paprika.

Responsive Web App / UI Case Study / Designer: Katharine / 2021

project proposal

What is Paprika?

Paprika is a responsive web app designed for users to find recipes and create weekly meal plans. The Paprika web app will solve problems with existing recipe apps for users and cook with their needs.

Why Paprika?

Food is a fundamental and non-cost the same issue, what's on the menu for dinner? Food has been going mainstream by has been a major trend in the marketplace and is because of our busy schedules, for when meal planning can end up and dining to the point of being a chore. Meal planning is a task that is time consuming, overwhelming is difficult to follow along using any phone. Most recipes also include ingredients that are difficult to find and are not in the budget of the average user.

Hypothesis

I believe having ability to add and combine the needed ingredients in a digital shopping list for users finding and adding recipes will result in users being able to shop for their meals more efficiently and save time and money.

I believe having an option to customize/add, share dates, and meal plan for all members users will result in weekly meal planning that has equal participation from everyone in the household, and less stress.

I believe providing an easy to read and follow recipe format for users to find, save, and follow along recipes will result in users being able to get their cooking goals accomplished with less stress.

MVP Objective

The Paprika app will be a weekly meal plan for themselves or with other household members. Users will be encouraged with recipes that are fun and easy to follow along, through written, photo, and video instructions. With continued use users will not only be encouraged to try new recipes, but they will gain new cooking skills, techniques and confidence in the kitchen.

objectives

Who are you designing for?

Anyone with a busy schedule who is looking for a way to make meal planning easier, the opportunity to try various new recipes and gaining prepping, cooking skills, and techniques.

What are your audience's pain points and how will your product solve them?

Meal time and meal planning, shopping, cooking, and prepping can be a chore for many people. Meal time can be a time for family to bond, but it can be a time of arguments, restrictions, looking at their shopping list, and wanting to up their cooking skills and techniques.

Why is your audience choosing to use what you're designing and what are they looking for?

To help make meal time and meal planning easier, less and cooking not only an easy task, but it is one that increases the skills, knowledge, and confidence in the kitchen. And at the user will be helping them learn new prepping, cooking skills and techniques.

What trends and goals will your audience be accomplishing or they can your potential or app?

Busy lifestyles, trends in food, and the desire to be healthier are driving recipes and meal planning, shopping, cooking, and prepping trends and techniques. Creating a shopping list, Watching how to videos, Substitutions, Creating a meal plan, Finding new recipes, Food allergies, and Recipe recommendations.

Where will your audience be using what you're designing?

Anyone, anywhere, in the kitchen, at home, on the go, and anywhere else when inspiration strikes.

How will your user accomplish their goals?

Share recipes with household users, and recipes to their weekly meal plan, and shopping lists with household users. Accomplish their goals by organized by shopping, sorting, weekly meal by adding, prepare meals with easy to follow instructions, receive cooked recipes by rating and sharing photographs.

Easy meals for **you**, made by **you**.

user personas

jamie.

42
Children's Therapist
Household Size 2
Seattle, Washington

About Jamie

Lives Alone | Married | Kids | Happy | Marketing | Healthy

Jamie is a single mom with a large family at home. She lives with her four children and her mother who helps with the kids. Jamie is a children's therapist and she loves her job and her family. Jamie is also proud to be a community. Therefore her free time is monitor she tries to put everyone in a positive mood. Jamie is also a very busy woman, she is a single mom, a children's therapist, and she is a proud mom of two children and two grandchildren. Jamie is