

The background of the slide is a composite image. On the left, there is a semi-transparent circular inset showing a woman with long dark hair, wearing a light blue sleeveless top, smiling. She is positioned in what appears to be a restaurant or cafe, with tables and chairs visible in the background. The rest of the slide background is a blurred, high-angle view of a city skyline at dusk or dawn, with various buildings and lights visible.

FOOD CONSULTANT FOR BUSY PROFESSIONALS

WEI (GLORIA) TANG
INF 556 | ASSIGNMENT 8

[Prototype Link](#)

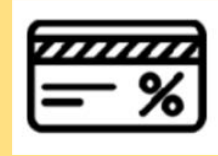
Recruitment Strategy



Advertise on Facebook groups such as Los Angeles Fitting Group



Find referrals of friends who fit my customer segment on social media platforms



\$5 Starbucks gift card will be given to every participant

Screenener Questions



1. Do you think you have a busy schedule?

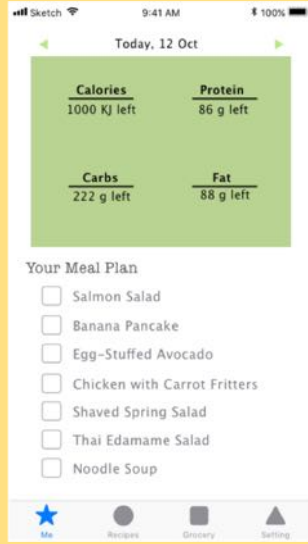
2. Do you think it is important to eat healthy food?

Set-up

Hi <name> I'm Gloria and this is Ken and Shiwen. We are conducting this study because we want to learn from people about we want to have a better understanding of user experience on this product. We are trying to build an augmented reality app that provides easy and real-time tools for busy professionals to prepare healthy food and track nutrition intake . You can help us by giving us honest feedback to our questions. This interview is totally anonymous. Please answer these questions to your best knowledge. If you don't know the answer for a specific answer, please just say no. And again, thank you so much for helping us with this study.

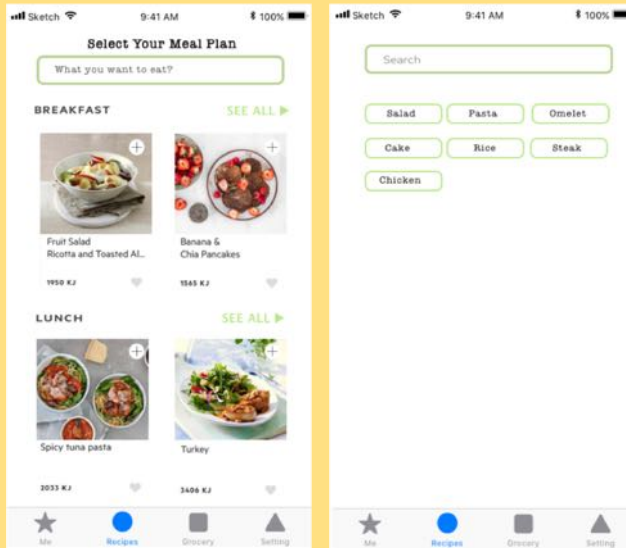
Interview Questions

[Prototype Link](#)



2

- Can you understand this dashboard? Can you tell me what's going on in this screen?
- What do you think those squares buttons on the left side do?
- Do you think information on this page are displayed intuitively?
- Can you get health information from this dashboard? Anything else you want to know?



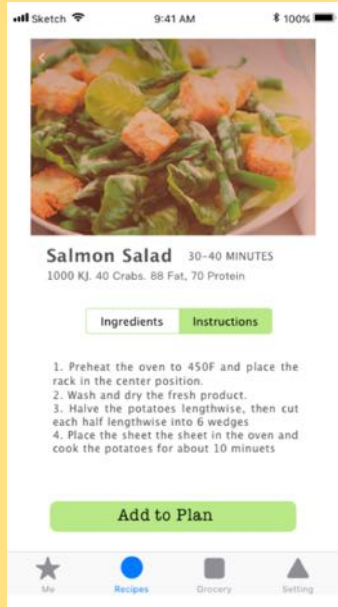
3

4

- Can you tell me what actions you can perform on this screen?
- Do you think it is helpful to list name and calories info in this page? Or will you prefer a list of meal pictures?
- Can you tell me what actions you can perform on this screen?
- Do you think the search is necessary or not?

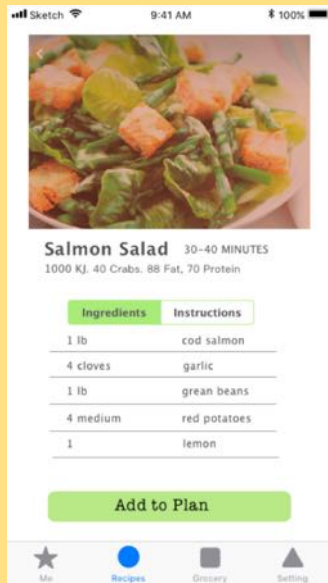
Interview Questions

[Prototype Link](#)



5

- Do you think information on this page are displayed intuitively?
- Any information you want to catch at the first glance?
- Can you understand the navigation bar?
- Do you notice the time information?

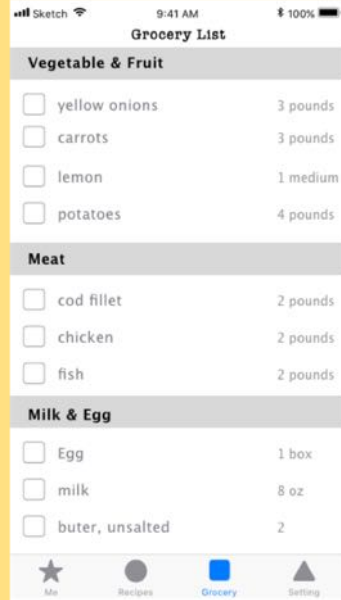


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- What do you expect after clicking “Add to Plan” button?
- Do you think ingredient information is useful here?
- Do you want a video recipes here?

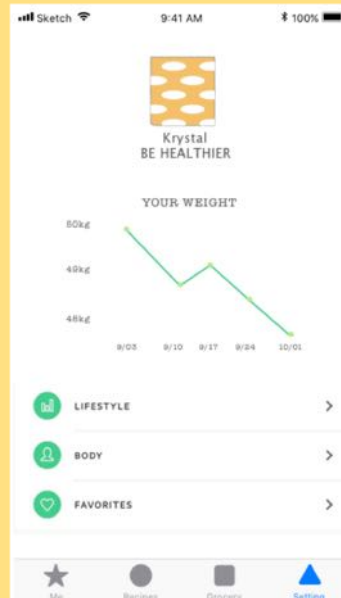
Interview Questions

[Prototype Link](#)



7

- Do you think information on this page are displayed intuitively?
- Can you understand the categories here? Do you think it will decrease shopping time by product category?
- What do you expect after clicking square buttons?
- Are you willing to let us buy products and deliver them to you?



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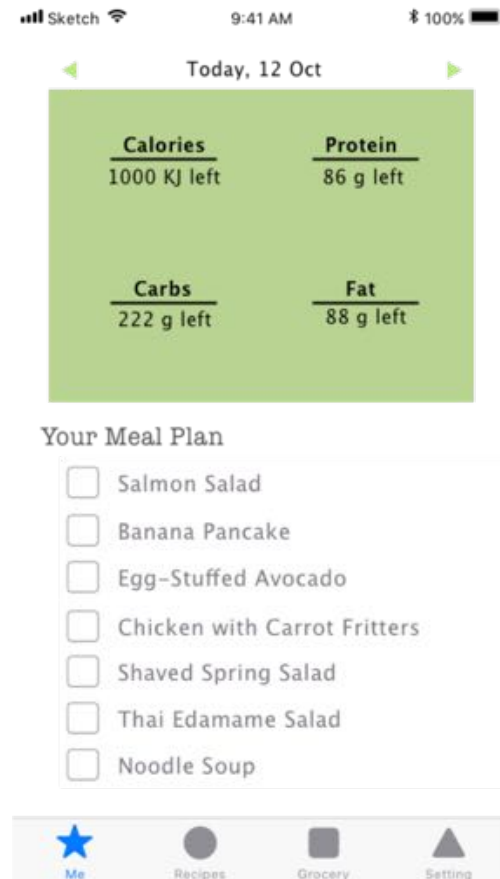
- Do you like the layout for the checkout page?
- Are you excited or happy after seeing curve?
- Are you willing to arrange one week meal plan by our map?

PROTOTYPE SCREEN

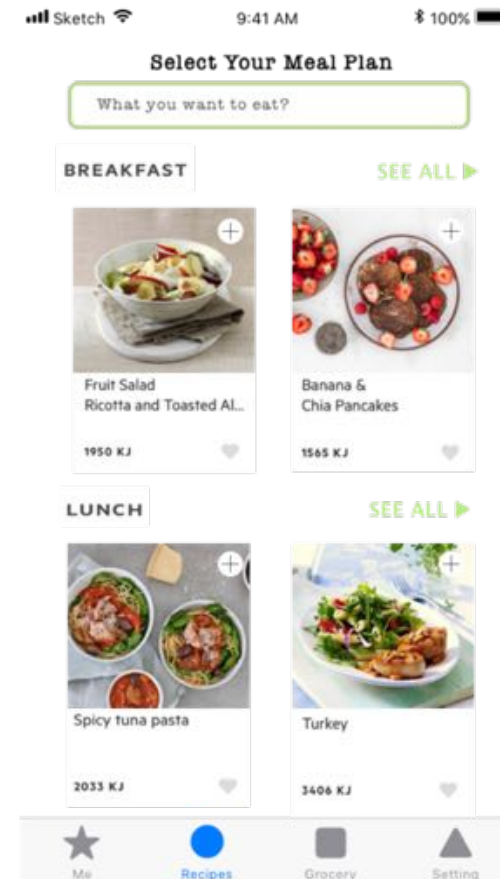
[Prototype Link](#)



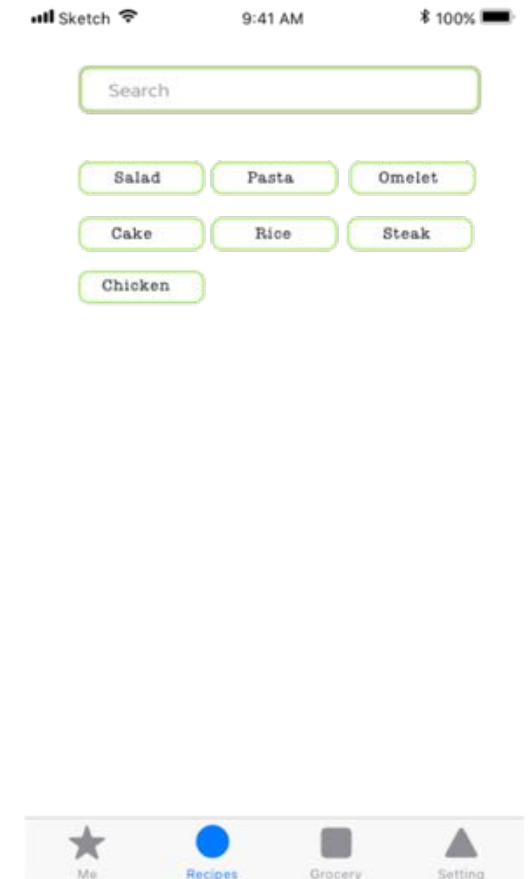
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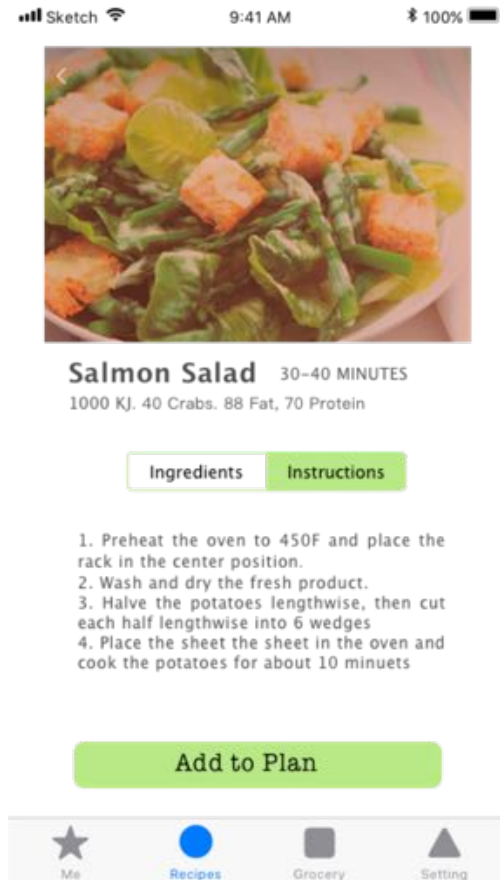
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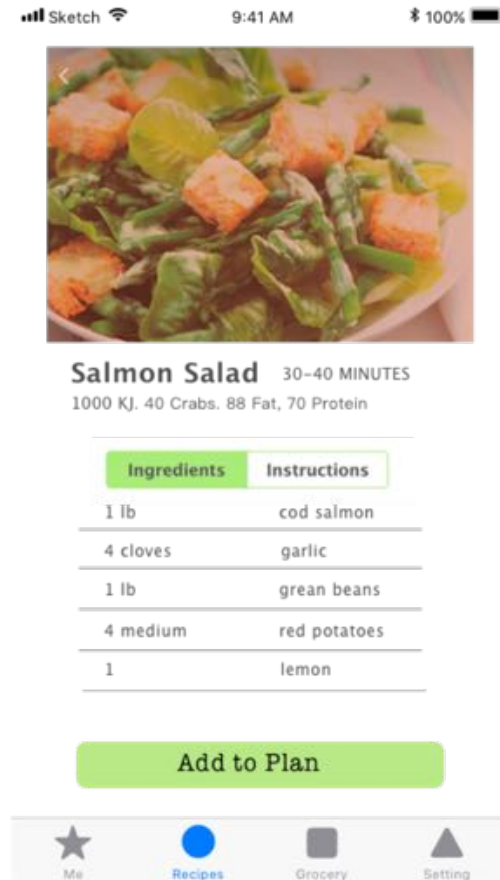
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PROTOTYPE SCREEN

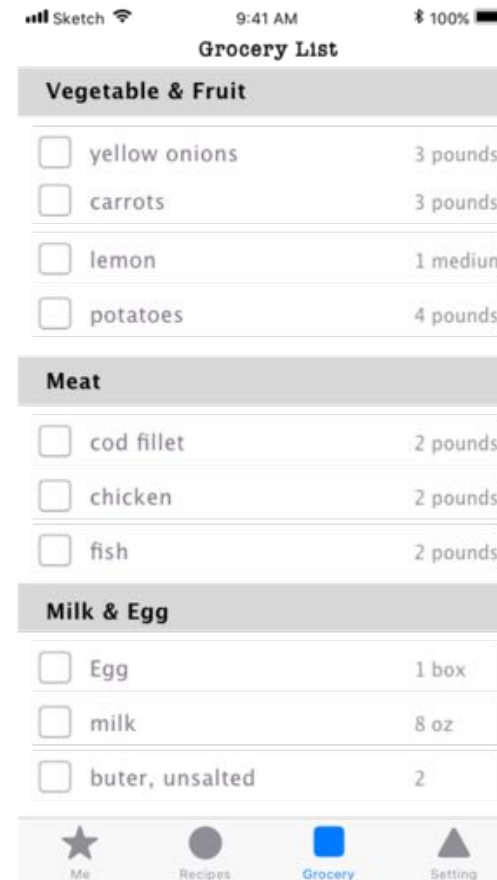
[Prototype Link](#)



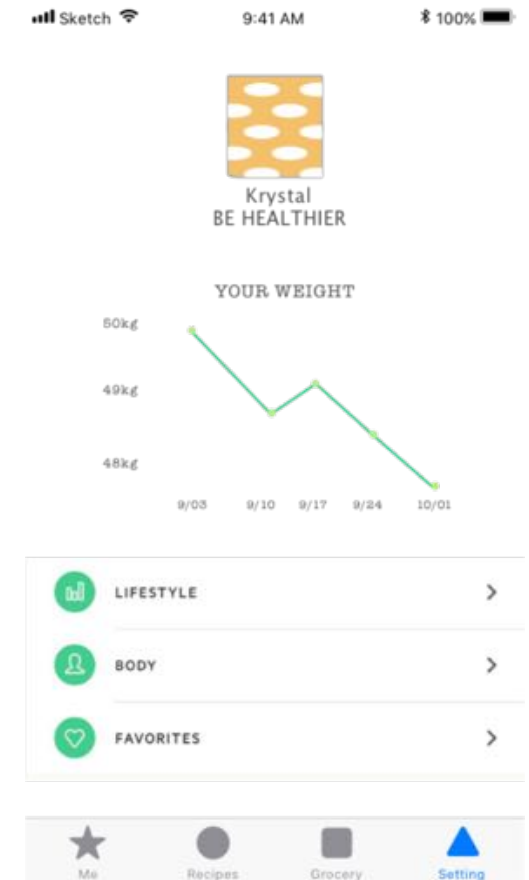
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