

UXD Assessment One Report

1.0 Introduction

As a team we came with many innovative ideas about the type of product we wanted to create. We settled on creating an app as the market for mobile apps is always growing and stated “by 2017 apps will generate \$77 billion of revenue” (Clifford and more, 2016). As a collaborative team we decided to create an app that is realistic, achievable and one that tackles a real life issue. Our idea was a food intolerance app, food intolerance is a personal matter to our team and effects our friends and family in different ways. According to the Mintel 2010 report there is an estimated there are “21 million adults in the UK with at least one allergy” and “£900 million is spent each year by primary care due to allergies.” (Allergyuk.org, 2016)

So an app tackling food intolerances would not only positively affect the health and well being of the users but also hope to decrease potential allergy risks and medical costs within the UK.

1.1 Business Requirements

A list of objectives which would help “achieve the overall aim of our app” (Requirementsnetwork.com, 2016)

- Create a profile with user’s information about known intolerances.
- Allow the user to scan various food items to instantly display a list of intolerances that can be dangerous to user.
- Grant access for users to update or create additional profiles on the app.

2.0 Research

2.1 Competitor Analysis

Competitor

[Allergy Snap]

Screen Grab

Welcome to Food Allergy Snapper!

Use App in 3 Easy Steps:

1. Add a list of all your allergies
2. Snap a photo of any ingredients
3. Check to see if you are allergic!!!

(Translates and supports all languages)

Get Started

Disclaimer: This app is meant for information only and attempts to scan the ingredients for potential allergen match. It should not be used as any form of medical advice. Please do a thorough check of reading labels before eating any food if you have allergies. We do not assume any liability resulting from the use of the app.

Define the product / service

App scans picture of food product, matches against stored list of food allergens and identifies potential risks.

Content	Services	Brand
Just text – No colour, 2 basic steps to complete	3 step app – add list of allergens, send photo of ingredients and check	Made by Urna Roy , First app they developed, Logo on app icon but no colour

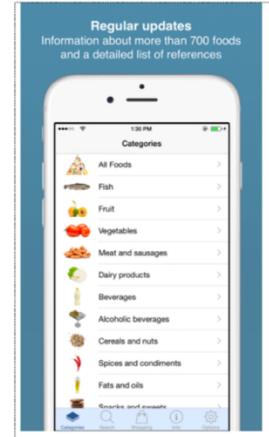
Other observations

UI is very basic, no colour used, just text on screen, terrible UX, user has to manually type in all allergies, no indication it's a food app, no pictures, good idea of app but style is poor.

Competitor

[Food Intolerances by Baliza GmbH]

Screen Grab



Define the product / service

Mobile application that helps users with food allergies/intolerances by displaying information of 700 foods, as opposed to specific products with barcodes.

Content	Services	Brand
700 foods, classified into categories,	Commentaries available on each food, as well as individual indications and ratings.	Baliza GmbH, no main theme (branding) is visible on the application.

Other observations

Costs £4.49. Some negative feedback from users. Also has micropayments.

Competitor [GMO Scanner by NxtNutrio]

Screen Grab	Define the product / service	Content	Services	Brand
	<p>Using your smartphones camera and a barcode database, this app is able to detect any ingredients the user wants to avoid (due to an allergy, intolerance or lifestyle decision) in a product they are about to ingest.</p>	Camera and barcode scanner,	Allergens list to select from, individual ingredient and product information	NxtNutrio (by Nxtranet), no main corporate theme, faded green colour
Other observations				App not functional in the UK, uses incompatible barcode database.

Competitor Analysis is an important part of the “strategic planning process” (tutor2u, 2016), and after user testing some of the competitor websites we realised as a team that there was a series of distinct problems with each app. Firstly, conducting competitor analysis made us realise that there is a lack of apps related to food intolerances, especially in the UK which is our target market. This provided information indicating that there is a niche market for our app, and could have the potential to be the first of its kind in the UK. After reviewing each of the competitor apps there was a trend of problems that appeared in each scenario, these included very poor design and user interface interaction, the app not working correctly in terms of scanning products and app functionality not available in the UK.

2.2 User Personas

After interviewing a range of users we came up profiles that helped us “understand more clearly the users needs.” (Paulos, 2014) Users with food intolerances want to be confident to be able to go into supermarkets and know exactly what ingredients products contain. They want to save time and have an efficient method of checking correct data without asking shop assistants each time as mentioned by the users.

Name [Julia Ford]	Name [Luke Boulter]								
Age [20]	Age [21]								
Gender [Female]	Gender [Male]								
Uses Phone, Laptop and iPad	Uses laptop and old style Samsung phone								
									
<table border="1"><tr><td>Likes</td><td>Dislikes</td></tr><tr><td>Napping Dogs Fashion Holidays Nature</td><td>Hectic environments Rock music Feeling ill</td></tr></table>	Likes	Dislikes	Napping Dogs Fashion Holidays Nature	Hectic environments Rock music Feeling ill	<table border="1"><tr><td>Likes</td><td>Dislikes</td></tr><tr><td>Fast Food Music Fizzy Drinks Socialising</td><td>Worrying about what's in his food Going out for meals and having a limited choice Having to read hundreds of labels</td></tr></table>	Likes	Dislikes	Fast Food Music Fizzy Drinks Socialising	Worrying about what's in his food Going out for meals and having a limited choice Having to read hundreds of labels
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2.3 User Requirements

From sending questionnaires to potential users of our app “to collect information” (Learning, 2016), we came up with a list of user requirements to help understand “what a typical user” (Experience UX, 2016) would need and want from our app which is to be designed.



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UXD Assessment One

2 * Describe your shopping experience?

11 voters

Word Cloud

Fun 5 days ago Good 6 days ago A wild ride of fortune and bargains. 6 days ago Hectic 6 days ago

Relaxed until we get to the checkout 6 days ago Stressful depending on time of day 6 days ago Frustrating 7 days ago

Quick and fun! 7 days ago Thorough and organised 7 days ago

Much easier now that there is a lot of free from sections for my dairy free diet 7 days ago

Really easy, I know exactly what I'm looking for. 7 days ago

[Load more answers](#)

6 * How do you feel about product packaging?

11 voters

Word Cloud

It's ok.. a massive inconvenience to recycle sometimes 5 days ago Not sure 6 days ago

It needs to be good looking but good for the environment 6 days ago Fine 6 days ago

Aa long as it's recyclable then I don't mind 6 days ago

Impartial but packaging that looks better I move towards 6 days ago Fucking pointless 7 days ago

As long as it's easy and simple, fine! 7 days ago It's ok 7 days ago

Could be much clearer for people with intolerances 7 days ago

I don't mind product packaging although it is bad for the environment. 7 days ago



According to our focus groups about the design and functions of an app these are the key points users valued the most.

- Clean and clear design
- Easy to navigate menu
- Trustworthy data
- Fast information, no adverts
- Help overseas users understand UK products

2.4 Personas

Emilia Johnson



"Two things in life that make me smile, family and baking"

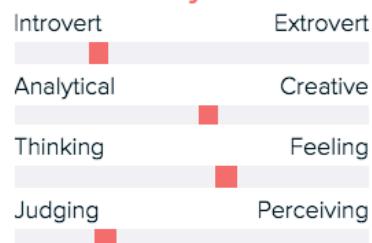
Age: 35

Work: Part time Nurse

Family: Married with four children

Location: Manchester

Personality



Bio

Emilia is a very caring and loving mum of 4 who dedicated her life to bringing up her children to the best of her abilities. She approaches life with a positive outlook and spends her free time as a part time nurse at the local caring home.

Emilia's passion for baking is what drives her to reach for perfection but as one of her children is allergic to dairy she finds it difficult to substitute food but also make it delicious. She has a busy week schedule and hates laying around as she always wants to be proactive.

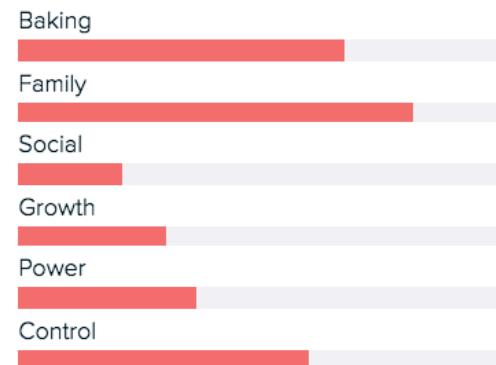
Goals

- To give her children every opportunity in life
- Create food that is both nutritious and delicious for her son with a dairy allergy.
- Enter British Bake Off
- Take her family to a holiday in New York

Frustrations

- Hates time wasters
- Wants a quick and easy way to find food for her allergic child
- Is scared to try new foods in case of allergens included

Motivations

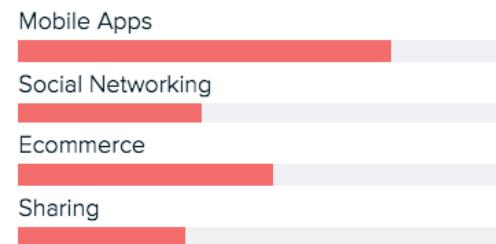


Brands



boohoo.com
TWENTYFOUR | SEVEN | FASHION

Preferred Channels



Stephanie Holmes



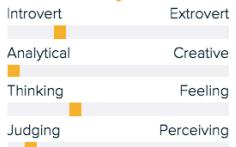
Bio

Stephanie is a very hard working and focused individual. She has a set plan for her week and keeps very organised, her job allows her to manage the marketing department of a large digital agency. Besides from Stephanie concentrating on her work she also has warmed to a new way of eating healthy, only opting for gluten free and vegetarian food, she takes her work as seriously as her diet

"Keep pushing yourself and never give up"

Age: 27
Work: Head of Marketing
Family: Single
Location: London

Personality



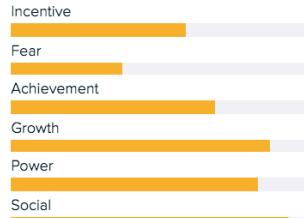
Goals

- To get promoted in the next year
- To focus on her diet and eat delicious healthy food
- Visit Machu Picchu
- Start a family when her work is settled down

Frustrations

- Hates asking if all her food is gluten free
- Hates her time being wasted as she is a very busy person.
- Is unsure when she goes to restaurant is all the ingredients fill her dietary requirements.
- Hates having to deal with people who don't listen to her.

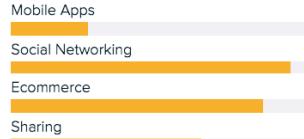
Motivations



Brands



Preferred Channels



Leo Delano

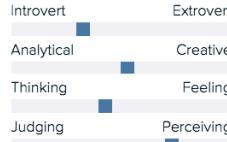


Bio

Leo is an adventurous and free spirited type of person. He has moved from his home in Italy to Manchester to study at university, he'd always thought about moving abroad so when the time came he took his opportunity. Although this is Leo's first time travelling on his own and needs to prove he is responsible and can take care of himself and his severe nut allergy. He can't wait to start his new life in Manchester.

Age: 18
Work: Student
Family: Single
Location: Manchester

Personality



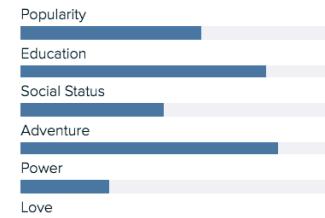
Goals

- Make new friends in his classes
- Taste amazing new food from Manchester
- Get a degree and work abroad always travelling
- To visit different landmarks in Manchester

Frustrations

- Leo wants to avoid confrontation at all costs
- Is scared of going shopping because he doesn't know what food includes what ingredients.
- Hates doing badly in his education
- Wants to be able to find nice food without always asking and being dependant on others

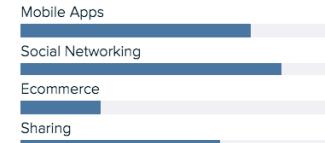
Motivations



Brands



Preferred Channels



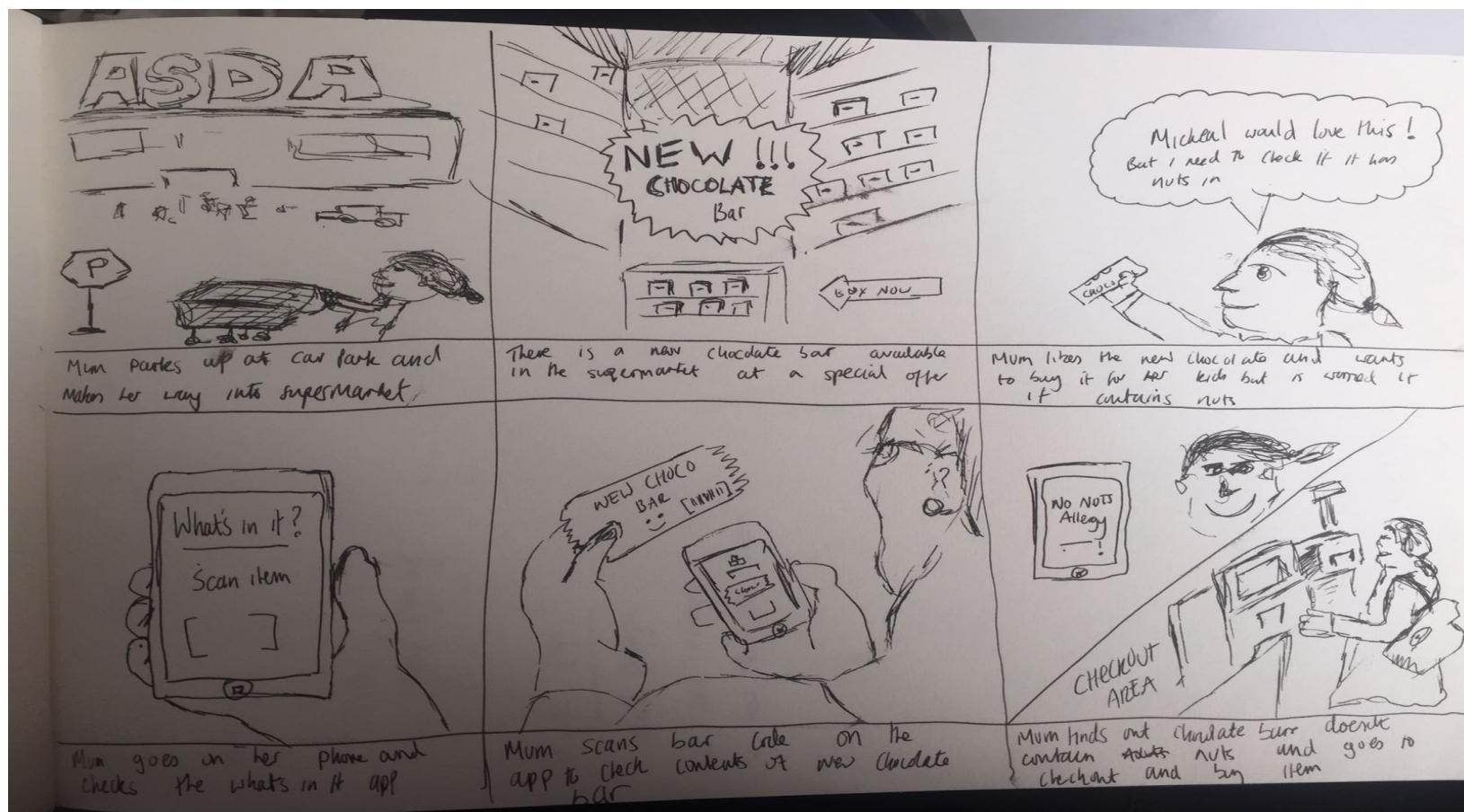
As a team we came up with various different personas "based off user research and incorporating user goals and interests." (Uxbooth.com, 2016). During discussions we understood as a team that our app has a wide target audience, which is a positive because a larger market "increases your revenue and cash flow potential" (Kokemuller, 2016).

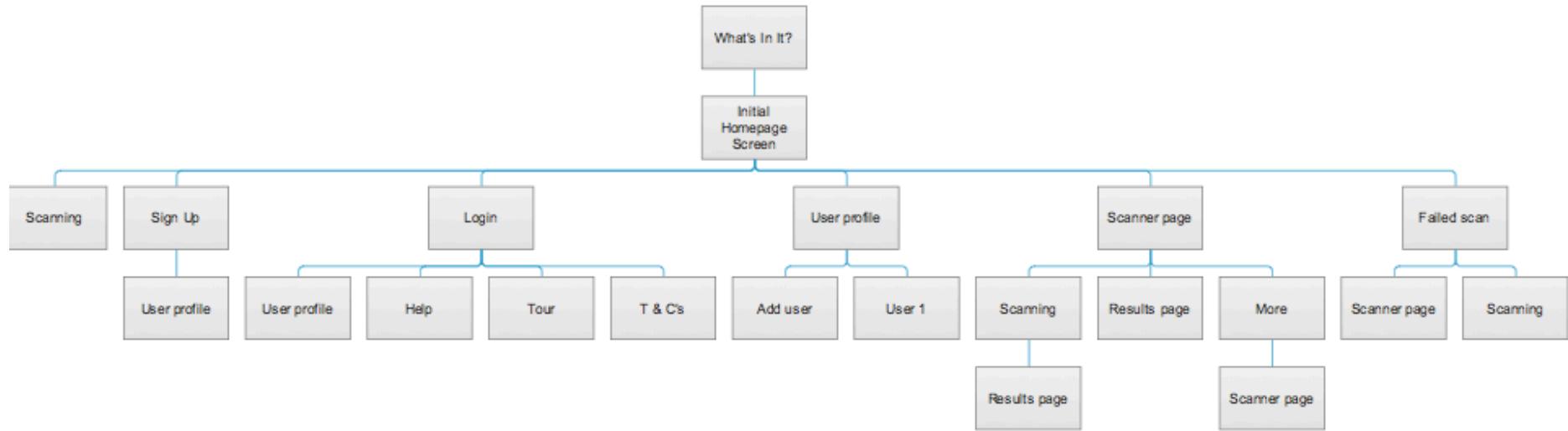
Our personas range from all ages, genders and financial status, they have one thing in common which having difficulty buying food with a food allergy or intolerance.

2.5 Storyboards

Storyboards are a series drawings representing the typical user journey of an app. As a team we came up with different ideas and scenario as “storyboarding strengthens the user experience of your design” (Uxmag.com, 2016).

This storyboard illustrates a shopper looking at the launch of a new product but is hesitant to buy the item, so they open the “What’s in it?” and quickly find out the necessary dietary information and then decides whether or not to buy the product. Sketching storyboards where great for our team to gain an understanding in the “user behaviour and user interaction” of our app” (R. Mason Portfolio, 2015).



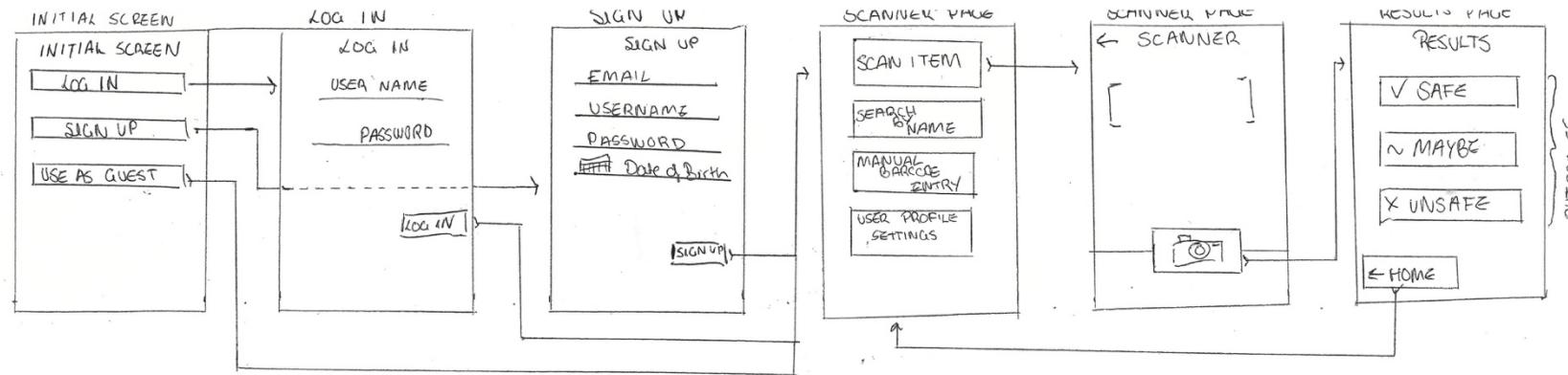


This diagram shows the basic site map and possible user journeys available within our app.

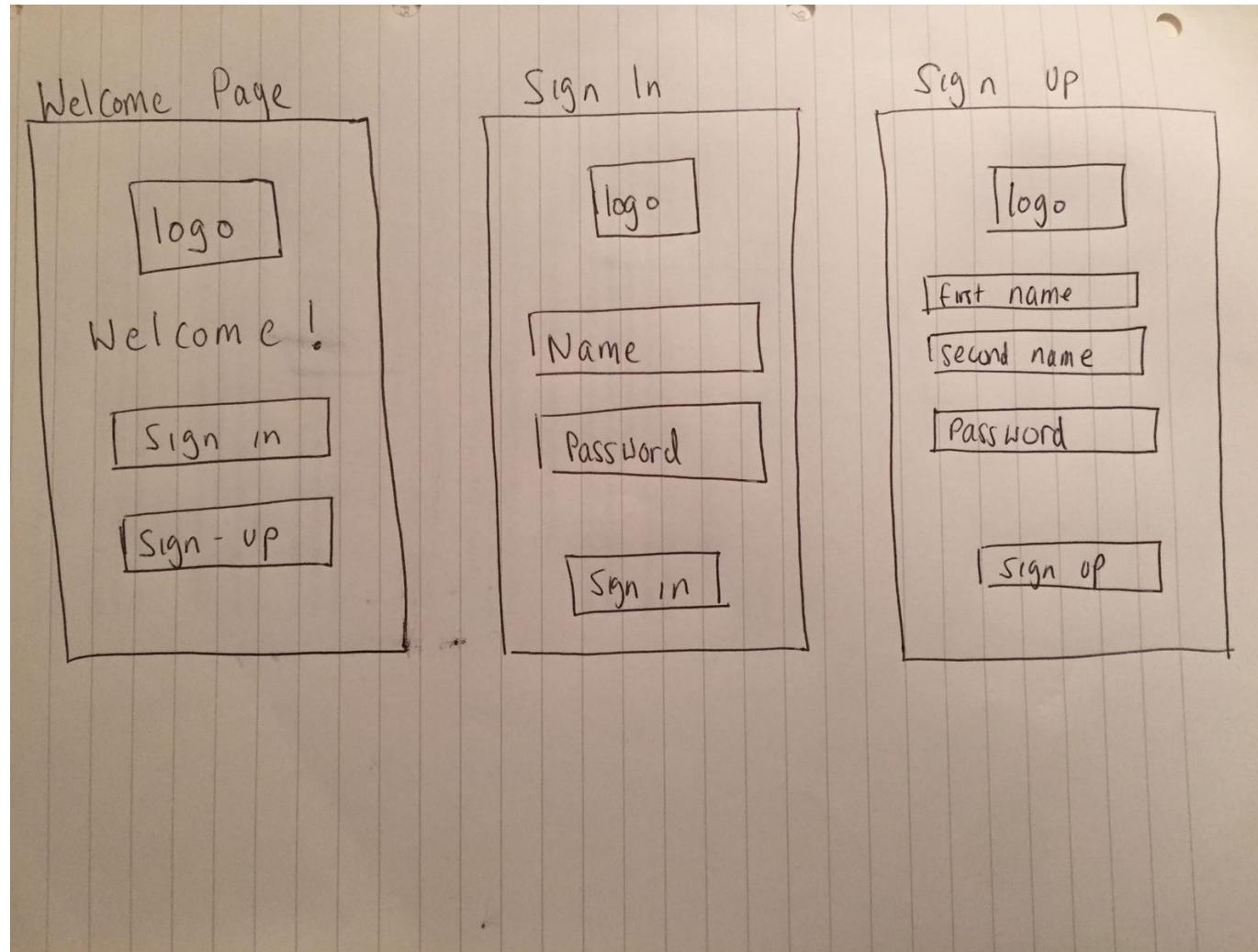
2.6 Research Summary

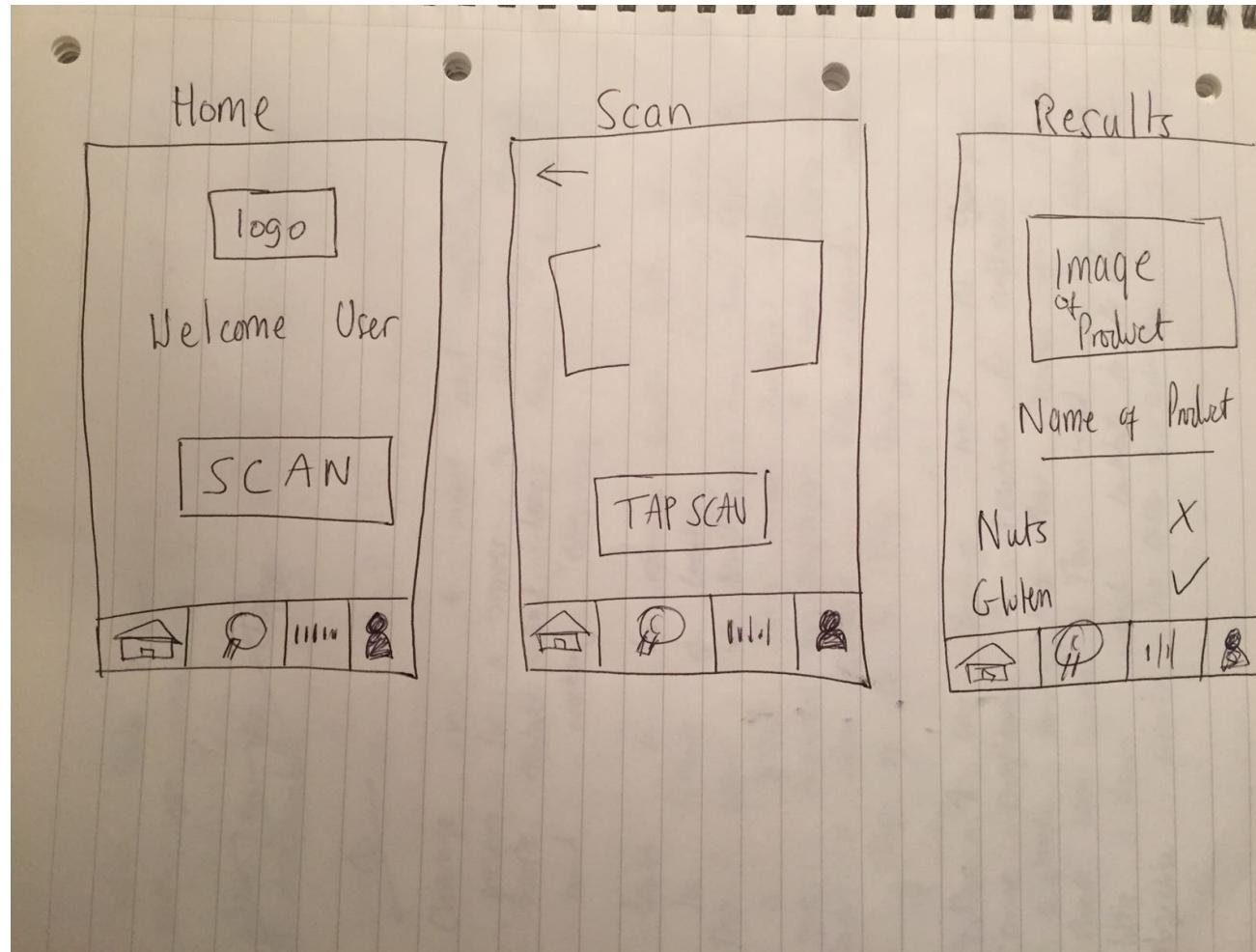
Research was essential for our team to establish our product and “shed light on issues we didn’t know existed” (Owlcation, 2012). With the help of personas and competitor analysis we came to the conclusion that there was a “gap in the market” (The Independent, 2015) for a food intolerance application.

3.0 Paper Wireframes



Team wireframes

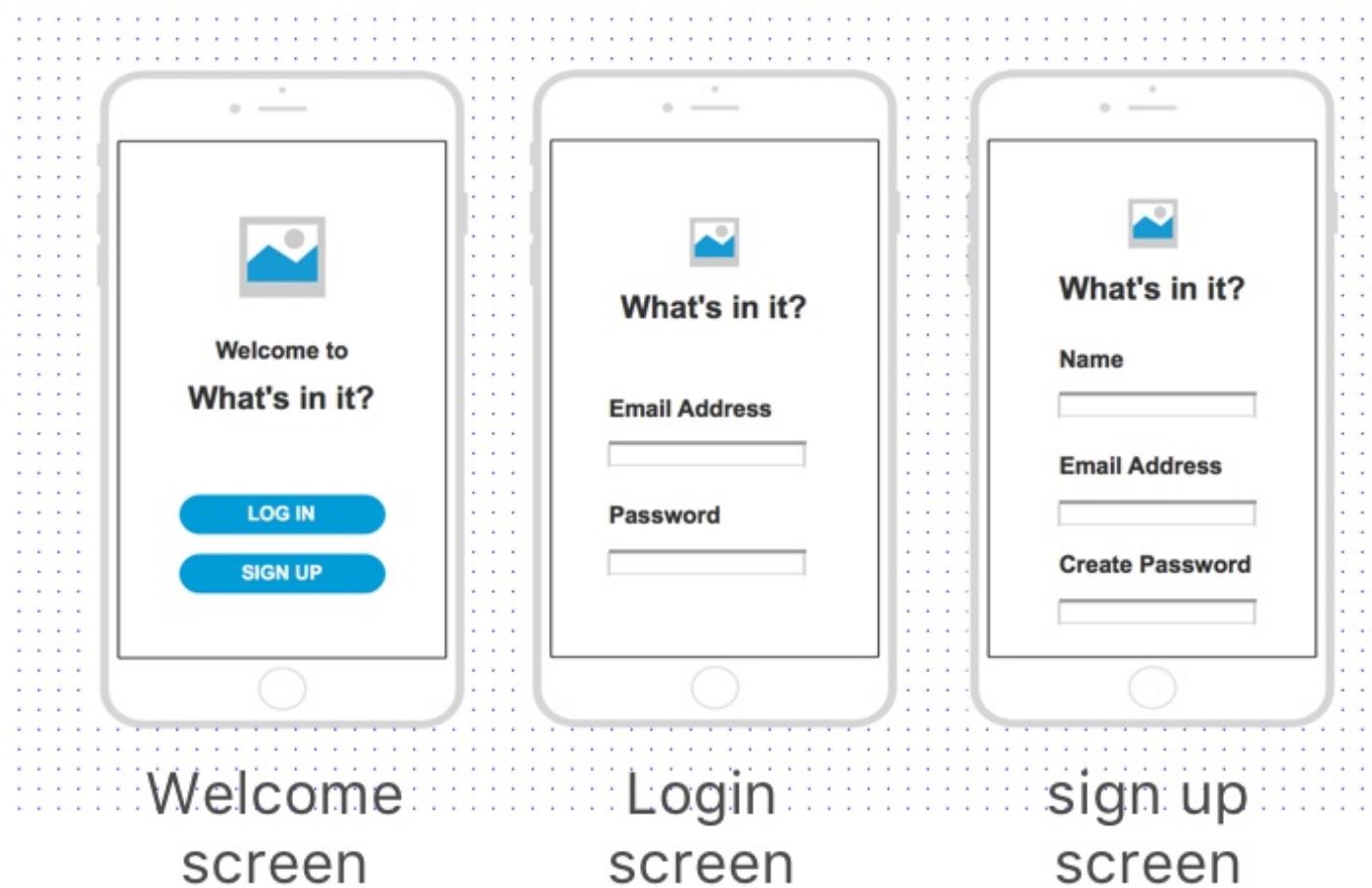




Individual Wireframes

4.0 Axure Wireframes

Axure share link: <http://jzhnn1.axshare.com/#p=welcome>



Wireframes are used to display the “website architecture” and “clarify the websites features” (Haas et al., 2016), as you can see above the apps welcome screen along with login and sign up displayed.

While creating wireframes in Axure I was able to tweak little aspects and see our apps structure and where the functions will reside. While designing the inner pages of the app I had two very different visions of the outcome of how the app would look. To test which design was better in the eyes of the user I undertook A/B Testing

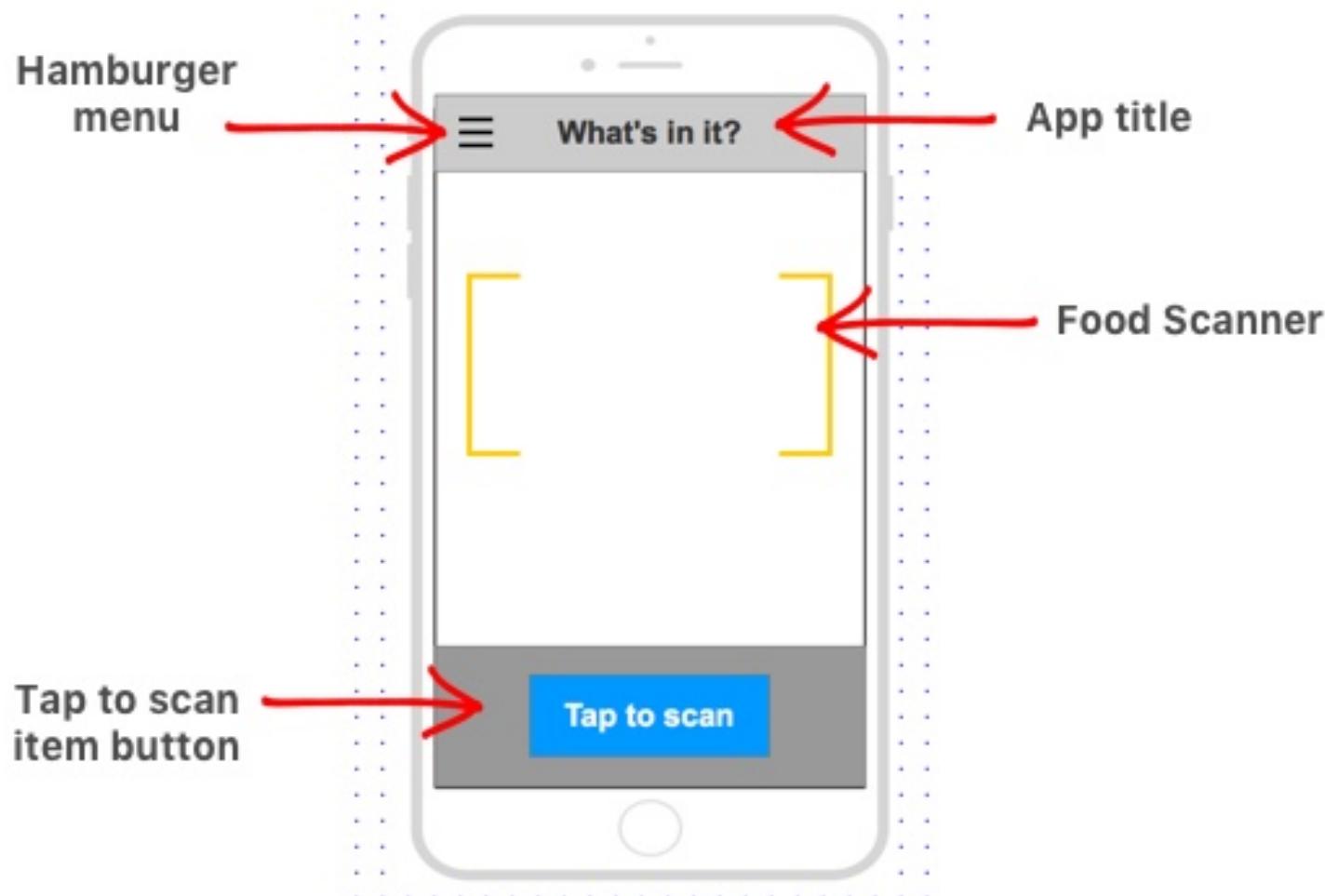
4.1 A/B Testing

A/B testing tests two versions of an element to “determine which version is better” (Chopra and Chopra, 2010). During the A/B testing I was tested both designs “simultaneously” Chopra and Chopra, 2010), as this gave a fair and unbiased situation for the user, and asked the user to fill in a series of questions relating to the app design so I had “qualitative data” (McLeod, 2015) to back up my decision.

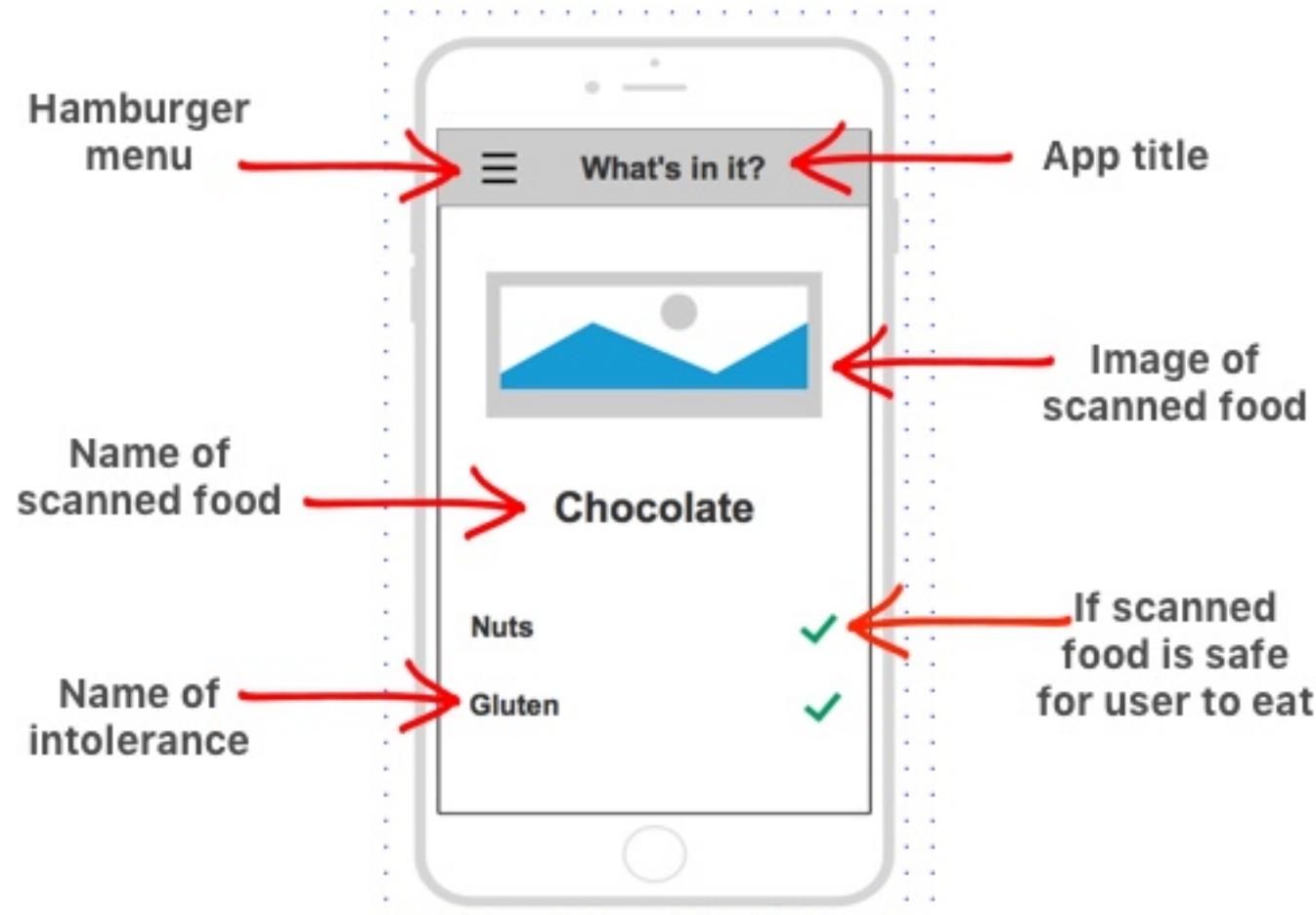
Test A Wireframes

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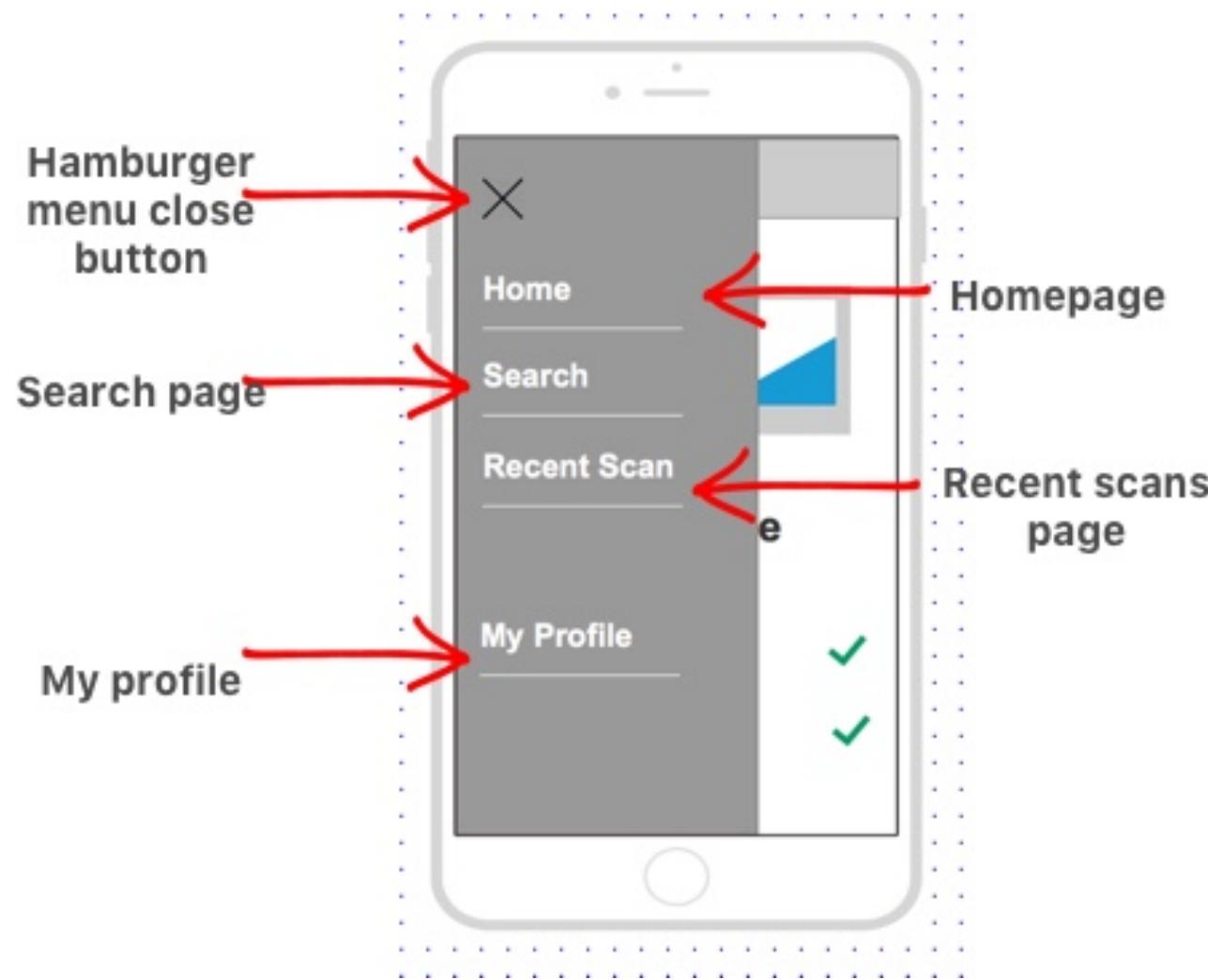
Homepage



Results Page



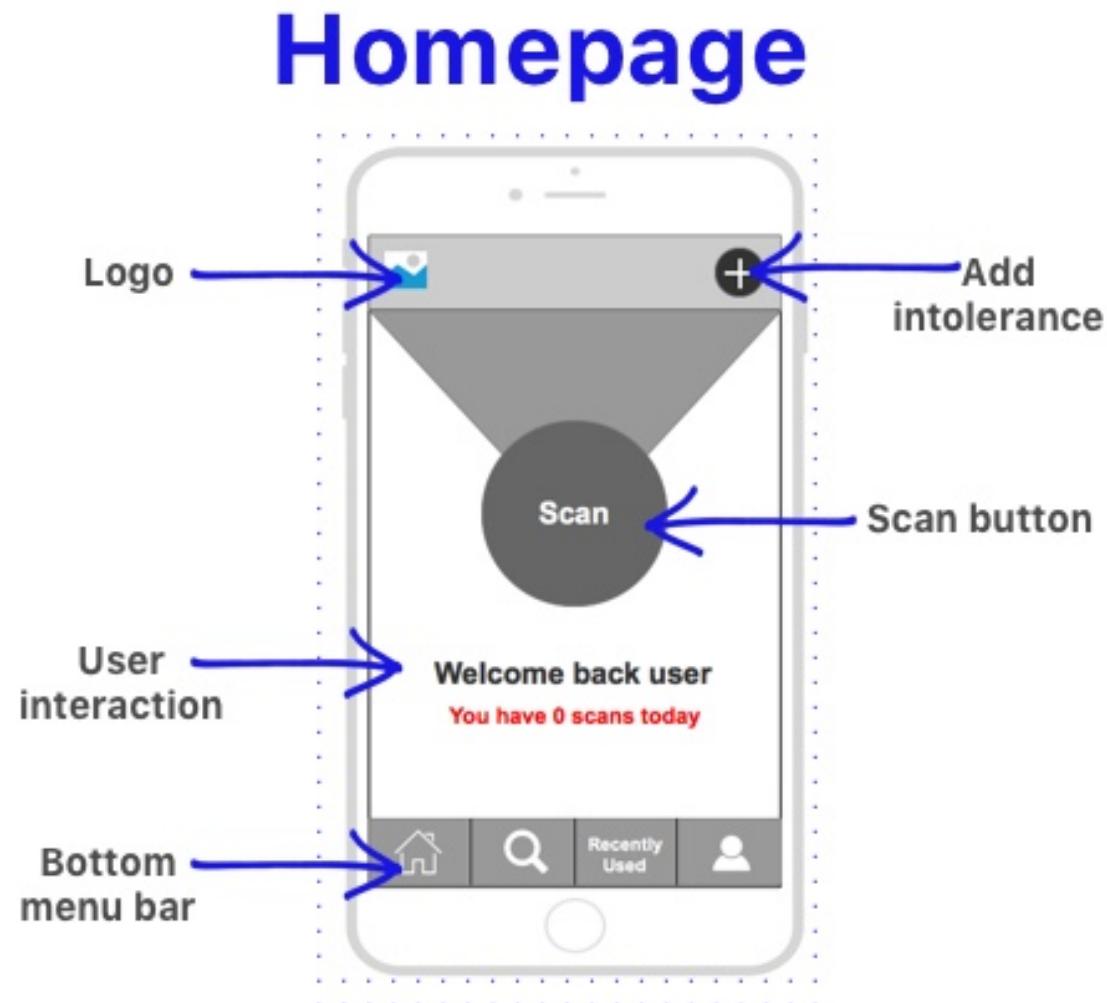
Menu



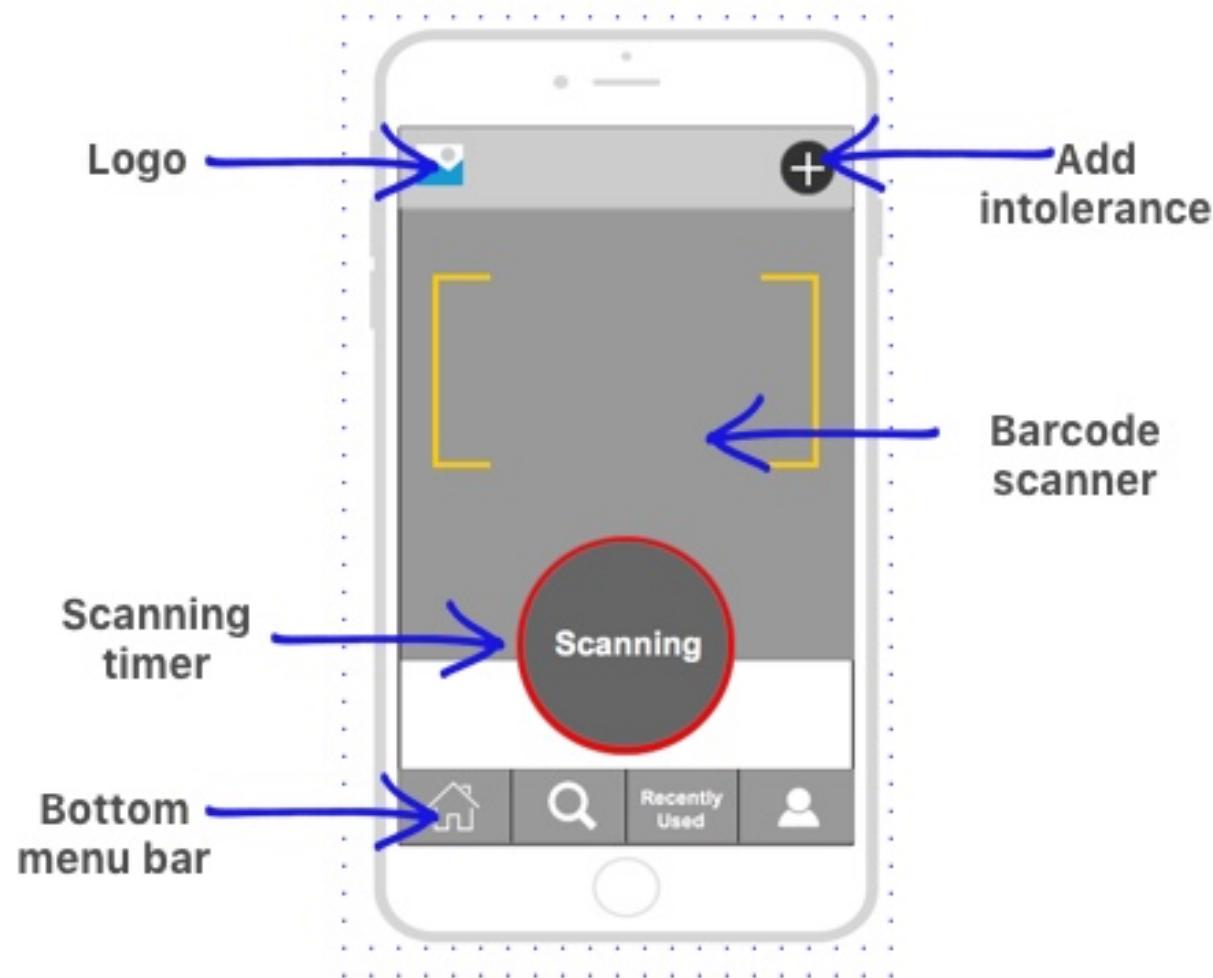
Results for Test A

	Positive comments	Negative comments	Suggestions	My observations
Homepage	Easy to use, simple, obvious	Boring, no personality, too simple, don't like suggestive button	Change button, add something more to the page	Easy to use for users but they got bored with layout
Results page	Straight to the point, easy to view and read info	Add colour to emphasise different intolerances	Add colour	Liked the layout of information
Menu	Clean design	Not always see it		Less interaction with hamburger menu and other functions because its not visible from the start

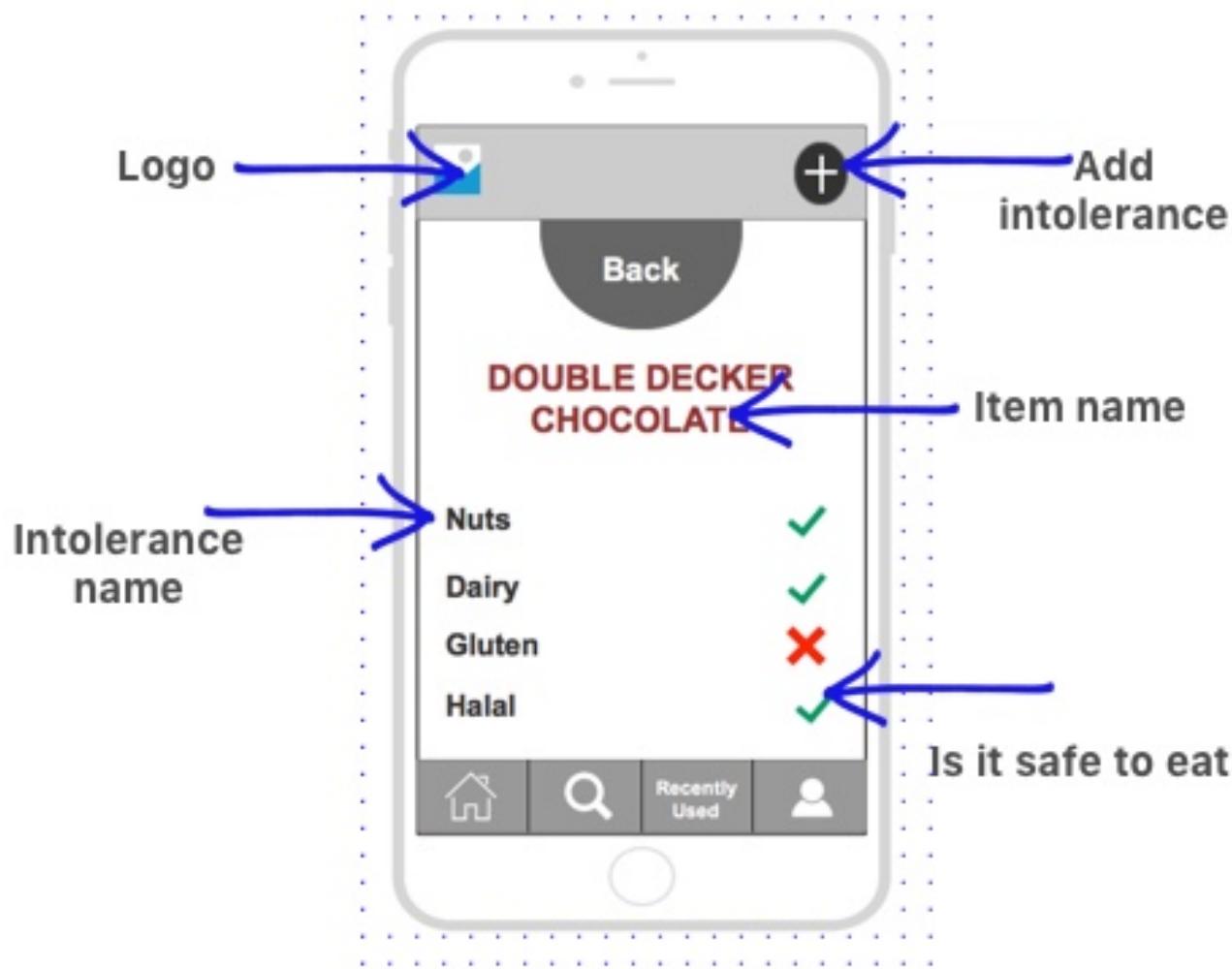
Test B Wireframes



Scanning page



Results page



Results for Test B

	Positive comments	Negative comments	Suggestions	My observations
Homepage	Loved the design, every function clear and easy to read	The coloured inverted triangle is weird		Much more interaction with the homepage, isn't as boring as Test A
Scanning page	Nice design, simple and creative	Do I click the button	Have an indication if how long the item takes to scan	Once barcode scanner appears on screen user knows what to do
Results page	Nice clear displayed information		Add colour	Same reaction from user to Test A results page
Menu	Clear menu bottom of the screen, 4 different functions easy to use and understand	Should have a logo for recent scans and not just text	Add another icon for recent scans	Much more interaction with bottom menu as it is clearly visible and easy to navigate

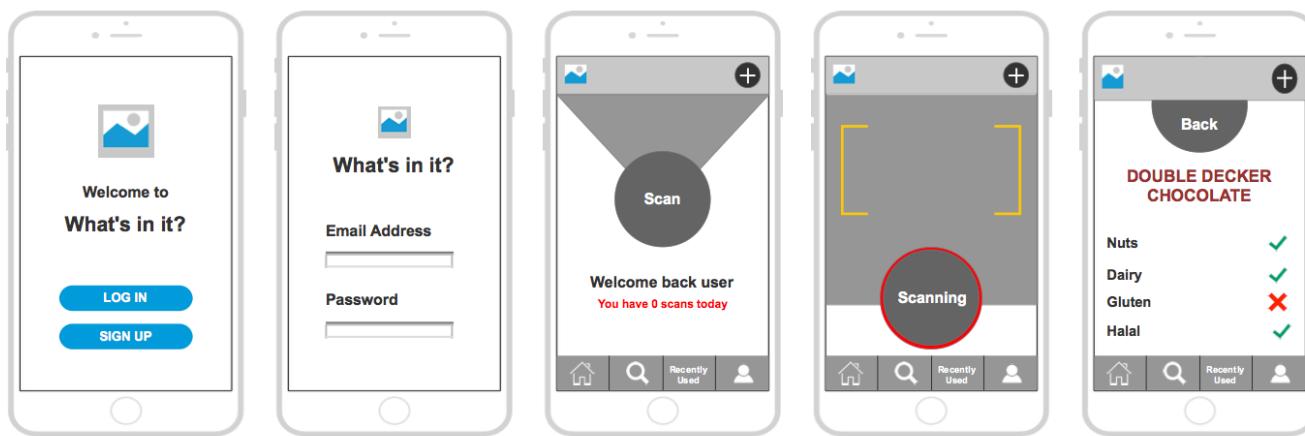
4.2 Axure Testing Summary

Using A/B testing for my Axure wireframes and recording my findings I was able to come to the conclusion which version of my app design was more desired by the users. In my user testing sessions I asked users to test “both versions” (Chopra and Chopra, 2010) of my designs and to generate data about “what works and what doesn’t” (testing and Kevin Stone, 2016).

During Test A, users liked the simplicity of the app design but didn’t have no emotional connection to the design and 3/5 users commented the design was “boring”. Not only the design of the but the hamburger menu was also an issue in Test A, with 4/5 users not realising there was more functions to the app and not seeing the menu.

With Test B, there was a unanimous agreement amongst users that the homepage had more “personality” and “creativity” and the circular button for the scan was much more popular. The bottom navigation was more of a hit then the hamburger menu with 5/5 users understanding all functions of the app within the first few seconds.

In conclusion A/B testing was extremely “successful” (testing and Kevin Stone, 2016). in allowing the users decide which one of the designs suited the app and functionality the best.

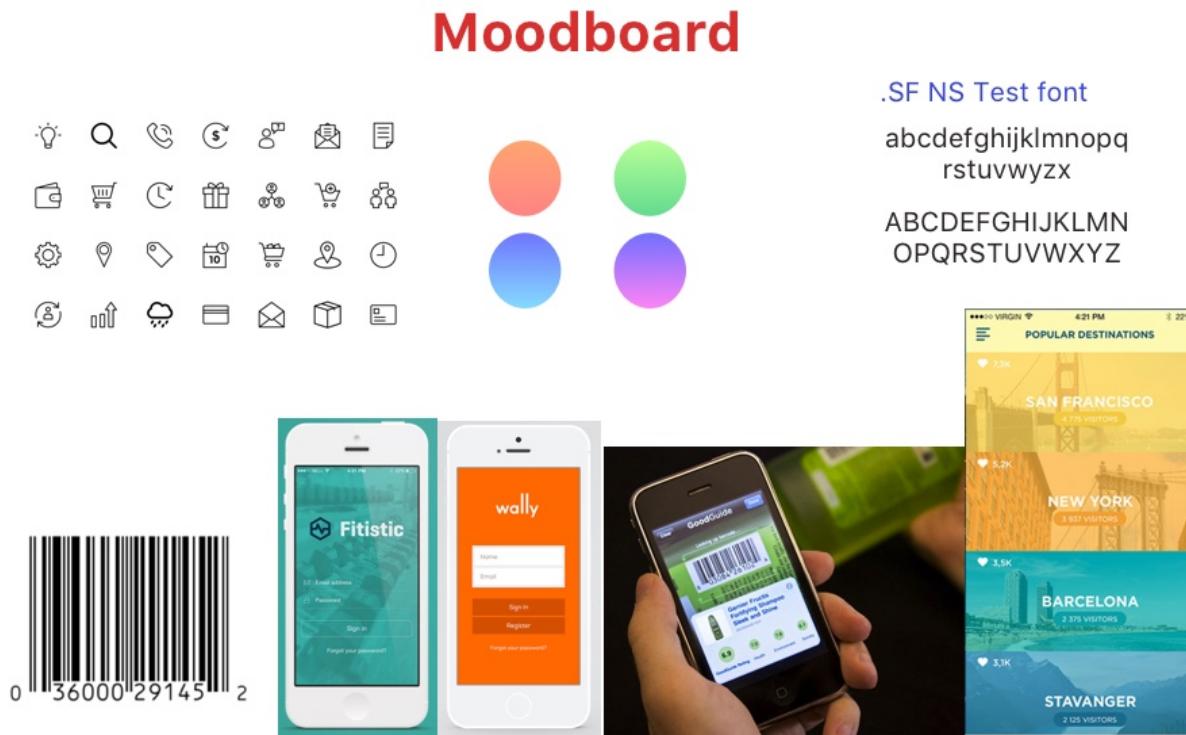


Finalised Axure wireframes

5.0 Designs and InVision

URL: https://invis.io/KW9N46Z6Z#/210258679_Welcome_Copy_2

5.1 Mood board

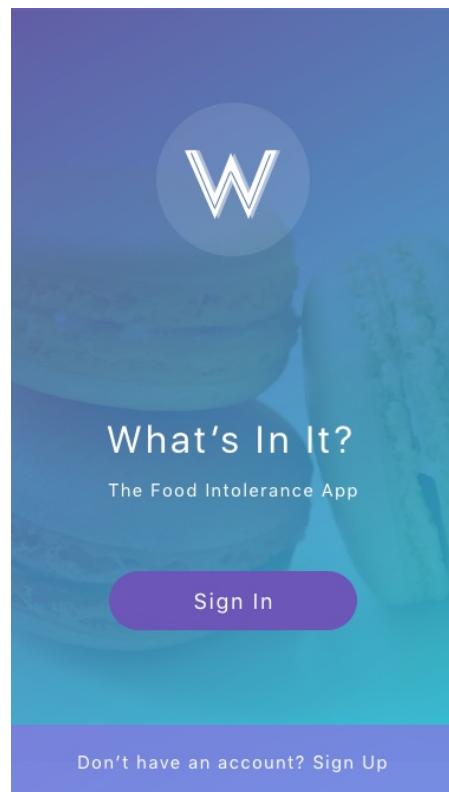


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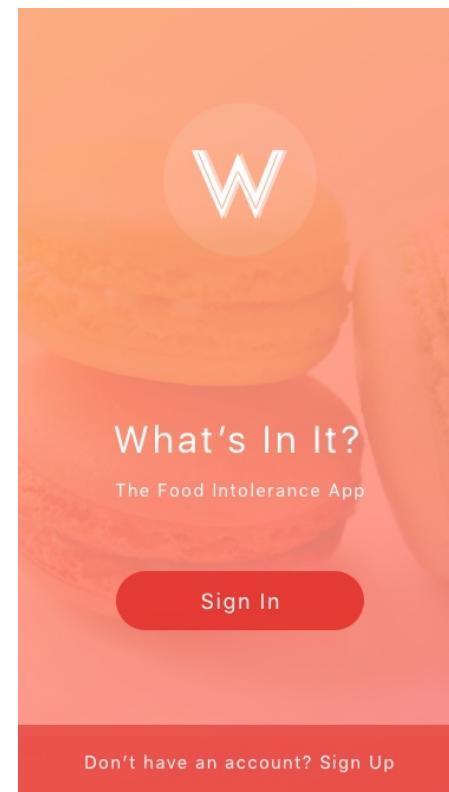
I used A/B testing to test two different variations of colour within my app, it is a well known fact “colour can provoke emotion” (Alvarez, 2014), so I knew having a strong colour scheme would really allow users to warm to the app.

5.2 A/B Testing on Designs

Test A



Test B



A/B Colour Testing Results

	Positive comments	Negative comments	Suggestions	My observations
Blue	Nice colour, title stands out a lot	Doesn't look like a food app		Although colours stood out, the colours didn't relate much to food
Red	Very nice gradient, love the red and orange, warm and friendly colour	A little too light of colour		Users liked the colour and was more obvious it was a food/health app

The red/orange gradient was more favourable in the user testing and this would be a “consistent colour scheme” (Cartwright, 2015) throughout my app. The colour red is associated with “passion” and “appetite” (Alvarez, 2014) and the colour orange is usually associated with “confidence” (Alvarez, 2014) and this is the message I wanted to portray in my app.

5.3 Testing Designs/InVision

Once the colour scheme was implemented, I started working on adding colours and graphics to my Axure wireframes and create high fidelity prototypes, which show more detail and give users a “better taste of UI elements” (Erickson, 2016).

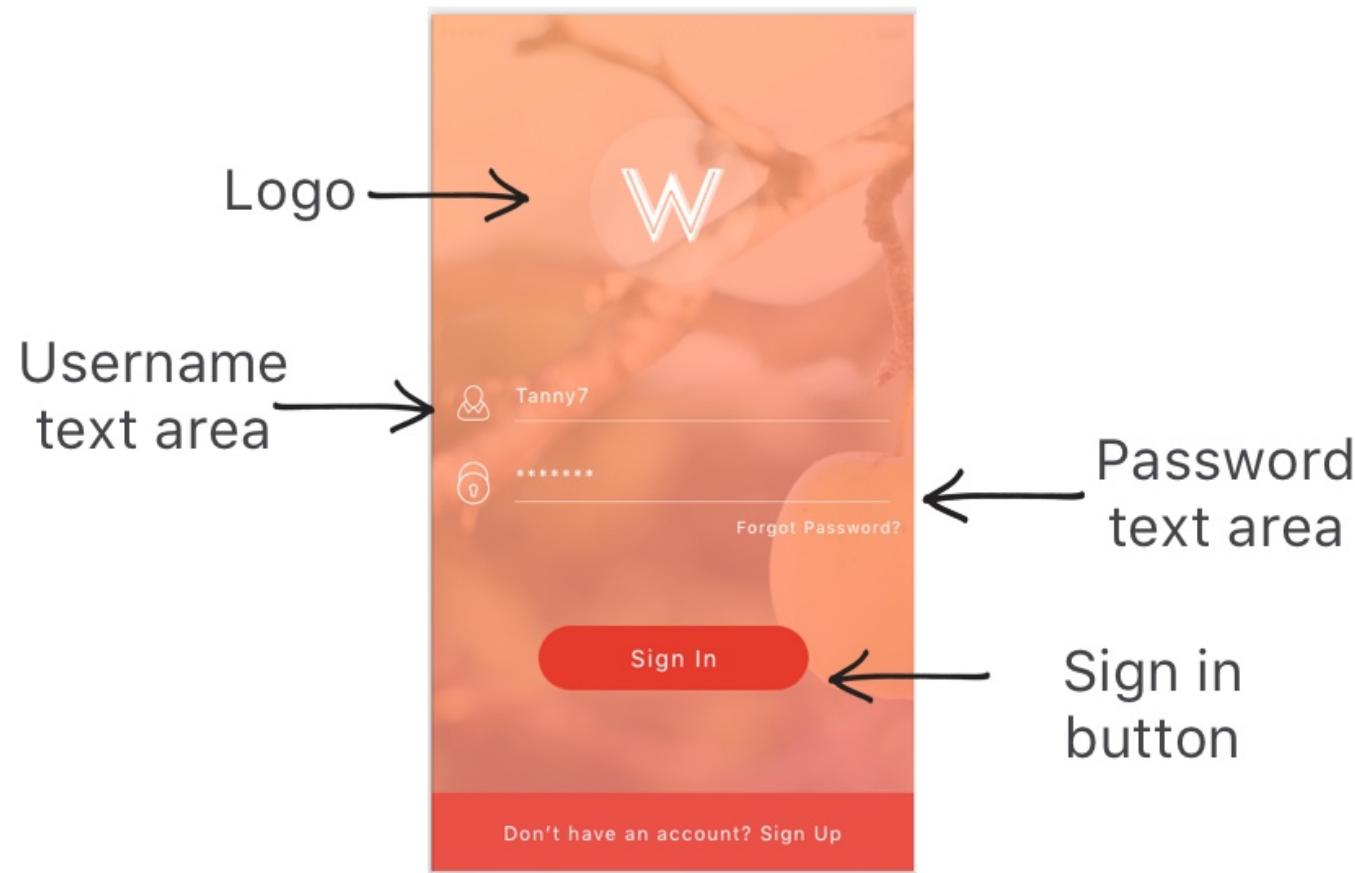
	Positive comments	Negative comments	Suggestions	My observations
Welcome page	Nice logo, and easy to read sign in button	Title hard to read	Make title bigger	Users loved colour and simplicity of page
Sign in	Clean and minimal design	Make logo bigger		Users could easily navigate sign in page
Home page	Consistent colour scheme, nice red and scan button	Why is the triangle there	Add the users name under the scan button	Users liked the interactivity of the scan function on homepage
Scanning page	Simple design	Cant tell when it scans	Show the timer of scanner	User understood the function of scanning page but didn't know how long it took to scan
Scanned results	Good data, and information	Hard to read, too much red, need to make clearer	Change colour of red, and make the red and green colours more distinctive	User found there was too much red and hard to read some aspects
Add intolerance	Easy and clean layout		Make search bar bigger and add placeholder	User could add intolerance easily
Search page	Easy and clean layout			Users could use page easily
Recent scans	Clean layout			Users could use page easily
My profile	Clean and simple	Edit image	Have delete intolerance	
Menu	Good icons	Need text under icons cause recent scans is bad	Have text under icons	

5.4 Before and After Testing Results

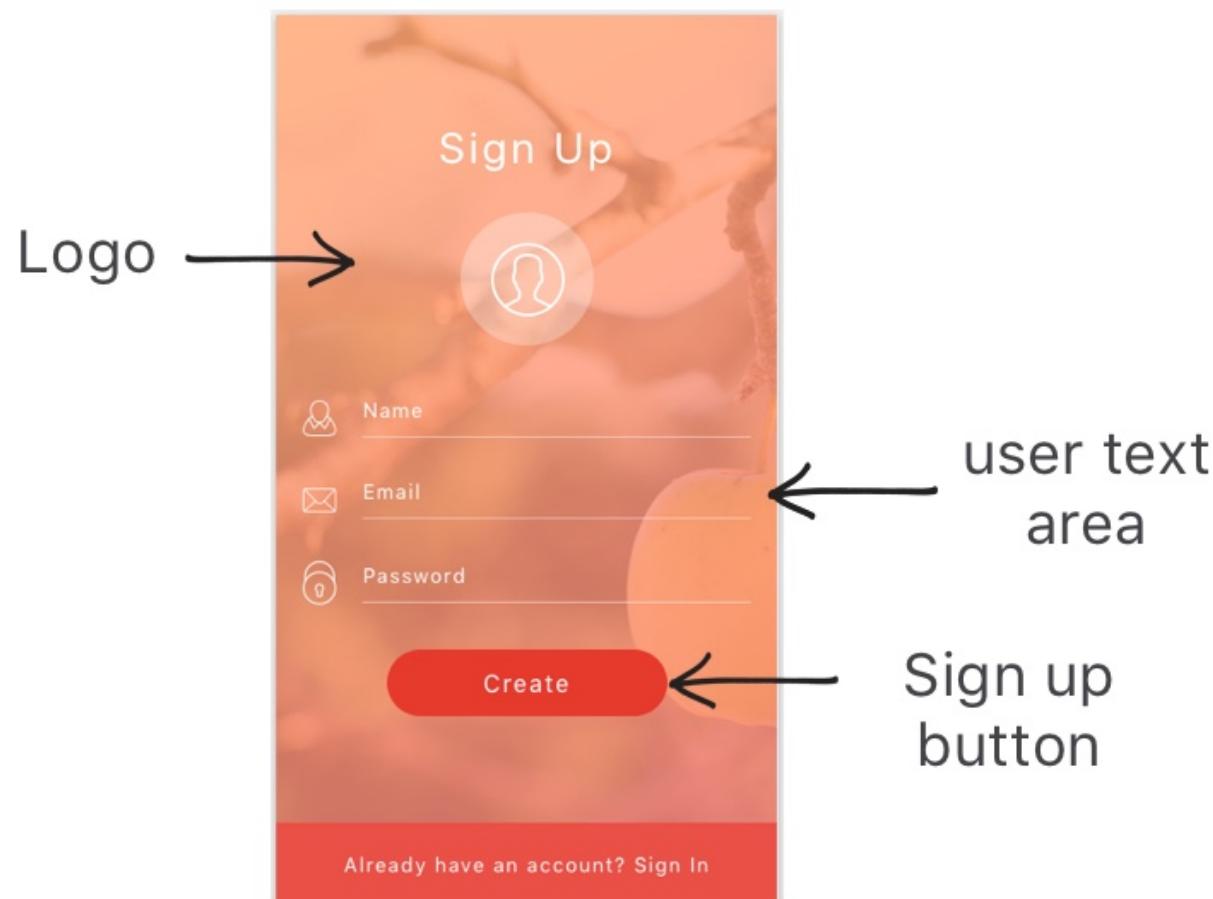
After testing the high fidelity design I was able to take the suggestions the users had and implement them into the next iteration of my designs.



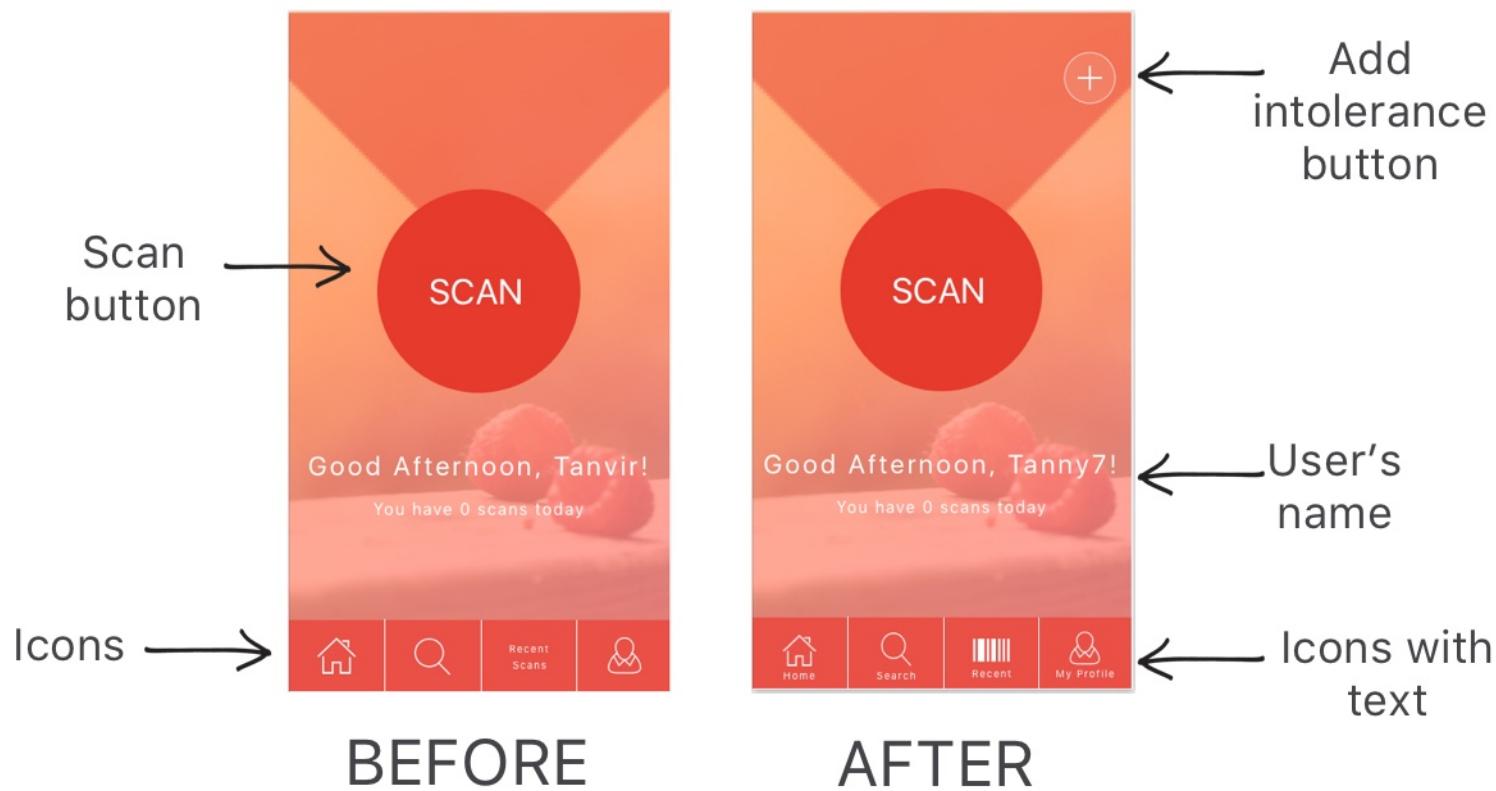
Sign In page



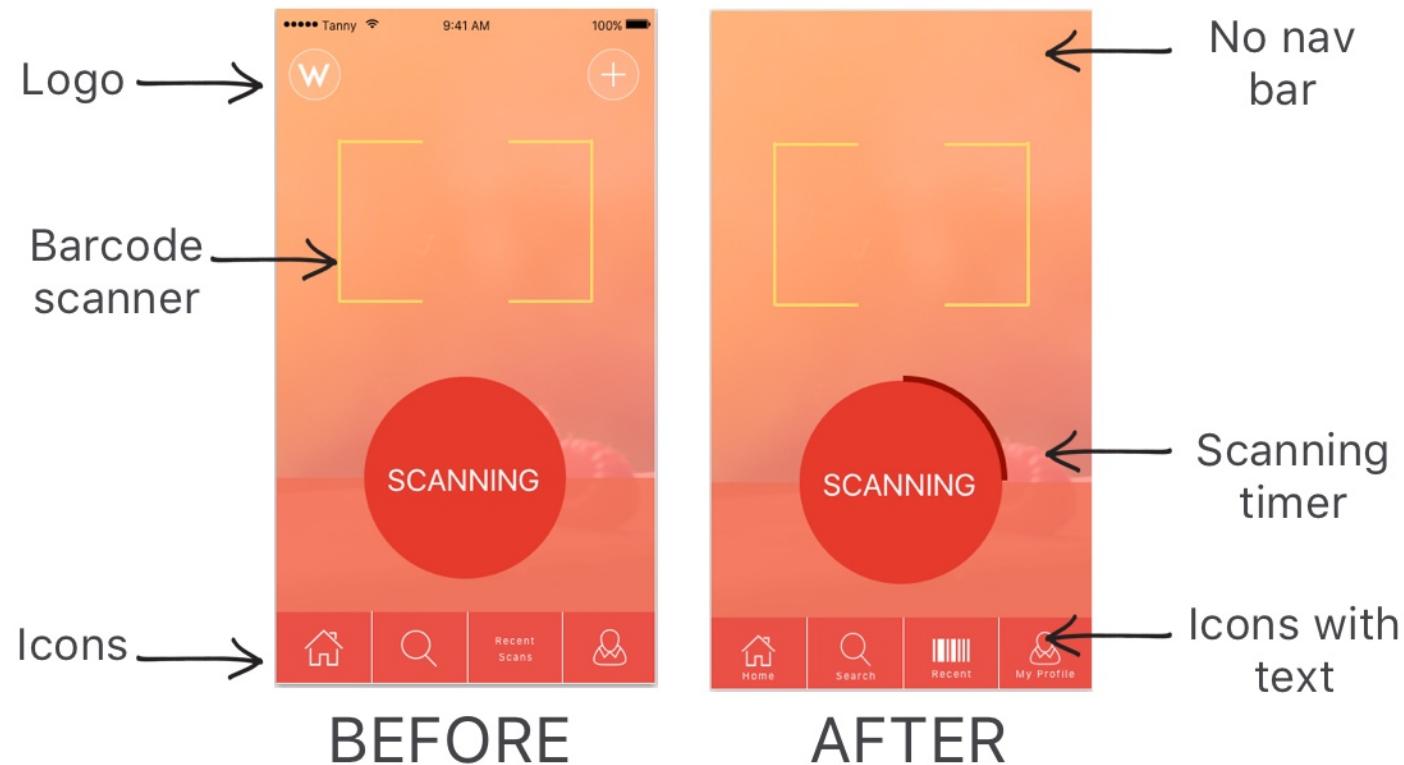
Sign Up page



Homepage



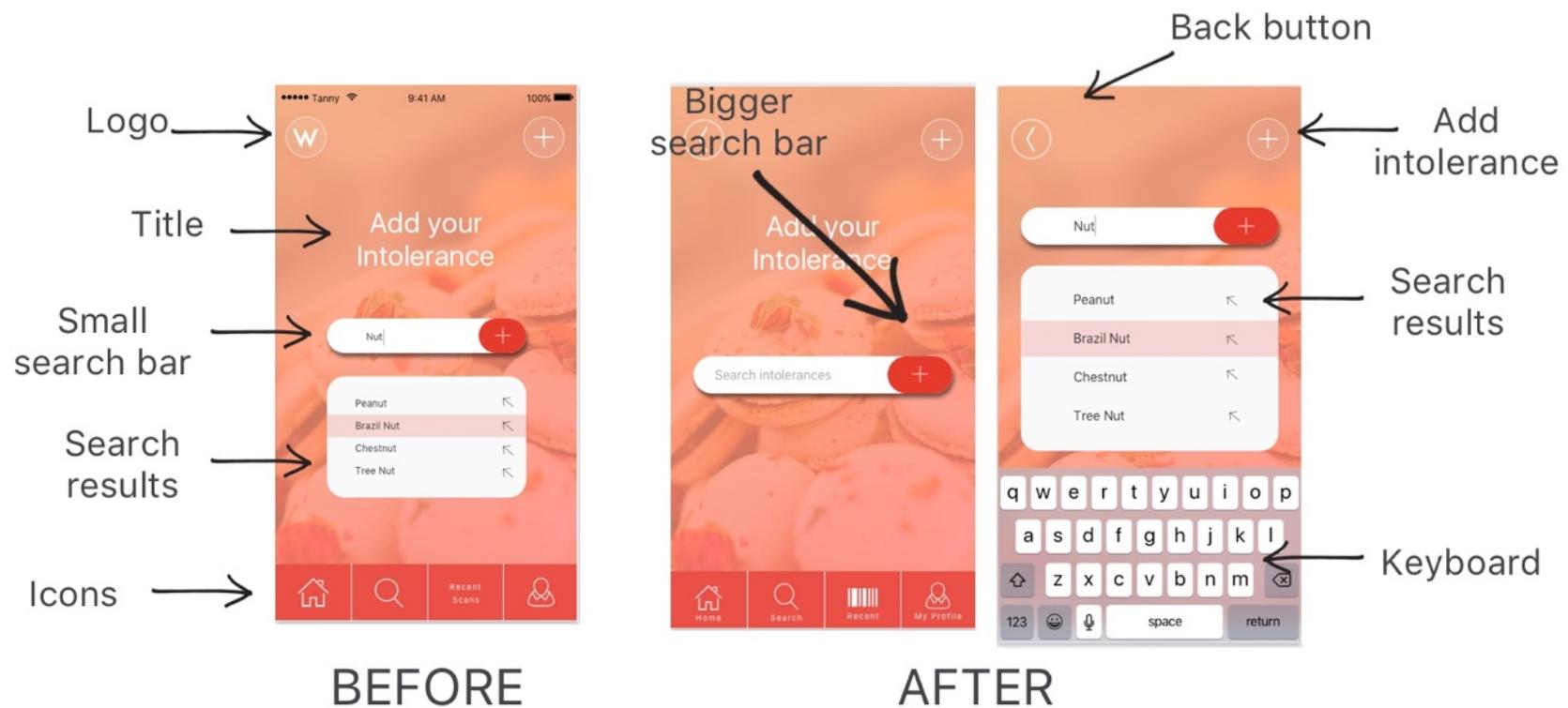
Scanning page



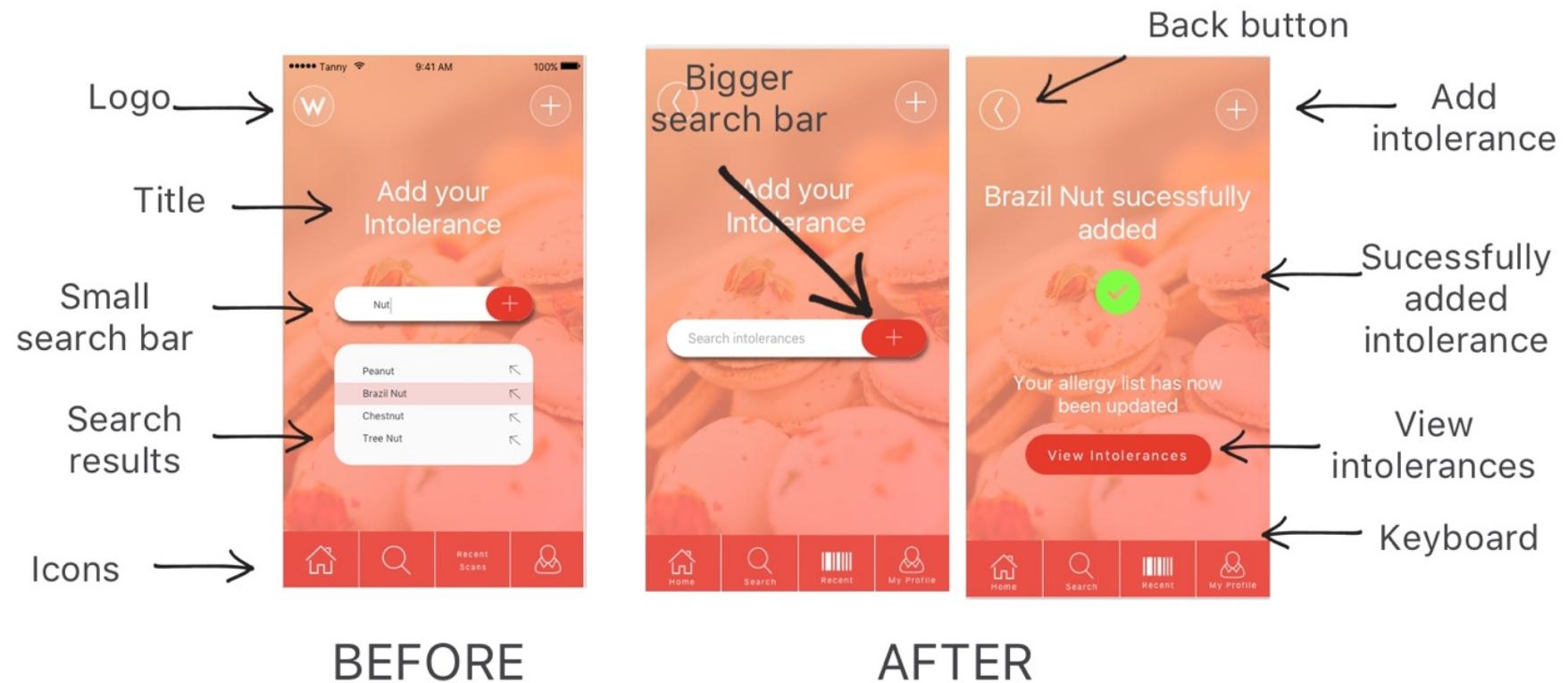
Scanning results page



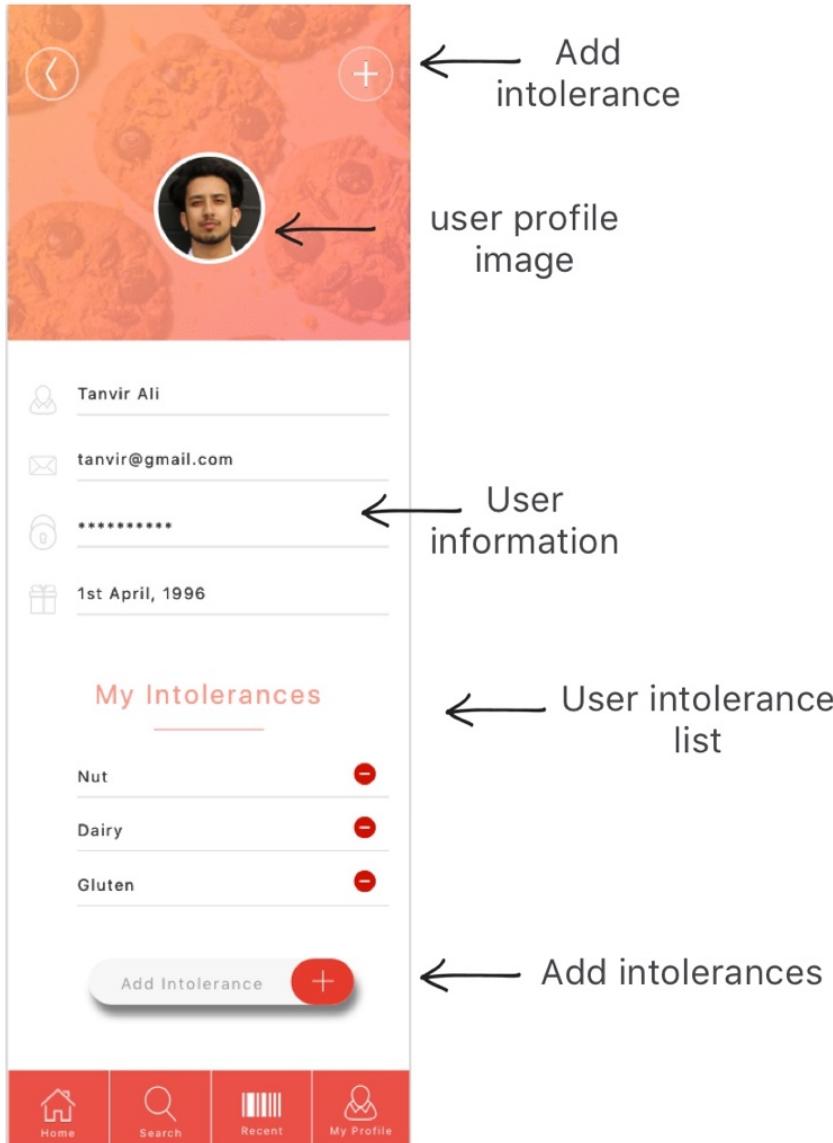
Scanning results page



Add intolerance page



My profile



5.5 Design Summary

Guerrilla testing (Gov.uk, 2016) allowed me to “quickly validate” (Gov.uk, 2016) how effective my app design was to real life users.

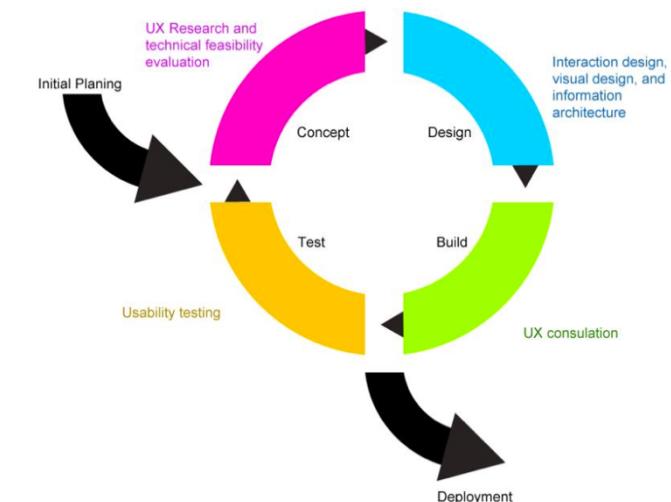
I found that users liked the overall colour scheme and flat design of the app and 8/11 gave positive feedback regarding design, layout and functions. One negative aspect of feedback I received from 6/11 users was the menu was unclear and ambiguous with just icons and users wanted “concise and clear categories” (Gov.uk, 2016).

With the feedback I had received from guerrilla testing I was able to create a “second iteration” (Treder, 2015) based off the suggestions and fix the little design problems to create an efficient and effective food intolerance app.

6.0 Evaluation

During the process of creating this app there was a lot of challenges we as a team and myself as an individual had to overcome. The app was created using the agile methodology, where we had an iterative process throughout the tasks.

The outcome of the app was really good, many of the feedback from the users was they would use this app in their day to day lives. The app has huge potential to grow with adding the aspect of religious dietary requirements and incorporating a buying functionality. In hindsight we as a group could've benefited with more testing from a larger range of users. The whole process has been a great learning experience following the correct UX techniques which are used through the industry to create an app we thought of ourselves. One quote that really stood out through this whole UX process is "Good design is about process, not product" (Dtelepathy.com, 2016) which highlights how important UX design really is.



Word count: 1558

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8.0 Resources

Unsplash creative commons images

<https://unsplash.com/search/apple?photo=S3gNA0HQZo8>
<https://unsplash.com/search/dessert?photo=qpf2glK0bAA>
https://unsplash.com/search/dessert?photo=oLHk_WLupSc
<https://unsplash.com/search/cookie?photo=4fl4XVhH8Y4>