

Case Study

Cindy Castillo Lake

Role: Lead UX Designer, UX Researcher

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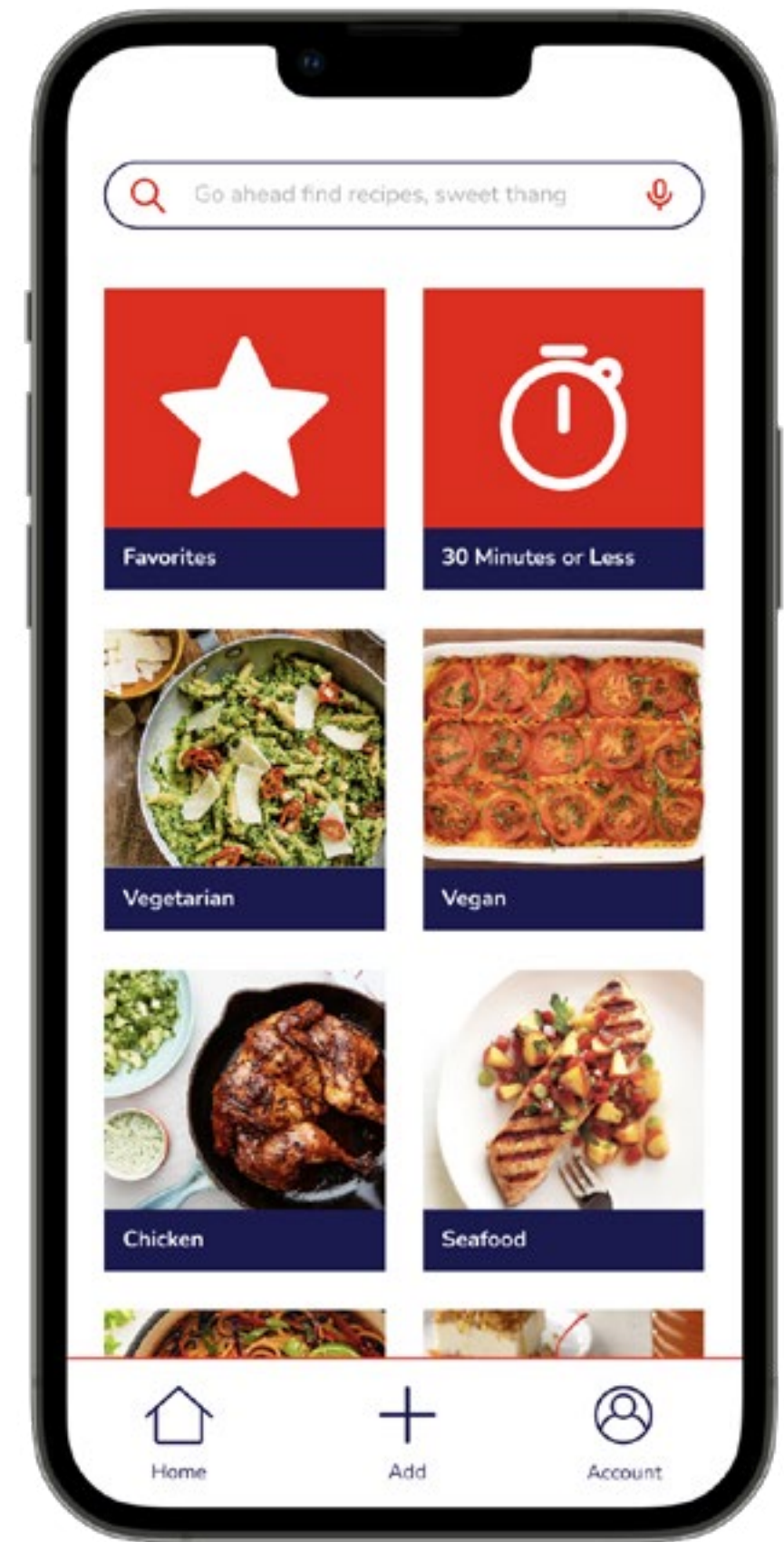
Project Overview

The product: SanChef

An app that allows you to save, organize, categorize, and share your recipes from one central place; perfect for cooking lovers.

Project Duration:

Janurary 2022 - December 2022



Project Overview

The problem:

People do not have a central place to keep their recipes, organized, and easy to access.

The goal:

Create a recipe organizer app that makes keeping and organizing recipes easy, simple, and accessible.

Project Overview

My role:

- Lead UX designer
- UX researcher

Responsibilities:

- User research
- User Testing
- Wireframing
- Prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User Journey

User research: summary

I utilized Google forms to prepare a survey aimed at people who cook and like to follow recipes. Through my research I found:

Primary Group

Users that find recipes online and alter them but have no time to organize the recipe in one central place

Secondary Group

Users that have old family-written cookbooks

Some assumptions I had before the results came in were:

- People would site issues with finding the recipes.
- Issues with the way the recipes were explained.
- Comments about difficulty writting the recipes.

The assumptions I made changed after conducting my research:

- There was no issue on how to write recipes.
- There were mentions of family books and the conditions of them.
- No issue with the explanation of the recipe but instead with the formating.

User research: pain points

1

Pain Point

Online Recipes do not allow users to save any changes made to the recipes because they are only meant to show information not to keep track of any modifications made by the user.

2

Pain Point

There is a need to digitize old family cook books. Users want access to recipes that are not online but instead in old family books that are falling apart.

3

Pain Point

Calculating measurements for bigger serving sizes is a concern for the users and organizing all the recipes in one place.

Persona: Victor



Age: 30
Gender: Male
Education: Bachelor's degree
Hometown: Kansas City
Occupation: Marketing Manager

Goals:

1. Organizing his recipes
2. Reduce time spend figuring out measurements when cooking for more people.
3. Easy way to keep tract of modifications to the recipes.

"I have a terrible organizational system for keeping all my recipes, so bad that I text myself screenshots of online recipes just to keep them accessible."

Frustrations:

1. No organization system in place and no way to keep tract of any changes he makes to the recipe.
2. When cooking for a group he has to figure out the measurements for the recipe.

A Marketing Manager with a busy schedule needs a way to organize recipes because he likes to cook but has a hard time keeping them organized and in one place.

Victor is a busy 30-year-old Marketing Manager from Kansas City who finds recipes in his downtime but lacks the time to organize them. He finds recipes online and modifies them to his likes but finds keeping track of those things difficult. He wishes he had his favorite recipes at his fingertips without having to open or look through his photos or messages. Cooking for a group of people can be difficult because he needs to do the math to figure out the correct ratio and measurement for the recipe. He thinks that having a useful, quick, and easy system will intensify his desire to cook.

User journey - Victor

Goal: Needs an easy-to-use recipe organizing app to keep track of modifications he makes to the recipes.

ACTION	Finds recipe online	Looking for a certain recipe screenshot	He finds a recipe online but makes adjustments to his liking
TASK LIST	<p>A. Open cooking recipe site</p> <p>B. Finds recipe</p> <p>C. takes a screenshot and sends it to himself via text</p>	<p>A. He goes inside the text messages.</p> <p>B. Spends a long time looking for a screenshot he texted himself a long time ago - his favorite recipe.</p> <p>C. After a long time of looking he finds it and has to start cooking.</p>	<p>A. Cooks the recipe but makes changes.</p> <p>B. He liked the recipe more because of the changes.</p> <p>C. Does not know how to save the changes to the recipe to recreate it at a later time.</p>
FEELING ADJECTIVE	<p>Excited: Having another recipe he likes to cook in the future.</p> <p>Hope: He hopes he can find the recipe fast next time he needs it.</p>	<p>Tired: He is tired from looking at so many images. He wishes his screenshots were organized by categories specially the ones he favorites the most.</p>	<p>Upset: He wished he could recreate the recipe the way he made it that time since the recipe came out better than the last time.</p>
IMPROVEMENT OPPORTUNITIES	<p>App will allow people to import recipes they find online.</p>	<p>The app will allow him to star his favorite recipes for easy to find access.</p>	<p>The app will allow him to make changes to the recipes he finds online and make it his own.</p>

Persona: Miranda



A UX Designer who needs a recipe book that allows her to turn written text into digital form because she would like access to her favorite family recipes.

Age: 20
Gender: Female
Education: Bachelor's degree
Hometown: California
Occupation: UX Designer

Goals:

1. To turn the written cook books into digital form.
2. To organize and categorize the recipes in a platform that allows her to also share it with others.

"The cookbooks are falling apart, hard to read, and hard to share"

Frustrations:

1. The cook books passed down by her family are falling apart, hard to read, and not easy to share.
2. She wants to access the recipes whenever she wants but has to ask her mother for images of the recipe

Miranda is a 20-year-old UX Designer from California who is living away from her family for the first time. Her family has old cookbooks that are "falling apart, hard to read, and not easy to share." Currently, her mother is the keeper of the books, if anyone in the family wants a recipe they ask her mother in which case she shares a picture of the recipe. Being away from home has made her miss the recipes but finds it annoying having to ask her mom for the recipes when she can't remember all of them. In the past, she has tried to rewrite the recipes in a Google doc but it was too time-consuming and now that she is away it seems impossible.

User journey - Miranda

Goal: To have access to her family cookbook wherever she is and to organize the recipes.

ACTION	Wants a recipe	Can't remember the recipe she wants	Cooking for friends
TASK LIST	<p>A. Text her mother to send her a screenshot of a recipe.</p> <p>B. Has to wait for her mom to get home and take the image.</p> <p>C. Receives image later on in the day.</p>	<p>A. Asks her mother if she can remember a certain recipe.</p> <p>B. The texting goes back and forth trying to figure out the recipe.</p> <p>C. After a few screenshots the mom figures out the recipe she is looking for and shares it.</p>	<p>A. finds the screenshot of the recipe she wants to cook.</p> <p>B. The recipe serves only two people.</p> <p>C. She has to figure out how to triple the recipe for a group of people.</p>
FEELING ADJECTIVE	<p>Happy: Can get started on cooking the recipe</p>	<p>Determined: to figure out which recipe she can't remember.</p>	<p>Unsure: She is unsure of how the food will turn out because she has to try and figure out the measurements for the ingredients.</p>
IMPROVEMENT OPPORTUNITIES	<p>The app will allow her mother to scan the images of the recipes and share it with her daughter</p>	<p>Finding the recipes on the app will be easier because it will generate categories and allow her to edit them as well.</p>	<p>The app will re-measure the ingredients based on what serving size she chooses.</p>

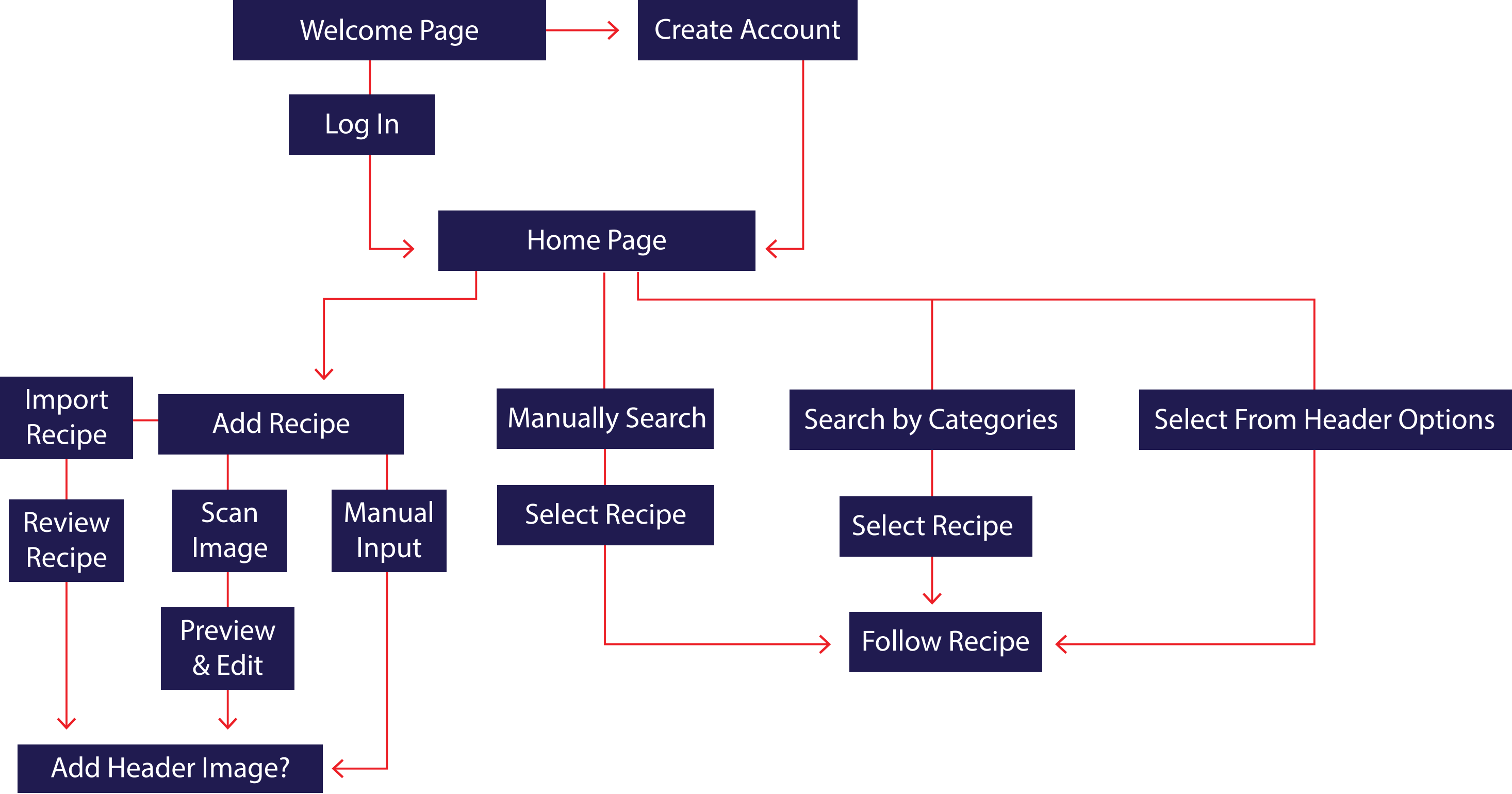
Mapping and developing

- Flow chart
- Site map

SanChef will allow users to **upload recipes in 3 different ways** and **automatically categorize** the recipes. Users will **favorite** the ones they like for easy access and allow them to **share** the recipe with others.



Site map

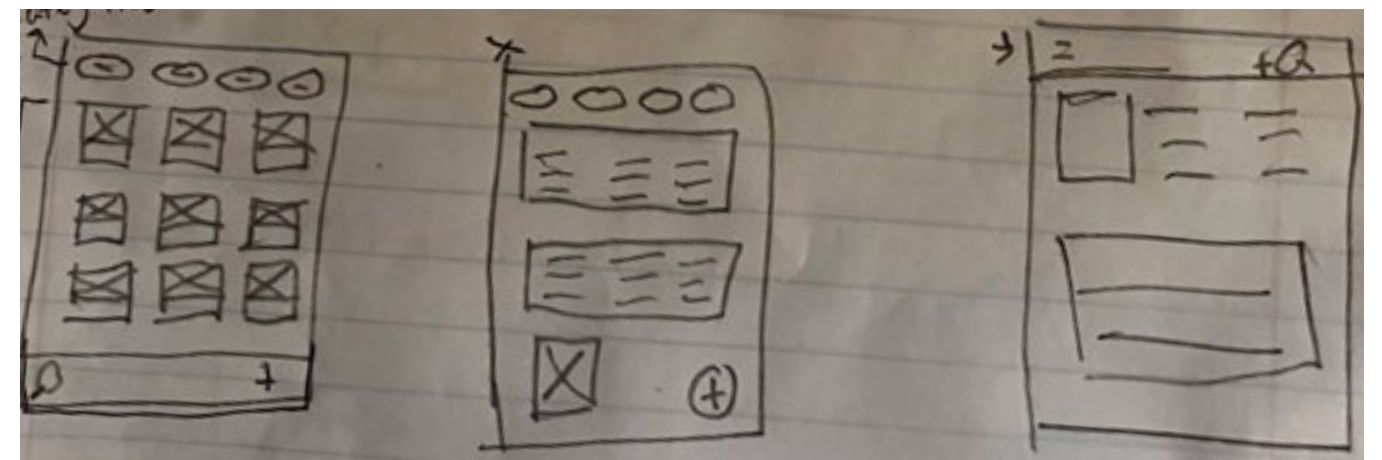
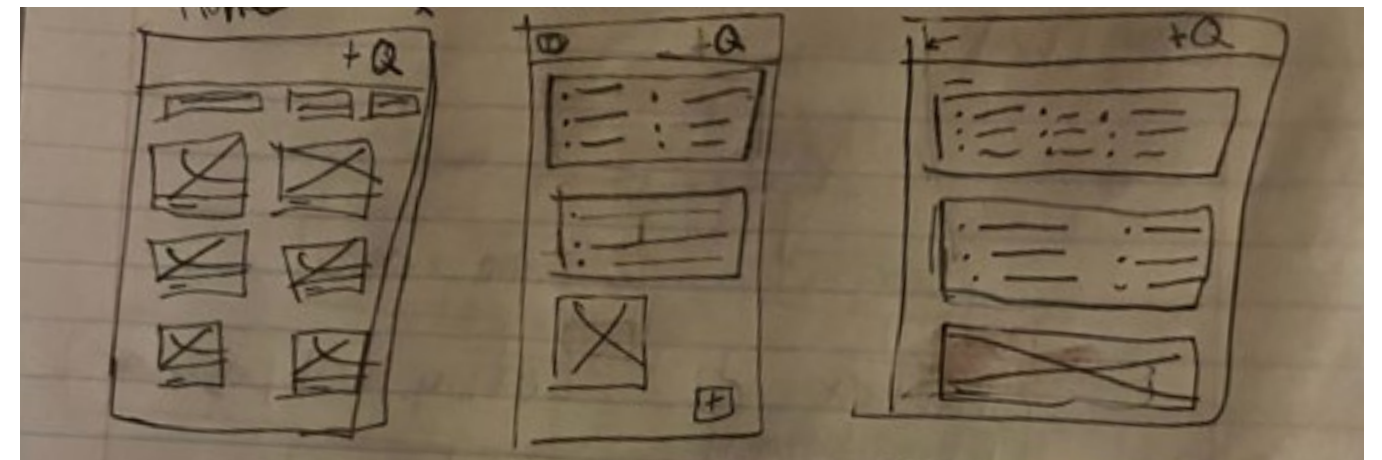
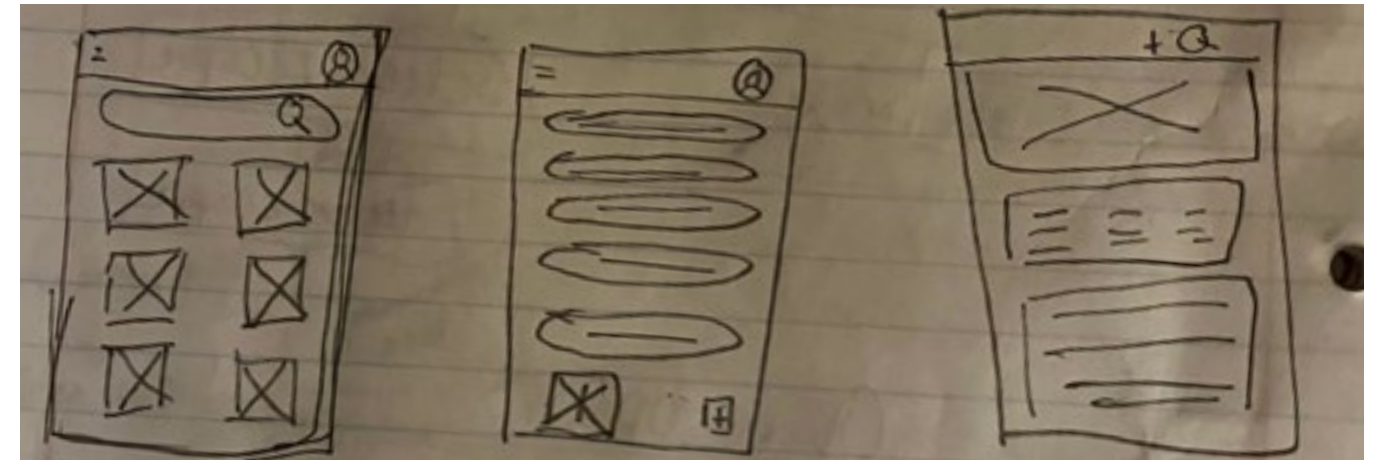


Starting the design

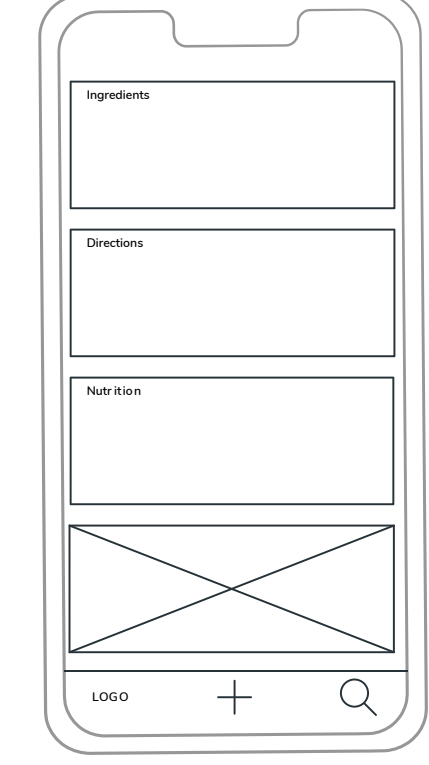
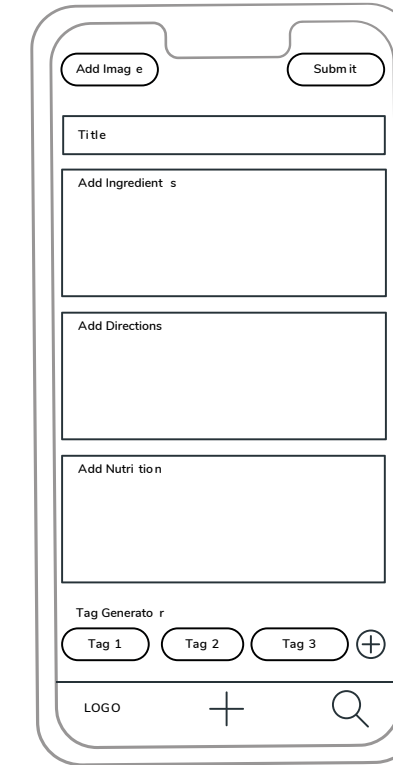
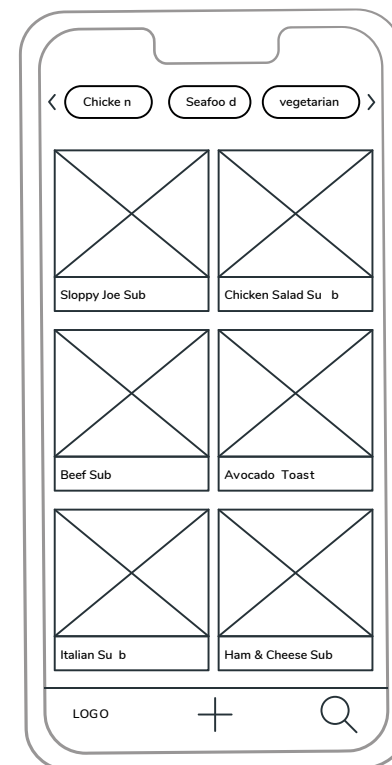
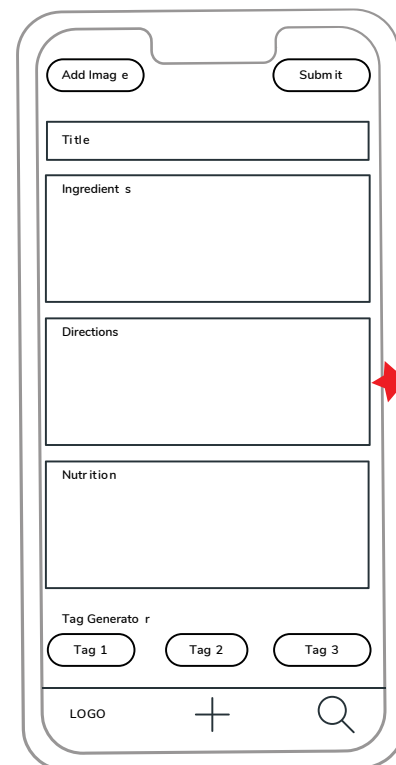
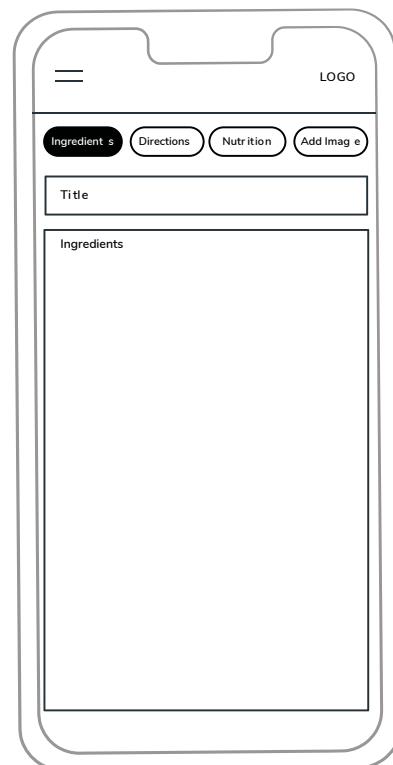
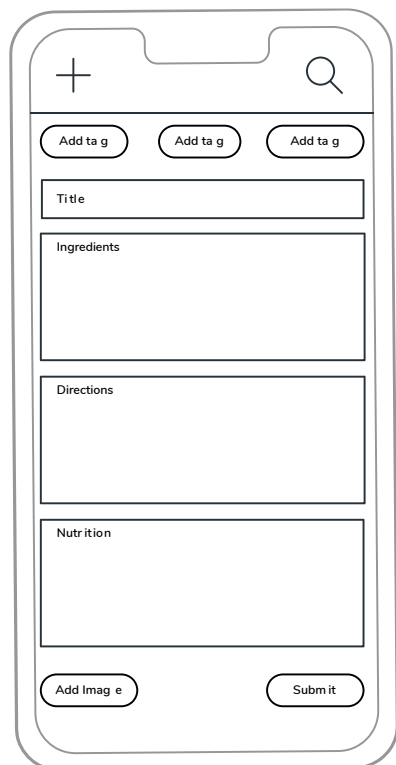
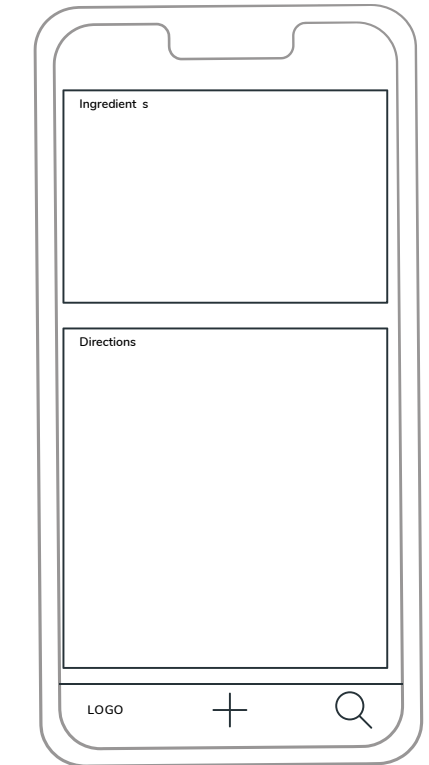
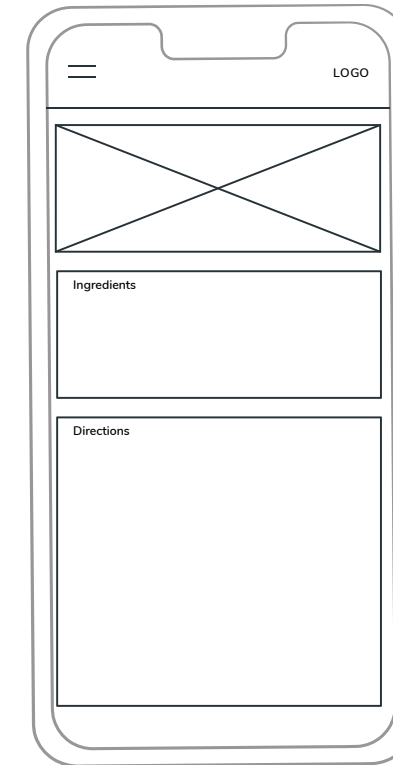
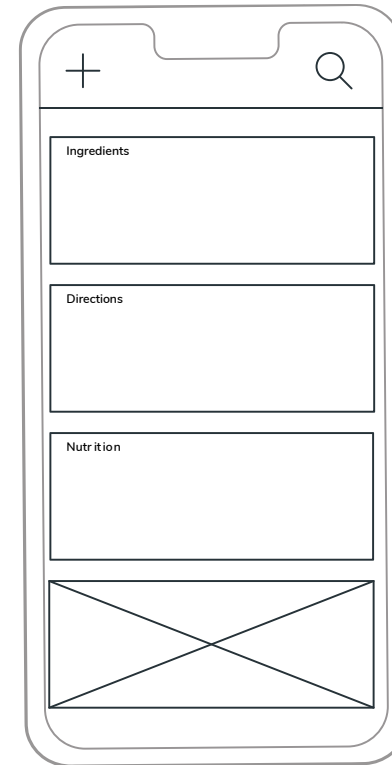
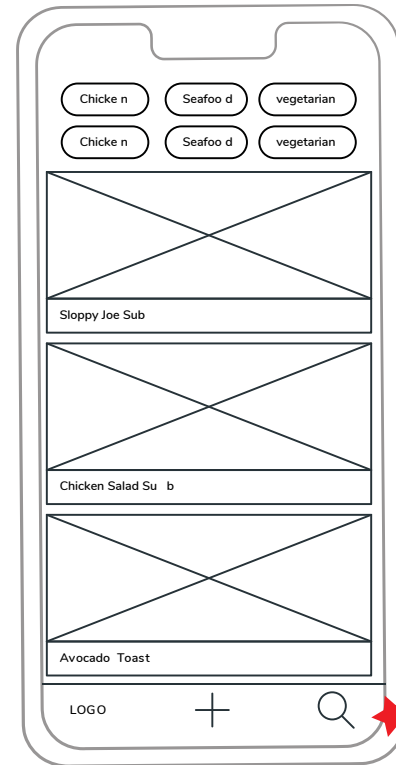
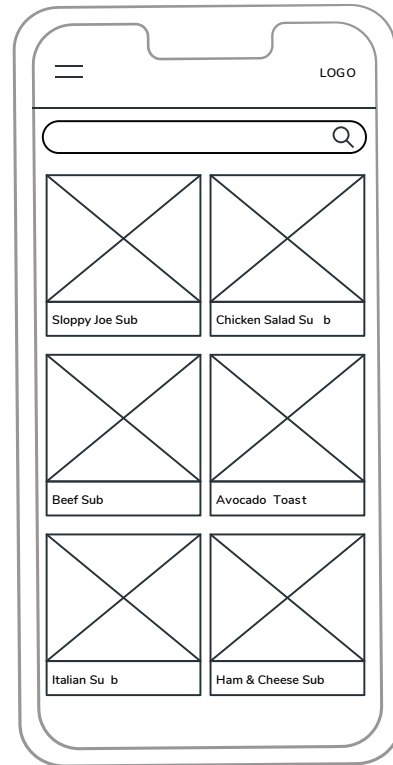
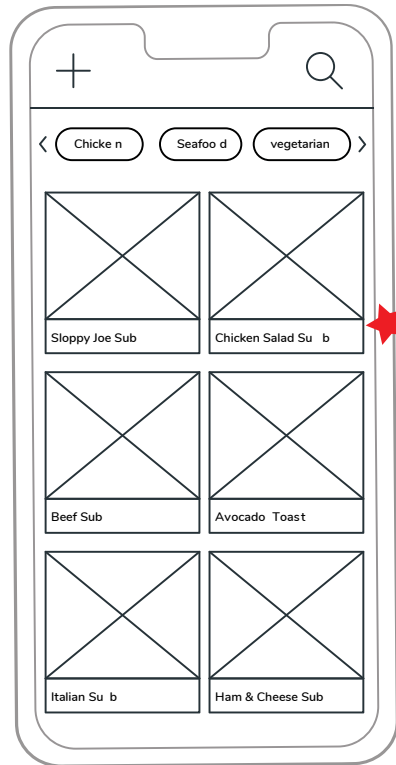
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies
- Low-fidelity prototype upgrades

Paper wireframes

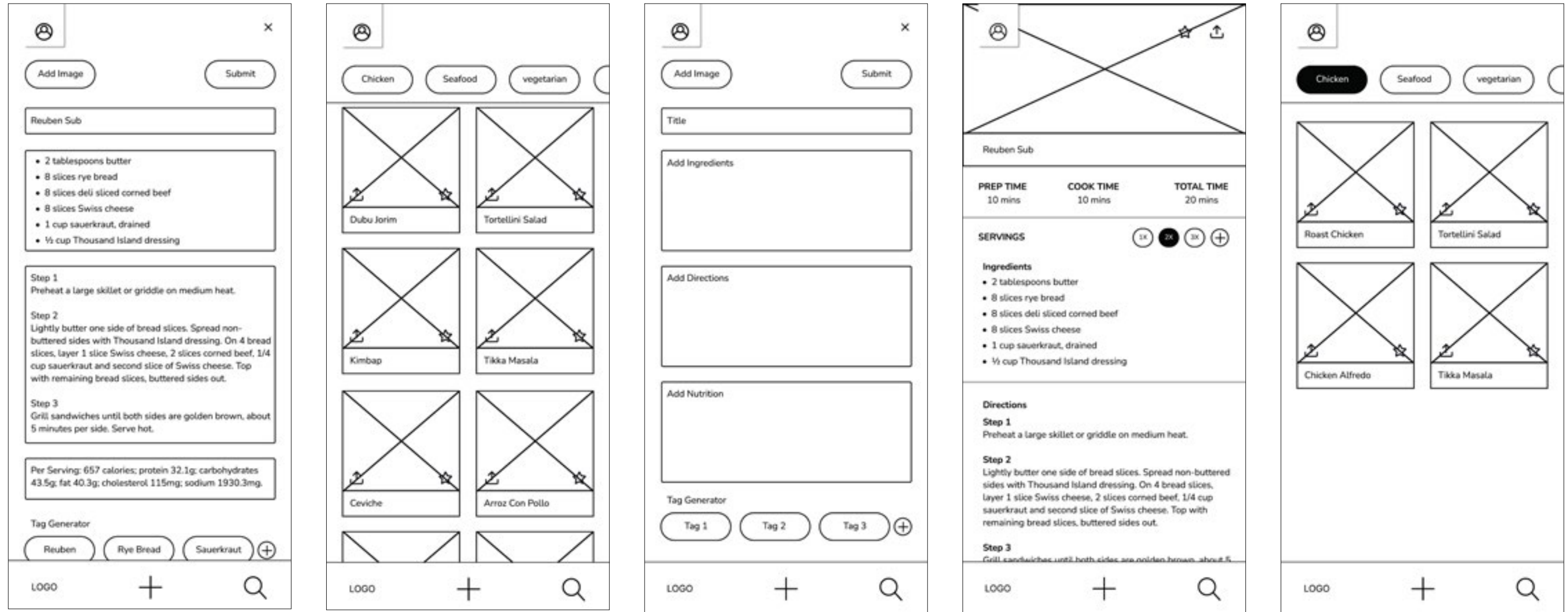
The app has to be easy to navigate and visually motivating.



Digital wireframes



Low-fidelity prototype



The prototype can be found here: <https://www.figma.com/proto/1Om3aCe0eWzeTpevDUOgLn/Recipe-Organizer-App?node-id=9%3A72&scaling=scale-down&page-id=0%3A1&starting-point-node-id=9%3A72>

Usability study insights - round 1

Goal: To understand what specific challenges the users might face in the adding, organizing, and finding process. The prototype can be found [here](#).

Round 1 Findings

It was observed that **5** out of **5** participants had trouble finding the home button. This means that I have to make the icon something more obvious.

It was observed that **3** out of **5** participants had trouble finding the edit button. This means that I have to change the location of the button.

It was observed that **2** out of **5** participants complained that the text was too small. This means that I have to make the text bigger and add more hierarchy.

P0

Text was too small

Multiple participants found that the prototype needed hierarchy for important information and bigger text

"The text is small if I look fast it is hard to see info"

Recommendation
Make text bigger and implement hierarchy

P1

Homepage button was hard to find

All participants were unable to find the homepage button. The icon was not a good representation of the home button

"How do I go to the main page? Is this the home page?"

Recommendation
Change the home icon to one more commonly used

P2

Edit button was hard to find

According to the study the button's position was too low in the screen

"Hmm, I do not see it... where would I go?"

Recommendation
Move the edit button to the top of the page.

Low-fidelity prototype upgrades

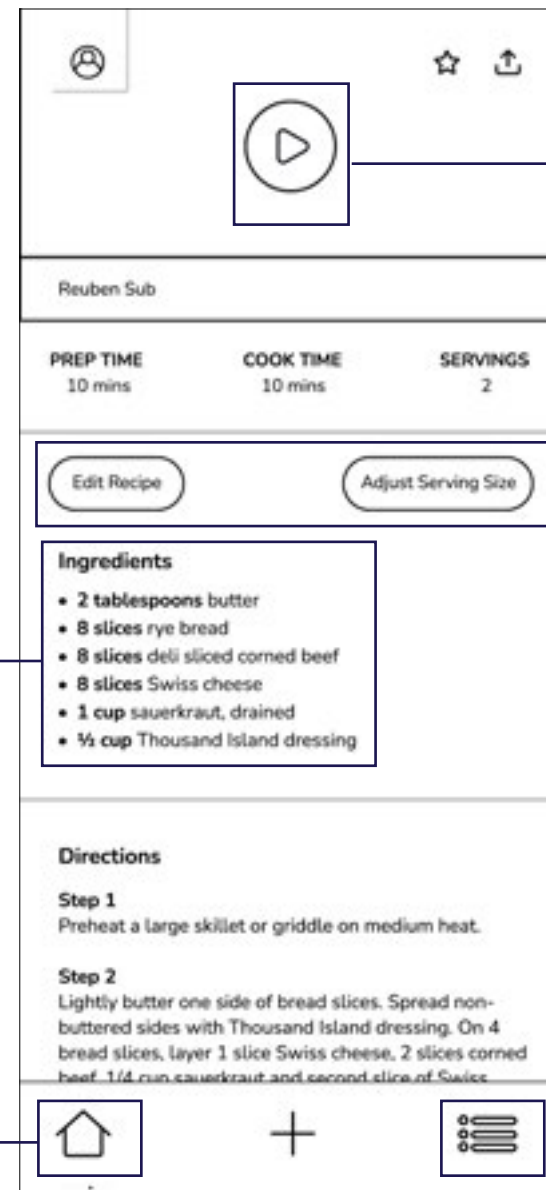
After the first round of usability testing I made the following improvements to the prototype.



Old Prototype

The text is bigger and makes important info easier to find by bolding it

The home button uses a more obvious icon this way users will have no trouble finding it

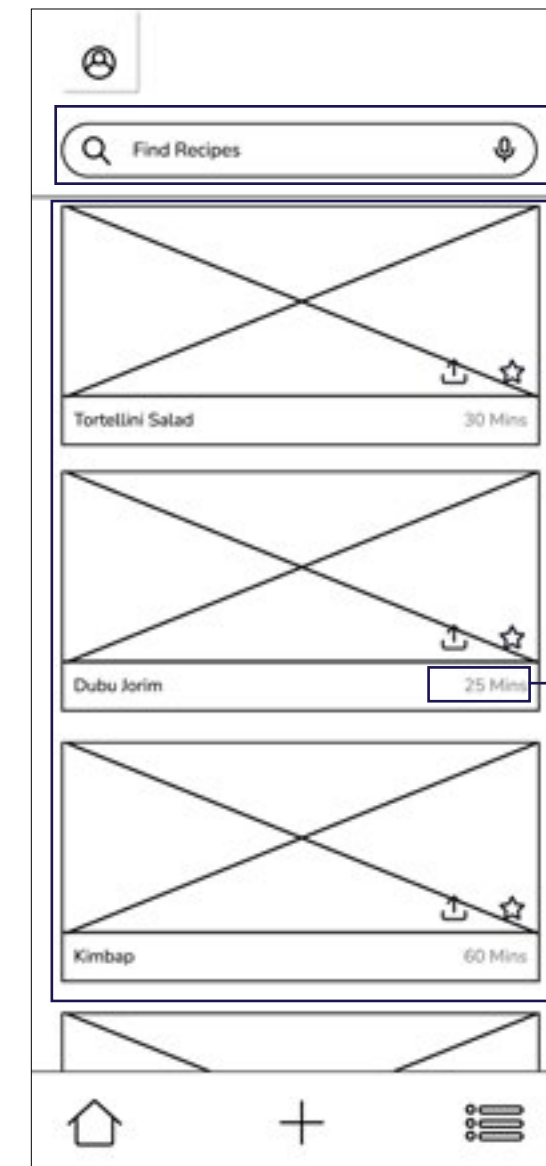


New Prototype

Users will be able to import video and images to the recipes

The edit button is at the top serving size is now a more easy to understand button

Users will be able to see recipes based on categories quicker with this added button



New Prototype

A more accessible and easy to find search button

Less options per screen to lower the choice overload

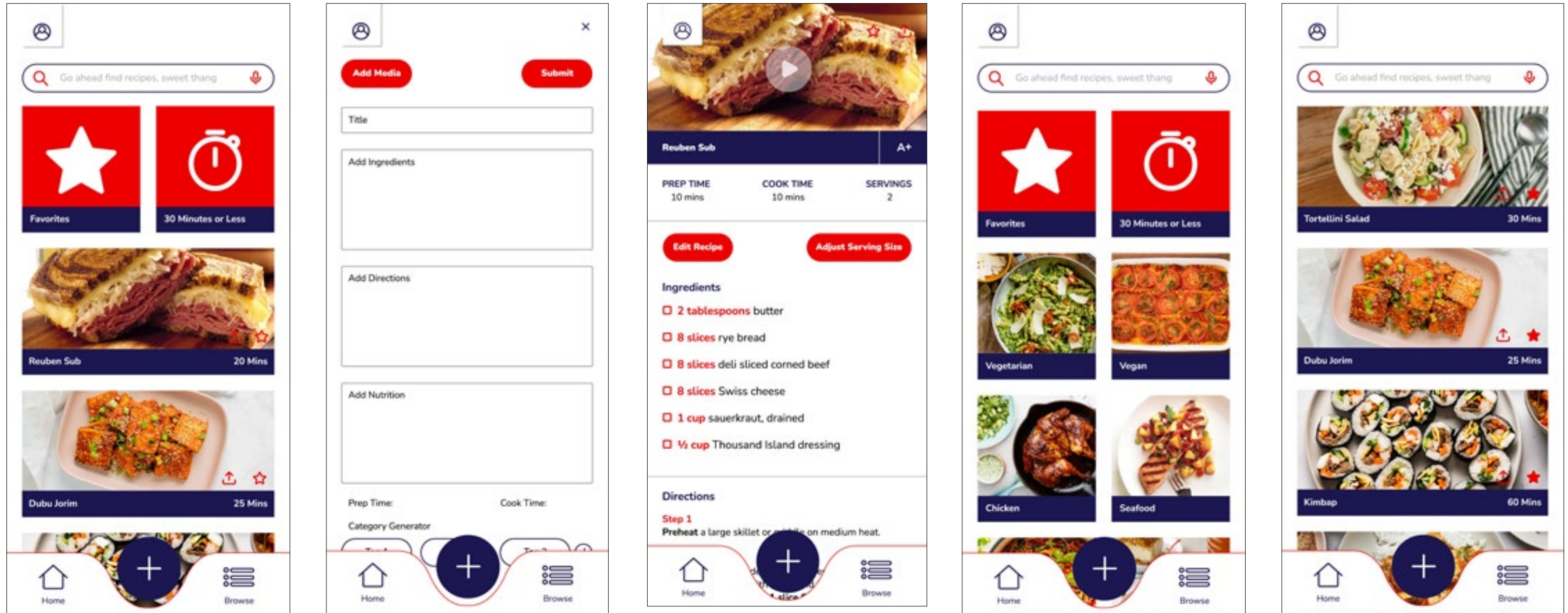
More added info at first glance for easier decision making from home page

The prototype can be found: <https://www.figma.com/proto/1Om3aCe0eWzeTpevDUOgLn/Cookbook?node-id=198%3A1309&scaling=scale-down&page-id=198%3A1036&starting-point-node-id=198%3A1309>

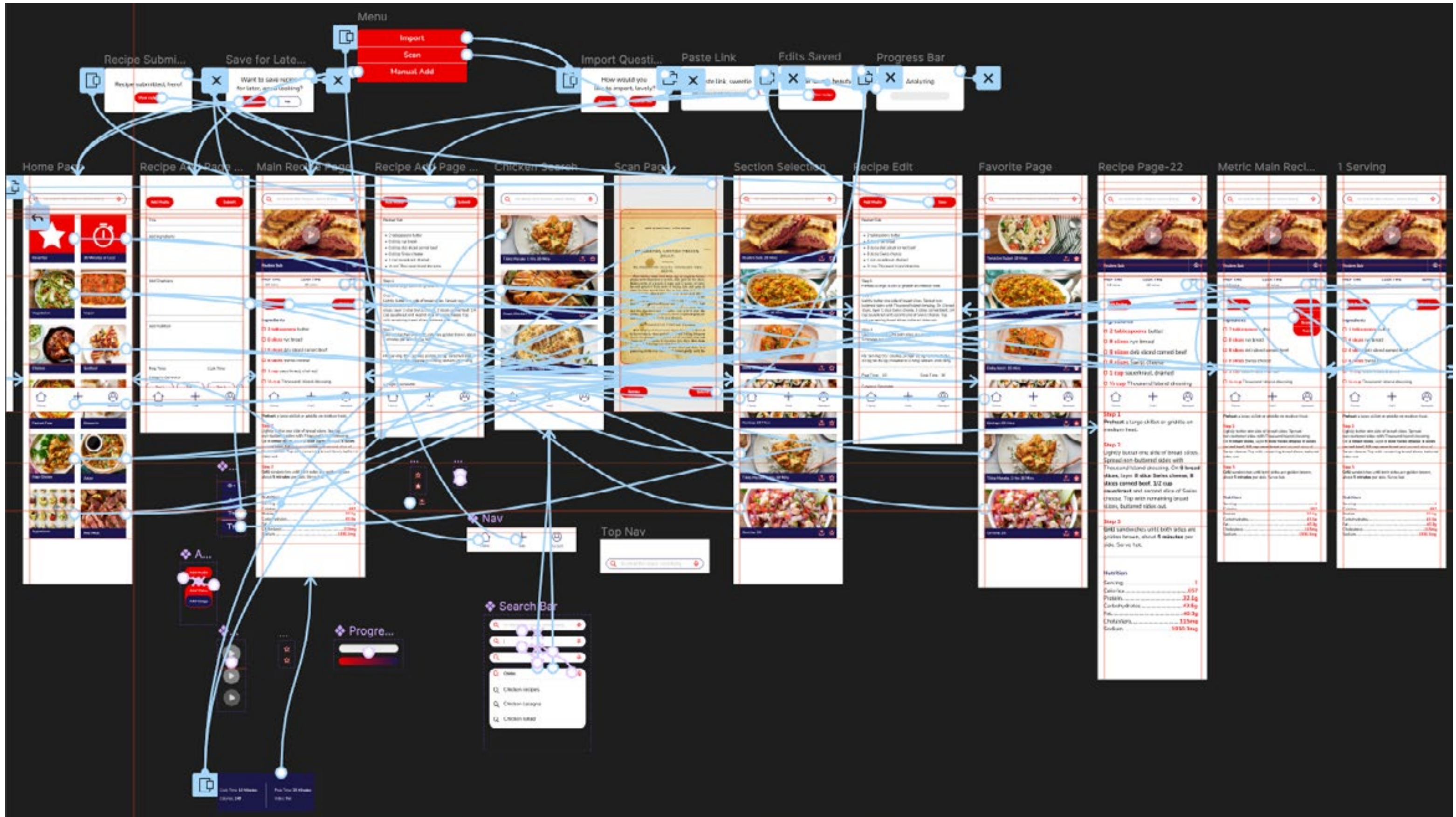
Refining the design

- Mockup
- High-fidelity prototype
- Usability study insights - round 2
- High-fidelity prototype upgrades
- Accessibility

High-fidelity mockups



The prototype can be found here: <https://www.figma.com/proto/1Om3aCe0eWzeTpevDUOgLn/SanChef?node-id=251%3A1462&scaling=scale-down&page-id=251%3A1251&starting-point-node-id=251%3A1462>



Usability study insights - round 2

Goal: To see if the new updates help improve the challenges the users had the first time around and to see if the adding, organizing, and finding process is easy. The prototype can be found [here](#).

Round 2 Findings

It was observed that **4** out of **5** participants had trouble finding the button to adjust the size. This means that I have to make the icon more obvious.

It was observed that **4** out of **5** participants did not understand the browse page and felt it was too similar to the home page. This means that I should combine the browse and home page.

It was observed that **3** out of **5** participants complained that the bottom navigation bar was distracting from other buttons. This means that I have to use a more standard navigation bar.

P0

Nav bar is distracting

Multiple participants found that the nav bar was distracting from the other action buttons and from the info

“This giant button is getting in the way of reading the recipe”

Recommendation

Use a more conventional nav bar

P1

Browse page confuses users

Most participants thought that the home page and browse was the same page

“Oh it is not the same thing? I thought this was a home page too”

Recommendation

Change the home icon to one more commonly used

P2

Users didn't find the button to adjust the size

According to the study the button looked like a rating and not a button to make the text bigger

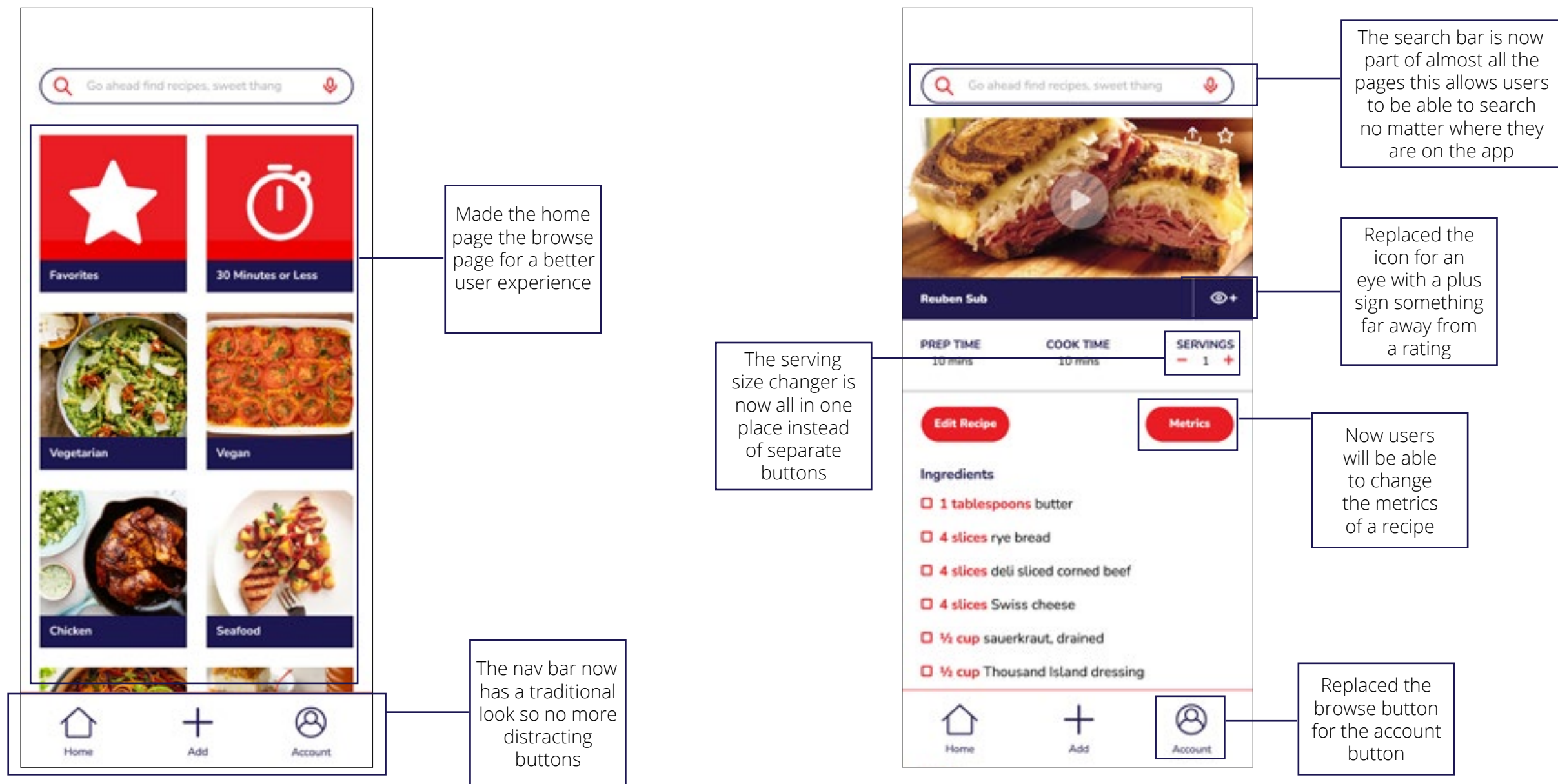
“thats a button? looks like a rating to me.”

Recommendation

Create a different icon for the button one that does not look like a rating

High-fidelity prototype upgrades

After the first round of usability testing I made the following improvements to the prototype.



The prototype can be found here: <https://www.figma.com/proto/1Om3aCe0eWzeTpevDUOgLn/SanChef?node-id=519%3A3141&scaling=scale-down&page-id=519%3A2984&starting-point-node-id=519%3A3308>

Accessibility considerations

1

Quick text enlargement button

When viewing the recipe the user will be able to quickly make the text bigger by clicking a button.

2

Voice search

Users will be able to search by speaking into the search bar for users that have trouble typing.

3

Accessible colors 4.5:1

The colors used on the app are web accessible and have enough contrast for users.

Going forward

- Takeaways
- Next steps

Takeaways

Impact

The app is easy to use and meets the needs of the users.

One of the quotes from usability testing:

“I think the app is straightforward and easy to use with many useful features I would use it!”

What I learned

While designing the SanChef recipe app, I learned to keep an open mind to change. The first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the designs.

But most important to keep testing and keep learning!

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively adressed

2

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

Thank you for your time reviewing my work on the SanChef recipe app! If you'd like to see more to get in touch, my contact information is below:

Email: cindyc.lake2@gmail.com

Website: <https://www.cindycastillolake.com/>