

DOCUMENTATION 2

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12040003020

RECIPE

ELEVATOR PITCH

Some people like to cook and found easy recipe. because, people have not enough time for cook. In this reasons, I tried to design an app which includes simply recipes. My main point is make cooking as interactive. Users can share their cooking experiment with each others.

DESCRIPTION

My purpose is create a application easy and practical for those who love to cook. This app will works membership system also the users can be sign up with their social media account. When the members open the app , they will be able to see food groups. The users can reach recipes which they want by using filters. They can share photos of their meal which they do by looking recipes at their own profile. Additionally, They can add comments , criticize and like the recipes. The app include an explore button. This button provides access to useful and important information about foods. Finally, The member will be able to reach the recipes exactly which they want by using research button.

SKETCHED PERSONA



SKETCHED PERSONA

HOUSEWIFES

STUDENTS

COOKING LOVERS

SKETCHED PERSONA

I have done some research before start. The most remarkable phase was determine target mass. According to some research, housewives , students and coking lovers is majority about use recipes. I tried to learn their problem about cooks. Old Housewives needs different recipes , the young ones needs to learn traditional recipes , stundents who are 20-29 years old needs cheap and simply recipes. In the other side , cooking lovers want to reach delicious and different recipes.

INTERVIEW

You can find interview video
link in the below.

INTERVIEW OUTPUT

- 1- How often do you cook ? When you cook what kind of food types do you prefer ? How often do you try new recipes?
- 2- Where do you find recipes? What is the most important thing in recipes ?
- 3- Do you try different taste? Where do you take the different tastes recipes?

INTERVIEW OUTPUT

I have done interview with person. They gave me remarkable answers. In light of this information. I determine the points which I should give importance.

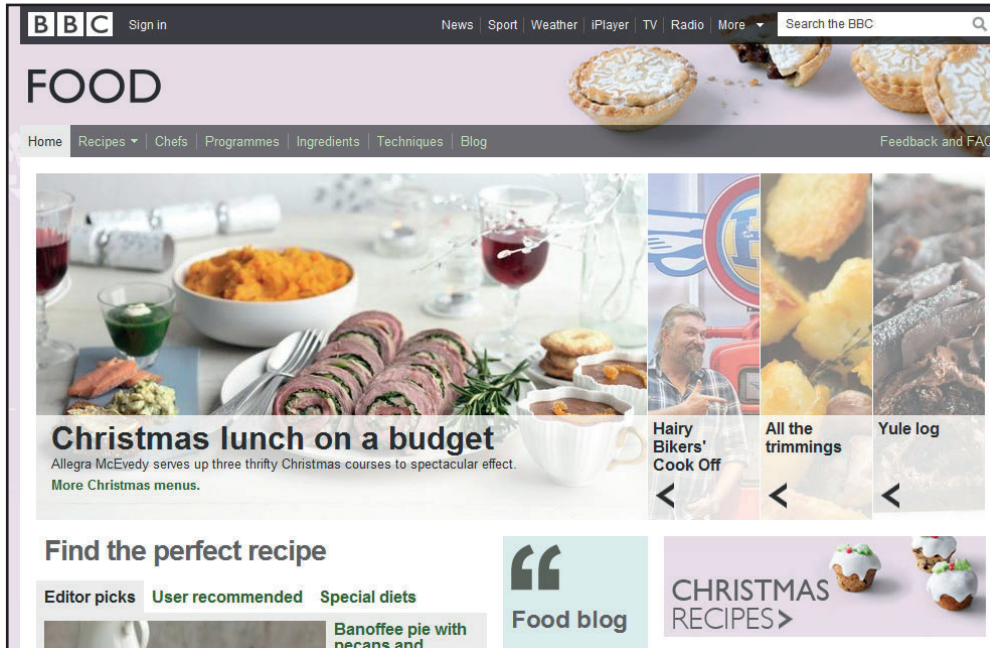
- 1- The app will be easy to use.
- 2- The users can socialize by app.(share photos, tips,recipes, etc.)
- 3- The user would reach certain recipes by filtering systems. The recipes will be in time, kitchen type, degree of difficulties, etc.

COMPETITOR ANALYSIS

The screenshot shows a website layout for 'TimeForFood'. At the top left is a logo of a chef's hat with a face. Below it is the text 'TimeForFood'. To the right is a navigation menu with links: Home, About Us, Contact, and Blog. Further right is a search bar with a red 'search' button. The main content area features a recipe titled 'Poached haddock with mussels and spinach' in red text. Below the title is the text 'Written on September 19th, 2009 by admin'. To the left of the recipe is a photo of the dish. To the right of the photo is the first step of the recipe: '1. Heat 25g/1oz of the butter in a medium pan, add the shallot and cook gently for 3 minutes, until soft. Add the mussels and 150ml/5fl oz of water, then cover and cook over a high heat for 3-4 minutes, ...'. Below the text are two red buttons: 'Fish Recipes' and 'Recipes'. Underneath these buttons are four person icons and a clock icon with the text '35 minutes cooking time'. On the left side of the page, there are two red boxes. The top one is titled 'Popular Recipes' and lists: Poached haddock with mussels and spinach, Yummy Homemade Chocolate Cake, Chicken Ceaser Salad, Meatballs with Pepper Sauce, and Roasted Chicken Quarters With Garlic and Herbs. The bottom one is titled 'Recipe Categories' and lists: Beef Recipes, Chicken Recipes, Chocolate Recipes, Fish Recipes, and Salad Recipes.

- 1- Home
- 2- About us
- 3- Contact
- 4- Blog

COMPETITOR ANALYSIS



- 1- Home
- 2- Recipes
- 3- Chefs
- 4- Programmes
- 5- Ingredients
- 6- Techniques
- 7- Blog

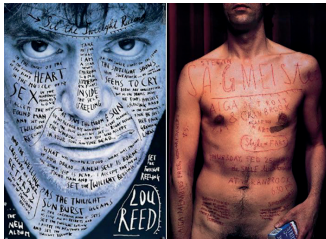
COMPETITOR ANALYSIS

When I see my competitor, they look like the same. Almost all of them include home and contact pages. The differences between my application and the my competitors are they have diet recipes and their application can gives to personal recipes. On the other hand, my competitor'application have not socialize option. The users of competitor can not contact to each others. My application gives chance to socializing. Sharing photos, comments which my application has provides trust of recipes.

In this way, the users can be sure about reliability.

INSPIRATION

1- Stefan Sagmeister



Born
August 6, 1962

Nationality
Austria Austrian

Known for
Graphic Design, Film

3- Michael Bierut



Born
1957

Nationality
Cleveland, Ohio,
ABD

Known for
Graphic Design, Art
and Planning.

2- Paula Scher



Born
October 6, 1948

Nationality
American

Known for
Graphic Design, Painter,
Author & Educator

4- David Carson



Born
September 8, 1954

Nationality
American

Known for
Type design
Graphic Design

INSPIRATION

5- Milton Glaser

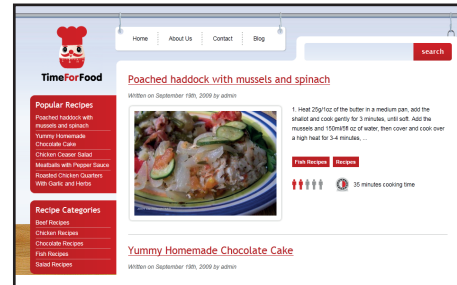


Born
June 26, 1929

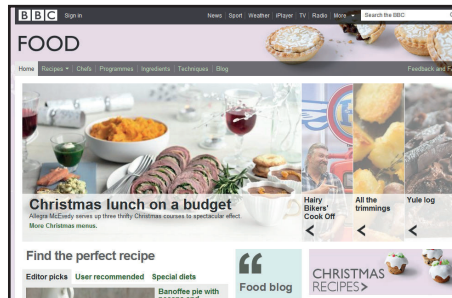
Nationality
United States

Known for
Graphic design

Time for food



BBC FOOD



MOODBOARD



GOURMET



Smoked Salmon Egg
STUFFED AVOCADO



A DAY WITHOUT SUN

ABCDEFGHI

JKLMNOP

QRSTUVWXYZ

TASKS

BRAINSTORMING

RESEARCH ABOUT MARKET

RESEARCH ABOUT RECIPE SITE

RESEARCH ABOUT RECIPE APPLICATION

RESEARCH 5 PROJECTS AND 5 ARTWORKS

EXAMPLE WIREFRAME

COMPLETE APP AND WEB WIRE- FRAME

3 DESIGN PROPOSAL

COMPLETE DESIGN WEB AND APP

CREATE A WALKTHROUGH

CREATE A UI PATTERN

VIDEO

MOOD BOARD

FLOW CHART

FLOW MAP

PERSONA

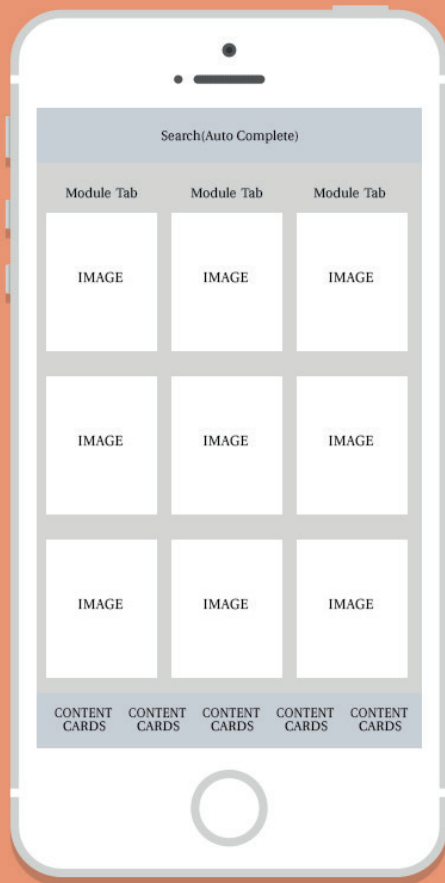
PROTOTYPE

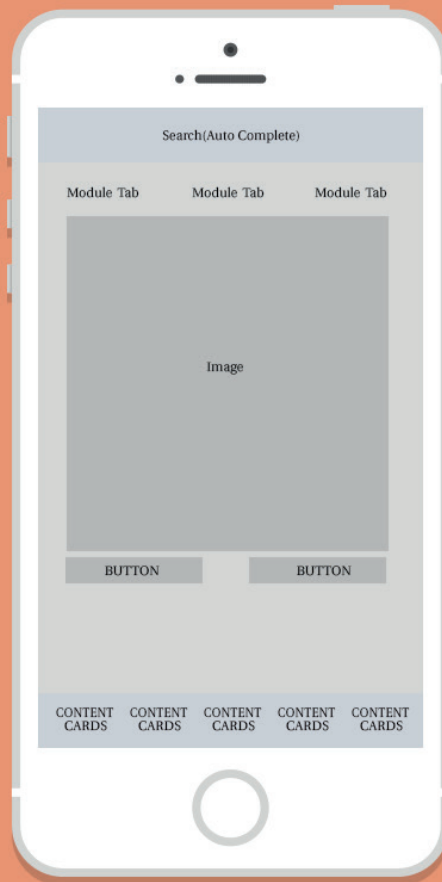
CREATE A LOGO FOR APP

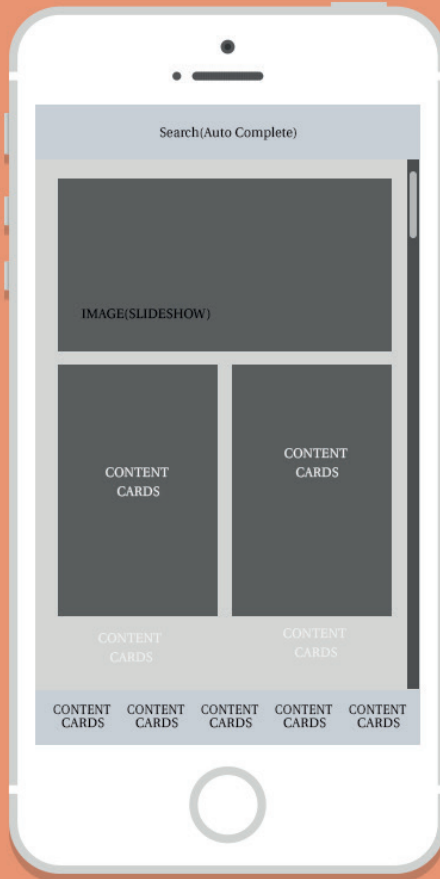
PLANNING

BRAINSTORMING	15.04.2016-28.04.2016
RESEARCH	28.04.2016-09.05.2016
SKETCH	09.05.2016-15.05.2016
DEVELOP OF IDEA	01.05.2016-09.05.2016
DESIGN	15.05.2016-30.05.2016
FINAL	03.06.2016

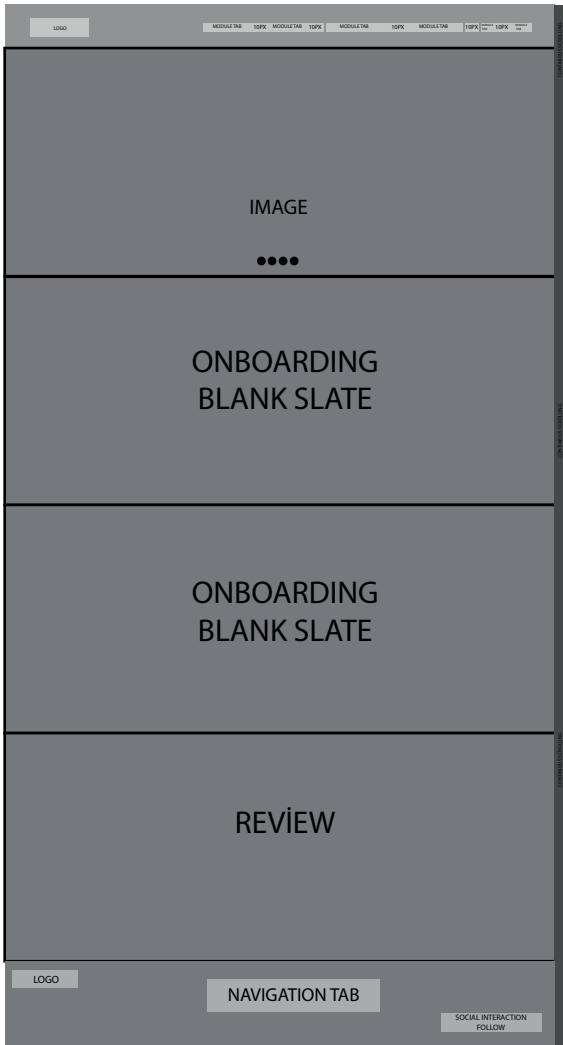
WIREFRAME FOR PHONE







WIREFRAME FOR WEB

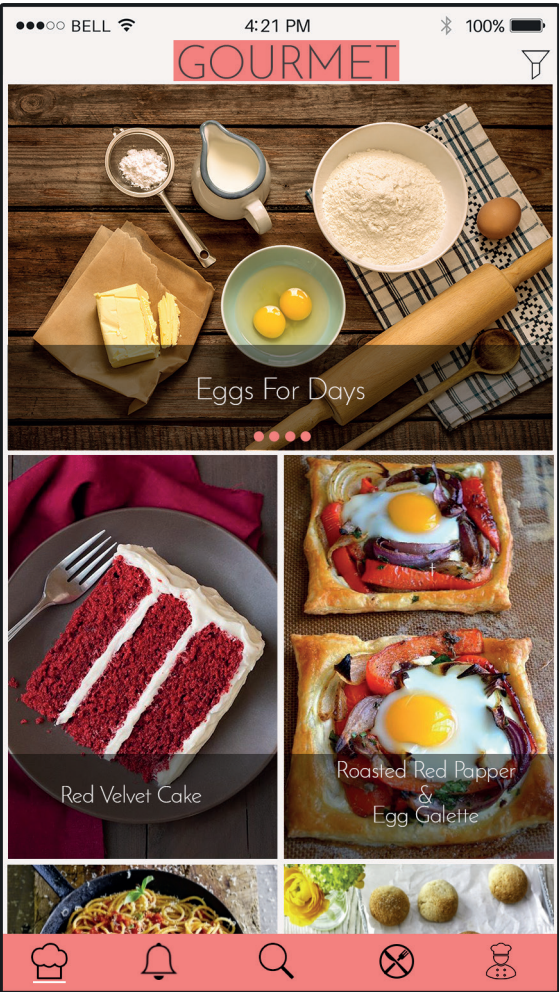


DESIGN PROPOSAL

3 APP

GOURMET





GOURMET



Recipes

People

Explore



DESIGN PROPOSAL
WEB

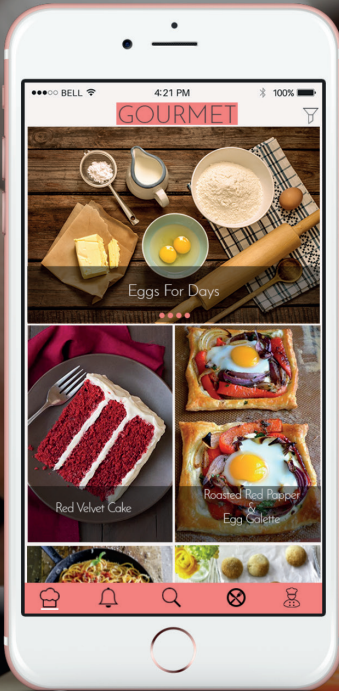
GOURMET

[App](#)

[About Us](#)

[Reviews](#)

[Contact](#)



Your life has never been so delicious!



Download on the
App Store



ANDROID APP ON
Google play

DESIGN PROPOSAL
COMPLETE - APP



GOURMET



SHARE IT

Create collections and add your own recipes or photos.



COOK SMARTER

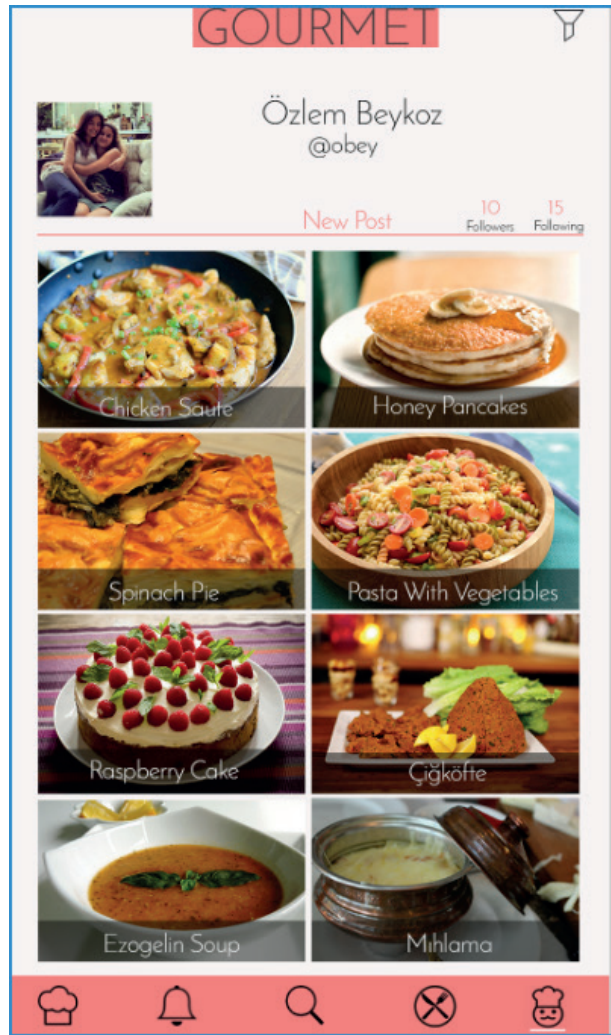
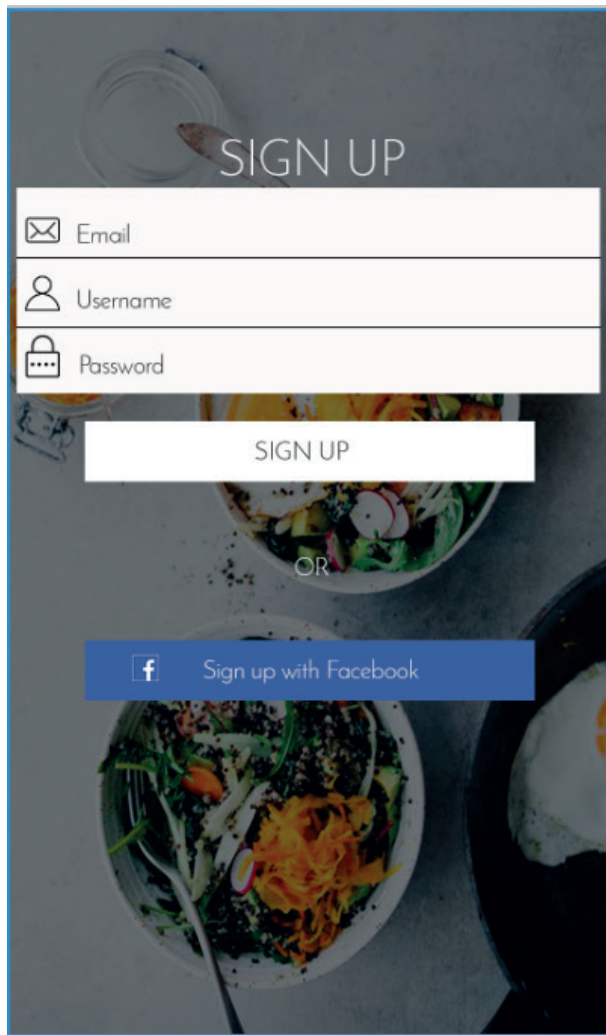
Guided step-by-step instructions for 1000+ recipes.



COOK SMARTER

Guided step-by-step instructions for 1000+ recipes.





GOURMET



Özlem Beykoz
@obey

New Post

Upload an image

Post



GOURMET



Özlem Beykoz
@obey

New Post

Upload an image

Post

Take photo or video



Photo library



Cancel

GOURMET



Julia Guirao
@ Julia

1 days ago



I'm monster! A Cookie Monster:)



14 Likes, 2 Comments



Dave Blumenfeld
@ Dave

5 days ago



Brussels!



20 Likes, 5 Comments



GOURMET



Julia Guirao liked your post.



Dave Blumenfeld started following you.



Angela Forren started following you.

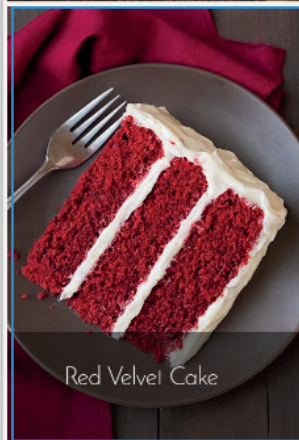
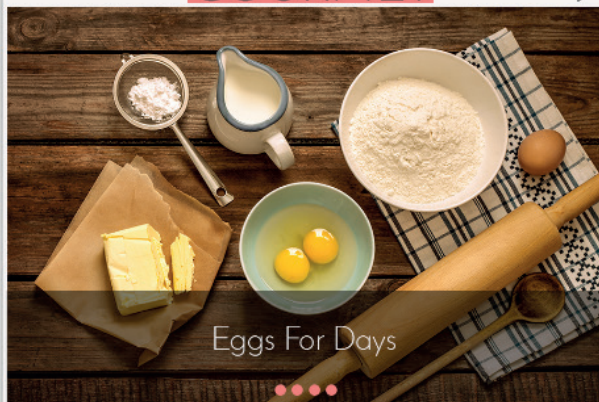


Jordan Homan started following you.



Caren Pedro started following you.





Red Velvet Cake



60m



Serves 12



586

Ingredients

1/2 cup shortening

1 1/2 cups white sugar

2 eggs

2 tablespoons cocoa

4 tablespoons red food coloring

1 teaspoon salt

1 cup buttermilk

2 1/2 cups sifted all-purpose flour

1 1/2 teaspoons baking soda

1 tablespoon distilled white vinegar

1 teaspoon vanilla extract

1 cup milk

Recipe

1

Warm

2

Prepare

3

Time

4

Combine



GOURMET

1

Warm

Heat oven to 350°F. Grease bottoms and sides of 3 (8- or 9-inch) round pans with shortening; lightly flour.



GOURMET

2

Prepare

In large bowl, beat all cake ingredients with electric mixer on low speed 30 seconds, scraping bowl constantly. Beat 2 minutes on medium speed, scraping bowl occasionally. Pour into pans.



GOURMET

3

Time

Bake 25 to 35 minutes or until toothpick inserted in center comes out clean. Cool 10 minutes; remove from pans to cooling rack. Cool completely, about 1 hour.



GOURMET

4

Combine

In medium saucepan, mix $\frac{1}{2}$ cup flour and $1\frac{1}{2}$ cups milk with whisk until smooth. Cook over medium heat until mixture is very thick, stirring constantly. Remove from heat; cool 10 minutes. In large bowl, beat $1\frac{1}{2}$ cups sugar and the butter with electric mixer on medium speed until light and fluffy. Gradually add flour mixture by tablespoonfuls; beat on high speed until smooth. Beat in vanilla. Fill and frost cake, using 1 cup frosting between layers. Store covered in refrigerator.





Eggs For Days

We love any reason to cook and eat eggs and with May being National Egg Month, we decided we'd spend it doing just that! Whether you're a purist and just want a perfectly poached egg, or believe that there isn't a dish that you can't put an egg on, in or with—we've rounded up 60 recipes that showcase eggs in every which way. If you're new to cooking eggs or just want a refresher, start with the basics, then it's onwards and upwards (through the recipe collection) from there!

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Category

Soup	Main course	Desserts
Collation	Breakfast	Drinks

Degree Of Difficulty

Easy	Middle	Difficult
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Preparation Time

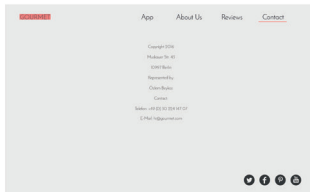
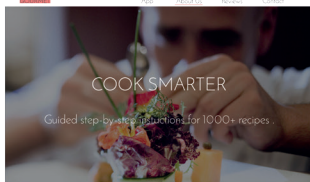
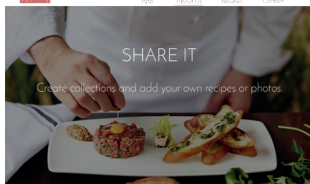
20 m	30 m	60 m
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Kitchen

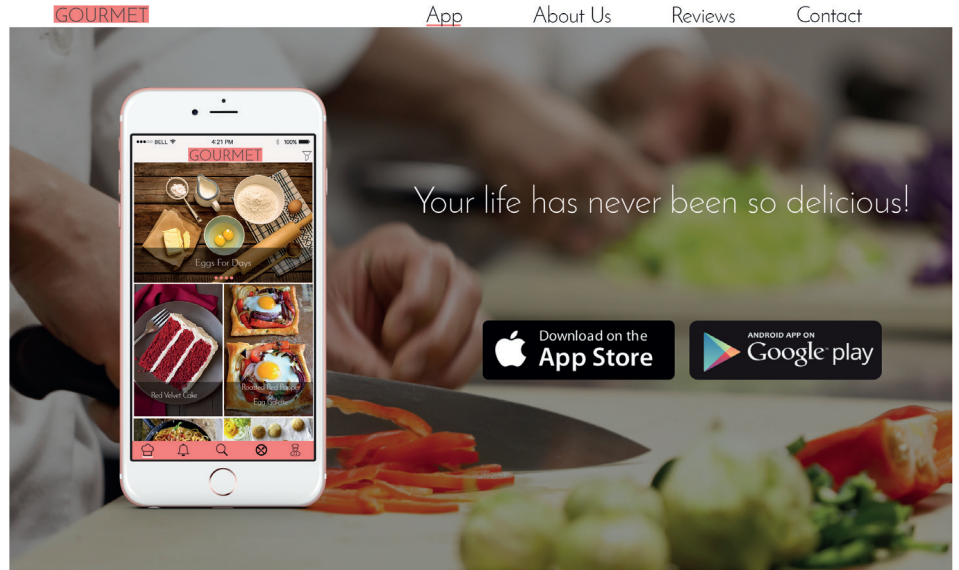
China	Italian	Indian
American	Portugal	Middle East
Asia	Turkish	Spanish



DESIGN PROPOSAL
COMPLETE - WEB



MAIN PAGE



FLOWCHART

HOME

NOTIFICATIONS

SEARCH

FOOD FEED

PROFILE

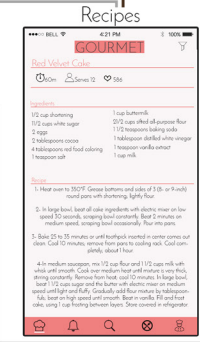
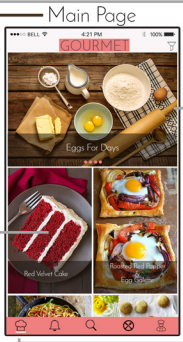
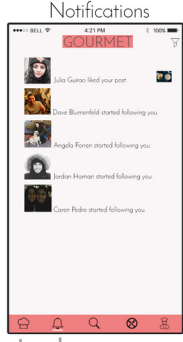
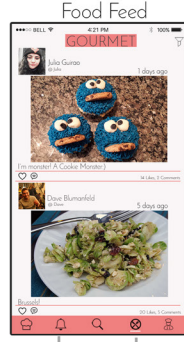
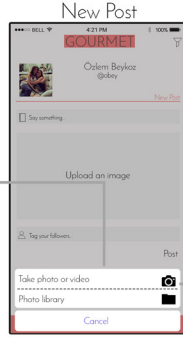
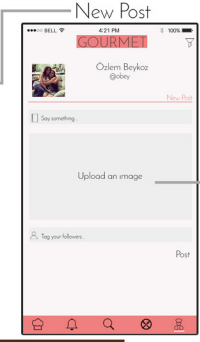
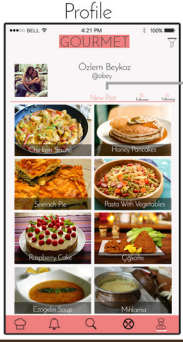
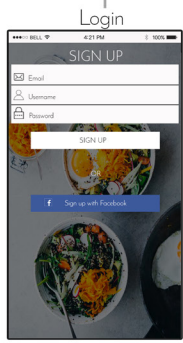
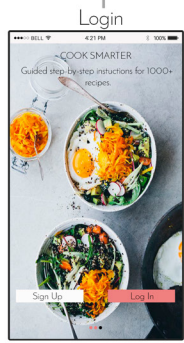
NEWS
FILTERS
RECIPES

LIKES
COMMENT

RECIPES
FOOD

FOOD PHOTOS
COMMENT
LIKE
FRIENDS
FILTERS

RECIPES
FOLLOWING
FOLLOWERS
FRIENDS



GOURMET
FLOWMAP

UI PATTERN DEMO

<https://drive.google.com/folderview?id=0Bx7sUs6ZclMVYW9nZEVYMU4xN1k&usp=sharing>

WALKTHROUGH

<https://drive.google.com/folderview?id=0Bx7sUs6ZclMVQm1TTmxLQWhtWG8&usp=sharing>

CRITICAL REFLECTION

I think this project is very beneficial for us. While I make this project I learned new program in Adobe series. Now, I use Photoshop much better than before.

CREDITS

Thanks for your attention...