



Iteration 1: Selection Menu

The selection page shows recipes. Users can select/unselect a recipe using a check mark in a box on the image.

Research finding applied to the design

- One of the key findings from our interviews was that **users seek to broaden their food spectrum**. Each recipe has a title, image, main ingredient and short description. All of them highlight a variety of ingredients and flavours and help users to make a selection based on their food preferences.
- Interviewed participants also said that **they found meal preparation less stressful** than before. Additional info (difficulty level, macros, time) helps users to identify how hard it would be to prepare a meal.

Design principle(s) applied

- We visualised concepts by creating icons for the main ingredient, difficulty level and time needed. This will help users scan faster and get the information they need.
- We applied the Gestalt Principle by spacing and grouping recipes. Each meal looks like a separate recipe card.