

# Hasty Recipe App

PROCESS DECK

MOHAK PADUKONE

# Introduction

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In today's fast paced and busy lifestyle, people often forget to take care of themselves. Students, Professionals are often bound by time constraints and neglect their diets. Most end up eating outside or have easy to make packaged foods.

However, many people are conscious of this and are trying to change their eating habits. Also among them are fitness enthusiasts and athletes who have a strict diet but find it difficult to maintain.

# Project Goals

01

## **Improve Lifestyle**

Assist people in following a healthy lifestyle.

02

## **Efficient Recipes**

Offer a collection of quick and simple recipes.

03

## **Easy Selection Process**

Functionality to minimize time and effort required.

# Research

Understanding the problem.

## **Why would such a product be useful?**

The initial stages included conducting research to investigate what the users needs were. It was important to know why the users would need this app and if they did, how they would use it. What would be their goals using the app? and what will help them achieve them?

## **Who should be Interviewed?**

I was looking to interview people who had a somewhat hectic schedule. College students fit perfectly into this category. Regular people at the gym and athletes would be following a good diet and hence would be good candidates.

**To start, I decided to interview various students and fitness enthusiasts at my university.**

# User Interviews and Survey

I interviewed a total of 20 people. These people consisted of university students and regular gym goers.

## Results

After the interviews I was better able to understand their perspective and notice some patterns. Out of the 20 people:

**95%**

Expressed a desire to improve their diets.

**90%**

Looked up recipes online before cooking.

**90%**

Used their cellphones to look up recipes

**85%**

Used what they already had in the kitchen

## Reasons for wanting to cook?

**95% of the 20** interviewed participants expressed a desire for wanting to cook more often.

01

### Health

70% of the 20 interviewed users stated improving health as one of the main reason for wanting to cook more often.

02

### Money

Participants stated that was it was a lot cheaper to cook at home than to eat outside and more budget friendly.

03

### Better Meals

Students who ate mostly ready or packaged foods preferred better tasting, freshly prepared meals.



## What did users feel about cooking?

100% of the 20 interviewed participants stated lack of time and effort required as the reason for not cooking often.

01

### **Tedious**

Most participants were exhausted because of their daily schedule. Even on a holiday, cooking felt too much of a hassle.

02

### **Time consuming**

Participants were of the opinion that cooking was a very time consuming activity.

# Competitive Analysis

Understanding the market.

After gaining some insight, users were asked to search for recipes on their phones. Users were observed while using some of **the most popular and top rated recipe apps** and were asked to **communicate their thoughts while performing a task.**

For this project I decided to focus mainly on **mobile apps**. Alternative mediums for searching recipes included websites found from google searching and Youtube channels.

## Competitive Analysis

The following were some of the most used recipe apps that were used to see what they had to offer.

01

### **Food Network**



02

### **All Recipes**



03

### **Yummly**



# Usability test on competitors

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Users were then asked to play around with the top 3 recipe apps or any other sources looking for recipes. They were given some scenarios and were asked to speak out their intentions and if they had any thoughts, comments or reactions while using the apps.

# What major problems did the users face while using the apps?

01

## Information Overload

Most recipe apps and websites had too much of irrelevant info which distracted the users.

Also every detail about the recipe, ingredients, direction and ads were all in the same place which proved to be mentally taxing.

02

## Too many ingredients

Users were discouraged after seeing a lot of ingredients and didn't bother to check the directions.

03

## No details in preview

Recipe preview on the platforms only including the name and a picture or one other details such as ratings.

Users lost a lot of time opening each recipe to see the details eventually getting discouraged.

# User personas

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I decided to focus on users that didn't have enough time to cook and that were already following a diet. This app wouldn't serve users looking for specialized and complicated recipes.



## Ryan, 21

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### USER ARCHETYPE

Easy Going

### USER STORY

Ryan is a junior at an university. He wants to get in shape for the summer and understands the change needed. He tries to cook whenever possible but finds it difficult due to school.

He is often motivated to cook himself a nice dinner So he looks up many recipes then gets discouraged and eats Ramen.





## Steve, 32

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### USER ARCHETYPE

Fitness Enthusiast

### USER STORY

Steve is a PHD student and also passionate about bodybuilding. He uses the gym regularly and follows a strict diet plan because of which he has to cook everyday.

He often looks up for recipes as he gets sick of eating similar meals everyday.

# Solution

Based on the information collected from the survey I had a basic idea of what the users needed and what would help them in the process.

## Features

I narrowed down a list of features that would be necessary to potentially improve their situation and achieve the project goals.

01

**Quick and easy to follow recipes**

02

**Easy access to recipe information**

03

**Filters (Time, No. of Ingredients).**

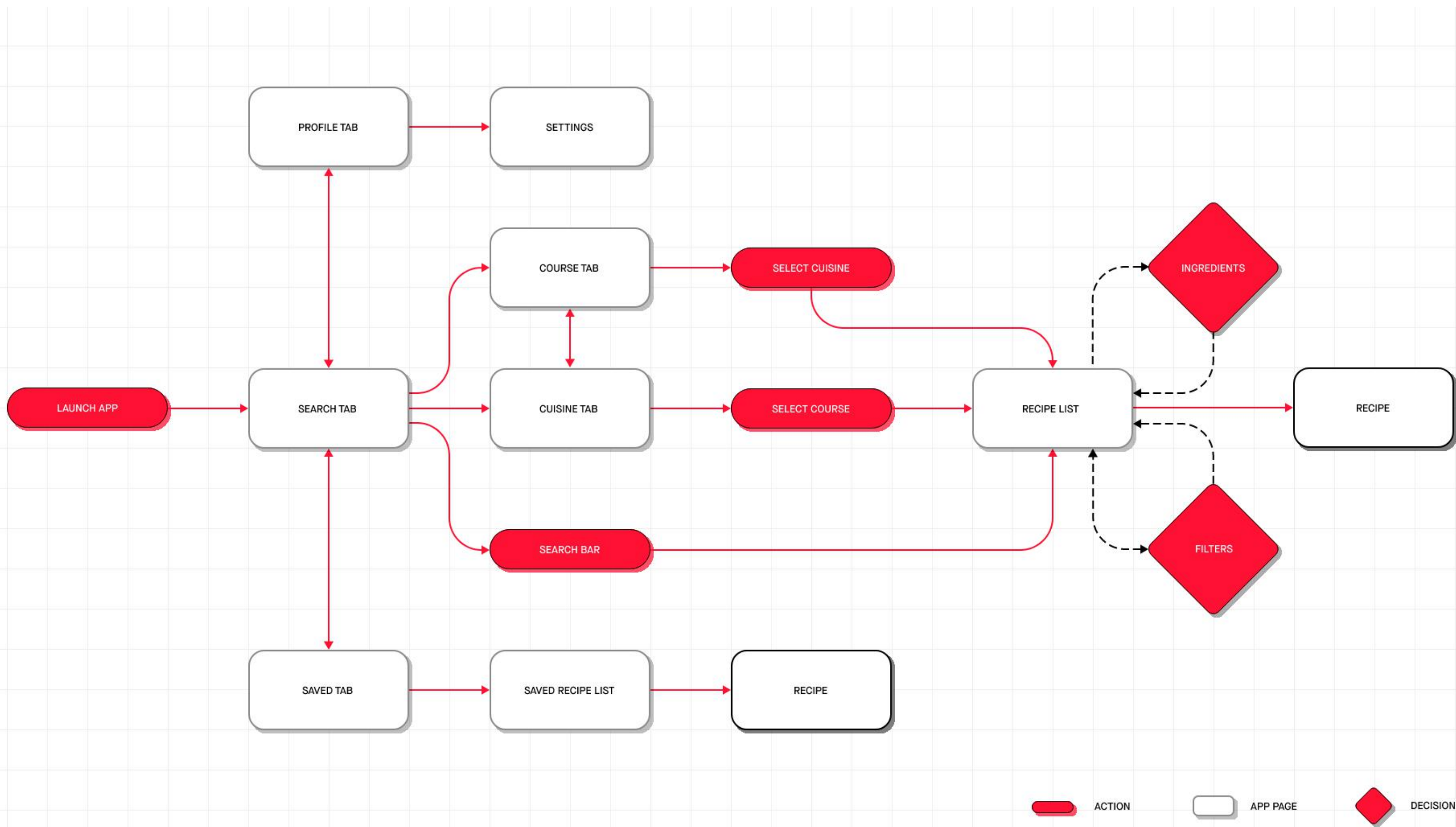
04

**Add Ingredients / available atm**

# Information Architecture

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The organization of the content was imperative for a good experience. Based on the data collected, having **least amount of steps** in choosing a recipe was a primary goal along with the steps being intuitive and linear.



# Sketches

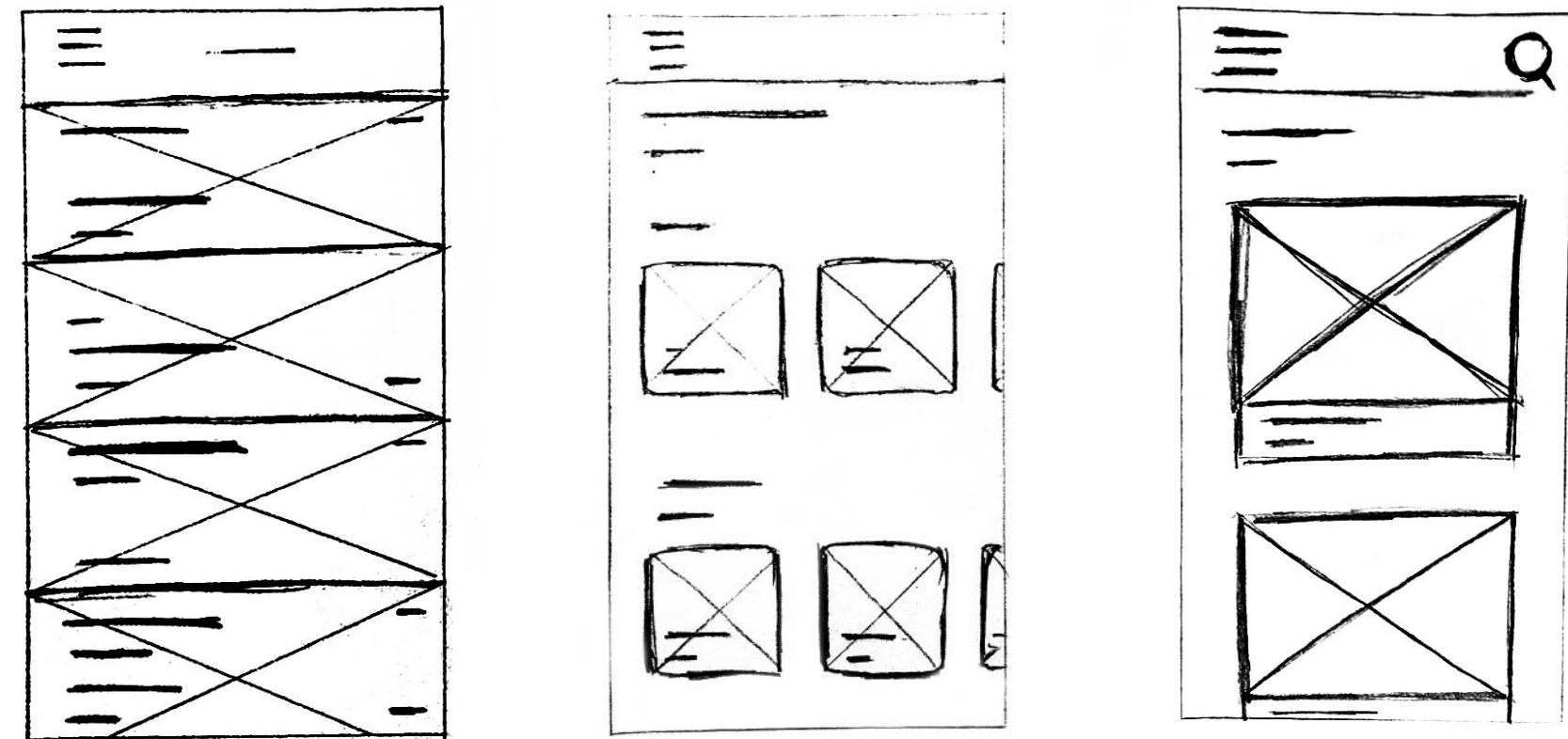
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The next step including implementing the design on the basis of the conducted research. This process involved many iterations of sketches and includes scraped ideas.

# Home Page

I dropped the idea of having the categories on with horizontal scroll sections as there were limited options and to prevent overwhelming the users with options.

Lot of these decisions were based on Material and iOS design guidelines



01

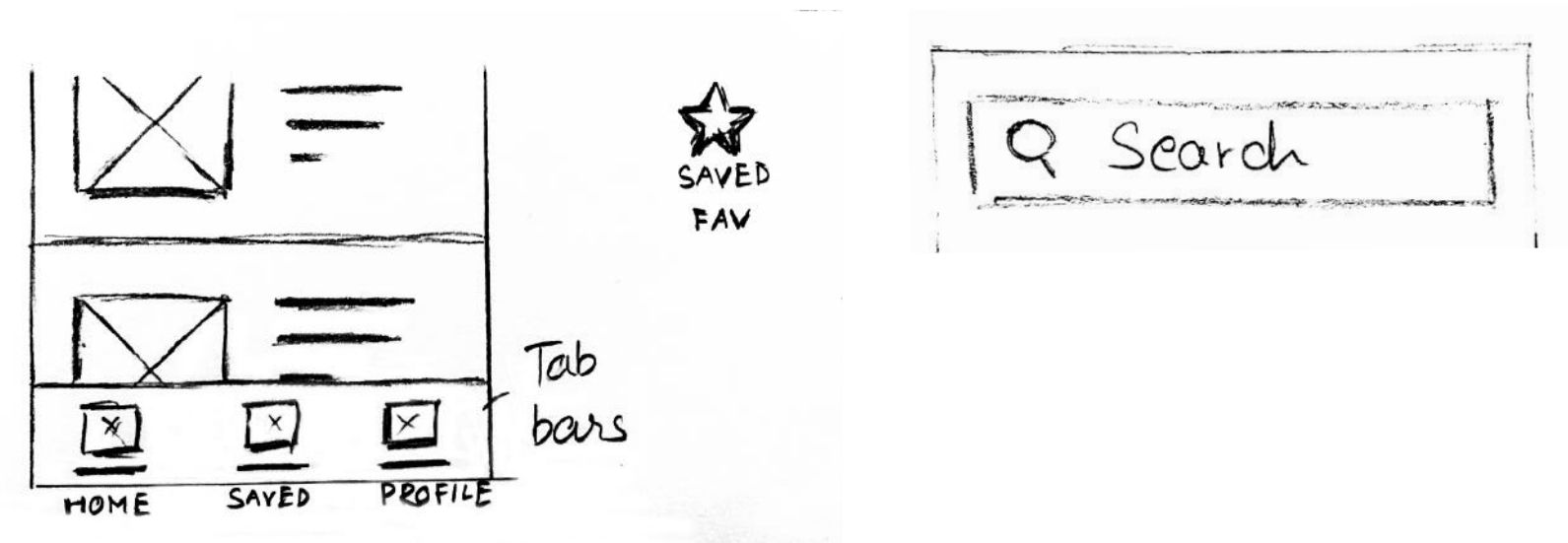
**Prominent search bar present as users were prone to use it the most.**

02

**Simple tabbed bar used to browse recipes because of limited categories**

03

**Tab bar used as the top level navigation as there were 3 top level destinations**

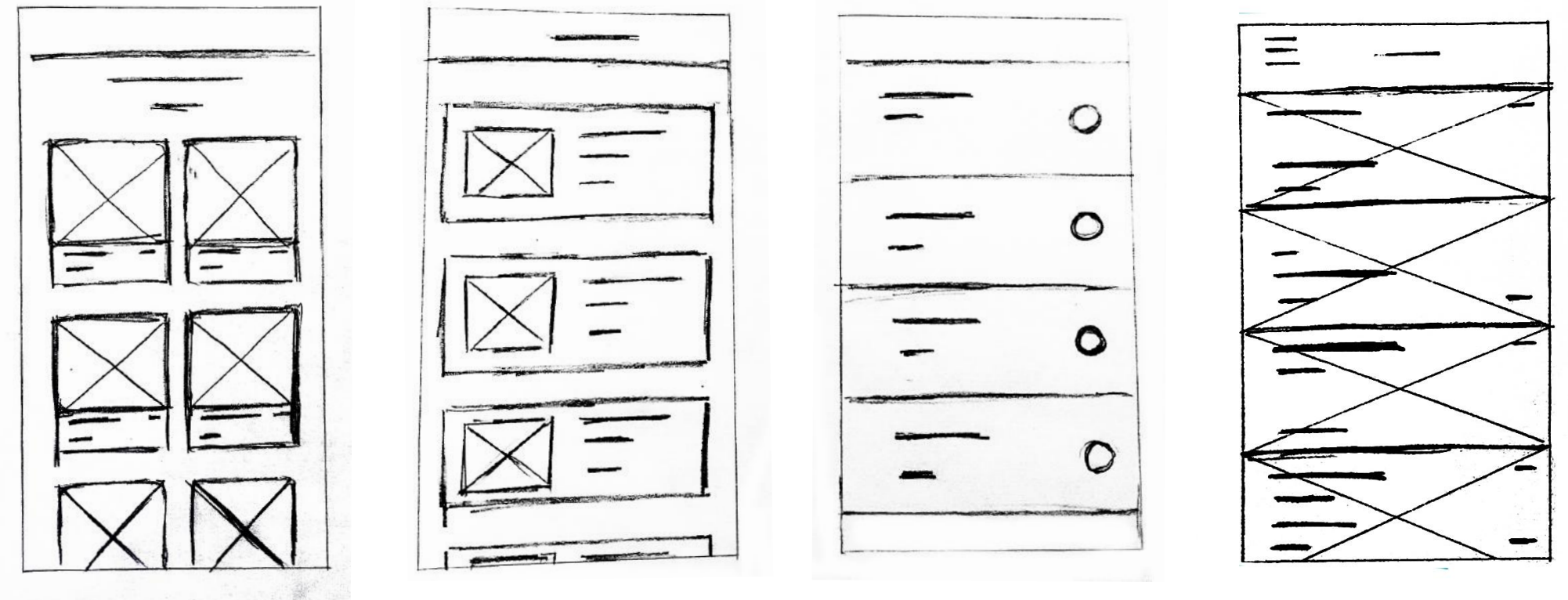


## Why List instead fo Cards?

Most apps display their content in a card format. While visually pleasing, I decided to use lists for the following reasons:

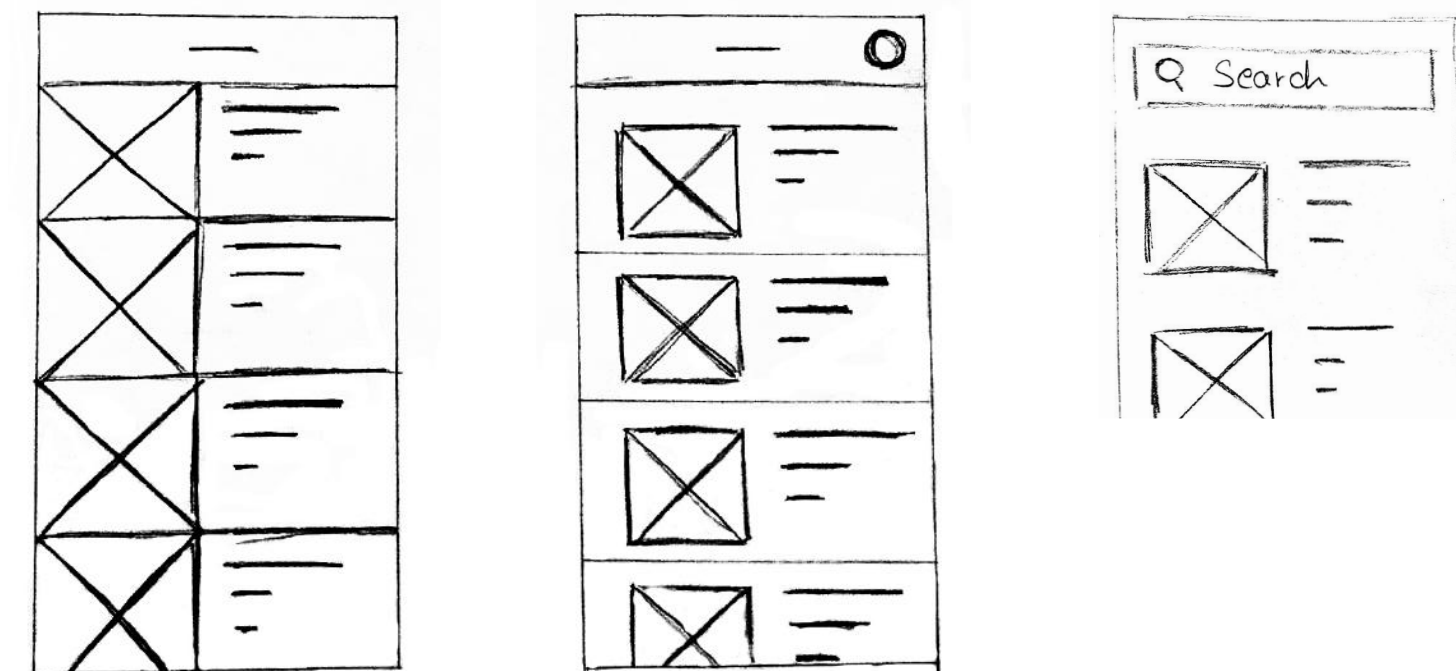
01

**Cards would not allow to display useful information about the recipe**



02

**Lists would allow the users to go through more recipes quicker**



03

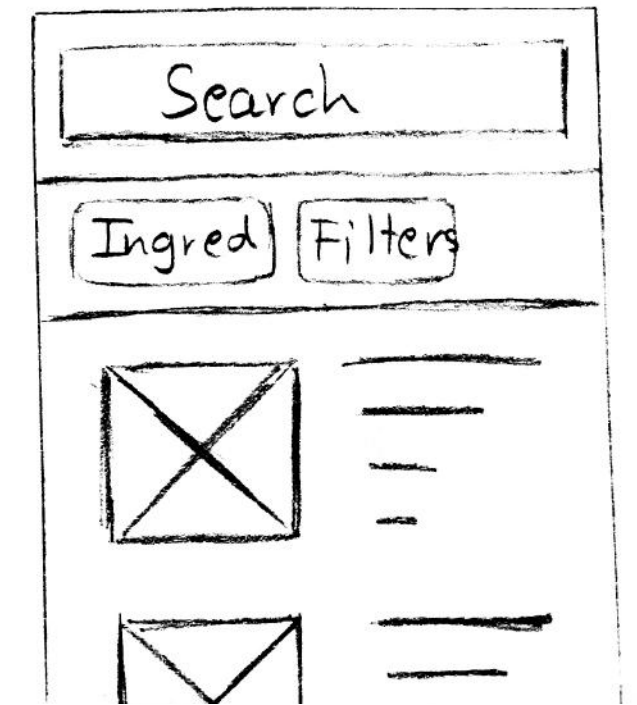
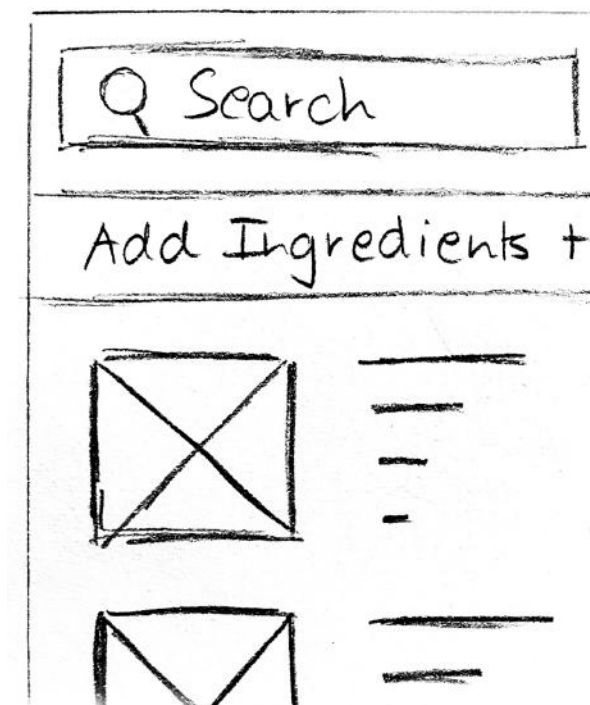
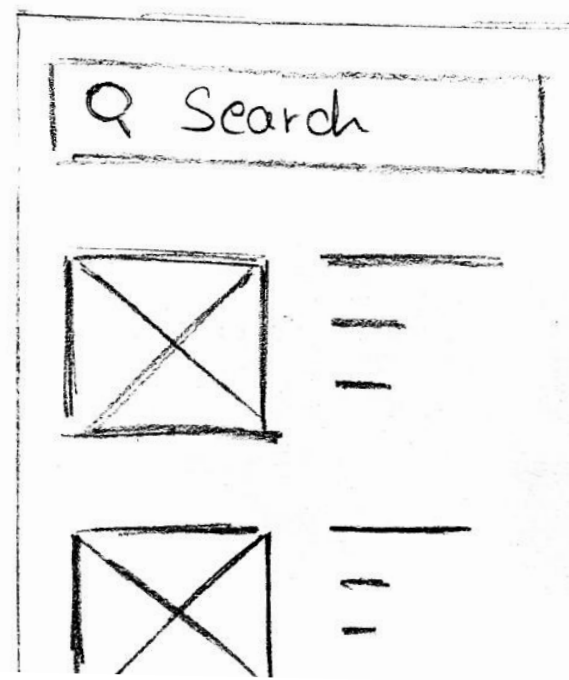
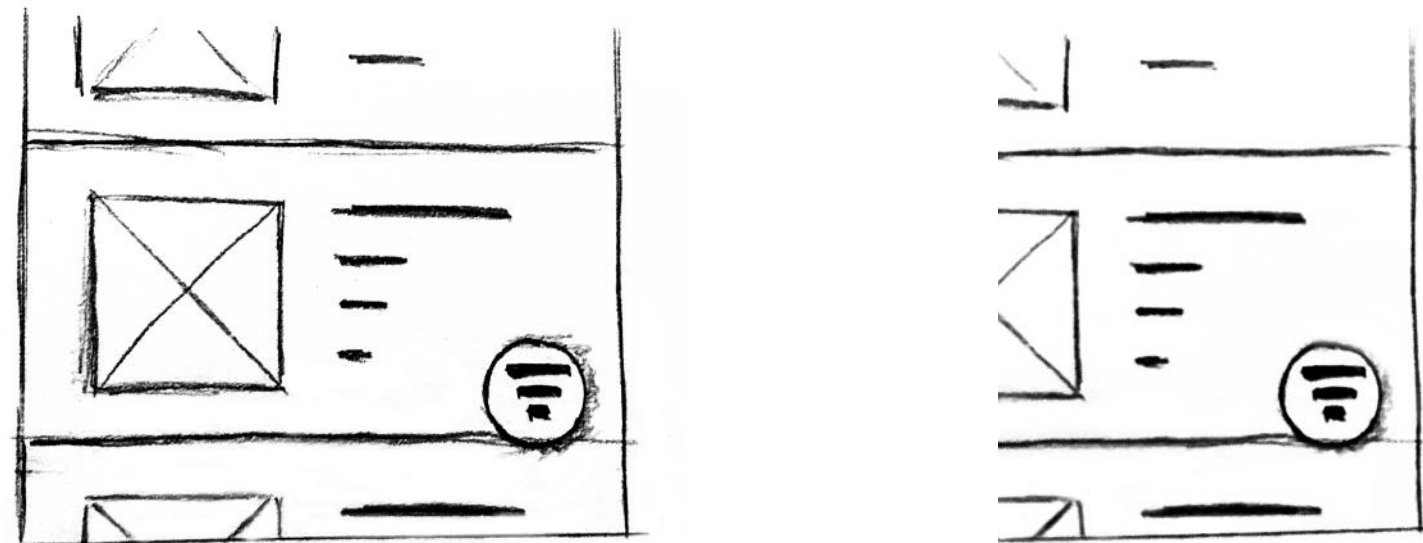
**Overall, lists prove to be a better option to display repetitive homogenous content**



## Filter Option

Filtering would be an important aspect for the intended use of the app hence a lot of designs were scrapped in the iterations.

Finalized the filter option by observing ongoing pattern in current apps for filtering as it was most efficient.



# Filter Page

Initially had a fancy idea for the filters page but soon realised it would not work as it would go against the main purpose of this app.

Finalized sliders for the app can adjust:

01

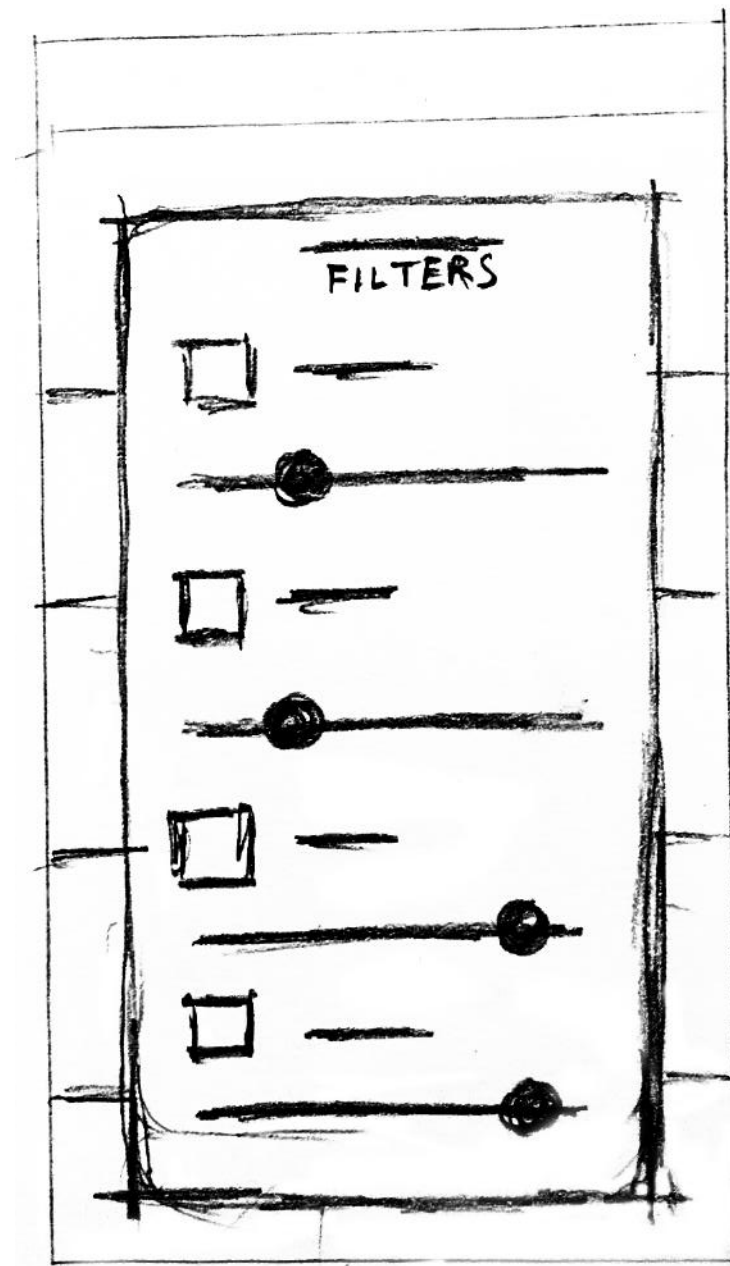
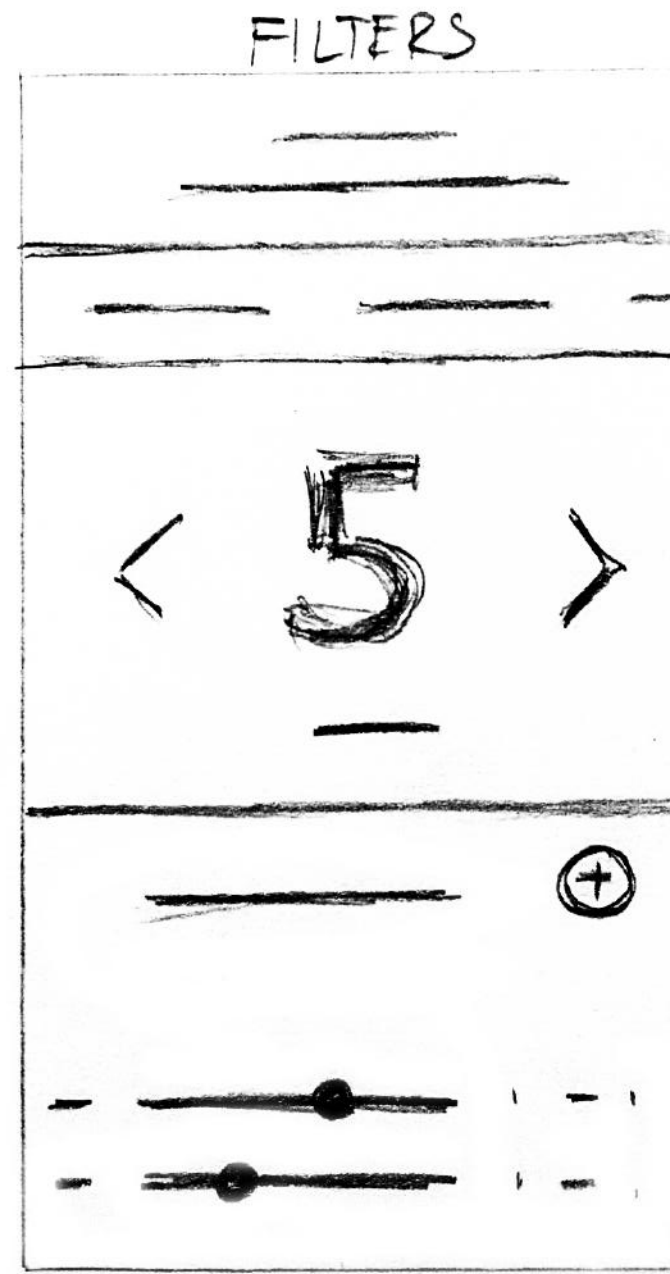
**Number of Ingredients**

02

**Total time taken**

03

**Calories**



# Wireframes

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Next digital wireframes were created based on the sketches and conducted research. These were then used for usability testing.

## 1 HOME PAGE

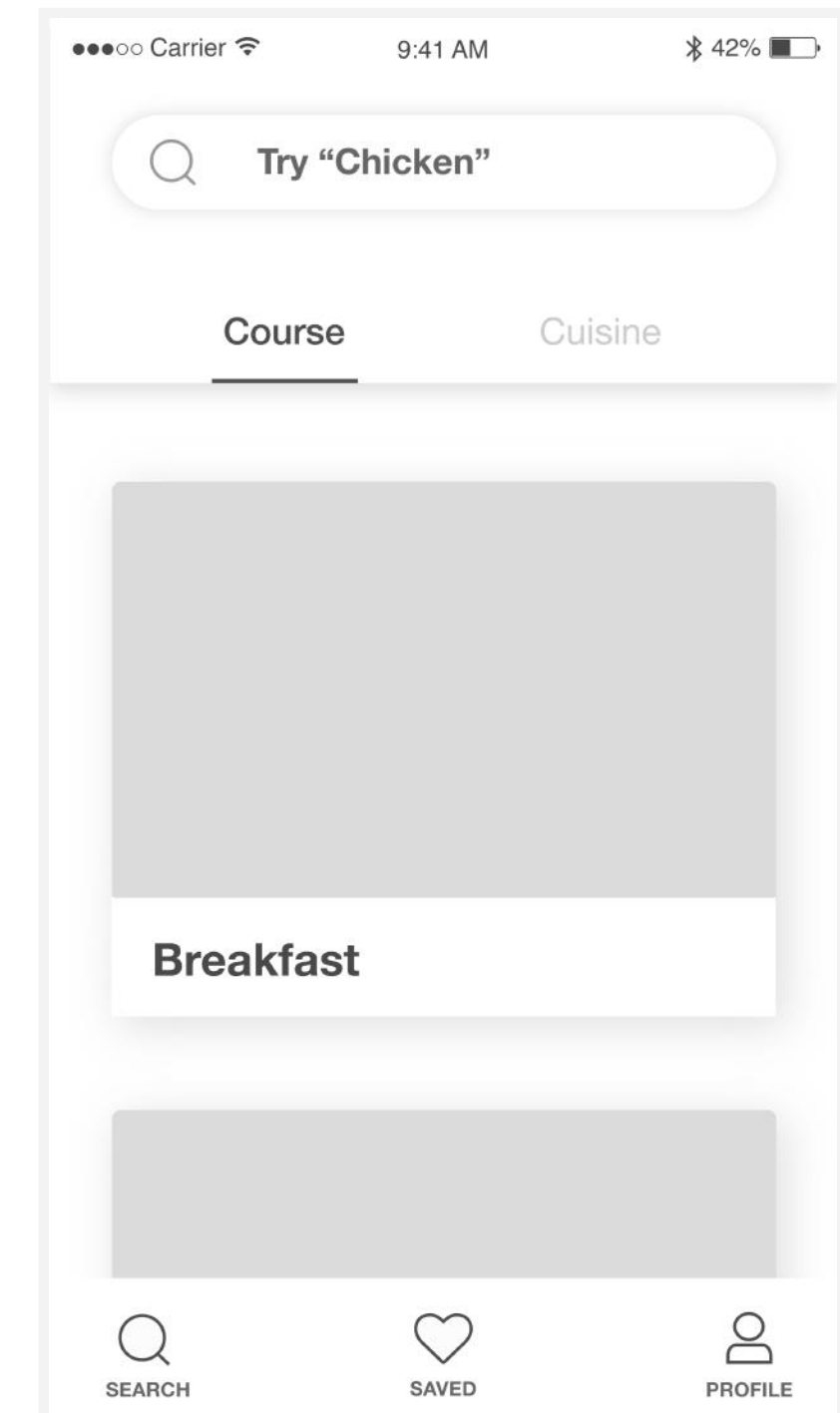
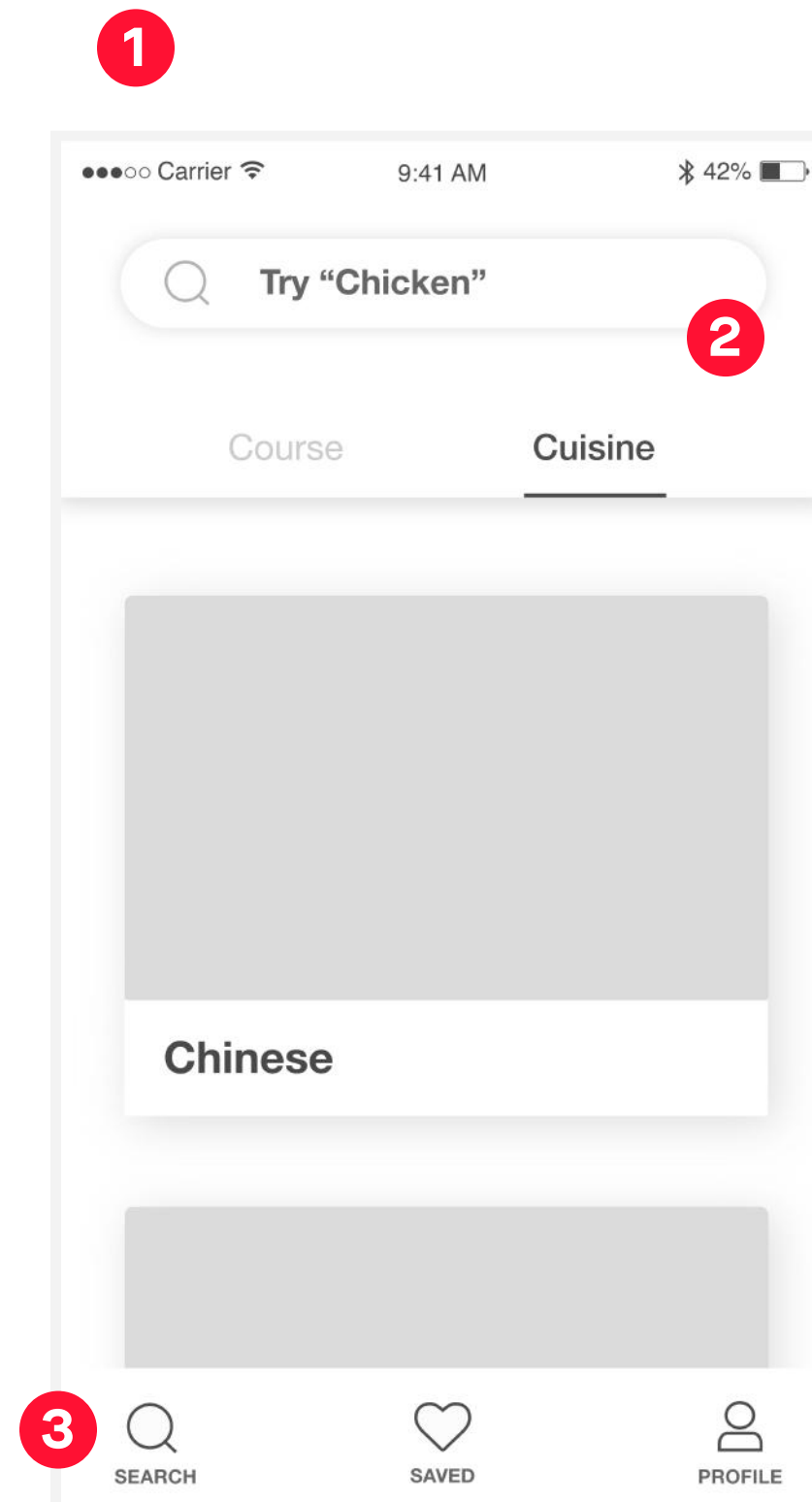
Home page of the app opens consists of two tabs for course and cuisines aiding users to make quick decisions.

## 2 SEARCH BAR

A prominent search bar is available as users were inclined to use the manual search option the most.

## 3 TAB BAR

App navigation located at the bottom allowing easier access



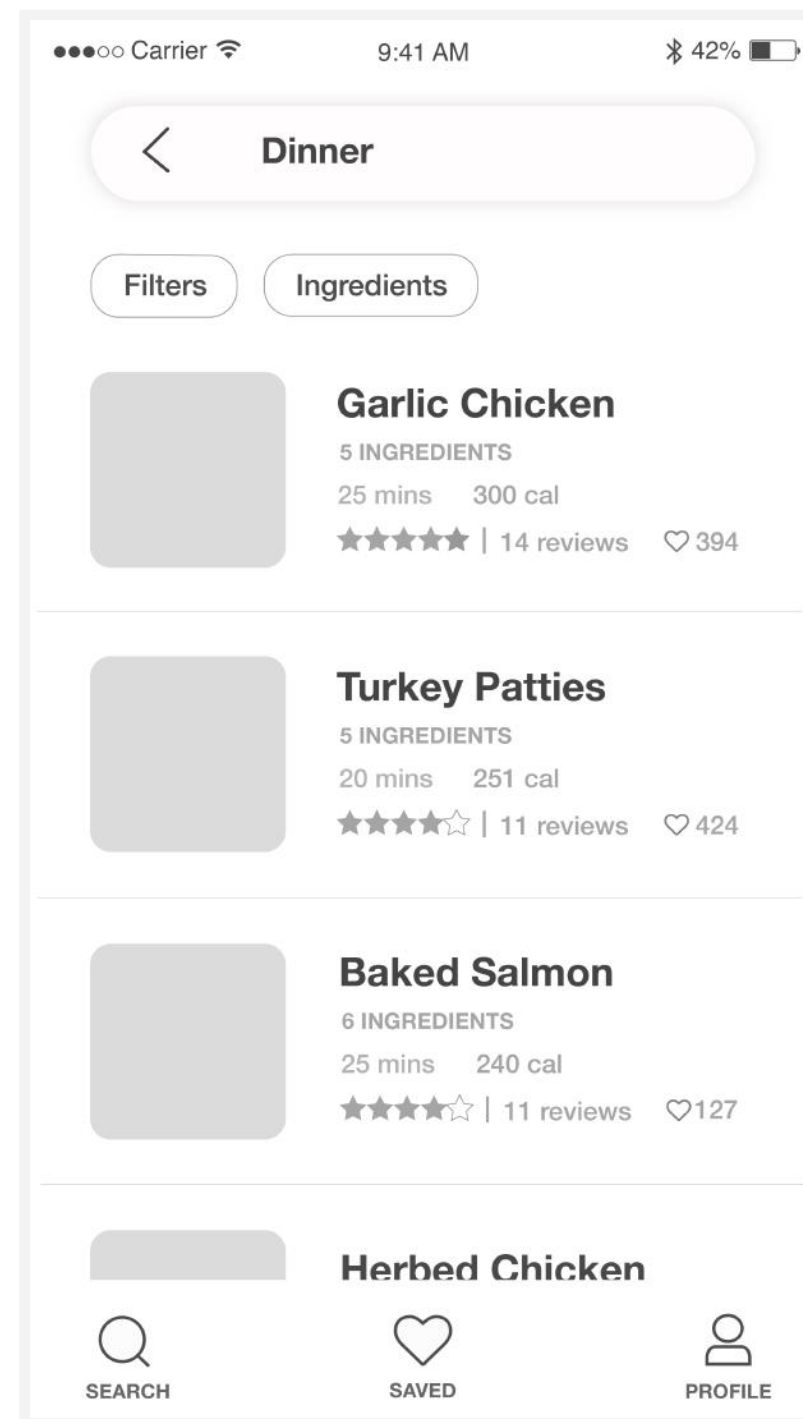
## 1 RECIPE LIST

Home page of the app opens consists of two tabs for course and cuisines aiding users to make quick decisions.

- 01 Name
- 02 Image
- 03 Ingredients
- 04 Time
- 05 Calories
- 06 Ratings

## 2 FILTERS

Filters allow users to filter recipes based on the no. of ingredients, time taken and amount of calories.



## 3 ADD INGREDIENTS

This feature allows users to view recipes with only the selected ingredients.

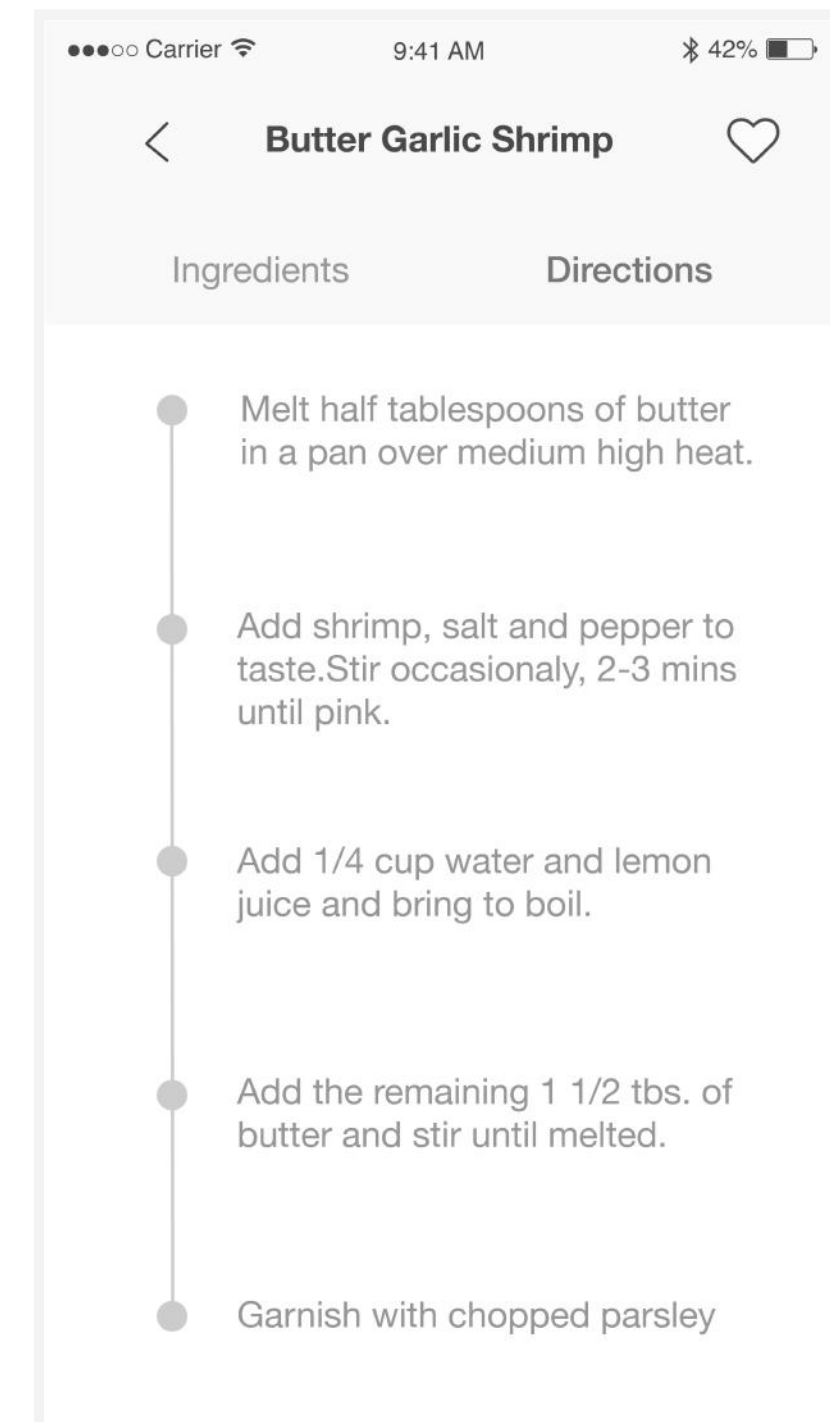
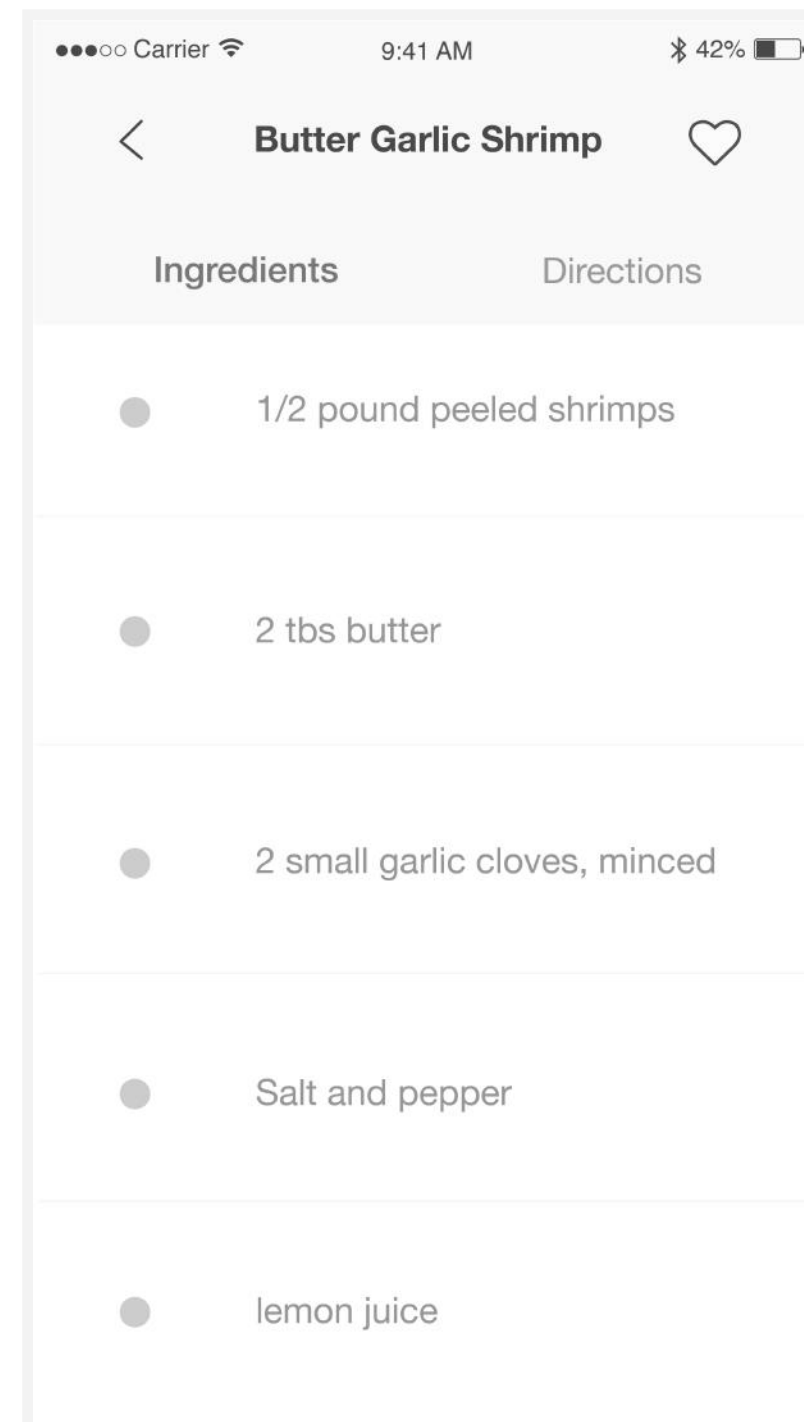
## RECIPE PAGE

The recipe page displays the ingredients and the directions in a clean and simple layout.

Both the ingredients and the directions are put on separate tabs and minimally designed making them easy to follow.

### 1 INGREDIENTS TAB

### 2 DIRECTIONS TAB



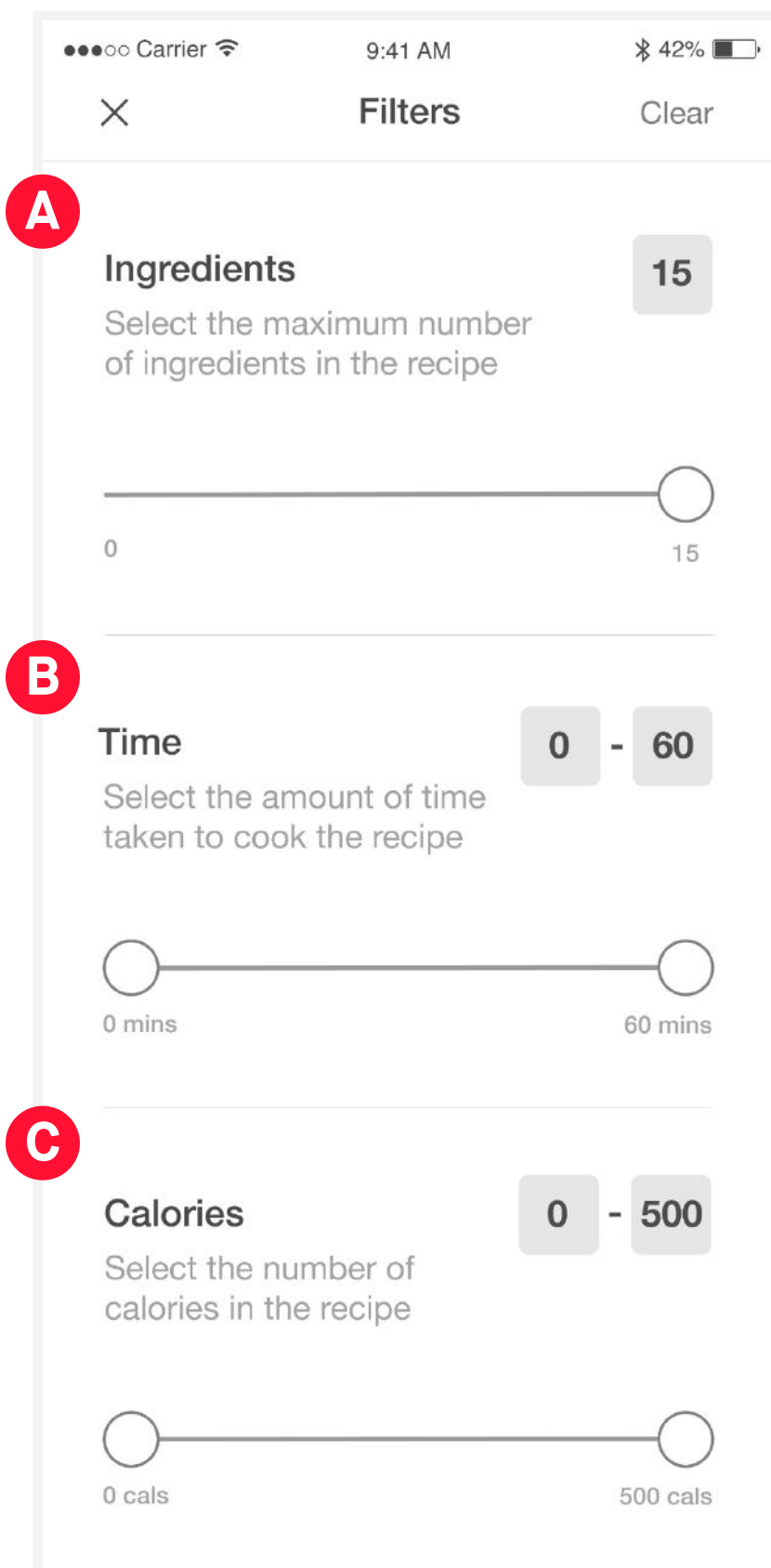
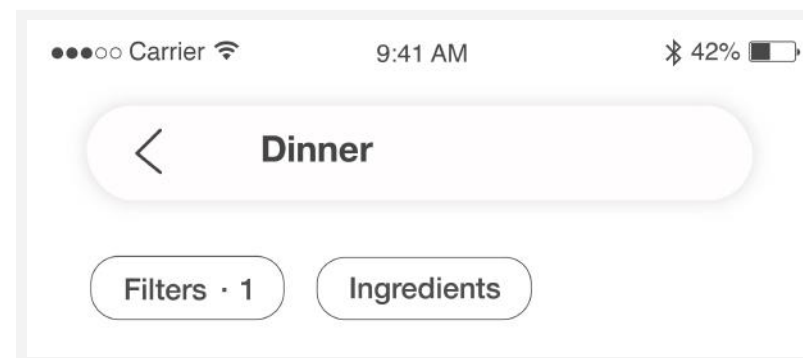
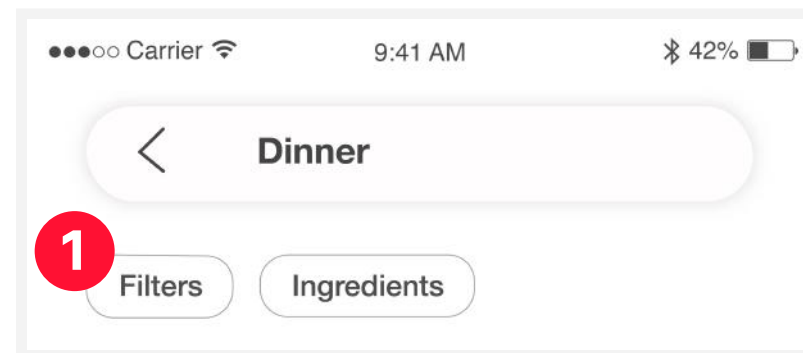
# 1 FILTERS

Filter option is in a breadcrumb design which options the filters page allowing users to filter the recipe list.

## A Number of ingredients

## B Total Time Taken

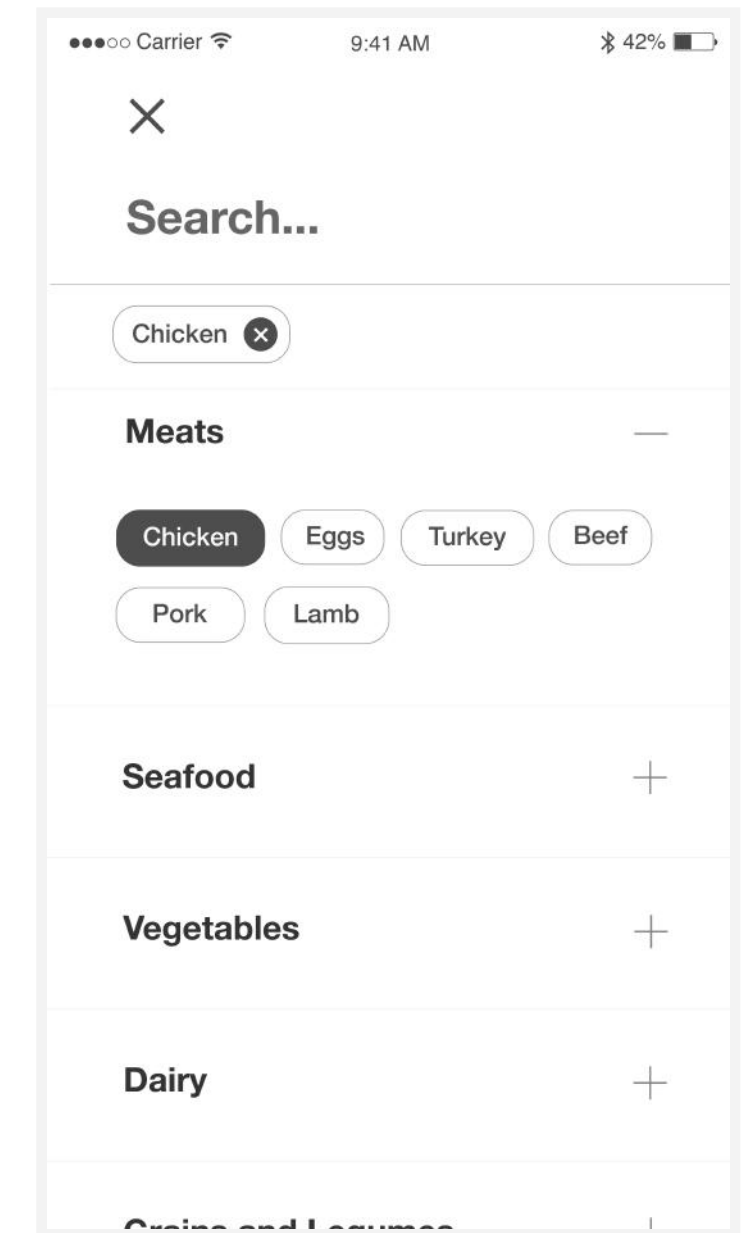
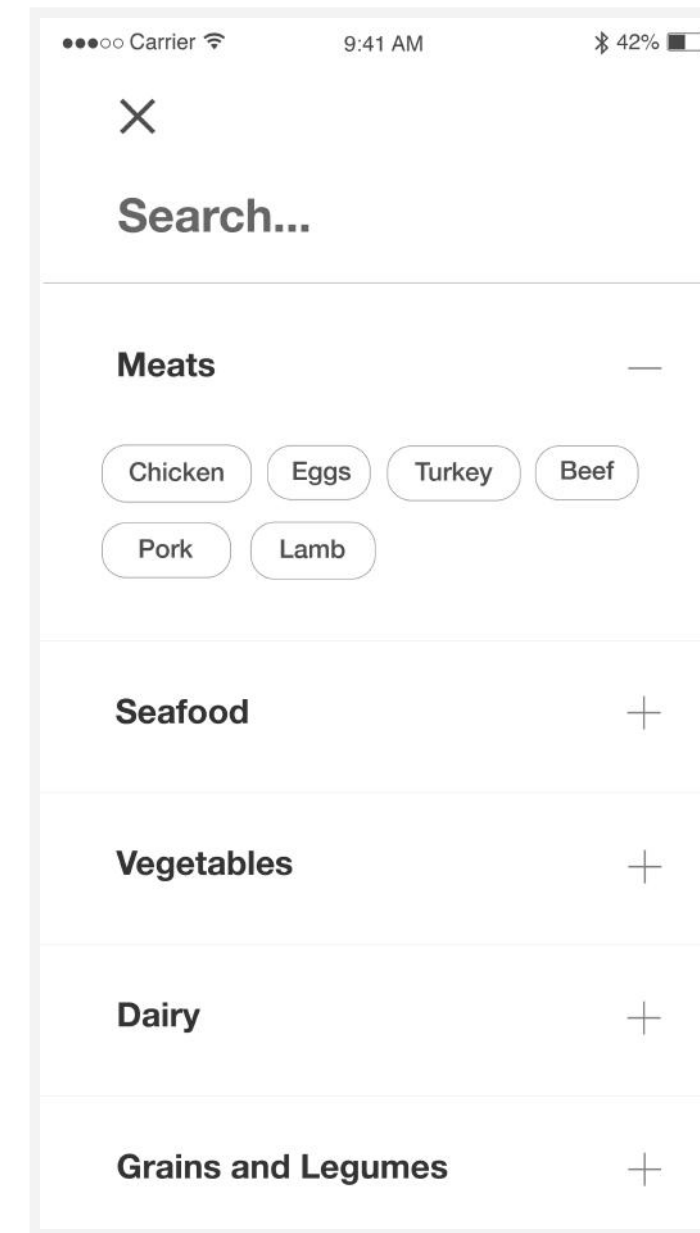
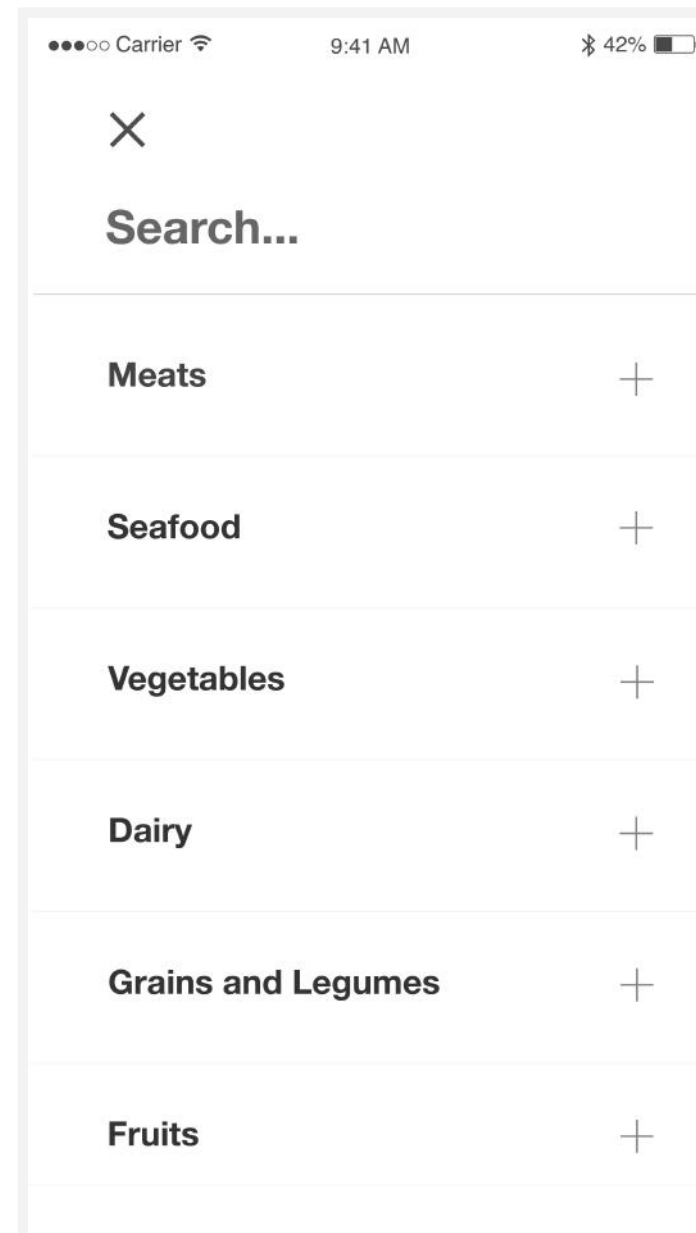
## C Calories



## ADD INGREDIENTS

Users can add ingredients they already have and view recipes only requiring those.

Ingredients can be manually searched for or can be browsed through an organized list.





# User Testing

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The users were asked to play around with a working prototype of the app and were given certain tasks to perform.

“

**Imagine you were ready to leave for work or college and had 45 minutes. You decided to cook breakfast in that time. You have an app that could help, how would you use it? ”**

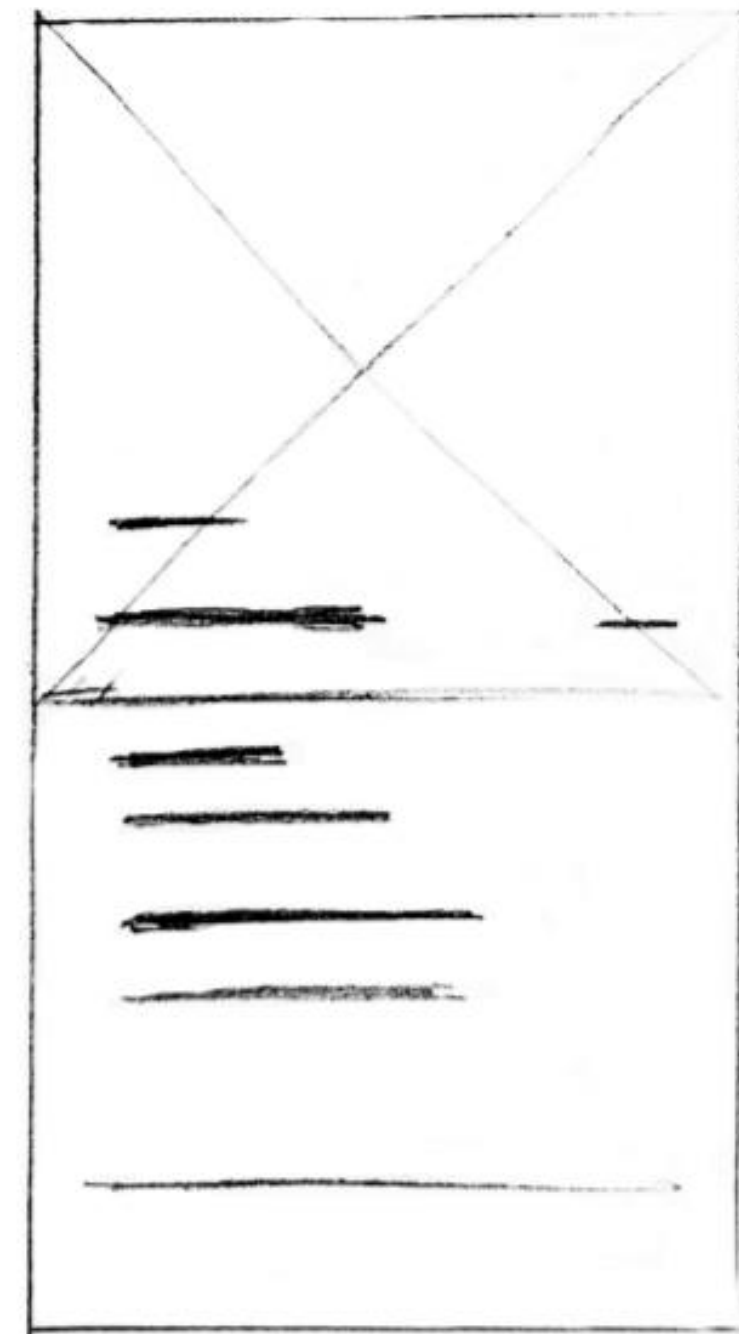
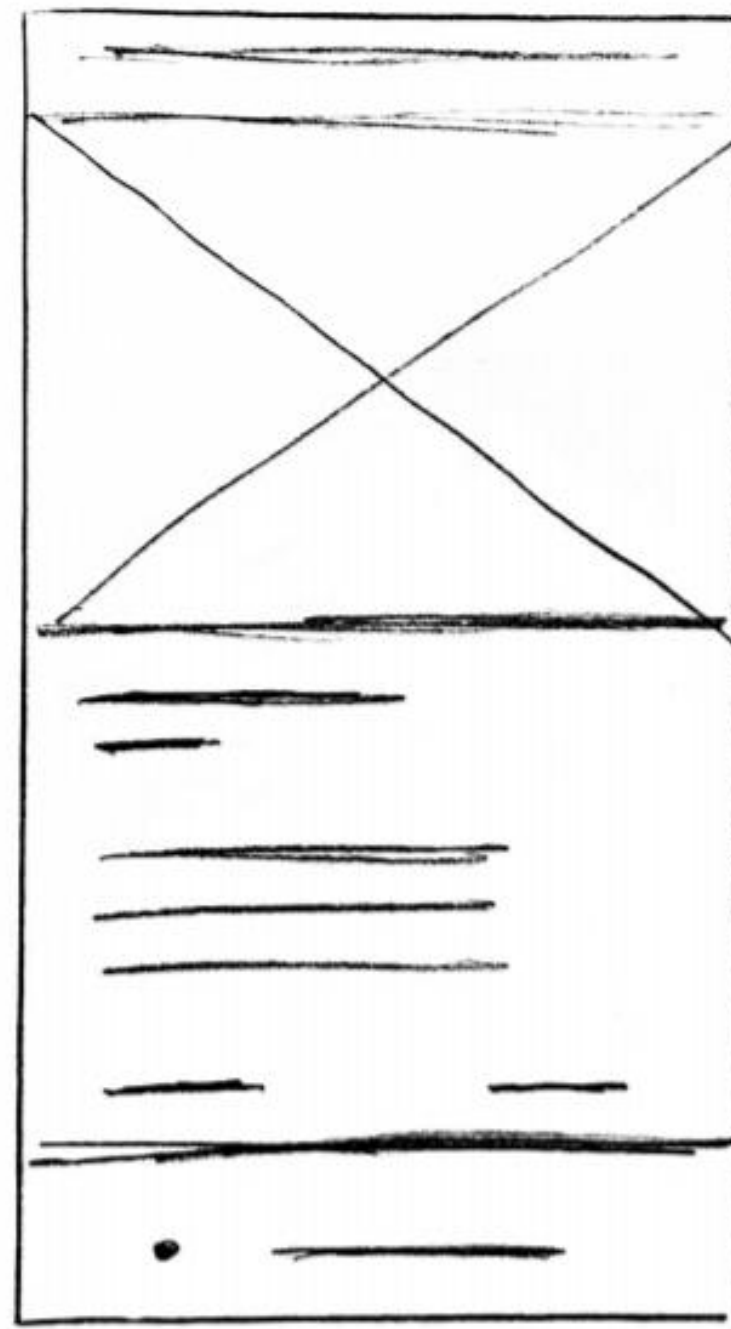
**PROBLEM : IMAGES / LACK OF VISUAL AIDS**

The way the users used the app and selected recipes heavily depended on the images of the recipe.

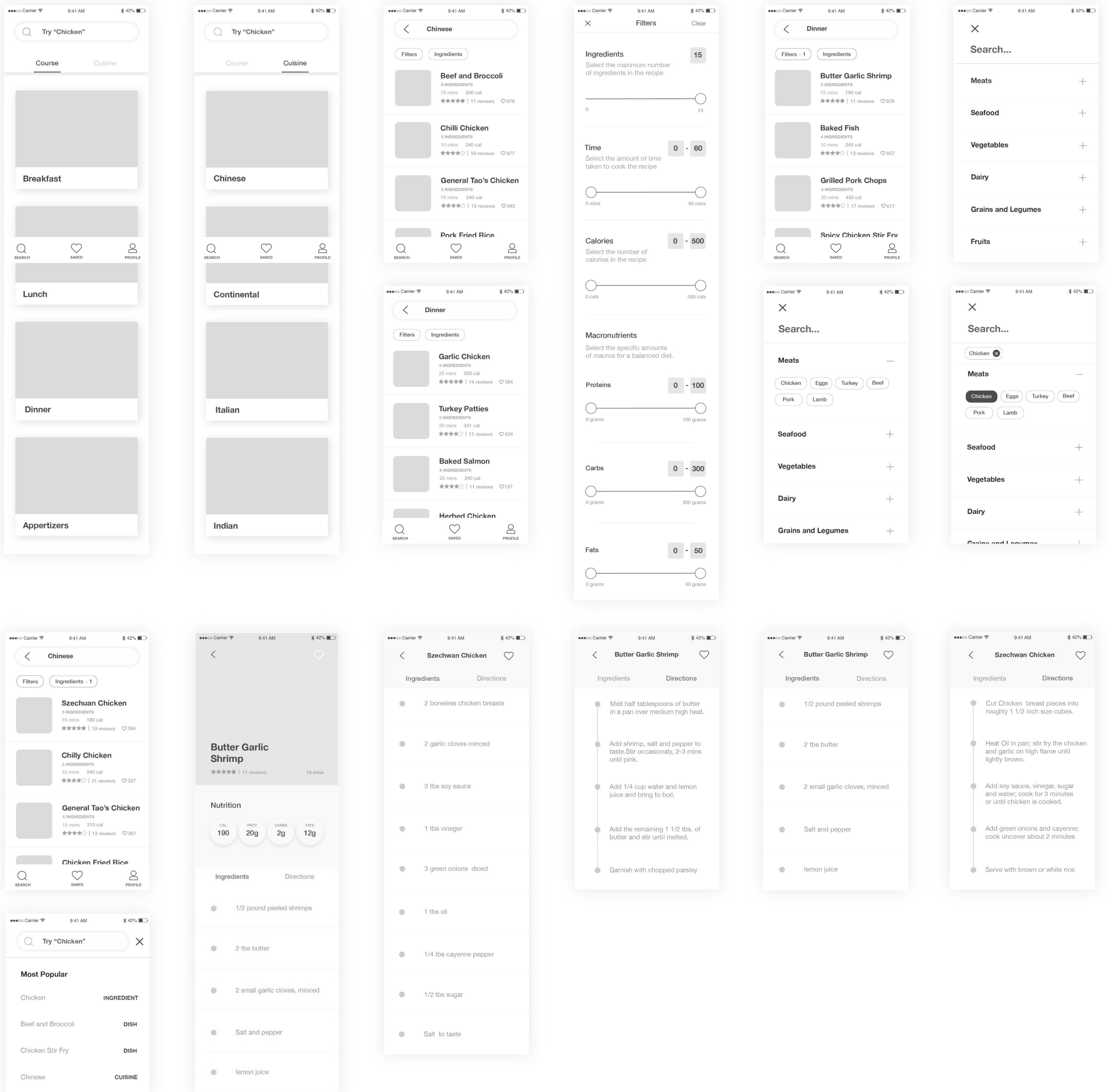
Users stated that they would like to view larger and more images before choosing.

**SOLUTION**

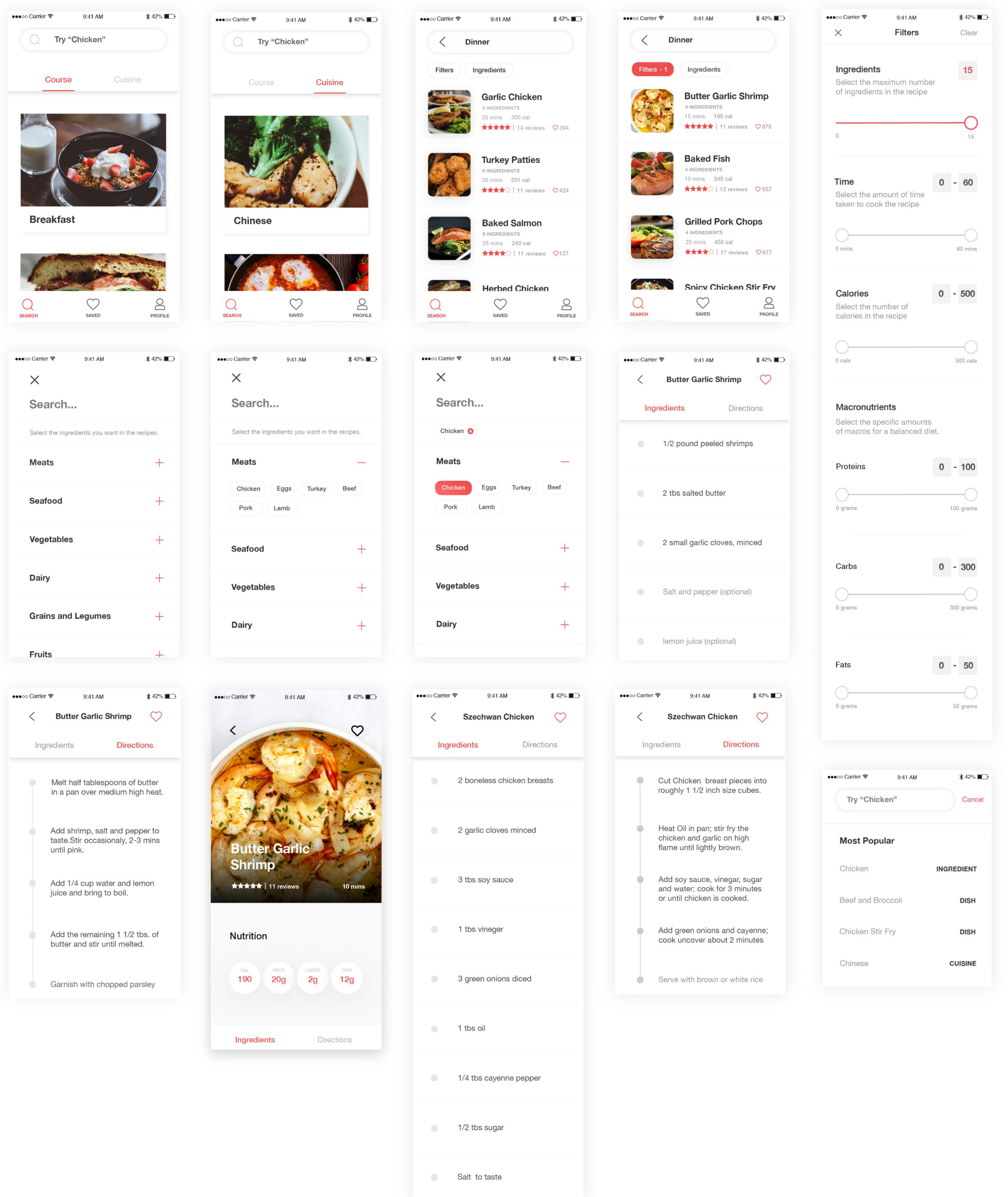
Provide user with an enlarged image of the recipe after the recipe is opened from the list.



# Wireframe Designs



# New Designs used for testing

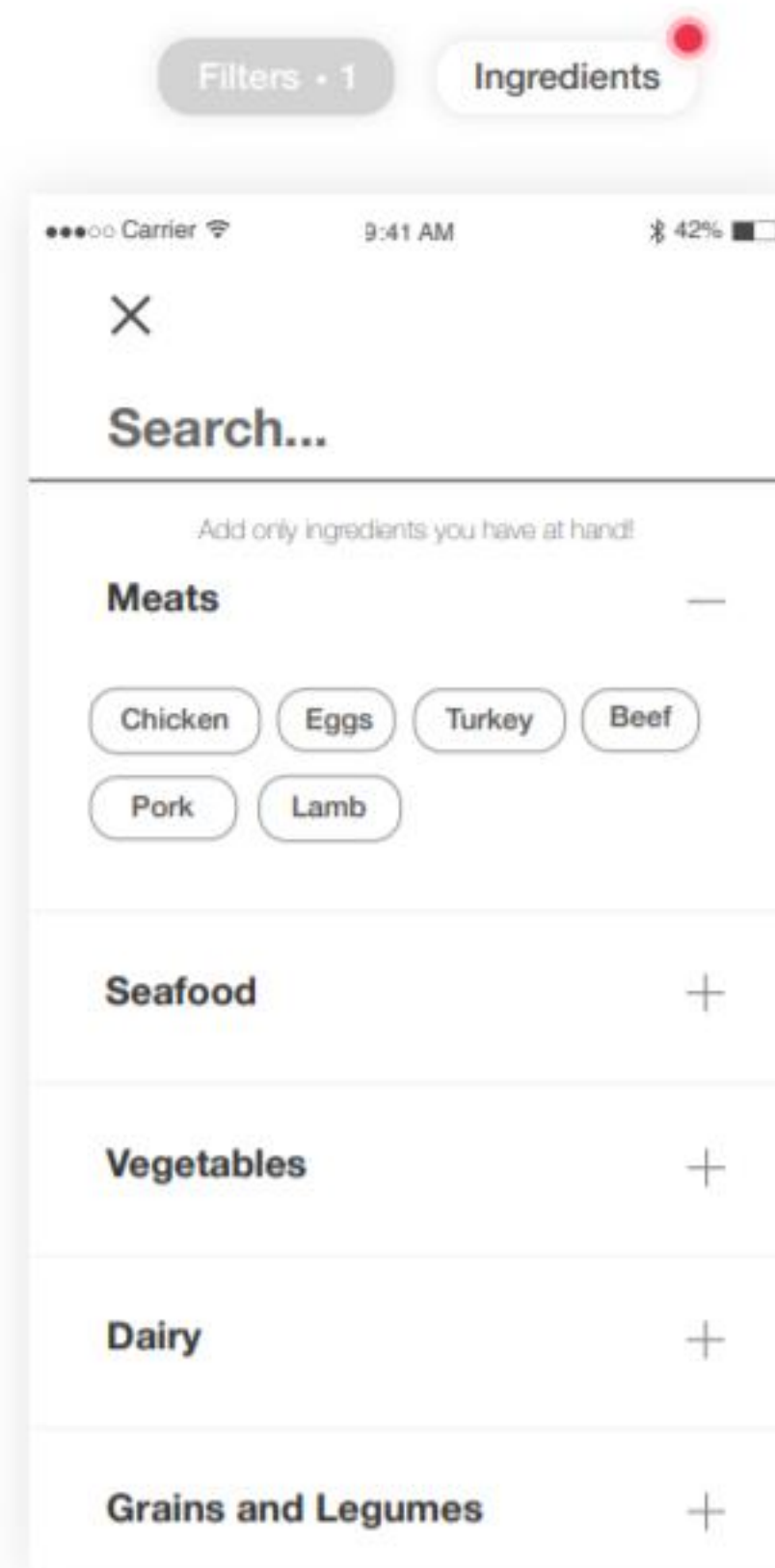


## PROBLEM : ADD INGREDIENTS

Users were confused about the add ingredient option. Some of the users initially thought it was for setting the number of ingredients.

## SOLUTION

Provide a clear indication to educate the user about the function both before and after selecting the Ingredients option.

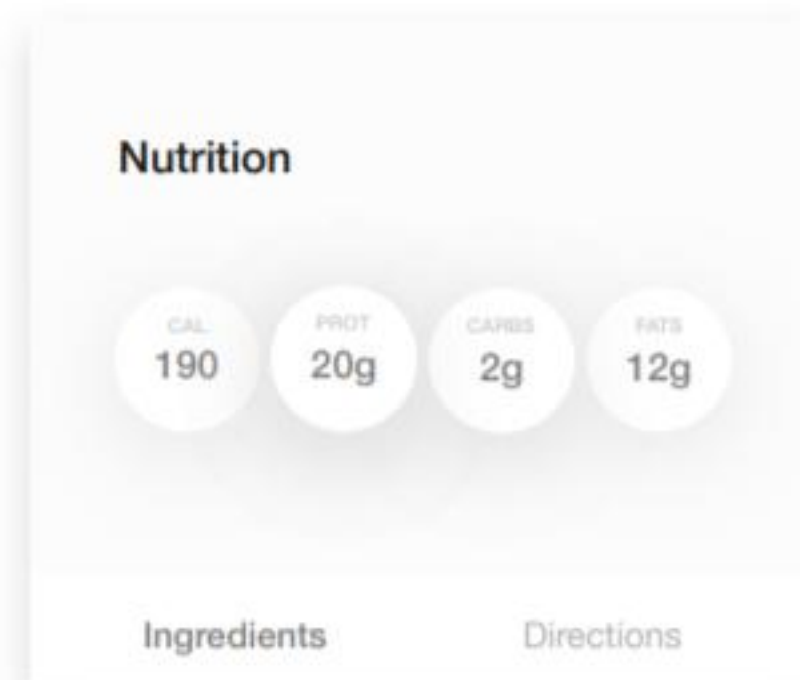


## PROBLEM : NUTRITIONAL INFO

Fitness enthusiasts users expected some additional nutritional information about the recipes.

## SOLUTION

Macronutrients breakdown would be provided and users could also filter through looking for recipes with specific nutritional content. Allergies could also be managed in the filter section.



### Macronutrients

Select the specific amounts of macros for a balanced diet.

**Proteins**      0 - 100

0 grams      100 grams

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**Carbs**      0 - 300

0 grams      300 grams

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**Fats**      0 - 50

0 grams      50 grams

# Visual Design

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As the app was intended to be easy to follow and not intimidating, the visual design needed to be very minimal.

## TYPOGRAPHY

The type selected is a friendly geometric sans-serif font which matches perfectly with the intentions of the design

**Circular Std**  
**Aa123**

Circular Std  
Aa123

## COLOR SCHEME

I decided to keep the colors to a minimum. I selected a pleasing hue of red to be used as an accent color as it is a color most associated with appetite.

#FF334C

#000218

#FFFFFF

#F9FAFB



# Motion Design

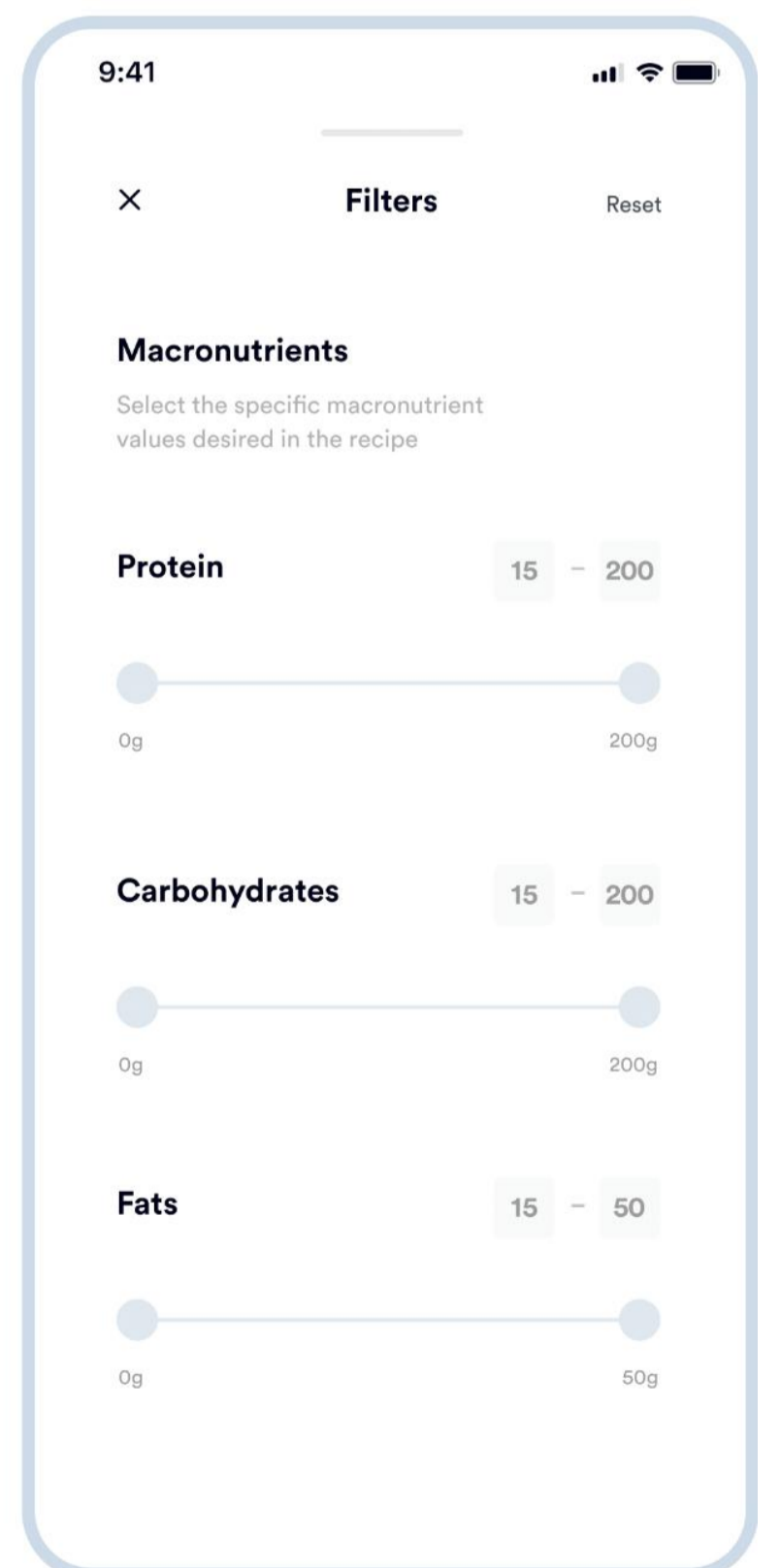
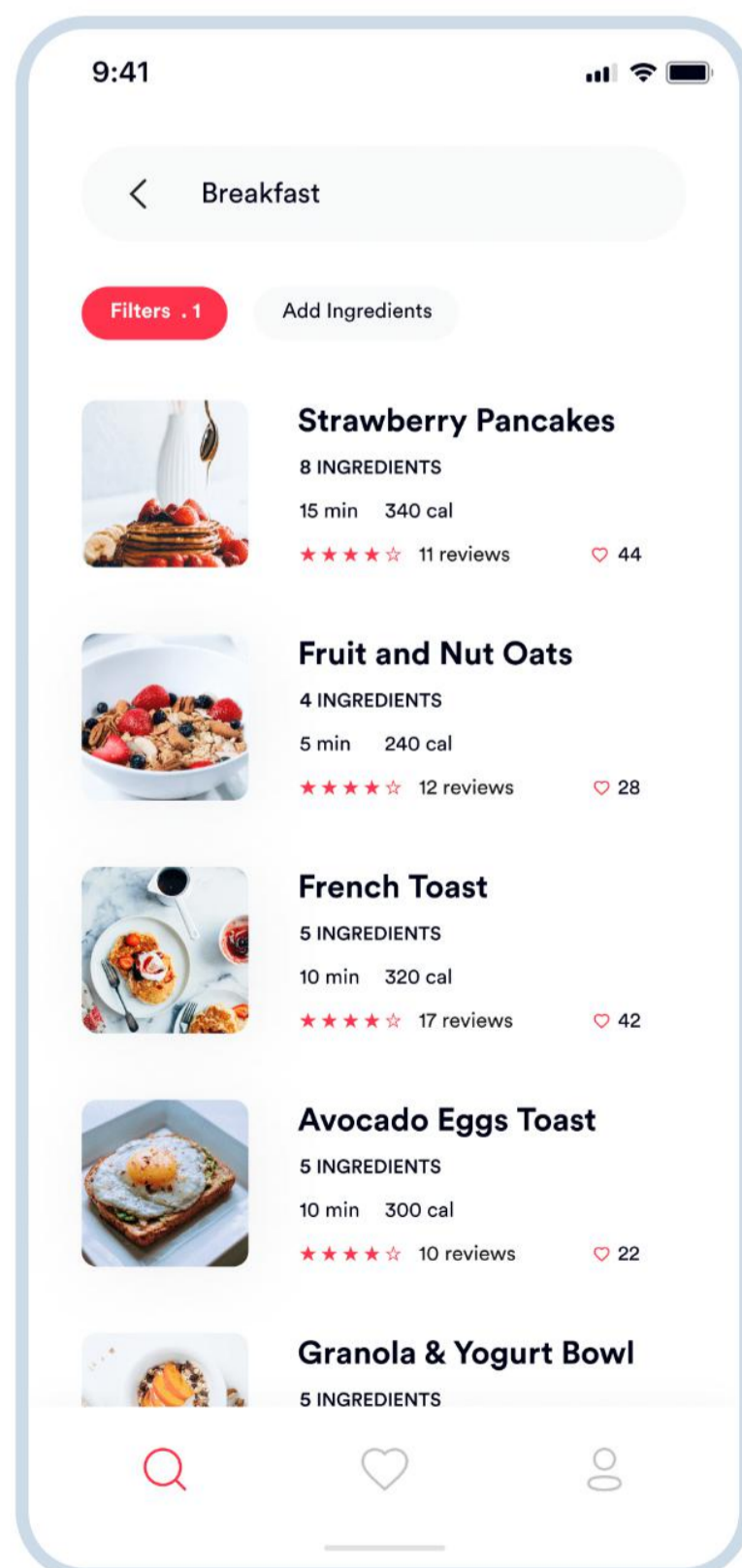
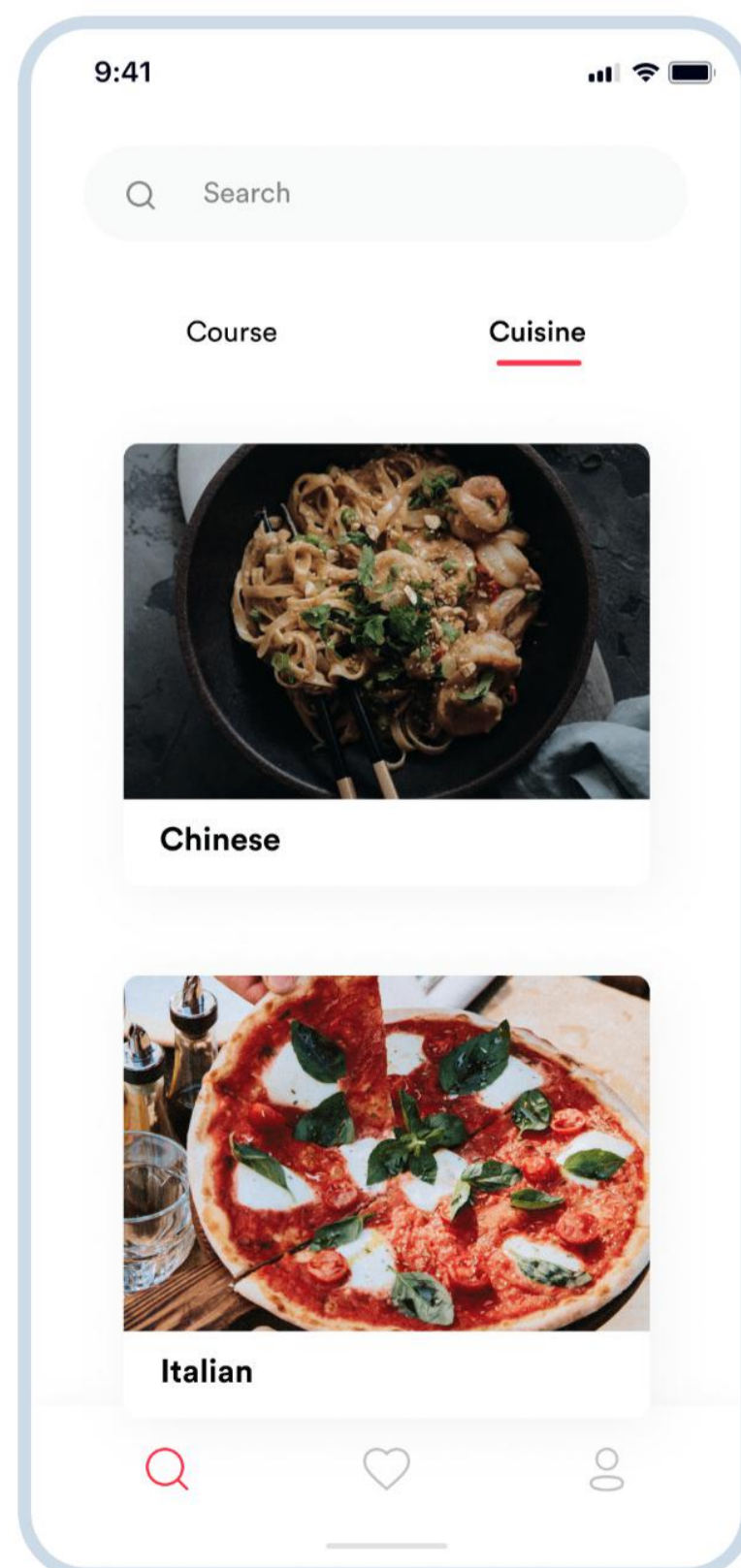
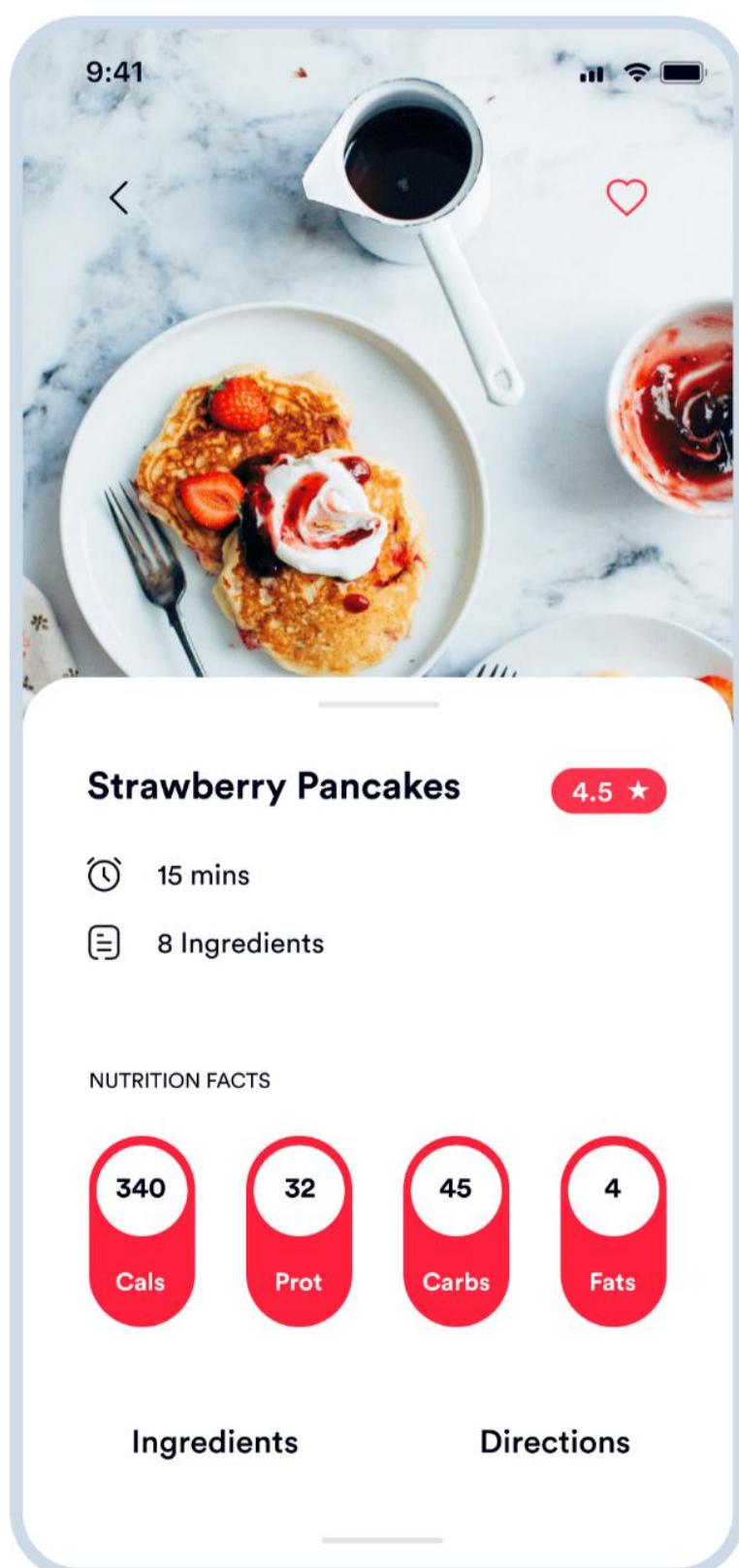
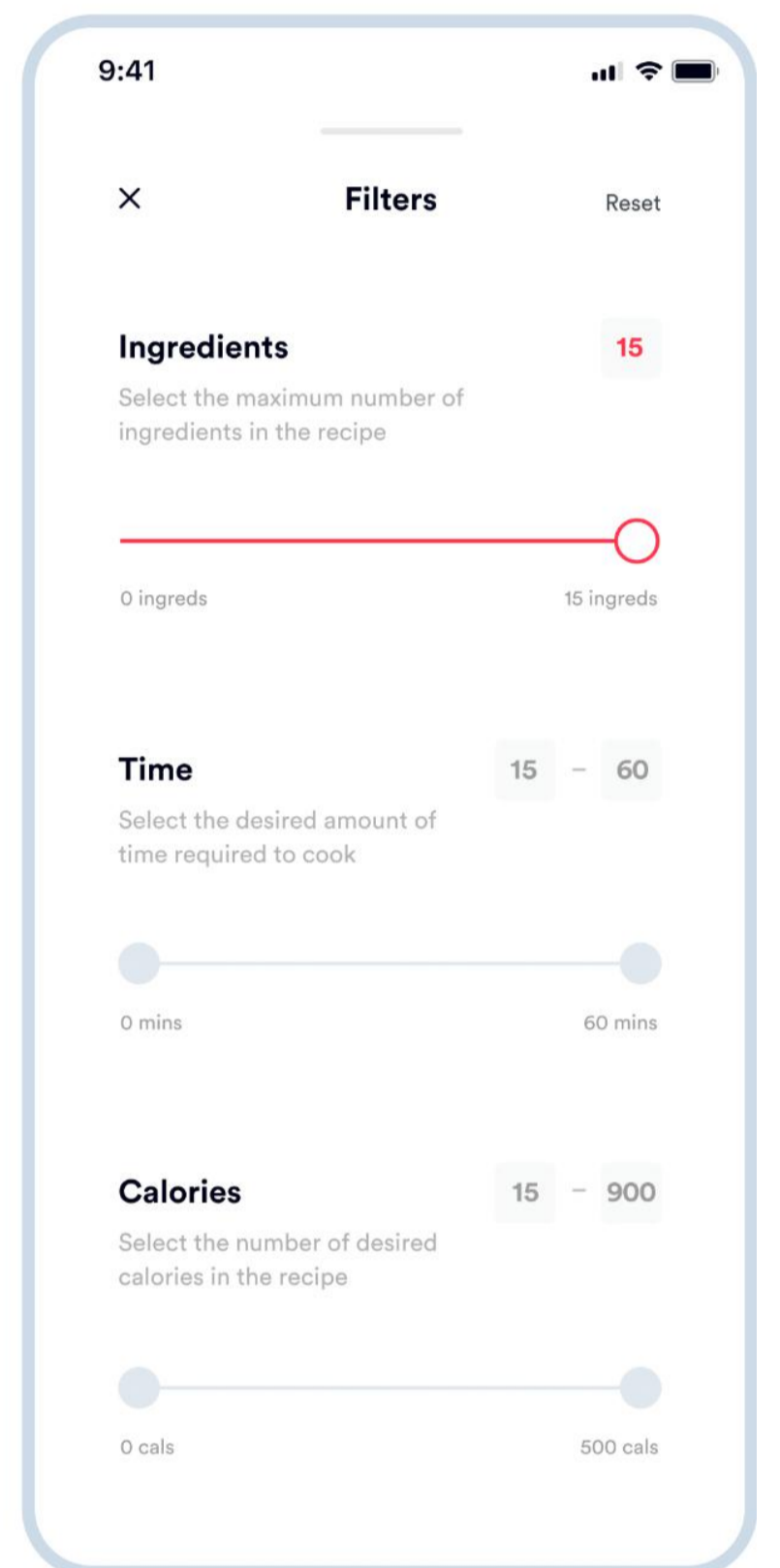
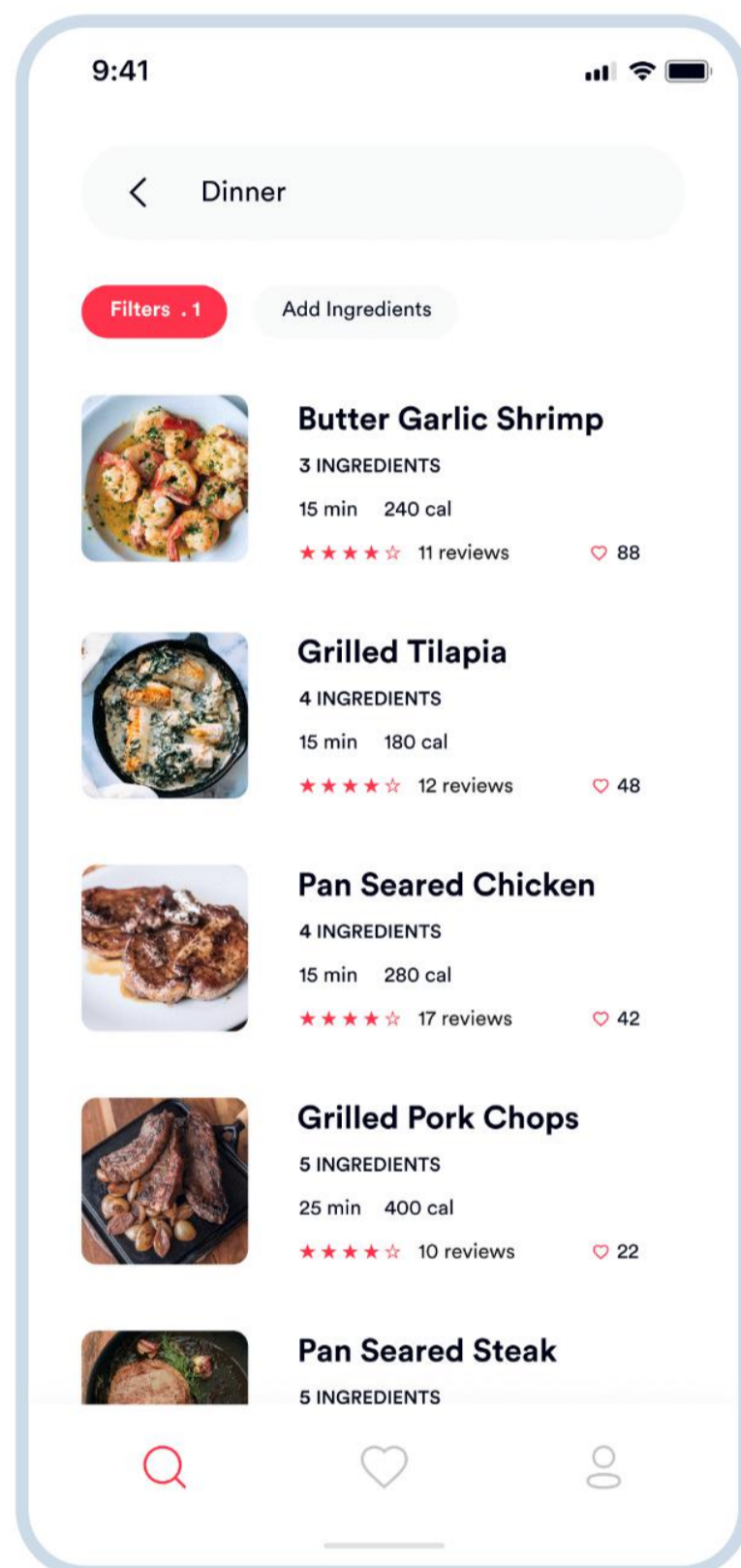
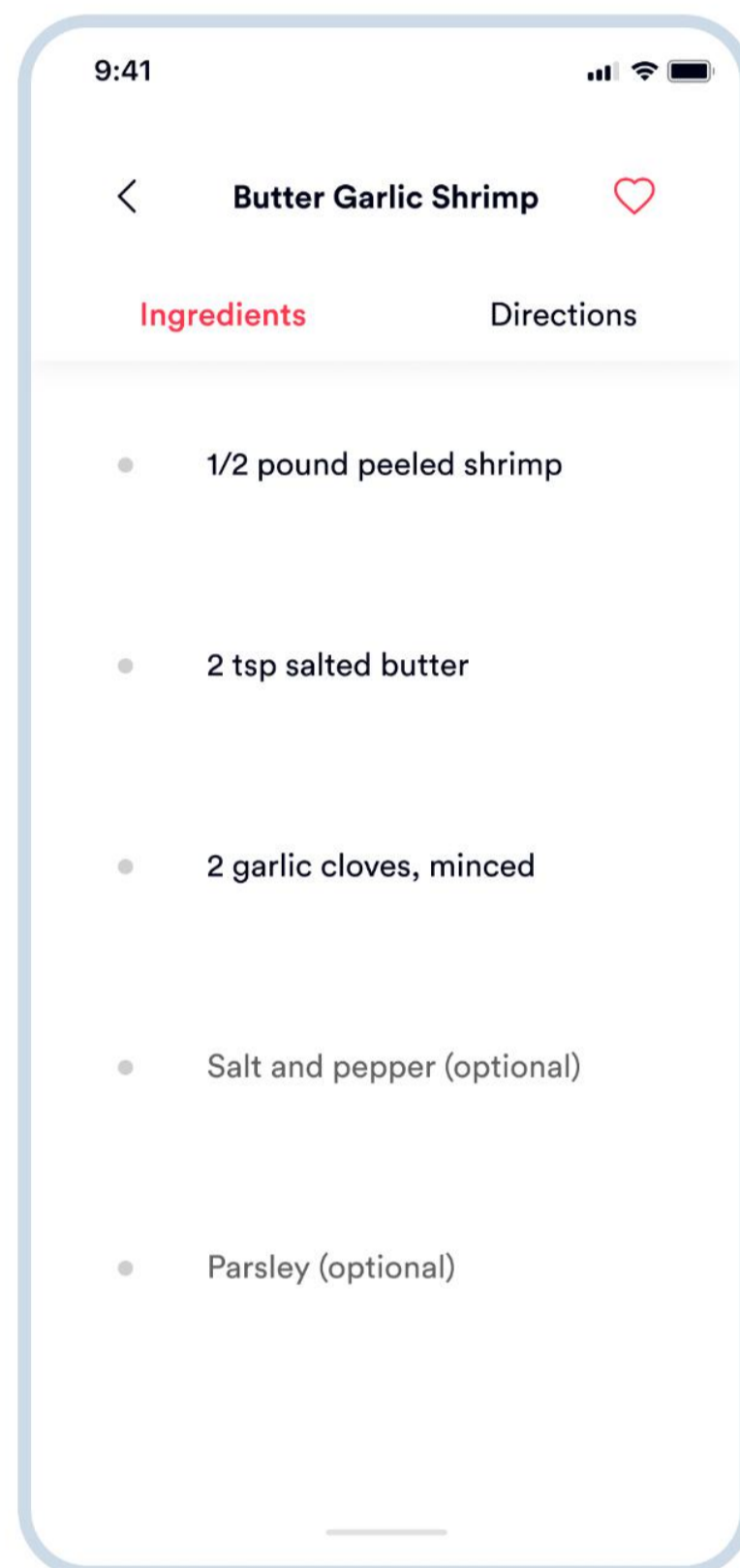
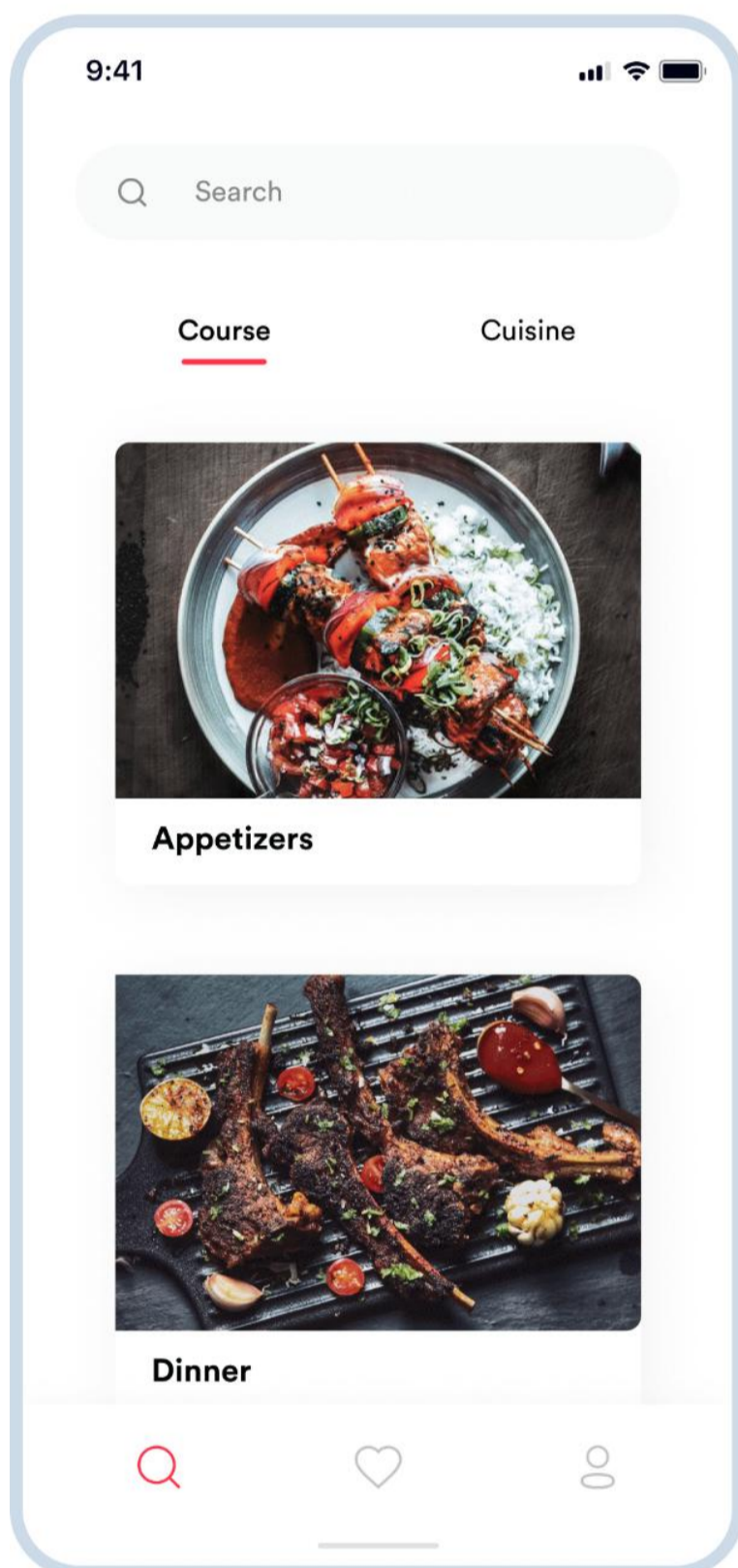
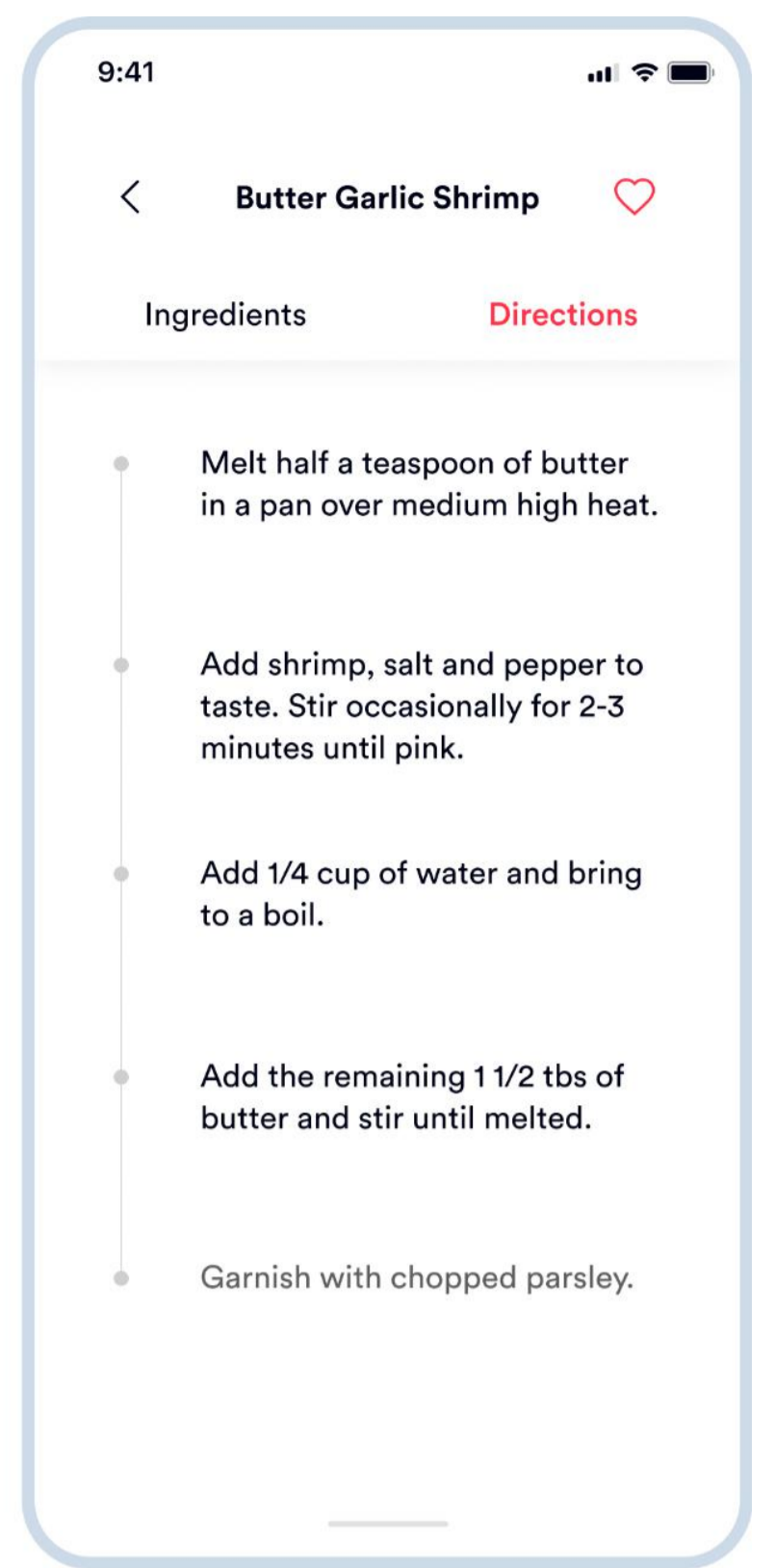
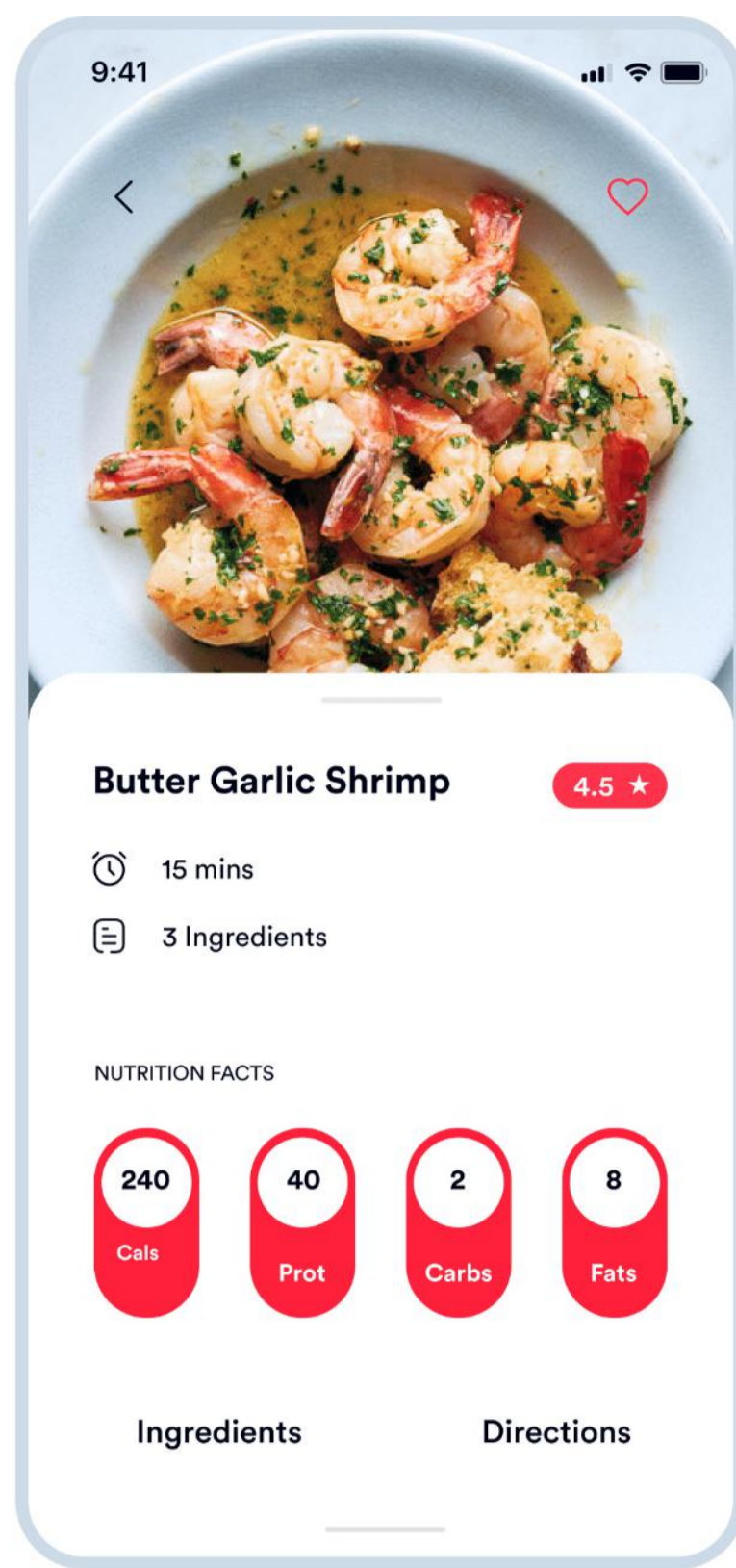
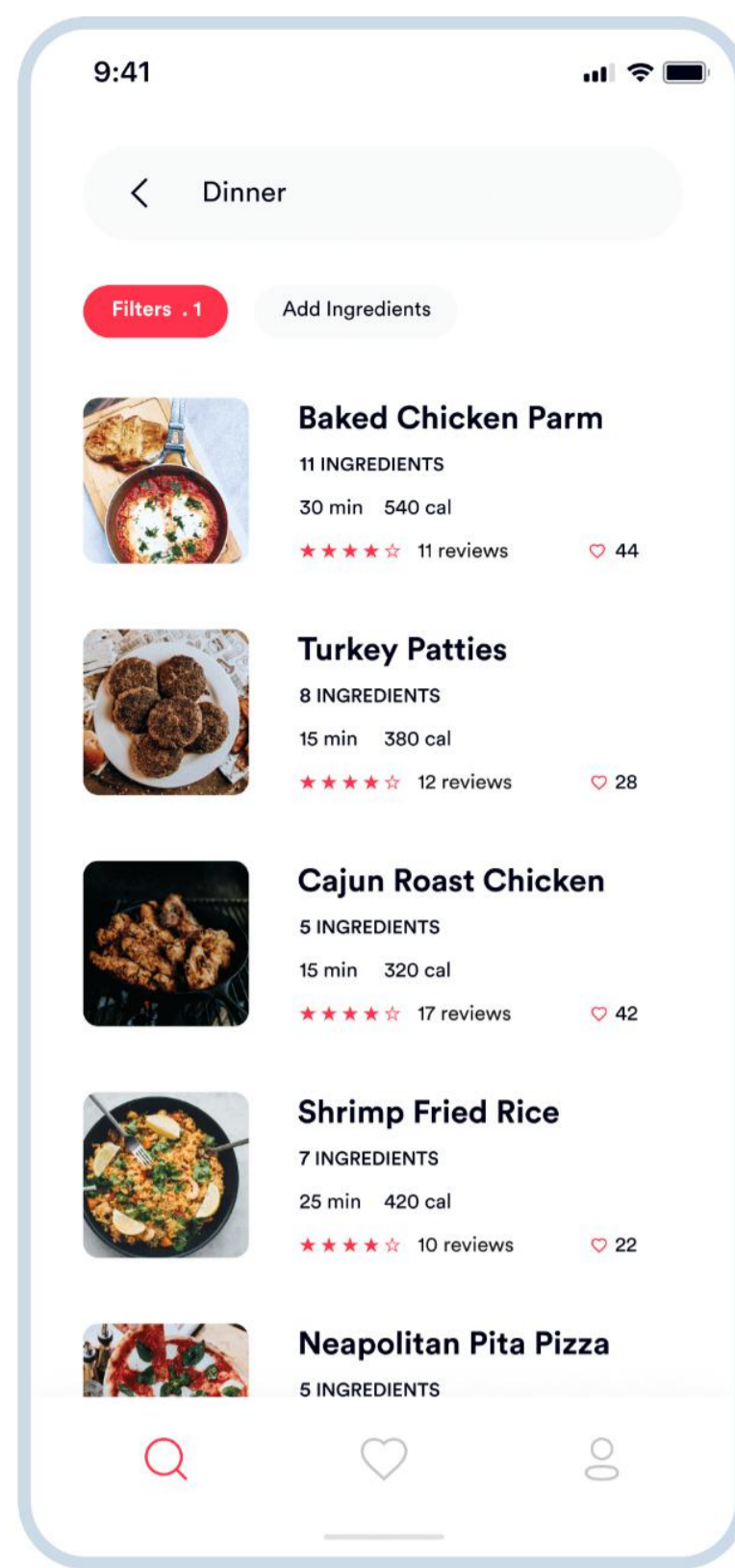
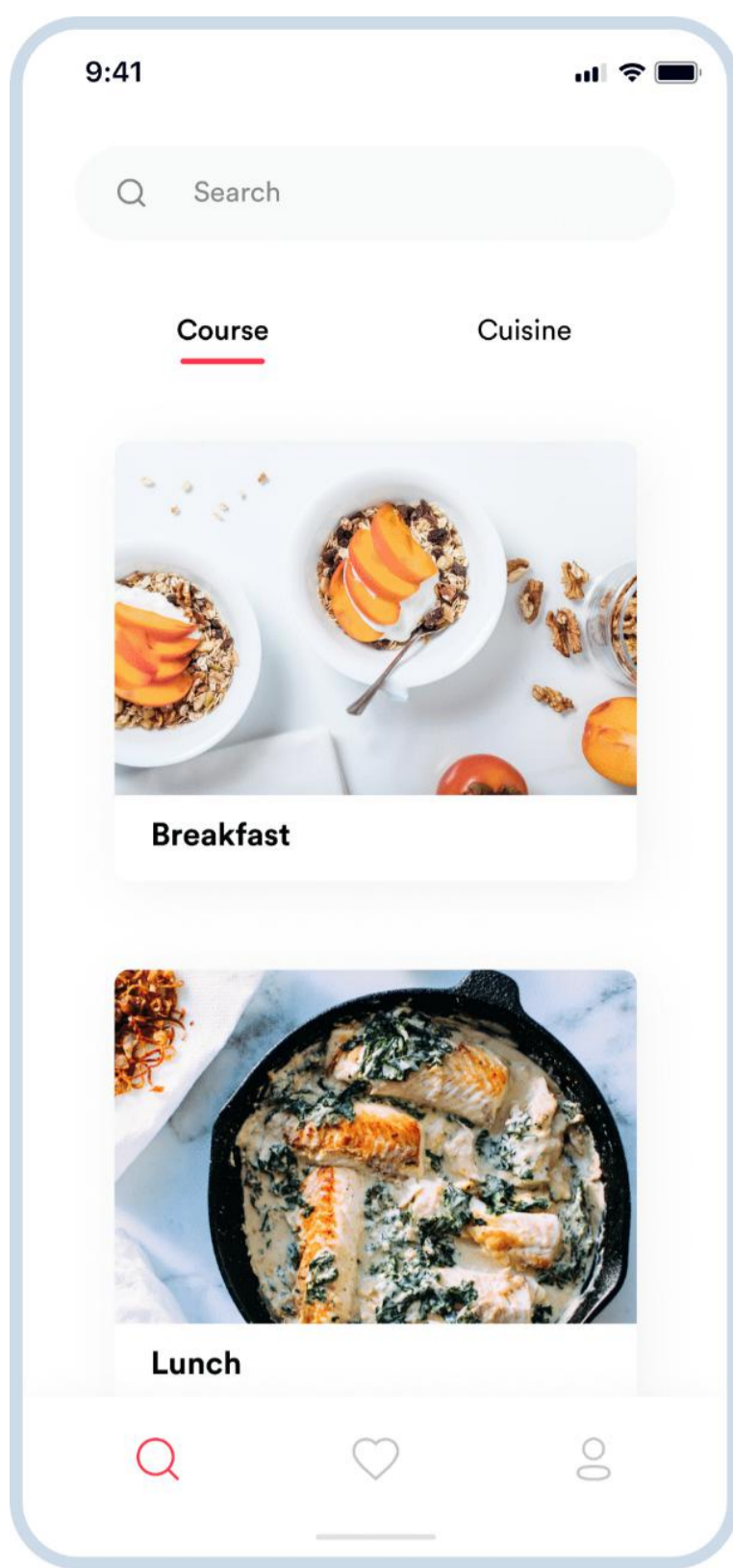
Motion Designs added a layer intuition and fluidity to the app's heirarchy and function. Animation were created using After Effects.

**Motion Designs can be viewed on the website \*\***

# Final Designs

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Final Designs were created for the newer Iphone Models using appropriate visual designs.



# Thank You