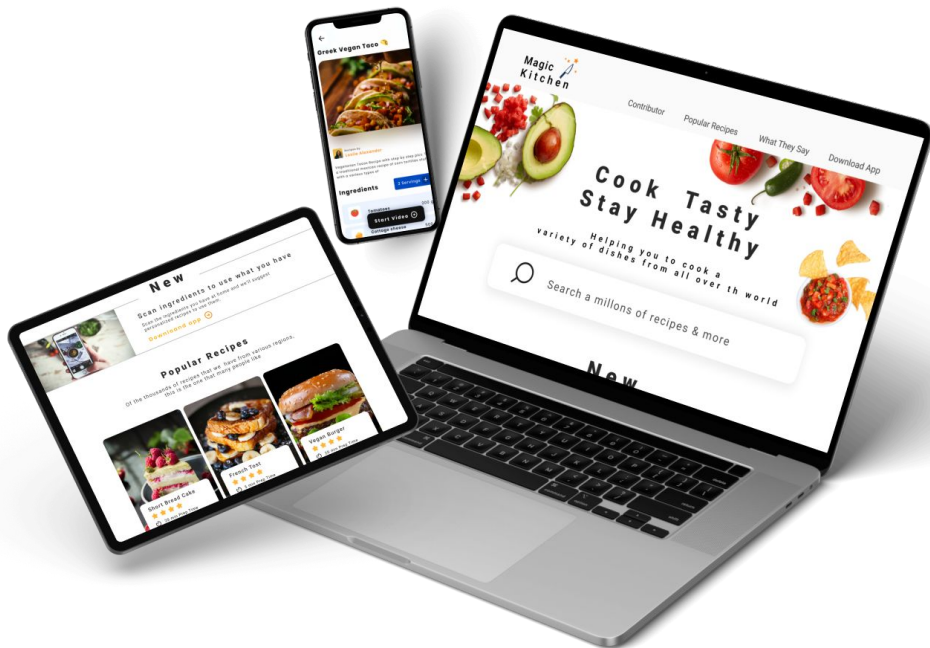R2La9cVOHZefXVBJk43hwu/
Learn-how-to-Cook-UX?nod
e-id=34%3A268

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Responsive Design

- Information architecture
- Responsive design

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Responsive designs

Magic Kitchen is the quick and easy way to collect, organize and share all your favorite recipes across your mobile, tablet and desktop.

Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The **multi**-device use is magnificent. The ability to extract **recipes** directly from browsers works and also Scale ingredients to your desired serving size, and convert between measurements.

What I learned:

I have learned specific user needs help me to come up with solution which are both feasible and useful.

Let's connect!

Thank you ! for review my project
So I would appreciate your feedback, comments and suggestions.