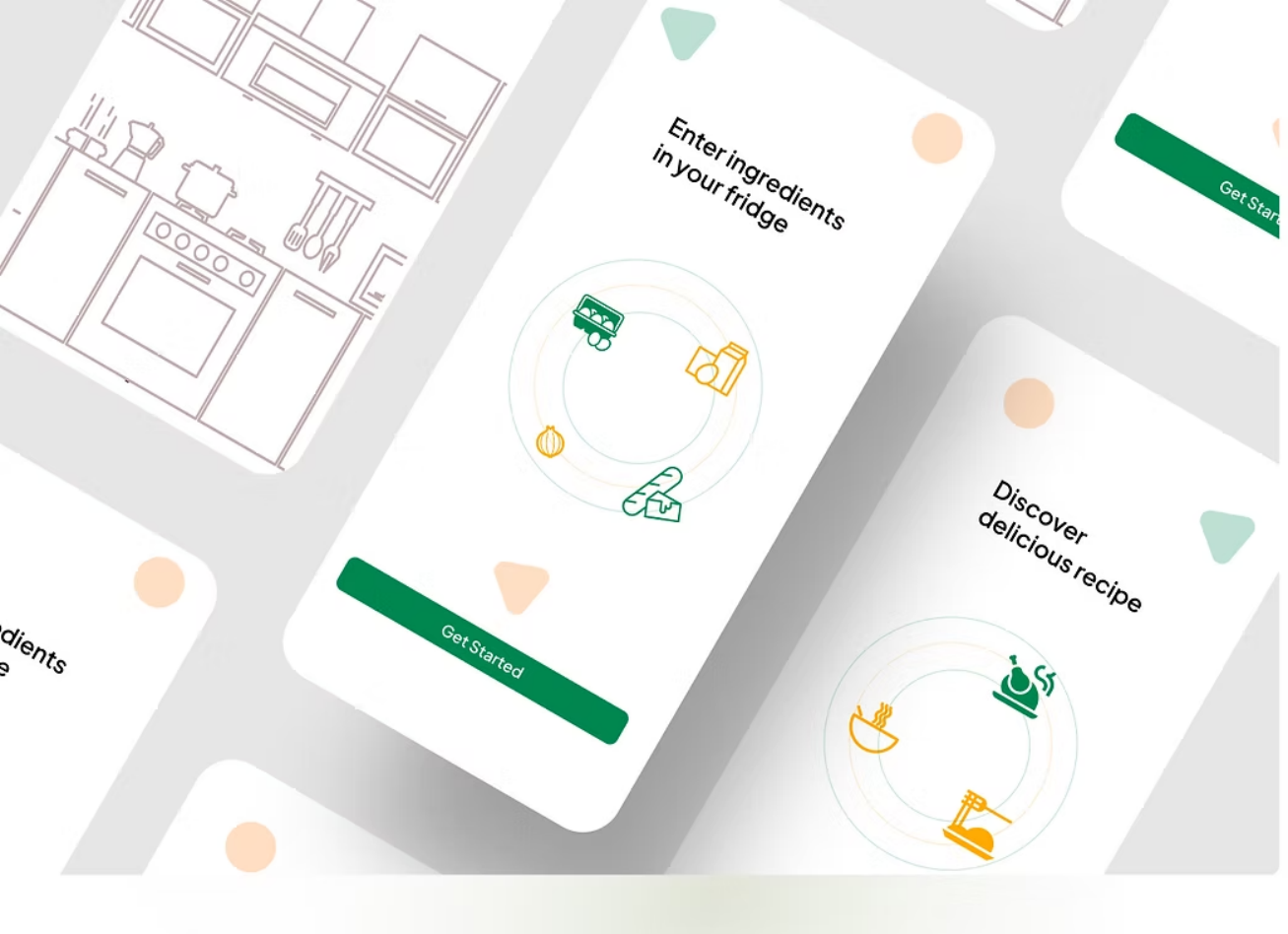

Enter ingredients in your fridge
Get Started
Discover delicious recipe

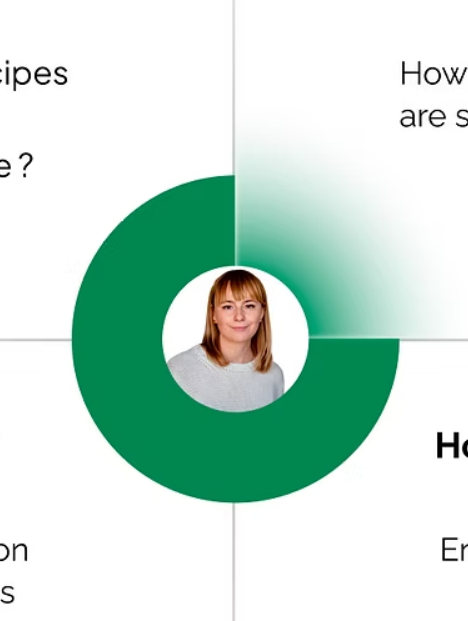
SPOONS
FoodApp

People struggle to decide what to cook because existing platforms don't consider available ingredients, time limits, or personal preferences. Spoon solves this with personalized recipe suggestions and smarter filters.

My Role
UX Researcher

User Research

Understanding users to improve app experience



What to say?

Where can I find recipes based on available ingredients at home?

What do you think?

How do I know if recipes are suitable to my diets?

What do you do?

looking for recipes on social media groups

Sharing a recipe with others

Using alternative tools during cooking

How do you feel?

Enjoy cooking

Satisfaction

Curious

Problem and Solutions

SPOONS can make the process of finding recipes easier and faster.

Problem

People want customized recipes based on the ingredients they already have, along with comments and ratings to help them trust the recipe. Since most people are busy, they also look for simple, easy-to-follow recipes.

Solution 1

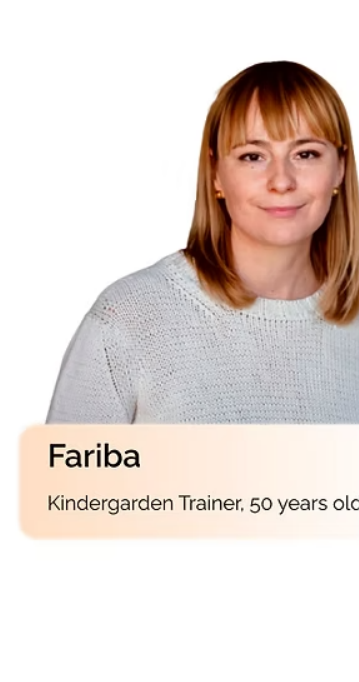
Transform the platform into a social hub by integrating features such as user following, commenting, and liking to encourage recipe sharing and engagement

Solution 2

Develop customized filters and features that consider ingredient availability and user preferences.

User Persona

Users want quick and flexible ways to find recipes that fit what they have on hand.



Fariba
Kindergarten Trainer, 50 years old

" I love cooking. I enjoy cooking in the nature. I'd like to have my own restaurant one day and cook the dishes of my country "

User Goals

- Sharing Recipes with friends
- Trying recipes from other cultures
- Trying flexible recipes

" I come sometimes. I'm always curious to try new recipes. I cook new food , my friends ask me to send them the recipe!"

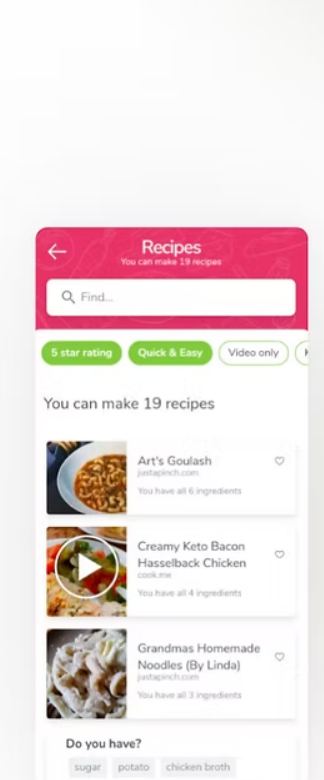
User Goals

- Sharing Recipes with friends
- Having a creative cooking style
- Making food with limited ingredients

Hamidreza
Programmer, 34 years old

Competitive Analysis

What features do similar apps provide?



01
Supercook

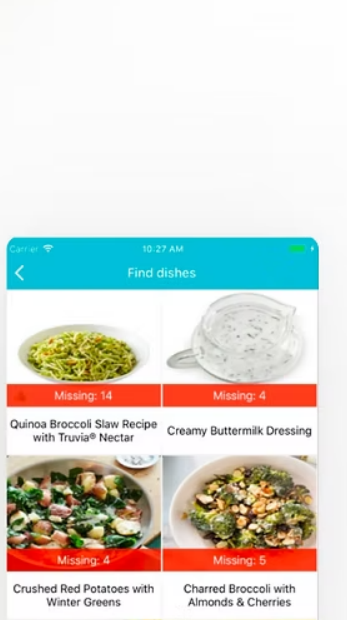
SuperCook only shows you recipes that require the ingredients you already have.

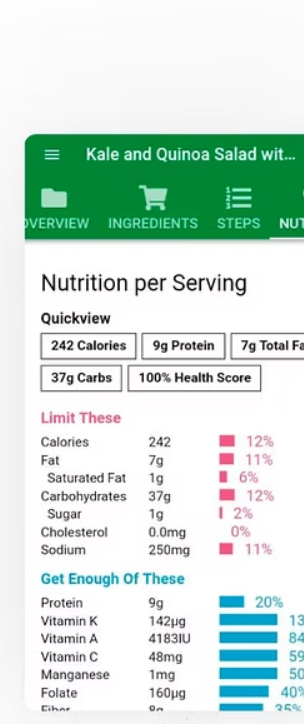
- Including available ingredients
- Not possible to submit a recipe

02
My fridge food

Just check the ones which you've got in your kitchen and it'll show a list of recipes

- Possible to submit a recipe
- No tools or techniques



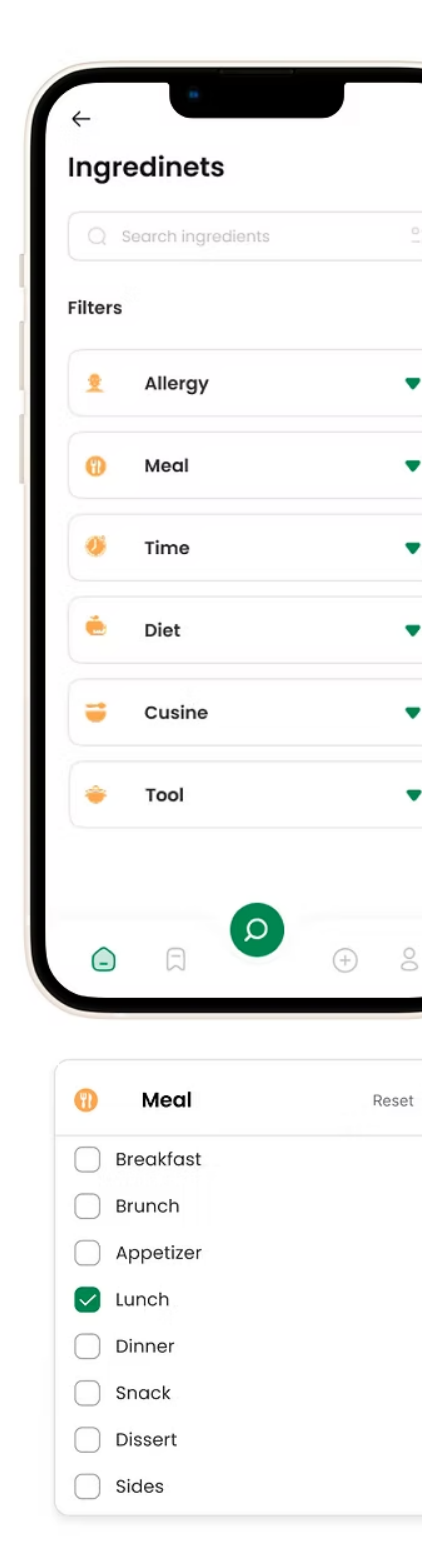


03
spoonacular

You can collect your favorite recipes, find the right packaged foods for your lifestyle.

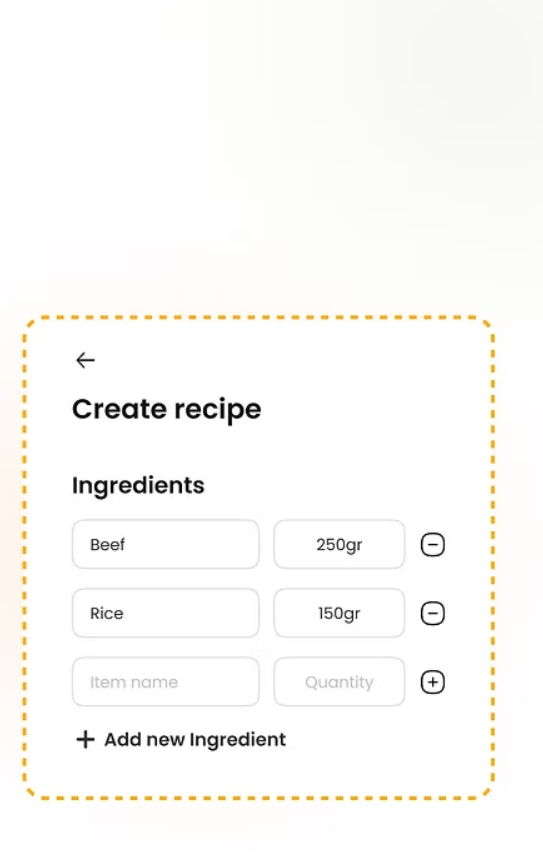
- Shows a detailed list of the nutrition
- Not showing the missing ingredients

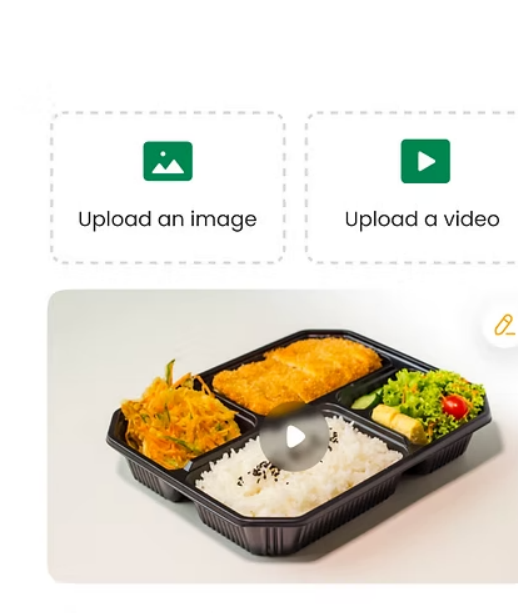
What does the SPOONS offer?


Ingredients
Search Ingredients
Filters
Allergy
Meal
Time
Diet
Cuisine
Tool
Meal
Reset
Breakfast
Brunch
Appetizer
Lunch
Dinner
Snack
Dessert
Sides

SPOONS
FoodApp

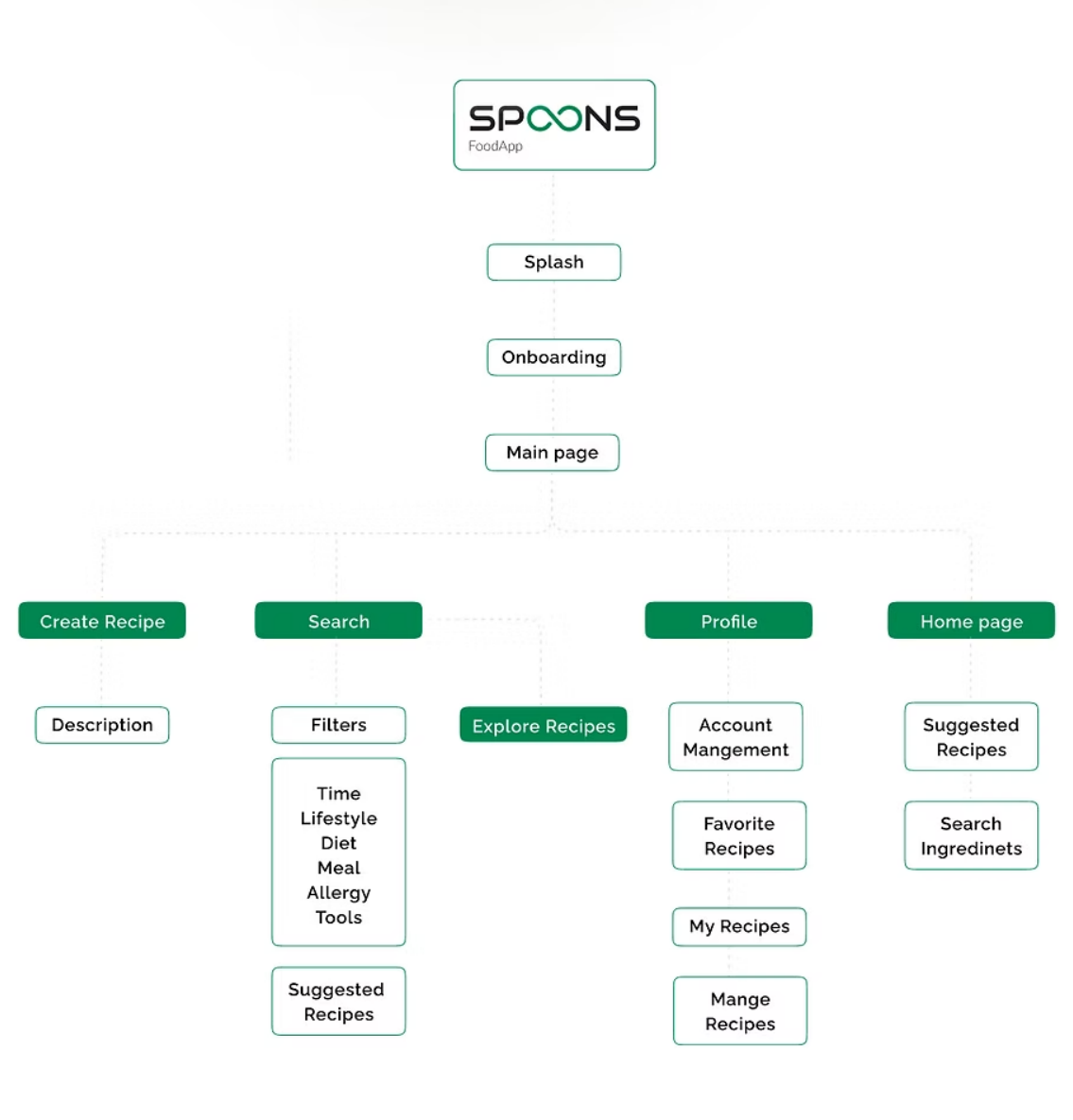
Using multiple filters to make ingredient filtering more precise, with each filter assigned to its own category.


Create recipe
Ingredients
Beef
Rice
+ Add new ingredient
Serves
Cook time
Difficulty
Calories

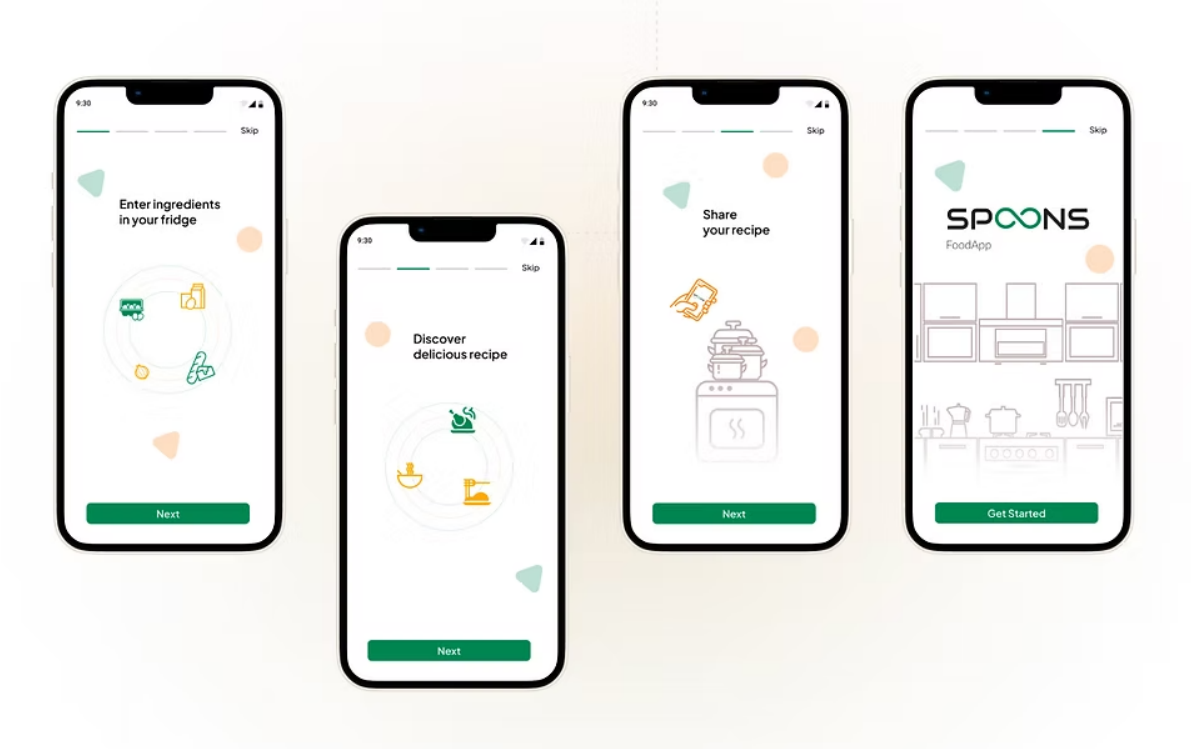

Upload an image
Upload a video
+ Add media

Users can also create their own recipes by adding ingredients, photos or videos, and key details like serving size, cooking time, and difficulty level.

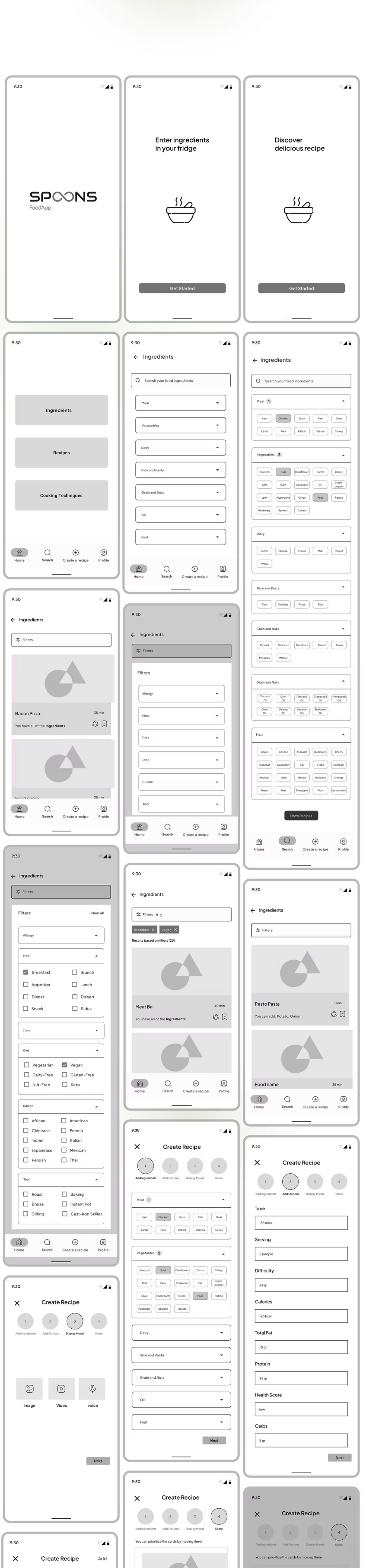
Information Architecture


SPOONS
FoodApp
Splash
Onboarding
Main page
Create Recipe
Search
Profile
Home page
Explore Recipes
Description
Filters
Time
Lifestyle
Diet
Meal
Allergy
Tools
Suggested Recipes
Account Management
Favorite Recipes
My Recipes
Manage Recipes
Suggested Recipes
Search Ingredients

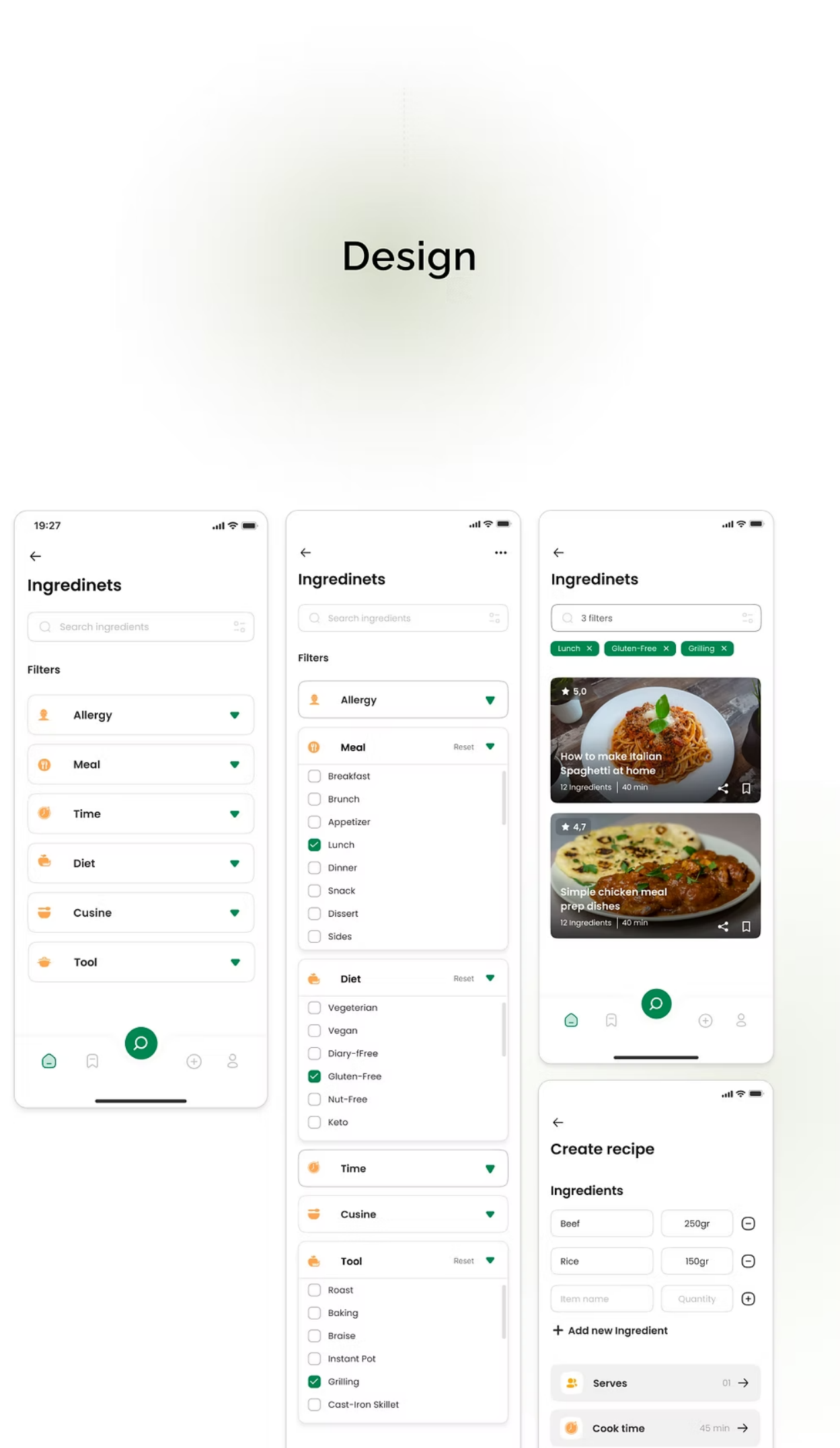
The splash and onboarding screens create an instant emotional connection by highlighting the app's core values: discovering recipes from the ingredients you already have and sharing them with others.

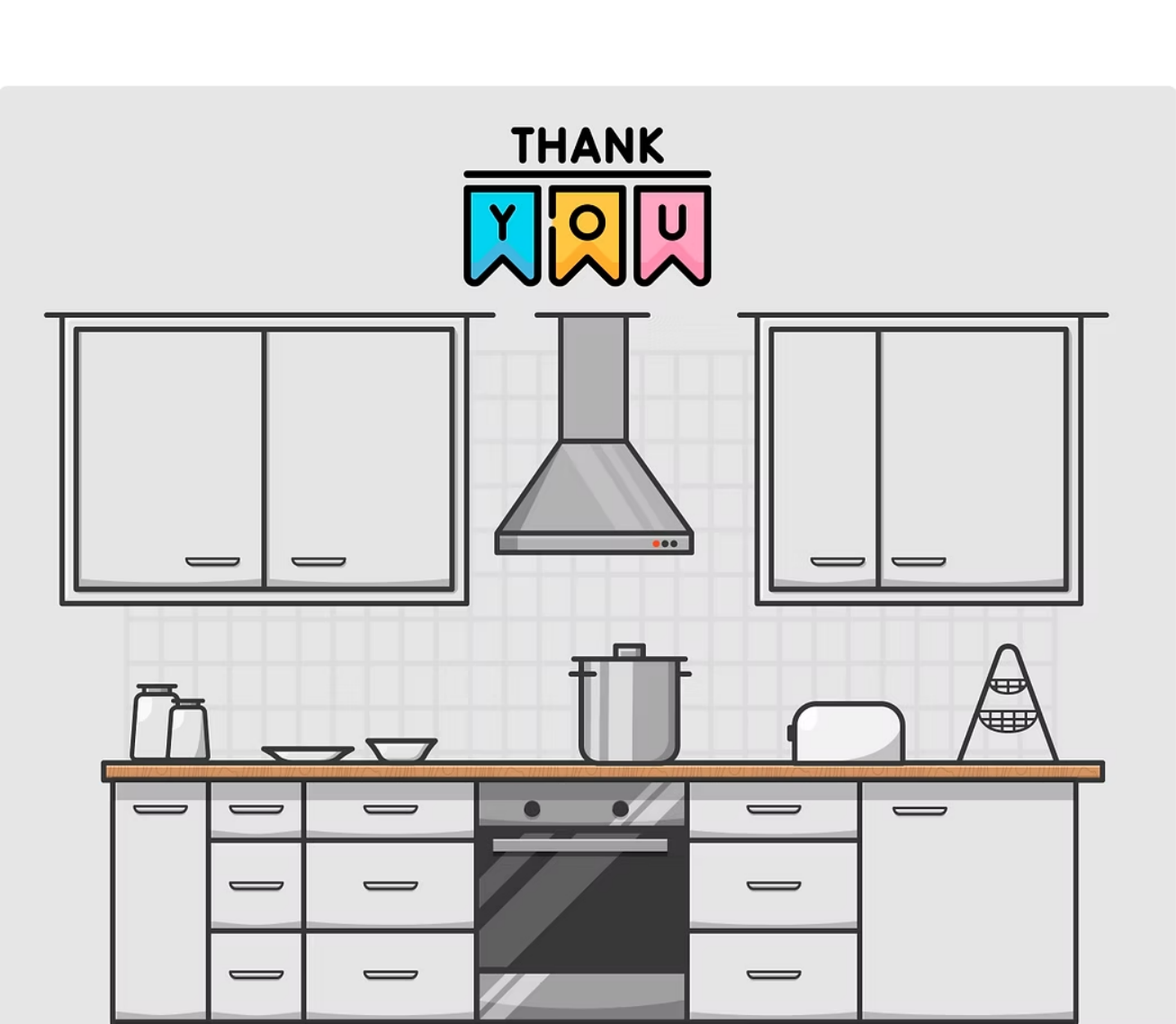


Wireframes


SPOONS
FoodApp
Enter ingredients in your fridge
Discover delicious recipe
Ingredients
Recipes
Cooking Techniques
Filters
Bacon Pizza
Pesto Pasta
Meat Ball
Create Recipe

Design


Ingredients
Search Ingredients
Filters
Allergy
Meal
Time
Diet
Cuisine
Tool
Create recipe
Ingredients
Beef
Rice
+ Add new ingredient
Serves
Cook time
Difficulty
Calories
Upload an image
Upload a video
+ Add media
Save my recipe

SPOONS
FoodApp