

# Cooking App and Responsive Website Design

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# Project overview



## The product:

We need a tool that helps people learn how to cook healthier meals. Our primary target users include college students and adults who are concerned with their health and would like to learn more about what they can do to have healthier lives.



## Project duration:

May 2022 to July 2022



# Project overview



## The problem:

These days many people suffer from diseases, even in young ages because of unhealthy lifestyle and foods they eat. We found out that many of them do not know about various kinds of recipes that can help them eat healthier meals.



## The goal:

Design an app that will provide different kinds of recipes for different groups of people with various kinds of diets and restrictions and help them choose their suitable 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
- Competitive audit
- Ideation

# User research: summary



After conducting user interviews, we found out that most interview participants reported feeling badly about the kinds of food they eat, but they didn't actively try to cook healthier meals. The feedback received through research made it very clear that users would be open and willing to work towards learning healthy recipes if they had access to an easy-to-use tool to help guide them.

# Persona 1: Shervin

## Problem statement:

Shervin is an interior designer who needs learning new and healthy recipes because they concern about inherited illnesses in their family and want a healthier life style for their family.



**Age:** 48

**Education:** BA in interior design

**Hometown:** Isfahan, Iran

**Family:** Spouse and child

**Occupation:** Freelancer

*"I enjoy cooking. I want to cook healthy and varied meals for my family"*

## Goals

- Have fun in cooking with learning many new recipes.
- Watch their weight and avoid illnesses stemming from aging and unhealthy meals.

## Frustrations

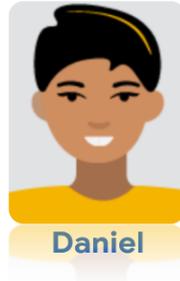
- Too many recipes on the Internet and choosing among them is overwhelming.
- Don't have any idea how much calories the meal has.

Shervin is an interior designer who has many responsibilities. Shervin is good at their job and has many customers and, also has a child to take care of. Shervin likes to cook and wants to have a healthy family life. Blood pressure and Diabetes are inherited in their family and they want to be careful about them from younger ages.

# Persona 2: Name

## Problem statement:

Daniel is a manager who needs new and delicious vegan recipes because they care about their health and want to stick to their vegan diet.



**Age:** 32  
**Education:** Master in management  
**Hometown:** Isfahan, Iran  
**Family:** Single  
**Occupation:** Manager in a factory

*"I am vegan and I have little choices at restaurants. I like to cook for myself at night."*

## Goals

- Enjoy cooking new recipes.
- Stick to their vegan diet without worrying about getting tired of it.

## Frustrations

- Don't have any plan for the next meal and frustrated by looking for it.
- Don't have necessary ingredients for some meals as they have no idea about next meals.

Daniel is a successful manager who cares about their health. Two years ago, they decided to be a vegan but they have problem that any of their friends are not vegan and don't like Daniel's meal. Daniel want to learn delicious vegan recipes which everybody likes to eat. They like to help other people to have healthy lives.



# User journey map

## Persona: Shervin

Goal: find and cook new and healthy meal

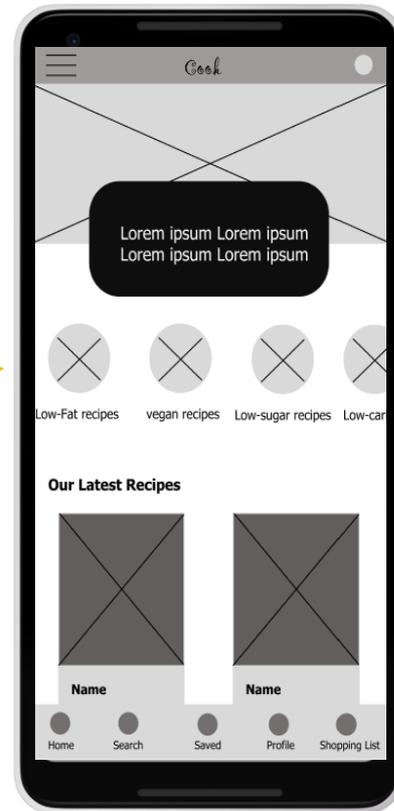
ACTION	Find recipes	Buy ingredients	Prepare meal	Save leftovers
TASK LIST	A. Search for a healthy meal B. Choose among many options	A. Go to store B. Buy groceries C. Checkout	A. Check recipe B. Cook meal C. Eat	A. Pack leftovers B. Put extra food in the fridge
FEELING ADJECTIVE	Frustrated with taking time for search Annoy with not having all ingredients	Tired by shopping each time	Confused by reading a text and cooking  Happy to eat a healthy meal	Surprised by the amount of food left  Concern about maintaining leftovers
IMPROVEMENT OPPORTUNITIES	Offer recipes with available ingredients  Planning meals beforehand	Offer recipes with available ingredients	Provide a step by step recipe	Distinguish servings for each recipe  Suggestion on what to cook with leftovers



# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the cooking app. These designs focused on classification of foods and filtering to help users find the best recipes based on their diets or restrictions.

Classification of recipes for quick access

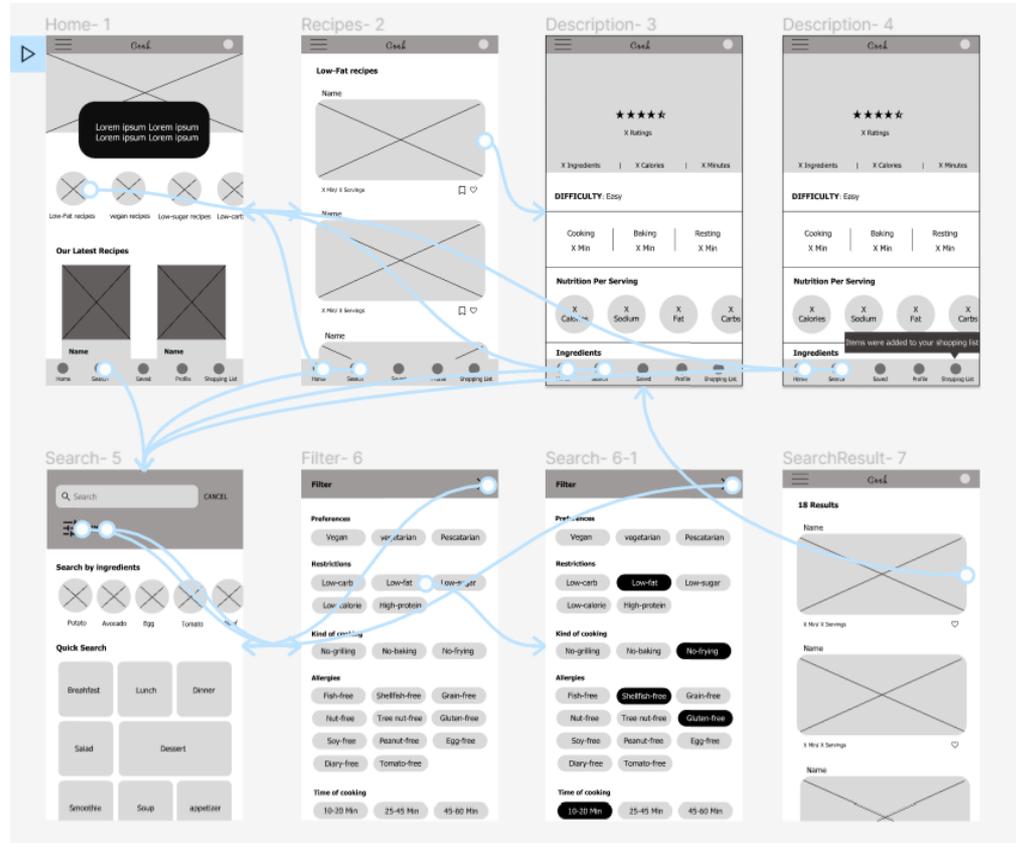


Easy access to app features from global navigation

# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of finding a recipe based on classified recipes, or filtering to find the best fit and adding ingredients to shopping list.

View [Cooking app's low-fidelity prototype](#)



# Usability study: parameters



## Study type:

moderated usability study



## Location:

Iran, remote



## Participants:

5 participants



## Length:

30-45 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Recipes

People want broader range of restrictions like kind of cooking in the filter section.

2

## Quick access

People want to have quick access to their previous used recipes.

3

## Servings

People want to be able to change the number of servings and see the amount of ingredients they need for that number.

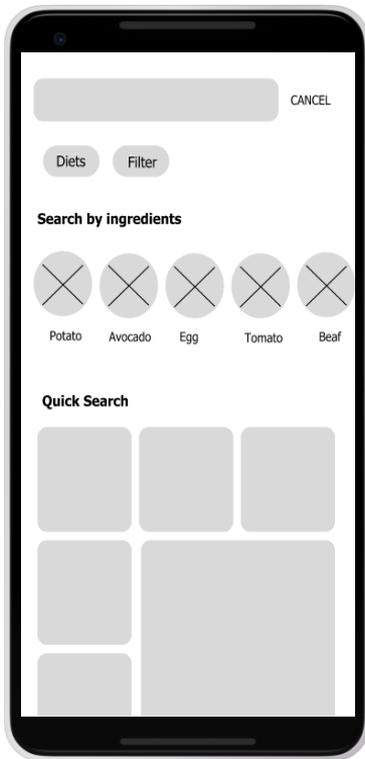
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

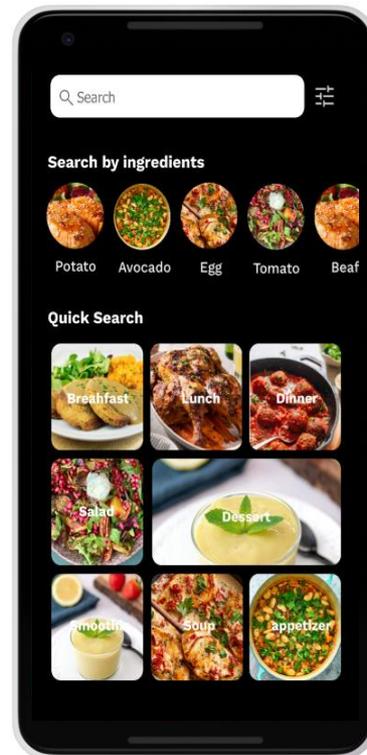
# Mockups

Based on the insights from the usability studies, I applied design changes like changing the layouts and labels of the search part.

Before usability study



After usability study

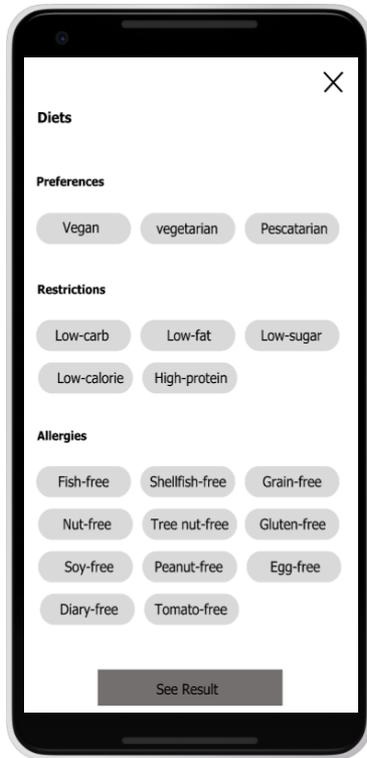




# Mockups

Also, I expanded the categories of filter in the filter section.

Before usability study



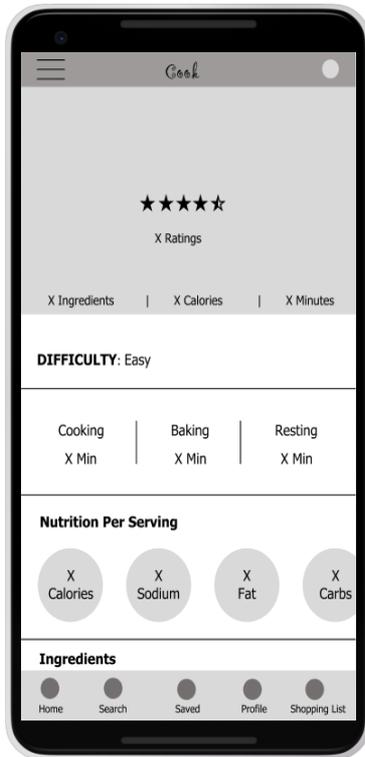
After usability study



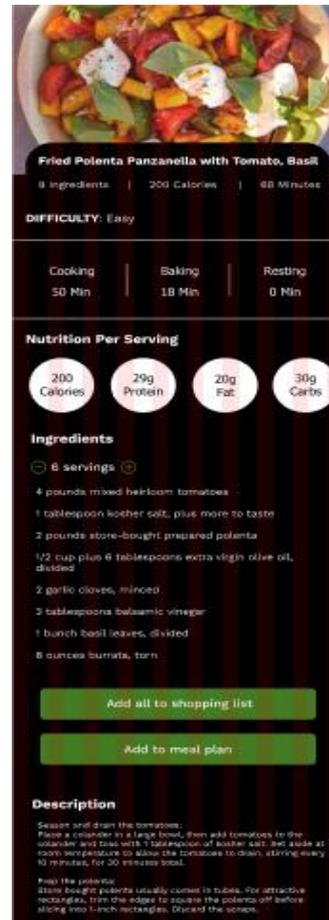
# Mockups

Additional design change included adding an option to change the number of servings and see the amount of ingredients based on those changes.

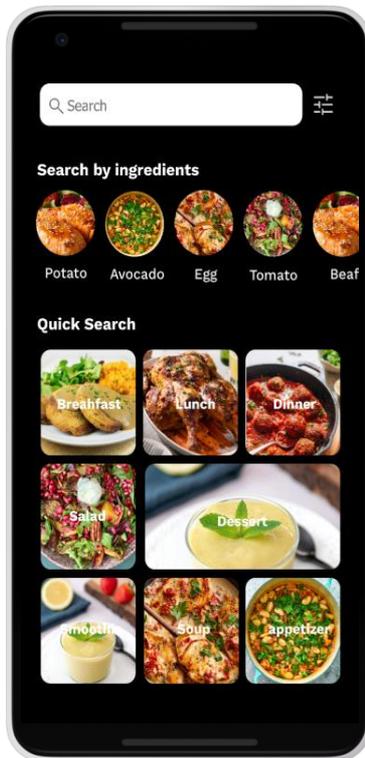
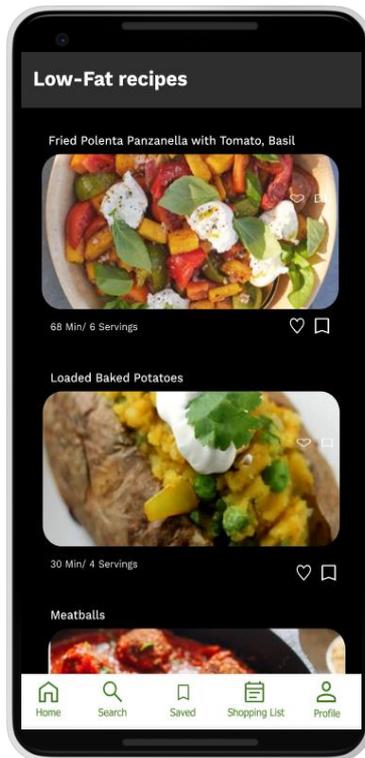
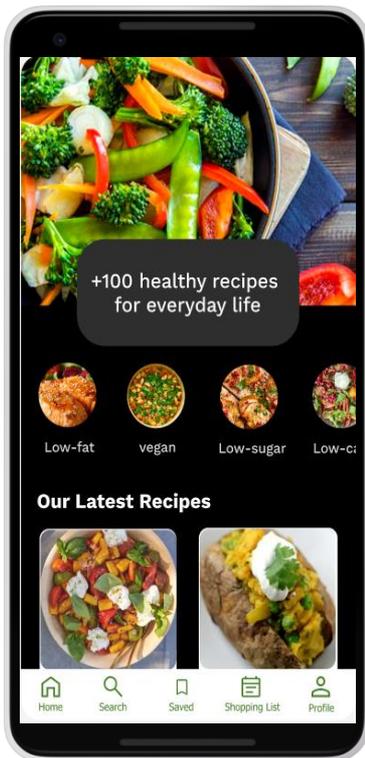
Before usability study



After usability study



# 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.

View [Cooking app's high-fidelity prototype](#).



# Accessibility considerations

1

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

2

Avoiding heavy text and using icons for users with visual impairment.

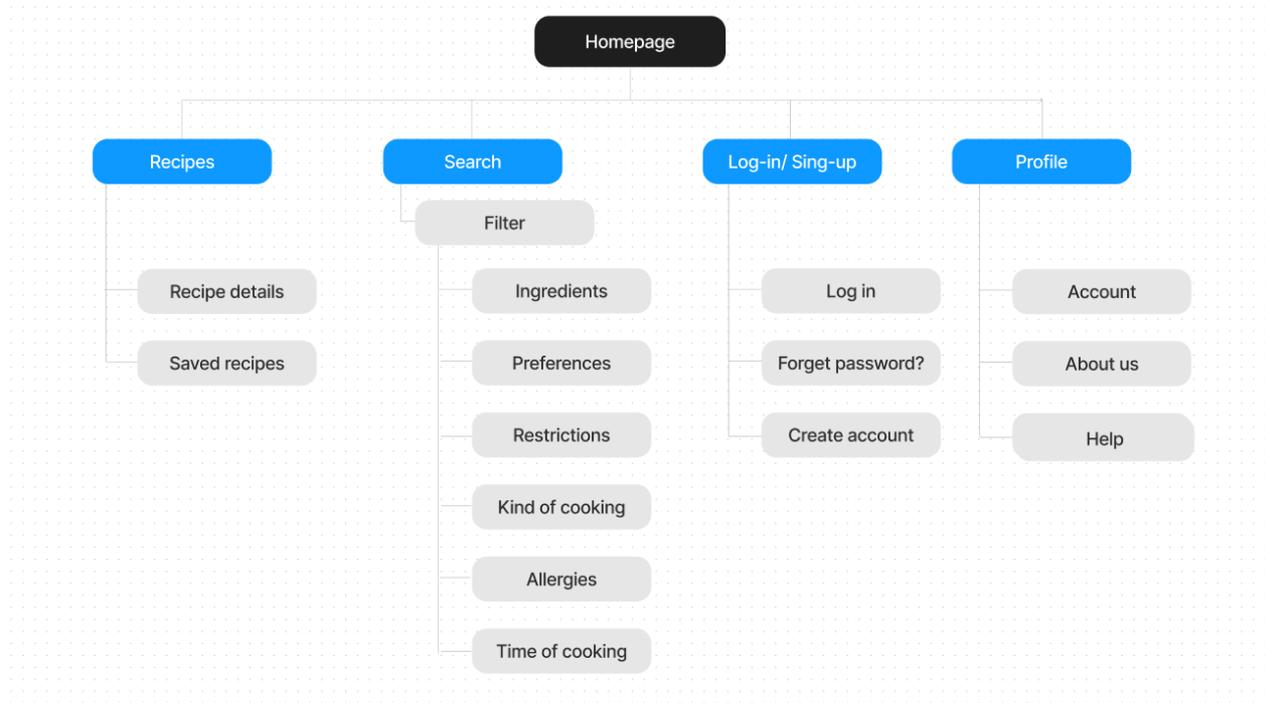
# Responsive Design

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- Information architecture
- Responsive design

# Sitemap

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



# Responsive designs

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.

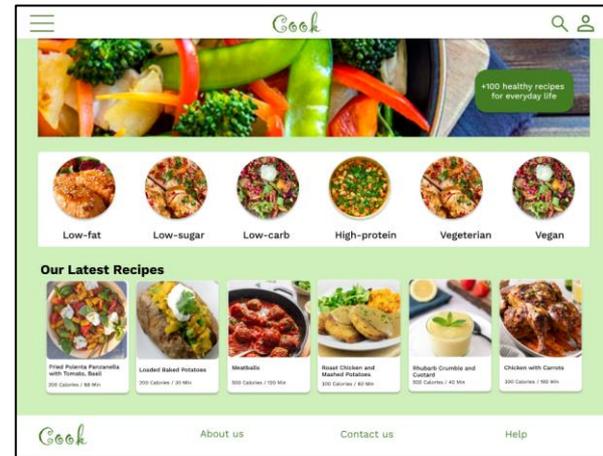
Mobile website



Tablet



Desktop





# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that the app can help them learn how to cook healthier meals. One quote from peer feedback was that “the cooking app helps bring caring about our health and make it enjoyable to cook and eat varied meals, and at the same time be careful about our health in an easy way.”



## What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

# Next steps

1

Conduct research on how successful the app is in reaching the goal to help people learn how to cook healthier meals.

2

Conduct research on how successful the app is in the improvement of people's health condition based on their diets and restrictions.

3

Add educational resources for users to learn how their eating habits can affect their health.