



BARGAIN BAKING

ABOUT

For people across the world, baking is an ideal way to relieve stress and practice creativity. But fun as it is, baking can also quickly become an expensive hobby. When a recipe calls for four different spices, two types of nuts, and a quart of fresh fruit, many bakers' heads begin spinning—especially if they're on a budget.

Bargain Baking is designed to make that spinning a little less frantic. Like other baking apps, Bargain Baking compiles recipes, helps users track their favorites, and allows for scaling recipes up or down in size. But Bargain Baking is more than just a digital cookbook; it's also a shopping app that allows users to compare prices at local stores, manage their grocery list, and find substitutions for expensive ingredients. This app puts a baker's budget first to help them decide which recipes are worth a trip to the store.

Bargain Baking is easy to use; bakers need only log in and begin exploring. They can search for recipes by rating, number of ingredients, and bake time. The app organizes users' shopping lists by both store and recipe, and it automatically calculates their estimated expenditures. This makes it easy for bakers to know exactly how much they'll have to spend before deciding to start a new recipe.

Bargain Baking's goal is simple: to make baking practical for anyone interested in doing it. If users report that this app has made baking easier and more economical, it will be a success.

AUDIENCE

Bargain Baking aims to address challenges that are typical for young people interested in baking. For many members of this group, baking can be a financial burden. Young people are often living on a budget and have limited pantries. (As one interviewee said when reading a recipe, "What is star anise? I absolutely do not own that.") Those living alone also don't need recipes that have large serving sizes, as they lead to wasted food and money.

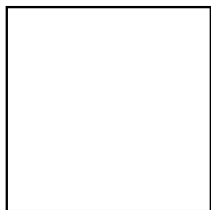
For these reasons, young people, especially those who are money-conscious, are the primary audience for Bargain Baking. That said, this isn't the only group that could benefit from the app. Virtually anyone who enjoys baking would be interested in an app that helps them find new recipes, and even the financially unburdened might be curious to learn which local store has the cheapest ingredients. Additionally, the app utilizes location services, so it's available to users anywhere.

Because Bargain Baking has a broad range of potential users, the app is designed to be as simple and inviting as possible. Illustrations and pictures help guide users through the app, and a color palette of black, white, and blues creates a sense of tranquility. The app also uses just two fonts, both sans serif, in order to maximize readability on mobile screens. UI icons across the site are consistent with those seen on other apps, so they should be familiar to most users.

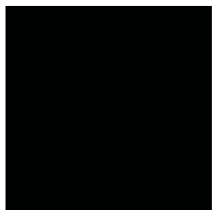


BARGAIN BAKING

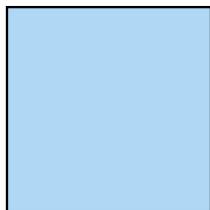
COLORS



Background color
White
#FFFFFF



Primary text
Black
#000000



Accents
Light blue
#AFD8F4



Links, buttons
Blue
#339BE2



Other UI elements
Red Pink
#DE004C

FONTS

Page titles, section headers, primary navigation buttons

MONT HEAVY CAPITALIZED

Links, important text

Roboto Medium

Body text

Roboto Regular

Additional information, search

Roboto Light | *Roboto Light Italicized*

UI ELEMENTS

WRITE A REVIEW

Button/Call to Action

Throughout the app, users can click on these buttons to open a new screen where they can write a review, edit their shopping list, or log in.



Favorite

On each recipe's page, users can click on the heart icon to add the recipe to their favorites.

FRUGAL FARRAH

"Vanilla extract? I never know where to get that at a reasonable price. But it's in all of my favorite recipes!"

DEMOGRAPHICS

Location	Chapel Hill, NC
Age	18-25
Job	Student
Family	Single
Allergies	None

PERSONALITY

- Perfectionistic
- Warm
- Money-conscious
- Reserved

BIOGRAPHY

Farrah lives with three roommates, but she's reluctant to share her baking with them until she knows she's nailed a recipe. Last year, for instance, she made four batches of oatmeal chocolate chip cookies before letting anyone else try them (according to her, the first few attempts were too dry). She dreams of opening her own bakery one day.

Farrah's friends agree that she's the best baker they know, but her perfectionism can get a bit costly, especially because she's an English major on a budget. Though Farrah keeps a close eye on coupons, she wishes there were an easier way for her to check the prices of baking products at different stores. And as she continues perfecting new recipes, she's hoping to find a good way to organize her favorites and send them to her mom, who taught her to bake.



GOALS

- Compare prices for different recipes in order to pick the most affordable ones
- Limit the number of grocery stores she has to visit in order to get all necessary ingredients for her bakes

FRUSTRATIONS

- Having all but one ingredient that a recipe calls for—and having to decide whether to buy it or find a new recipe
- Seeing a recipe's negative reviews only after beginning to make it

BEHAVIORS

- Seldom makes recipes that include fresh fruit, because they can be expensive
- Tends to make similar recipes in the same stretch of time to take advantage of having common ingredients on hand

BACHELOR BRAD

"I love baking for other people. And if they have dietary restrictions, that just makes for an extra challenge."

DEMOGRAPHICS

Location	Cary, NC
Age	35-45
Job	Lawyer
Family	Single, with family nearby
Allergies	Nuts, severe

PERSONALITY

- Thoughtful
- Detail-Oriented
- Cautious
- Restless

BIOGRAPHY

After a stressful day at his job as a civil rights lawyer, nothing relaxes Brad more than coming home and trying a new recipe. Since he started baking in law school, Brad has developed a flair for breadmaking and loves experimenting with new techniques and flavors.

Though Brad lives alone, he often brings muffins and rolls to the office for his coworkers. He's also teaching his nieces how to bake, and especially enjoys making colorful cookies and cakes with them. Because he has a severe nut allergy, Brad is sensitive to finding recipes that accommodate his and others' dietary restrictions. While in the kitchen, he watches Classical Hollywood movies on his laptop or listens to audiobooks on his phone. When he's not baking, Brad enjoys sketching, biking, and going to the theater.

GOALS

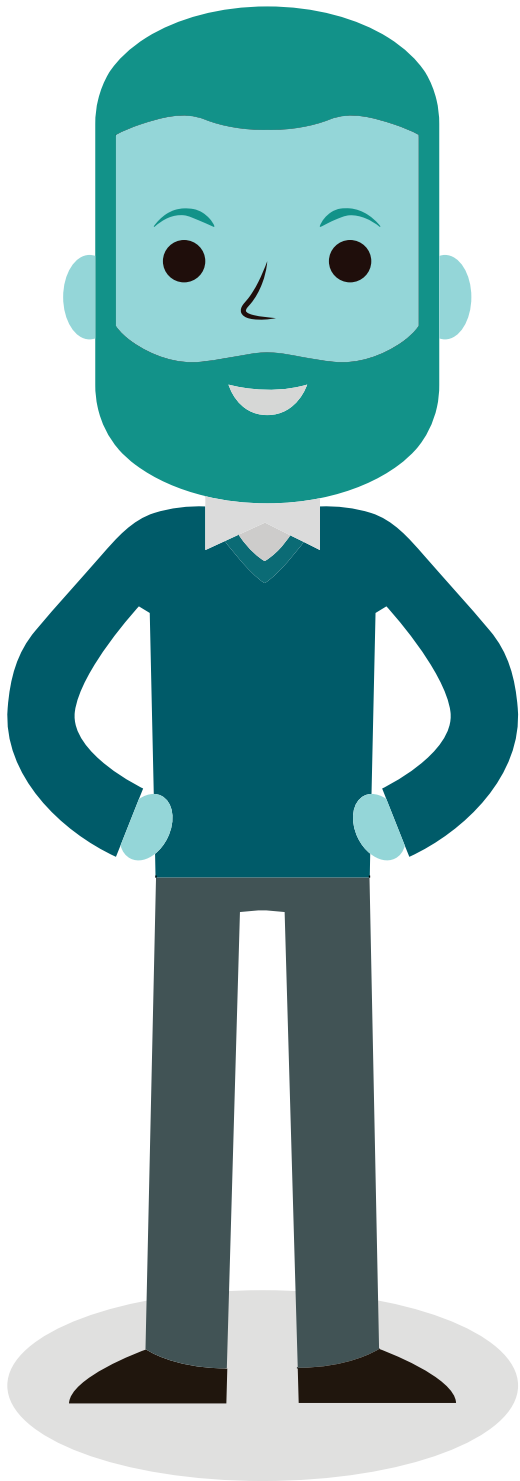
- Find new recipes that he can share with his coworkers and teach his nieces
- Find an easy way to scale recipes up or down so they suit the number of people he's serving and avoid waste

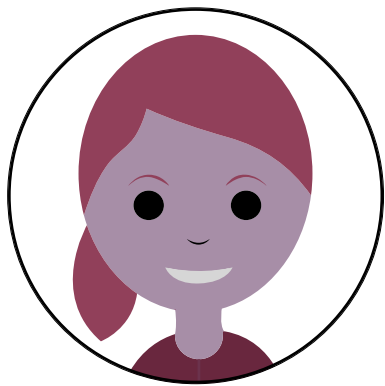
FRUSTRATIONS

- Finding recipes that look delicious but include nuts and don't have information about substitutions
- Having to pause movies on his laptop whenever he refers to a recipe mid-bake

BEHAVIORS

- Bakes three times a week and tries to avoid repeating the same recipes too frequently
- Prefers finding new recipes on the Internet rather than in cookbooks so he can read reviews from other bakers





FRUGAL FARRAH

18-25 | Chapel Hill, NC | Student

MOTIVATION

Farrah wants to make her baking as affordable as possible while not sacrificing ingredient quality.

OBSTACLES

Farrah is on a budget and doesn't have a car, so she likes to make every visit to the grocery store count.

PERSONALITY

Perfectionistic, warm, money-conscious, reserved

DISCOVERY

EXPLORATION

TESTING

IMPLEMENTING

THINKING

What's going through my head?

Wow, I spent way too much on baking ingredients last month. There has to be a way to get good supplies for a reasonable price.

Hmm, mom mentioned a new baking app that helps build your grocery list. Maybe I'll try it.

Andrea is a traditionalist, so I know she's going to expect cake. But I definitely want to explore that pie menu soon!

I wonder how this is going to help me stick to a budget. Can I see how much each recipe costs?

Okay, this only uses eight ingredients—and I have five of them in my pantry!

Let's see, I don't have any heavy cream, so I'll have to find a place selling that. I've gotten it at Harris Teeter in the past...

Now I need to find those other two ingredients. Ideally, I'll get them at Trader Joe's, too, so I only have to make one trip.

I used to make mental notes of prices at different stores, but now I don't need to do that!

DOING

How can I act on this?

Discusses concern about baking cost with mom, who tells her about Bargain Baking

Gets the app after realizing she needs to make something for her friend's birthday next week

Switches organization method and begins scrolling through recipes with few ingredients

Finds a Death By Chocolate cake that Andrea will love. And it has four and a half stars!

Reviews recipe ingredients and clicks on heavy cream to see local grocers selling it

Sees that the price at Trader Joe's is almost a dollar cheaper than it is elsewhere

Adds other ingredients to shopping cart and checks total price

Schedules a trip to Trader Joe's and begins looking at pie recipes for the holidays

EXPERIENCE

What am I going through?

I don't want to give baking up—it helps me relax and my friends love the food. But they're not the ones paying for the sugar and flour.

I've never actually used a baking app, so this will be interesting. Ah, I like the little illustrations.

Oh, I like that you can prioritize recipes that use the fewest ingredients—those are the ones that will be easy on my budget!

This recipe looks delicious! I just hope that I have at least a few of these ingredients at home.

Wow, it's so cool that I can see all of these prices side-by-side! I wonder if there's a way to factor in coupons?

What does this little plus sign do? Oh, nice—it added the cream to my shopping list.

Awesome—I'm only going to spend \$10 on new ingredients. I like that the app calculates the price of the recipe for me!

This is going to make finding baking supplies way easier. And the recipes look great, too!

MOOD

How am I feeling?



Frustrated



Curious



Amazed



Satisfied



LOGO

**BARGAIN
BAKING**

Tag Line

GET STARTED



BARGAIN BAKING



WHAT DO YOU WANT TO BAKE TODAY?

"Bargin Baking" returns user to this screen



CAKE



PIE



Each category will have an illustrated image to represent it

COOKIES



BREAD



OTHER



MY FAVORITES

Search feature
will be available
on most pages



Search for a recipe



WHAT DO YOU WANT TO BAKE TODAY?



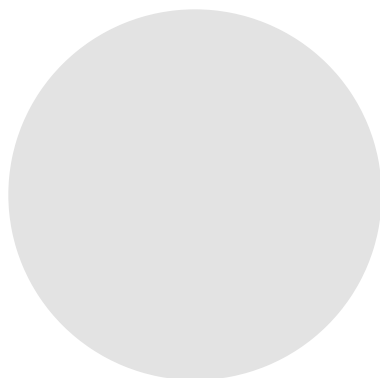
CAKE



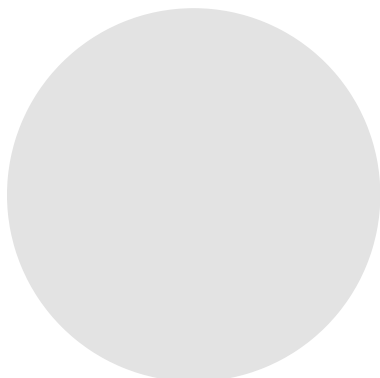
PIE



COOKIES



BREAD



OTHER



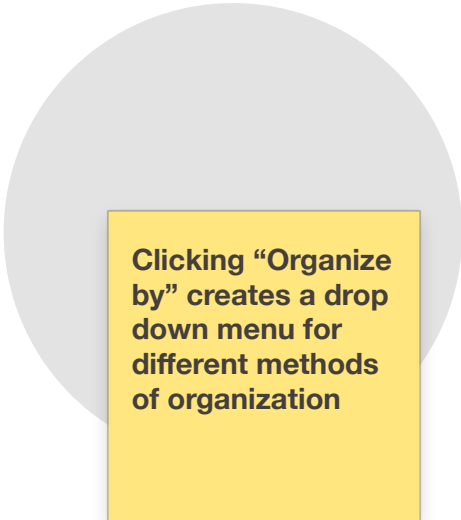
MY FAVORITES



BARGAIN BAKING



Three bars bring user to the shopping list



Clicking "Organize by" creates a drop down menu for different methods of organization

PIE

Organize by:



Rating, time, and ingredient are pulled from recipe and reviews; used for organization filters

PIE RECIPE #1

Source

User rating:

Total time:

No. of ingredients:



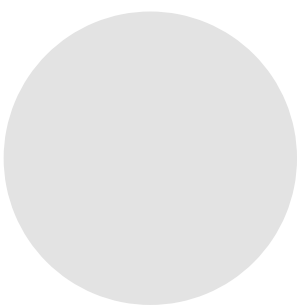
PIE RECIPE #2

Source

User rating:

Total time:

No. of ingredients:



PIE RECIPE #3

Source

User rating:

Total time:

No. of ingredients:



Load More



RECIPE TITLE



Source

Clicking heart will add the recipe to the user's "Favorites"

Real picture (not an illustration)

User rating

Total Time

Serves 6

INGREDIENTS

Ingredient #1

Ingredient #2

Ingredient #3

Ingredient #4

Ingredient #5

Ingredient #6

Ingredients will appear in a different color to indicate that they're links

Don't have an ingredient? Click on it to see where you can buy it, how much it costs, and suggested substitutions.

INSTRUCTIONS

1. Step 1 of this recipe

2. Step 2 of this recipe

3. Step 3 of this recipe, which is a little bit longer than the other ones

4. Step 4 of this recipe

5. Step 5 of this recipe

Users can click on the number of stars they want for ranking the recipe

Have you made this recipe?
Rate and write a review!



WRITE A REVIEW



BARGAIN BAKI

User can toggle between "Where to Buy" and "Substitutions" tab for the same recipes

FOOD ITEM

WHERE TO BUY

SUBSTITUTIONS

Organize by:



Clicking "Organize by" creates a drop down menu for different methods of organization

STORE #1

Price

Address Line 1

Address Line 2

Distance from you



STORE #2

Price

Address Line 1

Address Line 2

Distance from you



Clicking plus mark will add item to user's shopping list

STORE #3

Price

Address Line 1

Address Line 2

Distance from you



Load More



FOOD ITEM

WHERE TO BUY**SUBSTITUTIONS****Substitution #1****Substitution #2****Substitution #3****Substitution #4****Substitution #5**

Back button above
returns user to the
recipe page

**SUGGEST ANOTHER
SUBSTITUTION**



SHOPPING LIST

Organize by:

Clicking "Organize by" creates a drop down menu for different methods of organization (store and recipe)

STORE #1

Distance from you

Approximate Cost Total

Item #1

Item #2

Item #3

Item #4

Based on the items on each store/recipe's shopping list, app will calculate the total cost

STORE #2

Distance from you

Approximate Cost Total

Item #1

Item #2

STORE #3

Distance from you

Approximate Cost Total

Item #1

Item #2

Item #3

User can remove items by clicking on the "edit list" function

EDIT LIST



SHOPPING LIST

Organize by:

STORE #1

Distance from you

Approximate Cost Total

Item #1

Item #2

Item #3

Item #4

Clicking on little dash will remove item from the list.



STORE #2

Distance from you

Approximate Cost Total

Item #1

Item #2



STORE #3

Distance from you

Approximate Cost Total

Item #1

Item #2

Item #3

"Stop editing" returns user to the previous page



STOP EDITING



BARGAIN BAKING

LINK TO ORIGINAL PANELS

bit.ly/bargainbakingoriginalpanels

LINK TO USER TESTING VIDEOS

bit.ly/bargainbakinguser1

bit.ly/bargainbakinguser2

bit.ly/bargainbakinguser3



BARGAIN BAKING

USER TESTING FEEDBACK

On the whole, users responded well when testing Bargain Baking. All three users gave the prototype positive reviews and mentioned that they were able to complete their assigned tasks with relative ease. Some also complimented the app's aesthetic design, and all three reported that they would use the app if it were on the market. That said, watching users on the app revealed some pain points that are worth addressing.

Perhaps the most noticeable of these was users' difficulty with navigating back to the homepage. In the app's original design, the words "Bargain Baking" on each page header served as a link to the homepage. Only one of three users, though, was able to use this feature without any difficulty. One never realized that these words would take them back to the homepage, while another took several minutes to figure it out, saying she normally expects to see a home icon for this function. Accordingly, the redesign removes "Bargain Baking" from the header and added a home icon instead, which will hopefully make navigation more intuitive.

Relatedly, users had some difficulty with quickly navigating from their shopping list to the Banana Cream Pie recipe they viewed earlier in the test. The original structure of the app required them to go back to the homepage, through the pie menu again, and to the recipe. To make this simpler, the redesign adds links to each recipe on the shopping list, reducing the number of clicks users must make to return to a previously-viewed page.

Lastly, in the original prototype, users were automatically directed to their shopping list when they clicked the plus sign next to an ingredient. For one user, this caused a bit of confusion (it seemed that he was unsure if he had added the ingredient properly). To make this process a bit clearer, the redesign includes a new panel with a modal window that tells the user they've added an ingredient to their list. From there, users can either view their shopping list or return to the previous page, allowing them greater flexibility.

These revisions have helped fine tune Bargain Baking's functionality, making the app's interface simpler and more in line with user expectations.



BARGAIN BAKING

LINK TO REVISED PANELS

bit.ly/bargainbakingrevisedpanels



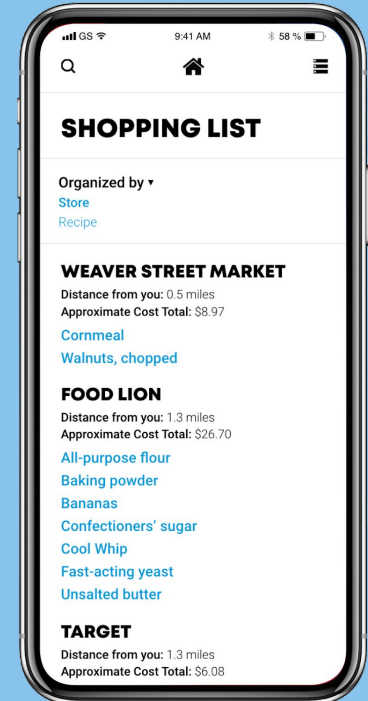
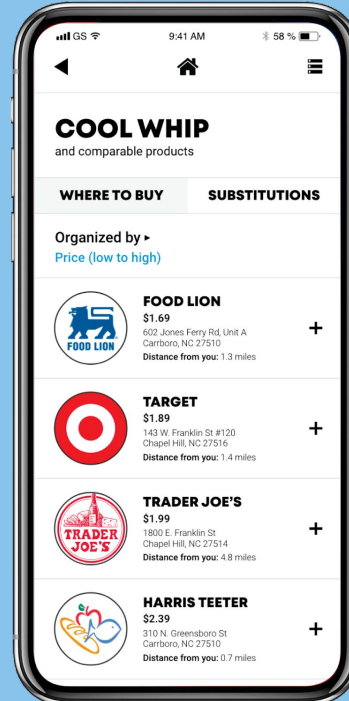
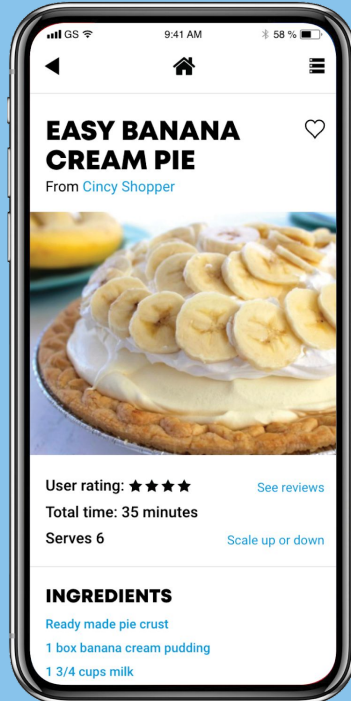
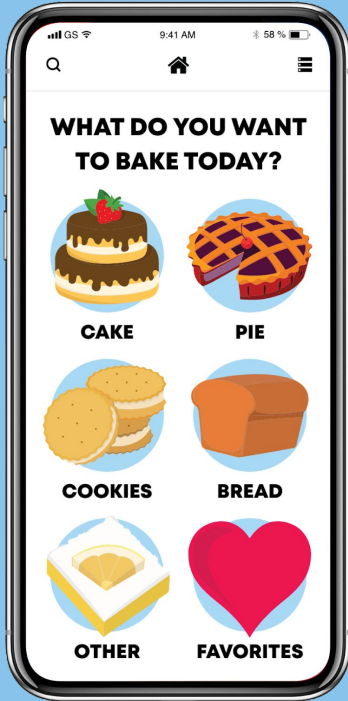
BARGAIN BAKING

Make something incredible

Imagine this...



Bargain Baking can help!



Want to try it?

bit.ly/TryBargainBaking

(Hint: The Banana Cream Pie is delicious)