

# GOGURT

Goodness Made in Ghana



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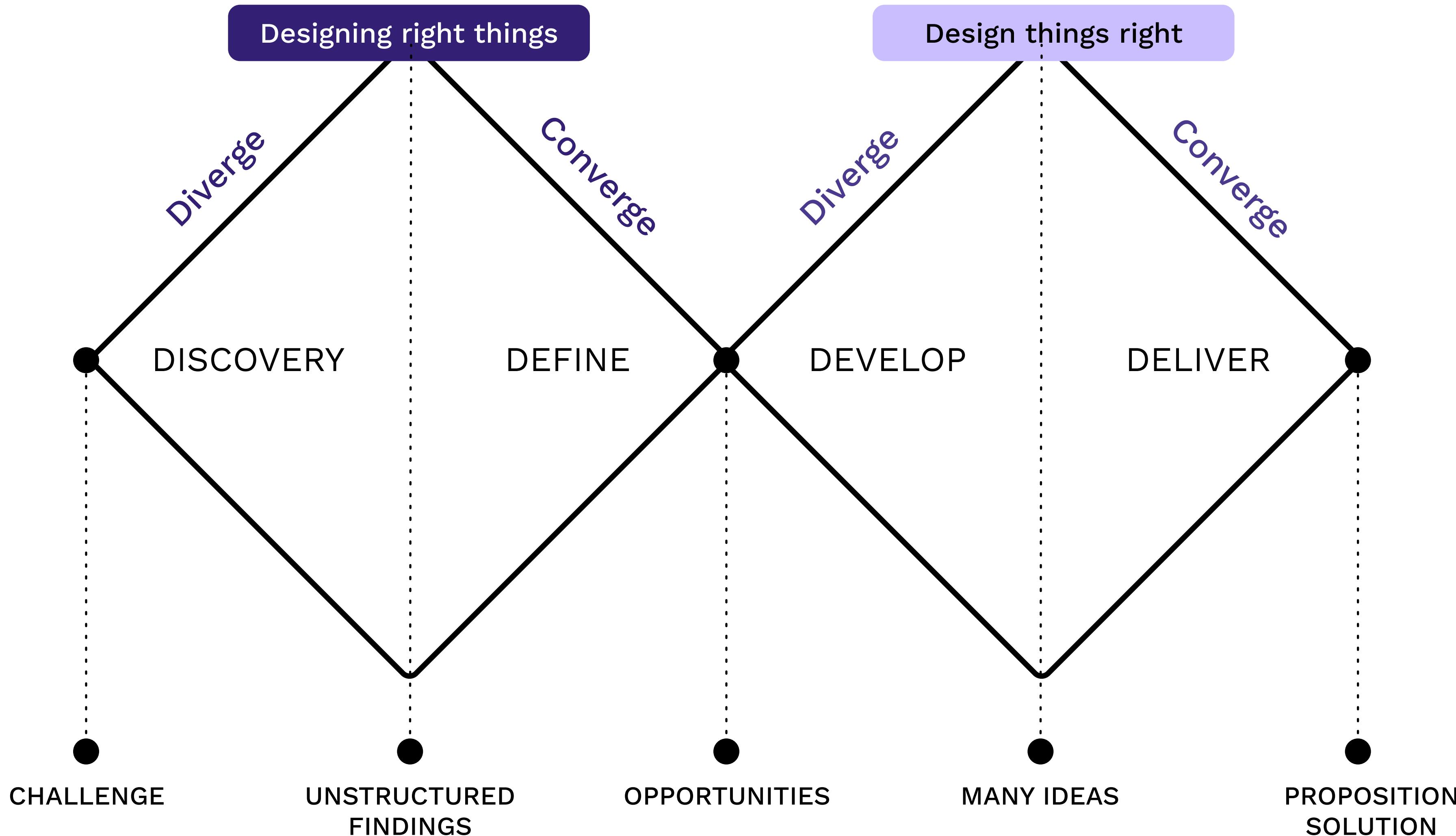
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# The Process



# Discovery

01

# The Opportunity

**Role:** UI/UX Designer

Penta Foods, the manufacturer of Gogurt wants to be the leading company in the production and sale of high quality yogurt and dairy products in West Africa. The Mission is to To enrich the health of our consumers by providing nutritious and hygienically prepared products, providing health tips, ensuring good customer service, keeping our staff productive and motivated and also to generate profitable returns on partners' investments.

**Duration:** 3 Months

**Devices:** Web

**Team:**  
2 x Brand Strategists  
1 x Web Developer

The Problem here is that they are unknown digitally and rely heavily on middle men to make sales

**Tools used:** Figma

In terms of who might experience this problem, we are looking at the following demographics:

1. Family & Parents
2. Retail & Food Businesses
3. Health & Wellness Enthusiasts
4. Youth & Social Media Users

I used the Lean UX Canvas to help with the discovery process at the start.

**“We believe that as a health conscious person, enabling you to access healthy food options that are tasty will keep you motivated help you achieve your health goals and feel better about yourself”**

# Personas



[AUNTY JOYCE, 46]

Education	High School
Profession	Boutique Owner
Income	GHS 2000/m avg
Status	Married
Location	Accra

”

We thank God for life!

## CORE NEEDS

Wants her child to succeed and take good care of themselves.

## MOTIVATIONS

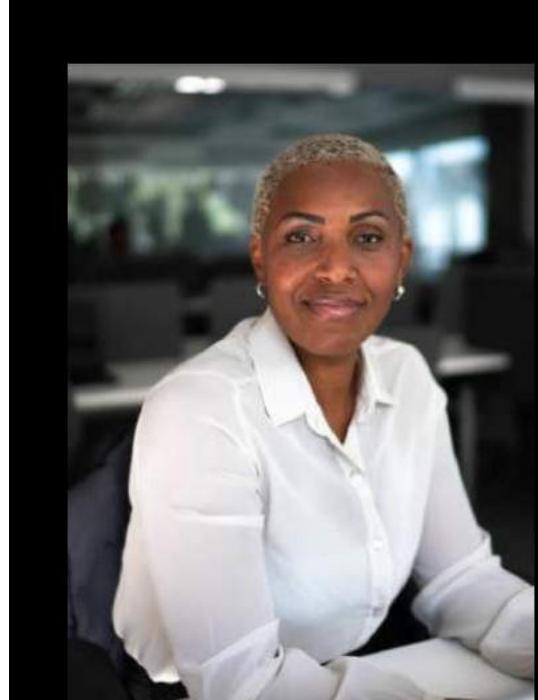
Believes God will make a way for her

## TOUCHPOINTS

Listens to radio a lot  
Hangs out on Facebook and WhatsApp a lot

## HOW ME MAY HELP THEM

Provide her children with healthier snack options they can incorporate into their schedules.



[DANIELLA, 42]

Education	Post Grad
Profession	Private Lawyer
Income	GHS 12,000/m avg
Status	Single Mom
Location	Accra

## BRANDS/INFLUENCES

Apple  
Ghana Govenement  
Parliament  
Hyundai

## FRUSTRATION S

Feels her children are always on the move and they aren't eating properly.

## CHALLENGES

Cannot monitor the habits of her kids.  
Too much fast food

## CORE NEEDS

Wants her child to succeed in the career of her choosing while making sure her child gets the right nutrition.

## FRUSTRATION S

Feels the hustle and bustle of Accra doesn't give her the chance to take proper care of her child as she needs to.

## MOTIVATIONS

Believes God and her hardwork will make a way for her

## CHALLENGES

She's unable to find the time in Her busy schedule to make sure her child is eating properly

## TOUCHPOINTS

Hangs out on LinkedIn, Facebook and WhatsApp a lot  
Corporate events. Stuck in traffic. Pharmacy

## HOW ME MAY HELP THEM

Provide her with healthy meal and snack options for her child and even her herself.

## HOW ME MAY HELP THEM

Provide her children with healthier snack options they can incorporate into their schedules.

# Empathy maps

## Empathy map.

*They think ...*

- Her kids are spending too much on fast food.
- They aren't taking care of themselves.



*They say...*

- *They are not eating well at all. Everyday sugar sugar.*
- *They wont even let me cook for them again.*

*They feel ...*

- her boys will fall really ill soon.
- they will probably go broke spending on food.
- They will lose too much weight

*They do ...*

- she prays more
- she forces her children to eat well when she can.
- she puts pressure on them to take care of themselves.
- always looking for new healthy food options for her kids.
- Always sending them food when she can.

## Empathy map.

*They think ...*

- she understands good nutrition is essential.



*They say...*

- She says there are no time to sit in the kitchen and count calories. "Once we are fed in the morning, afternoon and evening, we are good."

*They feel ...*

- it's hard to find the time to put together proper dietary plans.
- she needs a more personal connection for her child

*They do ...*

- looks for new meal ideas to try in spare time.
- Spends more on fast food
- she talks with her friends about how she feels on the topic.

# Key user journeys

## FEELING GOOD ABOUT MYSELF

I want to feel a sense of accomplishment at the end of each day

HIGH PRIORITY

## LESS GUILTY

I want to feel no guilt at all when i eat something sweet

HIGH PRIORITY

## QUICK AND EASY OPTIONS

I want to make different kinds of foods and desserts quickly

MEDIUM PRIORITY

We then mapped out key user journeys that our persona would experience on our product. It answers why and how users will use the experience and most important enabled us to stay focused on the user throughout our design process

# Looking at competitors

To understand what was already available to the Ghanaian consumer, I looked at several competitors. I found that there were options that allowed you to get tasty healthy yoghurt



## The Good

They are well established and have easier digital ordering & delivery routes and they have been in operation for much longer

## The Bad

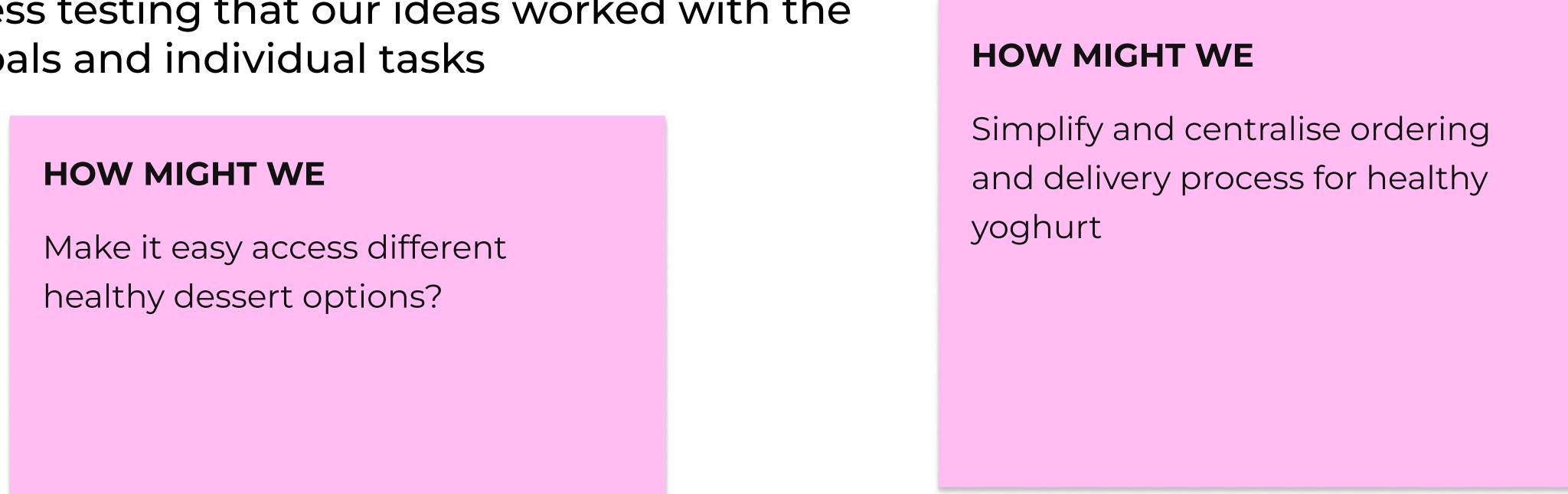
Although Zeaghurt and Yomi have easier digital ordering channels, it is not centralised and is from many different sources. All three also do not provide recipes and health tips for customers to create a variety of dishes with their yoghurt

# Define

02

# Making user flows

We then created user flows for each of our key user journeys, stress testing that our ideas worked with the users core goals and individual tasks



**CUJ:**

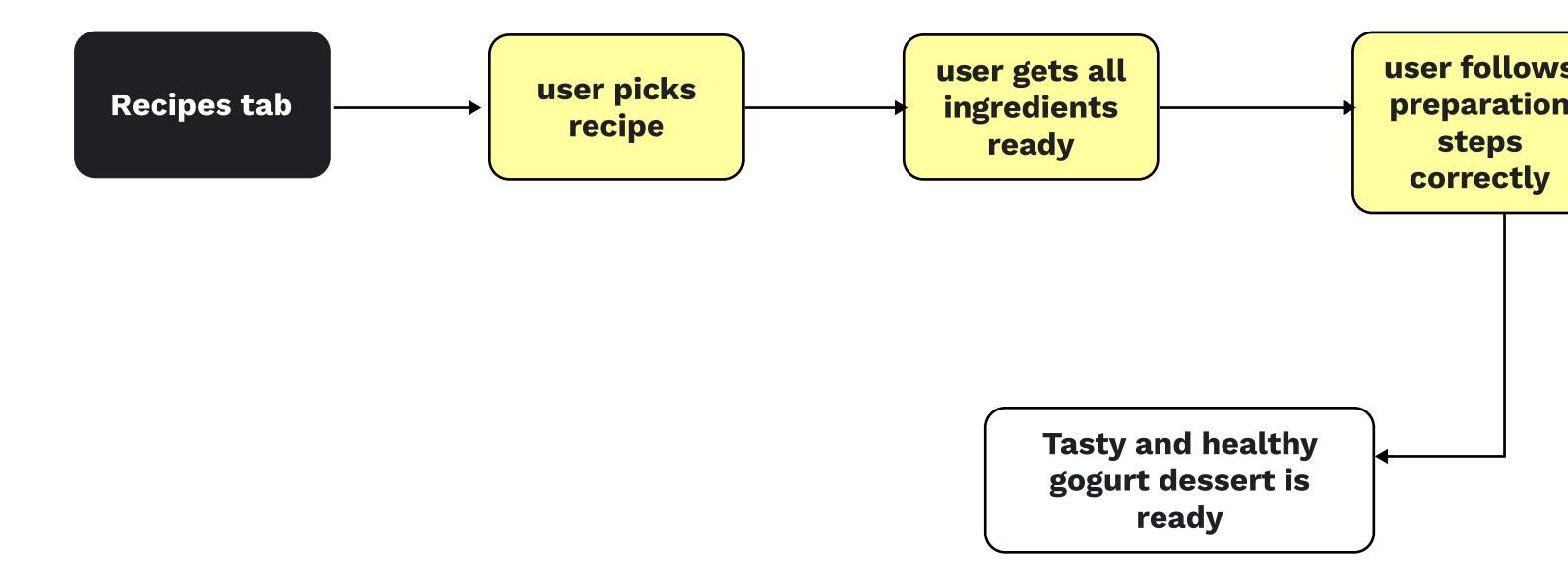
I want to feel no guilt at all when i eat something sweet

**Task:** I can buy sweet and healthy yoghurt

**CUJ:**

I want to make different kinds of foods and desserts quickly

**Task:** I can find recipes on the gogurt website



# Wireframing

I then created wireframe prototypes for each Customer Journey thinking through what the key tasks were. This would allow me to test my initial concept.



# Testing and iteration

## TOP INSIGHT

Users are highly interested in content beyond just product listings. Integrating a diverse range of healthy recipes, nutritional tips, and lifestyle articles related to yogurt can significantly enhance user engagement.

## TOP INSIGHT

Clear and intuitive navigation paths can enhance user satisfaction. Implementing a user-friendly interface that allows users to effortlessly explore different yogurt flavors and variants will contribute to a positive user experience.

I then created wireframe prototypes for each Customer Journey thinking through what the key tasks were. This would allow me to test my initial concept.

# Design

03

# Developing Brand

**Brand mission:** To enrich the health of our consumers by providing nutritious and hygienically prepared products, providing health tips, ensuring good customer service, keeping our staff productive and motivated and also to generate profitable returns on partners' investments.

**Strategy:** Provide high-quality products with integrity and value for money. We also want to obtain and maintain customers by good and honest business practices with quality customer service being our hallmark.

## Values

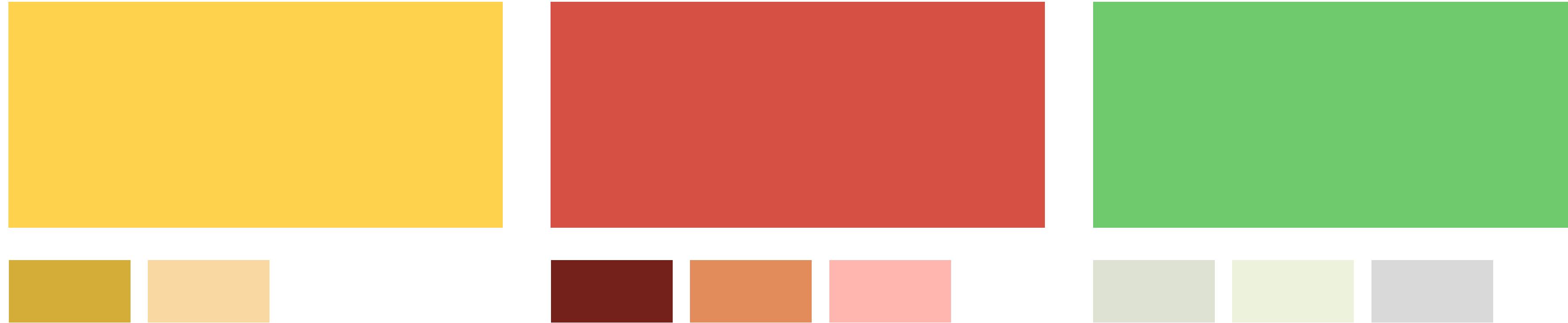
Integrity  
Good health  
Timeliness  
Good customer service  
Consistency

## Positioning statement.

For those looking for healthier and more nutritious meal options, Penta Foods provides the necessary nutrition needed to satisfy cravings and for good health in a Gogurt pouch, bottle or gallon at their convenience.

# Design Kit

We built a type scale and used a Material 3 colour palette to ensure our designs stayed consistent and were accessible. We also built a design system with key components used across the experience, again for consistency and also to support with quicker prototyping.



# Heading 1

## Heading 2

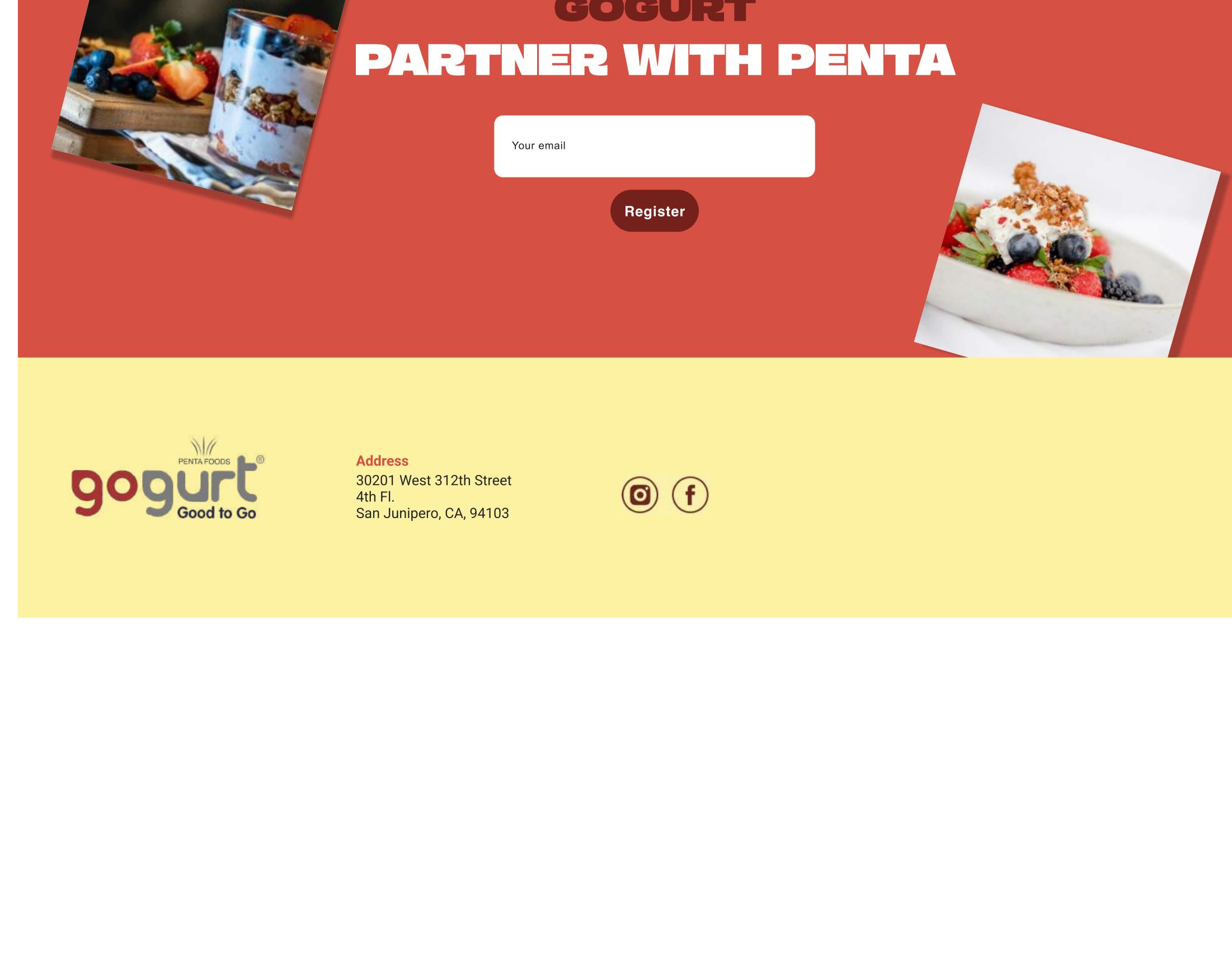
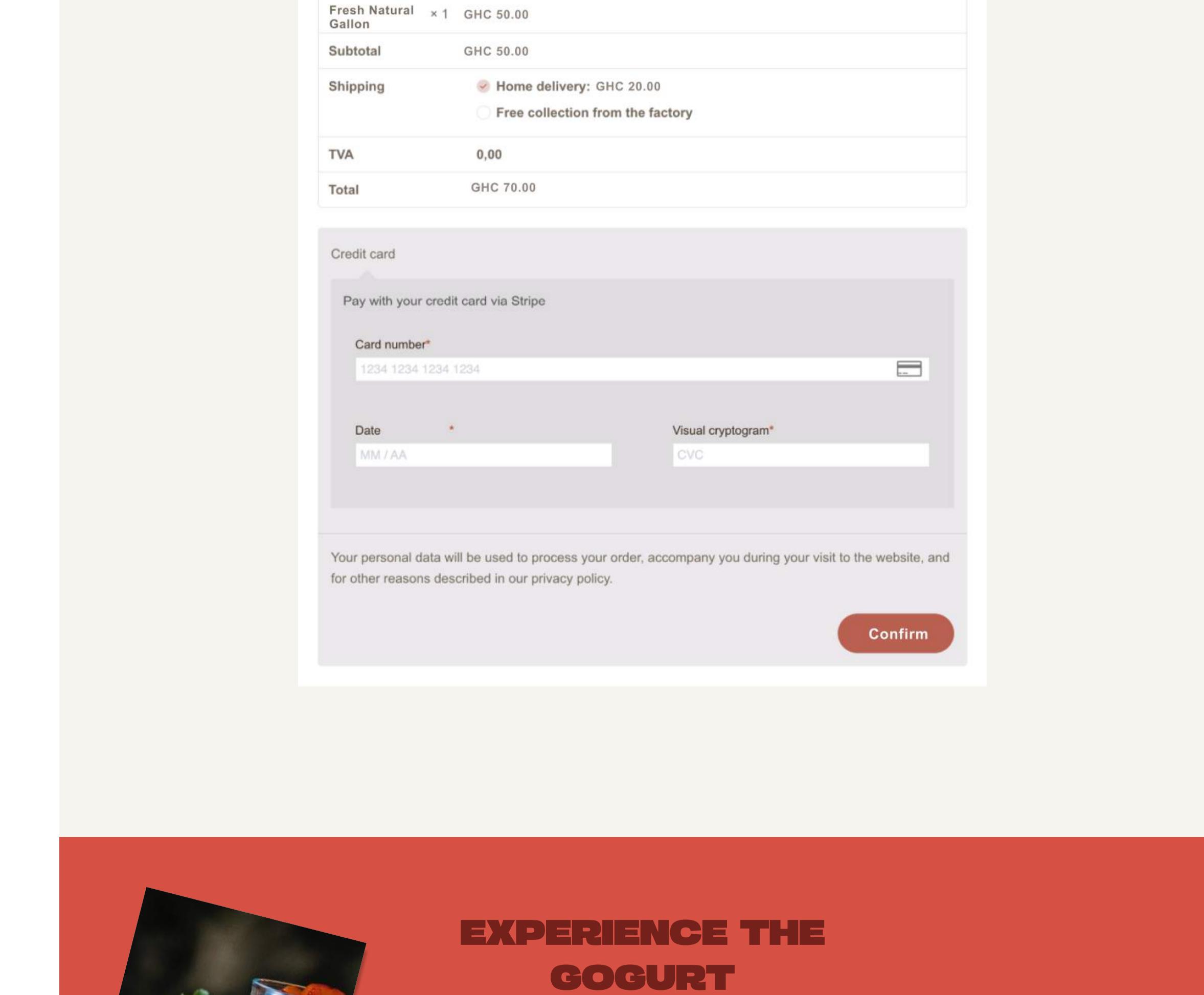
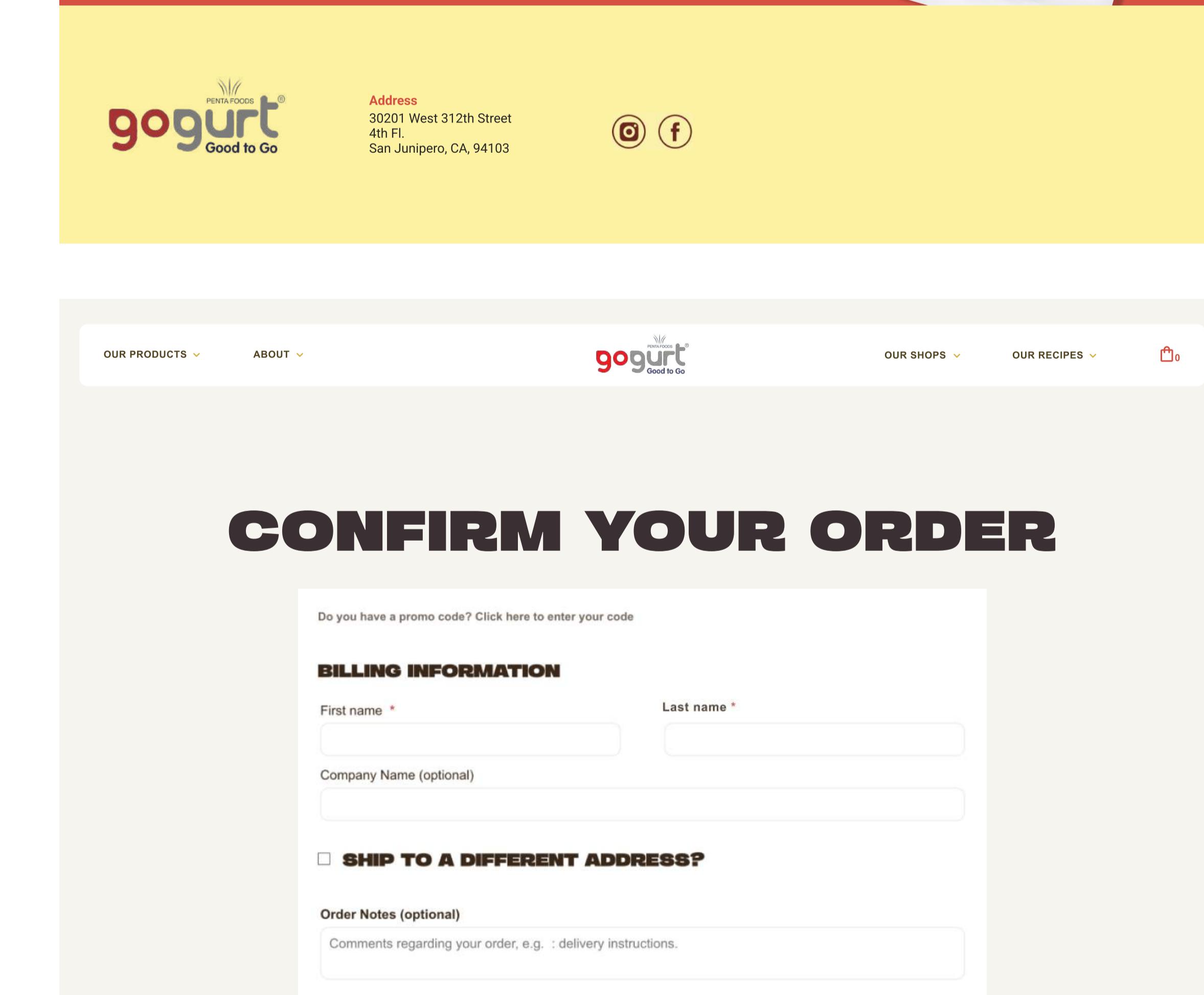
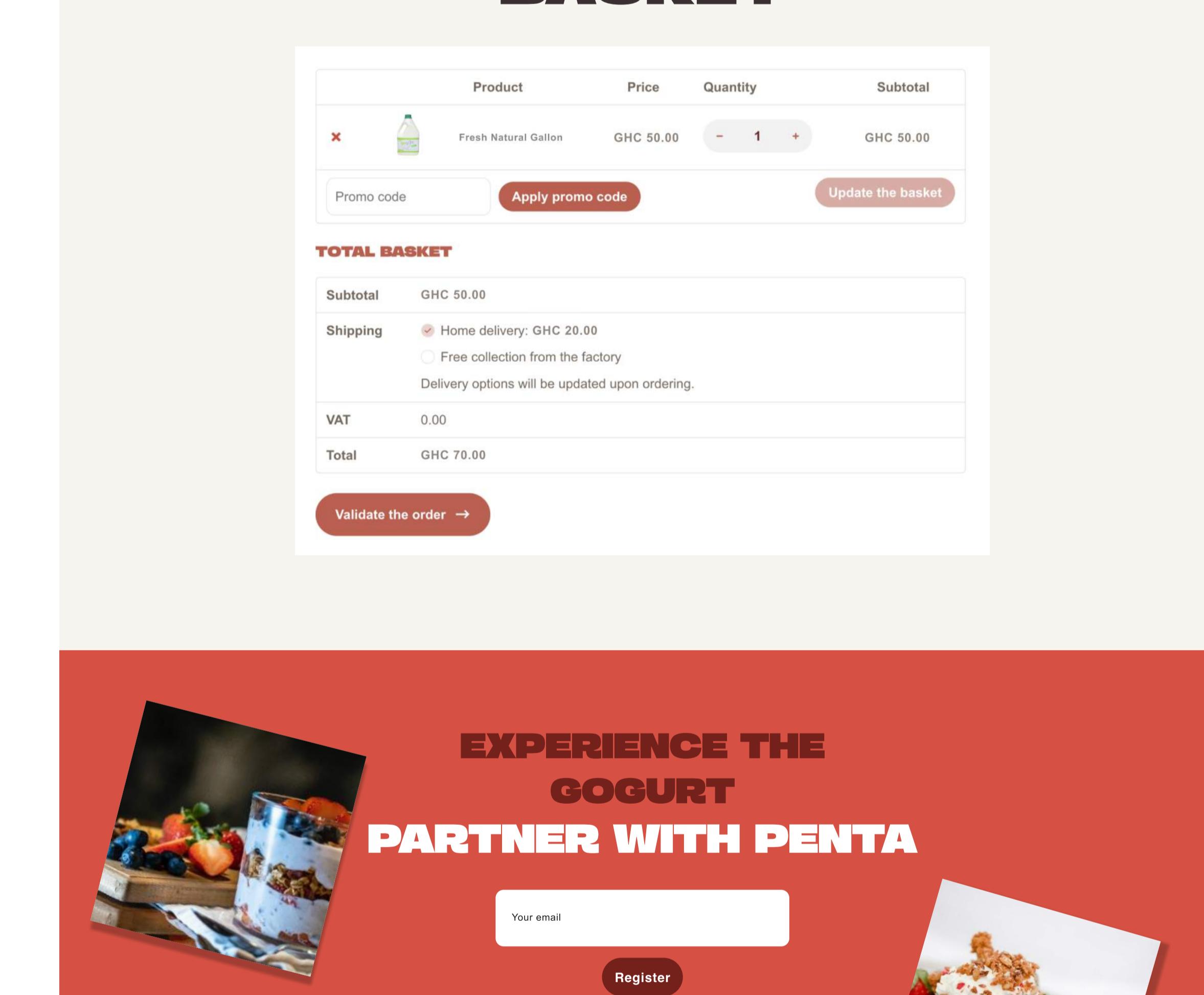
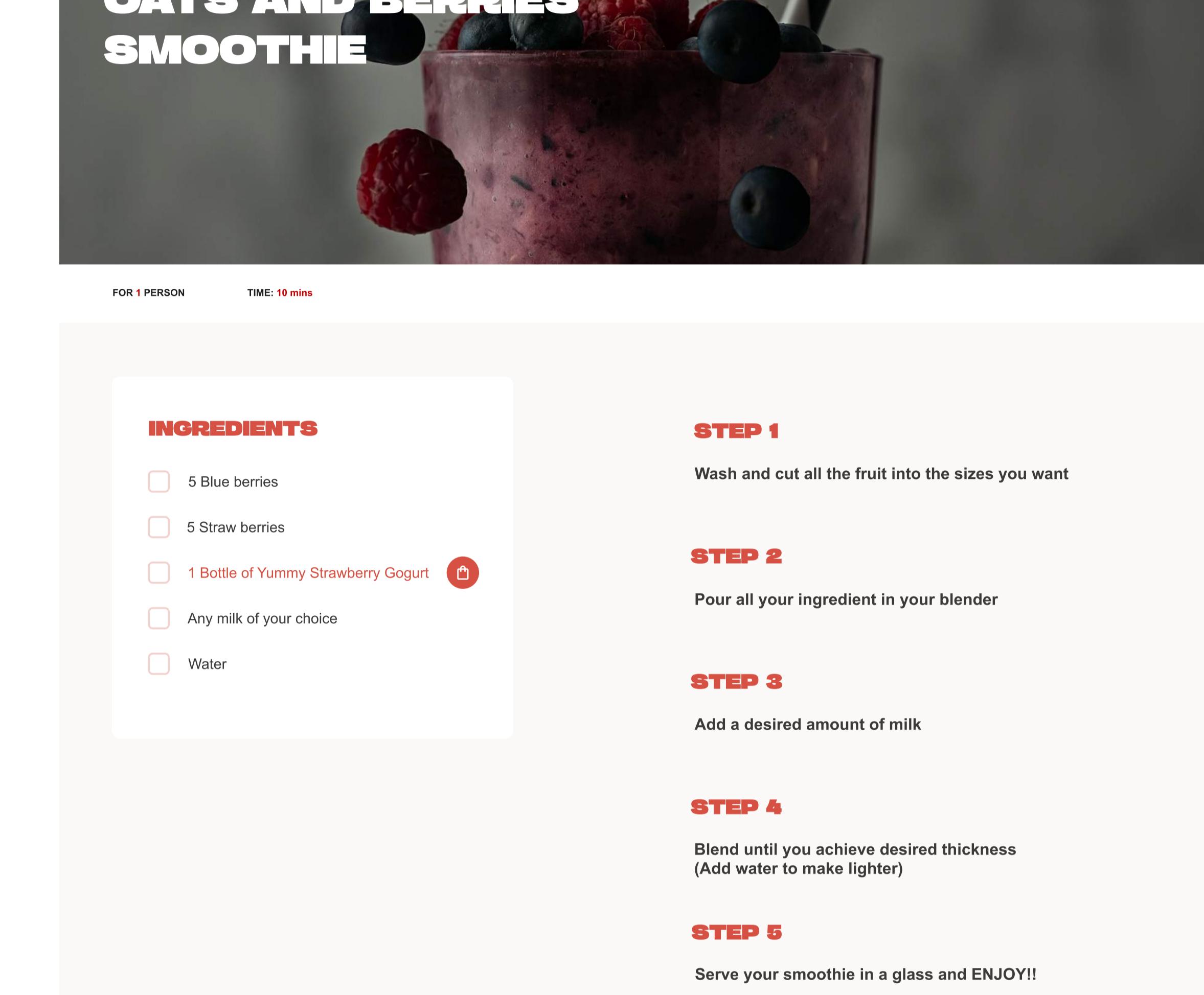
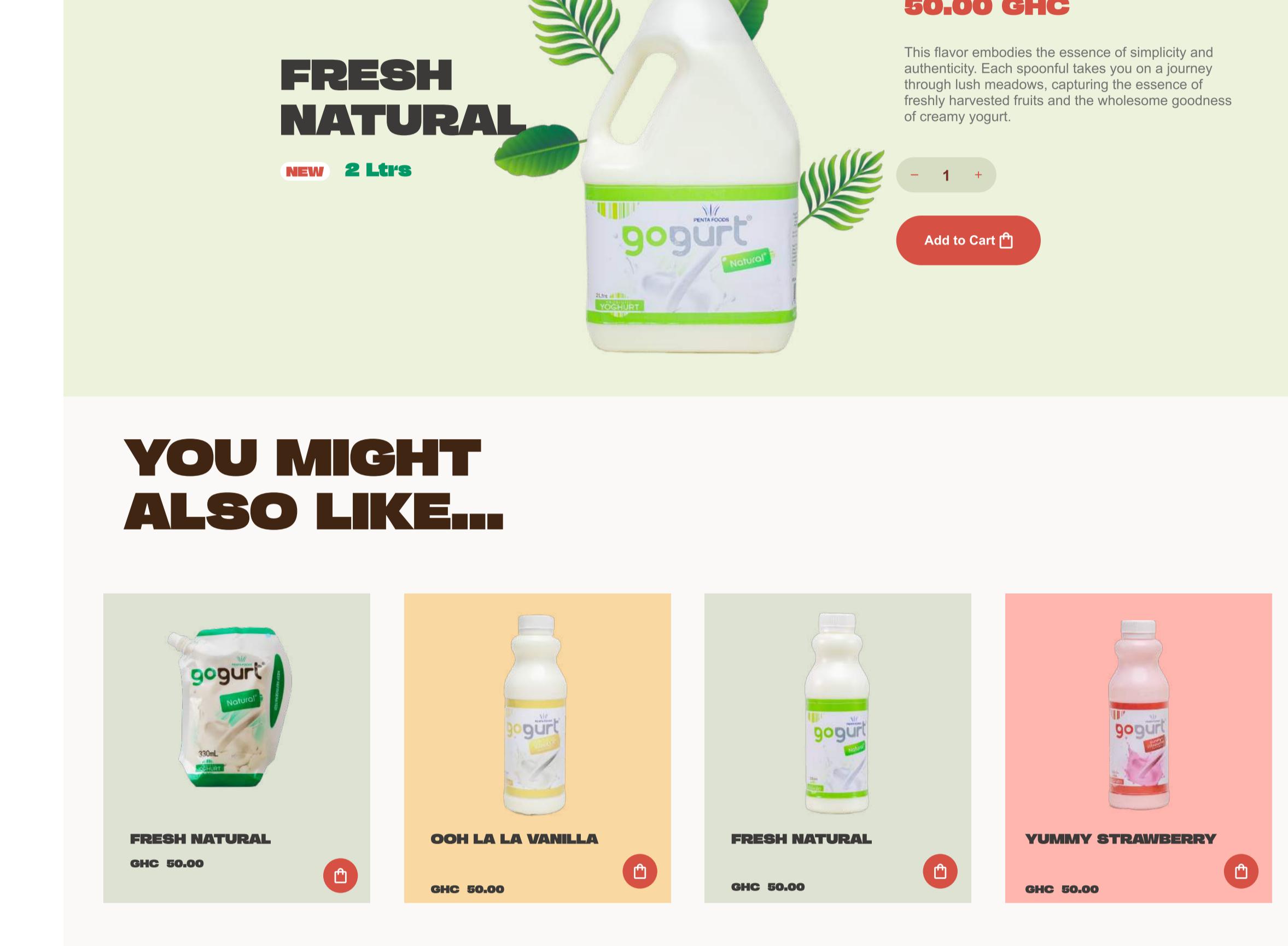
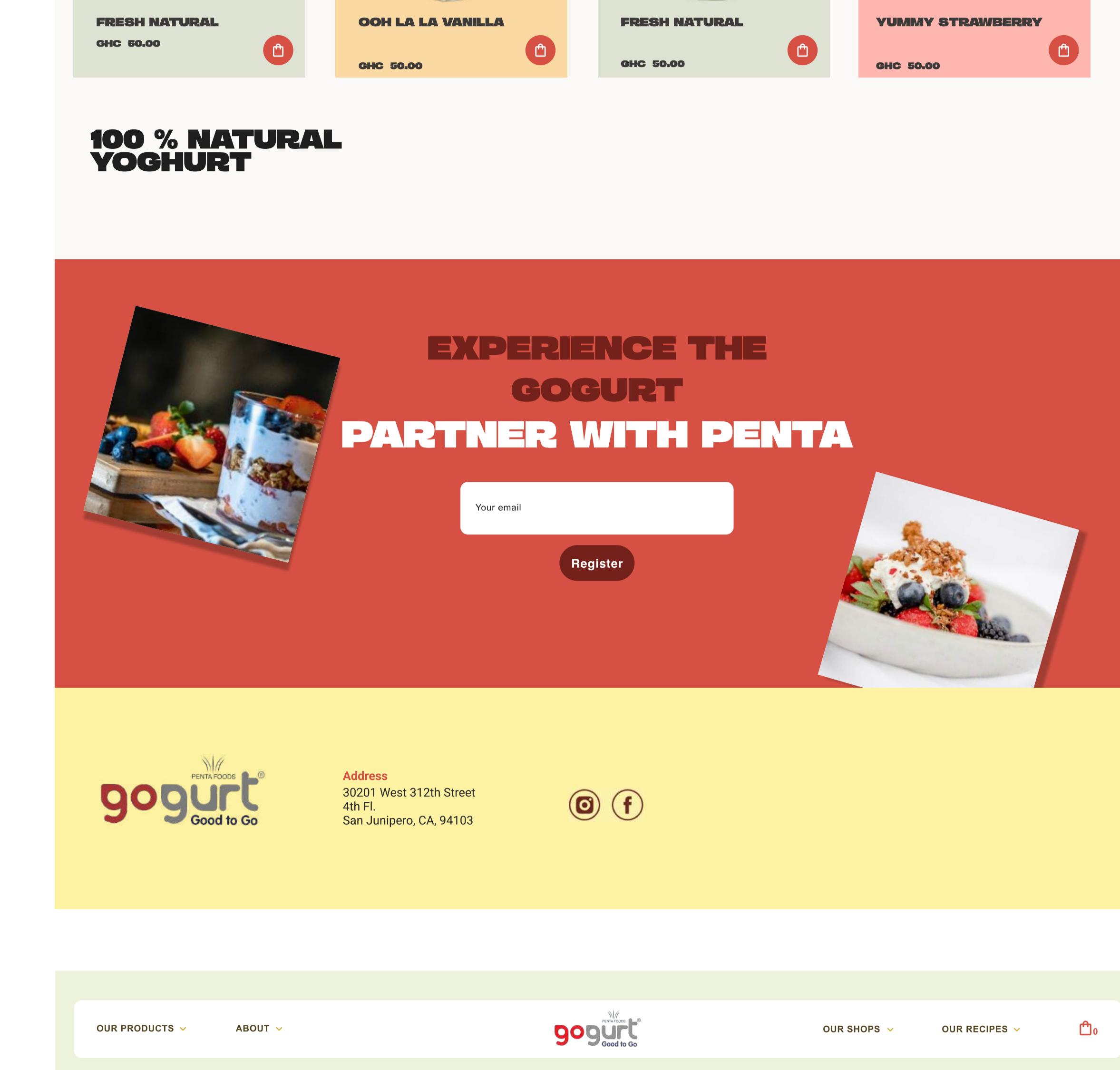
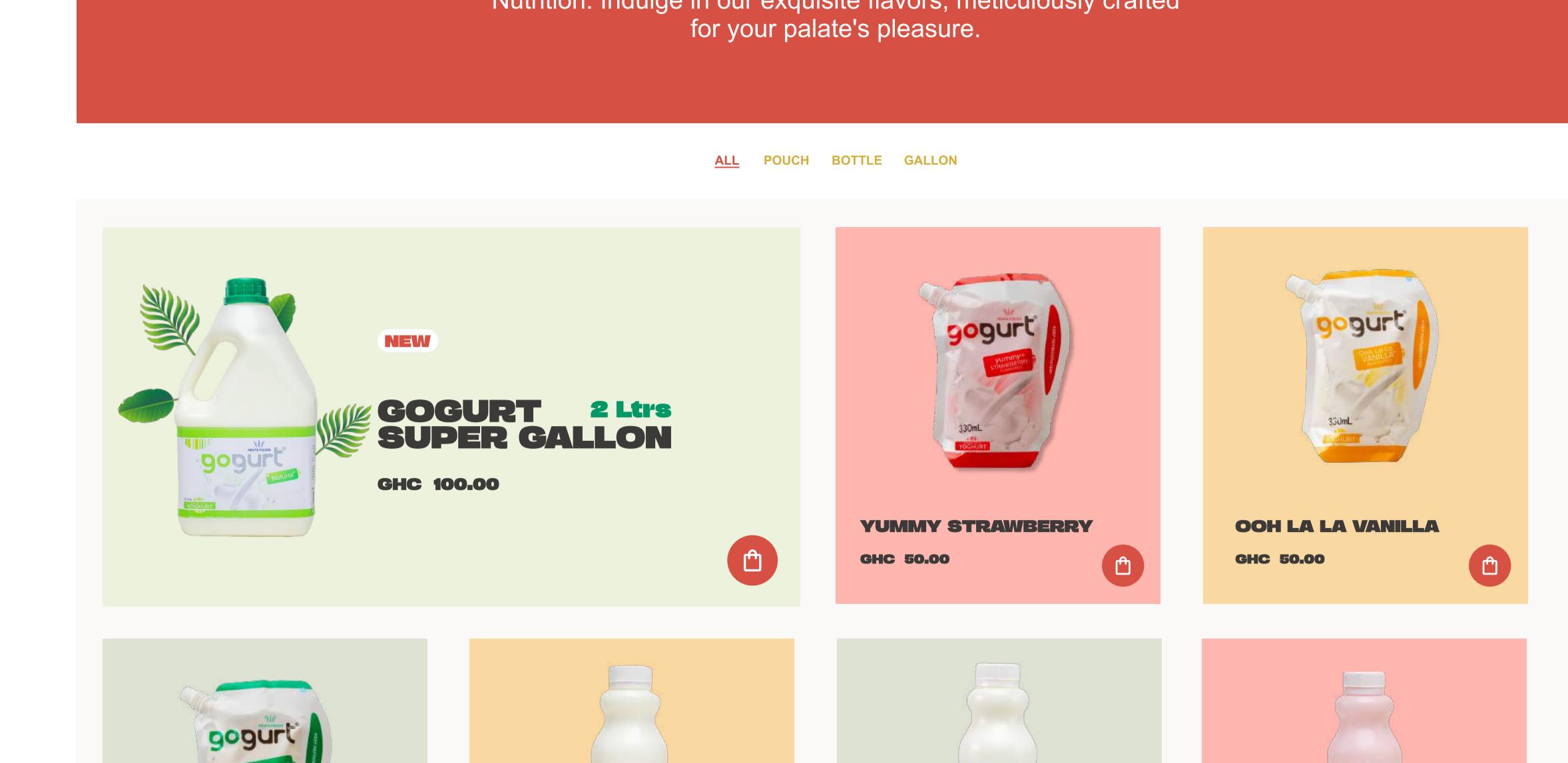
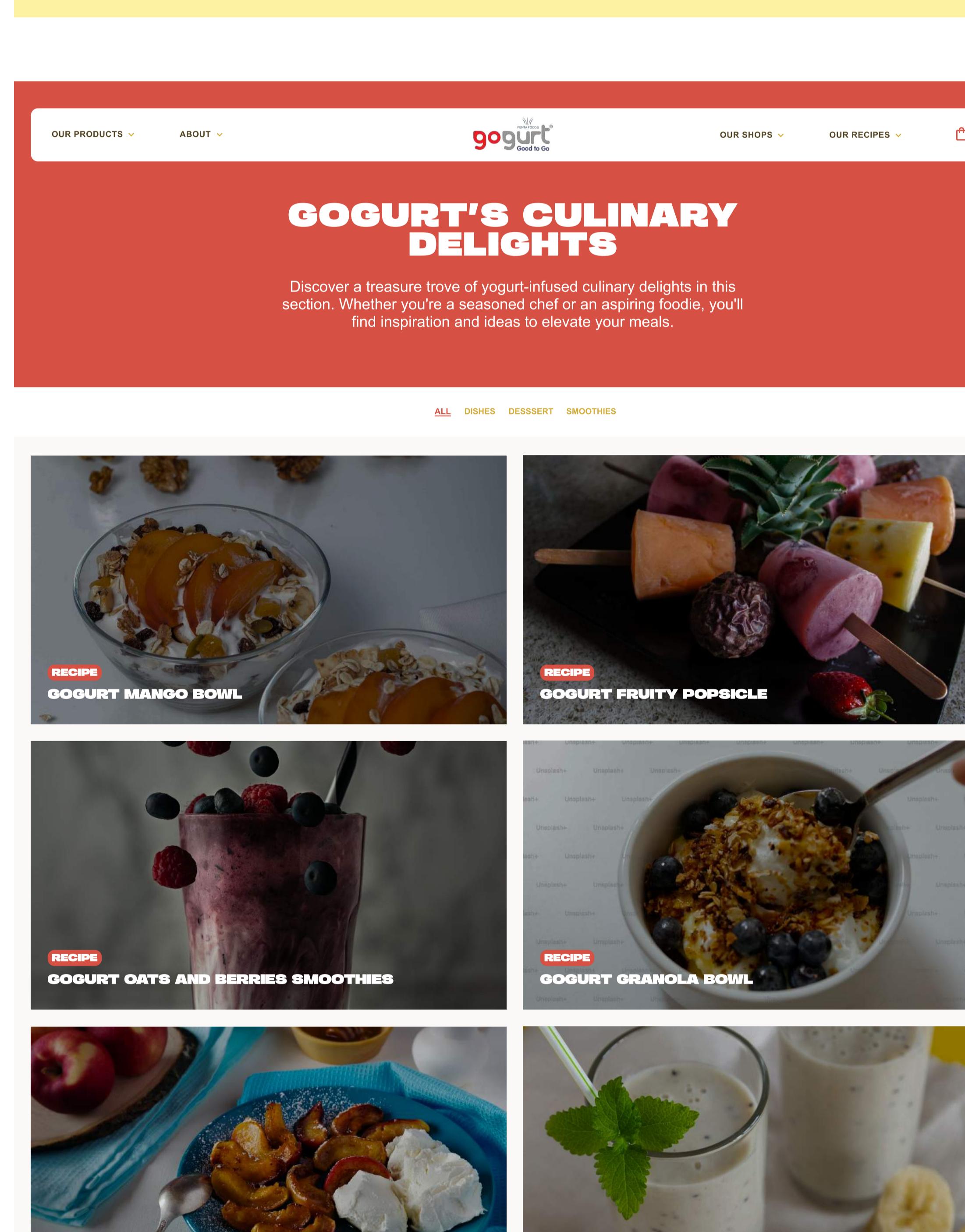
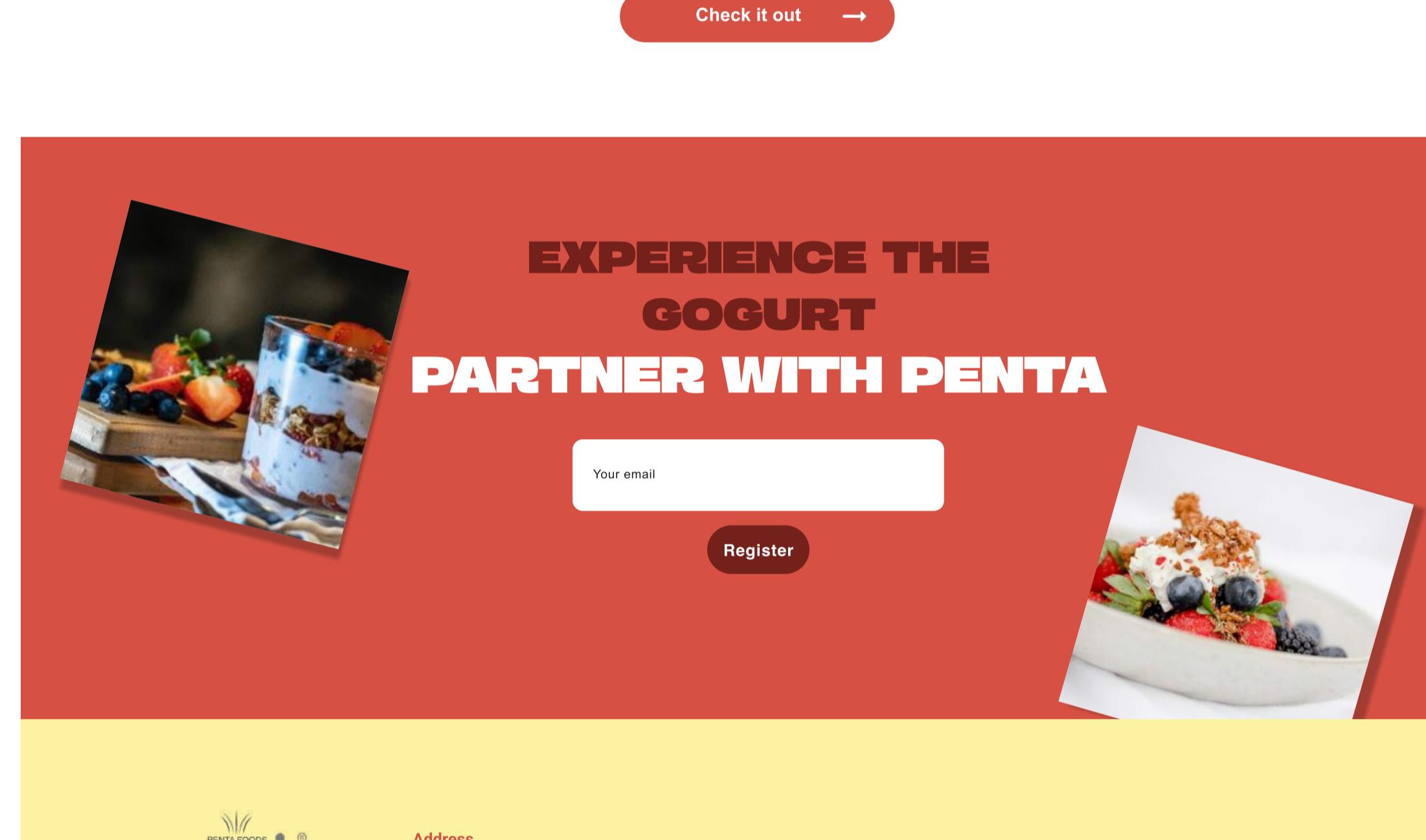
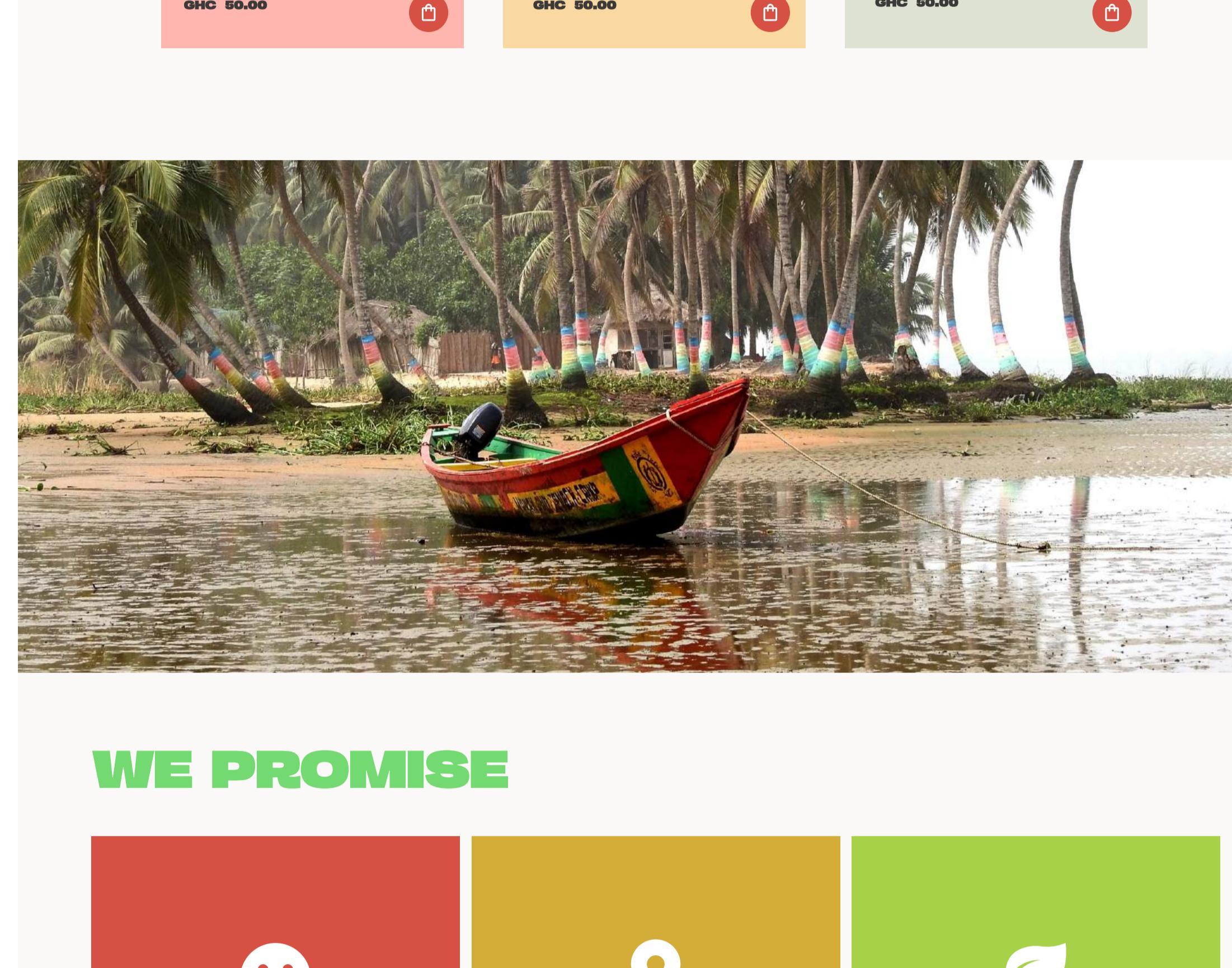
### Heading 3

**Title Large**

**Body Large**  
Body medium  
Body small

Users can purchase healthy yoghurt from anywhere in Ghana and make healthy delicious dishes, deserts and snacks

The header features a yellow background with a white rectangular overlay containing the navigation menu. The gogurt logo is positioned at the top right, consisting of the brand name in lowercase with a registered trademark symbol, and the tagline "Good to Go" below it. To the left of the logo, there are two dropdown menu items: "OUR PRODUCTS" and "ABOUT". Below the menu, the word "GOODNES" is written in large, bold, red capital letters.



# Testing and Iteration

## Intuitive Interaction Patterns

Users demonstrated a strong understanding of interactive elements within the high-fidelity prototypes. This observation indicates the effectiveness of the design in conveying its functionalities clearly to users, resulting in seamless interactions.

## User Engagement with Recipes

They appreciated the step-by-step guides and found them valuable for trying out new recipes. This observation highlights the effectiveness of content in retaining user interest, aligning with the goal of providing valuable and practical information to the audience.

After running testing, I found that the user wanted to see more personalisation, the app would benefit from some onboarding and also reminders.

**CONSISTENCY**

**Visual Consistency Enhances User Trust**

**CONTENT**

**Content Drives User Engagement. The success of recipes page highlighted the effectiveness of engaging content**

**ONBOARDING**

**More hand holding on how to use the app**

# Outcomes

04

# Outcomes

## Next Steps

- Test the iterated design again
- Speak to engineers to understand the feasibility of building this
- Prioritise features for build

## What I learnt

- Perseverance
- Applying design process to a real problem
- Paying attention to users and stake holder and meeting their need is the most important thing