

PANTRY

A COOKING APP FOR STAY AT HOME PARENTS

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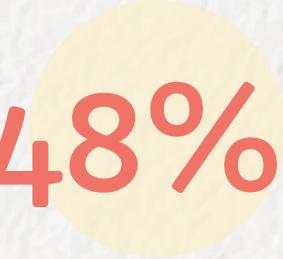
PROBLEM STATEMENT

Planning, shopping for, and executing food for the family every day can be hard. How might we design a way for **stay at home parents to discover new recipes to make for their families?**



SURVEY RESULTS

Cooking habits/preferences



48%

Only cook **1**
meal everyday



56%

Have **0-1** hours
to cook/day



SURVEY RESULTS

Learning New Recipes

44%

Video tutorials

+

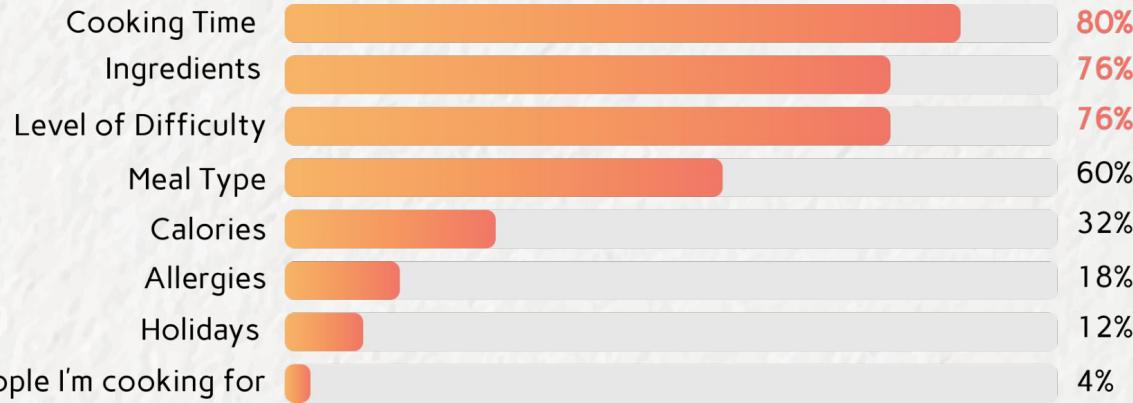
36%

Step-by-step
written guides



SURVEY RESULTS

Searching New Recipes



USER RESEARCH TAKEAWAY 1



Smarter ways of tracking the expiration dates of different ingredients

“**Balancing preferences while keeping recipes fresh is hard.** I’m pretty good at keeping track of what’s expired but I know others aren’t. It would be helpful to see recipes using ingredients I already have.”



USER RESEARCH TAKEAWAY 2



Recommend recipes based on the available/necessary ingredients

“ I want **simple recipes** with **limited ingredients** or things I have. I would want to quickly and easily find recipes and filter by necessary ingredients. ”



USER RESEARCH TAKEAWAY 3



People tend to forget about the specifics of a recipe after they refer to a tutorial

“ One thing I find frustrating about trying out new recipes is that I would always forget about the details of the amount of each ingredient I should use. ”



USER RESEARCH TAKEAWAY 4



More ways of filtering recipes

- “ Cooking **takes too much time**. I rarely cook but would cook easy things that taste good. ”
- “ I wish to have **easier access to new recipes**, for example, the recipes suitable for the current season. ”



USER PERSONA



Name: Mary

Bio: Happy mom with 3 kids

Age: 51

Gender: Female

Relationship status:

Married

Location: Charlottesville, VA

Defining traits:

Exceptionally caring for her family; loves to try out new things;

Professional + Educational Background

Graduated from college ten years ago and worked a job as a middle school teacher for a few years. She settled down to have kids a couple years ago and decided to leave her old job to care for the children.

She does side hustles in her free time, like running her own Etsy shop and a popular Instagram page.

Personal Preferences + Interests

- Research about new recipes that she can make for her family (loves to look for seasonal recipes)
- Baking
- Watering plants
- Organizing home
- Reading and sharing thoughts online

Psychographics

- Being organized
- Caring
- Keeps track of recipes in memory
- Loves to cook, sees it as a way to connect with family

Values

- Time with her family
- Being financially stable

Goals:

- Time with her family
- Being financially stable

Challenges:

- Finding new recipes
- Keeping track of the new recipes she finds.

Go-to apps:

- Hello Fresh
- Etsy
- Instagram
- YouTube
- Pinterest
- Instacart



JOURNEY MAP

	PLANS DINNER	FIND RECIPES	FINDS PANTRY	MAKE DINNER
User goals	Thinks about dinner plans	Browses online	Discovers our app	Uses our solution
Experience				
Problems	Has trouble thinking of recipes to look for that suit her family's dietary needs	Doesn't have most of the ingredients needed for the recipes she finds		
Ideas / Opportunities	Smart recipe recommendations that take into account preferences, allergies, and more, with advanced filtering options	Recommendations can be viewed solely based on ingredients she owns, prioritizing those expiring first		



OUR GOALS



Convenience

Most parents don't have that much time to cook. We want the process to be as easy as possible to allow more time for cooking.



Efficiency

Many products go to waste due to expiry or lack of ideas for recipes to use ingredients efficiently. We want to reduce ingredient waste.



Customization

Everyone's lifestyle and cooking habits/tastes are different. We want to curate an experience that will suit any user.

WIREFRAMES



wireframe... pantry recipe dis... recipe dis... recipe open

Good Evening, User
Suggested Recipes for Today
see more
Your Favorites
see more
navigation bar | my pantry

My Pantry (Expiration Date) +
recipes | my pantry

Discover Recipes search meal type difficulty duration
Recipes Based on your Preferences
see more Try Something New
navigation bar | my pantry

Discover Recipes search meal type difficulty duration
Recipes Based on your Preferences
Categories:
Dietary Restrictions:
Others: seasonal recipes
Reset Apply

recipe name

Ingredients

Tutorial Step 1

Step 2

onboardin... onboardin... onboardin... onboardin... onboardin... onboardin...

skip fruit design element
How many people do you usually cook for?
Just for me
2 3-4
5-7 8+
Fruit design element

skip fruit design element
How much time would you like to spend cooking each day?
As little as possible
A couple hours is fine
I'll cook all day
Fruit design element

skip fruit design element
Rank from most to least the frequency you cook each meal (drag to sort)
1. Breakfast
2. Lunch
3. Dinner
Fruit design element

skip fruit design element
Any dietary restrictions or preferences?
No dairy
No gluten
No nuts
Vegan
Vegetarian
Add custom
Fruit design element

skip fruit design element
What are your go-to kinds of foods?
mexican asian
mediterranean meat-centered
low carb american
vegetarian sweets
italian breakfast
snacks sandwiches
see more
start cooking
Fruit design element

LANDING PAGE



LANDING PAGE

FINDING THE PERFECT RECIPE FOR YOU!



MULTIMEDIA COOKING TUTORIALS

Start learning new recipes based on your choice of tutorials. Mini videos series, traditional cookbook recipes, you name it!

SMART TRACKING OF YOUR INGREDIENTS

Scan your receipt and digitally track the expiration dates of all your ingredients!

HIGHLY CUSTOMIZED RECIPES

Find the perfect menu for your family based on your choice of difficulty, duration, meal type, dietary preferences, and so much more!

[DOWNLOAD APP](#)



PROTOTYPE

The prototype consists of three main screens:

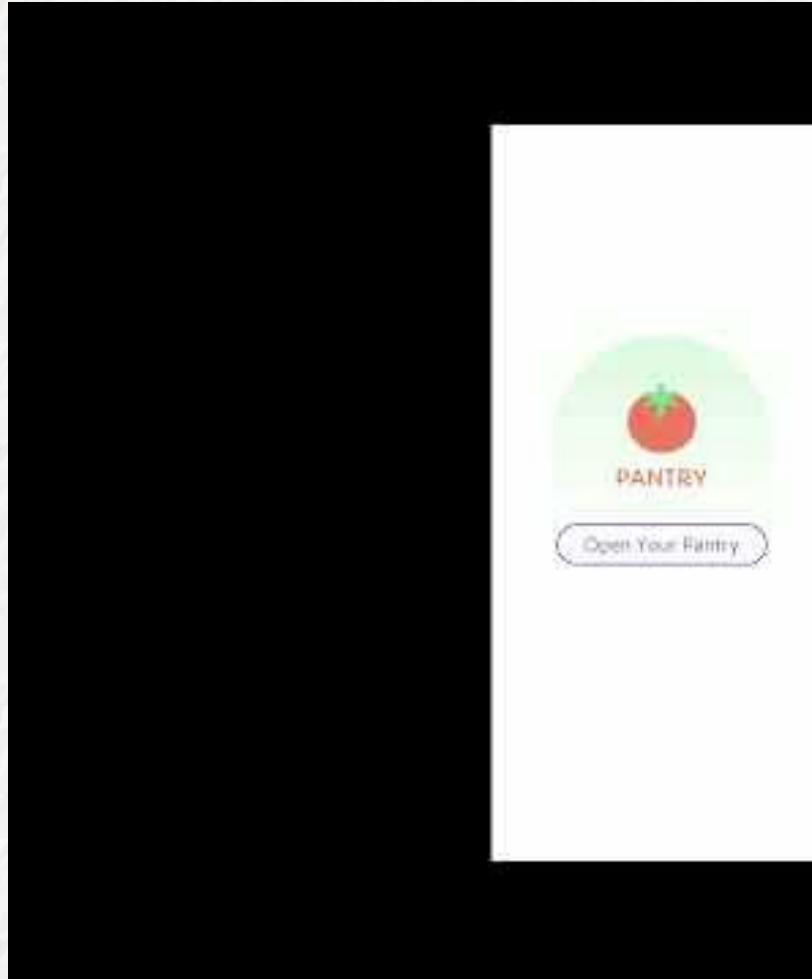
- My Pantry:** Shows a grid of ingredients with counts (e.g., 3 bell peppers, 2 cauliflower, 3 carrots, 1 jar of jam, 4 onions, 2 jars of honey). It includes filters for 'Expiration Date' and 'Type', and buttons for 'Discover' and 'My List'.
- Pantry:** A central screen with a large green circle containing a tomato icon and the word "PANTRY". Below it is a button labeled "Open Your Pantry". To the left is a question: "How many people do you cook for?" with options: "Just for me", "2", and "5-7". To the right is a section titled "on your Preferences" listing meals like Chorizo Tacos, Beef Burrito, and Chicken Quesadilla, each with a difficulty rating and cook time.
- Recipes:** A screen displaying meal options. One meal shown is "Chorizo Tacos" with a thumbnail image of the dish, serving size (2 servings), and ingredients (2 tbsp chipotle peppers in adobo sauce, 4 corn tortillas, etc.). Below this is a "New" section featuring "Pot Roast" and "Juicy Skillet Pork Chops", each with a play button to watch a video.

Decorative elements include cherries and leaves on the sides of the screens.

PROTOTYPE IN ACTION



[Click through live here](#)



USABILITY TESTING

ONBOARDING

Move the **skip** button down below so it is not mistaken for a logo.



skip



How much time would you like to spend cooking each day?

As little as possible

A couple hours is fine

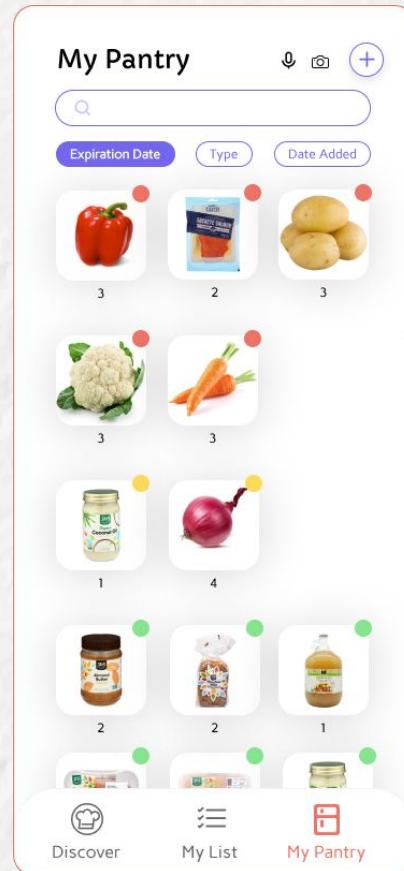
I'll cook all day



USABILITY TESTING

EXPIRY DATE

Make the display of which
foods are expiring
urgently more clear.



USABILITY TESTING



**ADD TO
SHOPPING LIST**

Make the **add button**
somewhere more intuitive,
maybe down below.

The screenshot shows a shopping list application interface. At the top, there's a search bar with a magnifying glass icon and a purple circular 'Add' button with a white plus sign. Below the search bar, the title 'Shopping List' is displayed. The list is organized into categories: 'BULK', 'DIARY', 'GROCERY', 'MEAT', and 'FRUITS'. Each category contains items with checkboxes and quantities. At the bottom of the list is an 'Edit' button. The footer features three navigation icons: 'Discover' (a chef's hat), 'My List' (a red list icon), and 'My Pantry' (a white square icon).

Category	Item	Quantity
BULK	Dark chocolate pecan	1
DIARY	Silk coconut milk	1
GROCERY	Barbara's Jalapeno	1
	El Pato Mexican Hot	1
	Sprouts Hatch Chile	1
	Chipotle Pepper	1
MEAT	Angus Steak	1
FRUITS	Bananas Yellow	1
	Limes Regular	2

Discover My List My Pantry

USABILITY TESTING



SHOW FILTERS

Display somewhere on the explore page **which filters have already been applied.**

Discover Recipes

Based on your Preferences

-  Bibimbap
Difficulty: Medium
🕒 30 mins
-  Honey Garlic Wings
Difficulty: Easy
🕒 30 mins

Categories:

- Mediterranean
- Mexican
- Asian
- French
- American
- Italian

Dietary Restrictions:

- Vegetarian
- Dairy-Free
- Keto

Others:

- Seasonal Recipes
- High Protein
- Low Carb

[Reset](#) [Apply](#)

Discover Recipes

Based on your Preferences

-  Chorizo Tacos
Difficulty: Easy
🕒 30 mins
-  Beef Burrito
Difficulty: Easy
🕒 45 mins
-  Chicken Quesadilla
Difficulty: Easy
🕒 25 mins

[see more](#)

Try Something New

-  Pot Roast
Difficulty: Medium
🕒 1 hr 30 mins
-  Juicy Skillet Pork Chops
Difficulty: Easy
🕒 45 mins

[Discover](#) [My List](#) [My Pantry](#)



THANK YOU
Any questions?