

The image displays three devices showcasing the Cake app interface. The devices are arranged in a staggered layout against a blurred background of a kitchen.

**iPhone Screen:**

- Welcome Screen:** Shows a slice of cake on a plate, with the text "Welcome! Let's make cooking a piece of Cake".
- Helpful tips for beginners and pros:** Includes a lightbulb icon and a link to "Create and store all your favorite recipes in one place".
- Weekly meal plans:** Includes a calendar icon and a link to "Weekly meal plans so you don't have to think about it".

**MacBook Air Screen:**

- Tip of the day:** "The Basic Knife Cuts" by Jordan Lamsey, posted on Feb 9, 2021.
- Dinner This Week:** A weekly meal plan with five days:
  - Sun.: Paneer Tikka Masala (45 mins)
  - Mon.: Barbecue Pork Ribs (4 hrs)
  - Tue.: Pho (1 hr)
  - Wed.: Pan Pizza (1 hr)
  - Thu.: Carne Asada Tacos (2 hrs)
- Other Helpful Tips:** Three small images showing cooking tools, rice, and eggs.

**iPad Screen:**

- Burnt Cheesecake Recipe:** By Jordan Lamsey, posted on Feb 16, 2020. Rating: 4.5 stars, 368 reviews, 1.5 hours. Includes a "START" button.
- Ingredients:**
  - 32oz Cream Cheese
  - 1 1/2 Cups Sugar
  - 2 Cups Heavy Cream
  - 6 Large Eggs
  - 1 tsp. Salt
  - 1 tsp. Vanilla
  - 1/3 cup All Purpose Flour
- Utensils:**
  - Oven
  - Hand/Stand Mixer
  - Spatula
  - 10" Springform pan
  - Parchment paper
  - Mixing bowl - Large
- Steps:**
  - Preheat your oven to 400° F.
  - Butter the inside edges and bottom of your springform pan.
  - Lay 2 pieces of parchment paper, around 12 x 16 inches each, inside the pan and press them against the sides. It won't be perfect. Don't worry! Just make sure you have a couple inches of paper sticking up around the whole edge of the pan because the cake will rise as it bakes.
  - Add cream cheese and sugar to mixing bowl. Beat on medium speed until smooth and sugar is dissolved. Around 2 minutes. Stop the mixer and scrape the sides of your bowl with your spatula.
  - Add eggs to the bowl one at a time letting them incorporate between each. I count to 10 after each. Scrape the sides.

# Cake

a responsive cooking application  
by Jeremy Noel

## Overview

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Cake is responsive web application designed with a focus on users who are new to cooking. Emphasis on lean UX and features like helpful tips, and easy-to-follow instruction screens afford new home chefs a more relaxed cooking experience. Simultaneously, the recipe creation and notes features keep the application relevant to more seasoned users who are looking for a streamlined experience.

## Problem

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Most cooking applications and websites are not beginner friendly. Often times, people who are new to cooking are scared to try new things and they miss out on so much because of the fear of failure.

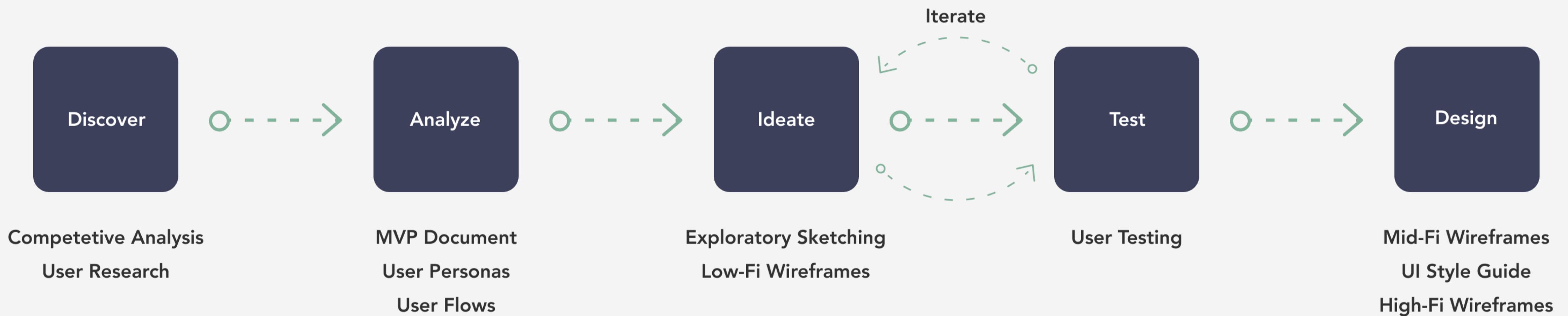
## Solution

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An uncomplicated application with only essential, helpful, features and a simple design will alleviate stress for users who are nervous in the kitchen.

# UX Process

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# Competitive Analysis - Forks Over Knives



## SWOT Analysis:

### Strengths:

- Documentary
- Books
- Small ecosystem

### Weaknesses:

- Application does not have any features to set it apart from others.
- Pay wall is likely turning people away.
- Tone feels like a sales pitch more than trying to help people.
- Web app is visually busy.

### Opportunities:

- Better marketing strategy.
- Free app with in-app purchases might be better at attracting users.
- FOK focuses on vegan, whole-food, plant-based recipes. This puts them in a niche position. They fill that position well but they lack variety in their recipes.

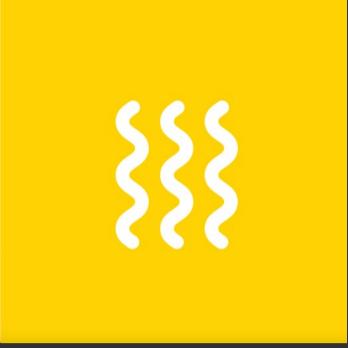
### Threats:

- Other, free, vegan diet apps.
- Apps with more recipe variety.

### Key Objectives:

The main focus of FOK is healthy living achieved through a plant based diet. They claim a plant based diet is "disease-reversing" and it leads to "optimal health." The words "whole-food, plant-based" are all over their site. FOK does have a lot of good tools and resources for people looking to switch to a vegan diet. Aside from their recipe app, they have a separate meal planner app, a paid cooking course, lots of guides and articles, as well as several cookbooks. Before the app there was also a documentary and multiple books. Their whole ecosystem heavily pushes the idea that switching to a vegan diet, and following their instructions, is a cure-all.

# Competitive Analysis - Kitchen Stories



## SWOT Analysis:

### Strengths:

- Design
- Simplicity
- Good ratings and reviews
- Large database

### Weaknesses:

- Marketing could use some help.
- Social media.
- Food images sometimes feel unapproachable.

### Opportunities:

- A place in the app where I can view only the recipe with a checklist on the steps. Their app is beautifully designed, but sometimes the pictures in the recipe instructions are distracting.

### Threats:

- More well known recipe sites like Tasty, Allrecipes, and Food Network.

### Key Objectives:

Kitchen Stories' core message, and slogan, is "Anyone can cook." They present themselves professionally with a very clean interface and high quality cooking photography and videos. They claim to have the "first video-based, user-friendly, and design-oriented cooking app." The web app is very user friendly and the design is very well done. They also have their own API for other companies looking to partner with them. While Kitchen Stories does not have any specific features that set them apart from the competition, their focus on design is a very big advantage.

# MVP

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## Objective

The core objective of this application is to provide an uncomplicated and complete, recipe app that allows users to find, share, create, and save recipes they enjoy. Also, to provide clear, easy-to-follow, cooking instructions to people of all experience levels.

## Jobs to be Done

When a recipe is found, there should be a button to save it so the user can easily find it again later.

While using the application, users should have the ability to search for specific recipes.

While cooking with the application open, the instructions should be broken into digestible steps so the user can focus on one thing at a time.

Users should be able to store recipes from a variety of sources within the app so they can have all their favorites in one place.

When a user is new to cooking, or looking to improve, they should be able to find educational tips within the application.

## Feature Requirements

- Create a profile so saved recipes can be saved to user's account.
- A button to press to add the recipe to your collection.

- Create a search screen with robust filters.

- Very clear, direct, and easy to follow recipe instructions screen with only necessary information.
- Progress bar feature to show progression through recipe steps.

- Recipe creation screen with utensil, ingredient, and instruction input areas.
- Ability to insert a picture of the recipe.

- Filterable tips screen with helpful articles.
- Filter on the search screen specifically for tips.

# User Personas



## Brett Matthews

25

Married  
Project Manager  
Seattle, Washington  
Marketing Degree

"I really need to find a better way to organize all these recipes."

### Bio

Brett, and his wife, are foodies. He enjoys cooking and creating new dishes. His love of food comes from his father who recently gave him all of his written recipes. While Brett loves having all of the family recipes, he dislikes clutter and wants to digitalize the recipes so everything is in one place. He is also creative and likes tailoring recipes to fit his needs, but has been looking for a way to remember the changes he makes.

### Goals

- Completely digitalized recipe collection.
- Ability to annotate recipes for a later time.
- Wants to create his own recipes.

### Frustrations

- Clutter and disorganization.
- Can't remember all his recipe changes.

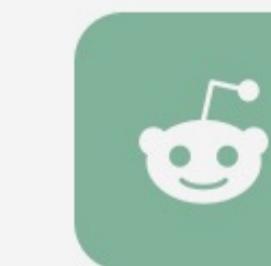
### Hobbies

Fitness  
Cooking  
Video games

### Personality



### Socials





# Alex Peters

22  
Single  
Cashier

Jefferson City, Missouri  
High School Diploma

"Why does cooking have  
to be so difficult?"

## Bio

Alex is a cashier in a small town in Missouri who just started living on his own. He's never had to cook for himself before and prefers to grab take out or something quick. Although it makes him nervous, he does it out of necessity. He's looking for a site that gets food on his plate as quickly and easily as possible but also needs some help learning.

## Goals

- Cooking as quickly as possible.
- Doesn't want to plan his meals.
- Wants to learn the basics.

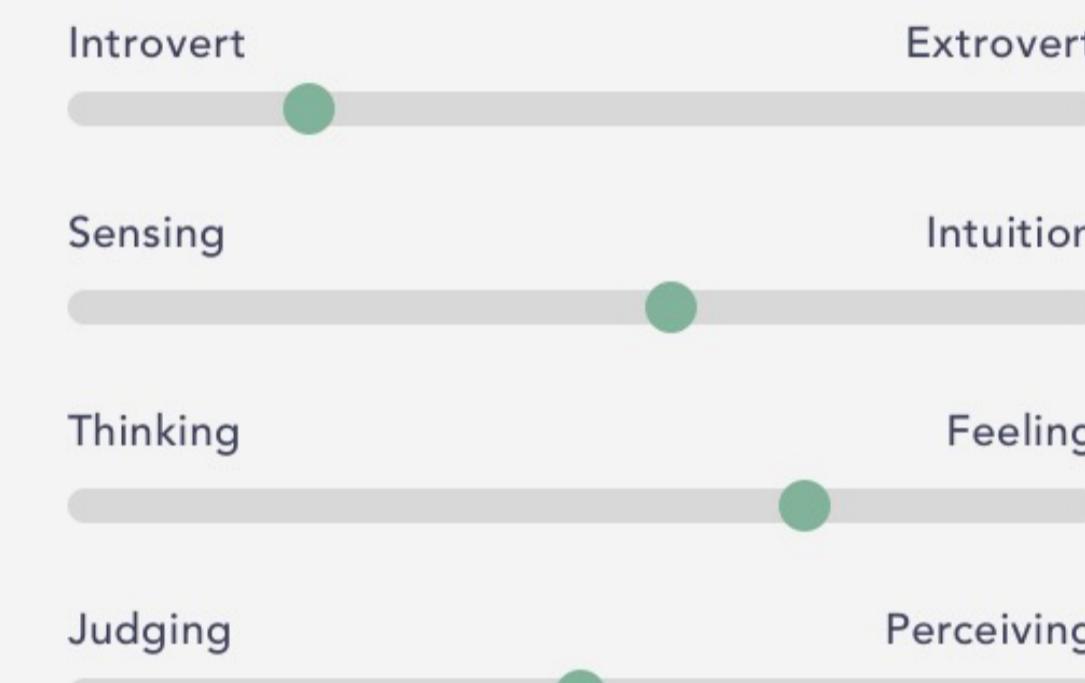
## Frustrations

- Recipes with too many actions in a step.
- Apps that assume you know everything.

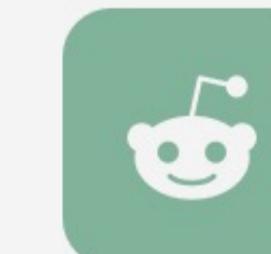
## Hobbies

Video games  
Netflix  
Sleeping

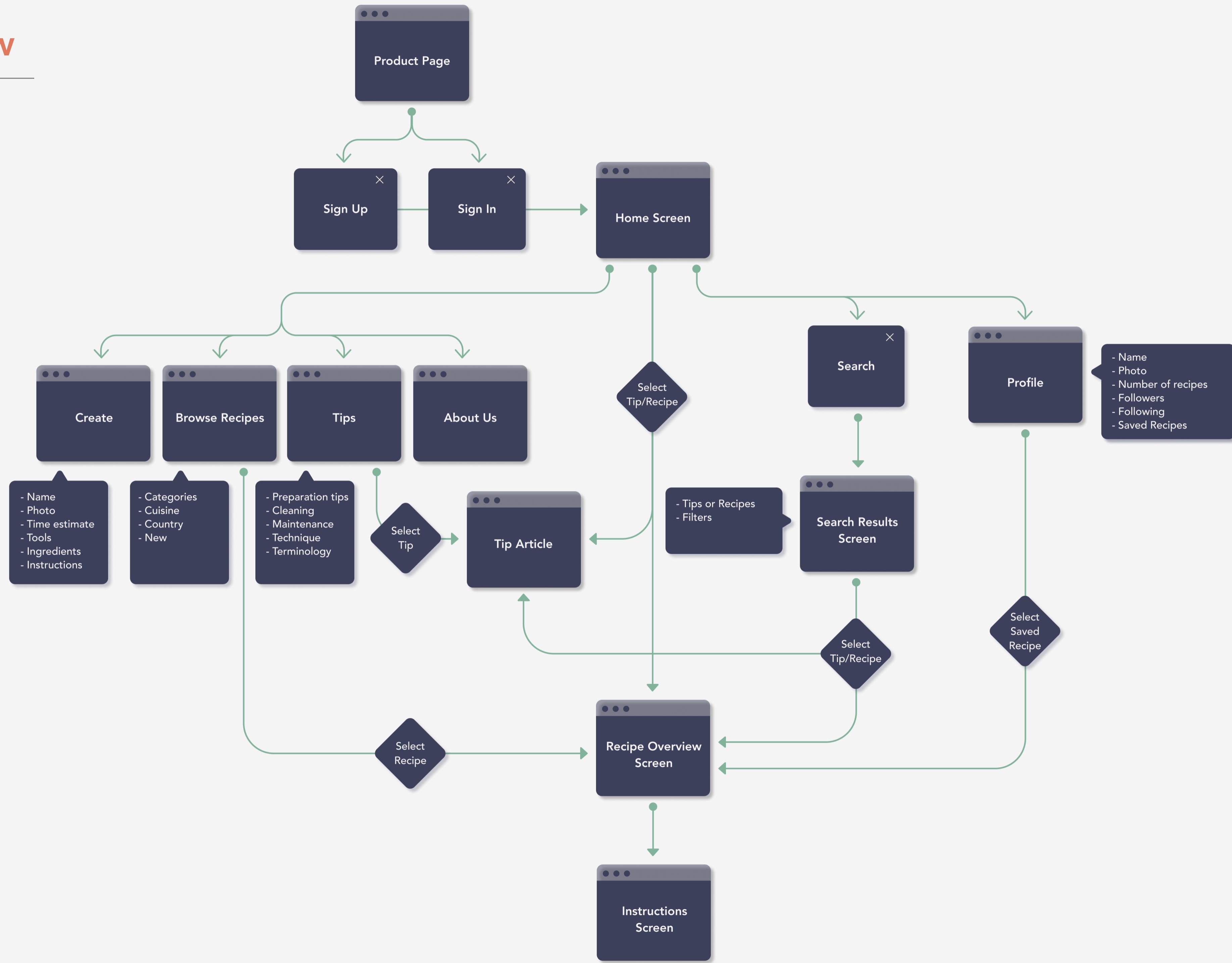
## Personality



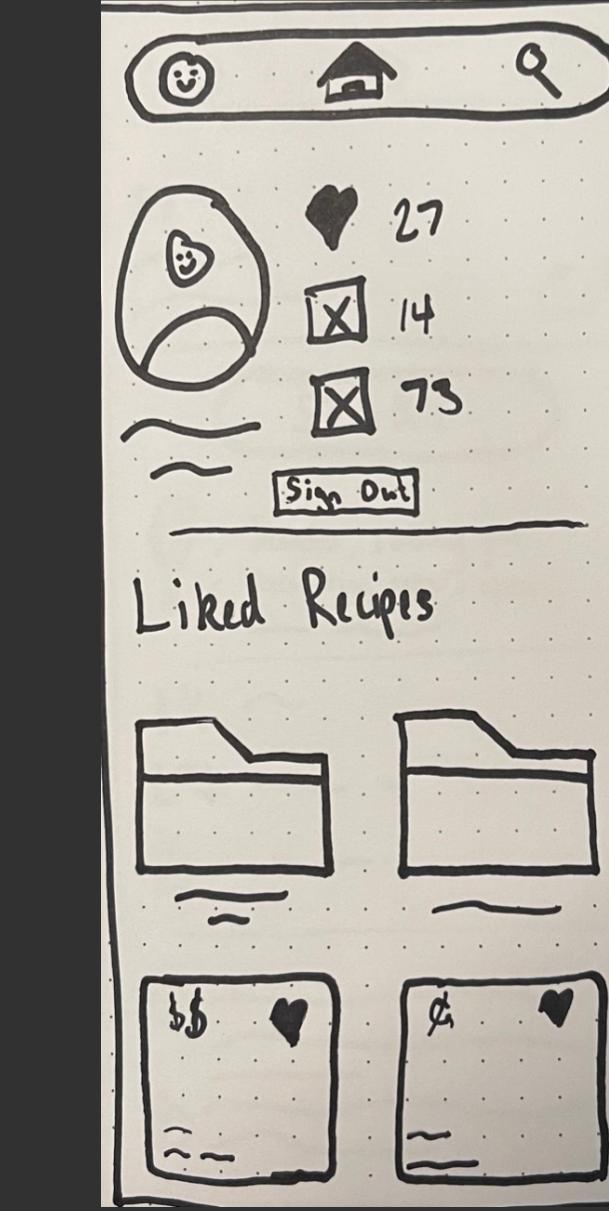
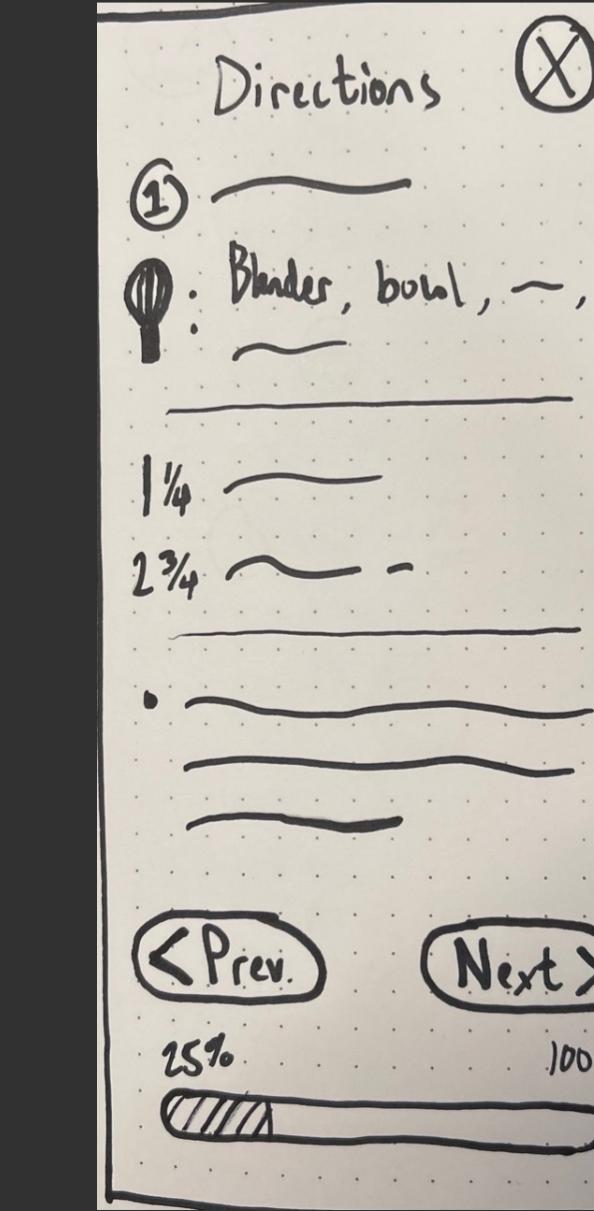
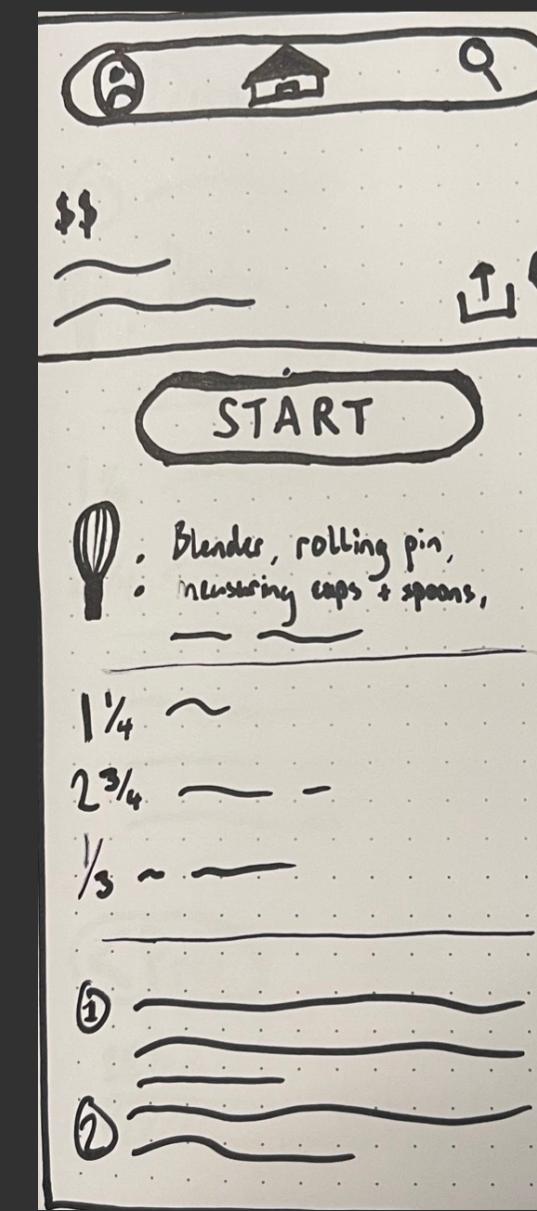
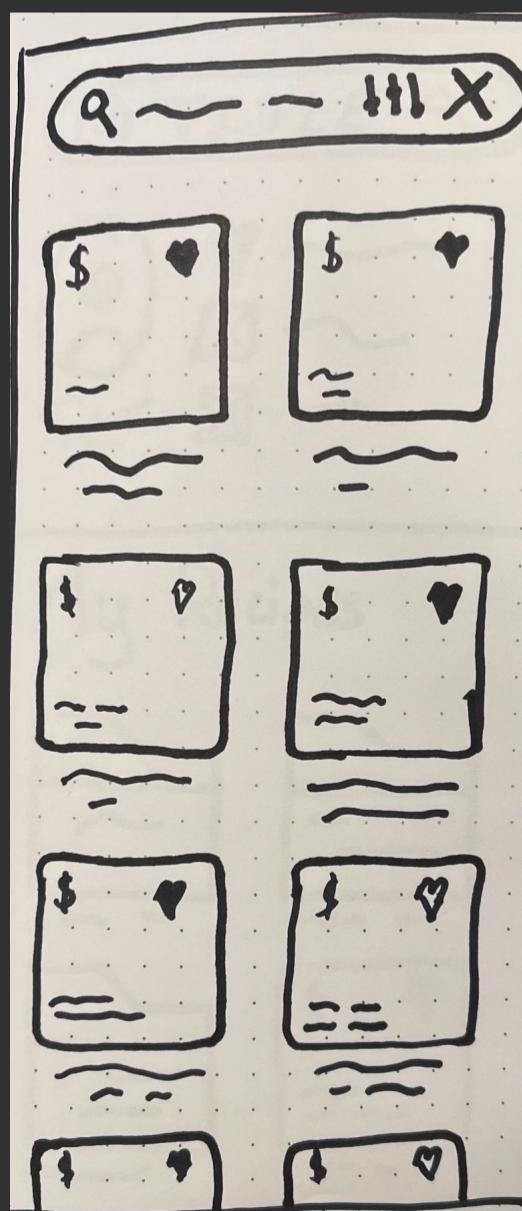
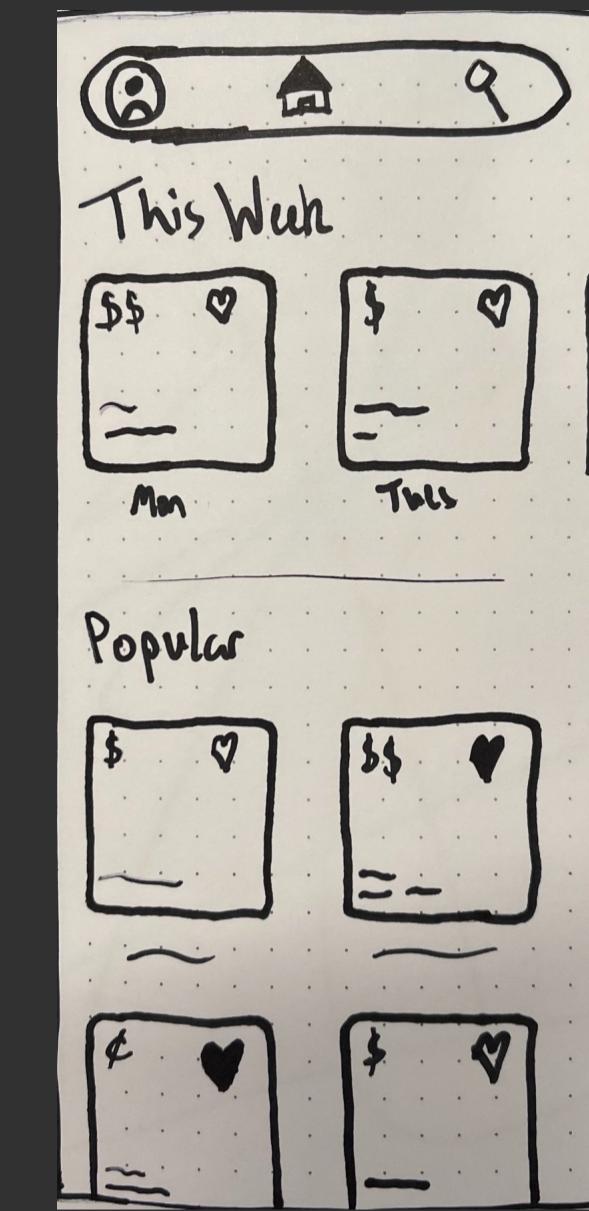
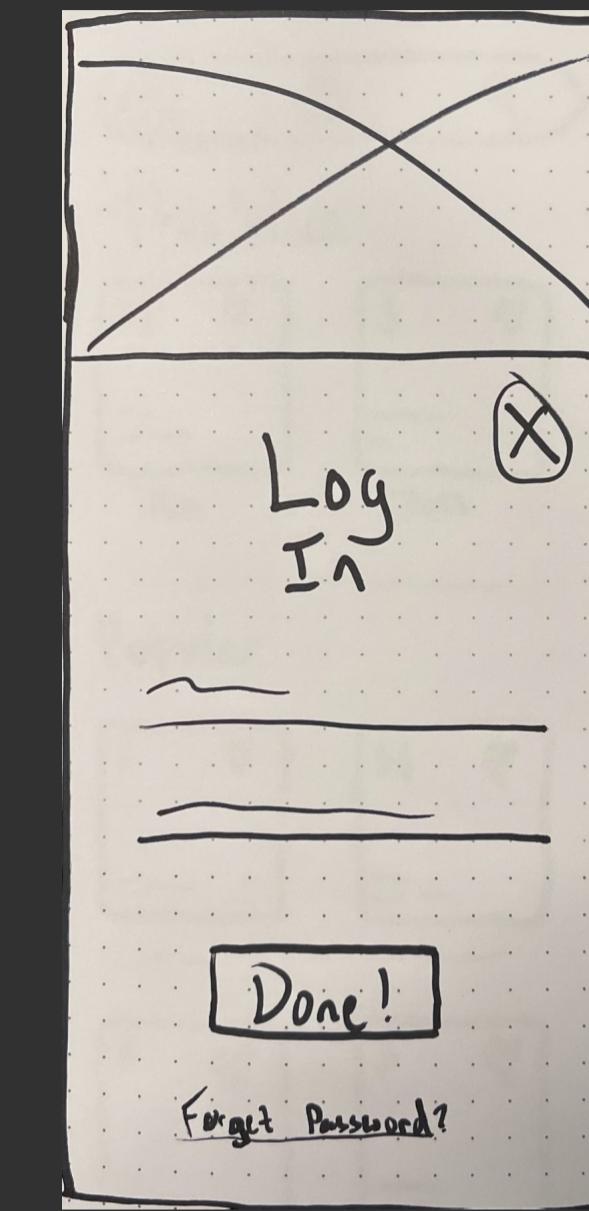
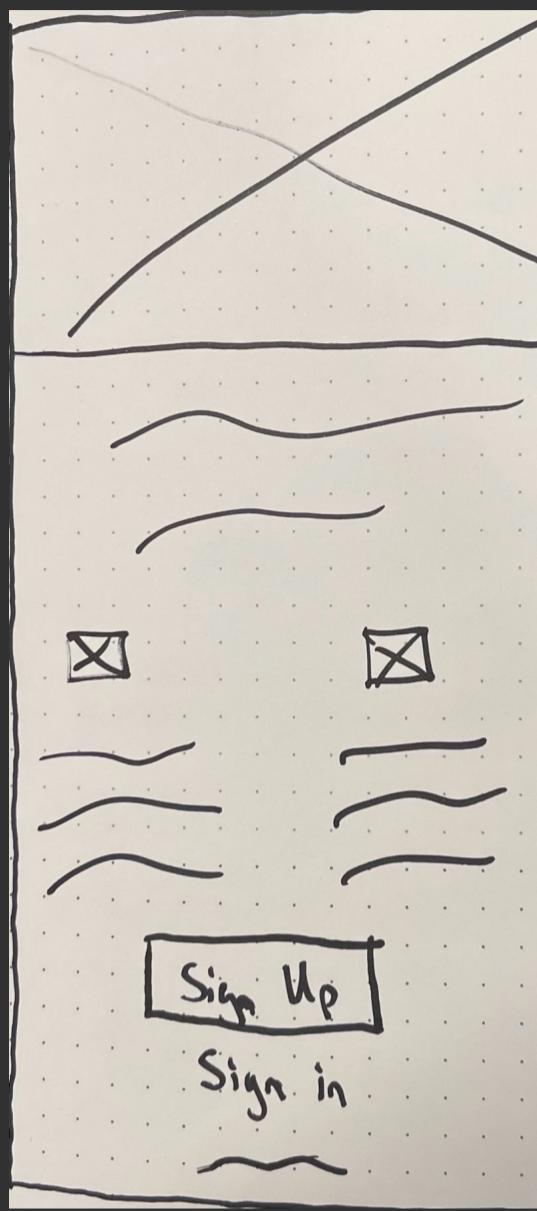
## Socials



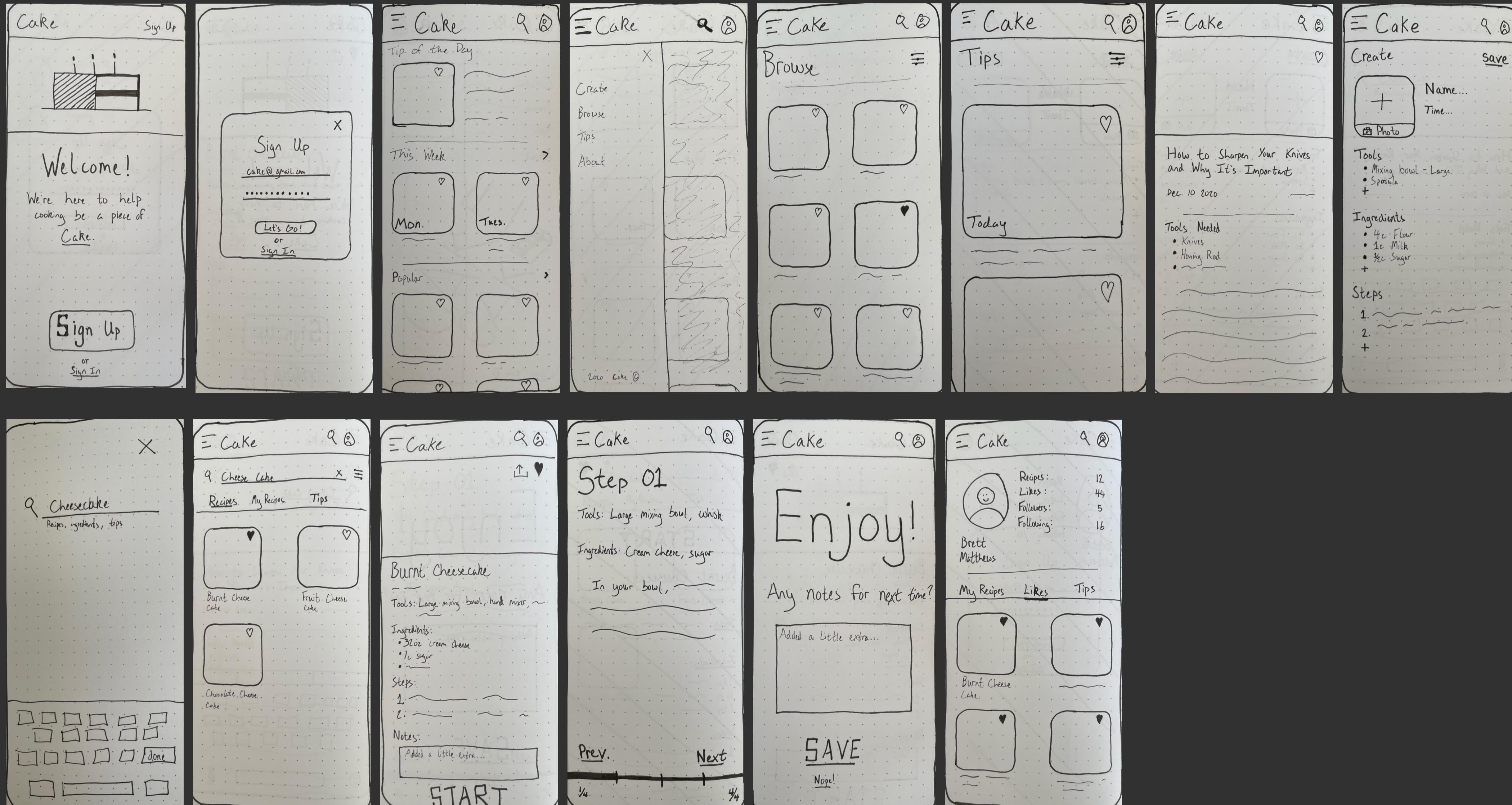
# User Flow



# Exploratory Sketches



# Low-Fidelity Prototype



# Usability Test

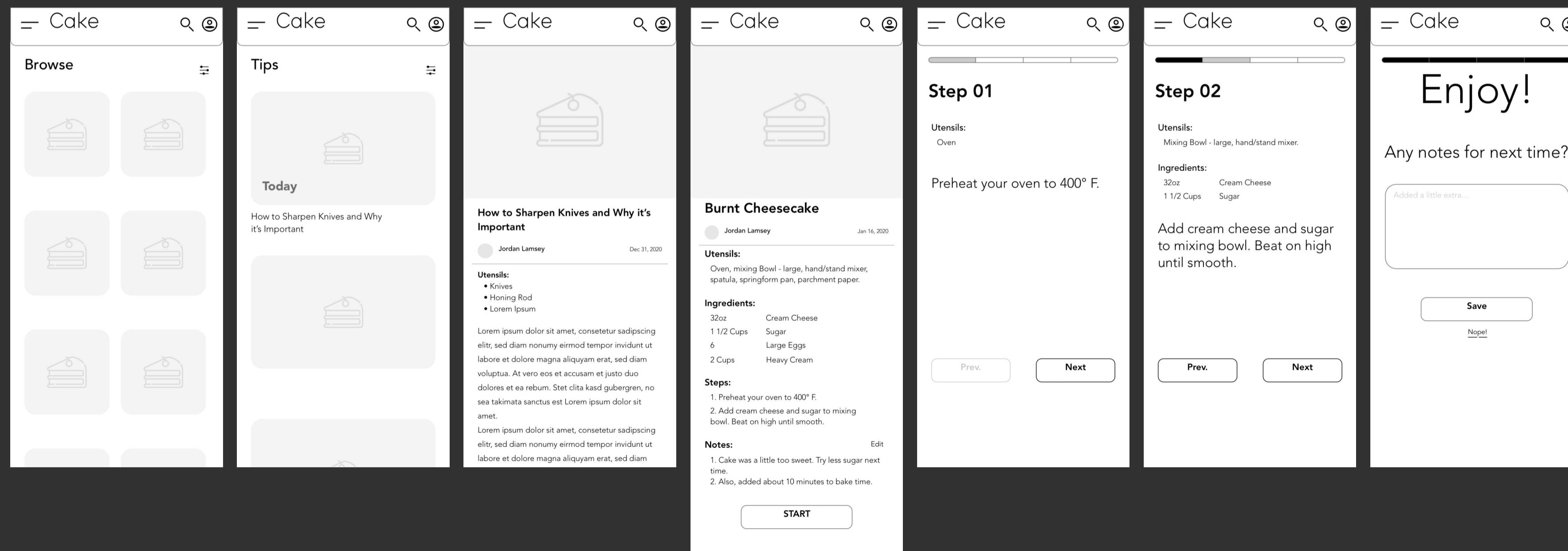
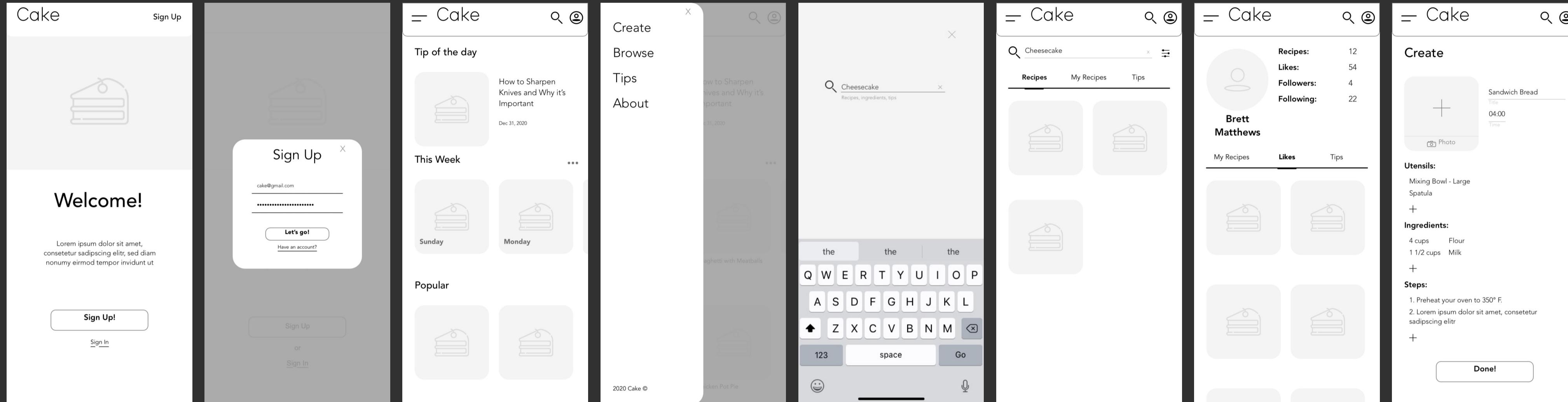
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Issue	Error Rating	Suggestion(s)
Save button on create screen placed in an odd position.	2	Move save button to the bottom of the screen.
Create screen layout is sort of crowded.	2	Adjust the layout. Needs more hierarchy.
"My recipes" section on the profile screen is slightly confusing.	1	Change the name to "Created"
Notes section on the recipe overview screen is not thematic.	2	Notes should be there but the box is unnecessary. An edit button might be better.

## Findings

Overall, the second prototype of the application was well received. Users had very little confusion or hesitation while navigating and the issues mentioned were mostly minor. However, while observing the users during the testing, it was discovered that the "like" button being on top of the recipe cards was not user friendly. The suggestions and observations from this test were then examined, addressed, and translated into a set of improved mid-fidelity wireframes.

# Mid-Fidelity Wireframes



# UI Style Guide

## 1. Typography

Avenir - Light/Medium/Heavy

**Headers - 40/32/24pt - Heavy**

Sub-header - 16pt - Medium

Buttons - 12/16pt - Heavy

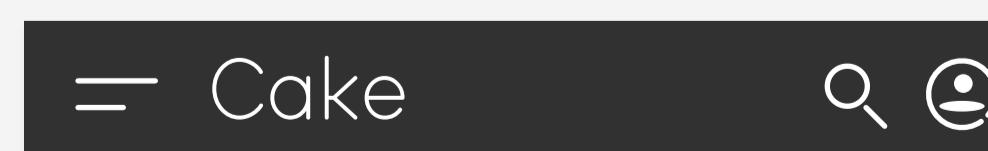
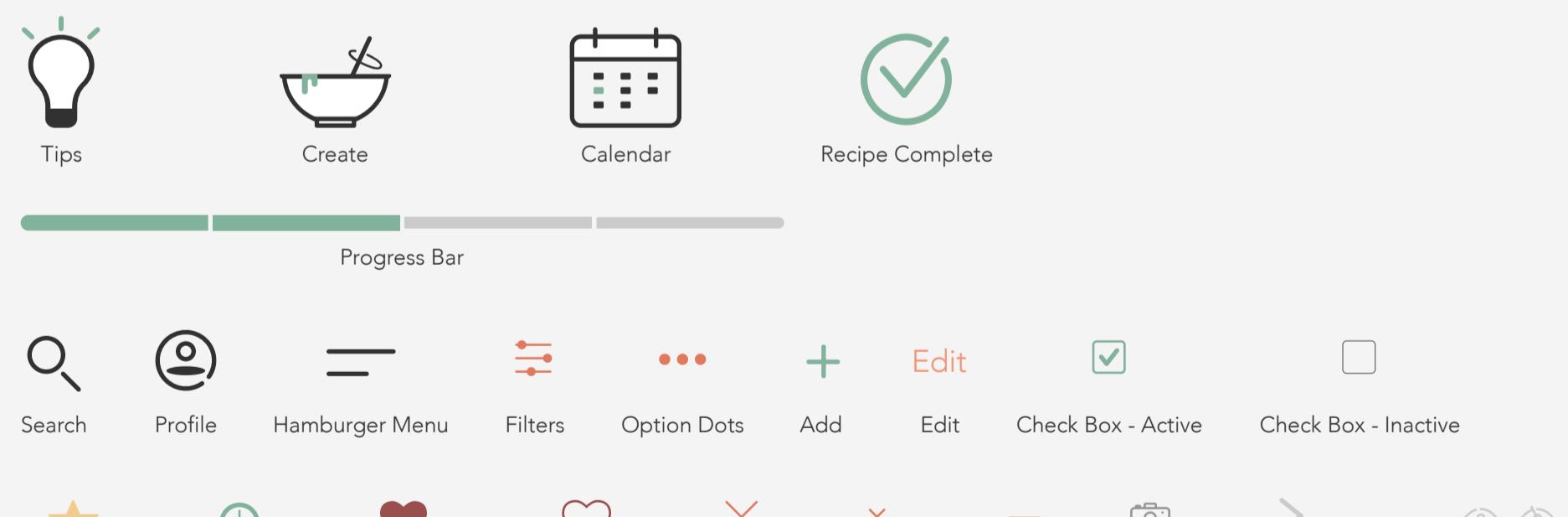
Body 14 - Light

Hints - 10pt - Light

Avenir

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## 4. Iconography



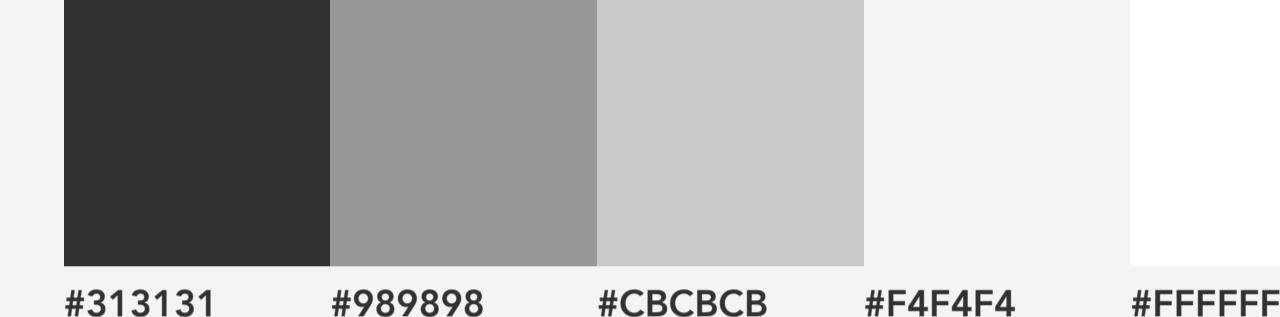
Navigation Bar Molecule

## 2. Copy Guidelines

The overall tone of the application should be light, welcoming, calm, and clear. Include humor, but don't let it distract from getting to the point. Always keeping users who might be new to, or nervous about, cooking in mind is imperative.

## 3. Colors

Primary



Accent

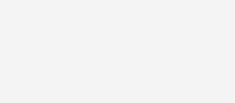


## 5. Buttons

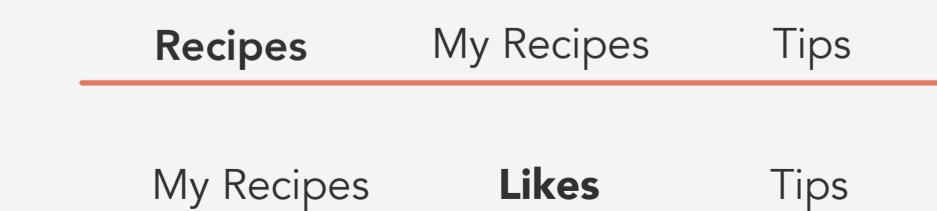
Instruction Navigation:



Sign Up CTAs:



Simple Filters:



## 6. Imagery



**Usage:** Food images must be professional, clean, and appealing but must also maintain a sense of approachability. Users should feel like what they are shown is achievable. Profile photos should be appropriate, professional, and clear.

## 7. Layout Grids

Four screenshots of a mobile application interface. The first shows a grid of food items like biscuits, fries, and falafel. The second shows a detailed view of a Burnt Cheesecake recipe with ingredients, utensils, and steps. The third shows a grid of dinner options for the week. The fourth shows a 'Tip of the day' about knife cuts.

# High-Fidelity Mockups

The image displays a collection of high-fidelity mobile application mockups for a cooking and recipe sharing platform. The platform's name, "Cake", is prominently displayed at the top of most screens.

**Top Row:**

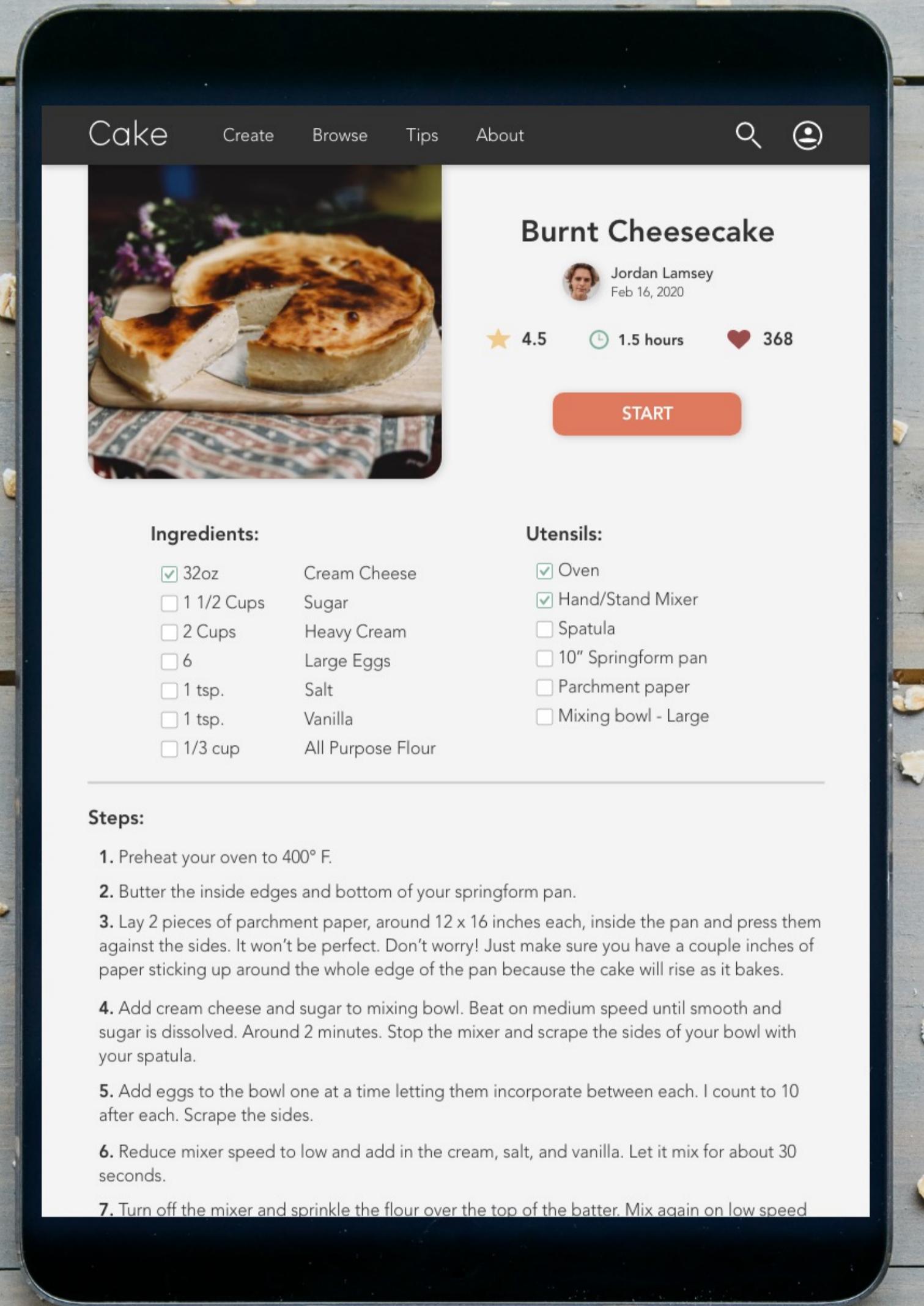
- Profile Screen:** Shows a user profile for "Brett Matthews" with statistics: Recipes: 12, Likes: 54, Followers: 4, Following: 2. Includes tabs for My Recipes, Likes, and Tips.
- Search Results:** A grid of recipe cards. Examples include "Flakey Homestyle Biscuits" (45 mins), "Banana Bread" (1.5 hrs), "Crispy Oven Fries" (30 mins), "Carne Asada Tacos" (2 hrs), "Pasta Faves" (1 hr), and "Five-Ingredient Meatballs" (45 mins).

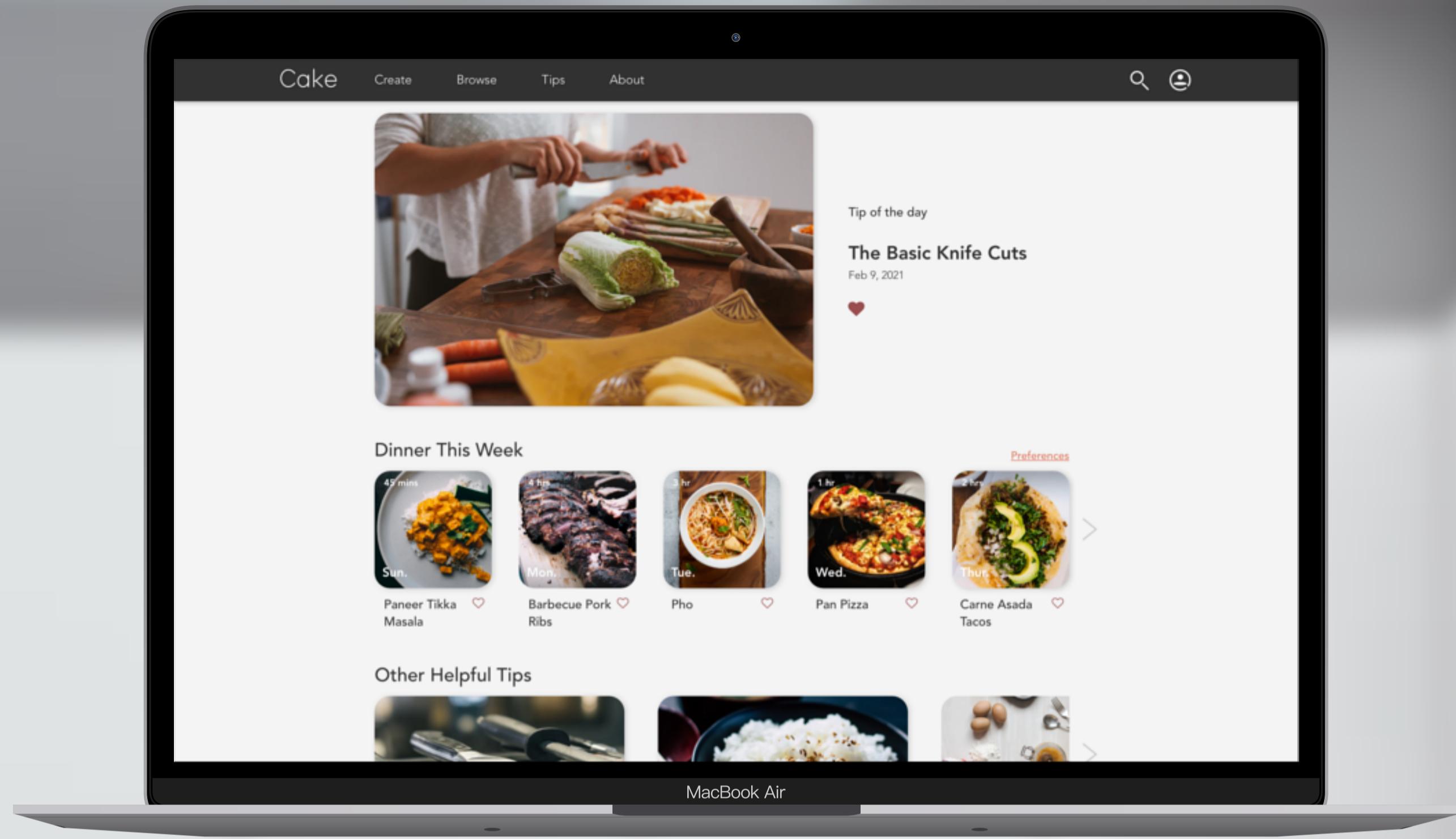
**Middle Row:**

- Recipe Details:** A detailed view of a "Burnt Cheesecake" recipe by Jordan Lamsey, posted on Feb 16, 2020. It has a 4.5 rating and takes 1.5 hours. The screen shows the ingredients list, a "START" button, and options to "Save" or "Skip".
- Tips Screen:** A "Tip of the day" for "How to Sharpen Knives and Why it's Important" by Brett Matthews, dated Dec 31, 2020. It includes a list of utensils required: Knives, Honing Rod, Whetstone.
- Welcome Screen:** A welcome message: "Let's make cooking a piece of Cake." It features a progress bar, a lightbulb icon for helpful tips, and two cards: "Create and store all your favorite recipes in one place." and "Weekly meal plans so you don't have to think about it."
- Search Screen:** A search results page for "Cheesecake". It shows two cards: "5 hrs" (blueberry cheesecake) and "1.5 hrs" (cheesecake). The search bar has a placeholder "Cheesecake".

**Bottom Row:**

- Step 01:** A step-by-step cooking guide for "French Toast". It shows a close-up of the dish and includes a progress bar.
- Step 02:** Another step-by-step cooking guide, likely for the same French Toast recipe. It also includes a progress bar.





Cake

Create Browse Tips About

Burnt Cheesecake

Jordan Lamsey  
Feb 16, 2020

4.5 1.5 hours 368

START

Ingredients:

- 32oz Cream Cheese
- 1 1/2 Cups Sugar
- 2 Cups Heavy Cream
- 6 Large Eggs
- 1 tsp. Salt
- 1 tsp. Vanilla
- 1/3 cup All Purpose Flour

Utensils:

- Oven
- Hand/Stand Mixer
- Spatula
- 10" Springform pan
- Parchment paper
- Mixing bowl - Large

Steps:

1. Preheat your oven to 400° F.
2. Butter the inside edges and bottom of your springform pan.
3. Lay 2 pieces of parchment paper, around 12 x 16 inches each, inside the pan and press them

Cake

Welcome!

Let's make cooking a piece of Cake.

Get Started

Helpful tips for the beginners and the pros.

Create and store all your favorite recipes in one place.

Weekly meal plans so you don't have to think about it.

## Learnings

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Looking back, I can see a lot of improvement in my skills over the course of the project. I learned how to properly utilize grid systems, design for multiple breakpoints, conduct user research and testing, how to give and receive critiques using the sandwich method, create user flows, and construct a UI style guide. However, these learnings did not come without struggle.

There were many set backs and direction changes throughout the project. For example, my original design was not well received during user testing. I had created a confusing navigation method and in my mind it worked well and looked really nice. This was not actually the case. After observing users it became clear that I needed to go back to the drawing board and create something more user-friendly. From that setback, I learned first hand how important user testing and early prototypes are. There were many other small roadblocks that I encountered throughout this project as well, but I'm happy with my progress and how my designs developed over time. Moving forward, I want to work on conducting better user research and how to get the most out of my questions, study more of the user experience process, and spend more time on responsive design. These are all areas where I recognize I could use some improvement.

This project had many ups and downs, but it has also proven to me that I very much enjoy the design process and I would like to pursue it further. Leaving this project I feel more confident and motivated to push forward. There is so much more to learn and I'm excited to see what comes next.

# Project Reflection Questions

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1. The project brief was asking a designer to create a responsive cooking application that solves problems that users might be experiencing with other apps.
2. I met the project objective by creating an uncomplicated application with only essential, helpful, features and a simple design will alleviate stress for users who are nervous in the kitchen.
3. While I was primarily the UI designer for this project, I also functioned as the UX researcher and project manager.
4. Part of the features included in the MVP were researched and decided on by me, while others came from the requirements in the project brief. I wanted to be sure to meet the project requirements given to me by CareerFoundry while also meeting the needs of the users.
5. There were many roadblocks during this project, and most of them originated from my own lack of knowledge and experience. Being completely new to the design world made almost every step a new learning experience. My biggest pain points were asking the right questions during user research, designing for large screen sizes, color selection, and building the case study. I overcame each of these problems by researching each online by looking following the examples of people with more experience, asking my mentor and tutor for their advice, trying my best to be patient with myself, and a whole lot of trial and error. Also, taking breaks and coming back with a refreshed pair of eyes has been invaluable.

6. The insight that had the biggest impact on my overall design was actually from my initial round of user testing. In my original design I had what I thought was a great idea on how I wanted to handle the navigation of the site. In my mind it worked well and would look really nice. However, during my testing I found that it was very confusing for the users and often times they would get stuck or have to think hard about what to do next. So, based on the observations, I went back to sketching and opted for something more universal and familiar. While I was disappointed my design was confusing, I'm happier with how it turned out in the end.

7. I had to change direction a couple times. Once with the navigation problem and another time with my colors. As I designed my apps and started applying the colors to the screens I realized they were very overwhelming and also looked terrible with the food photos. I found that when photos are your main focal points, your colors need to be much more subdued.

8. If I could start the project all over, I would ask better questions during the user research phase, revisit my colors, and also create a better logo. The logo turned out to be very plain. I wanted to portray simplicity and choose a font that looked similar to the letters you see in elementary school when you're first learning to write. Unfortunately, I think an actual logo would have been a better idea because it would be more memorable and tied the design together a little better.

9. I've gained a lot of knowledge and experience from this project. It has been a real struggle for me at times with quite a few frustrations, but like you said a few weeks ago, it's only because I'm still learning. I'm leaving this project with more confidence and experience than before and I'm excited to see what comes next. Thank you for all your help and encouragement!