

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

## Program Recommendations Team

**Product Manager:** Alex Willruth  
**Engineering Lead:** Beno Mattheu  
**Product Designer:** Gabriela Hernandez  
**Visual Designer:** Ross Lauta  
**Advisor:** Kaycee Collins

## Community Recipes

### Problem statement

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?

How do we create a recipe community inside and outside of the WW platform?  
 Content creators need a seamless platform to facilitate sharing recipes they create  
 Where will community recipes live?  
 How will community recipes be shared?  
 How do we become a resource for recipes?

### Areas of opportunity

HMW facilitate the tracking of recipes that members find outside of the WW platform  
 HMW facilitate the tracking of recipes that members eat often  
 Our members have trouble calculating and confidently tracking how many points are in the recipes they want to consume while on the WW program.  
 HMW help members stay within their points budget when browsing recipes they find from other sources

### What we know

Members use the recipe builder to find out the points value of recipes they find online  
 Members edit WW Recipes to adjust ingredients and portions  
 Members quick-add every day in lieu of going through the hassle of creating a recipe  
 Members create meals in lieu of creating a recipe (because they don't know the difference?)  
 Members do not feel confident in the outcome of recipe builder re: servings, yields, portion

## Community Recipes Timeline

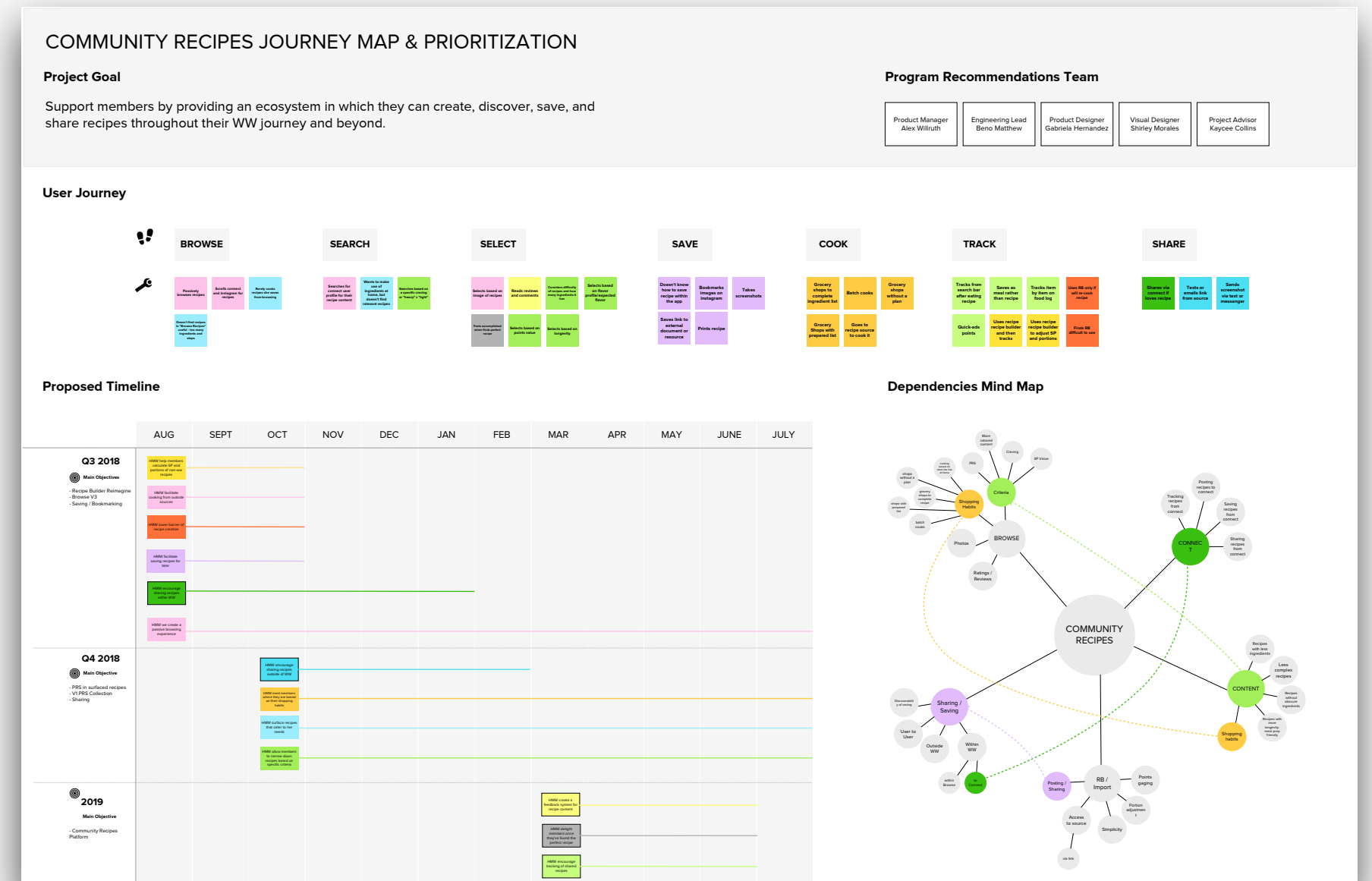
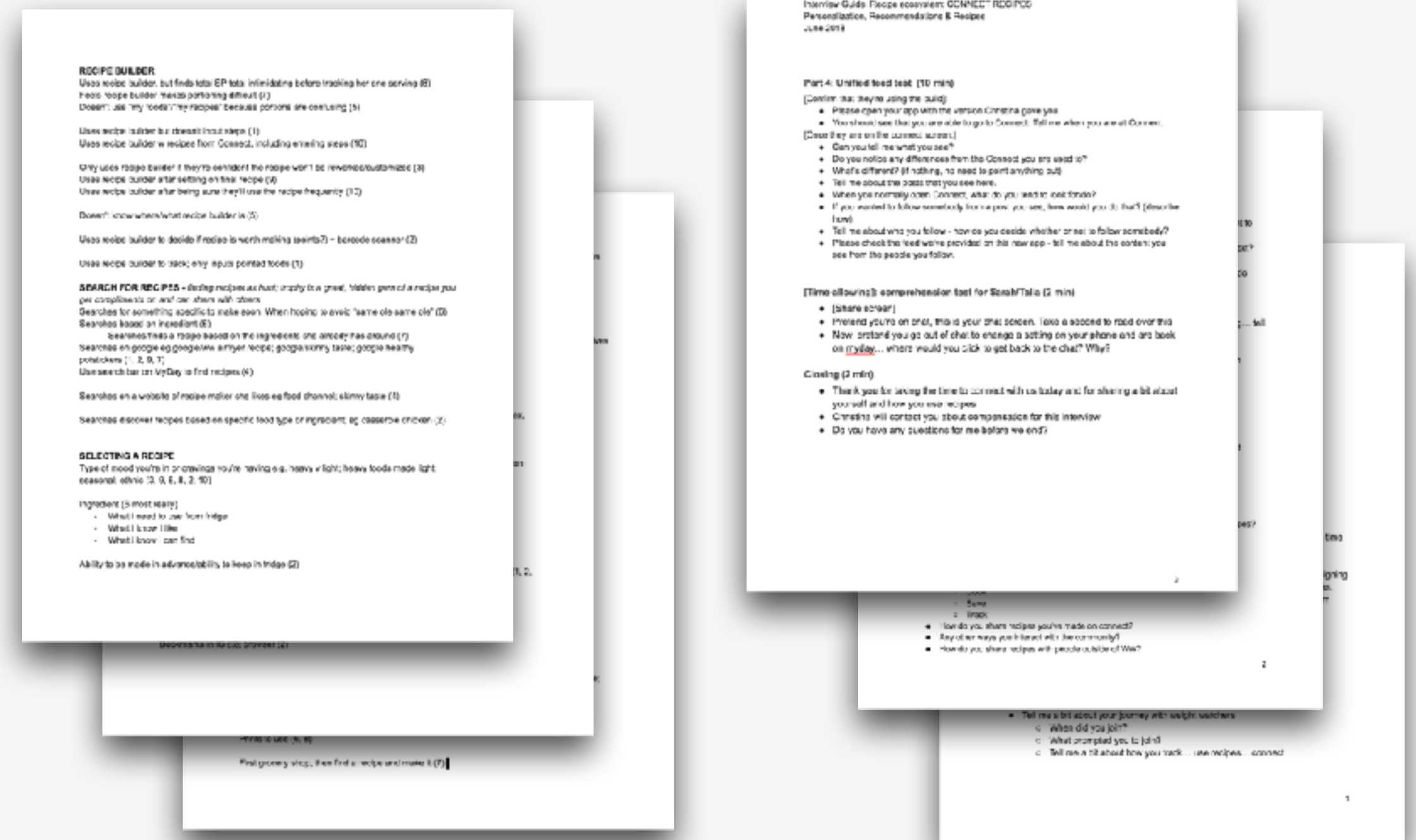
	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	6	7	8	9	
	18	14	15	16	
	PSS Core Sync Breakfast Service				
Thu	20	21	22	23	
	User Interviews		User Interviews		
	27	28	29	30	
	PSS Core Sync Rec WW (Week 2)		Cook WW (Meal)		

# User Research

Enable research

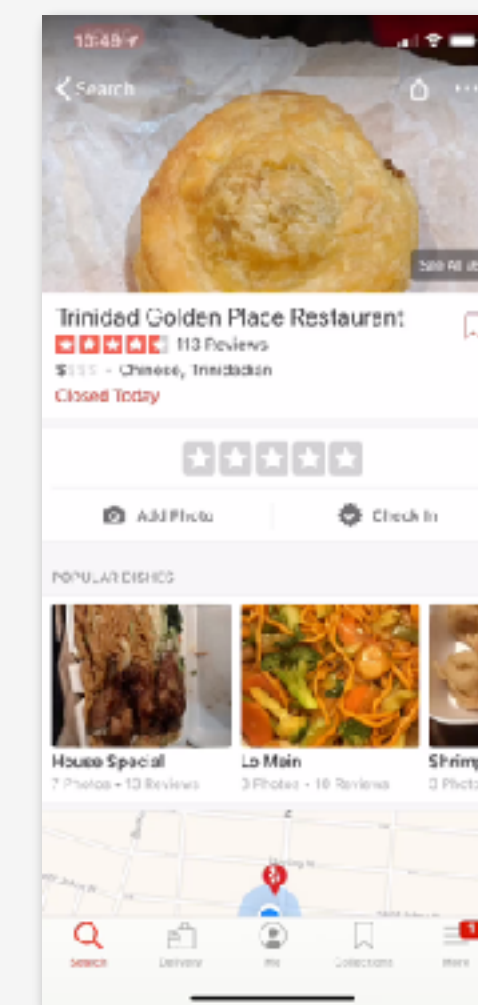
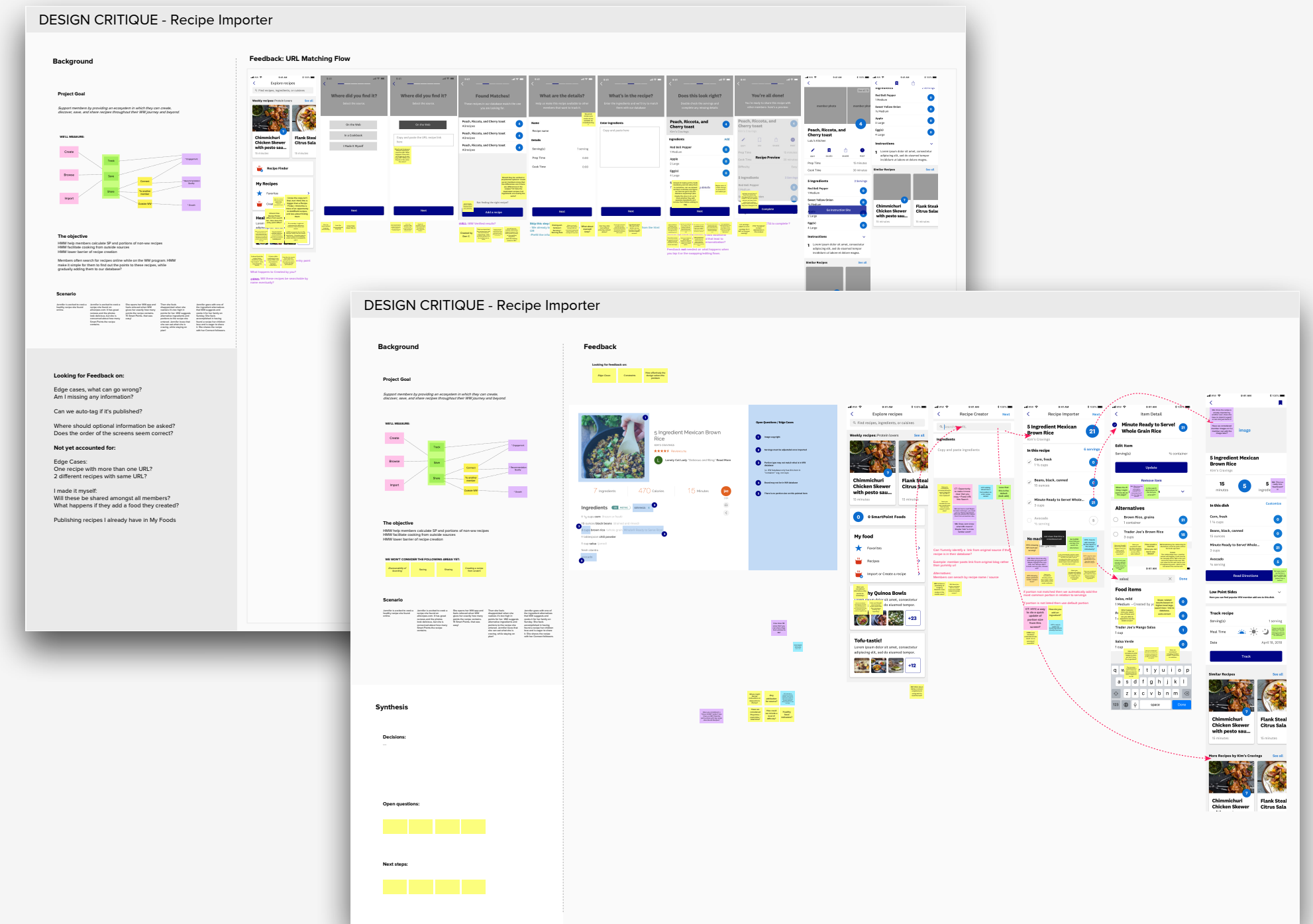
Ensure XR was brought in early

Support XR + PD in methodology



# Design Exploration

Facilitated + supported two design critiques  
Supported narrowing options through critique



# Design Delivery

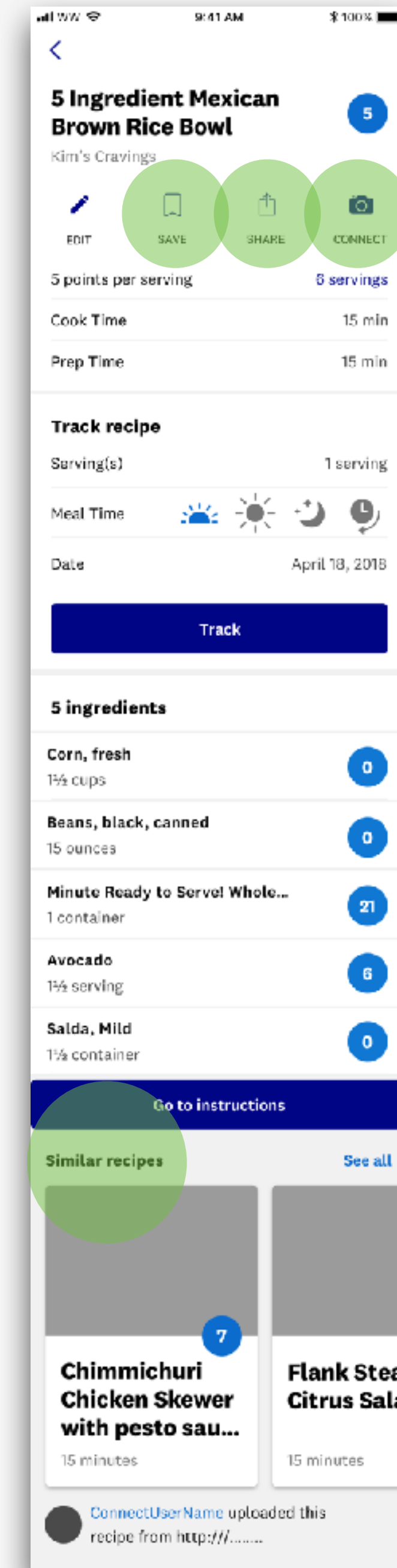
Ensure quality

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

