

MOBIL UX

JULY 2018

Mar Perusquia



My user

My user is young and is living a fast-paced life, someone conscious of the environment and about people that don't have enough to eat. This person tries to use every single thing that it's in the fridge so there's no need to waste food.

Sometimes it's hard to get creative with just a few ingredients in the fridge and being able to cook a meal.



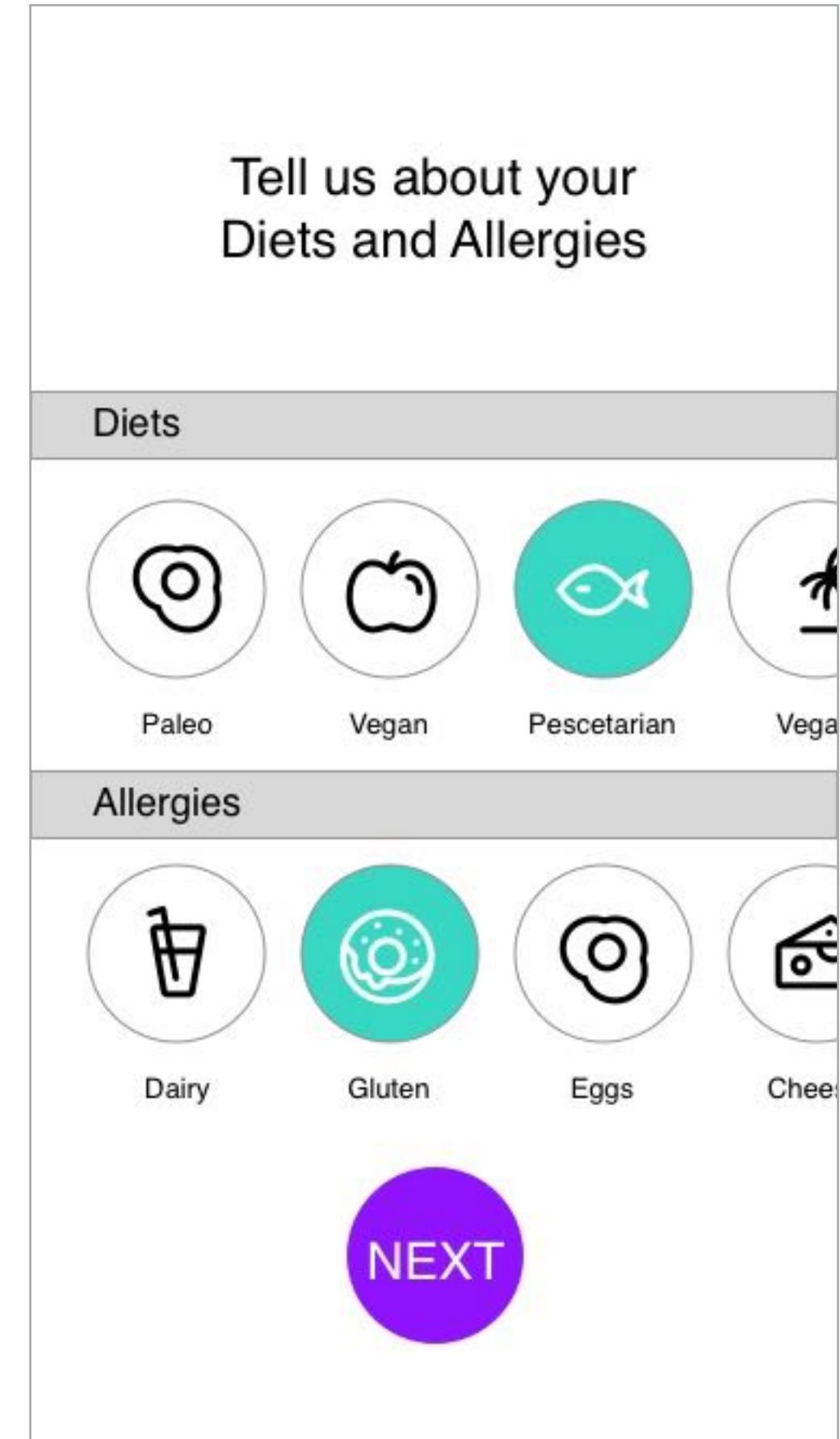
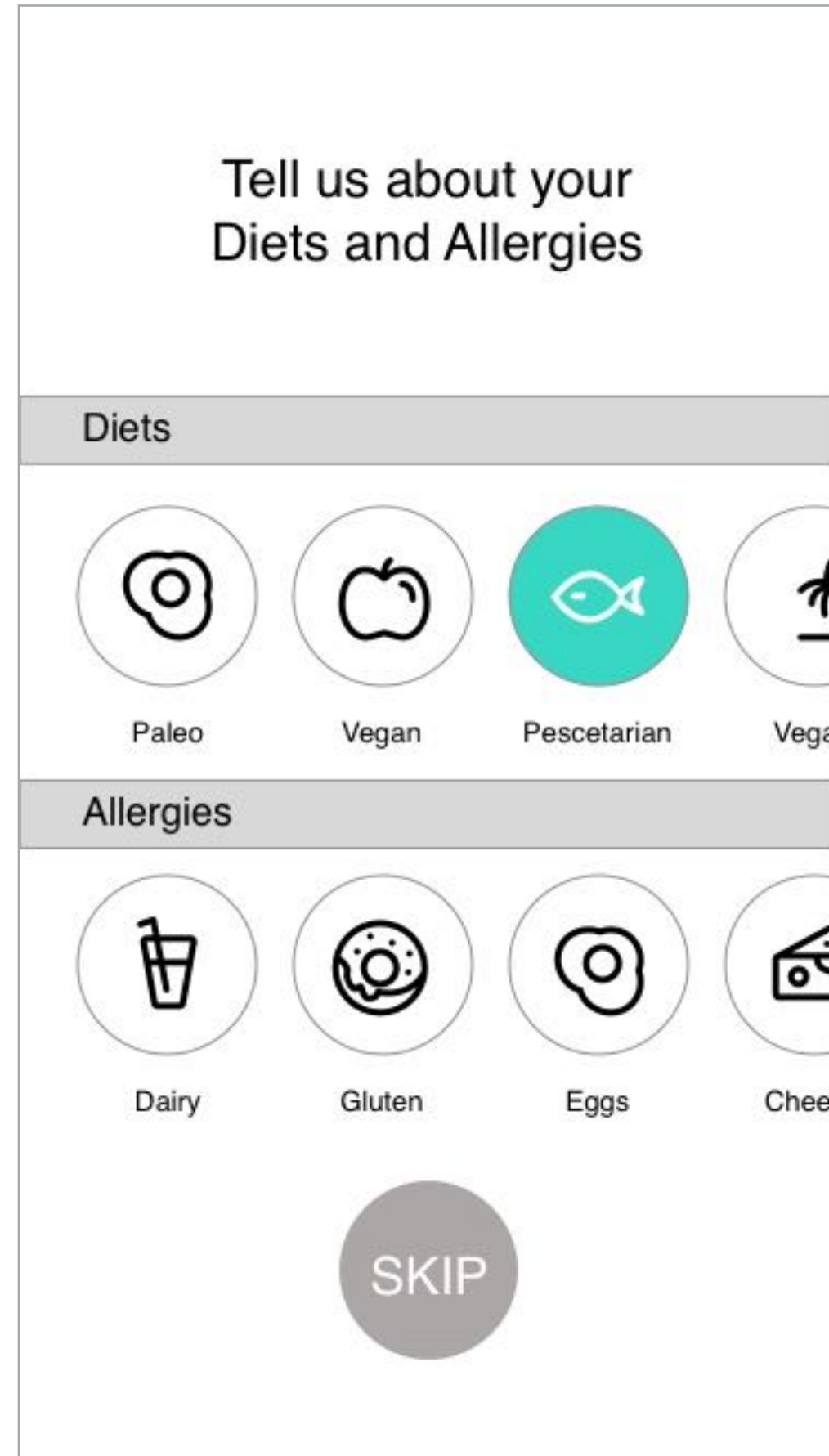
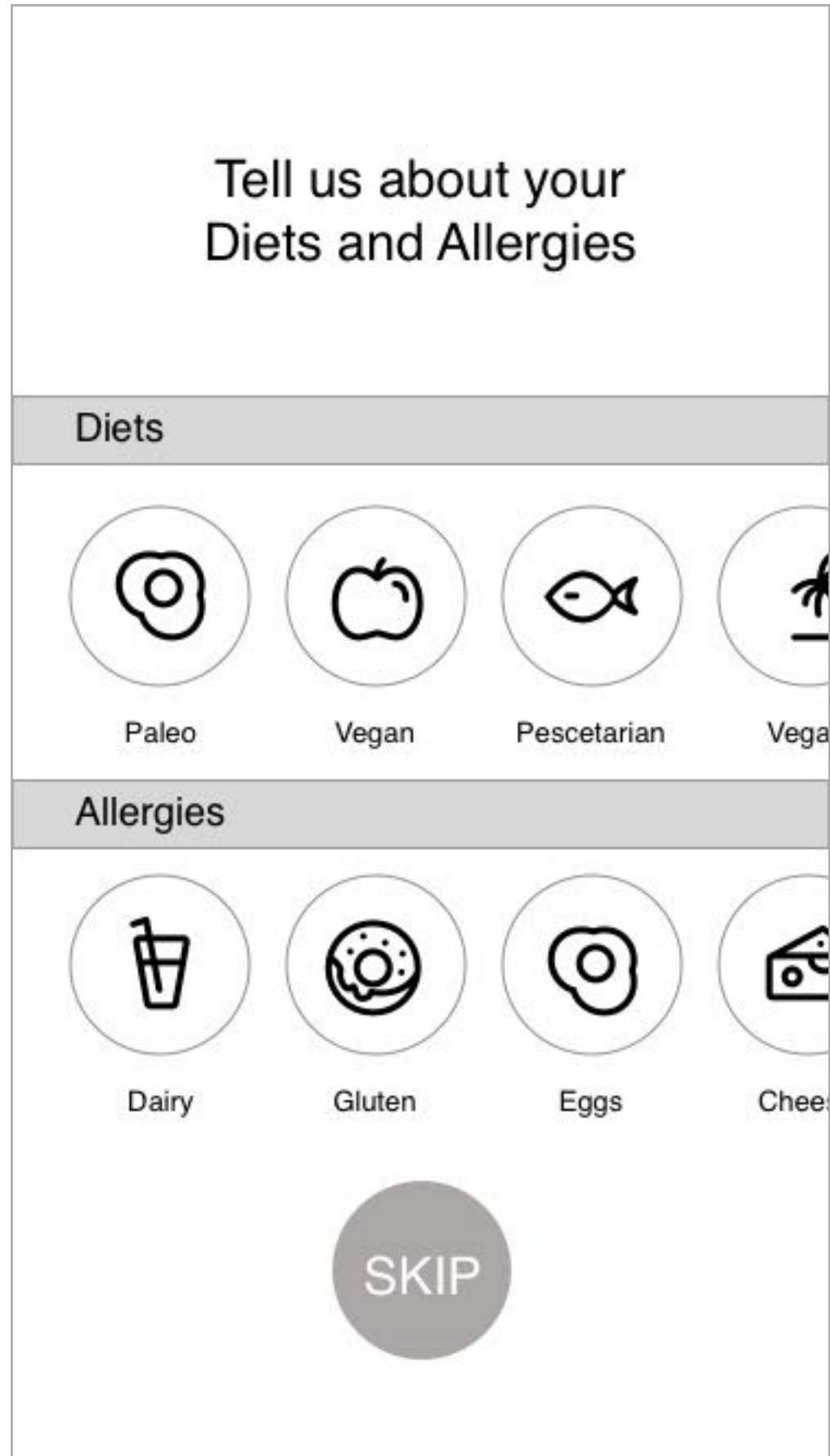
I'm doing

A tool that helps in giving ideas on those occasions in a fast and smart way.

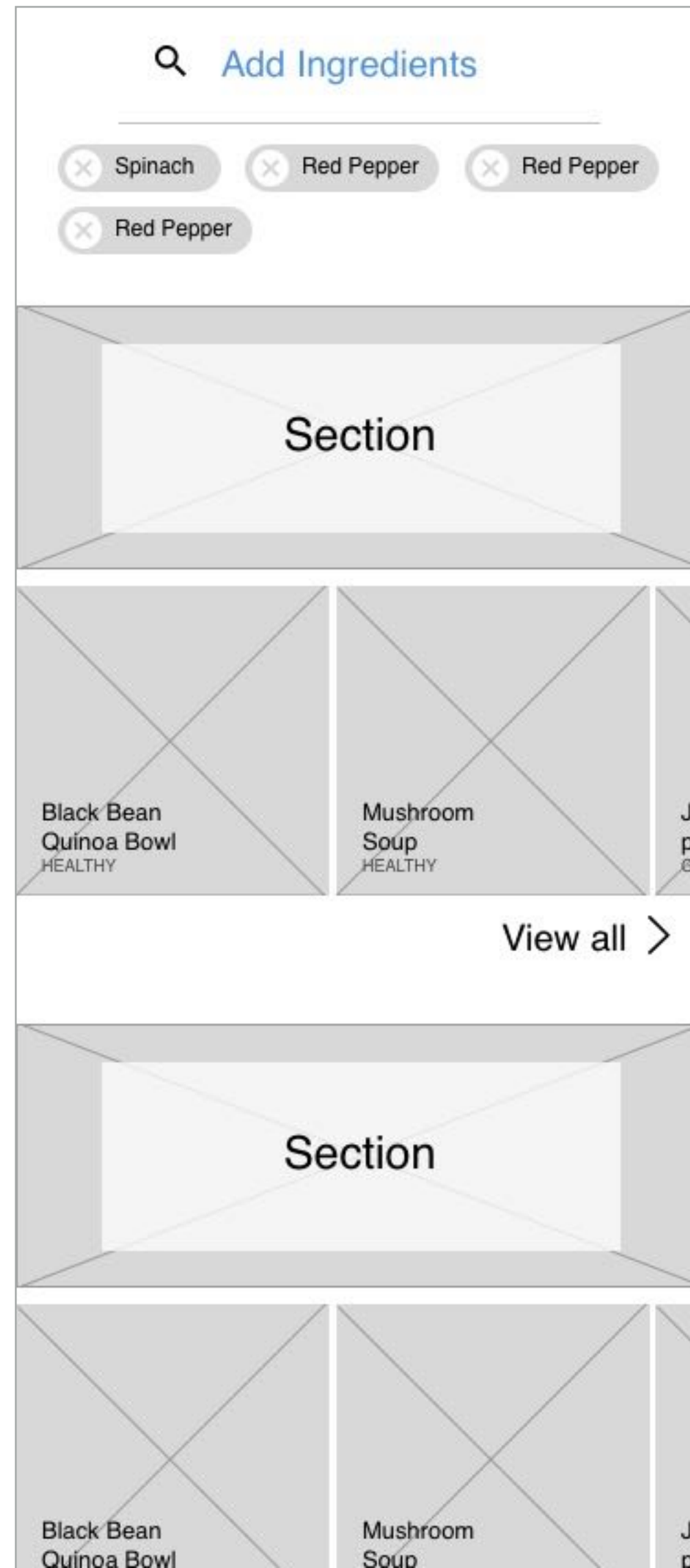
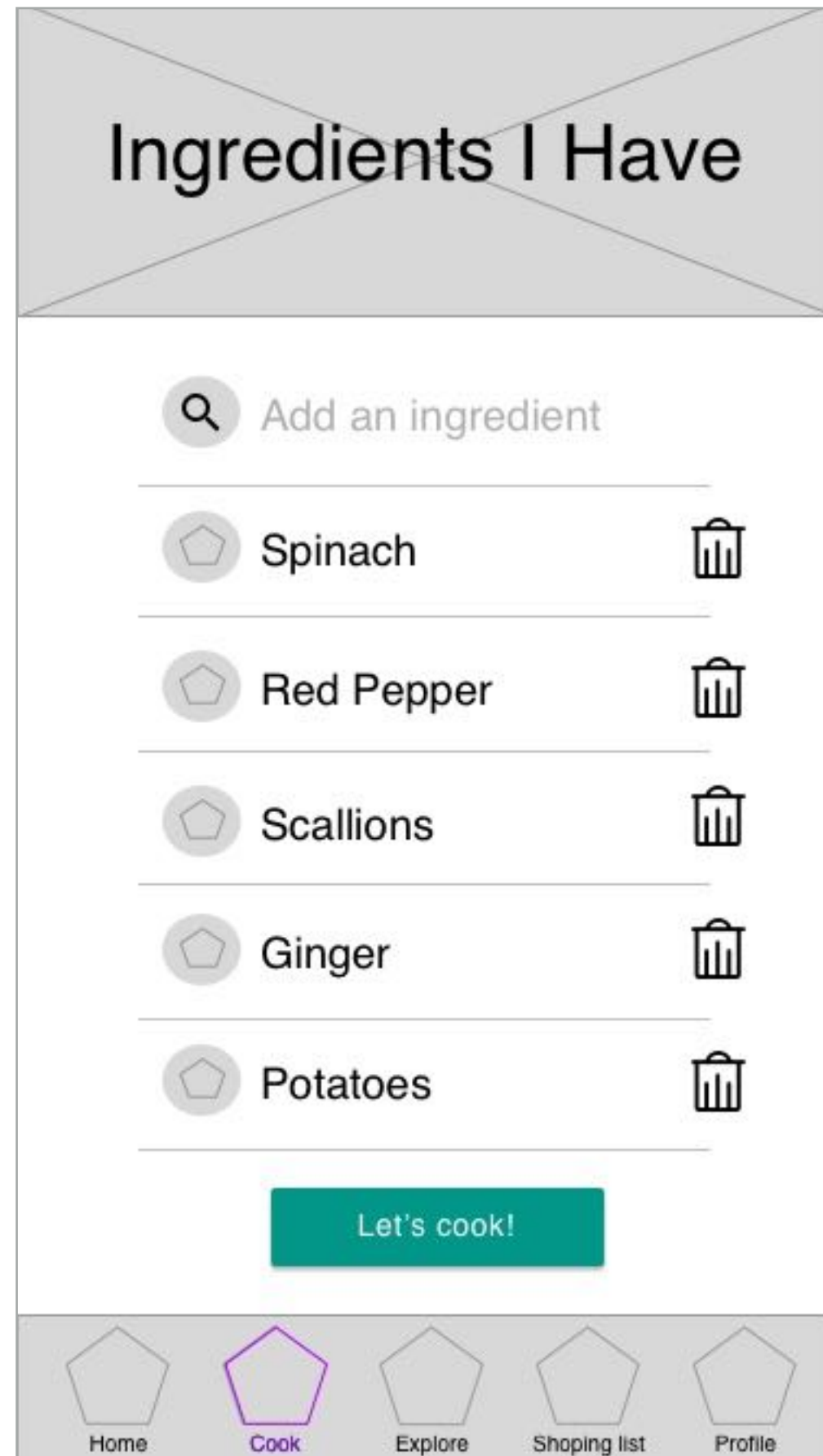
App map



Wireframes



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