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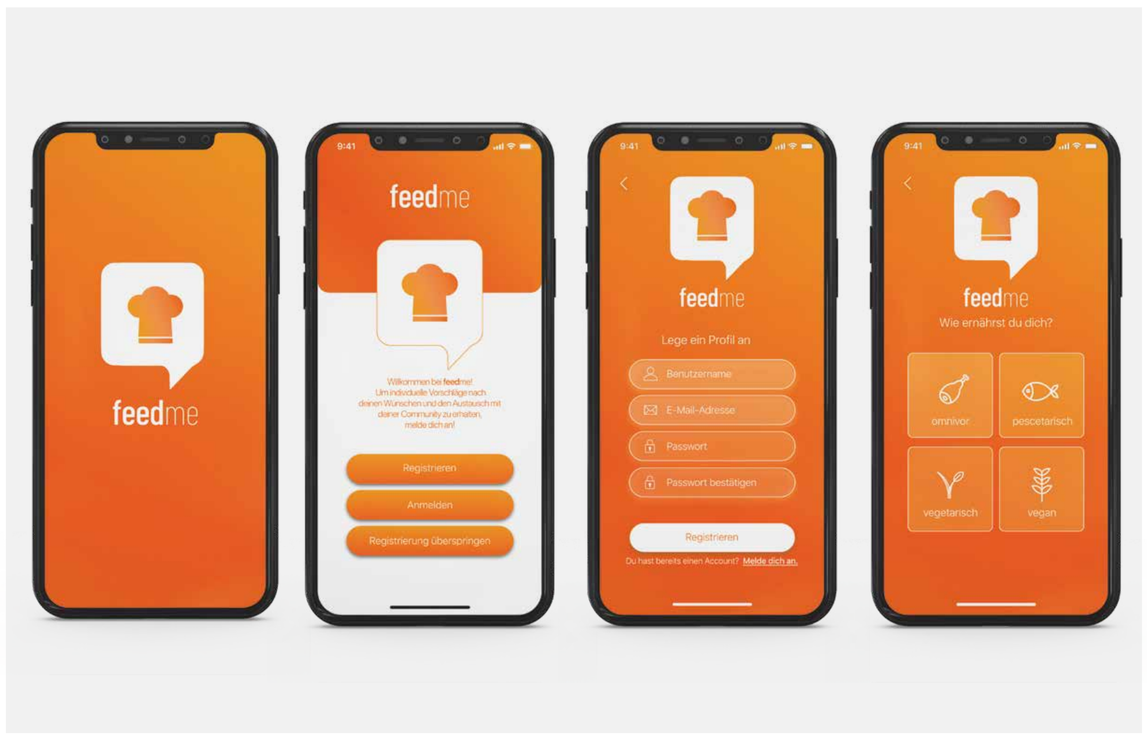
Master Thesis 2021/22

Inspire me what you eat! – Interaction design of a mobile application on the topic "social food network"



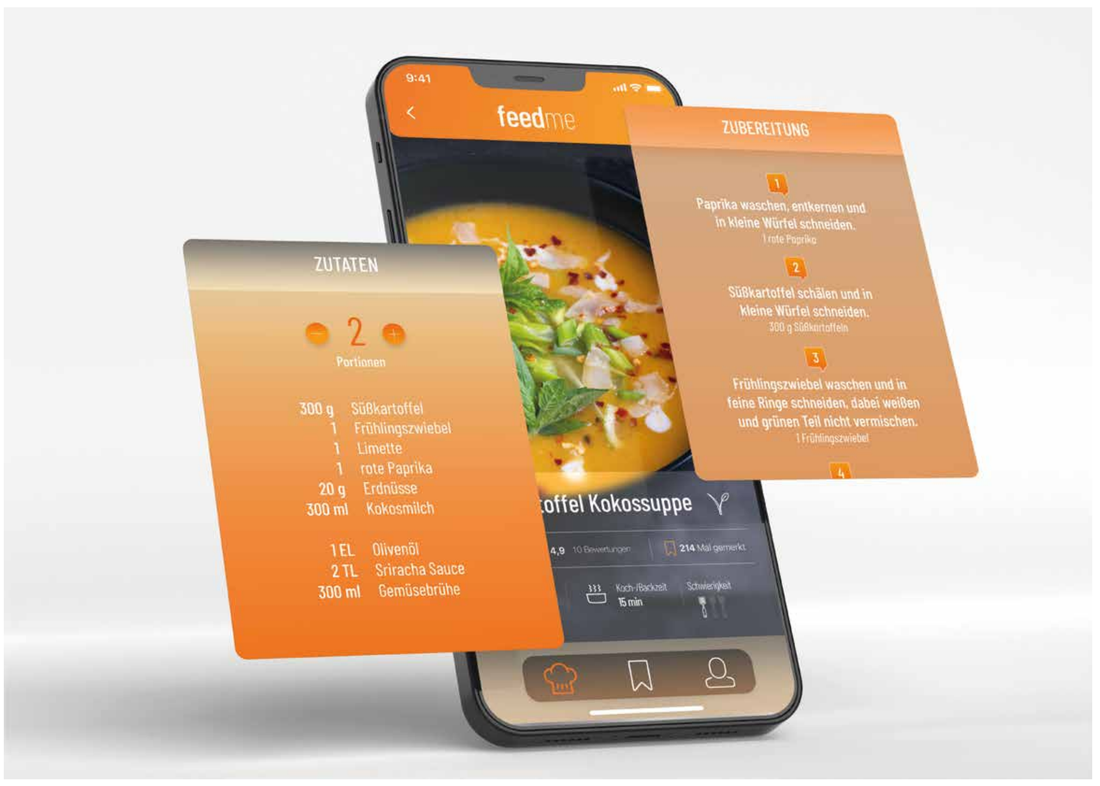
Start screens of ***feed**me*

Abstract

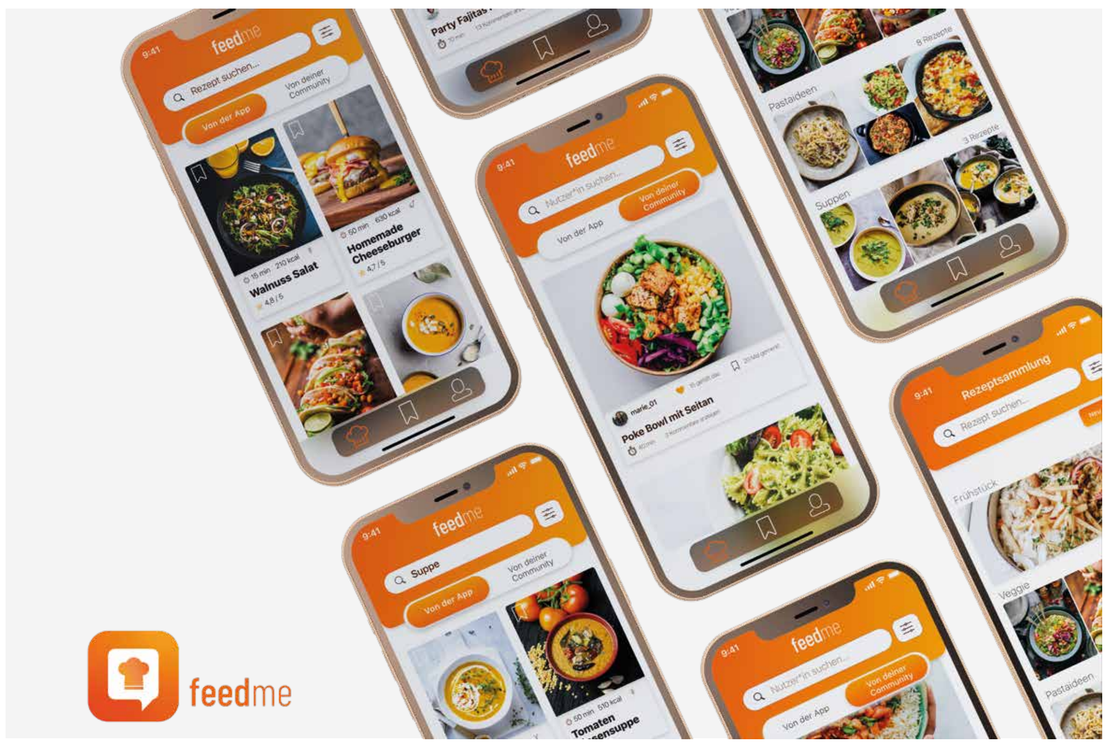
Both social networks and food connect people with each other. This offers an excellent basis for creating an own network, in the form of an app, for food and recipes. The goal of this thesis is to develop an interaction design concept for a recipe app with a social component that includes a satisfactory user experience. Among other things, it examines which functions a cooking app with a social component must include in order to cover the intentions of its user groups and how these functions must be presented in order to ensure user satisfaction.
The concept was developed based on the User Centered Design approach in the form of an iterative process with Minimum Viable Products (MVP's). The process is based on extensive user research and various user tests, using coordinated usability methods.
Based on the process, it could be found out that the three analyzed user groups, would like to have a picture feed as a source of inspiration, a sharing function for recipes photos, a search function, filter options and a function to create recipe collections. In addition, it could be shown that users prefer a recipe view in the form of recipe cards, as well as an integrated search bar in the main screen and recipes from the community in a separate area. Also, a clear recipe presentation is desired.
The resulting product serves as a basis for further developments.
This work is aimed at UX designers and app developers and is intended to show, that a new innovative product can be created from existing applications, by turning weaknesses into strengths.

Special Focus

In order to achieve the goal of this thesis, an extensive online survey and three user tests were conducted using different methods.
First, an online survey consisting of a mix of methods in the form of a user research questionnaire and a Kano analysis was used to gather information about the wishes and needs of users and to analyze the desired functions of the app.
Based on the results of the 425 participants, it was possible to derive user groups, personas and contexts of use, as well as user stories and journeys. This information served for further steps of the iterative process.
With the help of the survey results, it was possible to define hypotheses that were examined in subsequent user tests.
In the first user test, the question of a suitable structure for a recipe app with a social component was addressed. The aim was to find out how the desired functions should be arranged so that users would like it best. For this purpose, two created Minimum Viable Product (MVP) prototypes were tested using the Thinking Aloud method and a questionnaire.
The second user test was based on the findings of the first user test and was dedicated to the question of how a recipe should be structured so that the target group is satisfied.
After the functions, the arrangement of the functions and the structure of the recipes were verified by user tests, the design was reviewed. The users were involved in the design decisions to ensure complete user satisfaction.



Overview of the structure of a recipe



Overview of the resulting interaction design

Result and Future Work

The iterative development process resulted in an interaction design concept for the ***feed**me* app.
The concept could be created on the basis of the identified functions, which were analyzed through user tests. This revealed which requirements are desired by the user groups and how the most important ones have to be presented so that users like it best.

The developed concept is ideally suited as a basis for various further developments in order to be able to cover all user needs.

For the future, it is important to include the remaining analyzed functions in the concept and to exchange them with experienced programmers.
In this way, an app should be created that covers all the wishes and needs of all user groups and ensures the best user satisfaction.

This work has shown that you don't always need a new idea to create something innovative. It is also possible to benefit from existing apps by transforming existing weaknesses into strengths, thus providing users with a better user experience.

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