

Freshly Dropped

Recipe/ Ingredient delivery app redesign concept

Student Team Project by
Rachel, Toby, Chelsea and
Elena
AKA The Wireframers



What we cooked:

Freshly Dropped

Recipe/ Ingredient delivery app redesign concept

- Objective:** Effectively **increase returning customers** to Freshly Dropped recipe app through addition of a delivery feature.
- Purpose of the project:** Leverage technology to address the universal challenge of the **cycle of appetite** - how to plan for it, beat it, and satisfy it - by **keeping things interesting, finding motivation and inspiration, dealing with diet restrictions, managing time, and addressing picky eaters.**
- Challenge:** Create a user-friendly recipe/ingredient delivery platform that can **effectively address the diverse needs and preferences** of users related to food, while also building and managing a community that **encourages engagement and loyalty.**
- Final product showcase:** Clickable prototype for mobile app, redesign concept presentation for the CEO of Freshly Dropped
- The team:** **The Wireframers** - Rachel, Toby, Chelsea, Elena
- Our roles:** Since it is a student project, the roles were initially divided to provide everyone with **equal learning opportunities** in all stages of design process. As the project progressed, the roles evolved to better align with each team member's **individual strengths.**
- Timeline:** **6 weeks**



What we started with

Assumptions

The meal kit will save us!
Time saver? Inspirer? Money saver?

ASSUMPTIONS

- People who have access to a kitchen to cook
- People want to know how the food is sourced (ex: where it comes from: California or a local farm 20km away)
- Meal kit delivery services will be the most challenging competitor
- Looking for takeout alternatives
- People want to know in what conditions the ingredients are stored and prepped
- People may be sceptical about quality of produce upon delivery
- People without a lot of food restrictions
- People are concerned about the price
- People want organic options
- People want a good variety of recipes, and not the same recipes that they will get tired of
- People don't like meal kits
- People prefer to have a discount coupon for this kind of service
- People care about locally sourced more than organic

WHY USE THE SERVICE?

- No need to meal prep / schedule meals
- Healthy curated meals
- Not worry about leftover ingredients (ex. you have to buy min 6 eggs to make an omelet with just 2)
- To save time on going to the grocery store
- Idea for a date, family or group activity without the unexciting grocery shopping and measuring part
- Don't have to think about what to cook
- Not worry about measurements
- Avoid trips to the grocery store. Avoid things like Covid, lack of transportations, bad weather
- Great for people who are trying to learn how to cook

FOR WHO?

- people who want to learn to cook
- people who want to limit grocery shopping but still want a homecooked meal
- People who want to save on eating out but don't want to shop
- People who want to eat healthy
- people with higher income? as the service is more expensive than grocery shopping
- People who want to save time on: 1. looking for recipe 2. making grocery lists 3. actual grocery shopping
- People who want to try a recipe without investing into full size ingredient packages
- Germaphobes
- people concerned by how many people touch produce at grocery stores
- people with transport issues?
- People who live in rural areas
- Introvert foodies. Likes to cook but hates to shop
- Guys who want to impress a date lol



How we cooked

Design Process

Empathize

User Interviews,
Affinity Map,
Competitive Analysis,
Quantitative Data



Define

KPIs,
Persona(s),
Storyboard,
Journey Map



Ideate

"How Might We",
Brainstorming,
Sketches
Flowcharts



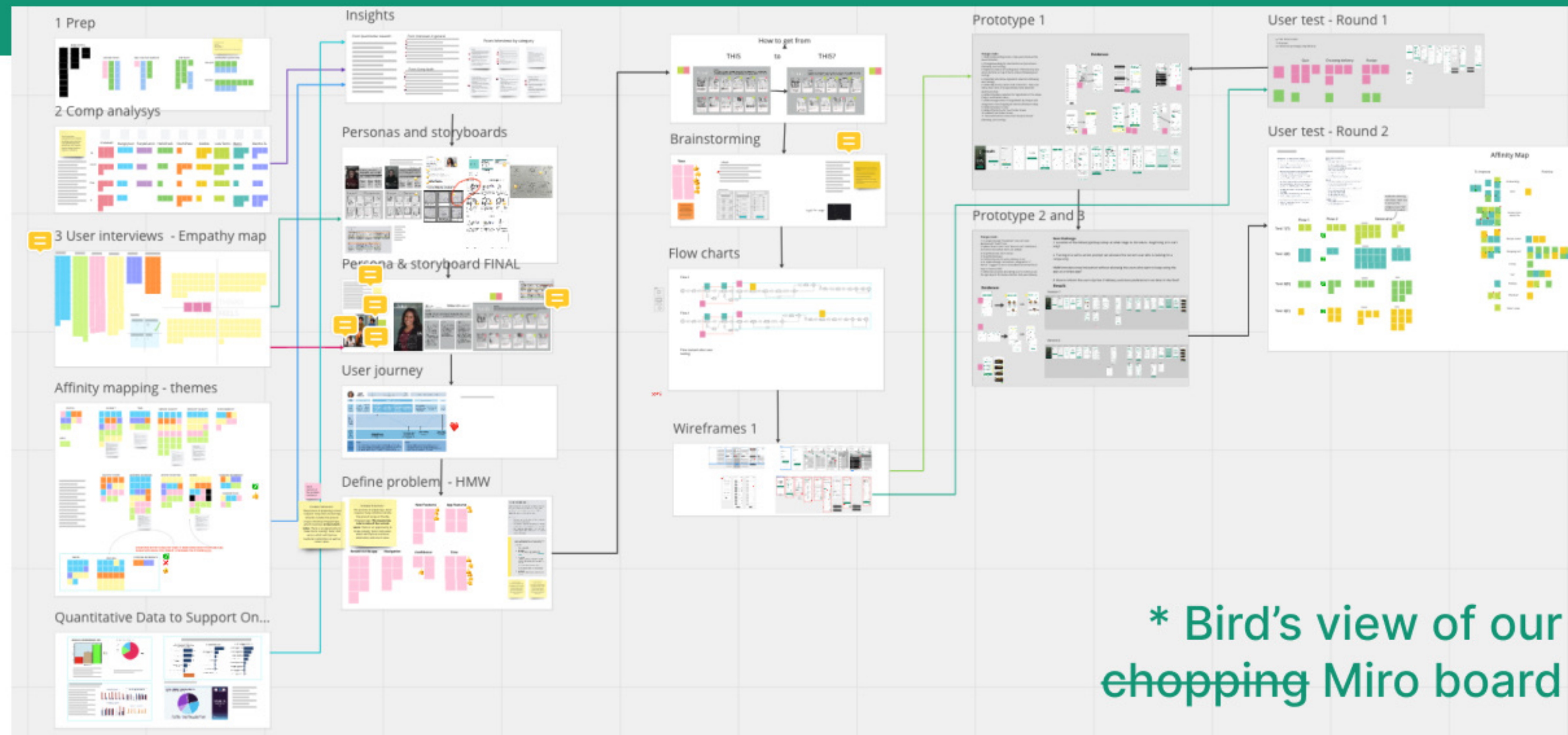
Prototype

Wireframes,
Prototype



Test

User tests





How we propose to taste what we cooked

KPIs

1. **User Engagement:** This can be measured by tracking user activity on Freshly Dropped, such as the number of visits, time spent on the site, and interactions with content.
2. **User Retention:** This can be measured by tracking the percentage of users who return to Freshly Dropped over a set period of time, such as one week or one month.
3. **Conversion Rate:** This can be measured by tracking the percentage of new users who sign up for Freshly Dropped or current user who take a specific action, such as creating a shopping list or ordering a delivery.
4. **Community Growth:** This can be measured by tracking users' level of engagement and participation.
5. **User Feedback:** This can be measured by collecting user feedback through reviews, comments, and social media monitoring to understand how well Freshly Dropped is meeting the needs of users and what improvements can be made.

Checking the main ingredients of the

Business Problem

now

The Freshly Dropped app enables users to scroll through recipes and filter them based on courses and cuisines.

requirements

1. Offer ingredient ordering through the app.
2. Consistently use brand guidelines.
3. Make ordering the main call to action.
4. Allow users to generate grocery lists.
5. Add a robust ingredient search function.

goal

The project aims to expand and upgrade the Freshly Dropped app to allow users to order the delivery of ingredients for recipes in addition to providing recipes.

business needs

1. Provide an alternative to meal kits.
2. Expand the user base to 1 billion home cooks.
3. Increase the number of users.
4. Create a positive cooking experience.



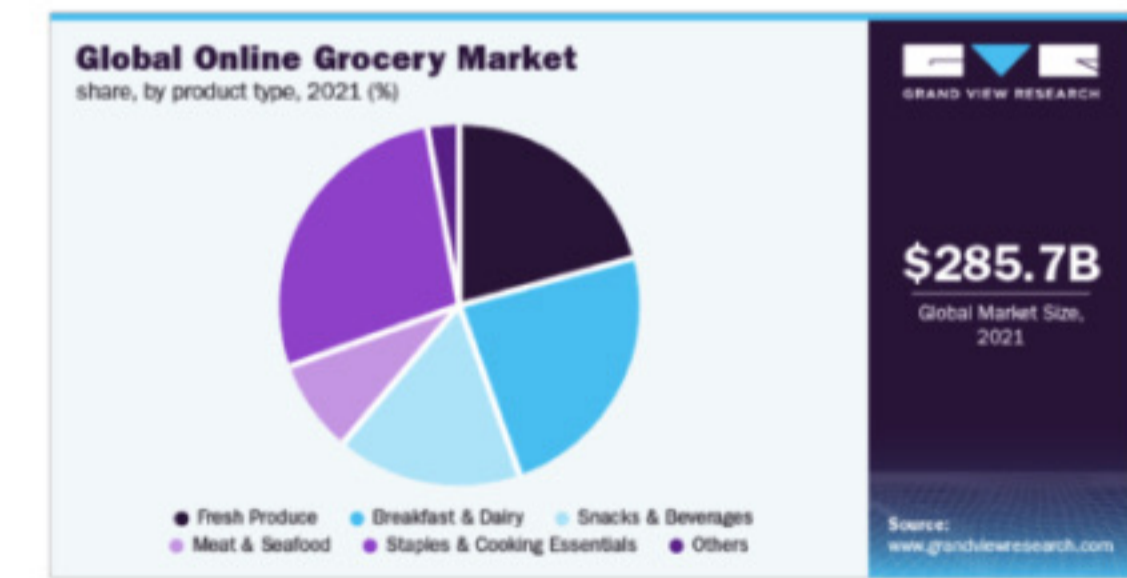
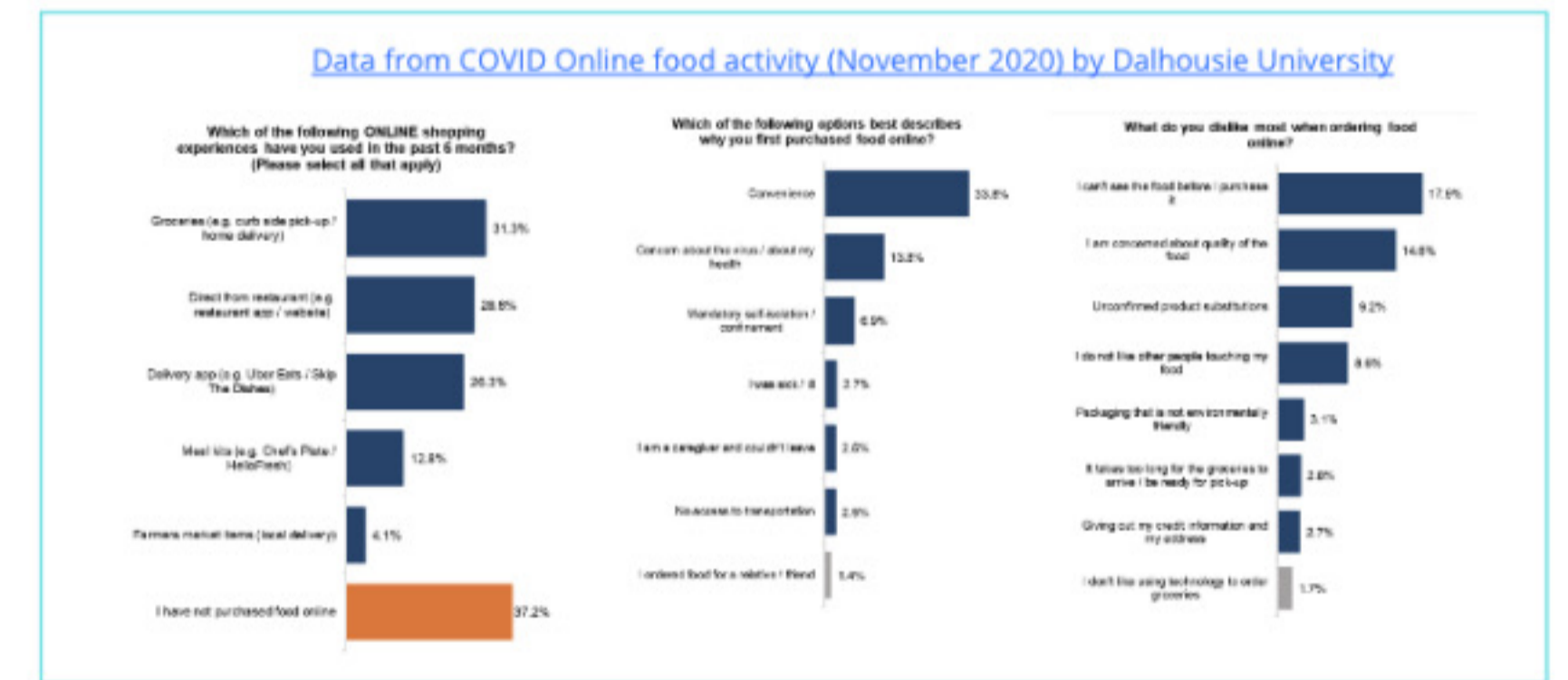
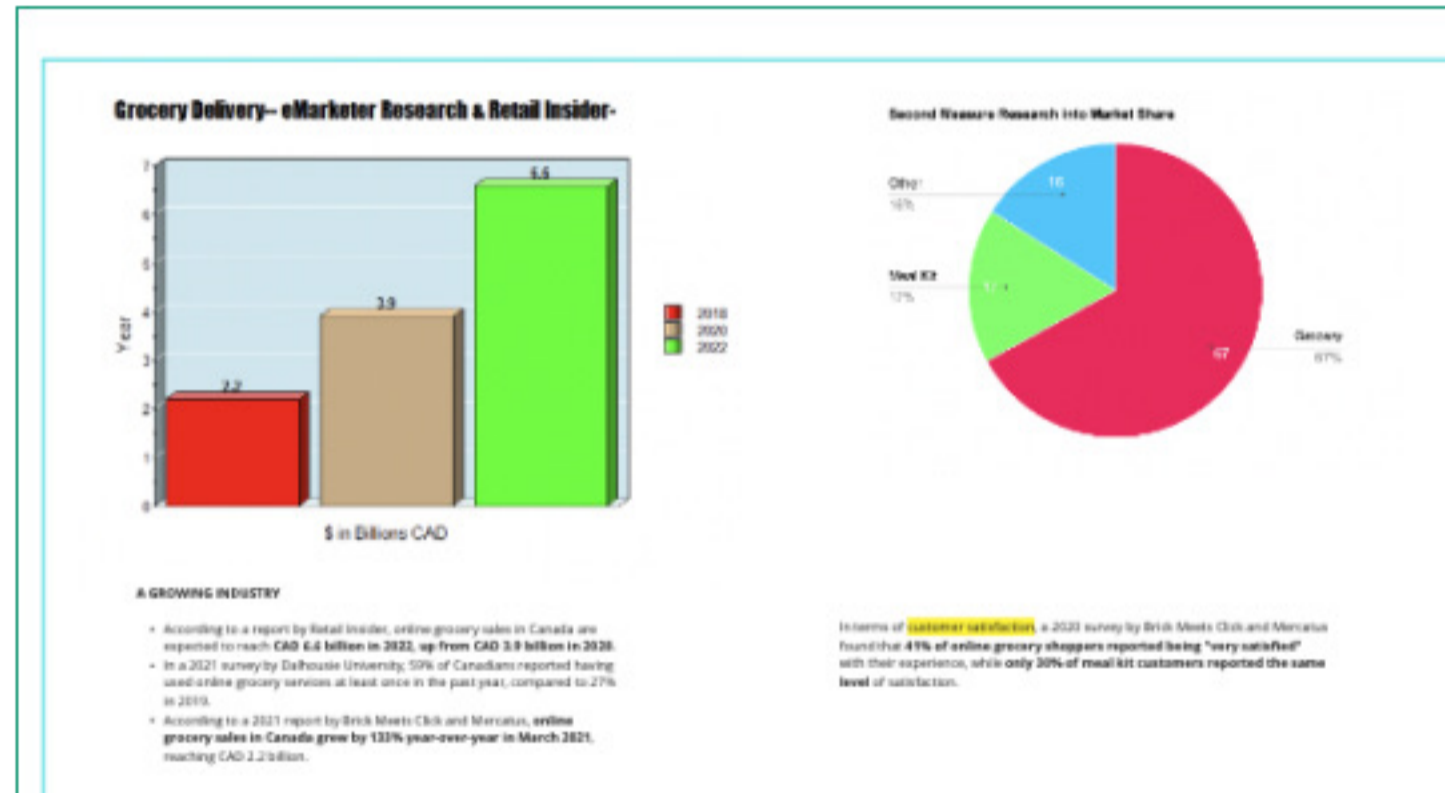
Exploring broader cooking suggestions: Quantitative Data

Why?

Understand the market trends and preferences of customers towards grocery and meal kit delivery services. The findings indicate that the grocery delivery sector is growing rapidly and customers are more likely to reorder regularly.

Key Insights:

- The grocery delivery sector is growing and expected to continue to do so.
- Canadians using grocery delivery services is projected to be 6.6 billion in 2022, up from 3.9 billion in 2020.
- Online grocery holds 67% of the market share, while meal kits only have 17%.
- Customers of online grocery services are more likely to reorder regularly, whereas 81% of respondents who tried meal kits in a study no longer use them.
- Grocery delivery customers are generally more satisfied with the product, with 41% being Very Satisfied, while only 31% of meal kit users are at the same level of satisfaction.



Report Overview

The global online grocery market size was valued at USD 285.70 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 25.3% from 2022 to 2030. The changing shopping preferences of consumers in the wake of the outbreak of the pandemic and the unabated growth of the e-commerce industry are expected to drive the growth of the market over the forecast period. The myriad of options for online payments and the assurances for contactless delivery of the ordered grocery being offered by online grocers is expected to contribute to the growth of the market.

Who we are cooking for

User interviews

Why?

- The selected demographic of potential users is varied enough to provide valuable insights into how the app can potentially help them save time and effort in meal planning and grocery shopping, while still enjoying the cooking process at home.
- The semi-structured interview structure can be used to gather specific feedback and suggestions for desired features and functionality, as well as to understand their overall user experience.

7 semi-structured interviews

Participant demographic:

- age 18-65
- busy schedule
- likes to cook at home
- tech comfortable
- previously ordered groceries or meal kits (or considers doing so)

Some questions we asked

1. How do you decide what to cook?
2. How do you source your recipes?
3. Please tell me a little about who does the cooking at your home.
4. How much time would you say you devote each week to grocery shopping?
5. What made you decide to use this kind of service?
6. What do you like most about using a meal kit/grocery delivery service?
7. What parts of the service do you think need improvement?
8. What did, or would, make you stop using this service?
9. How do you feel about the pricing of these types of services?
10. How do you feel these services match up when it comes to freshness?

Visualizing the results



First results informing the demographic of the future persona

gender	male	1	female	6		
age	18-35	3	35-65	4		
occupation	student	1	work	5	retired	1
family status	single	2	relationship	5		
tastes, diets, kids	no	2	yes	5		

Who we are cooking for

Affinity Mapping

Why?

- Analyze, visualize and prioritize various factors that influence users' decision making in the process of meal planning, grocery shopping, and cooking (“cycle of appetite”)
- Identify common themes and patterns among these factors
- Use these insights to inform decision-making
- Help in/validate initial assumptions

Visualizing the most recurring themes to inform main pain points



Key insights

- Users try meal kit services to **save time** on in-person grocery shopping.
- **Recipe inspiration** is important to some meal kit users.
- Meal kits often **don't match taste preferences**.
- Meal kits may not work for families with **picky eaters** or dietary restrictions.
- Delivery options should ensure **quality, freshness**, and offer flexible scheduling.
- Users like options for **prepared/whole ingredients** and adding extra items.
- Some users care about **local and high-quality ingredients**.
- **Cost** is important when comparing meal kits to traditional grocery shopping.

(In)validating initial assumptions

Will the meal kit **save us?**
Time saver? **WRONG** Insurer? Money saver?

Who we are cooking for

Sarah - our persona

As a team we:

1. Developed 4 individual personas based on the insights gathered from the user interviews.
2. Reviewed and voted on demographic characteristics: that are most representative of the target audience.
3. Chose a picture by voting
4. Create a scenario to illustrate how the persona would use Freshly Dropped, highlighting the persona's goals, challenges, and motivations.



Age: 40
Gender: Female
Location: Rural small town Quebec

Profession: Marketing Manager - works from home
Family situation: Husband with 2 small children

Scenario

Sarah is planning the menu for next week. She is looking for some new recipes to try out for her family meals. Sarah wants to check the ingredients for each recipe, combine them in a shopping list, check the list for the items she already owns, and shop this list at her favourite grocery store(s).

Goals

1. Using fresh and verified ingredients to cook safe and healthy meals for the whole family
2. Accessing a variety of fresh produce and other groceries without having to physically go to the store
3. Generating grocery lists that account for products already owned and the ingredients needed for multiple recipes
4. Dealing with dietary restrictions, quality concerns, and the need for mid-week grocery trips

Needs

1. Efficient grocery shopping with key features that help save time
2. Consistent access to fresh and quality groceries
3. Convenient and user-friendly grocery delivery service platform
4. Ability to choose her favourite grocery stores

Frustrations

1. Difficulty accommodating dietary restrictions and preferences
2. Not being able to trust the quality of the ingredients and know how they are being handled
3. Difficulty with mid-week grocery trips when food runs out due to limited access to fresh produce and groceries, limited time, and transportation options
4. Challenges with navigating the grocery store with young children

Who we are cooking for

Sarah's current journey

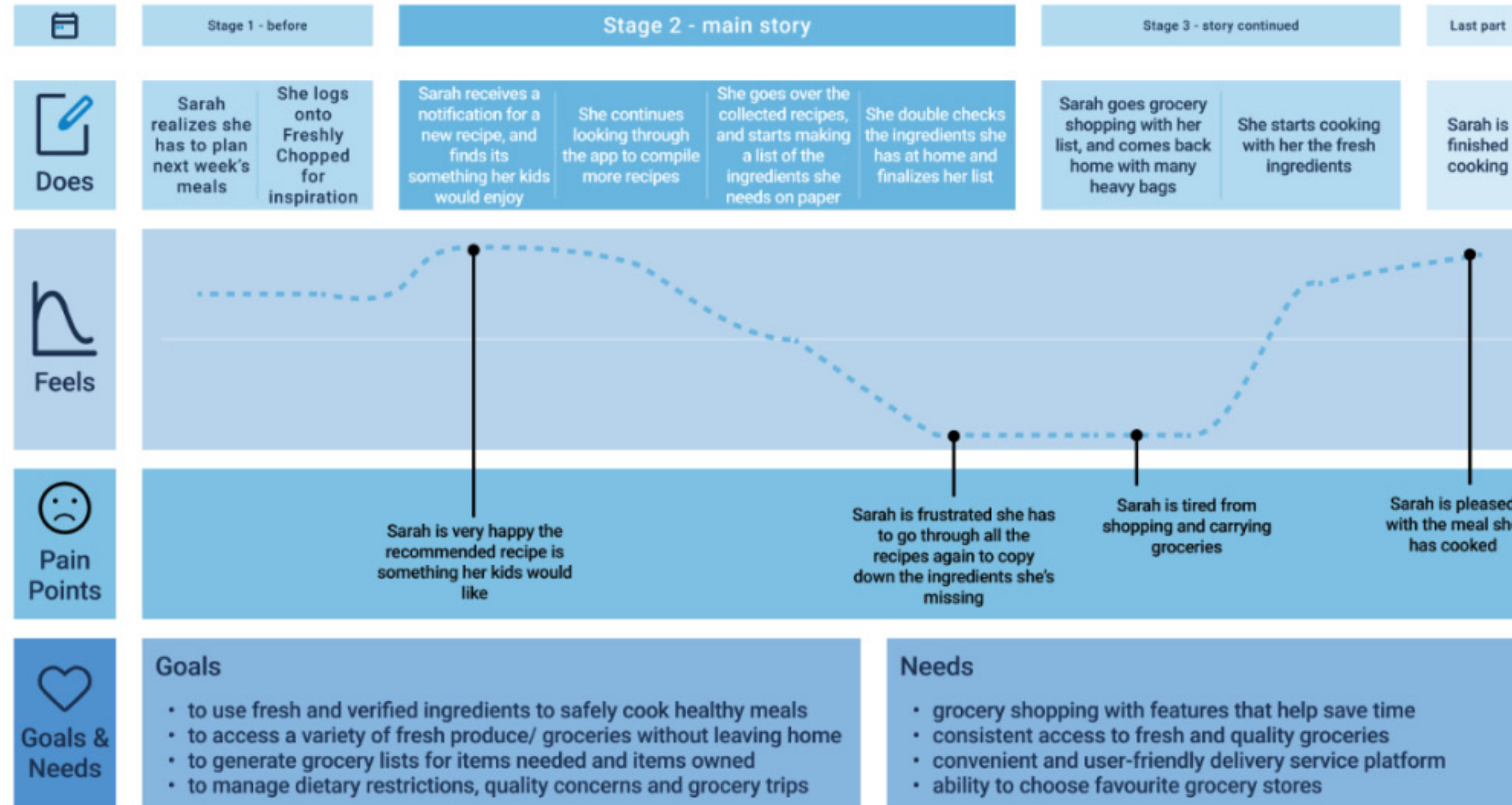
Why?

To gain a comprehensive understanding of the extent to which Freshly Dropped app covers Sarah's meal planning, ingredient shopping, and cooking activities, a thorough analysis is required. It will provide valuable insights into the current state of the app's functionalities and the scope for improvement.



Sarah Peterson

Rural Small Town, Quebec
 40 Female, with husband and two young children
 Marketing Manager
 Sarah is planning next week's meals for her family



Interaction with Freshly Dropped

activities outside the scope of Freshly Dropped

Sarah

Scenario:

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Hi, I'm Sarah. I live with my husband and 2 young kids in a small rural town, where weekly grocery shopping can be a challenge.



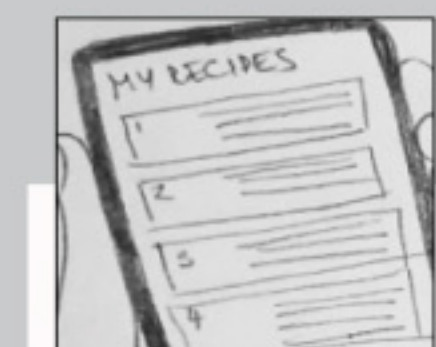
I need to plan my family's menu for the next week.



I usually use Freshly Chopped for my recipe inspiration and I just received a notification about a new recipe!



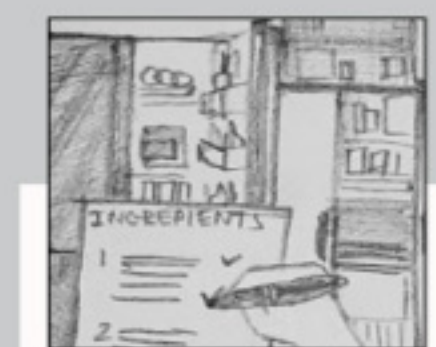
It looks like what my kids would love! Adding to my recipes!



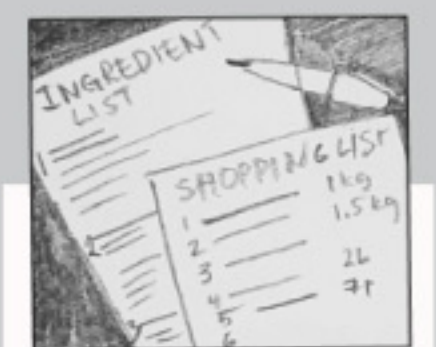
I compiled a list of recipes I want to cook next week.



Now it's time to make a list of all ingredients. It takes me some time usually.



I also need to check what products I have in my fridge and pantry. I must be attentive, I don't want to go to the store twice...



The shopping list is ready finally! I



At the grocery store the list will help me to not forget anything!



So many heavy bags! But I am finally home! I just need a bit of rest before I start cooking



Now I can relax and cook that new recipe with the fresh ingredients I bought!

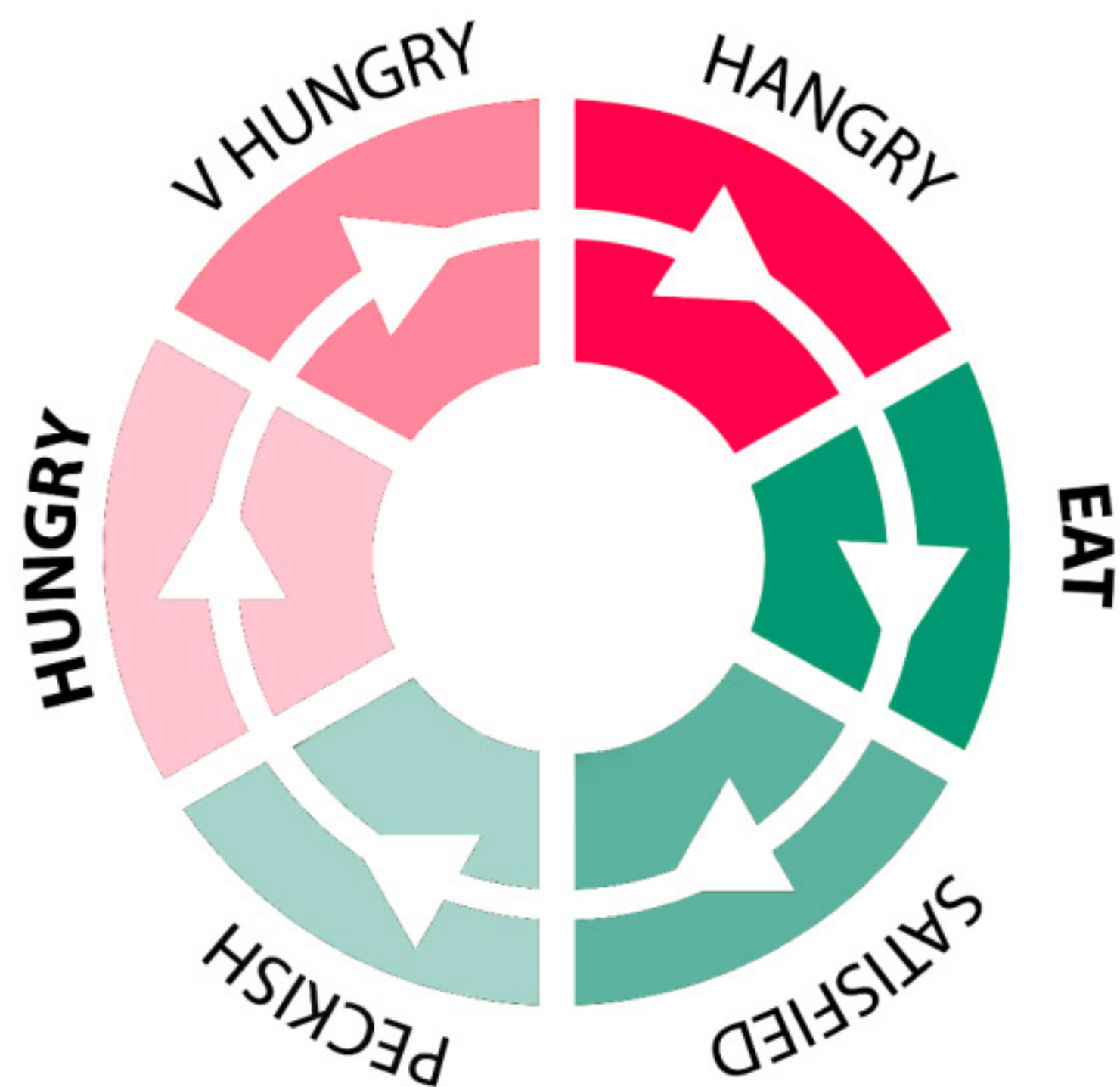


The smell is great! I am sure my family will enjoy this recipe!

Main ingredients of the User Problem



The Cycle of Appetite



Appetite



Inspiration



Motivation



Dietary restrictions



Time



Picky eaters

Our cooking challenge refined

Problem Statement

Business Problem

now

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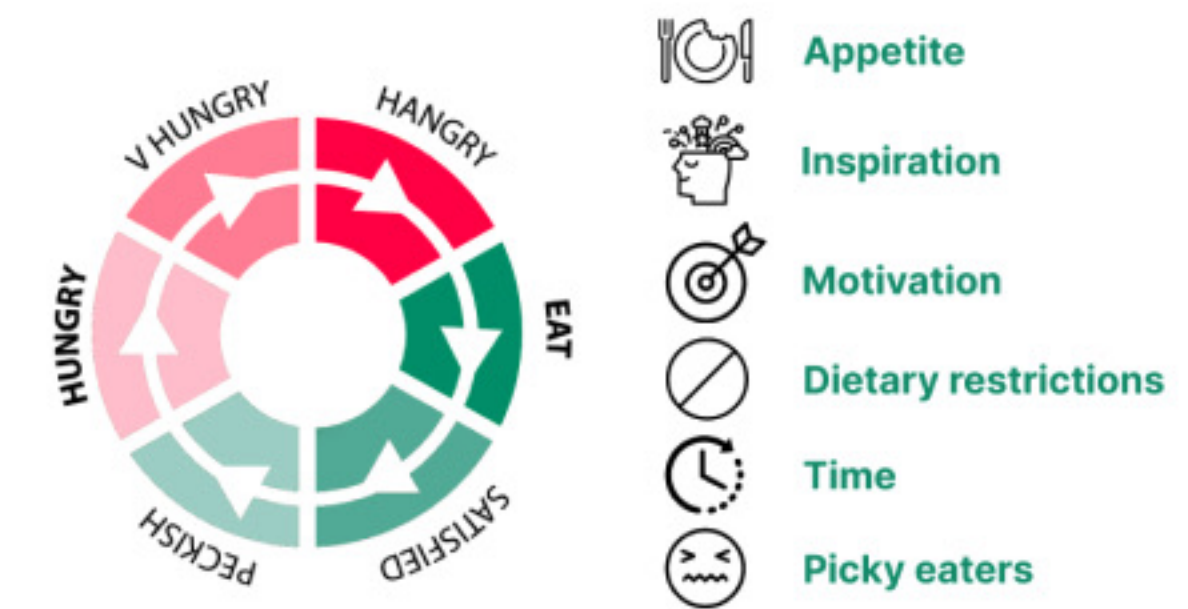
business needs

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User Problem



The Cycle of Appetite



Problem Statement :



In families with picky eaters, the process of preparing a meal requires many time consuming activities outside the present scope of Freshly Dropped app, which translates in low return rates. There is an opportunity to make home cooking faster and easier for such families, which will improve customer satisfaction as well as return rates.

Let's cook!

How Might We...

Problem Statement :

In families with picky eaters, the process of preparing a meal requires many time consuming activities outside the present scope of Freshly Dropped app, which translates in low return rates for the business. There is an opportunity to make home cooking faster and easier for such families, which will improve customer satisfaction as well as return rates.

As a team we:

1. Created starting points for potential solutions to Sarah's specific user problems or challenges
2. Voted on the topics of the most interest



How might we help all users, including picky eaters, save time on grocery shopping, improve their efficiency with meal planning, and make it easier for them to find recipes?

Visualizing what we want to cook

Sarah's ideal journey

Interaction with Freshly Dropped

activities outside the scope of Freshly Dropped

Sarah

Scenario:

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Now it's time to make a list of all ingredients. It takes me some time usually.



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The shopping list is ready finally!



At the grocery store the list will help me to not forget anything!



So many heavy bags! But I am finally home! I just need a bit of rest before start cooking



Now I can relax and cook that new recipe with the fresh ingredients I bought!



The smell is great! I am sure my family will enjoy this recipe!

Why?

- Visualize the opportunities
- Generate ideas
- Communicate user's perspective
- Validate potential solutions

Now (11 activities)
 7 outside of FD
 4 using FD

- getting motivated
- getting inspired by a recipe
- saving a recipe
- accessing saved recipes
- making a list of necessary ingredients
- checking available ingredients
- creating a shopping list
- going to preferred grocery store
- shopping and bringing the ingredients home
- following cooking instructions
- enjoying the cooked meal

Future (10 activities)
 2 outside of FD
 8 using FD

- getting motivated
- getting inspired by a recipe
- saving a recipe
- accessing saved recipes
- checking available ingredients
- creating a shopping list
- shopping and receiving the ingredients
- following cooking instructions
- enjoying the cooked meal
- share the experience

Sarah

Scenario:

Sarah is planning the menu for next week. She is looking for some new recipes to try out for her family meals. Sarah wants to check the ingredients for each recipe, combine them in a shopping list, check the list for the items she already owns, and shop this list at her favourite grocery store(s).



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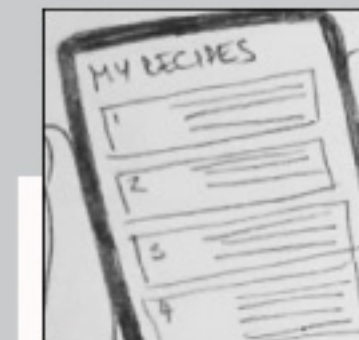
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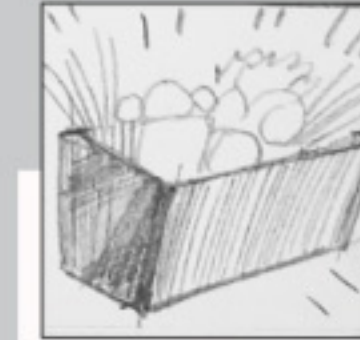
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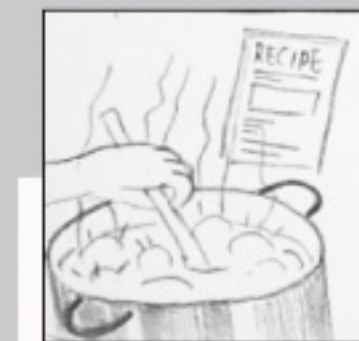
Now it's time to make a shopping list. It is so great to be able to do it with just a couple of clicks!



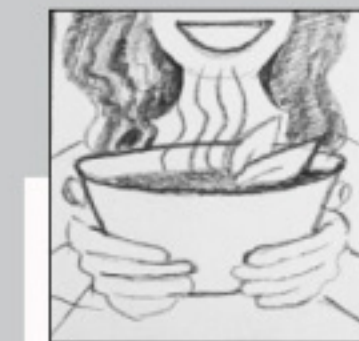
I check if there are any products that I already have and remove them. Then I just set the date and time and place the order



The crate with the ingredients has just arrived!



I can start cooking that new recipe with the fresh ingredients right away!



The smell is great! I am sure my family will enjoy this recipe!



My family all liked the recipe! I will tell my friends about this!

Step 1:

Time to brainstorm!

Some Requirements

Ingredient ordering

Guaranteed ingredient quality

Grocery lists

Search by ingredient

Save time on grocery trips

Accommodate dietary preferences

Verify owned products

Staying engaged with app

Possible Solutions

Shopping/delivery from several stores

Delivery from favourite stores

shopping list based on favourite chosen recipes

Allow users to create and save grocery lists

Better filtering and categorization of ingredients

Ability to adjust recipe servings

Quiz to customize dietary profile

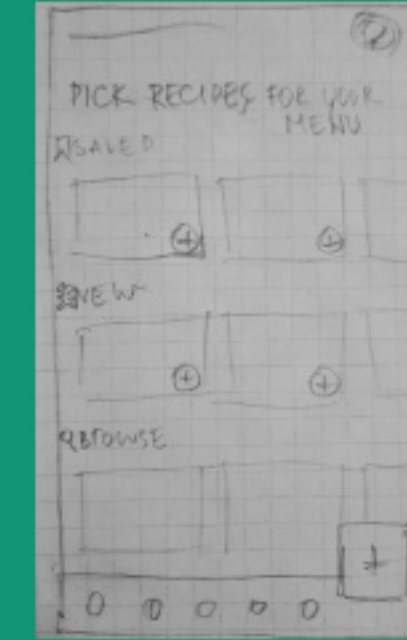
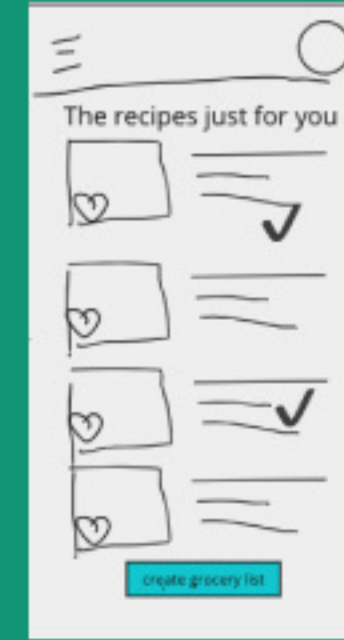
Planning suggestions based on user tastes and diet restrictions

Virtual pantry for staple items

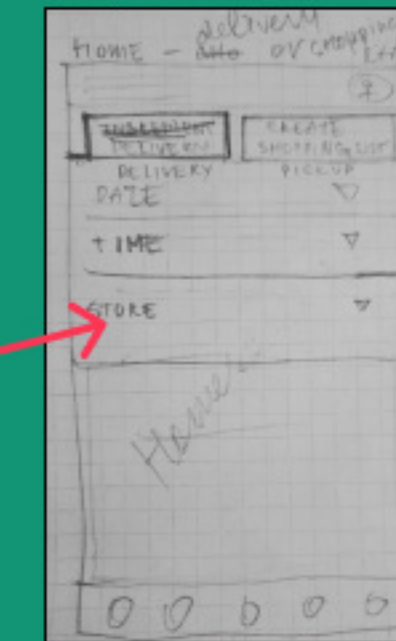
Community to share experience

First sketches

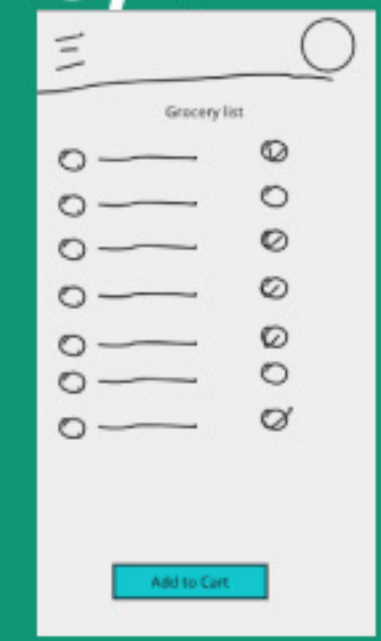
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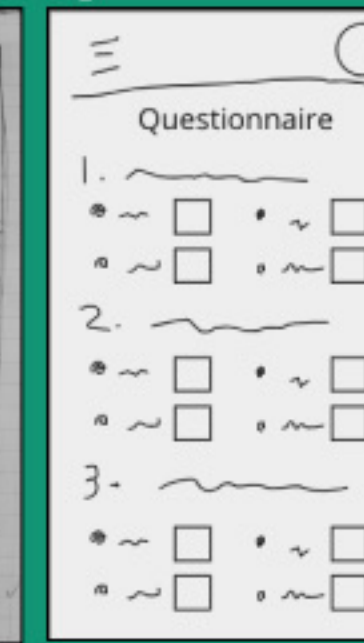
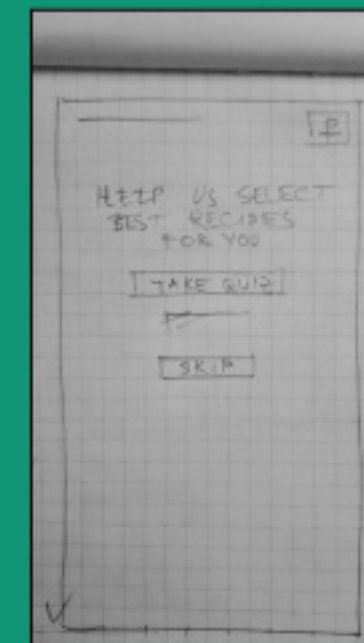
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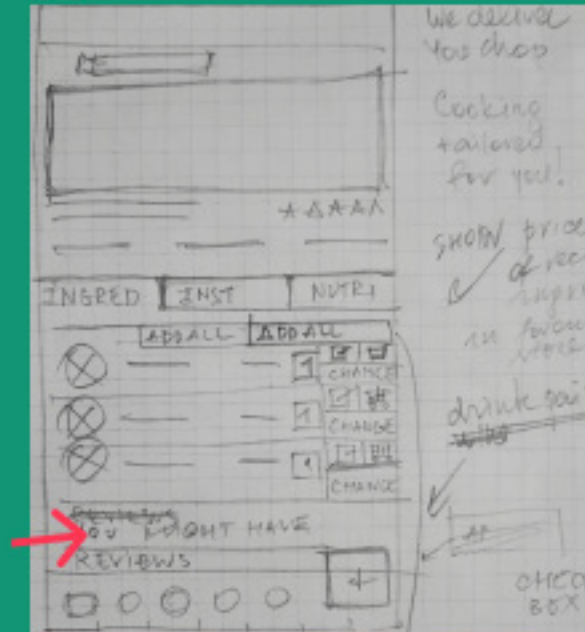
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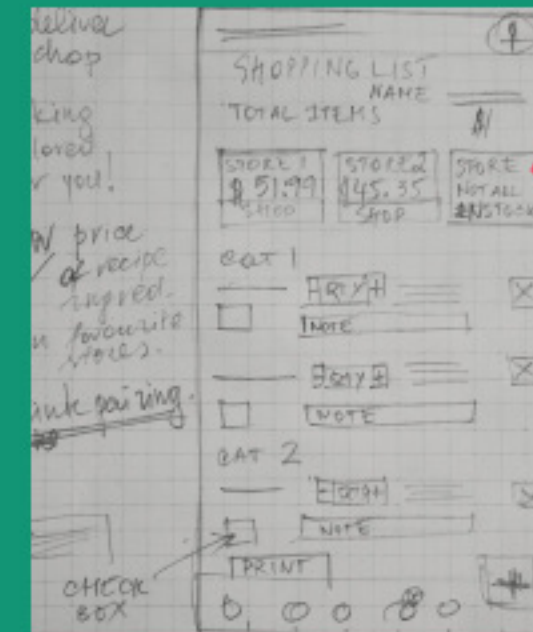
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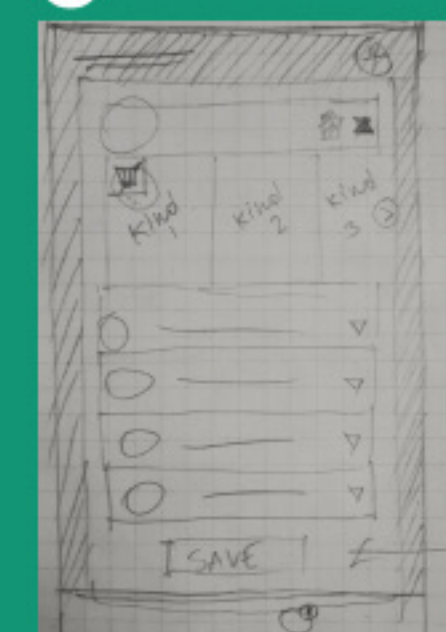
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1



5



Step 2:

Lo-Fi Wireframes and first ^etasting



As a team we:

1. Developed 4 sets of wireframes representing our individual vision of possible redesign features
2. Reviewed and voted on desirable features and ideas to develop
3. Voted on the preferred redesign to submit to Guerilla testing

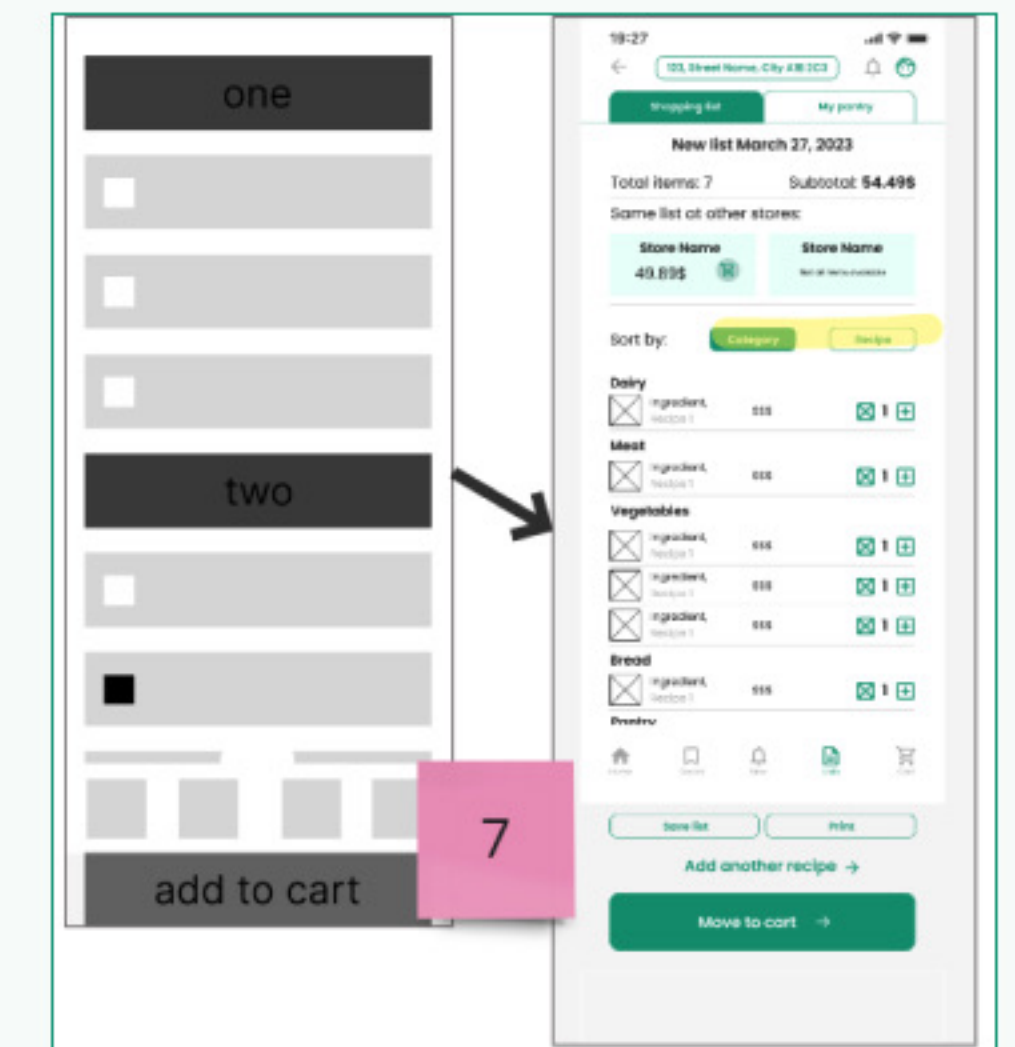
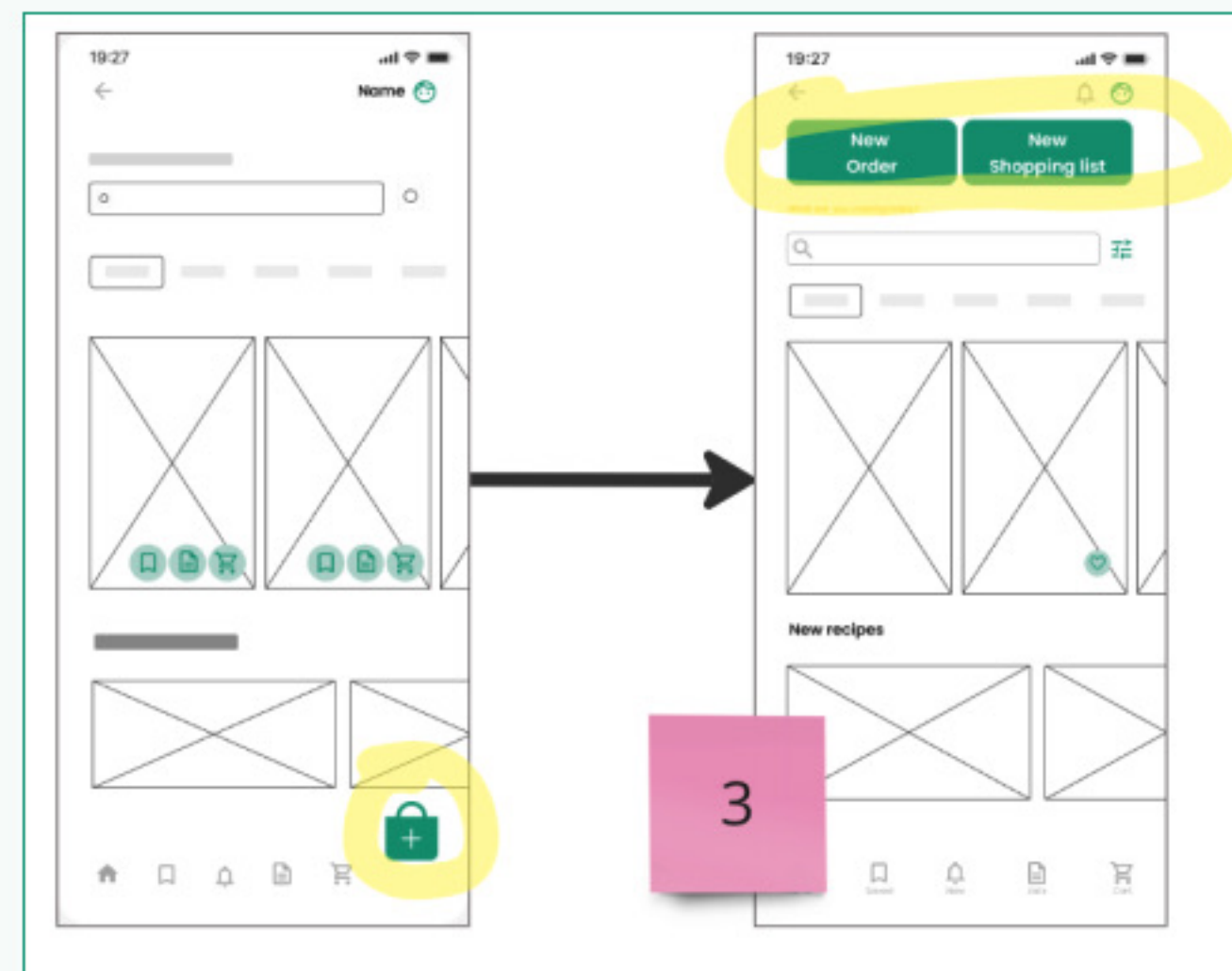
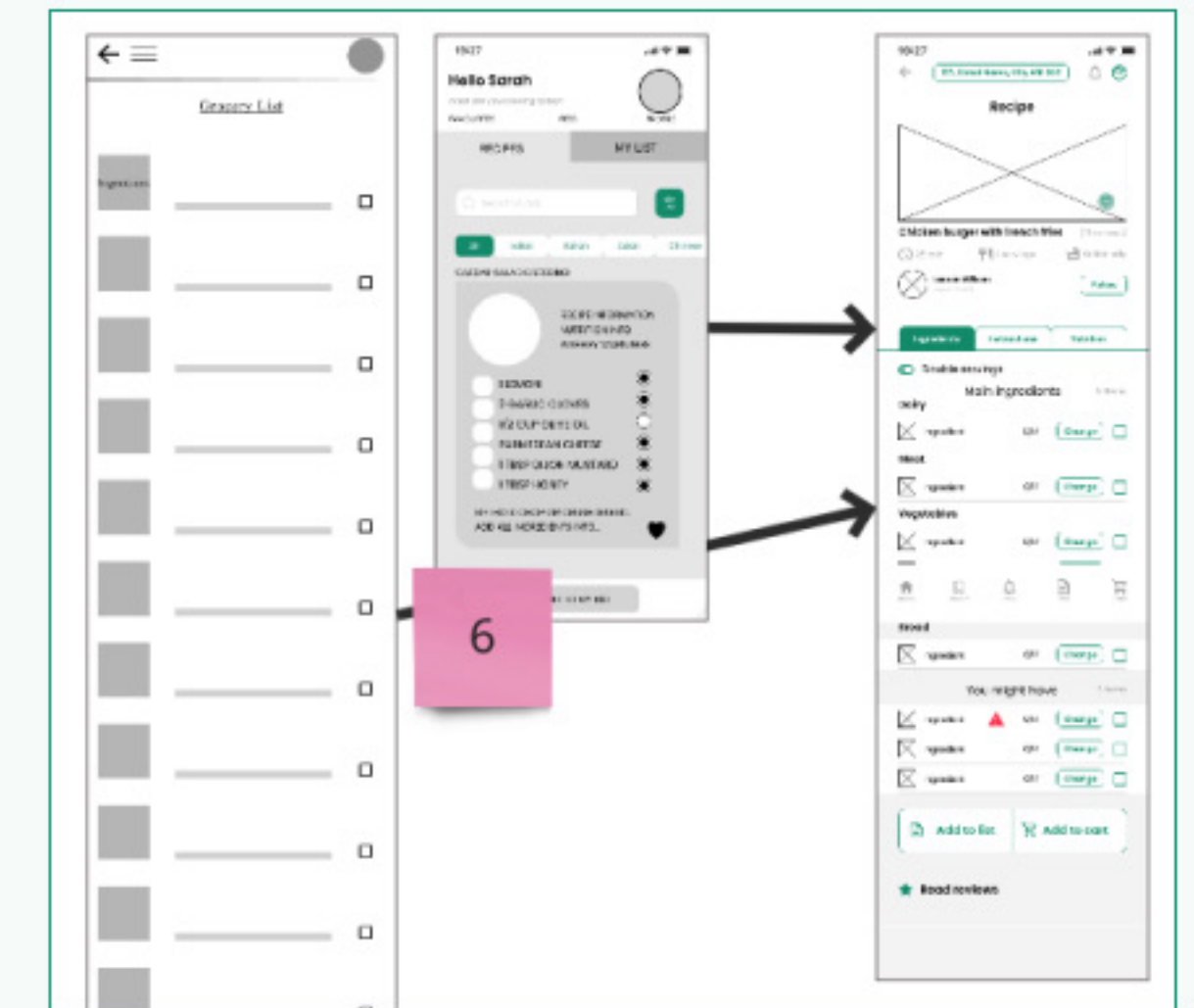
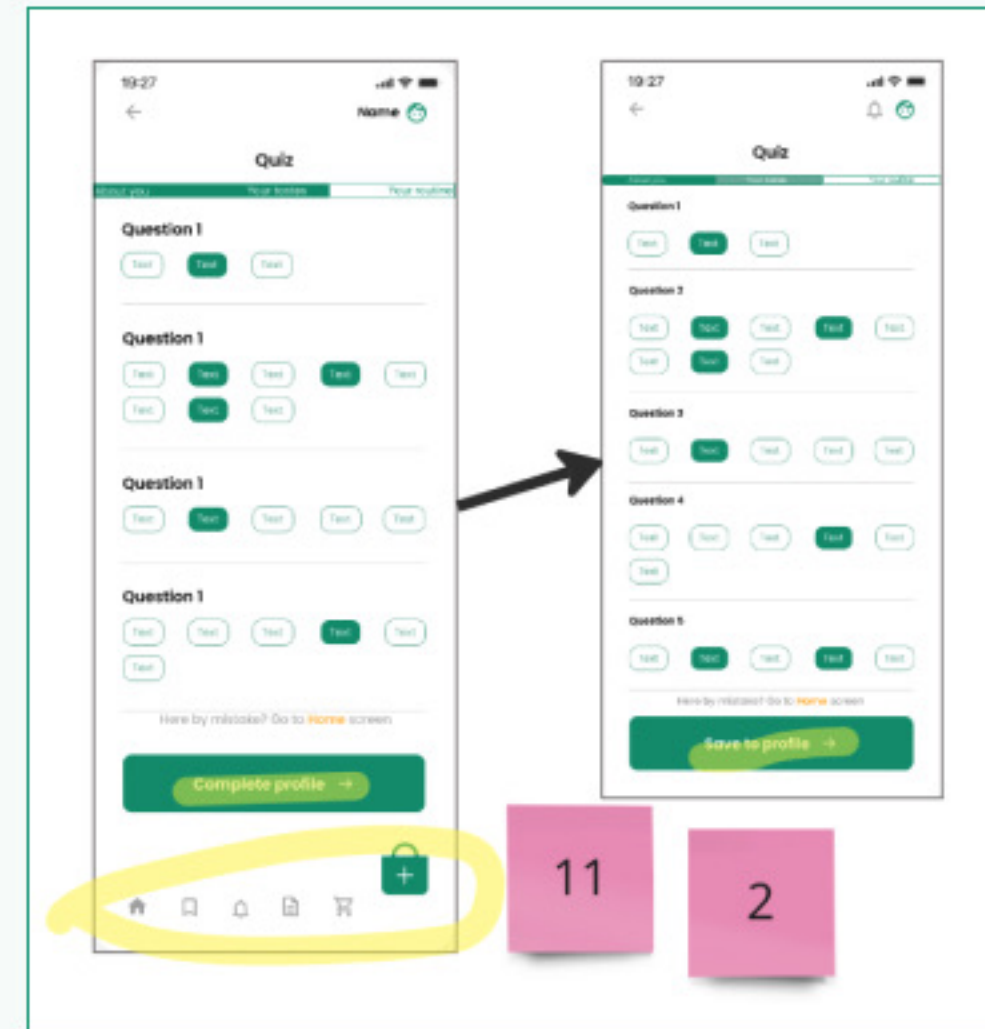
Guerilla testing results:

	Quiz	Choosing delivery	Recipe
to improve	<ul style="list-style-type: none">Expect to see suggestions based on quiz on home pageWould normally skip quizzes on a new appWant to see the app before filling out personal information and doing the quiz	<ul style="list-style-type: none">One button should have one functionConfusing to have one button for two functions"Can I select a recipe without selecting a store and time slot"	<ul style="list-style-type: none">Add all should be at the bottomCouldn't tell what button was to add to basket and list even with instructions"I don't understand what the pop-up is after clicking on the item"
+	<ul style="list-style-type: none">Unsure of what the "Complete Profile" button would lead towhy have a shopping cart icon in the quiz section	<ul style="list-style-type: none">But thought it was my location, time slot, and "don't know". Icons not clear without text	<ul style="list-style-type: none">Should be floating add all button
	<ul style="list-style-type: none">Understood the quiz was multi-selectable	<ul style="list-style-type: none">User chose delivery using the + shopping bag button	<ul style="list-style-type: none">Icons are clear i.e. list and cartAble to change ingredients / customizable because of the word "change"

Step 3:

Adjustments

1. Added **onboarding** screen - help users discover the new interaction
2. **Changed wording** for main button on Quiz screen (following user testing)
3. **Replaced unclear CTA button** by two action buttons on top of home screen (following user testing)
4. Simplified alternative ingredient selection (following user testing)
5. **Added My Pantry section** and interaction - help user follow their stock of nonperishable items (Rachel's wireframe idea)
6. Added **checkbox selection** for ingredients in the recipe (Toby's and Rachel's idea)
7. Added **categorization of ingredients by recipes and food groups** in the shopping list section (Chelsea's idea)
8. Added checkout screen
9. Added Thank You for Your Order screen
10. Added Track Order screen.
11. Removed bottom menu from the Quiz screen (following user testing)



Step 4:

Team review of the design

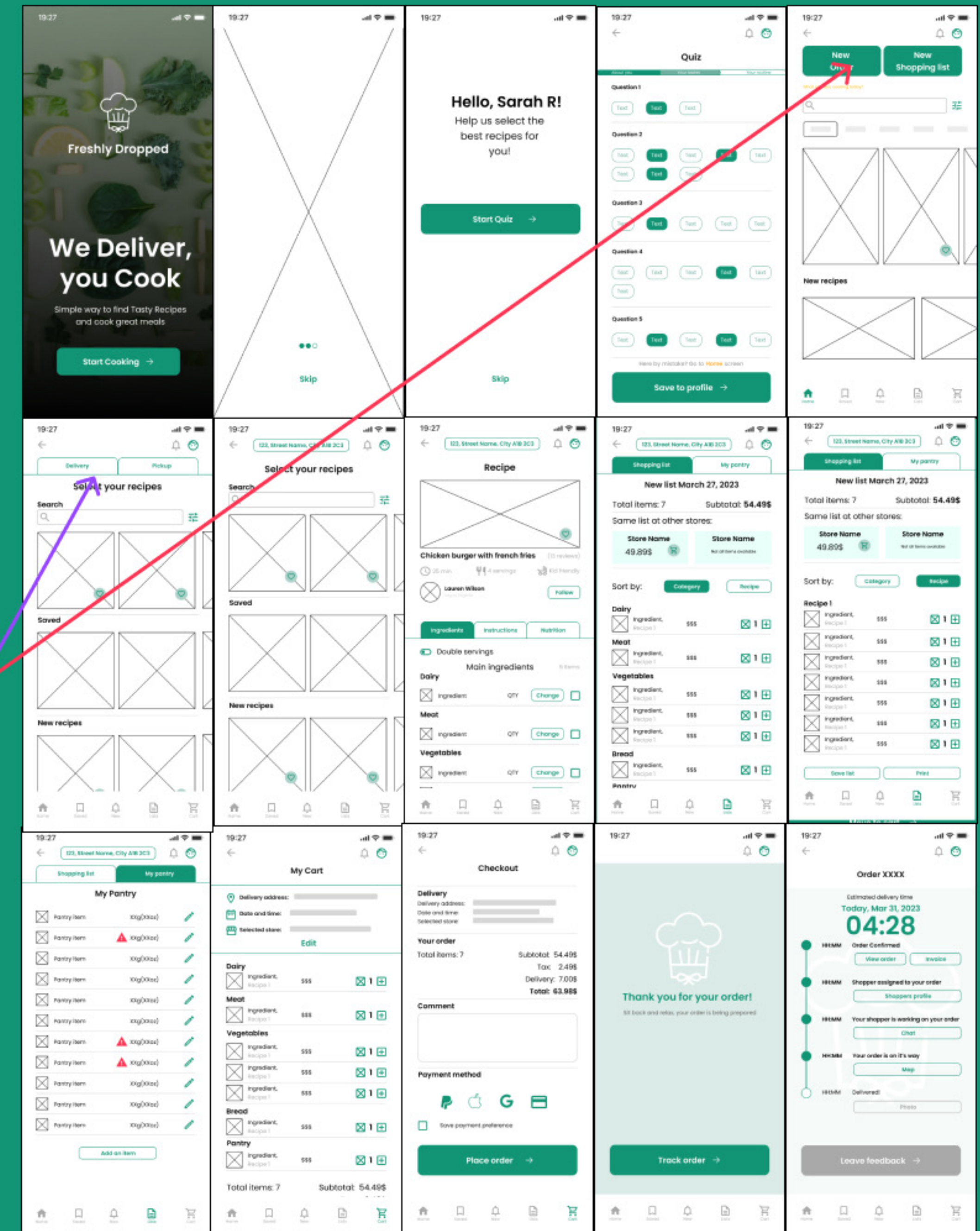


Why?

- Identify design issues early on
- Improve overall design quality
- Ensure alignment with project goals and requirements
- Foster collaboration and communication among team members
- Enhance the learning process.

Result: New Challenges

- Our large call to action for delivery seems intimidating and might alienate Sarah if she just wants to check a recipe.
- Sarah might prefer delivery to appear later in the flow

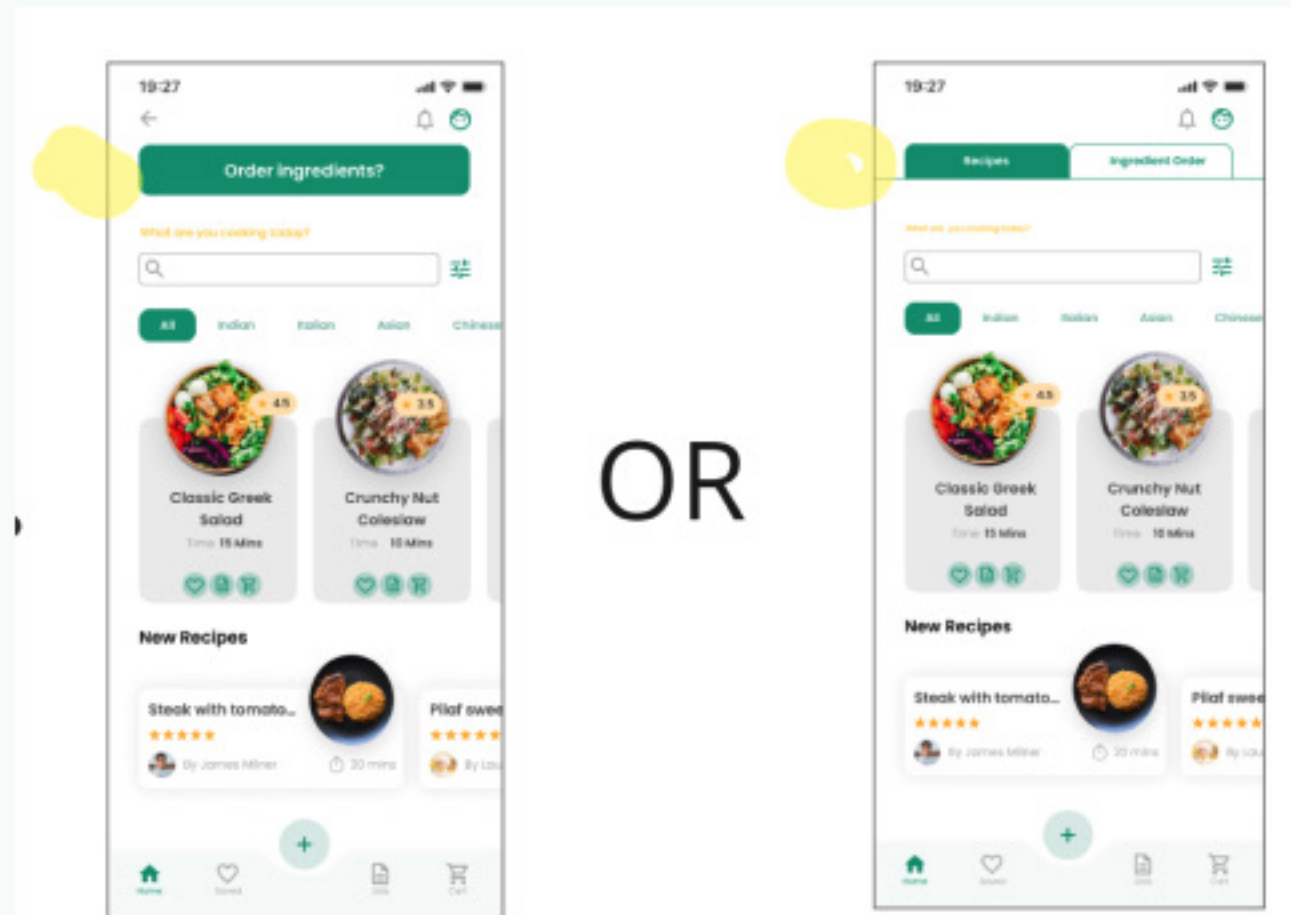


Step 5:

A/B Testing

Solution to new challenges

- Create two (2) versions of questionable items
- Conduct A/B testing as part of User Testing

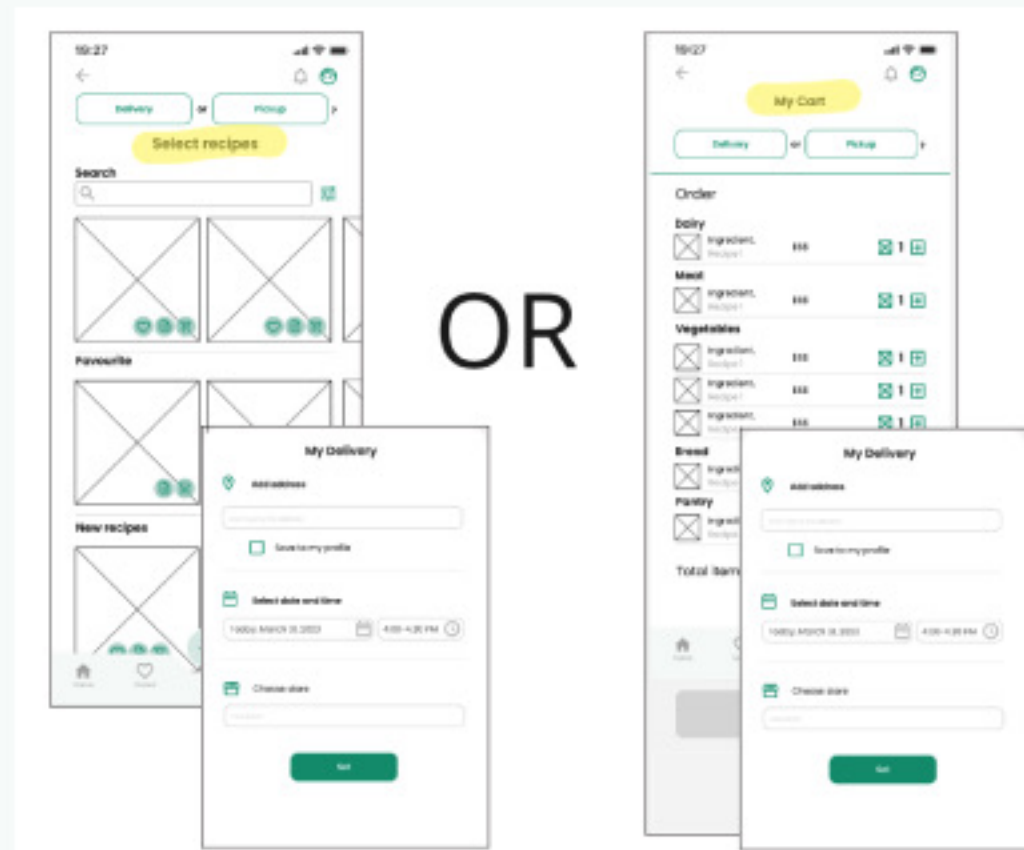


OR

Main call to action

Why?

- Determine user preference for questionable items
- Compare their performance
- Identify the most effective design.



OR

Location of the delivery in the flow

	Version 1	Version 2
Test 1(T)	<ul style="list-style-type: none"> What to order: Easy images, not even order button Prefers delivery toward the end 	<ul style="list-style-type: none"> Prefers Flow 2 Prefer to add address towards checkout <p>✓</p>
Test 2(E)	<ul style="list-style-type: none"> Does not care where the delivery is Prefer Flow 2 <p>✓</p>	<ul style="list-style-type: none"> Does not care where the delivery is Prefers Flow 2 <p>✓</p>
Test 3(R)	<ul style="list-style-type: none"> Prefer flow 2 The flow that the cart is separated by types of items <p>✓</p>	<ul style="list-style-type: none"> Prefer flow 2 <p>✓</p>
Test 4(C)	<ul style="list-style-type: none"> Prefer flow 2 	<ul style="list-style-type: none"> Prefer flow 2 Prefer flow 2 <p>✓</p>

Degustation:

Testing the whole flow



Users Appreciated

- Look and functionality.
- Ability to remove ingredients
- Ingredient categories in shopping list
- Shopping list for multiple recipes.
- Price comparison feature in the shopping list
- Move to cart option is clear
- Pantry feature and "running out" warning
- Clear cart with a visible price total.
- Section to review order
- Select a delivery after choosing a recipe
- Reviewing cart before checkout

Users were confused by

- Too many screens like onboarding sequence and quizzes that can interfere with current users' routine
- "Ingredient order" or "grocery" tab and the meaning of the "+" icon
- Would like the price on recipes while browsing
- Lack of substantial difference between shopping list and cart?
- Printing option for shopping lists

Users expect

- A reminder of new functionality accessible later
- A possibility to share or email options for shopping lists
- A possibility to multiply portions
- The shopping list to be just a check list for in-store shopping
- Ingredients under "grocery" tab instead of more recipes
- An accessible "start cooking" prompt from the home page

User testing Affinity Map

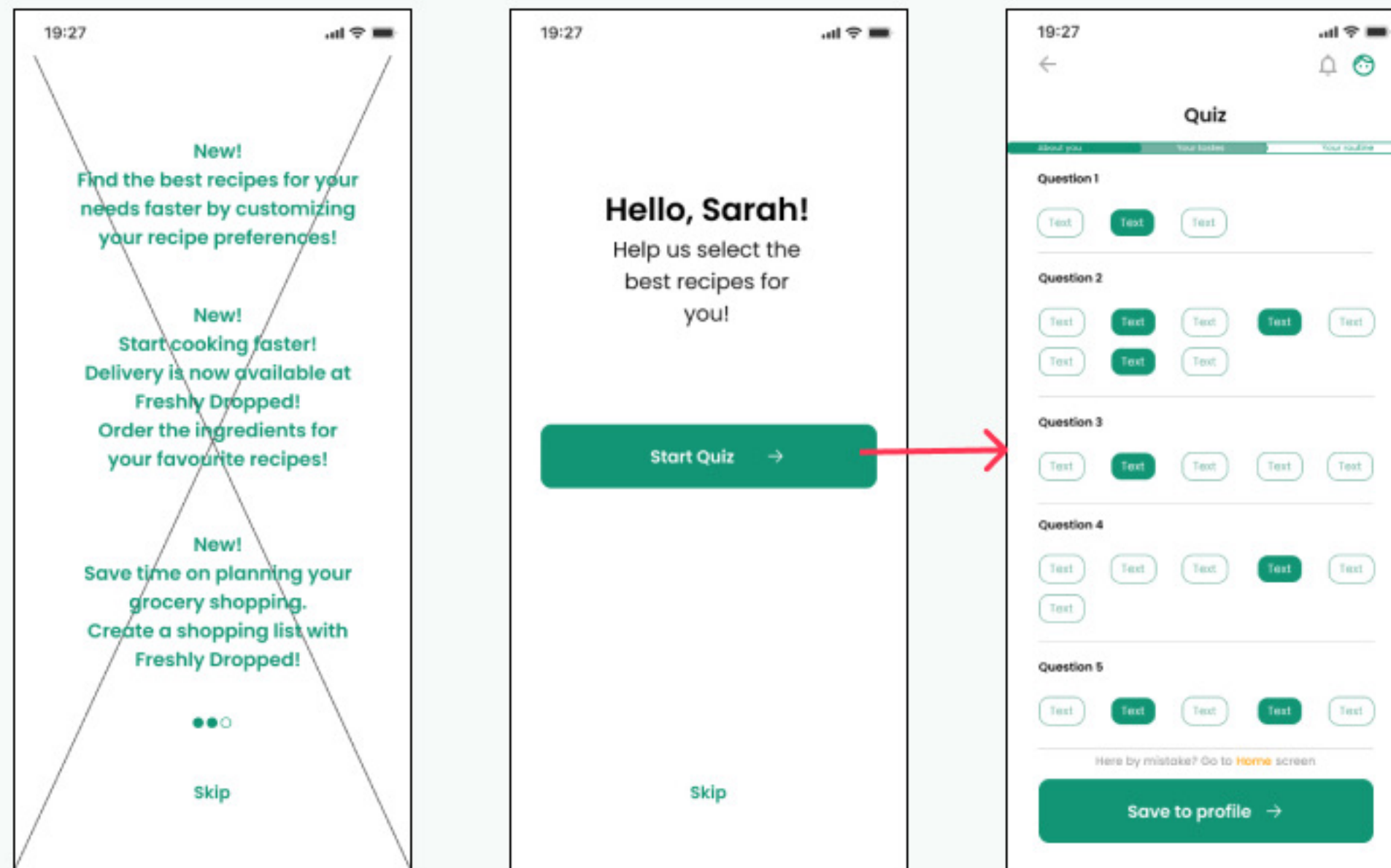


Balancing the flavours:

1. Onboarding and Quiz

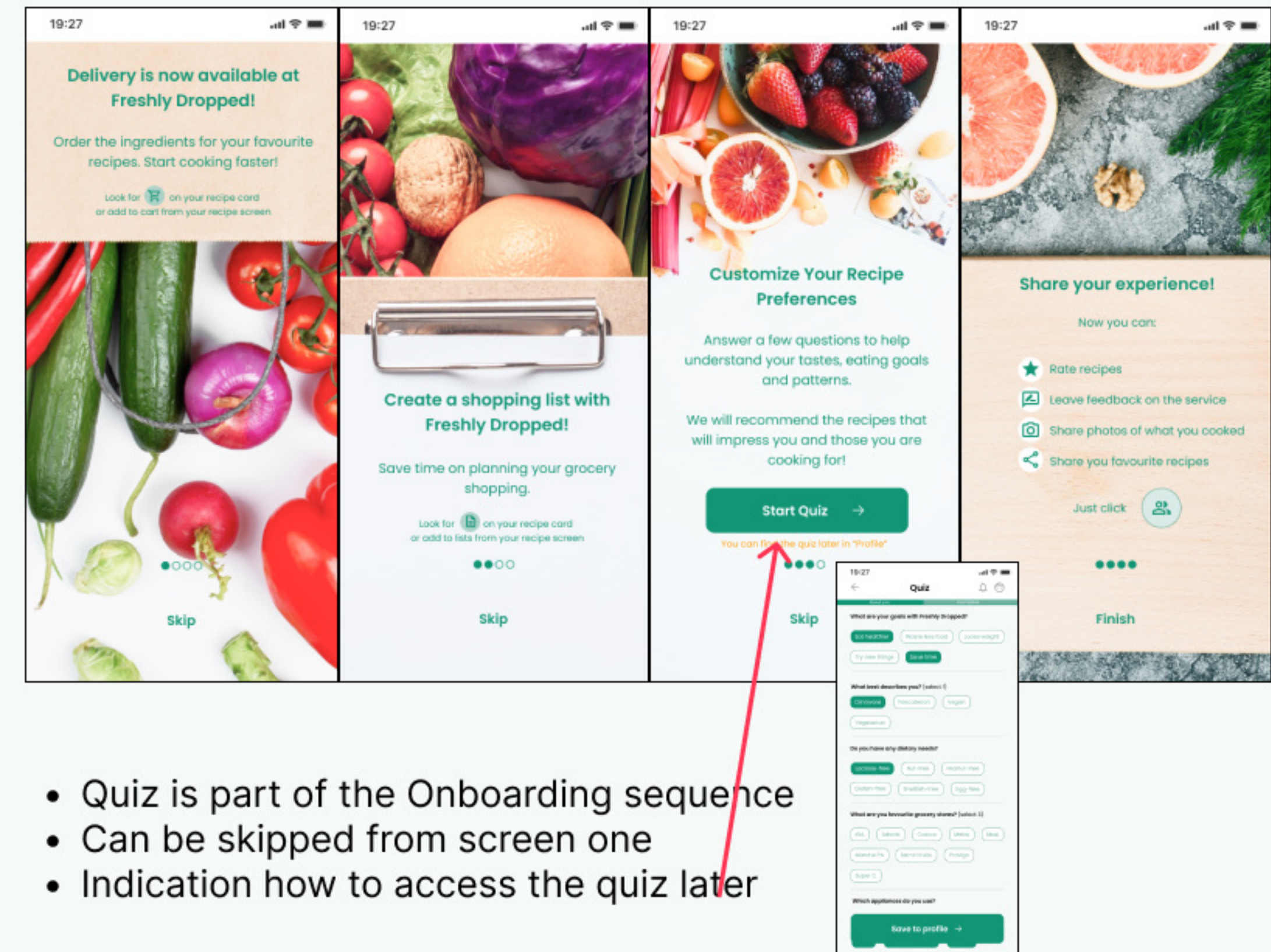
Priority: HIGH Testing showed that most users would skip many steps on the way to reach their goal especially if, for example, it's a current user wanting to just check a recipe. At the same time, users expressed their interest to return to study new functionality. Our goal is giving users as much control as possible.

Before



- Onboarding and Quiz as two separate interactions
- Appearing one after the other
- No indication as to how to access this info if needed later

After



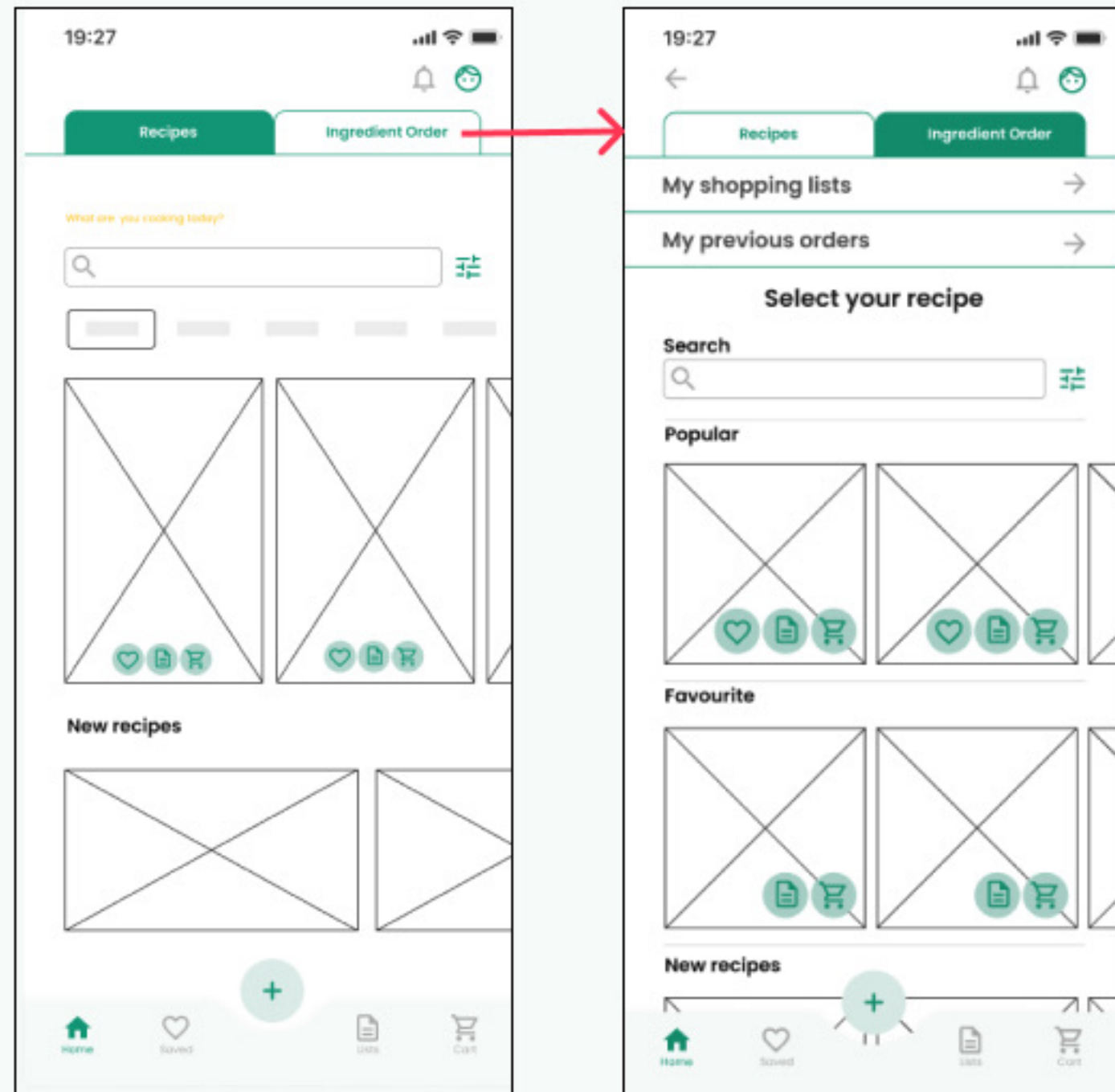
- Quiz is part of the Onboarding sequence
- Can be skipped from screen one
- Indication how to access the quiz later

Balancing the flavours:

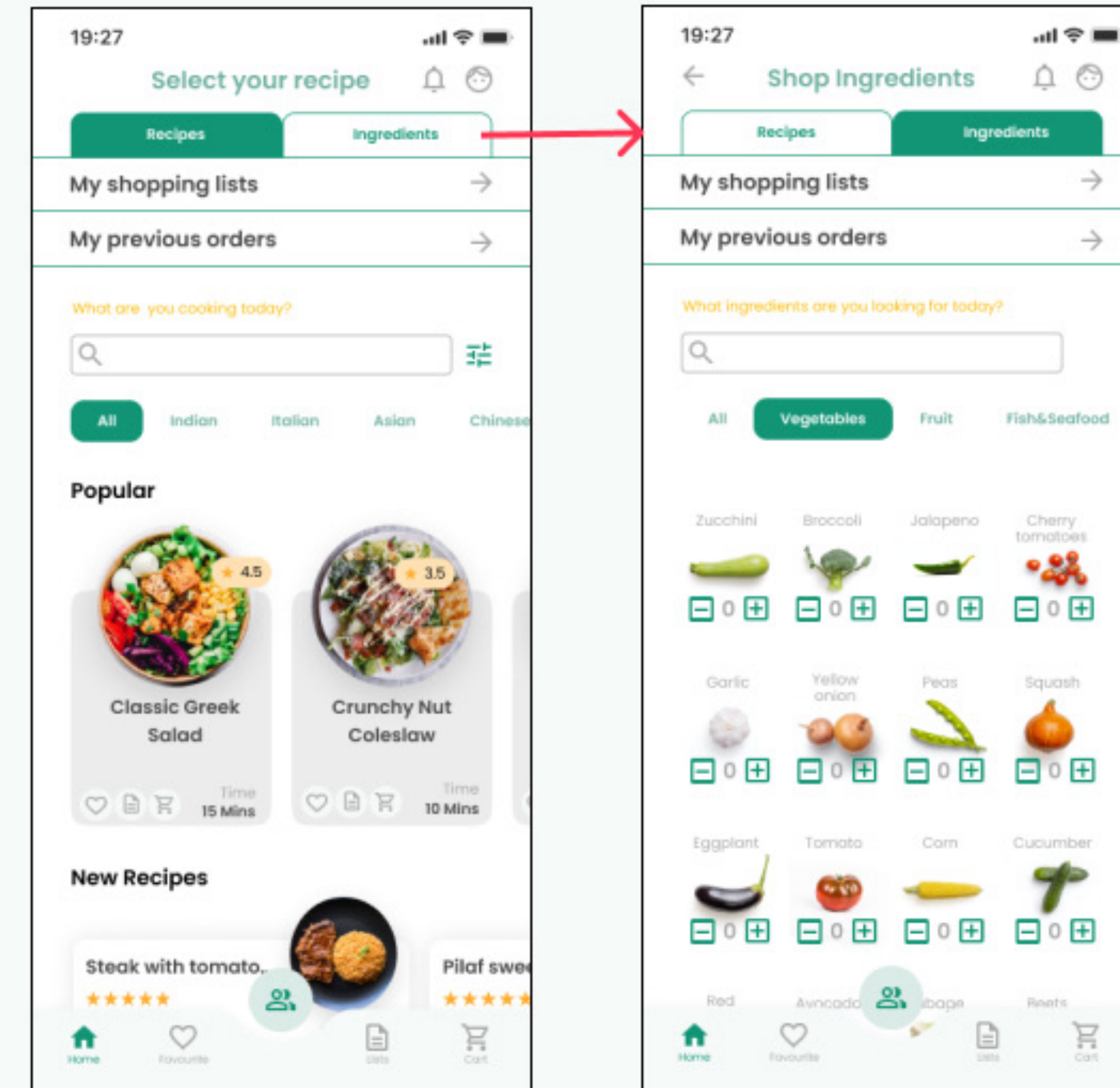
2. Shopping for individual ingredients

Priority: HIGH Testing showed that, within an app offering grocery shopping by recipes, most users expected to have a possibility to order individual ingredients as well, like, for example, buying apples to include in kids lunches.

Before



After



- Ingredient order leads to another screen with a more personalized arrangement of recipes
- Users found this pointless
- Users expected possibility to order individual ingredients

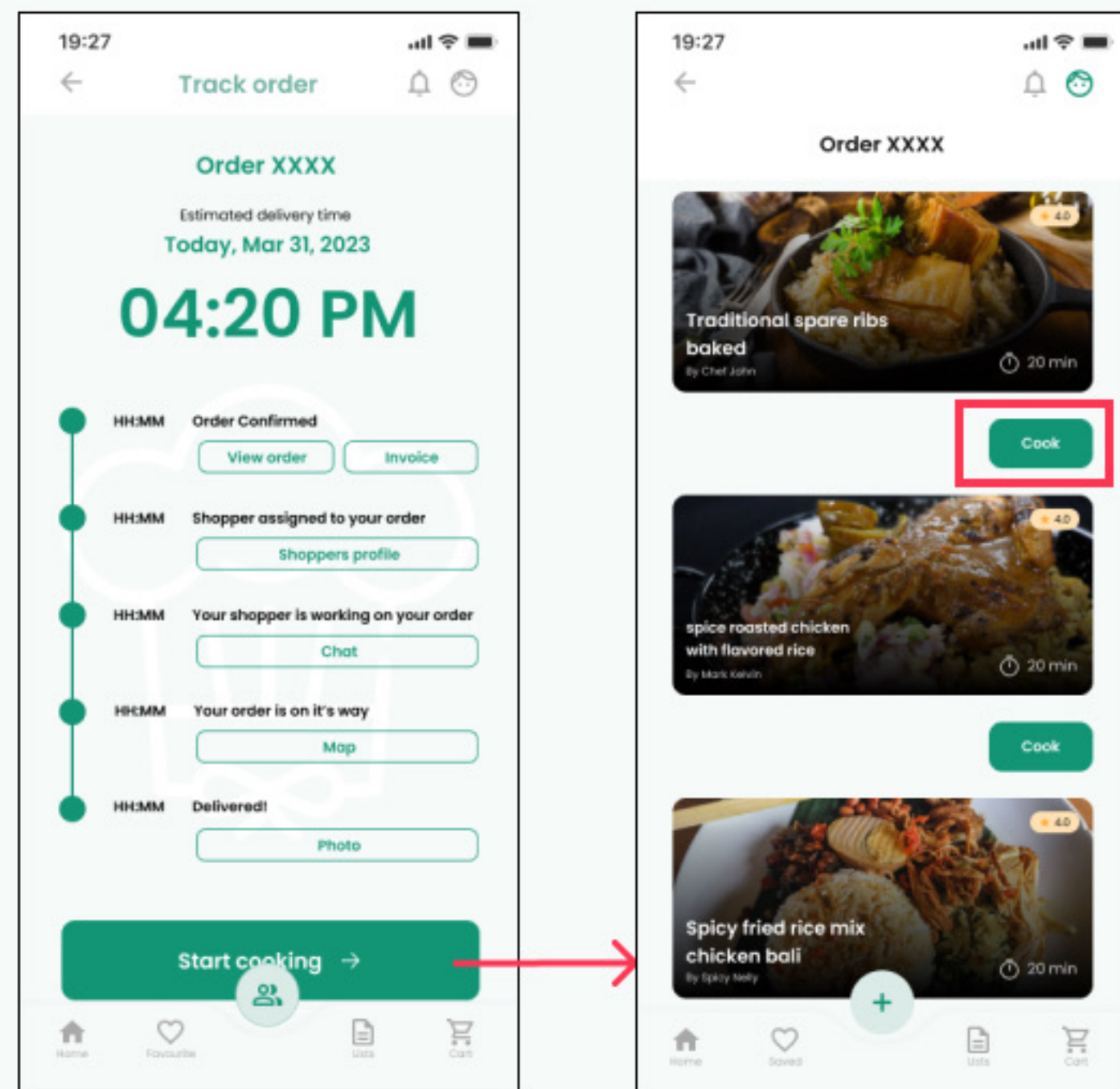
- “Ingredients” tab now allows to shop for individual ingredients separate from recipes
- Can be filtered by food group
- Search is available
- Items can be added either to shopping list or cart

Balancing the flavours:

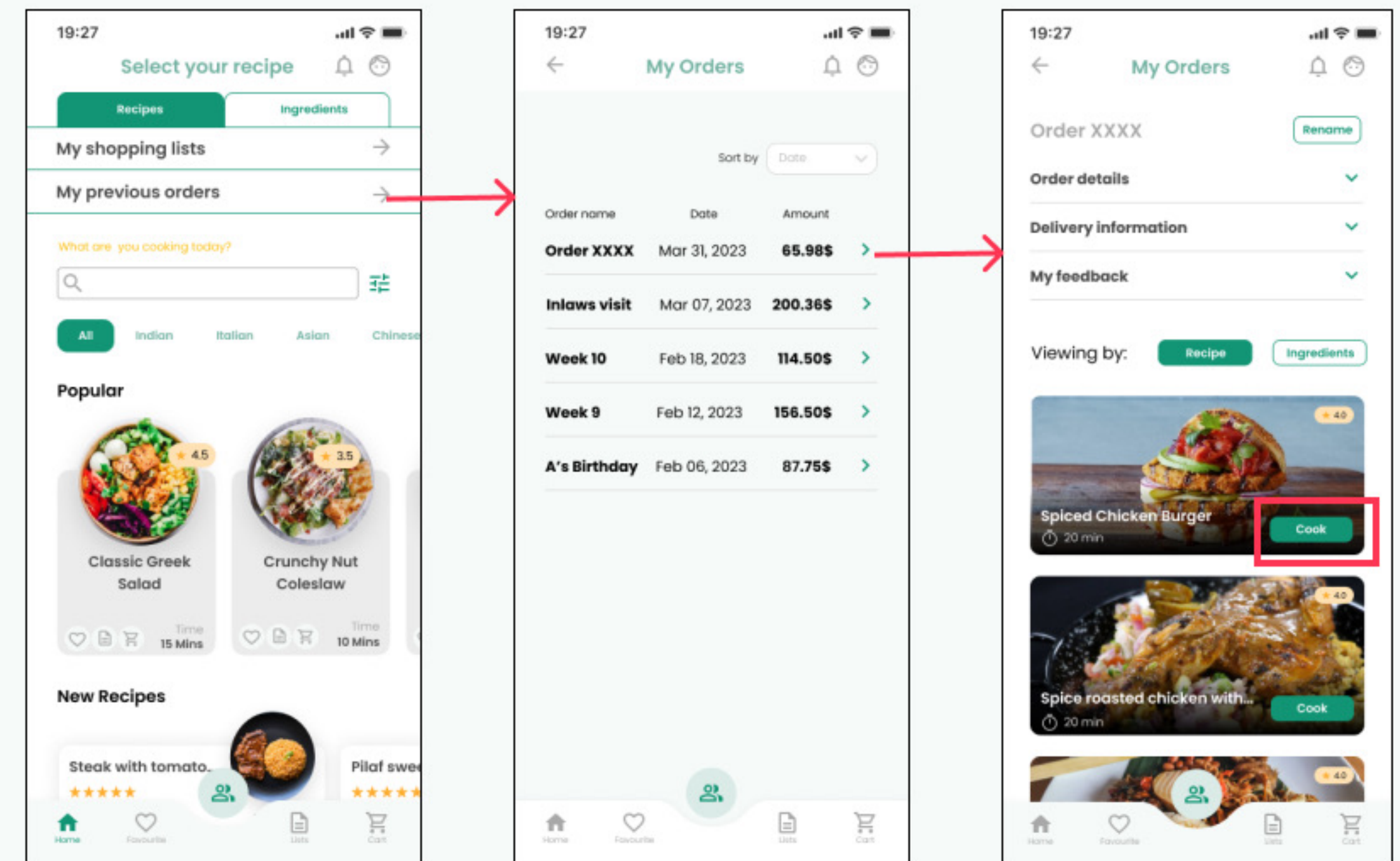
3. “Start Cooking” earlier in the flow

Priority: HIGH Testing showed that, after completing the suggested flow, the users expressed interest for having an easy access to their orders from the home screen so they can easily find the recipe they want to cook. This would increase user’s engagement with Freshly Dropped.

Before



After



- The user is encouraged to start cooking as soon as the system is updated that the ingredients were delivered
- Users expected to have easy access to this information from home screen

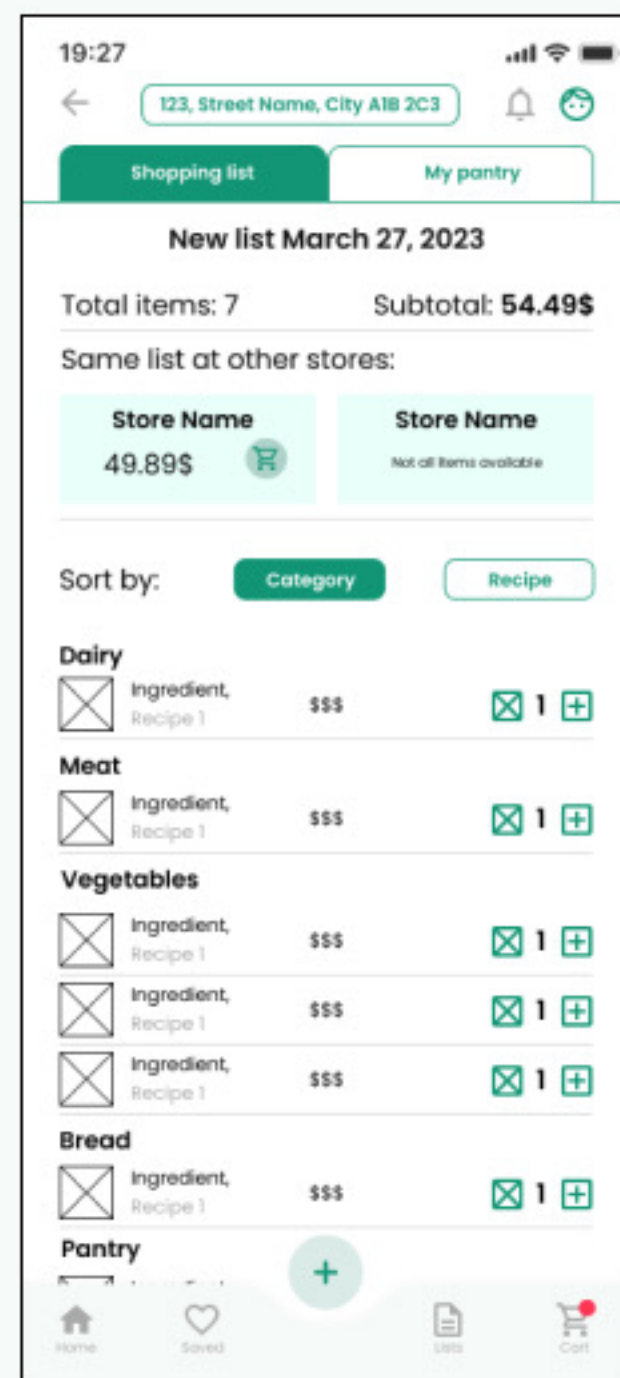
- “My previous orders” section contains user’s orders
- Recipe cards within each order contain “Cook” button

Balancing the flavours:

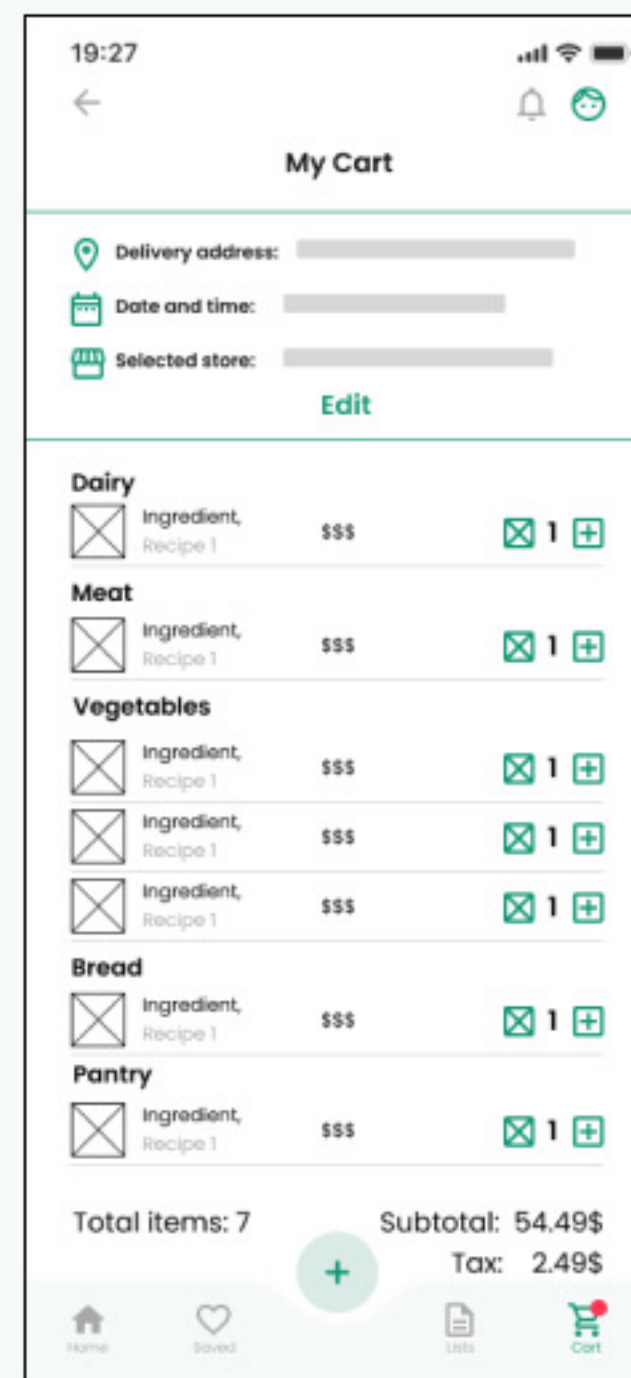
4. Difference between Shopping list and Cart

Priority: HIGH Testing showed that, users were confused by lack of differences between Shopping list and Cart screens. Our goal is to make the interaction more clear and straightforward by simplifying the cart.

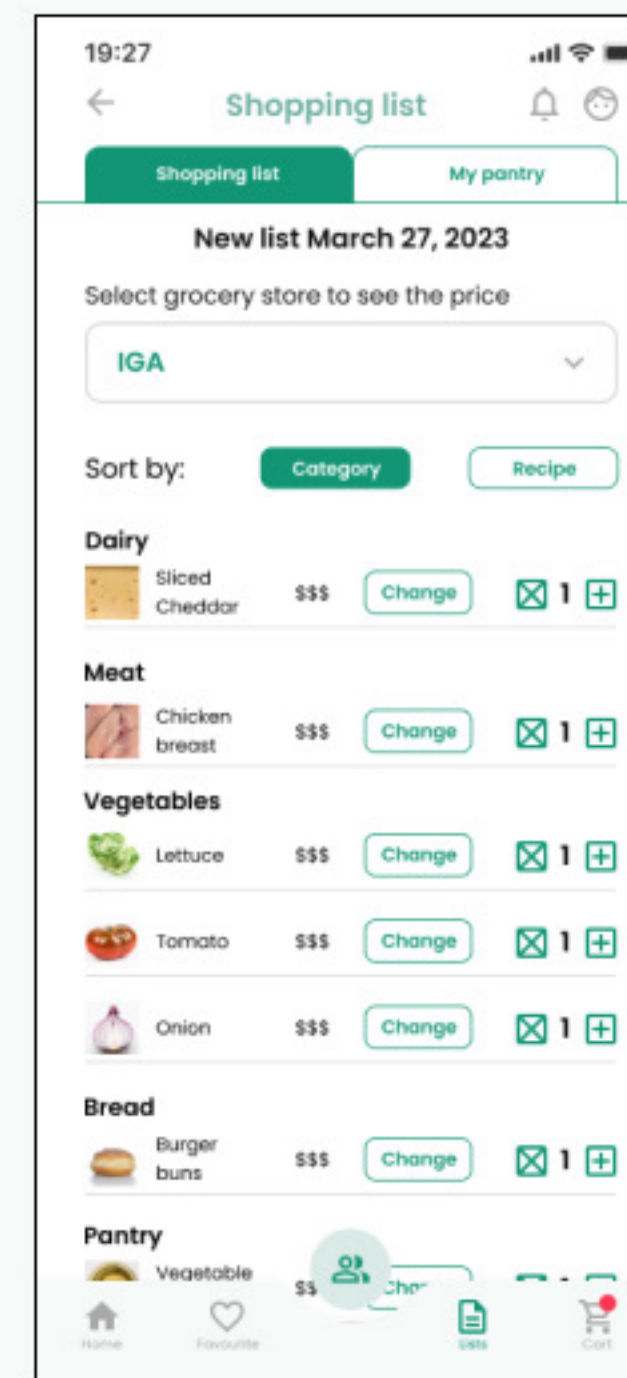
Before



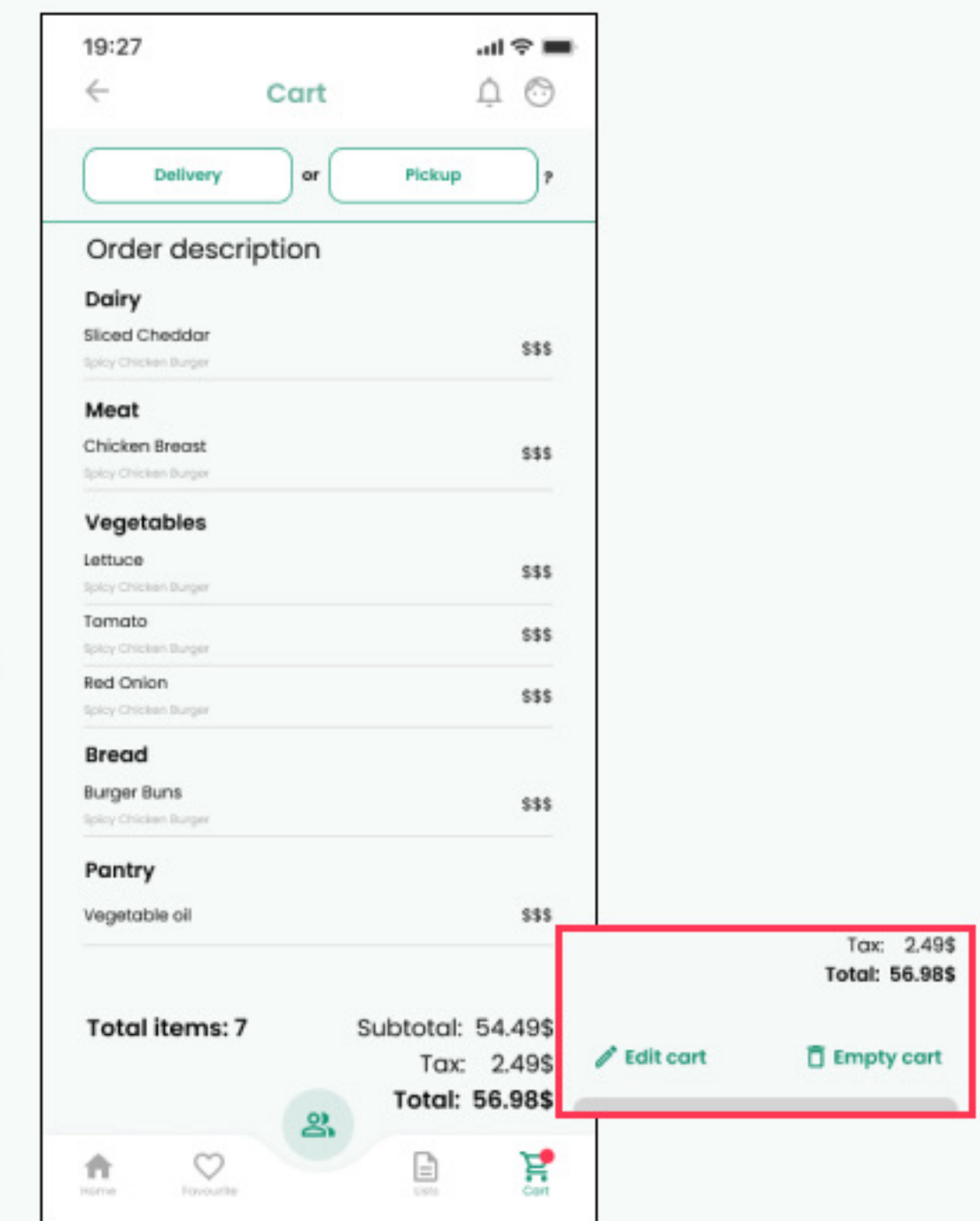
VS



After



VS



- Users thought the shopping list and cart looked too similar which confused them

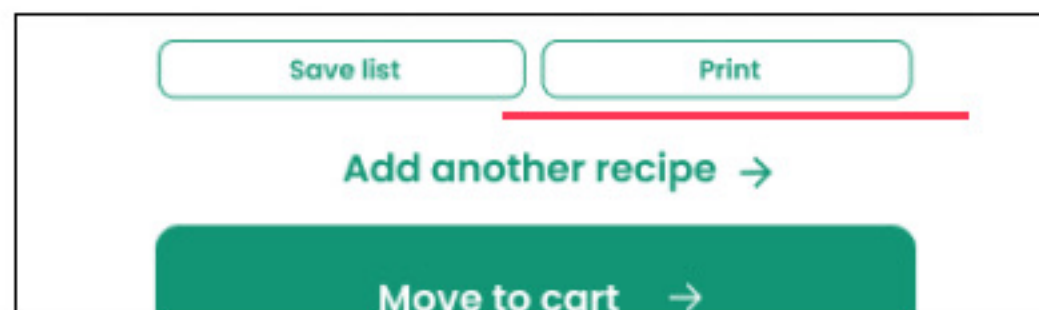
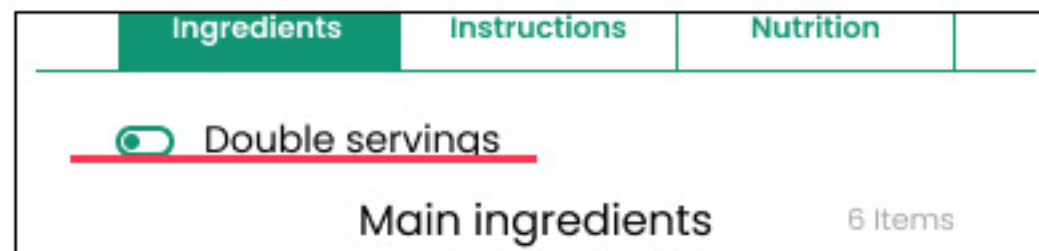
- All adjustments to ingredients are made in the shopping list
- In current flow, the cart is simplified to a list of items, although still allowing the user to go back to editing or to empty it

Balancing the flavours:

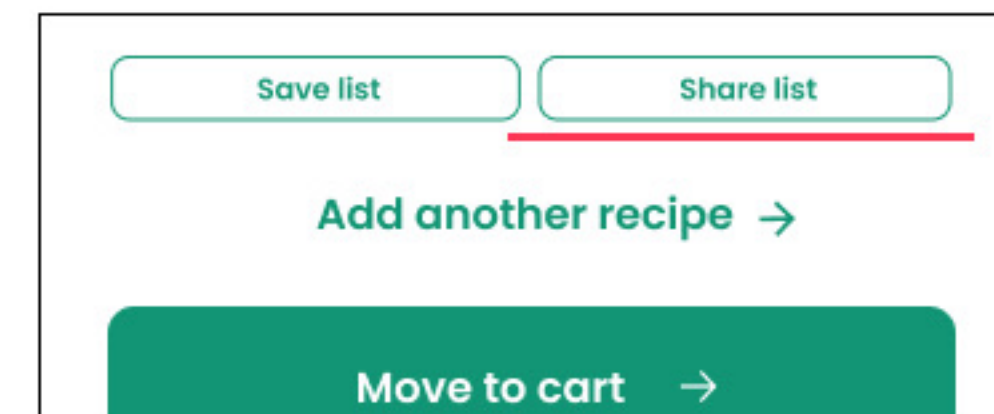
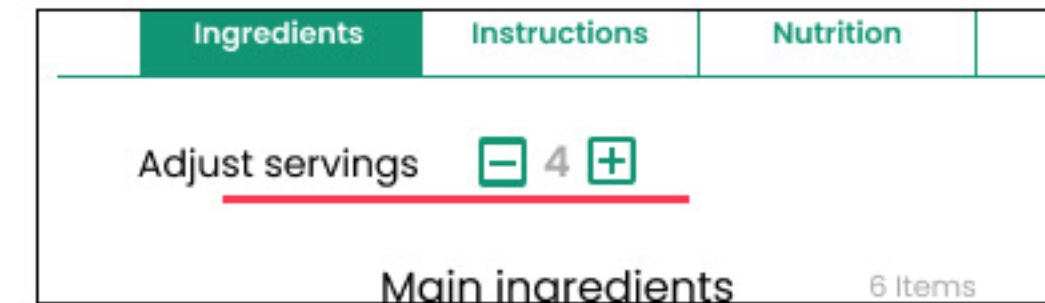
5. Portion adjustment and list sharing

Priority: LOW Users made observations in regard to some minor features of Freshly Dropped redesign, like portion adjustment option and list sharing, fixing which would not require much time for the present flow, but would improve overall usability.

Before



After

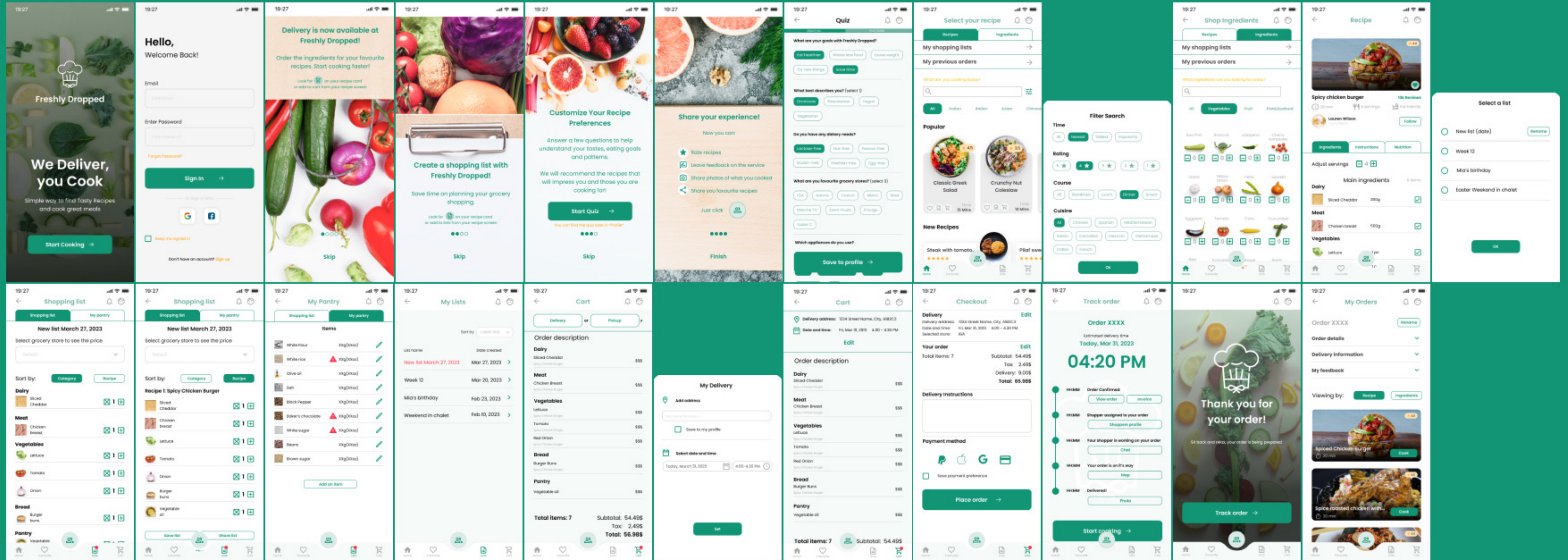


- Why only “double” the servings? What if 5 are needed instead of 4?
- Why printing? Archaic, unnecessary and wasteful.

- Added manual selection of portions
- “Share list” is added to give users the possibility to share with family members or their guests.

It's ready!

Medium fidelity design, Prototype

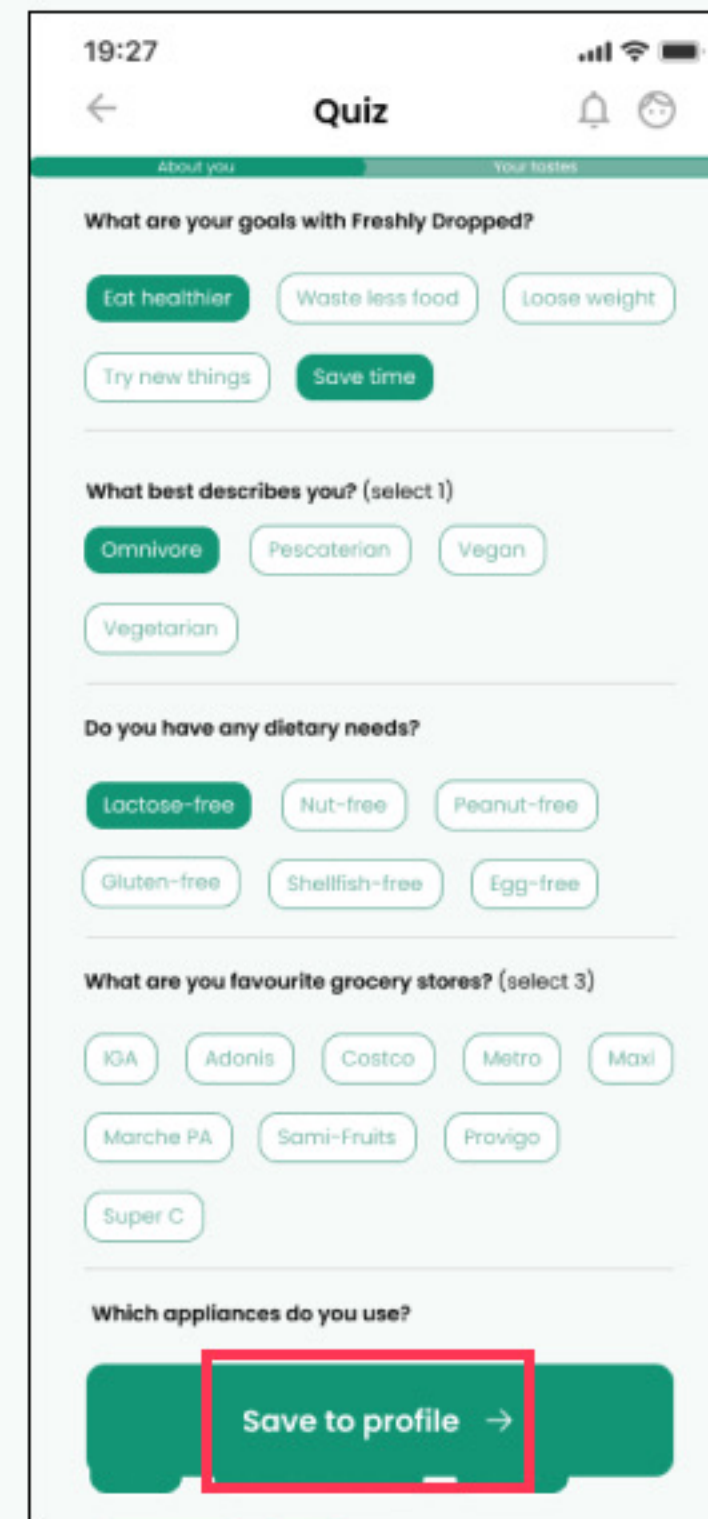
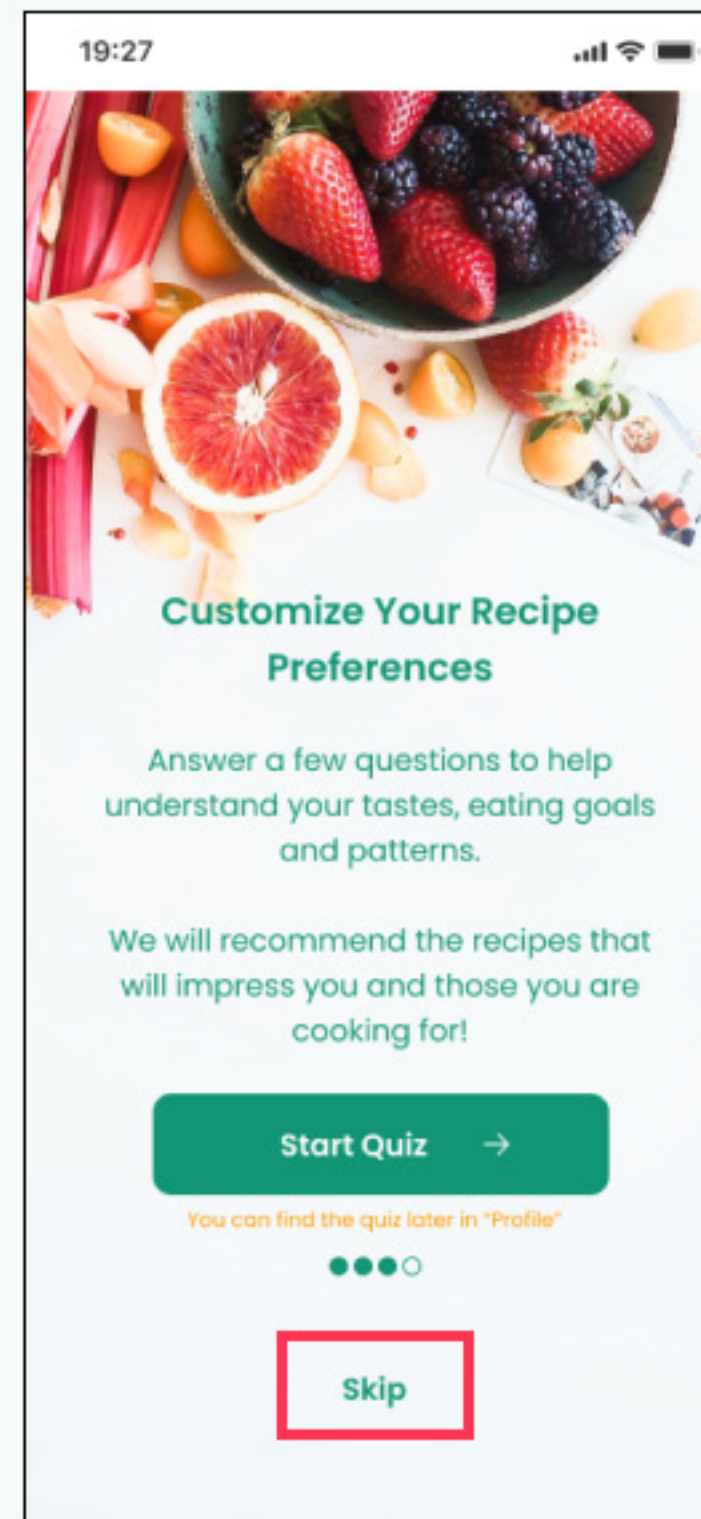


[Link to Figma prototype](#)

Our secret ingredients

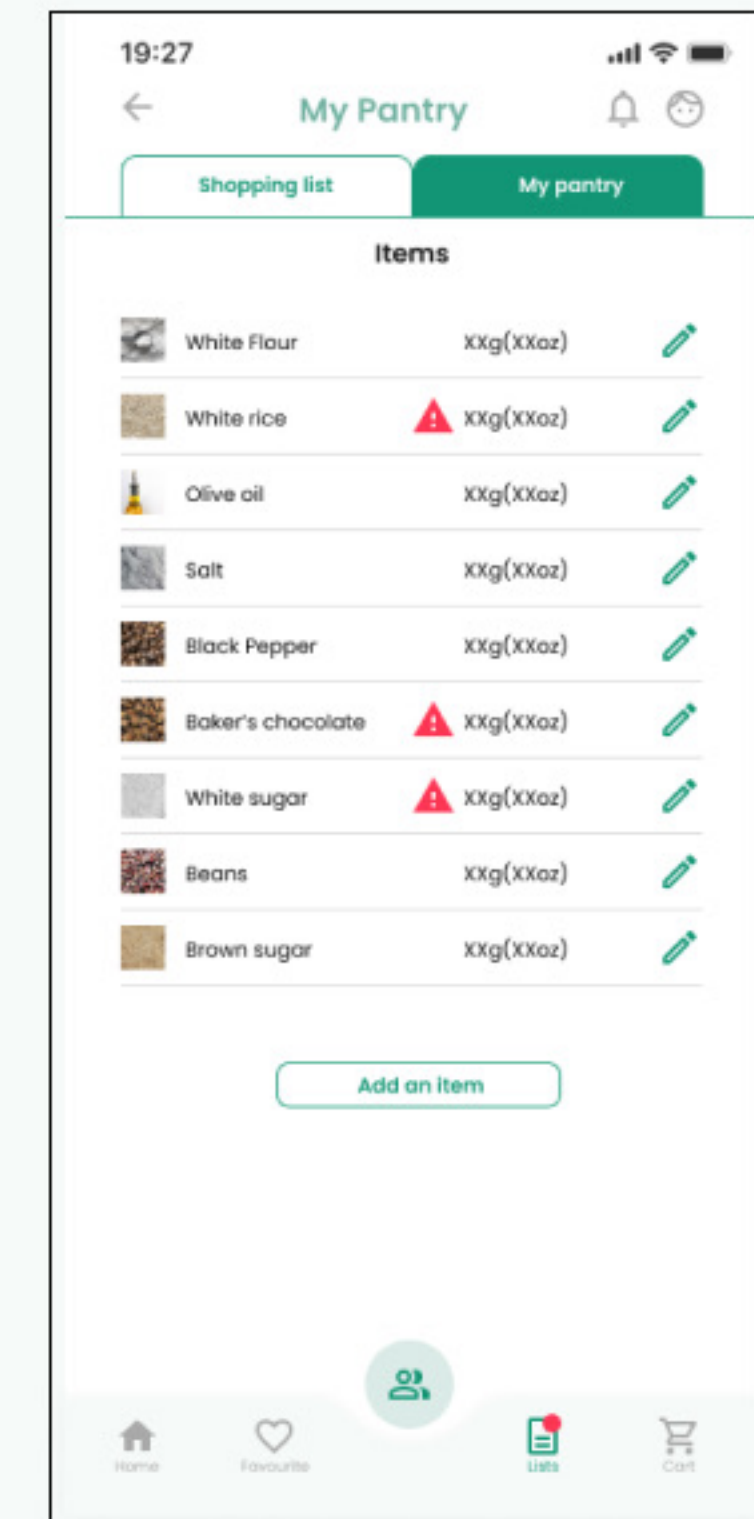
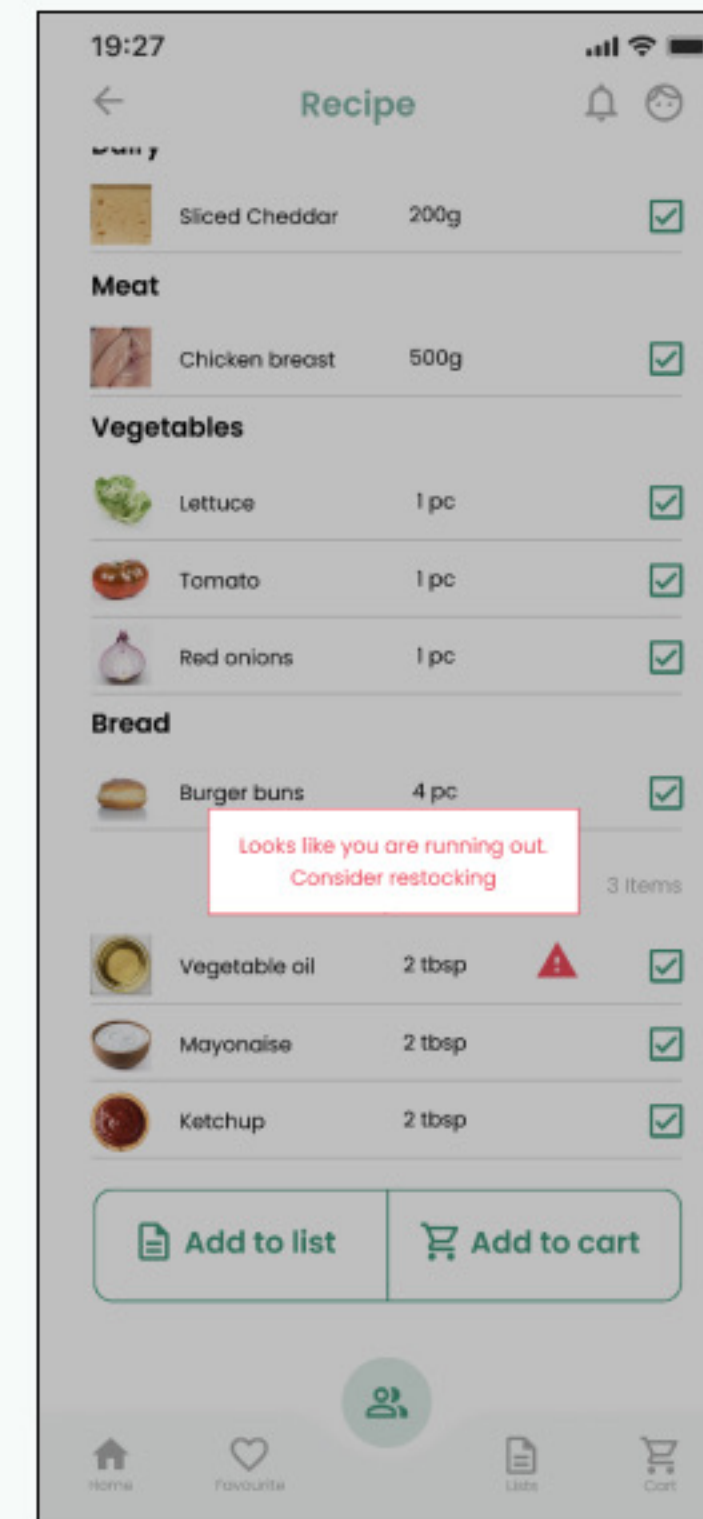
Main features of the redesign

Quiz



- Helps Sarah personalize the Freshly Dropped experience from the start
- Can be skipped

Pantry

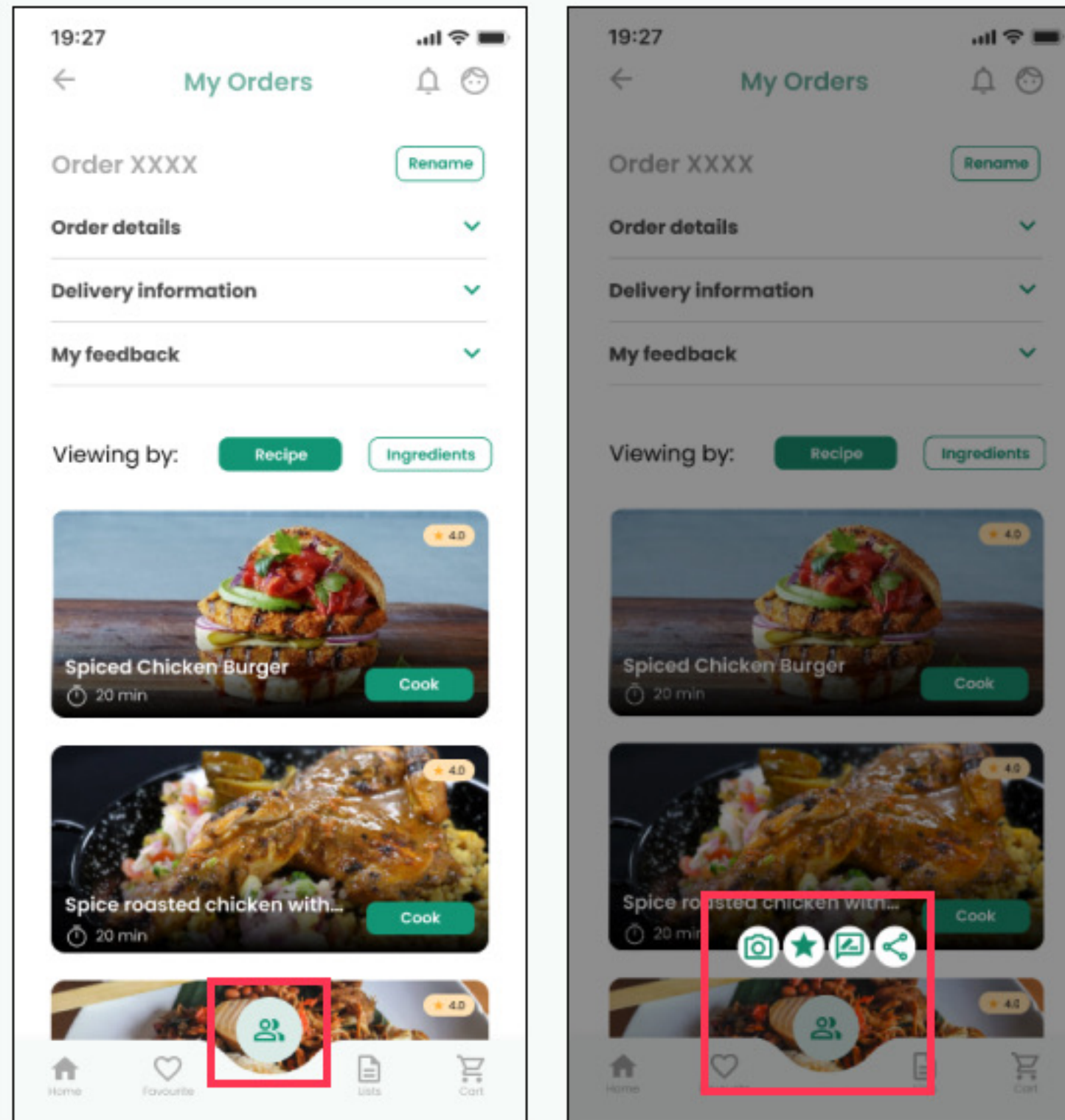


- Allows Sarah to enter common shelf-stable bulk ingredients to help prevent over purchasing
- Alerts when an item is running low

Our secret ingredients

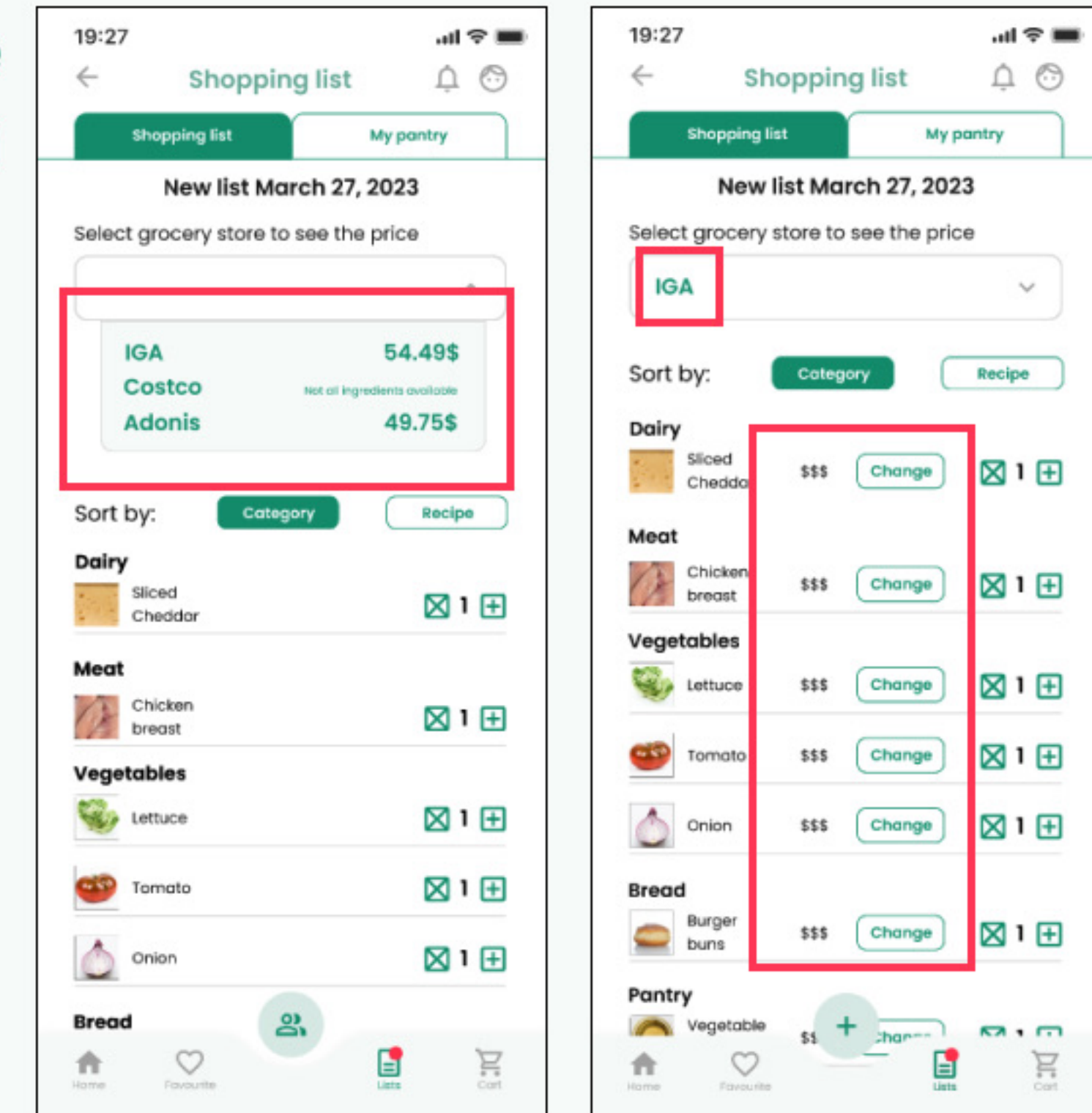
Main features of the redesign

Community



- Allows Sarah to take photos of finished meals and post them on the Freshly Dropped platform for other users to see, rate recipes, comment on and share their experience.
- Encourages Sarah to use the app beyond cooking

Store selection



- Allows Sarah to select a store where she would prefer to shop
- Allows Sarah to compare prices for the same set of items at her favourite stores (selected in the Quiz)
- Displays item prices and alternatives

Our cooking utensils

Branding, Suggested changes

Our team ensured that the app design closely followed the established branding and style guide by using the developed [colour scheme](#), [components](#) and [fonts](#). However, after a thorough review, we recommend implementing minor changes to enhance the user experience

Icon set

Due to lack of variety of icons (ex: no “cart” or “basket” icon) in the original set, we used a more wide set of icons from Google’s Material Design.



Bookmark icon

The “bookmark” icon was easily confused with “list” icon, especially when put side by side on the recipe cards. In our redesign, we suggest replacing it with a “heart” icon. Also, we suggest changing copy from “saved” to “favourites”.



new icons



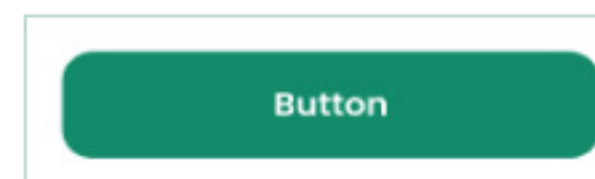
suggested

Tabs

To distinguish better from buttons, we suggest a redesign of tabs component to look more like tabs.



original tabs design



original button design



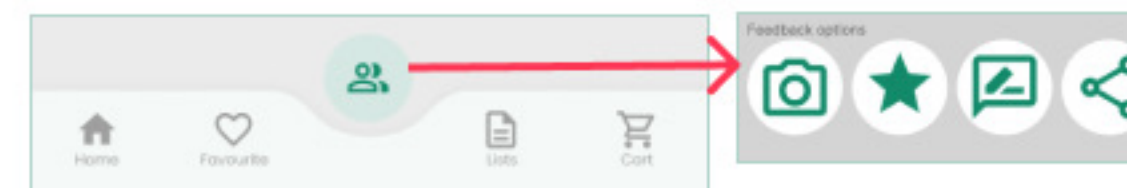
suggested tabs design

Main CTA

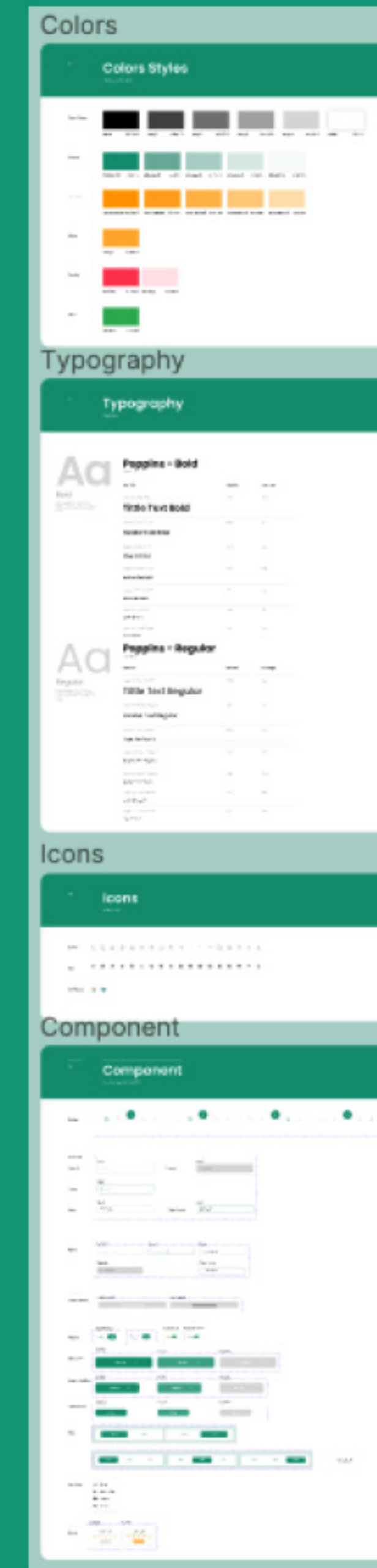
In original design, no action was assigned to the main CTA button. We propose to use this button as one of the features to enhance user engagement - opportunity for users to communicate and interact beyond cooking activities.



original



suggested



What's in the dessert menu?

Future of the project

Given more time, to optimize Sarah's experience and enhance the overall functionality of the app, we would be focusing on:

- 1.** Enhancing the Pantry flow by refining the process of entering, editing, updating, removing, and connecting items to recipe ingredients.
- 2.** Testing and further development of the Individual Ingredient shopping flow, paying particular attention to the pricing display.
- 3.** As per user feedback gathered during testing, there is a strong desire for users to see the prices for their recipes before initiating the shopping process, which should be addressed.
- 4.** Developing the dedicated flow for adding recipe ingredients directly to the cart, streamlining the shopping experience and reducing reliance on shopping lists.
- 5.** Studying and testing the current implementation of community features to identify the strategy and approach.
- 6.** Addressing the flow of sharing shopping lists to facilitate collaboration between users.



Savouring the experience

What we learned

Individually

Toby:

- How to better incorporate the knowledge gained in class within a project
- Learned new skills and techniques in Figma.

Rachel:

- That working in a team can be extremely beneficial to now only the project but also personal growth. Trusting your teammates and communicating effectively is the key to a fruitful experience.
- How to story tell in an impactful UX kind of way.
- The power of empathy.

Chelsea:

- How to collaborate and work efficiently as a team
- That minute details and changes can have a large impact
- The importance of collecting data and testing products from users

Elena:

- How to achieve team project goals through communication, trust, delegation, collaboration;
- How to present the project effectively

As a team

- How to work collaboratively with team members and how to delegate tasks effectively.
- How to communicate effectively with team members, clients, and stakeholders.
- How to manage a project from start to finish, including setting goals, defining project scope, and tracking progress.
- How to iterate on designs based on feedback from team members, clients, and users.





Thank you!