App / website for kids to learn Cooking

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Project overview

The product:

It is a collaborative platform where kids can learn cooking through video tutorials in a fun way and also sign up for cooking events. It allows cooking experts to teach kids how to cook through video turorials and by conducting events.

Project duration:

September 5th 2022 – October 10th 2022

Little Chefs

Learn cooking

Teach cooking

Google

Project overview

The problem:

Kids have trouble searching for cooking recipes online. Most of the recipes that they find are difficult for them to understand as they are not made specifically for kids.

The goal:

To create a website/app through which kids can learn cooking in a fun way and cooking experts can teach cooking to kids.

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Project overview

My role:

UX designer, UX researcher, visual designer.

Responsibilities:

Wireframing, prototyping, visual design, research, ideation.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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User research: summary

Created few personas for different types of users that are likely to use the app,
created user stories,
user journey maps,
performed competitive audit for similar websites.

Persona 1: **Shreeyan**

Problem statement:

Shreeyan is a 7 year old kid who needs a website that teaches kids how to cook in an easy way because its difficult for him to search for recipes online an dfollow the cooking instructions.

"Grandma! I want to try this recipe. Lets cook this"

Shreeyan

Age: 7
Education: Currently in 2st standard
Hometown: Hyderabad, India
Family: Lives with his mom and dad
Occupation: Student

Goals
- Wants to learn cooking.
- A website to learn cooking simple recipes with simple instructions
- To attend cooking events.

Frustrations
- Not being able to understand cooking instructions in recipes online.
- Having to search through the web a lot.

Shreeyan is a 7 year old who very energetic. He is interested in a lot of things. When he's home, he spends most of his time in the kitchen watching his grandma cook. He searches for new dishes online and asks his grandma to make them for him and also tries some simple dishes on his own.

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Persona 2: **Indira**

Problem statement:

Indira is a homemaker, talented cook and a nutritional expert who needs an app to post her cooking tutorials and cooking events for kids because she wants to teach cooking to as many kids as possible, but finds it very time consuming to inform everyone about her cooking events

"Fun cooking on this Sunday! Don't forget"

Goals
- Teaching kids how to cook simple and healthy recipes
- Organising cooking events for kids
- An app that lets her notify people about her cooking events

Frustrations
- Having to spend a lot of time informing everyone about her cooking events.
- Not being able to reach out to many kids

Indira

Age: 50
Education: B.Sc. in Nutrition
Hometown: Hyderabad, India
Family: Lives with her husband
Occupation: Homemaker, blogger

Indira loves cooking. She is very talented at making dishes that are tasty and healthy. She often organizes cooking events called "Fun cooking" for children in her locality. She teaches kids to cook healthy food in a fun way, and also teaches them about their nutritional values. She writes blogs about cooking and nutrition in her free time.
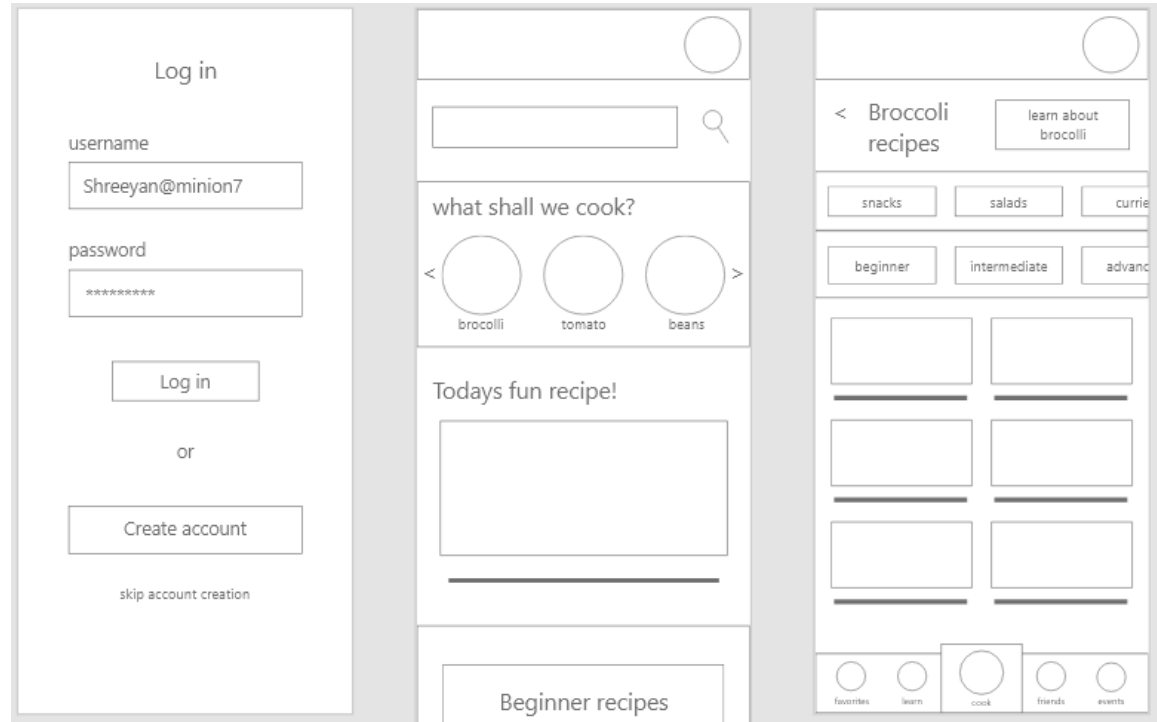
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Ideation

Crazy 8's

Came up with different
ideas for the features that
the app should have.

Starting
the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies
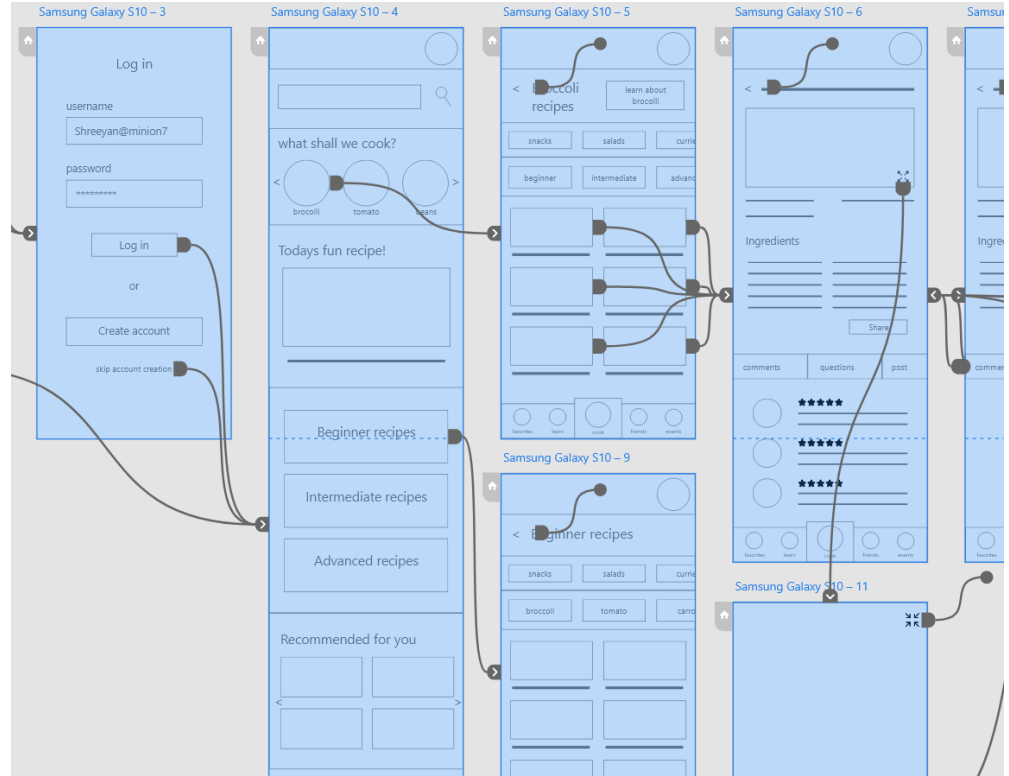
Google
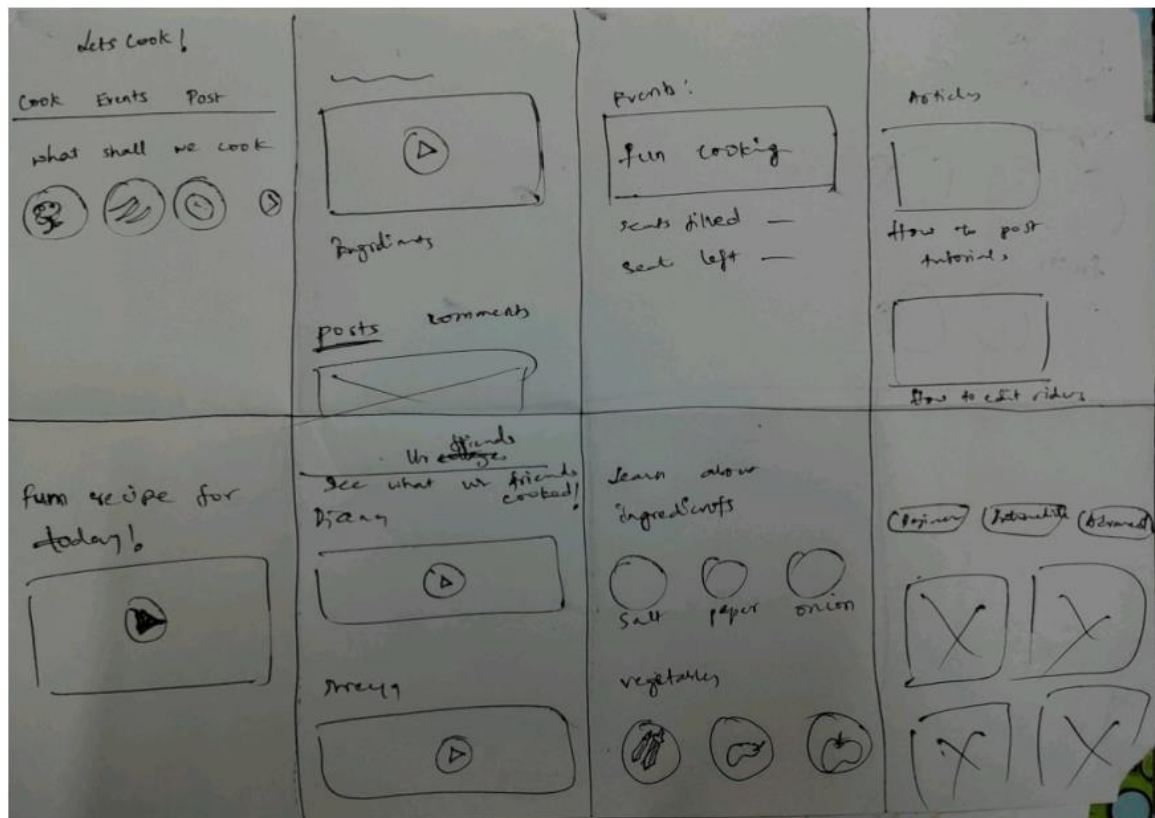
Digital wireframes

I designed a simple login page. Then the homepage contains catogerisations for the cooking recipes. I tried to put important content above the fold.

Low-fidelity prototype

Link to the lo-fi prototype:

https://xd.adobe.com/view/c24bb

ca0-e353-4c5e-ae4b-

8eb767443240-9718/

Usability study: parameters

Study type:

Unmoderated usability study

Location:

remote

Participants:

4 participants

Length:

15 minutes

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Usability study: findings

These are the findings of the usability test conducted.

1

Finding

Users need to be given an option to use the app without logging in

2

Finding

Important information about the recipe like time taken etc.. needs to be mentioned below it.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Since the ingredients required for the recipe are important, it needs to be highlighted to get noticed at first glance.

Little Chefs

Broccoli roast

Beginner recipe
15min
#beginner #brocolli #roast

share

Ingredients (2 servings)

Brocolli	1
pepper	1/2 spoon
salt	1/2 spoon
Etiam congue	20gm
turpis augue	100gm
ut viverra	4

comments | questions

Simran

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Mockups

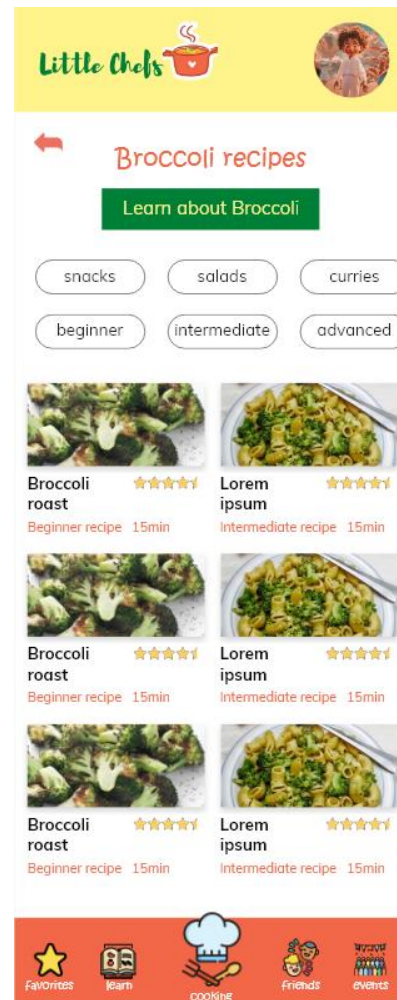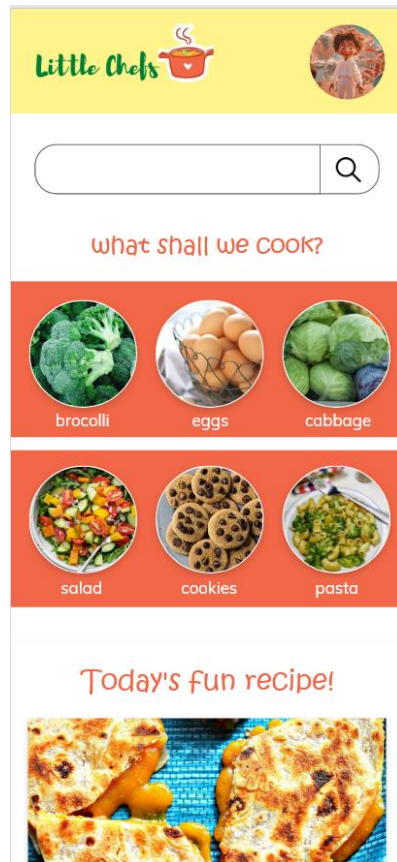The comment section was given a margin on the left and right.

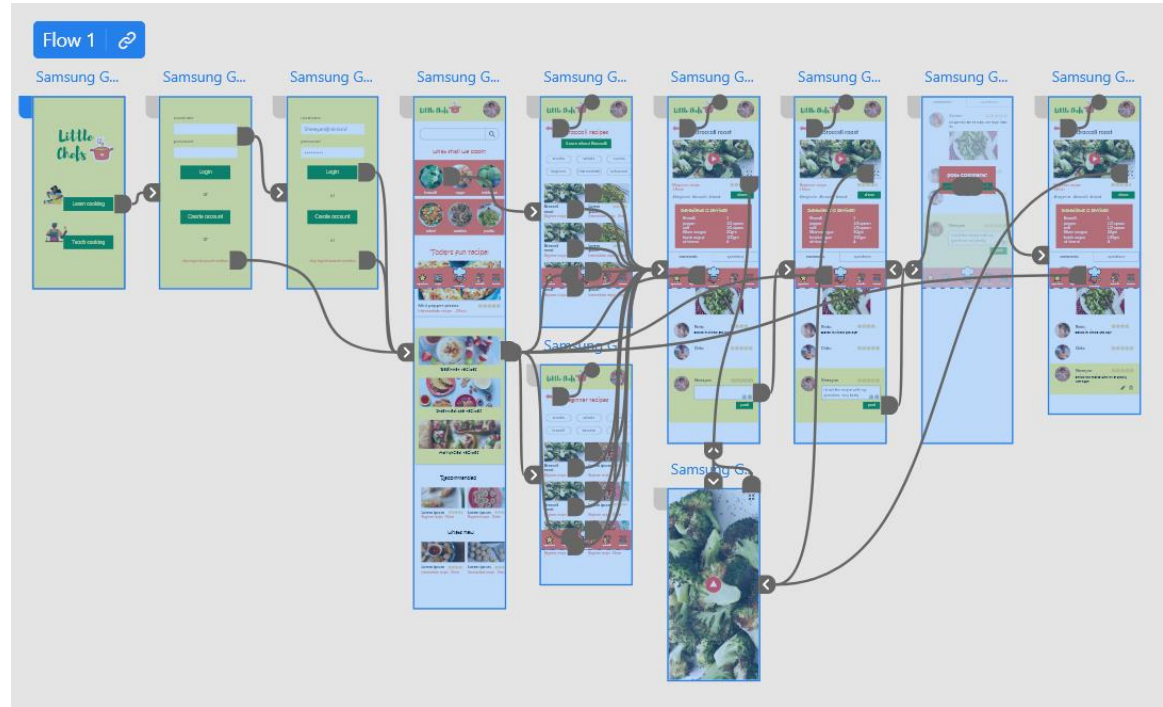Before usability study
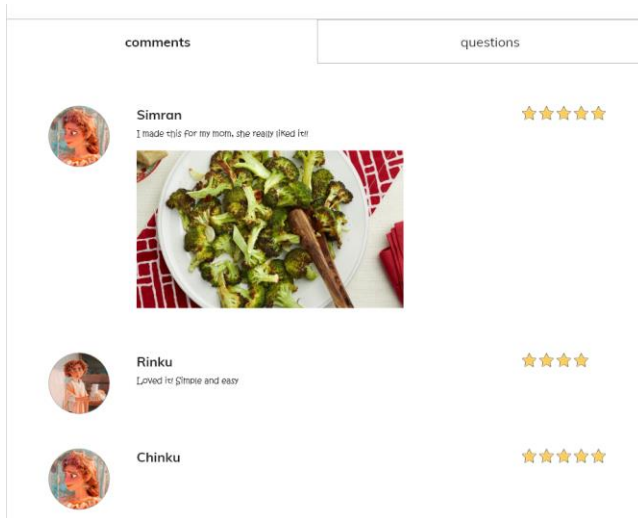
After usability study
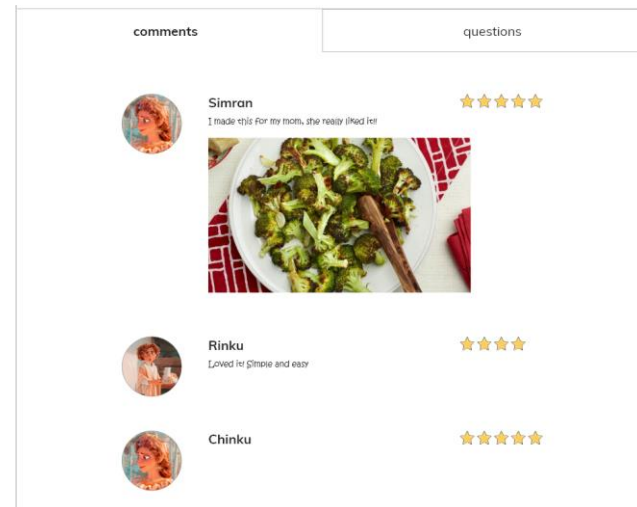
Mockups
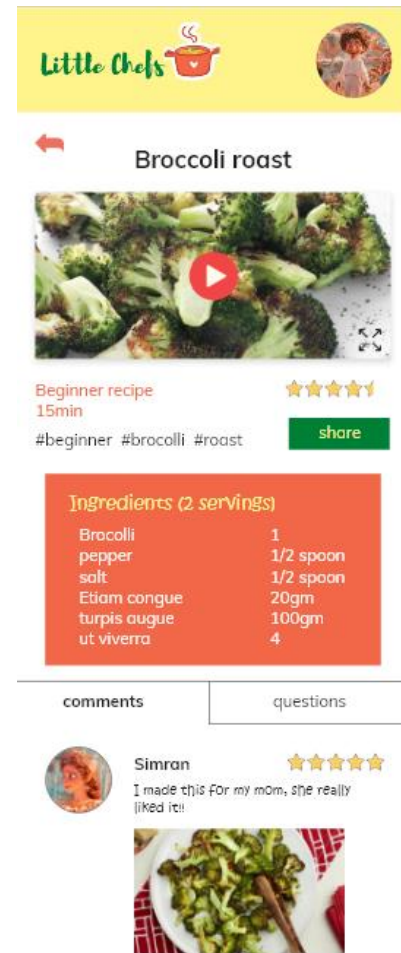
High-fidelity prototype

high fidelity prototype link:
https://xd.adobe.com/view/
988fa331-6246-4b53-879f-
5452abb8b232-
cddc/?fullscreen

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Accessibility considerations

1

Consistent design choices.
A consistent color palette was used and all the call to action buttons are simliar and are easy to find.

2

Clutter free.
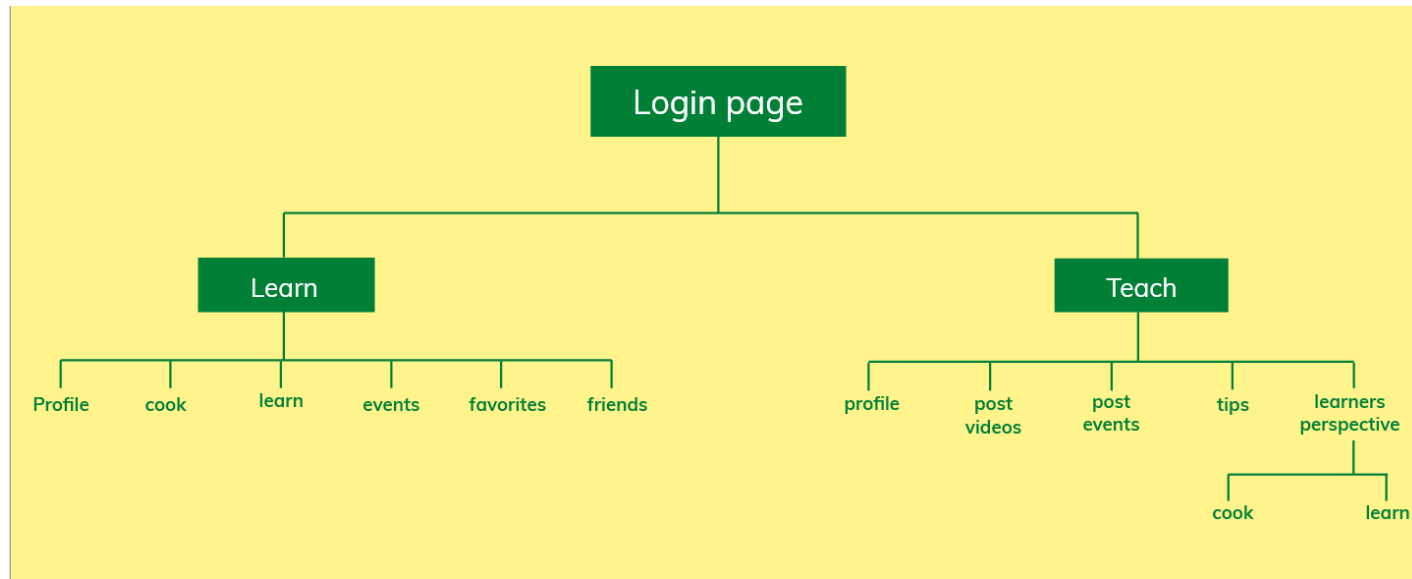Neat design with less clutter, easy to understand

3

Hierarchy in text.
The text is readable with hierarchy based on importance.

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Responsive Design

- Information architecture
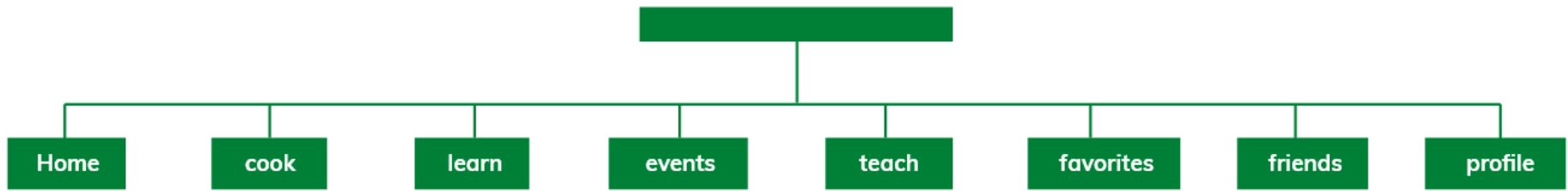- Responsive design

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Sitemap for app

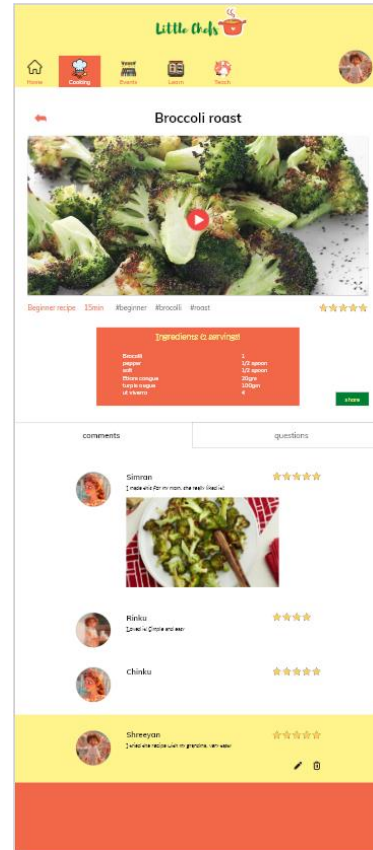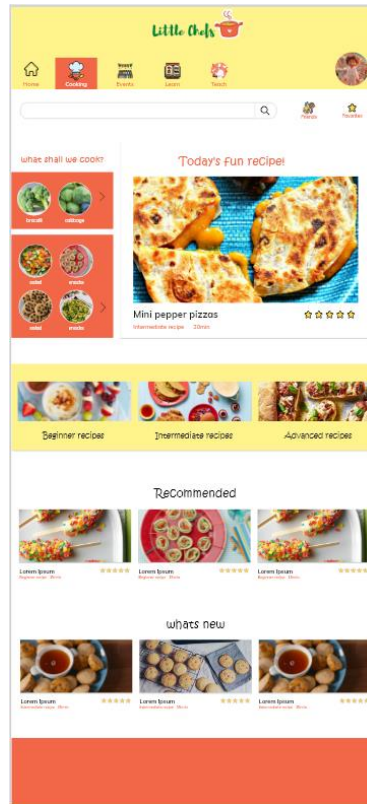One can enter the app as a learner or as a Teacher. The user experience is customized accordingly.

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Sitemap for website

Unlike the app, the website is not customized based on the type of the user.

Home   cook   learn   events   teach   favorites   friends   profile

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Responsive designs

These are the mockups for
the desktop website.

Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The design looks good. The features are very well thought out.

What I learned:

I have learnt to make my designs more simple and easy to use with all the necessary features. My thought process has become much clearer. I have improved my visual design.

Next steps

1

I would like to experiment a bit and make the design more interesting as it is made for kids.

2

Get more feedback

3

Design other flows

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Thank You!

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