

# Sitemap

## ‘SCOOP’

The app’s purpose is to allow users to find and compare supplements, and then plan and track their progress in taking them.

## Initial Actions

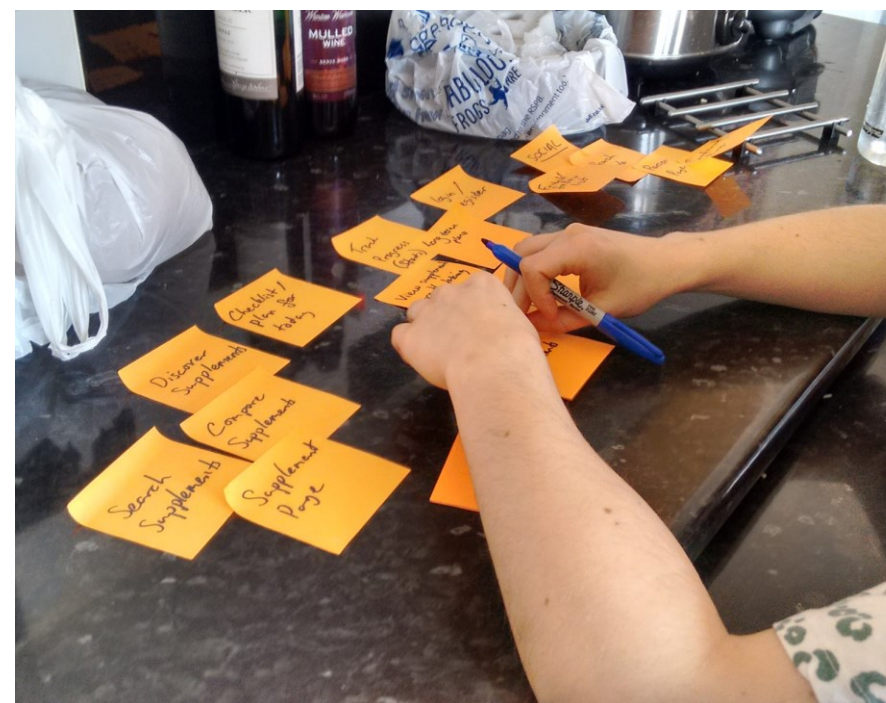
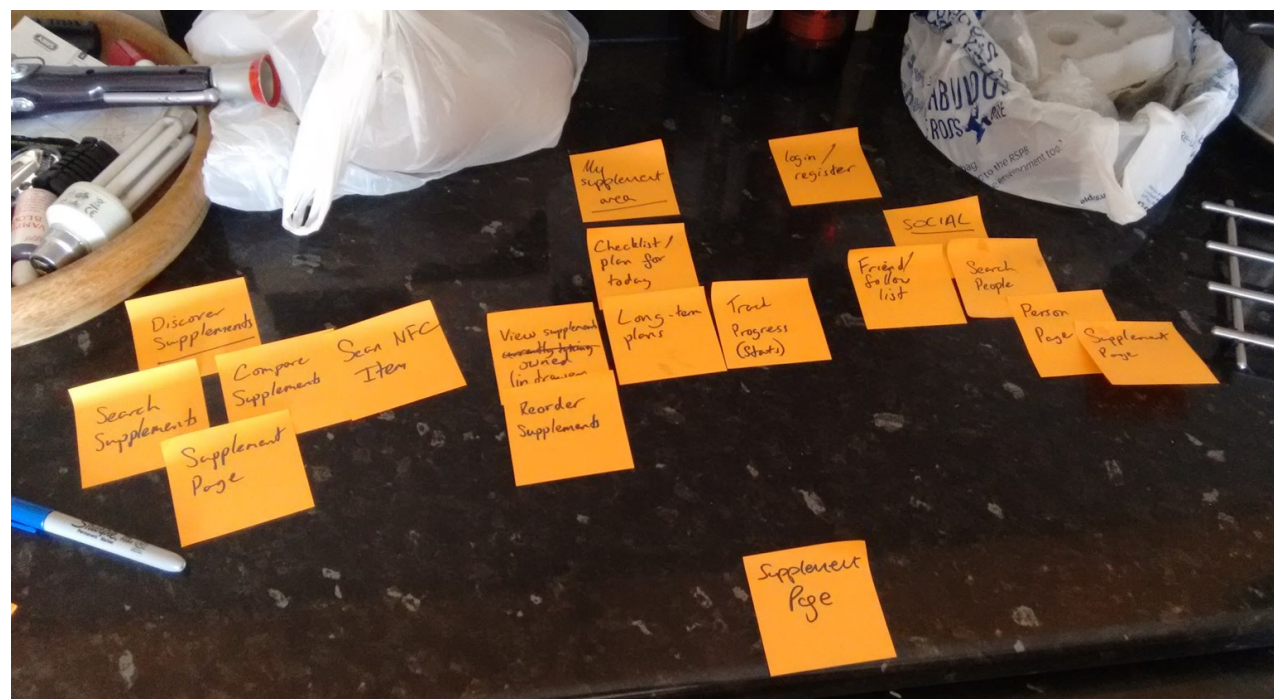
The key functions of the app were listed to ensure completeness, and an initial sitemap sketch was drawn up by the author to ensure that at least one layout existed that included all of the functions.

## Open Card Sorting

The open card sorting technique was used to improve the chances that the app structure would fit the mental model of its users.

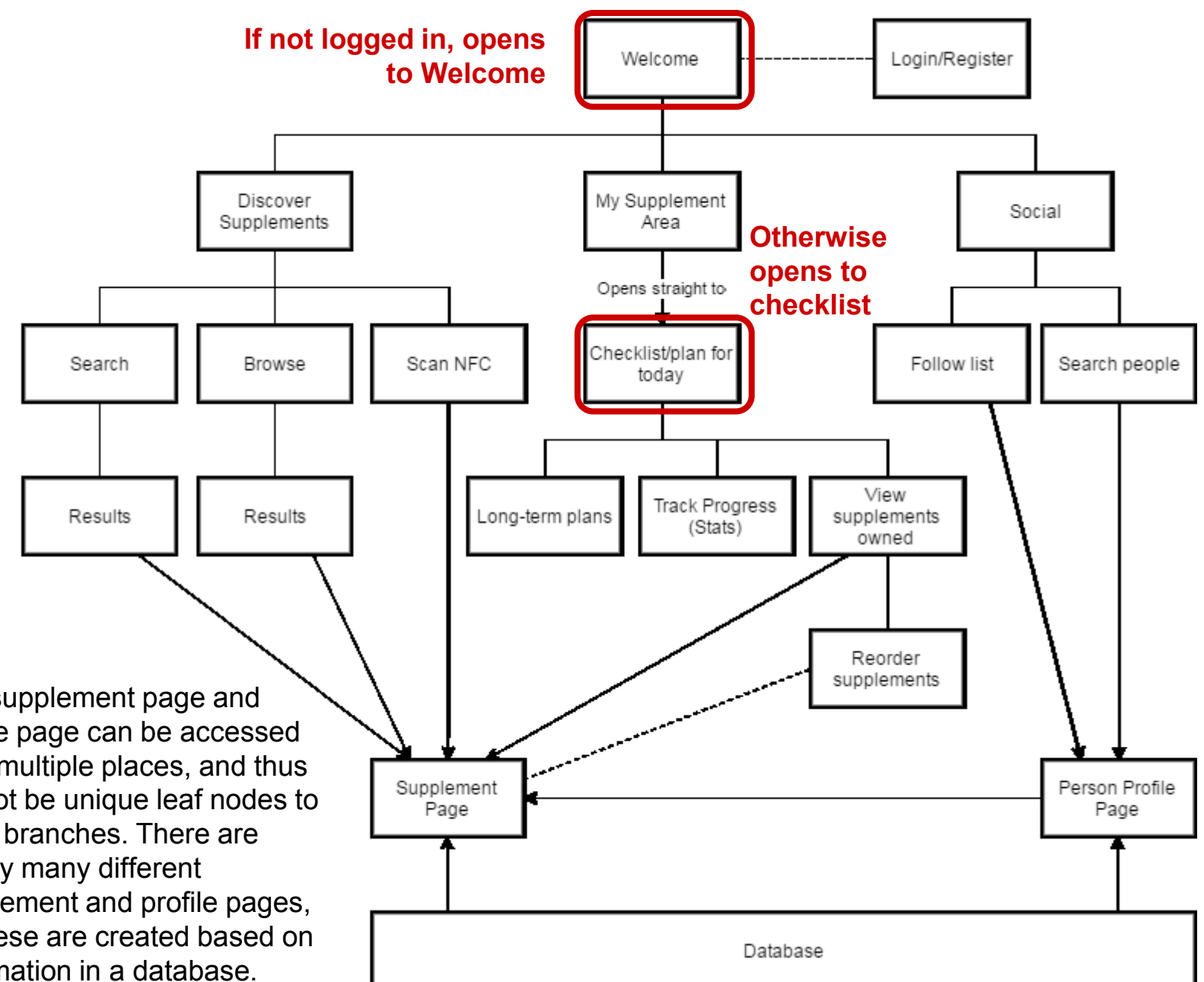
The functions were individually written on post-it notes and presented unsorted to a participant who had similar task and experience goals to the Persona 1 (created previously), who would be the more demanding of the 2 personas.

The participant was asked to group the cards, with spare post-it notes and a pen for creating group titles, describing her thought process as she went along. Once the cards were grouped, she was asked to structure the groups into a hierarchy, shown on the right.



## Comments on structure

It was felt both by the author and the participant that this broadly hierarchical layout did not lend itself very well to structuring the app in question, as, unlike many websites, the user flow involved going through nominally the same pages multiple times, but with the content conditional on variables set in other pages. The structure based on this can be seen below, although it cannot be called a strict hierarchy, it retains some of the features of one.

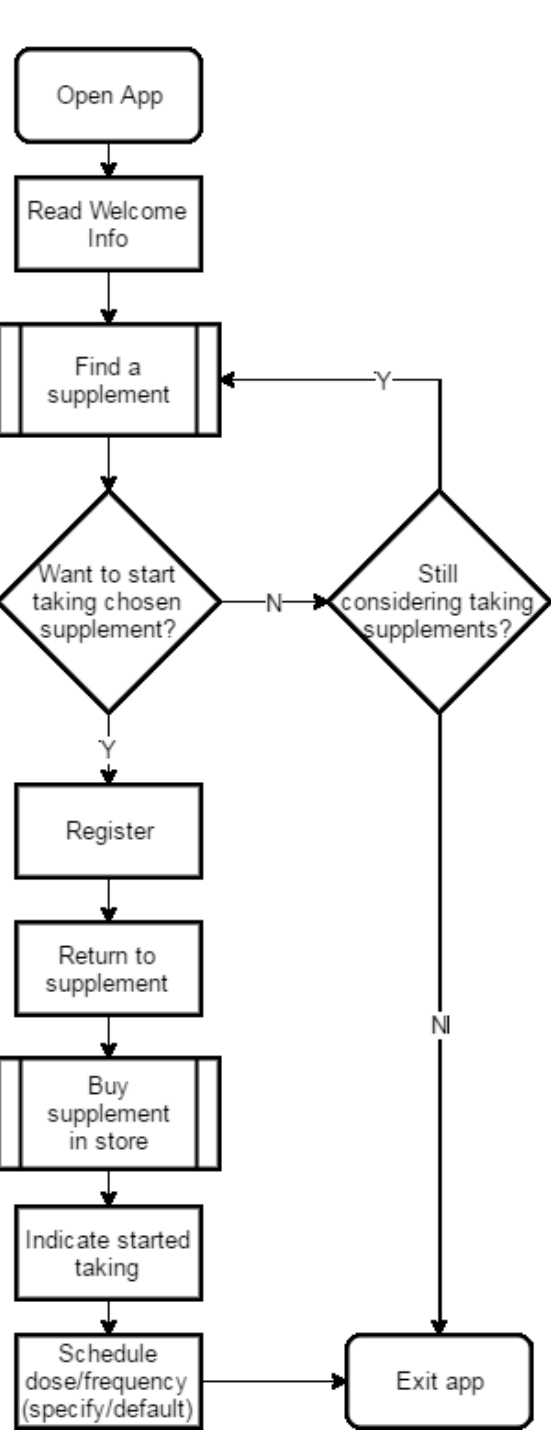


# Task Flow

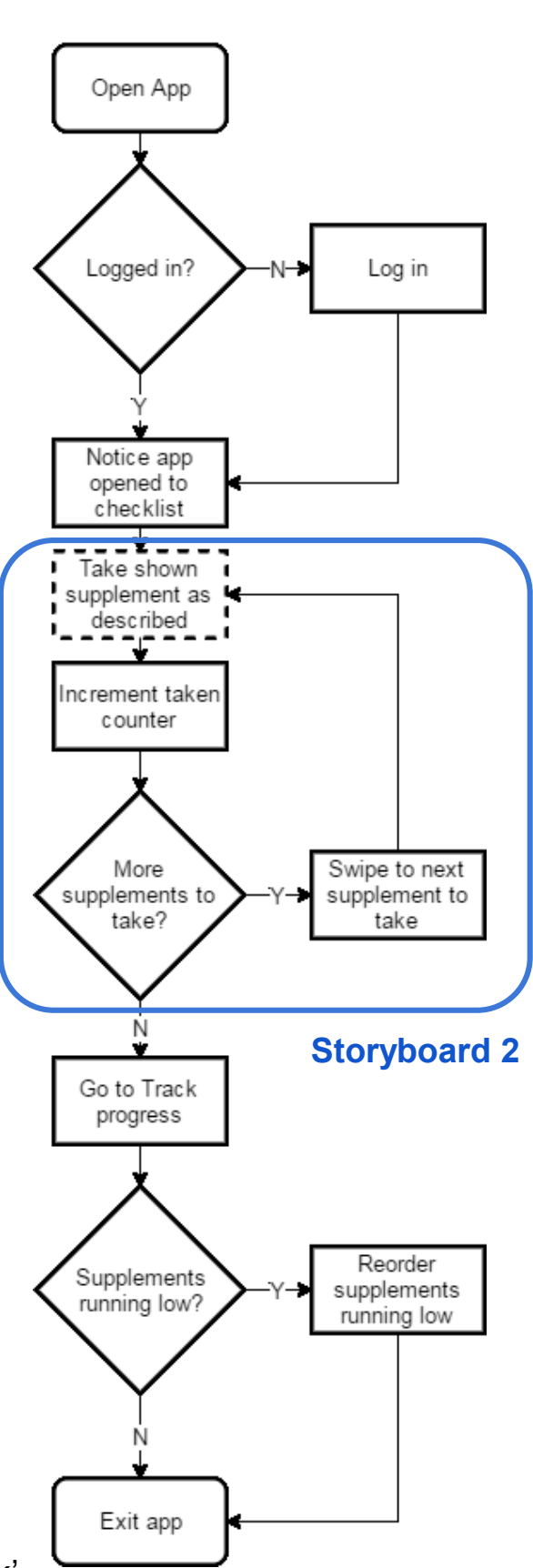
These were created as an intermediary step between the sitemap and the wireframes, allowing for a shift of focus from structure to process. The key flows provide a plausible route that uses the key functions of the app, including previously created storyboards. As these flows include the most important and frequently used functions, they are the priority for optimisation. Applicable to both personas.

## Key User Task Flows

*Possible first-time use - choosing supplements to buy*

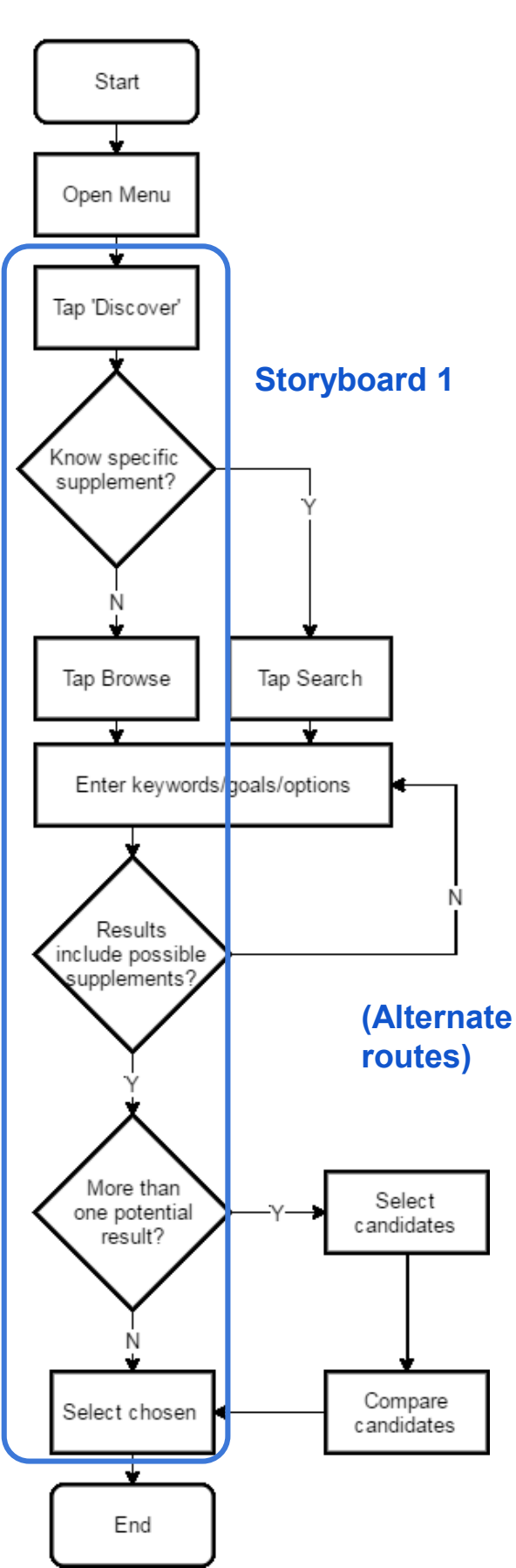


*Later use - checking off taken supplements*

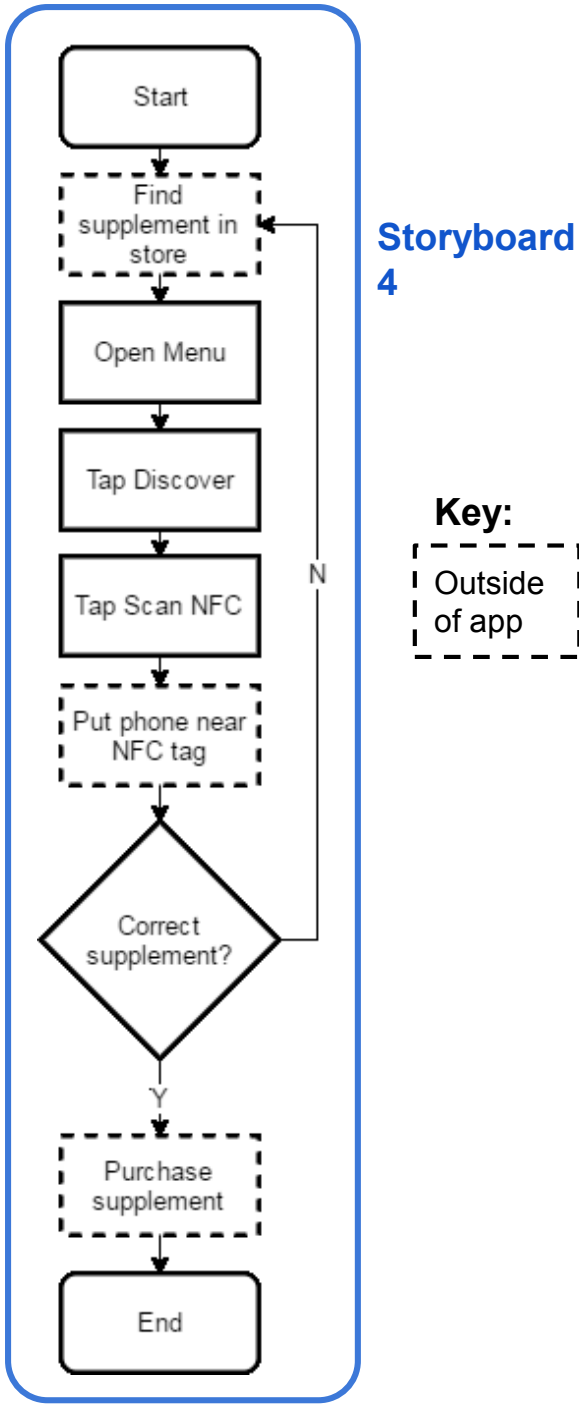


## Sub-processes

*Find a supplement*



*Buy supplement in store*



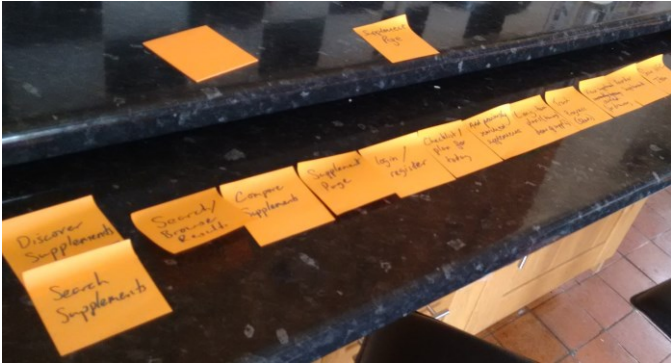
Storyboard 4

Key:

Outside of app

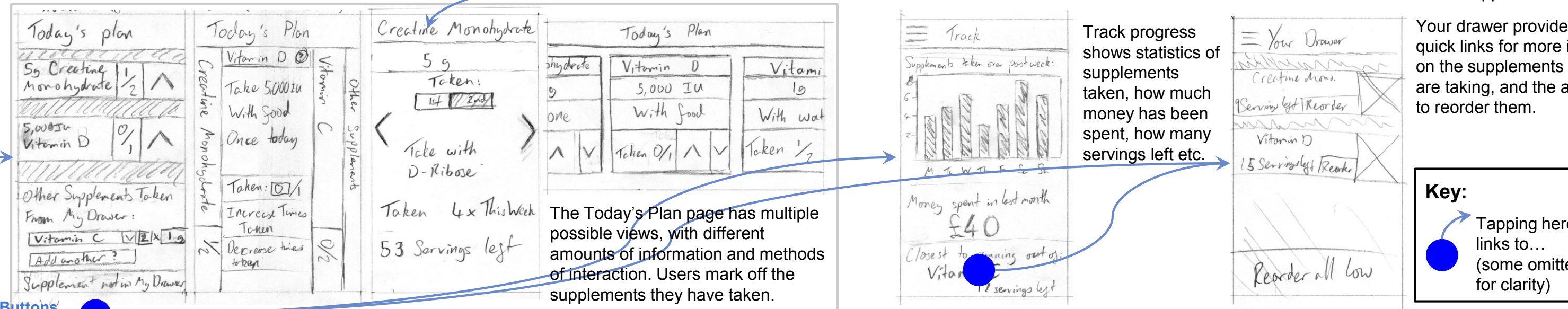
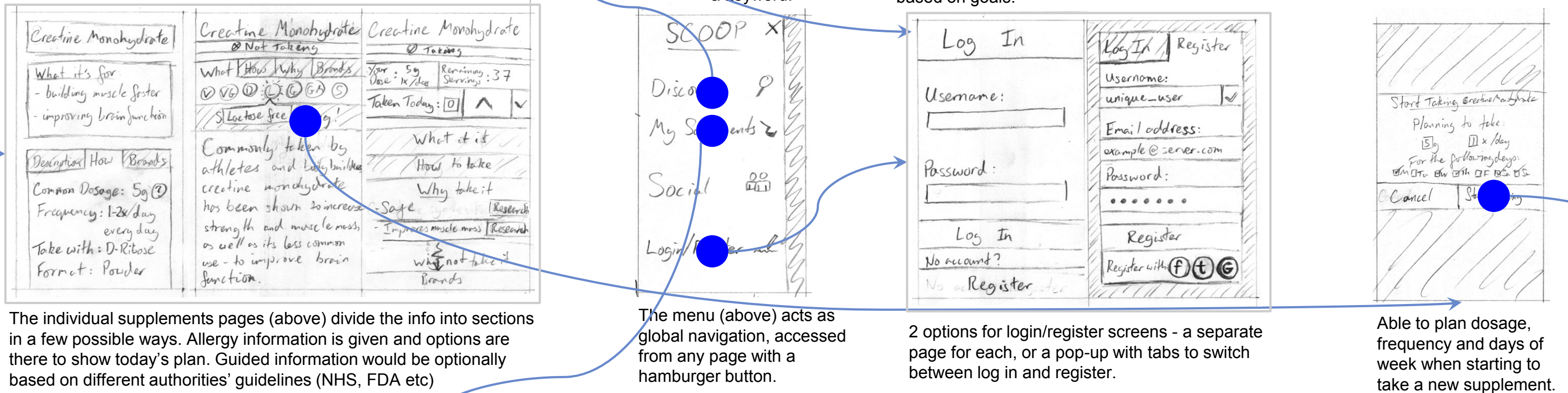
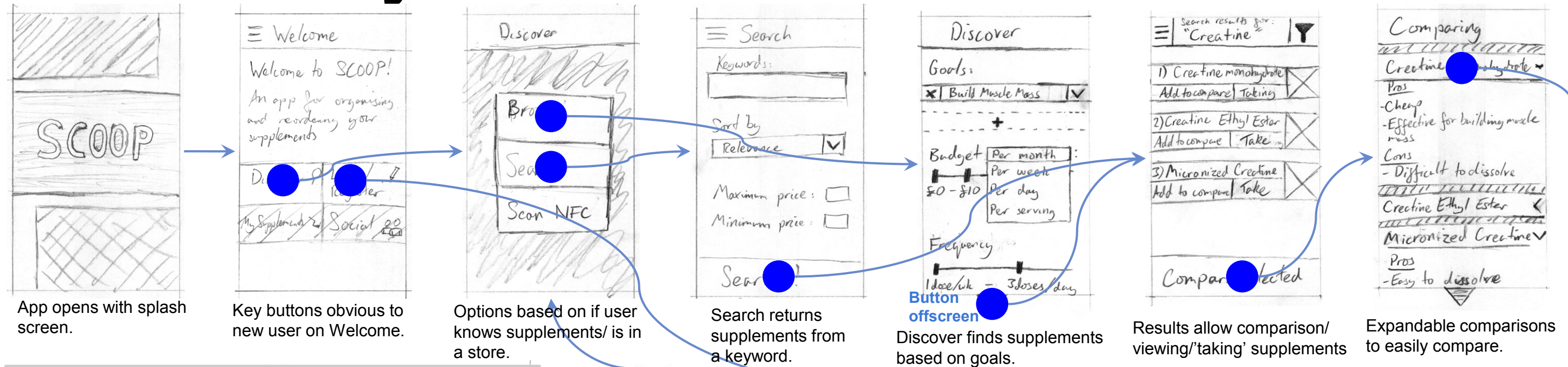
Taking the participant's preferred process and related storyboards into account, the flowcharts above were created, with the subtasks on the right extracted as independent.

The target platform for the app is an Android system, meaning that there will always be the global navigation option to go 'back'.





# Low fidelity Wireframes - Sketches of possible screen layouts based on task flows



Buttons  
offscreen

**Key:**

Tapping here links to... (some omitted for clarity)



# Design Evaluation

## - Testing the wireframes with 2 participants using different techniques

### Interactive prototyping with POP

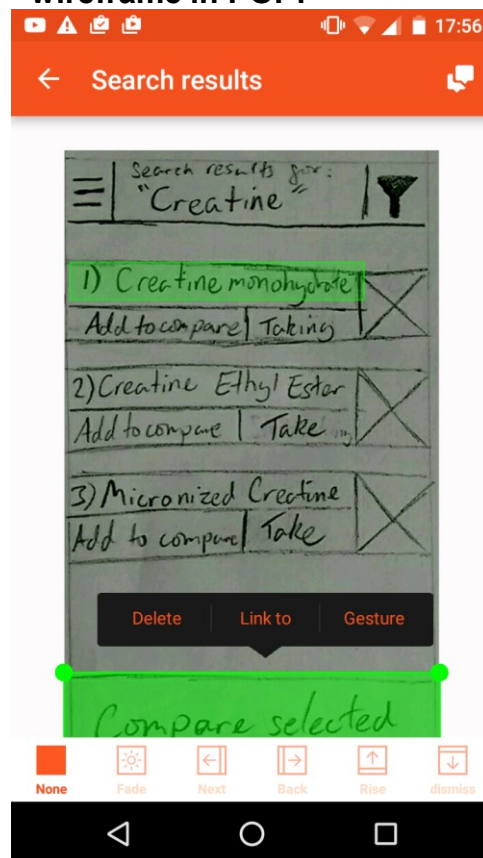
Prototyping On Paper (POP) is an app that allows photos of paper wireframes to be linked together by creating areas on each photo to act as buttons.

A participant was found who had attributes similar to Persona 1:

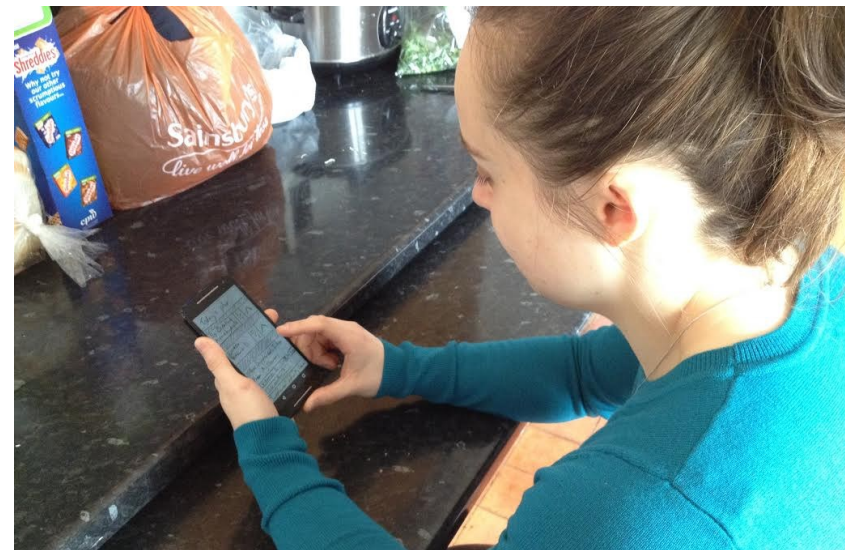
- High level sportswoman
- Familiar with supplements
- Similar task and experience goals

With the wireframes already drawn, this allowed for a prototype to be made up very quickly. The participant was able to use the target platform, and interact with the prototype as they would an actual app, improving the ecological validity of the testing. She was asked to talk through her thought process as she navigated to pages chosen from the task flows.

Adding links to the wireframe in POP:



POP -  
Prototyping  
On Paper

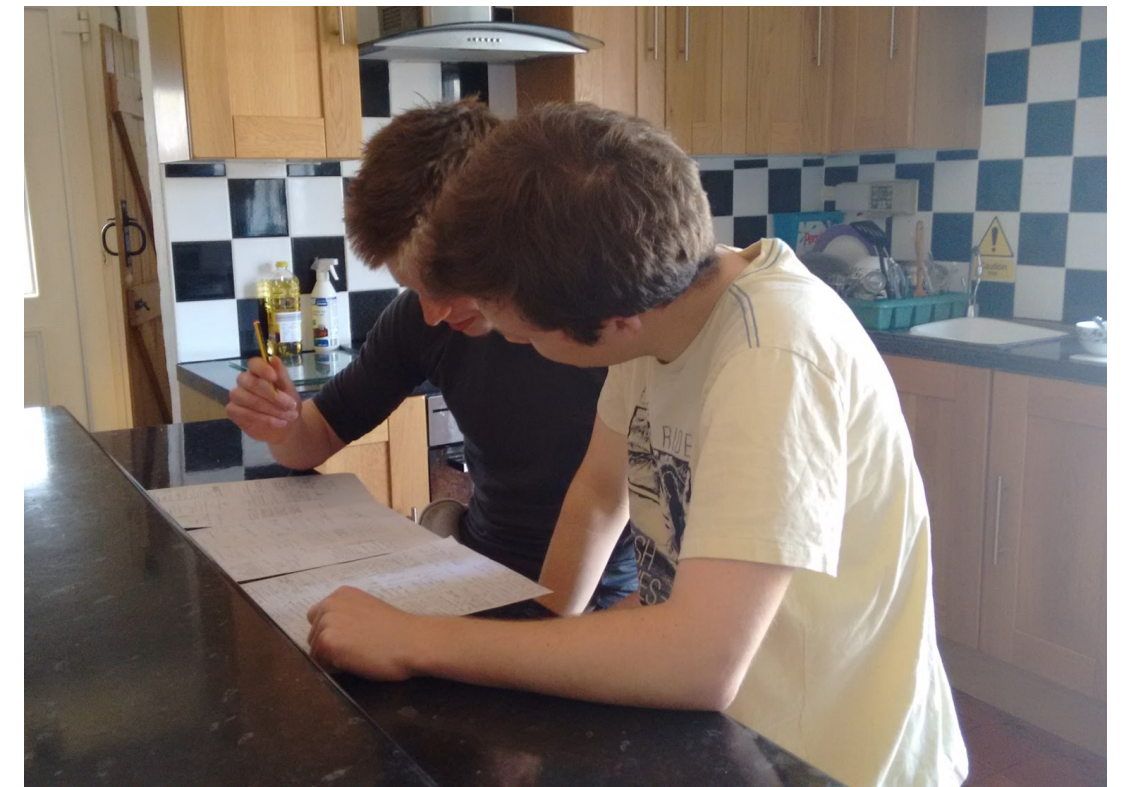


### Discussing Wireframes

The wireframes were also presented to, and discussed with, another participant, with some important characteristics that would make him the least likely to be able to use the app easily (so if he could make sense of it, most others should be able to as well):

- No prior knowledge of the workings of the app
- Has never taken supplements.

Questions that were asked included "how would you interpret this slider?", "what would you expect the app to do next after selecting this?", as well as more general discussion on why features did or did not work well, and what might improve them.



This provided the opportunity to go more into depth with issues raised by the first participant

One of the major limitations of the app is that it can only show static screens, so any scrolling or popups have to be drawn as entirely separate screens, or worked around some other way.

For this evaluation, popups had their own screen, and pages with scrollable content, where an intended button was off-screen, were given an additional swipe button somewhere visible instead.



# Design Iteration

2) The search and browse pages seemed redundant with too much overlap, a better solution being to combine them.

It was also felt that it would be helpful to have the scan NFC directly on the menu, so it could be used quickly multiple times. Together, these obviate the need for the popup when discover is pressed (wireframe 3), and simplify the task flow. This would be particularly important for e.g. scenario 4, where time saving for going through the process once would be multiplied by a large number of times doing it.

3) It was awkward for the button to be offscreen; it meant that even if enough of the sections had been filled out, the user would still have to scroll to the bottom.

1) The sliding blades (left) were considered cool, but possibly gimmicky, harder to read, and slow compared to the simple list (right), which would be more appropriate for fast everyday use, especially considering that the more detailed information could be accessed by turning the phone landscape (below). The bottom-right would also be too slow.

1) The up/down buttons were preferred to separate buttons for each dose, although the text edit option could be left in (for easily entering large numbers) without any loss in functionality or understandability.

Today's Plan

Vitamin D ②

Take 5000IU With food Once today

Other Supplements

Vitamin C

Taken ①/1 1

Increase Times Taken

Decrease times taken

1/2

1

Today's plan

5g Creatine Monohydrate 1/2 ^

5,000IU Vitamin D ①/1 ^

Other Supplements Taken From My Drawer:

Vitamin C [v] ②/1 1g

Add another?

Supplement not in My Drawer

Search

Keywords:

Sort by Relevance [v]

Maximum price: [ ]

Minimum price: [ ]

Search!

Discover 2

Goals:

x Build Muscle Mass [v]

Budget

Per month

Per week

Per day

Per serving

Frequency 4/2

1 dose/wk - 3 doses/day

3

SCOOP x

Discover ⑧

My Supplements 5

Social ②/1

Login/Register 1

Start Taking Creatine Monohydrate

Planning to take:

⑤ ① x/day

For the following days:

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

3 Cancel Start Taking 2

Creatine Monohydrate

5g

Taken: ①/1 1

Take with D-Ribose

Taken 4x This Week

53 Servings left

Creatine Monohydrate

⑧ Not Taking

What it's for 7

- building muscle faster

- improving brain function

⑧ What ⑨

Lactose free taking! 4

Commonly taken by athletes and bodybuilders creatine monohydrate 5

has been shown to increase strength and muscle mass, as well as its less common use - to improve brain function.

Description How Brands

Common Dosage: 5g ②

Frequency: 1-2x/day every day

Take with: D-Ribose

Formet: Powder

Creatine Monohydrate

⑧ Taking

Your Dose: 5g

Remaining Servings: 37

Taken Today: ①/1 [v]

8 What it is

How to take

Why take it

Sage [Research]

Improves muscle mass [Research]

What not take it

Brands

Log In

Username:

Password:

Log In

No account?

No Register

Log In Register 6

Username:

unique-user [v]

Email address:

example@server.com

Password:

.....

Register

Register with (f) (t) (G)

Plan

D

IU

Food

Vitami

lg

With wat

Taken 1/2

1

A number of comments were made on the supplement pages:

7) The separate summary took up too much screen real estate.

8) The single word section titles were preferred to phrases, but the small tabs were thought more awkward than the expanding ones.

9) The allergen info pop ups were well liked.

4) The 'Start Taking' button should be outside the 'What' section, so it can be accessed from any tab.

5) The What tab should have an image of the supplement.

Key

General comment

Notes from participant

Notes from participant

3) The planning popup when adding a supplement to your drawer should have an option to not plan to take it, so that it matches someone's physical drawer, and for quick access.

2) 'Start Taking' is a bit unclear as to what the app will do, a more clear action is needed. Combined with the idea of a virtual drawer, one of the (now three) options could become 'Add to Your Drawer', and the other would also create a plan.

6) The pop-up login/register screen (right) was preferred to a separate login/register page. This is because the popup feels less like the app is taking you on a “round trip” such that you will have to find your way back to where you were. Instead it suggests that once complete, you will continue on the page you opened it from.

## Key

## General comments

## Notes from participant 1

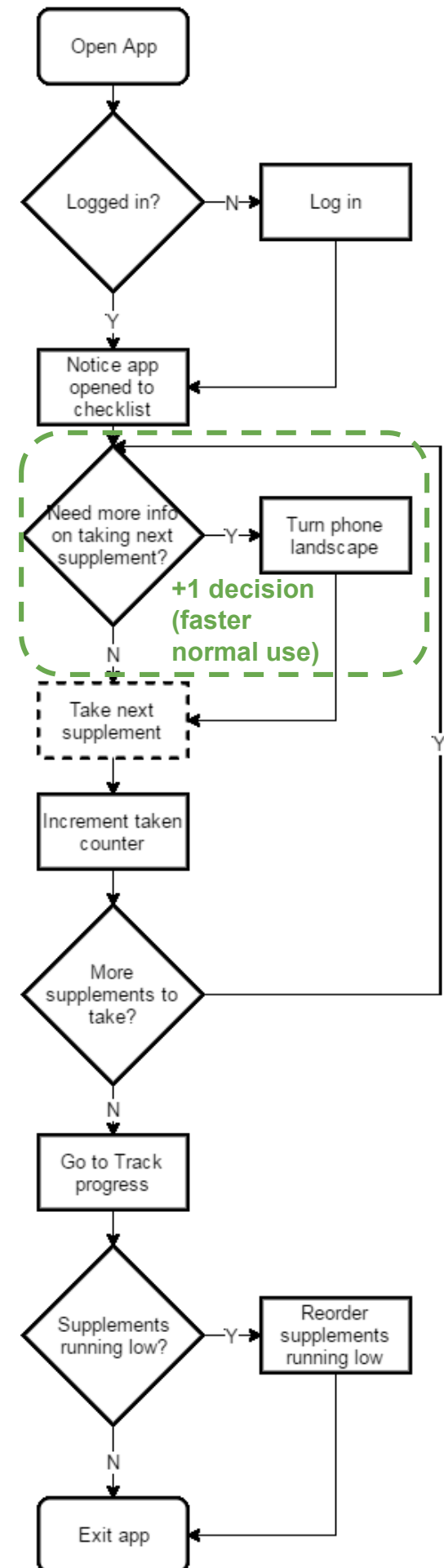
## Notes from participant 2



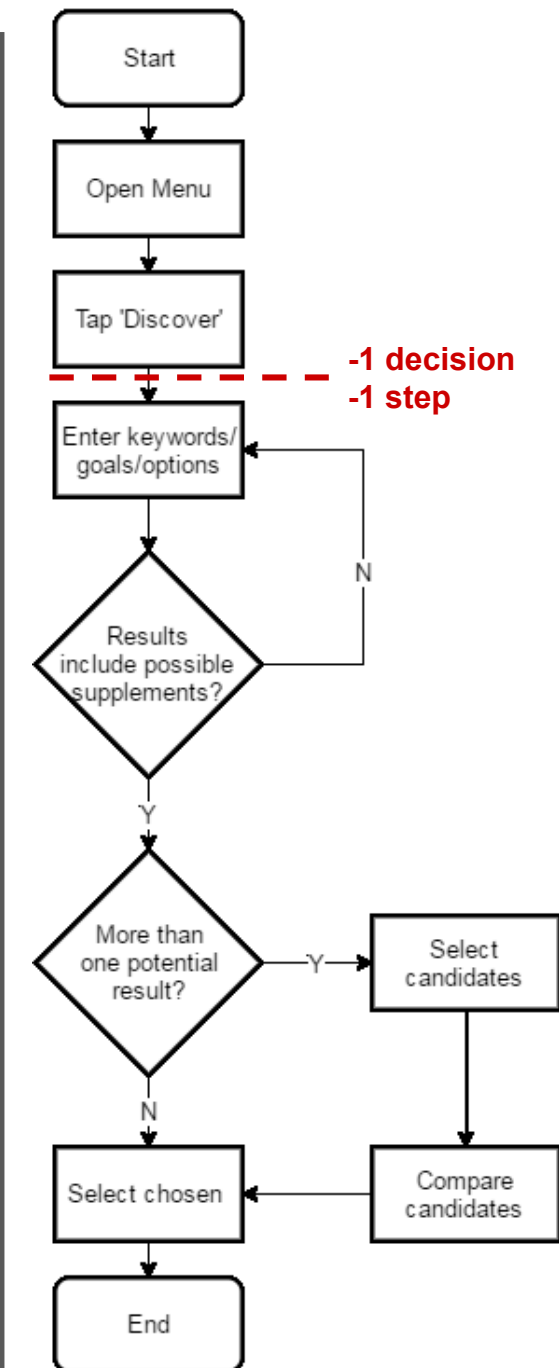
# Revised sitemap & flow

- Information architecture improved based on user feedback

## Check off taken supplements:

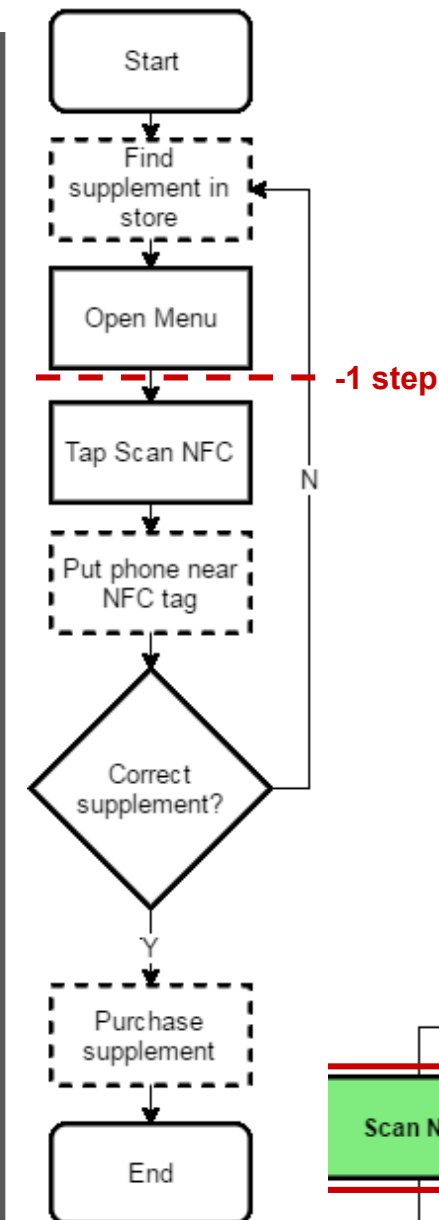


## Find a supplement:



The new flows reduce the redundant steps to perform the necessary functions for the app. There is also the option to turn the phone landscape for more information on how to take a supplement (with another supplement, the dose, with a meal etc.). This provides an experienced user with a fast way to check off their supplements for the day, but still allows anyone without sufficient information to easily get it, without taking up much more time.

## Buy supplement in store:



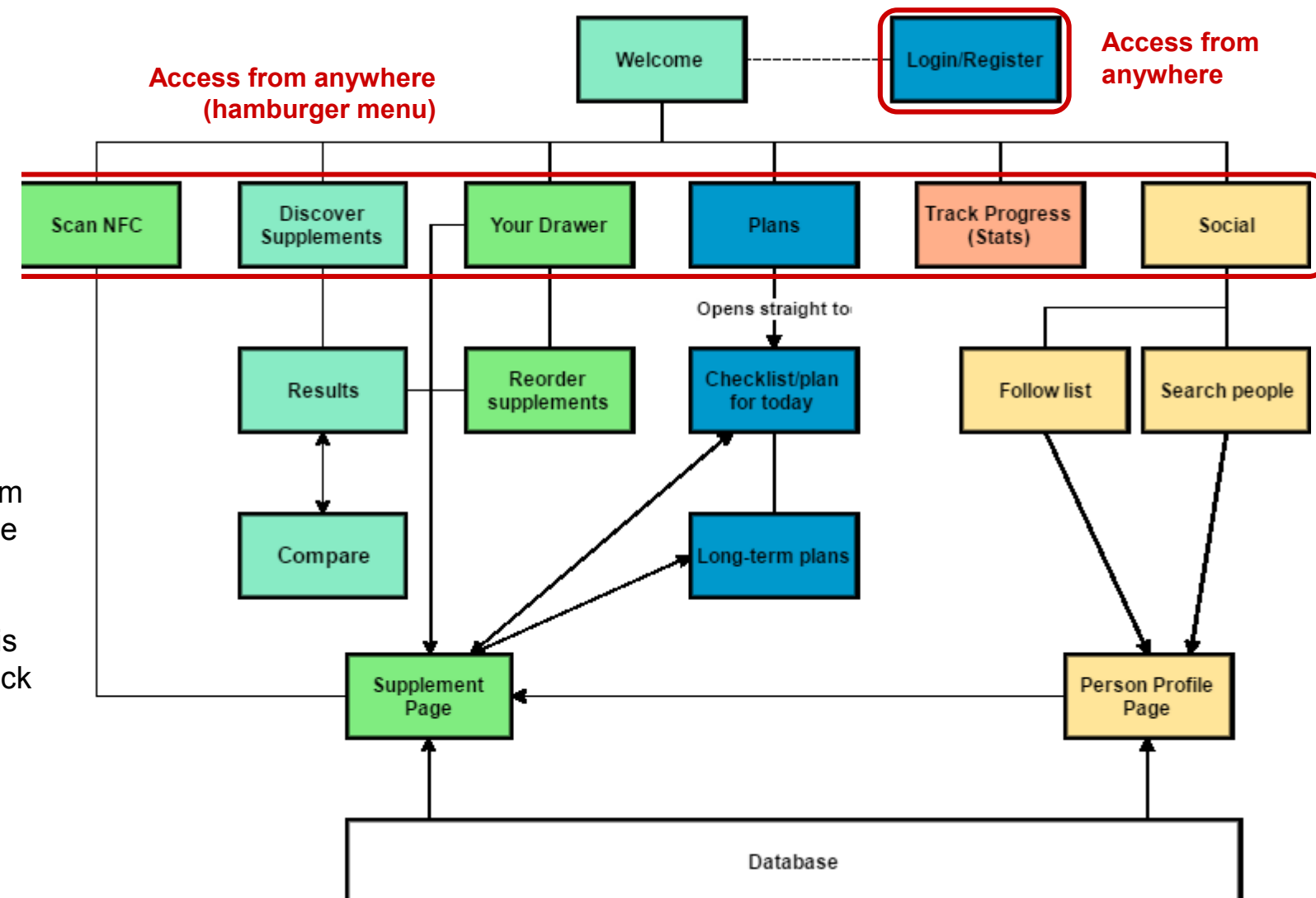
The revised sitemap is now shallower and simpler. This should help both the mental model of the user, as well as the speed with which they can use the app.

Through discussion with participants, it became apparent that it would be helpful to differentiate the different types of page. To do this, they have been colour-coded in 5 groups (as shown in the above sitemap):



Supplement  
Planning/Organisational  
Discover/Welcome  
Stats  
Social

These were based on the original colourscheme, however further testing is required to determine if there are any problems, e.g. for colourblind people or readability issues.

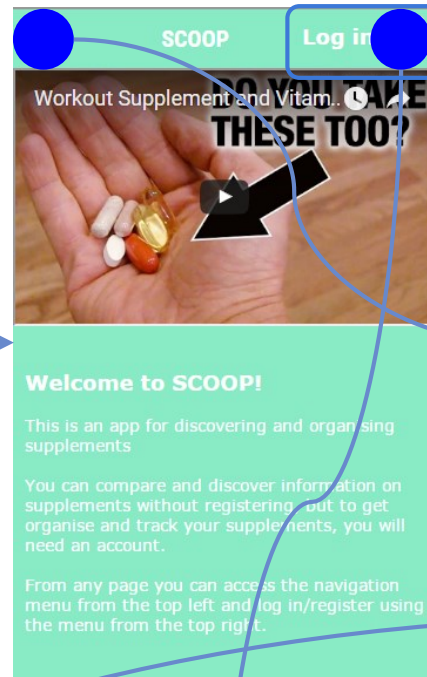


# Revised wireframes

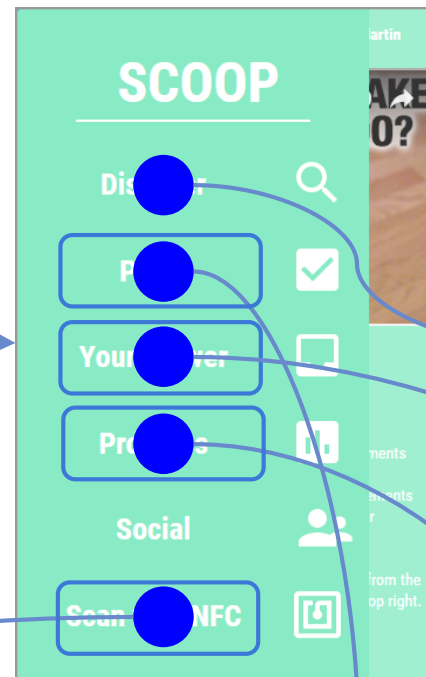
- Designs improved based on user feedback



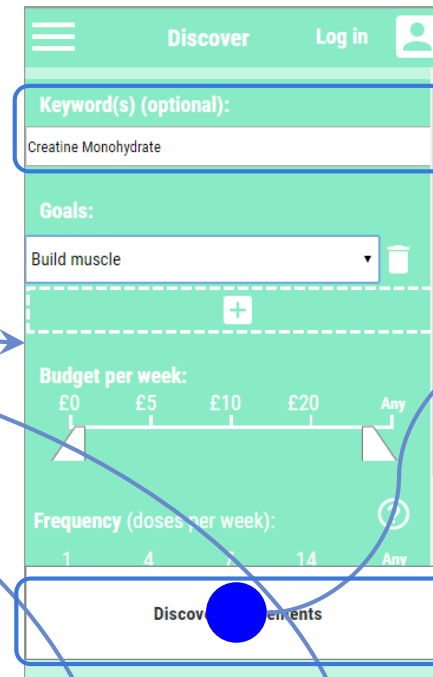
The app opens with an animated splash screen.



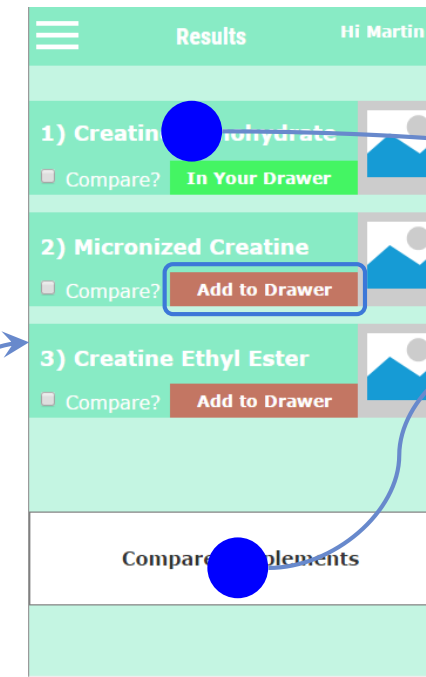
The log in/register button is now at the top right when not logged in.



More pages are now at the top level - available through buttons on the main menu, which slides in from the left.



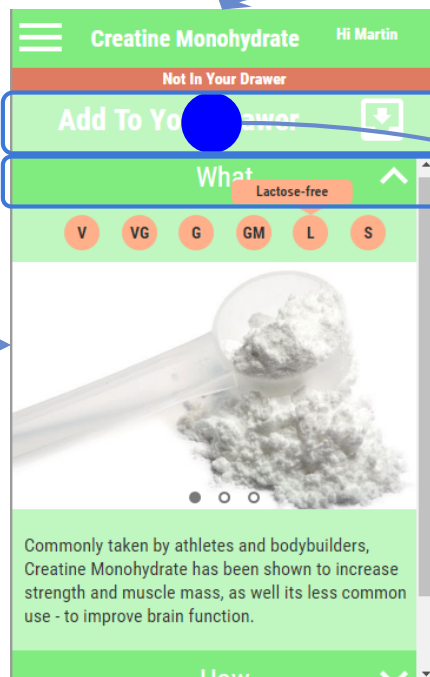
The browse and search pages have been combined into one 'Discover' page. The discover button is now always accessible without scrolling.



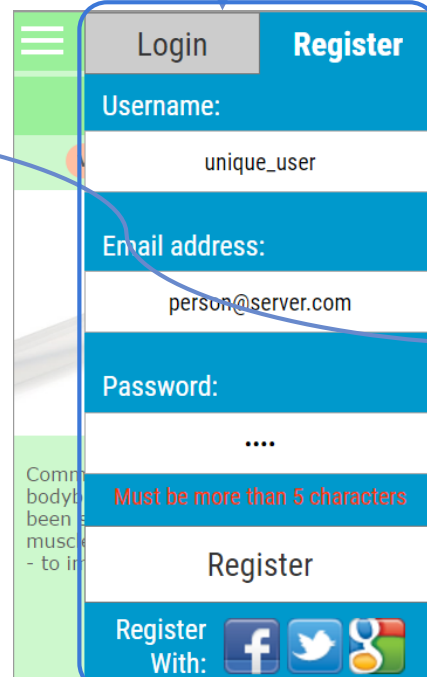
Supplements can be jumped to, compared, or added to Your Drawer from the Results page.



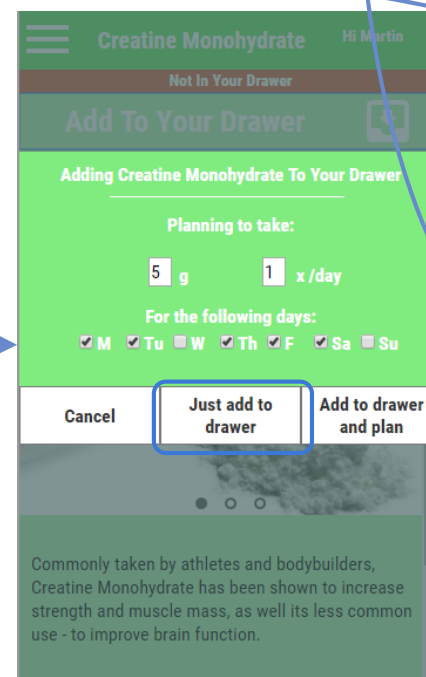
Expandable sections allow for quick comparison between multiple supplements.



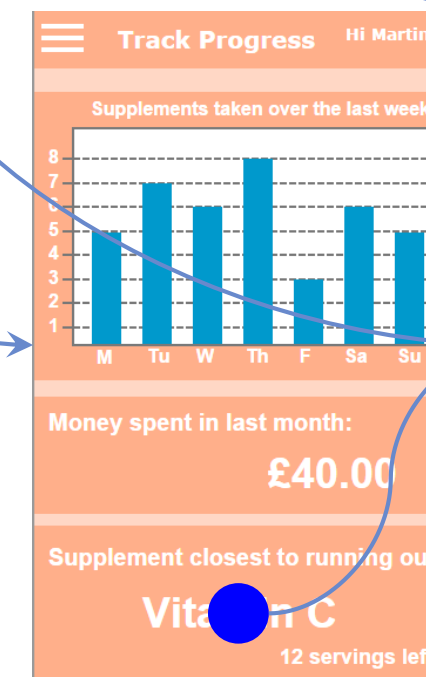
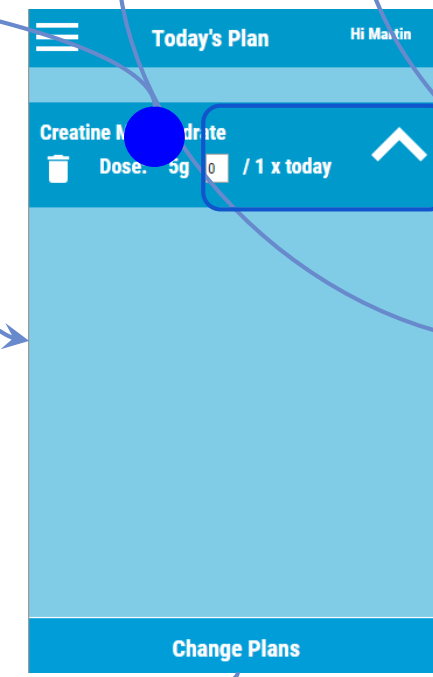
The add to drawer button is above the expandable sections. Titles have been changed to single words. An image carousel has been added.



The login/register tabbed panel now slides in from the side instead of being a pop-up/new page, in order to mirror the action of the menu.

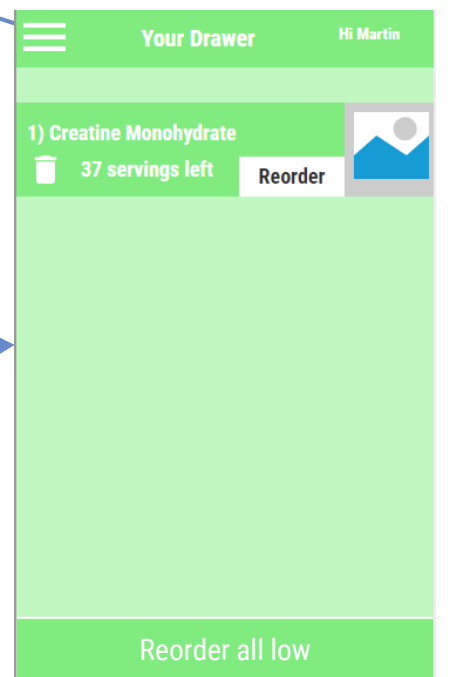


A 3rd option was added to the drawer/planning pop-up.



Track progress gives some useful overall statistics.

The fast version of the plan is portrait, and the more detailed is landscape. Both arrows and a text box can be used to edit number of doses taken today.



Your Drawer allows users to quickly see how much of each supplement is left, and to reorder one or all that are running low.

**Final thoughts:** Testing and iterating on the initial designs, incorporating user feedback into the revisions, has allowed the information architecture, the task flow, and the usability of individual pages to improve drastically.

**Key:**  
Changes from initial wireframes