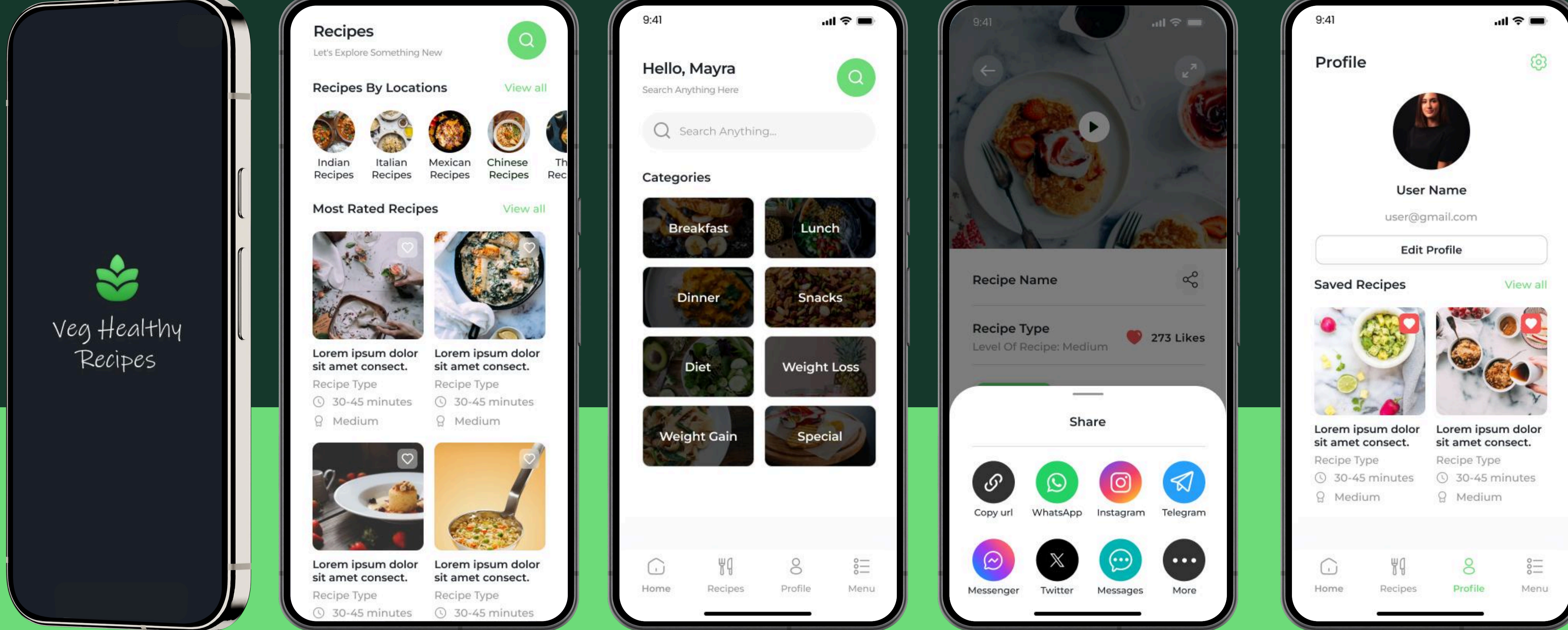


# Veg Healthy Recipes

UI UX Case Study

Mobile Application



## Project Overview

The Veg Healthy Recipes app is designed to inspire healthier eating habits through a wide variety of simple, delicious, and plant-based recipes. It provides users with easy-to-follow instructions, making healthy cooking accessible for everyone—from seasoned vegans to individuals looking to add more vegetables to their diet. With a focus on nutrition and taste, the app helps users discover meals that align with their lifestyle, promoting wellness through mindful eating. Ultimately, Veg Healthy Recipes makes cooking healthy, fun, and rewarding.

## Responsibilities

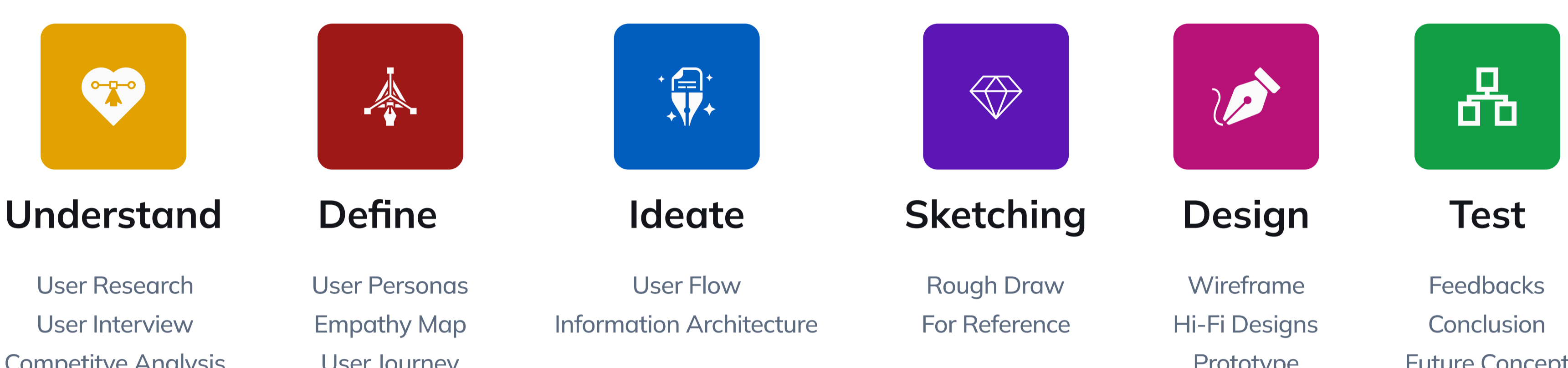
The Veg Healthy Recipes app is responsible for providing users with a wide range of nutritious and easy-to-cook plant-based recipes. It ensures clear, step-by-step instructions that make healthy cooking simple and enjoyable for all users. The app takes responsibility for promoting wellness by focusing on balanced, flavorful meals that suit different lifestyles. Additionally, it continuously updates content to offer fresh recipe ideas, while maintaining a user-friendly experience that inspires healthier food choices every day.

## Problem Statements

Many people struggle to maintain a healthy diet due to a lack of time, limited knowledge of nutritious recipes, or difficulty finding simple plant-based meal ideas. Traditional cooking resources are often overwhelming, complicated, or not tailored to health-conscious lifestyles. As a result, individuals seeking to eat healthier face barriers in discovering easy, tasty, and balanced vegetarian recipes that fit into their daily routine.

## Design Process

The design process for Veg Healthy Recipes begins with understanding user needs, focusing on simplicity, nutrition, and accessibility. Wireframes and layouts are created to ensure easy navigation and visually appealing recipe displays. User testing helps refine features like search, filters, and step-by-step instructions for clarity. Continuous feedback and updates enhance the app, making healthy cooking both effortless and enjoyable.

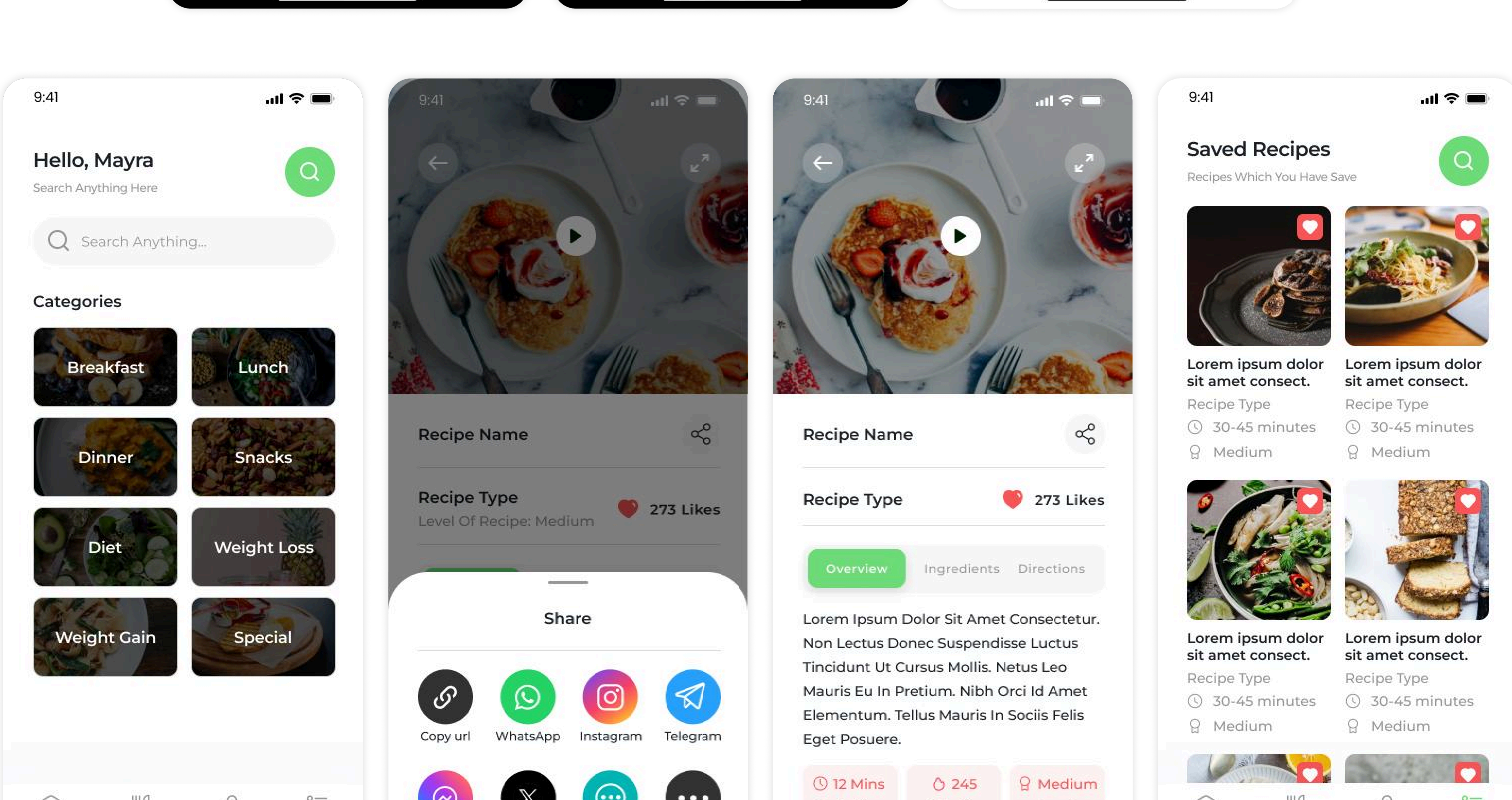
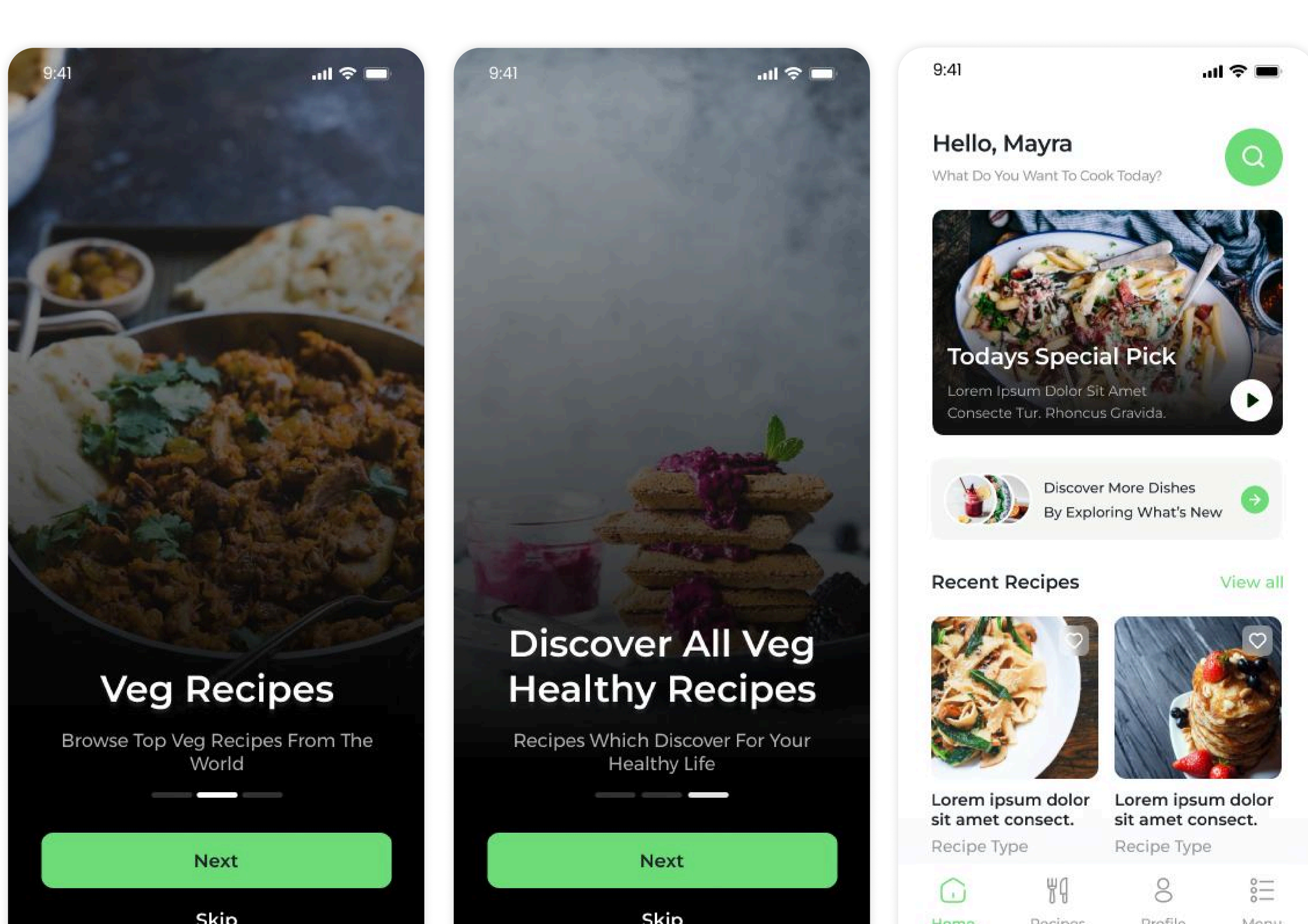
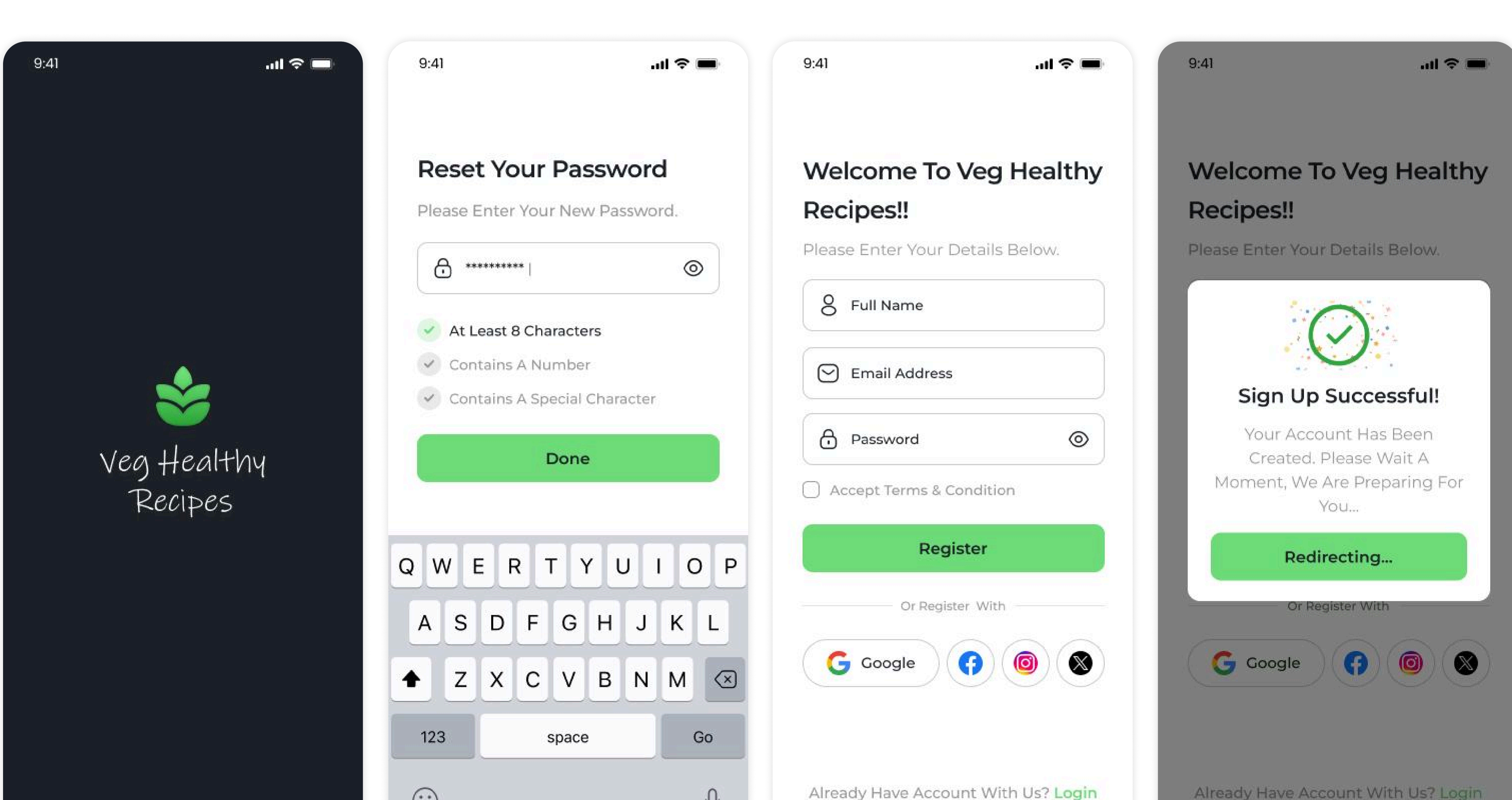


## Thought Behind The Logo Design

The logo for Veg Healthy Recipes has been designed to visually represent health, simplicity, and nature. The green leaf icon symbolizes freshness, nutrition, and plant-based living, which aligns with the app's focus on vegetarian and healthy recipes. Its layered form resembles both a sprouting plant and a bowl of food, reflecting growth and wholesome meals. The typography is kept clean and approachable to convey simplicity and user-friendliness, making healthy cooking feel accessible and enjoyable for everyone.



## Visual Design



Thank You!

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