

Nutrivid-19

An Application to keep
your health at its maximum
during Covid-19

Background

This project is undertaken as a Capstone project which is a part of the Inworks Human-Centered Design Certificate. The purpose is to implement my learnings through inworks and work to create a product that could be considered for future development.

Problem

With the number of cases on the rise during this pandemic, it is important to take action to increase our immunity to the virus. There are several factors that can cause the virus to be fatal and some of them may be due to unhealthy lifestyles and poor nutritional health.

Solution

The solution is to educate individuals on the importance of nutritional health during this pandemic. An informational, Goal oriented, application that will help create sustainable habits to boost immunity and that will educate with evidence provided.

My Role

I have individually completed the project with feedback from an instructor and fellow capstone student.

- Research Reports
- Competitive Analysis
- SWOT analysis
- Affinity Diagrams
- Empathy Map
- User Journeys

Brainstorm



Define possible problems between nutritional health and Covid-19. At this point there is no certain problem within this spectrum that has been chosen but I am aware that there is something to be solved. I later break down the problem into smaller bits and think from a broader point of view. How does Covid-19 affect the access to food for the general public, for the different classes etc.

Breaking the General Public Access

Transportation

The car doesn't have gas

You can't drive

The roads are blocked

The location is too far

You don't have money for uber, lyft, etc

You're dependent

Financial

Not enough money

Covid stopped your usual income

Your bank account is locked

You have no cash

You can't afford healthy options

You waste money

Store

There are no carts

Only limited access to food

Too many people in store

The store is closed

The store is far

The store doesn't hold healthy options

The store has limited supply

The store doesn't carry what you want

COVID Patients

Hospital

You are not in control

There is a diet plan

You don't know where to get food

You can't leave

Food is short

Donations are needed but no donations

The nurse has something against you

Plain hospital food

Family

Family food not allowed

Family is stuck and can't see you

Family food is unhealthy

Family food requires someone to cook and you're the only one that knows how

Classes

Poor

Middle

Elite

Can't afford

No
transporation

Too lazy to
leave home

no
transportation

Store
limitations

To lazy to
garden

Not allowed
in store

No
backyard to
garden

Not allowed
to grow their
own produce

Climate

Don't know
how to grow
their own
produce

Is gardening
beneficial
during Covid?

What are
nutritional
implications
of covid?

Does nutrition
contribute to
COVID
recovery?

Nutritional
Therapy?

Immunity?

Behavioral
patterns of
COVID and
how to stop
yourself f

Eating
disorders and
the effect of
covid

Are you more
prone to covid
with an eating
disorder

Swot

Strengths

- * Focus on overall nutritional health during the pandemic
- * Regular food recommendations and recipes
- * Personalized diet plans
- * Motivate to eat healthy on a cheaper budget
- * Provides a product that meets nutritional recommendations outside of cooking
- * Cheaper products and hassle free with delivery options

Weaknesses

- * New product and will take time for people to trust the research
- * Utinsel package sold may not be suitable for every cultures needs
- * Consumers may not have the motivation to even download the app
- * Cheaper products could bring in budgeting issues

SWOT

Opportunities

1. Pandemic and work from home have a massive impact on stress and eating, therefore for anyone interested in becoming healthier and safer this is an option
2. People who are afraid to go out of the house can easily order their nutritional needs
3. A fun way to get nutritoin recommendations during the pandemic

Threats

- * App may not be popular from the start
- * App could be saturated in the market
- * People won't know what to believe
- * Competitors such as uber eats, grub-hub, etc
- * Consumers already have been eating healthy since the start of the pandemic (the poeple that care)

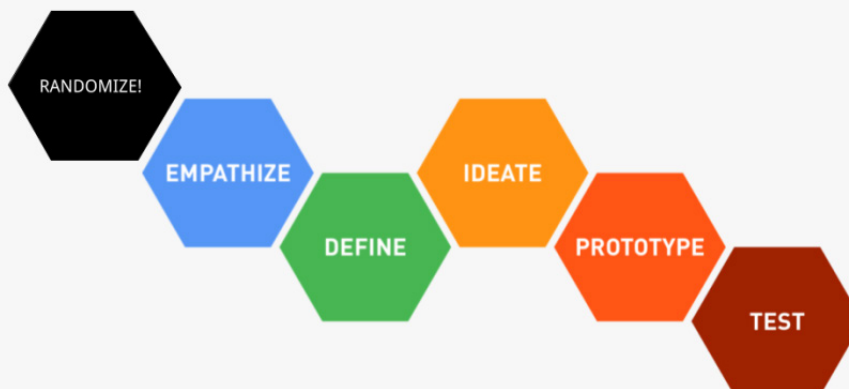


Project Overview

Target Audience

The General Public who want to boost their immunity and stay informed during the pandemic as well as Covid patients that have recovered or are recovering to quicken their recovery and prevent catching it again.

Design Process



EMPATHIZE

Empathize

Deals with a deep understanding of Users to identify their goals, needs, behaviors, motivation and pain points. This stage is crucial and fundamental to any product development

How was it done?

User research was conducted with family members, friends, and Covid-19 patients falling in the target group, in order to get a deeper understanding of the changes they made. Research was conducted through quantitative and qualitative measures as google forms, interview questions, and online sources.

Interview Questions

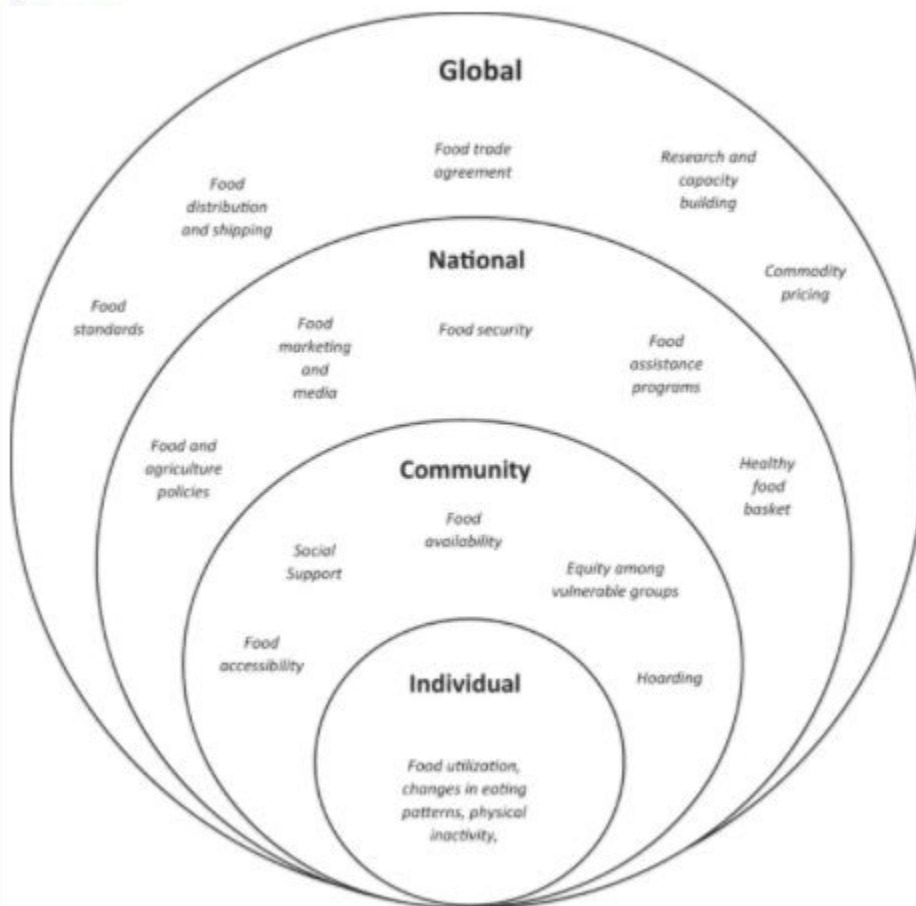
1. How have your nutritional habits changed since Covid-19?
2. Did you notice any trend in missing foods at stores?
3. Have you looked deep into nutritional myths?
4. Do you sanitize your produce?
5. Do you think the food that you ate sped up your recovery(- covid patients)
6. Did you eat nutritious foods before covid?
7. How do you feel now that you are eating nutritional foods?
8. Have you been eating nutritional foods?

EMPATHIZE

Findings

- * People tend to eat more foods with vitamin C rather than looking at nutrition as a whole
- * People are focused on immunity
- * People believe a lot of myths
- * People are in fear so they believe everything and go for whatever
- * People have had strange trends in eating
- * People don't want to cook
- * People order food
- * People sanitize their produce
- * Throughout Covid different food items have gone scarce

Fig. 1: A multi-level framework of action to support nutrition during the COVID-19 pandemic.



Define

Define

Deals with synthesizing the research findings and creating user stories, scenarios and personas. Towards the end we are able to identify a problem statement that we will be solving in the remaining process. Identifying the right problem is as important as solving the problem.

How was it done?

The inputs from research phase is mapped in below methods to create more sense out of the data and derive the problem statement and other insights.

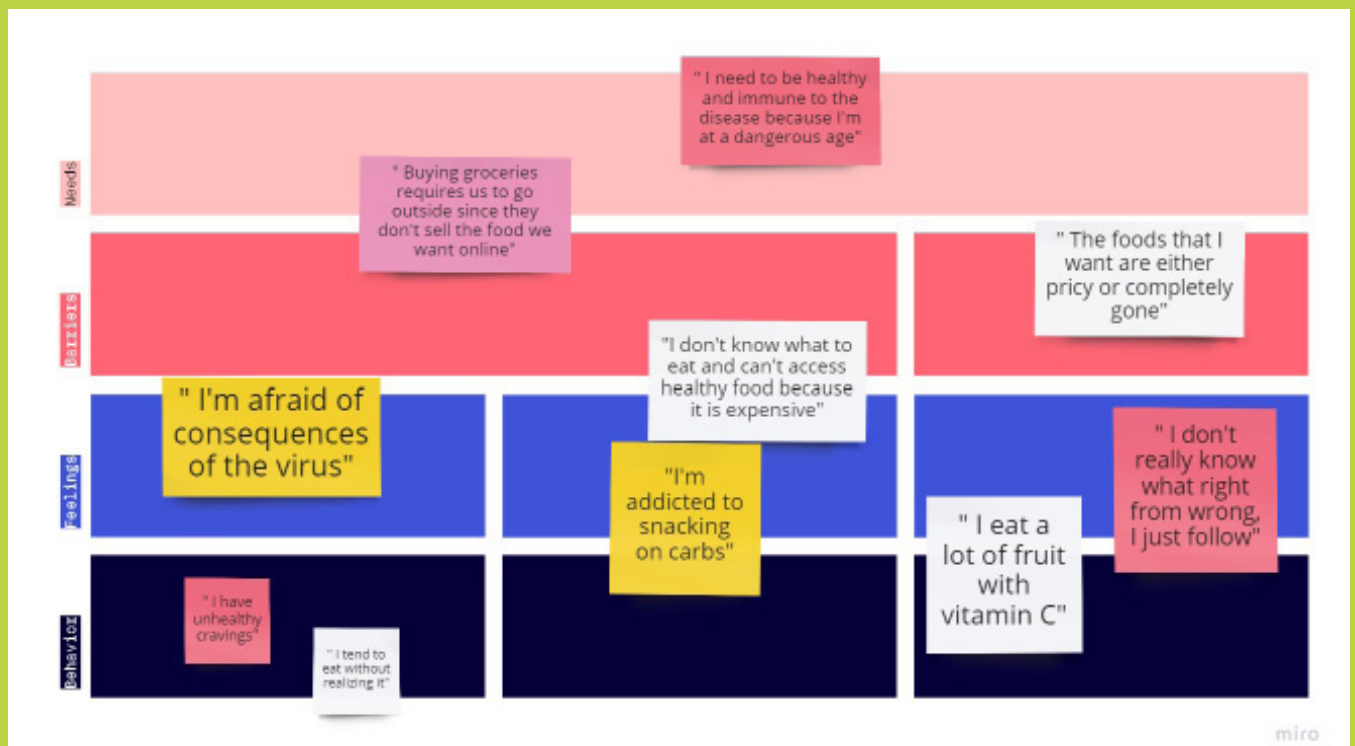
The methods are:

1. Affinity Diagram
2. Empathy Map
3. User Journey Map
4. User Personas

Define

Affinity Diagram

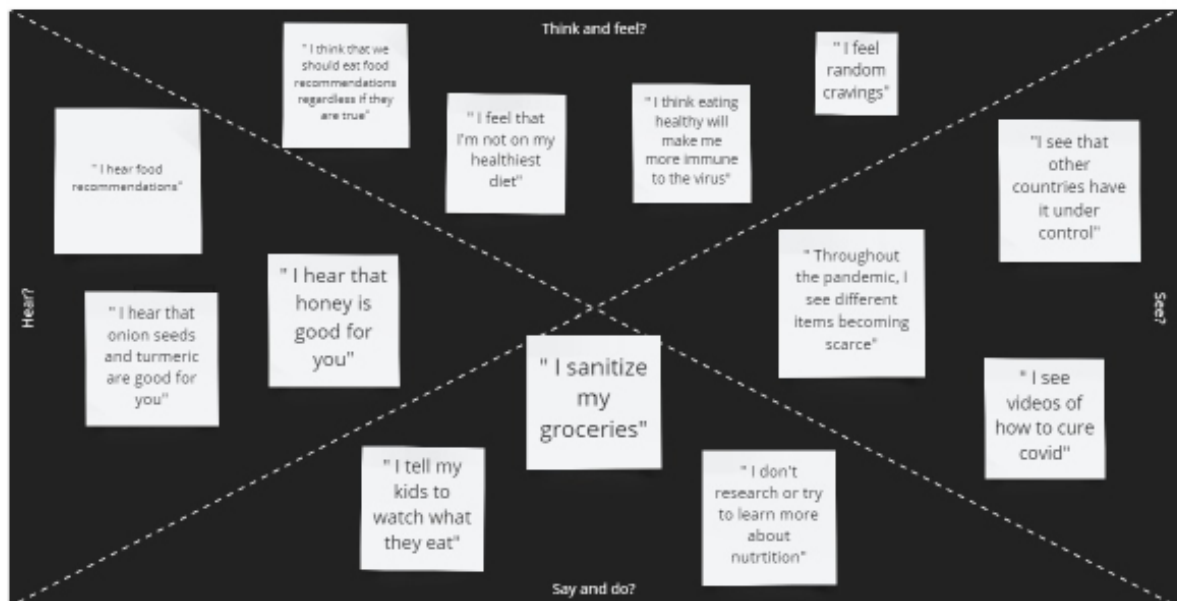
Raw data gathered from research phase were then clustered and bundled to create logic patterns and relationships between different items. They were then placed under possible headers relevant for the problem statement



Define

Empathy Map

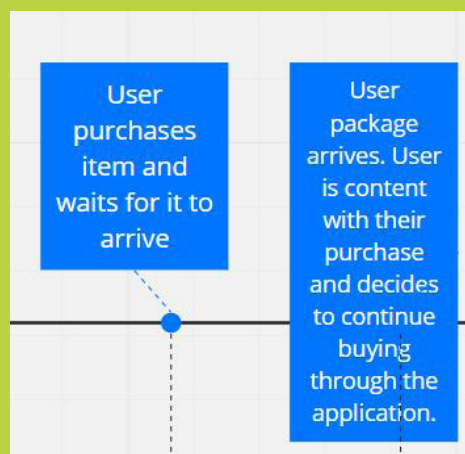
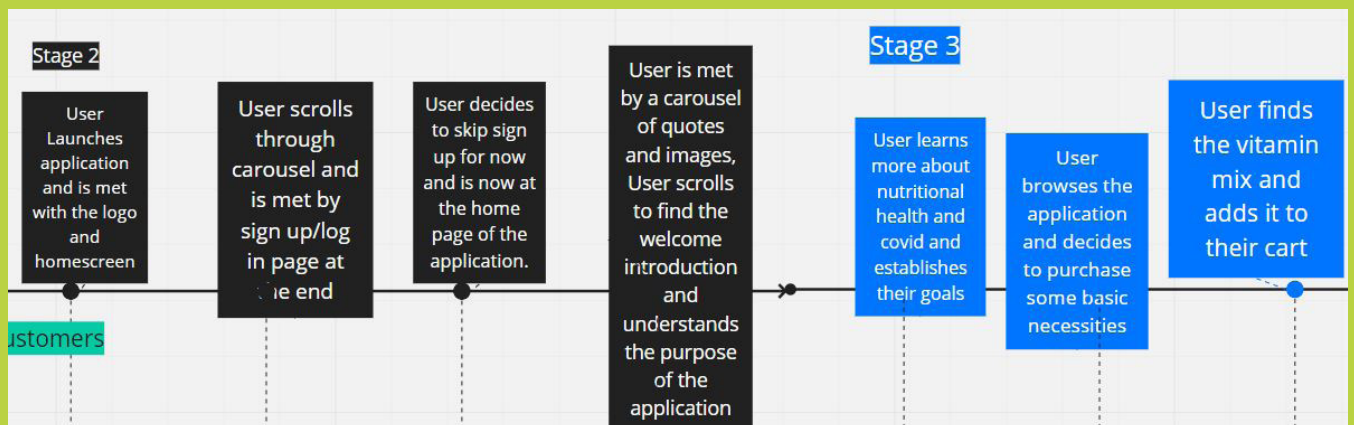
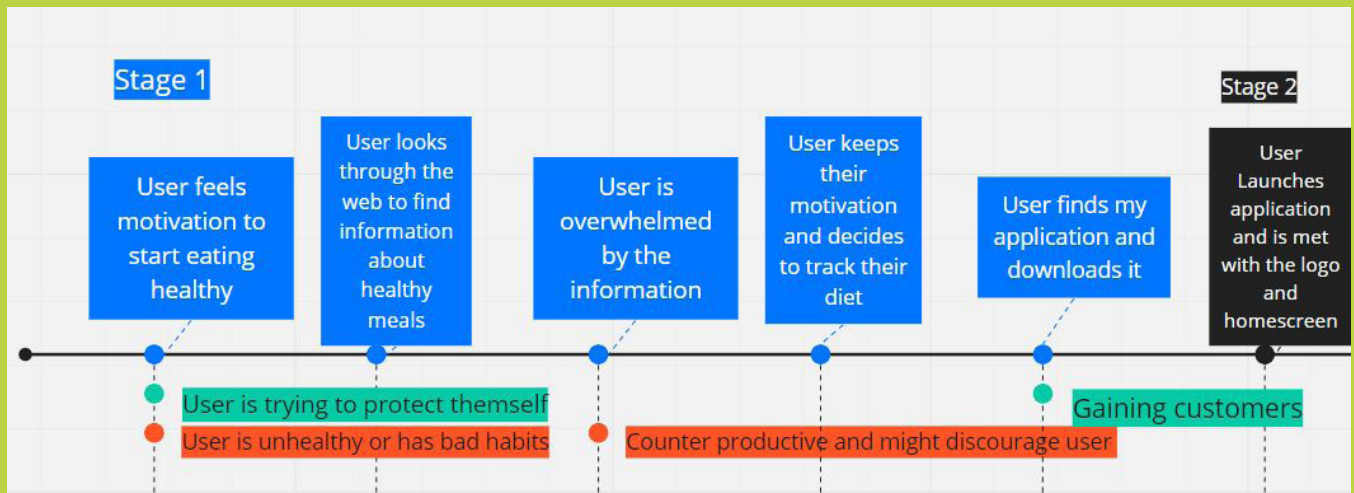
An Empathy Map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrated/possessed during the observation/research stage. The four quadrants refer to what the user: Said, Did, Thought, and Felt. User comments, actions, thoughts and feelings were mapped in these 4 quadrants to gain better insights about actual user problems.



Define

User Journey Map

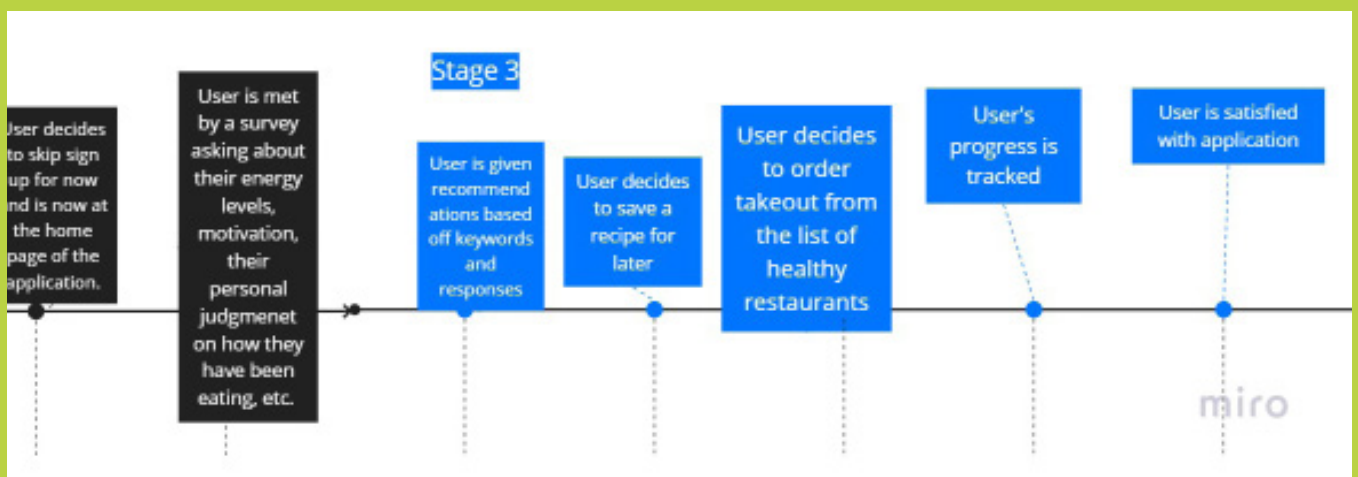
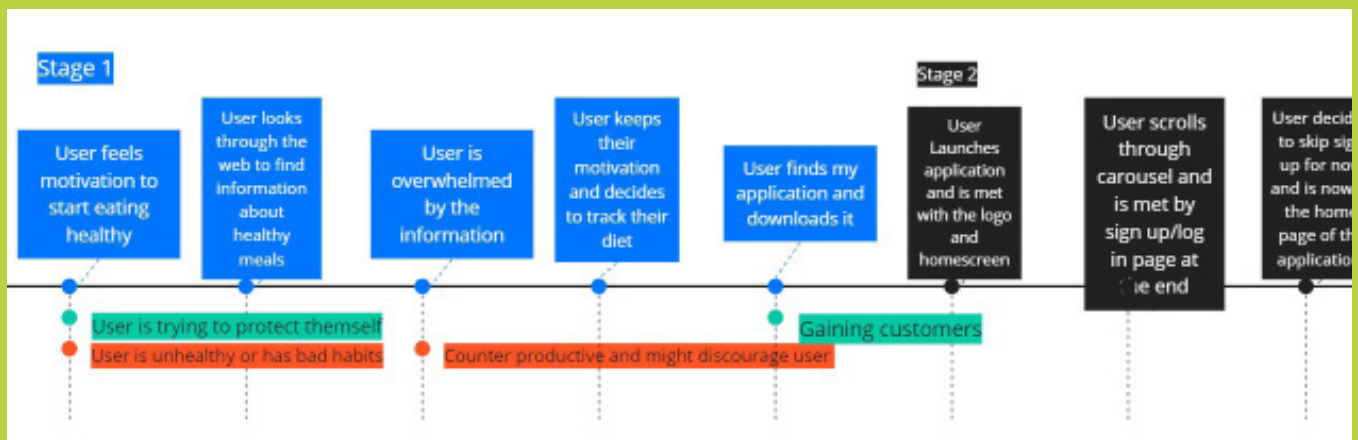
User journeys are the step by step journey that a user takes to reach their goal. It also highlights the touchpoints, opportunities and delights in the process. In this scenario the journey starts with the user developing health concerns and fear during the pandemic.



Define

User Journey Map

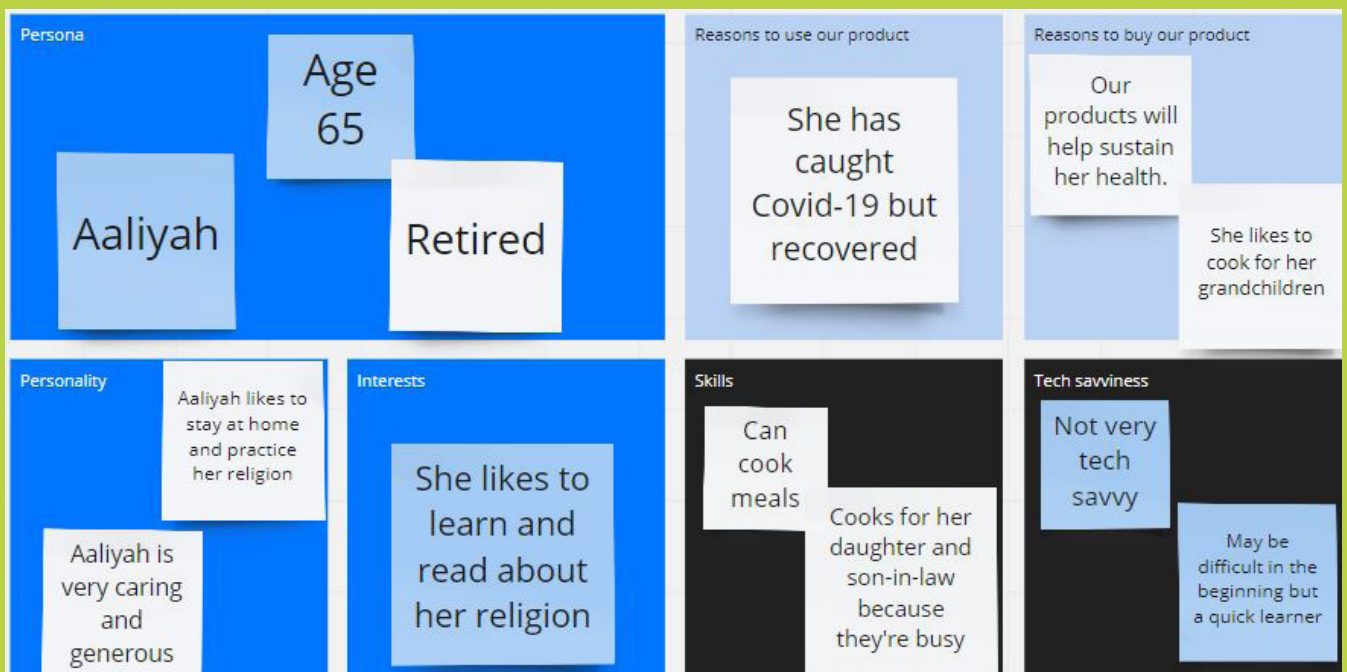
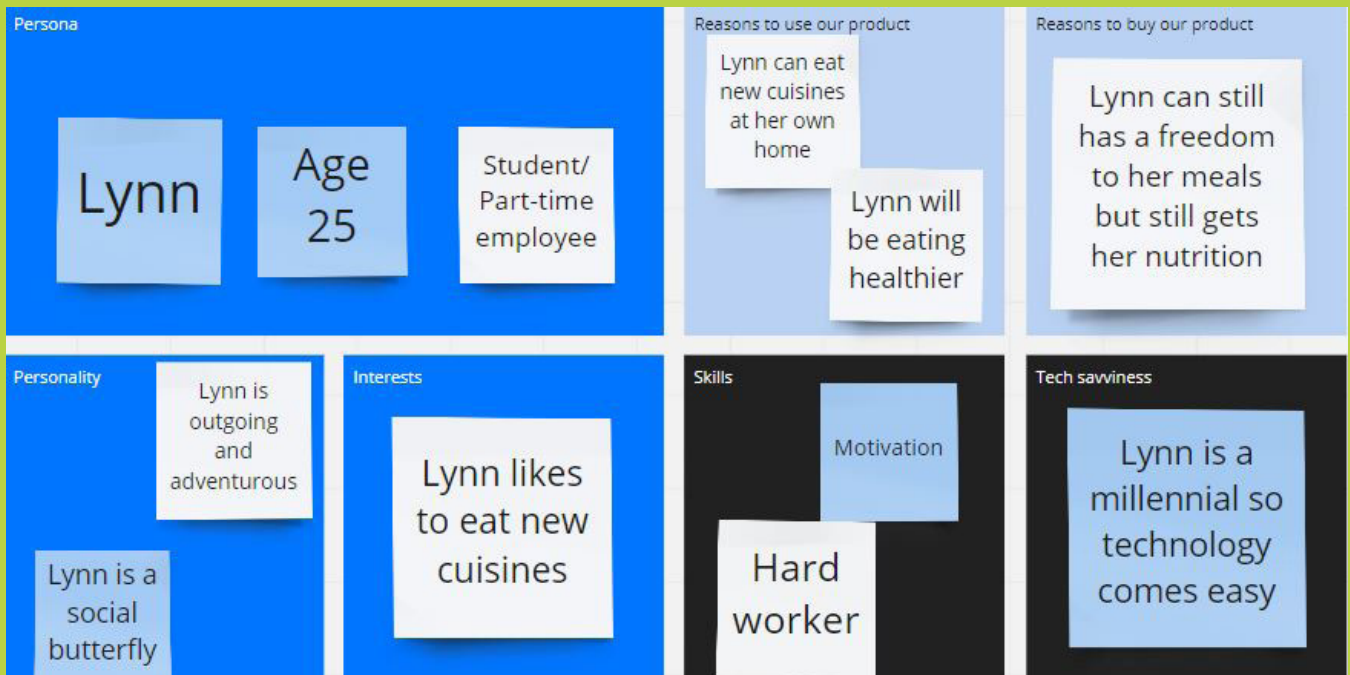
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Define

User Personas

Personas are fictional characters, which we create based upon our research in order to represent the different user types that might use our service, product, site, or brand. In this context I have created 1 primary personas and 1 secondary persona which will cater to maxium target population.





Problem Statement

A point Of View (POV) is a meaningful and actionable problem statement, which will allow to ideate in a goal-oriented manner. POV is articulated by combining three elements- user, need, and insight.

How Might We?

The POV is further divided into set of specific How Might We Questions. This creates room for the ideation process.

How Might We inform the general public on what to believe when it comes to nutrition?

How might We help provide maximum nutrition to consumers?

How Might We make nutrition readily accessible to minorities or the poor population?

How Might We create a budget friendly healthy lifestyle?

How Might We motivate users to eat healthy?

Ideate



Ideate

Ideation is the mode of the design process in which we concentrate on idea generation. Mentally it represents a process of 'going wide' in terms of concepts and outcomes. Ideation provides both the fuel and also the source material for building prototypes and getting innovative solutions in to the hands of the users.



How was it done?

HOW MIGHT WE questions were addressed to design key features of the app. Ideation techniques like Brainstorming and Challenge assumptions were used to generate as many ideas as possible. Later these ideas were converged under the lens of Desirability, Feasibility, and Viability to generate the most optimal solutions. This helped me decide on the key features of the app.

Ideate

How might we...?

Make healthy choices more appealing?

Help in developing healthy habits?

Educate on nutritional health and the importance?

Create a product that has all nutritional requirements for maximum immunity

Make an assortment of budget friendly kitchen needs

We can...!

Create an appetizing list of healthy affordable recipes

Show successful customer results as well as motivational quotes

Show authentic studies between the correlation of health and pandemic

Use budget friendly materials so both parties can benefit

Combine vitamins and minerals in a mix that can be added to any food

Features

Recipe section

Reviews

Research section

Products section

Mix page showcasing ingredients and vitamins etc

How might we...?

Make healthy choices more appealing?

Help in developing healthy habits?

Educate on nutritional health and the importance?

Log health

Introduce restaurants/ takeout that is healthy

We can...!

Filter through recipes online that use keywords following cravings

Show personal progress and generate new inspiration

Show authentic studies between the correlation of health and pandemic

Look through yelp and filter out words for health

track health with a mini journal based off the responses give recommendations

Features

Recipe section

Personal progress

Research section

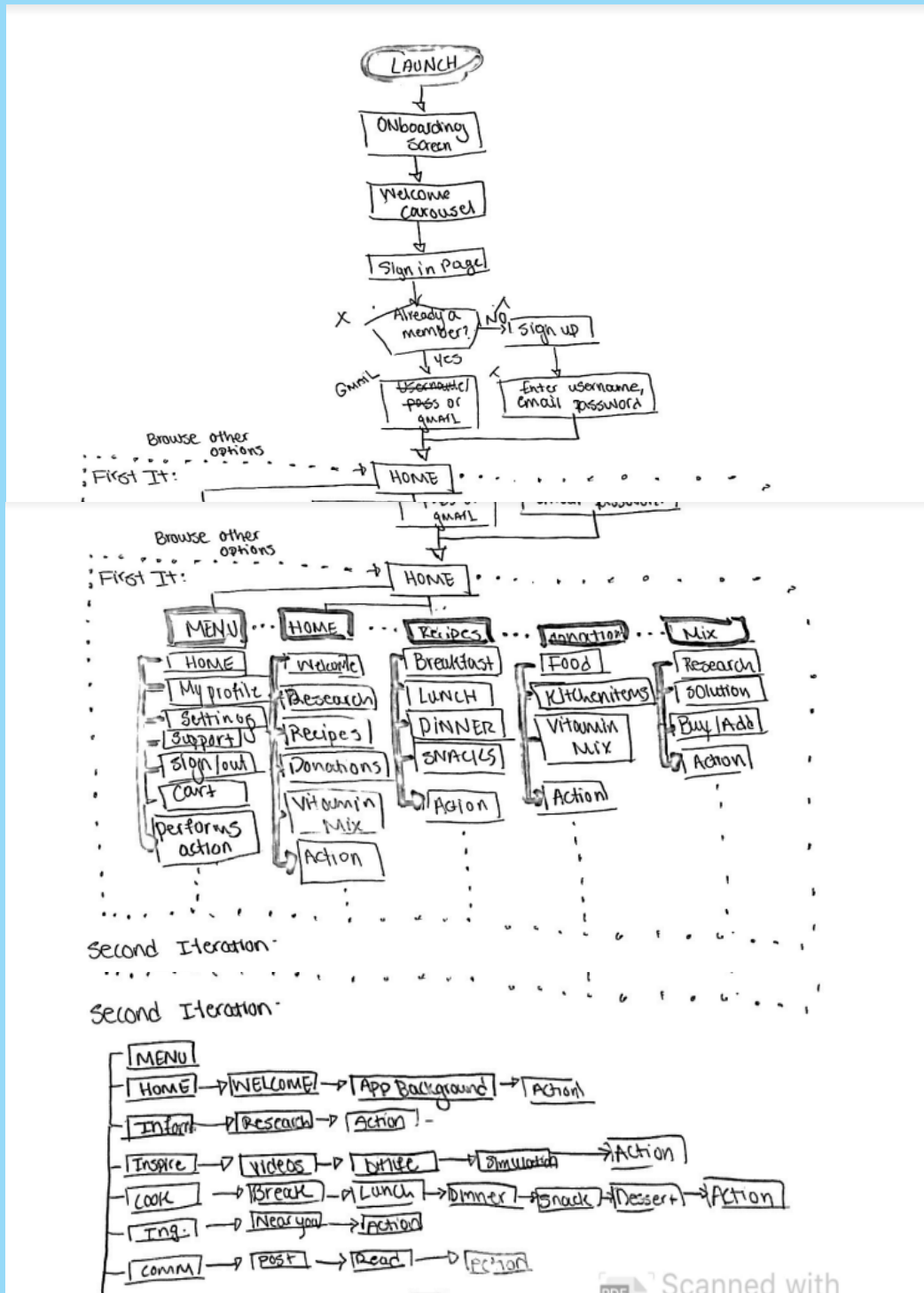
Restaurants/Take-out section

Login form that you fill out when entering the application

Ideate

Information Architecture

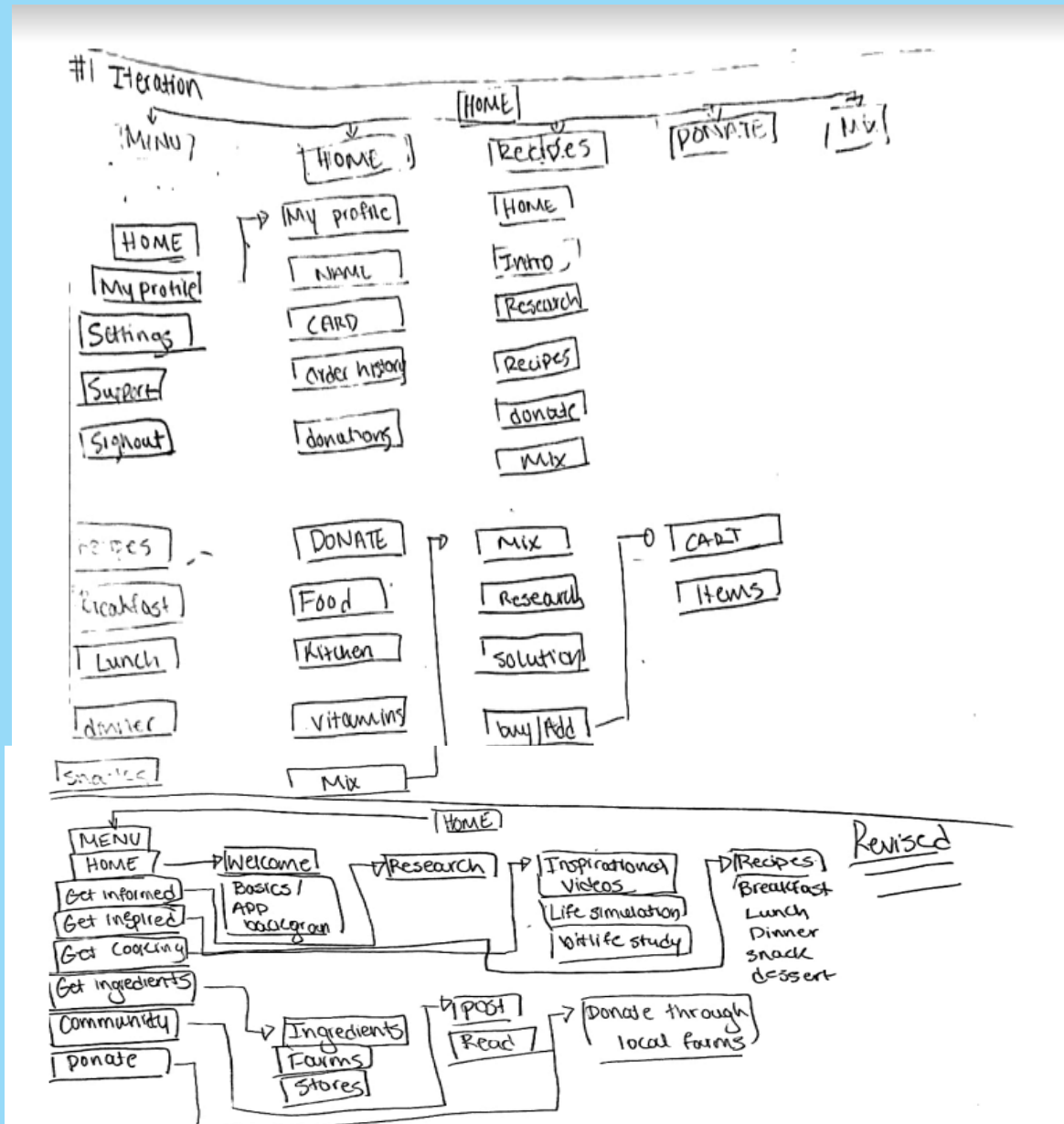
Information Architecture aims at organizing and structuring content so that the users would easily adjust to the functionality of the product and could navigate through the product easily. Here I have tried different structures with users to conclude with the most intuitive organization pattern.



Ideate

User Flow Diagram

User flows, UX flows, or flowcharts, as they are sometimes called, are diagrams that display the complete path a user takes when using a product. I have used this diagram to illustrate the basic path which a user will follow from launching the app, to browsing recipes, to being informed about nutritional needs, to being provided with our budget friendly nutritional product and finally exiting the application.



Prototype.



Prototype

Prototyping is an integral part of Design Thinking and User Experience design in general because it allows us to test our ideas quickly and improve on them in an equally timely fashion. Prototypes are created in different forms like Paper prototyping, low, medium, and high fidelity prototypes to test our ideas from initial conceptualization to final pixel perfect mockups.



How was it done?

Concepts were tested on Pen and Paper. As I moved towards the design journey I created several prototypes on Figma with simultaneous user testing sessions. Different versions were created for multiple interfaces and decided on the best options through user testings. Deliverables in this stage were

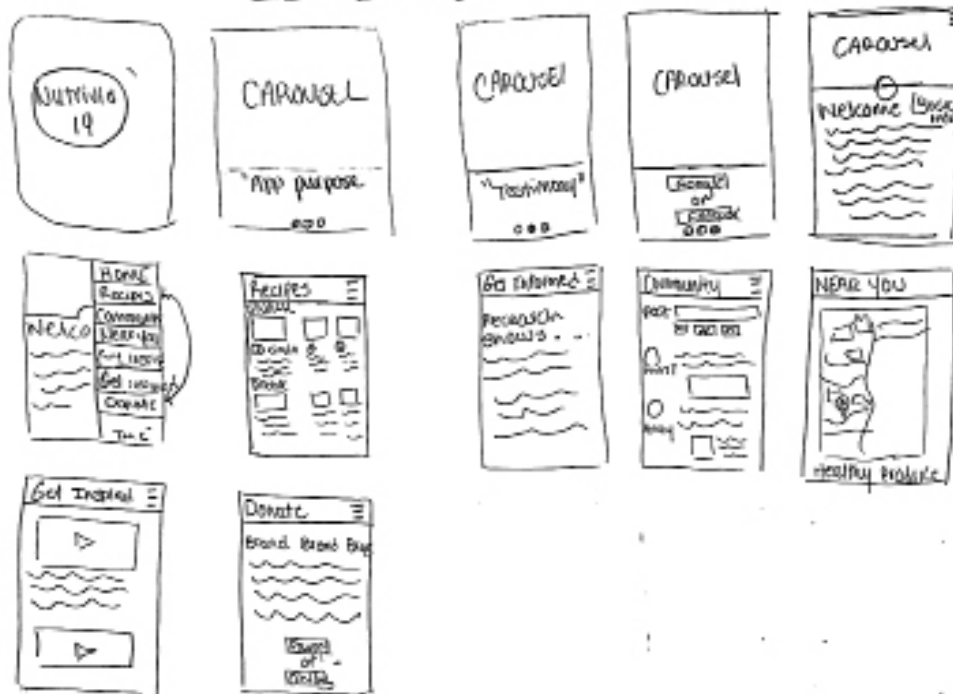
1. Low Fidelity Sketches
2. High Fidelity Sketches

Prototype.

Low Fidelity

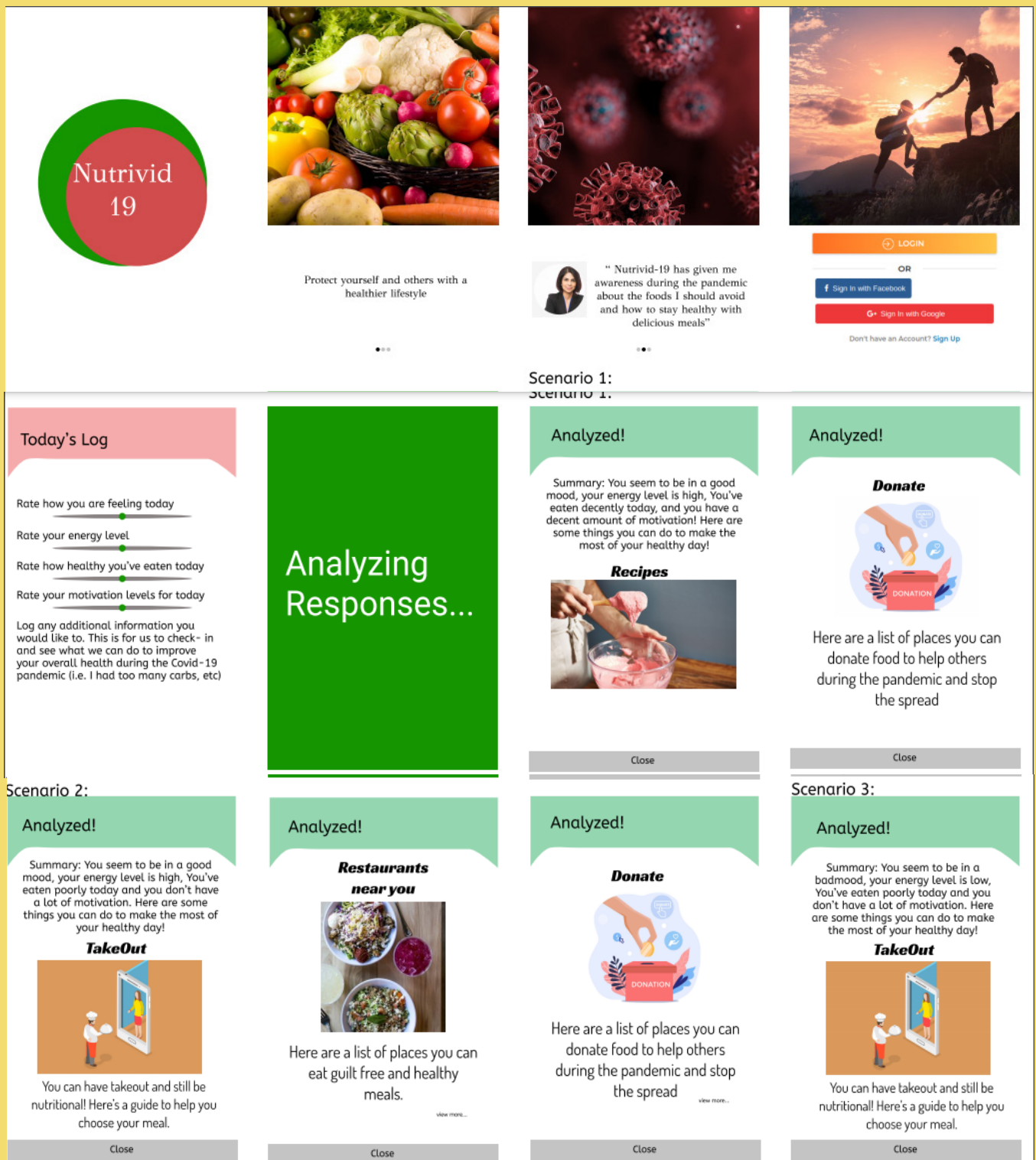


Lo-Fi Prototyping



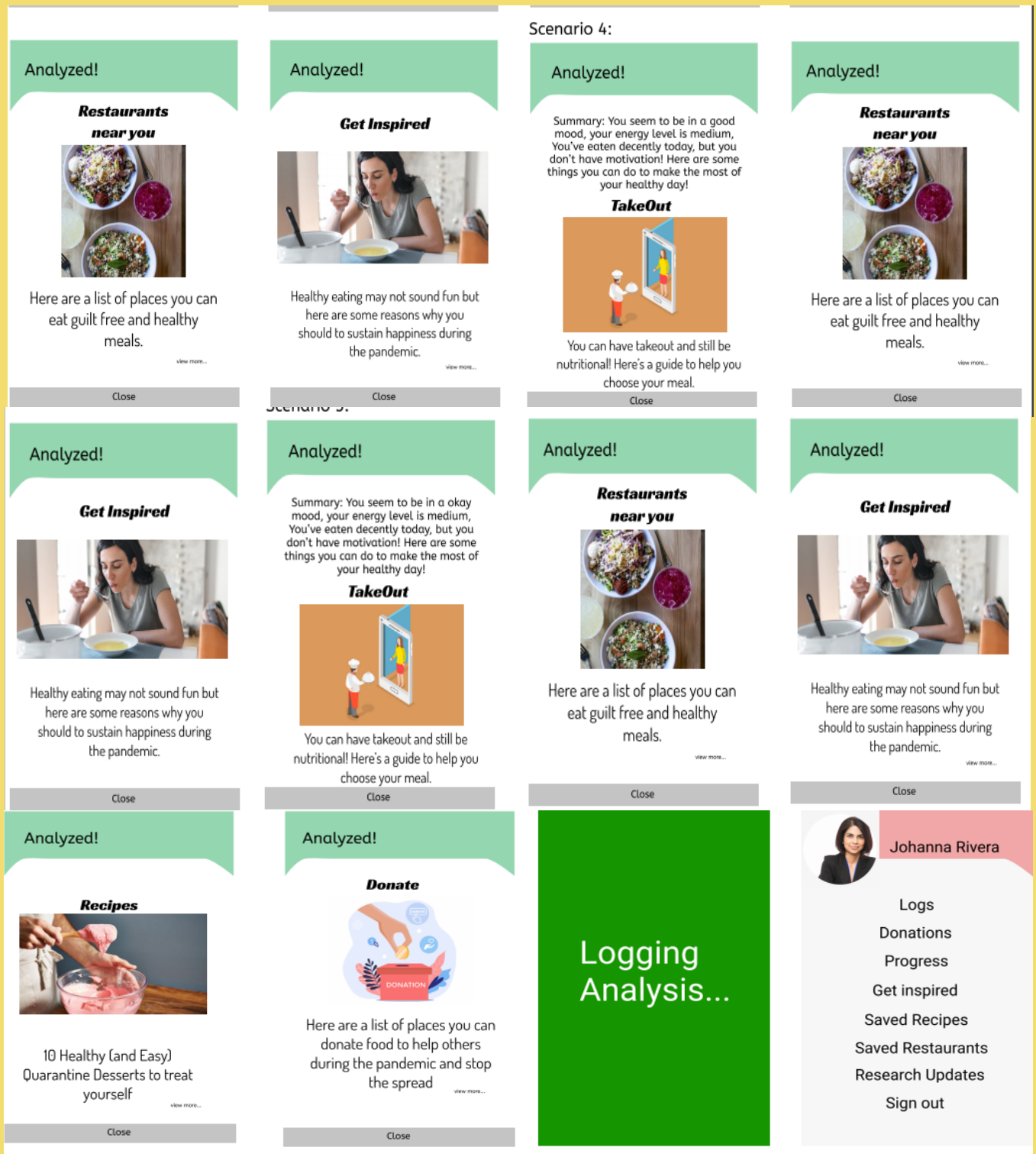
Prototype.

High Fidelity



Prototype.

High Fidelity




Prototype

High Fidelity

Logs

- 11/4/2020
- 11/3/2020
- 11/2/2020
- 11/1/2020

Donations

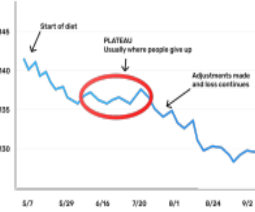


Donate Money to help feed the needy and prevent the spread of Covid-19

PayPal

VISA

Progress



Get Inspired

Nutrition & Immunity COVID19

Lucia Weiler Dietitian, Nutritionist
www.Weilernutrition.com @LuciaWeilerRD

Protein builds antibodies for the immune system

Vitamins & minerals promote good health & protect against damage

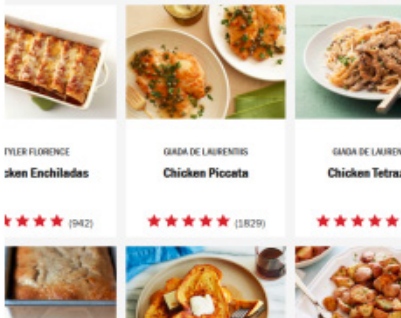
Bottom Line: Eat a variety of healthy foods each day to support immune function

Saved Recipes

lets Food Network Kitchen

SAVES

Recipes Classes Videos Collections My Boards



Saved Restaurants

FLOWER CHILD

HONEST MARY'S

MAD GREENS

SNAP KITCHEN

GRADA DE LAURENTIS

BABY GREENS

Research Updates

GLOBAL HEALTH ALERT: COVID-19

You may have been exposed to COVID-19 while traveling. Watch your health for symptoms. Even with no symptoms, you can spread the virus to others.

PROTECT OTHERS FROM GETTING SICK.

Close contact activities put you at risk for exposure to COVID-19. If you think you may have been exposed while you traveled, take extra care for 14 days after travel:

- Stay home as much as possible.
- Wash your hands often, especially those at higher risk for severe illness (COVID-19).
- Consider getting tested for COVID-19.

For more information: www.cdc.gov/covid19/

Test



Test

Usability Testing is a technique used in the User-Centered design process to evaluate a product by testing it on users. This can be seen as an irreplaceable usability practice since it gives direct input on how real users use the system.



How was it done?

Usability testing was performed with both low fidelity and high fidelity mockups with real users. A/B testing was performed for few interfaces to select the more usable version.

Few adjustments in designs were made after capturing user feedback, challenges and suggestions.