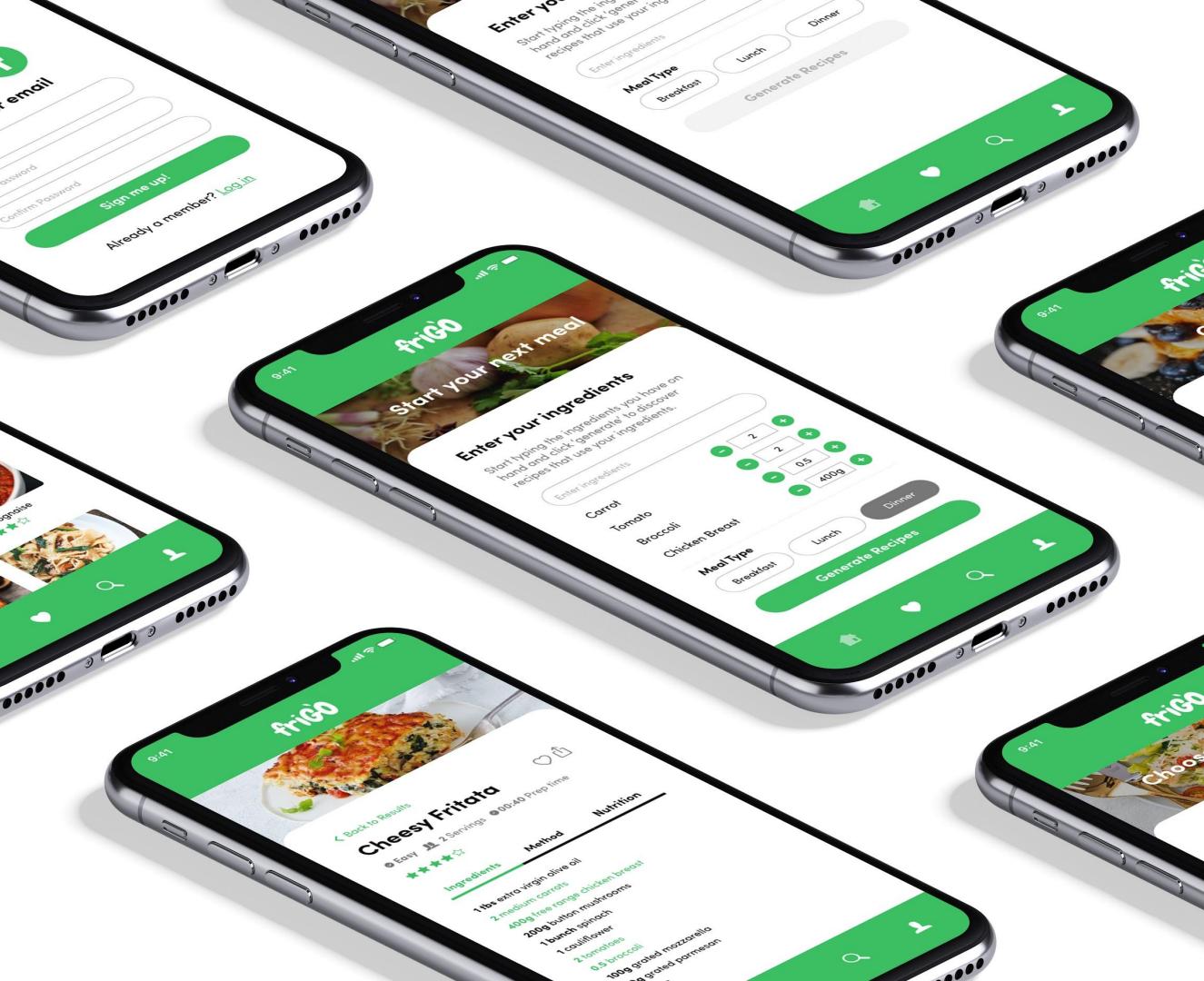




Fridge Ingredient Recipe Generator

MOBILE APP CASE STUDY

Emma | Gary | Sissy

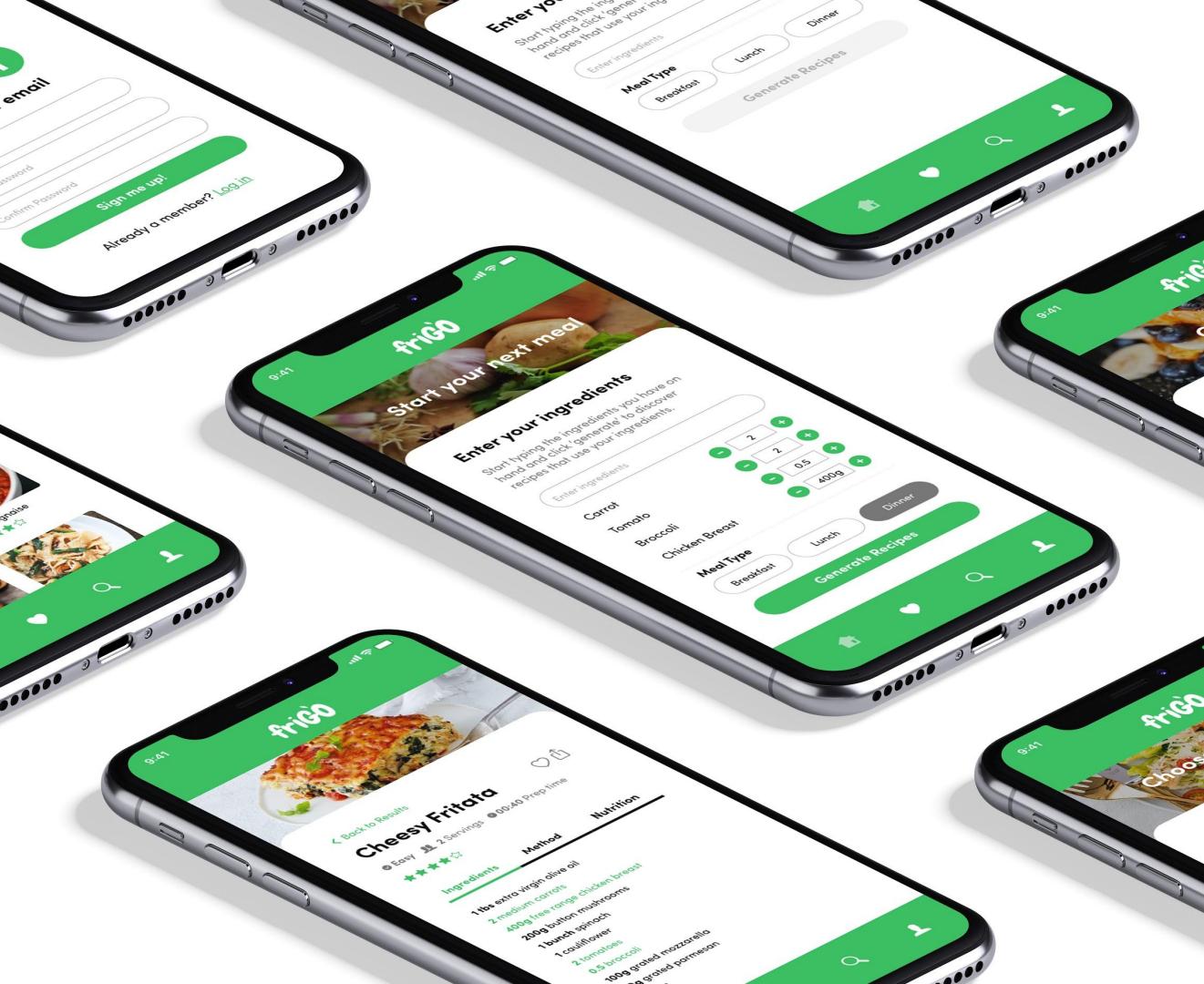




FriGO generates recipes based on the users' fridge ingredients.
FriGO's mission is to make home cooking more enjoyable while
reducing food wastage.



Affinity Diagram





Food wastage habits

- Can be quite wasteful
- Wife likes to use up what is in the freezer
- Eats leftovers to prevent food wastage
- Often wastes vegetables, milk and bread
- Always throws things away each week
- Don't like to waste food



AFFINITY DIAGRAM

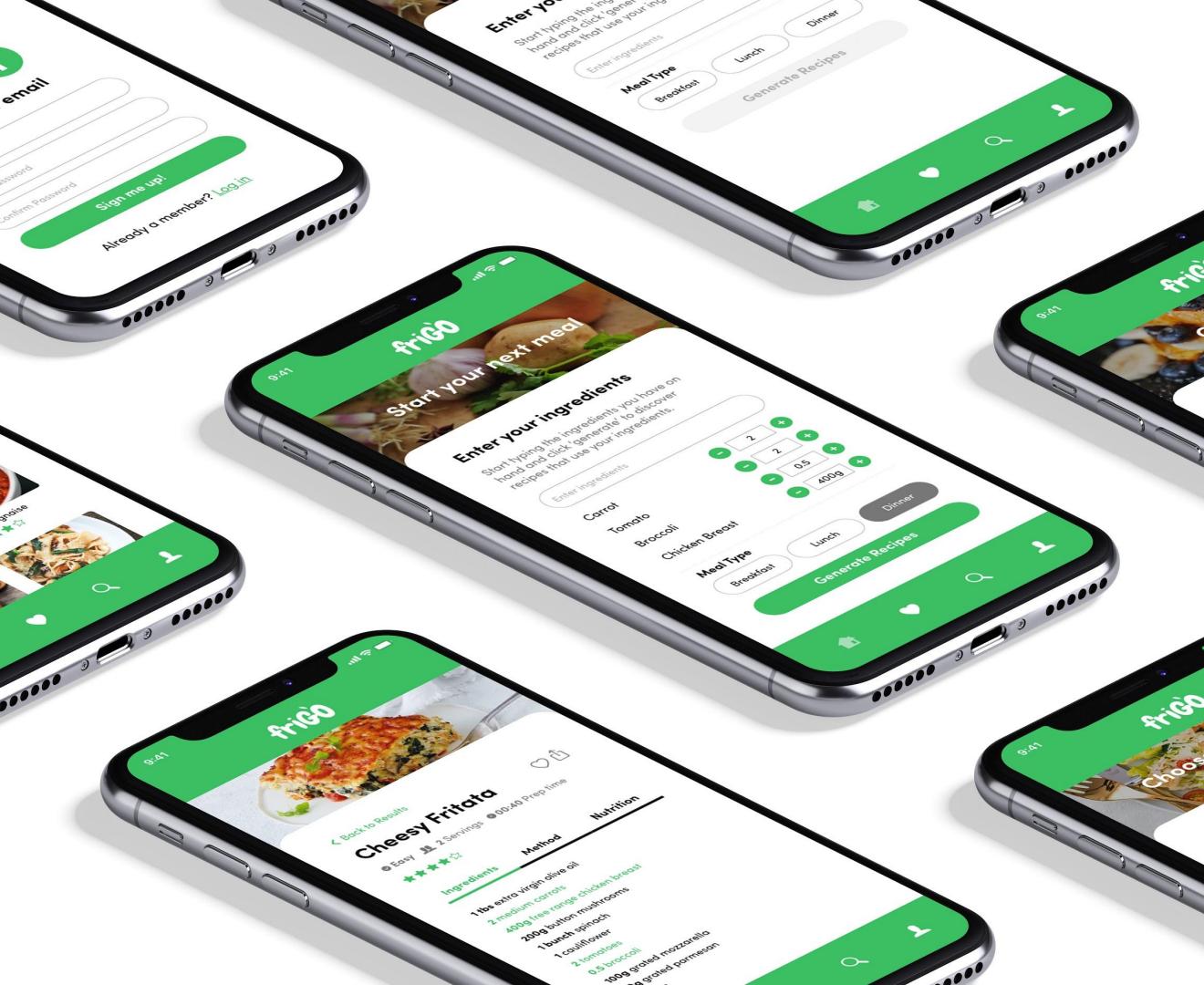


Planning

- I plan my meals
 - I don't have a fixed eating schedule
 - I like to plan my meals
 - Used to do meal prep to save money
 - Often argues with wife about what to eat
 - Have a small fridge



User Persona



USER PERSONA



User Name
Samantha James

Age
30 years old

Occupation
Marketing Consultant

Status
Married

Location
Australia

#workingmum

#zerowaste

#balanceddiet

User Insight:

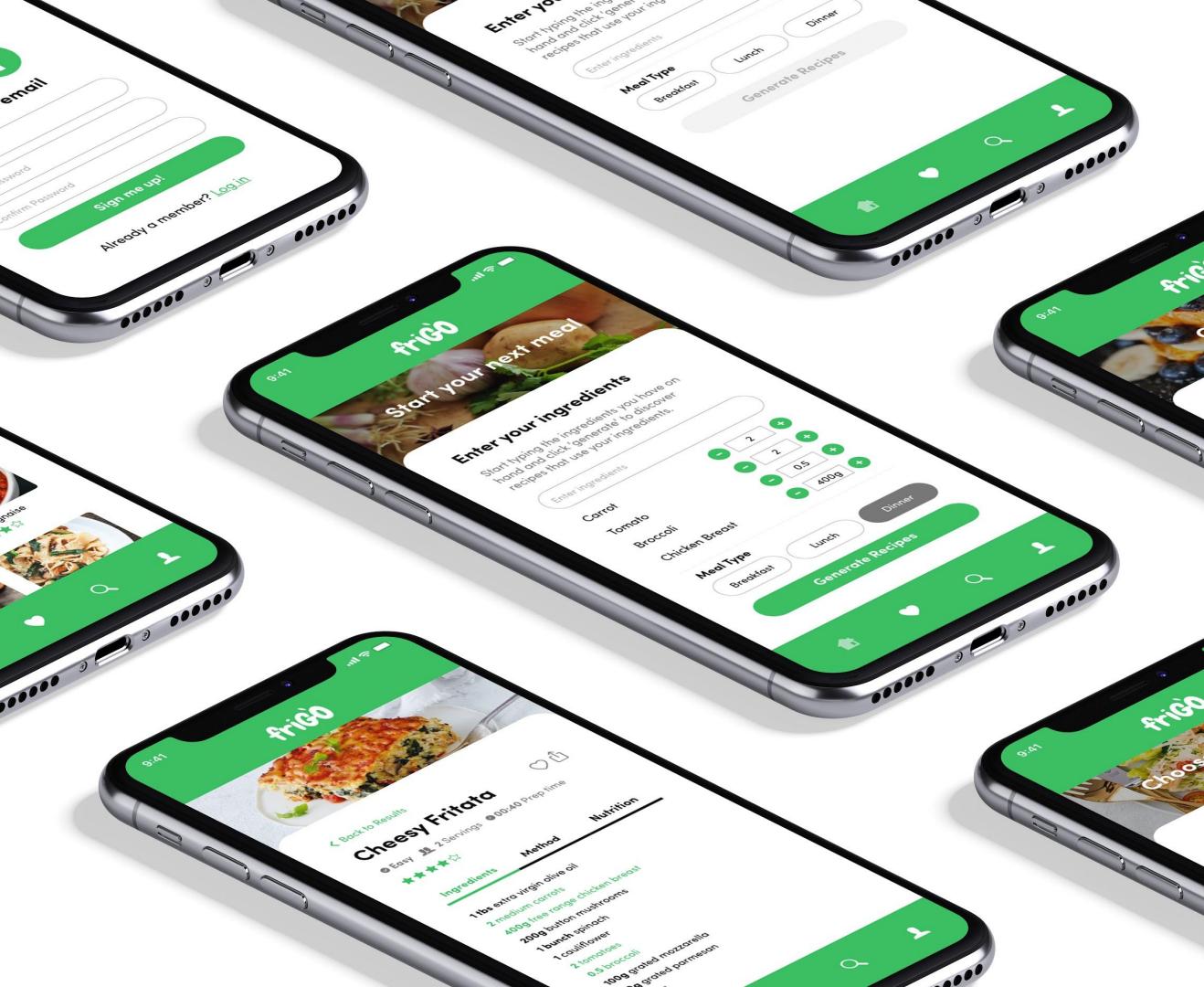
Samantha, who is inspired to cook what's available in her fridge, needs a way to discover new recipes based on ingredients she has at home, so that she can reduce food wastage and time and money spent on groceries.

Goals:

- Aim for less food wastage
- Cut the time spent on grocery shopping
- Learn more recipes to increase the variety of dishes



Competitor Analysis Matrix



COMPETITOR ANALYSIS - FEATURE COMPARISON



MyFridgeFood
What's in your fridge?

FEATURES	★★★★★	★★★★★	★	★★★	★★	★
Platform	IOS/Android	IOS/Android	IOS	IOS/Android	IOS/Android	Android
Score on Google Play	4.5	4.5	NA	4.6	4.2	2.9
Score on Apple Store	4.5	4.8	NA	4.8	4.4	NA
Search for a dish	✓	✓	✓	✓	-	✓
Food waste management	✓	✓	✓	✓	✓	✓
Grocery lists	✓	✓	-	✓	✓	-
Fridge management	-	✓	-	-	✓	-
Meal planning	✓	-	-	✓	-	-
Nutritional information	✓\$	✓	✓	✓\$	✓	✓
Sharing of own recipes	✓	-	-	-	-	-
Fees	Annual/Monthly	Free	Free	Annual/Monthly	Free	Free
Filters	Course	Diet, cuisine, nutrition, ingredients	Diet, time	Diet, preferences, allergies, course	Ingredients	Course



Strengths

Personalised meal plan feature built-in

Multiple filter options

Clean

Slick UI

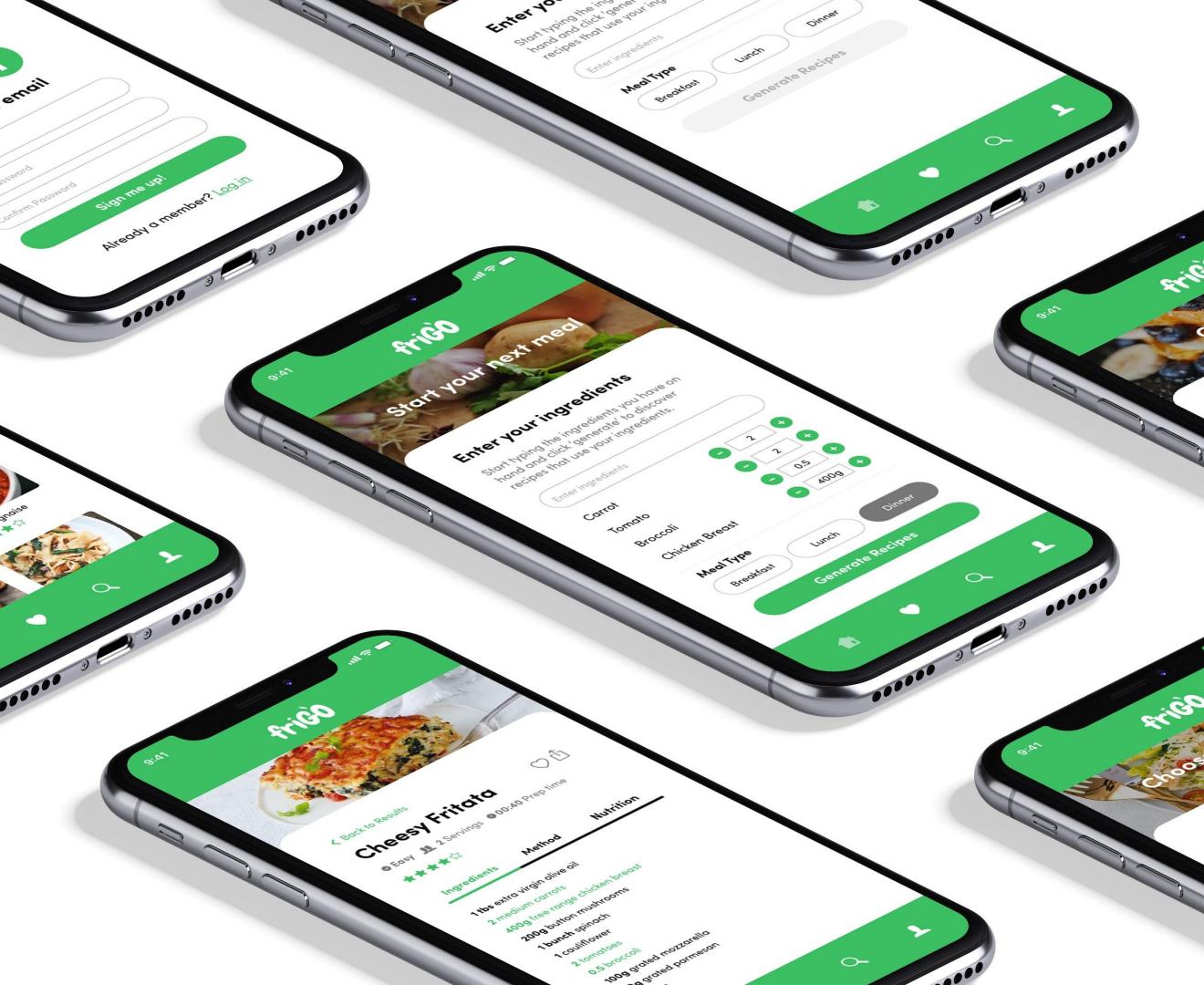
Weaknesses

No option to share your own recipes

“Brilliant! I’m so impressed.”

The image shows the Mealime meal planning application. On the left, a smartphone displays the 'Most Popular' section with various meal thumbnails. On the right, a MacBook screen shows a large banner with the text 'Meal planning made easy'. Below the banner, there are download links for the App Store and Google Play, and a statistic stating 'Join over 4,000,000 others for free today.' The Mealime logo, featuring a lime slice icon, is visible at the top of both screens. A green plant sprig is positioned above the laptop screen.

I like, I wish,
what if...



I LIKE, I WISH, WHAT IF...



I like...

Knowing what to cook

Using filters to choose my recipes
Recipes that match my capabilities

I wish...

I could find meals that suit my tastes
I could add notes to the recipes
I could see calories for the recipes

What if...

I could share the recipes with family
I could sort recipes by dietary needs
There are recipes with flexible ingredients



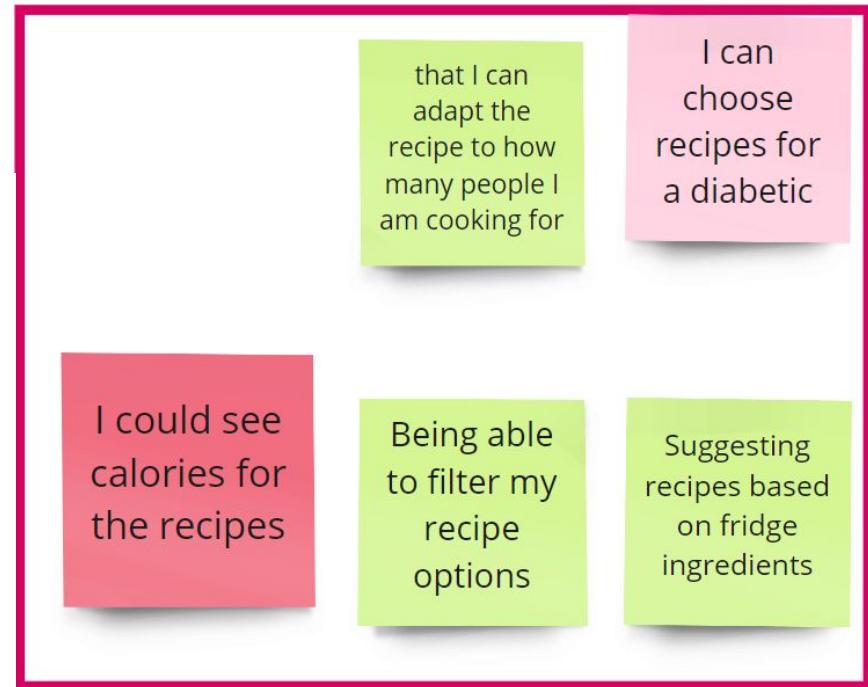
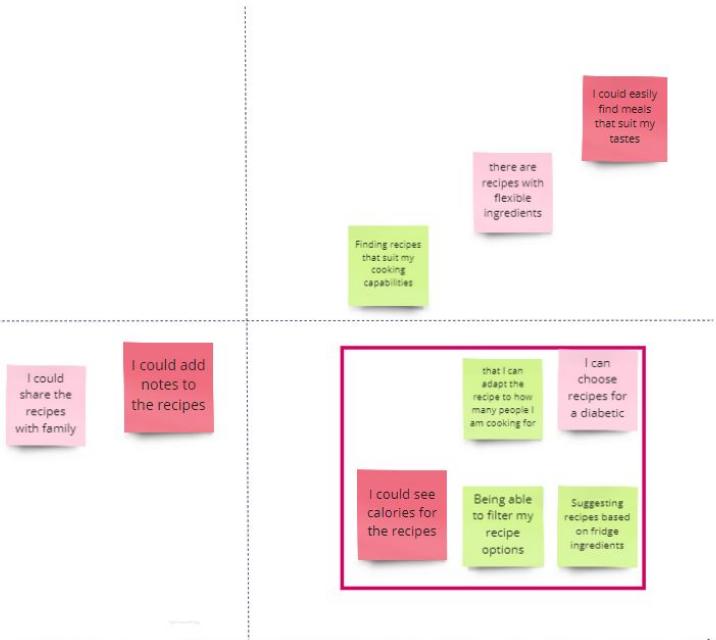
FEATURE PRIORITISATION MATRIX



HIGH
COMPLEXITY

IMPACT/PRIORITY

HIGH



Features that we focused on

STORYBOARD



Samantha has groceries in her fridge but doesn't know what to cook



Downloads FriGO and opens up the app.



She inputs the ingredients from her fridge and selects her preferences



FriGO generates a recipe based on her ingredients and preferences

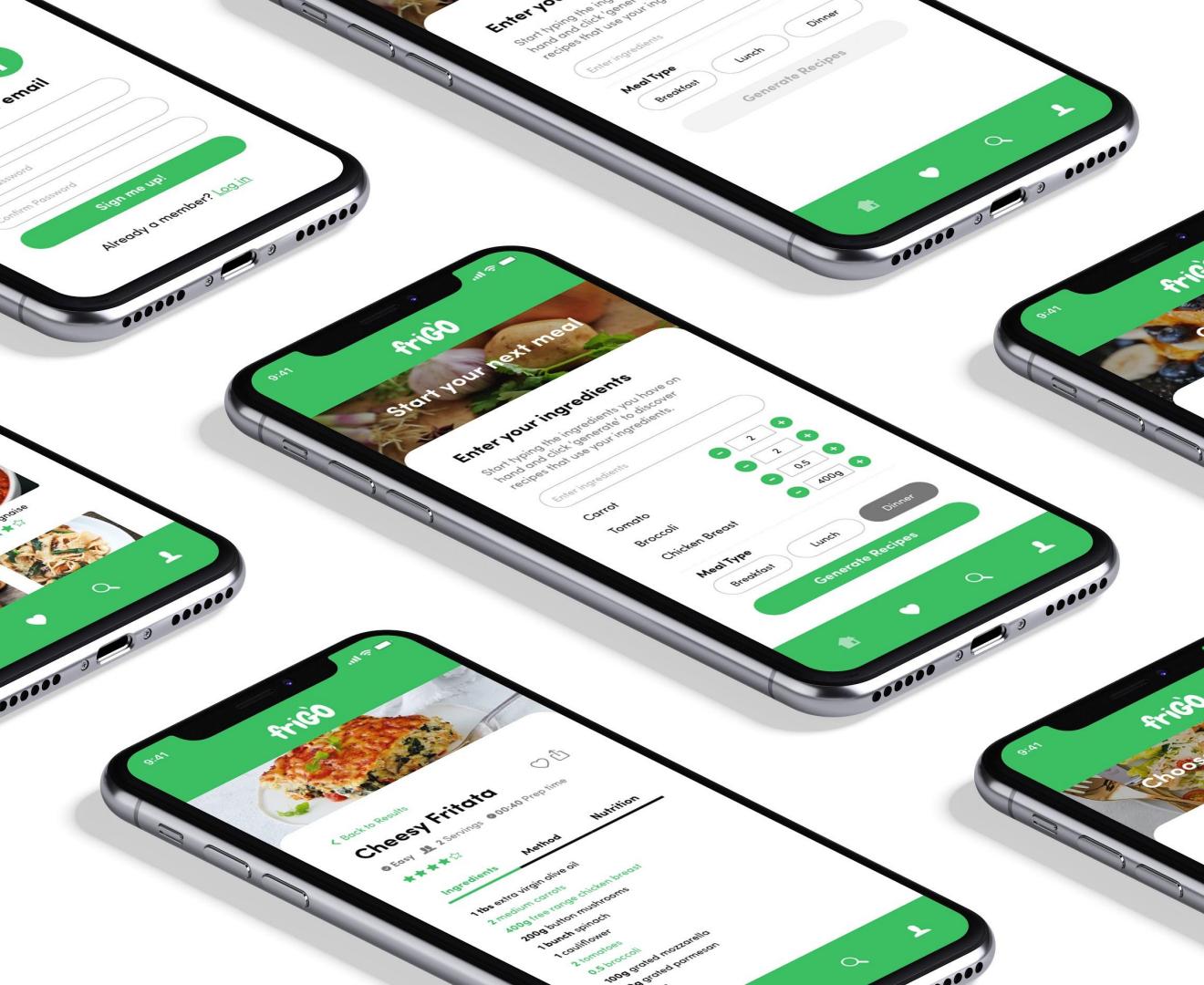


Samantha happily follows the recipe using the app.



Samantha enjoys the meal with her family.

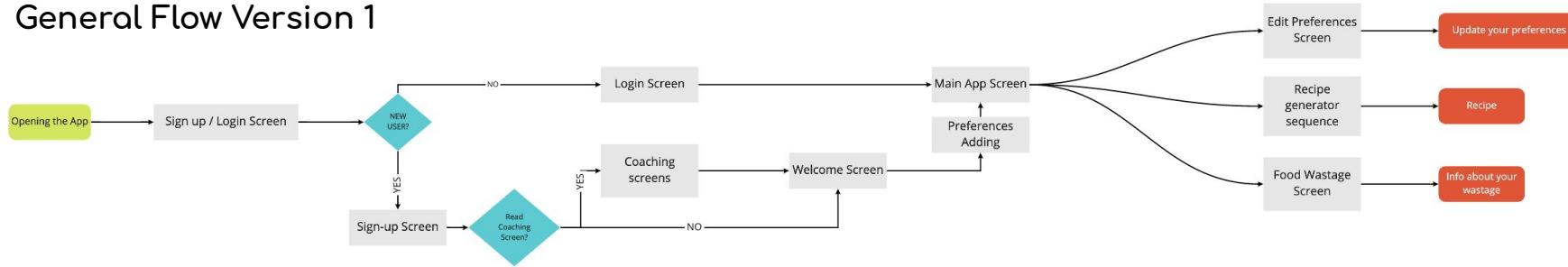
User Flow



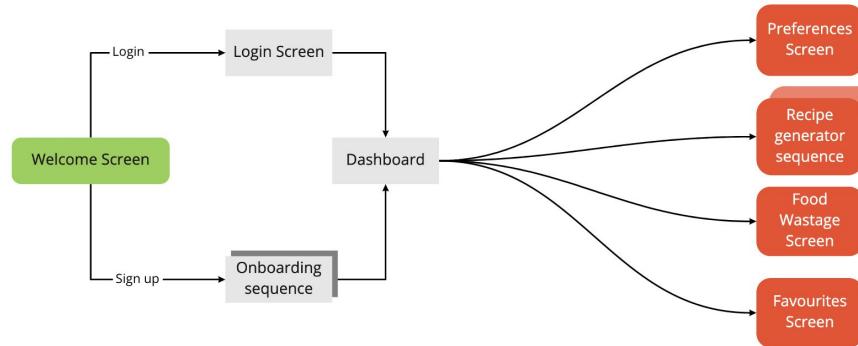
USER FLOW - GENERAL



General Flow Version 1



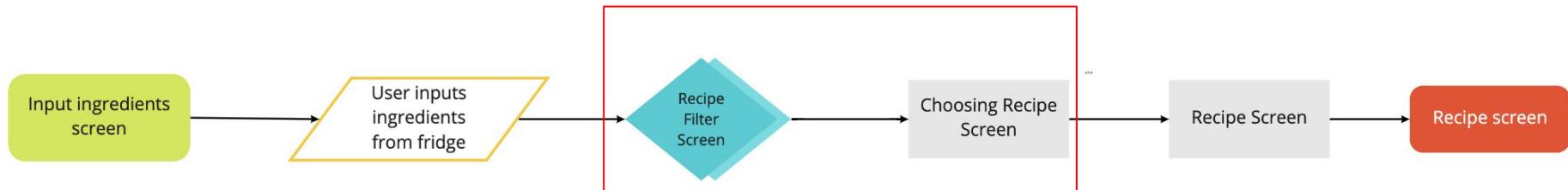
General Flow Version 2



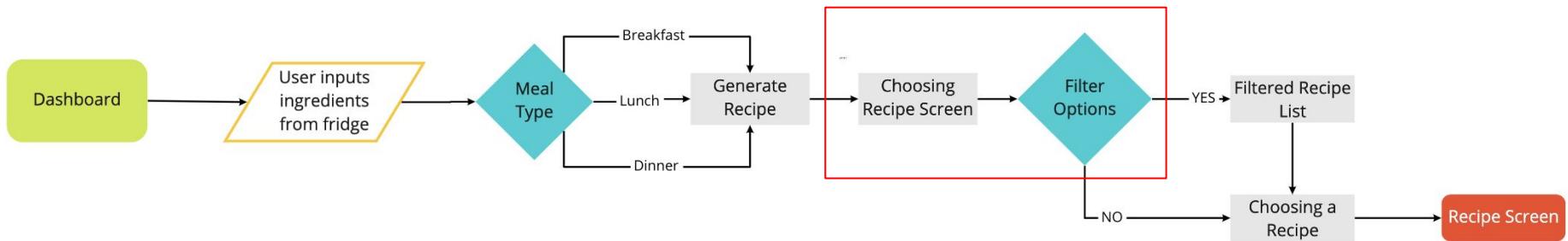
USER FLOW - MAIN FEATURE



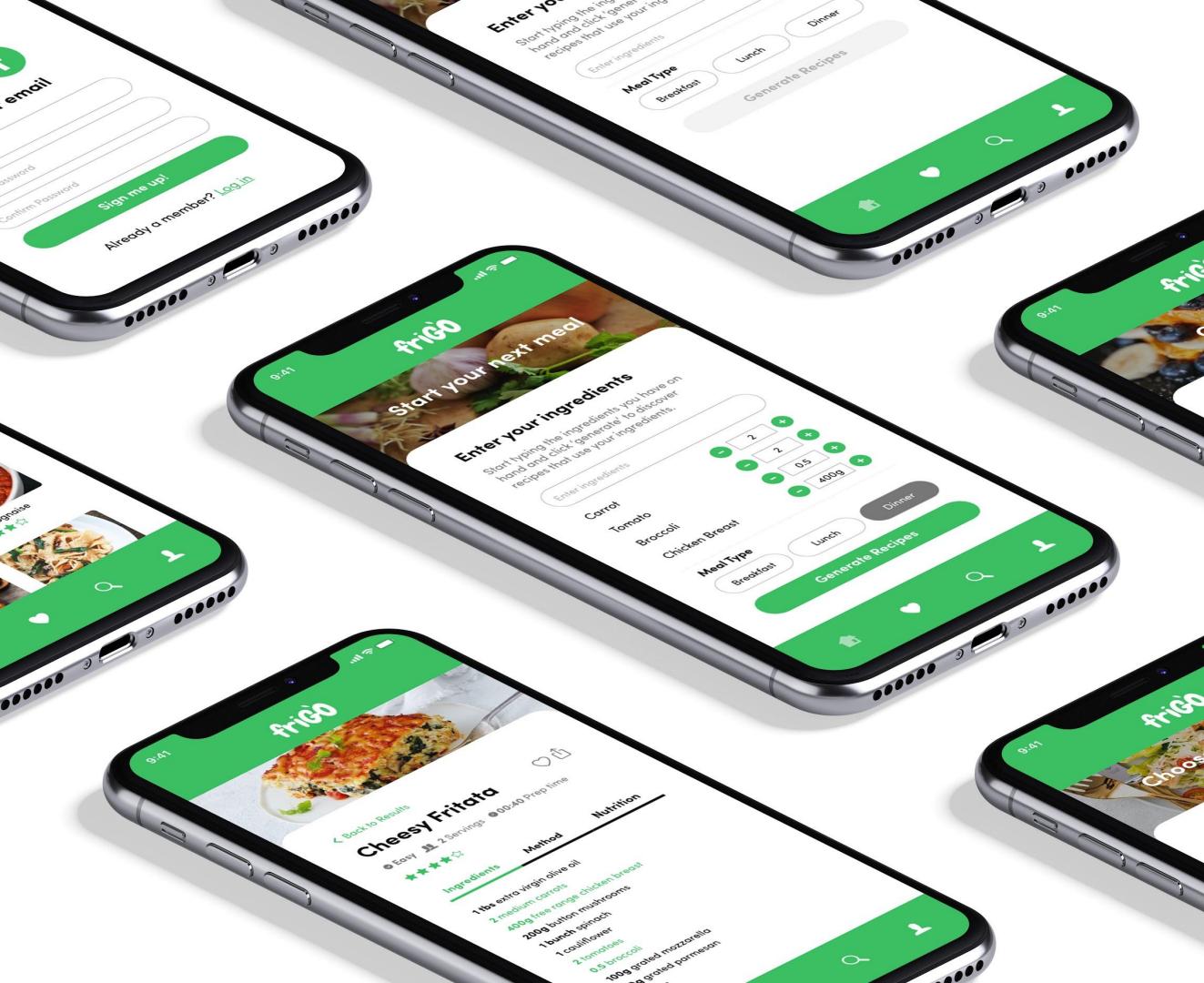
Recipe Generating Sequence Version 1



Recipe Generating Sequence Version 2



Prototyping & Testing



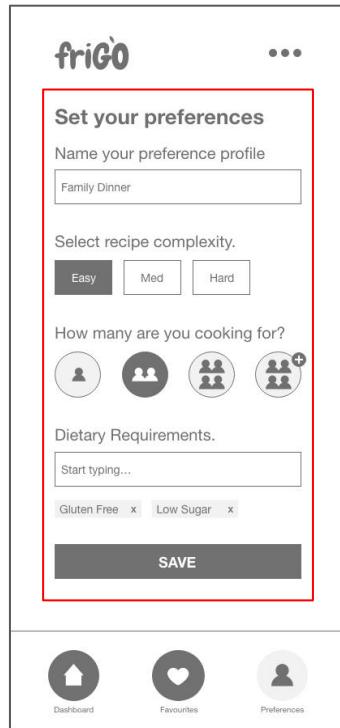
USABILITY TESTING



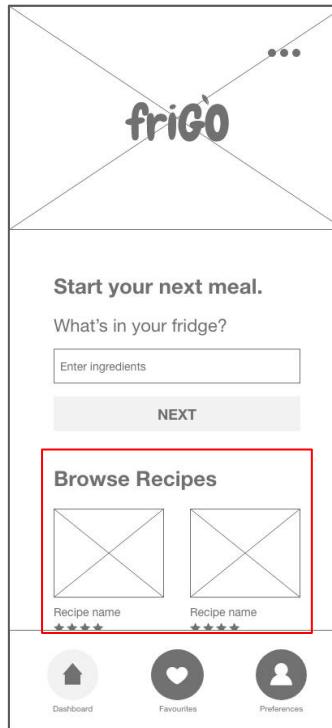
Task	Participants					Success Rate
	1	2	3	4	5	
1. Sign up						100%
2. Enter Preferences						90%
3. Sign out - Sign in						70%
4. Enter ingredients & search for recipe						100%
5. Use recipe filter to filter recipes						80%

Successfully completed task Partially completed task Did not complete task

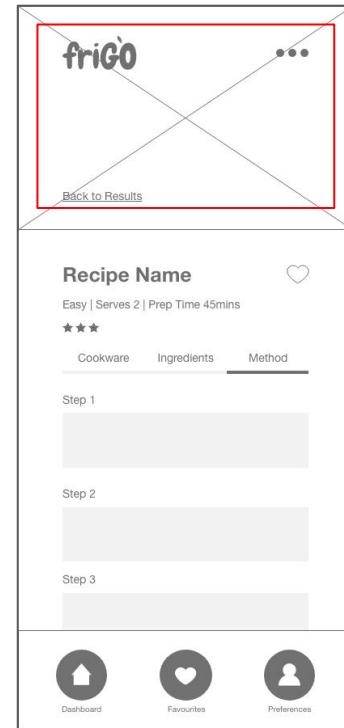
USABILITY TESTING - PHASE 1



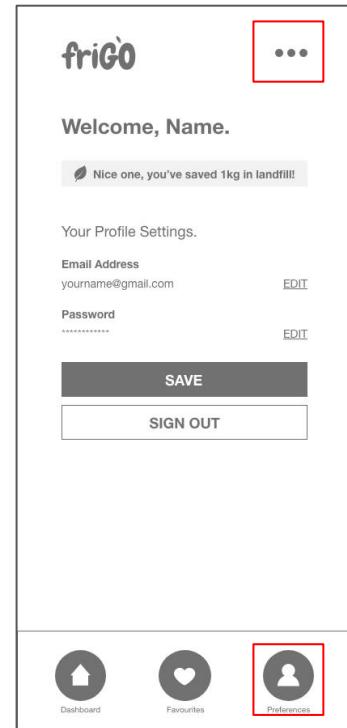
Was confusing having preferences screen before reaching the dashboard.



Recipe browsing doesn't relate to the purpose of our app and should not be on dashboard

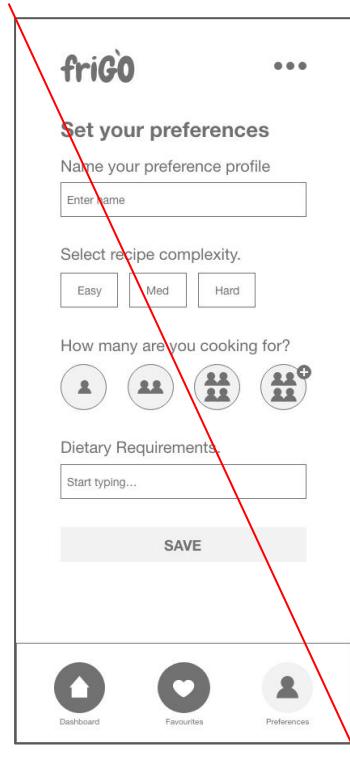


Difficult to spot the 'Back' button

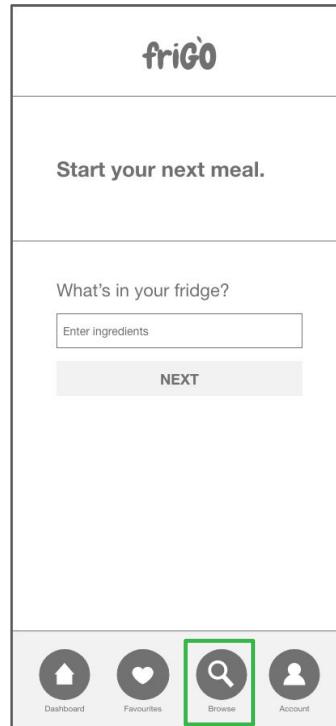


Difficult to understand the difference between the 'Settings' button and 'Preferences' button.

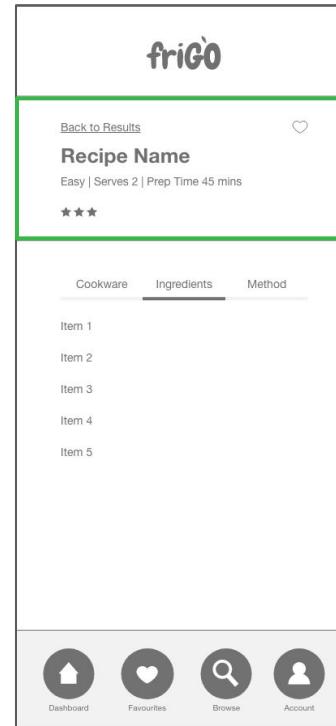
USABILITY TESTING - PHASE 2



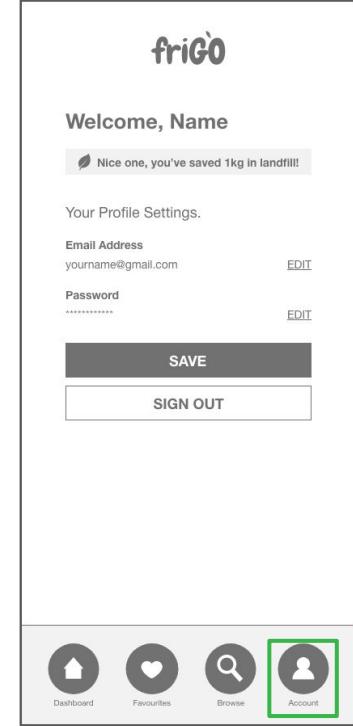
Removed preferences screen and relied upon filter option in recipe list instead



Removed recipes from the Dashboard and added a Browse button in the footer

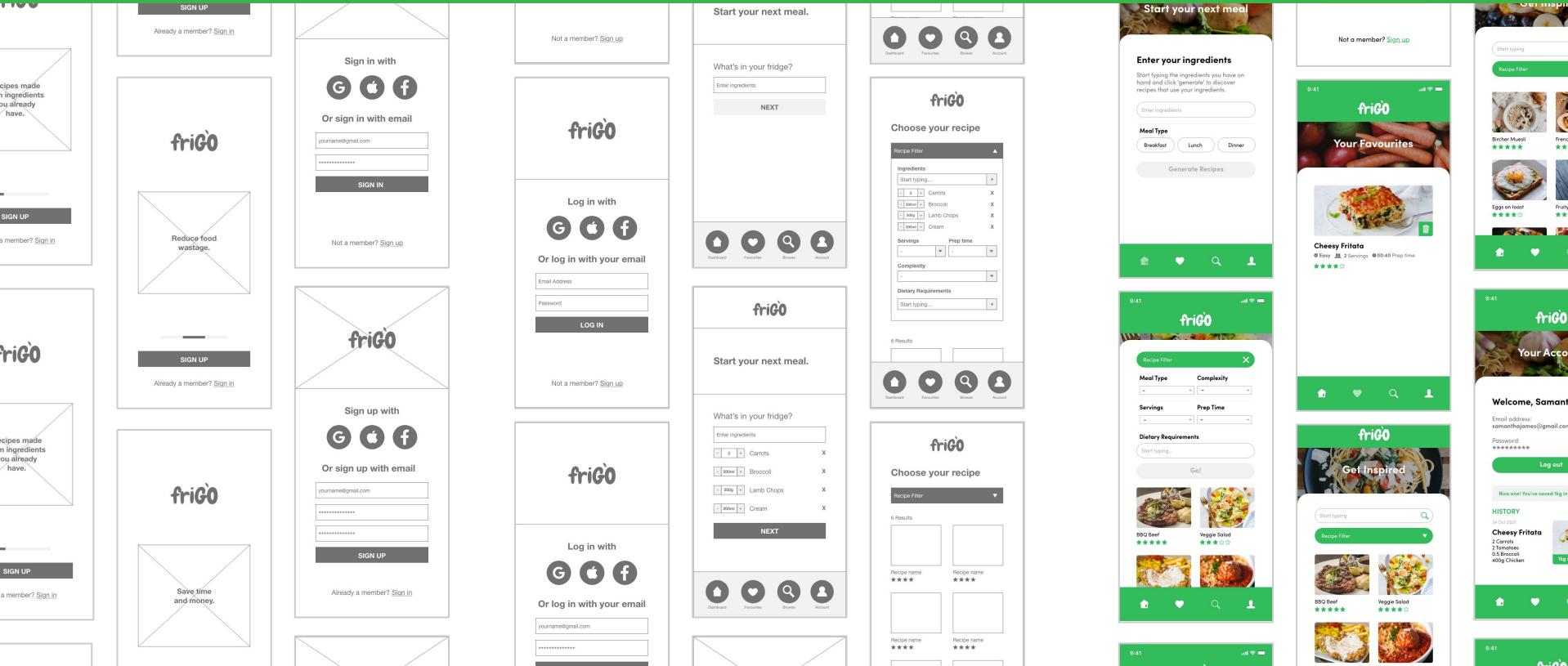


Simplified the Recipe screen so the 'Back' button is closer to the recipe name



Changed 'Preferences' icon to 'Account'.

PROTOTYPING



Low-fi Prototyping

● High-fi Prototyping

LATEST PROTOTYPE



... AND THAT'S A WRAP!



Save time,
save money,
save food.



Great teamwork:
Complementary
strengths



App ideas:
Voice to text
function



What's next?
More testing and
iterating!