



/KITCHEN
COLLAB/

*You can cook if you want to
(you can leave your “buts” behind)*

P4: PROTOTYPE/EVALUATION

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Our design question:

How do we help busy people eat healthier and save money by cooking at home more often?

Our design solution: *Kitchen Collab*

Our research found that 95% of the participants who said they want to cook at home more often consider “lack of time” as their biggest barrier.

Grocery shopping is a big part of that time problem. Shopping involves making a proper list, commuting to/from the store, weaving up and down many grocery aisles, and waiting in line to pay for and bag your items. In addition, if you forget to buy an important ingredient, the process starts all over again.

Our design solution helps solve many of these time-intensive tasks.

The Kitchen Collab app empowers customers to quickly select recipes, make modifications if needed, add additional items, and submit a request to pick up the groceries at a convenient place and time. By having the groceries already packed and paid for, zipping by the store on the way home from work is quick and easy.

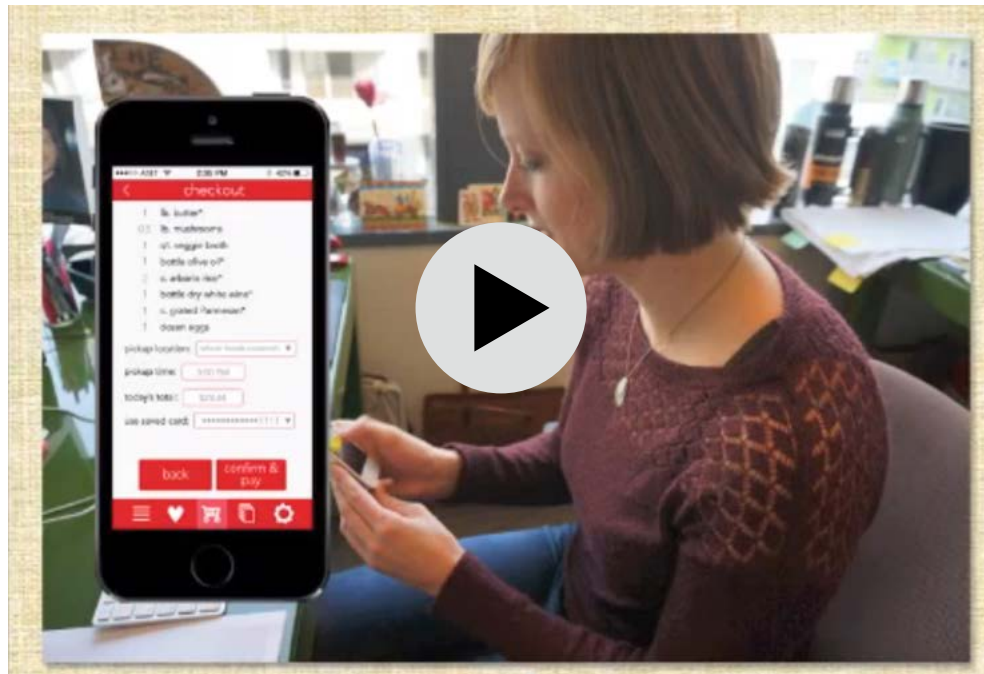
Users can choose if and when they’d like to be reminded about cooking and Kitchen Collab will send them a notification. Suggested recipes are based on the user’s personal preferences and take no more than 30 minutes to prep and cook.

FINAL PROTOTYPES

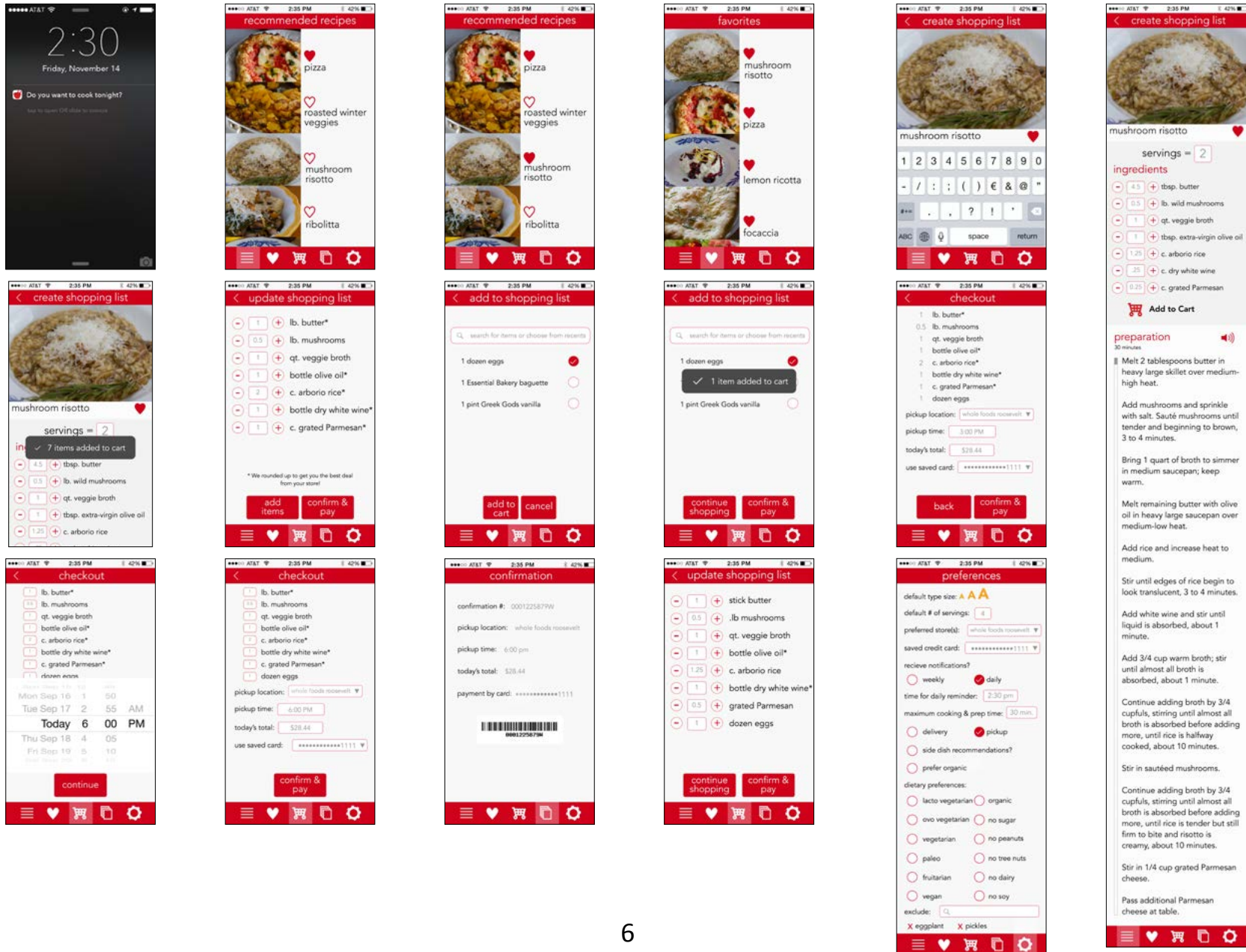


Our video prototype demonstrates the full Kitchen Collab experience from registration to meal time:

<http://youtu.be/2Xw-bw5QvXY>



Our high fidelity mobile app prototype walks the test user through the grocery ordering process starting with receiving a cooking reminder midway through the day. See online at <https://www.flinto.com/p/50946091>

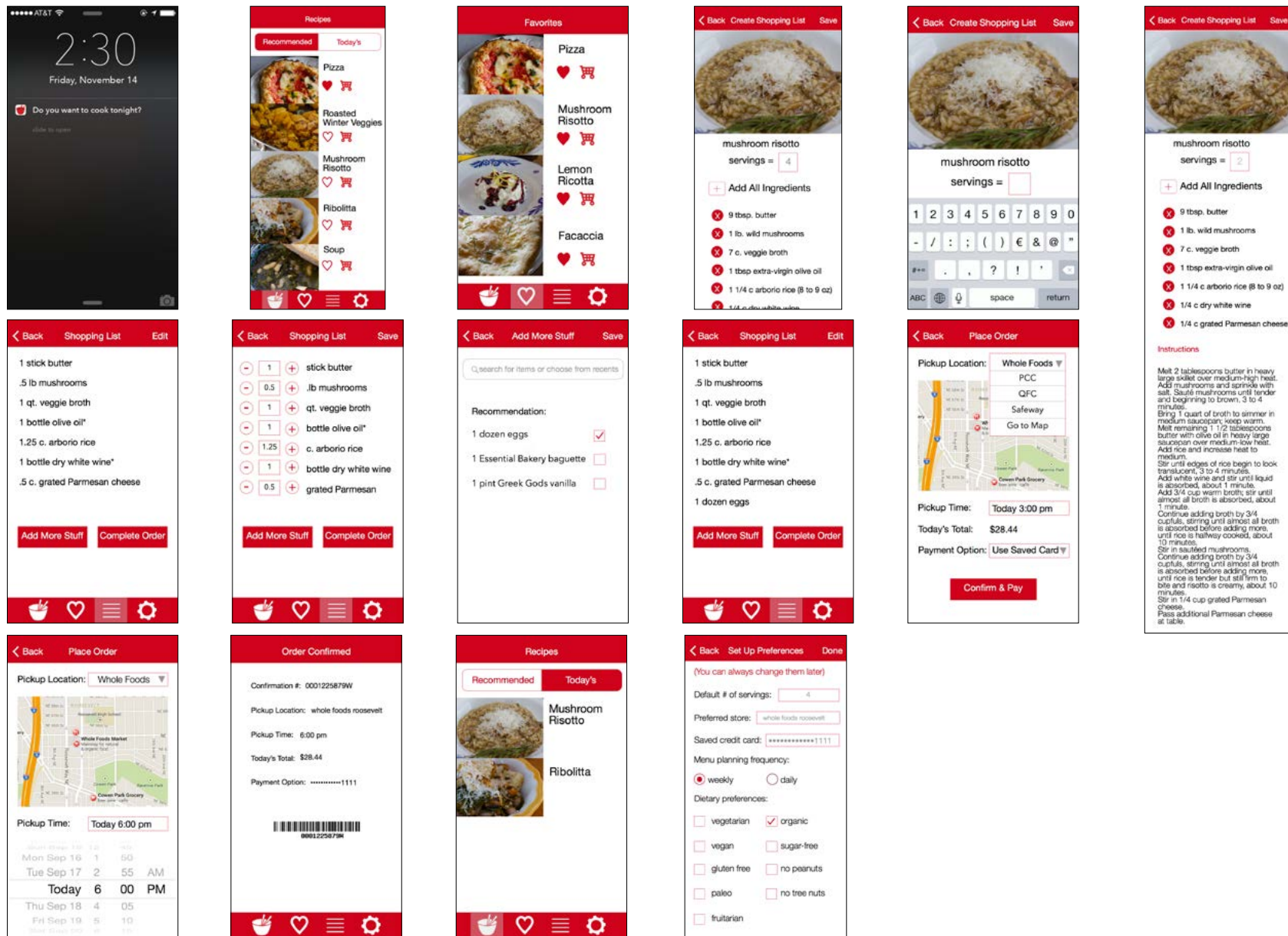


EVALUATION



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Our first prototype, used for usability testing.



USER TESTING/TASKS

Goal: Your goal is to order groceries for tonight's dinner.

Tasks:

1. Look at suggested recipes and add mushroom risotto to your favorites.
2. Choose mushroom risotto from your favorite recipes, change the number of servings to 2, and purchase all of the recommended ingredients plus a dozen eggs.
3. Arrange to pick up your order at Whole Foods Roosevelt at 6pm. You want to pay with your saved credit card.

Follow-up questions:

About the prototype:

- Was that easy to use?
- Would you use this service?
- Did it do what you expected? If not, what did you expect?
- How easy or difficult was it to use?
- Do you think it took an appropriate amount of time given the tasks?
- Is there anything else that you would want to change/improve about the application?

About the service:

- How do you think this service may be helpful?
- Would you use this service?
- Would you recommend this service to a friend or family member?
- How much would you expect to pay for this service?
- Is there anything else that you would want to change/improve about this service?
- Overall: Is there anything else that you would like to tell me about your experience using the app or the service in general? Anything we can do to improve this (app or service)?

Things that we should note/"critical moments" to capture:

- How long did it take to get through each step.
- What were points of confusion/where did users hesitate?
- What were surprising moments - positive or negative.

TEST RESULTS

About the prototype:

Did it do what you expected? If not, what did you expect?

It's what I expected.

Everything is easy and well organized. Nothing unexpected except the add all ingredients part.

How easy or difficult was it to use?

It seemed overwhelming at first but maybe that's because I've never seen it before. As I spent more time with the app, it got easier to use. I wanted to be able to click around and explore more but I understand this is still in development.

I think it is very easy to use.

Do you think it took an appropriate amount of time given the tasks?

I think so. It seemed like a lot of back & forth between screens but again, it may be because i don't know this app. I can't think of anyway to make it less that way.

Yes, it doesn't take too much of my time.

Is there anything else that you would want to change/improve about the application?

I would like to be able to have a button that just said “give me what I ordered last time”. I’m a pretty repeat shopper. Also, the “add ingredients” from the shopping list, I would like to be able to only add some of the ingredients - not all at once.

About the service:

How do you think this service may be helpful?

I like the idea of not having to go into a grocery store - that sounds nice. But I usually only want to go to the store once a week. I’d like to be able to add multiple recipes to a shopping list and then have the groceries combine together so I get everything I need for a week. Going to the store every day isn’t practical for me with 2 kids - so even though it helps that I can get groceries without getting out of the car, I’m still only going to the store 1 x per week.

I like the idea of not having to go into the store but I’d also love to be able to give feedback to the stores. Since they are essentially choosing the brand of each item for me, **I want to be able to say “yes, more of that” or “please don’t give me xyz brand again”.**

I think it is helpful, especially if you add the function of purchased recipes, and when I cooked already I could mark it as cooked and it disappears from “today’s”, and then I will know what’s left there I could cook. That way, it actually solve the problem that I always forget to cook something in my fridge and they go bad after too long.

Very helpful.

Would you use this service?

Yes - if I can do it only 1 x per week.

Yes, when can I start!?

Yes, if it is not expensive.

Yes.

Would you recommend this service to a friend or family member?

Sure!

Yes, maybe to my family or friends who also cook.

How much would you expect to pay for this service?

I don't want to pay anything for it but maybe I would add a bonus or a tip after a few good interactions? It would be nice to add that to the app - where I could just **include a tip** if I wanted to before paying & then the tip would go on my credit card.

\$5 yes, probably. Especially if it was for a whole week. Or do you mean \$5 per bag? Free absolutely.

Something like a tip.

Is there anything else that you would want to change/improve about this service?

I would like to be able to hit a button on the app to let the people in the store know when I was there. Because **what if I hit traffic?** I may not get there right at 6PM so then do I have to get out of my car & go in? It would be nice to have an “on call” type thing.

Could I add my own recipes to the app? So I can get groceries added for a full recipe that I already have? I’d like to be able to do that.

Would love to have a history where I could see what I’d ordered in the past and maybe that’s where I give a thumbs up or down to different brands...or at least to remind myself to or not to order certain things.

If the store is near me, **I hope it can provide the service of home delivery just as an option.** For example, if I am to prepare a big dinner for friends, I might be busy preparing and not have time to pick up.

Overall: Is there anything else that you would like to tell me about your experience using the app or the service in general? Anything we can do to improve this (app or service)?

Just what I said above - adding my own recipes, being able to shop for a week, and alerting the store with one button that I’m outside, ready for my groceries. But I don’t want to call them - too much work.

Just thinking about how I like to go to at least two stores. Can it split an order?

Things that we should note/"critical moments" to capture:

How long did it take to get through each step.

Each step - not much time - overall, **it took about 3 minutes** to complete the full exercise

Overall, just under 3 minutes. But if the user had to actually CHOOSE a recipe, it might take longer.

What were points of confusion/where did users hesitate?

Jessica got stuck on the "set time for pick-up" page - I had to step in to tell her what to do.

She also got stuck after adding eggs to the list - couldn't find the save button

And finally, she really **didn't want to hit the "Confirm & Pay" without seeing the list again** - that was a big hurdle. And she didn't like not being able to see the last 4 digits of the card.

Had most trouble at the beginning looking for the favorites.

Had trouble with adding all ingredients.

What were surprising moments - positive or negative.

She likes being able to pay for groceries & have them ready to pick up - that was the pick piece she enjoyed (vs. the recipe suggestion part)

Our usability testing identified 29 suggestions for changes to the app.

#	Location	Description	Fix?	Possible Fix
1	Create Shopping list	Complete order without adding more stuff. After confirm the order, go back to main page to find where the egg is. Tried to place the orders separately	Y	Change "Add more stuff" to something that suggests they can add other ingredients which are not in the recipe
2	Create Shopping List	User didn't like that everything was checked by default. Would prefer to have a button that says check all.	Y	Start with all unchecked items.
3	Create Shopping List	User wished that the quantities were further away from the items. For example, have separation between 1 stick and butter.	Y	Perhaps add a box around the quantity to move it away from the item
4	Create Shopping list	Complete order without adding more stuff. After confirm the order, go back to main page to find where the egg is. Tried to place the orders separately	Y	Change "Add more stuff" to something that suggests they can add other ingredients which are not in the recipe
5	Create shopping List	The bottom bar tab (first level navigation) can't be changed by controlling the top navigation bar (second level navigation).		When "add all ingredients", there should be a motion of things dropping down to the shopping cart icon(replace the shopping list icon) in the bottom bar, and then users could go manually to the shopping cart tab to see the shopping list.(I think this is a very good point in terms of navigation logic.)
6	Favorites	User didn't easily find their favorites.	Y	Heart (favorites) in footer should be closed, to match the behavior of the open/filled heart next to recipes
7	Icons	User wasn't sure what to do with the chopsticks in bowl" icon in the footer bar.	Y	Perhaps the current "shopping list" icon should be used for the recipe suggestions page and the cart (universal) should be used for "shopping list"
8	Order Confirmation	There should be a list of the things I bought, including the brands, price of each item. Let me know that the store has picked the brands for me.	Y	add the shopping list to order confirmation.
9	Place Order	User REALLY wanted to their order on this page before clicking confirm	Y	Add a list of items being purchased to this page, like a receipt
10	Place Order/ Payment Option	User wanted to be able to see the saved card. They might have more than one card and want to double-check.	Y	Show the number *****1111 or have it visible in a popup.
11	Place Order/Pickup Location	User doesn't want to see the map, they know where their favorite store is	Y	Remove map. Possibly only activate map if the popup is chosen and "search for new store" is activated.

#	Location	Description	Fix?	Possible Fix
12	Place Order/Pickup Time	When changing the time, the user didn't know what to do since the time was already checked.	Y	Either add a save button or make it more obvious that you should click on the time. Perhaps this would be more clear in a working app.
13	Preferences	User wants to have more than one favorite stores	Y	Change preferences to "favorite stores" with a plus sign next to it to indicate that you can have more.
14	Recipe	Recipe directions are very difficult to read. Need more formatting and ideally numbered steps.	Y	Format mushroom risotto recipe with numbered steps.
15	Recipe	Should also have a bottom bar	Y	Add the bottom bar on these two pages
16	Recipe	Frustrated when adding all the ingredients	Y	"Add all ingredients" should be placed below all the ingredients, and use shopping cart instead of "+"
17	Recipe	Didn't understand the red crosses before the ingredients.	Y	Change to white background maybe?
18	Recipes Page	Wasn't sure if he should click on the name mushroom risotto or the shopping card to add. And was confused by how it took you to two different pages	Y	Shopping cart should take you to the same page as the recipe title. Make only shopping cart clickable?
19	Recommended Recipes	User didn't understand why the shopping cart was on the recommendations and/or favorites page. They felt that it should only be on the recipe page since they would always want to look at the recipe first, before deciding...even if it was a favorite or something they'd used before. Also would make it more intuitive that you should click on the photo or name to get to the details of the recipe.	Y	Remove shopping cart from recommendations and favorites page.
20	Recommended Recipes	Would be better if we divide in sections: "Main course", "appetizer", "dessert", etc.		Divide these into sections.
21	Recommended Recipes	There should be another icon along with heart and shopping cart, telling me whether I bought it or not, used as an indicator (corresponding to the check box.)		Add another indicator icon.
22	Shopping List	User thought "add more stuff" might be too informal compared to the rest of the app	Y	Change to "add" or "more"
23	Shopping List	When recipe is added using shopping cart, the list doesn't have any way to remove items.	Y	Would be fixed by #1
24	Shopping List	No way to change quantity of item	Y	Add box to change quantity
25	Shopping List	List should tell you exact quantity of each item being purchased. Example, you wouldn't buy only one cube of butter.	Y	Change shopping cart to final grocery store quantities? Example: 1 lb. butter.

#	Location	Description	Fix?	Possible Fix
26	Shopping List - add	Expected red button at bottom of page to add ingredients to list (similar to the shopping cart page)	Y	Add button to add more ingredients to cart at bottom of page. Delete save button.
27	Shopping List - add	User didn't like that eggs was already checked.	Y	Change prototype to have 2 screens, one before checked, one after, to simulate actual behavior
28	Shopping List - add	User didn't know what they were supposed to do after adding the eggs. Save button wasn't in obvious place		Perhaps move save button to bottom of screen to go with top to bottom flow?
29	Today's	Don't like the way it is in a tab with "Recommended", because when they are in the same tab, I feel like they should provide the same functions, which means, you can also buy, add to favorite in "today's" tab. It looks more like "today's special" or sales, not the recipes you purchased.		Add a check box "show only purchased recipes" at the top of the recommended recipe page. Check as a filter.

Our final app prototype includes 26 changes identified in the usability testing and iteration brainstorming plus a few style updates.

#	Location	Description	Fix?	Changes made
1	Create Shopping list	Complete order without adding more stuff. After confirm the order, go back to main page to find where the egg is. Tried to place the orders separately	Y	Changed to "Add Items"
2	Create Shopping List	User didn't like that everything was checked by default. Would prefer to have a button that says check all.	Y	Added recommended quantity in a box and a "-" and "+".
3	Create Shopping List	User wished that the quantities were further away from the items. For example, have separation between 1 stick and butter.	Y	Now using same "(-) Quantity (+)" style throughout shopping.
4	Create Shopping list	Complete order without adding more stuff. After confirm the order, go back to main page to find where the egg is. Tried to place the orders separately	Y	Changed to "Add items".
6	Favorites	User didn't easily find their favorites.	Y	Changed icon in footer to filled heart
7	Icons	User wasn't sure what to do with the chopsticks in bowl" icon in the footer bar.	Y	Changed "shopping list" to "shopping cart"
8	Order Confirmation	There should be a list of the things I bought, including the brands, price of each item. Let me know that the store has picked the brands for me.	Y	Added the list to confirmation. Brands is out of scope at this point.
9	Place Order	User REALLY wanted to their order on this page before clicking confirm	Y	Added list on confirm page
10	Place Order/ Payment Option	User wanted to be able to see the saved card. They might have more than one card and want to double-check.	Y	Added popup triangle
11	Place Order/Pickup Location	User doesn't want/need to see the map, they know where their favorite store is	Y	Removed map
12	Place Order/Pickup Time	When changing the time, the user didn't know what to do since the time was already checked.	Y	Added button and both time in scroll and button are active
13	Preferences	User wants to have more than one favorite stores	Y	Added this as well as some new prefs
14	Recipe	Recipe directions are very difficult to read. Need more formatting and ideally numbered steps.	Y	Added audio button (it can read the recipe to you!), added a slider to show you where you are in the recipe, increased size of text, added space. Adding font size preference
15	Recipe	Should also have a bottom bar	Y	Bottom bar on all pages

#	Location	Description	Fix?	Changes made
16	Recipe	Frustrated when adding all the ingredients	Y	Changed to +/-, moved shopping cart below ingredients
17	Recipe	Didn't understand the red crosses before the ingredients.	Y	Changed to + / -
18	Recipes Page	Wasn't sure if he should click on the name mushroom risotto or the shopping card to add. And was confused by how it took you to two different pages	Y	Changed so that shopping cart is now only on recipe page under ingredients
19	Recommended Recipes	User didn't understand why the shopping cart was on the recommendations and/or favorites page. They felt that it should only be on the recipe page since they would always want to look at the recipe first, before deciding...even if it was a favorite or something they'd used before. Also would make it more intuitive that you should click on the photo or name to get to the details of the recipe.	Y	Removed cart from these two pages
21	Recommended Recipes	There should be another icon along with heart and shopping cart, telling me whether I bought it or not, used as an indicator (corresponding to the check box.)	Y	Added an order history button (not active)
22	Shopping List	User thought "add more stuff" might be too informal compared to the rest of the app	Y	Changed to + / -
23	Shopping List	When recipe is added using shopping cart, the list doesn't have any way to remove items.	Y	Changed to + / -
24	Shopping List	No way to change quantity of item	Y	Added boxes around quantities
25	Shopping List	List should tell you exact quantity of each item being purchased. Example, you wouldn't buy only one cube of butter.	Y	done
26	Shopping List - add	Expected red button at bottom of page to add ingredients to list (similar to the shopping cart page)	Y	Now have "Add to Cart" or "Cancel"
27	Shopping List - add	User didn't like that eggs was already checked.	Y	Added another screen
28	Shopping List - add	User didn't know what they were supposed to do after adding the eggs. Save button wasn't in obvious place	Y	Changed to "Add to Cart" or "Cancel"