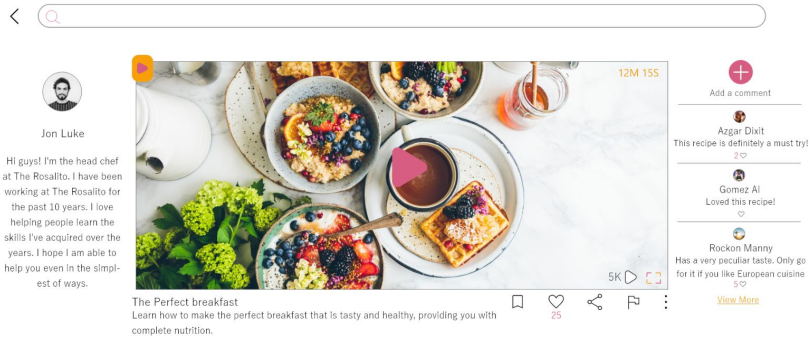# foodOASIS

Sanika Deolikar

Project overview

The product:

foodOASIS is a website where you can find and view cooking tutorials. Target audience includes young people or people who have interest in food.
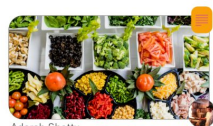
Project duration:

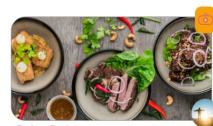I worked on this design for two weeks, ideating, wireframing, and prototyping included.
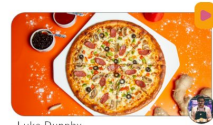
Project overview

The problem:

Cooking is an interest that piqued during the Covid-19 epidemic. I have found that whilst there are resources you can use to view cooking videos, there aren't many sites dedicated viewing tutorials in different forms, like blogs, videos and photos, all in one.

The goal:

The goal of this project was to make a responsive website that allows users to explore different cuisines, or explore new recipes within the same cuisine. And to do so whilst having complete control over whether they want to see a video or an article.

Google

Project overview

My role:

I was the UX designer and UX researcher

Responsibilities:

Throughout the project, I did sketching, wireframing(paper and digital), created mockups, prototyping(low-fidelity and high-fidelity), and conducting research to gather feedback on the prototypes.

Google

Understanding the user

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

Google

User research: summary

I interviewed five people from different backgrounds that fit the target audience.
My assumptions about the project were that users would want to only view cooking tutorials as videos. But, I found that pictures or blogs could be just as much helpful, and maybe preferred by some people even.

Google

User research: pain points

1

Tutorials are only videos

Certain users would prefer reading articles over watching videos.

2

Negligible attention to allergies

Users need a filter to accommodate their allergies and dietary restrictions so that the app can help them more efficiently.

Google

Persona: **Name**

Problem statement:

Tanya is a professional footballer who needs to find recipes that taste good and are healthy because she needs to stay fit and also have fun in staying fit.

"I love food, good food! Healthy and tasty. Gives a little bit of thrill to live, just like football!"

Goals
- Wants to explore different tastes and cuisine while still receiving enough nutrients,

Frustrations
- Cannot find good recipes with different tastes yet proper nutrients.

Name

Age: Tanya
Education: Post graduate
Hometown: Pune
Family: Married
Occupation: Footballer

Tanya is a professional footballer. In this profession, it is really important for Tanya to eat healthy meals and follow a proper diet. But, eating the same meals again and again has turned out to be quite frustrating for Tanya. Hence, Tanya would love to use an app that would help her find new recipes and still enrich her with the nutrients she needs to keep up in her sport.
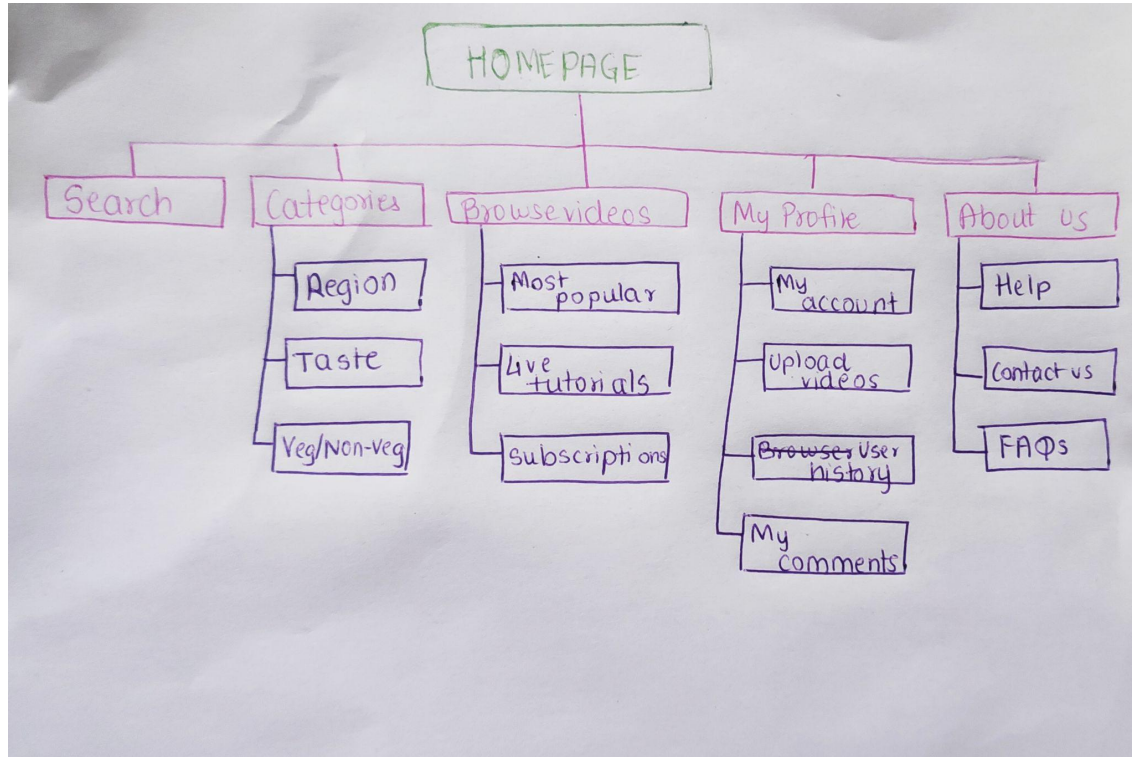
Google

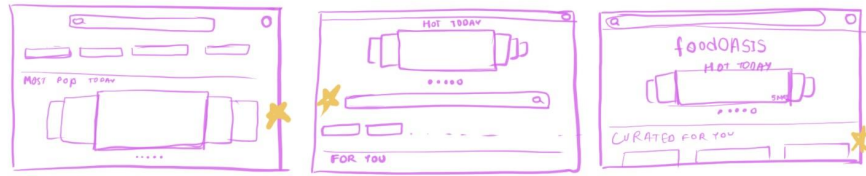# User journey map

Persona: Tanya

Goal: To understand how user navigates an app.

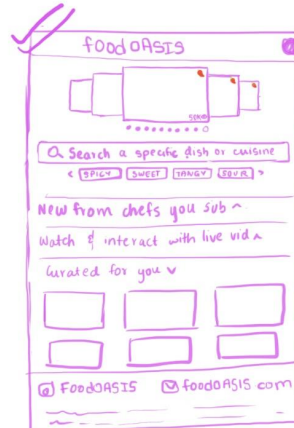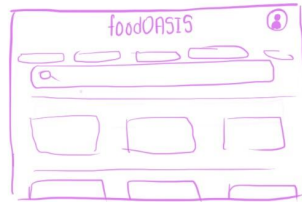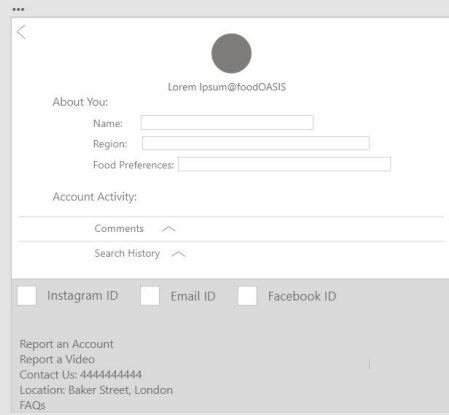| ACTION	Searching videos	Browsing videos	Watching and interacting with a video	Interacting with My Profile
TASK LIST	A. Tapping search button B. Entering data C. scrolling to find required video	A. Scroll down to check B. Find currently famous videos in the search bar	A. Click on the video B. Comment or view comments C. Watch the video	A. Click on my profile at the top B. Enter your details
FEELING ADJECTIVE	Satisfied.	Frustrated	Satisfied	Not satisfied
IMPROVEMENT OPPORTUNITIES	Search button could be more prominent	Could have trending videos right at the top	Could have articles and pictures too, not just videos.	Could have an option of including person's allergies.

Google

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies
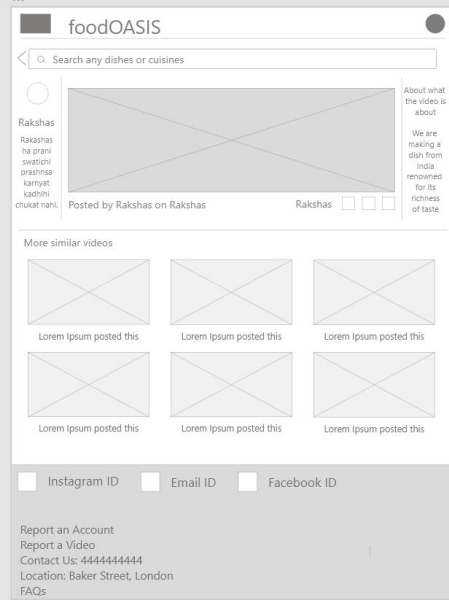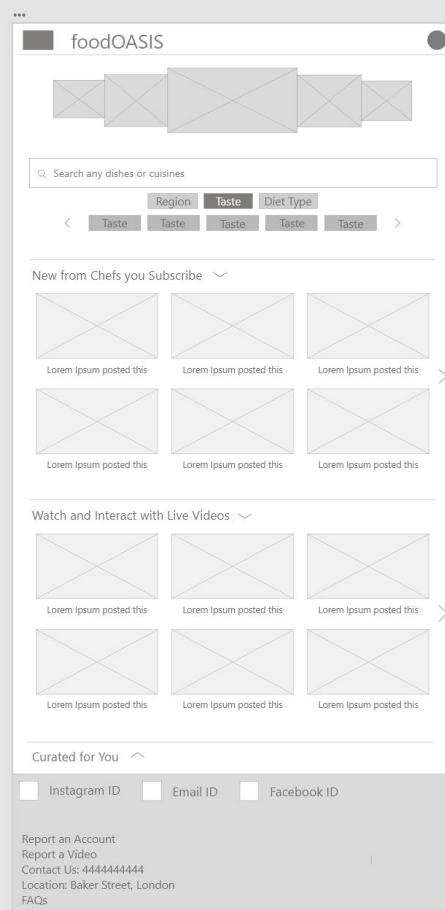
Google

Sitemap

Paper wireframe
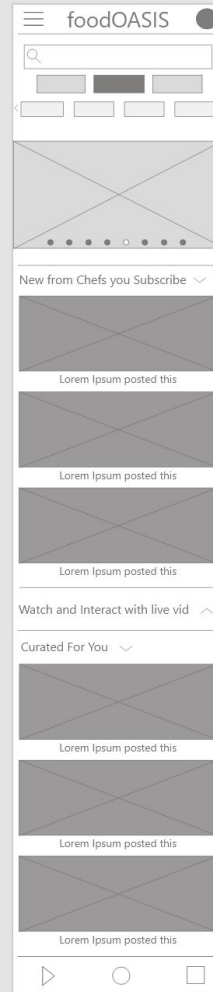# screen size variation(s)

Finding & viewing cooking tutorials

Digital wireframes

Digital wireframe screen size variation(s)
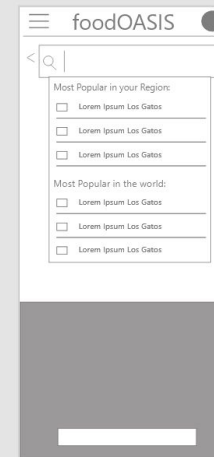
Low-fidelity prototype

https://xd.adobe.com/view/f57cd58e-fe5a-420e-840c-8bcf119f082b-a02f/?fullscreen
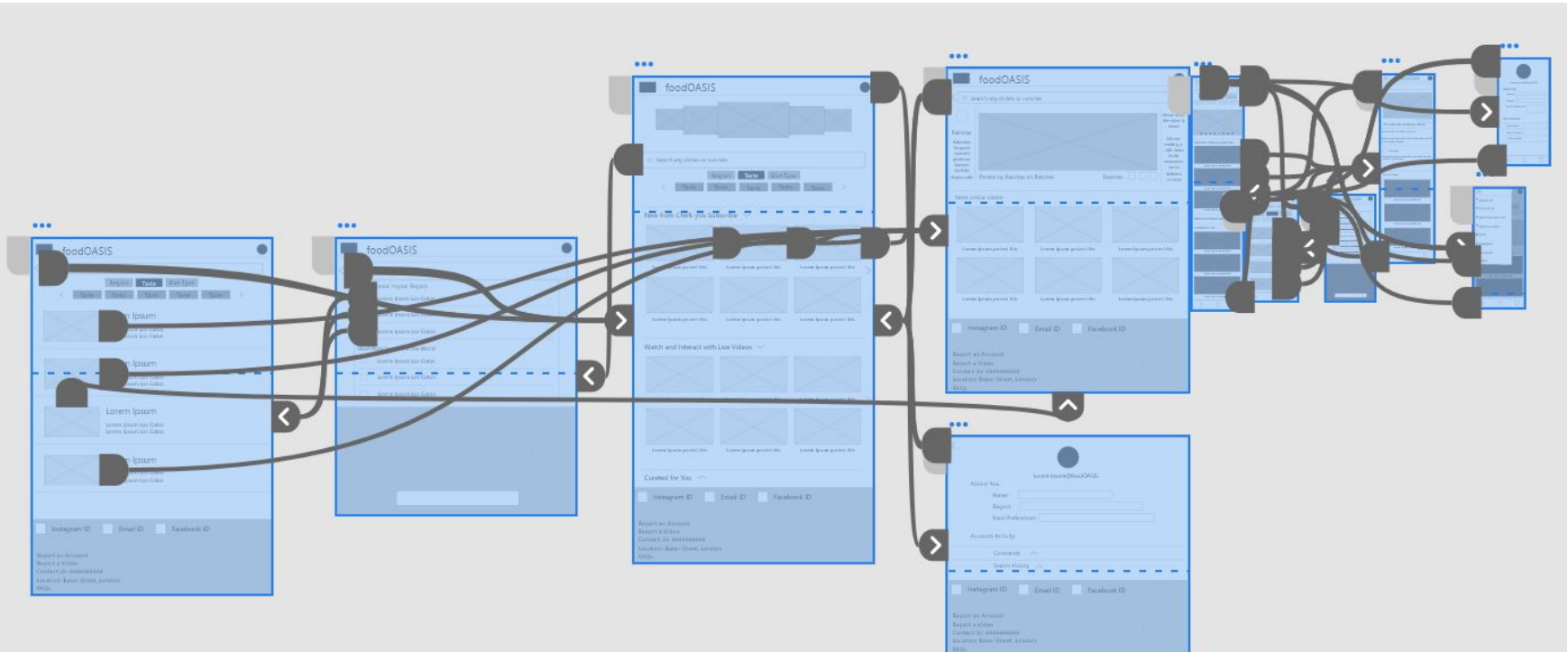
Usability study: parameters

Study type:

Moderated usability study

Location:

India, remote

Participants:

5 participants

Length:

20-30 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users want articles as tutorials as well, not just videos.

2

Finding

Users would like some filters that will help narrow down their searches.

3

Finding

Users want to be accommodated in terms of their dietary choices or allergies.
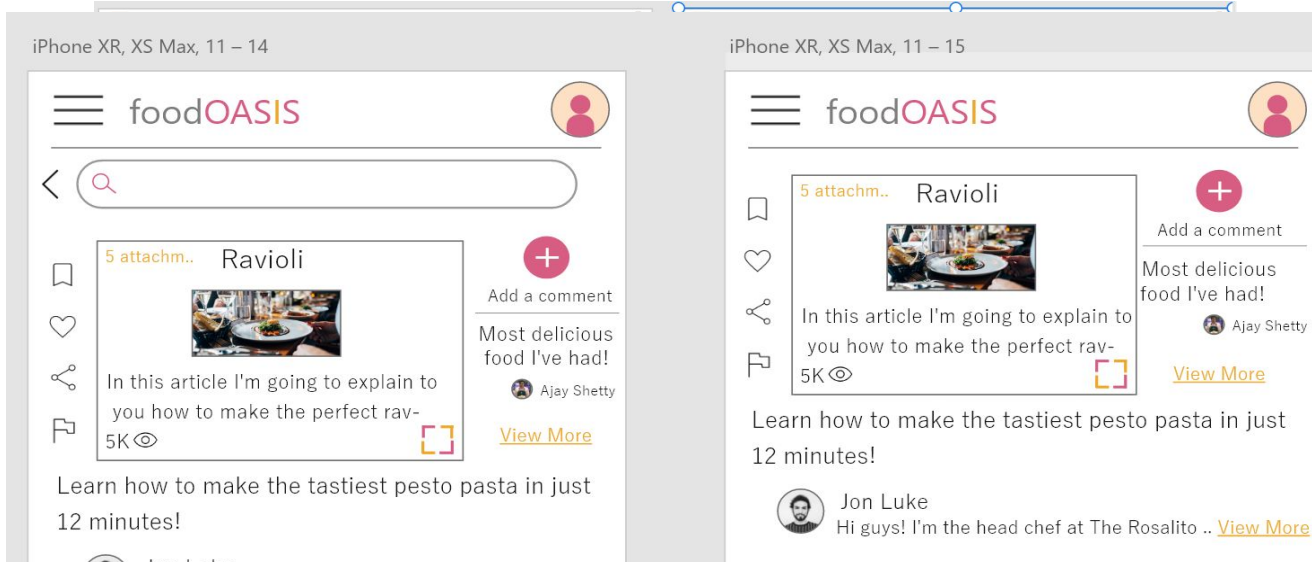
Google

Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

Google

Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Before usability study

After usability study

iPhone XR, XS Max, 11 – 14

foodOASIS

Ravioli

In this article I'm going to explain to you how to make the perfect rav-
5K

Add a comment
Most delicious food I've had!
Ajay Shetty
View More

Learn how to make the tastiest pesto pasta in just 12 minutes!

iPhone XR, XS Max, 11 – 15

foodOASIS

5 attachm..
Ravioli

In this article I'm going to explain to you how to make the perfect rav-
5K

Add a comment
Most delicious food I've had!
Ajay Shetty
View More

Learn how to make the tastiest pesto pasta in just 12 minutes!

Jon Luke
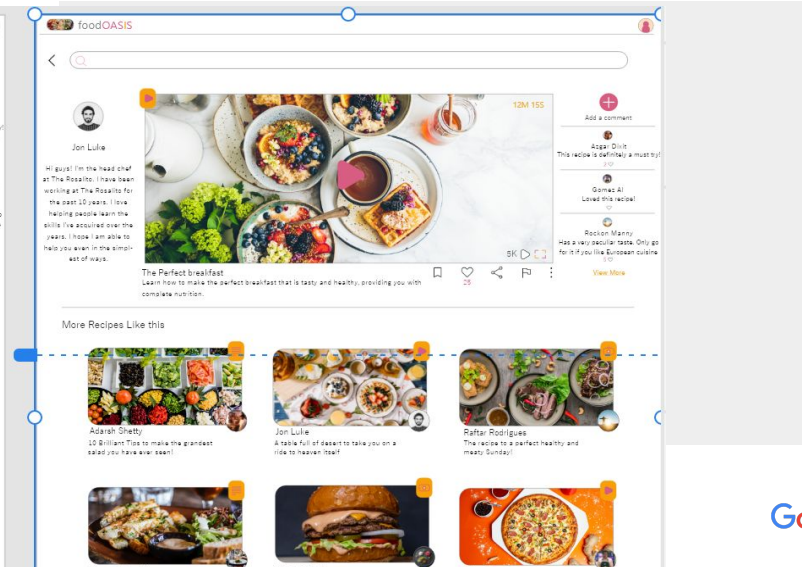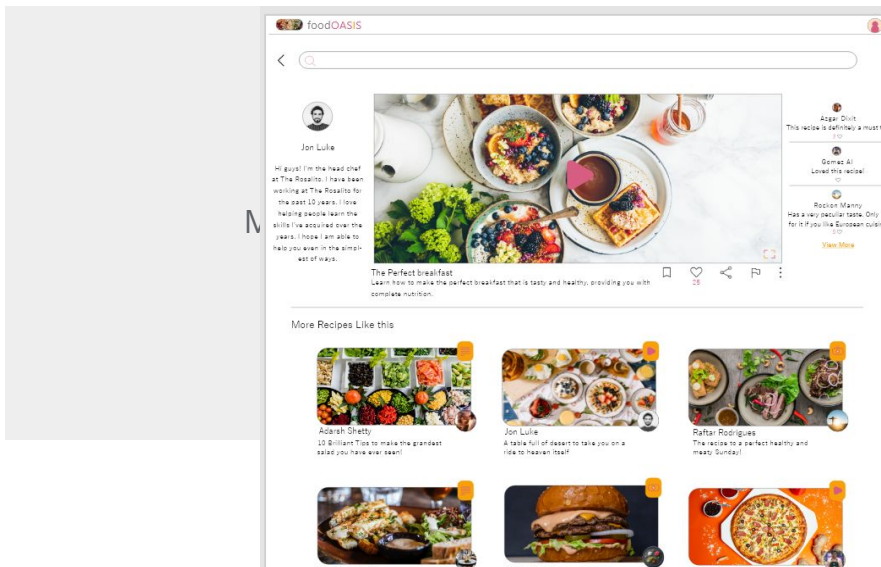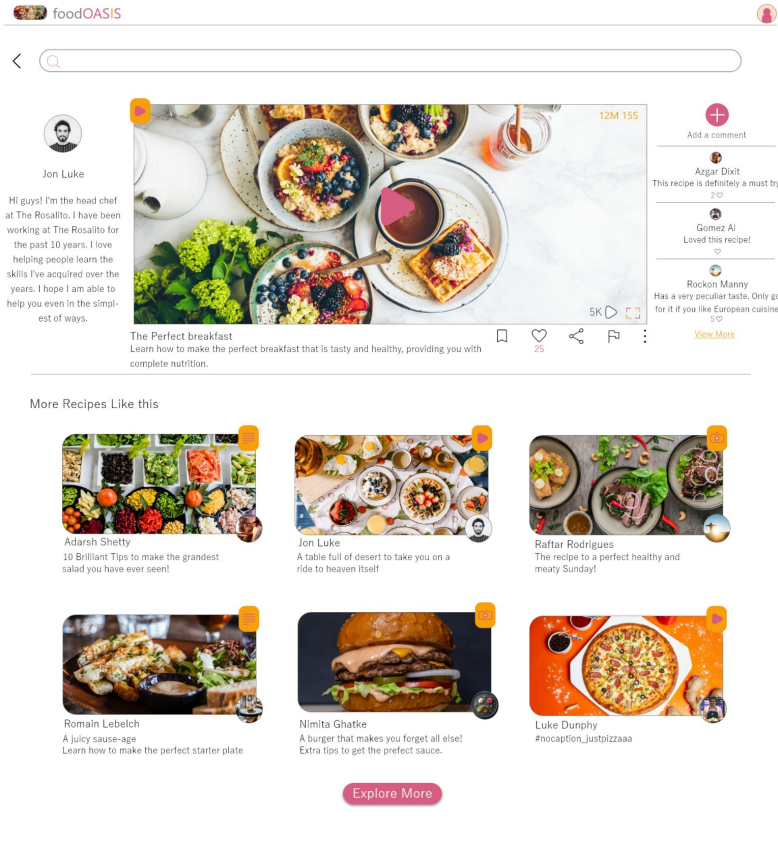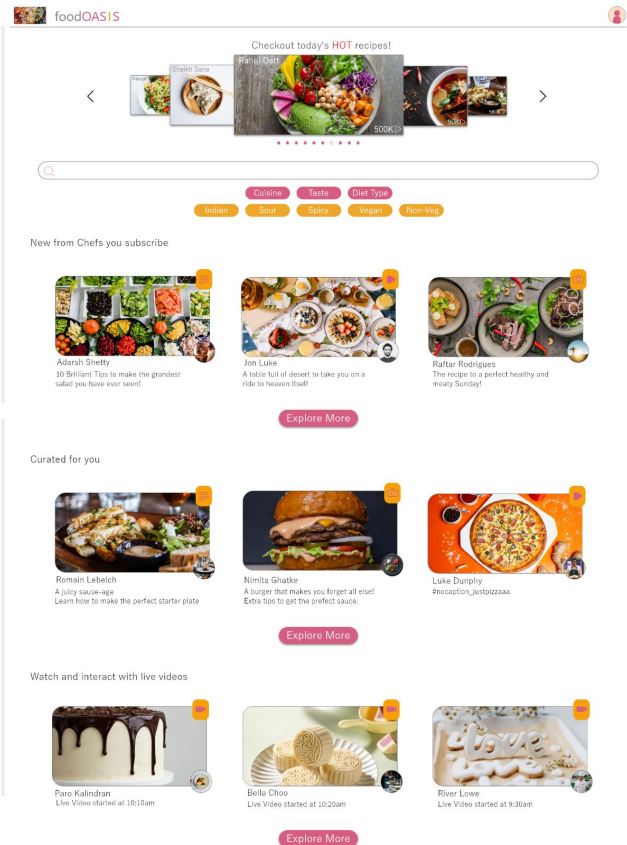Hi guys! I'm the head chef at The Rosalito .. View More

Google

Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]
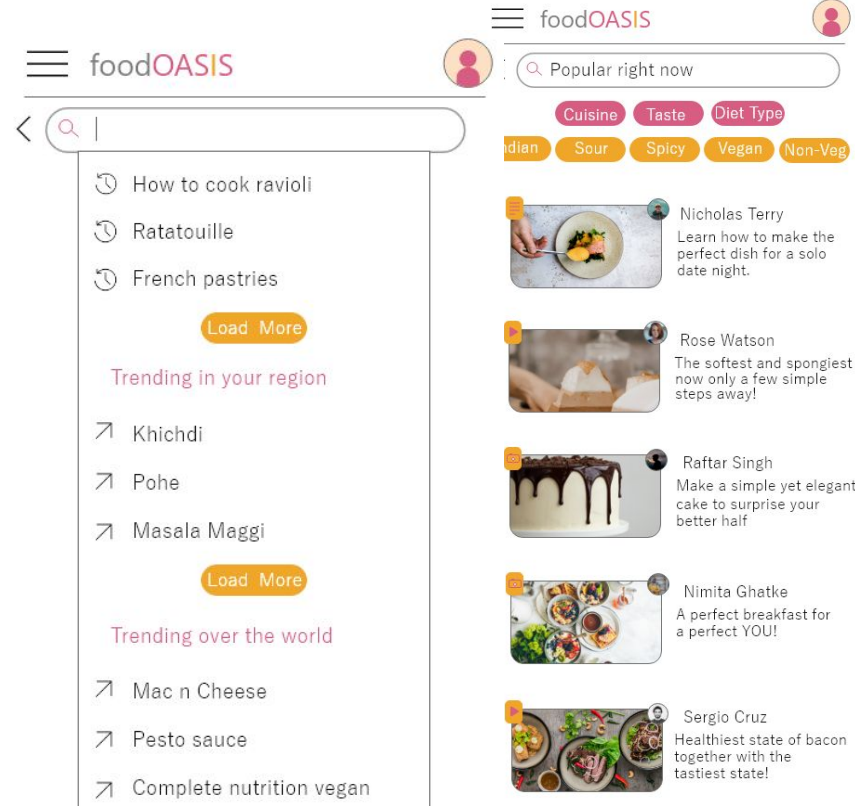
Before usability study

After usability study

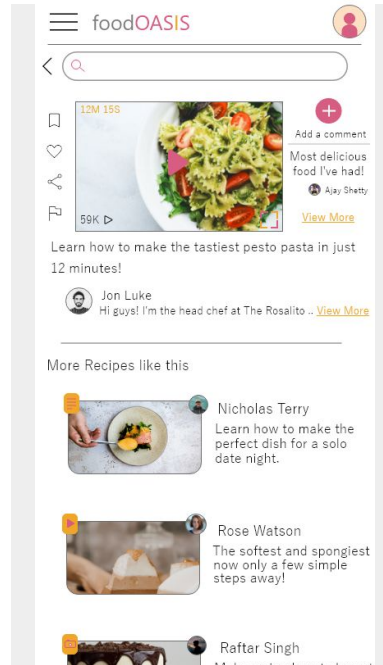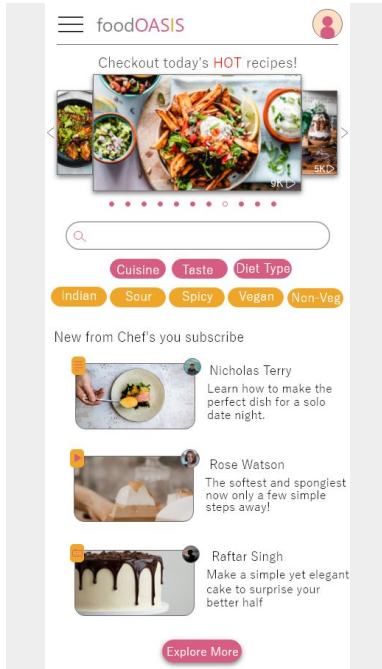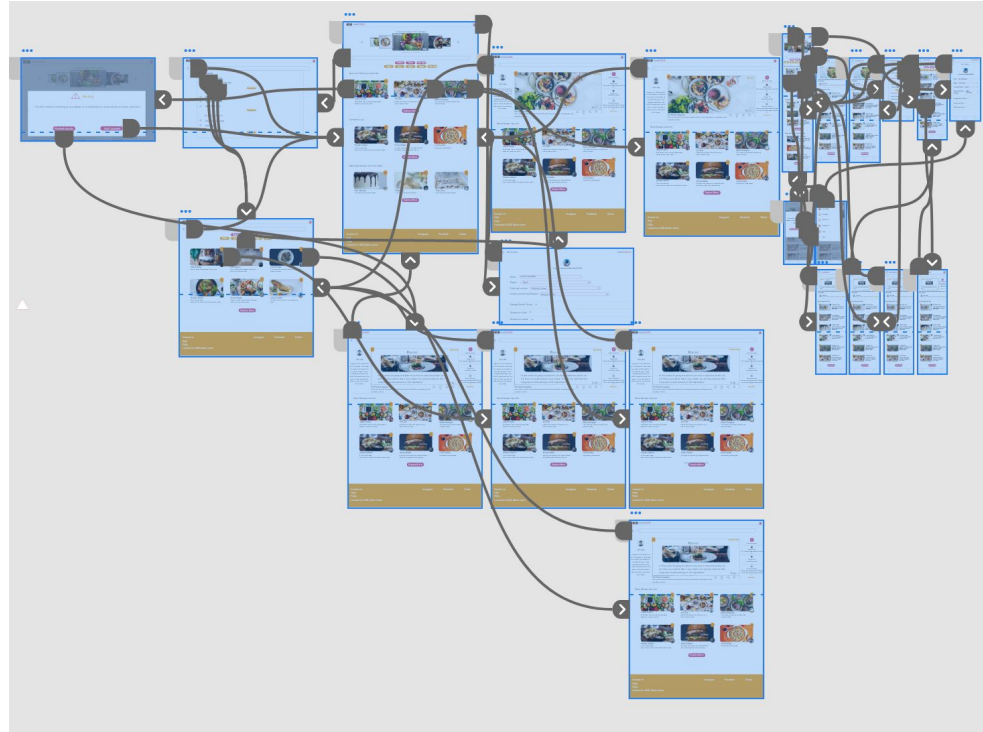
Google

Mockups: Original screen size

Mockups: Screen size variations

High-fidelity prototype

https://xd.adobe.com/view/5f2
23026-0380-4bf8-8d7a-48c48
52ed872-0a71/

Google

Accessibility considerations

1

Users can put in any food allergies they have, so that they know they are safe and watching a video that's matching their tastes.

2

Users can put in any dietary restrictions they have so that they can easily watch videos that cater to their specific needs and wants.

3

Colour contrasts are sharp yet colours are not too bright.

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

"This app definitely looks like something I'll use! It's easy plus I like my options."
"Wow okay I can also read an article. I really get bored following video tutorials."

What I learned:

I learned that users are used to the formats of the apps they use the most or are most commonly used. Hence, we have to try to keep the basic format similar and shake things up only a little bit.

Google

Next steps

1

I would like get more feedback from as many users as I can. More like feedback from a random stranger at a restaurant. I want to get this app as close to perfection as possible.

2

I would make any necessary changes in the app in accordance to any feedback I receive.

3

And hopefully one day this can be a fully functional responsive website. Even then, there's always some changes you can make. I would like to keep developing the app still.

Google

Let's connect!

Hi! My name is Sanika Deolikar.
To connect with me or to view more of my work contact me through:
E-mail: tiadeol@gmail.com
Phone number: 000000000

Google