Ready & Eat

A recipe web app that provides active adults (aged 35 to 55) access to a collection of meals and recipes designed for their lifestyle, offering them the tools they need to become experienced cooks or further explore their love of cooking.



Context Design a recipe web app based on user research and rooted in user-

centered design. People are mobile today and will commit to an app that is consistent across devices and intuitive. The project was divided into two phases: User Research and Visual Design.

interpreted the results into visual designs as the **UI designer**.

I conducted user research and

testing as the **UX designer**, and I

My app began with a Competitor Analysis

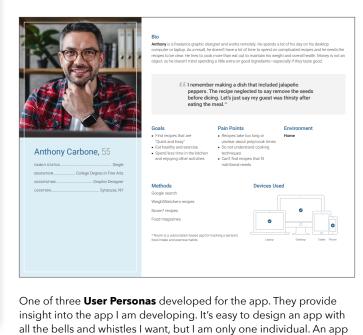
UX Phase

- of recipe web apps to better understand their strengths, weaknesses, and where there might be a competitive edge. 2 Then, I determined the User Psychology
- behind those apps. 3 Next, I conducted **User Research** to define my target audience. This involved interviewing
- people to uncover their goals, needs, and behaviors. Their answers helped me develop **User Personas** (right) for my app. 4 Understanding my user led me to develop user-centric features. I defined my Minimum
- Viable Product (MVP) Objective. All this discovery helped me define who is my user and what my recipe app will do.

TOOLS

Adobe XD, Photoshop, InDesign, and Illustrator

Role



needs to solve the problems of many individuals, meet their goals, and take into consideration their behaviors. These behaviors can prompt features or help you edit an app to make it more streamlined. 5 I selected some **Jobs to Be Done** from my list

and translated them into User Flow Diagrams.

6 I used these user flows in an **Usability Test** with the same people I interviewed earlier in my product development. I created Interactive

This involved low-fidelity wireframes.

Paper Prototypes (left) for users to test. Interactive Paper Prototypes → Because of my tests, I determined my app

visual design of my screens.

be streamlined or if additional ones are needed.

was viable, and I was ready to move into the

User Flow Diagrams take the "Jobs to be Done" from the MVP

and translate them visually. It's important that the distance between step 1 and the final one (or goal) is short. Creating interactive paper prototypes is a quick way to test your app and determine if steps can

so I can save recipes, get recommendations, and write reviews.

= Loso 98 = Logo Q8 = [060] 98 = L060

PROBLEM: When I sign up to the web app, I want to create a profile,



= Loso Q8



X Search ... Quick + Ewy

My Account



8 Profile Name

& Personal Info. A Security Settings

A Notifications

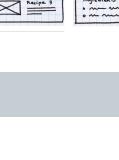
Saved Items

SAVE

= Logo Q8

614. 25 min. 280 CAL

Recipe



artistic direction.

Typography

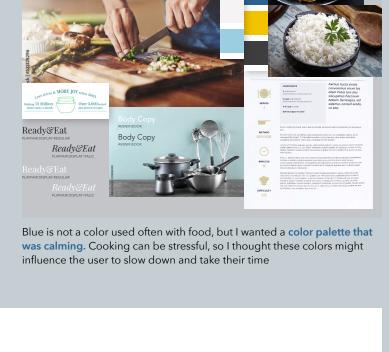
UI Phase

2 These found images and typefaces inspired my Style Guide for my app (below, Adobe XD artboard). The guide includes typography, color palette, UI elements,

1 I started the UI Design phase of my recipe web app with some inspiration. I created a Mood Board (right) to communicate my

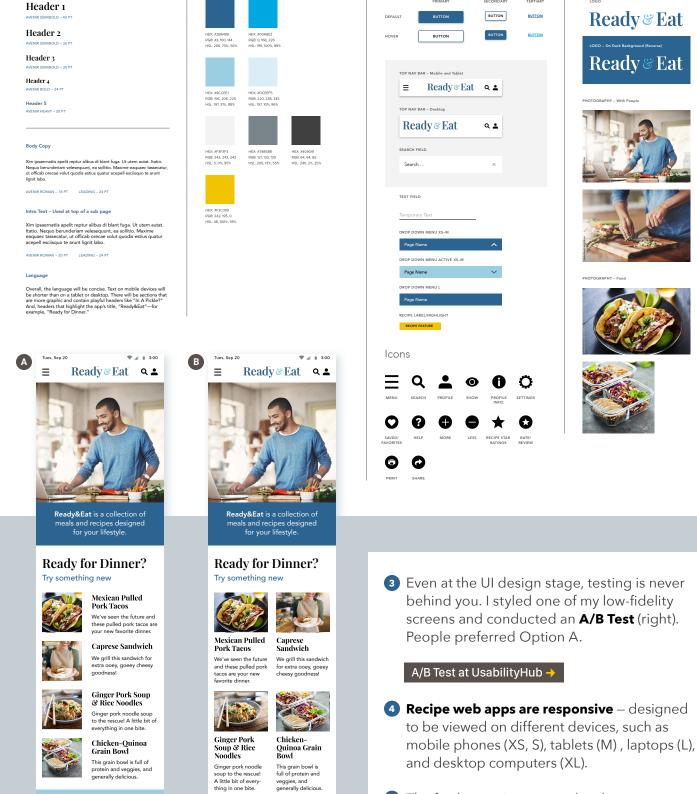
icons, and imagery. These graphics would contribute to the styling of my screens - transforming them from low- and midfidelity wireframes to finished screens. Ready Eat Style Guide

Color Palette



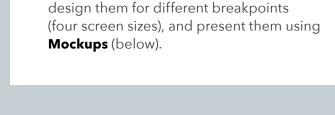
UI Elements Imagery BUTTON Ready & Eat

Ready & Eat



In a pickle?

Find the help you need for the task you want to accomplish.



Ready & Eat

Ready&Eat is a collection of meals ar recipes designed for your lifestyle.

Ready for Dinner?

5 The final stage in my app development was

to finish the visual design of my screens,

Ready for Dinner? Mexican Pulled Pork Tacos

In a pickle?

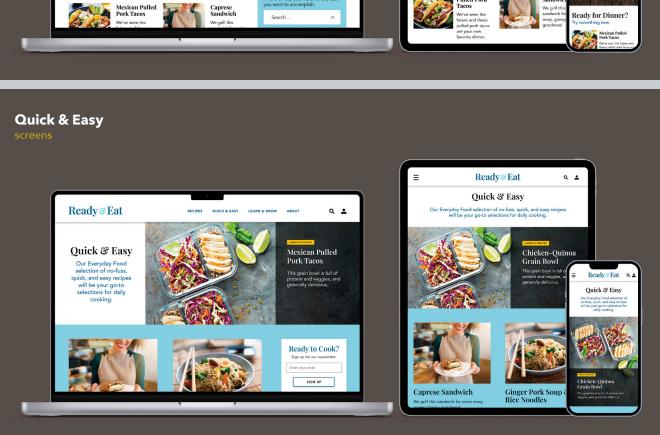
Home

Find the help you need for the task you want to accomplish.

Selected Designs

Ready & Eat

Ready&Eat is a



In a pickle?

Reflection

Ready&Eat - All Screens (XD Files) →

Reviewing and comparing the UI elements, user flows, and layouts of current recipe web apps had the most impact on my design. I found myself regularly visiting websites like Allrecipes, MyRecipes and Delish to improve my app design throughout its development. I enjoyed researching recipe apps and understanding user psychology. Conducting user tests helped me refine the design of my app. I enjoyed creating prototypes.

People are mobile today and will commit to an app that is consistent across devices, intuitive, and offers them incentives. They have busy schedules and will revisit "Quick & Easy" recipes when time is short, but explore more complex meals when they have the time. People love to learn and try new things so they will access the app's resources.

