



# FOODSIES

## Cooking Companion App Case Study

James Alafriz | UX/UI designer

# Roles

UX Research

UX Design

UI Design

Art Direction & Design

Front-end Development

HTML, CSS, JavaScript

# Tools



## Links

[Figma Prototype](#)

[Figma Working File](#)

[Figma Jam Whiteboard](#)

[FED Landing Page](#)

[Github Repo](#)

[Project Folder](#)

[UX Testing Report](#)



**Only 35.5% of Canadians have learned at least one recipe since the start of the pandemic\***

\* Source: [Dalhousie University Study](#)

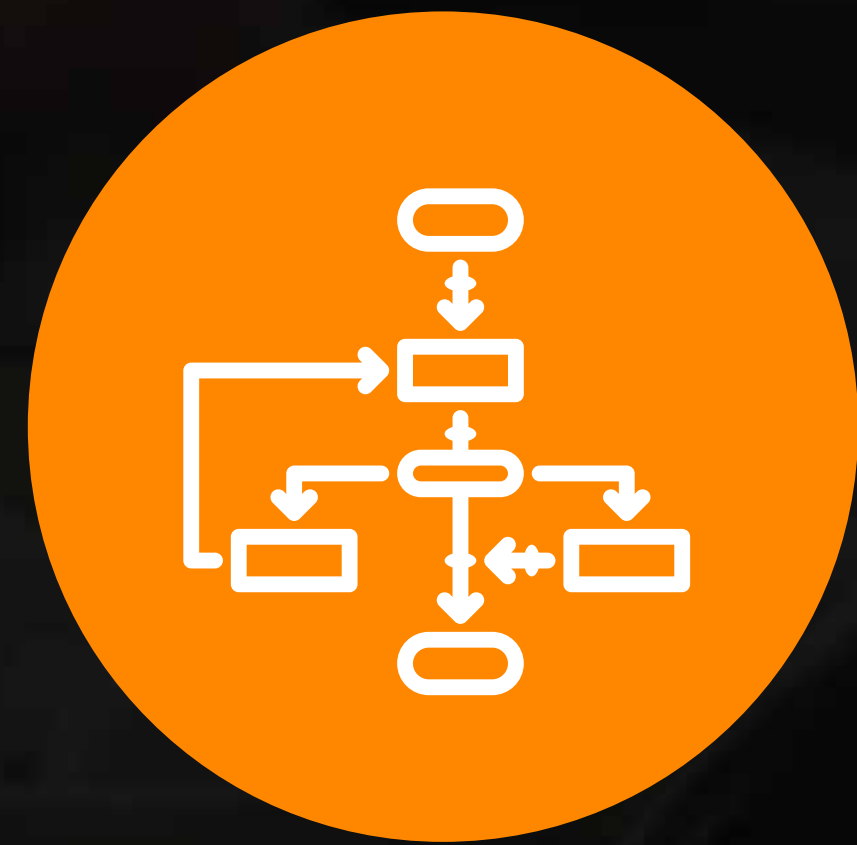
# Project Overview

**A new startup wants to develop a cooking companion app that will allow users to catalogue, save, reference and share their favourite recipes.**



# Exploring the problem

The plan | MVP



**Research**



**Empathize**



**Define**



**Prototyping, Testing  
& Iterating**

# Research

A dark, moody photograph of a kitchen counter with various ingredients and dishes, including onions, a bowl of food, and a cutting board, serving as a background for the word 'Research'.

# Research

## Stakeholder Interview Insights

**Stakeholder is looking to create a recipe-based app that could potentially be monetized down the road**

**The minimum viable product should be one that will allow users to create and share family recipes**

[Research Plan](#)

[Stakeholder Interview Notes](#)

[Project Proposal/Outline](#)

# Research

## Proto Persona



“I still love cooking up a storm for family!”

# Sally Gurka

## Personality

Friendly

Sociable

Energetic

Generous

**61** Age

**Bachelor Degree**

Education

**Married**

Marital Status

**Business**

Occupation

**Calgary, AB**

Location

**Meh**

Interest in Tech

## Biography

Sally is the matriarch of her Ukrainian family. She is always leading the charge when it comes to family gatherings. She cooks up a feast on a regular basis.

She has a vault of recipes inside of her head but wants to share them with the family so they can be passed down through generations to keep their family traditions going strong.

## Goals

- Retire in peace
- Keep active
- Spend more time with her grandkids
- Spend more time with family
- Pass along her family recipes
- Travel more

## Pain Points

- Eyesight is going
- Not super tech savvy
- Not as nimble as she used to be (impairments)
- Finds it hard to stay connected with people
- Thinks her grandkids spend too much time on their phones



# Research

## User Research Plan

### **BACKGROUND**

A new startup wants to develop a cooking companion app that will allow users to catalogue, save, reference and share their favourite recipes. Currently there are many resources out there and it becomes a chore to keep track of and consolidate both curated and custom recipes for quick access.

### **GOALS**

Build and develop a modern-day mobile app that helps a variety of people enhance their cooking experiences while cultivating social interactions in the food space.

# Research

## Competitor Analysis Insights

- There are a number of well-established apps and websites and are geared towards people looking to access existing recipes.
- Some key UI features include food shots for appetite appeal, share links and onboarding.
- The business model for most seems to build the user database before turning on a subscription model.

The logo for BBC Good Food, featuring the BBC logo in a purple square above the word "goodfood" in a lowercase, orange, sans-serif font.The logo for Yummly, featuring the word "Yummly" in a stylized, orange, cursive font with a trademark symbol.

# Research

## User Interview Plan

### 3 OBJECTIVES:

- Discover user habits, preferences and pain points
- Look for opportunities to enhance the user experience
- Ideation leads from user insights

# Research

## Interview Notes + Affinity Diagram

**My resources are all  
over the place**

**Cooking shouldn't be  
this stressful**

**I'm still looking for the  
right helper**

**I love food because it  
brings people together**

Interview Notes

Affinity Diagram

# Research

## User Interview Insights

Tend to use  
online recipes

Google is a  
go-to resource

Busy work and family  
schedules make planning  
a challenge

People who love to cook  
like to learn, improvise  
and share ideas

Food can bring family and  
friends closer

# EMPATHY MAP

SAY

“Let’s see what I can make today!”  
“I need an easier way to plan.”  
“I like to be organized.”  
“This site had way too much content.”

“I’m busy and need to get this meal planned.”  
“I should share this with my friend.”  
“Cooking brings my family together.”  
“Can’t live without my phone.”

THINK

DO

Google searches  
Reads reviews  
Compares recipes  
Plans with friends

**Impatient:** comparing multiple sites  
**Frustrated:** with trying to find past recipes  
**Happy:** finding the right recipe  
**Anxious:** trying to find time to plan

FEEL

PAIN

Missing ingredients  
Picky eaters  
Subscription Models  
Referencing too many sites for recipes

Learning new recipes and kitchen skills  
Meal that make everyone happy  
Passing down ideas with others  
Learning about new food & culture

GAIN



# SALLY GURKA

## GOALS

- Centralize my recipes
- Share recipes with friends and family
- Food to make people happy
- Create and modify recipes as needed

## NEEDS

- Reference recipes quickly
- Stay organized when planning meals
- Inspiration from web searches
- Planning to be easy and efficient
- Accommodate different dietary needs
- Recipes that I can trust

## PAIN POINTS

- Eyesight is not as good
- Phones can be hard to reference while cooking
- Too much content on recipe pages
- Missing ingredients

GIVING THE GIFT OF  
FOOD TO MY FAMILY  
AND FRIENDS.

**AGE:** 61

**LOCATION:** CALGARY, AB

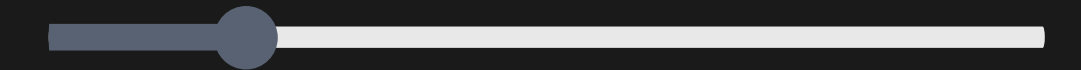
**EDUCATION:** BACHELOR DEGREE

**JOB:** PARALEGAL

**FAMILY:** MARRIED WITH GRANDKIDS

## PERSONALITY TRAITS

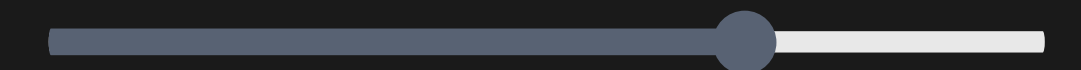
PATIENCE



FLEXIBILITY



PROBLEM SOLVING



## SOCIAL



## TRUSTED BRANDS



# Definition



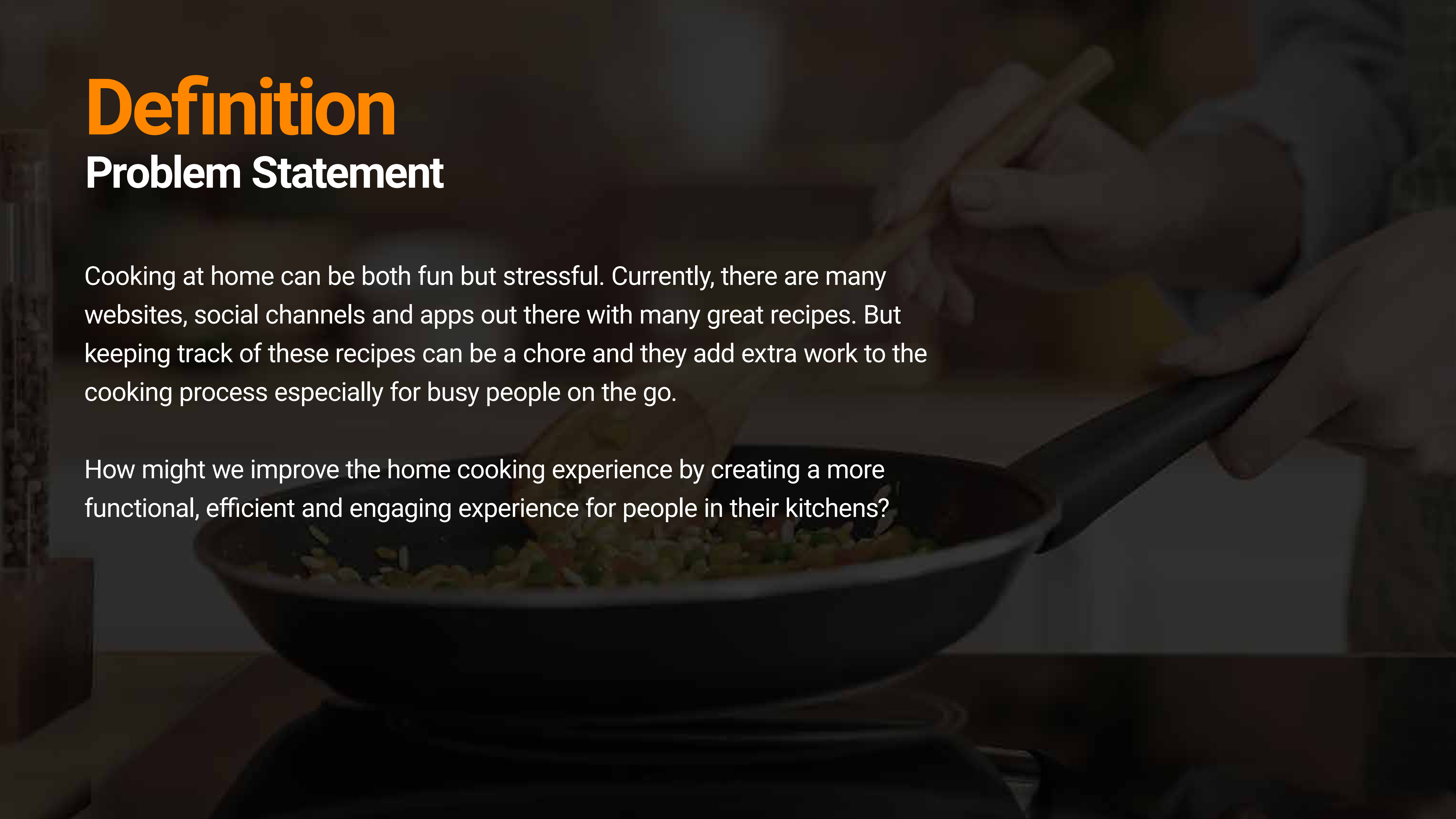


# Definition

## Problem Statement

Cooking at home can be both fun but stressful. Currently, there are many websites, social channels and apps out there with many great recipes. But keeping track of these recipes can be a chore and they add extra work to the cooking process especially for busy people on the go.

How might we improve the home cooking experience by creating a more functional, efficient and engaging experience for people in their kitchens?



# Definition

## UX Hypothesis

I believe that creating a cooking companion that centralizes recipes will result in an improvement of home cooks' quality of life because we know that people are busy and saving time searching for recipes across multiple sources is time consuming.



# Definition

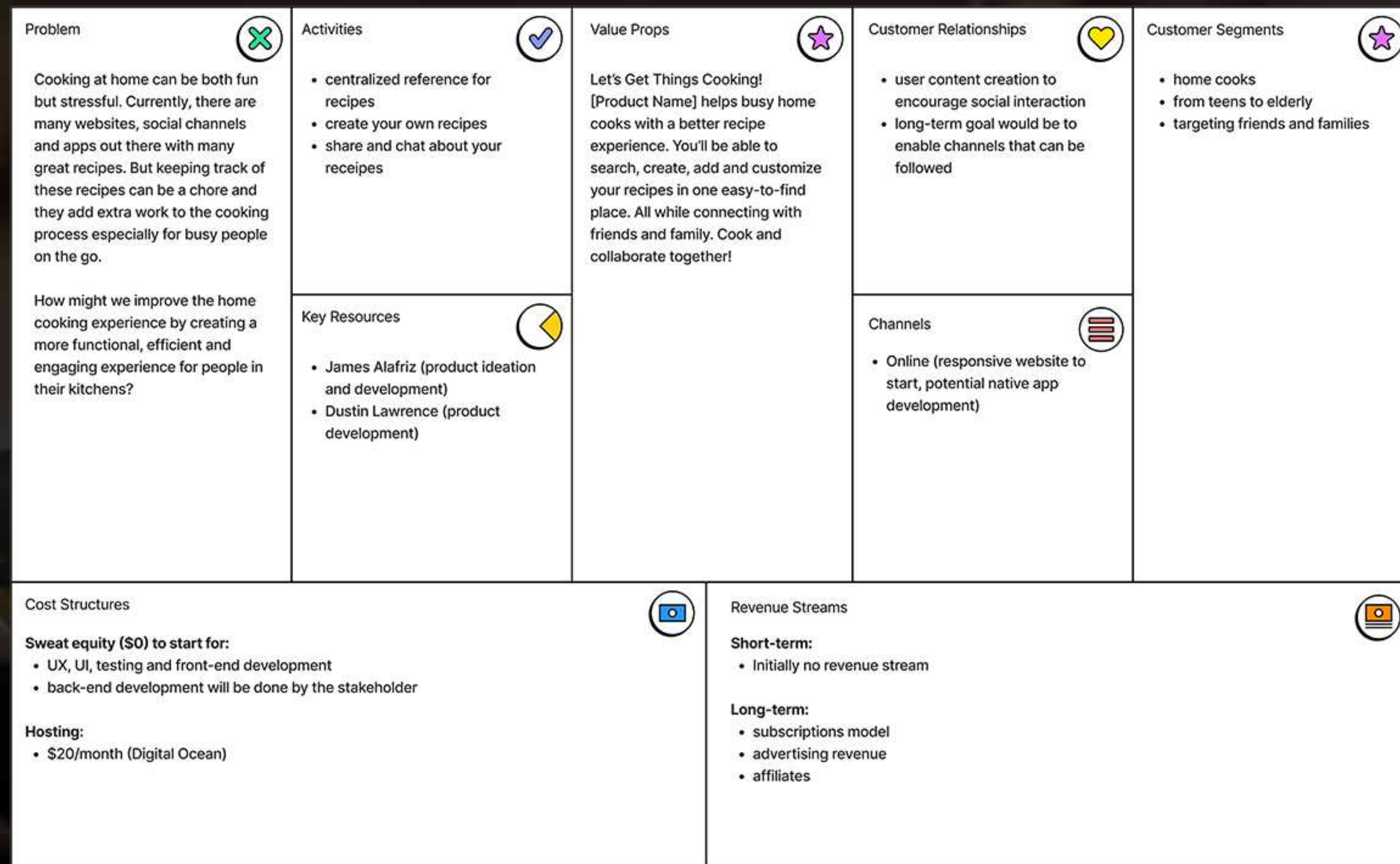
## Value Proposition

**Let's Get Things Cooking!**

**Foodsies helps busy home cooks with a better recipe experience. You'll be able to search, create, add and customize your recipes in one easy-to-find place. All while connecting with friends and family. Cook and collaborate together!**

# Definition

## Business Model Canvas



A dimly lit kitchen scene where a hand is lifting the lid of a large pot on a stove. The word "Ideation" is overlaid in a bright orange color. The background shows a tiled wall and a countertop.

# Ideation

# Ideation

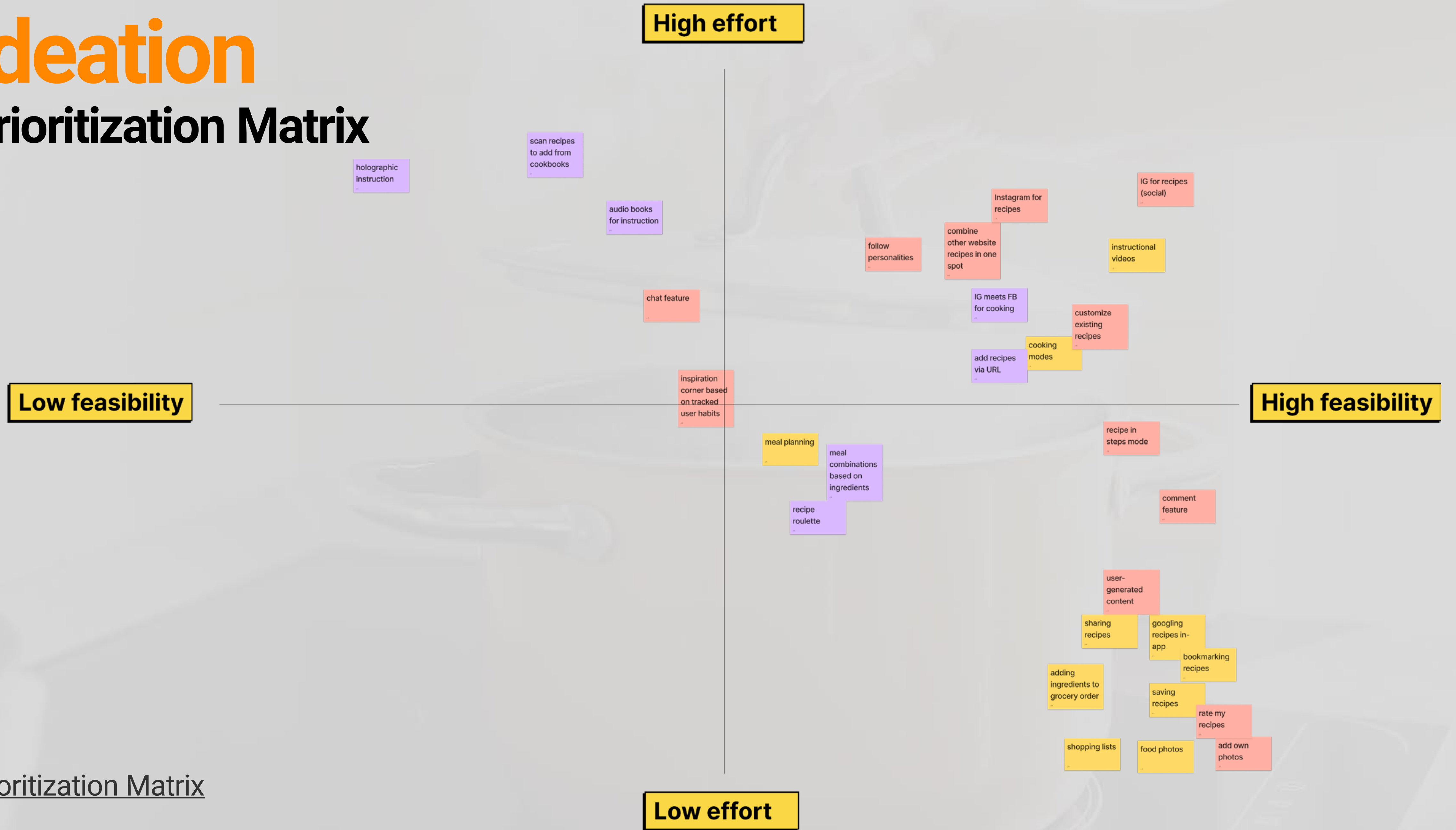
## Brainstorming

- 💡 **User-generated content**
- 💡 **Instagram meets Facebook for recipes**
- 💡 **Connect with others**
- 💡 **Comment Features**
- 💡 **Save and curate recipes from other websites**



# Ideation

## Prioritization Matrix



Prioritization Matrix

# Ideation

## UX Scenario



### UX Scenario

Sally has a lot of family recipes locked in the vault of her brain and wants to share these recipes with her kids and grandkids to keep their family culture alive for the younger generation.

User goals	<ul style="list-style-type: none"> <li>document family recipes</li> </ul>	<ul style="list-style-type: none"> <li>create and customize recipes</li> </ul>	<ul style="list-style-type: none"> <li>keep family traditions alive</li> </ul>	<ul style="list-style-type: none"> <li>bring family closer together</li> </ul>	<ul style="list-style-type: none"> <li>waste less time looking for recipes</li> </ul>	
Actions	<ul style="list-style-type: none"> <li>Sally has many family recipes stored up in her head. She's always cooking up a feast during family get togethers.</li> </ul>	<ul style="list-style-type: none"> <li>She wants to surprise everyone and share all of her recipes with her kids and grandkids</li> </ul>	<ul style="list-style-type: none"> <li>Sally opens up [cooking companion] and begins creating a new recipe entry</li> </ul>	<ul style="list-style-type: none"> <li>She sends a request out to family through the platform</li> </ul>	<ul style="list-style-type: none"> <li>Once the family invited connects in a group, they can all see and comment on the recipes</li> </ul>	<ul style="list-style-type: none"> <li>Sally loves that everyone is connected and sharing in family tradition.</li> </ul>
Opportunities	<ul style="list-style-type: none"> <li>Centralize the home cooking experience by centralizing the resource</li> </ul>	<ul style="list-style-type: none"> <li>Connect and share recipes and ideas with others (social)</li> </ul>	<ul style="list-style-type: none"> <li>Easy-to-use interface will help appeal to younger and older users</li> </ul>	<ul style="list-style-type: none"> <li>Invite system via email to attract new users to platform</li> </ul>	<ul style="list-style-type: none"> <li>Push notifications and onboarding to get new users acclimated to the features</li> </ul>	<ul style="list-style-type: none"> <li>Commenting and recipe customization will keep people coming back for more!</li> </ul>



# Ideation

## Storyboard

Storyboard



Sally has many family recipes stored up in her head. She's always cooking up a feast during family get togethers.



She wants to surprise everyone and share all of her recipes with her kids and grandkids



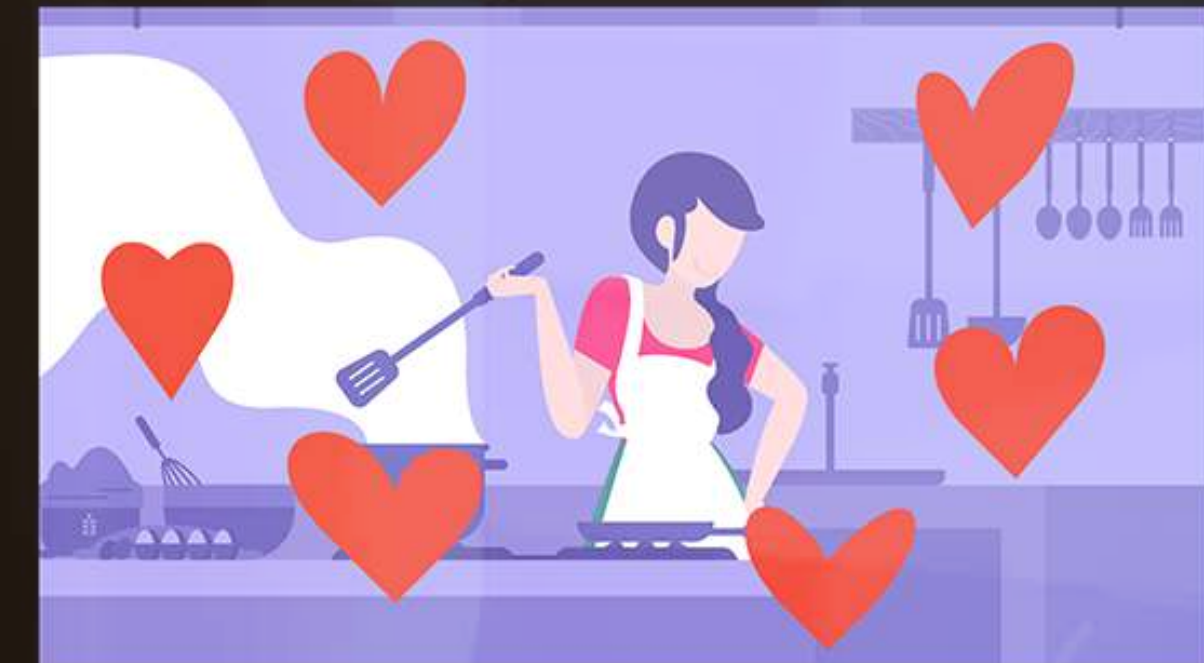
Sally opens up [cooking companion] and begins creating a new recipe entry



She sends a request out to family through the platform



Once the family invited connects in a group, they can all see and comment on the recipes



Sally loves that everyone is connected and sharing in family tradition.



# Information Architecture

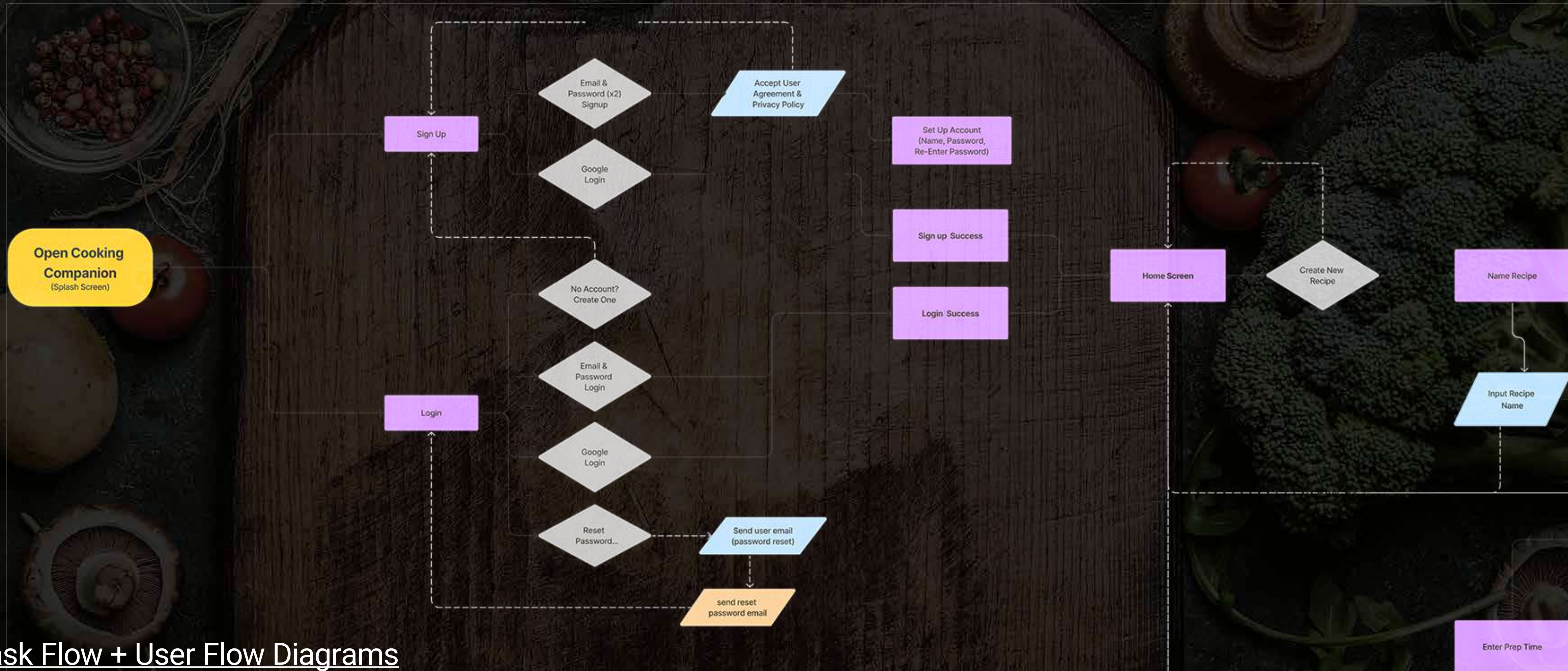
# Information Architecture

## Task Flow Diagram



# Information Architecture

## User Flow Diagram





# Solutions

# Proposed Solutions

## Key Features

**1**  
User-created  
recipe content

**2**  
Centralized recipe  
resource

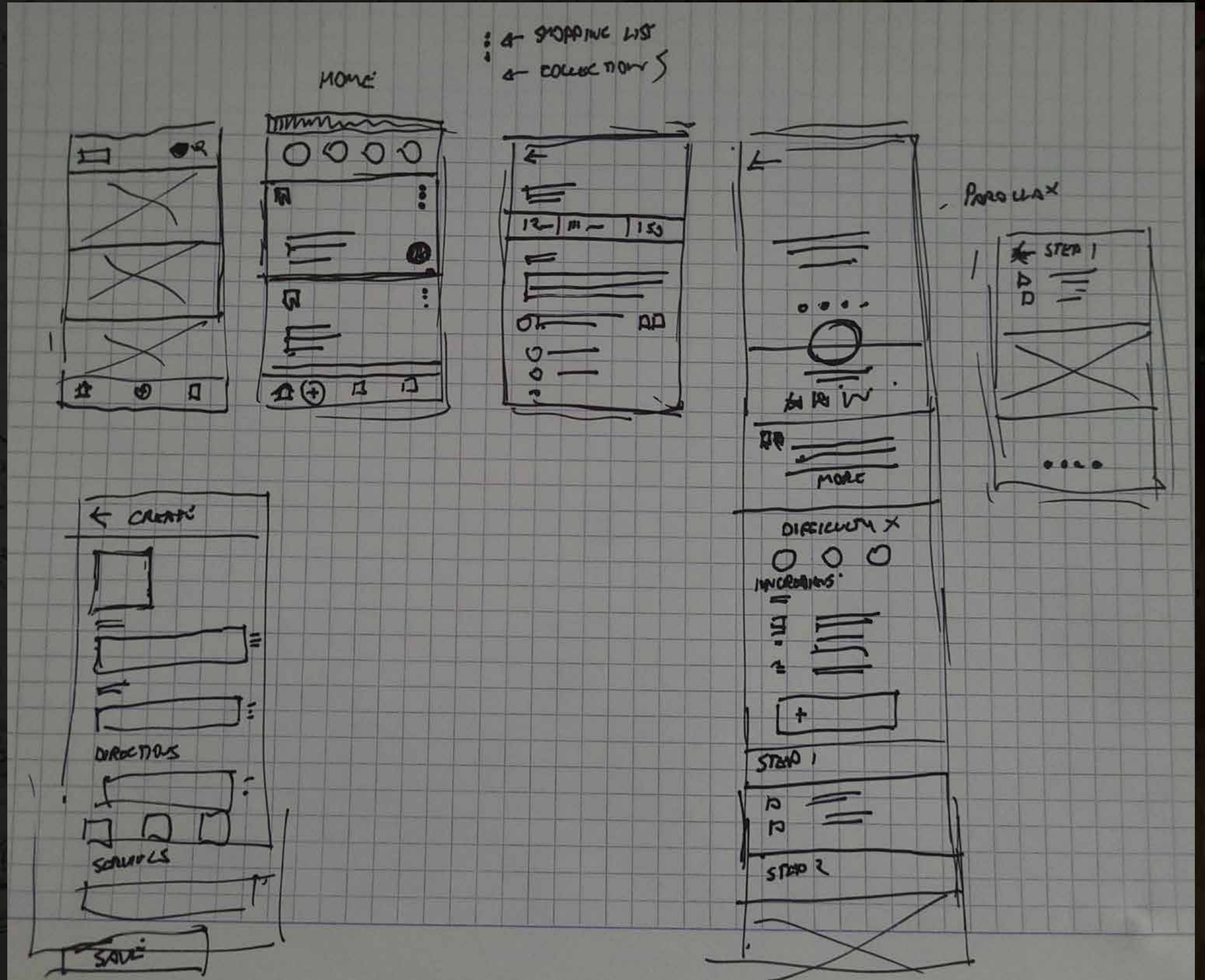
**3**  
Cooking  
Community



# Prototyping

# Prototyping

## Sketches





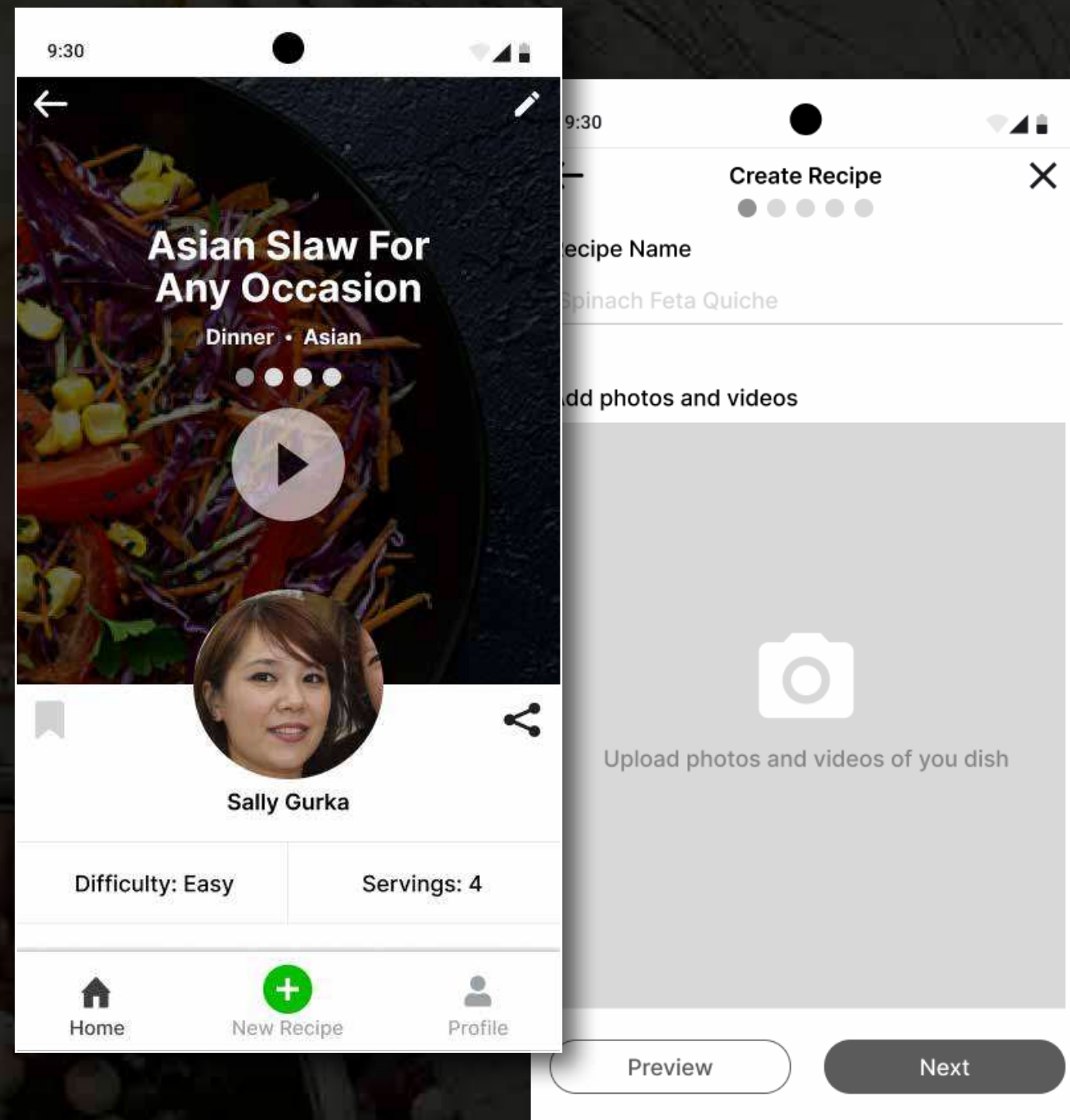
# Prototyping

## Mid-fi Prototype

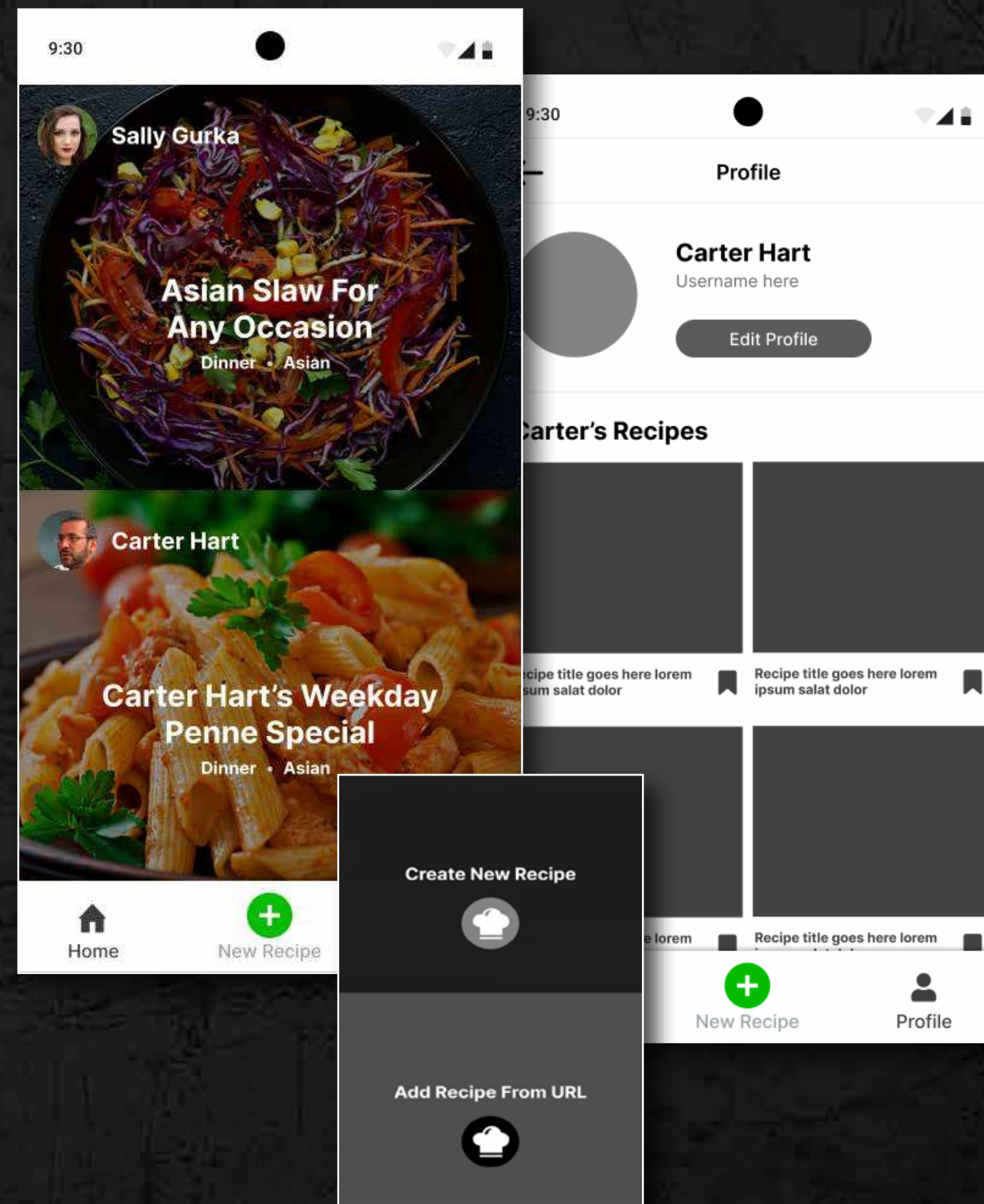
[Mid-fi prototype | Figma Working File](#)

[Mid-fi prototype | Figma Prototype](#)

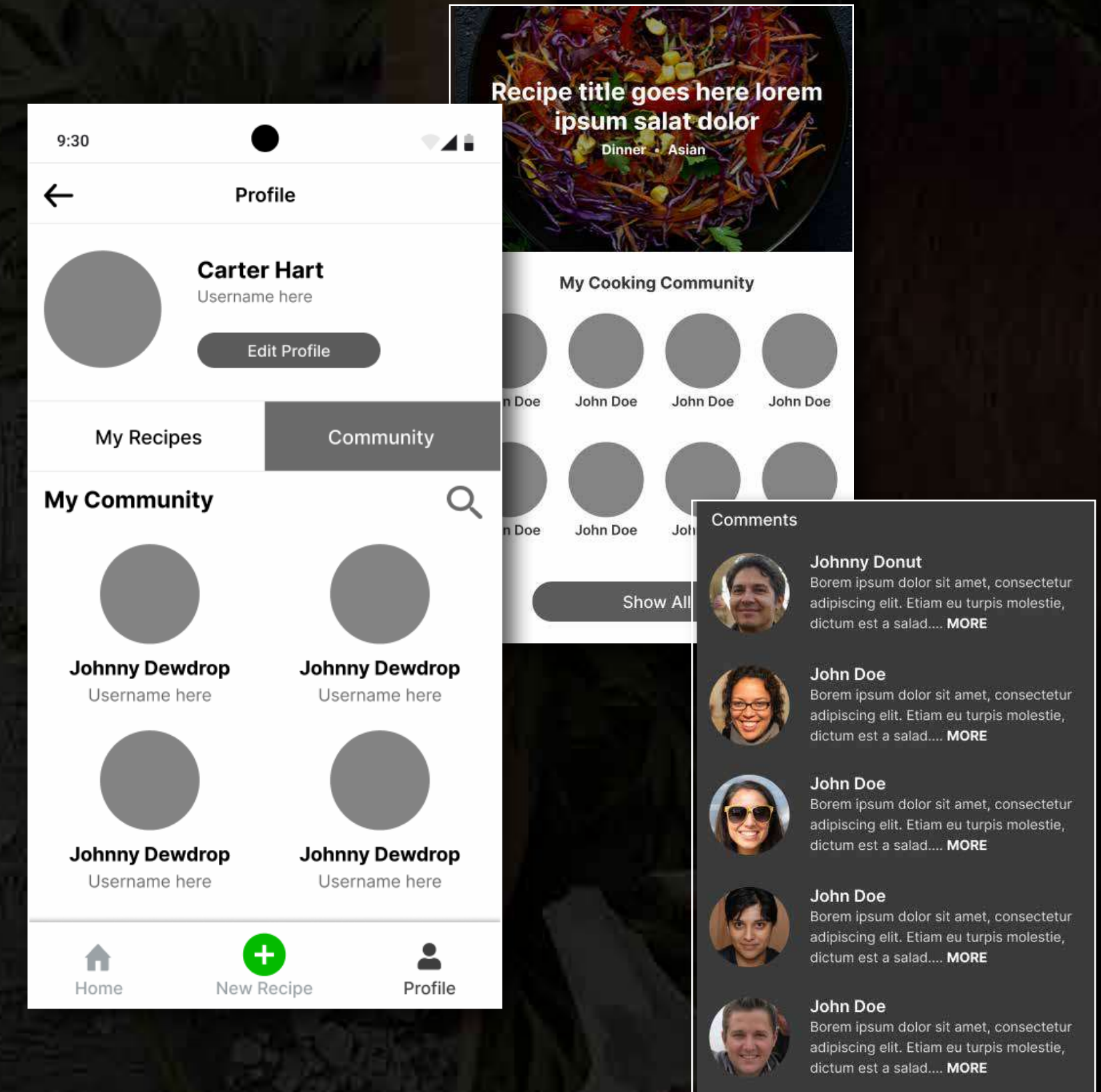
### User Created Content



### Centralized Recipe Resource



### Community Social Interaction



# Testing

A group of people, including a man and a woman, are gathered around a kitchen counter. They are looking at a large pot on the stove, which has a lid being lifted. The woman is pointing at the pot. There are several bowls and plates on the counter, suggesting they are in the middle of a cooking process or a food tasting session. The scene is dimly lit, with a dark overlay.

# Testing Plan

**Created a series of tests that looked at base-level usability**

**Identification of basic features were tested to verify usability**

# Testing Insights

63%

were able to directly or indirectly understand how to create a new recipe from the home screen and navigation bar

# Testing Insights

88%

were able to directly or indirectly understand how to create a new recipe from a URL after onboarding with a similar feature

# Testing Insights

75%

were able to directly or indirectly understand how to edit a new recipe from a recipe page but there was a 56% misclick rate

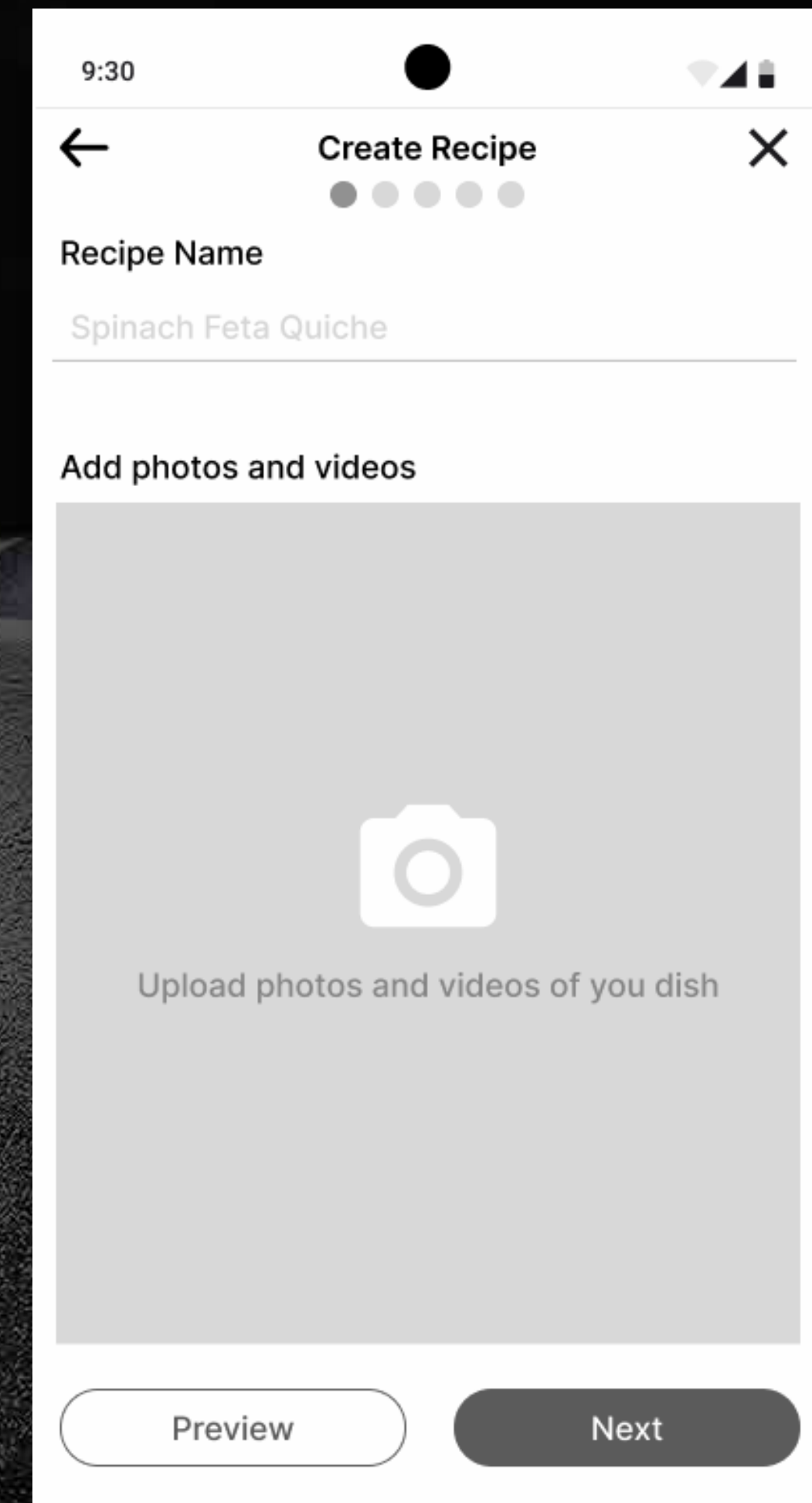
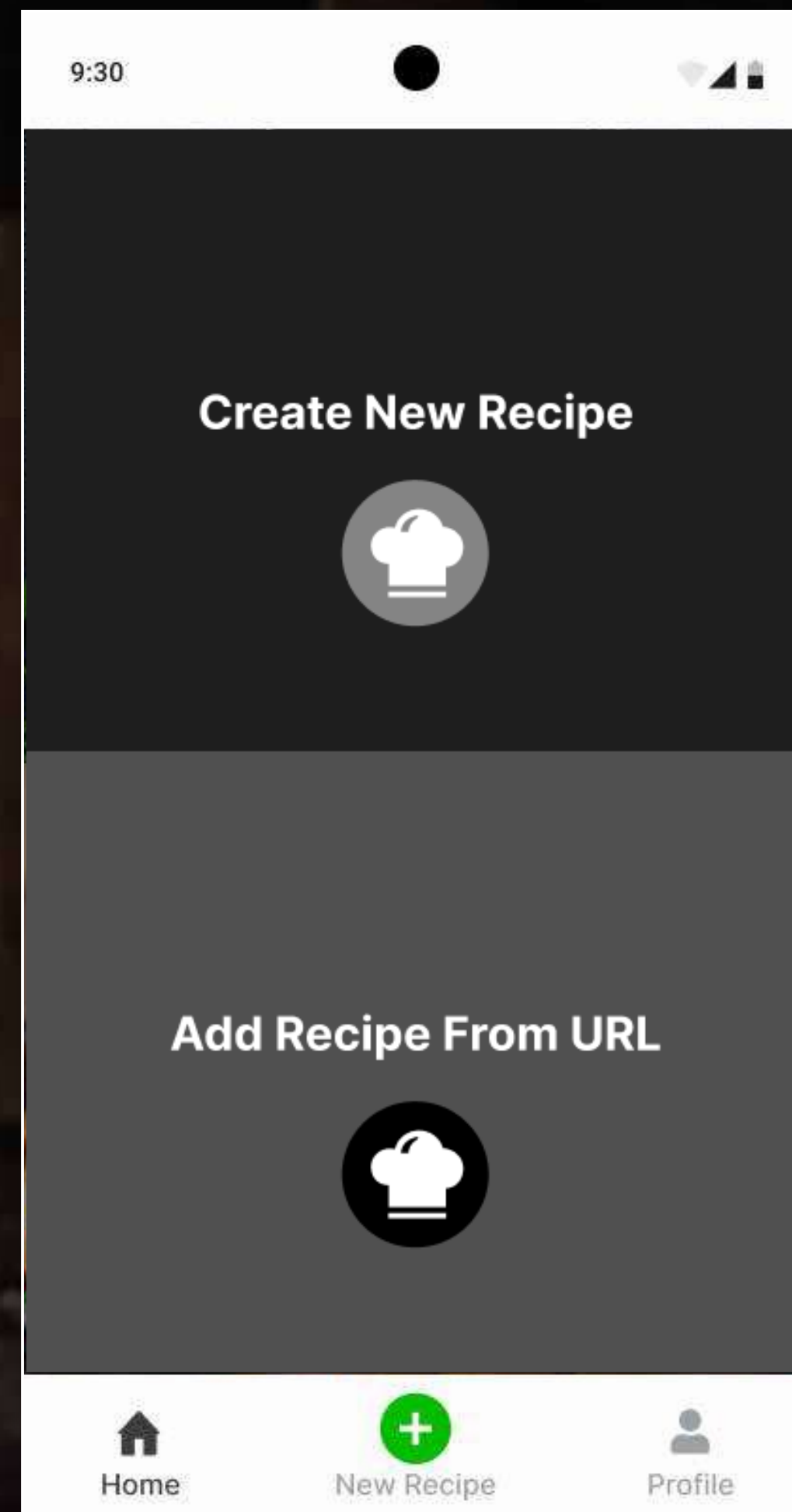
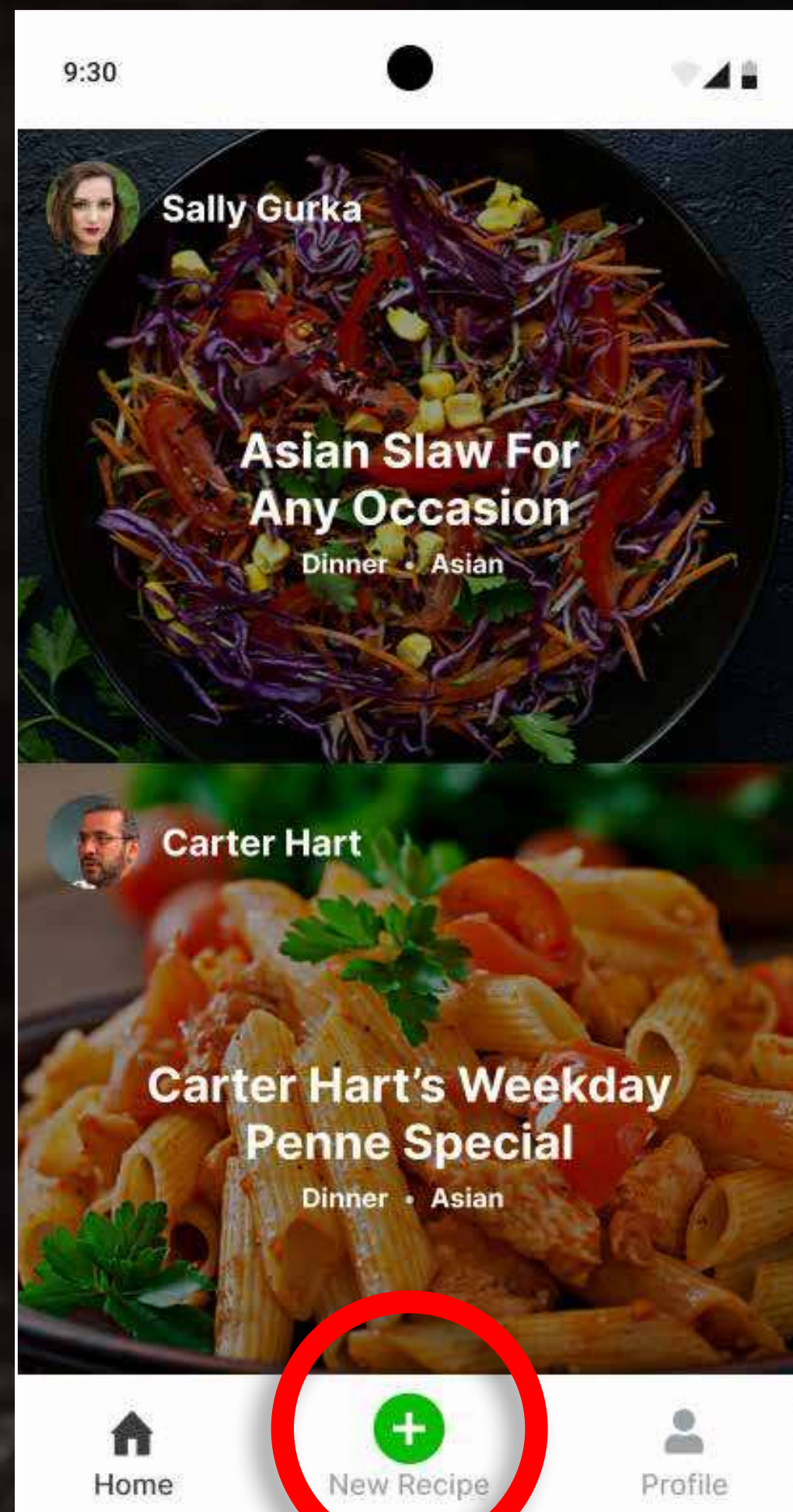
# Testing Insights

63%

were able to directly or indirectly navigate to the community page from the profile page

# Post-Testing Iteration

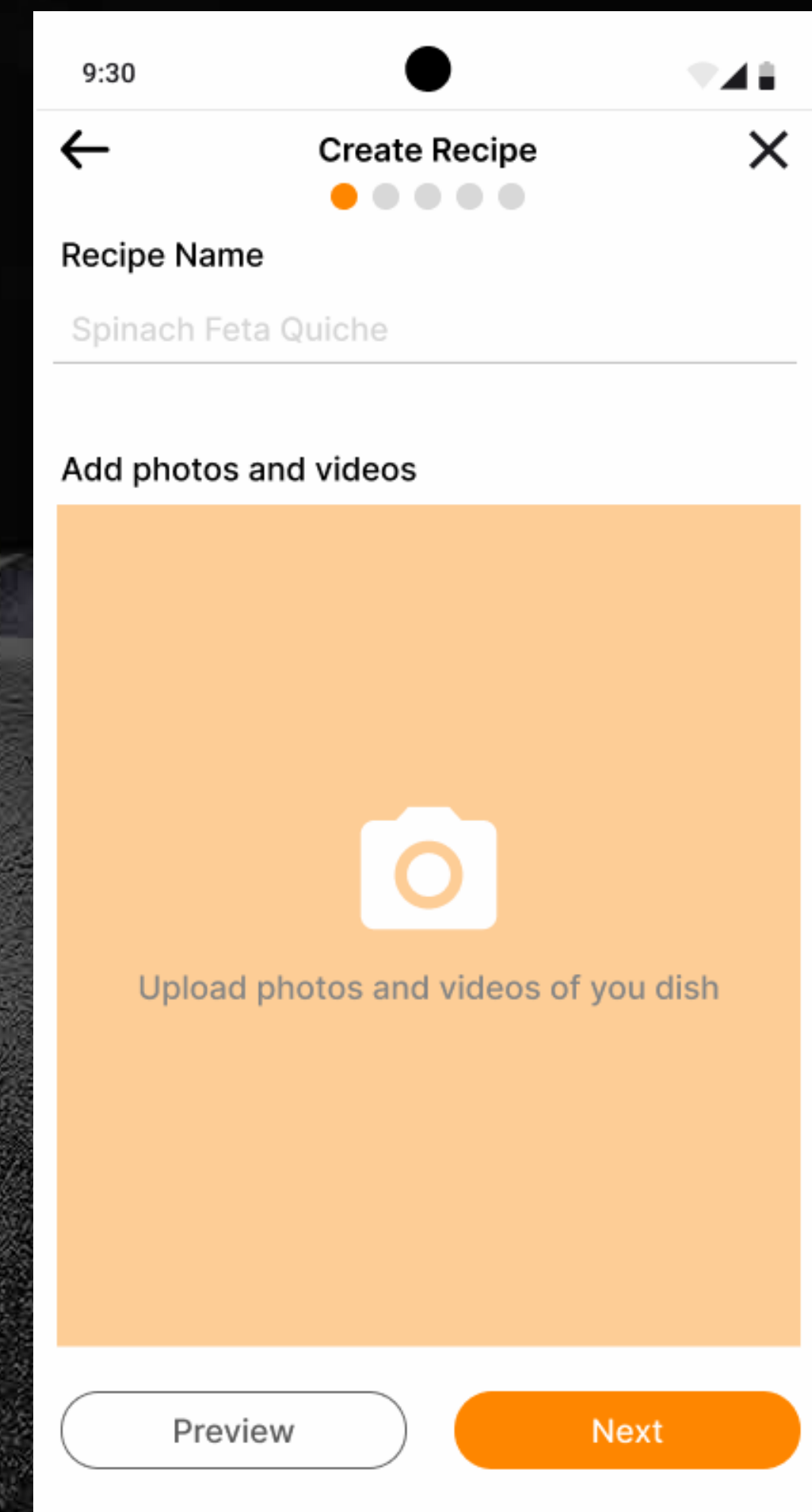
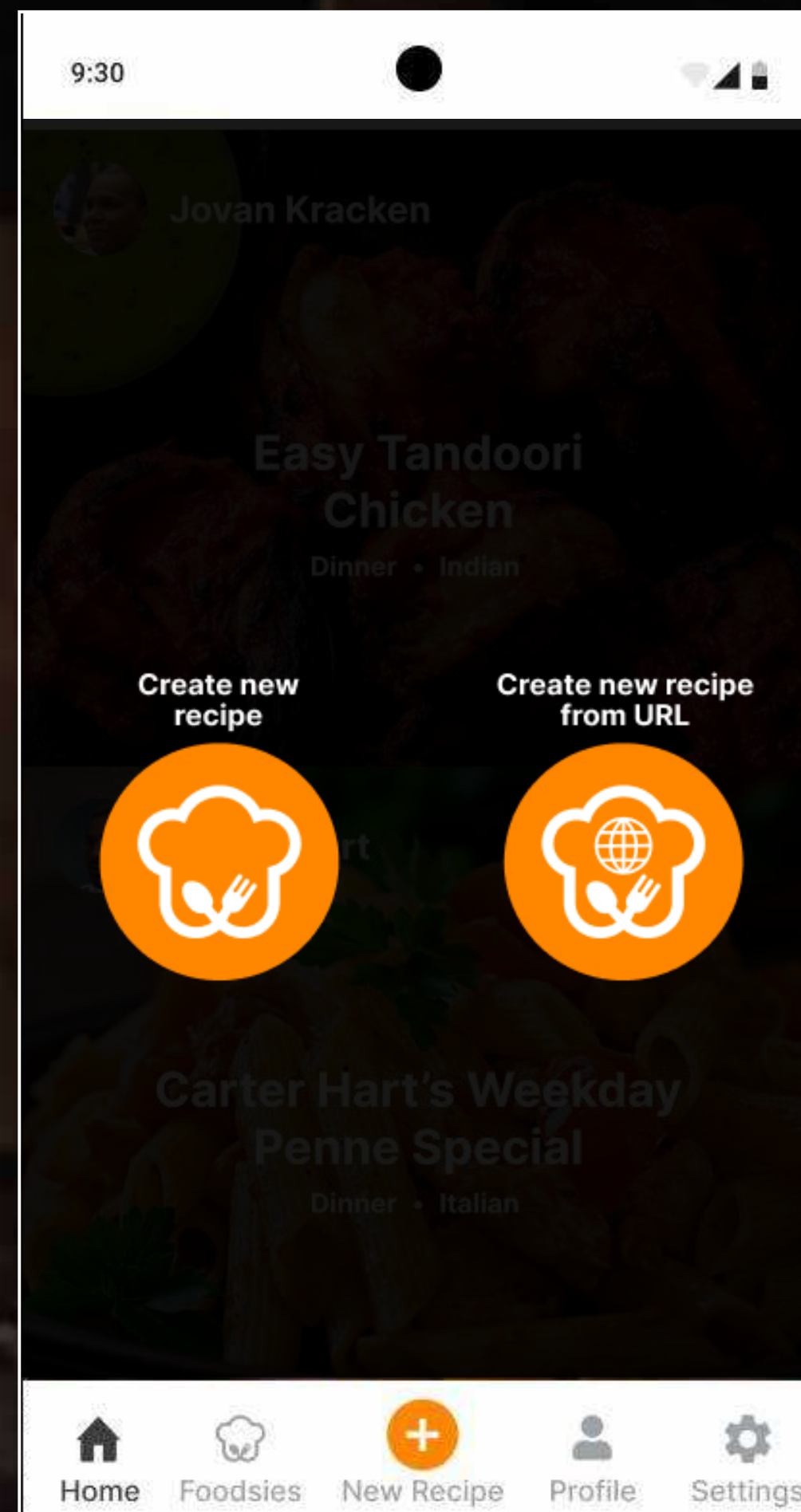
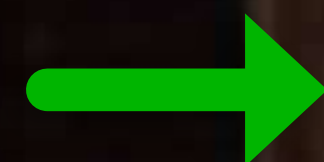
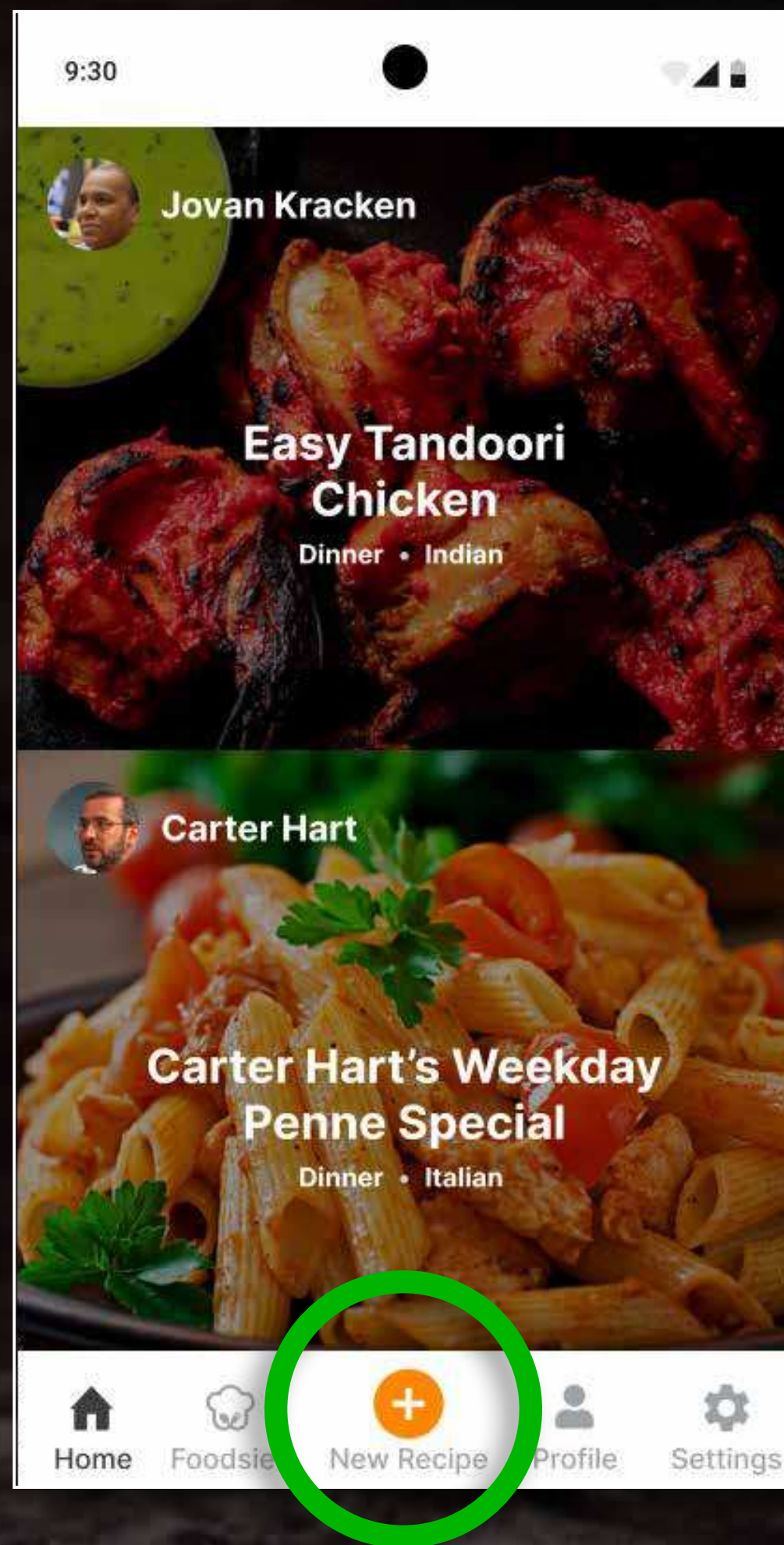
**UX Problem 1:** Creation of new recipes recognition could be improved





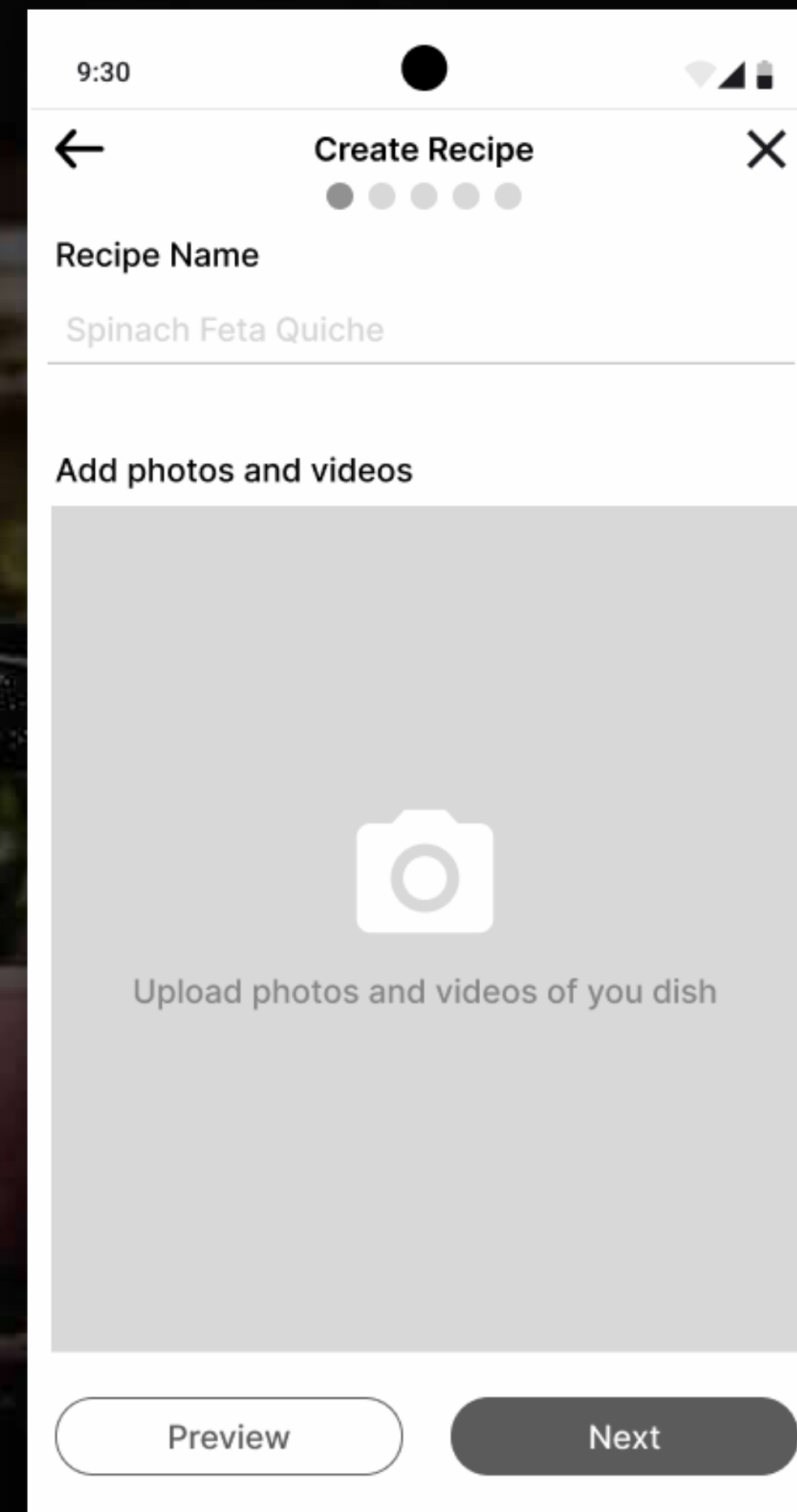
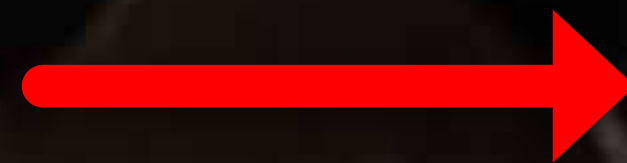
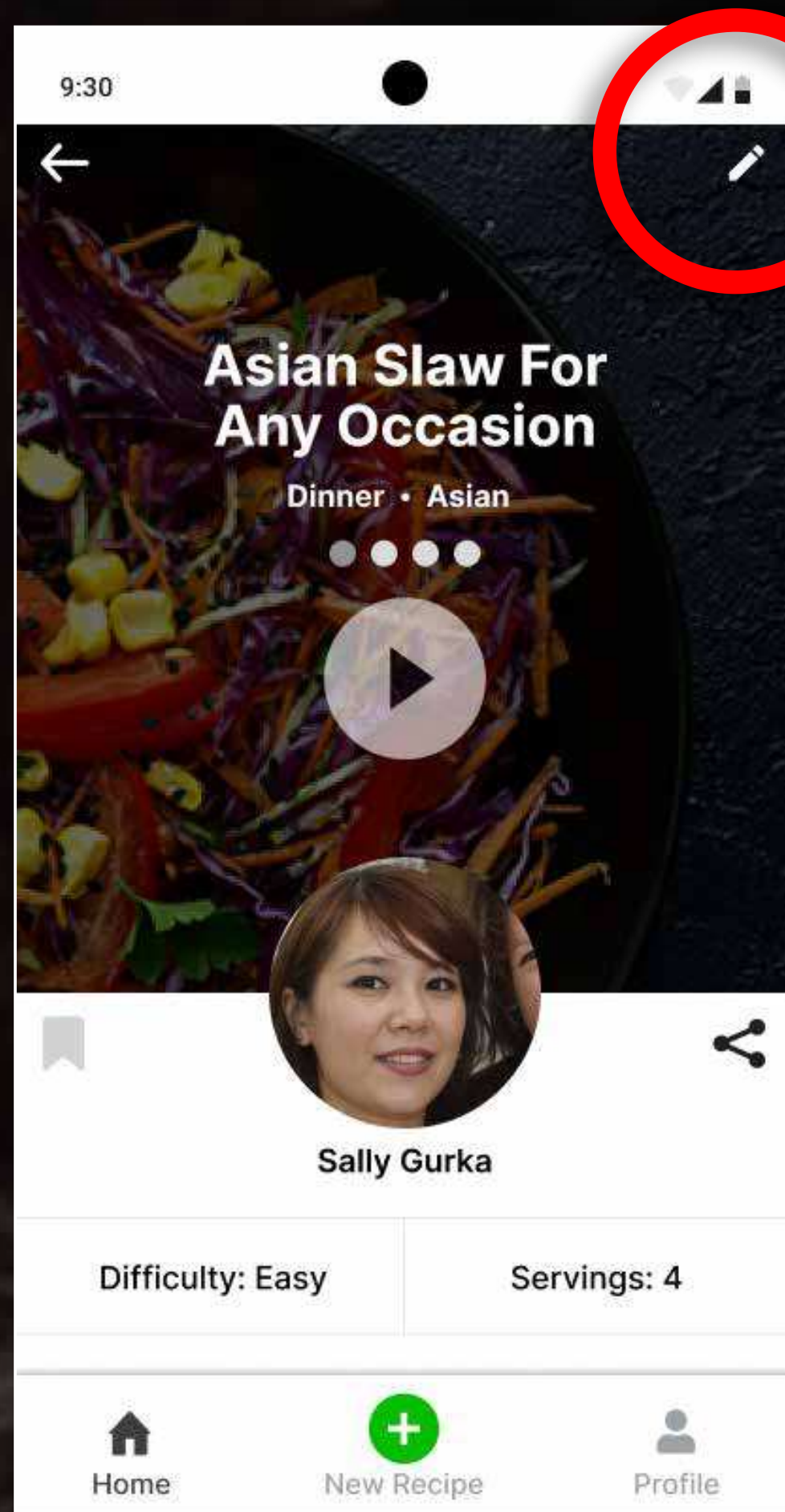
# Post-Testing Iteration

## UX Solution 1: Redesign navigation UI + modal window buttons



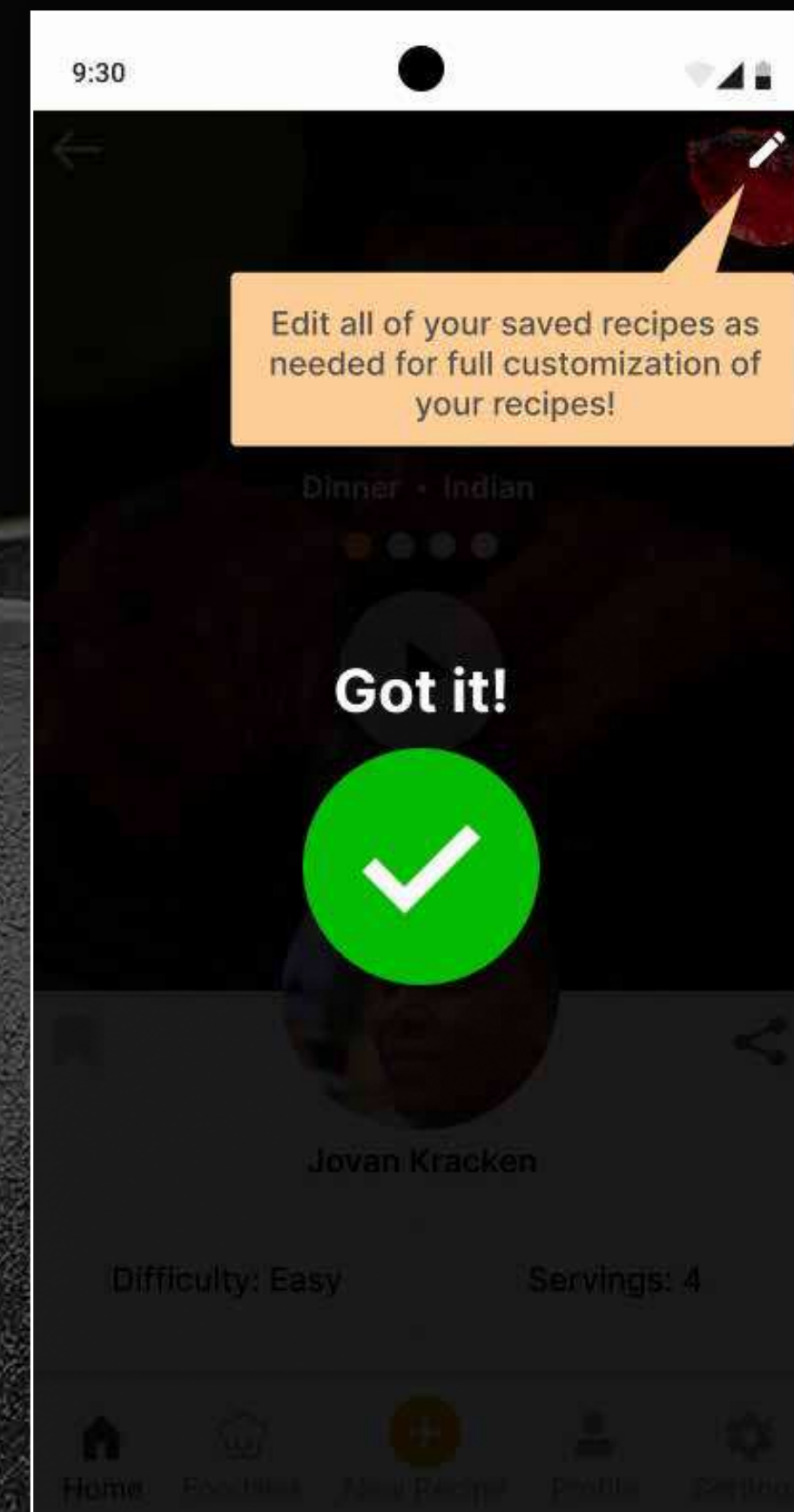
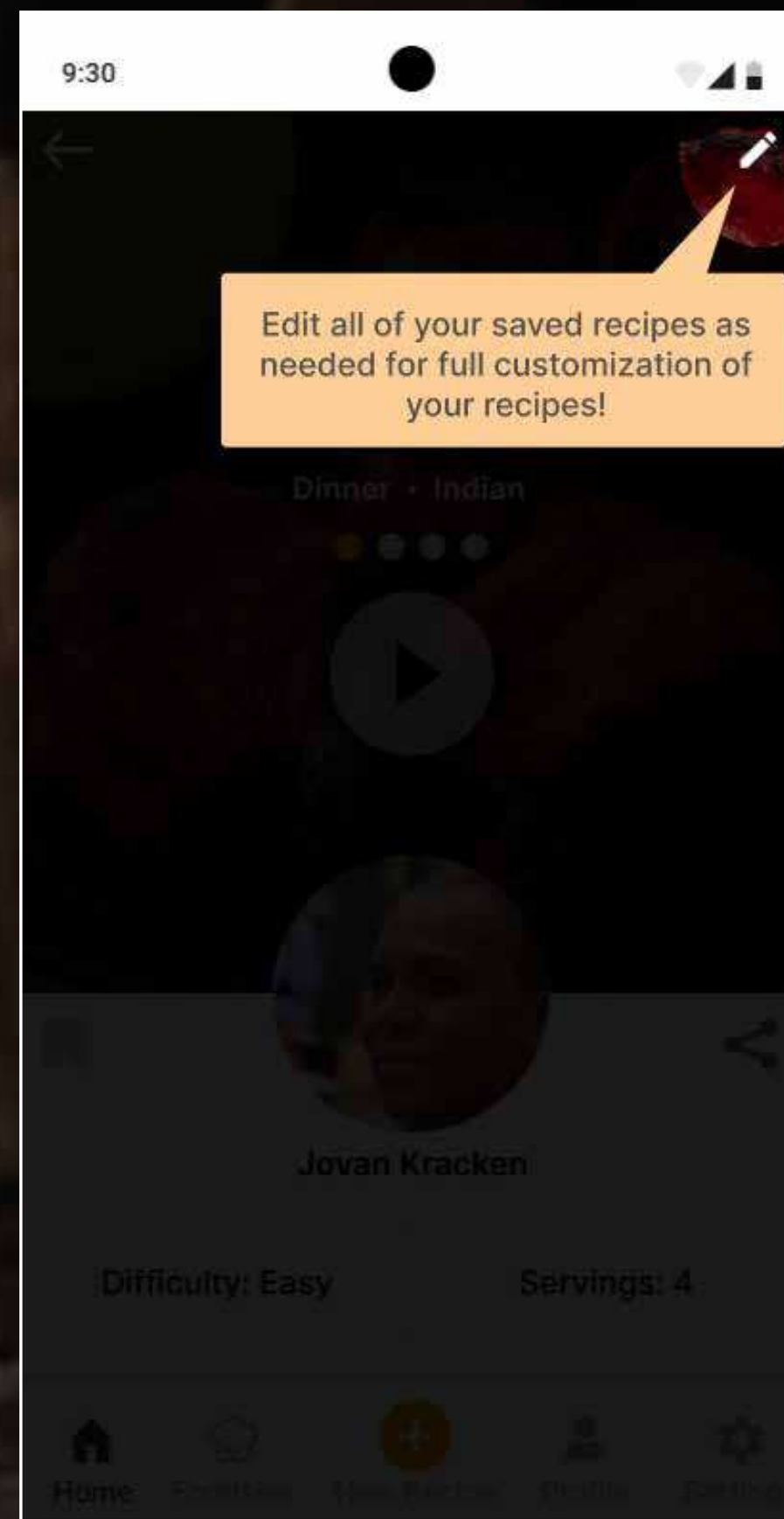
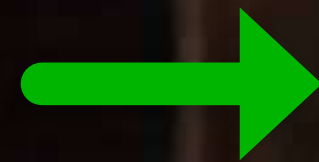
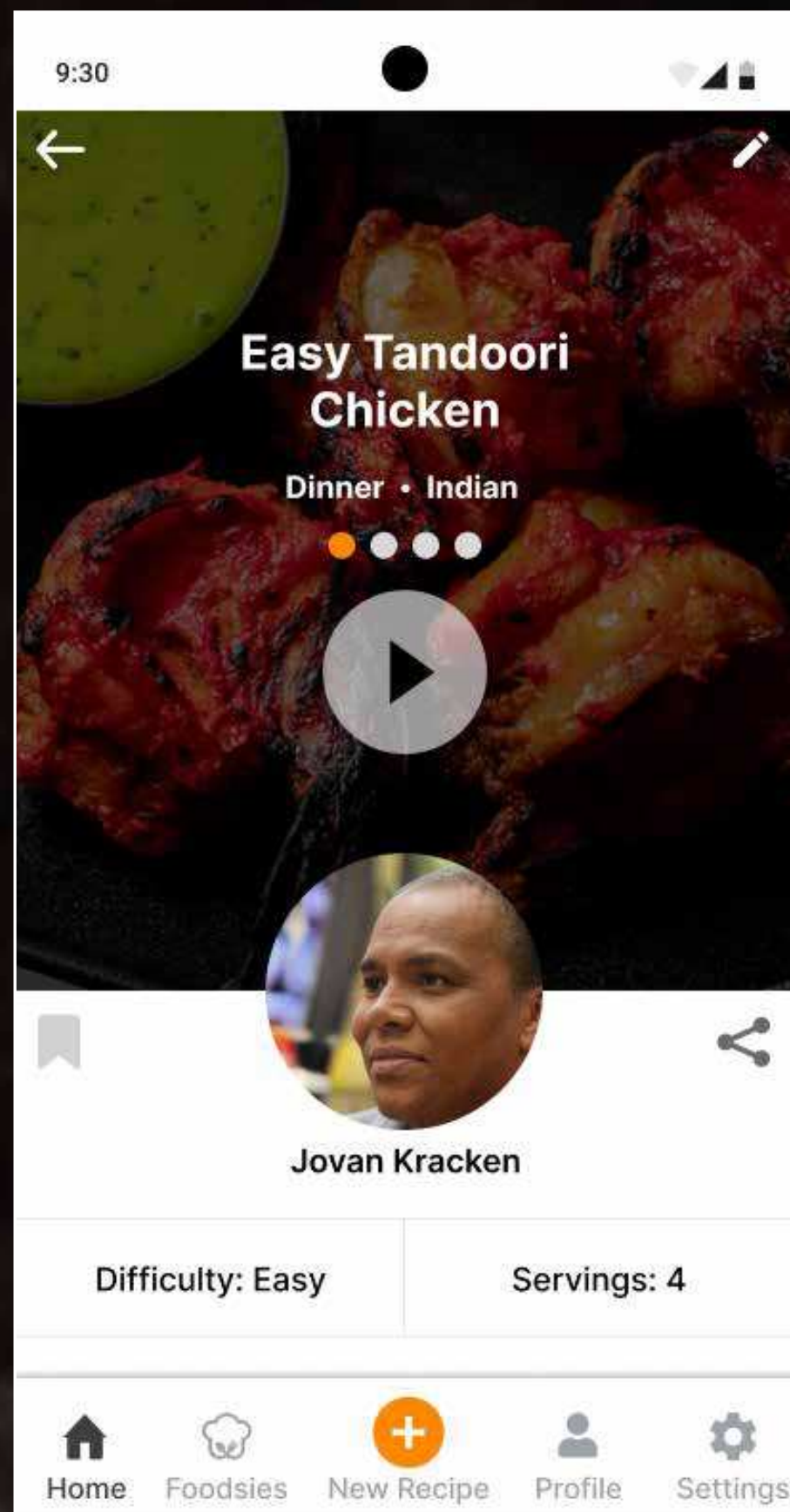
# Post-Testing Iteration

UX Problem 2: Edit feature on recipe not obvious to users



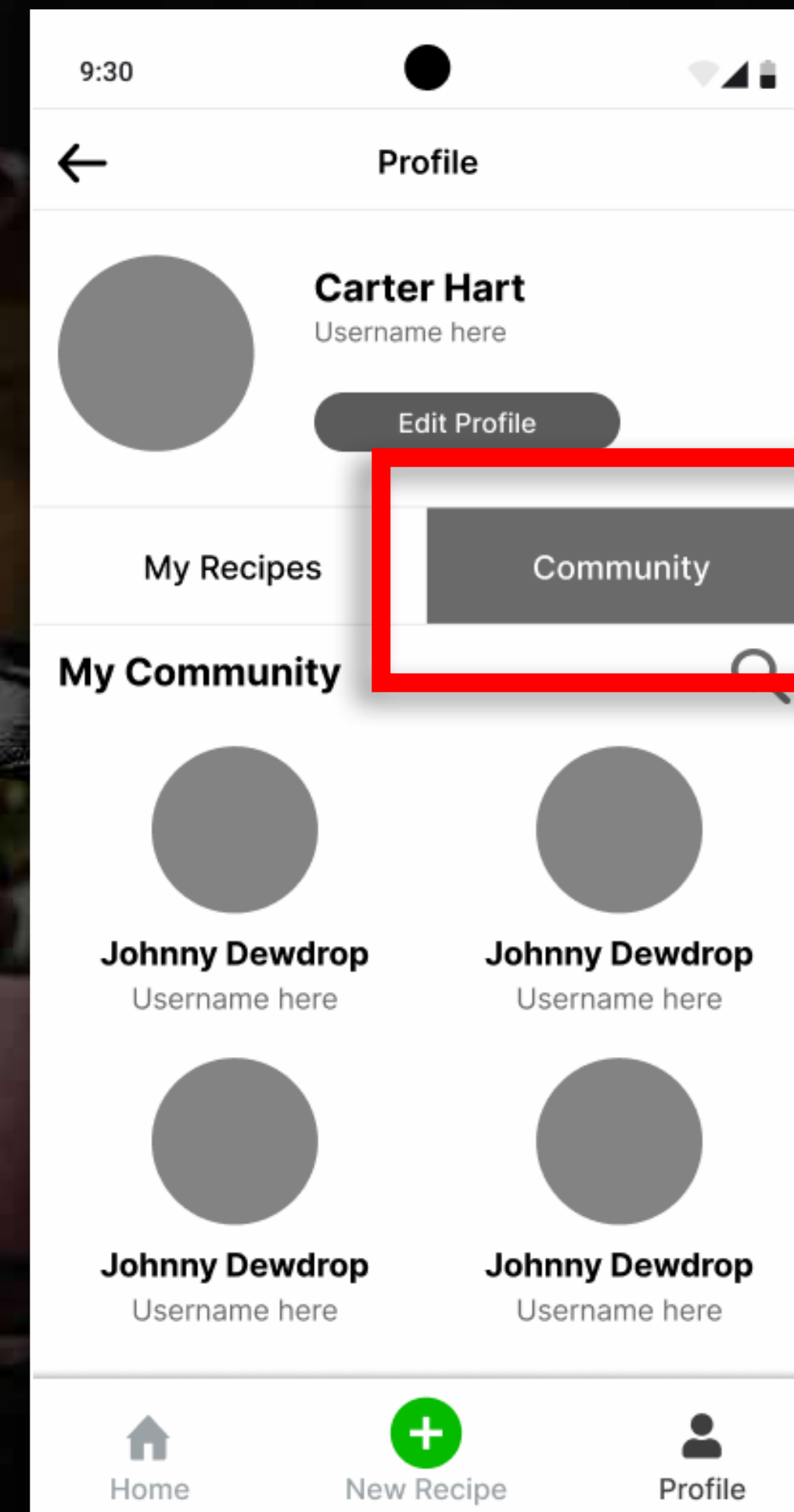
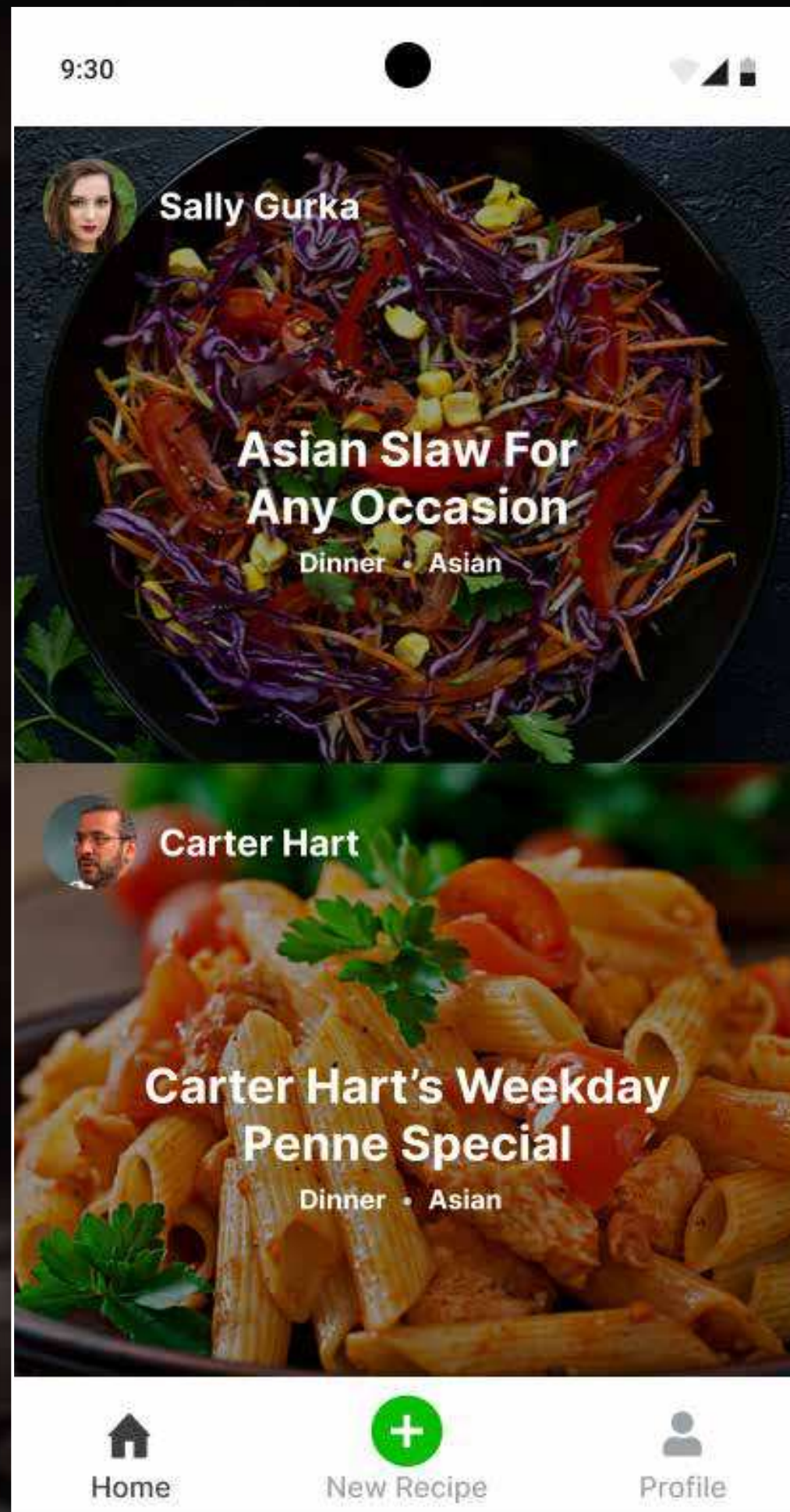
# Post-Testing Iteration

UX Solution 2: Create an onboarding screen to highlight feature



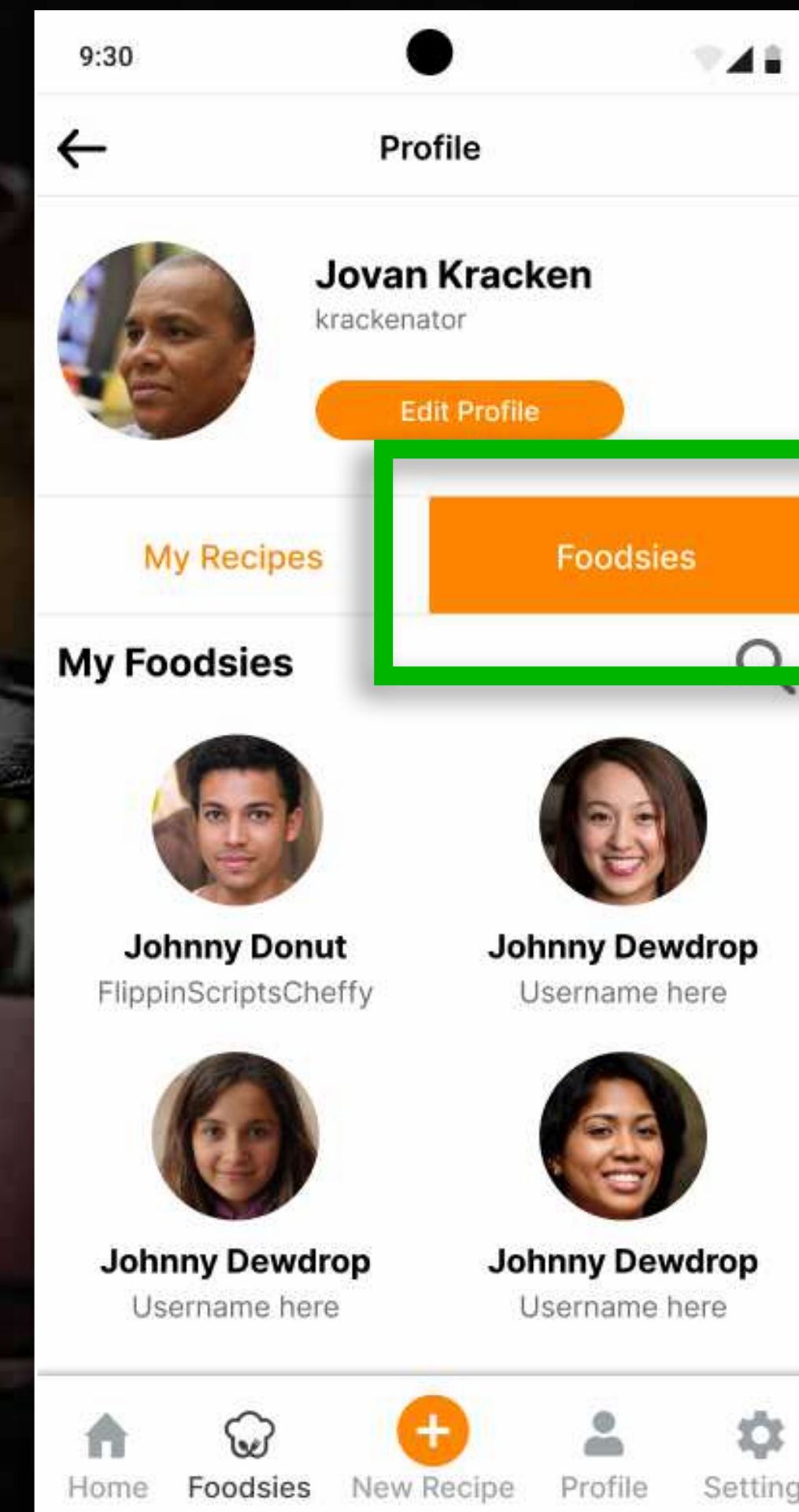
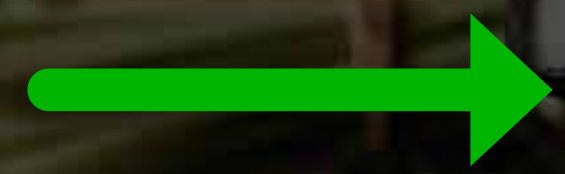
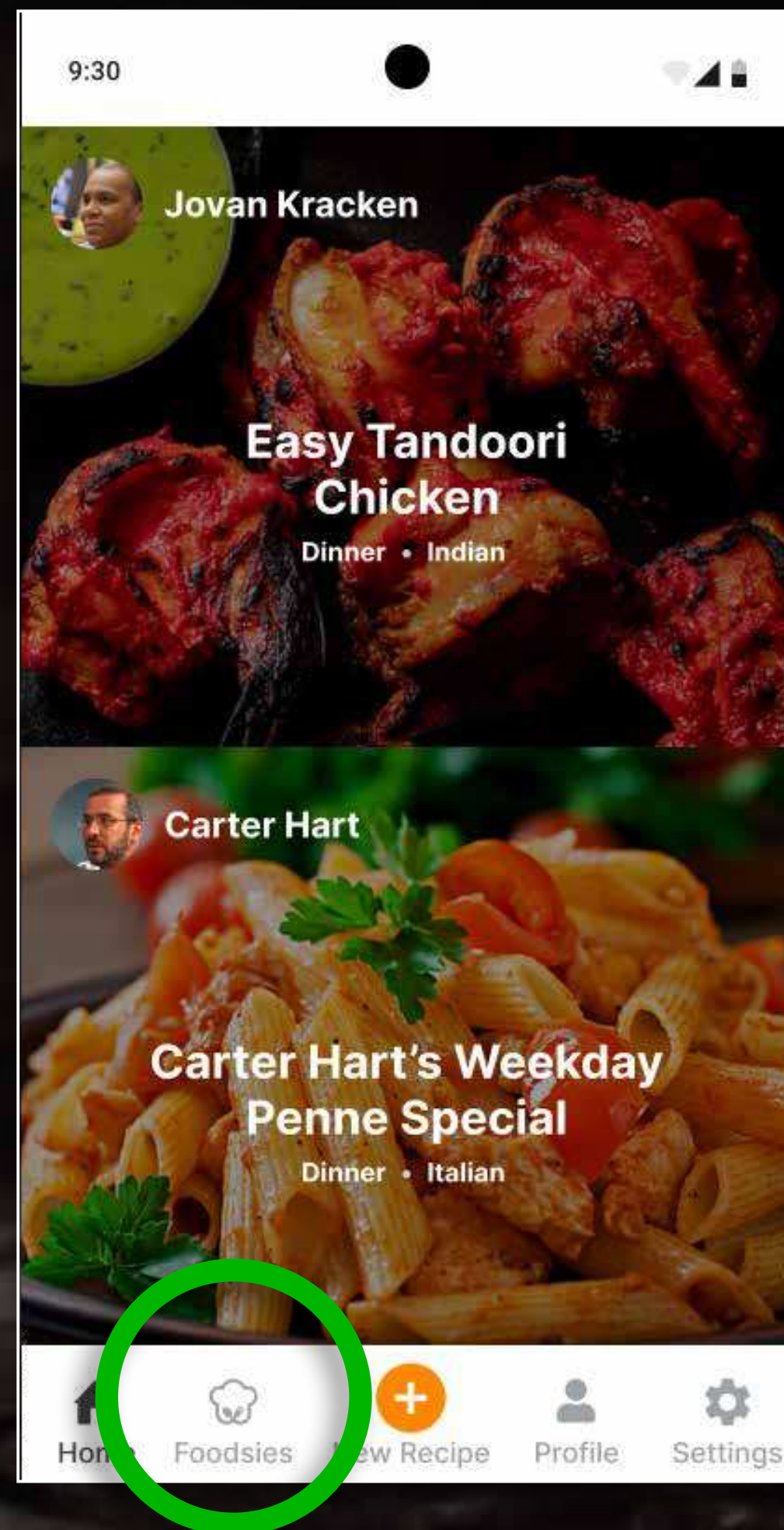
# Post-Testing Iteration

UX Problem 3: Community button could use better recognition



# Post-Testing Iteration

UX Solution 3: Redesign main navigation + UX copy adjustment



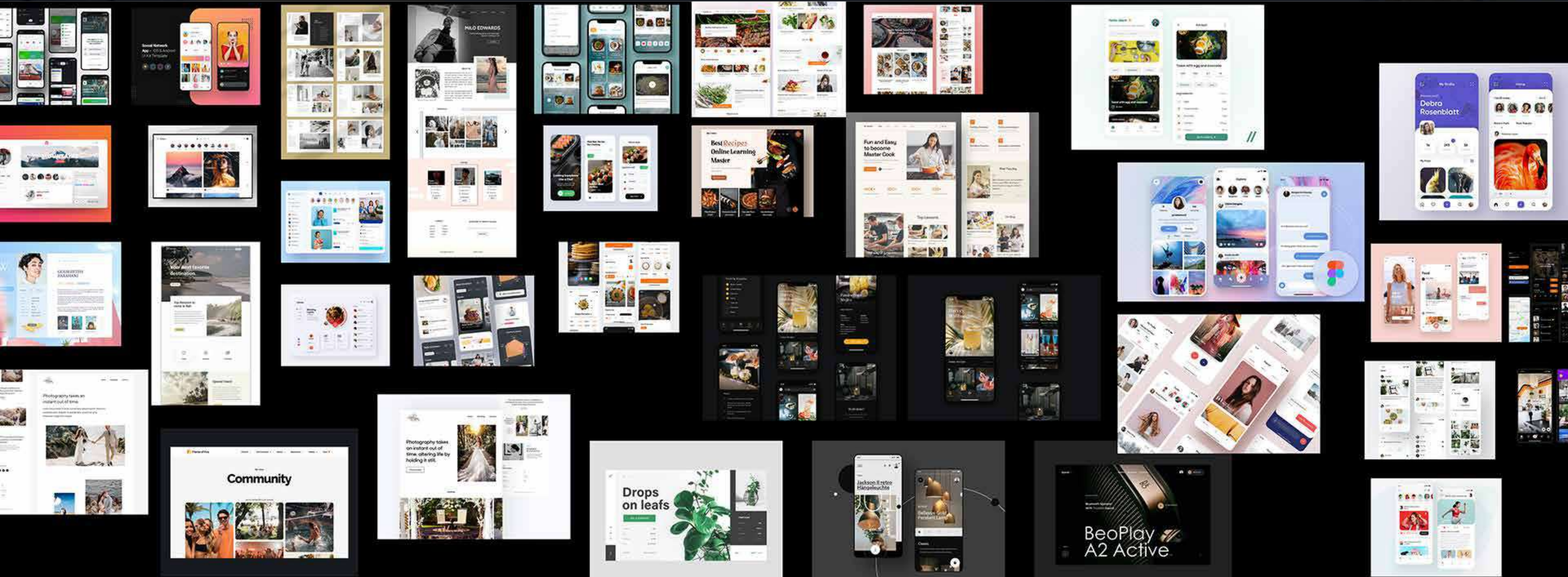


# UI Style Guide

# UI Style Guide

## Mood Board

Mood Board





# FOODSIES

CREATION AND COMMUNITY



# UI Style Guide

## Style Guide

UI Style Guide




**Color Palette**

Primary | Orange  
#F6A020

Secondary | Light Orange  
#F9C99C

Black | Cool Black  
#4A4030

Grayscale swatches: 80%, 60%, 40%, 20%, 10%, 5%

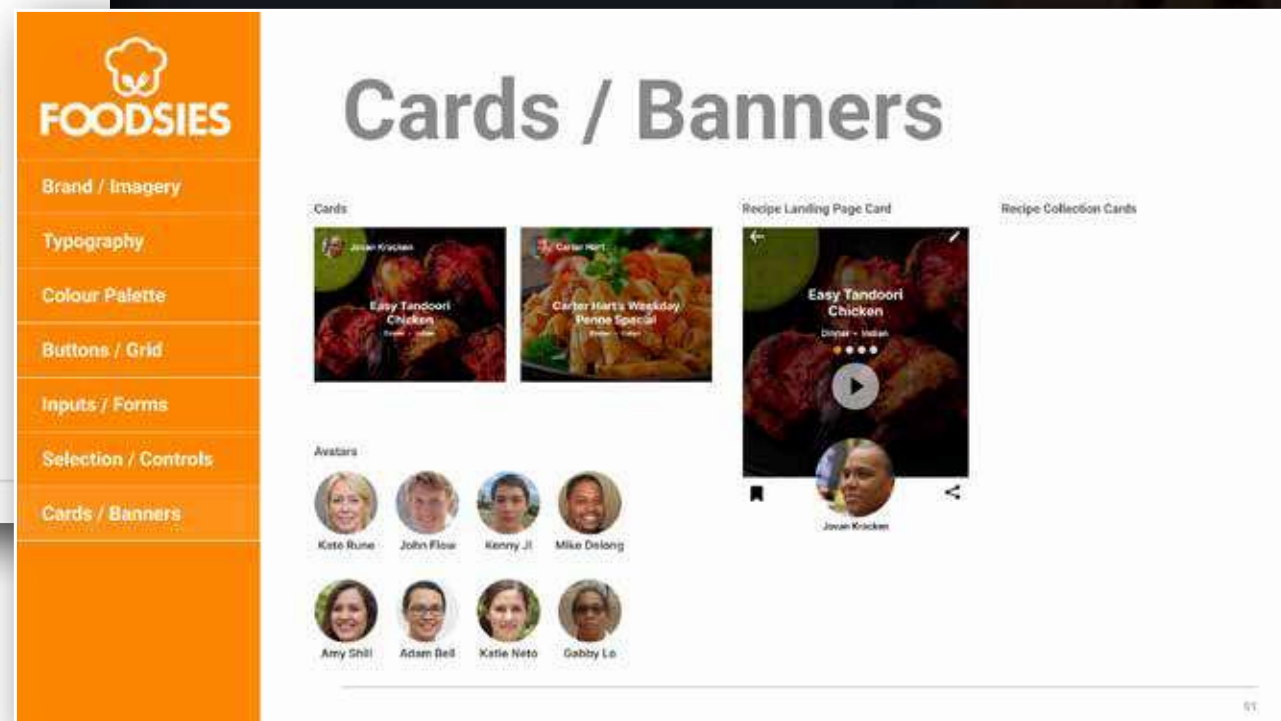


**Brand / Iconography**

Brand / Imagery

Photography / Imagery

Iconography



**Cards / Banners**

Cards

Recipe Landing Page Card

Recipe Collection Cards

Avatars

Kate Bunn, John Floss, Manny Ji, Mike DeLong, Amy Shi, Adam Bell, Katie Noto, Gabby Lo, Jane Kicken



**Typography**

Roboto

H1 Heading

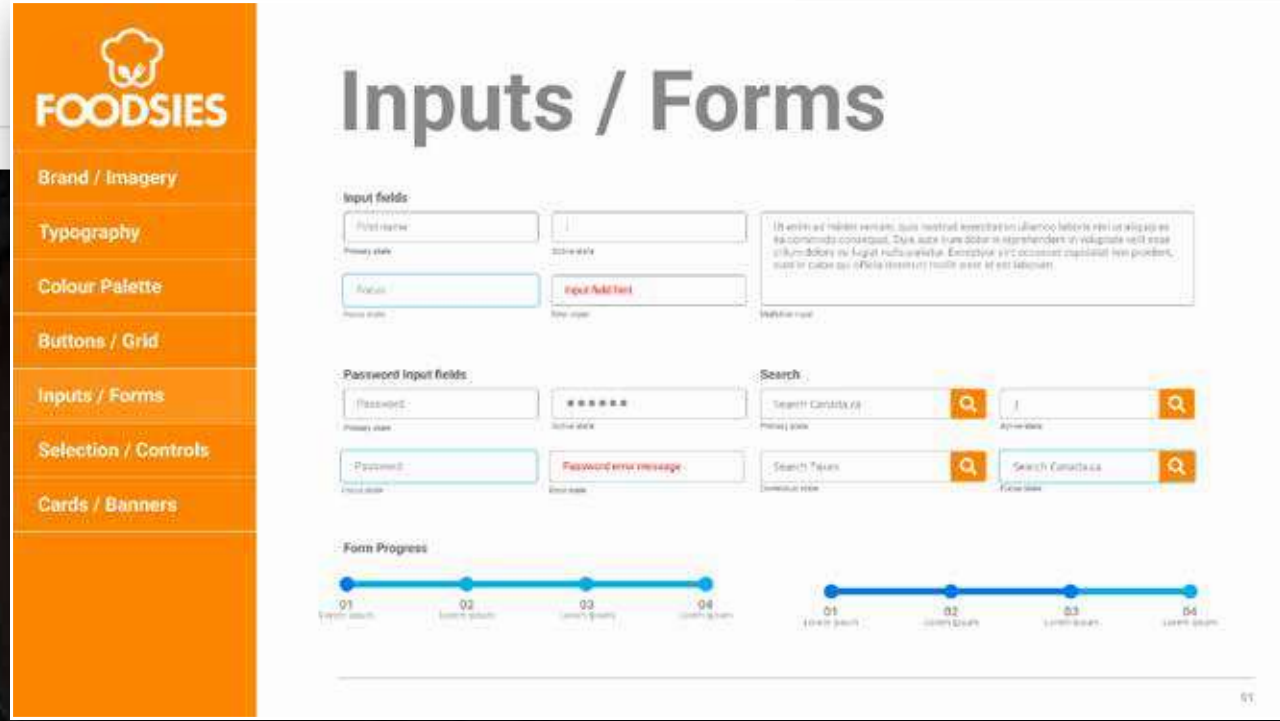
H2 Heading

H3 Heading

H4 Heading

H5 Heading

H6 Heading



**Inputs / Forms**

Input fields

Password input fields

Form Progress



**FOODSIES**

CREATION AND COMMUNITY

Style Guide

View now

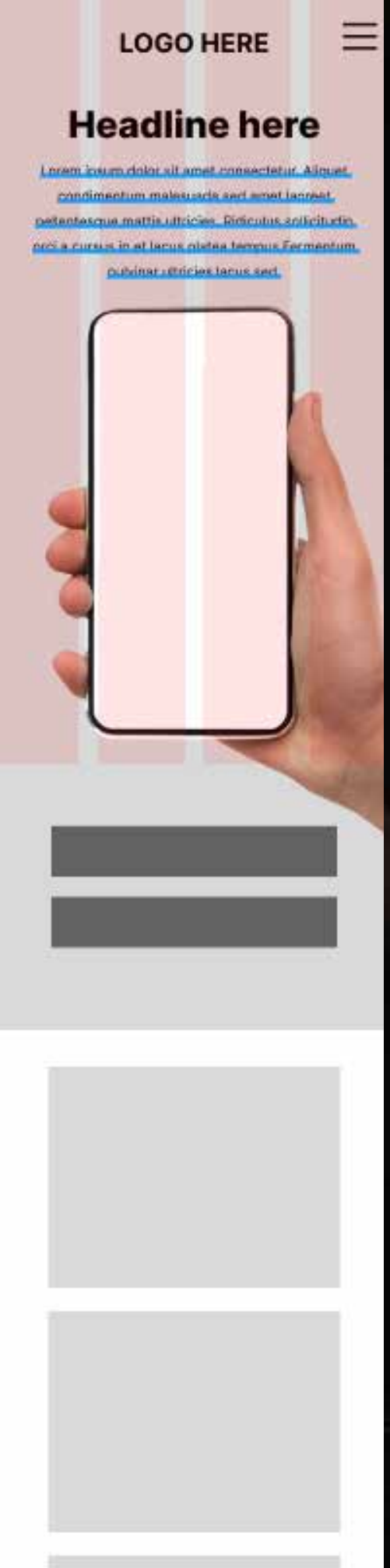
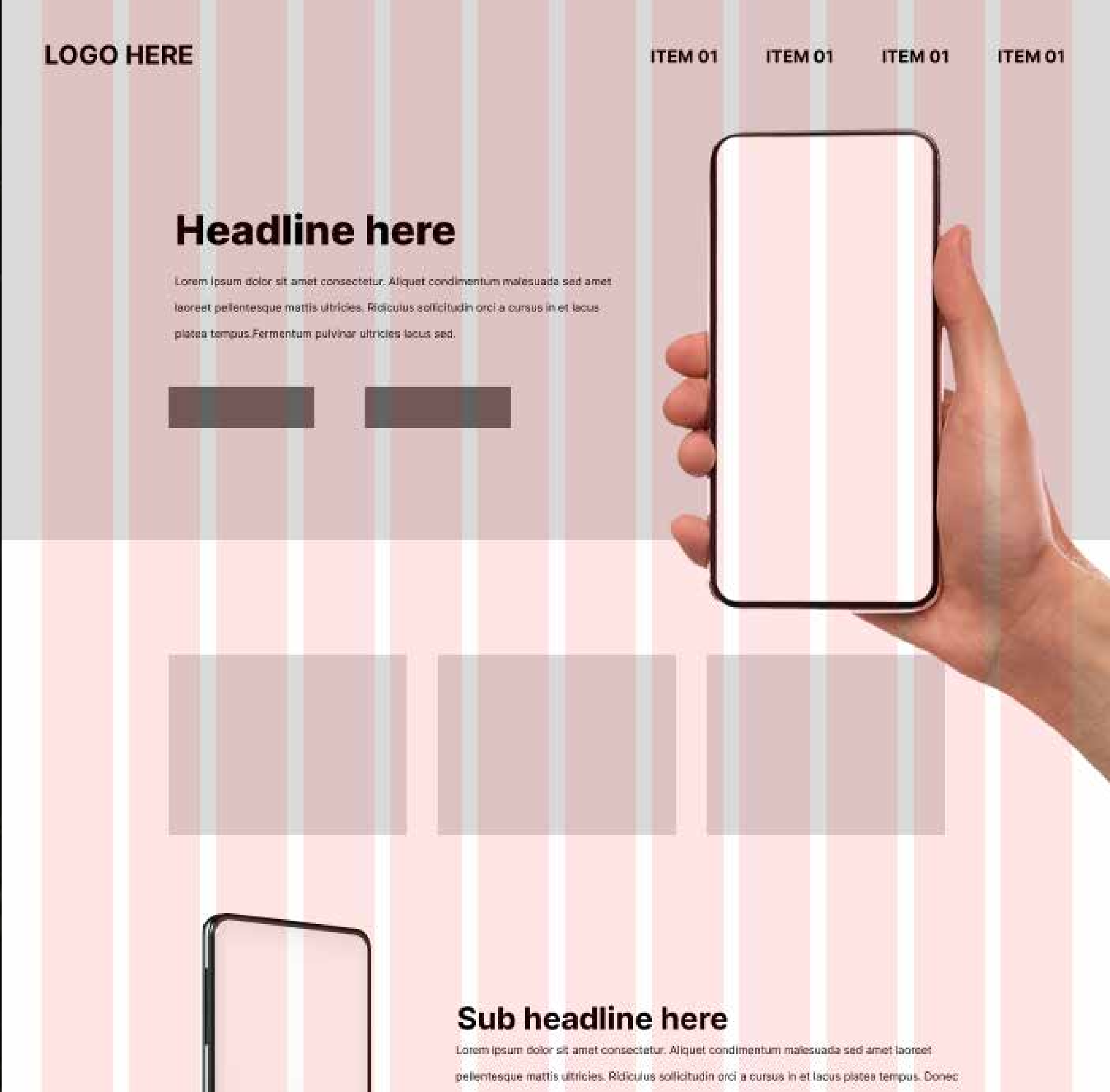


# App Landing Page

# Responsive Landing Page

Front-end Development | Lo-fi Wireframe

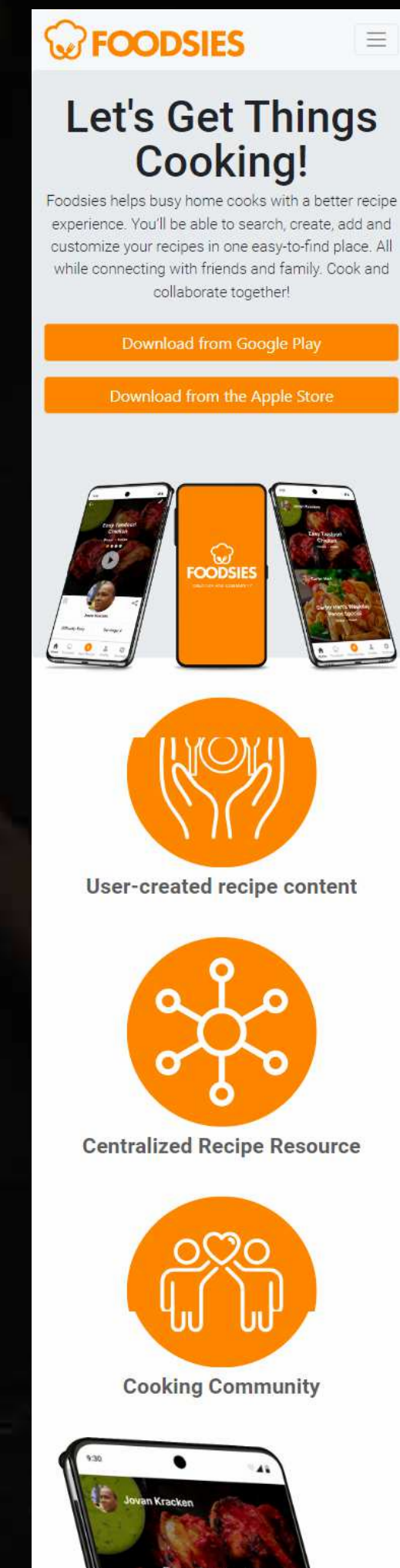
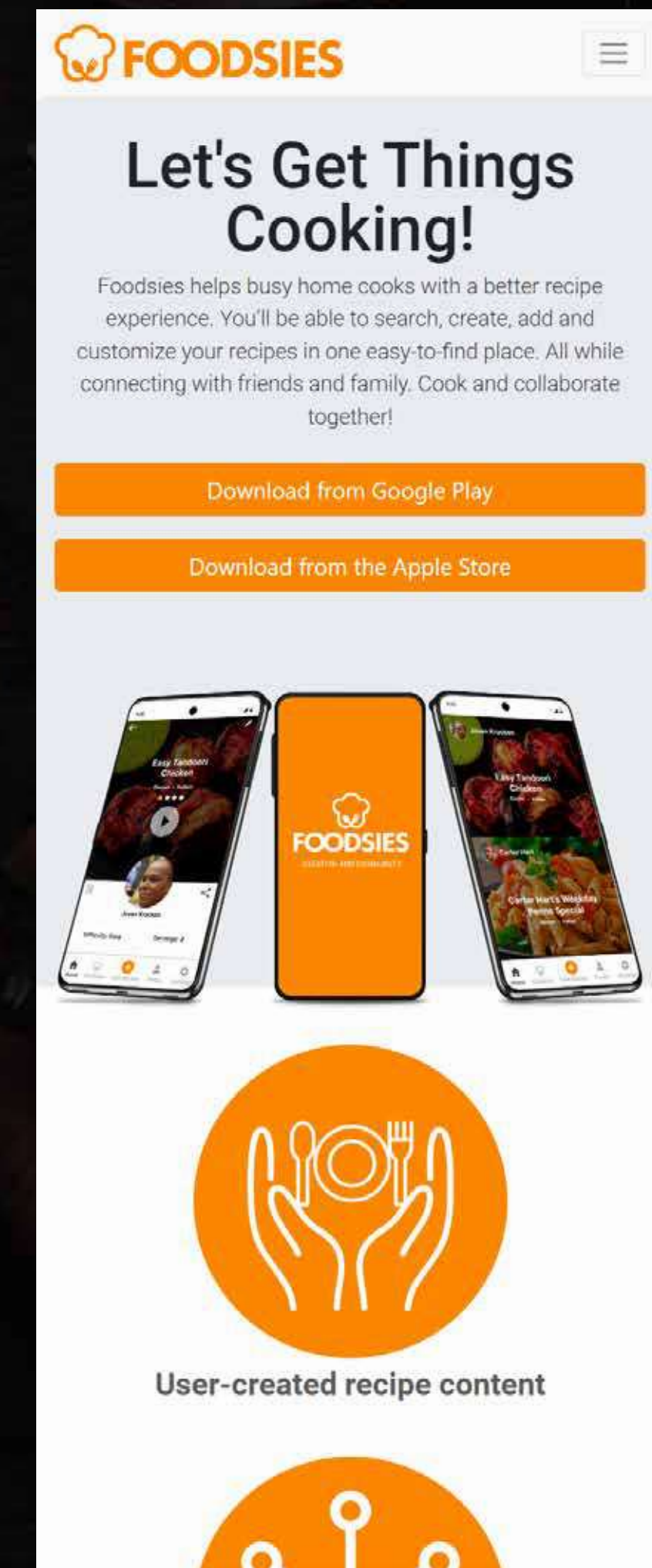
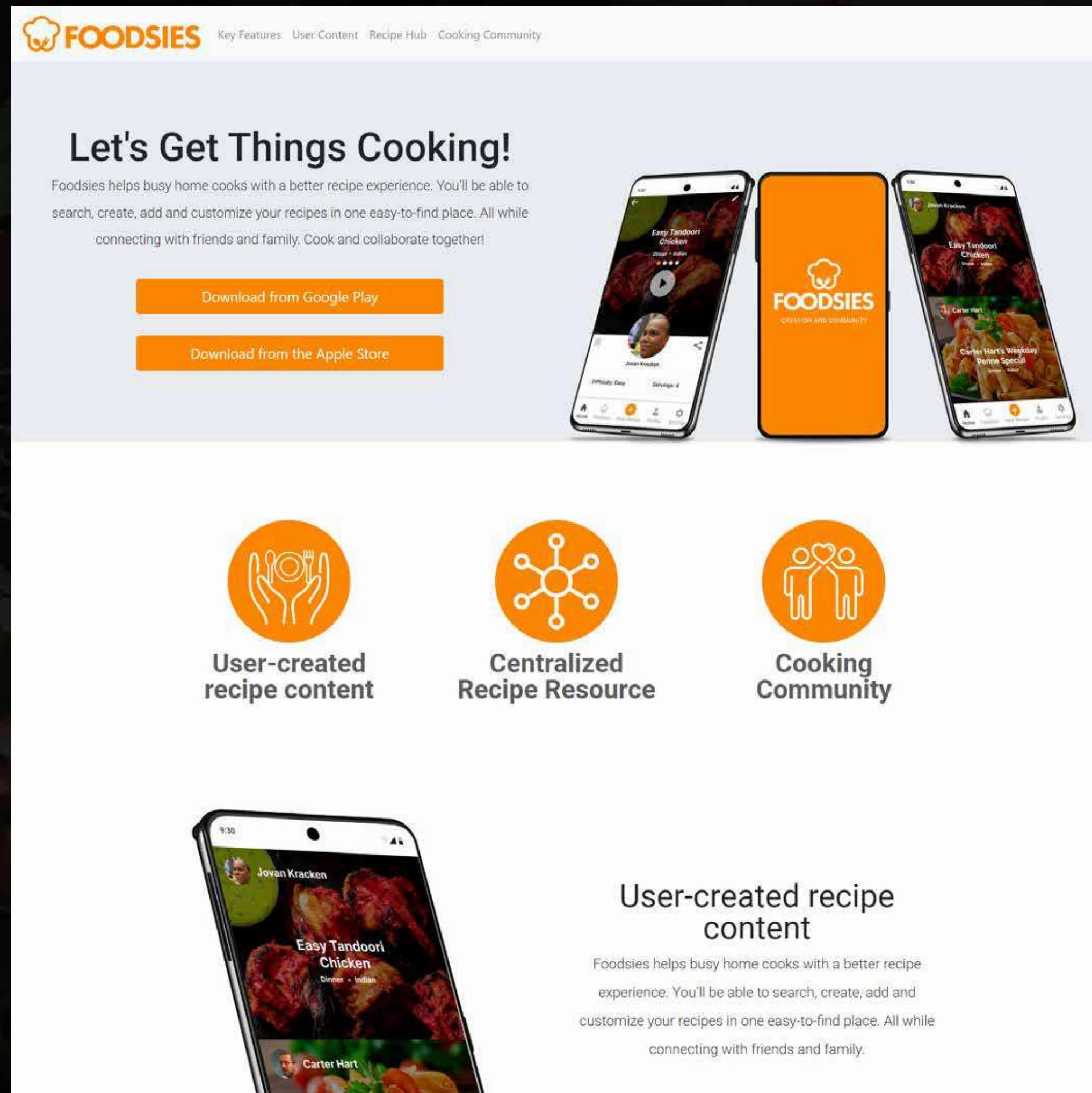
Lo-fi Wireframe



# Responsive Landing Page

## Front-end Development

[Landing Page | Github](#)  
[Github Repo](#)



# Summary

- Initial research, testing, analysis and prototype iteration cycle has enabled me to move towards a minimum viable product that will help the stakeholder visualize what the product can be.

# Looking Forward

- Continue to refine MVP product
- Test with focus group for impressions
- Communicate with stakeholder to create development plan + sprints
- Basic functionality and backend integration + admin features
- Explore viability of a scalable product for mass appeal
- User-driven content creation, including personalities and influencers