

Foodiez

A grocery and recipes
management app



Project 2: Foodiez

01 Project Overview

02 Research

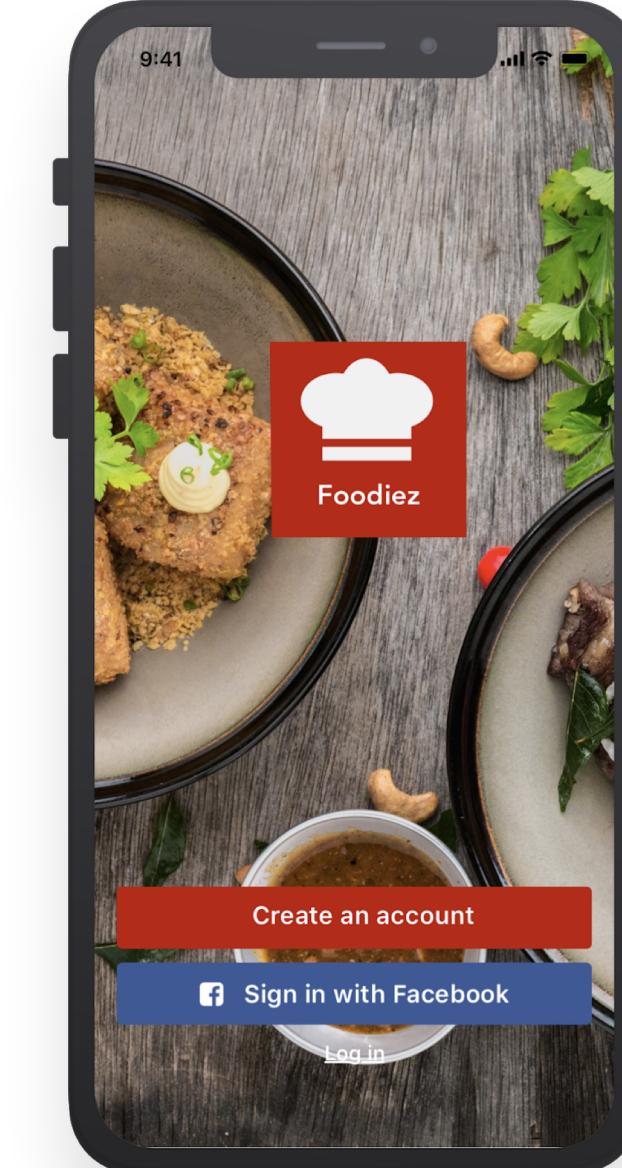
03 Ideate

04 Test & Iterate

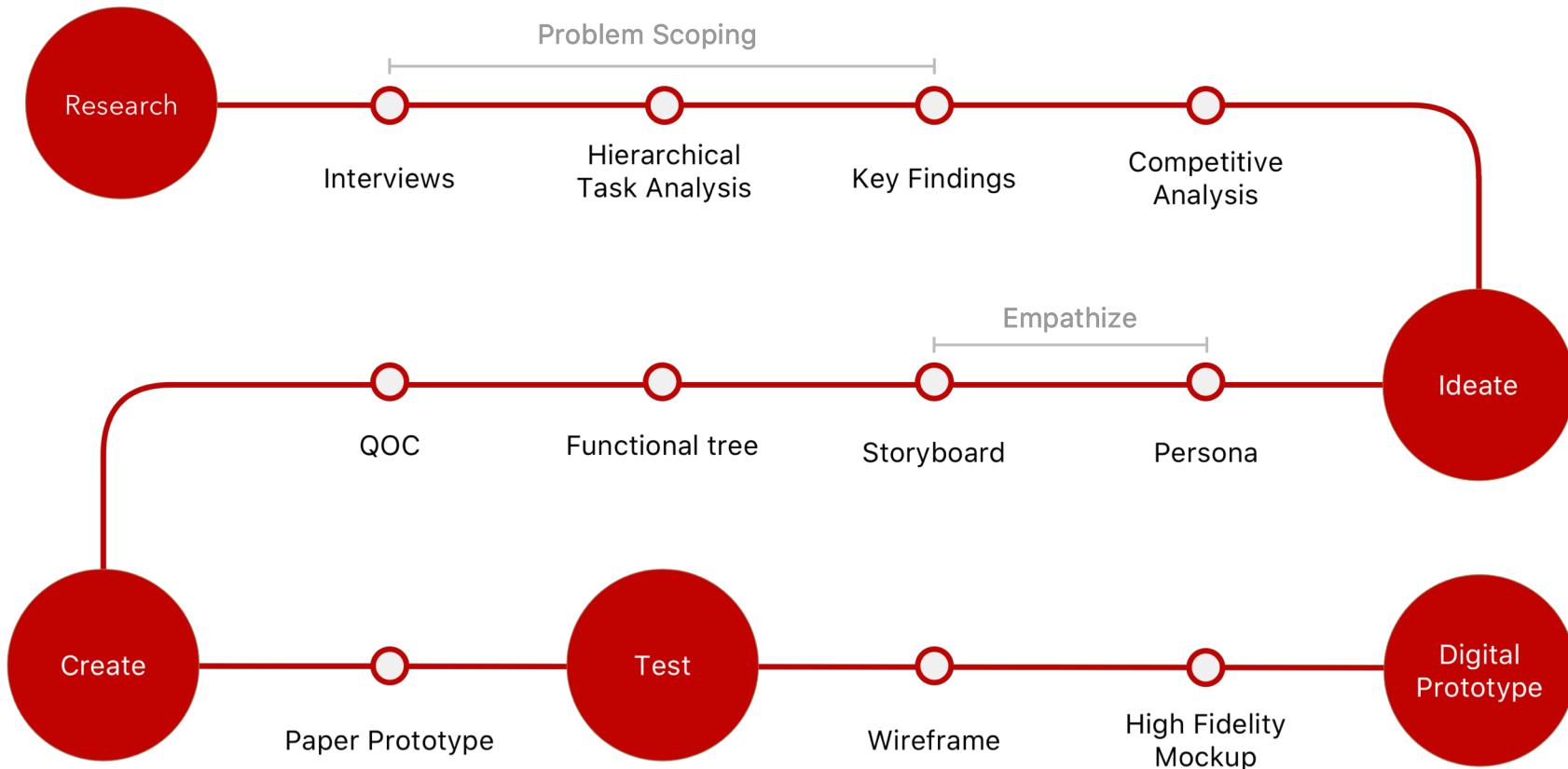
05 Final Digital Prototype

Project Overview

Course Project for Interaction Design Course at the University of Michigan



How can I help **beginner cooks** enhance
their cooking experience?

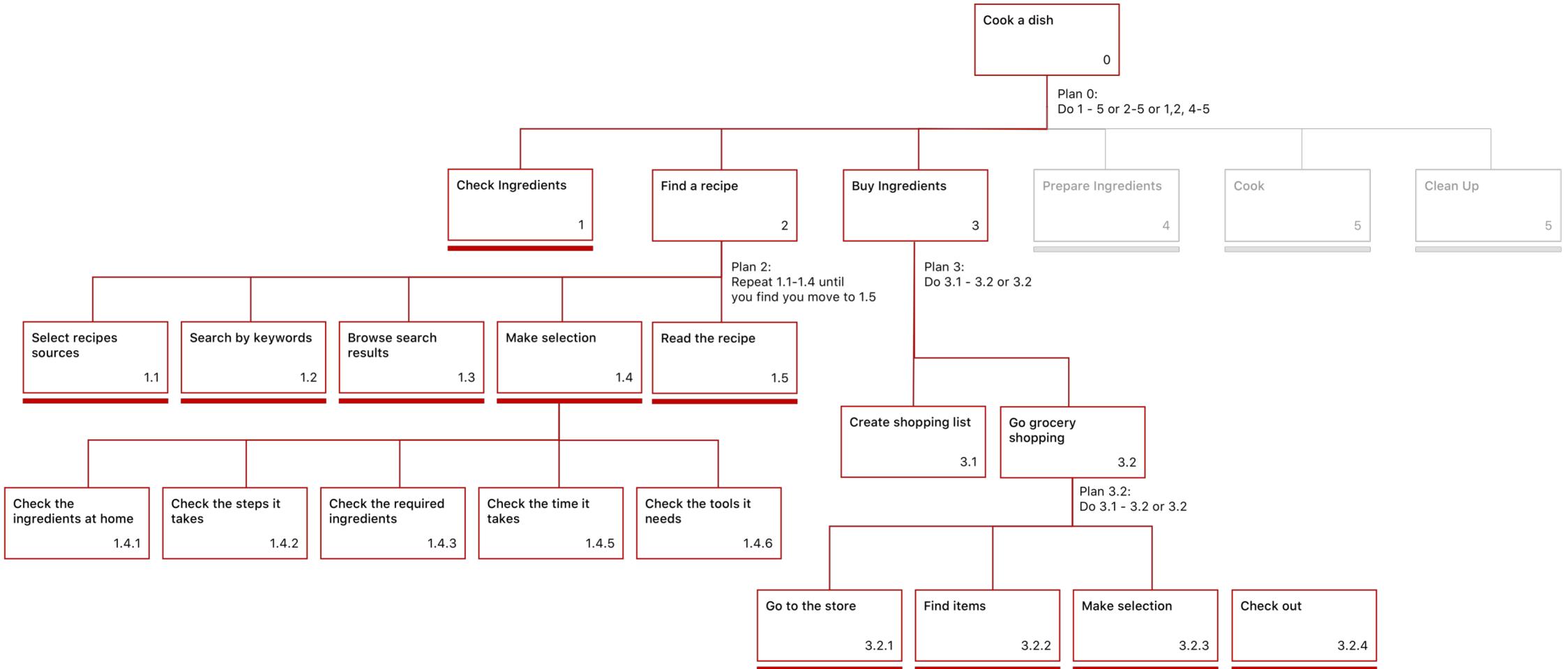


Research

User Interview

To better understand the pain points users face, I conducted 10 interviews with beginner cooks





Unpleasant Recipe Searching Experience

Finding ideal recipes is time-consuming because they have to go through the recipe one by one to see what ingredients do they need

Hard to Keep Track of the Ingredients at Home

End up buying the same ingredients or find expired ingredients at home

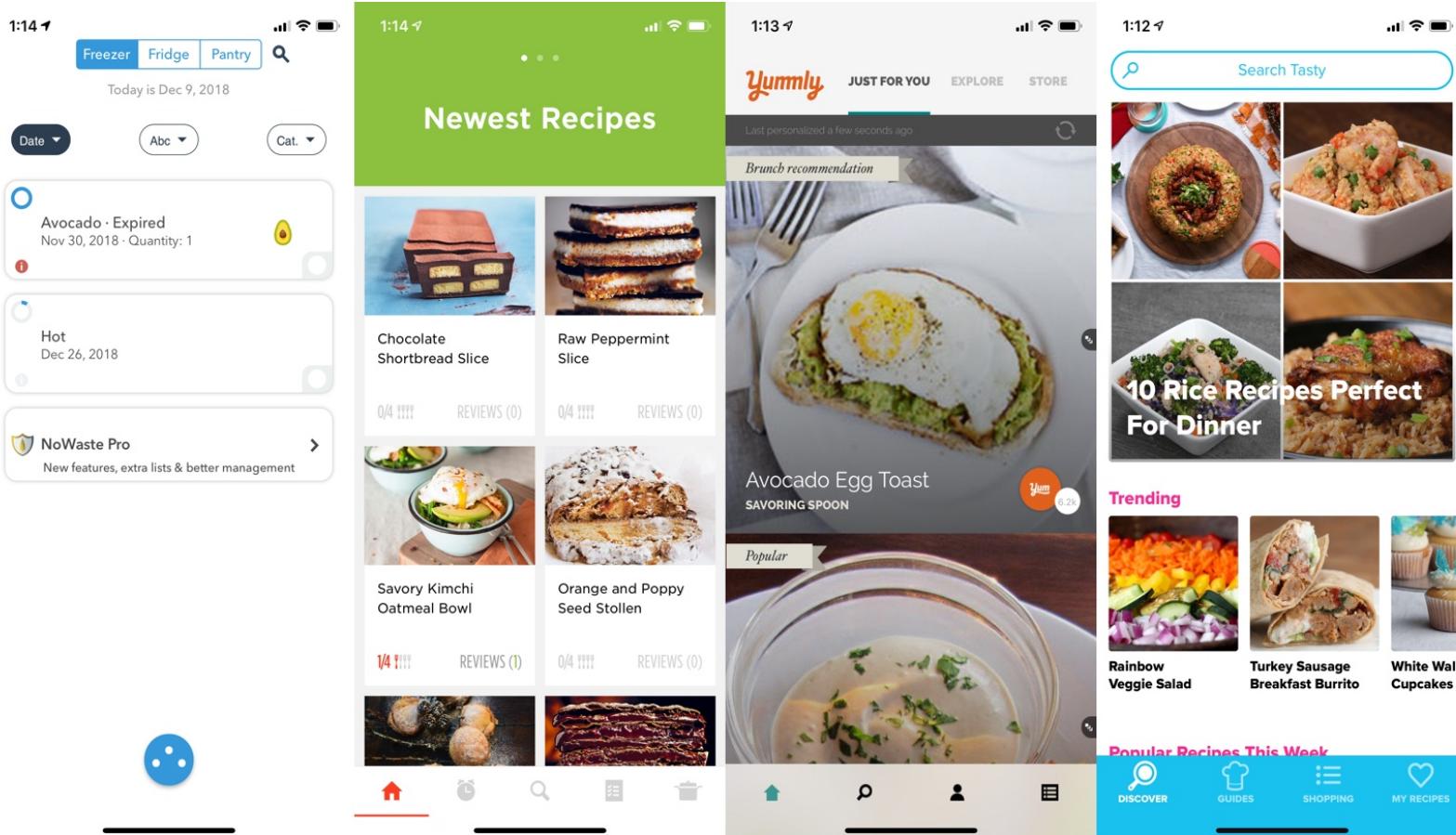
Food Waste

They do not know what to do with the leftover ingredients

How can I help **beginner cooks** shorten
their meal preparation time?

Competitive Domain Research

Foodiez



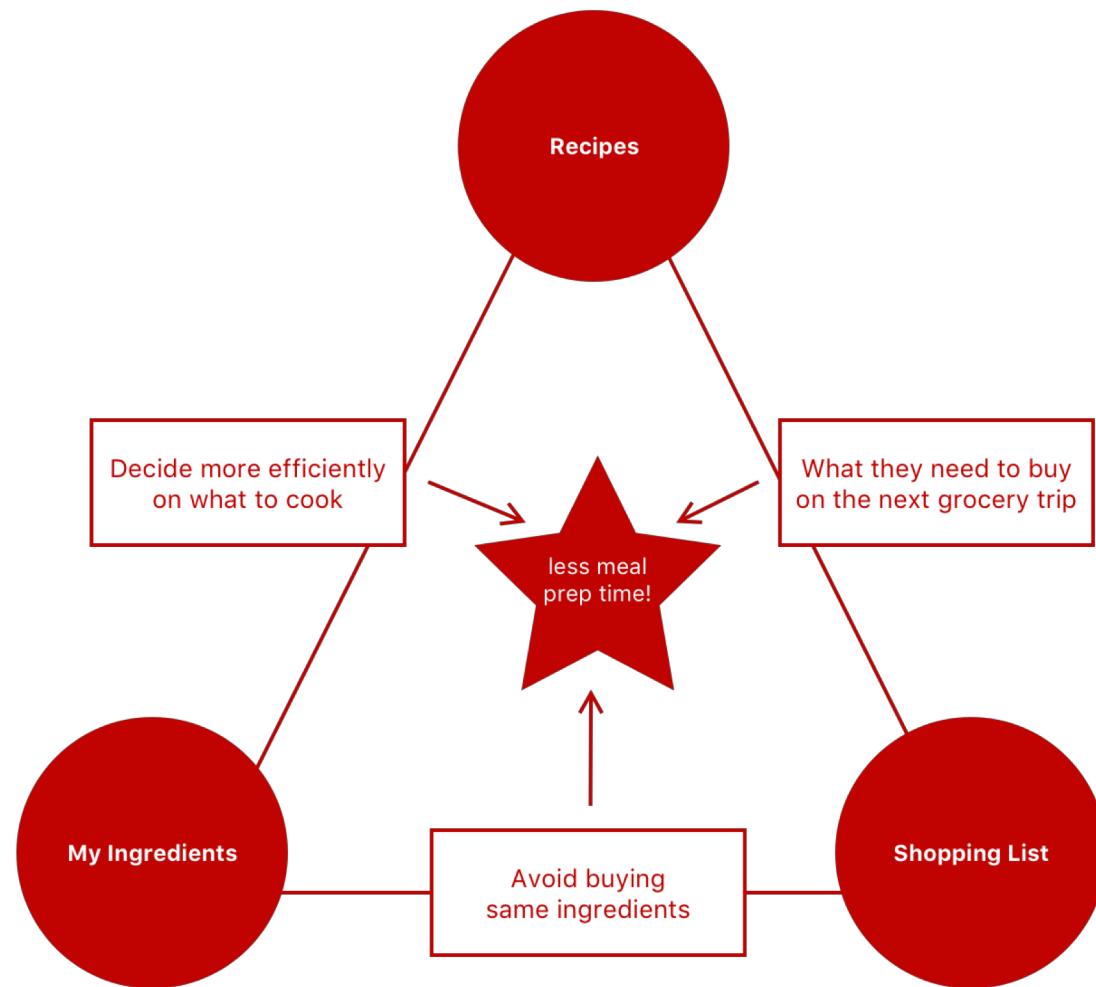
No

epi

yum

TASTY

Overview > Research > Ideate > Test > Result



Ideate

**ABOUT**

Amanda is a first year graduate student at the University of Washington. She enjoys cooking but she only cook it in the weekend since cooking is too time-consuming. She wants to enhance her cooking skills and is looking for the i

AGE 24

OCCUPATION Graduate Student

STATUS Single

LOCATION Seattle, WA

NEEDS

- Increase the variety of dishes she cooks
- Keep track of the ingredients at home
- More efficient way to find the recipes she wants

FRUSTRATIONS

- Have a lot of leftover ingredients that she doesn't know what to do
- Finding ideal recipes is time-consuming
- Don't remember what she has at home when she goes grocery shopping

TECHNOLOGY**CURRENT FEELINGS**

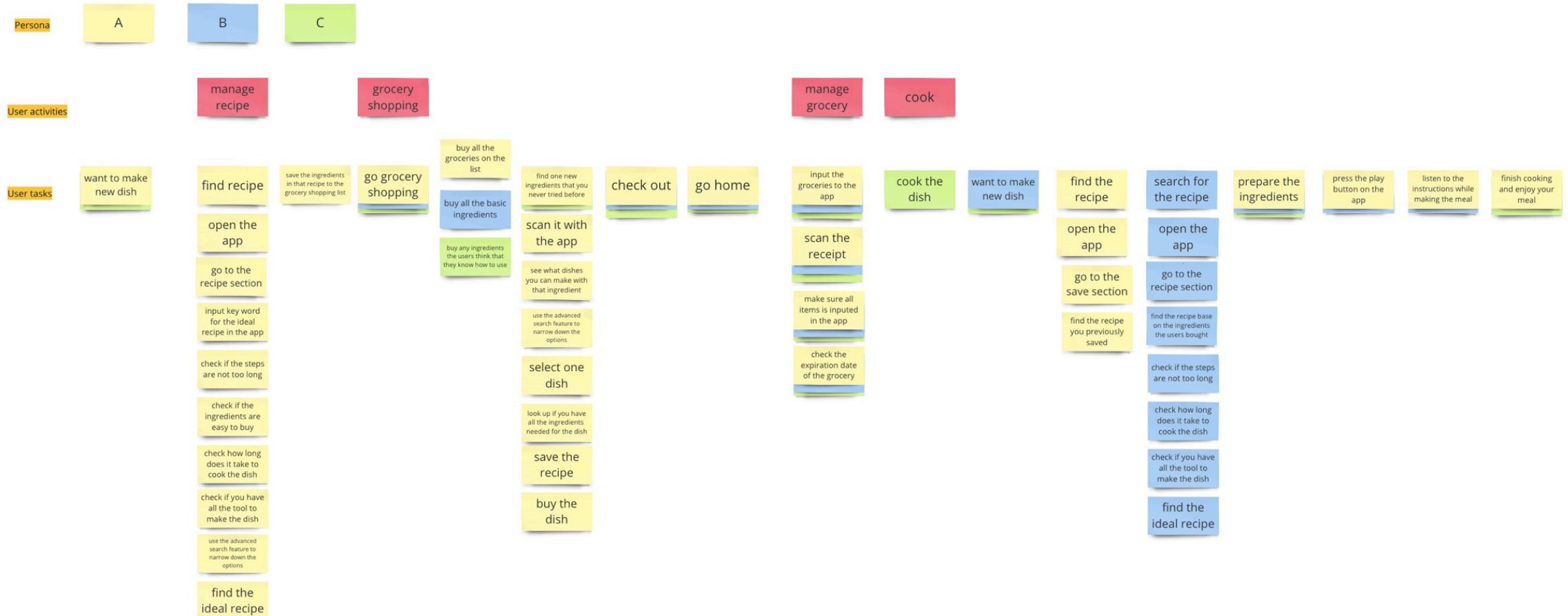
Relax Healthy Busy

PERSONALITY

PASSIONATE MOTIVATIONAL
GIVING LOVING OPTIMISTIC

User Story Mapping

Foodiez



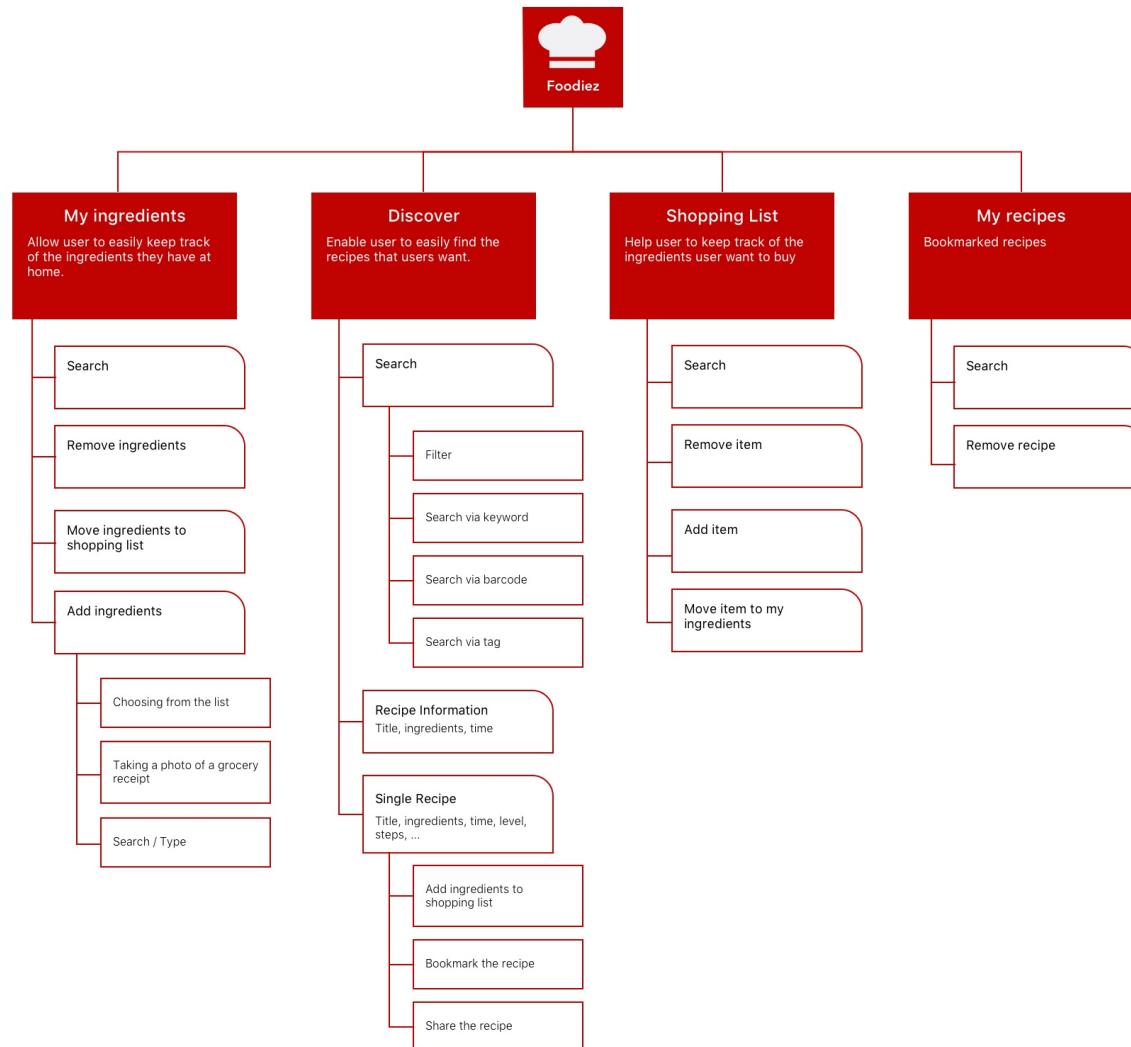
Overview > Research > Ideate > Test > Result

A grocery and ingredients management app

Help the beginner cooks manage all the essential information they need for the food preparation process

Functional Tree

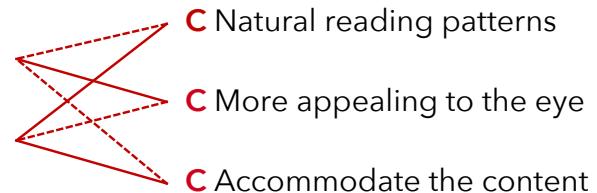
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— Positive Assessment
- - - Negative Assessment

Q1: How can I present the content?

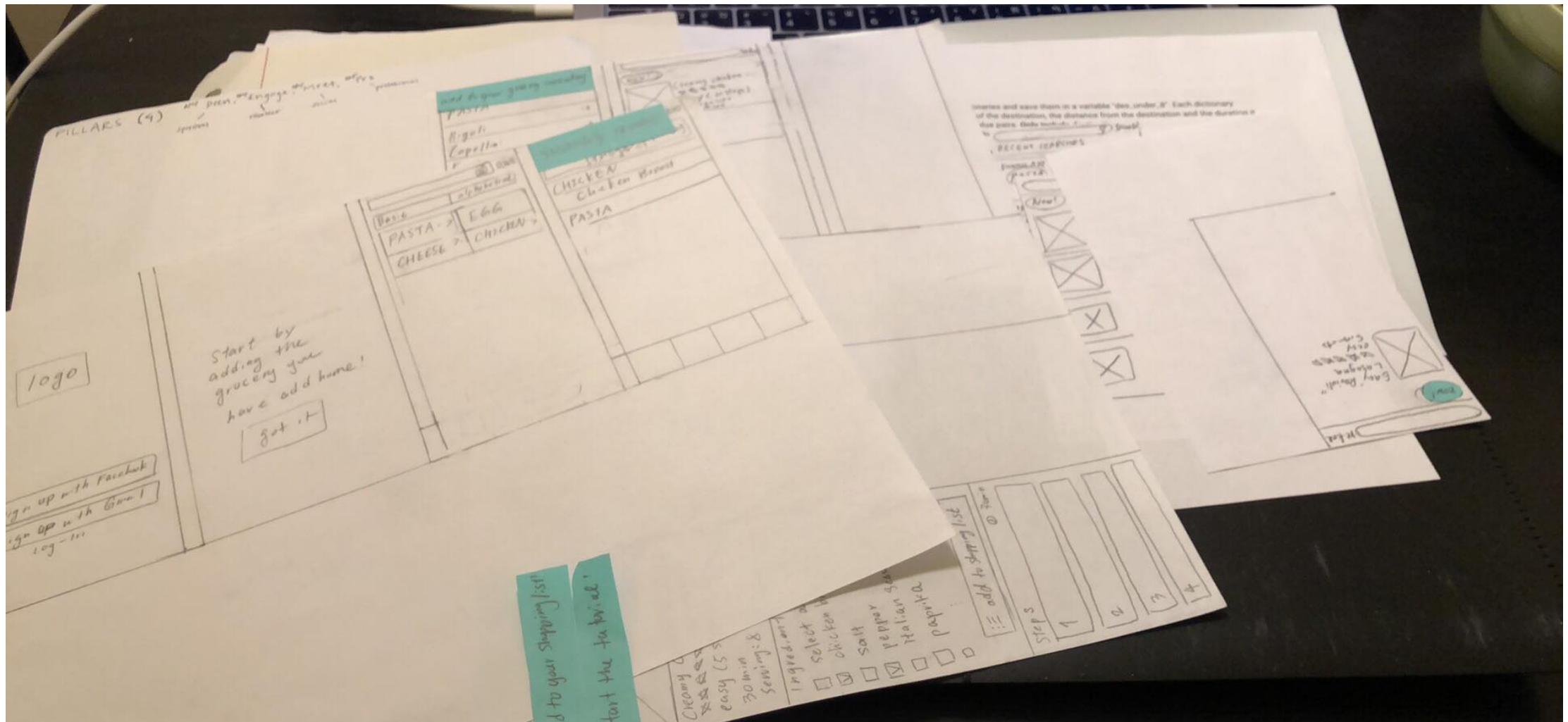
- Grid view
- List view



Q2: How are users represented?

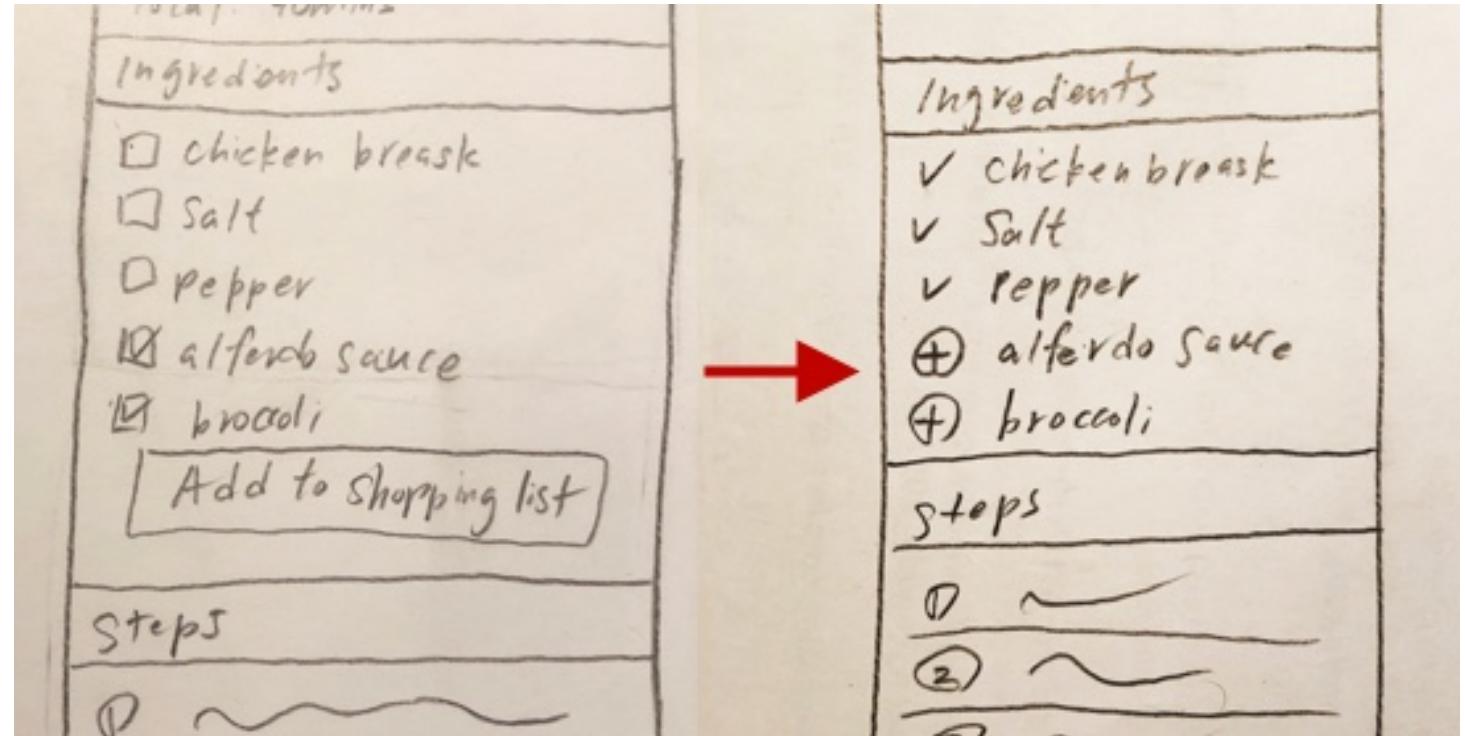
- Social Media
- Email
- No sign in



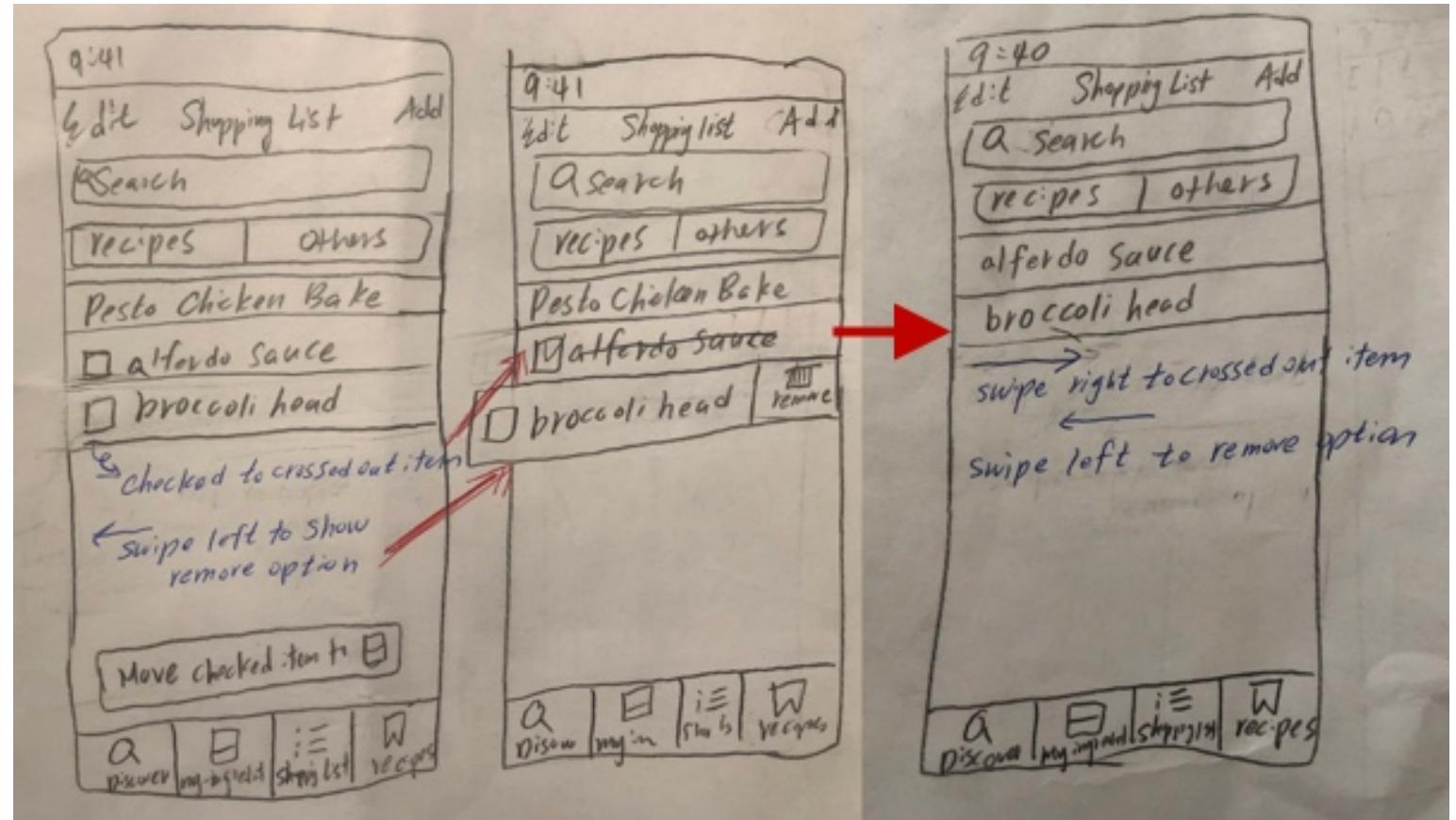


Test & Iterate

Clearly inform users of their current ingredients



Consistent Design



Final Digital Prototype

Typography

SF Pro Text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A b c d e f g h i j k l m n o p q r s t u v w x y z

1234567890

SF Pro Text Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A b c d e f g h i j k l m n o p q r s t u v w x y z

1234567890

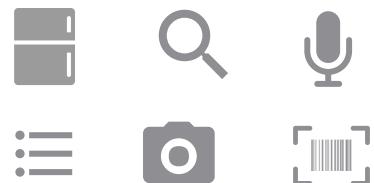
Sizes

17pt

15pt

13pt

Icon



Branding

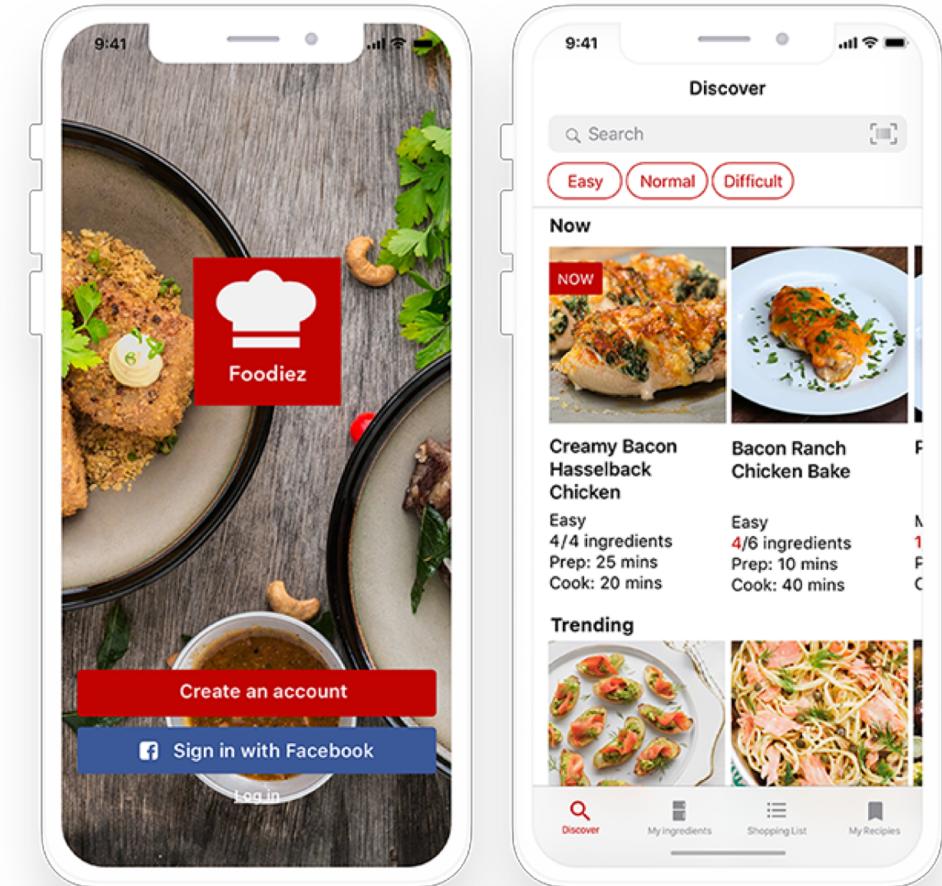


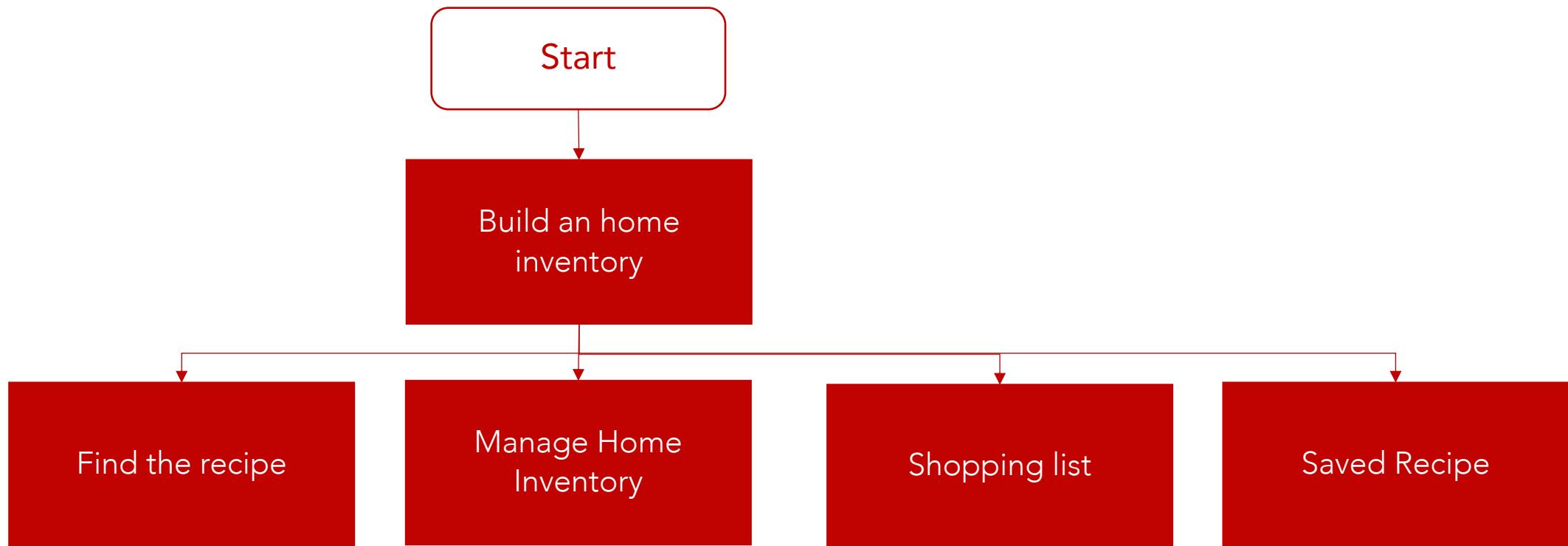
Color



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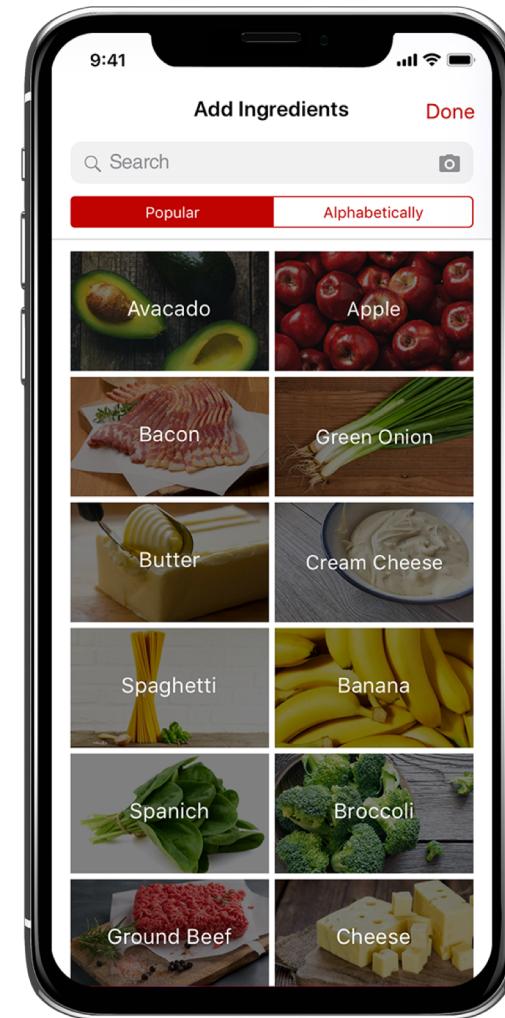
A grocery and recipes management mobile application





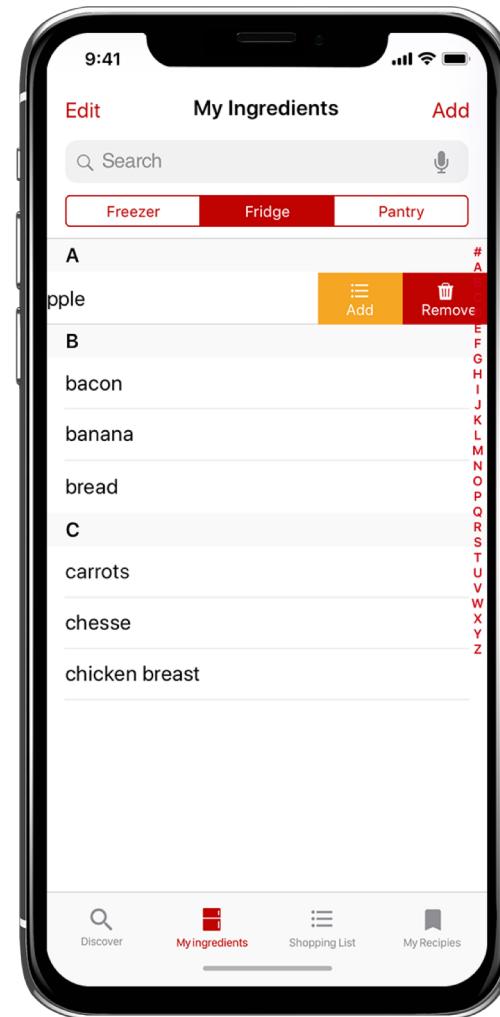
Easy ways to build home inventory

- Choosing from the list
- Uploading a photo of grocery receipt
- Typing



Keep track of your home ingredients

- Add the use up ingredients to the shopping list



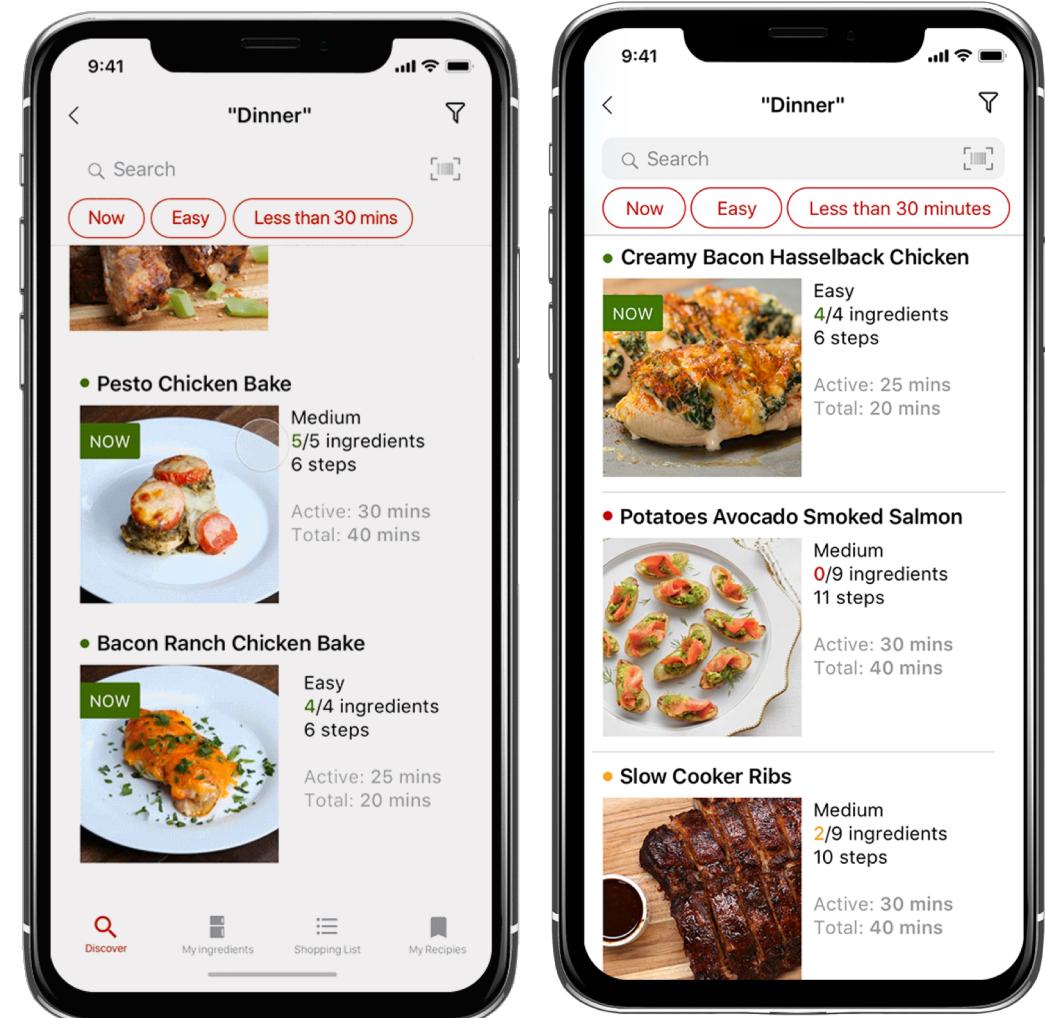
Overview > Research > Ideate > Test > Result

Build an home inventory



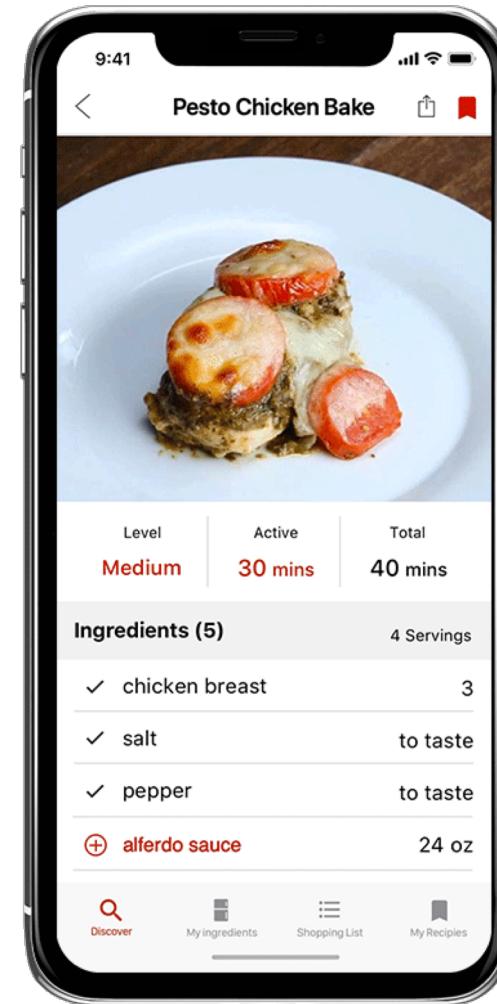
Shorten the time on recipe searching

- Click the **NOW** tag to get the recipes that user has all the ingredients to make
- Use **different colors** to indicate the amount of ingredients user has to cook the dish



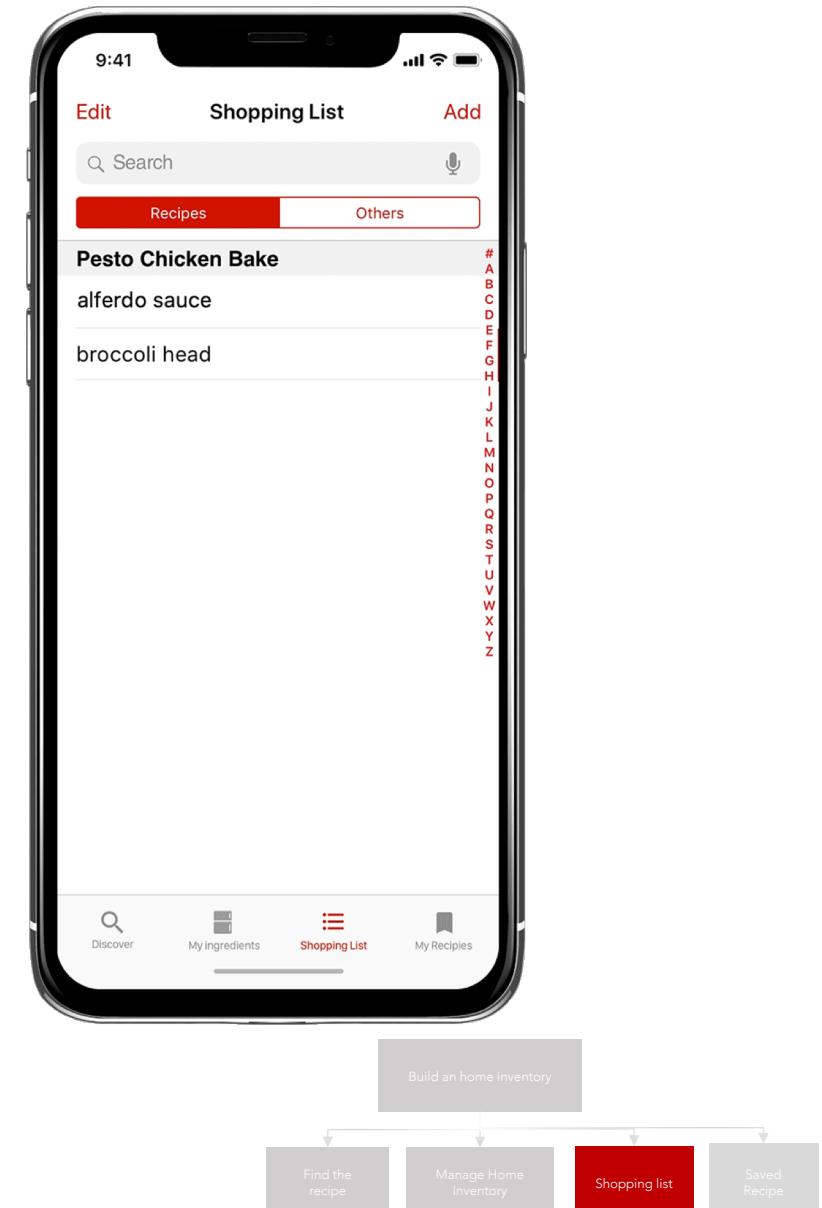
Clear way to inform users of the ingredients they need for a recipe

- A check mark in front of the ingredient to inform user that he/she already has that ingredient at home
- Allow user to add the ingredients they don't have to the shopping list with just one click



Easy and simple way to manage the shopping list

- Cross off or delete the item with swipe gesture
- Add the purchased item(cross-off item) directly to *My Ingredients*



Optimize My Ingredients feature

Allow users to track the expiration date of their ingredients

Profile and Community

Build a community that allow users to share their cooking result/experience for each recipe

Explore Voice Interaction for Cooking

Voice interaction to guide the users step by step when cooking