Design Proccess

User Research

User Research Summary Baking App (GC)

Goa

To understand user needs, expectations, and pain points related baking inspiration, recipe saving, and planning — and design an onboarding + home experience that feels friendly, useful, and visual contractions.

Target Users:

Baking hobbyistsPeople who enjoy discovering say

People who enjoy discovering, saving, and planning baking recipes

User Pain Points (Before Design):Difficulty keeping all baking ideas in one place

No structured baking planner or reminder tool
Overwhelmed by cluttered cooking apps with poor visuals

No easy way to explore, scan, and organize baking inspiration Design Goals (What we solved):

Smooth Onboarding Journey:
 A simple, 3-step walkthrough introduces key features like saving

recipes and using the baking planner.Visual Appeal & Focus:

High-quality images instantly engage users with delicious, relatable content.

Clear Navigation:
 Clean layout, obvious "Next / Skip / Get Started" actions help first-time users flow naturally through onboarding.

showcased for easy access.

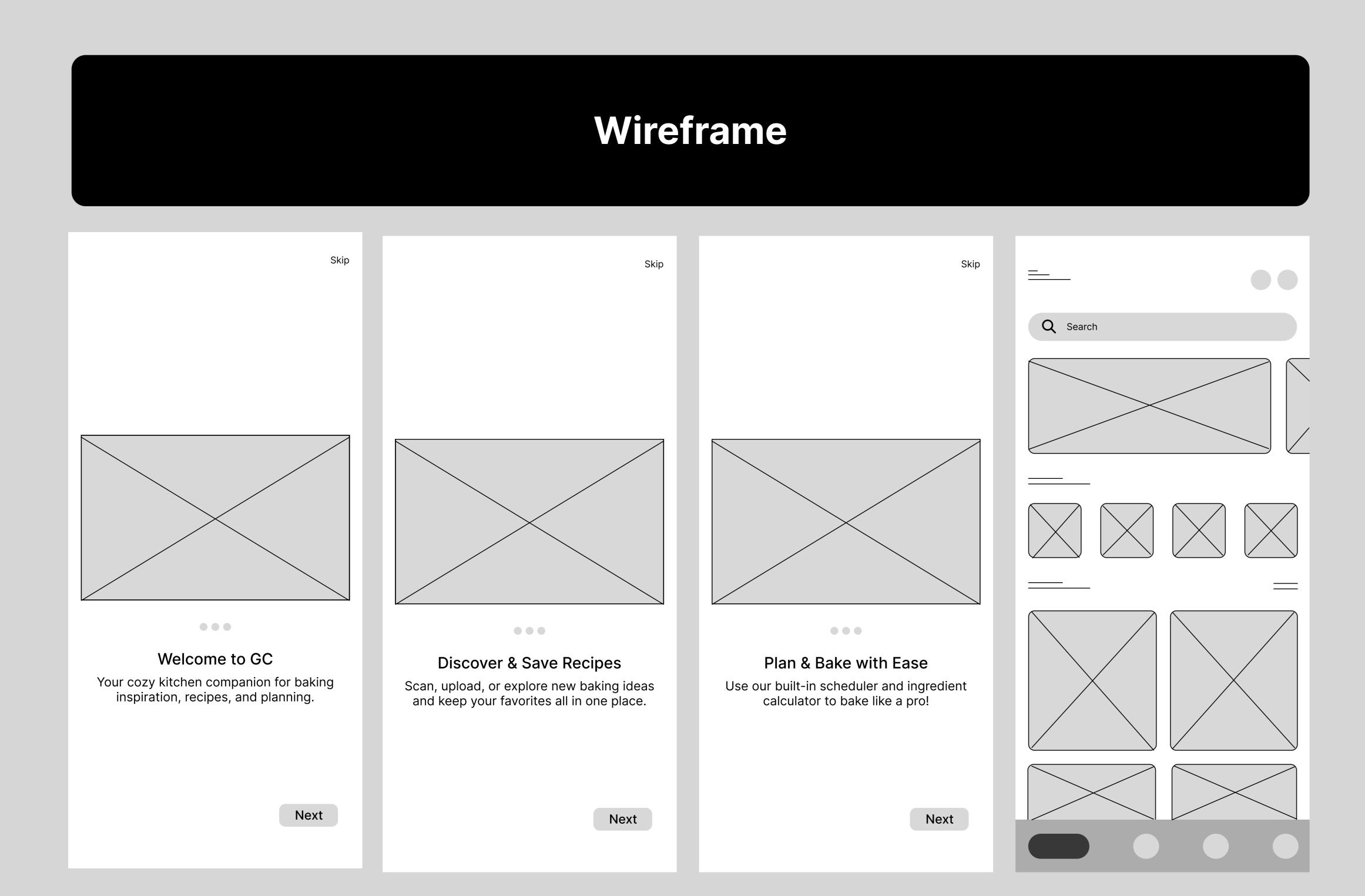
Feature Preview on Home Screen:
 Premium offer, categories, and top-rated recipes are neatly

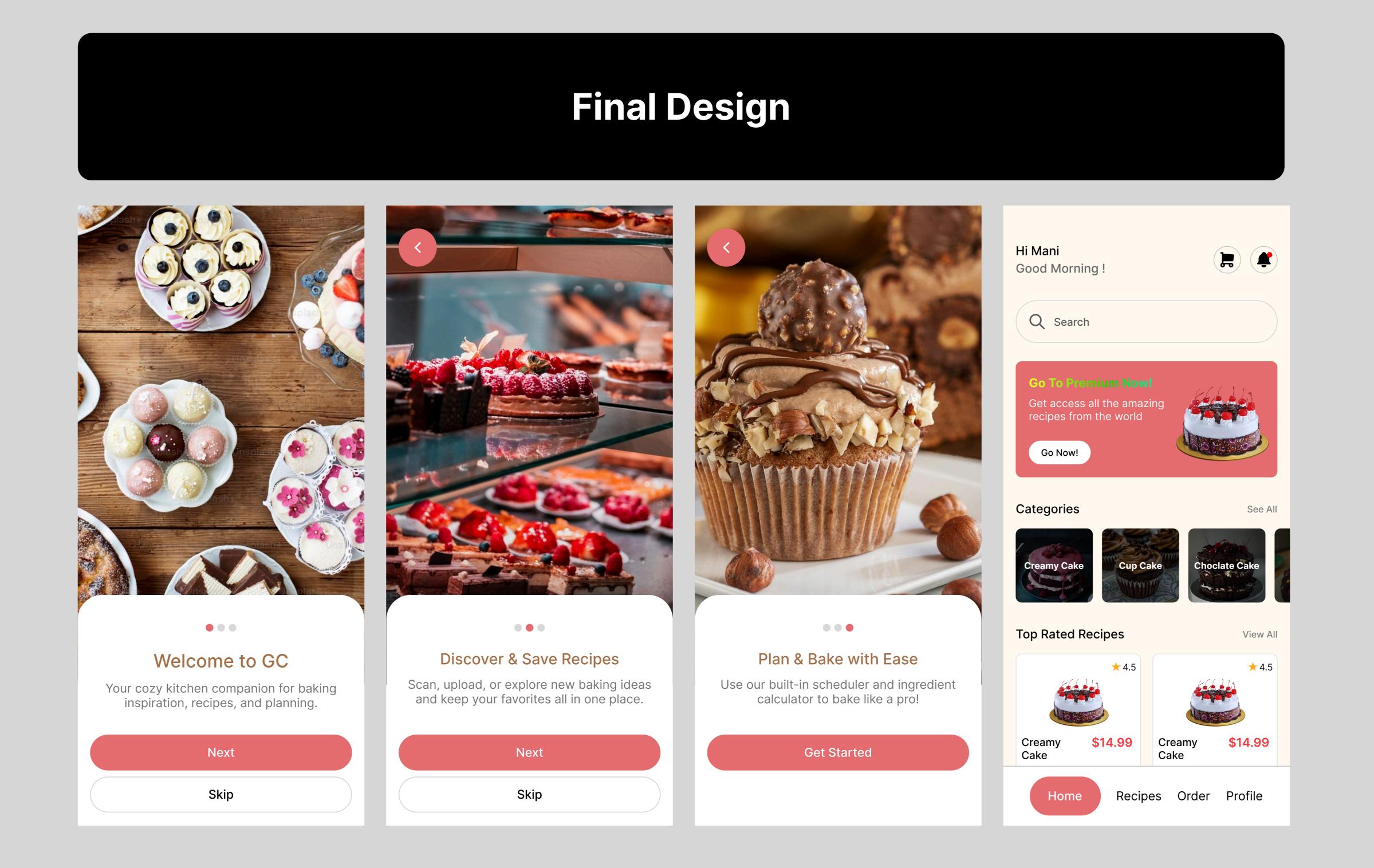
Improvements Based on Feedback:

Replaced smart animation with simple sliding transitions to avoid confusion
Refined button layout and wording for clarity
Ensured consistent visual rhythm and whitespace

What Users Will Feel:

"I love how clean and focused it looks. I instantly know what the app is about. The desserts make me want to bake something right now! And everything is just one tap away — perfect."





Prototype Link

https://www.figma.com/proto/TST71LK5AZ12jRqim5Jmnk/
Internship-Work?page-id=90%3A2&nodeid=94-3&viewport=279%2C-277%2C0.16&t=3FvmRZtKuHwVREQ
G-1&scaling=scale-down&content-scaling=fixed&starting-pointnode-id=90%3A24