



Daisy

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# User Research

	Breakfast - 3	Skipping breakfast - 5	Prepared breakfast - 4	Social Media - 4	Eating healthy - 4	Unhealthy eating - 4	Meaning of sustainability - 5	Finance - 4	University struggle - 4	Eating sustainable - 2	Societies awareness - all	Motive - all
Participant A		"I didn't"		"Twitter and Tik Tok"		"I don't have money so I don't eat much... If I want to get a bowl like 8.50 but chips are usually 1.50 so I think they know, I know it's not good for me its deep fried sitting in fat but its cheaper than the bowl of rice"	"Sustainable just means it's not going to cause more harm by just existing"	"its money... i've got more spare time but money is down"			"To an extent I think the most people have the knowledge of what makes things healthy and sustainable but a lot of people face the same struggle of not being able to afford those ingredients because they are often at a premium"	"more money"
Participant B	"I had oatmeal... with blueberries, its pretty good"	"I actually was going to skip on breakfast because I was so anxious but I decided last minute to eat before going to class"			"cooking a bit more when I ate back home I wasn't at all, I was going out to eat until now I'm trying to eat more vegetables and fruits"		"After some research I thought to like the most efficient way for me to consume food and be environmentally friendly"	"Affordability, and how I'm able to get it, like how close whatever the food is to me, yeah I would consider that"			"unless you're actively looking for it, you won't find anything about it"	"I know more about it, I don't really know much about it I haven't really been told about it, so if I got more information probably"
Participant C	"nothing! I had a coffee, doesn't really count as breakfast... I didn't... early lectures and didn't want to get out of bed... I don't usually eat breakfast so it's just a daily occurrence"	"If I have breakfast its like an 'oops I fancy this' at this time of day rather than I want to have breakfast"	"Instagram, Tik Tok"	"I've never been particularly unhealthy, um my parents are very good at giving me balanced good. Um I try to maintain that now I don't tie with them to SBC good food most of the time, they're not helping them to do that, I think it's kind of like the point of it was, um which is just helped for day planning and healthy planning in general"	"Because of first year I went through a patch where I was lazy and eating a lot for convenience which didn't necessarily equal healthy choices, so I reflected on that and I think I've been more aware of what I eat since then. So now I'm trying to find the healthy balance... here was a period of time where it was very important to me... I don't really like to think about it much now as I didn't really benefit my mental health as long as I feel good about what I'm eating"	"How eco conscious the food is that I find or food miles, um I think that's something that I'm becoming more aware of when I think of sustainability. Like I know a big thing of it until will it impact in the future, so if you buy a bit of fruit from a supermarket, it's not necessarily the best choice at that point, they have obviously been brought from somewhere else and it's not good for the environment so stuff like that"	"Budget probably I think me and my partner are good at finding creative recipes that don't use very expensive parts"	"I don't take a single sort of poster or advertisement regarding sustainability, um I would go to the student shop or something and all of it single use food or like individually packaged stuff, none of it is very sustainable"	"I feel like they could be but compared to me I don't think I do too bad"		"I feel like it's a learning thing, everyone's body is different, you can't just need a magazine or just look at nutritional value and be like 'yes this is perfect, this is how many calories I need in a day' because that's not necessarily true for everybody. There is definitely an national standard we know what we should be eating but I think there's a lot of room for interpretation and I think that's where I think I'm failing myself"	"removes the factor of money and I would happily eat sustainably"
Participant D	"Well duh... I did intend on having breakfast but then I couldn't find a good way to get up in time so I walked instead of getting a bus or etc, so I had to go grabbing from a uni shop"	"Well, I wouldn't usually have breakfast, because I wake up late from working I wouldn't usually have food until 2pm and that would be my breakfast 'in air quotes', so I don't usually have breakfast foods"		"maybe a bit of toast but on toastie"	"since coming back to uni I've started making more health conscious choices, putting veg in things and started making smoothies at home with that"	"Yes, it went, last year it was quite bad I would forget to eat or just not eat at all at some points, um and then this year, over the summer I kind of got too lazy with meals because I was working full time"	"Instead of more fruit and veg, things that can be recyclable, and not necessarily sustainable food but things that can be less wasteful"	"I don't get as much help from the government in being a student as I think I would, um I think I would be a bit more aware of what I eat and the environment, um I think I would be more aware of the environment, um and then this year, over the summer I kind of got too lazy with meals because I was working full time"	"I don't think they do enough... They do have a bit of a stall and a smoothie stand which is maybe a bit more helpful towards students but there is never any advertising for it"	"I'm even using coconut milk now instead of cows milk, coconut milk, coconut yoghurt and the rest is fruit and fruit juice, so very good"	"Yeah, in school there was always the one meal pass, and buying different portions of stuff, which I don't always do but I always try and stick to a meal pass... Is not something you think about as a kid, like something you think about as an adult once your image becomes more important rather than when you're eating"	"Take money, cheaper food... To prep a bit of things, because when I'm working like shifted hours, it makes it a lot harder to meal prep and I don't have the time or space at home to prepare either"
Participant E	"Today I actually didn't have breakfast because I was late, I overslept, and I didn't have breakfast"		"Snapchat or Instagram"	"I think since moving out I eat healthier than I used to back home because I have more control over what I eat and what I don't want to eat"					"I don't think they do enough... They do have a bit of a stall and a smoothie stand which is maybe a bit more helpful towards students but there is never any advertising for it"		"most businesses and stuff like that want more money and just selling the product over selling and not on making the person healthier"	"if my flatmates ate more sustainably because I always eat with them"
Participant F	"well you see, I got some noodles waiting for me downstairs"	"Noodles is my go to, but the flavour you know, it's a bit of a surprise, I got chicken"	"Spotify"		"I've got more independence, I can buy what I want, what I like, probably not as healthy as I should be"		"Sustainable? Hmm, like being able to... wait no, that's a bad way of putting it. Something that can last longer, like this meatless I pretty well, I don't know if that's a good"		"I don't think my university has ever mentioned food to me. Or if they have they haven't really pushed it out ever"		"uh, in this country, maybe, but not across the whole world, but I would say growing up we were taught how to eat responsibly. Actually, probably not. I don't think people actually listen to what they're told"	"money, if I had infinite money and time"

**Main themes emerging:**

1. Whether they had breakfast on the day of the interview
2. Skipping breakfast on the day of the interview
3. Whether they have a breakfast planned on most days
4. Social media was a favourite app
5. Healthy eating habits
6. Unhealthy eating habits
7. A definition of sustainability
8. The meaning of finance for participants
9. Meaning of sustainability in terms of struggling in eating or sustainable food
10. Sustainable eating from participants
11. Participants opinions on societies approach to sustainable food as well as healthy eating
12. Motivation to eat sustainably

# Data Matrix

User Needs	Your ideas on how to successfully communicate (solutions/rewards)
Recipes	Creating a database of recipes for students to use would demonstrate it is affordable as well as simple, it should encourage students to cook in a cheap and sustainable way. One participant said, "I use BBC good food most of the time, they're also helpful because they list the nutritional value of the meal as well". If the recipes were included on the app, it would help keep all food related needs in one place rather than scattered between websites.
Shop Prices & Budgeting	If students had access to a database of shop prices they could budget to their needs and if this was linked to the recipes, they could quickly create a shopping list (possibly incorporating a notes page into the app to keep it all in one place). A key aspect for one participant was, "Affordability, and how I'm able to get it, like how close whatever the food is to me, yeah I would consider that". This feature would enable students to buy food cheapest and closest to them.
User Interaction, Communication & Community	"Unless you're actively looking for it , you won't find anything about it" , this was a statement from one participant and to help find more information it is key that students have the ability to showcase their success as well as learn from one another. This could be displayed through an Instagram like feed which many of the participants stated as their favourite app.
Encouragement/Positive reinforcement	Many of the students I interviewed mentioned aspects of encouragement, they all appreciated when an app gave them a message or little features to show success – this can be seen through the likes feature on Instagram which was a very popular app between the students interviewed. One participant said, "I feel good about what I'm eating", to keep this up a feature of the possible notes list as mentioned in Shop Prices & Budgeting is a little golden crown or golden text whenever a sustainable food choice is added to this list.

# User Needs

Recommendation	Evidence from interview/ observation	Priority (high, mid, low)
Food benefits & information	<p>If you help people understand the meaning and importance of sustainable eating it could encourage people to do it more often, for example participant B stated, “if I knew more about it, I don’t really know much about as I haven’t really been told about it”. They’re definitely not the only person in this position and therefore it is important to educate people on the matter.</p>	High
Photo reel/feed	<p>Many of my participants stated Instagram to be their favourite app, this implied it was crucial to have a similar feature and the most iconic is the Instagram feed. This can be incorporated into the app as means of building a community and allow people to showcase different recipes to one another. This would help push the agenda of eating more sustainably when looking at what others are doing.</p>	High
Intuitive navigation	<p>Instagram being one of the favourite app is built around this idea of a intuitive navigation, its easy and can keep many entertained, something as simple as a scroll or swipe can help users understand the app a lot easier</p>	High
Controlled organization	<p>Participant F liked Spotify the most which has a very good user-controlled organization function, this could help uses navigate and favourite their most liked dishes. User organization can come in many forms from customizing the layout of the app to the inclusion of folders, its imperative that users have a say in the app as they will feel more in control and therefore earn a feeling of success when achieving a sustainable food choice.</p>	Mid
Praise System	<p>Many of my participants appreciated when apps made them feel good or positive about themselves, this can be easily incorporated with achieving set goals or little messages when using the app. A main one would be the inclusion of highlighting sustainable food and when used for a meal make the user feel a sense of achievement.</p>	Mid/Low
Fun/collaborative	<p>One of my participants had a game as their favourite app, this could be a fun and more interesting approach to teaching/helping people to eat sustainably, small mini games to help educate people or a login bonus everyday which eventually add up to a reward of some sort. The mini games included can help educate people on different areas of sustainability such as food miles or fair trade.</p>	Low

# Design Recommendations

## **Behavioural Attitudes from Observations**

The dishes made by participant C all had the use of fresh ingredients as well as healthy sustainable ingredients incorporated in the dish, this corresponds with their answer from the interview about their healthy eating habits. In comparison, participant B appeared to have quick to make food, possibly for convenience or lack in cooking ability, this doesn't correspond with their answer of trying to eat more fruit and vegetables in their interview. However, both ate rather sustainable food which also included little to no packaging or recyclable packaging. Both participants seemed comfortable with their kitchen, but participant C seemed very confident with cooking and sometimes didn't follow recipes when cooking, this could have resulted in an imbalanced usage of ingredients on occasion, as well being influenced by little distractions such as singing and dancing, conversations while cooking or their quickly frustrated attitude. They would often leave the kitchen to go watch tv or have a conversation while doing mundane tasks such as peeling vegetables whereas participant B always stayed in the kitchen watching over the food but would frequently appear rather hyper focused, they would quite often seem bored or impatient while the food cooked resulting in a look at the camera. This could have impacted their behaviour and made them anxious about behaving as they would usually, similarly participant C would talk to the camera or be aware there was a camera recording, possibly resulting in behaviour that wouldn't usually occur.

Overall Participant C's food choices were often times sustainable and healthy resulting in a fairly balanced meal. Meanwhile, the food cooked by participant B were rather small in portion size it was clear from both their interviews, sustainability wasn't an as important factor as finance when buying food but they both naturally ate rather sustainably.

## **User Attitudes from Interviews and Observations**

All my participants seemed to have a basic understanding of what sustainable meant and how it involved the environment and some even knew more intricate details such as food miles and fair trade. However, many stated that finance was a main issue towards their reason for not eating sustainably as well as a lack of knowledge and awareness from their surroundings in society or on a more local level such as university. Although, all participants stated they could be motivated to eating sustainably if there was solution to those factors.

Many stated they try to eat healthy especially after moving out as they have more control as to what they eat as seen by participants C's observations of cooking with a wide variety of fresh fruit and vegetables, but to many this was their reason to eat unhealthier with either not being able to afford healthier choices as stated by participant A, ““I don’t have money, so I don’t eat much... If I want to get a bowl, it’s like 6.50 but chips are usually 1.50... I know it’s not good for me, its deep-fried sitting in fat, but it’s cheaper than the bowl of leaves”. In addition to this, during observations, participant C clearly stated how cheap their ingredients were as well as how that was how they managed to budget, participant B also reiterated this point with eating cheap meals or having very small portions. A common trend among my results was participants skipping meals such as breakfast or not being able to afford a meal they enjoy or a nutritional one.

# **Analysis**



GoodGrapes

We are working towards elevating students' knowledge around sustainable food. GoodGrapes' goal is to educate students on sustainability when it comes to food, to help assist their desired lifestyles. Therefore, our key focus is to create an app aimed at university students who are wanting to better their eating lifestyle. The main benefit of this is having key knowledge of sustainability in the pocket of our users at any time. As opposed to other companies such as Good Fish Guide we offer an accessible app with an offline database that helps detect sustainability within foods. From using the app students will be able to immediately know the sustainability of products.

# Elevator Pitch

## Sustainable Sophie



AGE

20

EDUCATION

Studying Media  
Studies

STATUS

Single

OCCUPATION

Student

LOCATION

UK

TECH LITERATE

Medium

“ Do something drastic, cut the plastic!

### Personality

Extrovert   Reader

Animal Lover

### Bio

I would like a free and easily accessible application that guides, as well as educates me to be sustainable throughout my daily activities.

### Core needs

- Accessibility for information on products - Easy to Find
- Place to plan for upcoming shops and meals
- Suggesting helpful products

### Frustrations

- No Money to keep up with sustainable products
- Limited advertisement for sustainability - too much convenience
- Knowledge of what to do with the products - Cooking

### Loyalties/Values



The co-operative  
bank



### Platform



Mobile App



Website

# Persona 1

## Sceptical Sam



AGE

20

EDUCATION

Studying Psychology

STATUS

Single

OCCUPATION

University Student

LOCATION

UK

TECH LITERATE

Medium

“ I am unsure about change, I like how I live my life as it is.

### Personality

Confident   Logical

Self Assured

### Bio

I am looking for a friendly, non-profitable organization which can provide me with an app that is familiar and keeps my engagement with reminders, as well as educate me on sustainability through reliable sources. I do not trust conglomerates to tell me truthful information.

### Core needs

- Information on how the sustainable decision impacts the planet
- Needs more reliable sources
- Reminders on how to keep up

### Frustrations

- Money to keep on top of the sustainable
- Not trusting in companies and definitions
- Hesitant to try something new

### Loyalties/Values



### Platform



Website



Mobile App

# Persona 2

## Uninterested Ian



AGE

19

EDUCATION

Studying Computer  
Science

STATUS

In Relationship Living  
with Partner

OCCUPATION

Student/ Part-Time  
Shop Assistant

LOCATION

UK

TECH LITERATE

High

“ Life is just a bunch of 1s and 0s  
why should I care?

### Personality

Self-absorbed    Withdrawn

Arrogant

### Bio

With a lack of time to keep a personal schedule, I need a fixed structure within the application to motivate me. Sustainability isn't something I truly consider on a daily basis, so I need something to help me get out of my preset habits. I also want something that can positively impact both me and my partner's lives.

### Core needs

- Motivation to get sustainable
- Something to keep them engaged
- Something to guide them in the right direction

### Frustrations

- Time to consider the sustainability
- Having to consider partners preferences
- Lack of awareness and information

### Loyalties/Values



### Platform



Website



Mobile App

# Persona 3



**Sustainable Sophie**

### Scenario

Going on a very well prepared trip to the supermarket for the weekly food shop. Can't find the information wanted on ingredients so downloads and uses app to gain knowledge on her purchases.

### Expectations

- Information is easy to find
- Wants information on each topic involving sustainability
- Expects to have a planner

### Pain Points

- No specifics on a broad topic
- Wants to be recommended cheap options
- Lack of advertisement with sustainable products

#### Arrives at Shop

Pulls out pre-written shopping list and begins to walk towards her first item

- Optimistic
- Confident
- Logical

#### Comparison of Items

Looking at sets of oranges  
Comparing prices as well as packaging  
Looks for symbols (Fairtrade, organic)  
No visible symbols

- Disappointed
- Frustrated
- Deflated

#### Seeking App

Wants more information around sustainability  
Browses app store for extra information  
Downloads app - GoodGrapes

- Sceptical
- Curious
- Apprehensive

"This App looks pretty nifty"

#### Uses App

Opens up GoodGrapes  
Uses search function to compare different oranges  
Notices that loose/unpackaged oranges have Fairtrade symbol and icons that represents sustainability

- Reassured
- Comforted

#### Finishes Shop

Satisfied with GoodGrapes. continues usage throughout the rest of her shopping

- Knowledgeable
- Confident
- Eager to learn more

# User Journey



**Sceptical Sam**

### Scenario

Sam is trial testing a multitude of apps for his weekly shop, one that would benefit his shopping experience rather than a company. This weeks app is GoodGrapes. Fairly prepared but can fall prey to convenience.

### Expectations

- Positive affirmation of decisions
- Reliable information
- Free and familiar

### Pain Points

- Hard navigation
- Doesn't want to feel forgotten or left out because of reasons like money
- Needs justified sources with supporting evidence

### Arrives at Shop

Pre-written shopping list for fair comparison of apps.

Heads towards first item

- Pessimistic
- Doubtful
- Logical

### Comparison of Items

Compares items with known knowledge of sustainability

Comparing milk options as he has a preference against dairy

- Unconvinced
- Intrigued

### Uses App

He uses GoodGrapes to gain additional knowledge to help with comparisons of what is sustainable

Uses a filter to remove dairy products to allow for easier browsing to conform to his preference

- Optimistic
- Curious

### Finishes Shop

Continues to use GoodGrapes to conclude shopping experience

As he shops he gains more knowledge about sustainability as well as familiarity with the app.

- Satisfied
- Educated

"Finally, an app to keep!"

### Outcome

Decides to keep the app as it has provided more information than the other competitor apps.

Gives high rating and recommends to friends

- Relieved
- Content

# User Journey



**Uninterested Ian**

### Scenario

Come shopping under the instruction of his partner to grab a few pieces for dinner. They have encouraged him to shop while remaining aware of sustainability, instead of his usual habits.

### Expectations

- Motivation to get sustainable
- Something that keeps him engaged
- Something to guide them in the right direction

### Pain Points

- Time to consider the sustainability
- Having to consider partners preferences
- Lack of awareness and information

### Arrives at Shop

With no shopping list, Ian has to decide what he will choose

He has to think sustainably

Begins to think of dinner options

- Unhappy
- Annoyed
- Unmotivated

### Comparison of Items

Decides on a chicken dish, starts to compare chicken.

Notices one is more expensive but does not understand the differences in sustainability

- Confused
- Frustrated

"I hope the cheaper one is more sustainable"

### Seeking App

Feels the need to find external source

Asks partner for recommendations on sustainability apps

Partner suggests "GoodGrapes"

- Agitated
- Relieved to be almost finished

### Uses App

Finds out free range chicken is more expensive.

Happy to have guidance in the right direction and the efficiency of the app.

- Content with App
- Disappointed with price of

### Finishes Shop

Finished with shop and happy that he has fulfilled his partners request without any hassle.

- Happy to be finished
- More open to learn about sustainability

# User Journey

# Good Fish Guide



Basa  
4 sources, rated from  
2-4

Offers  
Alternatives




Traffic Light  
System

Search Bar

## Strengths



Only Assesses  
Seafood



Doesn't have enough  
information

Mixed Ratings!

30 ratings

Under Review

No ratings

Inconsistent/Not  
Complete Ratings



## Opportunities



Work with one of the  
leading organisations  
for sustainable fish



Run campaigns



Membership programme that  
allows opportunities to get  
involved (beach cleans/online  
communities)

## Weakness



Fish Act



Monterey Bay Aquarium  
Seafood Watch



Fishtek  
Marine

## Threats

	Strengths	Weakness	Opportunities	Threats
 Basa 4 sources, rated from 2-4	 Only Assesses Seafood	 Doesn't have enough information	 Mergers and alliance free of charge	 Fish Act

# Competitor



Daisy

This app is catered towards university students looking to make a change in their eating habits. This app is designed to aid users in being sustainable while facing many hindrances from external sources outside of their control.

Daisy is a service which provides users with sustainable recipes while informing users of the importance of food all while keeping in mind barriers such as finance. The main benefit of this is informing all our users the significance of sustainability and how small changes to their food habits can create a big impact on the environment around them.

Unlike Yummly, Daisy will be targeted towards a specific demographic ranging from 18-24 as that is the main bulk of student ages. This will mean a lot of the features will be more stylised to an intuitive navigation system, similar to Instagram which was an app favourite in my research.

Daisy will aid in helping its users with recommendations and congratulating them for being a part of a thriving community who aims to be sustainable together.

# Elevator Pitch

## Doubtful Daniel



AGE

20

EDUCATION

Studying Politics

STATUS

Single

OCCUPATION

University Student

LOCATION

UK

TECH LITERATE

High

**“** I desire change but I'm hesitant without reliable sources

### Personality

Reader   Logical   Sceptical

Determined

### Bio

I am looking for a friendly, non-profitable organization which can provide me with an app that is familiar and keeps my engagement with reminders, as well as educate me on sustainability through reliable sources. I do not trust conglomerates to tell me truthful information.

### Core needs

- Needs an app that feels familiar with easy navigation
- Desires reliable sources with suggestions
- Motivation and reminders

### Frustrations

- Money to keep up with sustainable product
- Lack of trust in conglomerates and desires more advertisement
- Knowledge of what to do with items

### Loyalties/Values



### Platform

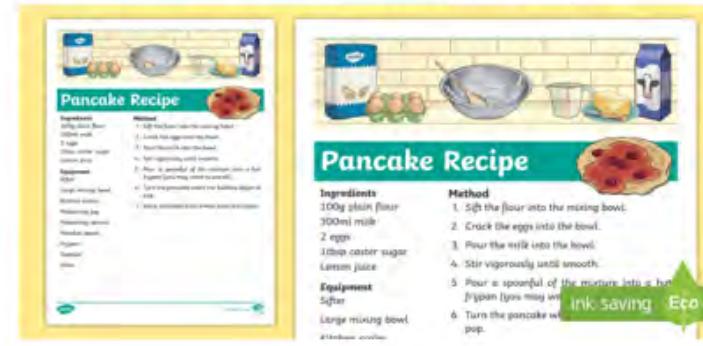
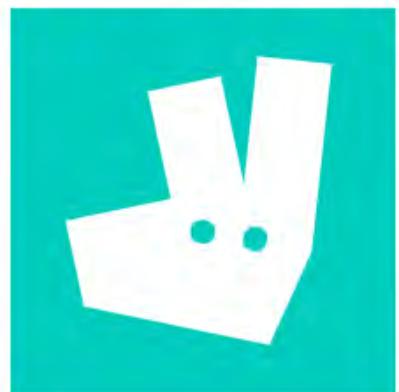


Website



Mobile App

# Persona



# Mood Board before User Journey



# Mood Board for User Journey



### Scenario

Daniel is planning his weekly shop accounting for many factors. He is looking for an app to make this process easier and provide recommendations for his shopping. Daniel knows a little about sustainability but desires more information on his items.

### Expectations

- Consider budget
- Ideas and recommendations
- Information on items

### Pain Points

- Hard navigation
- Reliable sources
- Lack of semiotics for quick and easy information

### Doubtful Daniel

#### Finance

Daniel checks his financial situation to see how much he can afford this week.  
Daniel has a budget of £40.

- Pessimistic
- Nervous
- Concerned

"I might struggle for food this week."

#### Download App

Daniel finds an app to help with his shopping and take this time to learn more about sustainability.

Looks on the app store for something familiar that also seems reliable.

- Seeking
- Interested
- Worried

"This one seems like it could be helpful, I hope it doesn't take long to learn"

#### Uses App

Daniel loads Daisy and notices that the app has a community.

Has familiar feeling to social media apps which he is a fan of.

- Familiarity Attracted

"Reminds me of social media - it is quite easy to pick up"

#### Recipe Page

Daniel changes page to the recipes. He uses the filters to inform the app of his budget, amount of meals he wants as well as the desired sustainability of meals for the week.

- Cheery
- Smiling
- Optimistic

"I can be as sustainable as I like while staying within budget - this is so easy"

#### Recommendations

Daisy informs Daniel of possible recipes within his budget. Daniel picks from the ones he likes while the app keeps him up-to-date of his budget.

- Satisfied
- At ease
- Happy

"This recipe looks interesting"

#### Summary

Daisy adds all the ingredients to produce a shopping list. The shopping list includes a meter to show the overall rating of sustainable ingredients.

- Eager to make recipes
- Educated
- Excited

"That was easy!"

#### Goes Shopping

Eagerly gets ready to go shopping after a satisfactory time using the app.

Feels proud of himself due to eating sustainably.

- Relieved
- Proud
- Cheerful

"This is very convenient"

#### At the shop

Marks off what ingredients he has bought.

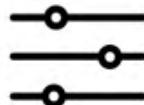
Removing items from shopping list moves them to his virtual pantry (tick option if user wants this).

- Relaxed
- Stress free

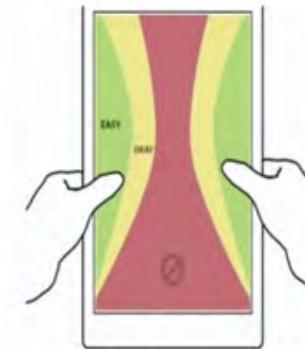
# User Journey



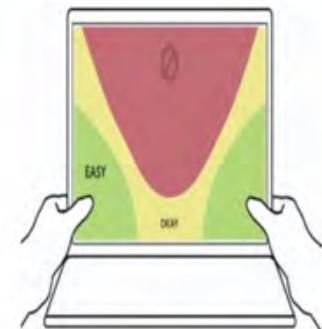
WELL DONE



Mobile

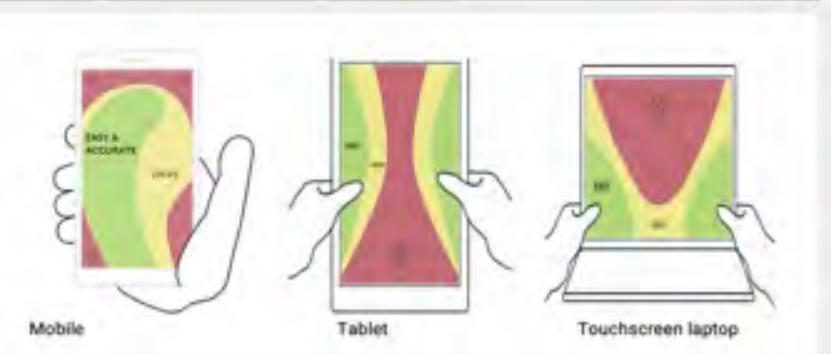
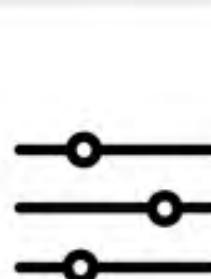


Tablet

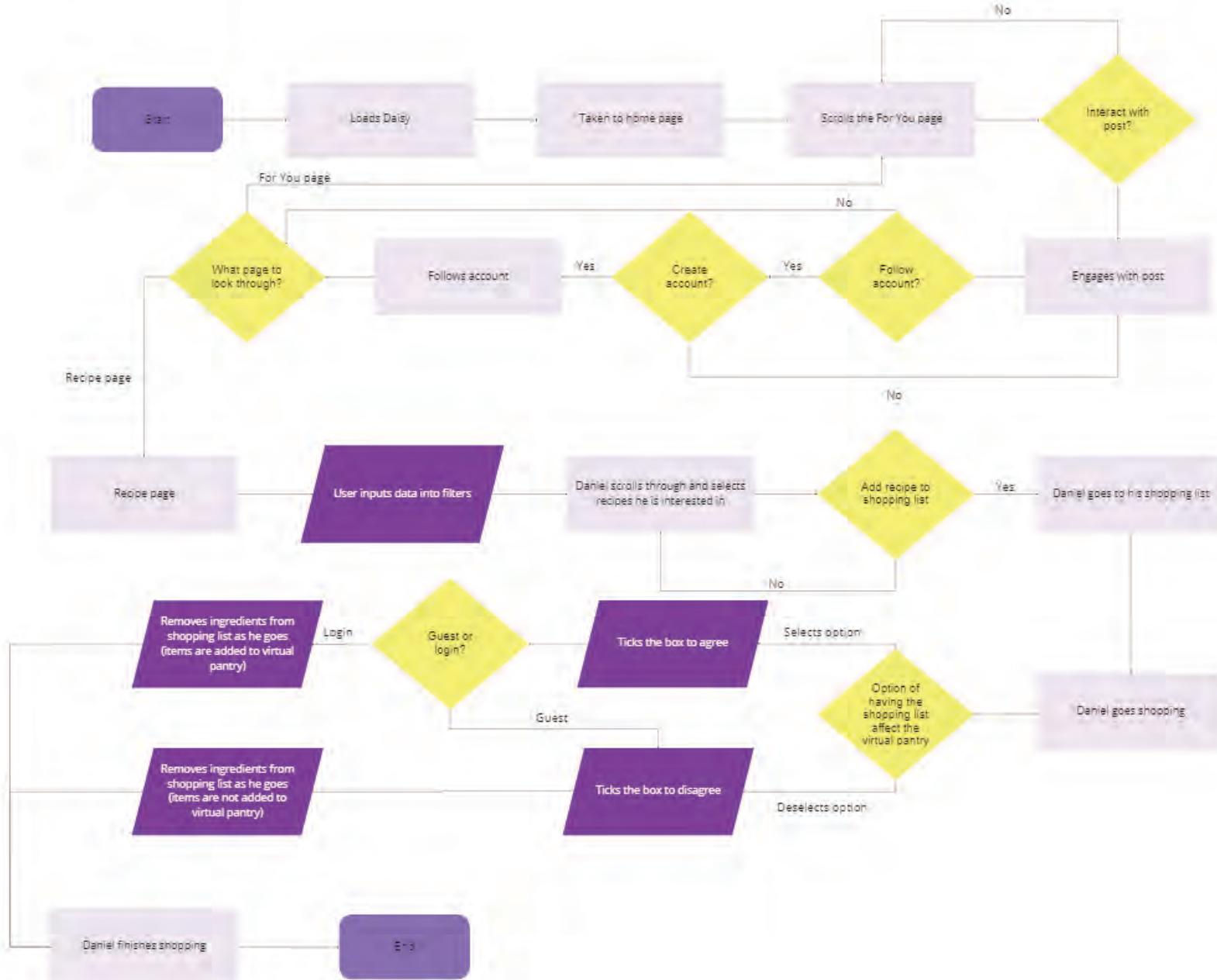


Touchscreen laptop

# Mood Board for User Needs



# Final Mood Board



# Flowchart

# Font

*Daisy*

*Daisy*

*Daisy*

*Daisy*

*Daisy*

Daisy

*Daisy*

*Daisy*

*Daisy*

*Daisy*

*Daisy*

Font Testing

 ECE5F0

Magnolia

 8332AC

Grape

 9B66EB

Amethyst

 F8F272

Lemon

# Colour Palette

Tools

Color Blind Safe ?

Potential Color Conflict ?

✓ No conflicts found. Swatches are color blind safe.



A

B

C

D



Color Mode

RGB ▼

Show RGB Sliders

Color Blind Simulator

Deutanopia



Protanopia



Tritanopia



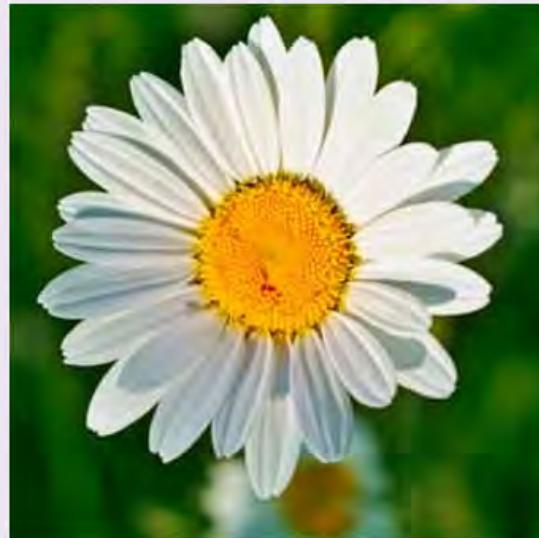
# Colour Palette Testing

# Logo



Inspiration

Wikipedia (2022) *Digital cover featuring artwork by Kino of Pentagon*. Available from: [https://en.wikipedia.org/wiki/We:\\_th](https://en.wikipedia.org/wiki/We:_th) [Accessed 13 March 2023]



Inspiration

Gardner's Path (2023) *Daisies*. Available from: <https://gardenerspath.com/types-of-daisy/> [Accessed 14 March 2023]



My Logo Idea

# Logo Ideation



*Daisy*

Wikipedia (2022) Digital cover featuring artwork by Kino of Pentagon. Available from: <https://en.wikipedia.org/wiki/We:th> [Accessed 13 March 2023]

Final Logo



Ingredient recognition through camera - suggests recipes from images recorded



Can create a virtual pantry



Planning

Strengths

Opportunities



Customisable



Transparency

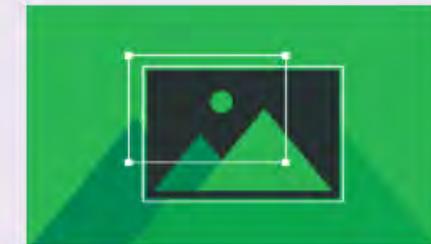
Recipes



Features locked behind membership



Lack of variety

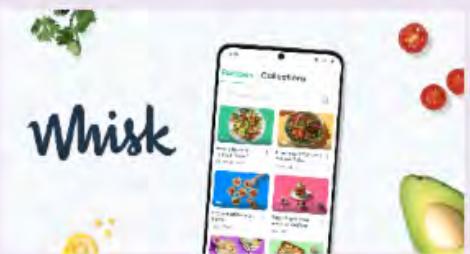


Unappealing images

Weakness

Threats

BBC  
**goodfood**



Yummly



Community to engage with



Can create your own recipes



Recipes



Planning



Have to create an account to use app



Health score could leave you feeling stressed/pressured



Hurtful feedback on published recipes could cause upset

Strengths

Weakness

Opportunities

Threats



Customisable



Get involved in a community - creating brand loyalty to engage in community



*Lifesum*



**BBC**  
*goodfood*

**Whisk**



BBC is a well known and trusted source for many



Large variety of recipes



Recipes



Has an established website



Have to create an account to use app



The app is outdated

Strengths

Weakness



The layout is confusing and can easily get lost



Brand Loyalty



Gain more traction to website

Opportunities

Threats



Due to brand identity and reliability could start subscribing to parent/child magazines

*Lifesum*

*Yummly*



BBC GoodFood

## OFFLINE

Can be used without an account



Well Organised



Positive Reinforcement



Uses research to aid their points

## Strengths



Brand Loyalty



People could become reliant on the app - increase gross income

## Opportunities



Have to create an account to use app



Could feel pressured to hit goals

## Weakness



The app is full of images and is visually busy - can be intimidating

## Threats

**Yummly**



Lifesum

## Priority Guide (For You page)

Element	Content	Intent & Functionality
Interactivity	Side Bar	This will allow the user to access extra information about their account.
Interactivity	Page Decider	The user can select the page they would like to view - this would be between the for you or recommendations page.
Interactivity	Search Bar	The user can look up specific accounts or posts that they are interested in, instead of the ones displayed on their feed.
Interactive Section	Images	Intrigue the user to look at a post made by somebody in the community - this could lead them to more posts and help the algorithm know what they want to look at.
Interactivity	Like symbols and follow icons	Allow the user to interact with the post - this will help with the algorithm but directly liking a post or following an account.
Section	Text	The user may be interested in a post in written word rather than a picture post.
Interactive Section	Blog	Combination of written word and images to create a more detailed post - this will cater towards users who want to educate themselves more and choosing their reliable source.
Interactivity	Navigation System	The navigation system allows the user to jump from one page to another in a simple method available at all times - this is also where they can upload content.

## Priority Guide (Following page)

Element	Content	Intent & Functionality
Section	Login or sign up	The following page is only restricted towards those who have created an account as their data and preferences need to be stored.
Interactivity	Side Bar	This will allow the user to access extra information about their account.
Interactivity	Page Decider	The user can select the page they would like to view - this would be between the for you or recommendations page.
Interactivity	Search Bar	The user can look up specific accounts or posts that they are interested in, instead of the ones displayed on their feed.
Section	Images	Intrigue the user to look at a post made by somebody in the community - this could lead them to more posts and help the algorithm know what they want to look at.
Interactivity	Like symbols and follow icons	Allow the user to interact with the post - this will help with the algorithm but directly liking a post or following an account.
Section	Text	The user may be interested in a post in written word rather than a picture post.
Section	Blog	Combination of written word and images to create a more detailed post - this will cater towards users who want to educate themselves more and choosing their reliable source.
Interactivity	Navigation System	The navigation system allows the user to jump from one page to another in a simple method, available at all times - this is also where they can upload content.

# Priority Guide

## Priority Guide (Login page)

Element	Content	Intent & Functionality
Interactivity	Back Button	The user can change their mind and go back to the previous page.
Section - Image	Logo	Brand identity - the user can be reminded of what app they are logging into, this may help them remember their account details which could differ for other apps.
Interactivity	Login - Email/Username & password	The user can login into their account to access the locked features
Interactivity - Button	Sign In	By pressing the button the user logs in to their account
Interactivity - Button	Create Account	By pressing the button the user will be taken to a page to create an account so they can unlock the features locked in the app

# Priority Guide

## Priority Guide (Create account page)

Element	Content	Intent & Functionality
Interactivity	Back Button	The user can change their mind and go back to the previous page.
Section - Image	Logo	Brand Identity - the user can be reminded of what app they are logging into; this may help them remember their account details which could differ for other apps.
Interactivity	Email address	The user needs to be quickly found by the database and need a contact point in case of notifications.
Interactivity	Create username	This will give the user a unique and identifiable name - this will also be their contact name for emails.
Interactivity	Create password	Provides the user security with their accounts.
Section	Text	The text will inform the user of the benefits of creating an account - this should entice them to proceed with creating an account.
Interactivity - Button	Notifications and T&Cs	This will allow users to receive messages from the app as well as sign the terms and conditions of app usage.
Interactivity - Button	Create Account	By pressing this button the user will complete their account creation as long as all the fields that are needed are filled in.

## Priority Guide (Recipe page)

Element	Content	Intent & Functionality
Interactivity	Side Bar	Allows the user to filter for their preferences and find a recipe in a more efficient way.
Interactivity	Page Decider	The user decides whether they want their favourite recipe page or the regular recommendations recipe page.
Interactivity	Search bar	Make it easier for the user to find the desired recipe they want.
Section	Images	Allows the user to see the outcome of the dish - this will help a user decide if they want a dish.
Section	Text	The user can find out the title of the dish.
Interactivity	Add button	Enables the user to add the recipe to the shopping list or favourite recipes.
Section - Image	Sustainability meter	The meter will indicate to the user how sustainable the recipe will be through a traffic light system.
Interactivity	Navigation System	The navigation system allows the user to jump from one page to another in a simple method available at all times - this is also where they can upload content.

# Priority Guide

## Priority Guide (Favourites Recipe page)

Element	Content	Intent & Functionality
Interactivity	Side Bar	Allows the user to filter their preferences and find a recipe in a more efficient way.
Interactivity	Page Decider	The user will decide where they want their information page (regular recommendation or user's own).
Interactivity	Search bar	Allows the user to find the desired recipe they want.
Interactivity	Folders	Helps organize the user's recipes by folder specification.
Interactivity - Button	Options Button	Three sub-options on the image to be introduced for users to do searches and get more information - this will let users create their own folders.
Section - Interactivity	Images	Show the user the visual representation of the recipe.
Section	Text	The user can find out the title of the dish from folder name.
Interactivity	Add and remove button	Enables the user to add the recipe to their shopping list or favourites as well as remove recipe from folder.
Section - Image	Sustainability meter	This meter will indicate to the user how sustainable the recipe will be through a craft rating system.
Interactivity	Navigation System	The navigation system allows the user to jump from one page to another in a simple method available at all times - this is also where they can upload content.

## Priority Guide (Ingredients page)

Element	Content	Intent & Functionality
Interactivity	Back Button	This will allow users to exit the ingredients page and go to other pages if they want more search or go back on their selection.
Section	Title/Text	Inform the user of the selected item as well as a little information to it, allowing them to learn what they're looking at.
Section	Sustainability Score	Will give the sustainability information in a numerical page which is also displayed through a traffic light system.
Section/Interactivity	Video	Teach the user about how to cook the dish and inform them of the sustainability rating in ingredients.
Section	Semiotics	Symbol will help users understand information quickly such as how easy the dish is to cook, time to make and how many servings.
Section	Images	This will display the ingredients that users will be using when preparing a specific dish like a pie.
Section/Interactivity	Pop-down button	Inform users of recommended ingredients for other dishes (e.g. carrots) and easy to use instruments will be recommended through a traffic light system.
Section	Instructions	A visual guide on how to prepare a dish.
Section	Price	The price tag on individual ingredients will be included so that it should be easier to use when planning a meal.
Interactivity	Add button	Enable the user to add the recipe to their shopping list or favourites.
Interactivity	Navigation System	The navigation system allows the user to jump from one page to another in a simple method available at all times - this is also where they can upload content.

# Priority Guide

## Priority Guide (Shopping list page)

Element	Content	Intent & Functionality
Section	Page Title	Inform the user of what page they're on to give a familiar feeling of a homemade shopping list on paper.
Interactivity	Search bar	Allows the user to search individual ingredients.
Interactivity	Tick Button	The user can toggle the link between shopping list and virtual pantry.
Section	Images and text	Inform users of the ingredients in their shopping list through a virtual display as well as text.
Section/Interactivity	Pop-down button	Inform the user of how sustainable ingredients can be. Suggestions for wholesome ingredients can be useful and tasty. The sustainability will be demonstrated through traffic light system and text.
Interactivity	Add and remove button	Enables the user to add or remove ingredients from their shopping list.
Section	Price	The user can get an estimate of how much their shopping will cost. This should tell students how sustainable their meal is.
Section	Sustainability meter	Will give the users a sustainability meter to inform them of how sustainable their shopping list will be shown through percentages and a traffic light system displayed as a meter.
Interactivity	Navigation System	The navigation system allows the user to jump from one page to another in a simple method, available at all times. This is also where they can upload content.

## Priority Guide (Virtual Pantry page)

Element	Content	Intent & Functionality
Section	Login or sign up	The following page is only restricted to users who have created an account as their data and preferences need to be stored.
Interactivity	Side Bar	Allows the user to filter for their preferences and find the recipe builder.
Section	Page Title	Inform the user of what page they're on to give a familiar feel to the app. This could be key for potential homeschool students.
Interactivity	Search bar	Allows the user to search individual ingredients.
Interactivity	Filters	The user can filter their pantry to find a set of ingredients. For example, vegetables, meat, sustainability.
Interactivity	Recipe builder	Allows the user to build a meal plan. This part of the site can be further refined by adding the search function to search for specific meals. This function can also be used to search for meals based on ingredients, such as a meal containing a certain ingredient.
Section	Images and text	Inform users of the ingredients in their shopping list through a virtual display as well as text.
Section/Interactivity	Pop-down button	Inform the user of how sustainable ingredients can be. Suggestions for wholesome ingredients can be useful and tasty. The sustainability will be demonstrated through traffic light system and text.
Interactivity	Add and remove button	Enables the user to add or remove ingredients from their pantry.
Interactivity	Navigation System	The navigation system allows the user to jump from one page to another in a simple method, available at all times. This is also where they can upload content.

# Priority Guide

## Recommendations and Following page

Side Bar - user can view account and extra information

Page Decider - Users decide whether they want their following page or recommendation page

Search Bar - users can look for specific accounts or posts that they are seeking

User Upload - An image posted by another user to catch the eye of other users and gain attraction

Text and Icons - Viewers can engage with post by reading description from Uploader or following account or liking post

Blog post - Will lead users to an article written by either a member of the team or an account - users can decide whether posts by other accounts are reliable.

Navigation system - Allows user quick and efficient navigation across the pages of the app

## Login

Back button - This is for if the user decides to change their mind and to go back to the previous page

Logo - brand identity for users to recognise app

Login - Users can login into their personal account with their email or username

Button - this button allows the user to sign into their account after typing in their details

Button - this button allows the user to create an account with the app to use features locked behind having an account

# Intent Frame

## Create account

Back button - This is for if the user decides to change their mind and to go back to the previous page

Logo - brand identity for users to recognise app

Inputting information - the user puts in information to create an account this would include; email, username, password and choosing to agree to terms and conditions as well as whether the user decides to turn on notifications

Benefits to creating an account - will inform the user of all the bonuses and what is available once an account is created

Button - this button allows the user to finalise the creation of their account

## Recipe page

Side Bar - users can filter the page to their preferences

Page Decider - Users decide whether they want their following page or recommendation page

Search Bar - users can look for specific accounts or posts that they are seeking

Three point icon - for users to get extra details and add to favourite recipes

Image - an image of a recipe that grabs the users attention drawing them in to click on it. Will allow the user to preview the recipe

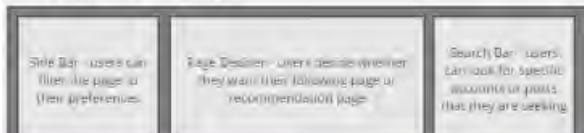
Text and Icons - Viewers can engage with post by reading description and icons to quick add recipe to shopping list

Sustainability meter - Will indicate to the users how sustainable the recipe is with a traffic light system in a meter display

Navigation system - Allows user quick and efficient navigation across the pages of the app

# Intent Frame

## Favourite Recipe page



New Recipe - User can organise their favourite recipes into folders they please



Image - an image of a recipe that grabs the user's attention drawing them in to click on it. Will allow the user to preview the recipe

Text and Icons - Viewers can engage with post by reading description and icons to quick add recipe to shopping list

Sustainability meter - Will indicate to the users how sustainable the recipe is with a traffic light system in a meter display.

**Navigation system** - Allows user quick and efficient navigation across the pages of the app

## Ingredients page



Video - Will give a tutorial to the user on how to cook the recipe as well as information regarding the ingredients and how sustainable they are as well as what makes them sustainable

Semiotics - Will be images to symbolise and indicate small pieces of information such as cooking time and difficulty to make the recipe

Ingredients - Displays a little image of the ingredient as well as their name for user to know what is in the recipe



Instructions - informs the user of the steps to creating the recipe will be simplified

Price - an example of the price for the user so they can get an indication of how much the recipe will be to buy all the ingredients (this will change whether the user has ingredients in their virtual pantry)

Quantity - The user can quickly add the recipe to their shopping list

**Navigation system** - Allows user quick and efficient navigation across the pages of the app

# Intent Frame

## Shopping list

Page title - informs the user on which page they're in and gives a slight familiar feeling to a commonplace shopping list on paper.

Search bar - users can look for specific ingredients.

Barcode scanner - uses sustainability based barcode system to scan.

Description - informs the user on what they're logging (user can link shopping list to virtual pantry).

Ingredients - Displays a little image of the ingredient, as well as their name for users to know what's in their shopping list.

Drop-down menu - for extra information, as well as a sustainability score for the ingredient.

Quantity - allows the user to add or remove ingredients from the shopping list.

Price - an estimate of the price for the user so they can get an indication of how much their shopping will cost to buy all the ingredients.

Sustainability meter - Will indicate to the user how sustainable the recipe is with a traffic light system in a meter display.

Navigation system - Allows user quick and efficient navigation across the pages of the app

## Virtual pantry

Side Bar - users can filter the page to their preferences and find recipe builder.

Page Title - informs the user what page they're on.

Search bar - users can look for specific accounts or posts that they are seeking.

Sort - Users can order the ingredients in their pantry to specific wants such as: shelf-life, sustainability, food-type or custom.

Ingredients - Displays a little image of the ingredient as well as their name for users to know what's in their shopping list.

Drop-down menu - for extra information as well as a sustainability score for the ingredient.

Quantity - allows the user to add or remove ingredients from their pantry.

Navigation system - Allows user quick and efficient navigation across the pages of the app

# Intent Frame

## **UX user testing – Feedback from users**

**Matthew Hammond (Brother) –**

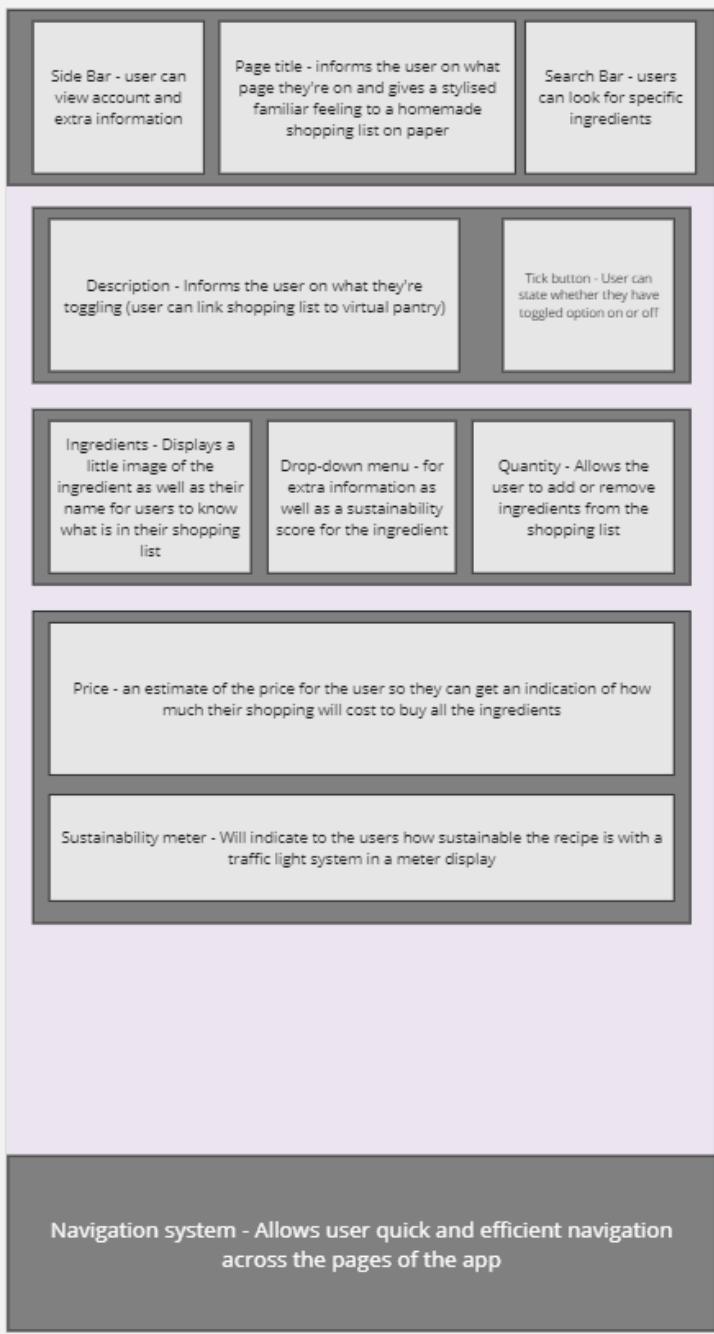
- Scrolling removes navigation bar until the user slides up
- Quick logins with google/apple accounts
- Two-factor authenticator/text message
- Deny username in use
- Separate favourites from triple add (too many steps for adding to favourite recipes)
- Click account icon and you can see page
- Add an account page – what does it look like? What rating do they have overall?
- Folders move to side bar rather than on page as it is weird having the page pushed down a little
- Add side bar to shopping list for familiarity
- On the shopping list page, switch description with tick box

**Pamela Alphonse (Mum) –**

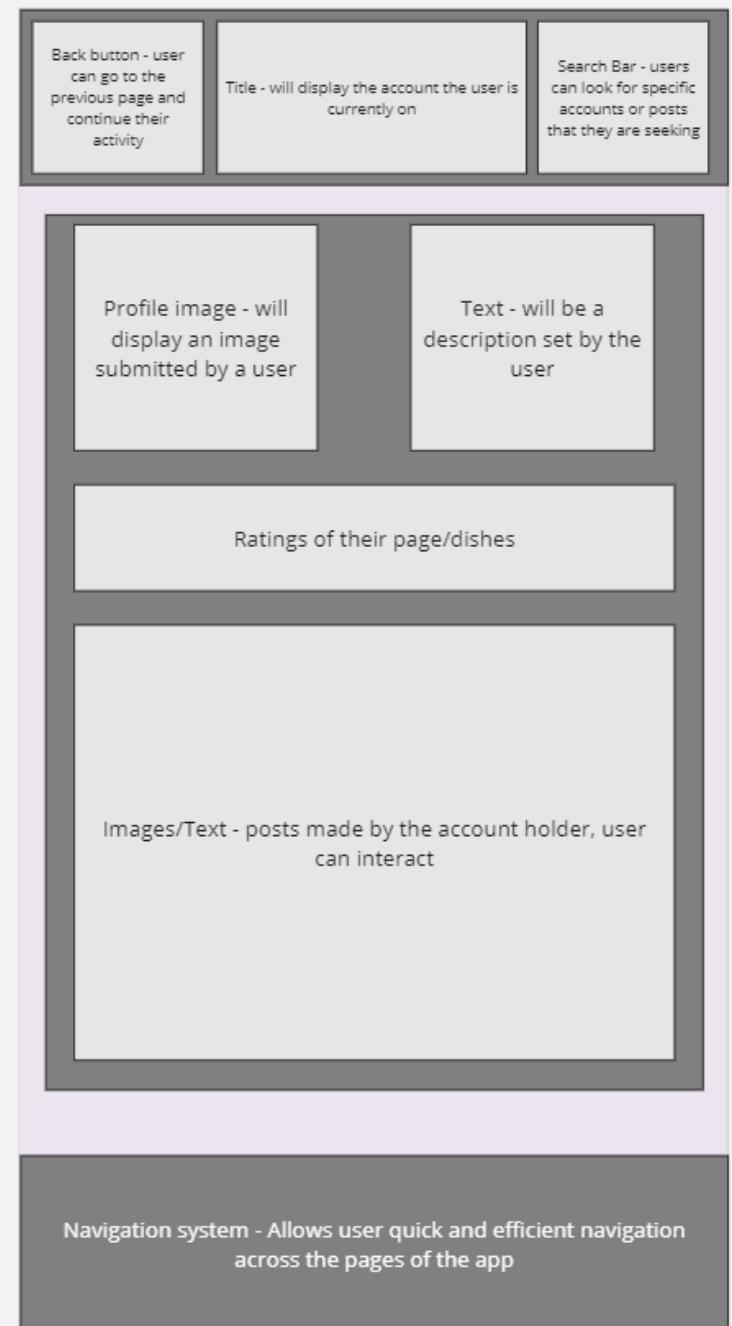
- Reviews, rating, comments
- Accessibility (dark mode, font size, sound, allergies)
- Alternative ingredients
- Serve amounts (can you freeze meal)
- How long it'll keep (symbols for storage)
- Filters (gluten-free, vegan, vegetarian, red list ingredients for allergies)

# Feedback

Copy of Shopping list



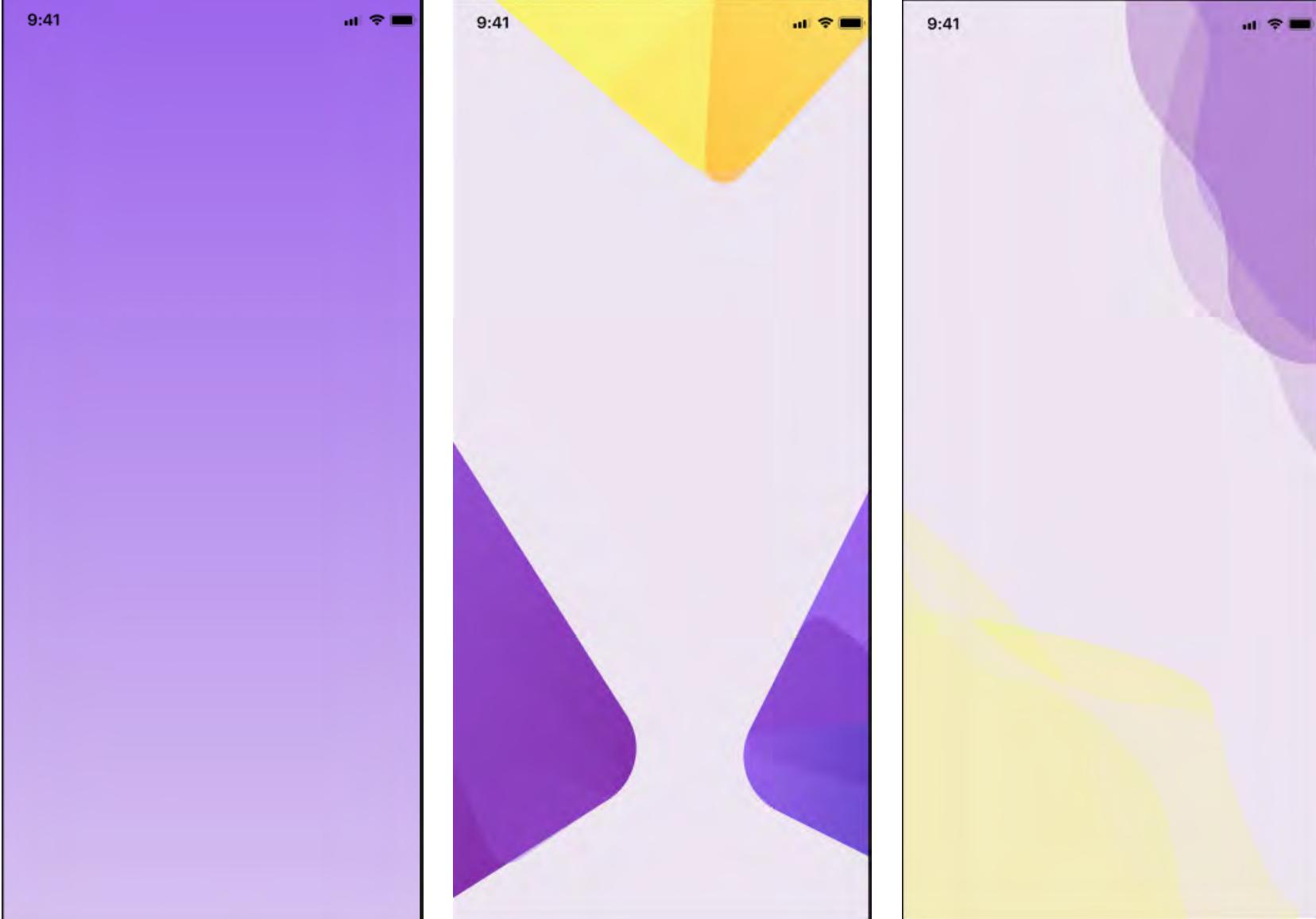
Account page



Intent Frame



# Figma



My feedback mentioned to keep a consistent colour palette as well as include more brand identity so I created three backgrounds utilising my colour palette. This also hit the feedback given to me about a more stylised app by replacing the plain background previously used.

# Background Trials

## Colour Mode

Pick the colour you would like to view the app - this can be changed in settings.



## Font Size

Pick the font size you will want to use the app in - this can always be changed in settings.

- Daisy +



Testing the app with family made it clear onboarding was necessary this was reinforced with further feedback given to me.

In my onboarding I wanted to tackle factors such as accessibility, as well as possible recipe problems such as allergies as brought up by my Mother.

Onboarding was also used to help with user understanding before engaging with the app in its entirety. My feedback informed me that my app needed some more clarity. This was achieved with a short description of what each page entailed.

# Onboarding (Part 1)

# Allergies

Select from common allergies - this can always be changed in settings.

Milk

Shellfish

Eggs

Peanuts

Soybean

Sesame

Tree nuts

Fish



# Features

Short description of features in Daisy and what their symbol means on the navigation bar.



Home Page – This will have recommended articles and posts but also contain the people you follow.



Recipe Page – This will feature recipes based on recommendation, filters as well as your selected favourites which can be grouped however you desire.



Shopping list & Virtual Pantry – Input ingredients to your shopping list or virtual pantry.



# Onboarding (Part 2)

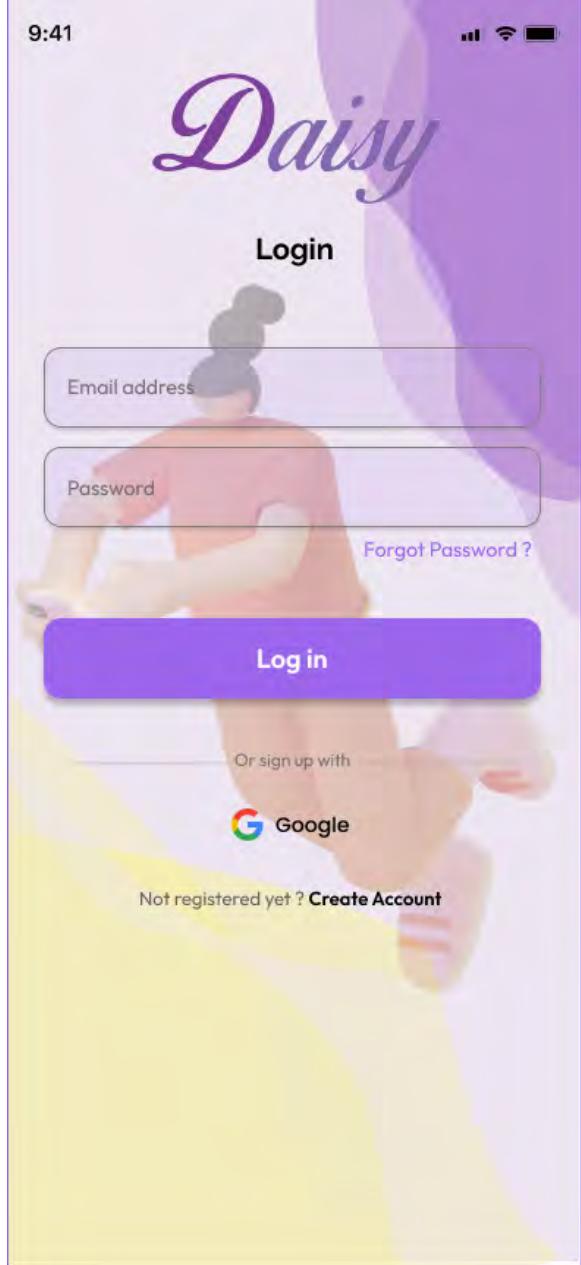
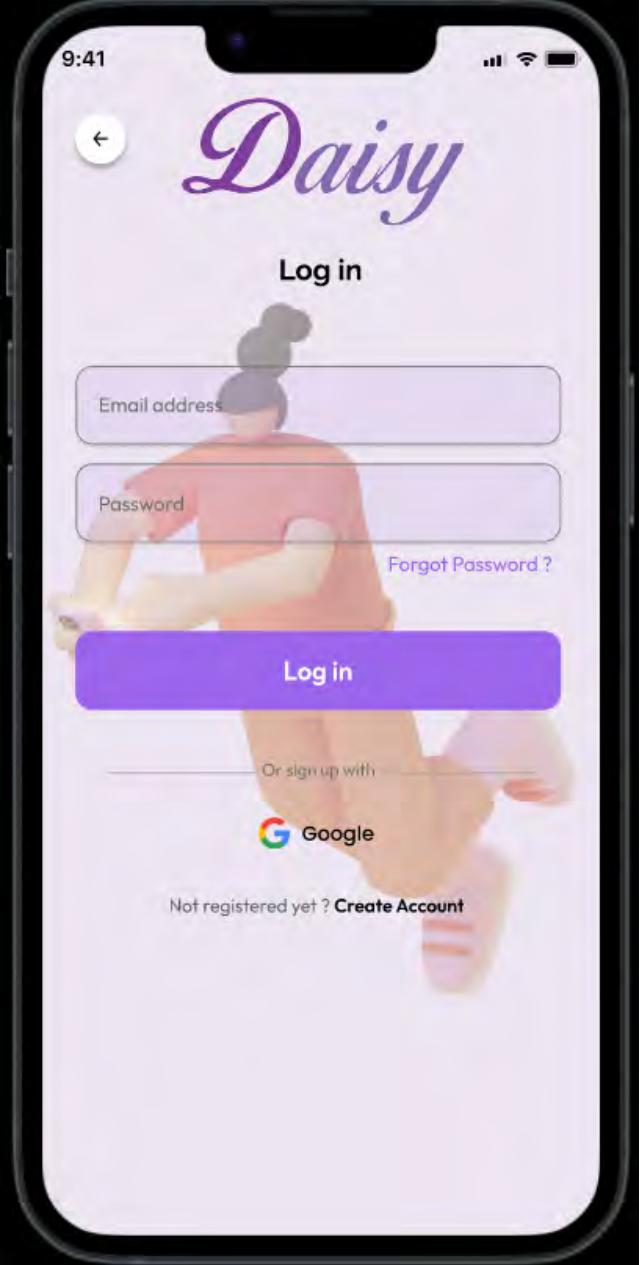


Before (Left) After (Right)

My launch page was adjusted to fit the new background aesthetic as well as display the brand more.

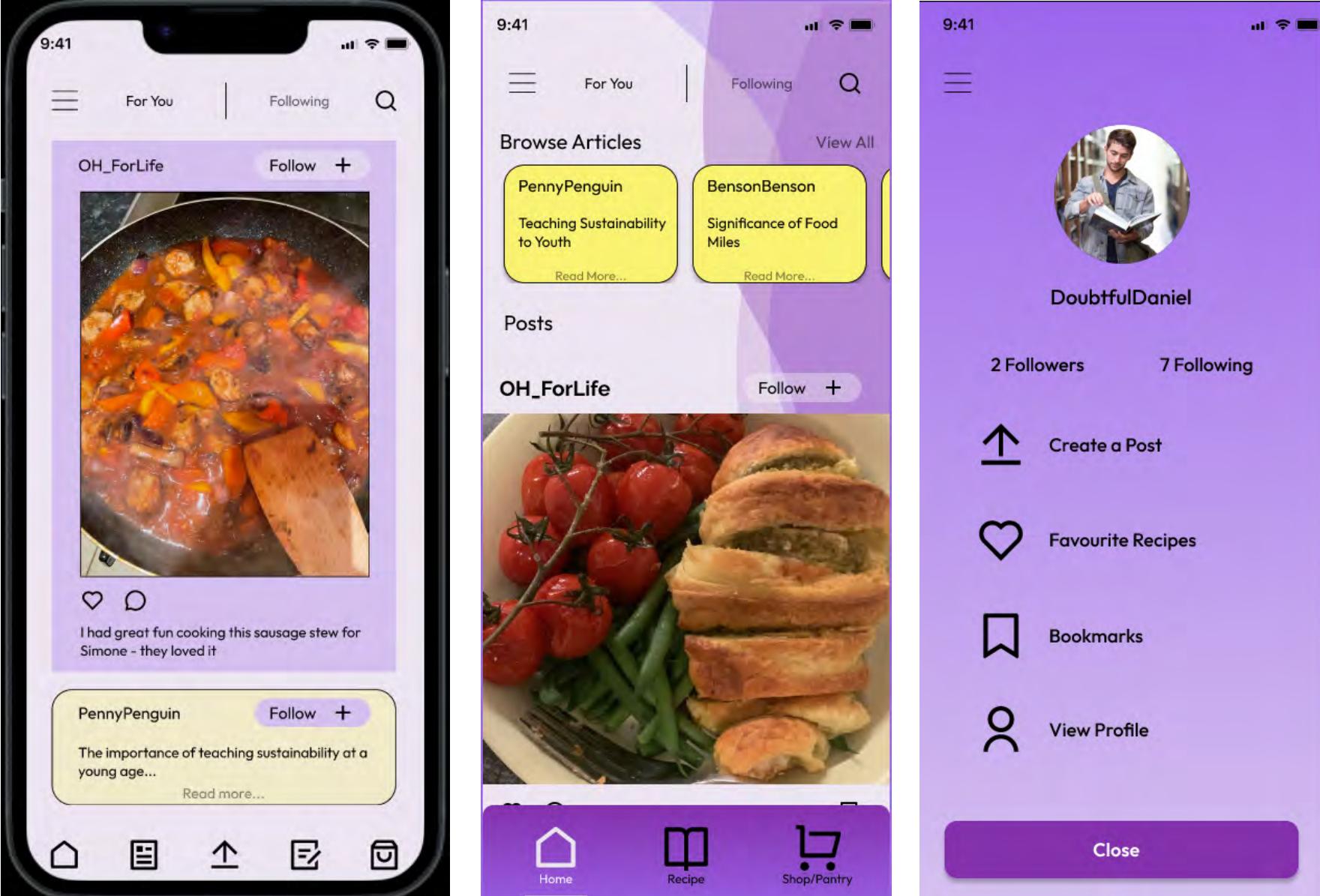
A drop shadow was added to the "Launch" button to add depth to the scene.

# Launch Page



Before (Left) After (Right)

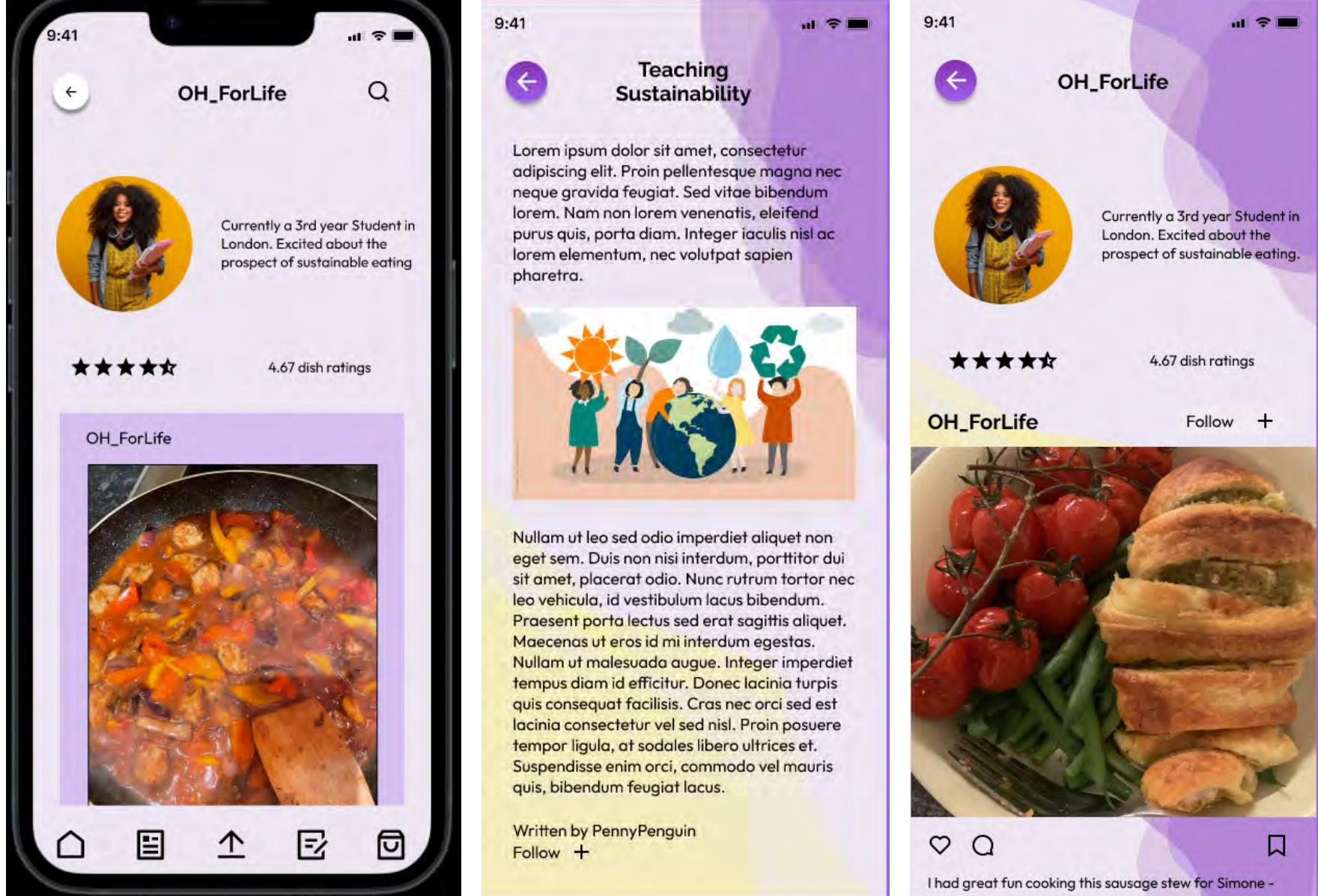
Login Page



Before (Left) After (Middle & Right)

To this page I added more content as well as displayed each section more clearly with subheadings, lines & space to clearly indicate groups. The navigation bar was also changed to become more clear with the current screen being a white colour. Pages were combined to also decrease the pages in the nav bar.

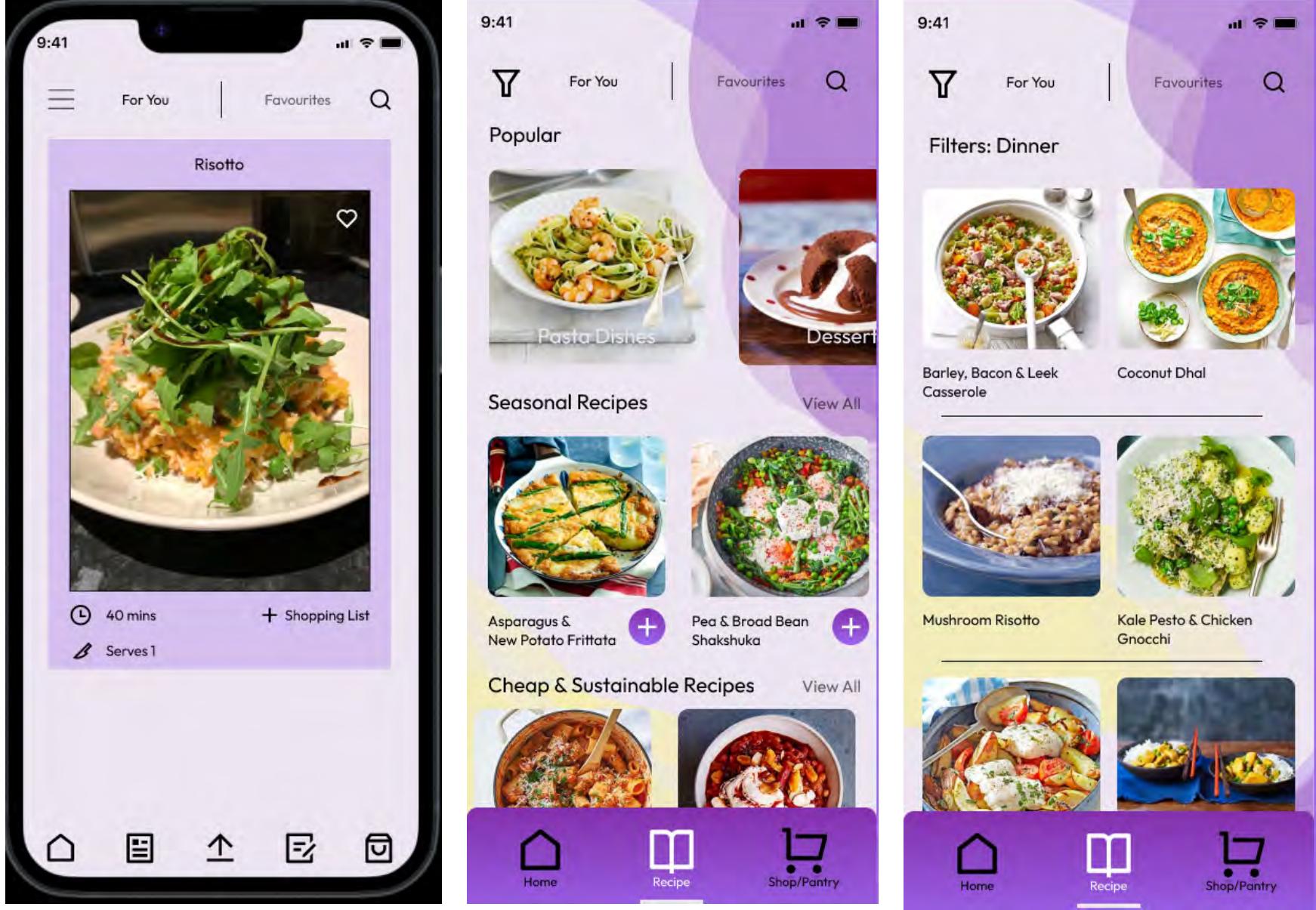
# Home Page



Before (Left) After (Middle & Right)

The new profile page for "OH\_ForLife" includes a scroll feature instead of being cutoff like the original one, it also includes the new backgrounds. In addition to this, an article page was added to demonstrate how they would be displayed. The nav bar has also been removed to add some clarity and space to the page.

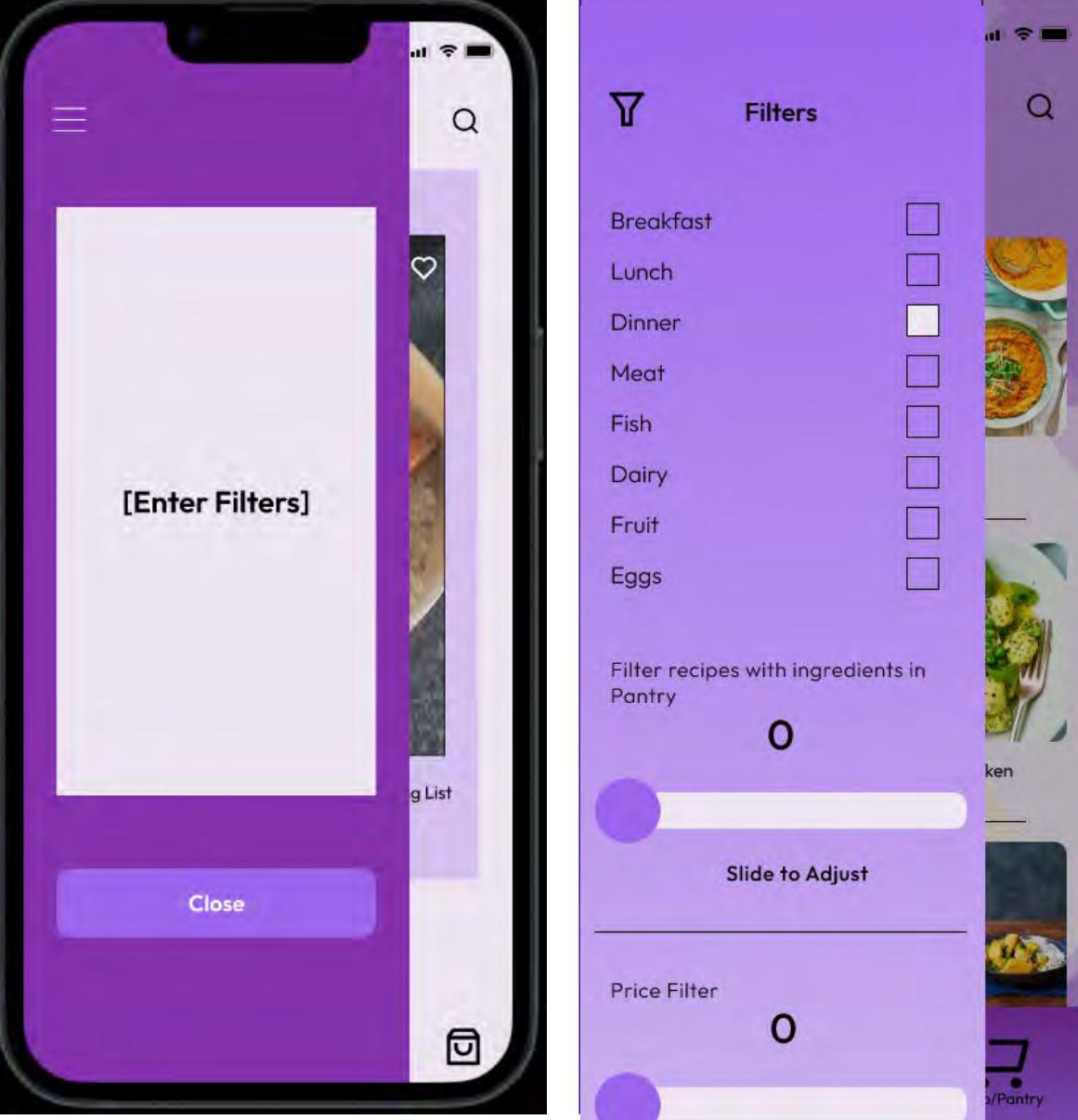
# Profile & Article Page



Before (Left) After (Middle & Right)

One of my main feedback points was to look at my competitors to add the sense of familiarity my app was supposed to have. I took inspiration from Lifesum and their layout to create this new design which is more clear and consistent with my other pages in terms of shape dynamics and their rounded corners. Once the filters are used the page layout changes to strictly a vertical scroll.

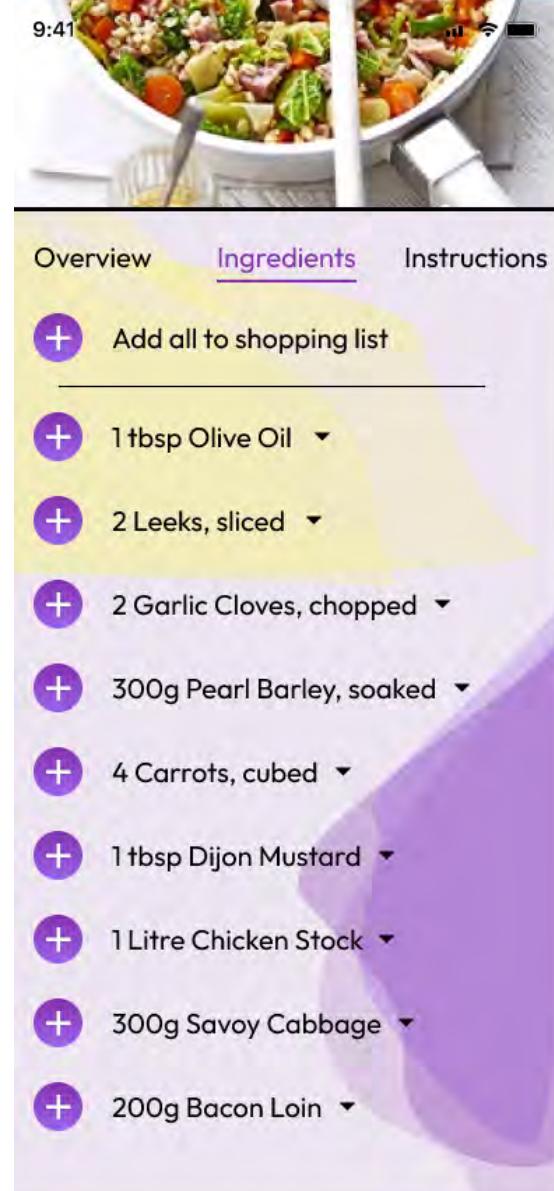
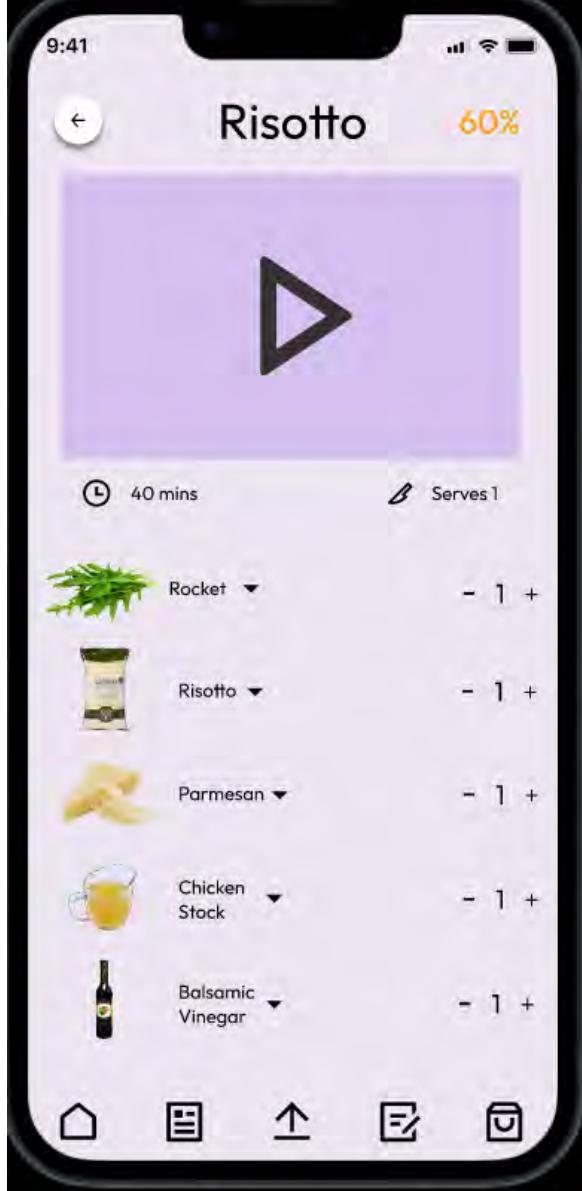
# Recipe Page



Before (Left) After (Right)

My filters page was changed to give an indicator what filters a user could encounter. The filter pages also encourages the user of the Virtual Pantry through its filter to find recipes from ingredients in the pantry, this would increase sustainability as it should encourage users not to waste food but also save money. Furthermore, with the inclusion of the finance filter, users can successfully budget for their meals. This would be further developed with other filters mentioned in my user testing such as themes for food groups and people, for example, vegetarians, non-gluten, etc.

# Recipe Page (Filters)



Before (Left) After (Middle & Right)

The new ingredients page has a clearer layout, inspired by [yummly](#). By breaking up each stage it gives more clarity to the user and becomes less intimidating. My overview page has now been updated with a bar to indicate the sustainability of the meal through percentages as well as a traffic light system. The nav bar has been removed to give more space for the user to explore the page.

# Ingredients Page

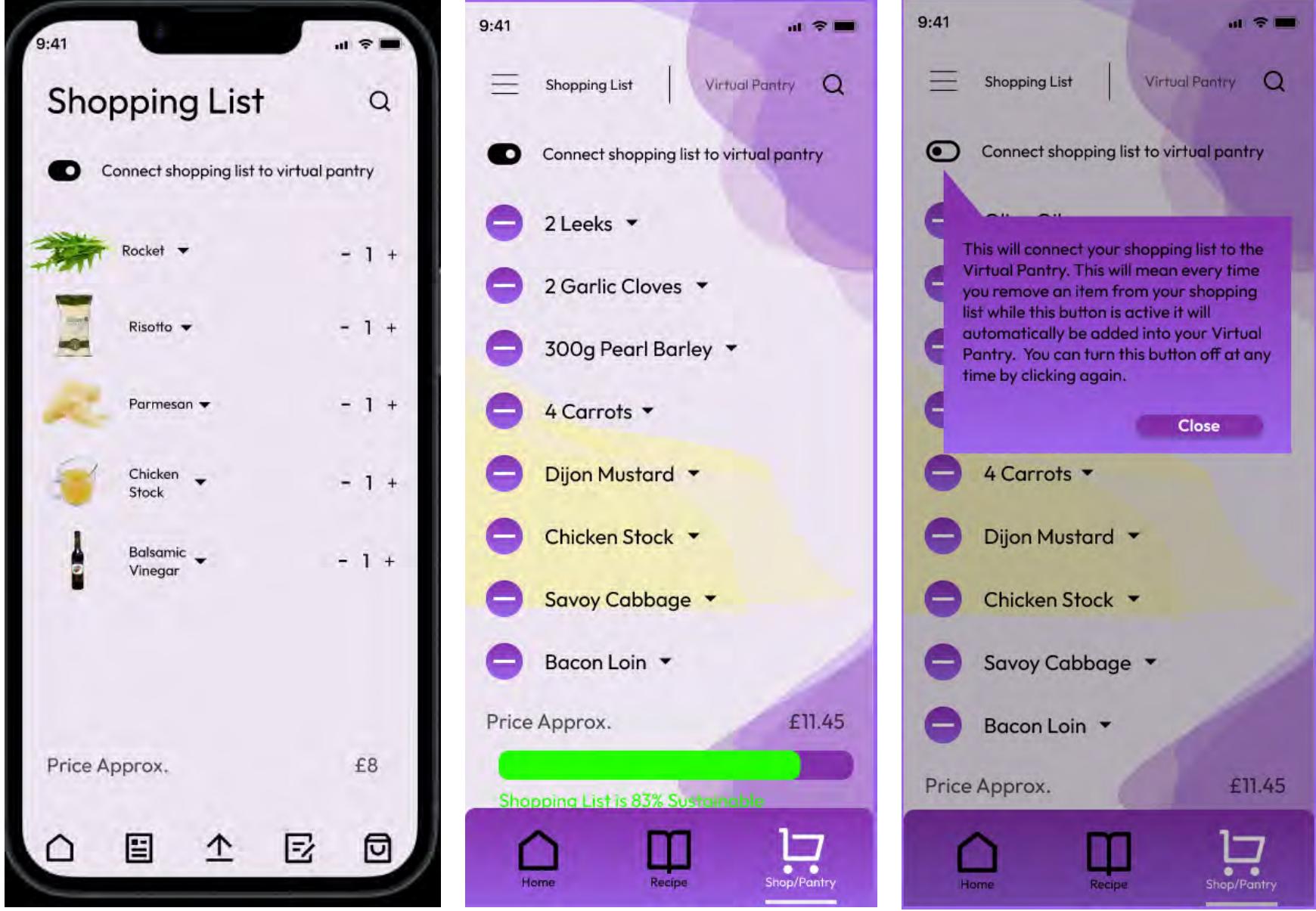


Before (Left) After (Right)

The instructions page now has structure and form. This helps with understanding how it will be displayed in the real app.

In addition to this, by separating the sections, everything is less cluttered compared to the original ingredients page which has very little indication as to when a new section begins and ends.

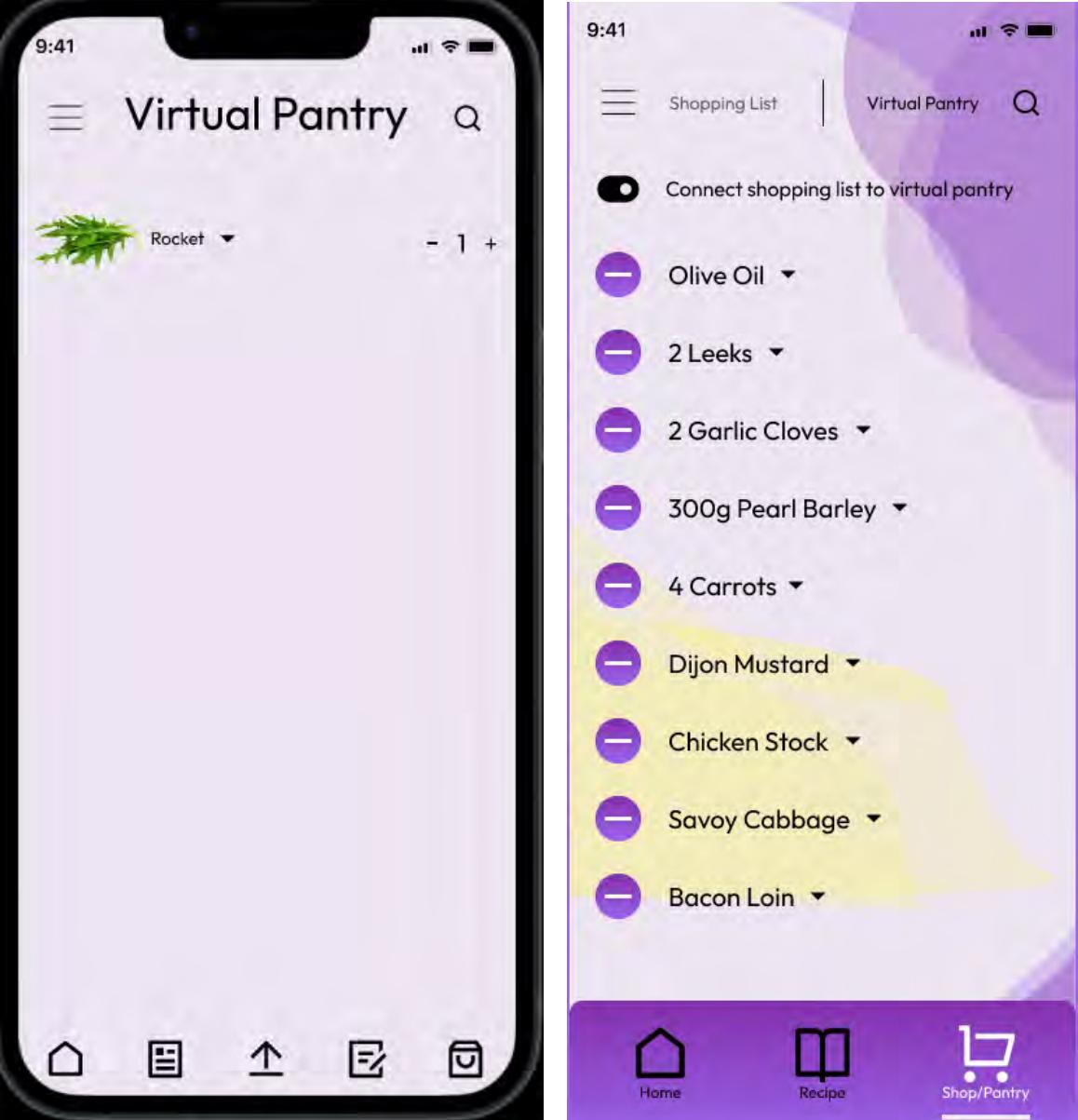
# Ingredients Page



Before (Left) After (Middle & Right)

In the updated version the shopping list and pantry has been combined into one page which gives it a similar structure to the home page. This will help the user with the familiarity aspect of my app. The shopping list now contains a sustainability bar to indicate how sustainable the current shop is, this is also accompanied by a price prediction. Clicking the button to connect to the virtual pantry now contains an extra information box to help users understand what they are clicking. This hits the feedback aspect of making my work more clear.

# Shopping List



Before (Left) After (Right)

The update Virtual Pantry page is similar to the original but has changed with the app to keep the familiarity aspect. The pantry has a side menu which will display features such as creating recipes from ingredients already owned. This was considered after my feedback of expanding on my Pantry idea as it was unique idea to be developed further.

The new Pantry page also keeps the "Connect shopping list to virtual pantry" this is to improve ease of use for the user so they don't have to go back and forth between shopping list and virutal pantry to turn it off.

# Virtual Pantry