

A top-down view of a white plate with a blue decorative border. The plate contains a variety of home-cooked dishes: a large omelette with visible fillings of mushrooms and tomatoes, a pile of sautéed mushrooms, several slices of roasted tomatoes, a portion of salad with red radicchio, green leafy vegetables, and sliced cherry tomatoes, a single round fried croquette, and a few pieces of sliced salami. The text 'RobotCook' is overlaid in the center in a large white font, with 'HOME-COOKED MEALS MADE BY A ROBOT' in a smaller white font below it.

RobotCook

HOME-COOKED MEALS MADE BY A ROBOT

Prepared for the UX Design Circuit course
at General Assembly, completed in April 2019.

RobotCook

HOME-COOKED MEALS MADE BY A ROBOT

RobotCook makes eating healthy, home-cooked meals easy and convenient for professionals and families by taking the cooking part out of their busy lives.

KEY FINDINGS

Interviewed 2 women and 1 man, 30–36 years of age

A big motivator of eating healthy is avoiding health issues.

There is a struggle to find the time to form better habits.

There exists an overwhelming belief that eating out is generally less healthy.

Factors that inhibit healthy eating include stress, biological urges, work, busy lifestyles, childhood habits, peer pressure.

Moderation, balance, and sustainable solutions are key to eating healthy.

Taste, variety, freshness, and convenience matter a lot.

SOLUTION

By developing a **robot that cooks food at home**, busy professionals and families will be able to **eat fresh, healthy meals in the most convenient and easy way**.

We know this to be true when people share their experiences, boasting the energy they feel and the time they have back to do more activities.

Personas





JANINE

Single. Manages a tech startup. Age 32.

Works hard, plays hard.

Exercises, meditates, health-conscious.

Strives for balance in life, work, and relationships.

Frustrations

Goes for convenient and cheap when out of time.

Eats less healthy when eating out with friends.

Stress-eats when work picks up.

Goals & Needs

Taste, variety, and freshness are priorities.

Needs to be healthy to stay active.

Solution has to be convenient.



ELAINE

Stay-at-home mom with 2 kids. Age 36.

Raising her children are her priority.
Recently started exercising now that the children are attending school.

Frustrations

Rarely has time to cook.
Peer pressure from family's bad eating habits.
Nutrition information not easy to interpret.

Goals & Needs

Convenience is a top priority.
Food has to taste good and be fresh.
Desire to set a good example for her children.

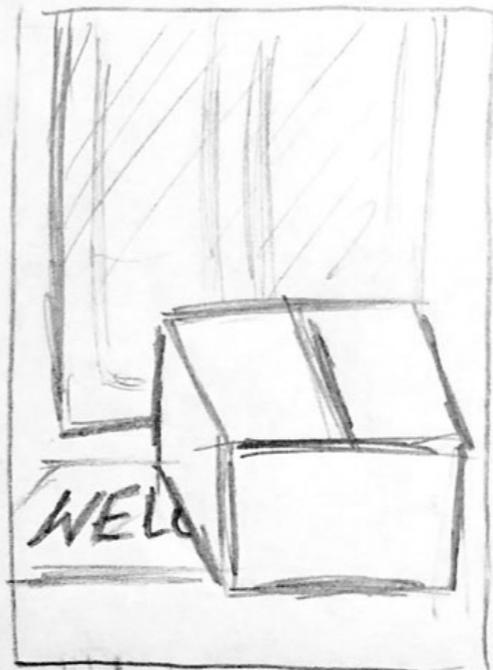
STORYBOARD



Janine sees that the end of the work day is approaching and takes out her phone to pick a meal for dinner on the app.



She places the order and the grocery store delivery service is prompted.



She arrives home to find a package of her food already waiting for her. She brings it inside.



She uses the app to follow minimal instructions to start up the robot cooker (which she had already set up previously).

USER TASKS AND FEATURES

What users need to accomplish

Order a healthy meal quick and easy.

Find meals based on tastes, allergies, etc.

Prep and cook meal quickly.

Features that will support these goals

Include number of meal “likes” to speed up decision-making.

Robot cooks for the user, saving them time.

App notifies user of timing on deliveries and cook time, and lets user save orders for future re-ordering, making it easy and fast.

Simple meals with easy instructions for food prep. Food would be semi-prepped before delivery.

Filtering and search capabilities.

Product Management

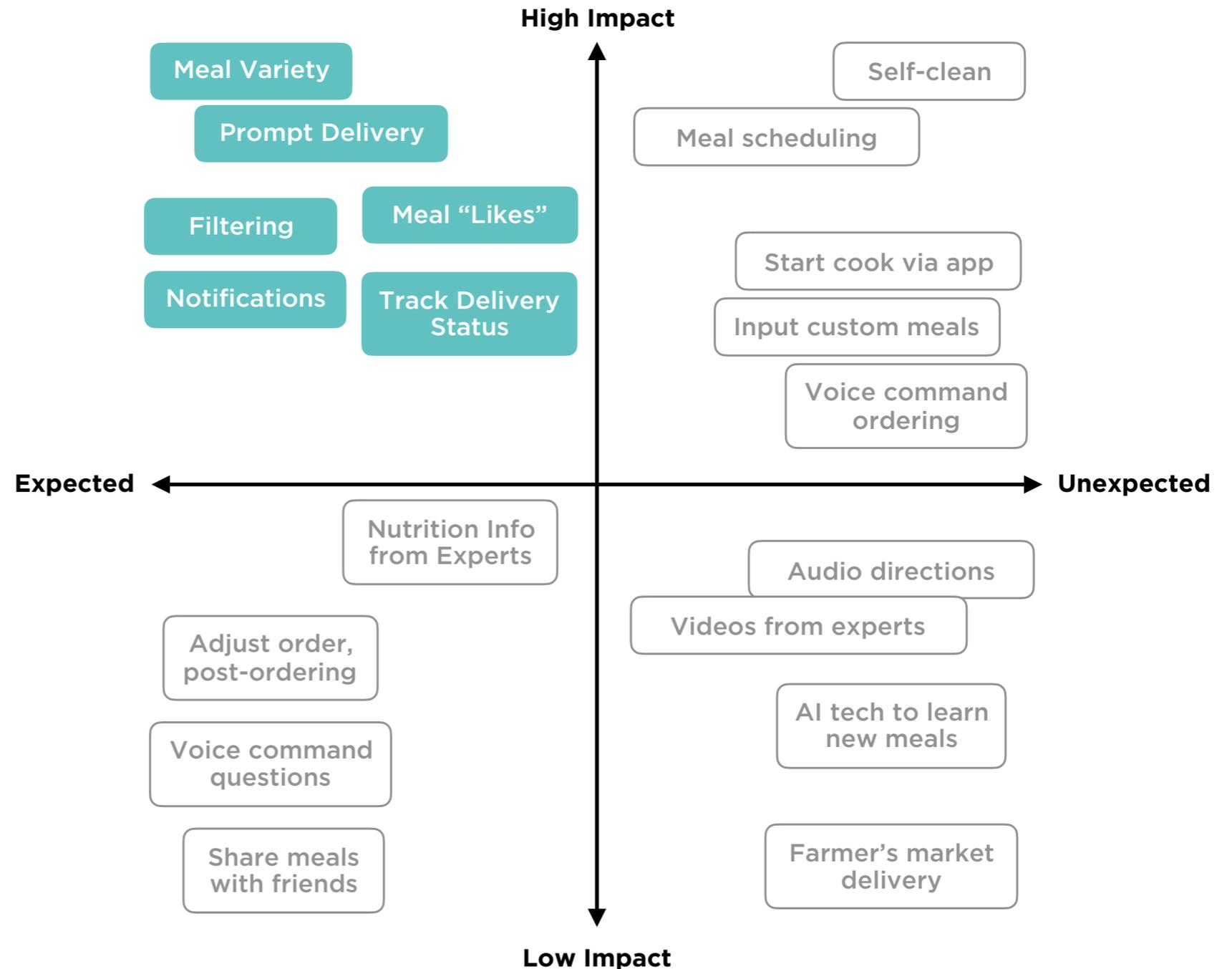


COMPETITIVE ANALYSIS

Competitor	Diet Pills	Weight Loss Plans	Calorie Counting Apps	Food Websites	Meal Plans	Meal/Produce Delivery	Meal Replacers
Examples	Garcinia Cambogia Extract, Hydroxycut	Weight Watchers, Jenny Craig	MyFitnessPal, Fooducate, Lose It!, Fitbit	Allrecipes.com, Food Network	Forks Over Knives (plant-based diets)	Blue Apron, Hello Fresh, Amazon Fresh	Daily Harvest, Soylent
Pluses	Quick, easy, possibly inexpensive.	May have improved over time. Brand strength, been around long.	Calories are important to some extent.	Lots of articles and recipes all in one place.	Easy, healthy options exist.	Easy, convenient, inexpensive.	Convenient.
Deltas	May not be healthy, not all have sound evidence of effectiveness.	Is it sustainable to focus the message only on weight loss?	Confusion about the importance of calorie counting. It's not the only factor to consider when thinking about healthy eating.	Overwhelming. Tons of websites out there, and not all the recipes are healthy.	Not everything is healthy. Some things are expensive.	Not everything is healthy.	Could be healthy. Not all are FDA approved or scientifically proven to be healthy.

FEATURE PRIORITIZATION

A variety of features were discussed and brought up in user testing, but ultimately the highlighted features were chosen because they achieve users' primary goals—taste, variety, fresh food quickly and conveniently.

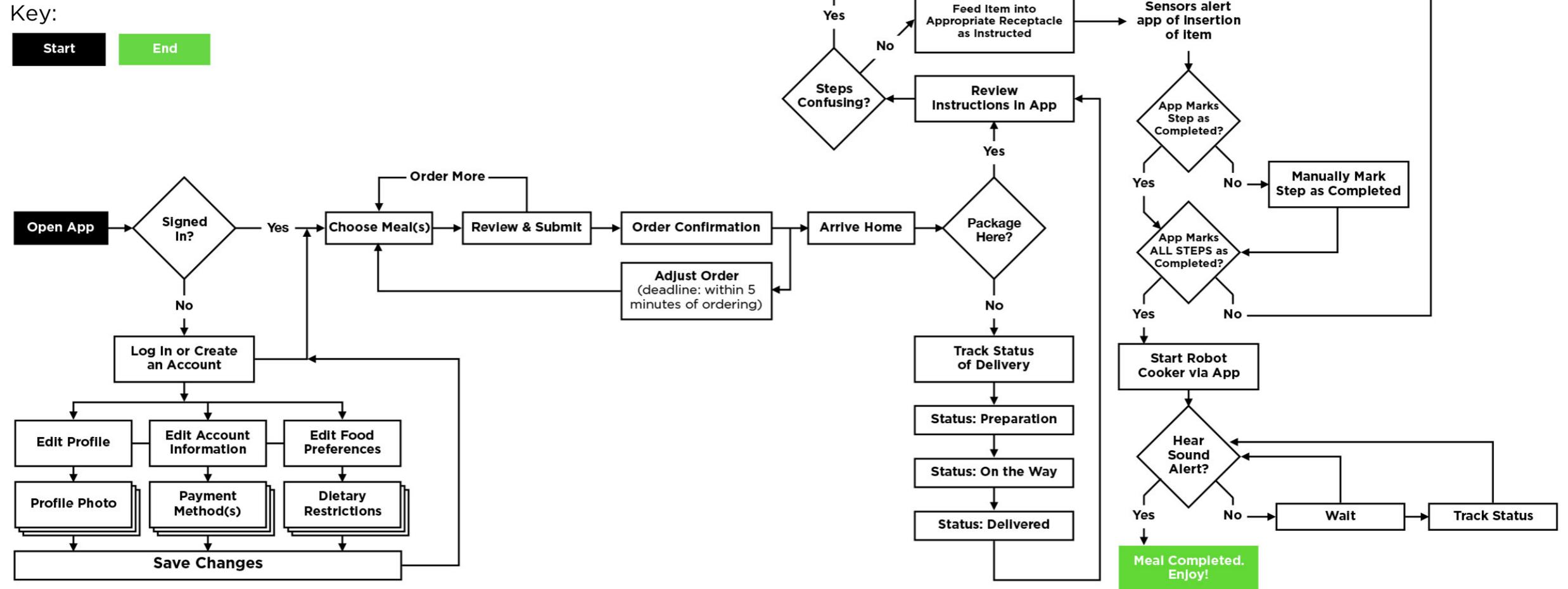


User Flows

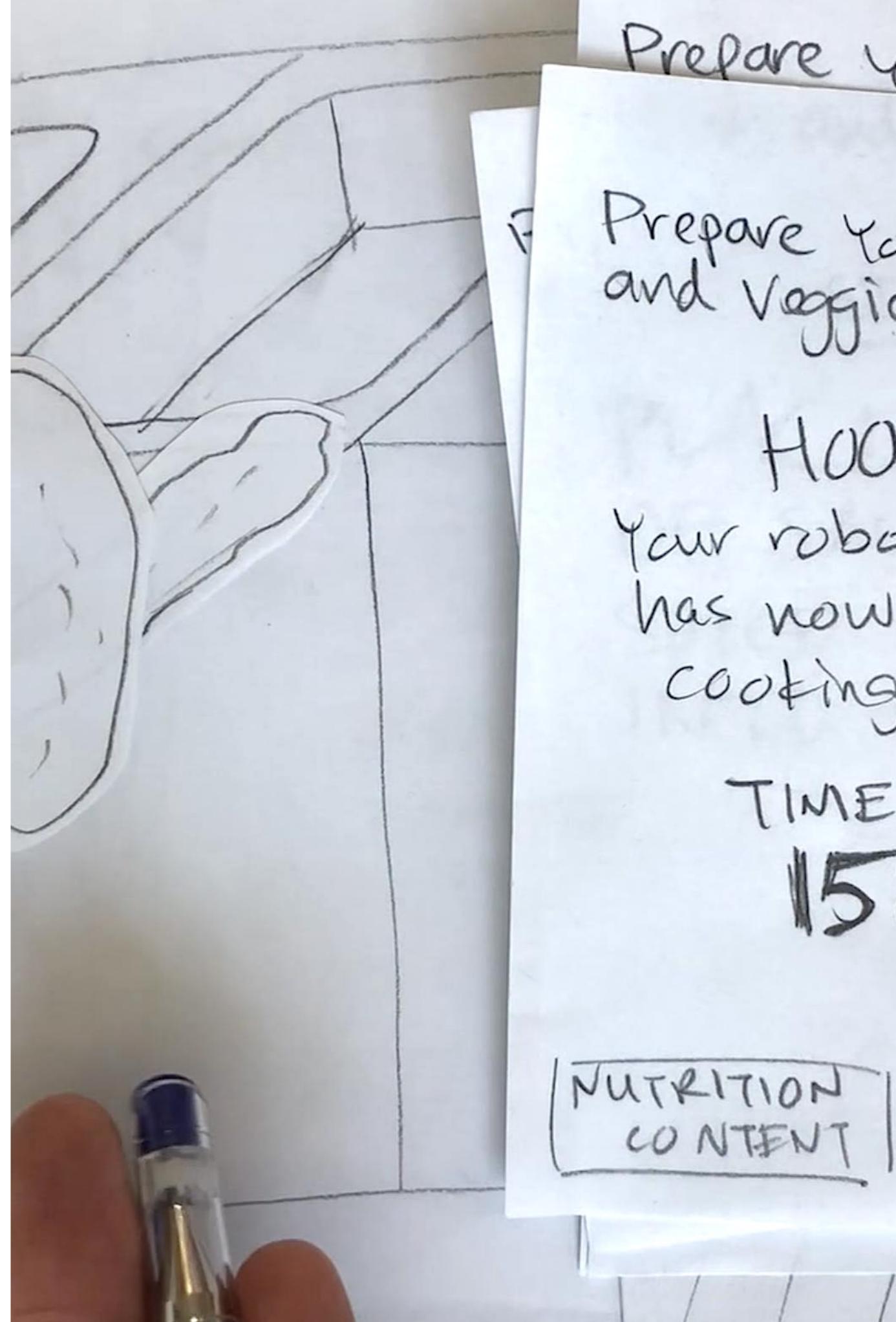


USER FLOW

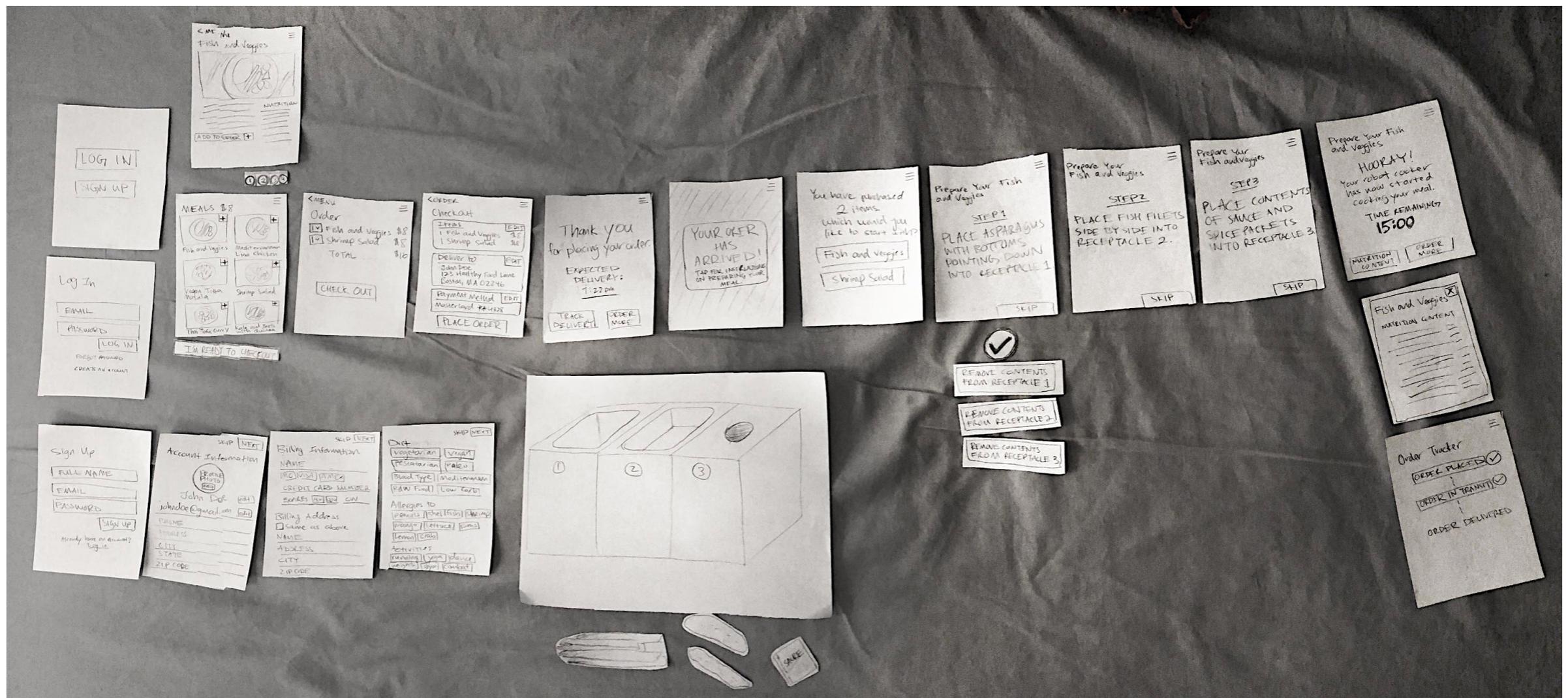
Assumes user has already purchased and set up the robot cooker at home.



Paper Prototype & Usability Testing



PAPER PROTOTYPE SKETCHES (INITIAL)



PAPER PROTOTYPE USABILITY TESTING

Interviewed 1 woman and 1 man, 26-36 years of age

Insights & Observations

Hesitation of early commitment (having to fill out billing info in the beginning)

Steps seemed clear, but may be missing visual aids.

Users clicked right on the image of meals, thinking this action would add the item immediately. “Plus” icon unclear?

Expects to be able to edit information directly on Checkout page.

Unclear quite how the actual robot cooker works.

Pretty easy and clear what to do on app and the flow of where to go. Expectations mostly met.

Language may be off in a few areas; i.e. Users were unclear how to move forward on “Hooray” page.

Need for flexibility of scheduling food delivery / canceling cook / customization.

Meals Detail page seems to be a point of friction.

PAPER PROTOTYPE USABILITY TESTING

Interviewed 1 woman and 1 man, 26-36 years of age

Design Recommendations

Include on-boarding pages for first-time users. Require only an address to bring them forward into app more quickly.

Add pop-up when click on meals with nutrition information and quantity fields for a smoother experience.

Add filtering/search to allow people to narrow their search.

Allow ability to schedule meal delivery.

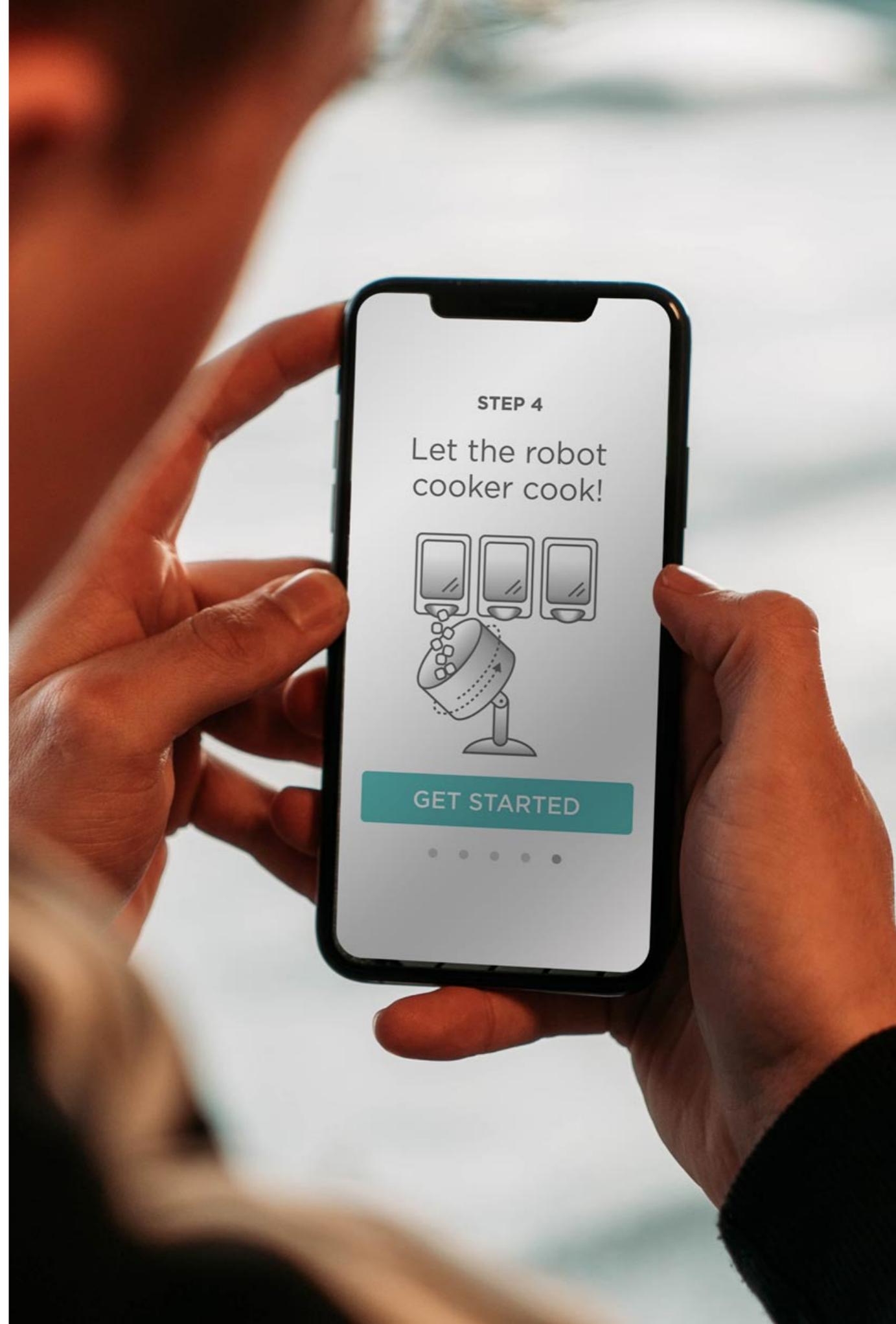
To improve likability of product, include glass “window” on receptacles to let users watch food being prepared.

Remove “activities” from account profile info. Purpose not clear, shouldn’t be part of MVP.

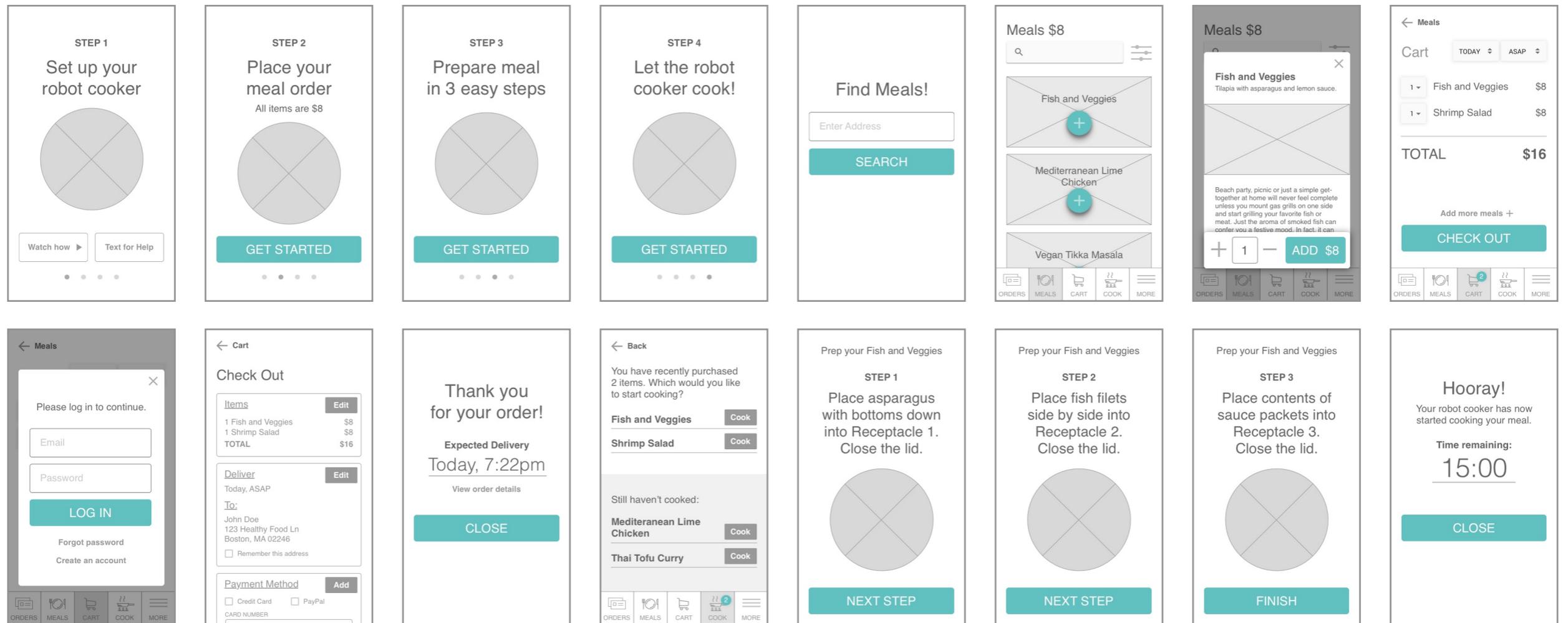
PAPER PROTOTYPE SKETCHES (REVISED)



High Fidelity Wireframes & Usability Testing



HIGH FIDELITY WIREFRAMES (INITIAL)



HIGH FIDELITY WIREFRAME USABILITY TESTING

Interviewed 3 women, 26-36 years of age

Insights & Observations

All users wanted to click the “Watch video” button on on-boarding.

Users clicked on “Get Started” on on-boarding page after only step 1.

Expectations mostly met on existing functionality.

Likes flexibility of “More” and “Remember address/filters” buttons.

“Finish” button seems confusing; worry that it would end cooking.

App easy to understand, clean.

Would like timer to be easy to find again on app.

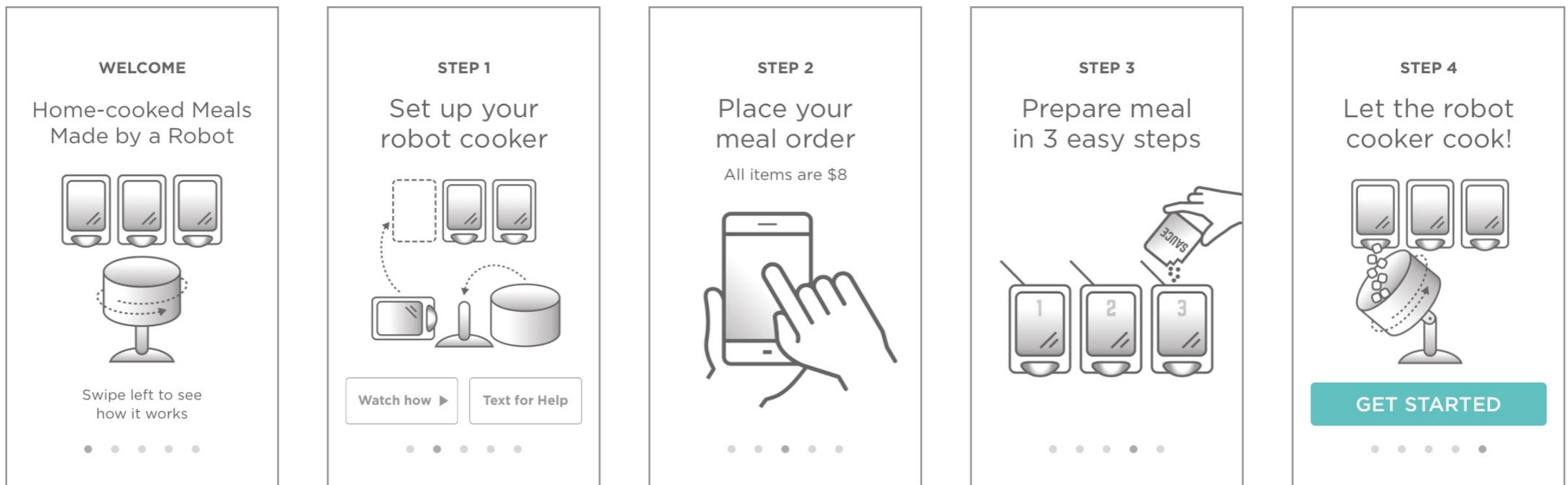
Likes flexibility of scheduling meal delivery.

“Choose what to cook” page should include a way to remove old items.

At the end of the experience, users were still confused on exactly how robot cooker works/connects to app.

HIGH FIDELITY WIREFRAMES (REVISED)

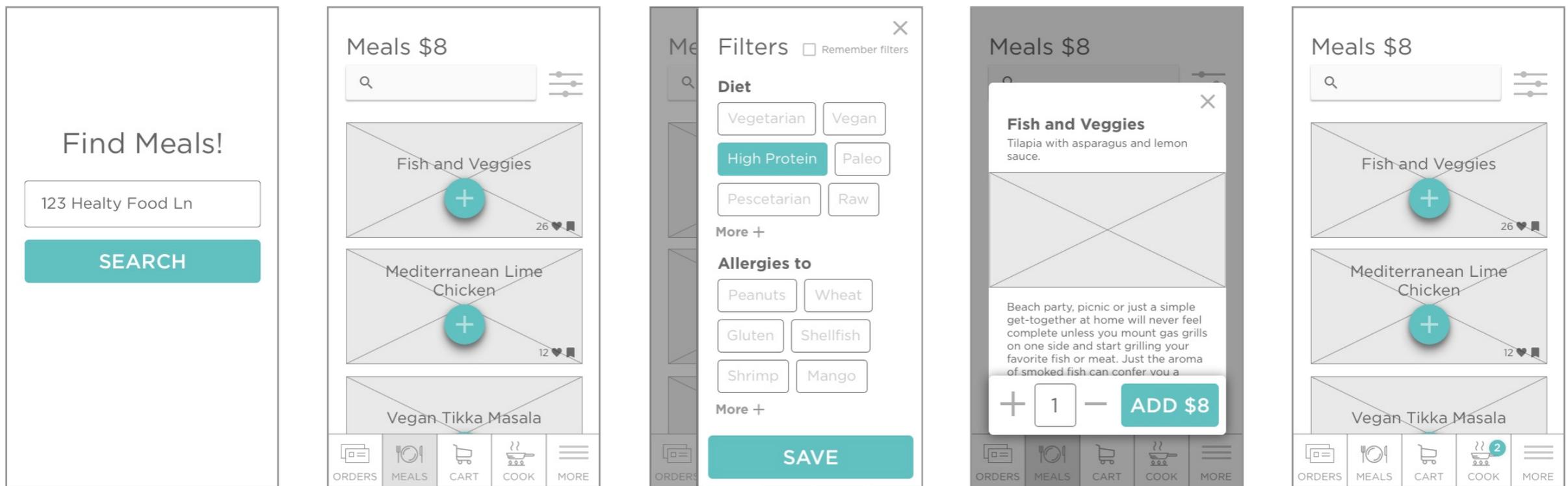
On-boarding



Welcome page added in the beginning to reiterate benefits of the product. Illustrations added to clarify steps. Removed "Get Started" buttons on all but last step to help walk users through entire process.

HIGH FIDELITY WIREFRAMES (REVISED)

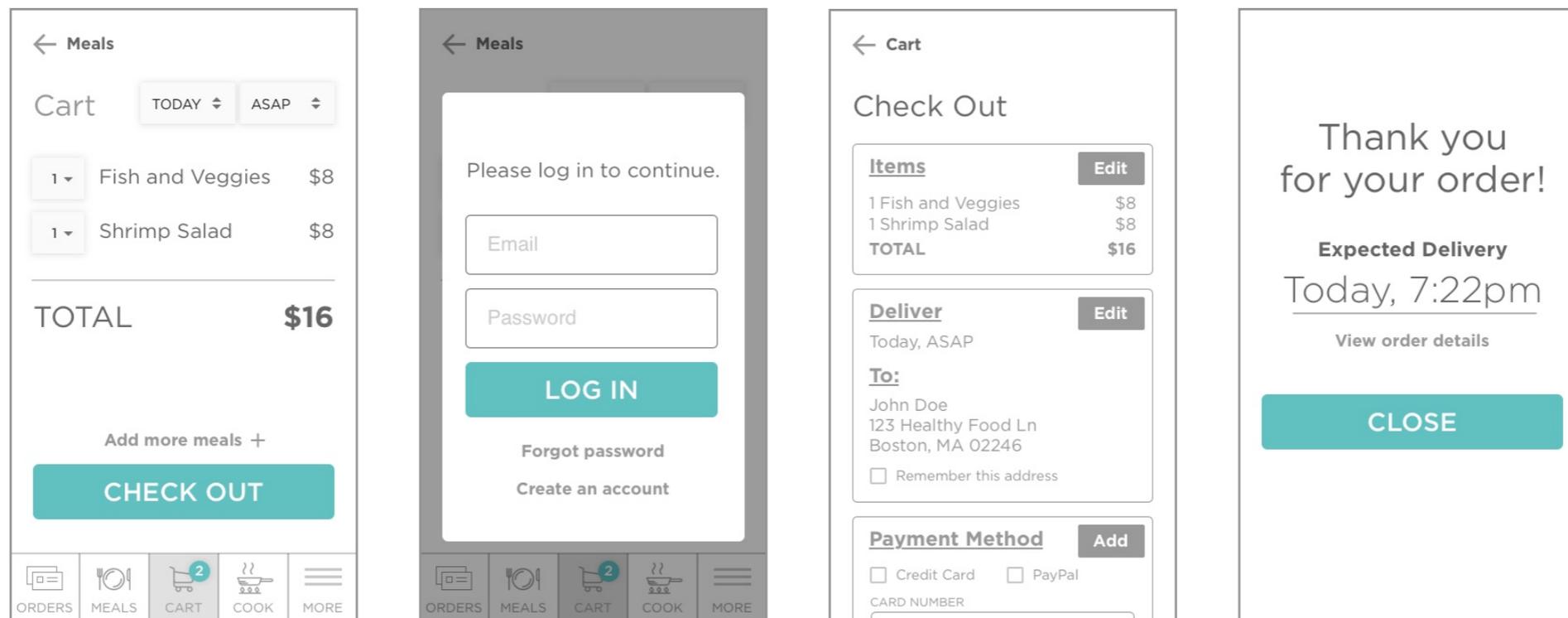
Choosing Meals



“Like” buttons added to meals to help speed up decision-making.
“Flag” buttons added for users to save meals for later for a speedier experience the next time they use the app.

HIGH FIDELITY WIREFRAMES (REVISED)

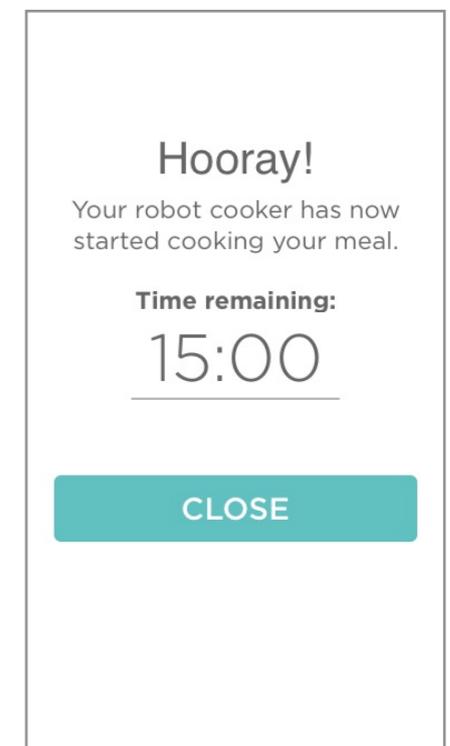
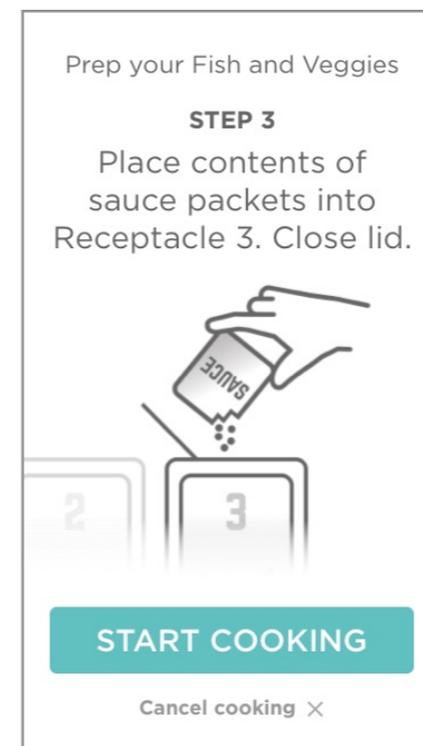
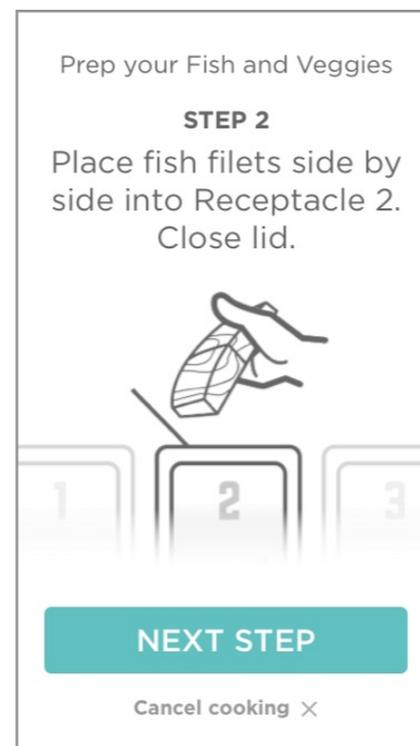
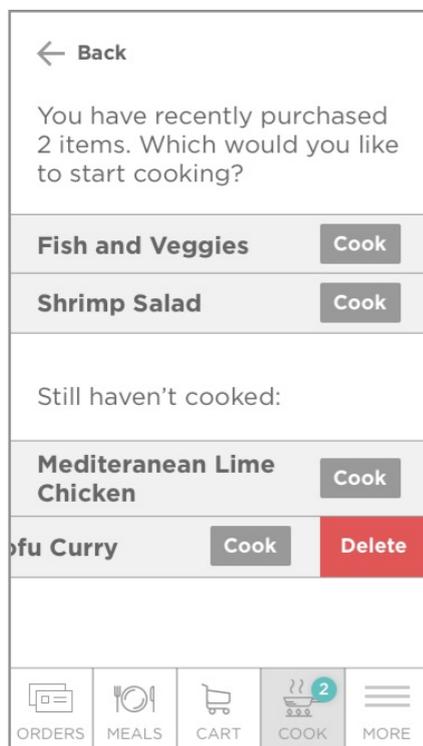
Checkout



Only here, in Checkout, do we require more information / logging in to continue. This will send users down the “happy path” more quickly and with less of a commitment upfront in order to limit barriers of entry.

HIGH FIDELITY WIREFRAMES (REVISED)

Cooking



Illustrations make very clear how to accomplish each step. “Cancel cooking” button added to allow users the flexibility to cancel cooking should something come up. Users can also now remove items from cook queue.

Key Takeaways



KEY TAKEAWAYS

Let the visuals help tell the story

After a few rounds of user testing, I realized that the **on-boarding pages seemed the most crucial** to helping users understanding the most basic functions of the app: to communicate the benefits of the product, walk them through how to use it, and lead them down the “happy path” quickly.

Illustrations helped tell the story and designing the experience to request sensitive information later on in the user flow led to better engagement with the app.

Thank You