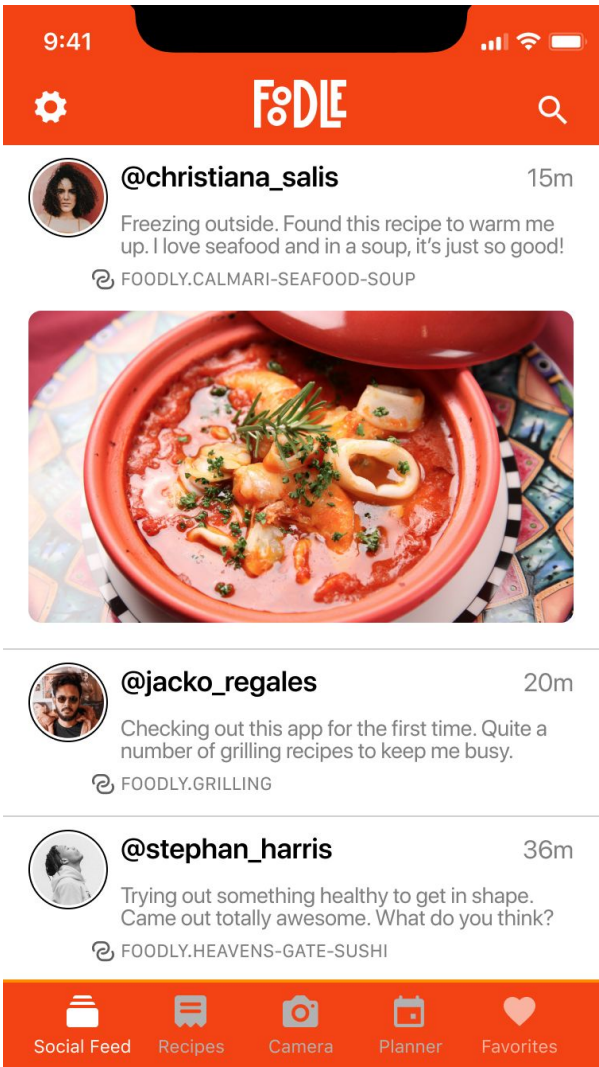
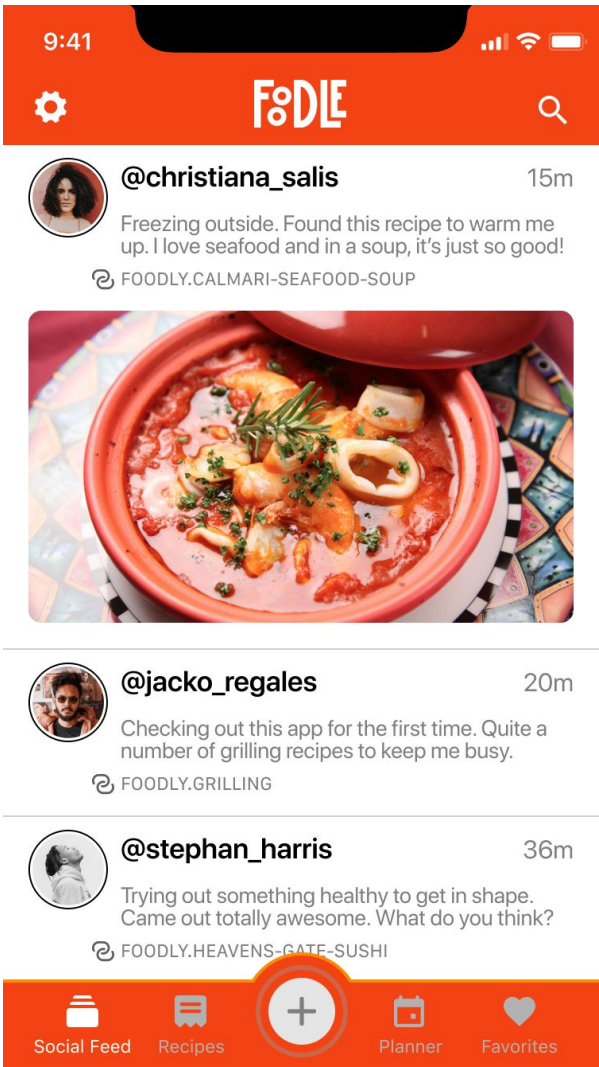


## Preference Testing - Foodly App

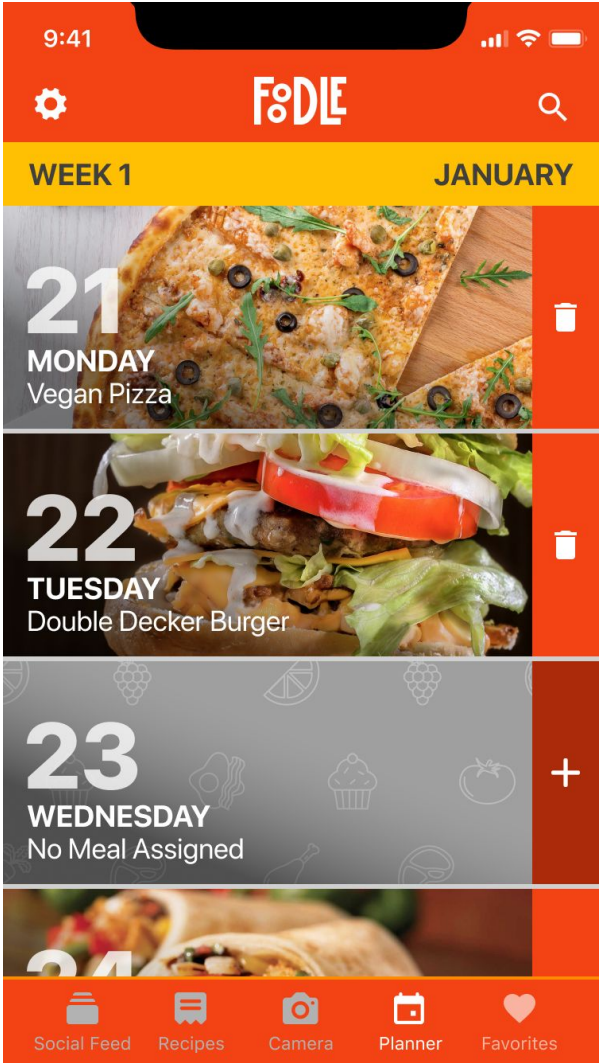
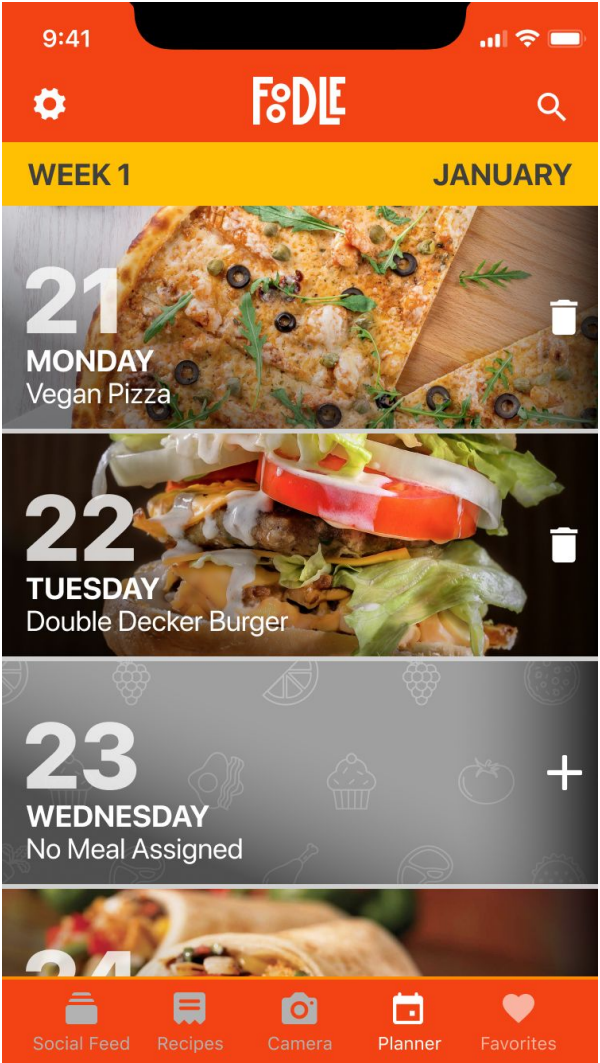
Total Participants: 16

### Test 01 - Tab Bar Variation

 <p>9:41</p> <p><b>Foodly</b></p> <p><b>@christiana_salis</b> 15m</p> <p>Freezing outside. Found this recipe to warm me up. I love seafood and in a soup, it's just so good!</p> <p>FOODLY.CALMARI-SEAFOOD-SOUP</p> <p><b>@jacko_regales</b> 20m</p> <p>Checking out this app for the first time. Quite a number of grilling recipes to keep me busy.</p> <p>FOODLY.GRILLING</p> <p><b>@stephan_harris</b> 36m</p> <p>Trying out something healthy to get in shape. Came out totally awesome. What do you think?</p> <p>FOODLY.HEAVENS-GATE-SUSHI</p> <p>Social Feed Recipes Camera Planner Favorites</p>	 <p>9:41</p> <p><b>Foodly</b></p> <p><b>@christiana_salis</b> 15m</p> <p>Freezing outside. Found this recipe to warm me up. I love seafood and in a soup, it's just so good!</p> <p>FOODLY.CALMARI-SEAFOOD-SOUP</p> <p><b>@jacko_regales</b> 20m</p> <p>Checking out this app for the first time. Quite a number of grilling recipes to keep me busy.</p> <p>FOODLY.GRILLING</p> <p><b>@stephan_harris</b> 36m</p> <p>Trying out something healthy to get in shape. Came out totally awesome. What do you think?</p> <p>FOODLY.HEAVENS-GATE-SUSHI</p> <p>Social Feed Recipes Camera Planner Favorites</p>
<b>A</b> 13% Users Preferred	<b>B</b> 88% Users Preferred

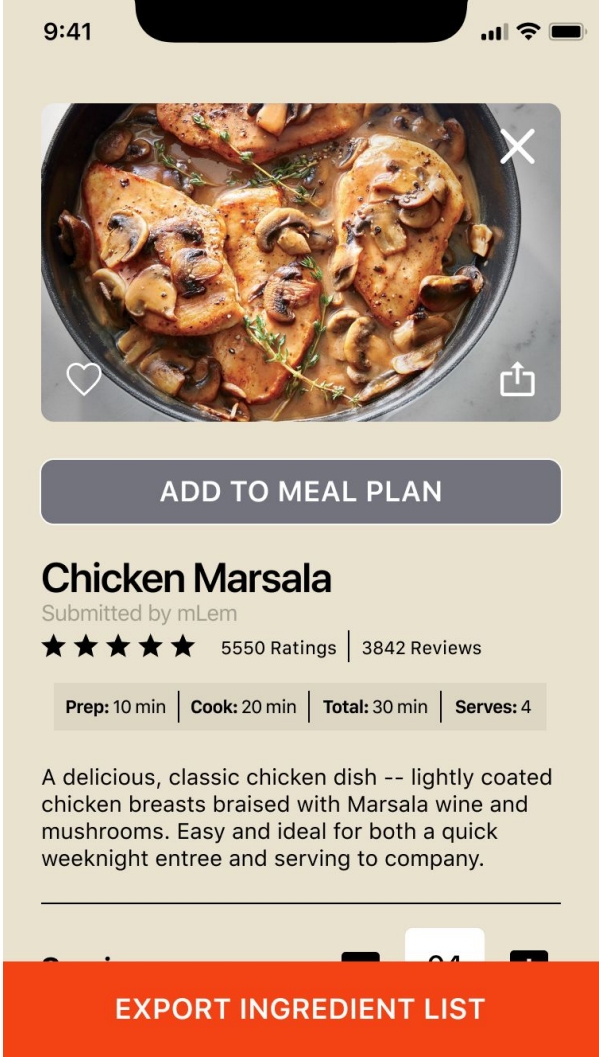
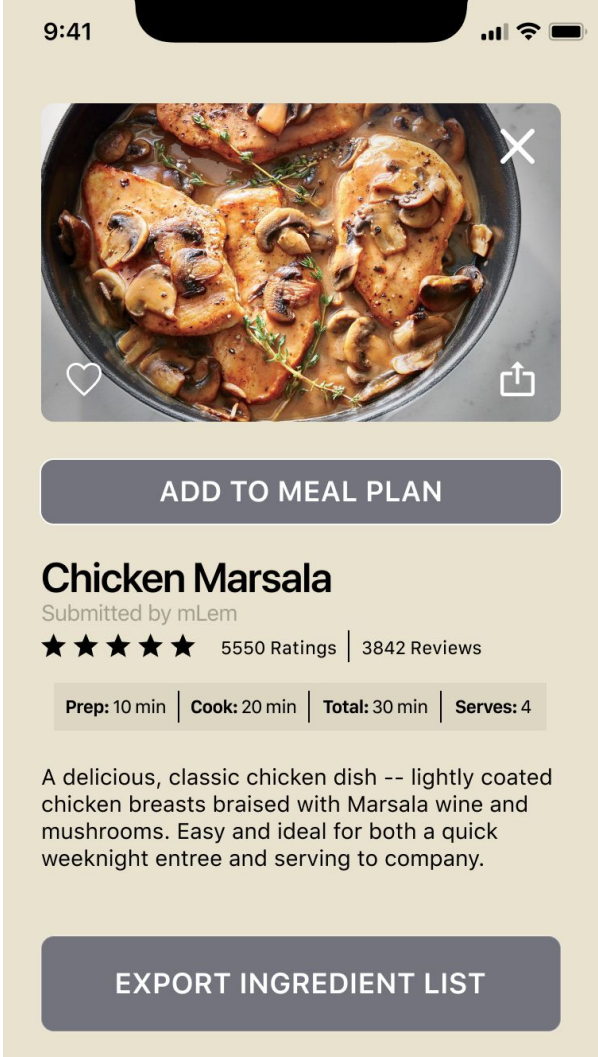
Users preferred a non-standard version of the Tab Bar highlighting the camera function of the app. The camera function would be essential to contributing to the community that would be using this app. I agree with their preference and will implement a variation of this in the next prototype.

Test 02 - Icon Right Sidebar Variation

 <p>Mobile app mockup A shows a meal planning interface. The top bar is orange with a settings gear, the 'FODLE' logo, and a search icon. Below is a yellow header with 'WEEK 1' and 'JANUARY'. The main content area lists three days: Monday (Vegan Pizza), Tuesday (Double Decker Burger), and Wednesday (No Meal Assigned). Each day's entry features a food image, the date, day of the week, and meal name. To the right of each entry is a vertical orange bar containing a white trash can icon for deletion or a white plus icon for addition. The bottom navigation bar is orange with icons and labels for Social Feed, Recipes, Camera, Planner, and Favorites.</p>	 <p>Mobile app mockup B is identical to mockup A, showing the same meal planning interface with food images, dates, and meal names. It also features a vertical orange bar with trash can or plus icons for each meal entry. The bottom navigation bar remains the same with icons for Social Feed, Recipes, Camera, Planner, and Favorites.</p>
<p><b>A</b> 100% Users Preferred</p>	<p><b>B</b> 0% Users Preferred</p>

Users preferred the original idea of how to handle deleting and adding recipes to the meal preferences section. This shows a more pronounced option to access the camera for the user to snap and share what they eat. Option A showed the button icons visually separate from the design, unlike option B. Users agreed wholeheartedly with my first choice, and I'll carry this design to the next phase.

### Test 03 - Bottom Button Variation

 <p><b>A</b> 81% Users Preferred</p>	 <p><b>B</b> 19% Users Preferred</p>
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The choice between these two button styling was to convey the message to tap but be visually different from the information and existing treatments of the other buttons. Positioning was meant to be persistent on the page as the user scrolls through the recipe. Option A was my original choice and may need some retooling as far as color variation, but users preferred this style choice.