

Achievement 4 : Design Workflow

Task 4.9: The Feedback Loop

moanamayall/design

*Not allowed to be shared without designer's authorization



Paladar is a cooking recipe app for all Latin American food lovers. It offers a very wide range of cuisines, from all countries, including some of their most authentic community cultures and ethnicities. Whether you are in Latin America or abroad, you access the most delicious recipes, also adapted to your diet preferences or restrictions. Users can manage their own Recipe Library and also enjoy learning nutritional & medical facts from each recipe. On our Stories section, there's also the option to know about cultural and historical facts connected to very typical Latin American dishes. Besides English, the app can be read in Spanish and Portuguese.

OBJECTIVES

Paladar is for adults at all ages, all genders, as well as possibly kids who are interested in cooking and learning delicious recipes, and also find the right food combination for their diet and healing needs. A more culturally and socially diverse audience, from all continents. Well illustrated step-by-step with lots of good pictures (and videos, in some cases) and also a timer. The user will also have access to different (diet) versions of traditional dishes.

When to engage: Every time users want to learn cooking, try a new recipe, have a good time with family/ friends, plan and prepare meals for special occasions. Whenever they feel specific diet needs, and they need a recipe that combines taste and healing effect, and a more ethical environment.

Tasks:

Find, save, rate, manage, comment and customize recipes from a large source (exclusive from the app and from other related sources), according to diet preferences, healing needs, budget, servings, occasions and sustainability. Create shopping list from a recipe's ingredients' list. Access pdf version for printing recipes. Switch easily between languages.

Scenario

There is a wide range of recipe apps providing a wide variety of cuisines, rarely including Latin American, and when that happens, just a couple of countries and classical dishes are remembered. There are more and more Latin American people migrating, from different social and cultural backgrounds. Paladar is dedicated specially to this group of people, who sometimes spend long times without experiencing the taste of their homelands, after long times without going back there. The gesture of cooking and tasting the food their family used to cook for them, is a way to soften homesickness, as well as good reason to appreciate, or to share their tasty culture with friends or within their own immigrant communities abroad. Paladar is also dedicated to any user curious about discovering new tastes, or who already appreciate it.

USER RESEARCH

Objetives:

Paladar is for adults at all ages, all genders, as well as possibly kids who are interested in cooking and learning delicious recipes, and also find the right food combination for their diet and healing needs. A more culturally and socially diverse audience, from all continents. Well illustrated step-by-step with lots of good pictures (and videos, in some cases) and also a timer. The user will also have access to different (diet) versions of traditional dishes.

Tasks:

Find, save, rate, manage, comment and customize recipes from a large source (exclusive from the app and from other related sources), according to diet preferences, healing needs, budget, servings, occasions and sustainability. Create shopping list from a recipe's ingredients' list. Access pdf version for printing recipes. Switch easily between languages (English/ Spanish/Portuguese etc).

When to engage: Every time users want to learn cooking, try a new recipe, have a good time with family/ friends, plan and prepare meals for special occasions. Whenever they feel specific diet needs, and they need a recipe that combines taste and healing effect, and a more ethical environment.

Where: Generally at the kitchen or a supermarket (with their shopping list). For searching, finding, interacting, and so on, users can be anywhere, at the public transportation, in bed, sat at a cafe waiting for someone etc.

USER PERSONAS

Guilherme

free-lance graphic designer and translator

Age: 32
Location: Rio de Janeiro, Brazil
Hometown: Belo Horizonte, Brazil
Occupation: Bachelor in graphic design
Status: informally married, living with partner and his aunt



Goals

- get the best recipe versions (tastier, healthier)
- always learn something new from Brazilian and international cuisines
- save and send recipes to family and friends
- It feels easier and quicker to learn recipes with video.

Frustrations

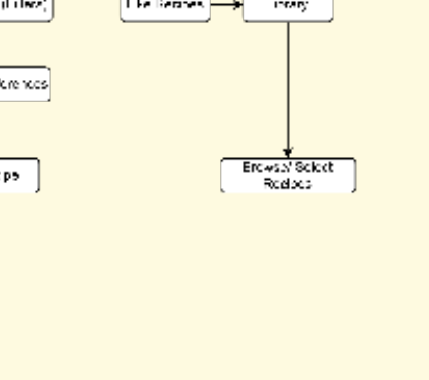
- apps' shopping list generator do not apply to Brazil
- app crashes sometimes
- sometimes prefers the computer's screen size than the mobile app's.
- too many adds is annoying

"Adding medical facts about the meals sounds very good. My aunt has high blood pressure issues and that would help her find healthier, lighter but still tasty dishes."

Alba

singer, music teacher

Age: 47
Location: Berlin, Germany
Hometown: Valparaiso, Chile
Education: Bachelor in Music
Status: single, living in a WG in Schöneberg



Goals

- find the perfect recipes for dinners with friends and special occasions
- go straight to the point
- simplicity, consistency, variety
- Grocery lists, pantry and meal planners are important features to have on a recipe app
- prepare nice menus together with flatmates

Frustrations

- the design could be a bit better
- the recipes could have more photos
- Social media features is too much distraction for me
- no merchandise are good to see on recipe apps
- prefer to watch videotutorial on computer screen

"I really like when some chefs on youtube comment on history and other facts about food they cook!" "Cooking is one of the oldest rituals for celebrating life!"

USER FLOWS

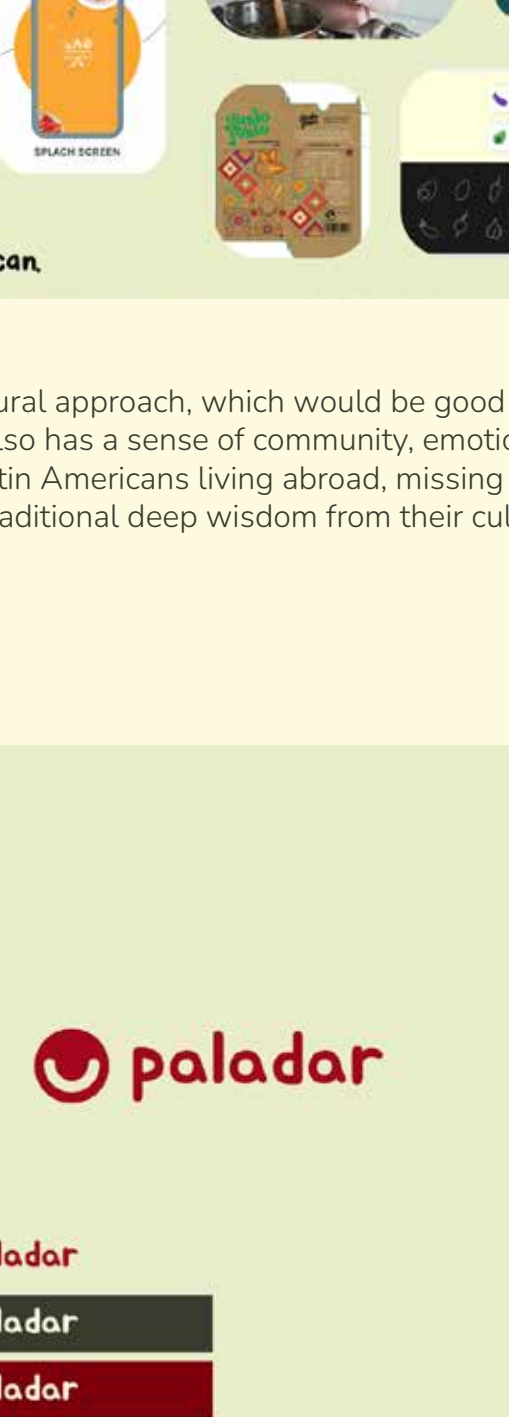
User Story.01

"As a latinamerican user, I want that my cooking recipe app also has a Spanish (or Portuguese) option, so that I can connect to my family, friends and online communities and share recipes with them, also if I am living abroad."

- Entry point: Welcome screen
- Success criteria: choose language version (Spanish/Portuguese) on the Create account screens.

Task list

- Welcome screen
- Login
- Define Language
- Save personal Settings
- Go to Home Screen



User Story.04

"As a user who is concerned about my dear ones' and my own health, I want to find recipes according to medical restrictions, and filters based on specific diet needs."

- Entry point: Welcome screen
- Success criteria: choose recipes according to diet and medical preferences, through combination of filters.

Task list A)

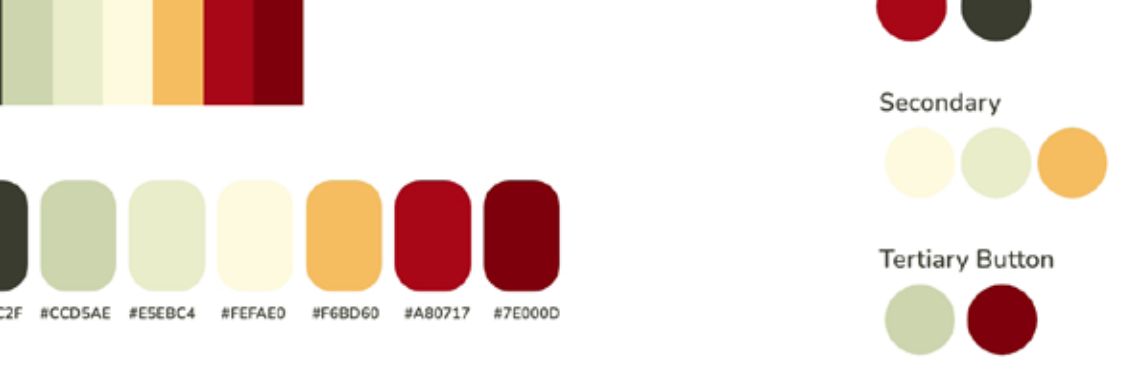
- Welcome screen
- Login
- Go to Home Screen
- Go to Account Settings
- Define Food Preferences (Filters)
- Save Food Preferences
- Go to Home Screen
- Browse recipe suggestions
- Select Recipe

Task list B)

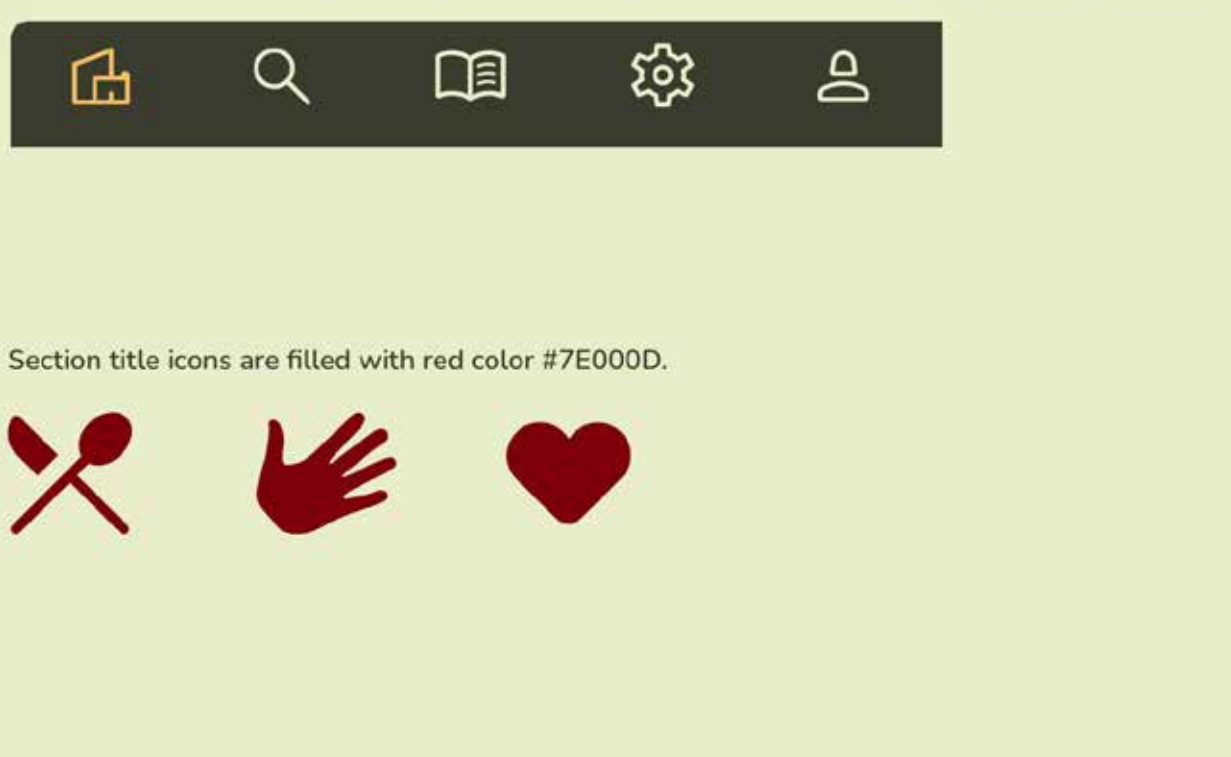
- Welcome screen
- Login
- Go to Home Screen
- Go to Search/ Filter Screen
- Type in Search/ Filter options
- Save Search/ Filter option inputs
- Browse list of recipes
- Select Recipe



User Flow Diagram



WIREFRAMING



MOODBOARD



Vibrant, Diverse, Affectionate, Warm, Latin American.

Rationale : This moodboard expresses the cultural approach, which would be good to combine both food and cultural facts about the food. It also has a sense of community, emotion, that would also bring some warm feelings for homesick Latin Americans living abroad, missing the dishes their mothers/elders would prepare with love and traditional deep wisdom from their cultures.

STYLEGUIDES

logo



typography

Jua (regular)

Logo (on Welcome screen) 60px Regular

Logo (on Home screen etc) 26px Regular

Special title (Cuisine countries' names) 22px Regular

Nunito

Header 1 31 px Bold

Header 2 25 px Semibold

Text 1 23 px Regular

Text 2 16 px Regular

colors

Palette

Primary colors

Secondary

Tertiary Button

icons

Main/ basic icons (Bottom Nav Bar) are outlined. When clicked, accent color (yellow) is applied.

Section title icons are filled with red color #7E000D.

copy/ language guidelines

All text in our app should apply not only clear communication, but also the cosy and warm spirit of Latin American culture, and even some fun/ good humor sometimes.

As we're dealing with a great variety of food recipes from diverse countries and also ethnical groups/ communities, also sharing cultural facts and stories about them, connected to the food, we aim to make sure our textual content respect also ethical values regarding people, environment and colonial traditions.

MOCKUPS

RESPONSIVE DESIGN

