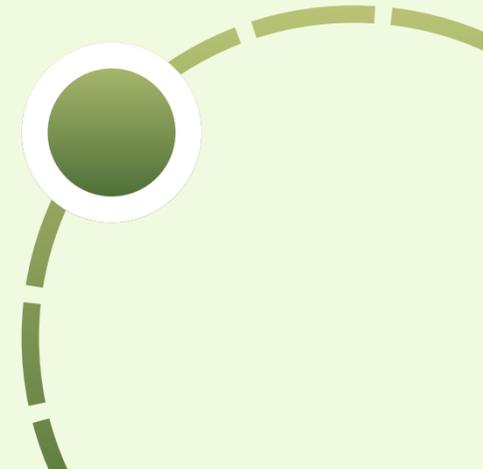


COOKLY

Presentation By

Shrujat Gaikwad





Project overview



01

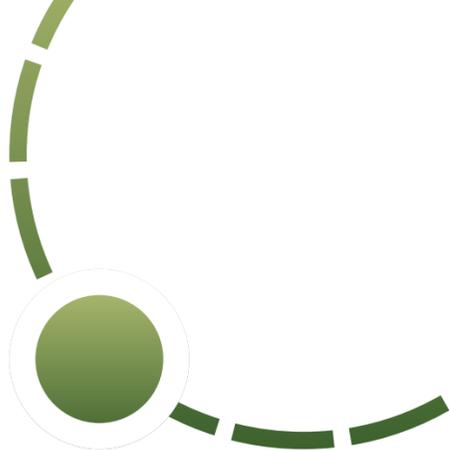
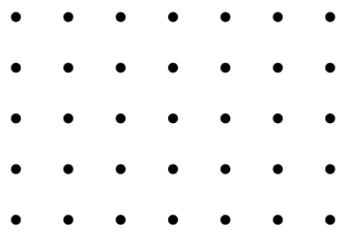
The product

A cooking and meal-planning platform that helps young adults easily learn healthy cooking through step-by-step recipes, videos, personalized meal plans, and smart grocery lists. Gamified features like streaks and badges keep users motivated while building confidence and long-term healthy habits.

02

Project duration:

May 2025 to July 2025





Project overview



01

The product

Young adults often struggle to cook healthy meals due to limited time, lack of skills, and confusion around nutrition, leading them to rely heavily on takeout or processed foods.

02

Project duration:

Design a simple, engaging, and motivating platform that helps them learn cooking, plan meals, and build healthy habits through step-by-step recipes, smart tools, and gamification.

03

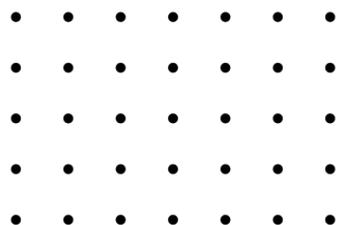
My role

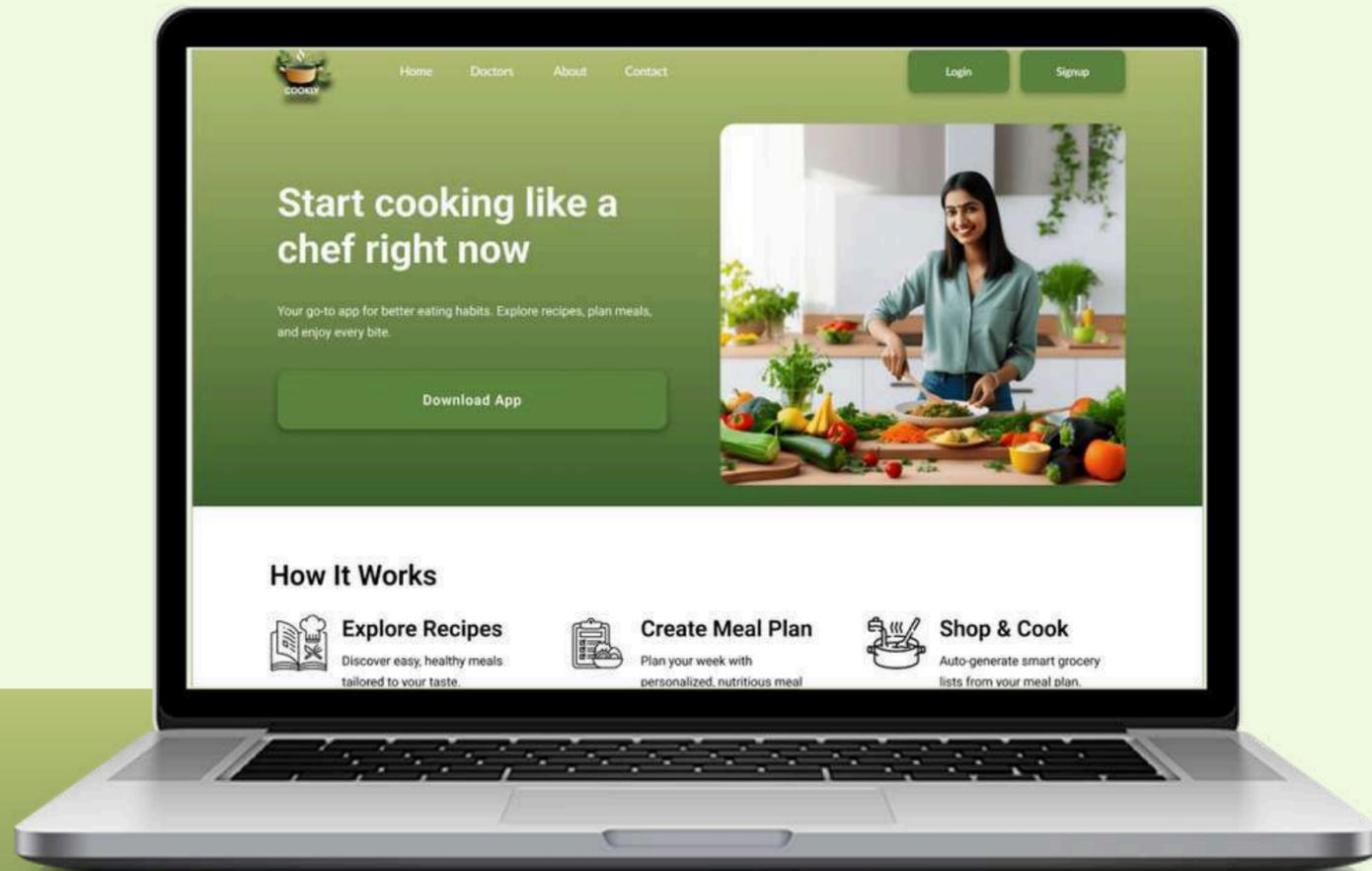
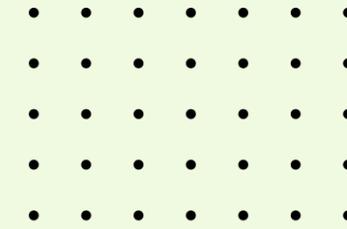
Lead UX designer, UX researcher

04

Responsibilities

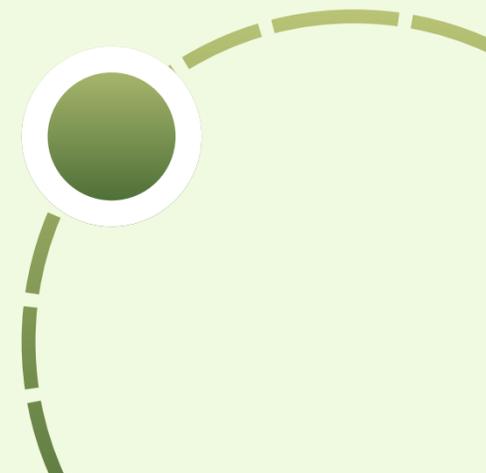
User research, wireframing, prototyping, Product Design, App Design, UI/UX

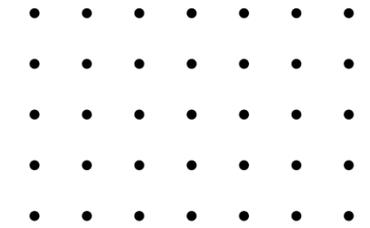




Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

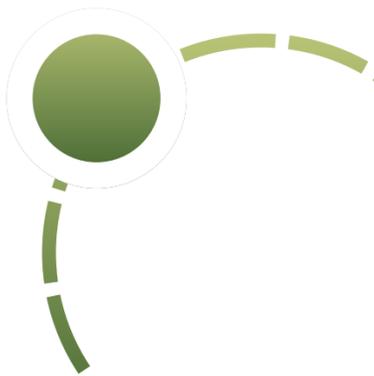




User Research

Summary

Research showed that young adults struggle with time, confidence, and clarity around healthy cooking, often relying on takeout. They want quick, simple recipes, meal planning support, and clear nutrition info. Motivation improves when features like streaks, badges, and community support are included, guiding the product design toward convenience, learning, and engagement.





User research

Pain Points

01

Pain point

Lack of Time – Busy schedules make it hard to cook regularly.

02

Pain point

Low Cooking Confidence – Many feel unsure about techniques and recipes.

03

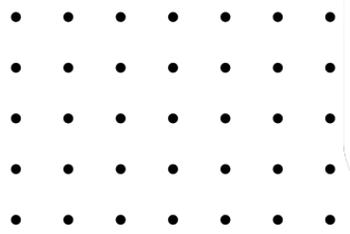
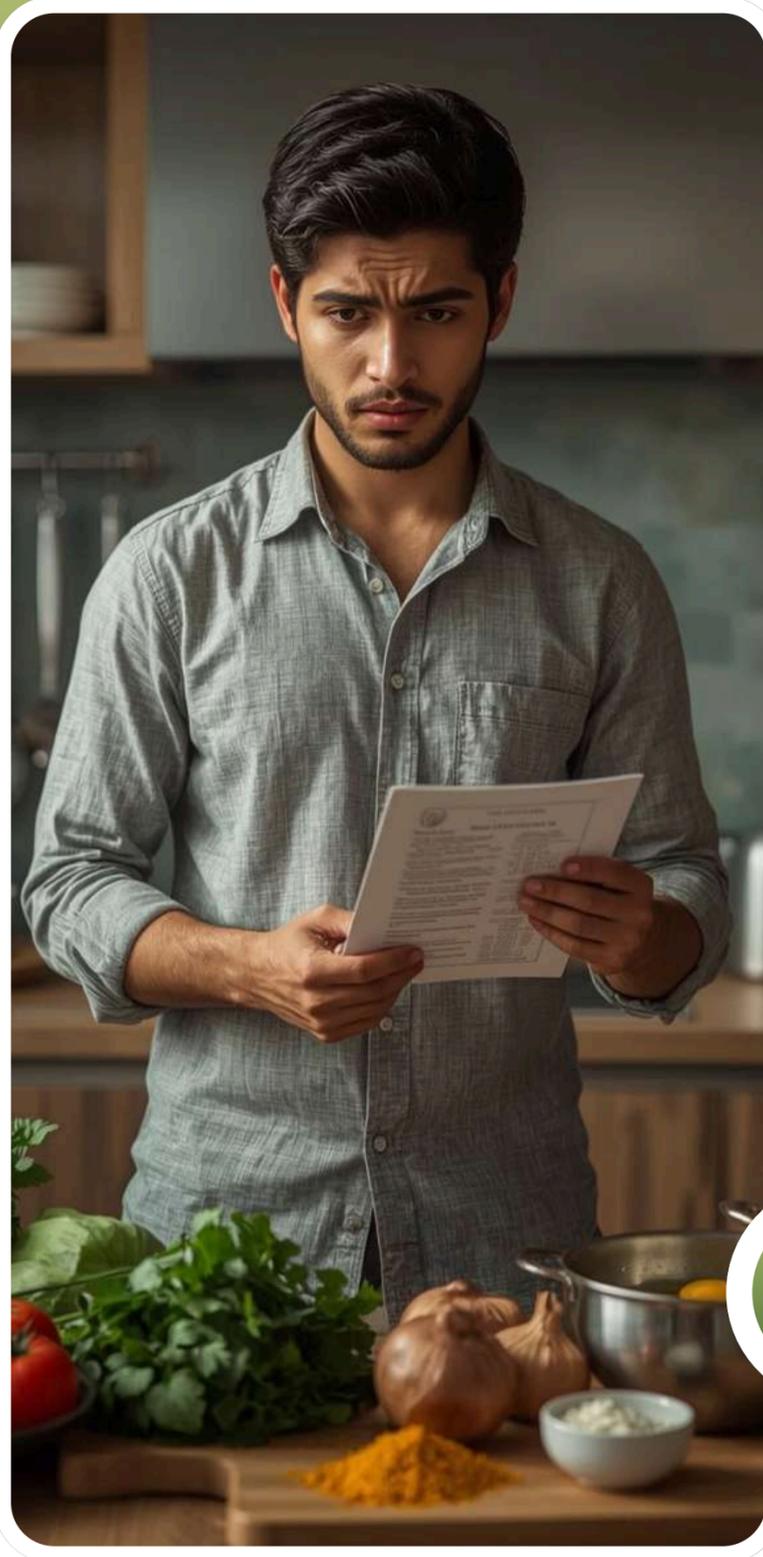
Pain point

Unclear Nutrition – Difficulty understanding what's truly healthy.

04

Pain point

Meal Planning Stress – Struggles with organizing meals and shopping lists.





User Persona

Rashi Deo



Persona Identity

Age	24
Education	New Delhi, India
Hometown	B.tech (CS)
Family	Single
Occupation	Software Engineer

Quote

Healthy eating should fit my lifestyle, not the other way around. I want quick, delicious meals that nourish me without the hassle.

Goals & Motivation

- Find easy meal-prep ideas for busy weekdays
- Get customized meal plans for weight management & overall fitness.

Frustrations

- Lack of Time – Busy schedules make it hard to cook regularly.
- Meal Planning Stress – Struggles with organizing meals and shopping lists.

Brief Story

Riya Mehta, a 24-year-old software engineer in Delhi, enjoys home-cooked food but struggles to find time due to long work hours and a busy social life. She often relies on takeout or quick, less nutritious meals, and after noticing a drop in her energy, she decides to take charge of her eating habits.





User Persona Siddharth Iyer



Persona Identity

Age	21
Education	Undergraduate
Hometown	Pune, India
Family	Single
Occupation	Student

Quote

Siddharth wants to gain independence in cooking, fuel his fitness routine with proper nutrition, and reduce reliance on outside food while keeping things quick, simple, and affordable.

Goals & Motivation

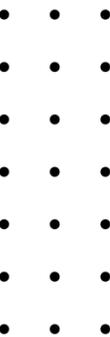
- Learn simple, budget-friendly recipes suitable for students
- Build healthy eating habits that support his fitness goals
- Access step-by-step tutorials for beginners

Frustrations

- Unclear Nutrition – Difficulty understanding what's truly healthy.
- Low Cooking Confidence feeling unsure about techniques and recipes.

Brief Story

Siddharth lives in a shared flat with friends while pursuing his engineering degree. He is passionate about fitness and wants to eat healthy but lacks cooking skills and often depends on the campus canteen or food delivery apps. He prefers quick, affordable, and protein-rich meals that fit his active lifestyle.



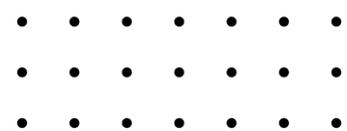
User journey map



Persona: Rashi Deo

Goal: To cook quick, healthy meals at home despite a busy schedule.

Action	Search For Recipes	Plan Meals	Generate Grocery List	Cook Meal	Track Progress
Goals	<ol style="list-style-type: none"> 1. Open app after work 2. Browse quick healthy recipes 3. Filter by time (20 min) 	<ol style="list-style-type: none"> 1. Select preferred dishes 2. Add them to weekly planner 3. Adjust portion sizes 	<ol style="list-style-type: none"> 1. Convert meals into shopping list 2. Check what's already at home 3. Share/export 	<ol style="list-style-type: none"> 1. Follow step-by-step guide 2. Cook within limited time 3. Plate and serve 	<ol style="list-style-type: none"> 1. Mark recipe as completed 2. Earn streaks/badges 3. Share with community
Feelings Adjective	Curious, hopeful	Motivated, organized	Relieved, efficient	Confident, engaged	Proud, motivated
Improvement Opportunities	Provide smart filters recommendations	Offer auto-generated meal plans	Smart grocery list with substitutions & reminders	Provide cooking tips, voice-guided steps, timers	More personalized challenges & social sharing features





Problem Statement

Riya Mehta is a/an **24-year-old software engineer in Delhi with long work hours** who needs a

Username

User characteristics

an easy way to cook quick and healthy meals at home

User need

because

he is not comfortable with technology and finds small text, unclear instructions, or complex steps overwhelming and confusing.

insight

-
-
-
-
-
-



If/Then Statement

If

young adults are provided with an app that offers quick healthy recipes, personalized meal planning, and gamified challenges,

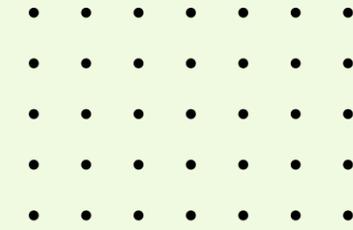
action

Then

they will be more motivated to cook at home regularly, adopt healthier eating habits, and reduce reliance on takeout.

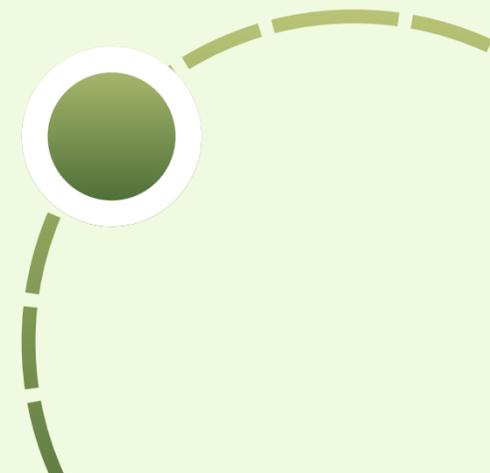
outcome

.
. .
. .
. .
. .



Starting the design

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

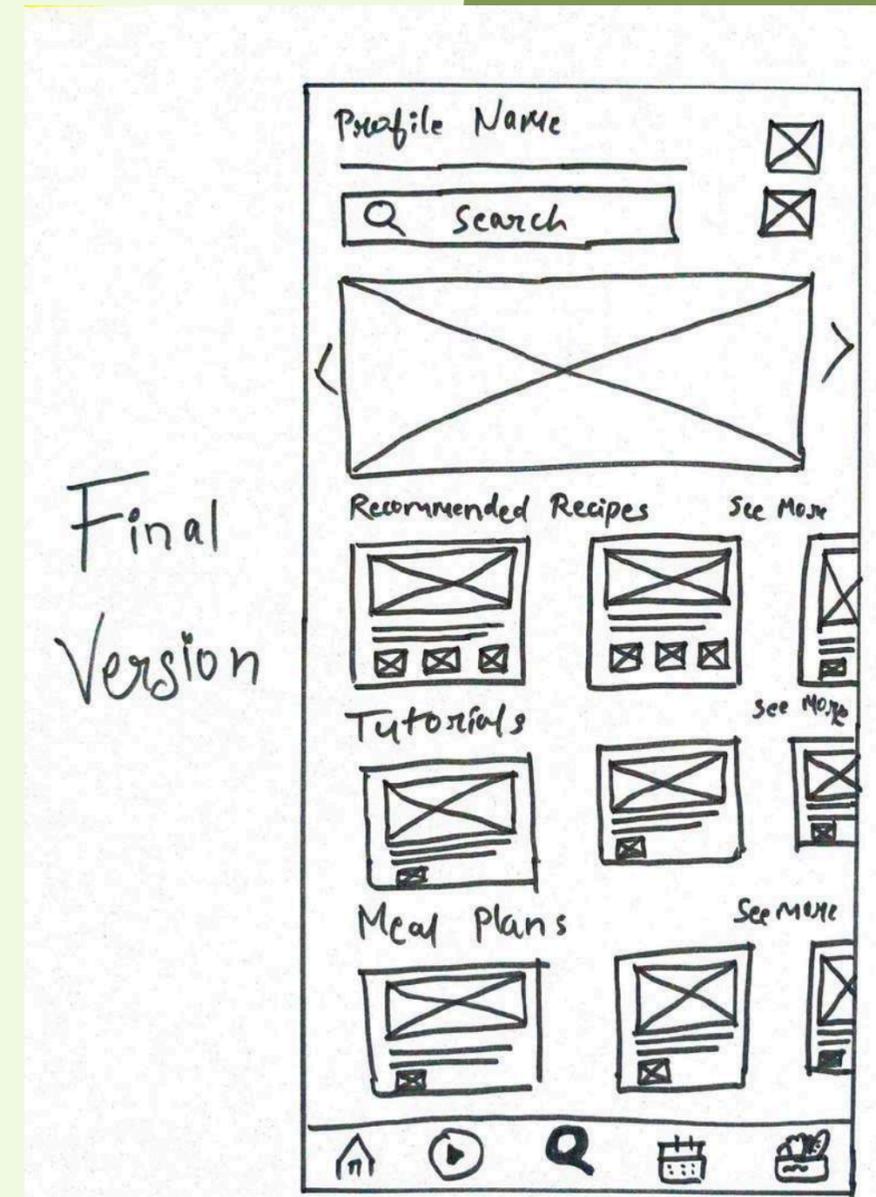
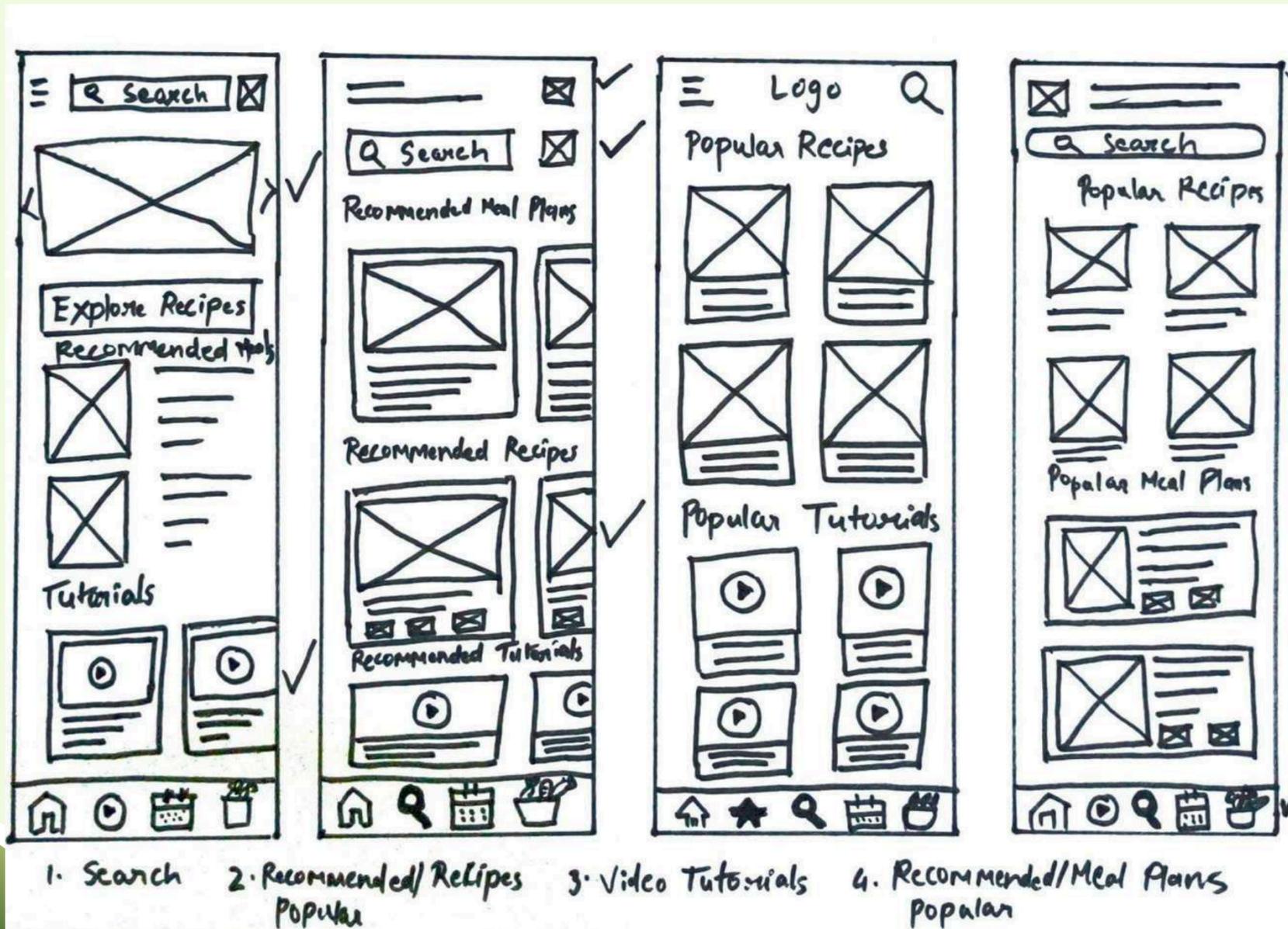




Paper wireframes

Goals

The goal of paper wireframes was to quickly explore layout ideas and prioritize key features like recipes, meal planning, and video Tutorials





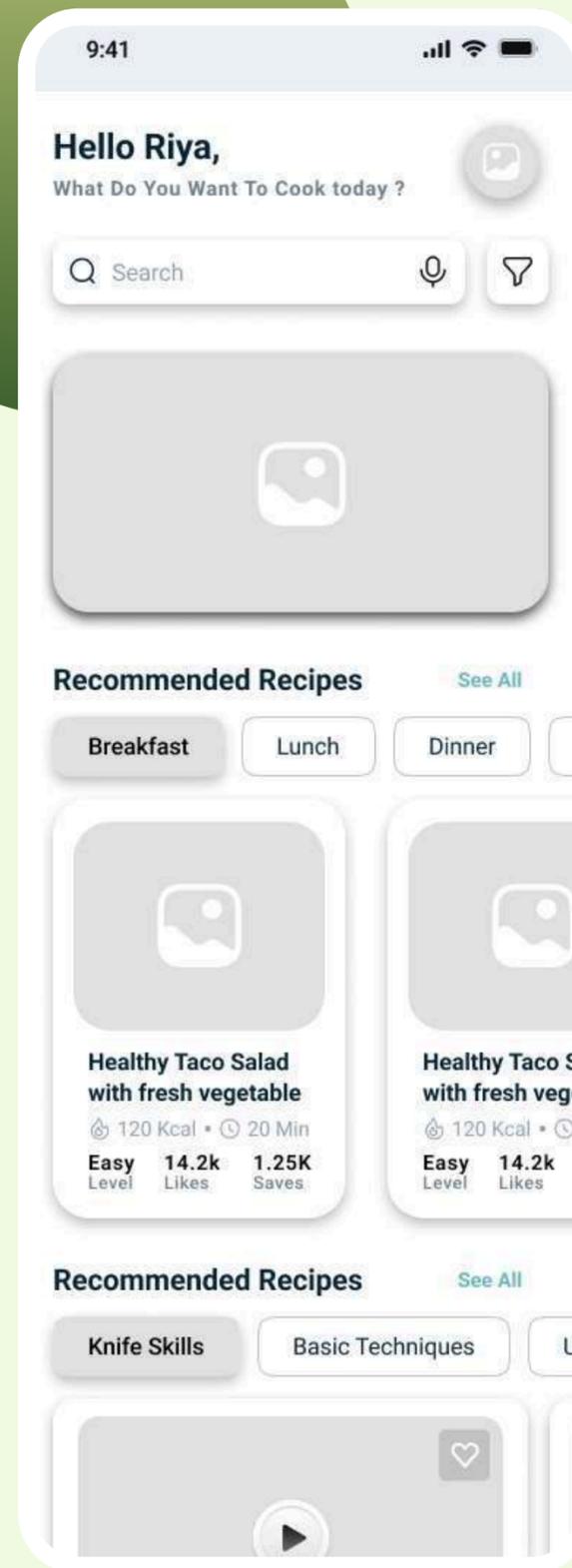
Digital Wireframes

Goals

The goal was to design a personalized and engaging home screen that welcomes users and helps them quickly find what they want to cook.

Thought Process

It focused on combining simplicity with motivation — offering search, categorized recipe suggestions, and skill videos to support both beginners and regular home cooks in making healthy cooking easier and more enjoyable.

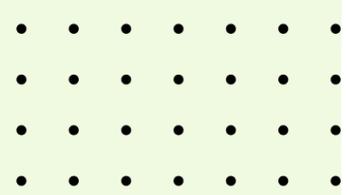


Search Bar with Filter Icon

Description: A prominent search bar with filter options at the top of the screen.
Benefit to the User: Enables quick recipe discovery based on ingredients, time, or diet, saving time and improving usability.

Element 2 – Recommended Recipes Section

Description: Horizontally scrollable cards showcasing categorized recipes (Breakfast, Lunch, Dinner).
Benefit to the User: Offers curated, goal-oriented recipe suggestions, making meal selection simpler and more engaging.



Usability study: findings

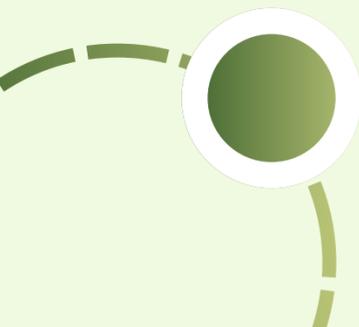
Usability studies showed users needed easier meal planning, clearer tutorials, and smarter and grocery lists, iterations improved these.

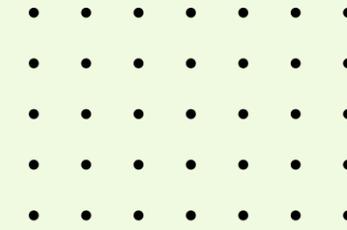
Round 1 Findings

1. Users couldn't estimate how long recipes would take to prepare
2. Users were unsure which tools were needed until mid-recipe.
3. Users had to manually copy ingredients from recipes to their list.

Round 2 Findings

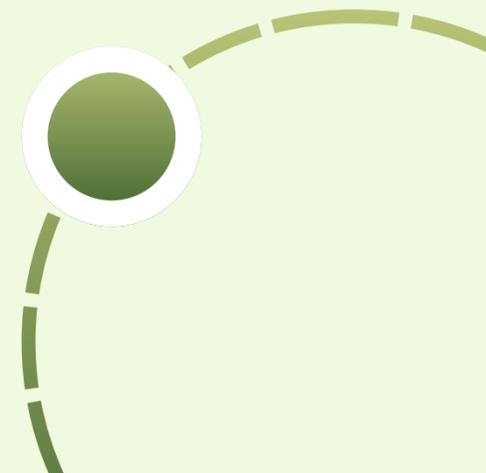
1. **Cooking Time** - Each recipe now displays total prep and cook time upfront for better meal planning.
2. **Utensils** - Recipes clearly list required utensils before starting, helping users prepare efficiently.
3. **Grocery List** - Users can now add ingredients directly from recipes to their grocery list with one tap.





Refining the design

- Mockups
- High-fidelity prototype
- Accessibility





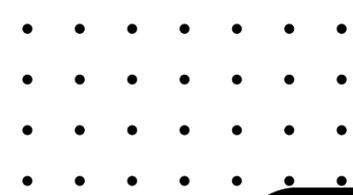
Mockups

Goals

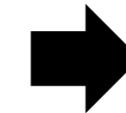
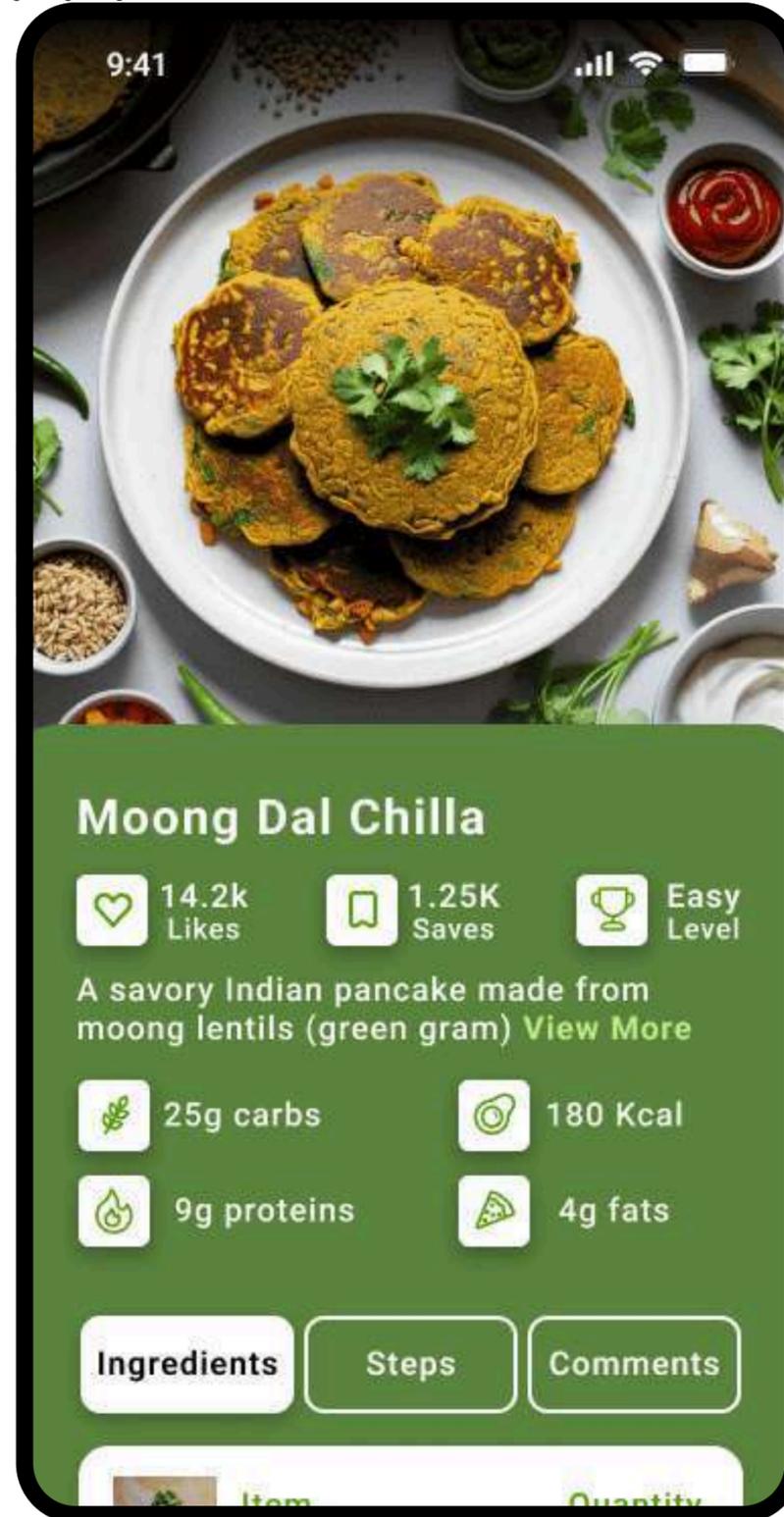
The goal was to design a personalized and engaging home screen that welcomes users and helps them quickly find what they want to cook.

Thought Process

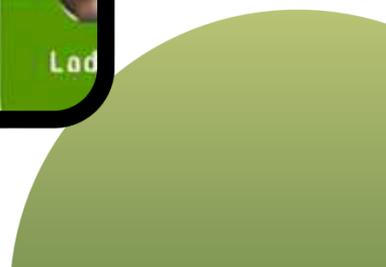
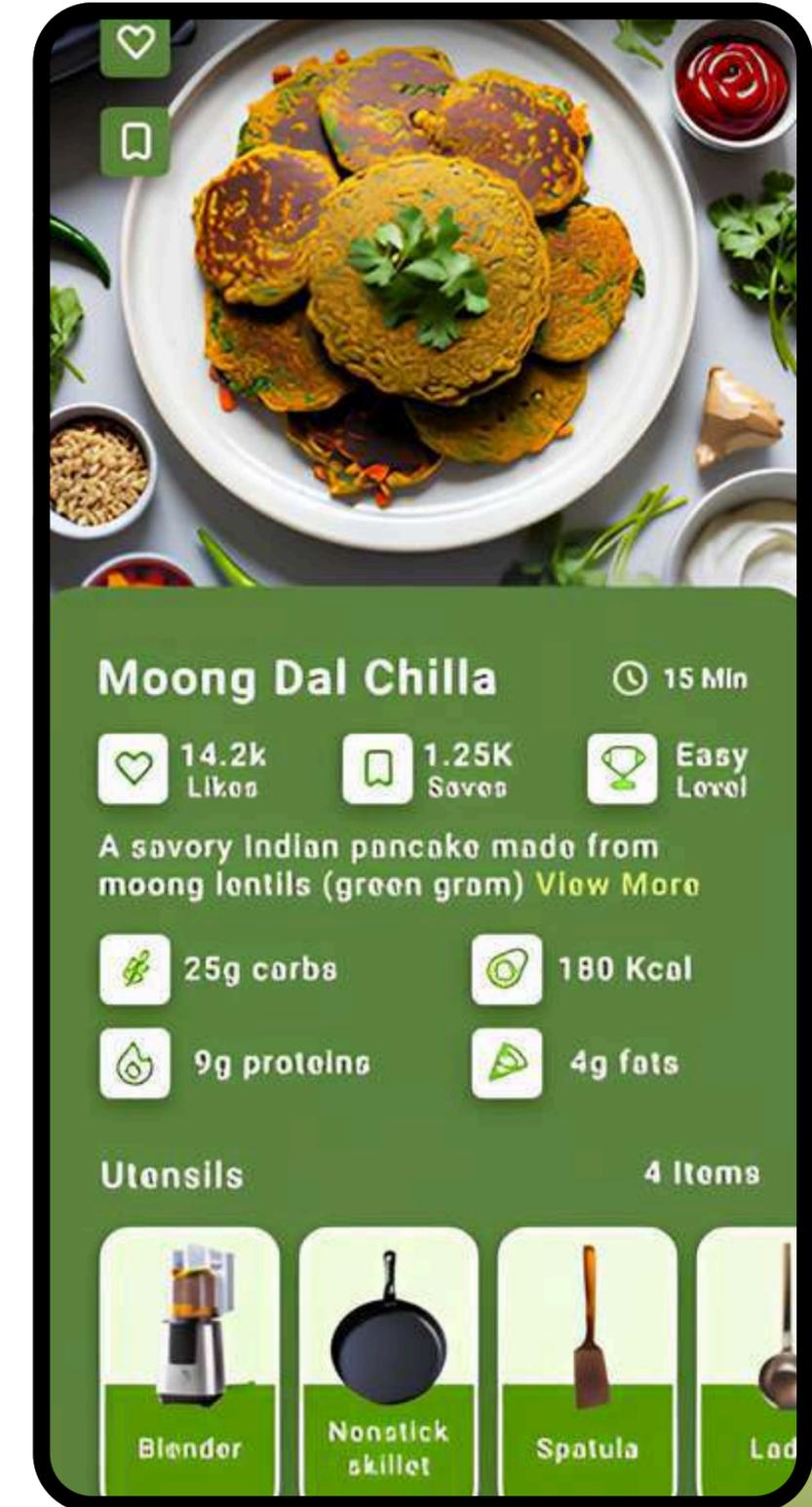
It focused on combining simplicity with motivation — offering search, categorized recipe suggestions, and skill videos to support both beginners and regular home cooks in making healthy cooking easier and more enjoyable.



Before Usability



After Usability





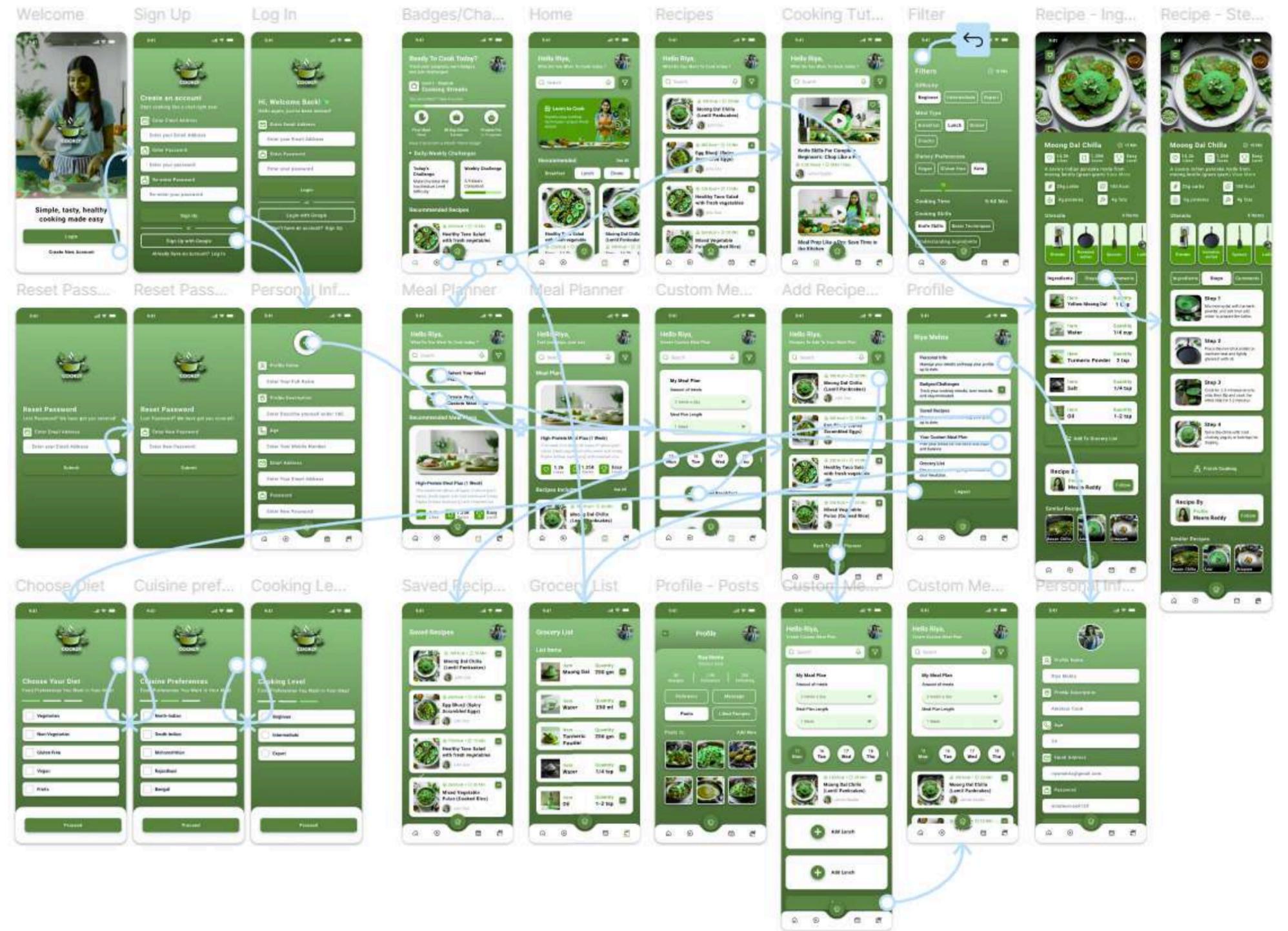
High-fidelity prototype

Low-Fidelity Prototype Link

<https://www.figma.com/design/E6d8Y7CsfYpDRumfRh5onm/Cookly---Project-3?node-id=0-1&p=f&t=86UVvrPWcfSDOGPV-0>

User Flow

Login/Sign Up → Account Details → Choose Diet → Cuisine preferences → Cooking Level → Home → Search Recipe → Select A Recipe → Start Cooking → Finish Cooking





Accessibility considerations

01

High-contrast colors and readable typography

Ensures text and UI elements are easily visible for users with low vision.

02

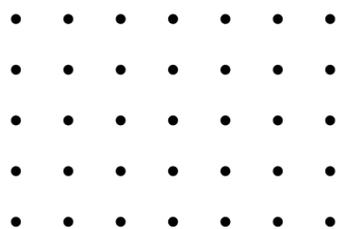
Voice guidance and screen reader compatibility

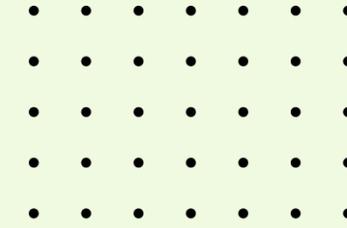
Ensures text and UI elements are easily visible for users with low vision.

03

Large touch targets and clear icons

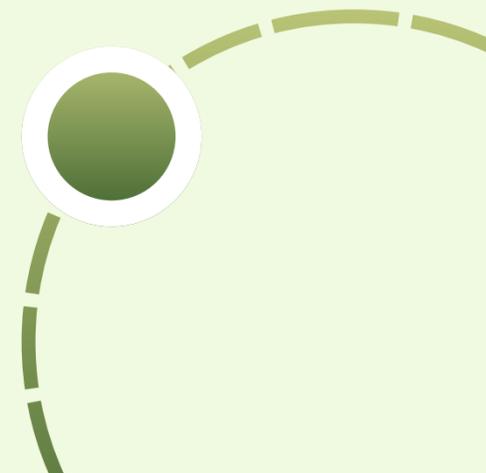
Improves usability for users with motor impairments or those interacting with wet/dirty hands in the kitchen.





Going forward

- Takeaways
- Next steps





Takeaways

01

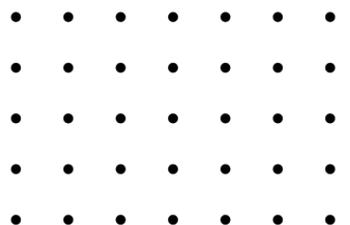
Impact

The project empowered young adults to cook more confidently at home by offering easy recipes, structured meal planning, and gamified challenges. It not only encouraged healthier eating habits and reduced reliance on takeout but also built a sense of motivation and community through interactive features.

02

What I learned

I learnt to balance user needs with health, saw how gamification and community drive motivation, strengthened my UX skills in personas and prototypes, and understood that great design is about solving real problems with simple, intuitive solutions.





Next steps

01

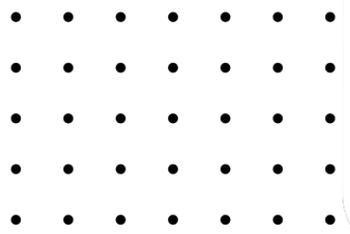
AI voice cooking assistant to guide cooking in real time.

02

Recipe Remix – lets users clone recipes and save their own modified version.

03

Embedded Technique Videos in the the recipe page demonstrating the specific steps.





COOKLY

Thank You!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vitae elit sed est dapibus mattis est nisi arcu mauris diam.

 +91 9356633138

 work@shrujatgaikwad.com

 www.shrujatgaikwad.com

