

Recipedia App Design

Adam Lin

Project overview



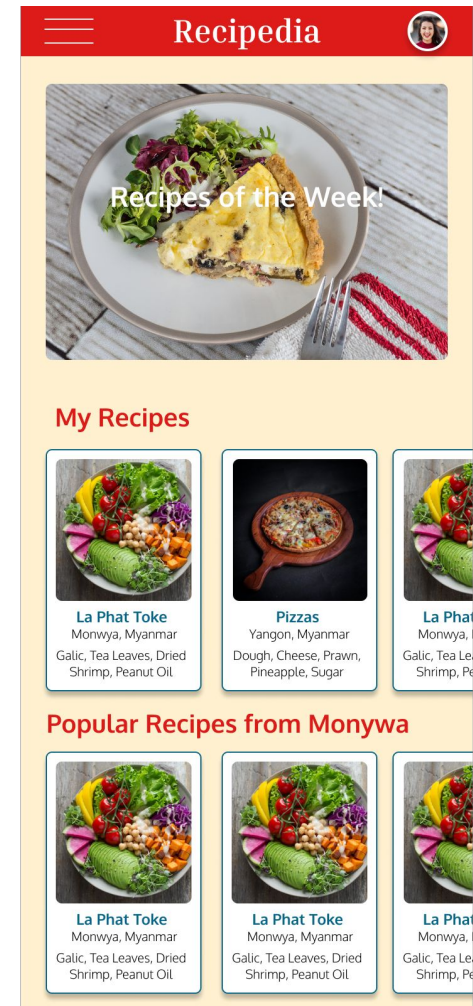
The product:

The App allow user to find recipes from your home town which is in rural area. It also allow user to purchase ingredients which cannot be buy in big city.



Project duration:

Dec 2021 - Jan 2022



Project overview



The problem:

Students and Worker from rural area, who is moving into big city, miss their hometown dishes and want to cook.



The goal:

Design Recipedia app allows users to easily under represented recipes and buy ingredients for it.

Project overview



My role:

UX designer designing an app for Recipedia from conception to delivery.



Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults and students who cannot find their respective recipes from hometown.

This user group confirmed initial assumptions about Recipedia App user.
Other user problems is finding difficult to get ingredients for cooking.

User research: pain points

1

Information

Users cannot find recipes in other place.

2

Ingredient

Users cannot find ingredients in big city

3

IA

Text-heavy menus in apps are often difficult to read and order from

4

Accessibility

Platforms for recipes sharing app are not equipped with assistive technologies

Persona: Ignis Scientia

Problem statement:

Ignis Scientia has recently moved out to the city from his hometown, Zoland.

Sometimes, he misses his hometown food. However, he could find any online. He wishes he can find recipes from his hometown online. He wants to cook easy dish for himself and girlfriend during weekend.



Ignis Scientia

Age: 21

Education: Diploma Degree

Hometown: Zoland, Myanmar

Family: Live alone

Occupation: Junior Programmer

"I love coding as well as cooking."

Goals

- Able to find easy to cook recipes from his hometown
- Able to order ingredient from his hometown through delivery

Frustrations

- Not able to find his hometown recipes online
- Not able to find some ingredient from his hometown.

Ignis Scientia has recently moved out to the city from his hometown, Zoland. Sometimes, he misses his hometown food. However, he could find any online. He wishes he can find recipes from his hometown online. He wants to cook easy dish for himself and girl friend during weekend.

User journey map

Ignis's user journey revealed how helpful it would be for users to have access to Recipedia.

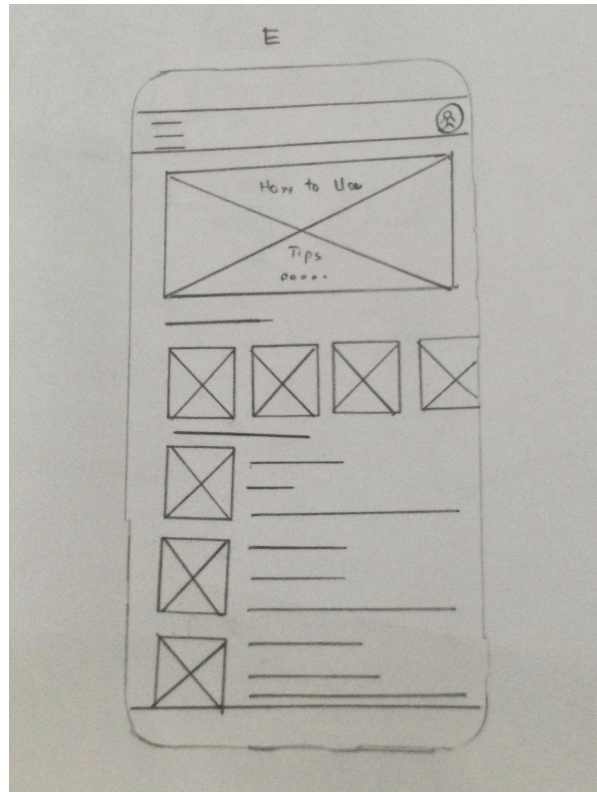
Persona: Ignis

Goal: Able to find easy to cook recipes from hometown via online

ACTION	Get the App	Browse the Recipes	Select the Recipe to view details	Order the Ingredient [optional]	Save or print the recipe
TASK LIST	Tasks A. download from playstore /app store B. Sign up C. Activate account	Tasks A. Open app and browse B. Search by name C. Sort by difficulty level	Tasks A. Select recipe B. Check Ingredients C. Check cooking instructions	Tasks A. Choose the serving B. Option to order C. Make payment	Tasks A. Save as PDF B. Print directly from cloud print C. Option to share with friend
FEELING ADJECTIVE	<ul style="list-style-type: none">Worry about sign up errorExcite to try	<ul style="list-style-type: none">Anxious about recipe might not found	<ul style="list-style-type: none">Anxious about difficulty of the recipe	<ul style="list-style-type: none">Anxious about lack of ingredientRelieve that ingredient can order online	<ul style="list-style-type: none">Relieve that recipe is printed on paperLove to share recipe to friends
IMPROVEMENT OPPORTUNITIES	Offer Single Sign On Option such as Google, Facebook	Option to search by voice for visually impaired person Integration with Alexa, Siri or etc.	Show Nutritions facts.	Easy check out with Apple Pay Integrate with Smart Refrigerator to show which items to order	Read out the instructions for cooking with timer.

Paper wireframes

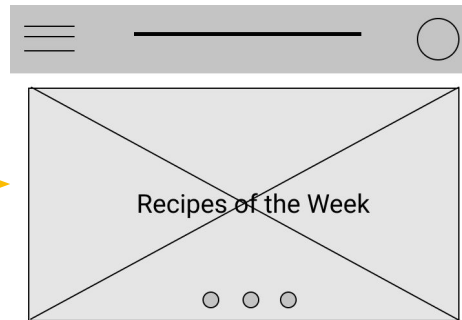
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



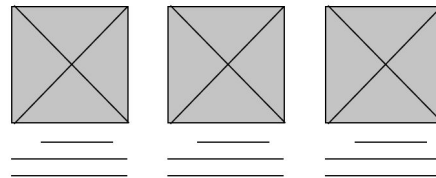
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

The Banner at the top of the home screen makes it fast and easy for users to view the top recipes

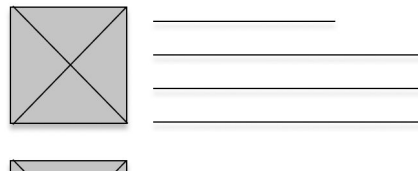


Your Recipes



The Your recipes section of the home screen makes it fast and easy for users to view their save recipes

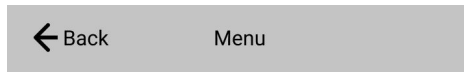
Popular Recipes from <Town>



Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.



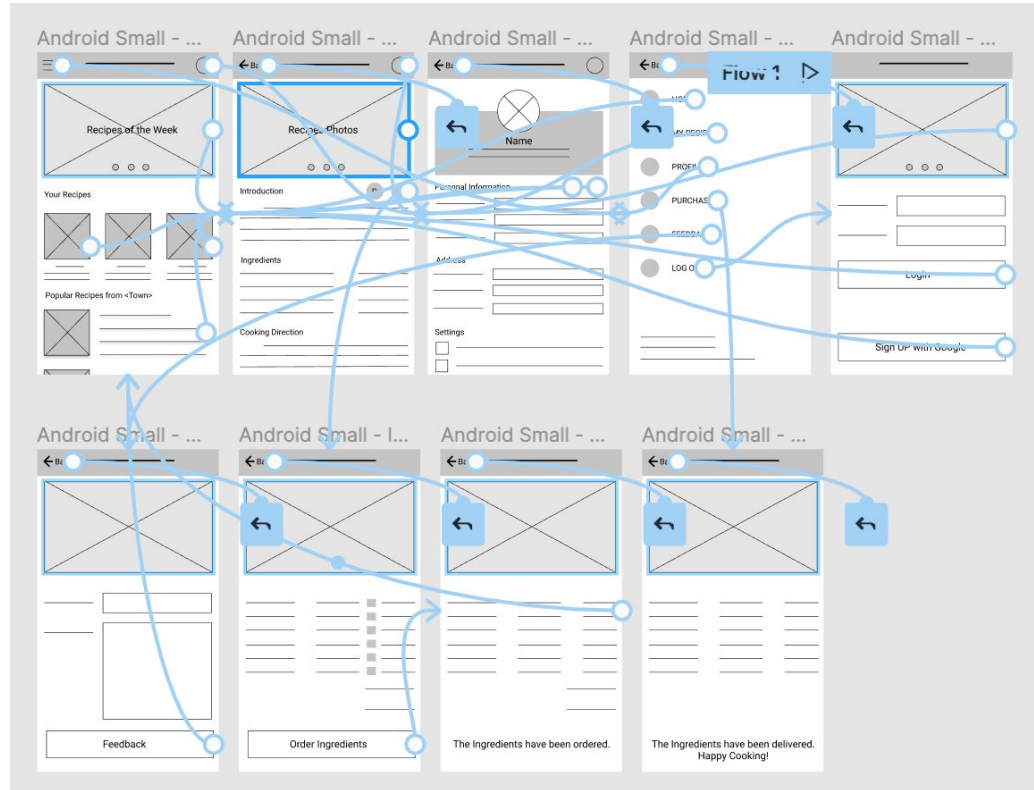
- HOME
- MY RECIPES
- PROFILES
- PURCHASES
- FEEDBACK
- LOG OUT



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a pizza, so the prototype could be used in a usability study.

View the Zia's Pizza
[low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 User wants simple registration process.
- 2 User wants to go back to previous section.
- 3 User wants edit ingredients

Round 2 findings

- 1 User wants my recipes section
- 2 User wants to view ingredients purchased

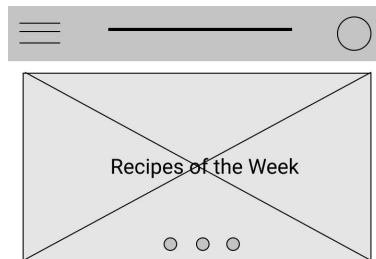
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

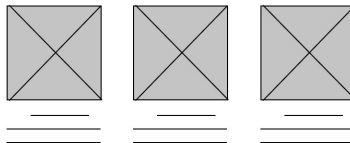
Mockups

Early designs allowed for some customization, but after the usability studies, I remove it. I also revised the design so users see **my recipes section** when they first land on the screen.

Before usability study



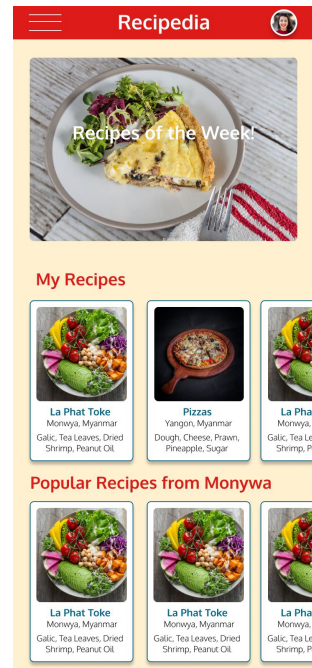
Your Recipes



Popular Recipes from <Town>



After usability study



Mockups

The second usability study revealed frustration with the checkout flow. to streamline this flow, I consolidated the “My Recipes” and “My Purchases screens” to **one “My Recipes” screen.**

I also remove the very confusing **“Order Ingredients”** button.

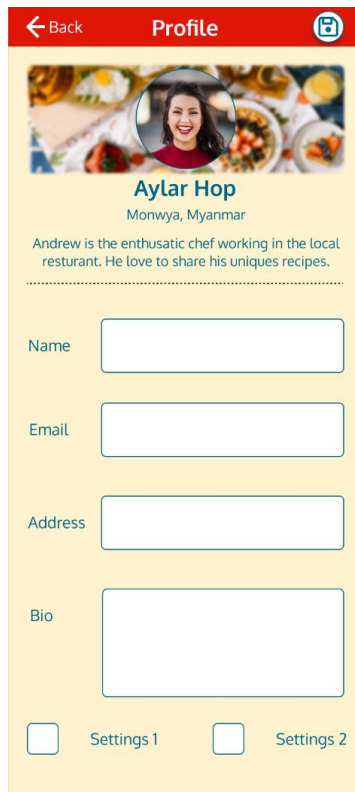
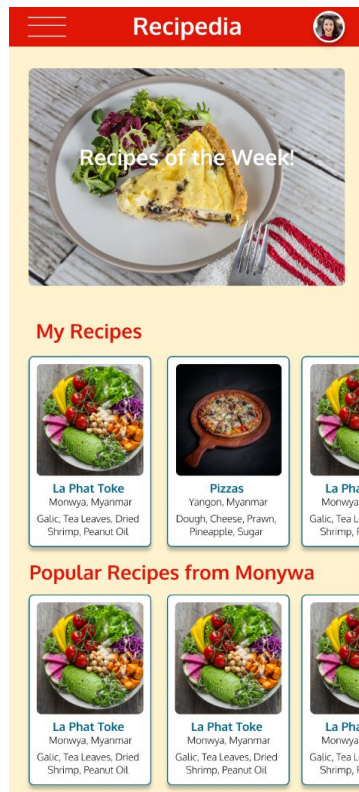
Before usability study



After usability study



Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for looking for hometown recipes and buying ingredients.



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for recipes and ingredients to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Recipedia really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and fun to enjoy my recipes from hometown. It helps me connect back to home."



What I learned:

While designing the Recipedia app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Conduct user research for companion app Recipes sharing App and how to give incentive to contributors.

Let's connect!



Thank you for your time reviewing my work on the Recipedia app! If you'd like to see more or get in touch, my contact information is provided below.

Email: adam@gmail.com

Website: jamble.up.com