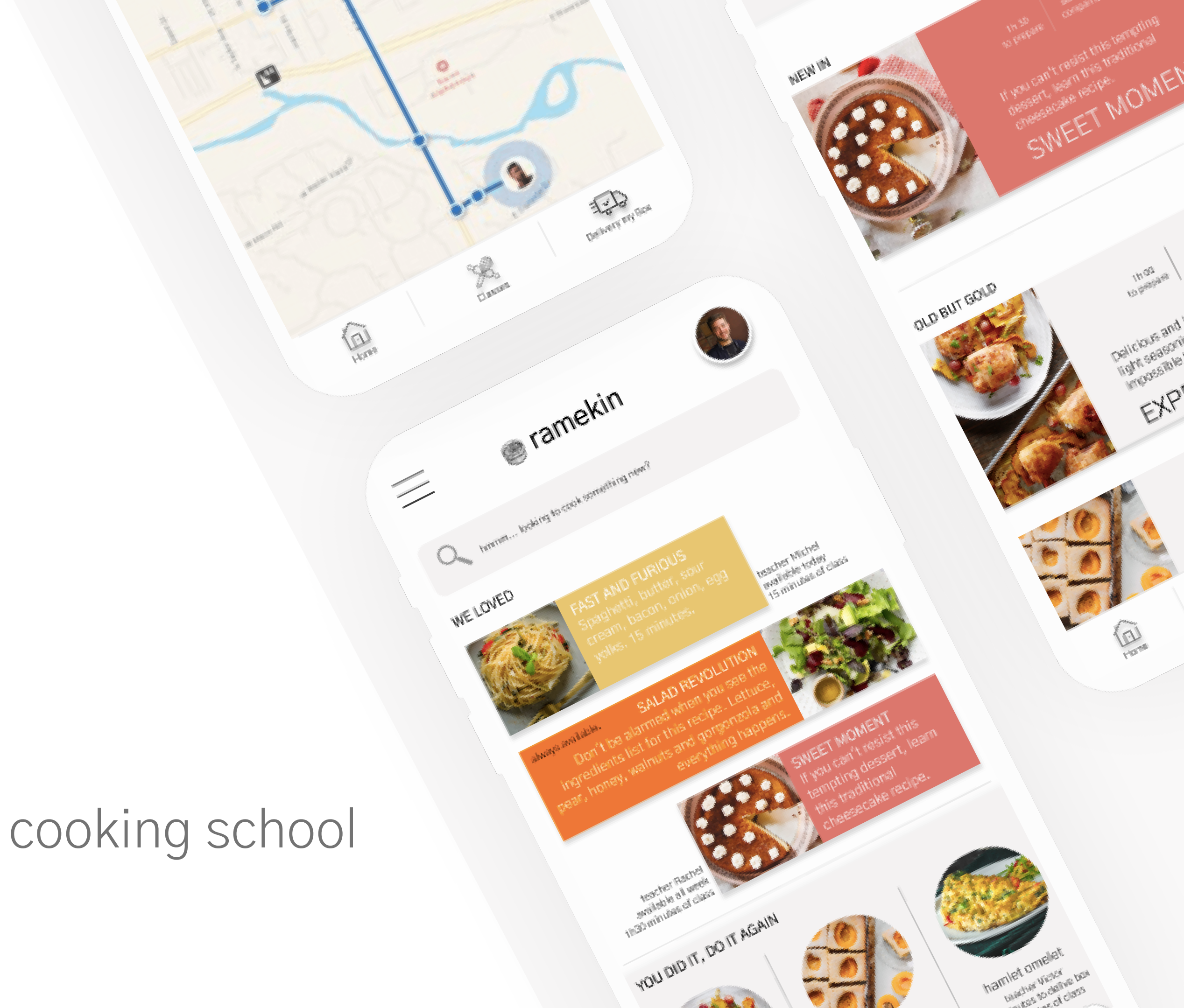




# ramekin app

mobile sales app to a cooking school

gabriel omami | case study



# project overview

duration: 3 months;

the app intends to sell video lessons of recipes to food lovers.

Users receive kits at home with the ingredients that will be used in the class.

we need to find out if the main user experience, finding and ordering a box of ingredients at home to learn while cooking and eating better, is being done in the best way.

## role

ux designer designing a ramekin school app for future cooks.

## responsibilities

ux researcher and designer conducting wireframing, prototyping and always iterating.

---

## pain points

- easy order for all ages;
- design a cohesive interface for familiar and unfamiliar users;
- accessibility for all users;
- create a minimalist user interface, keeping the products in focus and establishing colors for identifying categories;



ramekin

# kickoff

The entire initial concept was built through personas that represented two large groups of possible faithful users. Competitive analysis surveys played an important role in market positioning.

We built a solid and effective project by answering some initial questions:



“What is the product and who is it for?”

“Which users are the most important to the business?”

“Who do we see as our biggest competitors?”

# personas



Marina Carvalho

Age: 45

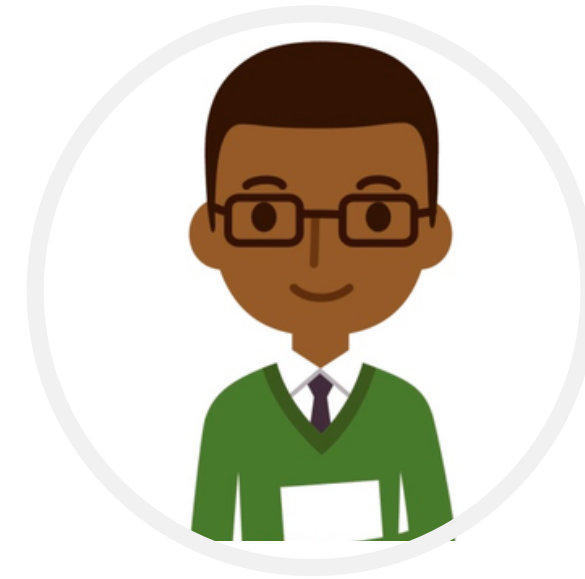
Education: Personal Trainer

Hometown: Brasília, Brazil

Family: Live alone, 2 children

Occupation: Teacher

Marina is a teacher at a local gym and lives alone.  
Receive your family on weekends to have a good time.  
Marina likes to dance and drink.



Miguel Veiga

Age: 23

Education: University Student

Hometown: São Paulo, Brazil

Family: Living with parents

Occupation: Voluntier at TI Project

Miguel started the college of architecture, likes to receive friends and family at home. During the week, he volunteers in a computer reconditioning project for needy communities

# journey map

## Marina Carvalho

Marina journey map reveals how useful it was to try the app and understand its difficulties and ambitions.

ACTION	Order	Wait	Watch	Cook and Eat
TASK LIST	A- Open app; B- Decide food type; C- Select and order;	A- Wait for box with ingredients; B- Track delivery; C- Inspect items;	A- Watch the class; B- Ask questions; C- Prepare to cook;	A- Cook with family; A- Share photos and ratings; B- Eat meal;
FEELING ADJECTIVE	Excited to find a good recipe; Confused with so many options;	Anxious; Hopeful that ingredients come right;	Confused to manipulate the tablet; Helpless for immediate questions;	Exited; Happy to have done a good work;
IMPROVEMENTS OPPORTUNITIES	Show recipes based on latest preferences; Filters;	Explicit order status; Double check before delivery;	Direct channel with teachers, like a chat;	Area in the app to share recipes and tips;

# paper wireframe



User taps the icon to open the app;



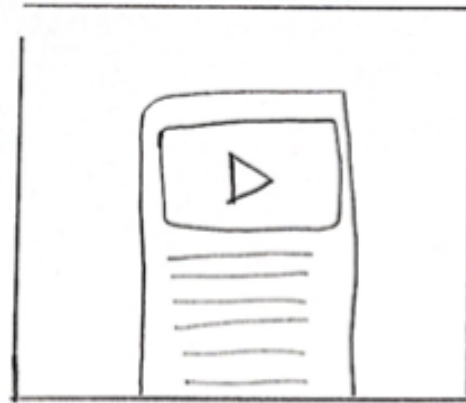
User select a recipe and place an order;



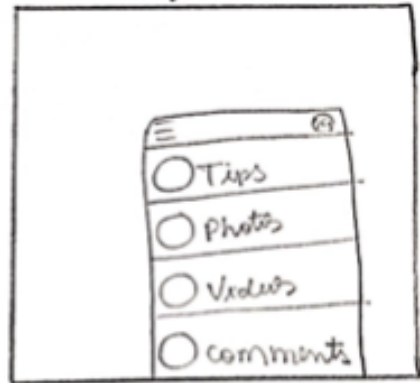
User wait for arrival of ingredients at home tracking delivery.



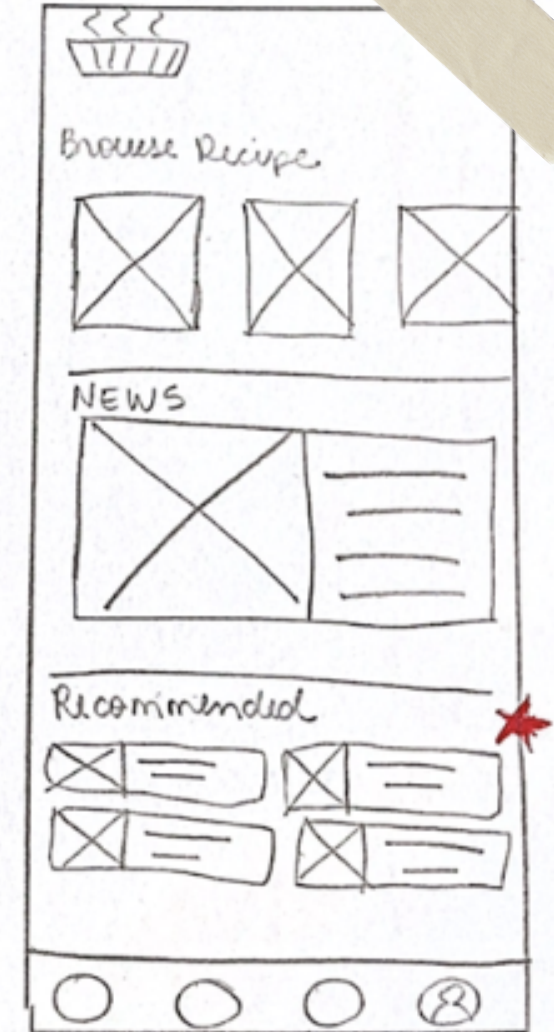
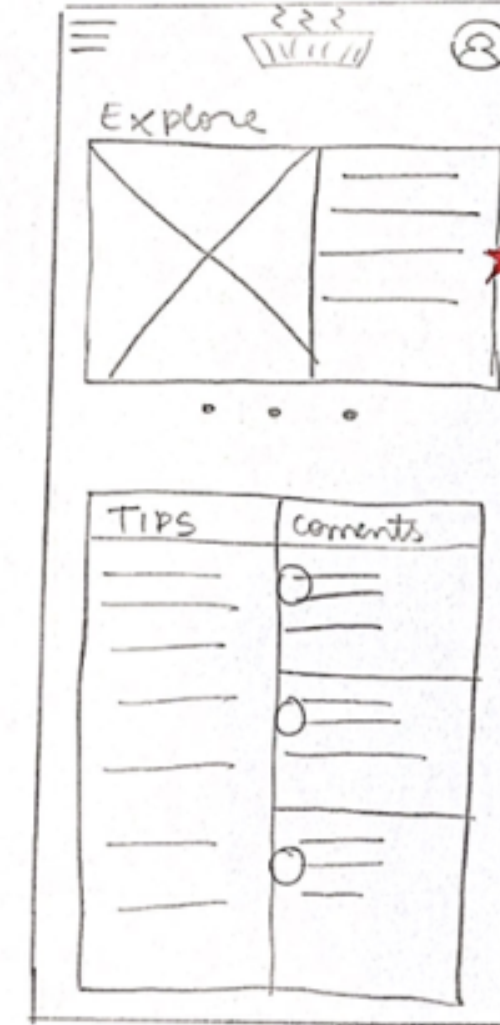
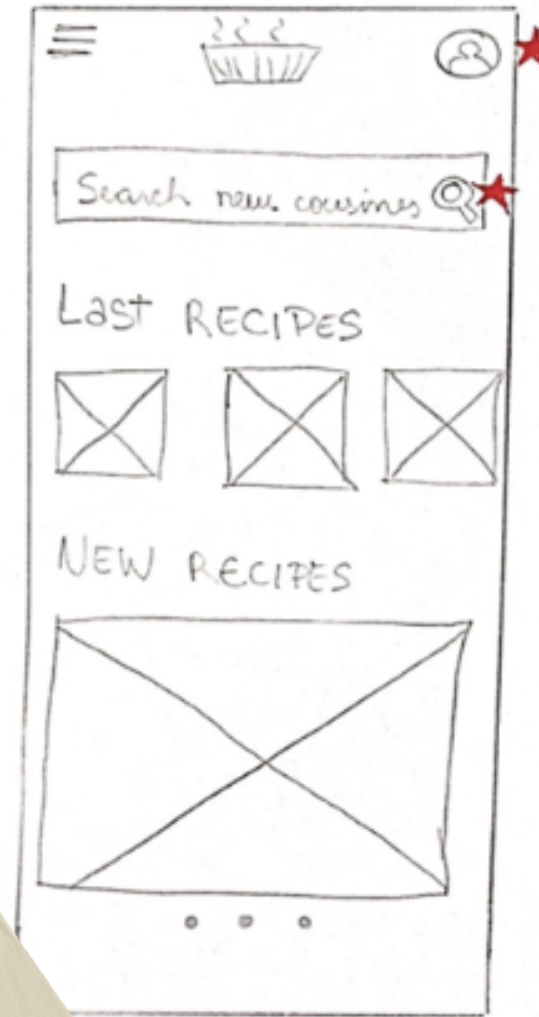
The app notifies when the box arrives at the address;



The app displays in video and descriptive step by step;



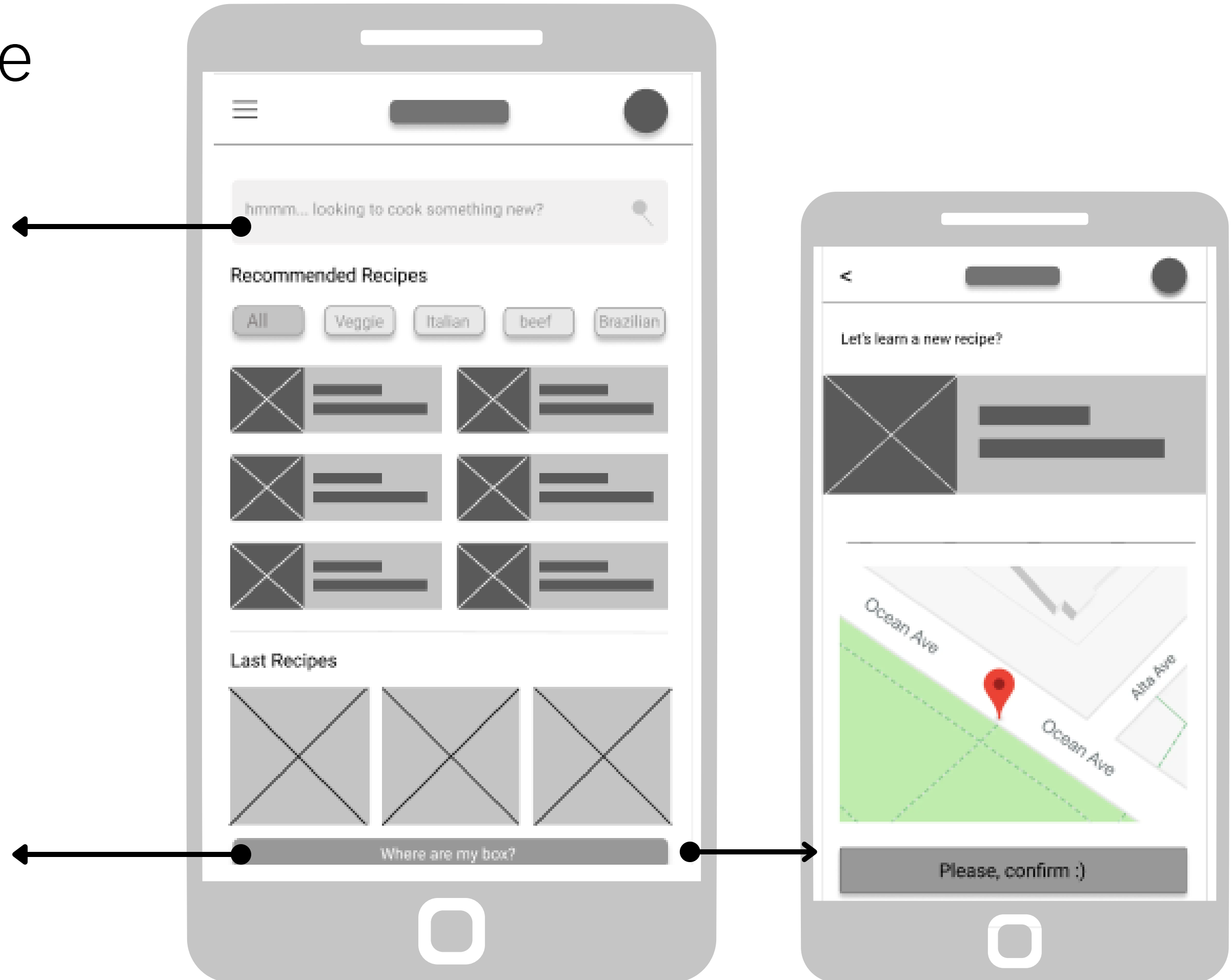
The app allow you to share tips, photo, videos and comments with teachers and friends.



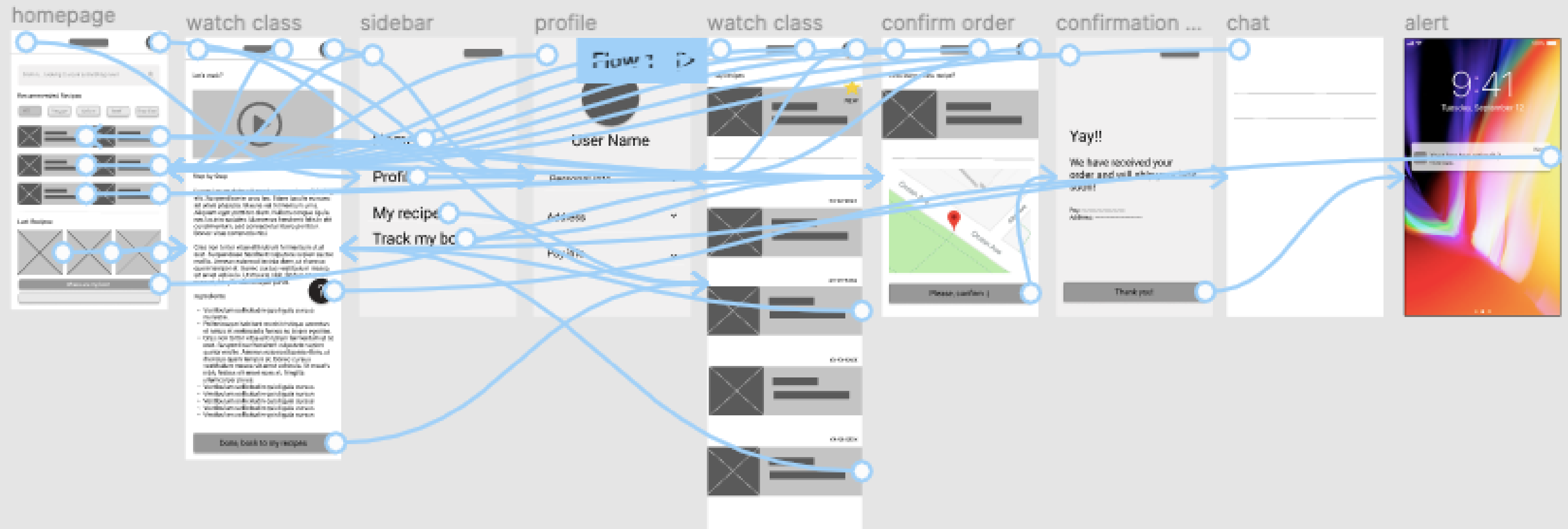
# digital wireframe

the search as one of the first items shown on the page proved to be effective as it gives the user autonomy to search for the item that is convenient.

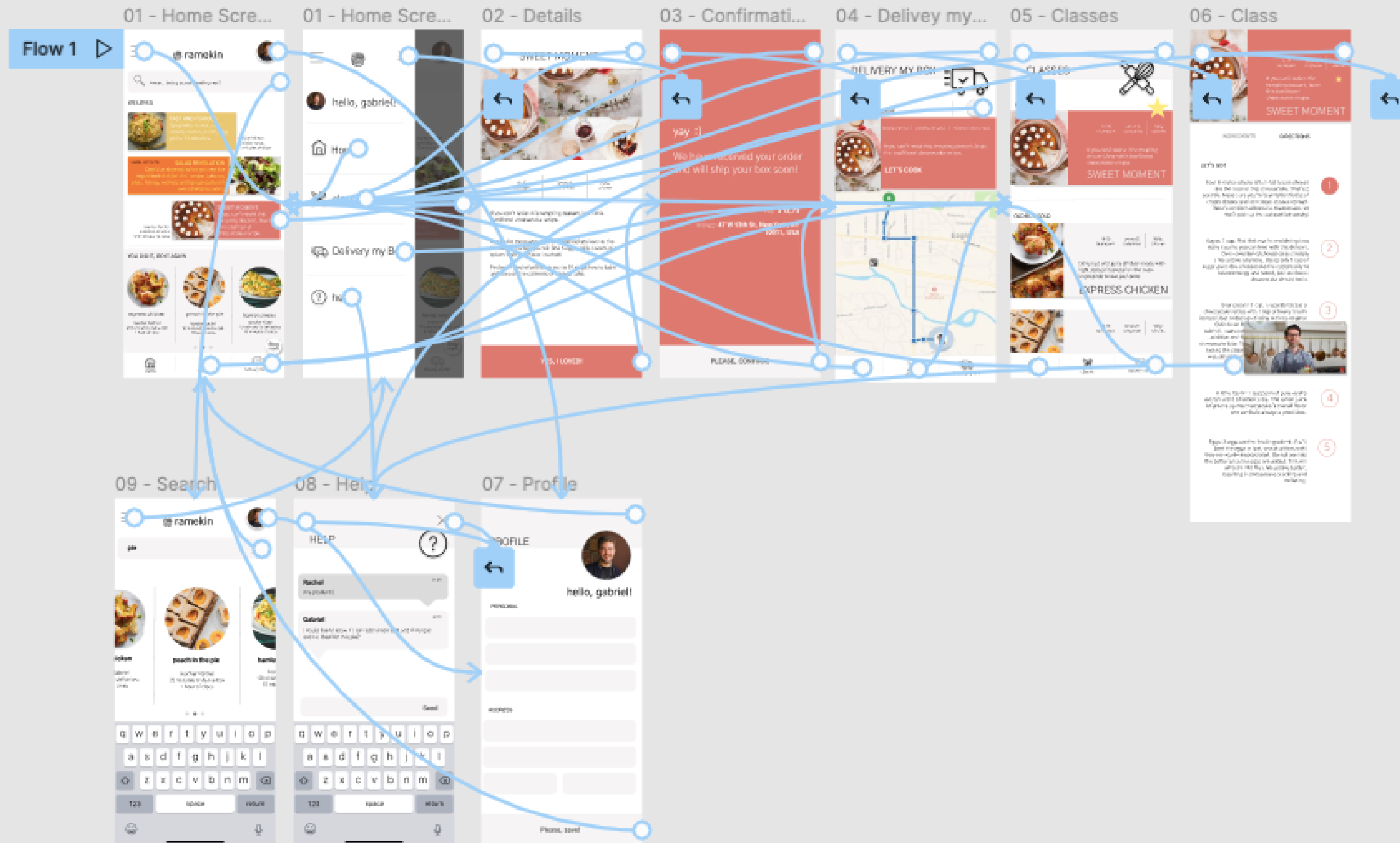
this button on the homescreen makes it easier and easier to track your order.



# low-fidelity prototype



# high-fidelity prototype



# findings from usability studies

## with wireframes

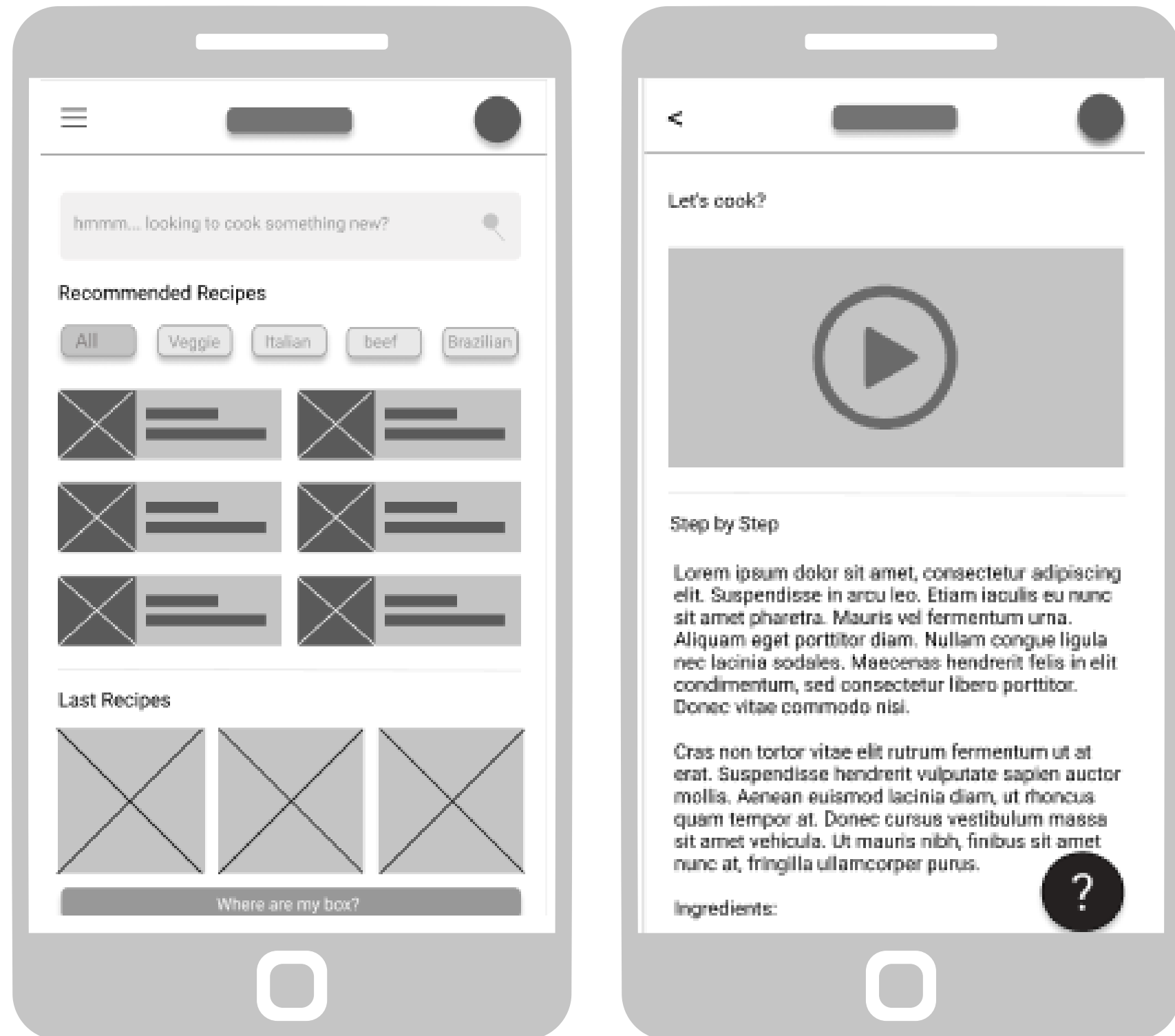
- tracking the order should be easy and accurate;
- customization on the homepage to customize according to your need;
- easy process to order.

## with hi-fi prototype

- find help easily through the screens;
- add to favorites.

# mockups

before



after



competitive analysis surveys



Taioba  
 São Paulo - BR  
 national cuisine  
 \$ → small

Le Cordon Bleu  
 International cuisine  
 \$\$\$ → Large

Dom Duvica ★  
 São Paulo - BR  
 multi national cuisine  
 \$φ → medium

Direct competitor

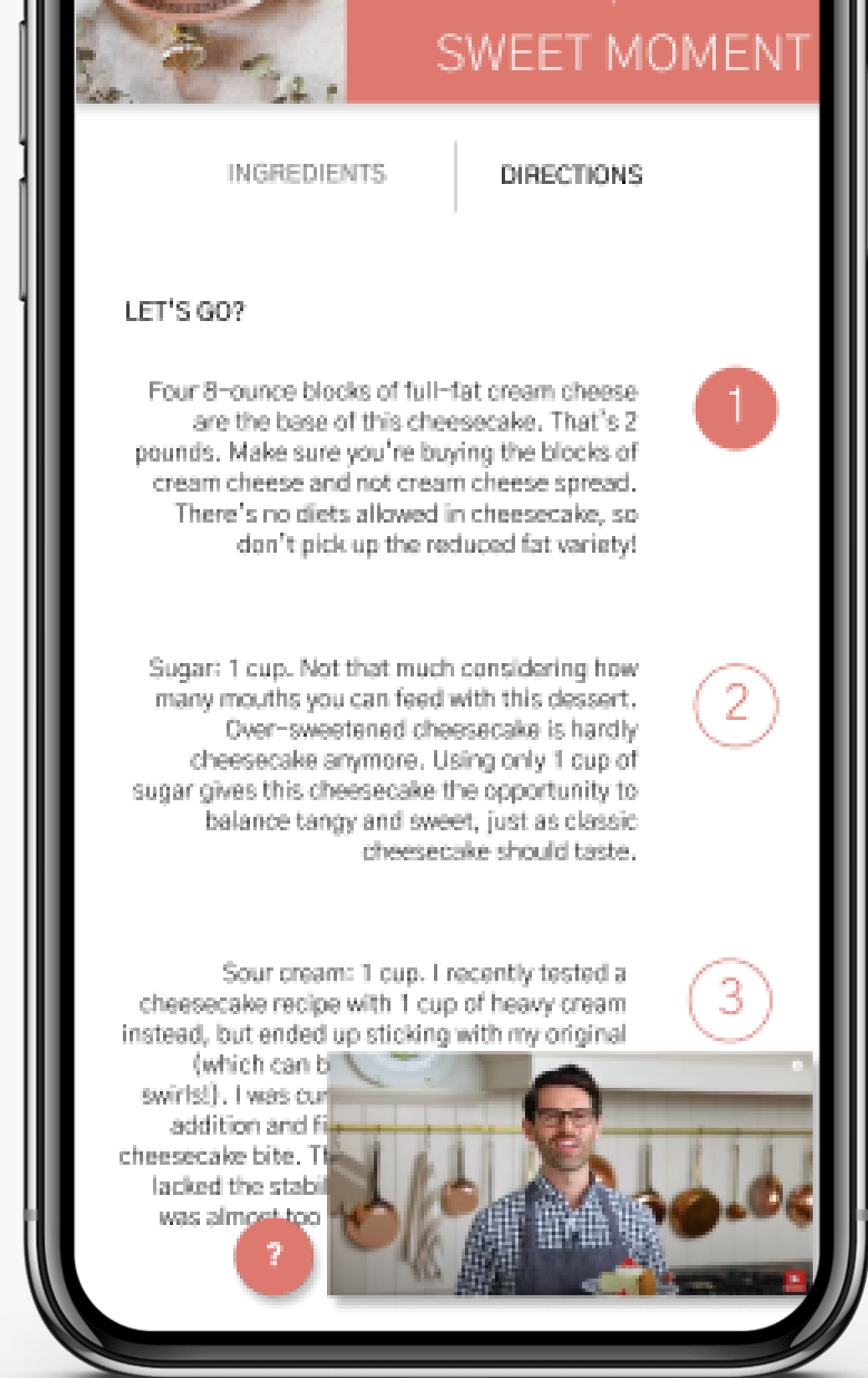
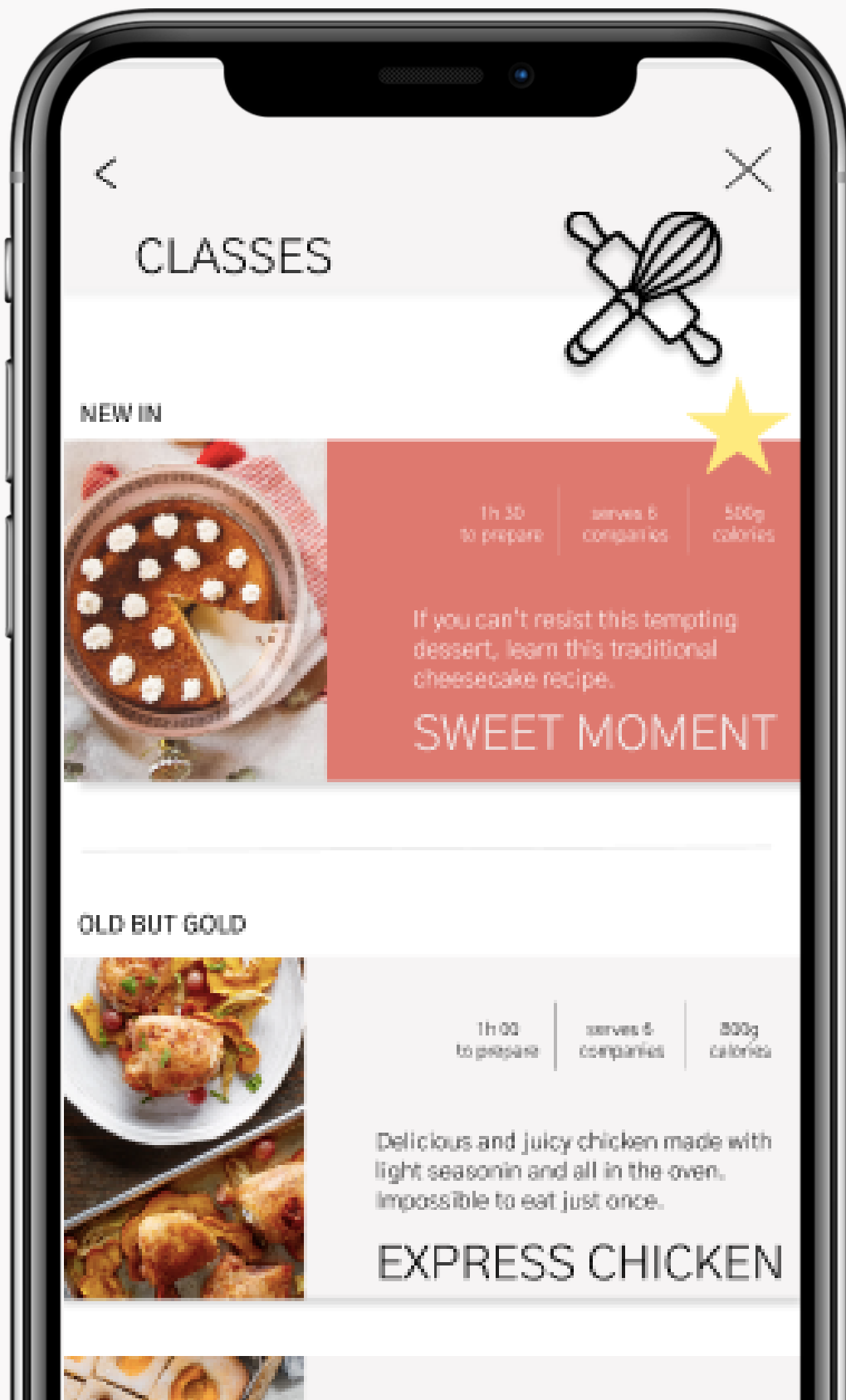
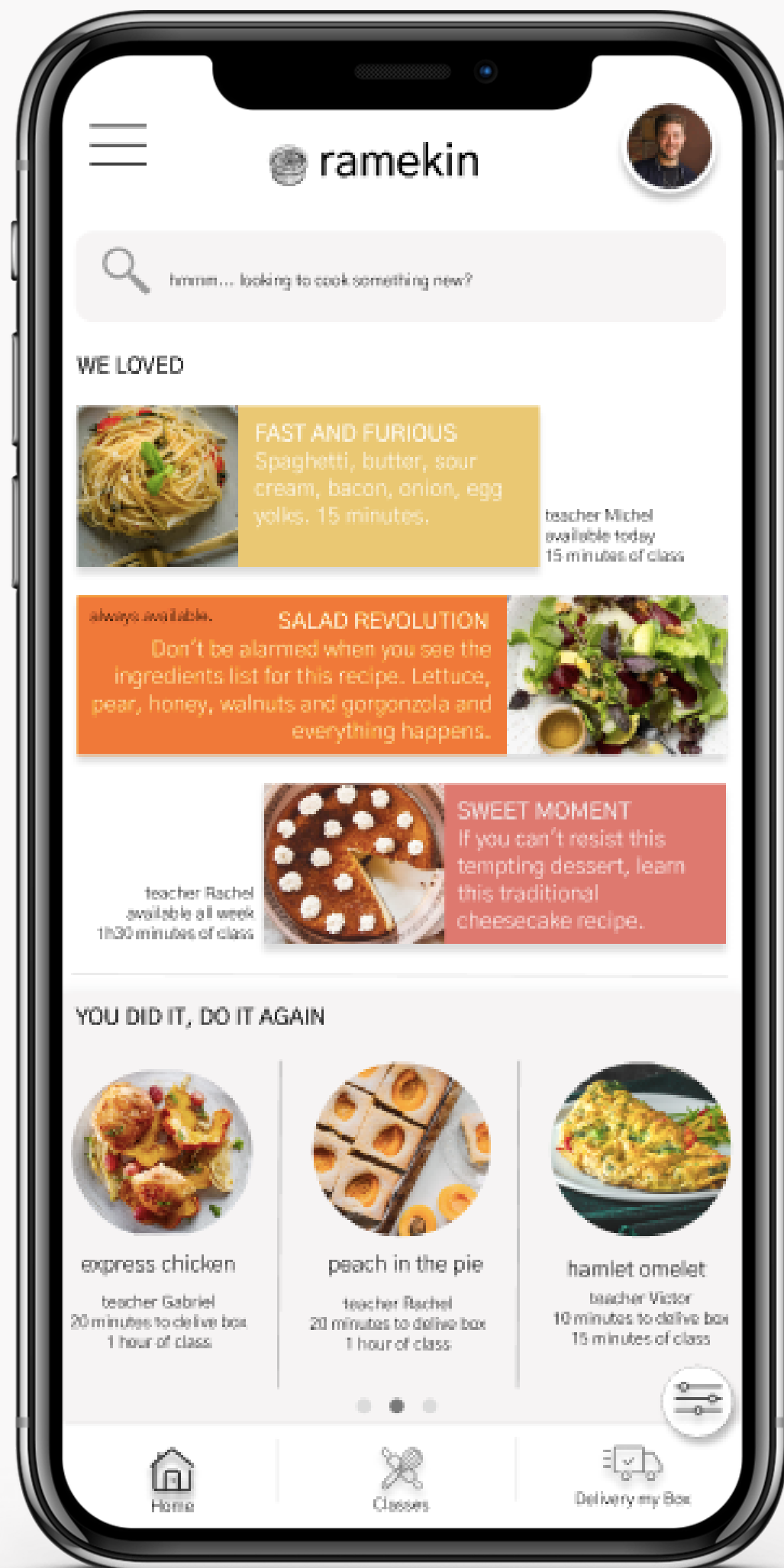
digital  
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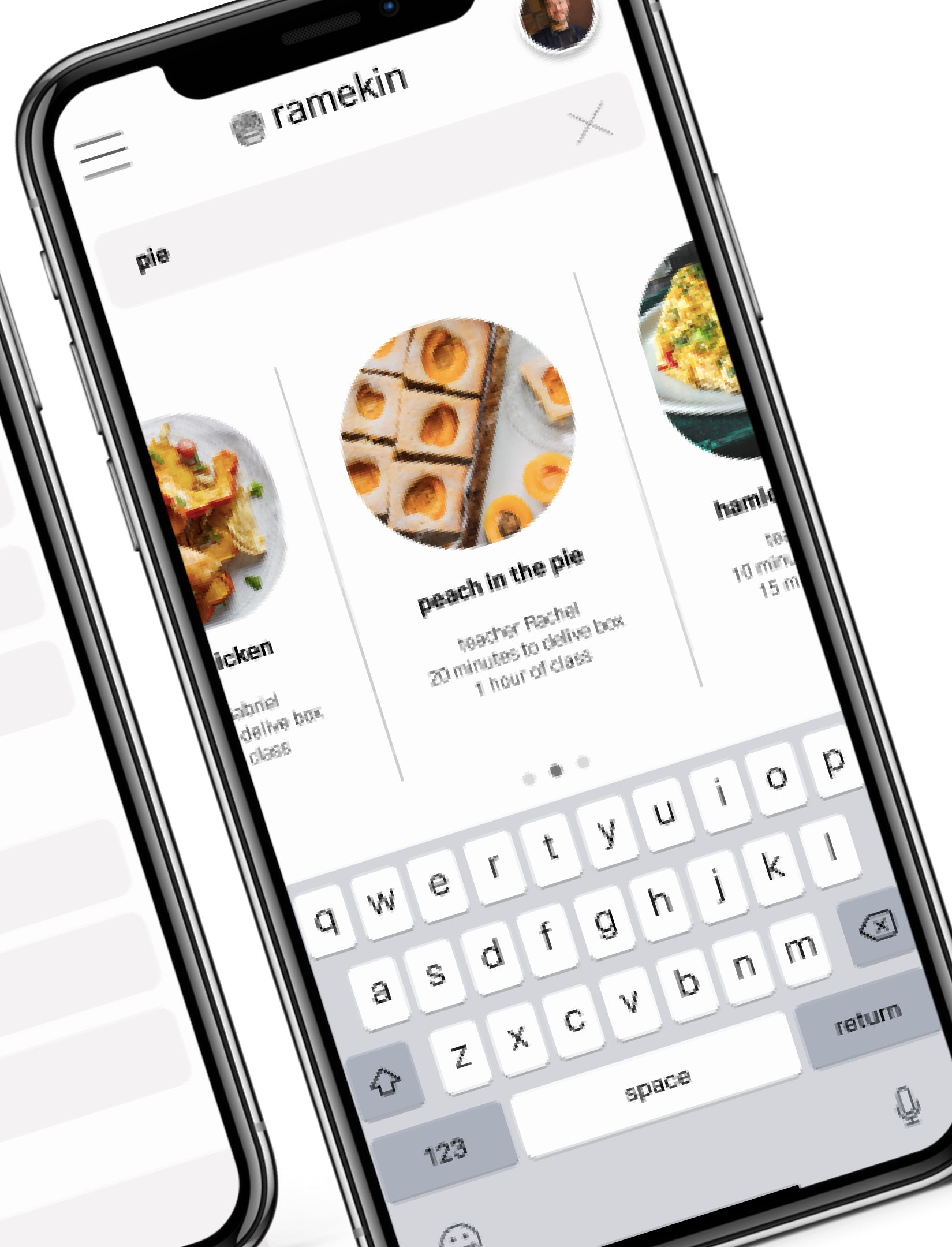
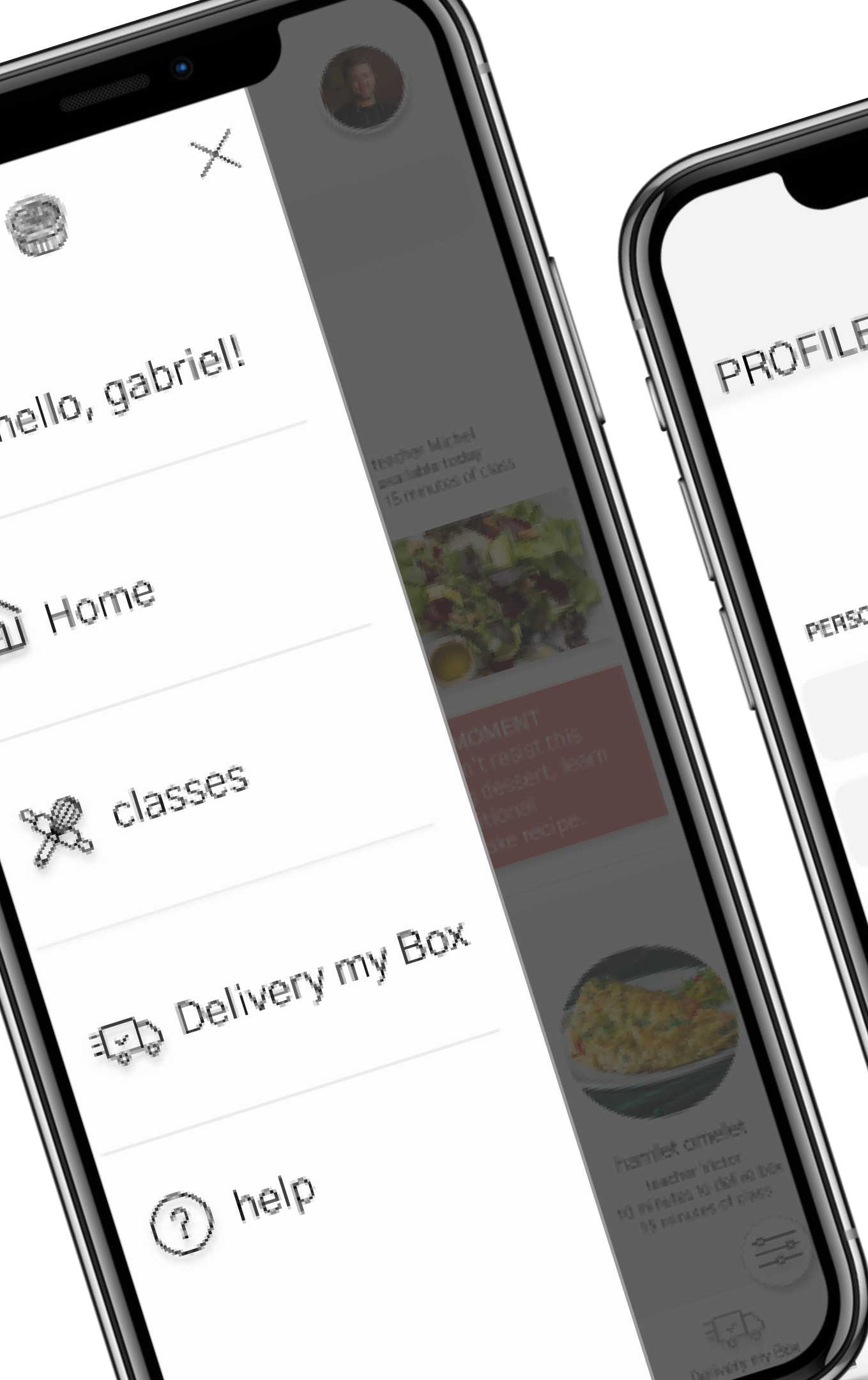
A Venn diagram consisting of two overlapping circles. The left circle is labeled 'persona' and the right circle is labeled 'competitive analysis surveys'. The overlapping area in the center is labeled 'ramekin'.

persona

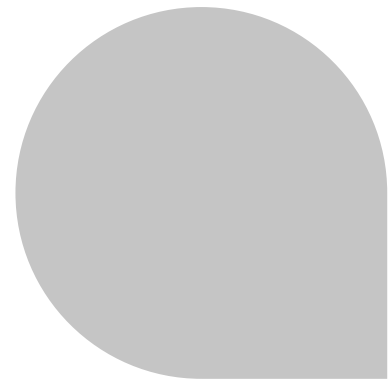
ramekin

competitive  
analysis surveys

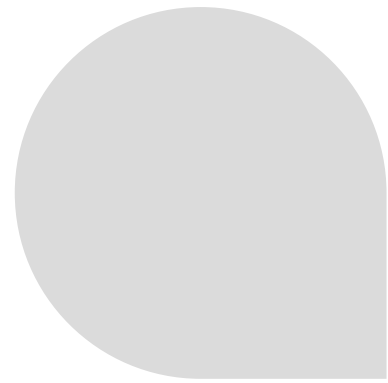




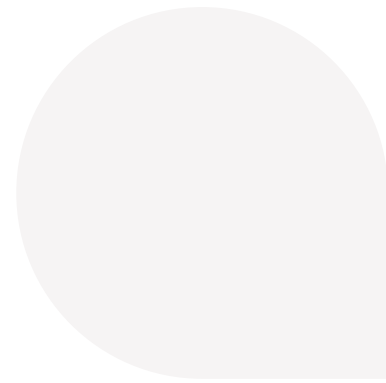
# style guide



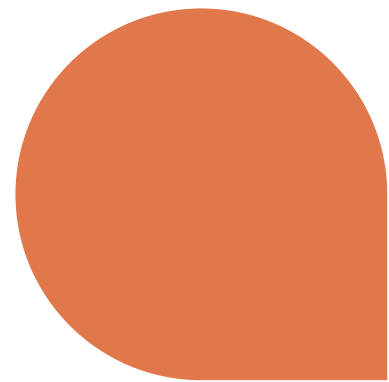
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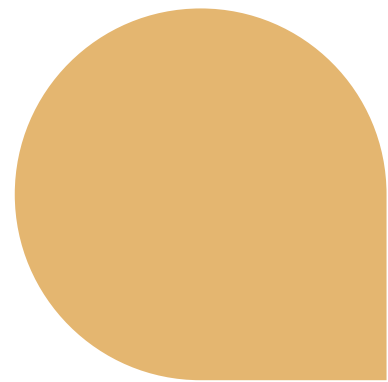
#DBDBDB



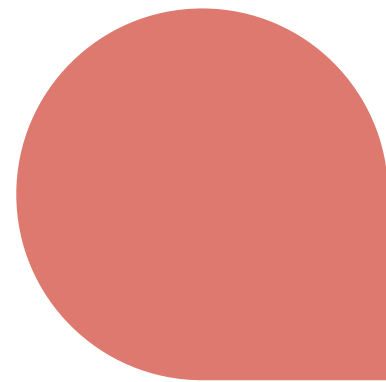
#F6F4F4



#FF7A00



#e4b670



#DE796F

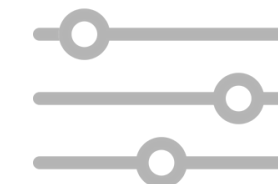
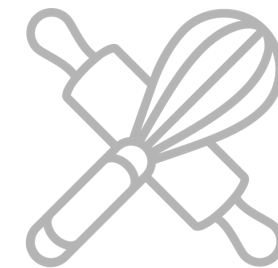
**Logo: Gothic A1 medium 24px**

**Header: Gothic A1 Light 24px**

**Subheader: Gothic A1 MEDIUM 12px**

**Body: Gothic A1 Light 12px**

**Button: Gothic A1 Black 14px**



# accessibility

- subtitles for video lessons;
- universal language icons;
- representative images.

# takeaways and next steps

- surveys with multiple users;
- video tutorial for beginners;
- new research for improvement after launch.

thank you :)

 omamigabriel@gmail.com |   gabrielomami