

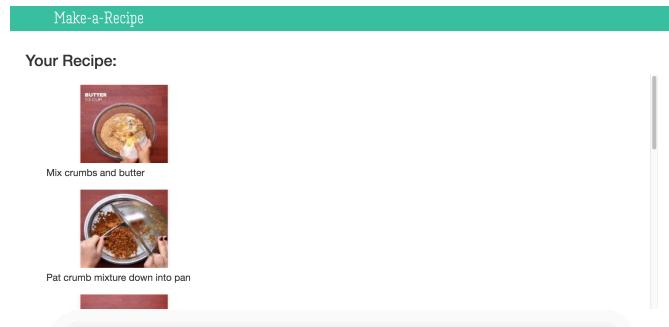
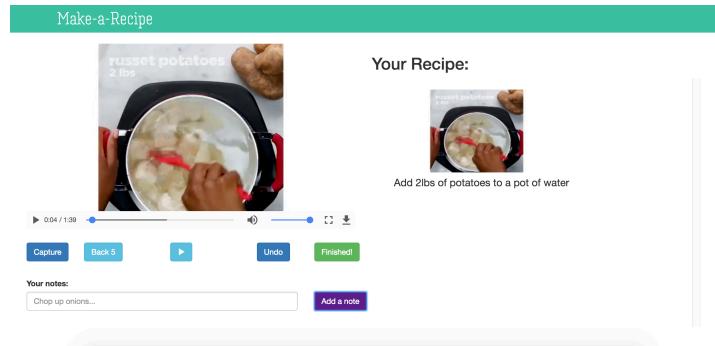
Jacqueline Kong

kek2179

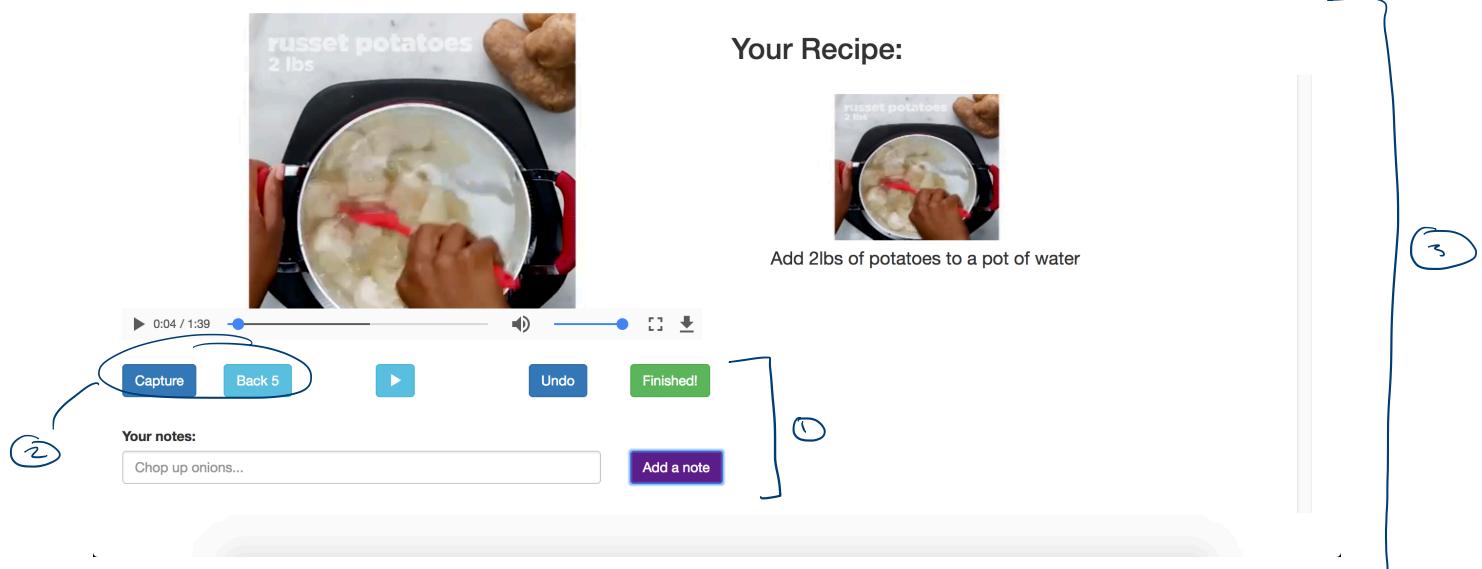
Graphic Design

Information Hierarchy

1. On the home page, I want the user to perceive the instructions first, and then the video thumbnails so that they can choose the video after having read the site's purpose.
2. On the video page(s), I want the user to perceive the video first, then the buttons and input box, then the recipe column (which will be empty/less prominent until they add things).
3. In the finished state, I want the user to perceive the static recipe. That is, they should perceive the screenshots and their notes in the order they intended, as a series of recipe steps.



Make-a-Recipe



Gestalt

1. The buttons in the video interface are styled similarly, even when they are different colors.

This similarity conceptually groups them all as buttons to be interacted with, which the user will perceive and act upon.

2. In the video interface, the “Capture” and “Back 5” buttons are closer together than to other buttons. This conceptually groups them so that the user will be able to easily use one and then the other (in particular, “Capture” soon after hitting “Back 5”).
3. The page components are conceptually grouped with each other against a white background.

Particularly when the user is in the middle of making their static recipe, this helps to group all of the non-white page components as functionally relevant.

①

Make-a-Recipe



▶ 0:04 / 1:39 ⏸ 🔍 🔍 🔍

Capture Back 5



Undo

Finished!

Your notes:

Chop up onions...

Add a note

Your Recipe:

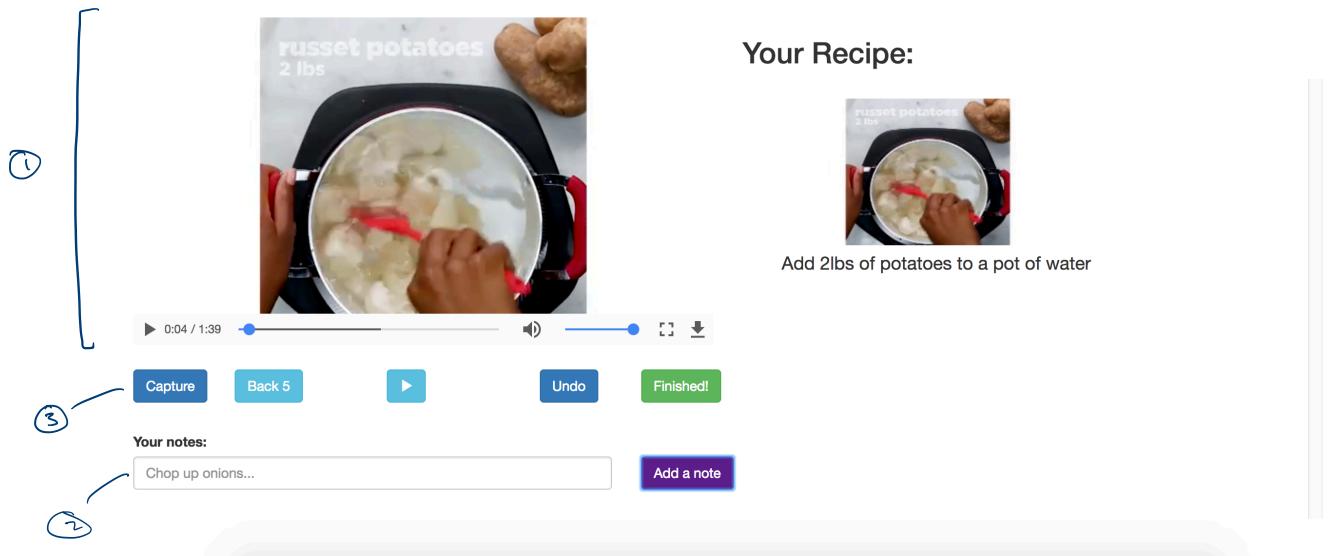


Add 2lbs of potatoes to a pot of water

②

Layout

1. The navigation bar forms one conceptual group, within which there is only one item, the title of the site (its own conceptual group).
2. The body of the site forms another conceptual group that is distinct from the navigation bar.
3. The video page uses two equal Bootstrap columns to create two conceptual groups: the video player interface and the recipe list interface.



Position

1. The video is located on the upper-left of the main content section of the website, lending it the most importance in the information hierarchy.
2. The input box for notes is directly below the video so that users will not focus on it when they are not using it. It also follows the video in importance because users will watch parts of the video, and then make notes of what they watched.
3. The “Capture” button is located on the left side of the button row so that it is salient and easy to press. In a similar vein, the “Finished” button is on the right side of the button row to prevent users from pressing it unintentionally.

Make-a-Recipe

Click on a video recipe to watch it and turn it into a static recipe with screenshots and notes!



Apple Crumble



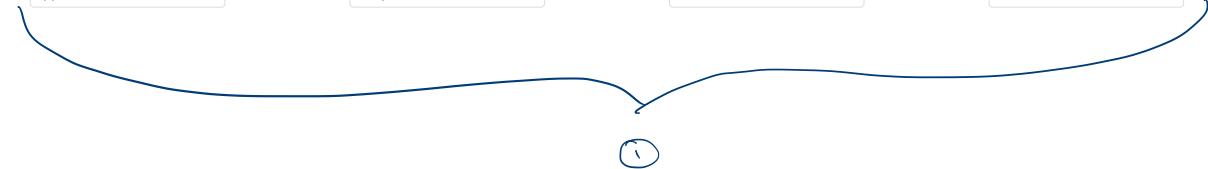
Croquette Sticks



Chicken Alfredo Bowl



Chocolate Souffle



Size

1. The thumbnails on the homepage are all the same size so that users know that the videos are of equal importance.
2. The “Add a note” button is big, which makes it easy to press after the user types a note.
3. The play/pause button located in the button bar below the video is bigger than the default HTML5 video player button, making it more intuitive for users to click when they want to pause.

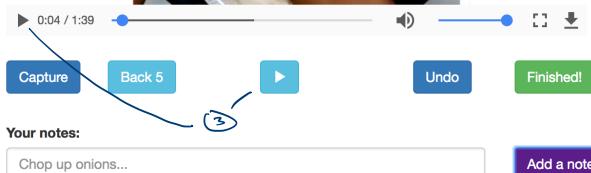
Make-a-Recipe



Your Recipe:



Add 2lbs of potatoes to a pot of water



Make-a-Recipe

The screenshot shows a cooking tutorial for a crumb mixture. At the top, there's a green header with the title "Make-a-Recipe". Below it is a video player showing a hand mixing ingredients in a bowl. The video progress bar indicates 0:13 / 1:20. Below the video are control buttons: "Capture", "Back 5", a play button, "Undo", and a large green "Finished!" button. To the right of the video, there's a section titled "Your Recipe:" with a sub-section "Mix crumbs in bowl" showing a bowl of brown sugar. A note "Chop up onions..." is in a "Your notes:" box, with a purple "Add a note" button below it. On the far right, there's another image of a hand patting a crumb mixture in a pan, labeled "Pat crumb mixture in pan". Hand-drawn annotations include a circled '2' above the video and a circled '1' next to the "Pat crumb mixture in pan" step.

Your Recipe:

BROWN SUGAR
1/8 CUP

Mix crumbs in bowl

Capture Back 5 ▶ Undo Finished!

1

2

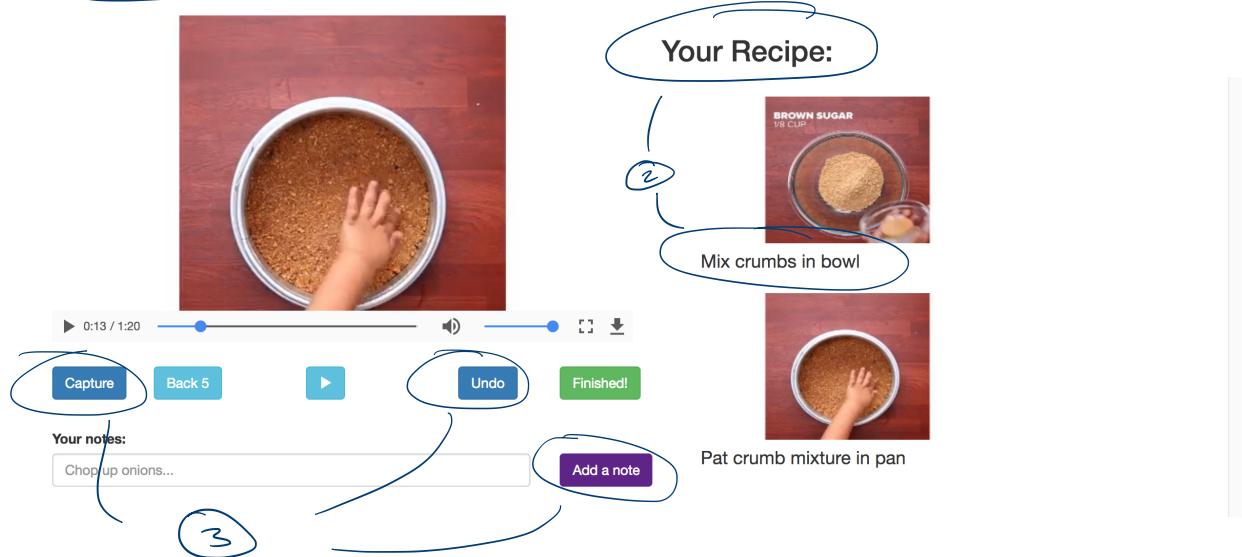
Pat crumb mixture in pan

Your notes:
Chop up onions... Add a note

Whitespace

1. The “Finished” button has a lot of whitespace around it, making it more prominent. This helps users know that it is an important button to click.
2. In the navigation bar, the title of the website is surrounded by whitespace, drawing users’ attention to it.
3. In the recipe list, images have more whitespace on top of them, which conceptually groups images and the note(s) that follow them into “steps.”

Make-a-Recipe



Contrast

1. The title of the website stands out against the navigation bar to draw attention to it.
2. The heading and body text of the website are black on white to draw user attention to them.
3. The “Capture,” “Undo,” and “Add a note” buttons contrast more with the background to make them more salient because they affect the static recipe list and are therefore more important for the user goal.

Make-a-Recipe

The screenshot shows a video player interface with a play button at 0:13 / 1:20. Below it are buttons for 'Capture' (blue), 'Back 5' (blue), a play icon (blue), 'Undo' (blue), and 'Finished!' (green). A blue line connects 'Capture' and 'Undo'. Another blue line connects the play icon and 'Finished!'. A third blue line connects 'Capture' and the text 'Chop up onions...'. To the right is a recipe card titled 'Your Recipe:' with a sub-section 'Mix crumbs in bowl' showing a bowl of brown sugar. Below it is another image of a hand patting crumb mixture in a pan, with the caption 'Pat crumb mixture in pan'. There is also a 'Add a note' button.

Color

1. The website color palette is cool, maintaining conceptual consistency among the different parts of the site.
2. The “Capture” and “Undo” button are the same color because they are coupled actions. “Undo” undoes “Capture.”
3. The “Finished” button is green to signify success to the user. Additionally, none of the other page components are green, preventing users from mixing up other buttons with the “Finished” button.