

TEAM 2: MARIANO SOARES, JULIA COLLINGWOOD, JOSHUA FOUCHE

UX/UI Presentation

Table of contents

Table of contents

- 1 Project Breakdown
- 2 User-Centered Design
- 3 Design Choices: Color & Layout
- 4 Interactivity
- 5 Responsive Design, Efficiency & Enhancements
- 6 Improvements
- 7 User Testing & Final Demo

UX Principles

why they're important

- the goal: user satisfaction & improved brand perception
- user-friendly
- engaging & effective

User-Centered Design



- Color Scheme
- Physical Layout
- Intentional hierarchy of features/information
- Overall aesthetic & how this ties to brand enhancement

CollegeLife Recipes

Recipes Favorites Timer Light Mode



Welcome to CollegeLife Recipes

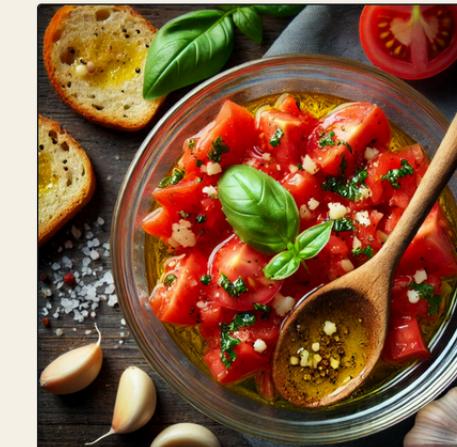
delicious foods for your stinky dorms

CollegeLife Recipes

Recipes Favorites Timer Light Mode



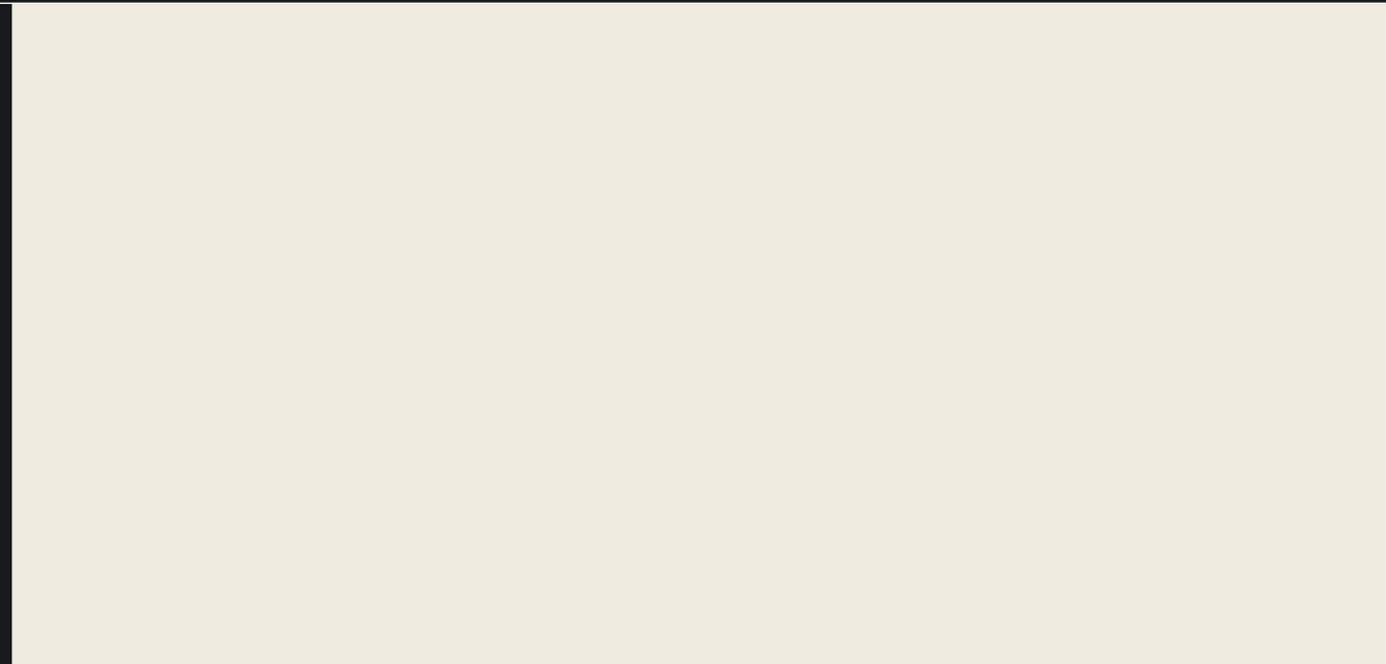
what are you hungry for?



CollegeLife Recipes

Recipes Favorites Timer

Light Mode



Method

- Step 1: Heat oil in a skillet over medium heat.
- Step 2: Crumble tofu into the skillet and sprinkle with turmeric.
- Step 3: Add diced bell peppers and onions, and sauté for 5 minutes.
- Step 4: Stir in spinach and cook until wilted.
- Step 5: Season with salt and pepper, and serve.

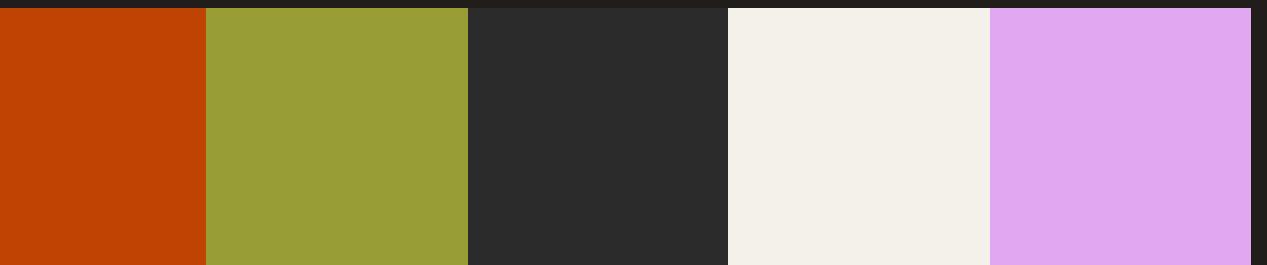
Design Choices

- Typography

Libre Baskerville
Work Sans

Design Choices

- Typography
- Color (and Theme Switcher)



Design Choices

- Typography
- Color (and Theme Switcher)
- Repeated Structures and Shapes

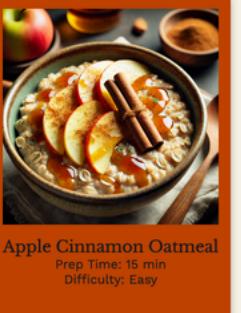
CollegeLife Recipes

Recipes Favorites Timer Light Mode

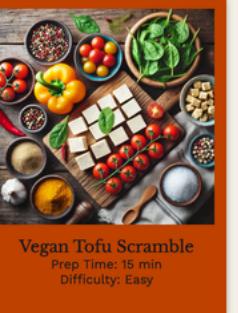
the recipes.



Hungry?



Apple Cinnamon Oatmeal
Prep Time: 15 min
Difficulty: Easy



Vegan Tofu Scramble
Prep Time: 15 min
Difficulty: Easy

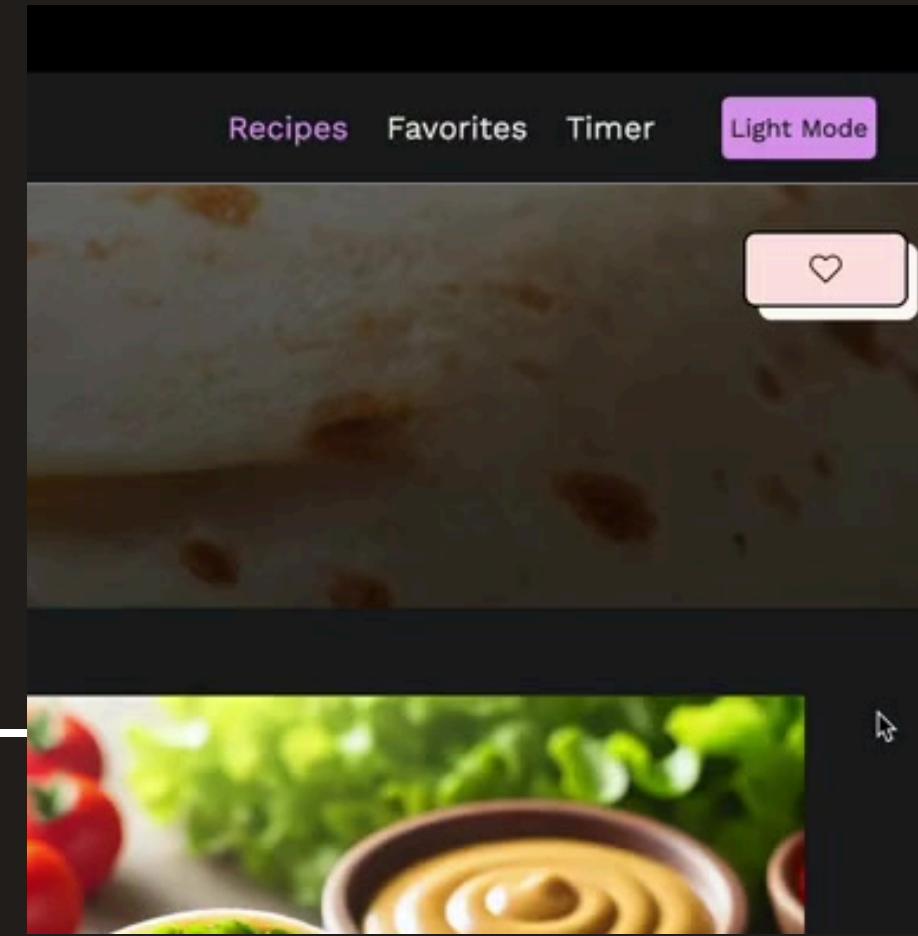


Shepherd's Pie
Prep Time: 1 hr
Difficulty: Moderate

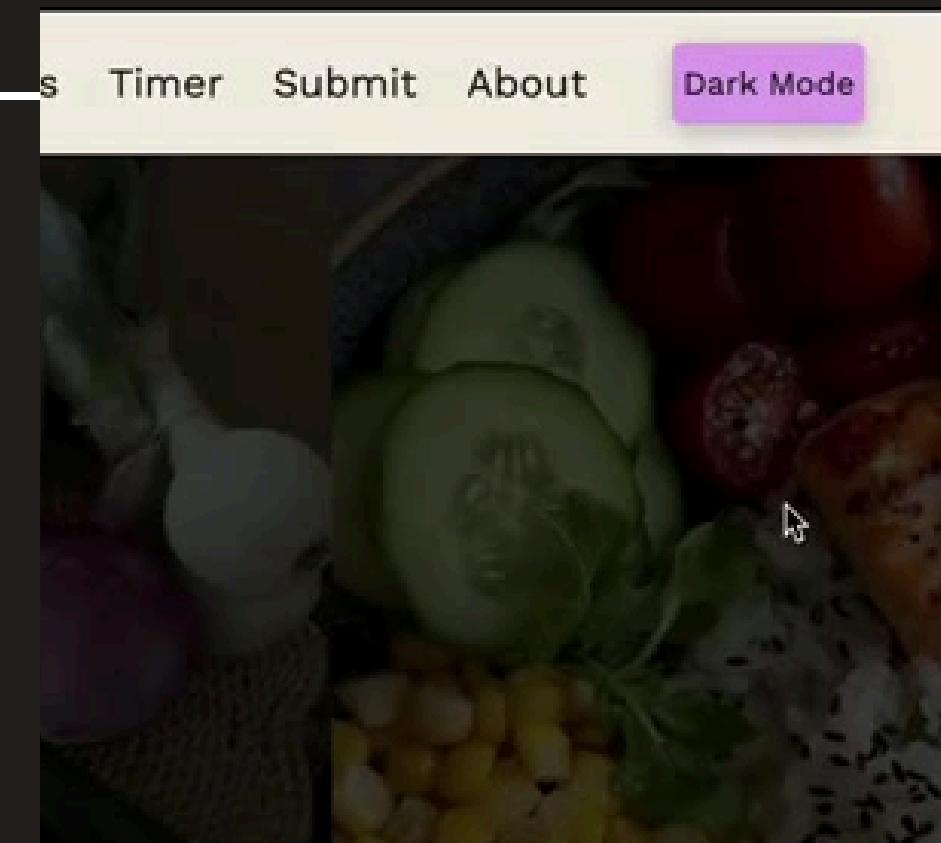


Interactivity

- Hover Effects
- Interactive Checklist
- Animations, drop down menus
- Timer



hover effects



light/dark mode

Animation Examples

the red button effect

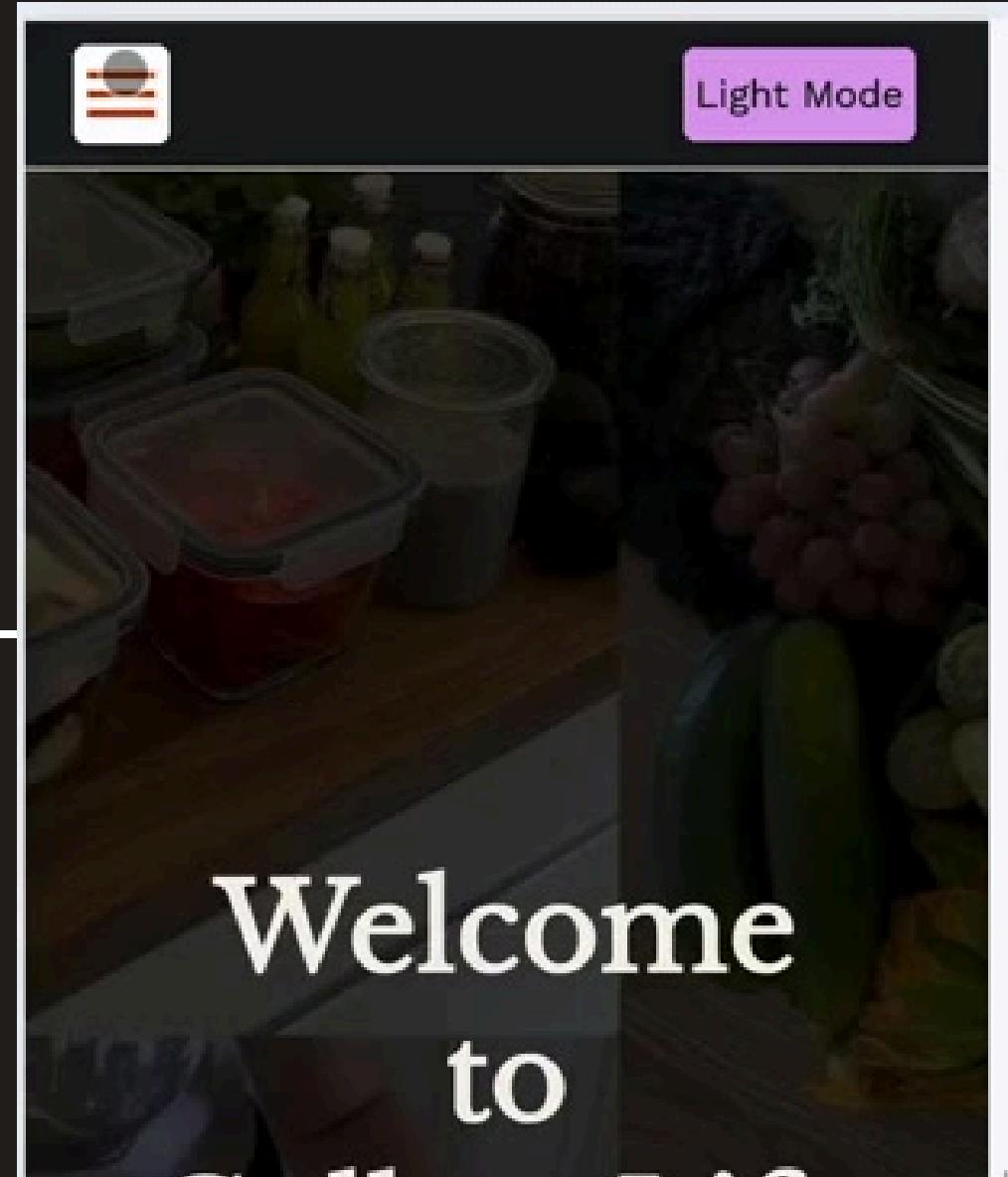


checklist



Method

- Step 1: Preheat the oven to 325°F (165°C) and line a baking dish with parchment paper.
- Step 2: Crush graham crackers into fine crumbs and mix with melted butter and sugar to form a crust.
- Step 3: Press the crust mixture into the bottom of the prepared baking dish and bake for 10 minutes.
- Step 4: In a large bowl, beat cream cheese, sugar, eggs, lemon zest, and lemon juice until smooth.
- Step 5: Pour the cream cheese mixture over the crust and spread evenly.
- Step 6: Bake for 30-35 minutes, or until set.
- Step 7: Cool completely before cutting into bars.



timer widget

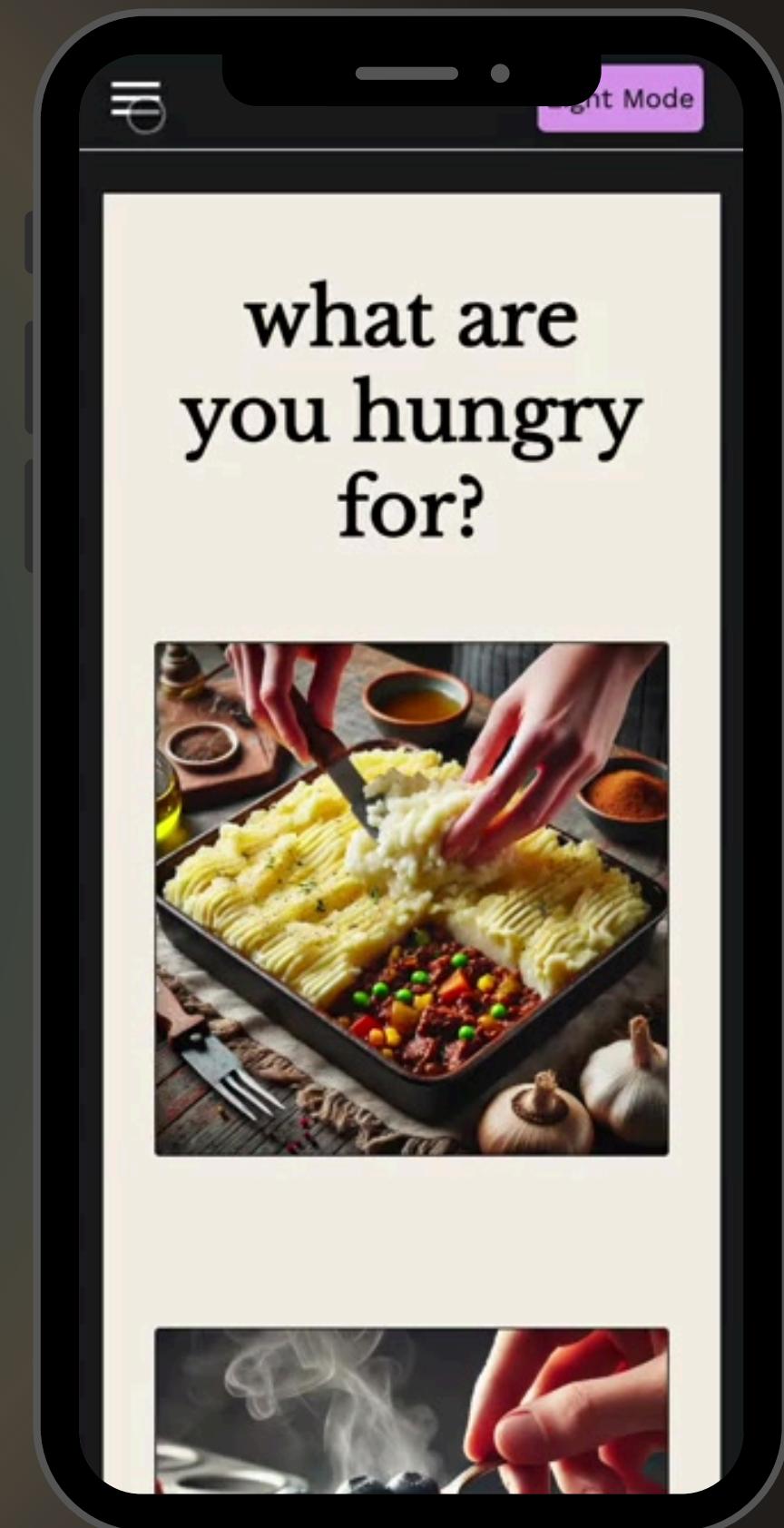
drop-down
menu ease-in

Responsive Design, Efficiency, Enhancements

- Mobile sizing for adaptability
- Design layout changes, but still echoes back to the original widescreen format
- JSON-loaded recipes
- Live-filtering search bar



CollegeLife Recipes

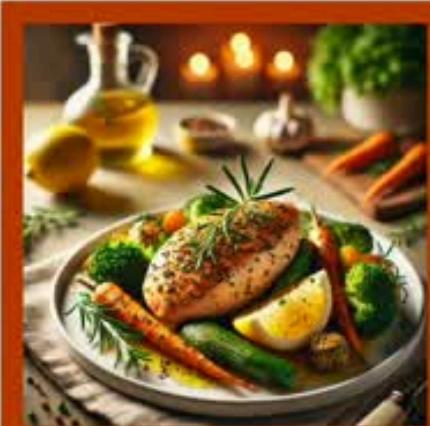


Improvements

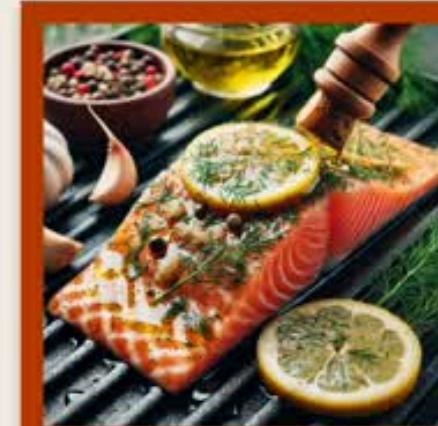
- Our key issue last presentation: search bar error
- Adjusted to allow a live-filtering of recipes, instead of launching a new tab

the recipes.

Search: lemo x



Lemon Herb Chicken
Prep Time: 30 min
Difficulty: Easy



Grilled Salmon with
Lemon and Dill
Prep Time: 20 min
Difficulty: Easy



Classic Lemonade
Prep Time: 10 min
Difficulty: Easy



1. What is your first reaction to this?
2. What is the first thing you want to do?
3. Do you feel like this is something you would use often?
4. Are there any pain points/confusing elements/anything missing?
5. What adjective(s) would you use to describe this?



User Testing & Feedback

1. What is your first reaction to this?
2. What is the first thing you want to do?
3. Do you feel like this is something you would use often?
4. Are there any pain points/confusing elements/anything missing?
5. What adjective(s) would you use to describe this?

AESTHETIC

COOL

SIMPLE

EASY TO USE

APPETIZING



User
Testing &
Feedback

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AESTHETIC

COOL

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EASY TO USE

APPETIZING

DARK MODE
BUTTON

SCROLL

LOVED THE
CHECKLIST
FEATURE



User
Testing &
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AESTHETIC

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SIMPLE

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APPETIZING

DARK MODE
BUTTON

SCROLL

LOVED THE
CHECKLIST
FEATURE

IF I COOKED/BAKED
MORE, YES

LOVE THE NAME
AND THE FIRST LINE.

IF THERE WAS A
LARGE VARIETY
OF RECIPES. YES I
WOULD USE IT
OFTEN

"BEING A COLLEGE
STUDENT, I FIND IT HARD
TO COOK FOR MYSELF IN
A DORM. THIS WEBSITE
DEFINITELY WOULD MAKE
IT EASY FOR ME"

User Testing & Feedback

1. What is your first reaction to this?
2. What is the first thing you want to do?
3. Do you feel like this is something you would use often?
4. Are there any pain points/confusing elements/anything missing?
5. What adjective(s) would you use to describe this?

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DARK MODE
BUTTON

SCROLL

LOVED THE
CHECKLIST
FEATURE

IF I COOKED/BAKED
MORE, YES

LOVE THE NAME
AND THE FIRST LINE.

RECIPE PAGE IS
THE BEST, THAT
SHOULD BE LIKE
THE HOME PAGE

ON PHONE:
CLICKING ON THE
IMAGE MIGHT NOT
BE AS INTUITIVE. IS
IT A GALLERY?

IF THERE WAS A
LARGE VARIETY
OF RECIPES. YES I
WOULD USE IT
OFTEN

"BEING A COLLEGE
STUDENT, I FIND IT HARD
TO COOK FOR MYSELF IN
A DORM. THIS WEBSITE
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IT EASY FOR ME"



1. What is your first reaction to this?
2. What is the first thing you want to do?
3. Do you feel like this is something you would use often?
4. Are there any pain points/confusing elements/anything missing?
5. What adjective(s) would you use to describe this?

"FOR YOUR STINKY DORMS" WAS NOT LIKED BY WOMEN.

CLEAN,
SLEEK, GRABS
ATTENTION.

USER FRIENDLY

RECIPE PAGE IS THE BEST, THAT SHOULD BE LIKE THE HOME PAGE

ON PHONE:
CLICKING ON THE IMAGE MIGHT NOT BE AS INTUITIVE. IS IT A GALLERY?

AESTHETIC

COOL

SIMPLE

EASY TO USE

APPETIZING

DARK MODE
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SCROLL

LOVED THE
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FEATURE

IF I COOKED/BAKED
MORE, YES

LOVE THE NAME
AND THE FIRST LINE.

IF THERE WAS A
LARGE VARIETY
OF RECIPES. YES I
WOULD USE IT
OFTEN

"BEING A COLLEGE STUDENT, I FIND IT HARD TO COOK FOR MYSELF IN A DORM. THIS WEBSITE DEFINITELY WOULD MAKE IT EASY FOR ME"

Good UX Design Recap

- 75% of visitors judge a website based on its **visual aesthetic**.
- Customers who enjoy the brand experience **spend 140% more** on its products/services.
- It is essential to prioritize user needs
- Creates a seamless, intuitive, and enjoyable experience
- Play into the user experience: both rational and emotional

Thank you