

Spice

Team 3: Julia Rose Chin, Britney Ky, Dylan Ly, Ji Hong Ni



Meet the Team



Britney K.



Julia C.



Ji Hong N.



Dylan L.

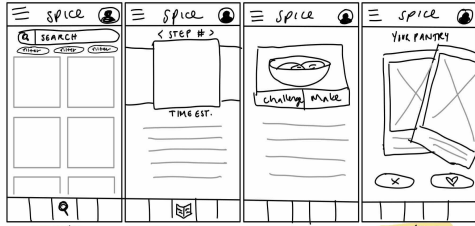
Overview

- **Where we started**
- **What we did**
- **Now what?**

Mission Statement

With Spice, our vision is to make cooking **fun, social, and accessible** for busy college students. Spice will assist you throughout your entire cooking journey by providing **simple tips, tasks, and community interactions**. We'll elevate both your experience and meal – so let's get creative in the kitchen!

Concept Sketches

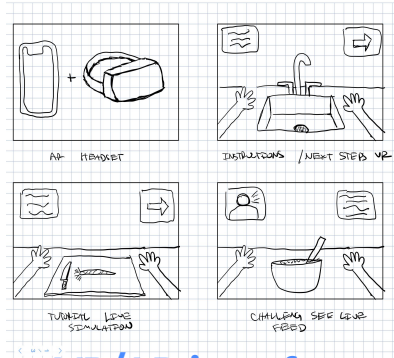
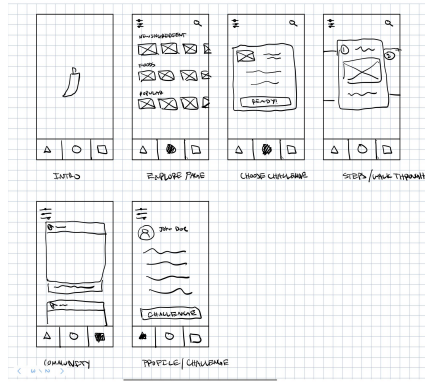


SEARCH
Show trending
→ search results
filter
- dietary needs
- time
- ingredients

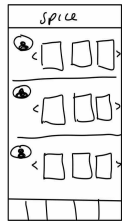
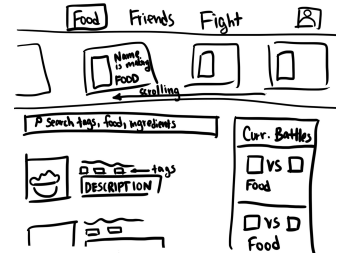
RECIPE
1/4 swipe
(last recipe card)
Print to PDF
Y N

challenge or mate prompt

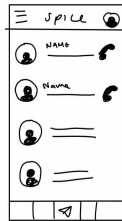
search/tips generate based on ingredients you have
- left us
- vlogs save
- VR more info



VR/AR interface



search/tips
community cookbook
to save recipes/tips from friends
to recruit people not missing

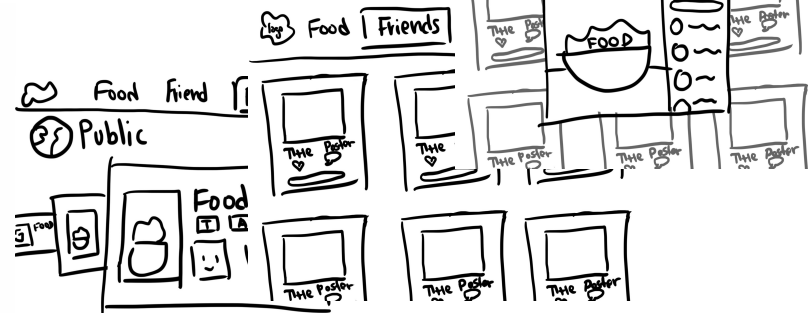
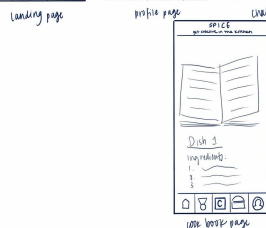


chat
more can be available to cook/challenge



INDICATORS
- what's in your pantry
- few foods

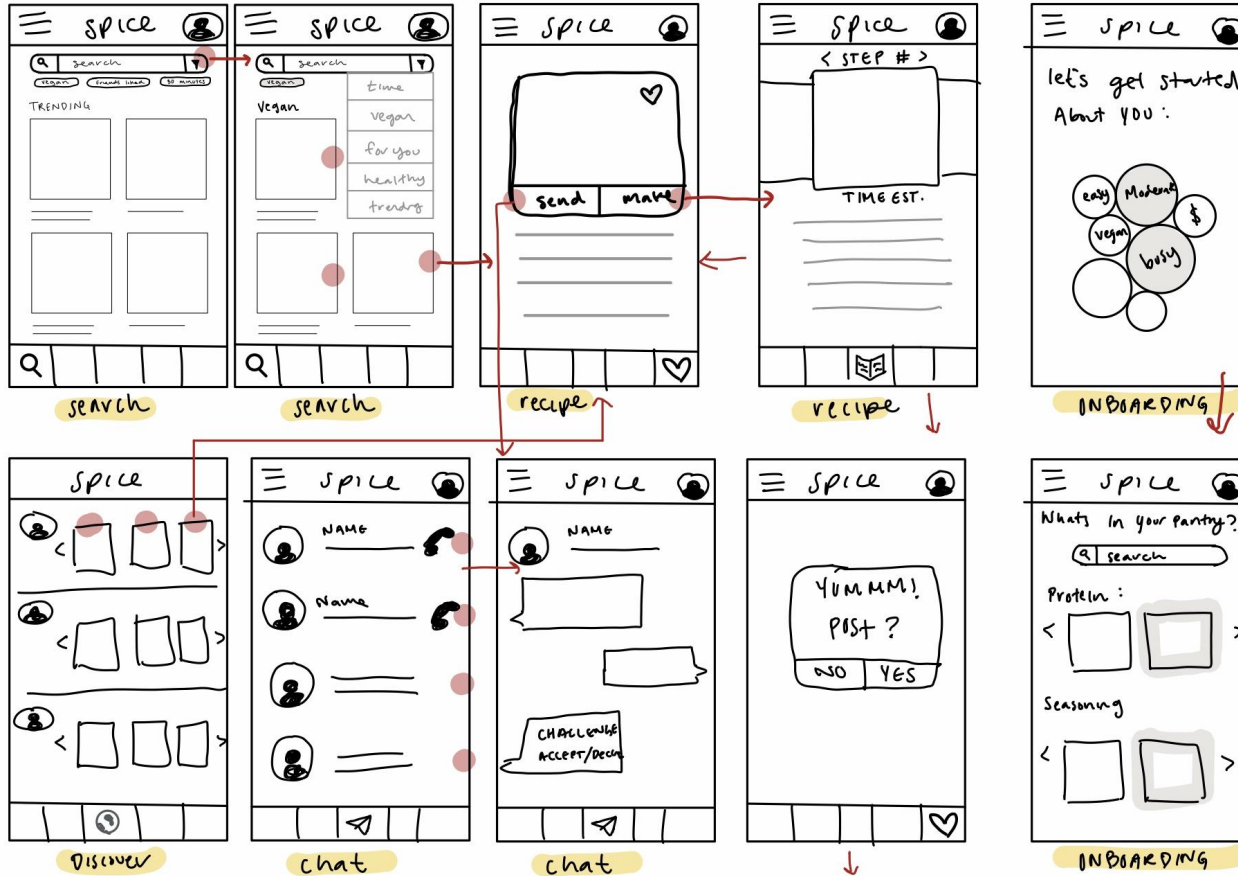
mobile interface



P Search for people, food Filter

website interface

UI Sketch One



Mobile Interface

- Explore page
- Recipe walk through
- Community board
- Messaging

UI Sketch One - Why Mobile?

Pros:

- An app and phones are more accessible for our target audience - the average college student
- VR technology is not as widely used as mobile phones/ apps
- Research found that a lot of people already use their phones to search for recipes and such so this brings familiarity

Cons:

- Not as interactive as VR
- Occupied hands while cooking makes interacting with a screen more difficult
- Can not instruct movement as well as wearable tech

UI Sketch One - Mobile

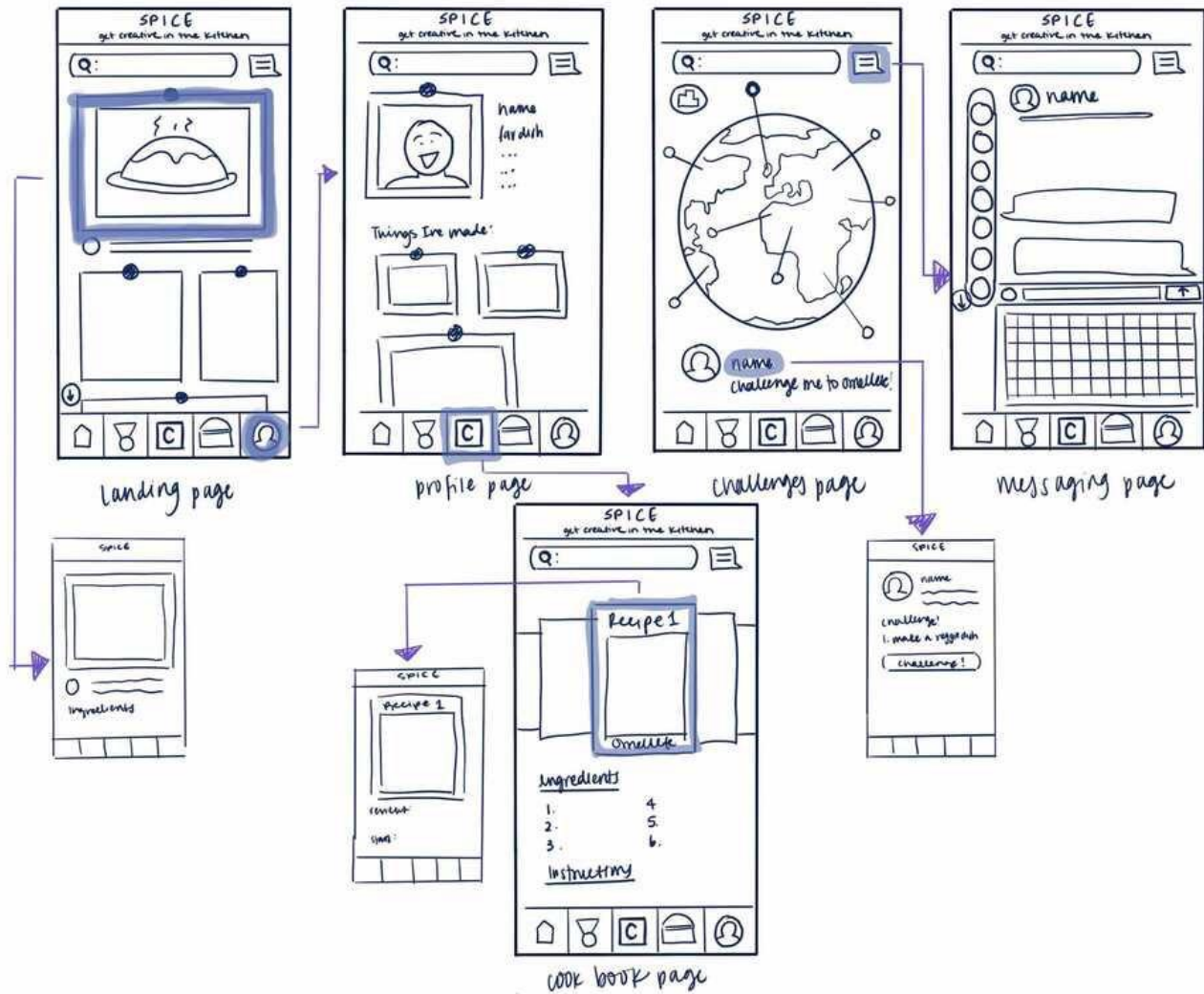
Pros:

- Mobile interface is more accessible
- User experience for Task 1 from start to finish has few screens
- Explicit action buttons
- Achieves main functionality simplistically

Cons:

- Having both hamburger menu and bottom navigation is confusing
- Has to navigate through Task 1 to do Task 2 and 3

UI Sketch Two



Mobile Interface

- Global Influence
- Recipe walkthrough
- Messaging
- Profile
- Explore page

UI Sketch Two - Why Mobile?

Pros:

- Community aspect better emphasized with mobile interface
- Accessibility
- Familiarity since most people use their phones when researching food

Cons:

- Not as immersive experience as VR
- VR links digital/physical space more directly
- Wearable technology is more physical than a mobile app

UI Sketch Two - Mobile

Pros:

- Mobile interface is more accessible
- Globe is eye-catching
- Dynamic grid layout
- Emphasis on graphics
- Clear bottom navigation bar

Cons:

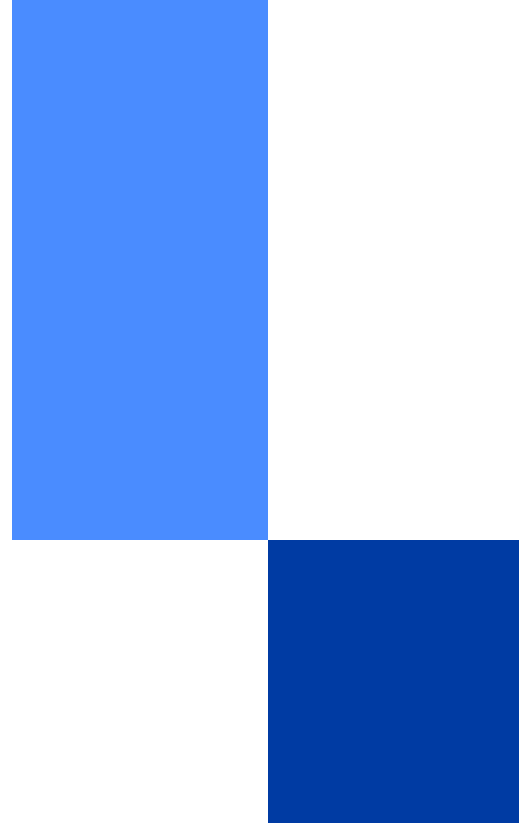
- Potentially unclear purpose
- Search bar always expanded
- Unclear task flow and icons

Design Rationale

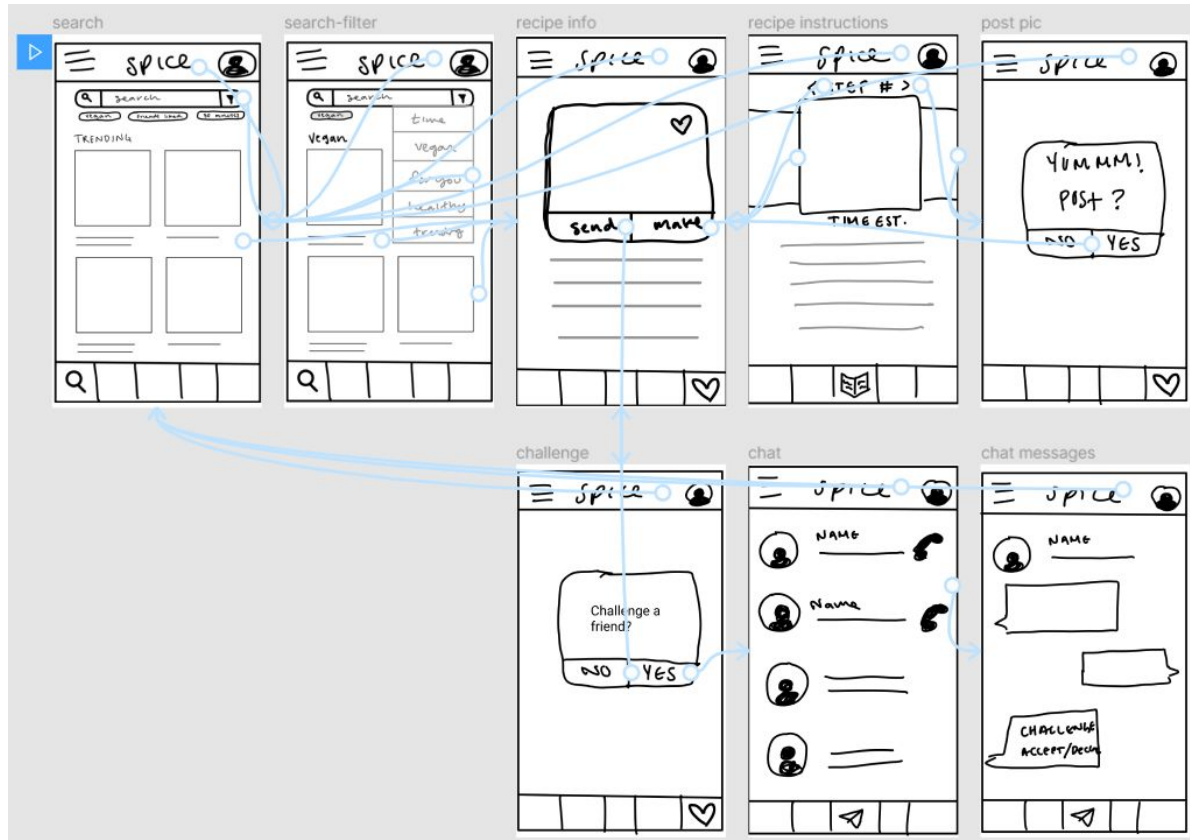
UI Sketch One

- Achieves tasks more clearly
- A more simple UI
- Familiarity in UI layout
- A more seamless UX between tasks

Low-Fi Prototype



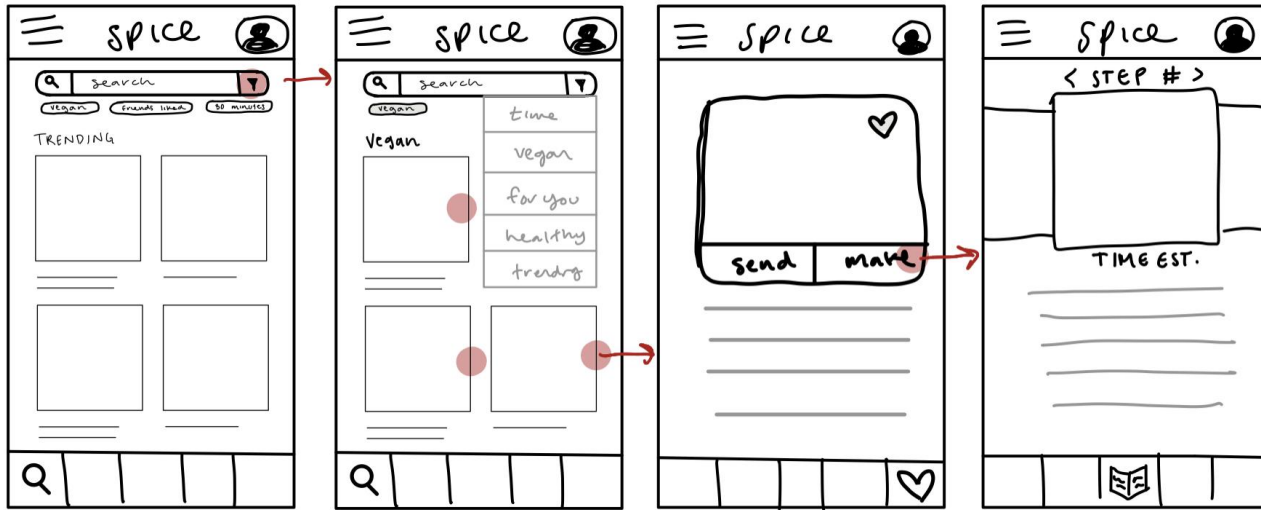
Prototype Structure



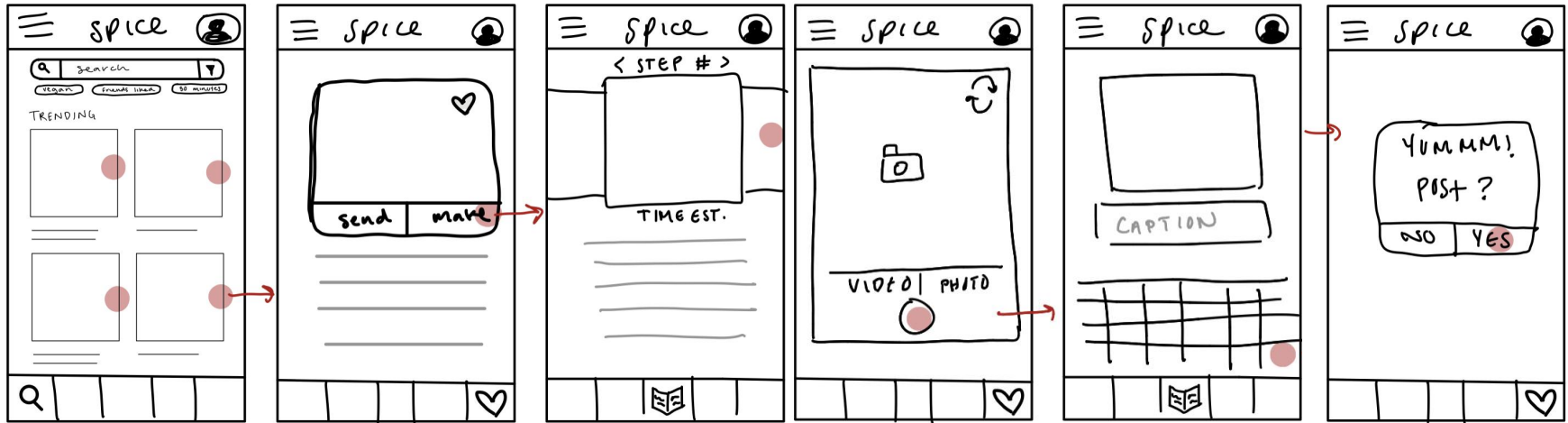
Task Flows



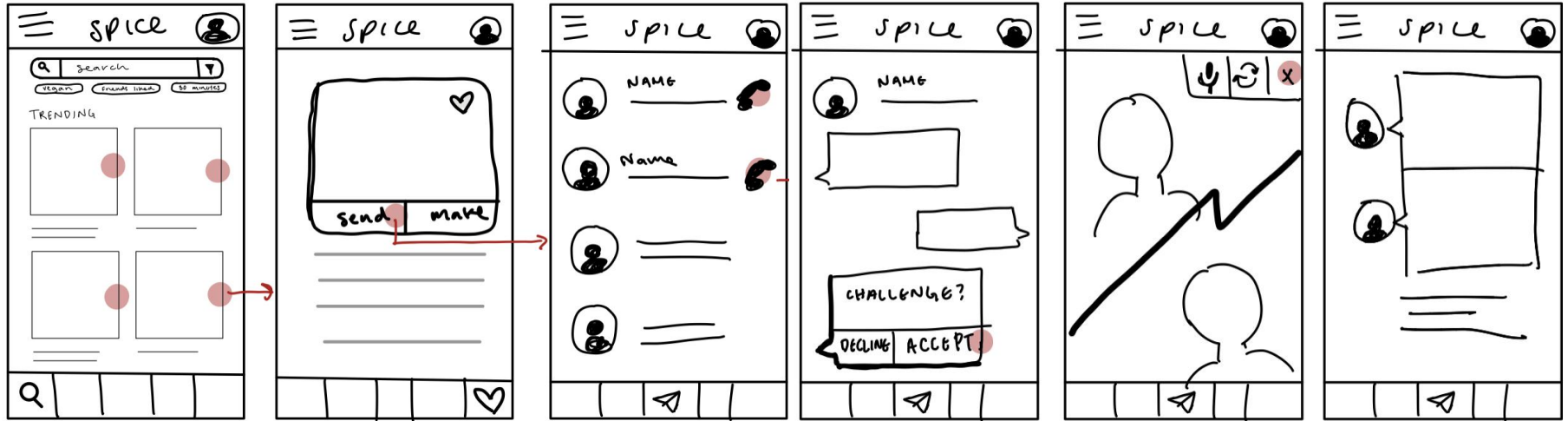
Task One: You have been making bland/repetitive food for some time now and want to spice up your cooking. Navigate the app to find a way to **spice up your food!**



Task Two: You just finished making your new dish and want to show it off. Navigate the app to find a way to **share your creation** with your friends/community!



Task Three: You have found something cool to make and want to make it with a friend. Navigate the app to find a way to **cook with a friend!**

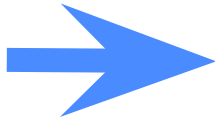


User Testing



Methods

- **Recruitment:** Discord servers asking for college students to test an app. Selected participants of varying levels of cooking ability.
- **Environment:** Figma prototype, Zoom shared screen
- **Roles:** Greeter/Facilitator, Notetaker (rotated between roles)



Methods

- **Summary:**
 - Quick demo of Figma
 - Put forth 3 different scenarios for the 3 tasks (1 at a time)
 - Asked participants to navigate through the app to accomplish those various tasks
- **Observations:** Body language, mouse movement, clicking, verbal descriptions



User One: Kevin

Positive:

- Mobile interface is more accessible
- Enjoyed exploring filters
- General dish overview was helpful
- Liked the interface that guided user through steps of a recipe

Negative:

- Instinctually go to hamburger menu when we didn't want that
- "Post" implied outsourcing to a different platform
- Terminology used was confusing
- Did not finish completing Task 3

User One: Kevin

Insights:

- Choose between a hamburger menu or bottom navigation bar
- Achieve tasks without having to go through other tasks
- With pictures (more medium fi), there would have been less confusion

User Two: Kimberly

Positive:

- After some navigation with the app, she accomplished task 3 pretty fast
- Trending page is good for looking for inspirations
- Similar posting mechanism to Instagram

Negative:

- Talked through her approach to but didn't actually go to the page we wanted her to
- Tried to click on the profile button
- Unsure what the make button does
- Sending dishes/sharing takes a lot of clicks to accomplish

User Two: Kimberly

Insights:

- Too many clicks to accomplish some of the tasks
- Simplify navigation bar + profile button
- Goal of a user profile in this type of app

User Three: Ivi

Positive:

- Task with sharing was clear and simple compared to other apps
 - Nice font size/ placement
- Being able to explore filters
- Enjoyed home screen layout with large pictures with comfortable spacing

Negative:

- Wanted more streamlined filters
- Did not end up navigating to the correct task 1 page
- Associated photos/ posting with FB and IG
- Always clicked nav bar when asked to complete a new task

User Three: Ivi

Insights:

- User-uploaded photos for the recipes would make cooking less daunting
- A specific filter on cooking ability
- Clarifying navigation bar

UI Changes



Potential Improvements

- Clarifying the means of navigation (having one way to navigate)
- Make robust filters
- Create multiple avenues to start and complete tasks
- Clarify terminology
 - “Posting” / “Send” / “Challenge”
- Clarifying user profile purpose

Summary

- Decided on a mobile interface
- Conducted user prototype testing
 - Discovered profound insights with NavBar, filters, and Task UX

Moving Forward:

- Refine UI
- Simplify UX of individual tasks
- Implement more functionality

A decorative graphic in the top right corner consisting of two overlapping squares. The top square is a bright blue, and the bottom square is a darker blue, creating a layered effect.

Thank you!

Questions?

Appendix



Figma Prototype

<https://www.figma.com/proto/uFBib6N6XdHTJxmthJPpa8/Low-Fi-Prototypes?scaling=scale-down&node-id=2%3A3>