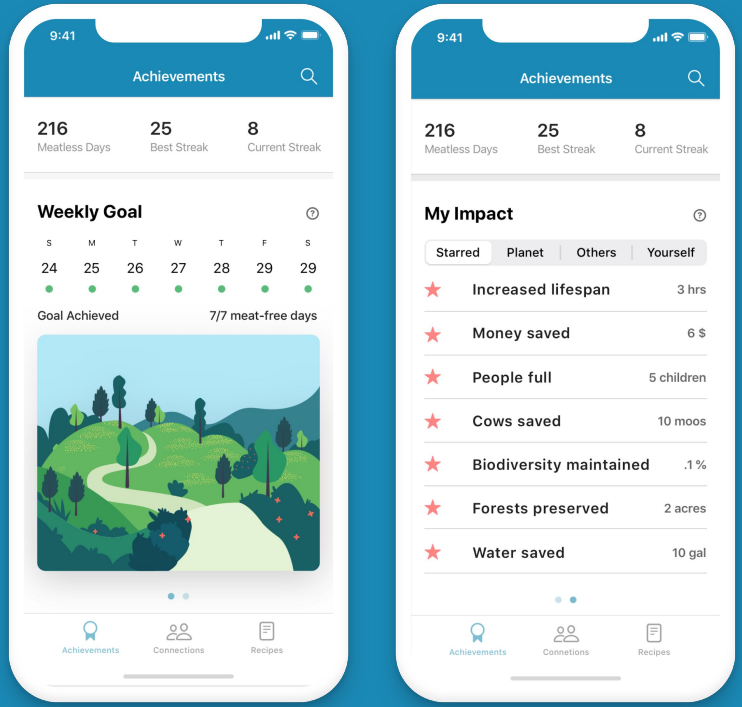
Veg Out

An app that helps people eat less meat

Michelle Kim | Product Designer



Agenda

01 Problem Space

02 User Insights

03 Ideation

04 Refinement

05 Iterations

06 Visual Design

Problem Space

Documentaries, News, Internet, Competitive Analysis

Our planet is dying.

Biggest contributor to climate change?
Animal farming.

Meat is a staple in most Americans' diets.

How can I help people eat less meat?

1. Discover what makes quitting meat difficult.

2. Discover how and why vegetarians became meat-free.

User Insights

Interviews

Insight #1

People continued to eat despite “knowing” it was hurting the environment.

Insight #2

People felt one person's diet was not significant.

Insight #3

People quit eating meat for different reasons.

Insight #4

In the early stages of converting to veganism, getting nutrition was difficult.

Insight #5

Having friends who also vegan makes dinner parties less stressful.

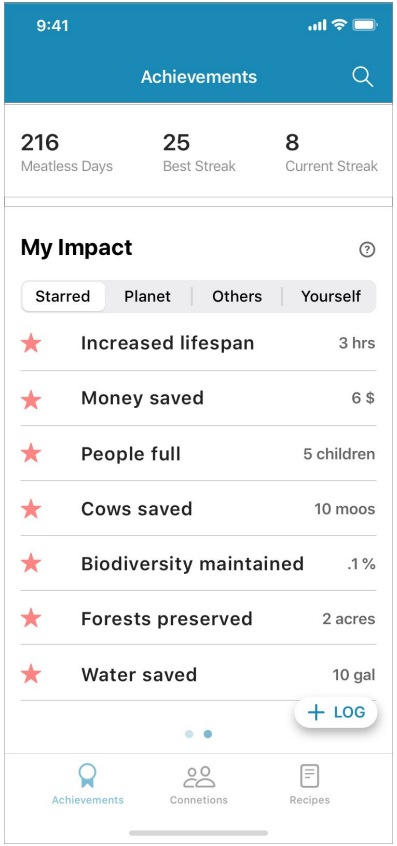
Ideation

Personas, Storymaps, Sketching

Feature #1

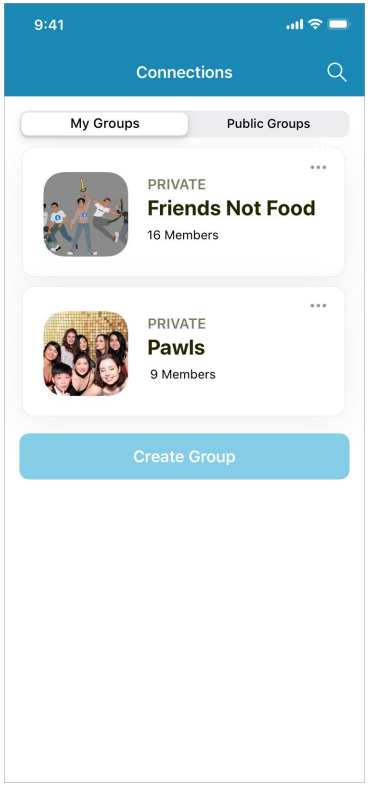
Daily log &

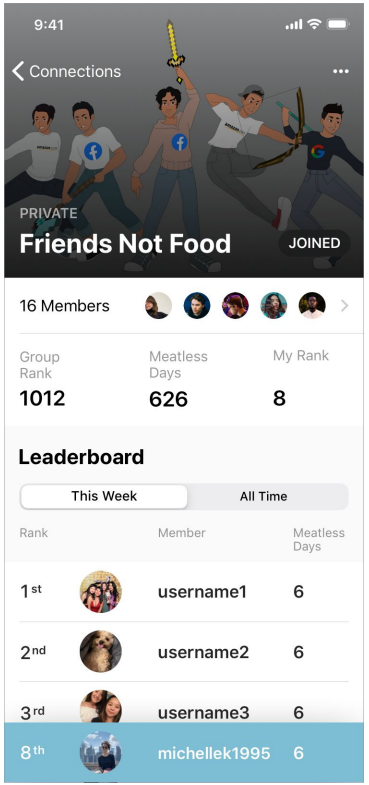
Display of impact



Feature #2

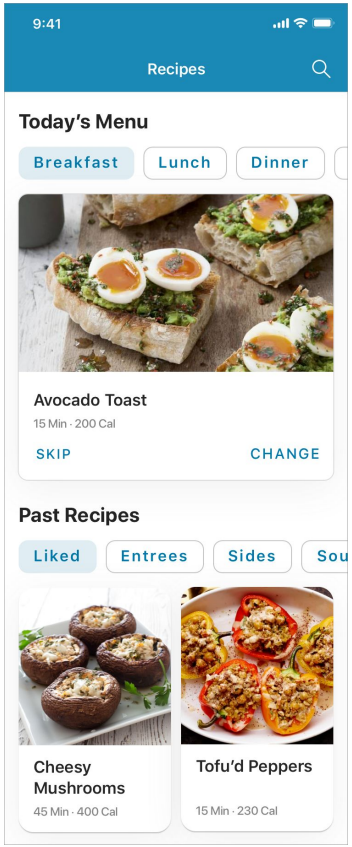
Social connections

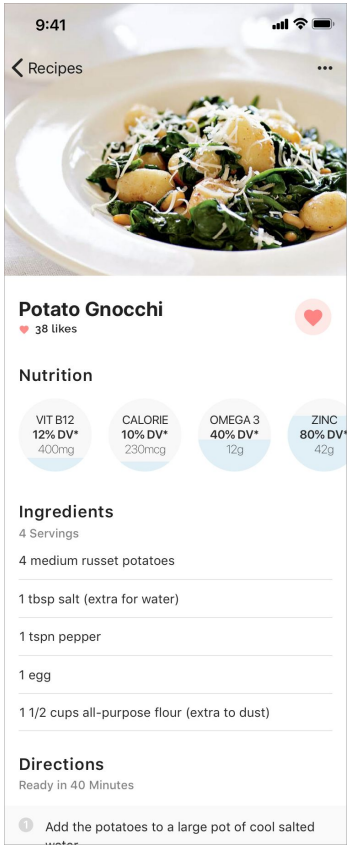




Feature #3

Vegan recipes

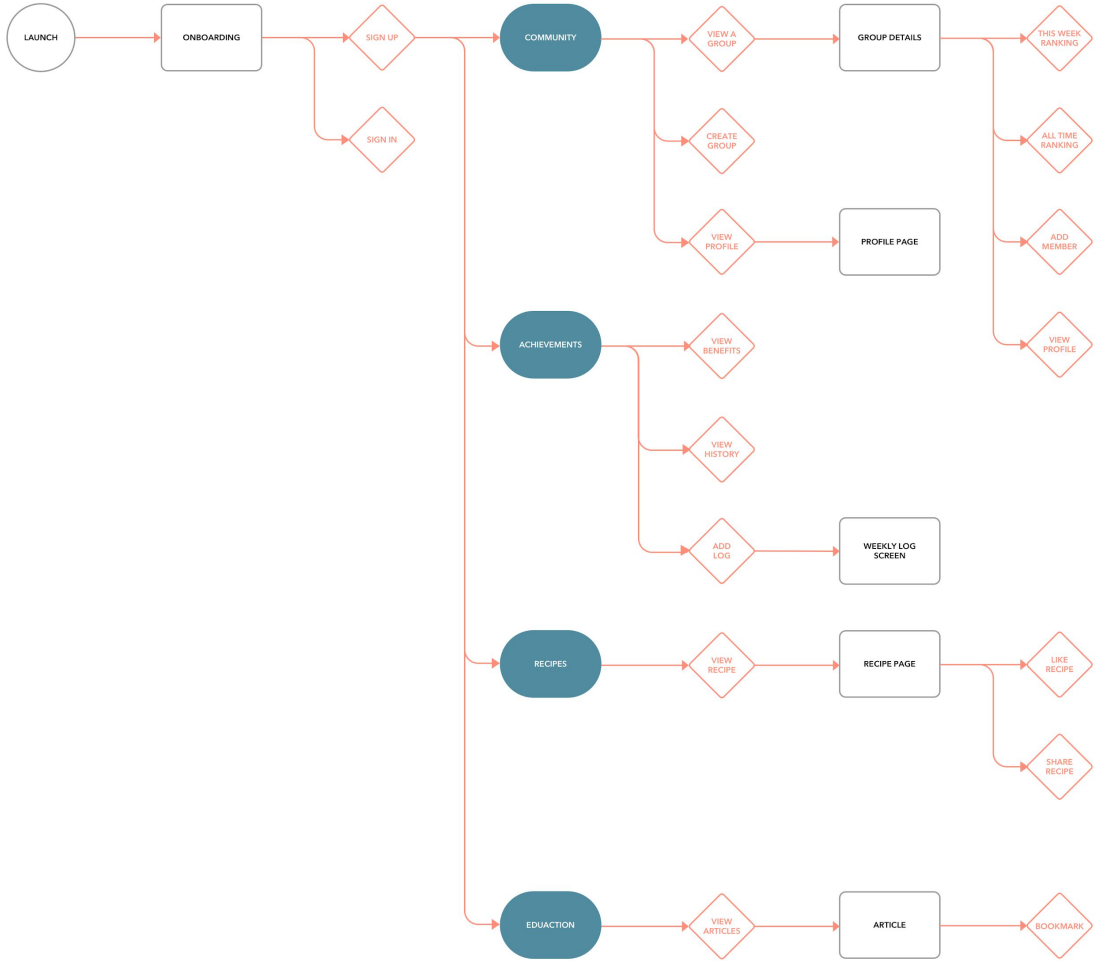




Refinement

Paper Prototypes, User Testing, User Flows, Wireframes

Userflow
Paper Prototype
User Test

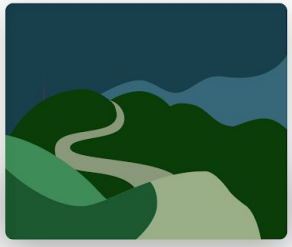


Feature #4

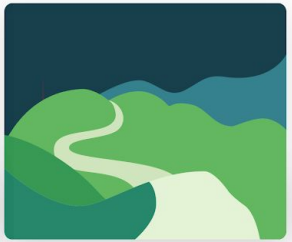
Weekly goal

Day 1

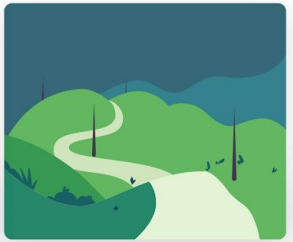
Day 2



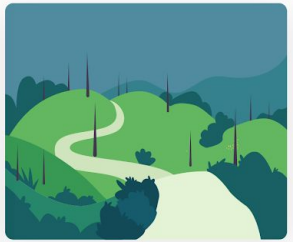
Day 3



Day 4



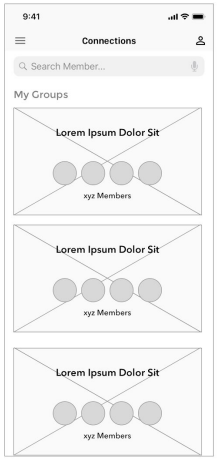
Day 5

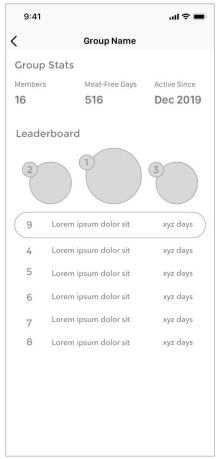


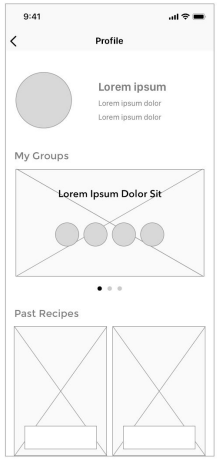
Day 6

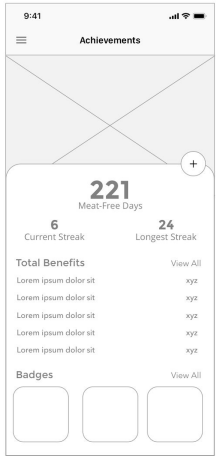
Wireframes

9:41
Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
Get Started


9:41
Connections
Search Member...
My Groups
Lorem Ipsum Dolor Sit
xyz Members
Lorem Ipsum Dolor Sit
xyz Members
Lorem Ipsum Dolor Sit
xyz Members


9:41
Group Name
Group Stats
Members
16
Meat-Free Days
516
Active Since
Dec 2019
Leaderboard
9 Lorem ipsum dolor sit xyz days
4 Lorem ipsum dolor sit xyz days
5 Lorem ipsum dolor sit xyz days
6 Lorem ipsum dolor sit xyz days
7 Lorem ipsum dolor sit xyz days
8 Lorem ipsum dolor sit xyz days


9:41
Profile
Lorem ipsum
Lorem ipsum dolor
Lorem ipsum dolor
My Groups
Lorem Ipsum Dolor Sit
Past Recipes


9:41
Achievements
221
Meat-Free Days
6
Current Streak
24
Longest Streak
Total Benefits
View All
Lorem ipsum dolor sit xyz
Lorem ipsum dolor sit xyz
Lorem ipsum dolor sit xyz
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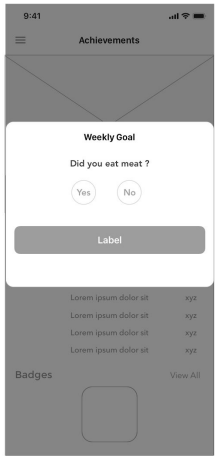
Lorem ipsum dolor sit xyz
Badges
View All


9:41
Achievements
Weekly Goal
Did you eat meat ?
Yes
No
Label
Lorem ipsum dolor sit xyz
Lorem ipsum dolor sit xyz
Lorem ipsum dolor sit xyz
Lorem ipsum dolor sit xyz
Badges
View All

9:41
Recipes
Search
Recipe of the Week
Past Recipes

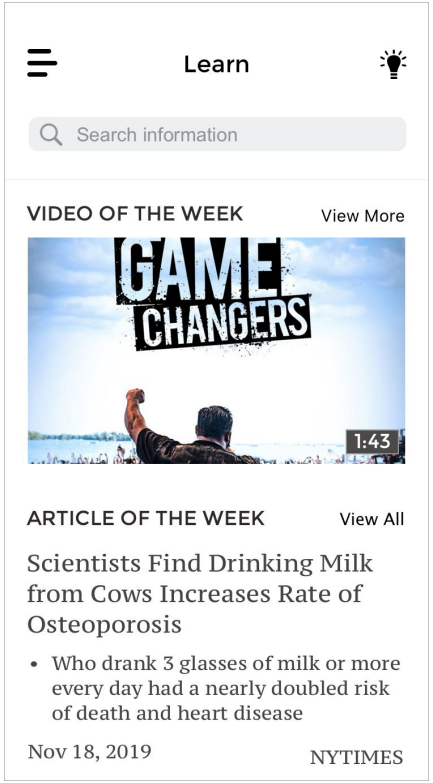
Recipe Name
Ingredients
Lorem ipsum dolor sit amet
consectetur adipiscing elit
sed do eiusmod tempor incididunt
Preparation
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam
quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Design

First Prototype, Second Prototype, Feature Elimination, Visual Design

Feature Elimination

Eliminate user history and education section.



Visual Design

TYPOGRAPHY

Headers

22PT Heavy
Header 1 SF Pro Display

18PT Semibold
Header 2 SF Pro Text

15PT Medium
Header 3 SF Pro Text

Body

17PT Regular
Body 1 SF Pro Text

14PT Regular
Body 2 SF Pro Text

13PT Medium
Body 3 SF Pro Display

COLORS

Primary

Blue
rgb(27, 137, 182)
#1B89B6

Medium Blue
rgb(124, 186, 207)
#7CBACF

Light Blue
rgb(224, 240, 246)
#E0F0F6

Secondary

Pink
rgb(255, 132, 132)
#FF8484

Light Pink
rgb(255, 233, 231)
#FFE9E7

Grayscale

Black
rgb(38, 38, 38)
#262626

Light Gray
rgb(233, 233, 233)
#E9E9E9

Dark Gray
rgb(114, 114, 114)
#727272

White
rgb(255,255,255)
#FFFFFF

Medium Gray
rgb(199, 199, 199)
#C7C7C7

BUTTONS

Either/Or Options

Focused
Label

Enabled
Label

Disabled
Label

Action

Enabled
Action

Enabled
LABEL

Overlay
+ LOG

Multiple Selections

Focused
Label

Enabled
Label

Segmented Control

Label 1 | Label 2

Icon Buttons

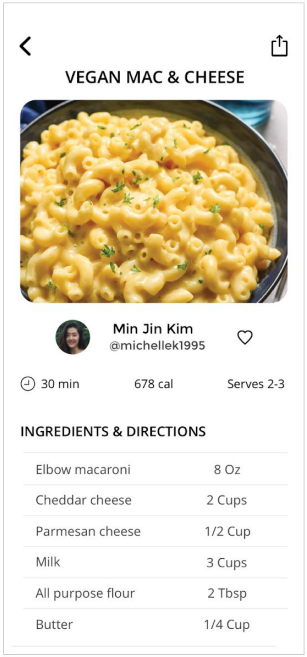
Focused

Focused

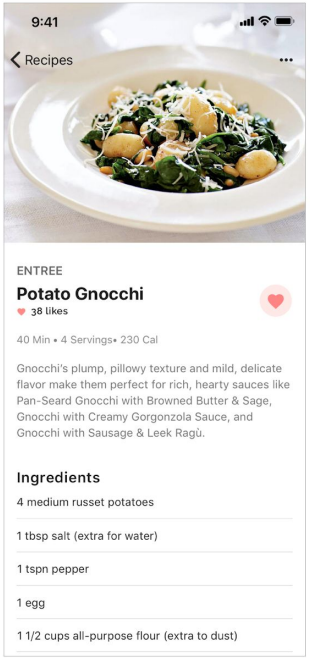
Enabled

Enabled

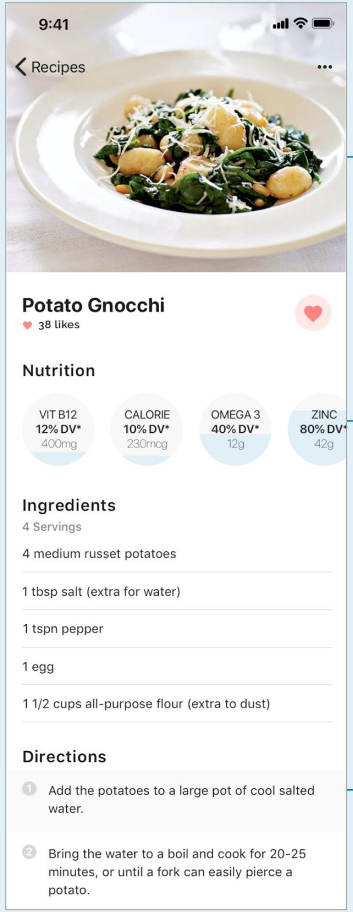
Prototype 2



Iteration



Final

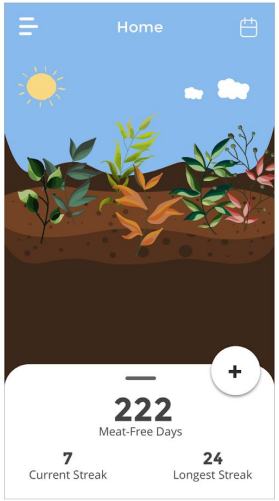


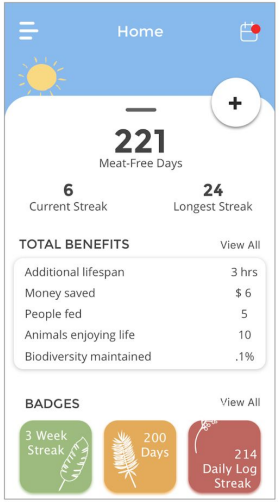
3 Visual Design

1 Nutrition

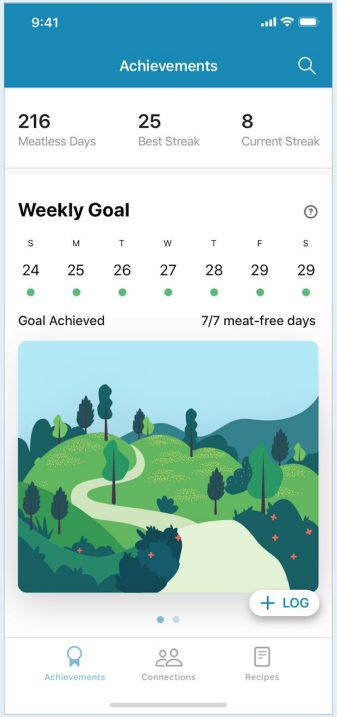
2 Improved Usability

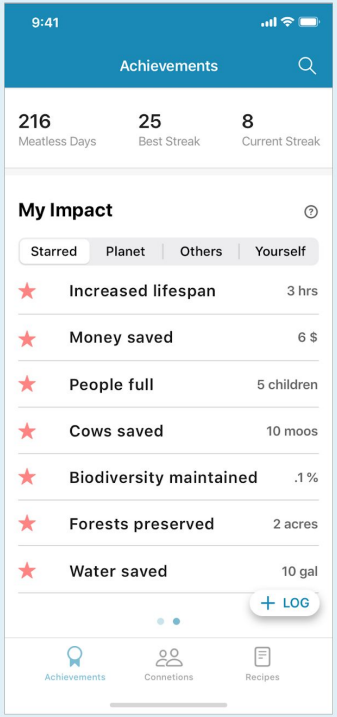
Prototype 2





Final





1. Users felt customization wasn't possible
2. Users didn't know what the illustration conveyed
3. Badges weren't a priority

Reflections

What worked, what didn’t, what I’d do differently

Struggles

Focusing on a MVP

Iterating and incorporating user feedback.

What would I do differently?

Considered design systems.

Discussion

Questions? Feedback?