

Nutrition

Anjum Shaikh

Project overview



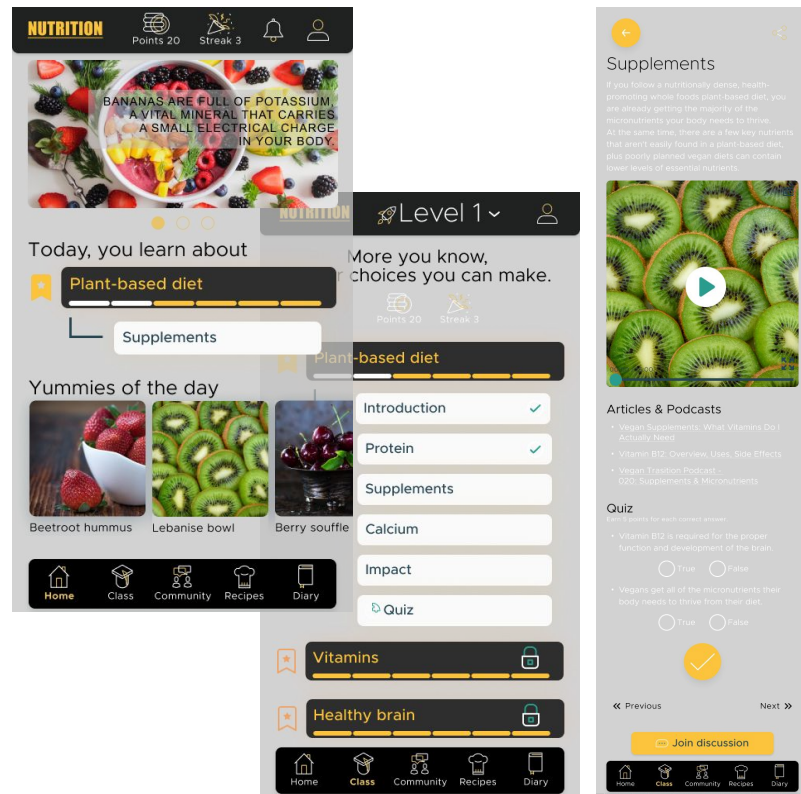
The product:

Nutrition is a cross-platform product developed for social good. The project considers a progressive enhancement approach that consists of designing a dedicated app and a responsive website. My main responsibilities were conducting interviews, developing paper and digital wireframes, low and high-fidelity prototypes, conducting usability studies, accounting for accessibility, and iterating on designs.



Project duration:

Feb to March 2022



Project overview



The problem:

Busy adult workers do not want to spend a lot of time searching for healthy recipes and need to quickly find meal options online that enable them to stay healthy.



The goal:

Nutrition platform design allows users to quickly check for healthy recipes on their desktop computer, on their phone with a responsive website or dedicated app that offers extra features.

Project overview



My role:

UX designer designing a website and app for
Nutrition , help people eat healthy



Responsibilities:

List the responsibilities you had throughout
the project - e.g., user research, wireframing,
prototyping, etc.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary

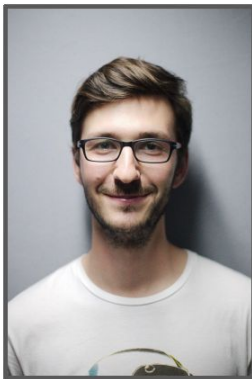


I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified was full-time workers that want to save some time searching for recipes to enjoy a healthy meal.

Persona 1: Sam

Problem statement:

Sam is a user who is trying to stay healthy who needs nutrition app To make it easy



Name

Age: Sam
Education: Software Engg ME
Hometown: Pune
Family: Single
Occupation: Front-End Dev

"Balance Isn't maths but the way we feel"

Goals

- He Finds beneficial to see how others are doing and what tricks other use to stay healthy
- Needs better organisation of information

Frustrations

- Family members eating poorly bothers him very much
- Controlled diet makes him obsessed with food which leads to unhealthy mental state

Sam has active city lifestyle and challenging career. He is quite comfortable in understanding the importance of healthy eating and effect it has on his mood and focus on plant-based meal as environment plays important role.

Persona 2: Sara

Problem statement:

Sara family health is very important to her who needs to take care of her family.



Name

Age: Sara
Education: MBA
Hometown: Pune
Family: Married
Occupation: Sales Executive

“Before my old unhealthy habits caught up, i wish to create an interest in healthy eating”

Goals

- It is too difficult to change something alone.support of community play very IMP role
- Change diet for better to avoid taking medication

Frustrations

- Tried to change diet in past it was too quick and lasted for very short
- Very hard to relearn new eating habits
- Information is scatted

Sara is a single mom lives in pune a big metro city. Very interested in nutrition nad healthy eating, she ate waht she liked until her health started going bad ,she took medication for her health . but now realising it sooner than later she is started taking care of her eating habbits

Competitive audit

Mapping Carl's user journey revealed how useful it would be for users to have options like adjust serving and search by selected ingredients.

Persona: Jessica

Goal: Check for healthy meals, save them for later, and share with her family and friends.

ACTION	Search for healthy recipes	Buy groceries	Prepare meal	Share with family
TASK LIST	A. Check for recipe apps B. Search for recipe websites C. Select recipe	A. Go to a store B. Select ingredients to buy C. Go to line and do the payment	A. Prepare ingredients B. Follow the recipe C. Cook and serve meal	A. Open the website B. Select the recipe C. Share
FEELING ADJECTIVE	Frustrated because some recipes are not very healthy. Excited because she loves to cook.	Happy to be at the store. Frustrated because the line is long.	A bit frustrated because the platform is not very accessible. Happy because finally the meal is ready.	Happy because the meal was great. Confused because the share option is not easy.
IMPROVEMENT OPPORTUNITIES	Design a clear and simple platform.	Shopping list in-app.	Screen reader option to help follow the recipe.	Give the option to easily share and print.

Ideation

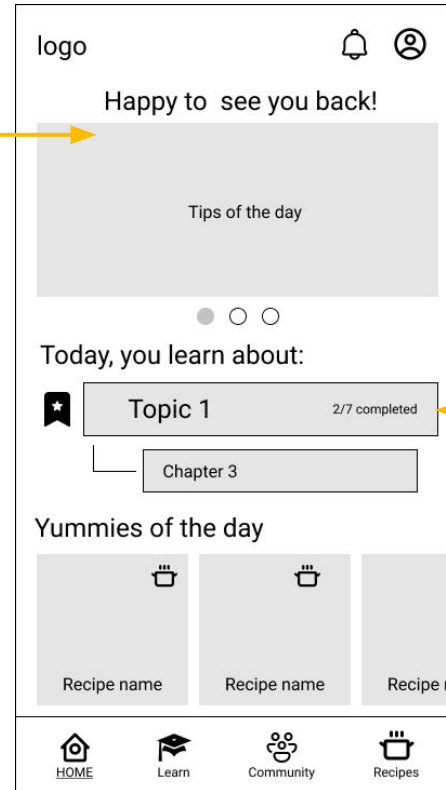
Already after finishing the competitive audit, I started to have ideas on how to tackle the user problems but I always want to go past the first impressions and thoughts and get deeper insights. I applied Crazy Eights ideating each problem statement and How Might We for the platform.

<p>① What I have:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Add receipt</p>	<p>② Try this recipe</p> <p>_____</p> <p>_____</p> <p>You have:</p> <p><input checked="" type="checkbox"/> _____</p> <p><input checked="" type="checkbox"/> _____</p> <p>You need:</p> <p><input type="checkbox"/> _____</p>	<p>③ Recipe</p> <p><input checked="" type="checkbox"/> _____</p> <p>Ingredients:</p> <p>_____ <input checked="" type="checkbox"/></p> <p>_____ <input checked="" type="checkbox"/></p> <p>_____ <input checked="" type="checkbox"/></p>	<p>④ I have</p> <p>1 2 3 4</p> <p>servings left</p> <p>to eat by</p> <p>1 Dec 2 Jan 2021 3 Feb</p>
<p>Grocery list</p> <p>_____ x4</p> <p>_____ x2</p> <p>_____ x1</p> <p>Need more?</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>	<p>You cooked</p> <p>_____</p> <p>How was it?</p> <p><input checked="" type="radio"/> <input type="radio"/></p> <p>How much is left?</p> <p>_____ <input type="checkbox"/></p>	<p>Do you still have:</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Why not try:</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>We think you have</p> <p><input checked="" type="checkbox"/> x4</p> <p><input checked="" type="checkbox"/> x2</p> <p>You can make:</p> <p>• _____</p> <p>• _____</p> <p>• _____</p>

Digital wireframes

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

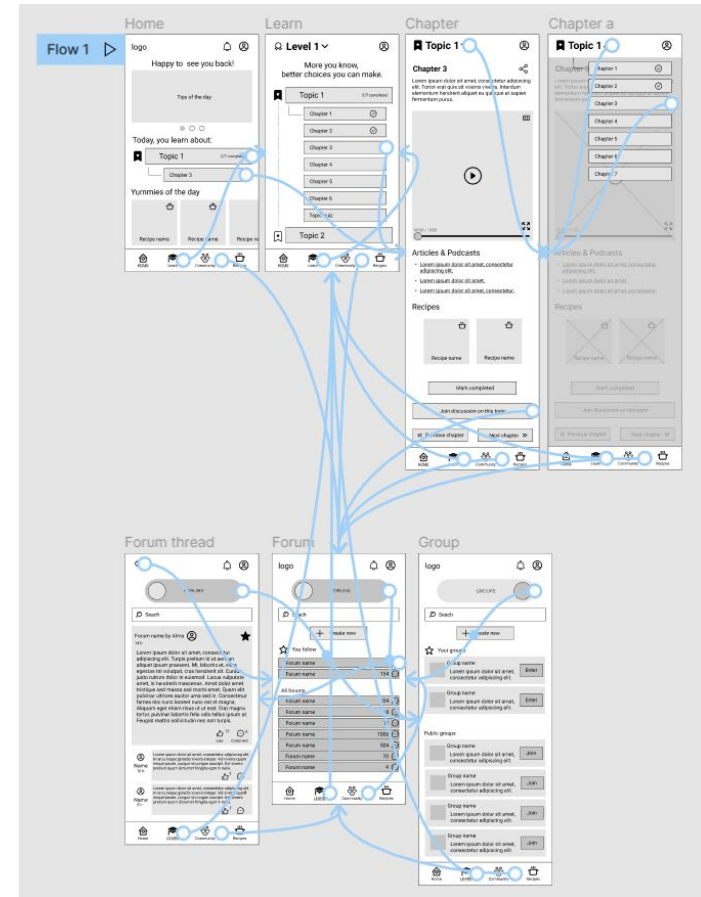
Hero image on the app



Easy access app navigation

Low-fidelity prototype

This lo-fi prototype connects the user flow of searching for recipes, checking the recipe step-by-step, and more.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Australia, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

I conducted one round of usability studies with the low-fidelity prototype to understand if the flow would make sense for the user and to comprehend if the user relates to the overall structure. Findings from the first study helped guide the design from wireframes to mockups.

1

Finding

Users want an option to filter searches using types of meals.

2

Finding

Users want a better way of navigating through the app

3

Finding

User prefer clean user interface of the app

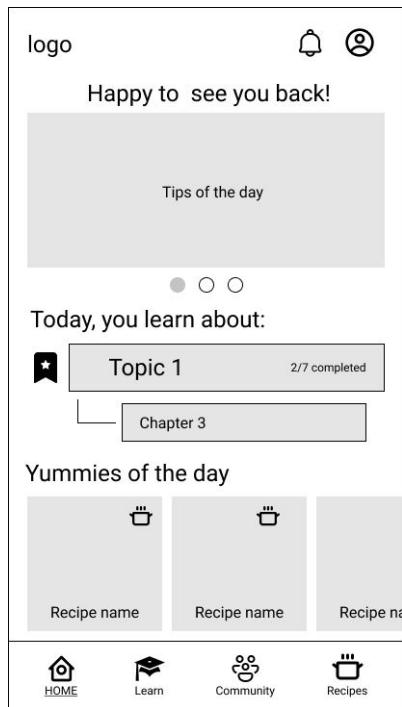
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

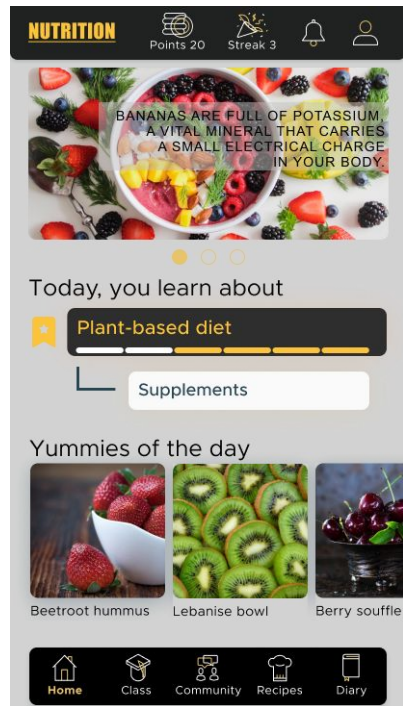
Mockups

Early designs allowed users to quickly use the search bar and check some recommendations based on preferences. After usability studies, was found that users wanted a more intuitive navigation system, so I added a navigation bar, and the hamburger menu was relocated to the right side for accessibility matters.

Before usability study



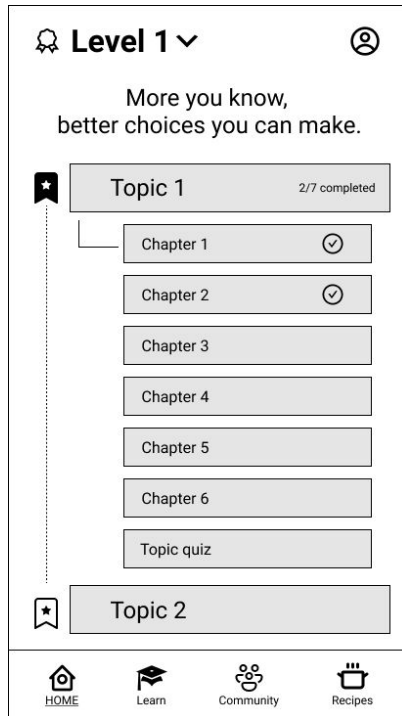
After usability study



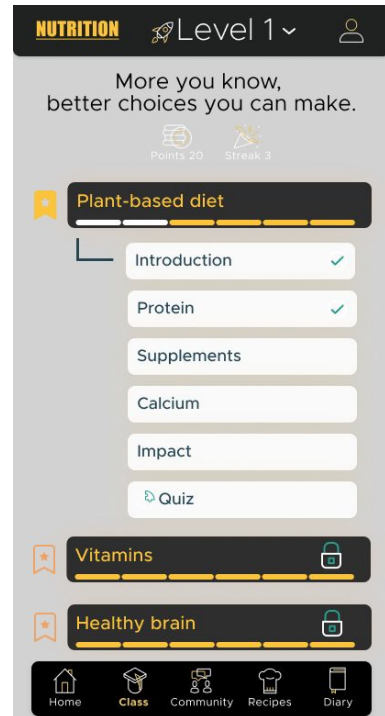
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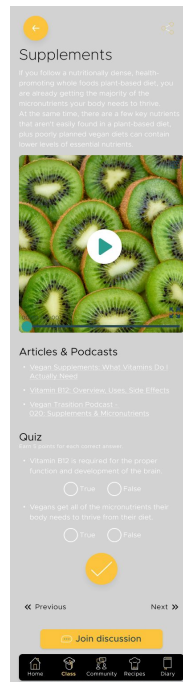
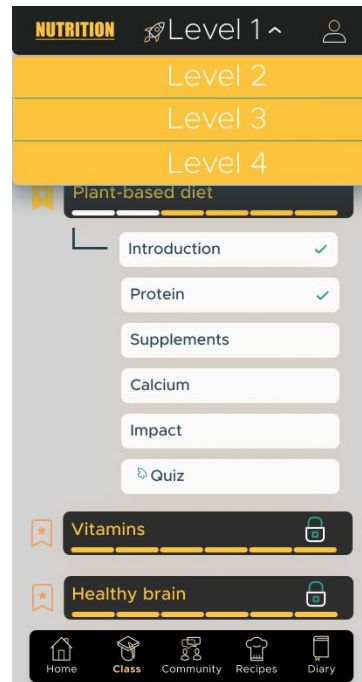
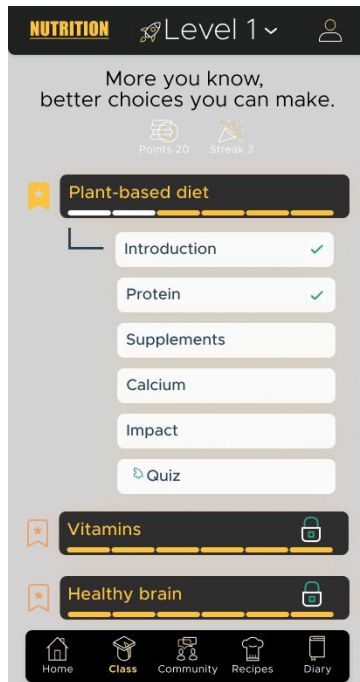
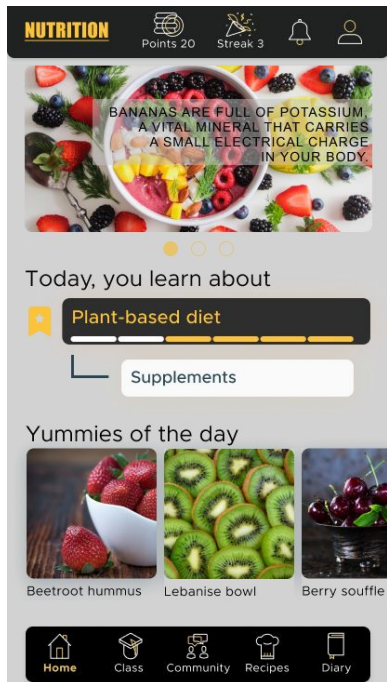
Before usability study



After usability study

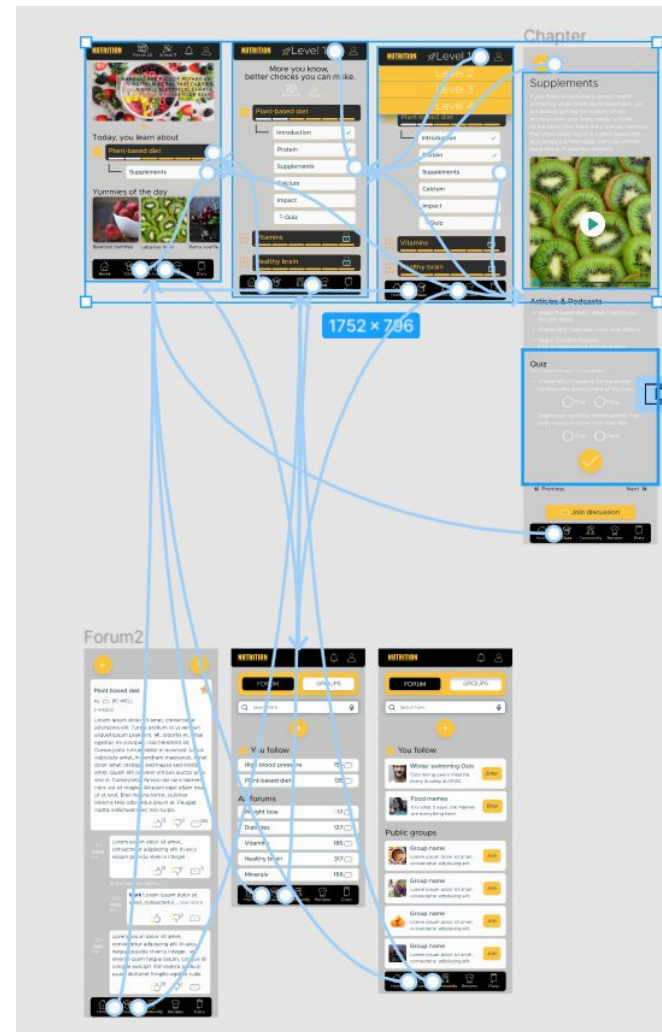


Mockups



High-fidelity prototype

The final high-fidelity prototype presented a clear, simple, and easy-to-use design.



Accessibility considerations

1

Simple and clear iconography to improve navigation.

2

The color palette is a11y, enabling people with visual impairments or color vision disabilities to have a good experience.

3

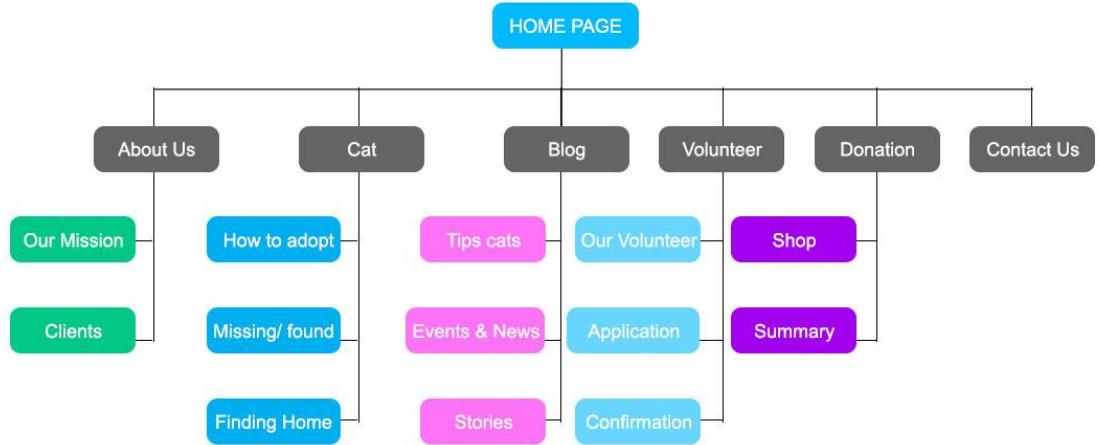
All pages have clickable elements and the app can be used without motion option available.

Responsive Design

- Information architecture
- Responsive design

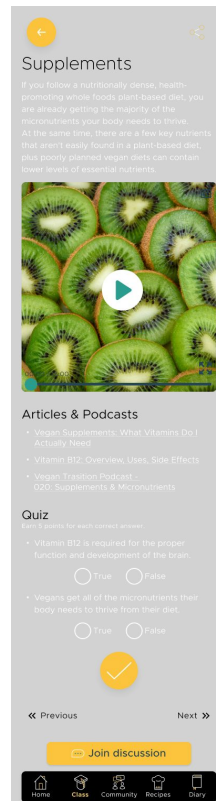
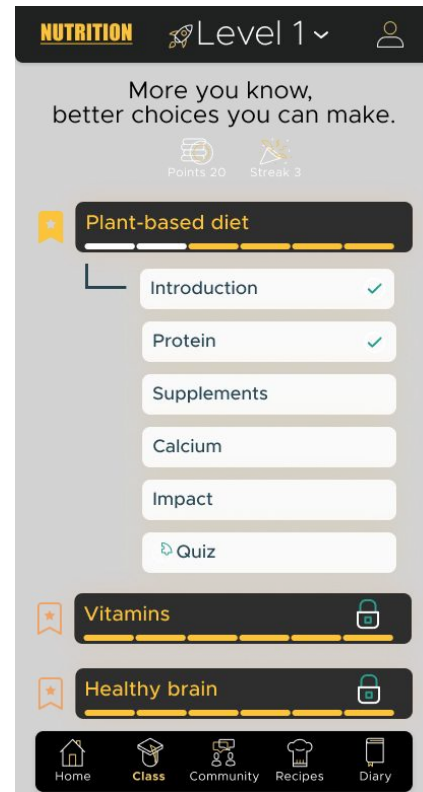
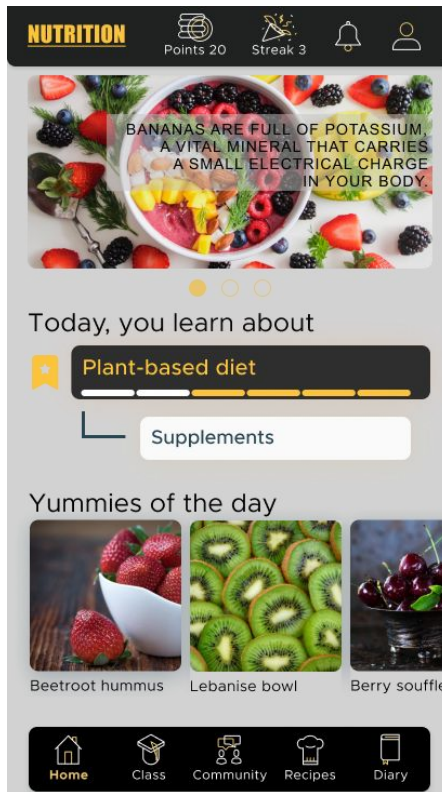
Sitemap

Every page in the Nutrition website is categorically arranged



Responsive designs

The designs for screen size variation included mobile, table, and desktop, i optimized the designs to fit specific users needs of each devices and screen sie



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

In the app, users are made to feel that coffee houses truly care about providing excellent customer service

Feedback from peer

"One volunteer commented he likes that log in is not required browsing through the website"



What I learned:

I learned that the first ideas are only the beginning. Each iteration of the app features was influenced by usability studies and peer feedback

Next steps

1

Ensure that the pain point areas have been addressed by conducting another round of usability studies

2

If any icons or images need to be modified, conduct a second round of review

3

Research new areas of need to determine any new areas of concern

Let's connect!



It was a pleasure having you review my Volunteer website. We have provided details below for you if you would like to know more or to reach out.

Email: anjumis@outlook.com

Website: istams.com