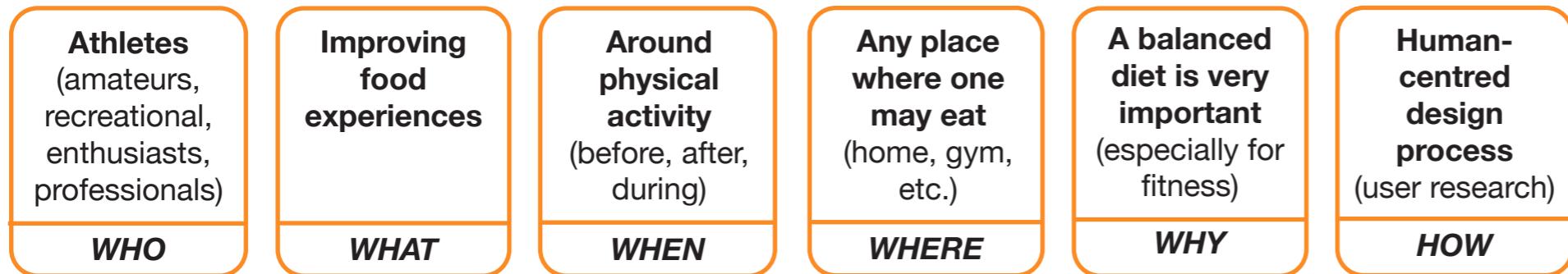


Improving food experiences for university student athletes

Lara Merican • 02382776 • 2024

Context: Desk Research

Initial Chosen Brief: Improving food experiences for athletes



Initial Assumptions:

- Those starting out in fitness would not be very knowledgeable about diet and nutrition.
- Each sport has different nutritional needs.
- Timing of when to eat is important.
- People may have different nutritional needs based on gender and age.

Main problems gathered from secondary data:

- Most people do not have 3 balanced meals per day.
- Unhealthy lifestyles lead to a large number of adults to be overweight or suffer with obesity.
- People may be aware of their unbalanced diet, but lack of energy hinders them from making a change.
- There is a lack of specific sports nutrition products (e.g. age, gender) on the market.
- Unhealthy food choices can lead to gastrointestinal problems. There is also evidence of gastrointestinal problems being common in endurance athletes. [7]

360K of adults

In the UK Biobank were involved in a study that proved “physical activity does not counteract poor diet” [1]

35%

“Of people don’t make changes to their diet or physical activity due to ‘tiredness’” [2]

2/3 of adults

“Were classed as overweight or living with obesity in 2021 and 2022” [3]

Next steps:

Carrying out user-centred research (observations, diary studies and interviews) in order to understand challenges people of different age groups and genders face.

For example:

“Are users aware of whether or not they have a healthy diet?”

“How does a user’s daily life affect their diet and fitness?”

“What problems do students involved in recreational fitness face compared to professional athletes?”

86%

“Of Brits suffered from a gastrointestinal problem in the last year” [4]

Only 1 in 5

People surveyed at a UK gym “consumed 3 balanced meals per day” [5]

37%

“Consumers agree that there should be more age-specific sports nutrition products” [6]

User Research Overview

Outlining a user research plan to explore the chosen brief

Change to Chosen Brief: Improving food experiences for **university student** athletes

Desk research

Diary Studies & Observations

Interviews

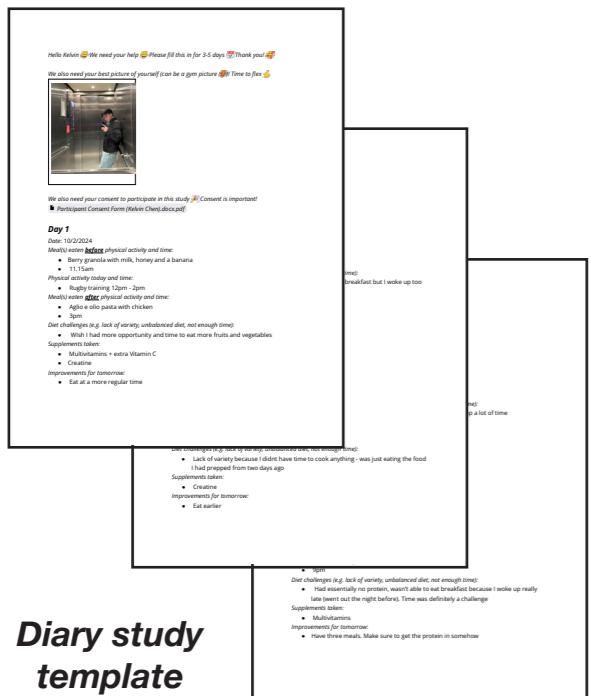
Personas

UX Journey Map

Insights

Diary Studies

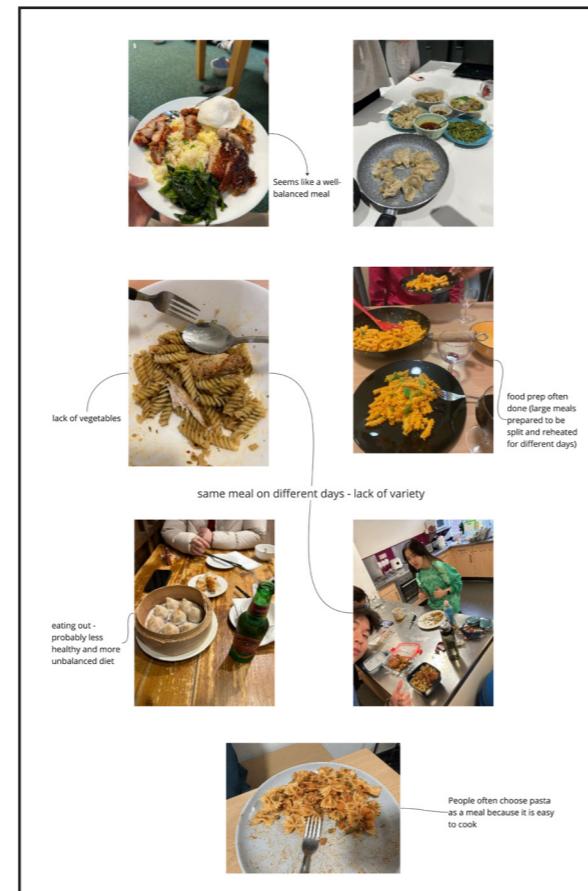
We set up diary study templates for participants to fill out for around 3-5 days. This involved noting down meals eaten before and after physical activity, diet challenges, supplements taken and improvements for the next day. With this, we could get a general idea of main challenges faced with diet and physical activity.



Diary study template (filled in)

Observations

To accompany the diary studies, some participants were willing to take photographs and videos of their meals. This allowed us to further understand their challenges with context.



Annotated observations on Miro

Interviews

By conducting interviews, we further investigated the challenges discovered from the diary studies and observations. With the participants' consent, we did recorded interviews in pairs and wrote up interview transcripts after.

Participants Consent Form	
Food for Fitness: Improving diet and nutrition for everyone with dedication to fitness	
Please initial box	
1. I consent to take part in the above study conducted by a team of students as part of their academic activities at Imperial College:	<input checked="" type="checkbox"/> EVC
2. I confirm that I had the opportunity to ask questions which have been answered fully:	<input checked="" type="checkbox"/> EVC
3. I understand that I am free to withdraw at any time, without giving any reason, without my legal rights being affected:	<input checked="" type="checkbox"/> EVC
4. I understand that photographs may be taken and will be anonymized before being included in academic reports:	<input checked="" type="checkbox"/> EVC
5. I understand that anonymised quotations from the diary study will be used in academic reports:	<input checked="" type="checkbox"/> EVC

Kat Van Ooien
Name of Participant 
15/2/2024
Signature

Lara Merican
Name of Person taking consent 
09/02/2024
Signature Date

Participants Consent Form

Interview Transcripts

[027] Q: How long have you been doing gym for?
A: I've been... I think I started maybe two or three years ago but consistently maybe about like year and a half ago. I think I've been doing it every week since then.
[030] Q: How healthy do you think your diet is?
A: Depends on the day. Like today I think wasn't too good. I had like quite a few digestives quite a few chocolates. I don't really hold myself to like a very strict diet, but more or less I just try to hit like those healthy goals. I try to eat like a lot of fruit and veg, like a lot of whole grains, like a lot of fish like salmon and stuff like that. I try my best to eat the greens and stuff like that in the morning in sort of like in place of vegetables and stuff like that. The other side like vitamins and all I just usually take some multivitamins in the morning and that's it.
[111] Q: At the start of your running experience, did you have any trouble with diet?
A: Oh yeah. I think I was probably quite bad with my diet. I think I was probably quite bad with my diet and in Chinese culture we like we share a lot of food. So like if my mom would make a dish my mom would make like a couple dishes three four and then we would like share around so it has to be like a bit of everything. And I think I was probably quite bad with my diet because I think like I was eating enough of like enough protein or like enough carbs for that matter or anything like that. And it's hard to eat like more because then it becomes like a bit of a struggle. It almost looks like you're hoarding the food you're eating. So I think I was probably quite bad with my diet. It was quite hard for me to meet the goals and stuff so I got better later on but I decided yeah.
[247] Q: Are there the transition in and with dieting and fitness?
A: Very good actually because now that I can cook for myself I know how much I eat cook as much as I want. I think I'm probably a bit more aware of what I eat and how much I eat because when you have to eat more cooks more and takes one more time. And on top of that it's like transitioning to a new place you have to learn to live a new place I just living on your own and I think I was probably quite bad with my diet management at the start of living on your own. So yeah I would say like I was successful in eating as much as I could and getting my goals meeting my goals I mean but definitely struggle with that.
[254] Q: Do you skip breakfast?
A: Well sometimes sometimes yeah because what I stay has like I did because I have gone out or like I have to go to class or something like that just to get to the whatever reason I wake up so late it's a rush to get to class and that's when I have to skip breakfast I struggle a lot with that in term one I think I'm trying to get better sleep early wake up earlier so I can get breakfast as soon as possible it's like a struggle.
[323] Q: Do you think it affects you like if on a day where you don't have breakfast?
A: Yeah especially if I have classes in the morning classes that go from like 9 to 11 that's where they affect me what the days where I only have class like let's say 11 to 12 is not too bad but the early morning class is definitely yeah

Personas

Following the user research, the data was collated and grouped based on similarities. Two main personas were made called "Boring Bob" and "Busy Bethany" - two university students who struggle with diet variety and time management respectively.

UX Journey Map

From the personas, a user experience journey map was created by imagining the emotional experience based off each persona. Pain points were highlighted and focused on.

Insights

From all the user data collected, insights were formed based on users' collective difficulties. These insights were then formed into HMW questions as opportunities to start the ideation process.

User Research: Diary Studies & Observations

Summarising and collating data from diary studies & observations to gain insights from users

Diary Studies:



Name: Alda Tan
Age: 19
Gender: Female
Sport: Gym, Squash

"Unbalanced diet, **ate very little vegetables**"

"Busy schedule and **didn't have enough time for a balanced meal**"

"Unbalanced diet, diet **lacked greens** and all the **food was very oily**"



Name: Ryaan Sultan
Age: 19
Gender: Male
Sport: Gym, American football

"**Lack of variety** in lunch options"

"Hard to eat enough calories, **cooking is time intensive**"

"Lack of **vitamin D** in diet"



Name: Kelvin Chen
Age: 19
Gender: Male
Sport: Gym

"Wish I had more opportunity and time to **eat more fruits and vegetables**"

"Should have eaten breakfast but **I woke up too late**"

"**Lack of variety** because I didn't have time to cook anything - was just eating the food I had **prep from two days ago**"

"Cooking and prep took **a lot of time**"

As first year undergraduate university students, all 3 participants face similar challenges when dealing with nutrition. With a busy schedule, it is difficult for them to achieve their dietary requirements which compliment their fitness goals. Main challenges faced by all participants include lack of variety, time difficulties and lack of specific dietary components (e.g. fibre, vitamins).

Observations:

Food is often prepared in large quantities to be split and reheated on different days. This reduces the time needed for cooking and the need to buy a variety of groceries, however this leads to lack of variety.



Some students enjoy dining out with friends, especially when they lack the energy to cook. The main aim for students is to eat food that tastes delicious rather than a balanced meal, hence the meal tends to be more unhealthy.



Pasta seems to be a common dish as it is 'easy' to cook. This dish in particular lacks vegetables - an important dietary component which provides fibre and nutrients such as vitamin C and potassium.



User Research: Interviews

Summarising and collating data from diary studies & observations to gain insights from users

Kelvin Chen

Q: How healthy do you think your diet is?

A: “**I don't really hold myself to like a very strict diet**, but more or less I just try to hit like the nutrients so like enough protein for the day, get some carbs in. I usually struggle a bit with like fibres and stuff which is why I try my best to eat like granola in the morning in sort of like in place of vegetables.”

Q: Do you skip breakfast?

A: “**I wake up a bit late in a rush to get to class** when I sleep late and that's when I have to skip breakfast. I struggle a lot with that.”

Q: You said in your diary study that sometimes you don't have enough vegetables, why is that?

A: “A lot of the time I'd spend too much time cooking other stuff and then **I get too lazy to cook the vegetables and then the vegetables would spoil** ... I kind of just stopped trying to buy the vegetables from my grocery runs ... **it's kind of become habit to like not look at the vegetable section** and that's why I always forget to buy and when I don't have it I have to wait for the next time I go groceries which is when I forget again.”

Q: Why do you not eat fruits regularly?

A: “Just habit as well I guess because **I never have time outside of cooking the actual food** ... I don't feel like I have the energy anymore to **spend more time in the kitchen cutting up fruits**, I just want to get on with studying or going somewhere doing something.”

Initial insights:

- Kelvin wakes up late due to lack of sleep and thus skips breakfast.
- Lack of energy causes Kelvin to get lazy to cook vegetables or cut fruits and ends up not eating them.
- University work and other activities are priorities for Kelvin so he feels that he cannot spend large amounts of time cooking.



Ryaan Sultan

Q: Is it easy to find a balanced meal?

A: “No. Kokoro doesn't give any vegetables. Neither does the pizza place, or most of the restaurants on campus. But, I don't go that much. **Campus restaurants should serve more vegetables.**”

Q: You said you think there is a lack of variety in lunch options? What do you mean by that? Is that in your own meals or outside?

A: “My own meals. **Cooking varied dishes requires 1. More time and 2. More shopping.** My own meals are limited to like 5 different things.”

Q: So you come back home and you cook to eat healthy?

A: “Eating healthy is not a priority for everyone. **If you're trying to bulk, you just eat whatever.** Which may or may not be healthy or beneficial but that is the truth, that's many people's mentality especially in college.”

Q: Why do you not eat enough vegetables?

A: “Meat stays for long time in the freezer until you need it, same with rice and pasta, but vegetables go off ... when I go shopping I don't buy that many because I know I'm not gonna use them and **when I do buy a lot they just end up getting expired so I buy less that's why I eat less** ... Sometimes we get food from home from my family and they don't give me vegetables. It's a good point you think like carbs and protein are important but **vegetables are equally important but they get overlooked.**”

Initial insights:

- Ryaan finds that food providers on Imperial's campus do not serve enough vegetables and hence he does not get a balanced meal.
- Lack of variety in his cooking is due to time constraints and difficulties with groceries - more varied ingredients are needed for varied meals.
- Ryaan's vegetables end up expiring due to habit of not cooking them.



User Research Synthesis: Personas & UX Map

Summing up all user research to form 2 realistic personas and identifying their pain points through a user experience map

Personas:



BORING BOB

Bob is a university student who saves money by cooking a large dish and eating it throughout the week. He rarely eats out as he likes to have balanced meals to support his fitness goals. This leads to him sticking to the 1-2 types of meals he knows how to make.

Needs: A cost efficient way to make various balanced meals.

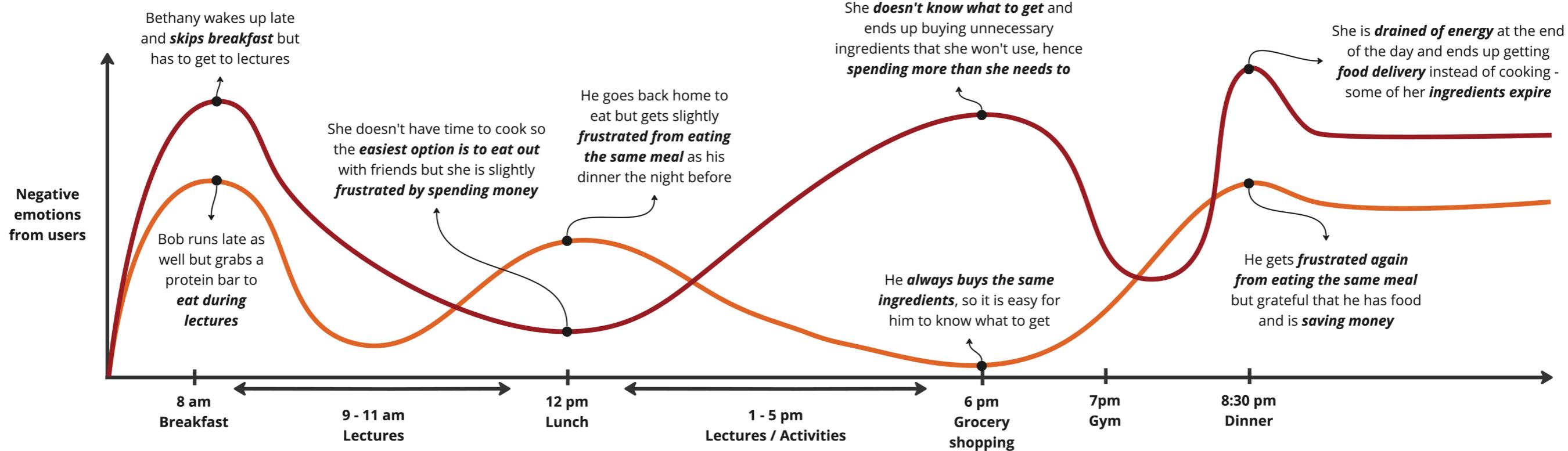


BUSY BETHANY

Bethany is a university student involved in various societies such as dance, football and acapella. Having an extremely busy schedule and also a passion for going to the gym, she struggles to cook meals and ends up skipping meals or eating out a lot.

Needs: A time-saving way to attend all her activities while having sufficient balanced meals.

UX Map:



Bob and Bethany face very different challenges:

- Bob's main pain points come from **eating the same dish for every meal** and **lacking an enjoyable meal experience**
- Bethany's pain points come from **lack of time to cook** and **financial stresses**

Insights & Opportunities

Synthesising insights from primary and secondary research to form opportunities for ideation

Sources	Insights	Opportunities
Pg. 4: Diary Study (Kelvin) Pg. 5: Interview (Kelvin) Pg. 6: Persona (Busy Bethany)	Often due to poor time management caused by procrastination (e.g. on social media) and lack of sleep caused by training ending late or clubbing, students will skip meals or eat out (usually eating unbalanced meals). Students also face stress with work and lose energy to prepare food .	 HMW help student athletes to eat balanced meals when they lack time and energy to prepare food, without disrupting evening activities such as trainings?
Pg. 5: Interview (Ryaan)	From a student's perspective, food providers on the Imperial campus lack balanced meal options – meals are protein and carbohydrate focused, usually lacking vegetables . The lack of importance placed on vegetables by food providers lead to students forgetting about the importance of vegetables as well.	 HMW promote the importance of vegetables so that they are used more by food providers as well as students?
Pg. 5: Interview (Kelvin & Ryaan)	A lack of a meal plan can lead to vegetables and fruits to go bad , meaning that students do not end up using these ingredients and they go to waste. This leads to the habit of students buying little to no vegetables as they know it will go to waste.	 HMW prevent the waste of unused vegetables and fruits so that students are incentivised to use them?
Pg. 4: Diary Study (Kelvin) Pg. 6: Persona (Boring Bob)	University students tend to prepare large meals in advance in order to save time and money. They split large meals into smaller portions to eat throughout the week, leading to lack of variety . Eating the same few dishes repeatedly may mean that students miss out on some nutrients which affects their immunity.	 HMW encourage student athletes to eat a wider variety of meals without adding more time and financial pressure?

General HMW Question:

HMW help student athletes to eat balanced, varied meals taking time and energy constraints in account?

Next steps:

- Use the general HMW question as inspiration for ideation using methods such as Crazy 8's etc.
- Break ideas down into different categories based on subdivided HMW questions
- Select, evaluate and develop concepts

Ideation Overview

Outlining an ideation plan to explore the design opportunities created from their corresponding insights

15 Concepts

Evaluation & Selection

Concept development

15 Concepts

To start ideation, the method of Crazy 8's was used. 8 ideas were created in 8 minutes by coming up with one idea each minute with rapid sketching on Miro.

After this, I had a co-design session with 3 others where we bounced ideas off each other by imagining user scenarios.

The 15 Concepts were categorised into the subdivided HMWs from the “Insights & Opportunities” page (Pg. 7).



Crazy 8's on Miro

Evaluation & Selection

In the co-design session, we formed a “Feasibility-Impact Matrix” to discover the concepts with the highest feasibility and impact on the user. This method narrowed down the 15 concepts to 5 concepts.

We then asked target users to pick their favourite concept and the 3 concepts with the most votes (Expiry App, Nutrition Pods and Recipe App) were selected for concept development.

Recipe App	Smoothie in a Box	Expiry App	Nutrition Pods	Nutrition AI
AM	DG	SL	KK	JG
RS	VN	KC	NI	JR

Co-design selection voting
(user's initials in post its)



User prototype testing

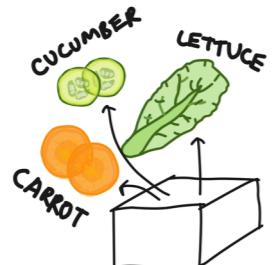
Ideation: 15 Concepts

Initial ideation stage showing concepts categorised into subdivided HMWs from “Insights & Opportunities” page

Reducing time to prepare food:

Smoothie in a box

Healthy smoothie ingredient delivery with all ingredients freshly prepared and cut. User just needs to blend ingredients.



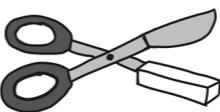
Five-blade knife

A knife with more blades can cut vegetables more efficiently. The gap between blades can be adjusted.



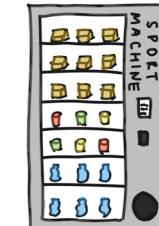
Scissor knife

Scissors where one blade is the knife and the other acts as a cutting surface, eliminating the need for a cutting board and making it portable.



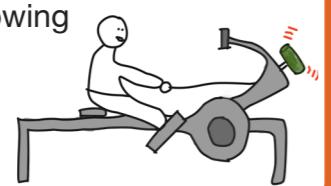
Sport Vending Machine

Stocked with not only drinks, but also hot, balanced meal options suited to any user's sporting diets.



Rowing blender

Similar to the “Treadmill blender”, but with a rowing machine.



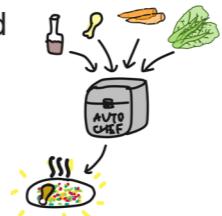
Treadmill blender

Energy from the treadmill can be used to operate a blender attached to the treadmill. Users can enjoy a smoothie straight after working out.



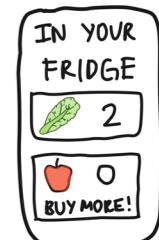
AutoChef

AutoChef is pre-programmed to know various recipes. Simply place ingredients in the specific compartments and AutoChef chops, seasons and cooks.



Fridge Scanner App

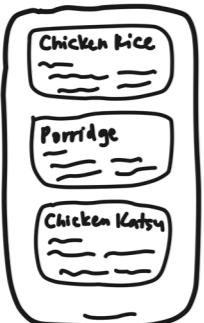
The scanner system detects when a product is taken out from the fridge and removes the product from the list in the app, prompting the user to buy more.



Promoting wider variety of meals:

Recipe App

Users can filter for ingredients to find various recipes and share recipes to form a fitness-diet related community.



Nutrition AI

This AI assistant can give advice suited to a user's fitness goals. Get personalised meal suggestions, tips to cook efficiently and more!



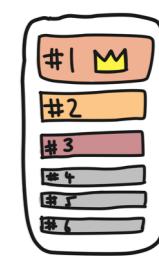
Supermarket Screen

Touchscreens can be implemented in supermarkets to give users a simpler shopping experience. Users can connect their supermarket account to get personalised advice.



Diet Goal Leaderboard

Users can compete with friends or family by gaining points when they achieve their diet goal for the day.



Preventing waste of unused vegetables:

Expiry App

Contains a list of all the groceries a user has bought including their expiry dates and notifies user when an item is about to expire.



Sharing App

A community app for friends or family where one can share their soon to be expired ingredient that someone else may want.



Nutrition Pods

Pods can be placed in convenient places around campus. They are stocked with fresh fruits, vegetables and healthy snacks.



Physical

Digital

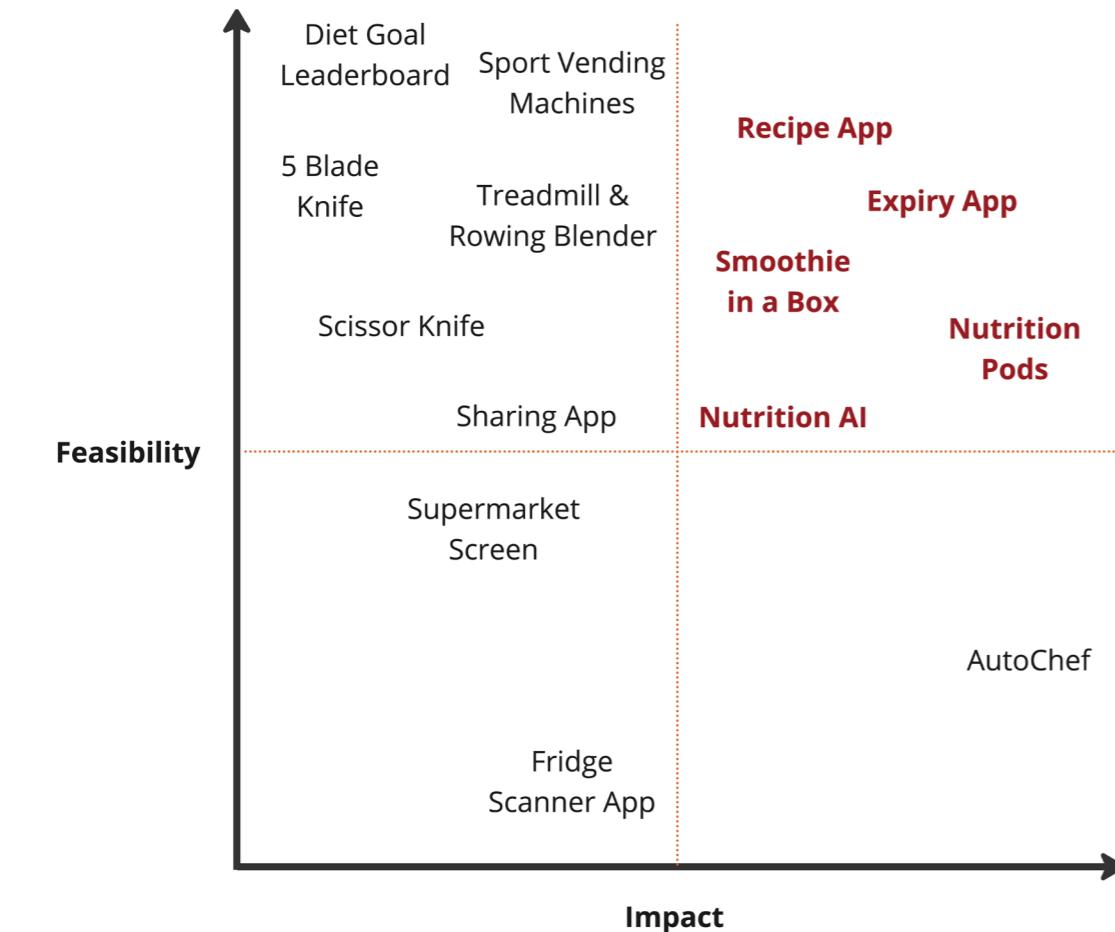
Promoting importance of vegetables:

Ideation: Evaluation & Selection

Initial ideation stage showing concepts categorised into subdivided HMWs from “Insights & Opportunities” page

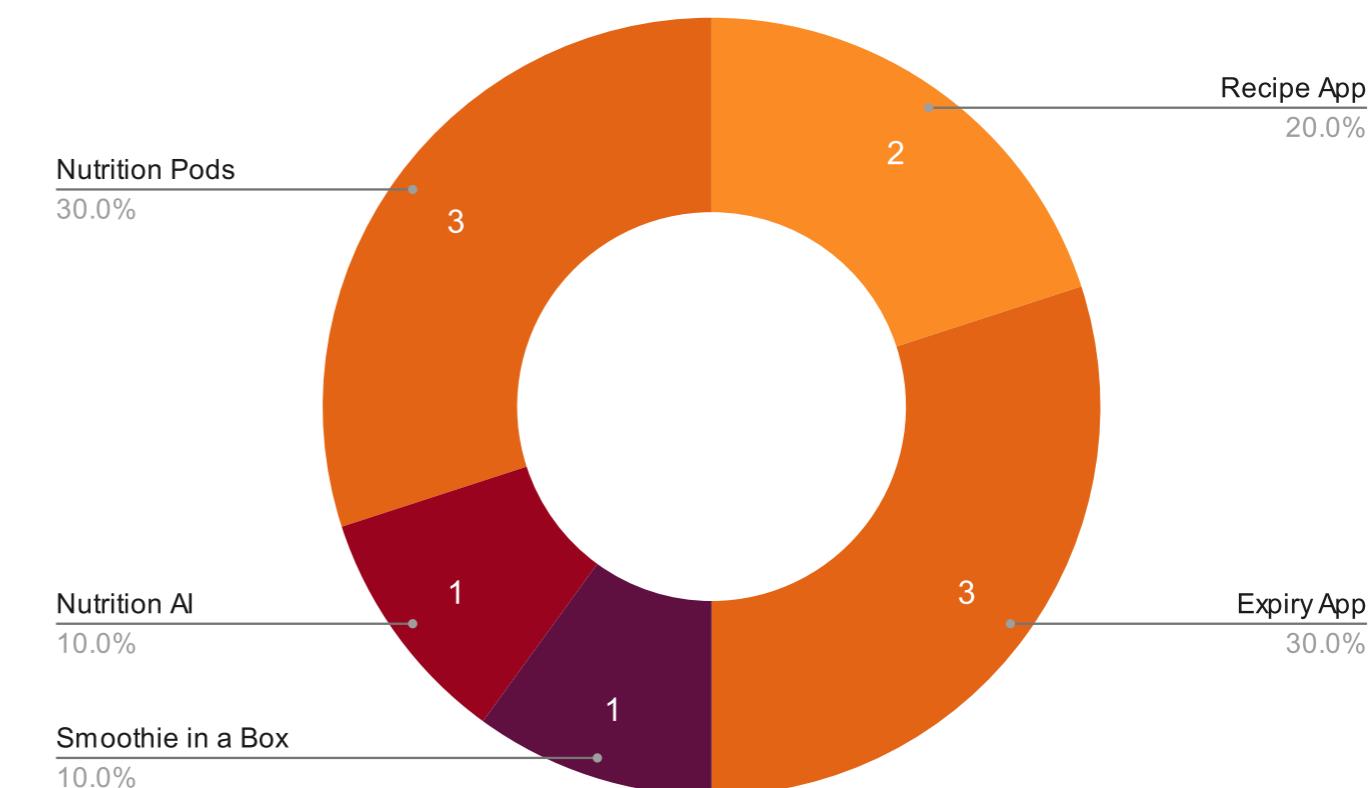
Feasibility-Impact Matrix:

The Feasibility-Impact Matrix narrowed down the 15 concepts to 5 concepts which are deemed to be most feasible and impactful to users.



Target Group Voting:

In the co-design session, 10 target users were asked to pick their favourite concept out of the 5 concepts narrowed down from the matrix. Below is a doughnut chart made using Google Sheets displaying the outcome of the voting process:



Evaluation & 3 Selected Concepts:

- 2 methods of concept selection led to 3 concepts being chosen due to their high feasibility, impact and desirability to users.
- The majority of concepts were found to be very feasible but less impactful than other concepts.

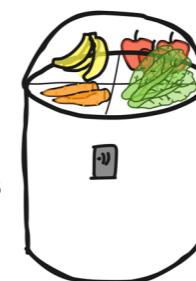
Expiry App

Contains a list of all the groceries a user has bought including their expiry dates and notifies user when an item is about to expire.



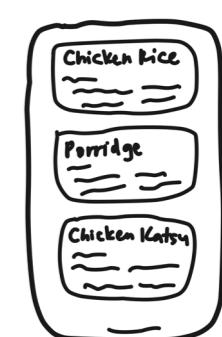
Nutrition Pods

Pods can be placed in convenient places around campus. They are stocked with fresh fruits, vegetables and healthy snacks.



Recipe App

Users can filter for ingredients to find various recipes and share recipes to form a fitness-diet related community.



Concept Development: Expiry App

Initial Concept:



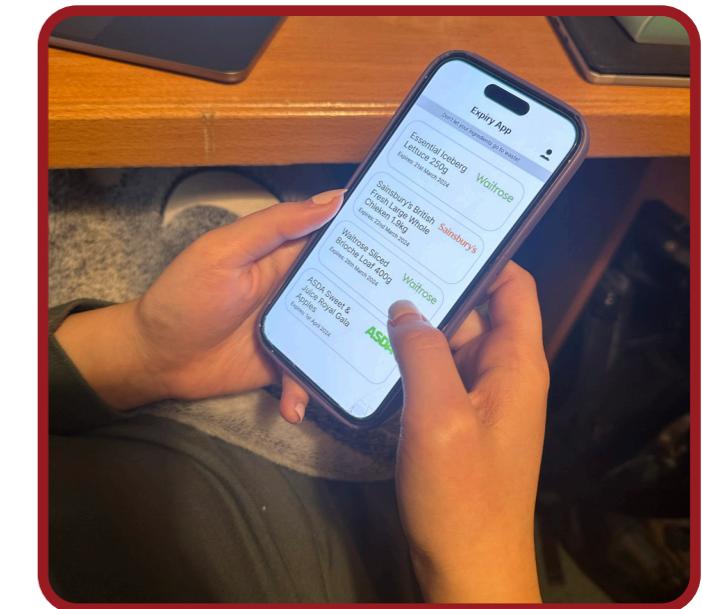
Prototyping Approach:

Before prototyping, I came up with main prototyping questions to be answered:

1. What is the best layout for the app so that it is **comprehensible to users?**
2. How can the app be **aesthetic** to users so that they want to use it?
3. What is the **most efficient** way for products to be inputted into the app?

After making the initial prototype on Figma, we noted down some comments surrounding these 3 questions in the co-design session. After the session, I made the first revision to the prototype, having the comments in mind.

After prototyping, I showed the revised prototype to test users, displaying an image of the interface on their phone (as shown in the image to the right). Based on their comments, I made a second revision to the prototype.



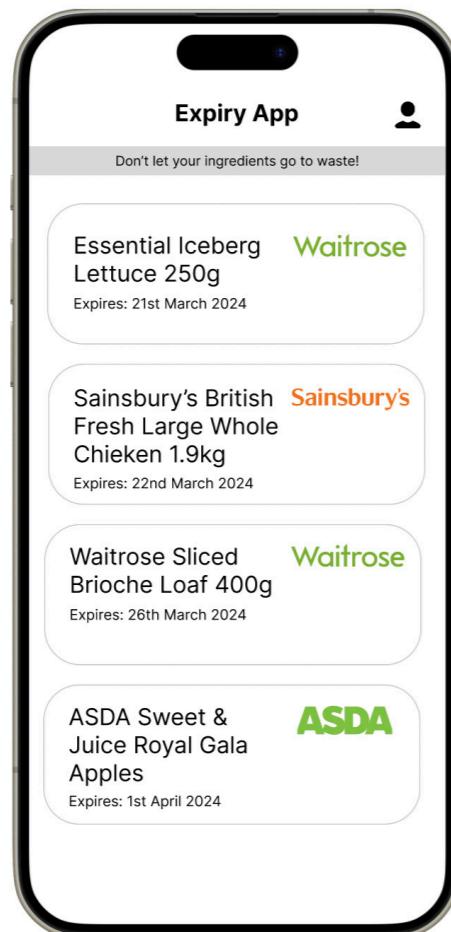
Initial Figma Prototype:

This prototype explores a simple, minimalist layout with only the essential information (product name, expiry date, grocery store name).

Notification alerts users when the item is within 3 days of expiring (see appendix).

Next steps:

- Ways to input product information easily



1st Prototype Revision:

Added:

- “Connect” page
- Menu at the bottom of the app

From co-design session:
“Waitrose and other supermarkets nowadays have the **Scan & Go system**. Maybe you could partner with them so that the **products automatically go into the app?**”

Users connect to their grocery store accounts in the “Connect” menu. When users “Scan & Go”, products automatically show in the home menu.



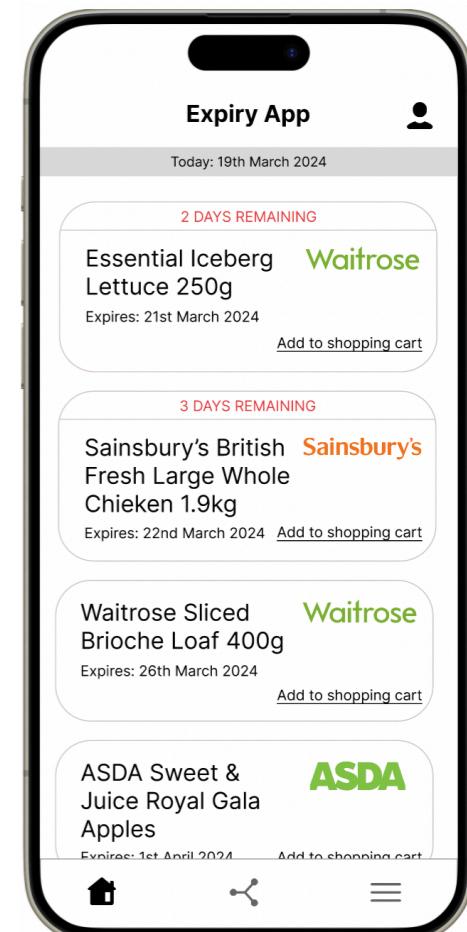
2nd Prototype Revision:

Added:

- “Add to shopping cart” option
- Emphasised day countdown when the item is within 3 days of expiring
- Current date at the top

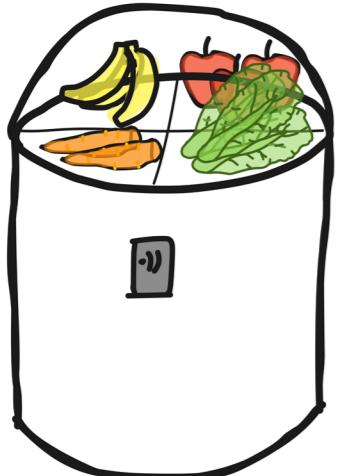
From user testing:
“If there was a way to **automate buying the ingredient once it expires** that would be good”

“Minor point but maybe a **countdown** would help because sometimes I don’t know what date today is”



Concept Development: Nutrition Pods

Initial Concept:



Prototyping Approach:

Before prototyping, I came up with main prototyping questions to be answered:

1. What is the best shape for the “Nutrition Pods” so that they are **safe and easy for users to operate?**
2. How can the pods be **aesthetic** so that it does not ruin the visuals of its surroundings?
3. How will the fruits and vegetables be **stored** in the pods?

Following the same approach as before, we discussed my first looks-like prototype and how it can be improved. I then made a works-like prototype to ensure that the mechanism of opening the glass works well.



Initial Looks-Like Fusion 360 Prototype:

This initial prototype is a take on traditional vending machines. However, with multiple sides, this could increase the visibility of the fruits and vegetables, possibly attracting more users.

The glass doors slide down instead of swinging open to minimise the space needed.



Next steps:

- Further increasing visibility
- Conservation of fruits and vegetables

Looks-Like Prototype Revision:

Changes:

- Cuboid to cylinder shape
- Glass door goes all the way around for increased visibility
- Experimenting with colour

From co-design session:
*“I feel like there’s not much space inside for the products in this (initial) prototype. I think maybe a **cylinder** would **increase the space inside**, plus it would probably **attract** people as well.”*

*“It probably needs some sort of **refrigerator-like system** if it’s gonna store fruits and vegetables right?”*



Works-Like Lo-fi Prototype:



The works-like prototype helped envision how the glass casing would slide down to open the Nutrition Pod.

Added:

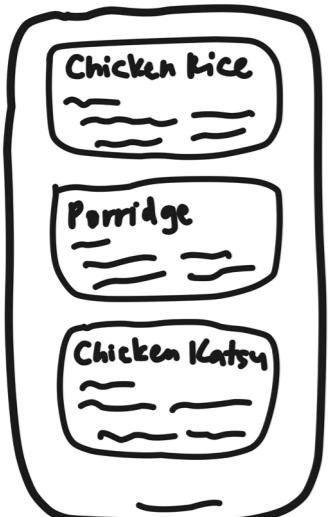
- Flaps in the wall to ensure the casing does not just fall in by itself (shown above)

From user testing:
“What if the glass just falls in?”

*“I feel like it should be **automatic**, it might be a hassle to pull”*

Concept Development: Recipe App

Initial Concept:



Prototyping Approach:

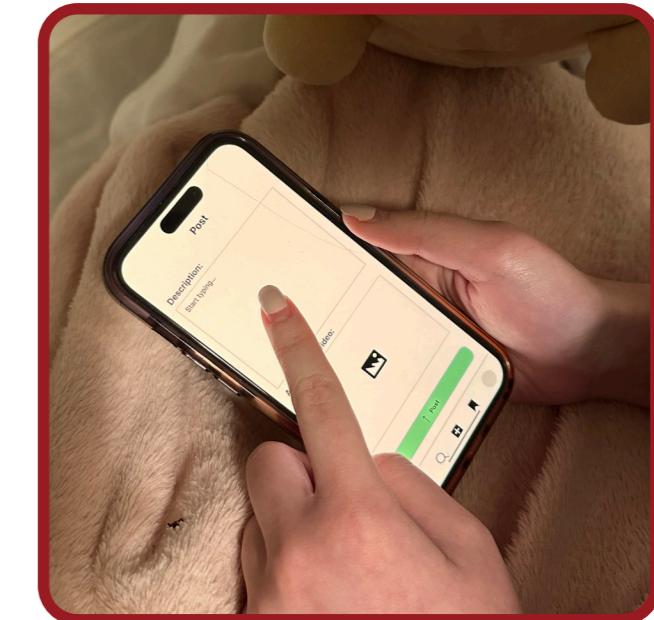
As this concept is an app, the prototyping approach is the same as the “Expiry App.”

Before prototyping, I came up with main prototyping questions to be answered:

1. What is the best layout for the app so that it is **comprehensible to users?**
2. How can the app be **aesthetic** to users so that they want to use it?

After making the initial prototype on Figma, we noted down some comments surrounding these 3 questions in the co-design session to make the revised version.

After prototyping, I showed the revised prototype to test users, displaying an image of the interface on their phone (as shown in the image to the right) then made the second revision of the prototype.



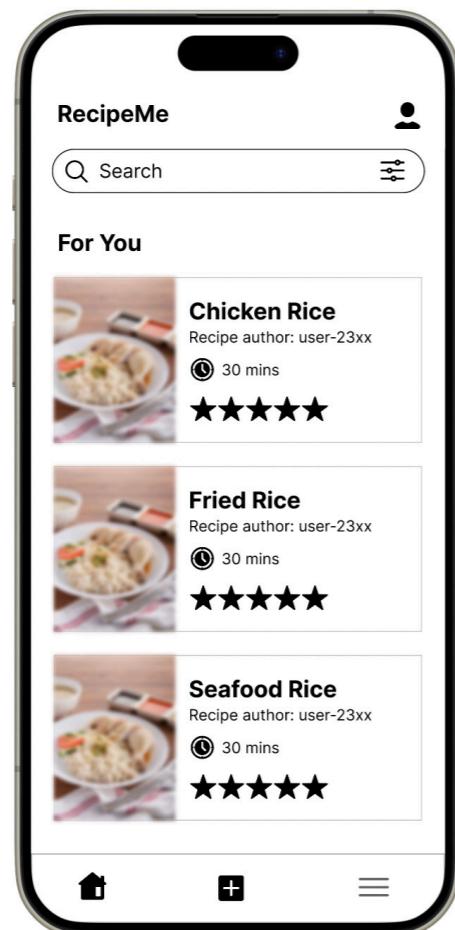
Initial Figma Prototype:

I created my initial prototype based on the initial concept above.

Each recipe has a title, image, recipe author, time to make the meal and a star rating.

Next step:

- Adding more features that are relevant
- Focusing on the community-like feel for the app



1st Prototype Revision:

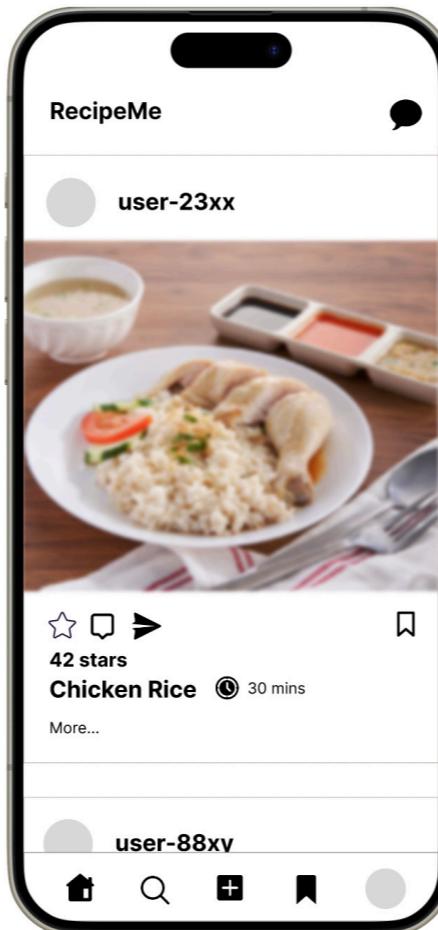
Added:

- ‘Search’, ‘Saved’ page created
- Changed to a more ‘social media’ like layout
- ‘Messaging’ feature

From co-design session:
“I think there are recipe apps that look like this. This app should be more **social media focused**”

“More features in the menu like **saved recipes** would be useful”

“Maybe add a **messaging** feature?”



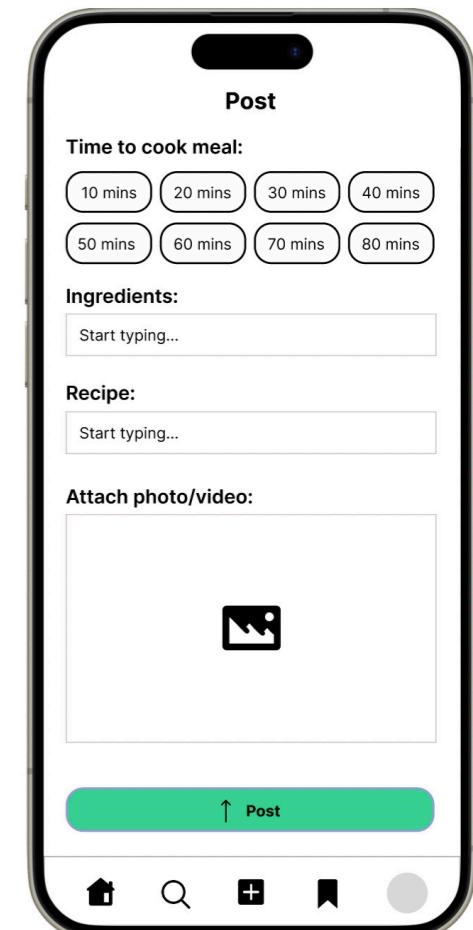
2nd Prototype Revision:

Added:

- More structured posting page

From user testing:
“Since it’s specifically an app for recipes, I think this **page should have more structure** like a section for ingredients”

“I like the layout as it’s **similar to social media apps** like Instagram and LinkedIn which I’m already familiar with but maybe be careful about making it **too similar to existing apps**”



Concept Development: 3 Concepts

Final concepts developed through co-design, prototyping, user testing and feedback

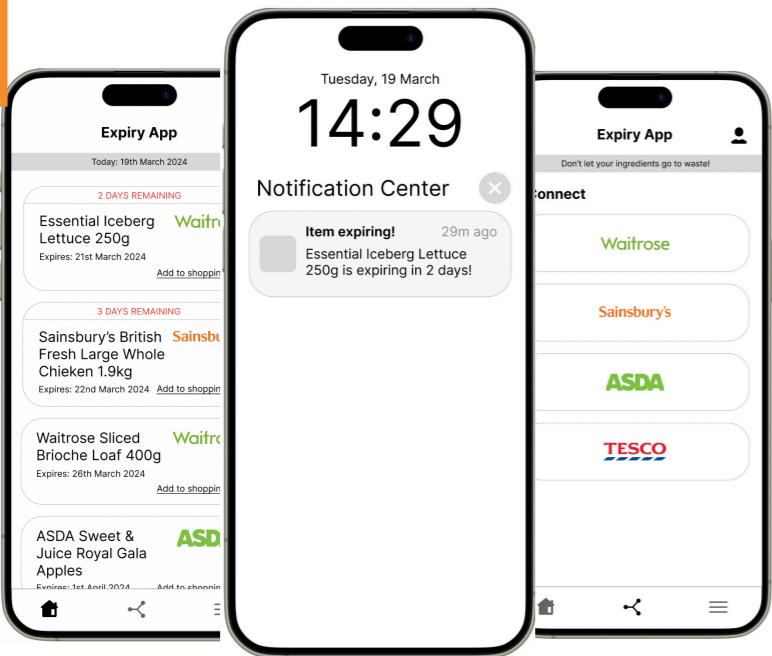
Expiry App:

A main reason why students don't eat their vegetables is because they forget about them and **go to waste when they spoil**.

With the Expiry App, students are reminded and encouraged to use the ingredients they buy. This promotes a **more balanced meal and also prevents wasting money!**

Home page

- Shows a **list of all your ingredients**, including the expiry date and supermarket chain.
- Displays a **countdown** when an ingredient is within 3 days of expiring.
- Feature which adds an ingredient **straight to your shopping cart**.



Connect page

- Connects to your supermarket account.
- Checking out with "Scan & Go" in the supermarket app **automatically inputs products into the Expiry App**, reducing time and effort to input ingredients.

Nutrition Pods:

Out of habit, students tend to **forget to buy fruits and vegetables** on their grocery runs.

Nutrition Pods offer an opportunity to buy fruits, vegetables and healthy snacks on campus, **without the extra effort of visiting the supermarket** again.

Glass casing

- Slides down to open and removes the need for a door, **taking up less space**.
- Provides **more space for products** without taking up more floor space.

Cylindrical shape



Refrigerating abilities

- Keeps fruits and vegetables **fresh**.

Weighted platforms

- Cost is calculated by the weight** of the product taken from the platform.

Recipe App:

To save time and money, some students only eat **1-2 types of meals**.

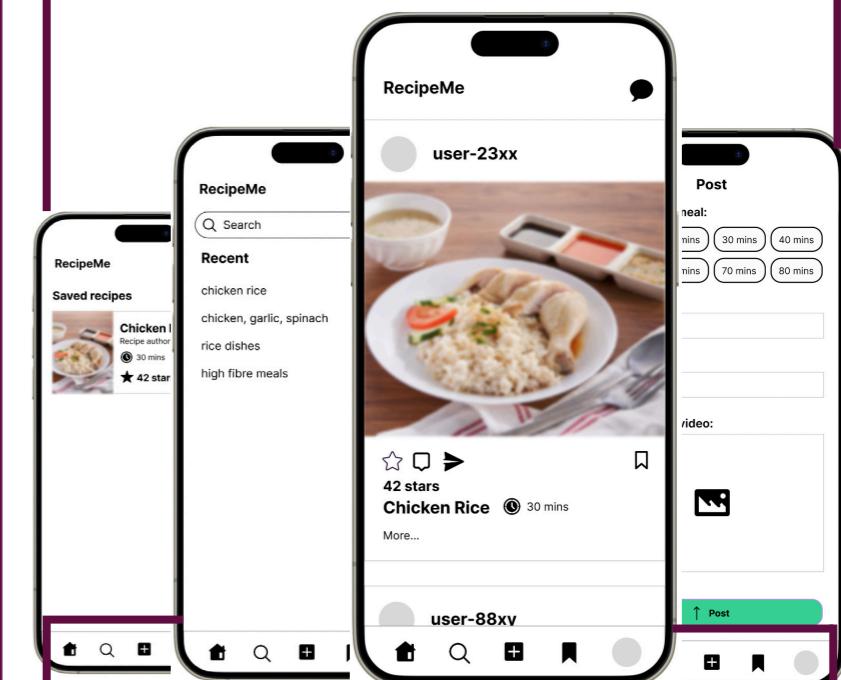
The Recipe App creates a **community of students** who can share and learn various recipes that are cost and time efficient.

Saved page

- Displays all **saved recipes**.

Post page

- Structured headers** such as "Time to make meal", "Ingredients", "Recipe".
- Attach a **photo or video**.



Search page

- Search for recipes by **name, ingredients or diet requirements**.

Home page

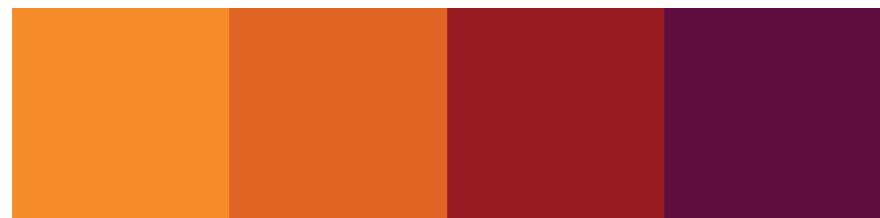
- Displays recipe **posts from other users**.
- Can give recipes a **star and comment**.
- Share** recipes with friends or **save** a recipe.

Appendix

Reference list:

1. Can you outrun a poor diet. The University of Sydney. <https://www.sydney.edu.au/news-opinion/news/2022/07/12/can-you-outrun-a-poor-diet.html> [Accessed 18th February 2024].
2. Campbell D, editor DCH policy. People too tired to lead healthier lifestyles, UK survey finds. The Guardian. 2023. <https://www.theguardian.com/society/2023/may/17/people-too-tired-to-lead-healthier-lifestyles-uk-survey-finds> [Accessed 18th February 2024].
3. Statistics on Obesity, Physical Activity and Diet, England, 2020. NHS Digital. <https://digital.nhs.uk/data-and-information/publications/statistical/statistics-on-obesity-physical-activity-and-diet/england-2020> [Accessed 18th February 2024].
4. 86% of Brits have suffered from a gastrointestinal problem in the past year. <https://www.mintel.com/press-centre/86-of-brits-have-suffered-from-a-gastrointestinal-problem-in-the-past-year/> [Accessed 18th February 2024].
5. The UK Fitness Report – 2023/24 Gym Statistics | PureGym. <https://www.puregym.com/blog/uk-fitness-report-gym-statistics/#nutrition> [Accessed 18th February 2024].
6. UK Sports Nutrition Market Report - Market Size, & Forecast. <https://store.mintel.com/report/uk-attitudes-towards-sports-nutrition-market-report> [Accessed 18th February 2024].
7. de Oliveira EP, Burini RC, Jeukendrup A. Gastrointestinal Complaints During Exercise: Prevalence, Etiology, and Nutritional Recommendations. Sports Medicine (Auckland, N.Z.). 2014;44(Suppl 1): 79–85. <https://doi.org/10.1007/s40279-014-0153-2>.

Colour Scheme:



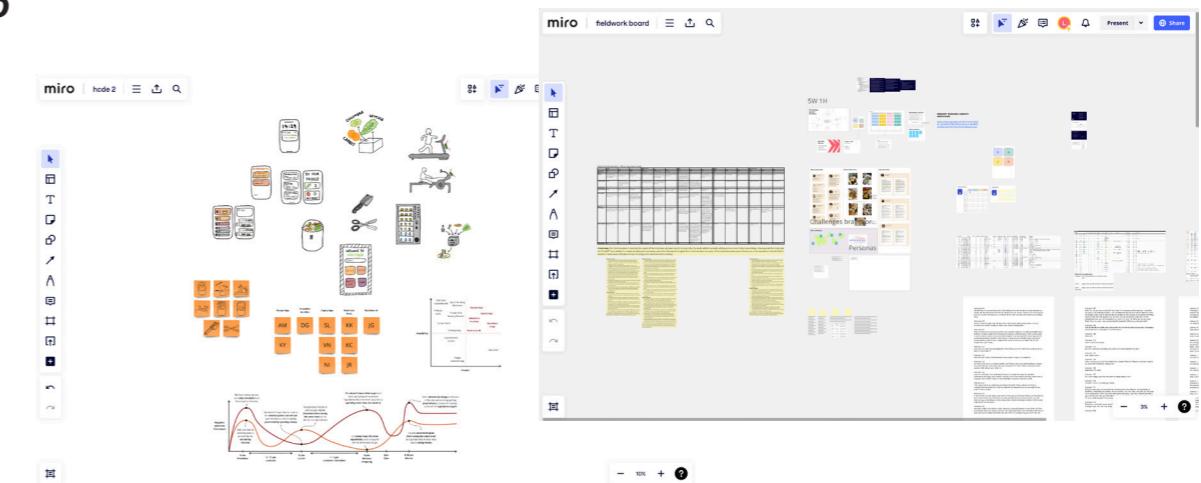
Font:

Heading *Subheading* **Subtitles**

Paragraph “Quotes” **Emphasis**

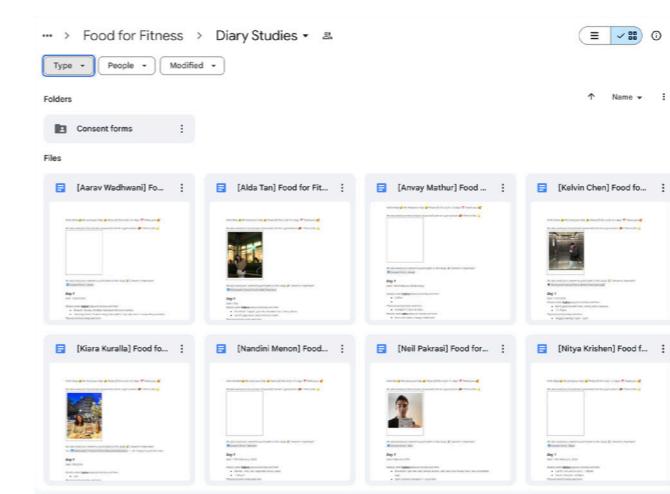
Software:

Miro

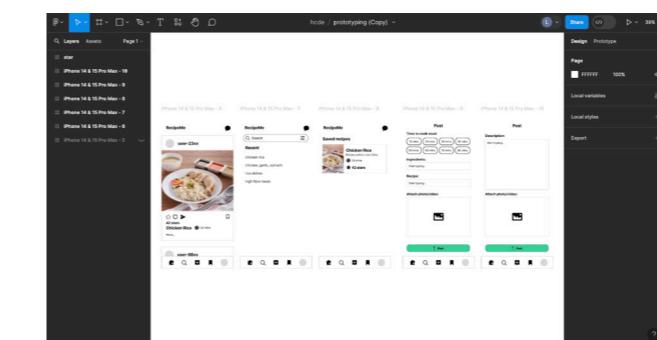


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https://miro.com/app/board/uXjVN0gzbPc=/?share_link

Google Docs

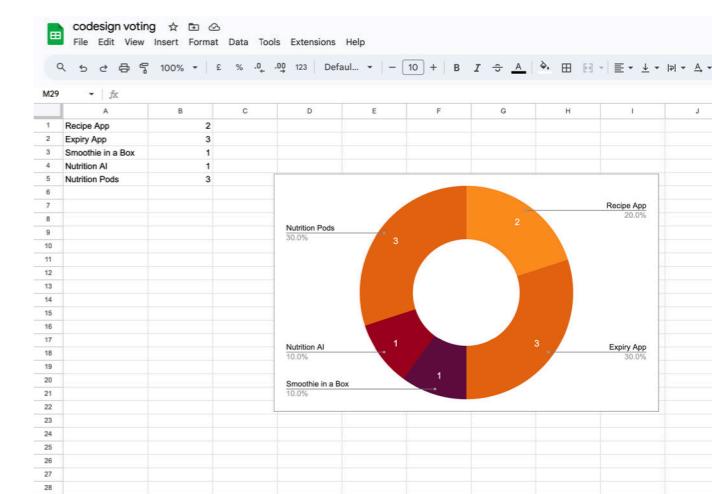


Figma



<https://www.figma.com/file/Ef2EOCghDJUQfwf81VxPmx/prototyping?type=design&node-id=0%3A1&mode=design&t=GX82wb83aXO-7riR8-1>

Google Sheets



Fusion 360

