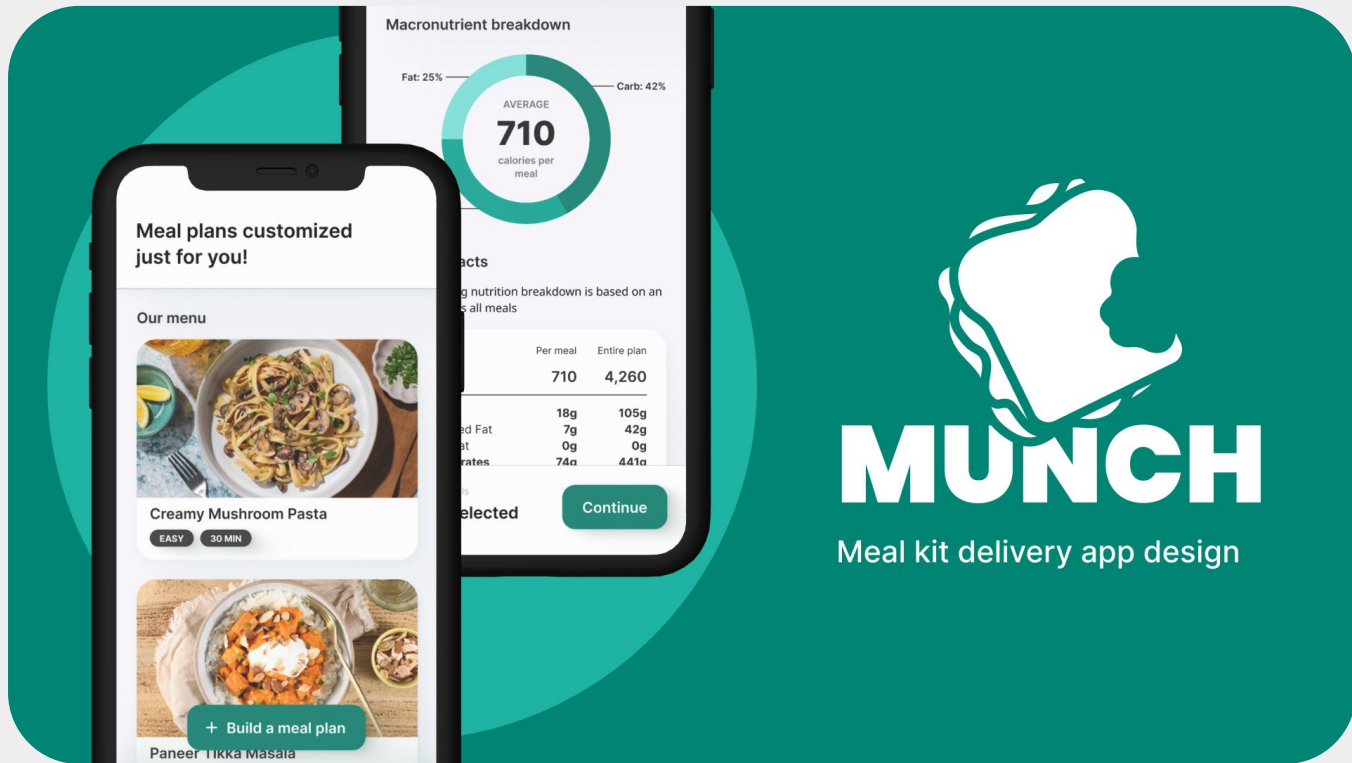


# Project Presentation

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Alice Ma



## PROJECT BACKGROUND

**Project Overview:** Meal-kit delivery application that focuses on aiding busy individuals with health goals.

**When:** October 2023 - January 2024 (13 weeks)

**Where:** ACM at UC San Diego

**Role:** Design Lead + Researcher in team of 3

## THE PROBLEM

**I noticed that many people around me, including myself, struggle with eating balanced meals regularly .**

## User Interviews + Findings

6 interviews, 34 surveys, ages 20-32

- ◆ **Pain point 1:** Many people **don't have time** to cook everyday.
- ◆ **Pain point 2:** Health and fitness-focused individuals struggle **maintaining balanced diets**
- ◆ **Pain point 3:** Meal prepping → **repetitive meals + lack of variety**

## UNDERSTANDING USERS

# User Persona



**Joanne**

25 / Female

### BIO

Joanne is an investment banker. Because of her labor-intensive job, she doesn't have a lot of time to cook for herself, especially not for regular grocery runs. However, she wants to live a healthy lifestyle while eating fun and new foods!

### PAIN POINTS

- Not enough time to buy, prepare, and cook groceries regularly
  - Cannot allocate hours a day to meal prep
- Ordering delivery is her current solution, which makes tracking macros very difficult
- Even if she meal preps, she would get sick of eating the same thing everyday

### GOALS

- Eat a good variety of food
- Have a balanced diet
- Track macros for muscle gain
- Cook meals regularly without spending a lot of time

With the insight gained from research and interviews:

- ◆ Create persona to represent target users
- ◆ Help identify goals I want to accomplish with my design

## COMPETITIVE ANALYSIS

# Exploring current solutions



HelloFresh



Blue Apron



Home Chef



Territory

## COMPETITIVE ANALYSIS

There was **limited customization** for dietary preferences and a lack of **user freedom and control** when creating meal kits.



## Brainstorming + Sketching

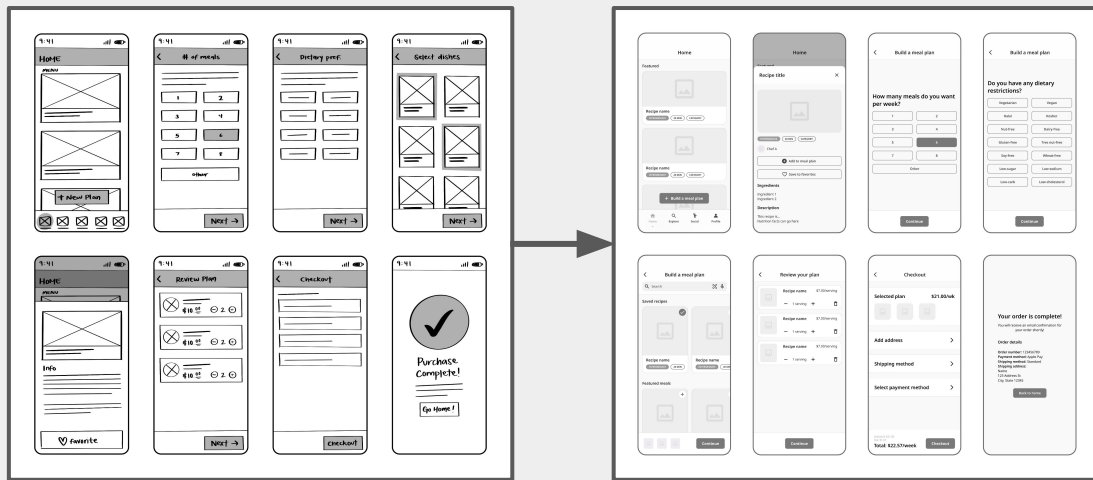


## Final lo-fi sketch after combining multiple iterations

- ◆ Brainstormed possible user flow
- ◆ Multiple iterations of each screen
- ◆ Decided on favorite ideas and compiled it into one low-fidelity user flow sketch

## PROTOTYPING

# Mid-fidelity prototype



- ◆ Transferred lo-fi sketches into Figma
- ◆ Turned static wireframes into functional prototype
- ◆ Ready for usability testing!

\* Our app has multiple flows; I worked mostly on this one

## TESTING + ITERATING

# Two rounds of usability testing

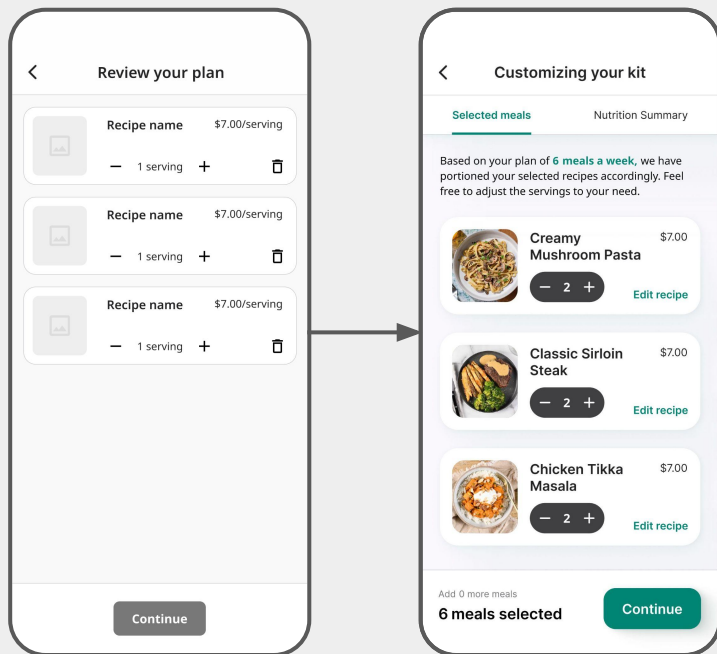
12 total participants, ages 20-32

- ◆ **Round 1:** Using mid-fi prototype → assigned users tasks to complete
- ◆ **Round 2:** Assigned similar tasks using hi-fi prototype

**Major improvements were made after each round, from both feedback and collaborative considerations**

## TESTING + ITERATING

# First Improvement

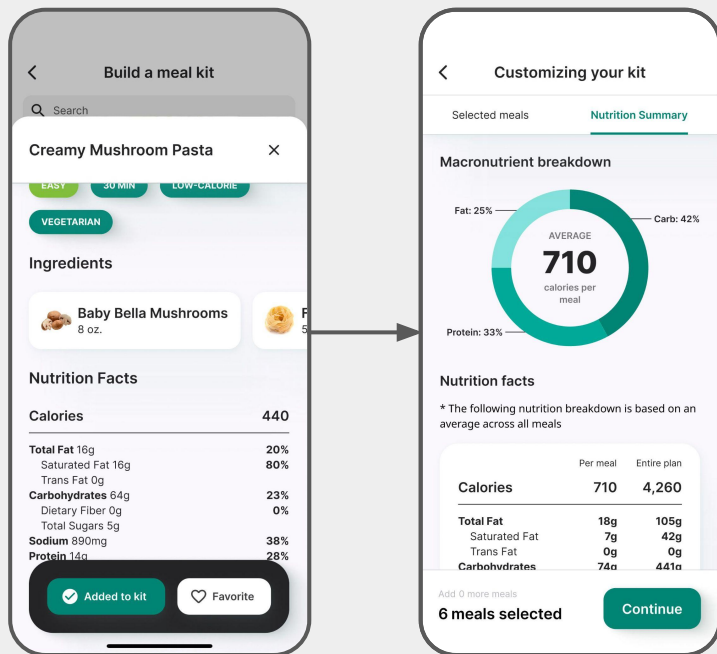


## Updating the review order page

- ◆ 4/6 users expressed confusion regarding the # of meals per week selection
- ◆ Used Figma's variables in hi-fi V1 to display the user's selection
- ◆ Recognition rather than recall

## TESTING + ITERATING

# Second Improvement

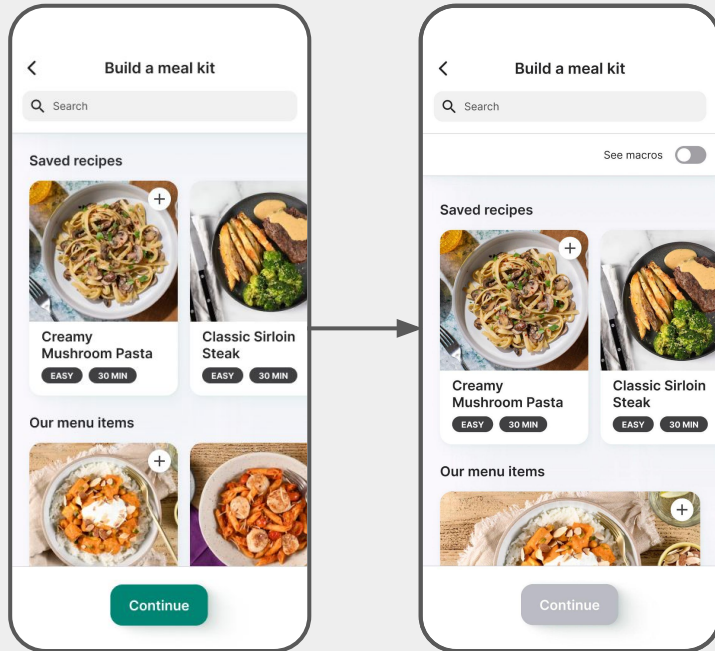


## Designing a breakdown summary of macronutrients

- ◆ 3/6 participants mentioned that it would be tedious to remember nutrition fact of every recipe
- ◆ Added tab in review order page that gives an overview of the entire meal kit's nutrition facts

## TESTING + ITERATING

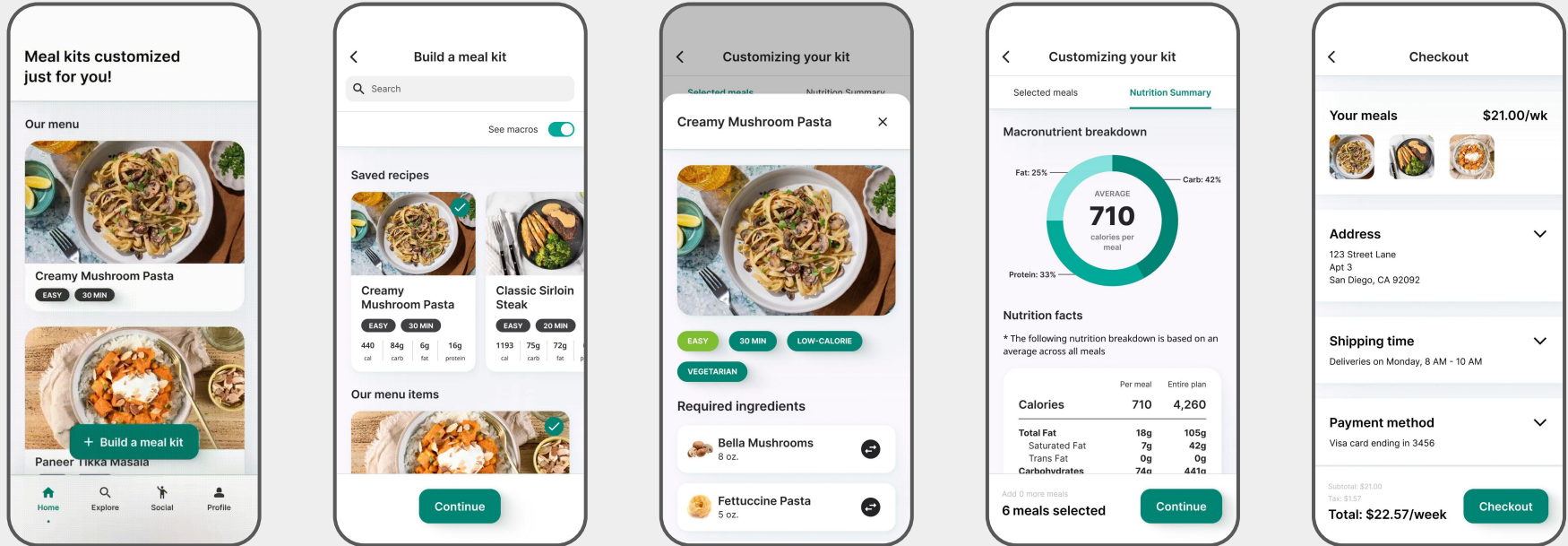
# Third Improvement



## Adding the option to toggle macros in preview

- ◆ Displaying basic macros in card preview allows users to choose based on nutrients without clicking into card
- ◆ Some users may not want to see information regarding calories, so we added a toggle

# FINAL DESIGN



# STYLE GUIDE

## 01 TYPOGRAPHY

**Display - 68/92**

**Title 1 - 40/52**

**Title 2 - 32/40**

**Title 3 - 28/36**

**Title 4 - 24/32**

**Subtitle 1 - 20/28**

**Subtitle 2 - 18/22**

**Body 1 - 14/20**

**Label 1 - 12/16**

**Label 2 - 11/15**

## 02 COLOR PALETTE

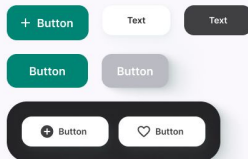
### Primary



### Neutral



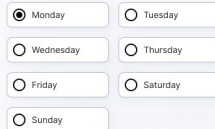
## 03 BUTTONS



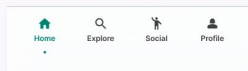
## 04 FORM

Address Line 2

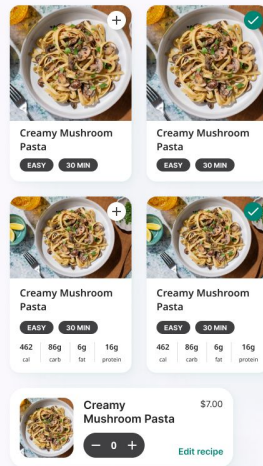
Apt 3



## 05 NAVIGATION



## 06 CARDS



## 07 ICON



◆ Adapted from my personal work-in-progress design library!



## KEY TAKEAWAYS

- ◆ Working through **end-to-end design process collaboratively** requires a lot of goal alignment
- ✧ **Time management** should be heavily prioritized when there's a time constraint for a group project
- ◆ Learning to use **Figma's variables** feature made prototypes so much more functional! Really great learning experience

# Thank you!

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Alice Ma