



Higher diploma in science in computing

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Web and UI Design

Project 2

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Empathy

Aim

This website aims to transform the public perception of potatoes from a starchy side dish to a nutritious and versatile superfood. It will debunk common misconceptions about potatoes, highlighting their impressive vitamin, mineral, and fiber content. Through engaging content, including delicious and accessible recipes, the website will showcase the potato's potential to support a healthy and balanced diet. The ultimate goal is to inspire visitors to incorporate potatoes into their meals more frequently, reaping the benefits of this often underestimated vegetable.

User needs research

A healthy person should be eating anywhere between 24 & 35 grams of fibre a day, ideally with a mix of soluble and insoluble. However, 80% of Irish people do not get enough fiber in their diet. This website can educate them on the benefits of fiber (improved digestion, heart health, etc.) and highlight potatoes as a significant fiber source.

A survey of over 30,000 products in Irish supermarkets revealed that shoppers paid 4.7pc more for these goods in the 12 weeks to February 18 compared with the same period in 2023.^[1] Eating healthy can be perceived as expensive. The website needs to emphasise that potatoes are a budget-friendly way to boost nutrition, offering a satisfying and versatile base for meals.

Even if users recognize the value of potatoes, they might lack ideas for how to use them beyond basic preparations. This website should provide a range of recipes, demonstrating that potatoes can be exciting, flavourful, and anything but boring.

User needs

- Emphasizing the affordability of potatoes as a nutritious food option
- Providing recipes and ideas for incorporating potatoes into meals in creative and flavourful ways

- Offering guidance on how to make potatoes exciting and versatile in cooking
- Understanding how potatoes can fit into a healthy diet despite being a carbohydrate.
- Education on the benefits of fiber intake (improved digestion, heart health, etc.)
- Awareness about the recommended daily fiber intake (24-35 grams)
- Information on the types of fiber (soluble and insoluble) and their respective benefits
- Highlighting potatoes as a significant and accessible source of fiber
- Addressing the misconception that eating healthy is expensive

User personas

User Persona 1: Thomas

Age: 43

Gender: Male

Occupation: Lorry driver

Interests: Travelling and classic cars

Goals: Thomas spends long hours sitting while driving for work. He has recently had a checkup with his GP and has been diagnosed as pre-diabetic. Following the diagnosis he has decided to improve his diet but does not know where to start.

User Persona 2: Mary

Age: 32

Gender: Female

Occupation: Supermarket assistant

Goals: Mary has three children and finds it very expensive to provide them with healthy meals on a budget. Recently she has realised she prepares too much frozen foods for her family. She wants to learn what recipes can be prepared with fresh ingredients, without breaking the bank.

Ideation

Fiber Education section:

Create visually appealing infographics and informative articles detailing the importance of fiber in our diet. Include statistics, benefits, and tips for achieving daily fiber goals.

Develop a tool where users can input their dietary preferences and receive personalized recommendations for increasing fiber intake, with potatoes prominently featured as a fiber-rich option.

Affordable Nutrition Showcase

Curate budget-friendly meal plans that emphasize the affordability of incorporating potatoes into everyday meals. Highlight cost-effective recipes and shopping tips to demonstrate how eating healthy doesn't have to break the bank.

Provide a section where users can compare the cost of meals incorporating potatoes versus other ingredients, showcasing the economic advantages of potato-based dishes. Feature recipes with cost breakdowns, comparing them to less healthy but similarly priced alternatives (e.g., potato curry vs. takeout).

Recipe Inspiration

Offer a comprehensive collection of potato recipes ranging from traditional favourites to innovative dishes. Include options for breakfast, lunch, dinner, and snacks to cater to various tastes and dietary preferences.

Encourage users to share their favourite potato recipes and culinary creations. Implement a platform where users can submit their recipes, photos, and tips, fostering a community of potato enthusiasts.

Cooking Creativity Corner

Organise regular cooking challenges or recipe contests centered around potatoes. Encourage users to experiment with different cooking techniques, flavours, and presentations, inspiring culinary creativity.

Produce engaging video content showcasing step-by-step tutorials and cooking demonstrations featuring potatoes. Cover topics such as potato preparation, cooking methods, and flavour pairings to empower users in the kitchen.

Interactive Engagement

Implement a fun feature where users can spin a virtual wheel to discover a random potato recipe tailored to their preferences. This interactive element adds an element of surprise and encourages exploration.

Introduce a Q&A section where users can submit their cooking-related questions and receive personalized advice from culinary experts or nutritionists. Foster a supportive community where users can seek guidance and share experiences.

Idea narrowing

Most useful: A collection of potato recipes ranging from traditional favourites to innovative dishes.

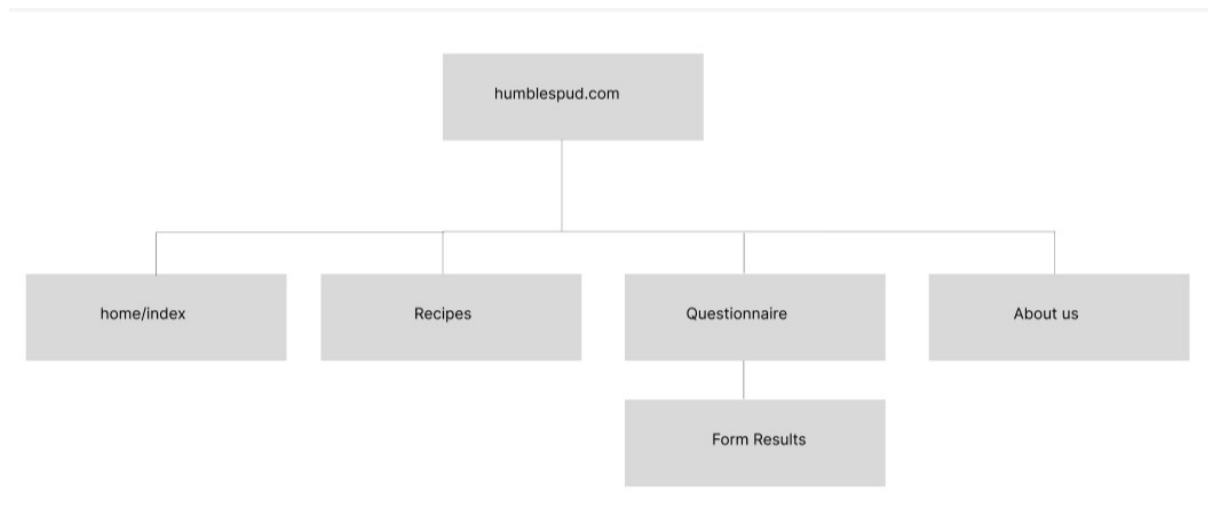
Most desirable: The Q&A section where users can submit their cooking-related questions and receive personalized advice from culinary experts or nutritionists.

Easiest for most people to use: The engaging video content showcasing step-by-step tutorials and cooking demonstrations featuring potatoes.

Design

The design files for this project can be viewed [here on figma](#).

Site map





Page descriptions

Page	Items
Home / /index.html	<ol style="list-style-type: none">1. True favourite section2. Health benefits section3. Facts section<ul style="list-style-type: none">- OnClick event on left and right arrows to animate facts on and off the screen.- Event listener waiting for left or right key to be pressed.4. Video section<ul style="list-style-type: none">- Link to recipe page
Recipes /recipes	Grid recipes and images of food.
Questionnaire / questionnaire.html	Form with <ol style="list-style-type: none">1. Dropdown menu2. Date picker3. Radio filedset4. TextArea input5. Email input

	6. Submit button
Form Results /formHandler.php	Html table with values input on questionnaire

Prototyping

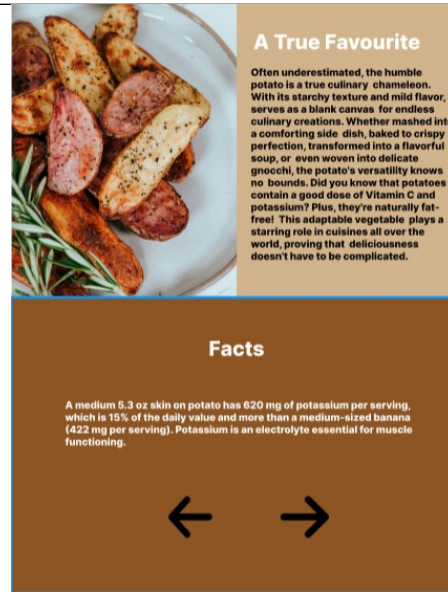
Layout 1	Layout 2
	

I designed these two options for the About Us page. I chose layout 2 because it prioritises a clear and concise user experience. Layout 1 presented a large amount of text, which can be overwhelming for visitors. Layout 2 uses a more digestible format that allows users to grasp the message quickly. I also feel it is a nicer design.

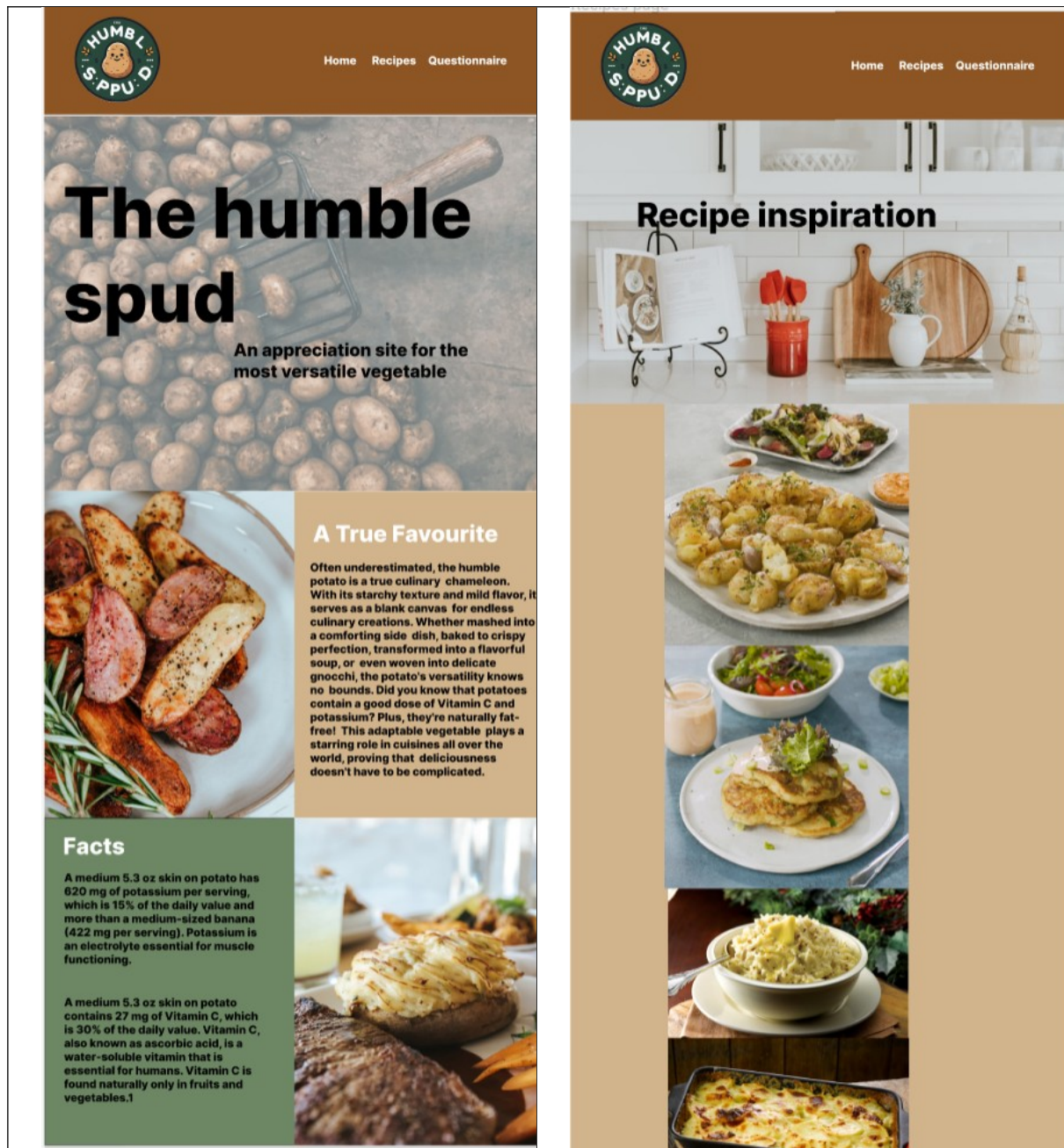
Layout one:



Layout 2:



In layout two the user is given the option of cycling through different facts when we click on an arrow icon. This provides some interactivity to the users and allows for more facts to be presented.



References

[1] Irish Independent. (2024). Rate of grocery price inflation slows for tenth month in a row. [online] Available at: <https://www.independent.ie/business/irish/rate-of-grocery-price-inflation-slows-for-tenth-month-in-a-row/a1532283352.html> [Accessed 9 Apr. 2024]