



What's Your Kitchen IQ?

Browse Categories

Instructors

About Us

Ready to learn?

Our instructors take you to the next level

Whether you want to learn how to cook, or improve your knife skills, KitchenHub has the instructor to fit your skill level and time.

Browse

Kitchen Hub Website Design
Suzanne Berry

Google

Project Overview



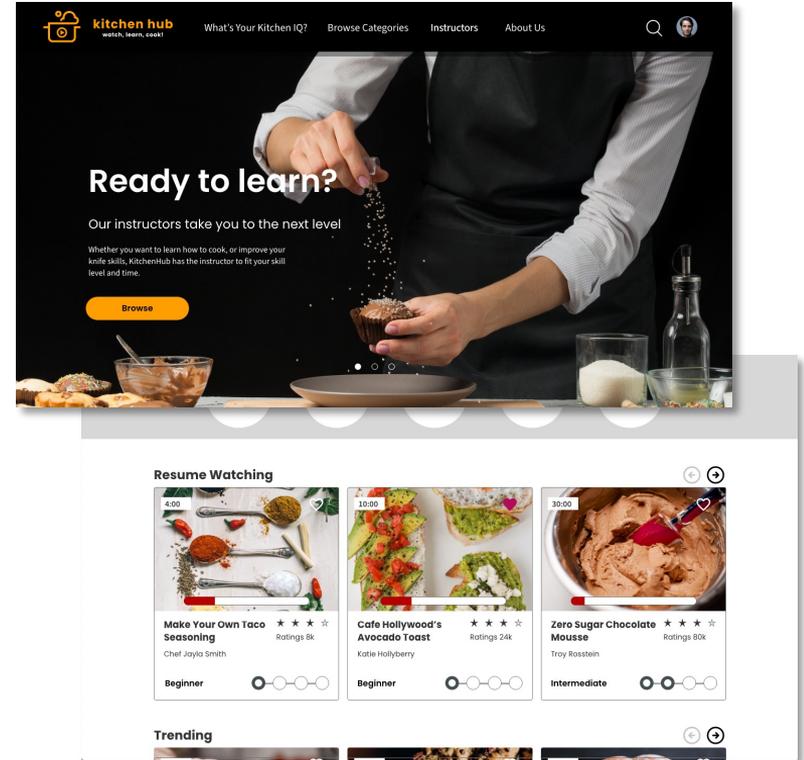
The Product

The KitchenHub offers online cooking instruction videos from instructors at the top of their field. The typical user is between 24-40 years old, and most users fall into the beginner to intermediate levels. KitchenHub's goal is to make cooking fun, quick, and easy for all types of users at an affordable membership price.



Project Duration

The project has taken 3 months, from January 2023 to April 2023.



Project Overview



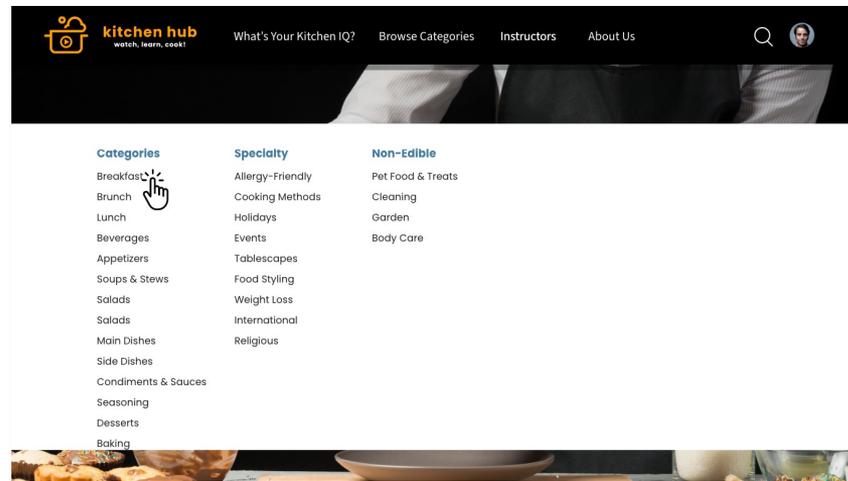
The Problem

Available online tutorial websites have too much cognitive load with cluttered designs, inefficient systems for browsing through videos, and various pricing per video/instructor.



The Goal

Design KitchenHub website to be user-friendly by providing clear navigation and offering tutorials that are short, easy-to-follow, and at one price annually.



Project Overview



My Role

I was the graphic designer and creative director at my company for 16 years and was asked to join the UX team last year. I have been a UX architect for nine months. My role in this project is the creator, researcher, and designer.

My Responsibilities



User research, wire-framing, prototyping, usability testing, iterations, and the creation of the final high-fidelity prototype.



Suzanne Berry

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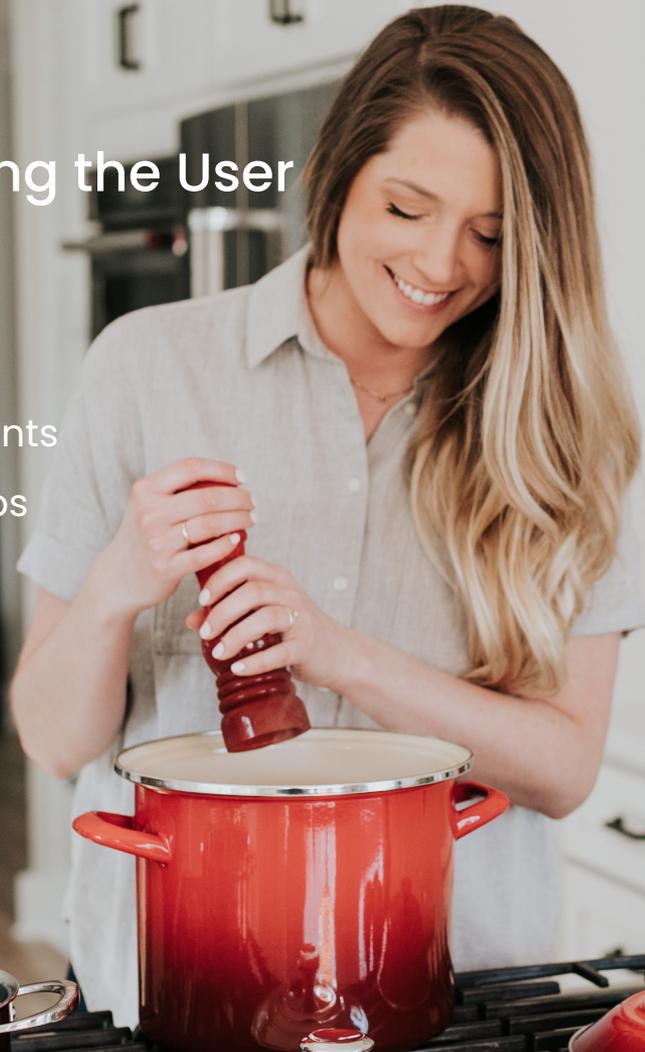
Understanding the User

User research

Personas

Problem statements

User journey maps



User Research Summary

I conducted in-person and video interviews and created empathy maps to understand the users I'm designing for and their needs for learning how to cook.

My primary user groups identified through research were split into four levels based on the 5 Levels of Learning with 1 and 2 as Beginner, 3 as Intermediate, 4 as Advanced, and 5 as Expert.

These user groups confirmed initial assumptions on learning, that websites with videos are difficult to search through and overwhelming. I discovered that Beginner to Intermediate learners wanted quick videos due to lack of time but were eager to learn. Advanced to Expert levels were interested in exciting new recipes and techniques and didn't mind something more lengthy.

The 5 Levels of Learning		
Stage	Level of Learning	Explanation
1.	Unconscious Incompetence	<i>"I don't know that I don't know."</i>
2.	Conscious Incompetence	<i>"I know that I don't know" (and want to improve).</i>
3.	Conscious Competence	<i>"I know how to do it, but I have to concentrate on my task."</i>
4.	Unconscious Competence	<i>"I can do it with ease and habitually."</i>
5.	Conscious Unconscious Competence	<i>"I can explain how I do it with ease to others."</i>

<https://helpfulprofessor.com/stages-of-learning/>

User Pain Points

1

Navigation

Online websites with tutorial videos can be overwhelming. Users aren't sure where to start.

2

Time

Beginner to Intermediate levels want to learn how to cook but have little time and many videos take too long for a simple recipe.

3

Chatter

Users are frustrated by videos with instructors that talk too much and teach too little. Many find it a waste of time when it gets halfway in and still shows little about the recipe.

4

Confusion

Users said that they are intimidated to learn because instructors can be very confusing. Sometimes teachers use words that are new and do not show the visuals.

Persona: Sonja



Age 55

Education Associates Degree / Vocational

Hometown Tampa

Family Husband, one cat, two adult children

Occupation Business Owner

Phyllis runs a small business with her husband. She had significant health issues this year, so she is healing. Now that she is feeling better, she has time to search for recipes for her new hobby of baking. When she finds the ones she wants, she invites her grown children over and they all watch and try together as family time. It's her favorite new tradition.

“My family and I share a lot of laughs when we prop up the iPad in the kitchen, and jump into learning a new recipe together.”



Goals

To find a new recipes that her family can watch and learn something new together.

To find tutorials that are not too long.



Frustrations

“I am irritated when they talk too much before they start the learning process.”

“I need to print out the recipe as well as watch it.”

User Journey Map for Phyllis

Find tutorials for baking and decorating cookies, so she can follow along with her family and make memories.

ACTION	Browse for cookie video tutorials	Choose a Video	Preview video	Buy ingredients + Prep	Follow Tutorial
TASK LIST	<ul style="list-style-type: none">● Browse cookie recipes● Sort by recipes with videos	<ul style="list-style-type: none">● Sort by time● Sort by ratings● Click preview	<ul style="list-style-type: none">● Click to preview● Watch to see ingredients needed● Watch for tools needed	<ul style="list-style-type: none">● Look for existing ingredients● Shop for ingredients● Shop for tools	<ul style="list-style-type: none">● Watch video● Pause as needed● Provide rating
FEELING ADJECTIVE	<ul style="list-style-type: none">● Overwhelmed● Eager	<ul style="list-style-type: none">● Optimistic● Anxious	<ul style="list-style-type: none">● Enthusiastic● Curious	<ul style="list-style-type: none">● Stressed● Dismayed	<ul style="list-style-type: none">● Satisfied● Relieved● Excited
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">● Ability to select multiple filters at once	<ul style="list-style-type: none">● Add videos to watchlist● Easier quick view	<ul style="list-style-type: none">● Shows key parts	<ul style="list-style-type: none">● Provide a printable list● Provide a list for phone	<ul style="list-style-type: none">● Allow for messaging presenter

USER STORY

Phyllis

As a/an

Person who has been very ill and now healing,

type of user

I want to

Learn to bake and decorate cookies as a family

action

so that

I can create memories and new traditions.

benefit

Beginning the Design



Paper wireframes

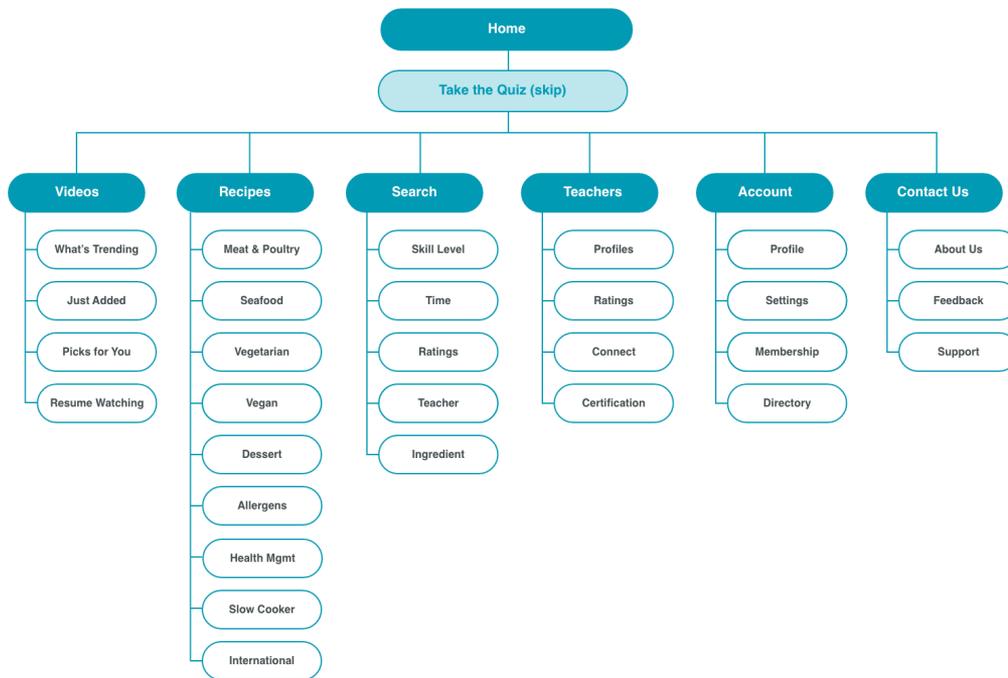
Digital wireframes

Low-fidelity prototype

Usability studies

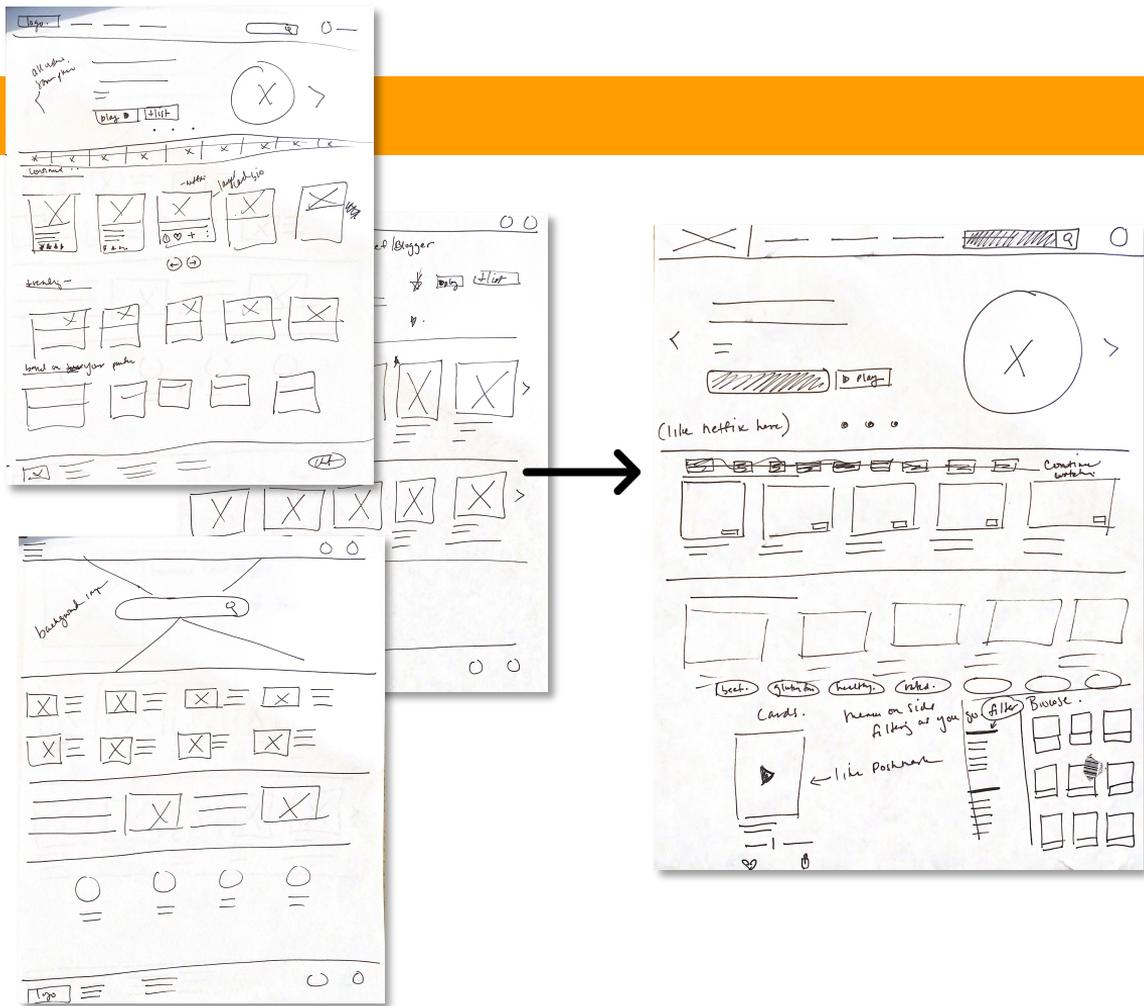
Sitemap

- Difficulty with overwhelming navigation was a primary pain point for users, so I used that knowledge to create a sitemap based on categories.
- My goal was to make strategic information architecture decisions that would improve overall website browsing. The structure I chose was designed to make categories and filters.



Paper Wireframes

- Next, I sketched out paper wireframes for each screen in the site, keeping the user pain points about navigation, browsing, and filters in my thoughts.
- The refined paper wireframe on the right focuses on optimizing the featured videos with carousel options similar to Netflix browsing.



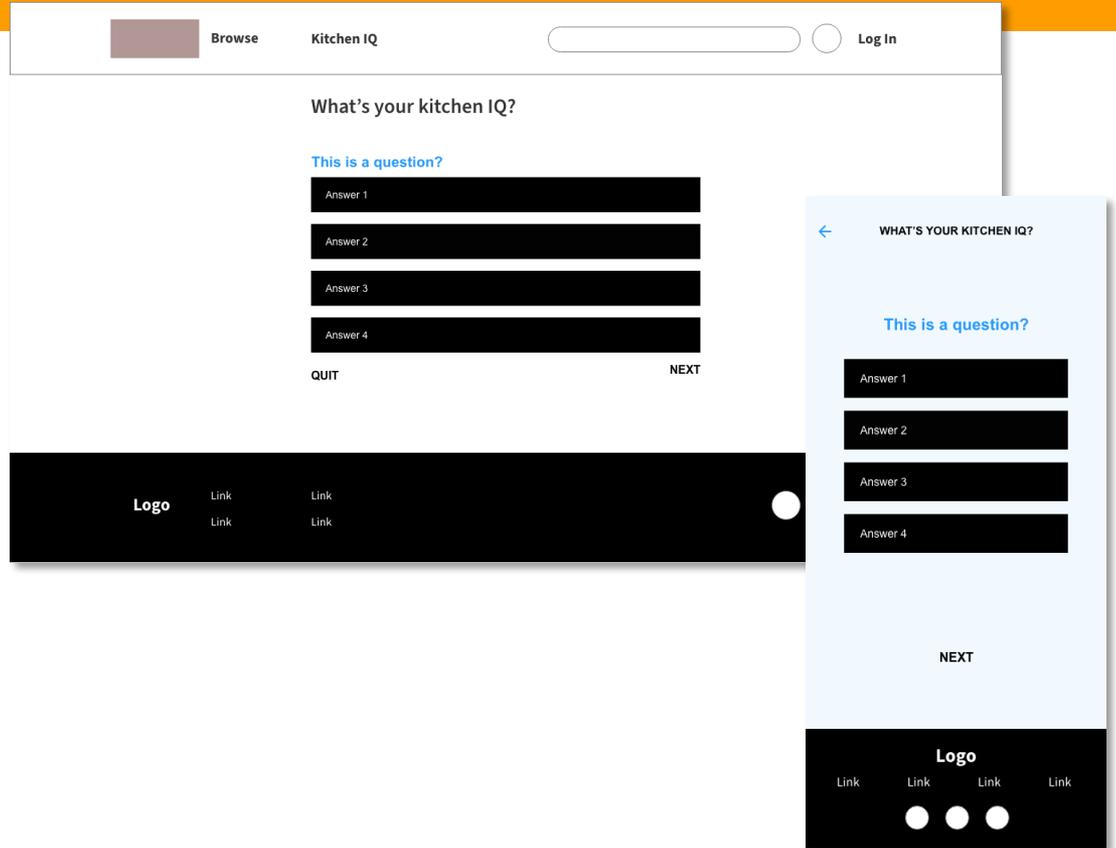
Digital Wireframes

- Once signed in, I kept important carousels with large thumbnails below the hero area so users can see the latest trends. Many thought that to be of interest.
- A quick IQ test is at the top to help the user know what they need without wandering aimlessly.
- Users can pick up where they left off and also see what the site chose for them based on their habits.



Digital Wireframes

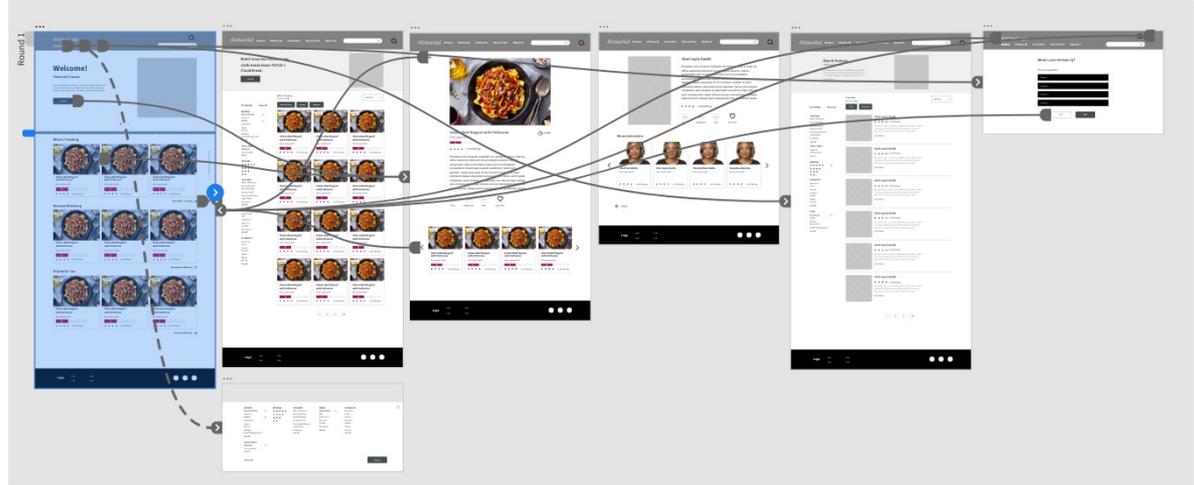
A very brief quiz answers questions for the user so they can see where they fall in terms of learning.



Low Fidelity Prototype

The low-fidelity prototype connected the primary user flow of searching the Breakfast category and looking at instructor bios.

Low Fidelity Prototype



Usability Study Parameters

Two usability studies were done; moderated and unmoderated. I used my users as described in this case study as well as some new people who enjoy cooking. The unmoderated study sent me videos as they used the site. The moderated study was done with me on Facetime.

Round 1 findings

- 1 User needs to know how to get to home page.
- 2 Search feature needed improvement.
- 3 Thumbnails being large was nice.

Round 2 findings

- 1 Would like to see less clutter, too many carousels.
- 2 Too many categories in the browse menu.
- 3 Too many carousels in the instructor page.



Refining the Design

Mockups

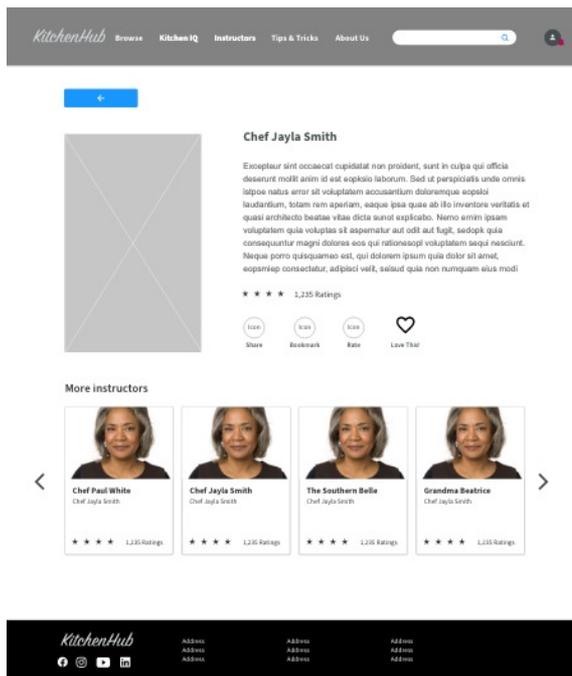
High-fidelity prototype

Accessibility

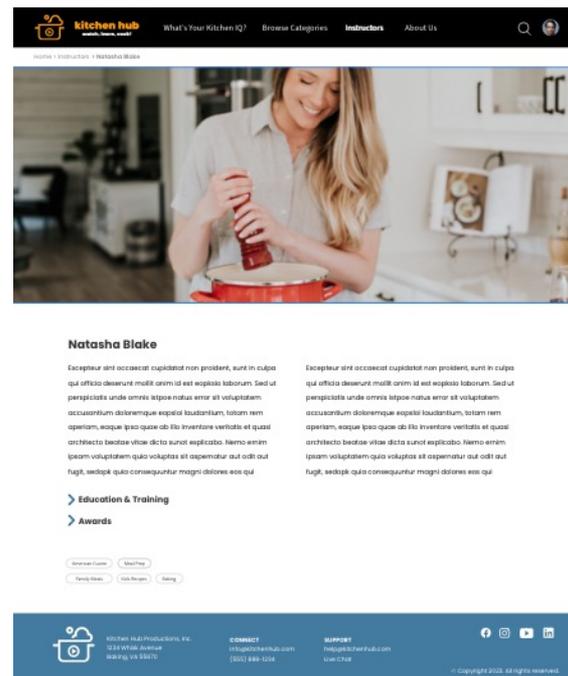
Mock-ups

The second usability study proved that too many carousels on the site were overwhelming. After the study, I removed them from the instructor bio page, focusing more on the instructor and their information and accomplishments.

I added a carrot (expandable) option to view more about the instructor but left it closed on the page load to reduce the visual noise.



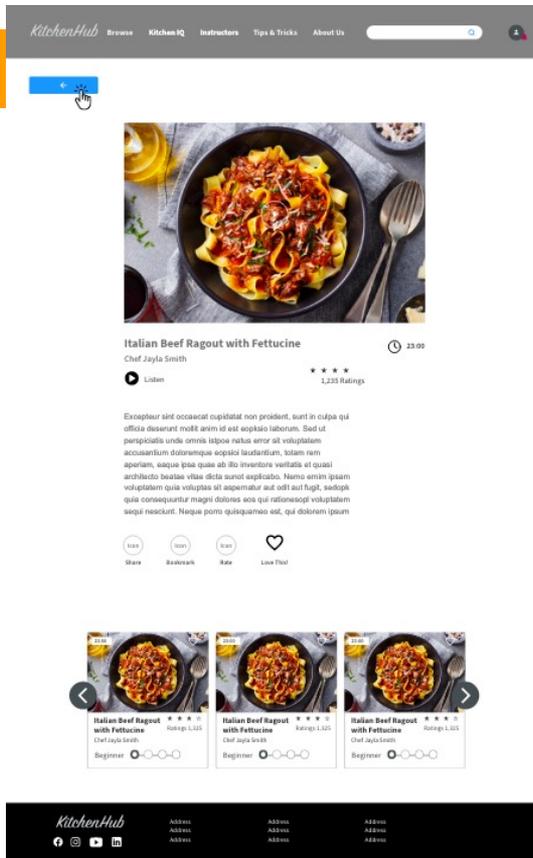
Before usability study 2



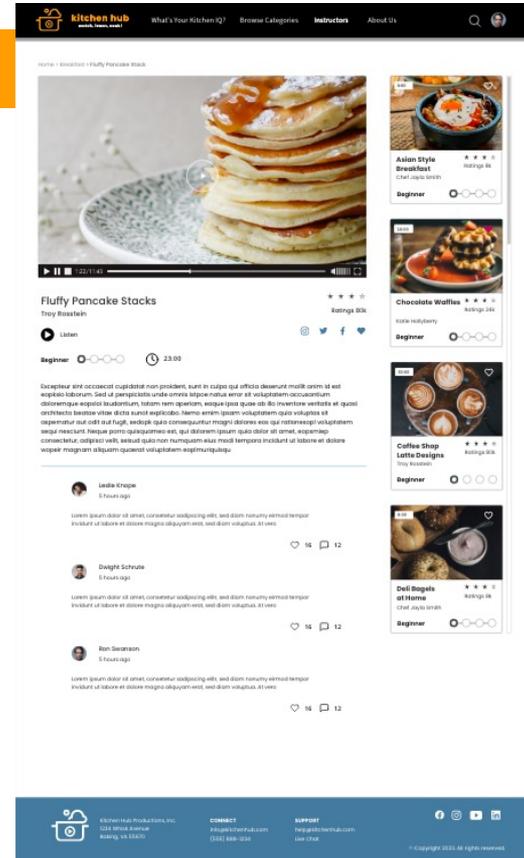
After usability study 2

Mock-ups

The second usability study proved that carousels are good so you can see other videos to choose, just not underneath. Having it on the right like YouTube was almost expected from users.



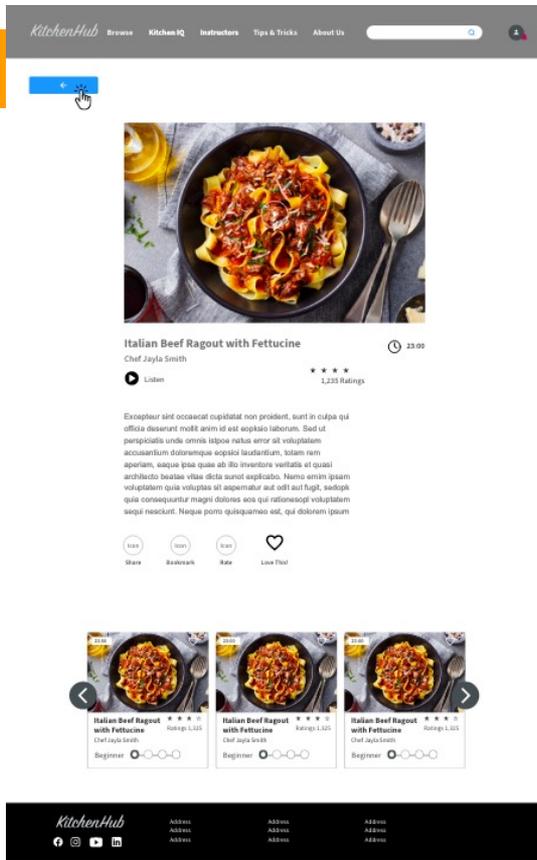
Video page for watching Round 1



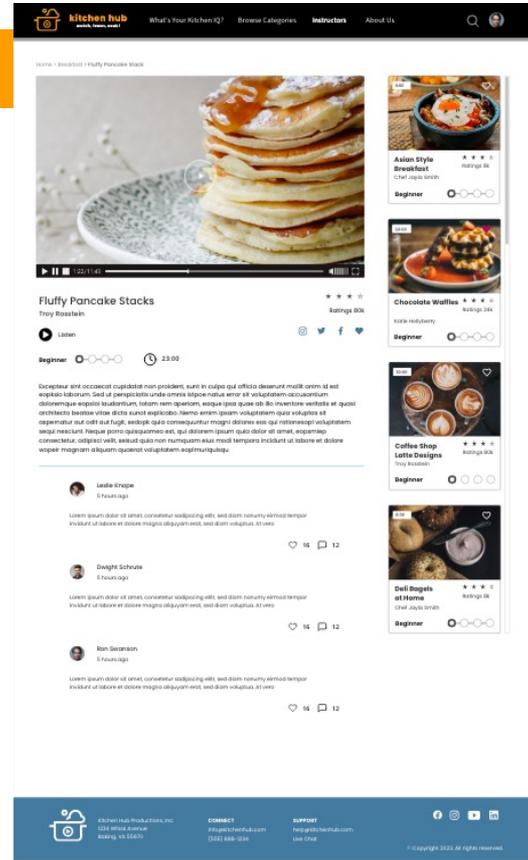
Video page for watching Round 2

Mock-ups; Variations

I included considerations for additional screen sizes based on my earlier wireframes. Because users watch from a variety of devices, especially when cooking, often propping them up as they are in the kitchen, it was important to optimize the viewing experience for a range of device sizes, such as mobile and tablet.

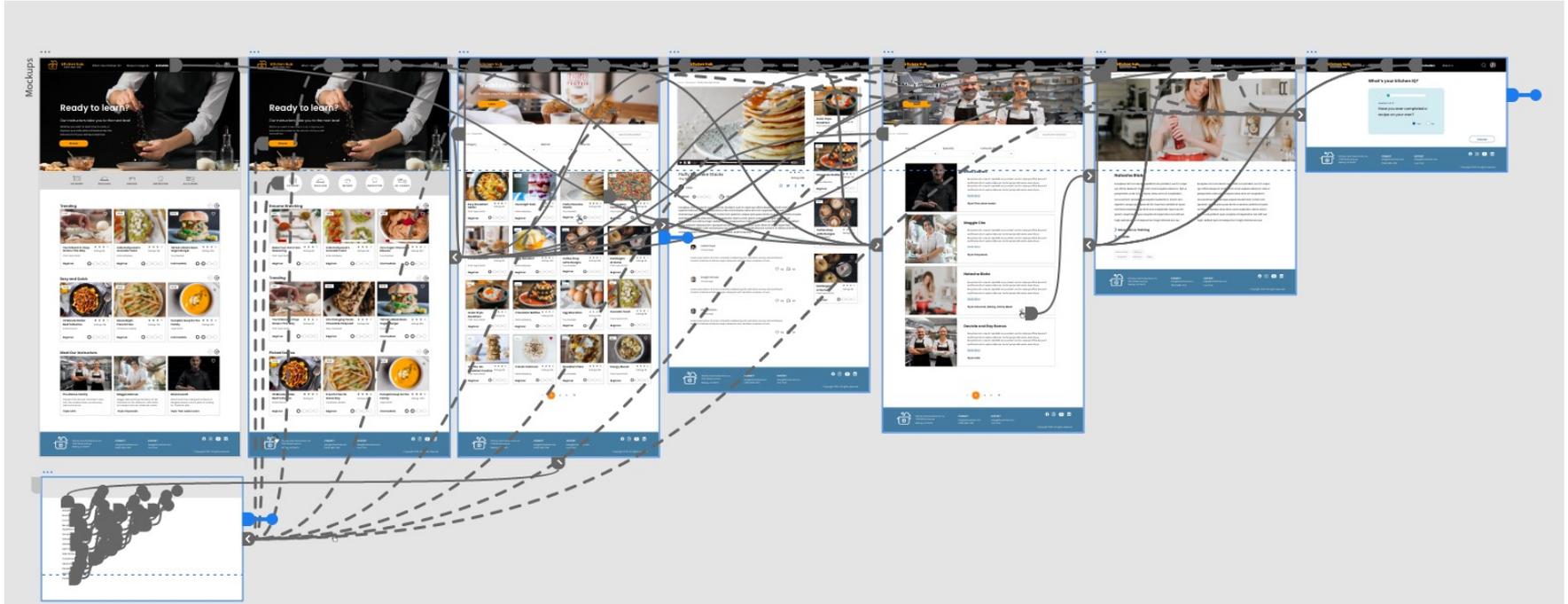


Video page for watching Round 1



Video page for watching Round 2

High Fidelity Prototypes



High-Fidelity Prototype

Accessibility Considerations

1

Videos would include captions; a transcript; and careful use of color, text.

2

ADA complaint colors.

I used headings with different sized text for clear visual hierarchy

3

The site is designed for users to tab through without a mouse.

Going Forward

Takeaways

Next steps



Takeaways



Impact:

Users said that the navigation was not intimidating and appreciated that their skill level was taken into consideration.



What I learned:

Do your research and planning. I was struck by how many people want to learn to cook but get aggravated not only by the search, but by the ways instructors teach in their videos. Maybe instructors need to take on the needs of the users too!

Next Steps

1

Through interviews, I have learned that users would like to see shorter videos.

2

I would create an online Q&A with instructors so users could reach out in real-time to ask questions.

3

Provide transcripts on the next round for accessibility.

Let's Connect



Feel free to email me at smberry109@gmail.com with any questions.

I'd love to chat about being a long-time graphic designer for my company, to joining the UX team.

Thank you!