

CASE STUDY

NutriScan

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● MY ROLES & RESPONSIBILITIES

- Prototyping
- Storyboarding + finding user flow
- Wireframes
- User testing

● PROJECT OVERVIEW & PROBLEM STATEMENT

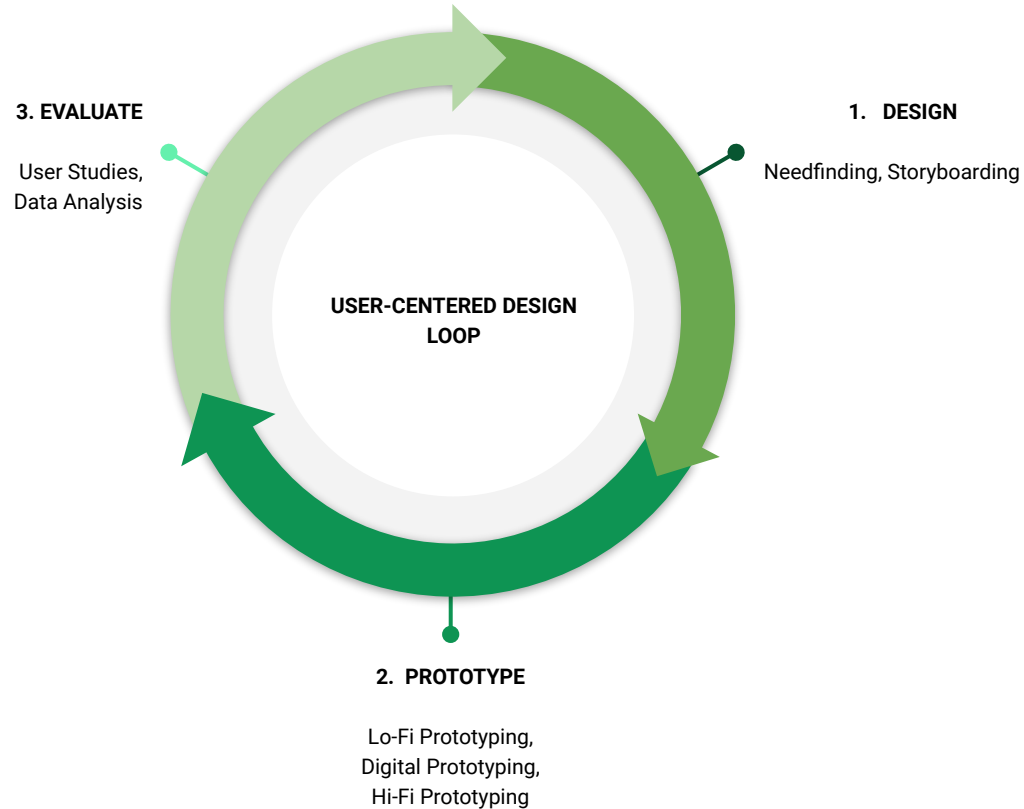
Target Users: Health-forward elderly grocery shoppers looking for healthy and budget-friendly products that meet their dietary restrictions at grocery stores.

Project concept: Create an app that allows the target user population to easily identify whether a product is suitable for their health and dietary needs by just scanning any product's barcode.

Currently, existing tools and solutions in the market does not personalize the user's experience to reflect each user's different health and dietary needs. This is why I want to extend current grocery shopping apps by properly addressing the main issue experienced by the target user population which is that current solutions do not support the uniqueness of each user's health restrictions.

In this case study, I will elaborate on my design process and show how my thoughts have evolved during the user-centered design sprint.

● PROCESS OVERVIEW:



● CONTEXTUAL INQUIRY: FINDINGS

1. Navigation

Most grocery stores have multiple options for a single product. This leaves users with the burden of choice – which is time consuming, confusing, and overwhelming.

2. Unhealthy are hard to break

Novice healthy grocery shoppers feel nervous and have lack of direction when it comes to picking products. A healthy lifestyle feels like an uncharted territory. These group of users want a source of inspiration and ideas for their shopping list.

3. Price

Identifying the suitable product with the right price point is difficult and often feels impossible.

4. Difficult labels

Both new and experienced health-forward users often have a hard time trying to read through nutritional facts that is complicated and deceiving.

● USER PERSONAS



Jim Single, 65 yrs

Jim is a working man who grocery shops once every 2 weeks or whenever his fridge runs out of food. He is looking for healthier alternatives to his favorite foods since he is trying to lose weight and cut down on his unhealthy food choices.



Tina Married, 73 yrs

Tina is a housewife who grocery shops twice a week. She is health conscious and tries to read the nutritional label of every product she buys into her household. She shops for herself and her husband. She tries to avoid buying overly processed foods.

● STORYBOARD



Tom who has health concerns and dietary restrictions goes shopping for healthy groceries. He feels overwhelmed by all the items on the shelf and does not know where to start.



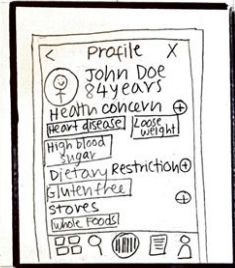
Tom wants to get some bread but like many other items at the grocery store there are so many variety! He picks a random one to see the nutrition facts. But does not have a clue what all the ingredients mean.



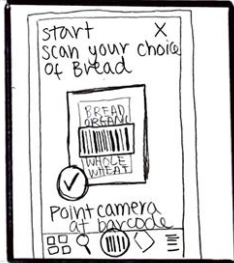
To help him decide Tom uses the Bobby Approved app which allows him to scan a product. However, it is insufficient since he does not know exactly what "bobby approve" means, what is the approval criteria and specifically if it will suite his health and dietary needs.



He realizes that he has another new app - 'Easy Scan & Shop' downloaded. This app will allow him to do so much more than other grocery shopping apps!



This new app allows users like Tom to fill out information like health concerns, dietary restrictions, favorite stores and more! His app experienced will be personalized to his needs.



Tom can use the scanner feature to scan any item and the app will say if it is right for him or not. It also gives him recipe suggestion for each item he scans!



Tom has shopped for all the things he needed for the week. Now grocery shopping will be so much more efficient and enjoyable!

● RAPID EVALUATION: FINDINGS

Study Type

- Rapid evaluation on low-fi prototype

Participants

- 10

Locations

- New York, NY

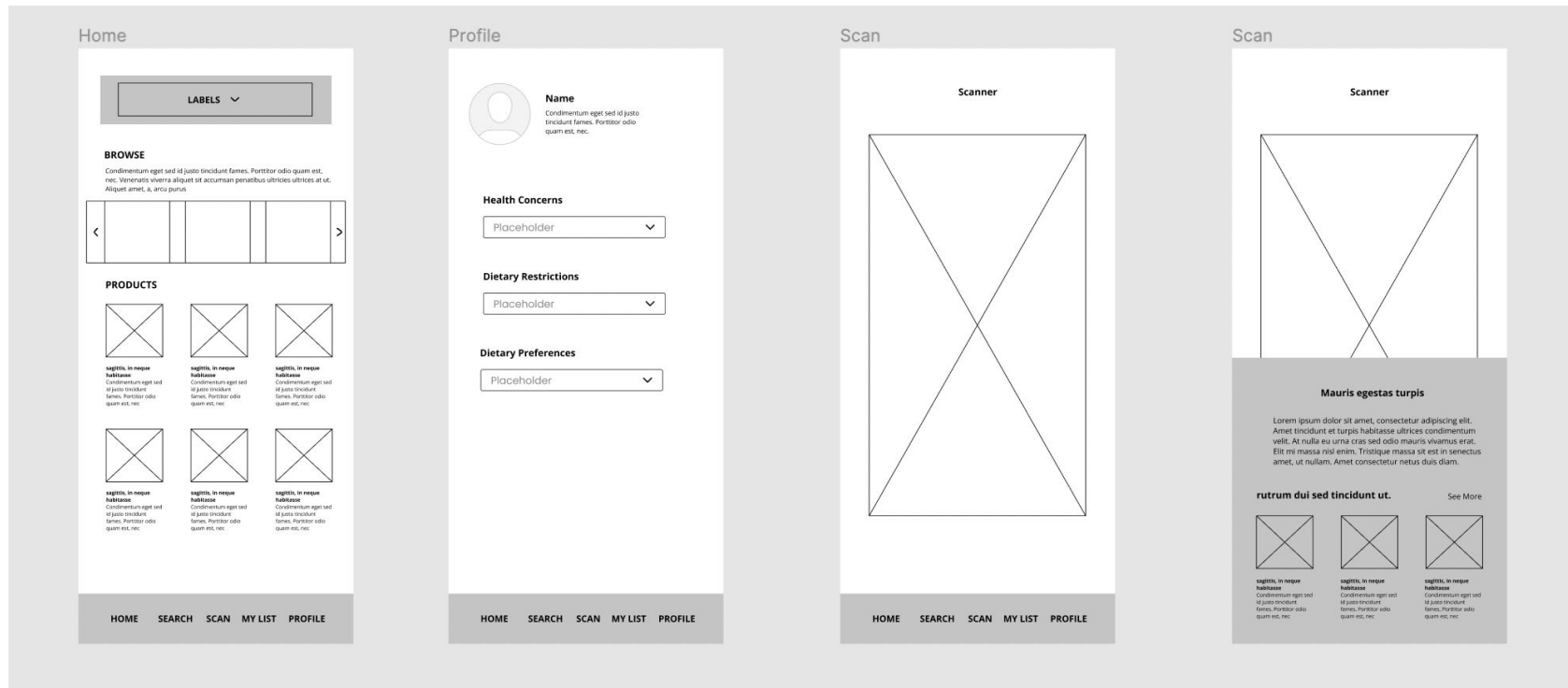
Length

- 10-15 minutes

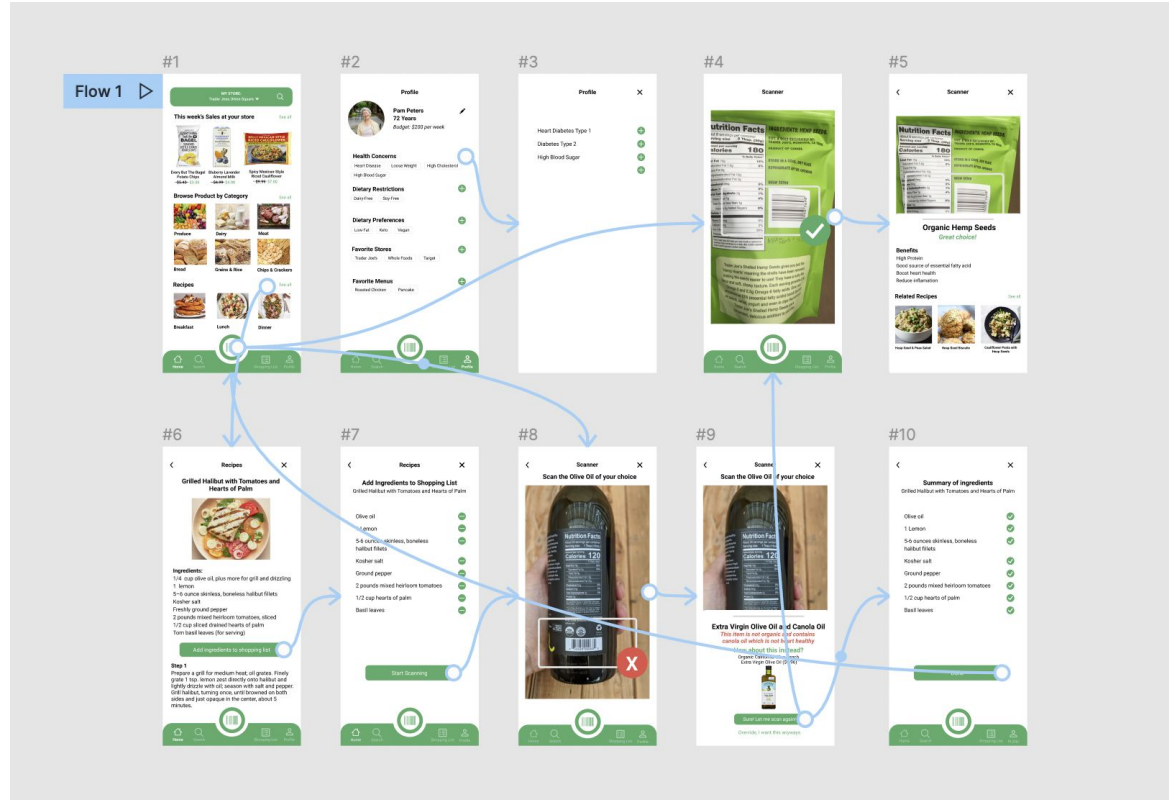
Findings

1. User wanted an app design that is minimal and easy to navigate
2. Users wanted scanner results to show other useful details
3. Users wanted a cooking recipe section so that they can get inspired

● WIREFRAME: FIGMA

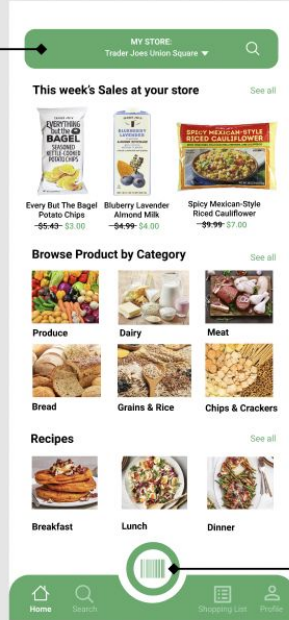


● HI-FI PROTOTYPE: FIGMA



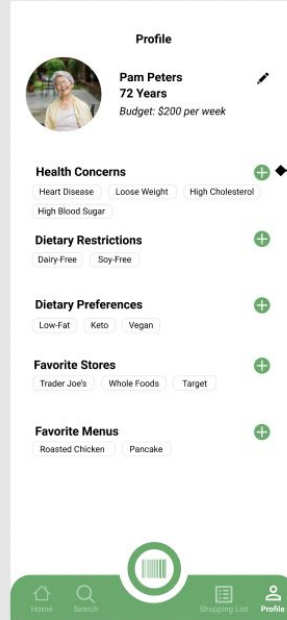
Users can select specific store near them to browse for grocery items + sales

#1



Access the barcode scanner feature

#2



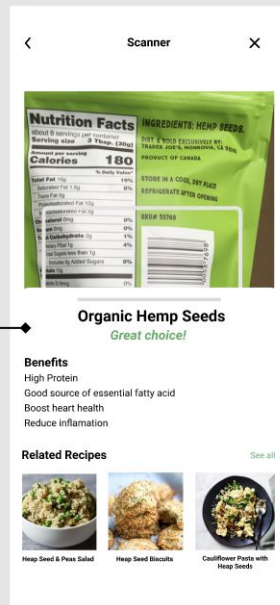
Personalize health concerns, dietary restrictions, and other preferences

#4



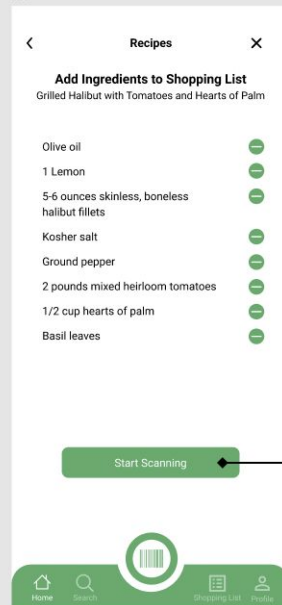
Indicates that the scanned item is suitable based on the user's input preferences

#5



Easy to understand nutrition facts/ benefits + suggesting related recipes

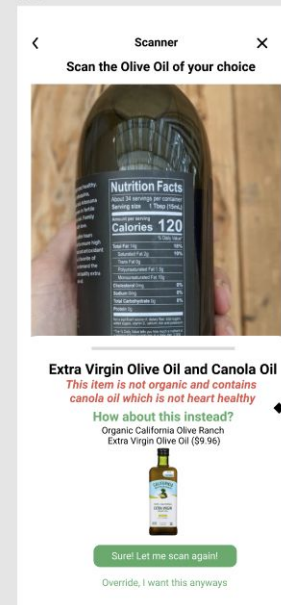
#7



Alternative method of scanning is by selecting a recipe and scanning off the ingredients list

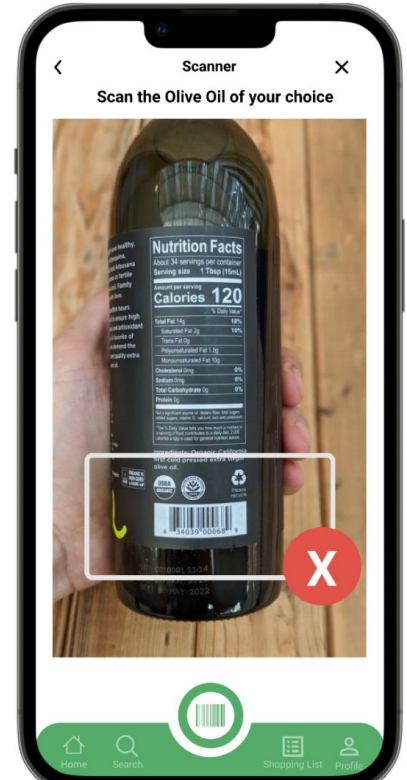
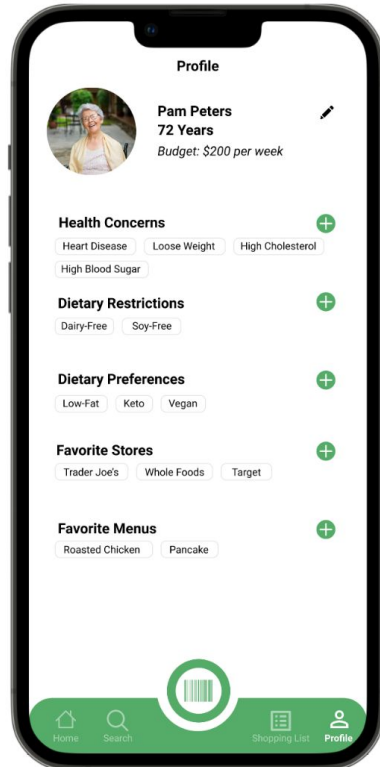
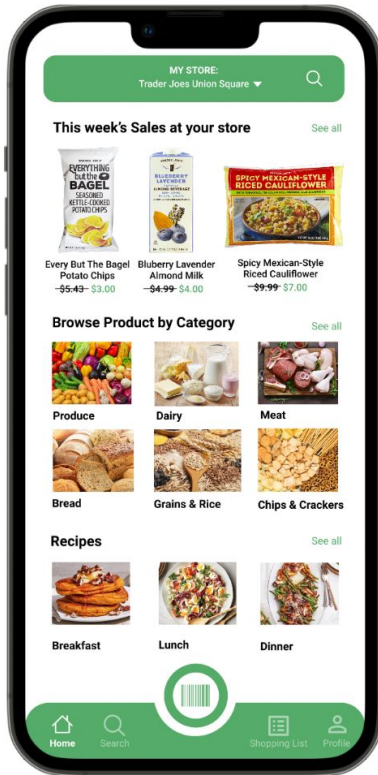
- Helpful for novice grocery shoppers

#9



App offers alternative suggestion when user scans an item that is not suitable for their dietary needs

● HI-FI PROTOTYPE: FINAL DELIVERABLE



THANK YOU!