



*“Make your kitchen a playground!”*  
A6: Interactive Medium-Fi  
Prototype

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# **Problem/Solution Overview**

# Problem



Some people aren't willing to explore and get out of their comfort zone while cooking, not because of time/budget limitations, but simply because it is not **enjoyable** enough.

# Solution



A **social cooking app** that incentivizes individuals to explore cooking by offering unique challenges, virtual rewards, and opportunities for interactions with other users.

# Let 'Em Cook!'s 4 (For) Values

Let 'Em Cook! aspires to be...

For **Experimenting**,

For **Everybody**,

For **Sharing**, and

For ***Fun***.

## For Experimenting...

Our app encourages users to culinarily experiment, through trying different recipes, budgets, and time limits in our **challenges** tab.

# For Experimenting... *BUT*

Our end goal is for users to experiment with a meal, and then, of course, \*eat it!\*

***Possible tension:*** Not all experiments go 'right' :(

***Possible resolution:*** Providing tips/advice on how to ensure challenge goes smoothly (eg. pointing out common errors)

# **For Everybody...**

Our app welcomes everybody, of any/all backgrounds and culinary experience levels by allowing users to join the challenges they wish and/or create their own as they see fit.

## **For Everybody... *BUT***

Our challenge page will include any/all user-created challenges/recipes.

***Possible tension:*** May get overwhelming/hard to parse

***Possible resolution:*** Providing pre-set/custom filters which only show certain challenges (eg. only recipes with meat)

## **For Sharing...**

Our app makes cooking feel social by allowing users to share their creations to others as well as invite friends to their own challenges.

## For Sharing... *BUT*

As with all forms of social media, we must be careful of spreading online harm/bullying.

***Possible tension:*** Users being mean/"trolling" other users

***Possible resolution:*** No "in-house" messaging/chat in the app, only thumbs up/thumbs down

## **For Fun...**

Our app brings some fun into cooking by making it feel a bit competitive – the challenges, and end-all ‘submission’ of one’s creation makes it feel like they have something to work towards.

## For Fun... *BUT*

Cooking can already feel stressful, we do not want to add to that.

**Possible tension:** Users feel like they *have* to get upvotes to validate their creation

**Possible resolution:** Upvotes don't win/award anything — just a binary way for other users to share their thoughts

# Revisiting Usability Goals & Key Measurements

# Testing Methodology (as a reminder)

## **Goal 1: Efficiency/Speed**

- Time Taken to Achieve Task
- measured in seconds
- Dictates simplicity and relative connection of UI

## **Goal 2: Clarity/Confusion**

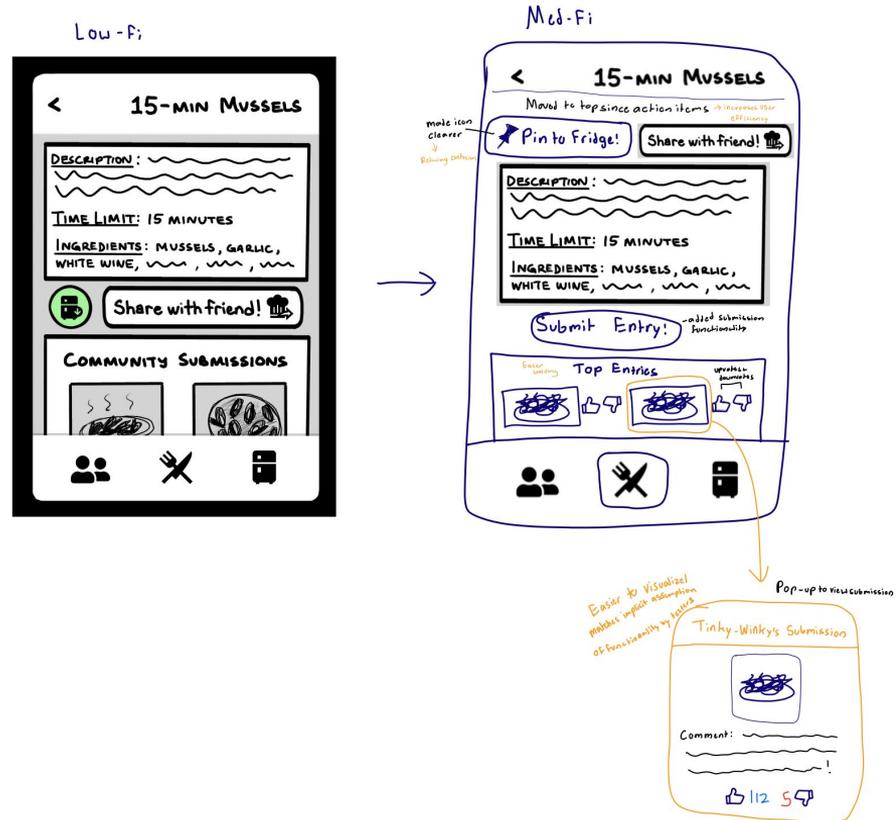
- Number of "incorrect moves" towards accomplishing task
- measured in taps
- Dictates confusing elements, balances goal 1 for speedier individuals

# Revised Interface Sketches

# Revised Sketches

## Sketch 1: Challenge Screen

- Edited Challenge Screen Design for the following:
  - Moved interactive elements to top of screen
  - Changed Pin to Fridge Icon
  - Added Submit Entry button
  - Added pop-up tabs for community submissions
- Usability Goals:
  - Efficiency/Speed: Users have more visibility for core functions of app
  - Clarity/Confusion: Functions that confused users in testing were refined to be more clear
    - e.g. pin to fridge icon + pop-up tabs

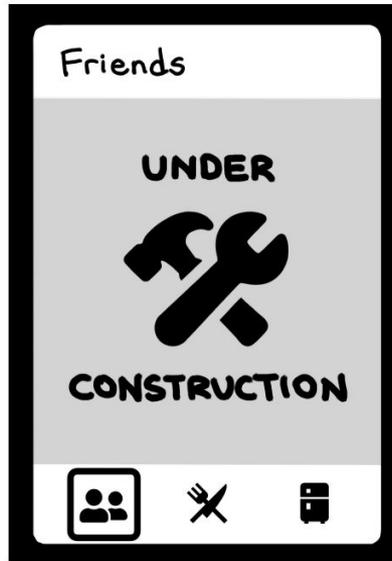


# Revised Sketches

## Sketch 2: Friends Tab

- Implemented Friends Tab
  - List of friends with respective avatars
  - Indication on whether they are doing a challenge or not
  - Links to current challenge
- Usability Goals:
  - Efficiency/Speed: Users can easily view friends and challenges w/ big picture representations
  - Clarity/Confusion: Highlighting of who is not doing a challenge is easy to view → incentivizes user to send a challenge to that friend

Low-Fi



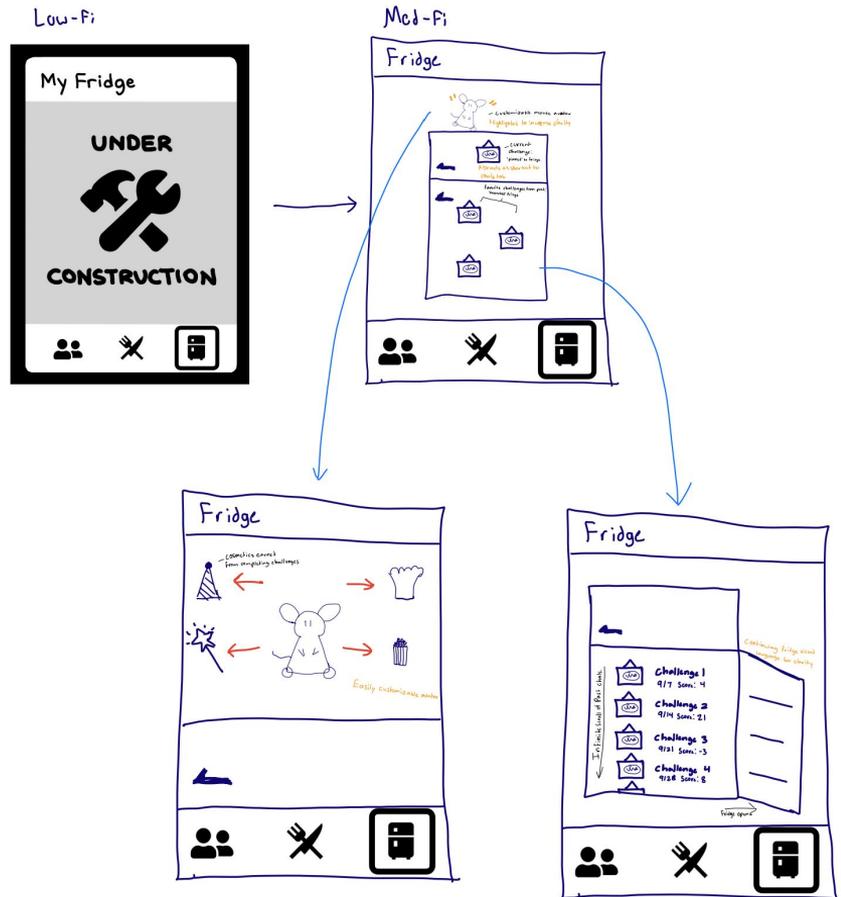
Med-Fi



# Revised Sketches

## Sketch 3: Fridge Tab

- Implemented Fridge Tab
  - Top of Fridge: Currently pinned challenge
  - Bottom of Fridge: Favorite past completed challenges
  - Inside of Fridge: History of all completed challenges
  - Mouse: Customizable user avatar
- Usability Goals:
  - Efficiency/Speed: Fridge visual metaphor helps point towards different functions, simplicity of fridge functionality increases efficiency
  - Clarity/Confusion: Certain features are highlighted to show intractability



# Evidence from A5 Prototyping

## Sharon

- ~30 seconds for task 1
- ~1 minute for task 2
- ~30 seconds for task 3
- ~2 incorrect moves



## Cary

- ~1 minute for task 1
- ~3 minutes for task 2
- ~2 minutes for task 3
- ~7 incorrect moves



## Henry

- ~1:30 minutes task 1
- ~2 minute task 2
- ~1 minute task 3
- ~4 incorrect moves



## Jordan

- ~50 seconds for task 1
- 30 seconds for task 2
- 1:10 minutes for task 3
- ~2 incorrect moves



Variation and number of incorrect moves leads us to believe that our tasks were clear but how to achieve them **is not universal.**

(Especially seen with Cary's figures). We also noticed that she ended up **"brute-forcing"** her way, clicking everything available out of confusion/frustration.

# Evidence from A5 Prototyping

## Sharon

- "What does fridge do?"
- "Is [challenge page] just for me or..."



## Cary

- Looked at main page for long time without inputs
- Didn't see pencil button
- "I can tell what's happening in the app. It's simple."



## Henry

- Repeated unsuccessful actions (images)
- "I understand it's meant to be social"
- Confused pin/download in instructions
- Liked "<\$10 challenge" : "this is perfect"



## Jordan

- "I thought that maybe you go to fridge and then there's an ADD button there"
- Liked green upon adding challenge
- "Competitive cooking app, sounds like a great idea" (noted novelty)



Highlighted are some of the key (and relevant) takeaways from our users. Evidently, the issue comes from each part of each task rather than the goal itself.

Color, labels, and icons were all mentioned by the users themselves.

# Noticings and Follow-Ups

## **In A5, we noticed...**

- Nearly entirely grayscale prototype made nothing pop-out
- No labels left users confused on what a given button/tab did/would lead to
- Icons (eg. the save to fridge button) were misleading based on task instructions

**which across both goals/measurements, led to confusion and unnecessary time spent.**

## **So, in A6, we...**

- Added color to important buttons/pages to distinguish elements.
- Added many labels/placeholders to icons/buttons
- Removed icons our users viewed as unclear and replaced with unambiguous ones

**which will make it clear what each component does, thus making it easier for a user to follow our task, rather than guessing/going back-and-forth between screens.**

# Our 3\* Biggest Changes

1. Adding color
2. Adding labels/placeholder text
3. Replacing icons

\* Honorary additional changes — Fleshing out fridge/friends pages, and implementing mock voting and challenge submission. Not exactly a “change” as, of course, we were planning on doing this eventually, so not in the list, but as prev. stated, led to much confusion amongst our users since they felt ‘stuck’ after not seeing the (correct) button, and then visiting a broken page, and not seeing where to submit challenges. (See Appendix)

# Task Flows

# Tasks (At A High Level)\*

## 1. Simple:

Save a challenge to your fridge

Very quick/intuitive. Click challenge and save.

## 2. Moderate:

Send a challenge to a specific friend

Different ways to accomplish. Possibly leads to redirect.

## 3. Complex:

Create a new, custom challenge

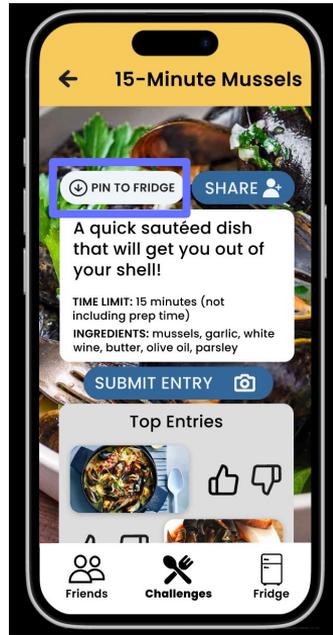
Intended for prev. users of app who want to 'become a creator'. Also possibly leads to simple/moderate tasks.

\* No modifications made to tasks between A5 and A6.

# Simple Med-Fi Task Flow



User Presses a Challenge on Challenges Tab

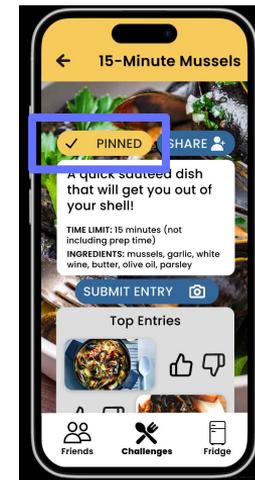


User presses "Pin to Fridge" on the Challenge Page

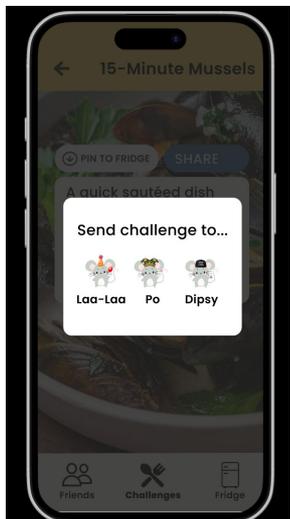
User is automatically taken to fridge page, where challenge is pinned for future reference,



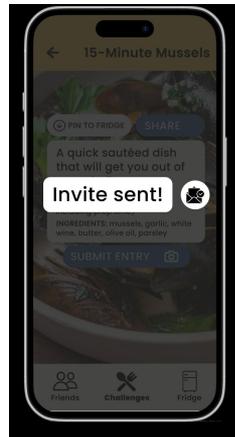
Revisiting Challenges tab shows the stored state (the challenge has been pinned)



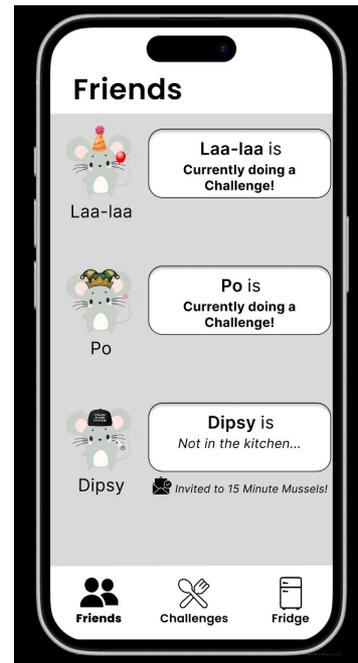
# Moderate Med-Fi Task Flow



If available friend selected (Dipsy), Invite is sent!



From this screen, user instantly taken to friends tab to see invite status,

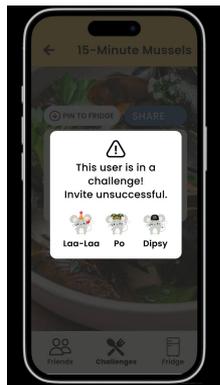


Friends screen

From a Challenge on Challenges tab, user presses "Share"

User is presented with some recent friends (scrollable if >3)

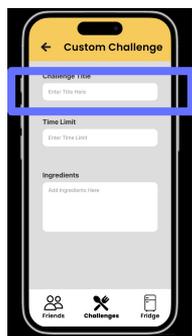
If friend unavailable for challenge, user is notified.



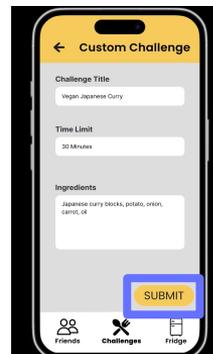
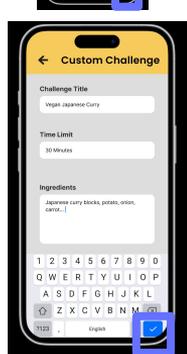
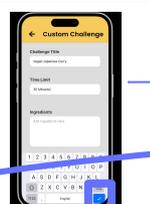
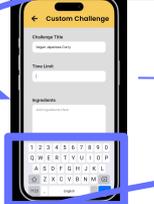
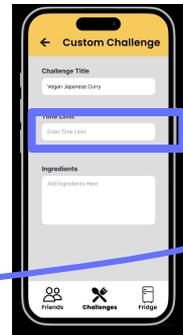
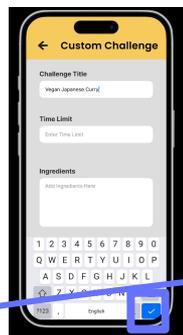
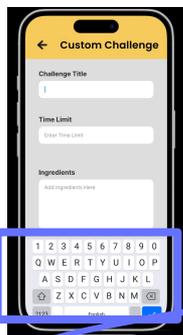
# Complex Med-Fi Task Flow



From a Challenge on Challenges tab, user presses "+" icon

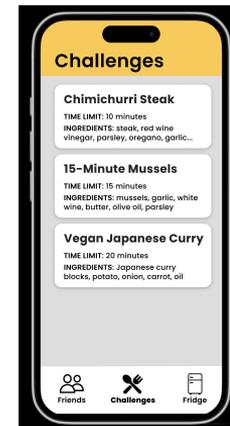


User taken to Custom Challenge Creator. User presses on any text box.



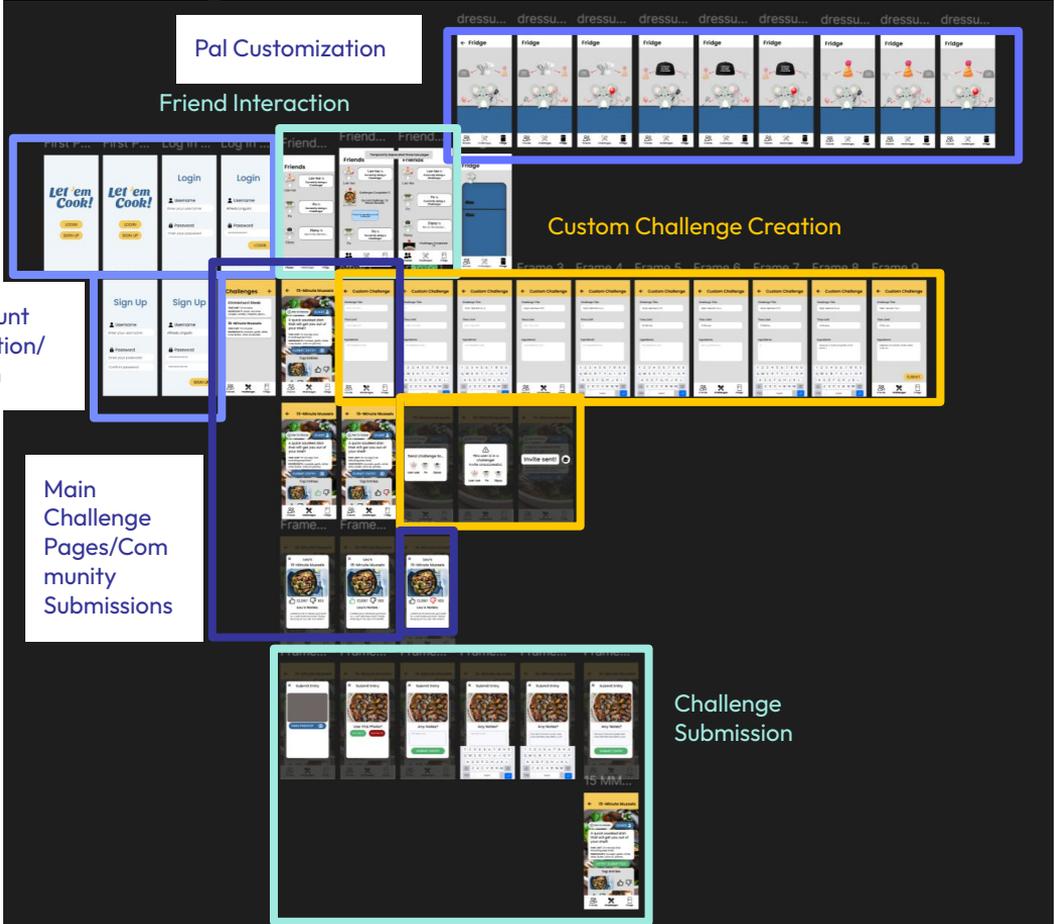
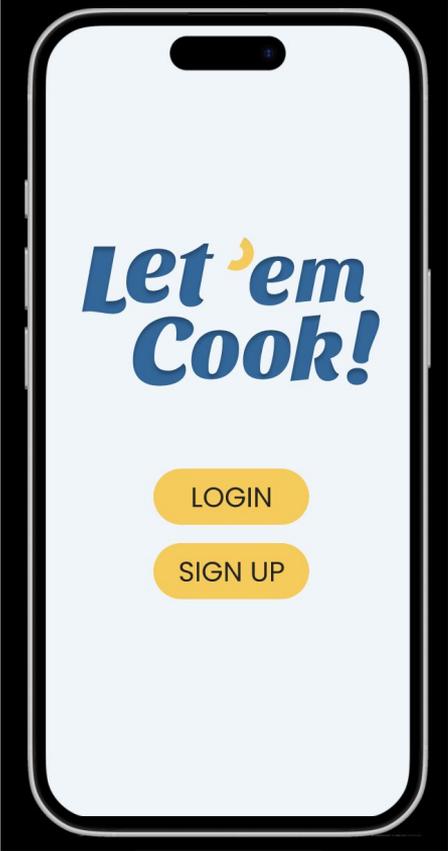
User repeats x3:  
- Presses on text box  
- Types text on keyboard  
- Presses confirm button on keyboard

Once all three fields filled, user presses Submit. User taken to Challenged page with new challenge added (stored to DB for others as well)



# Prototype Implementation

# Med-Fi Prototype Birds-Eye View



# Med-Fi Prototype Implementation - Figma

## Pros:

- Has everything you can ever need.

- Provides 'state management' and variables to track content state

- Allows for easy 'deep' copying/duplication (eg. back button)

- Hot-swapping! Open up instance, make change, see change instantly

## Cons:

- Such* a high learning curve (like Premiere Pro)

  - Bit overwhelming/easy to do something wrong + have to restart

- Certain features cost money (kudos to Samuel T. for educational plan tip)

**Figma was ultimately decided because we all had *some* (albeit tiny) amount of experience using it, and it's ability to allow the user to make a change (like pinning a recipe to their fridge) and have it persist, even when they left for a different page**

# Limitations

- Users' friends were hard-coded and set to three total
  - No way for single user to add friends/see "others in your area" without having other recipes/challenges, also would distract from tasks
- Just a few customization options for Remy (personalized pal)
  - Sake of practicality for us as developers, gets message across without overcommitting too much time
- User can only create single recipe, sees just one recipe by default (hardcoded), upvote/downvote but no comment.
  - Similar to above reason, but also would require many more variables/'hairy' state management/database integration.

**Main impact was that users still couldn't really "use" the app. They could make challenges, they could pin challenges, and invite, but no tangible social aspect (just clicking buttons). Testing up to this point has been on flow/understanding of tools rather than true user experience.**

Let 'Em Cook! (You guys are 'em!)



**(Scan Me)**

***or***

***Figma*  
(Click Me)**

# Appendix

# Icon Attributions

**User icon:** <a href="https://www.flaticon.com/free-icons/user" title="user icons">User icons created by Freepik - Flaticon</a>

**Lock icon:** <a href="https://www.flaticon.com/free-icons/password" title="password icons">Password icons created by Pixel perfect - Flaticon</a>

**Friend icon:** <a href="https://www.flaticon.com/free-icons/friend" title="friend icons">Friend icons created by Freepik - Flaticon</a>

**Challenges/cooking icon:** <a href="https://www.flaticon.com/free-icons/restaurante" title="restaurante icons">Restaurante icons created by Andy Horvath - Flaticon</a>

**Fridge icon:** <a href="https://www.flaticon.com/free-icons/fridge" title="fridge icons">Fridge icons created by Those Icons - Flaticon</a>  
Share with friend icon: <a href="https://www.flaticon.com/free-icons/create" title="create icons">Create icons created by SeyfDesigner - Flaticon</a>

**Mail/sent icon:** <a href="https://www.flaticon.com/free-icons/sent" title="sent icons">Sent icons created by Nur syifa fauziah - Flaticon</a>

**Warning icon:** <a href="https://www.flaticon.com/free-icons/error" title="error icons">Error icons created by Gregor Cresnar - Flaticon</a>