

Hangry

Design documentation



Agnes Limandra Carrera

End-to-end product designer

Content

History

Monster's Kitchen 2.0

New vision

Users

Goals + flows

Visuals + hi-fidelity prototype

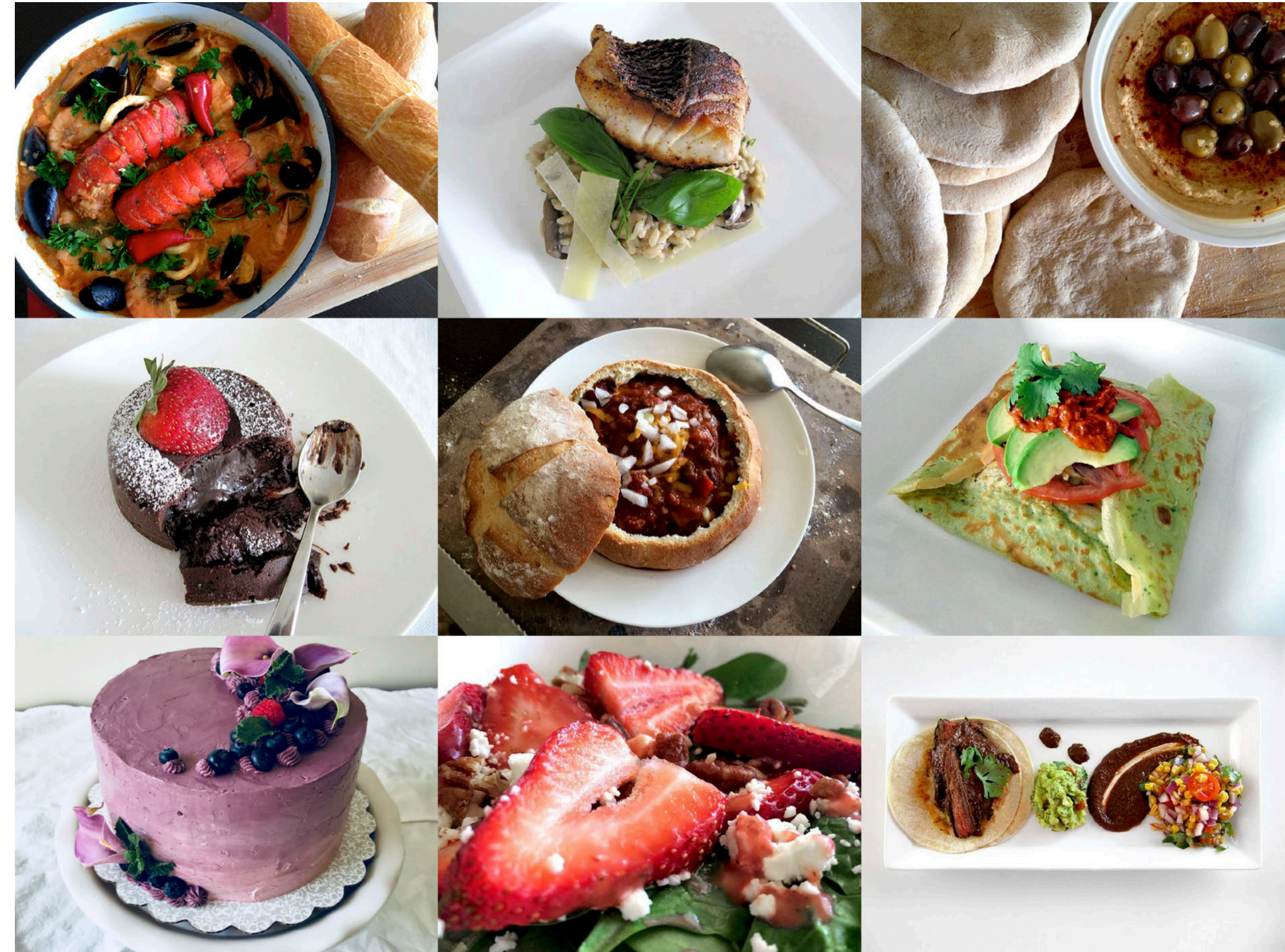
History

A food service startup, Monster's Kitchen, learned from past failures to create a unique app.



Monster's Kitchen Mission

**Unite the world
through food.**



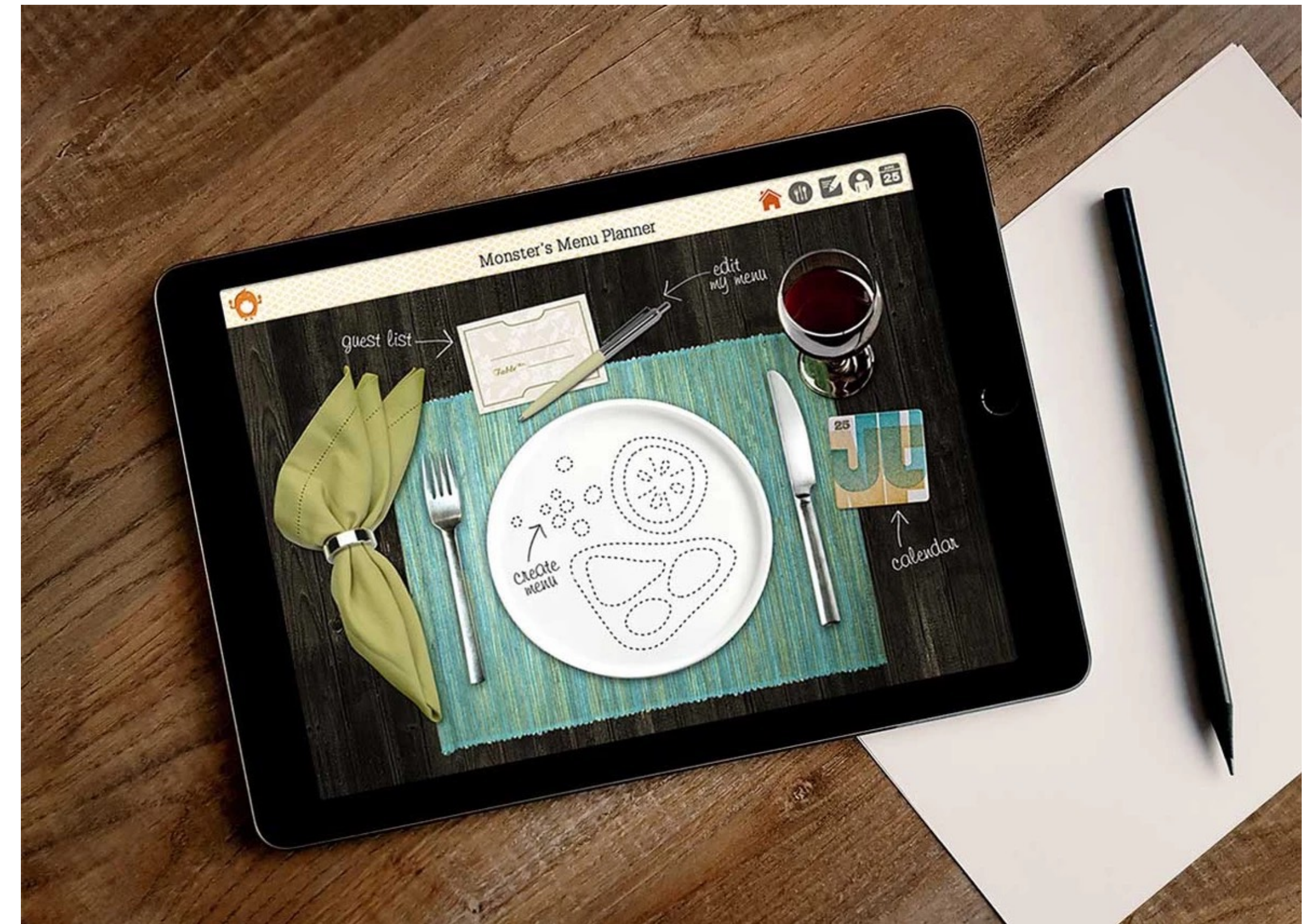
Background

My role and involvement:

Product Designer, Chef, Founder

- Started as a hobby to learn about cultures and cooking and baking techniques, and to build and forge relationships.
- Started a [website, blog](#) and social media presence to gain followers.
- Gained insights and lessons from failures and multiple attempts of testing different concepts with customers.

Images: My very first attempt and early concept of a catering app for Monster's Kitchen when I was curious about apps. The concept was around ordering food based on which part of the world you'd like to taste.



Tests

Test 1

Catering with no fixed menu



Test 2

Delivery service



Test 3

Cooking workshop



Test 4

Educational restaurant



Key Takeaways & Feedback

- It was the right idea, but the wrong executions.
- Lack of resources heavily compromised the product's vision and USP.
- Story wasn't focused.
- Food wasn't priced properly.
- Online business is not a cheaper option for food start-ups.
- Shipping costs and packaging for food are expensive!
- Get the right permits.
- I don't like chef-ing for business.

“The cookies had potential but they were underbaked!”

“We don't go to a restaurant to learn; only to eat and socialize.”

“Enjoyed learning how to choose produce and new techniques.”

“We enjoyed cooking, baking and eating together!”

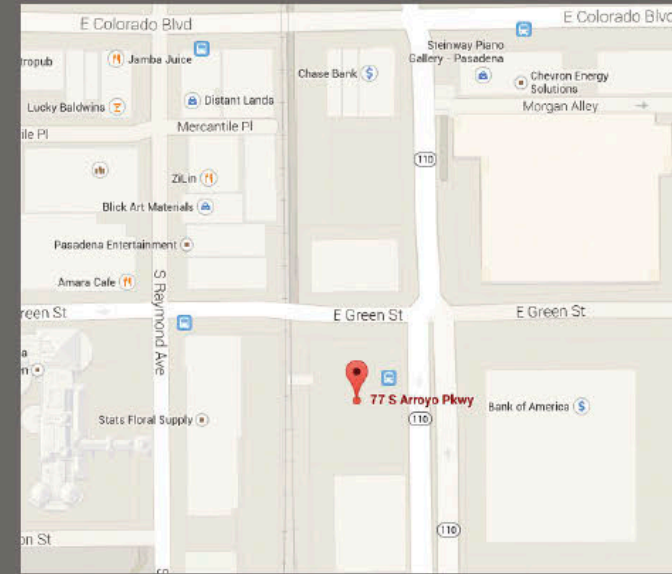
Monster's Kitchen 2.0

Reimagining the Experience

I explored blue sky ideas to reimagine what the business could potentially be in real life to serve as inspiration for the concept of the app.

LOCATION

77 S Arroyo Pkwy. Pasadena, CA 91105



- One block South of Colorado
- Plenty of restaurants and events throughout the year
- Rich in history
- In the main hub of Old Town but with the feel of "residential".

LIFESTYLE, EVENTS & PROMOTION OPPORTUNITIES



TAGLINE

The world is your oyster. Eat it.

KEY WORDS

Social Interactions
Curious
Joyful
Adventurous
Educational

LOGO COLOR

Gold

THE JOURNEY

1. Discovery
2. Tasting & Sharing
3. Learning & Participation

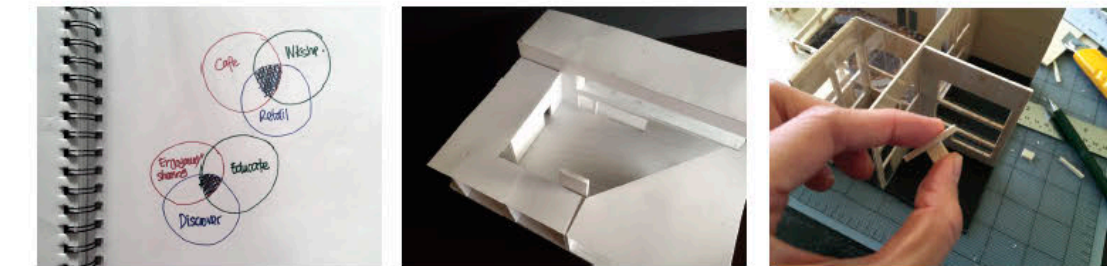
CONCEPT STATEMENT

MONSTER'S UNITE PEOPLE AND CULTURES THROUGH SPICES BY SHARING THEIR HISTORY, USES, VALUES AND MEANINGS; AND BY DEMONSTRATING TECHNIQUES AND APPLICATIONS IN FOODS.



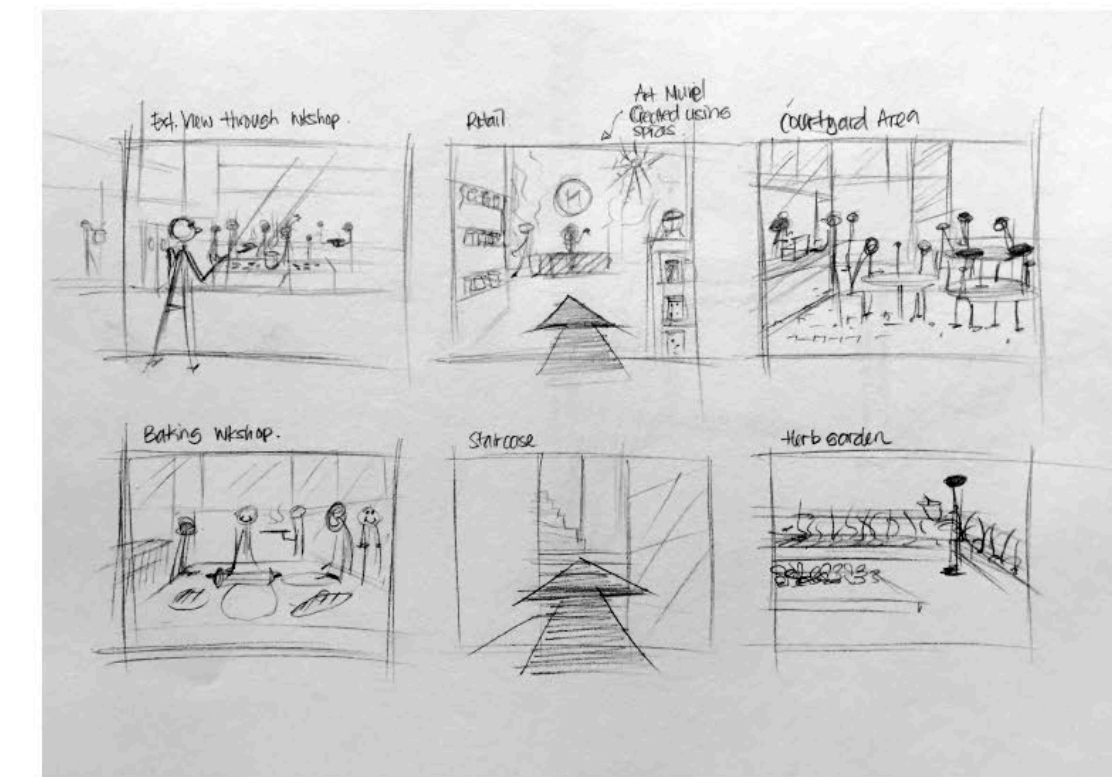
PROCESS

From 2D diagram to sketch model, to final construction.

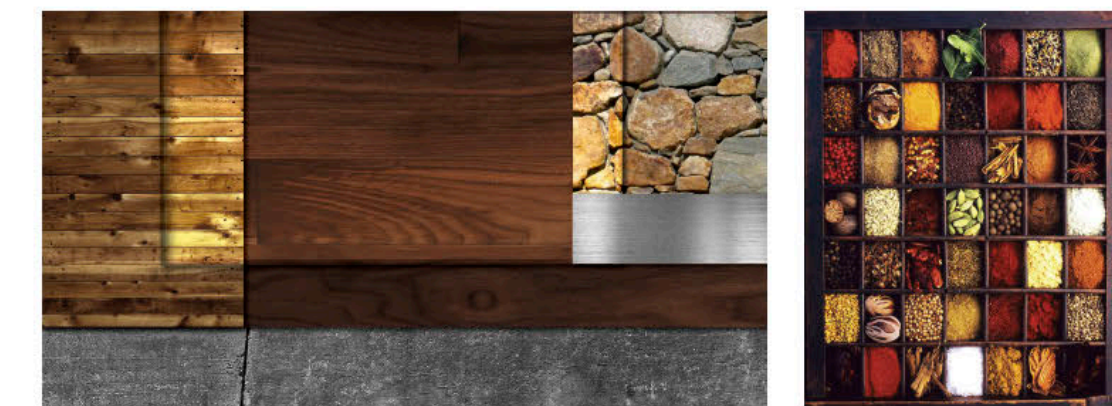


JOURNEY SKETCH

What to expect at Monster's.



MATERIALS & COLOR PALETTE



- Concrete
- Wood
- Stone
- Glass
- Stainless Steel

Because spices are so colorful by nature, the goal is to create a neutral canvas for their colors to shine through.

[More on this exploration](#)

New Product Vision

Experience cultures through the story of food and by making and tasting traditional cuisines.

Problems addressed

- The loss of food cultures, and diluted native and traditional cuisines due to globalization and increased tourism.
- Paradox of choice has made selecting recipes stressful.
- Lessen the stress of wondering what to cook.



Hangry for the world.

Product Character

How it's different:

Authentic recipes only from around the world.

- Find recipes based on festivals, region and/or country.
- Easily generate an international menu.
- Story-driven

Target audience psychographics:

Foodies, party/event hosts, curious, explorers, love to travel, medium-advanced kitchen skills

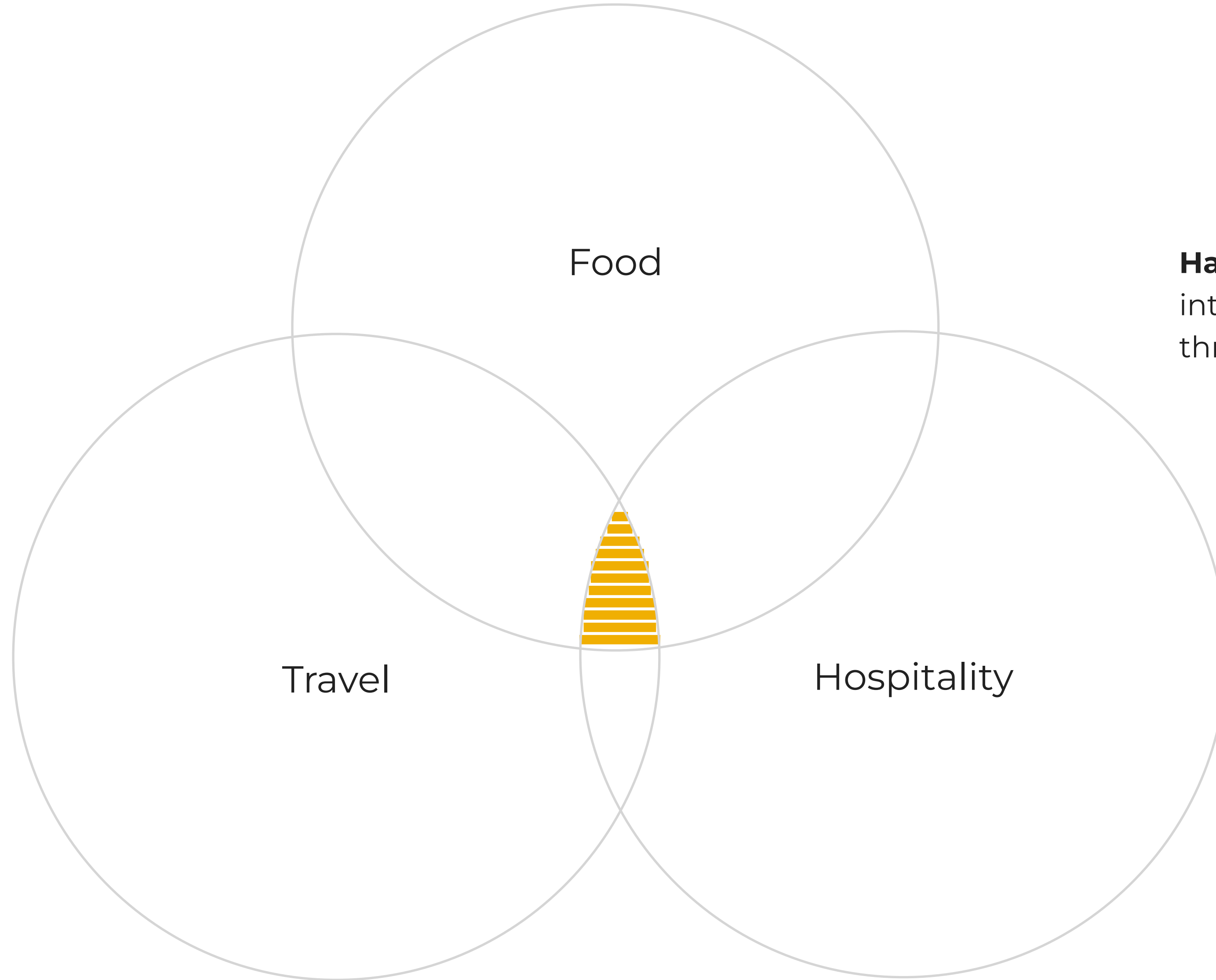
Emotional Benefits:

- Sense of adventure
- Connection with people and the world
- Fun learning with friends and family
- Meaningful

Functional Benefits:

- Gain knowledge of food history and tradition
- Improve cooking skills
- Cultural immersion

Unique Niche



Hangry is at the intersection of three industries.

Opportunity – Highlights

Timing

Due to global pandemic, **Gen Z** is now into cooking fresh at home and preparing foods from around the world. ●

They are more likely to seek out indulgent flavors and fun food experiences.

“One thing can be said for Gen Z: they are consistent. Whether it’s fashion or food, they remain aligned to curiosity and **an appreciation (if not expectation) of authenticity and inclusivity.**” ●

Technology

59%

of 25- to 34-year-olds use smartphones or tablets in the kitchen ●

Lifestyle

75%

of Gen Z prefer cooking a meal from scratch rather than using a meal kit

Pain points

31%

of **millennials** say that choosing what to cook was the least enjoyable part of the cooking process.

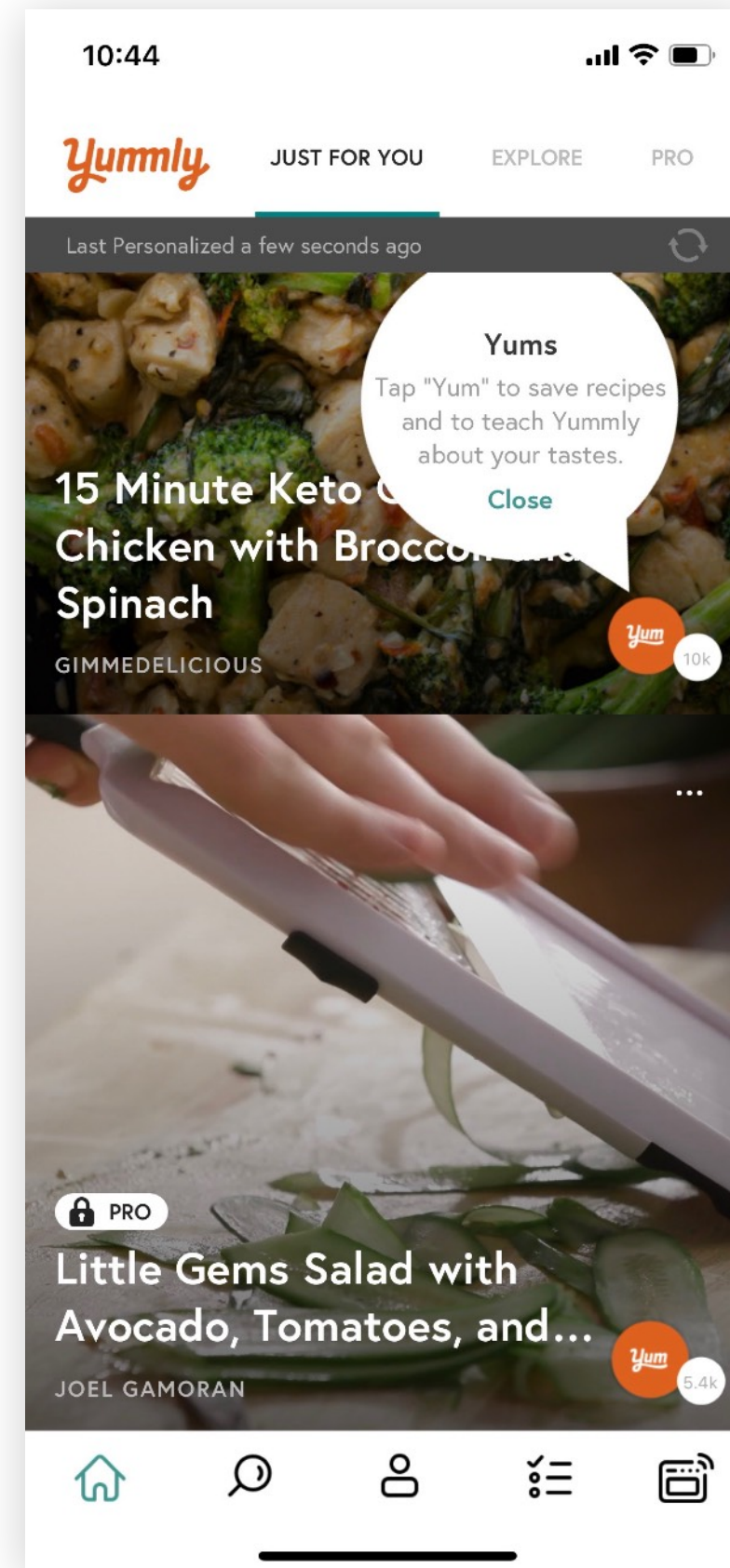
Competitors

Notes:

Features and experiences are very similar.

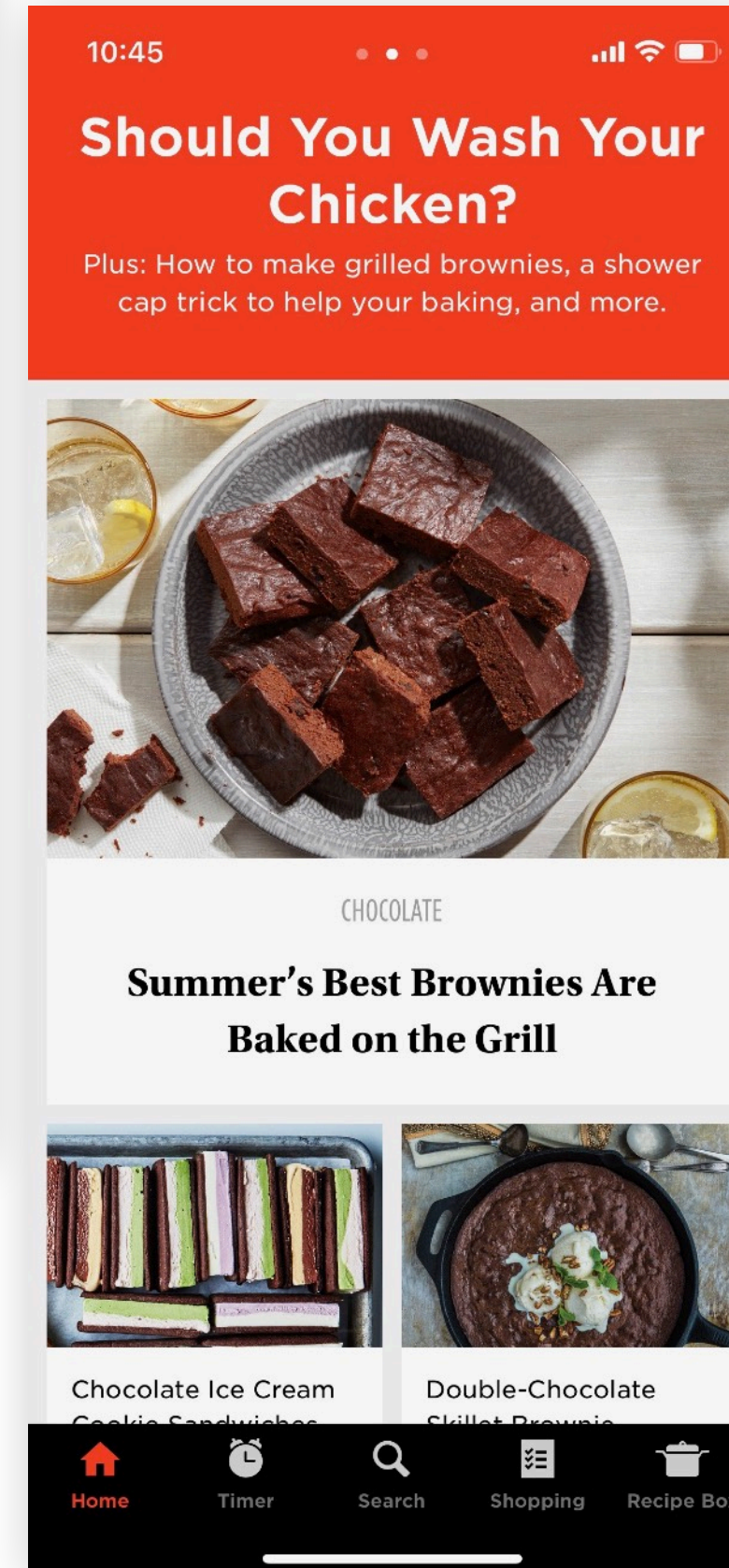
Uniqueness is in the recipe instructions style, which can be more confusing.

Eatwith is most unique, but falls flat in authentic food.



Yummly

Unique:
 Pro version has recipes from famous chefs
 Scan to discover ingredients



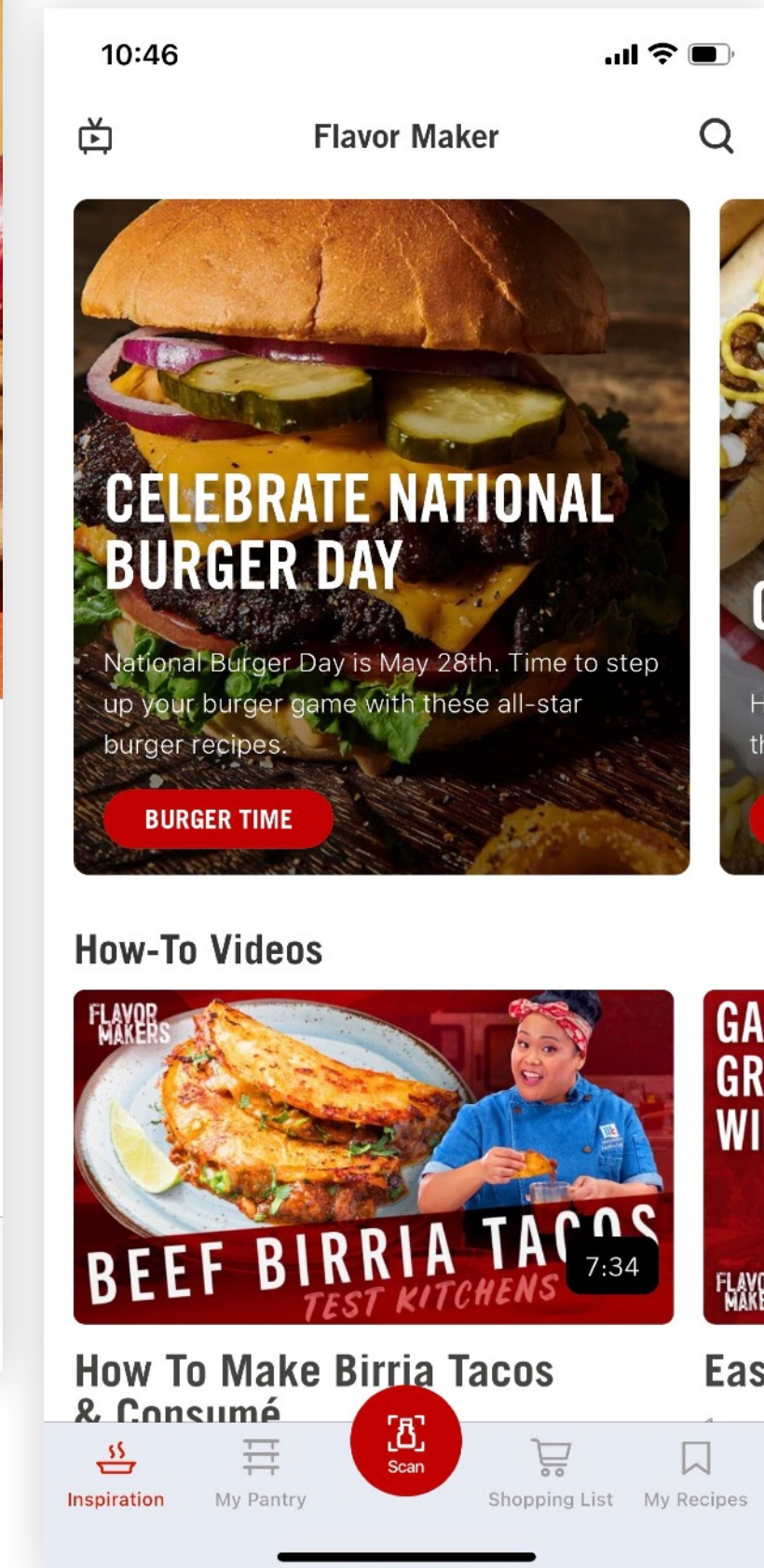
Epicurious

Unique: Timer



Kitchen Stories

Unique:
 Share your own recipes
 Format of recipe



Flavor Maker

Unique:
 Digital pantry
 Scan McCormick products to get related recipes

Users

User Persona

Annie

Designer

Age: 30

Family: Single

Education Level: BA

Annual Income: \$75,000+

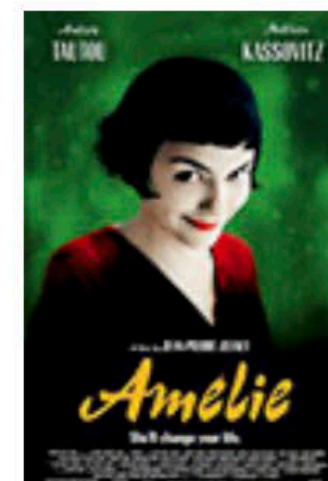
Lives in: Echo Park, CA

Motivations

- Authenticity
- Customer service
- Practicality
- Learning
- Budget-friendly
- Healthy living



... loves jewelry, and sometimes makes them herself.



Favorite movie

Annie is...

- Independent
- Practical
- Curious
- Adventurous
- Crafty
- Cultured

Devices

- iPad
- iPhone
- iMac
- MacBook

Social Channels

- Instagram
- TikTok
- WhatsApp
- Pinterest
- LinkedIn

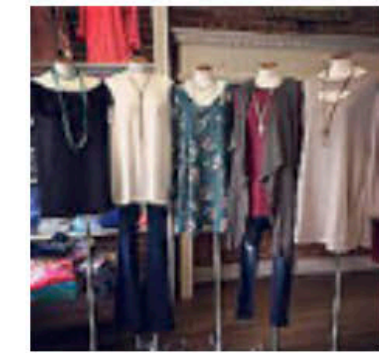


Annie is adventurous.

She loves to explore places far away from tourist areas, and enjoys learning about the local people and their lifestyles. Once, in Paris, she was spontaneously invited by a Parisian for dinner, and was amazed by the way she prepared her food, and how amazing they tasted. Since then, she's taken many cooking classes to learn different techniques.



Annie uses AirBnb for budget travels



... tries to shop at local boutiques, like Belle's, when she can to support small businesses.



... buys groceries at Trader Joe's

She hates...

- Superficiality
- Mean people
- Cynicism
- Divisiveness
- Close-mindedness

Annie's Journey



Annie is an experienced cook and wants to host an international meal.

<p>Connects with friends about the event to schedule date, time and select a theme.</p> <p>😊</p>	<p>Making a SE Asian theme menu. What dishes do I want to make?</p> <p>😞</p>	<p>Confirmed recipes and with friends that this is now a potluck.</p> <p>😊</p>	<p>Grocery shop for items</p> <p>😞</p>	<p>Cooks day of the event.</p> <p>😞 😓</p>	<p>Cooked and friends arrived with their food.</p> <p>😄</p>
<p>Smartphone</p>	<p>Internet, smartphone</p>	<p>Internet, smartphone</p>	<p>Grocery stores, smartphone</p>	<p>Smartphone</p>	<p>Smartphone</p>
<p><i>Use messaging apps and calendar to set date and time.</i></p>	<p><i>Stressed about what to make as I'm unfamiliar with foods from that region.</i></p> <p>Suggest for her</p> <p><i>Recipes I'm finding look delicious, but some are a bit laborious. Perhaps this should be a potluck?</i></p>	<p><i>Inventory ingredients to get ready for grocery shopping</i></p>	<p><i>Can't find a couple rare ingredients. What about substitutions?</i></p> <p>Revenue</p> <p><i>I went to a third Asian grocery store and finally found the rare ingredients.</i></p>	<p><i>Wow, this dish is not that easy to execute. Glad I started early. Had a couple do-overs. Wish I knew in advance what to be mindful of in one of the steps!</i></p> <p>Provide tips</p> <p><i>Friends almost here. I have to clean up and prep the tables.</i></p>	<p><i>Feeling excited and accomplished, the group takes photos of their dishes to post on social media.</i></p>

User Stories

I want to know what **traditional foods** I should try when I'm traveling abroad.

Foodie

I want to host a **Southeast Asian-themed** cook-together-with-friends event to recreate the foods we tasted when we traveled to SE Asia.

Traveler

I want to inject everyday meals with more **global flavors** but I hate researching recipes. They're so time-consuming!

Busy professionals

My client wants to impress her international guests with world flavors for the multi-course dinner at her party. **Flavor pairing is difficult** and wish there's an easier way to accomplish this.

Caterer/Menu Designer

Ecosystem & Role

Suppliers

Content creators

Historians

Chefs

Travelers

Home cooks/
bakers

Sellers

Spice vendors



Users

Historians

Chefs

Party hosts

Travelers

Bloggers

Home cooks/
bakers



Goals + Flows

Goals for MVP/MLP

Features

- Users can easily find and execute dishes from their chosen festival, country or region.
- Users can more easily create an international menu.
- Users can compile and share grocery list with their friends and family.

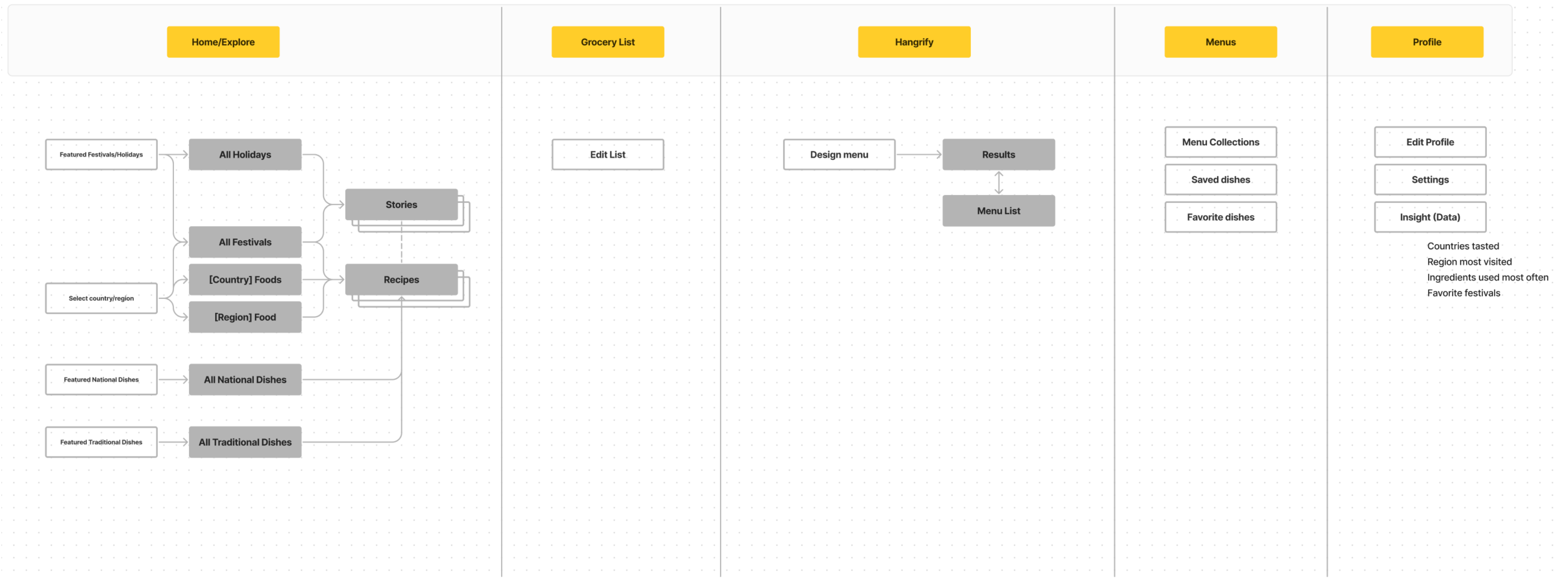
Emotional Appeal

- A sense of discovery, cultural richness, educational, fun

Business

- Test cost
- Test popularity of features (clicks)

Information Architecture

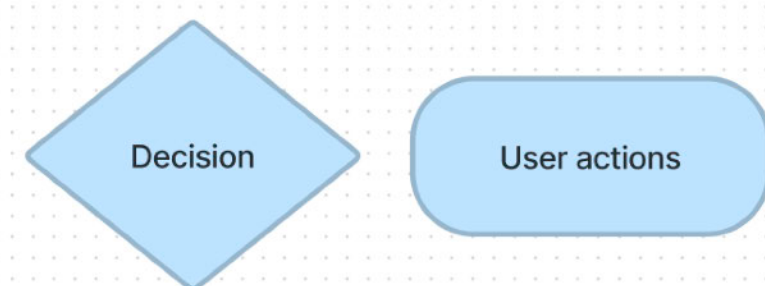
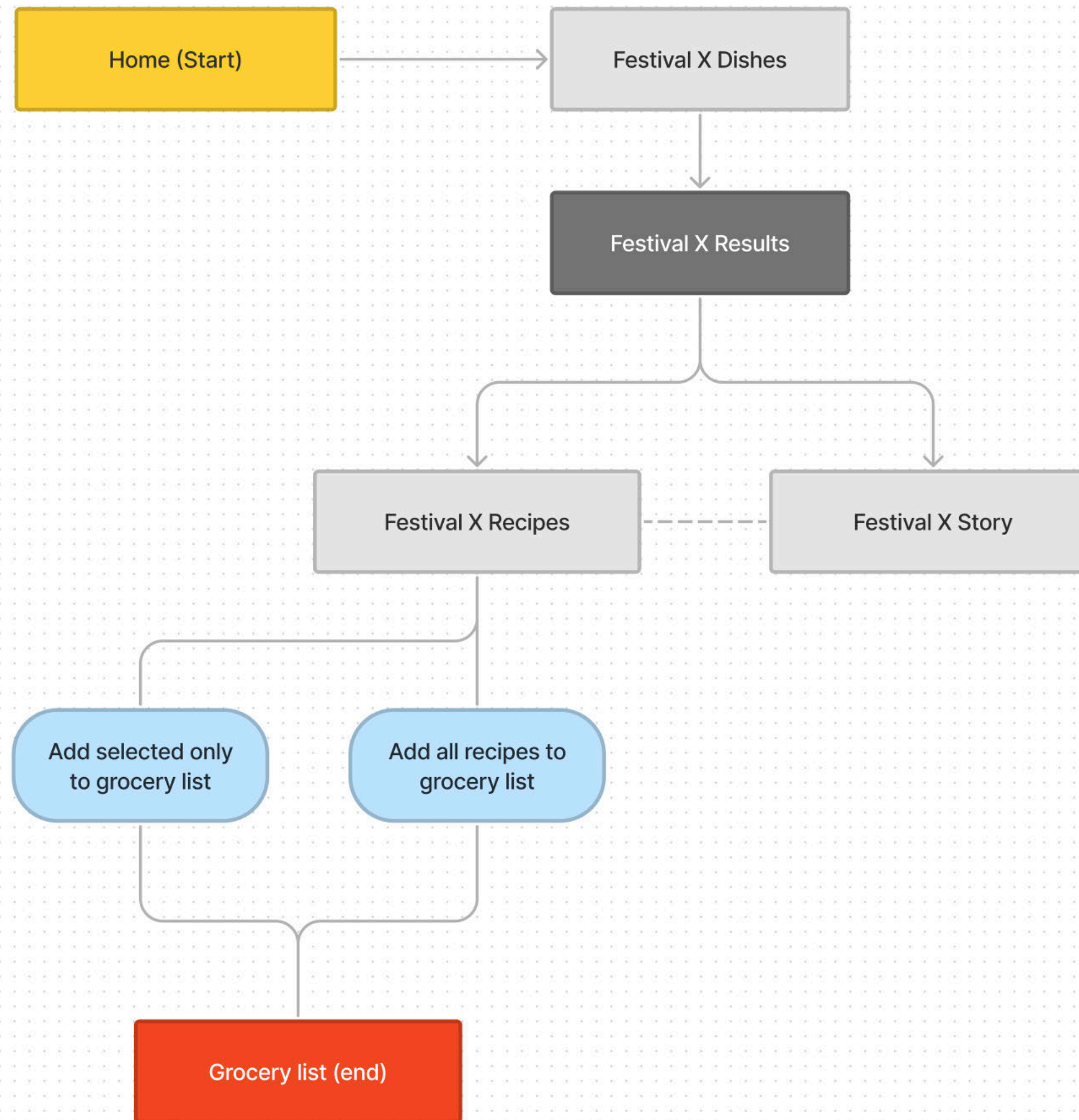


Task Flow 1

Annie wants to have a taste of the Holi Festival at home. She looks for recipes associated with it.

Status: Completed

Search festival foods and add to shopping list

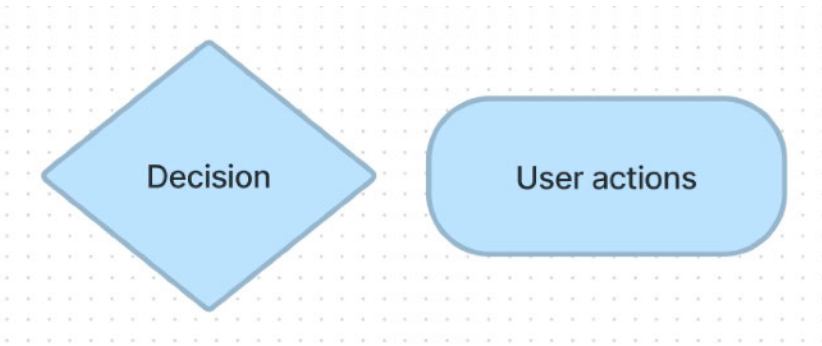
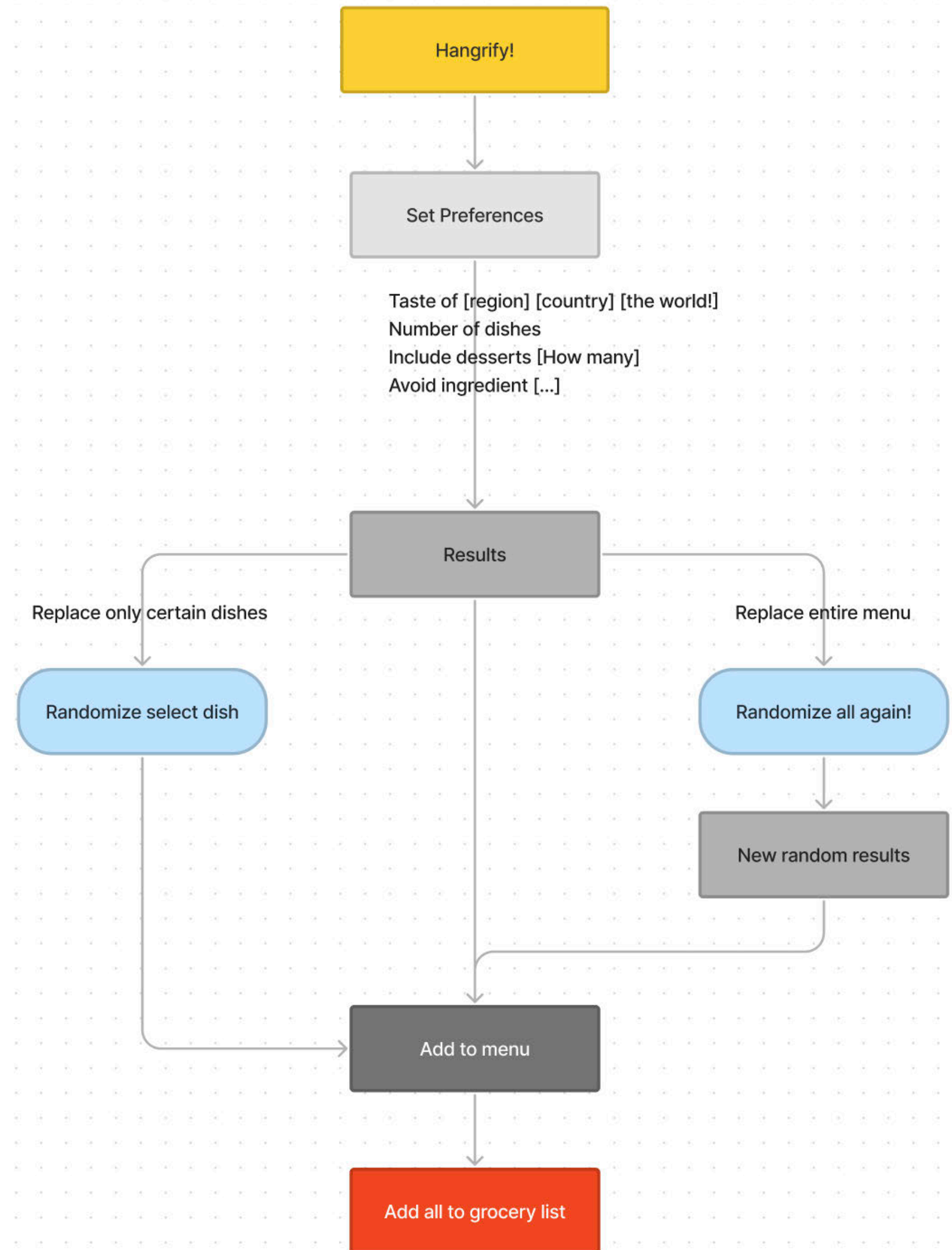


Task Flow 2

Annie wants to host a SE Asian-themed party. She uses the Hangrify feature to pair five dishes from the region.

Status: Completed

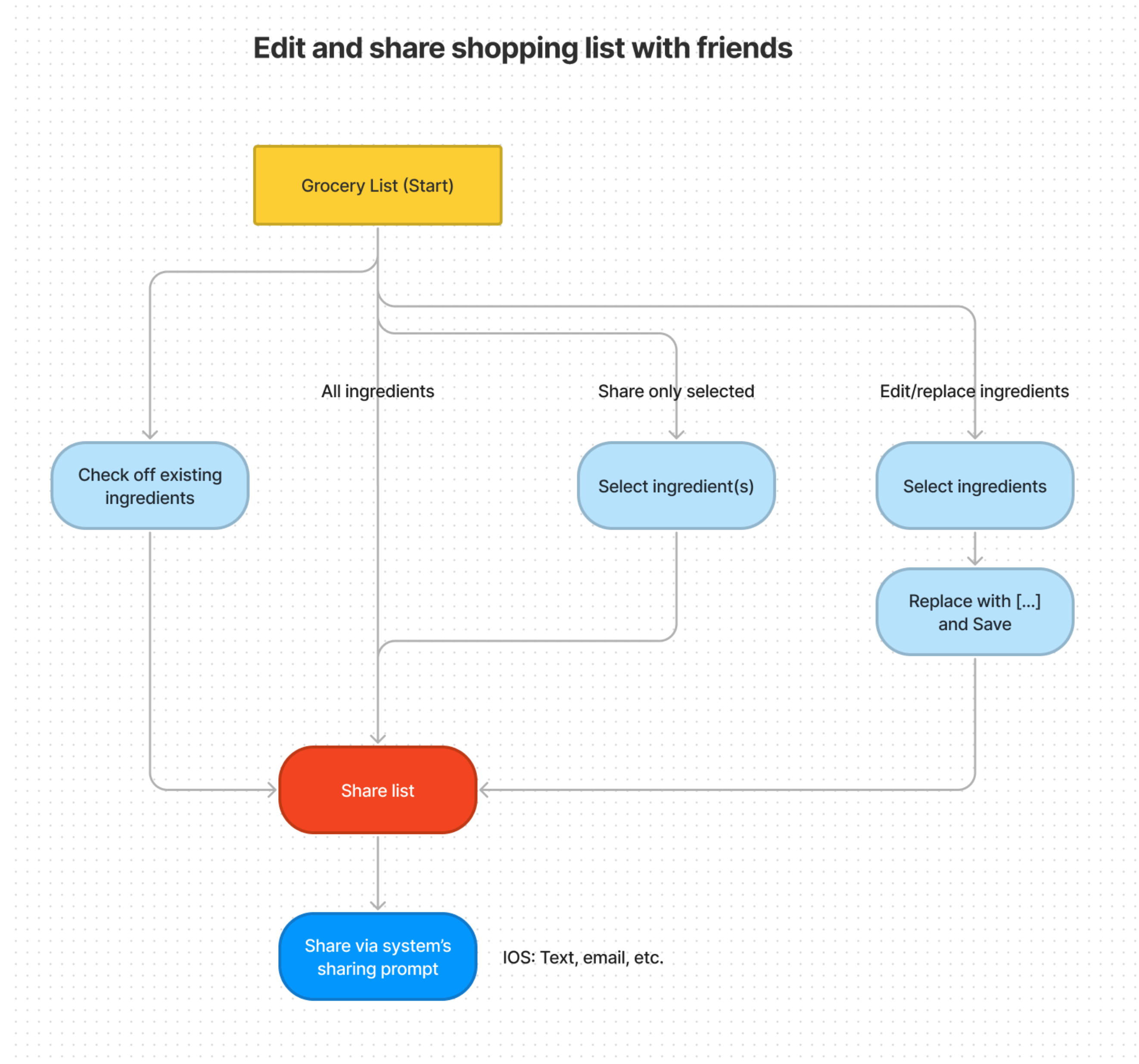
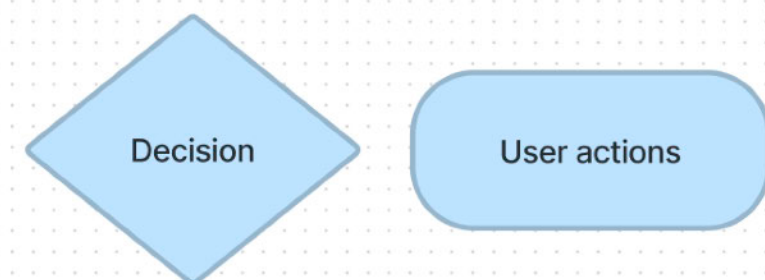
Hangrify! A feature that designs a menu for you from selected country, region or the world.



Task Flow 3

Annie has selected dishes for the Holi Festival. She will share the grocery list with her friends.

Status: Not yet completed

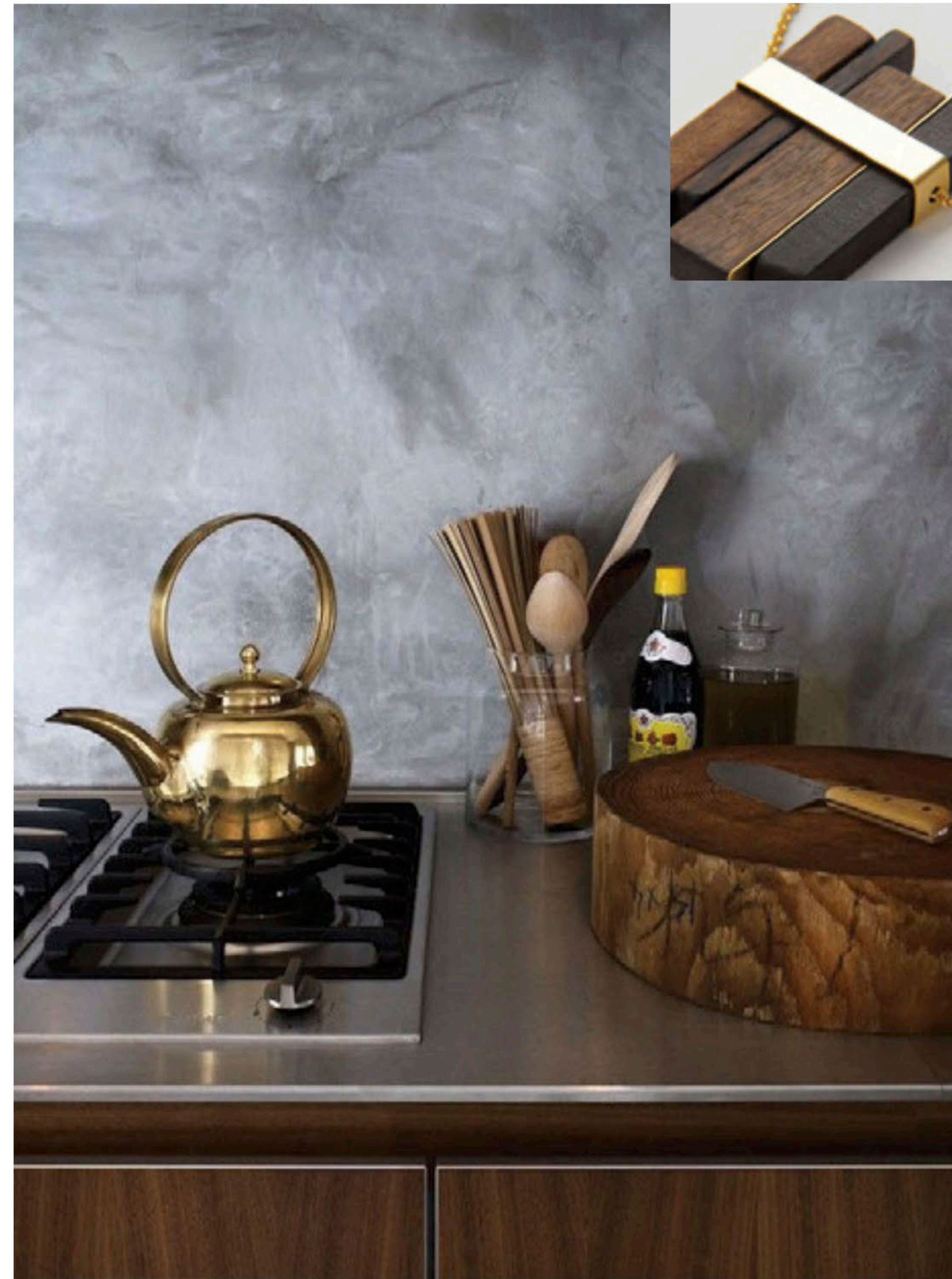


Visuals + Hi-fidelity Prototype

Visual Design Goals & Inspiration

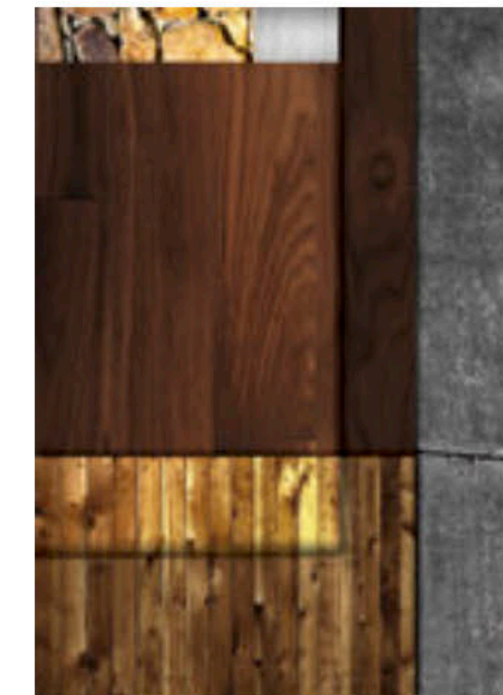
Emotional Goals

Users should feel like they have entered a “different world” with cultural richness, signaling a different type of recipe app.



Contrast

Monster is about new people venturing into old traditions and roots. I wanted to replicate the mix of new and old with cold and warm materials. The image on the left is the source of inspiration for material choices.



Materials: Concrete, wood, stone, and stainless steel.

Concrete and steel symbolize strength, while dark woods represent the depth of the spice history.

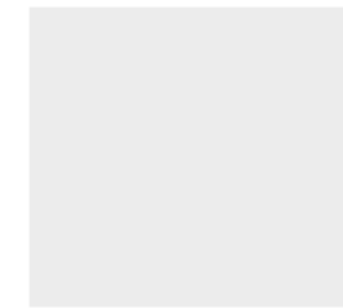
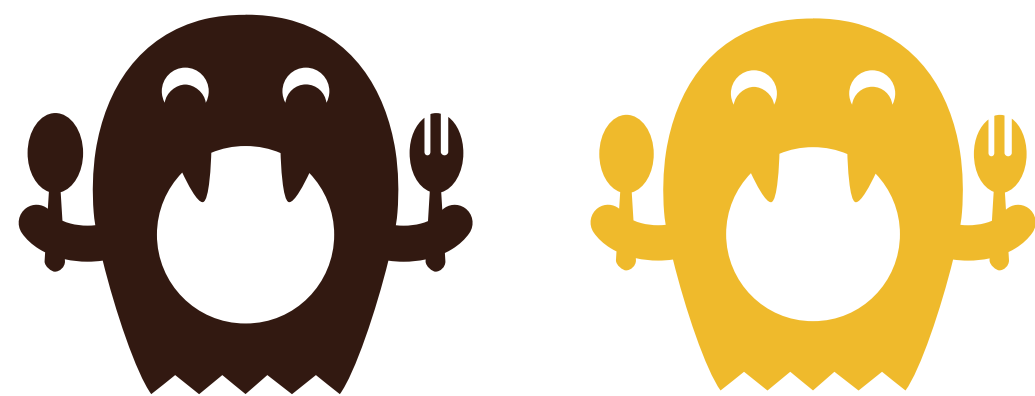


Color palette: Spices' natural colors decorate the spaces

Visual Basics

Archivo, grotesque sans serif. Reminiscent of late nineteenth century American typefaces.

Lora has roots in calligraphy. Conveys the mood of a modern-day story, or an art essay. Optimized for screen appearance.



#EFEDEC



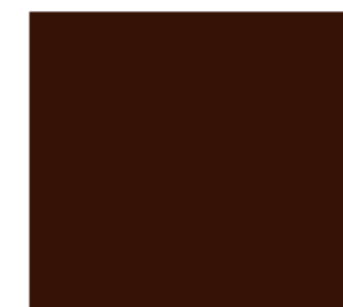
#EFBA2C



#FFD973



#AA7D05



#321911



#A49180



Button



Button

Heading 1

font-family: Archivo
font-style: bold
font-size: 39px
line-height: 30px

Body 1

font-family: Lora
font-style: regular
font-size: 16px
line-height: 26px

Heading 2

font-family: Archivo
font-style: semibold
font-size: 24px
line-height: 32px

Body 2

font-family: Lora
font-style: regular
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line-height: 25px

Heading 3

font-family: Archivo
font-style: semibold
font-size: 20px
line-height: 22px

Heading 4

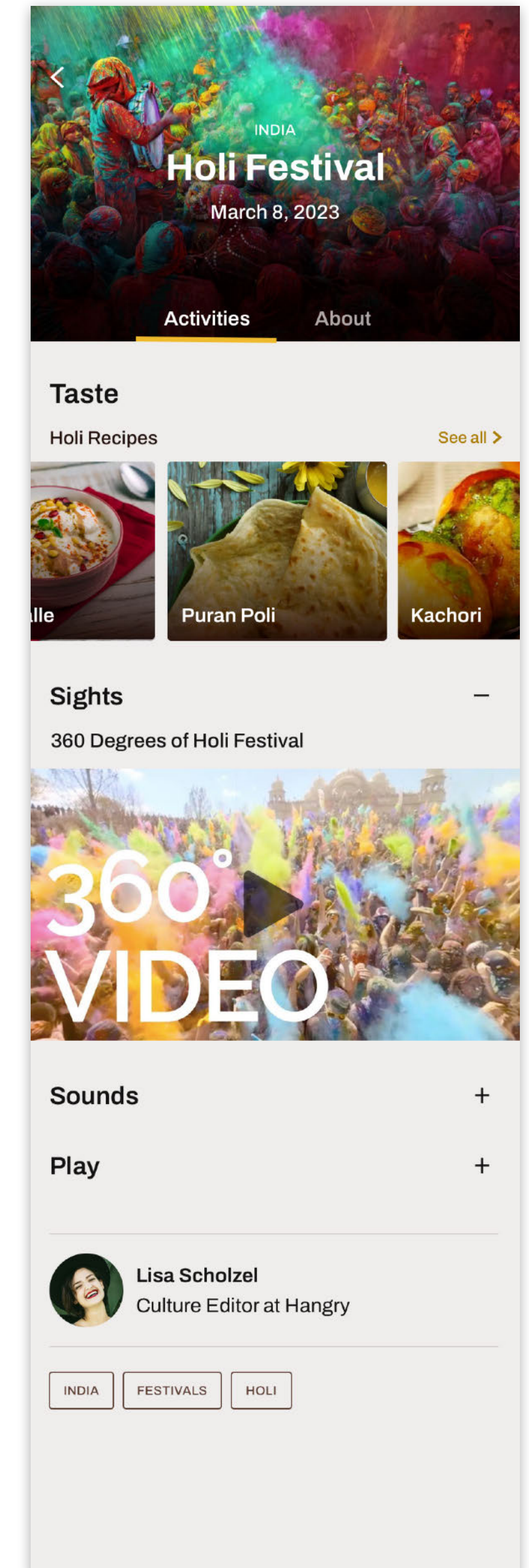
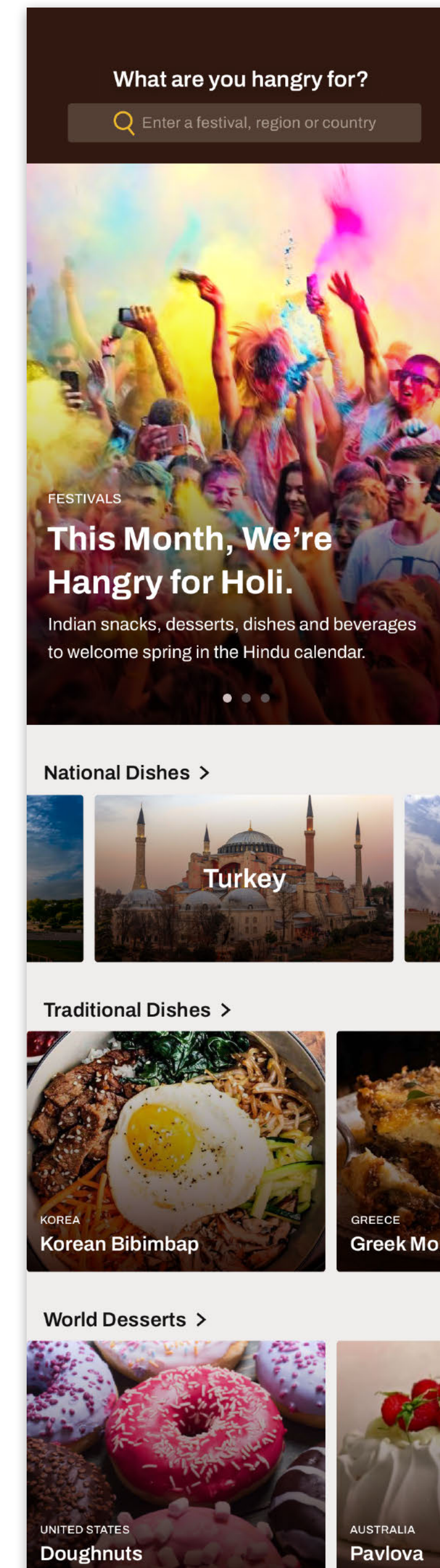
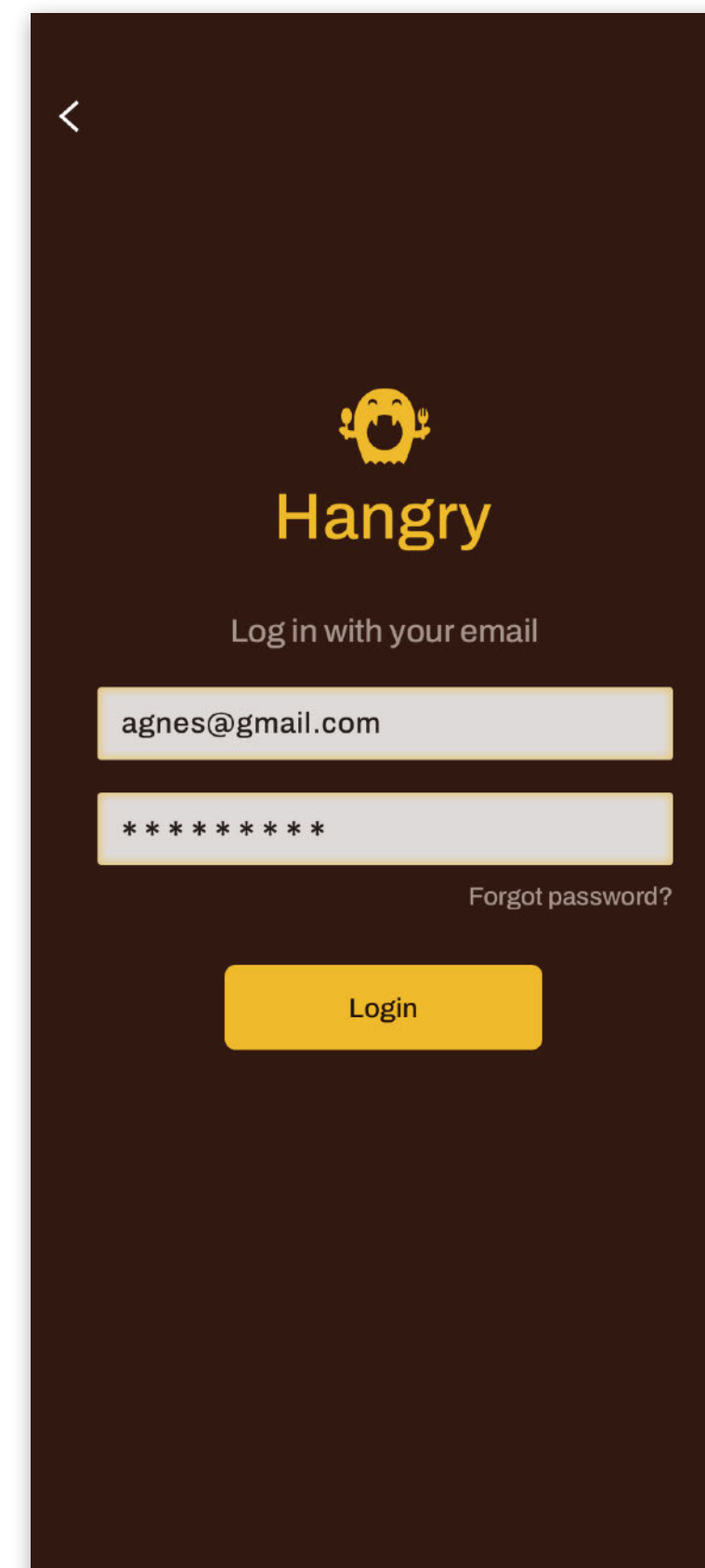
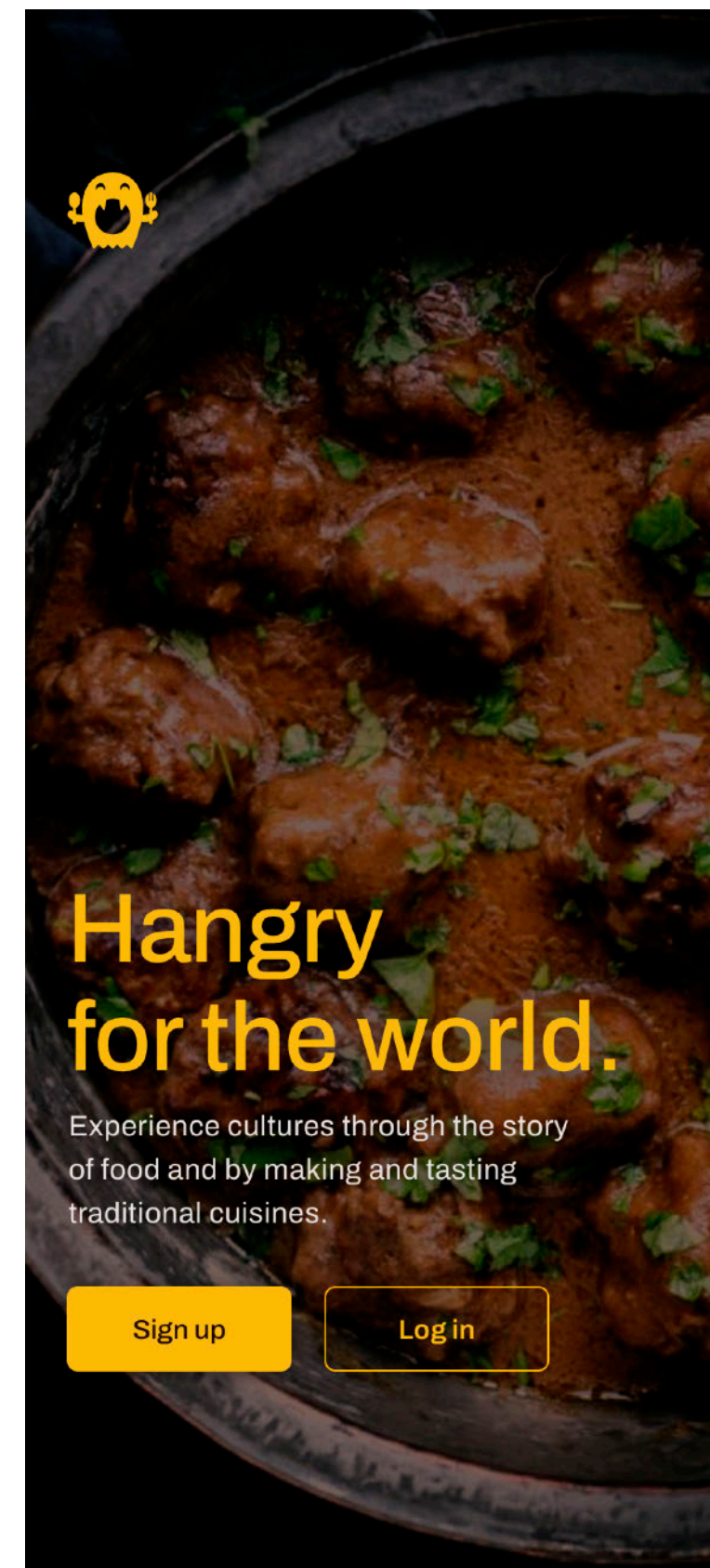
font-family: Archivo
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font-size: 18px
line-height: 25px

Heading 5

font-family: Archivo
font-style: semibold
font-size: 16px
line-height: 23px

Product Prototype

View mobile prototype



End

By Agnes Limandra Carrera