


Mocktail is a mobile-first responsive web app for non-alcoholic beverage recipes.



Designer: **Josh Rubino**

Role: **UX/UI Designer**

Tools: 

Early stages of the project involved plenty of **research** of current recipe apps, followed by **interviews** with potential users of the app. **Both research and interviews proved simplicity is essential.**

A constant **source of frustration** for these potential users **boiled down to clutter and excessive copy**. They just wanted to be able to **quickly get to the ingredients** and directions and not be bothered with the rest.

The interviews led to the creation of three **user personas**. It was quite clear that users wanted quick results from their **healthy** drink inquiries. **Clear steps**, the ability to **save favorite recipes** and search based on **keywords** were about as complicated as they'd like it. If they could **share** from the app, even better! These personas guided the design process.



Gina

Age: 31
Location: Portland, OR
Status: Married
Children: 1
Occupation: HR Manager
Education: Master's Degree
Interests: Hiking, Baking

"Healthy and tasty come together. You shouldn't sacrifice taste because of health."

ABOUT

Gina's work with family is a priority for Gina, a working mom that takes each of her roles very seriously. Life moves quickly, but the search for easy recipes for healthy meals to share with her family.

Gina and her husband don't drink alcohol very often, but she does enjoy making fun drinks that the whole family can enjoy together. Having a little one makes it hard to come up with ideas to make them fun drinks healthy and not have too much sugar. Her child likes "bubble" water" with lemon. With health anxiety on her mind, Gina's confidence about giving her child juice, so it can have just as much sugar as soda.

Alcohol Use  **Emphasis on Health**  **Kitchen Skills** 

GOALS

- Step-by-step instructions on individual screens
- No back story or include a "Jump to recipe" feature
- Video tutorials

FRUSTRATIONS

- Advertisements breaking up the page and recipe
- Heavy, cluttered, and overall disorganized screens



Jason

Age: 44
Location: Framingham, MA
Status: Divorced
Children: 1
Occupation: Financial Planner
Education: Bachelor's Degree
Interests: Cars, Gardening

"I want to prepare healthier meals and snacks, but I almost need my hand held for get there."

ABOUT

Jason has found some difficulty adjusting back to "single life." He had been with his wife for a little over a decade and relied on her for many things, including maintenance of his diet. Now single, Jason finds himself getting bored of dinner every day and usually working down these meals with a beer or two. He's gained considerable weight during his two year period and now the tag of divorce is living, he's hoping to get more exercise and lose some.

Alcohol Use  **Emphasis on Health**  **Kitchen Skills** 

GOALS

- Clear steps that even the most inexperienced person can follow
- Customization options or recipes based on ingredients

FRUSTRATIONS

- Not enough choices, suggestions or criteria to find a recipe
- Unclear steps that are separated by unnecessary content



Aaron

Age: 36
Location: East Greenwich, RI
Status: Married
Children: 3
Occupation: Stay-at-home Dad
Education: Bachelor's Degree
Interests: Reading, Musicology

"I love trying food and drink that the whole family can enjoy, but it can be tough."

ABOUT

Aaron put his career on pause after his first child was born so that his wife could continue on with her career as an Advertising Executive in Providence, RI. He takes his role as a Stay-at-home Dad very seriously. One of his main responsibilities is maintaining the health and well-being of his family, with cooking and diet being the focus.

At the end of the week, and sometimes after the kids go to bed, Aaron and his wife enjoy having a cocktail or two as a reward for their hard work. Although Aaron enjoys mingling as a hobby, he's afraid, as he gets older, that he and his wife could be getting a bad example for the children and being inconsistent with his desire to keep his family healthy. He's looking to keep his ritual with his wife, but in a healthier way.

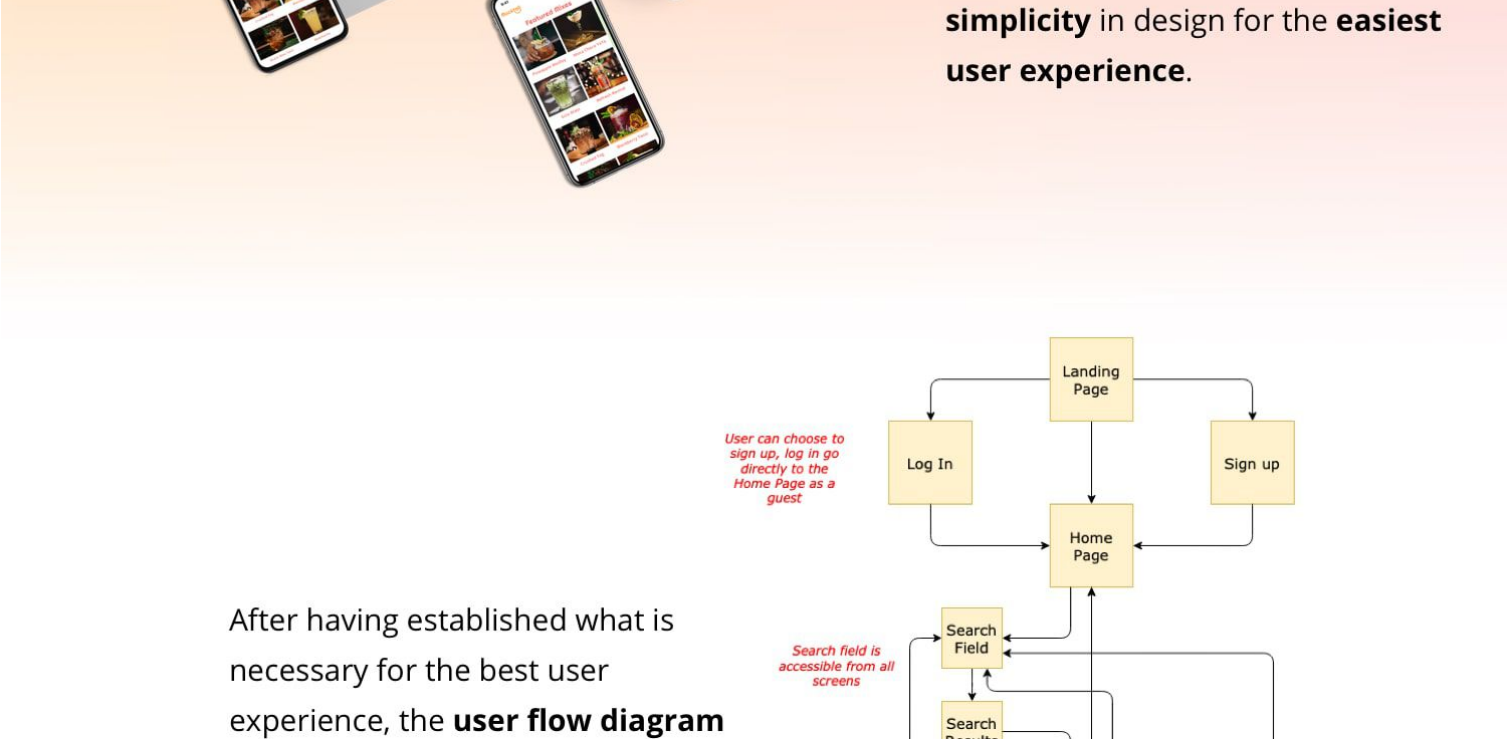
Alcohol Use  **Emphasis on Health**  **Kitchen Skills** 

GOALS

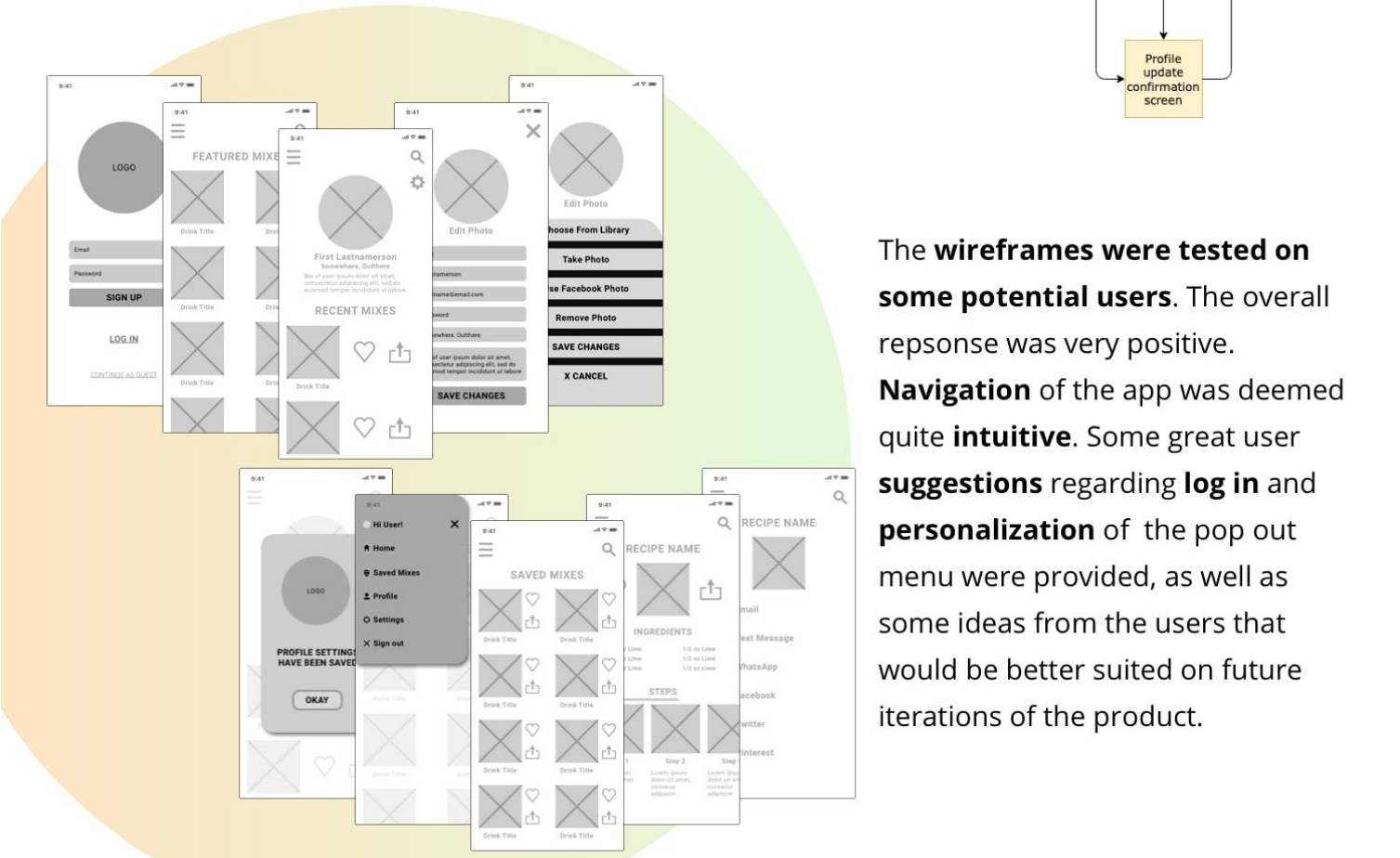
- Save recipes within app/site
- Ability to search with key-words/ingredients

FRUSTRATIONS

- Loss of substitutions offered for ingredients
- Excessive back stories that occupy too much space on the site

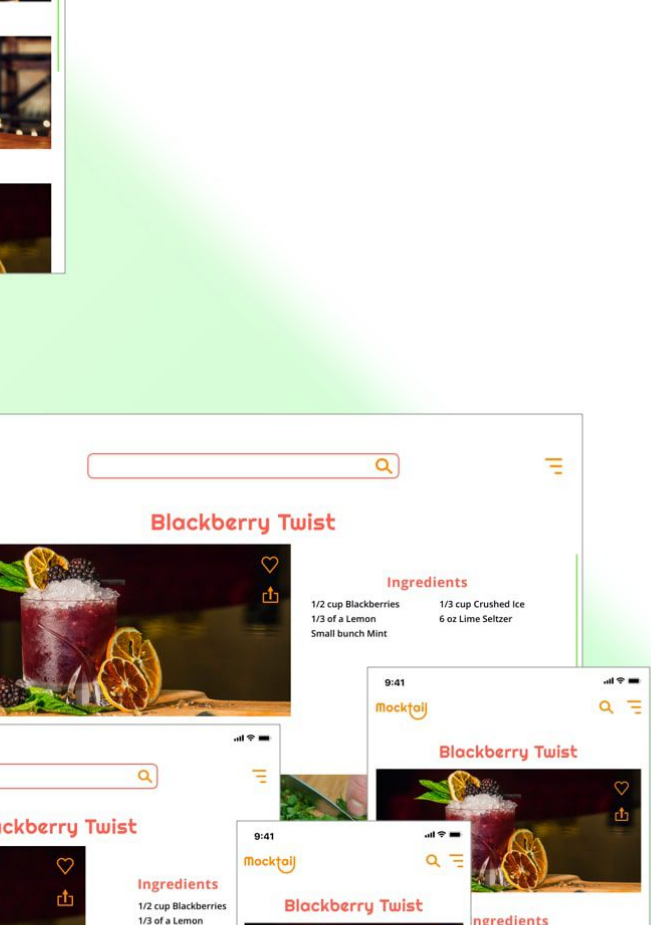


The goal of **Mocktail** is to provide users the opportunity and avenue to make fun non-alcoholic beverages, instead of an alcoholic option, as they search for **healthy** alternatives in their lives. They can save these recipes and share them with others on **any device**. Each **element of the interface** is to stay true to **functionality** and **simplicity** in design for the **easiest user experience**.

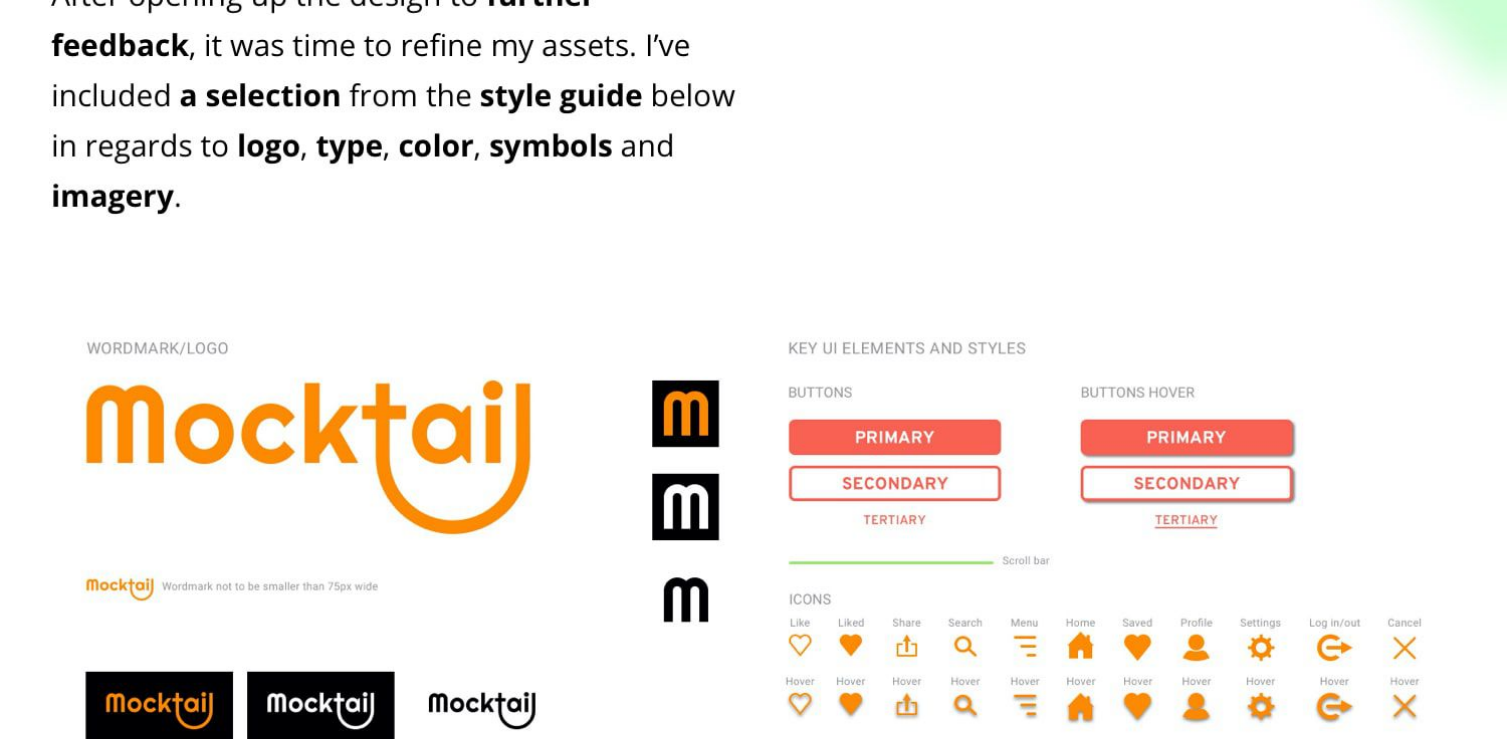


The **wireframes** were tested on **some potential users**. The overall response was very positive. **Navigation** of the app was deemed quite intuitive. Some great user **suggestions** regarding **log in** and **personalization** of the pop out menu were provided, as well as some ideas from the users that would be better suited on future iterations of the product.

The **visuals** of the app were inspired by **citrus fruits** as they are a common ingredient in these beverages. The **first attempt** at stylizing a screen was overthought and **didn't work well**. It got two versions of it on **usabilityhub.com** and placed **feedback** from people all over North America and Europe. Their comments regarding icon size, positioning, type choices, etc. were a **great help** in shaping the **final product**, which is **very different than these initial designs**.




After wonderfully helpful feedback and improving the app with a white background and adjustments with type and icons, I designed XS, S, M and L **responsive breakpoint screens**.



The images above and to the right are the **final versions**. They replaced a version that had **navigation** across the top on the two larger screens. This design choice was **adjusted** to a **hamburger menu** option as it was less busy and **adjusted closer to the direction of simplicity** set forth early on by the **user personas**.

After opening up the design to **further feedback**, it was time to refine my assets. I've included a **selection** from the **style guide** below in regards to **logo, type, color, symbols and imagery**.

WORDMARK/LOGO



Mocktail's Logo to be developed in Orange (#FF8C00), White (#FFFFFF), or Black (#000000) only

KEY UP ELEMENTS AND STYLES

BUTTONS

PRIMARY: Orange button with white text

SECONDARY: White button with orange text

TERTIARY: White button with orange text and orange border

BUTTONS HOVER

PRIMARY: Orange button with white text and orange border

SECONDARY: White button with orange text and orange border

TERTIARY: White button with orange text and orange border

ICONS

Like, Unlike, Share, Search, Menu, Home, Saved, Profile, Settings, Log In/Out, Cancel

SHARE BUTTONS

Email, WhatsApp, Facebook, Twitter, Pinterest

IMAGERY

All photos should prominently feature the beverage in a high-quality background. A dark vignette is to be added to most of the bar and drink items are elements visible and accessible to the user.



Overall, the deliverable for this **MVP** is **successful**. It is highly **intuitive for the user** to **achieve their goals**.

It is **purposely not "flashy"** and does not have muddled space or unnecessary elements. There could be more features, and will be in future iterations, but none of those seemed like a need for this initial MVP.

