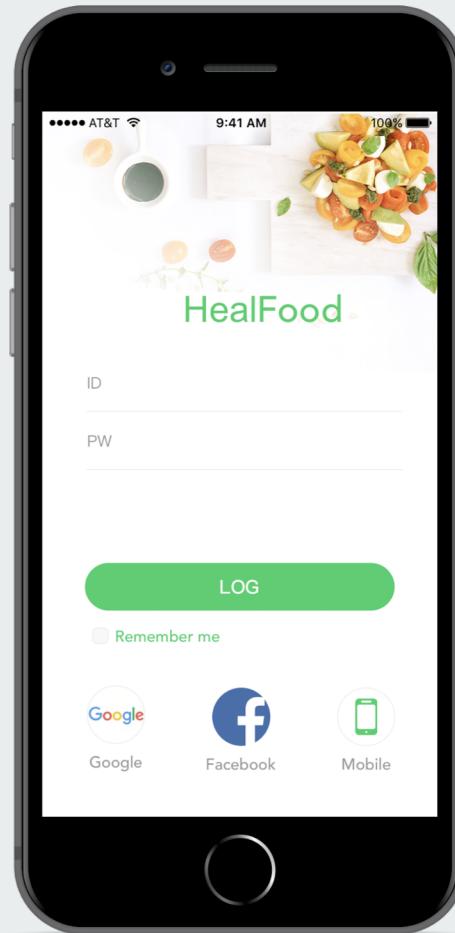

Team 6 Presentation

Jiawen Jiang
Mauricio de Paula
Tony Tang
Xiangwen Zheng
Chao Jin
Simeng Wang



What is HealFood?

- IOS Application
- Local User
- Healthy food
- Cook/Delivery
- Target users: people with mobile phone
 - Fitness people
 - Students
 - Single parents

Outline

Main Usability

User Experience Goals

Main Personas

Use Cases

Prototype Demonstration

Main Usability Goals

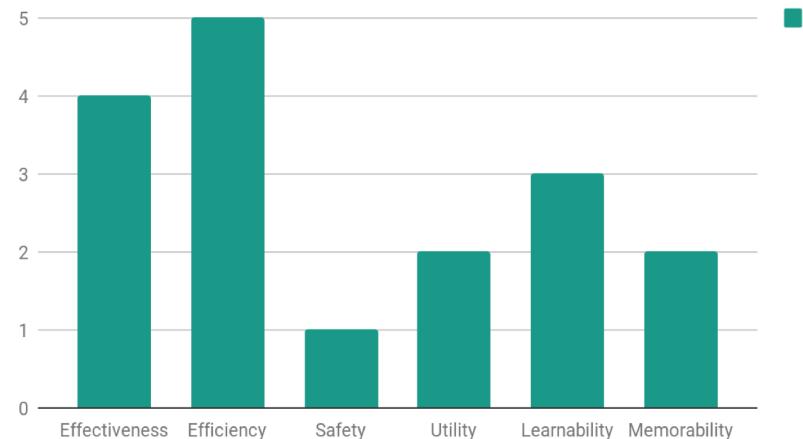
- Effective to use
- Efficient to use
- Easy to learn

During report 2, we surveyed and interviewed potential users. We decided that in order to refine our usability goals we would use survey again. Potential users selected their main usability goals.

Survey Results

These are the results from the survey.

Which usability goal is most important to you? (relating to our application)



Evaluation of Usability

Evaluation:

Low-Fidelity Prototype:

We performed an evaluation of our paper prototype and found that it was not clear if we had met all of our usability goals.

High-Fidelity Prototype:

We then created our high-fidelity prototype and had a user test the prototype again. It became clear that we were on the right track to meet all of our usability goals.

More Usability

Krug's laws of Usability (First 2 laws):

1. "Don't make me think."
2. "It doesn't matter how many times I have to click, as long as each click is a mindless, unambiguous choice."

We wanted the usability of our application to satisfy Krug's first two laws and we believe that it has.

User Experience Goals

Including:

- **Satisfying:** “got what they need”
- **Easy to use:** follow conceptual model
- **Enjoyable:** “right time at right place”
- **Effective feedback**
- **Aesthetically pleasing:** color, picture
- **Form a habit**

Main Personas Developed

Name: Trevor

Age: 28

Status: Fitness-lover

Details:

- Work in the daytime, workout in the evening
- Not in a good figure, a little bit fatter than imagination
- Workout in the gym many years lack of a healthy meal plan
- Without enough time to decide how to eat healthier
- a strong desire to change the current situation

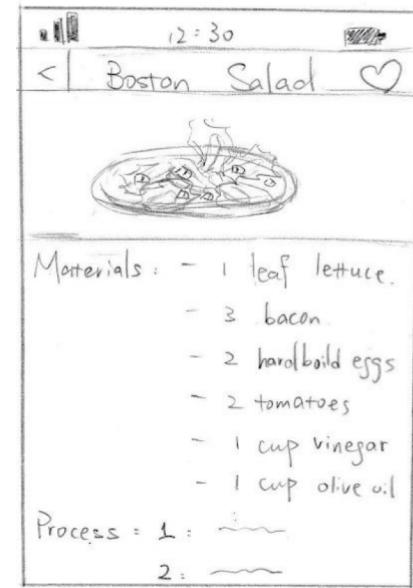
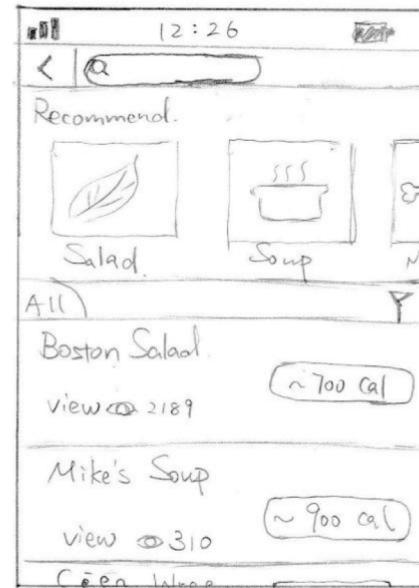
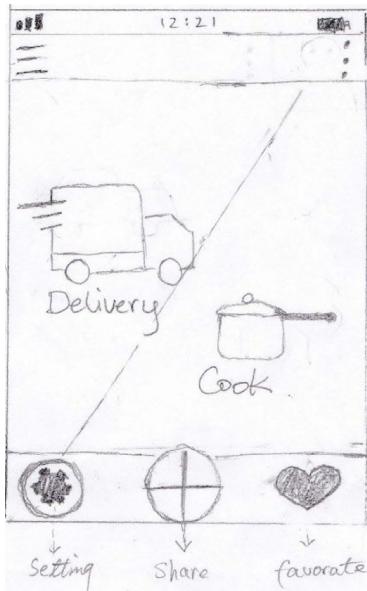


Trevor

Fitness addict

He still wants to be in a good figure which requires higher level meal plan to control the weight.

Use Case #1





Prototype demonstration for user case #1

<https://invis.io/CYGG0CTPE8N>

Name: Jane

Age: 20

Status: UVic student from Ontario.

Details:

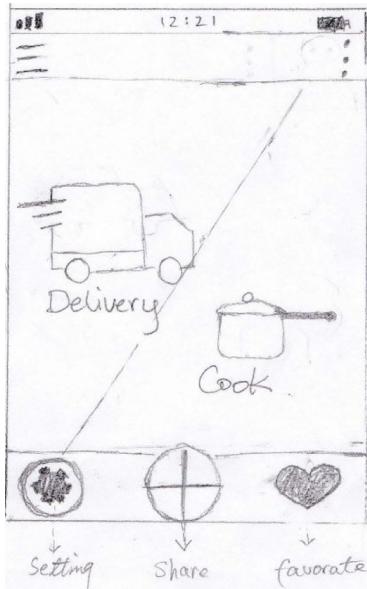
- Live alone, away from parents
- New to Victoria, not very familiar with nearby places
- Hates cooking
- School is busy, she is not willing to take a lot of time in selecting restaurants or meals.



Jane
student

Less time to have better food.

Use Case #2



12:24

<input checked="" type="checkbox"/>	Good Wrap
	\$6.99
	2699 Sold
<u>Customize</u>	
Beef	\$1.99
per serving 300 Cal	- <input type="checkbox"/> +
Egg	\$0.89
per serving 155.1 Cal	- <input type="checkbox"/> +
Chicken	\$1.22
per serving 250 Cal	- <input type="checkbox"/> +
total Cal : 399 Cal	Add
total Price: 11.09 \$	

12:25

<input checked="" type="checkbox"/>	Check out
Your Address	
999 Cool ST, Victoria	
BC	
Estimate delivery: 1:00	
<u>Order List</u> <input checked="" type="checkbox"/>	
How you pay <input checked="" type="checkbox"/> VISA 2927 <input checked="" type="checkbox"/>	
Price: \$11.09	Calories: 399
DeliveryFee: \$5	Nutrients:
GST: \$ 1.11	<hr/> <hr/>
Pay \$17.20	Confirm



Prototype demonstration for user case #2

<https://invis.io/CYGG0CTPE8N>

Questions?
