HUMAN COMPUTER INTERACTION UE17CS424

RECIPE APP UX CASE STUDY

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What is it?

Colors over Calories is an app for anyone who wants to add healthy, plant based food into their live in a fun way.

How does it work?

Based on a color filter, the app shows recipes and plant-foods for more colourful meals. All foods are color-coded, so you can find them easily. Prepare your food with simple step-by-step cooking instructions. Learn about the different colours and their benefits.

About the App

Our Role

This project was created to create a UI/UX case study, where our team was responsible for studying a product and creating a PPT that shows their UI design.

Our Goal

Show that vegan food can be very tasty and versatile and should be preferred, rather than guilt-tripping people into giving up animal based food products.

Our Process

RESEARCH & DISCOVER

DEFINE & SYNTHESIZE

| RINSE & REPEAT

VISUAL DESIGN

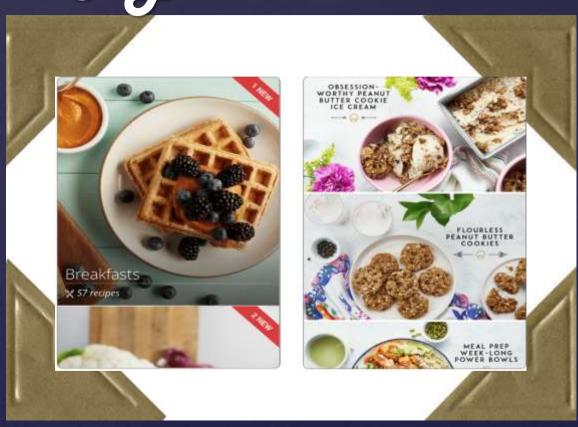


Research & Discover

Competitive Analysis

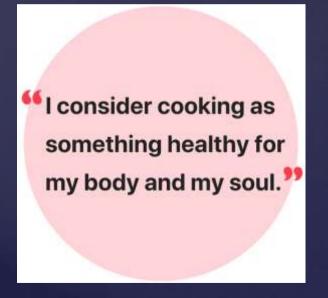
Two well known direct competitors were analysed to determine their positioning of Colors over Calories. Considering critical user reviews gave various insights on room for improvement and opportunity:

- Filter options aren't refined enough
- Lack of new, frequently updated data
- Making key features more visible instead of hiding them in settings



Research & Discover

User Interviews



A few user interviews were conducted to better understand their food, nutrition and cooking choices. Findings:

- Self-cooked meals are more appreciated and taste better
- Participants have a repertoire of tried and tested meals, but they also enjoy experimentation.
- A nutritious balance is highly valued, but without exact tracking.
- Having to do grocery shopping in various stores due to specialty products is exhausting

Define & Synthesize

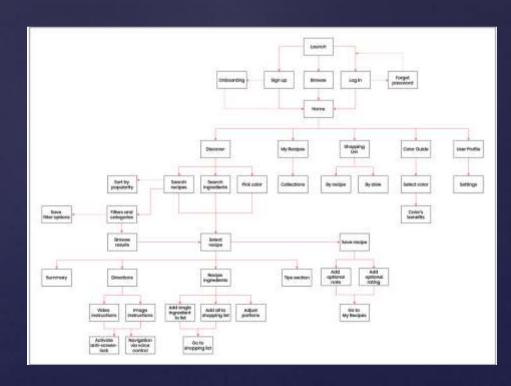
Information Architecture

A sitemap was built to illustrate the app's

navigation structure and to determine the

scope of key screens to be designed in the

next phase.

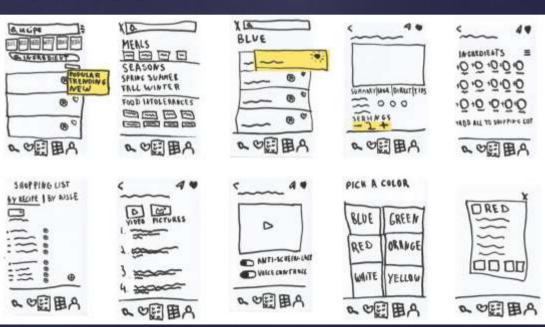


Ideate & Create

WireFrame, Prototype and Test | Rinse and Repeat

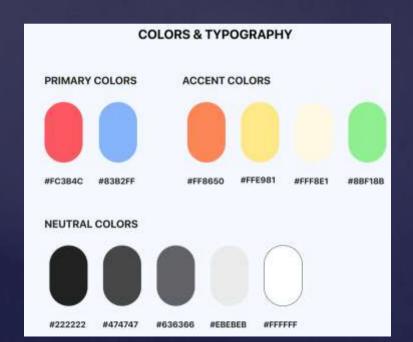
Exploratory Sketches were created with pen and paper to generate ideas and iterations

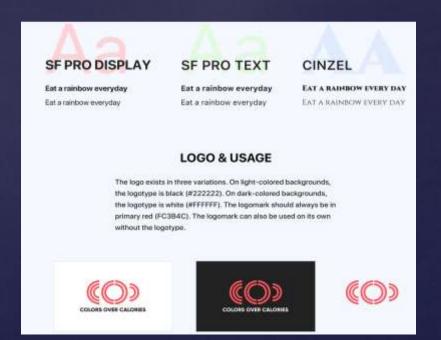
quickly. The result was turned into a Low-Fi prototype and put through usability testing, uncovering small vulnerabilities and frictions. These learning led to further revisions and improvements of the user interface design and its structure.



Visual Design

Style Guide - A style guide was created to maintain consistency and set standards throughout the whole project-taking visual.





User testing based on paperprototypes makes it difficult for some people to imagine how the "real app" would look

Remind participants This is a Prototype

Its easy to go overboard when designing, whether creating a mood board or concentrating on too many tiny details in the wireframes or case study itself.

Stav Focused on the task at Hand

Done is better than perfect

Embracing this concept can feel very strange. But it helps to avoid spending unnecessary time on a single project when the end goal has been achieved.

Learn to Adjust

picture.

As UX designers you aren't designing for yourself. Sometimes, its tough to let go of specific ideas you've grown attached to. But we need to be able to step back to see the bigger