

Skillit // UX Plan

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1. Our Team

Jenica Woitowicz //

UX Strategy Plan, Invision Prototyping, Presentation

Aaron Copiak //

Content and Wireframes, UI Design, branding

Fernando Morales //

UI Design, Content and Wireframes, branding

and extra thanks to Justin Penner for brand strategy and icon help

2. About Skillet

Skillit is perfect for you if you are looking to increase your confidence in the kitchen!

Learn how to make quick and easy meals using the ingredients you have in your home with the help of our phone-projected virtual chef.

3. Brand Strategy

Brand Name //

Skillit is the name we chose for the app. The name is a fun play-on-words that ties the “skillet”—a well-known cooking utensil—in with our goal of helping users increase their “skills” and confidence in the kitchen.

The name being a pun ties in with the light-hearted tone of the app, so as not to ward off any users who might be apprehensive about working in the kitchen.

3. Brand Strategy

Icon Rationale //

The app icon makes use of most of the branding colour palette, adding to the consistency of the app's overall visual design. The angled orientation of the frying pan, coupled with the dynamic splashing of the sauce pair well with the orange to add a flair of excitement and interest. Additionally, the overall shape of the pan, sauce, and mushrooms follows a golden ratio spiral, making it visually appealing to the eye.

Of course, the icon features a skillet and food (well, sauce), to connect the icon to the app's name and purpose.



3. Brand Strategy

Icon Usage //

Skillet's icon can be used in a few different situations. It is primarily used with no borders, over any solid background color. Of course, it is recommended to use the yellow from the palette as the background color. If this is not done, the Skillit logo should be used in its app container, ie. a square with rounded borders.

For the sake of consistency, the icon should not be rotated or reflected. Furthermore, the icon must never be skewed or otherwise transformed (although resizing is fine if the height-width ratio remains the same as the original).



3. Brand Strategy

Color Palette //

The green reinforces a connection to freshness.

Yellow is also an important colour to the brand, as its warm, friendly tone ties into the personality of the app as it guides the user down the path of culinary confidence!

Our off-white and near black round out the brand with web accessible options for all text and backgrounds. Going solid black or white was too harsh.

A rectangular color swatch filled with a medium green color, outlined with a thin black border.

#86CE4B

A rectangular color swatch filled with a bright yellow color, outlined with a thin black border.

#86CE4B

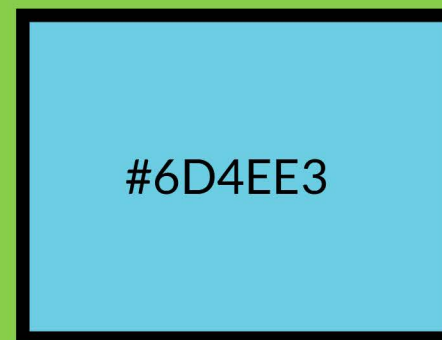
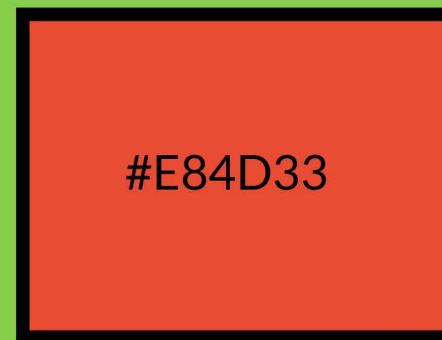
A rectangular color swatch filled with an off-white color, outlined with a thin black border.

#F4F4F2

A rectangular color swatch filled with a dark, near-black color, outlined with a thin black border.

#1A1A1A

3. Brand Strategy



Color Palette //

The heat of the the red adds a dash of excitement, because cooking can be fun and is often hot! It is a complementary colour to green, and is often used over the yellow background.

Akin to the green, our shade of blue lens another cool colour to the mix. It's bright and airy without becoming too light.

3. Brand Strategy

Font Families //

Brand Font // *Arvo-Italic*

This slab serif lends itself well to the energetic but solid confidence of the brand, while its italic helps to maintain a healthy dose of friendliness. These serifs have a slight air of sophistication, but without any unpleasant snootiness.

Headers and Body Font // Lato regular

Lato serves as the font for the app. The sans-serif style provides a nice contrast to Shrikhand and it also makes text easier to read at lower resolutions. The smooth, rounded text of Lato lessens the disparity between the fonts and makes for a pleasant pairing.

4. Brand Persona

Skillit is a friendly, clean and helpful app. The aim is to come across as knowledgeable and to have an effortless catered experience. Our app uses plain English, since that's the best way to teach someone! Skillit uses language to instruct, explain, and educate and so our friendly tone aims to match these qualities. Both verbal communication from our virtual chef and the written content within the app follow this approach.

Traits //

Skillit is...

Clean, but not sparse.

Intelligent, yet not patronizing.

Helpful, but not overbearing.

Friendly, but not loud.

5. Key Features

Be led through quick and easy recipes by our phone-projected chef assistant

Update and browse recipes using the ingredients that are actually in your fridge

Using AI we can correct and teach you the best cooking techniques

6. Future Features

Skillit is to be released approximately 5 years in the future, we assume that technology will have greatly advanced.

A future expansion that would this tech would be a small companion projector that you could stick to your kitchen walls or under your cupboard to project a larger, more detailed chef without needing your phone as the projector.

7. User Benefits

After testing our prototype with users and interviewing them we confirmed key benefits to the user.

Young users really liked how you could learn new techniques and would be led through the process in a new more intuitive way than a written recipe.

All users interviewed liked the ability to keep track of recipes you could make by using what was already in your fridge.

8. Target Market

The primary target market for Skillit would be any home cooks from ages 12 and up. The idea is that the AI chef should be able to take any skill level and help them make the recipes.

As a secondary market, even those who are very skilled in the kitchen (while not needing to be taught how to cook) would enjoy having the virtual chef lead them orally through a recipe.

8. Target Market

Persona //

Skylar Young, age 21

// Full time student in university

// Tries to eat healthy and is motivated to learn new skills now that they are living and cooking on their own.

// Loves using Skillit because Skylar doesn't have time to look up recipes and triple check what's available in the fridge, it gives them a way to learn new dishes and cooking techniques quickly and easily, and Skylar loves being able to interact with the recipe through the virtual chef instead of having to read a recipe or watch a static video.

9. Marketing

Since Skillit is targeted at such a wide audience, it's marketing needs to take that into account as well. As a base, we would have a website to promote our app.

To speak to the younger generation who already might follow recipes in video format on Youtube and Instagram, we could advertise on those platforms through ads on channels and profiles like the Bon Appétit test Kitchen. Of course, we would also have account on both of these platforms showcasing the meals users have made with our app.

To appeal to an older more skilled generation who is comfortable using traditional recipes, we could promote our app through recipe site ads!

10. Monetization

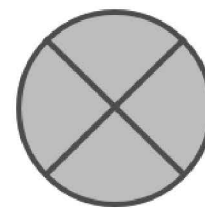
Skillit will be free to use but have specific features that can personalize and enhance your experience that would be bought in a small one-time payment.

Instead of entering ingredients to your fridge manually, you can save time by paying to access the “Scan Receipt” function and use your camera to enter it automatically.

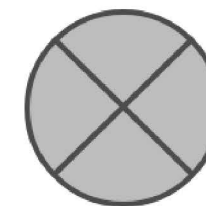
Personal enhancements like buying a different chef assistant is an example of a cosmetic addition.

11. Wireframes

Loading into Welcome //

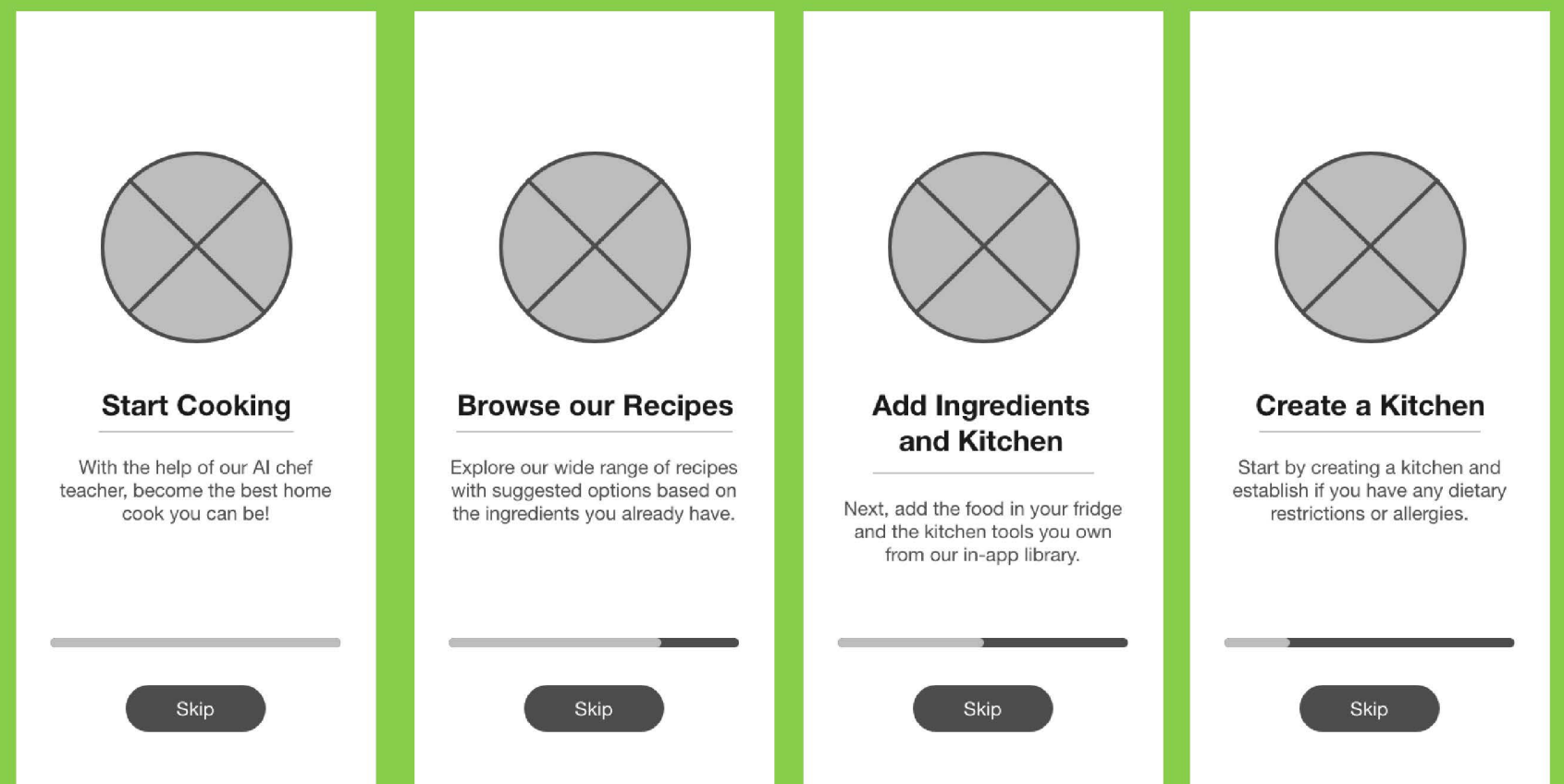


Hello
Aaron



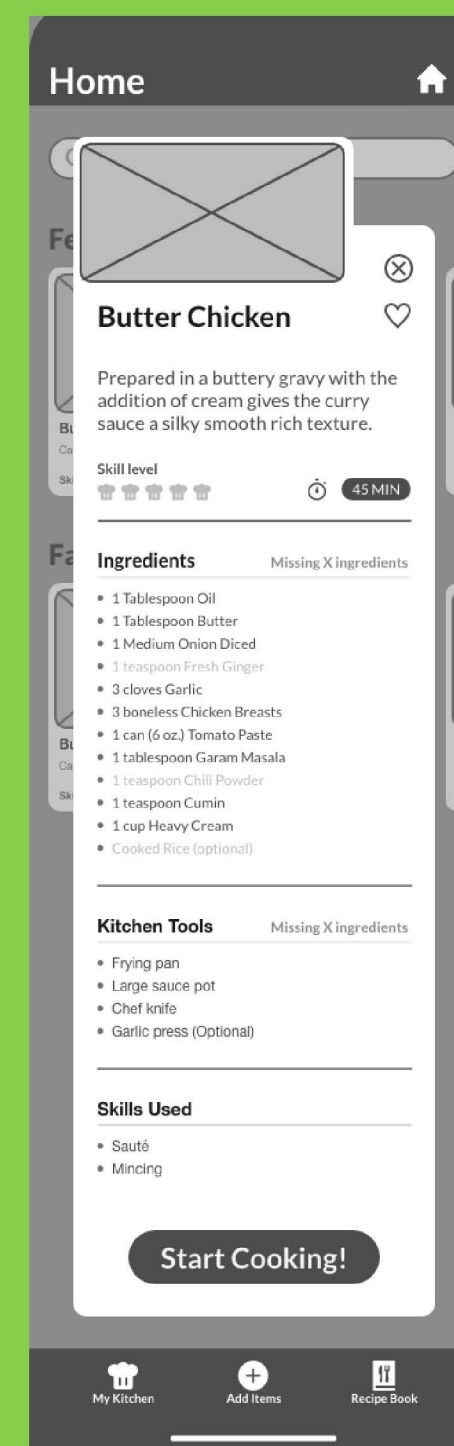
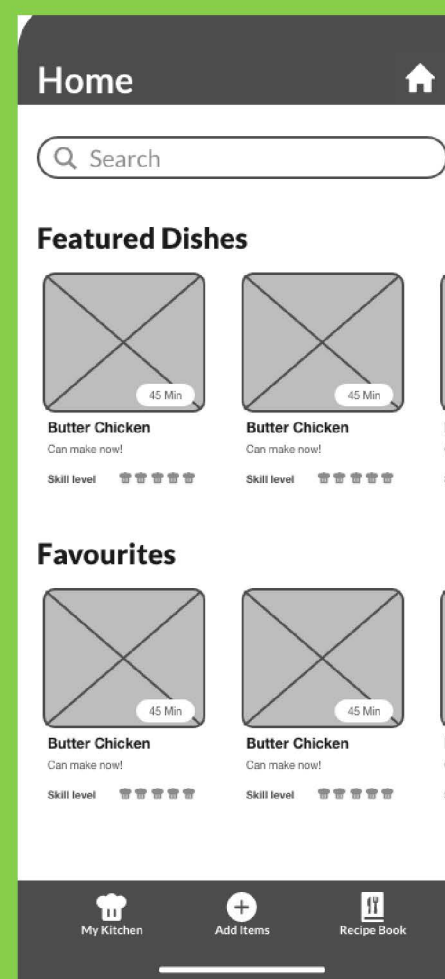
11. Wireframes

Onboarding for new users //



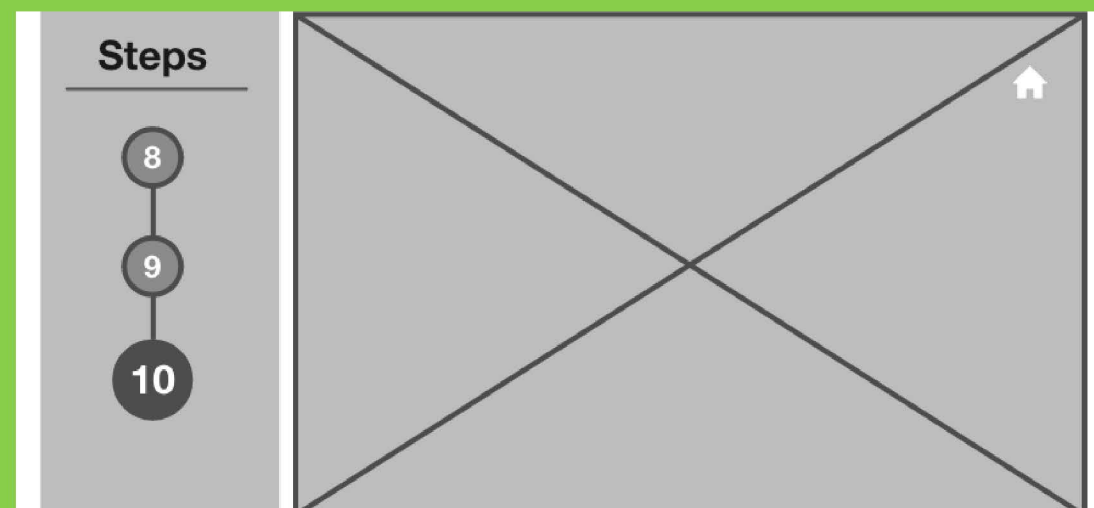
11. Wireframes

Home //



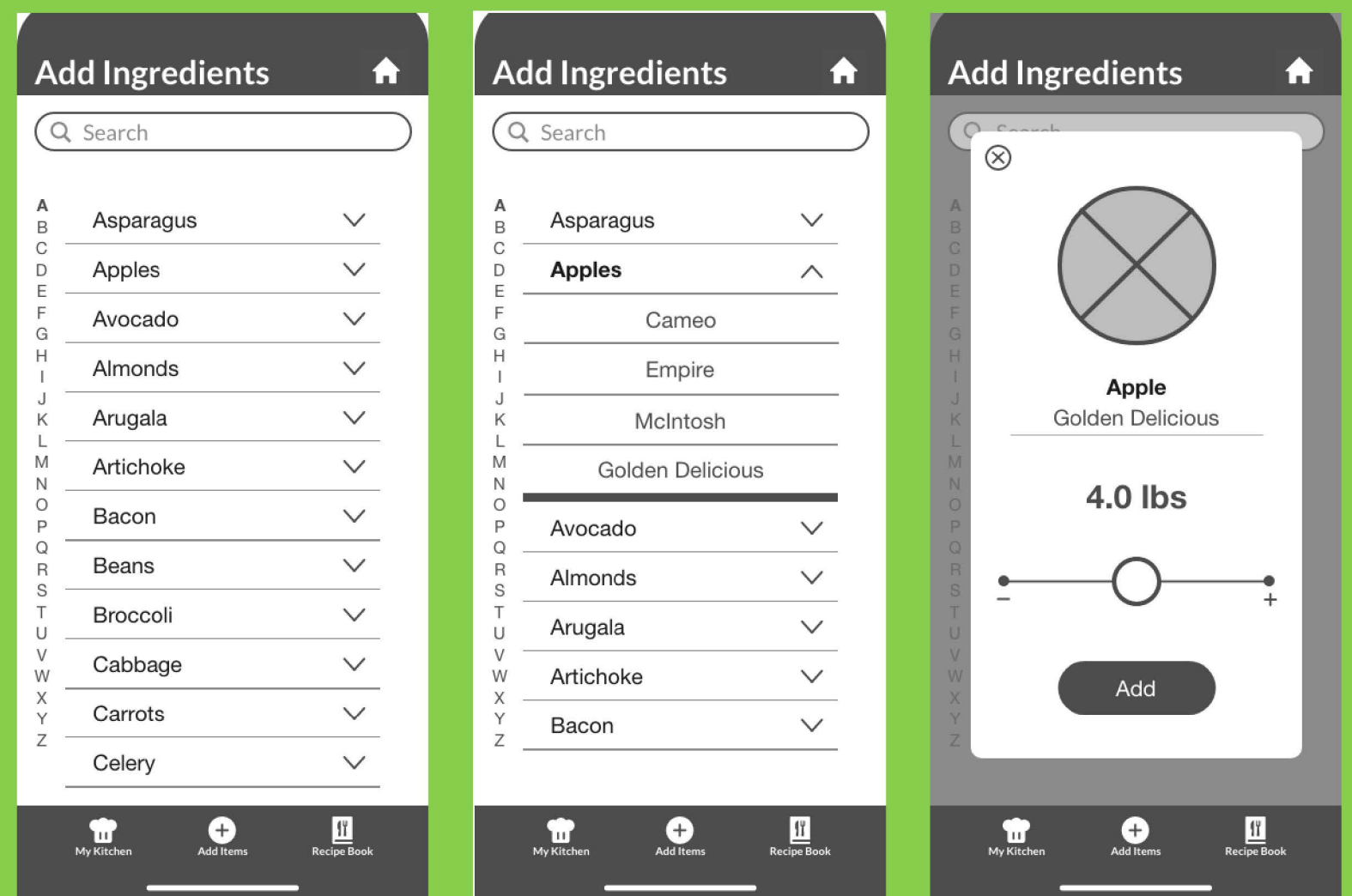
11. Wireframes

AI Cooking Process //



11. Wireframes

Adding Ingredients to your Fridge //



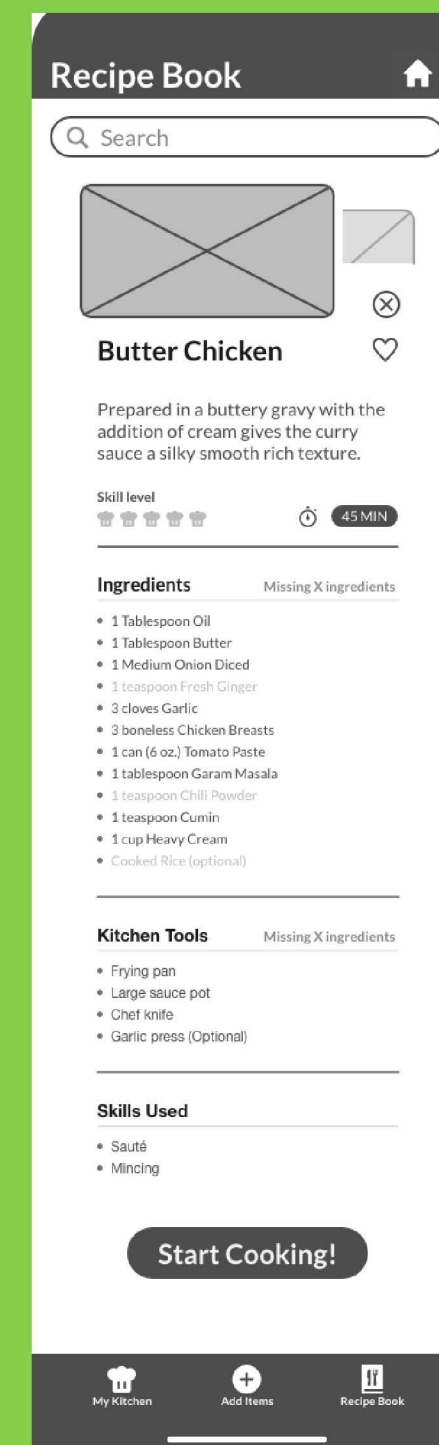
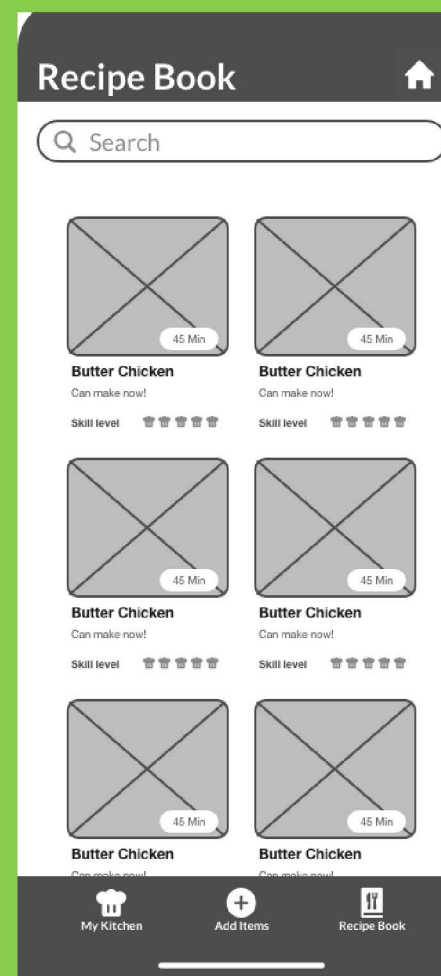
11. Wireframes

My Kitchen //



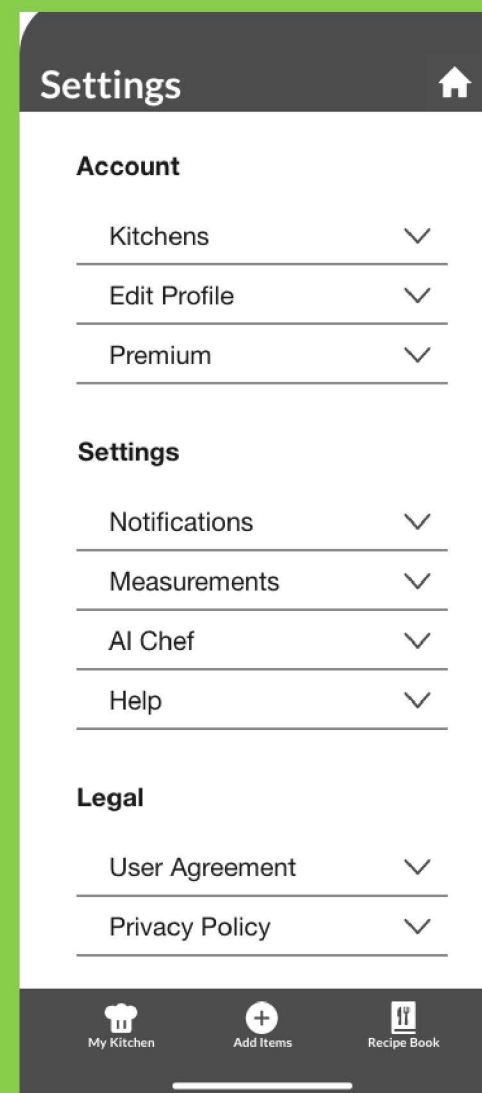
11. Wireframes

Recipe Book //



11. Wireframes

Settings //



12. Prototype

Invision //

<https://invis.io/BAVSFHPH2NS>