

Team Members:
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Introduction to User Experience
April 22nd, 2024

Milestone#6

1. Prototype and Tasks Scenarios

- Task Scenarios:

Task 1: Registration and Personalization

As a new user, register on the app and fill in your preferences and dietary information. Afterwards, navigate to the home screen.

Why: This scenario evaluates the registration process, user information collection, and onboarding experience. It ensures users can set up their profiles and access the main app.

Task 2: Exploring Recipes

As a user who wants to find a recipe for a quick breakfast, browse the recipe collections, select a breakfast recipe, and view its details.

Why: This scenario evaluates the discoverability of recipes, browsing functionalities (collections, filters), and the clarity of recipe details.

Task 3: Saving and Managing Recipes

As a user who found a breakfast recipe she likes, save it to her favourites and then view her saved recipes.

Why: This scenario evaluates the ability to save and manage favourite recipes; ensuring users can personalize their recipe collection.

Task 4: Creating a Shopping List

Task: As a user who wants to make a grocery list for the ingredients needed for the saved breakfast recipe, add the ingredients to her shopping list, review and edit the list as needed, and then save it.

Why: This scenario evaluates the functionalities for creating and managing shopping lists based on recipes, allowing users to seamlessly transition from recipe discovery to meal preparation.

- Link to interactive prototype:

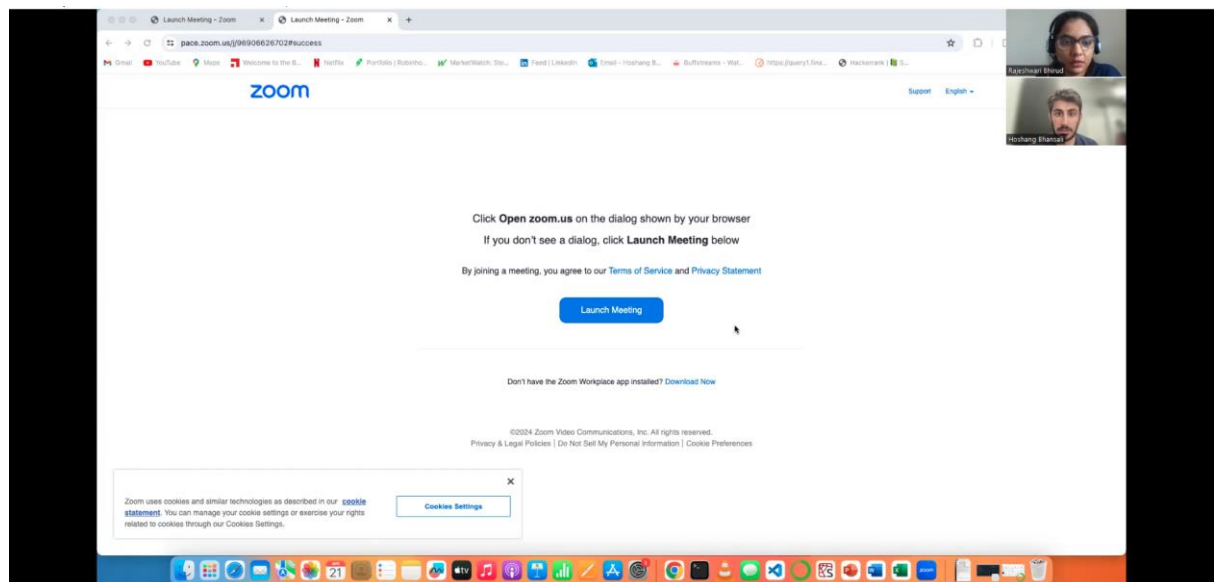
<https://www.figma.com/proto/jTOP8m0EqRJy5ao7nCzMJb/WHOLESOME-BITES?type=design&node-id=4-204&t=iYtcmCjW1YFJSKGS-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A204>

The prototype includes relevant task scenarios: "Registration and Personalization", " Saving and Managing Recipes ", "Exploring Recipes" and "Creating a Shopping List." These scenarios cover important user interactions within the app related to browsing recipes, saving favourites, and creating a shopping list.

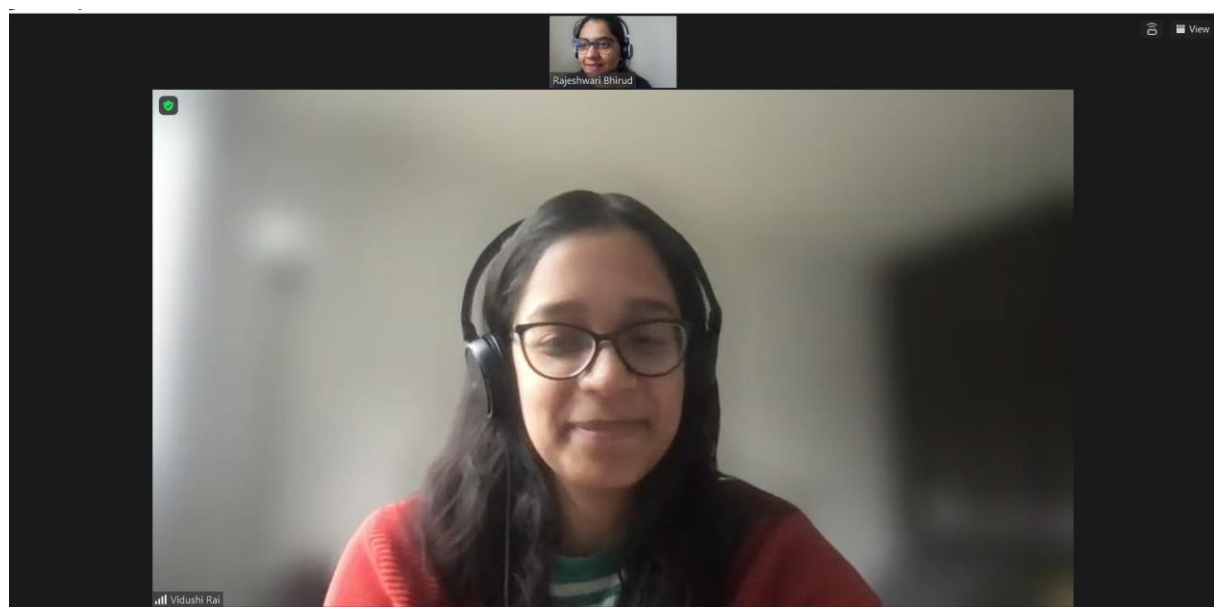
The end-to-end scenarios are fully interactive in the prototype for these scenarios, allowing users to complete tasks from start to finish.

2. Participants

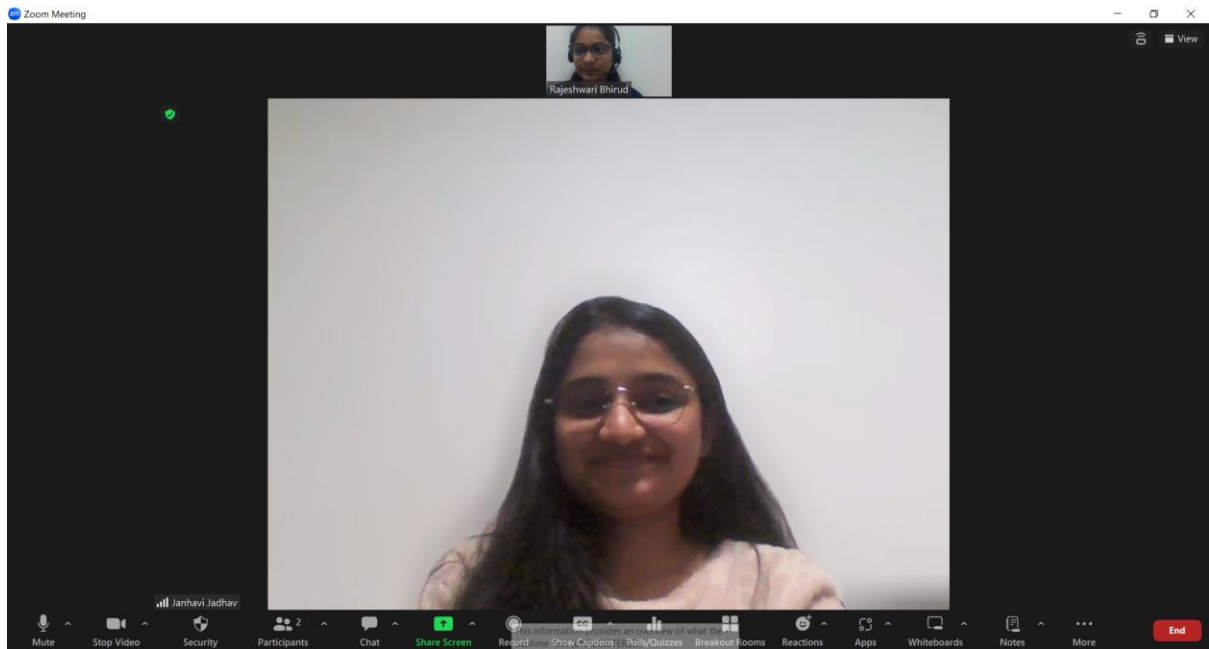
- **Participant 1: Hoshang Bhansali**



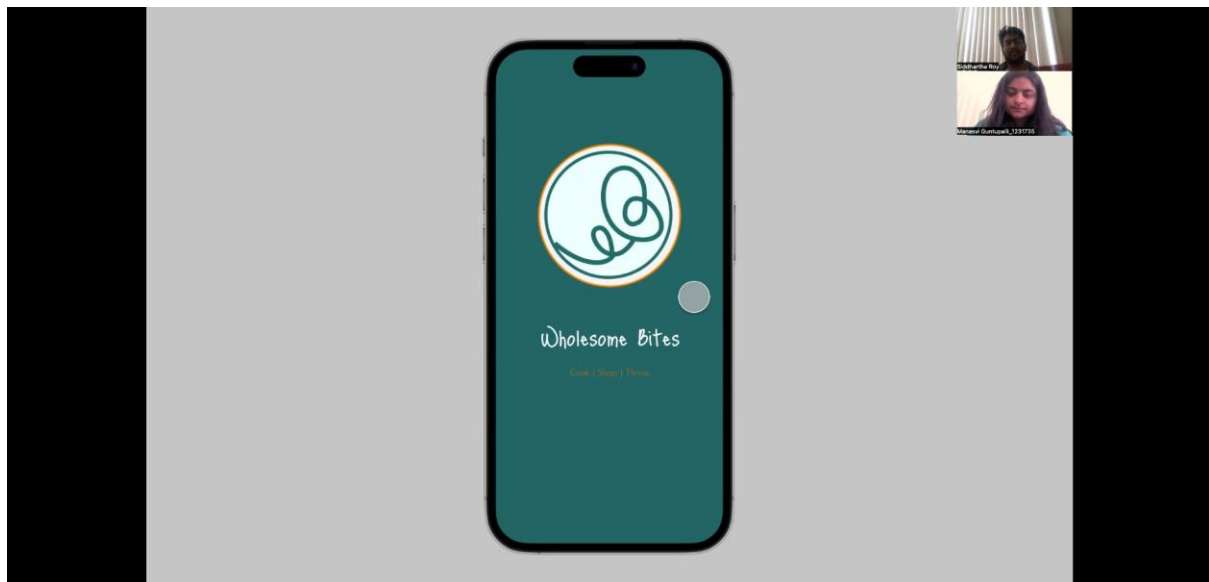
- **Participant 2: Vidushi Rai**



- **Participant 3: Janhavi Jadhav**



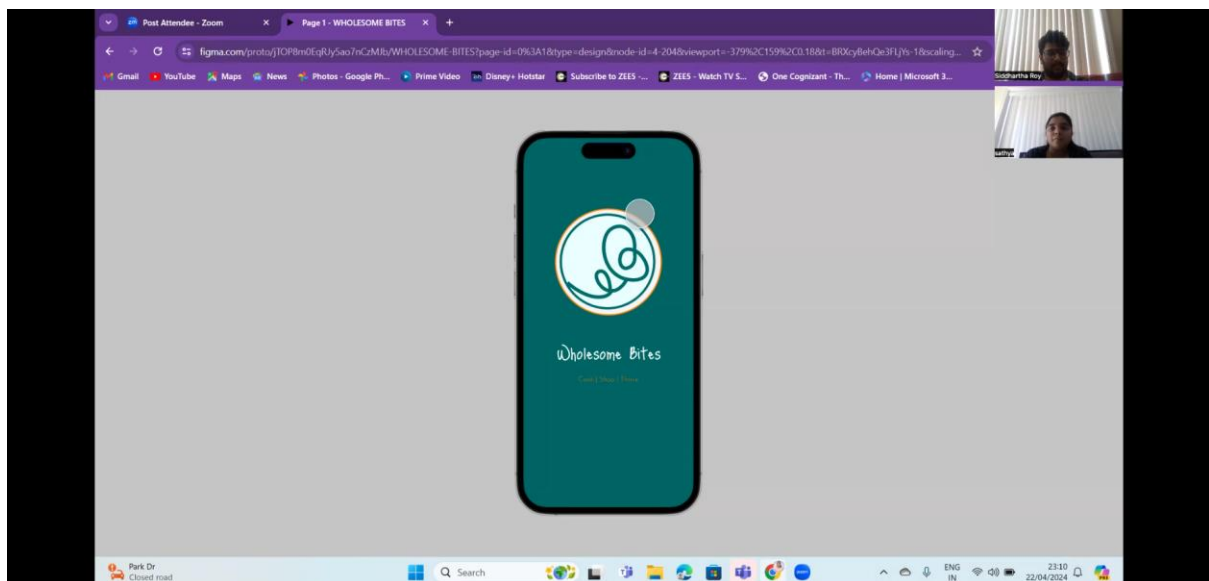
- **Participant 4: Manasvi Guntupalli**



- **Participant 5: Mehdi Riza**



- **Participant 6: Satya Krupa**



3. Usability Interviews and Recordings

During the usability testing phase, a total of 6 interview recordings were conducted by 2 moderators. Each recording included both the participant and the moderator. Throughout the interviews, the moderators followed an introductory script and executed the task scenarios as planned. This ensured consistency in the testing process and allowed for accurate evaluation of user interactions with the prototype.

Introductory Script:

Welcome (name of participant). Can you tell me little about yourself?

Before we get started I would like to give you a brief about this interview. This interview will last for approximately 30 mins, your participation is voluntary. If you want to take a break during the interview or if you have any doubts in between or want to completely stop it feel free to let me know.

All your information and responses are completely private and used for research purposes only.

Part of this interview is to do the usability testing for an application called “WHOLE SOME BITES “. Here we are testing the design of the application and not you, so do whatever you normally do if you use this application and you could completely relax and feel free to give your honest response. Please don’t hesitate to think out loud during the testing process.

Do you have any questions before we proceed?

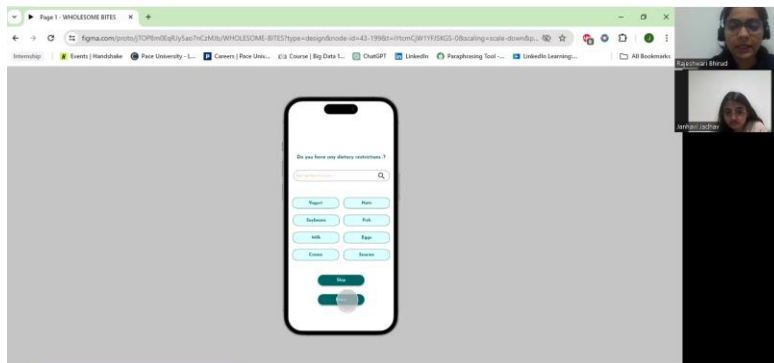
(Note: The introductory script is followed by the task scenarios mentioned in the first section.)

4. Findings

Key Findings:

Finding 1:

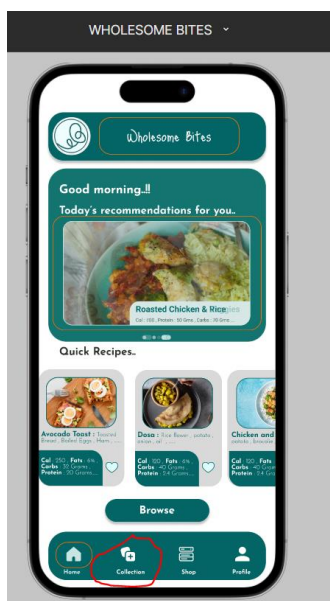
Confusion during Signup: Participants found *dietary preference* selection confusing (Participant 3), this also caused some hesitation (Participant 5) as user was expecting to have a other option on the screen.



Screen for finding 1

Finding 2:

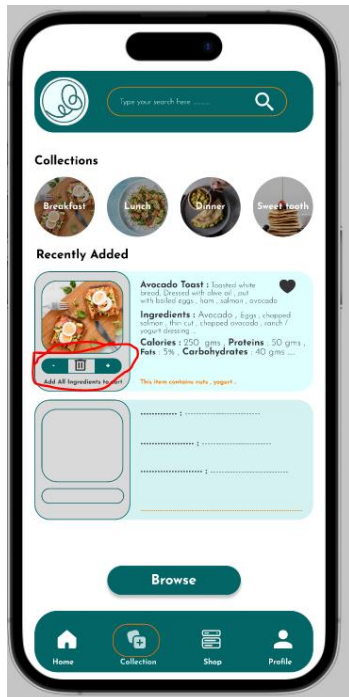
Users encountered difficulty finding the *saved recipe collection* (Participants 2,3,5 & 6).Improve navigation with clearer cues, dedicated buttons, and alternative naming for functionalities like "Collections."



Screen for finding 2

Finding 3:

Unclear Interaction with Shopping List: The "+" and "-" buttons for adding ingredients to the shopping list were confusing (Participants 3 & 4). Implement a single "Add to Cart" button or a quantity input field for each ingredient.



Screen for finding 3

Finding 4:

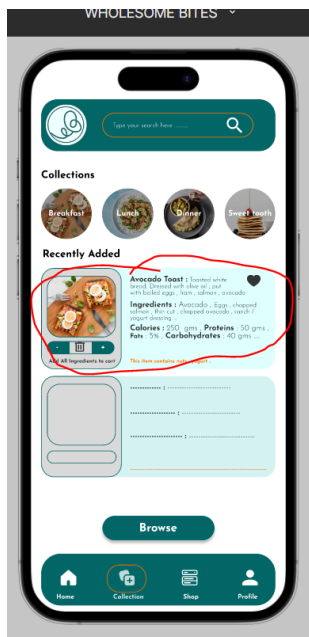
Terminology and Readability Issues: The app's tagline was difficult to read (Participant 2).



Screen for finding 4

Finding 5:

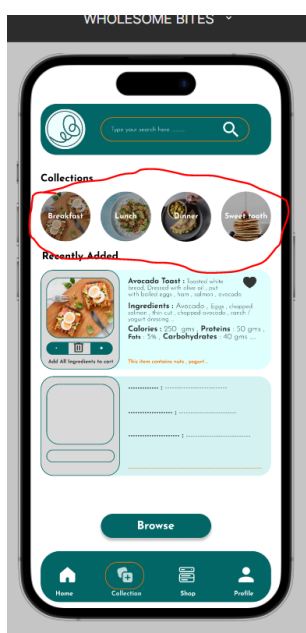
Increase text size for better accessibility and use consistent terminology that aligns with user expectations.



Screen for finding 5

Finding 6:

Missed User Expectations: Users desired a recipe preview before saving (Participant 2) and estimated meal times for saved recipes (Participant 3). Consider implementing these features to improve user experience.



Screen for finding 6

Findings according to participants:

Participant 1:

Finding: 1. User had issue while performing Task 4 i.e. Creating a shopping list where the user was confused where to click.

Sentiment: Positive

Type: Usability – Navigation, Interaction

Notes: User expressed confusion regarding the location of the button or link to initiate the creation of a shopping list.

Participant 2:

Finding: 1. Difficulty reading the app's tagline "Shop | Cook | Thrive" on the opening page.

2. User preferred to read the recipe before saving it, rather than saving it first and then reviewing.

3. User suggested replacing "collection" with "Cookbook" in the UI for better understanding.

4. User recommended adding a delete button to the shopping list feature for removing unnecessary items.

Sentiment: Positive

Type: Usability – Readability, Mental model

Notes: Participant expressed difficulty reading the tagline "Shop | Cook | Thrive" on the app's opening page, suggesting potential readability improvements such as font size or contrast adjustments.

User's preference for previewing recipes before saving indicates a desire for a more intuitive user flow, highlighting the importance of aligning app functionality with user expectations.

The suggestion to rename "collection" to "Cookbook" reflects a user's desire for clearer terminology and navigational cues within the app interface.

Participant's recommendation for a delete button in the shopping list feature underscores the importance of user-friendly editing tools for managing shopping lists effectively.

Positive feedback on aspects like the UI design, quick recipe section, and the concept of generating shopping lists from recipes indicates overall user satisfaction and appreciation for certain app features.

User's curiosity about the frequency of updates on the recommendation page highlights the importance of providing timely and relevant content to keep users engaged.

Participant 3:

Finding:

1. Users confused about selecting dietary preferences during signup.
2. User found recipe via "quick recipe" instead of browsing.
3. User expected saved recipes in profile, liked dedicated collection.
4. User wanted separate ingredient list, single "add to list" button.
5. User desired more recipes categorized by meal type (breakfast, lunch, dinner, dessert).

Sentiment: Usability – Mental Model, Understandable, Navigation, Interaction

Type: Positive & Negative

Notes: Dietary preference selection needs work - confusing for users. Consider streamlining or allowing users to skip for later selection.

Improve browsing and search to make finding recipes easier. "Quick recipe" usage suggests browse needs improvement.

Explore offering both profile and dedicated collection access for saved recipes based on user preference.

Separate ingredient list and implement a single "add to list" button to enhance user experience.

Expand recipe library to include a wider variety of breakfast, lunch, dinner, and dessert options.

Participant 4:

Finding:

1. Users browsed the recipe and saved it from the "quick recipe" section instead of browsing categories.
2. Users was confused about adding ingredients from the recipe directly to the shopping list. User also disliked the "+" and "-" buttons for adding/removing ingredient, instead suggested a button "Add to Cart".

Sentiment: Positive

Type: Usability – Mental Model, Understandable, Interaction, Navigation

Notes & Next Steps: "Quick recipe" section seems to be overshadowing the browse functionality.

The process of adding ingredients to the shopping list needs improvement. The "+" and "-" buttons might be unclear.

Participant 5:

Finding: The text size on some screens might be too small for some users. Explore increasing font size for better accessibility.

Implement a confirmation notification for successful account creation.

Saving recipes should trigger a redirect or pop-up with the full recipe details.

Enhance the Saved Recipes collection by including estimated meal times.

Replace the "+" and "-" buttons with clearer "Add to Cart" and "Delete from Cart" buttons within the shopping list.

Sentiment: Positive

Type: Usability – Readability, Interactions, Navigations

Notes & Next Steps: Terminology during onboarding confused the user (e.g., "Sign Up" vs. "Create Account").

The text size on some screens might be too small for some users. Explore increasing font size for better accessibility.

Implement a confirmation notification for successful account creation.

Saving recipes should trigger a redirect or pop-up with the full recipe details.

Enhance the Saved Recipes collection by including estimated meal times.

Replace the "+" and "-" buttons with clearer "Add to Cart" and "Delete from Cart" buttons within the shopping list.

Improve navigation within the shopping list to allow users to access collections directly when adding ingredients.

Participant 6:

Finding: Users encountered difficulty finding the saved recipe collection. Consider offering alternative navigation options beyond "Collections." Users were confused by the "+" and "-" buttons within the shopping list. They interpreted these as adding/removing ingredients from the shopping cart instead of adding all the ingredients to the cart.

Sentiment: Positive

Type: Usability – Interactions, Navigations, Mental Model

Notes & Next Steps: Users successfully interpreted "Create Account" and understood how to create an account with Google.

Users were initially confused by the terminology "Browse Recipe" (potentially redundant).

Users found the overall task of browsing recipes, saving a recipe, and accessing saved recipes to be easy. However, there were specific points of confusion. Users encountered difficulty finding the saved recipe collection. Consider offering alternative navigation options beyond "Collections." Users were confused by the "+" and "-" buttons within the shopping list. They interpreted these as adding/removing ingredients from the shopping cart instead of adding all the ingredients to the cart.

5. Recommendations

Participant 1 Recommendations:

For creating a shopping list as a first time user it would be good if any note was provided.

Participant 2 Recommendations:

Based on Participant 2's feedback, several recommendations can be made to enhance the app's usability and user experience. Firstly, improving the readability of the tagline "Shop | Cook | Thrive" on the opening page could be achieved through adjustments in font size or contrast, ensuring better accessibility for all users. Secondly, considering the user's preference for previewing recipes before saving, the app's workflow could be refined to allow users to review recipes prior to saving them, aligning with their expected mental model of interaction. Additionally, renaming the "collection" feature to "Cookbook" might offer clearer navigational cues and terminology, enhancing user understanding and engagement. Introducing a delete button in the shopping list feature would empower users to efficiently manage their lists, enabling them to remove unnecessary items and streamline their shopping experience. Lastly, addressing the user's query about the frequency of updates on the recommendation page could involve providing regular updates to keep content fresh and engaging for users, thereby fostering continued user interest and satisfaction with the app.

Participant 3 Recommendations:

Dietary preference selection needs work which was confusing for users. Consider streamlining or allowing users to skip for later selection. Separate shopping list page where user can see ingredients recipe wise and implement a single "add to list" button to enhance user experience. Expand recipe library to include a wider variety of breakfast, lunch, dinner, and dessert options.

Participant 4 Recommendations:

Enhance the search and browsing functionalities to make it easier for users to find desired recipes through browsing categories. Consider making browse categories more prominent or visually appealing compared to "quick recipe. Implement a single, prominent button to

directly add ingredients to the shopping list, improving user experience. This would be clearer and less prone to confusion.

Participant 5 Recommendations:

Increase the text size on some screens to improve accessibility.

Implement a sound or pop-up notification to confirm successful account creation.

Upon saving a recipe, redirect the user to the full recipe details.

Enhance the Saved Recipes collection with estimated meal times for each recipe.

Replace the "+" and "-" buttons in the shopping list with clearer "Add to Cart" and "Delete from Cart" buttons.

Improve navigation within the shopping list to allow easy access to collections when adding ingredients. Consider a dedicated "Add from Collection" button or similar functionality

Participant 6 Recommendations:

Improve navigation within the shopping list to allow easy access to collections when adding ingredients.