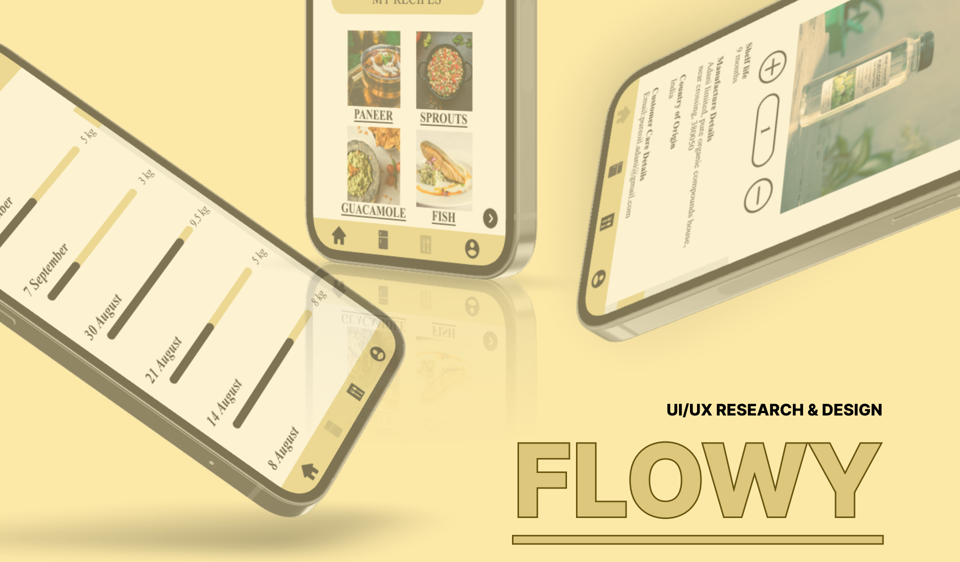

MY RECIPES
PANEER
SPROUTS
GUACAMOLE
FISH
7 September
30 August
21 August
14 August
8 August
5 kg
3 kg
9.5 kg
5 kg
8 kg
Shelf life
9 months
Manufacture Details
Adani limited, pure organic compounds house,
near crossing, 380050
Country of Origin
India
Customer Care Details
Email: pureoil.adani@gmail.com

UI/UX RESEARCH & DESIGN

FLOWY

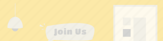
ABOUT PROJECT

A mobile app that will help you manage grocery lists, monitor progress, count calories, find recipes, and get inspired because people often forget to buy food on time and are reminded when it runs out. So if they maintain their schedule through pop-up notifications on the phone, they can undoubtedly keep everything refreshed, and a proper schedule of recipes can help individuals' well being.

USER RESEARCH

To do complete research about the project I went through various steps and cycles before I began implementing the project that assisted me to figure out the principal needs of my user and make a top notch item. The various steps are incorporated here:

1. Interview & Observation
2. Generated Form
3. Problems
4. Solution
5. User Personas
6. Empathy map



1. Interview & Observation

I conducted around six interviews with individuals who work in the IT sector and a few students staying at a hostel to pursue their graduation. I asked them what kinds of difficulties they had faced while arranging their eating plans, grocery lists for their house, and so on. I noticed people have various propensities and inspirations in their lives.

2. Generated Form

I generated a form which had question regarding which would be most ideal choice to pick mobile app or a paper list for keeping list of grocery items: when to purchase next and in what quantity as well as keeping proper recepie and progress outline which makes simple to cook and eat regular. I distributed this form to various people to check on their reactions.

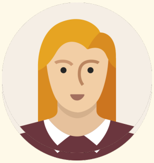
3. Problem

Respondents reported squandering food, making incorrect grocery lists, not knowing what to eat due to calorie ignorance, missing ingredients in the kitchen, difficulty sticking to an eating routine, and confusion about what to cook.

4. Solution

FLOWY is an app that saves time as it makes your own grocery list, manages products like what you have in the kitchen by informing you of their quantity and expiration date, inspires by discovering new recipes to cook, and screens calories and your advancement.

5. User Personas



RIYA

Riya is a 21-year-old student. She is very busy with her graduate studies. Apart from studying, she goes to the gym and even takes part in bodybuilding competitions. She lives with her friend. During her free time, she likes to cook and take photos. She is very focused on her diet; she always keeps her gym progress report with her and sticks to the diet plan. She prefers to have a strict schedule and complete control over everything.

Goals:
- Adhere to her eating routine
- Ambitious about her studies
- Firm about her progress

Hobby:
- Gym
- Cook
- Photography

Motivations:
- Be healthy
- Vision to better
- Look and feel attractive
- Don't spend much money

Frustrations:
- Too many healthy apps
- Confused between what to cook
- Missing ingredients to prepare food

SHUBH

Shubh is a 29-year-old programming engineer. He invests energy in his companion as he lives with him. He gets hungry very often, and he likes to do adventures like climbing mountains. He is single and has time to develop himself. During his free time, he reads books and finds out about new innovations. Shubh truly prefers to achieve his goals and learn new things; however, one thing that disturbs him is that he can't keep a proper schedule.

Goals:
- Self development
- Passionate
- Keep proper schedule

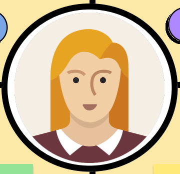
Hobby:
- Coding
- Healthy activities
- Travel

Motivations:
- Have adventure
- Be happy and achieve goals
- Earn money to travel and eat new items

Frustrations:
- Wasting food
- Can't cook very well
- No idea what to eat

6. Empathy Map

RIYA



THINK & FEEL

- I need to instagram this
- Diet helps me to make a proper schedule
- I have exam in this week
- I thought that I bought tomatoes
- I feel really good with new plan

SEE

- Missing ingredients in the fridge
- Ingredients on shelves in a store
- Clean house
- Diet plan the wall
- New recipe on youtube

HEAR

- Music on headphones
- Gym sounds
- Audio ads at a store
- Sounds around her
- Students at her campus

SAY & DO

- Gym four times a week
- Takes pictures of food
- Counting calories
- Morning yoga routine
- That was good training

SHUBH

THINK & FEEL

- What will I eat tomorrow
- I must make grocery list
- I have best job in the world
- I must know how to cook better
- I like new challenges

SEE

- Thousand lines on code
- Overburden dinner
- Products on shelves in a store
- Expired products
- Monitor screen

HEAR

- Doorbell

SAY & DO

- Order food by swiggy

Keyboards sound

Traffic sounds

Tech small talks

Music

Goes for night out with colleague

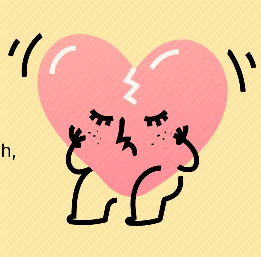
Hungry after work

Let's make it quickly

Work for long hours

Pain (Before using app)

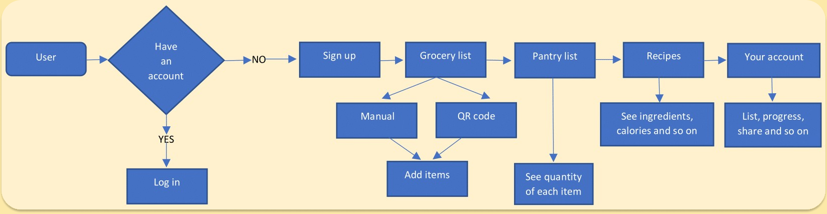
- Spend too much time to create new grocery list
- Feel frustrated when uses many apps to count progress
- Spend lot of money to eat outside
- Found expired meal and so throw it to trash
- No tool for an easy way to learn cooking
- Workout was finished and goes home, wants to prepare lunch, open fridge and ingredients are missing
- Goes to store to buy missing products
- Wonders what to cook
- Choose to go with friends due to not knowing recepies
- At home saw expired products



Gain (After using app)

- Every ingredient are in the house and so can cook tasty food
- Stick to the diet without getting disturbed
- Everything is under control
- Well-cooked meal
- Save time in store as knows beforehand what to buy
- Workout was finished and can eat healthy food
- Seach for recepie in app
- Get's inspired through app
- Starts to cook with proper planning
- Updated grocery list

USER FLOW



User

Have an account

NO

YES

Log in

Sign up

Grocery list

Manual

QR code

Add items

Pantry list

See quantity of each item

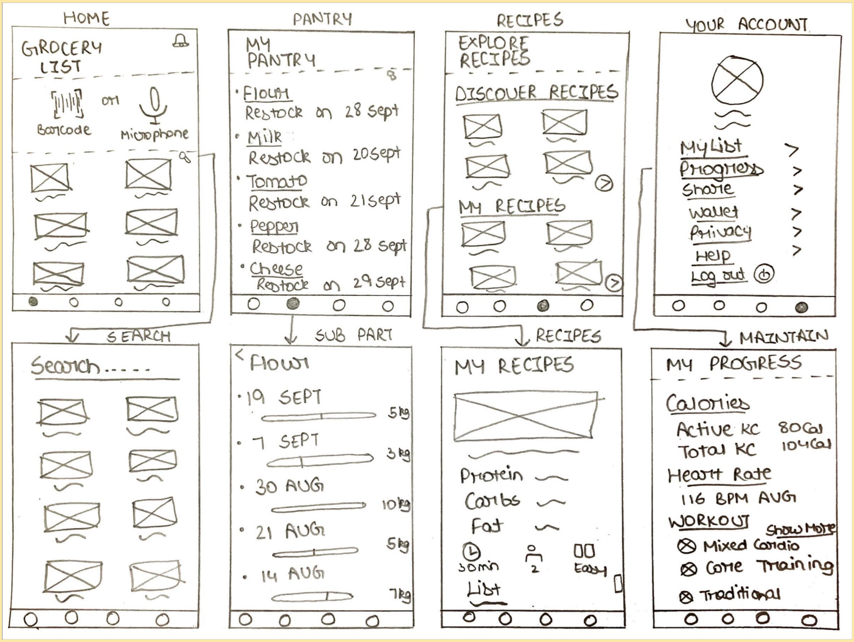
Recipes

See ingredients, calories and so on

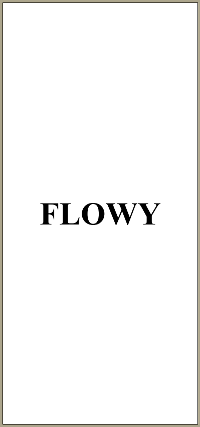
Your account

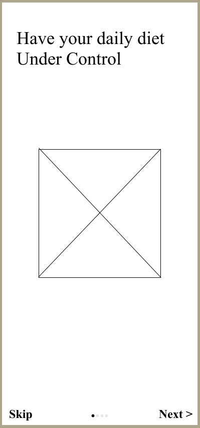
List, progress, share and so on

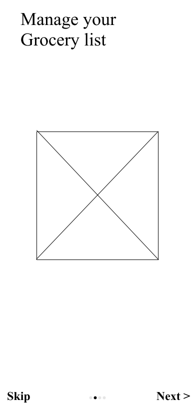
SKETCHES

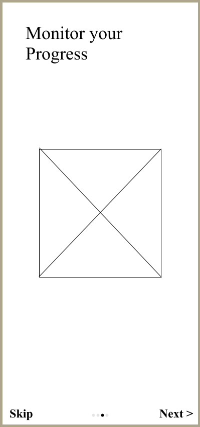

HOME
GROCERY LIST
Barcode
or
Microphone
PANTRY
MY PANTRY
Flour
Restock on 28 Sept
Milk
Restock on 20Sept
Tomato
Restock on 21Sept
Pepper
Restock on 28 Sept
Cheese
Restock on 29 Sept
RECIPES
EXPLORE RECIPES
DISCOVER RECIPES
MY RECIPES
YOUR ACCOUNT
My List
Progress
Share
Wallet
Privacy
Help
Log out
SEARCH
Search.....
SUB PART
Flour
19 SEPT
5 kg
7 SEPT
3 kg
30 AUG
10 kg
21 AUG
5 kg
14 AUG
7 kg
RECIPES
MY RECIPES
Protein
Carbs
Fat
30min
2
Easy
List
MAINTAIN
MY PROGRESS
Calories
Active KC 80Cal
Total KC 104Cal
Heart Rate
116 BPM AVG
WORKOUT
Show More
Mixed Cardio
Core Training
Traditional

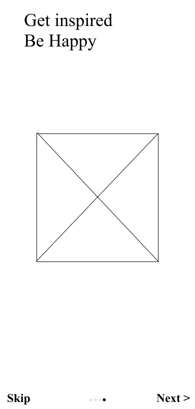
WIREFRAME

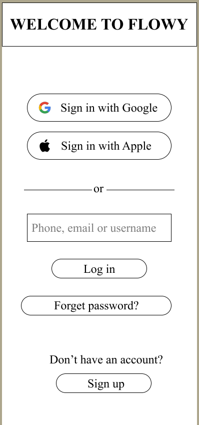



Have your daily diet
Under Control
Skip
Next >


Manage your
Grocery list
Skip
Next >

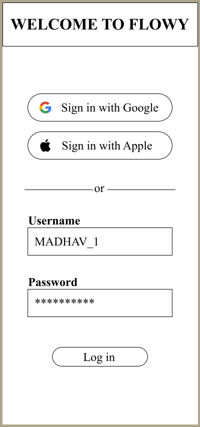

Monitor your
Progress
Skip
Next >


Get inspired
Be Happy


WELCOME TO FLOWY

Don't have an account?

Sign up

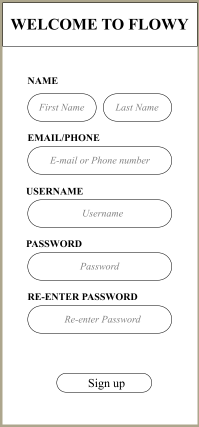

WELCOME TO FLOWY

Sign in with Google
Sign in with Apple
or

Username MADHAV_1

Password **********

Log in


WELCOME TO FLOWY

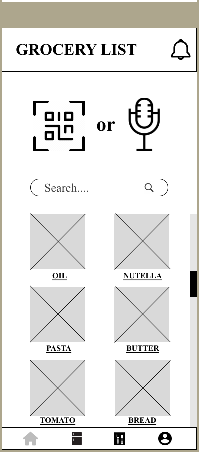
NAME *First Name* *Last Name*

EMAIL/PHONE *E-mail or Phone number*

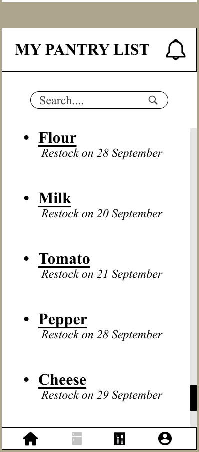
USERNAME *Username*

PASSWORD *Password*

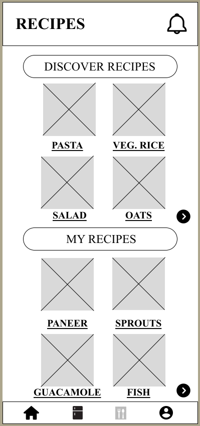
RE-ENTER PASSWORD *Re-enter Password*


GROCERY LIST

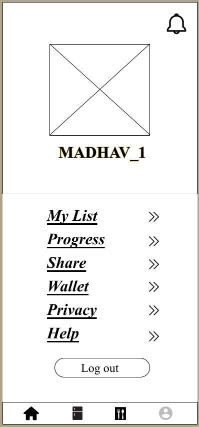
or
Search....
OIL
NUTELLA
PASTA
BUTTER
TOMATO
BREAD


MY PANTRY LIST

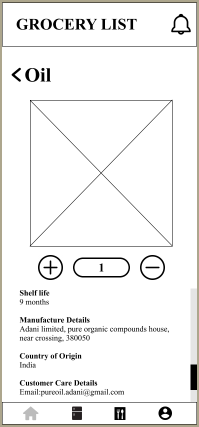
- **Flour**
  Restock on 28 September
- **Milk**
  Restock on 20 September
- **Tomato**
  Restock on 21 September
- **Pepper**
  Restock on 28 September
- **Cheese**
  Restock on 29 September


RECIPES

DISCOVER RECIPES
PASTA
VEG. RICE
SALAD
OATS
MY RECIPES
PANEER
SPROUTS
GUACAMOLE
FISH


MADHAV_1

My List »
Progress »
Share »
Wallet »
Privacy »
Help »
Log out


GROCERY LIST

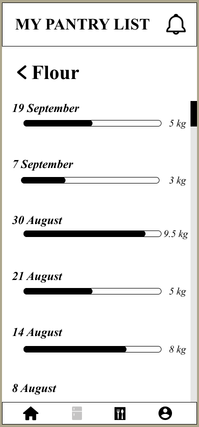
< Oil

Shelf life
9 months

Manufacture Details
Adani limited, pure organic compounds house, near crossing, 380050

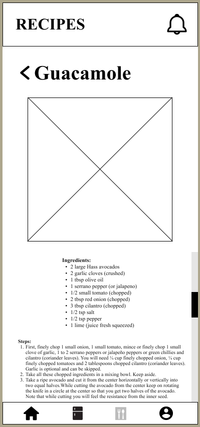
Country of Origin
India

Customer Care Details
Email:pureoil.adani@gmail.com


MY PANTRY LIST

< Flour

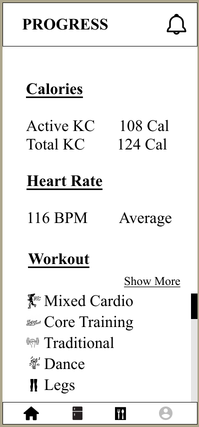
19 September	*5 kg*
7 September	*3 kg*
30 August	*9.5 kg*
21 August	*5 kg*
14 August	*8 kg*
8 August	


RECIPES

< Guacamole

Ingredients:
- 2 large Hass avocados
- 2 garlic cloves (crushed)
- 1 tbsp olive oil
- 1 serrano pepper (or jalapeno)
- 1/2 small tomato (chopped)
- 2 tbsp red onion (chopped)
- 3 tbsp cilantro (chopped)
- 1/2 tsp salt
- 1/2 tsp pepper
- 1 lime (juice fresh squeezed)

Steps:
1. First, finely chop 1 small onion, 1 small tomato, mince or finely chop 1 small clove of garlic, 1 to 2 serrano peppers or jalapeño peppers or green chillies and cilantro (coriander leaves). You will need ¼ cup finely chopped onion, ¼ cup finely chopped tomatoes and 2 tablespoons chopped cilantro (coriander leaves). Garlic is optional and can be skipped.
2. Take all these chopped ingredients in a mixing bowl. Keep aside.
3. Take a ripe avocado and cut it from the center horizontally or vertically into two equal halves.While cutting the avocado from the center keep on rotating the knife in a circle at the center so that you get two halves of the avocado. Note that while cutting you will feel the resistance from the inner seed.


PROGRESS

Calories

Active KC	108 Cal
Total KC	124 Cal

Heart Rate

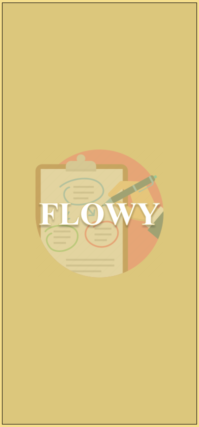
116 BPM Average

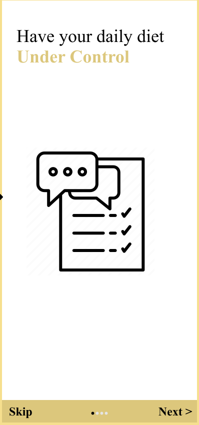
Workout

- Mixed Cardio
- Core Training
- Traditional
- Dance
- Legs

PROTOTYPE

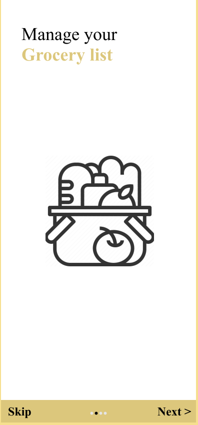
START





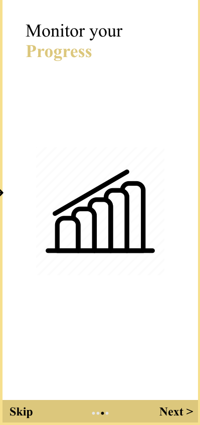
Have your daily diet
Under Control

Skip **Next >**



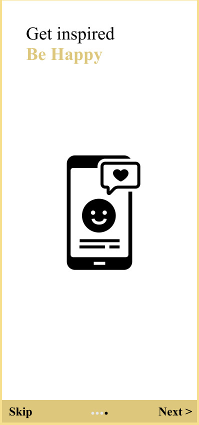
Manage your
Grocery list

Skip **Next >**



Monitor your
Progress

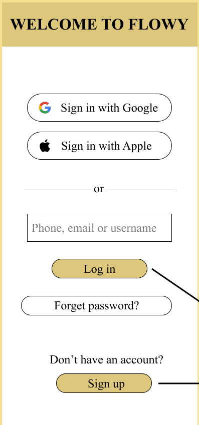
Skip **Next >**



Get inspired
Be Happy

Skip **Next >**

LOG IN / SIGN UP



WELCOME TO FLOWY

Sign in with Google

Sign in with Apple

or

Phone, email or username

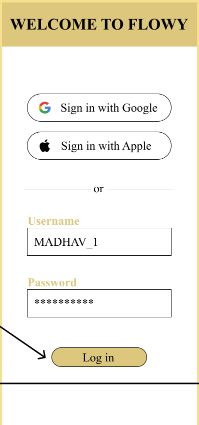
Log in

Forget password?

Don’t have an account?

Sign up

LOG IN



WELCOME TO FLOWY

Sign in with Google

Sign in with Apple

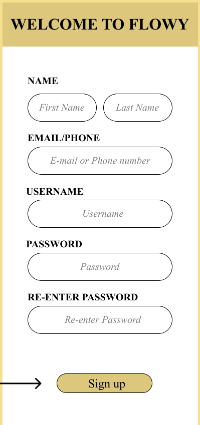
or

Username: MADHAV_1

Password: **********

Log in

SIGN UP



WELCOME TO FLOWY

NAME

First Name *Last Name*

EMAIL/PHONE

E-mail or Phone number

USERNAME

Username

PASSWORD

Password

RE-ENTER PASSWORD

Re-enter Password

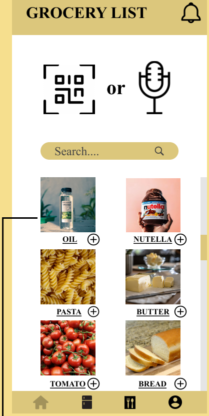
Sign up

HOME

PANTRY LIST

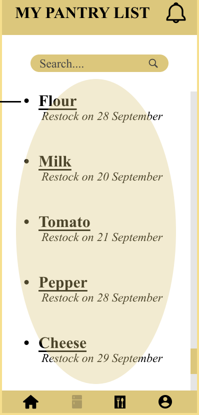
RECIPE

YOUR ACCOUNT



GROCERY LIST

- OIL
- NUTELLA
- PASTA
- BUTTER
- TOMATO
- BREAD



MY PANTRY LIST

- **Flour**
  Restock on 28 September
- **Milk**
  Restock on 20 September
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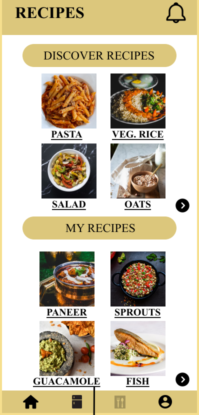


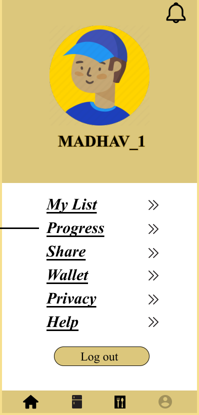
RECIPES

DISCOVER RECIPES

- PASTA
- VEG. RICE
- SALAD
- OATS

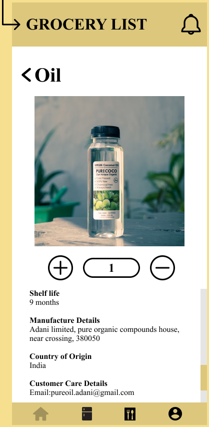
MY RECIPES

- PANEER
- SPROUTS
- GUACAMOLE
- FISH



MADHAV_1

- *My List* »
- *Progress* »
- *Share* »
- *Wallet* »
- *Privacy* »
- *Help* »



GROCERY LIST

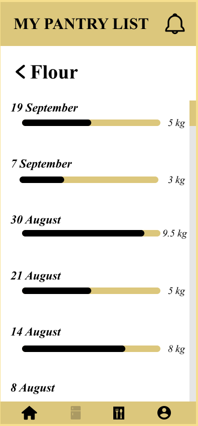
< Oil

Shelf life
9 months

Manufacture Details
Adani limited, pure organic compounds house, near crossing, 380050

Country of Origin
India

Customer Care Details
Email:pureoil.adani@gmail.com



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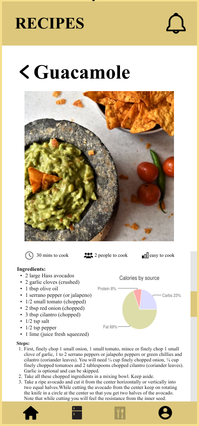

RECIPES

< Guacamole

30 mins to cook · 2 people to cook · easy to cook

Ingredients:

- 2 large Hass avocados
- 2 garlic cloves (crushed)
- 1 tbsp olive oil
- 1 serrano pepper (or jalapeno)
- 1/2 small tomato (chopped)
- 2 tbsp red onion (chopped)
- 3 tbsp cilantro (chopped)
- 1/2 tsp salt
- 1/2 tsp pepper
- 1 lime (juice fresh squeezed)

Calories by source
Protein 8%
Carbs 23%
Fat 69%

Steps:

1. First, finely chop 1 small onion, 1 small tomato, mince or finely chop 1 small clove of garlic, 1 to 2 serrano peppers or jalapeño peppers or green chillies and cilantro (coriander leaves). You will need ¼ cup finely chopped onion, ¼ cup finely chopped tomatoes and 2 tablespoons chopped cilantro (coriander leaves). Garlic is optional and can be skipped.
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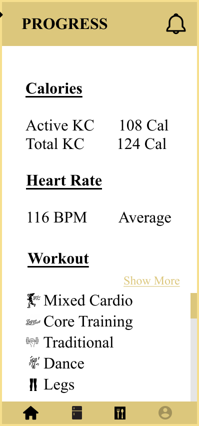

PROGRESS

Calories

Active KC	108 Cal
Total KC	124 Cal

Heart Rate

116 BPM	Average

Workout

- Mixed Cardio
- Core Training
- Traditional
- Dance
- Legs

THANK YOU FOR SCROLLING ☺