Project OM NOM NOM

Team OM NOM NOM

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# Abstract

Youtube’s current calls to action methods are not sufficient for Youtube cooking shows whose goal is encourage cooking. The most reasonable current call to action is commenting on videos. However this is a poor method for Youtube cooking shows to measure if their viewers are cooking. Team OM NOM NOM proposes to create a new call to action that better measures the cooking action for Youtube cooking shows. Our solution will encompass a new call to action button, “Show Recipe” that will link to an external cooking application. Users engaging with “Show recipe” will help Youtube cooking shows determine if their goal is being met. The solution will provide benefits for both Youtube cooking shows and users.

# 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 do 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.

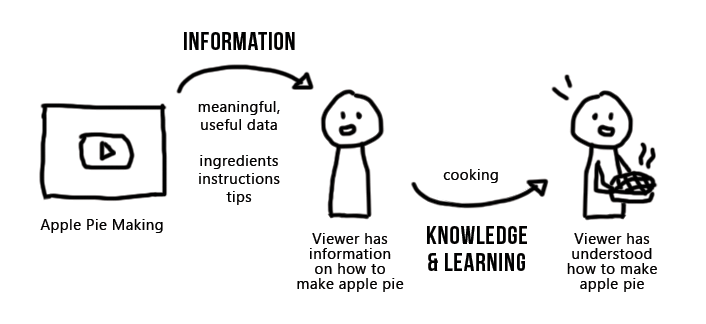
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Youtube Cooking Show** | **Video Name** | **Video Views** | **Video Comments** | **Video comments / Video Views %** |
| Sorted Food | Macarons Recipe ft Jenna Marbles (2011) | 930,542 | 2,193 | **0.24%** |
| Hilah Cooking | How To Make Corn Dogs (2010) | 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. Team OM NOM NOM propose to create a more interactive CTA feature that allows Youtube cooking shows that better measures people are cooking.

## 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 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

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 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 the external application. First is through the Youtube User interface through the “See recipe” CTA button, and second is accessing the application directly itself. Each interaction demonstrates features of the application.

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 the “See recipe” CTA button and external application.

## Youtube User Interface

The “See recipe” CTA button prompts the viewer’s click it. The button will be visually prominent and within the viewers’ eye path. Clicking this button will bring up a pop-up box that displays the cooking video’s recipe. The pop-up will have the characteristic of a light box, floating overtop of the Youtube video page. On the pop-up, 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 pop-up box, and this section’s content is provided by the Youtube cooking shows. The recipe will be minimalistic so that the users can clearly understand.

The other CTA buttons will be placed next to the recipe section on the pop-up box. The CTA buttons will include some actions synced to the external application 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 be 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 herself or others, the recipe with a thumbnail image and the formatted recipe.

## External Cooking Application

The 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 check boxing interaction and a section for notes. Ingredients can be added, removed, and reordered.

## Youtube Cooking Shows 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 viewer’s 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 organizable 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.

## User Scenario of the Solution

Marissa is browsing Youtube videos looking to kill time with some entertainment. She comes across a video on making deep-pan pizza. After watching the video, she is inspired to cook a deep-pan pizza for her son, JP’s birthday in 4 days. She spotted a “See recipe” button, and clicks it. The button brings up a pop-up box where she can see the recipe and few buttons on the side. She clicks on “Add this recipe to your meal plan” button, and it brings up a little form that asks her for date and time. She enters in the date of her son’s birthday, and configures a reminder to the day before JP’s birthday. She sees some ingredients that she doesn’t have in stock, and so she drags ‘dried yeast - 7g’ and ‘cherry tomatoes - 1 cup’ into her grocery list. She feels like she is well prepared for cooking the deep-pan pizza, and closes the pop-up box.

A day before JP’s birthday, Marissa is reminded by the OM NOM NOM meal plan reminder, and she takes a trip to Safeway. She opens the OM NOM NOM app and brings up the grocery list. She sees the two items that she added, and buys them.

On JP’s birthday, Marissa opens the OM NOM NOM meal plan and looks at the deep-pan pizza recipe. She has all the ingredients required, and she follows through the well-formatted recipe. Marissa successfully made a deep-pan pizza, and JP eats it happily.

Why does “See Recipe” CTA work?

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](http://www.hubspot.com/) 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’.

## Conclusion

Youtube cooking shows 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.

# Objectives

There are 4 main aspect of Project OM NOM NOM that will be designed:

1. “See recipe” CTA button with pop-up
2. External cooking application
3. Youtube cooking shows recipe input
4. Youtube cooking shows’ analytical reports

In order to accomplish Project OM NOM NOM, it has 6 main objectives with several measurable deliverables under each. Based on common software design and developmental practices, the 5 main objectives are: Planning, Design, Test, Refine, and Develop. Deliverables are **bolded** for each objective.

## Plan

Another deliverable would entail **personas**, which are fictional characters that represents different user types within the Project OM NOM NOM’s targeted users. Creating and using personas would allow the project to acknowledge and prioritize different needs of various demographics, and therefore it would be able to meet the needs of different users. Multiple personas would be created within the boundary of Project OM NOM NOM’s targeting users, with information of the persona’s background, personality, and any information pertaining to cooking.

The next deliverable is creating a list of **use cases** to identify how Project OM NOM NOM can be used by targeted users. Based on the prior user research and persona creations, we would list target user needs from Project OM NOM NOM. The use cases would guide the project design so that it would fulfill what the users’ needs and wants.

## Design

The deliverables in Plan will help in **ideating** different designs for Project OM NOM NOM. We will sketch several ideas and decide which idea best fits our users. Ideating will take our prior deliverables into a visual design. Ideation will take consideration of the overall navigation of the Project OM NOM NOM. Deciding on a design will consist of reviewing the project requirements and limitations, as well as the target users’ preferences. A **sitemap** and **wireframes** will be created.

After deciding on a design, we will create storyboardsof usage scenarios. The storyboard will be a series sketches that outlines a user’s experience of using Project OM NOM NOM from start to finish. This step will make sure the chosen design fulfills the user’s demands before we move on to the next step of creating a low-fidelity prototype. Creating a **low-fidelity prototype** will help us identify flaws in our design and resolve them before we move onto development; we can self-evaluate Project OM NOM NOM before we conduct user tests.

## Test

In the Test objective, we will user test the low-fidelity prototypes. Two main aspects we are testings are usability, engagement, and interest level. These aspects will be tested to confirm Project OM NOM NOM fulfills user needs and wants.

There are many different **user test methods** that can be used to test Project OM NOM NOM. Based on prior research, we will decide on the methods that are feasible and appropriate for answering our user test questions. We will conduct usability tests with multiple potential users and carefully record user feedback for later analysis. We will conduct engagement and interest tests with Youtube viewers who watch Youtube Cooking Shows with different motives. The motives could either be to view then cook, or to only view. However, our focus will be on usability. We would produce a report of our methodology and test results.

## Refine

After testing, the test results will be **analyzed** to be compared against use cases and usage scenarios. The analysis will produce a list of both positive and negative findings and improvement plans, and we will implement the findings to improve Project OM NOM NOM. If we cannot follow all the proposed improvement plans because of project constraints, we will develop priorities based on fixing the most global and serious problems. Once we identify all possible **improvements and refine** our low-fidelity prototype, we will go back to the Test objective to get further user feedback.

Testing and Refining will be iterative objectives until we receive enough positive feedback from users and self-satisfaction or as time allows.

## Develop

After refining the prototypes, we would create a **high-fidelity prototype** of Project OM NOM NOM. This would most likely entail an interactive user interface to reproduce the feel of a fully developed version of Project OM NOM NOM. The interactive prototype will require front-end web development skills including HTML, CSS, and Javascript. A potential risk we foresee is that our lack of skills may result in a malfunctioning high-fidelity prototype. The high-fidelity prototype will serve as a presentation tool for Project OM NOM NOM at our final capstone presentation event.

At the end of Project OM NOM NOM, a **design specification** would be created to handle the back-end structure that operates the user interactions. It will include deliverables from our prior objectives (scope, personas, storyboards, etc) along with visuals from our high fidelity prototype. It will give detailed descriptions of our design decisions, design rationale, and functionality of Project OM NOM NOM.

At the final capstone presentation, we will present Project OM NOM NOM to invited audience with a **poster** illustrating our solution to project problem and our process.

The development phase will encompass Project OM NOM NOM’s final deliverables of three interrelated deliverables. There will be 1. an interactive high-fidelity prototype accompanied by 2. a design specification for the back-end, and 3. a poster for visual display for Capstone.

# Milestones

Since there are only two people on Team OM NOM NOM, Leah Kim and Jerissa Lumansoc will be collaboratively working on all the milestones, however one of us will blog one of the Milestones

## 1. February 13, 2014 | Objective Phase: Plan

### Blogger: Leah Kim

### Milestone

* Create Personas and use cases revolving around Project OM NOM NOM to guide the project.

## 2. February 27, 2014 | Objective Phase: Design

### Blogger: Jerissa Lumansoc

### Milestone

* Show preliminary sketches of Project OM NOM NOM proving our ideation process.
* Show a final sketch of Project OM NOM NOM accompanied by a storyboard which demonstrates the user experience.
* Show a Site Map (Navigation) of Project OM NOM NOM to demonstrate how all content relates to each other.
* Show wireframes of Project OM NOM NOM to create a framework to input content.

## 3. March 6, 2014 | Objective Phase: Design

### Blogger: Leah Kim

### Milestone

* Show a low fidelity prototype which encompasses our final design of Project OM NOM NOM.

## 4. March 13, 2014 | Objective Phase: Test

### Blogger: Jerissa Lumansoc

### Milestone

* Perform user test 1...
  + Create a report that describes the test methodology, user test objectives, and contains a consent form to prove user testing.
  + Perform the user test with several people on the low fidelity prototype.

## 5. March 20, 2014 | Objective Phase: Refine

### Blogger: Leah Kim

### Milestone

* Based on user test 1...
  + Create a report of our results.
  + Show a changed low fidelity prototype based on an analysis of the report.

## 6. April 3, 2014 | Objective Phase: Test

### Blogger: Jerissa Lumansoc

### Milestone

* Perform user test 2...
  + Create a report that describes the test methodology, user test objectives, and contains a consent form to prove user testing.
  + Perform the user test with several people on the low fidelity prototype.

## 7. April 10, 2014 | Objective Phase: Refine

### Blogger: Leah Kim

### Milestone

* Based on user test 2...
  + Create a report of our results.
  + Show a changed low fidelity prototype based on an analysis of the report.

## 8. April 17, 2014 | Objective Phase: Test

### Blogger: Jerissa Lumansoc

### Milestone

* Perform user test 3...
  + Create a report that describes the test methodology, user test objectives, and contains a consent form to prove user testing.
  + Perform the user test with several people on the low fidelity prototype.

## 9. April 24, 2014 | Objective Phase: Refine

### Blogger: Leah Kim

### Milestone

* Based on user test 3...
  + Create a report of our results.
  + Show a changed low fidelity prototype based on an analysis of the report.

## 10. May 15, 2014 | Objective Phase: Develop

### Blogger: Jerissa Lumansoc

### Milestone

* Show a high fidelity prototype based on user test 3.

## 11. May 29, 2014 | Objective Phase: Develop

### Blogger: Leah Kim

### Milestone

* Create a Design Specification based on the high fidelity prototype.

## 12. June 5, 2014 | Objective Phase: Develop

### Blogger: Jerissa Lumansoc

### Milestone

* Create a poster that demonstrates Project OM NOM NOM for Capstone Event.

# Resources

Resources needed for this project are users for testing, prototyping tools, and web development tools. Users can be easily recruited for usability testing through incentives; however it will be more difficult to find users for engagement and interest level testing. Through the TE Lab, prototyping tools for graphics and web development tools will be easily accessible.

# Expertise

## Leah (You Jin) Kim

I am equipped with skills to succeed at Project OM NOM NOM. I have skills and experience as a user experience designer obtained from multiple group projects including the most recent Project JuiceBox from CSE 440 class. I honed my user interface design and development skills in my summer internship at OCLC and my current work position at UW Office of Financial Aid as a student web developer.

## Jerissa Lumansoc

I am appropriately skilled to succeed at Project OM NOM NOM. I have project management skills to ensure that this project will keep to deadlines and decisions are made to keep the project going forward which I have practiced in Info 380, Info 330, and Info 445. I also have user experience designer skills which I have practiced in Info 360 and Info 330. I have experience in prototyping through paper in Info 360. I have front end web development skills through Info 343. And also I have experience in graphics programs from personal experience and interest.

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