CocoaRepo

Chocolate recipes mobile application

Zacharias-Christos Argyropoulos
User Experience (UX) Course
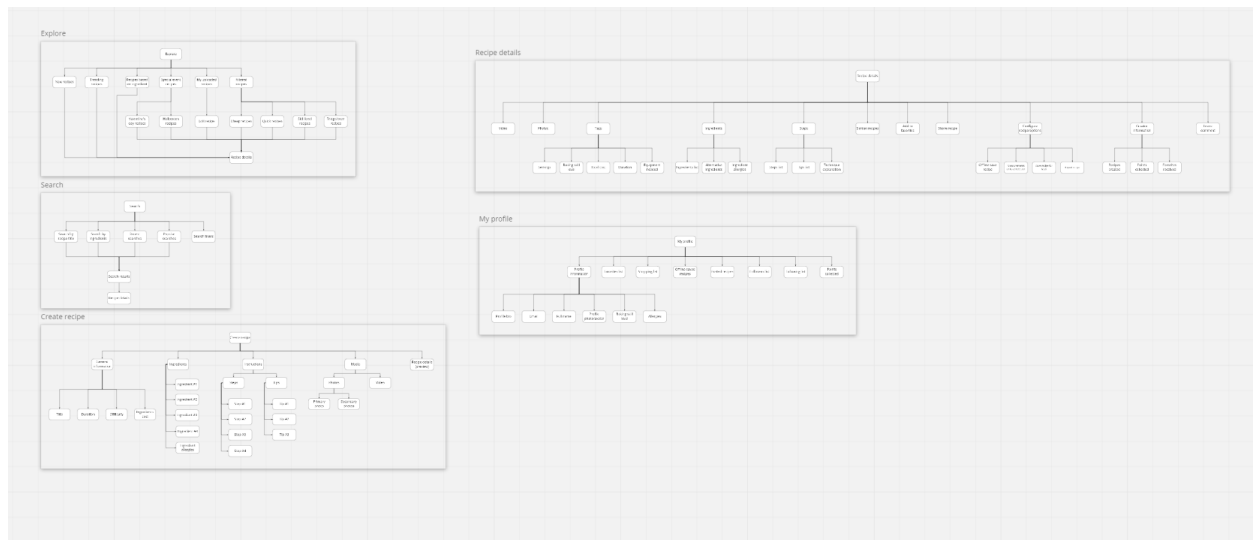Design deliverable
SAE Athens 2022

Περιεχόμενα

1. Information Architecture Design

Miro link: https://miro.com/app/board/uXjVOmv6_Ik=/?share_link_id=479047709827
Exported frames can also be found in the pdf included in the deliverable directory.

2. Navigation Design

User tasks

User Task #1:
Search a "white chocolate mousse" recipe and add it to your favorite recipes
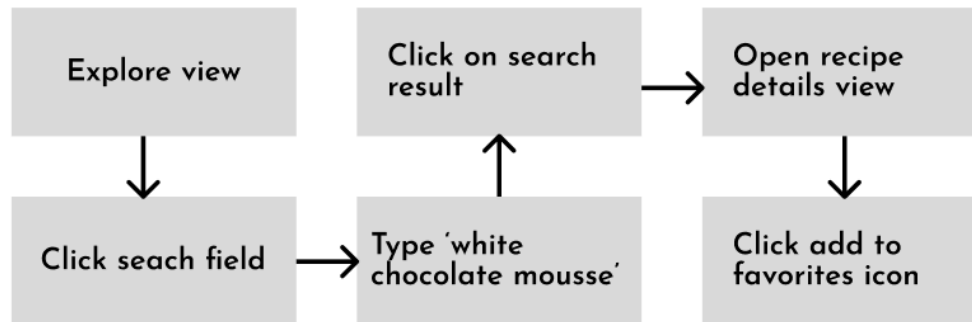
User Task #2:
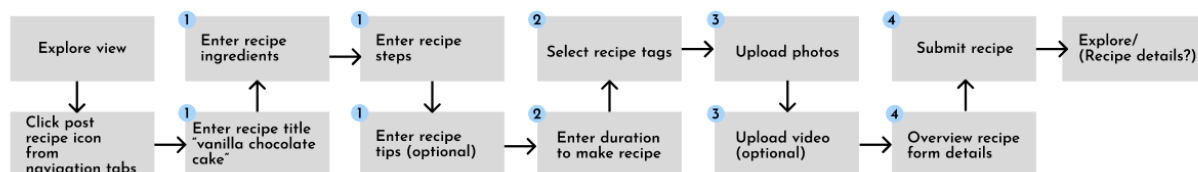Post a new recipe for a "vanilla chocolate cake"

User Task #3:
Find the vanilla chocolate recipe you have already created and add "milk" in the existing ingredients list

Task flow: Search a "white chocolate mousse" recipe and add it to your favorite recipes

Explore view	Click on search result	→	Open recipe details view

↓ (from Explore view) ↑ (to Click on search result) ↓ (from Open recipe details view)

Click seach field	→	Type 'white chocolate mousse'		Click add to favorites icon

Views: Explore, Search empty input state, Search results, Recipe details

---

Task flow: Post a new recipe for a "vanilla chocolate cake"

Explore view	1 Enter recipe ingredients	→	1 Enter recipe steps	2 Select recipe tags	→	3 Upload photos	4 Submit recipe	→	Explore/ (Recipe details?)

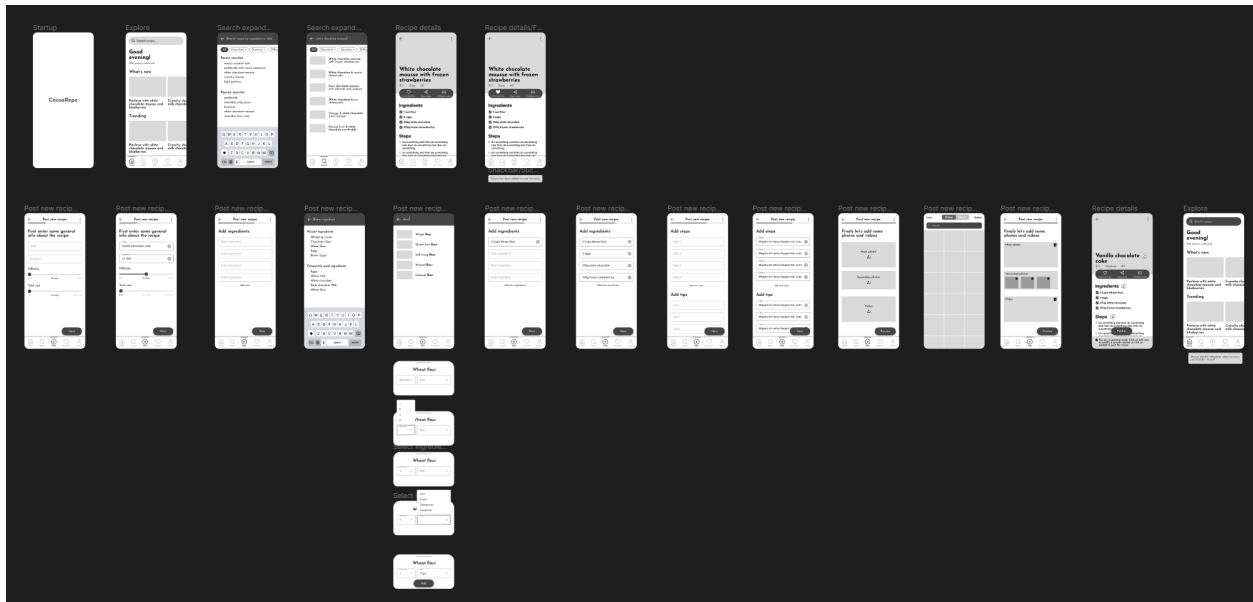| Click post recipe icon from navigation tabs	→	1 Enter recipe title "vanilla chocolate cake"	1 Enter recipe tips (optional)	2 Enter duration to make recipe	3 Upload video (optional)	4 Overview recipe form details

Views: Explore (w/ Navigation tabs), Add recipe view (stepper form - possibly 4 steps), Recipe details (preview)

Task flow: Find the vanilla chocolate recipe you have already created and add "milk" in the existing ingredients list

Explore view	Select 'vanilla chocolate recipe' from list	→	View recipe details	Save	→	Explore/ (Recipe details?)

Click my profile icon from navigation tabs	→	Click my recipes	Click on edit button	→	Add new ingredient 'milk'

Views: Explore (w/ Navigation tabs), My profile view, My recipes list view, Recipe details (edit), Add recipe view (stepper form)

3.Wireframes/Low-Fi Prototypes

Figma link:
https://www.figma.com/file/AVJE509rTMeFvcdgefBtiX/CocoaRepo?node-id=1%3A3

4. Usability testing report

Search recipe:
- Most of the users to initiate the search process clicked on the search field on the top of the explore view. But some also click on the navbar search icon. One user also swiped on the new recipes slider to find the given recipe. Not many used the filters provided.
- Most of the users decided to start typing the recipe title immediately and clicked on the first result. Few also clicked on the recent searches to quickly search for this recipe.

Recipe details view/Add to favorites:
- The quick information provided below the recipe title were clear in almost every user on what information they visualize (ingredients cost, duration, skill level)

- Some of the recipe interaction buttons (favorites, share, configure) had the users confused on what actions they include. The add to favorites button was pretty clear. The share recipe button had some of the users confused if they would get a link or share instantly to users inside or outside of the application (social media). The configure action button had most of the users confused on what it would happen if they clicked on it. Some also thought it was some kind of filter because of the icon. Some also thought it was some kind of edit button to alternate the recipe steps or ingredients to their preference. This button includes some extra options/action like report recipe, convert measurement units, print recipe, save offline etc.

Explore view:
- They users want to see more information about the likes of the recipes provided in the slider
- Also they want to quickly overview the recipes they posted and edit them. They also here want to know how many users favorited their recipes
- The users want to see more recipes by ingredients or categories in the explore view.
- They reported they wanted to see the logo somewhere.

Create/Post recipe:
- Users liked the progress bar on the top filling up as they progress with filling up the form information.
- Users find the process smooth and clear overall.
- General info (first step) was clear and easy to understand in all users
- In the add ingredients step most of the users got surprised that a search full screen view appeared. They expected they could freely begin typing the ingredients in the same view as the form and get autocomplete suggestions below the textfield. However, the users liked the way you could select the amount of each ingredient with dropdown menu items but they preferred to pick a unit first and then the amount of that ingredient unit.
- The steps and tips from step were pretty clear and the interaction as expected.
- In the photos and videos step they weren't sure why additional photos were needed as in the recipe details/preview view they were not present. They possibly want to upload multiple photos and pick the primary.
- The users also liked the preview final step and found helpful and clear the edit icon besides every section. They did not seem to read the info message on the bottom of the screen that they are in preview/edit mode or they took a long time to read (could be shortened).

General:
- Most of the users did not understand the purpose of the three dots on the top bar (right top side) in the recipe details view and in the create recipe form.

Navigation bar:
- The users stated the icons in the navigation bar are clear on what they represent.
- Only the + 'Post' icon/text created some confusion and in particular the text 'Post' as the icon drew their attention more than the text.

Questions/Rating (based on Nielsen heuristics)

Question	Average rating
Did you have the freedom no matter what view you were at the time, to navigate wherever you wanted in the application?	4/5
Did you have enough feedback when you were interacting with a button or initiating an action?	3.66/5
Before you initiate an action/click a button did the application navigate you where you were expecting to be redirected?	4.66
Were the icons clear each time about what information they visualize?	4/5