Website Design Overview

Affordable Recipes, No Added Sugar

SUMMARY

This is both a design and implement challenge which is aimed at designing MVP recipe pages under existed website. There are three basic requirements. Firstly, this design should demonstrate the advantages of the recipes including cost, wellness, and simplicity. Secondly, it should display pictures of the recipes as banner. Thirdly, it should be easy to maintain and scale up the number of recipes. In this project, I collaborated with UX researcher, content strategists to research, design, and implement the website pages.
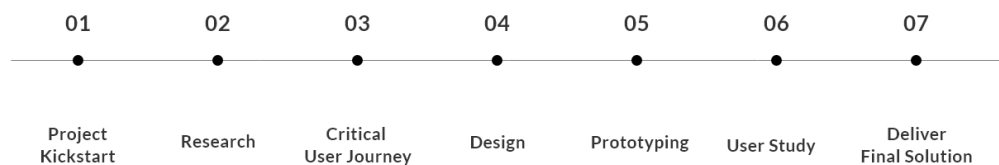
ROLE

Worked as both UI/UX Designer and Web Developer. Collaborated with cross functional team and key stakeholders.

METHOD & TOOL

Method: User research, Competitive Analysis, Visual Design, User testing
Tool: Paper, Adobe XD, HTML, CSS, Sitey

PROCESS OVERVIEW

01	02	03	04	05	06	07
Project Kickstart	Research	Critical User Journey	Design	Prototyping	User Study	Deliver Final Solution

DESIGN PROCESS

01
Project kickstart and 1:1 meetings

First of all, we found out the opportunity of creating an unique service that gives families a solution to fight childhood obesity through cooking healthy and affordable meals.

Before I worked on the web project, our organization has been developing, cooking, and documenting healthy recipes for weeks. I set up 1:1s with my team to learn about the project scope. In the 1:1 meetings, I learned more about their background and projects, the resources which are related to my project. They also introduced people who might be helpful for my project to me. I was also be able to improve our team's work processes and where to find resources through the meetings.

1:1 meetings

Team having self cooked lunch

Research

Sample competitor

Sample competitive analysis data

Learned about the nonprofit and recipe websites, and their use cases

What do non profit recipe website do? They combines the functionality of providing services to causes, fundraising and sharing the influence of their projects.

Research the scope of the project

To understand user needs, I interviewed both internal team and external people, used Google keyword trending tools to see users' preferences. I also further researched top nonprofit websites and recipe websites to gain more data to support next step of creation of user journey.

03

Critical user journey

Based on insights that I gained from research, I created user journeys to define use cases. I drew storyboards to understand user behavior and identify possible functionality. The critical user journeys help us better find the use cases, pain points and what information users need when they use the website.


Sticky notes photo on Unsplash

04

Start to design!

After defining the critical user journey, I started to brainstorming. I sketched on papers to deliver my ideas. I shared the design with my teammates and gained insightful feedback from them. Then I created wireframes and low-fidelity prototypes to gain further feedbacks and iterated the design and created several variations in this phase.
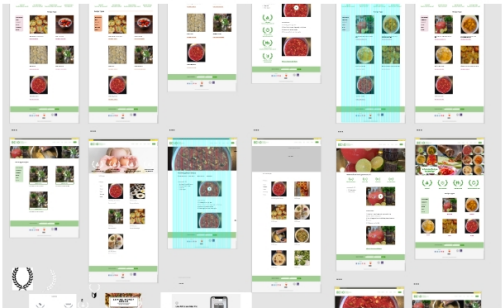

Sample design process

05

Prototyping

I used Adobe XD to deliver the prototype since it has the ability to create and share a high fidelity prototype with interaction so I can gain even more feedback before I implement the design on actual website. I quickly finished the prototype in 2 days-- thanks the help from team members to draft and review contents and find pictures for me!

At this phase, I had several variations of the design. To better understand users' intent and see their reactions to the design, I planned to do user testing.
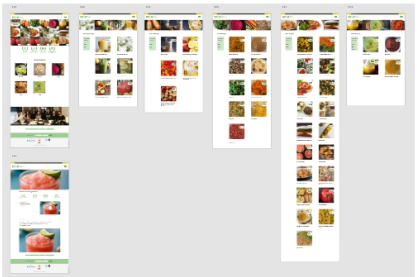
Sample prototypes

06

Evaluate and iterate

• After having functioning prototypes, I collaborated with user researcher to create user testing plan, recruit participants and implement the plan. I tested the prototypes with 6 participants. It was very exciting to see them interact with prototypes and observe their behavior!

• After that, I prioritized my ideas based on the feedback from the testing, identify usability issues and then iterated the design accordingly with a new UX intern.

• MVP & Next Step

Usability testing photo on Unsplash

07

Deliver the final design, implement, and proactively share the design with everyone!

KEY TAKEAWAYS

Collaborate with cross-functional team

It was amazing to collaborate with experienced UX Researcher, Content Strategists, and Product Owner. I learned to communicate effectively and efficiently with cross-functional team. Also, I learned a lot from the process of brainstorm, paper prototyping. I learned to design tasks for user testing to avoid bias.

Be more proactive

I learned to set up meetings with stakeholders and share my work with my team proactively. This helps entire team understand what I do and identify the barriers to success clearer. I also documented my experience of using Adobe XD with my team because the team is also in a transition stage.