

HealthyEats

Eat Healthy For Home Cooks

Project Overview

HealthyEats is a mobile application made to make home chefs lives easier and help them eat healthier. This app allows users to search a wide range of healthy alternative recipes made by real chefs! This app also helps the user organize and keep track of everything in their pantry.

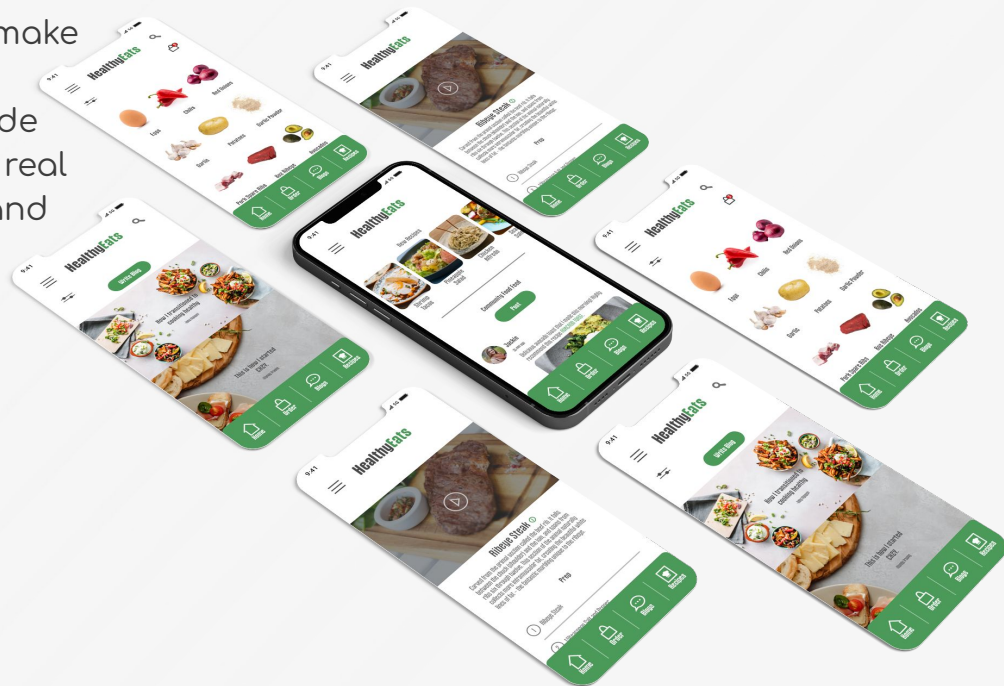
My role:

UX Research

UX Design

UI Design

07/2022 - 8/2022



Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User Research: Summary

After conducting 2 interviews and 2 empathy maps, to better understand the user and their needs. A primary user group identified were people ages 20-35, wanted a simple and easy way to find healthy alternatives.

Participants that have used other sites/apps to browse recipes, but were conflicted with mixed reviews.

User Research: Pain Points

Users were frustrated at how difficult the recipes were to follow.

Not being able to remember what ingredients they already had at home and end up buying extra at the store.

Users say that browsing recipes just by search overwhelms them with the amount of results. Leaving them not knowing which one to pick.



Jack Smith

Age: 37

Education: Associates Degree

Hometown: Henderson, NV

Family: Spouse, 1 Child

Occupation: HVAC Technician

"I love to cook. -I want to start cooking healthier options."

Goals

- Find healthy alternative recipes.
- Cook healthy meals.

Frustrations

- Doesn't know where to start finding healthy recipes.
- Can't find tasty/reliable recipes.

Jack, a 37 year old HVAC technician that live with his spouse and child. He loves to cook, but wants to start cooking healthier alternatives while still having it taste good for him and his family.

Cooking outside of his comfort zone, he doesn't know where to start with healthy recipes.



Fatima Johnson

Age: 25

Education: Doctoral Degree

Hometown: Alexandria, LA

Family: Single, 2 dogs

Occupation: Pharmacist

"I am an amateur cook. -I want to explore different healthy recipes."

Goals

- Search and find new different recipes.
- Cook healthy meals.

Frustrations

- Not being able to find a good healthy recipe.
- Hard to find a detailed recipe.

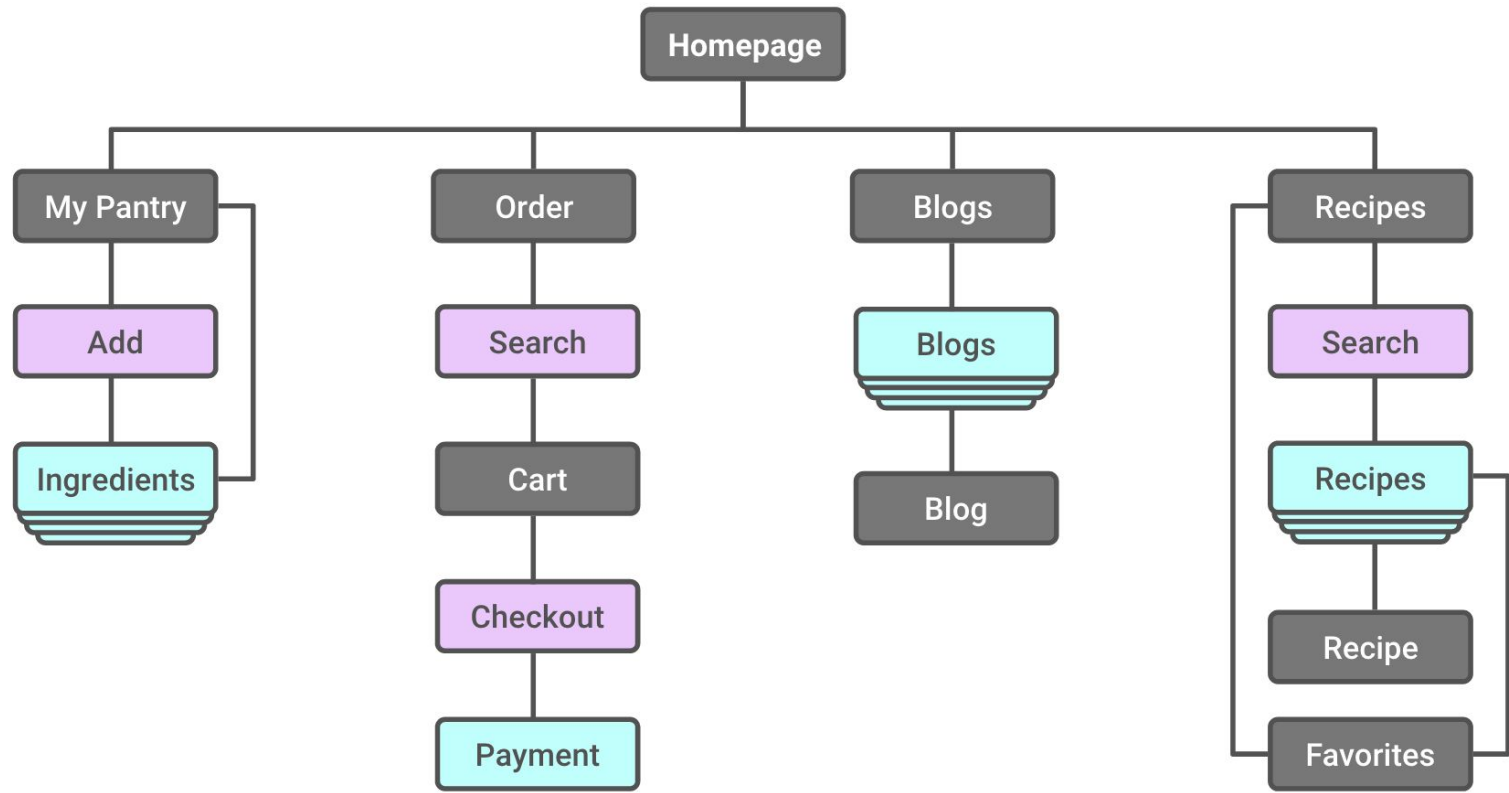
Fatima, a 25 year old pharmacy tech has a lot going on. She stays busy with work, taking care of her two dogs, and going to the gym. With going to the gym, she wants to follow a healthy diet.

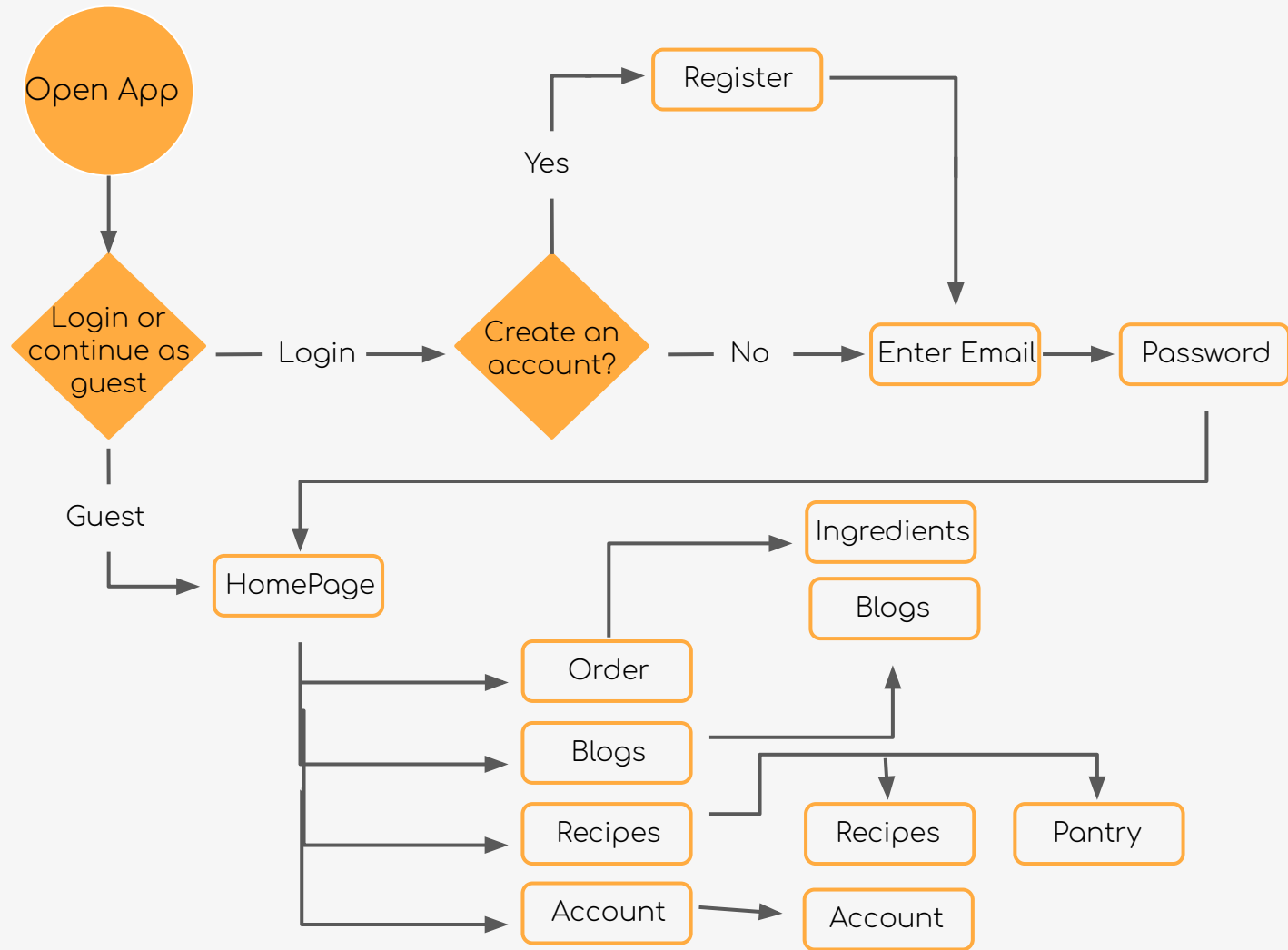
Living alone, she cooks for herself however, she would like to discover new delicious recipes.

Persona: Jack

Goal: Find, buy, and prepare a healthy meal

ACTION	Download App	Browse recipes	Buy groceries	Prepare food	Cook
TASK LIST	Tasks A. Download app from app store B. Login/Register or continue as guest	Tasks A. Search for a recipe B. Plan when to cook recipe	Tasks A. Go to store B. Pick out necessary ingredients C. Checkout	Tasks A. Find recipe again B. Chop and prepare ingredients.	Tasks A. Follow cooking instructions B. Plate food C. Eat
FEELING ADJECTIVE	Happy to be cooking rather than eating out	Excited to find new healthy recipes to cook	Frustrated about needing to go to the store.	Frustrated about having to find the recipe again	Happy to be enjoying a healthy meal
IMPROVEMENT OPPORTUNITIES	Website	User reviews on recipes and nutritional facts.	Option to order groceries to doorstep.	Include a favorites list to make recipes easier to find	Suggestions on how to cook meal and what to add based on preference.



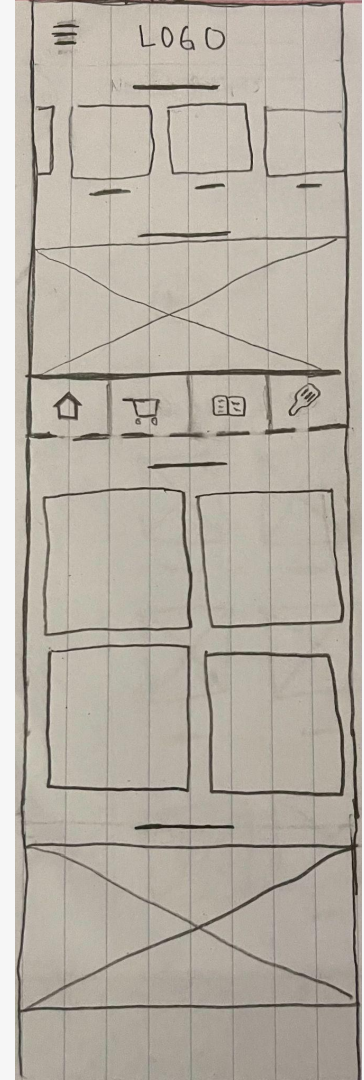
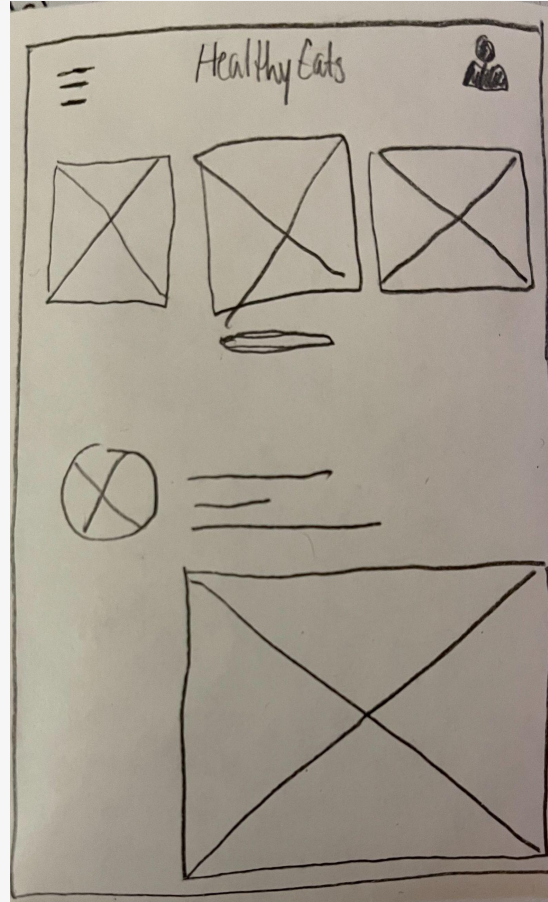


Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

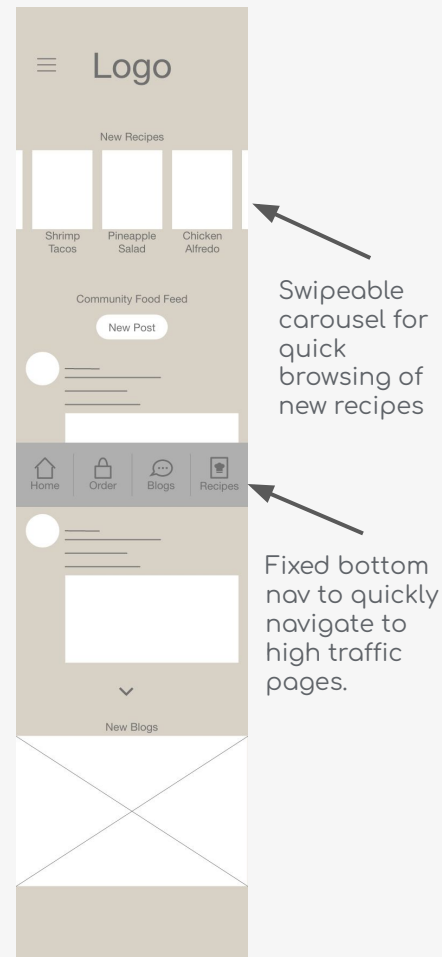
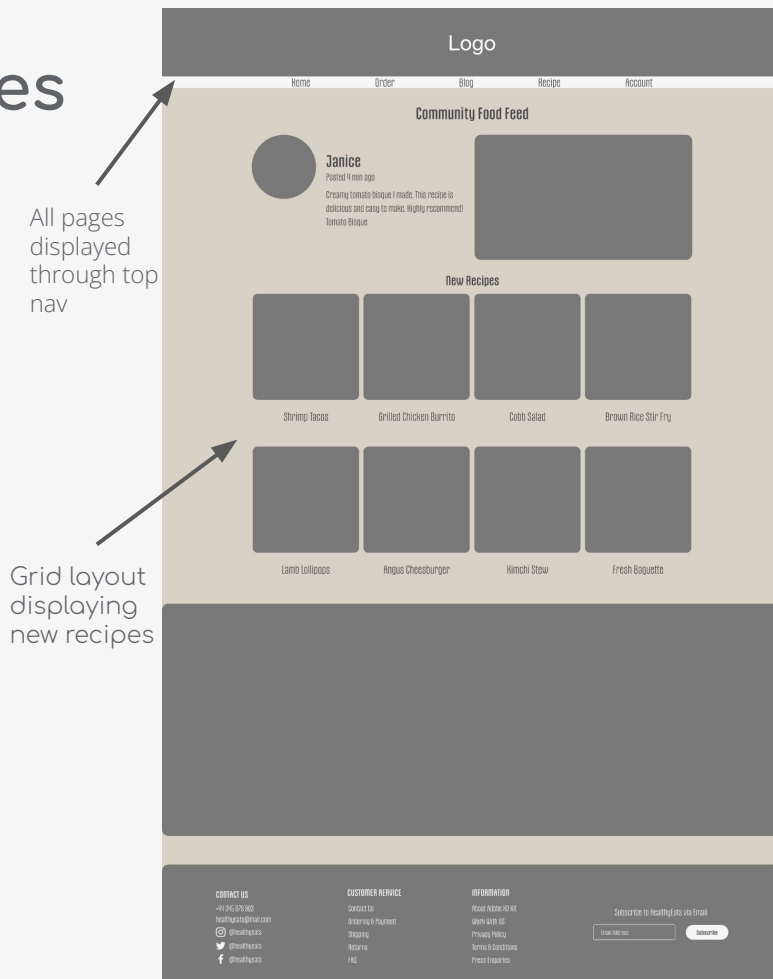
Paper wireframes

These are 2 wireframes drawn out. One for web and the other for mobile.



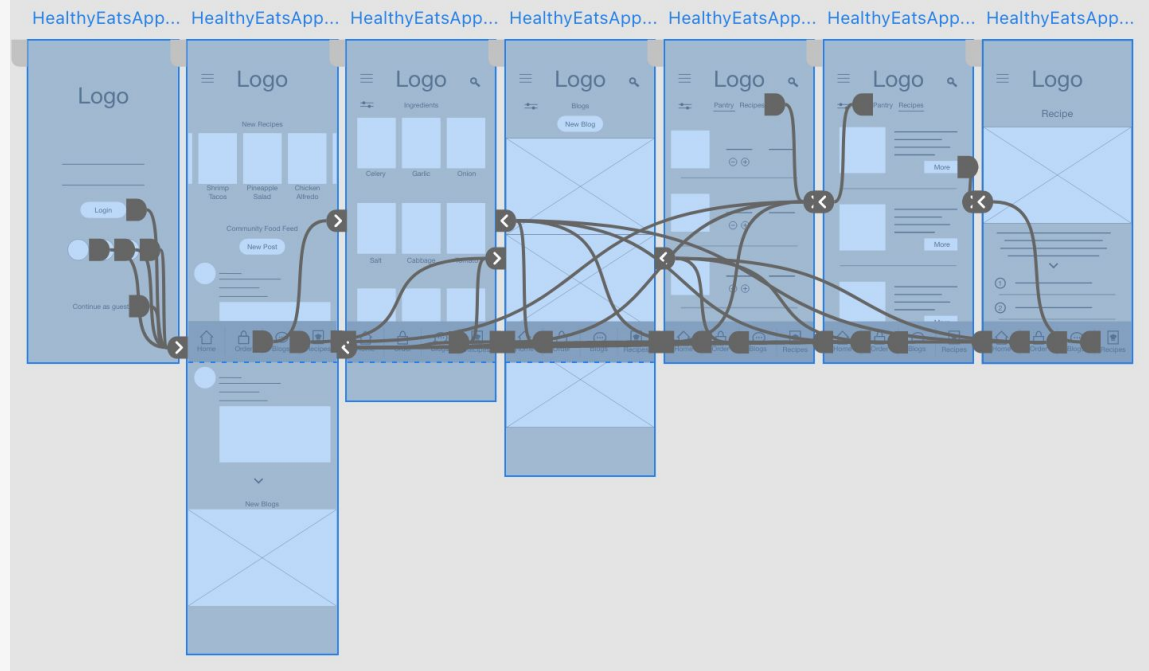
Digital wireframes

I drew multiple different home pages for both web and mobile. I tried taking different ideas and mashed it together.



Low-fidelity prototype

<https://xd.adobe.com/view/8850f023-a8a3-4225-b957-12911c7a0496-dd03/>



Usability study: findings

The user will be apart of a moderated usability study. They will be prompted to complete 3 tasks that can be done through the app, share any ideas, and provide any feedback.

Round 1 findings

Users want a simple and easy to use flow. .

Round 2 findings

The flow from other pages, to the recipe/pantry page was off.

Users wanted to be able to toggle views for website use.

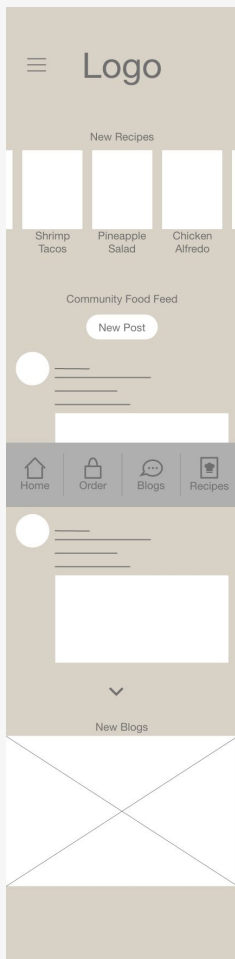
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

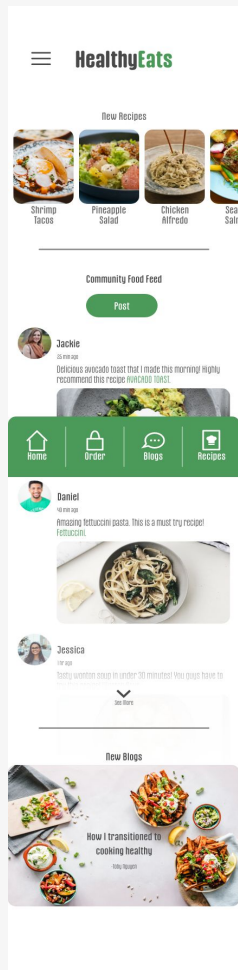
Mockups

Based on usability studies, I made changes to the homepage. Users wanted a simple and fun feel to the app. I added a 60/30/10 color palette and rounded a few components on the pages as well.

Before usability study



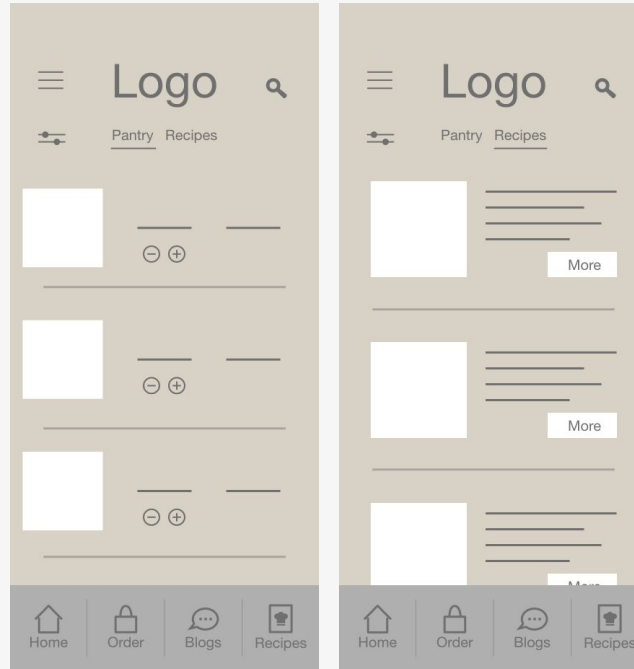
After usability study



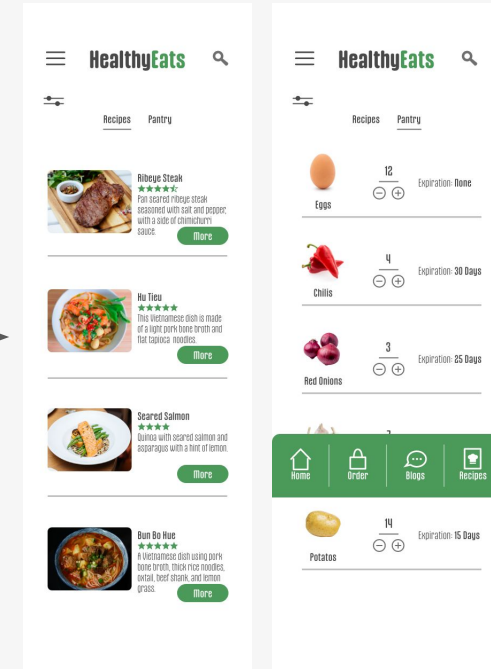
Mockups

The second usability study revealed frustration when going to “Recipes/Pantry” page. Users found it strange to navigate to the pantry page first, after clicking the “Recipes” button. This was fixed by making the recipes page the primary page to prototype to.

Before usability study

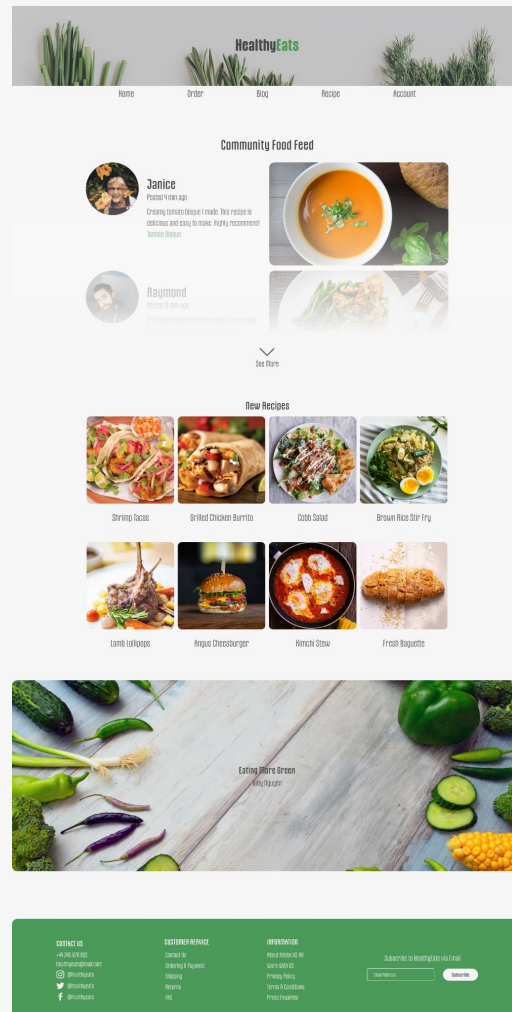
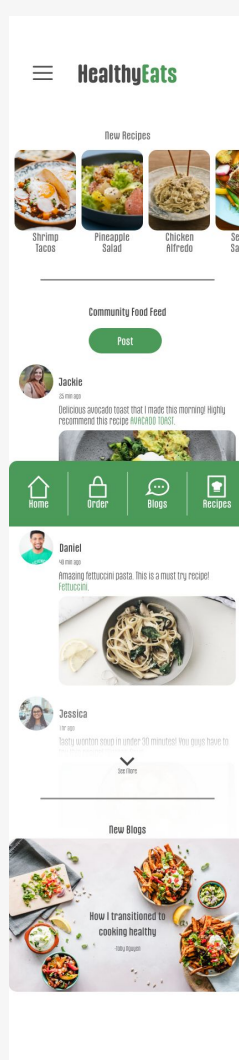


After usability study



Mockups: Screen Size Variations

I included considerations for additional screen sizes in my mockup based on the wireframes from earlier because users often make purchases from different devices.



High-fidelity prototype

The final high-fidelity prototype presented the same user flow. It includes changes made after the usability study.

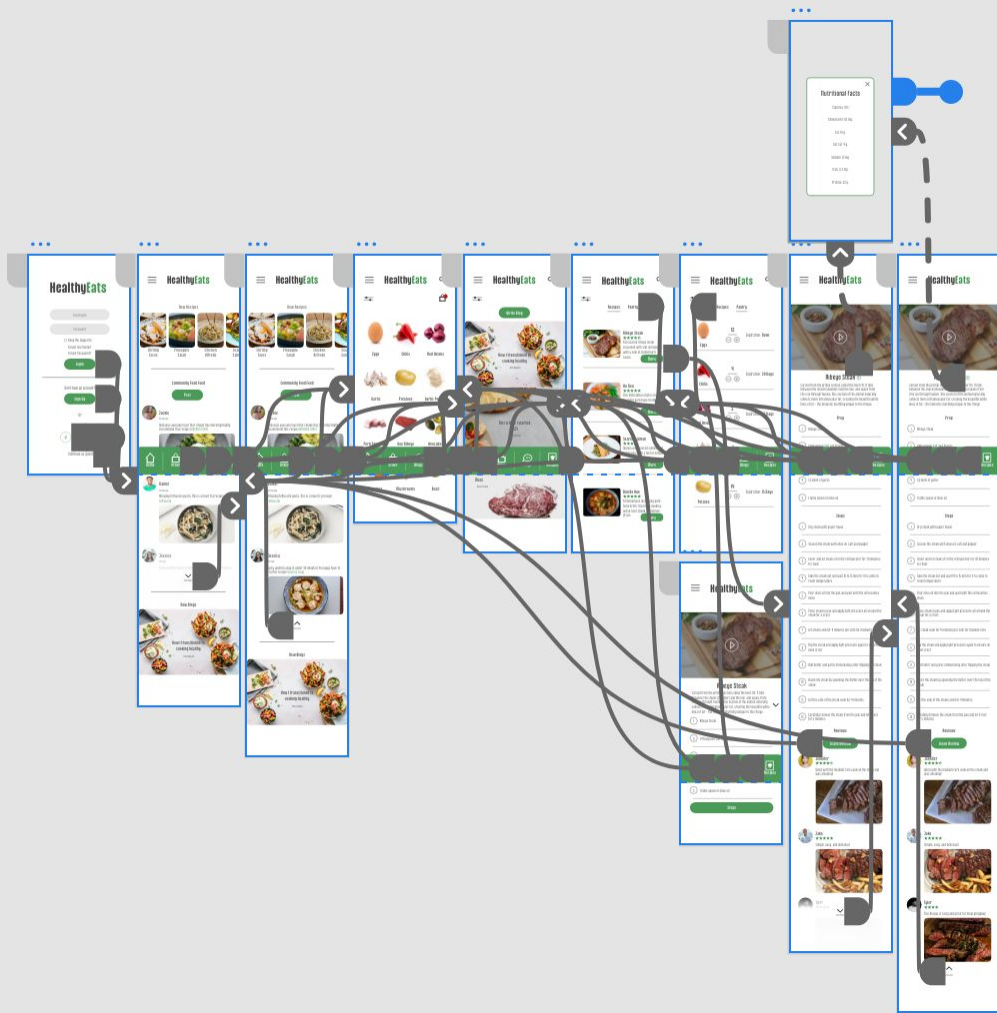
View HealthyEats:

Website:

<https://xd.adobe.com/view/bb1e1835-ba60-4e6a-bcd8-c22911127fa7-ee4d/>

App:

<https://xd.adobe.com/view/1512d9e8-fd34-46be-9e19-284d1066e4ad-4041/>



Accessibility considerations

1

Used Icons to help make navigation easier.

2

Used detailed images to represent the dish that populated on the screen to help users understand what they were clicking.

3

Tested color contrast on WebAIM and compared to WCAG to make sure users are able to see certain texts.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The HealthyEats app truly makes home cooking healthy, easy, and delicious.

"This app was very simple to use. This would be something I would use daily."

What I learned:

While designing this app, I learned that usability testing and user research are crucial for iteration of the app's design. I've also learned to design with accessibility in mind.

Next steps

1

Conduct another round of usability studies, to make sure that all of the identified user pain points have been addressed.

2

Conduct more user research to identify any areas that need improvement.

3

Polish off design and add any additional features.

Let's connect!

Thank you for reviewing my work on the Movie Night app! If you'd see more of get in touch, my contact information is posted below!

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