

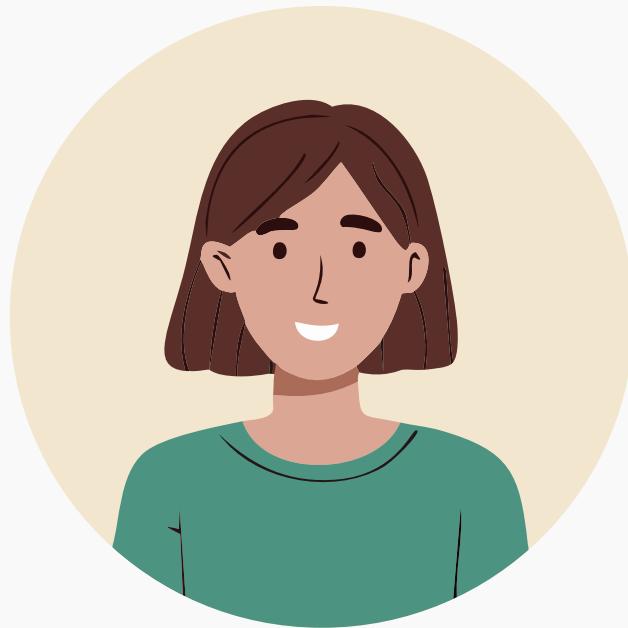
Whizzle

Process Book



Team

Hana Choi



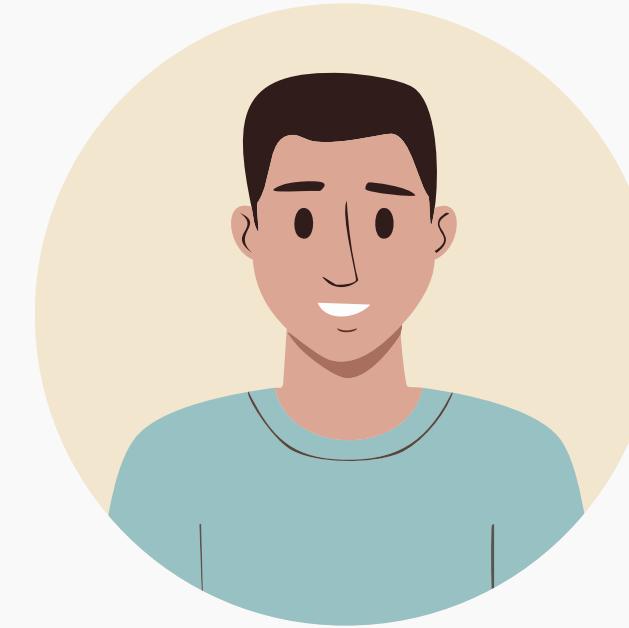
UX Research
UI/UX Designer

Ikjong Choi



UX Research
UI/UX Designer

Steven Sung



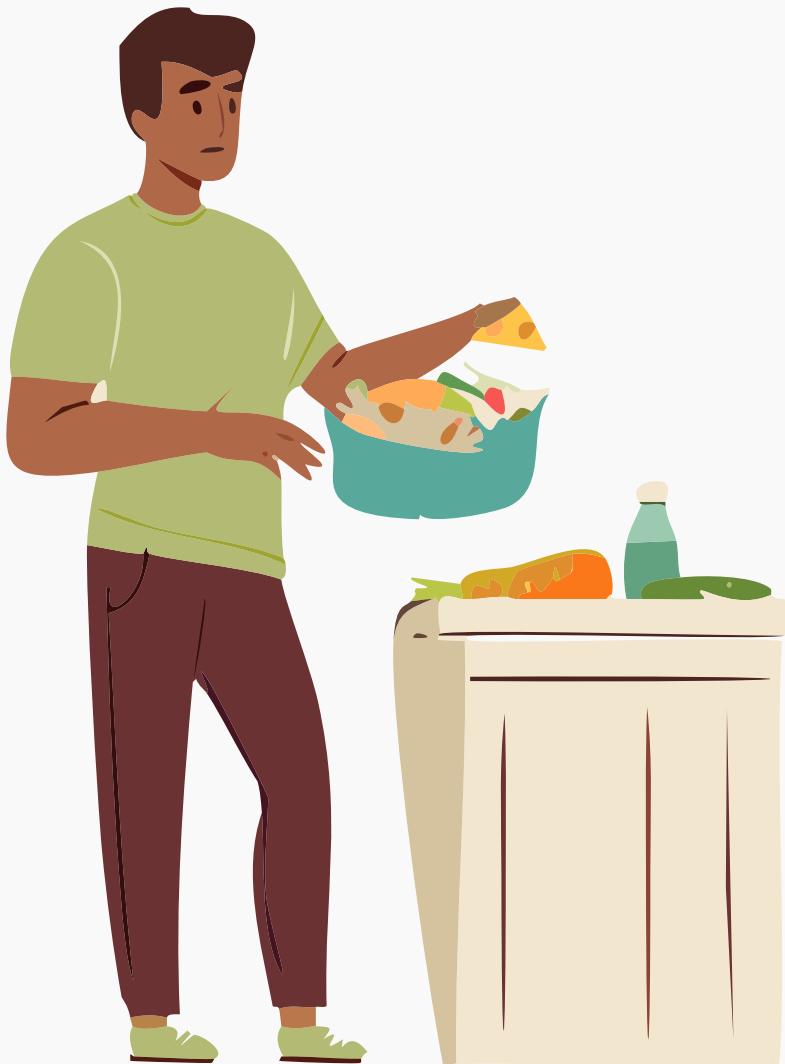
Frontend Engineer
Backend Engineer

Duration

On-going project

Background

Food waste is a significant global issue, with millions of tons of edible food discarded every year. Many individuals find themselves throwing away perfectly usable leftovers or ingredients simply because they don't know how to use them in meals. To combat this, "Whizzle" aims to help individuals reduce food waste by suggesting creative recipes based on what they already have at home.





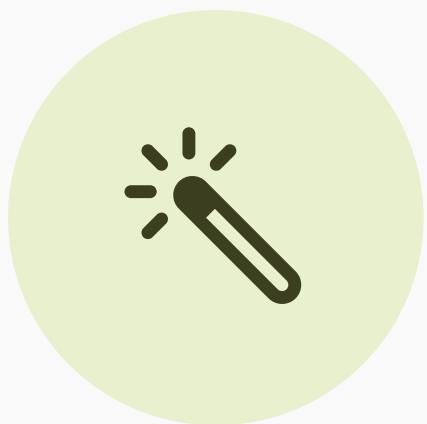
Challenge

Designing a cross platform application that
allows anyone to make it easy for them to
reduce food waste

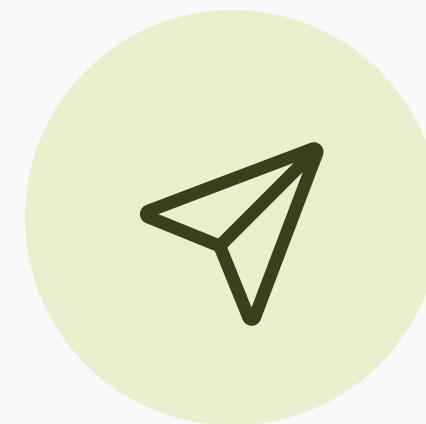
Design Process



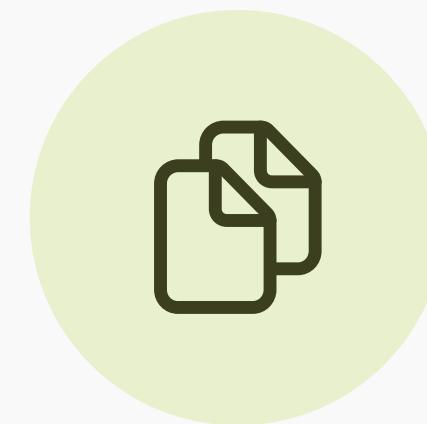
Research



Design



Test



Iterate

DISCOVER THE PROBLEM

Research finding

First, I discovered and learned more about the food waste and the effects of it. Below are the research I found about the food waste in America.



\$218 B

Worth of food in the United States is simply thrown away



x3

Amount of food waste has been tripled over the past 50 years



43%

Of the food waste comes from home

DISCOVER THE PROBLEM

Survey and interview

Survey was conducted to identify how people manage their leftover food and their food and grocery shopping habits.

10 participants from the survey was selected for further discovery and the interview, additionally, a picture of fridge was asked from participants for further analyzation.

Food and Shopping Habits Questionnaire

Thank you very much for your participation in this survey! This is a voluntary questionnaire about the general food and shopping habits of average Americans. Your data and photos will be anonymous and will not be shared unless given specific permission. Please answer every question as honestly as you can :)

1. How old are you? *

Short answer text

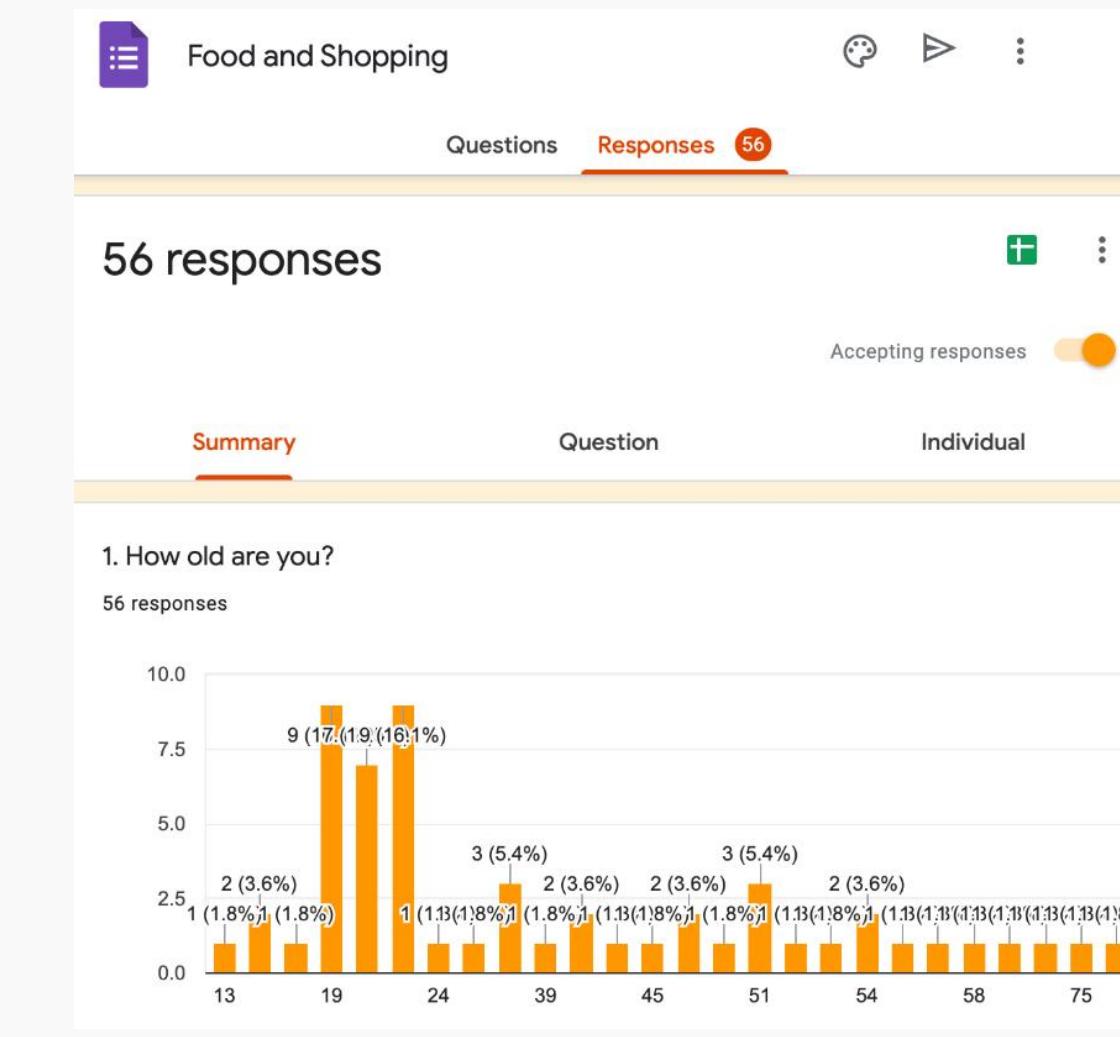
2. What gender do you identify as? (If you do not feel comfortable answering this question feel free to skip!)

Short answer text

3. Do you live alone? If not, how many people do you live with? *

Short answer text

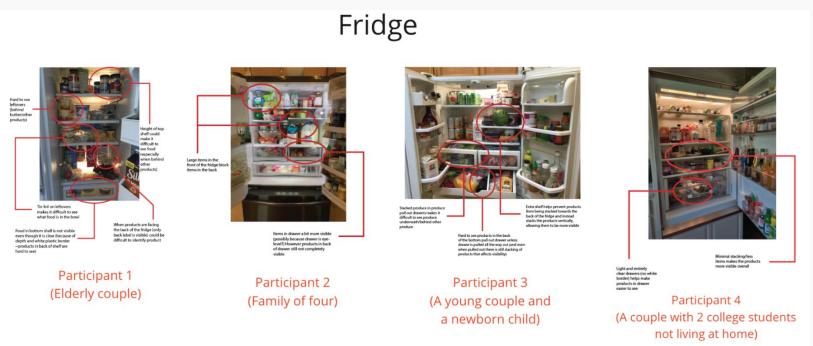
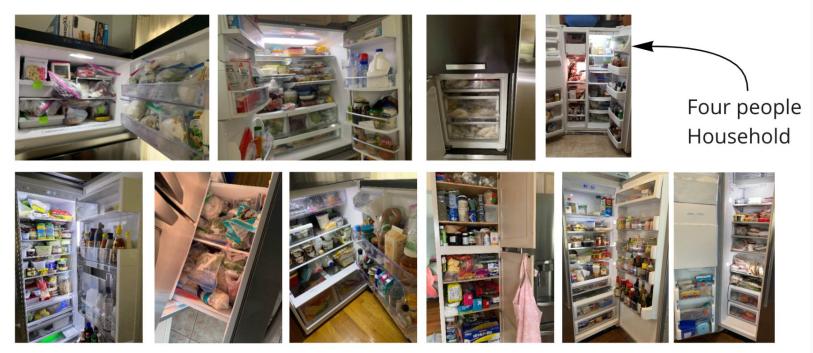
4. How often do you cook for yourself/your family? *



DISCOVER THE PROBLEM

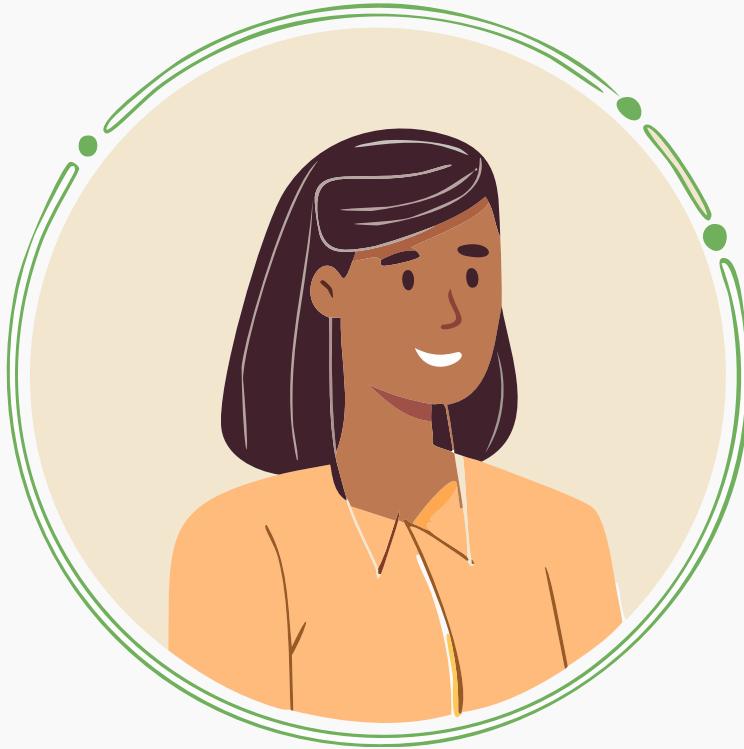
Insights

- People often have to throw away food they bought in bulk for one recipe that they do not know how to use for other recipes.
- Many individuals complain about having a hard time seeing what foods are in their fridge because their fridges are so full.
- People in families of 4 or more members prefer to make leftovers to avoid cooking everyday.
- Foods that spoil quickly (produce, dairy, leftovers) are often thrown away.



PRIMARY PERSONA

User persona



Sarah (37)

Marketing Manager, Omnivores

Married, 2 kids (ages 6 and 3)

Bio: Sarah, a busy marketing manager, often struggles to plan meals after long days, leading to food waste and guilt.

Needs: Sarah needs quick, easy recipes that can help her reduce food waste, save time, and provide healthy meals for her family.

Paint Point: Sarah experiences frustration due to lack of time, limited ingredient knowledge, and feelings of guilt associated with food waste.

How Whizzle can help Sarah: Whizzle can help Sarah by scanning her fridge for recipe ideas, offering quick and family-friendly meal options, and sending reminders about expiring ingredients.

SECONDARY PERSONA

User persona



Daniel (28)

Graphic Designer, Vegetarian
Lives alone

Bio: Daniel, a busy graphic designer lives in a city. It's hard for him to make a trip to the grocery often so he often buys them in bulk. He wants to reduce food waste much as possible but struggles to do so.

Needs: Mike seeks recipes that minimize food waste, prioritize local, seasonal, and plant-based ingredients.

Paint Point: Mike's bulk grocery shopping often leads to ingredient management challenges, difficulty in creating creative plant-based recipes, and over-purchasing of fresh produce.

How Whizzle can help Daniel: The app helps Mike identify fridge contents, suggests eco-friendly recipes, recommends personalized recipes, and tracks ingredient expiry.

DEFINING THE PROBLEM

Problem statement

How might we provide a way for people to reduce food waste through an app that can be integrated easily for busy individuals?

POSSIBLE SOLUTION

Goal

Create a platform that can make it easy for people to find recipes with their leftover.

DISCOVER

Competitive landscape

Two platform that helps users search for recipes based on the ingredients on their hand was analyzed.

The competition lacked making it easy for users to add in ingredients to the app and lacked dietary filter options.



Yummly is a popular recipe app offering ingredient-based searches, dietary filters, cuisine options, shopping lists, and personalized recommendations.

- + Personalized recipe suggestions
- + Shopping list integration
- + Weekly meal planning with cooking tutorials
- Manual recipe and ingredient search
- Navigation challenge

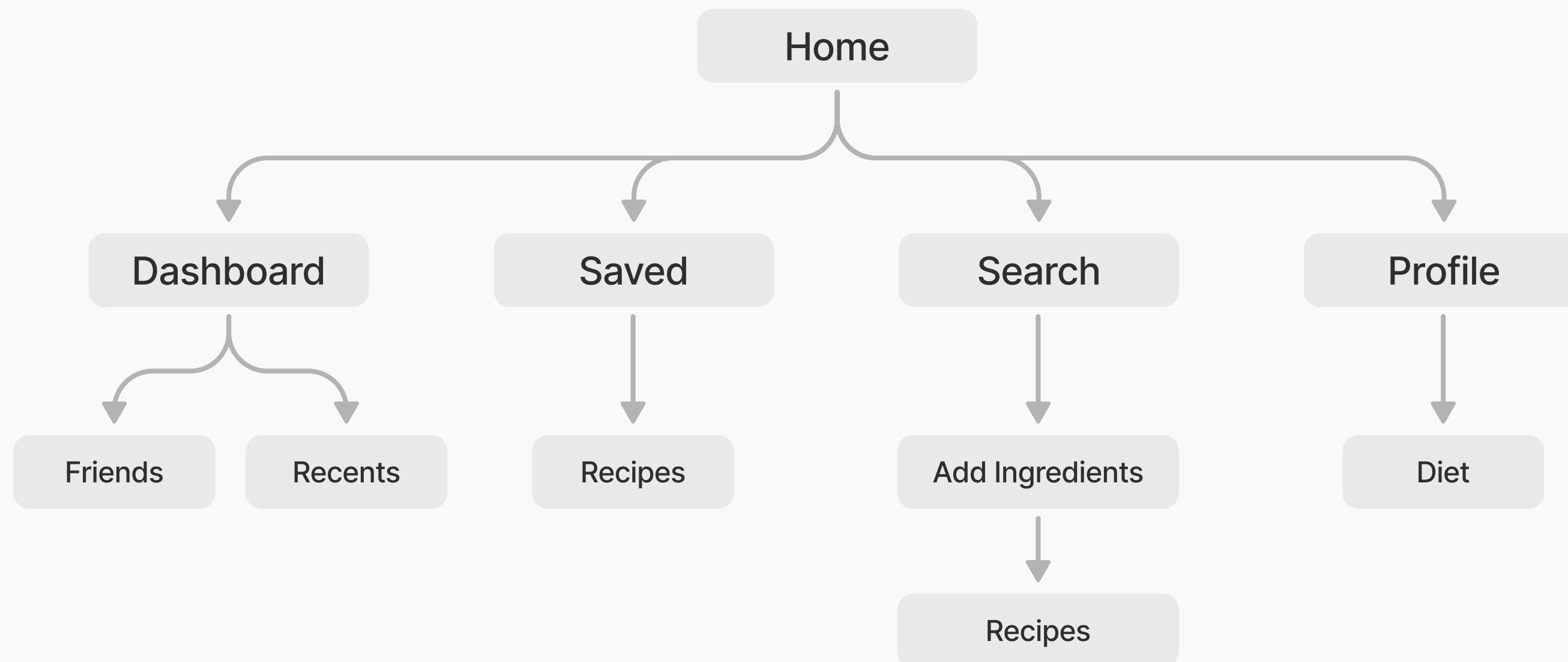


SuperCook is an app that focuses on helping users find recipes based on the ingredients they have on hand.

- + Accurate ingredient-based recipes
- + Free and accessible
- Manual recipe and ingredient search
- Limited dietary filters

INITIAL

Information Architecture



ITERATIONS

Usability testing and feedback

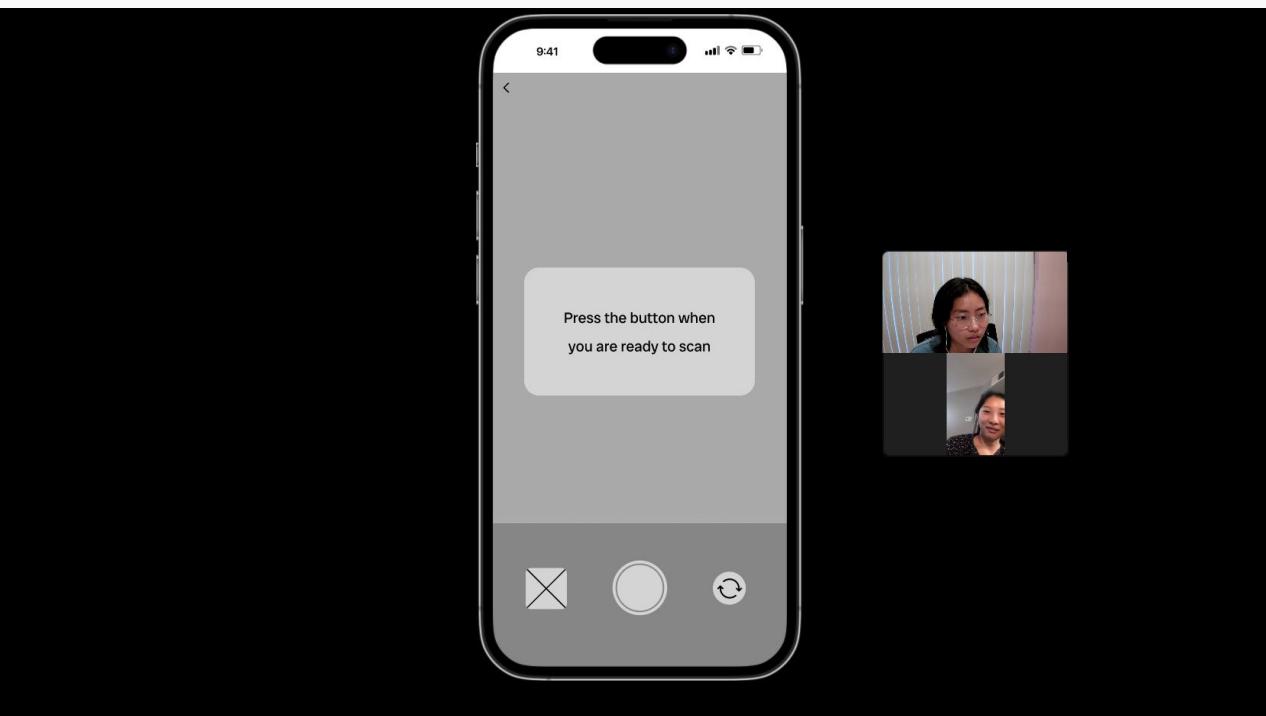
Low fidelity testing was conducted with two testers, age 29(F) and 30(M), who are busy individuals and often cooks at home.

Feedbacks:

"What about the ingredients that you already have that aren't produce? Like salt, pepper, and etc."

"Could there be a way to be selective about your types of cuisine or preference of food you like?"

"Having another way of just select ingredients could be nice,
even taking a photo could be lazy for some people"



ITERATIONS

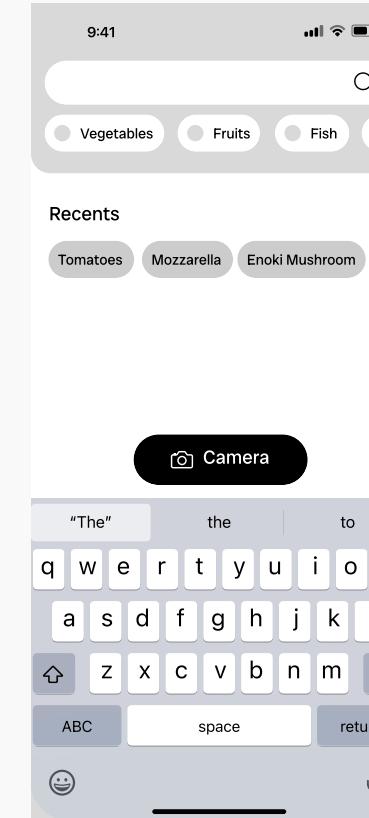
Layout reformation

A. Start screen with the camera



✗ Lack of clarity and functionality

B. More selective way to input ingredients

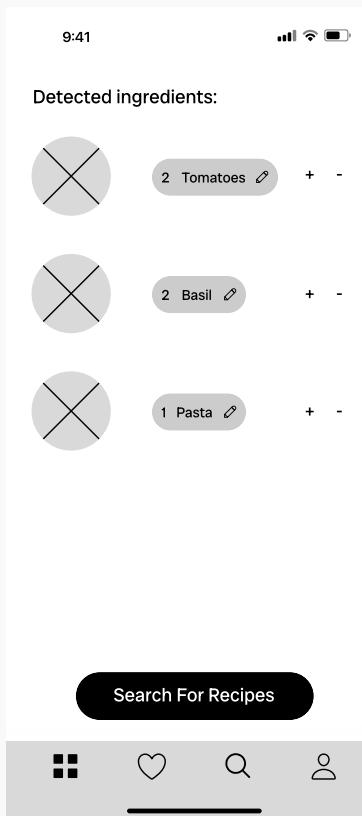


- ✓ More clear and intuitive layout
- ✓ Option for selecting ingredients, typing ingredients, or taking photo of ingredients

ITERATIONS

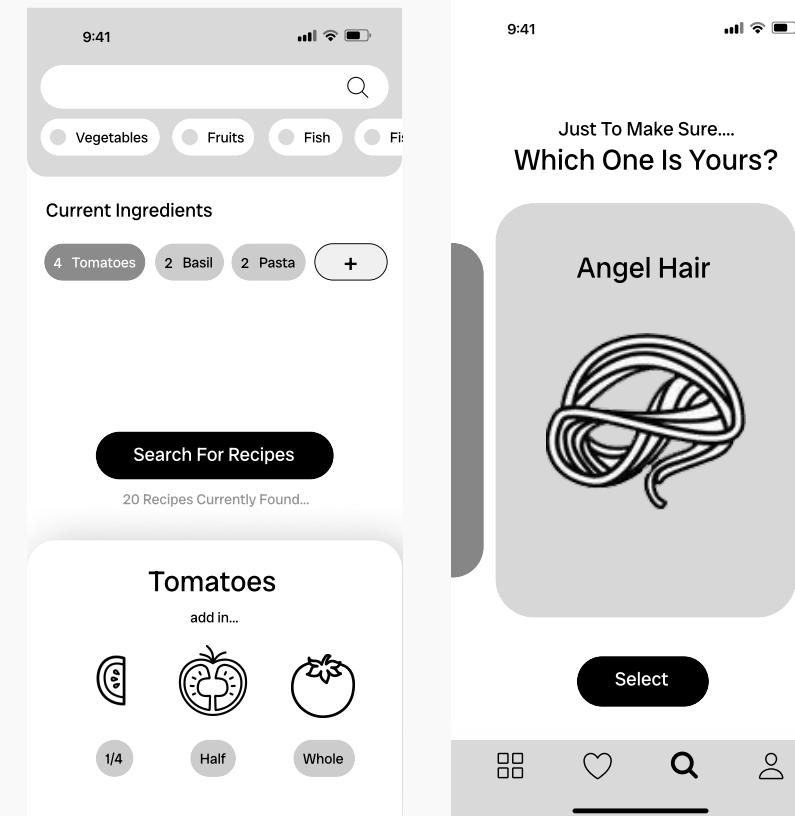
Specific ingredients quantities

A. Lack of specification for the ingredients numbers



✗ Lack of specification
for produce that needs
specification.

B. Option to add in specification number of ingredients

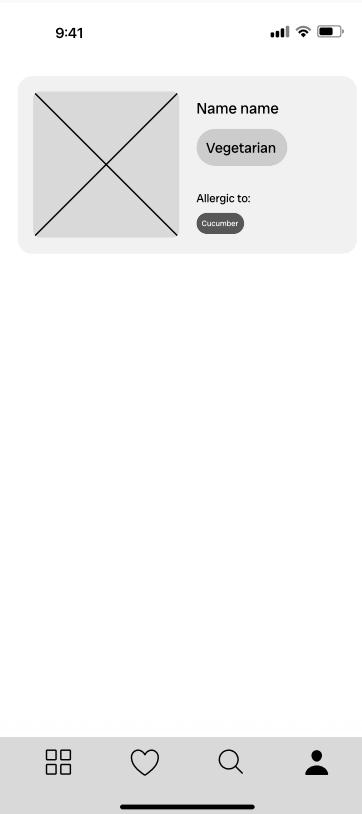


✓ Enhanced way to add number
and the types of ingredients.

ITERATIONS

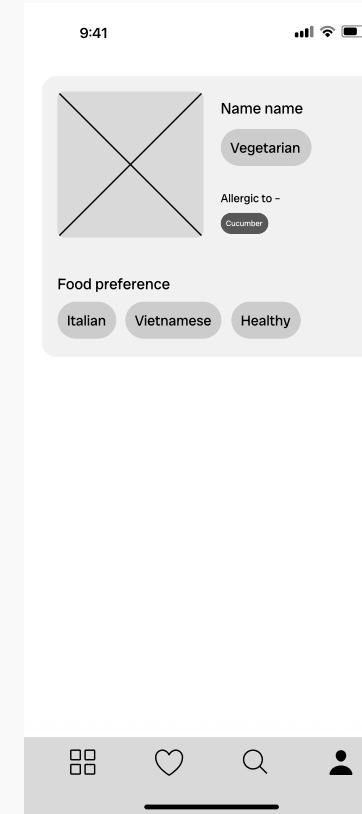
Specific diets

A. Simple personalization



✗ Lacking specification
for preference of food

B. More personalization



✓ Added in option to list out recipes
based on their food preferences

COMING SOON

High fidelity prototype + more testings

Further implementations of feedback and enhancement of the app will be applied and will be tested out for another round of user testing.