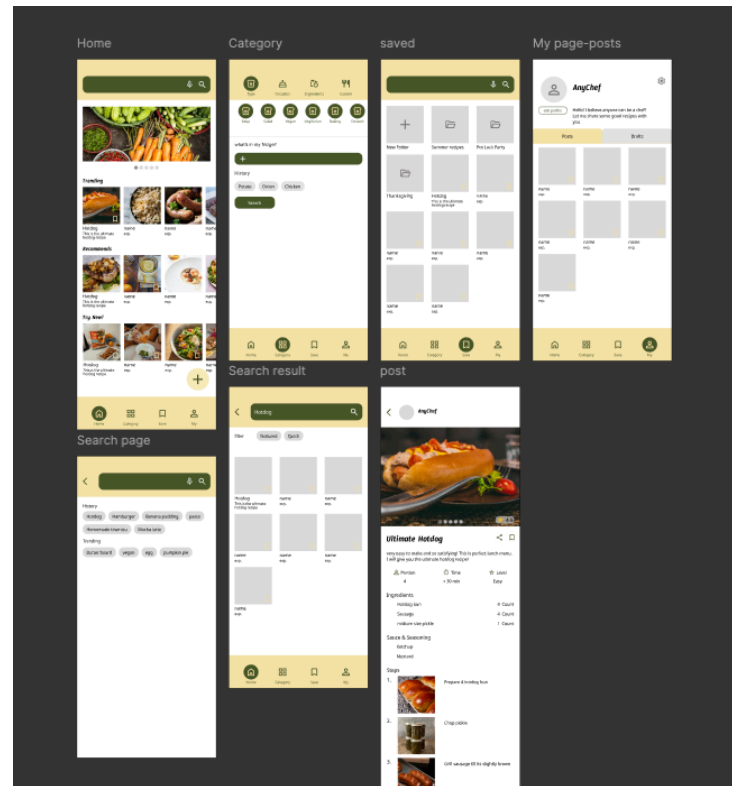# Any Chef

Jiwoo Park

Project overview

The product:

This is an web/app for the people who wants to search recipes quick and easy with categorized search.

Project duration:

June 2024 - October 2024

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Project overview

The problem:

There was no recipe app like social media, such as posting and sharing. I want to introduce the SNS form of recipe hub, that anyone can share their recipes and easy to search it through categorized search.

The goal:

Social media form of recipe hub with categorized search.

Google

Project overview

My role:

UX designer, web/app developer.

Responsibilities:

Designing, prototyping, and developing etc.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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User research: summary

In this project, I conducted a combination of user interviews and usability testing to understand how users interact with the app. Initially, I assumed users would prioritize finding recipes quickly and might overlook additional features like ingredient search or personalized recommendations. However, after conducting the research, I discovered that while ease of navigation was important, users also valued personalization and the ability to search by specific ingredients. These findings shifted my focus towards simplifying the design while integrating more customizable and user-friendly features.

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User research: pain points

1

No posting and sharing of recipes.

Want to post and share users' own recipes and make it like a social media platform.

2

No category

Searching the recipe with some keywords might not show complete results. Sorted recipe hub will show accurate results.

3

Difficult to post a recipe

Most of the recipe app/web is hard to post the recipes or they have selected writer to post recipes. Which user can feel hard to engaged.

4

Only fancy and luxury recipes

Due to have a selected poster, it is hard to find easy and quick recipes.

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"Healthy Good menu with the kids with various kinds"

Goals
- Keep recommending various menus that can be good with kids.

Frustrations
- She always consider so much on the menu to make it various kinds of different menu.

Name

Age: Maggie
Education: Some collage
Hometown: Texas
Family: Married, with 2 kids
Occupation: Housewife

She needs to cook every meal, and now she is frustrated with coming up with different menu. Her kids complain about eating same food everyday, so she wants to make different kinds of food. But now she ran out of her ideas. Wants to get recommends everyday.

"Searching for the quick & easy recipes"

Goals

- Helps to find quick & easy recipes.

Frustrations

- He is trying to make a meal box, tired of buying foods every time. But feeling lazy and hard to find the recipe with 1 person portion

Name

Age: John
Education: Currently in Collage
Hometown: New York
Family: Single, living alone
Occupation: Student

He is now starting to cook, so looking for easy recipes. And he is a student making a meal box in the morning, so he is in hurry. Also, many of the recipes are 2-4 people portion, so hard to guess the 1 person portion. Recommending him one person portion, quick, and easy recipes.

Persona: Eliot

Goal: Find the fancy pot luck party menu for thanks giving dinner with his Korean friends.

ACTION	Choosing a menu	Find the right level of recipe	Prepare ingredients	Follow along the recipe order.
TASK LIST	Tasks: A. Search a keyword "Thanks giving" or "Korean" B. Choose one menu: let's say Scalloped Potatoes.	Tasks: A. Search a keyword "Scalloped Potatoes." B. Identify the easier level with ingredients he has.	Tasks: A. Shop all the missing ingredients B. Make ready to cook.	Tasks: A. Follow along the recipe.
FEELING ADJECTIVE	Confused	Confident Enjoyable	Enjoyable Accomplishment	Enjoyable Accomplishment
IMPROVEMENT OPPORTUNITIES	Recommends several different menu seasonally or indicate trending recipes	Show highly related results only	Check all the ingredients beforehand the user starts cooking	Put image & videos with texts to improve showing accurate process of cooking.

GOAL STATEMENT

Our _____Recipe app_____ will let users _____Find, post, share, and rate the recipes like recipe social media platform_____
product (what)   perform specific actions (what)

which will affect _____Users who wants to find or share the desired recipes quick and easy_____

describe who the action will affect (who)

by _____Highly engaged social network platform with sorted searching system_____.

describe how the action will positively affect users (why)

We will measure effectiveness by _____Categoriezed post by type, occasion, ingredients, and country_____.

describe how you will measure the impact

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

This is Homepage paper wireframe. By brainstorming for 5 different design and picking up the prefer elements, complete the homepage layout.
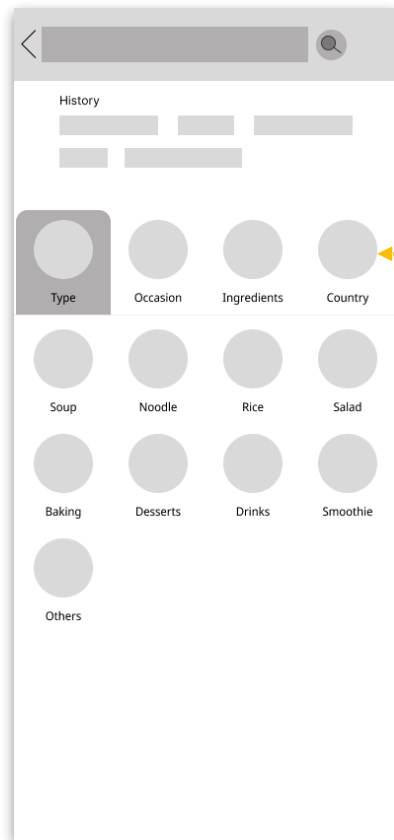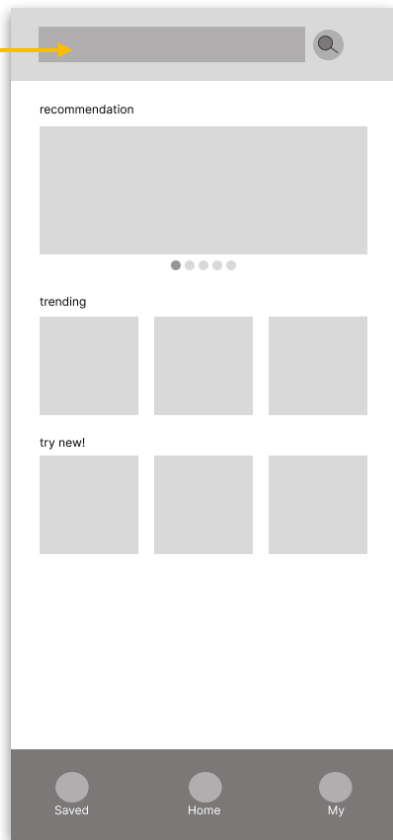
Digital wireframes
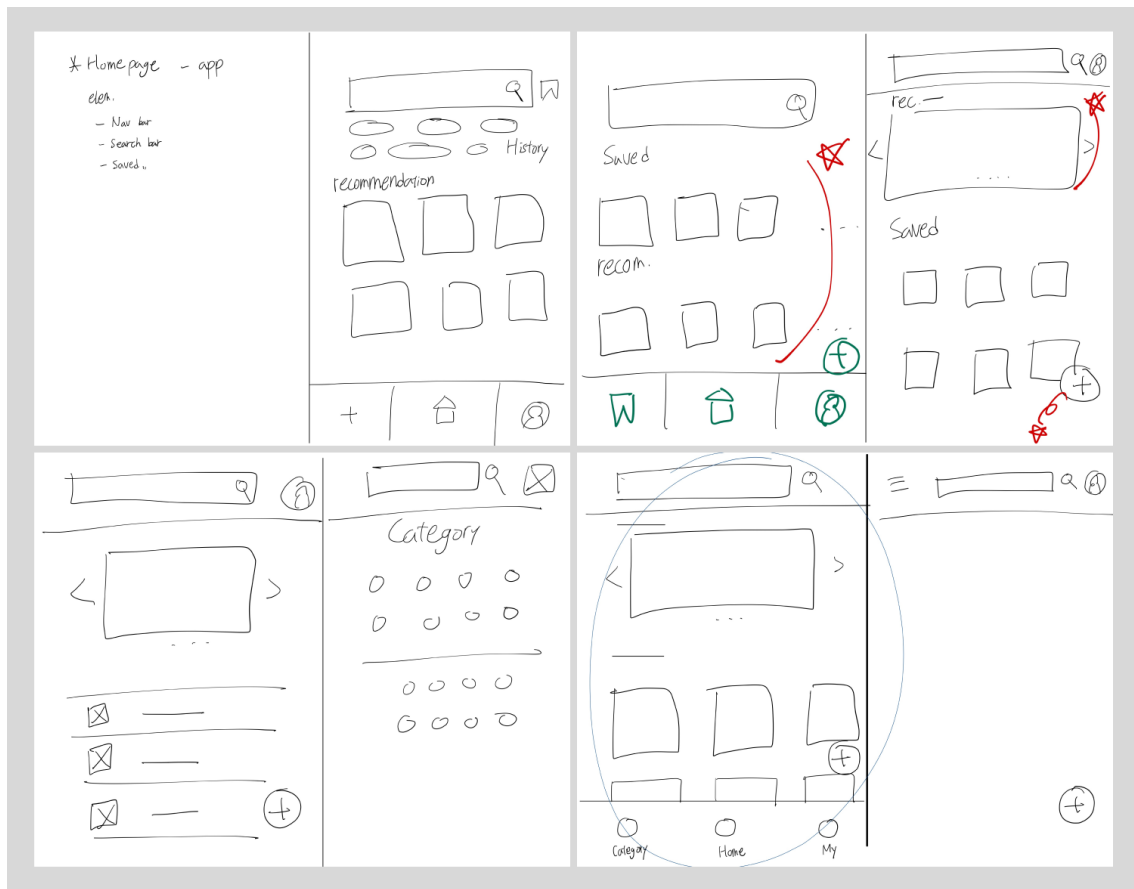
When user clicks the search bar

This is the first wireframe. When user clicks the search bar it moves to the search page with categorized tabs and search history.

However, search page need bottom space for keyboard when user search a keyword. And this design was not applicable due to too many elements on the page.

It shows the search section with category tabs

recommendation

trending

try new!

Saved   Home   My

History

Type   Occasion   Ingredients   Country

Soup   Noodle   Rice   Salad

Baking   Desserts   Drinks   Smoothie

Others

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Digital wireframes

For smother user experience, delete the category tab on the search page, and create the Category tab on the Nav bar. Put it on the separate page for easier navigation and readability.

Also, adding the function of searching with the ingredients. But still looks spacious with better readability.

Leave space for keyboard

type   occasion   ingredient   cuisine

what's in my fridge?
+

search

history

Add the Category tab on the Nav bar

Home   Category   Saved   My

History

Trending

Google

Low-fidelity prototype

Go to the [link](#) and check the prototype!

Anychef features a simple, clear, and direct UI/UX design, making it easy for anyone to navigate. Whether you're a beginner or a seasoned cook, finding and following recipes is effortless. Enjoy a seamless experience from discovery to cooking!
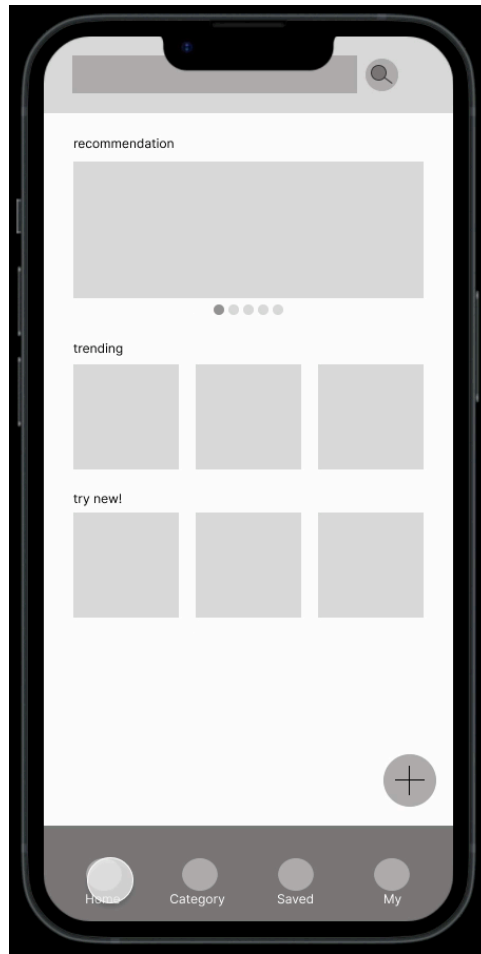
Usability study: findings

In the usability studies, users from different experience levels tested the app's interface and features. While the clean and intuitive design was well-received, improvements were needed in search functionality and recipe categorization. These insights helped refine the app to better align with user expectations and needs.

Round 1 findings

1. Tested the overall navigation and ease of use for beginners and experienced users.

2. Found that users highly valued the simplicity of the interface but faced challenges with the search feature.

3. Identified the need for clearer labeling of recipe categories to improve discoverability.

Round 2 findings

1. Improved search functionality led to a smoother experience, with users finding recipes faster.

2. Noted a positive response to personalized recipe recommendations, increasing user engagement.

3. Received feedback on further enhancing filter options for dietary preferences and cooking times.

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Refining
the design

- Mockups

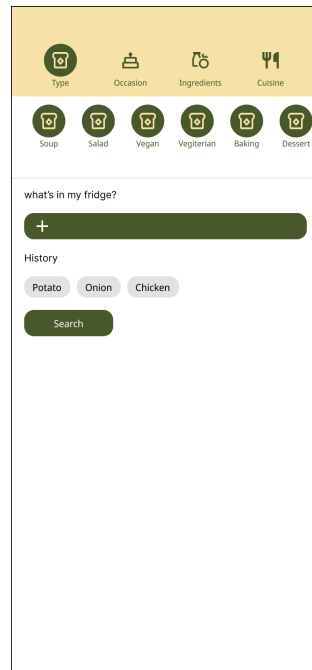- High-fidelity prototype

- Accessibility

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Mockups

Before the usability study, the categories were placed on the search page, leading to a cluttered design.

By separating the category page, we achieved a cleaner layout and made room to add a "search by ingredients" feature.

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Mockups

A filter was added to the search
results to provide more accurate
results for users. They can now
sort and filter recipes by type,
occasion, ingredients, and cuisine.

Filter   reset

Sort
Recommend   rate
Review   recent

Type

Occasion

Ingredient

Cousine

search 56 result

Google

Mockups
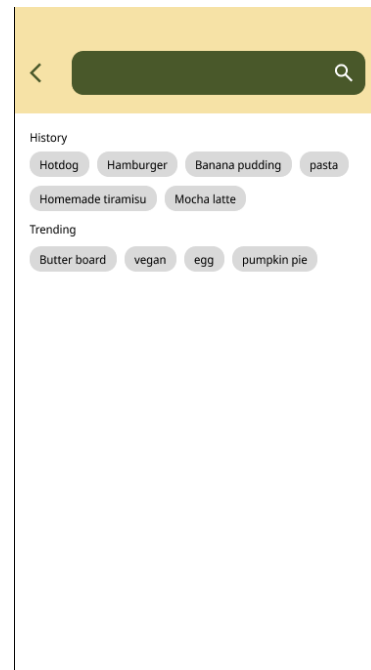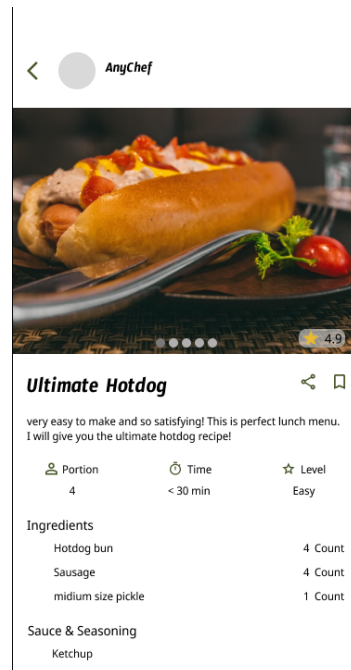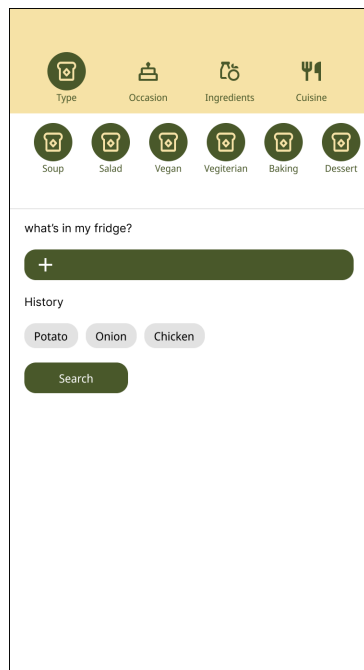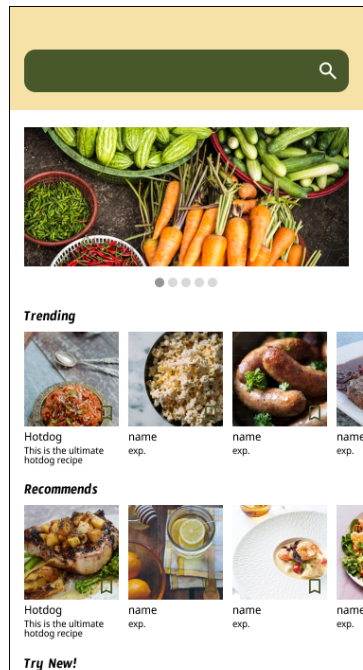
High-fidelity prototype

Go to the link and check the prototype!

The Home page features a search bar, trending recipes, recommendations, and new arrivals. The Category page includes recipe types and an "Ingredients Search" called "What's in My Fridge?". The Save page allows users to view saved recipes and create folders. The My Page section displays drafted and posted recipes, all with a focus on clear, concise design.

Google
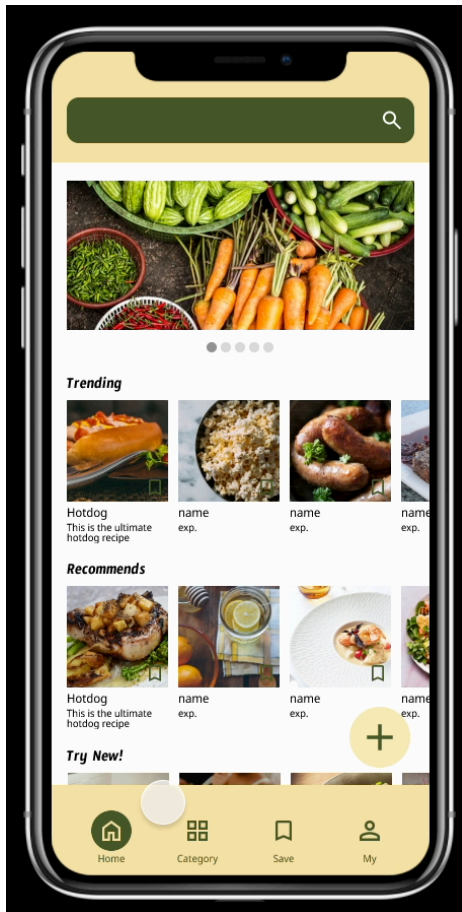
Accessibility considerations

1

High Contrast Mode and Font Adjustments

Anychef is designed with high contrast colors using major colors of light yellow and dark green. It improves readability for those with low vision, making the interface more accessible to everyone.

2

Intuitive Navigation for Screen Readers

Ensuring seamless variegation for users with screen readers, with clear headings, labels, and logical content flow to enhance the experience for those with visual impairments.

3

Voice-Activated Search

Incorporating voice interaction search allows users to perform tasks hands-free, making the app accessible and efficient for users with motor impairments or even those seeking convenience.

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The design improvements led to a more intuitive and accessible app experience, with participants praising its ease of use. One participant commented, "The clean layout and added features made it so much easier to find recipes quickly."

What I learned:

Throughout the project, I learned the importance of user feedback in refining designs, particularly in balancing simplicity with functionality. I also gained experience in designing for accessibility, ensuring the app was inclusive for all users, and learned how to iterate on designs to address both usability and aesthetic considerations.

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Next steps

1

Usability Testing:
Conduct further usability testing on the hi-fi prototype to identify any remaining pain points, gather user feedback on the final design, and ensure the app meets both functional and accessibility standards.

2

Iterate and Refine:
Based on the usability test results, make final adjustments to improve performance, navigation, and user experience, fine-tuning any minor design elements or interactions.

3

Development Handoff:
Prepare detailed design documentation and assets for a smooth handoff to developers, ensuring that the visual and interaction details are implemented accurately during the app development phase.

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Let's connect!

Thank you!

to everyone who took the time to review my project report and provide valuable feedback.
Your insights have been invaluable in refining the final design!
Feel free to contact me for more information or to discuss potential collaborations.

I'd love to connect!

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