

# My Cook Book App

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Reynolds Addy

# Project overview



## The product:

A cook book app meant to teach users especially new users new to technology how to prepare meal of their choice.



## Project duration:

It took me a month from start to finish.



# Project overview



## The problem:

The problem is not having a centralized place where users could learn how to cook meals watching videos of their favorite chefs or explore new ones.



## The goal:

The goal is to integrate all popular food vlogers onto app to help new technology holders watch and learn to cook a particular food of their choice.

# Project overview



## My role:

I was privileged to make the research and design the entire project.



## Responsibilities:

My responsibility was to analyze the problem, ideate and make researches and then design.

# Understanding the user

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

# User research: summary



I conducted an intensive qualitative research where I asking persons enthuse about exploring new food and if they had the means of learning to prepare a chosen meal.

# User research: pain points

1

## Pain point

Users can not find a centralized platform that allows one to watch meals prepared by popular chef of food bloggers .

2

## Pain point

Users couldn't find the exact place to get certain product used during the prepared meal.

3

## Pain point

Youtube, instagram, tiktok seem to be the only source of obtaining videos .

4

## Pain point

The frustration of searching the internet for a long period of time to find a particular video which prepare the meal you want to learn.

# Persona: Nim Wong

## Problem statement:

Nim is a project manager and loves to eat Sushi but can't find the right platform to help her learn how to prepare one.



**Nim Wong**

**Age:** 37

**Education:** BA Bachelor Degree

**Hometown:** New York

**Family:** Married with 1 child

**Occupation:** Project Manager

*"Time is precious and must be treated well with dignity and memories with a healthy meal right on time."*

## Goals

- To see beautiful eco-friendly buildings headed by me in Rochester NY
- To manage time as much as possible.
- Being productive in life.

## Frustrations

- Not finding ways to cook Sushi.
- Have too much unreal videos online is a big hurdle.

Nim is a successful project manager at a construction firm and loves to see beautiful structures spring forth. She has been in this career for four years and hopes to retire being a project manager. She loves healthy meals that give her body the boost it needs to carry out each day. Her favorite is a nice hot Sushi with seasoned shrimps. Nim would love to have access to good restaurants that offer hot Sushi when she needs them right on time.



# User journey map

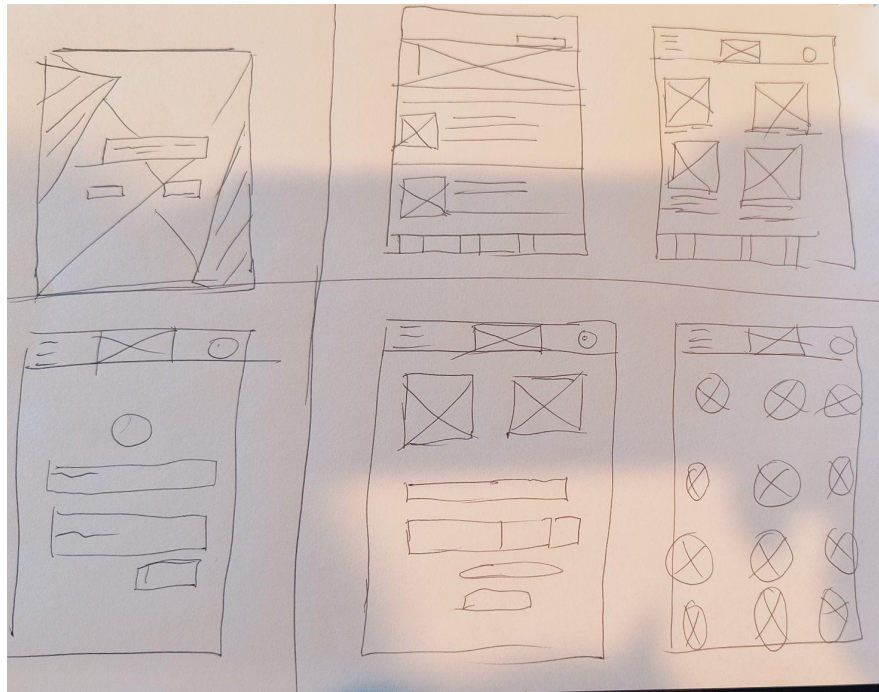
The goal is to integrate all popular food vlogers onto app to help new technology holders watch and learn to cook a particular food of their choice.

ACTION	Review Sushi Restaurants	Pick a Restaurant	Browse Menu	Order the Meal	Complete Order	Pick up Delivery
TASK LIST	1. She reads on good and bad reviews left by other users.  2. Able to see restaurant ratings.	1. Select a restaurant of choice close by.  2. Select Restaurant with high ratings.	1. Select sushi meal.  2. Customize meals.  3. Check on prices	1. Place Order  2. Call to Order  3. Change customize meal  4. Cancel order	1. Place in visa card number.  2. Get directions to the restaurant. Confirm Order  4 Cancel Order	1. Pick delivery method Either by car or motto  2. Delivered on time.
	1. Excited to see a lot of reviews and ratings.  2. She is excited to find the restaurant	Excited to make a selection that fits her preference.	1. Excited at the visuals shown, it gives me hope of having a nice meal	Frustrated for not making removing add-ons easy.	In a state of dilemma looking out for other navigation	Happy to receive her meal as it appears in the image



# Paper wireframes

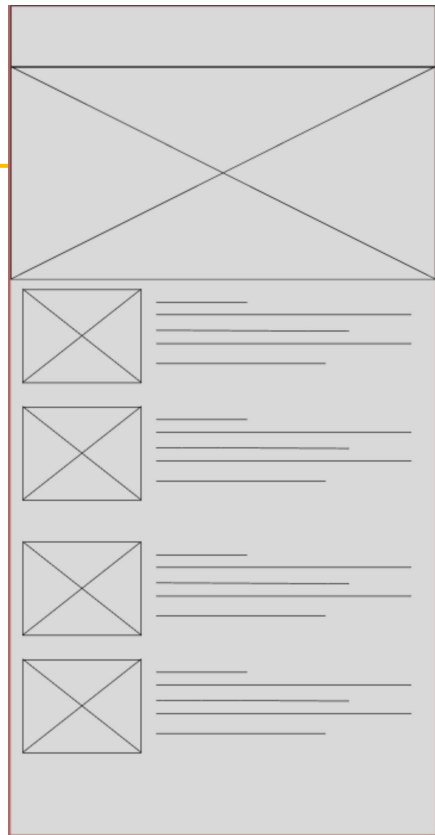
The goal is to integrate all popular food vloggers onto app to help new technology holders watch and learn to cook a particular food of their choice.



# Digital wireframes

Iterate a way to allow users learn how to prepare meals from other continent.

Hero image showing aesthetic nature of the page

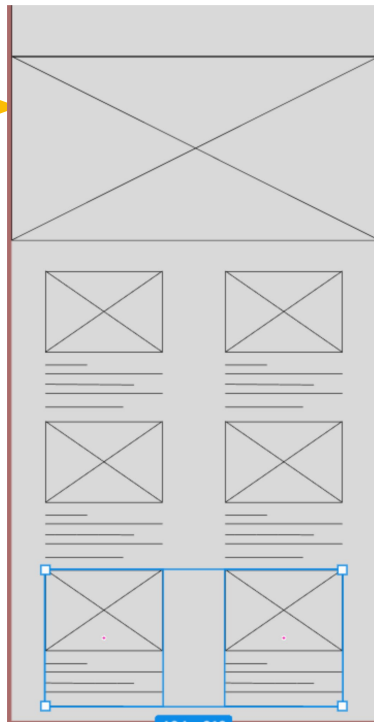


Category of meal that can be learnt according to each continent.

# Digital wireframes

[Iterate a way to allow users learn how to prepare meals from other continent.]

Hero image showing aesthetic nature of the page



User can select the mea video they wish to watch

# Low-fidelity prototype

[Link to low-fidelity prototype and  
brief description of the user flow]



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 User was excited about the concept of having a cook book app
- 2 User could easily work the design from start to finish.
- 3 User needed to be able to share interesting video seen.

## Round 2 findings

- 1 User was delighted to have a place where they could learn how to cook new food.
- 2 User wanted to know how to identify the chef preparing a particular meal.
- 3 User want to be able to buy some of the items used in the video.

## Refining the design

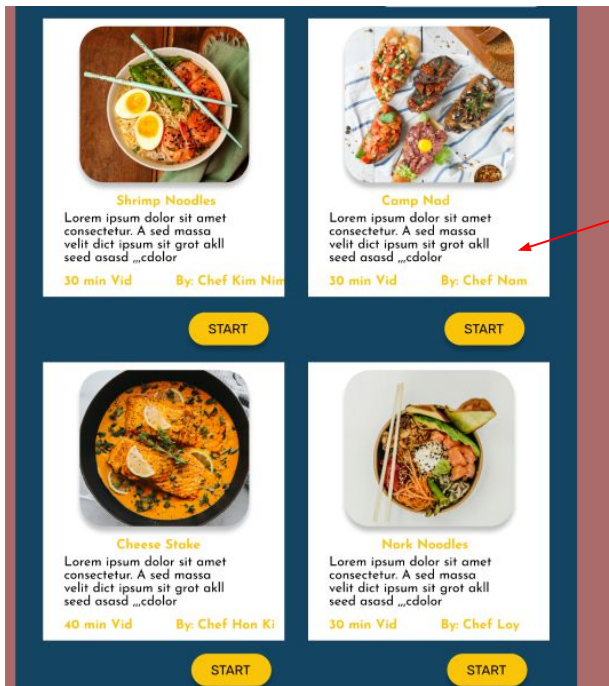
- Mockups
- High-fidelity prototype
- Accessibility



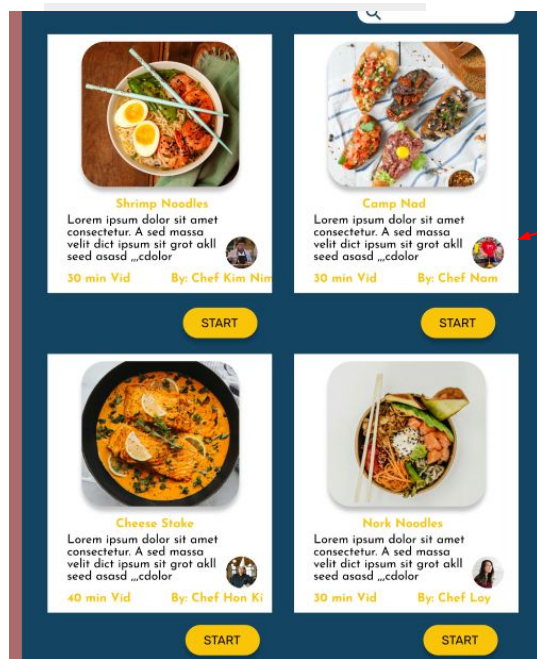
# Mockups

Users wanted to have to see the chef images to help them have confidence when selecting a video.

Before usability study



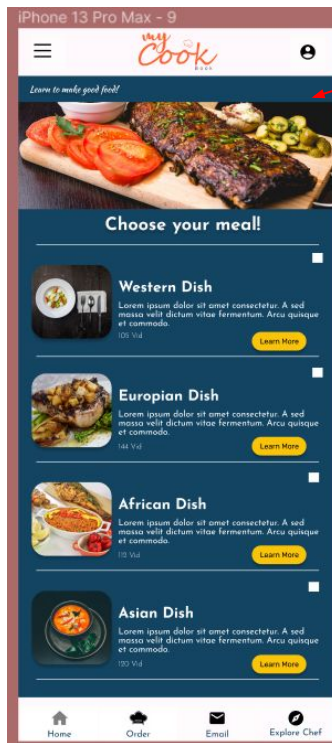
After usability study



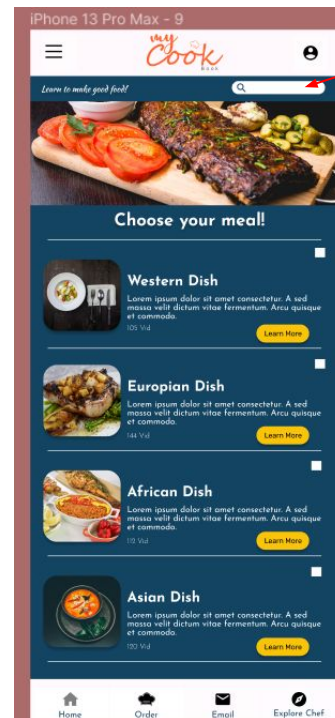
# Mockups

The users wanted to have the means of typing a particular chef or meal they would like to watch.

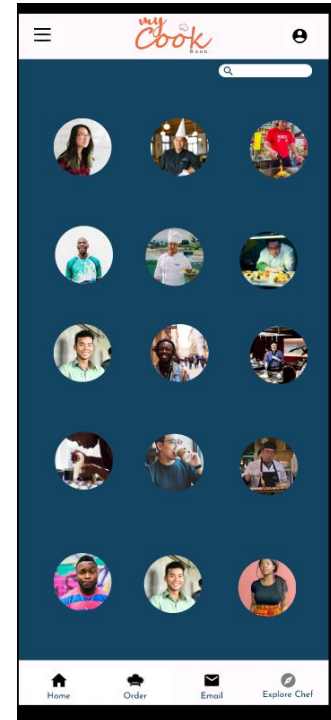
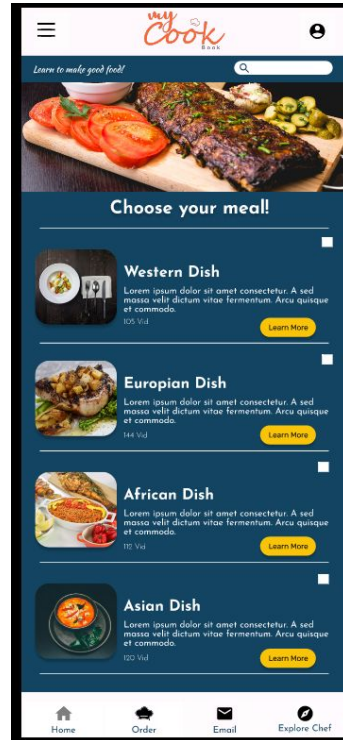
Before usability study



After usability study

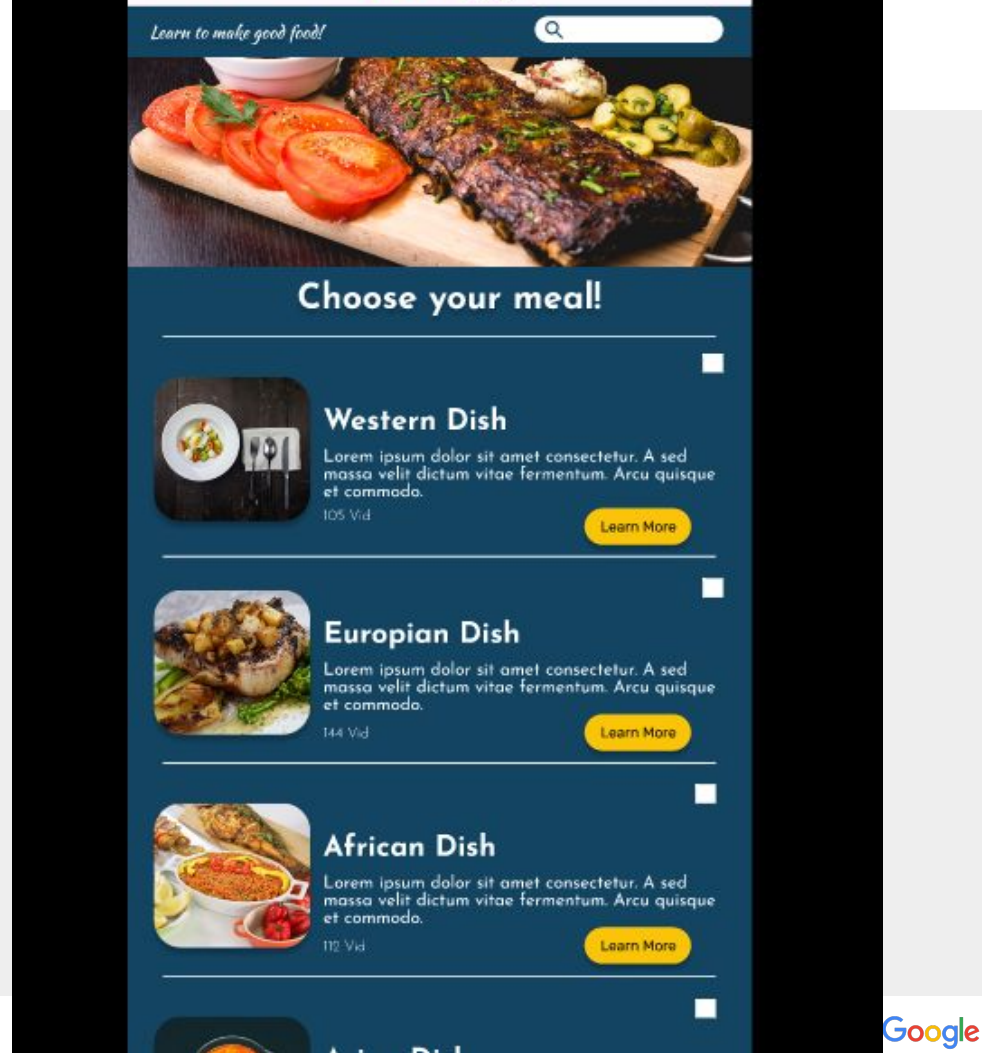


# Mockups



# High-fidelity prototype

<https://www.figma.com/proto/nzIzfrqKDTLZfwUqJ5yn04/Cook-book-for-people-new-to-technology?type=design&node-id=130-140&t=7ymswyqoOKG6olg3-0&scaling=contain&page-id=0%3A1&starting-point-node-id=130%3A51>



# Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

# Going forward

- Takeaways
- Next steps

# Let's connect!



It would be great to hear from you as I bring my skill as contribution to you team.