

Healthy Fresh Food App and Responsive Website

JH B

Project overview



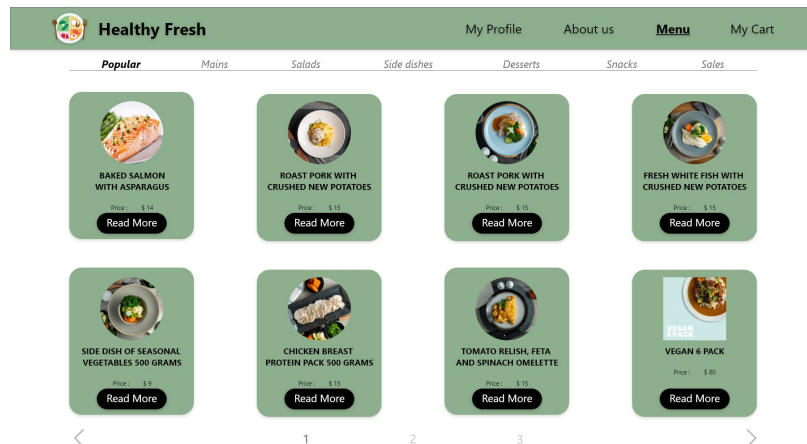
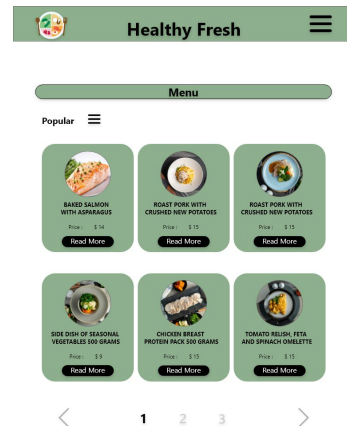
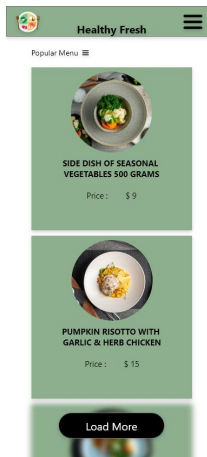
The product:

Healthy Fresh is trying to deliver healthy, fresh food and easy-to-cook recipes. They offer a wide range of competitive prices. Healthy Fresh is aimed at people who care about their health.



Project duration:

March 2022 to June 2022



Project overview



The problem:

People who need to go on a diet want to cook easily at home and eat healthy food.



The goal:

Design an app for Healthy Fresh that allows users to easily order fresh, healthy dishes.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



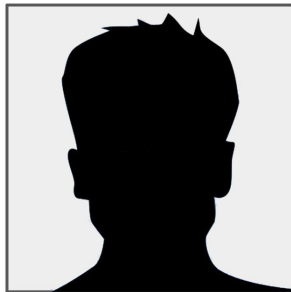
I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was who need healthy food for diet.

This user group confirmed initial assumptions about Healthy Fresh customers, but research also revealed that diet was not the only factor in ordering healthy fresh food. Other user problems find it difficult to get groceries for cooking or go to a restaurant yourself. In particular, it is becoming more difficult due to COVID-19.

Persona 1: Name

Problem statement:

John is a football player who needs easy access to healthy food ordering options. because he lives alone and he needs to get good ingredients.



John

Age: 23

Education: Auckland University

Hometown: Auckland

Family: Live Alone

Occupation: Auckland FC -
Football player

"I am a soccer player, so food is important. I want to cook and eat with good ingredients."

Goals

- I'm trying to play as a starting member
- I want join first team

Frustrations

- I'm under a lot of stress because of the competition.
- I am stressed because it is difficult to choose healthy food for my condition.

John is a 23 years old football player. He is trying to stay in good condition to play in the first team. He is looking for an easy way to get healthy food.

Persona 2: Rachel

Problem statement:

Rachel is a ballerina student who needs easy access to healthy food ordering options. because she needs to control her diet for ballet.



Rachel

Age: 20
Education: Otago University
Hometown: Otago
Family: Live with roommate
Occupation: a ballerina student

"I like ballet very much. So weight control is a must."

Goals

- I want to graduate with good grades
- I always want to stay in good condition.

Frustrations

- It is stressful to find healthy and fat-free food
- I'm having a hard time because of weight control.

Rachel is a 20 years old ballerina student. She is looking for healthy, fat-free foods to maintain her weight. She thinks it is necessary for her condition and good grades in university.

Competitive audit

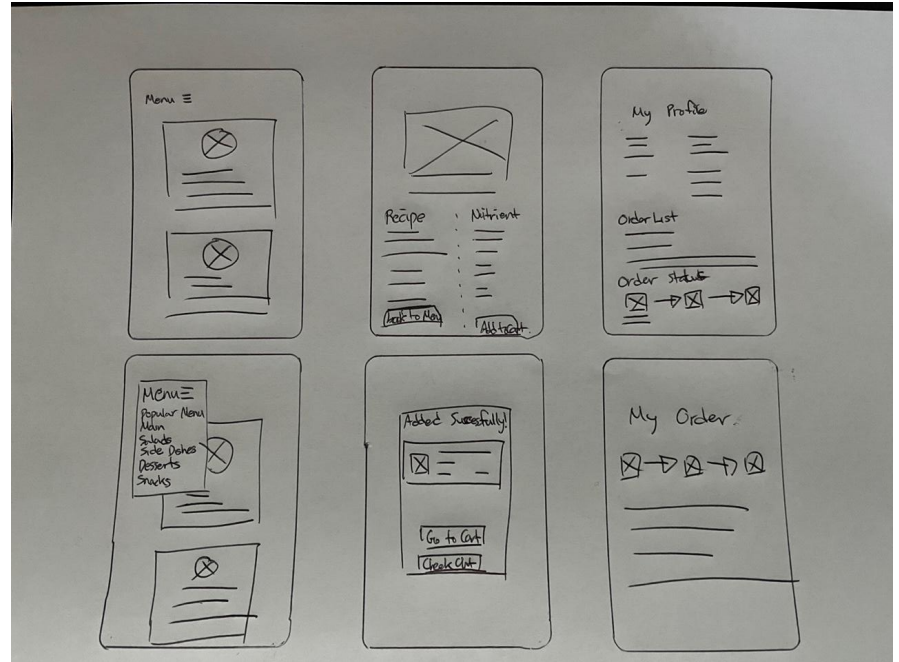
An audit of a few competitor's products provided direction on gaps and opportunities to address with the Healthy Fresh Food app.

Competitive audit										
Competitive audit goal										
	General information								First impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition		
Hello Fresh	Indirect		Fresh Food	\$	https://www.hellofresh.co.nz/	Large	Families	Fresh Food for families	Good <ul style="list-style-type: none">+ Simple to navigate- Minimal features and visuals	Good <ul style="list-style-type: none">+ Makes customers feel welcome+ Accessibility-friendly+ Easy to use- App is only available in English
Fit Food	Indirect		Fresh Food	\$	https://www.fitfood.nz/	Medium	Everyone	Fresh Food for everyone	Good <ul style="list-style-type: none">+ Visually appealing+ Makes customers feel welcome- Navigation is complicated	Good <ul style="list-style-type: none">+ Visually appealing+ Makes customers feel welcome+ Accessibility-friendly- App is only available in English
Muscle Fuel	Direct		Fresh Food	\$	https://musclefuel.co.nz/	Medium	Everyone	Fresh Food for everyone	Good <ul style="list-style-type: none">+ Visually appealing- Navigation is complicated	Okay <ul style="list-style-type: none">+ Visually appealing+ Lots of intuitive features- Payment process is difficult to complete- App is only available in English

UX (rated: needs work, okay, good, or outstanding)						
Features	Interaction			Visual design		Content
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Outstanding <ul style="list-style-type: none">+ Group order option+ One click payment+ Order filter feature	Good <ul style="list-style-type: none">+ Available on all devices- Only available in English- No features for audio or visual impairments	Outstanding <ul style="list-style-type: none">+ Straightforward user flow+ Order and payment processes are simple, clear, and efficient	Good <ul style="list-style-type: none">+ Buttons are clearly marked+ Easy to find menu	Outstanding <ul style="list-style-type: none">+ Clear brand identity, including colors, font, style, motion, imagery, and photography	Friendly and informative	Outstanding <ul style="list-style-type: none">+ Short and to the point- Focused on info relevant to target audience
Good <ul style="list-style-type: none">+ Group order option+ Order filter feature- Simple, unreliable delivery tracker	Needs Work <ul style="list-style-type: none">- Only available in English- No features for audio or visual impairments	Good <ul style="list-style-type: none">+ Order and payment processes are simple, clear, and efficient- Payment process is repetitive and frustrating	Needs Work <ul style="list-style-type: none">+ Buttons are clearly marked- Hard to find menu	Needs Work <ul style="list-style-type: none">- Minimal brand identity- App is simple	Friendly and informative	Okay <ul style="list-style-type: none">+ Short and to the point- More details are needed
Okay <ul style="list-style-type: none">+ Order filter feature- Simple, unreliable delivery tracker	Needs Work <ul style="list-style-type: none">- Only available in English- No features for audio or visual impairments	Needs Work <ul style="list-style-type: none">- Payment process is repetitive and frustrating- Difficult to find food information	Good <ul style="list-style-type: none">+ Easy to find menu- Some elements seem clickable but are not	Needs Work <ul style="list-style-type: none">- Font used is not legible- Colour used is too strong	Friendly and formal	Okay <ul style="list-style-type: none">+ Focused on info relevant to target audience- Wordy- Unnecessary details

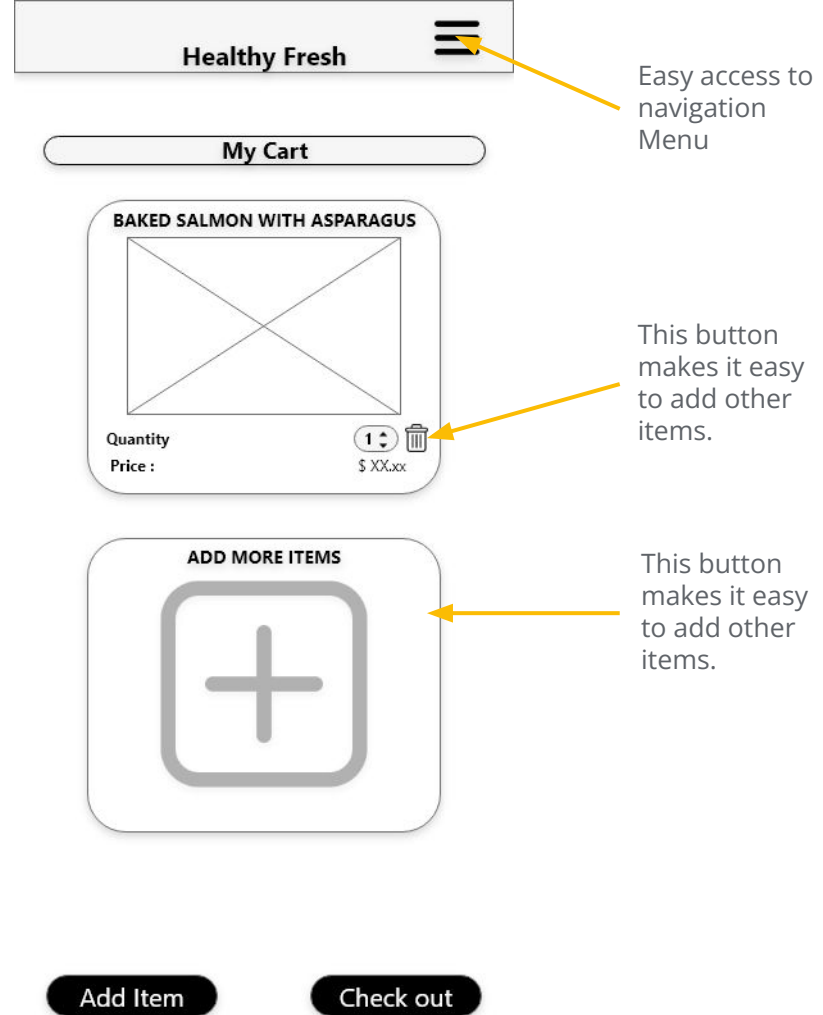
Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **tracking orders** and **simple recipes** and **easy to choose menu**.



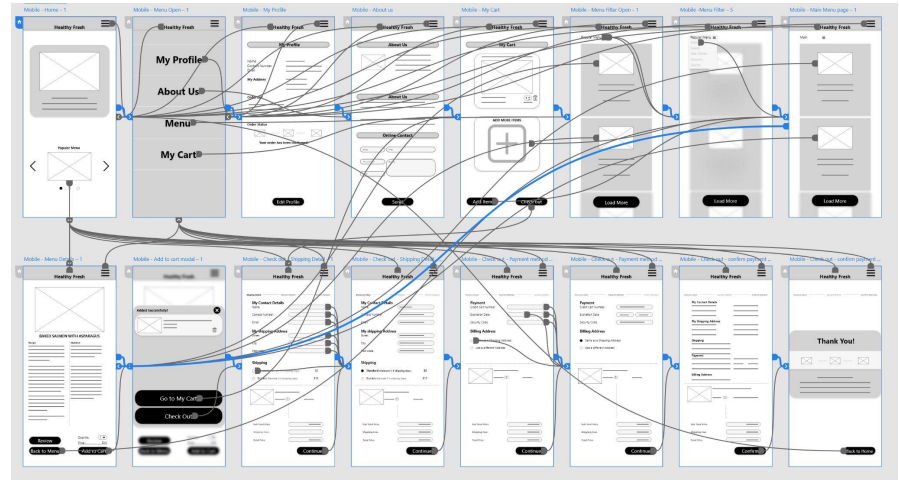
Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Healthy Fresh Food app. These designs focus on delivering an easy way to add and delete foods to users to help manage their food.



Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.



View [Healthy Fresh Food's Low-Fidelity Prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

New Zealand, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Recipes

People want easy access to recipes that specifically use the food they already own.

2

Add food

People had difficulty adding new food items to the app.

3

Delivery status

Users want a delivery status

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Delivery status cannot be determined before usability studies.

However, after the usability study, we added it so that users can easily check the delivery status.

Before usability study



My Profile

Name _____
Contact Number _____
Email _____

My Address _____

Order List

Edit Profile

After usability study



My Profile

Name John
Contact Number 012-3456-7890
Email johnemail@mail.com

My Address John
123 Healthy St
Fresh City
0123

Order List
Order Number 123456
Order Date 23/04/22
Baked Salmon with Asparagus \$XX.xx

Order Status


Your order has been confirmed.

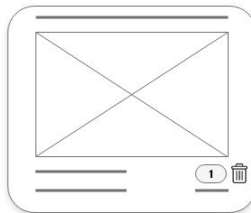
Edit Profile

Mockups

Users could not change the number of items before usability studies.

However, after the usability study, we added a quantity button so they can easy to change the number of items.

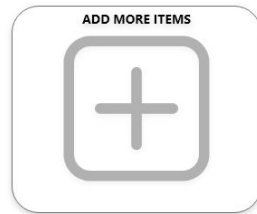
Before usability study



Add Item

Check out

After usability study



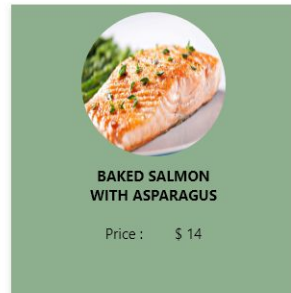
Add Item

Check out

Mockups



Main



Price : \$ 14



Price : \$ 15

Load More



BAKED SALMON WITH ASPARAGUS

Recipe

1 Preheat the oven to 400 degrees and grease a large baking pan. Arrange the salmon fillets on the baking sheet and season generously with salt and pepper.

2 Stir together the olive oil, garlic, herbs, and juice of 1/2 of the lemon. Spoon this sauce over salmon fillets, being sure to rub all over the tops and sides of the salmon so it has no dry spots. Thinly slice the remaining 1/2 of the lemon and top each piece of salmon with a slice of lemon.

3 Bake the salmon in the oven for 15-18 minutes or until the salmon is opaque and flaky when pulled apart with a fork. You can broil the last 1-2 minutes if desired.

4 Garnish with fresh thyme or parsley if desired and serve.

Nutrient

For a Serving Size of 4.8 oz (135g)

Calories 274

Calories from Fat 171 (62.4%)

% Daily Value *

Total Fat 19g	
Cholesterol 67mg	12%
Sodium 284mg	
Carbohydrates 1g	
Net carbs 0.5g	2%
Fiber 0.5g	
Protein 24g	
Vitamins and minerals	
Vitamin A 0ug	0%
Vitamin C 0mg	0%
Calcium 30mg	3%
Iron 0.6mg	8%

Review

Back to Menu

Quantity 1
Price : \$XX

Add to Cart



My Cart

BAKED SALMON WITH ASPARAGUS



Quantity

Price :

1
\$ XX.XX

ADD MORE ITEMS



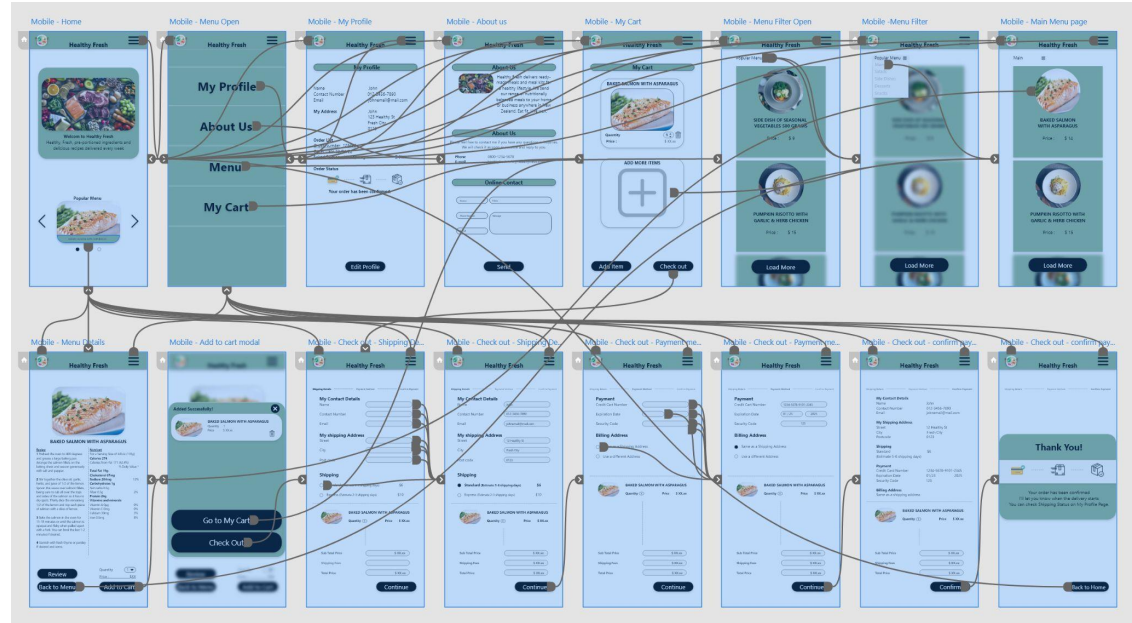
Add Item

Check out

High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the Healthy Fresh Food high-fidelity prototype



View [Healthy Fresh Food's High-Fidelity Prototype](#)

Accessibility considerations

1

Used icons to help make navigation easier.

2

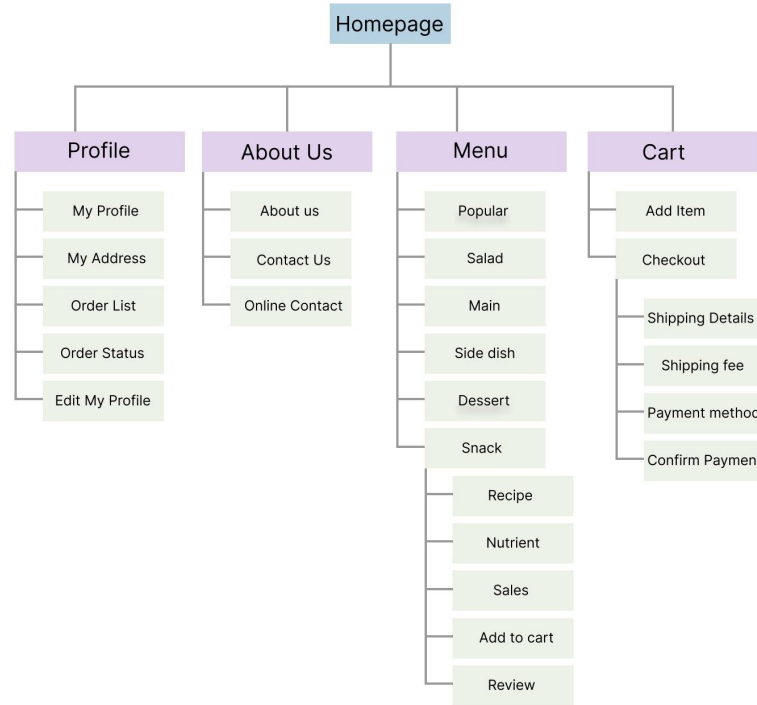
Used detailed imagery for foods and recipes all users better understand the designs.

Responsive Design

- Information architecture
- Responsive design

Sitemap

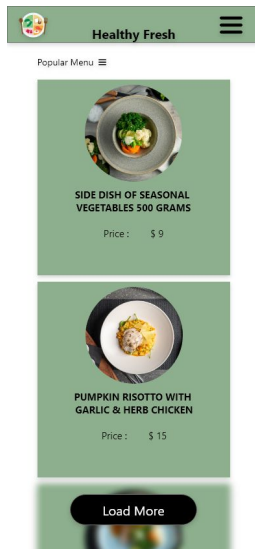
With the app designs completed, I started work on designing the responsive website. I used the Healthy Fresh Food sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



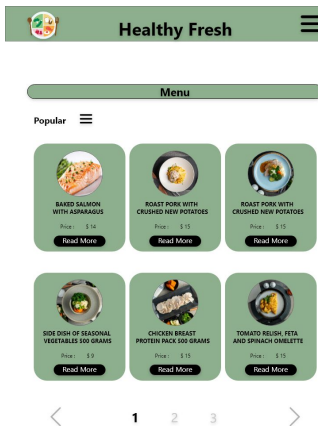
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

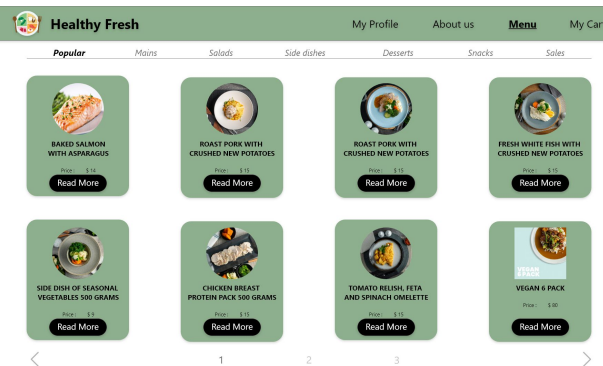
Mobile website



Tablet



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Healthy Fresh really thinks about how to meet their needs.

One quote from peer feedback:

“The app made it so easy! I would definitely use this app as a go-to for a delicious, fast, and even healthy meal.”



What I learned:

While designing the Healthy Fresh app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

More diverse recipes should be added so that users can choose recipes.

Let's connect!



Thank you for your time reviewing my work on the Healthy Fresh app! If you'd like to see more or get in touch, my contact information is provided below.

Email: jhbyundesign@email.com

Website: jhbyundesign.com