Aesthetic Analysis

Pick two UI exemplars to engage in UI aesthetic analysis. The two example UIs you choose will serve as pieces of “competitor analysis” for your UI, with an emphasis on aesthetic.

Why did you pick these two examples? How do they relate to your UI design? Describe your choice in this text box.
The first thing I noticed when I landed on this page was how cluttered the elements on the page were. I was drawn to the big moving tiles of food items on the front page (the tiles look beautiful) but too many types of fonts are used on the page that gives it an overall cluttered look.

I like the color palette, but the sudden use of italics in the heading throws me off. There are too many categories and an information overload on the page, with no real direction.

I think the aesthetics have been overlooked in favor of usability or, maybe, even just getting every bit of information on the page.
### Analysis 1

#### Examples

1. **Filter Page**
   
The filter page did not have an ‘Enter’ or ‘Submit’ button. I had to refresh the page to apply the filter.
   
   Too many categories.

2. **Footer Menu**
   
The footer menu had everything from Shop AllRecipes to Meredith’s Food Network to AllRecipes Magazine.

3. **Main Page**
   
   This page had a lot of recipes which were difficult to filter. Overall the recipes were neatly laid out.
Objectives

**AllRecipes.com**

Objective 1: All recipes under ‘one roof’.

Objective 2: Customization. Filter by prep time, cuisine, ingredients and nutrient types.

Objective 3: Advertise AllRecipes book.

What was the need for this UI?
This UI allows the user to look at all the recipes and sort by prep time, meal type and cuisine. Users wouldn’t have been able to collate so many results from various sources. This serves as a platform to allow other users to share their experiences with the recipes and rate them.

Allows user content to be recorded as well (other users can post recipes).
AllRecipes.com

People who are looking to cook something novel use this. Additionally, people who don’t know how to cook can learn new techniques from this website. They use this site to look at the recipes that are displayed on the main page. If they find the need to change the category of food displayed, they can do so by filtering the recipes (through the menu or filter option). It changes the users’ behavior by helping them mentally tune out clutter in the page, eventually. Also, people can now just open this app and apply the ‘under 15 minute filter to make food under 15 minutes.

The app can be used at any time of the day.
Analysis 1

Color Palette

AllRecipes.com
I think they are both aesthetic and functional, because the eye is drawn to the orange which contains the ads and the gray provides contrast.

Blue is used for links which is universal, and golden is used for the stars. The food is brightly colored to draw attention.

The menu items in the bottom sort of blend into one big mass of blue.
Analysis 1

Typography

AllRecipes.com

Type Inventory:
3 Fonts
5 Sizes
Menu items, body, links, footer menu, search
No (it is broken to differentiate between the word ‘search’ and the kind of search that needs to be performed, inside the same search box.)
The designers probably wanted to allow the users to distinguish one kind of element from the other, considering that there IS a large amount of information on the pages.

However, I think this has worked against their expectation, because the mix of fonts makes the page look more cluttered than it otherwise would have been.
Imagery

AllRecipes.com

Crispy Fish Fillets

See Reviews (262)

Delicious sole dredged in an egg and mustard mixture, then potato flakes; pan fried to a golden brown. Serve with lemon wedges and tartar sauce. — Kimber

Similar Recipes | More Daily Recipes
The ladle/fork/spoon (can’t tell if it is a cracked egg) in the allrecipes logo is probably to indicate that allrecipes is a food/cooking related app. It could have been clearer and purposeful.

The large images of food in the page are a mix of functionality and aesthetic appeal.
This is a gorgeous website. It is usable and aesthetically appealing. In this website, the aesthetics complement the usability. For example, there are beautiful icons instead of menu items in the header, that guide the eye and let me access what I am looking for, immediately.

Some liberties like a highly subjective use of icons, have been taken. The tooltip helps clarify some of the ambiguity. Few items in the menu, feedback based interaction and the color palette work well. I would attribute its success to the aesthetic appeal, and the intelligent use of design. It looks beautiful because there is sufficient contrast between all the distinct elements and the fonts are consistent.
Analysis 2

Examples

1. Personalized Recipe Suggestions
Generates suggestions based on preferences.

2. Images
High resolution images of food enhances visual appeal.

3. Header and Menus
Minimal menus and an attractive header.

Header and menus

Personalized recipe suggestions

Beautiful images
Objectives

Yummly

Objective 1: Personalized recipe recommendations
Objective 2: Let users save recipes
Objective 3: Visual appeal

What was the need for this UI?:

It lets people access recipes from everywhere and sort by cuisine etc., and also lets users tailor their recipe suggestions by the app, save their favourite recipes, rate them etc.
Yummly

Users are people who want to cook/access recipes for future use, save recipes or share recipes with their friends (on Pinterest). Lets other people view the shared recipes outside the app. This leads to a general proliferation of recipes on the internet, if used successfully and get more novice cooks to try exotic recipes.
Color Palette

Yummly

Analysis 2
Orange is a warm color that reminds people of cooking/spices and one’s own kitchen. This was probably the idea behind using orange. Gray, black and orange sharply contrast with each other, and this helps separate menu items from the body.
Typography

**Yummly**

**Type Inventory:**
2 fonts
8 sizes

Header, body, logo, menu items, footer menu items, Recipe names, recipe description, headings of the footer menu items.
Yes. Consistent with UI.
I think it is clean and easy to read. The spacing is consistent and looks good while scaling. It is both aesthetic and functional because it is legible and beautiful.
Analysis 2

Assets

Yummly

Top Recommended Recipes

Today's Most Popular Pins on Allrecipes

Pork Chop and Potato Casserole
Macaroni and Cheese with Caramelized Onions and Bacon
Pistachio Cake III

Support
How Yummly Works
FAQs
Contact Us

Policies
Privacy
Terms

Connect
Yummly Blog
Yummly Labs
Facebook
Twitter
Pinterest
StumbleUpon
YouTube

Interface Aesthetics
Spring 2015
Elisabeth Prescott & Kimiko Ryokai
Yummly

Discover the world's recipes

Search recipes...
The fork was used to indicate the connection of the app to food and cooking. It is more of a brand image than functionality-driven.

The images of food are more functional and centric to the app.