

Sprawozdanie z projektu UX/UI – RecipeHub

1. Wprowadzenie

Celem projektu było zaprojektowanie spójnego, nowoczesnego i intuicyjnego interfejsu użytkownika dla platformy **RecipeHub**, umożliwiającej przeglądanie, wyszukiwanie oraz korzystanie z przepisów kulinarnych. Projekt obejmuje kilka kluczowych widoków: **Home**, **Recipes (lista)**, **Entity View (widok pojedynczego przepisu)**, **About** oraz **Contact**. Wszystkie mockupy zostały wykonane w oparciu o jeden **design system**, co zapewnia spójność wizualną i funkcjonalną całego produktu.

2. Design system – fundament spójności

Zastosowana kolorystyka

- **Kolor dominujący:** czerń / bardzo ciemny grafit – wykorzystywany w nagłówkach, przyciskach CTA (np. „Explore Recipes”, „Save Recipe”), stopce
- **Kolory neutralne:** biel oraz jasne odcienie szarości – tło stron, karty, sekcje treści
- **Akcenty kolorystyczne:** naturalne kolory zdjęć potraw (zielen bazylii, czerwień pomidorów, brązy i beże) – brak agresywnych akcentów UI pozwala skupić uwagę na treści

Taka paleta kolorów wspiera czytelność, nadaje projektowi elegancki i „premium” charakter oraz nie konkujuje wizualnie z fotografiemi jedzenia, które są kluczowym elementem serwisu.

Typografia

- Wyraźna hierarchia nagłówków (duże, pogrubione H1/H2)
- Prosty, bezszeryfowy krój pisma zwiększający czytelność
- Konsekwentne odstępy i interlinie poprawiające skanowalność treści

Powtarzalne komponenty

- Karty (Cards) przepisów
 - Przyciski typu primary / secondary
 - Formularze
 - Sekcje z wyraźnymi nagłówkami
-

3. Analiza poszczególnych widoków

3.1 Home (Strona główna)

Opis struktury

Widok Home pełni funkcję strony wejściowej oraz inspiracyjnej:

- **Header / Navbar** z logo RecipeHub, nawigacją, wyszukiwarką oraz przyciskiem „Sign In”
- **Hero section** z mocnym hasłem („Discover Delicious Recipes Daily”), opisem wartości oraz przyciskami CTA

- **Social proof** – statystyki (liczba przepisów, użytkowników, ocena)
- **Browse by Category** – kafelki kategorii kuchni
- **Featured Recipes** – lista wyróżnionych przepisów w formie kart
- **How It Works** – prosty, 3-krokowy proces korzystania z serwisu
- **Newsletter** – sekcja zapisu
- **Footer** z linkami i informacjami dodatkowymi

Zastosowanie UX/UI

- Wyraźne CTA w pierwszym ekranie (above the fold)
- Wizualna hierarchia informacji (od inspiracji → eksploracji → edukacji)
- Karty przepisów jako znany i intuicyjny wzorzec
- Ikony kategorii ułatwiające szybkie skanowanie

Home skutecznie łączy funkcję marketingową i użytkową. Użytkownik od razu rozumie wartość produktu i wie, jaki kolejny krok wykonać.

3.2 Recipes (Lista przepisów)

Opis struktury

- **Header** z tytułem strony
- **Panel filtrów** (np. kategoria, czas, poziom trudności)
- **Lista przepisów** w formie kart z:
 - zdjęciem
 - nazwą przepisu
 - krótkimi metadanymi
 - przyciskiem „View Recipe”

Zastosowanie UX/UI

- Filtry ograniczające przeciążenie informacyjne
- Spójne karty jak na Home – brak potrzeby uczenia się nowego wzorca
- Jasne CTA prowadzące do widoku szczegółowego

Widok Recipes jest skalowalny i przygotowany na dużą liczbę treści. Spójność kart z Home wzmacnia przewidywalność interfejsu.

3.3 Entity View (Widok pojedynczego przepisu)

Opis struktury

- Breadcrumbs (Home > Italian > Classic Margherita Pizza)
- Tytuł przepisu + metadane (czas, porcje, poziom trudności, ocena)
- Duże zdjęcie potrawy
- Panel akcji (Save, Print, Share)

- Sekcja Nutrition Facts
- Ingredients (checkboxy)
- Instructions w formie kroków
- Related Recipes

Zastosowanie UX/UI

- Breadcrumbs – orientacja w strukturze serwisu
- Checklisty składników – wsparcie w trakcie gotowania
- Numerowane kroki – redukcja błędów poznawczych
- Sticky / wyróżniony panel akcji

Widok przepisu jest maksymalnie funkcjonalny i wspiera użytkownika w realnym kontekście użycia (gotowanie).

3.4 About

Opis struktury

- Header z nagłówkiem „About RecipeHub”
- Sekcja **Our Story** – opis misji i zdjęcie
- **Our Team** – avatary zespołu z podpisami
- **Get In Touch** – formularz kontaktowy + dane kontaktowe

Zastosowanie UX/UI

- Storytelling budujący zaufanie
- Wizerunki zespołu – humanizacja marki
- Formularz jako naturalne CTA

Widok About wzmacnia wiarygodność produktu i nadaje mu „ludzką twarz”, zachowując tę samą estetykę co pozostałe strony.

3.5 Contact

Opis struktury

- Formularz kontaktowy
- Dane kontaktowe (email, telefon, adres)
- Mapa lokalizacji
- Office hours

Zastosowanie UX/UI

- Jasna separacja informacji
- Mapa jako element wspierający decyzję kontaktu
- Zgodność formularza z innymi formularzami w systemie

Contact jest prosty i funkcjonalny – nie odciąga uwagi od celu, jakim jest szybki kontakt z firmą.

4. Spójność projektu

Spójność projektu wynika z:

- Jednolitego designu systemu
- Powtarzalnych komponentów
- Konsekwentnej typografii i kolorystyki
- Idenitycznego stylu kart, formularzy i CTA

Dzięki temu użytkownik porusza się po serwisie intuicyjnie, bez potrzeby ponownego uczenia się interfejsu na każdej podstronie.

5. Screeny aplikacji

Poniżej znajdują się screeny aplikacji przedstawiające różne widoki na urządzeniach desktopowych i mobilnych.

Desktop

- **Home**

The screenshot shows the homepage of RecipeHub. At the top, there's a navigation bar with the logo 'RecipeHub', 'Home', 'Recipes', 'About', and 'Contact'. To the right of the navigation is a search bar with placeholder text 'Search recipes...' and a magnifying glass icon, followed by a 'Sign In' button. Below the navigation, a banner features the text '★ Featured Recipe Collection' and 'Discover Delicious Recipes Daily' with a large, bold font. A descriptive text below the banner reads: 'Explore thousands of tested recipes from around the world. Cook like a chef at home with our easy-to-follow guides.' Two buttons are present: 'Explore Recipes' (in a dark box) and 'Watch Tutorial' (in a light box). Below this section, there are statistics: '10K+' (Recipes), '50K+' (Users), and '4.9' (Rating). To the right of the banner is a large, vibrant photograph of a meal consisting of a bowl of salad with various toppings like black beans, corn, and lime slices, alongside a cutting board with more ingredients like lime, cilantro, and jalapeños. Below the banner, the text 'Browse by Category' is displayed, followed by the instruction 'Find recipes by your favorite cuisine or meal type'. Six category cards are shown: 'Italian' (with a pizza icon), 'American' (with a burger icon), 'Asian' (with a bowl icon), 'Mexican' (with a tortilla icon), 'Desserts' (with a cake icon), and 'Vegan' (with a leaf icon). At the very bottom of the page, a small portion of the 'Featured Recipes' section is visible.

Featured Recipes

Our most popular recipes this week

[View All](#)



Italian 30 mins

Creamy Tuscan Chicken

A rich and creamy Italian-inspired chicken dish with sun-dried tomatoes and spinach.

Chef Maria

★ 4.8



Asian 45 mins

Spicy Thai Basil Stir-Fry

Quick and flavorful Thai dish with fresh basil, chilies, and your choice of protein.

Chef Kim

★ 4.9



Dessert 60 mins

Classic Chocolate Lava Cake

Decadent molten chocolate cake with a gooey center, perfect for special occasions.

Chef Pierre

★ 5.0

How It Works

Get cooking in three simple steps

1

Browse & Choose

Explore our extensive collection of recipes and find the perfect dish for any occasion.

2

Follow Steps

Get detailed instructions with photos and videos to guide you through each step.

3

Cook & Enjoy

Create delicious meals and share your culinary creations with our community.



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Delicious Recipes

Discover amazing dishes from around the world

Category: All Categories

Difficulty: All Levels

Cook Time: Any Duration

Apply Filters

**Spaghetti Carbonara**

4.8

Classic Italian pasta with eggs, cheese, and pancetta

25 min

4 servings

Easy

[View Recipe](#)**Chicken Tikka Masala**

4.6

Creamy tomato-based curry with tender chicken pieces

45 min

6 servings

Medium

[View Recipe](#)**Chocolate Lava Cake**

4.9

Decadent dessert with molten chocolate center

30 min

2 servings

Medium

[View Recipe](#)**Greek Salad**

4.5

Fresh Mediterranean salad with feta and olives

15 min

4 servings

Easy

[View Recipe](#)**Beef Wellington**

4.7

Elegant beef tenderloin wrapped in puff pastry

2 hours

8 servings

Hard

[View Recipe](#)**Avocado Toast**

4.3

Healthy breakfast with creamy avocado and toppings

10 min

2 servings

Easy

[View Recipe](#) [1](#) [2](#) [3](#) ... [10](#) [>](#)

- Entity View

Home > Italian > Classic Margherita Pizza

Classic Margherita Pizza

45 mins Serves 4 Medium



By Chef Maria

(124 reviews)



This authentic Margherita pizza recipe brings the classic flavors of Italy to your kitchen. With a perfectly crispy crust, rich tomato sauce, fresh mozzarella, and aromatic basil, this pizza is a timeless favorite that never goes out of style.

Ingredients

- | | |
|---|--|
| <input type="checkbox"/> 2 cups all-purpose flour | <input type="checkbox"/> 1/2 cup tomato sauce |
| <input type="checkbox"/> 1 tsp active dry yeast | <input type="checkbox"/> 8 oz fresh mozzarella |
| <input type="checkbox"/> 1 tsp salt | <input type="checkbox"/> Fresh basil leaves |
| <input type="checkbox"/> 3/4 cup warm water | <input type="checkbox"/> 2 tbsp olive oil |

 [Save Recipe](#) [Print Recipe](#) [Share Recipe](#)

Nutrition Facts

Calories	320
Protein	12g
Carbs	45g
Fat	8g

Related Recipes



Pepperoni Pizza

30 mins • Easy



BBQ Chicken Pizza

40 mins • Medium

Instructions

- 1 In a large bowl, combine flour, yeast, and salt. Add warm water and olive oil, mixing until a dough forms.
- 2 Knead the dough on a floured surface for 8-10 minutes until smooth and elastic. Place in an oiled bowl and let rise for 1 hour.
- 3 Preheat oven to 475°F (245°C). Roll out dough on a floured surface to desired thickness.
- 4 Spread tomato sauce evenly over dough, leaving a 1-inch border. Add mozzarella pieces and drizzle with olive oil.
- 5 Bake for 12-15 minutes until crust is golden and cheese is bubbly. Top with fresh basil before serving.

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About

About RecipeHub

Discover the story behind your favorite recipe destination and meet the passionate team bringing delicious dishes to your kitchen.

Our Story

Founded in 2020, RecipeHub started as a small blog sharing family recipes passed down through generations. What began as a personal project quickly grew into a vibrant community of food enthusiasts from around the world.

Today, we're proud to be home to over 10,000 tested recipes, serving millions of home cooks who trust us to help them create memorable meals for their loved ones.

10K+ 2M+ 50+
Recipes Monthly Users Countries



Meet Our Team

Our passionate team of chefs, food writers, and recipe developers work tirelessly to bring you the best culinary content.



Sarah Johnson
Head Chef & Founder
15 years of culinary experience



Mike Chen
Recipe Developer
Asian cuisine specialist



Emma Rodriguez
Food Writer
Nutrition & wellness expert

Get in Touch

Have a question, recipe suggestion, or just want to say hello? We'd love to hear from you!

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First Name

John

Last Name

Doe

Email Address

john.doe@example.com

Subject

General Inquiry

Message

Tell us what's on your mind...

I agree to receive occasional updates and newsletters from RecipeHub

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Our team typically responds within 24 hours

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Explore Recipes

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10K+

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Italian



American



Asian



Mexican



Desserts



Vegan

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Asian 45 mins

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Dessert

60 mins

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Category: All Categories ▾

Difficulty: All Levels ▾

Cook Time: Any Duration ▾

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Spaghetti Carbonara

★ 4.8

Classic Italian pasta with eggs, cheese, and pancetta

⌚ 25 min

👥 4 servings

Easy

[View Recipe](#)



Greek Salad

★ 4.5

Fresh Mediterranean salad with feta and olives

⌚ 15 min

👥 4 servings

Easy

[View Recipe](#)



Chicken Tikka Masala

★ 4.6

Creamy tomato-based curry with tender chicken pieces

⌚ 45 min

👥 6 servings

Medium

[View Recipe](#)





Beef Wellington

★ 4.7

Elegant beef tenderloin wrapped in puff pastry

⌚ 2 hours

👥 8 servings

Hard

[View Recipe](#)



Avocado Toast

★ 4.3

Healthy breakfast with creamy avocado and toppings

⌚ 10 min

👥 2 servings

Easy

[View Recipe](#)



Chocolate Lava Cake

★ 4.9

Decadent dessert with molten chocolate center

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Classic Margherita Pizza

45 mins Serves 4 Medium

By Chef Maria ★★★★☆ (124 reviews)



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Ingredients

- 2 cups all-purpose flour
- 1 tsp active dry yeast
- 1 tsp salt
- 3/4 cup warm water
- 1/2 cup tomato sauce
- 8 oz fresh mozzarella
- Fresh basil leaves
- 2 tbsp olive oil

Instructions

- 1 In a large bowl, combine flour, yeast, and salt. Add warm water and olive oil, mixing until a dough forms.
- 2 Knead the dough on a floured surface for 8-10 minutes until smooth and elastic. Place in an oiled bowl and let rise for 1 hour.
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