

Little Chef App and Responsive Website

Adam Lin

Project overview



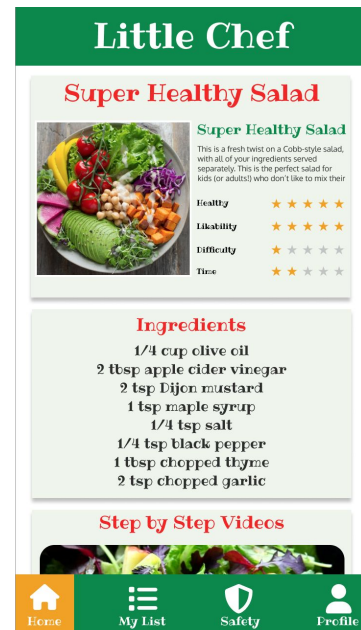
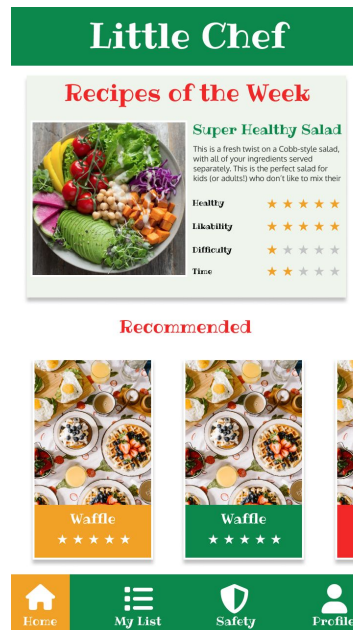
The product:

The App allow young user, age around 9 - 14, to search healthy food and learn how to cook.



Project duration:

Jan 2022 - Feb 2022



Project overview



The problem:

children and parents couldn't find a dedicated and kid-friendly recipes sharing website for healthy food.



The goal:

Design Little Chef app and website allows users to access healthy food recipes.

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
- Competitive audit
- Ideation

User research: summary



I develop interview questions based on ideas and quick search on the Internet and then conduct user interviews. Most interview participants reported feeling badly about lacking kids friendly app or website. The feedback received through research made it very clear that users would be open and willing to work towards the service if they had access to an easy-to-use tool to help guide them.

Persona 1: Kenny

Problem statement:

Kenny is a 10 years old students who needs to learn how to cook healthy food because He wants to cook healthy meal for his family during weekends.



Kenny Hsu

Age: 10 years old
Education: Grade 5
Hometown: Singapore
Family: Of 4
Occupation: Primary Student

"I couldn't find an app that teaching kids how to cook, especially the healthy one..."

Goals

- To learn cooking when he is young
- To find healthy food recipes and cook

Frustrations

- The existing websites are not attractive and kids friendly
- The instructions are very hard to follow
- Ads are annoying

Keeny turned 10 years old a few months ago. He decided to learn cooking last summer. However, he still couldn't find any website or app that he like. He is now currently learning from his mom. And he wanted to learn secretly from website or app and cook a healthy meal for his family. So, they will be surprised. He also can be proud of himself.

Persona 2: Pauline

Problem statement:

Pauline is a busy housewife who needs a website or an app that teach kids how to cook healthy meal because she want her children to learn how to cook healthy meal



Pauline Tan

Age: 35 years old
Education: B.Sc
Hometown: Singapore
Family: Married with 3 kids
Occupation: HR Executive

"I am very health conscious person and I want my daughters and sons to learn how to cook healthy food. I am also a busy person. So, I wish I have an app for them."

Goals

- Want her kid to learn ONLY healthy meal by themselves

Frustrations

- The existing websites are not suitable for kids
- There are lack of teaching cooking safely.

Pauline is busy young housewife. Her family is very health conscious So, she want her daughter, who is 9 years old, learning cooking. She tried to find online and couldn't find any website nor app that suit her and daughter's needs. She also wants her kid about food safety.

Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Little Chef app.

Competitive audit		Competitive audit goal: Compare the experience of finding healthy meal recipes for kids from the competitors' app or website					
	General information						
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience
BBCGoodfood	Direct	United Kingdom	offer recipes, sometimes teaching videos for kids	\$	https://www.bbcgoodfood.com/recipes/collection/healthy-kids-recipes	Large	All Ages
Taste	Indirect	Australia	offer recipes for both kids and adults	\$	https://www.taste.com.au/recipes/collections/kids-healthy-recipes	Large	All Ages
First impressions			Interaction				
Desktop website experience		App or mobile website experience	Features		Accessibility	User flow	
Good + Page load pretty fast + Simple and neat UIs - Big Banners ads are annoying		Bad - No App supported	Excellent + Searching is fast + Nutrients fact are easily see at the top		Good + Text are large enough - Ads are really annoying - Only English is supported	Good + Striaight forward and easy - Sometime there is an Ads in the middle of process	
Good + No Ads support - Loading a bit lag		Bad + Easy to use - Paid subscription - Not kid friendly	Excellent + Highly curated Editor Pick section + Simple to follow recipes - Lack of review and comment section		Good + Clean Design - Only English is supported	Excellent + Straight forward and easy	
		Visual design			Content		
Navigation		Brand identity		Tone		Descriptiveness	
Excellent + Easy to follow navigation		Bad - Not very good brand identity		A formal tone like big media company.		Excellent + All key info are here + The nutrient facts is standout	
Excellent + Easy to follow navigation		Excellent + Strong Brand Identity		Aim for simplicity and friendly		Excellent + All key info are here + Simple text and easy to follow	

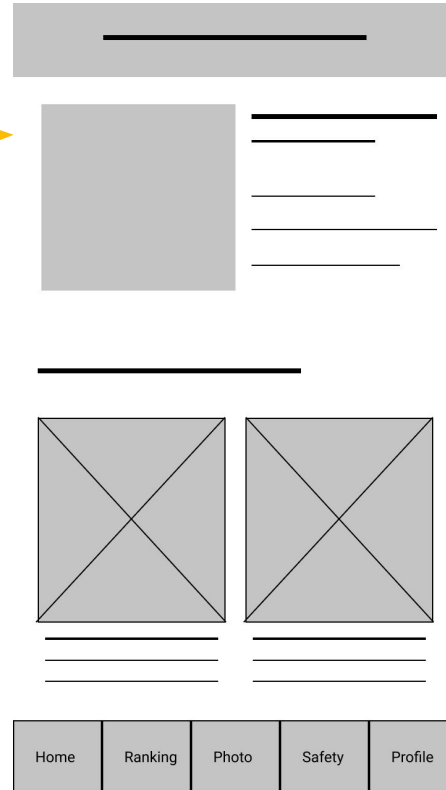
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **kids friendly and easy to use.**



Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Little Chef app. These designs focused on easy to use healthy food recipes discovery for young kids.

Top half of home screen providing personalized recommendations for users

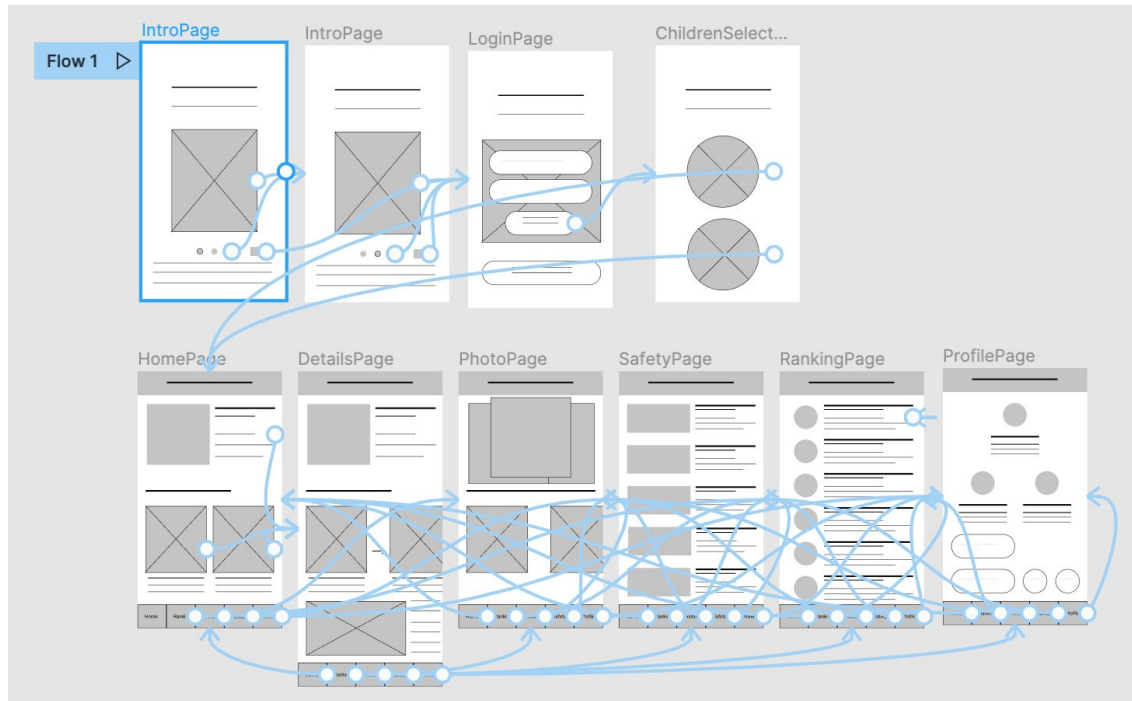


Easy access to app features from global navigation

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of Little Chef app

View [Little Chef App Lofi Prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Singapore, Remote



Participants:

5 participants



Length:

10-20 minutes

Usability study: findings

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

1

OnBoarding

Kids do not know how to
use

2

Recipes

Too much info overwhelm
the users.

3

Photo Sharing

Not interested in Photo
Sharing

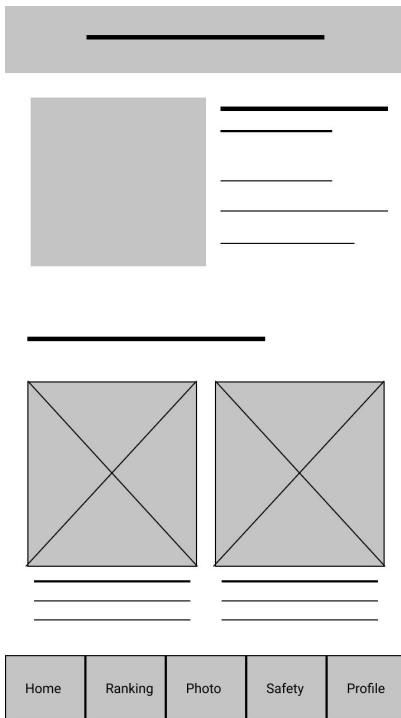
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

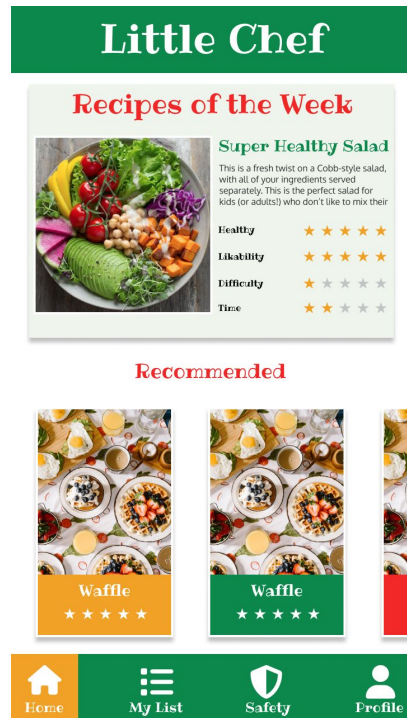
Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to browse recipes, remove unneeded text, remove photo section and improve onboarding

Before usability study



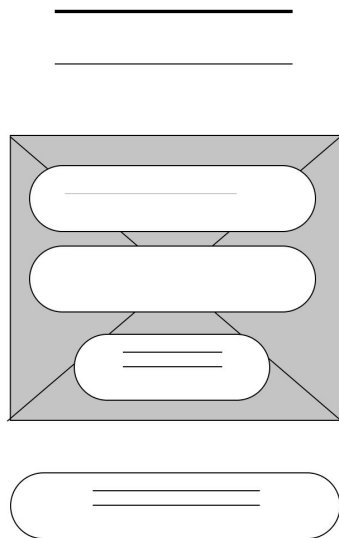
After usability study



Mockups

Based on the insights from the usability studies, I applied design changes like providing not directly allowing kids to create account. Instead, parent will create a profile for kids and let them use.

Before usability study



After usability study

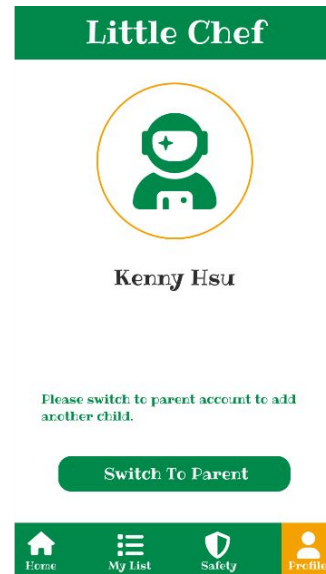
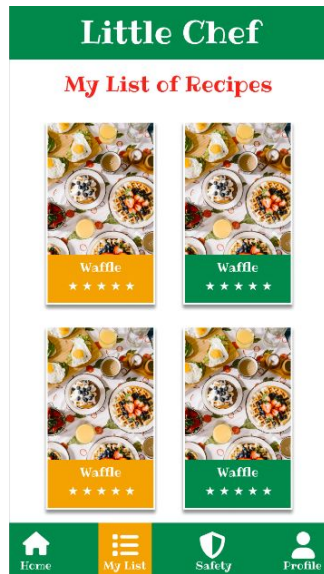
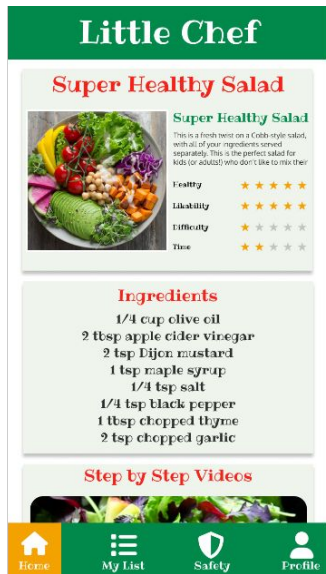
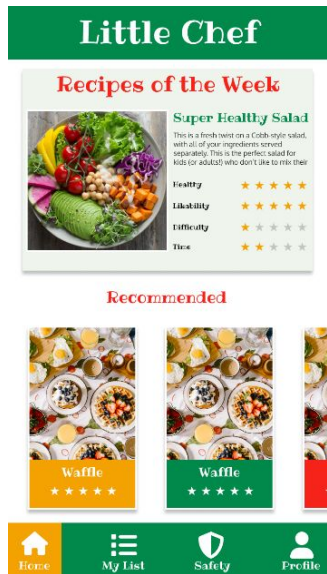
Little Chef
Healthy Cooking Happy Cooking



Kenny Hsu

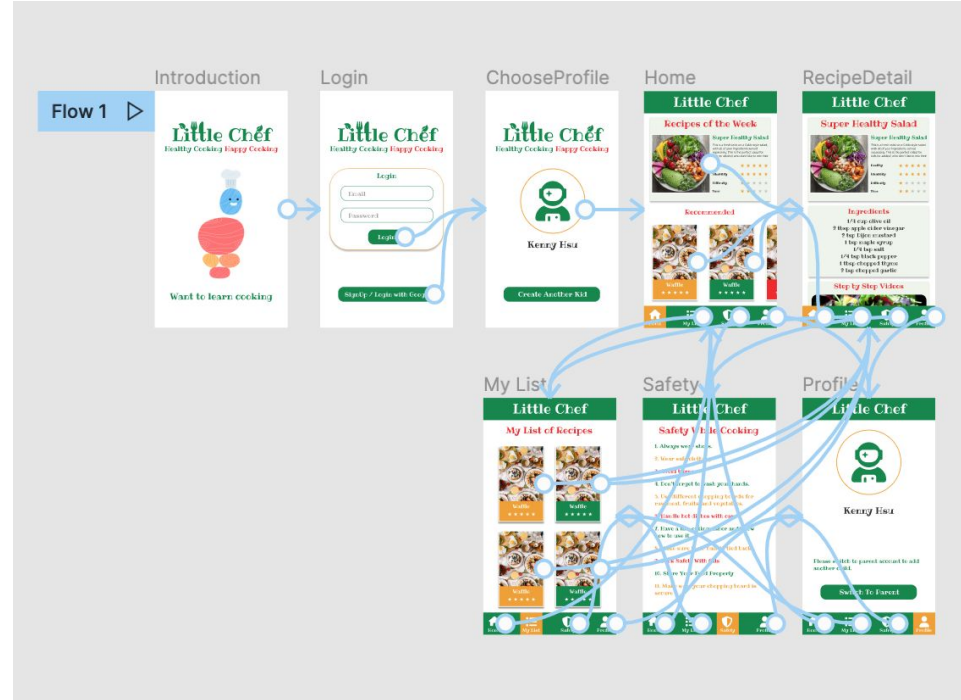
Create Another Kid

Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

3

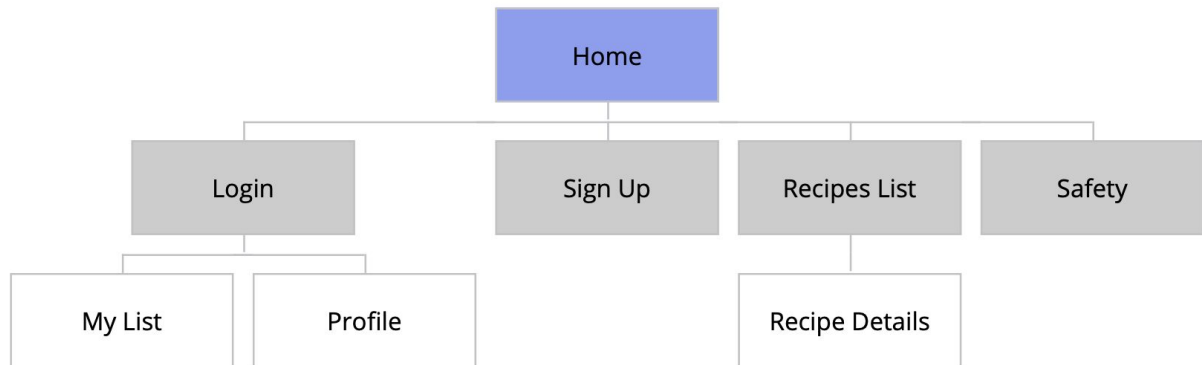
Children friendly. Less text. Instead of using text for cooking direction, the small videos for steps are used.

Responsive Design

- Information architecture
- Responsive design

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Little Chef sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



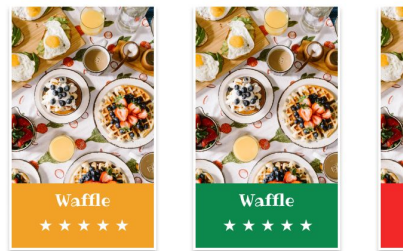
Responsive designs

Mobile website

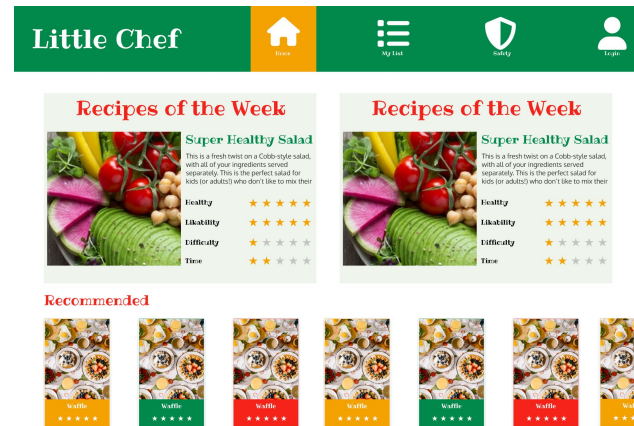
The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.



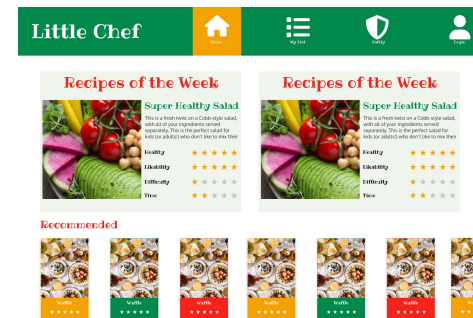
Recommended



Desktop



Tablet



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app made Little Chef seem like something they could actually like to use. One quote from peer feedback was that "Only this app truly empathize kids needs."



What I learned:

I learned that less is more by deleting some screen and features. So, they user can use easily without confusion.

Next steps

1

Conduct research on how successful the app is in reaching the goal.

2

Add gamification features for kids user.

3

Add points system where parents can give point to kids.

Let's connect!



Thank you for your time for reviewing.

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