

CS-319-11141-M01 UI/UX Design and Development

Module Two Milestone – User Interviews

The app that chose is the food fact checker. The interviews that I conducted to gain a better understanding of what a potential user of the app would be like are with my girlfriend Kaylee, cousin Aiden and my friend Gabby. Before starting the interview, I briefly explained to my interviewees what class I am in, what the goals of the class are, what the project is about and the type of app that I would be helping to design the UI for. It was simple to describe the app and the features that would be included by referencing the module one milestone paper that I had just written. The topics and questions that I focused on during the interview were:

Have you ever heard of an app like the food fact checker? If so, what app?

How was your experience with the app? Explain?

Do you use the app routinely? If so, what are your favorite features? If not, what makes the app undesirable?

I also had a question for the instance that maybe they haven't heard of or used a similar app, and it was:

Would you find an app like this useful? If so, for what? If not, why not?

I was lucky to find out that each of my interviewees had used and heard of apps like the food fact checker. I thought of this as good news because that means that they are all more likely to be potential users and have experienced many more user stories with their experiences that can

help me with my development. I think it was also easier to find themes within each of the interviews because each interviewee had used similar apps. When I asked each interviewee the first question about what app they had been using and to describe it and its features, it was clear to me and them that the apps were very similar. Upon analysis I could see that all four apps discussed were very similar in the way that they had similar features although they focused on different products and use cases. When asking the second question with all my interviews there was a common theme in the answers. I would ask the question and get a straightforward answer from each about how they used the app for their specific need. All the needs were pretty similar in the way that they were all trying to make healthier decisions about the products that they were buying and using. With the interview with Gabby and Kaylee, their apps both were focused on food products and although the apps were different, they both focused on helping them with their specific diet. When asked the third question, all three described their apps as convenient and had some sort of feature that really made them enjoy the app. For example, Kaylee enjoyed that she could build, and track meals based off products that she had scanned and in a way that they were friendly to her diet. Gabby liked the feature that she can search for products before going to the store and then make a grocery list before shopping. Each made sure that it was important for the app to be fast, elegant and easy to use. Each also had an issue with the span of the database for products. Each app seemed to have limitations on the products that they were trying to scan. After asking for solution proposals from each, I was surprised and amazed to hear that Gabby's app has a feature that allowed for her to add products manually that weren't in the database for hers and future users benefit.

Based off the information that I gathered from the interviews, I think that I have a clearer idea about the type of audience that would be most likely to use my app. The largest portion of

my audience are most likely people who have some kind of health, diet or fitness goal. With that said, I think that people who have health, diet and fitness goals fit a specific demographic as well. Most people that care about and pay attention to their health, diet or fitness are either middle aged or older people. Also, a older aged person is most likely to use the app because of the need and responsibility of shopping and providing for themselves, as well as the obligation (because of deteriorating health) to make the decisions about what products they are using and consuming. I don't think that younger aged people, especially those with legal guardians, must worry about issues as such as much. Although, that does not completely rule them out. Another important factor to consider when eating healthy is the price of shopping for healthier food and product alternatives. Most foods that are good quality and healthy can be more expensive, for example organic foods. This would mean that if the user has the potential to purchase these items or even has the opportunity of picking out what they eat and shop for, they may be a little higher up on the income chart. If the user is making conscious decisions about what is good or bad for their body, then this also probably means that they have a decent education. Lastly, although the app is reportedly easy and convenient to use, the app is best used on a mobile device and there are some people who are not as tech savvy as others so one would have to know the basics of phones and tech to use the app or even be able to afford a phone and phone service.



**“Food Fact Checker has made my quest for a healthy diet easy and realistic.”**

Meet Jem, a 30-year-old, single man who works from his RV that he travels the world in. Jem is very educated and aware of his health and wellbeing. Jem understands the amount of care and effort that it takes for one to live a healthy lifestyle. He also understands that to learn about and plan for a healthy diet can be a challenging task. The amount of research Jem needs to do to make sure that the foods he is eating can be exhausting, especially because Jem likes to have a diverse and fun diet. Jem is so busy with his work and hobbies that sometimes it can be overwhelming to take on the challenge of making sure that he is eating healthily. Jem works as a teleworker for an insurance company, so he is moderately tech savvy because his job requires him to be familiar with different devices. The food fact checker is a good tool for him because of how it helps him track what is in the foods that he is purchasing with ease. Not only does it help him discover the different ingredients that are in the foods, but the app ranks the food for him, minimizing the amount of effort that he has to put in to make sure that the ingredients are

healthy. Because Jem uses his phone often, using the app is very easy for him when scanning and searching products. Whether he is making a grocery list or finds an intriguing item in the store while grocery shopping Jem knows that the app is there for him to use at any second and with ease.



**“Food Fact Checker has given me confidence that I can diet successfully and with ease while not having to take too much time away from my work and home life”**

This is Kathrin. Kathrin is a 32-year-old woman who works long hours running an at home day care. Kathrins work schedule is not steady because of the random hours that parents request for her to work, and she barely has any personal time between watching her kids and others. Kathrin has been having troubles with her weight and has not been able to find any tools to help her get on the right track with her diet. She finds that meal planning and researching specific foods for her diet is exhausting and time consuming. She also feels that her kids are not getting the right nutrients that they need to stay healthy. The food fact checker app is useful for Kathrin because she can easily scan or search the foods that she is planning to eat, and the app ranks the healthiness of the food for her as well as listing the ingredients. Kathrin spends a lot of time on phones while finding apps and sources that educate the children she watches so the app

is easy for her to use and operate. Being that the app is on the phone and is easy and quick to use Kathrin can easily and quickly make a grocery list during work or check an item at the store if she or her children find something that is not on the list.

