

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.

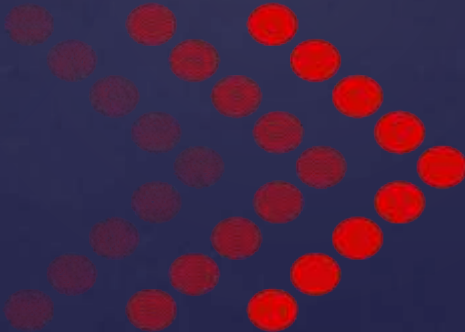
Our Process

**RESEARCH &
DISCOVER**

**DEFINE &
SYNTHESIZE**

**IDEATE & PROTOTYPE
| RINSE & REPEAT**

VISUAL DESIGN

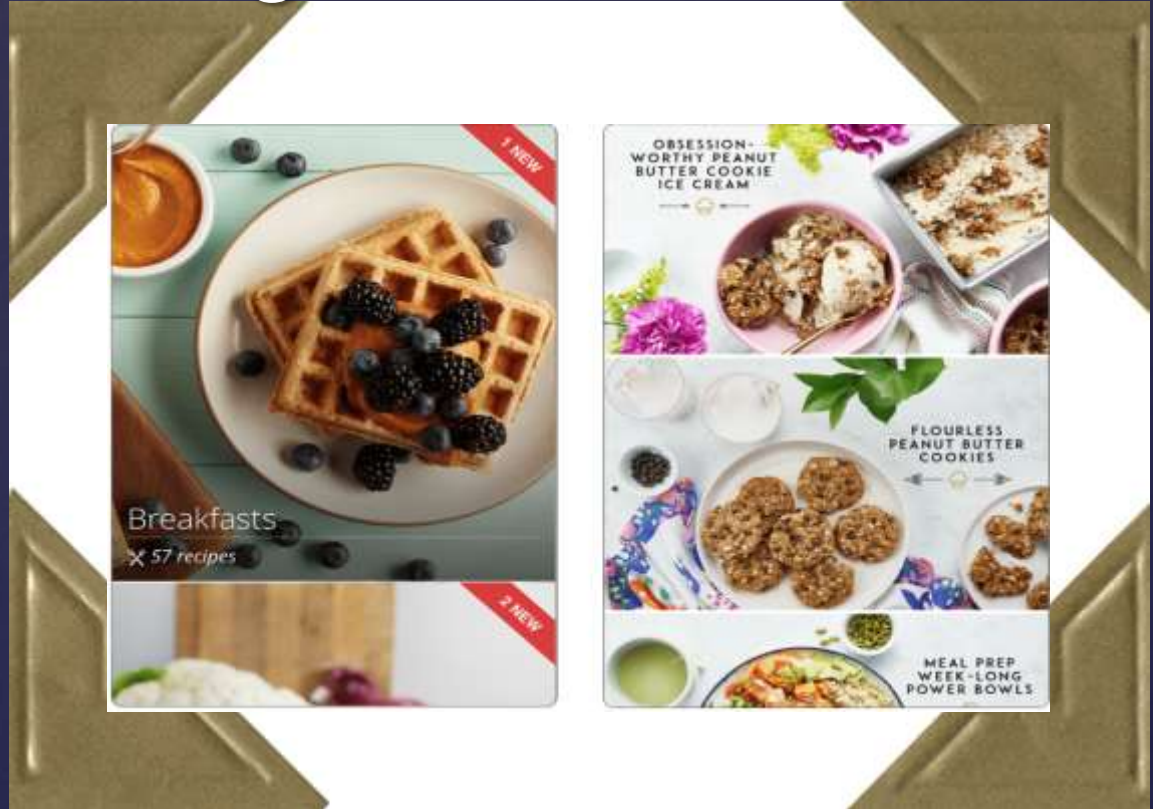


Research & Discover

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.

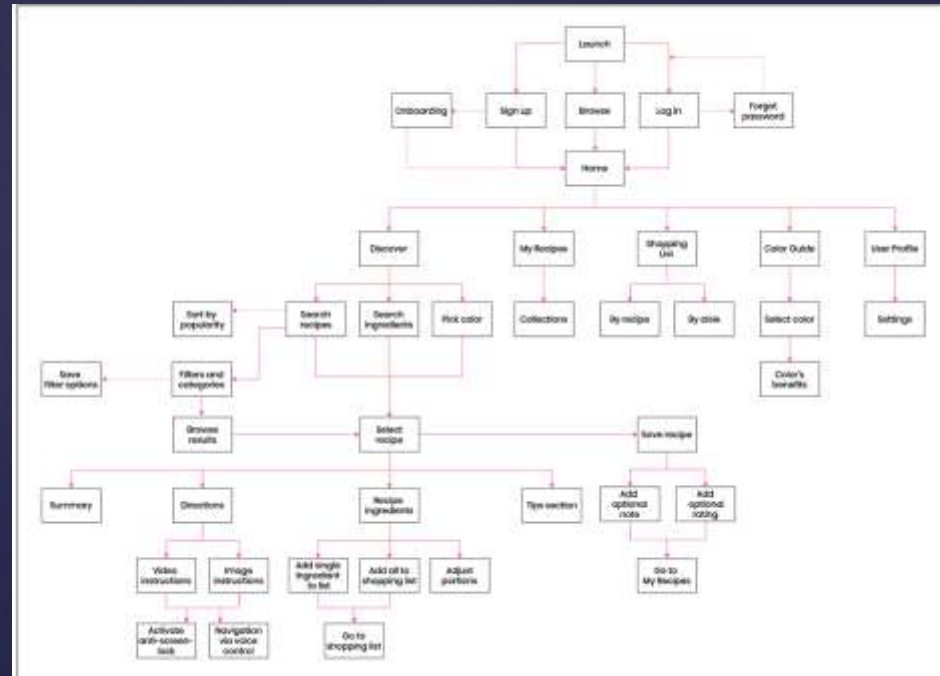
Findings:

- 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

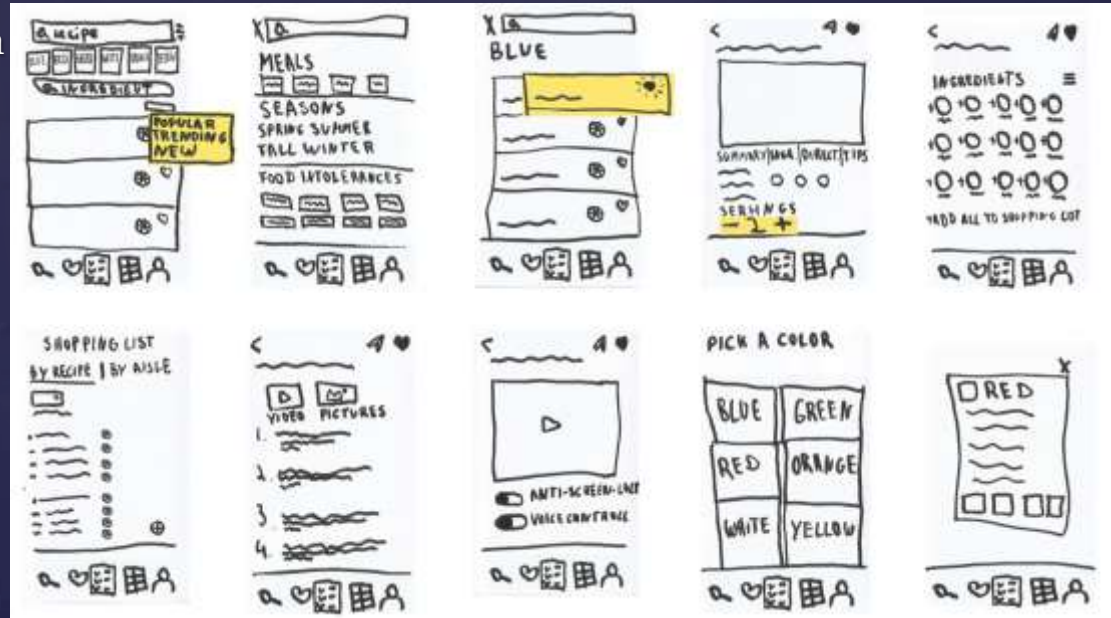
usability testing, uncovering small

vulnerabilities and frictions. These

learning led to further revisions

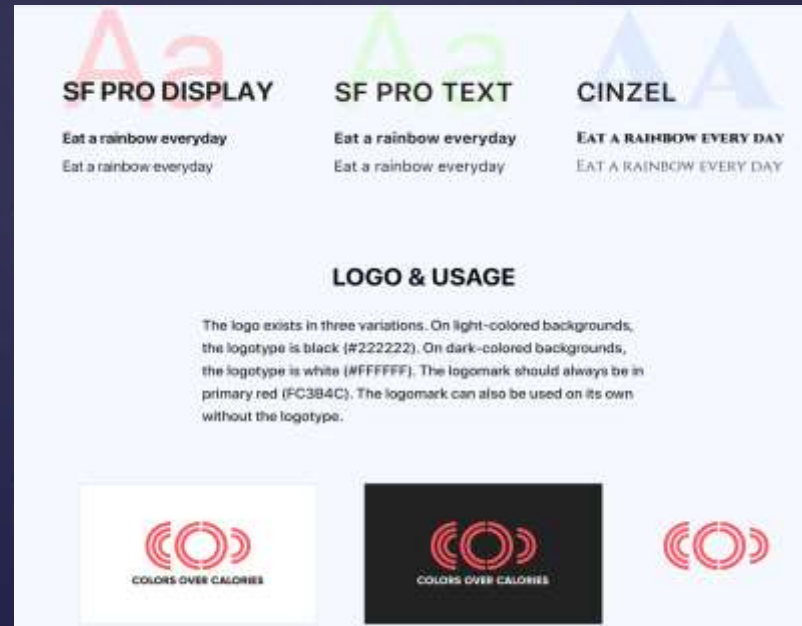
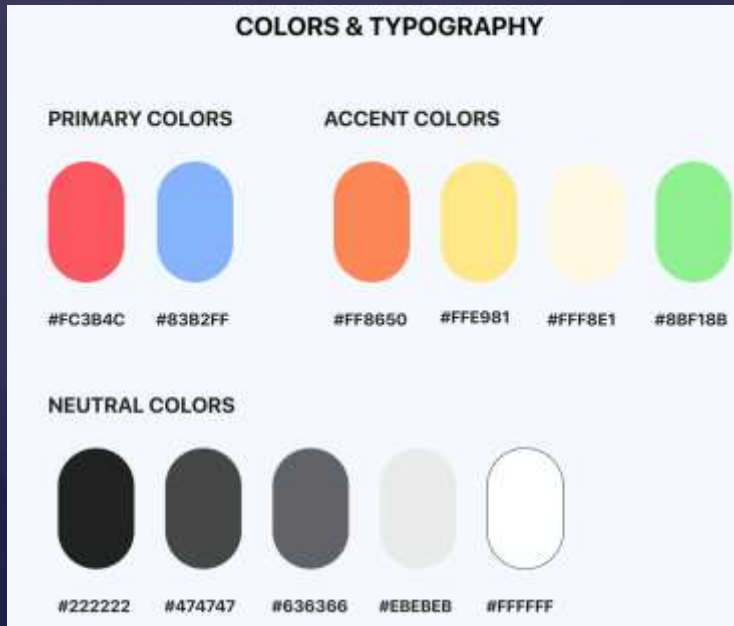
and improvements of the user

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.



LEARNING

