



Mr Pro Shake

An app for ordering
a protein shake after a workout

Hasida Zohar

Project Duration: 9 weeks

Tools: Figma, Zeplin, Miro

Challenge Overview

Protein shakes have recently become a hot trend in gyms.

Until a few years ago it was used mainly by professional bodybuilders but today it is also very popular among fitness enthusiasts who do not dream of looking like Eli Hanna.

Today, trainees purchase a package (2-3 months) of protein in one flavor that they must use for a long time and they also need to prepare it at home (there is no option to prepare it before). We solve this problem by an app where you can order a protein shake up to the training place with a wide range of flavors so that the trainee can choose a different smoothie each day and thus vary the flavors.

Also., We want the platform to be easy to use, fast and efficient for the trainees so that they can order during their break and the shake will arrive at the end of the workout.



Discovery: Research & Analysis

Our team wanted to know the importance of protein shakes for trainees.

What is the purpose of their training, what features would they like to see?

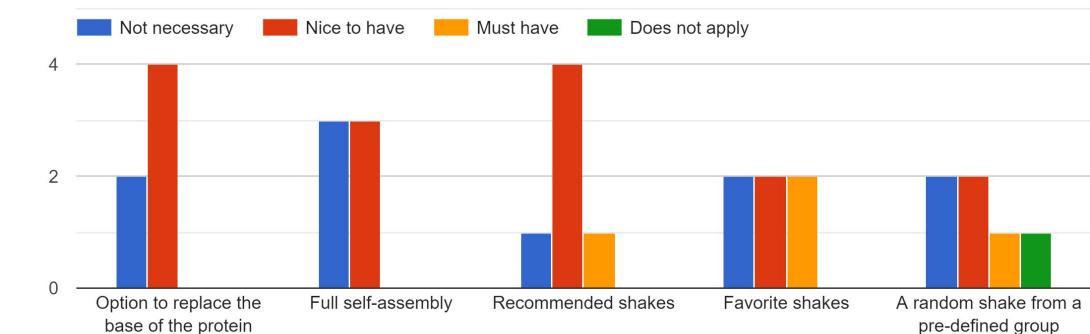
Key Research Question:

- [Needs] What are the important ingredients that will be in a shake?
- [Behavior] Would you use the app to order a protein shake? Would you prefer a pre-made shake or a self-built one?

Key Findings

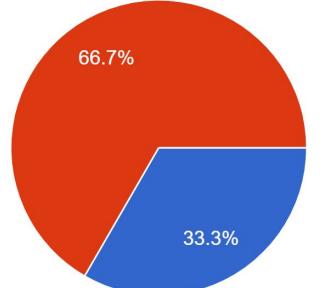
- all participants drink a protein shake because it helps them supplement the amount of protein they need.
- they are interested in a platform through which they can order a protein shake, each time in a different flavor.
- The goal of all participants training is physical growth.
- 80% of the participants want to be able to change the base of the shake in the app.
- they would like to choose a protein shake from the list of recommended ones.

For each of the following features, rate the option that is relevant to you:



What is the purpose of your training?

6 responses

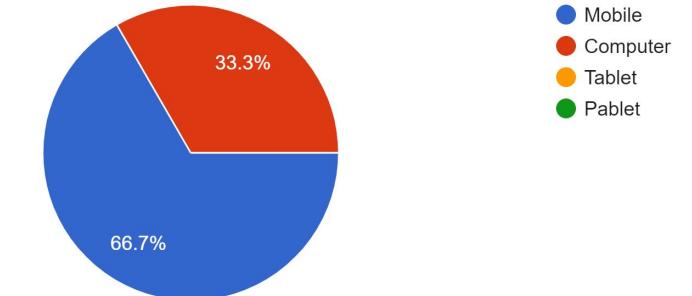


When do you drink the protein shake?

6 responses

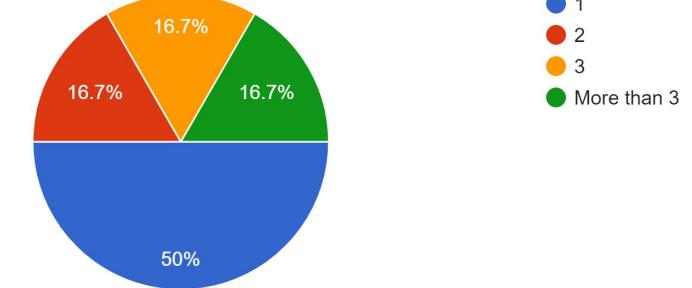


In the last month, which electronic device did you use for online orders?
6 responses



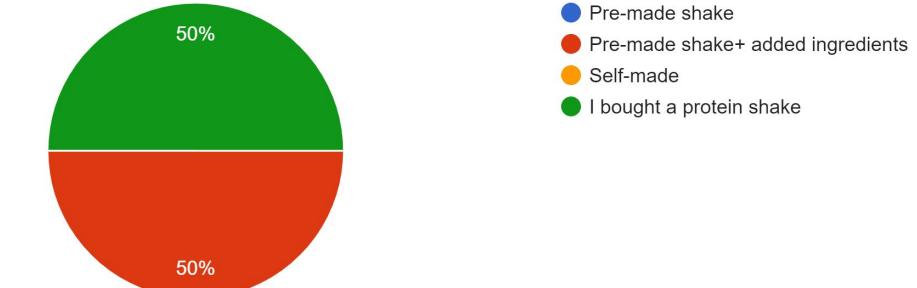
How many times did you drink a protein shake last week?

6 responses



In the last 3 months, how did you make your protein shake?

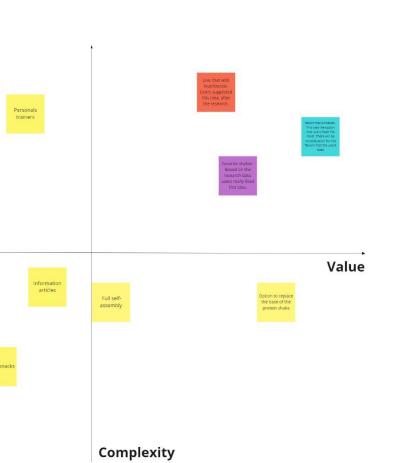
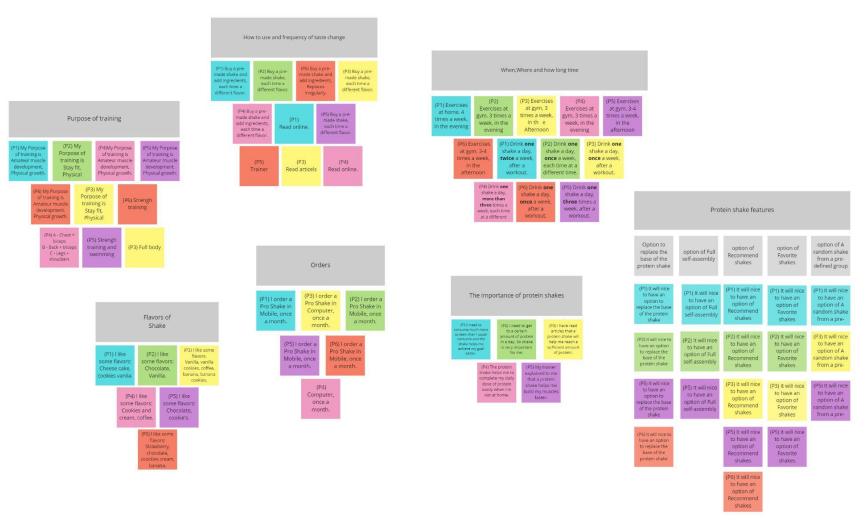
6 responses



Design: Concepts & Sketching

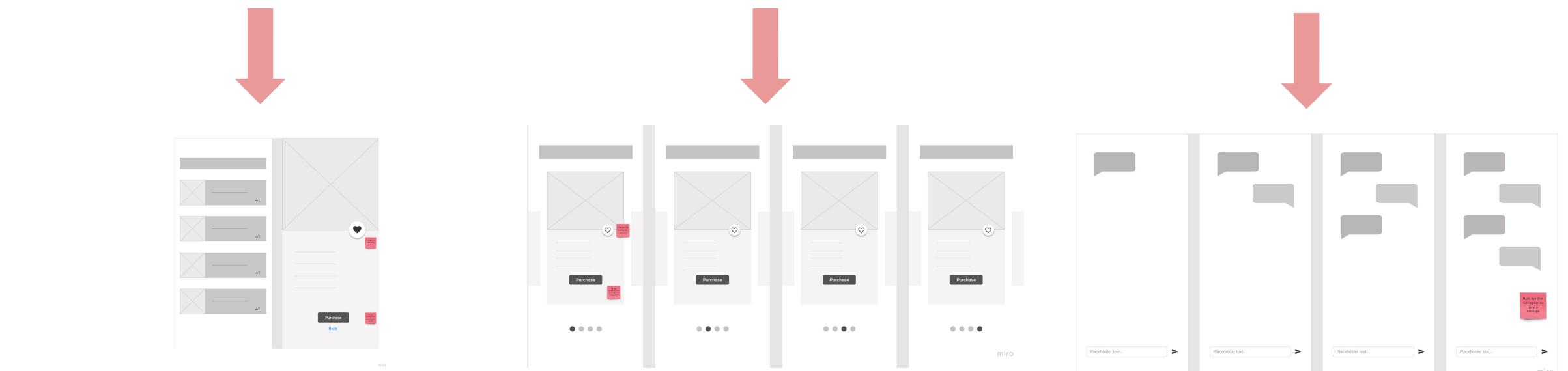
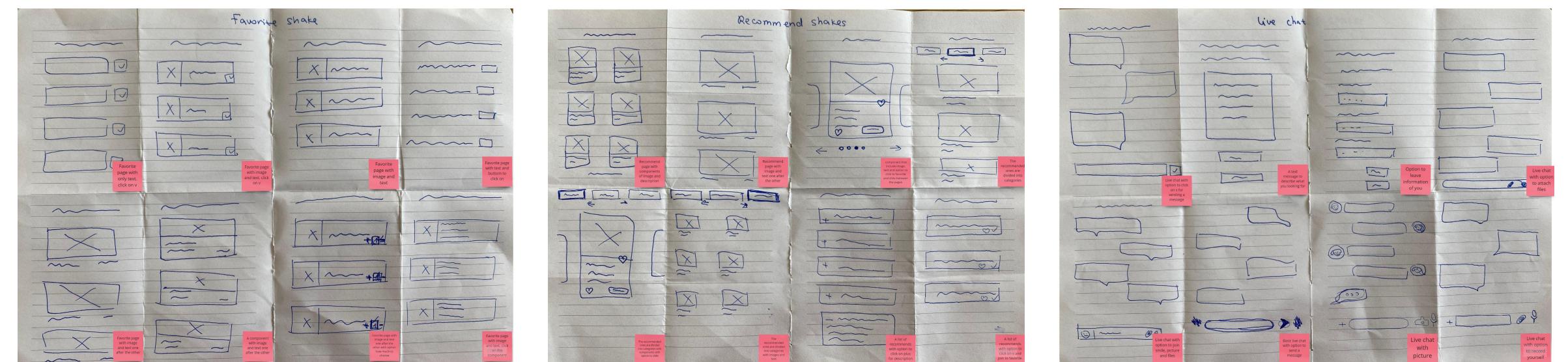
Research synthesis:

the integration of existing knowledge and research findings pertinent to an issue. The aim of synthesis is to increase the generality and applicability of those findings and to develop new knowledge through the process of integration.

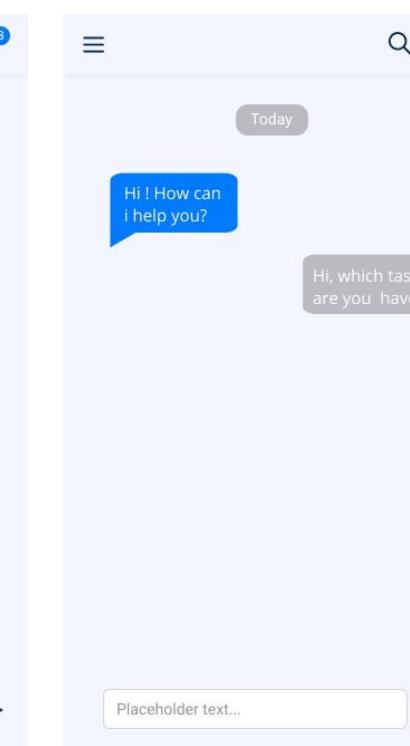
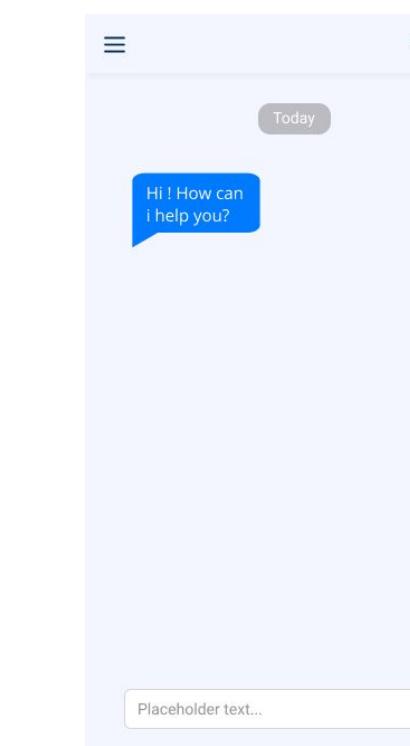
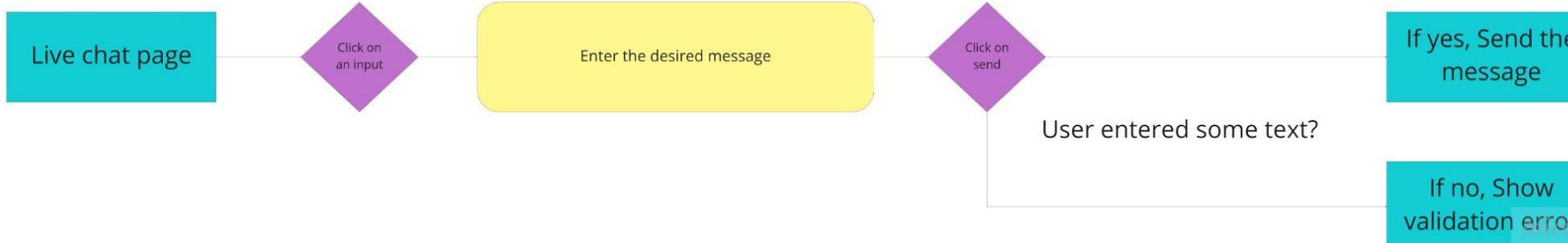
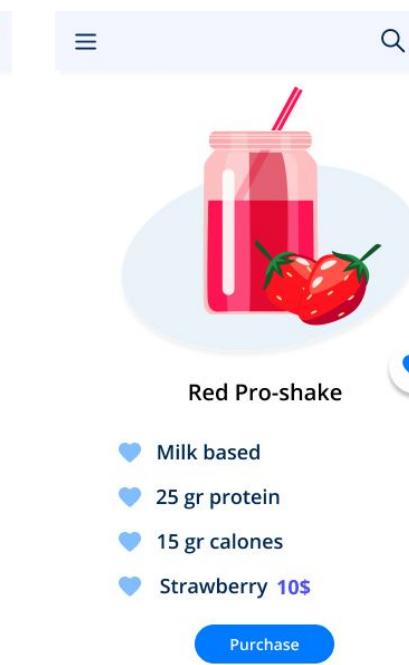
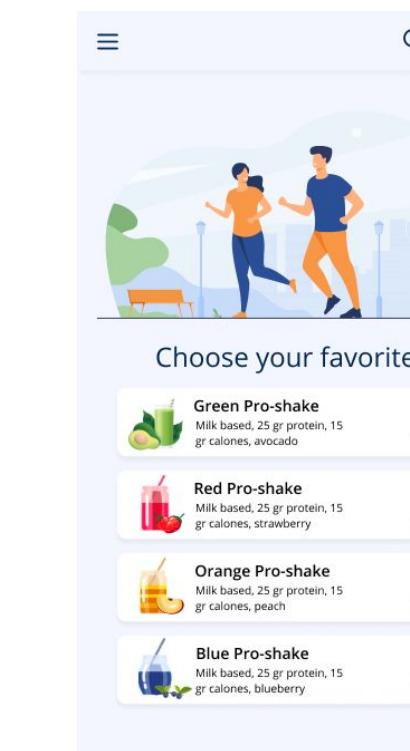
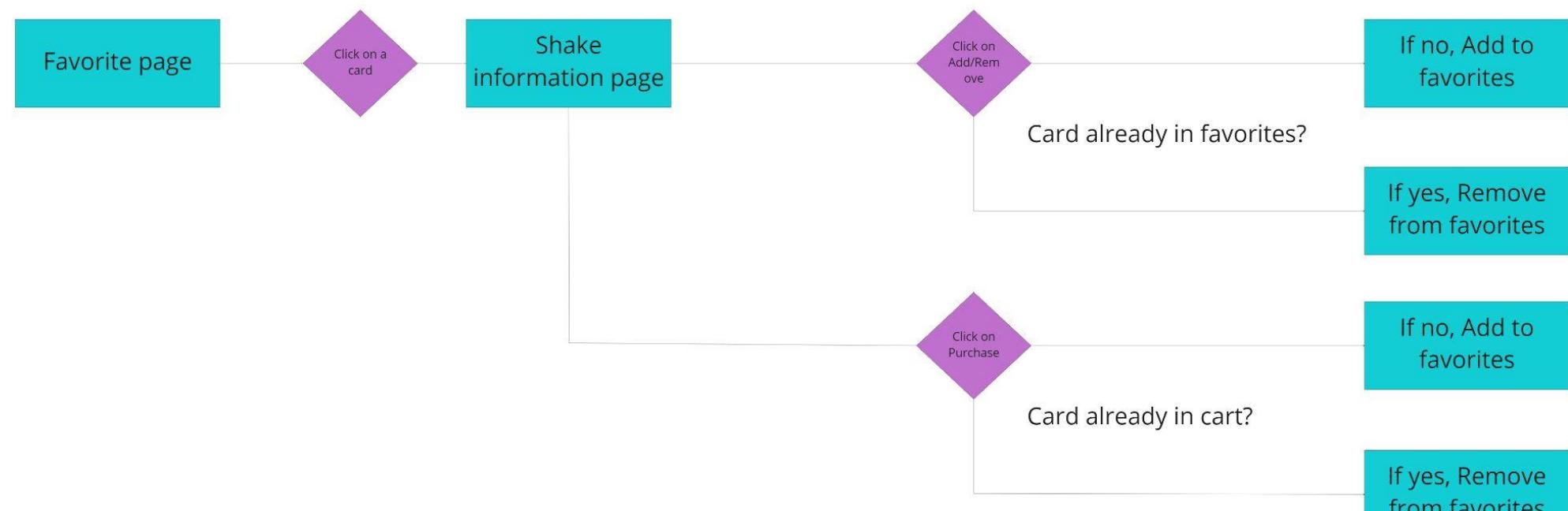
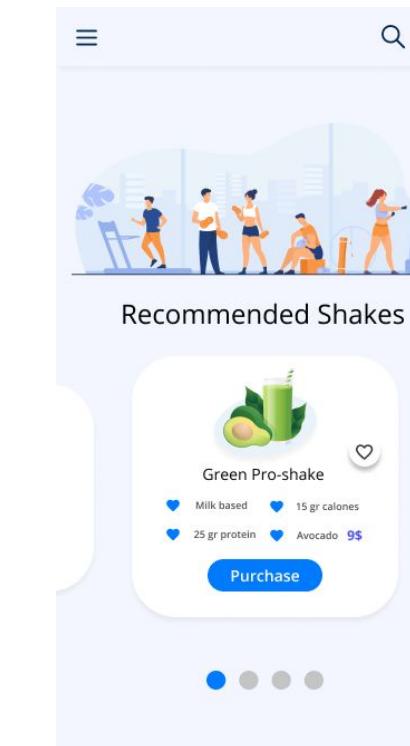
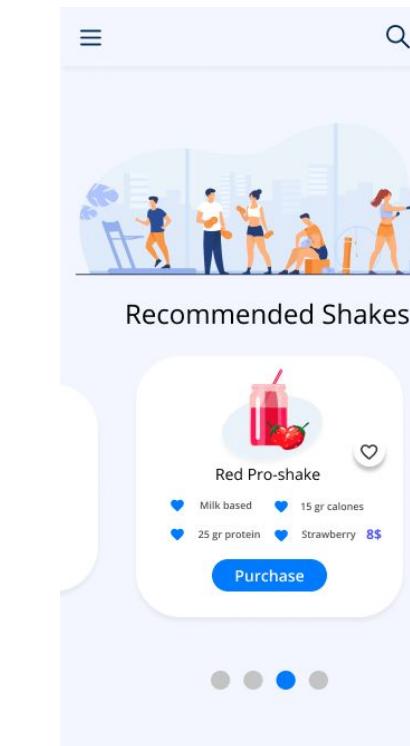
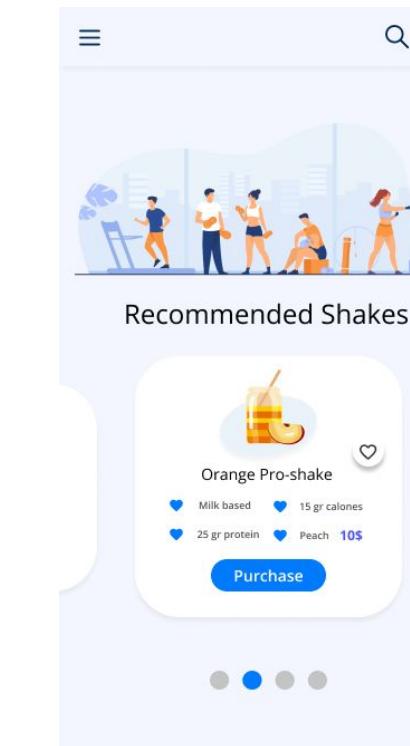
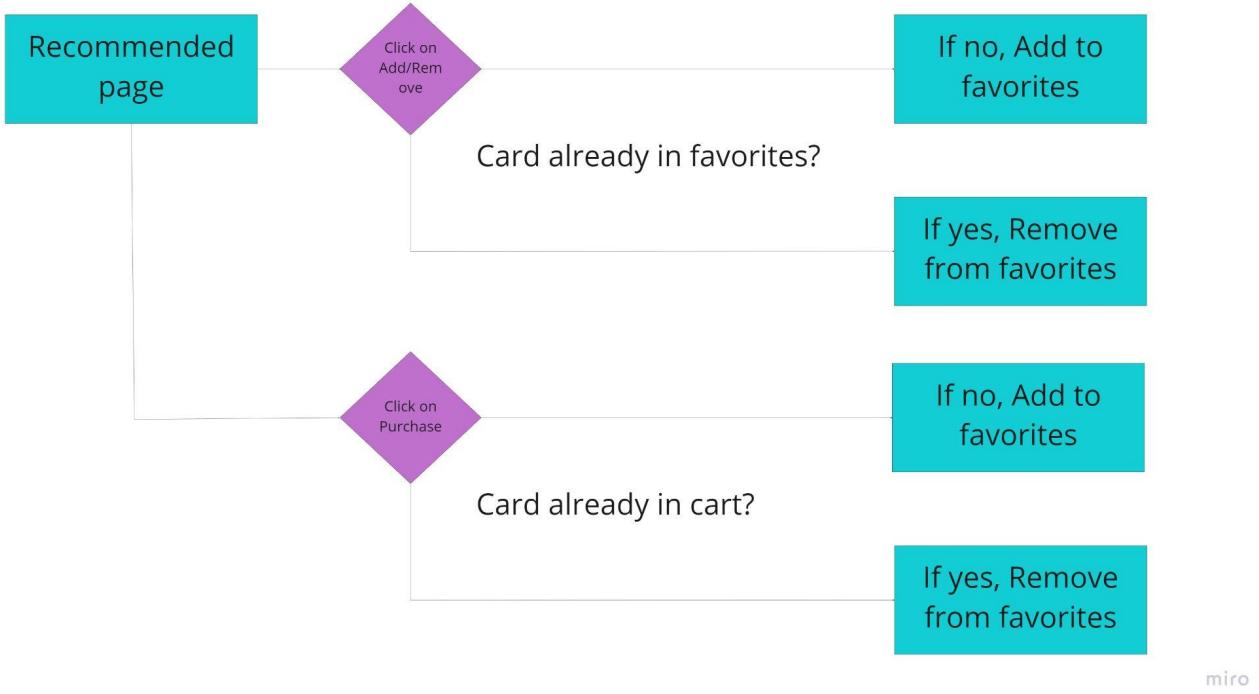


Crazy 8:

Allows us to quickly throw in ideas. Need to take a page and fold it into 8 parts and sketch 8 different ideas for each page. Each part should take one minute.



Usability study:



Test: Validation, Usability, Feedback

Usability testing with LookBack:

Lookback is a tool for conducting live remote Moderated and Unmoderated Usability Tests. It has a real-time remote user research feature. You can communicate directly with the users and see what they see while getting their reactions as they happen.

Welcome message:

Hi ! Welcome to my Project test :)

Please try to finish the task, you need to Switch between all cards.

Thank you so much for helping me in this stage.

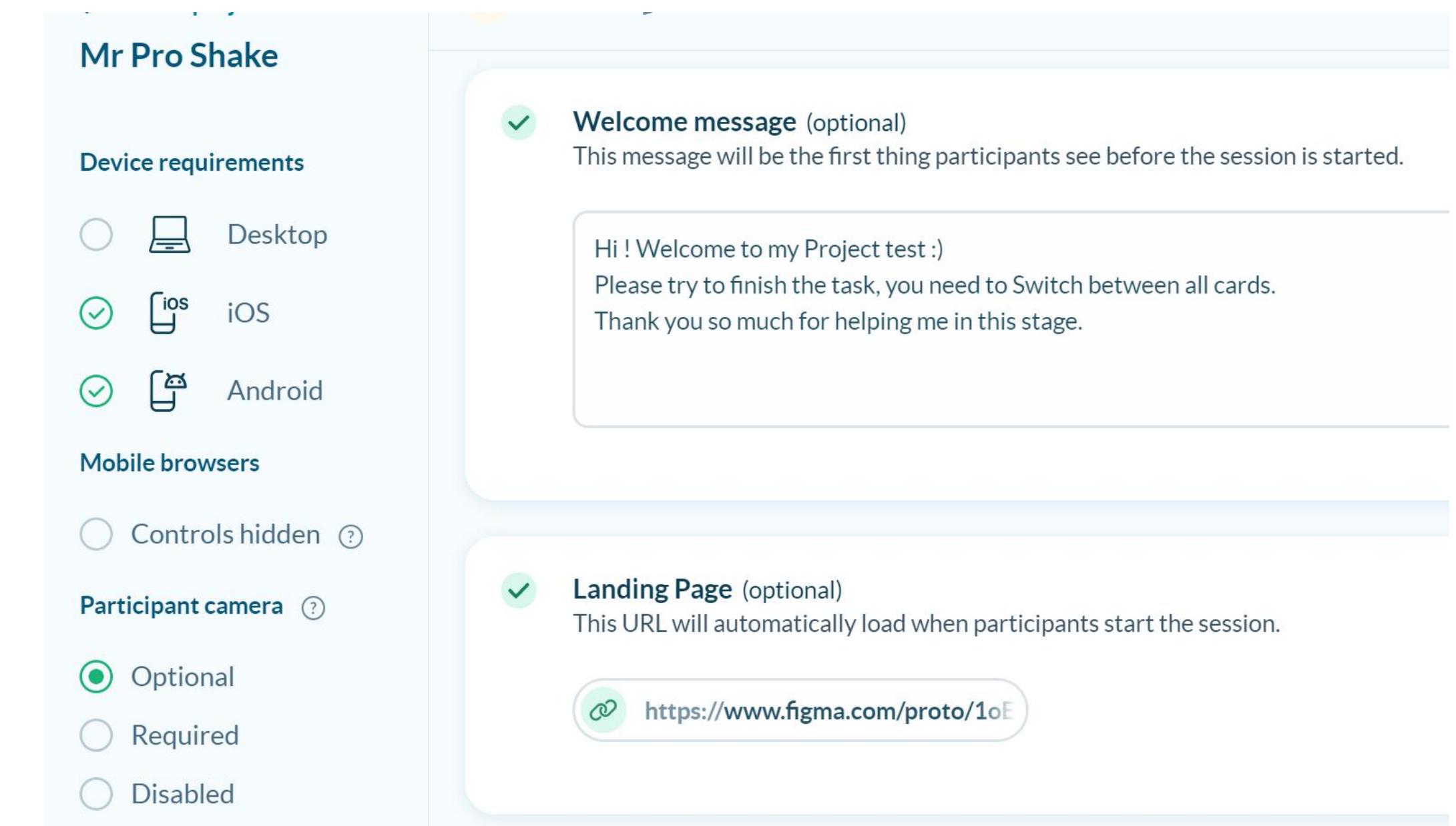
The list of the tasks conducted:

Please try to finish the task, you need to Switch between all cards.

Thank you so much for helping me in this stage.

Test insights:

50% of the users did not understand what to click on, tried to click on the cards but did not understand why it does not work for them. 20% tried to click on the circles and also on the cards. The insights from the test are that there should also be an option to click on the tabs and not just on the points



Design: Iteration

Decrease time on task

Based on my data from Lookback, I found that **50%** from my participants did not know where they need to click.

My hypothesis is that participants thoughts that they need to click on the cards for swipe and because of this they spend a lot of time to try to do this and they do not understand why it is not working.

My solution for this is to make the cards interactive too and to decrease the time on task.

SelfTest			
SelfTest with vinston	00:39	22h	Android
SelfTest with baruch	00:42	22h	Android
SelfTest with Marina Shimonov	00:43	23h	iOS
SelfTest with Mery Por	00:24	23h	Android
SelfTest with Deli Oz	00:19	23h	Android
SelfTest with liora	02:12	23h	Android
SelfTest with Ori nas	00:25	23h	Android
SelfTest with Aviel El	00:20	23h	Android
SelfTest with Hasida Zohar	00:20	23h	iOS
SelfTest with hay	00:47	23h	Android

Solution & Impact Overview

I used Lookback software and found that **50%** of my users did not know exactly where to click on the recommended page.

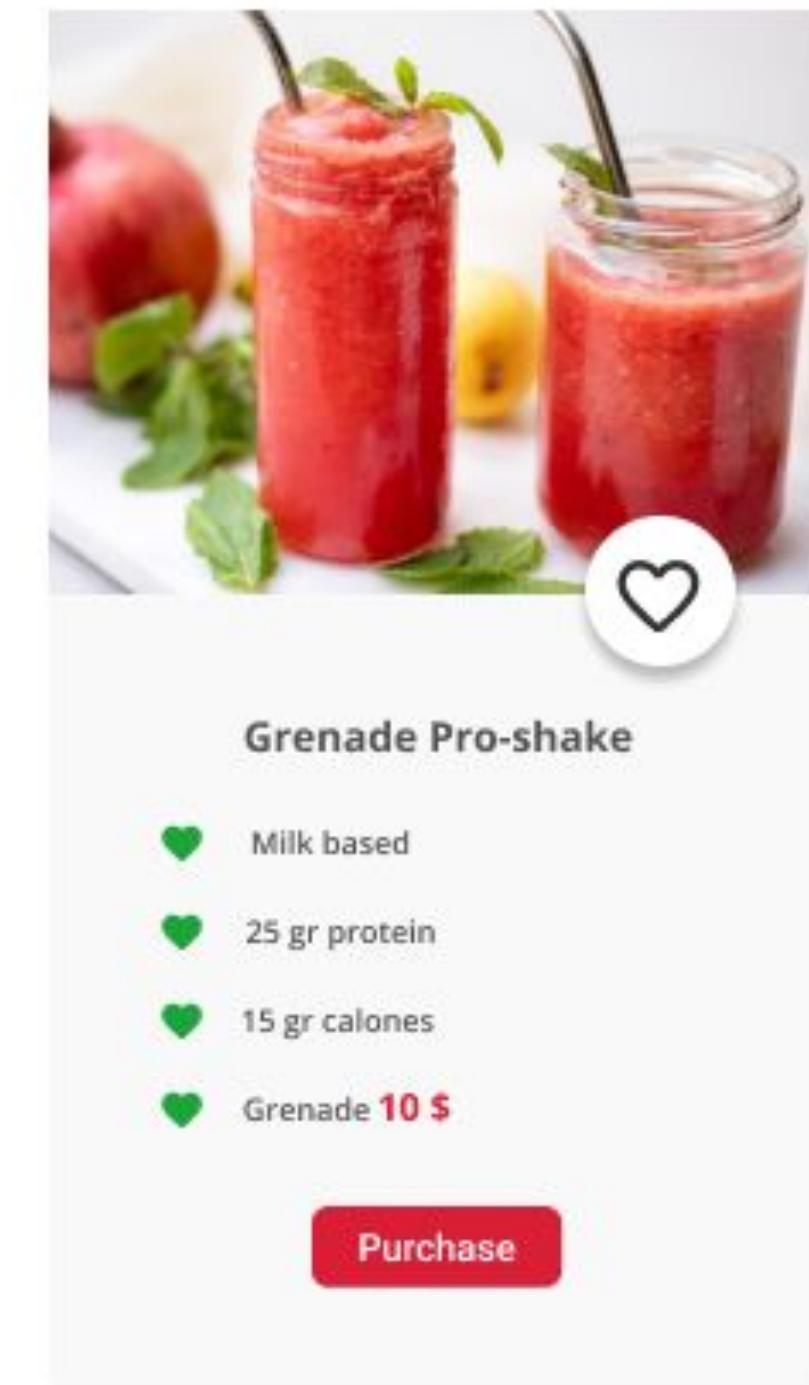
My solution for this is to make the cards interactive too and to decrease the time on task.

Then, I did a retest for the same users and they all passed it successfully.

New clickable prototype after the test

<https://www.figma.com/proto/1oEBI4jpdVJlQS7cBGkBB6/Final-Project?node-id=536%3A34034&scaling=min-zoom&page-id=536%3A33975&starting-point-node-id=536%3A34034&show-proto-sidebar=1>

Recommends



Final prototype:

The image displays a grid of 12 mobile application screens, likely from a wireframe or low-fidelity prototype, illustrating a user flow for a healthy shake delivery service.

Row 1:

- Home Screen:** Shows two people jogging in a park. Below is a section titled "Choose your favorite" with four shake options: Green Pro-shake, Red Pro-shake, Orange Pro-shake, and Blue Pro-shake. Each option includes a description, nutritional information, and a "Purchase" button.
- Green Pro-shake Detail Screen:** Shows an illustration of an avocado and a green shake. Includes details: Milk based, 25 gr protein, 15 gr calones, avocado. Buttons for "Purchase" and "Back".
- Orange Pro-shake Detail Screen:** Shows an illustration of an orange and an orange shake. Includes details: Milk based, 25 gr protein, 15 gr calones, peach. Buttons for "Purchase" and "Back".
- Red Pro-shake Detail Screen:** Shows an illustration of a strawberry and a red shake. Includes details: Milk based, 25 gr protein, 15 gr calones, strawberry. Buttons for "Purchase" and "Back".
- Blue Pro-shake Detail Screen:** Shows an illustration of blueberries and a blue shake. Includes details: Milk based, 25 gr protein, 15 gr calones, blueberry. Buttons for "Purchase" and "Back".
- My Cart Screen:** Shows a list of items in the cart: Green Pro-shake (9\$), Red Pro-shake (10\$), and Orange Pro-shake (8\$). Total price is 27\$. Buttons for "Buy" and "Payment Method". Payment method options include Paypal, Credit card, and Apple Pay. Card number, Valid until, Cv, and Card holder fields are present. A toggle for "Save card data for future payments" is shown.

Row 2:

- Recommended Shakes Screen:** Shows a circular illustration of people working out. Below is a list of recommended shakes: Orange Pro-shake, Red Pro-shake, Blue Pro-shake, and Green Pro-shake. Each shake has its details and a "Purchase" button. A navigation bar with five dots is at the bottom.
- Recommended Shakes Screen (repeat):** Similar to the first Recommended Shakes screen, showing the same four shake options and their details.
- Recommended Shakes Screen (repeat):** Similar to the first Recommended Shakes screen, showing the same four shake options and their details.
- Sign In Screen:** Shows a circular illustration of people working out. Includes a "Sign in" button, a "Don't have an account? Sign Up" link, email and password input fields, and a "Forgot password?" link. Buttons for "Continue" and "Or Continue with Google".
- Sign Up Screen:** Shows a circular illustration of a person running with a clipboard. Includes a "Sign up" button, a "Already have an account? Sign in" link, email and password input fields, and a "Continue" button. Buttons for "Or Continue with Google".
- Chat Screen:** Shows a conversation with a bot. The bot says: "Hi! How can I help you?", "Hi, which taste are you have?", "You can see in the menu bar", "Oh, thank you!", and "You are welcome!". There is a placeholder text field at the bottom right.

Develop: Prototyping

As part of UX's nano-degree studies, I developed a high-fidelity prototype for an app where you can order a protein shake after a workout. Among the pages you will see: a recommended page, a favorites page, live chat page, Sign in page, Sign up page, My cart page and Check out page . Below you can see a clickable prototype I made using Figma software and a summary of the design I made using Zeplin.

[View Clickable Prototyping](#)

<https://www.figma.com/proto/1oEBI4jpdVJlQS7cBGkBB6/Final-Project?node-id=536%3A34034&scaling=min-zoom&page-id=536%3A33975&starting-point-node-id=536%3A34034&showproto-sidebar=1>

[View Zeplin](#)

<https://scene.zeplin.io/project/618cd79114f178b4fafcd2d6>

[View My Site](#)

<https://www.hasida-zohar.com/>



About Me

Hi, my name is Hasida Zohar

I am a graphic designer with a specialization in UX. I have a UX Design certificate from Udacity, a graphic design certificate from Shenkar (average of 94) and a degree in economics and management from the Academic College in Ashkelon.

During the 19th virus, I realized how much I love to create and design, and decided to continue my dream of becoming a graphic designer.

My site : <https://www.hasida-zohar.com/>

