SWEN303 Project 2

Group name: Bob and friends

The two most critical UX issues we found were:

1. The lack of assets on pages – as this directly affects the usability of the website.

2. The complete lack of a sorting and filtering system – that is, being able to sort recipes through different criteria – such as total time needed to make the meal, certain ingredients etc.

User model

User: Bob
30 years old.
Software Developer.

Bob has decided to take a more active hold on his physical health, due to sitting down for large periods of time at his job.

To achieve this, Bob has decided to invest time into using a recipe app to help him plan and make healthier meals.

Needs:

- Bob needs to have a sorting system in place as he has the dietary requirement of having gluten-free food.
- A customization feature to adapt recipes based on the fresh produce he buys from his local market.
- A comprehensive database of meals, providing ample choice as he likes to explore and try new food.

Changes to Web App:

- Implement a filtering system to sort by dietary restrictions, like "gluten-free".
- Add a feature to customize ingredients within recipes, allowing Bob to utilize fresh produce from his local market.

Motivations:

- Bob is keen on maintaining a healthy lifestyle. He needs a user-friendly app that allows him to find suitable recipes quickly and efficiently, as he values his time highly.
- He is eager to discover and try as many new foods as possible.

Pain Points:

- Bob hates inefficiency and time wastage. The app he uses needs to be intuitive and quick to navigate.
- Due to his dietary restrictions, he often struggles to find suitable recipes.

- Increase the variety and number of recipes in the app's database to cater to users like Bob who crave diversity.

User: Sarah
55 years old.
Retired nurse

Sarah is a retired nurse who loves cooking for her grandchildren. She's looking for an app that can help her discover kid-friendly recipes and manage her grocery shopping list.

Needs:

- A wide range of kid-friendly and nutritious recipes.
- A shopping list feature that keeps track of ingredients she needs to buy.
- An easy-to-read interface with larger fonts and clear instructions.

Motivations:

- Sarah enjoys cooking and wants to surprise her grandchildren with new, delicious meals.
- She wants to ensure the meals she prepares are nutritious and suitable for her grandchildren's growing bodies.

Changes to the Web App:

- Add a "kid-friendly" category to the recipes, and ensure these recipes are balanced and nutritious.
- Introduce a shopping list feature that can be populated with ingredients from selected recipes.
- Implement an option to adjust text size and a user interface with clear, easy-to-follow steps.

Pain Points:

- She often forgets what ingredients she needs to buy when grocery shopping.
- She struggles with small fonts and complex interfaces on digital platforms.

User: Alex
22 years old.
University student

Alex is a university student living alone for the first time. He's interested in learning to cook but has limited time and budget.

Needs:

- Affordable and easy-to-make recipes.

Motivations:

- Alex wants to become more self-reliant and learn how to cook for himself.

- A feature that suggests recipes based on what ingredients he already has.
- Tutorials or guides to help him learn basic cooking techniques.

Changes to the Web App:

- Include a category for budget-friendly and easy-to-make recipes.
- Implement a "What can I make?" feature where users input their available ingredients and the app suggests suitable recipes.
- Add a section with cooking tutorials and guides for beginners.

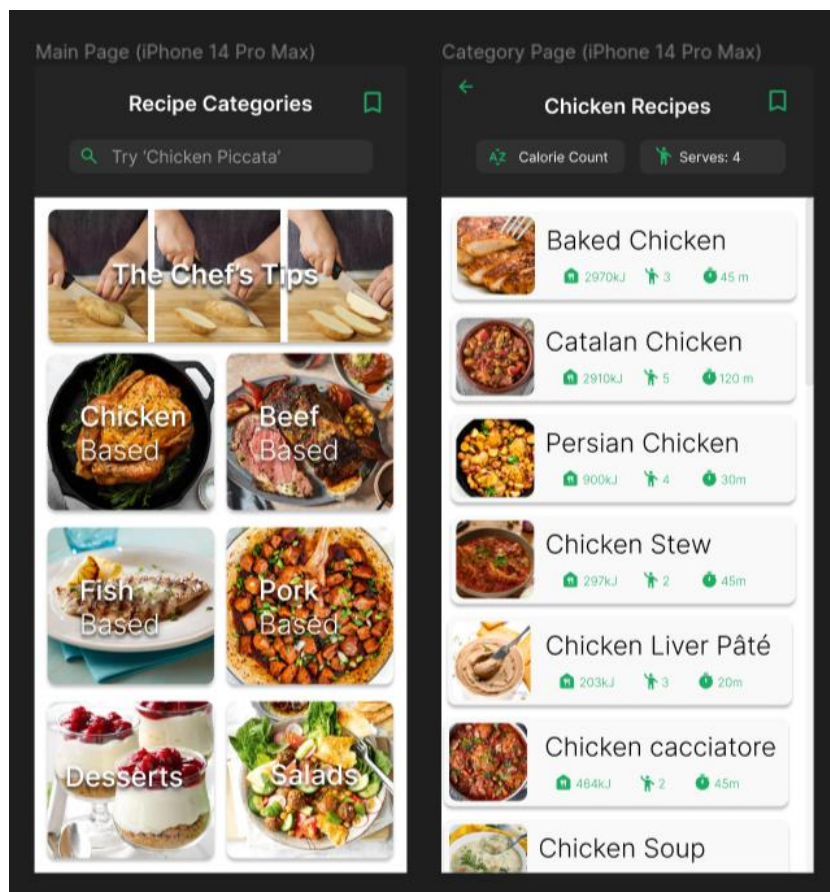- He wants to eat healthier and save money by cooking at home instead of eating out.
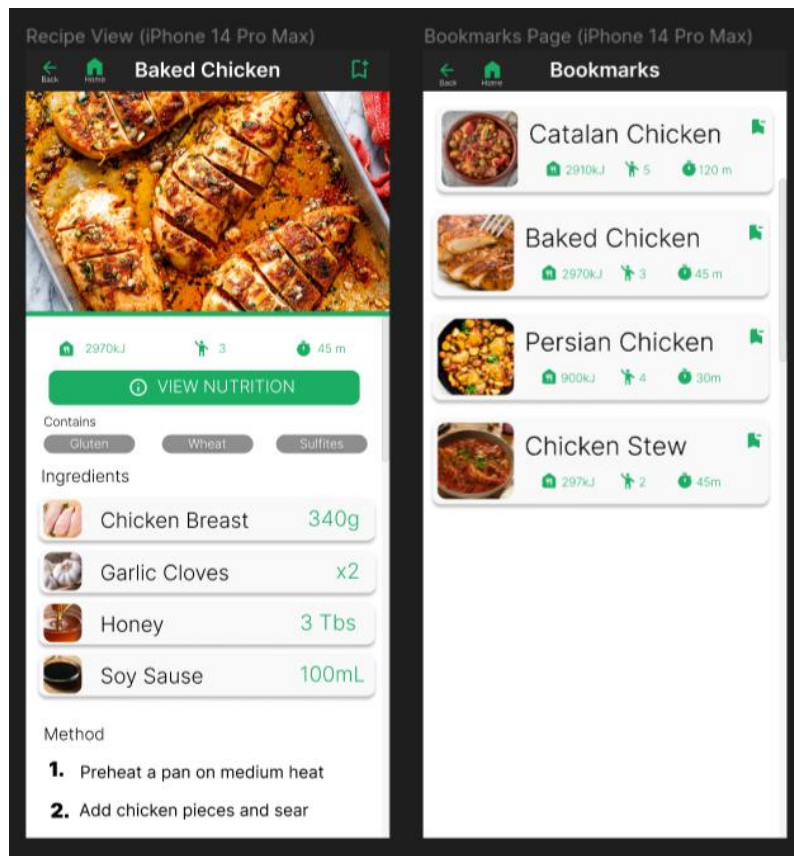
Pain Points:

- Alex often finds himself with random ingredients and no idea what to make with them.
- As a beginner, he finds many recipes intimidating and hard to follow.

Wireframe:

Design thinking session

Our stakeholders are busy people like university students or full-time professionals. These people often have limited ingredients in their pantry as they're often too busy to shop. This means there is also a limited number of recopies they can follow. As they are quite busy, the important thing for them is being able to quickly find a recipe they can cook with their limited ingredients. Therefore, a good recipe app would let the users quickly input their ingredients to quickly filter down the available recipes. This would be the most efficient approach for quickly finding a recipe for a busy student or professional to cook at home with their limited time.

Another good feature for the busy students or professionals is to have a favorites page. This would let them save recipes they like for later so they can quickly come back to them. This would further help them save time as they would have a list of recipes which they already like.

An important part of the recipe app would be clearly showing the user the ingredients needed, time involved, and the steps to follow. This would let the user immediately know how complex and difficult a given recipe is to follow, and whether they even have the ingredients available to cook it. The important aspect is displaying the information in a clear and easy to understand manner.