

# Design Improvements

An Overview, Analysis, and Proposed Improvements

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UPSKILLET

# Overview

- Good user engagement on social media
- Recipe posts used to access website
- User engagement ceases on landing page
- Engagement needed beyond the landing page

## Lack of Engagement Lowers

- Search Engine Ranking
- Revenue

## Increased Engagement Raises

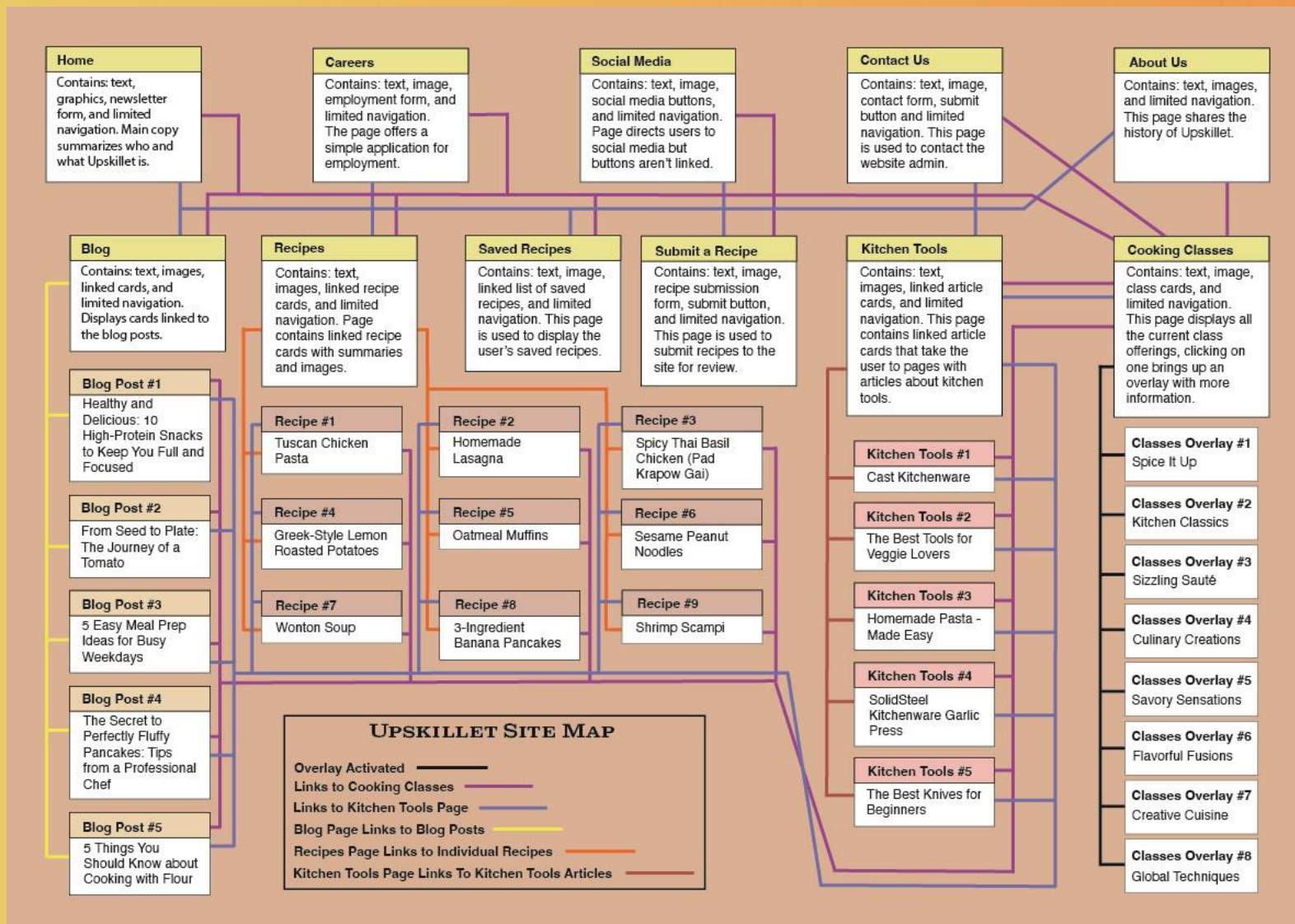
- Search Engine Ranking
- Revenue

# Current Site Map

Includes Content Audit Data for each page.

## Insight's Gained

- All pages link to the "Kitchen Tools" page and the "Cooking Classes" page.
- Limited navigation within sections
- Lots of information for users but site lacks a search feature.



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# Journey Map for Aya

Aya, Female, 40 Years Old  
Needs: Quick, Nutritious Recipes

- Search Engine Directs Aya to an UPSKILLET blog post.
- Aya likes what she's finding, but she needs recipes.
- Aya tries to navigate the site but can't find the recipes.
- Aya tries the search engine again and finds a single recipe.
- Aya still lacks a way to navigate.

## Seeking Quick, Healthy Recipes for a Busy Professional

Donna Grant



**Persona:** Aya, 40 years old, Female,  
**Occupation:** Family Lawyer  
**Family Status:** Single, No children  
**Location:** Boston, Mass  
**Scenario:** As a busy professional who values health, Aya needs a reliable source for nutritious, quick meal recipes.

**Goals/Expectations:** Aya works hard and her time is limited, but she wants to eat healthy. She needs a resource for finding quick and healthy recipes.

| Phases        | Internet Search                                                            | Sift Through Results                                                       | Reads Blog Post                                                       | Scanning Page for Recipes                                                    | Searches Internet Again                                                 | Try Another Upskillet Result                                                  | Print Page                                                                 |
|---------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Actions       | Searches for 'quick, healthy recipes' using favorite search engine.        | Sifts through results to check for recipes. Finds Upskillet among results. | Reads through the post, taking notes on ideas that fit with needs.    | Scan the page for a search bar or a link to recipes.                         | Uses a new search phrase and obtains some different results.            | Finds an Upskillet Recipe Page for Oatmeal Muffins                            | Print recipe and give up on website.                                       |
| Touchpoints   | Laptop, Search Engine, Results Page                                        | Several Webpages, Lands Blog Post for Easy Meals.                          | Blog Post: 5 Easy Meal Prep Ideas for Busy Weekdays                   | Navigation Options in Upper Right Corner of Page                             | Laptop, Search Engine, Results Page                                     | Recipe: Oatmeal Muffins                                                       | Can't find print options, so uses browser's print feature.                 |
| Thoughts      | "I need to find some recipes before I go grocery shopping."                | "This looks promising."                                                    | "Some of these are helpful, but I need actual recipes."               | "I'm not finding what I need. Maybe I can try the search engine again."      | "My lunch break is almost over, and I still haven't found any recipes." | "I'd like to save this recipe, but I don't see a way to save or favorite it." | "This was a painful experience. It wasn't easy to find anything I needed." |
| Feelings      | Focused                                                                    | Hopeful                                                                    | Optimistic                                                            | Frustrated                                                                   | Disappointed                                                            | Disappointed                                                                  | Deflated                                                                   |
| Opportunities | A sponsored link at the top of search results could draw user's attention. | A column at the side featuring similar blog posts could be helpful.        | Recipes linked within the blog posts to take users to what they need. | A search bar or additional menu items could allow better access to the site. | Additional site content could boost search result placement.            | Method for account creation, saving recipes, and a link to retrieve them.     | Find a better way to show what site has to offer to users.                 |

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# User Research to Develop Mental Models

**Part One: Card Sorting Results**  
Collate the results from each user.

## Upskillet User Research

Phillip L.

### About Us

**About Us**  
Information on how Upskillet became the brand it is today.

**Home**  
Upskillet's Home page with a little information about the brand.

### Blog

**Blog**  
Informative posts about various ingredients and meal ideas.

### Connect

**Careers**  
A form to apply for employment with Upskillet.

**Contact Us**  
A form to contact Upskillet.

**Social Media**  
A list of Upskillet's social media accounts.

### Cooking

**Cooking Classes**  
Information on available cooking classes offered by Upskillet.

**Kitchen Tools**  
Articles covering various kitchen tools.

### Learn

**Cooking Classes**  
Information on available cooking classes offered by Upskillet.

**Kitchen Tools**  
Articles covering various kitchen tools.

### Recipes

**Recipes**  
A page with the current recipes available on the site.

**Saved Recipes**  
A list of the user's currently saved recipes.

**Submit a Recipe**  
Users can submit a recipe for review and inclusion on the site.

## Research Completed

- User Testing – Following user progress through routine tasks.
- Card Sort Testing – Understanding where users expect to find webpages within the site.

The results of these tests establish the mental model of our users - where they expect to find the pages and what they expect to find on those pages.

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# Research Results

## Home Page

## Blog Page

- All Blog Posts

## Recipes Page

- Recipes
- Saved Recipes
- Submit a Recipe

## Learn

- Cooking Classes
- Kitchen Tools

## Connect

- About Us
- Contact Us
- Careers
- Social Media

### Home

#### Home

Upskillet's Home page with a little information about the brand.

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#### Blog

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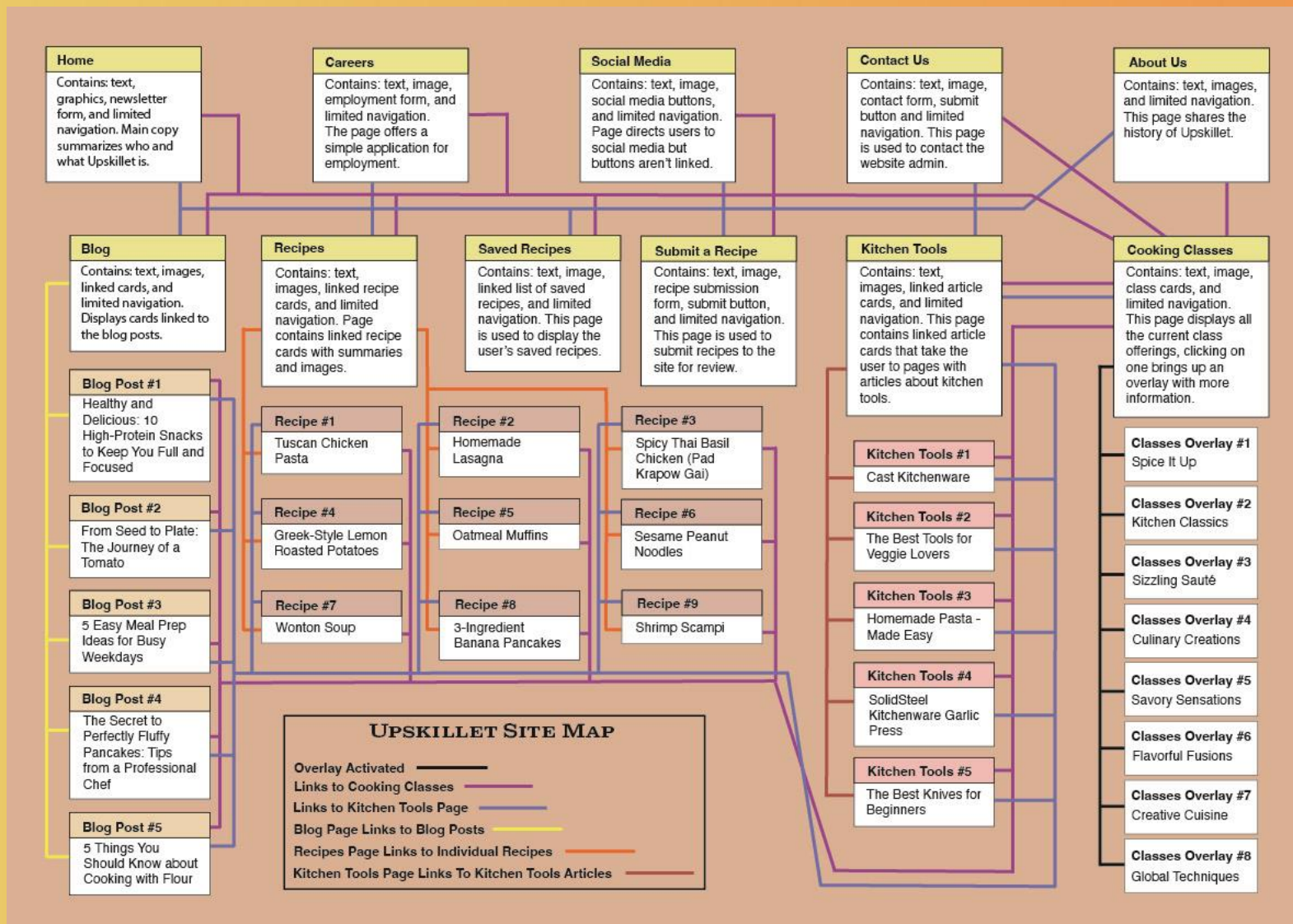
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# Current Site Map

A reminder of what the site map looked like after the content audit.

## Insights

- All pages link to the “Kitchen Tools” page and the “Cooking Classes” page.
- The pages in each section or hub have limited navigation beyond their hub.
- Lots of information for users but site lacks a search feature.
- User research tells us the webpages aren't where our users expect to find them.



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# New Proposed Site Map

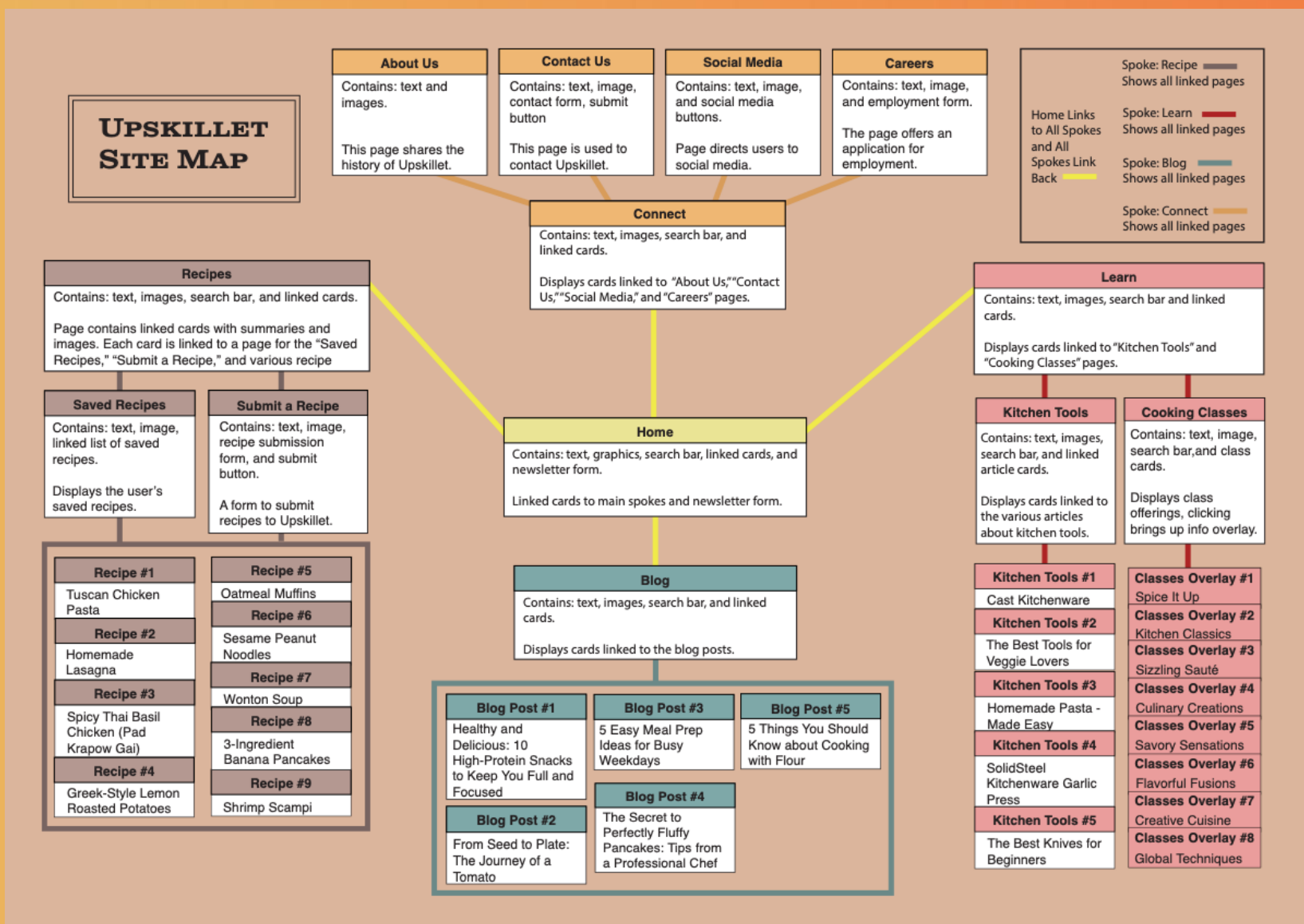
## Hub-and-Spoke Navigation

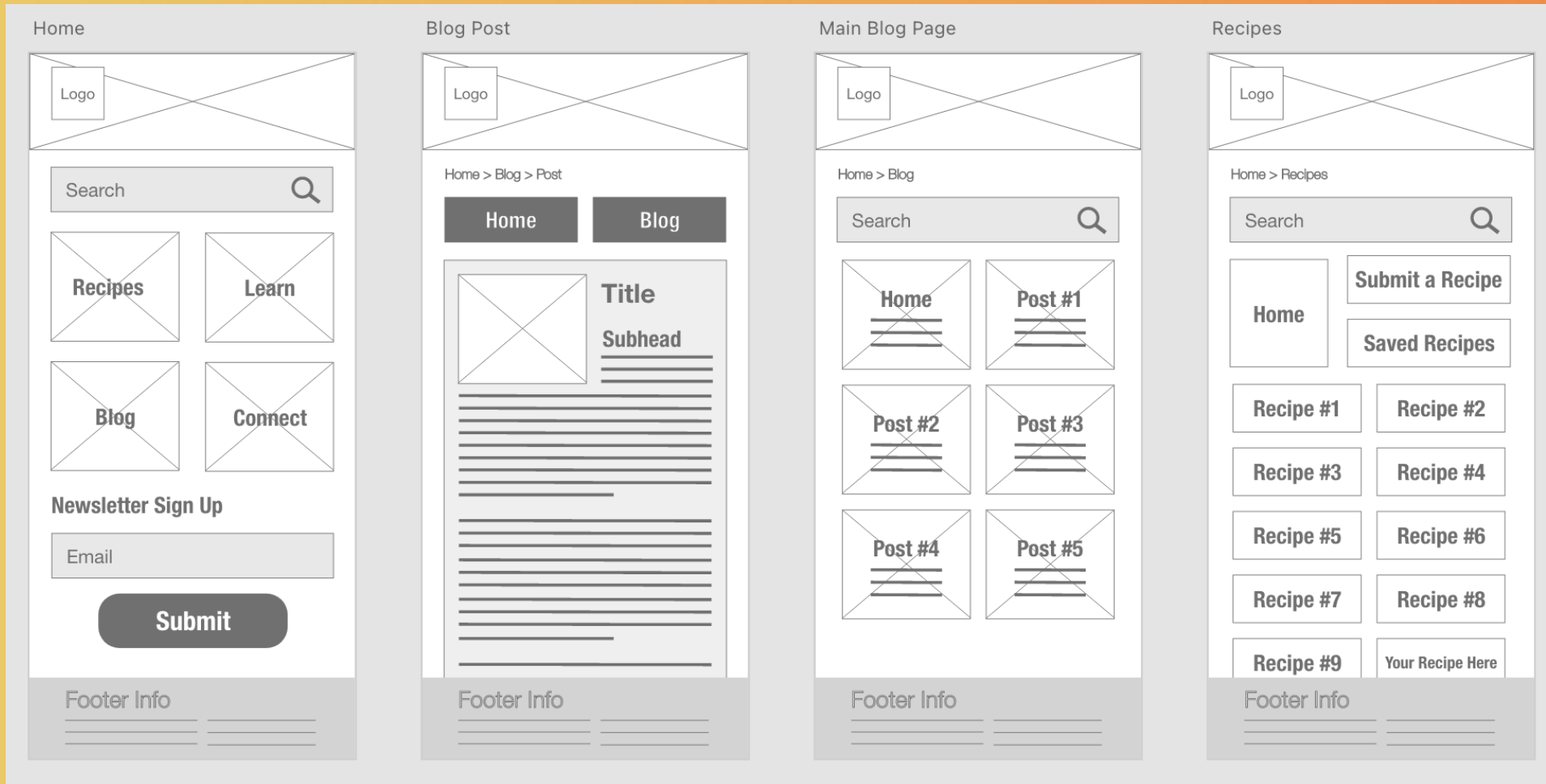
- Hub
  - Home Page
- Spokes
  - Blog Page
  - Connect Page
  - Learn Page
  - Recipes Page

## Easier Navigation

- Every page within 2-3 clicks

## Search Bar Added to Pages



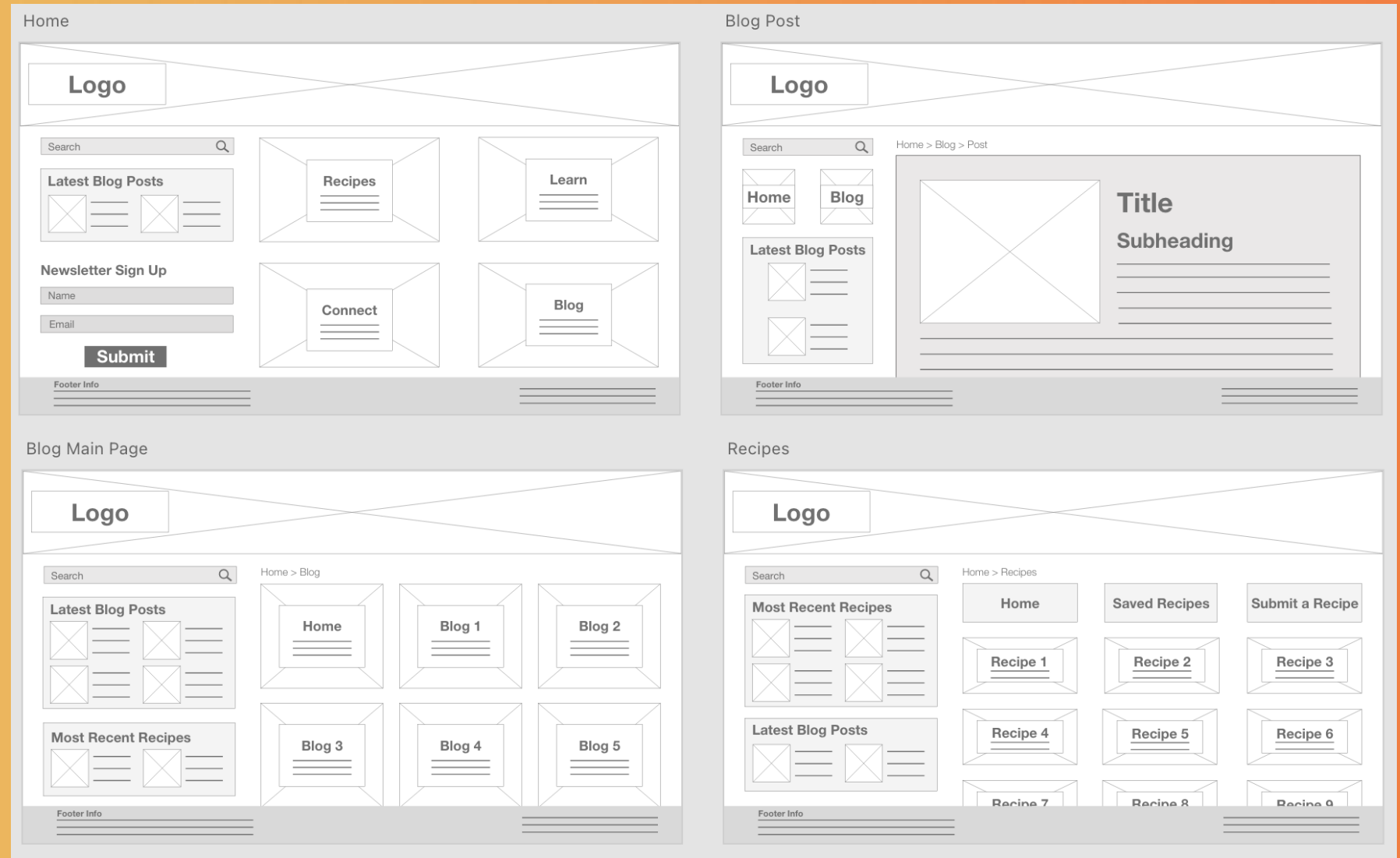


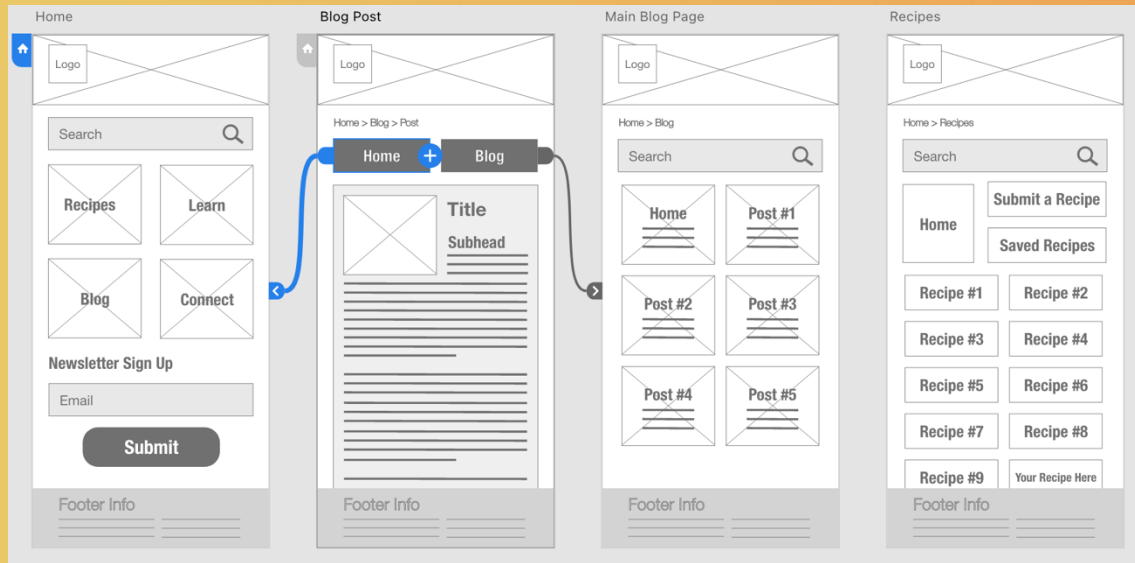
# Mobile Wireframes

- Breadcrumb links at the top of the pages  
Ex. Home > Blog
- Search bars
- Linked Cards take users directly to the content
- Categories based off user research
- Optimized for mobile navigation

# Desktop Wireframes

- Breadcrumb links at the top of the pages  
Ex. Home > Blog
- Search bars
- Linked Cards take users directly to the content
- Categories based off user research

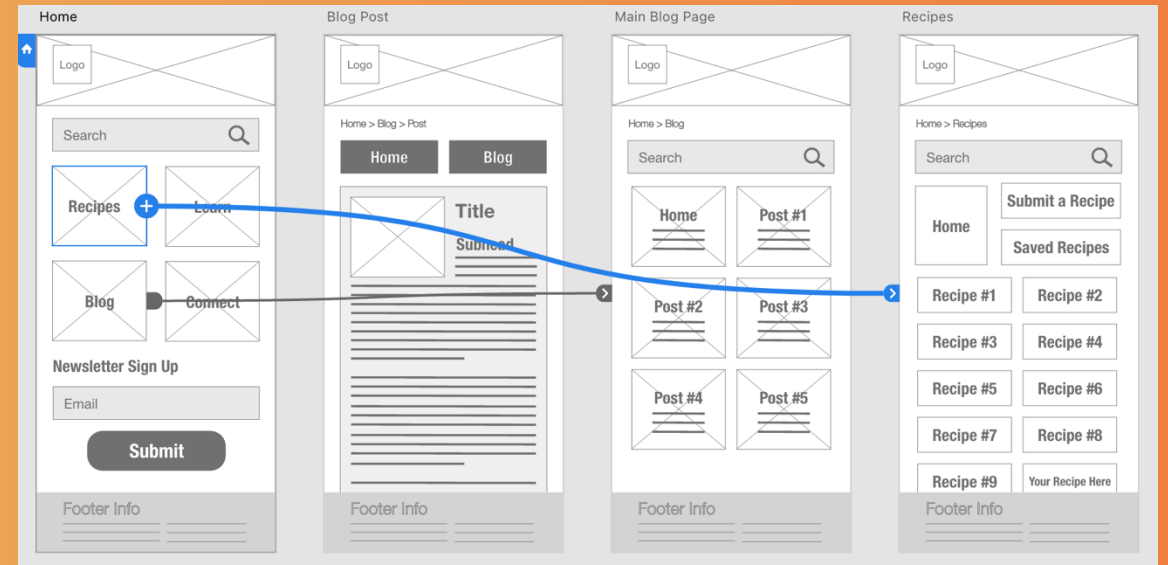




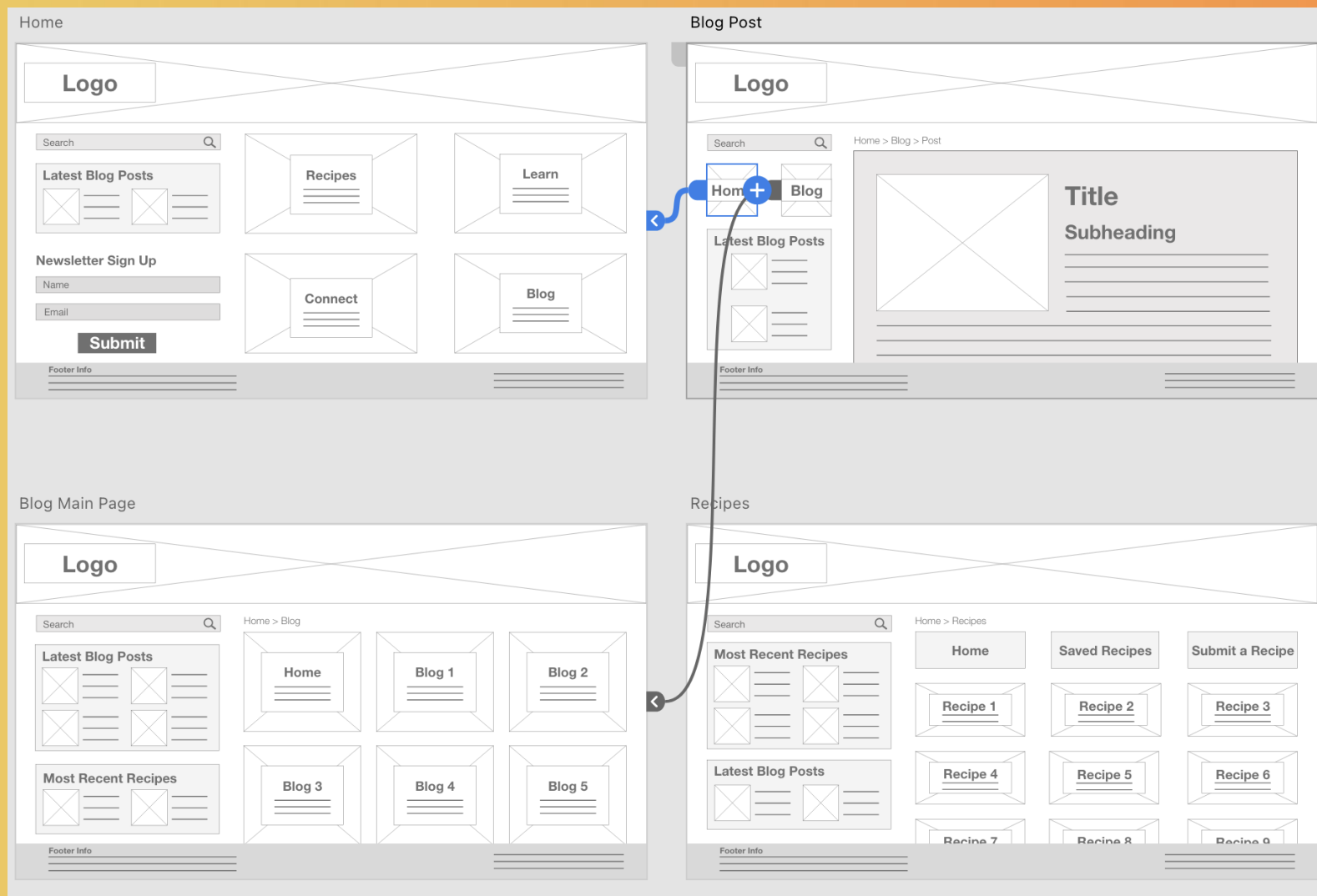
# Aya's User Journey on the New Mobile Wireframes

Aya lands on an UpSkillit Blog Post and now has the option to go to the Home page or the Main Blog page. Aya clicks the button for the Home page in search of recipes.

Aya finds the linked card for the Recipes page and clicks it. Now she can look through all the recipes UpSkillit has available, use the search bar to search by topic or keyword, and find any saved recipes she favorites.



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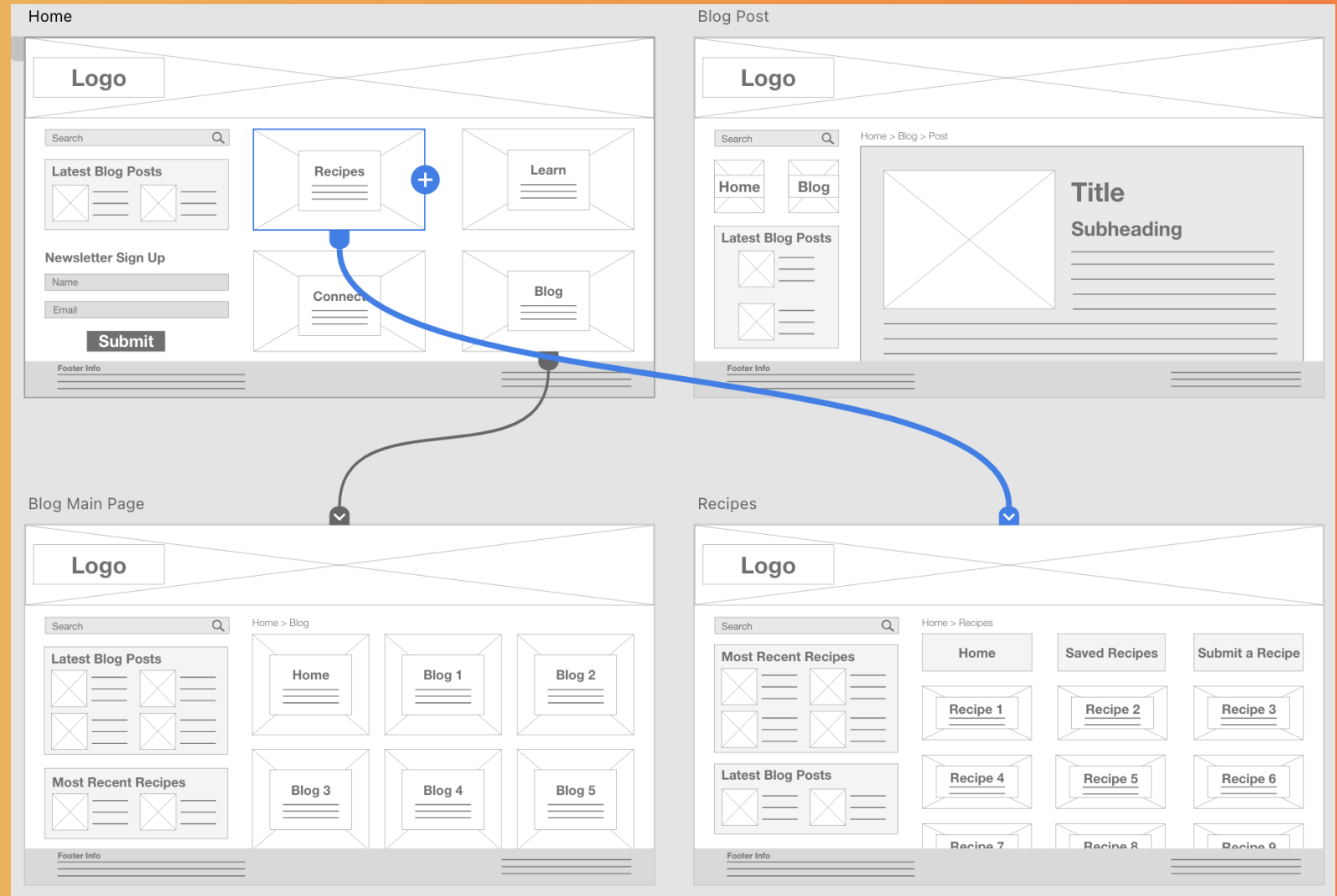
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# Aya's User Journey on the New Desktop Wireframes (cont.)

Aya finds the linked card for the Recipes page and clicks it. Now she can look through all the recipes UpSkilllet has available, use the search bar to search by topic or keyword, and find any saved recipes she favorites.



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Thank you for you time.

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