

Noodled

PLANNING/INITIAL RESEARCH

Pasta/Noodle app

- Gives different types of pasta and the water to pasta ratio depending on how much pasta you make. Shows what sauce goes best with what pasta and gives you recipes. Gives you a timer and a reminder of when to stir your noodles.

Competitor(s): "cooking pasta"



Good:
Has a fun interface
Has helpful timer

Bad:
Weird measuring conversions
No recipes

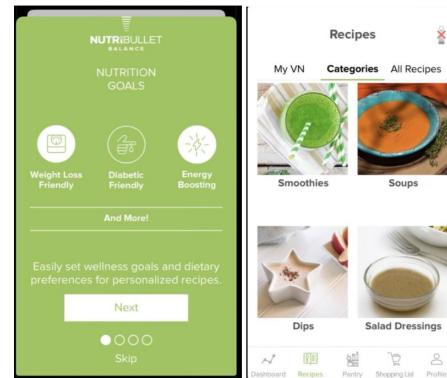
Features:

- Gives you a map and marks what noodles are from what/options to pick what region of noodles you want to make.
- In depth instructions on how to make noodles from scratch.
- Options to share recipes for noodles/noodle dishes.
- Suggests recipes based on what noodles you've made.
- Save your favorite dishes/tracks what noodles you've made how many times.
- Perfect noodle feature gives you conversions of water to noodle ratio based on the number of servings you've made, timer for noodles, and reminder of when to stir/check noodles.

Smart Nutrition app

- Pairs with special bluetooth containers to tell you the nutrition of the fruits and veggies you buy and how fresh they are in the container. Gives you suggestions on what recipes to use with what foods.

Competitors: "Nutribullet balance"



Good:
Gives you options to
Customize your dietary needs

Bad:
none

Uses technology to make the
Perfect smoothie, soups, dips,
Etc.

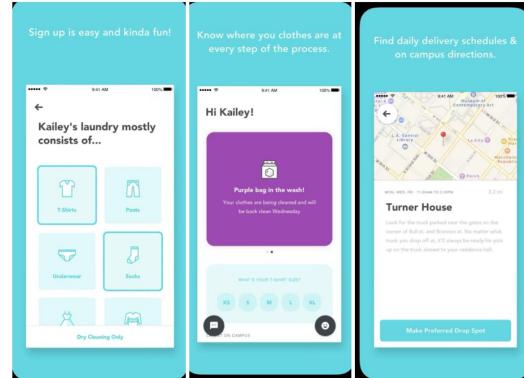
Uses a shopping list to organize
Your groceries

Tracks progress

Laundry app for college students

- Lets you know what washers/dryers are available in your buildings, how much time is left. Gives you info on what clothing goes in which cycle(whites,darks,etc.).

Competitors: "My Laundry"



Good:
Fun simple interface

Bad:
none

Easy to use

Tracks your laundry in
Real time

Uses gps to track where your
Clothing is

PERSONAS & SCENARIOS

 PICTURE & NAME	 DETAILS	 GOAL
 Kara	<p>Kara is a senior in college.</p> <p>She goes to college part time and has a full time job.</p> <p>She lives with her roommate in an apartment off campus.</p>	<p>her goal is to be able to cook more meals at her apartment instead of ordering takeout every week</p>

PICTURE & NAME	DETAILS	GOAL
 <p>Maria</p>	<p>Maria has been retired from cooking for 10 years now.</p> <p>Her husband recently passed.</p> <p>She often spends time out in her garden or drinking tea with friends.</p>	<p>her goal is to be able to cook again like she used to.</p>

PICTURE & NAME	DETAILS	GOAL
 <p>Richard</p>	<p>Richard is in his 30s and works in the fashion industry.</p> <p>Richard is single and lives in a studio apartment with his golden retriever max.</p> <p>Richard enjoys spending time with his friends and binging netflix with his favorite glass of wine.</p>	<p>His goal is to go on at least one date by the end of the month.</p>

PICTURE & NAME	DETAILS	GOAL
 <p>Justin</p>	<p>Justin is 25 and currently unemployed.</p> <p>Justin lives with his parents and is currently job searching.</p> <p>He's not exactly sure what he wants to do with his life.</p>	<p>His goal is to find something he's passionate about and land a interview by the end of the month.</p>

PICTURE & NAME	DETAILS	GOAL
 <p>Andrew</p>	<p>Andrew is 35 and works in sales.</p> <p>Andrew currently works from home and is a single dad with two kids.</p>	<p>His goal is to find a hobby that will also benefit his family.</p>



Kara

Scenario 1: Kara has decided to make a meal at home. She's starting off simple and wants to make spaghetti and meatballs. She is looking for how long she should cook her spaghetti for so she can make spaghetti and meatballs. She has 5 cups of pasta and wants to know how much water to add to her pot.

Scenario 2: While cooking her pasta, she realizes she doesn't have any sauce for her noodles. She wants to see what she can use that's already in her home so she can have sauce for her pasta.



Maria

Scenario 3: Maria wants to get back into cooking. She wants to go back to her Italian roots and make a classic Bolognese for her book club this week. She's wants to make everything from scratch. She wants to look for pappardelle pasta to make and what ingredients she needs for 16 ounces of pasta.

Scenario 4: Maria's book club loved the Bolognese and wants her to make it for every book club. Maria wants to save the recipe she used for her Bolognese so she can find it easily next time.



Richard

Scenario 5: Richard has a date for next week and is inviting them over for dinner. He really wants to impress his date and make something they won't forget. He wants to make a noodle dish but he has no clue what to make. He knows he wants to make something Thai. He wants to see what noodle dishes are best in that region.

Scenario 6: Richard found Drunken noodle dishes that he wants to try and make. He wants to buy fresh rice noodles for his dish but isn't sure where he can get them in his area. He wants to find a grocery store that sells fresh rice noodles nearby.



Justin

Scenario 7: Justin really wants to be a chef and is taking culinary lessons at his local community college. He's learning a lot about cooking and wants to share some of his favorite noodle dishes that he's learned so far.

Scenario 8: Justin has an assignment for his class that he has to make a dish from scratch at home. He knows he wants to make a noodle dish but isn't sure what to make. He wants to learn from other experienced chefs and watch a tutorial step by step on how to make a noodle dish.

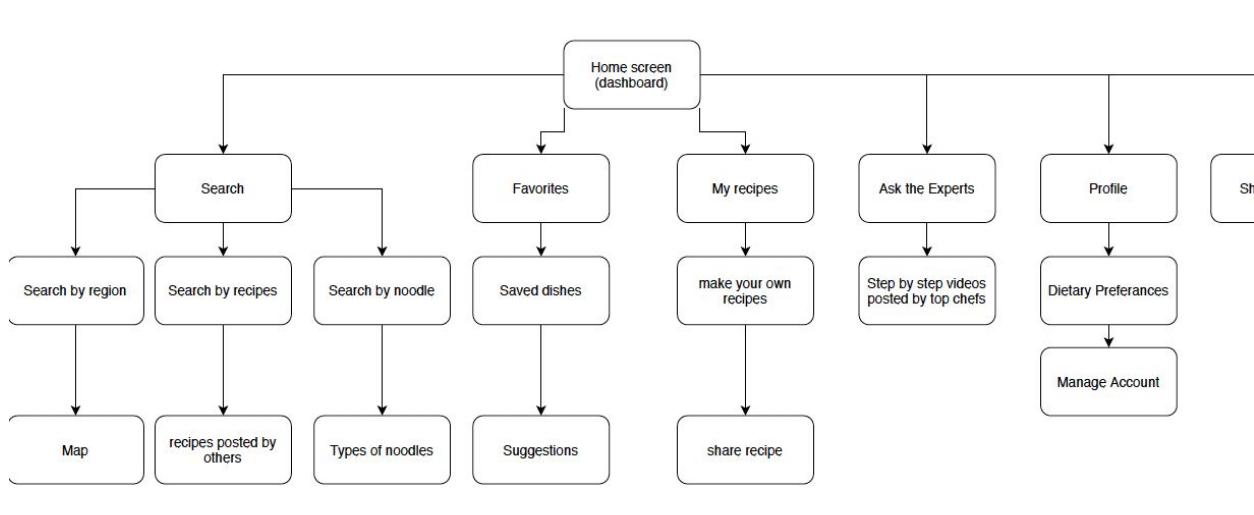
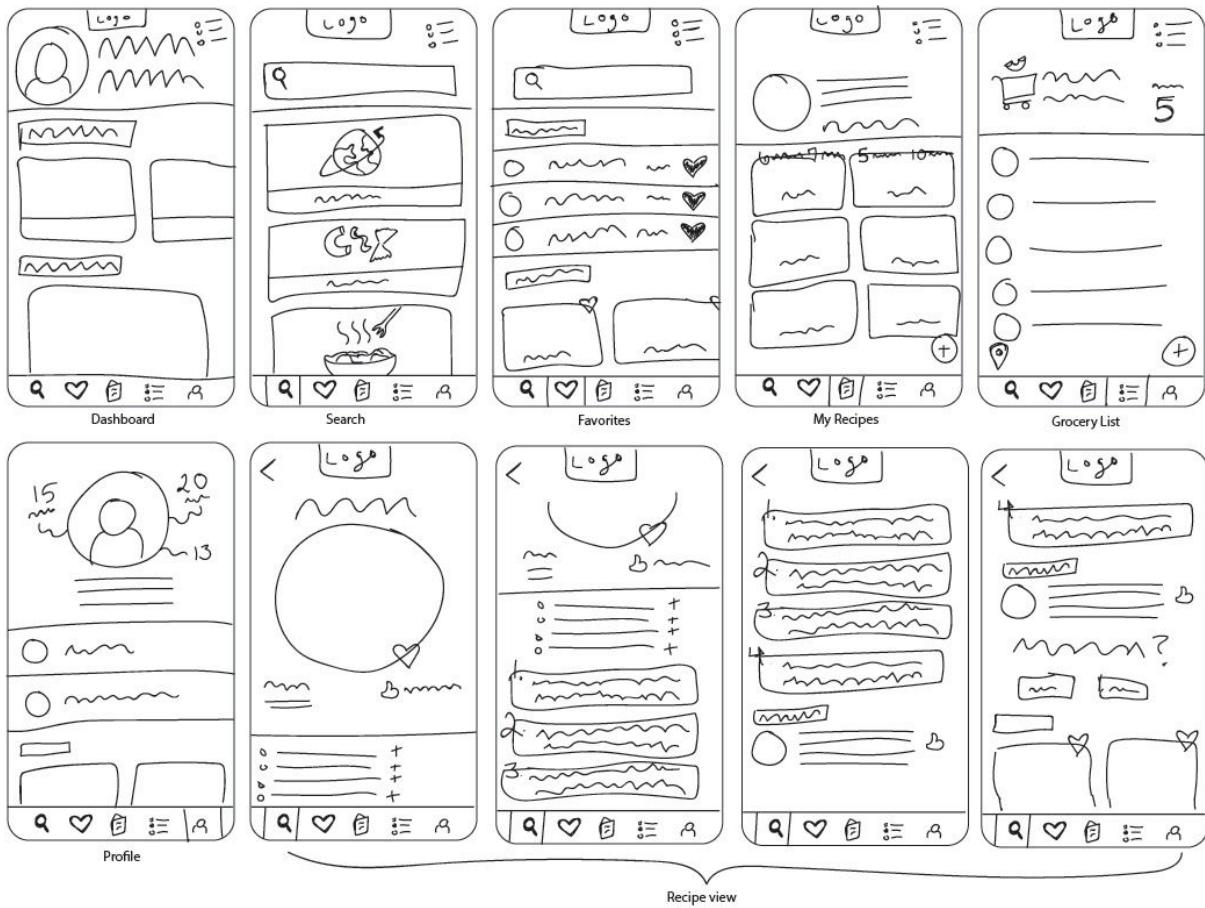


Andrew

Scenario 9: Andrew wants to start a fun hobby that can also benefit his kids. He wants to try and make pasta from scratch, but also he would like to make vegan pasta. He wants to find recipes that only use vegan ingredients and save that filter for future searches.

Scenario 10: After finding the perfect vegan pasta recipe, Andrew wants to save the ingredients to a list so when he goes to the grocery store he can easily access the ingredients and won't forget anything.

INSPIRATION & ROUGH PROTOTYPES



Possible Names:

- Oodles of Noodles
('Oodle Noodle', 'Oodle')

- Noodle Buddha

- Noodlehead

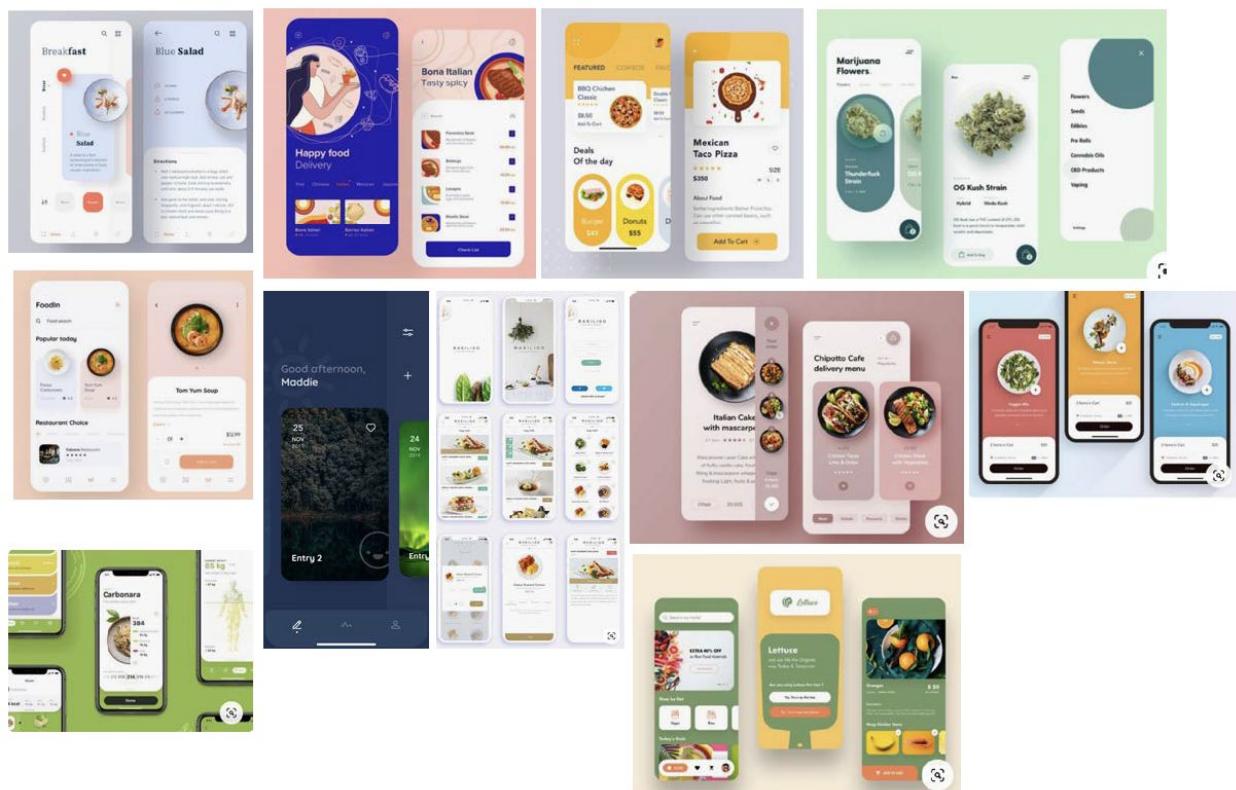
-Noodled

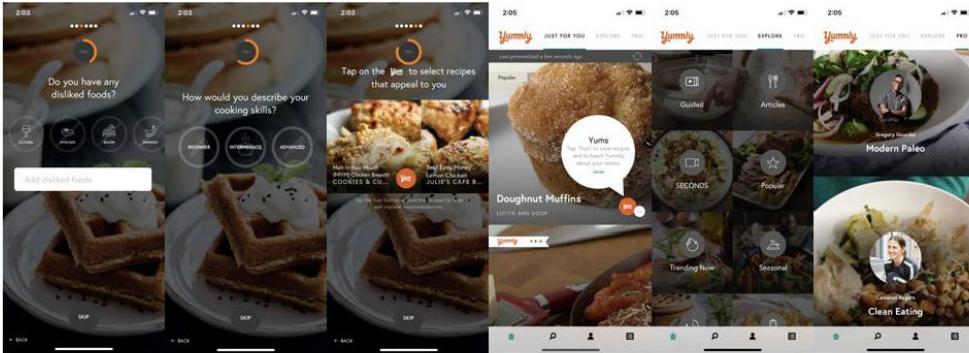
-AI Dente

- Slurp

-Noods

- Noodle Novice





Liked all the personalized questions they asked when setting up profile

page of suggestions just for you (first thing that came up)

like the save feature

Like the explore feature

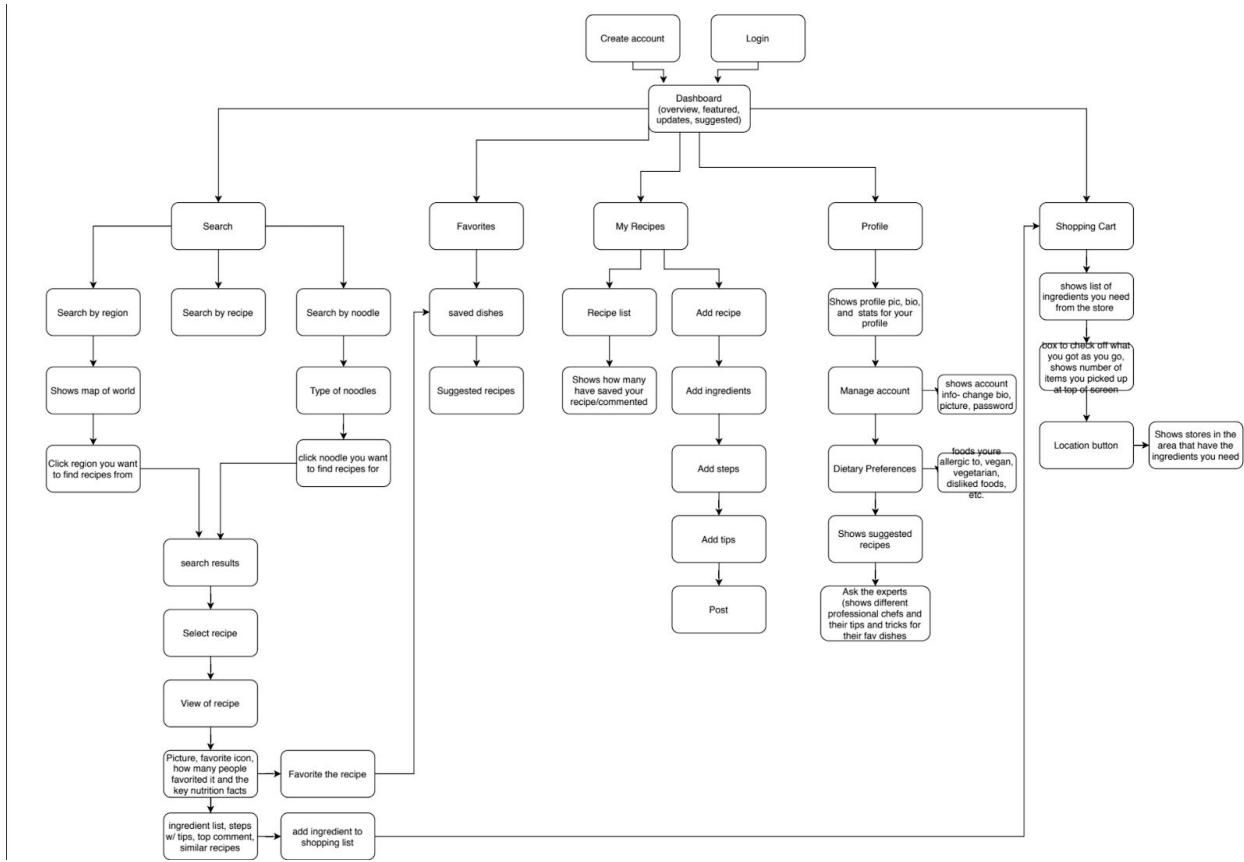
page of chefs and their favorite dishes



Liked that they ask about dietary needs when setting up profile

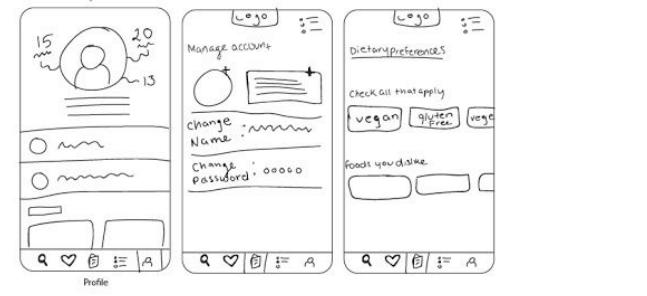
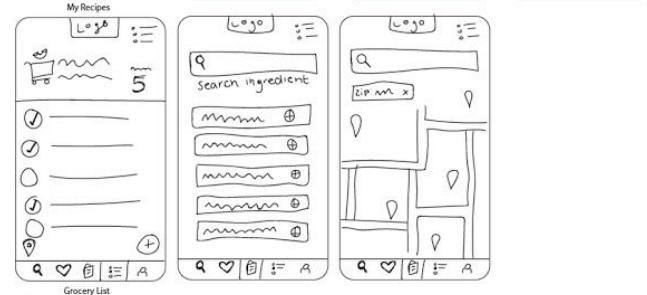
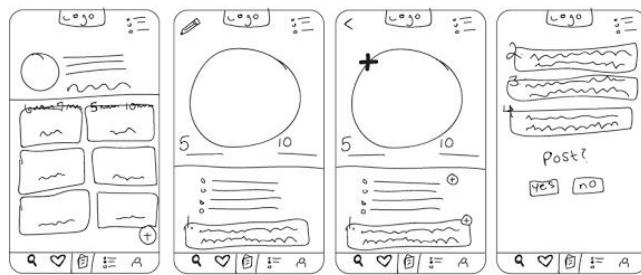
Like setup of recipe and its features. Like tip feature

PROCESS FLOW, REVISED ROUGHS, LOGOS





Recipe view



WIREFRAMES & QUESTIONS

1. You want to make spaghetti and meatballs. You want to find how long you should cook your spaghetti for 5 servings of pasta.
2. You are allergic to gluten and many of the dishes you keep finding are made with it. You want to add a filter so you don't see dishes with gluten anymore when you search for future recipes.
3. You are having company over for dinner next week. You want to make everything from scratch. You want to look for recipes that use orzo pasta noodles that make 16 servings.
4. Your friends really enjoyed the recipe you made. You want to save the recipe you used so you can find it easily for next time.
5. You want to make a noodle dish but you have no clue what to make. You know you want to make something Thai. You want to see what noodle dishes are best in that region.
6. You found a Drunken noodle dish that you think sounds good. You want to buy fresh rice noodles for your dish and add them to your shopping list. You want to find a grocery store that sells fresh rice noodles nearby.
7. You're taking culinary lessons at a local community college. You're learning a lot about cooking and want to share some of your favorite noodle dishes that you've learned so far.
8. You realized that you missed a key ingredient in your homemade spicy ramen recipe. You want to go back and add in that ingredient to your shared recipe.
9. You would like to make vegan pasta from scratch. You want to find recipes that only use vegan ingredients and save that filter for future searches.
10. After finding the perfect vegan homemade pasta recipe, you want to save all the ingredients to a list so when you go to the grocery store you can easily access the ingredient and won't forget anything.

Link to wireframes: <https://preview.uxpin.com/adb9e98c27869deb1bca3e4d69e48b2558a636f7>

INVISION PROTOTYPES

Link to Invision prototypes: <https://invis.io/29X1ZS55ZRY>

USER TESTING

First Round:

1. Went to my recipes first instead of search, maybe make it recipe search instead of just search
2. Make a box around filters make it more like a button
3. Make from scratch darker
4. Rename like to save
5. No change
6. Make location symbol a grocery symbol instead
7. Add plus to add recipe
8. No change
9. No change
10. No change

Add back button to all pages

Second Round:

1. No change
2. No change
3. No change
4. No change
5. No change
6. No change
7. Confusion with noods and recipe, maybe make recipebook instead of my recipes
8. Add 'edit' underneath pencil
9. No change
10. No change

FINAL VIDEO AND MOCKUP

Final Video: <https://youtu.be/20Y8444PQB0>

Final Mockup: <https://youtu.be/D71-XY-4zZs>