

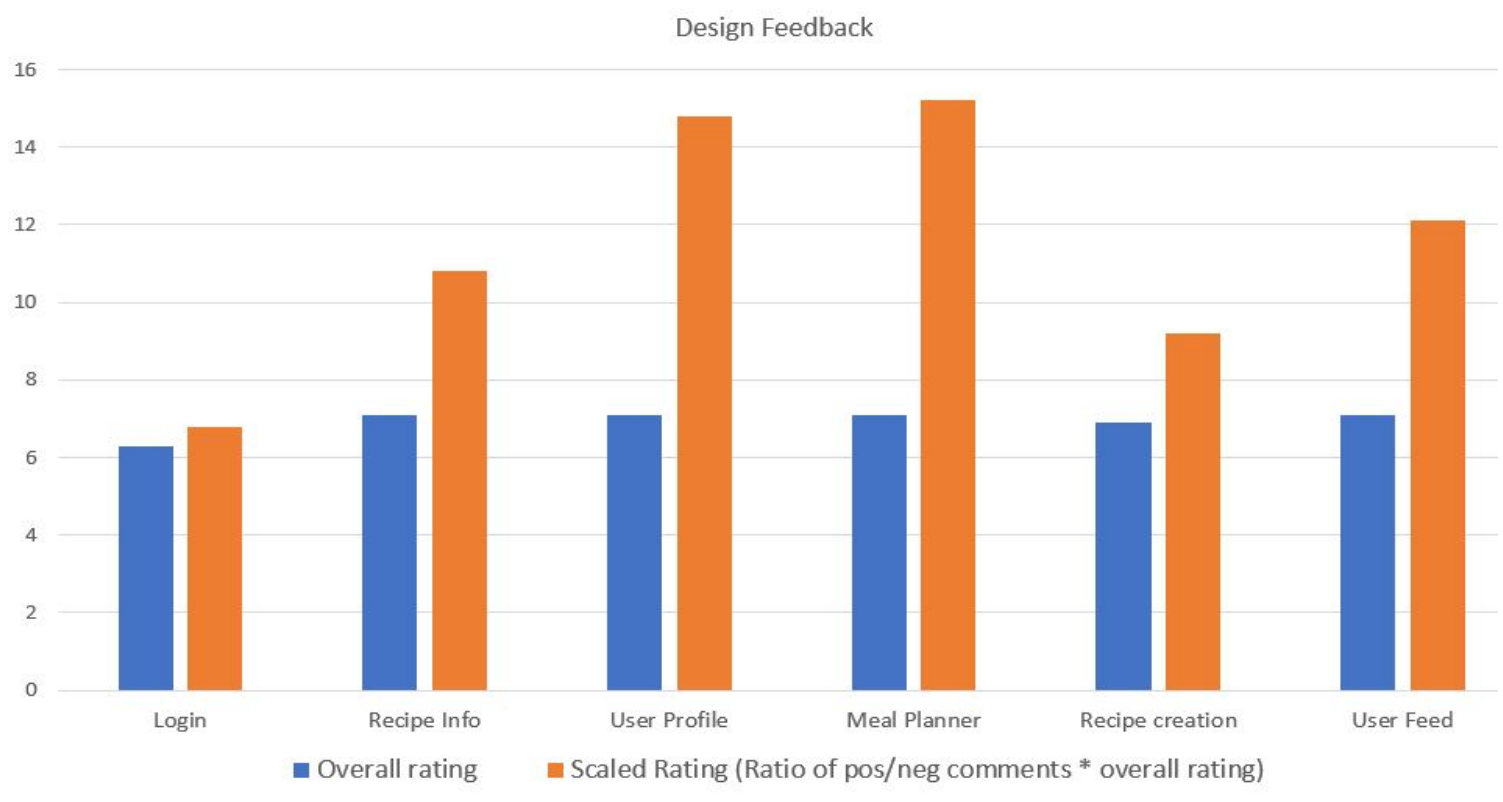
Design feedback (2nd & 3rd iteration)

The first set of 16 responses should by default be limited by age to 18+ on reddit (submission rules) and 16+ on Facebook due to age constraints.

The next 37 should only be student responses. This provides a general mix of responses but with the majority being targeted towards students.

Important notes

- A note was made at the start that this is a first attempt made by students and we couldn't hire a graphic designer, make unique UI assets for buttons etc... within our timeframe. Negative comments which reference to things such as 'hire a graphics designer' have been removed since this isn't possible.
- Results for the recipe creation screens and user feed screens should be taken with a very large pinch of salt. It's clear participants were bored by this point with a lack of comments available
- Positive/negative comments only count if there is a reason. E.g. someone putting 'no', 'great', 'good design' or 'all' won't cut it. Could have made sure comments like these were not included by asking participants at the start. You live, you learn.
- 2 responses appear to be troll responses but have been included anyway since no comments were left and all screens were rated a rating of 1 so it doesn't affect the overall average for each screen relative to each other (which is what we are looking for) except for the user info page I forgot to start the overall rating for with the first 5 - 10 participants which equates to an overall lower rating looking at the results. This likely evens out anyway since I'm probably biased in rating my own screens contents.



Blue bar is how I said I would measure overall user design & interaction in the QA manual. It should generally be more helpful than the orange (Overall Rating) measurements which are generally all about the same. Measuring a ratio of positive/negative comments comes with it's own issues though so take it with a pinch of salt.

General design

Positives:

- Logo and overall name.

Negatives:

- A lot disliked the green background, some describing it as the colour of vomit.

Login Screen

Overall rating: 6.32/10

43 positive comments, 40 negative

Positives:

- Logo and name
- Nicely laid out. Simple to navigate
- Many options to sign in

Negatives:

- Background (Vomit) green
- General hatred of contrast between the bright blue facebook buttons, login buttons etc... and the background. Problem for dyslexics as well.
- Only need registration on first Login

Recipe info page

Overall rating: 7.08/10

55 positive comments, 36 negative comments

Positives:

- Easy to use and navigate, intuitive
- Filter icons
- Colours + vibrant & large pictures (mixed responses)

- Smooth, easy horizontal side scrolling
- Rating and trending section

Negatives:

- Purple colour for buttons + purple background = disliked by most
- Ingredients list too small, hard to read
- Empty space on recipe page
- Star colours different between recipe info and main page.

User Profile settings

Overall rating: 7.09/10

50 Positive comments, 24 negative comments

Positives:

- Little things, .gif images allowed, gamification (kudos ranking system)
- Amount of options, allergens + filters.
- Options for public/private profile.
- Different coloured icons = good, icons in general for preferences = good.

Negatives:

- Purple colour (again)
- Not that professional looking. Fairly basic
- Unsure of function of private/public switch.

Meal Planner

Overall rating: 7.13/10

47 Positive comments, 22 negative comments

Positives:

- Again, simple to use and clear, intuitive, fast to navigate
- Lots of info available
- Really liked changing portion size, reheat instructions and shopping list features

Negatives:

- Colours (again)
- Smallprint text and red text for portion warnings
- Lots of smaller issues or improvements. Most recommended by single participants.

None of which however are feasible within the current timeframe. (Can check google form to see for yourself)

Are the ads obtrusive

Split pretty much exactly 50/50...

About 2/3 suggested alterations.

These include:

- Place ad at the bottom of the screen in a fixed position
- Make it a fixed banner ad. Adding into a horizontal scroll isn't great and could be clicked on accidentally.
- Match the height of the other recipe images
- More subtle advertisements. E.g. promoted recipes by Tesco, Sainsburys etc... with links to ingredients.
- Pop up ads on first join.
- No ads at all

Recipe creation

Overall rating: 6.9/10

24 positive comments, 17 negative comments (Some negative comments disregarded, e.g. needs a way of going back. Forgot to show this.)

Positives:

(Most responses were just 'good' or 'great idea' tbh :P. Think peeps got bored)

- Colour picker = great idea
- Easy to use, intuitive
- Timer idea (but only if it runs off the phone timer. I guess it does, kind of.)
- Can make recipes either using written steps or a combo of video/images and written text.

Negatives:

- Boring colours
- Bit clunky adding and moving between steps (forgot to show ability to slide between steps though, soz)
- May be a bit boring/intensive doing each step with all the options available

User Feed

Pretty sure people got bored by this point or there was little to say. Very few comments.

Overall rating: 7.06/10

17 positive comments, 11 negative comments

Positives:

- Looks professional
- Loading screen (rotating scanplan logo)
- Simple to use, easy to add photos, very intuitive and basic design (familiar)

Negatives:

- Colours (again)
- A bit cluttered