

chefkids: Healthy cooking is fun!

Creating a user experience for societal good

Case study by Peter Kapelyan

Project overview



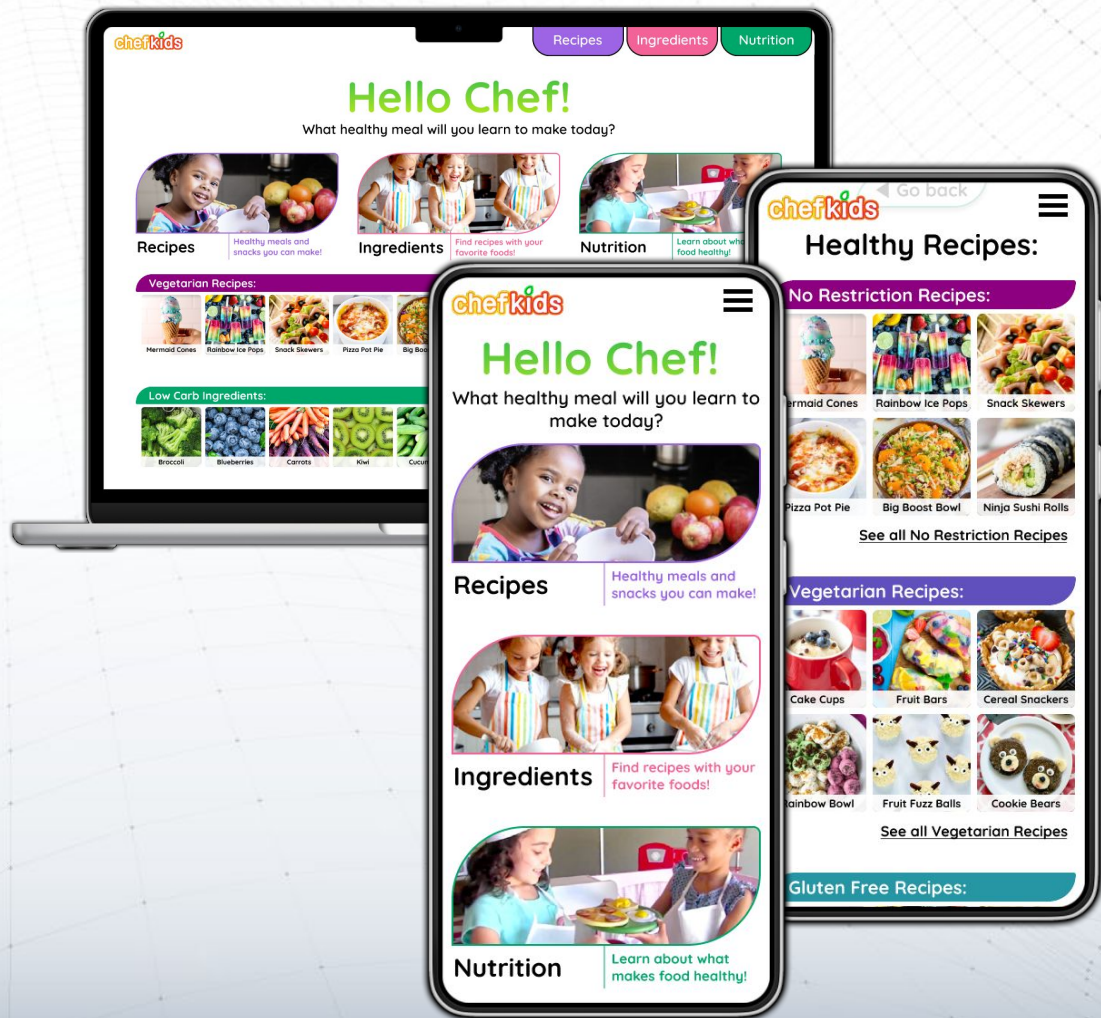
The product:

With the chefkids responsive website and mobile app, kids can show off that they can make healthy choices, and gain kudos from their parents and peers.



Project duration:

August - September 2023



Project overview



The problem:

Kids need healthy food options, nutritional information and recipes they can prepare themselves.



The goal:

Design an informational app to teach kids to be a budding chef, and show they can make good choices when it comes to nutrition.

Project overview



My role:

Lead UX designer from initial concept to final hi-fi prototype



Responsibilities:

Research, wireframing, prototyping, motion design, usability testing

Benefits considered

1 Promoting Lifelong Health:

Instill healthy habits early to reduce long-term health risks.

2 Nutritional Education:

Teach kids the "what" and "why" of healthy foods.

3 Improved Eating Habits:

Encourage healthier choices through cooking involvement.

4 Academic Performance:

Better nutrition can boost cognitive function.

5 Community Impact:

Extend healthy habits to schools and neighborhoods.

6 Healthy Snacking:

Guide wise snacking choices, distinguishing nutritious from less healthy options.

7 Cultural Understanding:

Explore diverse cuisines for cultural appreciation.

8 Life Skills:

Equip children with valuable cooking abilities.

Understanding the user

- User research
- Persona
- User journey map

User research: Pain points

1

Age

Because of dangers with fire, heat and sharp instruments, appliances and cleaning, younger children have troubles with many cooking tasks.

2

Knowledge

Younger users want to show off they are smart. Health facts can impress many people. However most recipes don't teach why, or how, they might be healthy.

3

Accessibility

Some recipes and online apps are not accessible, or do not consider those with visual or motor impairments.

4

Complexity

Most recipes sites are targeted towards adults, and might be too text heavy for a younger user to understand or complete.

User research: summary



After user interviews, research uncovered many adolescents 12 or younger did not know what were considered “healthy” foods, and even less sure about what made them healthy. A few mentioned that “vitamins” and “protein” made certain foods healthy, but for many it was a mystery.

The user research also uncovered that they were too young to make any of their favorite foods without adult supervision, but might be able to prepare certain meals that were considered “safe”, like sandwiches.

Persona: Quinn

Problem statement:

Quinn needs to discover and prepare new favorite dishes because they want to expand their culinary skills and be ready for having their own kitchen. However, they face challenges in finding accessible and user-friendly cooking resources.



Quinn

Age: 11

Education: In public school

Hometown: Jersey City, NJ

Family: Mom, Dad, 1 sister

Occupation: Student

"Sometimes, I pretend my toy oven is a real one. It's so much fun!"

Goals

- Wants to learn how to make different foods because they love cooking
- Take care of their younger sister and family

Frustrations

- Can't make their favorite foods because of fire danger.
- Parents don't have much time to supervise them in the kitchen

Quinn loves spending a lot of time with their sister and playing different games. One of their interests is watching the children's cooking competition shows. Although Quinn has a kids oven, and can prepare some foods, they dream of the day they are old enough to have their own kitchen, and maybe even be in a competition.

Persona: Jaren

Problem statement:

Jaren is a budding chef who needs to prepare healthy meals and snacks for his family, so he can prove to his parents that he can be trusted with more responsibilities.



Jaren

Age: 12

Education: In public school

Hometown: Jersey City, NJ

Family: Mom, Dad, 3 brothers

Occupation: Student

“You’re looking at the future star of the foodie universe!”

Goals

- Wants to show parents he is responsible and can make healthy food
- Become a celebrity chef and own a restaurant chain

Frustrations

- Not being able to cook/operate kitchen appliances due to age
- Want parents to cut him some slack and see he can be a chef

When Jaren isn't playing video games online or with his brothers, he's always ready to prepare something tasty to eat. He loves to show off his gastronomical prowess any chance he can. His latest passion is studying different vegetables, recipes and healthy options that provide vitamins, energy and focus.

User journey map

A user journey map revealed several ways the **chefkids** site and app can teach younger users about healthy food choices, and ultimately provide societal good.

Persona: Jaren

User journey map by Peter Kapelyan for **chefkids**

Goal: Prepare a meal for a few people in his family at home

ACTION	Research recipes	Go to food store	Prepare Ingredients	Cook Meal	Enjoy Meal
TASK LIST	A. Use a search engine or find recipe app B. Spend time finding something healthy C. Write down or print recipe	A. Acquire money to purchase ingredients B. Ask a parent or elder to supervise him and spend time at the store	A. Ask elders to use sharp knives to cut ingredients B. Convince/ask elders to use messy appliances like blenders, ovens	A. Convince/ask elders to use oven or stovetop B. Ask elders to open or close oven, mix food over a flame C. Ask elders to carry large/heavy/hot things	A. Prepare the table with eating utensils B. Present the meal C. Explain the recipe and what they learned about the healthy choices
EMOTIONS	Confused about specifics of what makes up a healthy meal. Excited to learn something new.	Anxious and excited to get started and manage the tasks, collect ingredients. Worried about convincing others on their recipe choice.	Frustrated that they are not "old enough" to use knives machines because of making a mess, thus making them less effective as the chef.	Feeling upset that they are not the one really preparing the food and having elders be annoyed. Feeling nervous but hopeful.	Overjoyed to show the result of the hard work. Feeling successful how they can put their own spin on the recipe.
IMPROVEMENT OPPORTUNITIES	Clear indications and information in recipe/app about what is considered healthy, and why.	Provide recipes with common household ingredients or don't require purchasing expensive items.	Provide recipes that don't require sharp instruments, or make a huge mess.	Provide recipes that require minimal use of fire, and use vessels that are easy to handle.	Provide options for presentation of the plates. Provide information of why the meal is healthy.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

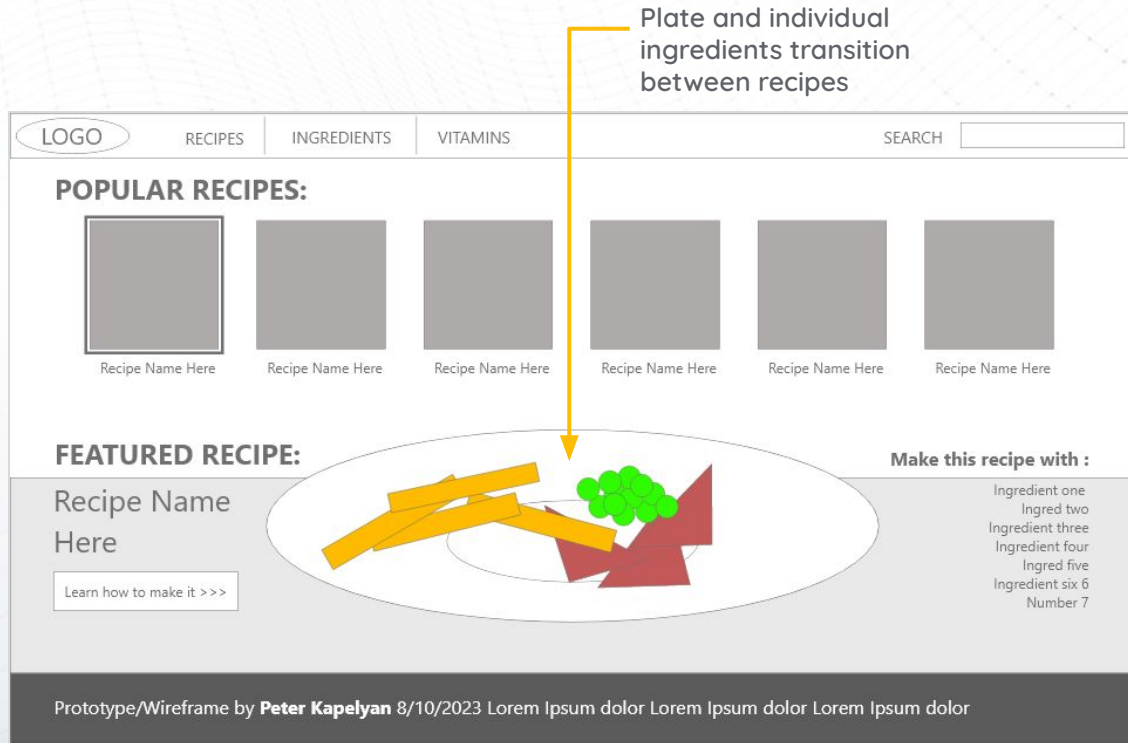
With a focus on the users goals, several paper wireframe visualizations helped decide on a simple layout for the homepage, as well as all of the other pages needed.



Digital wireframes

I made the desktop version digital wireframes in **Adobe XD**, instead of **Figma**.

I envisioned the plate and ingredients to transition/swap out in between the screens, and **XD** was great for creating this kind of animation.

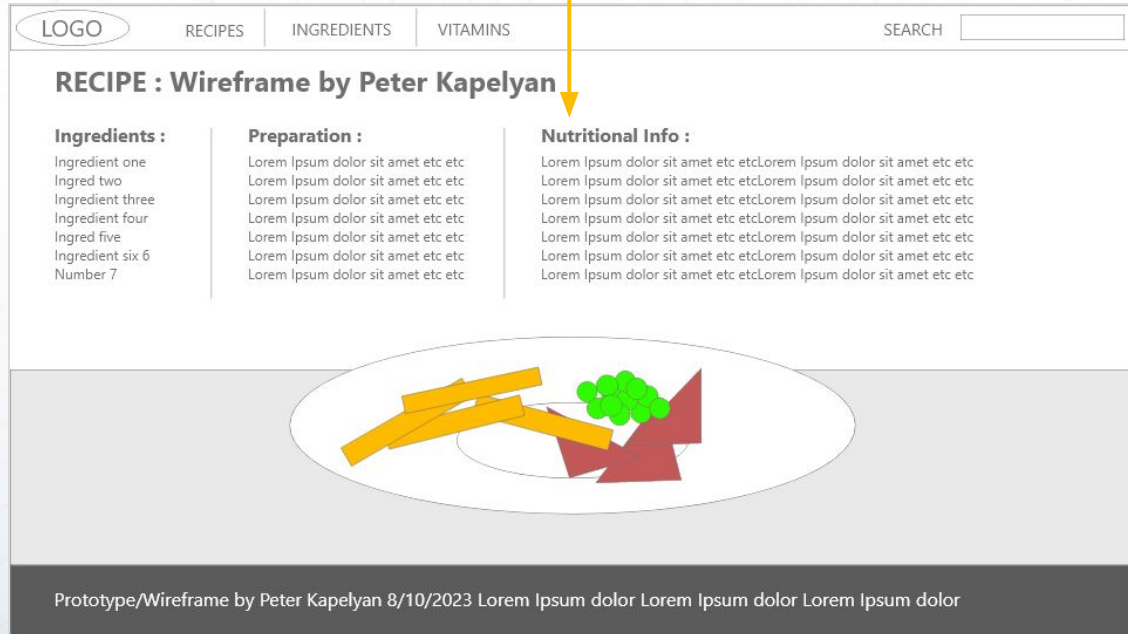


Digital wireframes

The recipe page should have a lot of information, such as data on the nutrition and what makes each meal/snack healthy.

However, it has to be kept simple so that a child can follow along as the chef.

Nutritional info such as calories, vitamins etc

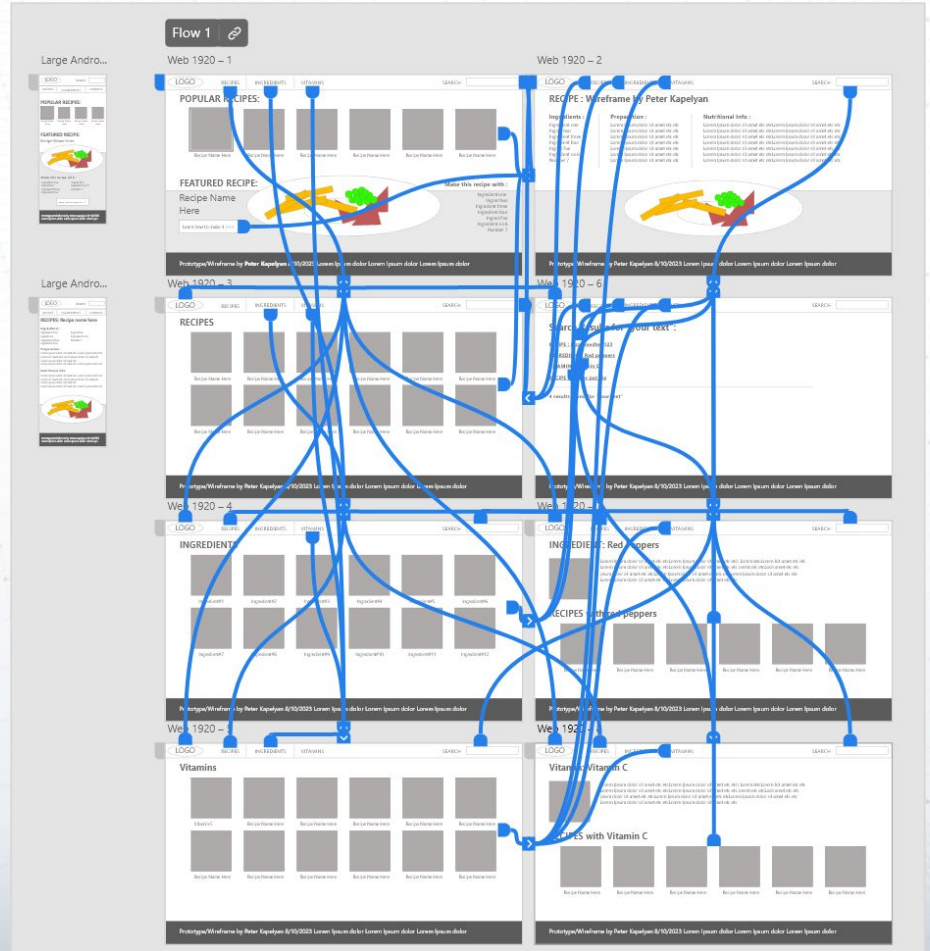


Low-fidelity prototype

I created this **Adobe XD** low-fidelity prototype by adding interactivity to the chefkids digital wireframes.

This interactive **chefkids** prototype allowed me to continue with more user research and usability testing. Is the website fun and easy to use, and how can the **chefkids** UX be improved?

Here is the link to test the **Adobe XD** interactive [chefkids lo-fi Prototype](#)



Usability study: findings

Usability study **Round 1** with a hifi desktop resolution prototype revealed that it was messy and chaotic. Although it followed the wireframe layout, there was too much going on. I started from scratch, sketched new wireframes and targeted mobile devices first.

Usability study **Round 2** passed most research goals, removing almost every problem from **Round 1**.

Round 1 findings

- 1 Still not kid-friendly enough
- 2 Recipe too hard to follow
- 3 Navigation/pages too confusing

Round 2 findings

- 1 Make the text bigger for icons
- 2 Make the recipes more fun
- 3 Consider other dietary restrictions

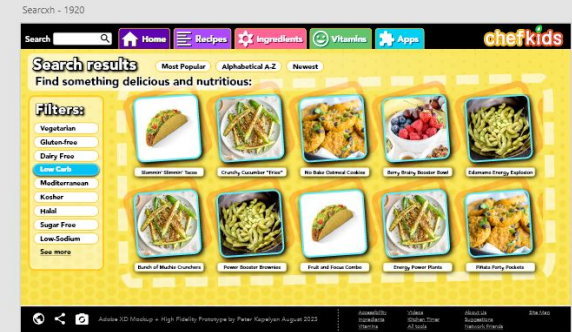
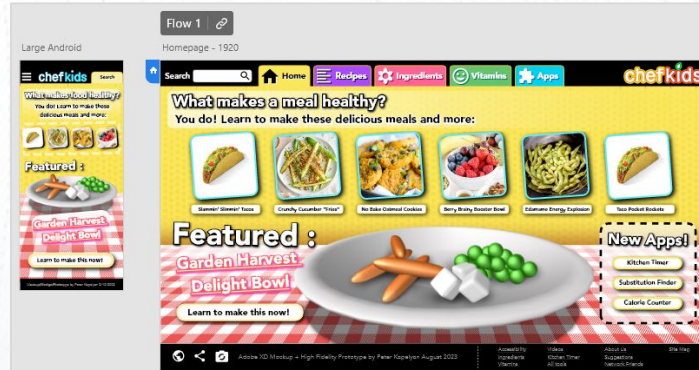
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

High-fidelity Adobe XD Mockup and prototype (v1)

I created this mockup and [high-fidelity chefkids Prototype](#) in Adobe XD and conducted a usability test.

I wanted to see how quickly and easily I could create a high fidelity prototype with a wide variety of elements and animation in Adobe XD compared to Figma.



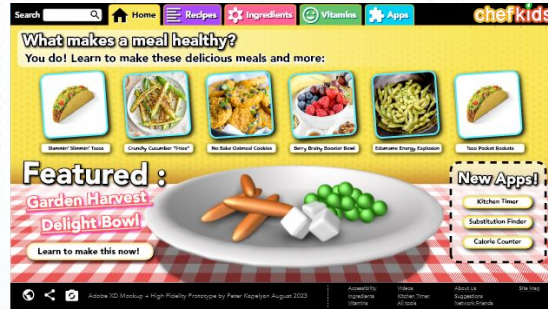
Mockups

The usability study uncovered the initial design was too busy/messy. To resolve this, I simplified everything.

The recipe was hard to follow, so I improved on this as well.

These two pages helped me shed some light on a better layout for the remainder of the pages needed for the app.

Before usability study 1



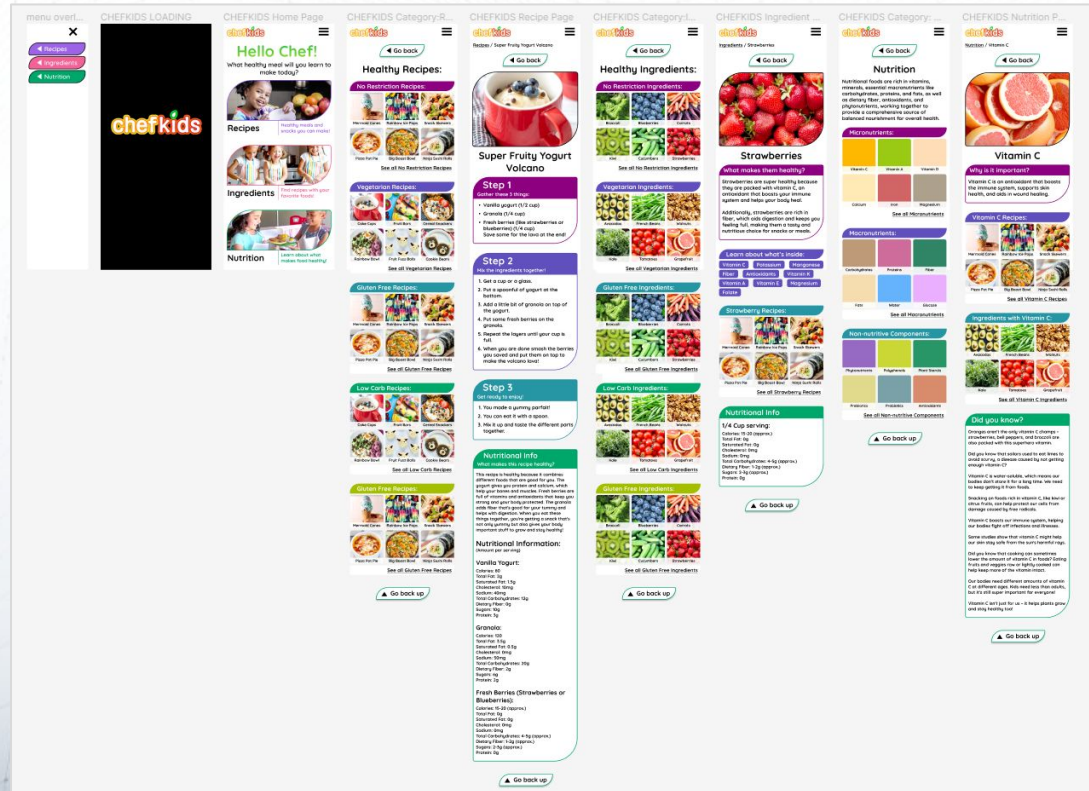
After usability study 1



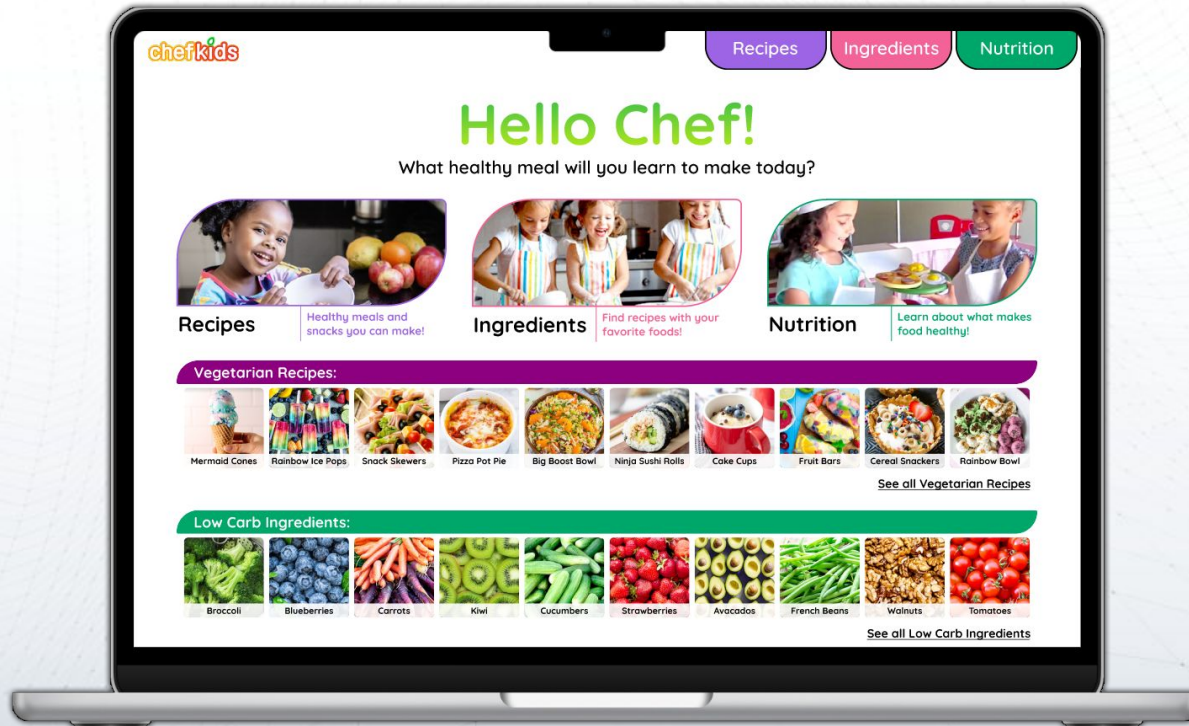
High-fidelity Figma Mockup and prototype (v2)

After using Adobe XD, I created this mobile [high-fidelity chefkids Prototype](#) in Figma and conducted a usability test.

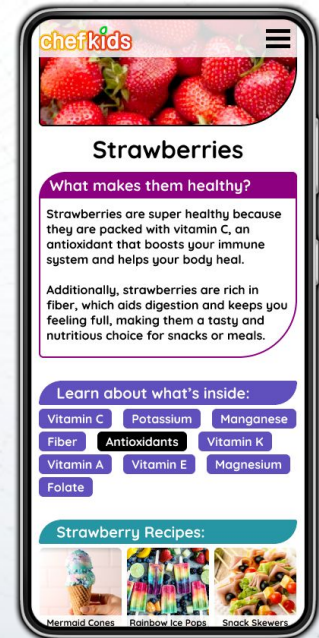
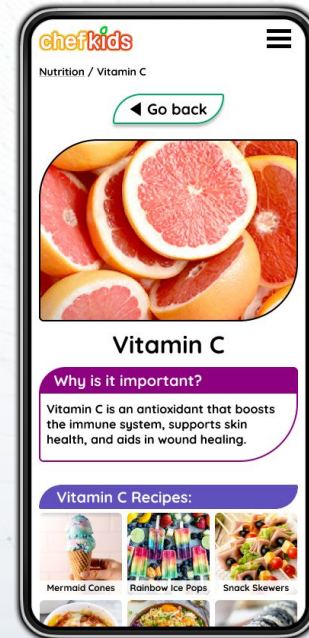
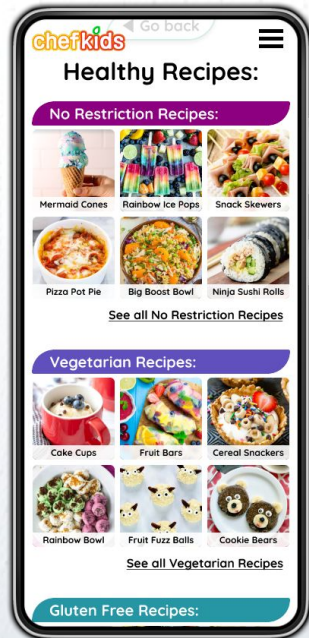
I feel I can work faster, and find more useful features in Figma compared to Adobe XD. This also leads me to feeling more creative, and getting into a “flow” easier.



Mockups: Responsive Website



Mockups: Mobile App



High-fidelity prototype

Here is the link to test the Figma [high-fidelity chefkids Prototype](#)



Accessibility considerations

1

Used larger sized text to make reading of the mobile text easier.

2

Conduct more user research to improve accessibility in any and all areas applicable.

3

Use alternative text on images, high quality photos, and visual elements to help users discern elements on the screen easier.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

All of the users that have tested **chefkids** think it can be an extremely useful tool if developed and functional.



What I learned:

Designing multiple hi-fi mockups to find a unique or “fun” theme/look can result in a more engaging app.

I feel honored working on projects that may impact or help towards societal good. I also thoroughly enjoy coming up with creative solutions, colorful visuals, and creating designs that would help users feel better, and might be used every day to make lives better.

Next steps

1

I would like to conduct research on a more diverse set of users that may have overlooked, specifically those with disabilities and challenges, and children younger than 11.

2

This app gave me a lot of ideas and directions to turn this into a more interesting app. For instance, having an interactive chef character could make it more fun and engaging.

3

Because of my own passion for food and teaching, and this being an app I would like to improve more, I will continue to enhance and test the design to make it more accessible.

Thank you for checking this out!



I really appreciate you reviewing this case study on the myuxcv.com website!

Sincerely,
Peter Kapelyan,
myuxcv@gmail.com