

Interaction Design 1: Interface
Project 1 Stage 1

Student Name

Medha Roy
Kalaina Johnson
Simon Steer

Personas



AGE 27

WORK Graduate Student

STATUS Living with partner

COMFORT WITH COOKING ○○●

Medha Roy

BACKGROUND

Medha is a graduate student who is currently juggling her studies as well as a job. She does not have much confidence in her cooking skills and wants to learn how to make traditional Indian food from the basics, but also be able to make it all in the time her and her partner get between working and studying.

SCENARIO

Medha and her partner are both currently juggling work and their studies while living together. She's looking for simple recipes for snacks she can have while studying. She is also trying to learn how to make traditional Indian foods but as an Indian that grew up outside India she isn't very knowledgeable with traditional names of ingredients that most recipe sites use. She needs a place to learn the absolute basics of Indian cooking from the important ingredients to the most basic cooking techniques.

OBJECTIVES/GOALS

Cook for 2 people.

Plenty of snack ideas to carry around or eat while studying.

Learn the essentials of Indian cooking.

IDEAL FEATURES

Has a good section of recipes for beginners.

A way to learn absolute basics.

Video option for the recipes listed on site as text.

FRUSTRATIONS

Not knowing traditional techniques.

Not understanding some traditional names of ingredients.



AGE 37

WORK Accountant

STATUS Married, 1 child

COMFORT WITH COOKING ○●●

BACKGROUND

Kalaina is a working mom and for prefers to make food in batches over the weekend and store them for dinner over the weekdays. She has to cook meals for her partner, her child and herself as well as make snacks when she comes back from work.

SCENARIO

Kalaina is a working mom and for the past couple of years has been keen on managing her cooking time through the weekends with her husband so that they have more free time during the weekends. They both would like to stick to making healthy traditional foods that they can store as leftovers to have over the week. She needs a place where she can find recipes that can feed a family of 3 comfortably, but also give her a way of knowing how long the recipes would approximately take to make.

OBJECTIVES/GOALS

Looking for recipes that are catered to feed 2-3 people.

Doesn't want complicated recipes.

Likes recipes that hold well as leftovers.

IDEAL FEATURES

A good section of healthy recipes.
Plenty ideas for snacks.

A way to know how long a recipe takes to make on average.

Recipes that aren't too complicated, but at the same time not very basic.

FRUSTRATIONS

Time-pressed life during weekdays.

Juggling between office and home.

Kalaina Johnson



AGE 30

WORK Software Developer

STATUS Single

COMFORT WITH COOKING ●●●

BACKGROUND

Simon is a software developer who loves cooking and more importantly loves showing off his cooking skills to his friends. He often has groups of 5+ friends for dinner and prefers to prepare a variety of ethnic foods for them. He often has to create a separate dish or two for his vegan friends.

SCENARIO

Planning to host a dinner for his friends this weekend, Simon need to come up with a full course north-Indian meal. He needs a way to gather recipes for all the courses, as well drinks and desserts, without hassle; while making sure there are vegan options for his friend on the menu.

OBJECTIVES/GOALS

Recipes for 5+ people.

Be able to cook a full course meal using just one site as a source.

IDEAL FEATURES

A thorough source of information for techniques and ingredients.

Covers a variety of food types so as to create a full course meal.

FRUSTRATIONS

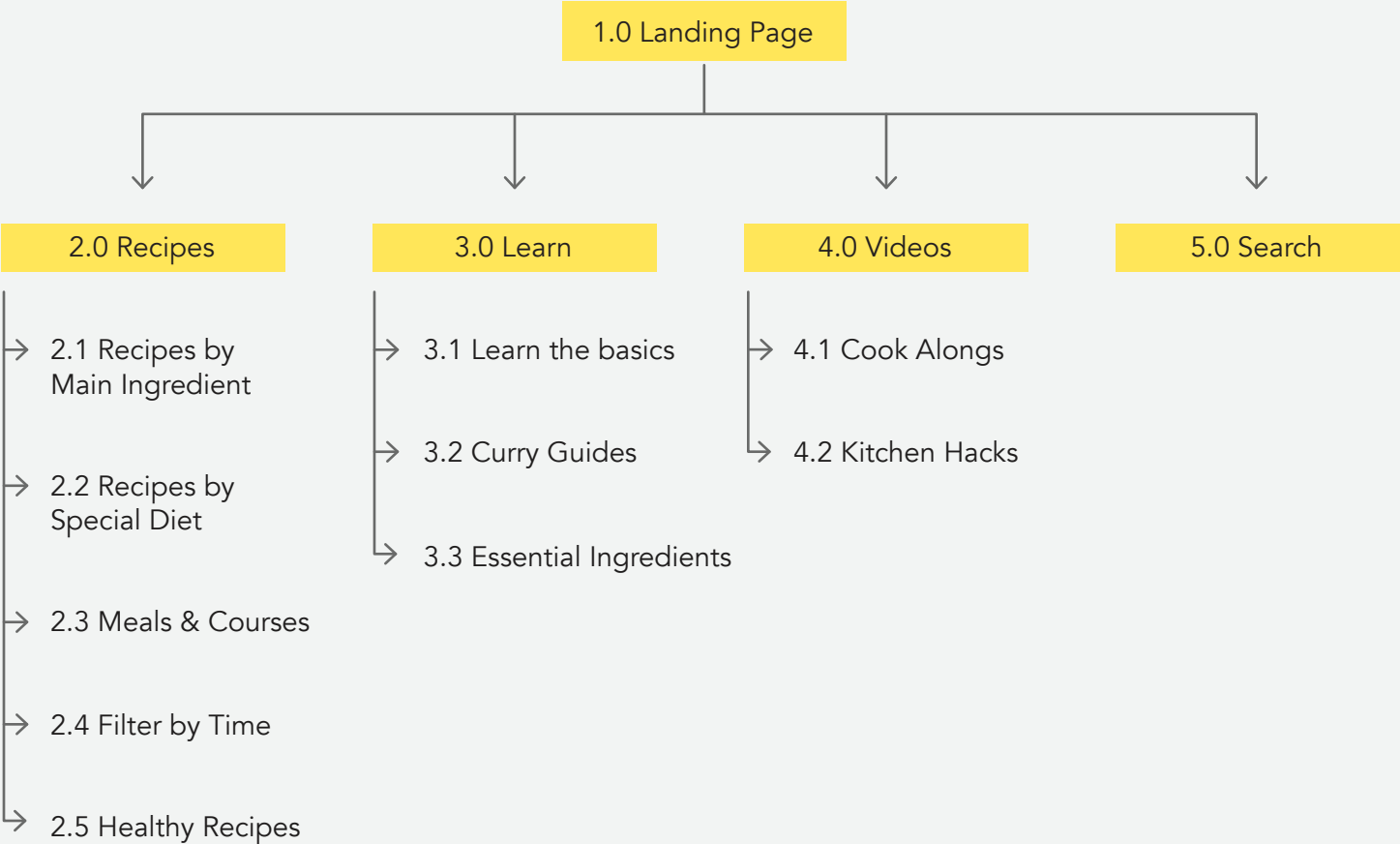
No vegan options for traditional foods.

Simon Steer

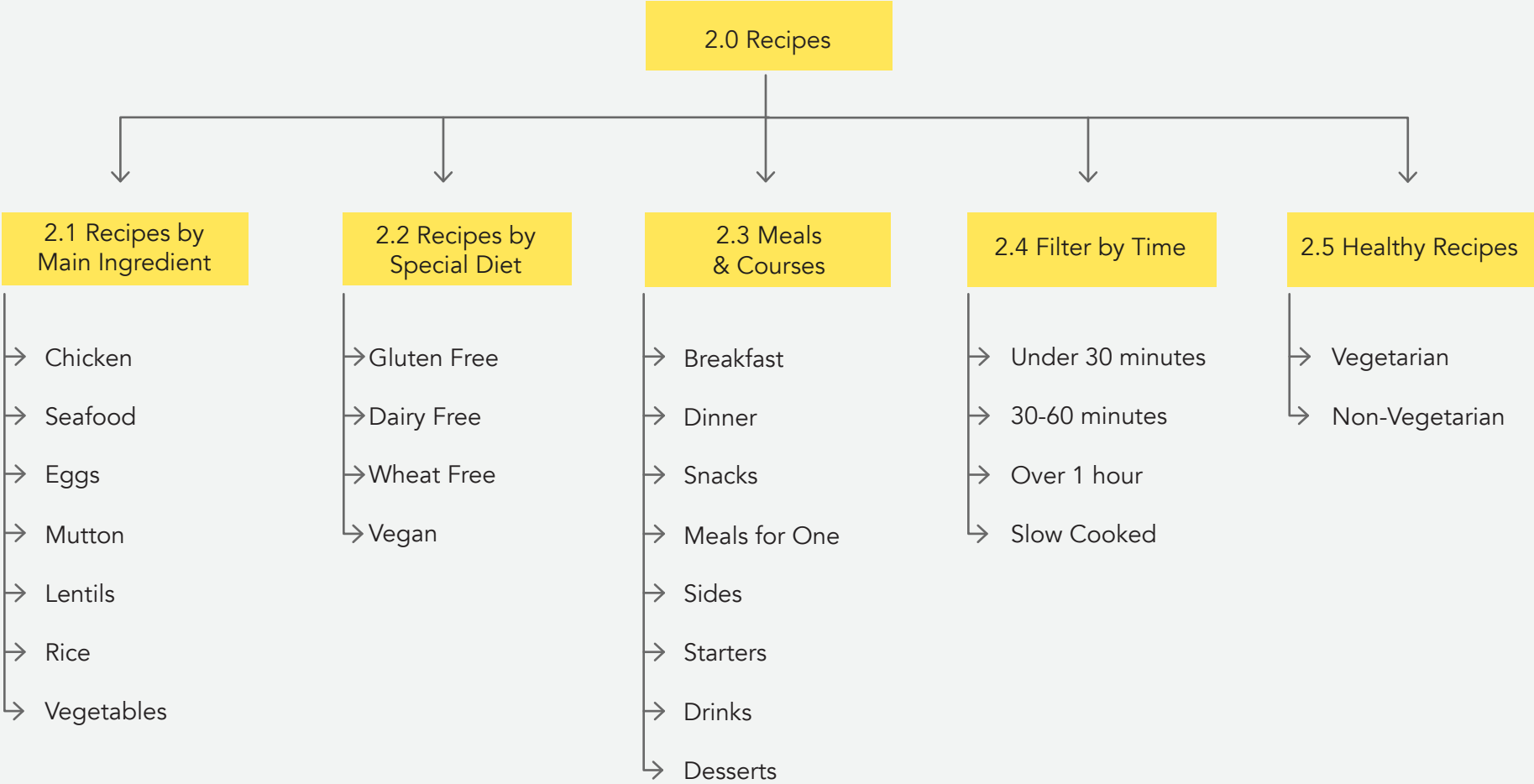
5 Main Pages
10 Sub Pages

Sitemap

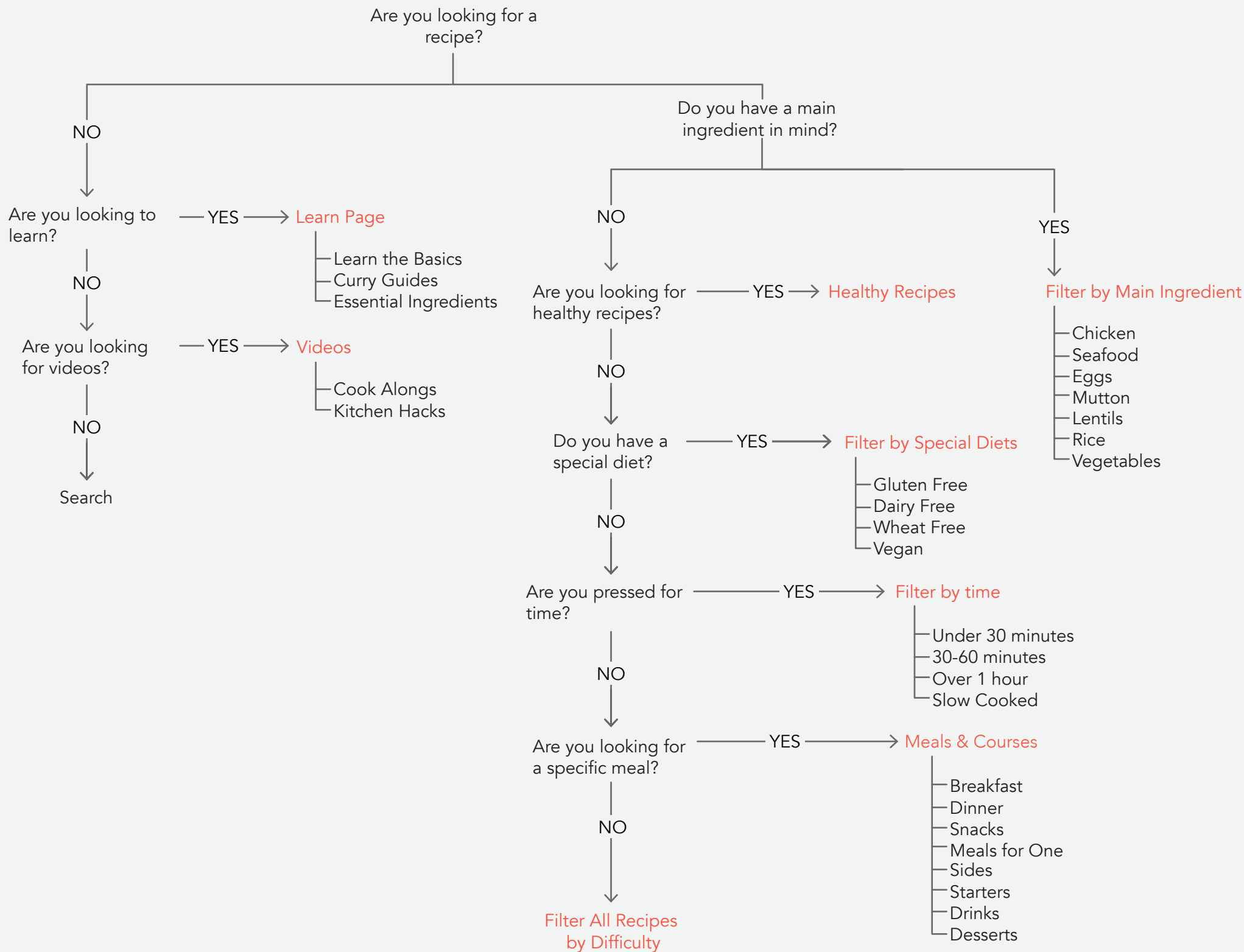
Main Pages



Filter Categories



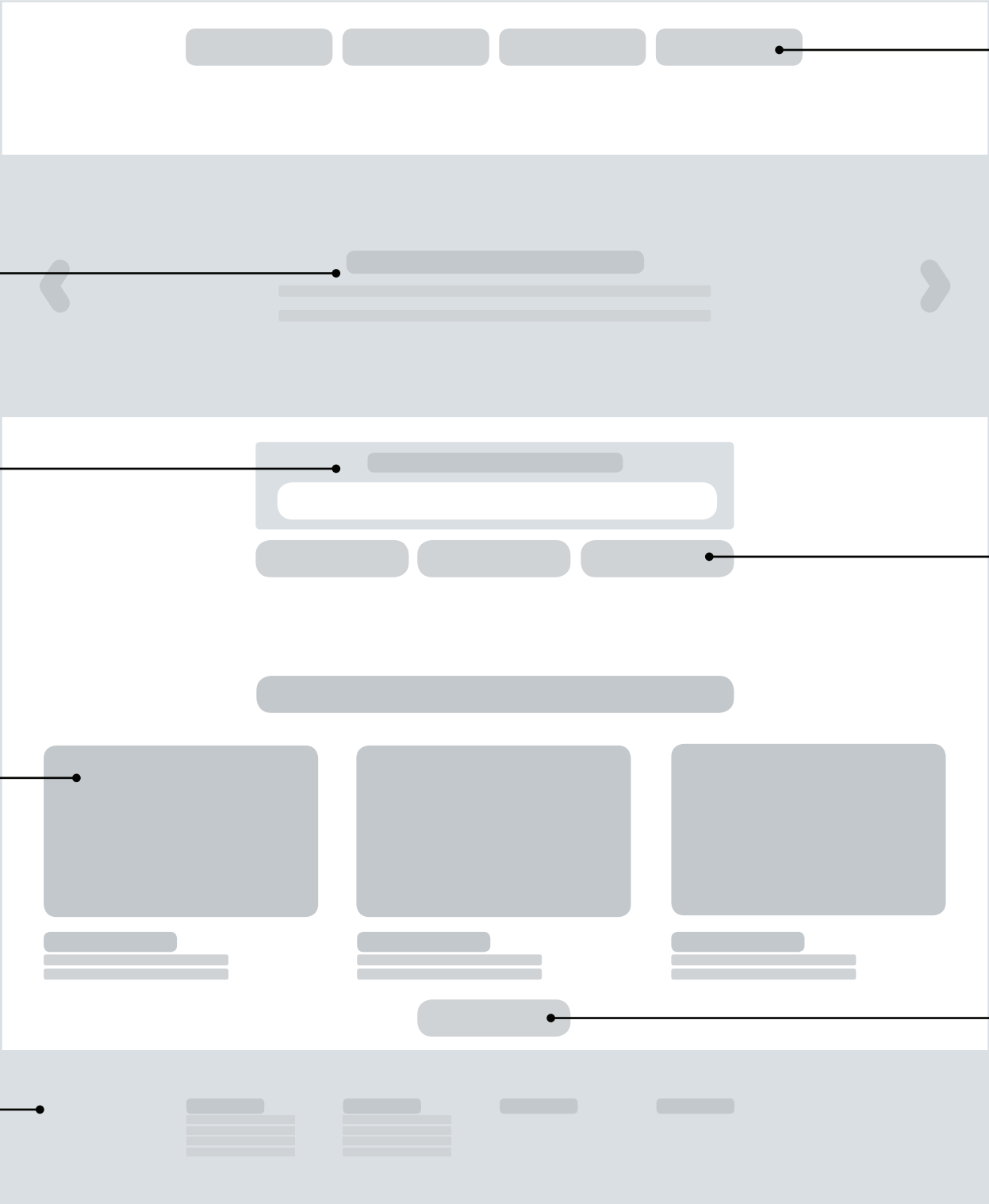
User Flowchart



- 1.0 Home Page
- 2.0 Recipe Page
 - 2.1 Recipes Filtered by Main Ingredients
- 3.0 Learning Page
 - 3.1 Essential Ingredients Page
- 4.0 Videos

Wireframes

1.0 Home Page



Header + Buttons
Stays persistant throughout

Title & description of
featured recipes

Search Box
"Find a Recipe For"

Link to recipe categories
Ingredient+Diet+Health

Featured Videos
Thumbnail+Title+Description

Link to video page

Footer
Stays Persistent Throughout

2.0 Recipe Main Page

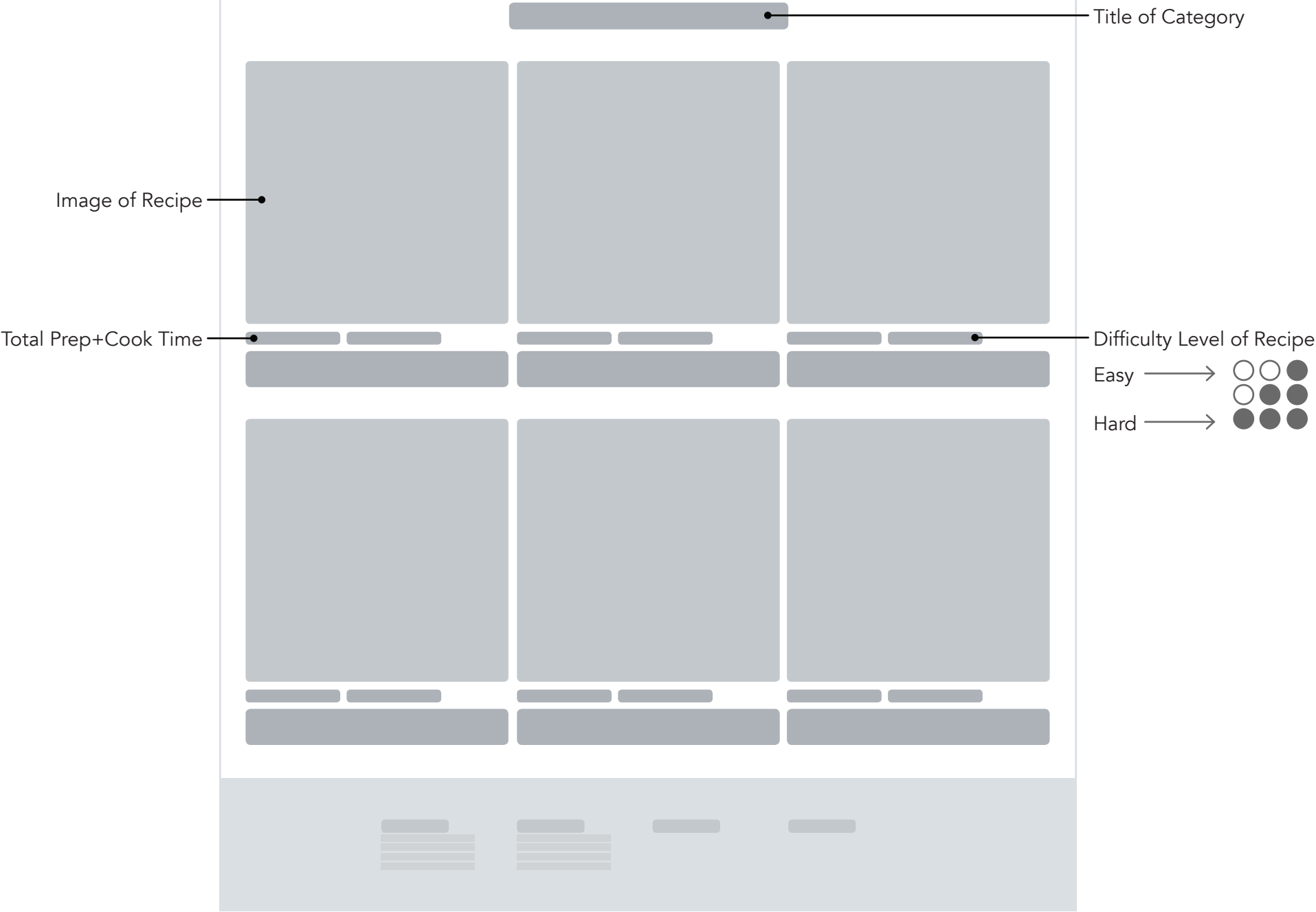
Title of Section
"Recipes"

Picture of Category Type

Style follows to sub-category
pages

- Title of Categories
- 2.1 By Main Ingredient
 - 2.2 By Special Diet
 - 2.3 Meals & Courses
 - 2.4 Filter by Time
 - 2.5 Healthy Recipes

2.1.1 Recipes



3.0 Learn

Title of Page

Introduction to Learning Page

Thumbnail & Title of Learning Pages

- 3.1 The Basics
- 3.2 Curry Guides
- 3.3 Essential Ingredients

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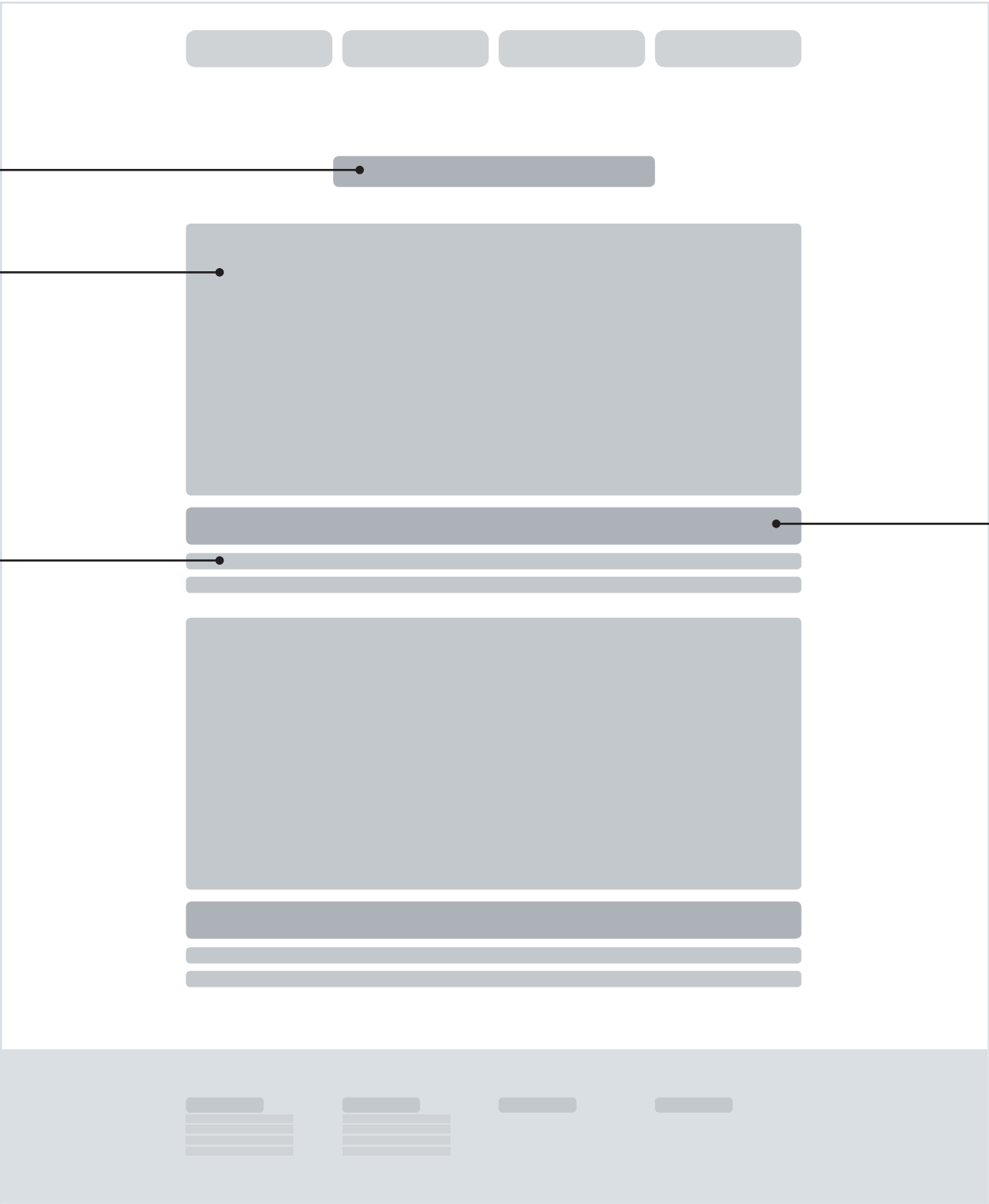
4.0 Videos

Title of Page

Thumbnail of Video

Description of Video

Title of Video



Personas x 3
Image Sources + License x 1
Alternate Flowcharts x 2
Wireframes x1
Sketchbook Pages x 6
Document Elements x 1

Process

Previous persona layouts 1



Age: 36

Status: Married + 1 kid

Profession: Magazine Editor

Cooking Comfort: 

Objectives

- Cook for family of 3
- Healthy food options

Wants

- Recipes for 2-3 people
- Recipes for snacks
-

Frustrations

Kalaina

Johnson



Age: 25

Status: Single

Profession: Student

Cooking Comfort: 

Objectives

- Look for recipes for not only himself
- Recipes to make for dinner party
- Entertains groups of 5

Wants

- Have a range in the type of foods
- Have a place on the website to discuss recipes with people

Frustrations

Simon

Steer



Age: 32

Status: Dating

Profession: Graduate Student

Cooking Comfort: 

Objectives

- Experience new foods
- Be able to make it all in the comfort of her own food

Wants

- Have a range in the type of foods
- Caters to her vegetarian lifestyle

Frustrations

- Not understanding names of specific ingredients
- No clear indication of how hard it would be to make a specific food item

Medha

Roy

Previous persona layouts 2

Simon Steer

AGE

30

WORK

Software Developer

STATUS

Single

COMFORT WITH COOKING

●●●

BACKGROUND

Es endebis ratum etur? Qui quis que ipsam et ad quisto delloreptae voluptisi restis re mod quiam, evelenimus etur ad quam iunt liciam, occulpa rchillatem

SCENARIO

Es endebis ratum etur? Qui quis que ipsam et ad quisto delloreptae voluptisi restis re mod quiam, evelenimus etur ad quam iunt liciam, occulpa rchillatem

OBJECTIVES/GOALS

Es endebis ratum etur? Qui quis que ipsam et ad quisto delloreptae voluptisi restis re mod quiam, evelenimus etur ad quam iunt liciam, occulpa rchillatem eum qui ium resedita id quatemp orest,

IDEAL FEATURES

Es endebis ratum etur? Qui quis que ipsam et ad quisto delloreptae voluptisi restis re mod quiam, evelenimus etur ad quam iunt liciam, occulpa rchillatem eum qui ium resedita id quatemp orest,

FRUSTRATIONS

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Kalaina Johnson

AGE

35

WORK

Realtor

STATUS

Married, 1 child

COMFORT WITH COOKING

○●●

BACKGROUND

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Medha Roy

AGE

27

WORK

Graduate Student

STATUS

Living with partner

COMFORT WITH COOKING

○○○

BACKGROUND

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Previous persona layouts 3



AGE 27

WORK Graduate Student

STATUS Living with partner

COMFORT WITH COOKING ○○○

OBJECTIVES/GOALS

Es endebis ratur etur? Qui quis que ipsam et ad quisto delloreptae voluptisi restis re mod quiam, evelenimus etur ad quam iunt liciam, occulpa rchillatem eum qui ium resedita id quatep orest,

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Previous persona layouts 3



AGE 30

WORK Software Developer

STATUS Single

COMFORT WITH COOKING ●●●

OBJECTIVES/GOALS

Es endebis ratum etur? Qui quis que ipsam et ad quisto delloreptae voluptisi restis re mod quiam, evelenimus etur ad quam iunt liciam, occulpa rchillatem eum qui ium resedita id quatep orest,

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Ana Lew

AGE 35

WORK Realtor

STATUS Married, 1 child

COMFORT WITH COOKING ○●●

OBJECTIVES/GOALS

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[Photo by Eric Froehling on Unsplash](#)



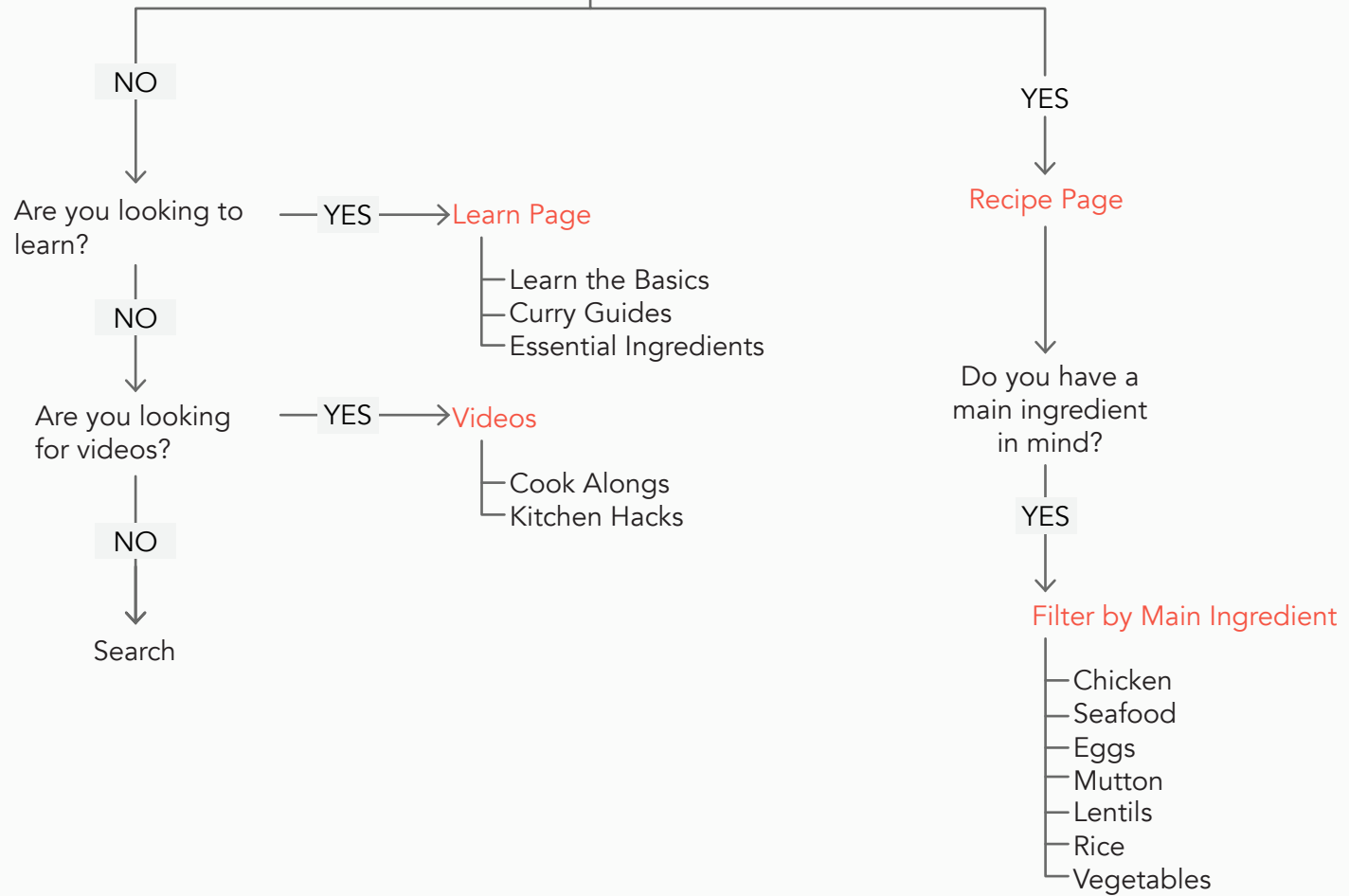
[Photo by Peter Hershey on Unsplash](#)



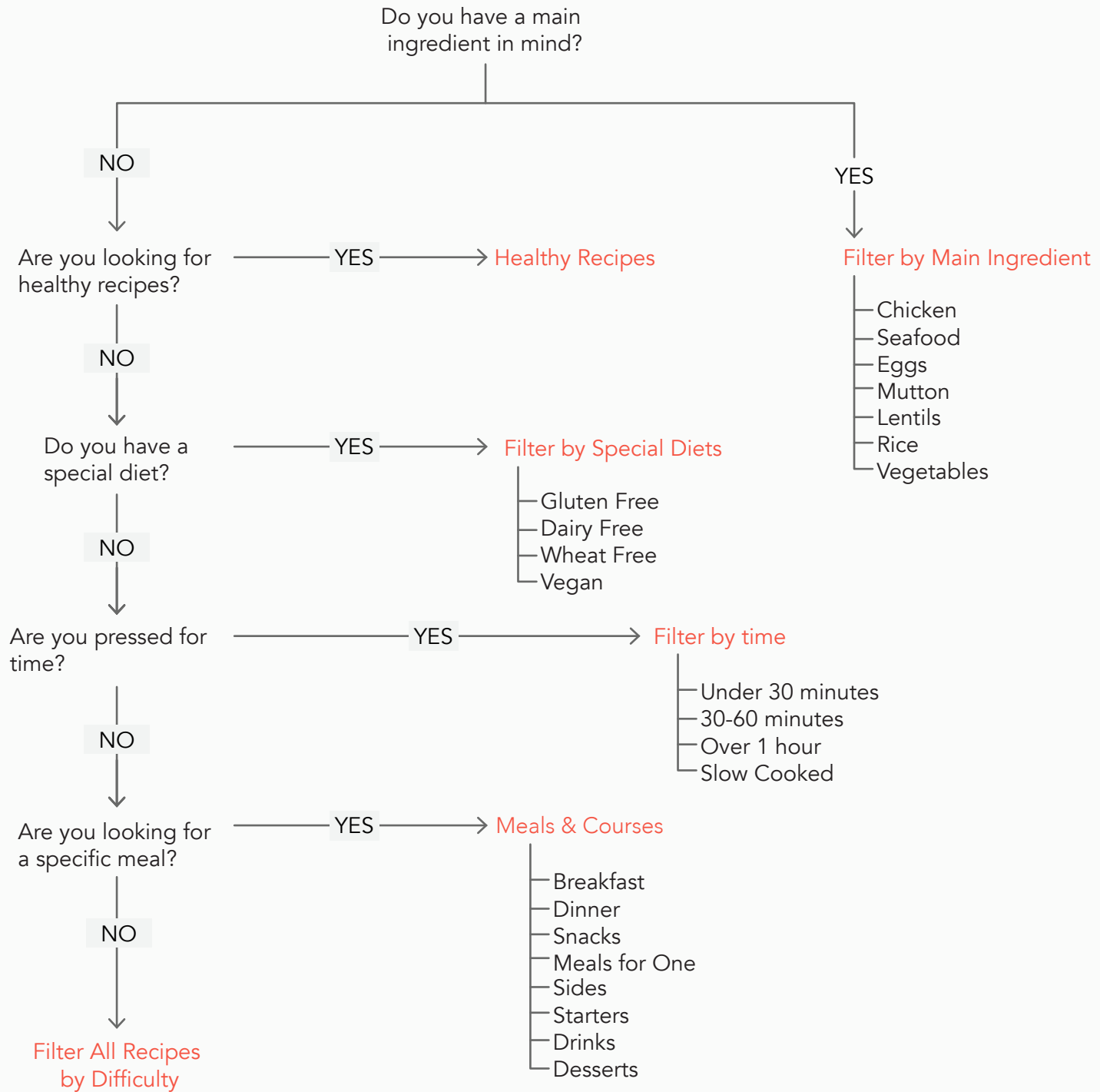
[Photo by Oscar Neira on Unsplash](#)

Are you looking for a recipe?

Alternate Flowchart 1

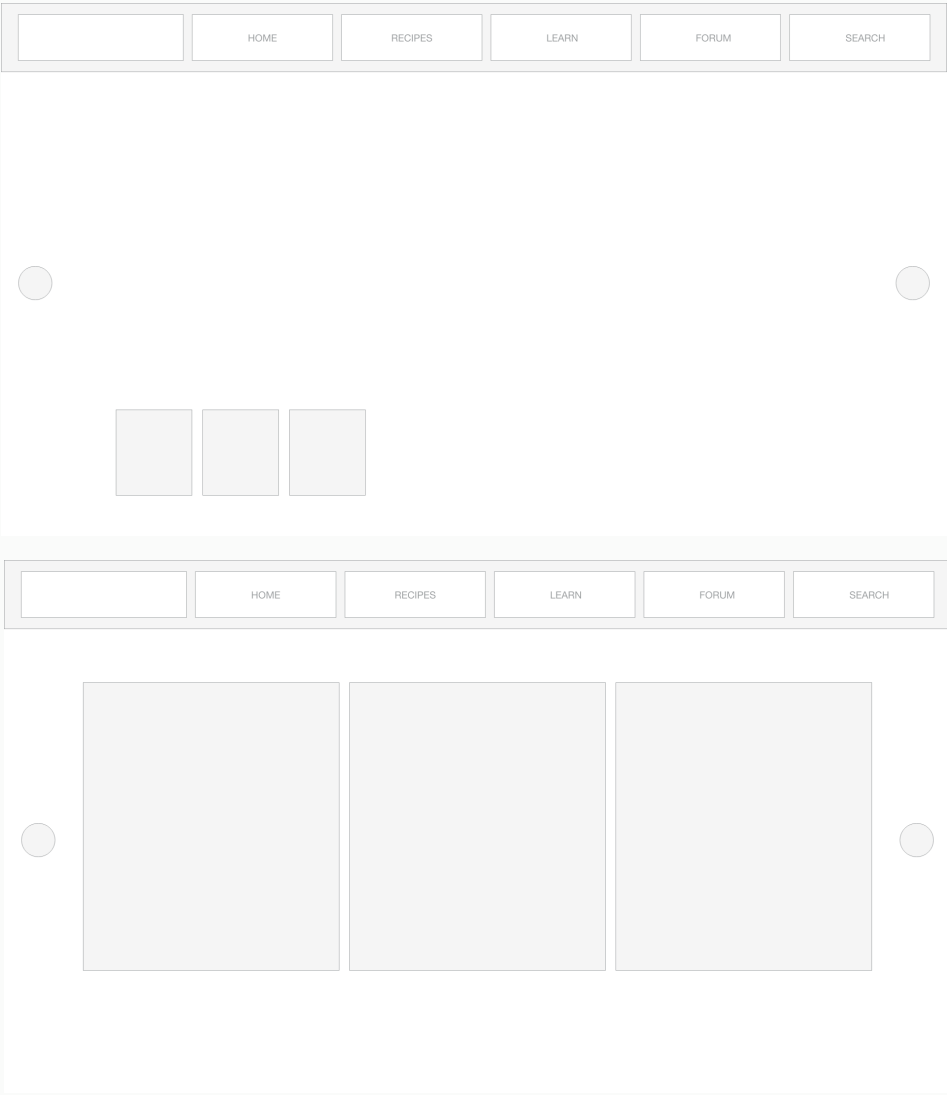
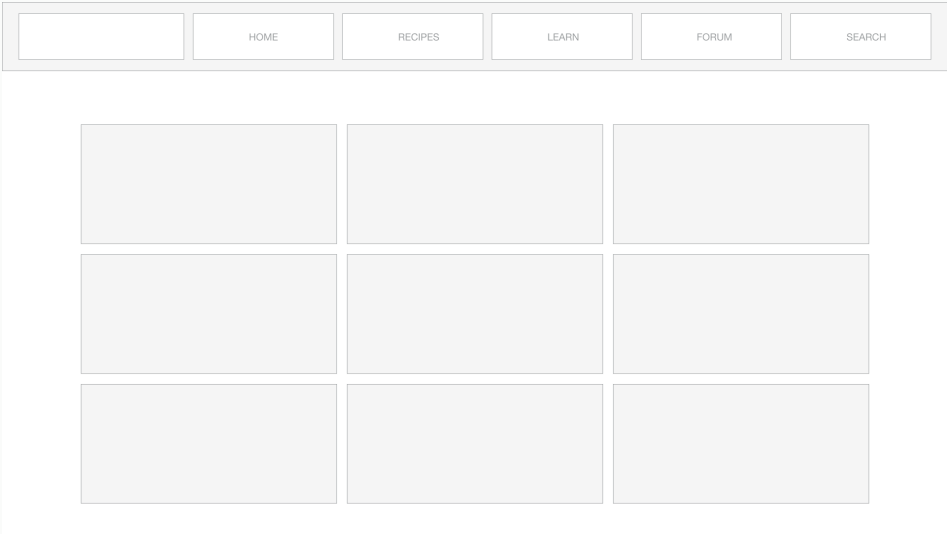


Alternate Flowchart 2



Previous Wireframe Mockups

- 2 x Landing Pages
- 1 x Recipe Gallery



Sketchbook Pages 1

Design Interface Project 1

Personas
Flowcharts
Site Map
Wireframes

Define your audience
Concept of look & feel
Page layout

Food

- Baking Website
 - ↳ Recipes
 - ↳ Tips
 - ↳ Gallery
 - ↳ Forum
 - ↳ Video
 - ↳ Store?
- Cafe Website (Red Eye Espresso?)
 - ↳ Home
 - ↳ Shop online
 - ↳ About
 - ↳ Menu
 - ↳ Locations

Transportation

- Trip planner
 - ↳ Plan Trip
 - ↳ Stop Finder
 - ↳ Schedules
 - ↳ Fares
 - ↳ Service Updates
 - ↳ Transit Lines
 - ↳ Search/Help
 - ↳ Legal Notice
 - ↳ About
 - ↳ Contact us
 - ↳ Accessibility

Fitness

- Healthy Eating Site
 - ↳ Recipes
 - ↳ Weight Loss
 - ↳ Special Diet
 - ↳ Meal Plans
 - ↳ Healthy Eating 101
 - ↳ Videos
 - ↳ About Us

Indian Cooking Site

- (Geared towards people living outside India)
- ↳ Recipe Recipestaxo [Simplified recipes with English names]
- ↳ Recipes [Difficulty rating on each? With Filter?]
- ↳ Articles
- ↳ Indian store search by location
- ↳ Vegetarian food
- ↳ Non vegetarian food
- ↳ Desserts
- ↳ Forum
- ↳ Appetizers

If our changing sitemaps between projects, submit new sitemap.

Indian cooking site

- Rate by difficulty of prep
- Simplify ingredients → Americanise some.
- Sections in recipe section
 - Apps / Main / Desserts / Drinks
 - Vegetarian / Non-Veg
 - Palao? Gluten Free?
 - w/ eggs / w/ chicken / w/ fish / pork
- Tips
 - Cater to people not living in India whether they're Indian or not
- Forum
 - May not have access to traditional ingredients
 - Always use English names for ingredients
 - Computer / Internet Savvy people.
- Articles

Sketchbook Pages 2

Personas.

Who needs/wants to use cooking sites

- i People who like cooking, willing to spend time
- ii People who want to try new things, but nothing too difficult
- iii People who want to try new foods, aren't too sure on cooking skills
- iv Students? Want/need food, no time, simple ingredients.

All genders

Ages 13+

North America (Canada), Australia, EU

Cooking at home - can have tiny kitchens, or large decked out ones

Cooking for 1, cooking for couples, for family (4-5), for groups (6+)

- 1) Personas
- 2) SiteMap
- 3) Flowcharts
- 4) Wireframe

→ How they might use the site map

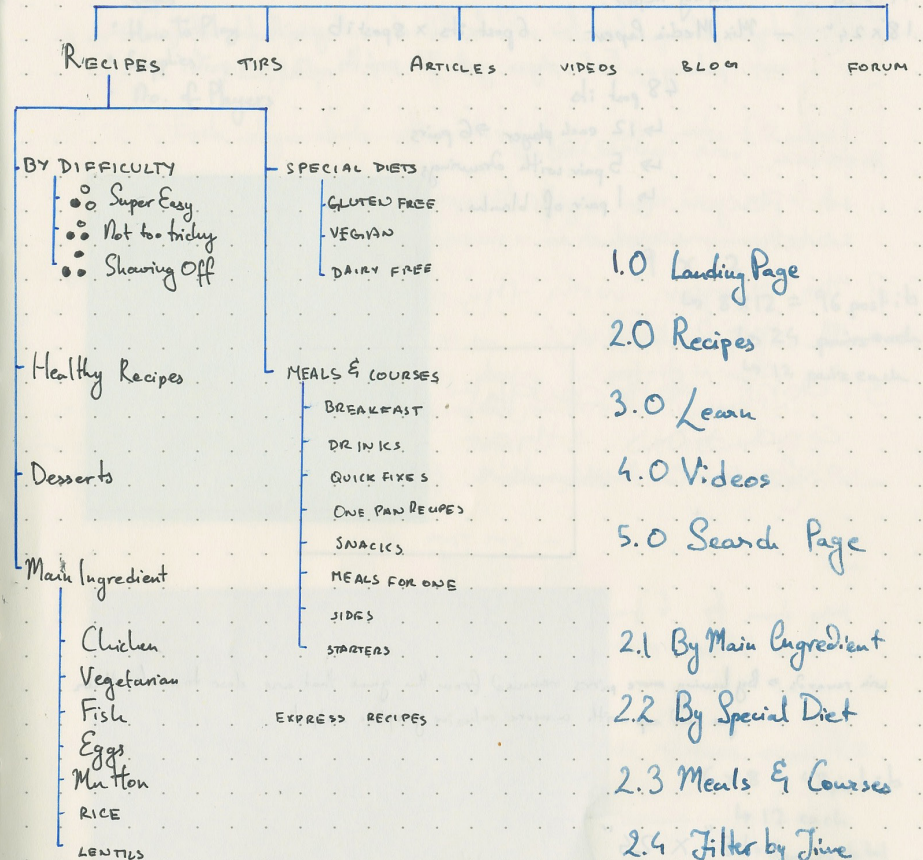
Learn Section :

- Bhuna
- Biryani
- Chicken Curry
- Dal
- Dopyaza
- Korma
- Jalfrezi
- Madras
- Malhani

- Store cupboard essentials
- Spices
- Fresh produce
- Meat, fish & poultry

- Chicken
- Fish
- Goat
- Lamb
- Mutton
- Pork
- Prawns

Home



1.0 Landing Page

2.0 Recipes

3.0 Learn

4.0 Videos

5.0 Search Page

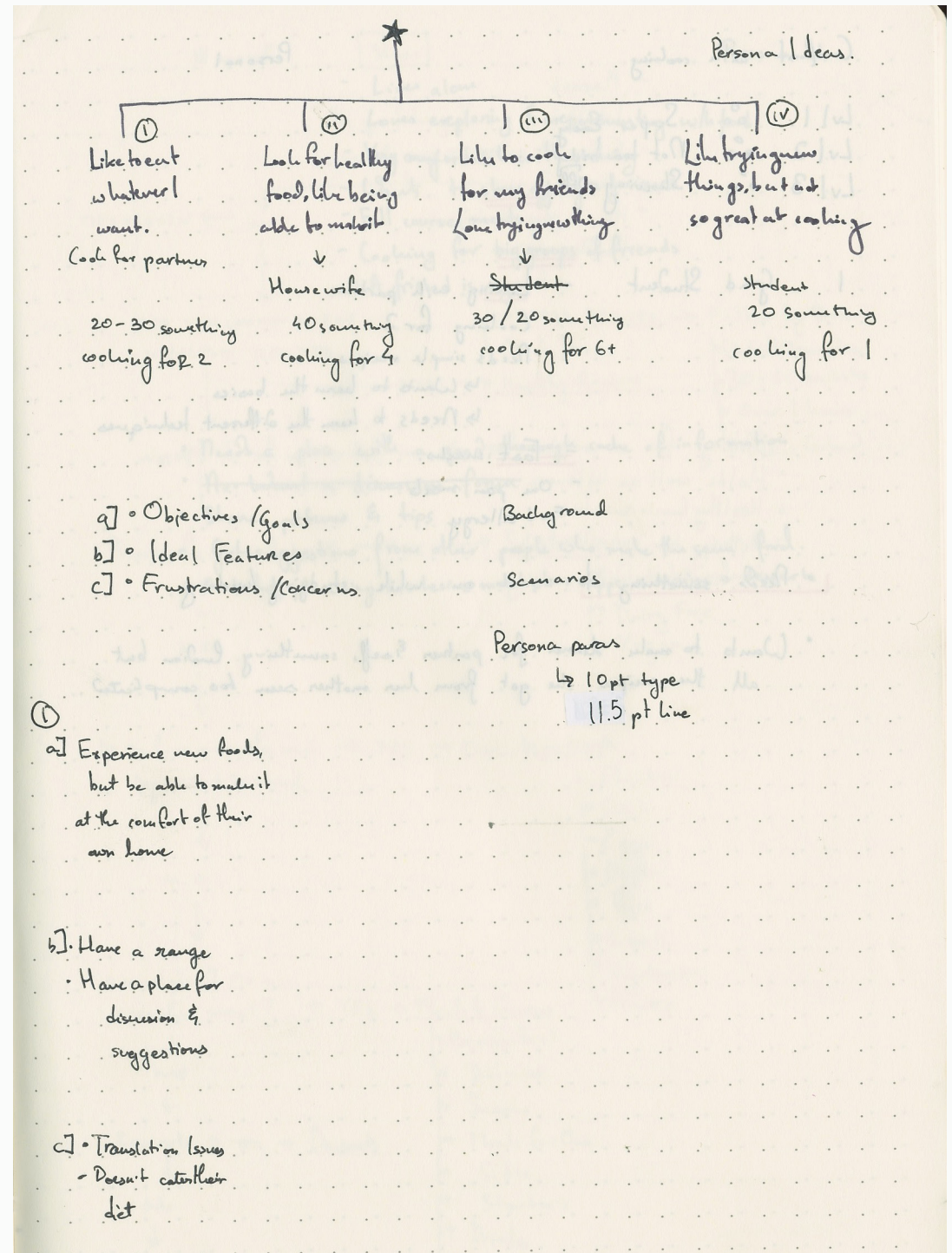
2.1 By Main Ingredient

2.2 By Special Diet

2.3 Meals & Courses

2.4 Filter by Time

2.5 Healthy Recipes



Sketchbook Pages 4

Comfort with cooking

Personal

- Lvl 1: Super Easy
 Lvl 2: Not too tricky
 Lvl 3: Showing off

1. Grad Student
- Living w/ partner
 - Cooking for 2
 - Needs simple recipes
 - ↳ Wants to learn the basics
 - ↳ Needs to learn the different techniques
 - Fast snacks
 - One pan meals
 - Food allergy
- Needs something to snack on while studying/working
 - Wants to make dinner for partner & self, something Indian but all the recipes she got from her mother seem too complicated

Persona II

- Lives alone
- Loves exploring & experimenting w/ food
- Very comfortable with cooking
- Wants to show off for friends
- Full course meals
- Cooking for big groups of friends
- A friend is vegan

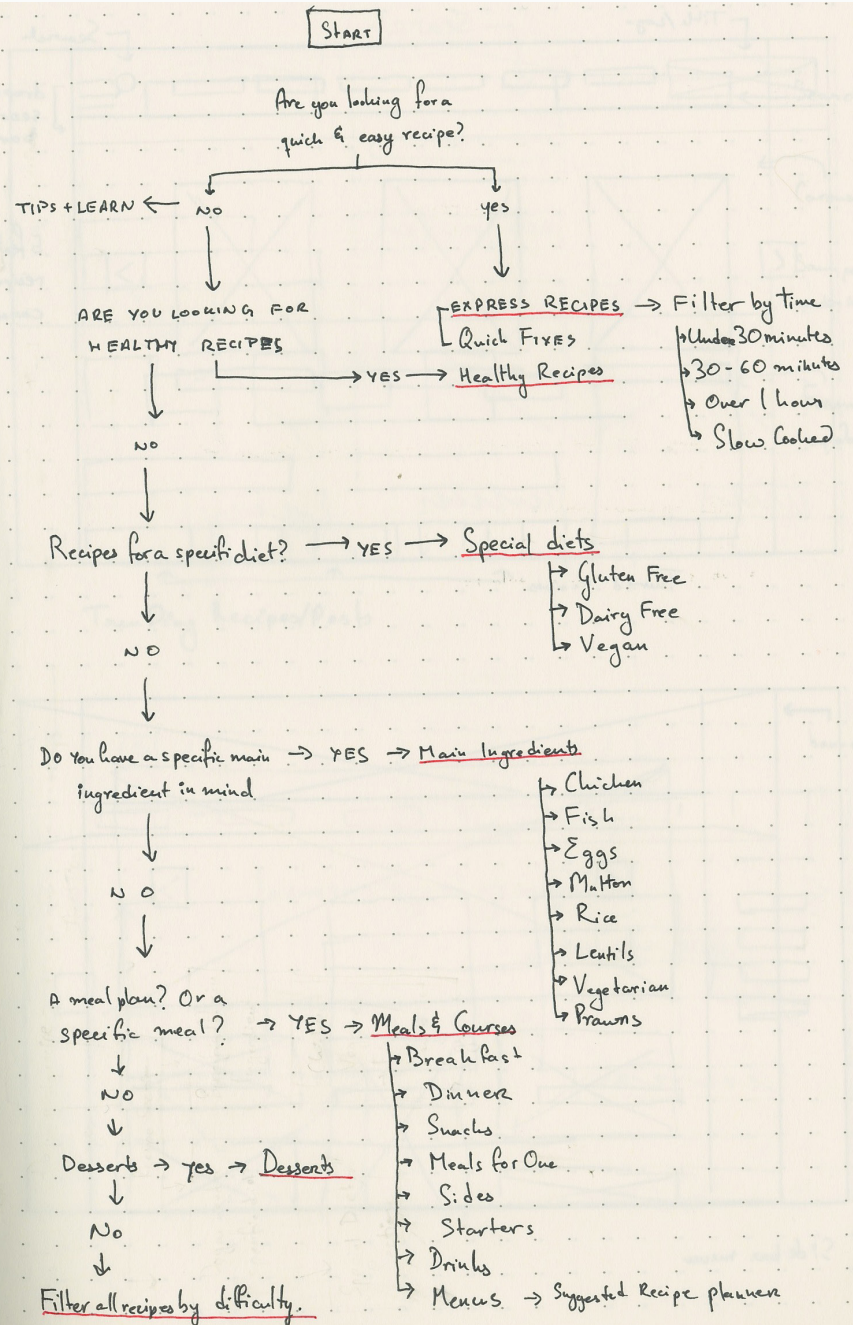
- Needs a place with a good, thorough cache of information
- ~~Need~~ want a discussion forum
- Share pictures & tips
- Get suggestions from other people who make the same food
- Needs help planning a cohesive meal plan apps → mains → desserts

Sketchbook Pages 5

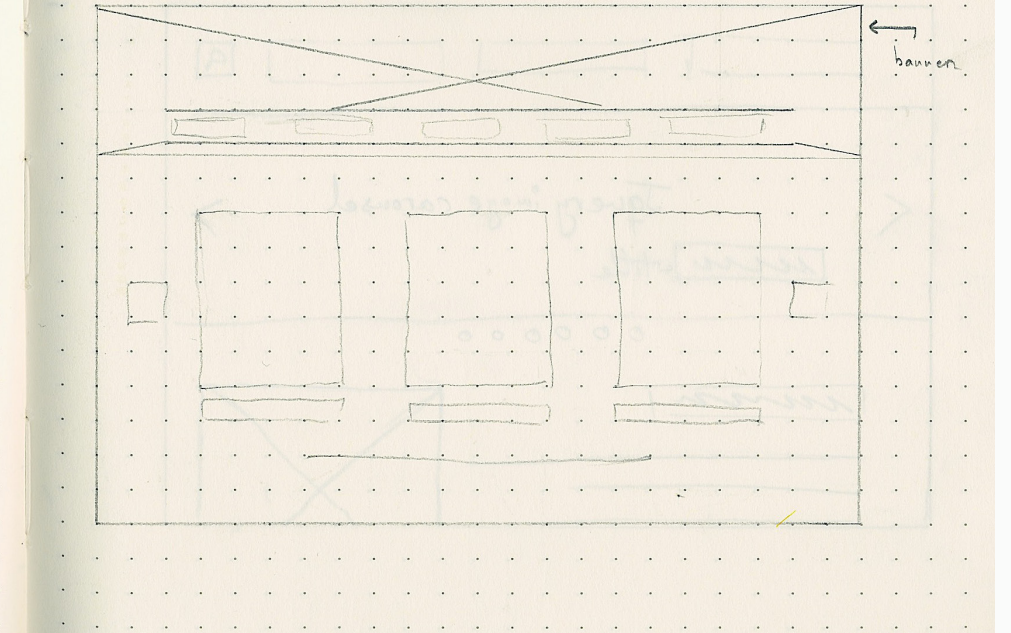
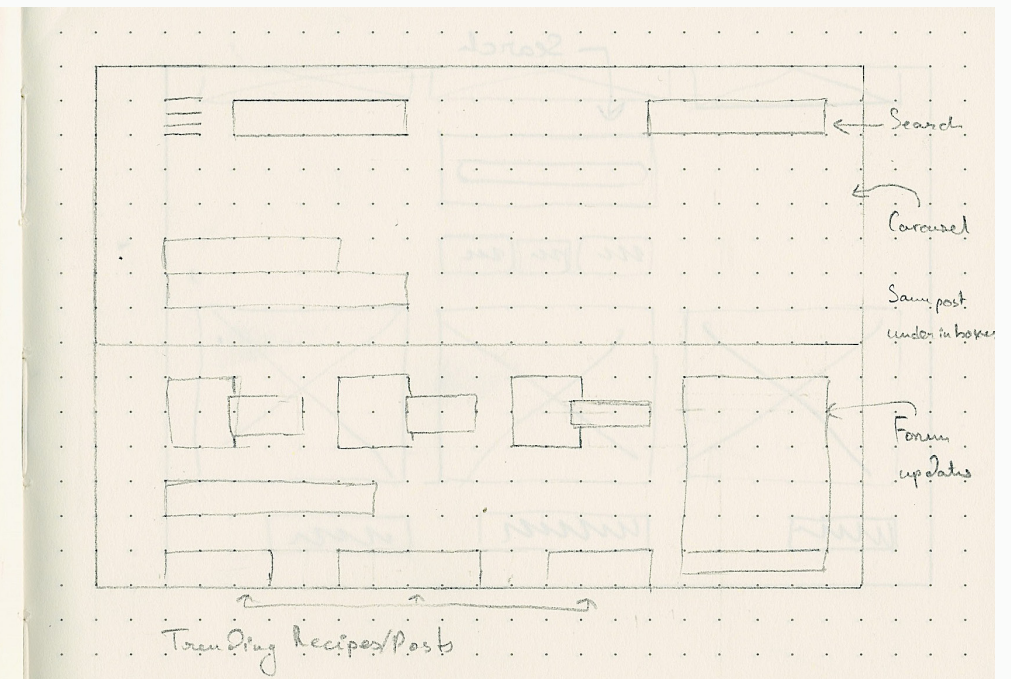
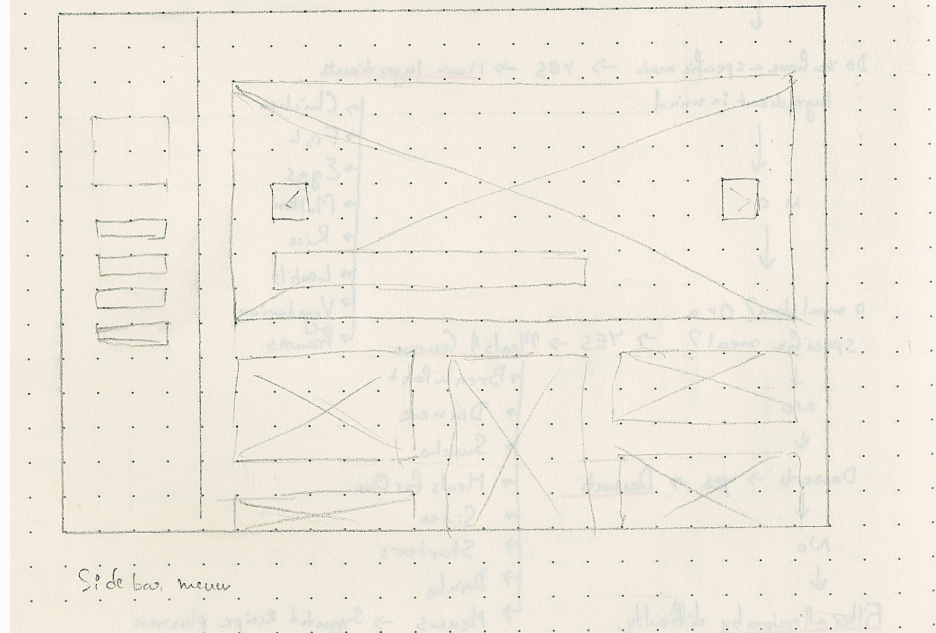
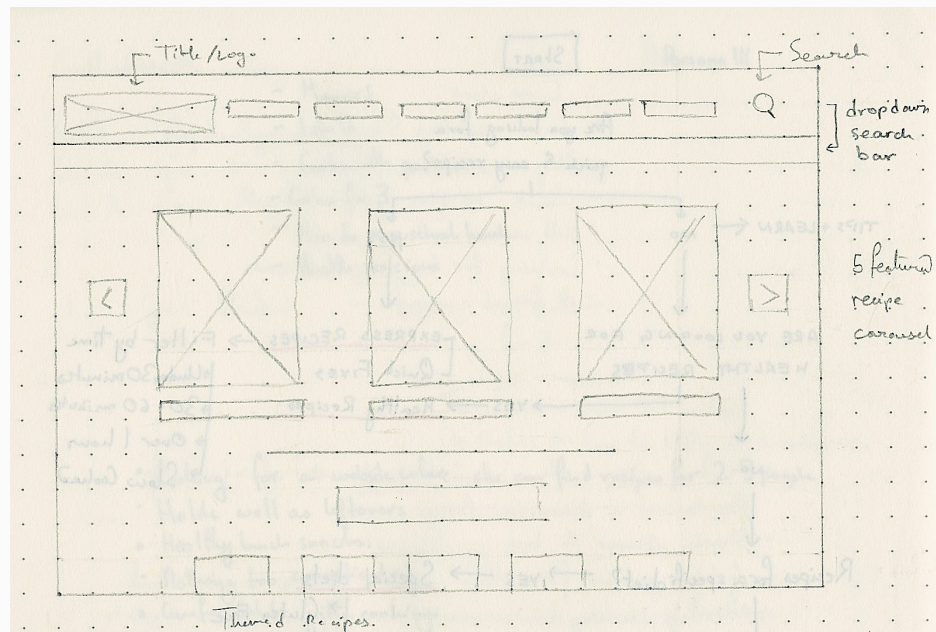
Persona III

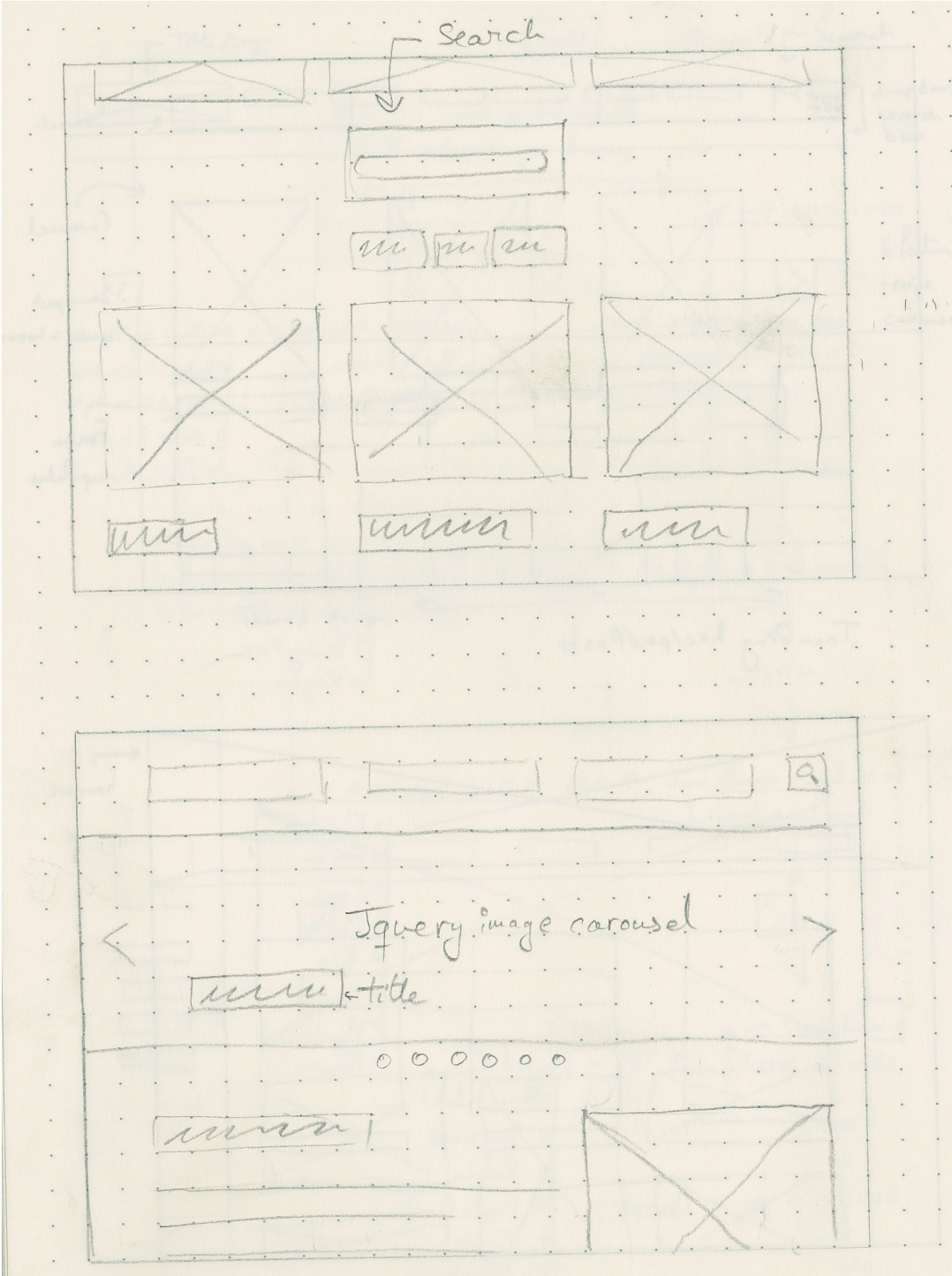
- Married
- 1 child
- Cooks with partner
- Cooks for 3
- Has to prep school lunch
- Health conscious

- Looking for a website where she can find recipes for 2-3 people.
- Holds well as leftovers
- Healthy lunch snacks.
- Nothing too complicated
- Comfortable with cooking



Sketchbook Pages 6





Document Elements

Fonts Used

Orkney

Bold 39 pt

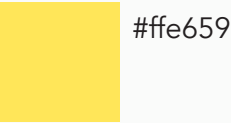
Avenir

Heavy 11 pt

Avenir

Book 11pt

Colours Used



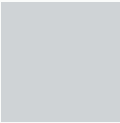
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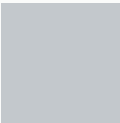
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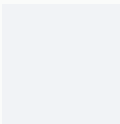
#0e4890



#d3d3d3



#808080



#f0f0f0



#000000