

Chefly

Healthy Meal Prep Platform

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Project Overview



The Product

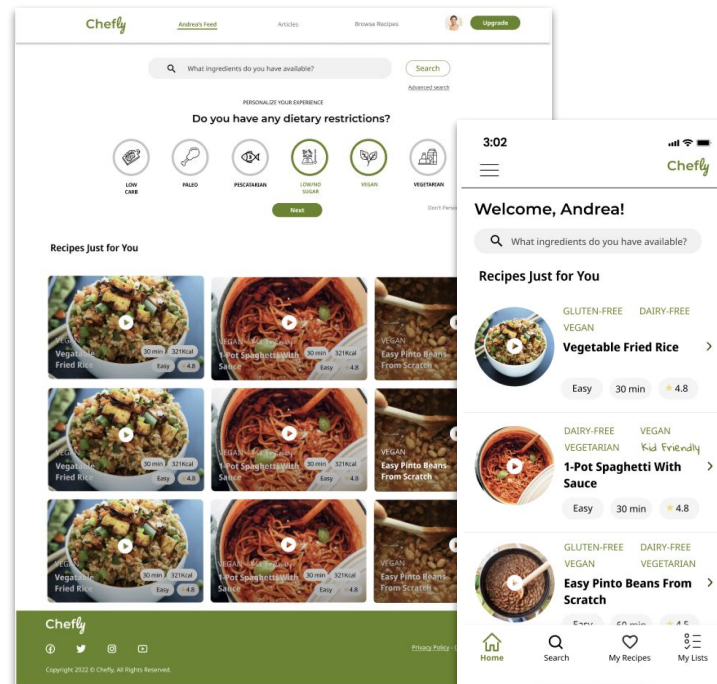
Chefly is a cross-platform product developed for social good. Chefly aims to teach the community how to prepare wholesome meals, snacks, and drinks so that they can stay healthy.

Chefly targets busy adults desiring but **lacking access to healthy foods** due to socioeconomic factors such as income.



Project Duration

April 2022 - May 2022



Project Overview



The Problem

Busy working professionals **lack time** to prepare and **access** to healthy foods.



The Goal

Design a **cross-platform product** that teaches users how to prepare healthy meals using ingredients they can quickly and easily access.

Project Overview



My Role

User Experience Designer designing the Chefly platform from concept to delivery.



My Responsibilities

- User research & interviews
- Paper & digital wireframing
- Low & high-fidelity prototyping
- Conducting usability studies
- Incorporating inclusive design principles
- Design iteration

User Research: Summary



I conducted **interviews** and created **empathy maps** to understand the **needs, behaviors,** and **motivations** of the users I'm designing for. I discovered that many target users believe that preparing healthy food is outside of their reach.

This group confirmed initial assumptions about potential users, but research also revealed that time was not the only factor limiting users from cooking at home. Other user problems included **cooking skill/ability, lack of ingredients on hand,** or other challenges that **make it difficult to get groceries** for cooking.

User Research: Pain Points

1

Time

Busy professional do not have the time to prepare meals

2

Bias

Cooking platforms assume users have access to expensive or unique ingredients

3

Accessibility

Platforms for cooking food are not equipped with assistive technologies

4

IA

Platforms exclude important information make it difficult to make informed recipe selections

Persona: Jesus

Problem statement:

Jesus is a **busy working professional** and student who wants to **quickly** find healthy recipes online so that he can **save time, money,** and stay **healthy.**



Jesus

Age: 24

Education: High School

Hometown: New York, NY

Family: Single

Occupation: Driver

"I'm trying my best to stay healthy, one meal at a time."

Goals

- Learn to cook healthy, plant based meals
- Easily search for recipes and required ingredients
- Quickly review a meal's nutritional value
- Save time and money

Frustrations

- Sites that don't factor in the cost of ingredients
- Recipes that require expensive and/or difficult to find ingredients
- Sites or apps that are difficult to navigate
- Sites that don't explain dietary restrictions
- Content behind paywalls

Jesus works full time as a Lyft driver in New York City while studying at night. Due to a hectic work and school schedule, he has a limited amount of free time. Despite his busy lifestyle, he tries to eat healthy and makes a conscious effort to prepare his own meals whenever possible. To keep himself accountable for eating healthy, Jesus plans to adopt a plant-based diet. He wants to be able to easily search for healthy, easy to prepare meals using ingredients he already has on hand.

Persona: Andrea

Problem statement:

Andrea is a **busy working mother** who needs a **quick** and **easy** way to locate and prepare healthy meals because she wants to keep herself and her family healthy.



Andrea

Age: 38

Education: Some College

Hometown: Bronx, NY

Family: Single, 2 children

Occupation: Administrative Assistant

“The health of my family is important to me, but when it comes to accessing healthy food, the options in our neighborhood are limited.”

Goals

- Learn to cook nutritious meal on a budget
- Feed a family of three
- Cook recipes with ingredients on hand
- Leftovers that will last for a few days

Frustrations

- Lives in a food desert with limited access to fresh food
- Recipes that require expensive and/or difficult to find ingredients
- Recipes with hard to follow instructions and long prep times
- Content behind paywalls

Andrea is a single mother living with her two children. She works from her office until 6pm or later. She doesn't always have the energy to cook after work and typically relies on fast food to feed the family. During her most recent physical, Andrea's doctor confirmed her pre-diabetic status. He encouraged her to change her eating habits ASAP. Andrea wants to follow the doctors orders, but she lives in a food desert and is on a fixed income limiting her options. She's willing to get creative and learn how to cook with ingredients on hand or those she can find within her budget. To break the cycle of preventable disease, she wants to cook meals that her children will also enjoy.

User Journey Map: Jesus

Mapping Jesus's **user journey** revealed possible **pain points** and opportunities to **improve** the user experience.

Persona: Jesus

Goal: Quickly and easily locate and prepare healthy meals

ACTION	Search for Recipes	Buy Groceries	Prepare Meal	Save Leftovers
TASK LIST	A. Check for recipes apps B. Search for recipes websites C. Choose recipes	A. Go to store B. Select ingredients C. Purchase ingredients	A. Prepare ingredients B. Follow recipe C. Serve meal	A. Pack leftovers B. Store remaining ingredients (fresh & shelf stable) C. Put leftovers away
FEELING ADJECTIVE	😊 Excited to cook and eat! 😞 Stressed because of limited time to prepare meal	😡 Frustrated by long line at supermarket	😞 Disappointed that platform is not very accessible 😊 Happy that meal is ready to eat	😞 Confused about what to do with remaining ingredients 😞 Worried about fresh foods/opened items expiring before getting used
IMPROVEMENT OPPORTUNITIES	Include a 'search recipes by prep time' option	Include in app shopping list	Support screen readers to allow users to follow recipe	Suggest additional recipes based on leftovers

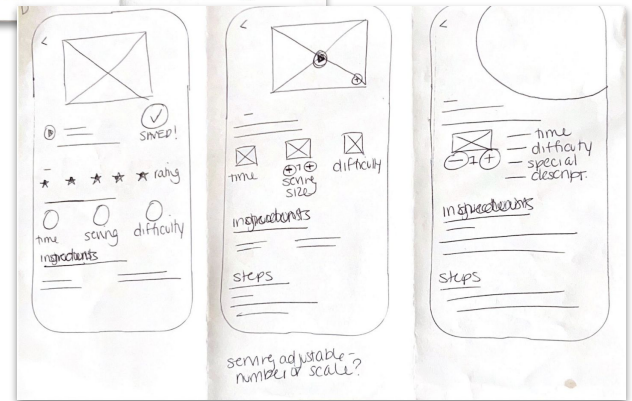
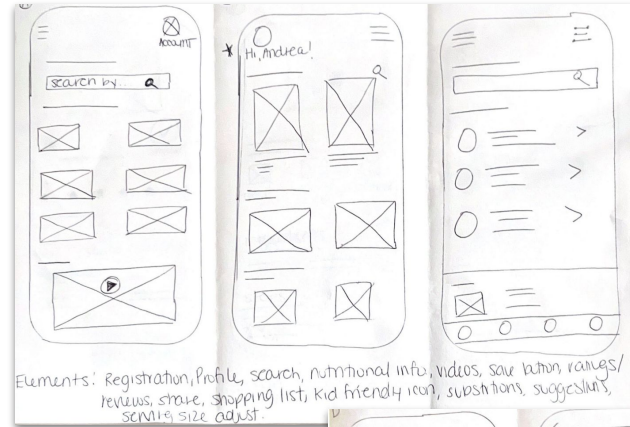
User Journey Map: Andrea

Mapping Andrea's **user journey** revealed the usefulness of **features** such as serving size adjustment and search by selected ingredients.

Persona: Andrea Goal: Quickly and easily locate and prepare healthy meals					
ACTION	Browse on hand ingredients	Search for Recipes	Buy Groceries	Prepare Meal	Save Leftovers
TASK LIST	A. Check refrigerator B. Check cabinets/pantry C. Choose ingredients	A. Scroll blog for healthy recipes B. Plan timing C. Determine price of additional ingredients	A. Go to store B. Select ingredients C. Purchase ingredients	A. Prepare ingredients B. Follow recipe C. Serve meal	A. Pack leftovers B. Store remaining ingredients (fresh & shelf stable) C. Put leftovers away
FEELING ADJECTIVE	😊 Excited for dinner time 😟 Nervous about availability of on hand food 😡 Frustrated because some recipes are not healthy	😊 Curious about new dishes and cuisines 😟 Worried about expensive items not on hand. Will the kids enjoy this dish? 😡 Frustrated by complicated UI making that it's hard to find	😡 Annoyed trying to locate ingredients in the store 😡 Frustrated by inability to find all of the recipe ingredients in store	😟 Worried if there will be enough leftovers 😟 Nervous whether or not the kids will enjoy the food. 😊 Proud to have prepared a delicious healthy meal	😟 Confused about what to do with remaining ingredients 😟 Worried about fresh foods/opened items expiring before getting used
IMPROVEMENT OPPORTUNITIES	Recipe recommendation based on search of on hand ingredients Include nutrition information	Include a 'kid-friendly' search filter Provide an easy to navigate site with a clear UI design	Include in app shopping list Provide a list of substitutions in recipe (e.g. fresh versus frozen spinach)	Provide serving adjustment option Allow recipe reviews and ratings Recommend recipes based on favorites	Suggest additional recipes based on leftovers

Ideation: Paper wireframes

Taking the time to draft iterations of each screen of the app using **paper wireframes** ensured that the elements that made it to **digital wireframes** would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy search feature** to help users search based on on hand ingredients.



* Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

As the initial design phase continued, I ensured that I based screen designs on my **finding and feedback** from user research. Moving from paper to **digital wireframes** made it easy to understand how the redesign could help address user pain points and improve the user experience.

Homepage **optimized** for quick and **easy recipe search**

Video tutorials help teach healthy recipes and tips



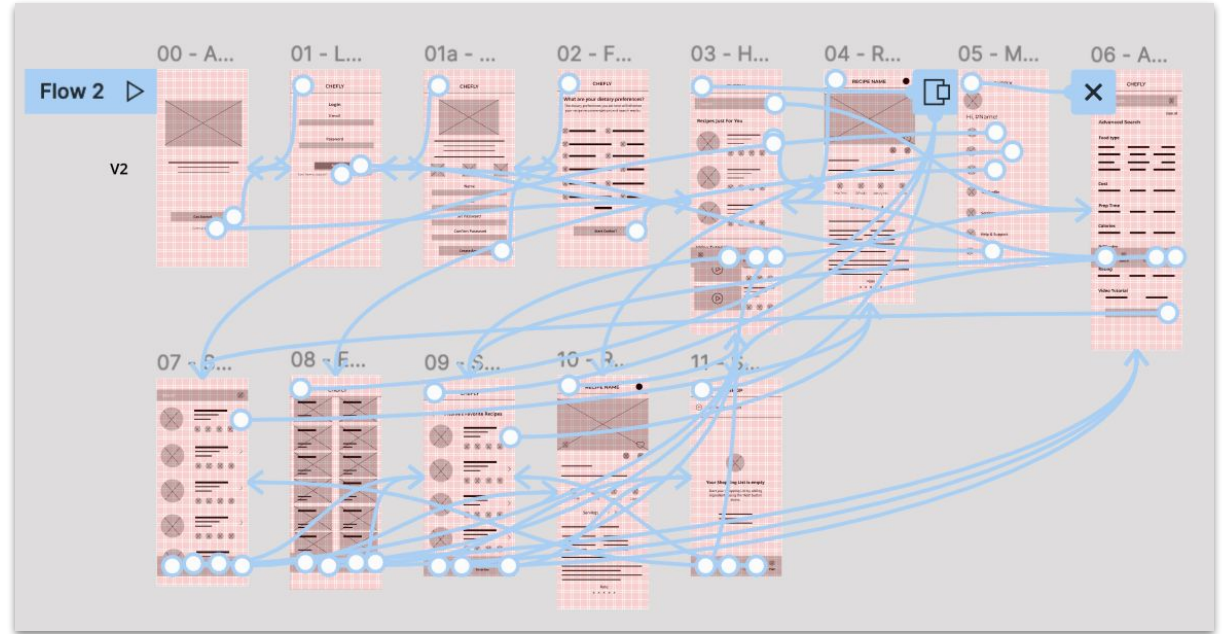
Easy-to-read basic recipe description and information to **support informed decision making.**

Low-Fidelity Prototype

Using the completed set of **digital wireframes**, I created a **low-fidelity prototype**.

Features:

- User flows to customize the experience, view and save recipes, and create shopping lists
- Simple & consistent navigation to help users flow through the app seamlessly
- Accessible transitions



** View the Chefly [low-fidelity prototype V2](#) **

Usability study: Parameters



Study type

Moderated usability study



Location

New York, NY, Remote



Participants

5 (3 women, 2 men)



Duration

30 - 45 minutes

Usability Study: Findings

I conducted one round of a **usability study**. My findings helped guide my designs from **wireframes** to a **low-fidelity prototype**.

1

Search

Users want an easy way to find recipes based on on hand ingredients

2

Diet Preferences

Users want to be able to set preferences based on dietary restrictions and allergies

3

Favorites

Users need better cues and feedback that they've added recipes to favorites

4

IA

Users need a more intuitive way to navigate the app

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

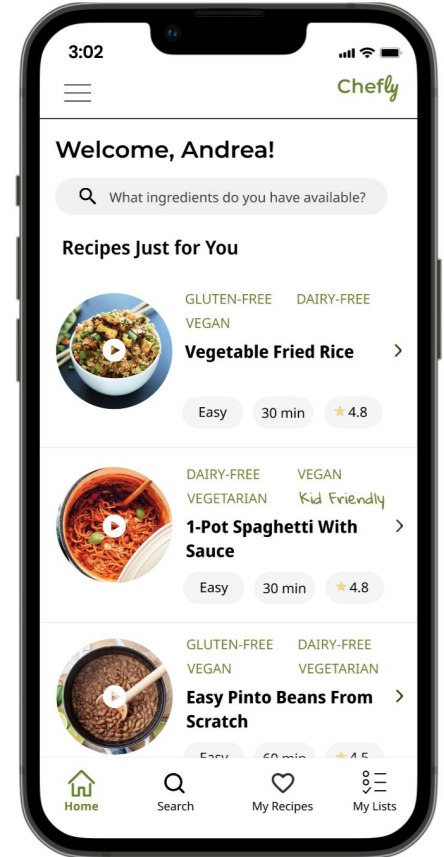
Mockups

Early designs **lacked clarity** on how to search by on hand ingredients. After **usability studies**, I added additional cues to indicate this action as an option.

Before usability study



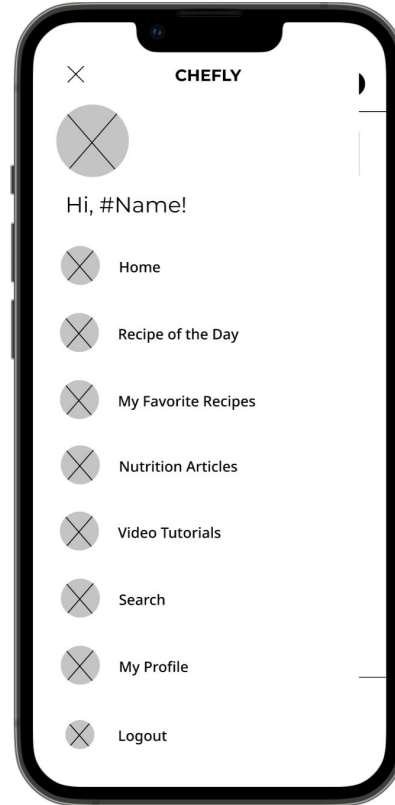
After usability study



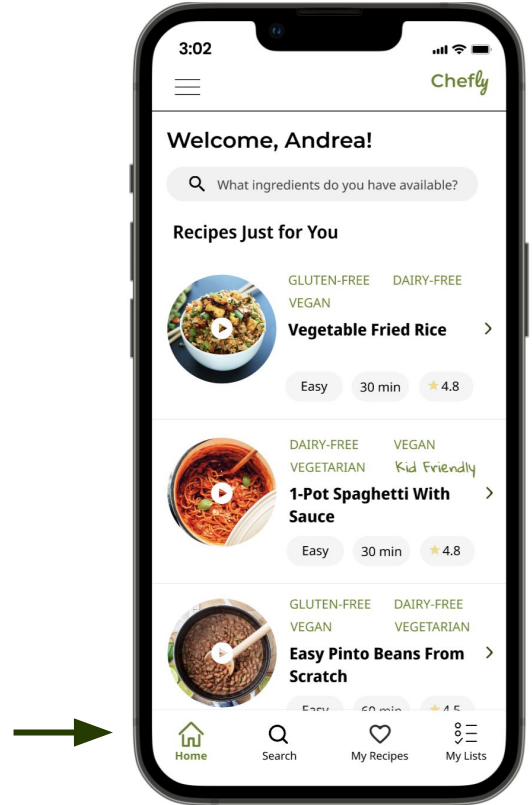
Mockups

Early designs allowed users to quickly navigate the app using the hamburger menu. During the **usability study**, users expressed **challenges navigating the UI**. I **added a navigation bar** and revised the hamburger menu options.

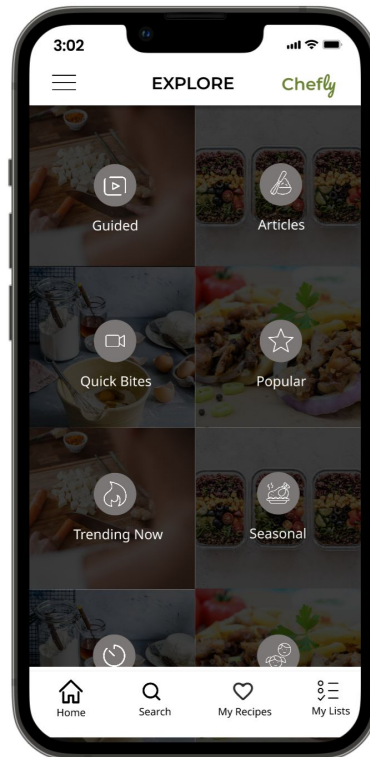
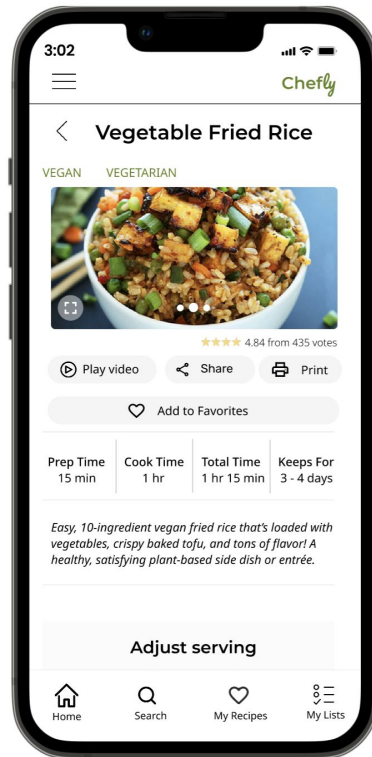
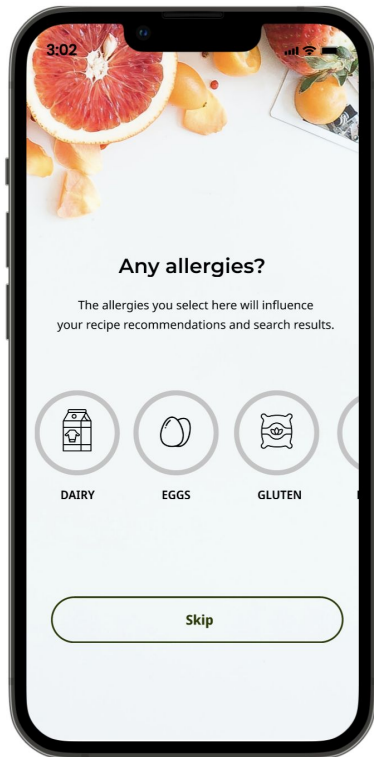
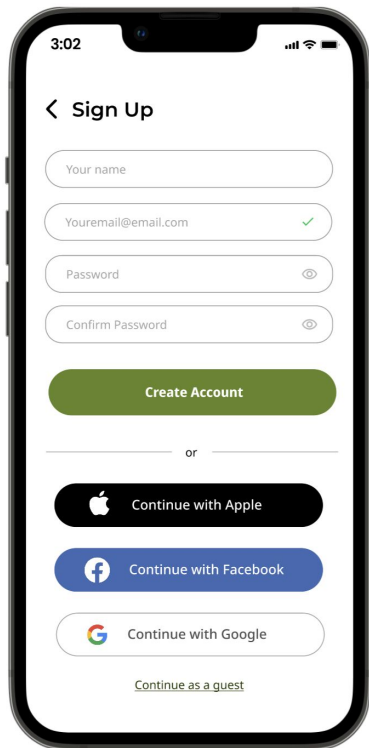
Before usability study



After usability study



Key Mockups

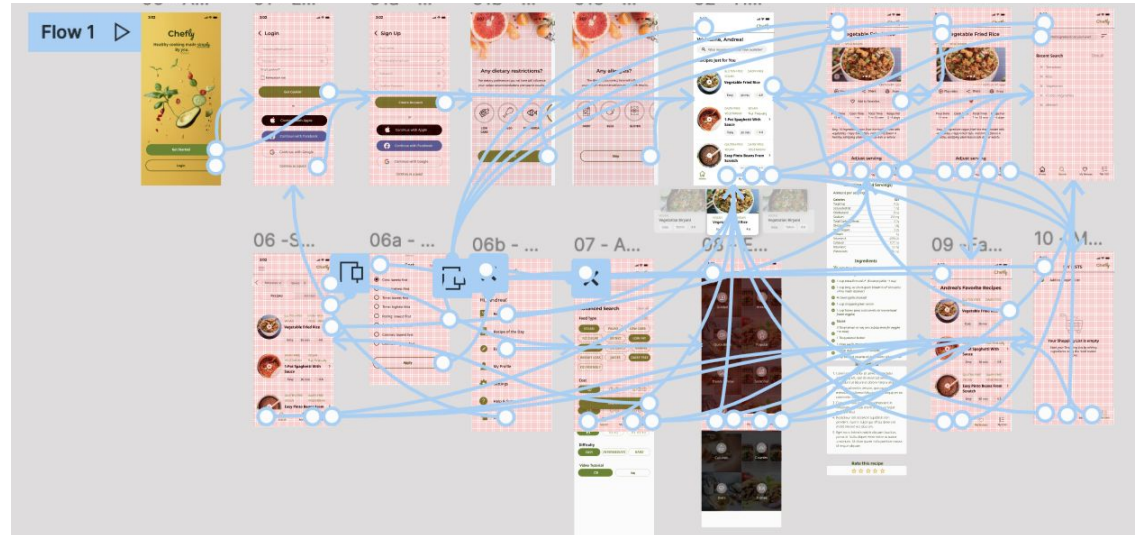


High-Fidelity Prototype

The final high-fidelity prototype addresses the main user pain points by providing an **easy to use** design that is **inclusive** and **accessible**.

Features:

- Simple & consistent UI to aid user navigation
- Descriptive recipe text helps users make informed selections
- Meets user needs for customizable group orders



** View the Chefly [high-fidelity prototype](#) **

Accessibility Considerations

1

High contrast ratio

Used high contrast ratio to ensure that the app's content can be read by **everyone**

2

Assistive Technology

Included images with descriptive text, appropriate hierarchy & emphasis to aid users with screen readers

3

Recognizable icons

Used recognizable icons across the design to help make navigation easier

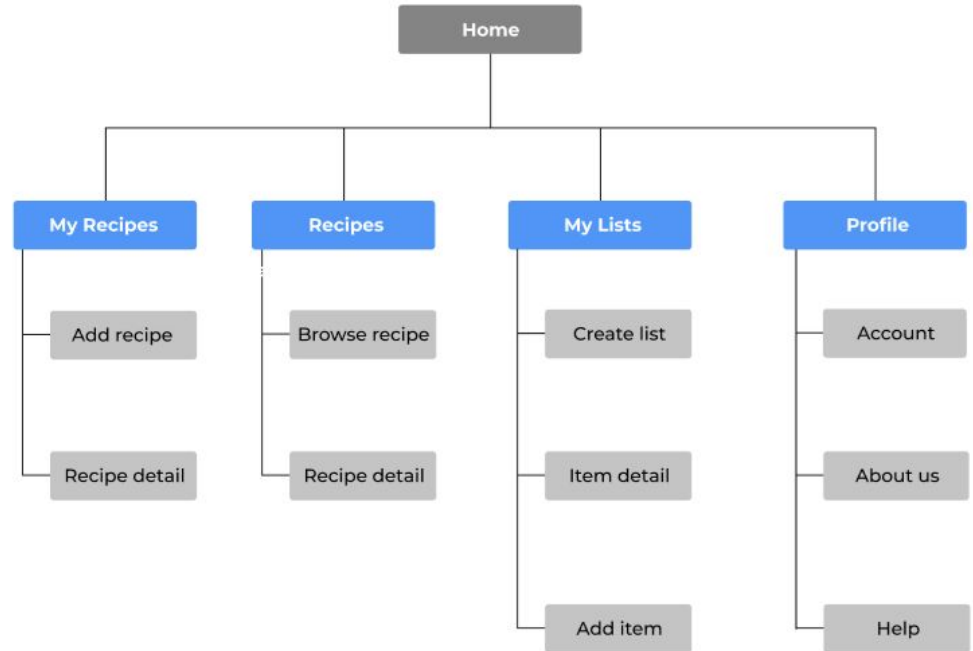
Responsive Design

- Information architecture
- Responsive design

Information Architecture: Sitemap

Website navigation was a primary pain point for users. I used that knowledge to create a **sitemap**.

My goal was to make **strategic information architecture decisions** that would improve overall website navigation. The structure I chose was designed to flow, making things simple and easy.

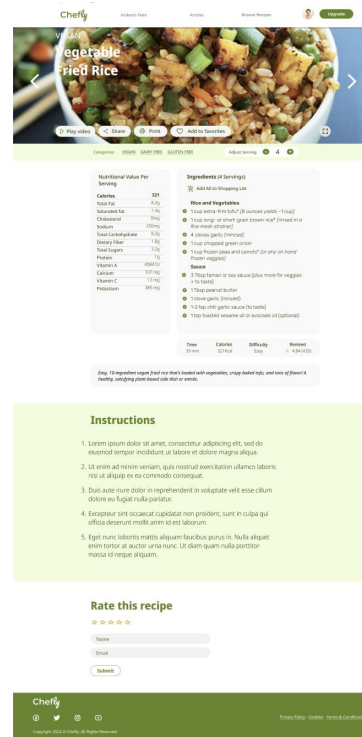


Responsive Design

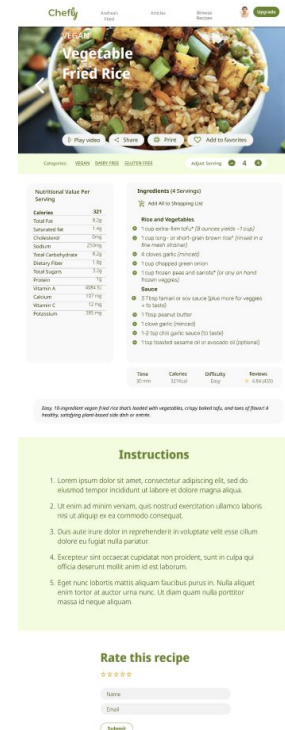
Since users browse using a variety of devices, I decided to create **mockups** for **additional screen sizes** to ensure I created a fully **responsive browsing experience**. I optimized each design to address the specific user needs for each device and screen size.



Mobile app



Desktop



Tablet

Going forward

- Takeaways
- Next steps

Takeaways



Impact

The app makes users feel like the process of cooking healthy meals can be easy and accessible

"I love this! This app makes preparing healthy meals feel like it's within reach!"

- Research participant



What I learned

I am not my user. Usability studies and feedback exposed flaws in my initial assumptions about users of the app. These process are essential to enhance and improve each iteration of the app designs.

Next Steps

Since this was a project for a certificate program, there were many design constraints. If given the opportunity to work on a similar project, I would:

1

Conduct another round of usability studies to determine whether the current design effectively addresses the users' pain points

2

Test the design with a screen reader to ensure an optimal user experience for users with screen readers

3

Conduct additional user research to determine new areas of need or enhancement

Let's Connect!



Thank you for taking time to review my work on Chefly!
If you would like to get in touch, you can reach me via:

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Portfolio: emeliadowie.com