



## Design Specification

Draft 1.0

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## Executive Summary

Through researching YouTube Cooking Shows, we have discovered YouTube Cooking Shows want to interact with their users and know who is using their instructions to cook in real life. YouTube Cooking Shows cannot get this information through YouTube's default user engagement methods such as total views, comments, liking, and subscribing.

We designed a YouTube app called YouCook that gives users recipe suggestions, a cookbook, a meal plan, and a grocery list. YouCook records and analyzes user data and provides YouTube Cooking Shows with metrics to measure what their viewers are cooking.

YouCook bridges an information gap: user's will be able to have cooking resources in one convenient location, and YouTube Cooking Shows will have more data and analysis that will allow them to cater to their user's needs by providing user-centered content based on user's interests.

## Problem

There are Youtube cooking shows that encourage people to cook through instructional videos. For instance, Sorted Food aims at people “to get back into the kitchen - cooking quick, simple, tasty grub with your mates” (2014). Hilah Cooking teaches “you how to cook like a civilized human being” (2014). And DearMartiniKitchen “that love helping home cooks learn techniques to become successful in their own kitchens” (2014). These Youtube cooking shows share an actionable goal of ‘getting people to cook’.

Youtube suggests calls to action that are simple and easy to increase an interactive and social experience while watching videos (2014). Youtube’s types of call to action (CTA) are subscribe, watch more, likes/shares, and comments (2014). Youtube cooking shows uses commenting as the best way for their CTA of ‘getting people to cook’ to prove people are cooking. Other methods of CTA such as subscribing, watching more, and liking/sharing does not measure a viewer’s action of cooking but confirms viewing.

After comparing Youtube cooking shows video count to comment count, it is proven that comment count is significantly less than view count. We analyzed mentioned Youtube cooking show’s most viewed video and compared their view count with comment count.

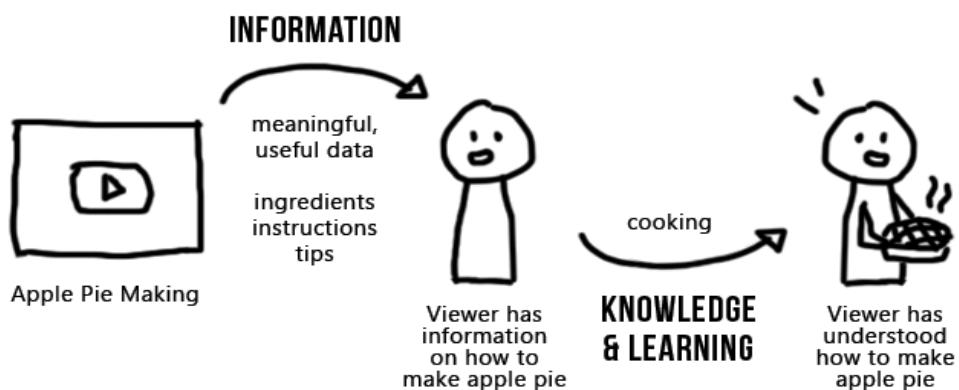
Youtube Cooking Show	Video Name	Video Views	Video Comments	Video comments / Video Views %
Sorted Food	Macarons Recipe ft Jenna Marbles (2011)	930,542	2,193	0.24%
Hilah Cooking	How To Make Corn Dogs (2010)	555,181	1,185	0.21%
DearMartiniKitchen	How to Sear a Steak (2012)	9,121	5	0.05%

This shows that viewers are not commenting often on videos. This poses a problem for Youtube cooking shows because viewers are not willing enough to interact with the show through comments. This lack of commenting, is a poor measurement for Youtube cooking shows that their viewers are actually cooking. So commenting is a poor CTA for Youtube cooking shows

because people are not commenting enough to give Youtube cooking shows confirmation of viewer's actions. Even if comments usage were to increase, it would increase difficulty of data analysis for Youtube cooking shows to see if their viewers are cooking. Commenting is a poor CTA to cook. The main use of commenting is to "share your thoughts" and not express your own actions.

## Why is the problem an information problem?

We have observed that the underlying problem of the Youtube cooking show's flaws is, its inability to transform the video's information into the user's understanding.



This diagram shows the the ideal path of the Youtube cooking show's information accomplishing its purpose of doing cooking, and the viewers' understanding of the information. Currently, Youtube cooking shows use their videos to prompt the user to get to action and ultimately learn how to cook through word of mouth. After the video ends, the viewers are left without a specific motivator to lead them to cook and towards the acquisition of the actionable knowledge of cooking.

Cooking is the best way for the viewers to make use of the information in the Youtube cooking show because knowledge, especially actionable knowledge such as cooking, cannot result from merely understanding instructions. David Weinberger, the co-director of the Harvard Library Innovation Lab wrote, "we get to knowledge — especially "actionable" knowledge — by having desires and curiosity, through plotting and play, by being wrong more often than right, by talking with others and forming social bonds, by applying methods and then backing away from them, by calculation and serendipity, by rationality and intuition, by institutional processes and social roles" (2010).

## Solution

Team OM NOM NOM propose to create a more interactive CTA feature that allows Youtube cooking shows that better measures people are cooking. Our solution to the problem of Youtube cooking shows' ineffective CTA and inability to measure goal accomplishment is, a "See Recipe" CTA button attached to a Youtube cooking show video. The CTA button will be synced to an external application called YouCook that provides users with guidance to the action of cooking. Interaction with the button and application will provide benefits for the Youtube cooking show.

From the user perspective, there are two ways for users to interact with YouCook. First is through the Youtube User interface through the "See recipe" CTA button, and second is accessing the YouCook directly itself.

From the Youtube cooking shows' view, they can insert their recipe for the "See recipe" CTA button for a video, and they can receive reports on their viewers who interact with YouCook.

## Youtube Video Page

On a YouTube video page, the "See recipe" CTA button prompts the viewers click it. The button will be visually prominent and within the viewers' eye path. Clicking this button will bring up a recipe window next to the video that displays the cooking video's recipe. In the recipe window, the user will have a complete view on the recipe ingredient list and instructions, and some more CTA buttons on next steps to take in order to cook what was made in the video.

The **recipe** section takes up the most space of the recipe window, and this section's content is provided by the Youtube cooking shows. The recipe will be minimalistically formatted so that the users can clearly understand.

The other CTA buttons will be placed next to the recipe section on the recipe window. The CTA buttons will include some actions synced to YouCook plus social sharing actions:

The **add this recipe to your cookbook** button acts like a bucket list for the user. When this button is clicked, the recipe will archived in the personal digital cookbook. This feature will allow the user to see this recipe on the external application desktop and mobile devices at a convenient time. This feature enables easy access to clean formatted recipe on desktop and mobile device at any time.

The **add this recipe to your meal plan** button will bring up a little form to add the recipe to the user's Google Calendar with the recipe information. The form will take the recipe name as the event title, and the ingredients and instructions as the event description. The user will be able to enter in date, and time if applicable. The form will have a link to Event Details page of Google Calendar, so that the user can insert additional information as needed.

The **add ingredients to your grocery list** button will allow the user to add specific ingredients with measurements into the external application's grocery list. The feature may take form of a drag and drop interaction.

The **print this recipe** button supports the demands of users who prefer recipes on paper over recipe on digital screens.

The **email this recipe** button works like any other emailing function. The user will email to him or her self or others, the recipe with a thumbnail image and the formatted recipe.

## YouCook

YouCook is an external application that is synced to get the recipe will provide both desktop and mobile friendly interface. The user will be prompted to sign in with Youtube/Google account to access the user's cookbook, meal plan, and grocery list.

The **cookbook** on the application contains a list of the recipes that the user has added. The list will be sortable by certain order, such as alphabetical order and date added. Each recipe in the list will consist of the formatted recipe and a link to the Youtube video.

The **meal plan** depends on Google Calendar in fetching the recipes that the user has added as events. This feature will display the events like the user's Google Calendar would (with day, week, month display), but this will only show the recipes. Each event should have all the recipe information including a link to the Youtube video.

The **grocery list** displays all the ingredients with measurements that the user had added from recipes. This feature would act like a typical to-do list, with a checkboxing interaction.

## **Youtube Channel Recipe Input**

In order to display a formatted recipe on desktop and mobile devices, the Youtube cooking shows are prompted to fill out a form upon uploading a cooking video. The form will consist of all the elements that a typical recipe card has: the serving size, list of ingredients, directions, and amount of time required. This form will be located in the Youtube video uploading interface, under Info & Settings tab.

## **Analytical Report**

The analytical report of users interacting with the “See recipe” CTA button and the external application will allow channels to gain a deeper insight into their viewers action beyond just commenting, user preferences, and their goal engagement. The analytical report will allow Youtube cooking shows make better business decisions on creating better content for users and make more money. It will help Youtube cooking shows distinguish between viewers who just watch and viewers who take action to cook. Youtube already has an Analytic Section for Youtube channels to manage their videos, so a Cooking Analytical Report would be added to the Engagement Reports section under Analytics.

This analytical report will leverage already existing information, such as demographics and dates, and new information. New information produced by the “See recipe” CTA button and the external application would be the number of clicks a video receives, the number of people who added a recipe to their cookbook, the number of people who added a recipe to their meal plan, the number of people who printed the recipe, and the number of people who emailed the recipe. The analytical report will be displayed as a line chart, multi-line, stacked area, and map like other Youtube analytical reports. It'll also be organizeable by source (video), geography, and date like other Youtube analytical reports. Also based on view count versus the new information, Youtube cooking shows can determine viewers engagement into cooking.

## Conclusion



Traditional marketers and salespeople have known for years and years that if you want someone to take a specific action, you have to actually ask them to take that action. Dan Zarrella's "Social Calls to Action Work" infographic from HubSpot proves the effectiveness of having a CTA; the insertion of CTA words dramatically increased the rates of user action in response (2014). And Chapman says the main purpose of a CTA button is to make a user "do something" (2014). For example, Amazon's goal is for users to purchase products. Amazon includes an "Add to Cart" button or "Buy now with 1 Click" button on their products to encourage users purchase products. Just like Youtube Cooking show's goal is for views to 'do cooking', adding a Cook CTA button will encourage viewers to 'do cooking'.

Youtube cooking show currently have a poor way to measure their goal of encouraging others to cook. However, Project OM NOM NOM can solve this problem through a "See recipe" CTA button, an external cooking application, and analytical reports.

## Audience

We were able to find some great online articles that provide insights into Youtube viewers' motivation to watch the videos. These articles explored the common use cases of YouTube by various types of users. Based the literary reviews, we created 3 personas representing the user types. We developed scenarios with these personas so that we can fully identify the expected user needs and wants when they use our product.

### Youtube Cooking Show: OM NOM NOM



#### Persona Description:

June Murphy and Amanda Collins are two friends in late 20s living in Michigan who love cooking. They started their show "OM NOM NOM" to encourage cooking with friends, and have been posting one video of a simple food recipe for quality bonding time each week since then. Their subscribers have gradually increased to reach 420,000 last month, with average of 80,00 views and 600 comments per video.

They have been wondering if their viewers are actually receiving benefits of bonding food recipes, or just visual pleasure. They would like to know if their viewers find their recipes easy and useful for friends and family bonding times. They believe knowing this would help them create

better contents for their audience. The comments on their videos have been extremely helpful, but it has been difficult for them to go through all the comments to find quality feedback since the number of comments have jumped over 500. They use YouTube statistical methods to see demographic information and viewing time of their viewers to help them create content for their viewers.

#### Scenario:

The OM NOM NOM cooking show on YouTube has been creating videos to encourage cooking with friends. They want to judge if their goal is being accomplished, so they utilize the “See recipe” button. They visit the “See recipe” button report under the Engagement reports in the Analytical section of YouTube. They see 5. choices of graphical reports of the “See recipe” button. 1. The number of clicks the button. 2. The number of people who added the recipe to their cookbook. 3. The number of people added the recipe to their meal plan. 4. The number of people who printed the recipe. 5. The number of people who emailed the recipe. OM NOM NOM choose the 2nd option to see the number of people who added the recipe to their cookbook. They see a line chart of number of adds to the cookbook compared to time. They also see options for the report to be displayed as a multi-line, stack area, and map, but choose not to use those options. They notice a high number of people are consistently adding recipes to their cookbook over time, and conclude that people are cooking their recipes. They receive better confirmation that people are cooking, and they continue to create videos.

#### YouTube Viewer: Joshua Hill



### **Persona Description:**

Joshua Hill is a college student at the University of Texas, studying Chemical Engineering. He likes to go watch Youtube videos to pass time. He mostly watched comedy videos such as 'Ray William Johnson', 'Smosh'. Watching 'Epic Meal Time' recently brought him to Youtube food videos. He began to watch appetizing food videos for visual pleasure; he has subscribed to 'Epic Meal Time' and 'Feast of Fiction'. He is very amused by watching people on Youtube cook such awesome food ideas. He is a very social person, and often watches Youtube videos with his friends. If his friends are not around, he makes sure to share the funny videos he found on facebook.

Joshua does not cook, and so he does not clearly pay attention to directions in food videos due to the lack of interest. He rarely rates or comments on videos and rarely reads any texts on the Youtube user interface except on the video itself. He detests pop-up spam windows, advertisements, or anything that invades his browsing and watching video experience. He never bookmarks or favorites a video; he wouldn't re-watch a video unless he is watching it again to show it to his friends.

### **Scenario:**

Joshua watches a video from 'Epic Meal Time', he is mindblown and wants recreate the food in the video with his friends. He clicks on the "See recipe" button. The button brings up a pop-up box where he can see the ingredient and instruction list and few buttons on the side. After skimming through the ingredient and instruction list, he feels confident that he can make it work, so he decides to share his plans with his friends by sharing the video on Facebook. He closes the pop-up box by clicking on the X button on the top right, and shares the video on Facebook.

Joshua's friends are thrilled to join his epic meal plan, and so he decides to open up his house this weekend. He and his friends plan to go grocery shopping together and then go to his house to make that bad boy. Before he leaves to meet up with his friends, he goes to the shared video on Facebook and goes to its Youtube page to go see the recipe again, and clicks on the "Print the recipe" button. He takes the printed recipe and goes grocery shopping with his friends.

## Youtube Do-er: Kylie Hayes



### Persona Description:

Kylie is a college student at the University of Oregon studying Journalism. She lives alone in a studio near the UO campus and she has gotten a lot of help from Youtube how-to videos. She is very involved in her social works club at UO as the Director of Public Relations, and holds a fundraising event every quarter. She usually buys donuts at a local donut shop for the fundraiser, but she enjoys baking cookies and muffins for a bake sale if her schedule is manageable.

Kylie likes to search for and watch videos to find answers to her questions and needs. She finds watching other people solve the problems very helpful in solving her problems. She enjoys trying new things to learn. She has watched some cooking shows on Youtube to learn baking recipes, but cannot recall the name of the cooking show since she just wrote down the recipe information on her recipe card. She has tried digitally recording her recipes through bookmarks, but she couldn't find an easy and natural way to cook with her digital copy of the recipe while cooking. Kylie usually does not leave any comments on Youtube videos, but when she does, she asks questions. She gets easily frustrated when she cannot find the information right away; she hates cooking videos that spend the first 3 minutes just rambling about personal life stories.

### Scenario:

Kylie has another fundraising event coming up for her social works club. She notices she has extra time in her schedule to bake something for the fundraiser instead of buying baked goods. She browses through Youtube searching for sweets and desserts. She comes across many appealing videos and finally finds one that is quick to make and appetizing. While she was browsing through videos, she saw a “See recipe” button tag on all of them, including the one she plans to use to go bake. Kylie clicks on the “See recipe” button which brings up a pop-up box where she can see the recipe and few buttons on the side. She notices there is a “Add to cookbook” option that connects to an external app. Click on this button brought an information box that tells her that she can have this recipe on her mobile device. Kylie likes this features and so she adds the recipe to her cookbook and downloads the app on to her phone. She explores the different options on the app and feels that this app can come in for potentially good use in the future.

When it comes closer to the fundraising event, Kylie goes back to the cookbook in the app and reads through the recipe. She knows that she's missing some ingredients so she decides to use the grocery list feature. After buying all the ingredients, she comes home to bake the recipe. She finds having the recipe on her mobile phone very useful!

## Low & High Fidelity Prototypes

### Axure

We sketched our design thinking into wireframes, solidifying our solution concepts. The wireframes were then made interactive with Axure software - a tool that allows designers to create interactive wireframe mockups without any coding knowledge. Axure wireframe mockup is a low-fidelity prototype in that it is easy to make changes in UI and interaction design compared to a web prototype, and therefore allows fast transition from a user test to another. One disadvantage of using Axure prototype is the slow responsiveness - it cannot function as smooth as the actual product and therefore may come in the way of thought processes of the user test participants.

Axure Prototype (Desktop):

<http://students.washington.edu/ykim92/OMNOMNOM/Desktop2/>

Axure Prototype (Mobile):

<http://students.washington.edu/ykim92/OMNOMNOM/Mobile2/>

The Axure prototype displays most of the YouCook screens, excluding the Youtube Cooking Show's recipe input screens and user data analytics screens. This prototype is presents how the user would interact with each button, navigation items, videos, and mostly importantly, the recipe window on the actual YouCook screens.

### Web

YouCook web prototype is a high-fidelity prototype coded with HTML, CSS, JavaScript, AJAX, and YouTube API with Twitter Bootstrap framework. This prototype looks identical to the actual YouCook product in terms of the user interface and interaction design, but it is not backed with any database and therefore does not do any of its functionality. This high-fidelity prototype is more responsive to user interaction compared to Axure prototype, but takes a lot more time and efforts to make changes according to user tests data.

Web Prototype (Responsive):

<http://students.washington.edu/ykim92/prototype3/>

## User Testing

### Design Idea

With our prototypes, we conducted a user test focused on the core design of YouCook. We created a survey with Google Form, and asked our user test participants to explore tools and features YouCook, and then write us what they thought about the design concept. The user test participants were mostly college students. The participants commented positively on the design of the recipe window, especially the timestamped directions. One major discovery we made is that the users want to be able to see all the ingredients instead of going through each video. Based on the responses, we made changes to our prototypes.

### Usability

Taking the low fidelity prototypes, we conducted a user test on YouCook's usability. Since the success metric of YouCook is heavily focused on how easily the viewer would be able to use the YouCook tools, this user test asked the participants to complete major tasks in YouCook, and write us their thought processes in doing so. The participants were able to navigate and perform tasks effortlessly, although some noted minor difficulties with icons and labels. Based on the responses, we refined our prototypes. Since 4 out of 5 participants comfortably completed the required tasks, we concluded that YouCook meets its success metric and is, therefore, a successful project.

# Creating YouCook

Navigation (sitemap)

    Global Navigation

    Local Navigation

    Search Bar

View Side (cooks)

    What to Cook

        Video Population

        Add to Cookbook

        Add to Meal Plan

    My Cookbook

        Search My Cookbook

        Add to Meal Plan

        Remove videos from My Cookbook

    Meal Plan

        Date Selector

        Remove videos from My Cookbook

    Grocery List

        Search Grocery List

        Sorting Grocery List

        Removing Items

        “Add new ingredient...”

    Recipe Window

        Email/Print Recipe

        See Recipe Button

    Ingredients

        Adjust Servings

        Add to Grocery List

        See Grocery List

    Print

    Email

    Add to Cookbook

    Add to Meal Plan

    Directions

## Related Videos

Channel Side

    Recipe Input

    Analytics

## Important Notes

YouCook is an application integrated with YouTube. There are two sides to the application:

1. viewer side
2. channel side

The viewer side contains 5 new features:

- What to Watch
- My Cookbook
- Meal Plan
- Grocery List
- Recipe Window

The channel side contains 2 new features:

- Recipe Input
- Analytics.

Each new feature is further explained in their respective section.

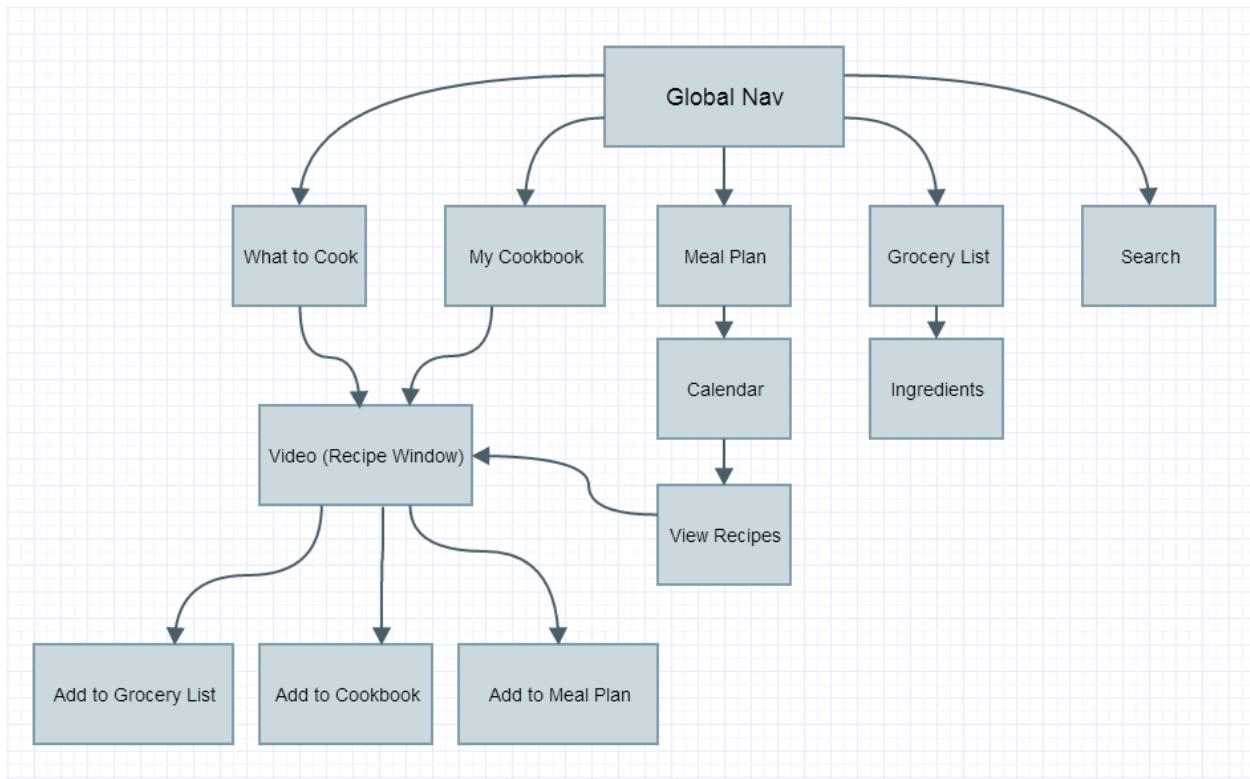
YouCook should be cleanly integrated with YouTube. YouCook should contain many of the design elements that YouTube has and also it should function similarly to YouTube. YouCook is intended to be a responsive design, so be aware of both a desktop and mobile views of YouCook. Since YouCook is a YouTube application, a user would be using their YouTube account or Google account. YouCook, like YouTube would be storing a user's personal information.

Many screenshots seen after this are taken from our web prototype. The front-end of this prototype is a close as it is intended to be, however, the functionality is faked, and not all of it is intuitive and functional. But it gives a good feel of what YouCook should be.

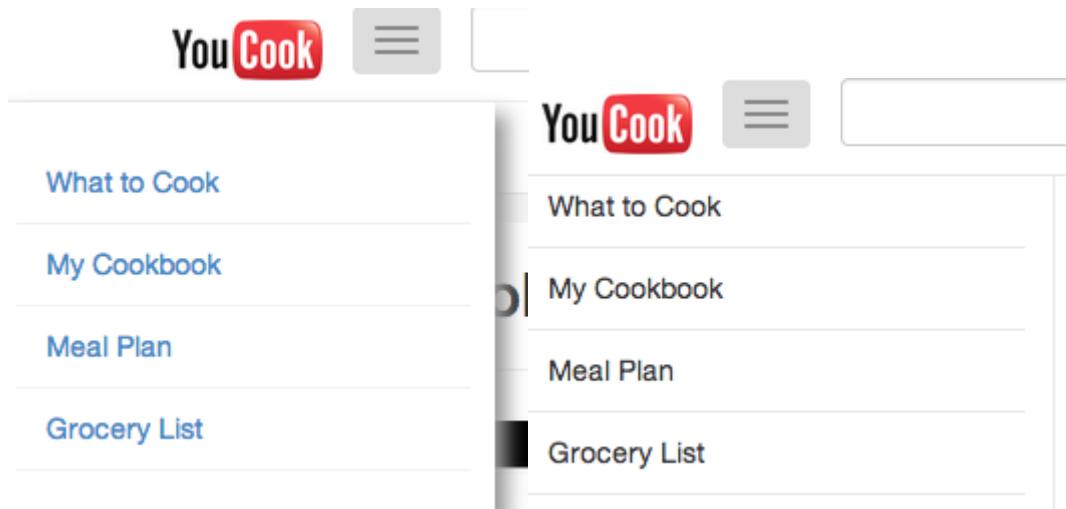
<http://students.washington.edu/ykim92/prototype3/>

## Navigation (sitemap)

This shows an overall layout of how YouCook's features relates to each other.

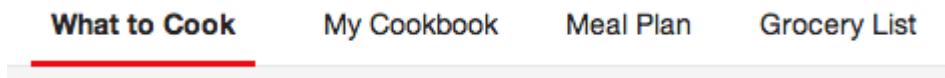


## Global Navigation



YouCook's global navigation should act just like YouTube's global navigation. However, there are only 4 links to their respective page. Just like YouTube's global navigation, it should hover over the videos in bigger screen (left), and act like a hidden side nav in mobile views (right). This global navigation appears on every page.

## Local Navigation



In desktop view, just like YouTube, the local navigation highlights the selected page with a red underline. For YouCook, it's local navigation is similar to it's global navigation. It will contain What to cook, My Cookbook, Meal Plan, and Grocery list. Each item links to it's respective page. In mobile view, this local navigation hides.

## Search Bar

The search bar in the global navigation should act just like YouTube's search bar, except for it food and cooking related videos.



## View Side (cooks)

What to Cook



[What to Cook](#)

[My Cookbook](#)

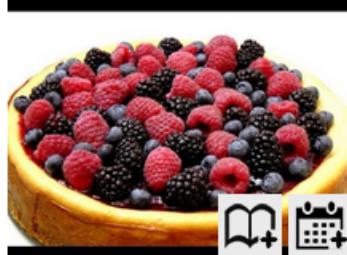
[Meal Plan](#)

[Grocery List](#)

## What to Cook



Creme Egg  
Chocolate  
Brownies



How to Make  
Homemade  
Cheesecake From  
Scratch - Recipe



How to Make Spicy  
Chicken and  
Mango Curry

Allrecipes

What to Cook mimics the What to Watch section in YouTube.

In desktop view above, videos should be layered out in a grid like pattern, 3 per row. Each video should have a video thumbnail, title, and channel. Overlaying the video thumbnail in the bottom right corner are two buttons: Add to Cookbook and Add to Meal Plan.



## What to Cook



### Creme Egg Chocolate Brownies

SORTED Food



In mobile view above, videos are in a single column. Each video is accompanied by a thumbnail, title, and channel. Below the video is a red + button which toggles to reveal the Add to Cookbook button and the Add to Meal Plan button.

#### Video Population

The methodology to populate What to watch for YouTube can be used to populate What to cook, except it will be related to food and cooking related videos only. The algorithm would specifically use data on what kinds of cooking videos the user has added to the cookbook.

#### Add to Cookbook

When a viewer clicks on the Add to Cookbook button on top of a video thumbnail in desktop view, or the Add to Cookbook button in mobile view, that video will be added to a user's cookbook.

#### Add to Meal Plan

When a viewer clicks on the Add to Meal Plan button on top of a video thumbnail in desktop view, or the Add to Meal Plan button in mobile view, that video will be added to a user's Meal Plan.



## What to Cook



### Creme Egg Chocolate Brownies

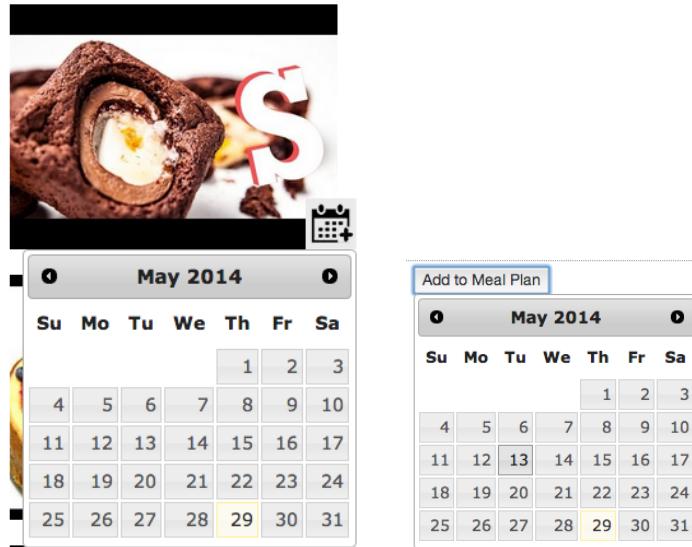
SORTED Food



[Add to Cookbook](#) [Add to Meal Plan](#)



When clicked, a small calendar appears next to the button and a view selects a date. The video selected will be planned for that selected date. Below shows screenshots of the desktop view (left), and mobile view (right).



## My Cookbook

My Cookbook store's a viewers videos, like a YouTube playlist.

The screenshot shows the YouCook website interface. At the top, there is a navigation bar with the YouCook logo, a menu icon, and a search bar. Below the navigation bar, there are four tabs: "What to Cook", "My Cookbook" (which is underlined, indicating it is the active tab), "Meal Plan", and "Grocery List". The main content area is titled "My Cookbook" and features a search bar. Below the search bar, there is a "Remove" button. The video list starts with a thumbnail for "Creme Egg Chocolate Brownies" by SORTED Food, which includes a checkbox on the left, a remove button, and an "Add to Meal Plan" button on the right. The second video in the list is "How to Make Homemade Cheesecake From Scratch - Recipe by Laura Vitale - Laura in the Kitchen Ep. 88" by Laura in the Kitchen, also featuring a checkbox, a remove button, and an "Add to Meal Plan" button.

In desktop view above, videos are in a single column. Each video is accompanied by a thumbnail, title, and channel. On each video thumbnail on the bottom right is an Add to Meal Plan button. On the left of the thumbnail is an accompanying checkbox which relates to the remove button.

## My Cookbook

Search my cookbook



Edit



### Creme Egg Chocolate Brownies

SORTED Food



## My Cookbook

Search my cookbook



Done



### Creme Egg Chocolate Brownies

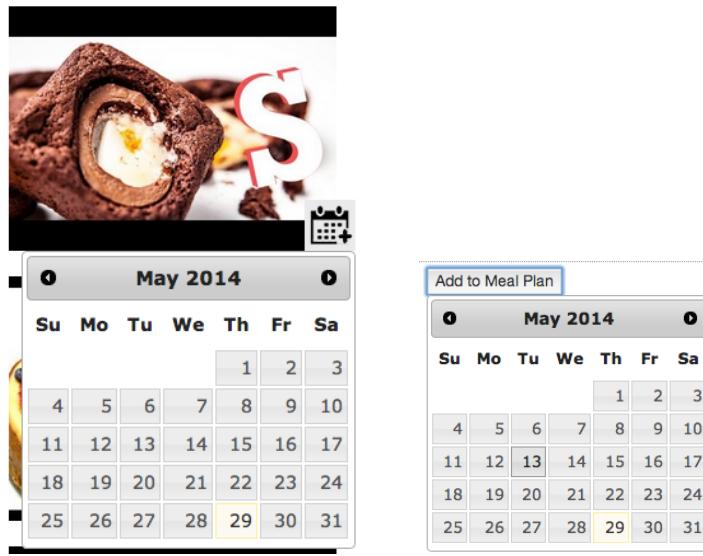
In mobile view above, videos are in a single column. Each video has a video thumbnail, a title, and channel. This is followed by a toggled red + button like the What to Watch section which allows the viewer to Add to Meal Plan only.

#### Search My Cookbook

A viewer will be able to use the search bar to search for videos within their cookbook. Population results should return on the 'enter' and results should be limited to 10 videos. As a view scrolls down, more videos results should appear if there are any over the limit

#### Add to Meal Plan

When a view clicks on the Add to Meal Plan button on top of a video thumbnail in desktop view, or the Add to Meal Plan button in mobile view, that video will be added to a user's Meal Plan. When clicked, a small calendar appears next to the button and a view selects a date. The video selected will be planned for that selected date. Below shows screenshots of the desktop view (left), and mobile view (right).



Remove videos from My Cookbook

In desktop view, when a view selects a checkbox and hits remove, those selected videos will be removed from their cookbook.

In mobile view, a view will hit the edit button, which reveals x buttons next to the videos. If a view hits an x button, that video will be instantly deleted from their cookbook. Hitting the done button will hide the x buttons.

## Meal Plan

A viewer can schedule recipes to cook in the Meal Plan. The Meal Plan is connected to a viewer's google calendar to help them plan meals.

The screenshot shows the YouCook website's meal planning feature. At the top, there is a navigation bar with the YouCook logo, a menu icon, a search bar, and tabs for "What to Cook", "My Cookbook", "Meal Plan" (which is underlined in red), and "Grocery List". Below the navigation, the title "Meal Plan" is displayed, along with a date "May 4" and a calendar icon. There are two video items listed. The first video thumbnail shows a brownie with a white "S" on it, titled "Creme Egg Chocolate Brownies" by "SORTED Food". The second video thumbnail shows a cheesecake topped with berries, titled "How to Make Homemade Cheesecake From Scratch - Recipe by Laura Vitale - Laura in the Kitchen Ep. 88". Each video item has a small checkbox on the left and a "Remove" button above the thumbnail.

In desktop view above, videos are in a single column layout. Each video is accompanied by a thumbnail, title, channel, and a short excerpt of the video information that the cooking show had put into. On the left of each video section is a checkbox which relates to the remove button.

**Meal Plan** May 4

**Creme Egg Chocolate Brownies**

SORTED Food

**Meal Plan** May 4

**Creme Egg Chocolate Brownies**

SORTED Food

In the mobile view above, videos are also in a single column layout. Each video has a thumbnail, title, and channel. At the top is an edit button which toggles with done.

#### Date Selector

In the local navigation, is a sub-local navigation which shows the current date and a calendar icon.

What to Cook

My Cookbook

**Meal Plan**

Grocery List

May 29

Hitting the calendar icon in at the top will bring up a calendar. When a view selects a date, the videos shown in Meal Plan should update, and show videos for that date only. Below shows screenshots of the desktop view (left) and mobile view (right).

The image displays two side-by-side screenshots of the YouCook mobile application. Both screens show a calendar for May 2014. In the top left corner of each screen, there is a red horizontal bar with the text "Meal Plan" in white. To the right of this bar, the text "Grocery List" is visible.

**Left Screenshot (Desktop View):**

- Header:** "Meal Plan" (highlighted by a red bar), "Grocery List".
- Section:** "May 4".
- Content:** A calendar grid for May 2014. The days of the week are labeled: Su, Mo, Tu, We, Th, Fr, Sa. The dates range from 1 to 31. The date "29" is highlighted with a yellow border.
- Text:** "ome Egg C", "TED Food".

**Right Screenshot (Mobile View):**

- Header:** "YouCook" (with a red logo), search bar.
- Section:** "Meal Plan".
- Content:** A calendar grid for May 2014. The days of the week are labeled: Su, Mo, Tu, We, Th, Fr, Sa. The dates range from 1 to 31. The date "29" is highlighted with a yellow border.
- Image:** A small image of a brown cookie.

Remove videos from My Cookbook

In desktop view, when a view selects a checkbox and hits remove, those selected videos will be removed from their cookbook.

In mobile view, a view will hit the edit button, which reveals x buttons next to the videos. If a view hits an x button, that video will be instantly deleted from their cookbook. Hitting the done button will hide the x buttons.

## Grocery List

Grocery List holds items from ingredients and recipes for a viewer.

YouCook ≡ 🔍

What to Cook My Cookbook Meal Plan **Grocery List**

## Grocery List

Search my grocery list 🔍

**Sort by Recipe** All Ingredients

Remove All Remove Add new ingredient... Add

---

**Creme Egg Chocolate Brownies**



**Ingredients**

- 150 g Dark Chocolate
- 100 g Butter
- 200 g Soft Brown Sugar
- 2 Eggs
- 75 g Self-Raising Flour
- 6 Creme Eggs
- Icing sugar to decorate

---

**How to Make Homemade Cheesecake From Scratch - Recipe**

[What to Cook](#)[My Cookbook](#)[Meal Plan](#)[Grocery List](#)

## Grocery List

 Search my grocery list[Sort by Recipe](#)[All Ingredients](#) Remove All   

- 150 g Dark Chocolate
- 100 g Butter
- 200 g Soft Brown Sugar
- 2 Eggs
- 75 g Self-Raising Flour
- 6 Creme Eggs
- Icing sugar to decorate
- Crust:
  - 1 1/4 cup Graham Cracker Crumbs
  - 6 tbsp Unsalted Butter, melted
  - 1/4 cup Sugar
- Filling:
  - 5 8oz packages Cream Cheese room temperature
  - 1 cup Sour Cream

In the desktop view above, the screen shots show both types of sorting: Sort by Recipe and All Ingredients. In Sort By Recipe, each video is accompanied by a thumbnail, title, and ingredients that the viewer selected previously. In All Ingredients, it shows all the ingredients in the grocery list only.



## Grocery List

[Sort by Recipe](#) [All Ingredients](#)

[Edit](#)

### Creme Egg Chocolate Brownies



#### Ingredients

- 150 g Dark Chocolate
- 100 g Butter
- 200 g Soft Brown Sugar
- 2 Eggs
- 75 g Self-Raising Flour



## Grocery List

[Sort by Recipe](#) [All Ingredients](#)

[Done](#) [Add new ingredient...](#) [Add](#)

### Creme Egg Chocolate Brownies



#### Ingredients

- 150 g Dark Chocolate
- 100 g Butter
- 200 g Soft Brown Sugar

In the mobile view above, the screen shots show both types of sorting: Sort by Recipe and All Ingredients. In Sort By Recipe, each video is accompanied by a thumbnail, title, and ingredients that the viewer selected previously. In All Ingredients, it shows all the ingredients in the grocery list only.



## Grocery List

Search my grocery list

Sort by Recipe **All Ingredients**

150 g Dark Chocolate  
100 g Butter  
200 g Soft Brown Sugar  
2 Eggs  
75 g Self-Raising Flour  
6 Creme Eggs  
Icing sugar to decorate  
Crust:  
1 1/4 cup Graham Cracker Crumbs  
6 tbsp Unsalted Butter, melted  
1/4 cup Sugar  
Filling:  
5 8oz packages Cream Cheese room temperature



## Grocery List

Search my grocery list

Sort by Recipe **All Ingredients**

X 150 g Dark Chocolate  
X 100 g Butter  
X 200 g Soft Brown Sugar  
X 2 Eggs  
X 75 g Self-Raising Flour  
X 6 Creme Eggs  
X Icing sugar to decorate  
X Crust:  
X 1 1/4 cup Graham Cracker Crumbs  
X 6 tbsp Unsalted Butter, melted

### Search Grocery List

A viewer will be able to use the search bar to search for videos and/or their ingredients within grocery list. Population results should return on the 'enter' and results should be limited to 10 videos with their ingredients or all ingredients (limit 100). As a view scrolls down, more videos/ingredients results should appear if there are any over the limit.

### Sorting Grocery List

By default, grocery list items are organized by sort by recipe. Items in the grocery list should be sorted by recipes, which is organized by their parent video, and also by ingredients only. Sort by Recipe shows the accompanying video and ingredients added from that video. All ingredients shows all ingredients in the grocery list.

[What to Cook](#)[My Cookbook](#)[Meal Plan](#)[Grocery List](#)

## Grocery List

 Search my grocery list[Sort by Recipe](#)[All Ingredients](#)

Removing Items

Remove All [Remove](#) [Add new ingredient...](#) [Add](#)

In desktop view, a viewer can select the checkbox next to a video which will remove all ingredients related to that video, and/or the checkbox next to an ingredient. Selected items will be removed from the grocery list when the viewer hits the remove button.

In mobile view, the view can hit the edit button which will reveal an x button next the video and ingredients. Items are instantly deleted when the x button is hit. The view can hit the done button to exit the remove video mode, which hides the done button, and reveals the edit button.

"Add new ingredient..."

Remove All [Remove](#) [Add new ingredient...](#) [Add](#)

In desktop and mobile view, adding a new ingredient will make the new ingredient appear in the bottom of the list. To add an ingredient in mobile view, a viewer must hit the edit button, and exit with the done button.

## Recipe Window

**Creme Egg Chocolate Brownies**

SORTED Food · 581 videos

186,368 views

Like 28,179 Dislike 43

About Share Add to Print

**Related Videos**

- Madeleines Recipe Demonstration - Joyofbaking.com by Joy of Baking 156,601 views
- Crème Brûlée Recipe Demonstration - Joyofbaking.com by Joy of Baking 164,251 views
- Carrot Cake Recipe Demonstration - Joyofbaking.com by Joy of Baking 561,433 views
- Black Forest Cake Recipe Demonstration - Joyofbaking.com by Joy of Baking 894,036 views
- How to make Fudge Brownies Woodland Bakery Recipe by Woodland Bakery 147,924 views
- Easy Chocolate Brownies Recipe! by BakeLikeAPro 165,075 views
- Chocolate Brownies (Quick and Easy!) - RECIPE by OnePotChefShow 549,317 views

**Creme Egg Chocolate Brownies**

SORTED Food · 581 videos

186,368 views

Like 28,179 Dislike 43

About Share Add to Print Email Add to Cookbook Add to MealPlan

**Creme Egg Chocolate Brownies** 20 mins

**Directions**

0:00 Preheat an oven to 170°C.

1:19 Snap the chocolate into pieces and place into a bowl with the butter. Melt in the microwave for almost a minute, stirring half way through. Dump in the brown sugar once the chocolate mixture is completely smooth and stir well.

1:26 Crack in the eggs and beat.

1:42 Mix in the flour and cocoa powder.

2:00 Divide between 12 moulds/cupcake cases or into one large square tin 24cm x 24cm

**Related Videos**

- White Chocolate Lava Cake Recipe (Chocolate fondant) - SORTED by SORTED Food 249,718 views
- Deep Pan Pizza Recipe - SORTED by SORTED Food 185,842 views

The recipe window is a new feature within a video page. It is activated with the 'see recipe window'. It contains important recipe information pertaining to the given video. The video page

should act just like any other YouTube video page, with the exception of the see recipe button.

#### Email/Print Recipe

The email button would take the users to a printer-friendly webpage of the recipe. The webpage would have a clean layout displaying just the recipe and a link to the YouCook video. Note the mockup image of the webpage below.

The print button will also take the user to the printer-friendly-webpage but immediately put on a pop-up window of the print preview, where the user would find options and buttons for a typical printing process.

**Creme Egg Chocolate Brownies**  
SORTED Food  
<https://www.youtube.com/watch?v=GeG4axaSQmo>  
Makes 12 servings  
20 minutes

**Ingredients**

- 150 g Dark Chocolate
- 100 g Butter
- 200 g Soft Brown Sugar
- 2 Eggs
- 75 g Self-Raising Flour
- 6 Creme Eggs
- Icing sugar to decorate

**Directions**

0:00 Preheat an oven to 170°C.  
1:19 Snap the chocolate into pieces and place into a bowl with the butter. Melt in the microwave for almost a minute, stirring half way through. Dump in the brown sugar once the chocolate mixture is completely smooth and stir well.  
1:26 Crack in the eggs and beat.  
1:42 Mix in the flour and cocoa powder.  
2:00 Divide between 12 moulds/cupcake cases or into one large square tin 24cm x 24cm.  
2:18 Slice the crème eggs in half and submerge one into each segment.  
2:32 Bake for 15 minutes, then remove from the oven to cool completely. Dust them in icing sugar and serve.

#### See Recipe Button

The see recipe button activates the whole recipe window. When clicked, the see recipe button toggles visibility with the hide recipe button.

#### Ingredients

Ingredients populates with that video's given ingredient information. This ingredient information

is controlled input by the channel side.

#### *Adjust Servings*

This feature allows a viewer to change the serving size of a given recipe. Amounts should be recalculated when the viewer hits the adjust serving button.

#### *Add to Grocery List*

When the add to grocery list button is hit, items in the ingredients list are moved to the grocery list with its according video, and the list clears.

#### *See Grocery List*

Hitting the grocery list button will bring the viewer to the grocery list page.

#### *Print*

The print button prints the recipe for the given video.

#### *Email*

The email button emails the recipe for the given video.

#### *Add to Cookbook*

When a viewer clicks on the Add to Cookbook button, that video will be added to a user's cookbook.

#### *Add to Meal Plan*

When a viewer clicks on the Add to Meal Plan button, that video will be added to a user's Meal Plan. When clicked, a small calendar and a view selects a date. The video selected will be planned for that selected date.

#### *Directions*

Directions populates with that video's given direction information. This direction information is controlled input by the channel side. Each direction has a timestamp, and when the section is clicked, the video will jump to that timestamp and start auto playing.

#### *Related Videos*

In the videos page, there is a related video section. Videos populated here should be using current YouTube related video algorithm to populate the section.

## Channel Side

### Recipe Input

Along with uploading or editing a video, the channel will be able to attach recipe information with a video. This is similar to the closed captions feature in YouTube. A channel should be able to select a timestamp, and enter a direction.

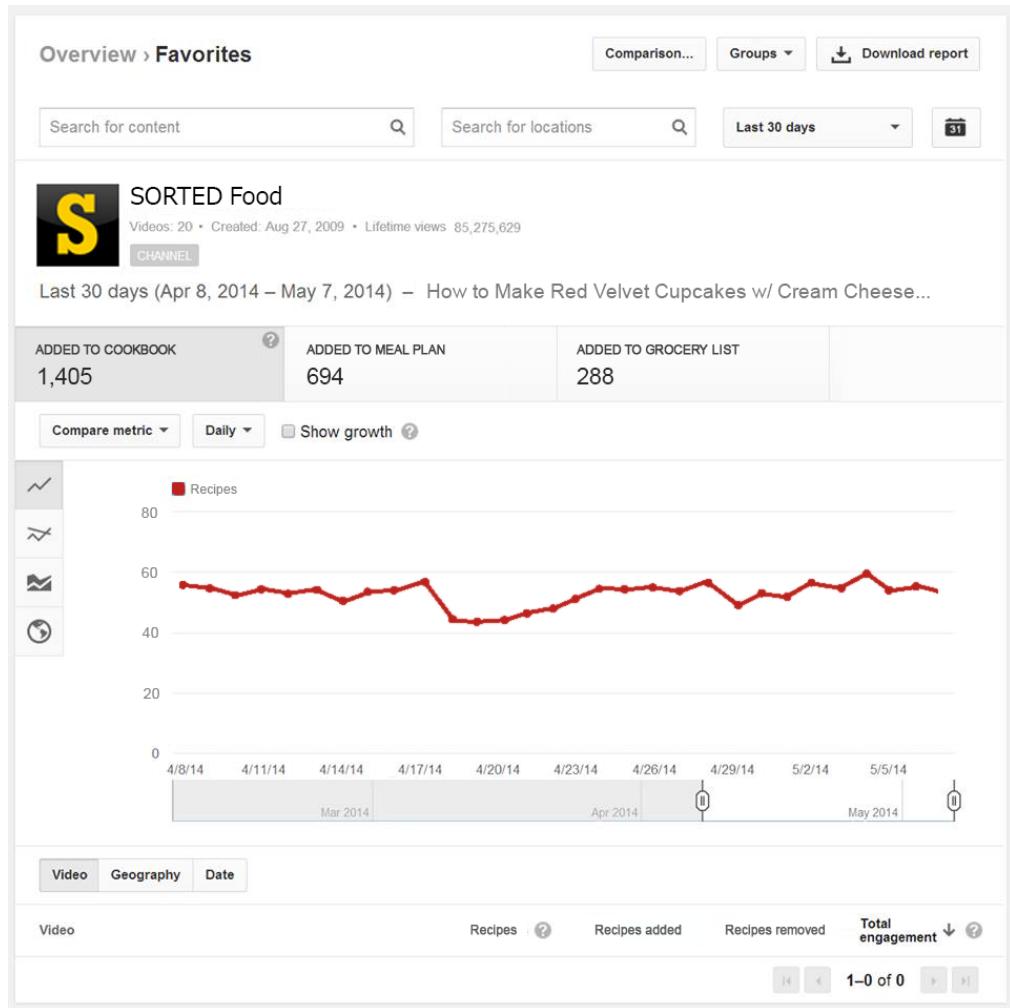
The screenshot shows the 'YouCook Recipe Input' tab selected in a video editor interface. On the left, a video player displays a close-up of a glass bowl containing melted chocolate and a yellow egg being cracked into it. The video progress bar shows 1:40 / 8:25. Below the video, three callout boxes provide step-by-step instructions: 'Preheat an oven to 170°C.', 'Snap the chocolate into pieces.', and 'Crack in the eggs and beat.' On the right, the 'English' subtitle language is selected. A text input field allows for adding subtitles, with a blue '+' button for saving. Subtitles are listed with their corresponding timestamps: 0:00.0, 0:00.8, 0:02.2, and 0:03.2. The first subtitle at 0:00.0 is a general instruction, while the others are specific to the current video frame. At the bottom, there are 'Saved' and 'Publish' buttons, along with a 'Send feedback' link.

## Analytics

Just like other analytics tracked by YouTube, such as the number of likes and subscribes, YouCook tracks the number of uses within its features. YouCook should track the following actions:

- number of clicks a video receives
- the number of viewers who added a recipe to their cookbook
- the number of viewers who added a recipe to their meal plan
- the number of viewers who printed the recipe
- the number of viewers who emailed the recipe

From this information, just like other YouTube analytics, it should produce a graph for the channels. The functionality of these graphs, should be just the same as other YouTube analytics. The graphs should look like the following below:



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