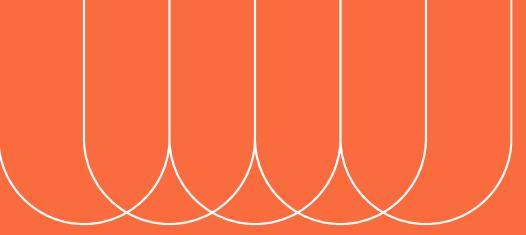


STORY BITES

GROUP 8 - VY VUONG, JESSICA LEUNG,
KIM TRAN, TIAN TIAN XIA



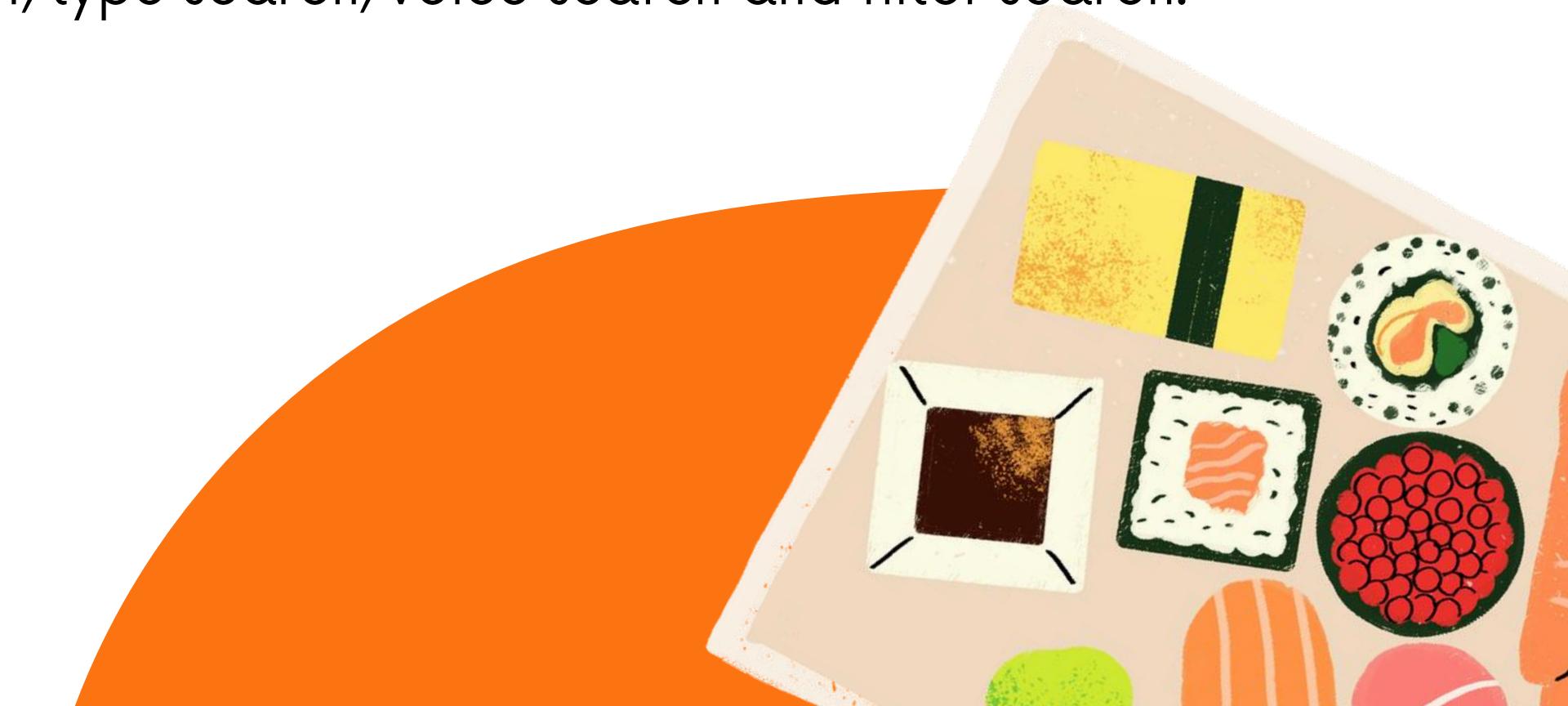


I. INTRODUCTION



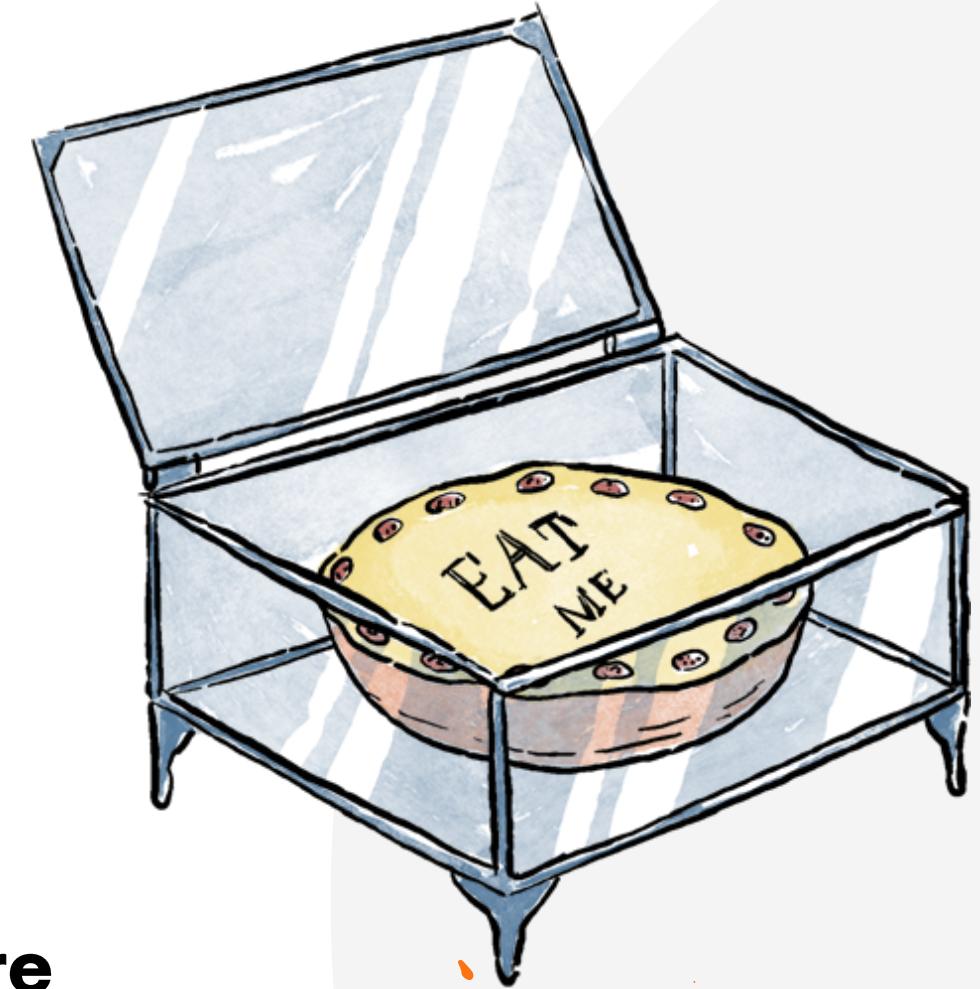


CONTEXT & DOMAIN

- Story Bites, an app helps **food and art enthusiasts** discover recipes inspired by **movies, books, and TV shows**.
 - Users can share, modify, and collaborate on recipes while connecting with the creative community.
 - The app offers **five ways** to search for recipes: attachment search, photo search, type search, voice search and filter search.
- 

FOCUS

The project combines
food, digital technology, and fandom culture
It focuses on making fictional dishes easy to find and
recreate while encouraging creativity and social
interaction



PRIMARY PERSONA

The user needs **simple, healthy** recipes that match her dietary restrictions. Her goal is to find an **easy-to-use app** that makes cooking fun and social. She is frustrated by **unclear instructions, complicated logins, and ingredient challenges.**





STUDENT A, J

Loves cooking, anime, drawing and badminton. Prefers simple yet tasty dishes, with a focus on low cholesterol and low sugar due to health concerns. Often uses Red Book.

Age:25 Gender: Female(she/her)
Location: Bellevue, WA
Ethnicity: Asian Chinese
Marital Status: In a relationship
Occupation: Student

Goals

- 1.Find easy and delicious recipes that match dietary restrictions.
- 2.Engage in cooking challenges that are fun and social
- 3.Have a seamless and hassle-free app experience for recipe searching.

Sources for Recipe Inspiration

Social Media

Friends/Family

Cookbooks

Scenario

- J likes to cook during weekends when she has more time. She enjoys searching for recipes that are shared by other international students, especially those with dietary needs similar to hers. She typically cooks lunch and enjoys cooking as a social activity with friends. She values efficiency and simplicity in the cooking process.

Pain Points:

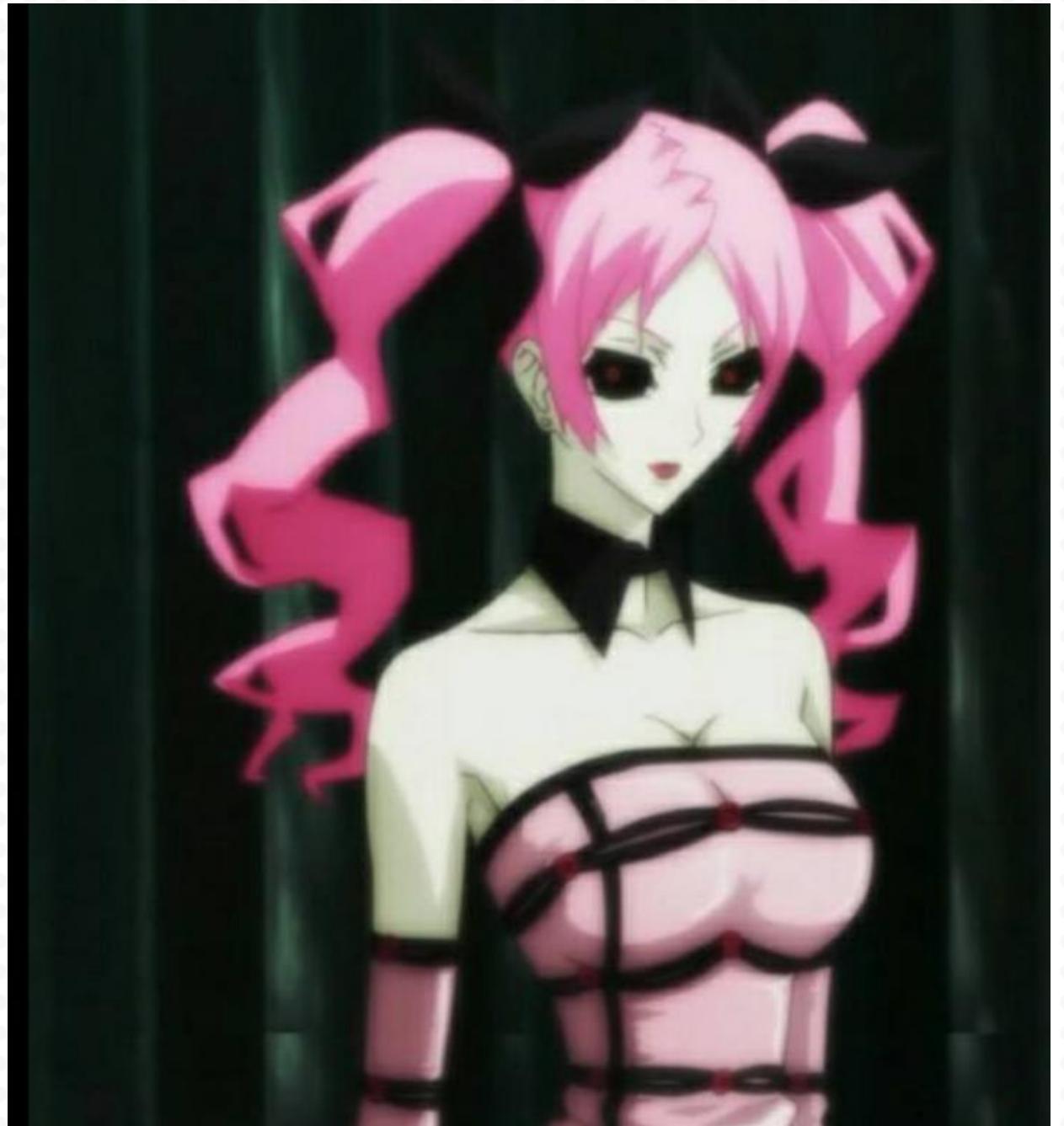
- Complexity and inefficiency in searching for suitable recipes. Annoying login systems for simple apps. Lack of clear and step-by-step instructions in some recipe apps. Frustrations with not finding or using ingredients efficiently.

Motivations

- Curiosity and social influence (seeing interesting dishes)
- Health concerns (controlling cholesterol and sugar)
- Enjoyment of sharing the cooking experience with friend

Tech

Devices: Smartphone and iPad



Student B

A Chinese female international student, originally from Hong Kong. She has lived in the US and been into cooking for 3 years. She usually cook during weekends and holidays; inspiration is mostly from social media, usually Youtube and Instagram. She values authenticity in fictional recipes and thinks app features like cooking challenges and comments will be interesting. Her insights highlight a focus on usability, source reliability, social interaction, and personalization to improve the cooking experience.

Demographics:

Age: 22
Gender: Female
Occupation: 2nd year college student
Location: Shoreline, WA
Ethnicity: Chinese

Recipe Preferences:

Cultural Dishes

Fantasy-inspired Recipes:

Basic Recipes:

Motivations/Goal

Explore new recipes: curiosity; she enjoys exploring new cultural dishes and fantasy-inspired recipes. Social connection: express herself through cooking while staying connected with family and friends aboard. Gain through community: Interested in participating cooking challenges, engage and interact with other users in the recipe app

Pain points:

- Language Barriers: prefers the app has her mother language, Chinese or Cantonese. Sources Reliability : prefers the recipes stay true to the original stories and correct information. Time Constrains: Needs recipes that fit into his busy schedule as a student.

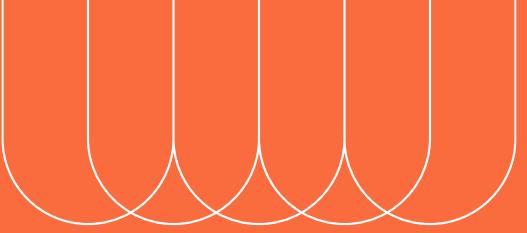
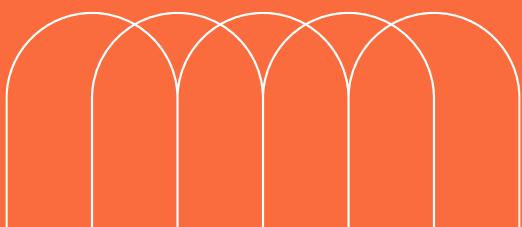
Scenario

- She is a frequent cooker while living apart with her family. She gets grocery with the grocery list from the app. She wants to follow video instructions with built-in timers, making cooking easy.

Devices

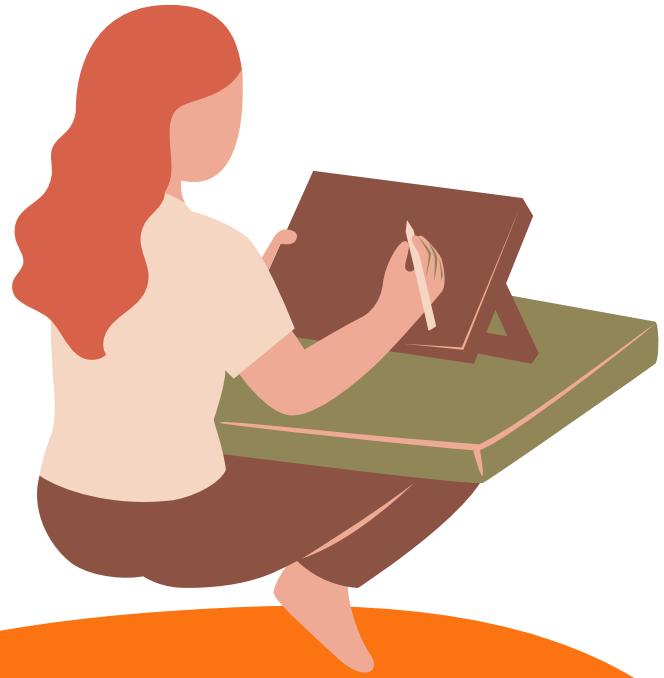
- Mainly Smartphone
- Tablet for bigger view while in kitchen

2. DESIGN STAGES



DESIGN SKETCHES

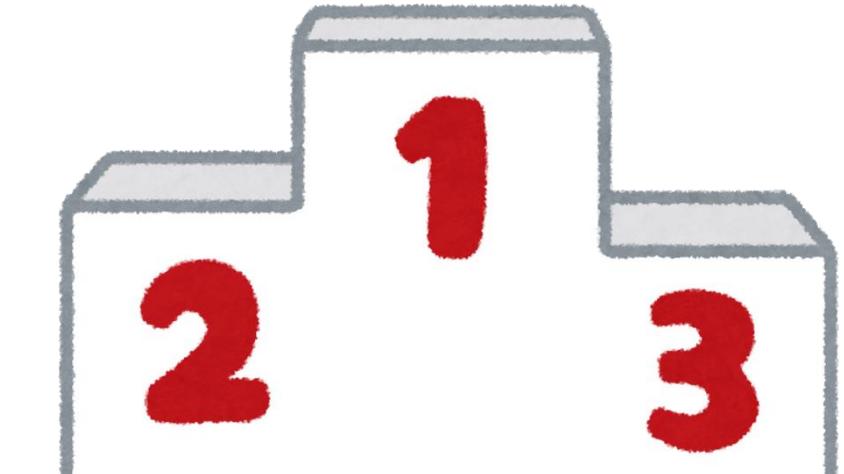
Solo Sketching



Brainstorming Sessions



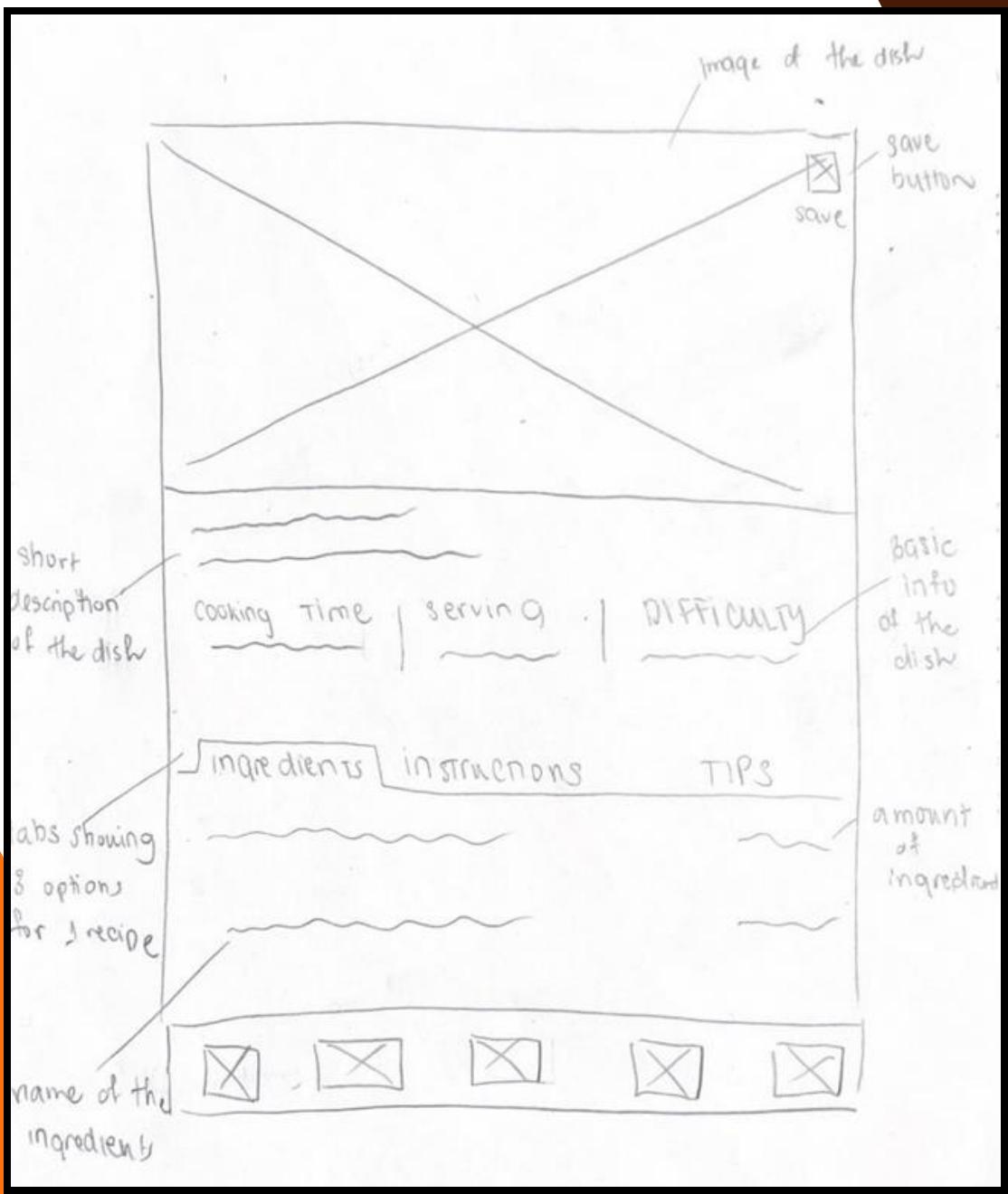
Additional Sketches & Sorting



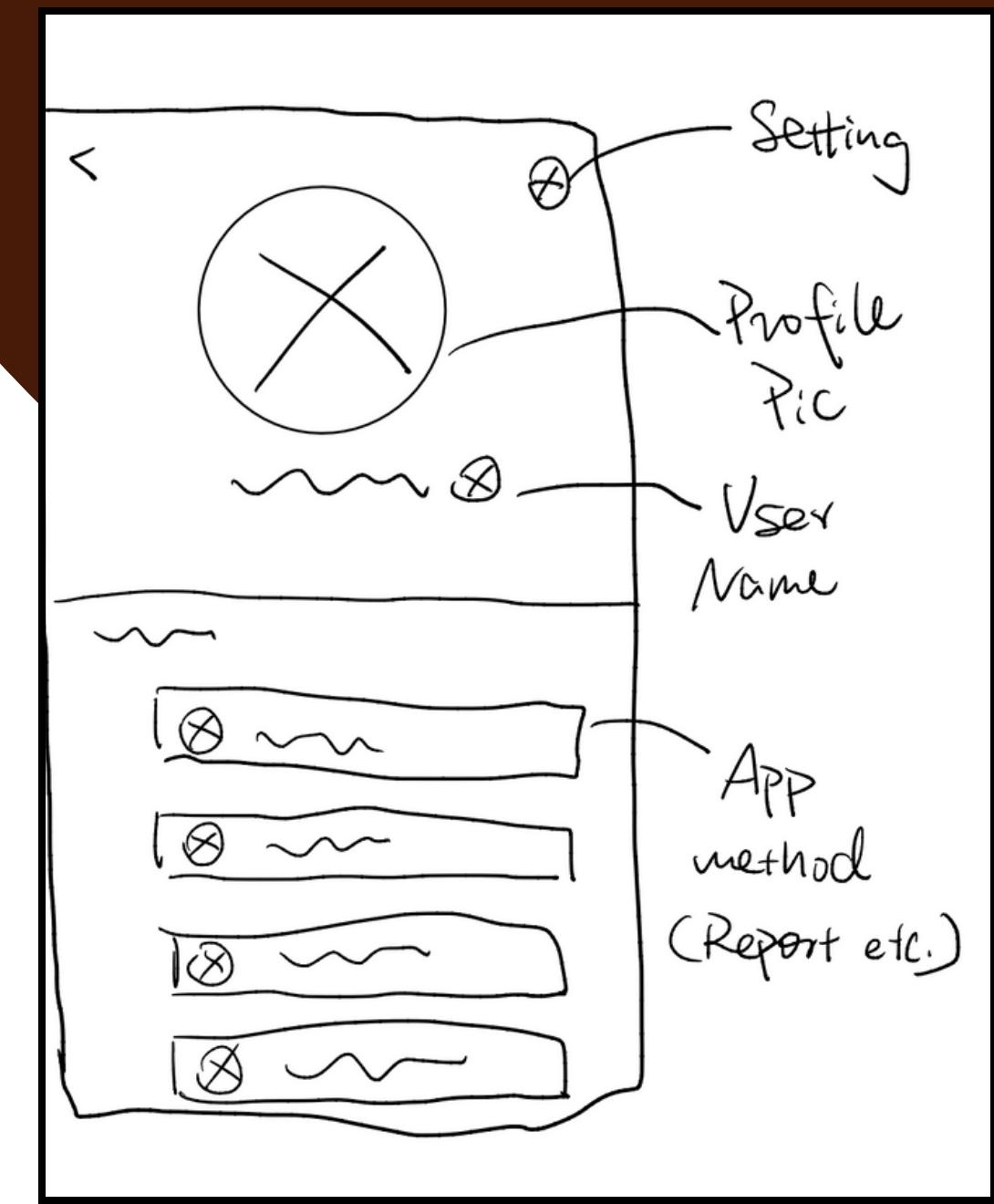
Solo Sketching!



SAVED RECIPES PAGE



RECIPE PAGE



USER PROFILE PAGE

REFINED SKETCHES

Story Bites

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Recent

vegen ~

~ ~

~ ~

~ ~

Suggest theme

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SAVED RECIPES PAGE

A hand-drawn diagram of a mobile application interface for a recipe card. The interface is contained within a rectangular frame.

- Title:** "Bao in Kungfu Panda" is written at the top left.
- Buttons:** A "Saved" button with a bookmark icon is at the top right. A "built-in time" button with a clock icon is on the right side.
- Information:** Below the title, there are three wavy lines labeled "cooking time", "serving", and "difficulty".
- Media:** A play button icon is in the center, with a wavy line pointing to it from the left. A video camera icon is to its right.
- Ingredients:** A section labeled "ingredient" has two wavy lines pointing to it from the left.
- Instructions/Tips:** A section labeled "instructions TIPS" has two wavy lines pointing to it from the right.
- Icons:** At the bottom are five icons: a triangle, a magnifying glass, a diamond, a heart, and a circle.

Annotations on the left side of the frame include:
"title of the dish" pointing to the title
"videos for that dish in the movie" pointing to the play button

Annotations on the right side of the frame include:
"Saved button" pointing to the saved button
"built in time" pointing to the built-in time button
"37db" pointing to the instructions/TIPS section

RECIPE PAGE

Create New Recipe

Description :

Upload Source :

Ingredients :

name : qt : +

Steps :

1. +
2. +

<input type="button" value="Q"/>	<input type="button" value="Heart"/>	<input type="button" value="Cross"/>	<input type="button" value="Email"/>	<input type="button" value="Upload"/>
----------------------------------	--------------------------------------	--------------------------------------	--------------------------------------	---------------------------------------

CREATE NEW RECIPE PAGE

PAPER PROTOTYPE

The image displays a sequence of seven hand-drawn wireframes illustrating a user interface flow for a recipe application named "Story Bites".

- Frame 1:** Shows a search bar labeled "filter" at the bottom.
- Frame 2:** Adds a dropdown menu with the word "vegan" and several filter icons.
- Frame 3:** Adds a "view more" button below the dropdown.
- Frame 4:** Adds a "Suggest theme" section with several wavy lines.
- Frame 5:** Adds a "Suggest theme" section with several wavy lines.
- Frame 6:** Adds a "Time" slider with "less" and "more" ends.
- Frame 7:** Adds a "Level" slider with "easy" and "hard" ends.

Each frame includes a navigation bar at the bottom with icons for back, search, home, heart, and refresh.

Browse & Filter Recipes Flow

PAPER PROTOTYPE

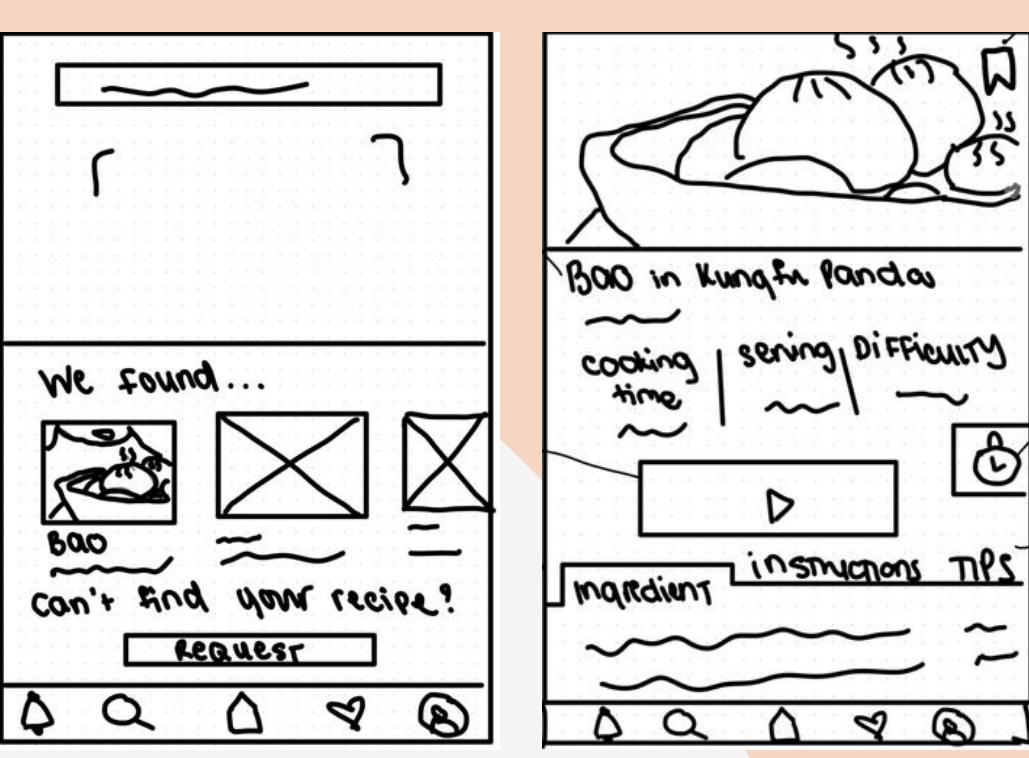
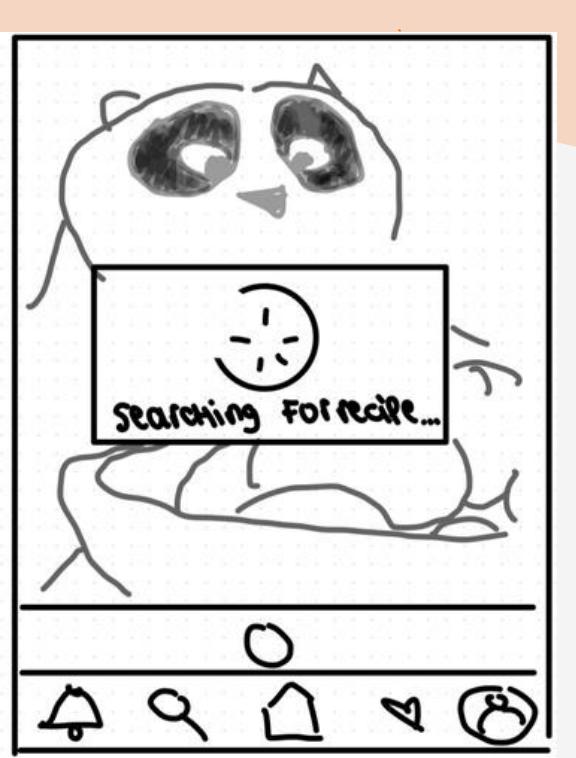
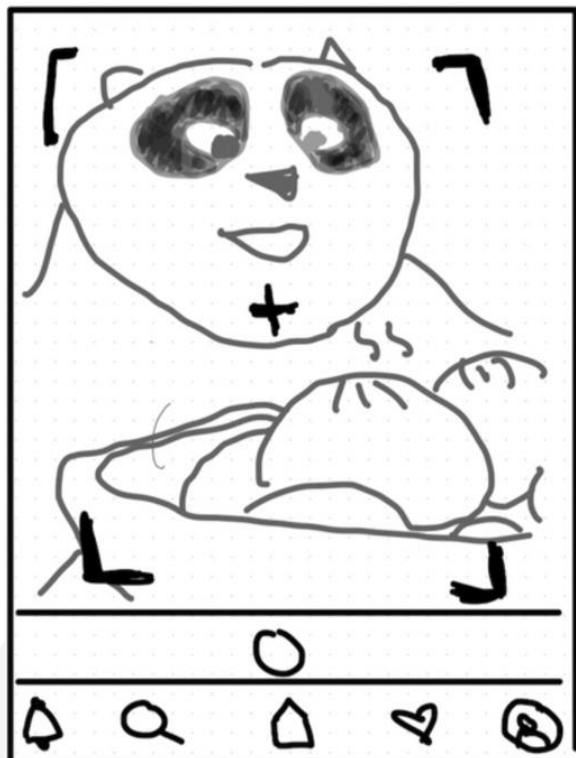
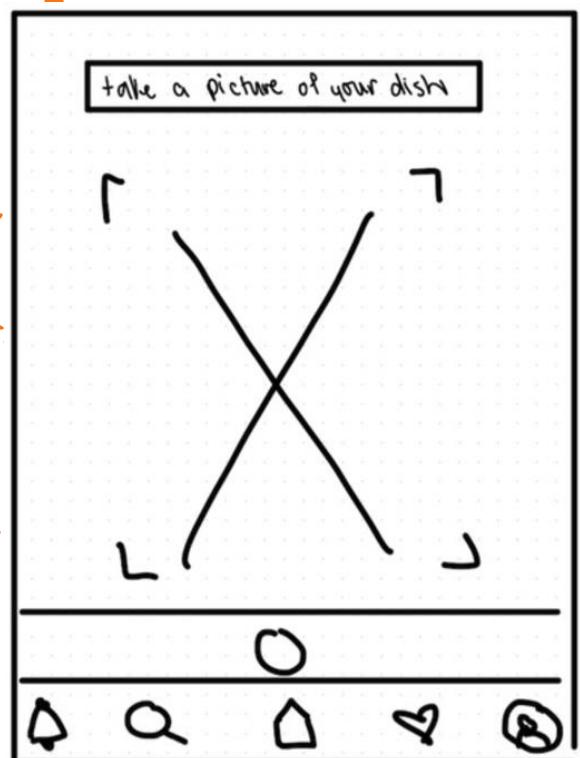
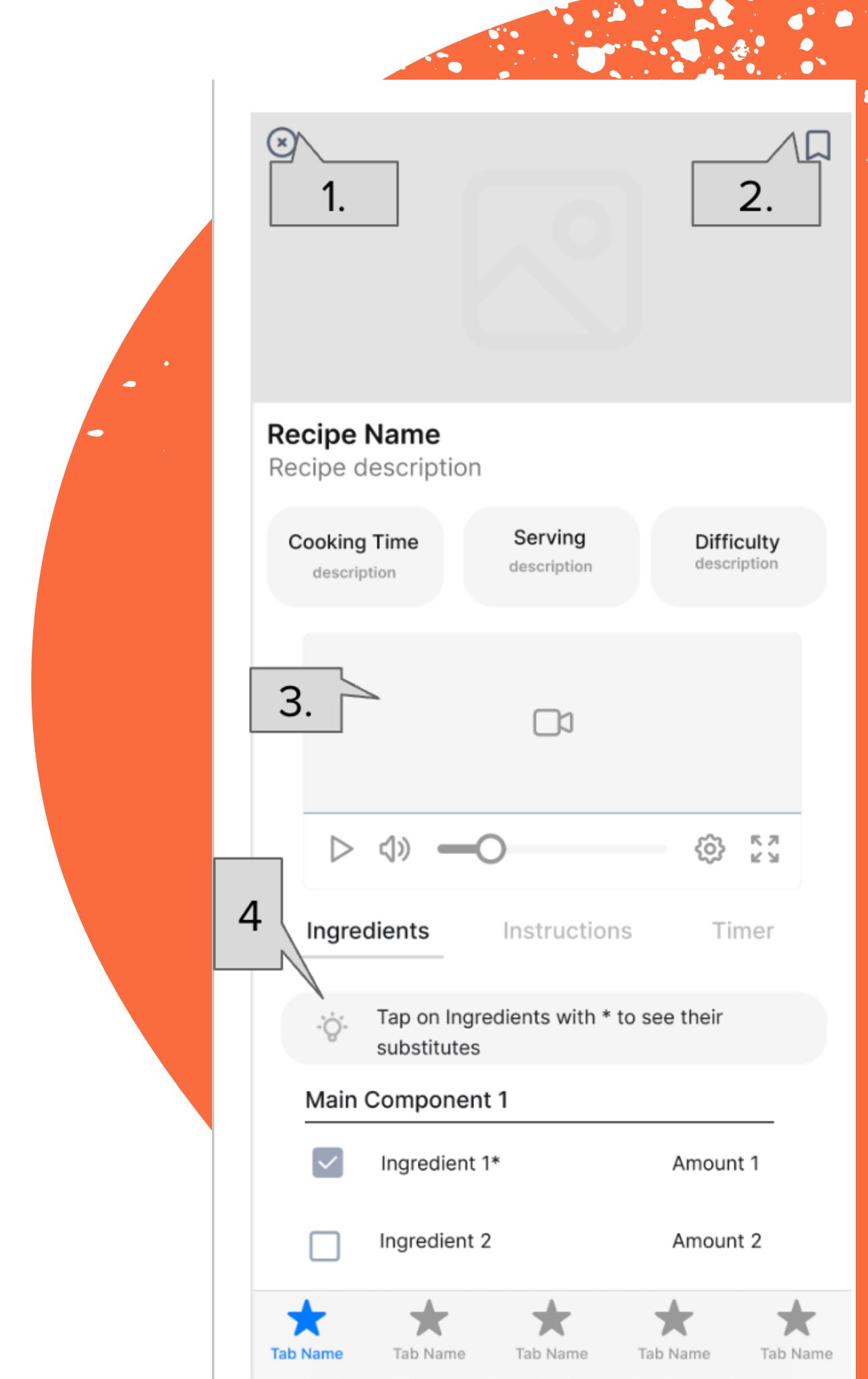


Image-to-Recipe Flow

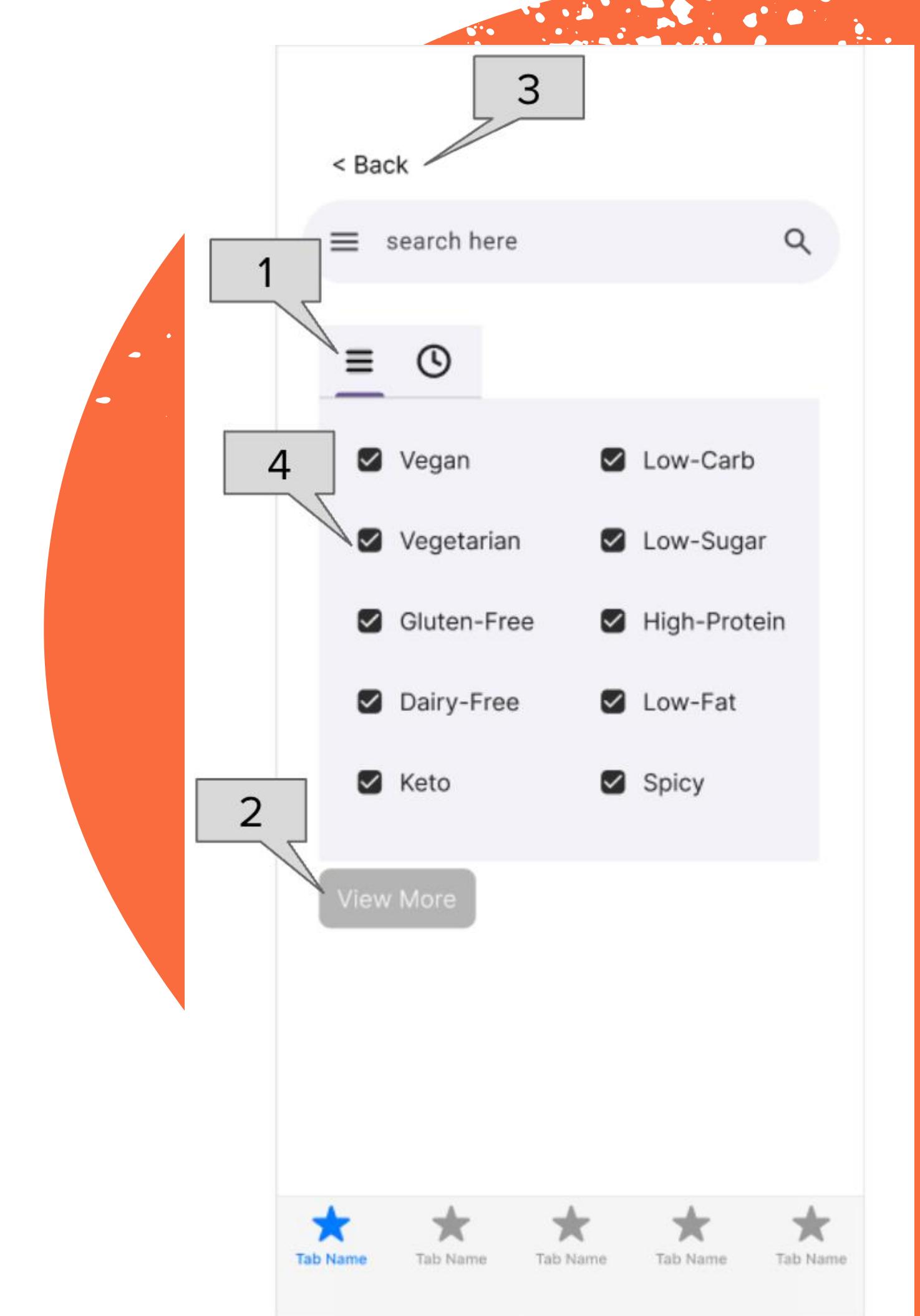
ANNOTATED WIREFRAMES

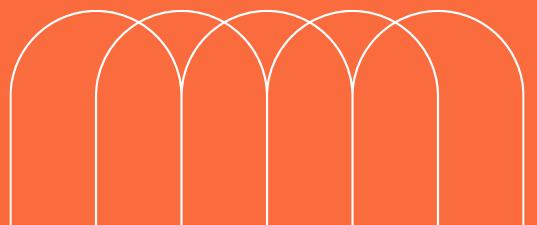
Description	
1	Cancel button to return to the list of recipes
2	Save button to save the recipe
3	A video about original story of the dish - where the dish present in the movie - for example, a video about Panda holding the Bao
4	Tips bar to instruct the users when any ingredients has an asterisk * - that ingredient has substitution



ANNOTATED WIREFRAMES

Description	
1	Tab of food preferences
2	View more button to view suggested theme
3	Back to the last page
4	Checkboxes for selecting the food preferences

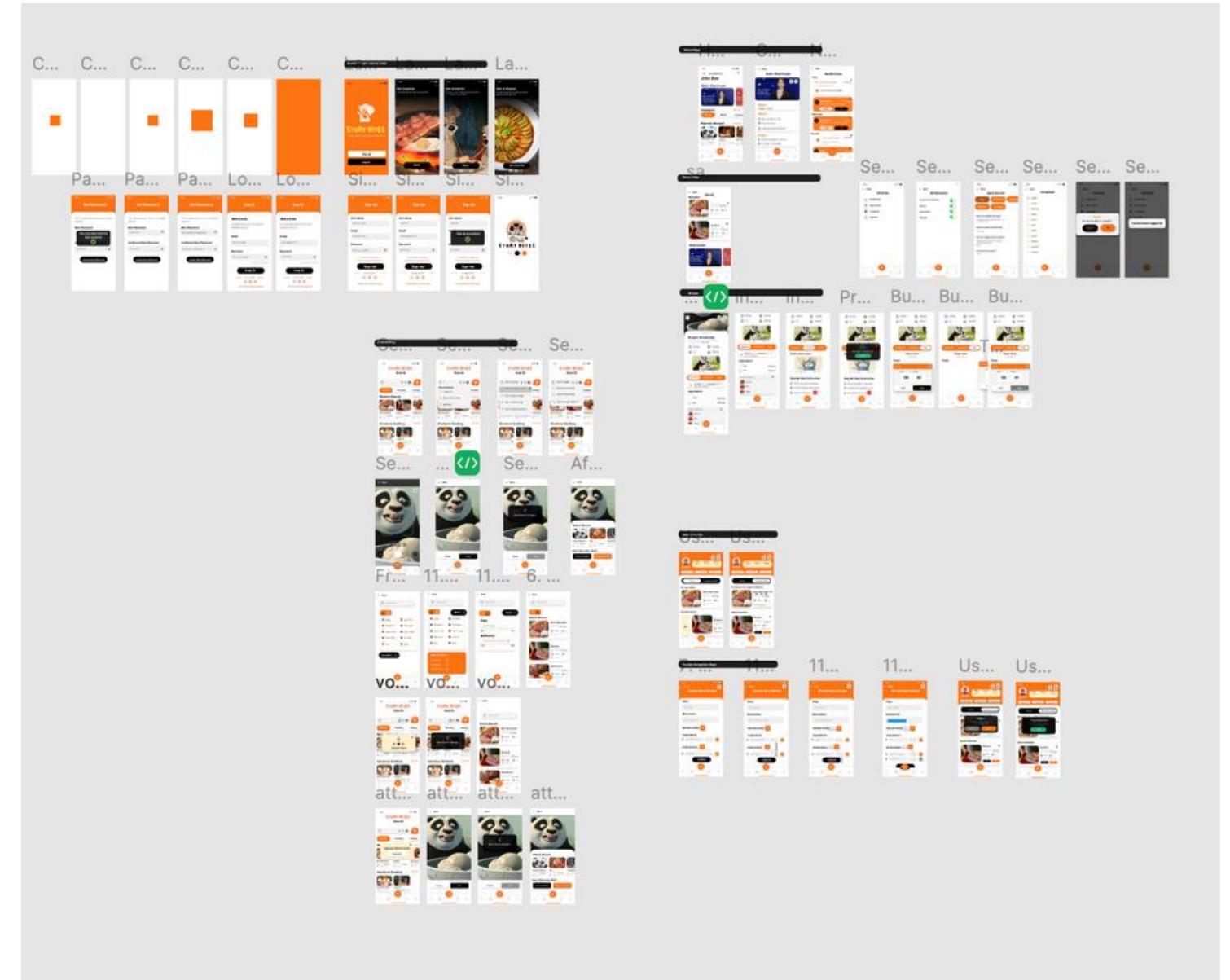




3. HIGH-FIDELITY PROTOTYPE

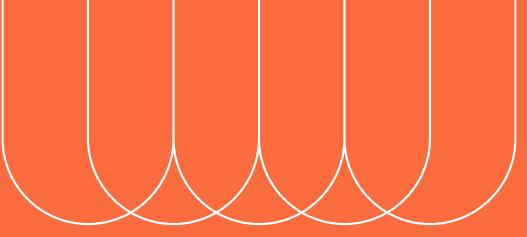


DEMO



```
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4. THINGS WE LEARN



USABILITY TESTING

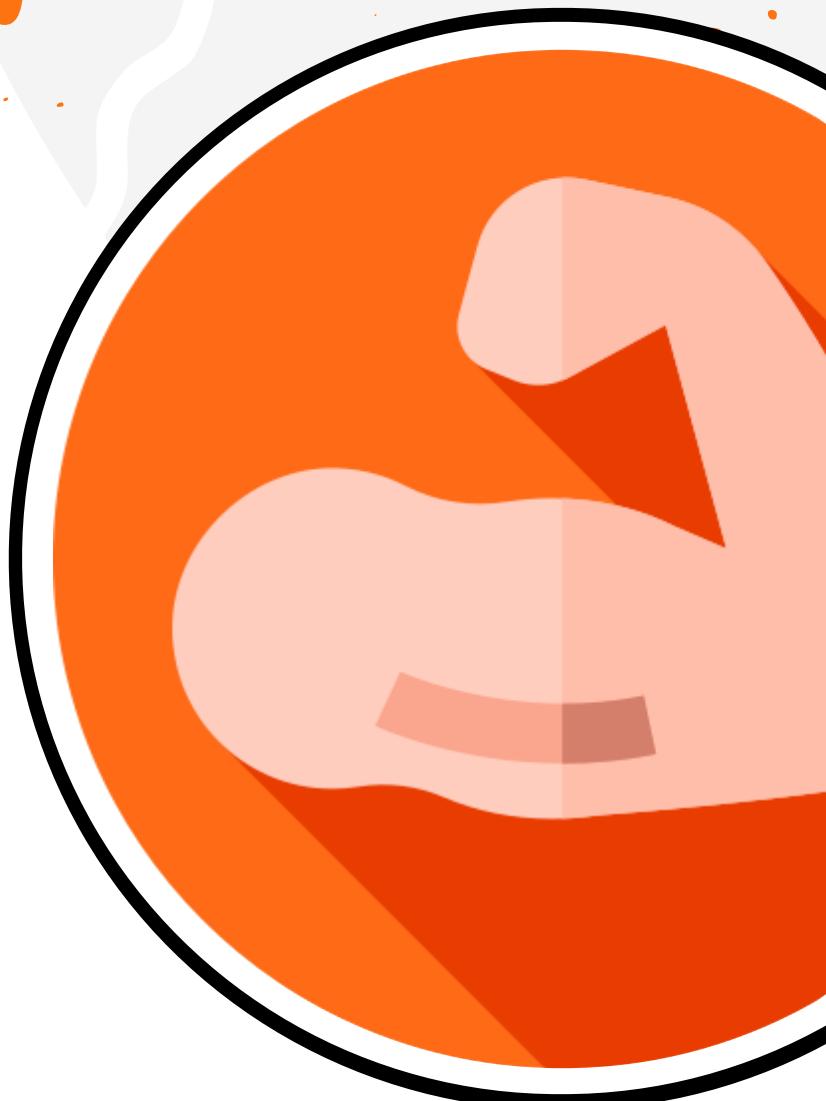
- KEY LEARNINGS

USER INTERACTION & NAVIGATION

- Clear navigation but some features like filters need better visibility.
- Feedback mechanisms like loading animations appreciated.

DESIGN STRENGTHS

Visual elements like videos and recipe images resonated with users.
Users suggested clearer labels and icons for better usability.



USABILITY TESTING - KEY LEARNINGS

FEATURE UTILITY

- Built-in tools (timers, substitutions) praised for convenience
- Users appreciated dietary filters but suggested more customization.

CONCEPT FEEDBACK

Unique fictional recipe concept appealed to target users.
Community engagement features encouraged but could be enhanced



TEAM PROJECT - KEY TAKEAWAYS



- Collaboration Dynamics
- User-Centered Design
- Challenges & Resolutions
- Skill Development





THANK YOU FOR YOUR ATTENTION

