

Makanakam

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Project overview



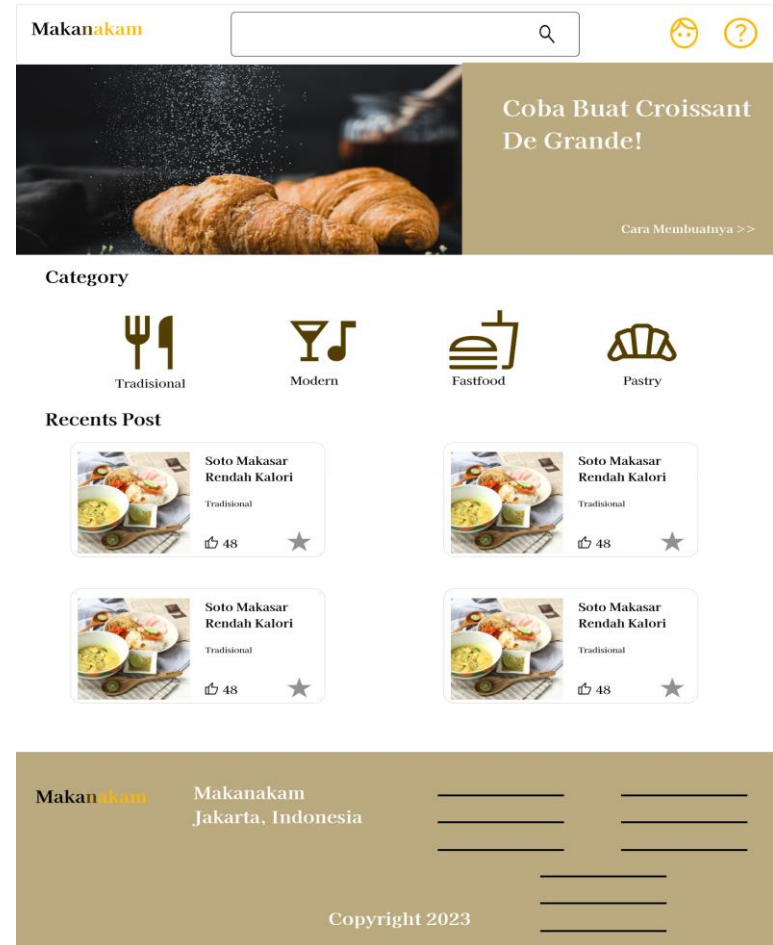
The product:

Makanakam is a website for sharing recipe with calories detail. User can post their recipe with details of ingredients, calories and how to make. User can save other user recipe. People from every age can use the platform.



Project duration:

June 2023 to July 2023



Project overview



The problem:

User have Difficulty in getting complete information on how to make recipee and calories detail of the recipe. User also want to be able to save their favorite recipe.



The goal:

Make website of sharing recipe that make user can post their own recipe, comment on recipee, save the recipee, and get complete information of recipe.

Project overview



My role:

My role is doing Usability Research and Designing Low Fidelity and High Fidelity Design.



Responsibilities:

Conduct Usability Research, Design wireframe and low fidelity and high fidelity, and design interaction between pages.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat recipe searching as a fun and relaxing activity when they need a break from school or work with their family. However, many recipe websites are giving incomplete information, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of efficiency.

User research: pain points

1

Information

User find the website is often giving incomplete information

2

Bookmark

User save the information by bookmark, and it mixed with other interest.

3

Share

User can't share their own recipe.

4

Interaction

User Can't interacting with other user in doing recipe.

Persona: Jodi

Problem statement:

Jodi is a Young Worker who needs Calories Information of recipe because He is doing diet.



Jodi

Usia	: 26
Pendidikan	: S1
Kota asal	: Jakarta
Anggota keluarga	: 0
Pekerjaan	: Karyawan

*"Merubah kebiasaan menjadi lebih baik,
membuat hidup lebih baik"*

Tujuan

- Mendapat informasi mengenai makanan mulai dari bahan, cara membuat, dan jumlah kalori

Frustrasi

- Tidak bisa mendapat informasi kalori dari resep
- Harus mengecek kalori dengan website terpisah

Jodi sedang menurunkan berat badan. Dia menjaga kalornya sehingga harus menghitung asupan kalori. Dia bosan dengan menu yang itu-itu saja namun tidak berani bereksperimen karena kurangnya informasi kalori dalam informasi resep

User journey map

[Your notes about goals
and thought process]

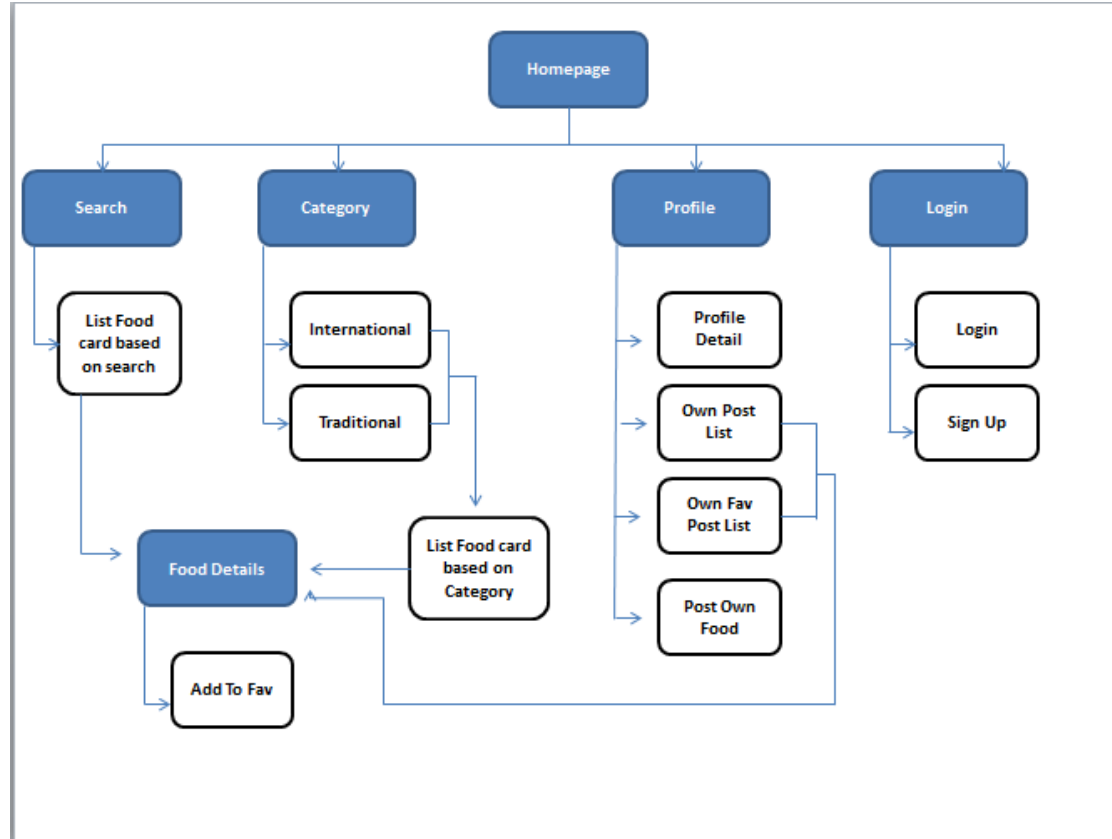
Persona: John Doe

Goal: Mendapatkan pesanan tanpa harus meninggalkan tempat.

ACTION	Membuka aplikasi pihak ketiga	Melakukan pencarian toko roti	Melakukan pencarian menu yang diinginkan	Melakukan Checout pesanan	Menunggu dan membayar pesanan
TASK LIST	Tasks A. Membuka HP B. Membuka Aplikasi C. Menunggu Start Aplikasi	Tasks A. Menetik nama toko di kolom pencarian B. Menunggu Hasil Pencarian C. Scrolling untuk menemukan toko	Tasks A. Menetik nama menu yang diinginkan B. Menunggu hasil pencarian C. Memasukkan jumlah pesanan	Tasks A. Menekan tombol 'pesan sekarang' B. Menunggu ada driver yang mengambil pesanan. C. Menunggu driver datang dan menunggu pesanan dibuat	Tasks A. Menunggu driver datang membawa pesanan B. Berkoordinasi mengenai tempat untuk bertemu C. Membayar pesanan
FEELING ADJECTIVE	Membosankan dan sedikit membuang waktu	Merasa ribet karena selain mencari toko juga harus scrolling	Merasa lelah karena sudah mencari toko, masih harus mencari pesanan dan interface add to cart yang membingungkan	Merasa lega karena sudah menyelesaikan langkah pemesanan namun harus menunggu lagi ada driver yang mengambil pesanan karena membutuhkan waktu.	Menyebalkan selain waktu yang habis dalam membawa pesanan juga harus menunggu pesanan datang sementara ada pekerjaan lain yang dapat diselesaikan.
IMPROVEMENT OPPORTUNITIES	Jika pesanan melalui aplikasi toko, dapat dibuat start aplikasi tanpa start lama	Jika pesanan melalui aplikasi toko, akan dihadapkan langsung pada menu	Dalam aplikasi dapat dibuat pesanan seperti semi toko online namun halaman checkout dapat berupa dialog.	Jika melakukan pemesanan melalui aplikasi, maka pesanan akan langsung masuk dan langsung diantar setelah pesanan selesai dibuat.	Waktu yang dibutuhkan lebih singkat dalam pemesanan

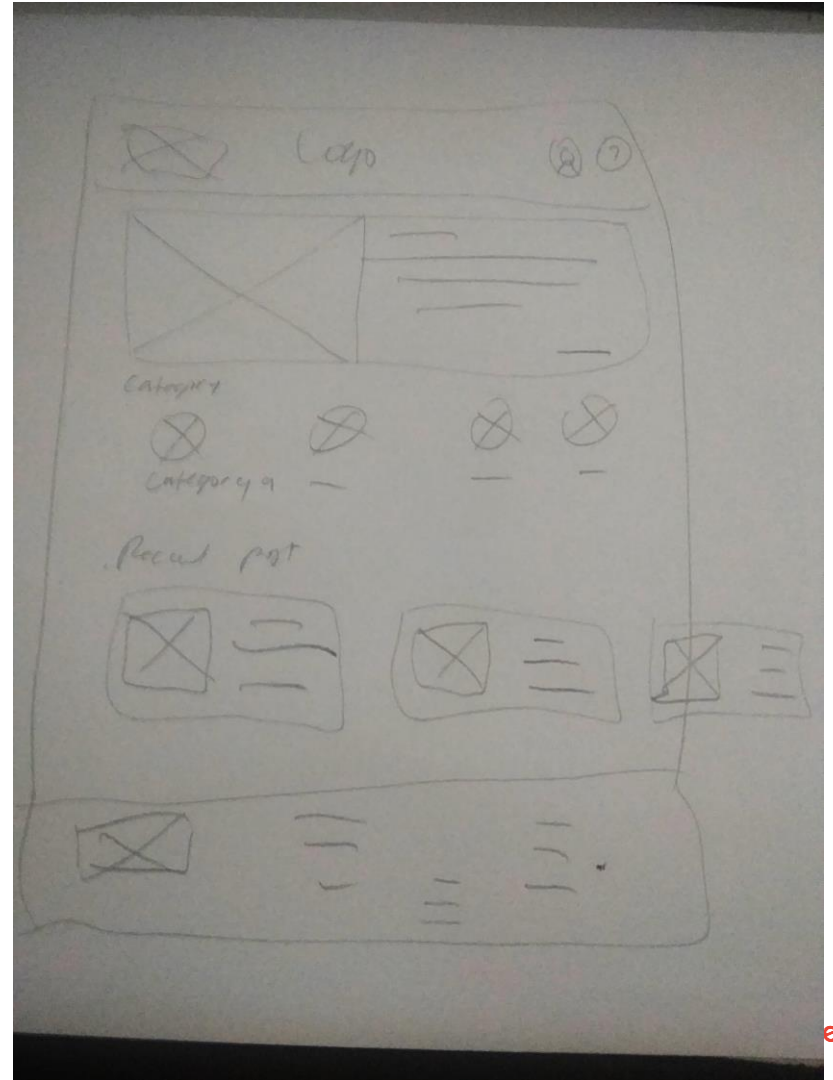
Sitemap

Difficulty in previous website is boring. So I make the site more animatic with using icon and user can do related action without changing pages.



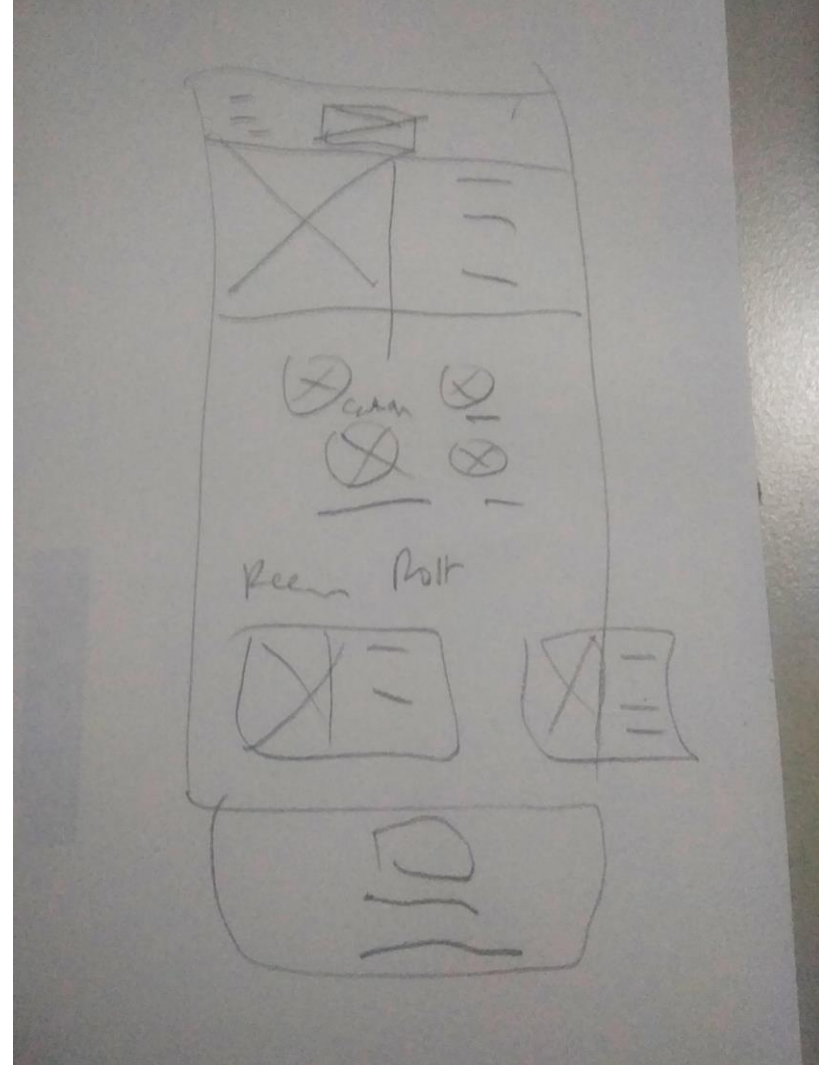
Paper wireframes

I design Web Desktop
Design. The desktop show
headline with most
recommended menu. And
under that is recents post
of users



Paper wireframe screen size variation(s)

The mobile web design is more or less same as desktop design, but I implemented horizontal scroll so the app become more adjustable



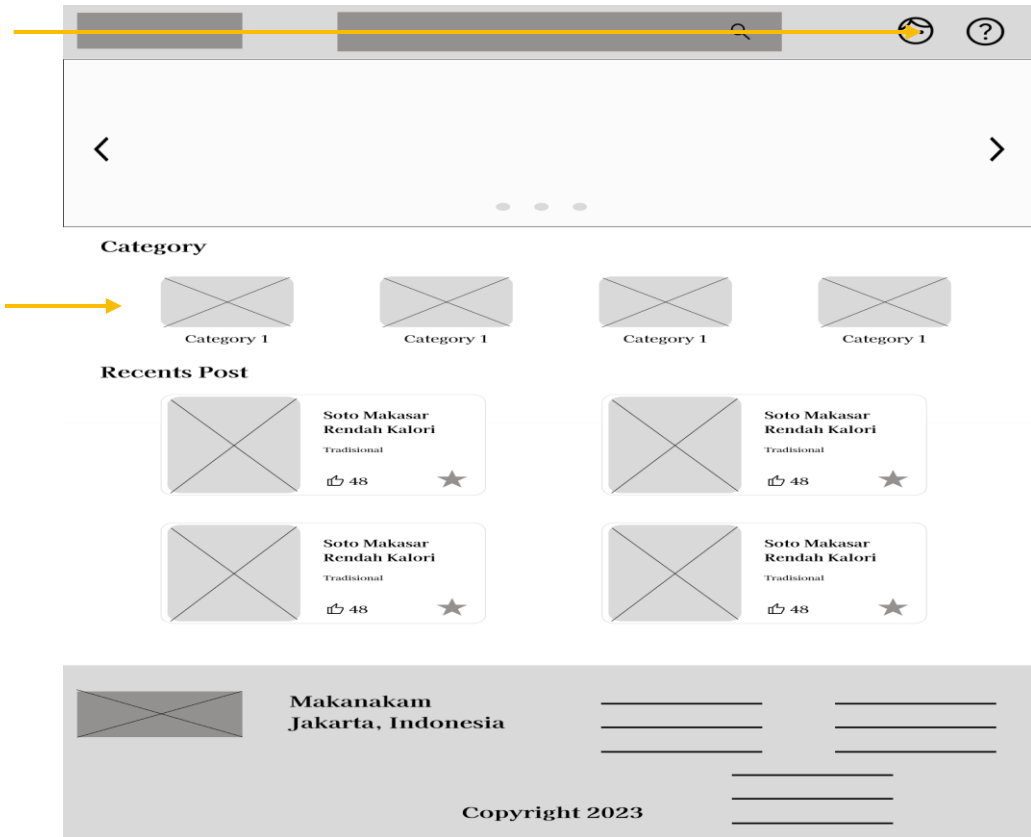
Icon makes
design more
fresh

Digital wireframes

Moving from paper to
digital wireframes made it
easy .

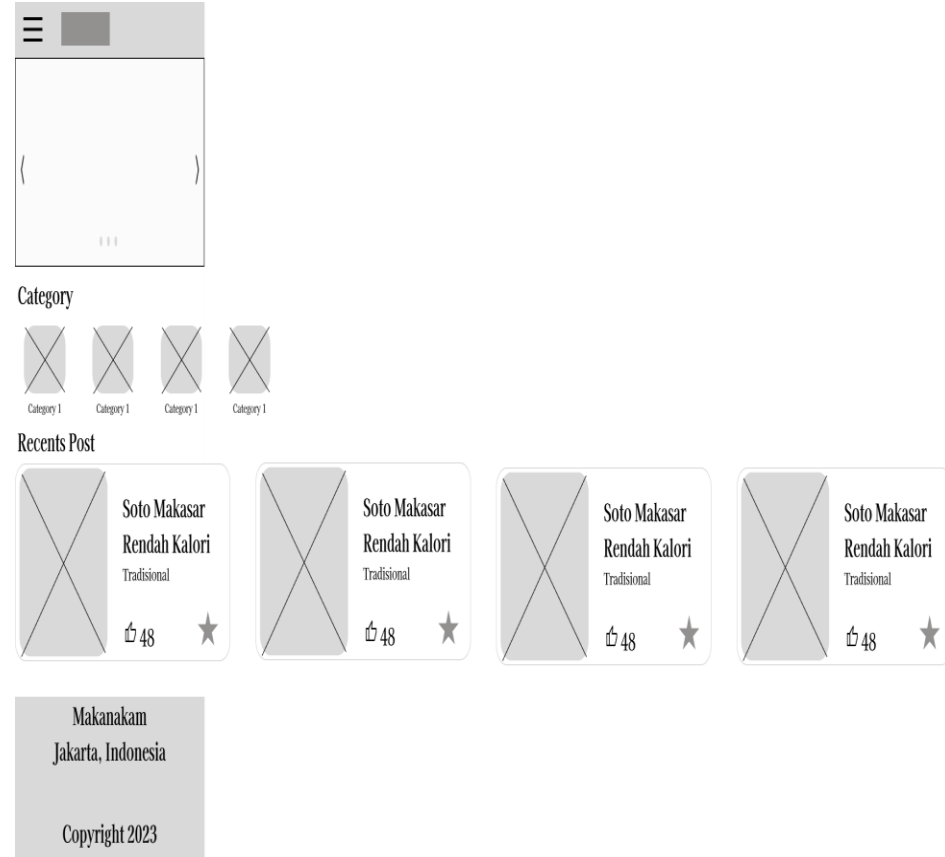
Prioritizing useful button
profile and visual element
placement on the home
page was a key part of my
strategy.

Category make
it easier for
surfing



Digital wireframe screen size variation(s)

I make similar design with
desktop in mobile design,
but I implemented
horizontal for fresher look



Low-fidelity prototype

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.

[Link](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Indonesia, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Favorite

User want to add favorite without access detail page.

2

Comment

User feel exhausted going to down page to comment

3

Favorite Pages

User want to access favorite page without clicking menu

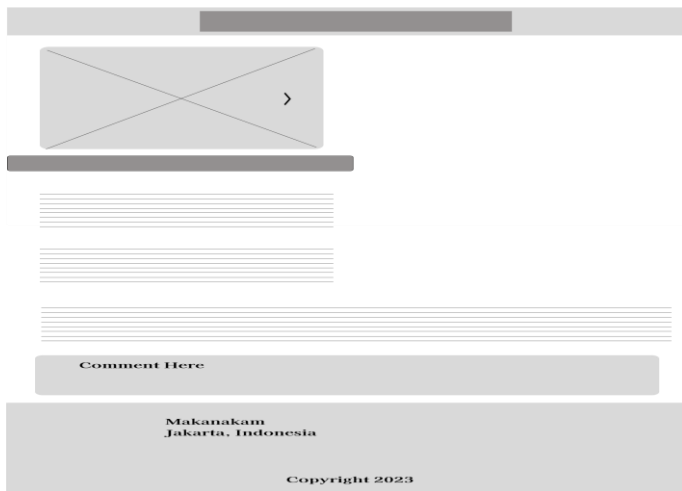
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Before usability study



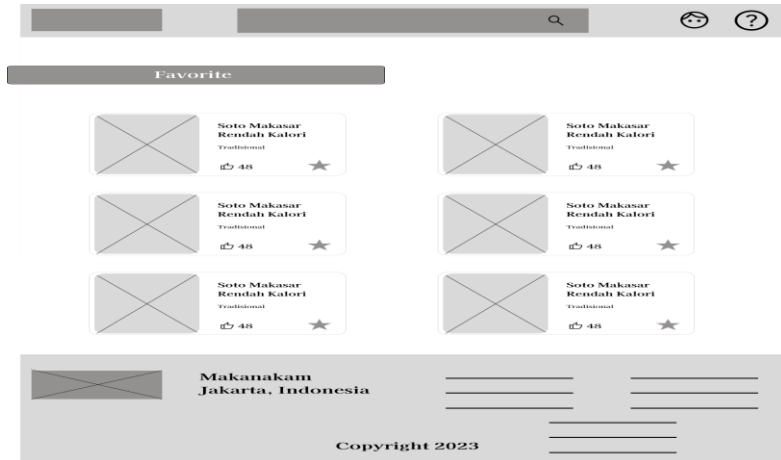
After usability study



Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Before usability study



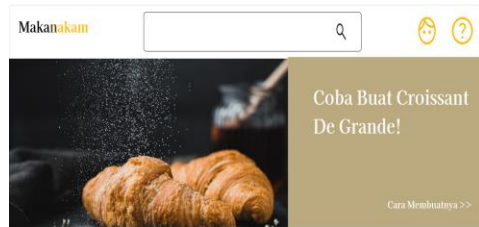
After usability study



Mockups: Original screen size



Mockups: Screen size variations



Category



Tradisional



Modern



Fastfood



Pastry

Recents Post



Soto Makassar Rendah Kalori

Tradisional 🕒 Bram123 👍 48 ★

Detail Comment

Bahan - Bahan

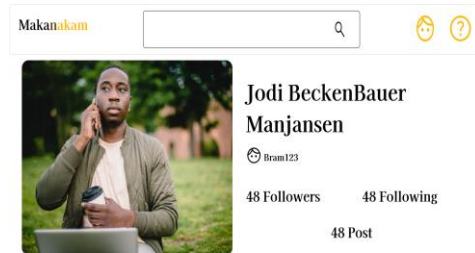
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Kalori

Gula	100 Kal
Garam	100 Kal
Karbohidrat	100 Kal
Protein	100 Kal
Kalori Total	400 Kal

Cara Membuat

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Post

Favorite



Jodi Backenbauer Smithsen

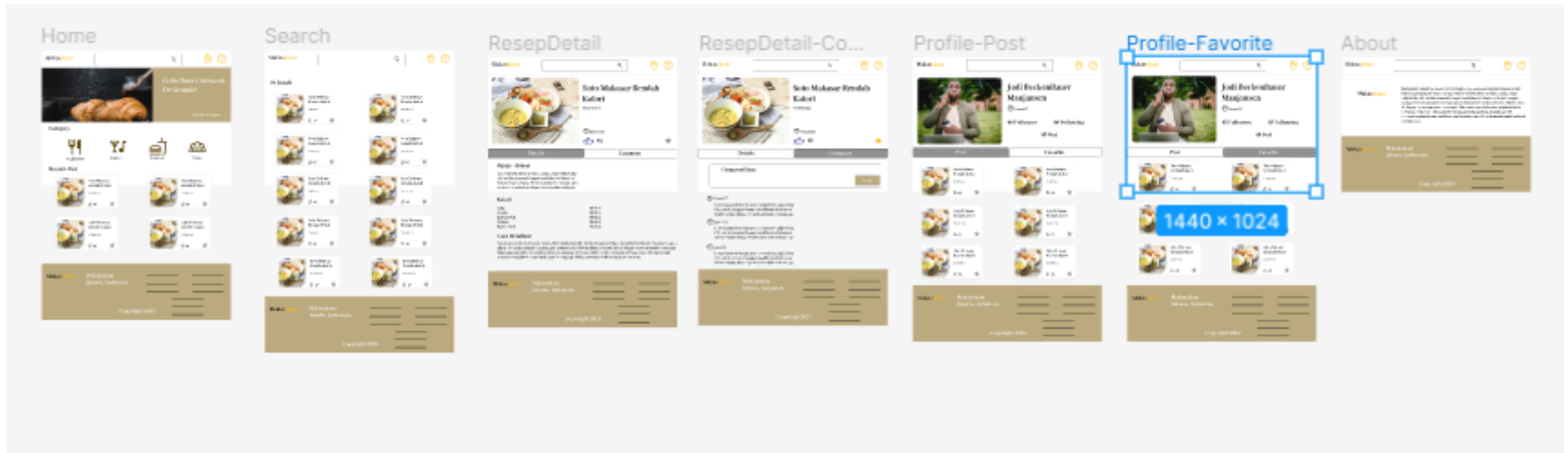
🕒 Bram123 48 Followers 48 Following 48 Post

Post

Favorite



High-fidelity prototype



Accessibility considerations

1

Menambahkan fitur suara
panduan

2

Memberi fitur contrast
untuk aksesibilitas buta
warna

3

Penambahan fitur
perintah suara

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

User terpuaskan dengan desain baru yang telah diuji. Perubahan dapat diterapkan dan dapat menambah jumlah user dan jumlah data.



What I learned:

Fun activity can boost innovations too.

Next steps

1

Perubahan aksesibilitas

2

Penambahan fitur video
dan live

3

Pembaruan tata letak
menyesuaikan dengan
fitur baru

Let's connect!



Thank you for reviewing my work on the Tee's Shirts app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: Bmantio20@gmail.com