

Kitchen Slayer

Oriana Morgado

Project overview



The product:

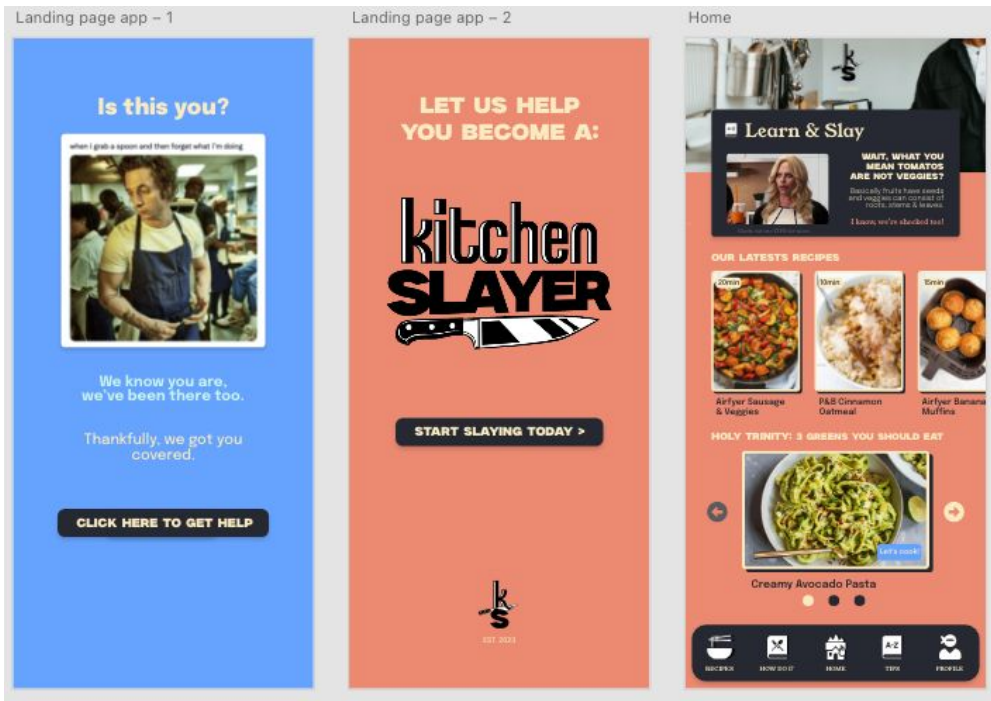
Kitchen Slayer is a social project aimed to help young adults to learn how to cook & kitchen skills. Their main goal is to provide articles and recipes easy to understand and follow step by step for the young population.



Project duration:

Dec 2022 - Feb 2022

App Version



Project overview



The problem:

Users don't know how to cook nor have the kitchen skills to complete easy or elevated recipes. Users don't know where to begin nor have the knowledge to know where to start looking.



The goal:

Create an app and website that allows the users to find kitchen skill articles as well as cooking tutorials from easy to difficult guided step by step.

Project overview



My role:

UX designer designing an app and responsive website for Kitchen Slayer 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 young adult that don't have kitchen skills nor know how to cook and want a tool that allows them to learn kitchen skills as well as guided recipes to follow.

This user group confirmed initial assumptions about Kitchen Slayer's customers, but research also revealed that lack of knowledge was not the only factor limiting users from learning how to cook. Other user problems included the lack of simplicity, most of websites offer high level recipes with complicated ingredients and missing key instructions from their step by step.

User research: pain points

1

Lack of knowledge

User don't know where to being since they have zero experience in the kitchen.

2

Simplicity

Most websites offer complicated high level recipes with expensive ingredients. And don't offer tools for beginners to learn the principles of cooking.

3

Subscriptions

80% of the websites dedicated to cooking offer paid step by step instructions which is not ideal for beginner. And only offer one platform, website or app in many cases won't offer both.

Persona: Jacques Plains

Problem statement:

Alex is a software developer student who needs an app/website where he can learn how to cook easy recipes from scratch because he doesn't know how to cook so he only eats takeout.

Group 1: Learn from scratch
Persona 1



Alex Morgan

Age: 20

Education: College Student

Hometown: Brooklyn, NY.

Family: Lives with sister,
two cats.

Occupation: Software engineer
student.

"I don't feel like an adult, I want to be able to cook and stop wasting money on delivery"

Goals

- I want to find easy recipes.
- I'd be great if we could have an app that could teach you how to cook healthy and easy.

Frustrations

- "It's difficult to eat healthy when you don't even know how to cook"
- "I don't know what I like or dislike regarding healthy food"
- "I think cooking healthy meals is expensive that's why I don't do it"

Alex is a software engineer student. He lives in Brooklyn with his older sister & two cats. His mom previously took care of his meals but his sister does not have the time to cook since she works from office. Alex most of the times has to cook for himself but he really does not know what he is doing, what ingredients to use nor where to buy them, so instead he order take out which is making him go above budget. He would like to learn how to cook healthier meals for him & his sister using simple ingredients that can adapt to his budget.

Competitive Audit

	UX (rated: needs work, okay, good, or outstanding)						
	Interaction				Visual design	Content	
	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Yummly	Okay + "create account" feature - Limited free resources - most of the content available under subscription + Download app plugin	Needs work - No translation available + Easy to read, clear imagery	Okay + Easy to find key info (menu, services, contact info) - Categories not organized	Okay + Easy to navigate - Too much information - Difficult to navigate categories	Outstanding + Clear color scheme + Strong brand identity + Clean design	Fun and friendly	Good + All key info is present
Kitchen Stories	Good + "create account" feature + free resources + download app plugin	Need Work - No translation available + Easy to read, clear imagery	Good + Easy to find key info (menu, services, contact info)	Okay + Very easy to navigate	Outstanding + Clear color scheme + Strong brand identity + Clean design	Fun and friendly	Good + All key info is present
All Recipes	Okay + "create account" feature - limited free resources + Download app plugin	Needs Work - No translation available - Difficult to read, too crowded	Okay + Easy to find key info (menu, services, contact info) - Categories not easy to follow	Needs work + Easy to navigate - Too much information - Difficult to navigate categories	Good + Clear branding + Clean design	Serious and direct Friendly in some places	Okay + All key info is present - Too descriptive

	General information								First Impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
Yummly	indirect	website/app	network of developers sharing and searching information to various problems. Offer a corporate tool for companies to use inhouse.	free-premium features \$	https://www.yummly.com/	Large	User with a little bit of experience, experts, cooking enthusiasts	creative branding, traditional	Good + Clear branding + Responsive + Clean design	Same as website
Kitchen Stories	direct	website/app	Web school for web developers. Offers free resources and paid certifications. Video tutorials are available under subscription.	free	https://www.kitchenstories.com/en	Large	Beginners, experts, cooking enthusiasts	fun branding, creative branding	Good + Clear branding + Responsive	Same as website
All Recipes	indirect	website/app	Web school for web developers. Offers free resources but most of the content is available under subscription.	free	https://www.allrecipes.com/	Large	User with a little bit of experience, experts, cooking enthusiasts	direct branding, traditional	Okay + Clear branding + Responsive + Overwhelming	Same as website

User journey map

Alex's journey map shows the amount of time he spends reading and preparing before even start cooking. Therefore we can see how important it is for him to find a simpler way to follow recipes.

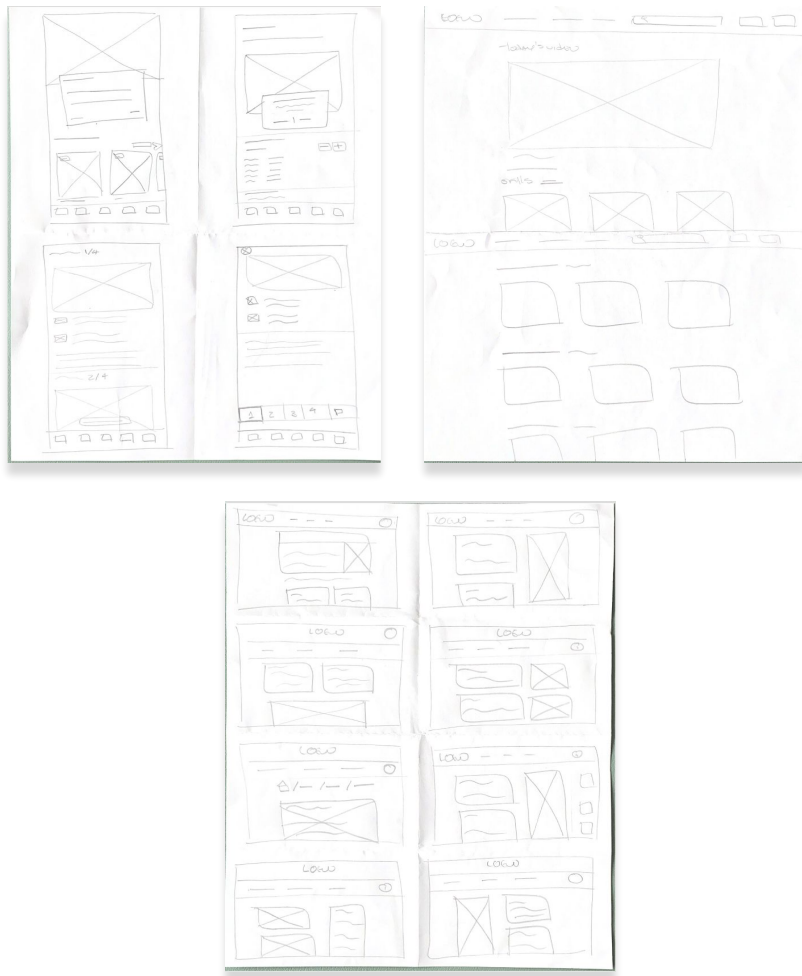
Persona: Alex

Goal: Find a way to learn how to cook from scratch, healthy & on a budget

ACTION	Find recipes	Buy groceries	Cook meal	Portion leftovers in containers for dinner
TASK LIST	A. Open social media B. Search for easy, healthy recipes C. Read recipes D. Search available ingredients at home	A. Go to store B. Search missing ingredients C. Pay at self checkout or a counter	A. Read instructions B. Search cook utensils at home C. Prepare meal D. Eat meal	A. Clean up B. Find storage options C. Store in fridge D. Reheat leftovers at dinner
FEELING ADJECTIVE	<ul style="list-style-type: none">• Lost• Anxious trying to find the easiest recipes• Overwhelmed with the amount of recipes that there are	<ul style="list-style-type: none">• Lost & overwhelmed searching for the ingredients	<ul style="list-style-type: none">• Alert & anxious of following instructions thoroughly• Satisfied with results	<ul style="list-style-type: none">• Satisfied when reheating leftover at dinner to feed her sister and himself
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Better way to find recipes that are easy to read and follow• Find meals that use the least ingredients	<ul style="list-style-type: none">• A way to create recipes using ingredients at home• A brief explanation of ingredients	<ul style="list-style-type: none">• Easy explanations & ways to follow instructions• 	<ul style="list-style-type: none">• On site viewing options and not external

Paper wireframes

These initial drafts were designed having in mind the priorities at the beginning. A clear and defined header were key to then drafting the rest of the wireframes. Some of the starred items were then deleted to have a cleaner frame.

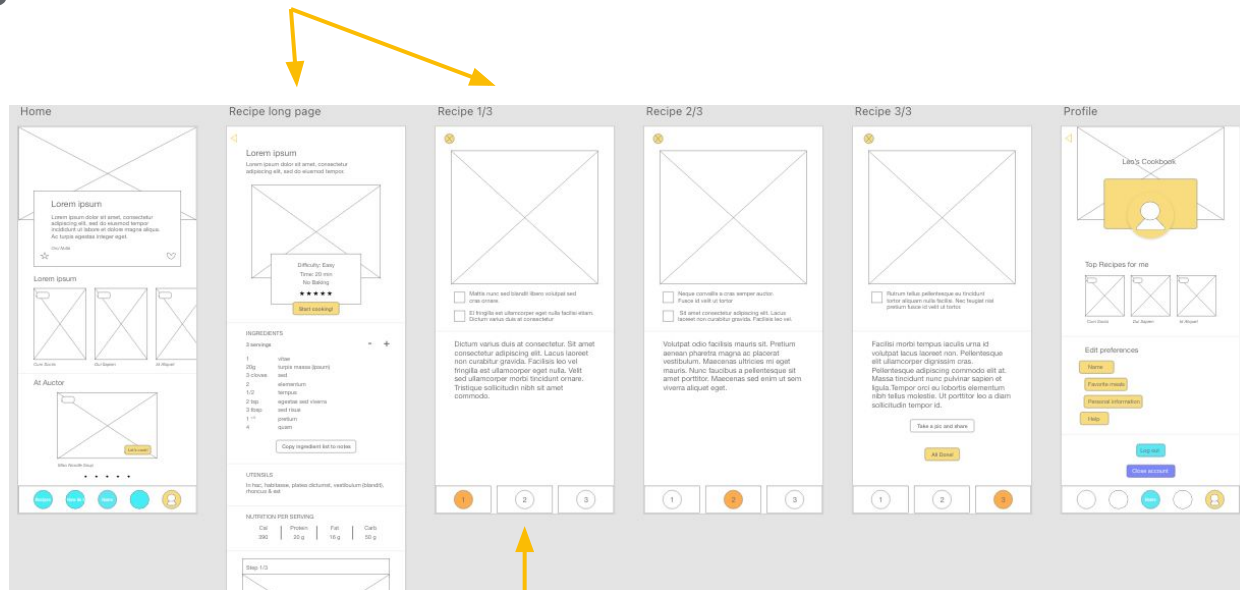


Digital wireframes

After the initial drafting of the paper frames, the first digital wireframe was true to the initial design, later as the process continued some elements were discarded for a better fit.

As the process continued, insights were key to later develop more accessible wireframes.

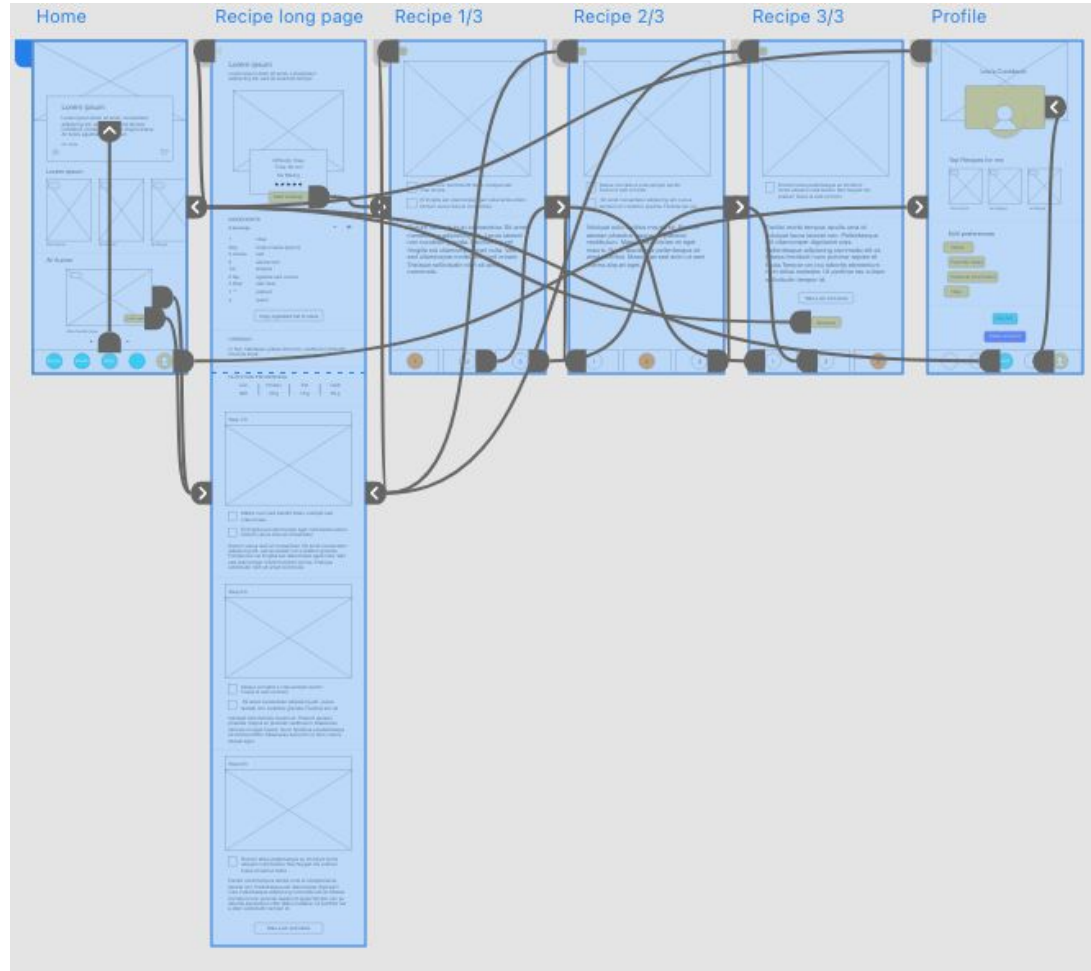
Two ways to follow the recipe, step by step or scrolling down



Buttons provide navigation through recipe steps.

Low-fidelity prototype

First lo-fi prototype with basic screens and menu. You can see the user flow [here](#).



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 Users want an easier language throughout the experience.
- 2 Users want a brief description of the recipes at the bottom.
- 3 User want interaction to be simpler and entertaining.

Round 2 findings

- 1 There is no go back button throughout the website.
- 2 Users wanted an “about page” and a way to help them share the app among their peers.

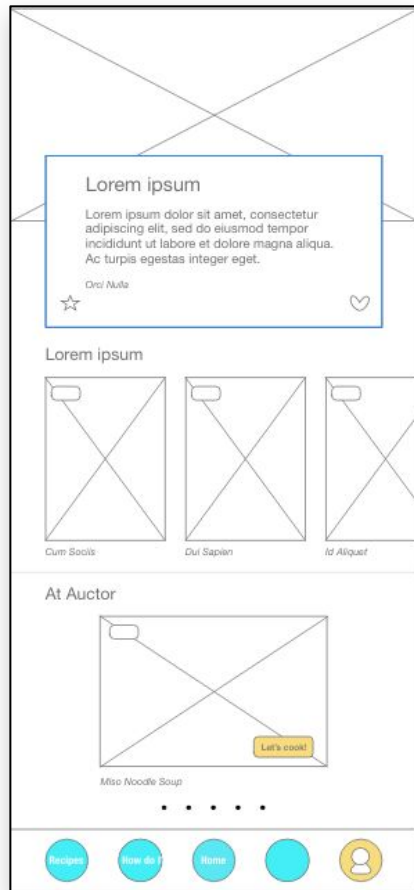
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

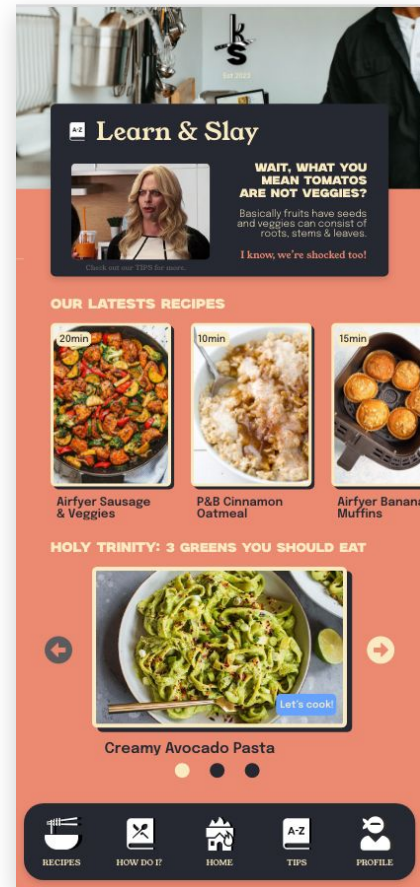
Mockups

Changes from the initial mockups to the hi-fi prototype were not that aggressive, we reduced the **amount of recipes in the carousel**, changed the content in the upper part from **“highlighted recipe”** to **“learn & slay”**.

Before usability study



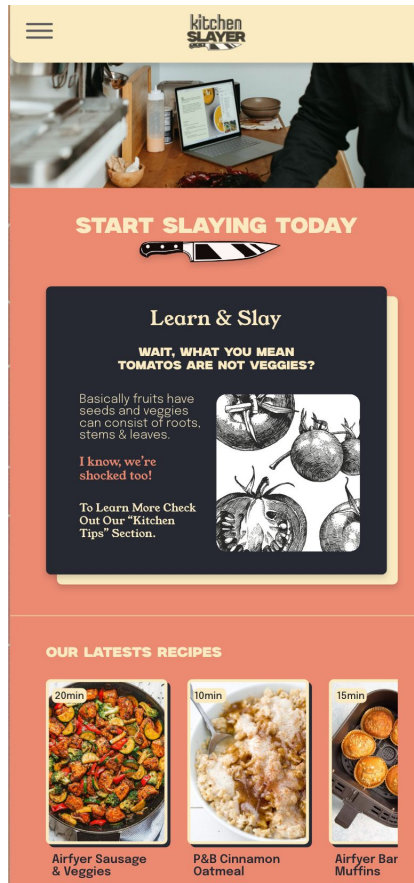
After usability study



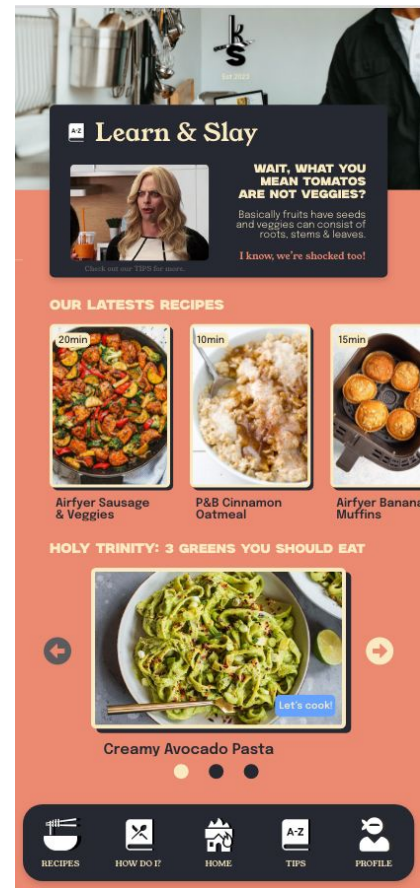
Mockups

After the second usability study was used to compare the app vs the web mobile version, since the focus of the website is slightly different from the app change the composition of the layout to give **more highlight to the learn & slay part.**

Before usability study 2
mobile website version



After usability study 2 app
version



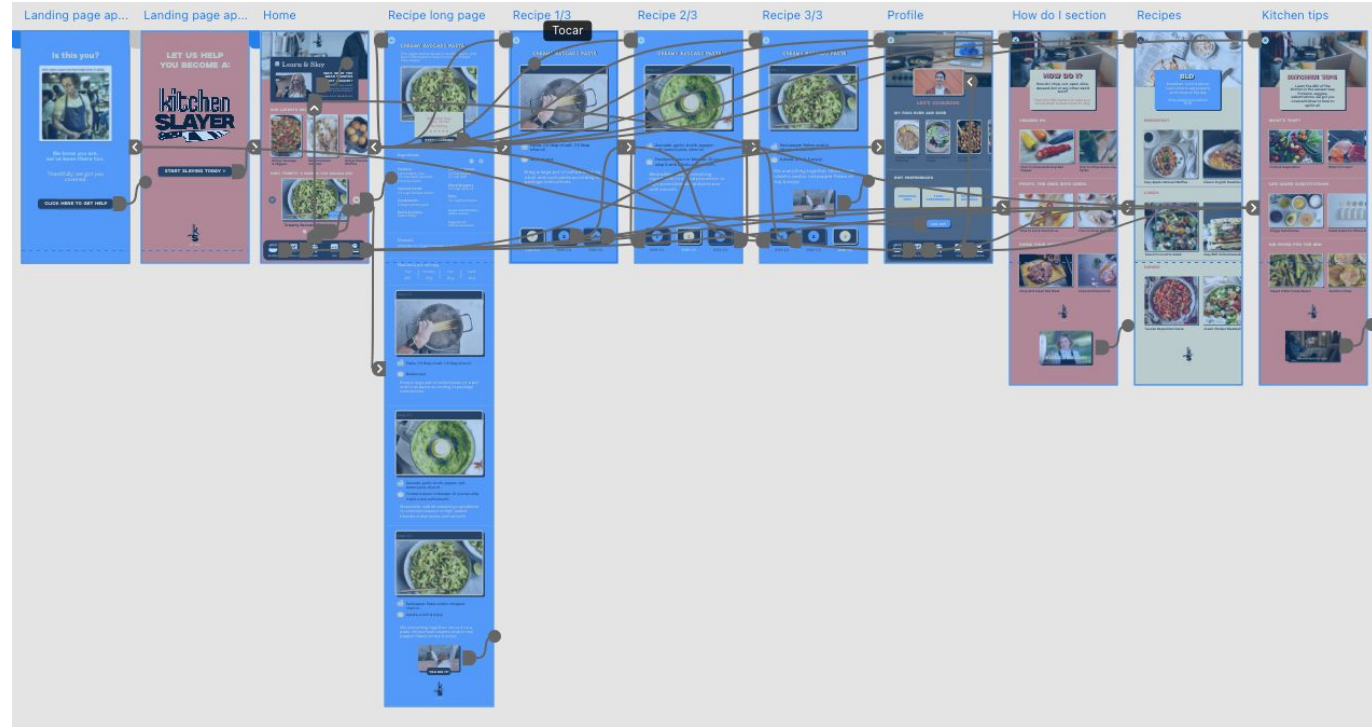
Mockups



High-fidelity prototype

The final Hi-Fi prototype has a cleaner flow, with **direct access** to the main screen and **go back and close buttons**.

View Project Ada's [hi-fi prototype here](#).



Accessibility considerations

1

Added contrasts and border to images to make them more readable from any platform. Before they were too plain and difficult to differentiate.

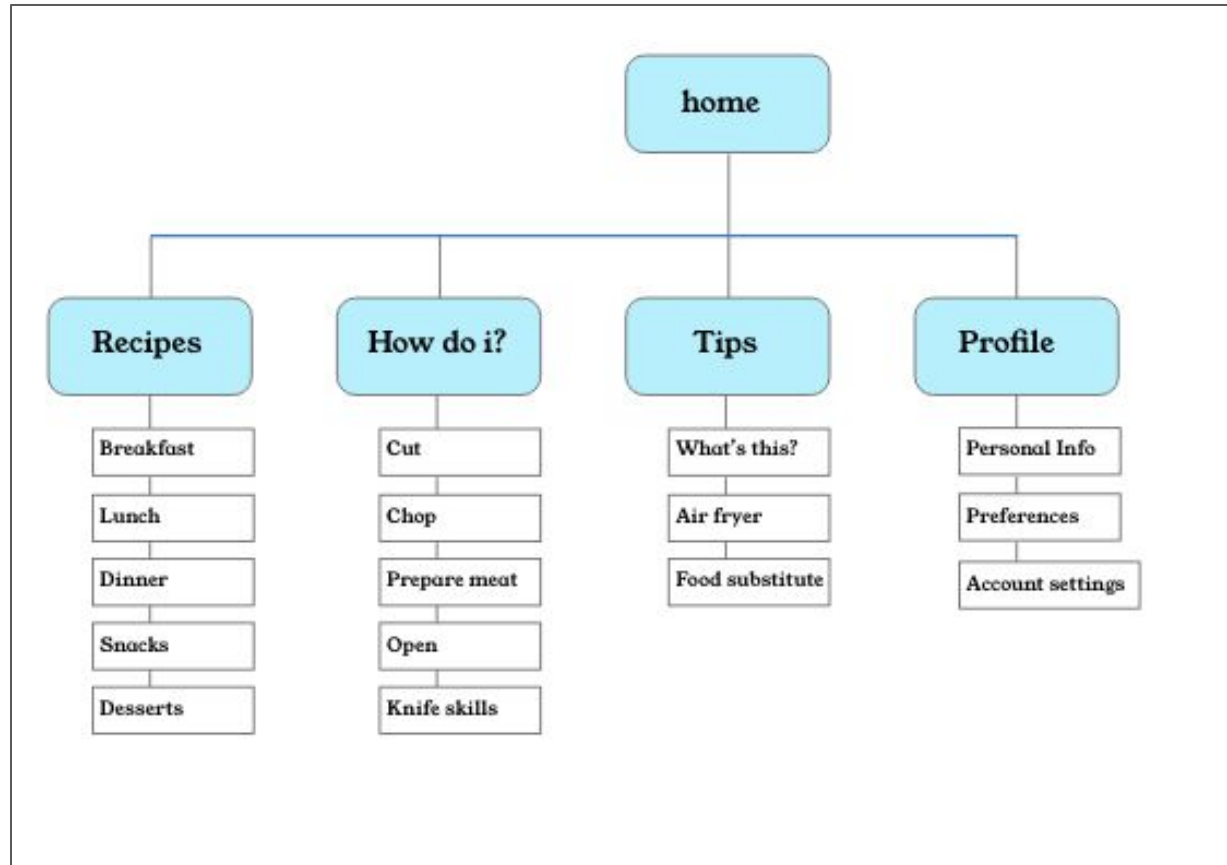
2

Included additional icons to make navigation easier for users.

3

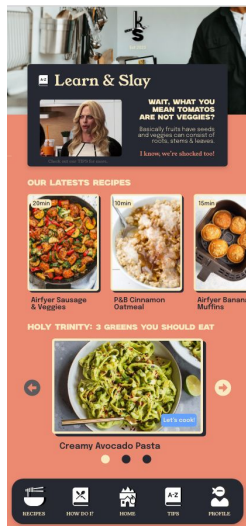
Reduce amount of animation and connections, it was too crowded before therefore complicated to navigate.

Sitemap

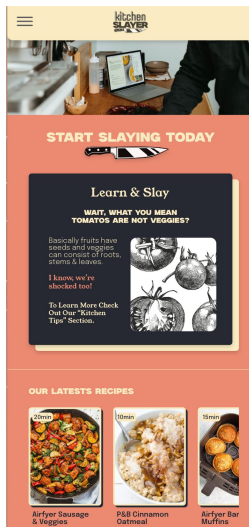


Responsive designs

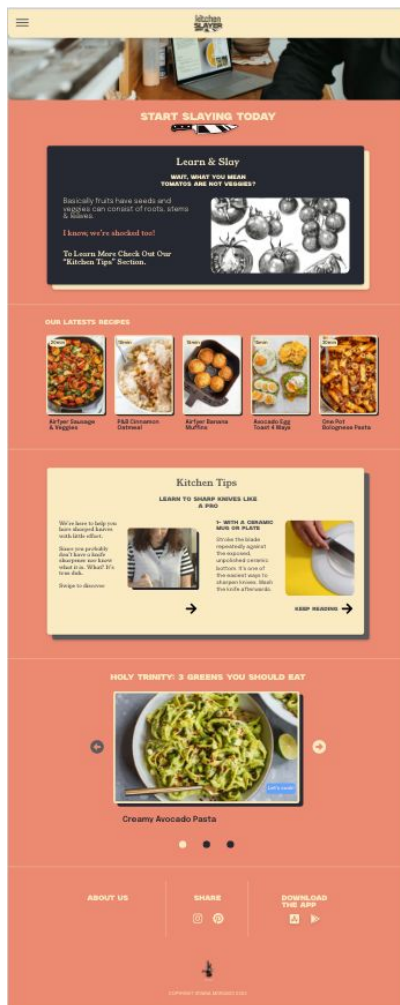
App Version



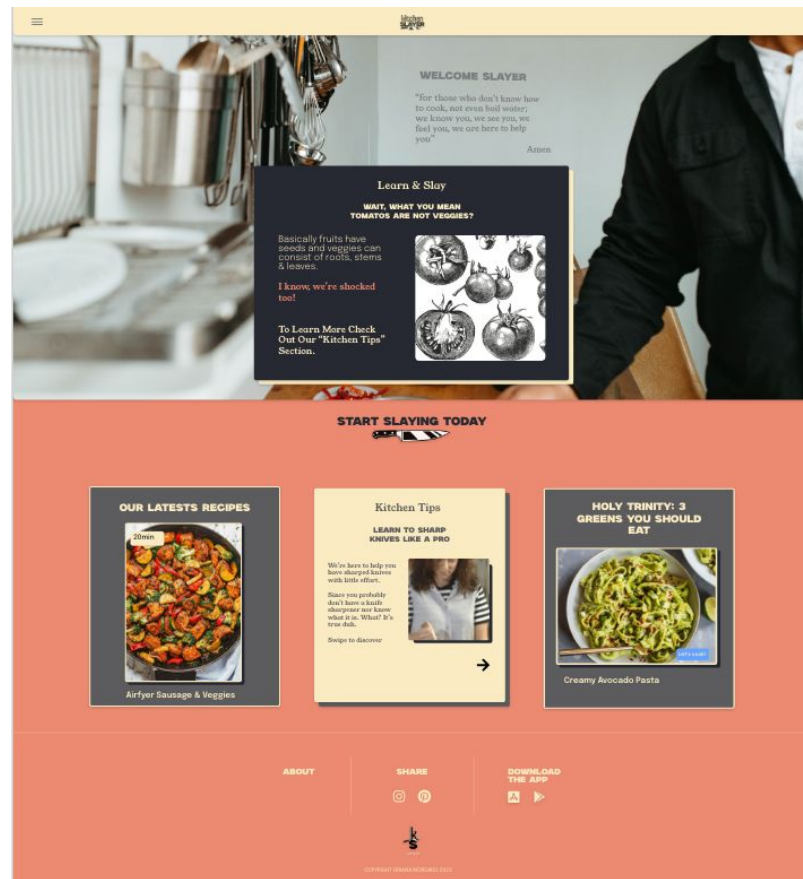
Mobile Web Version



Ipad Web Version



Desktop Web Version



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Kitchen Slayer's app and responsive website makes it easier for users learn how to cook from scratch as well to follow easy recipes step by step.

"It's cool that I can not only learn to follow easy recipes but to learn skills that I had no idea off, everything's seems easy and not scary at all"



What I learned:

While designing this project I learn that what might seem easy for me as a designer may not always be the proper way for the final user. So learning how to listen to their needs while guiding them into what we want to accomplish alongside them. Team work basically.

Next steps

1

Iterate on a searching engine design within the app, to test how to categorize recipes and kitchen skills.

2

Conduct a usability study to determine if the searching engine is useful or if it will just make the interaction more chaotic without any added value.

Let's connect!



Thank you for taking the time to review my work for Kitchen Slayer's app and website!

If you'd like to see more or get in touch, my contact information is provided below.

Email: osi.morgado@gmail.com