Cooking Tutorials Website
Responsive Design in Adobe XD
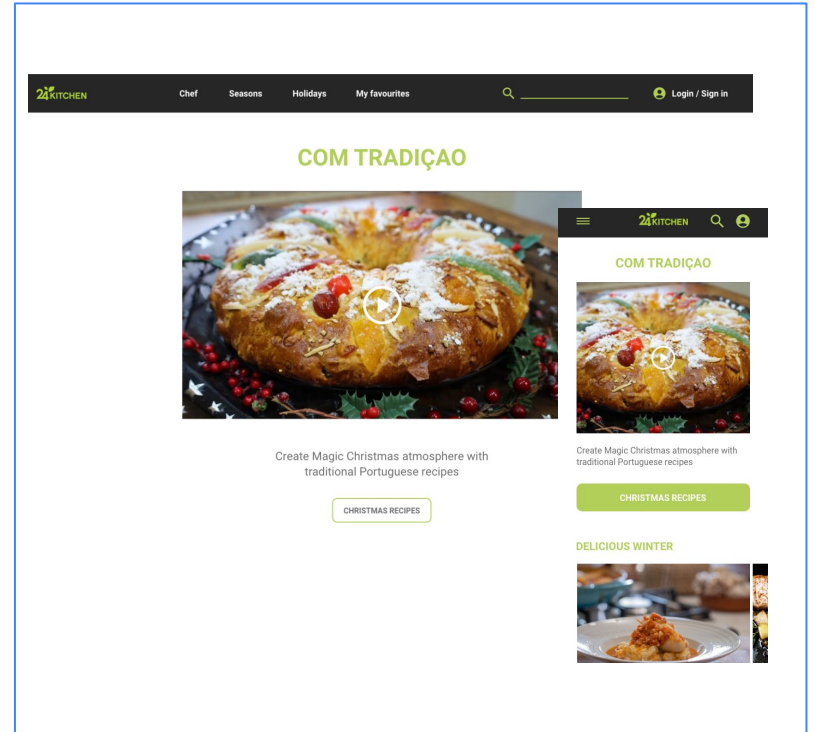
Inessa Verezhynska

Project overview

The product:

Cooking Tutorials is a website that offers recipes of Portuguese food with Video tutorials. The typical user is between 25-65 years old, who loves to cook at home and wants to find recipe, quickly learn how to cook this meal. Cooking Tutorials goal is to make cooking fun, fast, and easy for all types of users.

Project duration:

October 2022 - November 2022

Project overview

The problem:

Design for Cooking Tutorials Website must help users to find recipe and quickly learn how make this meal.

The goal:

Design for Cooking Tutorials website to be user friendly by providing clear navigation and offering a fast choosing process.

Project overview

My role:

Junior UX designer

Responsibilities:

- User researching
- Wireframing
- Mockups
- Prototyping
- Responsive design

Understanding the user

- User research
- Personas
- Problem statements

User research: summary

I conducted user research and created empathy maps to understand the users i'm designing for and their needs.

I discovered that many target users want to find recipe for some special family event or holiday, with information what products are needed for cooking, and quickly learn how to make this meal through Video Tutorials.

Google

User research: pain points

1

Usability

Elderly people have difficulties with using website navigation

2

Usability

User's flow is often difficult to understand for eldery people or people with dyslexia

3

Information architecture

Many cooking websites are overwhelming and confusing to navigate

4

Accessibility

Design must be useful for people with disabilities

Google

Persona: **Isabel Duarte**

Problem statement:

Sra. Catia is a elderly woman, who loves to cook something new for her family and wants to use Cooking website with easy navigation and Video tutorials, have opportunity to save favourites recipes online.

Catia Rodrigues

Age: 65
Education: Degree in Medicine
Hometown: Porto
Family: Married, 2 sons, 2 granddaughter
Occupation: Retired

"It's so good to cook something new for family dinner on Sunday"

Goals
- To learn how to cook new meals for family on special events or holidays
- To learn granddaughters to cook using Cooking Tutorials website
- To save favourite recipes online

Frustrations
- Has difficulties with reading information (vision impairment)
- Has difficulties with using website navigation

Sra. Catia is 65 years old, lives in Porto. She is a doctor, but now is retired. Sra. Catia is married, has 2 sons and 2 granddaughters. She like to work at the garden and plant the flowers. Her family has a tradition - to have dinner each Sunday. She likes to cook new meals for family dinner and learn her granddaughters to cook portuguese food.
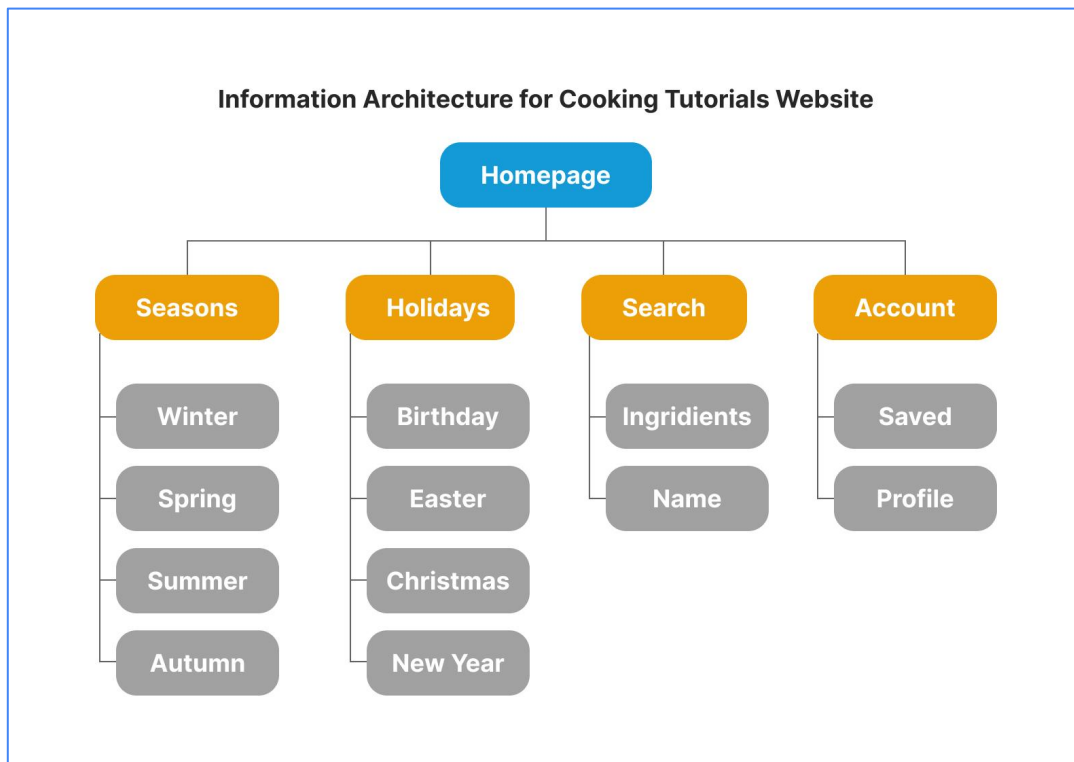
Google

Starting the design

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

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.
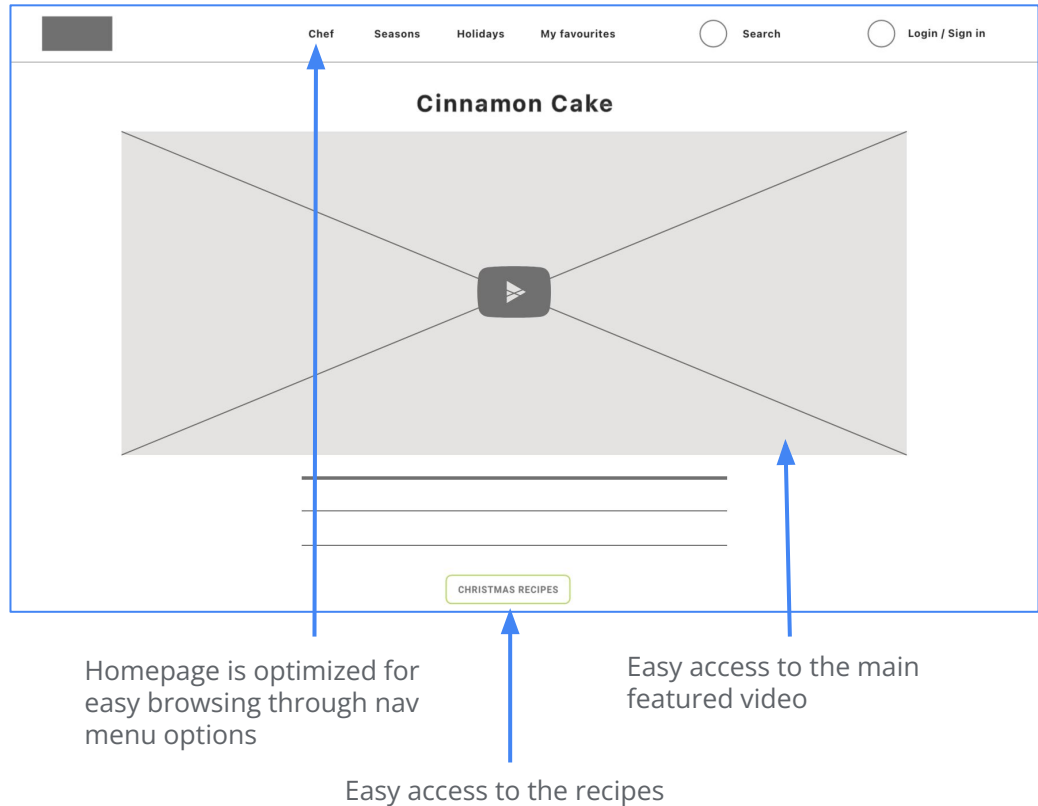
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.

Information Architecture for Cooking Tutorials Website

Homepage

Seasons
- Winter
- Spring
- Summer
- Autumn

Holidays
- Birthday
- Easter
- Christmas
- New Year

Search
- Ingridients
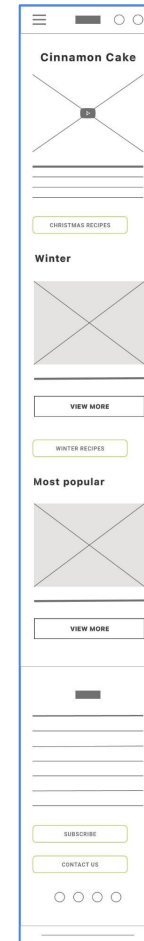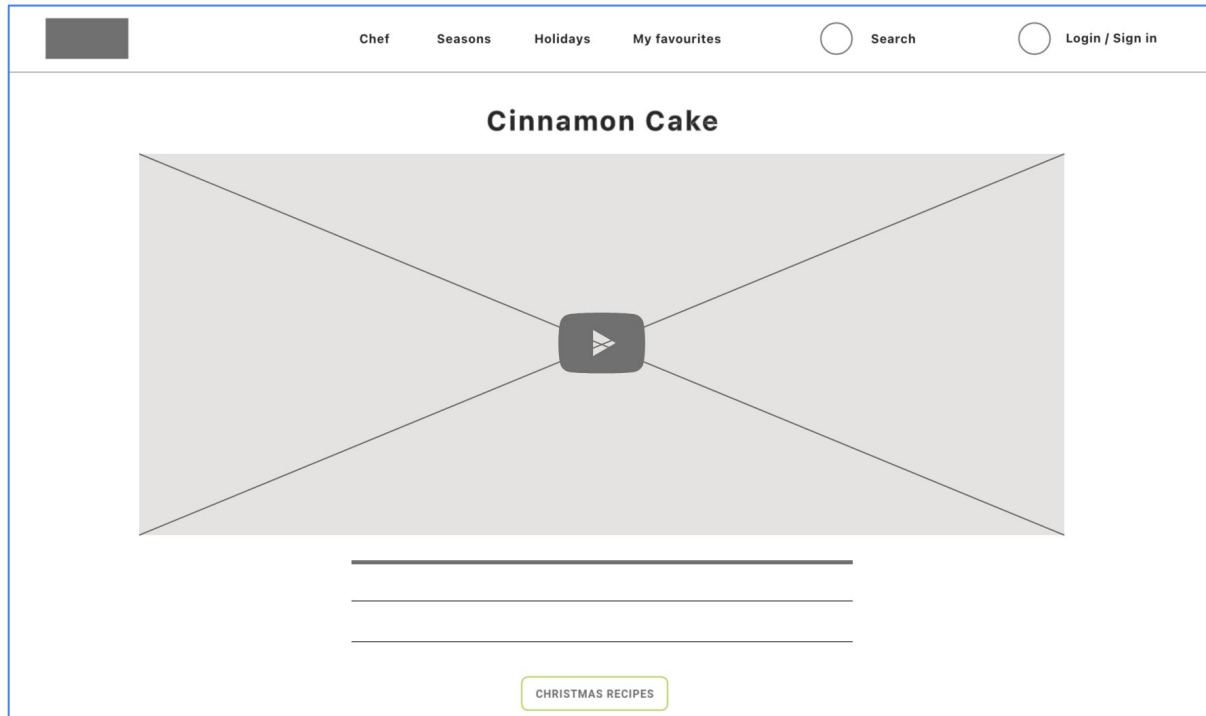- Name

Account
- Saved
- Profile

Google

Digital wireframes

Moving to digital wireframes made it easy to understand how the design could help address user pain points and make design with good the user experience.
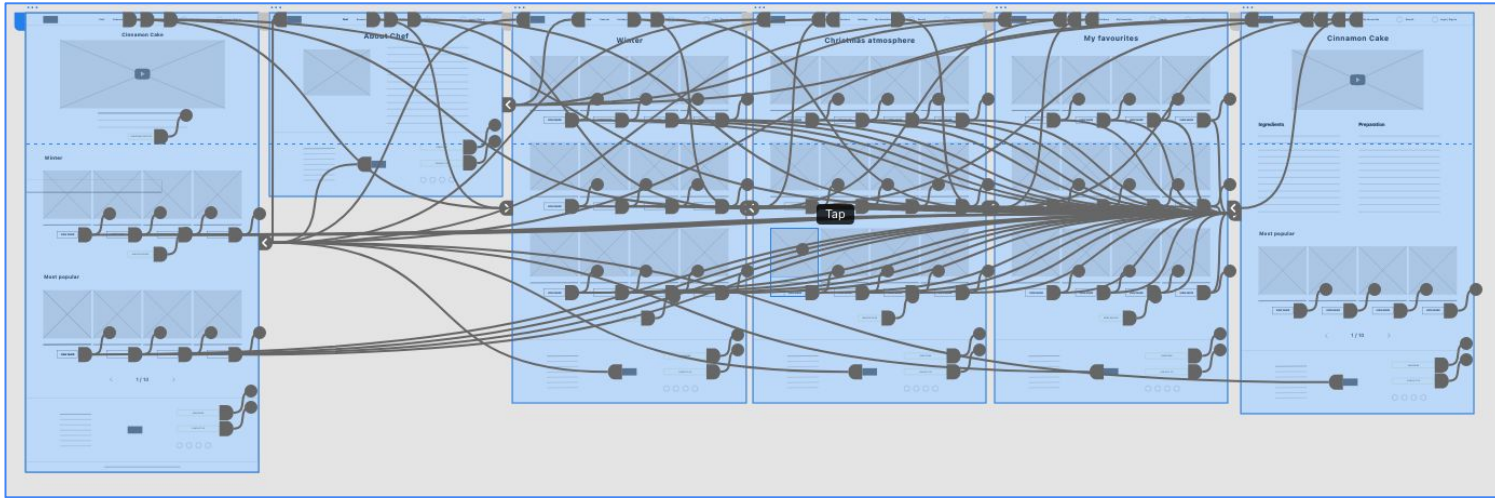
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.

Chef   Seasons   Holidays   My favourites   Search   Login / Sign in

Cinnamon Cake

CHRISTMAS RECIPES

Homepage is optimized for easy browsing through nav menu options

Easy access to the main featured video

Easy access to the recipes

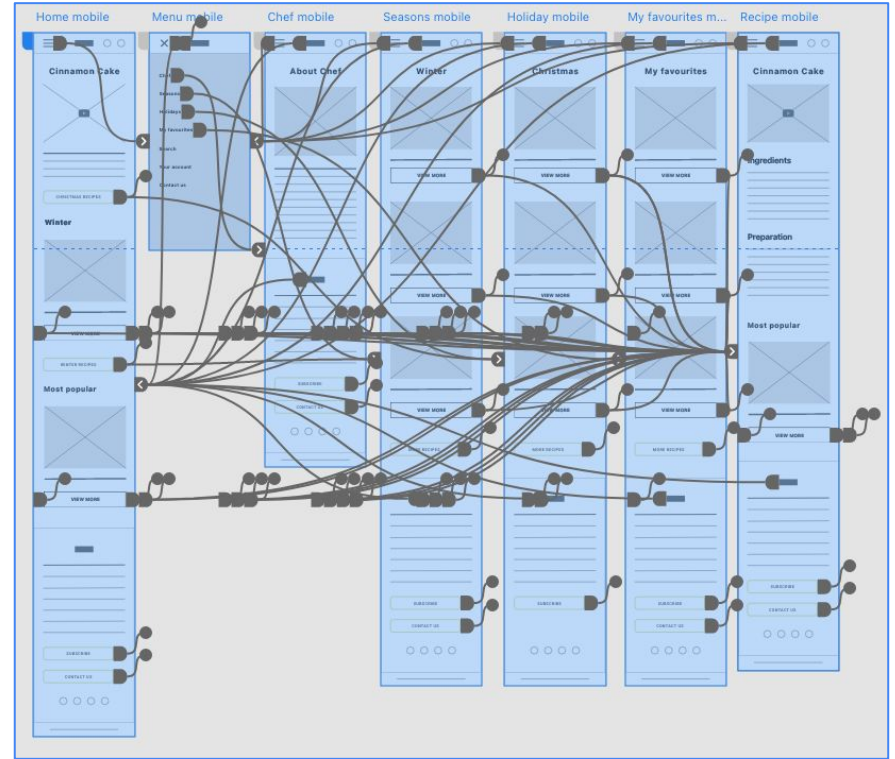# Digital wireframe - screen size variation(s)

Low-fidelity prototype

Low-fidelity digital prototypes for Cooking Tutorials Website is created in Adobe XD. They display the complete user flow - from the Home page to the Recipe page for watching Video tutorial and reading description. All buttons are interactive and show the connections between pages. Prototypes are created for desktop and mobile versions.

Look at low-fidelity prototype for Cooking Tutorials Desktop

Google

Low-fidelity prototype

Low-fidelity digital prototypes for Cooking Tutorials Website is created in Adobe XD. They display the complete user flow - from the Home page to the Recipe page for watching Video tutorial and reading description. All buttons are interactive and show the connections between pages. Prototypes are created for desktop and mobile versions.

Look at low-fidelity prototype for Cooking Tutorials Mobile

Usability study: findings

These were the main findings uncovered by the usability study:

1

Add new section

Users need to save favourite recipes online

2

Color contrast ratio

Users with vision disability and all users in some conditions need to use website with good color contrast ratio

3

Easy navigation

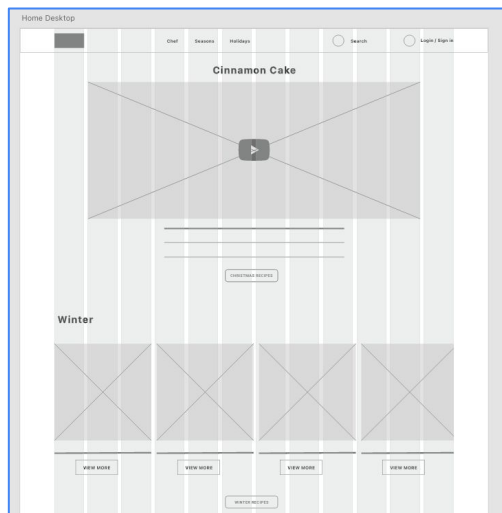Elderly people have some difficulties with using website navigation

Google

Refining the design

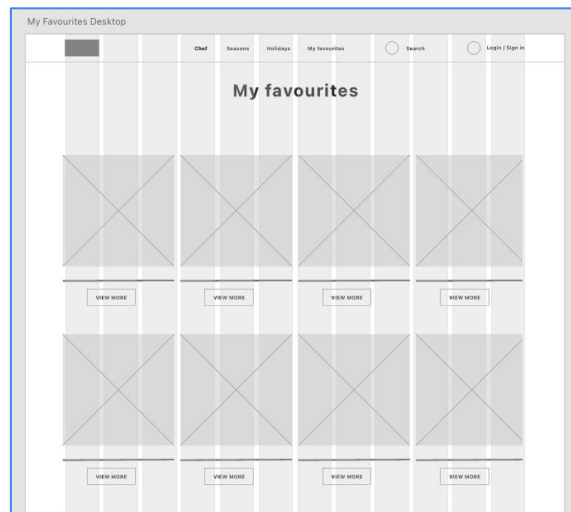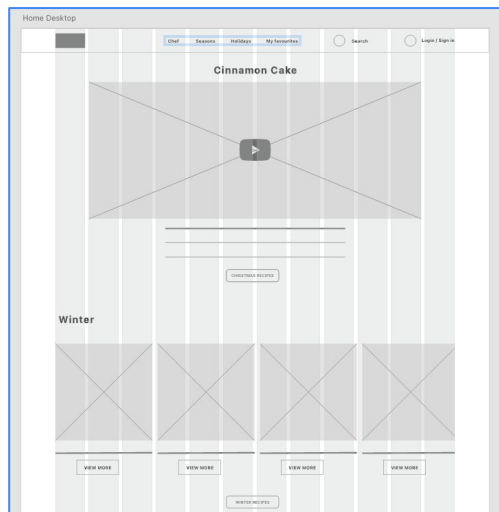- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability study, I made changes to improve the site's information architecture and accessibility. One of the changes I made was adding a new page My favourites and a new section to the navigation bar. This allowed users more freedom to save their favourite recipes and quickly find them on the website.
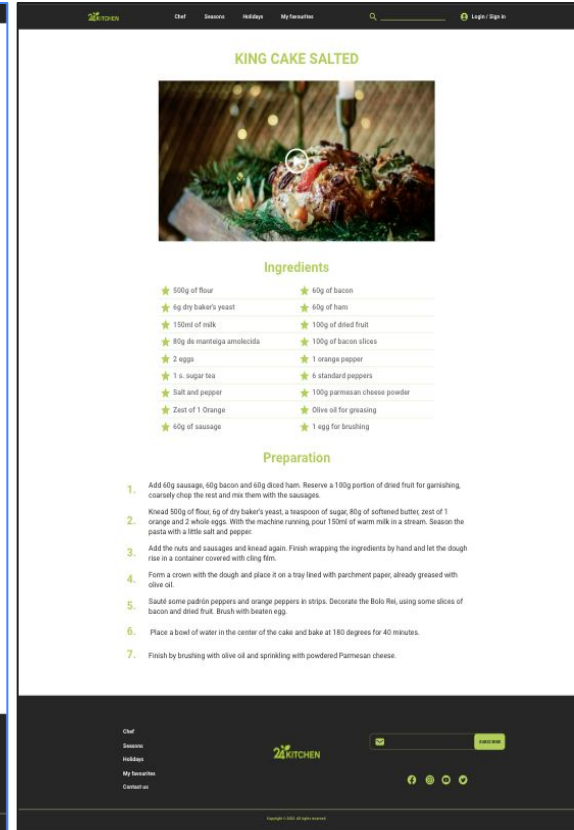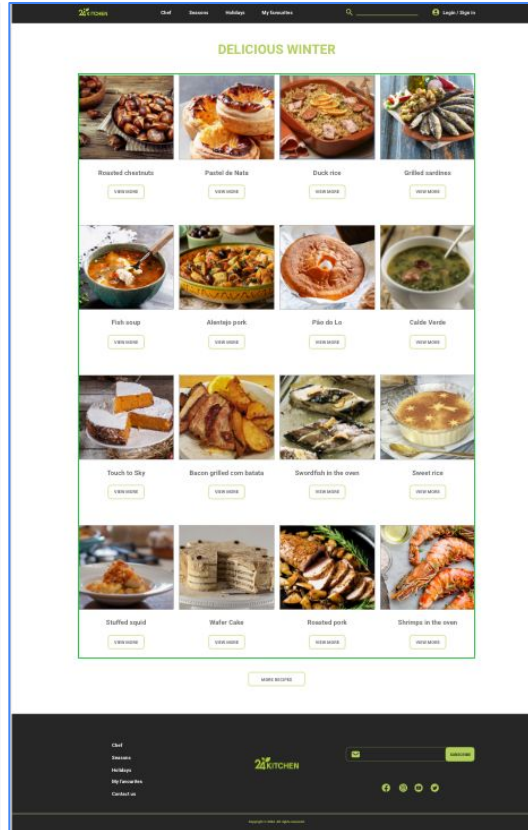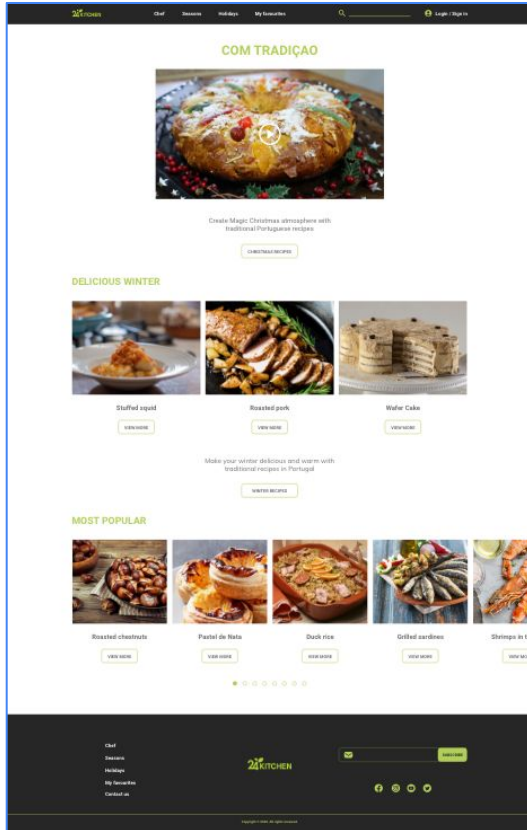
Before usability study

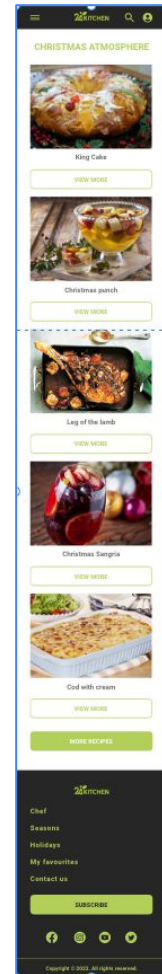**After usability study**

Google
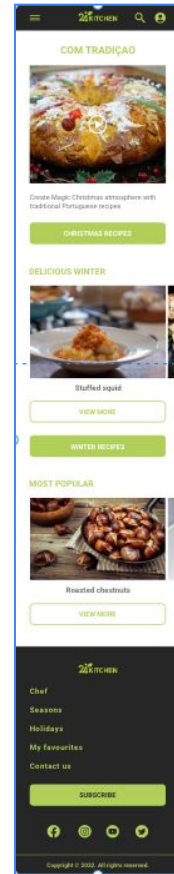
Mockups: Original screen size

Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users want to watch cooking tutorials from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile so users have the smoothest experience possible.

High-fidelity prototype

Final high-fidelity digital prototype for Cooking Tutorials full user flow - from Home page to the Recipe page with Video tutorial and description.

Website also meets user needs for a saving favourites recipes online and allows quickly find them and use for cooking. High-fidelity prototypes are created for desktop and mobile version in Adobe XD.

Look at high-fidelity prototype for Cooking Tutorials Desktop, high-fidelity prototype for Cooking Tutorials Mobile

Google

Accessibility considerations

1

Design of the website has readable typography. I used headings with different sized text for clear **visual hierarchy**

2

Design of the website has good **color contrast**. It helps visually impaired users (as well as users with low-light settings)

3

Design of the website has **easy navigation.** It helps elderly people that have difficulties with understanding navigation, easy and enjoyable use website

Google

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Design for this website solves the main users' problem - help users to find recipe and quickly learn how make this meal.
The website also solves users' pain points like as usability, information architecture and accessibility.

What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Google

Next steps

1

Add **multi language** option on the website. The user can choose the language what is more comfortable for them. It will allow increase accessibility of the website.

2

Conduct another round of usability study of high-fidelity prototype and make a decision about **hand-off design to the engineer**

3

Conduct **usability study after launching** the website and make list of the insights for improving.

Let's connect!

Thank you for your time reviewing my work on Cooking Tutorials Website!
If you would like to get more information or get in touch, my contact information is provided below.

E-mail inverezh@gmail.com
Linkedin https://www.linkedin.com/in/inessa-verezhynska-247212242/

Google