SIPTRIP

Team 8
- Jyothi Penmetsa
- Ashritha Harish
- Zhou Liu
- Akshaya Dol

AGENDA

Introduction

Persona and User Needs

Design Evolution

High-Fidelity Prototype

Summary

INTRODUCTION

SipTrip is a fun mobile application for people who love making drinks.

On SipTrip, you can find tons of easy recipes shared by other folks who enjoy the same thing.

WHY DO WE NEED SIPTIP

Social Interaction: Drinking is often a social activity, and the pandemic has highlighted the challenges of sharing such experiences with friends and loved ones.
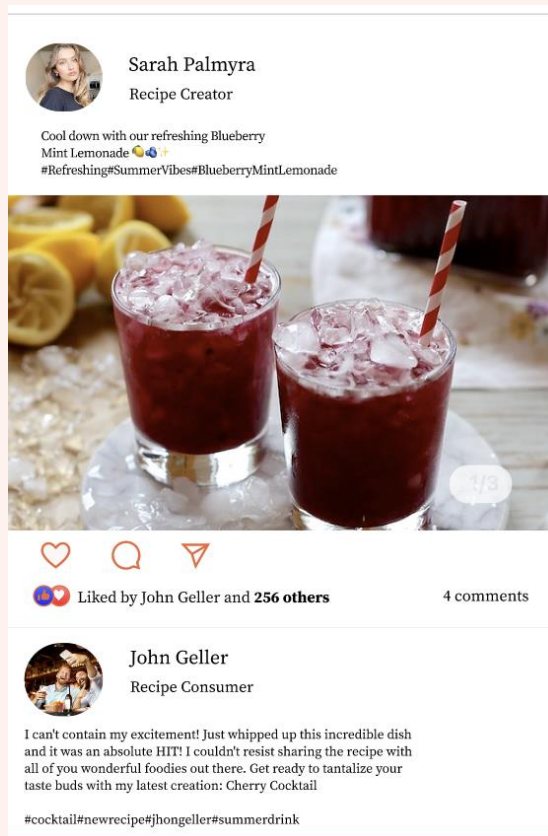
Lack of Knowledge: Many people want to explore new drinks but don't know where to start. They might be unfamiliar with different types of teas, coffees, cocktails, or smoothies beyond the basics.

Accessibility of Ingredients: Some drink recipes call for exotic or hard-to-find ingredients, which can be a barrier for people wanting to try them out.

WHAT MAKE SIPTRIP SPECIAL

Sarah Palmyra
Recipe Creator

Cool down with our refreshing Blueberry
Mint Lemonade 🍋💧✨
#Refreshing#SummerVibes#BlueberryMintLemonade

Liked by John Geller and **256 others**   4 comments

John Geller
Recipe Consumer

I can't contain my excitement! Just whipped up this incredible dish
and it was an absolute HIT! I couldn't resist sharing the recipe with
all of you wonderful foodies out there. Get ready to tantalize your
taste buds with my latest creation: Cherry Cocktail

#cocktail#newrecipe#jhongeller#summerdrink

Your Own Drink Feed: You get to see recipes for the drinks you love most.

Share Your Creations: Made a great drink? Share your recipe with a photo and steps so others can make it too.

Talk About Drinks: Like and comment on recipes.

Explore drinks based on ingredients: Search for recipes based on what ingredients you have or what you're in the mood for.

Follow Favorite Creator: People can follow their favorite drink creators.

Personalized Profile: People can create their own profiles and get certified as drink creators.

JOURNEY OF CREATING PERSONAS

Interviews

We created interviews of targeted audience to understand the gaps and needs in this domain.

Affinity Diagram

With the information that we obtained from the Interviews, we created affinity diagram.

Personas

Based on the result of affinity diagram, we created our personas.
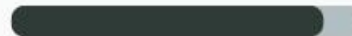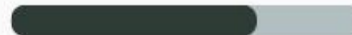
PRIMARY PERSONA

Recipe Creator

JOHN GELLER

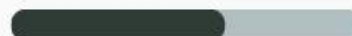|	
AGE	27
GENDER	MALE
PROFESSION	RESEARCHER
EDUCATION	PhD (Biotech)
LOCATION	WASHINGTON, USA

PERSONALITY

LOVE FOR DRINK

SOCIALLY ACTIVE

CREATIVITY

BIOGRAPHY

John is a PhD student who is working on thesis in Biotech field. He used to work as a part time bartender earlier. In between his busy workload, he enjoys experimenting with drinks in his free time. He will always looks for creative ways to combine flavours and ingredients to create unique recipes. He enjoys small gathering with friends who creates drinks together. His father is chef who encourages and enjoys trying out his creations.

GOAL

- Passionate about mixology
- Sharing his creations
- Expand cocktail-making skills.
- Experiments with different flavors

PAIN POINTS

- Difficult to reach wide audience
- Unable to convert recipe for multiple language within app
- Difficult to maintain balance between passion and work

FAVORITE DRINK

BLOODY MARY

QUOTE

" DRINK RESPONSIBILY "

PRIMARY PERSONA

Our primary persona is a **Recipe Creator**.

- **Goals:** To continuously improve cocktail-making skills by experimenting with new flavors and techniques, creating exciting drinks that people enjoy, and sharing these creations to see people's reactions.

- **Needs:** There is a need to balance a busy job with a passion for creating cocktails, as well as a need for a platform to share drink recipes with a wider audience, including those who speak different languages.

- **Pain Points:** There are challenges in reaching a larger audience due to the difficulty of translating recipes into other languages. Additionally, managing time between a job and the hobby of making cocktails is tough, making it hard to work on skills and share drinks with others.
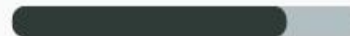
PRIMARY PERSONA

Recipe Consumer

LISA BING

AGE	25
GENDER	FEMALE
PROFESSION	STUDENT
EDUCATION	GRADUATE
LOCATION	WASHINGTON,USA

BIOGRAPHY

Lisa is a graduate student who is majoring in Computer science. While not a professional bartender, she enjoys making drinks for special occasions or when entertaining friends. She appreciates the creativity in exploring new recipes. She sees the weekends as a time to unwind and indulge in her hobbies. Lisa comes from a close-knit family with a twin sibling who is an artist. Their shared love for creativity has fostered supportive environment within family.

GOAL

- Lead healthy lifestyle.
- To learn new skill every year
- Connect with drink enthusiast

PAIN POINTS

- Searching for simple recipe
- Difficult to find exotic ingredients

PERSONALITY

LOVE FOR DRINK

SOCIALLY ACTIVE

CREATIVITY

FAVORITE DRINK

MIMOSA

VIRGIN MOJITO

QUOTE

" MIX FLAVORS & MAKING MEMORIES "

PRIMARY PERSONA

Our primary persona is a **Recipe Consumer**.

- **Goals:** To maintain a healthy lifestyle while learning a new skill each year. Additionally, there's a desire to connect with others who have a similar interest in making drinks.

- **Needs:** There is a need to find simple and healthy drink recipes, as well as a need to connect with fellow drink enthusiasts to share and discuss mutual interests.

- **Pain Points:** It is challenging to find simple recipes and difficult to source exotic ingredients for some drinks. This makes it harder to fully explore creativity and experiment with different drink recipes.
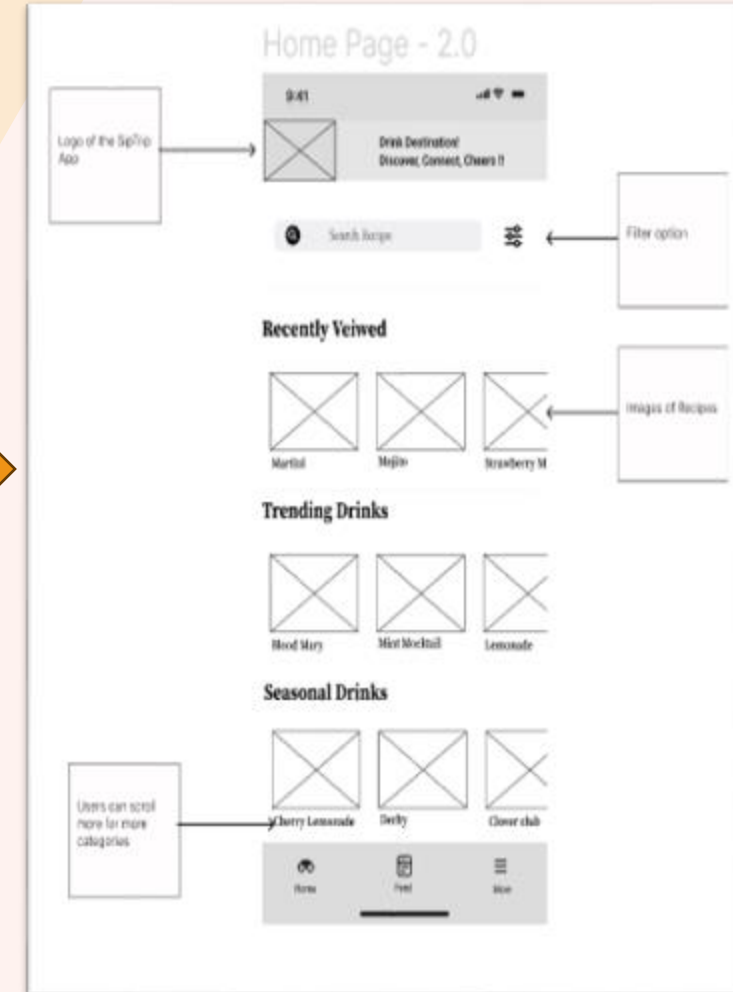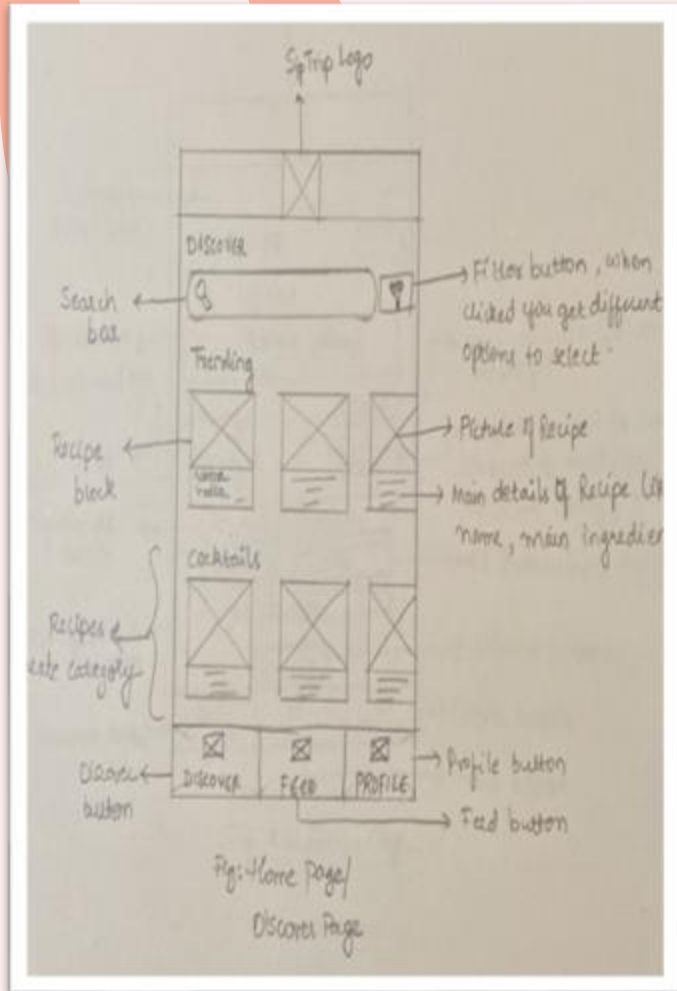
DESIGN EVOLUTION

Design Sketches

Paper Prototype

Wireframes

High Fidelity Prototypes

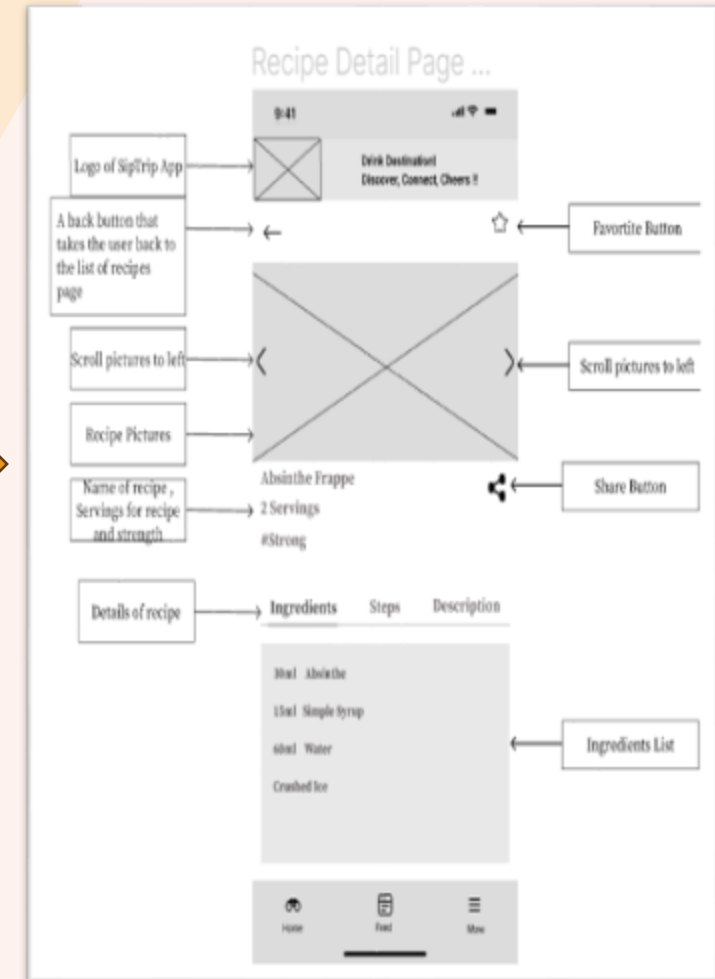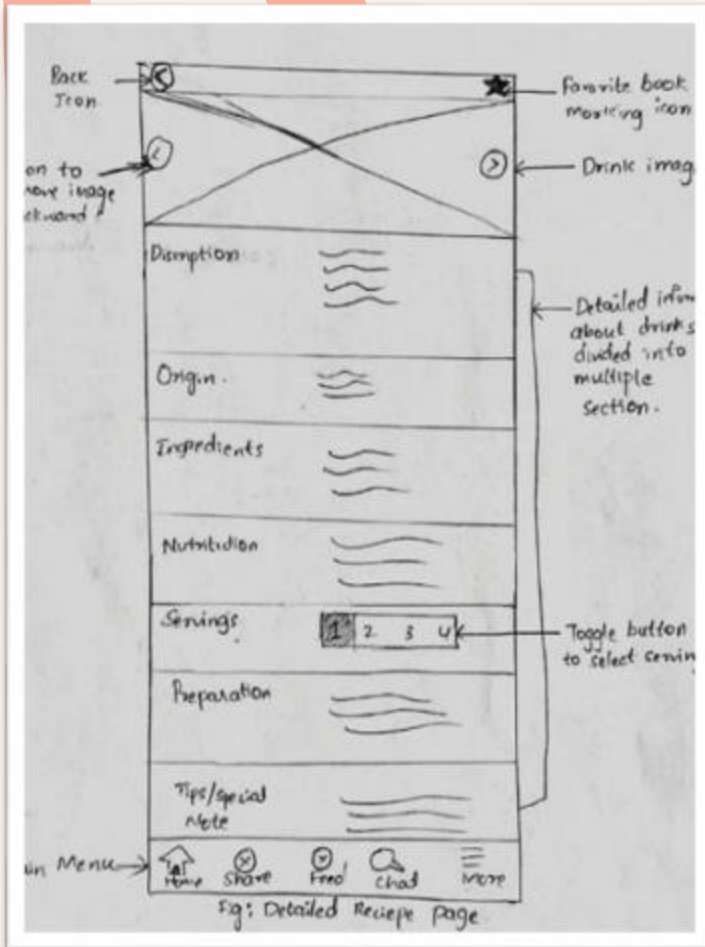# DESIGN SKETCHES
HOME PAGE

Finally to this HiFi prototype

- Used Gestalt Continuity

- Highlighted the present tab
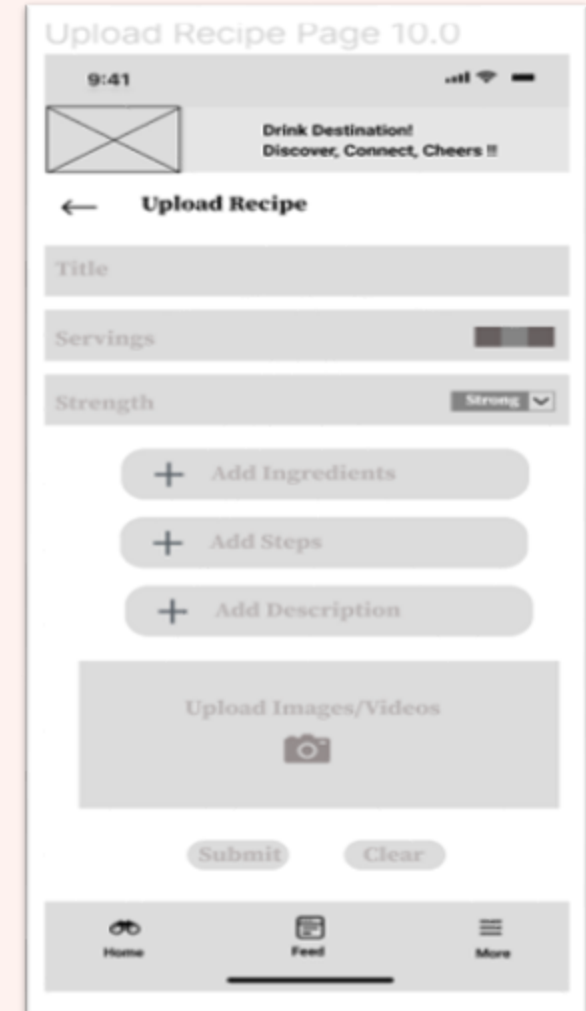
DESIGN SKETCHES
RECIPE DETAIL PAGE

Fig: Detailed Recipe Page

Back Icon

Favorite book marking icon

on to move image backward

Drink image

Description

Origin

Ingredients

Nutrition

Servings   1 2 3 4

Preparation

Tips/special Note

Main Menu   Home Share Feed Chat More

Detailed inform about drinks divided into multiple section.

Toggle button to select serving

Dizzy Martini

About

Servings   4

Ingredients

Steps

Home   Feed

Recipe Detail Page ...

9:41

Logo of SipTrip App

Drink Destination
Discover, Connect, Cheers !!

A back button that takes the user back to the list of recipes page

Favorite Button

Scroll pictures to left

Scroll pictures to left

Recipe Pictures

Share Button

Name of recipe, Servings for recipe and strength

Absinthe Frappe

2 Servings

#Strong

Details of recipe

Ingredients   Steps   Description

30ml   Absinthe

15ml   Simple Syrup

60ml   Water

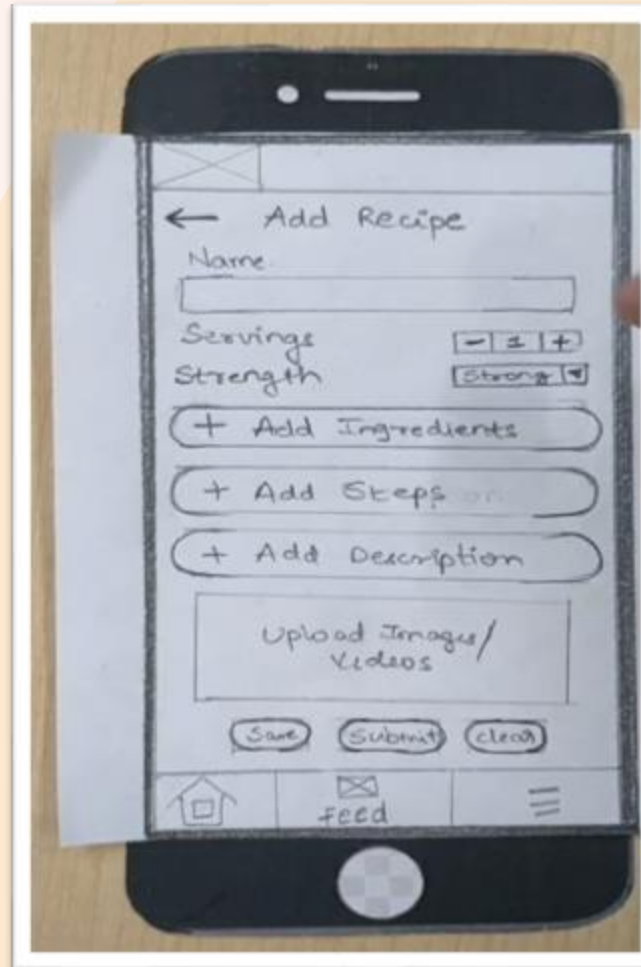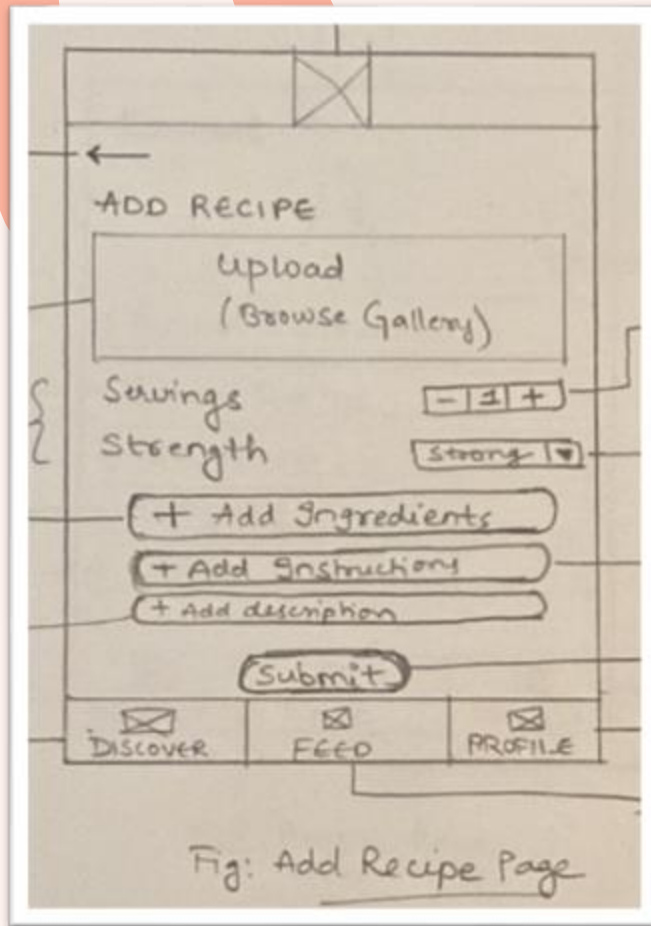Crushed Ice

Ingredients List

Home   Feed   More

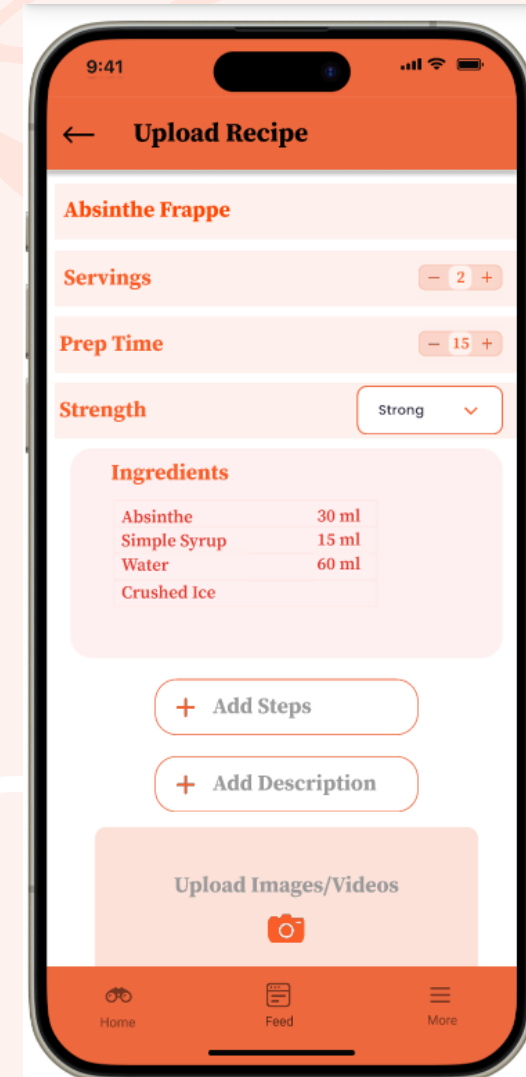# Finally to this HiFi prototype

- Used tabbed navigation for easy accessibility

- Image Carousel

- Fitts Law

DESIGN SKETCHES
RECIPE UPLOAD PAGE


Fig: Add Recipe Page

ADD RECIPE

Upload
(Browse Gallery)

Servings   − 1 +
Strength   Strong ▾

+ Add Ingredients
+ Add Instruction
+ Add description

Submit

DISCOVER   FEED   PROFILE

Add Recipe
Name

Servings   − 1 +
Strength   Strong ▾

+ Add Ingredients
+ Add Steps
+ Add Description

Upload Images/
Videos

Save   Submit   clear

feed

Upload Recipe Page 10.0

9:41

Drink Destination!
Discover, Connect, Cheers !!

← Upload Recipe

Title

Servings

Strength   Strong ▾

+ Add Ingredients

+ Add Steps

+ Add Description

Upload Images/Videos
📷

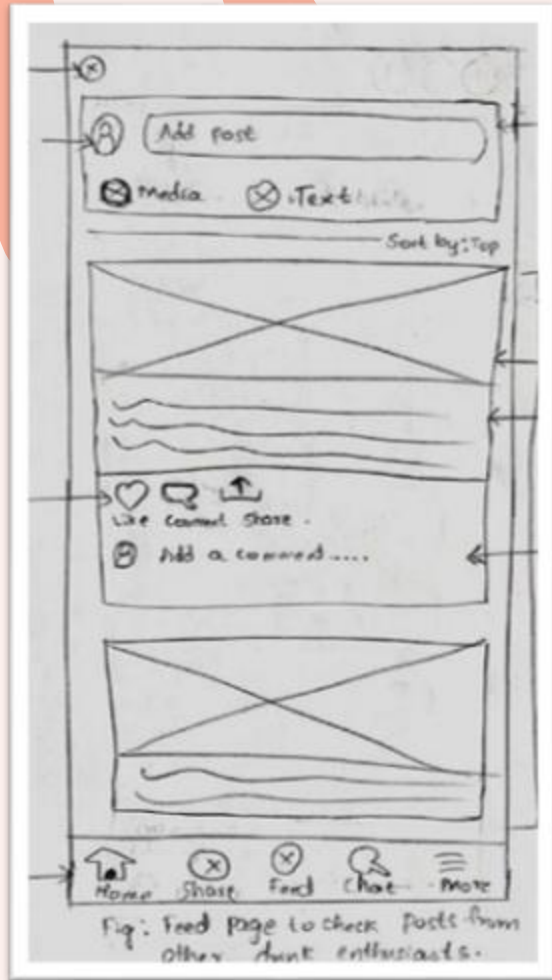Submit   Clear

Home   Feed   More

Finally to this HiFi prototype

- Implemented the number counter

- Drop Down selection

- Increment on plus button

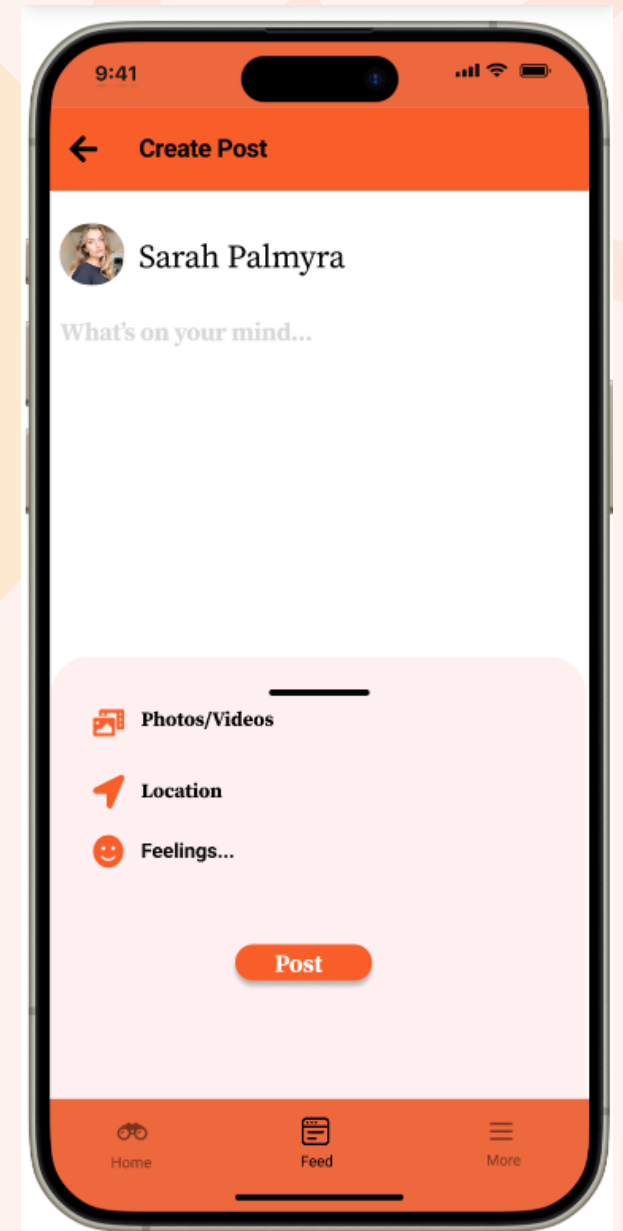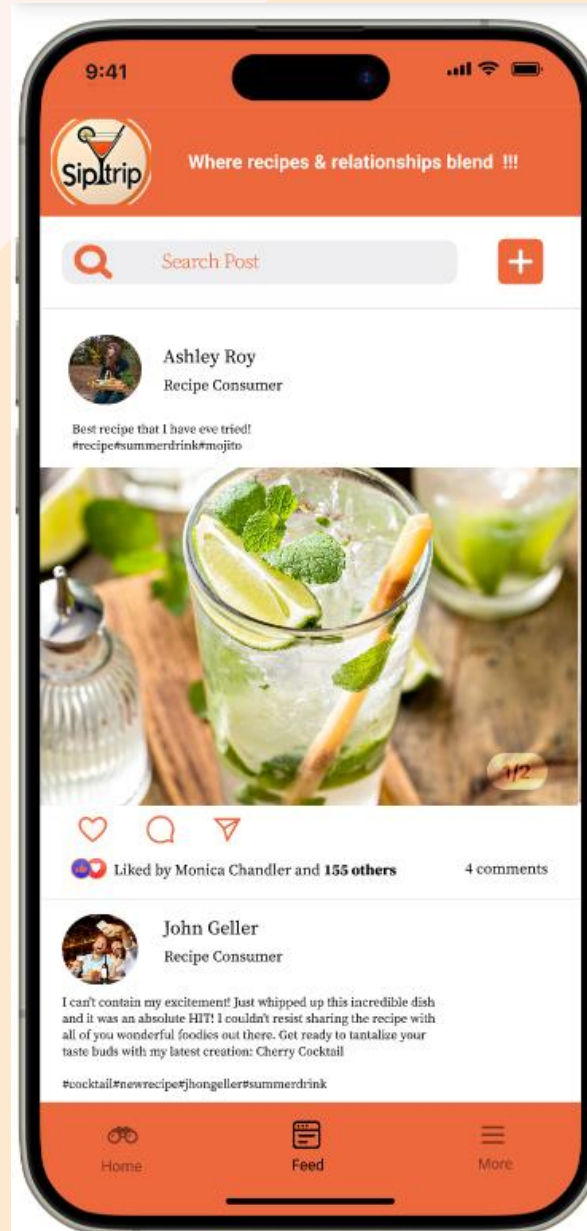- Scrollable after filling in details

- Gestalt Figure-Ground principle
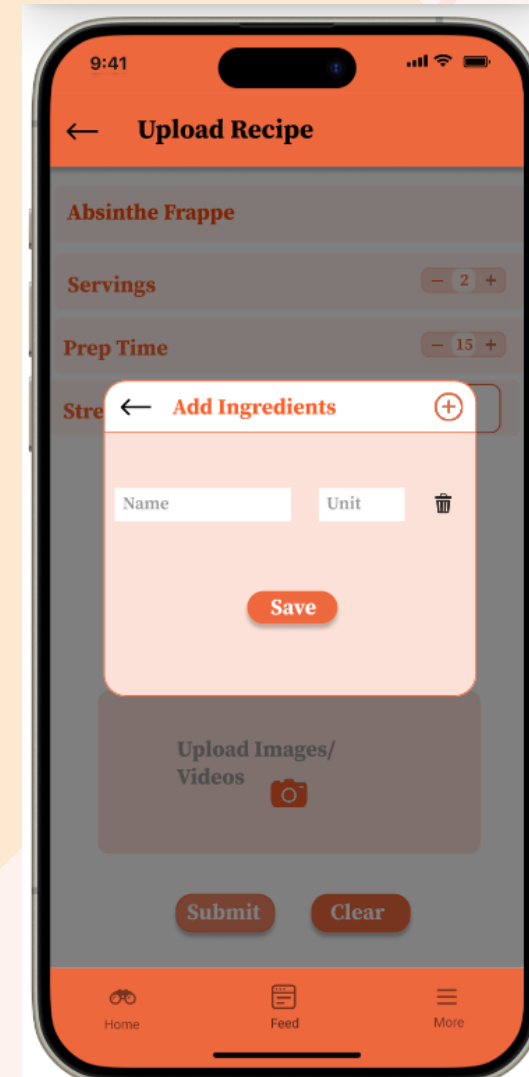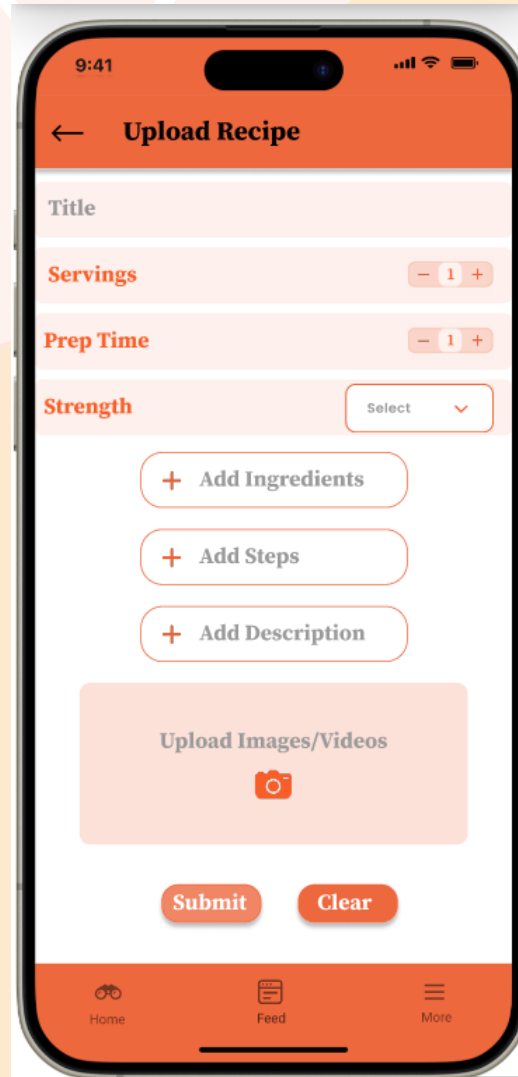
DESIGN SKETCHES
FEED PAGE
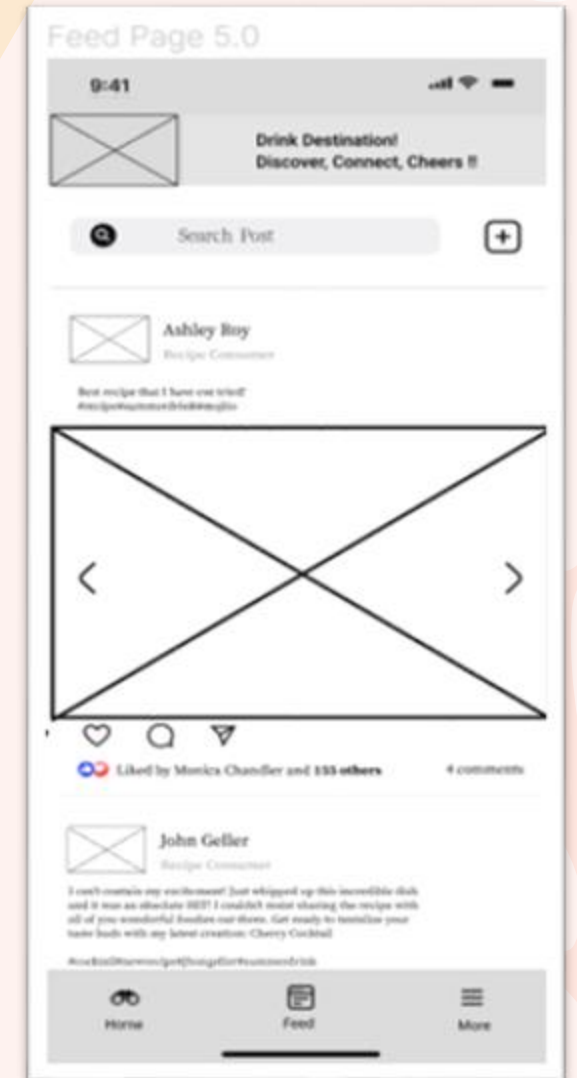
Finally to this HiFi prototype

- Users can create a post

- Gestalt
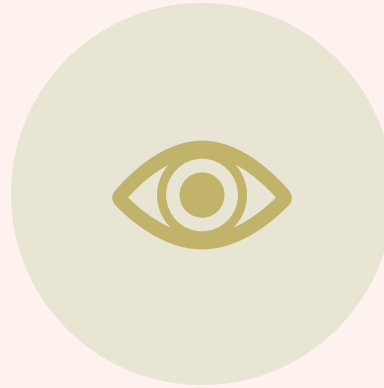 proximity principle

SIPTRIP

DEMO

INSIGHTS FROM USABILITY TESTING
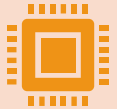
DESIGN INSIGHTS

OBSERVATIONS
DURING TESTING

FUTURE WORK

LEARNINGS

Collaboration

Prototyping – High Fidelity Prototypes, Figma, Miro board

Usability Testing

THANK YOU