

No More Toast

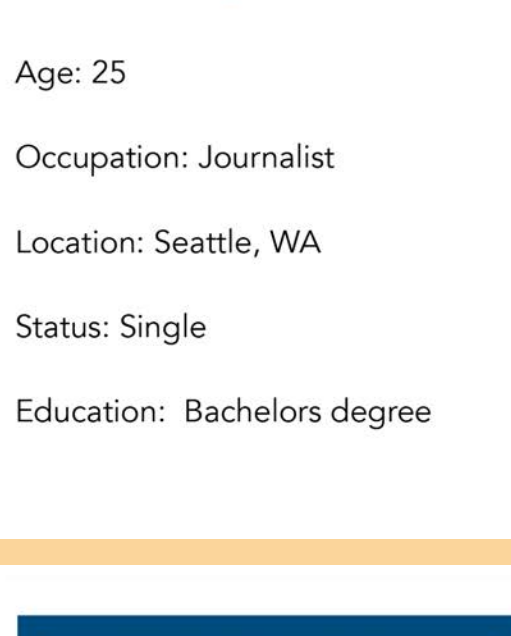
Recipe App Case Study

No More Toast is a recipe app concept and case study. It is designed for young busy professionals, college students, users with beginning to intermediate cooking experience. With No More Toast, users would learn their way around a kitchen and how to cook through a non-intimidating platform and it would aid them in becoming more confident in their cooking abilities.

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User Personas and User Flow

My User Personas and User Flow were created from compiling information from interviews with six friends and family members. I interviewed them about what they like and don't like about cooking, how a recipe app would or does help them in kitchen and why or why not they currently use a recipe app.



Delia

The Young Professional

Age: 25

Occupation: Journalist

Location: Seattle, WA

Status: Single

Education: Bachelors degree

Bio: Delia is a hardworking recent journalism graduate. She works long hours trying to better her career and impress her bosses. When she's not a work she likes to exercise and get drinks or be social with her friends. She doesn't cook much now because she's so busy but also because she feels lost in the kitchen. Kelly eats a lot of snacks and processed food for convenience or orders take out.

Goals

- Eat less processed food
- Save money
- Meal prep for a week of work

Challenges

- Doesn't like grocery shopping
- Gets home too late to cook
- Unconfident in the kitchen

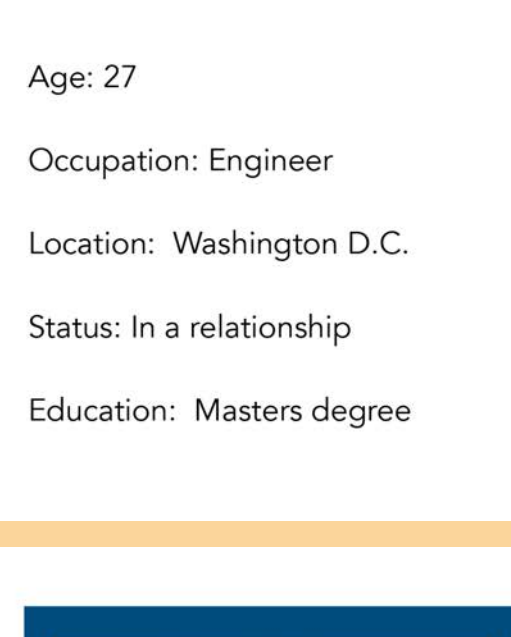
Tasks

- Learn basic cooking techniques
- Make healthier food choices
- Make meal plans

Personality Traits

- Determined
- Impatient
- Extrovert

"I don't want to eat toast for dinner anymore."



Cedric

The Practical Consumer

Age: 27

Occupation: Engineer

Location: Washington D.C.

Status: In a relationship

Education: Masters degree

Bio: Cedric is an engineer and likes to learn how things work. He likes logic to be applied to most aspects of his life. Most of his day is pretty planned out- work, gym, socialize or relax. His girlfriend doesn't have much interest in cooking so he does most of meal preparations for both of them. Sometimes he would like it if he had an app that would help him make decisions as to what to cook.

Goals

- Grocery shop efficiently
- Meal plan for two
- Get meal suggestions

Challenges

- Timing of cooking different parts of a meal all at once
- Using food before it goes bad
- Unclear or incomplete recipes

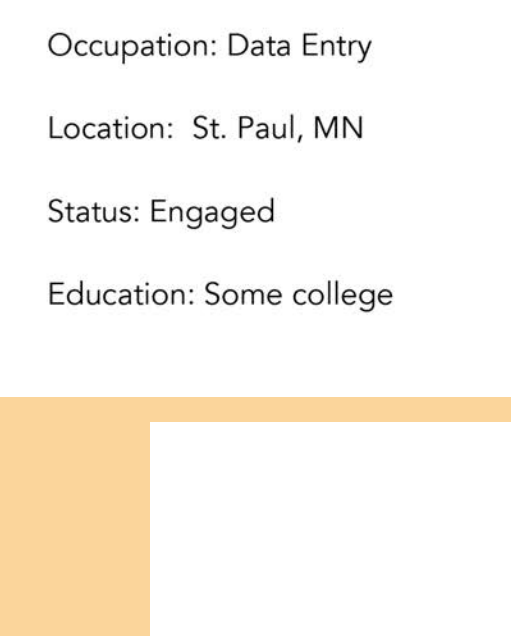
Tasks

- Timing for each cooking step
- Recipe suggestions for what is already in the cupboard
- Ability to edit saved recipes in app

Personality Traits

- Diligent
- Methodical
- Economical

"My biggest pet peeve is food going to waste."



Alma

The Novice Chef

Age: 34

Occupation: Data Entry

Location: St. Paul, MN

Status: Engaged

Education: Some college

Bio: Alma is a social butterfly. Her relationships with friends and family are her main priority. Her data entry job is stable but she doesn't love it and she's ok with that. She cooks fairly regularly but is looking for more guidance. Alma is disenchanted with most recipe apps because the market is so saturated with them. She's looking for something unique when she downloading apps to her devices.

Goals

- Cook more for loved ones
- Find unique recipe app
- Tune up her cooking skills

Challenges

- Overwhelmed by recipe options
- Doesn't like cooking bloggers
- Distrust in some tech

Tasks

- Visual learning
- More direct recipes
- Kitchen tools lists

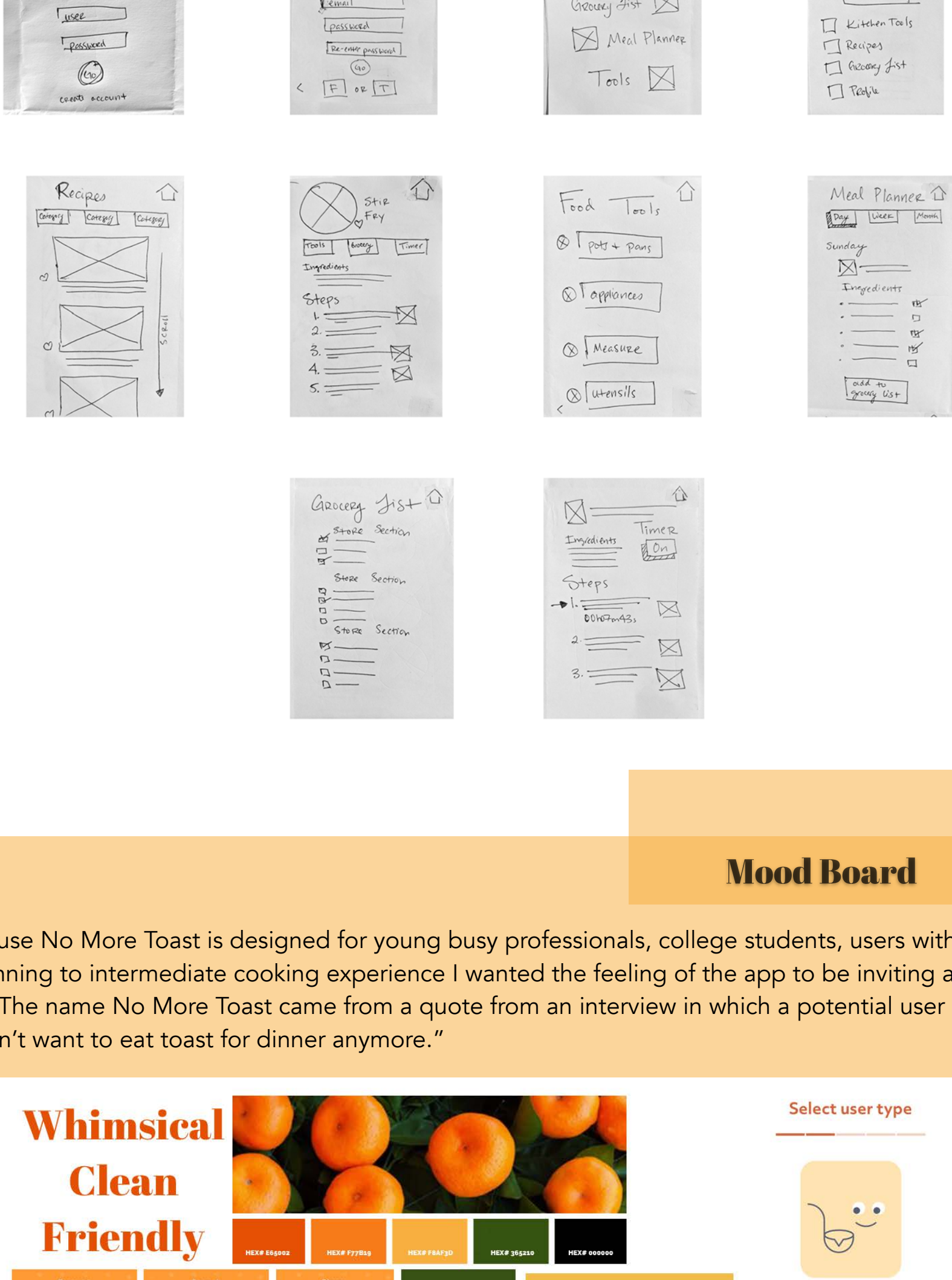
Personality Traits

- Fun loving
- Resourceful
- Careful

"If you don't know that you have the wrong pan then you think it's you and get discouraged."

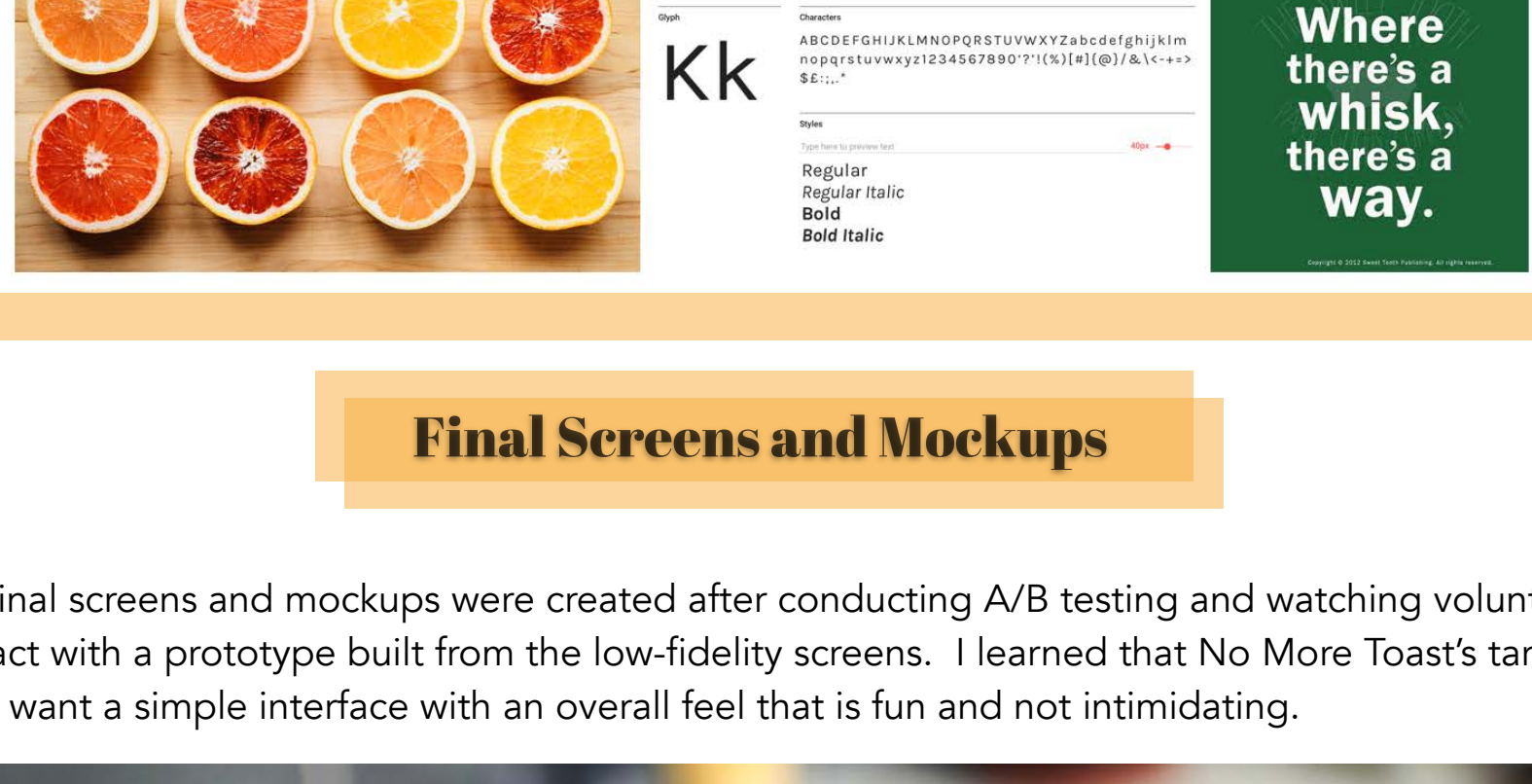
Wireframes

After really dialing in who I was designing for, I began the user interface design starting with low-fidelity wireframes. Here I used the Crazy Eights method where I folded a piece of paper into eight sections, set a timer for eight minutes and sketched one idea per section. These are my final low-fidelity wireframes after several pieces of paper.



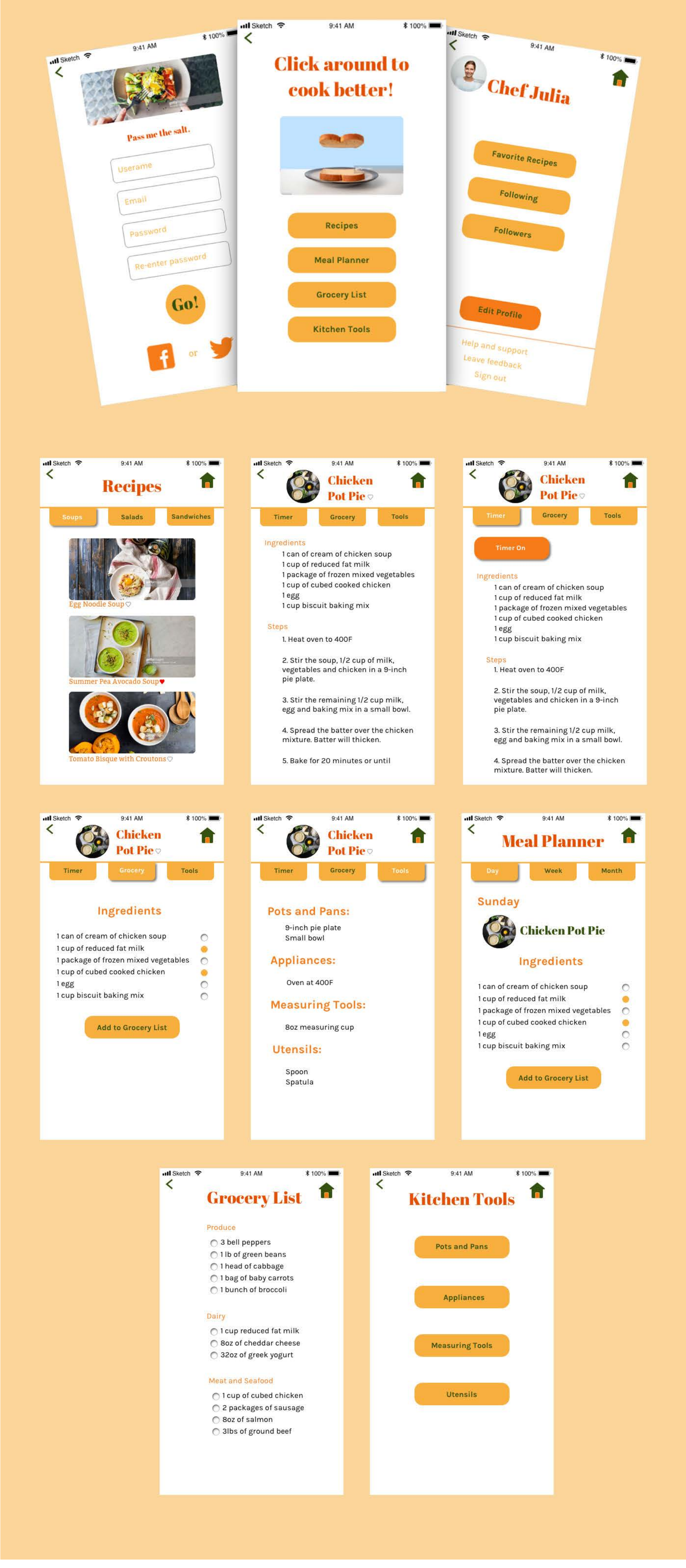
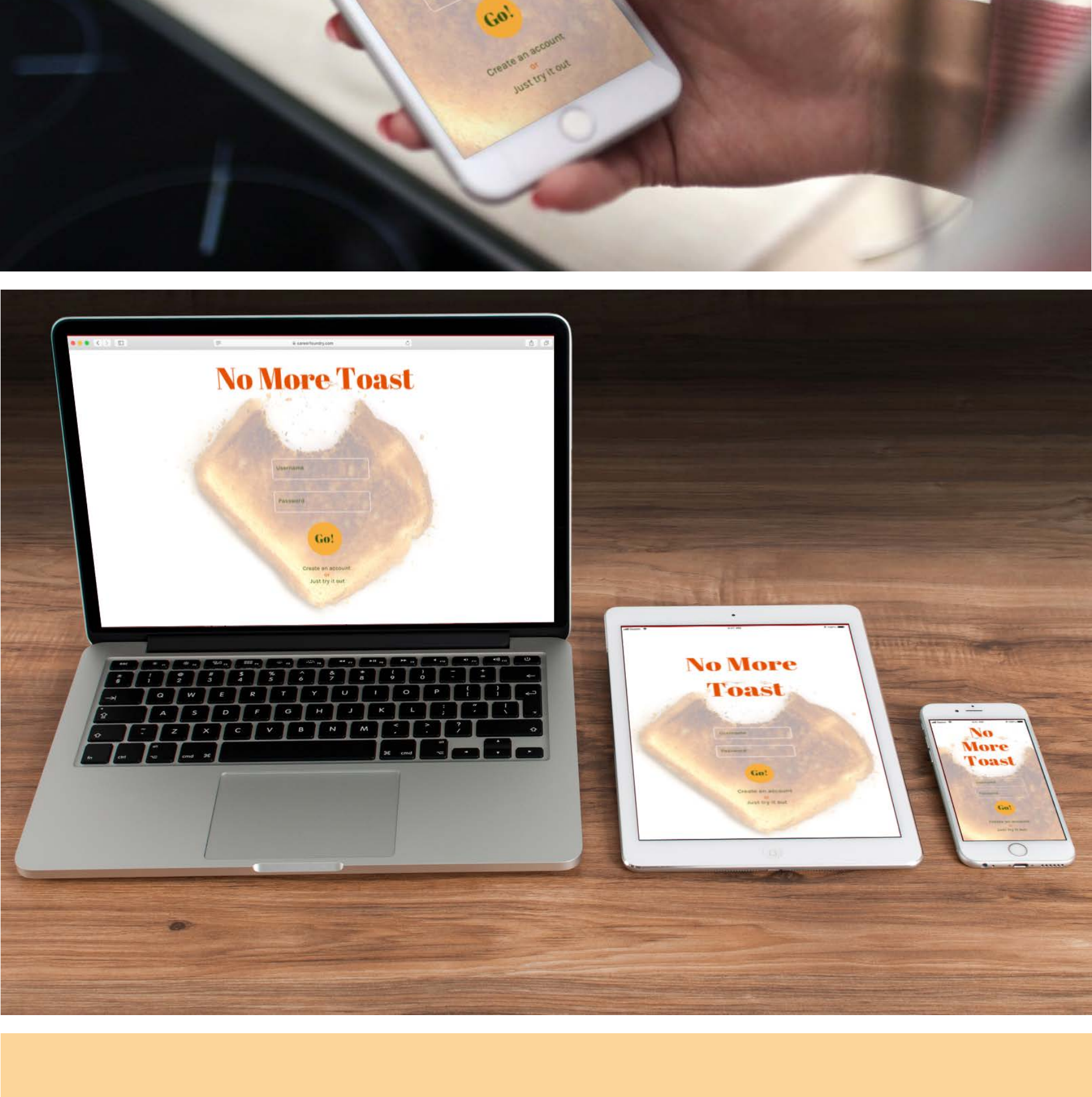
Mood Board

Because No More Toast is designed for young busy professionals, college students, users with beginning to intermediate cooking experience I wanted the feeling of the app to be inviting and fun. The name No More Toast came from a quote from an interview in which a potential user said, "I don't want to eat toast for dinner anymore."



Final Screens and Mockups

The final screens and mockups were created after conducting A/B testing and watching volunteers interact with a prototype built from the low-fidelity screens. I learned that No More Toast's target users want a simple interface with an overall feel that is fun and not intimidating.



The most important thing I took away from designing No More Toast is the importance of gathering user's preferences and problems and turning those stories into practical guides to create the user interface for this app.

Thank you for taking the time to view my work!