

Healthy Fresh Food

JH B

Project overview



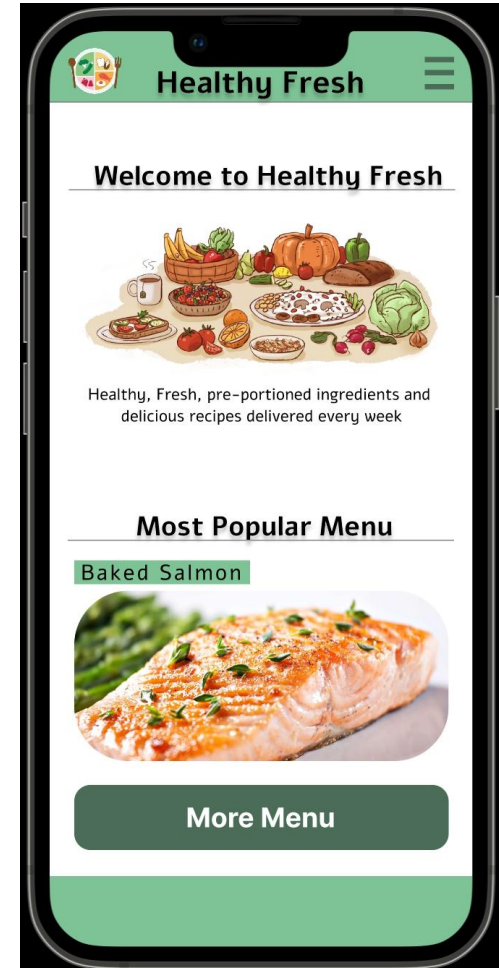
The product:

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 designing an app for Healthy Fresh from conception to delivery.



Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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.

User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

IA

Text-heavy menus in apps are often difficult to read and order from

Persona: Rachel

Problem statement:

Rachel is a ballerina student who needs easy access to healthy food ordering options because she lives alone and she needs to control her diet



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.

User journey map

Mapping Rachel's user journey revealed how helpful it would be for users to have access to a dedicated Healthy Fresh app.

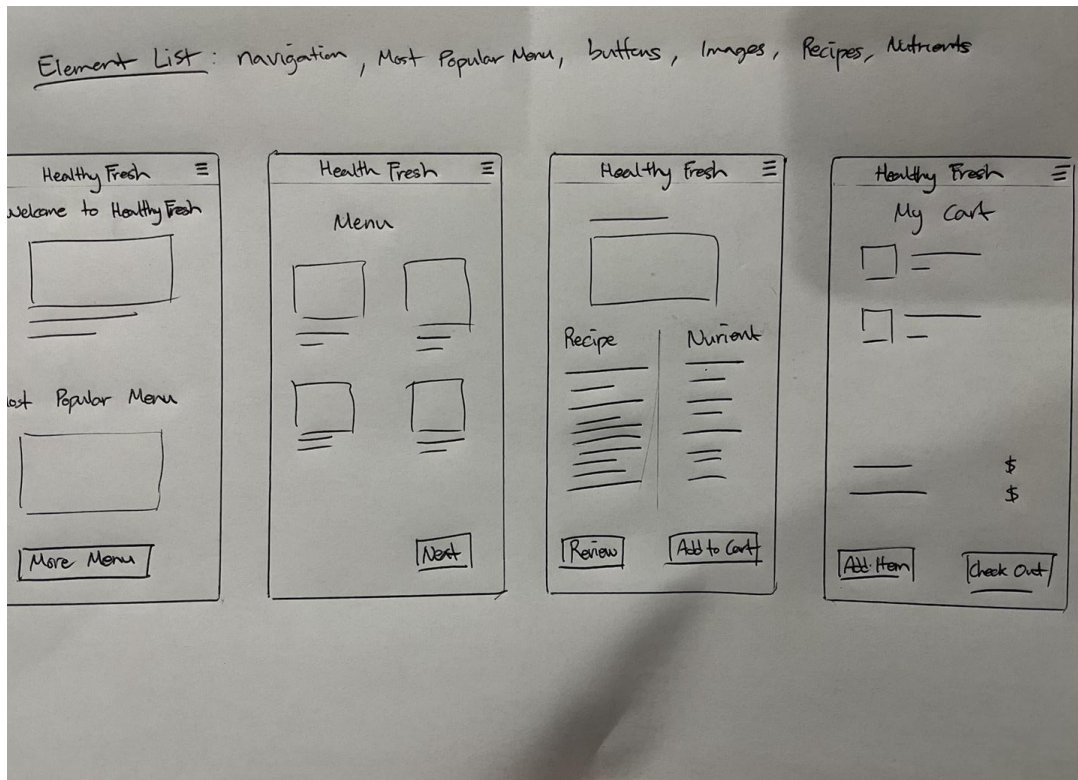
Persona: Rachel

Goal: I am a ballerina. So I try to eat healthy food and low-calorie food because I have to go on a diet.

ACTION	Search healthy fresh food	Complete the sign in to get healthy fresh food	Put what I want in my shopping cart	Finish check out and wait for delivery	Get healthy fresh food delivery and enjoy it
TASK LIST	Tasks A. Find the health fresh food app and download it B. Check the app and look around	Tasks A. Enter the name, address and contact number for sign in	Tasks A. Choose the food I want using the menu section B. Determine the quantity and enter it	Tasks A. Choose the payment method I want and pay B. Check the estimated delivery date and receive the tracking number.	Tasks A. Receive food delivery and check the food B. Make food with the recipe I came with and enjoy it C. Write a review for points accumulation
FEELING ADJECTIVE	<ul style="list-style-type: none">• Unfamiliar• Confused• Unsure	<ul style="list-style-type: none">• Tiresome• Worried	<ul style="list-style-type: none">• Confused• Expected• Lost	<ul style="list-style-type: none">• Confused• Relieved	<ul style="list-style-type: none">• Excited• Satisfied• Tiresome
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Better icon and introduction design	<ul style="list-style-type: none">• Need to explain customer information security to make them feel safe	<ul style="list-style-type: none">• Need more information about menu and recipe• Need more convenient design for shopping cart	<ul style="list-style-type: none">• Need more simple payment system design	<ul style="list-style-type: none">• Need faster and easier way to earn points• Need to notify shipping status by phone app alarm

Paper wireframes

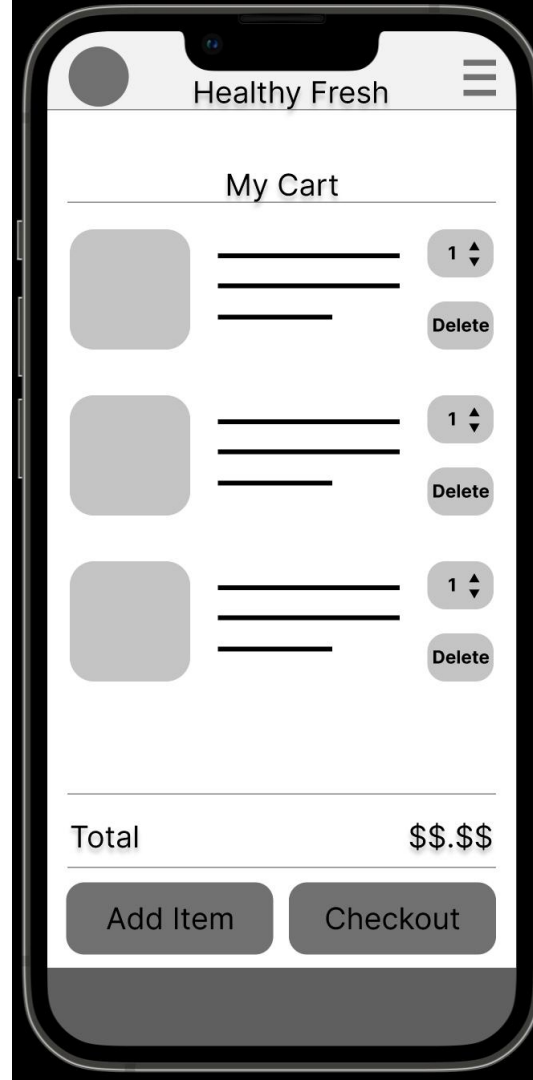
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

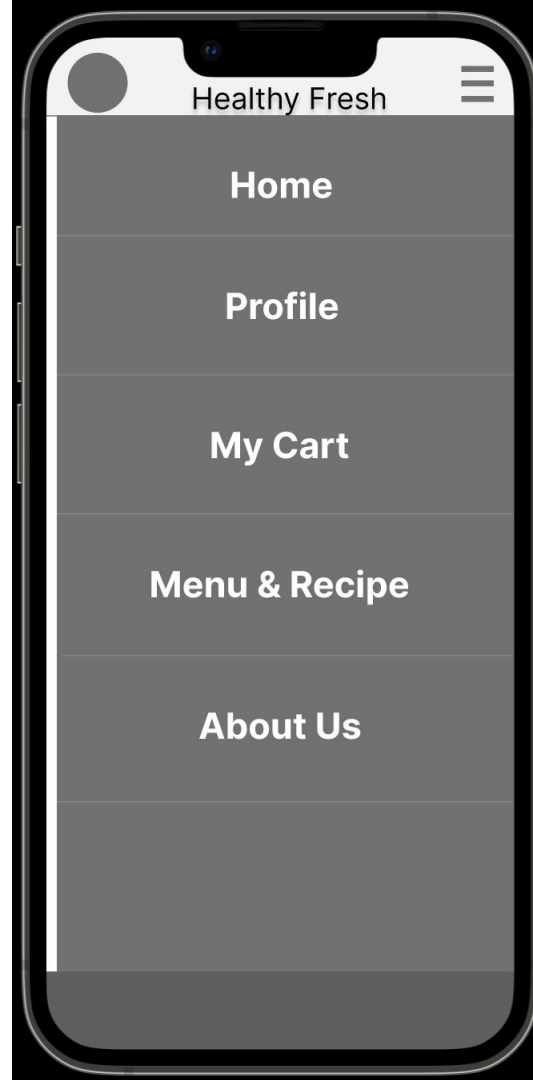
This button makes it easy to add other items.



This button provides an easy way to change the quantity of an item

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.



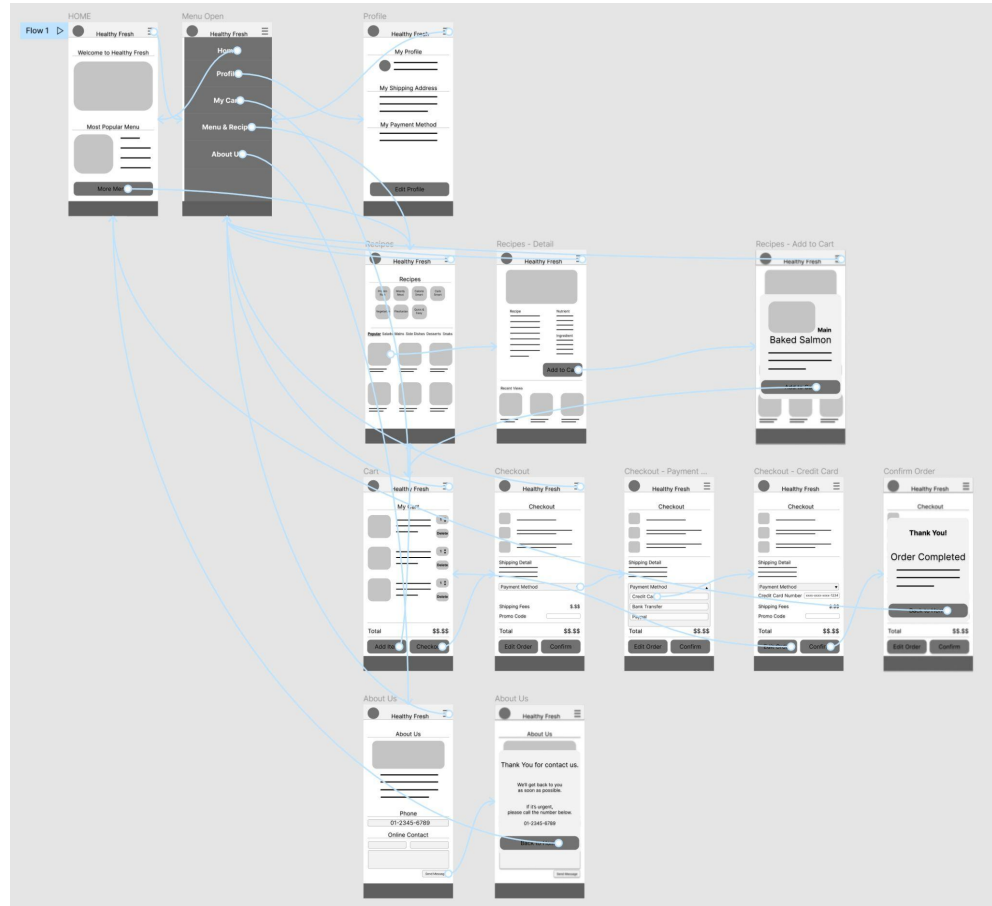
Easy access to navigation that's screen reader friendly.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a Healthy Food, so the prototype could be used in a usability study.

View the Healthy Fresh

[Low-Fidelity Prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to be able to change the quantity when adding to the cart.
- 2 Users want more information about food eg. recipes and nutrient
- 3 Users want a delivery status

Round 2 findings

- 1 Users want more payment method
- 2 Users want fonts and sizes that are easier to read

Refining the design

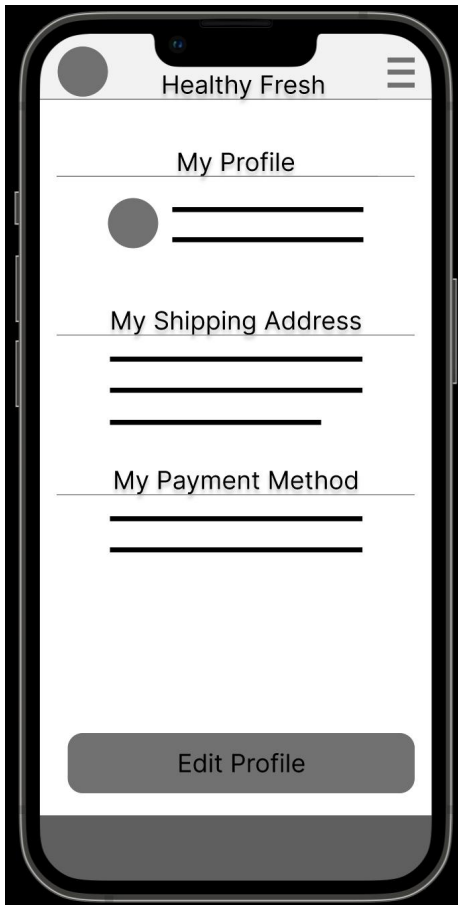
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

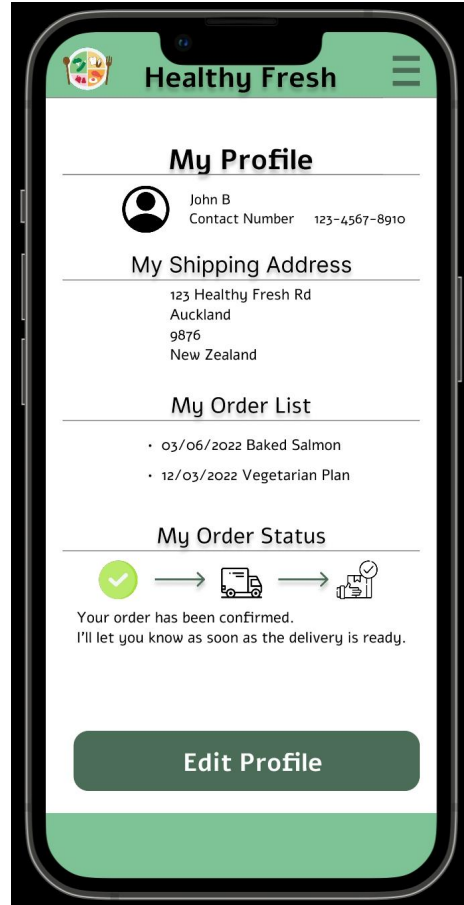
Delivery status cannot be determined before usability studies.

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

Before usability study



After usability study



Mockups

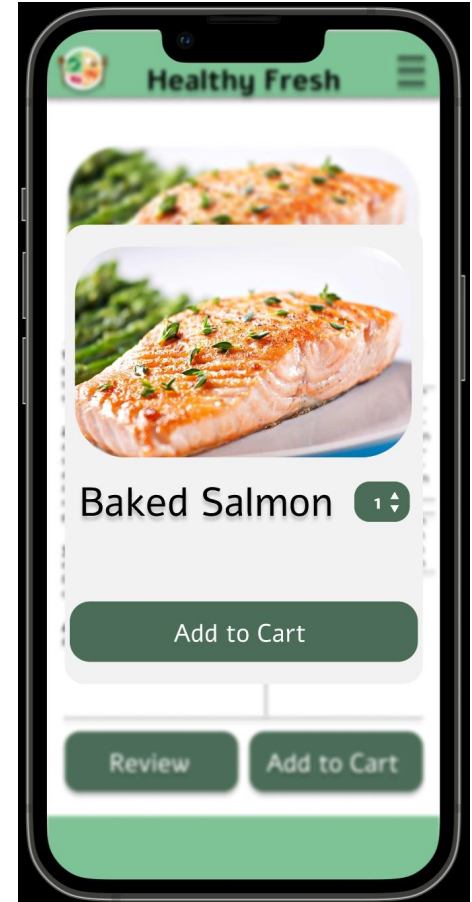
Users could not change the number of items before usability studies.

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

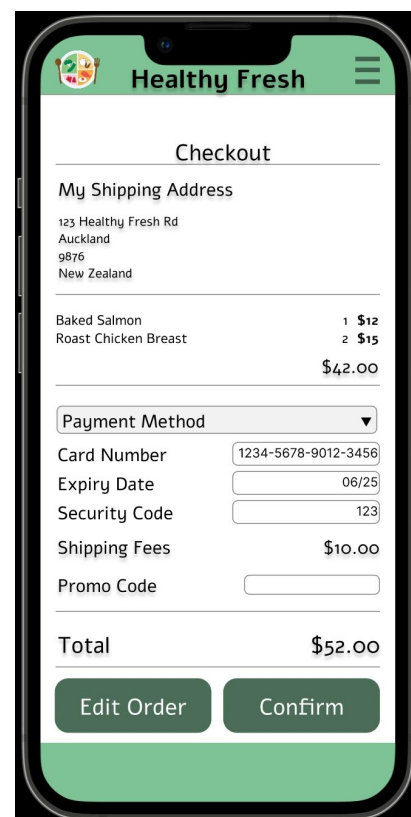
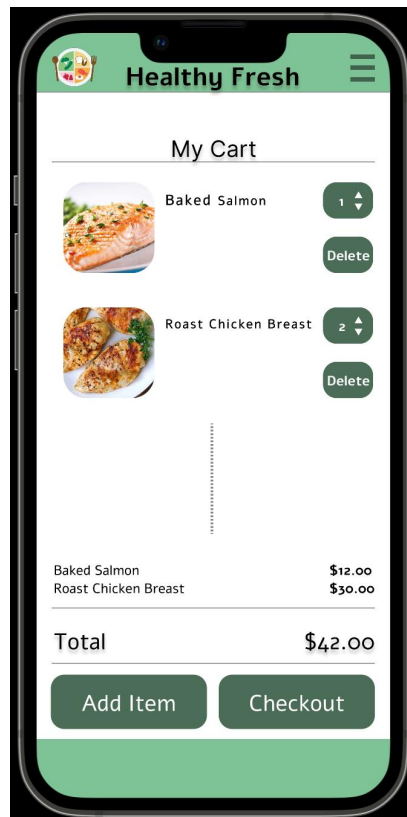
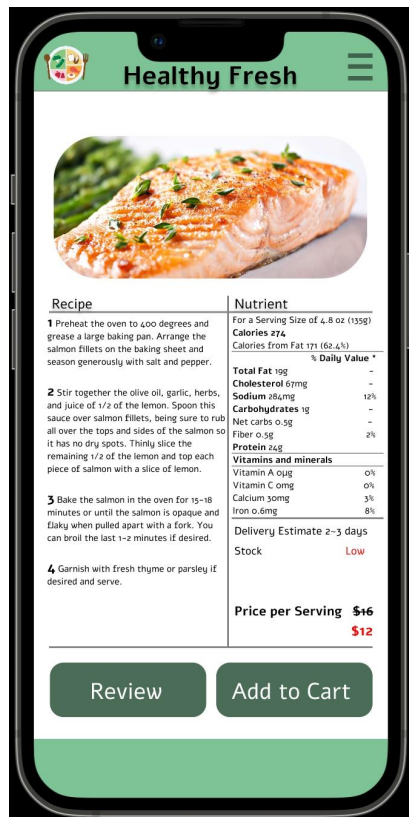
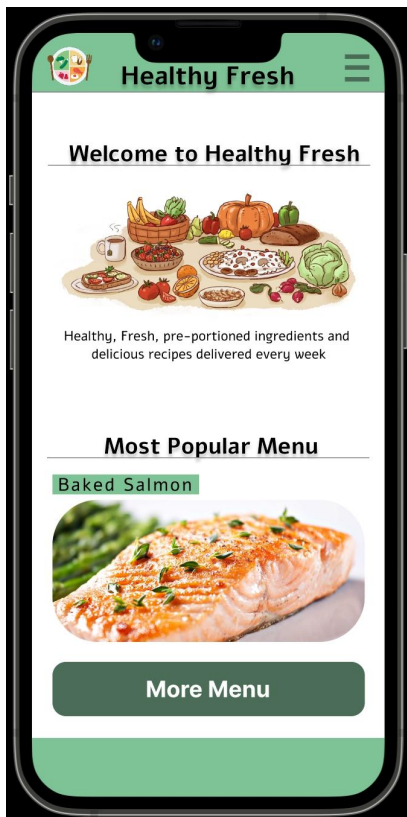
Before usability study



After usability study



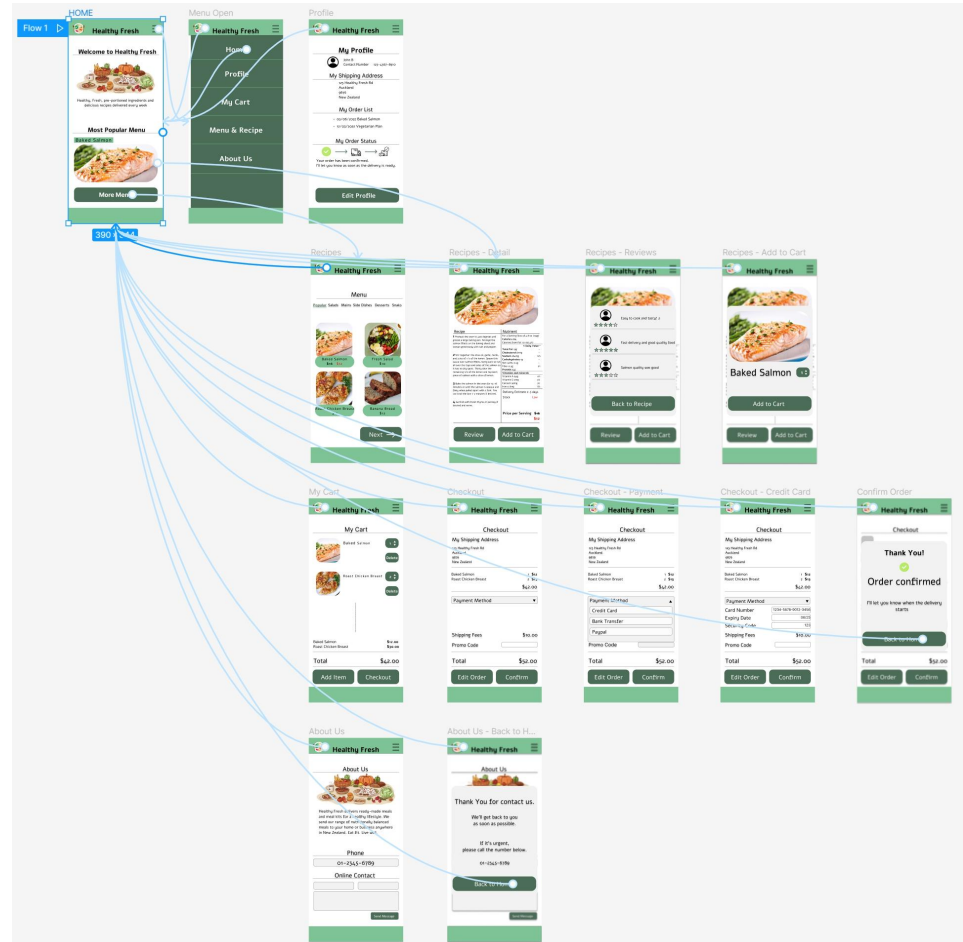
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for choosing healthy food and checkout. It also met user needs for delivery status as well as choosing the number of foods.

View the Healthy Fresh
[High-Fidelity Prototype](#)



Accessibility considerations

1

Provided access
to users who are vision
impaired through adding alt
text to images for screen
readers.

2

Used icons to
help make
navigation easier.

3

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

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.

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.

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