



Diagramming and Prototyping
Final Project

June 4, 2018

Mariel Carroll

Business Goals & Persona

BUSINESS GOALS

GOALS

- 3-5 user tests, design critiques, or expert feedback sessions at each iteration
- Hi-fi prototype with UI interactions

SCOPE

1. Searchable, filterable recipe newsfeed
2. Weekly plan
3. Favorites, sharing, commenting, & history

ASSUMPTIONS

Technology for scraping food blogs.

RISKS

- Time
- Limitations of UI interaction in prototypes.
- Brief market research & persona creation



Charlie

Busy, young mom

"Food is the way I nurture & bring my family together. I love to be creative, but the meals I cook must be quick & organized."

ABOUT

 Age 25 - 34

 \$50-100k household income

 Medium tech proficiency

MOTIVATORS

TIME



SOCIAL



PLANNING



BUDGET



NUTRITION



CREATIVITY



PAIN POINTS & NEEDS

1. Browsing blogs for new recipes takes too much time
2. Family can be hard-to-please, picky eaters, or dieting
3. Without a plan, food already stocked at home is underused

POTENTIAL SOLUTIONS

- Gallery feed of recipes sourced from favorite blogs
- Filter by blog or author
- Filter by foods already stocked in the pantry or fridge
- Tags for cooking time ranges
- Tags for diets
- Weekly plan
- Favorites and sharing
- History of recipes with notes
- Explore by ingredient: name, cost, season, stocked

Inspiration

●○○○○ ROGERS 3:00 PM

CANCEL FILTERS APPLY

BUNDLES DIETARY INFO DISH TYPES MEALS SEASONS

☐ GLUTEN-FREE

☐ GRAIN-FREE

☐ NO BAKE/RAW

☐ NUT-FREE

☐ OIL-FREE


☐ REFINED SUGAR-FREE

☐ SOY-FREE

0 filters selected, 60/60 recipes CLEAR ALL

No SIM 12:13 PM 100%

< APPLE PIE OATMEAL >



1/2-teaspoon-pure-vanilla-extract

1-teaspoon-fresh-lemon-juice-(optional)

SUGGESTED TOPPINGS:

2-tablespoons-chopped-walnuts

Diced-apples

Coconut-sugar

Cinnamon-and-ground-ginger

Granola

Coconut-Whipped-Cream

NOTES

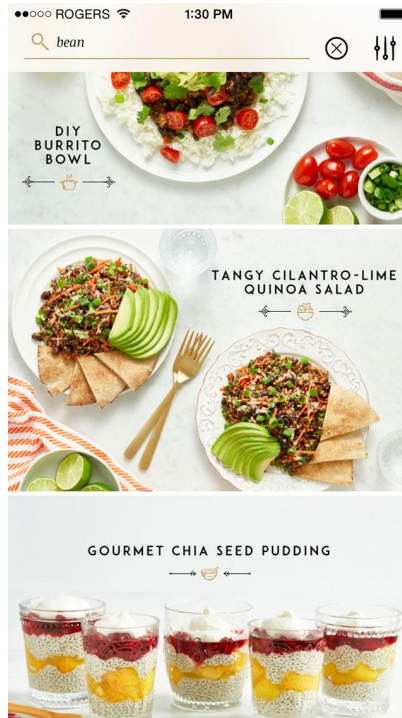
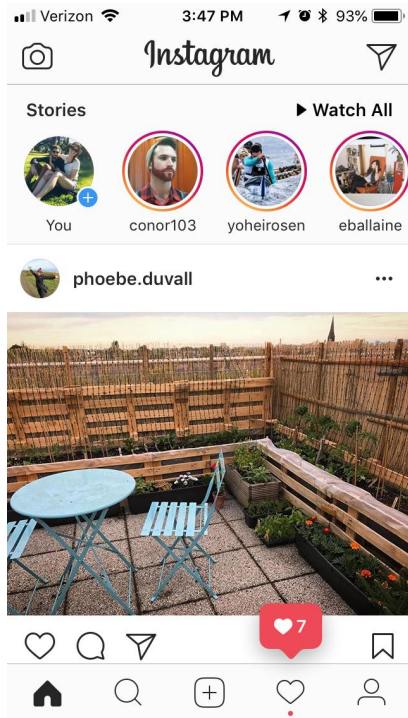
Add your own notes here.

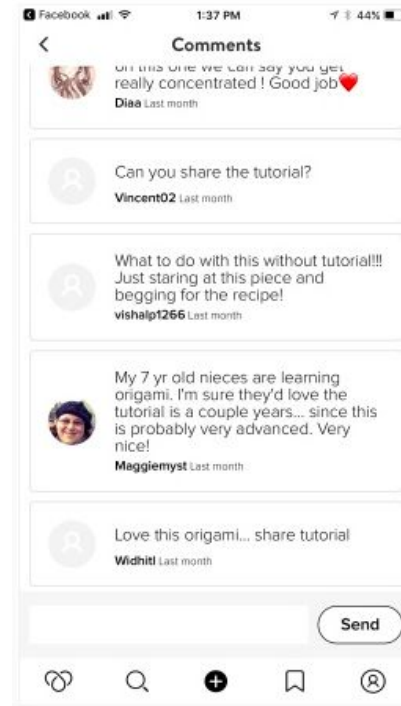
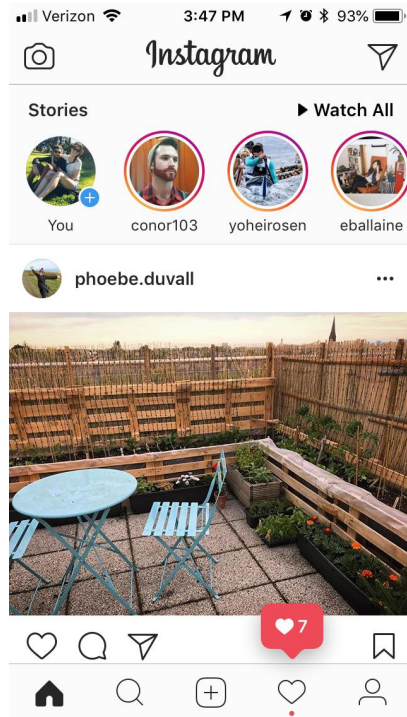
A warm embrace on a cold Winter day, this Apple Pie Oatmeal will remind you of delicious apple pie, but will leave you feeling energized and ready to tackle the day ahead. The leftovers (if there are any!) taste amazing chilled, too.

DIRECTIONS

- In a medium-sized pot over medium heat, whisk together the oats, apple, chia seeds, cinnamon, ginger, salt, milk, maple syrup, and applesauce until combined.
- Cook over medium heat for about 9 to 15 minutes, stirring often. When the mixture thickens and the oats soften, it is ready.
- Stir in the pure vanilla extract and lemon juice (if using).
- Pour into a dish and serve with your desired toppings.

TIPS

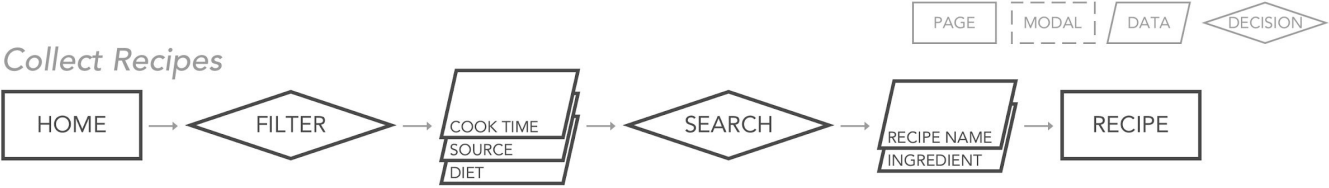




Flow Diagrams

FLOW DIAGRAMS

Collect Recipes

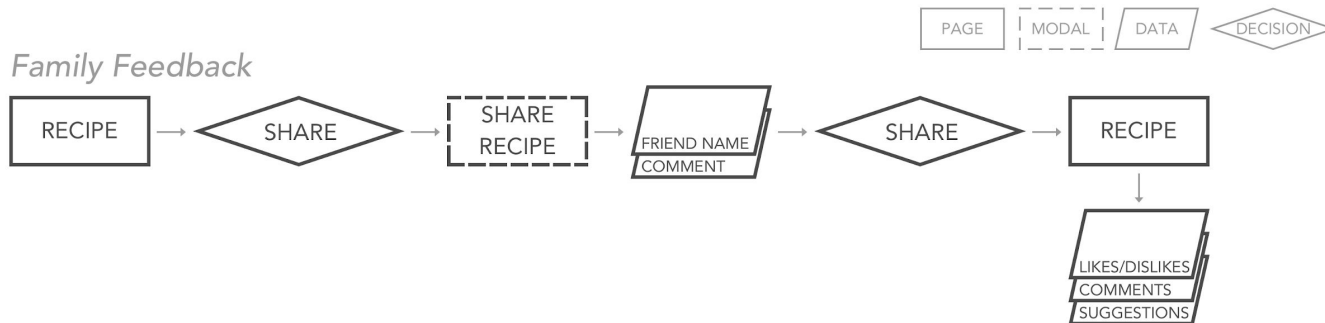


Ingredient Check

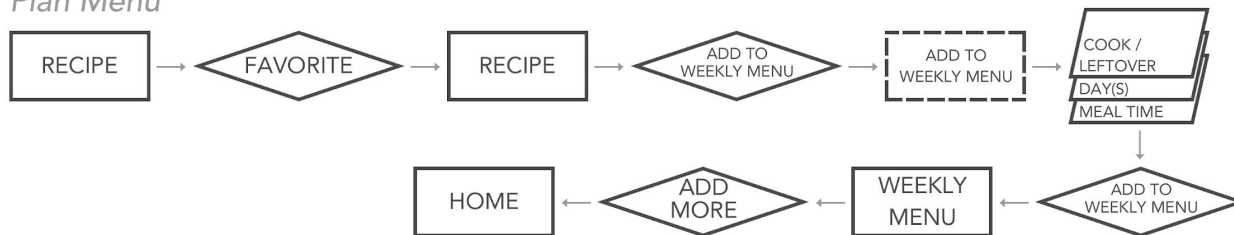


FLOW DIAGRAMS

Family Feedback



Plan Menu



Journey Map



Charlie's Journey Map

SCENARIO

Charlie has always explored her creative side in the kitchen, but since she became a mother, she has had less and less time to develop new recipes and flex her creative muscles. It's midday Sunday, and she's planning meals for the week in preparation for her weekly grocery trip.

GOALS

1. Explore fresh and creative recipes
2. Prioritize readily-available ingredients
3. Please her family's tastes
4. Plan a menu to fit the upcoming week

STEPS

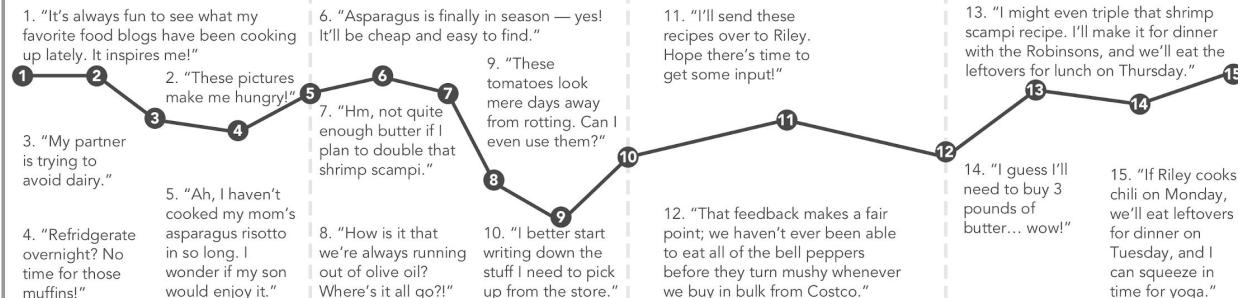
COLLECT RECIPES

INGREDIENT CHECK

FAMILY FEEDBACK

PLAN MENU

EMOTIONS & THOUGHTS



ACTIONS

Review social media — especially Pinterest — food apps, and blogs for recent recipes.

Revisit favorite old cookbooks or personal notes for specific ideas.

Search her kitchen to make sure the basics and the special ingredients are well-stocked.

Add the needed ingredients to a grocery list.

Share a few of the top recipe ideas with her partner, giving them a chance to veto or suggest others.

Let her partner know what groceries are needed (may affect choices).

Ensure serving size fits the number of meals she wants the recipe to cover. Calculate doubled or tripled ingredients in the grocery list.

Communicate the weekly menu to her partner, for splitting cook duty.

INSIGHTS

Within each recipe, capture cook time, diet, images, and source. This all affects the recipe's effort, feasibility, and cost.

Support user-created recipe cards.

Per each ingredient, capture season and supply at home. These both affect the recipe's effort, feasibility, and cost.

Support adding ingredients from recipe(s) to a grocery list.

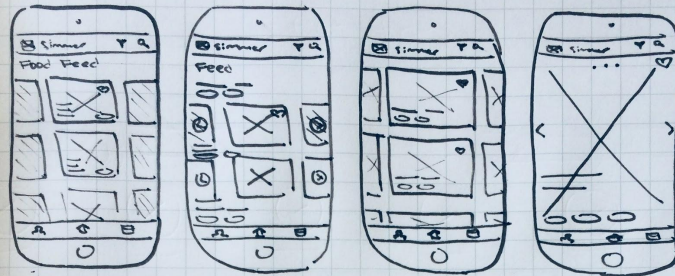
For sharing, allow ability to like, dislike, or explore similar recipes (which can then be shared back). Support sharing the grocery list.

When adding to a grocery list, allow ingredients to be multiplied or divided.

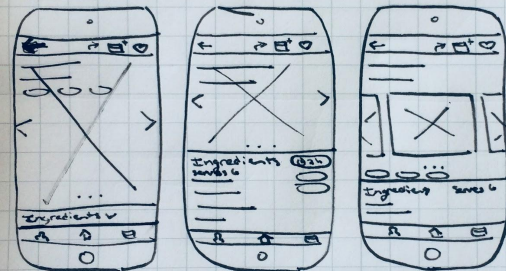
Present the weekly meals visually, marking cooking days and leftovers meals.

Sketches

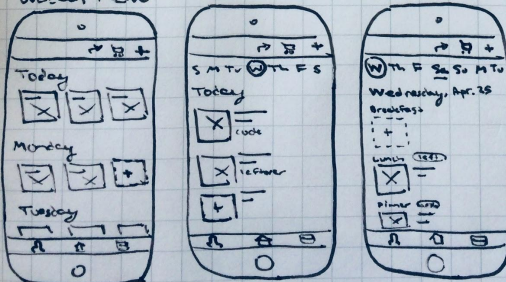
HOME PAGE



RECIPE PAGE



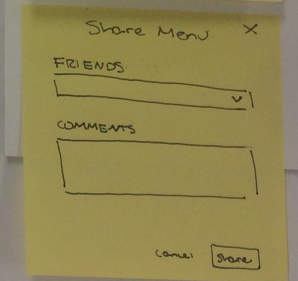
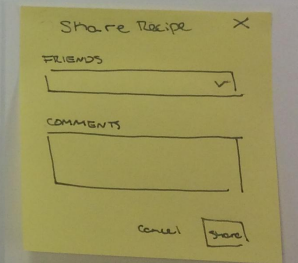
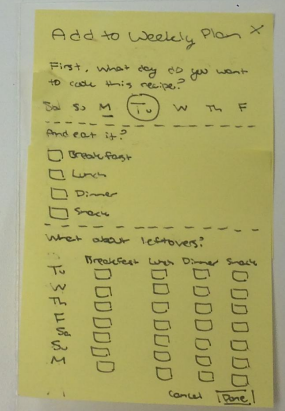
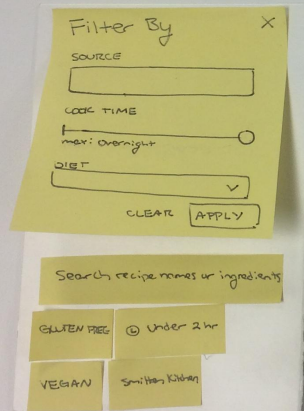
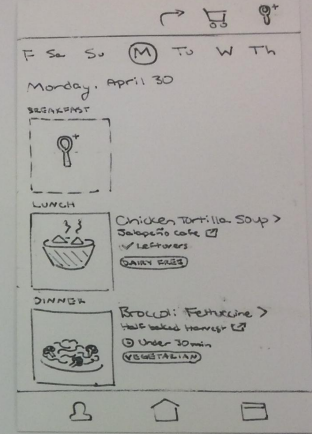
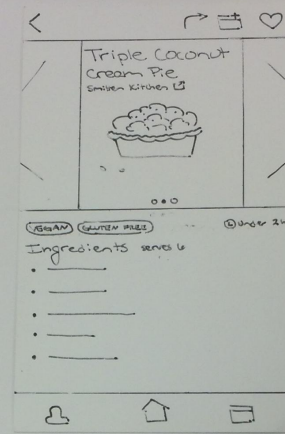
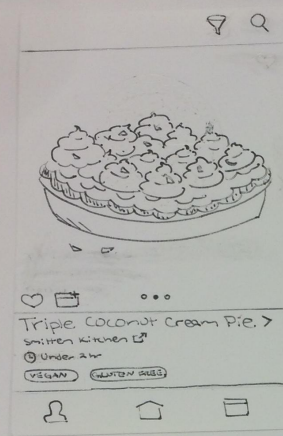
WEEKLY MENU



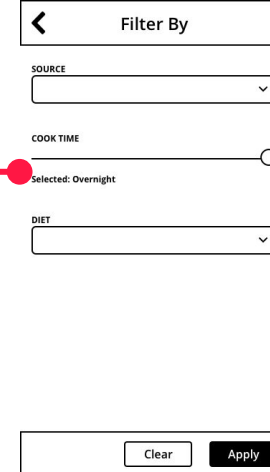
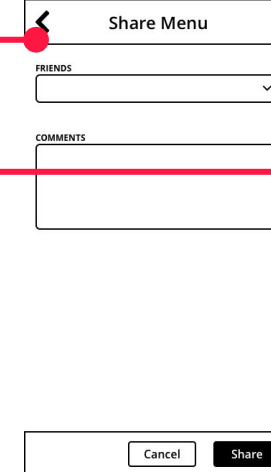
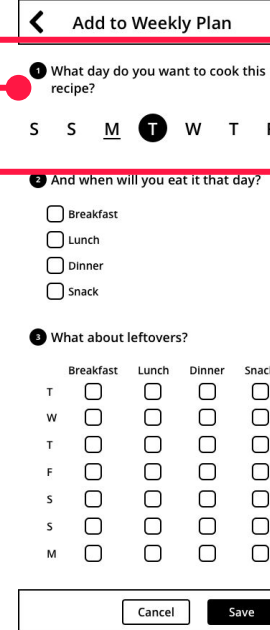
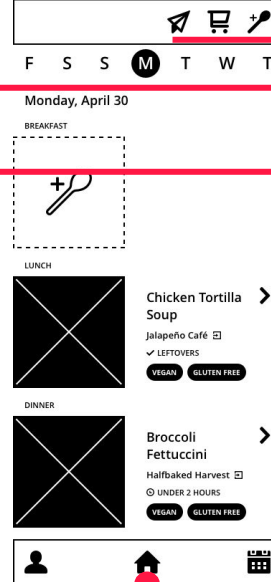
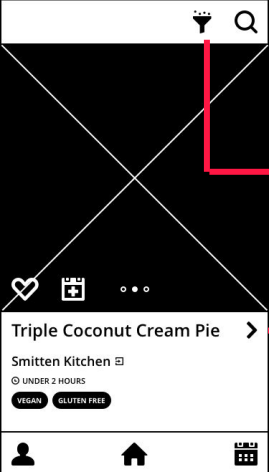
Paper Prototype

PAPER PROTOTYPE LESSONS

1. Choose a consistent way to display recipe photos.
2. Small modal is not the right treatment for adding to the weekly plan. Consider a page instead.
3. Calendar icon was a little unclear.
4. Share icon looks like go back.
5. Prefer to search by sources, so include that in the help text when search is clicked.



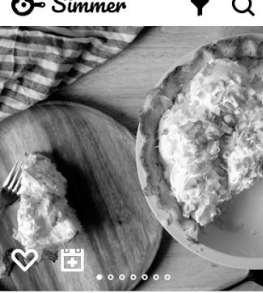
Lo-fi Wireflow Initial Feedback



CLASS FEEDBACK & LESSONS

1. The add to weekly plan page feels like a lot of inputs.
2. Visualize info on the recipe page.
3. The share pages feel a bit mundane.
4. For leftovers, explore Pinterest's "tried it" feature for recipes.
6. Add steps to the recipe, too.
7. Serving size should be more noticeable.
8. Add ability for doubling/halving recipe.
9. Pick date in the future as an option rather than scrolling along calendar days (what if it's far in advance, like for a party?)

Medium Fidelity Wireframes



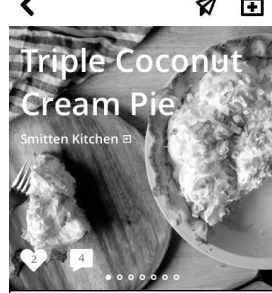
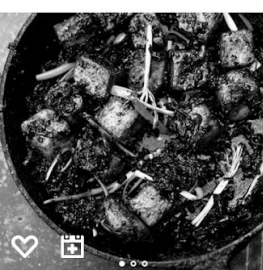
Triple Coconut Cream Pie

Smitten Kitchen
 UNDER 2 HOURS
 GLUTEN FREE VEGAN



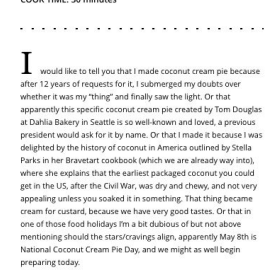
Summer Squash Pizza

Smitten Kitchen
 UNDER 3 HOURS
 VEGETARIAN



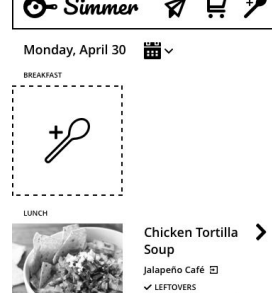
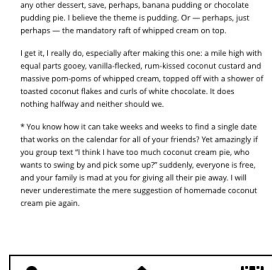
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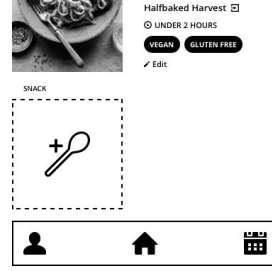
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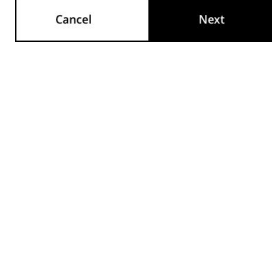
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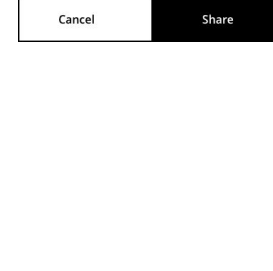
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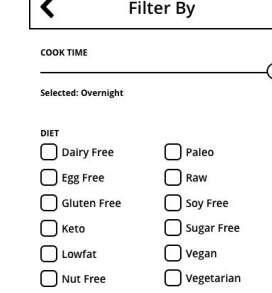
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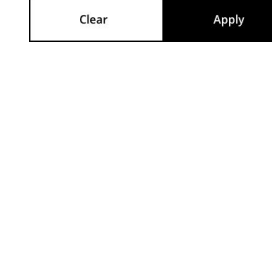
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 UNDER 3 HOURS
 VEGETARIAN



Triple Coconut Cream Pie

Smitten Kitchen
 UNDER 2 HOURS
 GLUTEN FREE VEGAN



Summer Squash Pizza

Smitten Kitchen
 UNDER 3 HOURS
 VEGETARIAN



Hi-Fi & Refining Interaction States with User Testing



 **Simmer**



UNDER 2 HOURS X

GLUTEN FREE X

VEGAN X

PLANNED RECIPES



Broccoli Fettuccini



 **Halfbaked Harvest**

 UNDER 2 HOURS

GLUTEN FREE

 Edit

✓ Saved changes!



Mark Carroll



Amber Gonzalez



Liz Hunter



Ann Rice



Andrew Sandoval

INSTRUCTOR FEEDBACK

1. Add b&w pictures and allow for swiping through.
2. Add app name and logo in the header.
3. Allow behavior of adding pie to calendar and favoriting pie.
4. Success alerts after sharing or adding to calendar.
5. Switch the week dragging mechanism for just the date-picker as input
6. Add interaction states for clicking checkboxes and changing serving size when adding to calendar.
7. Add interaction states for adding friends in sharing flow one-by-one.
9. Add interaction states for the slider and diet checkboxes on the filter.

DESIGNER FEEDBACK

1. Try having a scrolling wheel (rolodex) for picking day of week for leftover, then only 4 checkboxes.
2. In initial step of when to cook, calendar doesn't need to be dropdown. Plenty of space to have it there.
3. Put the pills on homepage above the pictures and make them sticky.

USABILITY TEST FEEDBACK

1. None. All of the usability tasks were successfully completed in less than 3 seconds.

CLASS FEEDBACK

1. Try not prescribing different meal times.
2. Use the serving size to predict how many meals it will last and autofill that for people. Will maybe need to ask how many people eating it.
3. For selecting leftover days, use the calendar again and allow multiple days to be selected.
4. Maybe use microcopy to make it clear what the value of each action within adding to the meal plan (don't let leftovers go to waste! don't over-purchase groceries!).

Design System

DESIGN SYSTEM

TYPE

Title 1

Open Sans • SemiBold • 45/61

Title 2

Open Sans • ExtraBold • 24/33

Large

Open Sans • SemiBold • 18/24

Regular

Open Sans • SemiBold • 13/18

Small

Open Sans • Regular • 11/18

MICRO

Open Sans • Bold • 10/14

COLOR

Primary & Secondary



#FF1744



#3D5AFE

Alerts



#FF616F



#8187FF



#00E676

Grays



#4A4A4A



#9B9B9B

BUTTONS



Primary



Secondary

[Link 1](#) [Link 2](#)

ICONS



SPACING



64px



40px



32px



16px



8px

