

DEEP DIVE | UX DESIGN AWARDS

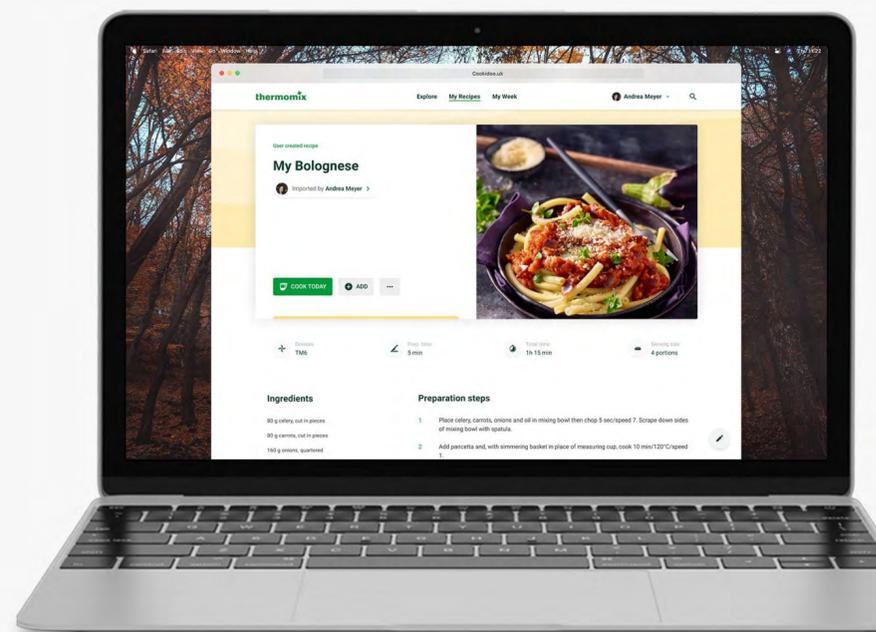


Cookidoo® | Created Recipes

provided by Thermomix®



Stefan Bickelmann
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Who we are



Andreas Uhlenbrock

Senior UX Manager, Vorwerk International

 [andreasuhlenbrock](#)



Stefan Bickelmann

Principal UX Designer, Intive

 [stefanbickelmann](#)

**Welcome to the
mix.**



Get personalized inspiration

09:41

Hello, what would you like to cook today?

Search Cookidoo®

Featured **For you** Themes

Because you like simple, easy everyday dishes [See more >](#)

Chicken, Basil and Roasted Red Pepper Spaghetti

Crispy Fish Sandwiches with Honey Lime Slaw

Herby Steaks with French Potato Salad

Explore Search My Recipes My Week Shopping

Organise your favourite recipes

09:41

All Created Saved

Search within My Recipes

Bookmarks
12 Recipes

Created recipes
44 Recipes

Recently viewed
0 Recipes

Protein Power Bowls
8 Recipes

Kid's Corner - I want to be a chef
9 Recipes

Breakfast on-the-go

CREATE COLLECTION

Explore Search **My Recipes** My Week Shopping

Search in 80k recipes

09:41

Search Cookidoo®

FILTERS • 1 RELEVANCE

6887 results found

Chicken chorizo and chickpea stew
★★★★★ 5.0

Sticky Gochujang Marinade
★★★★★ 5.0

Aussie damper
★★★★★ 5.0

Berry Clafoutis (Anna)
★★★★★ 5.0

Explore Search **My Recipes** My Week Shopping

Weekly plans and shopping list

09:41

Shopping list

By category **By recipes** 2

2x Steamed Cod Over Greens

16 oz Brussels sprouts

20 oz chicken stock

8 cod fillets

1 oz extra virgin olive oil

4 garlic cloves

0.5 tsp ground black pepper

6 oz lacinato kale

2 lemon

1 tsp salt

8 tbsp toasted pine nuts

Explore Search My Recipes My Week **Shopping**



Happy people,
right?



**The elephant
in the room**



Can I add grandma's bolognese recipe?

Goal

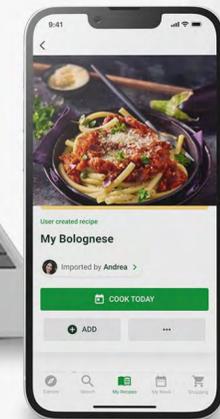
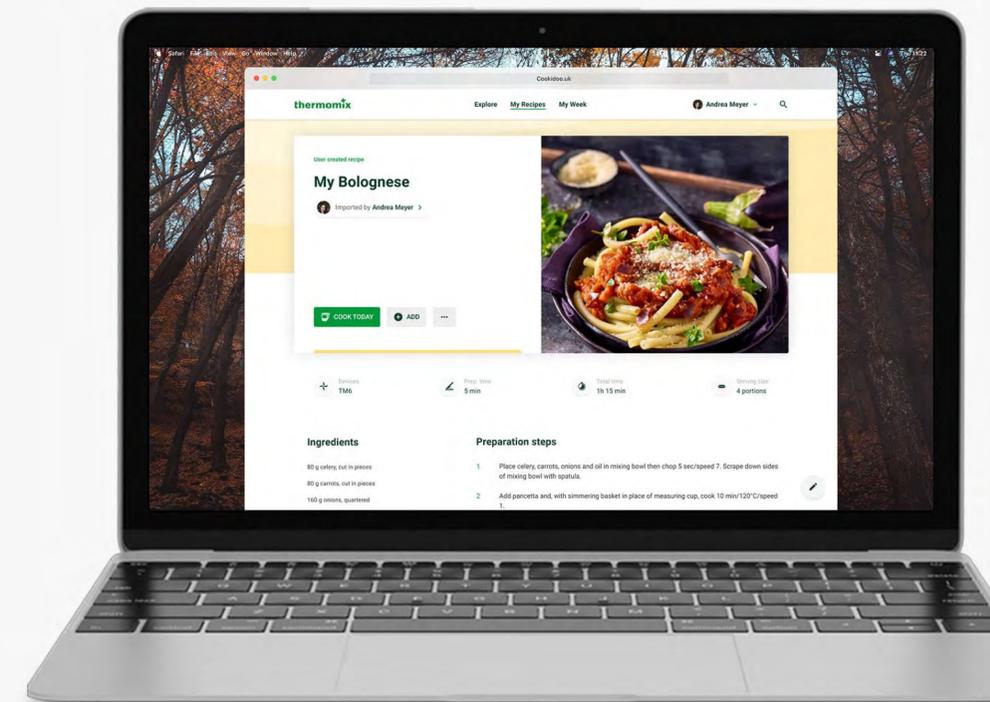
Enable me to have
my recipe treasure
in Cookidoo and
cook it with
my Thermomix.



CHALLENGE 1

Large scale plattform

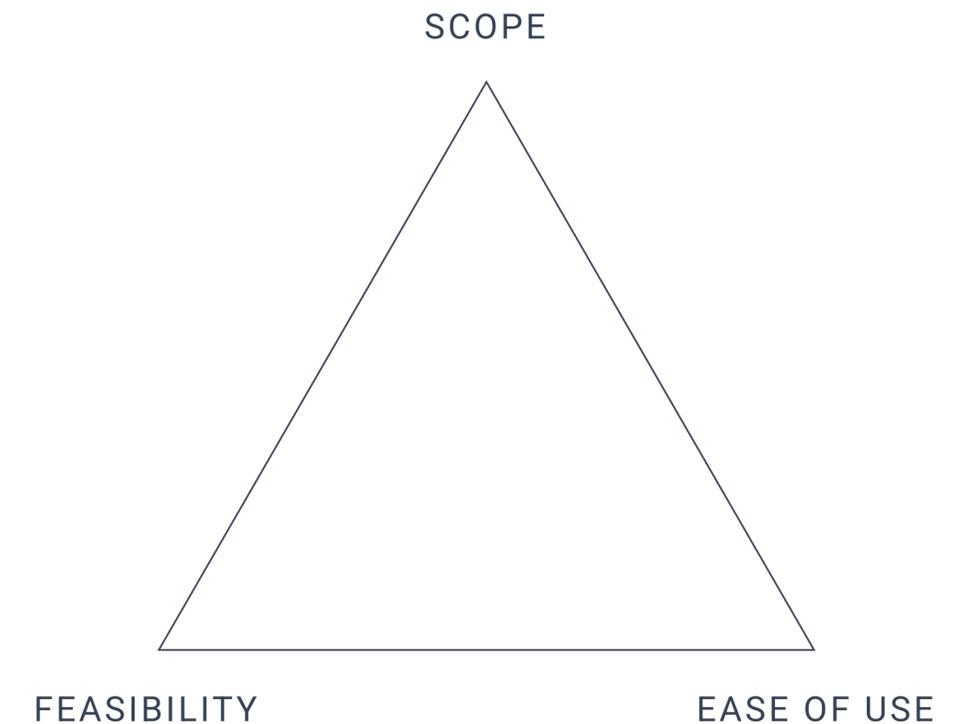
- Not only one touchpoint, an ecosystem with an IOT Device in the core
- Over 300 million cooking sessions per year
- Available in 49 countries
- No focus yet on user-generated content



CHALLENGE 2

High complexity

- Writing recipes for Thermomix is a complex task done by trained professionals
- Balanced between scope, technical feasibility and ease of use
- Different usecases: Create, import, adapt



CHALLENGE 3

A lot of dots to connect

- Close collaboration with different units is needed
- Bring everybody together behind a common vision
- Remote Setup due to Covid



Ready
for a
short
demo

Rezepte
EINFACH SELBST
gedacht.

Tofu Bolognese

Zutaten

- 300 g Blocktofu, in Stücke
- 1 Knoblauchzehen
- 70 g Zucchini, halbiert
- 70 g Möhre, in Stücke
- 70 g Auberginen, in Stücke
- 40 g Olivenöl
- 50 g Tomatenmark
- 2 Prisen Zucker
- 500 g passierte Tomaten
- 200 g Mehl, in Stücke
- 1 Lorbeerblatt, gewaschen
- 1 TL Oregano, gewaschen
- 1 TL Salz und etwas mehr zum Kochen der Nudeln
- 1 TL Pfeffer
- 400 g Fett
- Wasser zum Kochen der Nudeln
- 1 Scheibe Basilikum, abgezogen

BASILIKUM PASTA

4 Portionen

- 1 Bebe Knoblauch
- 1 Teelöffel Salz
- 60 g Basilikum
- 40 g Pinienkerne
- 30 g Parmesan
- 150 ml Olivenöl

Den geschälten Knoblauch mit dem Salz in einen Mörser geben und zerstoßen, gehackte Basilikumblätter hinzufügen und zu einer Paste zerdrücken. Pinienkerne dazugeben und etwas Öl dazugeben, einen Teil des Parmesans und etwas Öl dazugeben, vermischt und den restlichen Parmesan und das Öl ebenfalls dazugeben, bis eine glatte und cremige Konsistenz entsteht. Wenn nötig, fügen Sie mehr Salz und etwas schwarzen Pfeffer hinzu.



thermomix

The image shows a Thermomix tablet interface with three main sections. On the left, a recipe card for 'Strawberry milkshake' is displayed, including a 'START COOKING' button and the creator's name 'Andreas'. The central section shows a recipe step for 'Potatoes with Yoghurt Sauce' with instructions to 'Add 100 g milk and 1 tsp sugar and mix another 20 sec/speed 7.' Below the text are icons for a scale and a speed selector. On the right, a control panel features three circular dials: a timer set to 00:20, a temperature dial set to --- °C, and a speed selector dial set to 7. Below the dials is the instruction 'Turn speed selector to 7.'

User created recipe

Strawberry milkshake

Created by
Andreas

START COOKING

Potatoes with Yoghurt Sauce

1/3

Add 100 g milk and 1 tsp sugar and mix another 20 sec/speed 7.

00:20
min sec

°C

7

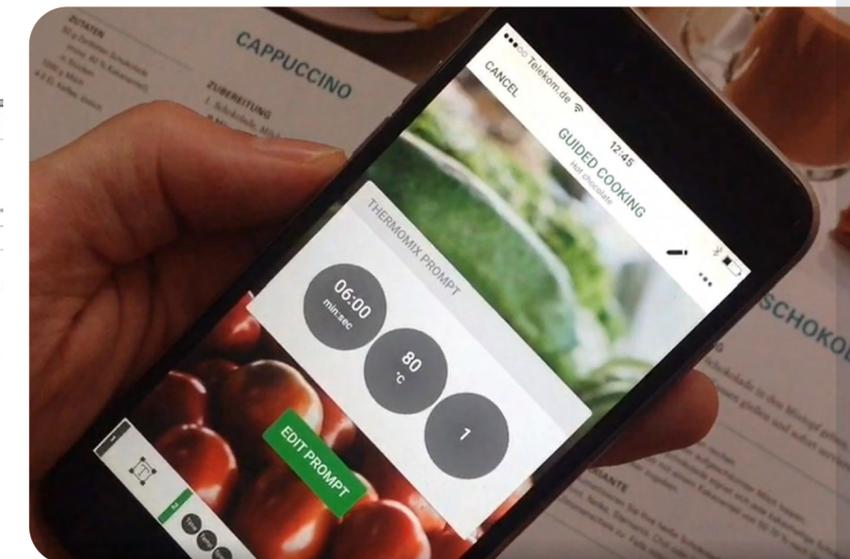
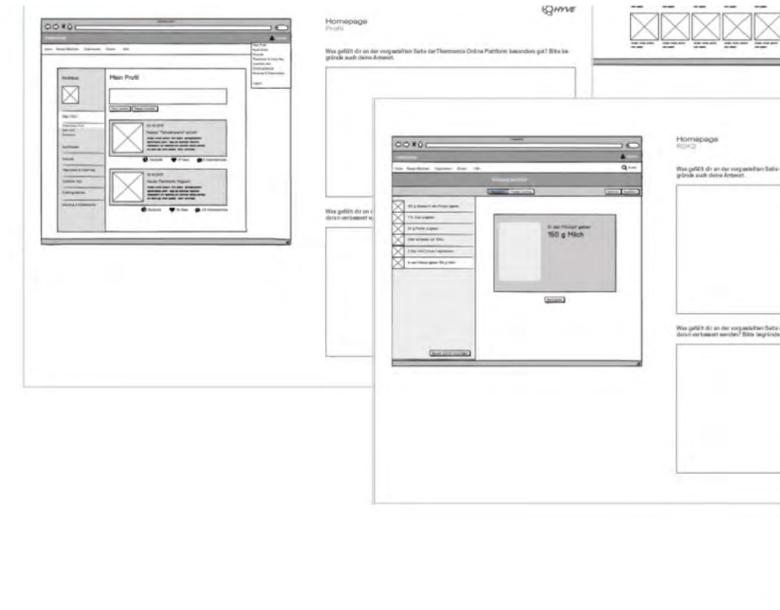
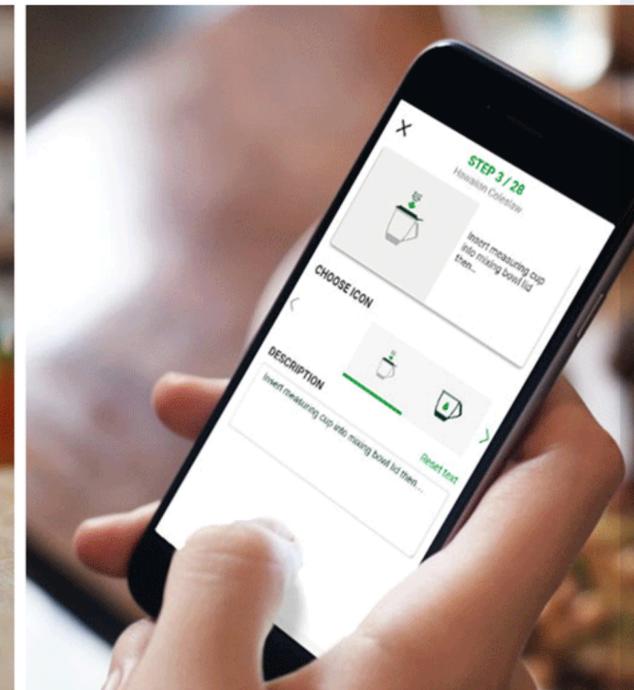
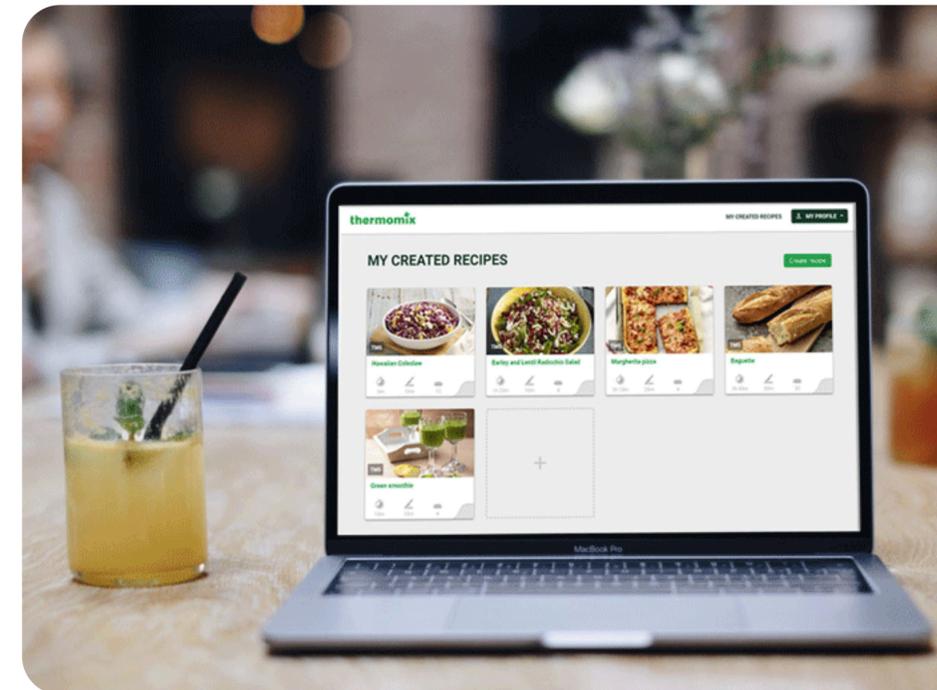
Turn speed selector to 7.

What are the **ingredients** for a successful product?



Pitch and prototype

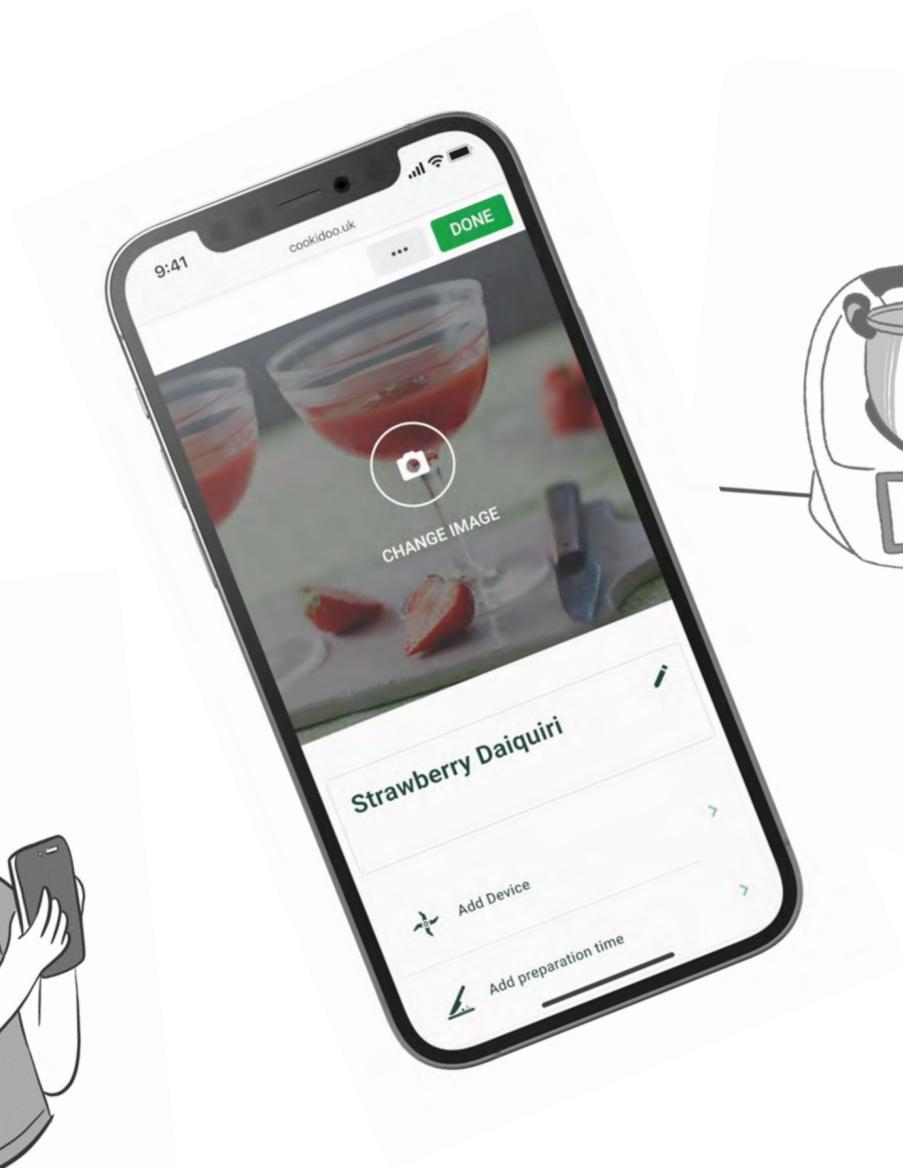
- Allowing use created content is a revolution for us. And a dream of many years.
- Close discussion with countries, recipe development, product management, safety, legal and many more convinced and shaped a common vision.
- First user interviews and prototypes helped to learn about the subject.



Tell a story

- Storytelling was used to explain the vision and target feature set for each development stage
- No need to have all designs done. Cheap and fast. Fun and motivating.
- Mr Lazy: Wants a 1-click solution
- Mrs Effort: Willing to invest time in learning and creating content





INGREDIENT 3

Co-Create

- Meet, when you can.
- Post-it's and scribble sessions.
- Digital setup in Figma with files for “Solution exploration” and “Implementation”
- UX Setup with central UX team and embedded UX

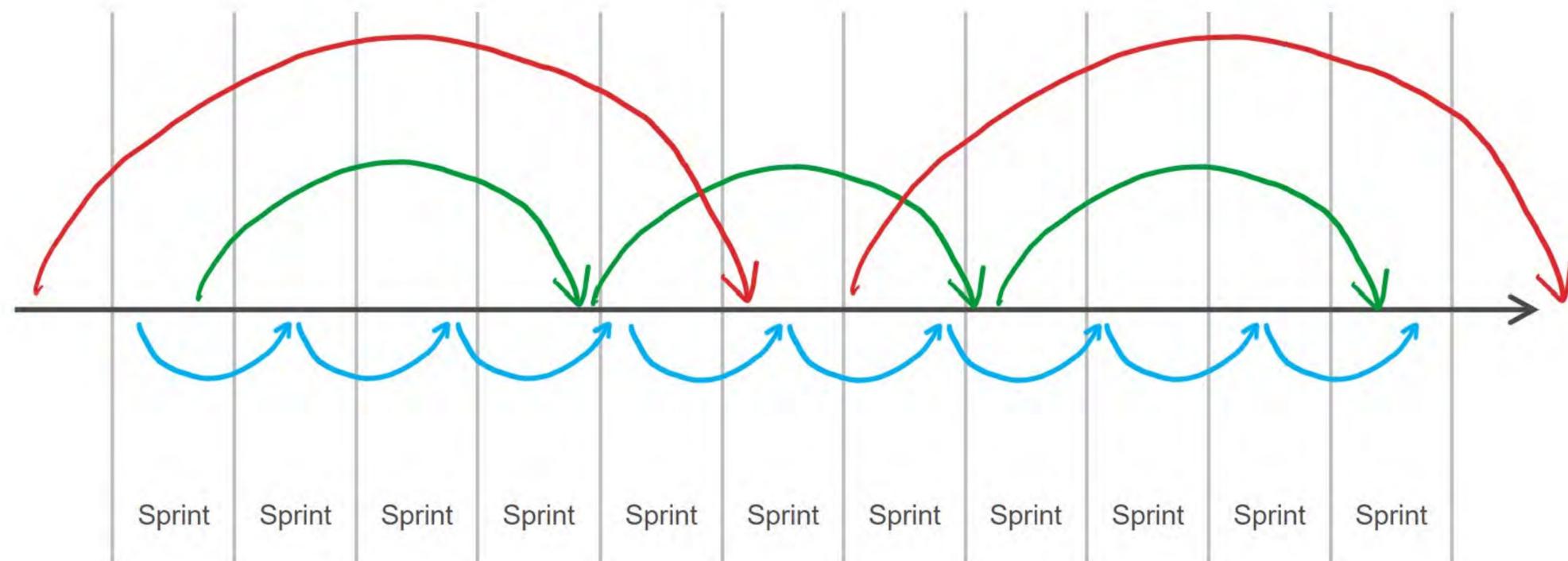


UX on different levels

Strategic discovery

Feature level

Implementation



VORWERK Confluence | Startseite | Zuletzt verwendet | Bereiche | Personen | Apps | Vorlagen | Erstellen | Suchen

Vorwerk Digital - NWOT

- Vorwerk Recipes
- Created recipes
 - Create created recipe
 - Import created recipe
 - View created recipe
 - Edit created recipe
 - Edit recipe title
 - Edit image**
 - Edit ingredients & preparation
 - Edit recipe information
 - Edit "Hint & Tips"
 - Delete created recipe
 - Integration in My Recipes
 - Integration in My Week
 - Integration in shopping list

Status	
Jira	
Figma	Add Recipe & Edit Recipe

Functional description

The user can upload and change the image of the recipe.

- Allowed formats: **jpg, jpe, jpeg, jp2, png, bmp, tif, tiff**
- Max file size: **10MB**

Layouts

Layouts

New image upload

Archivierte Seiten

Designs in Figma

12 Customer Recipe / Add Recipe & Edit Recipe

Layers Assets Image Upload Flow

Pages

- Cover
- Add Recipe
- Error handling during import
- Edit Recipe
- Image Upload Flow**

- Rectangle 34
- Camera capture
- Tool Button
- Direct upload

Documentation in Confluence

Fibre

01 Core

02 Support

Culinary

Cleaning

[FIBRE]

HUMAN.
RELEVANT.
EASY.

CULINARY
Components
Created Recipes Implementation



Created Recipe Components Implem...
Edited 3 months ago

CULINARY
Components
Created Recipes SST



[DO NOT USE] CR Components SST ...
Edited 3 months ago

CULINARY
Foundation
Cookidoo

Design Tokens
Global Components
Icons



Culinary - 01 Foundation Cookidoo
1 month ago

CULINARY
Assets
Cookidoo



Culinary - 02 Assets Cookidoo
9 days ago

Main
CULINARY
Components
Web



Culinary - 03 Web Components
1 branch · 13 days ago

CULINARY
Components
iOS



Culinary - 04 iOS Components
8 days ago

CULINARY
Components
Android



Culinary - 05 Android Components
13 days ago

CULINARY
Foundation
TM6



Culinary - 06 Foundation TM6
Edited 1 month ago

CULINARY
Assets
TM6



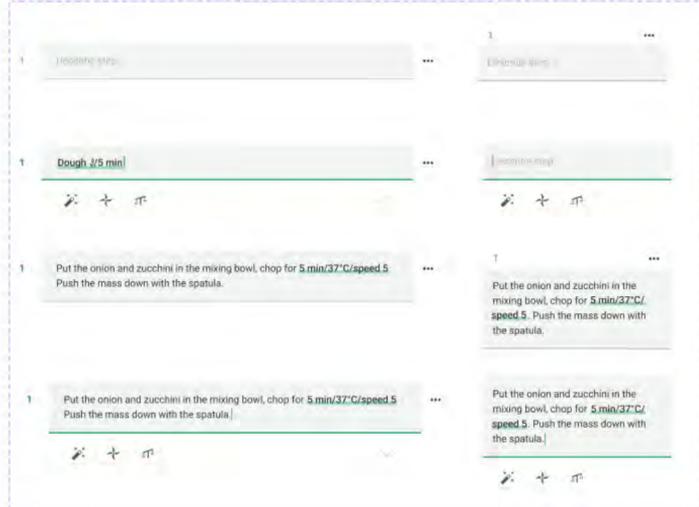
Culinary - 07 Assets TM6
Edited 24 days ago

CULINARY
Components
TM6

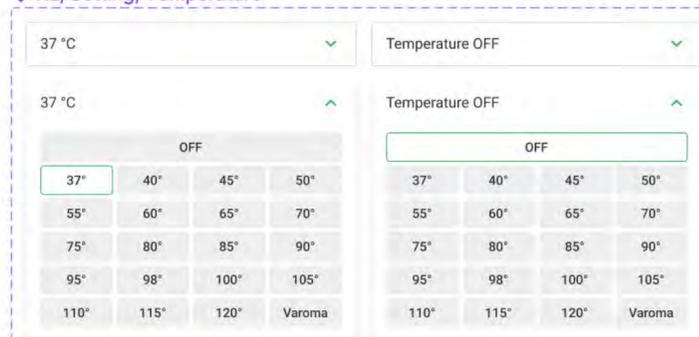


Culinary - 08 Components TM6
Edited 1 hour ago

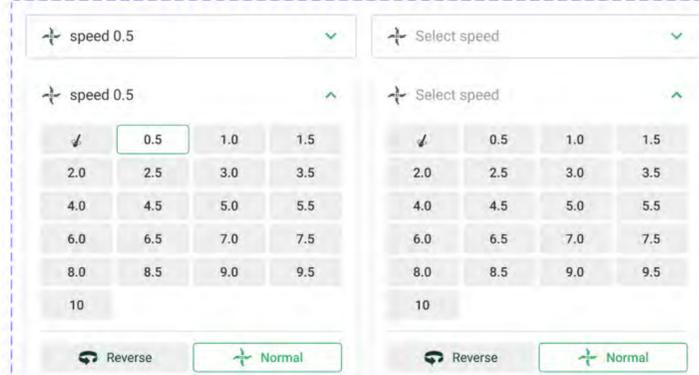
Step



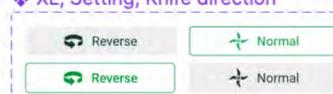
XL, Setting, Temperature



XL, Setting, Speed



XL, Setting, Knife direction

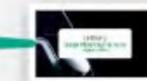
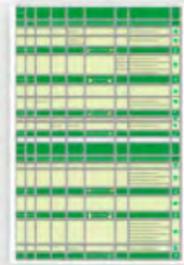


Business Context - Slide Overview

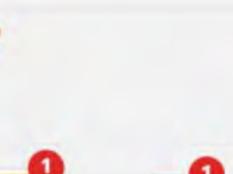
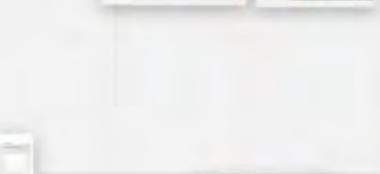
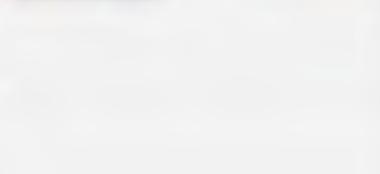
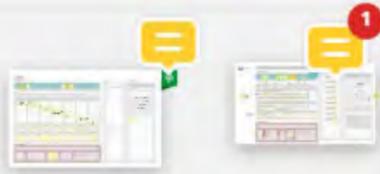


Final Feedback

	Keep (4)	Remove (0)	Avoid (0)
Keep (4)	Keep (4)		
Remove (0)			
Avoid (0)			
Final Feedback			



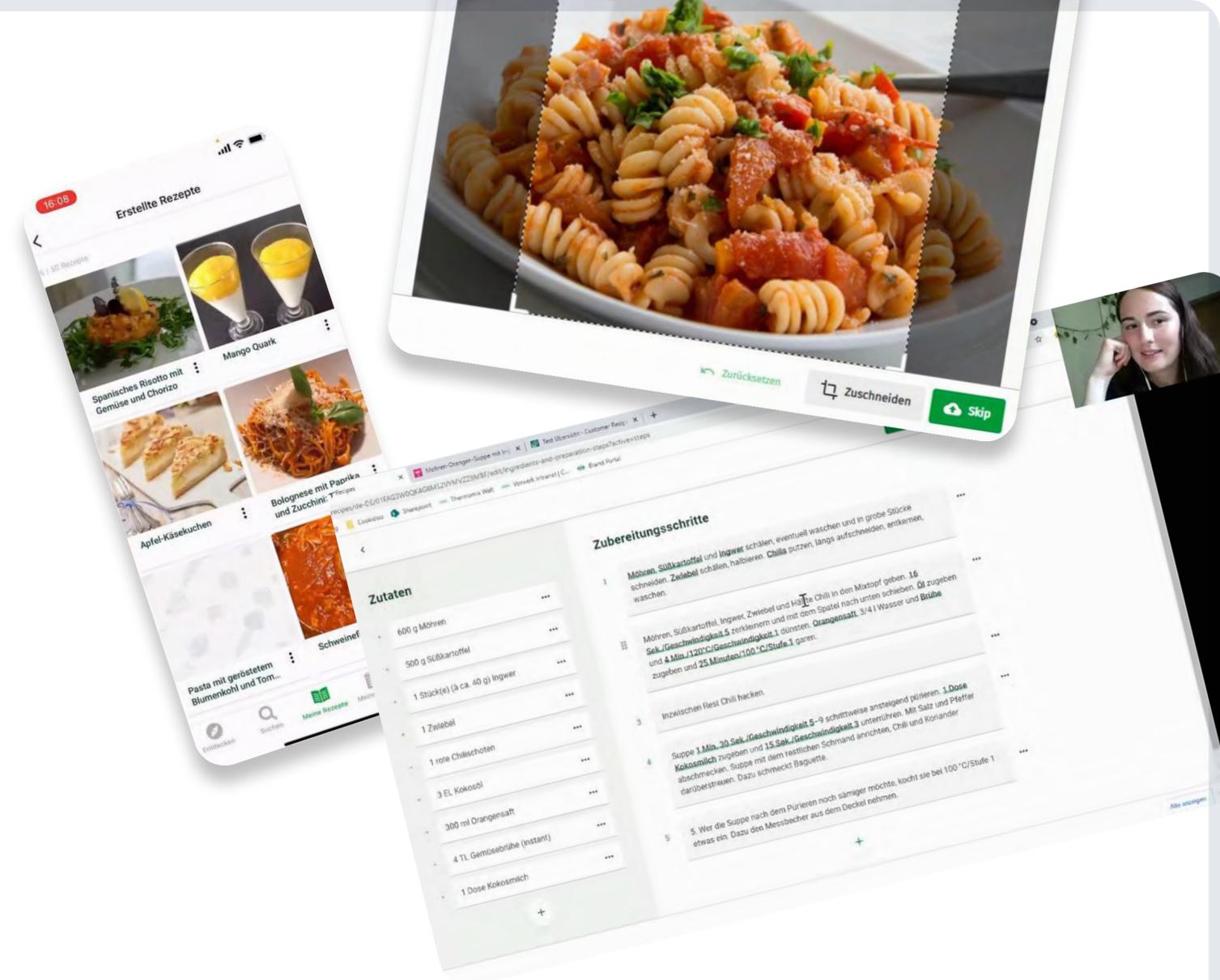
User Experie...



INGREDIENT 5

Learn and adapt

- Several user interviews performed: Remote setup, qualitative interviews, task based and with shared screens
- Power User Tests involving countries and advisors to test the feature at home with their smartphones and Thermomix
- Constant re-priorization with product management and iterate learnings into the final product



"Very easy to use - Import was very impressive"
Very useful because we already modify our recipes quite often"

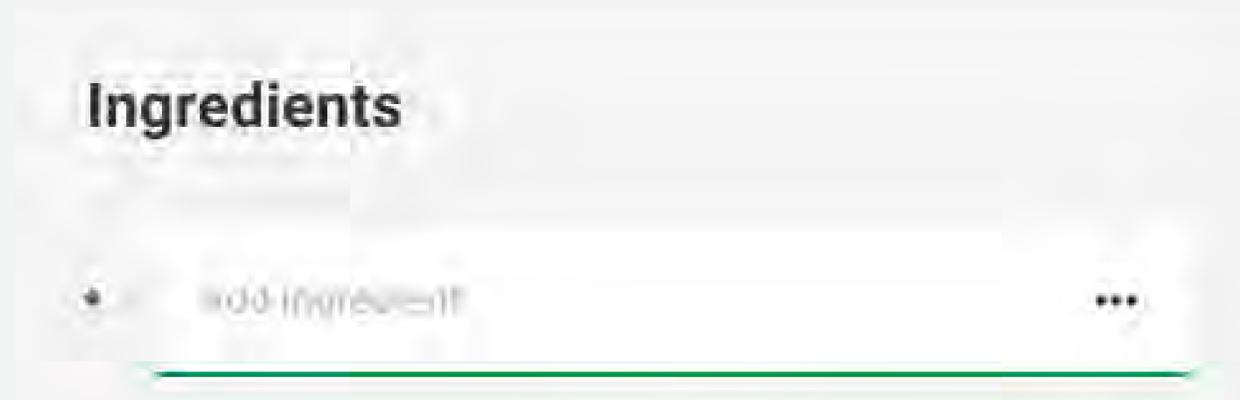
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„With this feature you will not necessarily get the TM idiot-proof cooking experience“

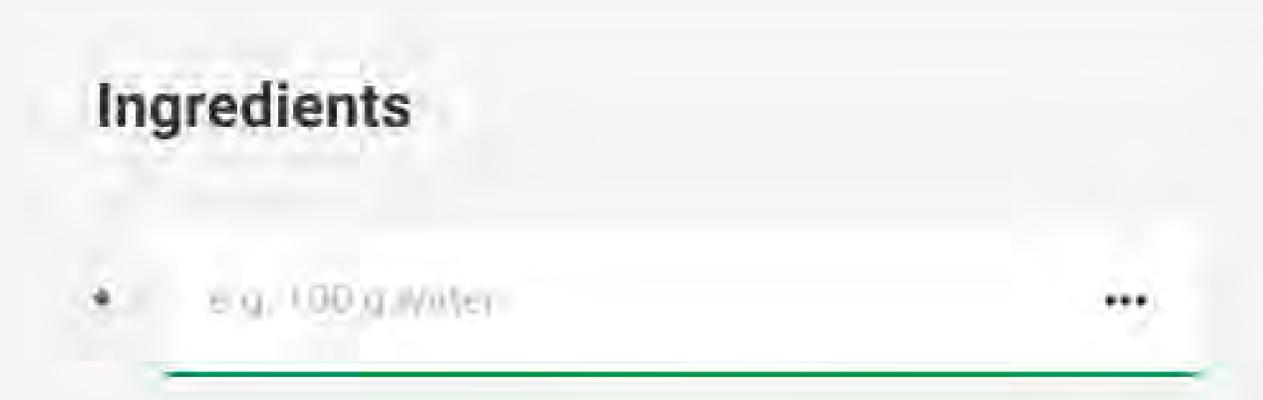
ID - 719711

INGREDIENT 5

Concrete example



Before



After

THE RESULT

~~80.000~~

6.160.000

Cookidoo's recipe treasure grew from 80k recipes to over 6 million user created recipes.

Change is strong

A lot of recipes are imported or adapted from Cookidoo recipes (~90%). A smaller amount is created from scratch (~10%)

12 per minute

On average every minute round about 12 recipes get created

Sunday

Is the most active day to create recipes

THE RESULT

thermomix

Happy users
and of course
wishes for more
functions



What we learned

- Be clear what is a prototype and what not
- UX can not be planned on paper.
Try things, go out, learn, adapt
- What the team ships, is what counts.
Not ideas or fancy designs
- A great team, trust and close collaboration
is the most important ingredient





**Thanks for listing.
Let`s discuss**