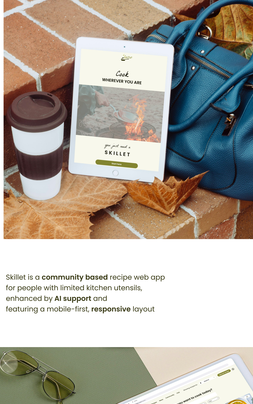
UX/UI design case study

A RESPONSIVE RECIPE WEB APP

for cooking with almost no utensils

Designer: Orsolya Horvath
Product Design I UX/UI Design I Logo Design
2024

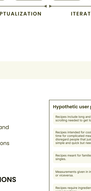


What is it

Skillet is a **community based** recipe web app for people with limited kitchen utensils, enhanced by **AI support** and featuring a mobile-first, **responsive** layout

THE OBJECTIVE

To design a mobile-first-approach responsive web app for recipes that meets the needs of its users and solves the problems they are facing with existing recipe apps.



DESIGN THINKING PROCESS

I approached the project following the **Design Thinking Process** to determine problems users are facing and discover possible solutions .

THE APPROACH

UNDERSTAND → OBSERVE → POV → IDEATE → PROTOTYPE → TEST → TELL STORY → PRESENT

INSPIRATION — CONCEPTUALIZATION — ITERATION — EXPOSITION

UX PHASE > INSPIRATION

COMPETITIVE ANALYSIS

As the first step of the UX design phase, I conducted a **competitive analysis** to understand possible user problems and discover what problems have been targeted and what solutions are already present on the market.

MAPPING USER PROBLEMS & SOLUTIONS

I collected hypothetical user problems and mapped the possible solutions.

USER RESEARCH

Research Learning Spiral (RLS)

As next, I conducted a user research using the Research Learning Spiral method.

User interviews

I conducted 3 user interviews to understand actual user needs and problems

Short survey

In addition, I also asked questions in relevant social media groups to collect quantitative data.

HYPOTHESES

Hypothesis #1

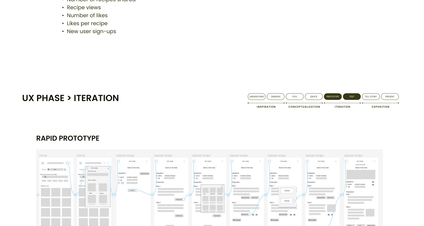
Busy singles don't like cooking but want to prepare time to time simple, quick meals, that are healthier than takeaway and quicker than eating out.

Hypothesis #2

Digital nomads, backpackers, campers and other travelers face challenges when they want to prepare their own meal during a trip due to limited availability of equipment and ingredients.

SYNTHESIS

Travelers face challenges when trying to cook in their accommodation during a trip due to the limited number and quality of kitchen utensils available. Searching for recipes in other recipe apps can be frustrating because many of the search results require a large number of utensils that are not available, so users waste time checking the results one by one. In addition, even simple recipes contain certain ingredients that are not available everywhere in the world.



UX PHASE > CONCEPTUALIZATION

USER PERSONAS

IDEATE

CRAZY 8

MINIMUM VIABLE PRODUCT

The MVP objective of the recipe app is to provide a user-friendly interface where users can find and share simple and quick recipe inspiration tailored to their specific needs.

The recipe app's target audience is travelers who want to prepare their own meals during a trip, even though their accommodation only offers a limited number of kitchen utensils or are outdoors without a proper kitchen. The recipe app offers personalized recommendations, recipe search, saving recipes and sharing recipes.

The key features are special filters for available resources, such as utensils or locally available ingredients, cooking time and dietary restrictions, as well as a calculator that converts serving sizes and measurements.

KEY PERFORMANCE INDICATORS

Quantitative

- Number of active users
- Daily active users
- Session length
- Number of recipes shared
- Recipe views
- Number of likes
- Likes per recipe
- New user sign-ups

Qualitative

- User feedback, testimonials

UX PHASE > ITERATION

RAPID PROTOTYPE

USABILITY TEST RESULTS

After conducting a usability test with 3 users, I made iterations on the app

- Changed the location of the Upload recipe button
- Re-designed the location bar
- Re-designed the utensils selection feature

PREFERENCE TESTING

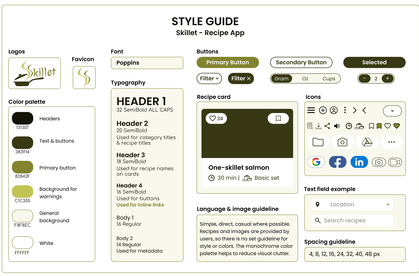
I had several design ideas in my head, so I conducted preference tests with 8-10 participants.

The questions

- Background: white or green?
- Scrolling: sideways or up-down?
- Images: small or large?
- Text label: on image or beside?

The outcome

UI PHASE > DESIGN

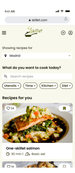


DEVELOPEMENT > HOME SCREEN

Sketch

Low Fid

Hi Fid



HIGH FIDELITY RESPONSIVE SCREENS

I designed the responsive screens for tablets, laptops and desktops and asked fellow UI designer students to review them.

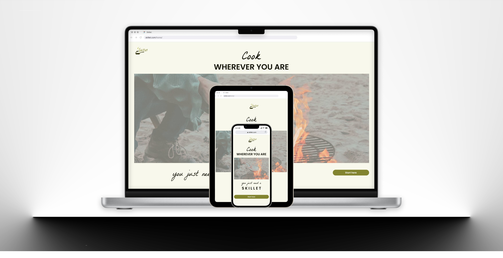
ITERATIONS AFTER PEER CRITIQUES

Although I considered the recipe cover card the highlight of my design, it had to be re-designed. The 4 icons gave a cluttered impression, the clickable and non-clickable icons were not distinguished and the icon that was supposed to indicate the necessary amount of pots, was interpret by several users as delete icon.

I moved the non-clickable icons below the recipe image and designed a more recognizable icon for the utensils.

LOGO DESIGN

FINAL DESIGN

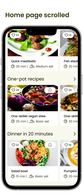


BROWSE AND VIEW RECIPE FLOW

Landing page

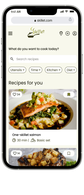
Home page

Home page scrolled

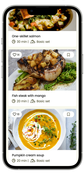


Log in

Personal Home Page



Personal Home Page scrolled



Recipe Ingredients

Recipe Directions

UPLOAD AND SHARE RECIPE FLOW

Recipe title

Add Ingredients

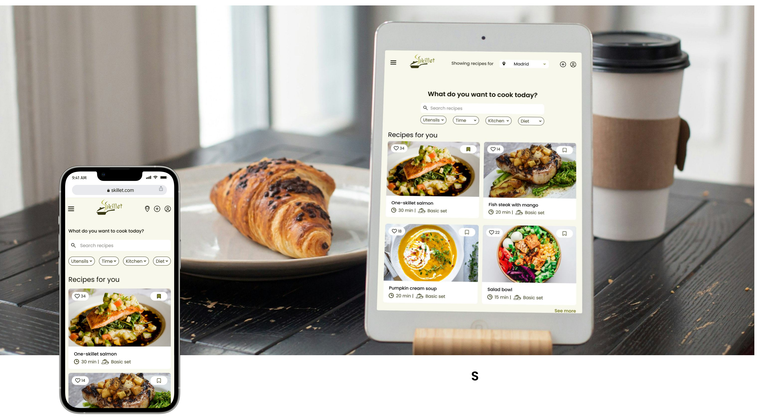
Add directions

Preview recipe

Preview recipe scrolled

Final details and upload

RESPONSIVE SCREENS



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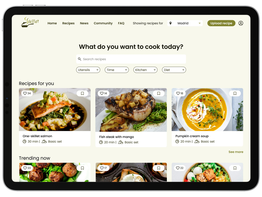

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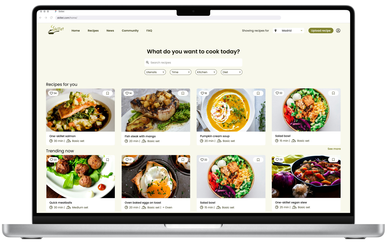

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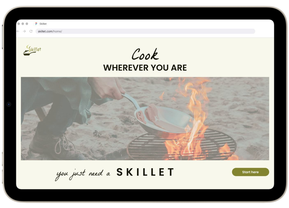

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TAKEAWAYS

Research learning spiral

Gathering information from users at early stages of the project helped me to focus on the features that users need. User testing at several stages of the design process meant a great deal to focus on a user centric design.

Defining the MVP

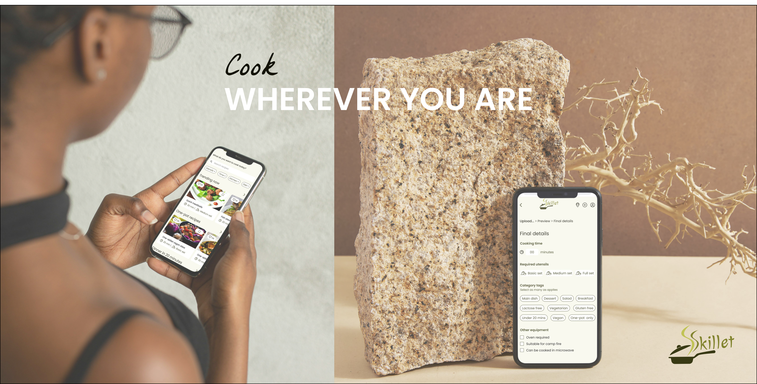
I learned how important it is to select the right flows to include in the MVP. First, I selected non-essential flows, so I had to re-think and replace the flows later. It caused me extra hours of work.

Lean UX design principles

Involving users early and often and gathering feedbacks from peers and users sped up the design process. I enjoyed the constructive criticism and I was able to eliminate unnecessary features early on.

Auto-layout technique

I watched video tutorials to master the technique of using auto-layout. Even though I invested several hours into the learning process, at the end I saved time when I was designing the responsive screens for different breakpoints.

NEXT STEPS

Designing the rest of the screens → User testing → Developement