

GoTiger App

UX design for a grocery and recipe app

Period: April 2022 – May 2023 | **Role:** UX Design Working Student | **Tools:** Figma, Notion, Linear, Affinity Suite

Project Overview

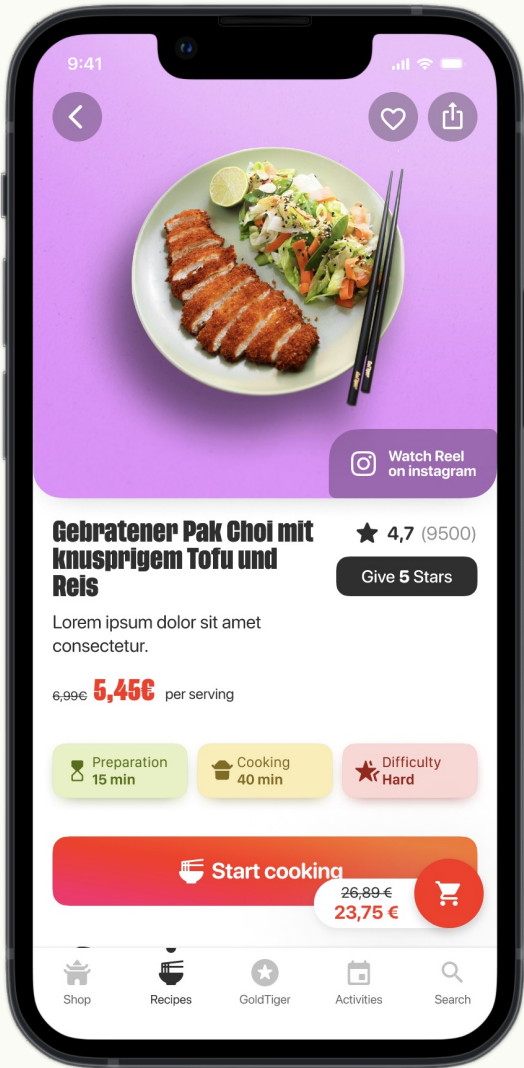
GoTiger was an app combining Asian groceries, recipes, and community content. The goal was to merge shopping and cooking inspiration into one seamless digital experience. I was responsible for the entire user-centered UX process from research and concept development to a fully clickable Figma prototype that later served as the foundation for the live app and investor pitches.

Role & Results

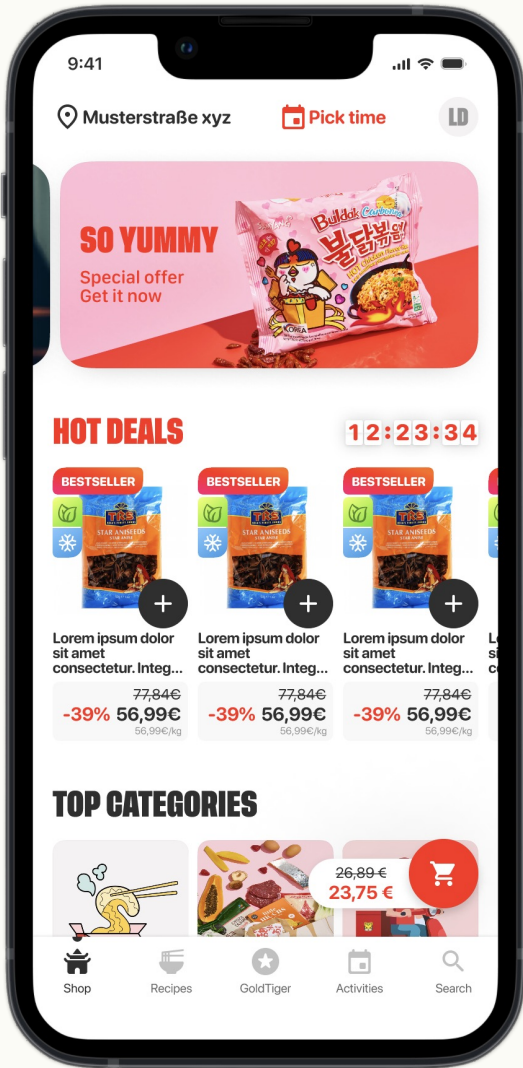
- Planned and conducted user surveys, interviews, and usability tests → generated solid insights for design decisions
- Created a fully interactive app prototype including a design system → provided a consistent foundation for the Flutter development team
- Designed a recipe logic that allowed users to add all ingredients to the cart with one click → simplified the shopping process
- Built adaptive UI components featuring a floating action button and the “Yum or Yuk” swipe feature → increased engagement and fun factor
- Iteratively improved the app structure based on user testing feedback → enhanced clarity and reduced friction within the flow

Impact & Learnings

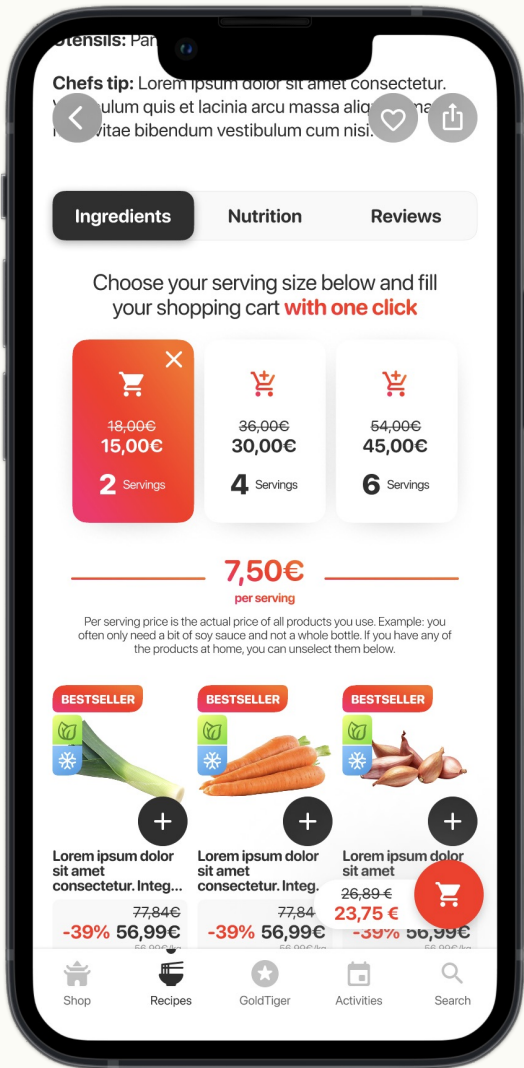
This project demonstrated how strongly user feedback shapes the success of digital products. Through iterative testing and close collaboration with the development team, I created a UX concept that was directly implemented in the live app.



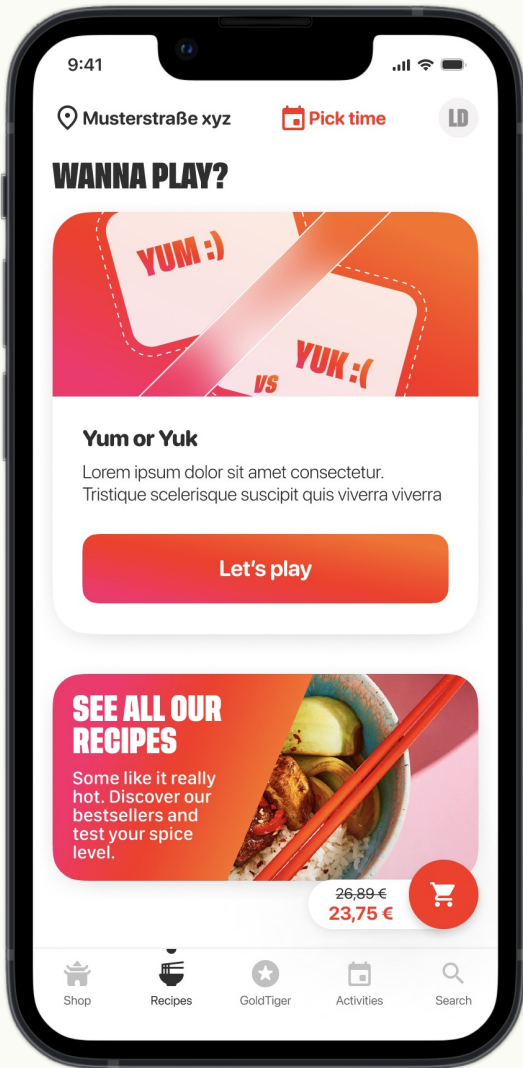
Recipe view with rating, preparation time, difficulty level, and embedded cooking reel.



Product overview with dynamic floating action button and real-time shopping cart preview.



Ingredient view with portion selector and automatic price calculation for seamless cart integration.



“Yum or Yuk” swipe feature that lets users discover recipes through playful interaction.

[View App Prototype](#)