User Centric Design.

Despite our proposed app having many moving parts and useful function we realise that recipe focused applications are prevalent and easily accessible in the current internet space. Standing out with a unique concept will not be enough to capture our proposed audience and our application will need to be easy to use and intuitive for new and returning users.

Heuristic Evaluation

Unfortunately, we will not have a readily available test bed of users to have users perform testing on the apps ease of use, however our application relies heavily on our users being able to search and filter for their preferred meal. Therefore we have decided to implement and attempt to improve on design elements by other e-commerce sites such as Amazon and existing Meal Planner. Noted reference (<https://blogs.commons.georgetown.edu/cctp-820-fall2019/2019/11/13/design-interaction-amazon-app-as-a-shopping-medium/>) Mainly we aim to follow these rules

* Offering our users a measure of flexibility how they wish to search for a meal. This would mean giving them multiple options from our Filters page that are readily available
* Ensure that our Recipe Guides are uniform throughout our webpages and are similar to popular existing Recipe Apps. This will allows users who are already used to a Recipe App to easily transfer that knowledge to our Application.

Additionally we will reinforce these design philosophies by iteratively teting them with our set of use cases. These Use Cases will attempt to capture the experience of our main groups of users.

1. The Average Consumer seeking a recipe.
2. A user with specific dietary restrictions such as Vegetarian, Halal, Kosher and Vegans
3. A thrifty shopper attempting to reduce the costs of their meals.
4. A shopper focused on making a meal using their existing ingredients.

With these core groups we will use a set of generic cases for each to follow name

1. Navigating the application using only the search bar to find their meals based on the meals name.
2. Finding a meal using our built in filter tools.
3. Saving a meal for use later
4. Adding a new recipe to our application

Our plan is that by imitating these groups attempting to navigate our application we can improve on issues that our users could face. Additionally any well review aspects of our application can be focused on and used as a guide for improving the rest of our app.

We will refrain from performing any A/B testing as our resources will not have the resources our the user base to support creating two distinct versions of our application. Additionally for Web Analytics, unfortunately we will not have the a viable user count while in the testing phase to provide useable quantitative results.

However although A/B environment will not be available for testing we will simulate this effect in our design by reviewing multiple prototypes of designs of our application for the benefits of our users.