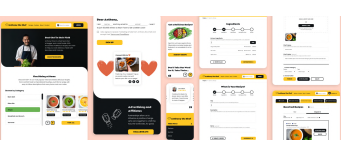
Anthony the Chef

Food Website UX/UI Design Case Study



Role
Sole UX/UI Designer

Tools
Figma, Miro, Adobe Photoshop

Method
Sprint Questions, User journey, Storyboarding, User testing, Wireframes, and Prototyping

Context

Anthony Oliver is a Red Seal chef and has been the sole author of a popular food blog. Recipes are sent to him via email by his readers quite often and recently, he has started picking a recipe every week, making the dish, and writing a post about it. Anthony sees a business opportunity with this and wants to dedicate a website where the audience can discover recipes that has been submitted by readers and improved by him. **This project has 3 objectives**: to design a user interface a visitor can use to **submit recipes**, to design a user interface that will allow Anthony to **manage recipes**, and to design the **landing page of the website**.

Challenge

Challenge 1: Collecting Recipes
Challenge 2: Categorizing, Editing, and Publishing Recipes
Challenge 3: Marketing the Product (landing page)

Challenge 1: Collecting Recipes

Long-Term Goal

To design a user interface that a visitor to his website would use to submit a recipe in a very user-friendly way.

Sprint Questions

Developing the sprint questions allowed me to go into the future and think about all the ways the product could have gone wrong after it has been finalized. This gave me an opportunity to dig out these assumptions and turn them into questions, leading to the answers I would need in order to make my long-term goal a success. This helped guide my design and decision-making process throughout the project, as well as provide points to evaluate against during user testing.

Questions:

- How might we encourage users to complete the form?
- How might we make it clear to users what the purpose of the form is?
- How might we reduce the number of clicks the user needs to take?
- How might we inform the users the correct information to submit?
- How can the user know which fields are required and which are optional?
- How can we make it easier for users to know errors when completing a form?
- How might we show users their progress in completing the form?
- How might we inform users how to properly submit information?
- How might we organize related parts of a form together?
- How might we show when an inputted information is acceptable of not?
- How might we show hierarchy to organize information?
- How might we make the process visually engaging for the users?
- How might we use colors to show importance and differentiate call to action buttons?

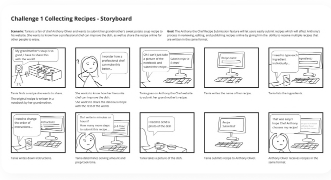
User Journey

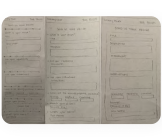
To better understand the user's journey, I created a quick representation of their experience from the first to final touchpoint. This helped me imagine the steps the user would need to take in order to achieve their goal.

User has a recipe → User writes description and instructions of the recipe → User categorizes related information together → User records information manually or digitally → User sends an email in the format of hand-written cards, digital documents or typed out in the email

Storyboard

To better visualize the user's experience with the product, I created a storyboard that shows the flow of interaction a user would have with the product over a period of time. Doing this helped demonstrate the user's emotions and allowed me to have a deeper understanding of their pain points, creating a more user-centric approach when it came to ideating on designs.



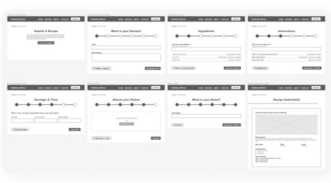


Sketches

I sketched out some ideas of what the user interface might look like for when users submit their recipes online. This allowed me to explore the essential product features and steps on paper first, before committing to them digitally.

Mid-fidelity Wireframes

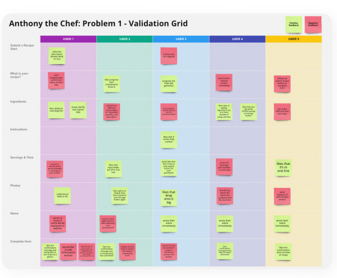
Once I had a good idea of what the flow of interaction would look like and how the content can be organized, I developed mid-fidelity wireframes for my users to test. You can view the prototype here.



User Testing

Validation Grid

To better organize the feedback from the user testing, I created a Validation Grid to show the positive and negative reactions the users had with the initial design. You can view the board on Miro here.



User Testing Insights

To learn about the usability of the recipe form, I had five users navigate through the prototype. The users were asked to come up with or look up online a recipe to see if they can fill out the form. They were also asked how they felt about the app in general. The results of the tests were recorded and analysed using a validation grid. The following shows the common positive and negative feedback.

POSITIVE

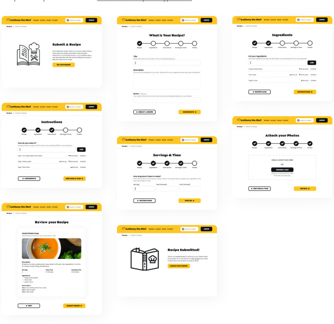
- The progress bar was useful, fun, and gave motivation to complete form.
- Ability to press ENTER on keyboard instead of clicking an Add button saves time on the ingredients and instructions page. Ability to rearrange lists was useful.
- Arrangement of input fields in the servings & time page made it easier to see at a glance.
- Ability to drag & drop photos makes it easy to attach files.
- Confirmation page, recipe overview, and description of what to expect afterwards was helpful.

NEGATIVE

- The points of the progress bar should have labeled sections of the form so can click on each one instead of back button.
- On "What is your recipe?" page, back button "submit a recipe" was confusing and led users to believe it's meant to complete the form.
- Styling of ingredients and instructions page needs to be improved (too crowded and varying font sizes).
- Servings should also specify unit in brackets so users know if should include text or just number.
- Photos page should specify what file types, file sizes, and number of images are accepted.
- Names page should specify if full name should be valid or if it can be an alias. Should say if it will be displayed on the website.
- Should be able to see recipe overview before form is submitted.

Challenge 1 - Final Design (Collecting Recipes)

The final design resulted in an intuitive multi-page form that allow Anthony's viewers to submit their recipe. This ensures that users submit all recipe details necessary and that Anthony receives them in the same format. This makes it easier for him to manage and upload new recipes every week. You can view the final prototype here.



Challenge 2: Categorizing, Editing, and Publishing Recipes

Long-Term Goal

Design the user interface that would allow Anthony to edit, categorize, and publish recipes submitted by his readers.

Sprint Questions

Questions:

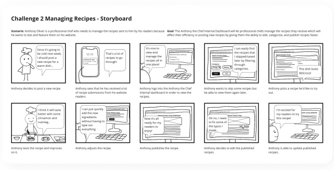
- How might we sort different stages of recipes?
- How might we show users the categories of each recipe?
- How might we allow edit of all recipe data at once?
- How might we show his short post for the final dish?
- How might we sort recipes by date?
- How might we allow creation of new recipes?
- How might we show clearly which section administrator is working on?

User Journey

User gets a recipe → User chooses a recipe → User edits typing errors → User makes the dish → User modifies recipe and adds pictures → User publishes recipe

Storyboard

I created another storyboard for Challenge 2 illustrating how Anthony might make use of the internal dashboard when managing the recipes sent by his readers. This helped clarify what steps he might need to take and the possible features that might be useful in case he comes across any issues.



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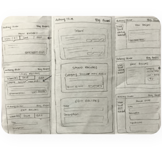
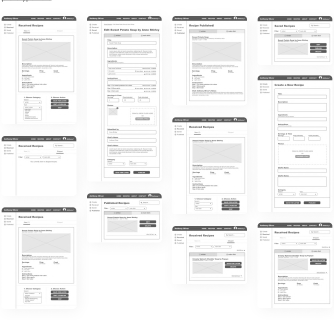


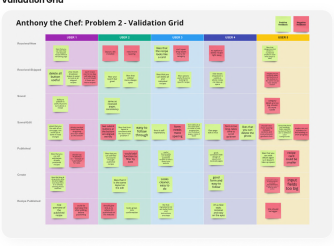
Mid-fidelity Wireframes

I then transferred the sketches onto digital mid-fidelity wireframes to see how the content would display on a device and to have users test the product. You can view the mid-fidelity prototype here.



User Testing

Validation Grid



User Testing Insights

To learn about the usability of the recipe dashboard, I had five users navigate through the prototype. The users were asked to create a new recipe, look through recipes received from website visitors, categorize, edit, and publish recipes. The results of the tests were recorded and analysed using a whiteboard grid. The table below shows the common positive and negative feedback.

POSITIVE

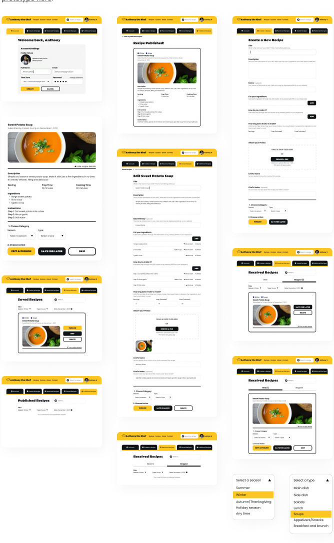
- Ability to navigate between New and Skipped recipes without refreshing the page makes it easy to filter out recipes.
- Filter options and search bar, makes it easy to find recipes.
- Easy to edit all fields because of the one-page form.
- Great consistency with the sectioning of the form layouts for the edit, create, and published pages, as well as the form in challenge 1.
- Useful to be able to edit or delete already published recipes.

NEGATIVE

- Layout is a bit crowded and could use more spacing and smaller sizes to minimize scrolling.
- Should include progress report when editing or creating a form by including numbers for each section.
- Could add date as a filter option to further narrow down results.
- Input fields and recipe cards are too big - should have smaller font-sizes.

Challenge 2 - Final Design (Categorizing, Editing, and Publishing Recipes)

The final design resulted in an intuitive internal dashboard that lets Anthony (and any potential chefs in the future) to easily manage the recipes sent by his viewers. You can view the final prototype here.



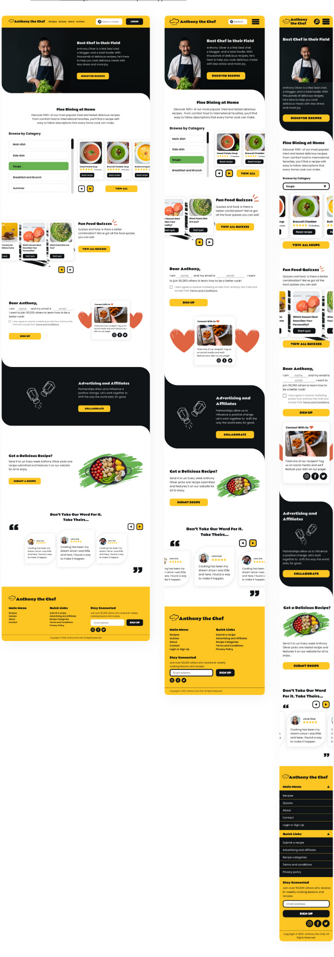
Challenge 3: Marketing the Product

Primary Purpose

Design a landing page that would help engage visitors enough to regularly use his website for their recipe needs.

Challenge 3 - Final Design

You can view the mobile version of the prototype here.
You can view the tablet version of the prototype here.
You can view the desktop version of the prototype here.



Thanks for scrolling!

If you have any feedback, want to collaborate or just say hello, don't hesitate to send me a message :)