

Make it

Your Everything Pantry

Case Study

The recipe sharing, meal planning, and shopping list creator.



About

Make It lets people explore new recipes and gives people the power to save recipes and connect with other people. If you are just starting out with meal planning or are having troubles coming up with meal ideas, Make It is for you.

- **Save** recipes in a general area or to your favorites.
- **Watch** cooking videos meal plan with a shopping list to get you prepared for the week(s) ahead.
- **Learn** and elaborate on your cooking or baking skills by accessing beginner to advanced recipes.
- **Add** your own recipes to share with others.

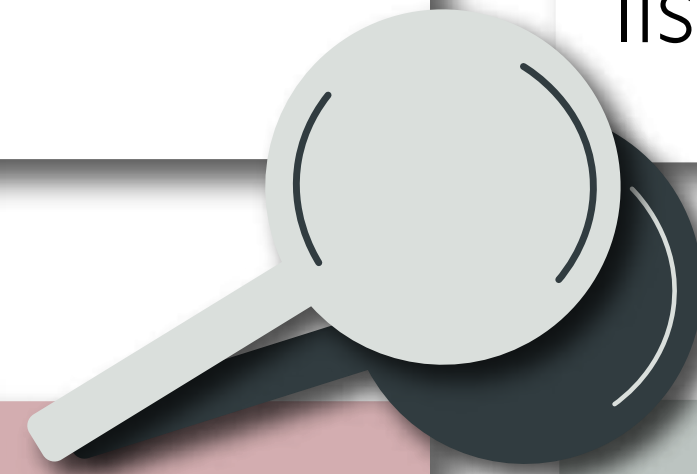
Meal planning and collaborating made easy.

Problem Solved

Make It keeps all of your meal plans and recipes all in one place so you won't lose them. Most people do not have a place to store recipes or past meal plans and shopping lists.

You will also have access to all of the ingredients and measurements for each recipe to help you be able to meal plan and create a shopping list. So say goodbye to neverknowing the exact measurements of ingredients and even some extra ingredients.

Make It can help you keep organized



Recipe Keeper

- Recipe Keeper is the quick and easy way to collect, organize and share all your favorite recipes across your mobile, tablet and desktop.

Pros:

- Creates shopping lists and meal plans
- Saves recipes

Cons:

- Separate pages for ingredients and directions
- Recipes don't import most of the time



The biggest issue I have is the ingredients and directions are in separate pages so I'm constantly going back and forth.

Cookpad

- Share your recipes, find daily cooking inspiration and join a cooking community.

Pros:

- Able to share recipes
- Join a cooking community

Cons:

- Can only find everyday meals
- Super simple recipes for beginners



I like the app but it's only good if you want to look for everyday meals. There are lots of recipes that are for things that are super simple (bologna sandwich) or things that don't look edible.

COOKmate

- COOKmate lets you create your own digital cookbook. Build your own recipe database by gathering recipes on the web and using the import features.

Pros:

- Create a digital cookbook
- Can import recipes from the web

Cons:

- Can't create a meal plan or shopping list
- Only compatible recipes are for people who can't cook



The only recipes that are compatible are generic, and for people that can't cook. I think the old fashioned, written recipe cards are better.

Leighton

Constant Baker

Variety, Detail Oriented, Creative

Age: 24

Occupation: Professional Dancer

Status: Single

Gender: Female

Location: Las Angeles, CA

“I am constantly looking for recipes to try and to differentiate what I normally make and bake.”

Needs

- To be more organized
- Step by step recipes
- Beginner to advanced

Goals

- To always have a meal prepared
- To have easy access to a variety of recipes
- To have the option to meal plan

Motivations

Convenience

Easy to Use

Time Saving

Money Saving

Personality

Precise

Healthy Eater

Athletic



Sawyer

Constantly Cooking
Variety, Different, Change

Age: 28

Occupation: Culinary Student

Status: Married

Gender: Male

Location: New York, NY

“I want to expand my reach and not hunt for recipes to learn and make.”

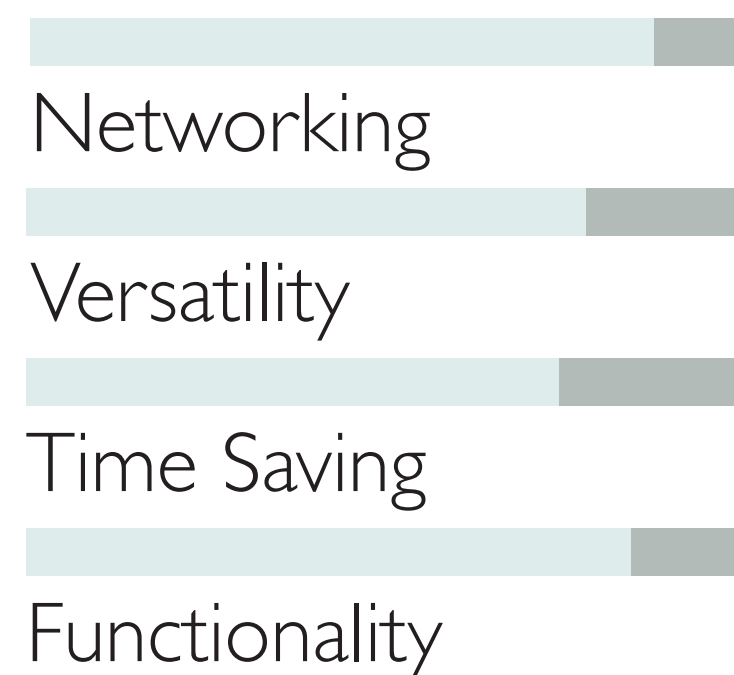
Needs

- To have a variety of recipes
- Be able to save recipes
- Be able to create more advanced recipes

Goals

- To experience different recipes
- To be able to have favorite recipes saved
- To be able to collaborate with others

Motivations



Personality

Adventurous

Easy Going

Open Minded



Typography

Gill Sans SemiBold was chosen for the header because of its legibility and its clean cut lines. Noteworthy Bold was chosen for the primary header because of its consistency and creative look. Gill Sans Light was chosen for the body and main text because of its clean and legible style.

Header

Gill Sans (SemiBold)

Primary Header

Noteworthy (Bold)

Body Text

Gill Sans (Light)



Gill Sans (SemiBold)

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv WwXx Yy Zz
0 1 2 3 4 5 6 7 8 9

Noteworthy (Bold)

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv WwXx Yy Zz
0 1 2 3 4 5 6 7 8 9

Gill Sans (Light)

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv WwXx Yy Zz
0 1 2 3 4 5 6 7 8 9

Color



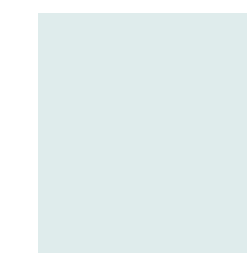
Title



Title border



Main Color 1



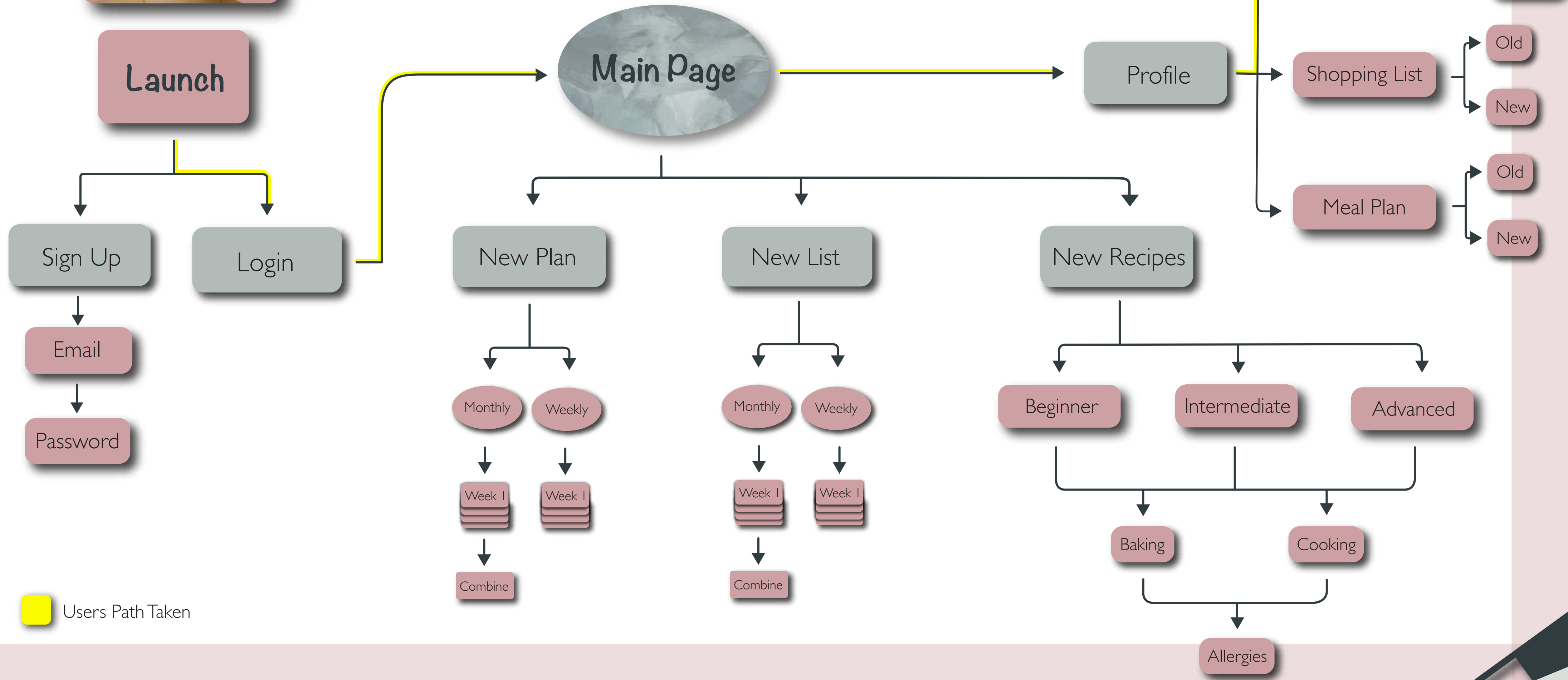
Main Color 2



Header Color

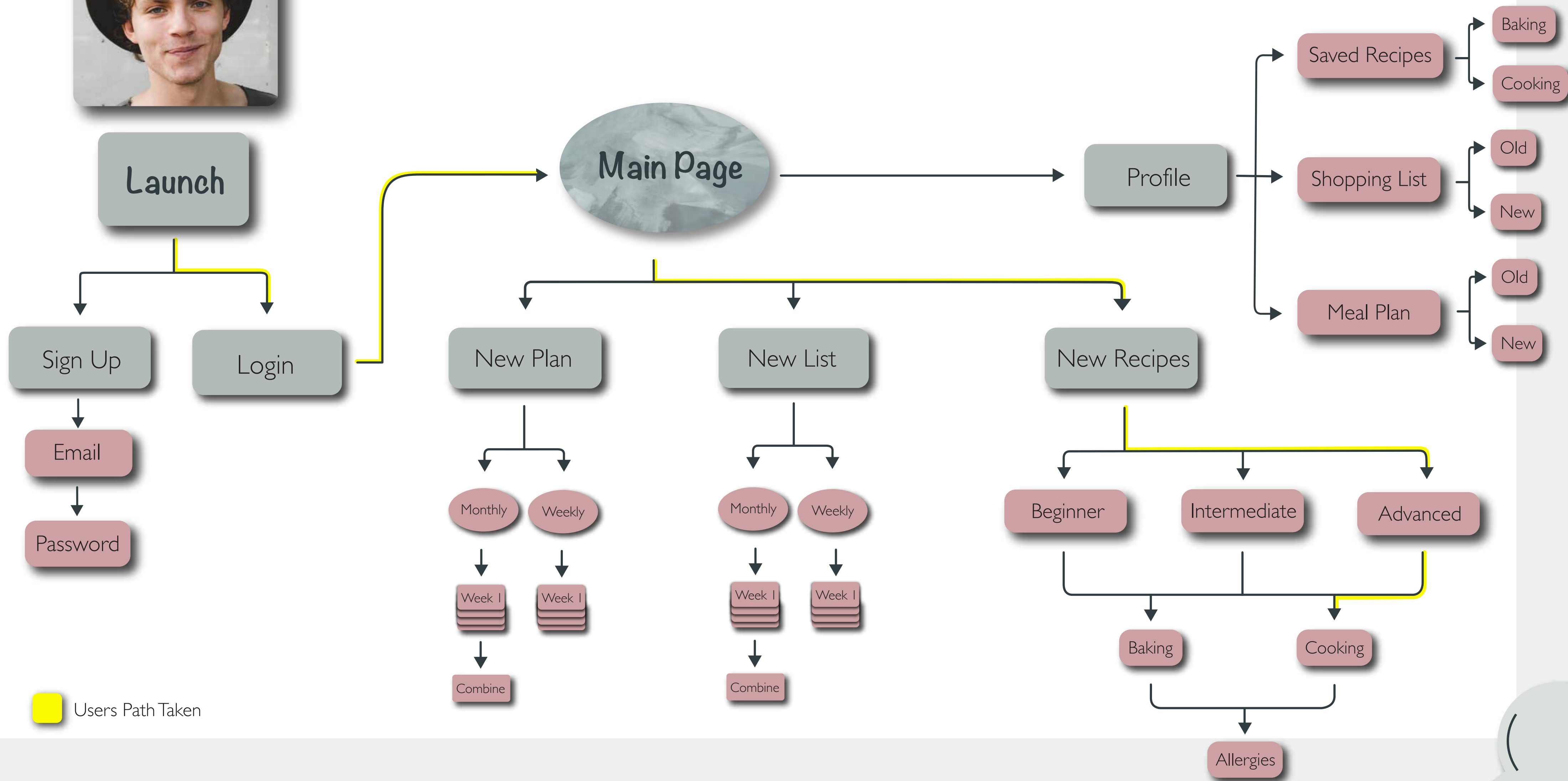


Launch



Users Path Taken





 Users Path Taken





Sawyer

- Married, 28 years old
- Culinary student

Sawyer enjoys cooking so much he is currently a culinary student. He is excited about expanding his talents, but he has troubles finding more advanced recipes to try.

Saved Recipes

New Recipes

Meal Plans

Shopping Lists

New Lists

Doing

- Can look at saved recipes.
- Can categorize them into general areas.

- Finding and creating recipes are easy.
- Finding different difficulties is okay.

- Creating meal plans are easier and simple.
- Can create multiple plans.
- Can create weekly or monthly plans.

- Seeing existing shopping lists are easy.
- Can categorize by when you made them.

- Creating new lists are easy.
- Can categorize by section in grocery store.

Thinking

- Easy to navigate.
- Easy to categorize recipes.

- Easy to find recipes.
- Has different difficulties.

- Navigation is smooth.
- Easy to categorize plans.

- Organization is smooth.
- Easy to find past lists.

- Navigation is smooth.
- Can categorize them into general areas.

Feeling

- Overall easy to use.

- Frustrated about difficulty range.

- Frustrated that can't create a meal by meal daily plan.

- Can look back on other lists.

- Makes my life more organized.

Painpoints

- Needs more of a range of difficulty.
- Hard to find different difficulties in recipes.

- Hard to create meal to meal plans for each day.

Wireframe



Make it
Your Everything Pantry

Make it
Your Everything Pantry

Email

Password

Log in

Or Sign up

Saved Recipes

Shopping List

Meal Plan

Cooking Recipes

Baking Recipes

Saved Recipes

Shopping List

- Old
- New

Meal Plan

Create and see your lists!

In this section you can search for any previous shopping lists or even create your own new ones. You can plan by monthly or weekly lists.

Monthly

Weekly

Create and see your lists!

In this section you can search for any previous shopping lists or even create your own new ones. You can plan by monthly or weekly lists.

Week 1

Protein

- Steak
- Chicken
- Ground Beef

Wheat

- Noodles
- Bread

Create and see your lists!

In this section you can search for any previous shopping lists or even create your own new ones. You can plan by monthly or weekly lists.

Monthly

Weekly

- Week 1
- Week 2
- Week 3
- Week 4

Create and see your plans!

In this section you can search for any previous meal plans or even create your own new ones. You can plan by monthly or weekly lists.

Monthly

- Week 1
- Week 2
- Week 3
- Week 4
- See All

Weekly

Create and see your plans!

In this section you can search for any previous meal plans or even create your own new ones. You can plan by monthly or weekly lists.

Week 1

- Mon ~ Chicken noodle soup
- Tues ~ Tacos
- Wed ~ Burgers
- Thurs ~ French toast
- Fri ~ Baked mac n cheese

Weekly

Find Your New Recipe!

In this section you can search for any cooking or baking recipes of your choice. You can find easy recipes all the way up to advance. Find what best suites you

What are you looking for?

Find Your New Recipe!

In this section you can search for any cooking or baking recipes of your choice. You can find easy recipes all the way up to advance. Find what best suites you

Be

Beginner

Intermediate

Advanced

Find Your New Recipe!

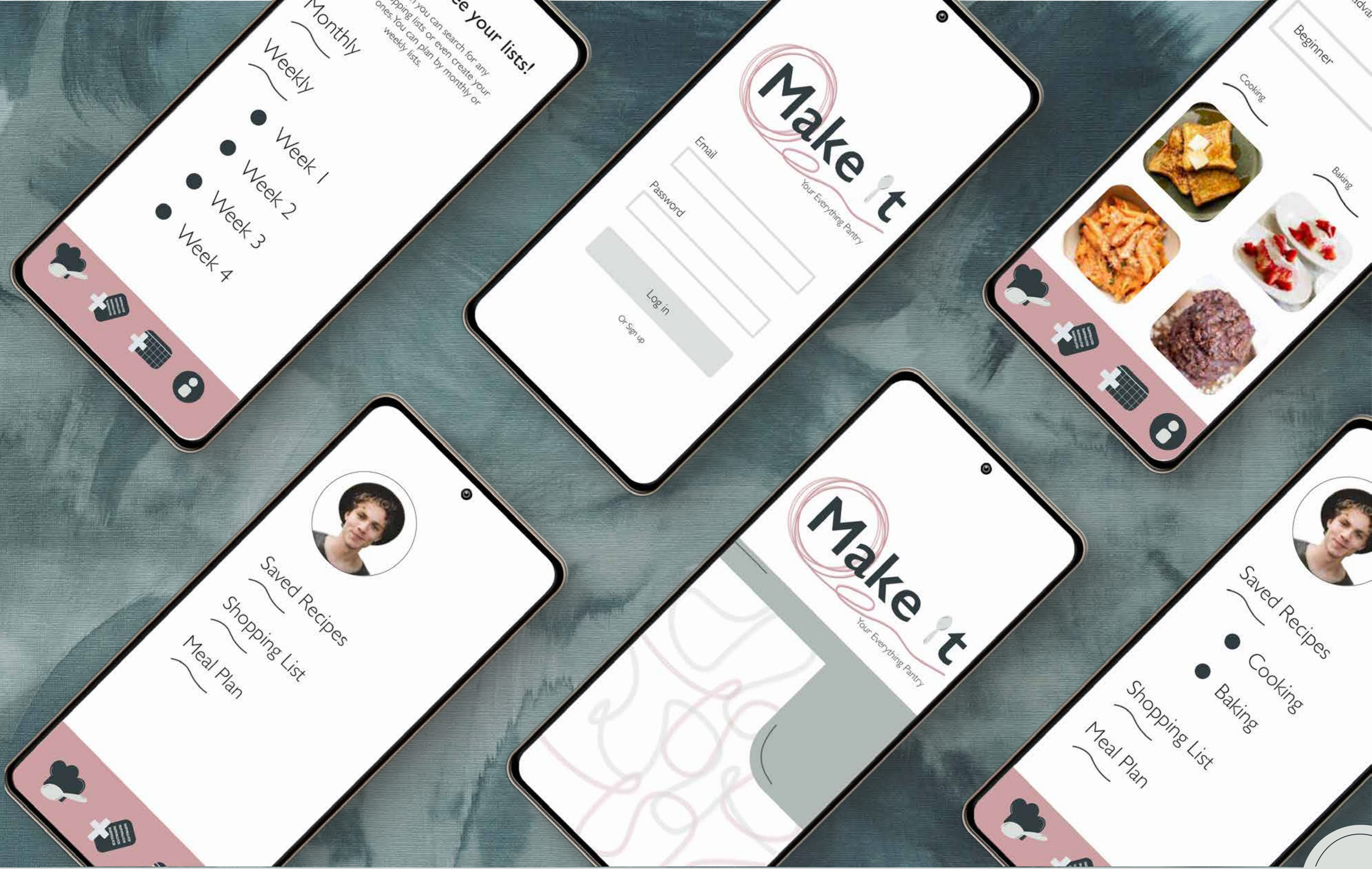
In this section you can search for any cooking or baking recipes of your choice. You can find easy recipes all the way up to advance. Find what best suites you.

Beginner

Cooking

Baking

Explore the Prototype!



Thank you!

Tools Used



Make  it
Your Everything Pantry