SAVR Recipe App
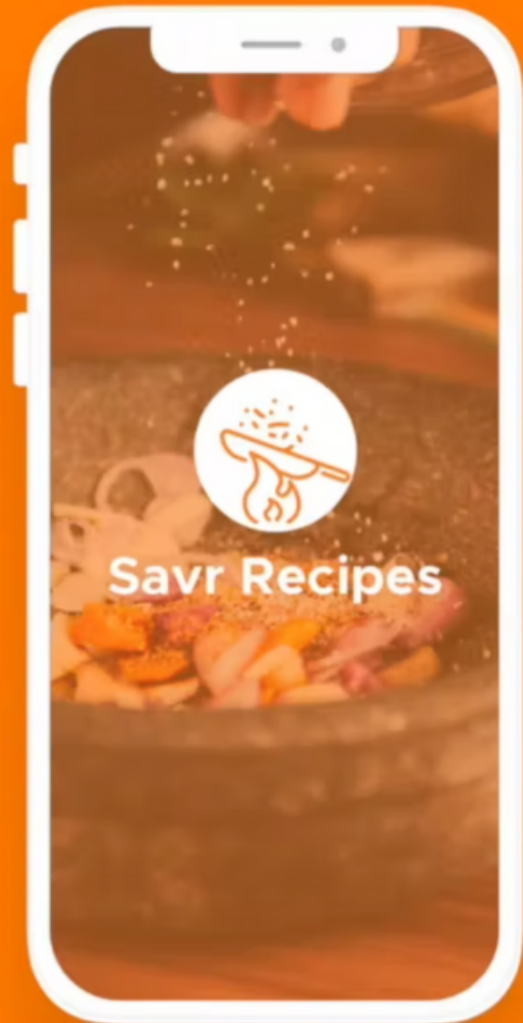
SAVR recipes is a mobile application that helps new and seasoned cooks find and create recipes with easy-to-follow instructions

OVERVIEW

5 Days GV Design Sprint

Tools: Figma, Canva

Savr Recipes* Savr Recipes is a new startup that wants to make it easier for people to follow new recipes and cook great meals at home.

They've brought you on to run a design sprint, and quickly test out possible solutions.

*This case study is based on a fictional startup

Role & Responsibilities

UX Researcher, UX Designer, Information Architect, UI Designer Market Analyst

Design Process

PROBLEM

Recently, Savr has run into the issue of receiving several negative reviews for their recipes that require many steps and feature advanced techniques. While the Savr community was initially very responsive to the app, without clear instructions, the execution of recipes has left many frustrated.
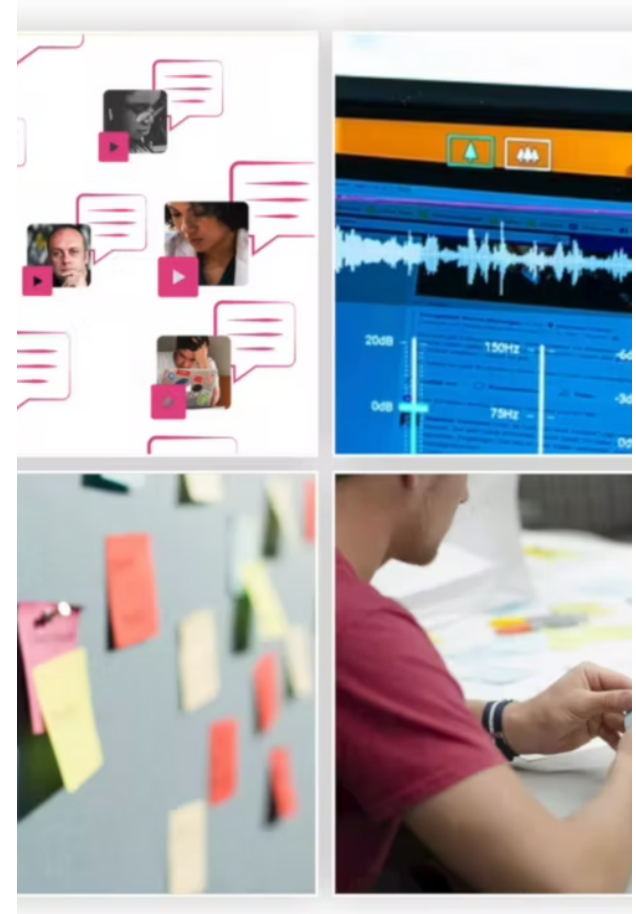
Day 1
Map

Day 2
Sketch

Day 3
Decide

Day 4
Prototype

Day 5
**Test**
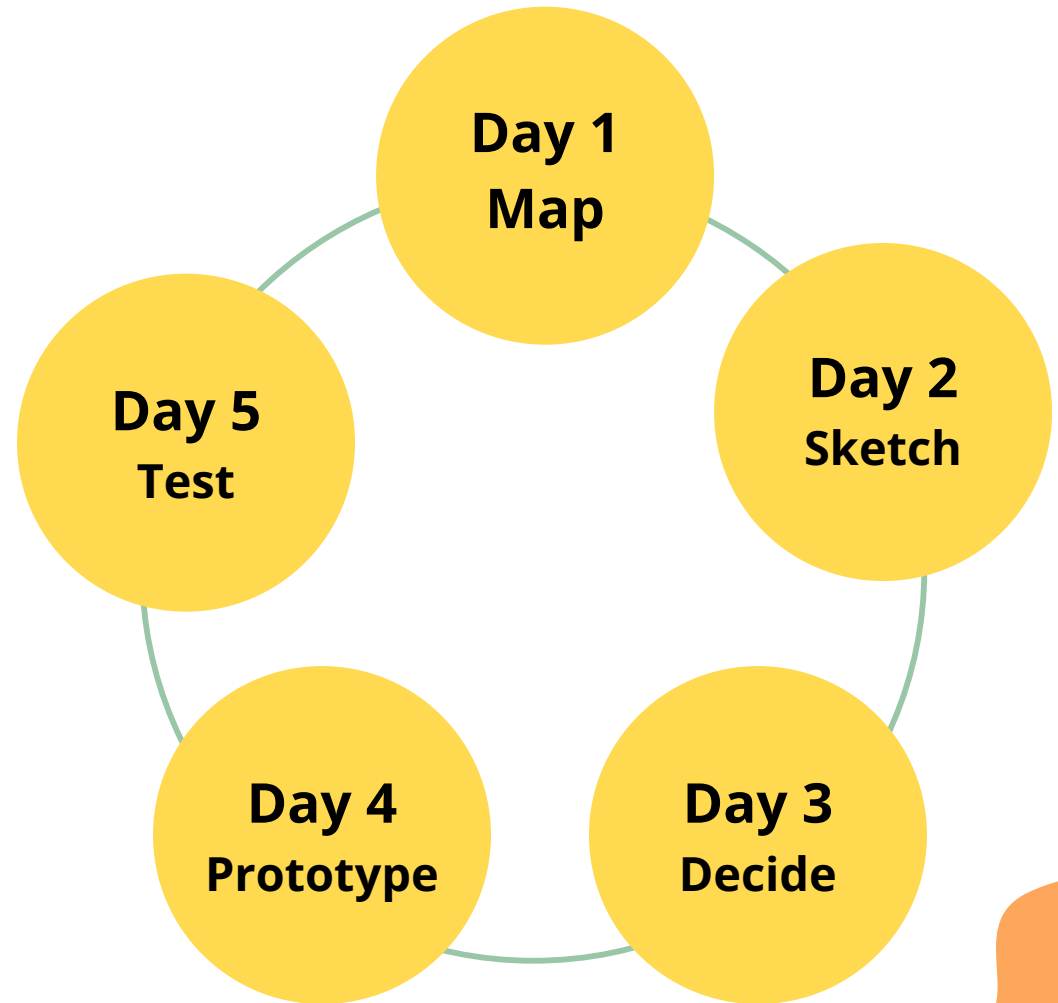
Day 1

Understand/Map

The first day of this design sprint was spent analyzing information and drawing conclusions. It was important to set a strong foundation for the rest of the week.

Context & Research

Savr Recipes provides a challenging brief with interview snippets, insights, and a persona. I began by reviewing the transcripts and highlighting users' significant areas of frustration.

Day 1 Interviews
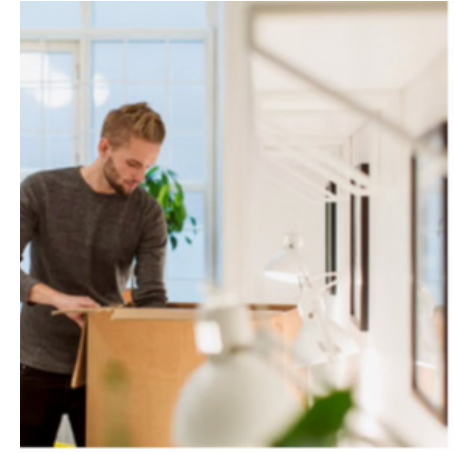
"I LIKE TO BE READY FOR THE NEXT FEW STEPS. SOMETIMES I'LL BE STANDING AROUND WAITING, AND IT'S NOT UNTIL LATER THAT I REALIZE I COULD'VE SAVED 20 MINUTES BY STARTING ON SOMETHING ELSE."
- LINDSEY

"A LOT OF TIMES I MAKE A FEW SMALL MISTAKES, AND FEEL LIKE EVERYTHING IS DOWNHILL FROM THERE IN TERMS OF TIMING AND FLAVOR"
- ANTHONY

"IT'S FUN! IF I HAVE TIME, I'M UP FOR A CHALLENGE. AND I THINK IT'S THE BEST WAY TO LEARN TO COOK WHEN I HAVE THE TIME. THERE ARE SOME PARTS I DON'T ENJOY THOUGH …LIKE EMPTYING MY CABINETS BECAUSE I DON'T KNOW WHAT KITCHENWARE I NEED, OR CONSTANTLY NEEDING TO WASH MY HANDS SO I CAN REFER BACK TO MY PHONE."
- MARIA

"I TRY TO BE AS EFFICIENT AS POSSIBLE WITH HOW MANY POTS AND PANS I'M USING. THERE ARE A LOT OF TIMES WHEN I HAVE TO HAND WASH SOMETHING MIDWAY THROUGH, WHEN I REALLY DIDN'T NEED TO IF I JUST CHANGED THE ORDER OF A FEW THINGS"
- RON

Nick
29 Years old
Los Angeles, CA

Behavior

- Nick cooks about three nights a week - usually for himself, but sometimes for he and his girlfriend.
- Most of the time, he enjoys cooking and trying new recipes. He thinks following a recipe is the best way to learn some of the most basic cooking techniques.
- Nick likes tweaking or improving certain recipes, but he doesn't feel comfortable improvising until he has cooked it "by the book" once.

Frustrations

- Sometimes Nick is unsure that he's "on the right track" halfway through preparing the meal.
- Nick isn't always clear on "what's next" and how he can prep a few steps ahead. This often leads to mistakes, or a lot of time wasted.
- If a dish doesn't come out as expected, he doesn't really know where he went wrong, and he feels disappointed in the meal, and that he didn't really learn anything for next time.
- Nick gets stressed out trying to refer back to his phone every time a new technique or step is introduced

Goals

Follow a recipe easily and confidently, so his dish comes out as expected.
Nick wants trying new recipes to be enjoyable and challenging - not stressful and chaotic.
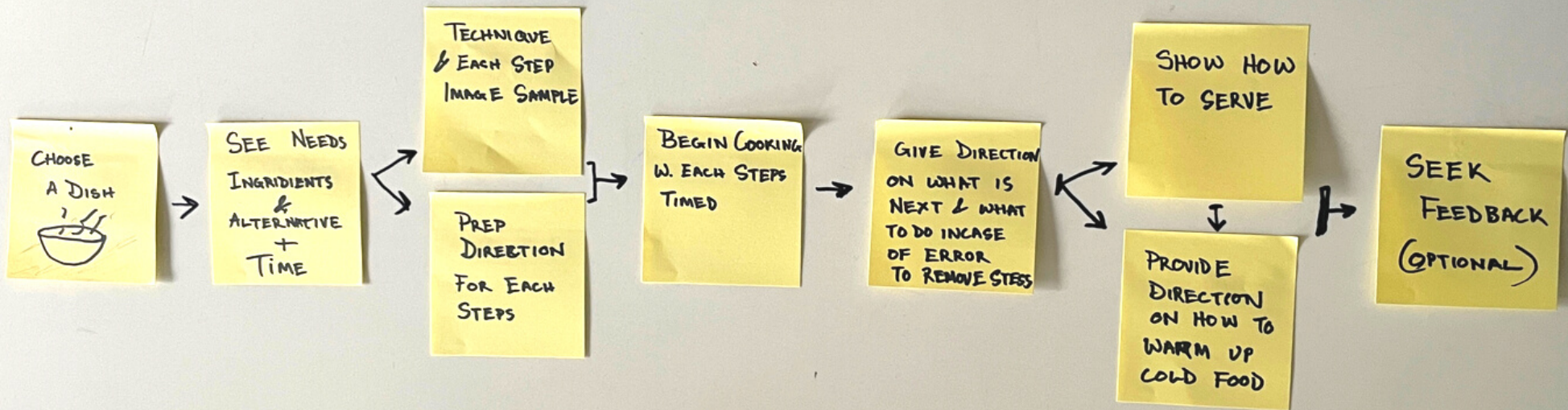
Mapping the Product's Touchpoints

Goals

The goal is to create a more organized and easy-to-follow flow of information. Moreover, guiding novice chefs with very limited skillsets and making sure that errors can be rectified.

Day 1
TAKEAWAYS

- An accurate time frame for both prep and cook time
- The ability to skip ahead or move back a step efficiently.
- Photo or video documentation to show what a step is supposed to look like
- If the dish doesn't come out as expected

Day 2

Sketch a Solution

The second day of the design sprint focused on taking a deeper dive into solution building through various methods.

Context & Research

I begin by researching other recipe apps (Tasty App, All Recipes App), and noticed there is a clear lack of direction on how ingredients look and what to do in the case of errors.
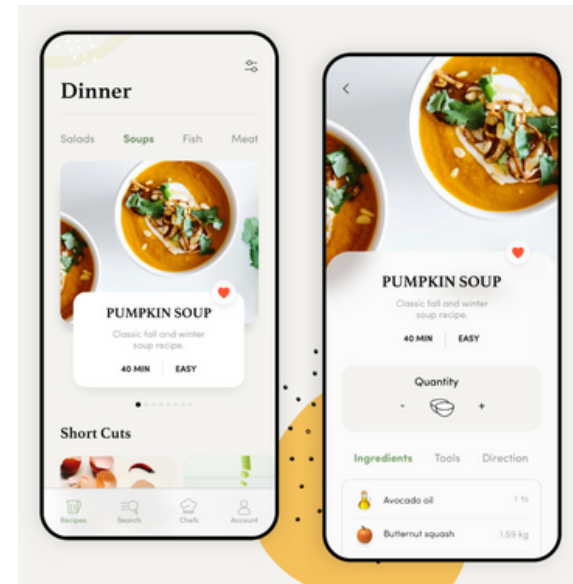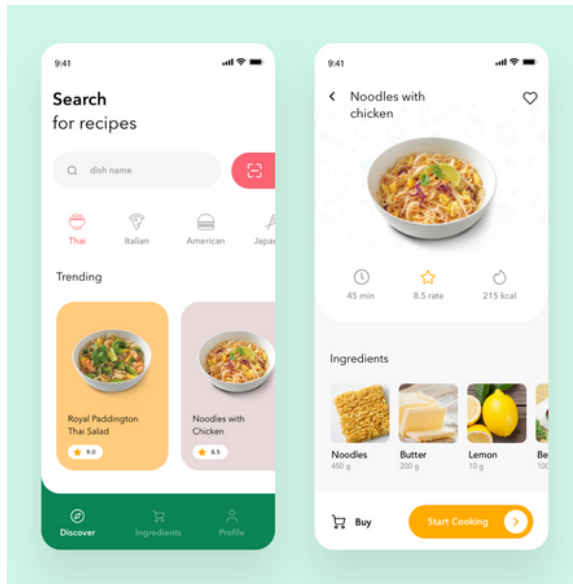
Day 2 Sketching Crazy 8's

The Crazy 8's exercise enabled a thought process of what different formats of screens I would have liked to see as a user while cooking. It acknowledges pain points while designing products that ensure empathy.

Additionally, users should have all information in one place for ease of use and minimizing stress.
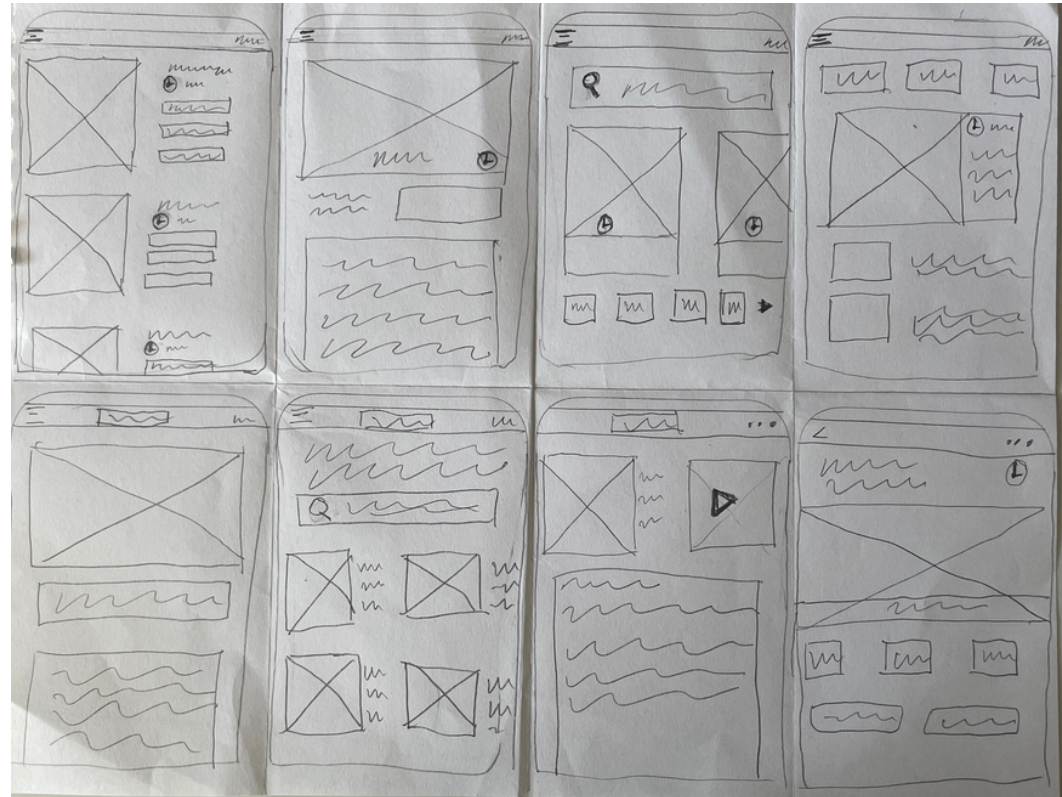
Day 2 Solidify a Solution

After reviewing competitors' recipe apps, I begin to formalize thoughts that managed all steps on one page. This will allow the user to be in full control of time and ingredient requirements.
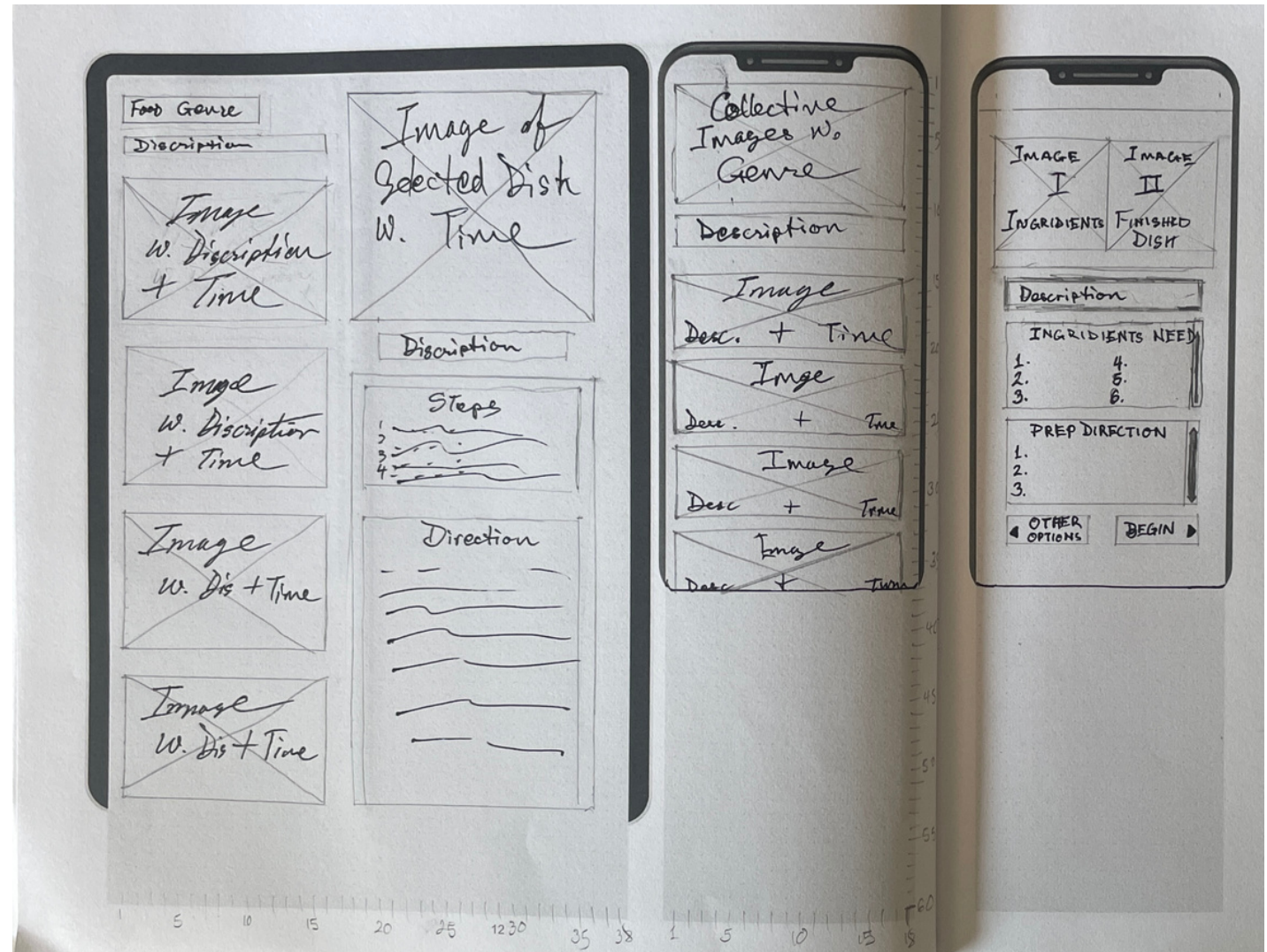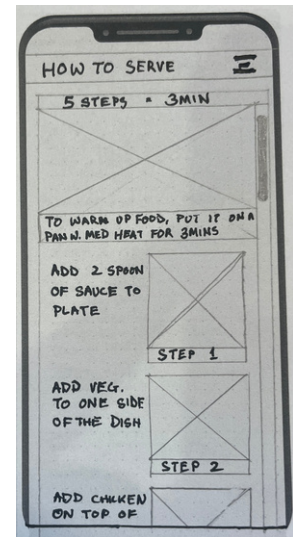
Day 3 Sketch a Solution

Each page begins with several recipe options based on the keyword (eg. crispy salmon)

Upon selecting a specific dish, the user is able to see a summary of cooking ingredients, steps, and requirements.

Users can choose to begin cooking and have the option of alternative ingredients and ways to fix errors.
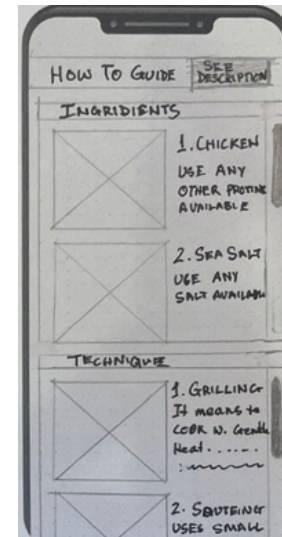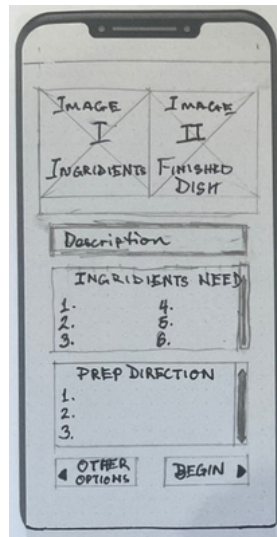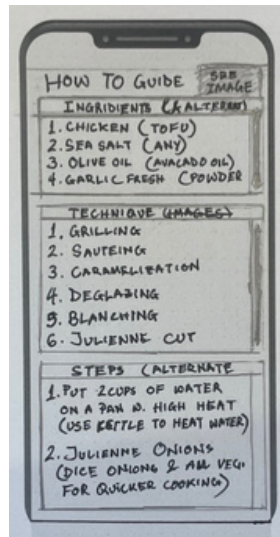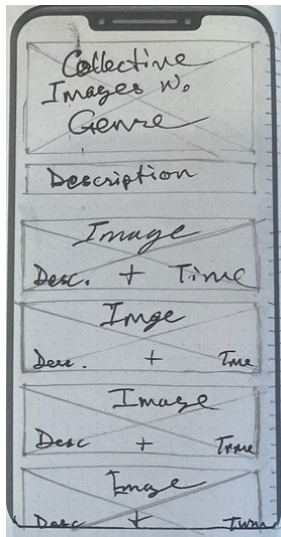
Day 2 & 3
TAKEAWAYS

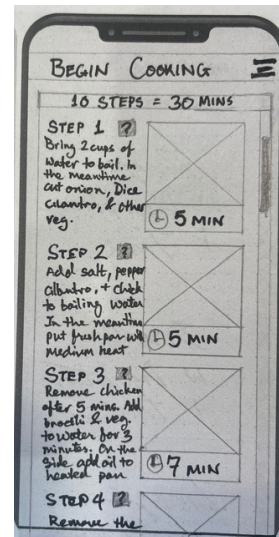- **Through competitor analysis, and customer review, it was simple to find inspiration for ways to create simple solution to the problem faced at Savr. Comparing and contrasting apps in the same niche showed most important aspack of the app should user-centric.**
- **It was important to dive deeper into the solution to ensure that yser always felt in control and de-escalate stress.**

Day 4

Prototyping

The fourth day of the design sprint was committed entirely to creating a prototype. With brand colors already provided, making the space functional was the ultimate priority

Savr attempts to make the user's experience as painless as possible when preparing a meal through step-by-step written and video instructions and the ability to message the chef with any questions.
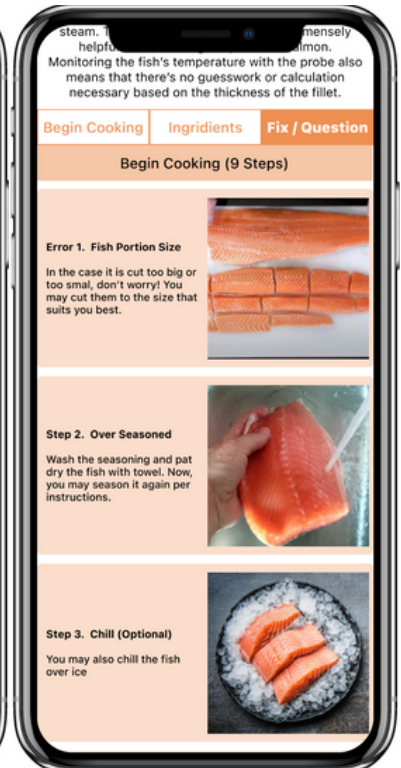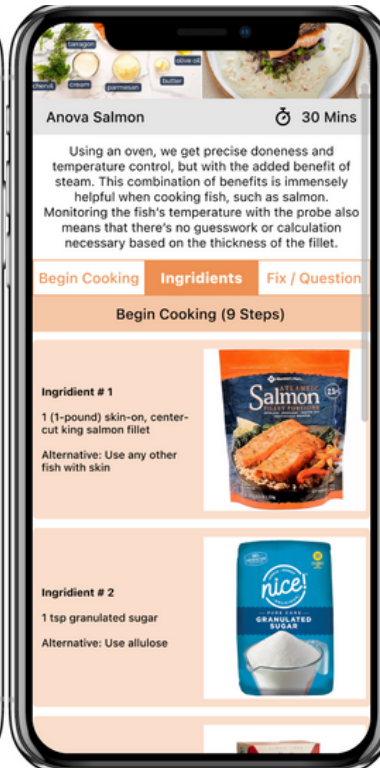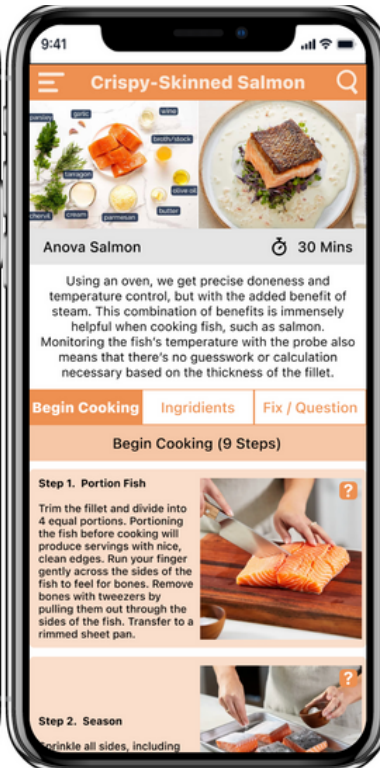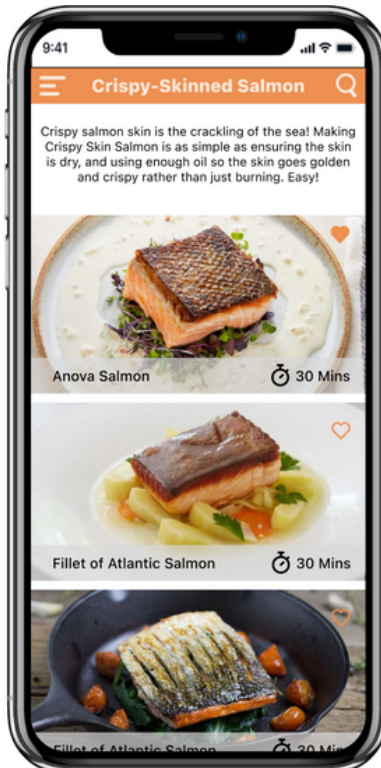
Screen 1 — Crispy-Skinned Salmon

Crispy salmon skin is the crackling of the sea! Making Crispy Skin Salmon is as simple as ensuring the skin is dry, and using enough oil so the skin goes golden and crispy rather than just burning. Easy!

Anova Salmon — 30 Mins

Fillet of Atlantic Salmon — 30 Mins

Fillet of Atlantic Salmon — 30 Mins

Screen 2 — Crispy-Skinned Salmon

Anova Salmon — 30 Mins

Using an oven, we get precise doneness and temperature control, but with the added benefit of steam. This combination of benefits is immensely helpful when cooking fish, such as salmon. Monitoring the fish's temperature with the probe also means that there's no guesswork or calculation necessary based on the thickness of the fillet.

Ingridients Needed (6 Items)

1. 1 (1-pound) skin-on, center-cut king salmon fillet
2. 1 tsp granulated sugar
3. 1 tsp Diamond Crystal kosher salt
4. ¼ cup neutral oil, such as grapeseed, plus more for the sheet pan
5. 2 cups microgreens or other garnish (optional)
6. ½ cup prepared serving sauce, such as beurre blanc (optional)

Prep Direction (9 Steps)

1. Portion Fish
2. Season
3. Chill
4. Preheat the Oven
5. Prepare Pan
6. Cook
7. Pat Dry
8. Sear
9. Plate and Serve

Go Back to Recipe   Begin Cooking

Screen 3 — Crispy-Skinned Salmon

Anova Salmon — 30 Mins

Using an oven, we get precise doneness and temperature control, but with the added benefit of steam. This combination of benefits is immensely helpful when cooking fish, such as salmon. Monitoring the fish's temperature with the probe also means that there's no guesswork or calculation necessary based on the thickness of the fillet.

Begin Cooking   Ingredients   Fix / Question

Begin Cooking (9 Steps)

Step 1. Portion Fish

Trim the fillet and divide into 4 equal portions. Portioning the fish before cooking will produce servings with nice, clean edges. Run your finger gently across the sides of the fish to feel for bones. Remove bones with tweezers by pulling them out through the sides of the fish. Transfer to a rimmed sheet pan.

Step 2. Season

Sprinkle all sides, including

Screen 4

means that there's no guesswork or calculation necessary based on the thickness of the fillet.

Anova Salmon — 30 Mins

Using an oven, we get precise doneness and temperature control, but with the added benefit of steam. This combination of benefits is immensely helpful when cooking fish, such as salmon. Monitoring the fish's temperature with the probe also means that there's no guesswork or calculation necessary based on the thickness of the fillet.

Begin Cooking   **Ingredients**   Fix / Question

Begin Cooking (9 Steps)

Ingredient # 1

1 (1-pound) skin-on, center-cut king salmon fillet

Alternative: Use any other fish with skin

Ingredient # 2

1 tsp granulated sugar

Alternative: Use allulose

Screen 5

steam. This combination of benefits is immensely helpful when cooking fish, such as salmon. Monitoring the fish's temperature with the probe also means that there's no guesswork or calculation necessary based on the thickness of the fillet.

Begin Cooking   Ingredients   **Fix / Question**

Begin Cooking (9 Steps)

Error 1. Fish Portion Size

In the case it is cut too big or too smal, don't worry! You may cut them to the size that suits you best.

Step 2. Over Seasoned

Wash the seasoning and pat dry the fish with towel. Now, you may season it again per instructions.

Step 3. Chill (Optional)

You may also chill the fish over ice

Day 5

Validate Your Designs

The last day of a design sprint is dedicated to getting feedback from users.

Context & Research

As expected, all of the users chose the step-by-step guide and responded positively to the ease of use. One user called it the guidebook to "Cooking for Dummies".

USERS	READ DIRECTIONS & SECTIONS	READING DIRECTIONS	STEP BY STEP GUIDE
1	✖	✖	✔
2	✖	✖	✔
3	✖	✖	✔
4	✖	✖	✔
5	✖	✖	✔

Day 5
TAKEAWAYS

Testing design solutions with targeted problem can get the best solution that focuses on communication, empathy, and inclusiveness.

The solution designed by would benefit from more usability testing while including more options based on the user reacts