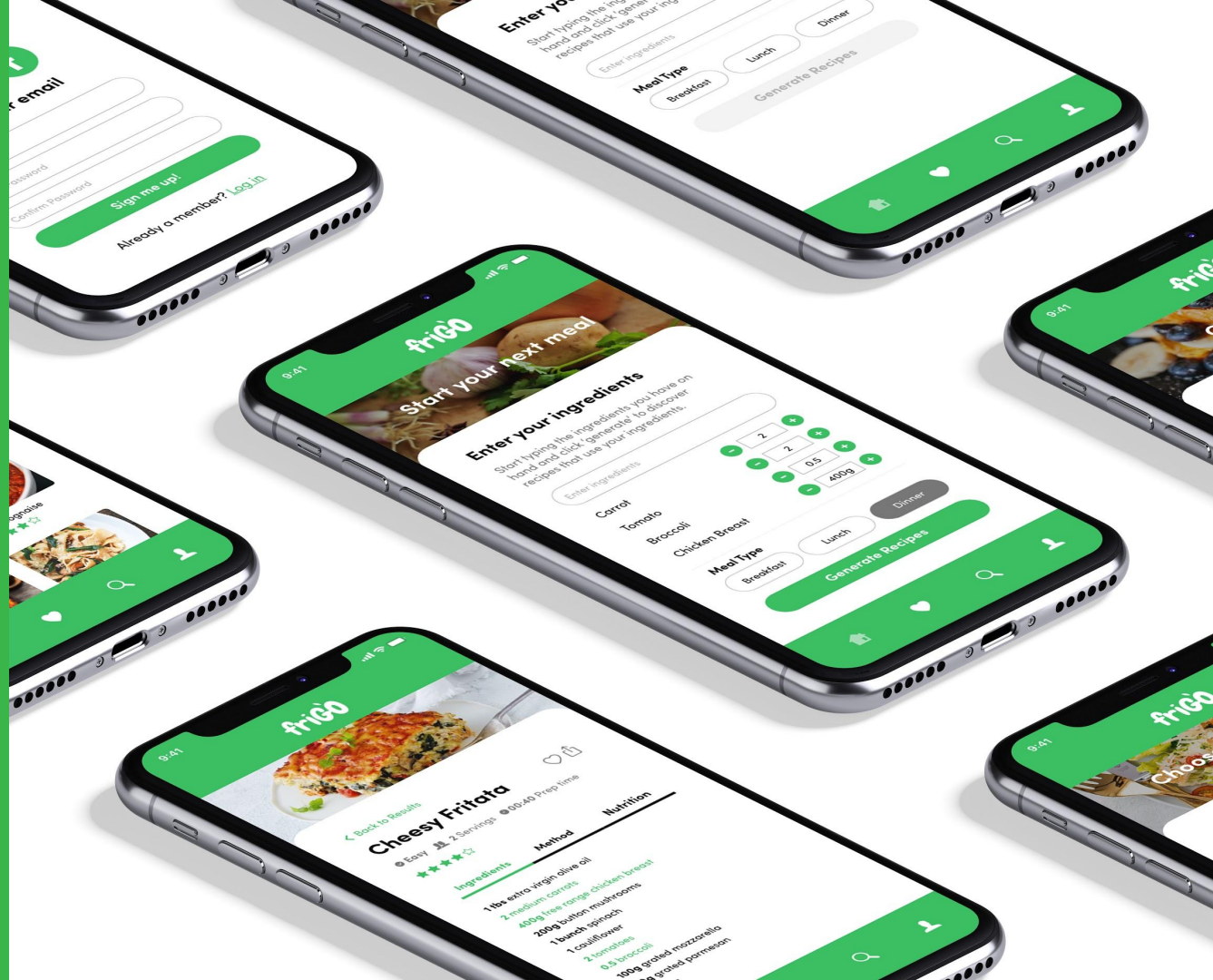


# frigo

## Fridge Ingredient Recipe Generator

MOBILE APP CASE STUDY

Emma | Gary | Sissy

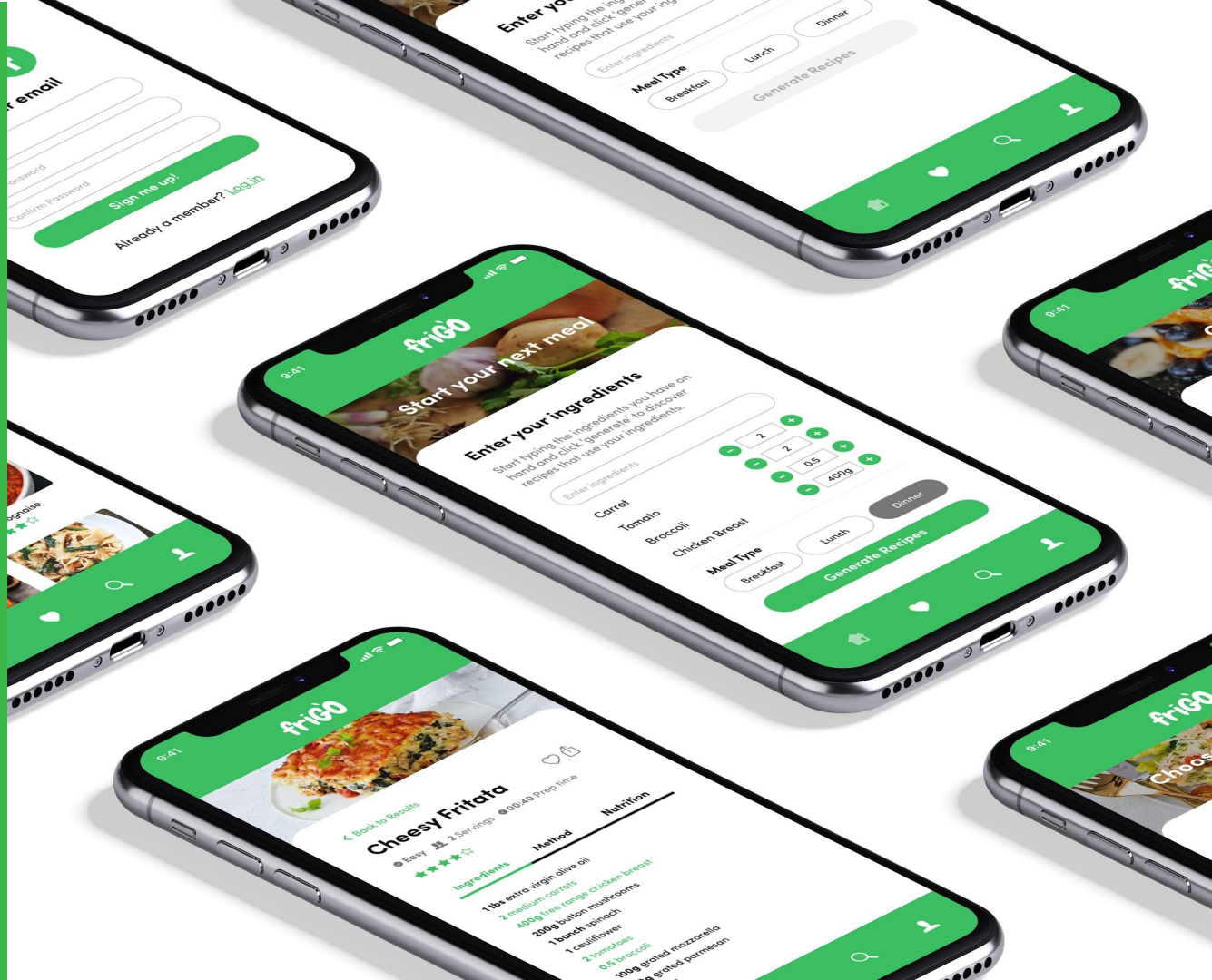




FriGO generates recipes based on the users' fridge ingredients. FriGO's mission is to make home cooking more enjoyable while reducing food wastage.



# Affinity Diagram





## Food wastage habits

- Can be quite wasteful
- Wife likes to use up what is in the freezer
- Eats leftovers to prevent food wastage
- Often wastes vegetables, milk and bread
- Always throws things away each week
- Don't like to waste food



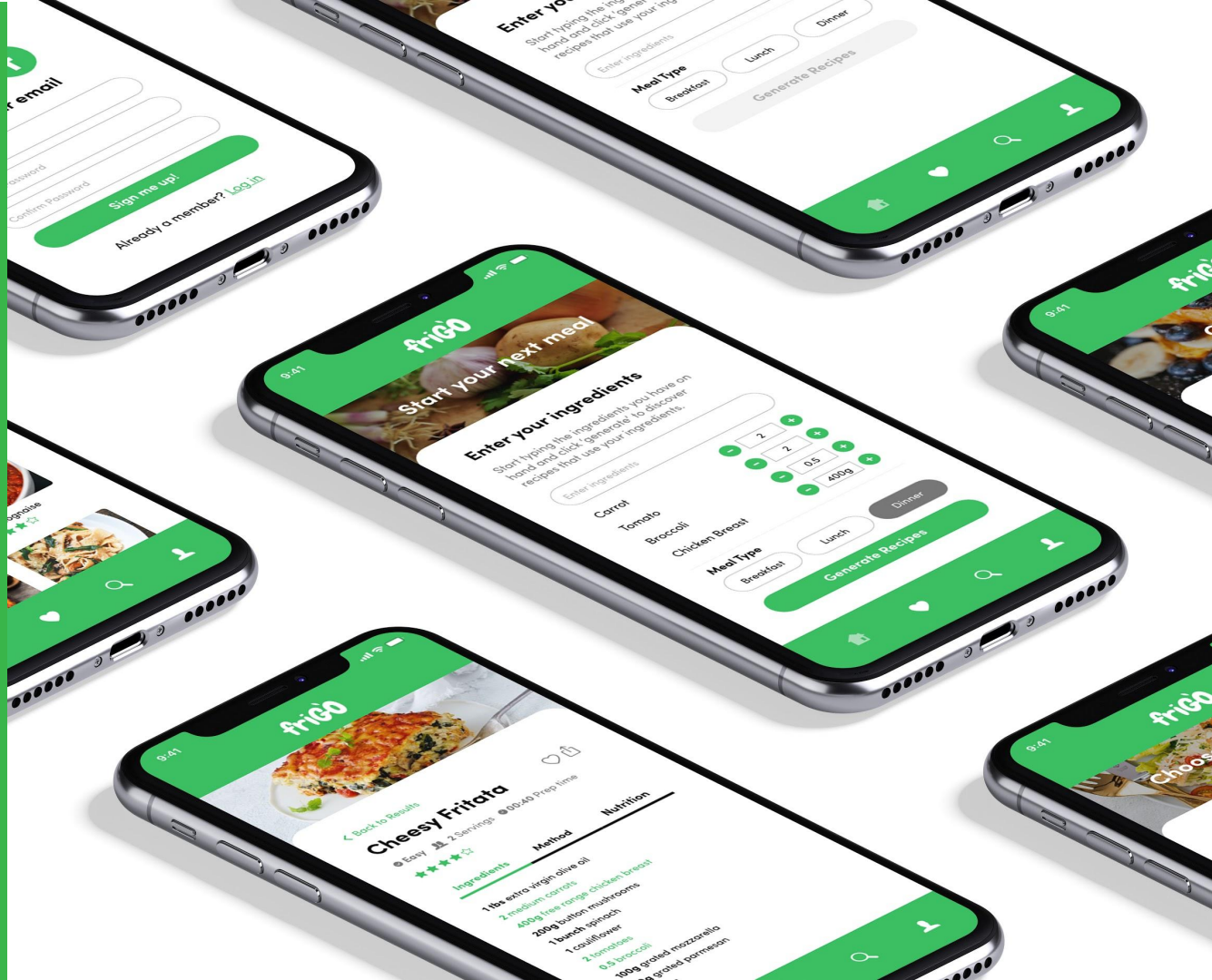


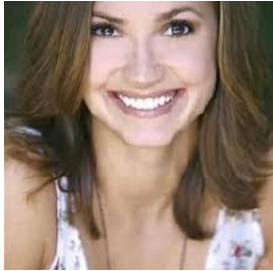
## Planning

- I plan my meals
- I don't have a fixed eating schedule
- I like to plan my meals
- Used to do meal prep to save money
- Often argues with wife about what to eat
- Have a small fridge



# User Persona





User Name  
Samantha James

Age  
30 years old

Occupation  
Marketing Consultant

Status  
Married

Location  
Australia

#workingmum

#zerowaste

#balanceddiet

## User Insight:

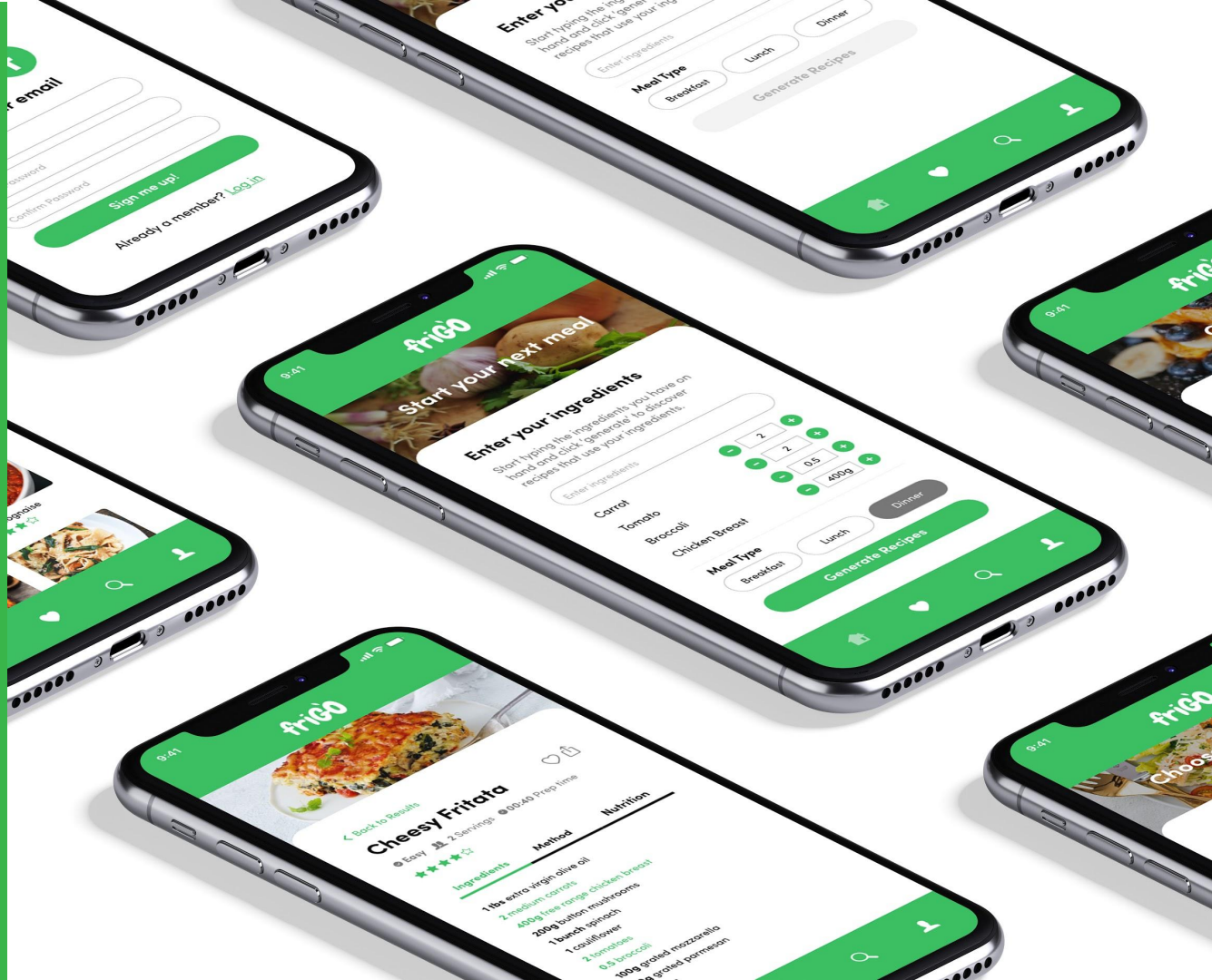
Samantha, who is inspired to cook what's available in her fridge, needs a way to discover new recipes based on ingredients she has at home, so that she can reduce food wastage and time and money spent on groceries.

## Goals:

- Aim for less food wastage
- Cut the time spent on grocery shopping
- Learn more recipes to increase the variety of dishes



# Competitor Analysis Matrix





# COMPETITOR ANALYSIS - FEATURE COMPARISON



FEATURES	★ ★ ★ ★	★ ★ ★ ★	★	★ ★ ★	★ ★	★
<b>Platform</b>	IOS/Android	IOS/Android	IOS	IOS/Android	IOS/Android	Android
<b>Score on Google Play</b>	4.5	4.5	NA	4.6	4.2	2.9
<b>Score on Apple Store</b>	4.5	4.8	NA	4.8	4.4	NA
<b>Search for a dish</b>	✓	✓	✓	✓	-	✓
<b>Food waste management</b>	✓	✓	✓	✓	✓	✓
<b>Grocery lists</b>	✓	✓	-	✓	✓	-
<b>Fridge management</b>	-	✓	-	-	✓	-
<b>Meal planning</b>	✓	-	-	✓	-	-
<b>Nutritional information</b>	✓\$	✓	✓	✓\$	✓	✓
<b>Sharing of own recipes</b>	✓	-	-	-	-	-
<b>Fees</b>	Annual/Monthly	Free	Free	Annual/Monthly	Free	Free
<b>Filters</b>	Course	Diet, cuisine, nutrition, ingredients	Diet, time	Diet, preferences, allergies, course	Ingredients	Course



## Strengths

Personalised meal plan feature built-in

Multiple filter options

Clean

Slick UI

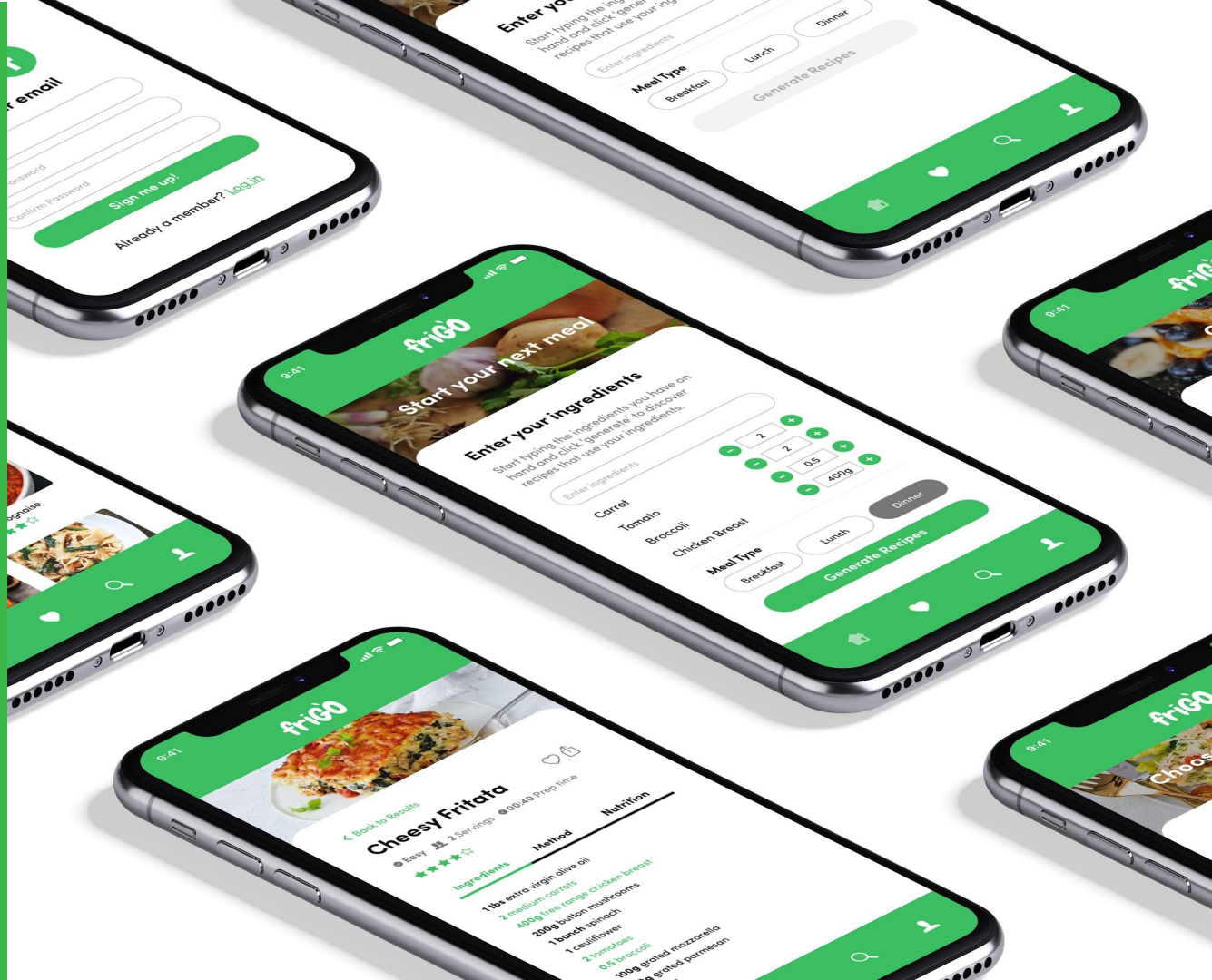
*“Brilliant! I’m so impressed.”*

## Weaknesses

No option to share your own recipes



I like, I wish,  
what if...



# I LIKE, I WISH, WHAT IF...



## I like...

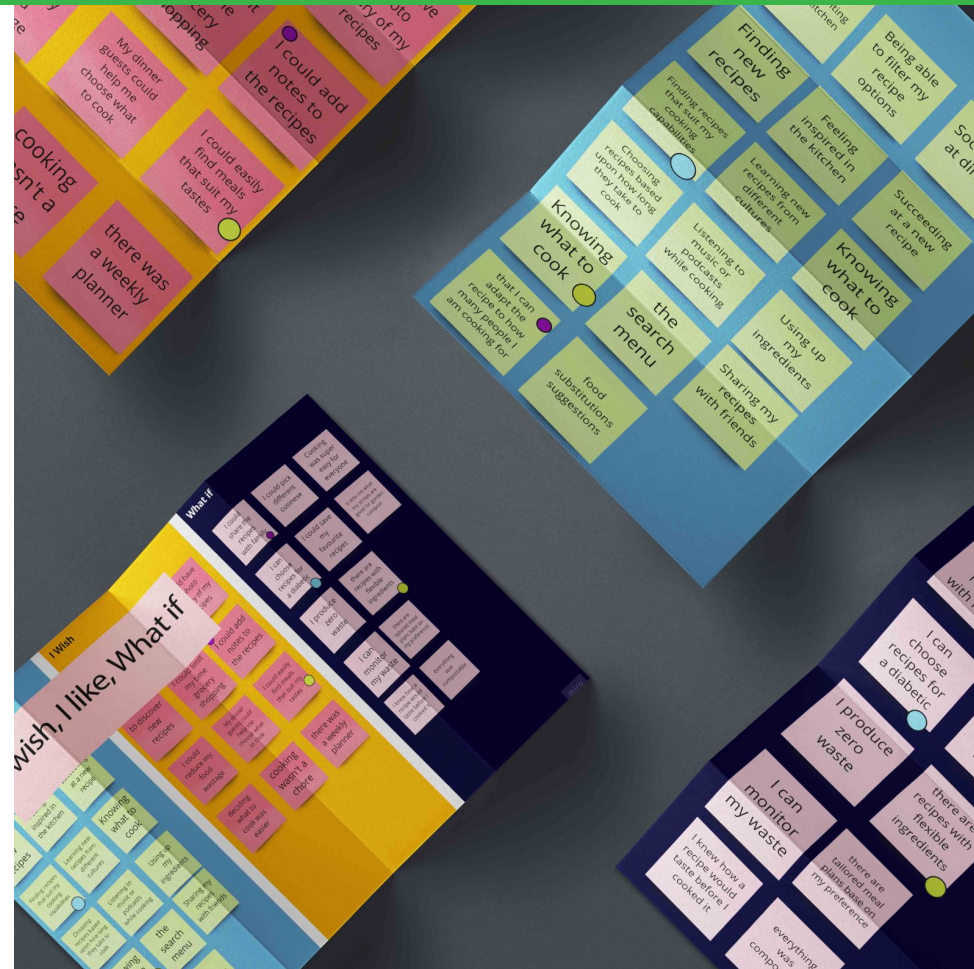
- Knowing what to cook
- Using filters to choose my recipes
- Recipes that match my capabilities

## I wish...

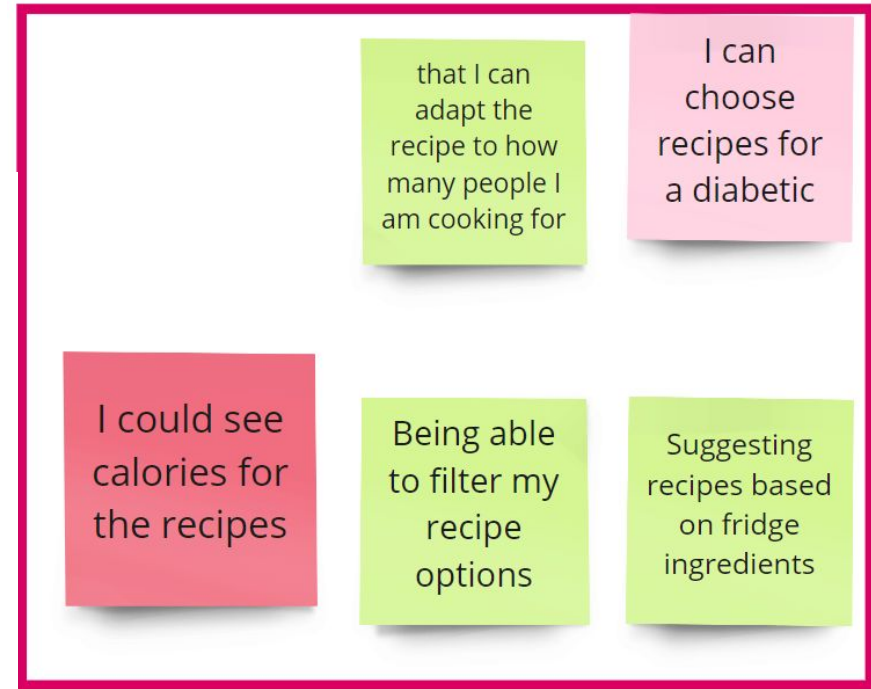
- I could find meals that suit my tastes
- I could add notes to the recipes
- I could see calories for the recipes

## What if...

- I could share the recipes with family
- I could sort recipes by dietary needs
- There are recipes with flexible ingredients



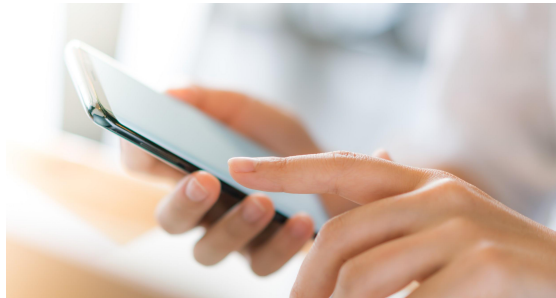
# FEATURE PRIORITISATION MATRIX



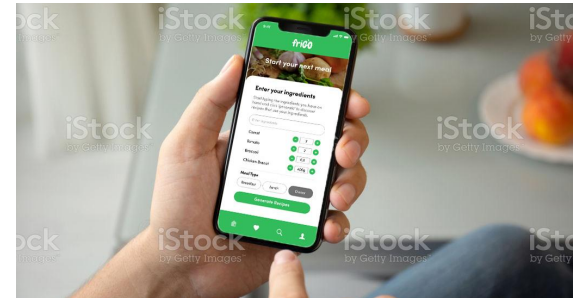
Features that we focused on



Samantha has groceries in her fridge but doesn't know what to cook



Downloads FriGO and opens up the app.



She inputs the ingredients from her fridge and selects her preferences



FriGO generates a recipe based on her ingredients and preferences

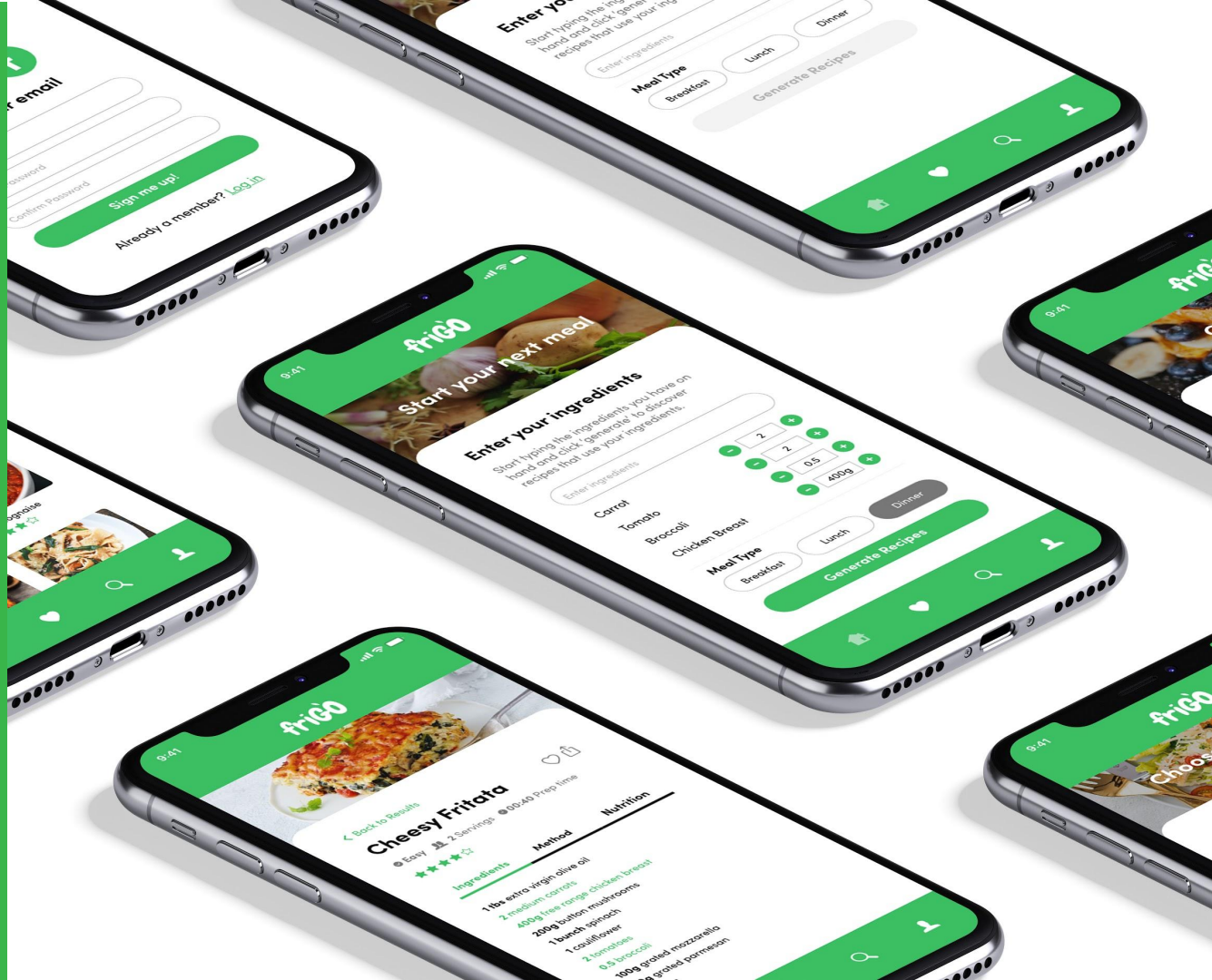


Samantha happily follows the recipe using the app.



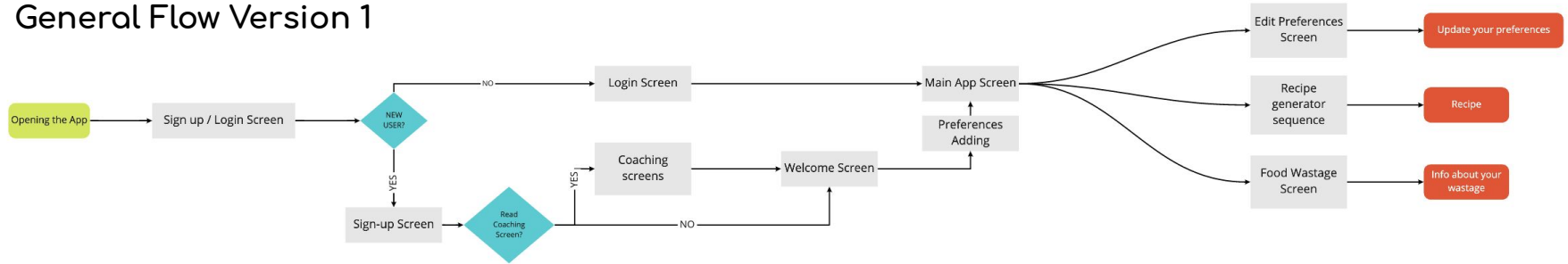
Samantha enjoys the meal with her family.

# User Flow

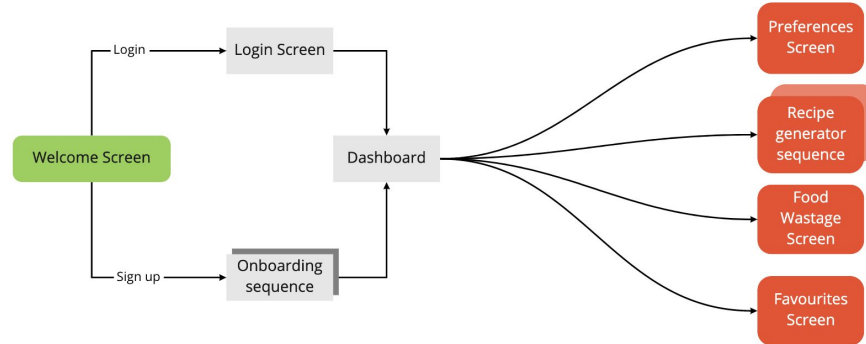




## General Flow Version 1



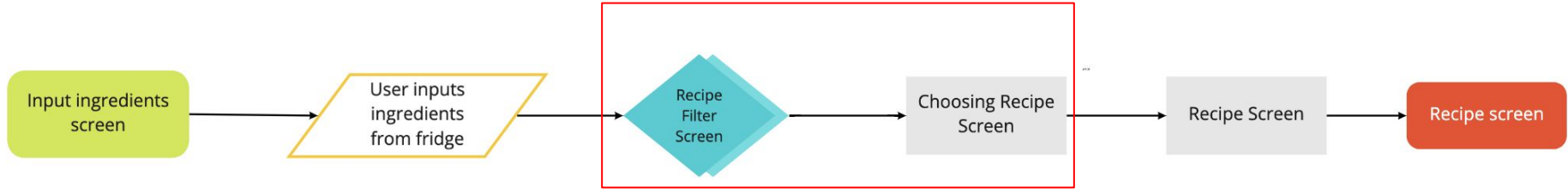
## General Flow Version 2



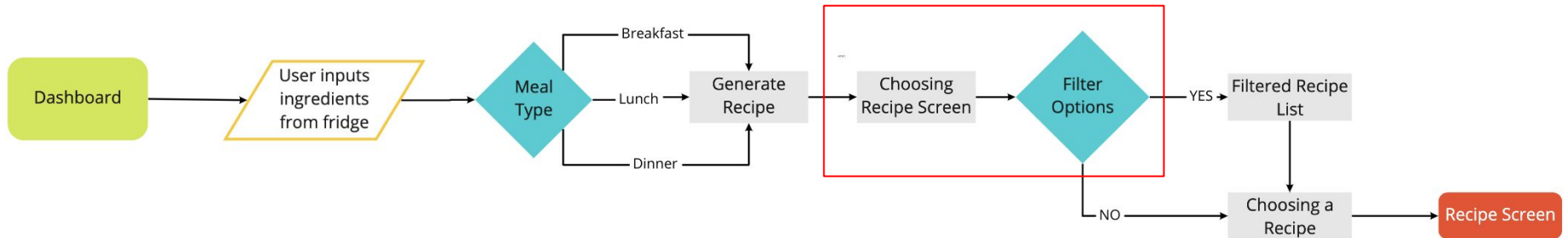




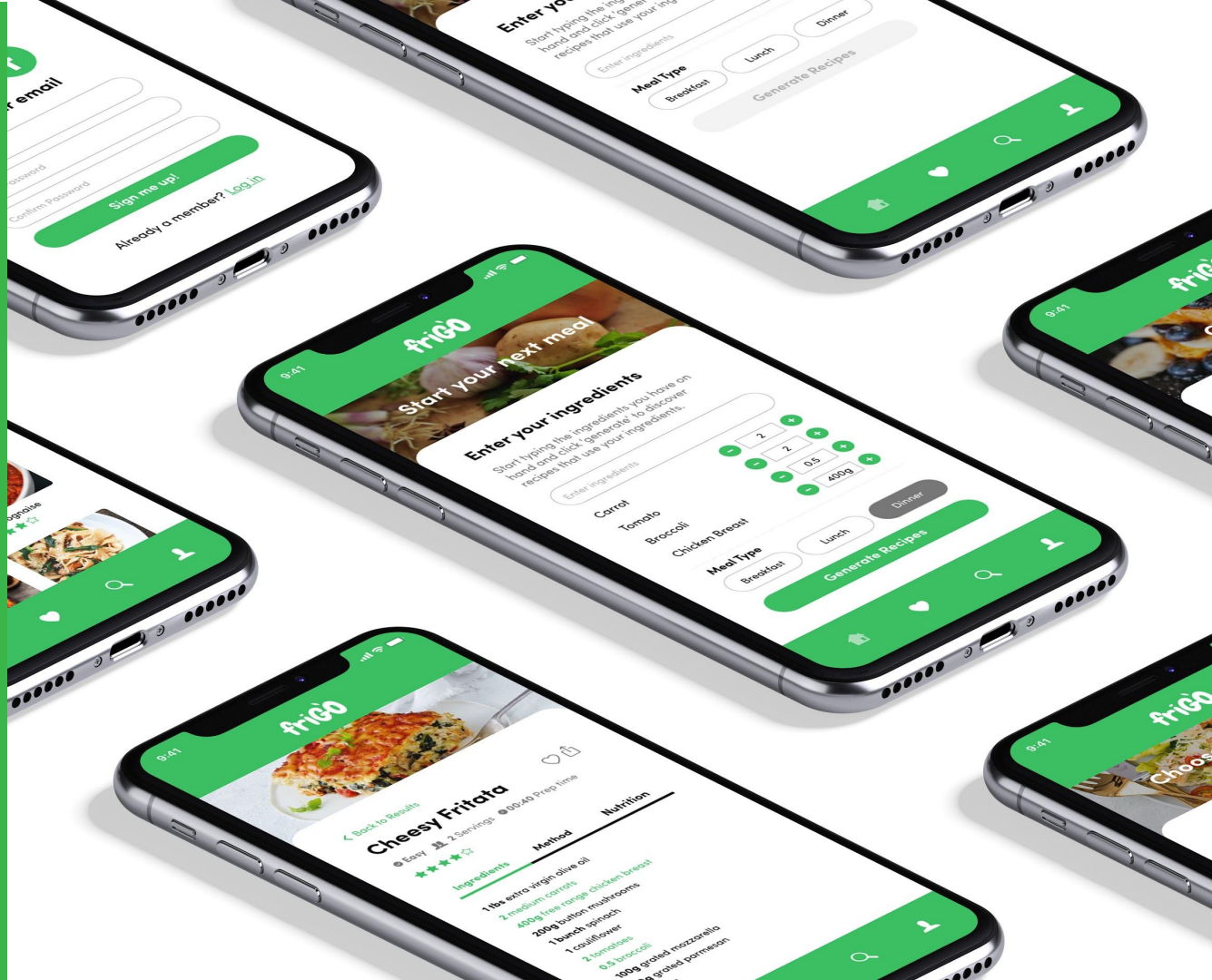
## Recipe Generating Sequence Version 1



























## Recipe Generating Sequence Version 2



# Prototyping & Testing





Task	Participants					Success Rate
	1	2	3	4	5	
1. Sign up						100%
2. Enter Preferences						90%
3. Sign out - Sign in						70%
4. Enter ingredients & search for recipe						100%
5. Use recipe filter to filter recipes						80%



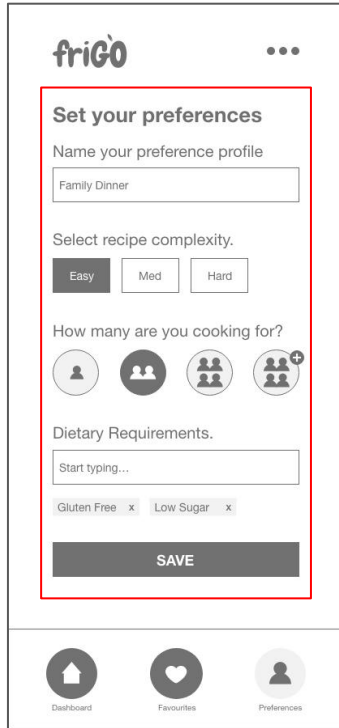
Successfully completed task



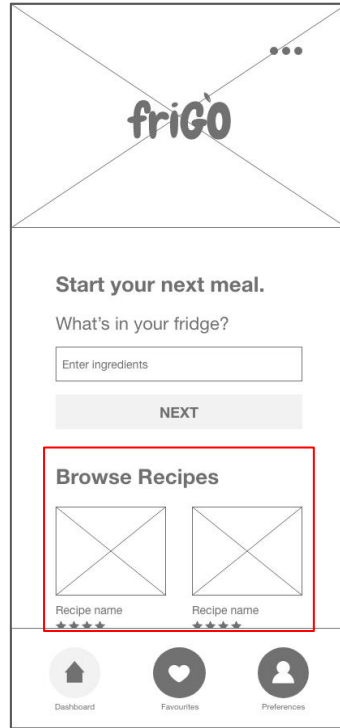
Partially completed task



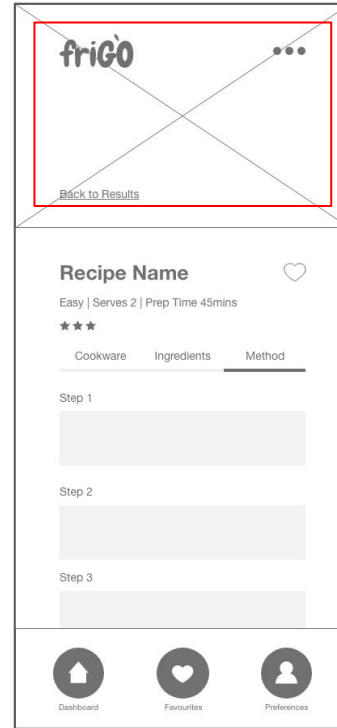
Did not complete task



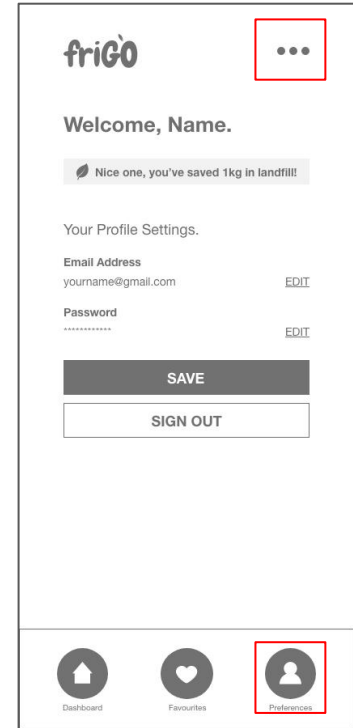
Was confusing having preferences screen before reaching the dashboard.



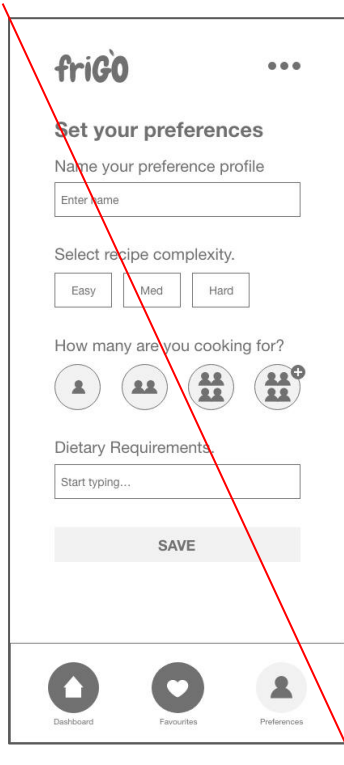
Recipe browsing doesn't relate to the purpose of our app and should not be on dashboard



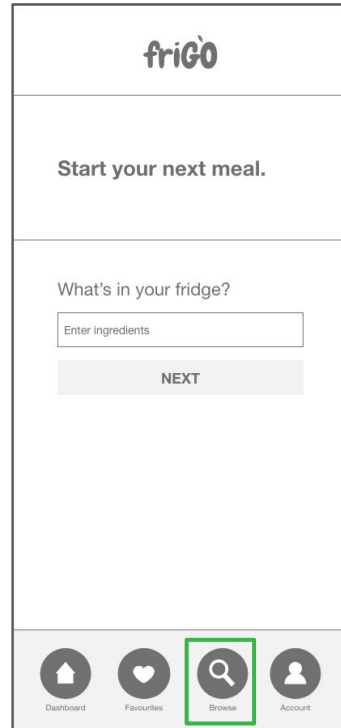
Difficult to spot the 'Back' button



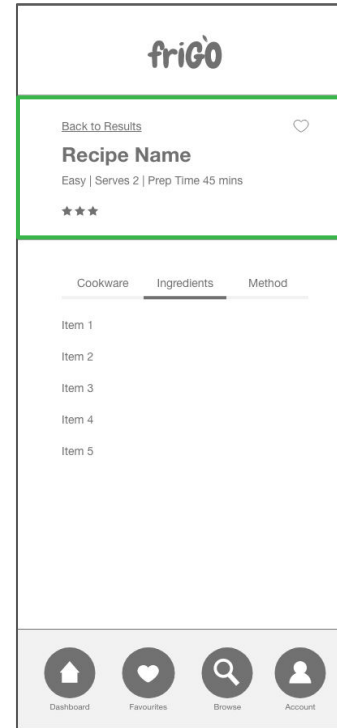
Difficult to understand the difference between the 'Settings' button and 'Preferences' button.



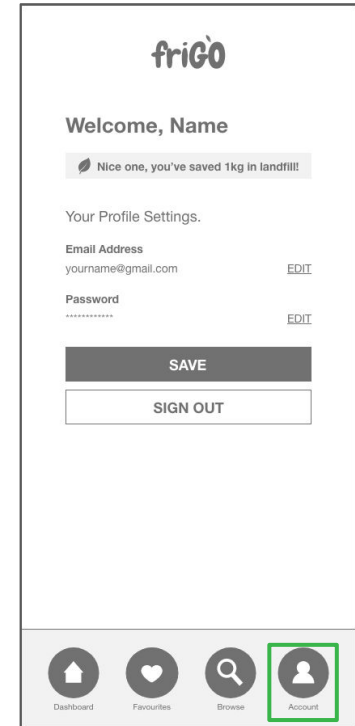
Removed preferences screen and relied upon filter option in recipe list instead



Removed recipes from the Dashboard and added a Browse button in the footer

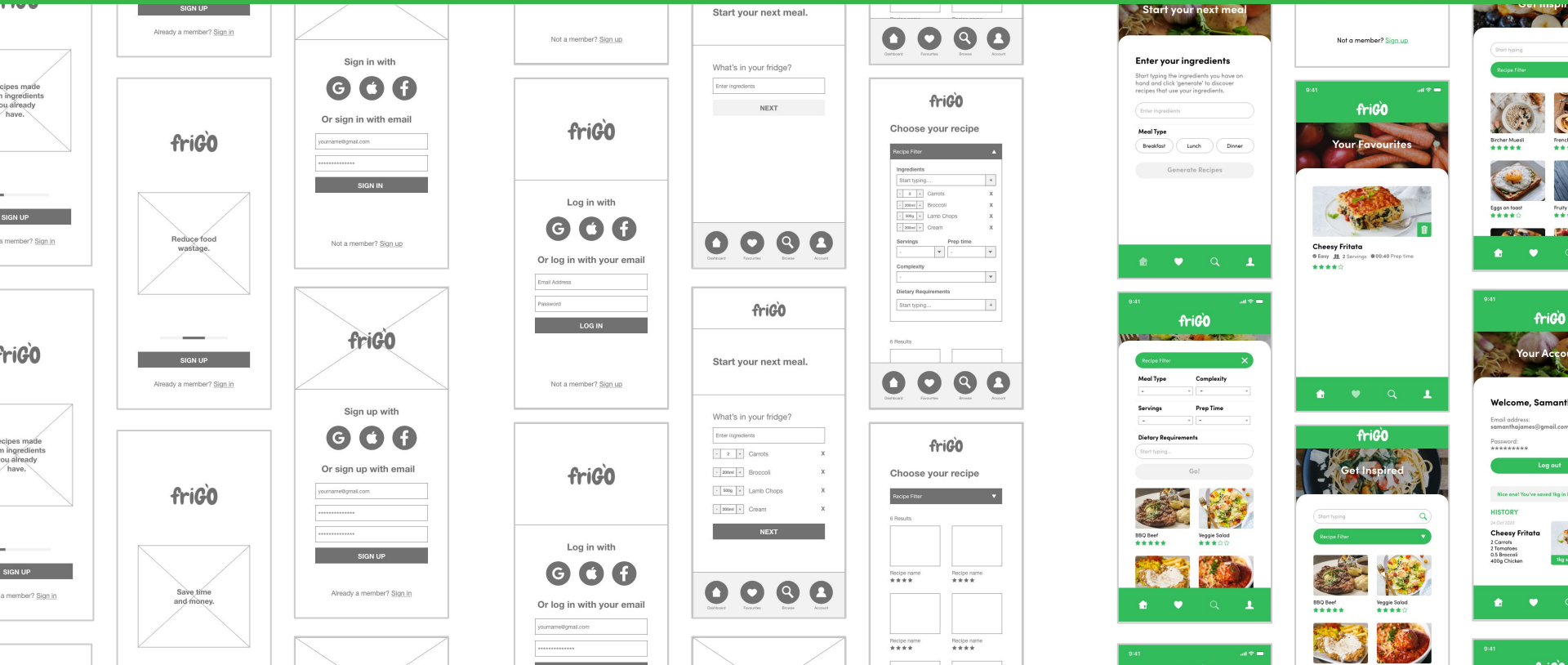


Simplified the Recipe screen so the 'Back' button is closer to the recipe name



Changed 'Preferences' icon to 'Account'.

# PROTOTYPING



Low-fi Prototyping .....● High-fi Prototyping



# ... AND THAT'S A WRAP!



Save time,  
save money,  
save food.



Great teamwork:  
Complementary  
strengths



App ideas:  
Voice to text  
function



What's next?  
More testing and  
iterating!