WW

RECIPES EXPERIENCE

ROLE: ADVISOR + REVIEWER + APPROVER

WW - Recipes Experience

The Problem

New Members don't know what and how to eat.

Crew Goal

How can we inspire our members by providing an ecosystem in which they can create, discover, and share recipes throughout their ww journey and beyond?

The Process

Problem Definition	→	User Research	→	Design Exploration	→	Design Refinement	→	Design Delivery

Problem Definition

Advise on Problem + HMWs

Provide Templates + Frameworks

Ensure alignment with Product + Design Strategy

Encouraged the team to engage with Data Science team

User Research

Enable research

Ensure XR was brought in early
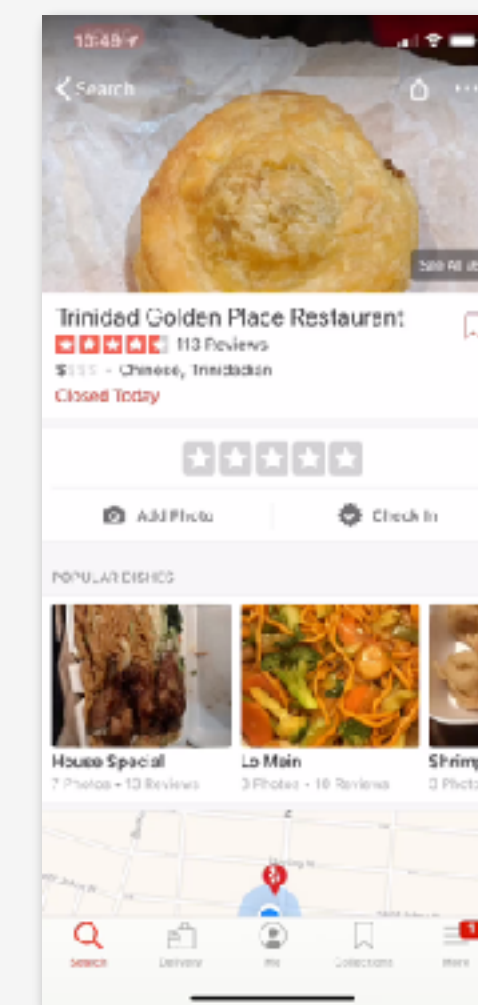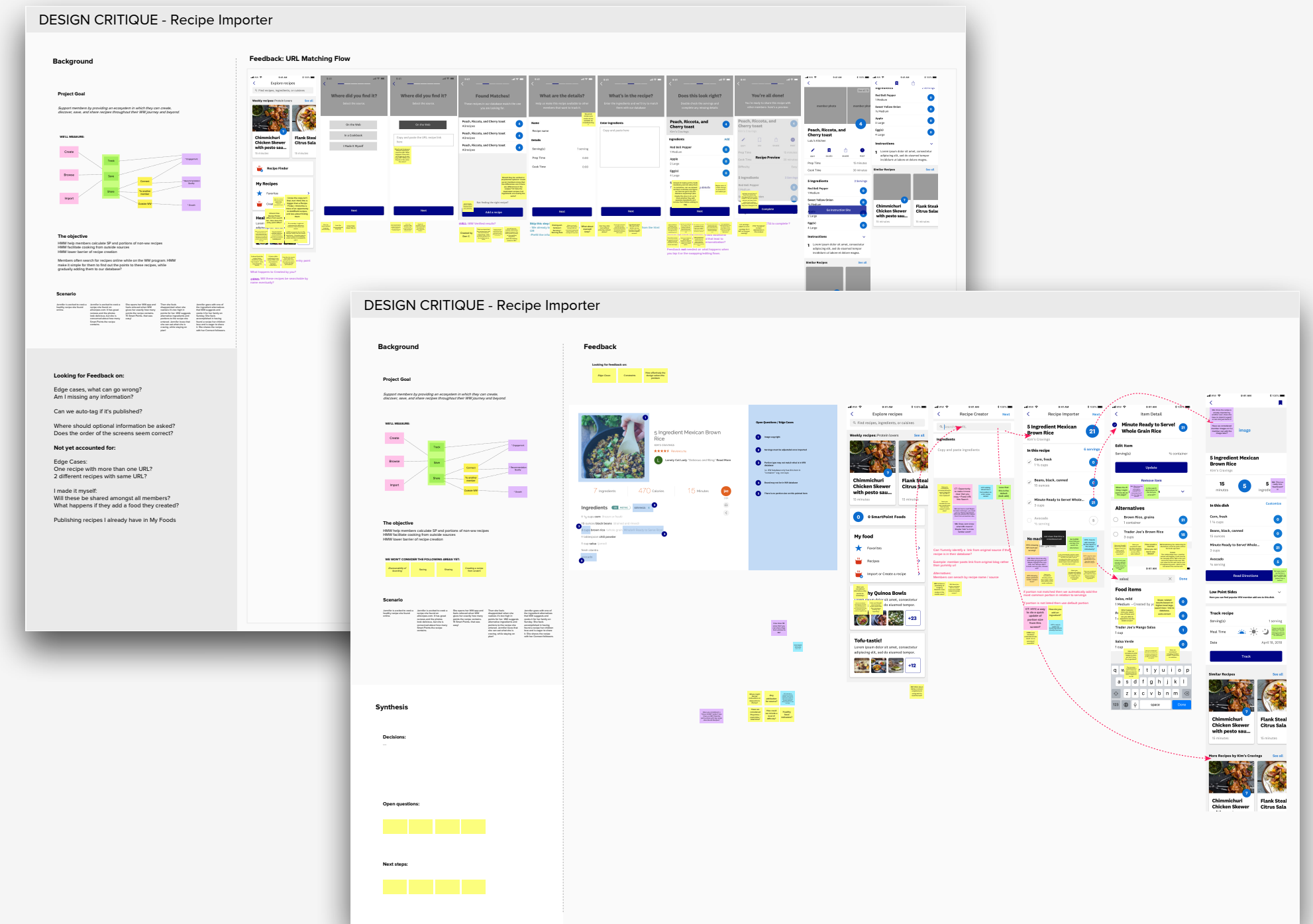
Support XR + PD in methodology
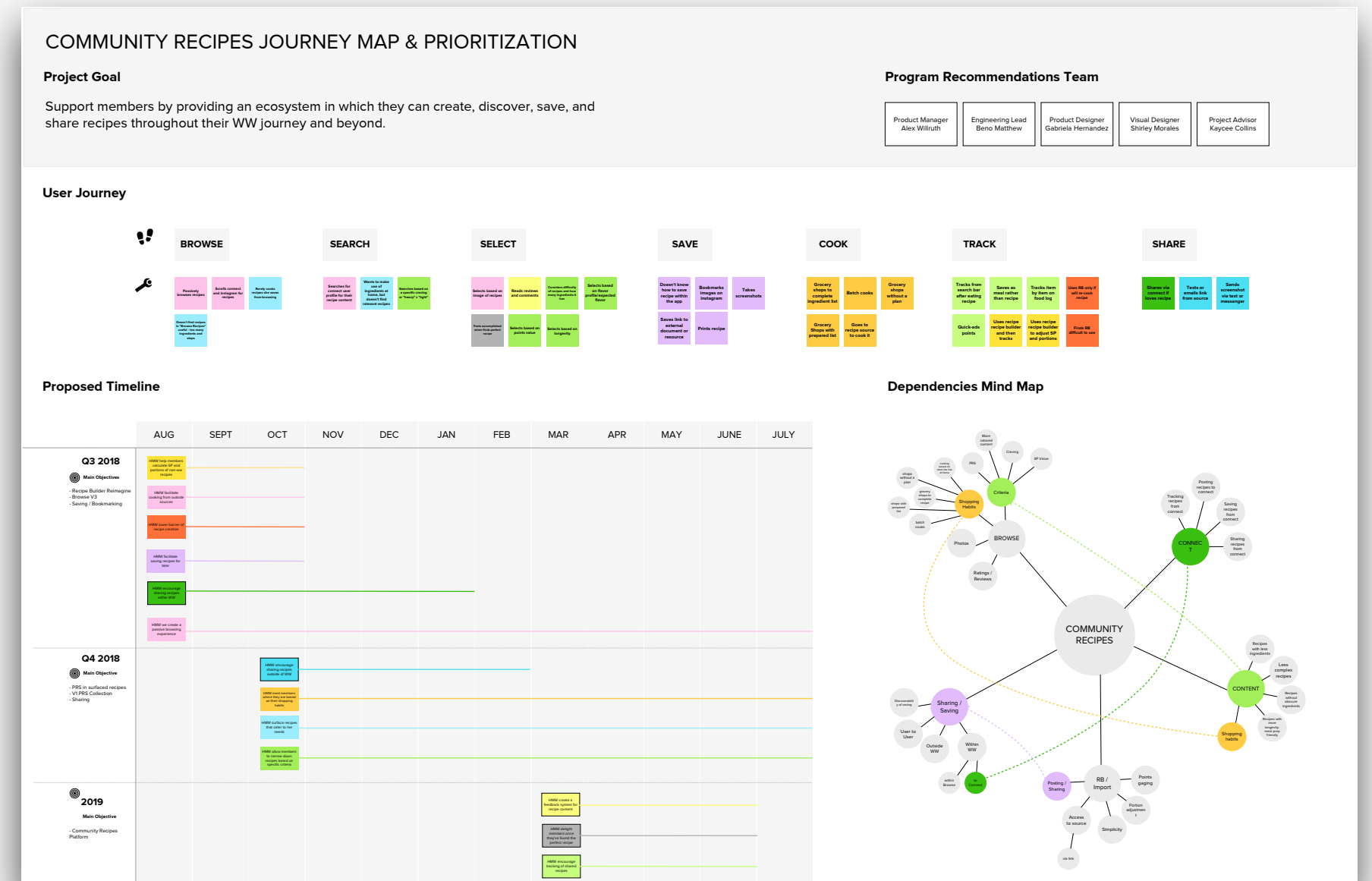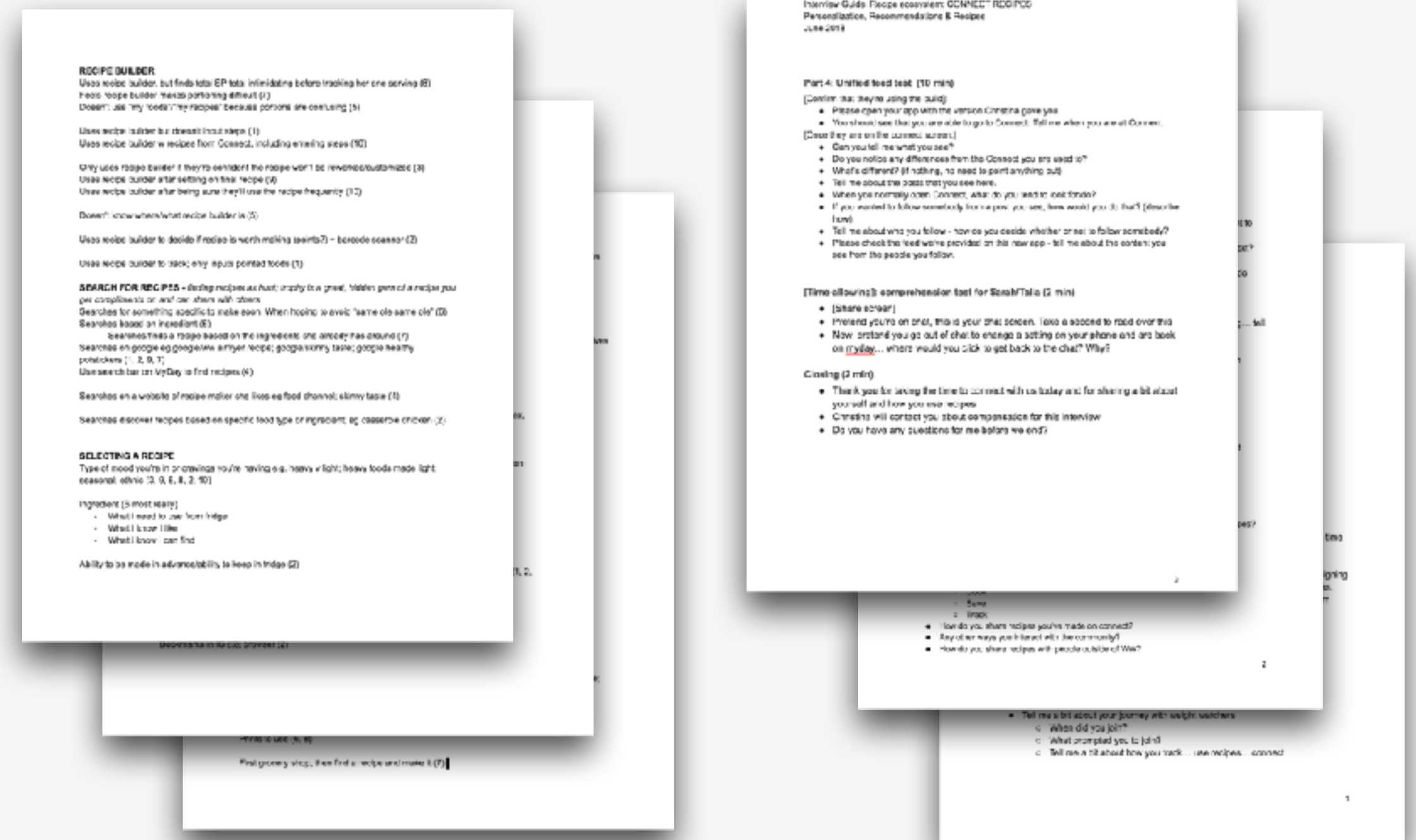
Design Exploration

Facilitated + supported two design critiques

Supported narrowing options through critique
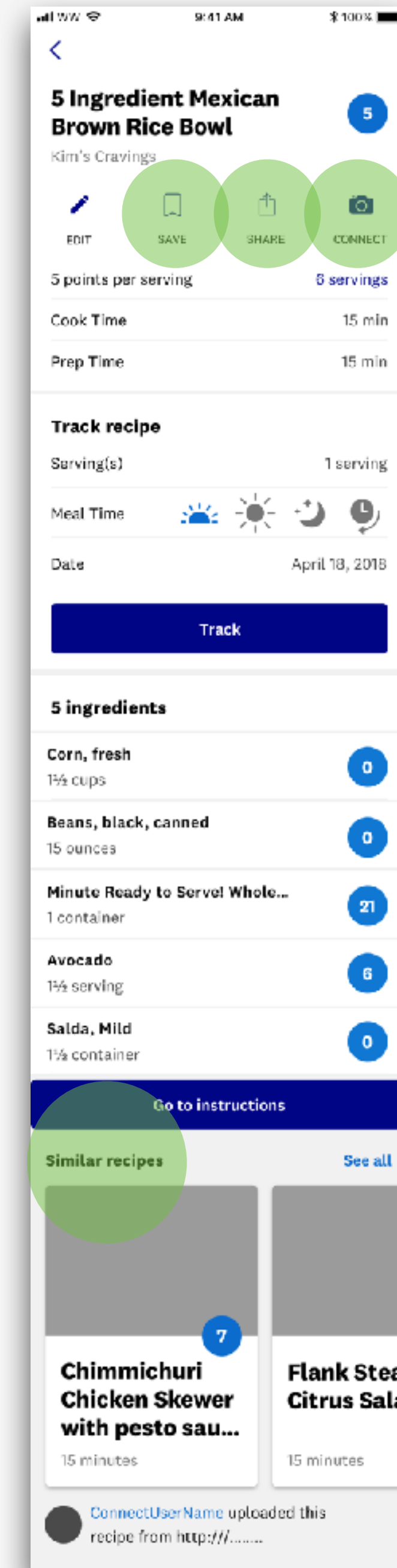
Design Delivery

Ensure quality

Celebrate with team

Design Feedback + Critique

Ensure collaboration with partners

Ensure HMWs and Use Cases are covered

Next Steps

Conduct Research on Recipe importer

Partial Rollout of share + save features

Review + Iterate based on data + Analytics