Problem

Millennials are cooking at home less frequently than previous generations despite numerous benefits such as better nutritional value and saving money.

Solution

Scrambled motivates millennials to cook through educational and social interaction. Users are able to communicate with each other and learn at their own rate.

Features

- Choose your level
  Start your personalized cooking experience with our customized onboarding experience. We’ll analyze your preferences and skill suggest you personalized cooking lessons.

- Learn as you go
  Explore lessons generated to cater towards your preferences and cooking skill levels. Our in-depth lessons will guide you throughout the cooking process from preparation to plating.

- Stay connected
  Stay connected with your friends and let your friends know how you are progressing with your cooking skills with posts, comments, and likes to your social feed.

Process

01. User Research
To identify our target users and learn about their needs.
- Competitive analysis and literature review
- Surveys by over 200 individuals interested in cooking
- Interviews with 3 millennials

02. Ideation
To explore various solutions
- Affinity diagrams, user requirements matrix
- 3 Personas and their user-case scenarios
- Initial design sketches and information architecture
- Paper prototyping and wireframes

03. Prototyping
To design low-fidelity mockups for evaluation.
- Refined initial sketches into paper prototypes and wireframes
- Defined the ‘key path’ scenario
- Conducted 3 guerilla user tests to evaluate features

04. Usability Testing
To finalize our solution for utilization by millennials.
- Further refinement of the user interface
- Establish a need for the app’s features and gauge interest
- Improve lessons to make cooking an approachable experience