Health Guide App and Responsive Website

Hasan Furkan Kisabacak

Project overview
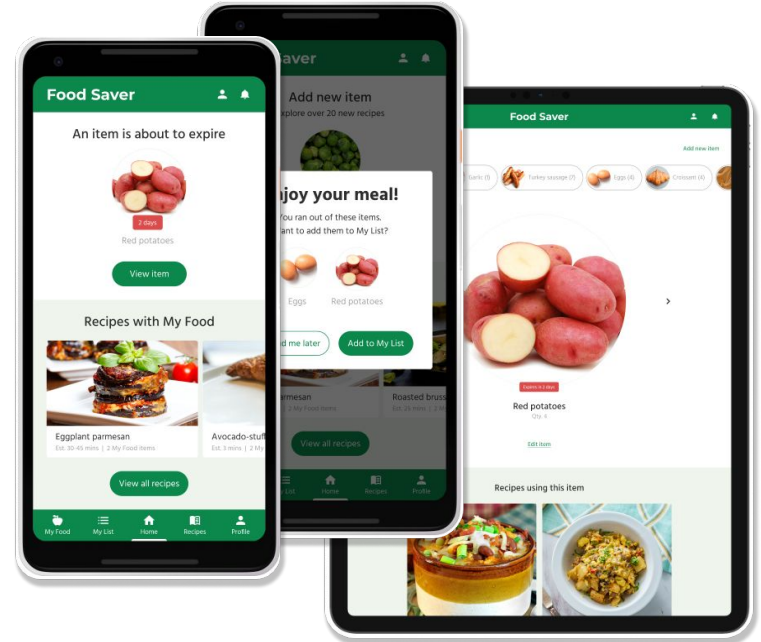
The product:

The mobile application has been developed for young adults to learn healthy foods and healthy recipes.

Project duration:

July 2021 to December 2021

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Project overview

The problem:

The habit of eating fast food, which is becoming more and more widespread in society, impairs people's health (obesity, diabetes, hypertension, etc.) and causes people to face serious health problems. In addition to physical problems, individuals with impaired physical health tend to isolate themselves from society.

The goal:

The aim of the Health Guards is to raise awareness of these individuals and to make them have a healthier body in their future lives by making healthy recipes. This is of course at the discretion of the individual. Offering a healthy option is better than no choice at all.

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Project overview

My role:

UX designer leading implementation and responsive website design.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

According to my research results, people who eat unhealthy often talk about not having time to cook. However, on the other hand, they also say that they can't see any advertisements, promotions or public spots that will lead them to a healthy diet. Many people (usually obese individuals) feel uncomfortable and ostracized by the way others in society view them. They want to regain their health. These research results are promising for the future of practice.

Persona 1: **Busra**

Problem statement:

Büşra is a young adult who owns and runs a small business on her own. He eats fast food because he can't find time to cook. Therefore, Büşra became a patient of hypertension. Asks for guidance on healthy eating. He wants to be healthy in his next life.

Busra

Age: 30
Education: Bachelor's Degree
Hometown: Istanbul,Turkey
Family: Single
Occupation: Florist

"I became a secondary hypertension patient due to unhealthy diet. I want to eat regularly and regain my health.."

Goals
- She wants to learn more about healthy eating.
- Since she is a patient of hypertension, she wants to know and consume suitable meals and foods.

Frustrations
- She doesn't know where to start. Having a chronic condition as a young adult makes him sad.
- The thought that she will be on drugs for the rest of her life worries her.

Büşra is a 30-year-old young adult woman living in Istanbul. She has a busy job as he has his own business and works one by one. Since she could not find the opportunity to cook, she has been fed with foods high in cholesterol and fat for more than 5 years. She became a chronic hypertension patient due to unhealthy diet, as she was hereditarily predisposed to hypertension. Since Büşra does not want to use hypertension medication throughout her life, she wants to eat healthy and minimize the effects of her illness.

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Persona 2: **Furkan**

Problem statement:

Furkan is a 40-year-old nurse. Since he does not like hospital food, he consumes fast food and faces the problem of obesity. He seeks guidance for a healthy life.

"I want to go back to my old weight and live healthy."

Furkan

Age: 40
Education: Bachelor's Degree
Hometown: Istanbul,Turkey
Family: Married
Occupation: Nurse

Goals

- He wants to eat foods that will be good for his body and digestive system.
- He's in search of a mobile app or website that can help him.

Frustrations

- He is very upset that the old clothes are too tight now.
- He says his wife doesn't like him as much as he used to.

Furkan has been consuming fast food for years because he doesn't like the food that comes out in the hospital. He complains of being overweight and now wants to live a healthy life. He is very upset that her old clothes are now too tight for her. He thinks his wife doesn't love him as much as he used to. He was physically affected, but his psychology was broken as well.

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Competitive audit

An audit of a few
competitor's
products provided
direction on gaps
and opportunities
to address with the
Health Guide app.

| Competitive audit	A mobile app and website that improves user experience								
		General information							
	Competitor type (direct or indirect)	**Location(s)**	**Product offering**	**Price** ($ - $$$$)	**Website** (URL)	**Business size** (small, medium, large)	**Target audience**	**Unique value proposition**	
Health Guide	-	Istanbul, Turkey	Healthy recipes and articles	-	www.healthguide.com	Small	Young and adults	Recipes, articles for healthy living, warnings for existing diseases.	
Other Brand 1	Direct	Istanbul, Turkey	Recipes and articles	$$$	www.other1.com	Small	Young and adults	Recipes	
Other Brand 2	Direct	Istanbul, Turkey	Recipes and articles	$$	www.other2.com	Small	Adults	Recipes	
Other Brand 3	Indirect	Bursa, Turkey	Catering	$$$	www.other3.com	Small	Adults and seniors	Your first cactus order is a gift. A flower care kit and a flower pot are included in the package at no additional cost with every order.	

|				UX					
				(rated: needs work, okay, good, or outstanding)					
First impressions				Interaction			Visual design		Content
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
NEEDS WORK +A simple design - Non-interactive web design	NEEDS WORK + A simple design. - There is no mobile app.	NEEDS WORK + Order by phone. - Online payment is not accepted.	OUTSTANDING + Live order option for the hearing impaired. + 2 different language options	OKEY + A simple and understandable user experience - Few buttons.	NEEDS WORK + Easy to navigate. - Few navigation items.	NEEDS WORK + - Inappropriate colors.	Simple and rough	OKEY + Key descriptions are sufficient. - Few buttons.
GOOD + An interactive web design and site. - Membership fee available	OUTSTANDING + An easy to use mobile application. - Membership fee available	GOOD + Online payment and ordering. - Drawbacks	NEEDS WORK + - Single language support	GOOD + Fun user experience. - Long explanations.	GOOD + Easy to navigate. - Non-universal buttons.	OUTSTANDING + Unique color match. - Some colors are not suitable for the industry.	Understandable and fun.	GOOD + Key descriptions are sufficient. - Non-universal buttons.
OKEY + An interactive web design and site. - More navigation support for the elderly.	OKEY + A good mobile website experience - There is no mobile app	OKEY + Online payment and ordering. - Drawbacks	NEEDS WORK + - Single language support	OKEY + A simple and understandable user experience - Drawbacks	OKEY + Easy to navigate. - Non-universal buttons.	GOOD + Eye-catching visual design	Simple and useful	GOOD + Key descriptions are sufficient. - Non-universal buttons.
OUTSTANDING + An innovative website design - More navigation support for the elderly.	GOOD +An easy to use mobile app - There is no mobile app	GOOD + Online payment and ordering. - Drawbacks	NEEDS WORK + - Single language support	GOOD + Fun user experience. - Long explanations.	OKEY + Easy to navigate. - Non-universal buttons.	GOOD + Colors of flowers. - Repetitive design	Simple and attractive	GOOD + Key descriptions are sufficient. - Non-universal buttons.

Click to view the full competitive audit and audit report

Google

Ideation

I thought of an easy to use interface. I believe that I will save users from boredom with an uncomplicated application design.

Starting the design

- Digital wireframes
- Low-fidelity prototype
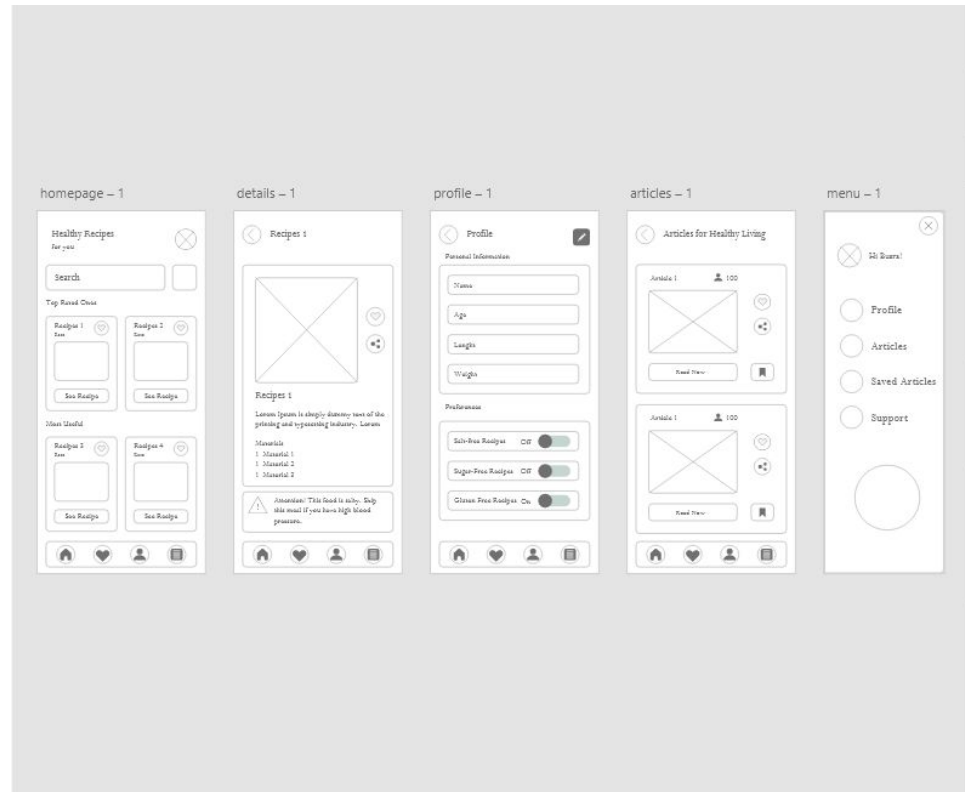- Usability studies

Google
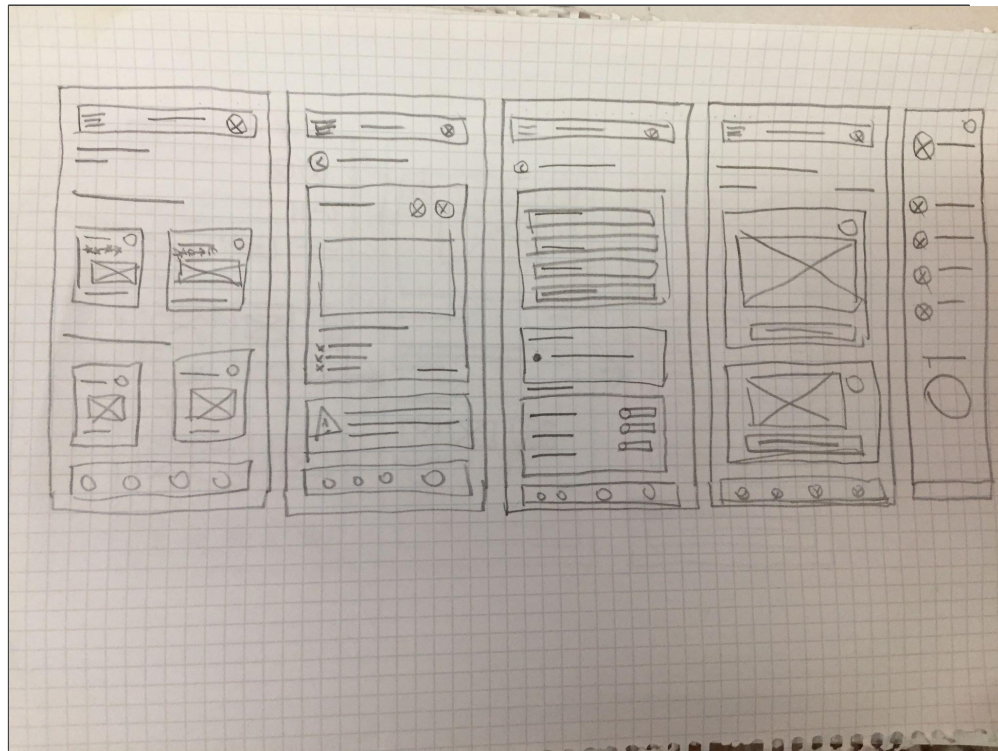
Digital wireframes

After the ideation phase, I converted the paper wireframes into digital wireframes and created an easy-to-understand design.
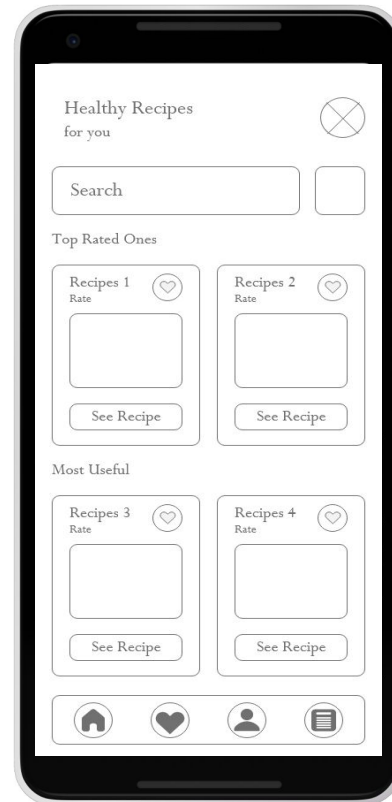
Low-fidelity prototype

I turned the digital wireframes into an interactive design and created a low fidelity prototype.

https://xd.adobe.com/view/ab8d8 5ac-ae51-42cb-946b-3770b252c7 26-fede/?fullscreen

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

Istanbul, Turkey

Participants:

5 participants

Length:

25-40 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Interaction

Users think the app should have a start page and our mobile app should work interactively with health apps on the phone.

2

Nickname

Users (isolated groups, overweight or thin) said they would like to use a username instead of their real name.

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Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

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Mockups

We added the username
option instead of the real
name. Dear users, we
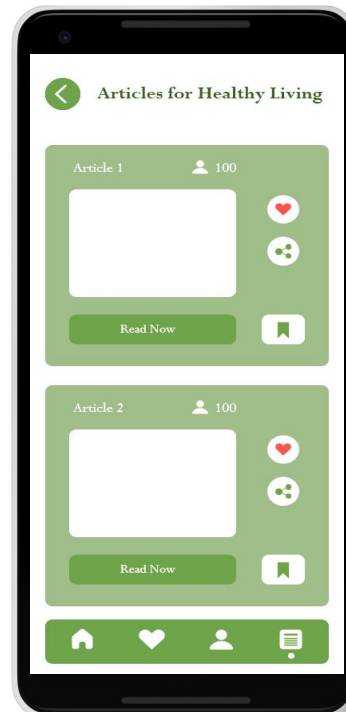understand that you feel
excluded, I wish you to get
rid of this situation as soon
as possible.

Before usability study
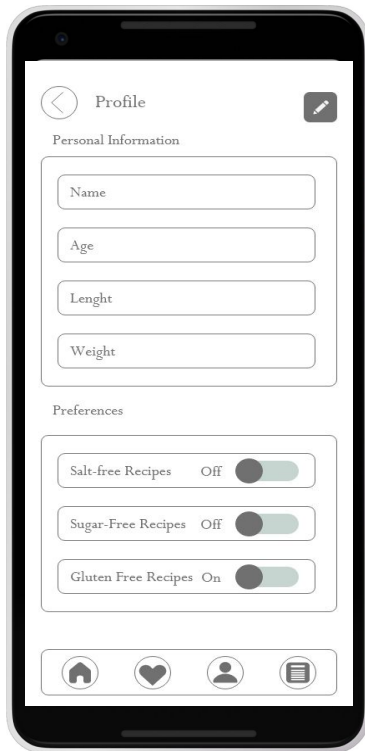
After usability study

Google
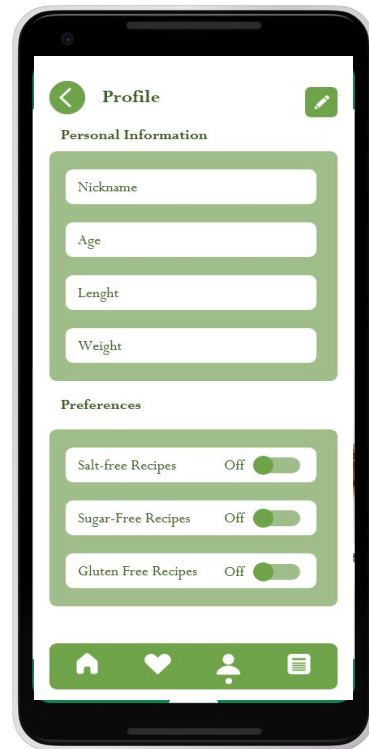
Mockups

Added start page and login page. In this way, you will have a private area of your own and your information will not be lost.
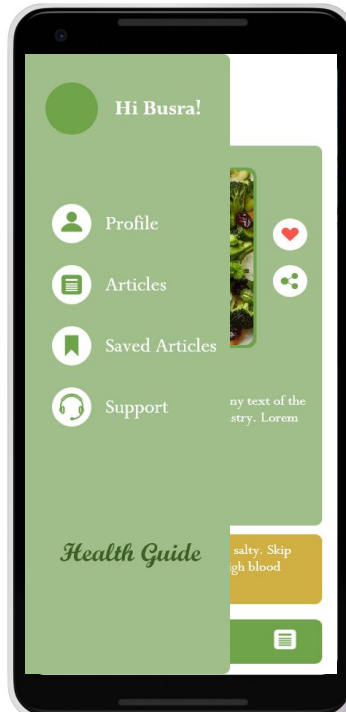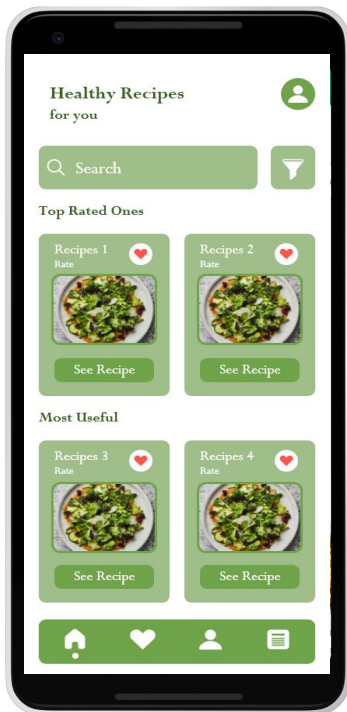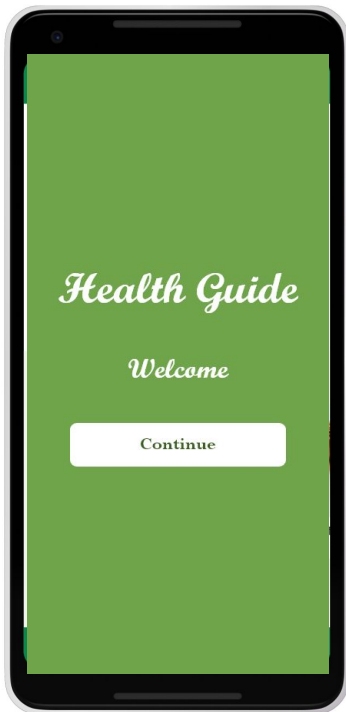
Health Guide

Welcome

Continue

Health Guide

Welcome

Nickname

Password

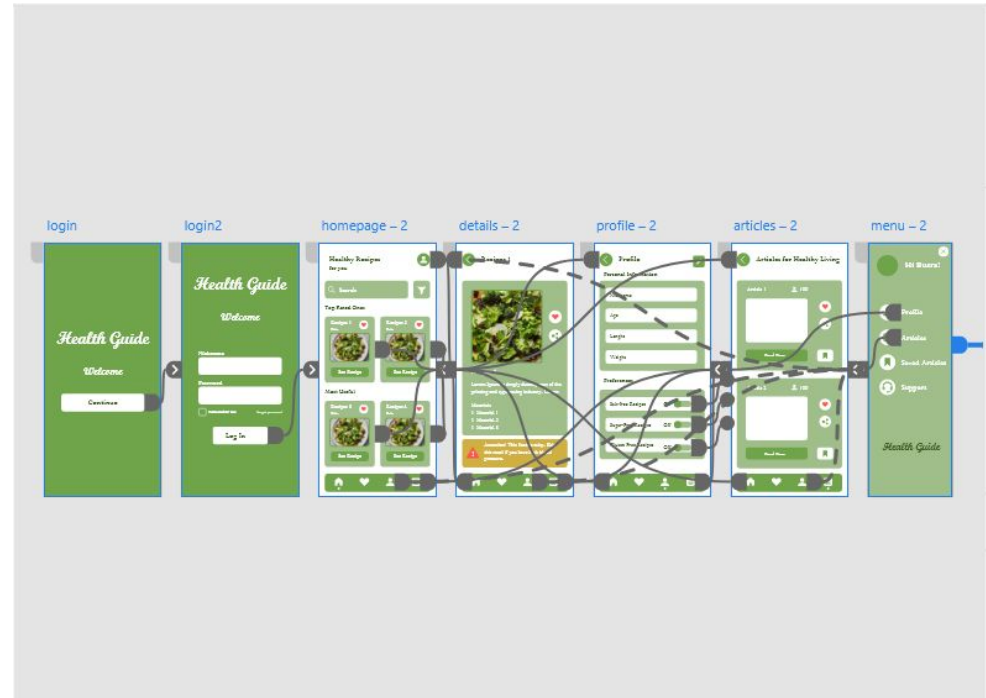Remember me   Forgot password

Log In

Google
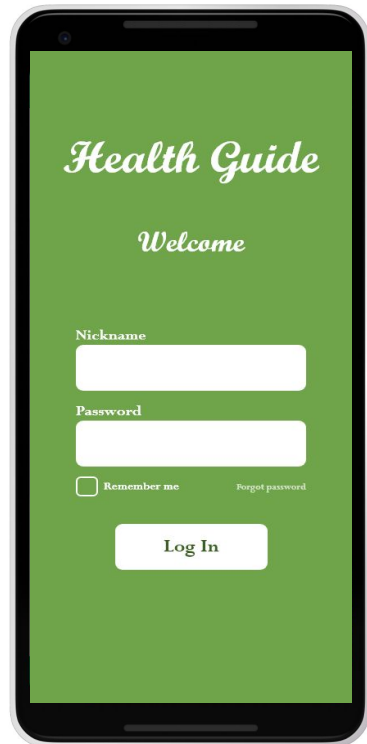
Mockups

High-fidelity prototype

The high-fidelity prototype
followed the same user flow as
the low-fidelity prototype,
including design changes made
after the usability study.
Please review our high fidelity
prototype.

Accessibility considerations

1

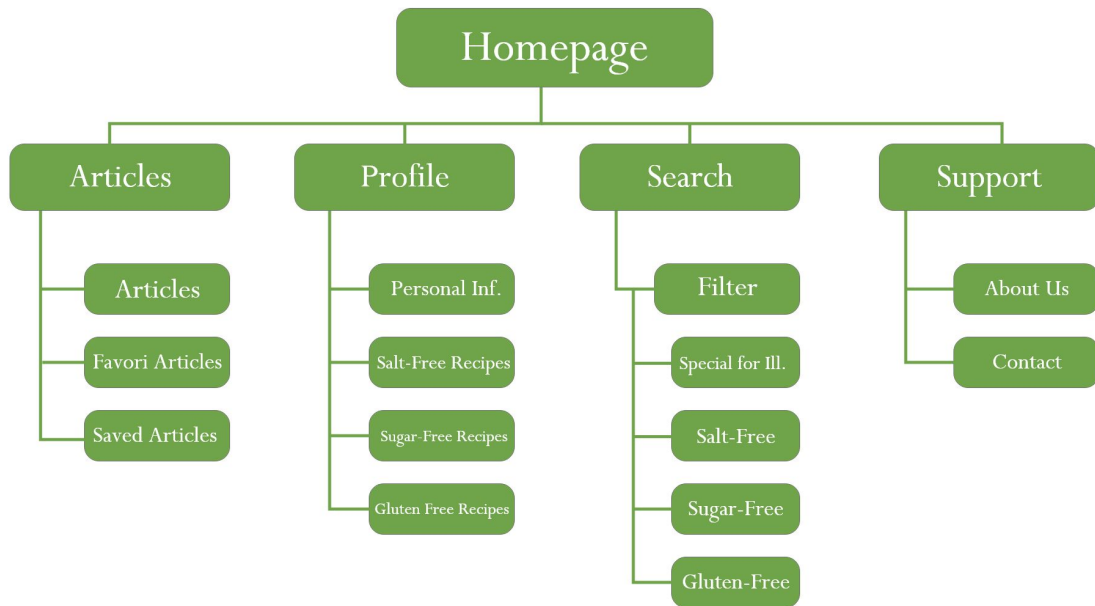Interactive elements and publicly readable contrast adjustment.

2

An inclusive design suitable for all ages and genders without excluding any group.

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# Responsive Design

- Information architecture
- Responsive design

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Sitemap

I have sorted all the pages in a neat hierarchy. Users who followed this stream easily reached the goal.

Homepage

Articles | Profile | Search | Support

Articles — Personal Inf. — Filter — About Us

Favori Articles — Salt-Free Recipes — Special for Ill. — Contact

Saved Articles — Sugar-Free Recipes — Salt-Free

Gluten Free Recipes — Sugar-Free
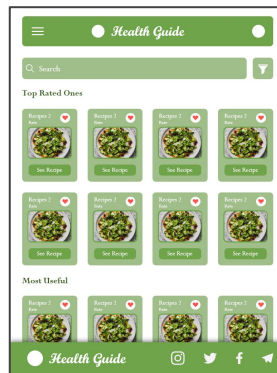
Gluten-Free

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Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.
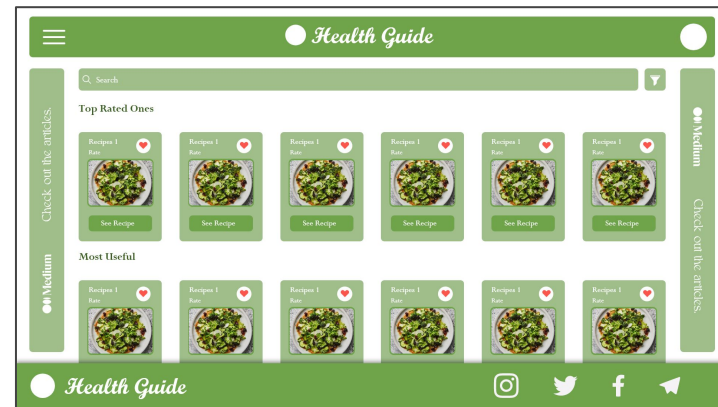

Mobile website   Tablet   Desktop

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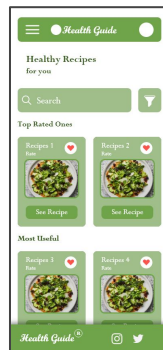
Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Our users are very satisfied with its simple and understandable design. They give feedback that it is a non-boring flow. This application will be a source of hope for them.

What I learned:

I've learned that small changes can have big impacts. I learned how painful and difficult a design process can be. I realized how effective teamwork is. Designing with people's needs in mind makes both them and us happy.

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Next steps

1

Think about what you can do for other excluded groups.

2

Identify any additional areas of need and ideate on new features

3

Do more extensive research.

Google

Let's connect!

Thank you for your time reviewing my work on the Health Guide app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: hasanfk67@gmail.com
Website: jmartinezdesign.uxportfolio.com

Google