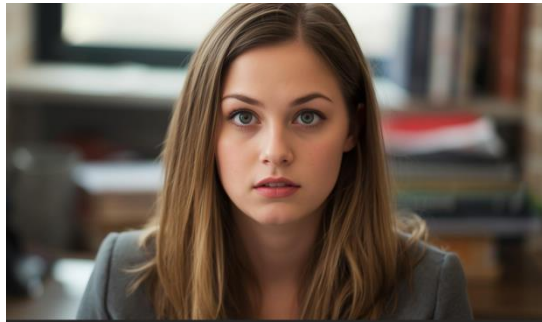# User personas and information architecture

## 1) User Personas

### Persona 1: Emma Parker — The Busy Student



- **Age:** 21
- **Occupation:** University student
- **Lifestyle:** always on the move, juggling classes and a part-time job
- **Goals:**
  - eat healthier without spending much time cooking
  - find recipes that are budget-friendly and quick
- **Frustrations:**
  - skips meals or eats instant food due to lack of time
  - overwhelmed by complicated recipes
- **Tech Use:** heavy mobile user; prefers apps with clean, intuitive design
- **Needs from NutriEats:**
  - quick recipes under 20 minutes
  - ingredient lists that are short and affordable
  - simple navigation
- **Quote:** "I want healthy meals that fit my busy schedule."

# Persona 2: Ryan Chen — The Young Professional



- **Age:** 28
- **Occupation:** Marketing specialist
- **Lifestyle:** works long hours, often eats out or orders delivery
- **Goals:**
  - cook more at home to save money and eat healthier
  - track calories and nutritional value
- **Frustrations:**
  - doesn't know what to cook
  - feels meal planning takes too much time
- **Tech Use:** comfortable with web and mobile apps; appreciates well-organized interfaces
- **Needs from NutriEats:**
  - recipe filters by prep time and nutritional value
  - favorites section for quick access
  - meal inspiration based on available ingredients
- **Quote:** "I want healthy meals that are easy to plan and cook after work."

# Persona 3: Sara Lopez — The Health Enthusiast



- **Age:** 33
- **Occupation:** Fitness instructor
- **Lifestyle:** health-focused, tracks diet and exercise daily
- **Goals:**
  - find nutritious recipes that align with her fitness goals
  - discover new meals to keep her diet exciting
- **Frustrations:**
  - repetitive meal options
  - apps that lack nutritional breakdowns
- **Tech Use:** advanced user; loves apps with personalization
- **Needs from NutriEats:**
  - advanced filters (protein, calories, diet type)
  - option to organize recipes by nutrition goals
  - clean, motivating visuals
- **Quote:** "Healthy eating should be inspiring and easy."

# 2) Information Architecture

*NutriEats* is designed to provide users with a clear, intuitive, and goal-oriented navigation structure.
Based on *card sorting* and user analysis from our three personas, we identified the main categories and content hierarchy that align with their needs — quick access to healthy recipes, nutritional insights, and personalization.

## Main Structure

The application consists of **five primary sections** accessible through the top navigation bar:

### 1) Home

- personalized feed with recommended recipes and quick links to categories (Breakfast, Lunch, Dinner, Snacks)

### 2) Explore Recipes – full recipe catalogue with filters by:

- meal type (breakfast, lunch, dinner, snack)
- preparation time (under 10 min, 10–30 min, 30+ min)
- nutritional value (high protein, low carb, vegan, etc.)

### 3) Favorites

- user-saved recipes for quick access

### 4) Meal Planner

- optional feature where users can organize meals for the week

### 5) Profile / Settings

- user preferences (diet type, calories goal) and app theme (light/dark mode)

### Recipe Page Structure

Each recipe page includes:

- recipe title and image
- short description
- list of ingredients
- step-by-step preparation instructions
- nutritional breakdown (calories, protein, carbs, fats)
- "Add to Favorites" and "Add to Planner" buttons

This layout allows users to easily follow and understand each recipe while keeping the interface visually engaging and effortless to navigate.

### Navigation Flow

Users can:

- start browsing directly from **Home** or go to **Explore** for detailed filtering
- view any recipe, and from there, save it to **Favorites** or add it to **Meal Planner**
- access **Profile** to update their preferences, which will automatically adjust recipe recommendations

# 3) Sitemap Diagram