

# Learn To Cook Healthy - App and Responsive Website

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Aleksandra Zmudzinska

# Project overview



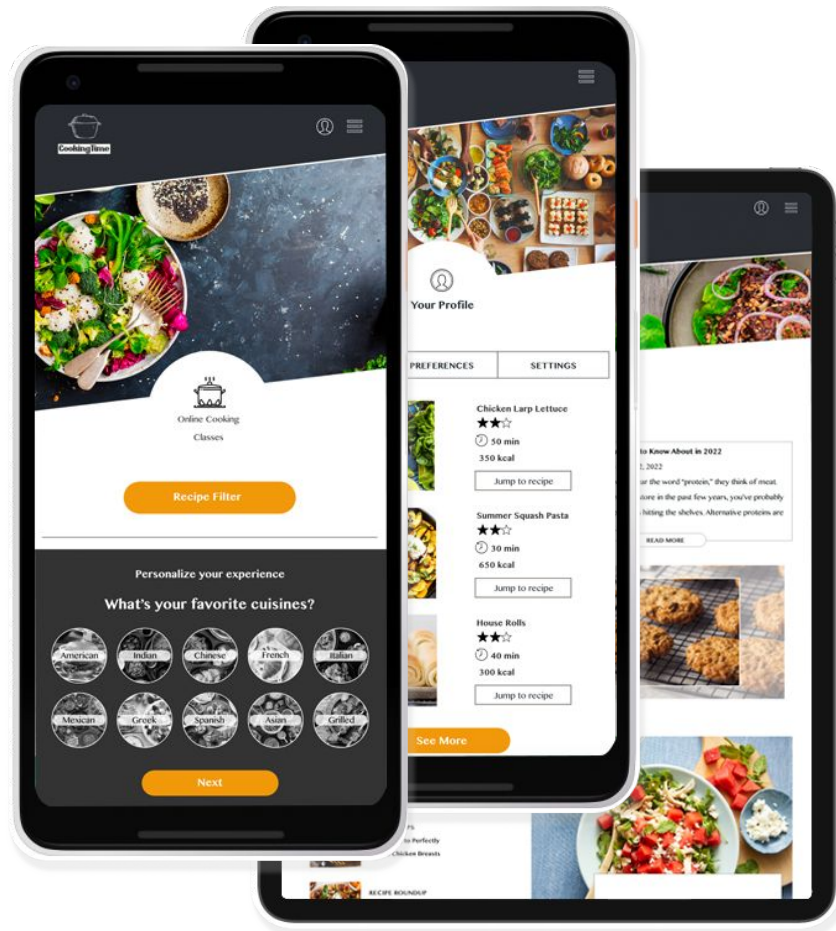
## The product:

Cooking Time is a tool for easy and quick learning to prepare healthy meals. The main target users are young people who would like to learn how to cook healthy.



## Project duration:

July - August 2022



# Project overview



## The problem:

Nowadays, the lack of time, widespread access to cheap, highly processed food and the lack of cooking skills mean that more and more young people are struggling with obesity and health problems resulting from improper eating habits.



## The goal:

Realizing especially young people that cooking healthy meals can be easy and fun. Providing a database of diverse and healthy recipes and articles. Learning the basic principles of composing meals and culinary techniques.

# Project overview



## My role:

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



## Responsibilities:

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

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary

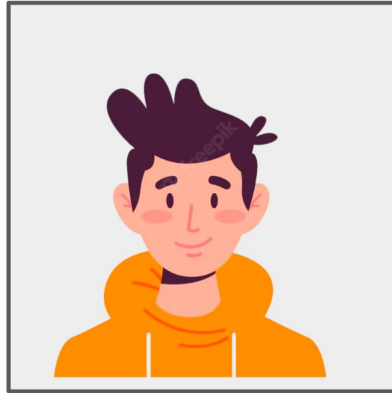


Through this research, I want to gain a general understanding of how young people approach food preparation and what may lead them to change if they may have abnormal eating habits. To this end, I conducted interviews and created empathy maps. The main group of users identified in the study were both young people interested in learning the principles of proper meal composition and working people who did not have much time to browse through many recipes.

# Persona 1: Victor

## Problem statement:

Victor is a 16 years old student who needs to finding a source of varied and quick Recipes because He would like to learn to compose healthy meals.



**Victor**

**Age:** 16

**Education:** Student

**Hometown:** Sidney

**Family:** Full family. Two sisters and a dog

**Occupation:** volunteer at the library

*"I know how important it is to take care of a proper diet, so I will be happy to learn healthy and delicious recipes"*

## Goals

- finding a source of varied and quick recipes

## Frustrations

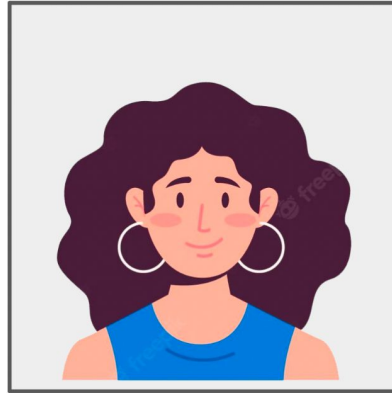
- Eating healthy is often bland
- Preparing healthy meals takes a long time

Victor is the son of a bodybuilder and wants to follow in his father's footsteps. He would like to learn to compose healthy meals

# Persona 2: Maria

## Problem statement:

Maria is a 35 years old former nurse, mum of 3, who needs to learn to prepare interesting, healthy meals because because her children have food allergies.



**Maria**

**Age:** 35

**Education:** Master degree of nursing

**Hometown:** Sunnyvale

**Family:** Husband, 3 children aged 5, 10, 12

**Occupation:** Stay-at-home mom

*“My dream is to live a healthy life and pass these values on to my children”*

## Goals

- Preparing healthy and interesting meals
- Possibility of checking allergens and possible substitutes
- Visually attractive for children

## Frustrations

- Monotony in the kitchen
- Children prefer unhealthy junk food

Maria is a mother of 3 children of different ages. Children have different allergies and food restrictions. Preparing healthy meals for the whole family is a challenge. As a former nurse, she knows how important education is, so she would like to set a good example for children and teach them how to eat.



# Competitive audit

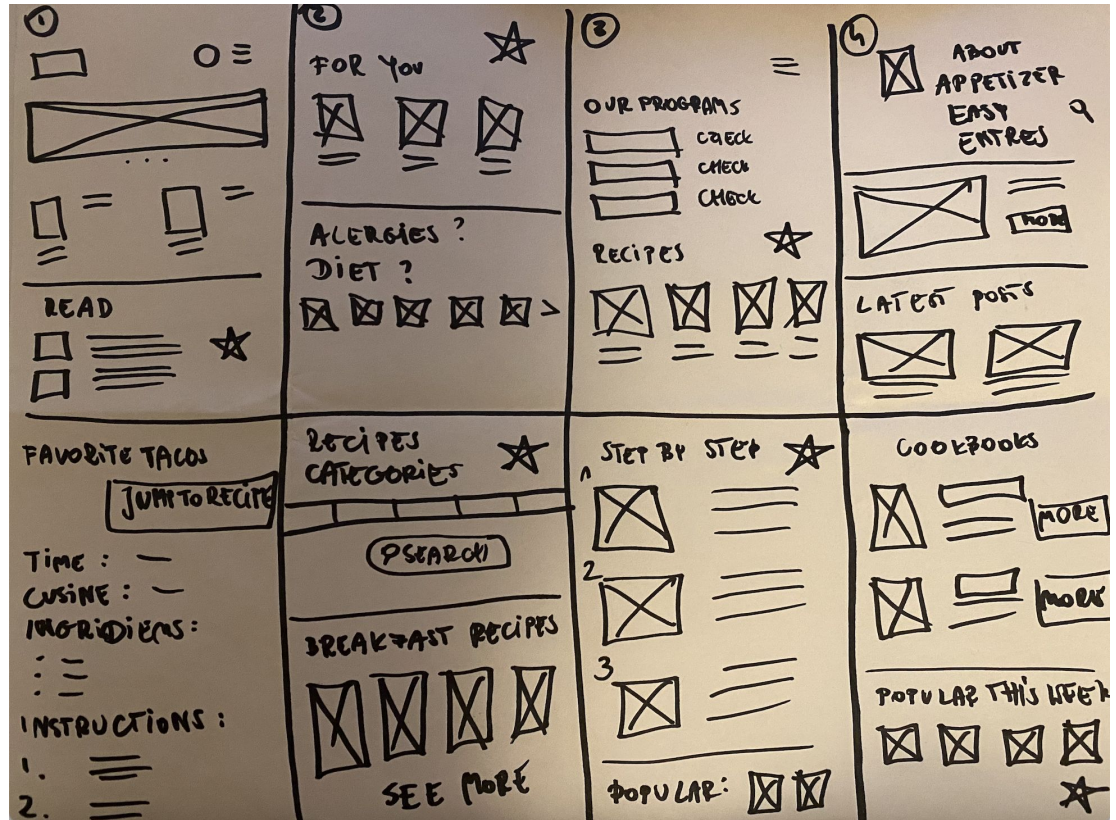
An audit of a few competitor's products provided direction on gaps and opportunities to address with the app.

	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
Competitor #1 thespruceeats	direct	online	Recipes, cooking classes, articles	free	thespruceeats.com	large	For everyone who wants to learn to cook, the topics: Tips & Techniques, Knife Skills, Equipment & Supplies, Food Photography, Ingredient Guides, Food Safety	A wide range of training courses, the opportunity to learn by watching movies. Visually attractive photos. Accessible language
Competitor #2 cozymeal	indirect	online	Cooking classes, online experiences, food tours shop, magazine	Starting at \$19/Device	https://www.cozymeal.com/	medium	The best chefs, sommeliers, mixologists, baristas, brewers and more bring their talent and taste to online experiences.	Extensive search engine, easy navigation, rich offer
Competitor #3 surlatable	direct	online	Stores, cooking products, gifts, cooking classes	\$50 to \$250	surlatable.com	medium	Everyone	Interesting recipes, the ability to filter proposals, an interesting proposal to learn cooking with professionals
Competitor #4 thekitchn	indirect	online	Cooking Tips, recipes, classes, food & culture	free	thekitchn.com	small	All who looks for recipes, cooking tips, inspiration & kitchen wisdom.	Intuitive navigation, large photos and clear text

First impressions		Interaction <small>(rated: needs work, okay, good or outstanding)</small>				Visual design		Content	
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
Good - large, legible font - hard to maneuver between tabs	Good - visually attractive - not fully responsive	Good - rewards program - online ordering - creating account - live delivery tracking	Okay - multiple languages - large menu - hard to switch between tabs	Good - easy to find key info - hard to scan it quickly	Okay - hard to navigate - easy to switch between languages	Good - similar font and colors - same art direction	Serious and direct	Good - All key info is present	
Good - rating with photos of customers - slow-loading site	Okay - clean design - fun and easy to use	Good - online ordering - creating account	Okay - menu only in English - legible and trouble-free	Good - easy to find key info - needed to search to find social media	Okay - familiar way to navigate - pop-up elements make navigation difficult	Good - strong brand identity	Fun and indirect	Good - Unnecessary detailed	
Okay - menus in different languages - a lot of elements, which makes the readability of the website poor	Okay - smooth interaction - hard to read menu	Good - online ordering - creating account	Good - menu in multiple languages - images are clear and visible	Okay - easy to find key info - home page looks too busy	Needs work - unclickable elements - unfamiliar to navigate	Okay - inconsistent fonts - similar art direction	Friendly in some places	Good - Short and to the point	
Good - multi-element search engine - a large menu covers part of the content	Okay - easy to navigate - the app is not overwhelming	Good - live delivery tracking - creating account - pick-up/delivery option - online ordering	Needs work - menu only in English - menu covers a part of content	Okay - easy to use - discount info pops out to often	Good - easy to navigate - intuitive navigation between stages	Good - the same colors and fonts - similar photographs	Serious and direct	Good - Short and to the point	

# Ideation

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 waste tracking and simple recipe features.

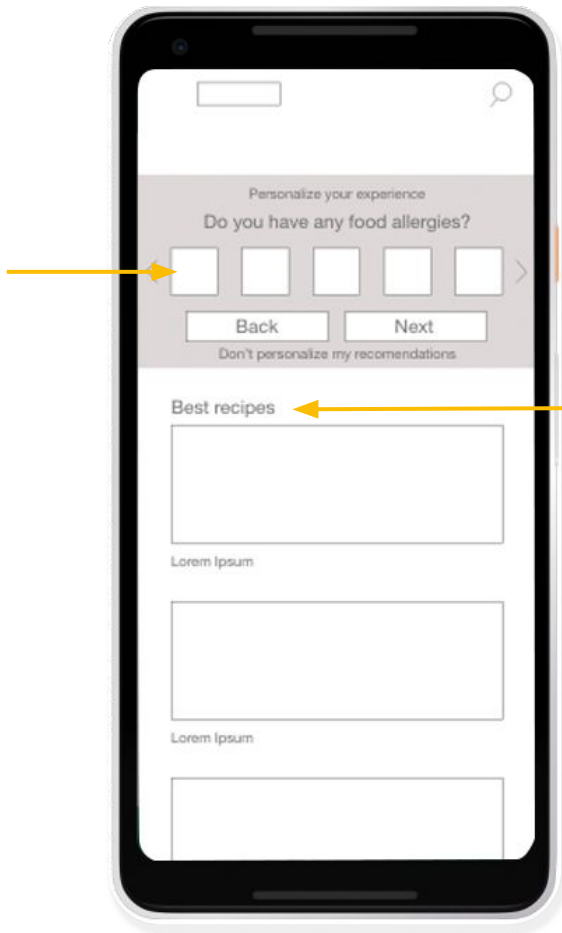




# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the app. These designs focused on delivering personalized guidance to users to help manage their food.

Personalization of recommendations

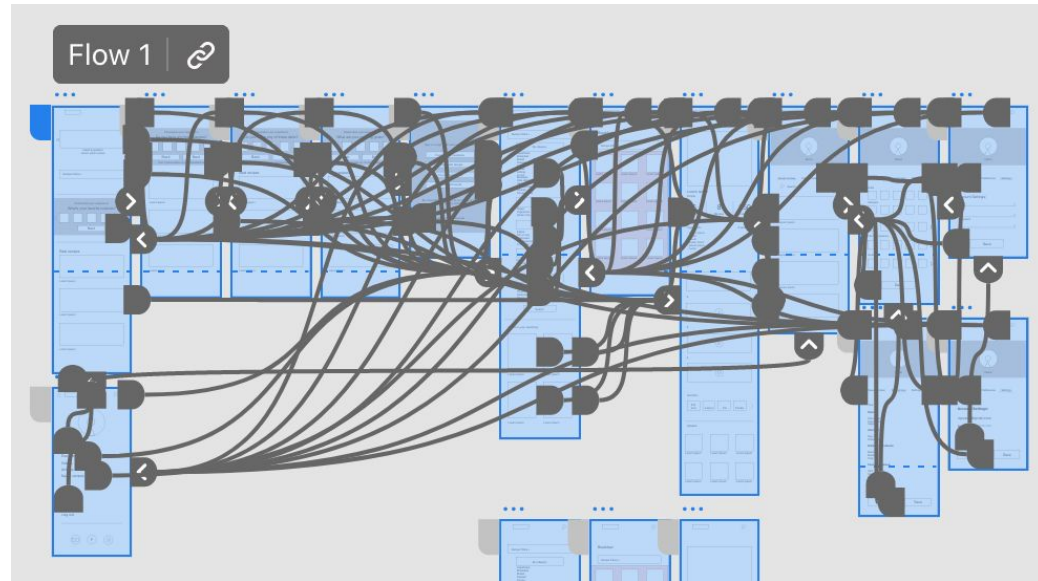


The best recipes according to preferences

# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

Link: [flow1](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

California, remote



## Participants:

5 participants



## Length:

30-60 minutes

# Usability study: findings

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

1

## Finding

Users want easy navigation between individual regulations and the overall base.

2

## Finding

People want easy access to different recipes, knowing the degree of difficulty and the preparation time.

3

## Finding

Users would like access to a training base with basic cooking principles.

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility



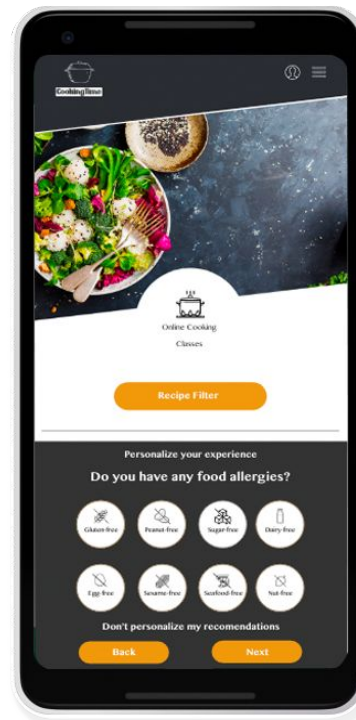
# Mockups

Based on the insights from the usability studies, I decided to add a few step-by-step personalization of settings such as allergies, favorite cuisines, preferred ingredients, etc.

Before usability study



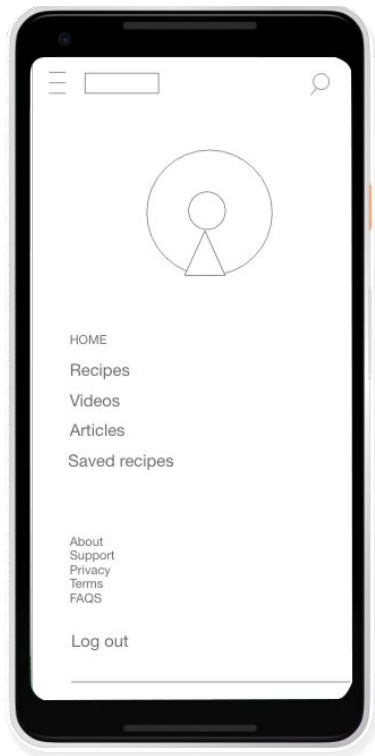
After usability study



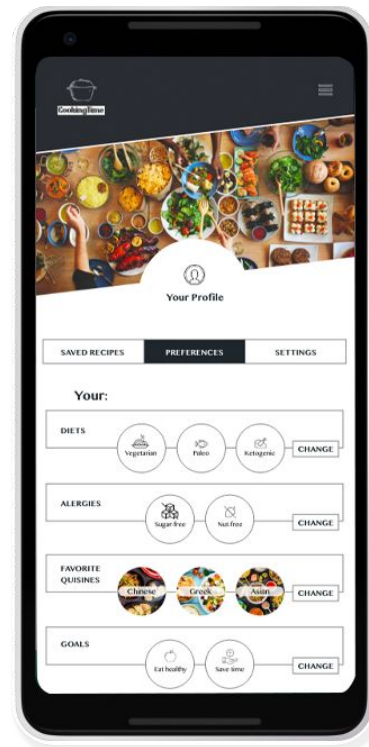
# Mockups

To facilitate navigation, I replaced the original idea of placing the account settings and the main menu in one place with two separate functions.

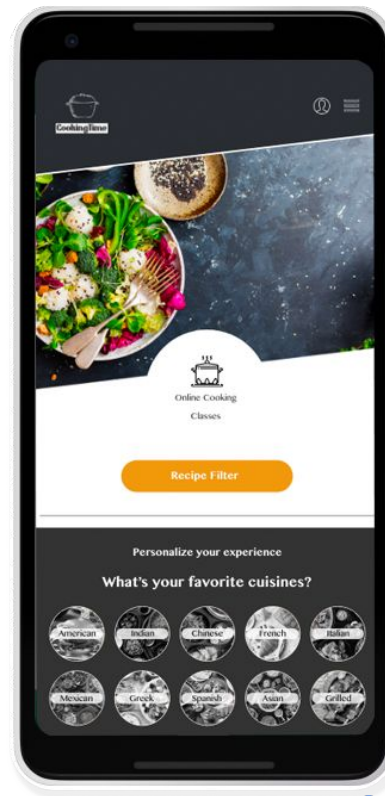
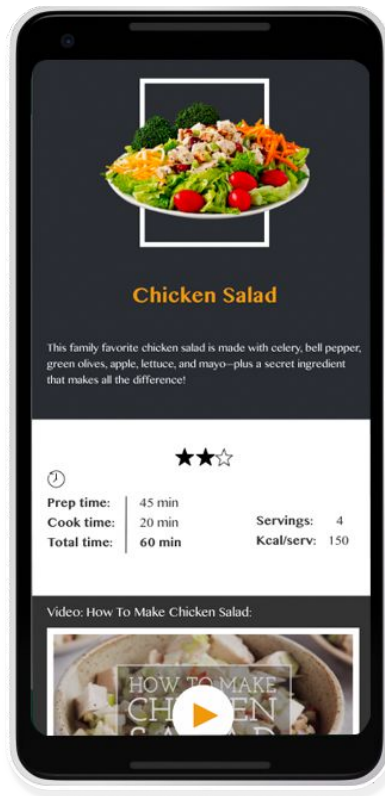
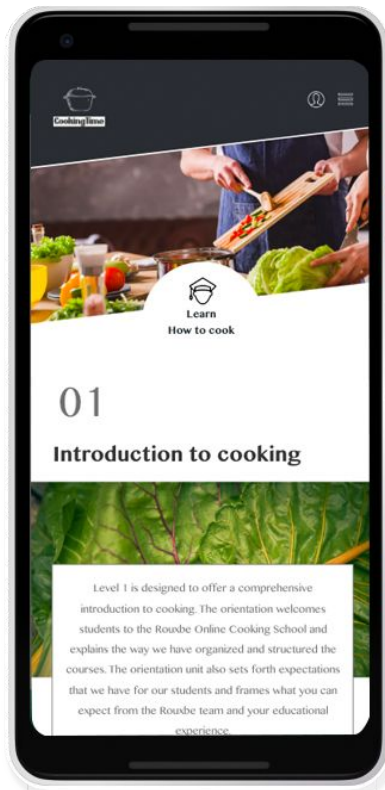
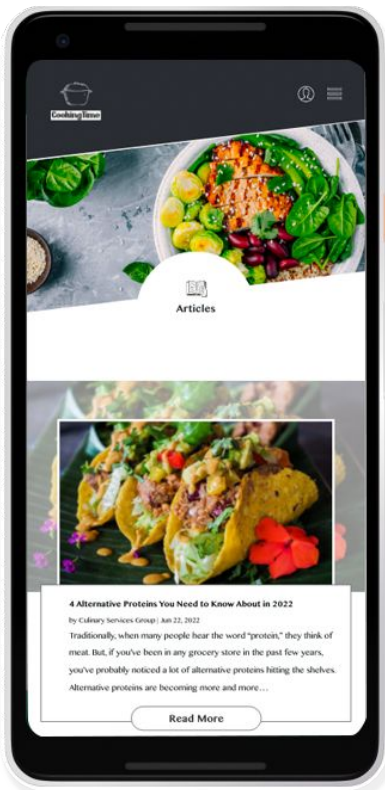
Before usability study



After usability study



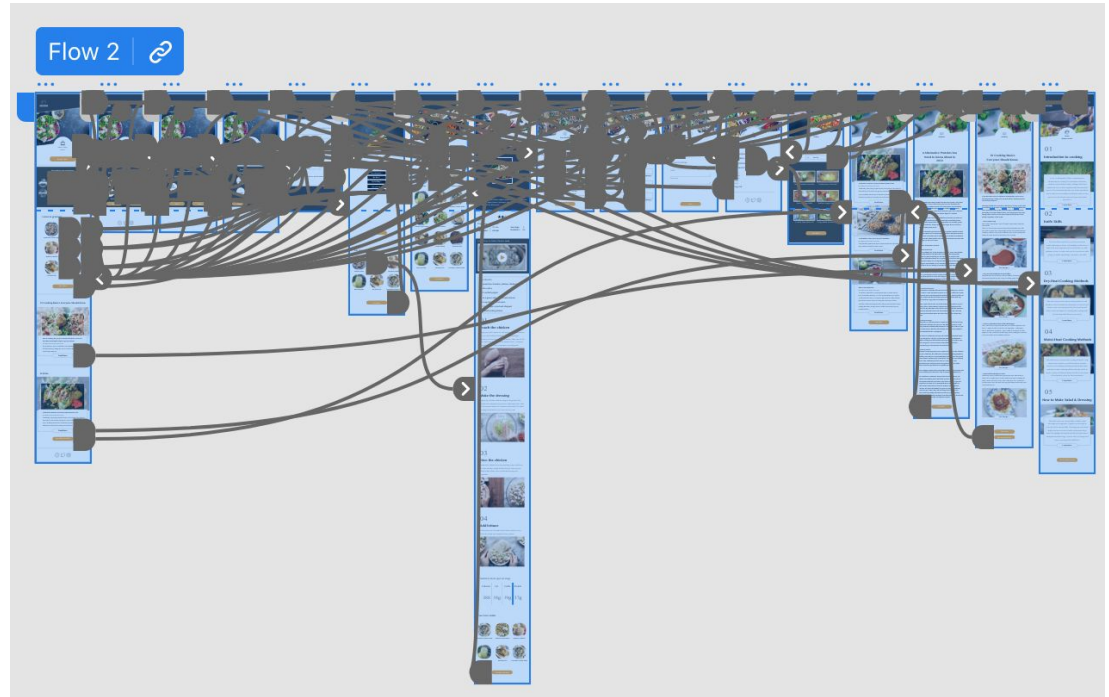
# Mockups



# 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.

[Link](#)



# Accessibility considerations

1

Detailed descriptions of how to prepare dishes with step-by-step photos and instructional videos.

2

Focus on large inscriptions and clear pictures to easily use the tool while cooking.

3

A rich database of recipes with an intuitive search engine, and a knowledge base of various levels of advancement.

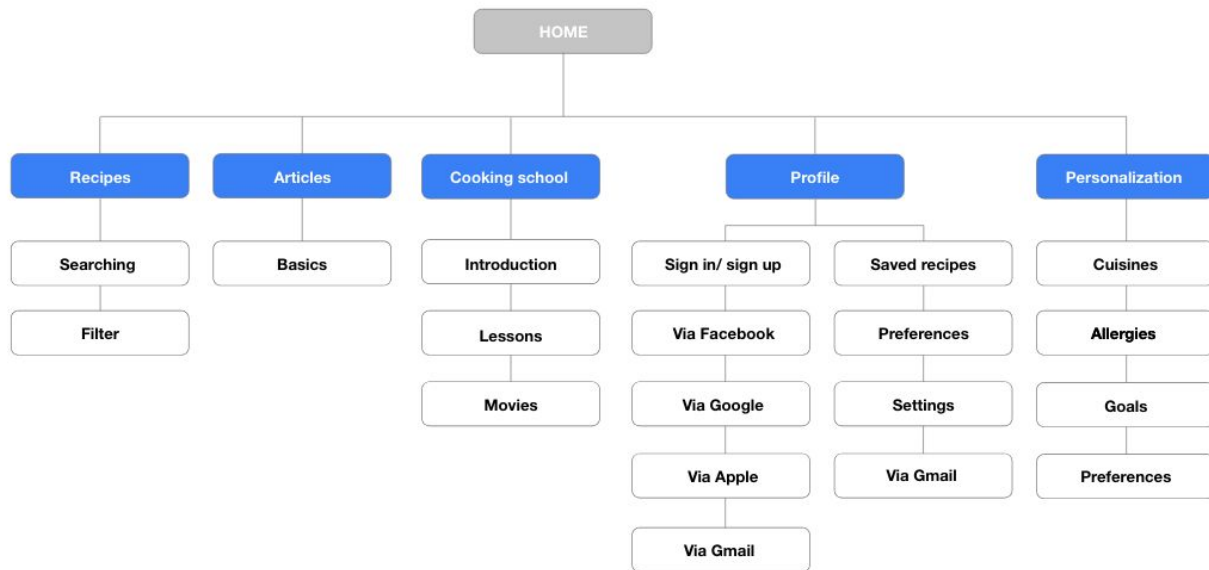
# Responsive Design

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- Information architecture
- Responsive design

# Sitemap

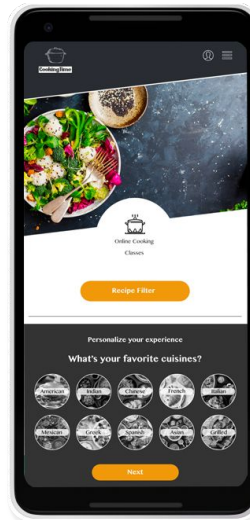
With the app designs completed, I started work on designing the responsive website. I decided to use the Let's Cook sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



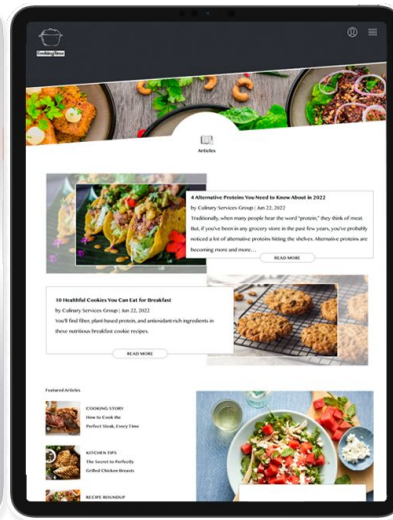
# Responsive designs

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.

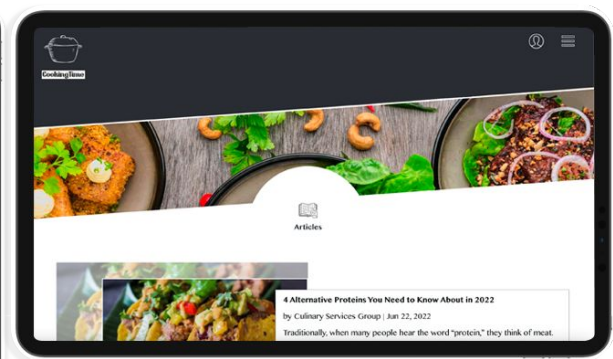
Mobile website



Tablet



Desktop





# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The site puts the user in the first place. The selection process and the transaction have been minimized to the most necessary actions at the same time, meeting all expectations. Navigation allows you to achieve similar goals along different paths so that using the app is easy and hassle-free.



## What I learned:

While designing the app and website, I learned that reaching the desired effect can be the result of many factors. Initial ideas are not always the best and require verification and testing in practice so that each user achieves the goal through various activities.

# Next steps

1

Run another round of usability study to see if the project is meeting all expectations.

2

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

3

Validate whether the pain points users experienced have been effectively addressed.

# Let's connect!



Thank you for taking the time to review my work. If you want to see more or get in touch, my contact details are below.

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