

Healthy Cooking For Kids

Christian Castanares

Project overview



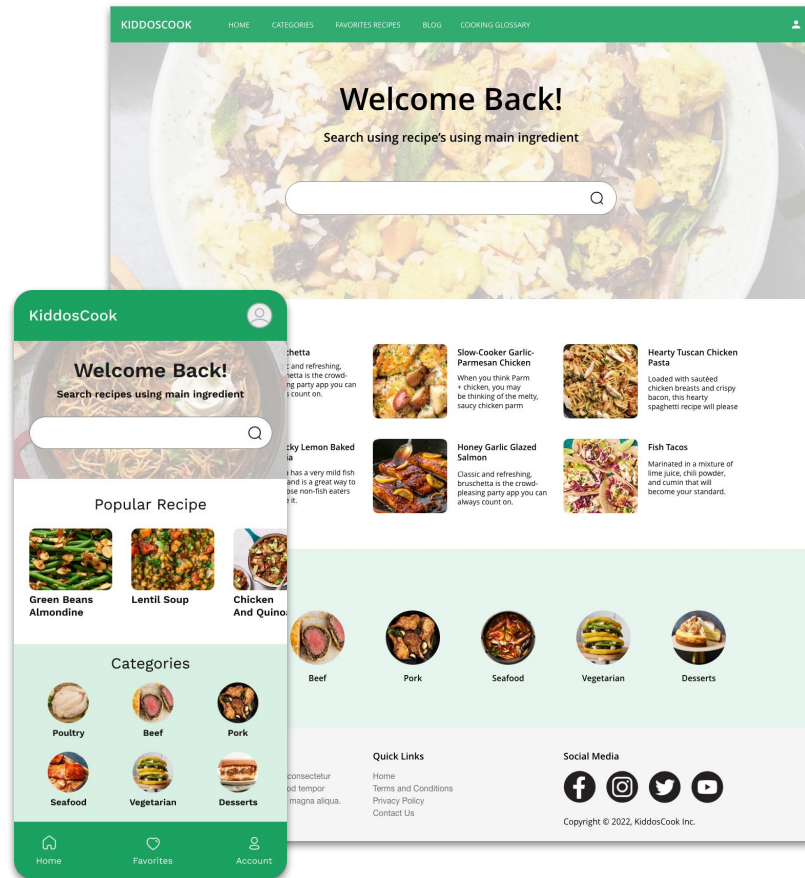
The product:

KiddosCook is a service for kids interested in learning how to cook healthy foods. Primary users are younger teens who want to cook their own healthy food or snacks.



Project duration:

November 2022 - December 2022



Project overview



The problem:

The majority of kids today doesn't eat healthy, and one of the reason is that they don't know how to cook. And perhaps doesn't have access to tools that would help them learn how to cook on their own terms.



The goal:

Design a tool to help kids learn how to cook healthy food and provide an alternative way to keep them engage in learning a new skill.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery.
Lead UX designer, UX researcher, etc.



Responsibilities:

Paper and digital wireframing, low and high-fidelity prototyping, conducting interviews and usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary

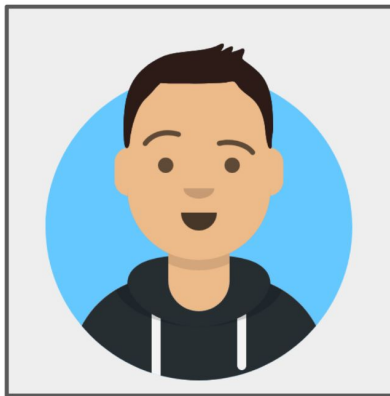


I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. Most participants said they spend a lot of their time in their mobile devices and are snacking while playing video games. Some participants indicated that they are using their mobile devices to pass time and is willing to try to something new to combat boredom.

Persona 1: Duane

Problem statement:

Duane is a kid who loves playing video games and want to learn how to cook because he need to healthy and not waste food.



Duane

Age: 16

Education: 11th grade

Hometown: Orlando, FL

Family: Lives with parents

Occupation: Student

“When bored, play video games or watch Youtube videos!”

Goals

- Combat boredom
- Learn how to cook
- Eat/snack healthy

Frustrations

- Learning is hard
- I'd rather watch a video than read instructions
- I don't understand a lot of the cooking terms

Duane gets bored easily and usually jumps into playing video games and watching Youtube videos on his mobile devices. He has a habit is snacking unhealthy food and would like to start eating healthy and learn a new life skill.

Persona 2: Mia

Problem statement:

Mia is a teen who loves learning and trying new things. She likes to learn how to cook because she wants to help her mom in the kitchen.



Mia

Age: 14

Education: 9th grade

Hometown: Sanford, FL

Family: Lives with parents

Occupation: Student

"If she can do it, I can try doing it as well."

Goals

- Learn how to cook
- Eat/snack healthy
- Impress friends with new skills

Frustrations

- Learning is hard
- I'd rather watch a video than read instructions
- I don't understand a lot of the cooking terms

Mia is constant learner, she likes to learn things that peaks her interest and cooking is one of them. But she doesn't know a lot of the cooking terms and doesn't know which is which when it comes to the recipe ingredients

Competitive audit

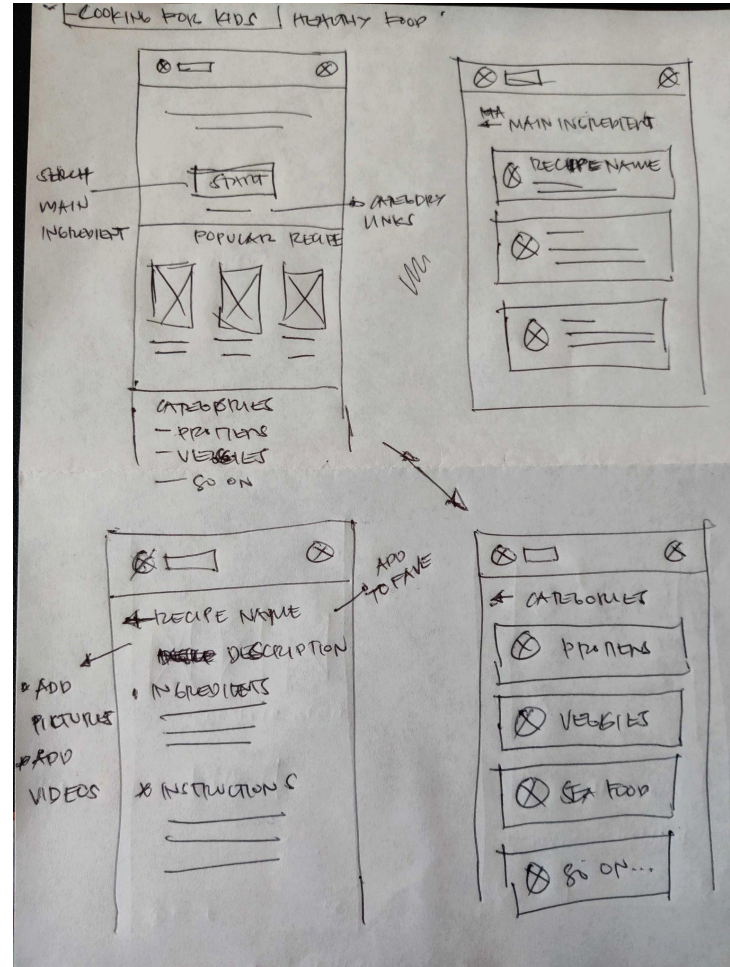
An audit of a few competitor's products provided direction on gaps and opportunities to address with the Kiddos Cook app.

1	Competitive audit	Competitive audit goal							
2		General information							
3									
4		Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
5	learntocook.com	Direct	Online	recipes and and instructions hot to techniques industry news	\$	https://learntocook.com/	L	Everyone	Run by a real culinary school
6	delish.com	Direct	Online	recipes and and instructions hot to techniques industry news	\$	https://www.paypal.com	L	Everyone	All of our recipes go through a stringent testing period, to make them as infallible as possible
7	YouTube	Indirect	Online	free instructional videos	\$	https://www.youtube.com/	L	Everyone	Watch and learn anything

UX (rated: needs work, okay, good, or outstanding)				
First impressions		Interaction		
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow
GOOD + Messaging is clear with clear navigation - Blog-type instruction might not be for teens	GOOD + Easy to use app - Has a social networking vibe	OUTSTANDING + Have enough features and more - Same feature might not be for everyone	NEEDS WORK - Only available in English - No features for audio or visual impairments	OUTSTANDING + Good content architecture
GOOD + Visually appealing + Homepage explain a lot of the features	GOOD + Easy to use app - Have recommendation	OUTSTANDING + Have enough features and more	GOOD - No features for audio or visual impairments	GOOD + Good content architecture - Add like recommendations are disruptive
OKAY - Typical video sharing	OKAY + Easy to use app	NEEDS WORK - Not everything in store is listed in the app - Listing doesn't tell you which aisle the items are in	NEEDS WORK - Only available in English - No features for audio or visual impairments	OKAY + Allows you to add items to cart + Typical ecommerce flow

Ideation

A quick ideation exercise to was focused on coming up with possible content architecture and how the users can possibly find their ways around.

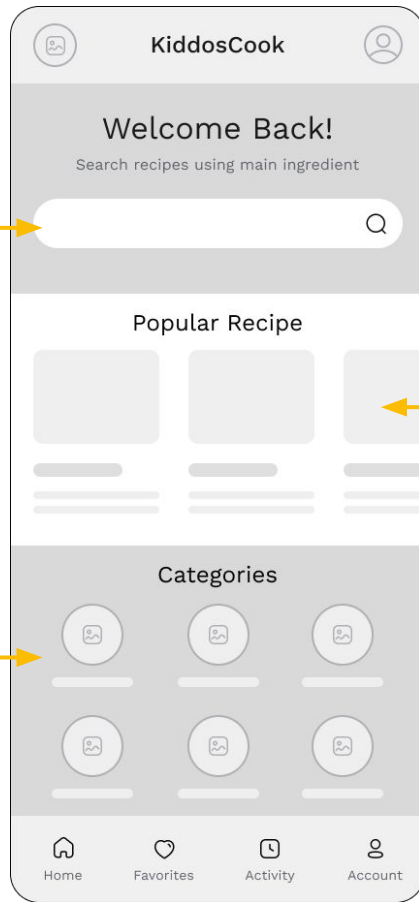


Digital wireframes

After ideating and drafting some paper wireframes, I created the digital wireframes. These designs focused on getting the user where we assume they want to go.

User can search using the main ingredient they want.

User can search using the main ingredient category.

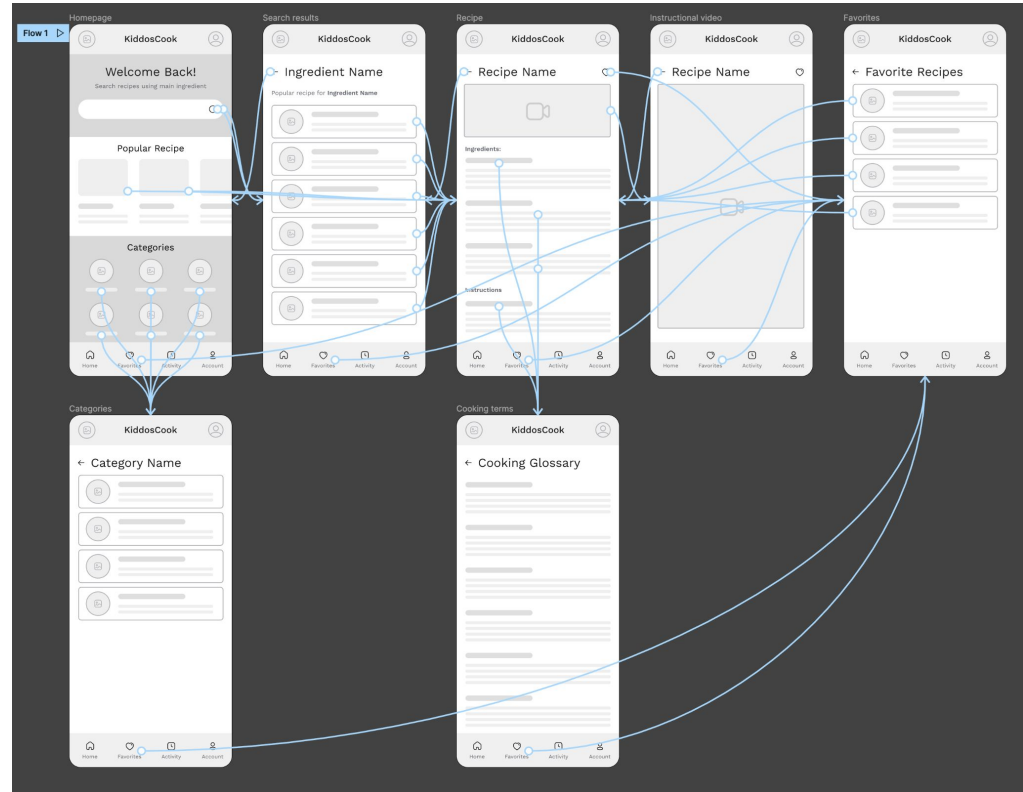


Give the user a list of popular recipes

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow from the main page to the inner pages.

[View prototype here.](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Florida, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Recipe

Users states that some of the ingredients are unknown to them.

2

Instructions

Users are new to the cooking and they don't know what some of the cooking terms means.

3

Videos

Some users said that they learn faster and understand a lot more if they are see someone else doing it first.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

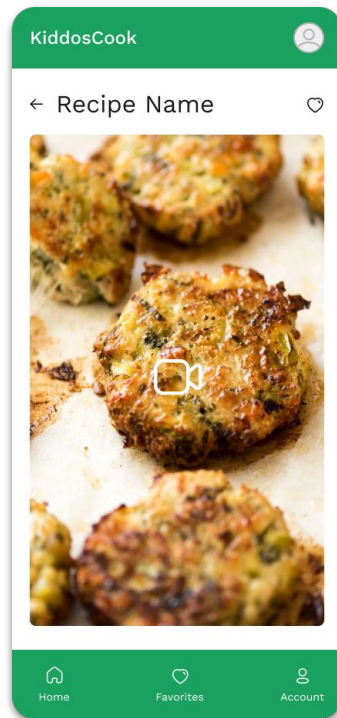
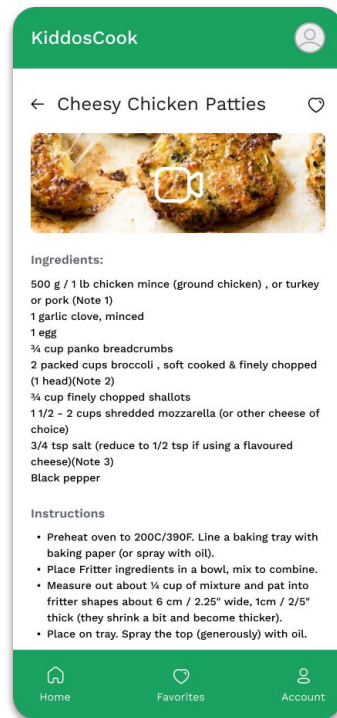
Mockups

Based on the insights from the usability studies, I applied design changes like adding a way for user to watch an instructional video instead of just reading the instructions and looking at images.

Before usability study



After usability study



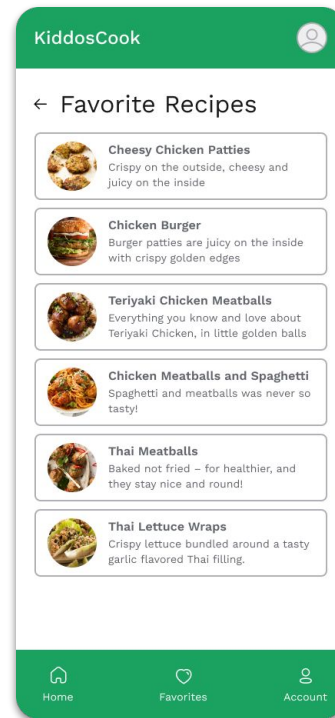
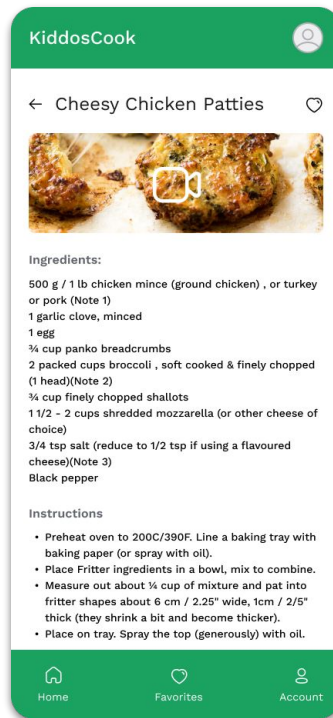
Mockups

Additional design changes included adding an option to “Add to favorites” a recipe to allow the user to easily save and view their favorite recipes.

Before usability study



After usability study



Mockups

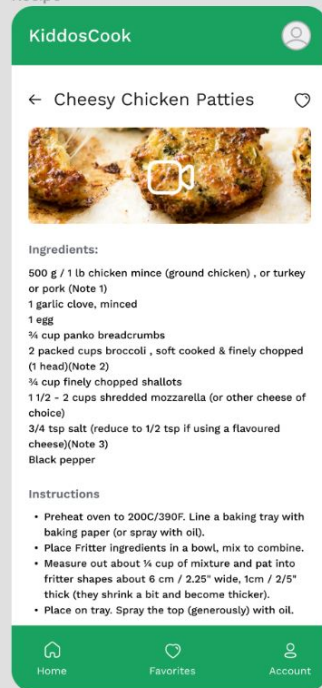
Homepage



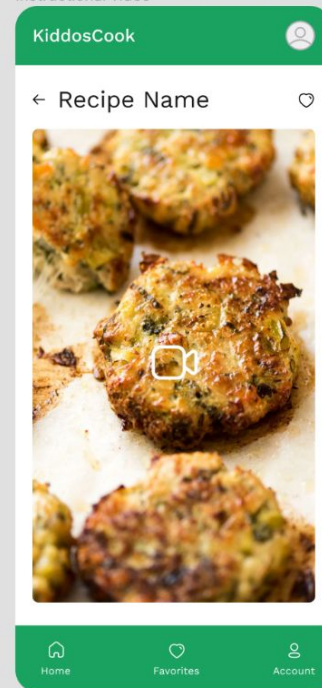
Search results



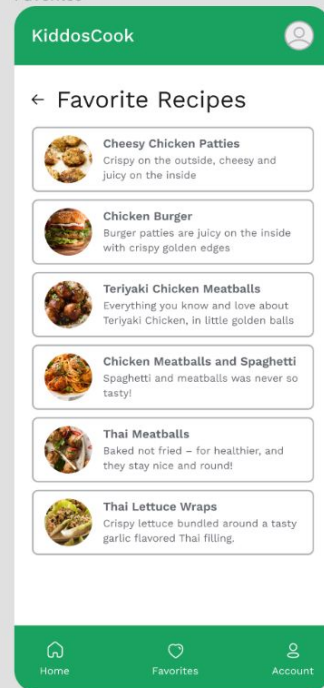
Recipe



Instructional video

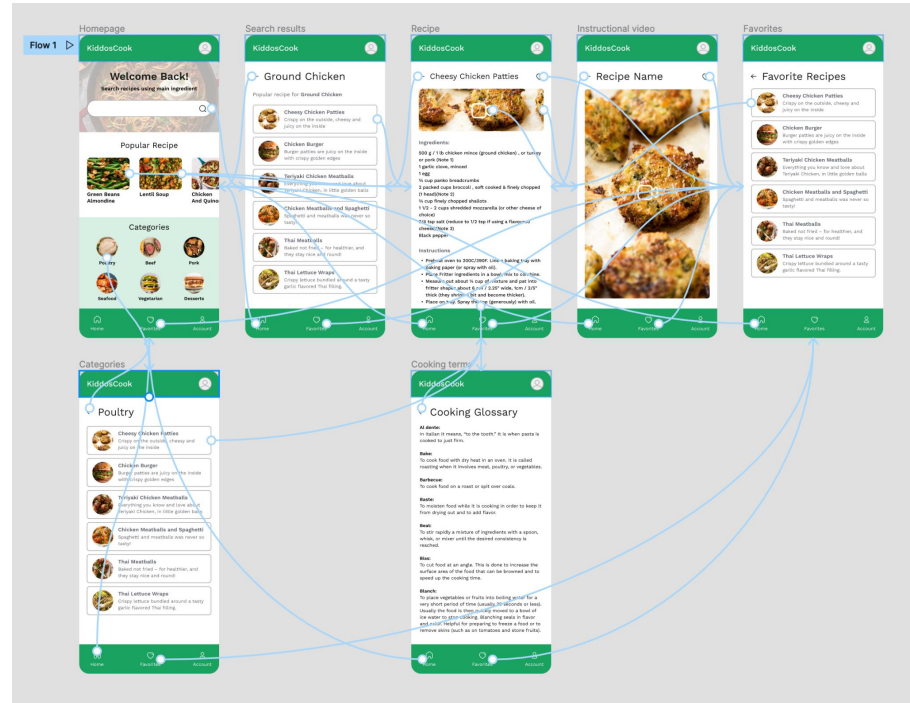


Favorites



The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

[View prototype here.](#)



Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

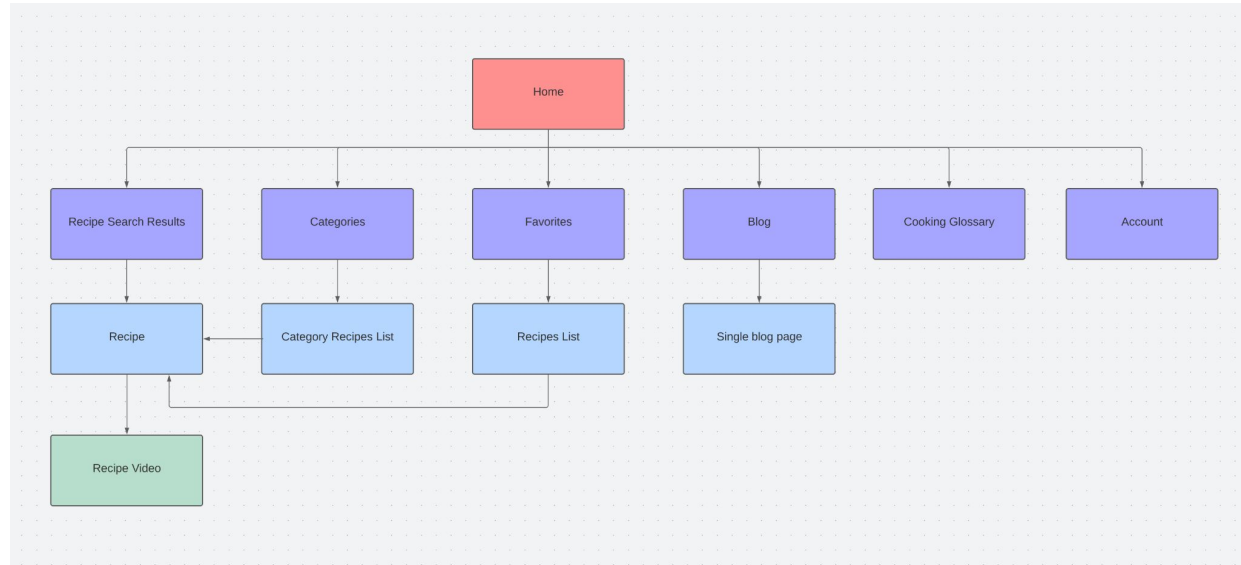
Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

Responsive Design

- Information architecture
- Responsive design

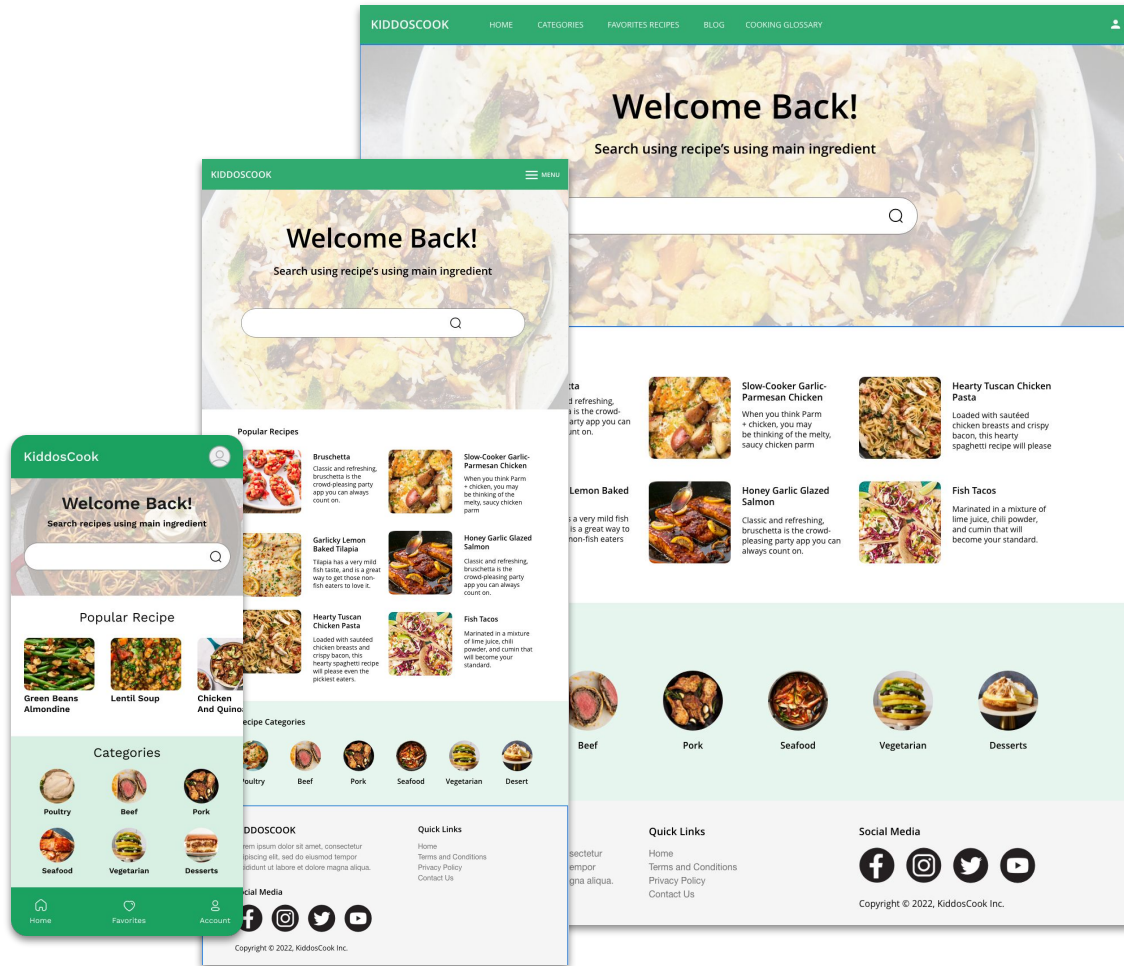
Sitemap

With the app designs completed, I started work on designing the responsive website. I used the sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app made them feel good about themselves knowing how to cook healthy foods. Parents of user also said that it's cooking is a valuable skill more so knowing how to cook healthy a healthy meal.



What I learned:

I learned that as long as I follow the design process, I can come up with proper solutions that aligns with specific user needs. Looking at those user needs, I'm able to come up with the right UX and UI.

Next steps

1

Conduct research on how successful the app is in helping teens learn how to cook healthy meals.

2

Add more educational resources for users to learn about healthy diets and meals.

3

Add some sort of gamification or social media feature where user can share and gain point the more they cook a healthy meal.

Let's connect!



Thank you for reviewing my case study! If you want to get in touch or just want to connect you can reach me at:

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Website: <https://www.xtianares.com>