

Foodzy

Matthew Charles
UX assignment
Sustainable food app

Brand Identity

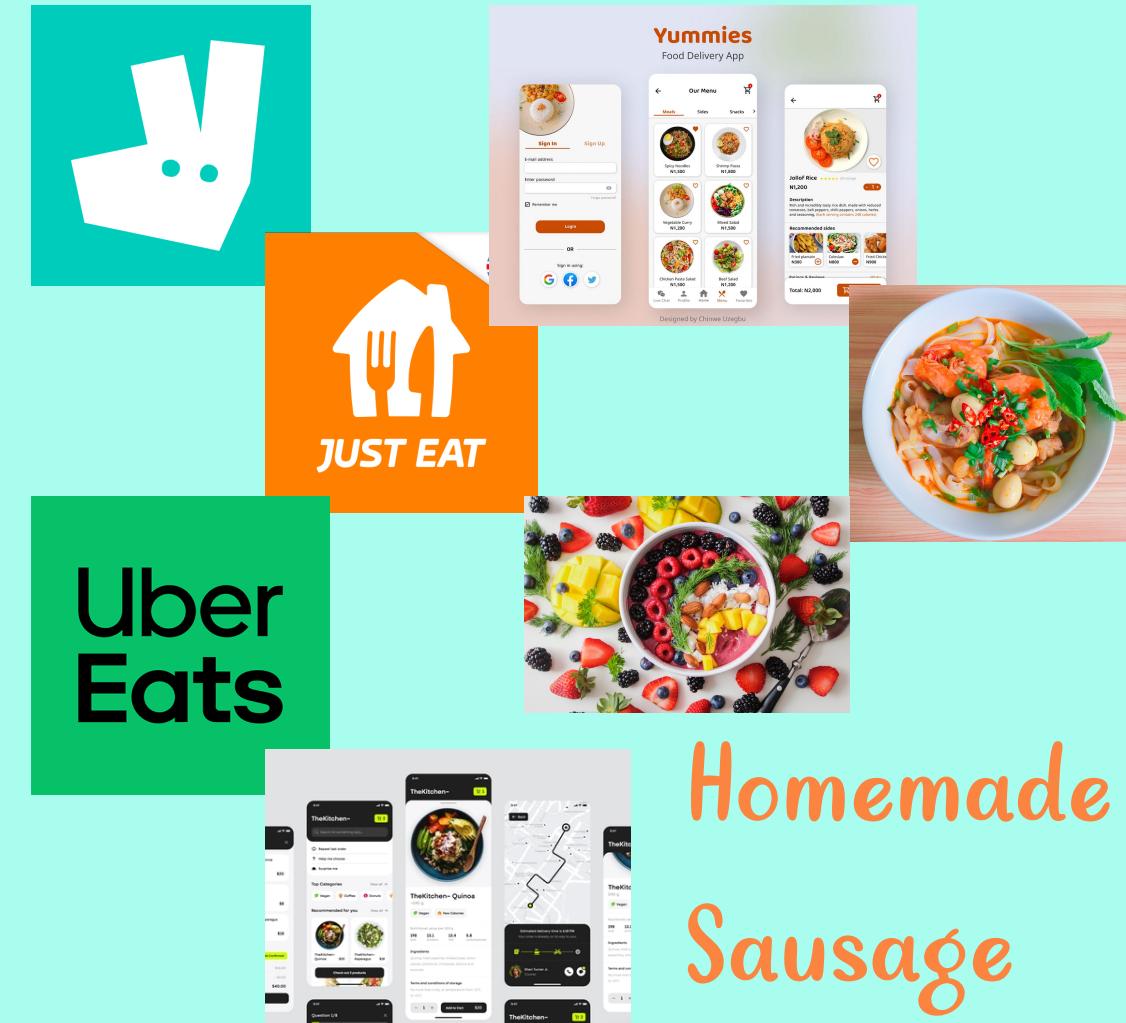
This section will cover the ideas and thinking behind the branding of Foodzy.

The name Foodzy came from a group member when presenting our research findings. The name was appealing because is fun and didn't take itself too seriously, which would appeal to the target audience.

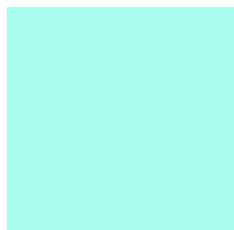
Carrying on from this, the font is called Homemade Sausage, created by Kurnia Setyadi. It's a fun looking font, re-enforcing the overall feeling trying to be achieved.

The colour scheme for the brand would primarily be blue, this is because blue is associated with calmness and responsibility. Though green is associated with growth and sustainability, it very common within the industry and would not lend itself useful for differentiating the brand from the competitors.

Moodboard



Colour Usage



A8FDEE

Foodzy

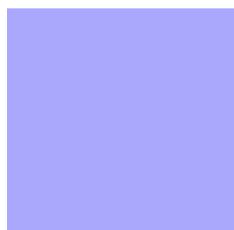
French Pass



00B9C5

Foodzy

Robins Egg Blue



AAA8FD

Foodzy

Melrose



00727A

Foodzy

Teal

The first colour called French Pass, will be mainly used as a block colour. Segmenting sections such as headers and widgets. If text were to be used over this colour, the text needs to be black as it contrasts well and aids in readability.

Robins egg blue is the second colour and used for the logo and company name. The colour contrasts well over a white background which is important as the vast majority of app's background will be white.

Melrose is the purple colour, and would be primarily used as an accent colour. Buttons will have this colour and other elements to offset and contrast with both of the blues.

Teal will be used for text that is small, this is because small text with Robins Egg Blue is hard to read. Therefore, Teal will be used as it contrasts better on a white background for smaller text.

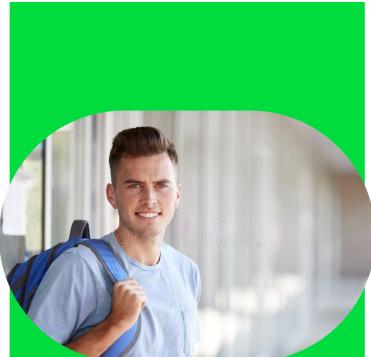
Logo Design

Foodzy



The logo is simple, with it just being the name of the company. While looking at existing companies such as Hello Fresh and Uber Eats, they too use just their name as the logo. This helps with brand recognition, as customers will begin to associate the font and colour with Foodzy.

User Personas



AGE:

20

OCCUPATION:

Student

LOCATION:

Bristol

HOBBIES:

Football

Going out

Gaming

Favourite brands



Sceptical Sam

ABOUT:

Brandon is a second year student studying Sport Science. He enjoys playing football with his mates. He also enjoys going out at the weekends, but may spend a bit too much when he does. Brandon likes to stay fit and in shape, but doesn't particularly follow a regime.

GOALS:

- To save money
- Remain in shape
- Learn new recipes
- Discover new foods

NEEDS:

- Cheap food
- Easy to cook recipes
- To know nutritional value of foods he eats

PAIN POINTS:

- Working out what to eat each day
- Dishes that take too long to cook
- A lot of washing up
- Researching foods

PERSONALITY:

- Extroverted
- Confident
- Socialable
- Humorous

User Journey Map

Sceptical Sam

Sam is very sociable university student studying Sports Science. He likes to go out at weekends and enjoys playing football. He wants to remain in shape and save money.

Expectations

- To save money
- Try new foods
- Learn more about sustainability

Pain Points

- Figuring out what to eat each day
- Complicated recipes



Discover

Sam wishes to save money.
He also wants to try new foods and meals whilst learning new cooking skills.
He knows the importance of eating sustainably but isn't prepared to spend more money.

Explore

Sam inputs his information, goals and other information.
He sees how much money he can save.
He realises how convenient it is.
Discovers sustainability rating, which saves time researching sustainability.

Negotiate

Foodzy organises meals into different sections which satisfy different goals.
Sam selects what he wants to order
He can also check his previous orders, and what's on his current order.

Select

Sam double checks his order: the items on the list and delivery date.
He's given a sustainability rating.
His order is delivered at a specified date which suits him best.

Discover:

The user discovers Foodzy after realising what changes they want to make in their life.

Explore:

User signs up to Foodzy, enters their goals and learns about the sustainability rating. The sustainability rating is liked because it is quick and easy to understand. Selecting goals also gives Foodzy a more personalised feeling, giving users what they want and help making decisions easier.

Negotiate:

The negotiate stage is when the user is deciding what to order. To help the user make a decision, Foodzy organizes the homepage into sections based off what goals the user selected when first starting the app. Also, Foodzy allows customers to preview their previous orders, if they liked something they had already ordered, they can re-order it from the view previous orders menu.

Select:

In the select stage the user finalises their order, is able to select to a date for when the order is delivered. They're given a final sustainability rating.

Priority Guide

PRIORITY GUIDE

GOAL: TO PROVIDE A CHEAP AND RELIABLE SERVICE FOR STUDENTS TO GET MORE SUSTAINABLY SOURCED AND HEALTHY FOODS

<u>ELEMENT</u>	<u>CONTENT</u>	<u>INTENT</u>
View order list	A list of the items in the users next delivery with the ability to make changes	Users need to be able to view what is on their order, to check the price and make sure it is food that they'll like to eat
Sustainability score	A percentage score comparing various aspects of sustainability and how sustainable the food is overall	Students when asked generally wanted to eat more sustainably, this is an easy way for them to make decisions and compare with other choices
Search feature	Search bar at top of home screen	User can search for something specific for ease of use
Account detail page	Page showing account details	User can change account details incase they change

Intent Wireframes

The image displays six wireframe prototypes arranged horizontally, representing different screens of a user interface. Each prototype includes a callout box with a label describing a specific element or feature.

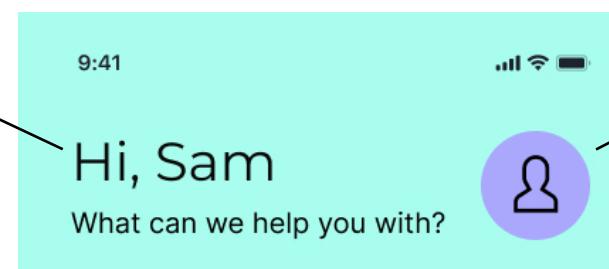
- Wireframe 1:** A screen titled "Brand name for recognition" with a "Button to get started" button. Callout: "Brand name for recognition".
- Wireframe 2:** A screen titled "Please enter details" with fields for First name, Last name, Email, and Phone number, each preceded by a placeholder. Callout: "Please enter details".
- Wireframe 3:** A screen titled "Please enter details" with fields for Post code, House no., Street name, City, and County, each preceded by a placeholder. Callout: "Please enter details".
- Wireframe 4:** A screen titled "Please enter your goals" with five rounded rectangular buttons labeled "Option 1" through "Option 5". Callout: "Please enter your goals".
- Wireframe 5:** A screen titled "Name of food" showing a list of food items with images, names, and prices. It includes a search bar, a back button, and a bottom navigation bar. Callouts: "Name of user so they know they're logged in", "Brand logo for recognition", "Search", "Back", "Add to order", "Cooking Instructions", and "Bottom nav bar for easy navigation".
- Wireframe 6:** An "Orders page" screen showing a header with "Next order" and "Delivery date", followed by three order items (Item 1, Item 2, Item 3) with descriptions, and a "Previous orders" section at the bottom. Callouts: "Orders page", "Next order", "Delivery date", and "Bottom nav bar for easy navigation".

These are intent wireframes and are labelled to describe the various components and elements, giving their function and use. What was important in this stage was to fulfill the priority guide. The most important feature was for the user to be able to view their order, this is important as it avoids confusion and the user spending more than they need to. The last frame is the view orders page, and the current order is separated from the previous orders list. In addition, the delivery date and items on order are clearly visible.

The second most important feature was to have a sustainability rating for each product. This was to make it easier for users to know what foods are most sustainable, and help inform their decisions.

Component Investigation

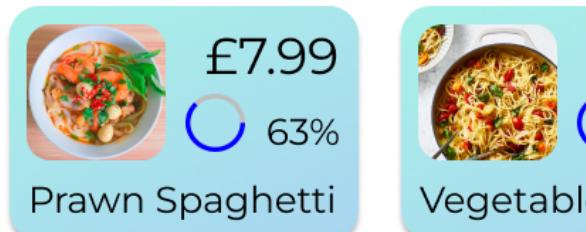
User's name so that they know they have successfully logged in



Profile picture, user can tap on it and see their account details

Section shows foods that match what the user is looking for. Has horizontal scrolling

Based on your goals



Search bar so that users can search for something specific if they can't find it on the homepage

Price is large and clearly visible

Eco - friendly

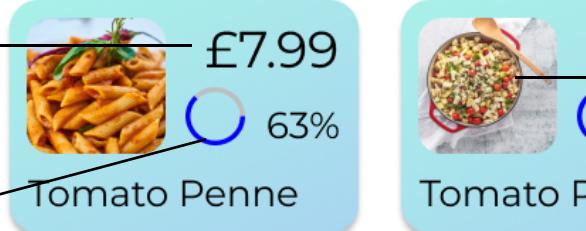


Image of food, so that user knows what it looks and whether it appeals to them

Sustainability rating is a circle with a percentage given next to it. The circle works as a good visual and the percentage gives a precise measurement

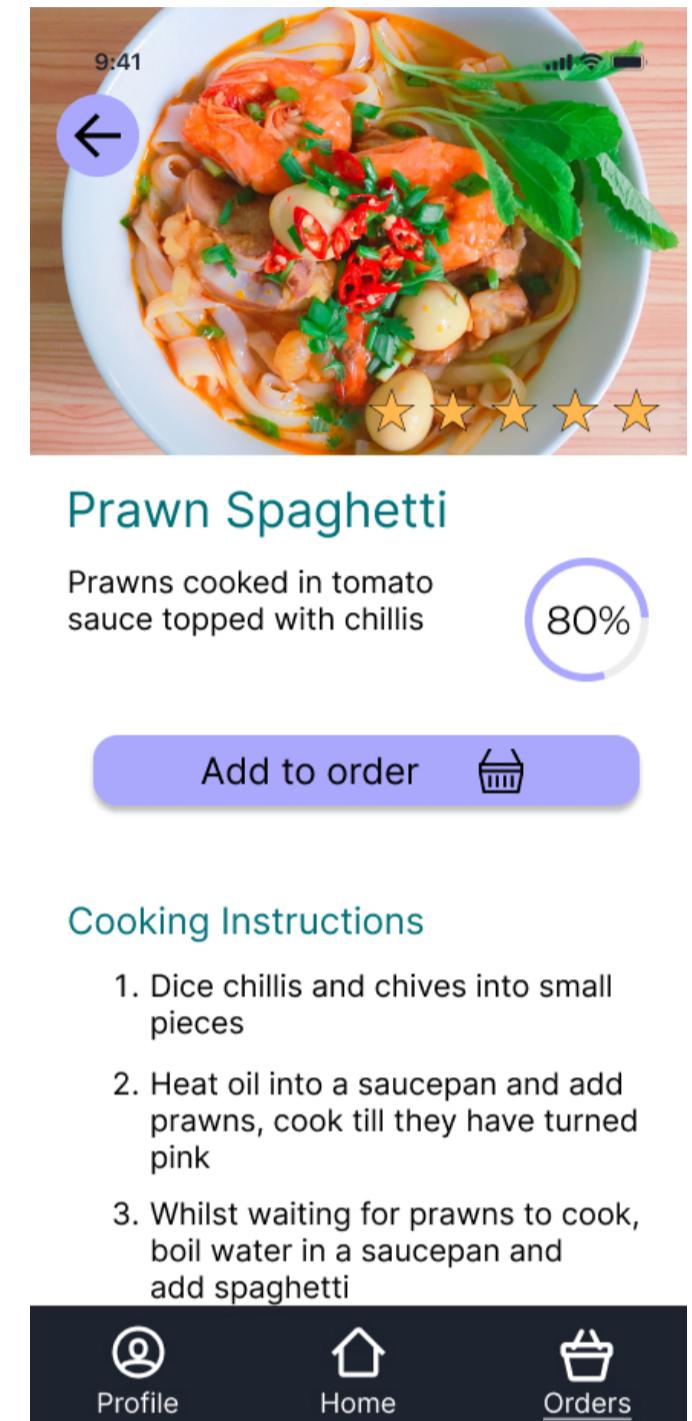
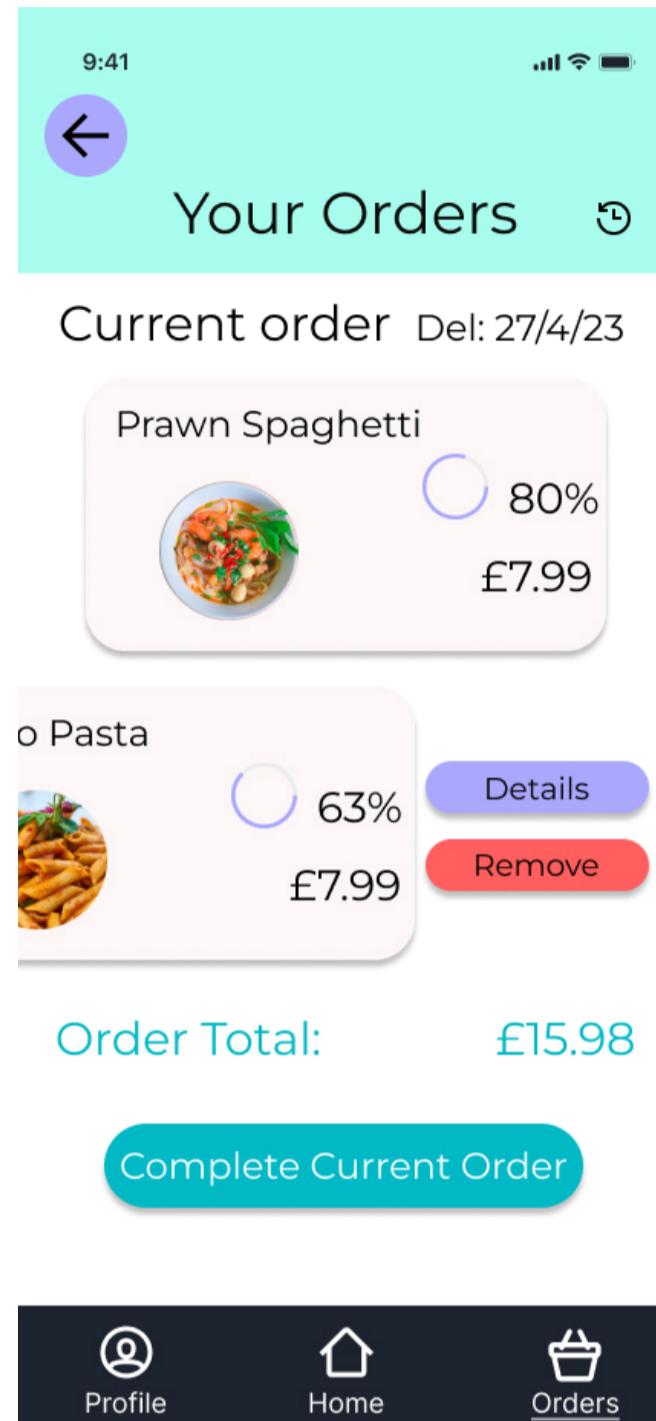
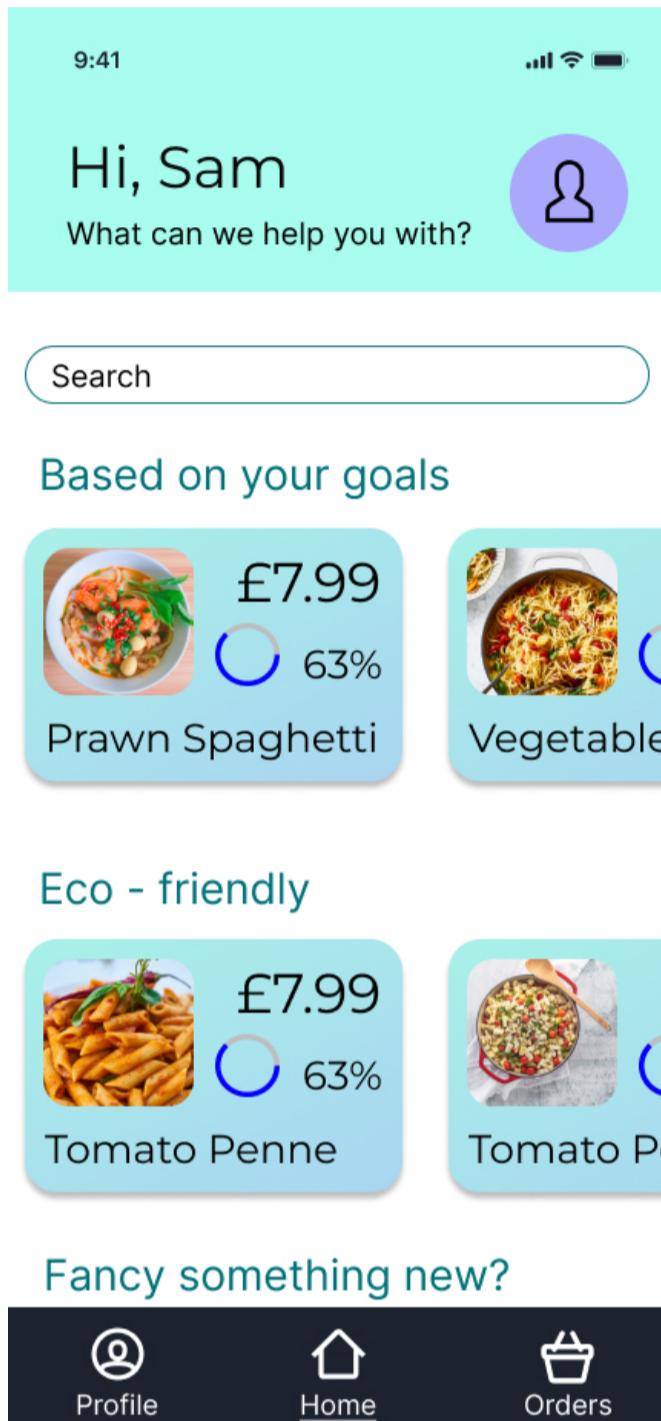
Fancy something new?



Nav bar at the bottom of the screen which is easily accessible. Users can navigate to the homepage, view their orders and view their account settings



Layout



Proximity

Proximity is one of Gestalt's Principles, the idea being that elements that are closer together come across as being related. The section headings, "Based on your goals" and "Eco - friendly", are positioned closer to the options they represent with gap of white space between the sections.

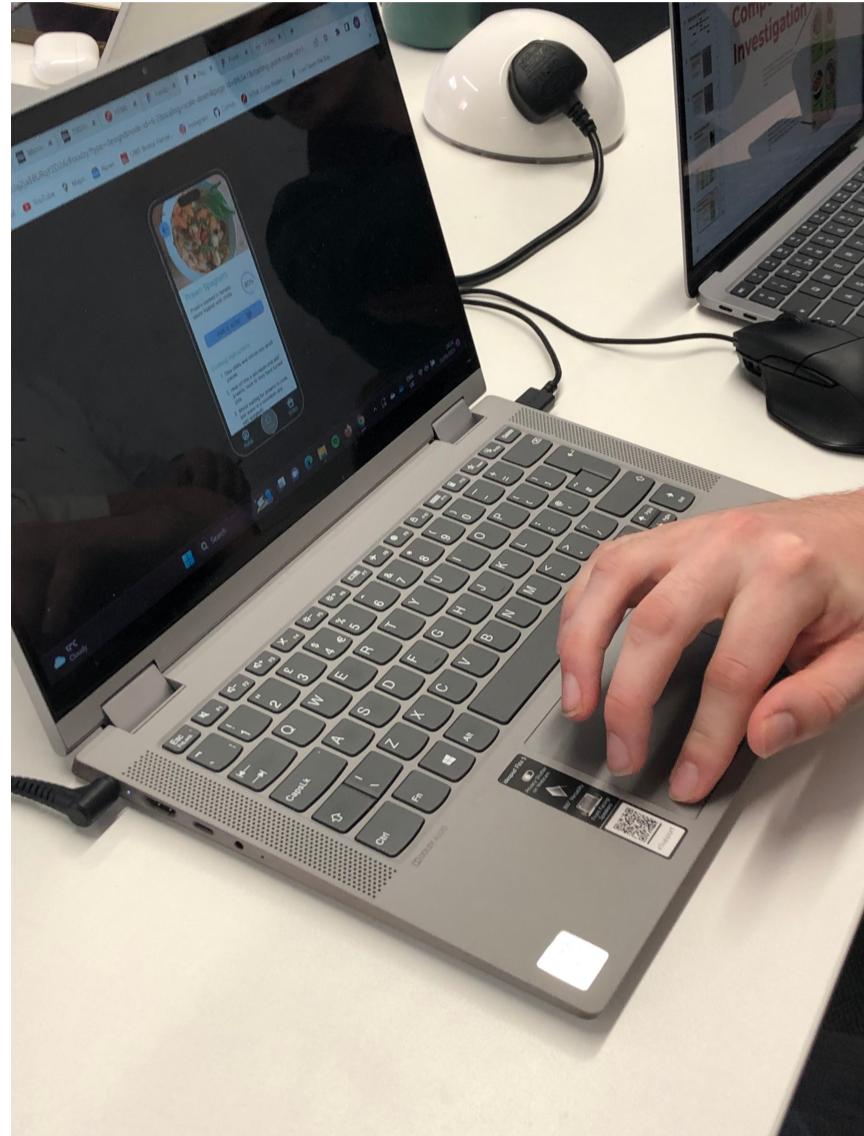
Similarity

Another one of Gestalt's Principles, similarity refers to how elements that look similar appear to be related. The details and remove button both relate to the item to the left. However, they have different functions and therefore don't look similar. In addition, on a different page where you can view previous orders and re order items, the details button is on top with the re order button bellow, but this time in green. This makes it dissimilar to the remove button which is red.

Closure

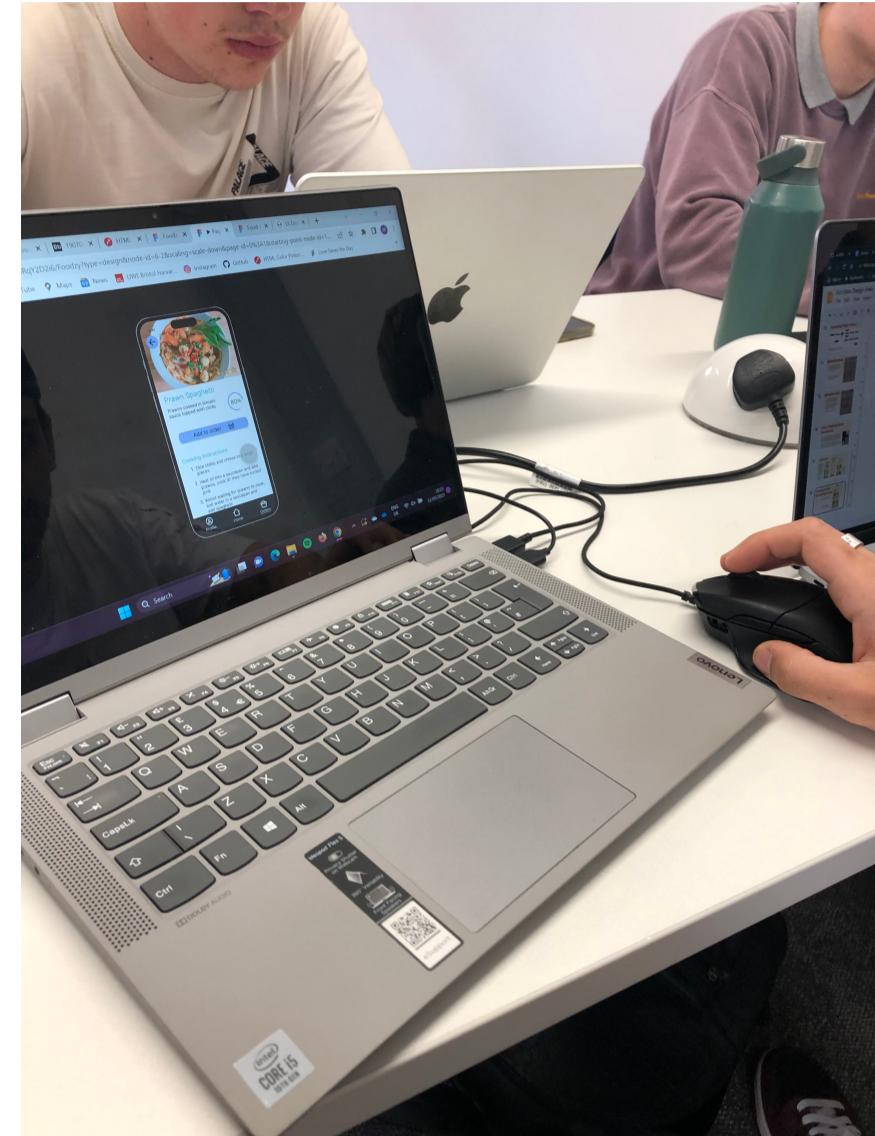
Closure is another Gestalt principle where users can interpret an image or design as complete despite it being not. This can be seen in the image above with the sustainability rating being an incomplete circle. Users can interpret this as being the more complete the circle is, the more sustainable the product is.

User Testing



User 1

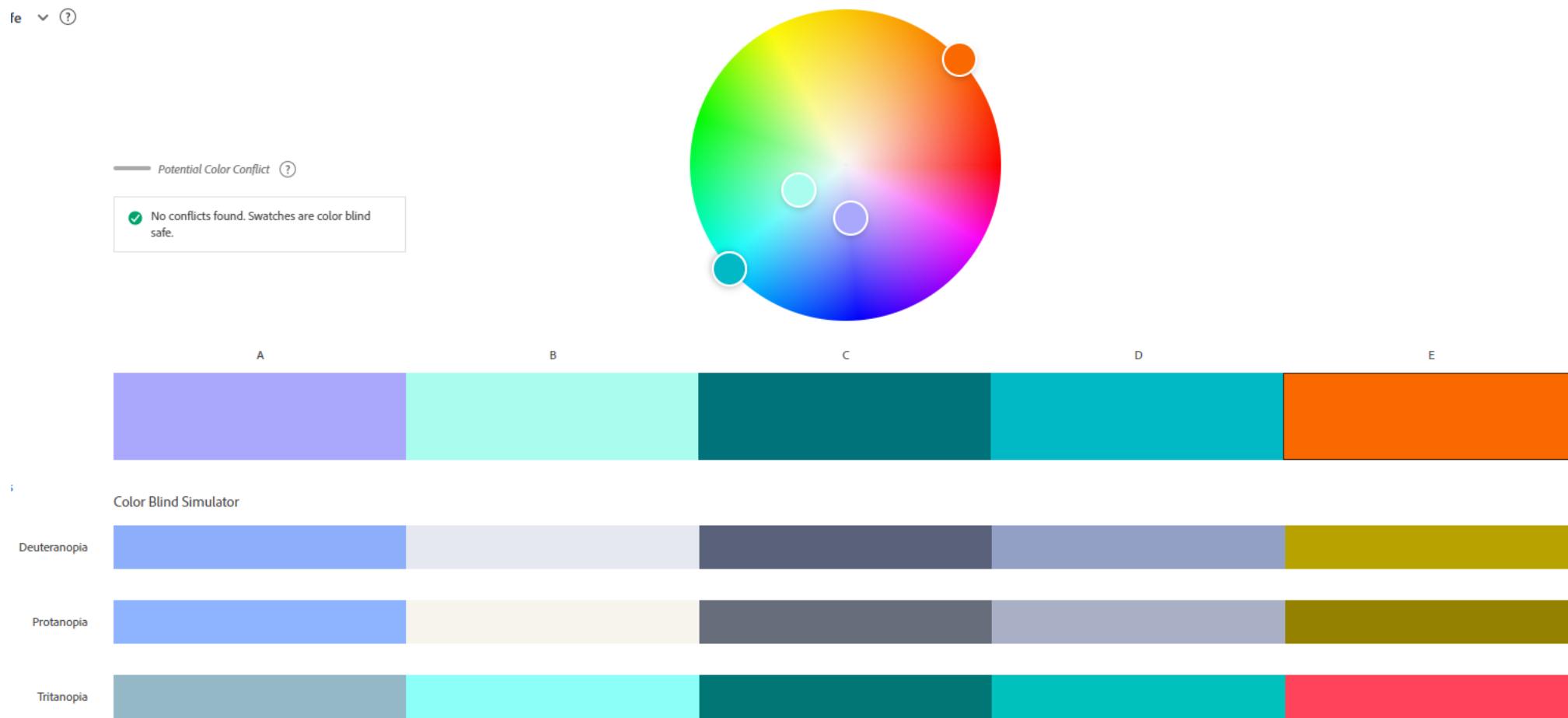
This was the first user testing. Overall, the user found the app easy to use liked the general experience. They particularly liked how the buttons were clearly visible along with the overall layout being simple and uncluttered. A good piece of feedback I got was with the text colouring on the white background. As mentioned previously, the blue colour (Robins Egg Blue) when used with smaller text can be hard to read, and this when I was told about that. With this feedback the colour was changed to teal.



User 2

Again, user 2 liked the prototype overall, especially the general clean and minimalist style. However, the user didn't like the use of the hamburger menu and suggested to use a bottom nav bar. After making the changes, I asked the user to test again and they said that they preferred the app with the bottom nav bar.

Accessibility



In terms of accessibility, particularly with colorblindness, the app could be argued to be accessible. The colours don't conflict with each other and work well for each condition of colourblindness

Final Prototype

First screen: Welcome screen featuring a bowl of healthy food and the Foodzy logo.

Login screen: Shows a login form with fields for Email/Phone and Password, and a "Forgot password?" link.

Sign Up screen: Shows a sign-up form with fields for First Name, Last Name, Gender, Date of Birth, Address, and Password, along with a "Next Step" button.

Goals screen: A page titled "What are your goals?" with sections for "What are you trying to achieve?" and "Based on what you apply". It includes buttons for "Save money", "Try new foods", "Learn new skills", "Sustainability", and "Health".

Home screen: Displays a greeting "Hi, Sam" and a search bar. It shows meal options like "Prawn Spaghetti" and "Eco-friendly Tomato Penne" with "Add to order" buttons. Below this, it lists cooking techniques: "1. Use whole and often less meat", "2. Make 50% more plant-based dishes", and "3. When waiting for pasta to cook, boil water in a saucepan and add vegetables".

Meal info screen: Shows a detailed view of a meal, including its name, description, price, and a progress bar indicating its preparation status (e.g., 80% complete).

Order history screen: Shows a list of previous orders with details like date, dish, and completion percentage.

Order history screen (continued): Continues the list of previous orders, showing "Order 13" from "Del 20/03" with items like "Vegetable pizza" and "Mild Curry".

Order creation screen: Shows a "Your Orders" section with a "Complete Order" button. It displays the current order (Del 20/03) with items like "Prawn Spaghetti" and "Order Total: £15.98". Payment methods like "Credit Card" and "Bank Transfer" are listed, along with a "Purchase" button.

Final screen: A confirmation screen stating "Order Complete" and "Your order will arrive on 20/03".

Sign Up screen (repeated): A duplicate of the sign-up form from the first screen.

Profile screen: Shows a user profile for "Samuel Sam" with fields for Name, Birthday, Address, Password, and Email, along with a "Save changes" button.