

Skillet

Food is community, and
community is *Skillet*.



PROBLEM

Finding and sharing recipes shouldn't be this frustrating. Today, finding a recipe means scouring countless websites, each with inconsistent quality and endless scrolling before you even reach the ingredients. You rarely know whether a recipe is actually good, and reviews are hardly ever helpful. Not to mention the difficulty of sharing your own recipes. There's no simple way to connect digitally around cooking, review recipes together, or build a community around the dishes you love.



SOLUTION

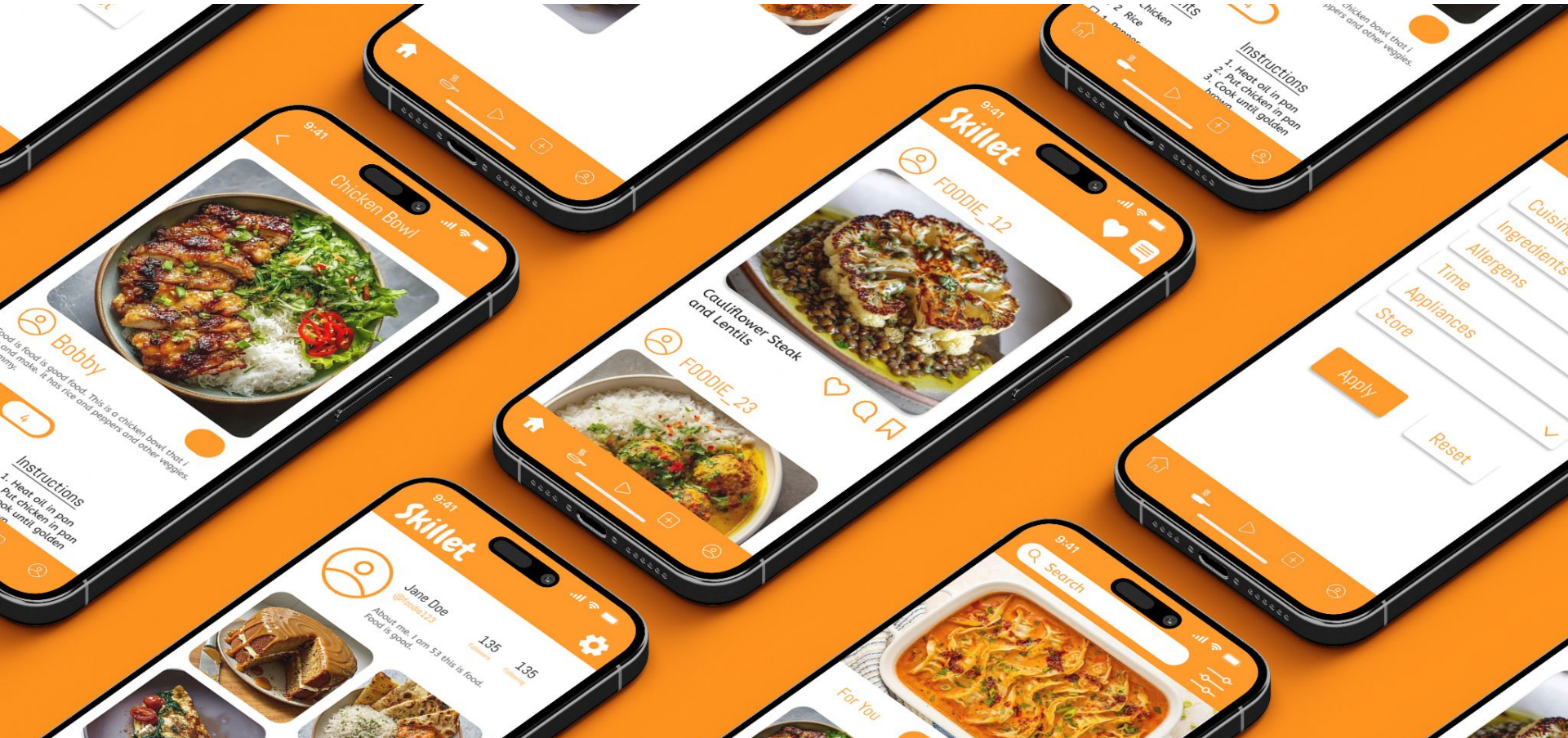
Skillet brings a fresh, new approach to finding cooking inspiration and delicious recipes.

With **Skillet** users can upload their own recipes, and share them with the **Skillet** community. They can discover new recipes in different media formats, such as video, picture, and text, similar to Tik Tok, but with a culinary twist. Users can filter recipes by store, budget, cuisine, and more, making it super convenient and fun. As Well as being able to leave reviews, ratings, and comments on recipes!



12/18/2025

PROTOTYPE



SKILLET

AMANDA RICHMAN

CST 346 01

POTENTIAL PROJECT DIRECTIONS

CSUMB PARKING APP ROOM PLANNER APP

What is this for?

To digitally layout furniture in anyroom

Why you are interested in it?

I moved recently and its hard to decide where to put furniture.

Who is it for?

Anyone who wants to plan a rooms layout

What is this for?

A parking finder app that tells you which lots at csumb have spots open and how many.

Why you are interested in it?

I'm a commuter and have a hard time finding parking spots, and I never know which lot will have spots.

Who is it for?

Anyone who parks at CSUMB

RECIPE SHARING

APP

What is this for?

A cooking social media app, where you can share recipes with friends and strangers and discover new recipes by category (grocery store, price, cuisine).

Why you are interested in it?

I always need new recipes and looking on the internet doesn't always help. The recipes can be too complex and have too many story elements. I really enjoy tik tok videos where they give easy recipes from specific grocery stores.

Who is it for?

For anyone who cooks and wants to find new recipes and likes using social media.

REFLECTION

Coming up with a **Potential Project Direction** was both difficult and easy. There are many problems in the world, so thinking of one of these was the easy part, but then narrowing that down into problems that I am both interested in and can solve with an app, was the difficult part. This assignment helped me learn what is realistic for an app and what has potential.

PRESS RELEASE

Introducing: **Skillet** , a new way to share and discover recipes

Today marks the official launch of **Skillet** , a new social app for food lovers. **Skillet** brings a fresh, new approach to finding cooking inspiration and delicious recipes. With **Skillet** users can upload their own recipes, and share them with the skillet community. They can discover new recipes in different media formats, such as video, picture, and text, similar to tik tok, but with a culinary twist. Users can filter recipes by store, budget, cuisine, and more, making it super convenient and fun. **Skillet** was designed to connect people with food, and each other. Food is community, and community is **Skillet** .

Skillet A recipe sharing app

Press Release:

Introducing: **Skillet**, a new way to share and discover recipes

Today marks the official launch of **Skillet**, a new social app for food lovers. **Skillet** brings a fresh, new approach to finding cooking inspiration and delicious recipes.

With **Skillet** users can upload their own recipes, and share them with the skillet community. They can discover new recipes in different media formats, such as video, picture, and text, similar to tiktok, but with a culinary twist. Users can filter recipes by store, budget, cuisine, and more, making it super convenient and fun.

Skillet was designed to connect people with food, and each other. Food is community, and community is **Skillet**.

Frequently Asked Questions FAQ:

Skillet is available as a mobile app on IOS, Android, and Google. Skillet can also be used on an internet browser.

Skillet can be used anywhere, but is best used when meal prepping, grocery shopping, and cooking.

Skillet was designed to help everyday people enjoy cooking, and if not enjoy it, at least make it a whole lot easier.

Amanda Richman
Communication Design/ 2026

CST 346 UX/UI Project Press Release

REFLECTION

The **Press Release** allowed me decide on which direction i wanted **Skillet** to go in. It had me make decisions like what category **Skillet** falls into, what **Skillet** can do, how it works, who will use it, and more. This helped start me off on the Market Landscape portion of the project.

MARKET LANDSCAPE

MARKET LANDSCAPE

MARKET LANDSCAPE



LOW TECH

HIGH TECH

CASE STUDY 02

RECIPEBOX

WHO
eMails

WHAT
A recipe storing app.

WHEN
Acquired in 2022

WHERE
RecipeBox can be used on iOS, Android, and Windows applications.

WHY
Users are able to digitally store all of their favorite recipes.

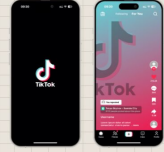


CASE STUDY 01

TIKTOK

OVERVIEW:

TikTok is a popular Social Media platform. Users upload short videos and picture slideshows for other users to interact with. TikTok is based off the app Musical.ly which was a popular social media app until it got merged with TikTok in 2017.



CASE STUDY 03

PEPPER

WHO
Founded by Jake Aronkind and Matthew Schkolnick

WHAT
A recipe sharing social media app

WHEN
Released in 2020

WHERE
Pepper can be used on iOS, Android, and Windows applications.

WHY
Users are able to digitally store all of their favorite recipes and share them with other users.



CASE STUDY 01

TIKTOK

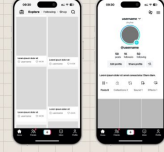
WHO
Created by ByteDance

WHAT
A Social Media app based on short videos.

WHEN
Released September 2016

WHERE
TikTok can be used on iOS, Android, and Windows applications.

WHY
For the entertainment and connection of people all across the world.

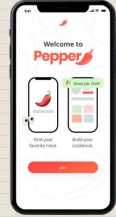


CASE STUDY 03

PEPPER

OVERVIEW:

Pepper is a social media and recipe sharing app, that blends aspects of Instagram, cooking apps, and Instacart. Users are able to store all their recipes in the app, as well as finding new recipes that are uploaded by professional chefs. The app has been featured on Gordon Ramsay's Food Stars.



USERS

USERS

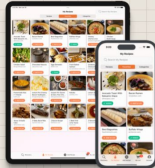
INFLUENCERS	PARENTS	STUDENTS
Influencers who want to share recipes.	Parents who need recipe inspiration.	Students on a budget and need something quick.
		

CASE STUDY 02

RECIPEBOX

OVERVIEW:

RecipeBox is essentially a digital Recipe Box. It allows users to upload their own recipes and keep track of them digitally. As well as storing recipes, users can also order ingredients for their recipes through local grocery stores.



TRENDS

TRENDS

TECHNOLOGICAL	SOCIAL	ECONOMIC
New AI developments allow for apps like Pestle, which allow users to turn Social media posts into detailed recipes.	Social media has always had trends of sharing recipes. This has taken a rise because of social apps like tiktok and Instagram.	With the rising grocery prices, being frugal is essential.
		

Market Landscape Presentation

REFLECTION

The **Market Landscape** let me view my competition, as well as giving me more ideas. It let me see what apps in the same category as **Skillet** can do and what features they have. It also allowed me to decide what will set **Skillet** apart from the competition.

USER

Observation 1: Sharon

My first observation was of my mom, Sharon. My mom cooks for 4-6 people a night (my family and exchange students) checking what groceries she has. I chose to observe my mom as she was checking what groceries they had in the fridge and pantry. Checking what groceries they had allowed her to make a meal plan for the week. My mother doesn't usually use the internet for cooking or meal planning, but will use it when she needs a specific recipe. She also isn't a big social media user, mostly using it passively and not often.



Observation 1: Sharon

Do you meal plan?

Yes. Using what she already has in the fridge and thinking about what people like, what is easy to make, how healthy it is, and cost.

Where do you find recipes you use?

Uses same recipes, either from a while ago, and simplify it. Doesn't really try new recipes, if they do she uses google.

How do you feel about cooking?

Sometimes she enjoys it, but sometime, especially if she's doing it often it "feels like a chore". Doesn't like it when something she makes turns out unsuccessful.

Do you make a shopping list?

Yes, based off the meal plan, and will adjust meal plan if there are deals at the grocery store.

How do you use social media for food planning?

No, not for food planning.

What do you want from a social media recipe app?

Be able to search by ingredients already have. Know nutritional content. Simple recipes (few ingredients) and quick.

What do you like/dislike about social media platforms?

Like being able to see what friends and loved ones are doing. Jokes and pranks, microlearning. Dislikes Misinformation.

What do you like/dislike about recipe sites

Likes trying something new, dislikes ads and difficulty to navigate.

What categories would you like to sort by on a recipe app?

Type of dish, Family friendly, Easy, time

Observation 2: Atlas

My second observation was of my partner, Atlas. Atlas usually makes a few meals a week at home, and goes to campus dining for the rest. They only have a microwave, rice cooker, fridge, and a far kitchen accessible to them, so cooking can be difficult. I observed them scrolling through social media, specifically reddit, to see how they interacted with it. They instantly searched for their favorite category r/birds, instead of exploring the home page. Social media for them is not used for cooking inspiration, just as an activity.



Observation 2: Atlas

Do you meal plan?

They don't, they have a school meal plan

Where do you find recipes you use?

"Throw random bullshit" in the pot just randomly puts stuff together or uses google

How do you feel about cooking?

"It's a with cooking" likes to use it as a form of self care. Can't do as much as they would like because they live on campus

Do you make a shopping list?

No, "I go based on vibes"

How do you use social media for food planning?

Does not use for food planning.

What do you want from a social media recipe app?

A feature where you can tell it what ingredients they have and it'll provide recipes (without AI) where they wouldn't have to buy anything or only have to buy a little bit.

What do you like/dislike about social media platforms?

Like that they can talk/connect with friends and share things. Dislikes that algorithms prioritize things for shock value in ways that are harmful to everyone

What do you like/dislike about recipe sites

Likes when they are straightforward, dislikes when they have too much fluff "I don't care about your noona, I just want to know how to make a meal!!"

What categories would you like to sort by on a recipe app?

Cuisine, how long it's going to take, difficulty level

Observation 3: Roommate

My third observation was of my roommate, Adi. Adi uses a mix of cooking, using frozen meals, and eating out. We have a full kitchen which makes cooking convenient. Adi can work long hours so having something ready is important. Adi is also gluten free, so finding recipes that are accommodating are necessary. I observed Adi prepping a smoothie, with my other roommate shayli. Shayli and adi were discussing what ingredients to add, as they weren't using a recipe.



Observation 3: Roommate

Do you meal plan?

No, not actually

Where do you find recipes you use?

Pinterest for recipe inspo, google or wiki for actual recipes

How do you feel about cooking?

Think it fun, feel like she needs to cook more

Do you make a shopping list?

Yes, usually they do, not very detailed, just the things needed not the amount. Zlooks at the prices and options at the grocery store.

How do you use social media for food planning?

Uses Pinterest for food inspo

What do you want from a social media recipe app?

Free, gluten free options.

What do you like/dislike about social media platforms?

Dislikes that there are so many of them, waste of time, fast paced. Likes that it connects people.

What do you like/dislike about recipe sites

Hates how much writing there is, and nonsense "just tell me the recipe". Likes when there are videos to help with termage.

Likes when there are pictures.

What categories would you like to sort by on a recipe app?

Gluten free, sweet, cuisine, wants a gluten free app.

REFLECTION

User Observations allowed me to see a variety of potential users for my app. I was able to see the preferences of different people, allowing me to adjust the app to make it accessible for everyone. I was also able to get answers to questions I had, mainly about user preference, and get ideas for **Skillets** Personas.

PERSONAS



Lily

Age 24
Gender Nonbinary
Occupation Dental Hygienist
Children 0
Education Bachelor of Science
Cooking Skills Beginner

Behaviors
 Lives in an apartment with their partner. Works over 40 hours a week at a desk job. Has a work computer and a newer smartphone. DINK (dual income no kids) couple. Has a car they share with their partner.

Activities/goals
 Gluten and Peanut allergy. Wants to be able to meal plan nutritious meals for them and their partner. Needs to be gluten and peanut free.

Frustrations/needs
 Has a hard time finding cost effective gluten free and peanut free meals that are enjoyable for both them and their partner. Wants food that will taste good after being prepped a day before.

Scenario
 Lily isn't a fan of cooking. The last thing they want to do when getting home from a long day of work, is cook and wash dishes. They want to be able to meal prep meals that fits their dietary needs and are delicious.

“Complicated cooking is the last thing I want to do after a long work day.”



Raj

Age 19
Gender male
Occupation Full-Time Student
Children 0
Education Working to BA
Cooking Skills Advanced

Behaviors
 Lives on college campus. In a dorm with a kitchenette. Has a hotplate and rice cooker. Uses a laptop and smartphone.

Activities/goals
 Wants to be able to find cheap meals that are nutritious but don't break the bank and that they'll be able to make without access to an oven.

Frustrations/needs
 Often finds that a lot of dinner recipes need an oven, or are made for a lot more than one person. Wants to be able to make single serving foods. Finds that fresh food goes bad quickly and wants to make use of it. Wants the full cost of the meal included, and no niche ingredients that they can't reuse. Wants to be able to only have to go to one grocery store in walking distance.

Scenario
 Raj loves to cook, and is used to using a full kitchen with more options in the fridge and pantry. Now that Raj is living on their own at college, they are struggling to enjoy cooking without an oven, as well as being able to find cheaper recipes.

“I want cooking to be fun again.”



Sam

Age 32
Gender Female
Occupation Project Manager
Children 3
Education High school Diploma
Cooking Skills Intermediate

Behaviors
 Lives in a house with her kids. Has a work computer and phone, mostly on their phone in free time, not on computer. Has 3 kids, 16, 12, and 6. Has a mini van. Has an extra freezer for breakfast foods.

Activities/goals
 Wants to be able to appeal to all their kids and them with cost effective and nutritious meals. Wants to make as little dishes as possible (one pot meals).

Frustrations/needs
 Finding a meal that all the kids and they like can be difficult. Doing a mass amount of dishes is something that needs to be avoided. Wants to only have to go to one grocery store to get all the ingredients.

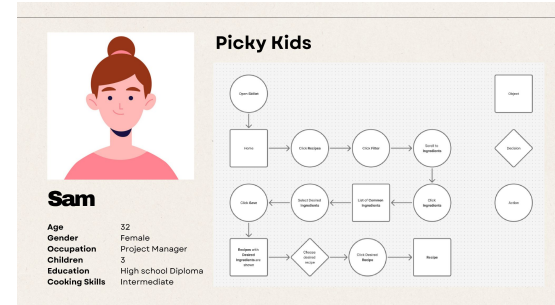
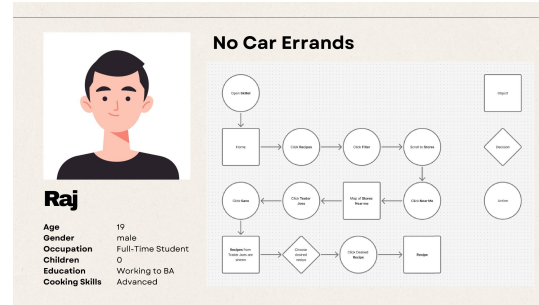
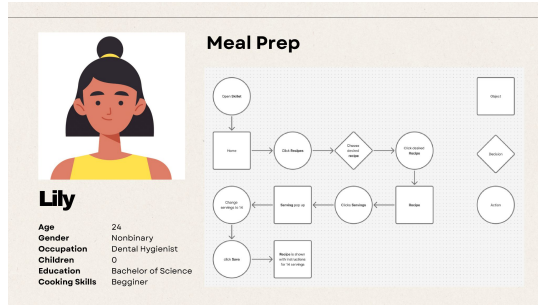
Scenario
 Sam is a busy parent of three and doesn't want cooking to be more complicated than it has to be. Her children are developing new palate, and finding meals that use minimal dishes and appeal to all three kids, is difficult.

“One pot nutritious recipes are a must.”

REFLECTION

Personas were fun to create. I was able to take ideas from my User Observations and turn them into personas. Personas gave me a base for my scenarios, which helped me create **Skillets** interface.

FLOW MAP



REFLECTION

The **Flow Map** allowed me to bring my User Scenarios to life. It had me put the scenarios in steps which really allowed me to separate them, and start to create potential categories for Information Architecture.

INFORMATION ARCHITECTURE

CATEGORY ORGANIZATION

Cuisine : filter recipes by cuisine type such as Italian, Mexican, American, West African, Japanese, etc.

Creator: who posted the recipe, friends, new creators, popular creators.

Ingredients : what ingredients are in the recipe, check off what you like and dislike.

Cookware : filter by cookware needed in the recipe.

TIME ORGANIZATION

Recipe time: How long a recipe takes to make.

Home Page feed: New recipes posted by creators you follow shown on your feed.

Recipes page New: New popular recipes shown on your discovery.

CONTINUUM ORGANIZATION

Finding recipes by Cuisine : Recipes→Filter Cuisine→Recipes by cuisine

Followers : Profile → Followers (users, user follows)

Stores Nearby : Recipes→filter stores→map near me.

Saved Recipes : Profile→settings→saved

LOCATION ORGANIZATION

Nearby Stores : Find grocery stores near you and use it as a filter.

Popular Near you : Recipes that are popular in your area

Cuisine : sort recipes by the region they are from/cuisine.

ALPHABETICAL ORGANIZATION

Account : User profile, payment methods

Followers : Other users that follow the user

Following: users this user follows.

Friends: users that this user follows and follows them back

Recipes : new recipes, popular recipes, ingredients, times

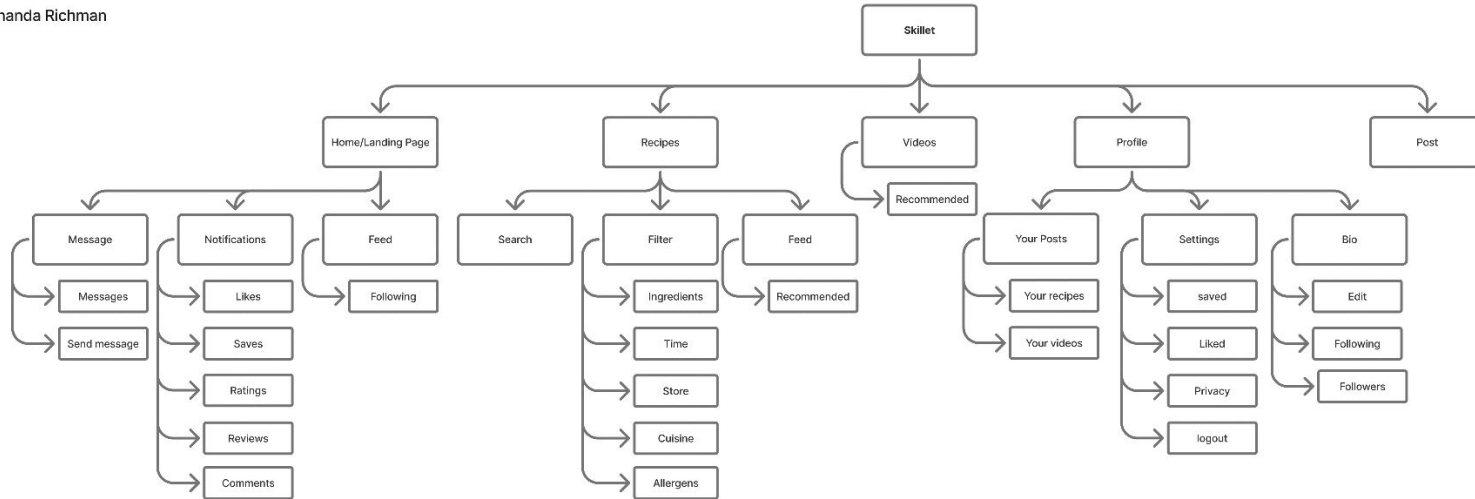
REFLECTION

Information Architecture allowed me to figure out how to categorize my information. It gave me options on how to sort certain information within my app, such as by time, alphabetically, etc. This allowed me to prepare for the site map.

SITE MAP

Skillet

Amanda Richman

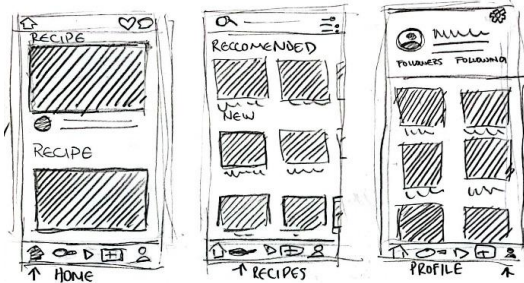


REFLECTION

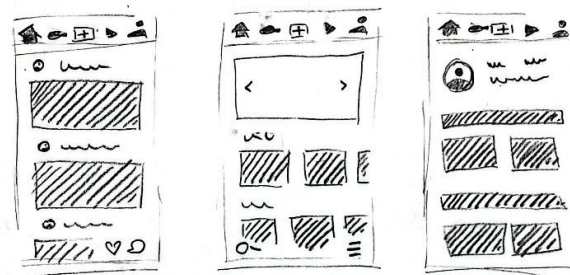
The **Site Map** gave me my base for my Visual Design and Sketches. It allowed me to make sure that **Skillets** interface is finalized. It also allowed me to make sure that everything feels connected, including the User Scenarios.

SKETCHES

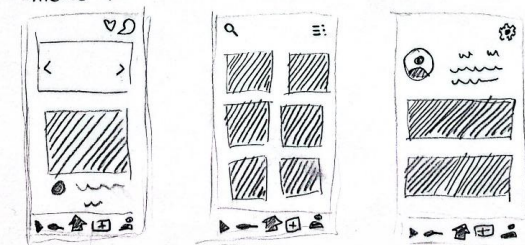
THEME #1



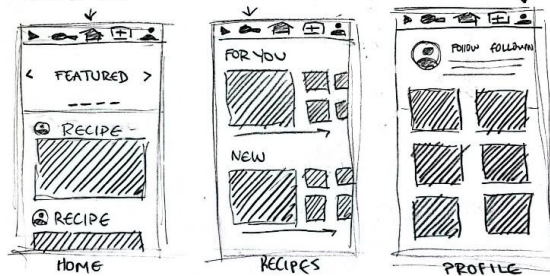
THEME #3



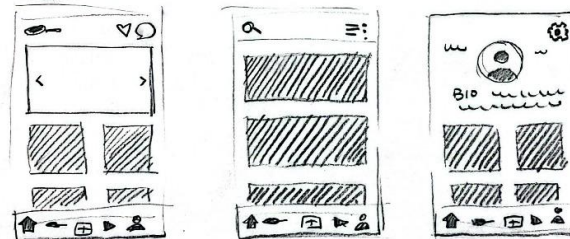
THEME #5



THEME #2



THEME #4



REFLECTION

Sketches allowed me to finally put a design down on paper. Coming up with multiple distinct iterations was difficult, but it gave me options to choose from. It allowed me to narrow down my design, and start my paper prototype to see how the design works with user testing.

PAPER PROTOTYPE

Paper prototype testing results

Name: Amanda Richman

Project: Skillet

Scenario people needed to complete: Filtering Recipes by Grocery Store

User #1

What worked well?

The user was able to easily search and find the recipes tab.

What didn't work well?

Buttons need to be more clear/text needs to be more clear. Didn't use the filter tab, used the search tab.

User #2

What worked well?

Easily found the recipe tab and navigated recipes.

What didn't work well?

Clicked Profile instead of Recipes. Didn't use the map option in filters but used the list option.

User #3

What worked well?

Easily navigated the app and filtered by recipe. Liked the interface.

What didn't work well?

Didn't use the map option in filters.

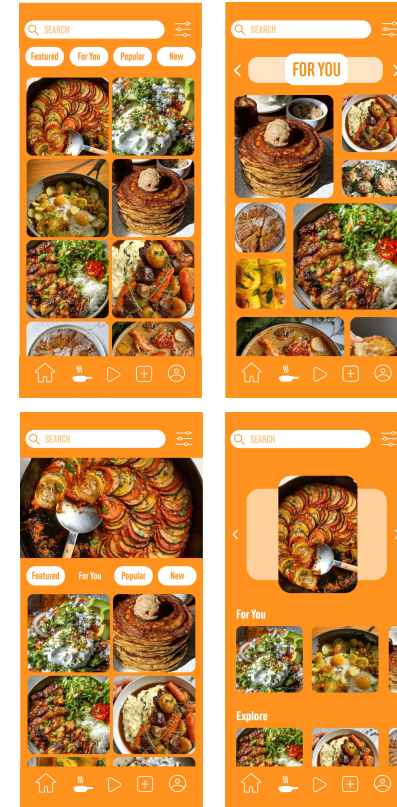
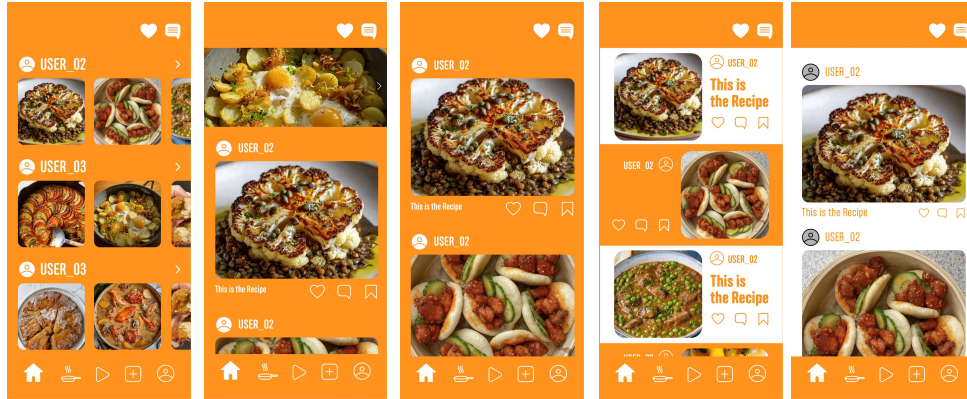


REFLECTION

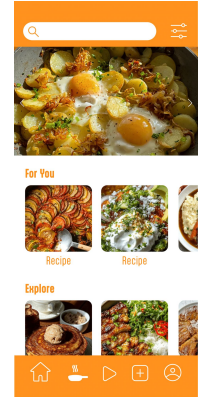
The **Paper Prototype** allowed me to see how the design works with users. I was able to see if things made sense were they were, such as button, images, search bars, etc. It also allowed me to get feedback from the users to see what they liked/dislikes.

VISUAL DESIGN

HOME



RECIPES



REFLECTION

Visual Design Iterations for the main pages gave me options for the final design, as well as the opportunity for reflection from my peers.

USABILITY FEEDBACK

Usability Test 4 Feedback

Participant: Layney

Summarize what feedback, good and bad, you received

Liked how simple the design was, how easy things were to find, but it made it difficult when buttons were broken.

What needs fixing, refining, redoing

Some buttons need to be corrected so they connect to the correct place.

Things that would make this product better, more exciting

Maybe more pictures and symbols, this would allow for more imaging and interesting architecture.

Usability Testing Report

Amanda Richman

Skillet

Usability Testing Summary

Write a one paragraph summary of what you learned from ALL four tests:

I would consider my testing very successful. There are a few things you can't! I have difficulty doing in figma that limited my ability to make a fully functioning prototype, but overall, out of the things I could do, it was very successful. All of the usability tests ran smoothly. The users were easily able to understand the prototype. I believed what helped with this was the simple color palette and bold smooth buttons.

Summarize what feedback, good and bad, you received

Most of the feedback was good. Participants liked the design, including the simple color pallet. They also enjoyed how the fonts were easy to read and simple. The images chosen were also enjoyed. The feedback I received was that some of the buttons didn't work, such as the share button, so that needs to be fixed.

What needs fixing, refining, redoing

List them from most urgent to nice to have

Some of the errors are simple such as the button is on the wrong page so it wont show up. One other issue is making the filters more interactive, which is a little hard to do on figma.

Recommendations. Things that would make this product better, more exciting

Maybe having an option to connect the app to your socials and contact, so people can add friends that way. Maybe a way to add reviews with pictures to recipes as well so people can share what they did with a recipe.

Usability Test 1 Feedback

Participant: Adison

Summarize what feedback, good and bad, you received

enjoyed how simple it was to use, the bold colors and how easy it was to navigate. Some of the buttons were confusing, but only because they were "broken"

What needs fixing, refining, redoing

The nav needs to float, maybe different wording for filters.

Things that would make this product better, more exciting

Nothing! They really liked it.

Usability Test 2 Feedback

Participant: Shayley

Summarize what feedback, good and bad, you received

Also liked how simple it was. Colors were bold, and buttons were easy to find.

What needs fixing, refining, redoing

Some of the pages weren't linked correctly, this made it harder to understand the prototype.

Things that would make this product better, more exciting

The map in filters needs to be more interactive, but this is hard to do on figma.

Usability Test 3 Feedback

Participant: Emma

Summarize what feedback, good and bad, you received

They liked how easy symbols were able to understand, as well as the interactivity. Also enjoyed how many options there were, how clear instructions were, and how the app was laid out.

What needs fixing, refining, redoing

Some buttons need to be connected better.

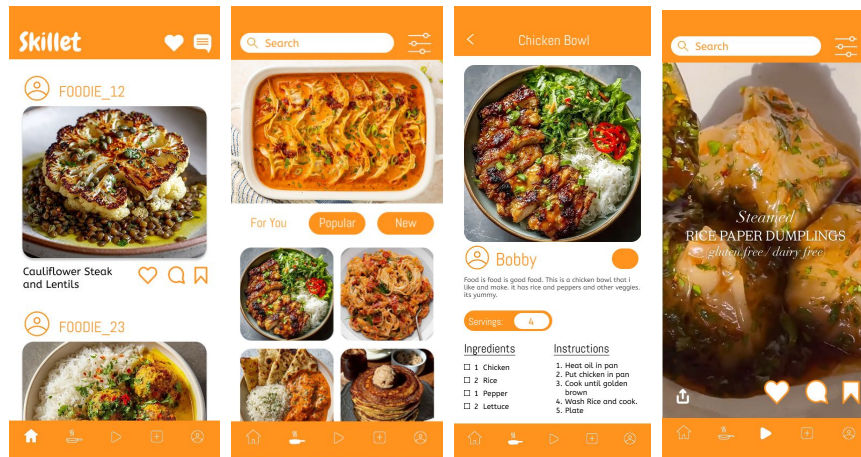
Things that would make this product better, more exciting

Perhaps including another color to the color palette.

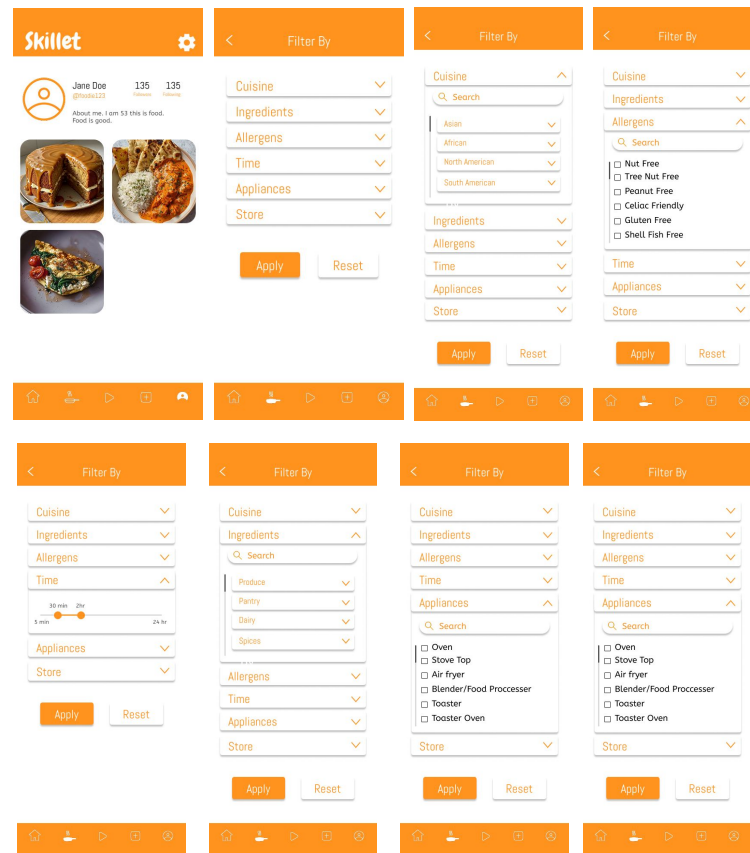
REFLECTION

Usability Feedback was one of the most important steps in the visual design process for **Skillet**. It helped me to know what in my design needed refining, as well as what was working well. This process also gave me more ideas for my final design.

FINAL SCREENS

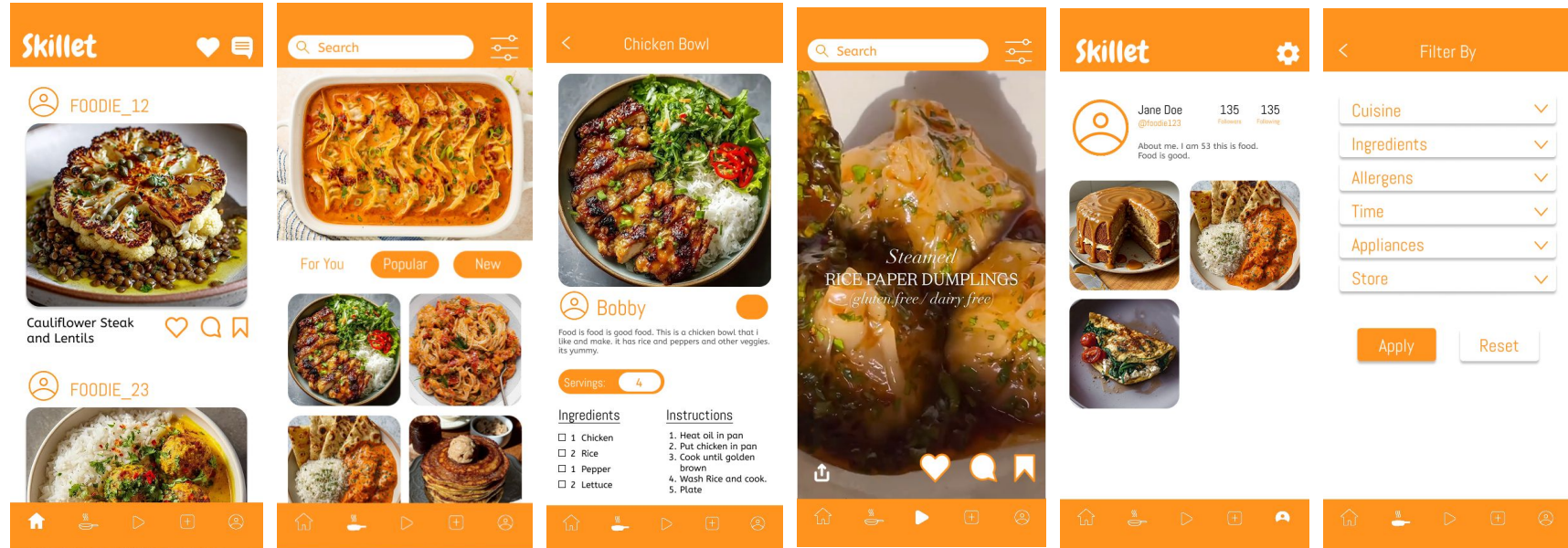


Skillet Prototype



FINAL SCREENS

Skillet Prototype



DESIGN SYSTEM



Food is community,
and community is Skillet.

COLORS

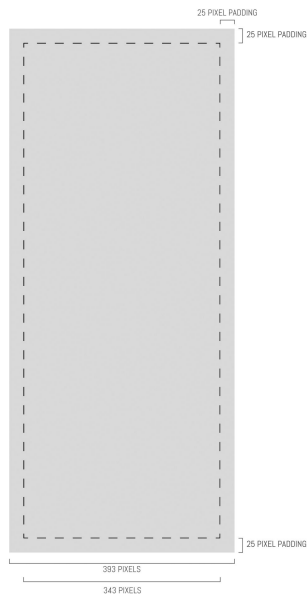
#FF931E

#000000

#505050

#FFFFFF

LAYOUT



TYPOGRAPHY

Chewy 48pt
Used for Description blurbs and titles on posts for the Home and Recipe page. Used for Options under Filters.

Abel 36pt
Used for navigation bar and instruction tags for recipes on the Recipe details page.

Abel 28pt
Used for navigation bar and instruction tags for recipes on the Recipe details page.

Abel 24pt
Used for navigation bar and instruction tags for recipes on the Recipe details page.

Abel 20pt
Used for navigation bar and instruction tags for recipes on the Recipe details page.

Abel 16pt
Used for navigation bar and instruction tags for recipes on the Recipe details page.

Abel 12pt
Used for navigation bar and instruction tags for recipes on the Recipe details page.

MAIN NAVIGATION/FOOTER



PAGE DESELECTED



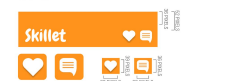
PAGE SELECTED



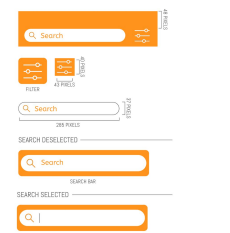
SUB NAVIGATION/HEADER



HOME PAGE



RECIPES PAGE



USER PROFILE PAGE



BUTTONS

SHARE



LIKE



COMMENT



SAVE



APPLY



When changes are made after selecting the APPLY button, it prompts users to RESELECTED

RESET



When changes are made after selecting the RESET button, it prompts users to RESELECTED

BACK



DROP DOWN



REFLECTION

The **Final Screens** as well as the **Design System** showed me my final product. Making these was amazing, because i was able to put everything together and lay everything out in a pixel perfect way.