



Smoothies Recipes App

Cynthia

Group project

Member of the group :

Yarlin

Aiesha

Rofa

Rezwan

Cynthia

Tiffany

I was happy to work with this team.

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Research insights

1. *This insight addresses the need for flexibility and personalization in the app, allowing users to adapt smoothie recipes to their dietary restrictions, allergies, or taste preferences. Providing customization features enhances user satisfaction and engagement, as it caters to individual needs while still meeting nutritional goals.*

2. *Staying updated on current health and fitness trends ensures that the app remains relevant and appealing to users who are interested in adopting or maintaining a healthy lifestyle. By incorporating popular diets, superfoods, and health practices, the app can attract a wider audience and capitalize on emerging wellness trends.*

3. *A seamless and intuitive user experience is essential for the success of any app. Researching successful UX design elements and incorporating them into the smoothie app ensures that it is user-friendly, visually appealing, and engaging. A well-designed app enhances user satisfaction, encourages frequent usage, and contributes to long-term retention.*

Problem Statement

Young adults are busier than ever before with school and work. Their diets are often deficient and don't meet daily requirements for health. What can we do to help busy young adults maintain a healthy diet?

Hypothesis

To reach this age group we need a fast, easy, time-saving, delicious and convenient meal choice, without sacrificing proper nutrition. Our solution is to build an easy-to-use smoothie app.

Proposed Solution:

Our solution to help busy young adults maintain a healthy diet is an easy-to-use smoothie app that offers a fast, convenient, and delicious way to meet their nutritional requirements. The app will feature a diverse range of customizable smoothie recipes, carefully curated to provide a balance of essential nutrients, vitamins, and minerals. Users can personalize their smoothies based on taste preferences, dietary restrictions, and ingredient availability, ensuring a tailored and enjoyable experience. The app will integrate educational content to empower users with knowledge about the nutritional benefits of various ingredients, fostering informed choices. To enhance user engagement and motivation, the app will include social features, allowing users to share recipes, success stories, and participate in challenges within a supportive community.

Constraints and Design Decisions:

1. Ingredient Accessibility:

- This constraint directly addresses the challenge of ingredient availability varying regionally. The design decision to provide alternative ingredient suggestions ensures that users can still access and use the app effectively, regardless of their location. It promotes inclusivity and widens the app's appeal to a broader user base.

2. User Customization:

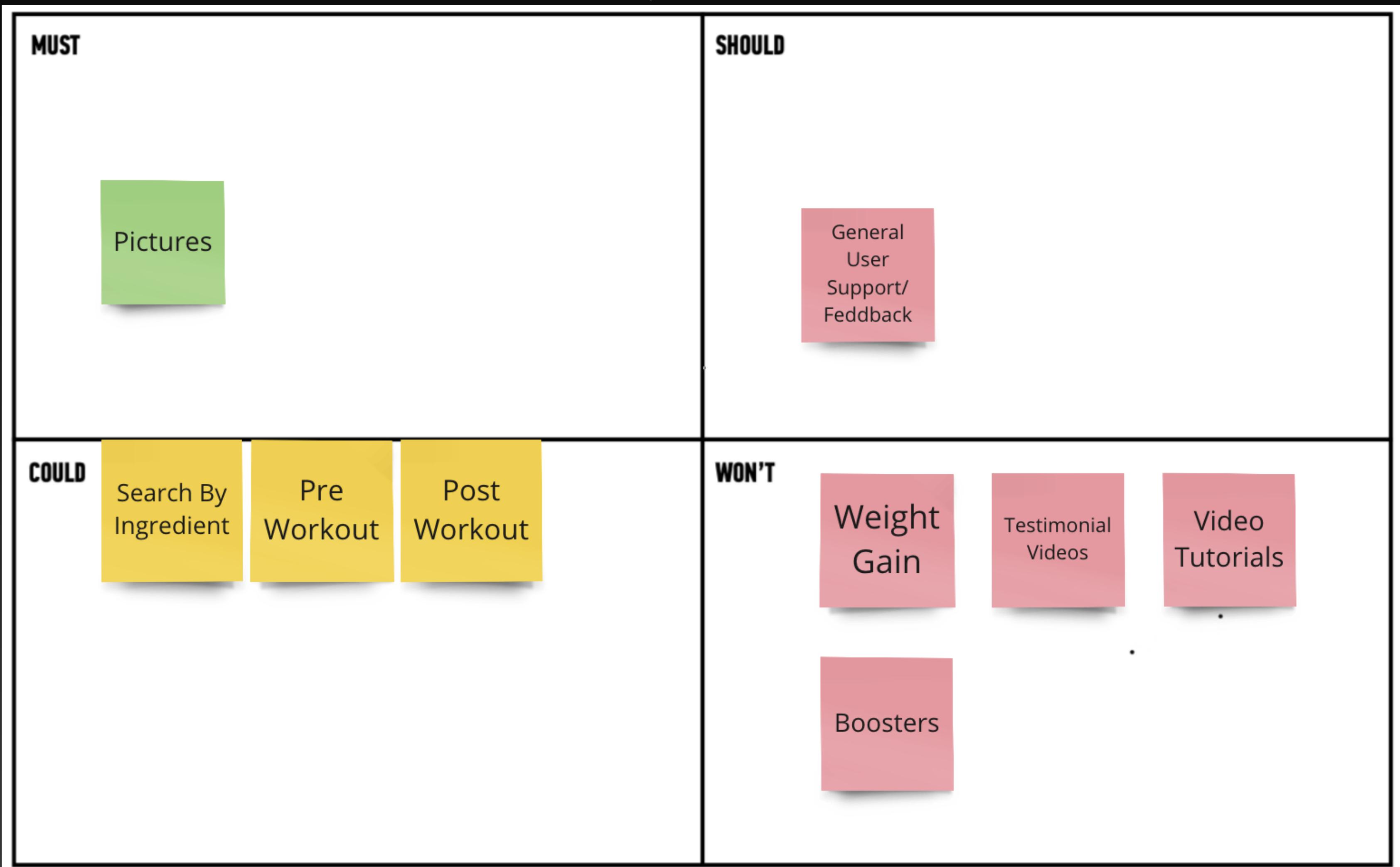
- Balancing customization with nutritional goals is a critical challenge to address. The design decision to implement guided customization offers users flexibility while maintaining the nutritional integrity of the smoothie recipes. This ensures that users can personalize their experience without compromising their health objectives, thus enhancing user satisfaction and engagement.

3. Educational Content:

- Catering to users with varying levels of nutritional knowledge is essential for the app's effectiveness. The design decision to develop a user-friendly interface with bite-sized educational content addresses this constraint effectively. By making nutritional information accessible and engaging, the app can empower users to make informed choices about their diet, thereby promoting long-term adherence and positive health outcomes.

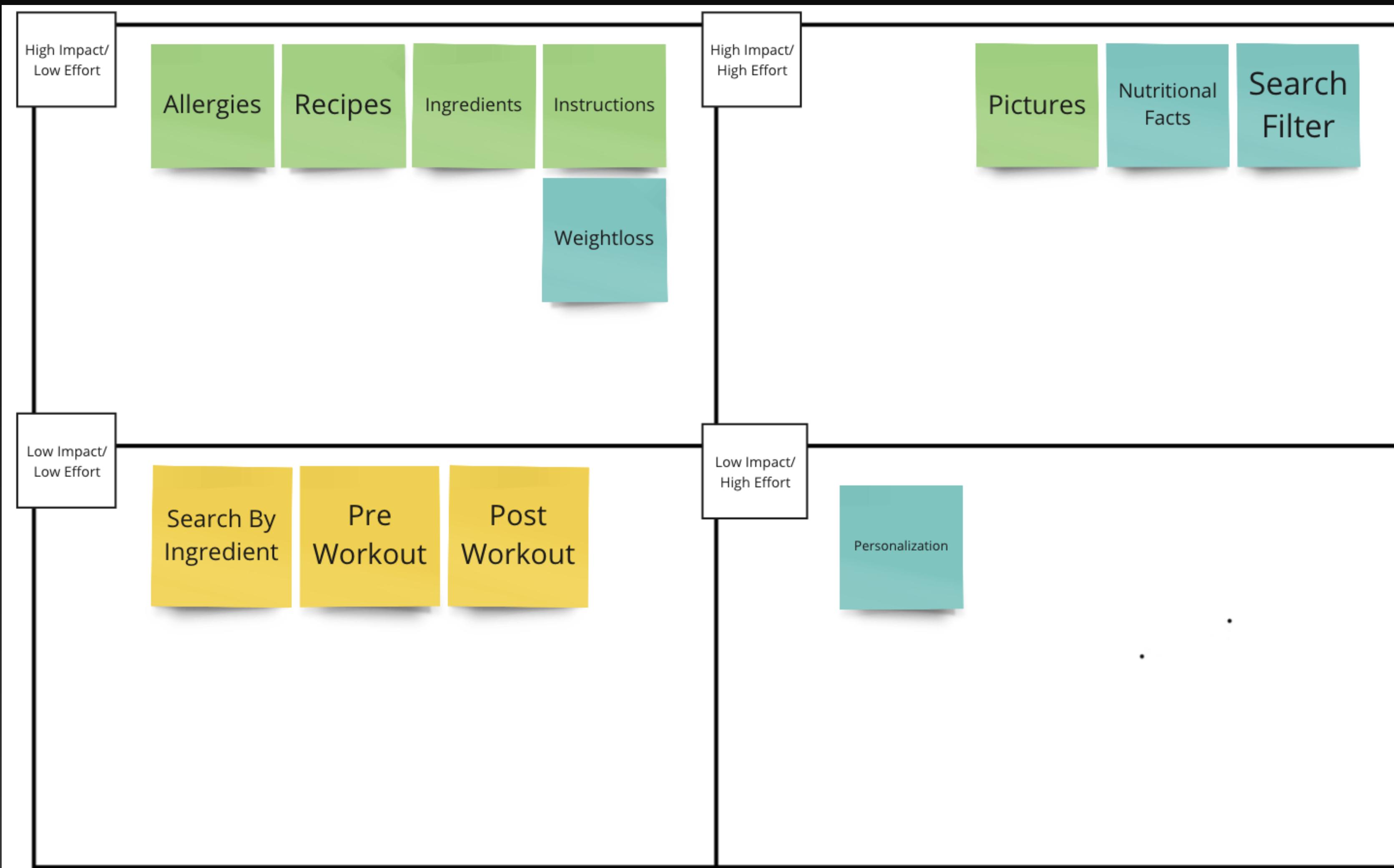
Moscow Map

My role in the task (MOSCOW app) was to gather information on appropriate words for the app.



Feature Prioritization Chart

My role in this task was to observe and identify the essential features that the app should have.



Competitive Analysis

My role in this task was search for smoothie app that easy to use.



Discussion Guide

I conducted interview with two people my sisters and my friend.

https://docs.google.com/document/d/1125gm_HFNQ4zOR1fjFuKyql6CaPEUc4AELtGBljtZ6l/edit?usp=sharing

Based on the interviews we did we found that people of all ages love smoothies and incorporate them into their diet for many reasons but priority wise for a healthier diet.

User Interview Discussion Guide

Prepared By: Aiesha, Alimatta Cynthia, Rezwan, Rofa, Tiffany, Yarlin | 9/24/23

INTERVIEW GOAL

- To understand the different reasons why young adults drink smoothies

INTRODUCTION

Hi my name is (YOUR NAME). Thank you for taking the time to talk to me. Do you mind if I jot down your responses? OK, great. Thanks! I just want to give you a quick overview. I am working on a project that will give young busy adults a fast, easy, time-saving, delicious and convenient meal choice, without sacrificing proper nutrition through drinking smoothies. This will take less than 10 minutes. Your data will be used for research purposes only.

OPENING QUESTIONS

- What is your name?

Aiesha:

P1 Thomas

P2 Angie

Alimatta Cynthia

P3 Sam

P4 Esther

Rezwan

P5 Mohammad

P6 Demetri

Rofa

P7 Taya

P8 Elise

Tiffany

P9 Marianne

P10 Marcus

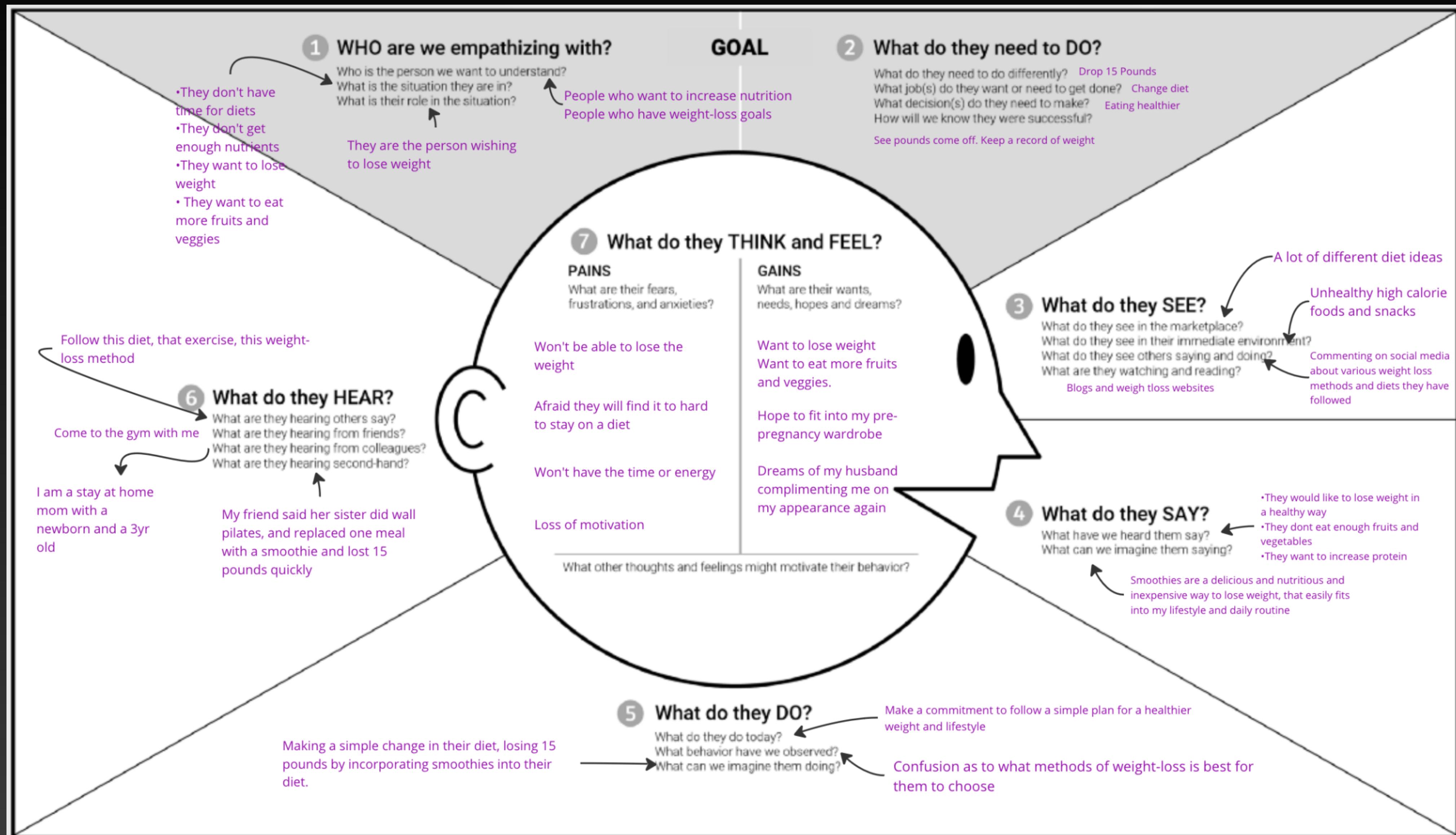
Yarlin

P11 Nicole

P12 Teresa

Empathy Map

One task I did on an empathy map was to gather information about the users thoughts and feelings related to themselves.



Persona

My main task here was to create an appropriate user scenario.

Group 2 Persona

Demographics

Name: Leah Cooper

Age: 25

Location: Brooklyn, NY

Job: Head manager at
google customer service



Behaviors & Habits

(e.g., hobbies, likes, dislikes)

Likes: Avid coffee drinker,
her cat Max

Hobby: Enjoys morning
zumba class

Dislikes: Hiking, and cooking

User Scenario

As a **curvy woman**,
I want to **lose 15 pounds**
so I can **feel my best in my tiny bikini**

Pain Points & Frustrations

(e.g., what they're struggling with)

Struggles with dropping weight

Finding time to exercise

Doesn't like cooking

Doesn't eat enough fruits and veggies

Needs & Goals

(e.g., wants, hopes)

Goals: Eat healthier

Find time to exercise

Eat more healthy foods

Needs: to get more protein

More nutrition

Hopes: To lose weight

JTBD

(e.g., wants, hopes)

Situation: When I look at myself in the mirror I am not happy. I do not have time to achieve my summer body.

Motivation: I want to go away on a summer vacation and wear a tiny bikini.

Expected Outcome: Replacing one meal per day with a weight-loss smoothie, balanced with fruits and veggies
Leah plans to drop 15 pounds so I can look my best.

User Scenario

Leah wants to lose 15 pounds by Summer, so she could feel good about herself. She loves smoothies and found our app, and thinks it's a great way to find great smoothie recipes and track calories and nutritional facts to lose the weight.

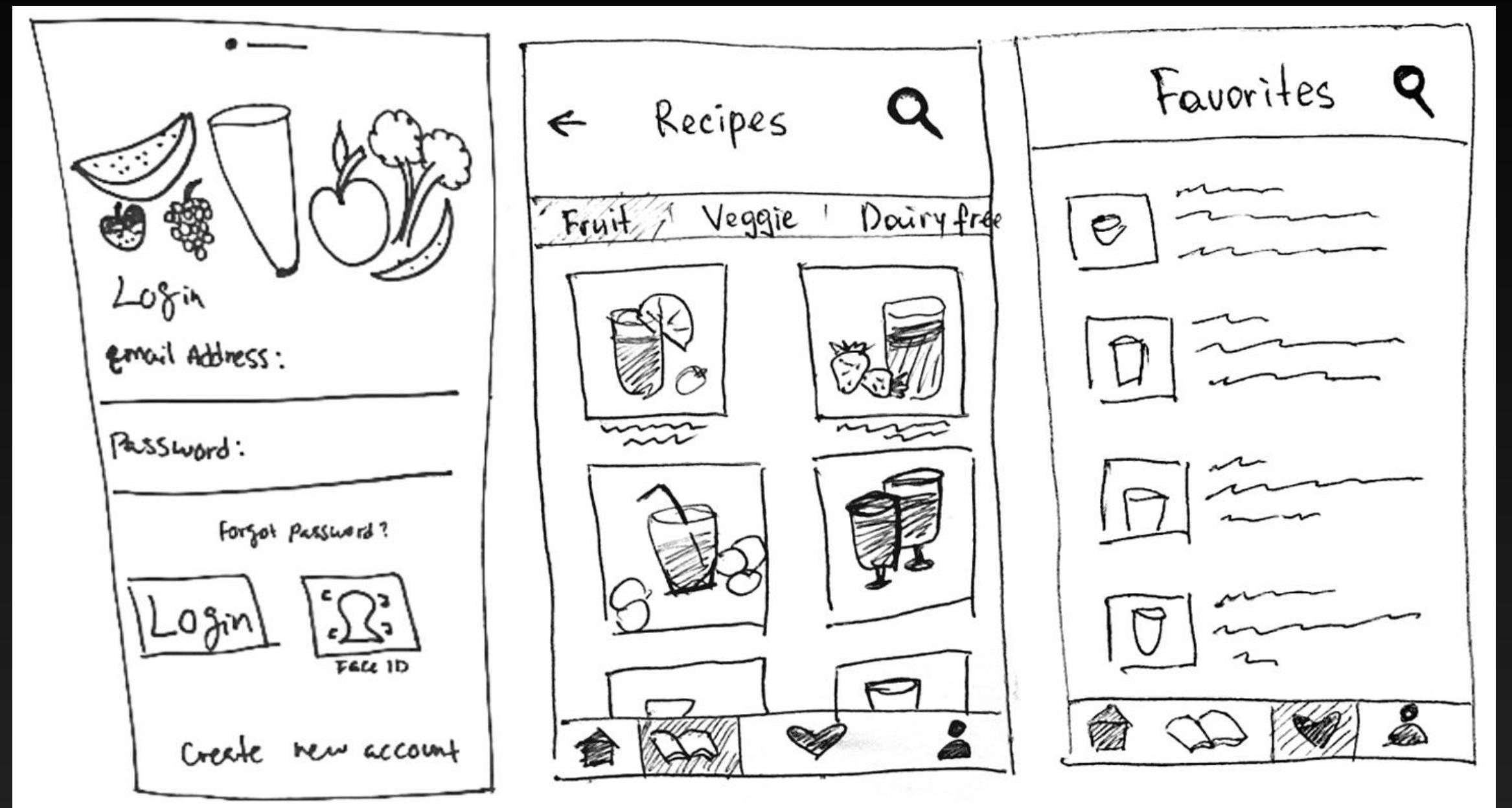


User Journey Map

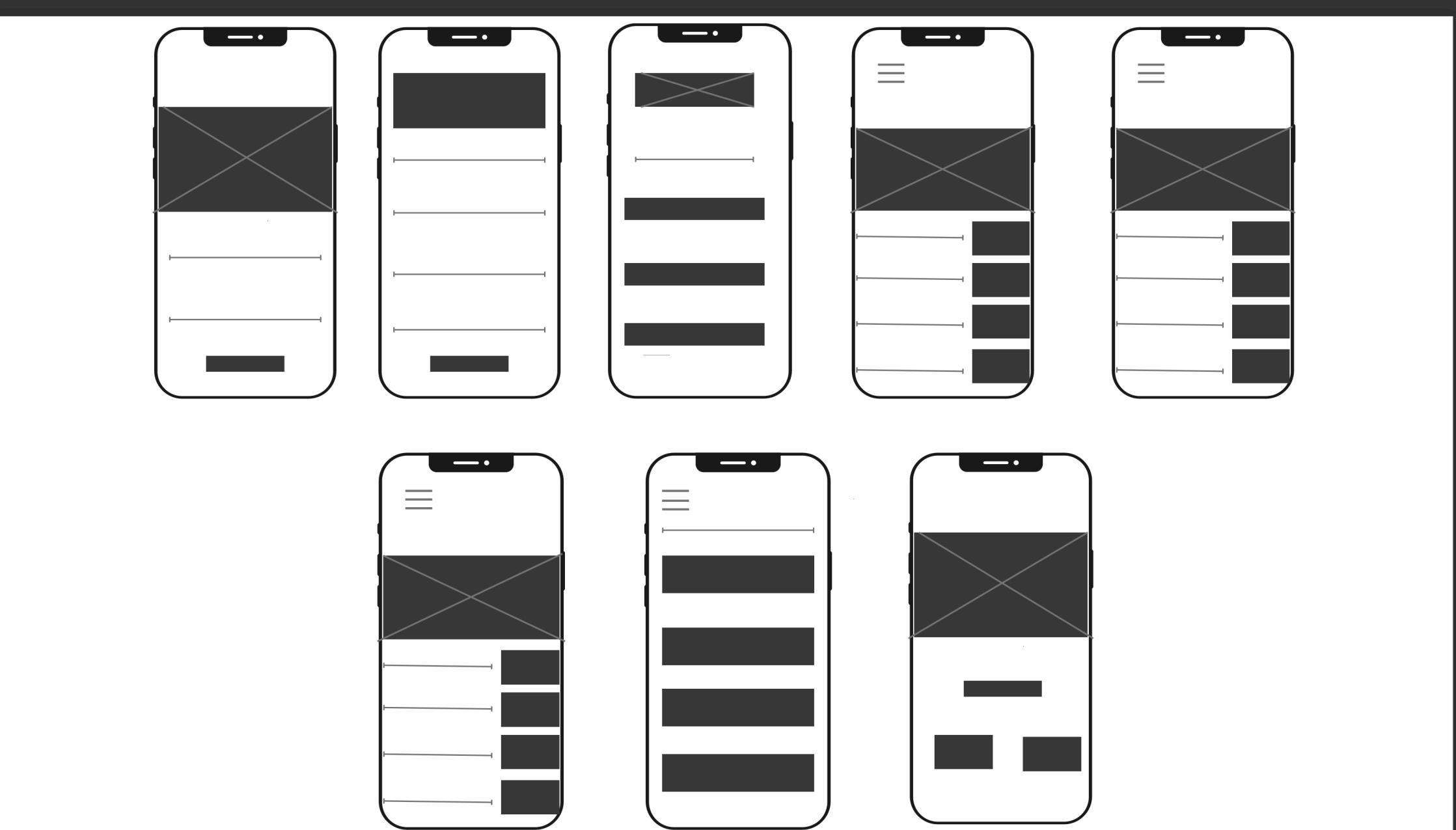
My task was to determined what could be our user feeling.

Activity	Exercises by dancing Zumba in the morning	Hates cooking and is tired from work	Searching a way to get more nutrition	Finds an app for delicious smoothies	She lost 15 pounds quickly
Touchpoints					
Feeling		Leah is tired of working out and not seeing results	She doesn't have the time or energy to cook	She's talking a friend about her situation and her friend suggested a few recipe apps	
				Find an app that not only provides delicious smoothies, but healthy too.	She was able to achieve her summer body and wear a bikini for her vacation.

Low Fidelity Prototype

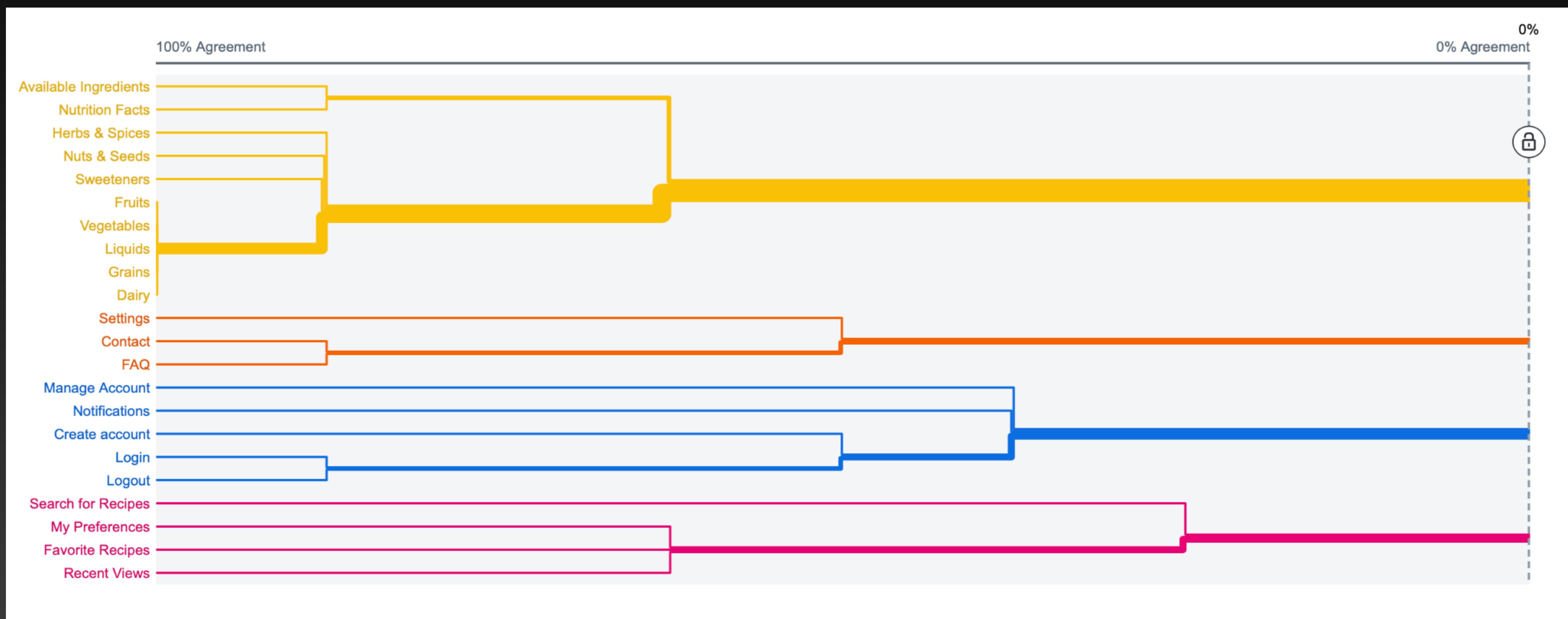


Brainstorming, and doing sketches definitely helped us with visualizing what it will look like on our smoothie app.

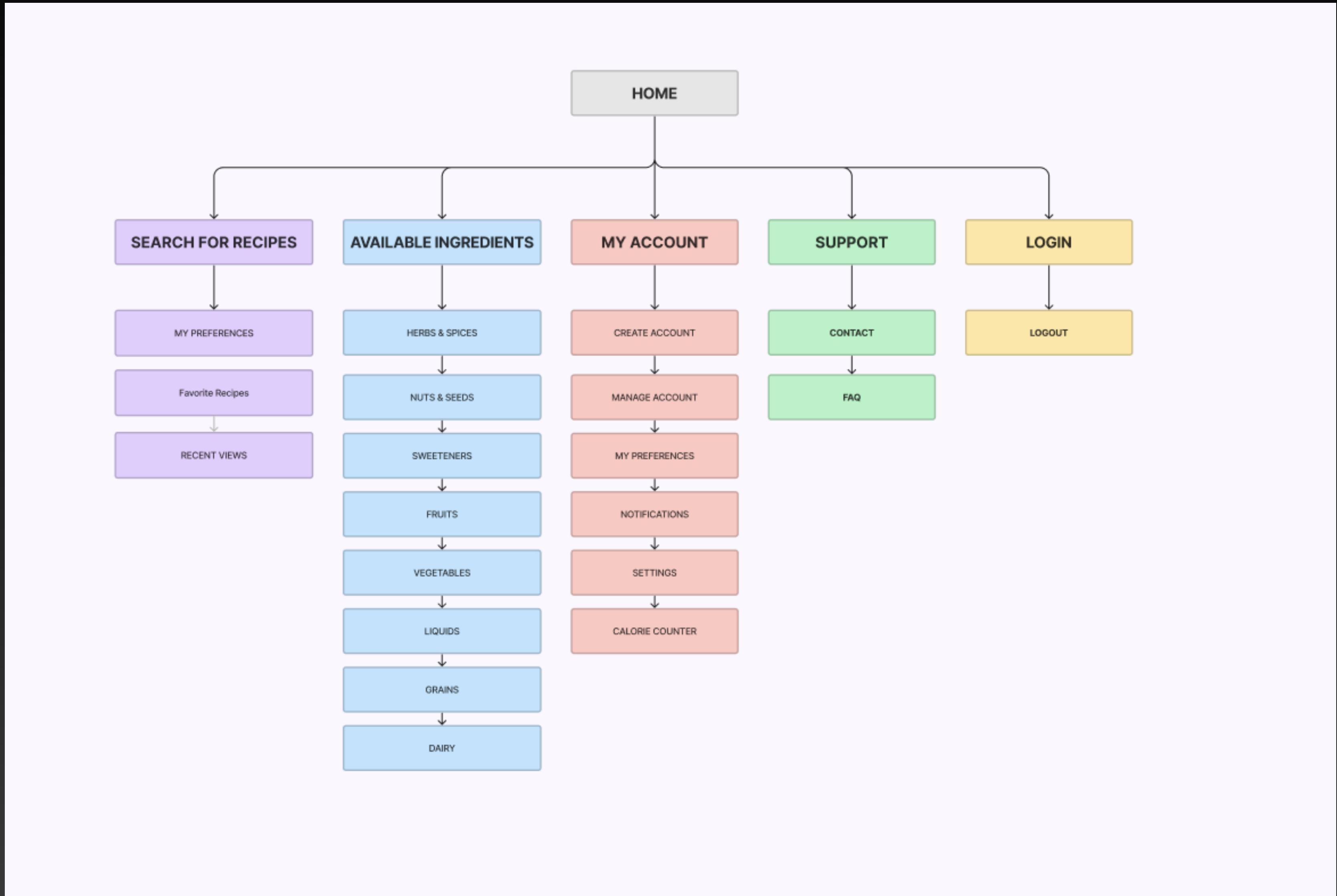


Card Sort Results

We gathered the total of 23 words related to our smoothie app in order to launch a card sort. They got sorted into 4 main groups like Recipe Search, Available Ingredients, Personal Account and Help Center. Based off of the results we have developed the site map for the smoothie app.



Proposed Site Map



Summary

When testing our hypothesis and developing our problem statement, the data we collected had proven our hypothesis to be correct, so our problem statement had not changed at all.

Feel good smoothie app



We aim to promote well-being with revitalizing, low-sugar smoothie recipes featuring with healthy mix of seasonal fruits for a refreshing and healthful experience.

Feel Good Smoothie App with healthy smoothies, nutritional insights, seasonal fruits updates, we engaging in a healthy lifestyle experience.

Encourage individuals on their journey to a healthier and more vibrant lifestyle.

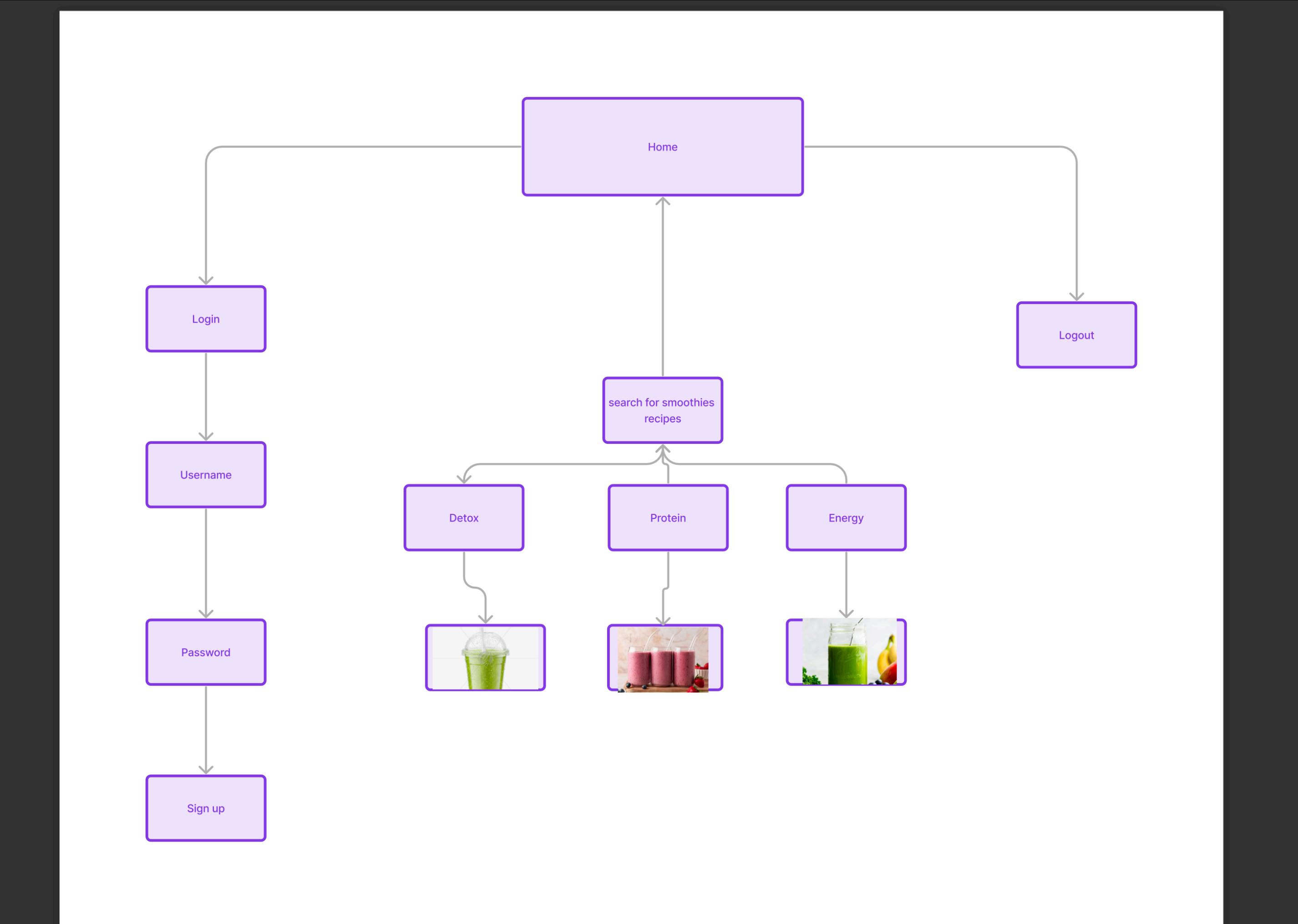
The Feel Good Smoothie App: Your personal space to customize your smoothie.

Stay Healthy

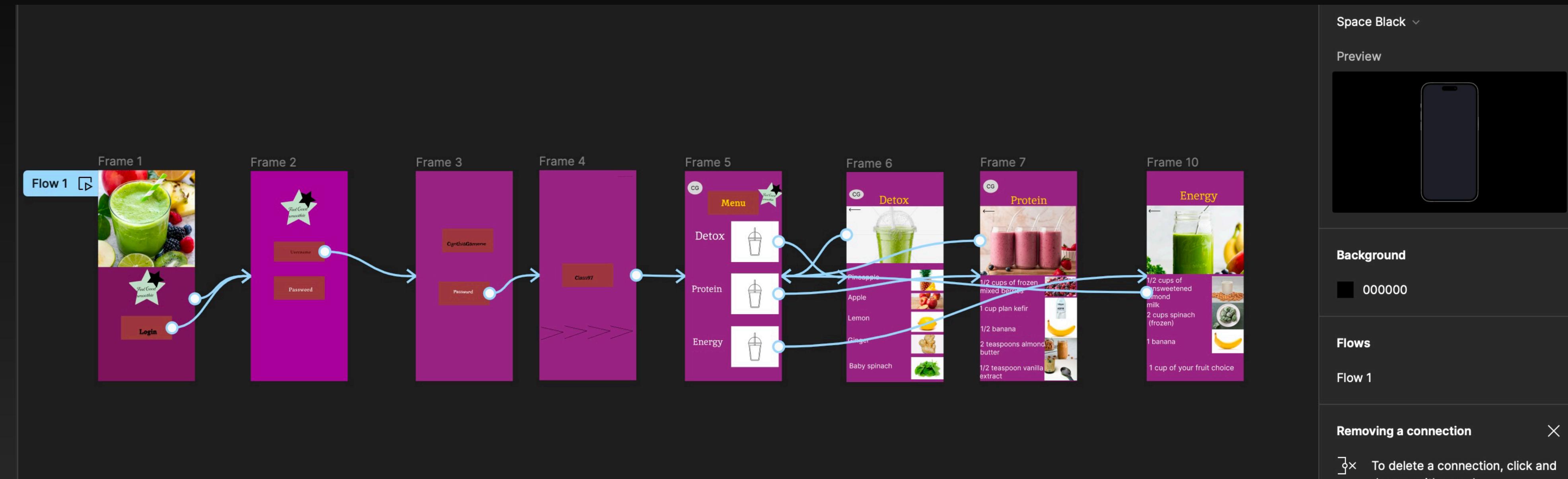
Stay Strong

Stay Energize

User Flow



Wireflow



Project Prototype

Summary

One limitation was finding the right balance between offering quick solutions and ensuring the nutritional content of the smoothies. Finding this balance required careful consideration of ingredient choices and portion sizes to meet nutritional requirements.

Young adults often have diverse dietary preferences and restrictions. Addressing this challenge involved providing a wide range of recipe options that provide various tastes, dietary restrictions, and cultural preferences.

In summary, the prototype evolved to address the specific needs of busy young adults by offering a simple, personalized, and efficient solution to maintain a healthy life.

With Feel Good Smoothie App, you will have healthy smoothies, nutritional insights, seasonal fruits updates, for an healthy lifestyle experience.