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Paper Prototype

The initial screen opens to a login screen. The user will log in or create an account for the health app (to be named). There will be an option to stay logged in for longtime members.

Once logged in, users are moved to the main menu where they can navigate through each screen. On the top left is a hamburger menu that will allow users to navigate to other screens and locate additional information like history, friends/social, and more. On the top right is where the user can customize their profile like profile picture, add friends, and set personal information (optional) like weight, height, age. There will be the ability to search products by name, with the option to click and open the camera for the barcode scanner. There will be a favorites tab where users can find their favorite items to buy. There will be another tab to view or create a shopping list as well as past lists for quick access. The next tab is the goals tab where users can set goals like caloric intake, low carbs, etc. Finally, the settings tab is where users can change a variety of settings such as notifications, sounds, and set their information.

The barcode scanner is straightforward and opens the camera for users to scan the barcodes. If the camera is obstructed or not properly scanning, there is an option to manually input the barcode information. At the bottom of the screen is the button to take the picture. On the top left is an "x" to close the scanner and back out to the main menu.

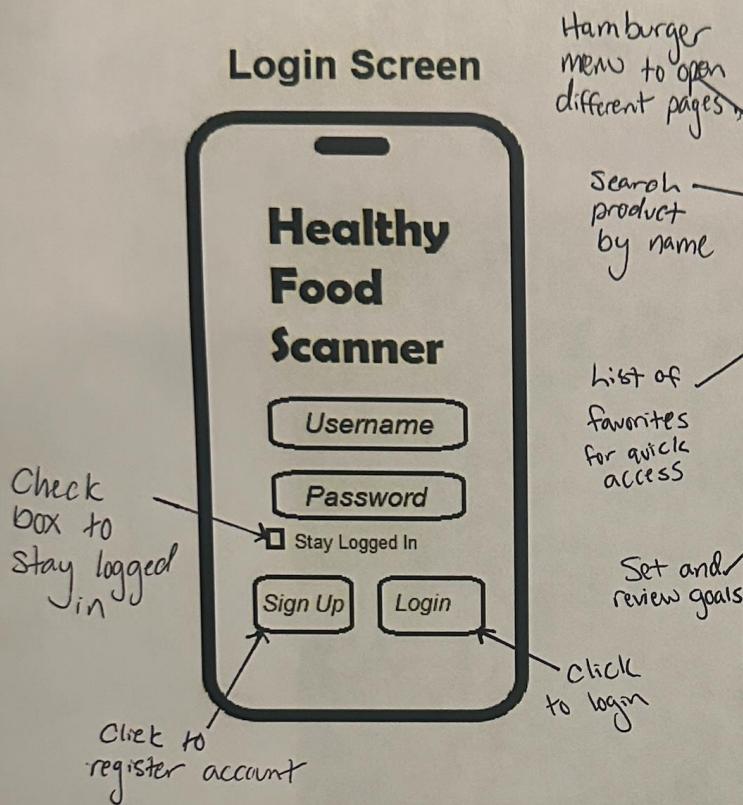
The final screen shown is the product breakdown. There is an option to return to the main menu on the top left. On the top right is a heart to add the product to your favorites list. In the center of the screen is a detailed breakdown of the nutritional facts, alongside the product name and a warning (if you list allergies or things you want to avoid). For quick evaluation to avoid reading too much, users can click the green, yellow, or red tab to see what ingredients fall within the categories of healthy, neutral, and unhealthy, along with short explanations about them.

After performing follow-up interviews with potential customers, they have given me helpful suggestions to improve the app. Two of them, one being a middle-aged man with health issues with dietary restrictions, and a young woman in her early 20s who is interested in health and fitness had mentioned that they would like to see an option to test and utilize the app without having to sign up first. This would allow the gentleman with the health issues to quickly scan foods without having to worry about signing in or staying logged into his account. The woman mentioned that she would like to try out the application without signing up to see if it is right for her as she is more hesitant to sign up for something she cannot test first. I plan to implement this functionality with a “Continue as guest” button on the login screen underneath the “stay logged in” checkbox. The young woman and another interviewee, a middle-aged mom, brought to my attention that some buttons may be redundant and therefore confusing. My initial design has a hamburger menu that opens other features such as a social component that allows you to share recipes, items, or even fitness progress with friends, as well as a profile section to edit your personal information. Both women mentioned that there are two sections to edit “settings” and can be confusing for people trying to change different information. To mend these issues, I plan to move all settings into one localized area within the profile and change the settings tab to the social tab to remove the need for a hamburger menu that may cause too much confusion. This

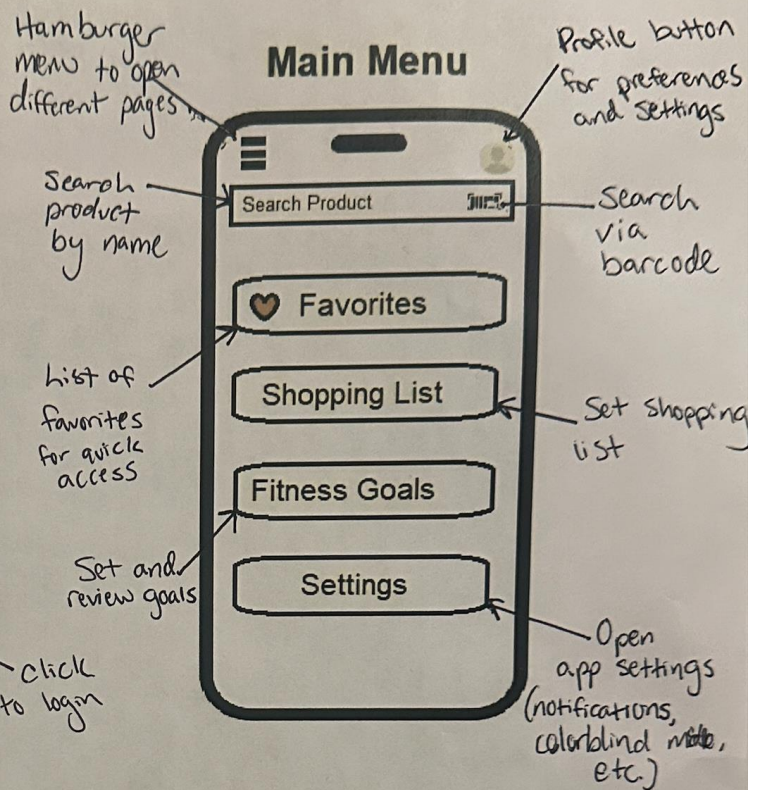
will help me streamline the app and make its design simpler and more efficient as not everybody may want or have time to scroll through countless menus and may prefer simple and straightforward buttons that are immediately available. Next, a nutritionist in his 30s and the middle-aged man with health issues had mentioned they would like the ability to compare products as it can save them time between switching back and forth reading each label. I am thinking of implementing a “compare” button in a few locations. The first location would be in the product breakdown between the home and favorite button, above the nutritional breakdown. This way it can save the current information and open the barcode scanner once again to scan the consecutive items they are trying to compare. Once on the comparison screen they will see a list of ingredients that each product shares, along with ingredients that differ. The green, yellow, and red breakdown will still be available, showing which ingredients are good and what to look out for. The second location would be in the favorites or history section, where they can compare past items they’ve scanned allowing for a comparison before they even begin shopping (if they’re setting up their shopping list for example).

I believe these insights are valuable and will be beneficial to the experience of using the app. I believe this second round of interviews has allowed me to identify key areas for improvement. As a result, I can refine my prototype and make it a better experience. It was helpful to talk with the people who would be using the app for different purposes as they have different wants and needs. I was not surprised that they had suggestions for me as during the design process I felt as if I may have been adding in too much.

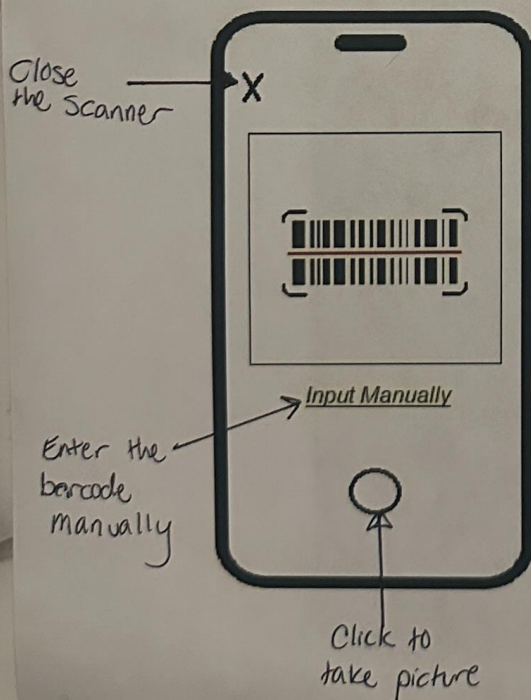
Login Screen



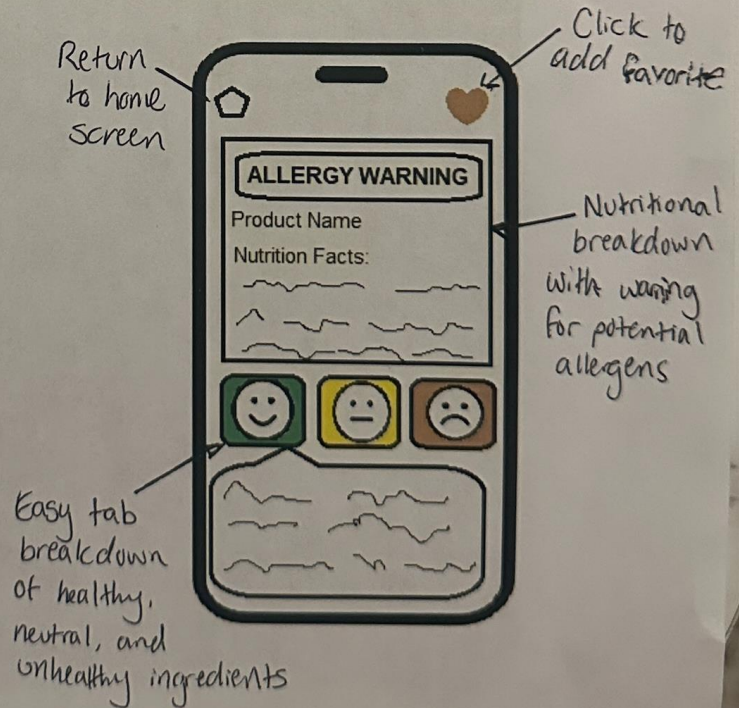
Main Menu



Barcode Scanner



Product Breakdown



Interview Notes:

Location: Conducted in person 1 on 1 with each participant.

Duration: Each interview lasted about 20-25 minutes, with a focus on the prototypes and feedback regarding app features.

Instructions Provided: I asked participants to interact with the paper prototype of the app and share their thoughts while imagining how they'd go about performing certain tasks like scanning a food item or navigating to the settings page. I prompted them with questions to understand their thoughts during the process.

Questions:

- Are the login screen and main menu layout appealing to a first-time user?
- Was there any part of the app that felt redundant or confusing?
- Should I change the hamburger menu to a complete tab to make the app more intuitive?
- What changes would improve your experience when using the app?
- How would you feel about having all settings and preferences in one place?

First Participant (Young Woman Early 20s Fitness Enthusiast)

Feedback/Observations:

- Mentioned the option to "edit settings" in profile and settings menu is confusing. Felt there should only be one central place for settings to streamline things.

- Mentioned the importance of a “Continue as Guest” option, expressed her hesitation about signing up before trying the app.
- While looking over the prototype, she was confused about the two different locations for "settings" and was unsure which one would allow her to edit specific details. She pointed out that the redundancy would make things feel less smooth.

Second Participant (Middle Aged Man Health Issues Dietary Restrictions)

Feedback/Observations:

- Found looking between product pages to compare ingredients time-consuming.
- Expressed interest in a “Compare” feature, which would allow him to quickly compare two products' information side by side.
- He also reiterated interest in the ability to log past products quickly without needing to scan them every time.
- He pushed idea of a comparison feature. While imagining the usage of the paper prototype, he explained how switching between two products with a "compare" button would save him time and makes the information easily digestible when viewed side by side.

Third Participant (Middle Aged Mom)

Feedback/Observations:

- Also confused about the two different settings sections. Mentioned that she felt the social sharing features could be more prominent rather than being buried in a side menu.
- Felt that the personal options should be moved out of the profile menu to increase visibility and avoid redundancy with the settings tab.
- She suggested that all customization settings be put in one place to avoid jumping between menus to achieve a single goal.
- Also shares interest in a comparison feature for when she is shopping.

Fourth Participant (Man in 30s Nutritionist)

Feedback/Observations:

- Felt that toggling between product pages was tedious when trying to compare nutritional details. Said that he may as well just look at the ingredients list on the packaging directly.
- Strongly supported the idea of a “Compare” button. Suggested a history-based comparison feature, where he could compare previously scanned products directly from the favorites section.
- Likes the ability to quickly view what ingredients are good and bad, and likes the option for a thorough breakdown of the nutritional facts above.
- Noted that having a visible comparison feature from the favorites or history would make his usual shopping process more efficient, especially for comparing products like supplements.