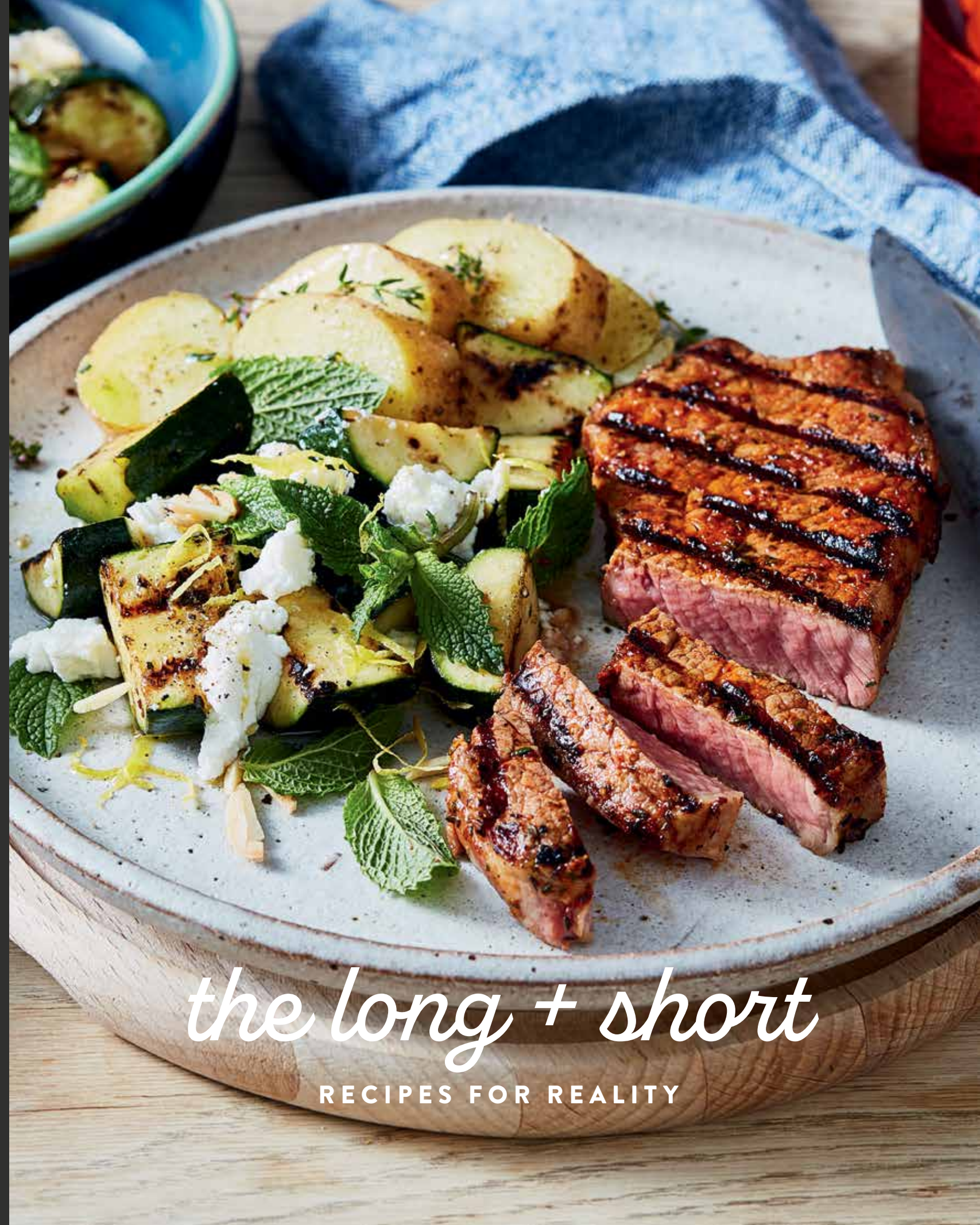


ELIZABETH STEEL

DID602A
Assessment 1 –
Recipe Website



the long + short

RECIPES FOR REALITY

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Executive Summary

the long + short

RECIPES FOR REALITY

The Long & Short is a recipe site specifically addressing the needs of busy people who love and want to cook. But they have lives. It address's their busy weekdays with smart ways to search for time friendly or family friendly meals and it doesn't stop there. The site offers just as much inspiration for the weekend cook-ups. It has handy features like the members dashboard to help with planning and the shopping list. The biggest difference is they way you can include your own family favourites in the mix - and add those ingredients to the shop at the same time- when yo plan you week of meals.

User interviews revealed some interesting facts, many of which informed the inclusions on this website. Individual respondents overwhelmingly identified- two ways of cooking in their day to day lives. There the hectic weeknights, where every minute counts and theres a crowd to please. Then a few days later- there's the weekend with all the possibilities that time affords, choosing a recipe for a family dinner together or entertaining some guests. Long & Short address- es these two different goals. It provides suggestions that precisely fit the user's criteria. All recipes are categorised by prep and cook time - allowing the user to sort the chaff from the hay immediately. Then its only a matter of choosing based on ingredients, flavours or cuisine.

Above all else, TIME TO COOK was the major concern for the respondents. They sited weeknight as being the most frustrating - in that they wanted to try new recipes but were held back by factors including fear of it not turning out, the family not liking it or it taking

too long to cook. They also sited loss of routine as a hindrance to weeknight meal preparation variety. In relation to time- the day of the week came next. This was due to busy afternoon and evening schedules Monday to Thursday particularly for the kids. Friday to Sunday however was far more flexible and relaxed around food. Commonly the respondents liked to indulge there passion for cooking on the weekend or any time they were away on holidays also. Most respondents Google searched for a new recipe when needed, frequently ending up at taste.com.au. There were some digital barriers noted. For example - none of the respondents used tech to assist with shopping lists. A few complained about using devices when cooking - the sleep mode kicks in at the crucial moment and you cant touch the screen. All the respondents genuinely liked cooking, and were willing to try new recipes.

The key outcomes for the website are user focused with solutions to time (or lack of), planning, shopping and addressing the desire to try new things by growing their recipe repertoire gradually, and by providing cooking inspiration with relevant and timely recipe suggestions generated by the user profile data. This site should be a resource and a tool for the user. It is a place to build here cookbook, add notes, share with others -and bring her own recipes to the table.

Summary

STUDY GROUP SUMMARY:

Interview length: from 40 mins to 120mins

Study Size - 5

Ages from 16 to 50

Male and female

Variety of vocation - student, full time work (WFH and onsite), stay at home mum.

Various living arrangements : Married with family, living with partner, living at home with parents

All loved to cook.

Self rated cooking ability level ranged from 2 to 7

(1 - beginner to 10 - could be on Masterchef Australia)

User research was conducted in Semi-structured user interviews with two face to face and three via video conference. The interviews were recorded with permission. Individual statements which represented "attitude, behavior and goals around cooking" were extracted from the transcripts. From this I used affinity mapping to identify commonalities which translated to categories. These categories could then be broken down further into more succinct categories of time considerations, which really nailed down the target for this product.

Assumptions & Hypothesis

That all cooks deep down have a desire to cook new recipes more often. (not always - there are a lot of contribution factors - time, who they are cooking for, what day of week it is, where they are (at home or on holidays), what ingredients they already have in freezer or pantry)

That lack of inspiration is the reason people don't cook from recipes as often (its other pressures - too tired after work, kids won't like it, and a limited time frame to cook, unnerving trying something for the first time- might take too long or not be nice > leads to waste. Coming up with new meal ideas can be overwhelming because there are so many variables and considerations.)

That people plan weekly meals (true - some people are happy with their way of doing things while others lament their lack of routine, are stressed with the pressure of meal prep for a family and need solutions- time varied > some plan for the whole week / some for 2 days ahead - life circumstances affect the way people are able to plan - stress in th family life for example can breakdown routines including grocery shopping and meal planning - live day to day because having to think ahead is too hard at the time)

That budget is a major consideration for weekly meals (false - only 2 out of 5 interviewees stated budget as a concern, however dislike of waste was mentioned by most subjects)

That people use technology to help with planning meals (false - handwritten shopping lists)

User segmentation:

At first, 2 distinct types of cooking styles presented leading me to believe we need two personas. However these 2 distinct styles appeared in ALL but 1 subject, leading me to create one persona encompassing dual cooking styles. This appears to be the reality of the majority of my subjects, who balance busy weekday schedules around family and full time work.

Key factors influencing cooking decisions in order of priority:

- Time to cook
- Making family happy
- Day of week
- Who they cook for
- Getting inspiration for a special meal
- Willingness to try new recipes
- Grocery buying habits
- Presence of meal planning
- Budget / waste concerns

Other findings:

- None shopped groceries online.
- The experience of in person grocery shopping was not positive for anyone but did provide INSPIRATION and ideas for new meals for a few respondents.
- Protein is the starting point of recipe ideas for all cooks interviewed.
- All subjects use a hand written grocery list.
- One looks up recipe on phone at shops to check ingredients.
- My first assumed themes were: The reluctant cook, The planner/ economist cook, The occasion cook, The self improvement cook (FALSE: All incorrect as stand alone groups.

Summary



- First assumed characteristics were 'fear' (of failure), 'time poor', 'disorganised', 'likes cooking when relaxed'
- (Mostly True: fits with responses over most respondents apart from 'disorganised' For disorganised - there were contributing factors so this word is too general)

Further research required - broader group needed

Few used tech for shopping lists or meal planning.

Possible questions:

Why don't you use tech for meal planning?

Why is it to write a list every week?

What's your experience been with sites that generate shopping lists?

Persona

“My cooking Monday to Thursday is very routine, I try and do easier meals, probably your more traditional meals.”

“my passion comes out in my cooking when I have time and the opportunity to you know, cook for family friends and yeah, and events, like on the weekend.”

‘The Dual Cook’ Corinne

Archetype: Caregiver

Age: 35-55

Lives: Baulkham Hills, Sydney

Gender: Female

Cooks for: Partner and kids up to teen

Works: Full time - mixed WFH and location

Earns: 90K - 120K

Cooking ability: Moderately confident

Tech use: regular use of smart phone & laptop

About

Corinne is by self admission “SUPER BUSY”. Her hands are full with full-time work, juggling kids’ sporting activities and cooking for the family throughout the weekdays, although her husband helps out. It’s down to her to come up with weeknight meal ideas and the shopping lists. She feels a certain amount of pressure to serve a meal the whole family will like. She knows what’s in the pantry, fridge and freezer. On the other end of the scale is weekend cooking which is far more flexible and can be an enjoyable endeavor. Cooking is a passion of hers and its the weekend or time away when there’s time to shine. She sees cooking as a way to bring the family together for a special meal. She finds recipe inspiration from various places - popular websites like taste.com.au mostly.

Goals

Keeping the family fed and happy “The considerations. My family, you know, my children’s needs, our needs. Ensuring that there’s variety”
I’d like to try new things”

To have weeknight meals planned ahead as much as possible
“Sometimes we eat late on a weeknight because of sporting commitments so will have a ready made meat dish from butcher - chuck in oven”

To limit time spent on cooking on weeknights “when it comes to trying to rush the routine and family - you will look for some convenience at times”

To introduce new recipes to the weekly rotation
“My cooking Monday to Thursday is very routine, try and do easier meals, probably your more traditional meals.

To try something new “I would look at the recipe of probably how long it would take”
To cook for family and friends
“My passion comes out in my cooking when I have time and the opportunity to you know, cook for family friends and yeah, and events.”
“On family holidays we will all search for a recipes or a new recipe and plan And we will plan what we want to cook together”

“So on the weekends, at least like once a week, I would try and do a really nice meal - a family dinner where we all sort of sit down.”

To be inspired
“We like to cook something interesting or delicious Friday to Sunday”
“So on the weekends, at least like once a week, I would try and do a really nice meal - a family dinner where we all sort of sit down.”

Delight Points

- “If I’ve got time, I love to cook”
- Trying something new when i have time
 - Variety of recipes available online
 - Beautiful food photography
 - Cooking with or for friends and family
 - Having time to cook
 - Using quality fresh produce
 - Star ratings and Reviews on recipe websites
 - Using quality fresh produce

Pain Points

- “But in saying that I work full time. So I find that I’m very time poor.”
- Time poor on weeknights
 - Recipes that understate prep and cook times
 - Trying new recipes on a weeknight
 - New recipe not being liked by family
 - Fussy eaters
 - Wasting food
 - Following recipe off computer - sleep mode
 - Lost routine (shopping, meal planning)
 - Grocery Shopping in person

Never

- Make them feel they need to do more (guilt)
- Over complicate functions
- Too much text to read

Customer Journey Map

Needs and Goals to desired outcomes

This is the journey of a
Caretaker Cook

Caretaking Cooks want to provide meals that their family will enjoy throughout the busy weekdays and indulge their passion for cooking on weekends.

What are their key goals and needs?

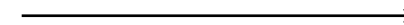
- Ensuring theres variety
- Limit time spent of cooking on weeknights
- Indulging passion for cooking on weekends

What do they struggle with most?

- Lack of time to try new things
- Family not liking new meals
- Maintaining routine

What tasks do they have?

- Provide all meals for the family
- Manage groceries
- Come up with meals ideas



What changes for them?
Outcome

Corrine now has a place where she can consolidate her weekly meal planning. She can have meals planned for weekdays and weekends, gradually adding new recipes the mix at her own pace.

What are they able to do now?

- Add variety to weeknight meal rotations
- Easily update shopping lists with ingredients
- Easily find meals ideas for any day of the week

What can they finally avoid doing?

- The same meals all the time
- The overwhelm of coming up with meal ideas for an entire week
- Having missing ingredients

What changed in my environment?

- A place to plan my week of meals
- An easy way to generate shopping list items
- I try new recipes more often

Customer Journey Map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Searches How would they continue to use?
Actions What does the customer do? What information do they look for? What is their context?	I need to decide on weekly meals	Clicks on Google ad Creates an account to access features Continues searches for recipes	Explore website Test the search feature Create 1st Weekly Planner Creates MY COOKBOOK	Search based on a key ingredient Finds good recipe adds to my cookbook or weekly planner
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	I need to come up with meal ideas I end up cooking the same things I have no time for complicated meals	I feel like this might be a solution I see theres more to it than just recipes I dont want to give much personal information yet	I like that I can add just one new meal per week This website really understands my needs Will it be worth the effort to add my information in I like collecting good recipes	I'm finding suitable meal ideas Recipes look good and are easy to follow I hope I have time and remember what I need
Touchpoint What part of the service do they interact with?	google result: different weeknight meals the family will love Friends recommendation	Registration form Email Recipes search	Meal planner set up List generator My cook book recipe library Share with friends on social	Recipe cards with searchable key words Engaging Recipe pages Notifications
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	DOUBTFUL DEFEATED	UNDER CONSIDERATION HOPEFUL	UNDER CONSIDERATION	EXCITED

Summary

We have established that our user has **dual motivations** when it comes to seeking recipes. Below are the key needs of our user:

- Weeknight solutions that combine existing tried and true recipes as well new recipes for variety
- A way to search recipes on time taken to prep and cook
Suggested swaps makes it easier to customise recipes to family's taste.
- Serving adjustment mean less left over waste
- Sleep mode tab enables user to change setting on device while cooking with out screen going into sleep mode
- Planner allows user to combine new and old recipes so that a gradual introduction of new recipes can be planned and achieved at own pace.
- Consolidated shopping list which can be shared to phone text or printed meets the low tech approach to list writing universally shown in research.
- Make ahead instructions divide the time of a prep and cook for practical and efficient time management.

The Key goals of this recipe website is to show empathy and understanding of the users real needs with solutions that make a difference to their cooking routines in a tangible and practical way.

Intuitive recipe categories provide solutions to situations - not just recipes.

Drop down search bar helps search within a category with options such as 'kid friendly' or 'cold night' are specific to the users immediate needs.

Equal weight has been given to key word search and browsing for the user's established dual needs of finding a specific recipe fast or inspiration seeking.

Inspiration tis also provided though beautiful food photography and clean uncluttered layout. Further inspiration comes from call-out tiles like IN SEASON or 5 STAR REVIEW.

Incremental Participation We cater for individual choices on how immersed they want to be. The user can use the site without using all the features, or can complete their Profile at their own pace. Each step is tracked on profile set up progress within Members Dashboard.

Below are the key inclusions recommended for a MVP:

- Fully scalable to add more recipes and Dashboard features
- Engaging visual home page provide instant inspiration
- Recipe pages and tiles for 100 recipes under 9 main/ sub categories
- Sign in / Register
- MEMBERS PAGE Dashboard - My Cookbook for organising saved recipes Lists, Planner
- Share functions to help promote website - Social channels (at least 2)

Entity Attribute Breakdown

	ENTITY	ATTRIBUTES
HOME PAGE	RUN OF SITE HEADER / NAVIGATION	<ul style="list-style-type: none"> • Logo • Log in / Sign Up • Profile • MY Cook book tab • Recipes • Dinner • Under 50mins • Something Sweet • Entertaining • In season • Cook's Special • Search
	HP BANNER	<ul style="list-style-type: none"> • Headline • Gallery
	FOOTER RUN OF SITE	<ul style="list-style-type: none"> • Socials • recipes • Site plan • Privacy Policies • Cookies Policy • Terms & Conditions • Copyright
	MEMBERS PAGE DASHBAORD	<ul style="list-style-type: none"> • Heading • Side menu • My Cookbook • Items count • Recipe cards • My planner • Shopping List • profile set up progress map

	MY COOKBOOK	<ul style="list-style-type: none"> • Heading • Sub folders • Added Recipes cards • Added Owned recipes • Recently viewed recipes
	PLANNER	<ul style="list-style-type: none"> • Heading • Home Recipes list • Add button • Day meal fields • instructions • Submit button • Cookbook Recipes cards
	PLAN POP UP	<ul style="list-style-type: none"> • Close • Header • Listed days schedule • Backto planner • Create Shop list'Share • Print
	SHOPPING LIST	<ul style="list-style-type: none"> • Heading • List • Edit • Print • Share
	SIGN UP / REGISTER POP UP	<ul style="list-style-type: none"> • Close • Email address • Create a password • Age • Continue button • Continue with Facebook button • Continue with Google • Terms of service link • Privacy Policy link • Already a member link

	profile set up progress map	<ul style="list-style-type: none"> • Heading • progress map
	CATEGORY PAGE	<ul style="list-style-type: none"> • Drop down Search Bar • Title • Category Cards
	RECIPE PAGE	<ul style="list-style-type: none"> • Drop down Search Bar • Title • Image large • Save add to CookBook • Share options • Ingredients • Serve adjustment • Make ahead instructions • Method • Tip at the bottom • Add ingredient to list • Share recipe • Rate this recipe • Readers ratings (Stars) • User reviews listed x 3 • Tags • "Pairs well with" suggestions • Filtered Recipe cards • "You might also like" suggestions • Filtered Recipe cards • Tags
	SAVE RECIPE POP UP	<ul style="list-style-type: none"> • Instructions • Close • View in my cookbook button
	MAIN CATEGORY PAGE "RECIPES"	<ul style="list-style-type: none"> • Nav Header (no change) • Drop down search bar • Categy Cards

	RECIPE CARDS	<ul style="list-style-type: none"> • Image • title • Prep and Cook times • Serves • Star ratings
	CATEGORY CARDS	<ul style="list-style-type: none"> • Image • Category Name
	COMPLETE REGISTRATION POPUP	<ul style="list-style-type: none"> • Logo • headline • Close icon • Name field • Surname field • Pre-filled email field • Username field • Password field • Retype password field • Opt in Newsletter • Privacy Policy Hyperlink • Terms & Conditions Hyperlink • Submit button •
	SIDE RECIPE INDEX	<ul style="list-style-type: none"> • main categories • subcategories
	IN SEASON CALL OUT BANNER	<ul style="list-style-type: none"> • heading • image • see recipes button
	5 STAR REVIEW CALLOUT BANNER	<ul style="list-style-type: none"> • heading • image • see recipes button

Homepage

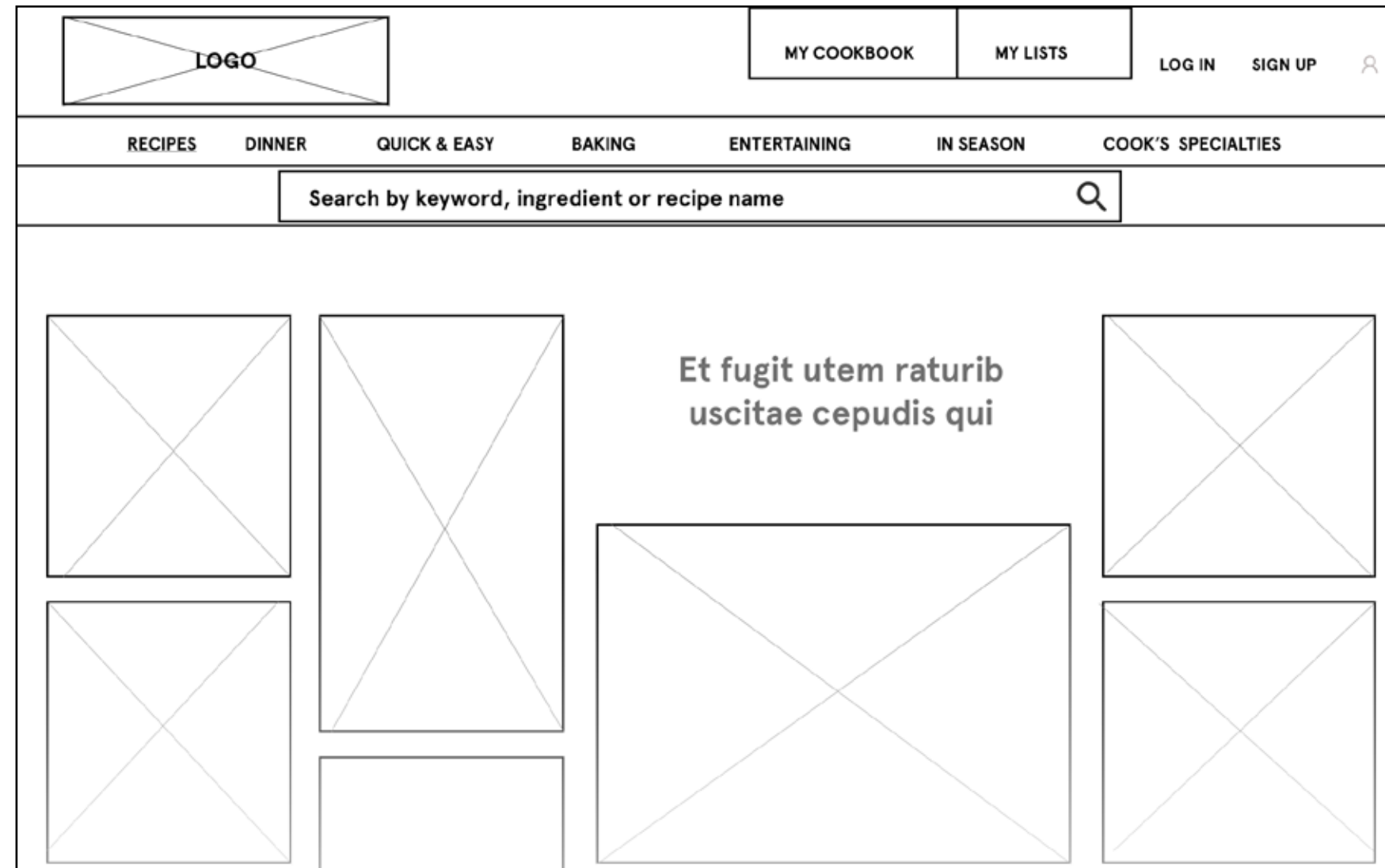
HOME PAGE

The home page addresses equally, the two ways a user will look for a recipe on a website - Search and Browse.

Visually engaging home page with recipe photography displayed in an inviting masonry gallery (think Pinterest) for the user to browse and explore. We avoid decision overload (having to type something in) by providing stimulating images that will ease a user into the site.

Research clearly showed that visual aesthetics was the first point of consideration for users when browsing or searching recipes.

Search is pronounced and obvious at top right as this is the most common process for users when the goal is to find a recipe. Users usually start with a protein or combination of protein and meal event such as dinner or breakfast.



Recipe Page

CATEGORY PAGE - RECIPES

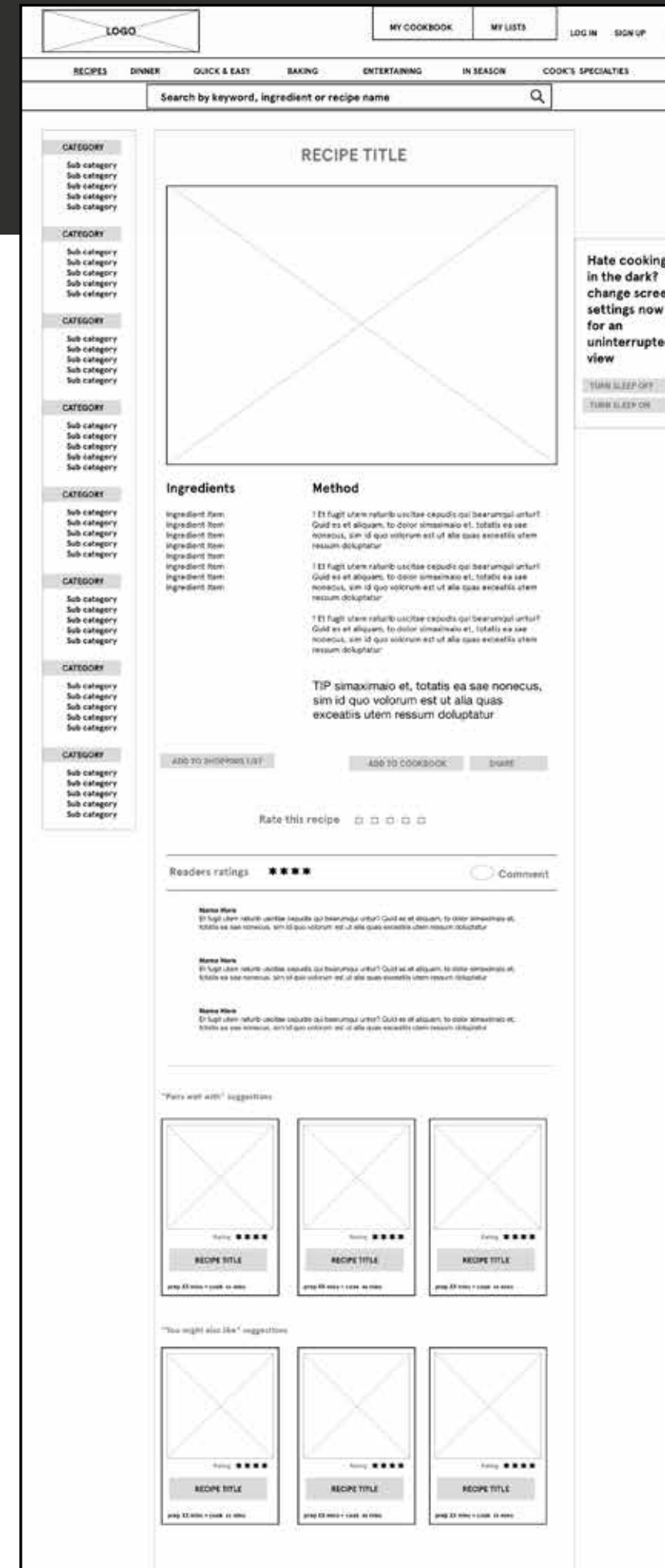
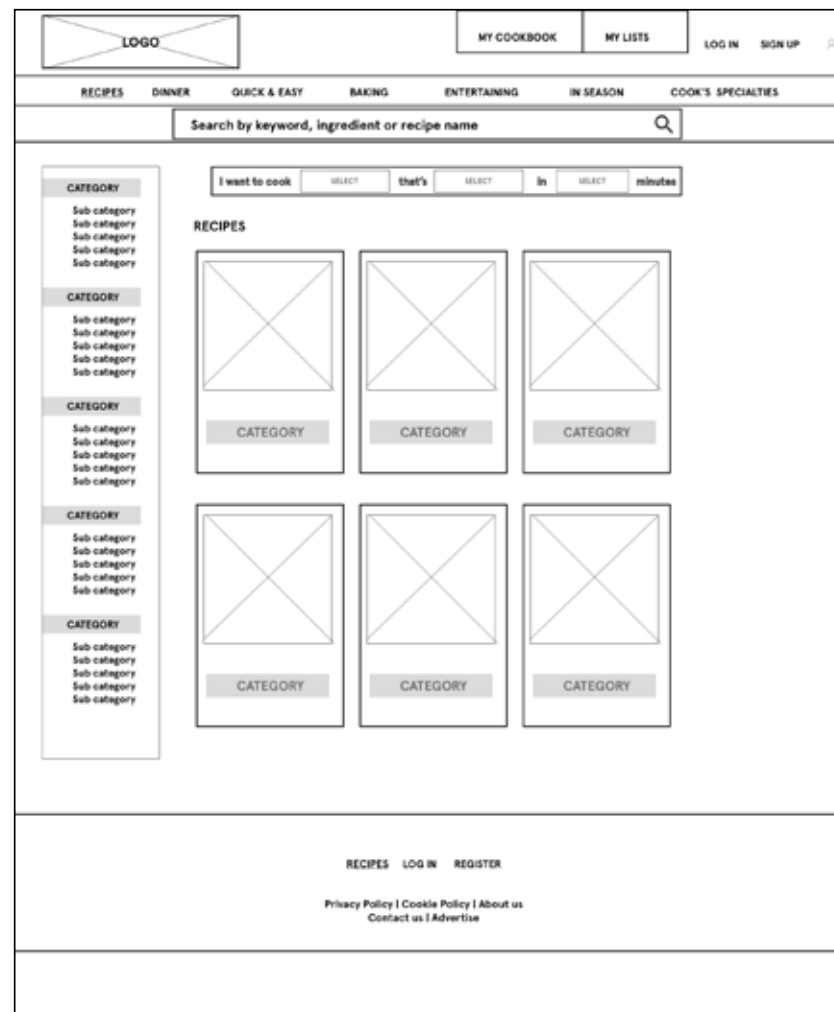
This page shows all the categories available main categories represented in recipe tile format.

The side menu only appears on recipe pages. A static side menu removes the problem of user needing to return to a top drop down menu every time they want to change search category.

It also gives a good overview of how the content is arranged on the site.

The special feature on this page is the drop down search bar. Users can select search terms in a convenient and fast way to search the category they are in.

It covers meal type (ie dinner or breakfast) then the unique needs of the user (busy week night, kid friendly or cold weather), then time frame (ie "45 minutes or less" or "no time limit") in which to prep and cook. These are the key variants that users tend to think about when deciding on a dish. The search terms are more personalised to an users situation and show understanding of the needs of the user. This also helps the user build their weekly planner with suitable recipes.



Planner

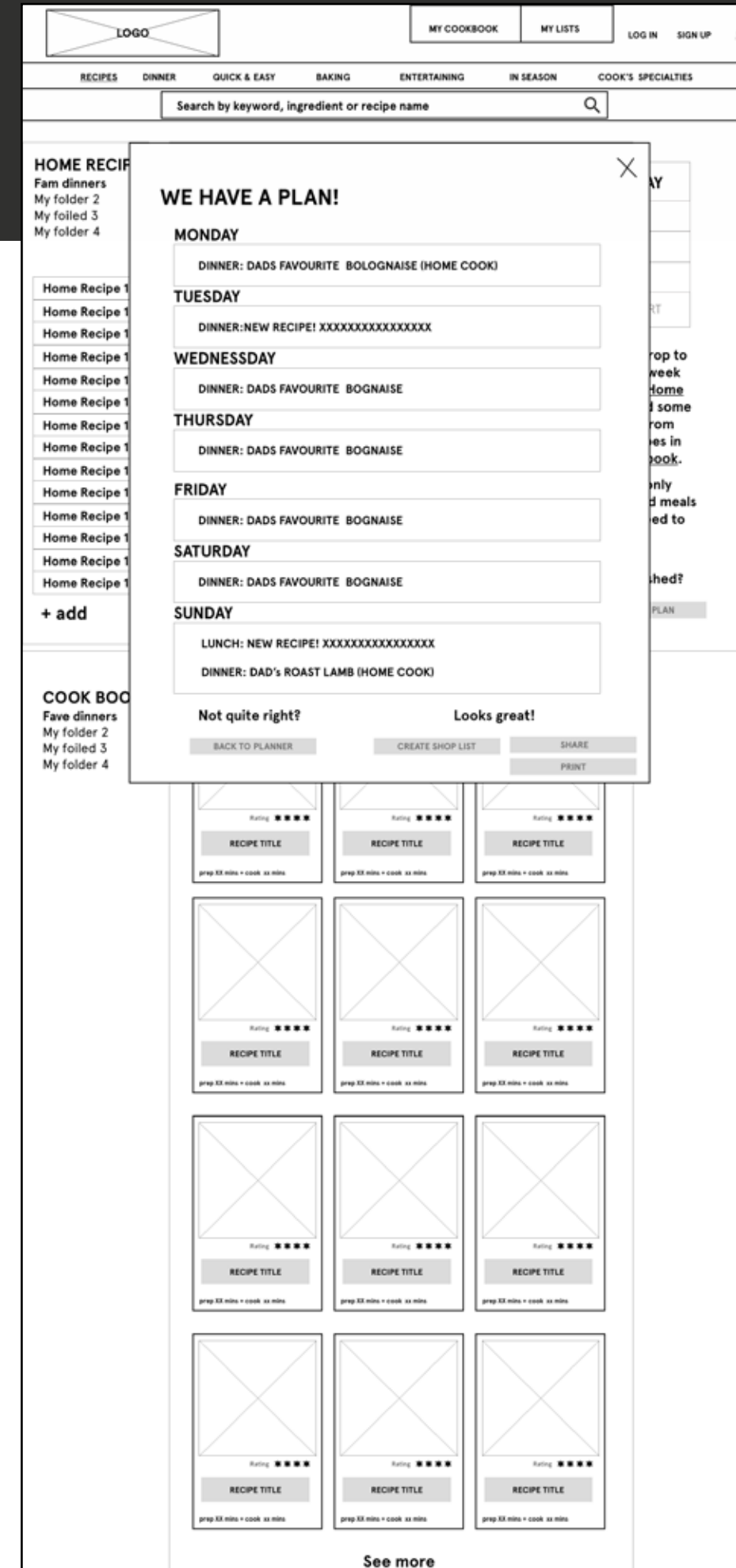
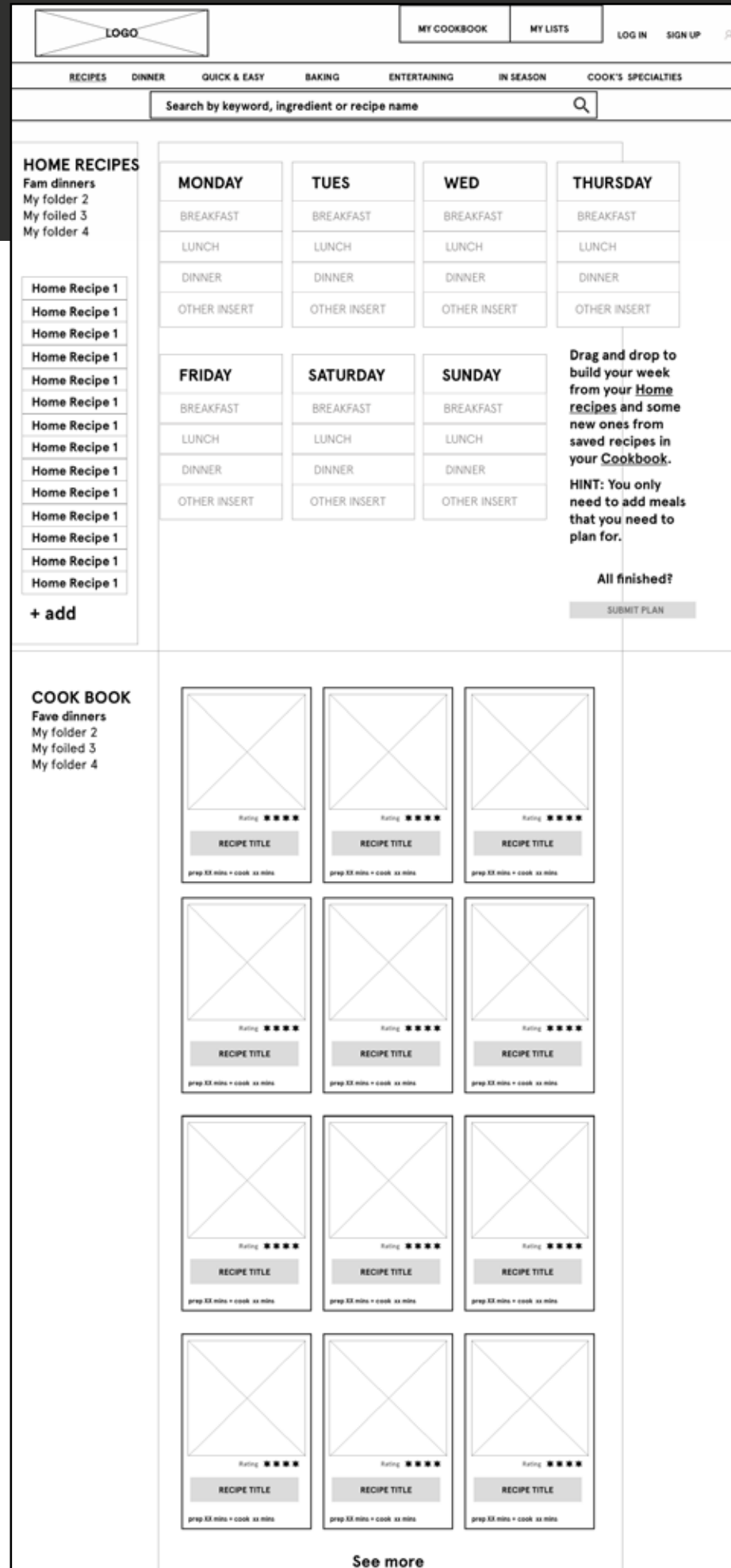
Planner Process

Research indicates that it would be unrealistic to expect users to want to fill a week with new recipes. We've already clearly seen that trying new recipes is approached with caution and the condition of time available.

This site promotes the gradual inclusion of new recipes into the users' repertoire. The purpose is encourage our cooks, not to overwhelm them.

We achieve this with HOME COOK on boarding This is a process of user adding their routine meals to their profile so that these can be inserted into the weekly planner AS WELL as any new recipes the user wants to try. That way ALL INGREDIENTS are captured for the shop[ping] list.

The process to add HOME RECIPE meals is not arduous - The user types in the meal name and the site pre-fills the ingredient list. the user can then make omissions or additions to the Fully editable ingredient list as needed to match their own recipe and file in their Cookbook.



Appendices



the long + short

RECIPES FOR REALITY

Transcripts / recordings

ALISON

Transcript

https://docs.google.com/document/d/1ikkJ7I_l-tNf0hdM0wncgctS0Xcq2NRKPUJuW0tqq0/edit?usp=sharing

Recording:

<https://drive.google.com/drive/folders/10ctOBBET2LoRZFtkTBwlgOR10sC7rLcG?usp=sharing>

TRENT

Transcript:

<https://docs.google.com/document/d/1p13oykCy5h7UUN3p1ARHaMYmG-zdMNYoWtKWQUEM2cc/edit?usp=sharing>

Recording

https://drive.google.com/drive/folders/1IPcl_rcQ5GwiYBf1aRhyvmjPnoivN1Ju?usp=sharing

DANIELLE

Transcript:

https://docs.google.com/document/d/1_vKl4AVKtfeQrgWbuFxlz76YttsRrDEwmfOEjjhrNg8/edit?usp=sharing

Recording

<https://drive.google.com/drive/folders/1-mJ5JtGLOeWpEgo-gYYlow2QdUtqPb4f?usp=sharing>

KATE

Recording:

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SOPHIA

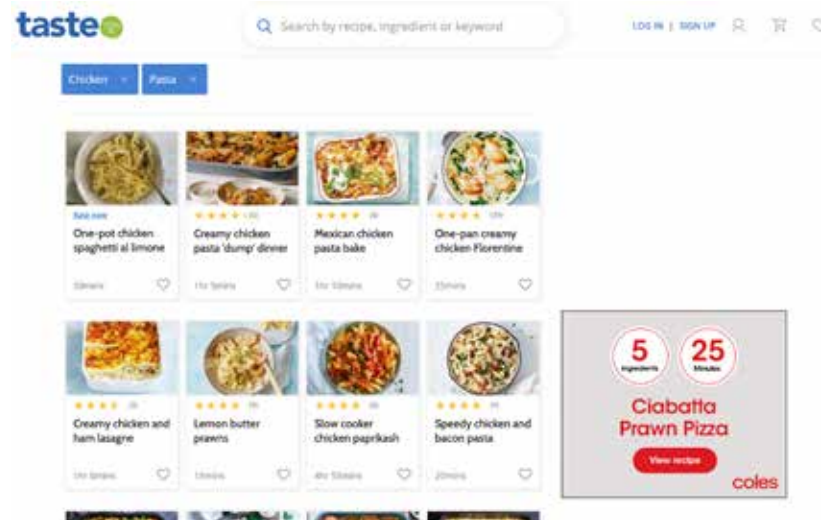
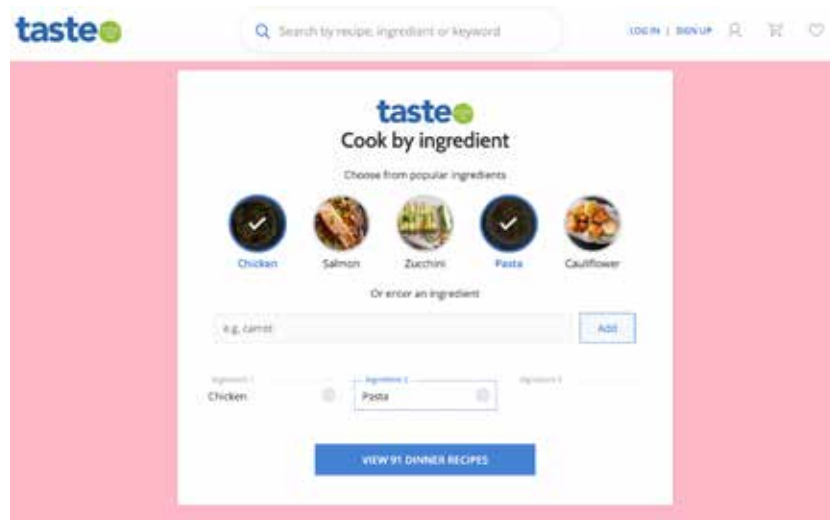
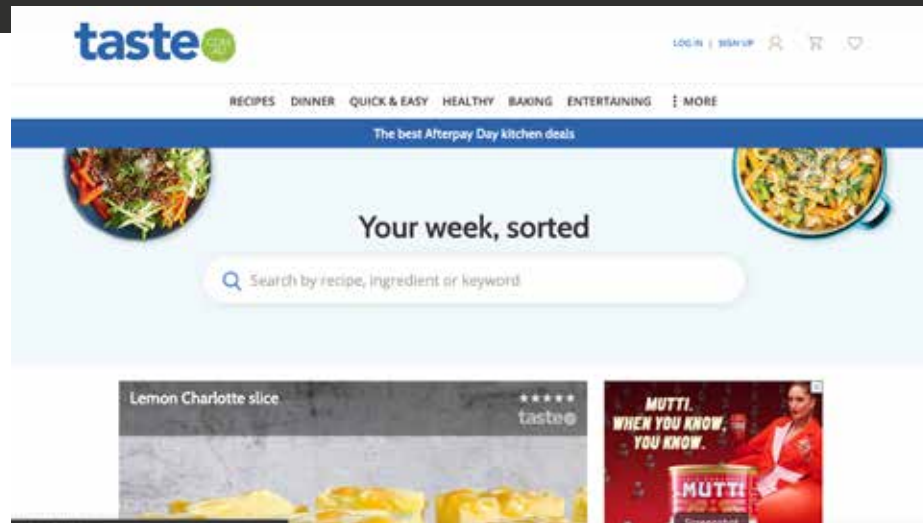
Transcript:

<https://docs.google.com/document/d/1emeMwyMDHwZkQRloP4F34LgdYdrzwUFMJmOgmcoPOB8/edit?usp=sharing>

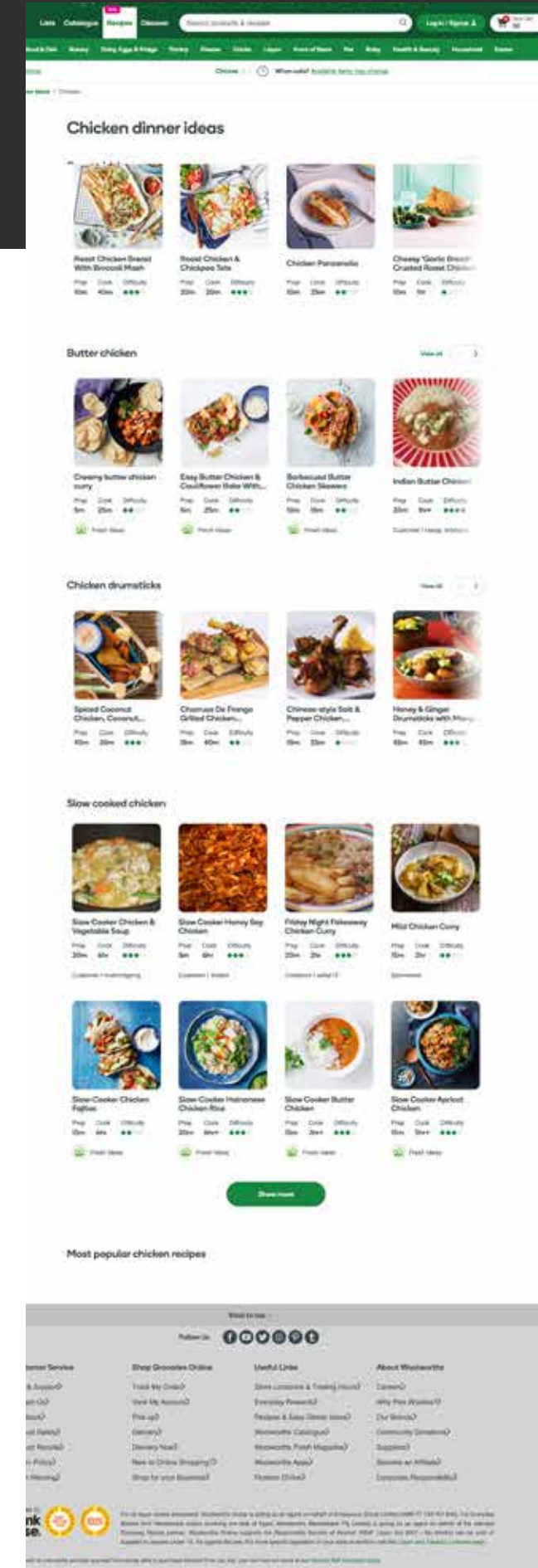
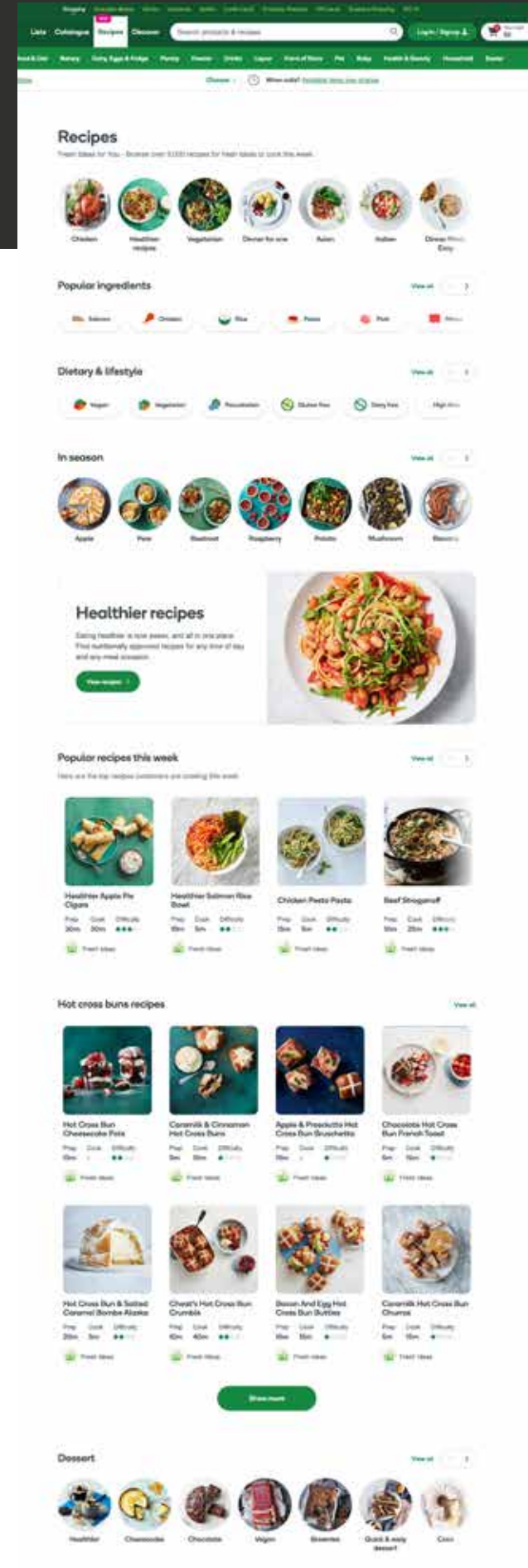
Recording

<https://drive.google.com/drive/folders/1uwQAjFLqB8CTHS-M2xXoON8Oo8BTUJYK?usp=sharing>

Competitor analysis



Competitor analysis



Competitor analysis



★★★★★ (6)

Mexican chicken pasta bake

1hr 10mins



TASTE.COM



Chicken Kyiv & Roasted Cos

Prep 10m Cook 20m Difficulty ●●●○

WOOLWORTHS



CHICKEN + POULTRY

APPLE AND HERB BRINED TURKEY WITH ROSEMARY GRAVY

DONNA HAY



Desserts

Iced Vovo Cheesecake Sandwich

★★★★★ (22)

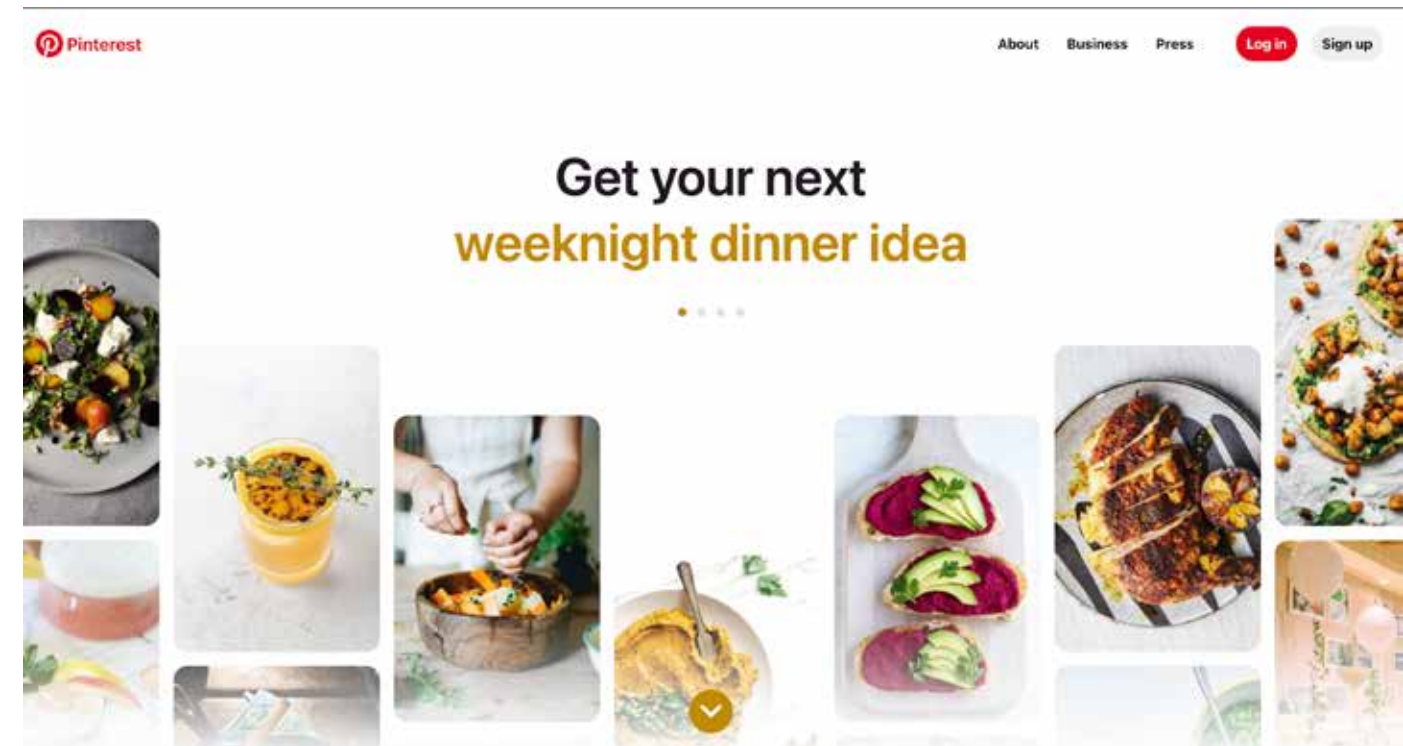
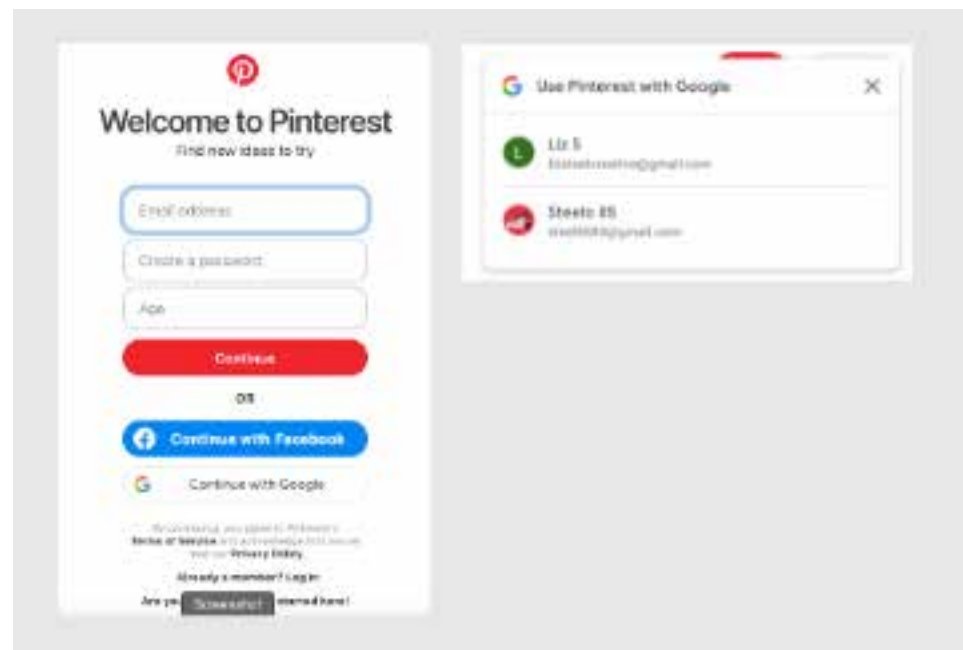
IGA AUSTRALIA



Pumpkin spice cinnamon scrolls


KIDS SPOT

Competitor analysis




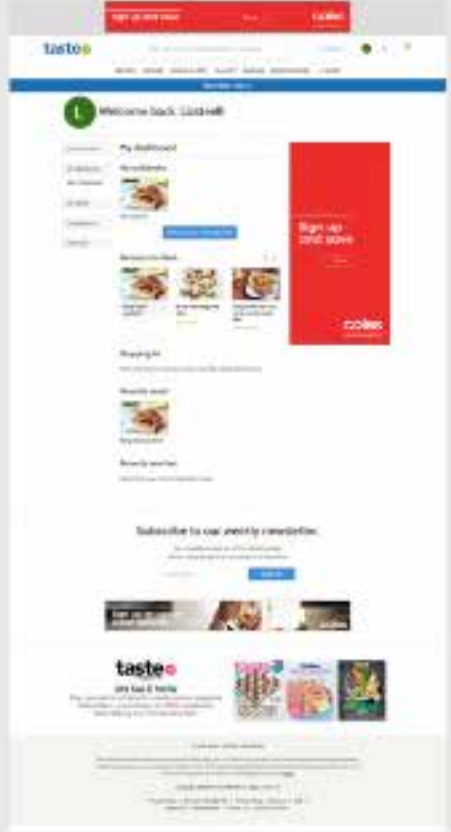



Visually rich and appealing
Pinterest's major audience is similar to "WEBSITE"
-Womens over 30 .
Teaser to the available content without getting too deep into categories which can be overwhelming at first
Engaging headline - can speak to the user and target their need
Promotes scrolling which activates call to sign in for content

Competitor analysis



Complete registration
- When trying to access dashboard

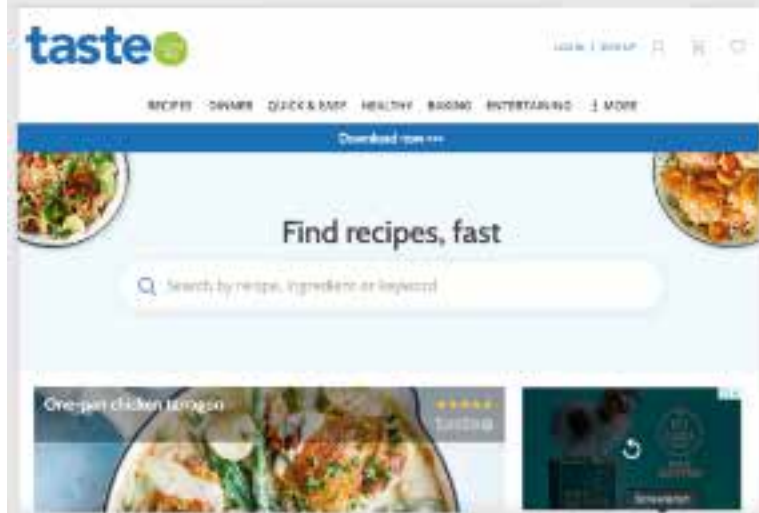
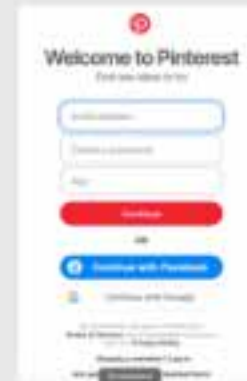


Signed in:
members
All menu items available

MEMBERS PAGE

- Nav Header (no change)
- My Cook Book Header
- Items count
- Recipe card
- Side menu
 - My dashboard
 - My cookbooks
 - My menus
 - Shopping list
- Footer

Competitor analysis



- Not enough visual interest
- overwhelming if user browsing or first time visit
- Good if you know what you want to search



Not signed in
non-members/cookbooks
Only my cookbook is available

Competitor analysis

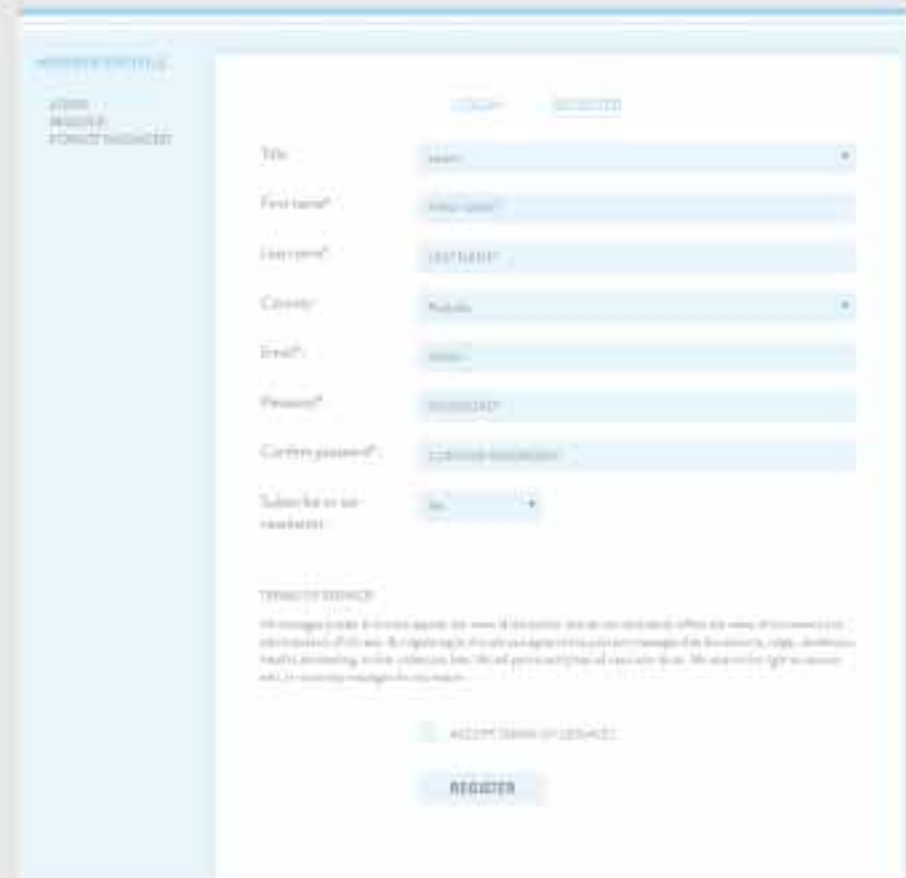


- visual interest
- inviting panels to explore
- Search is pronounced and obvious at top right
- Works for browsing and search

POP UP



LOG IN



Patterns

Affinity mapping: themes

Key factors influencing cooking decisions in order of priority:

1. Day of week
2. Time available for prep and cook
3. Grocery buying habits
4. Presence of meal planning
5. Budget / waste

