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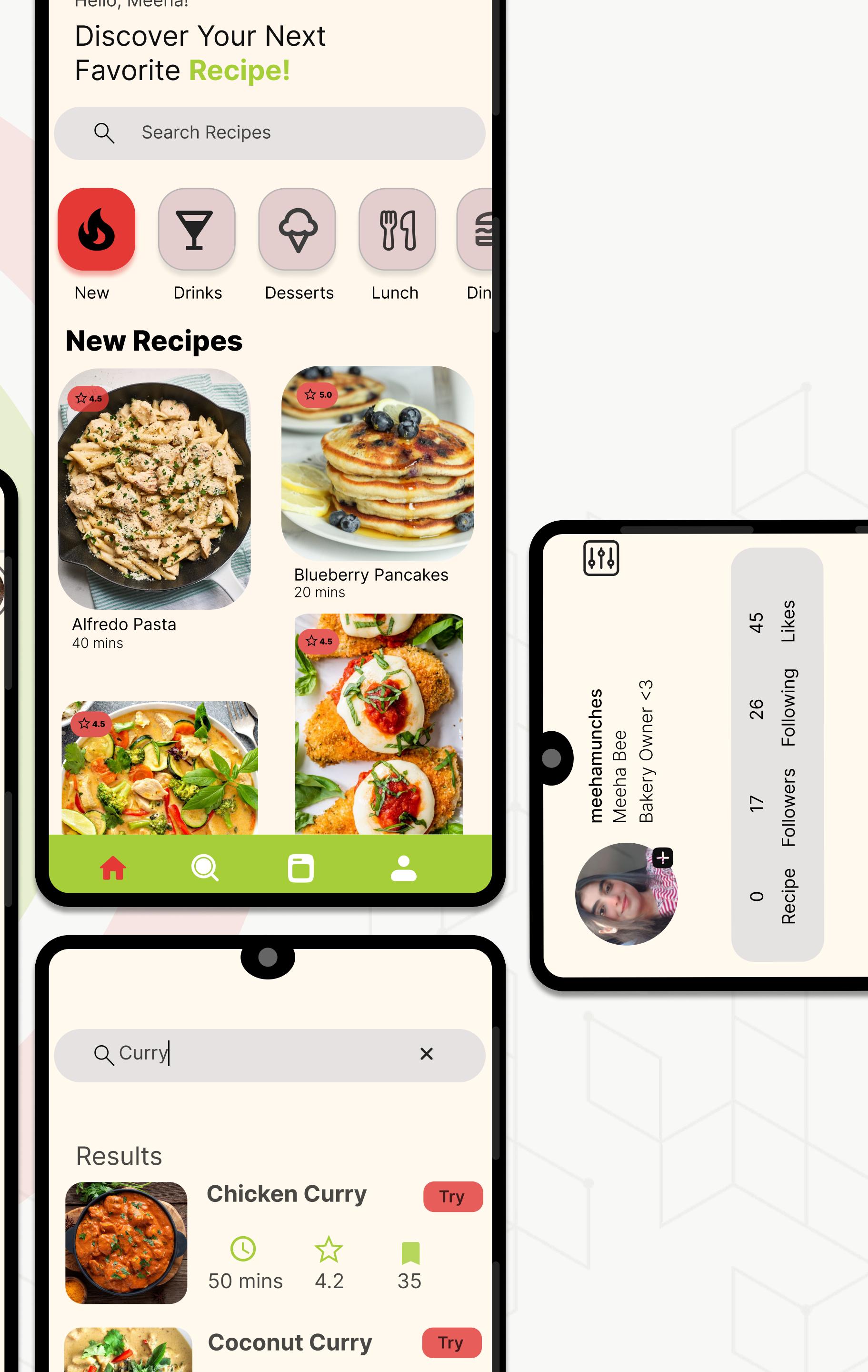
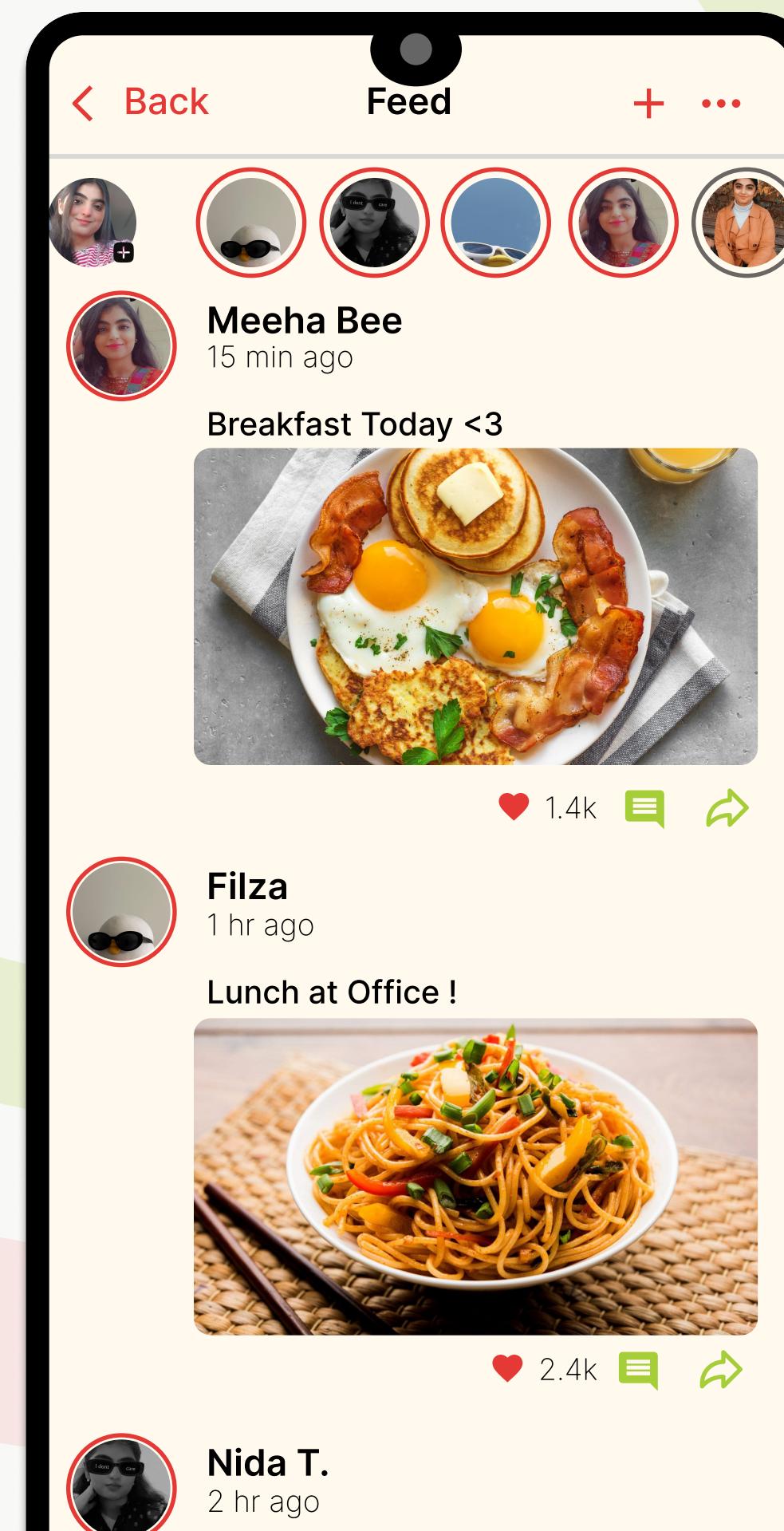
Discover, share, and enjoy a world of recipes with friends.



Project Duration

June-July 2024

Palate: A Social Recipe App for Home Cooks



Project Overview

Palate is designed to inspire and connect home cooks by offering a diverse range of recipes in a user-friendly, categorized format. Users can explore new culinary creations through categories like New Recipes, Drinks, Breakfast, and Dinner. The app also integrates social features, allowing users to see what their friends are cooking, share their own recipes, and receive notifications about new posts and interactions.



My Role

Solo UX/UI Designer

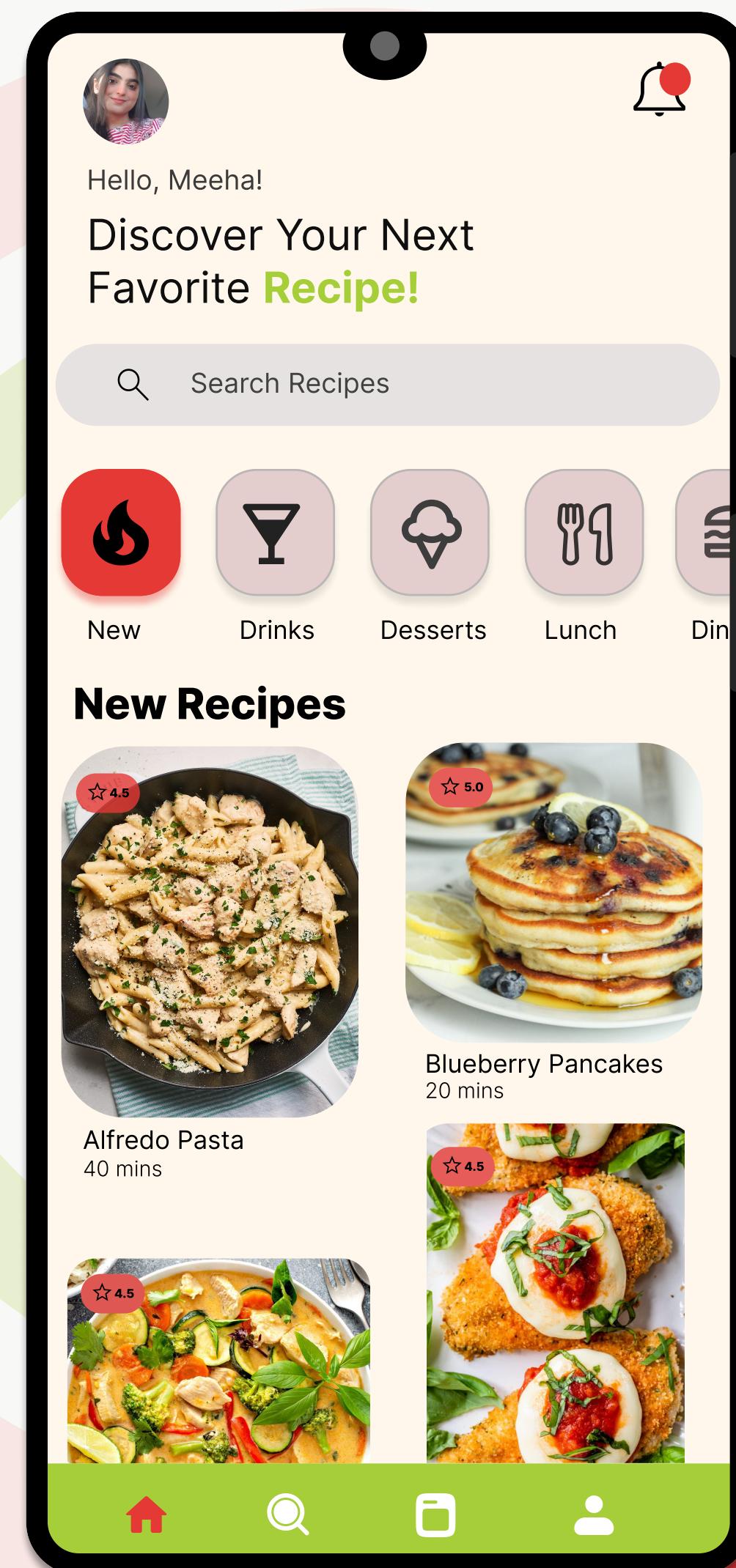


My Responsibilities

- Conceptualization
- User Research
- UI/UX Design



Tools



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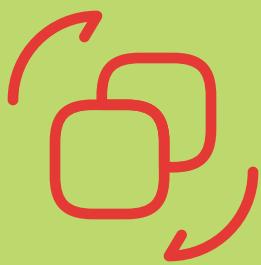
The Problem

Existing recipe apps often suffer from cluttered interfaces and poor navigation, making it difficult for users to find new recipes and connect with others who share their culinary interests. Users struggle to discover fresh, inspiring content and lack a social platform to share and engage with friends over cooking experiences.

The Goal

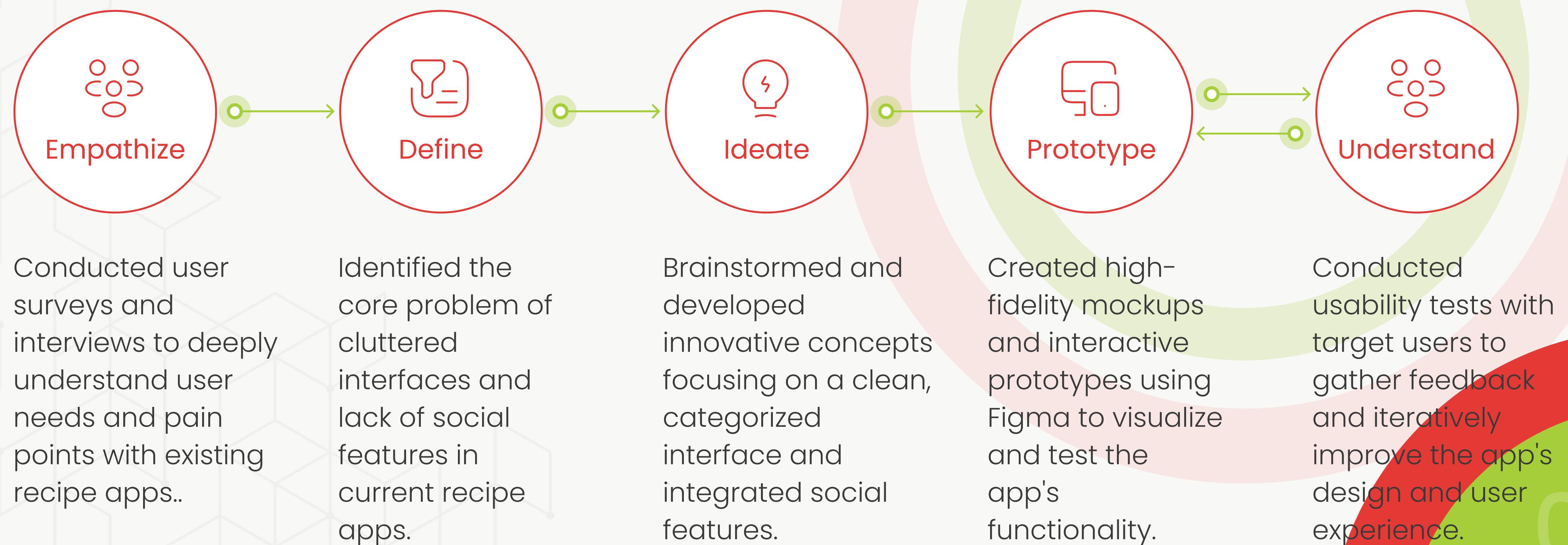
The goal of Palate is to create a user-friendly recipe app that simplifies the process of discovering new recipes while integrating social features to connect users with their friends. The app aims to offer a clean, intuitive interface with categorized recipes and a dynamic social feed, enhancing both the individual and social cooking experience.





Design Process

The design process for Palate involved a comprehensive and iterative approach to ensure a user-centered and engaging experience. We started by deeply understanding user needs and pain points, which informed our problem definition. Through brainstorming and concept development, we created innovative solutions. We then visualized these ideas through prototyping and conducted thorough user testing to refine the design.



User Research

User research for Palate focused on understanding the needs and behaviors of home cooks. We conducted surveys and interviews to gather insights into how users discover and share recipes. This research revealed several key pain points, including the difficulty home cooks face in deciding what to cook each day and the desire for a more intuitive interface and stronger social connections within cooking communities. These findings informed the design decisions, ensuring Palate addressed the specific challenges users faced with existing recipe apps and provided fresh, daily inspiration for their meals.

Additionally, we identified that users often felt overwhelmed by the volume of content on other platforms. By incorporating a **"New Recipes"** section, Palate helps users easily find the latest culinary creations, keeping the cooking experience exciting and manageable. This approach ensures that users have access to new ideas regularly, making meal planning simpler and more enjoyable.

1

User-Centered Design

Developed through extensive user research, ensuring the app addresses real user needs and pain points.

2

Categorized Recipes

Offers easy navigation with categories such as New Recipes, Drinks, Breakfast, and Dinner.

3

Social Integration

Features a feed page where users can see what their friends have posted, enhancing social interaction and community building.

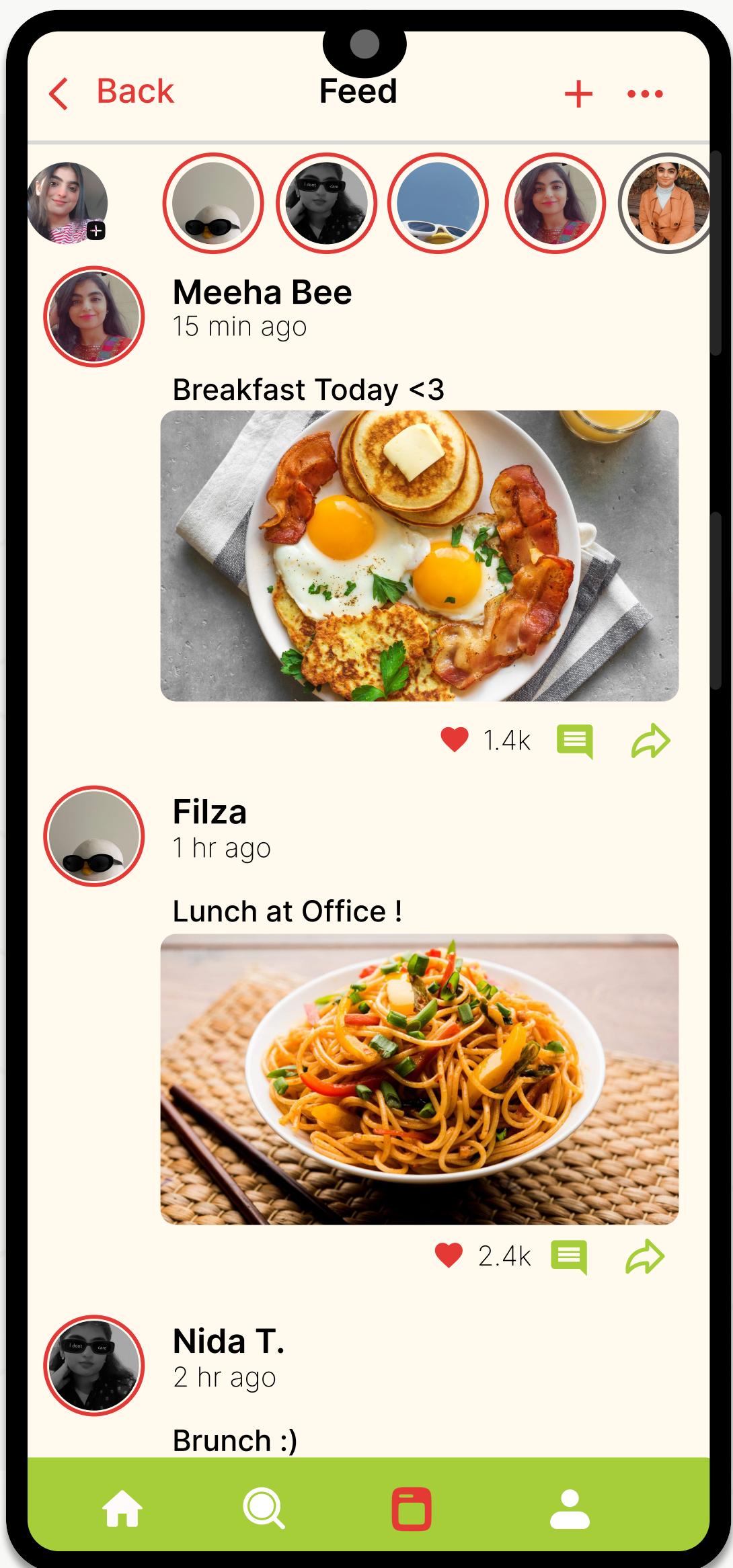
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Profile Customization

Users can bookmark favorite recipes, and manage interactions, enhancing their sense of ownership and engagement with the app.

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Pain Points



1

Recipe Overload

Users might feel overwhelmed by the sheer number of recipes available, making it difficult to find exactly what they want.

3

User Retention

Retaining users can be difficult if they don't see continuous value in using the app.

2

Engagement Drop-off

Users might lose interest if they don't receive timely notifications or engaging content updates.

4

Search Functionality Limitations

Users may struggle with finding specific recipes if the search functionality is not robust enough.

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User Personas

Nida Tanweer



Age: 41

FAMILY: Married, 2 Kids

LOCATION: Karachi, Pakistan

EDUCATION: University of Karachi

OCCUPATION: creative Designer

Bio

Nida Tanweer, aged 41, is a married professional with two university-going children. Balancing a busy career and family life, she seeks convenient and time-saving meal solutions that fit her family's diverse tastes and hectic schedule.

Goals

- Discover new recipes that are quick and easy to prepare, suitable for family meals.
- Improve cooking skills to meet dietary preferences and nutritional needs of her family.
- Save time by efficiently planning and organizing meals.
- Explore diverse cuisines and cooking styles to introduce new flavors and experiences to her family's meals, promoting culinary creativity and enjoyment.

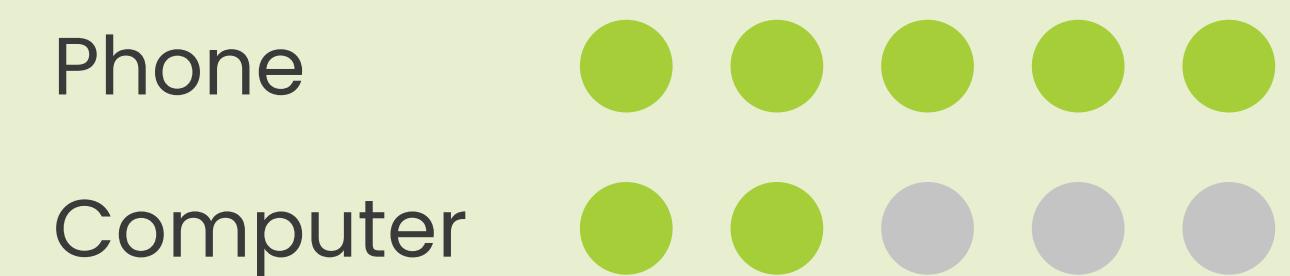
Frustrations

- Time constraints due to balancing work, family responsibilities, and meal preparation.
- Feeling overwhelmed by the abundance of recipes available online.

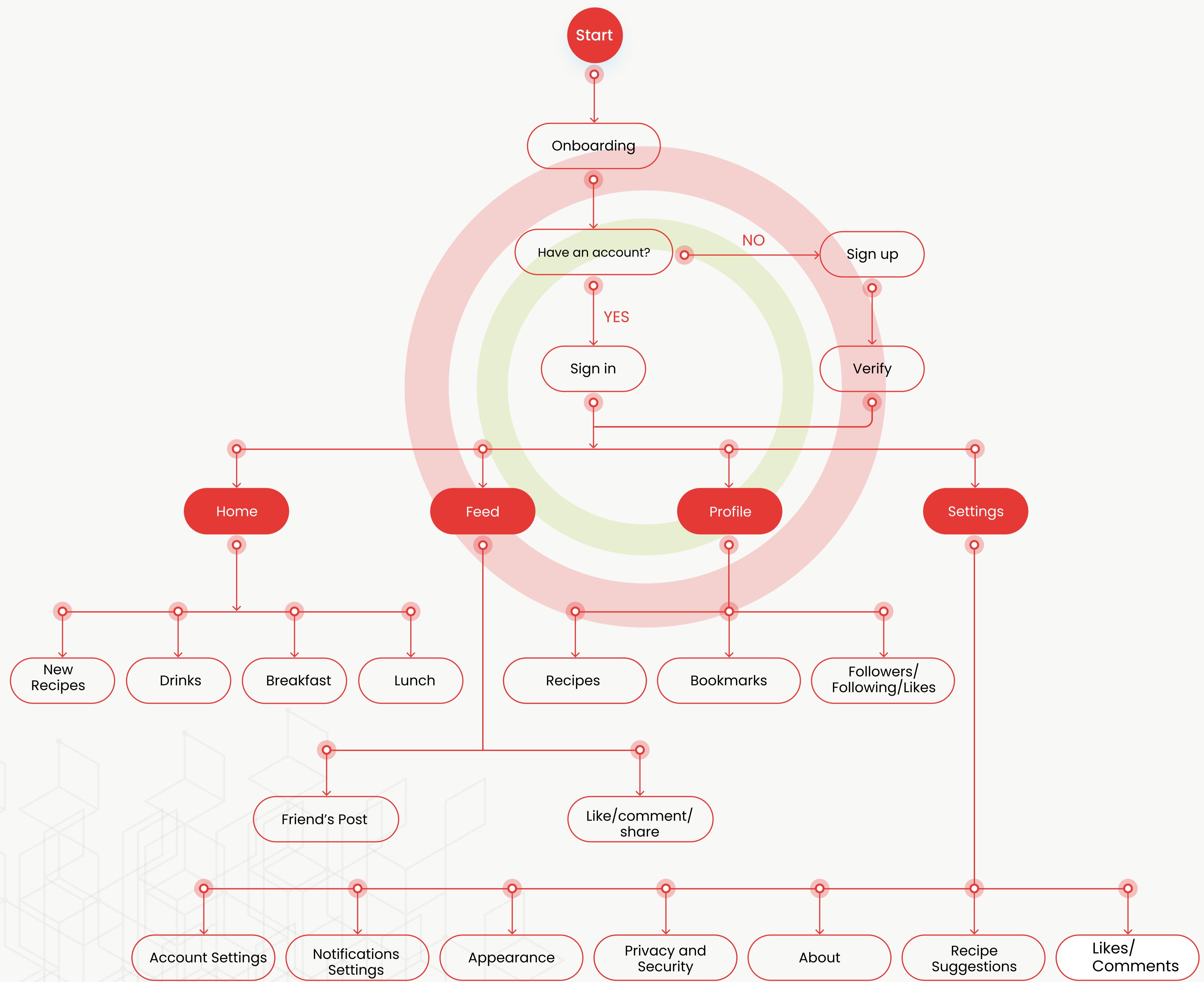
Motivations



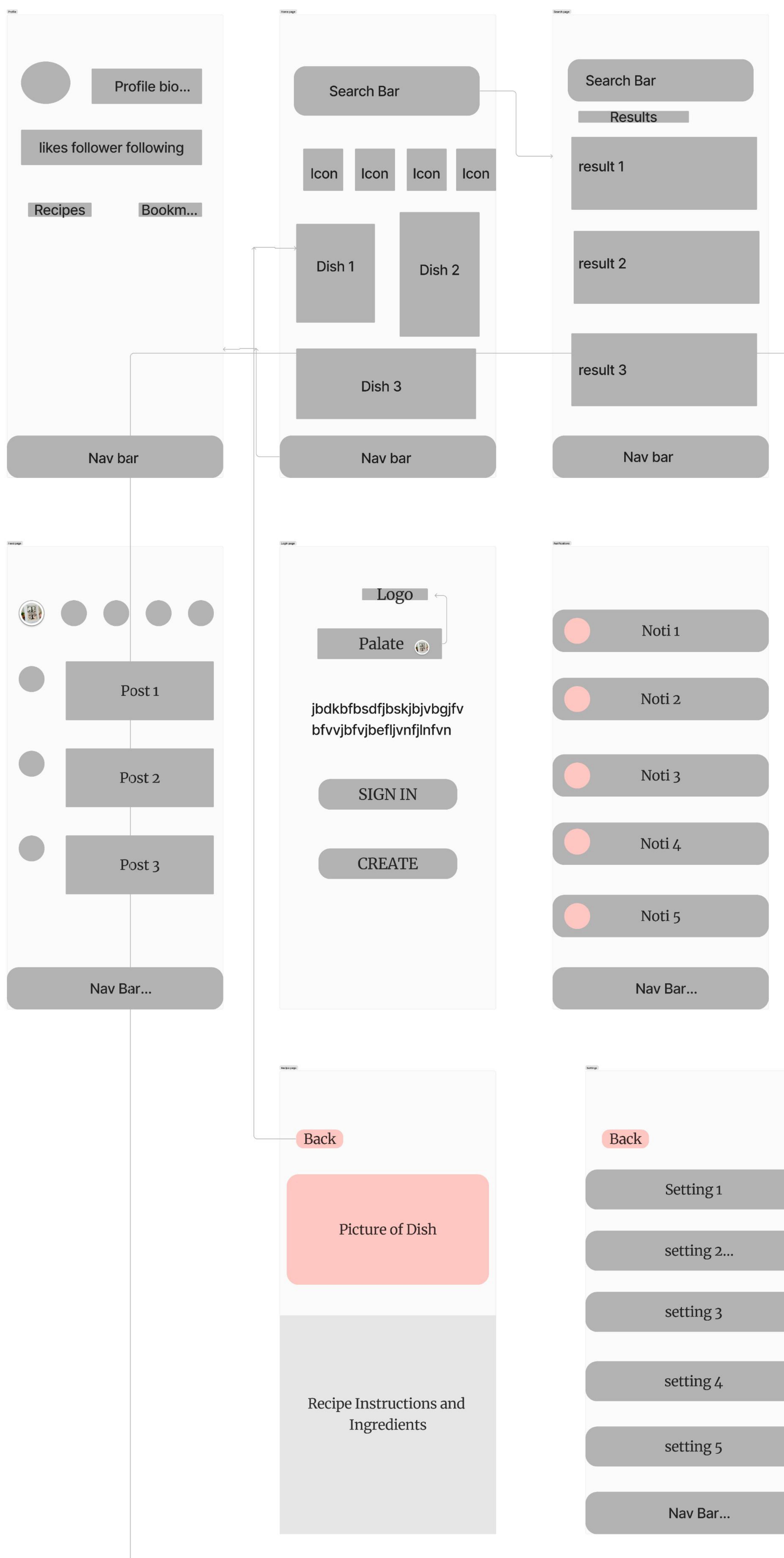
Preferred Medium



Information Architecture/User flow

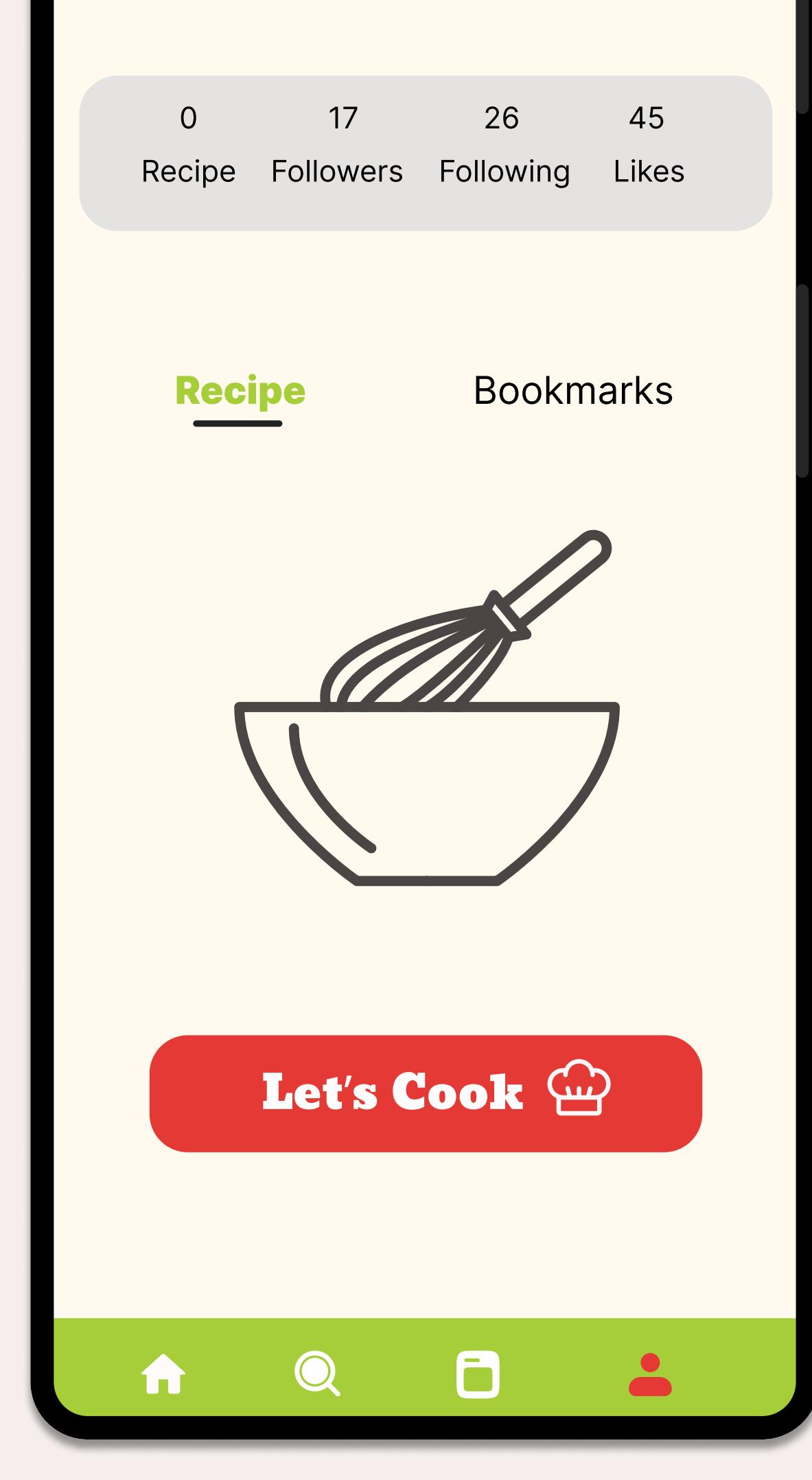
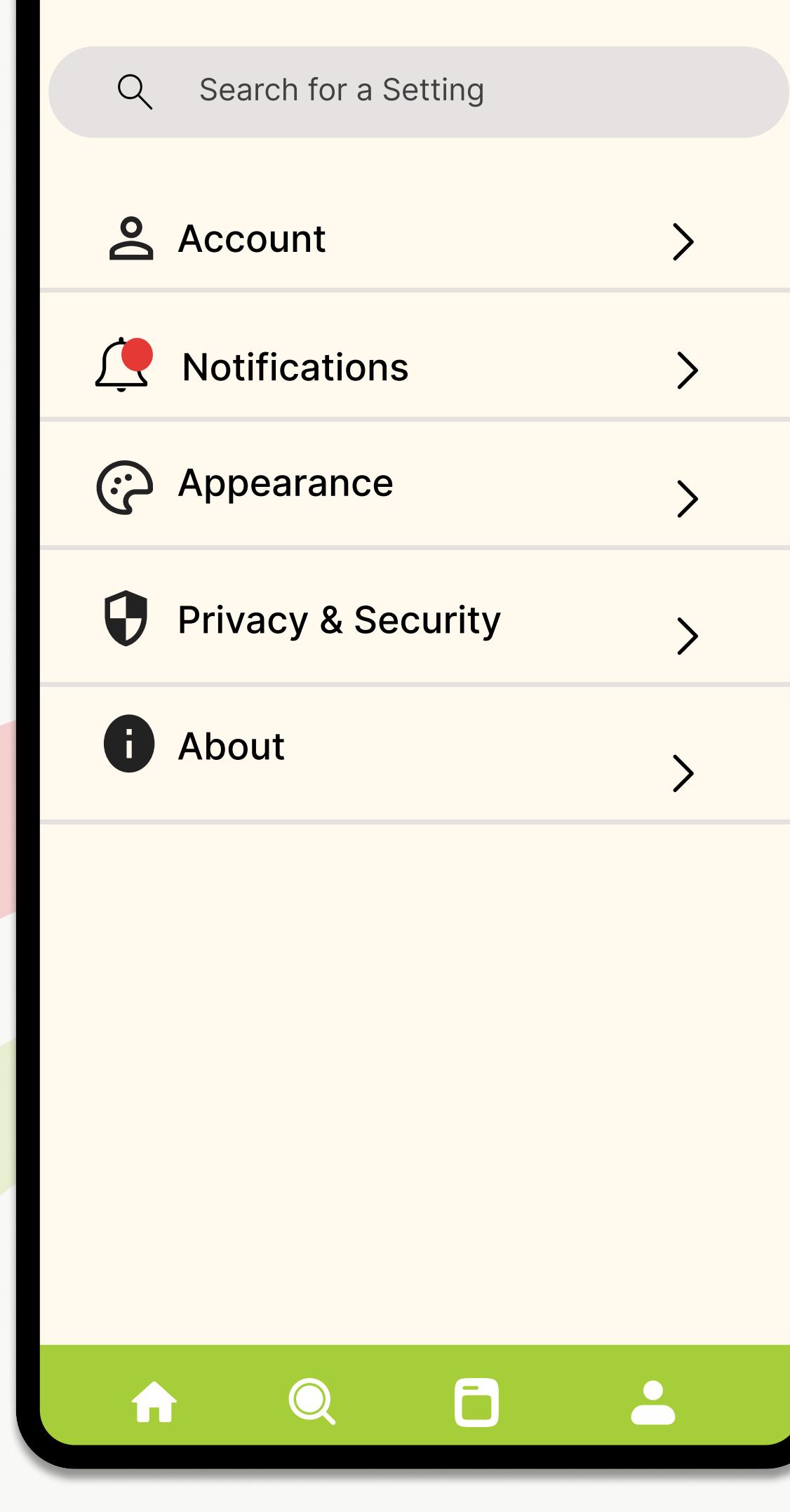
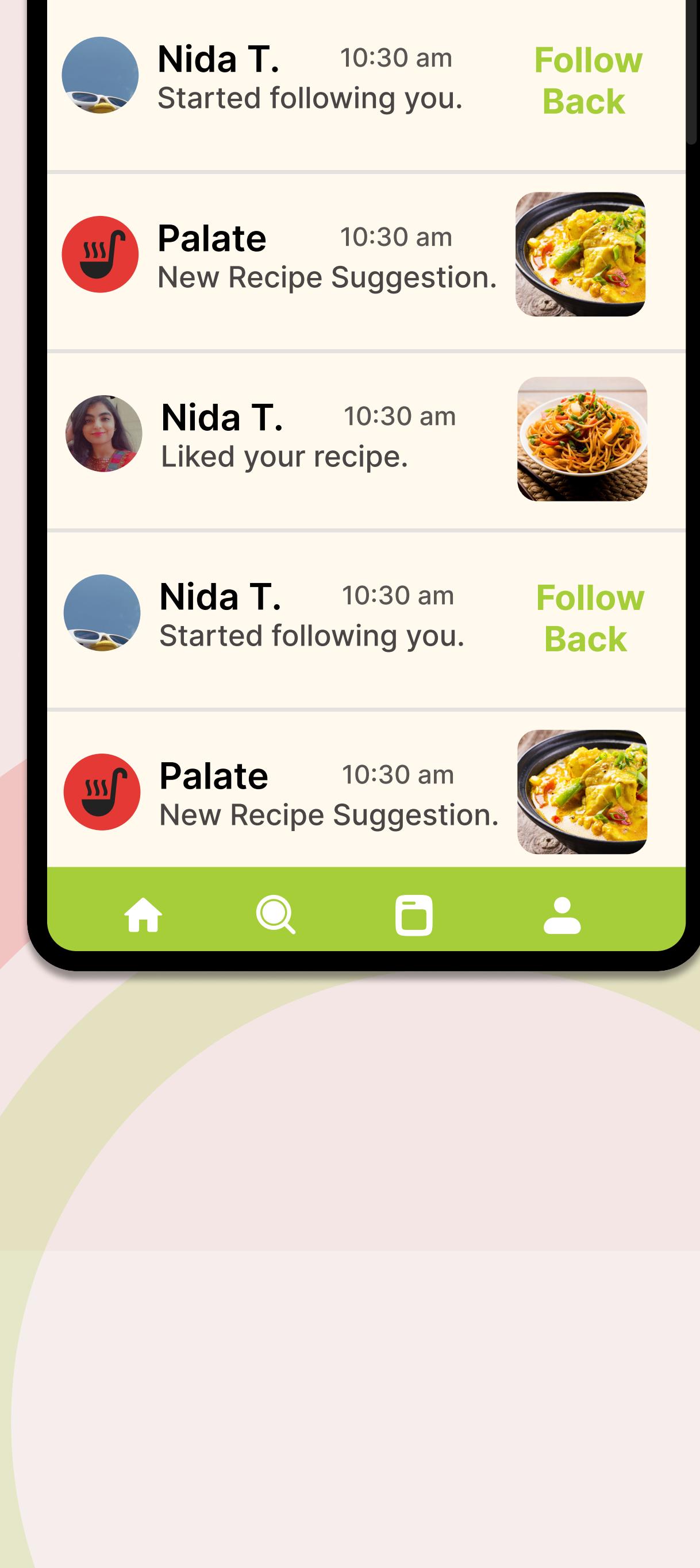
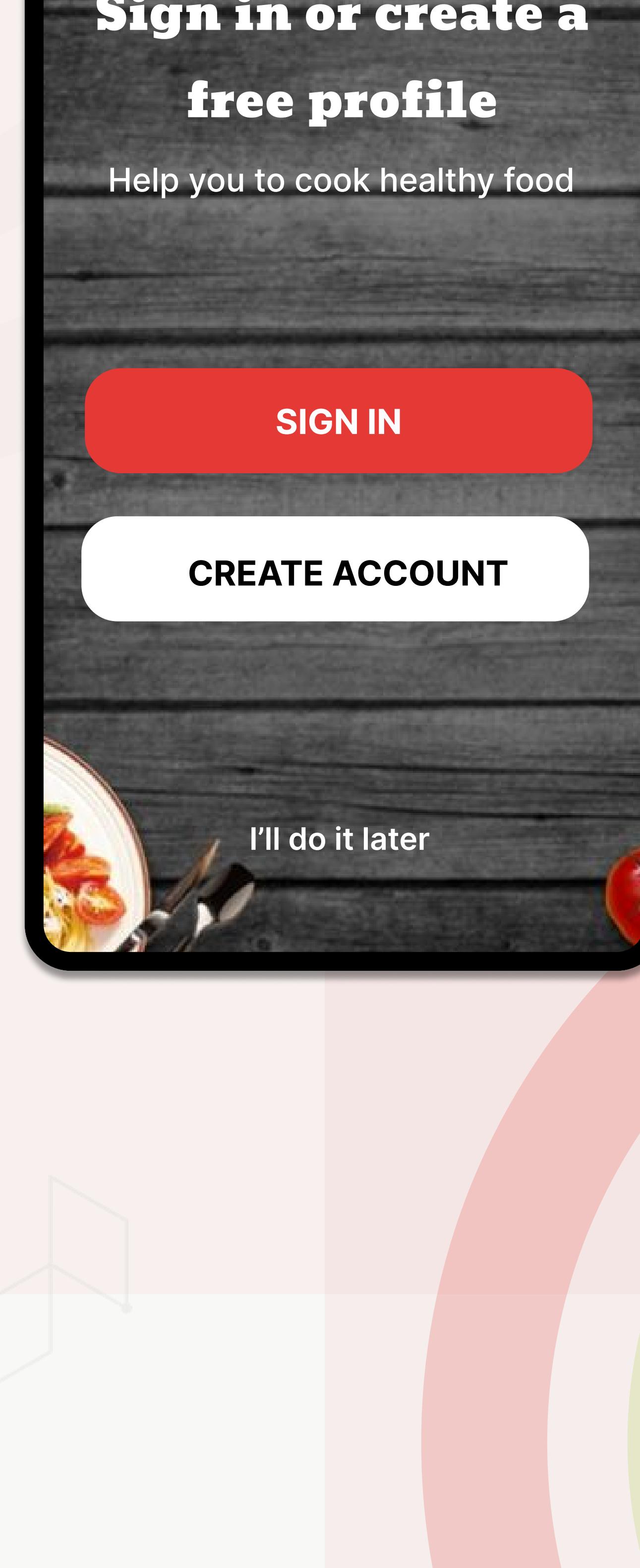
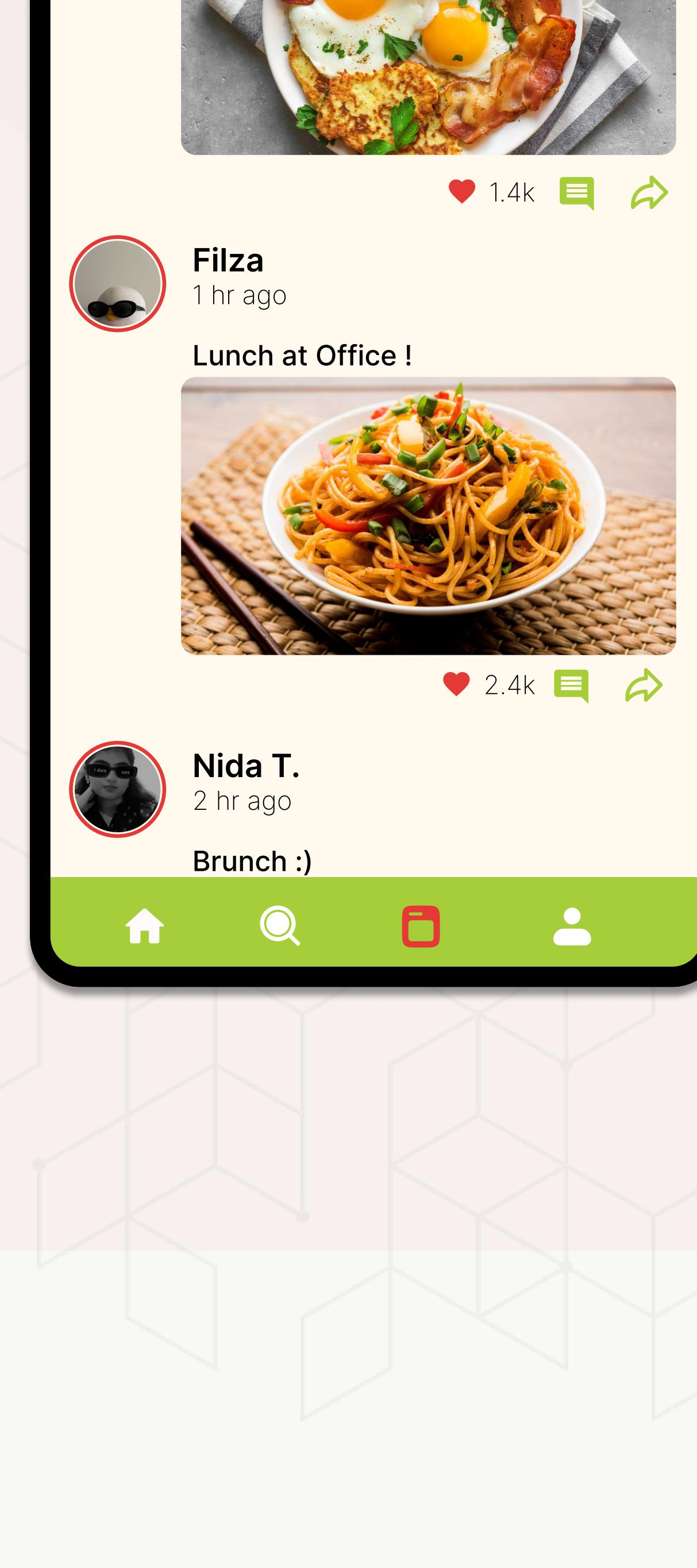
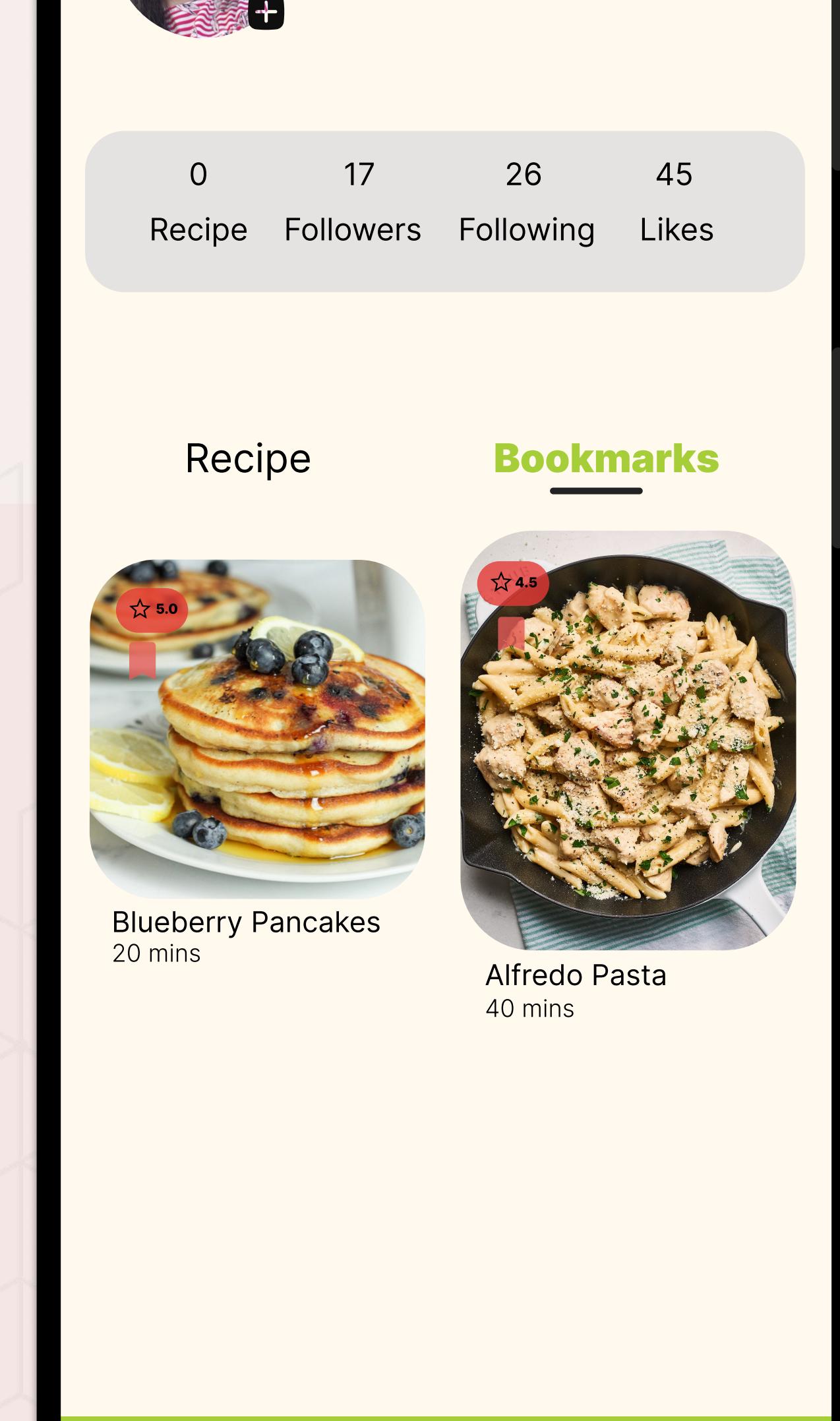
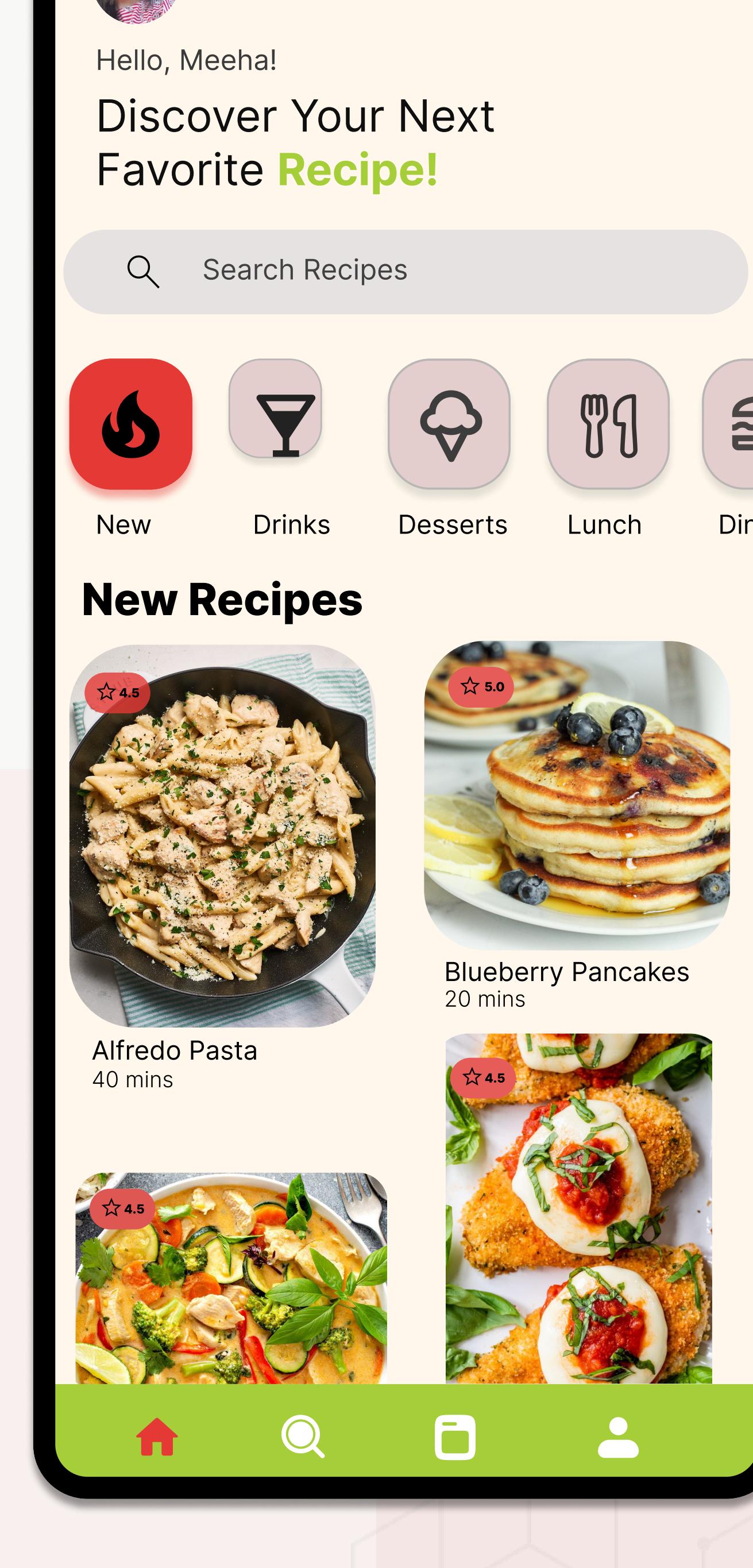
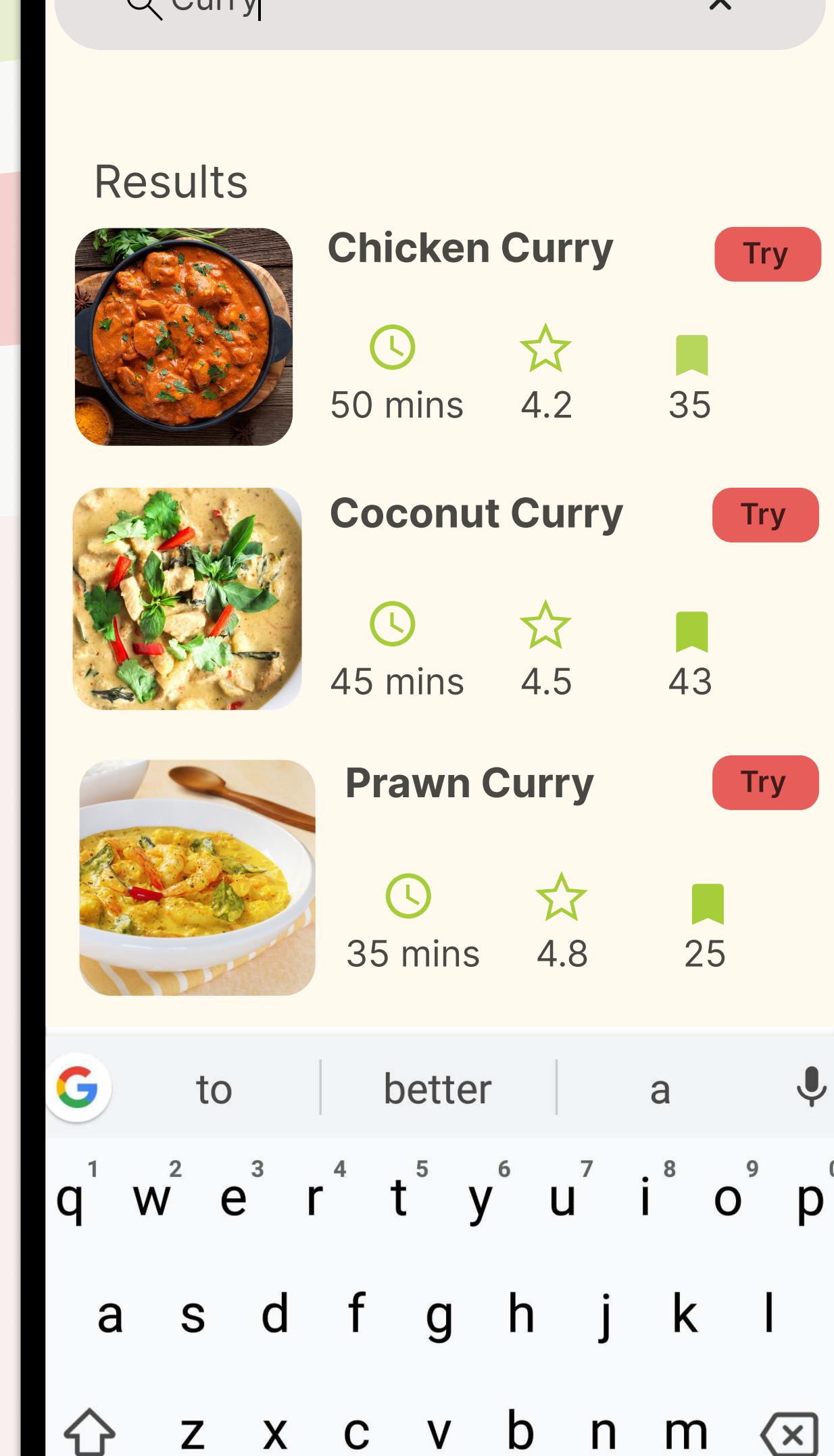


Lofi Wireframes



Hifi Mockups

Onboarding Screens



Style Guide

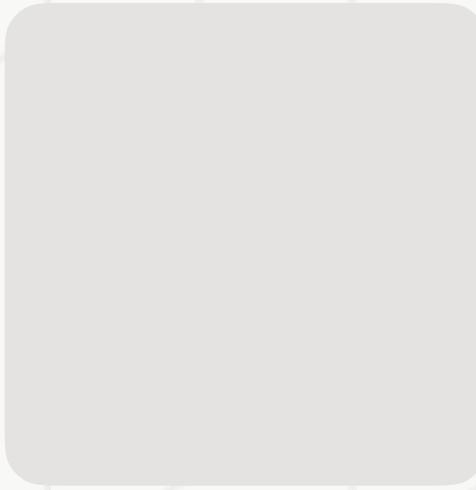
Colour Palette



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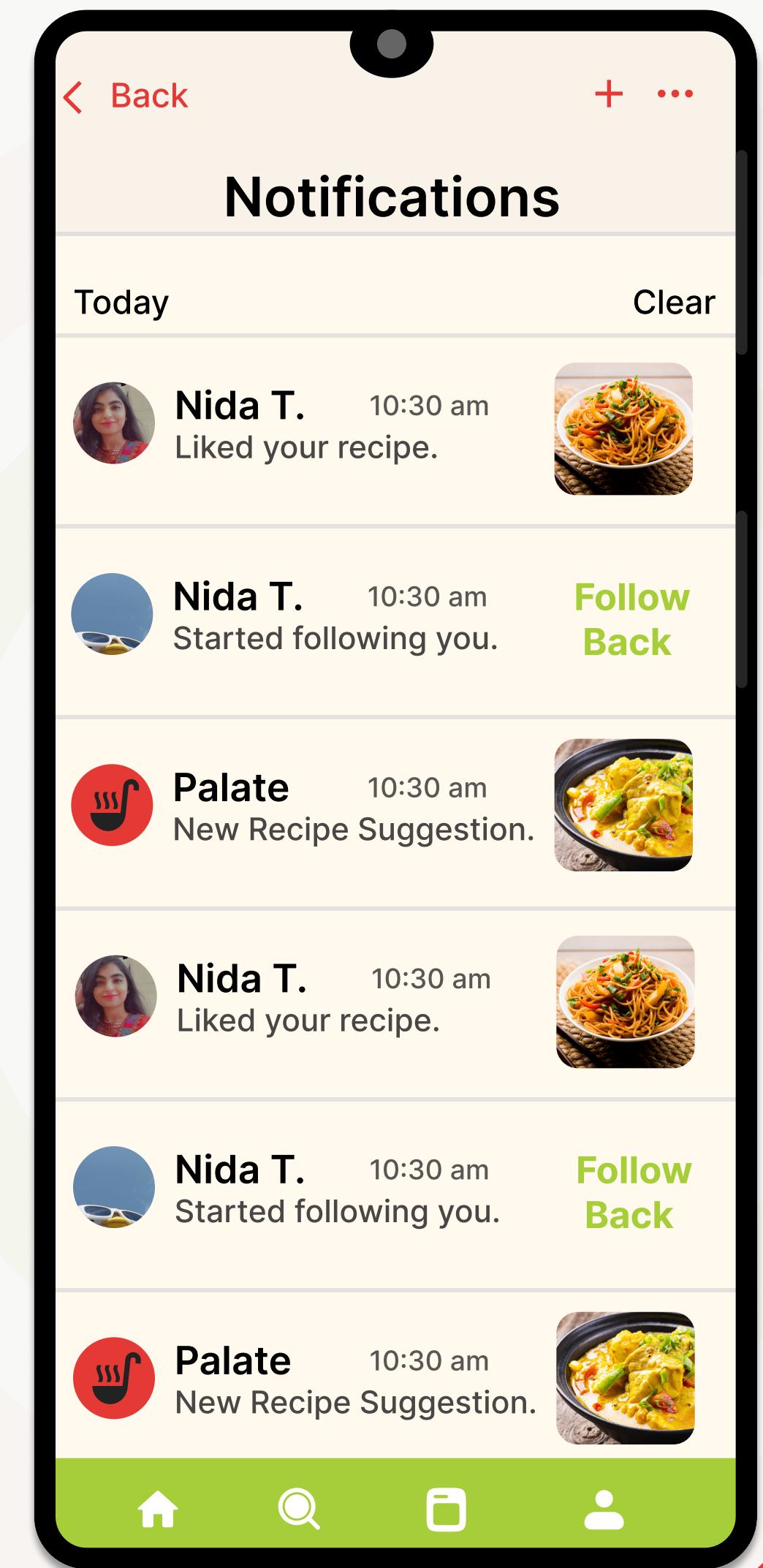


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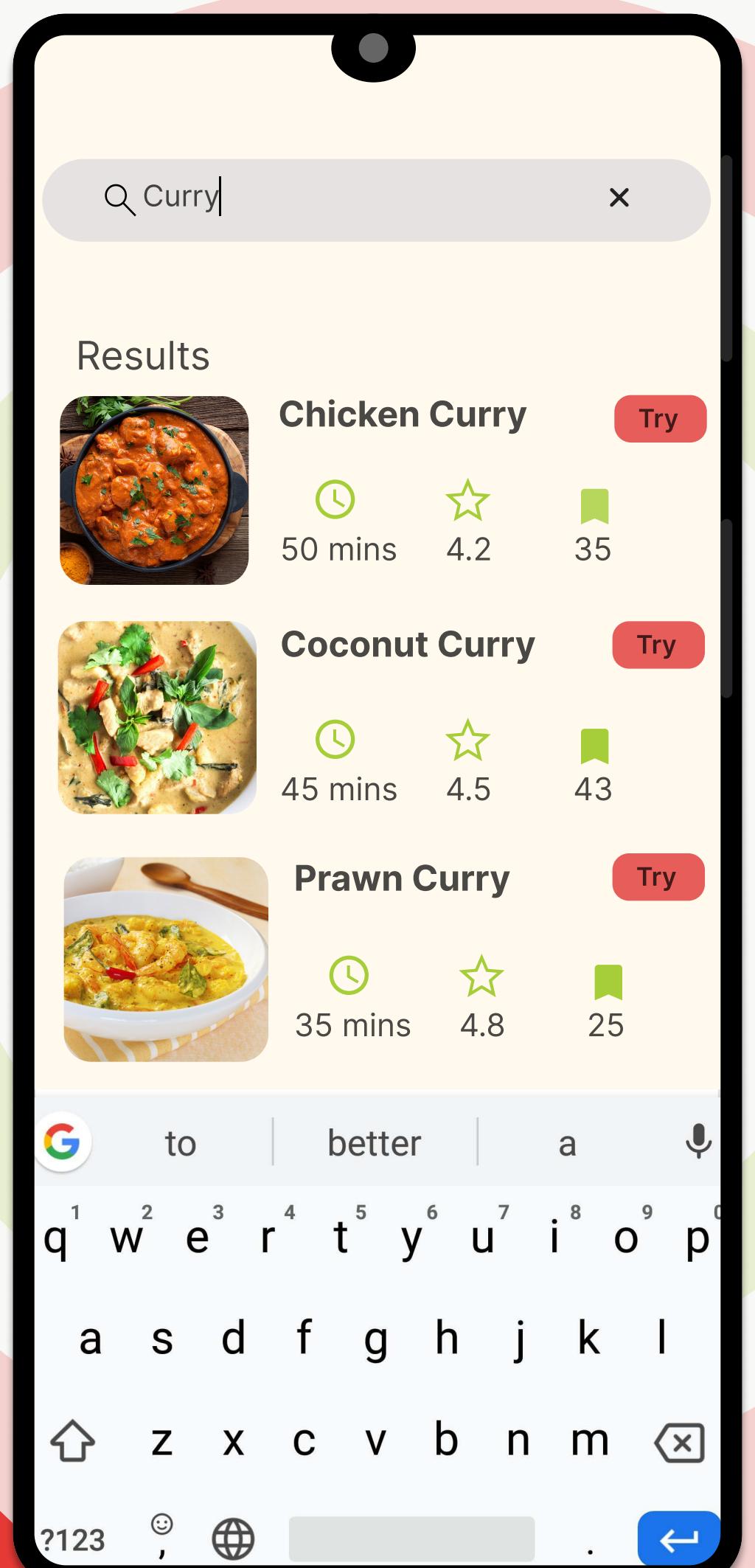
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Impacts



1

Enhanced Cooking Experience

Palate makes cooking more accessible and enjoyable with easy-to-follow recipes and step-by-step instructions, helping users like Nida prepare meals efficiently and reduce stress.

2

Increased Engagement

The app's social integration fosters a community of cooking enthusiasts, encouraging users to stay engaged, share recipes, and draw inspiration from others, boosting user retention and satisfaction.

3

Improved Recipe Discovery

Advanced search functionality and help users quickly find new and exciting recipes, diversifying their cooking repertoire and saving time on meal planning.

4

Time-Saving and Convenience

Features like bookmarking and notifications streamline the cooking process, allowing users to balance cooking with other responsibilities more effectively, particularly benefiting those with busy schedules.

Lessons & Next Steps



Lessons Learned

Designing and prototyping the Palate app provided valuable insights into the importance of user-centered design and social integration. The focus on intuitive navigation and personalized features helped envision an engaging user experience. Even at the design stage, it was clear that social elements such as follows, likes, and comments could foster a sense of community and encourage ongoing user interaction. These realizations highlighted the need for continuous user feedback to refine the app before its launch.

- **User-Centric Design Principles:** Prioritizing intuitive navigation and personalized experiences is crucial for creating a user-friendly app.
- **Value of Social Features:** Integrating social interactions can significantly enhance user engagement and retention, even in the design phase.



Next Steps

The next steps involve developing a functional prototype based on the design and conducting usability testing to gather user feedback. This feedback will inform iterative design improvements, ensuring the app meets user needs effectively. Finally, we'll prepare for a beta launch to refine the app further before its official release.

Let's Connect

I would love to hear your thoughts and feedback on Palate! Connect with me to share your experiences, suggestions, or any questions you might have. Reach out via email at talmeehatanweer@gmail.com.

Email: talmeehatanweer@gmail.com

LinkedIn: [www.linkedin.com/in/](https://www.linkedin.com/in/talmeeha-tanweer)

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