Chefsy

RECIPE APP

Be your own Chef

PROJECT OVERVIEW

THE PROBLEM: People have a hard time cooking or meal planning due to time constraints, lack of planning and motivation.

THE SOLUTION: Chefsy is an app that will cut down on the time and stress it takes to plan, shop for, and cook meals. It can generate a meal with the items you already have in your pantry. You can then shop the ingredients needed through the app with your favorite grocery store. You can also create a meal plan for the week to help you prepare for your next meal. It makes preparing a meals quick, easy, and fun.

ROLES: Project Manager - Magdalena Lachowicz
UX designers - Nicole Weatherly, Blu Bunton
UX Researchers - Naomy Hernandez, Chase McQuown

TOOLS: Figma, Invision

TIMELINE: 4 WEEKS

GOOGLE DRIVE LINK:
https://drive.google.com/drive/folders/19IC42I8d6DkDhkOvKxjT-w7yih9lRGzL?usp=sharing

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01
USER RESEARCH

Gathering data on our user base and using our findings to generate a User Persona.
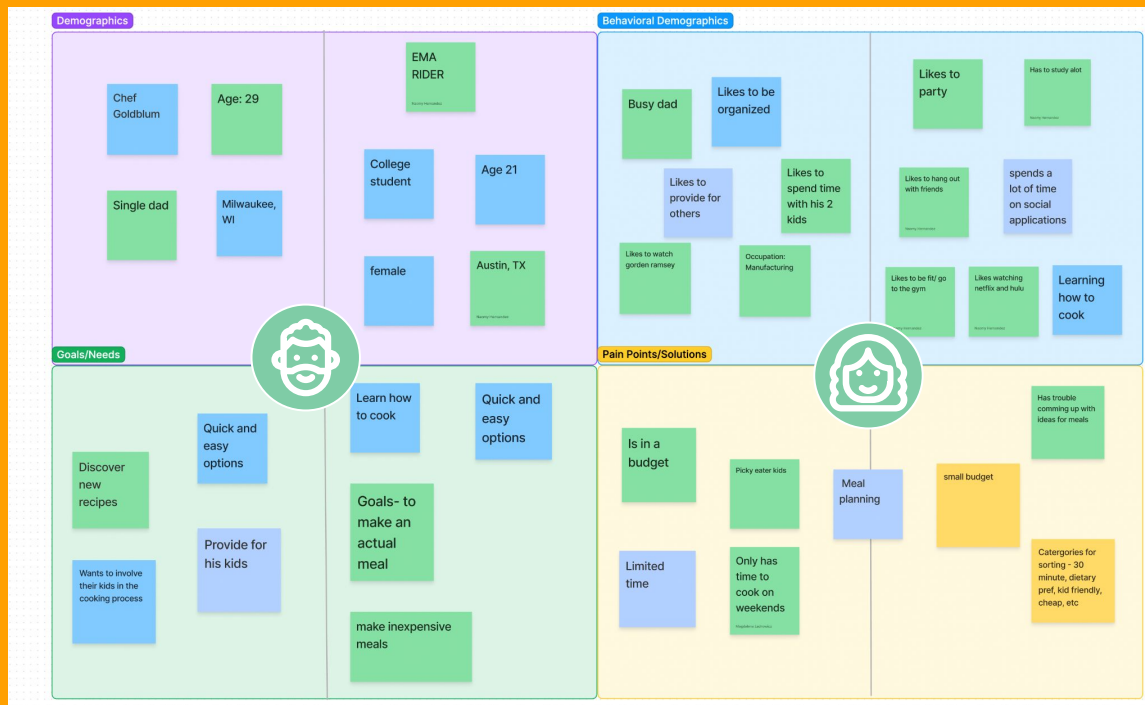
PROTO PERSONA

We created two proto-personas to identify a target user. We identified two groups that might benefit from our product: parents and college students.

We figured our users would be conscious of their time, budget, and motivation levels.

LINK TO FIGMA BOARD:
https://www.figma.com/file/IAQGBVup tH7LpJZ5Q9Y0KN/Project-1-Board?nod e-id=0%3A1

INTERVIEW PLAN

We began by conducting **5 interviews** in order to discover **how can we make cooking and planning meals easier for people with limited budgets/ingredients.** We discovered there was a **higher priority for creating quick recipes, planning and motivation.**

We surveyed **40** participants, **ages 18-40+**, who on average **cooked 4-6 times a week.** They **felt neutral** about cooking and **did not enjoy meal prep.** They are **not motivated** to cook and their **main pain point** for cooking was due to **time constraints.**

LINK TO INTERVIEW PLAN:
https://docs.google.com/spreadsheets/d/17lM3kBgn_PZQhfO0bmiCLGhYNXu9TrYdvxvKLJoE0P0/edit?usp=sharing

SURVEYING POTENTIAL USERS

We created a survey that was posted on social media in order to see if there was any overlap in our findings from the user interviews. If so, this would lend credence to the conclusions we drew.
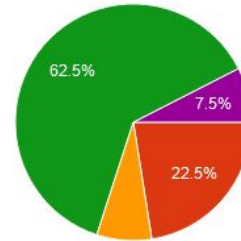
We chose questions that reflected our interview plan, focusing on pain points. **We found that a lack of motivation to cook and not enough time to shop for ingredients were the biggest pain points of those surveyed.**

LINK TO SURVEY RESPONSES:
https://docs.google.com/forms/d/194P0k1otBZGy0spg6RCGU6JKdrFQxF1jz88db-nhahU/edit#responses

What mainly stops you from cooking a meal at home?
40 responses
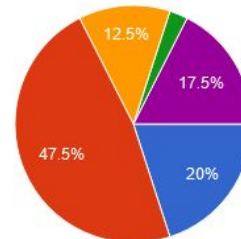
- Budget
- Not enough time
- Not sure what to cook
- Not motivated/too tired
- Don't have the ingredients I need

62.5%
7.5%
22.5%

Copy

What's your main pain point when food shopping?
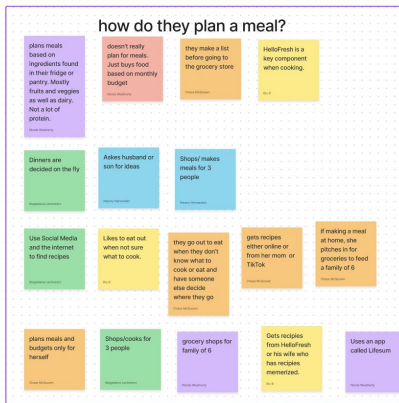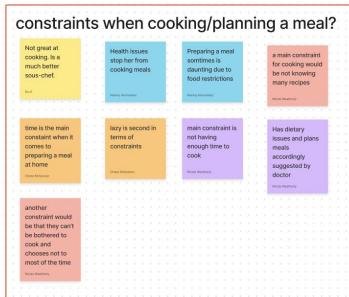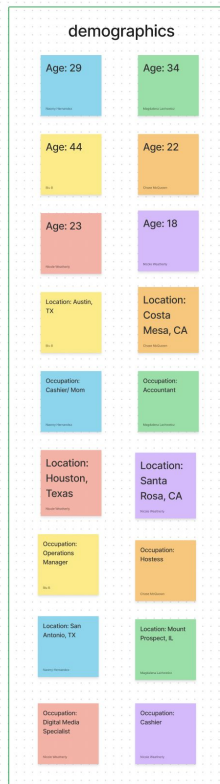40 responses

- Budget is too tight
- Takes too long
- Too many options
- Not enough options
- Don't know what to shop for

12.5%
17.5%
47.5%
20%

Copy

AFFINITY DIAGRAM

We compiled our interview research into an affinity diagram and grouped our information into 3 different categories, based on answers with similar themes. This helped us better pinpoint a potential user by giving insight into what our interviewees found most important and how often users mentioned the same things.

demographics

Age: 29	Age: 34
Age: 44	Age: 22
Age: 23	Age: 18
Location: Austin, TX	Location: Costa Mesa, CA
Occupation: Cashier/ Mom	Occupation: Accountant
Location: Houston, Texas	Location: Santa Rosa, CA
Occupation: Operations Manager	Occupation: Hostess
Location: San Antonio, TX	Location: Mount Prospect, IL
Occupation: Digital Media Specialist	Occupation: Cashier

constraints when cooking/planning a meal?

Not great at cooking. Is a much better sous-chef.

Health issues stop her from cooking meals

Preparing a meal somtimes is daunting due to food restrictions

a main constraint for cooking would be not knowing many recipes

time is the main constaint when it comes to preparing a meal at home

lazy is second in terms of constraints

main constraint is not having enough time to cook

Has dietary issues and plans meals accordingly suggested by doctor

another constraint would be that they can't be bothered to cook and chooses not to most of the time

how do they plan a meal?

plans meals based on ingredients found in their fridge or pantry. Mostly fruits and veggies as well as dairy. Not a lot of protein.

doesn't really plan for meals. Just buys food based on monthly budget

they make a list before going to the grocery store

HelloFresh is a key component when cooking.

Dinners are decided on the fly

Askes husband or son for ideas

Shops/ makes meals for 3 people

Use Social Media and the internet to find recipes

Likes to eat out when not sure what to cook.

they go out to eat when they don't know what to cook or eat and have someone else decide where they go

gets recipes either online or from her mom or TikTok

if making a meal at home, she pitches in for groceries to feed a family of 6

plans meals and budgets only for herself

Shops/cooks for 3 people

grocery shops for family of 6

Gets recipes from HelloFresh or his wife who has recipes memerlzed.

Uses an app called Lifesum

LINK TO FIGMA BOARD:
https://www.figma.com/file/IAQGBVuptH7LpJZ5Q9Y0KN/Project-1-Board?node-id=0%3A1

EMPATHY MAP

Using information from our Affinity Diagram and our User Interviews, we created an Empathy Map that reflected what our potential users might be saying, thinking, doing, or feeling.

We also compiled their specific pain points and the potential gains they could receive from our app.

As well, we began to flesh out a potential user, featured in the center of the map.

LINK TO FIGMA BOARD:
https://www.figma.com/file/IAQGBVuptH7LpJZ5Q9Y0K N/Project-1-Board?node-id=0%3A1

USER PERSONA

Family First!

George Jones
Marketing Manager

#family #healthy #cookingathome

ABOUT ME

George is 38 years old who is married and is a father of two. He lives in Austin, TX and works in marketing. George is a caring father but has little time to provide for his family in a manner that he so desires. He is often on the move and sometimes has to cook on the fly.

NEEDS

1. He needs to better manage his time.
2. Provide a healthy lifestyle for him and his family.
3. Teach his kids how to provide for themselves.

What he likes the most

1. Prefers to cook at home instead of going out to eat.
2. He loves to provide for his wife and two children.
3. He gets enjoyment out of cooking with his significant other.

Frustrations

1. Has a child with dietary restrictions.
2. His busy work life and home life make it difficult for George to find time for himself.
3. Often has to go to the grocery store when missing key ingredients.

I miss the comforts of home :(

Ema Rider
College Student

#social #cinema #beach

ABOUT ME

I spend most of my time--when I'm not partying or scrolling through Instagram--studying. I study at UCSD and love it here. I'm 22 years old and have lived on my own for a year and a half now. So far I have enjoyed it, but really do miss the comforts of home--especially when it comes to having a home cooked meal.

NEEDS

1. Motivation to do other things such as cook meals, clean, etc.
2. Prioritize her time in a more efficient manner.
3. To find meals that satisfy her health needs.

What likes the most

1. Being social (partying, meeting new people, finding new study friends)
2. Home cooked meals
3. Loves spending time on social applications

Frustrations

1. Eating out too much.
2. Allocating too much of her time to her social "obligations"
3. Eating things that don't satisfy her health needs/wants.

Based on the information from our Empathy Map, we created two User Personas: George Jones and Ema Rider.

LINK TO FIGMA BOARD:
https://www.figma.com/file/IAQGBVuptH7LpJ Z5Q9Y0KN/Project-1-Board?node-id=0%3A1

02

DEFINITION & IDEATION

Collecting ideas and boiling them down to feasible solutions.

USER INSIGHT STATEMENT ____

George and Ema need to find an efficient way to make their meals because they're always on the go and need to make sure they're able to cook healthy and without needing to constantly go to the store.

During our interviews and data gathered from a survey, we discovered that users are concerned about their time, their health, and their ability/motivation to cook.

Therefore, we believe that users are looking for a time management, health-conscious solution for finding recipes and that we might be able to help if we provide a recipe generation app that allows users to customize for their needs.

We might do this by providing users with recipe generation based on ingredients users have on hand as well as filters for budget and dietary restrictions. Doing this will allow our product to help our users save time, money, and build confidence in their ability to cook.

PROBLEM STATEMENT

People like George and Ema often find themselves unmotivated to cook due to being pressed for time, not having ingredients on hand, and struggling to accommodate their dietary preferences. They need an easier way to find recipes that fit their wants and needs and encourage them to cook.

Our research directed us towards a service that not only saves our users time, but also gives them a wide variety of recipes to choose and is fun to use. Providing an experience that allows for grocery shopping in app, gamefies the recipe finding experience, and keeps recipes and meal plans in one place will allow our users to feel motivated and more confident in building their cooking skills.

Brainstorming

We empathize with potential users to brainstorm and generate ideas for design solutions.
Solutions we found most important and relevant to our potential users were voted on, giving us a foundation of ideas to build our app features off of.

I Like

- having the time to cook or plan a meal
- Staying within my budget
- Having many recipe options
- Cooking for my family
- trying out new cuisines
- having meals ready to go
- not having to plan a meal
- I like asian food
- cooking new recipes for the first time
- easy to make meals
- eat out occasionally
- reviews/ filters
- having an abundance of ingredients at my disposal

I Wish

- Finding ingredients was easier
- premade meals turned out like how theyre supposed to
- I wish picking a recipe was easier
- I wish I could find new recipes
- I wish I had more time to cook
- I wish I was more motivated to make food
- There was a way to make recipies easy
- All food was healthy
- I could accomodate everyone's food preferences
- ther was a way to plan meals that satisfy my dietary needs
- food/ ingredients were cheaper

What If

- Personal chef who also does my grocery shopping
- A self watering vegetable garden
- A self regenerating fully stocked fridge
- fridge bought groceries (smart fridge)
- food/ ingredients were free
- Food ingredients never went bad
- food would cook itself
- I could eat 20,000 calories a day and not gain weight
- I could only eat desert
- I could think of a food and it would appear in my hands
- Smart house but it doesn't turn on you
- tthe grocery store could come to me

FEATURE PRIORITIZATION

Prioritization Matrix

High complexity

Personal chef who also does my grocery shopping

I could think of a food and it would appear in my hands

food/ingredients were free

There was a way to make recipes easy

I could accomodate everyone's food preferences

having meals ready to go

having the time to cook or plan a meal

ther was a way to plan meals that satisfy my dietary needs

I wish I was more motivated to make food

Low impact

High impact

Staying within my budget

reviews/filters

trying out new cuisines

Low complexity

Ideas with the most votes were sorted by relevance and importance then implemented into a prioritization matrix. What features did we want the app to offer?

We found many of our ideas might have a high impact on our users; our focus then was on their complexity. Even the most complex features, however, lended themselves to a usable feature - such as being able to shop for ingredients through the app.

LINK TO FIGMA BOARD:
https://www.figma.com/file/IAOGBVuptH7LpIZ5O9Y0KN/Project-1-Board?node-id=0%3A1

VALUE PROPOSITION STATEMENT

Our solution is to provide a **gamified recipe generation app**. The app, Chefsy, **gives users recipes based on what they have on hand**, letting them **create shopping lists to purchase** in app, as well as a **badge system that incentivizes using the app**.

The app seeks to build users' confidence and motivation to cook, while providing time saving measures.

The Value Proposition Canvas

Value Proposition

Customer Segment

Gain Creators

save users favorite recipes

Earning badges to incentivize users

Ingredient shopping through app saves time

learn about different flavor profiles

Setting a budget to save you money

Shopping list for local grocery stores

Products & Services

Link to social media networks

Ingredient to recipe generator

using the app over time unlocks secret recipes

Motivates and makes cooking/ meal planning exciting with incentives

Pain Relievers

Shop for ingredients through the app

User reviews to designate good recipes

makes it easy to meal plan/prep

Gains

save time cooking easy meals

Recipe generation - don't have to overthink it

Cook a meal

filtering out recipes that don't satisfy dietary constraints

earning badges to increase motivation

find/ make healthy recipes

Customer Job(s)

plan meal(s)

Catering to dietary preferences

planning meals is time consuming

Budgeting for meals

knowing whether a recipe is good

Pains

Needing motivation

planning meals around a budget

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USER SCENARIO

User Scenario

User/Persona

George Jones
Age: 38
Occupation: Marketing Manager
Location: Austin, Texas

Interests:
- **Cooking Shows - Especially Gordon Ramsey**
- **Baseball**
- **Cinema**
- **Cocktail enthusiast**

User scenario(s)

George is spending the weekend with his family. He wants to plan meals out for the week but also wants it to be a family activity. He's looking for something new to freshen up their usual dinner plans but also cater to their dietary needs.

- He and his wife are vegetarians and one of his children has a peanut allergy.
- He's trying to get his kids to try new foods.
- His busy schedule makes it hard to be motivated to cook.

Goal(s)

- Wants to find quick and easy recipes that satisfy both his family's dietary needs and their budget.
- Wants to find recipes that he can cook with his family.
- Wants to find new recipes to change up his meal routine.
- To be more motivated to cook

Risks/Emotion(s)
- Doesn't want to waste time thinking of meals and recipes
- Worried that his kid won't like their meals
- He's excited to try new cuisines
- Runs into difficulties when trying to find recipes for their dietary needs
- He's hesitant to try a new service/product because he's used other recipe apps before

Scenario phases

Phase 1
George is at home, planning out the meals for the week for him and his family.

Phase 2
He recently went grocery shopping and was looking at the ingredients he has leftover. What can he make with this?!

Phase 3
George opens up Chefsy and types in the ingredients he has on hand, making sure to input his family's dietary preferences.

Phase 4
Chefsy generates some recipes for him and he favorites a few for the week. He earns a Meal Prep badge in the app.

Phase 5
He calls to his kids to help him cook the new recipes, which they all seem excited for. Time to cook!

We then put ourselves into the shoes of George Jones, whom we chose to focus on for the remainder of the project. Whilst none of us were parents, our user interviews gave us a great insight into the scenario he might find himself in.

We asked ourselves: What issues might he run into when it comes to cooking? Why is he not motivated to cook? How is his family involved? How does he feel about it all?

From here, we started to blueprint how Chefsy might help him out!

LINK TO FIGMA BOARD:
https://www.figma.com/file/IAQGBVuptH7LpJZ5Q9Y0KN/Project-1-Board?node-id=0%3A1

STORYBOARD

We expanded on our user scenario to create a story showing how George would incorporate Chefsy into his day to day life.

In this scenario, George is feeling stressed about planning meals for the week. He has ingredients on hand but doesn't know what to do with them. He finds Chefsy and is able to get some great recipes to make with his family.

User Story Board

1.

George is at home, planning out the meals for the week for him and his family. He is a little stressed because he has to think of ideas for the week.

2.

He recently went grocery shopping and was looking at the ingredients he has leftover. What can he make with this?! Everyone's getting tired of the same old meals.

3.
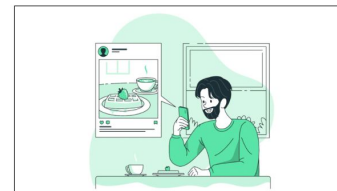
George starts to look for a recipes online and comes across Chefsy. He can input his ingredients and it gives him recipes. It also gamefies the experience, making it more fun.

4.
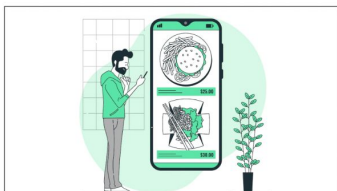
George opens up Chefsy and types in the ingredients he has on hand, making sure to input his family's dietary preferences. He's starting to feel optimistic.

5.
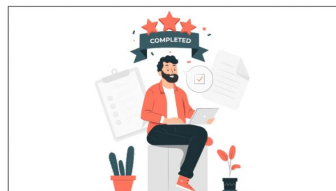
Chefsy generates some recipes for him and he favorites a few for the week. He earns a Meal Prep badge in the app. He feels relieved that he has some help.

6.
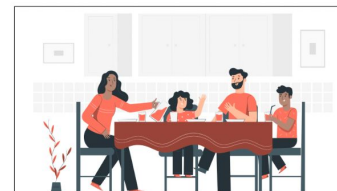
He calls to his kids to help him cook the new recipes, which they all seem excited for. Time to cook!

LINK TO FIGMA BOARD:
https://www.figma.com/file/IAQGBVuptH7LpJZ5Q9Y0KN/Project-1-Board?node-id=0%3A1

USER JOURNEY MAP

User Journey Map

George Jones

Age: 38

Occupation: Marketing Manager

Location: Austin, TX

User Motivations
- Quick and easy meals
- Cater to dietary restrictions
- Stay on budget
- Change up his food routine

UX Scenario
George is spending the weekend with his family. He wants to plan meals out for the week but also wants it to be a family activity. He's looking for something new to freshen up their usual dinner plans but also cater to their dietary needs and stay on budget.
- He and his wife are vegetarians and one of his children has a peanut allergy.
- He's trying to get his kids to try new foods.
- With food prices going up, he needs to be careful with his spending.

Goals
- Wants to find quick and easy recipes that satisfy both his family's dietary needs and their budget.
- Wants to find recipes that he can cook with his family.
- Wants to find new recipes to change up his meal routine.

The Experience

Setup
1. George downloads the app.
2. He creates an account.
3. The app asks for his dietary preferences and any allergies.

Recipe Generation
4. He begins to input the ingredients he has.
5. He sets the filter for dinner recipes.
6. The app generates recipes for him - there's so many! He's overwhelmed.

Shopping List
7. He finds a recipe, but doesn't have all the ingredients for it.
8. He adds the missing ingredients to his cart.
9. He orders the ingredients for pick up but there's no time window.

Cooking Time
10. He saves the recipe into a meal plan.
11. After he makes the recipe, he marks it as 'Made'.
12. The app rewards him his "First Meal" badge.
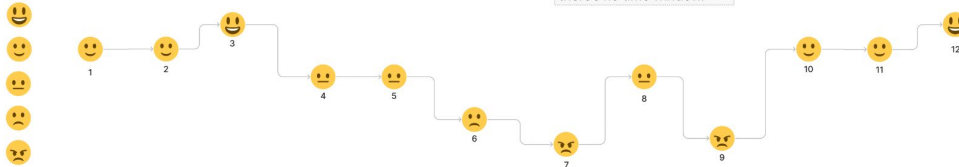
Opportunities

Including a pick up time for groceries	Filtering categories such as cuisines or meal style to narrow down options (i.e.: Mexican, Asian, Quick and Easy, etc.)	Set a number of recipes he wants to see, so he doesn't get overwhelmed, but he can still see more later if he'd like.	Sort recipes by how many ingredients you're missing (mark with a "# ingredients left")	Have an option to choose or favorite/ save other people's meal plans incase he doesn't have any food or ingredients for that week and put the ingredients in his cart	Dinner roulette - press a button and the app randomly selects a recipe for you based on your preferences	Notes section for Users to suggest alternatives

As we plotted George's journey through the app, we used that opportunity to think of potential speed bumps for him. These became additional features we could consider building into the app.

For instance, we anticipate George might be overwhelmed by the amount of recipes the app generates for him, which may cause him to lose motivation for cooking and to not use the app. Therefore, we determined to add a more filters to the app to narrow down his options.

LINK TO FIGMA BOARD:
https://www.figma.com/file/IAQGBVuptH7LpJZ5Q9Y0KN/Project-1-Board?node-id=0%3A1

03
PROTOTYPING

Creating a mockup app to visualize our solution.

→

COMPETITOR ANALYSIS
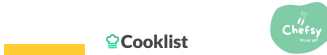
SuperCook: this app had a solid amount of features, but fell short when it came to its design. The main issue being that it felt unpolished.

My Fridge: while being easy to use and having a decent amount of features, it felt unengaging when it came to its UI and design choices.

Cooklist: this app had an abundance of different useful features, making it Chefsy's most direct competitor. It could have benefited from larger fonts in certain areas.

Food Network Kitchen: this app was similar to Cooklist when it came to its features. It didn't include a recipe generation feature.

Tasty: this app was simple and easy to use and had some useful features. The most distinct issue was pixelated images, which made for an eye sore in certain areas.

Features

Cooklist

Chefsy

SuperCook

My Fridge

TASTY

Ease of use

LINK TO FULL COMPETITOR ANALYSIS:
https://docs.google.com/document/d/1qfmGSu
O10irr36WEesup6Ghj01x9wjDms4DfQkgukdo/e
dit?usp=sharing

USER FLOW CHART
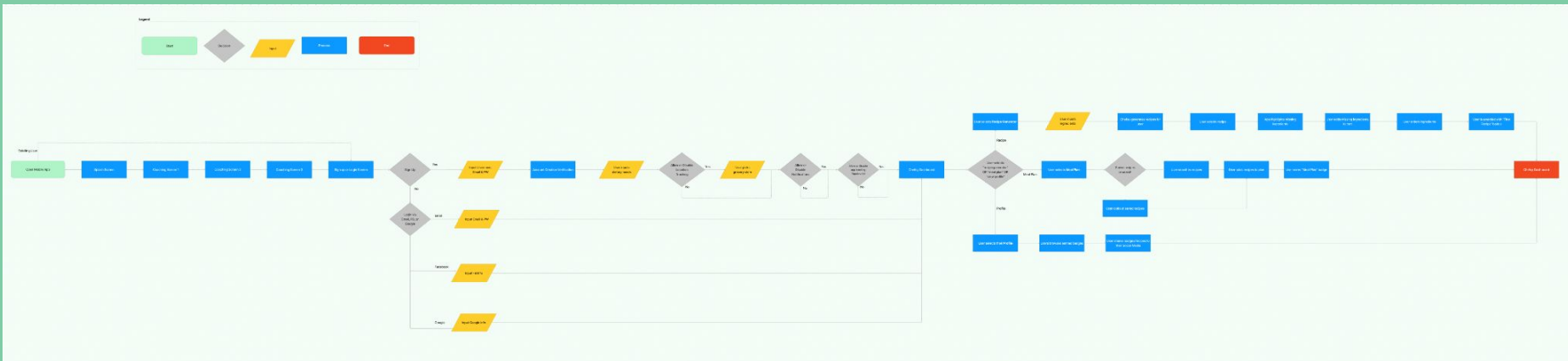
Our user flow maps out how the user would interact with the app, from onboarding to the key features offered.

LINK TO FIGMA BOARD:
https://www.figma.com/file/IAQGBVuptH7LpIZ5 Q9Y0KN/Project-1-Board?node-id=0%3A1

SKETCH WIREFRAMES

These wireframes are the intended layout of the product's UI. Each team member sketched a wireframe of their own and then we chose frames most in line with our vision to create a master wireframe.

LINK TO SKETCH WIREFRAMES:
https://www.figma.com/file/MaQ134I8NekYG4XtAmYWLe/Wireframes?node-id=0%3A1
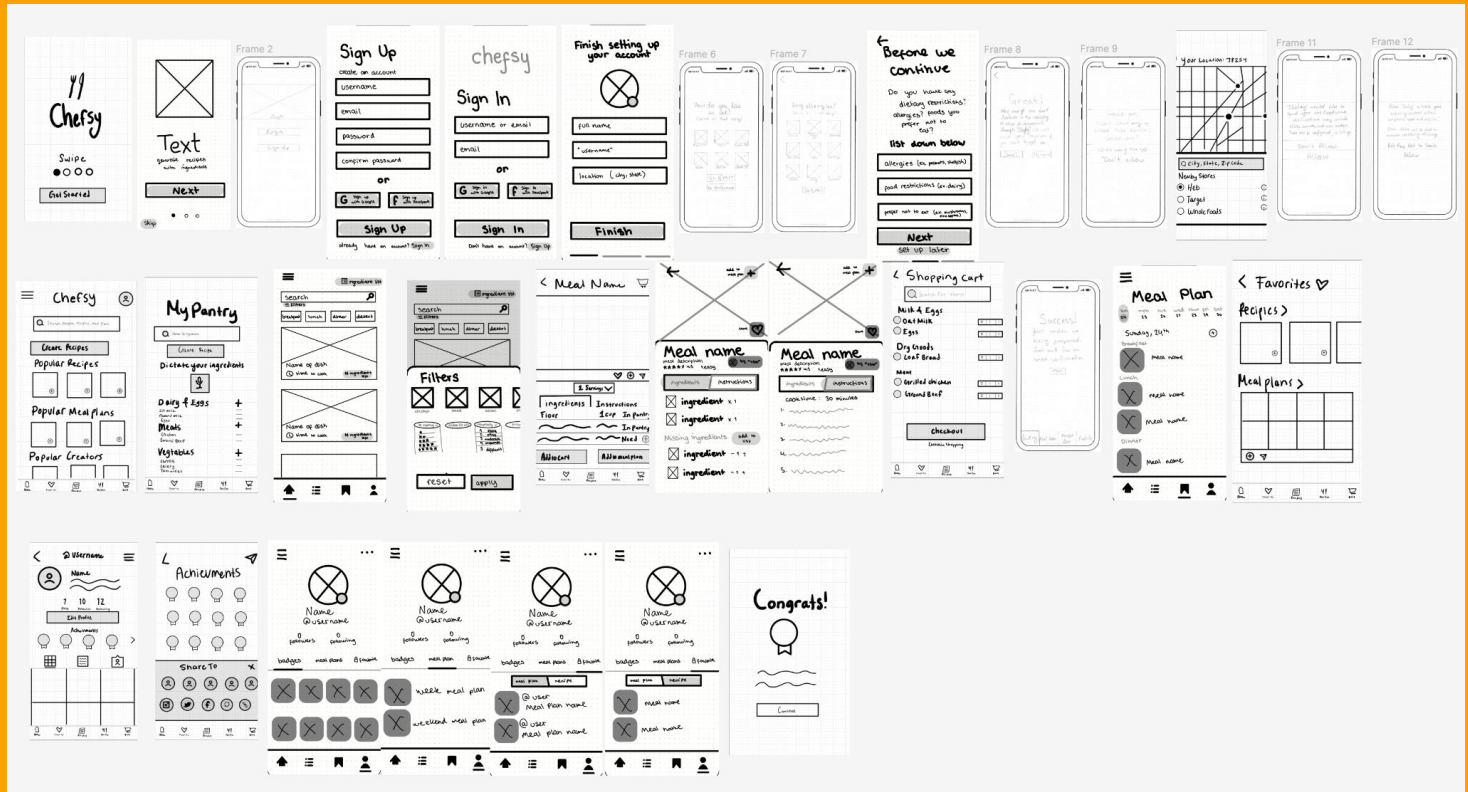
SKETCH WIREFRAMES

Here are links to the clickable prototypes of each team member's wireframe sketches.

Blu

Chase

Magda

Naomy

Nicole

DIGITAL WIREFRAMES
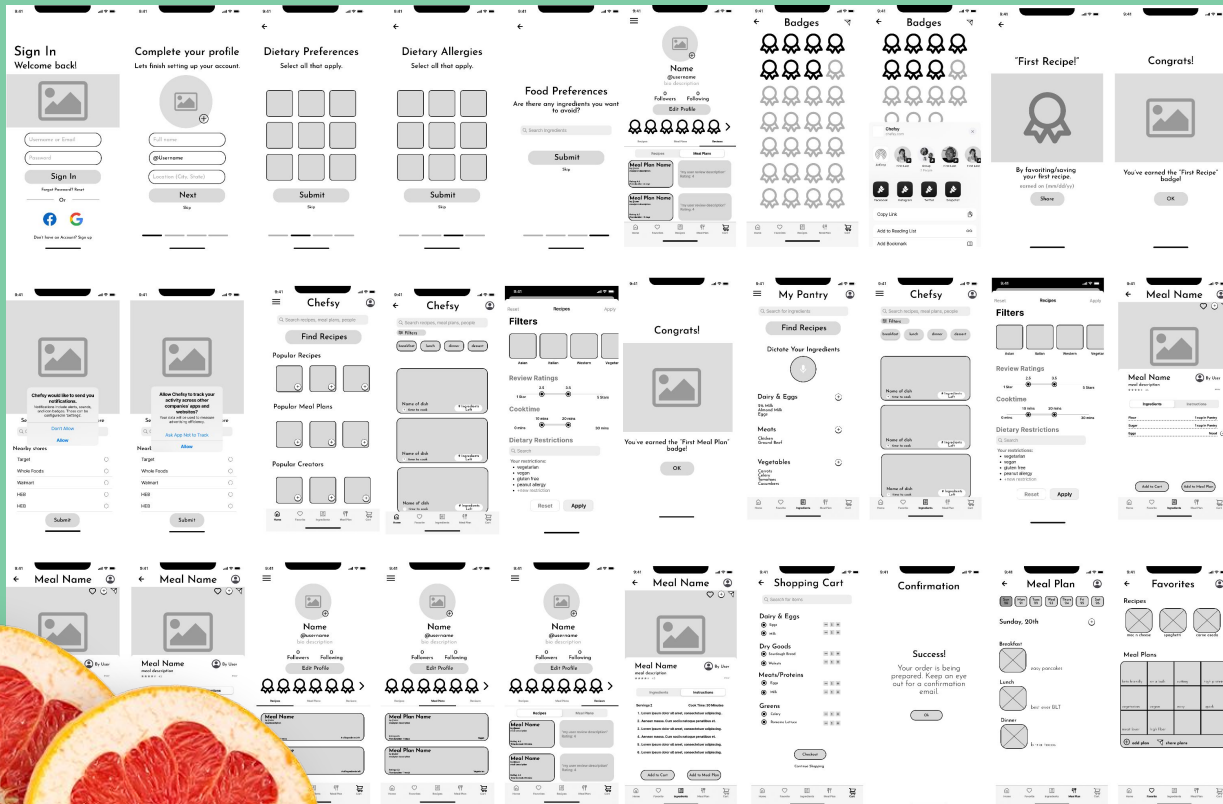
Our next step was to create digital wireframes using our sketched wireframes as a reference.

From these, we created a clickable prototype to be tested by users

LINK TO DIGITAL WIREFRAMES
https://www.figma.com/file/s6EdNHSJWd18Gx7nwSJkZs/LoFi-Prototype?node-id=50%3A5073

04

TESTING AND ITERATING

Testing and refining the prototype against audience feedback.

TESTING PLAN

Objective

To identify any usability problems, collect qualitative and quantitative data, and determine the participant's satisfaction with the product. To make the process of making/ preparing a meal/meal plan easy, efficient and user friendly. To build user confidence.

Target Users

Busy/overwhelmed people that want to cook more and have an organized plan.

Tasks

Users will be asked to complete the onboarding process and test the app's three key features.

Questions

How easy/hard was it to sign up for Chefsy? To use the key features? To navigate?

What did you like about it? What were some pain points?

Would you use this day to day? Are the badges a helpful motivational tool?

Testing Plan:

USER TESTING

Through user testing, we identified usability issues, collected qualitative and quantitative data, and determined the participants' satisfaction with the product.

LINK TO FOLDER:
https://drive.google.com/drive/folders/1-ge9bD5avxy5WOklTCUMkgJvrcl3J9g-?usp=sharing
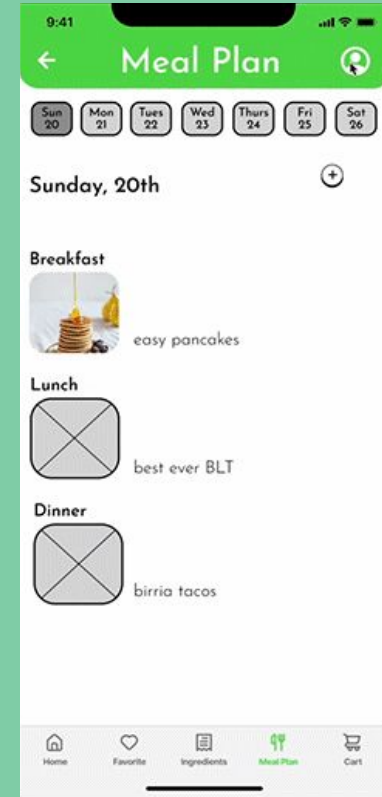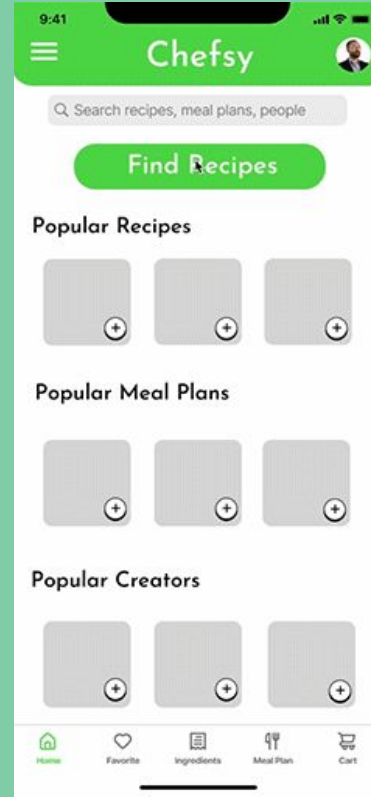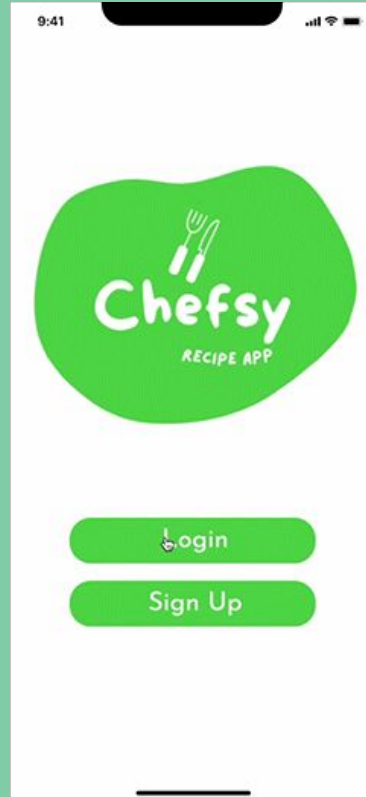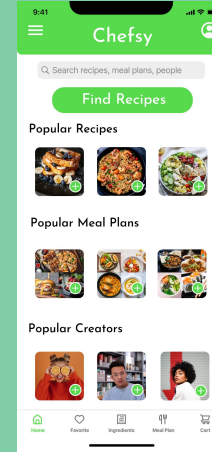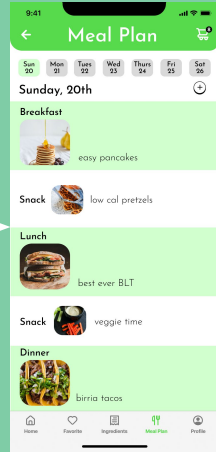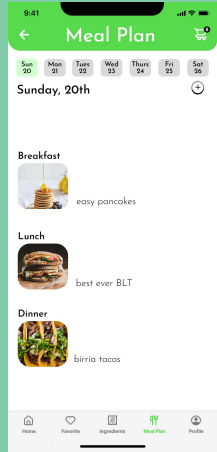
2x2 FEEDBACK PRIORITY MATRIX
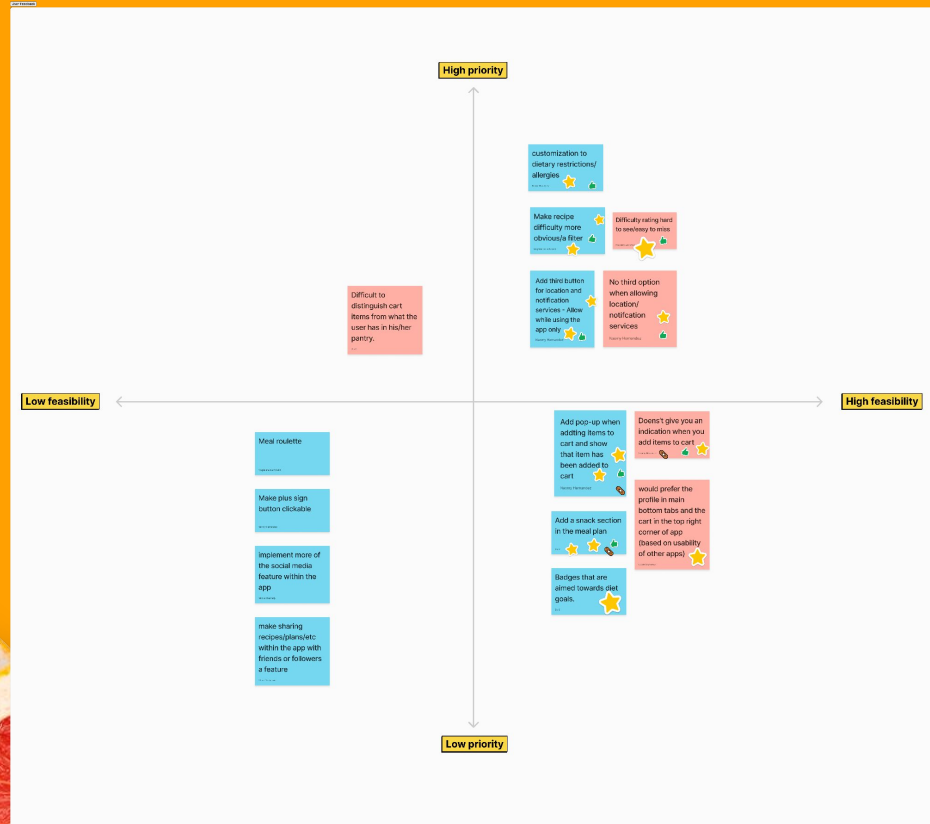
As a group we gathered all of the feedback we had received from our user tests. With that information we wrote down each observation our users made on sticky notes. We then took turns voting on which sticky note we thought would be important based on feasibility.

With this information we could begin making key iterations to the app.

LINK TO FIGMA BOARD
https://www.figma.com/file/IAQGBVuptH7LpJZ5Q9Y0KN/Project-1-Board?node-id=340%3A1624

ITERATING + HIFI PROTOTYPE ___
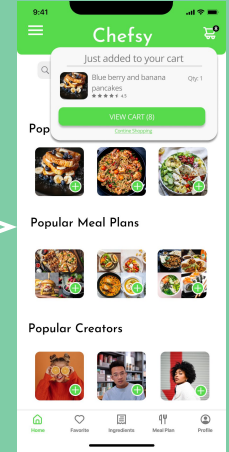
Some of the key iterations we made were:
- Add a snack section to the meal plan.
- Give the user the ability to customize their dietary preference even more.
- Make it more evident when items are added to the cart.

LINK TO HIFI PROTOTYPE
https://www.figma.com/file/s6EdNHSJWd18G
x7nwSJkZs/LoFi-Prototype?node-id=0%3A1

FUTURE CONSIDERATIONS

- Add additional social elements to Chefsy, such as a messaging function

  - Making Chefsy into more of a Recipe Social Network, with a robust community of users helping each other out

- Adding a meal roulette feature

  - Selects a recipe at random (based on your preferences) to keep things fresh

- Adding a generate meal plan feature

  - Similar to the roulette, to keep things fresh

TAKEAWAYS

- **Importance of user testing** - this allowed us to understand where our app was falling short and where we were succeeding

- **Time** - allocating the appropriate amount of time for designing the app sometimes proved harder than it seemed

- **Putting aside your own bias** - with the user at the forefront, we could grow the app based on their feedback and not be limited to our own perspectives.

- **Empathy for the user** - similarly, understanding the scenarios a user would be found in and how they would feel about it served

- **Considering each team members input** - Giving an ear to everyone's ideas not only led to everyone feeling heard and respected, but also made us a stronger team

- **Importance of storytelling** - speaking from the user's perspective and building a narrative around our process gives life to our app and a conveys a better understanding of the journey taken

- **Next steps** - testing our newly iterated prototype; more iterating based on feedback; considering future scope and application of the app

Thanks!!

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