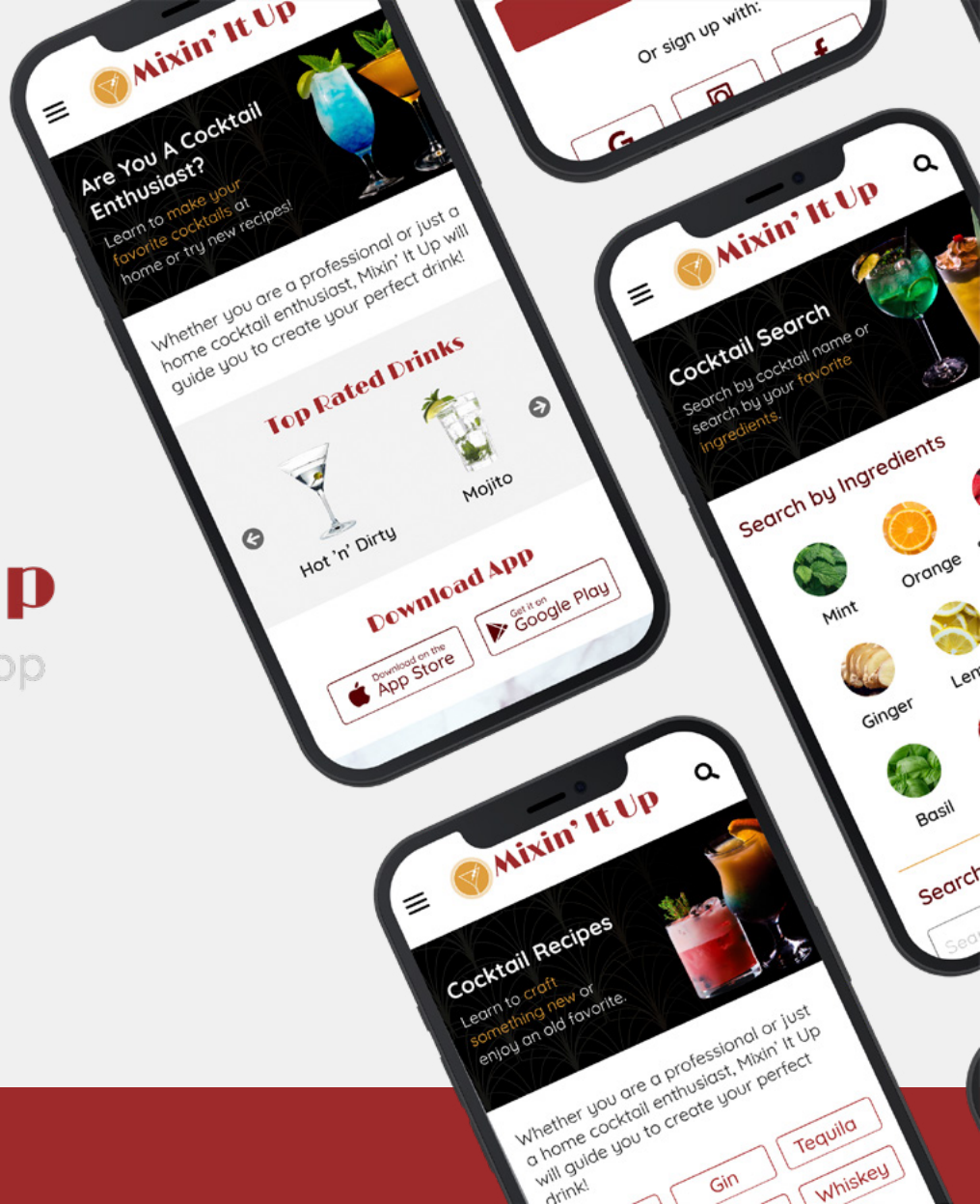




# Mixin' It Up

Cocktail Recipe App



# Gathering Requirements

## What will the app do?

Users will be able to browse cocktail recipes by category; search using multiple options; and create a profile to allow them to save favorites or add reviews to recipes.

They can also search using a zip code to find local liquor stores.

## Where will the app be used?

The product will most likely be used in a home setting. Bartenders can also use it to refresh themselves on recipes or to find new ones as well.

It can also be used to look up recipes that you may want at a bar.

## Who is the user?

The user is a person looking to create cocktails at home, or may also be a bartender.

## How can you access the app?

The user can access via a desktop, tablet or phone.



# User Interviews & Personas

## User Interview Questions

- ▶ How often do you make cocktails at home?
- ▶ What type of cocktails do make at home?
- ▶ How often do you try a new cocktail recipe?
- ▶ Do you use any apps for cocktail recipes? If so, which apps do you use?
- ▶ What do you enjoy about making cocktails? What do you not enjoy?
- ▶ What is the biggest challenge of making cocktails at home?
- ▶ Which features do you think would be useful for a cocktail recipe app?

## Common Answers

- ▶ People wanted an easy-to-use app that had great search features.
- ▶ Typically have not used an app.
- ▶ Almost everyone mentioned frustrations of cleaning up, lack of proper glassware and not having ingredients on hand.



# Mark Reed



“ I am looking to create traditional, finely crafted cocktails. I am more of a purist in regards to the cocktails I like to drink. ”

## About Mark

-  43
-  Married
-  Boston, MA
-  Web Developer

Mark enjoys creating and playing music in his spare time as well as outdoor sports and dining out.

He is adventurous and likes trying new cocktails recipes both at home and while out.

## Wants & Needs

Easy to use cocktail recipe app that provides helpful features and tips including suggested glassware, liquor substitutions for recipes as well as garnish suggestions.

## Frustrations

Lack of quality apps. Most are full of banners and ads. Looking for helpful tips to make a great cocktail, not just recipes.

## Favorite Cocktails



Manhattan



Rum & Coke



Martini







Margarita

# Alice Hopper



“ I am looking to explore new flavors and ideas. Having children means limited time, so I really want to make the most out of it! ”

## About Alice

-  41
-  Married, 2 children
-  Burlington, VT
-  Baker

Alice enjoys spending time with her family, baking (as a hobby too) and going on vacation.

She enjoys trying new cocktails recipes both at home and while out, although time is limited due to having kids.

## Wants & Needs

Easy to use cocktail recipe app that provides unique recipes, suggestions based on ingredients, and the ability to create a shopping list.

## Frustrations

Limited time to spend on making drinks. Lack of searchability makes it difficult to find what I need quickly and easily.

## Favorite Cocktails



Gin & Tonic



Martini



Sangria







Margarita

# Adam Smith



“ I can be a bit of a scatterbrain in the kitchen. I am looking for clear, easy to follow instructions to make exciting new drinks.”

## About Adam

-  28
-  Single
-  Stowe, VT
-  Marketing

Adam enjoys playing piano in his spare time as well as outdoors sports, hanging out with friends and relaxing.

While he enjoys trying new cocktails recipes, he tends to try more out and make less at home.

## Wants & Needs

Easy to use cocktail recipe app that provides helpful tips, flexible search features, clear instruction and organized content.

## Frustrations

Easily can forget ingredients while making cocktails. Nervous about making new cocktails for the first time. Confusing instructions on recipes.

## Favorite Cocktails



Moscow Mule



Rum & Coke



Mai Tai



Margarita

# MVP & JTBD

## MVP Objective

To allow home cocktail enthusiasts the ability to find recipes in an easy-to-use, organized app.

## Success Metrics

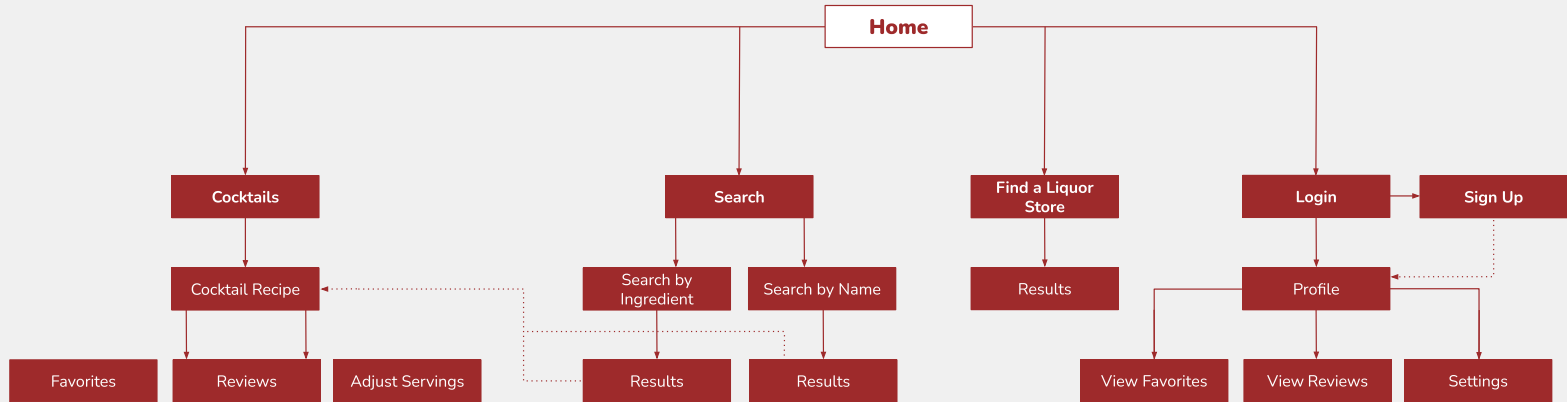
- ▶ Number of accounts created
- ▶ Paid premium accounts
- ▶ User ratings of app in stores

## JTBD

- ▶ Multiple search options including searching by ingredients or cocktail names.
- ▶ A calculator to multiply servings for each recipe.
- ▶ A search screen to search for liquor stores by zip code.
- ▶ Allowing users to favorite recipes.
- ▶ Allowing users to read and add reviews to the recipes.



# User Flows





# Rapid Prototyping



# Usability Testing

## Goal

My goal is to assess if the web app is easy to navigate on mobile devices. I also want to assess if there are any issues in regard to understanding the layout of the web app.

## Objectives

- ▶ Observe how users interact with the web app.
- ▶ Ensure users can login/sign up without issue.
- ▶ Ensure the web app is easily searchable.
- ▶ Ensure that users can easily add drinks to their favorites.

Issue	Error Rating	Suggestion
Confusion on how to find the saved favorites.	3	On cocktail recipe page, when the user is logged in, add a “View Favorites” next to the heart icon.
User didn’t know how to “go back” a page.	0	This was a prototype issue. In a real web app, users would have access to their back button.
Was a little confused on how they could read the reviews they submitted.	3	On cocktail recipe page, when the user is logged in, add a “View My Reviews” next to the reviews.
Confusion on the search page tabs.	1	I think this is more of a visual/working issue that can be fixed in the actual web app vs a prototype.

# Mood Board

Glamorous, Mellow, Friendly

## Colors



## Typography

**Limelight** DYER ARTS AND CRAFTS

Quicksand Book Josefin Sans

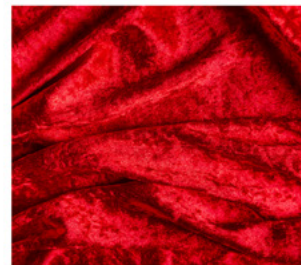
## Quotes

"There is something urbane, stylish, and worldly about owning a cocktail shaker."

"Here's to alcohol, the rose-colored glasses of life."

"Red red wine you give me whole heap of zing. Whole heap of zing make me do me own thing."

## Imagery and Textures



# Alternate Mood Board

Lush, Enchanting, Whimsical

## Colors



## Typography

Pineapple

Tiki Tropical

Roboto

TRIBECA

## Quotes

"Yes, I like Piña Coladas, and getting caught in the rain. I'm not much into health food, I am into champagne."

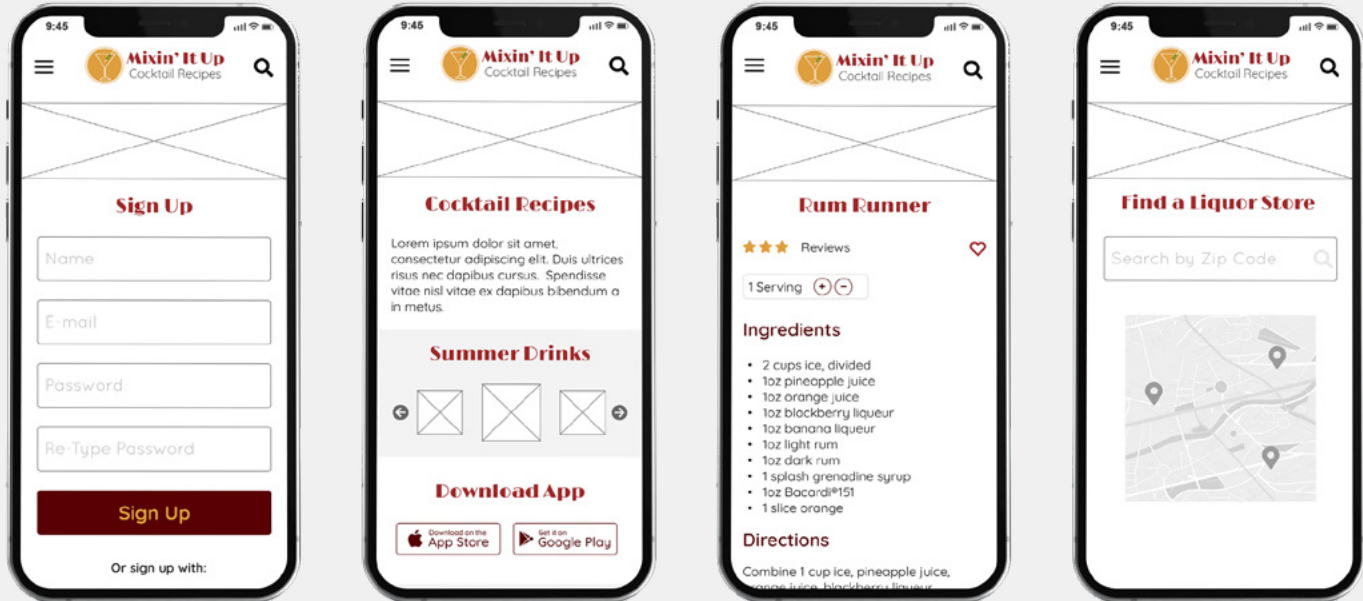
"She reassured me with an unfamiliar line  
And then she gave to me more summer  
wine."

## Imagery and Textures

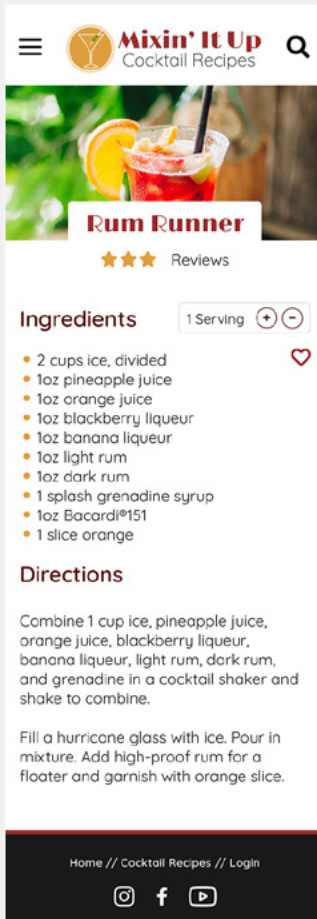
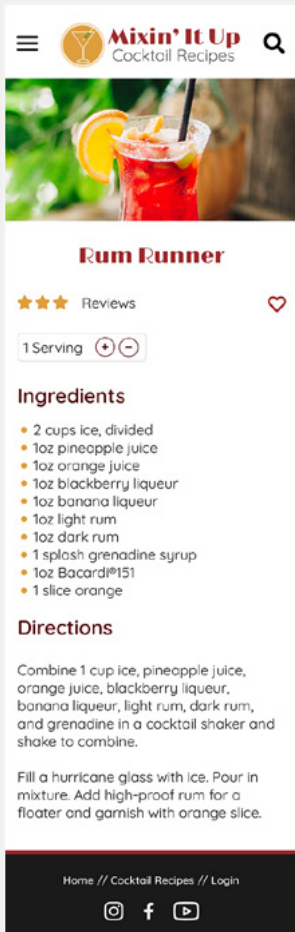




# Mid-Fidelity Wireframes



# Preference Testing



## Results: 9 Participants

Recipe Screen A: 56%

Recipe Screen B: 44%

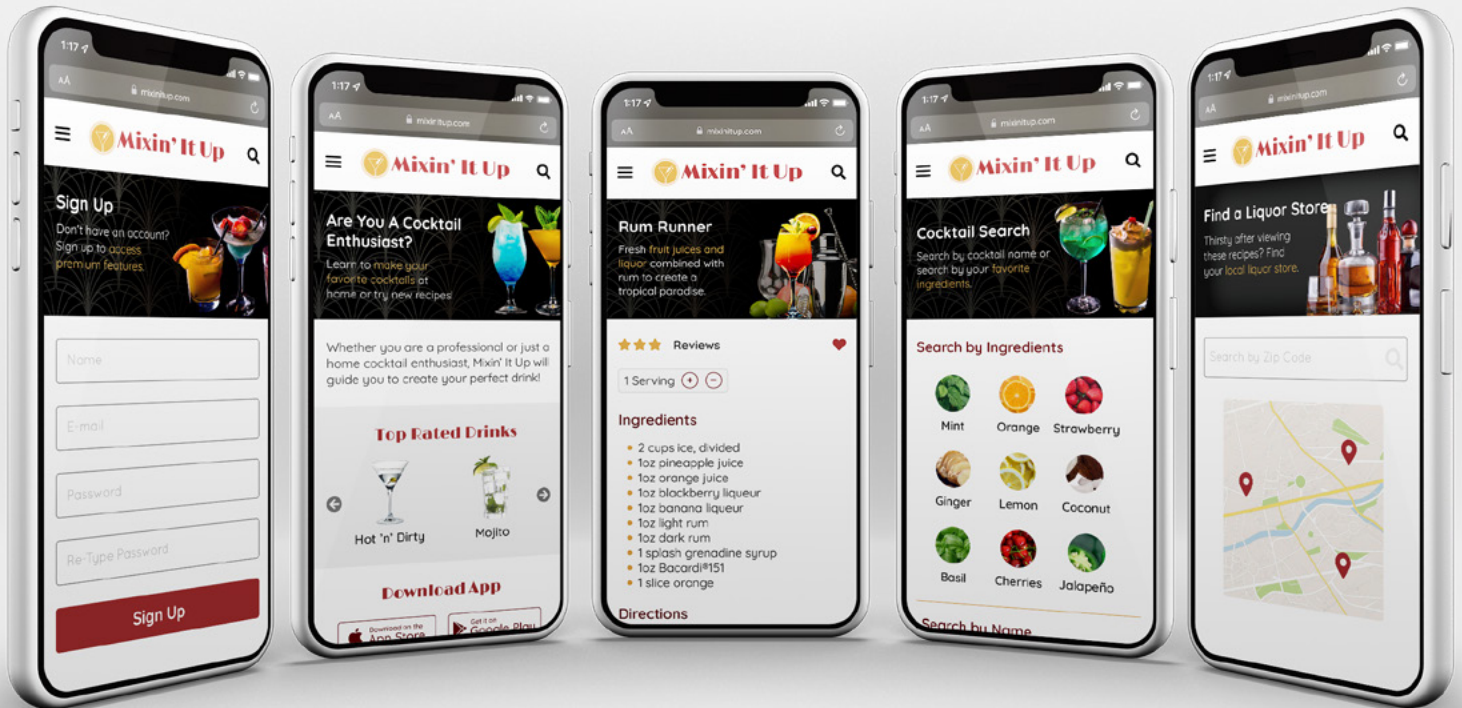
What is it that you like better about the selected version?

- ▶ Title and review info was immediate and easier to see.
- ▶ The layout is simpler and easy to read. I prefer the placement of the favorite button in this screen as well
- ▶ Text doesn't obscure the main part of the image
- ▶ I can actually tell that the serving size button is there in this one, it stands out more
- ▶ The text doesn't cover the image and seems well structured.
- ▶ Appeared clearer and brighter
- ▶ Easier to see the name of the drink and more information
- ▶ It was easier for me to read
- ▶ I prefer the whole view of the picture. Even though I like the title going in it, I still prefer this option (:

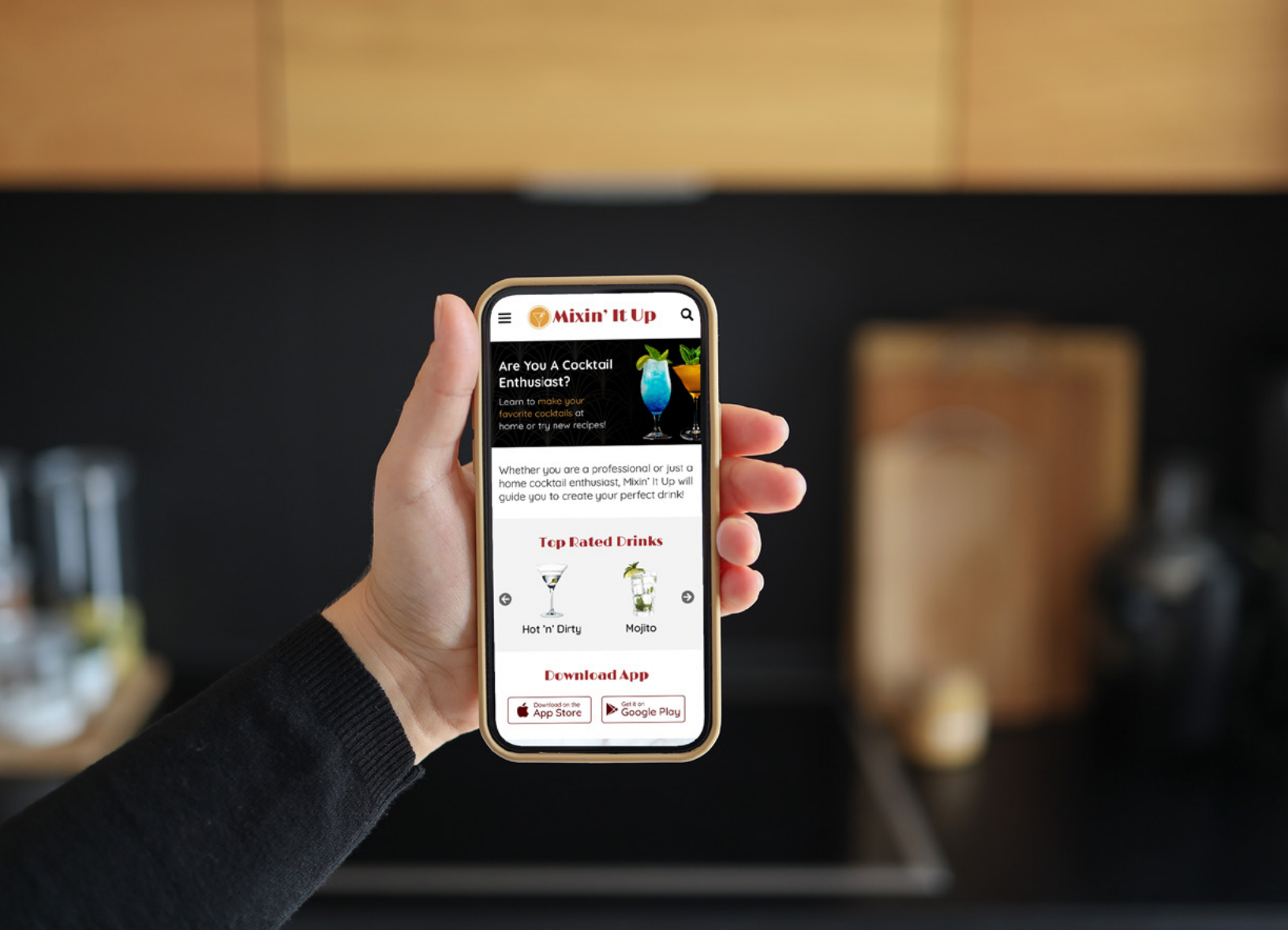
# Responsive Design



# Mockups







**Are You A Cocktail Enthusiast?**  
Learn to make your favorite cocktails at home or try new recipes!

Whether you are a professional or just a home cocktail enthusiast, Mixin' It Up will guide you to create your perfect drink!

- Top Rated Drinks**
- 

Hot 'n' Dirty
- 

Mojito

**Download App**

 Download on the App Store

 Get it on Google Play

# What I Learned

I thought this was very challenging project because of the multiple role aspect. I had to be the UX and UI designer as well as project manager.

Looking back, I have definite ideas on v2 updates for more content and a more refined look. I would continue to iterate, especially on my recipe and home page screens.

I now really understand the importance and value of user input to define an end-product. I really wanted to drive this app through the use of user research and performance testing.

Overall, I am really happy with the end app and all that I learned through the process of user interviews and creating personas.

I believe I have included the users perspective and their needs which include easy to search, easily login to their account and to add favorites.

