Team Members:
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Introduction to User Experience
February 12th, 2024

Project Milestone#2

1. List of research questions.

- Can you describe your typical daily or weekly routine, including your work or study schedule and any other commitments you have?
- How do you manage your diet amidst a busy lifestyle?
- How do you currently organize your meal planning? Do you utilize any specific tools or methods?
- What factors sway your food choices when grocery shopping or dining out?
- Have you previously utilized mobile apps or digital tools to support your health and wellness goals? If so, how was your experience?
- Which features or functionalities do you find most valuable in a health and wellness app?
- What are your thoughts on having access to insights charts displaying nutrient and calorie counts for recipes within the app?
- What factors would encourage consistent use of a mobile app for healthy eating?

2. List of recruitment criteria, recruiting method(s) and the recruitment screener you will use to find participants.

Recruitment Criteria:
1. Demographics
Age: Adults aged 18-50
Education/Background: University Students or working professionals
Geographical Location: Primarily targeted towards individual in urban areas.

2. Behavioural
Interest in health and wellness: Individuals actively seeking ways to improve their dietary habits and overall well-being.
Tech-savvy: Comfortable using mobile applications for various purposes.
Busy lifestyle: Health conscious Individuals who find it challenging to plan and prepare nutritious meals due to their busy schedules.
Dietary Restrictions: Individuals who may have dietary restrictions or allergies.

3. Attitudinal
Motivation to change: Individuals who express a desire to adopt healthier eating habits.

Openness to digital solutions: Willingness to try new technologies to support their health goals.
Social engagement: Willingness to engage with social features within the app.

Recruiting Methods:
Online:
Social Media: Targeting Pace/ Other University student groups interested in health and wellness.
Networking: Reaching out to individuals in the target demographic through personal or professional network.

Recruiting Screeners:
https://docs.google.com/forms/d/e/1FAIpQLSdILG_9VGNQeGwyqSQ-PRWTvaL_kGaVV1bGcLBOaApjU5raIw/viewform

Introduction: This project proposes the development of a user-centric mobile app to facilitate healthier eating habits. It aims to simplify meal planning, preparation, and tracking by providing nutritional information, recipes, grocery list and meal plans. The app targets adults seeking to improve their health through better dietary choices, with a focus on customization, gamification, and social support.

1. What is your age?
   18-25
   26-35
   36-50
   50+

2. What is your gender?
   Male
   Female
   Other

3. What is your current occupation?
   Student
   Working professional
   Other (please specify)

4. How often do you cook meals at home? (per week)
   0
   1
   2
   3
   4
   5

5. What kind of meals you usually cook at home? (Please specify)

6. Rate your interest in health and wellness?
    Very Interested
    Interested
    Somewhat interested
    Not interested

7. How comfortable are you using mobile application for meal prep?
    Very comfortable
    Comfortable
    Somewhat Comfortable
    Not comfortable

8. Do you have any dietary restrictions or allergies?
    Gluten-Free
    Lactose Intolerance
    Vegetarian
    Vegan
    Diabetic Diet
    Food Allergies
    Other (please specify)

9. Would you be interested in an application that provides guidance for meal preparation and generates a personalized grocery list based on your fitness objectives?
    Yes
    No
    Maybe

10. Would you be interested in participating for a research study about our new app for healthy eating and grocery
    Yes
    No
    Maybe

3. **List of the research methods you will use.**
   The Methods that we will use:
   - User Interviews: This is a qualitative research to collect various experiences, insights and opinions. Mainly interviews are conducted to understand needs, preferences and pain points of the user. Interviews will be performed to the target audiences, stakeholders etc. Here we will cover demographics and background of the user, his behaviour, habits, needs, goals, challenges, to collect

feedback and suggestions. Here interview will be recorded in audio or video depending on the interviewee comfort.

- Cooperative Design
- Prioritization

4. Protocol/prompts: An introductory script, a list of discussion questions, description of participant activities.

Introductory Script:
Good [morning/afternoon/evening], my name is Rajeshwari Bhirud and I am here with my groupmate Siddhartha Roy, and we both are graduate student at Pace University. Thank you for taking the time to participate in our research project focused on developing a mobile app for healthy eating. Your insights are incredibly valuable to us as we strive to create an application that meets the needs and preferences of users like yourself. This interview will provide us with valuable information to understand your experiences, challenges, and expectations regarding maintaining a healthy diet in today's fast-paced world. Your honest input is highly appreciated, and there are no right or wrong answers. The interview will last approximately 30 to 45 mins, and your responses will remain confidential and used only for research purposes.

Before we begin, do you have any questions or concerns?

List of Discussion questions:

Understanding user needs and challenges:

- What are the biggest difficulties you face when trying to eat healthy?
- What kind of information or resources would be most helpful for you in making healthy food choices?
- What motivates you to eat healthy, and what discourages you?
- What features are most important to you in a healthy eating app?
- How much time and effort are you willing to invest in a healthy eating app?

Evaluating our app's concept:
- What do you think about the overall concept of our app?
- Which features of the app seem most appealing to you?
- How is this app compared to other healthy eating apps you've used?
- What concerns or reservations do you have about the app?
- What additional features or functionality would make the app more valuable to you?

Participatory Activities:

- Cooperative Design: We will organize cooperative design sessions where participants will actively engage in brainstorming, ideation, and concept development for the mobile app. Participants will be encouraged to share their ideas, sketches, and suggestions for app features, user interface design, and overall user experience. By involving users in the design process, we aim to gather diverse perspectives, foster collaboration, and ensure that the app reflects the needs and preferences of its intended users.

- Prioritization: Following the cooperative design sessions, we will collaborate with participants to prioritize the identified features and functionalities based on their importance and potential impact on user experience. Using techniques such as MoSCoW prioritization or user voting, participants will have the opportunity to rank features as "Must-have," "Should-have," "Could-have," or "Won't-have." This prioritization process will help us allocate resources effectively, focus on implementing the most critical features first, and ensure that the final product meets users' expectations and requirements.