Eat Gud:
A Cooking Tool For Beginners

Michael Prince

Project overview

Eat Gud:

Eat Gud is a start-up that wants to teach people how to cook their own food. By employing simple, easy-to-follow recipes and instructions, as well as straightforward navigating methods, Eat Gud wants to teach the next billion users as well as their grandparents, the joys of cooking and sharing those joys on the world wide web.

Project duration:

September 2023 - October 2023
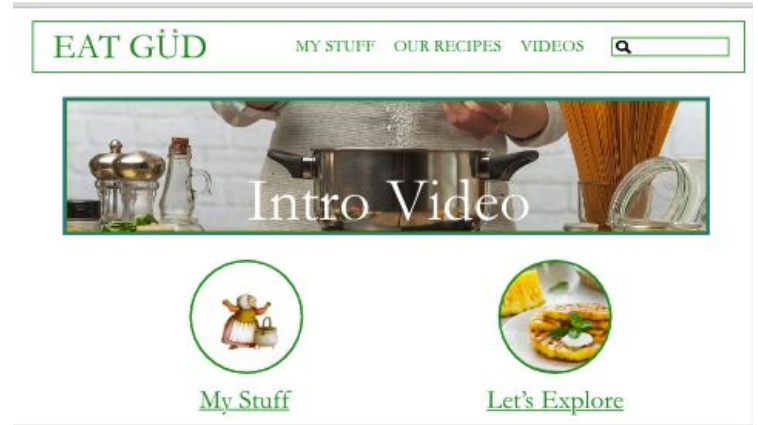
Project overview

The problem:

Users want to be able to easily access recipes, with clear and simple instructions, and not have ads or needless bells and whistles adding to the confusion. Additionally, they want some features such as importing photos of recipes and finished dishes, as well as sharing recipes with friends and family. What is the best way to make this so that everyone can use it?

The goal:

To create a multiplatform tool (Dedicated App, Mobile/Desktop Site) that is easy to use, can share and save recipes all in one place, inspire creativity in the kitchen, and above all be fun to use!

Project overview

My role:

Michael Prince: Lead UX Designer/Researcher.

Responsibilities:

User Research, wireframing, prototyping

Understanding the user

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

User research: summary

To tackle this problem, we created some user personas to identify pain points. Taking quantitative research from a survey of two dozen people who like to cook, but aren't interested in using the internet we determined what the major selling points of the app would be ability to easily upload pre-existing recipes, find new and exciting recipes, save and share those recipes with others, and have one place to keep them all.

We have a few different personas to showcase, as I initially assumed most users would be older users averse to the technology aspect. But younger users showed pain points from other points of view, such as easily being able to find recipes without long winded stories and ads every paragraph moving the recipe placement.

Google

User research: pain points

1

EASY TO USE

To accommodate the myriad users, we want the design to be easy to use for users 18-80

2

EXPLORATION FRIENDLY

Having a vast array of recipes in the database for users to discover but not to cause indecision paralysis

3

HAVING IT ALL IN ONE PLACE

Having previous recipes readily accessible, as well as ways to share with friends and family

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Persona: Strega Nonna

Goal: To easily access and organize my recipes for foods, lotions, and potions and share them with family.

ACTION	Find Recipes	Create Weekly Meal Plan	Family recipe Share	Grocery Shop	Prepare Food and eat
TASK LIST	Tasks A. Search for right book. B. Find recipe. C. Remove from book	Tasks A. Obtain recipes B. Put in list. C. Figure out what ingredients are needed	Tasks A. Find notebook/piece of paper with recipe. B. Call nephew to figure out scanner C.E-mail recipe	Tasks A. Gather ingredients B. Make list C. Go to store D. Find groceries E. Check out/pay	Tasks A. Prepare Food B. Eat it C. Clean Up
FEELING ADJECTIVE	Feelings of joy when finding proper recipe. Frustration when not knowing or finding what she wants.	The sense of joy one gets when completing a list, and knowing all things are working together.	Frustration with technology and with having to search through scraps of paper.	Overwhelmed with trying to find ingredients. Annoyed at uncourteous employees	Joy at finally eating.
	Favorites	Have a way to	Organize, share	Make ingredient	Getting someone

Persona: Jose Petrescu

Goal: To learn more recipes and cook more.

ACTION	Find Recipes	Create Weekly Meal Plan	Family recipe Share	Grocery Shop	Prepare Food and eat
TASK LIST	Tasks A. Search for right book. B. Find recipe. C. Remove from book	Tasks A. Obtain recipes B. Put in list. C. Figure out what ingredients are needed	Tasks A. Call mother. B. Write down recipe C. Hope he has ingredients	Tasks A. Gather ingredients B. Make list C. Go to store D. Find groceries E. Check out/pay	Tasks A. Prepare Food B. Eat it C. Clean Up
FEELING ADJECTIVE	Feelings of joy when finding proper recipe. Frustration when not knowing or finding what he wants.	Overwhelmed with choice	Happyo to get to talk to his mother, frustration with the process	Overwhelmed with trying to find ingredients. Annoyed at uncourteous employees	Joy at finally eating.
	Favorites	Allow simple,	Organize, share	Make ingredient	Getting someone

USER STORY

JOSE PETRESCU

As a/an Excitable and curious young man who has just discovered cooking.

<div align="center">type of user</div>

I want to Easily access new, healthy recipes, as well as access family favorites

<div align="center">action</div>

so that I can learn to cook for myself and friends, live a healthier and economically viable life, and continue the traditions of my mother's recipes!

<div align="center">benefit</div>

USER STORY

Strega Nonna

As a/an   Older women learning a new computer
_____
                                        type of user

I want to   Easily access all my recipes, plan meals, keep things organized, and share with my family
_____
                                           action

so that   I can learn to use the computer, keep things organized, and not have to rely on my phone.
_____
                                          benefit

PROBLEM STATEMENT

Strega Nona _____ is a/an Elderly woman who loves cooking and family _____

user name   user characteristics

who needs A user-friendly desktop tool to help organize recipes and share with family members _____

user need

because She wants to have all her recipes in one simple place to share with her family, and receive her family's new recipes as well _____ .

insight

PROBLEM STATEMENT

Jose Petrescu is a/an Young man from an immigrant family that just discovered the joy of cooking

user name   user characteristics

who needs An easy mobile tool to find and organize new recipes

user need

because They want to be able to cook more (and spend less) as well as impress friends and potential romantic interests with the skills of cooking .
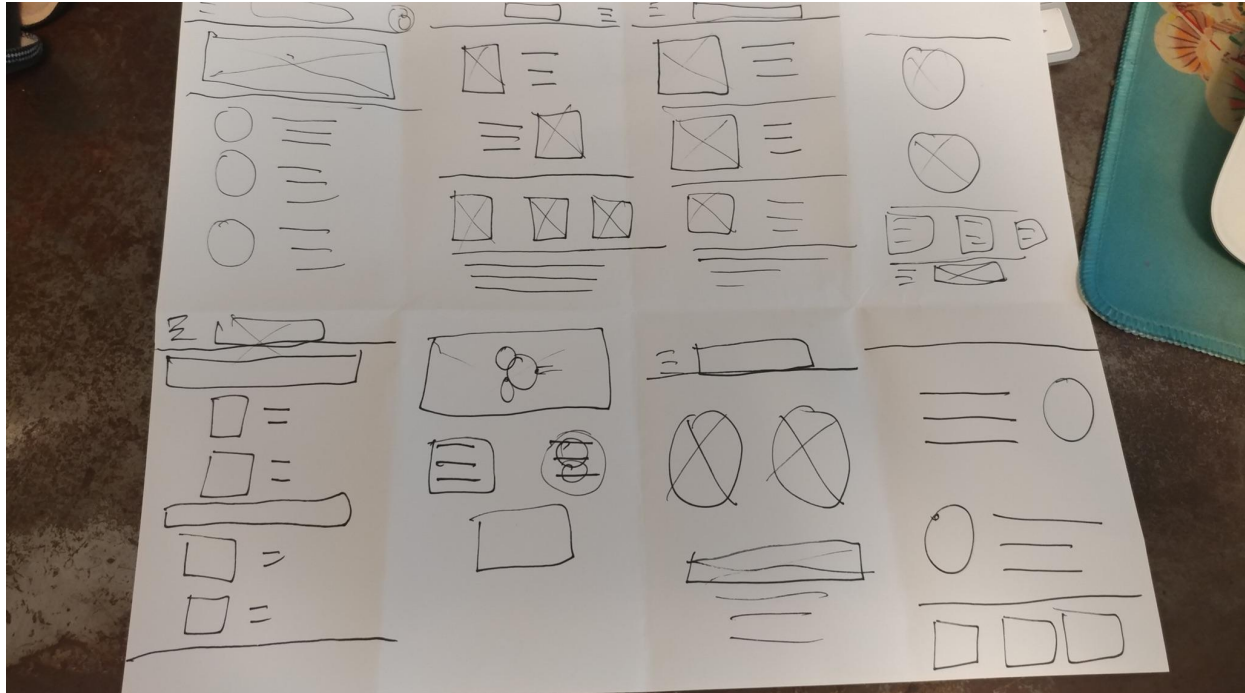
insight

Starting the design

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

Paper Wireframes

Always good to start
ideating with good old
fashioned pen and paper

Digital Sitemap

Helping me find the right way to get things done in a timely and efficient manner is something I always appreciate


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                          HOMEPAGE

        MY STUFF                              EXPLORE

                    BREAD        SOUP
      MY RECIPES                                  RECIPES
                    MAIN DISHES  APPS
         IMPORT
                    SALADS       PASTAS           REVIEWS
      MY SOCIAL
                    FISH         VEGGIES          VIDEOS

      SHARE RECIPES DESSERTS     GLUTEN FREE

                    VEGAN        MISC.
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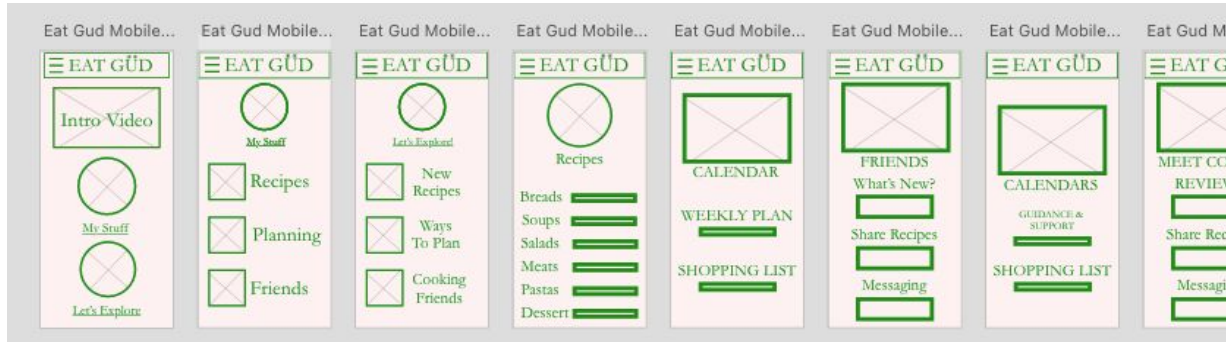
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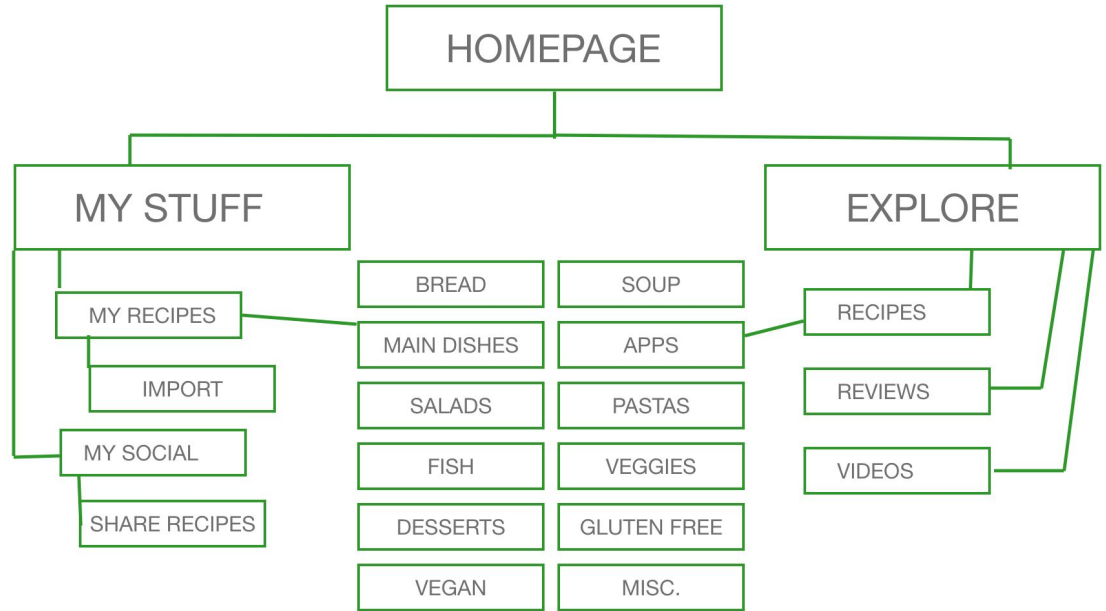
Digital wireframes

I like bigger, easy to see/read areas.

Since this is to be used for people who are new to the internet/apps, I felt large and easy is the best way to go.


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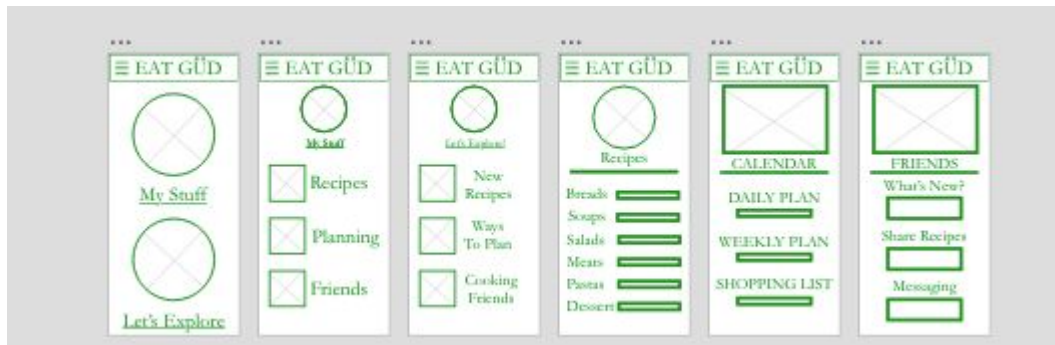
Digital wireframes

For the app and for the mobile/desktop version of the site.

Similar designs in both to make recipes easy to find., but separated from each other so as not to confuse

Low-fidelity prototype

We begin at the home page, user will select either their "Stuff" or Explore. If on their stuff, they can access their recipes and plan out meals for the week. If they explore, they can access the curated recipes from the Eat Gud database. All recipes have the option of being added to meal planning, which will also allow users to select what ingredients they'll need to purchase
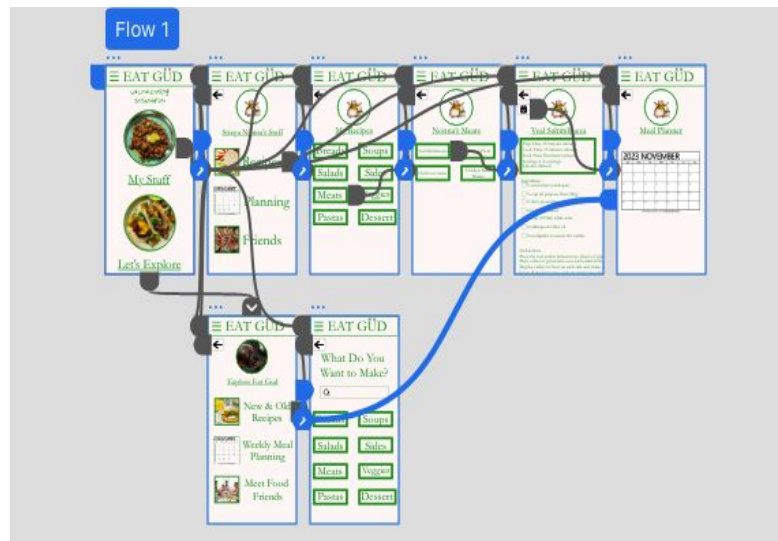
Usability study: findings

Usability studies found users mostly were on the happy path. Some had found it too simple. Others complained about the need for social functions. Still, most feedback wasn't too much of a problem, which meant we were on the right track!

Round 1 findings

1. 4 out of 5 participants found the initial design hard to see

2. 3 out of 5 participants wanted to be able to import their own recipes from photos, and search easier.

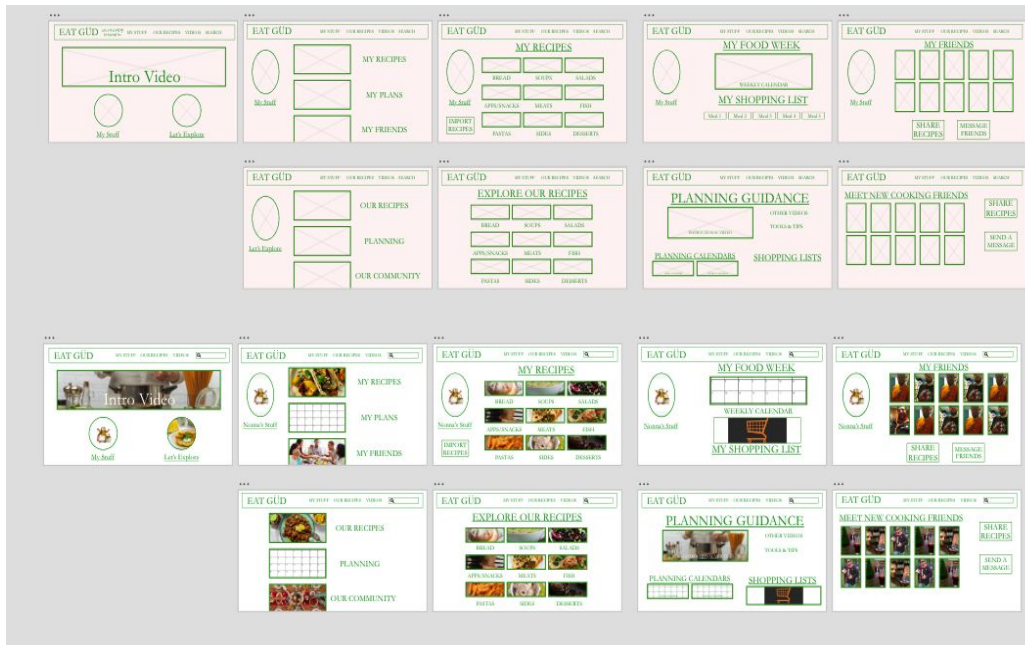3. 3 out of 5 participants felt the social aspects unnecessary.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Bringing the design to life presented a lot of fun challenges. I usually edit as I go with the design, but remembering the old adage of KISS (Keep It Simple, Stupid) I tried to remain true to that.
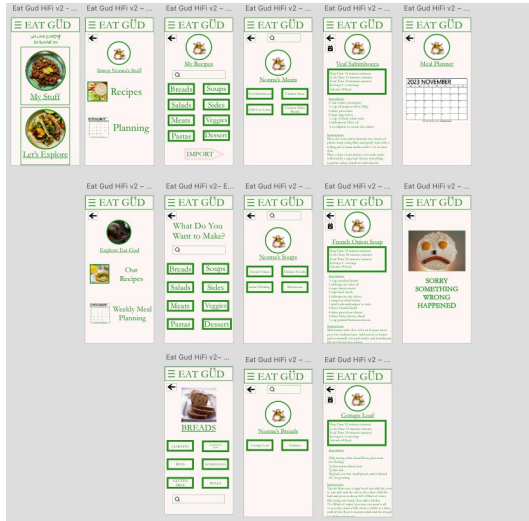
Before usability study

After usability study

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Mockups

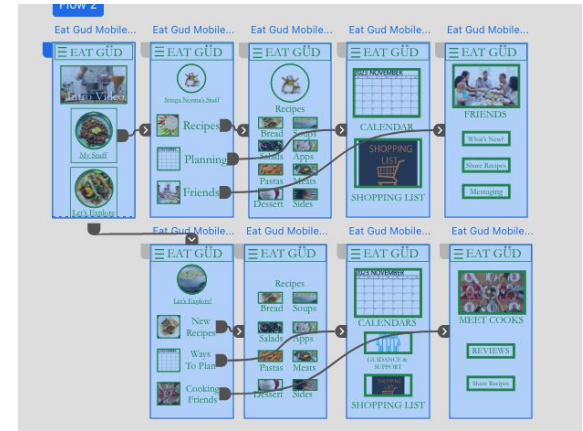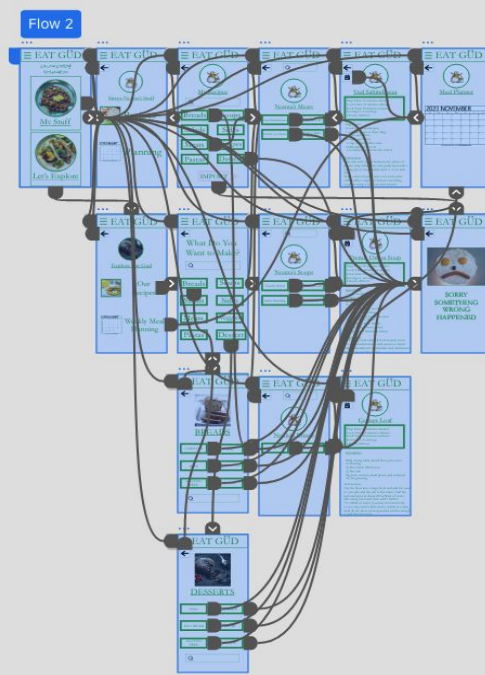This page mostly stayed the same. Again, I like the stark effect of the simplicity.

Mockups

High-fidelity prototype

This is how the new prototypes work!

Accessibility considerations

1

Use of icons, imagery, words and videos to help viewers identify key steps.

2

Use of contrasting colors to help easily locate items.

3

Provided access to users who are vision impaired through adding alt text to images for screen readers.

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users really respond to the site, and enjoy the process.

 "Really comprehensive flow, well done!"
"I wish I had something like this when I was learning to cook"
"Simple, but effective!"

What I learned:

Through the project I learned that there are many things I take for granted. Accommodating those needs, and thinking of creative workarounds really opened up my eyes. While I want to make things flourish and fancy, the limits of simplicity made this worthwhile

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Next steps

1

Implementing a way for the user to take photos of previously handwritten recipes, and use some sort of interpreting coding would be ideal.

2

Curating recipes, and utilizing more from the social aspect might be the best place to explore advancing.

3

Then I would recommend that it's time to send it off to the engineers!

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Let's connect!

Thank you for taking the time to review this study for the Eat Gud mobile app and websites. Feel free to reach out with comments or suggestions.

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https://solidbpix.wixsite.com/prince-edit

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