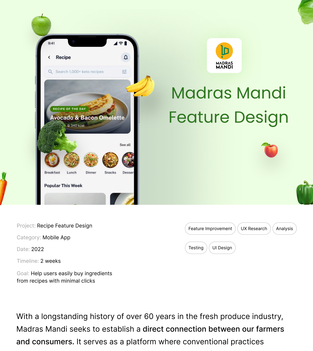
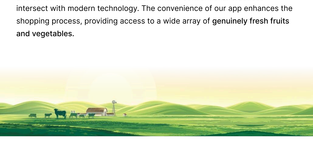


Project: Recipe Feature Design
Category: Mobile App
Date: 2022
Timeline: 2 weeks
Goal: Help users easily buy ingredients from recipes with minimal clicks

Feature Improvement | UX Research | Analysis | Testing | UI Design

With a longstanding history of over 60 years in the fresh produce industry, Madras Mandi seeks to establish a **direct connection between our farmers and consumers.** It serves as a platform where conventional practices intersect with modern technology. The convenience of our app enhances the shopping process, providing access to a wide array of **genuinely fresh fruits and vegetables.**



PROBLEM STATEMENT

Online grocery shoppers often know what dish they want to cook but struggle to find all the required ingredients quickly. The current flow requires searching for each item individually, making the process slow and frustrating. Enabling a recipe-to-cart experience can simplify ingredient discovery and reduce effort while shopping.

- Users don't know what to cook
- Even if they find a recipe, they must search ingredients manually
- Too many steps to add multiple items
- Leads to friction and lower conversions

USER RESEARCH / INSIGHTS

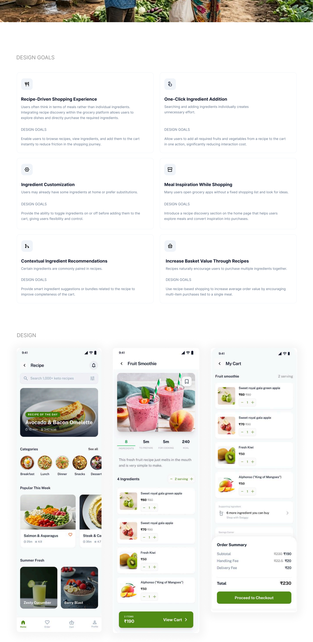
I interviewed 5 potential users from different age groups to understand the challenges they face while planning meals and buying ingredients online. The interviews were open-ended, which helped uncover key pain points and opportunities in the current grocery shopping experience.



THESE ARE SOME OF THE QUESTIONS FOR THE INTERVIEW

- Can you walk me through how you usually decide what to cook in a day?
- Where do you usually find recipes when you want to cook something new?
- Can you describe the last time you searched for a recipe online?
- What information do you usually look for in a recipe before deciding to cook it?
- Can you describe your experience buying ingredients through online grocery apps?

COMPETITIVE ANALYSIS



INTERVIEW INSIGHTS

USER 1
- "I wish the app suggested recipes based on ingredients."
- "Hard to decide what to cook."

Recipe discovery could help users plan meals and guide purchasing decisions

USER 2
- "I forgot one ingredient and had to place another order."
- "Wish the app grouped ingredients together."

Grouping ingredients based on recipes can reduce missed items and repeated orders.

USER 3
- "Too many steps to add items."
- "Shopping list creation is slow."

Reducing the number of steps can improve shopping efficiency and completion rate.

USER 4
- "When we do party or gathering we need some apps where we can order recipe based ingredients"

Need some app where user can add quantity of people and recipe based order



DESIGN GOALS

Recipe-Driven Shopping Experience
Users often think in terms of meals rather than individual ingredients. Integrating recipe discovery within the grocery platform allows users to explore dishes and directly purchase the required ingredients.

DESIGN GOALS
Enable users to browse recipes, view ingredients, and add them to the cart instantly to reduce friction in the shopping journey.

One-Click Ingredient Addition
Searching and adding ingredients individually creates unnecessary effort.

DESIGN GOALS
Allow users to add all required fruits and vegetables from a recipe to the cart in one action, significantly reducing interaction cost.

Ingredient Customization
Users may already have some ingredients at home or prefer substitutions.

DESIGN GOALS
Provide the ability to toggle ingredients on or off before adding them to the cart, giving users flexibility and control.

Meal Inspiration While Shopping
Many users open grocery apps without a fixed shopping list and look for ideas.

DESIGN GOALS
Introduce a recipe discovery section on the home page that helps users explore meals and convert inspiration into purchases.

Contextual Ingredient Recommendations
Certain ingredients are commonly paired in recipes.

DESIGN GOALS
Provide smart ingredient suggestions or bundles related to the recipe to improve completeness of the cart.

Increase Basket Value Through Recipes
Recipes naturally encourage users to purchase multiple ingredients together.

DESIGN GOALS
Use recipe-based shopping to increase average order value by encouraging multi-item purchases tied to a single meal.

DESIGN

KEY LEARNINGS

This project reinforced the importance of thinking beyond UI and understanding the actual user behavior and intent behind grocery shopping. I learned that users think in terms of meals and cooking goals rather than individual ingredients, which should guide product decisions. As a product designer, it highlighted how reducing interaction steps can significantly improve usability and task completion. From a UX perspective, connecting recipe inspiration with purchasing creates a more meaningful and efficient user journey. It also showed how thoughtful interaction design can transform a simple feature into a valuable product experience.