



Hipcooks

Usability Results

Justin Fowler



Hipcooks

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Hipcooks

[Seattle](#)[location](#) [Seattle](#)

Welcome to Hipcooks Seattle!

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Join us in our beautiful urban kitchen for an evening of fresh flavors and new friends.

Hipcooks provides hands-on cooking classes for the novice and seasoned cook alike. Measuring implements are banned, tasting is encouraged, and your inner chef is invited to play. The best part? Every class ends with a dinner party!

If you'd like to learn to cook healthy food for your family, fun menus for 30 of your closest friends (while you never break a sweat in the kitchen) or knife skills to impress a samurai, Hipcooks shows you how to be as cool in the kitchen as you are everywhere else.



The Skinny:

Classes have a set price of \$70, including fresh, organic (wherever possible) ingredients, tools and supplies, wine tasting with dinner.

Classes are limited in size to allow for hands-on instruction
All skill levels are welcome. (No minors, please)

location **Seattle**

Class Descriptions

Home[The Hipcooks Cookbook](#)**Classes**[Class Schedule](#)[Class Descriptions](#)[Private Classes](#)[Cancel/Reschedule](#)**Shop**[Gift Certificates](#)[Hipcooks Store](#)**Newsletter****Photos****Videos****Directions****About**[The Hipcooks Kitchen](#)[Mission Statement](#)[Press](#)**Resources****Contact**Order classes by: **Knife skills taught**

A Romantic Dinner for Two		Menu	Knife Skills taught
The way to the heart is through the stomach, my friends! Learn delectable, delicious, succulent foods that will knock their socks off (and more!) They knew you were sexy, but did they know you were so talented? Bachelors, bachelorettes - this is the class for you!		<ul style="list-style-type: none"> * Sexy bruschettas * Mouth-watering squash, garlic, sage risotto * Arousing mint, pea and lemon risotto * Exotic wild mushroom risotto * Peppery, palate-refreshing salad * Ginger-raspberry & Grand Marnier crème brûlée 	Yes
To Taste		Viognier	Vegetarian
			Vegetarian
			Wheat Free, Dairy Free
			Wheat free - just skip the bread for bruschetta!

A Romantic Dinner for 2, II		Menu	Knife Skills taught
So you loved a romantic dinner for two and now you need to change the repertoire to keep the love flowing. This menu will guarantee continued success!		<ul style="list-style-type: none"> * Salad with warm goat cheese stuffed, prosciutto- wrapped dates & caramelized nuts * Caldeirada - The sexiest dish ever. Your new ace-in-the-hole. A Portuguese seafood stew with fish, scallops, mussels, clams, & saffron...mmmm * "Oh yes, I am the hero" Chocolate Souffle with raspberry cream 	Very basic knifing only
To Taste		Merlot	Vegetarian
			Pescatarian
			Wheat Free, Dairy Free
			Wheat free. Souffles have a pinch of dairy

location **Seattle**

Class Schedule

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All classes are 3 hours long & cost \$70 unless otherwise noted. New classes are posted around the 1st of the month. Class attendance is by pre-registration only! (No walk-ins)

If there is a class that is not listed or a class you'd like to take on a day that you cannot attend, then [email](#) a suggestion! Also, Hipcooks [gift certificates](#) are available for your beloveds!

For a menu and description of a class click the "Sign Me Up" link. To read more about a teacher, click their name. If you're so sad that the class you wanted is full, sign up for the wait list by clicking the "Sign Me Up" link.

Date	Class	Teacher	Spaces Left
Sun, Sep 14, 2-5pm	Hipcooks TA Thank You Party	Bonny Carla Jenna Kim	(184 spaces left) Sign Me Up
Tue, Sep 16, 6-9pm	Private Class	Jenna	
Wed, Sep 17, 6-9pm	Thai One On	Jenna	(4 spaces left) Sign Me Up
Thu, Sep 18, 6-9pm	J'aime, Paris!	Jenna	(4 spaces left) Sign Me Up
Fri, Sep 19, 6-9pm	A Romantic Dinner for Two	Carla	(5 spaces left) Sign Me Up
Sat, Sep 20, 6-9pm	Thai One On	Jenna	(4 spaces left) Sign Me Up
Sun, Sep 21, 1-4pm	Pasta in Casa!	Carla	(1 space left) Sign Me Up
Mon, Sep 22, 6-9pm	Private Class	Jenna	
Wed, Sep 24, 6-9pm	Thai Two On!	Jenna	(Class Full!) Sign Me Up
Thu, Sep 25, 6-9pm	Private Class	Jenna	
Sat, Sep 27, 1-4pm	Turning Japanese	Kim	(Class Full!) Sign Me Up
Sun, Sep 28, 11am-2:30pm	Dim Sum and then Some	Jenna	(6 spaces left) Sign Me Up



Hipcooks Mission

The basic mission of Hipcooks is to enable people to learn how to take the practice of cooking to a fine art. “Hipcooks provides hands-on cooking classes for the novice and seasoned cook alike.”

The Main Area of Focus

Numerous comments and help requests have flooded in that reveal some broken functionality in the website. The primary issues have been:

- difficulty in searching for desired classes
- finding crucial information concerning classes (class times, cost, etc)

We conducted a series of tests to determine the best route to take.

The following slides take you through a summary of each test that we conducted, and the process that led to the final result.



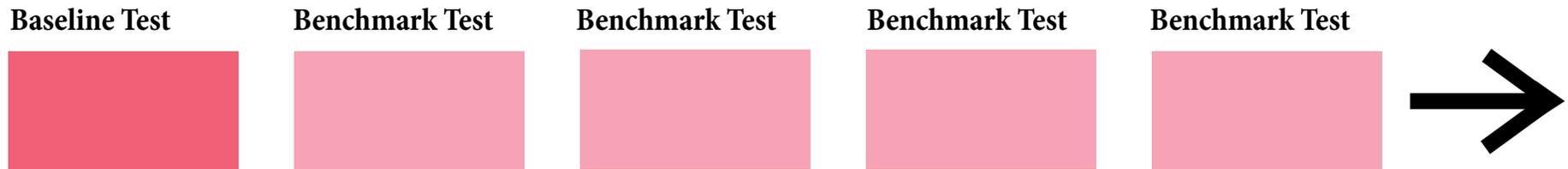
Hipcooks

Baseline Test

What is a Baseline Test?

A baseline test is the first phase of testing as a part of a series of benchmark tests to determine how well the average user can employ routine activities on the site.

It involves surveying participants' reactions to the site as it stands now and evaluating any major issues or broken functionality. It is typically redone every one to two years or so, using the same parameters and set of tasks. The very first benchmark test is called a 'baseline test.' This helps set a performance foundation that establishes a continuous improvement strategy.



This test is conducted at the very beginning of the user-centered design (UCD) development cycle, before all other tests are run, to assess the most relevant and significant issues to address in further development.

The current product (the site as it stands now) is presented to the participant, and they are given a series of routine tasks to perform. Time spent and any failures, along with successes, are recorded.

Objectives

- Determine current state of product, including ease-of-use, user-friendliness and intuitive flow
- Ensure that basic site functions measure up to overall vision of the product and goals for user satisfaction
- Set a basic reference point foundation that can be used to determine continual improvement of site from year to year

Ideal Participant Requirements

- 24 new users to represent 85% of the user base
- Participants who are interested in cooking or have some experience in meal preparation
- Little to no experience in user design and without extensive tech savvy skills

Moderating A Baseline/Benchmark Test

- Keep quiet
- Don't interrupt
- Just watch and take notes
- Allow participant to move on if they state they would "quit"
- Request that the participant move on if they are stuck or way over time



Data Collection

Test Setup

- The participant is given a user scenario, and five tasks to complete
- Each task is timed, and the overall session has a limit of ten minutes total

Success Rate

- Task is completed successfully
- May be affected by time constraints

Error Rate

- Total of how many “dead-ends” are followed (wrong link clicked)

Failure Rate

- User gives up attempted task
- Time runs out before user can finish

Time on Task

- Interaction time between initial action and final action



Hipcooks

Error Severity

(measuring how significant the relevant feature is to overall usability.)

1

High impact

2

Moderate impact

3

Minor impact

4

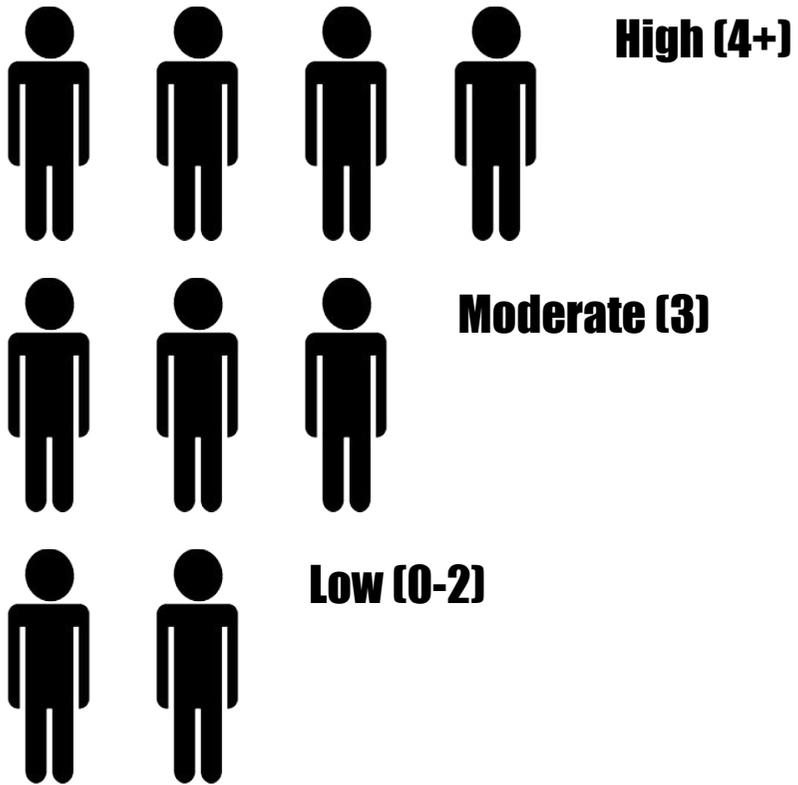
Low impact



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Error Scope

(measuring how many experienced at least 3 errors, up to total failure)





Scenario

You're a home cook in Seattle looking to expand your cooking skills beyond the familiar dishes served in the U.S. You saw an advertisement for Hipcooks and are now on their Seattle homepage. You know nothing about this company, but would like more information before deciding to spend time and money on them.

Tasks

1. Look to see if Hipcooks Seattle offers any classes that feature Indian recipes.
2. Find out the cost of the class that features it and how long it lasts.
3. Find a class featuring meals that cater to those who don't eat any meat other than seafood.
4. Find pictures of the inside of the Seattle Kitchen to get a feel for how it operates.
5. Find out what you need to bring to class or whether all supplies are provided.



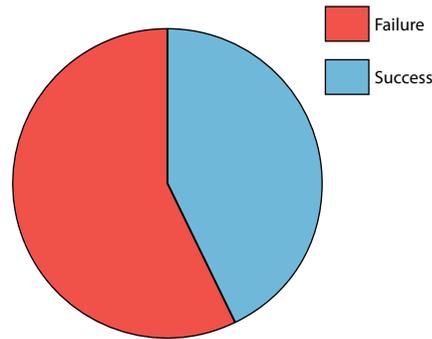
Most Significant Results

“Find cost/time info for class with Indian recipe.”

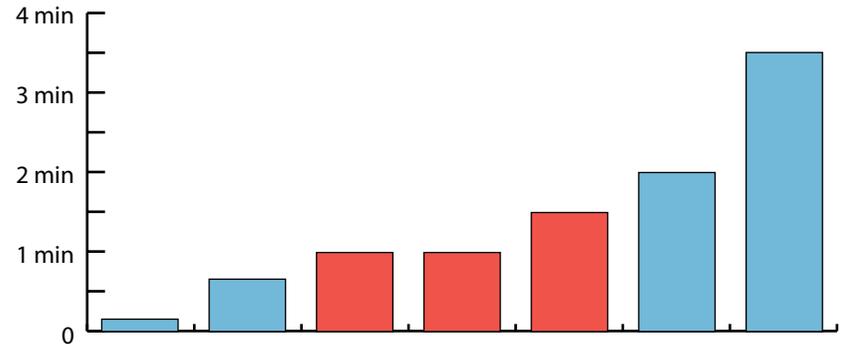
Error Count Percentage



Success-to-Failure Ratio



Time Spent on Task

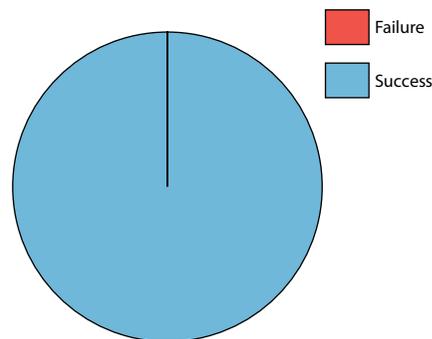


“Find out whether you need to bring your own materials or not.”

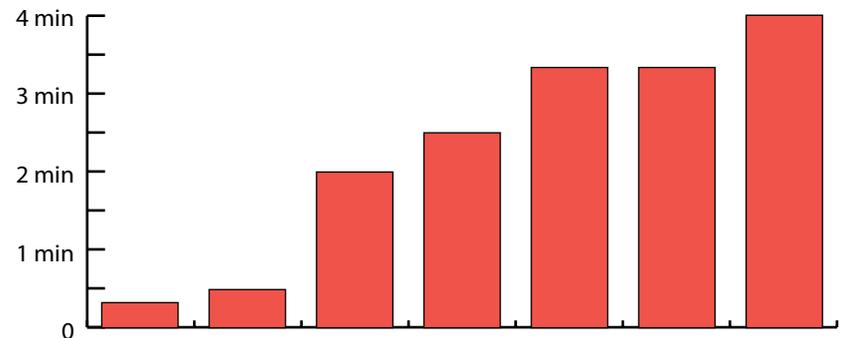
Error Count Percentage



Success-to-Failure Ratio



Time Spent on Task



Primary Issues

1) Finding timespan or cost for a particular class.

High Impact / High Scope

This proved to be difficult since this information was not provided on the class description page or in the individual schedule listings. However, it was buried in dense text on the Schedule page.

Suggestion: Provide this information in the summary text on the Class Descriptions page or even in individual modules on that page so that it's immediately accessible when viewing class info.

2) Finding out whether materials are provided or must be supplied by the student.

High Impact / High Scope

There was actually nowhere on the site that this was provided, other than in the description for private classes, which is strictly irrelevant.

Users often had to infer that all ingredients/supplies would be provided for them based upon the obscure "Hipcooks Kitchen" page, listing all of the Hipcooks tools. Others simply gave up trying.

Suggestion: Give a short snippet stating that all supplies are provided on the Class Descriptions page so that it is obvious to the user.

Shortcut to Nirvana		Menu	Knife Skills taught
Non-stop, all-India karma. The food is to die for. Then you reincarnate, & die for it again! So yummy. Learn about spices & curries. This class is much work, but much fun! (For those curious, the name of this class comes from an amazing documentary. Watch the trailer: www.melafilms.com)		<ul style="list-style-type: none"> * Veggie Samosas * Papadums with mango chutney, raita and green sauce * Saag paneer * Spicy and sassy fish curry * Chicken Tikka Masala * Basmati rice 	No
To Taste		Mango Lassis for the Lassies Mint cocktails for the Lushes	Vegetarian
			Vegetarians/Vegans are easily accommodated, provided you let us know in advance.
			Wheat Free, Dairy Free
			Neither

Class Schedule

1

All classes are 3 hours long & cost \$70 unless otherwise noted. New classes are posted around the 1st of the month. Class attendance is by pre-registration only! (No walk-ins)

If there is a class that is not listed or a class you'd like to take on a day that you cannot attend, then [email](#) a

Class Descriptions

Order classes by: Knife skills taught

A Romantic Dinner for Two		Menu	Knife Skills taught
The way to the heart is through the stomach, my friends! Learn delectable, delicious, succulent foods that will knock their socks off (and more!) They knew you were sexy, but did they know you were so talented? Bachelors, bachelorettes - this is the class for you!		<ul style="list-style-type: none"> * Sexy bruschettas * Mouth-watering squash, garlic, sage risotto * Arousing mint, pea and lemon risotto * Exotic wild mushroom risotto * Peppery, palate-refreshing salad * Ginger-raspberry & Grand Marnier crème brûlée 	Yes
To Taste		Viognier	Vegetarian
			Vegetarian
			Wheat Free, Dairy Free
			Wheat free - just skip the bread for bruschetta!

Private Classes

A Birthday Party, Corporate Team-Building Event, Bridal Shower or just a dinner party with friends - getting your own group together for a Hipcooks Private Class is delightful! These classes are for your group only and are closed to drop-in students.



The Skinny:

- * Date, time of class and class menu are all flexible, you choose!
- * We supply ingredients, aprons, etc. so just bring yourselves.

2

Primary Issues

3) Navigating the crowded menu

Moderate Impact / High Scope

When attempting to find a page for relevant info concerning cost/time of class or whether utensils were supplied, a majority of the errors were centered in endlessly clicking through various menu items, often clicking back through previously visited pages in a frantic search for the right information.

This can create a problem, as the numerous menu items can be overwhelming especially for new visitors (the majority of users) who don't have a good grasp of the site or know where to find what they are looking for.

Suggestion: Nest more menu items within larger categories to form submenus that popup when the parent menu item is hovered over. This will decrease the number of choices a user sees at any given moment, and create more categorical organization to assist with navigation.

(e.g. Newsletter and Contact, etc. under "About")

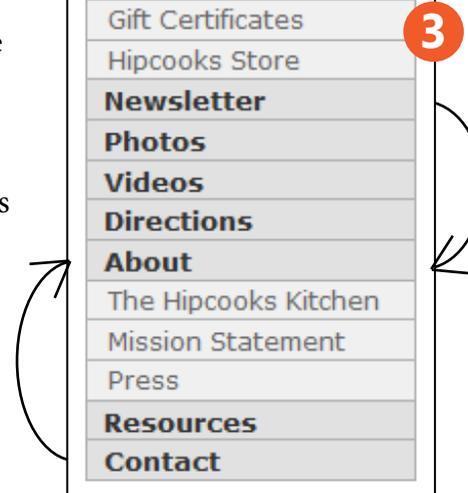
Current Setup

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The Hipcooks Cookbook
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Class Schedule
Class Descriptions
Private Classes
Cancel/Reschedule
Shop
Gift Certificates
Hipcooks Store
Newsletter
Photos
Videos
Directions
About
The Hipcooks Kitchen
Mission Statement
Press
Resources
Contact

Suggested Changes

An example of how the menu with popup submenus might be constructed:

Home	
Classes	Class Descriptions
Shop	Class Schedules
About	Private Classes
Contact	Cancel/Reschedule





Hipcooks

Paper Prototype

What is a Paper Prototype?

A paper prototype is an initial low fidelity prototype produced before visual design and coding are completed in order to assess user feedback on the basic framework to cut down on cost of time and resources in building a more developed model that may be completely reconstructed later after testing.

The test is conducted in-person with a paper model, either hand-drawn or printed. Users are asked to complete a series of routine tasks. Notes are taken and later analyzed to identify potential areas for improvement to the web site.

Objectives

- gauge the first round of user responses to the reconstructed Hipcooks site
- determine what further improvements can be made to enhance and facilitate user experience
 - overall concept: does this make sense to users?
 - interaction: is it easy and intuitive to move from one screen to another?
 - layout: is the layout useful and sensible?

Participants

- 6 new users to give fresh insight to the product
- Participants who are interested in cooking or have some experience in meal preparation
- A basic level of web usage experience due to low fidelity of prototype

Method

A paper prototype was constructed using digital wireframing and printed out on standard size paper. One-on-one interviews were conducted with participants who represent Hipcooks' current and potential audience. Participants were allowed to navigate by using gestures and verbal narration of what they were attempting to do. Qualitative data was recorded on issues that arose and participant feedback to questions given.

Areas explored include the Welcome screen, the Class Schedule, the Class Descriptions, and the Signup Page for an individual class.



Hipcooks

Scenario

You're a home cook in Seattle looking to expand your cooking skills beyond the familiar dishes served in the U.S. You would like to try your hand at cooking an Italian meal.

Tasks

1. Find a list of the various classes with information about each.
2. Find a class that offers an Italian recipe and figure out how much it costs.
3. Look for a class that doesn't feature any meat aside from fish.
4. Find out at what times the class that features an Italian recipe is offered.
5. Proceed to the signup screen for this class.

Most Significant Issues

- 1** Modules are tightly cramped, greatly decreasing readability.
Suggestion: open up the modules and give them more breathing space.
- 2** Modules look like a nearly indiscernible mass of text to users.
Suggestion: increase hierarchy for titles with an overall bigger font and greater line heights.
- 3** Classifications (such as “vegetarian” or “pescatarian”) get lost in the mass of information.
Suggestion: classifications could use visual indicators (icons) to decrease the need for visual scanning/reading.

Hipcooks

Location: Seattle
Home
Class Descriptions
Class Schedule
Private Classes
Teachers
Newsletter
The Hipcooks Kitchen
Mission Statement
Press
Contact

Class Descriptions

Each class lasts three hours and costs \$70.
All supplies/ingredients provided.

<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">Pasta in Casa</td></tr> <tr><td>Make pasta from scratch, w/sauces! Not for the carb-faint at heart!</td></tr> <tr><td style="text-align: center;">Menu</td></tr> <tr><td> <ul style="list-style-type: none"> • Roasted butternut squash ravioli with sage butter • Dill fettucine & salmon cream • Caramelle with ricotta & lemon • Parsley pasta confetti • Portobello mushroom & spinach rotollo, red pepper tomato sauce </td></tr> <tr><td style="text-align: center;">To Taste: Chardonnay</td></tr> <tr><td style="text-align: center;">Vegetarian accomodated 3</td></tr> </table>	Pasta in Casa	Make pasta from scratch, w/sauces! Not for the carb-faint at heart!	Menu	<ul style="list-style-type: none"> • Roasted butternut squash ravioli with sage butter • Dill fettucine & salmon cream • Caramelle with ricotta & lemon • Parsley pasta confetti • Portobello mushroom & spinach rotollo, red pepper tomato sauce 	To Taste: Chardonnay	Vegetarian accomodated 3	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">Midsummer Night</td></tr> <tr><td>Light candles on the deck and delight your beloved with this summer menu.</td></tr> <tr><td style="text-align: center;">Menu</td></tr> <tr><td> <ul style="list-style-type: none"> • Salad with fresh mozzarella, heirloom tomatoes & prosciutto • Scallop and shrimp Ceviche with mango, basil & jalapeño • Ginger amaretto ice cream with sour cherry peach compote • Herbed sweet potato chips </td></tr> <tr><td style="text-align: center;">To Taste: White Sangria</td></tr> <tr><td style="text-align: center;">Pescatarian Wheat-free</td></tr> </table>	Midsummer Night	Light candles on the deck and delight your beloved with this summer menu.	Menu	<ul style="list-style-type: none"> • Salad with fresh mozzarella, heirloom tomatoes & prosciutto • Scallop and shrimp Ceviche with mango, basil & jalapeño • Ginger amaretto ice cream with sour cherry peach compote • Herbed sweet potato chips 	To Taste: White Sangria	Pescatarian Wheat-free	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">J'aime, Paris</td></tr> <tr><td>Ooooh la la! Here is a French menu that is as easy as a breeze.</td></tr> <tr><td style="text-align: center;">Menu</td></tr> <tr><td> <ul style="list-style-type: none"> • Moulle (mussels) in wine, parsley, garlic • Coq au Vin w/tarragon, grapes & bok choy • Tomato, white bean, green bean & basil salad • Pot de crème au chocolat </td></tr> <tr><td style="text-align: center;">To Taste: White and Red Burgundy</td></tr> <tr><td style="text-align: center;">Knife skills Wheat-free avail.</td></tr> </table>	J'aime, Paris	Ooooh la la! Here is a French menu that is as easy as a breeze.	Menu	<ul style="list-style-type: none"> • Moulle (mussels) in wine, parsley, garlic • Coq au Vin w/tarragon, grapes & bok choy • Tomato, white bean, green bean & basil salad • Pot de crème au chocolat 	To Taste: White and Red Burgundy	Knife skills Wheat-free avail.
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Most Significant Issues

❶ More info/Signup column is not as easily noticeable as the other columns.

Suggestion: give an appropriate heading to draw more attention to it.

❷ Text and columns are cramped, decreasing readability.

Suggestion: expand table and give columns more room to breathe, with a slightly bigger font size.

❸ Users find it time-consuming to search through list to find the class that they found on the class descriptions page.

Suggestion: create a link from the class description and filter schedule for the class that has been clicked on (ex. Pasta in Casa!)

❹ Text below header is so dense that information gets lost to the user.

Suggestion: Cut down and summarize text to a few lines.

Hipcooks

Location: Seattle

- Home
- Class Descriptions
- Class Schedule
- Private Classes
- Teachers
- Newsletter
- The Hipcooks Kitchen
- Mission Statement
- Press
- Contact

Class Schedule

Classes are 3 hours long and cost \$70 unless otherwise noted. New classes are posted around the 1st of the month. Attendance by pre-registration only!

If there is a class that is not listed, or if the class you want is not offered on a date you prefer, feel free to email a suggestion! Also, Hipcooks gift certificates are available for your friends/family!

For the description of a class, or to sign up/be put on the wait list for it, click the "More Info/Signup" link. To read more about a teacher, click their name.

Date	Class	Teacher	Status	More info/Signup
Sun May 11 11am-2:30pm	Dim Sum and then Some	Jenna	Class full!	More info/Signup
Wed May 14 4pm-7pm	Private Class	Bonny		More info/Signup
Fri May 16 6pm-9pm	Más Noches en España: Paellas	Carla	1 space left	More info/Signup
Sat May 17 12pm-3:30pm	Market to Table	Bonny	Class full!	More info/Signup
Sun, May 18, 12pm-3pm	My Big Fat Greek Cooking Class	Bonny	Class full!	More info/Signup
Fri May 23 6pm-9pm	Oh, Brazil!	Bonny	9 spaces left	More info/Signup
Sat May 24 6pm-9pm	Pasta in Casa!	Jenna	7 spaces left	More info/Signup



Hipcooks

Visual Walkthrough

What is a Visual Walkthrough?

A visual walkthrough employs a series of static hi-fidelity screens (no videos/animation) resembling the finished product without interaction queues to help determine the extent to which the interface facilitates a user's ability to complete routine tasks. Typically the test is conducted one-on-one with potential users in-person in a usability lab or on-site with portable equipment. Users are asked to complete a series of routine tasks and give feedback. Notes are taken during the sessions and later analyzed to identify potential areas for improvement to the web site.

Benefits

- inexpensive (no coding, few participants)
- effective (rich feedback, high fidelity)

Objectives

- capture user reactions and expectations
- quickly collect data on a “final” product
- gather feedback on visual and interaction elements
- test to make sure that hi-fi did not break user experience from wireframe

Ideal Participant Requirements

- six new users, three of them internal employees
- participants had not seen any previous incarnations of the new site
- a range of low to high net savviness was sought out

Method

Interface mockups were created in Photoshop and bound as a PDF. Participants were guided through a tour of a portion of the site and the most crucial features of the user interface one screen at a time. Qualitative data was collected as participants were asked for their input on the interface and given open-ended questions for recommendations on what would facilitate a better user experience.

Areas explored include the Welcome screen, the Class Schedule, the Class Descriptions, and the Signup Page for an individual class.



Hipcooks

Scenario

You're a home cook in Seattle looking to expand your cooking skills beyond the familiar dishes served in the U.S. You have a busy schedule but would like to see what classes would work around your other activities.

Tasks

1. Look for a listing of class times and dates.
2. Find out where you can absorb more information about classes that you may be interested in.
3. Find out at what times the class that features an Italian recipe is offered.
4. Proceed to the signup screen for this class.



Hipcooks

Most Prominent Usability Findings

- Schedule - The most common reaction centered on the feature of locating a particular class in the schedule by clicking the calendar icon. There were also various responses to the functionality of the schedule itself and how it was constructed.
- Class Descriptions - Overall the general response was that the descriptions are too cramped and could use more spacing and enlargement. Some of the icons were also a bit indiscernible.
- However, the general layout of the descriptions was considered to be an improvement and fairly intuitive.

Issues

1 The explanations for the icons take up too much room on the bottom line and create inconsistent spacing.
Suggestion: provide a legend below header text to free up space.

2 The knife-skills icon is confusing since the user doesn't know whether he should have knife skills, or will be taught them.

Suggestion: change text to “knife skills taught.”

3 The calendar icon (which links to a schedule filtered for the class) is non-descriptive to the user.

Suggestion: add text in the aforementioned legend to explain what the icon is for.



Hipcooks

Seattle

Class Descriptions

Each class lasts three hours and costs \$70.
All supplies/ingredients provided.

<div style="background-color: #f4a460; padding: 2px; font-weight: bold; font-size: 0.9em;">Pasta in Casa (Italian) 3</div> <p>Make pasta from scratch, with sauces! Not for the carb-faint at heart!</p> <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">Menu</div> <ul style="list-style-type: none"> · Roasted butternut squash ravioli with sage butter · Dill fettucine and salmon cream · Caramelle with ricotta and lemon · Parsley pasta confetti · Portobello mushroom and spinach rotollo, red pepper tomato sauce <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">To Taste: Chardonnay</div> <div style="border: 1px solid black; padding: 2px; font-size: 0.8em;">🌿 Vegetarian accomodated</div>	<div style="background-color: #f4a460; padding: 2px; font-weight: bold; font-size: 0.9em;">Midsummer Night (Romantic)</div> <p>Light candles on the deck and delight your beloved with this summer menu.</p> <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">Menu</div> <ul style="list-style-type: none"> · Salad with fresh mozzarella, heirloom tomatoes and prosciutto · Scallop and shrimp Ceviche with mango, basil and jalapeño · Amaretto ice cream with sour cherry peach compote <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">To Taste: White Sangria</div> <div style="border: 1px solid black; padding: 2px; font-size: 0.8em;">🌿 Pescatarian 🌾 Wheat-free</div>	<div style="background-color: #f4a460; padding: 2px; font-weight: bold; font-size: 0.9em;">J'aime, Paris! (French)</div> <p>Ooooh la la! Here is a French menu that is as easy as a breeze.</p> <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">Menu</div> <ul style="list-style-type: none"> · Moulle (mussels) in wine, parsley, garlic · Coq au Vin with tarragon, grapes and bok choy · Tomato, white bean, green bean and basil salad · Pot de crème au chocolat <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">To Taste: 1 and Red Burgundy</div> <div style="border: 1px solid black; padding: 2px; font-size: 0.8em;">🔪 Knife skills 🌾 Wheat-free avail.</div>
<div style="background-color: #f4a460; padding: 2px; font-weight: bold; font-size: 0.9em;">Holiday Elves (Seasonal)</div> <p>Three holiday cheers for this class! Leave with take-home treats!</p> <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">Menu</div> <ul style="list-style-type: none"> · Chocolate lavender truffles · Peppermint white chocolate hearts · Holiday ginger spice cookies · Classic raspberry linzers · Peanut butter blossoms · Chocolate earthquake cookies <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">To Taste: Warm Cup of Good Cheer</div> <div style="border: 1px solid black; padding: 2px; font-size: 0.8em;">🌿 Vegetarian</div>	<div style="background-color: #f4a460; padding: 2px; font-weight: bold; font-size: 0.9em;">Shortcut to Nirvana (Indian)</div> <p>The food is to die for. Then you reincarnate and die for it again!</p> <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">Menu</div> <ul style="list-style-type: none"> · Veggie Samosas · Papadums with mango chutney and green sauce · Saag paneer · Spicy and sassy fish curry · Chicken Tikka Masala · Basmati rice <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">To Taste: Mango Lassis/Mint cocktails</div> <div style="border: 1px solid black; padding: 2px; font-size: 0.8em;">🌿 Vegan accomodated</div>	<div style="background-color: #f4a460; padding: 2px; font-weight: bold; font-size: 0.9em;">Hipkids (Miscellaneous)</div> <p>Ignites your kid's creativity & tempts their taste buds to try new foods.</p> <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">Menu</div> <ul style="list-style-type: none"> · Dueling Salsa Duo: Mexican salsa vs. sweet & spicy mango salsa, with homemade baked tortilla chips · Exotic Moroccan Salad · Asian Noodle Salad with crisp veggies · Gelato <div style="border: 1px solid black; padding: 2px; font-weight: bold; font-size: 0.8em;">To Taste: Lemon Mint Splash</div> <div style="border: 1px solid black; padding: 2px; font-size: 0.8em;">🔪 Knife skills 🌿 Vegetarian</div>

Issues

1 Class titles aren't self-explanatory, and the user has to navigate back and forth between schedule and class descriptions for more info.

Suggestion: trigger pop-up from each link with class description and link to signup screen to decrease need for navigation, and change column title to "Description" instead of "Class."

2 The difference between the text "Class full!" and the numbered quantities of spaces is disorienting and makes users think too much.

Suggestion: instead, use "0 spaces left" when the class is full.

3 The blank space in the status column for private classes is also a bit disorienting for users scanning for available classes.

Suggestion: fill in the space with text indicating reserved status.



Hipcooks

Seattle

Class Schedule

Attendance by pre-registration only! Feel free to email suggestions for classes not listed. Also, Hipcooks gift certificates are available for your friends/family!

New classes are posted around the start of each month.

Date	Class 1	Teacher	Status	Signup
Sun May 11 11am-2:30pm	Dim Sum and then Some	Jenna	Class full!	Request Class >>
Wed May 14 4pm-7pm	Private Class	Bonny	3	[private]
Fri May 16 6pm-9pm	Más Noches en España: Paellas	Carla	1 space left	Sign Me Up! >>
Sat May 17 12pm-3:30pm	Market to Table	Bonny	Class full!	Request Class >>
Sun, May 18 12pm-3pm	My Big Fat Greek Cooking Class	Bonny	Class full! 2	Request Class >>
Fri May 23 6pm-9pm	Pasta in Casa!	Bonny	3 spaces left	Sign Me Up! >>
Sat May 24 6pm-9pm	Oh, Brazil!	Jenna	7 spaces left	Sign Me Up! >>
Sat May 24 12-3pm	Thai Two On!	Bonny	Class full!	Request Class >>
Fri May 30 6pm-9pm	Midsummer Night	Carla	9 spaces left	Sign Me Up! >>
Sat May 24 12-3pm	Pasta in Casa!	Bonny	7 spaces left	Sign Me Up! >>



Hipcooks

R.I.T.E. Method



What is the R.I.T.E. Method?

The R.I.T.E. Method is a rapid method of testing involving conducting modifying the product between participant interviews based upon feedback received in these interactions. This is done at the end of the user-centered development cycle to make final enhancements on a relatively polished final product.

This process allows for a highly iterative interaction sequence with immediate feedback and constant changes being made as testing rolls along.

Objectives

- polish the final product with additional refinements
- gather final user feedback in a quick, efficient manner
- smooth out any remaining issues or bugs in the interface

Ideal Participant Requirements

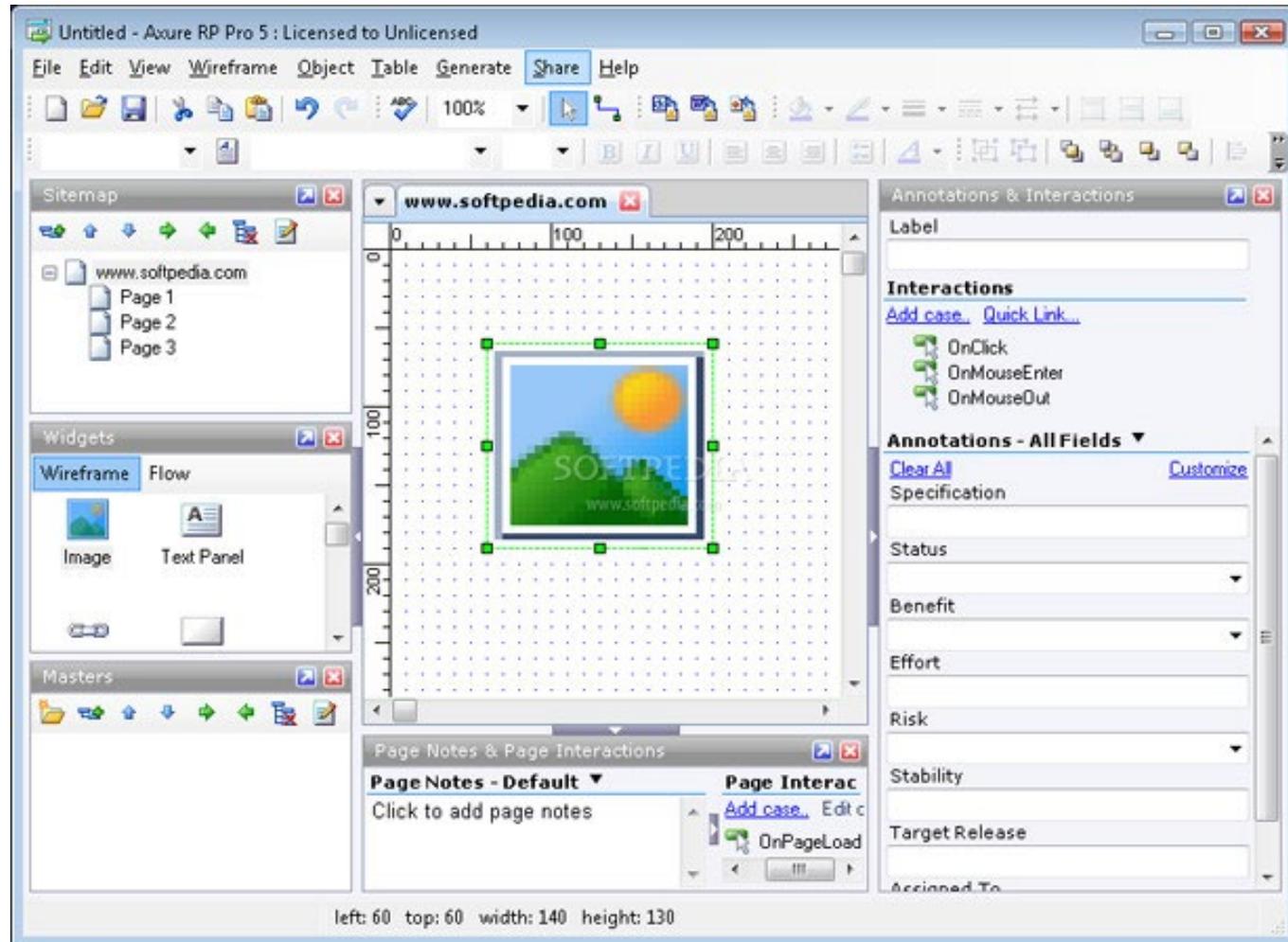
- six new users, all of them internal employees
- participants had not seen any previous incarnations of the new site

Method

A total interactive interface was constructed using Axure, the prototyping client. Participants were given a series of tasks and presented with the interface. Notes were taken on any issues and recommendations, and modifications were made in between sessions to prepare for the next round of testing.

Areas explored include the Welcome screen, the Class Schedule, the Class Descriptions, and the Signup Page for an individual class, as well as the filtered schedule and a popup screen.

Axure



Issues

① Placing “(fish-only meat)” in an asterisk confuses the issue of what the asterisk symbol is supposed to suggest, and just creates more clutter alongside the “vegetarian-accommodated” footnote. **Suggestion:** Just put “(fish-only meat)” beside “Pescatarian” up on the top line of the legend.



Hipcooks

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Class Descriptions

Each class lasts three hours and costs \$70.
All supplies/ingredients provided.

 Vegetarian*
*or vegetarian-accommodated
 Vegan
 Pescatarian**
** (fish-only meat)
 Wheat-free
 Knife-skills Taught
 Find class times

Pasta in Casa (Italian)


Make pasta from scratch, with sauces! Not for the carb-faint at heart!

Menu

- Roasted butternut squash ravioli with sage butter
- Dill fettucine & salmon cream
- Caramelle with ricotta & lemon
- Parsley pasta confetti
- Portobello mushroom & spinach rotollo, red pepper tomato sauce

To Taste: Chardonnay



Midsummer Night (Romantic)


Light candles on the deck and delight your beloved with this summer menu.

Menu

- Salad with fresh mozzarella, heirloom tomatoes and prosciutto
- Scallop and shrimp Ceviche with mango, basil and jalapeno
- Ginger amaretto ice cream with sour cherry peach compote
- Herbed sweet potato chips

To Taste: Chardonnay



J'aime, Paris! (French)


Oooooo la la! Here is a French menu that is as easy as a breeze.

Menu

- Mouille (mussels) in wine, parsley, garlic
- Coq au Vin with tarragon, grapes and bok choy
- Tomato, white bean, green bean and basil salad
- Pot de creme au chocolat

To Taste: White and Red Burgundy




Holiday Elves (Seasonal)


Three holiday cheers for this class! Leave with take-home treats!

Menu

- Chocolate lavender truffles
- Peppermint white chocolate hearts
- Holiday ginger spice cookies
- Perfect sugar cookies with icy icing
- Classic raspberry linzers
- Peanut butter blossoms

To Taste: Warm Cup of Good Cheer




Shortcut to Nirvana (Indian)


The food is to die for. Then you reincarnate and die for it again!

Menu

- Veggie Samoas
- Papadums with mango chutney, raita and green sauce
- Saag paneer
- Spicy and sassy fish curry
- Chicken Tikka Masala
- Basmati rice

To Taste: Mango Lassis/Mint Cocktails



Hipkids (Miscellaneous)


Ignites your kid's creativity and tempts their taste buds to try new foods.

Menu

- Dueling Salsa Duo: Mexican salsa versus sweet and spicy mango salsa, with homemade baked tortilla chips
- Exotic Moroccan Salad
- Asian Noodle Salad with crisp veggies
- Gelato

To Taste: Lemon Mint Splash




Issues

❶ It's difficult for the user to tell just from looking at the schedule page what category each meal is in, without having to click on each class description.

Correction: Create another column for meal categories so that users can identify what type of meal they are at a glance.



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Class Schedule

Attendance by pre-registration only! Feel free to email suggestions for classes not listed. Also, Hipcooks gift certificates are available for your friends/family!

New classes are posted around the start of each month.

Date	Description	❶ Teacher	Status	Signup
Sun May 11 11am-2:30pm	Dim Sum and then Some	Jenna	0 spaces left	Request Class >>
Wed May 14 4pm-7pm	Private Class	Bonny	[reserved]	[private]
Fri May 16 6pm-9pm	Más Noches en España: Paellas	Carla	1 space left	Sign Me Up! >>
Sat May 17 12pm-3:30pm	Market to Table	Bonny	0 spaces left	Request Class >>
Sun, May 18 12pm-3pm	My Big Fat Greek Cooking Class	Bonny	0 spaces left	Request Class >>
Fri May 23 6pm-9pm	Pasta in Casa!	Bonny	3 spaces left	Sign Me Up! >>
Sat May 24 6pm-9pm	Oh, Brazil!	Jenna	7 spaces left	Sign Me Up! >>
Sat May 24 12-3pm	Thai Two On!	Bonny	0 spaces left	Request Class >>
Fri May 30 6pm-9pm	Midsummer Night	Carla	9 spaces left	Sign Me Up! >>
Sat May 24 12-3pm	Pasta in Casa!	Bonny	7 spaces left	Sign Me Up! >>

Issues

1 User pointed out that they may want to schedule a private class for this type of meal, but there's no convenient way to do so from the class order screen.

Correction: Place a link underneath the class description module so that ordering a private session for this class is that much more convenient.

2 Links aren't easily identifiable as such.

Correction: Change the color of the link.



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Pasta in Casa! (Italian)

Class lasts three hours and costs \$70.
All supplies/ingredients provided.

🌿 Vegetarian*
🌱 Vegan
🐟 Pescatarian (fish-only meat)
🌾 Wheat-free
🔪 Knife-skills Taught
📅 Find class times

Schedule Info:
Date: Saturday May 24th
Time: 6pm - 9pm
Spaces Available: 7

Pasta in Casa (Italian)

Make pasta from scratch, with sauces! Not for the carb-faint at heart!

Menu

- Roasted butternut squash ravioli with sage butter
- Dill fettucine & salmon cream
- Caramelle with ricotta & lemon
- Parsley pasta confetti
- Portobello mushroom & spinach rotollo, red pepper tomato sauce

To Taste: Chardonnay



Signup: Reservations

First Name

Last Name

Email

Phone

Comments

I have read and agree to the **Hipcooks Cancellation Policy.**

Add to Cart

1

2



Hipcooks

Final Product



Hipcooks



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Welcome to Hipcooks Seattle!

Join us in our beautiful urban kitchen for an evening of fresh flavors and new friends.

Hipcooks provides hands-on cooking classes for the novice and seasoned cook alike. Measuring implements are banned, tasting is encouraged, and your inner chef is invited to play. The best part? Every class ends with a dinner party!

If you'd like to learn to cook healthy food for your family, fun menus for 30 of your closest friends while you never break a sweat in the kitchen) or knife skills to impress a samurai, (Hipcooks shows you how to be as cool in the kitchen as you are everywhere else.



The Skinny:

Classes have a set price of \$70, including fresh, organic (wherever possible) ingredients, tools and supplies, wine tasting with dinner.

Classes are limited in size to allow for hands-on instruction. All skill levels are welcome. (No minors, please)



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Class Descriptions

Each class lasts three hours and costs \$70.

All supplies/ingredients provided.



Vegetarian*



Vegan



Pescatarian (fish-only meat)



Wheat-free



Knife-skills Taught



Find class times

*or vegetarian-accommodated

Pasta in Casa (Italian)



Make pasta from scratch, with sauces! Not for the carb-faint at heart!

Menu

- Roasted butternut squash ravioli with sage butter
- Dill fettucine & salmon cream
- Caramelle with ricotta & lemon
- Parsley pasta confetti
- Portobello mushroom & spinach rotollo, red pepper tomato sauce

To Taste: Chardonnay



Midsummer Night (Romantic)



Light candles on the deck and delight your beloved with this summer menu.

Menu

- Salad with fresh mozzarella, heirloom tomatoes and prosciutto
- Scallop and shrimp Ceviche with mango, basil and jalapeno
- Ginger amaretto ice cream with sour cherry peach compote
- Herbed sweet potato chips

To Taste: Chardonnay



J'aime, Paris! (French)



Ooooooh la la! Here is a French menu that is as easy as a breeze.

Menu

- Moulle (mussels) in wine, parsley, garlic
- Coq au Vin with tarragon, grapes and bok choy
- Tomato, white bean, green bean and basil salad
- Pot de creme au chocolat

To Taste: White and Red Burgundy



Holiday Elves (Seasonal)



Three holiday cheers for this class! Leave with take-home treats!

Menu

- Chocolate lavender truffles
- Peppermint white chocolate hearts
- Holiday ginger spice cookies
- Perfect sugar cookies with icy icing
- Classic raspberry linzers
- Peanut butter blossoms

Shortcut to Nirvana (Indian)



The food is to die for. Then you reincarnate and die for it again!

Menu

- Veggie Samoas
- Papadums with mango chutney, raita and green sauce
- Saag paneer
- Spicy and sassy fish curry
- Chicken Tikka Masala
- Basmati rice

Hipkids (Miscellaneous)



Ignites your kid's creativity and tempts their taste buds to try new foods.

Menu

- Dueling Salsa Duo: Mexican salsa versus sweet and spicy mango salsa, with homemade baked tortilla chips
- Exotic Moroccan Salad
- Asian Noodle Salad with crisp veggies
- Gelato



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Class Schedule

Attendance by pre-registration only! Feel free to email suggestions for classes not listed.
Also, Hipcooks gift certificates are available for your friends/family!

New classes are posted around the start of each month.

Date	Description	Category	Teacher	Status	Signup
Fri May 23 6pm-9pm	Pasta in Casa!	Italian	Bonny	3 spaces left	Sign Me Up! >>
Sat May 24 12-3pm	Pasta in Casa!	Italian	Bonny	7 spaces left	Sign Me Up! >>

[Unfilter >>](#)



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Class Schedule

Attendance by pre-registration only! Feel free to email suggestions for classes not listed. Also, Hipcooks gift certificates are available for your friends/family!

New classes are posted around the start of each month.

Date	Description	Category	Teacher	Status	Signup
Sun May 11 11am-2:30pm	<u>Dim Sum and then Some</u>	Chinese	<u>Jenna</u>	0 spaces left	<u>Request Class >></u>
Wed May 14 4pm-7pm	<u>Private Class</u>	---	<u>Bonny</u>	[reserved]	[private]
Fri May 16 6pm-9pm	<u>Más Noches en España: Paellas</u>	Mexican	<u>Carla</u>	1 space left	<u>Sign Me Up! >></u>
Sat May 17 12pm-3:30pm	<u>Market to Table</u>	Mystery Box	<u>Bonny</u>	0 spaces left	<u>Request Class >></u>
Sun, May 18 12pm-3pm	<u>My Big Fat Greek Cooking Class</u>	Greek	<u>Bonny</u>	0 spaces left	<u>Request Class >></u>
Fri May 23 6pm-9pm	<u>Pasta in Casa!</u>	Italian	<u>Bonny</u>	3 spaces left	<u>Sign Me Up! >></u>
Sat May 24 6pm-9pm	<u>Oh, Brazil!</u>	Brazilian	<u>Jenna</u>	7 spaces left	<u>Sign Me Up! >></u>
Sat May 24 12-3pm	<u>Thai Two On!</u>	Thai	<u>Bonny</u>	0 spaces left	<u>Request Class >></u>
Fri May 30 6pm-9pm	<u>Midsummer Night</u>	Romantic	<u>Carla</u>	9 spaces left	<u>Sign Me Up! >></u>
Sat May 24 12-3pm	<u>Pasta in Casa!</u>	Italian	<u>Bonny</u>	7 spaces left	<u>Sign Me Up! >></u>



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Class Schedule

Attendance by pre-registration only! Feel free to email suggestions for classes not listed. Also, Hipcooks gift certificates are available for your friends/family!

New classes are posted around the start of each month.

Date	Description	Teacher	Status	Signup	
Sun May 11 11am-2:30pm	Pasta in Casa (Italian) Make pasta from scratch, with sauces! Not for the carb-faint at heart!	Jenna	0 spaces left	Request Class >>	
Wed May 14 4pm-7pm	Menu • Roasted butternut squash ravioli with sage butter • Dill fettucine and salmon cream • Caramelle with ricotta and lemon • Parsley pasta confetti • Portobello mushroom and spinach rotollo, red pepper tomato sauce	Bonny	[reserved]	[private]	
Fri May 16 6pm-9pm	To Taste: Chardonnay	Carla	1 space left	Sign Me Up! >>	
Sat May 17 12pm-3:30pm		Bonny	0 spaces left	Request Class >>	
Sun, May 18 12pm-3pm		Bonny	0 spaces left	Request Class >>	
Fri May 23 6pm-9pm		Bonny	3 spaces left	Sign Me Up! >>	
Sat May 24 6pm-9pm	Oh, Brazil!	Brazilian	Jenna	7 spaces left	Sign Me Up! >>
Sat May 24 12-3pm	Thai Two On!	Thai	Bonny	0 spaces left	Request Class >>
Fri May 30 6pm-9pm	Midsummer Night	Romantic	Carla	9 spaces left	Sign Me Up! >>
Sat May 24 12-3pm	Pasta in Casa!	Italian	Bonny	7 spaces left	Sign Me Up! >>



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Pasta in Casa! (Italian)

Class lasts three hours and costs \$70.

All supplies/ingredients provided.



Vegetarian*



Vegan



Pescatarian (fish-only meat)



Wheat-free



Knife-skills Taught



Find class times

*or vegetarian-accommodated

Schedule Info:

Date: Saturday May 24th

Time: 6pm - 9pm

Spaces Available: 7

Pasta in Casa (Italian)

Make pasta from scratch, with sauces! Not for the carb-faint at heart!

Menu

- Roasted butternut squash ravioli with sage butter
- Dill fettucine & salmon cream
- Caramelle with ricotta & lemon
- Parsley pasta confetti
- Portobello mushroom & spinach rotollo, red pepper tomato sauce

To Taste: Chardonnay



Larger groups: click on the [Private Class](#) link to get us all to yourselves!



Signup:

Reservations

First Name

Last Name

Email

Phone

Comments

I have read and agree to the [Hipcooks Cancellation Policy](#).

[Add to Cart](#)



The Importance of Process

In order for a design to be successful, it must be centered around the user. But in order to be centered around the user, design must incorporate user input - and so, the user-centered development cycle comes to be the most crucial aspect of development. The importance of this process cannot be overstated. Since ultimately the functionality of a product stands or falls on its basic functionality and whether the most unacquainted user can employ it properly, it must be guided by continual user input in various degrees.

In this particular process, user input helped me to gain better insight into how common sense a design must be in order to work effectively for the purpose it is intended to serve, including issues that would normally bypass me as a designer who is sometimes too embedded into the project.

For instance, even though I had researched the site and knew exactly where to find certain information, such as class times and costs, or whether supplies needed to be brought to class or not, it became evident that unacquainted users would not find it easy to locate this information. Or additional tips, such as creating a convenient pop-up screen for a description of the class to decrease the need for navigation back and forth, helped tremendously.

Through this course, process has shown itself to be indispensable.