# Recipe Box

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Project overview

The product:

Recipe Box is an app to help young adults learn how to cook healthier. People can find recipes, plan their diets, and keep track of the ingredients that are in the fridge and necessary. My target users are young adults who struggle to plan for a meal or don't know how to cook.

Project duration:

22 July 2022 - 14 September 2022
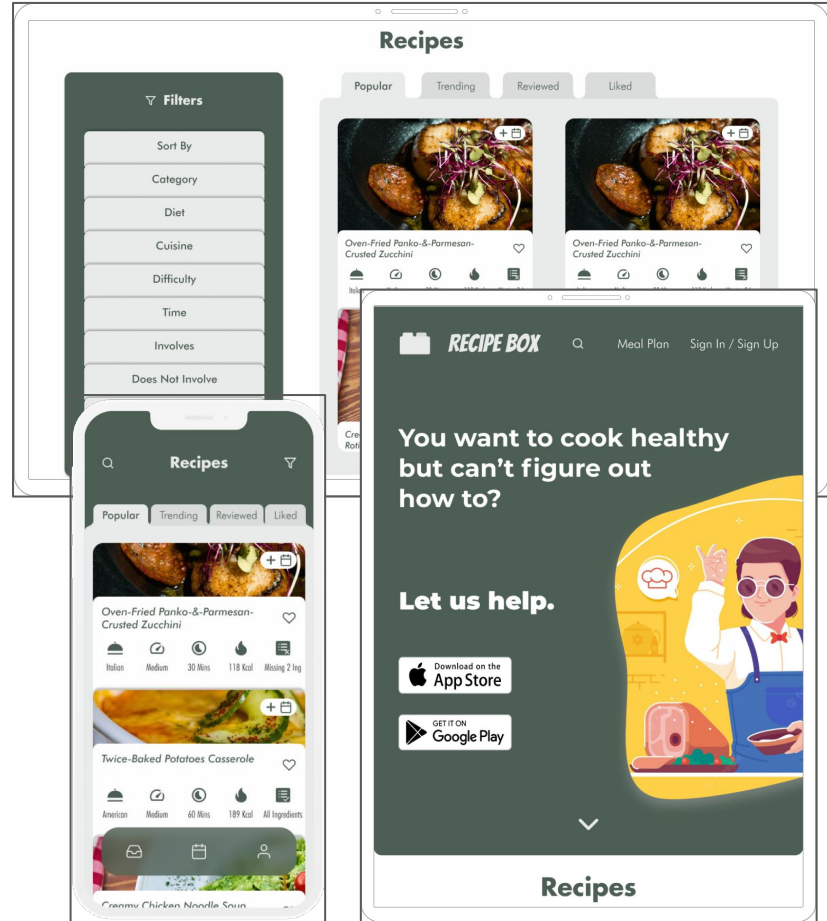
Project overview

The problem:

With a lot of distractions during the day, it is hard to learn or plan to cook healthy meals, especially as a young adult, when you work a lot. I investigated with research that young adults struggle to keep track of everything, or just don't have time to plan.

The goal:

Design an app that help young adults to cook healthy meals.

Project overview

My role:

UX Designer leading the app and responsive website design from conception to delivery.

Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- Ideation

User research: summary

I have conducted a user interview on 5 people, who are young adults in various stages of life. They reported me that they want to eat healthy but don't actively work towards it because either they don't have time and energy, or they are not good at planning process. The feedback from the interviews was that they were willing to work on learning how to cook healthy meals and keep is as a habit if there was a way to make things easier.

Persona 1: **Lina Conley**

Problem statement:

Lina Conley is a hard working junior lawyer who needs a tool to help them to organize what to shop & what to cook because she doesn't have time & energy to plan and cook healthy meals for herself.

Lina Conley

Age: 25
Education: University Degree
Hometown: London, UK
Family: Lives alone
Occupation: Lawyer

"Cooking healthy is a complicated task that I don't have time and energy for."

Goals
- Lose weight
- Find easy solutions for healthy meals
- Wants to spend minimum effort on a healthy meal plan

Frustrations
- Doesn't have time or energy to cook healthy
- She feels lazy to plan out her meals.
- Doesn't like complicated recipes

Lina is a young lawyer, who can not organize their time and energy to cook and eat healthy. Due to this situation, she usually orders meals or just skips them completely. She needs a tool that organizes her shopping lists and find easier recipes, so that she can cook healthy meals for herself.

Persona 2: **Name**

Problem statement:

Akash is a father & full time remote worker who needs an easy way to find new & different healthy recipes because he wants to be healthy as a family & try new cuisines.

"I like to eat healthy food, however sometimes they are too boring or tasteless."

Akash Vega

Age: 35
Education: Masters Degree
Hometown: Hawaii
Family: Married & has a child
Occupation: Marketing Specialist

Goals
- Wants to eat healthy and feel more energetic
- Wants to find recipes of various cultures
- Prepare delicious meals with preferred ingredients

Frustrations
- Other meal related apps don't satisfy the needs
- Don't like to eat same or similar things
- Don't want to plan out what to eat for a long period of time

Akash is a marketing specialist who wants to eat healthy. But he gets bored when he eats the same or similar things everyday, and usually get bounded to limited recipes. Akash wants to be able to cook healthy food from various cuisines that enriches his taste and explore new recipes.

Ideation

I have created hand drawn wireframes on a tablet. My aim was to create an optimal solution to the problems I'm addressing for. 5 frames created with different ideas and the last frame is the optimized version of those alternatives.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies
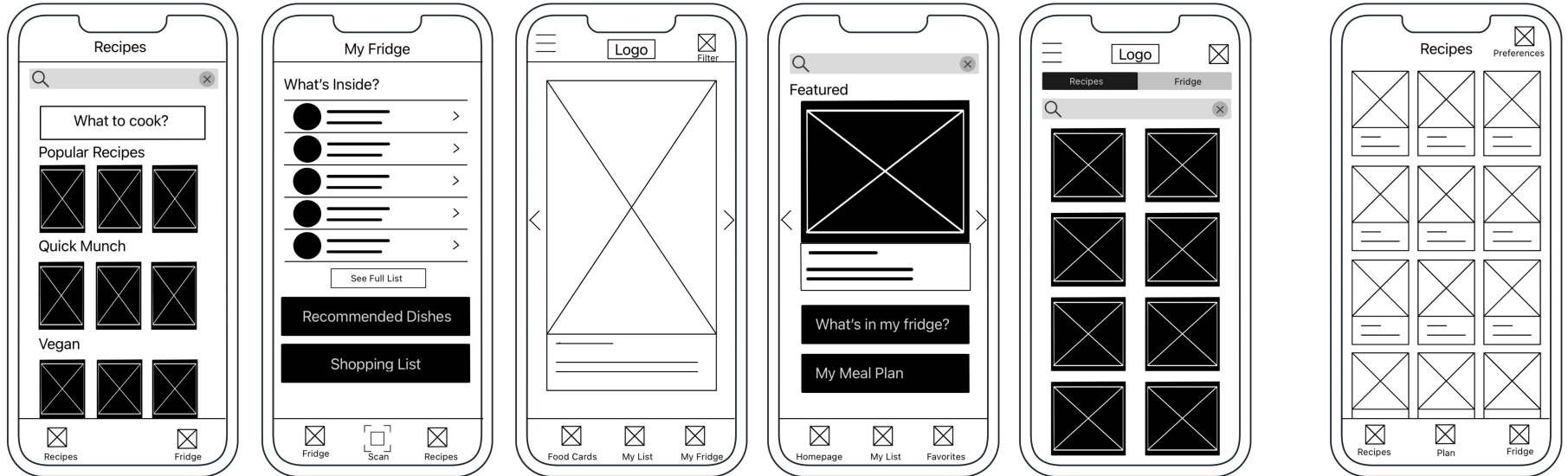
Digital wireframes

After hand drawn wireframes, I have moved on to create digital wireframes. My main goal is to create a way to teach young adults to cook healthy meals and keep it as a habit.

Filters and sorting on top navigation

Homepage with the list of recipes, serving as the main function of teaching how to cook

Bottom navigation holds the secondary features to make cooking healthy meals a habit of a daily life

Recipes

Menu Links

Preferences

Recipe 1
10 mins   Easy

Recipe 2
10 mins   Easy

Recipe 3
10 mins   Easy

Recipe 4
10 mins   Easy

Recipe 5
10 mins   Easy

Recipe 6
10 mins   Easy

Recipe 7
10 mins   Easy

Recipe 8
10 mins   Easy

Recipe 9
10 mins   Easy

Recipes   Plan   Fridge

Low-fidelity prototype

In order to reach my usability study goals I have created a general user flow of the app that features almost every function of the app.

View [Recipe Box's low-fidelity prototype](#)
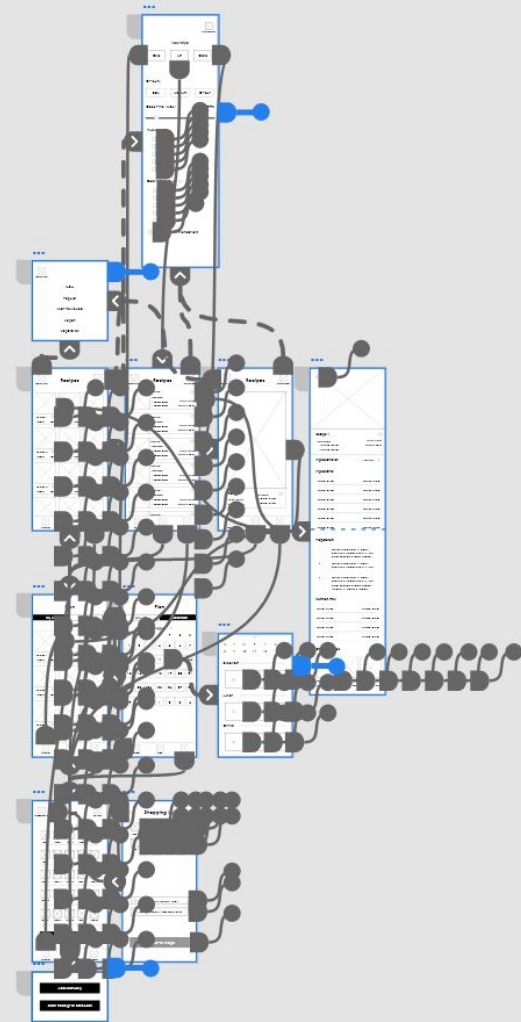
Usability study: parameters

Study type:

Moderated usability study

Location:

Remote

Participants:

5 participants

Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Recipe Views

The "View Styles" on the "Recipe" section created confusion among most users

2

Search Bar

Some users needed search bars for specific tastes

3

Fridge

Some users found the "Fridge" function a little tedious and therefore unuseful

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability studies, I have changed the multiple view styles to just one, as it confused users of the goal of this function.
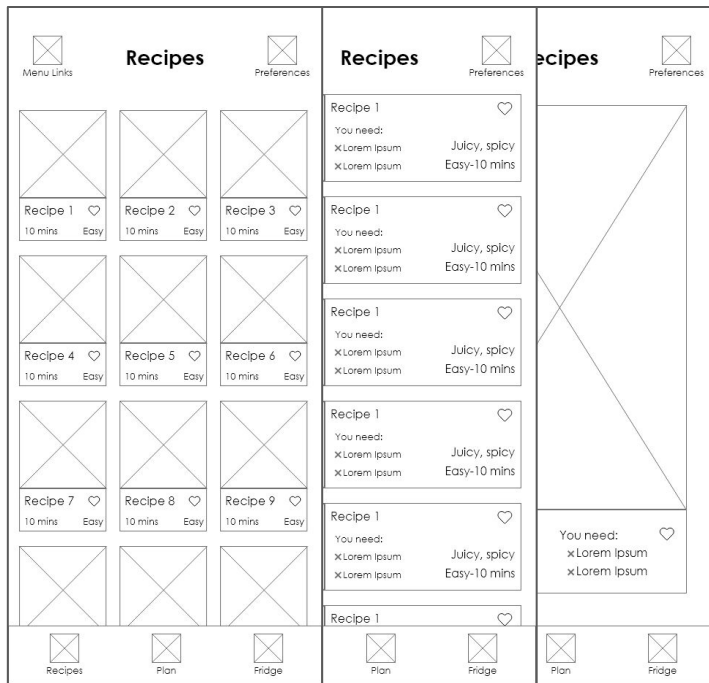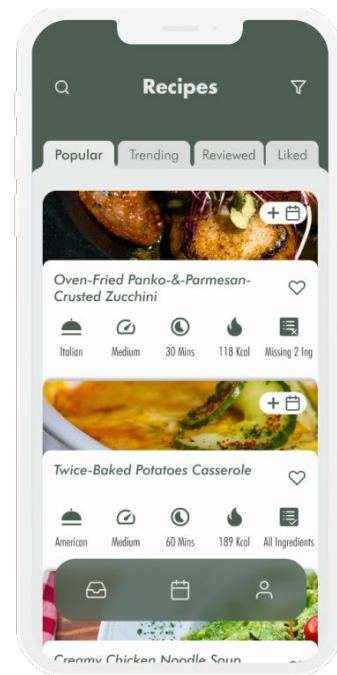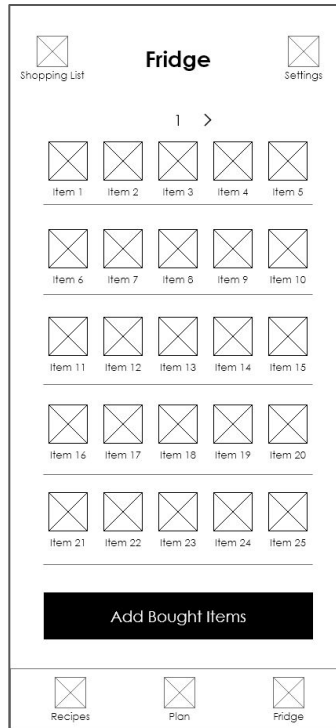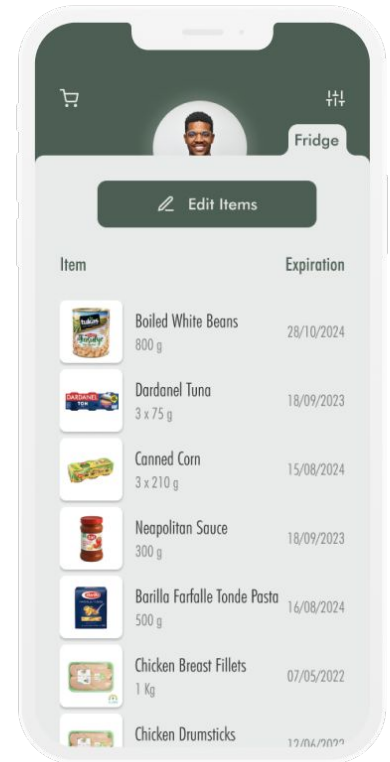
Mockups

Additional design changes made on Fridge, as the users liked the feature, but was unsure about how to use or how long they would use it. A profile segment has added instead of Fridge in the bottom navigation bar, and Fridge feature has been moved within profile, and user flow made easier within the feature.
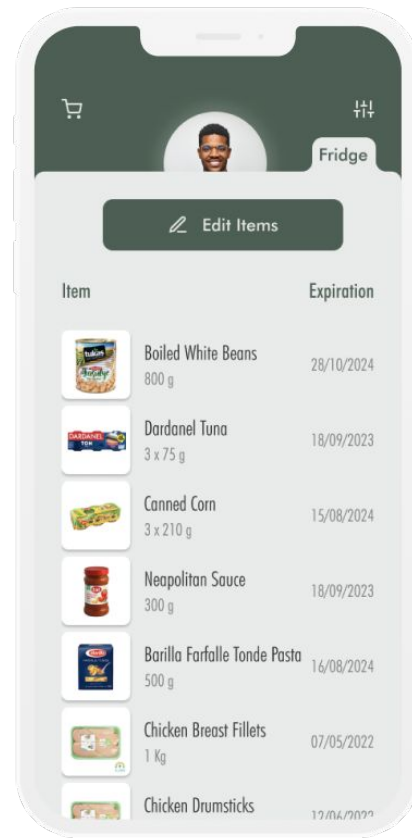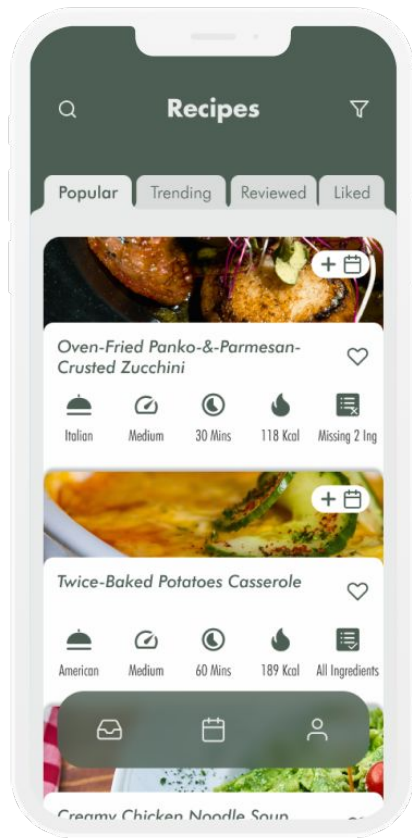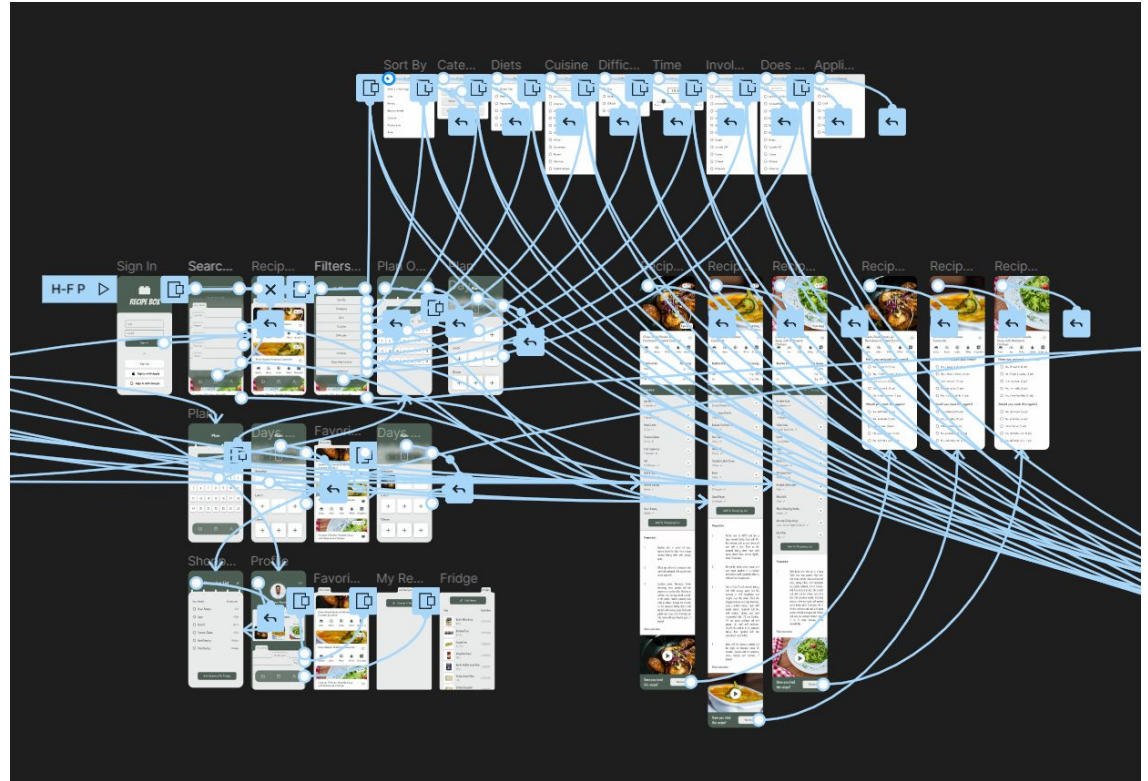
Mockups

High-fidelity prototype

Major changes made since the low fidelity prototype, as to ease the user flow. In the usability study, participants experienced some confusions about the functions of the app.

View the Recipe Box high-fidelity prototype.

Accessibility considerations

1

Clear, legible design that is easy for the eyes.

2

Detailed filtering system to accommodate people with allergies or different diets.

3

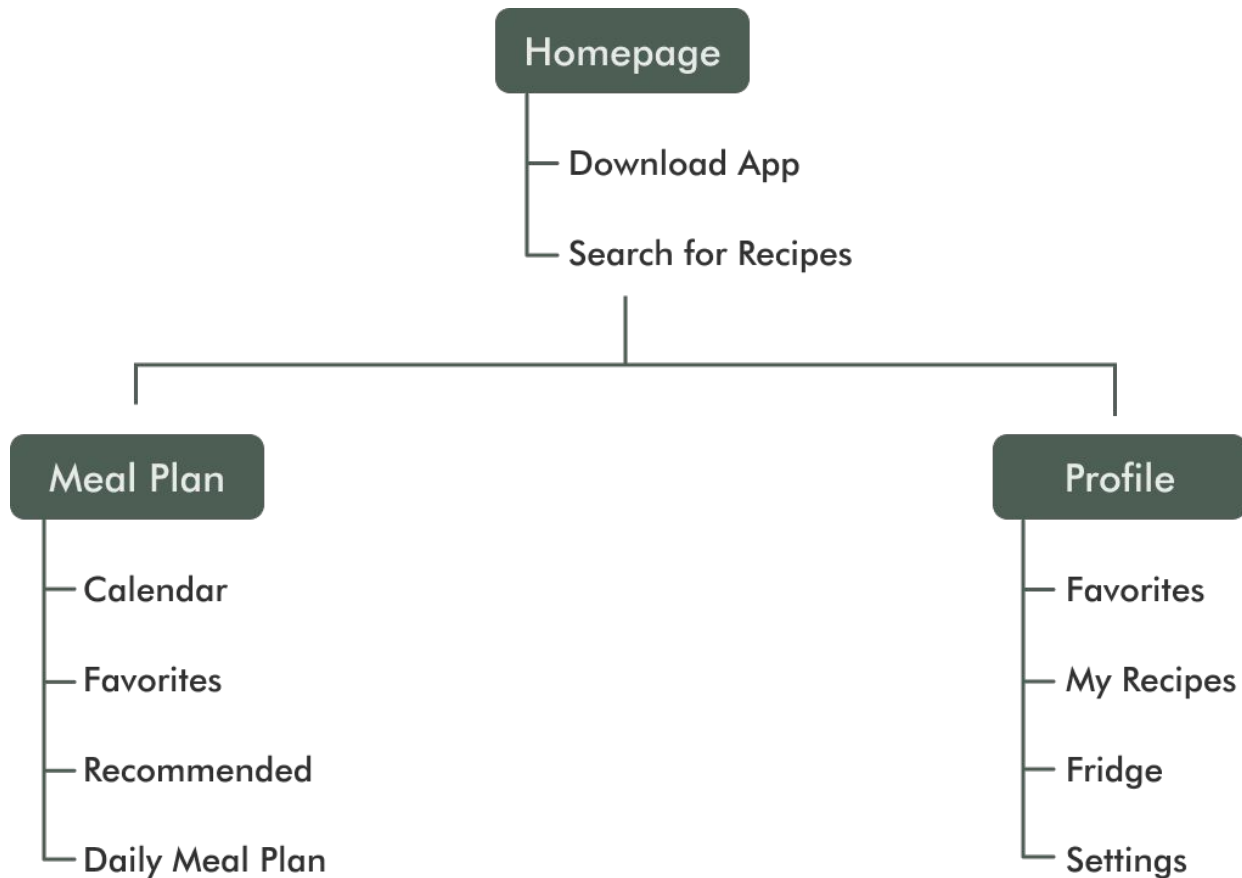A familiar user flow with a minimal design for a instinctive user experience..

Responsive Design

- Information architecture
- Responsive design

Sitemap

After app designs were completed, I have started working on the responsive website design. I used Recipe Box's site map to achieve continuity between cross-platforms.

Homepage
- Download App
- Search for Recipes

Meal Plan
- Calendar
- Favorites
- Recommended
- Daily Meal Plan

Profile
- Favorites
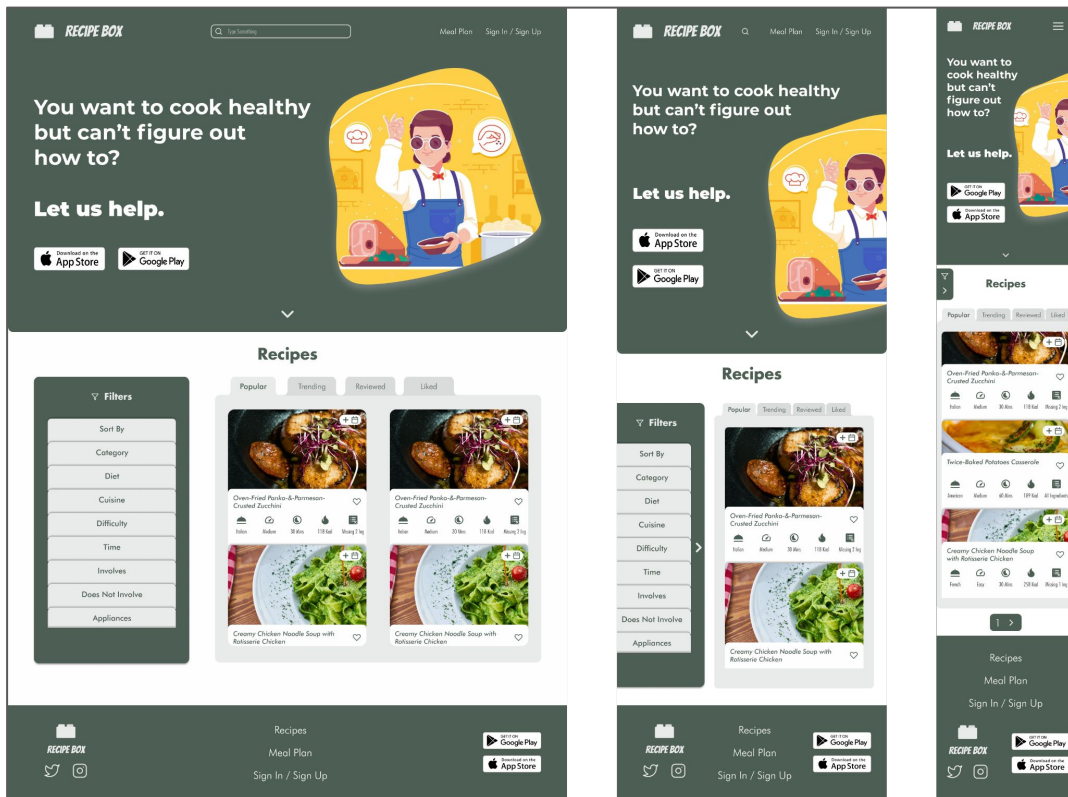- My Recipes
- Fridge
- Settings

Responsive designs

Responsive web design is included into the project for mobile, tablet and desktop, as it is highly likely for users to reach the website through google first, then use the app regularly.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users shared that this was a really efficient way of cooking healthy meals for a long time. One quote from usability studies was that " I needed this app to track of my fridge and to be able to find recipes that I desire everyday."

What I learned:

I have learned that you can not solve the problems with one solution sometimes. Sometimes it is important to create some flexibility to let the users go wild instead.

Next steps

1

Conduct a research on how successful the app is at making people cook healthy food for themselves.

2

Further usability studies to understand if the user flow is easy enough for people to use everyday.

3

Find a way to make it more fun for users

Let's connect!

Thank you for reviewing my work on Recipe Box. You can reach out to me through these information.

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