

\ \sim Recipe Me! \ \sim /

Problem: having an easy to use and easily accessible way to access your own recipes (or a recipe box, but more organized + digital)

- needs to be more convenient or more useful than pen + paper
- have visual appeal (in both aesthetic + usability for older users who may require larger type)
- simple [for older users who may not want to learn how to use many features and younger users who already have other apps for other purposes]

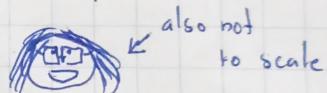
as a user myself

- 21 years old, female
- based in Waterloo
- wants an ~~easily accessible~~ accessible + convenient way to save her recipes
- relevant characteristics: foodie, experienced in the kitchen, references recipes vs often during cooking process ~~as a~~ to double check for accuracy, more interested in timing of steps and fit of ingredients than nutrition facts or precise measurements
- pain points: keeping track of what steps have been completed, annoyed with having to move fingers manually or by memory, annoyed with excess scrolling (and bs stories on blogposts that have recipes)



> a millennial user (Kaylie):

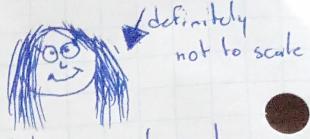
- 21 years old, Female
- based in Waterloo
- wants a way to access her recipes regardless of location (Vancouver → Guelph → Waterloo)
- relevant characteristics: loves home cooking, often takes recipes ~~out of the box~~ and modifies them, possesses lots of handwritten recipes that get lost or left behind, doesn't sweat the details unless baking
- pain points: having handwritten recipes all over the place, keeping track of steps, having to go through a lengthy process to access bookmarked recipes



* both ~~from~~ women are relatively techsavvy and are primarily mobile or desktop users

as an older user (Dan, my mom):

- 52 years old, female
- based in Toronto
- wants one place for all her recipes (online + handwritten) that is easy to read
- relevant characteristics: ESL, primarily an iPad or desktop user, experienced chef, bad eyesight and so prefers large font, has many recipes (handwritten + bookmarked) accumulated over the years
- pain points: having so many recipes in different forms, having to squint or enlarge font constantly, trouble navigating most apps and seemingly "simple" features



definitely
not to scale

so user personas in summary:

- break down into two groups: 1) younger, technically fluent users and 2) older users who prioritize simplicity and accessibility (i.e. large font)
- common goals: a place to save recipes, either handwritten or bookmarked online; a way to cross off steps completed and monitor time between steps (so turning over the potatoes halfway through doesn't require even more work)
- similar pain points: having recipes in disparate locations, remembering how much time to allot for each step, wanting something that's more convenient than pen + paper

Persona 1: Héloïse Hailie

- 21 years old, Uni student who loves homecooking
- Has lots of recipes in different places (sometimes with differing measurements bc imperial v. metric)
- Forgetful so wants a way to keep track of completed steps
- Impatient so wants one-step automatic timers for those steps (i.e. simmer for 20°)
- Fluent in English, comfortable with technology
- When using digital recipes, most often uses mobile than desktop (no tablet use)

Persona 2: Danj

- 52 years old, mother immigrant mother who has amassed recipes from all over for many years
- Has loads of recipes in multiple languages (handwritten + bookmarked)
- ESL + easily frustrated with technology so wants (~~as simple and effective~~) a ~~simple + intuitive~~, and an simple and intuitive short process (in both adding + using recipes) with short and explicit explanations when required
- Aging eyesight so requires large, clear ~~that~~ UI + text

[LTG]: have something me and my peers can use whenever we cook to simplify the cooking process

hmw:

- simplify form screens for a more streamlined process
- create a UI that looks good at every size
- understand what intuitive design means for older users
- ensure repeat use of the app through good onboarding + easy addition routine
- make adding recipes an easy process (bc lots of recipes + lengthy add time unhappy users :/)

checkpoint #1:

- time to separate app idea into two designs: mobile for millennials and for older users
- design for both now?! (example of multi-platform design)
- let's begin with mobile :)

User journey (Hailie): onboarding

- ① open app
 - ↳ welcome screen; tour of basic features
- ② prompt to add first recipe
 - would it be useful to have a recipe as a guide?
- ③ add recipe in steps
 - ↳ title, type (lunch/dinner/dessert, etc.), option
 - ↳ ingredients
 - ↳ method → would be useful to automatically add step times together so user doesn't have to manually calculate cooking time, prep time, and total time
- ④ confirmation screen
 - ↳ may be scroll or page swipe motions as not to be thrown into overwhelming compendium of text but able to edit if needed
- ⑤ success! Recipe added → user can now go on and cook

which leads to... alt user journey 2: cooking using RecipeMe

[LTG: have something me and my peers can use whenever we cash to simplify the cooking process]

how:

- simplify form screens for a more streamlined process
- create a UI that looks good at every size
- understand what intuitive design means for older users
- ensure repeat use of the app through good onboarding + easy addition to routine
- make adding recipes an easy process (bc lots of recipes + lengthy add time = unhappy users :/)

checkpoint #1:

→ time to separate app idea into two designs: mobile for millennials and tablet for older users

→ design for both now?! (example of multi-platform design)

→ let's begin with mobile :)

user journey (Hailie): onboarding

① open app

↳ welcome screen; tour of basic features

② prompt to add first recipe → would it be useful to have a preexisting recipe as a guide?

③ add recipe in steps

↳ title, type (lunch/dinner/dessert, etc.), ~~option~~

↳ ingredients

↳ method → would be useful to automatically add step completion times together so user doesn't have to manually complete cooking time, prep time, and total time

④ confirmation screen

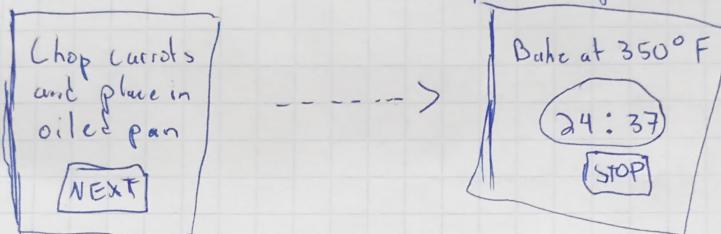
↳ may be scroll or page swipe motions as not to be thrown into an overwhelming compendium of text but able to edit if needed

⑤ success! Recipe added → user can now go on and cook

which leads to ... alt user journey 2: cooking using RecipeMe

alt. user journey - cooking:

- ① open app
↳ home screen already has entered recipes for quick + easy selection)
- ② choose which recipe to make
↳ scroll if undecided or search if recipe already in mind
- ③ preview recipe
↳ make it easy to view time required, # of ingredients
- ④ start cooking
↳ & ideally, make it kinda like Google Maps → begin journey and view each step one screen at a time with the ability to zoom out and view future directions and/or required ingredients when needed
- ⑤ complete steps sequentially
↳ ideally, timed steps like simmer for 20 minutes have a button which to start a timer with a reminder for required temps



- ⑥ (celebrate your finished meal!
↳ cute completion screen :)

future nice to haves:

- collaboration with voice recognition for hands free use
- ability to skim and save bookmarked recipes w/o user input
- prompt to take photo of finished dish for 1) library to visualize dish and 2) share with friends
- text recognition so recipes don't have to be manually uploaded (problem: multilingual users)

so this sprint's goal is ... add recipe + cooking mode! (ambitious but displays variety of UX skills + processes)

- breaking it down into 2 sprints/projects being managed concurrently
- maybe even making the tablet version for older users into reality?

[siduri: i feel like tablet users are majority kids and baby boomers]

Welcome to Recipe Me

Add
Recipe

5

Ingredients

- Carrot
- Onion
- Onion
2 add
- Celery

6 Step 1 of 5
Title

Is this a:

- Breakfast
- Lunch
- Dinner
- Dinner
- Desert

6

Ingredients

- Potato
- garlic
- garlic
- garbanzo beans
- garam masala

7 Ingredients

add here
 add more

Title
Bacon

A bit about this
A simple protein
in under 22
mins

7

Bacon

Method

Simmer for 20
minutes

← ↓ →
Swipe b/w
scroll to edit
as required

8

Title

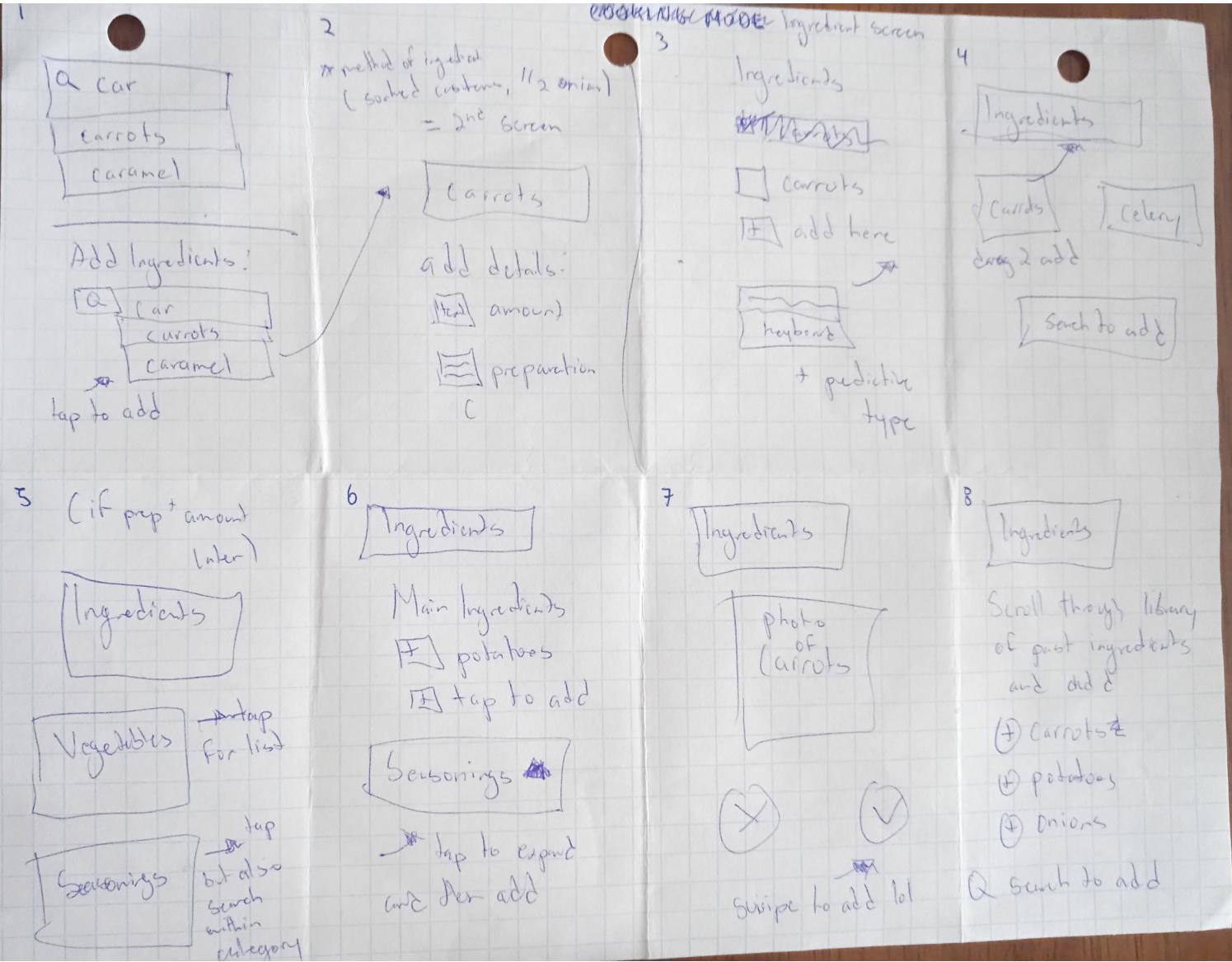
Time

Ingredients

Method

Prep

- Chop
- Mince
- Slice
- Stove



→ focus for wireframes + prototyping: ingredient form screen
why? 1-person team + lots of ideas = narrow down task for efficient, effective implementation

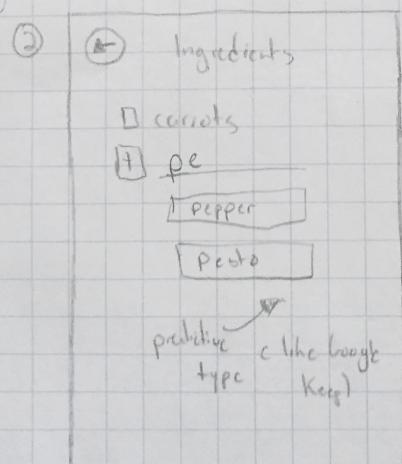
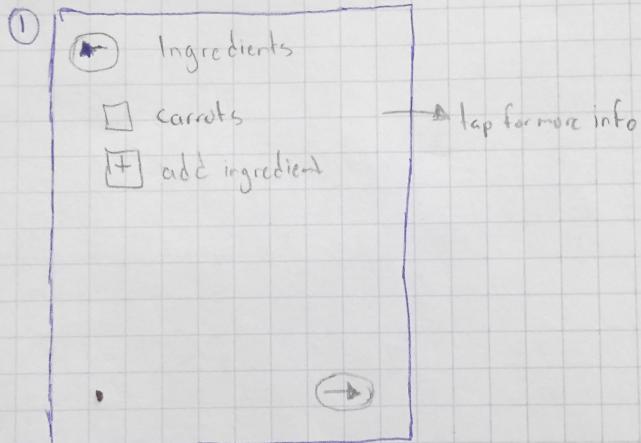
→ after crazy 8's

- considered everything and loosened fears of feasibility through low commitment sketches
- lots of tapping or swipe to add (get user feedback on these)

→ do let's wireframe 2 of 3!

a user story with lots of steps for a dish we're trying to recreate.

→ so at the ingredient input stage, the app will already have information on 1) the title of the dish and 2) what type of dish (dessert, lunch, dinner)



• Cook and Sync presentation for restaurant matching 23 → works on location / interaction design / gamification of an army game bush

• Add one web project

• Int project about user research

•

