

# COOKBOOK FRESH

App Design Case Study

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Forest Green #356C3E

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# What is UX & UI?

It means the full experience a person has while using a product. In our case, the product is an cooking app.

The visual parts of the app, like buttons and other interface elements.

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# Introduction

**COOKBOOK FRESH** was created by following a full UX process, using the ideas and methods we learned in class. We started by looking at UX Hall of Fame and Hall of Shame examples, which helped us understand what makes an app feel good to use and what creates a frustrating experience. This gave us a strong foundation before jumping into our own design.

## What is Design Thinking?

In simple words, Design Thinking is just another way of saying Human-Centered Design. It means putting the user first, understanding their needs, and design something that truly supports them.

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# Concept

Cooking is more than a daily task.  
It's an art shaped by culture, taste, and personal creativity.

My app brings this idea to life by offering personalized meal suggestions that make cooking easier, faster, and more enjoyable.

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# My Design Thinking Journey for CookBook Fresh App

## Research & Understanding Users

- Talked to users through interviews
- Collected feedback through surveys
- Pulled out key insights to guide the design

## Building User Understanding

- Created personas to represent our target users
- Mapped out user flows to see how they move through the app

## Design Exploration

- Sketched low-fidelity wireframes to explore ideas
- Built mid-fidelity screens to refine structure
- Designed high-fidelity visuals to bring everything to life

# My Design Thinking Journey for CookBook Fresh App

## Design System

- Selected colors that fit the brand
- Chose typography that feels clean and readable
- Designed icons & components for a consistent look

## Prototyping

- Created a clickable prototype so users can experience the full flow of the app
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# Interview Questions

How often do you cook food at home?

Do you cook at home or does someone else in your household cook?

Do you tend to cook in small or large portions? why?

In what ways does cooking at home give you more control over your food's ingredients, freshness, and portion sizes, and why is that important for managing your health?

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# Survey & Insight

Budget & Cost Savings

Time & Convenience

Health & Lifestyle

Enjoyment & Emotional  
Connection with Love ones

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# Competitive Analysis

Features	Budget-friendly / Cost estimate calculator	Pantry based ingredient/ ingredient based suggestions	Step by Step Video /voice notes and written notes	Smart grocery list	Culture / Cuisine Exploration + Stories	Offline Support	AI Meal Suggestions Idea
My App Cook Book							
Tasty	(not a focus)	No		No		Limited	No
Paprika	No	No	No		No		No
Yummly	No					Limited	No
Side Chef	No	No		No	No	Limited	No
Samsung Food	No				No	Limited	No

# Parsona & Storyboards



Awareness



Take Quiz



Explore



Excited

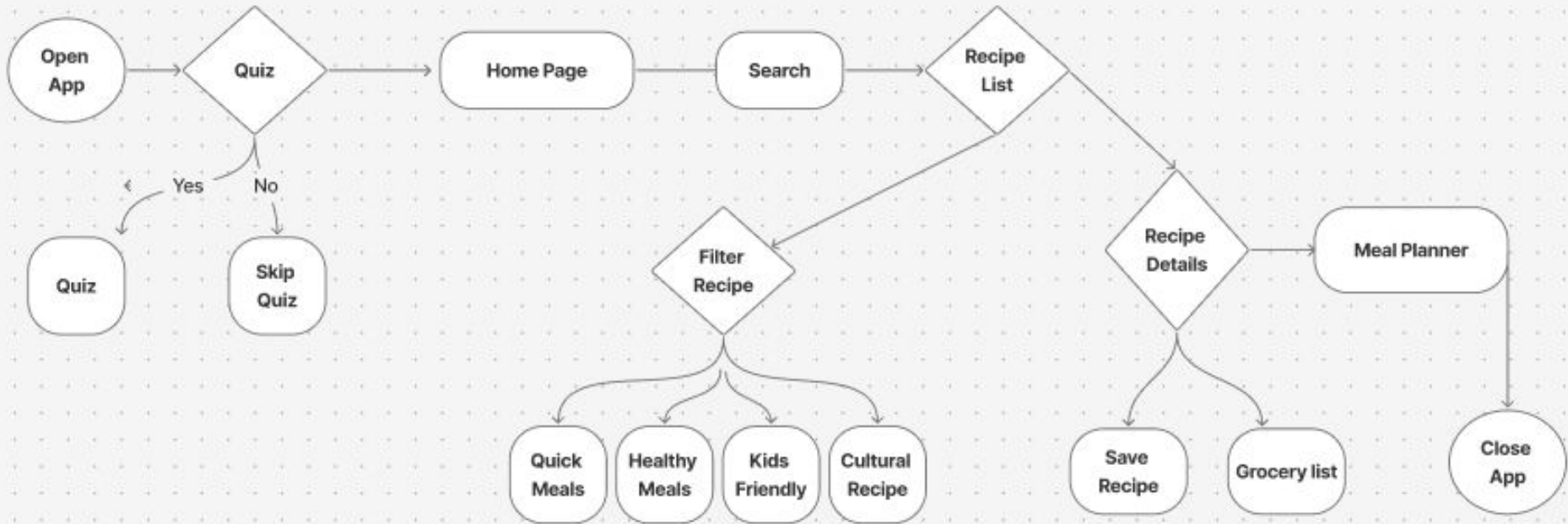


Cook

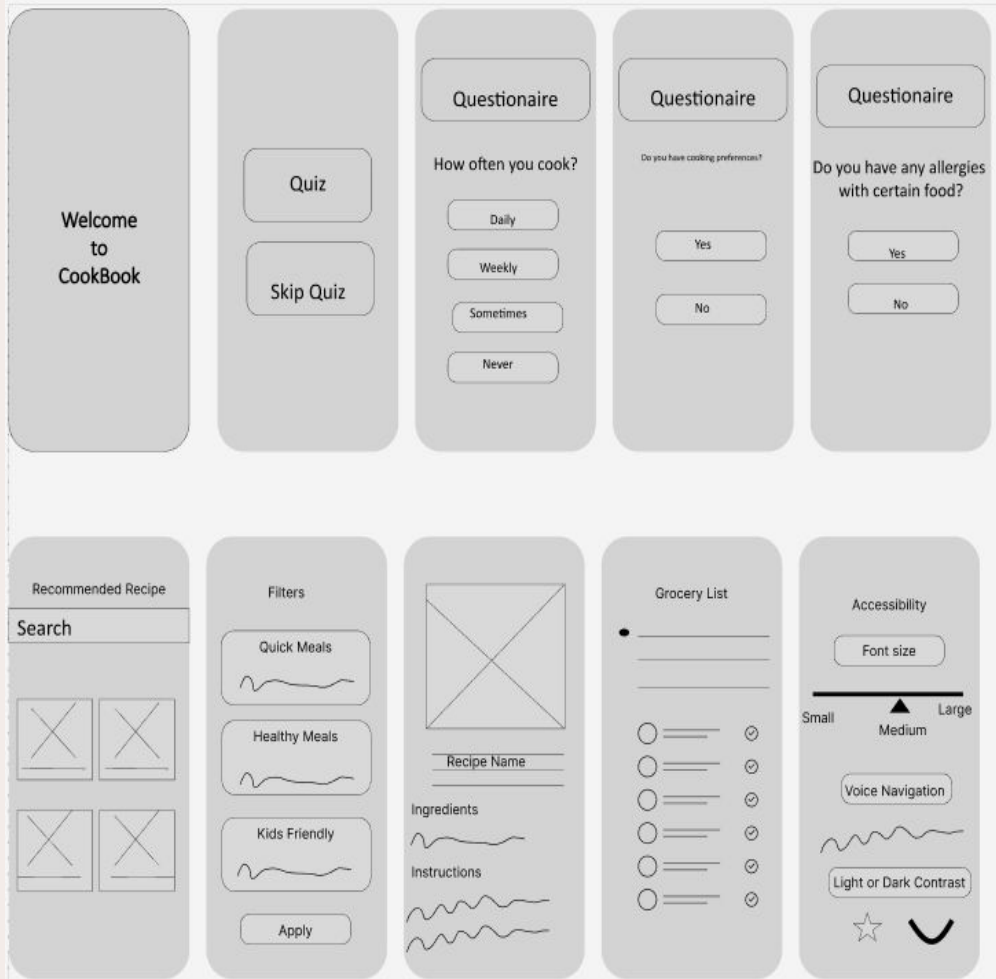


Save /Share

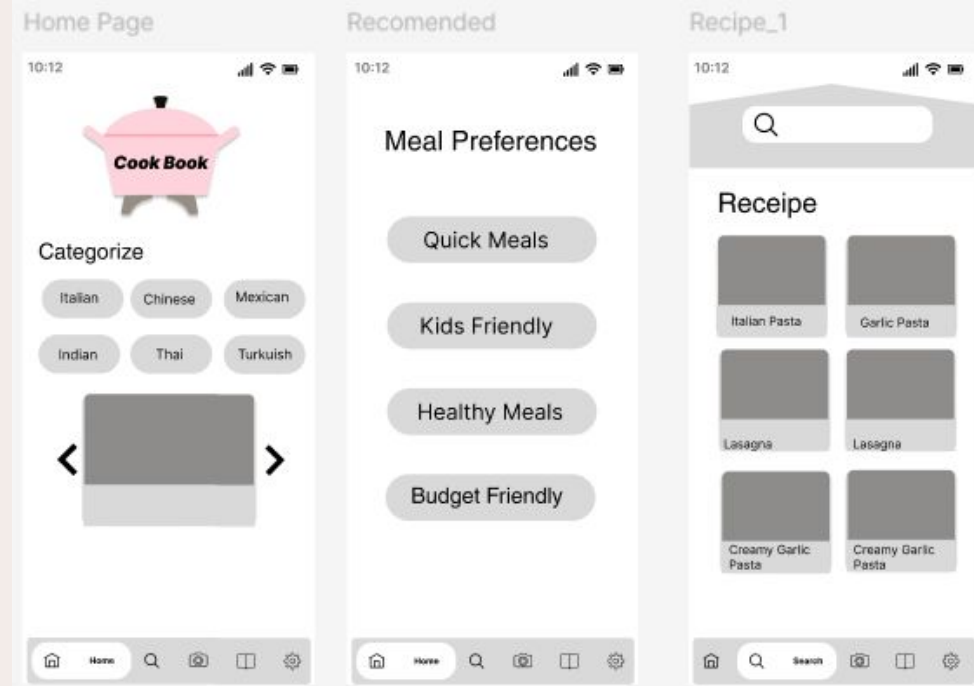
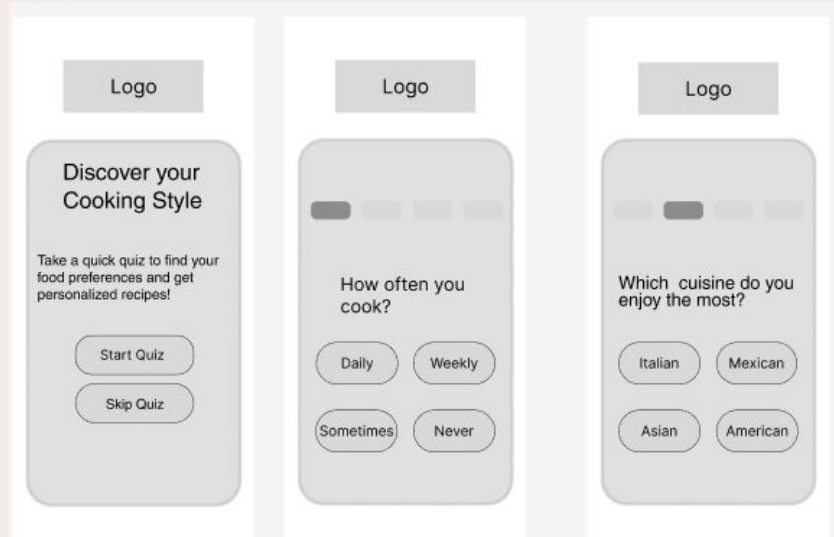
# User Flows



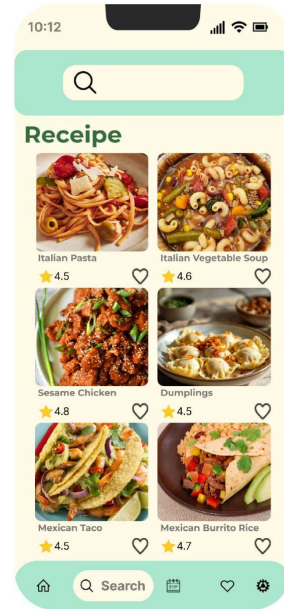
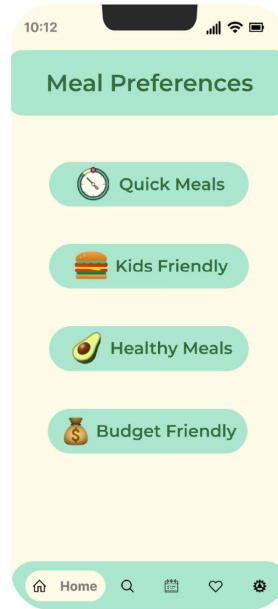
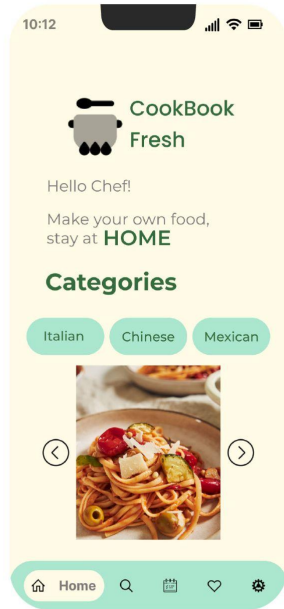
# Low Fidelity



# Mid Fidelity

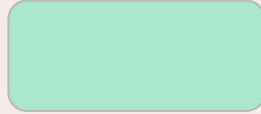


# High Fidelity



# Color Palette

Mint Green #ABE6CF



Cream White #FFFBE6



Forest Green #356C3E



# Dark Mode

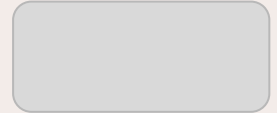
Dark Mode B.G: #121212



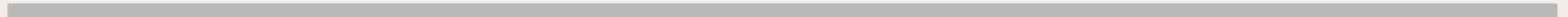
Font Color: #7E7878



Button: #D9D9D9



Font Color: #FFFFFF





# Typography

Heading/H1: Montserrat Semibold 36px

Quiz Questions/Buttons: Montserrat bold 24px

Montserrat bold 20px

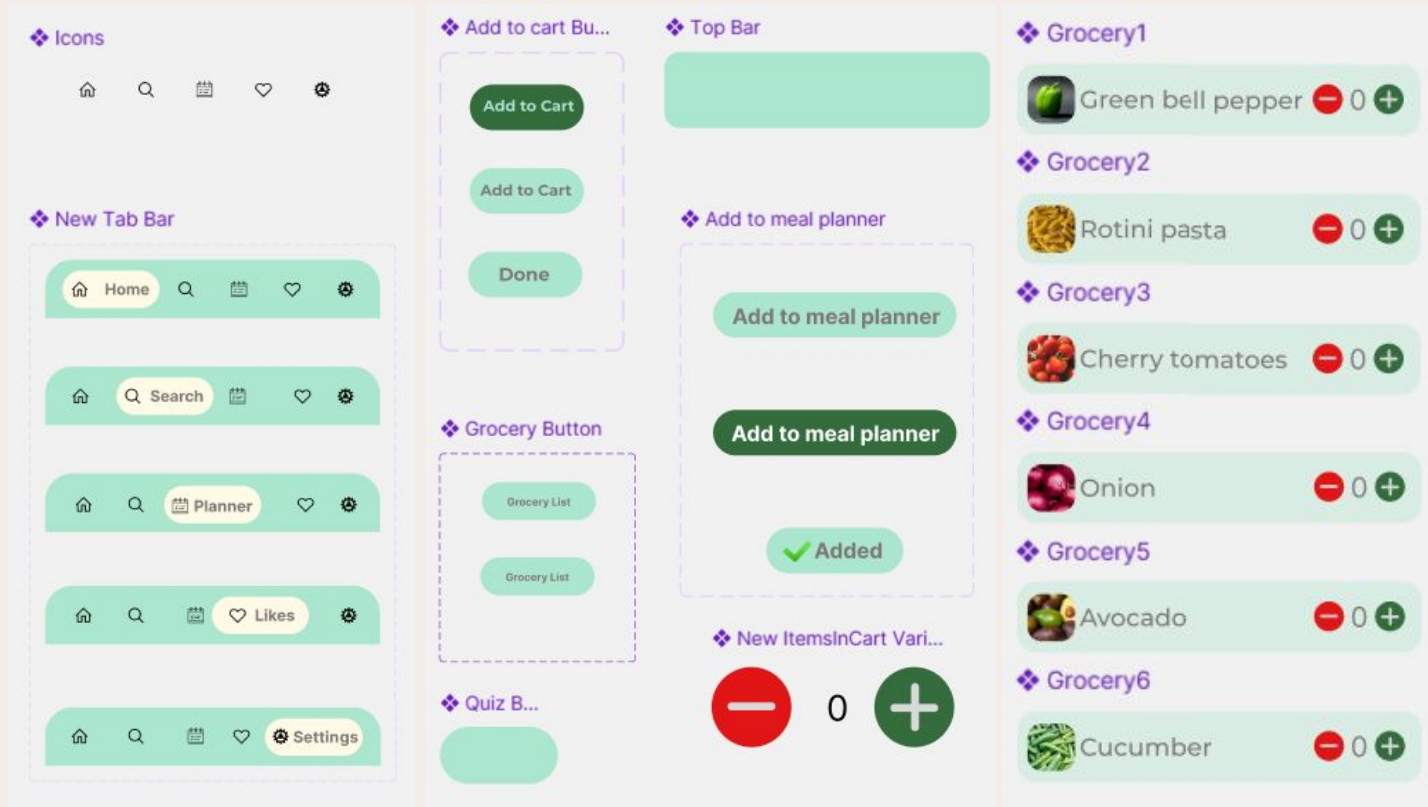
Body Text: Montserrat Regular 18px

Montserrat Semi Bold 16px

Cards: Montserrat Bold 14px

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# Icons & Components



# Icons & Components

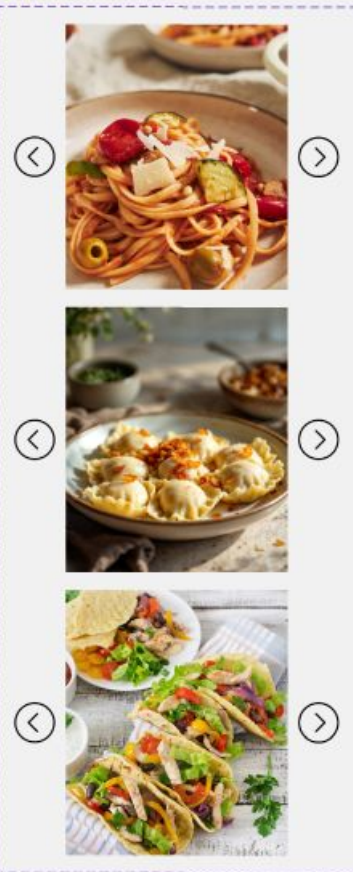
❖ Like ...



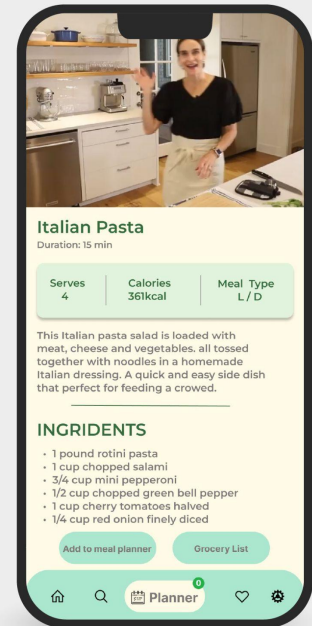
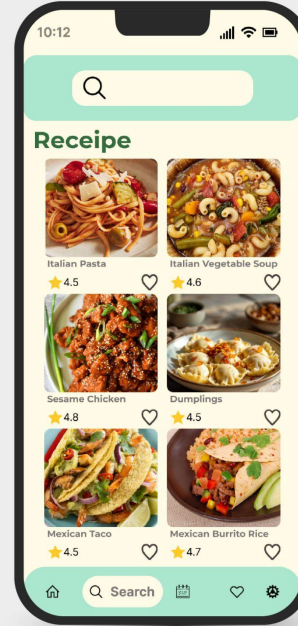
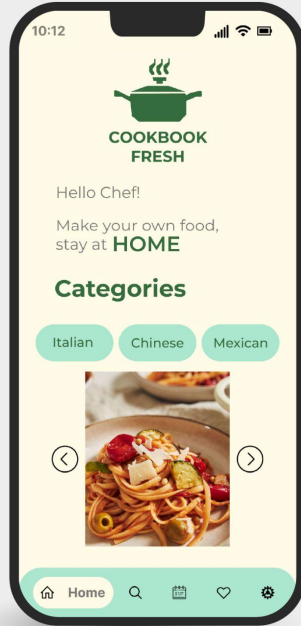
❖ Likes Page Slider



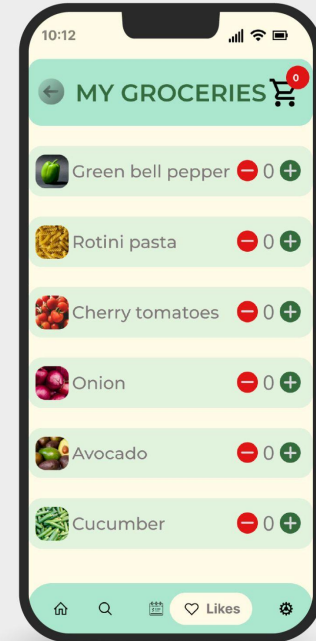
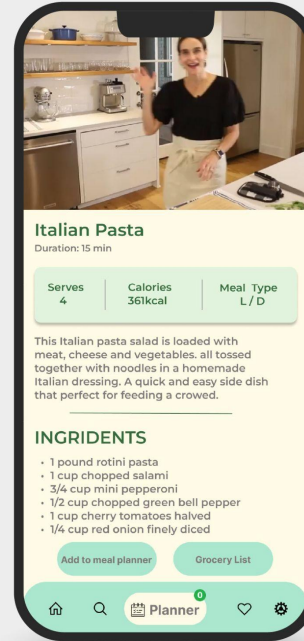
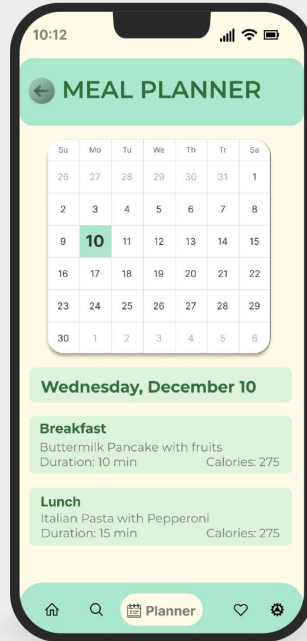
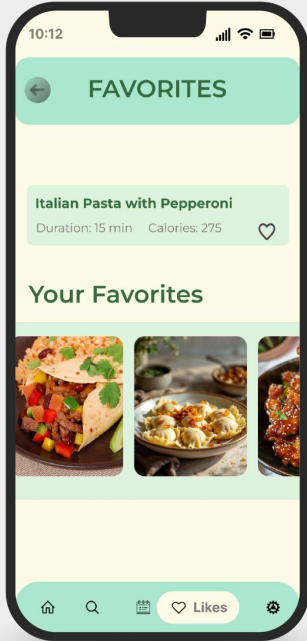
❖ Carsoul-1



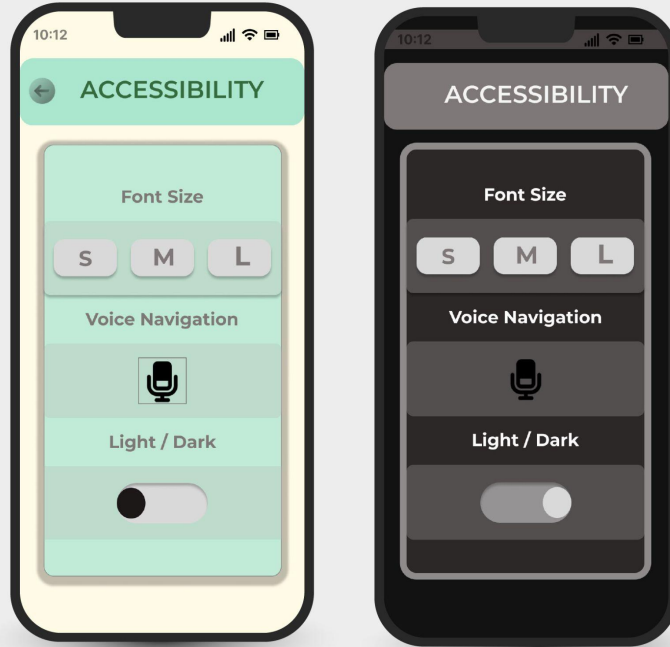
# Mockup



# Mockup



# Mockup



# Prototype

## Primary Flow:

<https://www.figma.com/proto/OSPYPcYmrklaY9W0vmkD/Cooking-App-Flows?node-id=3-297&t=oUPCdgoFpp6StbXa-0&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=3%3A297&show-prototype-sidebar=1>

## Secondary Flow:

<https://www.figma.com/proto/OSPYPcYmrklaY9W0vmkD/Cooking-App-Flows?node-id=78-258&t=oUPCdgoFpp6StbXa-0&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=78%3A258&show-prototype-sidebar=1>

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<https://arooj-portfolio.com/work/app-design/>

Thank You

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