

Project overview



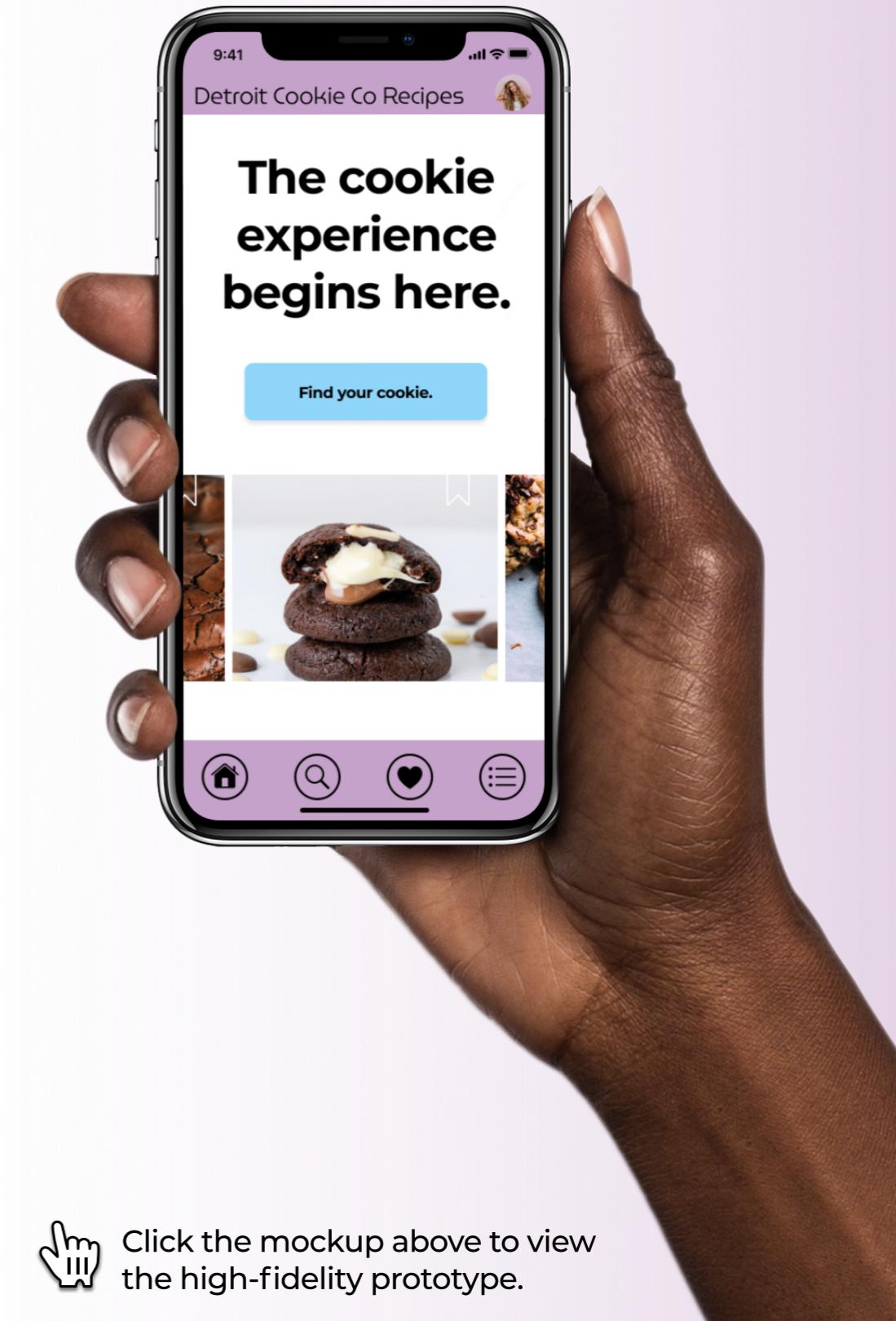
The product

The Detroit Cookie Co Recipe App is based on a very famous specialty cookie bakery. This app offers the recipes to the most popular cookies from that bakery so anyone can make it in the comfort of their own home.



Product duration

This project started last August of 2021 and summatting by January of 2022. User studies started in September and December of 2021.



Click the mockup above to view the high-fidelity prototype.

Project overview



The problem

Accessibility to the bakery is difficult for many users due to work hours or personal reasons. Offering a recipe app will allow more reach in the community during this time of lockdowns and different memories being made.



The goal

We're creating a new cookie recipe app to help people make their delicious dreams come true at home with family.

Project overview



My role

Lead UX designer and researcher.



Responsibilities

User research, design system, wireframing, and prototyping.

Understanding the user

- **User research**
- **Personas**
- **Problem statements**
- **User journey maps**



Click the sections above to skip through.

User research: summary



During my user research, I noticed that some of my initial assumptions were wrong, such as a whole page dedicated to a timer. Instead, the research participants wanted the timer accessible on the recipe page. The research changed the way I think about adding more designs to this app. I now ask myself, is it easily accessible or is it one more page to have to find and then have to backtrack?

All of the research I conducted was unmoderated user testing due to the current nature of society with lockdowns and staying on the safe side.

User research: pain points

1

Paying online

Some people don't feel comfortable paying online for things such as ordering take-out and paying ahead of time.

2

Work hours

Inconvenient work hours that do not coincide with a store's hours are a major frustration that some people deal with.

3

Hot and fresh

Sometimes it's the little things, like eating a cookie when it's hot and fresh. Or also taste-testing the raw dough.

4

Expensive

With a large family, it can get expensive quickly when going out for a tasty treat or meal. Making food at home is usually much cheaper.

Elizabeth “Liz” Rhodes

Problem Statement

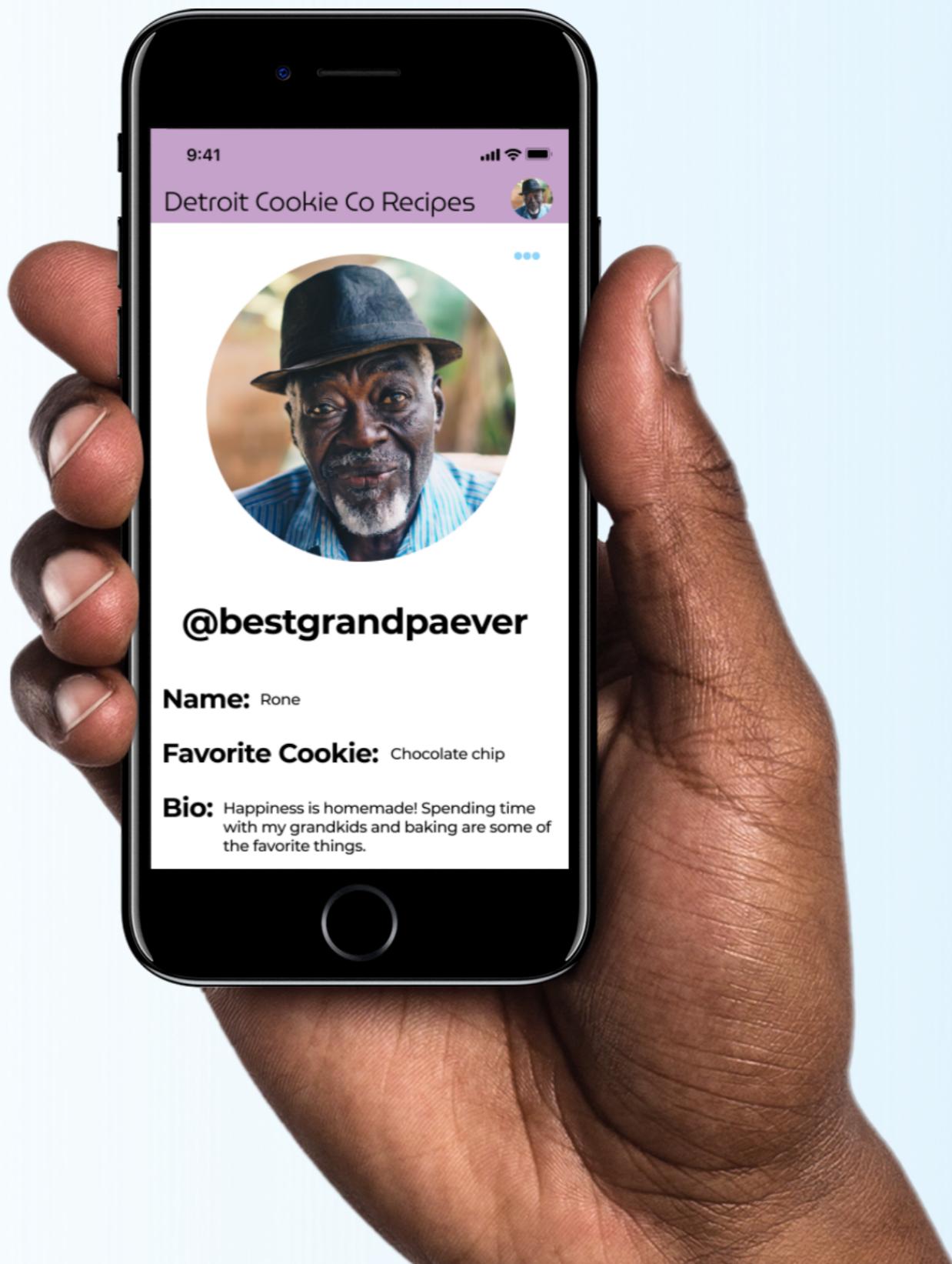
Liz is a busy 9-5 worker who needs to gain more cooking skills to bake sweets because she wants to impress her coworkers.



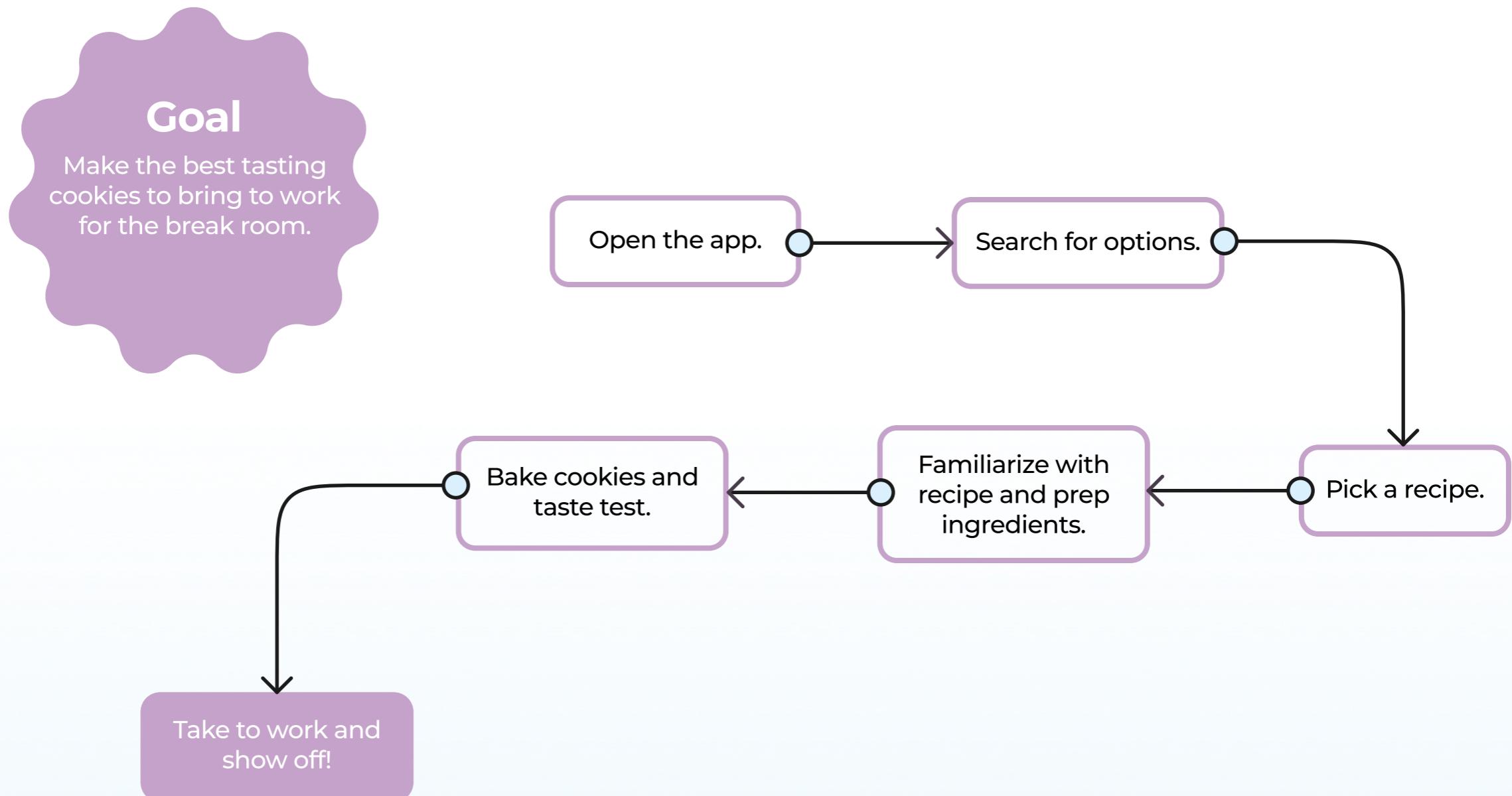
Tyrone “Rhōne” Jones

Problem Statement

Rhone is a retired grandpa who needs fun and easy-to-follow recipes because he loves to bake with his grandkids while making memories.

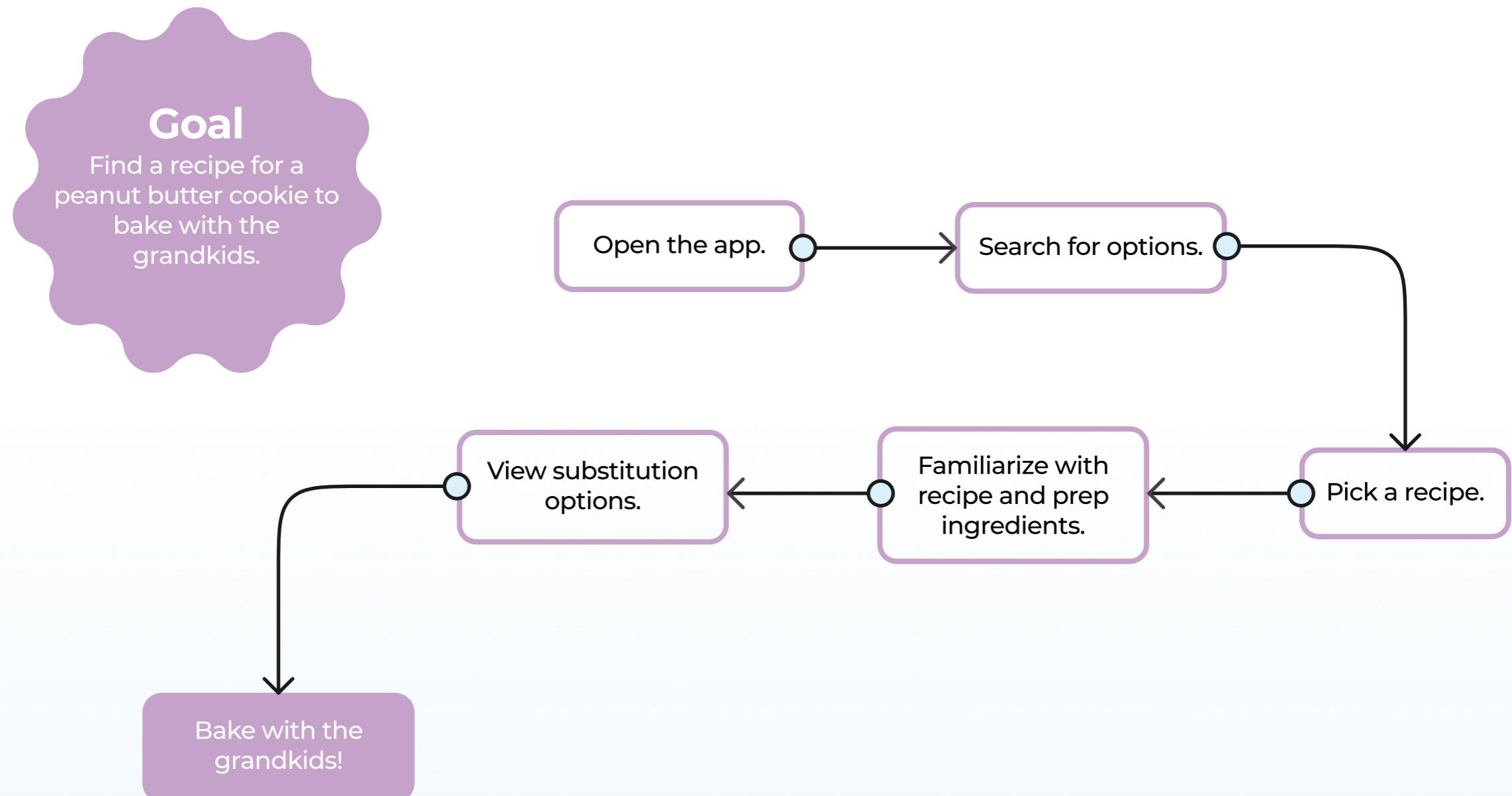


Elizabeth's user journey map preview



- Create an easy login process that allows the app to remember preferences.
- In the search bar section, add premade lists such as, “top cookies,” cookie difficulty levels, etc...

Tyrone's user journey map preview



- Potential for sharing pictures of creations on a forum-style page.
- Quick preview option for fast comparisons - a press and hold preview option.

Starting the design

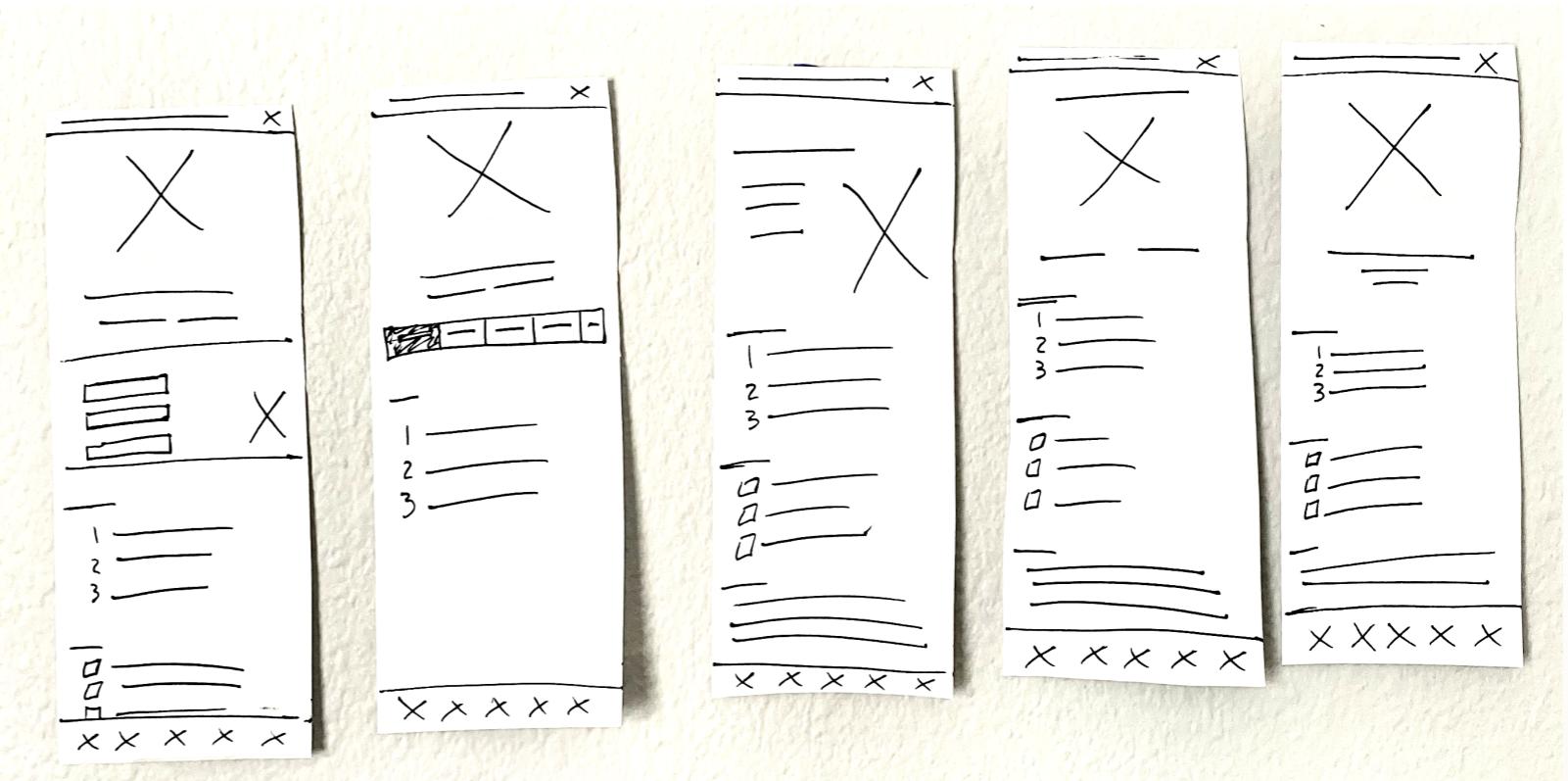
- **Paper wireframes**
- **Digital wireframes**
- **Low-fidelity prototype**
- **Usability studies**



Click the sections above to skip through.

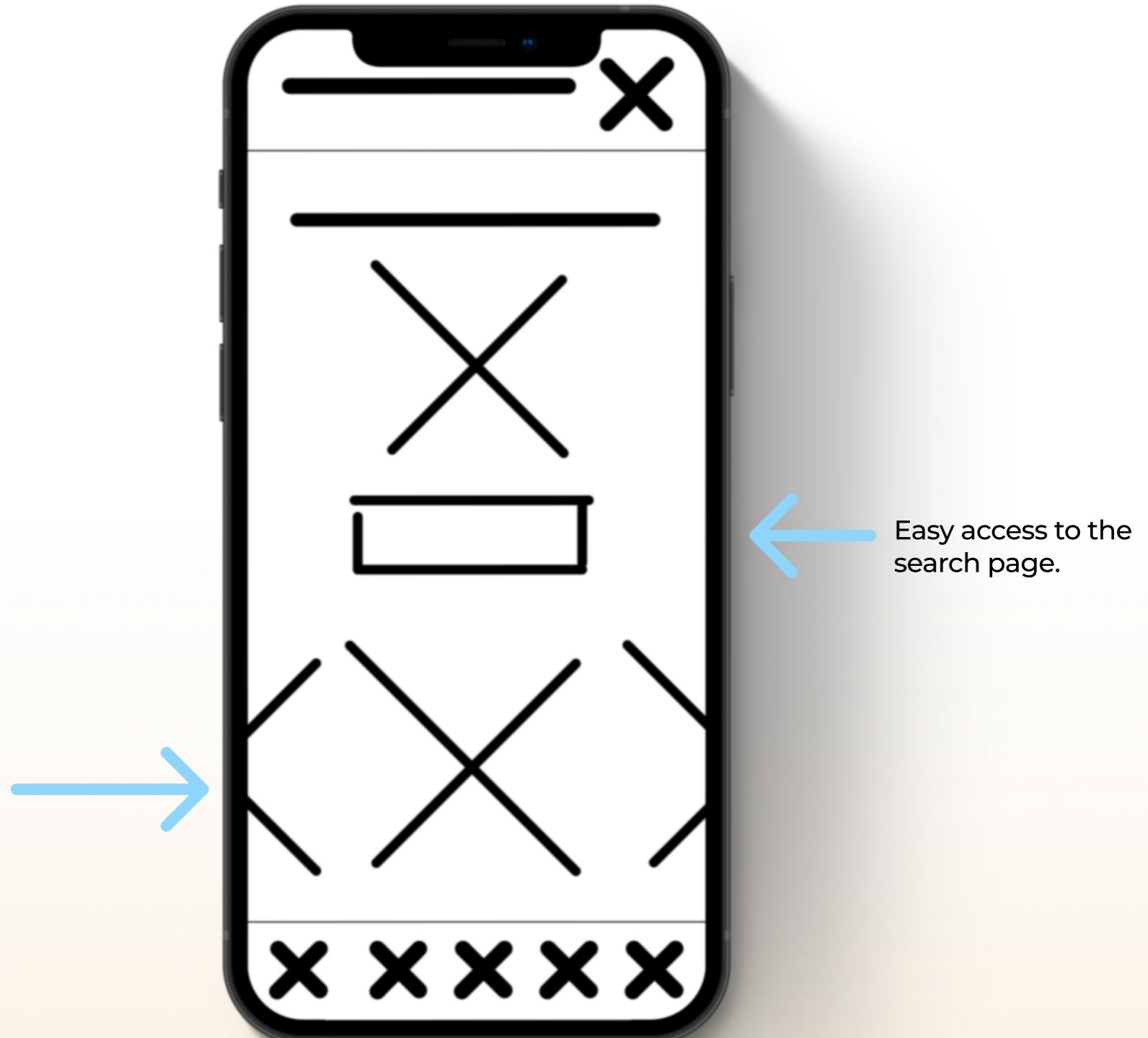
Paper wireframes

- Decrease time it takes for the user to learn and understand how to use the recipe app.
- Simple user flow.
- Desired features that are easy to find.



Digital wireframes

- A home page that is not overly complicated and crowded.
- Quickly learn the home page, not wasting the user's time or creating frustrations.

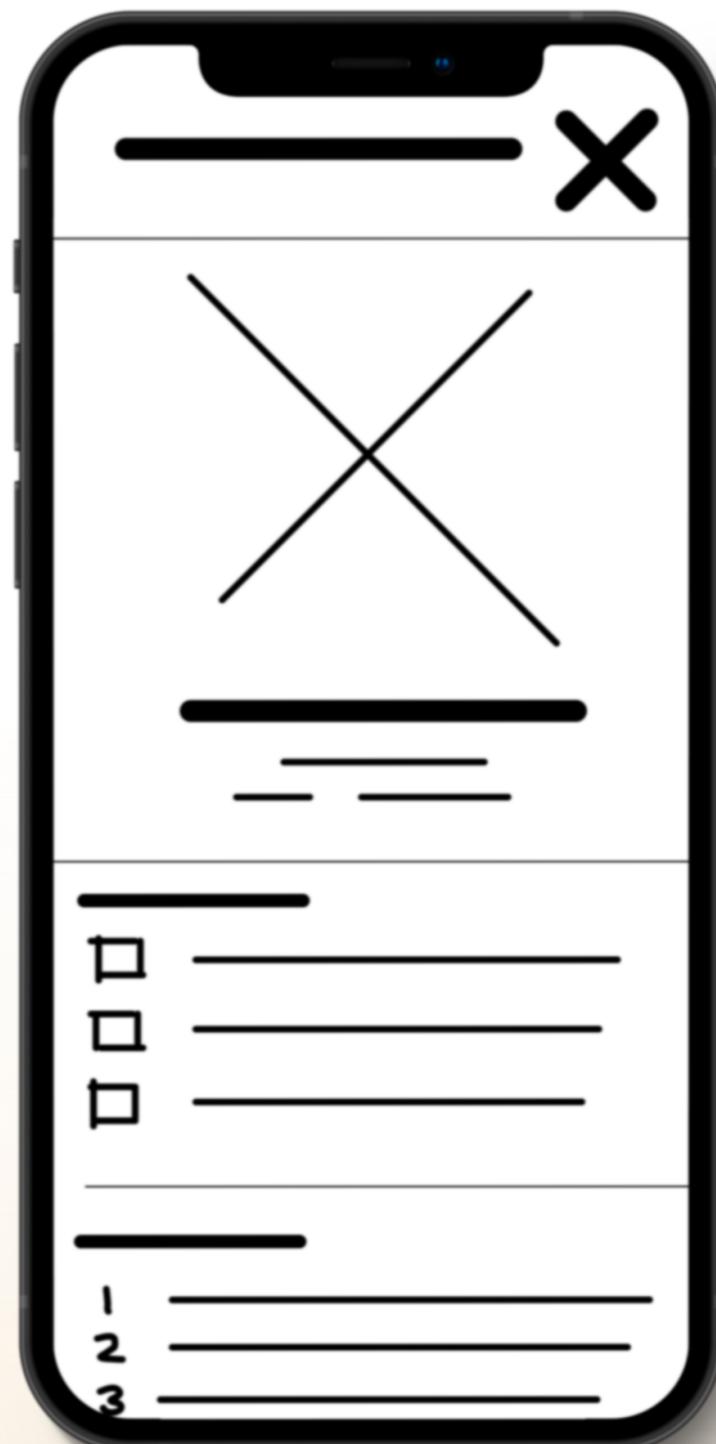


Digital wireframes

- Easy to find and read recipe sections.
- Quick reference for bake time, five-star review, and level of difficulty.

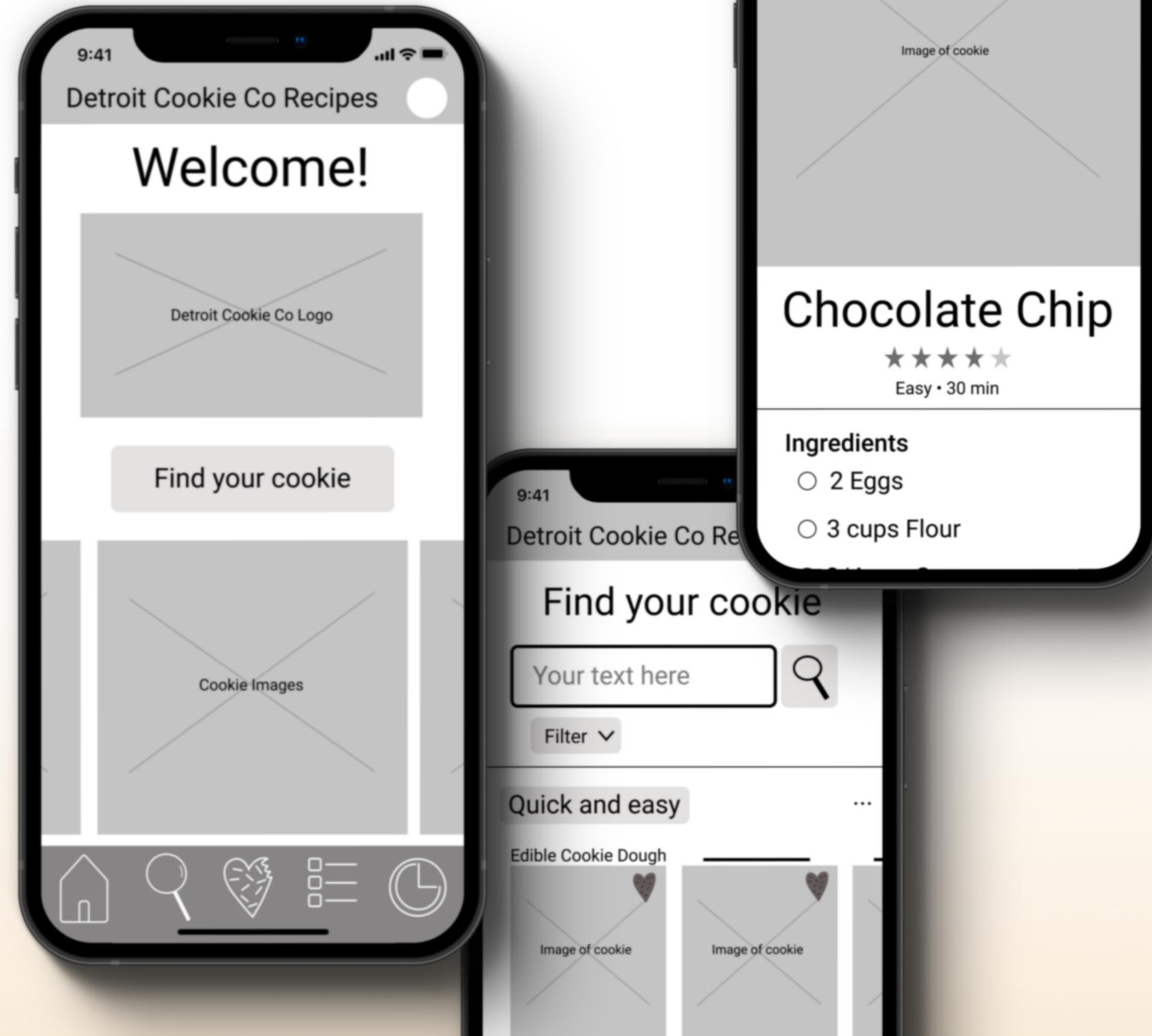
Large cookie recipe title, quick bake time reference, and overall 5-star review.

Easy to understand sections for the recipe.



Low-fidelity prototype

Click on the home page to the right to view the low-fidelity prototype in Figma.



Usability study: findings

- **Research goals:** Determine if users can complete main tasks within the prototype of the DCC recipe app. Determine if this app is difficult to use.
- **Dates:** September 12, 2021, and December 9, 2021
- **Key Performance Indicators:** Time on task, use of navigation vs. search, and system usability scale.
- **Participants:** All dessert lovers with a range of employment, unemployment, or retired. Two males, two females, and one nonbinary individual. All between the ages of 18 and 75. The studies were unmoderated with accessibility to a screen-reader and a switch device.

Round 1 findings



The timer icon did not look like a timer, making it confusing.



The size of the heart icon per recipe was too small to press consistently.



Ability to adjust what is shown in the search menu, based on food allergy or personal preference.

Round 2 findings



Moving the timer icon from its own page to being accessible on every recipe was an good choice.



Quick access tab pages for the recipe allowed for faster reference.



Option for personal notes on each recipe page was suggested.

Refining the design

- **Mockups**
- **High-fidelity prototype**
- **Accessibility**



Click the sections above to skip through.

Mockups

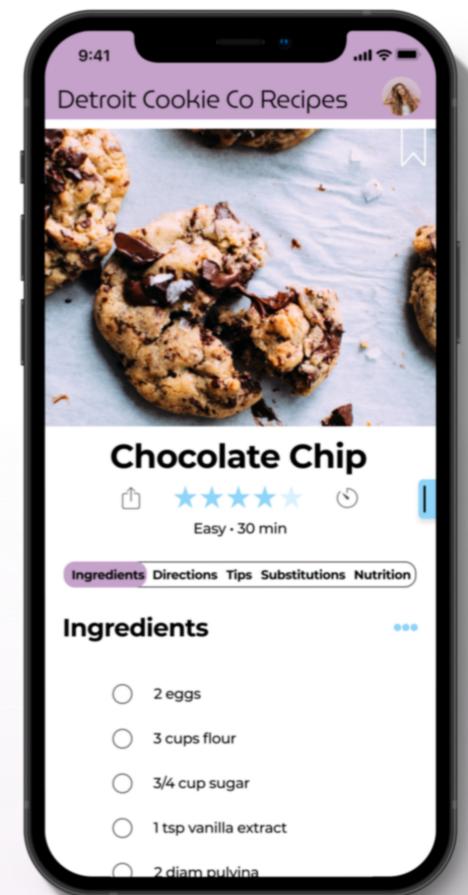
Before usability study #1



After usability study #1



After usability study #2



- Main tasks have gotten easier for users.
- Decreased learning time for the app users.
- Usability has increased since mockup prior to usability studies.



Click each screen to view the prototype stages and progress of this app.

Mockups: light mode



Click each screen to skip to that frame in the prototype.

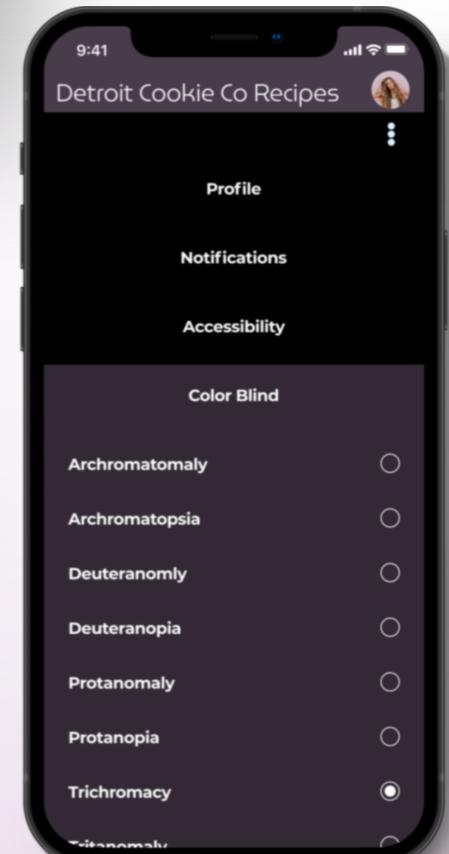
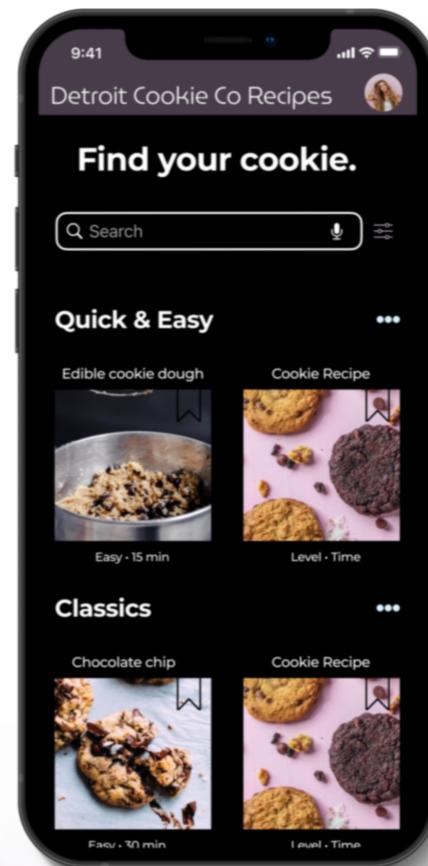
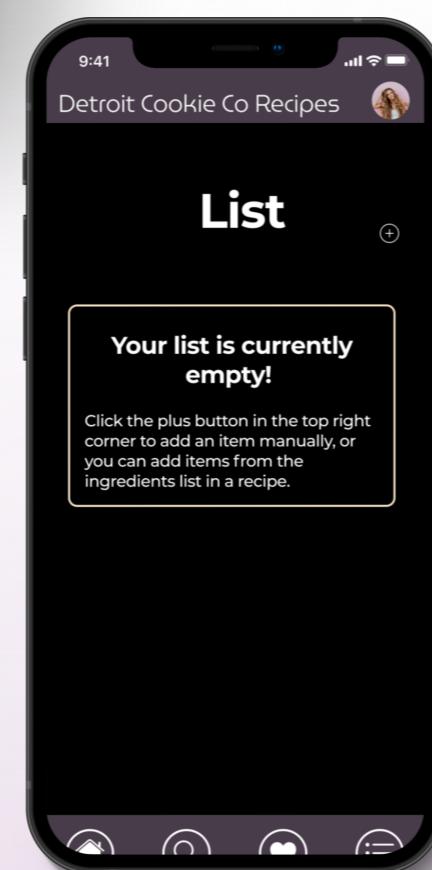
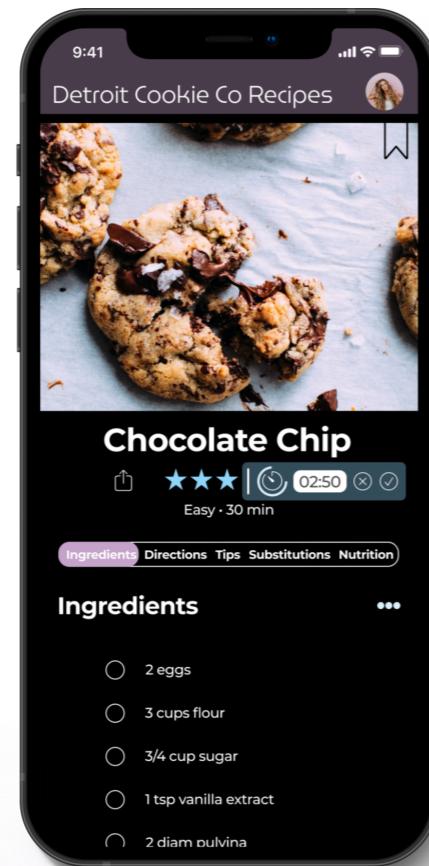
The image displays six iPhone mockups arranged in two rows of three. Each mockup shows a different screen of a mobile application:

- Top Left:** A recipe card for "Chocolate Chip" cookies. It features a photo of chocolate chip cookies, the title "Chocolate Chip", a 5-star rating, a cooking time of "02:50", and a note "Easy - 30 min". Below the title are tabs for "Ingredients", "Directions", "Tips", "Substitutions", and "Nutrition". The "Ingredients" tab is selected, showing a list of ingredients with circular checkboxes: 2 eggs, 3 cups flour, 3/4 cup sugar, 1 tsp vanilla extract, and 2 diam pulvina.
- Top Middle:** A search screen titled "Find your cookie." It includes a search bar with a microphone icon and a "Quick & Easy" section featuring "Edible cookie dough" and "Cookie Recipe".
- Top Right:** A category screen titled "Classics" featuring "Chocolate chip" and "Cookie Recipe".
- Bottom Left:** A "Filter" screen with various toggle switches for filtering recipes by cook time (less than 10 minutes, more than 10 minutes), prep time (less than 10 minutes, more than 10 minutes), and dietary restrictions (Gluten-free, Vegan, Peanut butter, No bake, Dairy-free).
- Bottom Middle:** A "List" screen with a message: "Your list is currently empty! Click the plus button in the top right corner to add an item manually, or you can add items from the ingredients list in a recipe."
- Bottom Right:** A "Profile" screen showing a user profile picture and a list of color vision anomalies with corresponding toggle switches: Archromatomaly, Deuteranomaly, Deutanopia, Protanomaly, Protanopia, Trichromacy, and Tritanomaly.

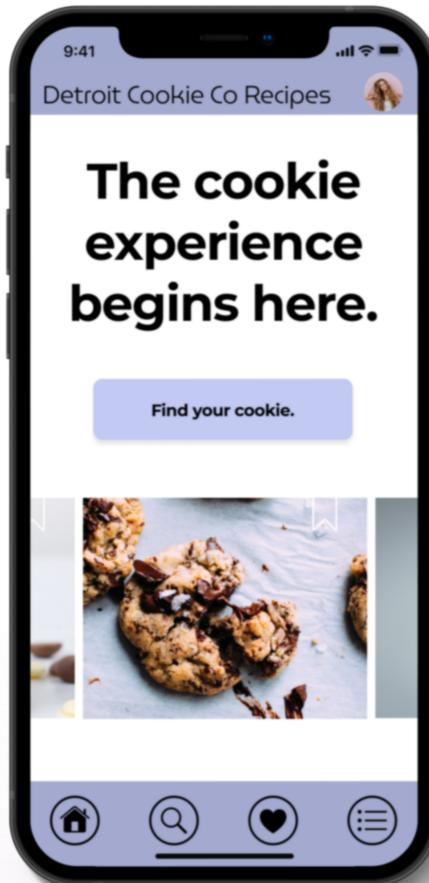


Click each screen to skip to that frame in the prototype.

Mockups: dark mode

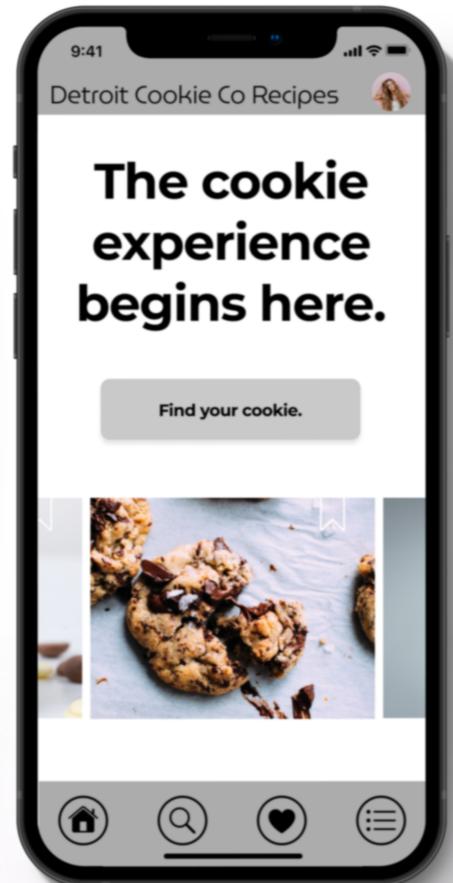


Color blind mockups



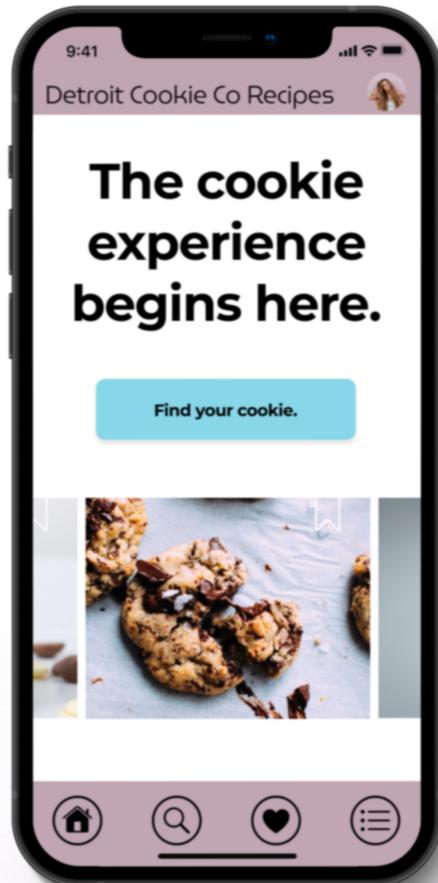
Protanopia

People who have protanopia are red-blind and see more green than red.



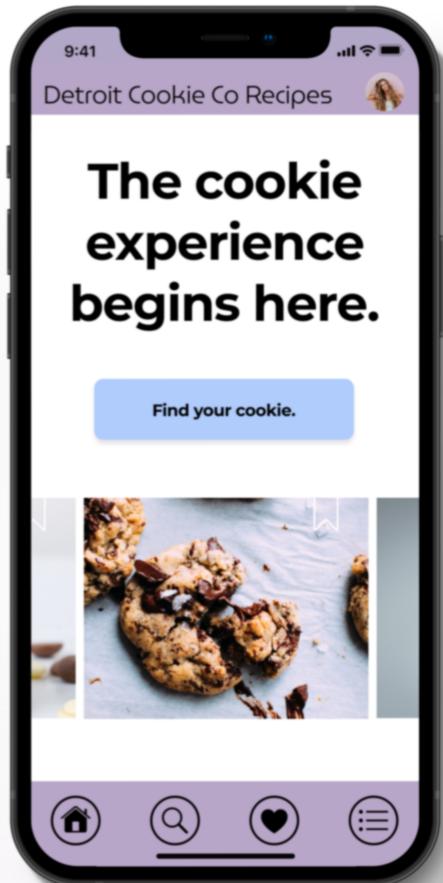
Achromatopsia

Achromatopsia is characterized by a partial or total absence of color vision.



Tritanopia

Tritanopia makes you unable to distinguish between blue and green, purple and red, and yellow and pink. It also makes colors look less bright.



Deuteranomaly

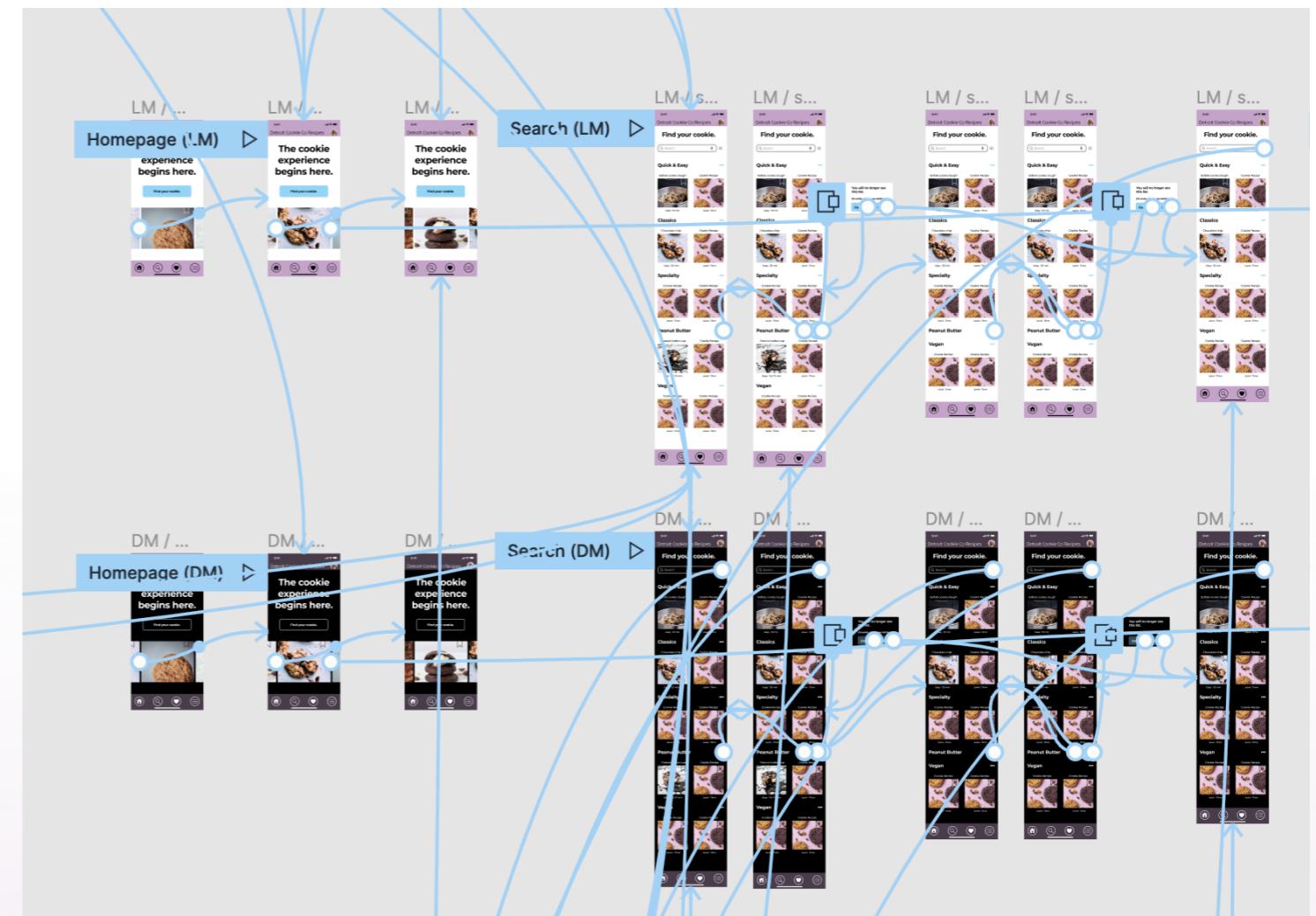
Deuteranomaly is the most common type of red-green color blindness. It makes green look redder.



Click each screen to skip through to that frame prototype in Figma.

High-fidelity prototype

Click on the image to view the high-fidelity prototype in Figma.



Accessibility considerations



Color

Color is fun and adds life to design. While creating the design system for the app, color was very important. Implementing and staying true to the design system and the color.



Contrast

Contrast is a big factor when it comes to accessibility. If a user cannot see the app well or if they have to strain their eyes, there's zero incentive to waste their time. Following the guidelines for contrast, the design system was created with contrast in mind.



Color blind

Color blindness was a large consideration in the accessibility the app offered. In the settings, there are eight color blind versions to select from. The most common color blindness, protanomaly is available in light and dark mode for the entire prototype. A very small preview is available for the seven others in light mode.

Going forward

- **Takeaways**
- **Next steps**



Click the sections above to skip through.

Takeaways



Impact:

"I enjoyed the recipe page tabs, it was extremely easy to pan through and see what I need to bake the recipe."



What I learned:

I learned that user research is vital for understanding the best user flow. Assumptions and user personas alone will only get you so far.

Next steps

1

Add in a personalized note section in each recipe and create a way to view all the notes in one location. Allowing the user to have all their helpful tips or suggestions for next time with the recipe.

2

Creating a website and iPad version of this mobile app. Increasing the accessibility of users who might not have a mobile device that is compatible.

3

A community forum for the app for users to share their ideas, photos, and talk to each other. When people are fans of a company or product, they want to tell everyone.

Thank you!

**Thank you for taking the time to
look through my case study. If
you have any questions, please
feel free to reach out!**