

MILESTONE #7:

FINAL PRESENTATION

IS 638 : INTRODUCTION TO USER EXPERIENCE

Date : 04/29/2024

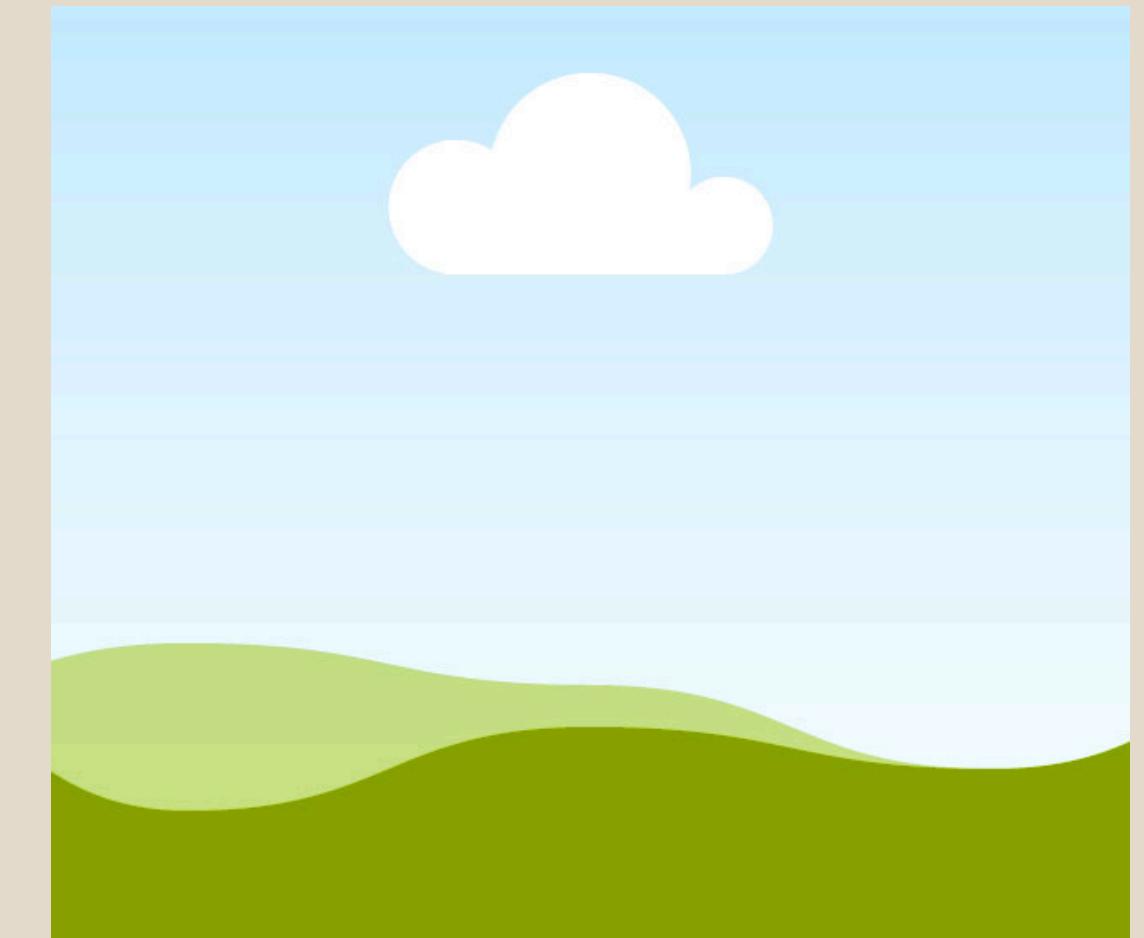
Team Members



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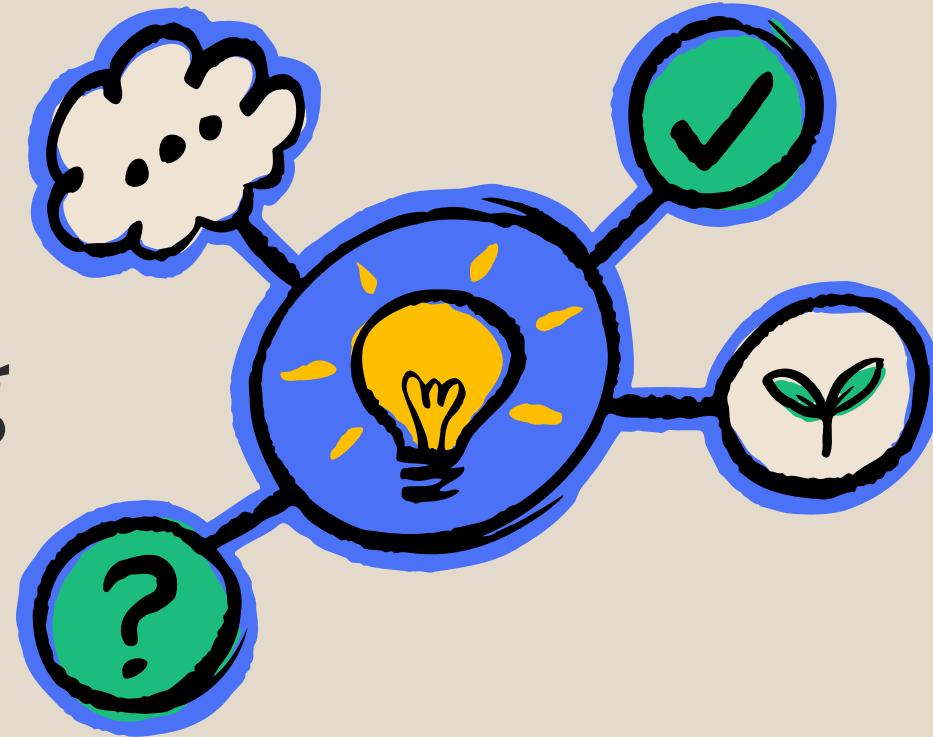
Agenda

- App Idea
- Discovery Research
- App Prototype
- Usability Testing
- Recommendations and Next Steps



App Idea

The proposed mobile app simplifies meal prepping and helps users to make better food choices. It



will provide a seamless and intuitive interface for planning, preparing, and tracking nutritious meals.

Key features of the app include:

- Nutritional Information
- Recipes and Meal Plans
- Grocery List Generator

Value of App

The value of this app lies in its ability to empower users with the knowledge and simplify meal planning. By providing nutritional information, personalized meal plans, and a convenient grocery list feature, the app encourages healthier eating habits.

Target Audience

The app targets adults interested in improving their health and eating habits. This includes individuals aiming to lose or gain weight and simply looking to eat healthier. Busy university students and working professionals who need efficient meal planning will also benefit.

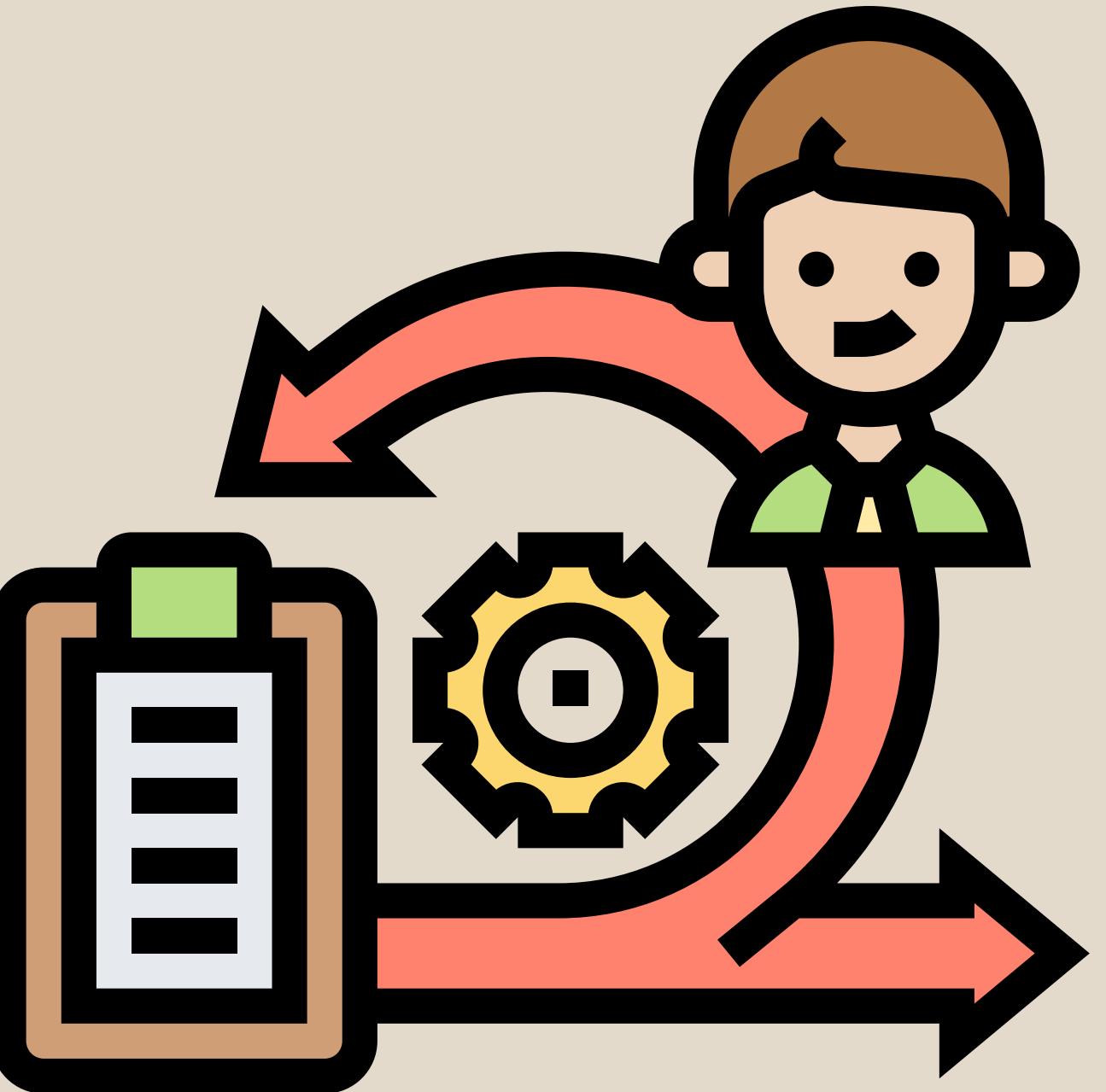
Discovery Research

- Methodology
- User Interview
- Prioritization
- Key Insights from the research
- Primary Persona
- Task Scenario
- User Stories



Methodology

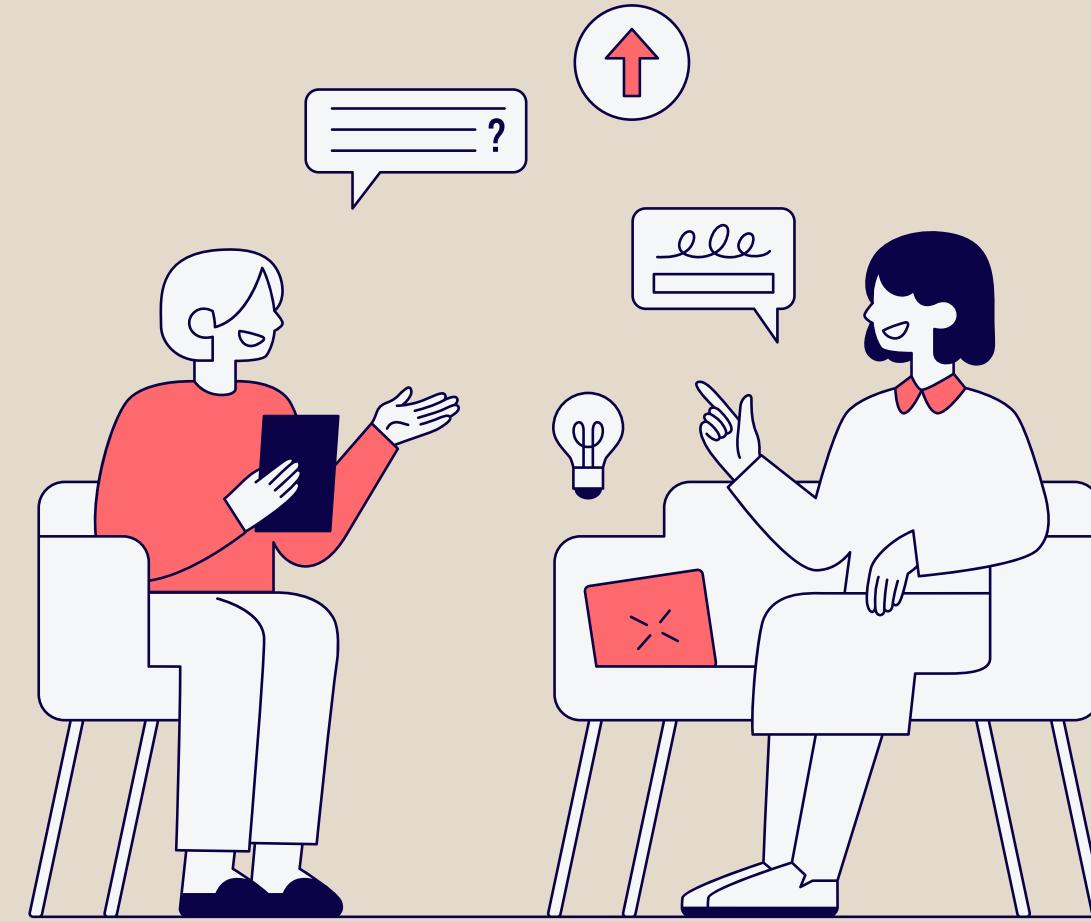
The purpose of the research methodology is to help researchers to be able to answer questions like why, who, how, when and what research is conducted. For this project, we are utilizing the following research methods i.e. **User Interviews** and **Prioritization**.



User Interviews

From the responses we collected through the screener, 6 participants were selected to participate in the User interview:

In this methodology, the users were welcomed with an introductory script that followed a series of questions.



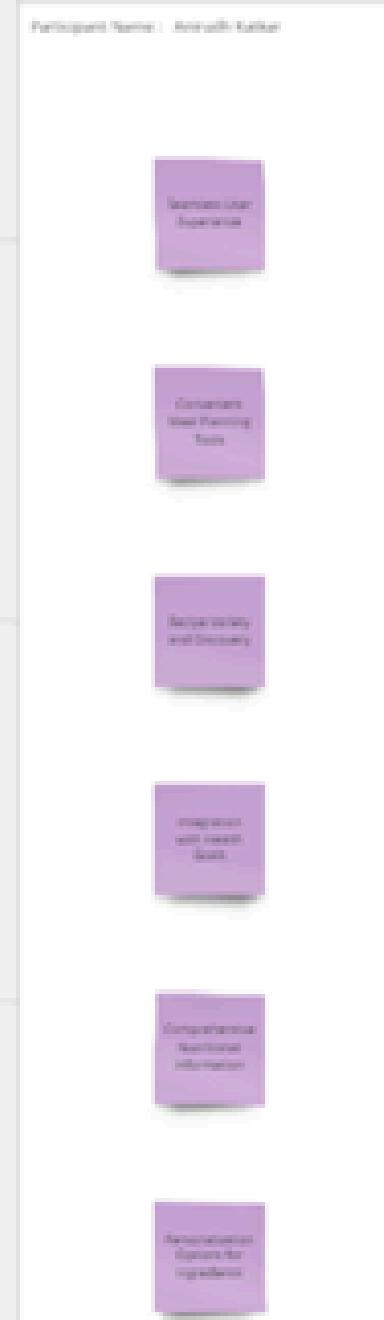
Prioritization

From the response we collected through screener 8 participants were selected to participate in this exercise.

Instructions:

1. Select Your Sticky Note Color.
2. Write Your Name in-front of participant name.
3. Rearrange your selected colors Sticky Note according to your preference by dragging and drop.

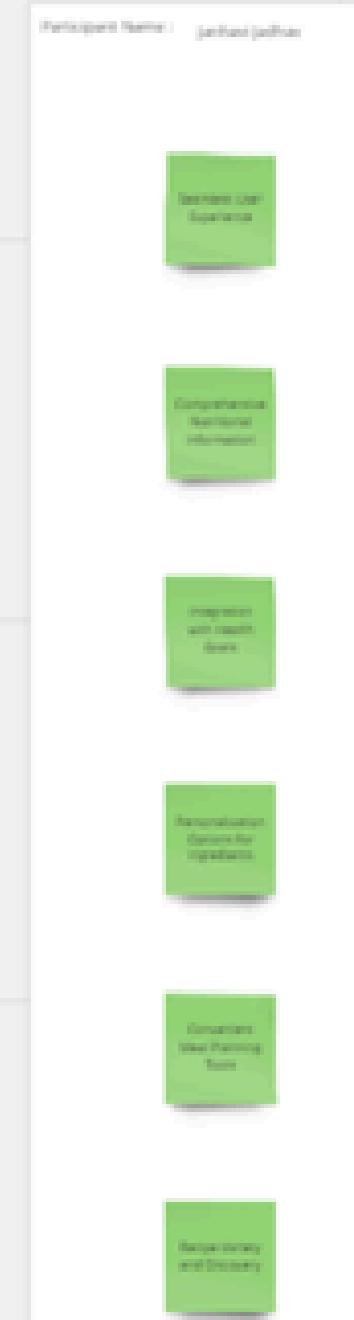
Participant 1



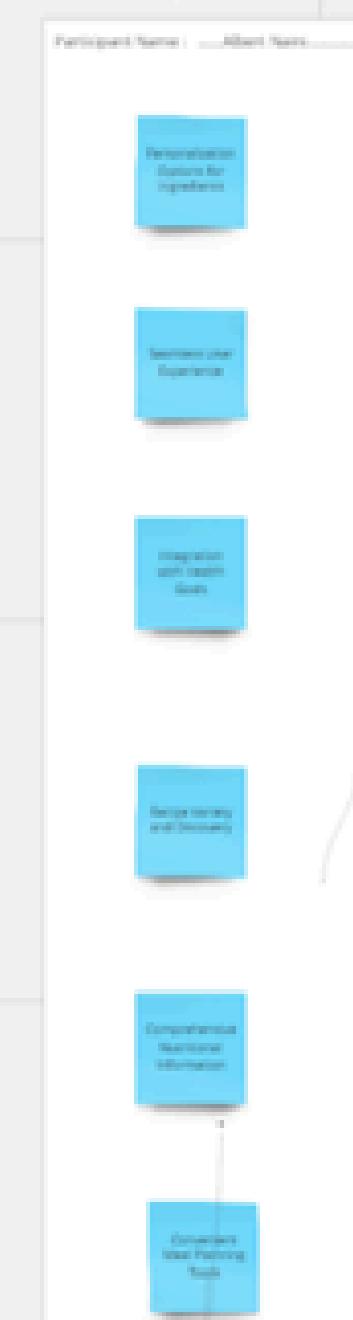
Participant 2



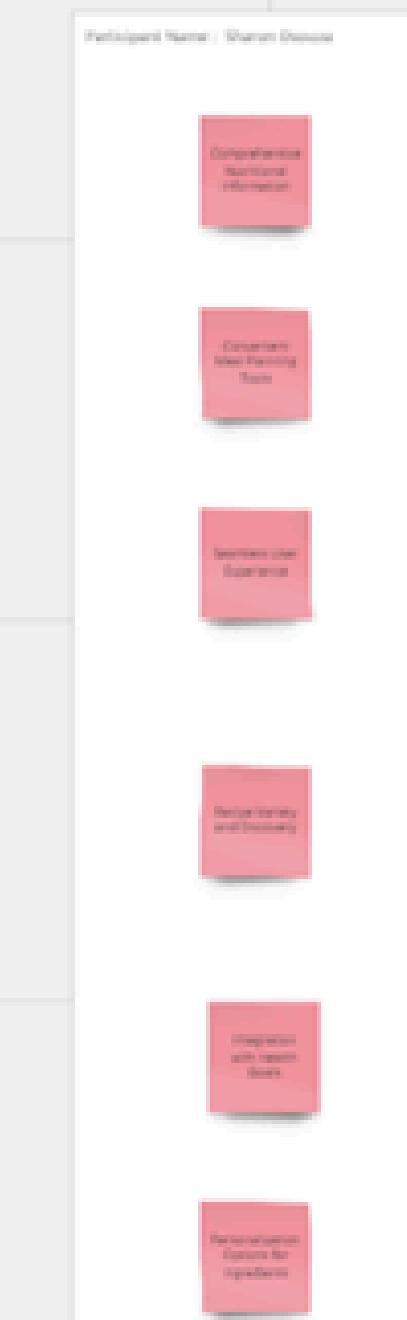
Participant 3



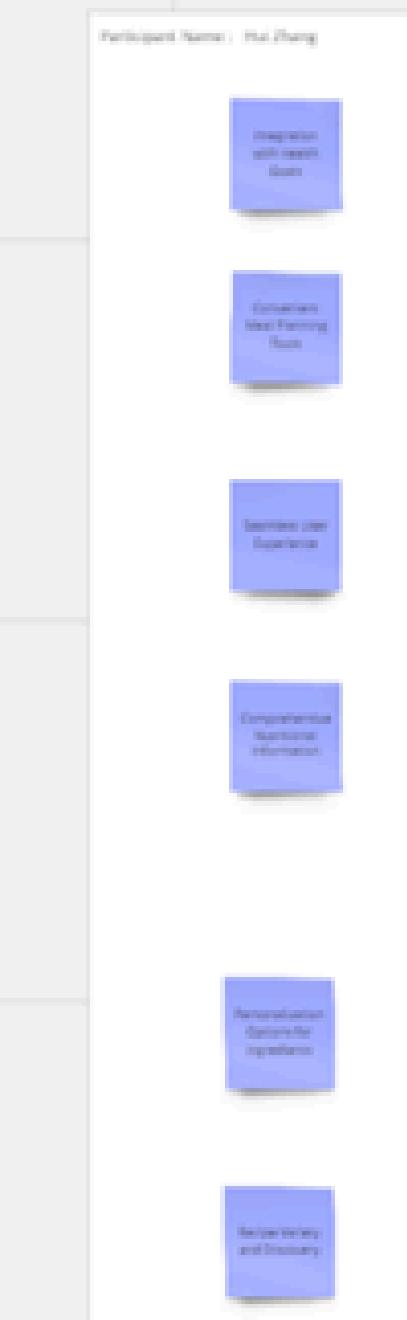
Participant 4



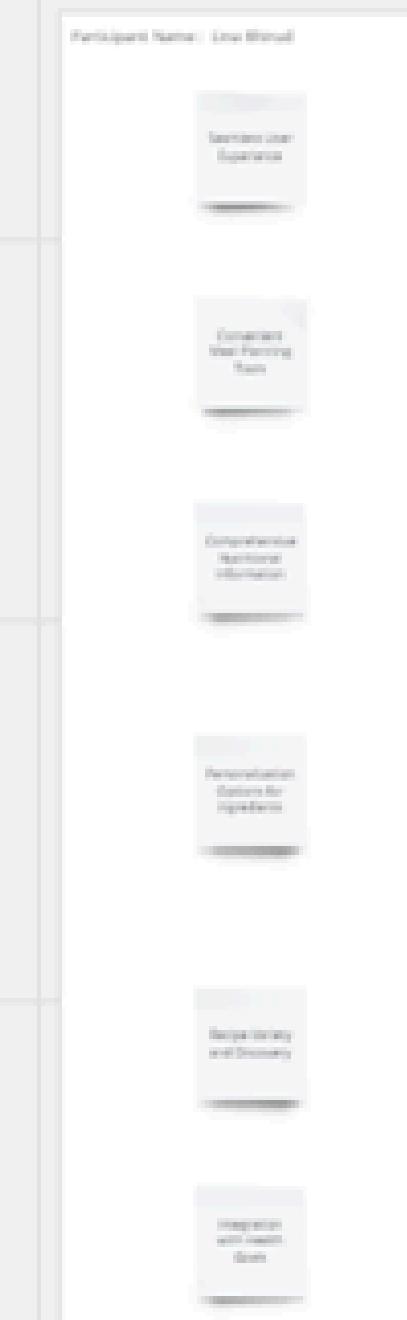
Participant 5



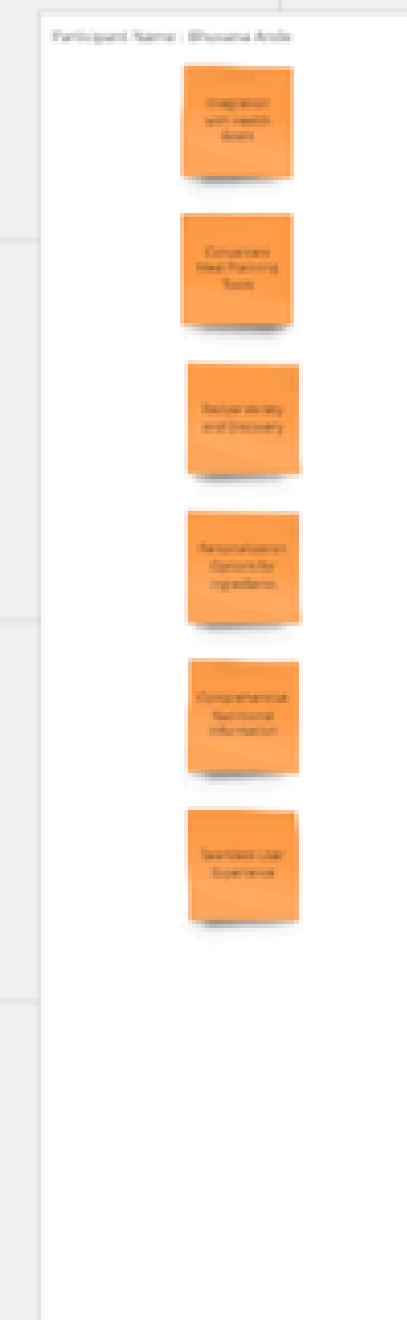
Participant 6



Participant 7



Participant 8



Key Insights from the research



- 1. All-in-One Solution:** Combine meal prep, calorie tracking, and grocery shopping for user convenience.
- 2. Affordability Matters:** Ensure accessible pricing for all users.
- 3. Personalization:** Tailor recommendations to individual health goals.
- 4. Meal Suggestions & Alternatives:** Provide diverse recipes and ingredient substitutions based on user feedback.
- 5. User Experience Priority:** Emphasize intuitive and seamless app navigation.

Primary Persona

Meet our primary persona, Sarah Sharma, a 25-year-old university student juggling coursework, extracurricular activities, and part-time work, leaving little time for prioritizing healthy eating habits. Sarah goes through frustration/pain points like:

- Irregular eating patterns
- Fed-up with fast food and pre-cooked food
- Concerned about the impact of poor nutrition on cognitive function and productivity.

Sarah Sharma | Age : 25 | Location : New York

Student



Motivations

1. Wants to access quick and nutritious meal ideas tailored to her dietary preferences
2. Wants to explore recipes optimized for time efficiency and nutritional value
3. Options for batch cooking and meal prep that align with her busy schedule
4. Sarah wants to generate a personalized grocery list based on selected recipes and portion sizes, with options for budget-friendly ingredients and easy-to-find items

Background

1. Graduate student (Ms Computer Science)
2. Sarah spends long hours attending lectures, conducting research, and coding for projects.
3. Struggling to manage health goals due to personal commitments and budget concerns.

Goals

1. Open to utilizing technology and tools to improve her nutrition and overall well-being.
2. Interested in optimizing her time efficiency, including meal preparation and grocery shopping, to accommodate her rigorous academic schedule.
3. Nutritious meal prep plans to reduce irregular eating habits

1. Irregular eating patterns
2. Fed-up with Fast food and Pre - Packed food
3. Concerned about the impact of poor nutrition on cognitive function and productivity.

Expectations

1. Sarah seeks a solution that integrates seamlessly into the workflow of a busy graduate student. Helps her to solve her issue with cooking.

Task Scenarios

Based on the primary persona we created 2 task scenarios.

Scenario 1:

Sarah, a dedicated graduate student in Computer Science, seeks nutritious meal idea amidst her busy schedule. She discovers a meal planning app tailored to her needs, offering quick and healthy recipes. With options for batch cooking, she effortlessly aligns her meals with her academic schedule, ensuring she stays energized throughout the day. Excited by the prospect of improved nutrition, Sarah explores the app further, generating personalized grocery lists based on her selected recipes and portion sizes. Delighted by the options for easy-to-find ingredients, Sarah streamlines her shopping trips, minimizing food waste and maximizing savings.

Scenario 2:

Sarah, a graduate student faces challenges in maintaining a nutritious diet. She discovers a meal planning platform designed for students like her, offering nutrition intake insights. As she tracks her eating habits and energy levels using intuitive graphs and charts, Sarah identifies areas for improvement in her health and productivity. With the support of the platform, she embraces healthier food choices, fueling her brain for success in her academic pursuits.

User Stories



- As a user, Sarah wants to access quick and nutritious meal ideas tailored to her dietary preferences and academic schedule, so she can fuel her brain with healthy food choices while juggling coursework and research projects.
- As a user, Sarah wants to explore recipes optimized for time efficiency and nutritional value, with options for batch cooking and meal prep that align with her busy schedule as a graduate student in Computer Science.

User Stories



- As a user, Sarah wants to generate a personalized grocery list based on selected recipes and portion sizes, with options for budget-friendly ingredients and easy-to-find items, so she can streamline her shopping trips and minimize food waste as a graduate student on a tight budget.
- As a user, Sarah wants to track her eating habits and energy levels throughout the week, along with study hours and project deadlines, using intuitive graphs and charts to visualize trends and identify areas for improvement in her overall health and academic performance.

App Prototype

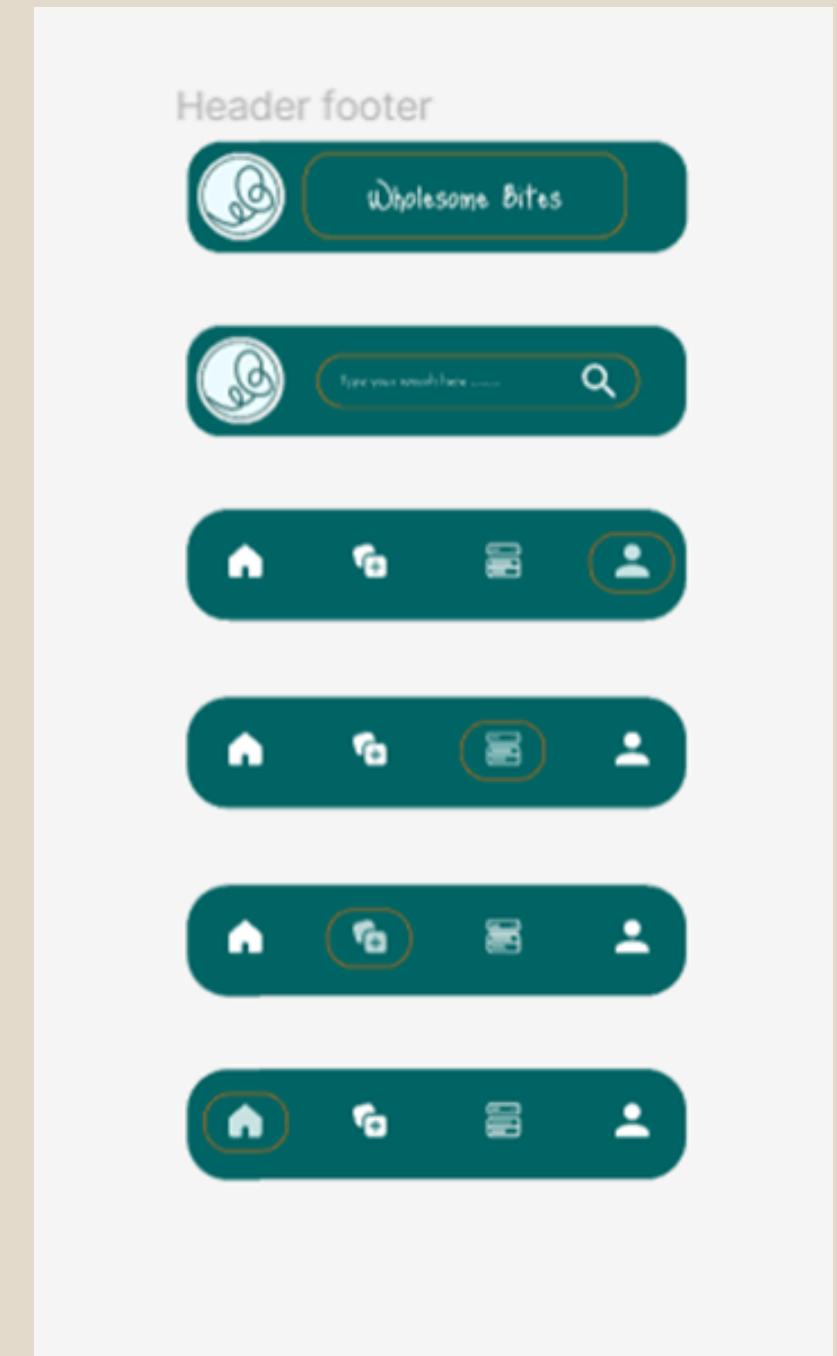
- Visual Library
- Prototype screens



Visual Library



LOGO

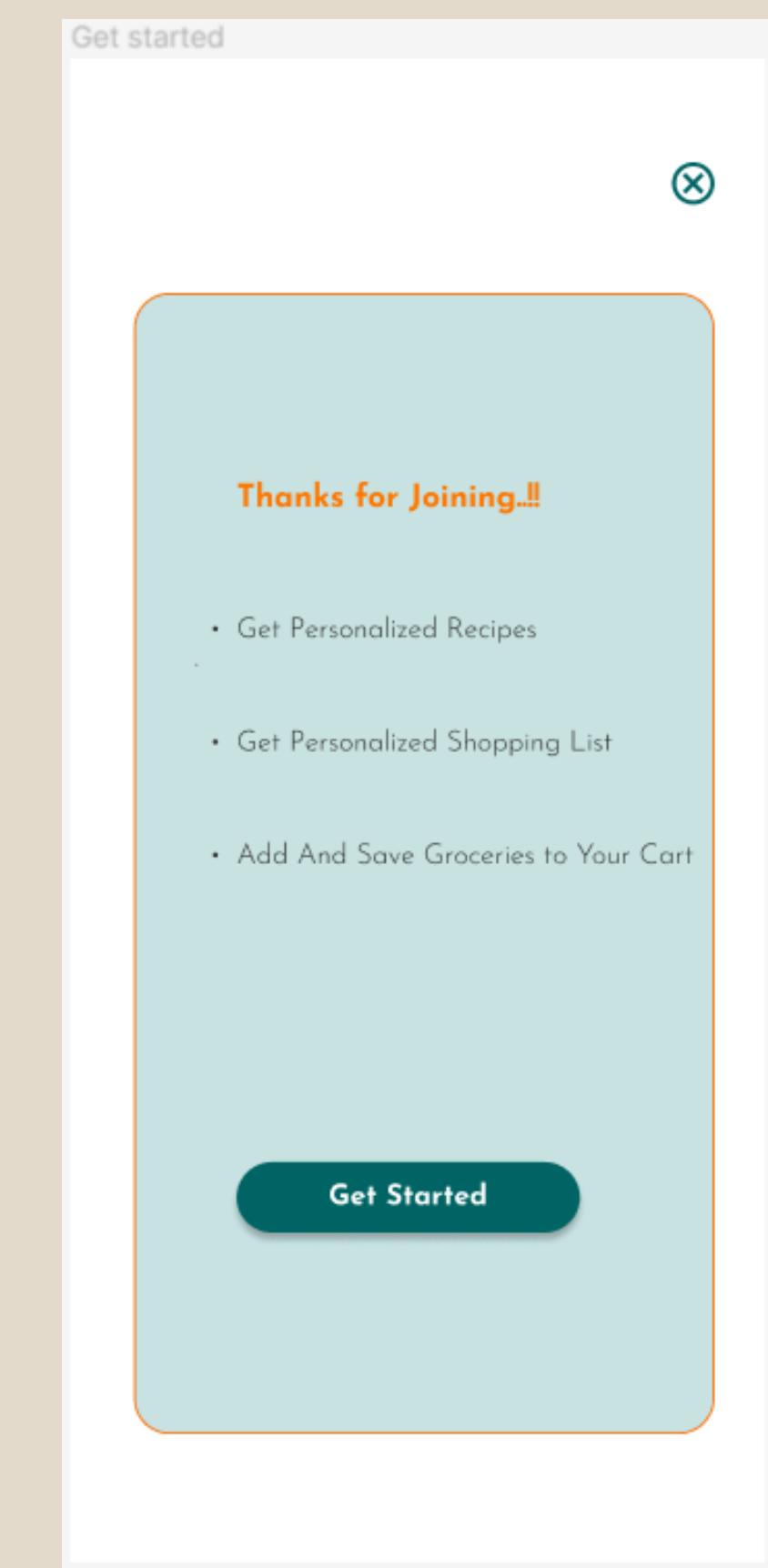
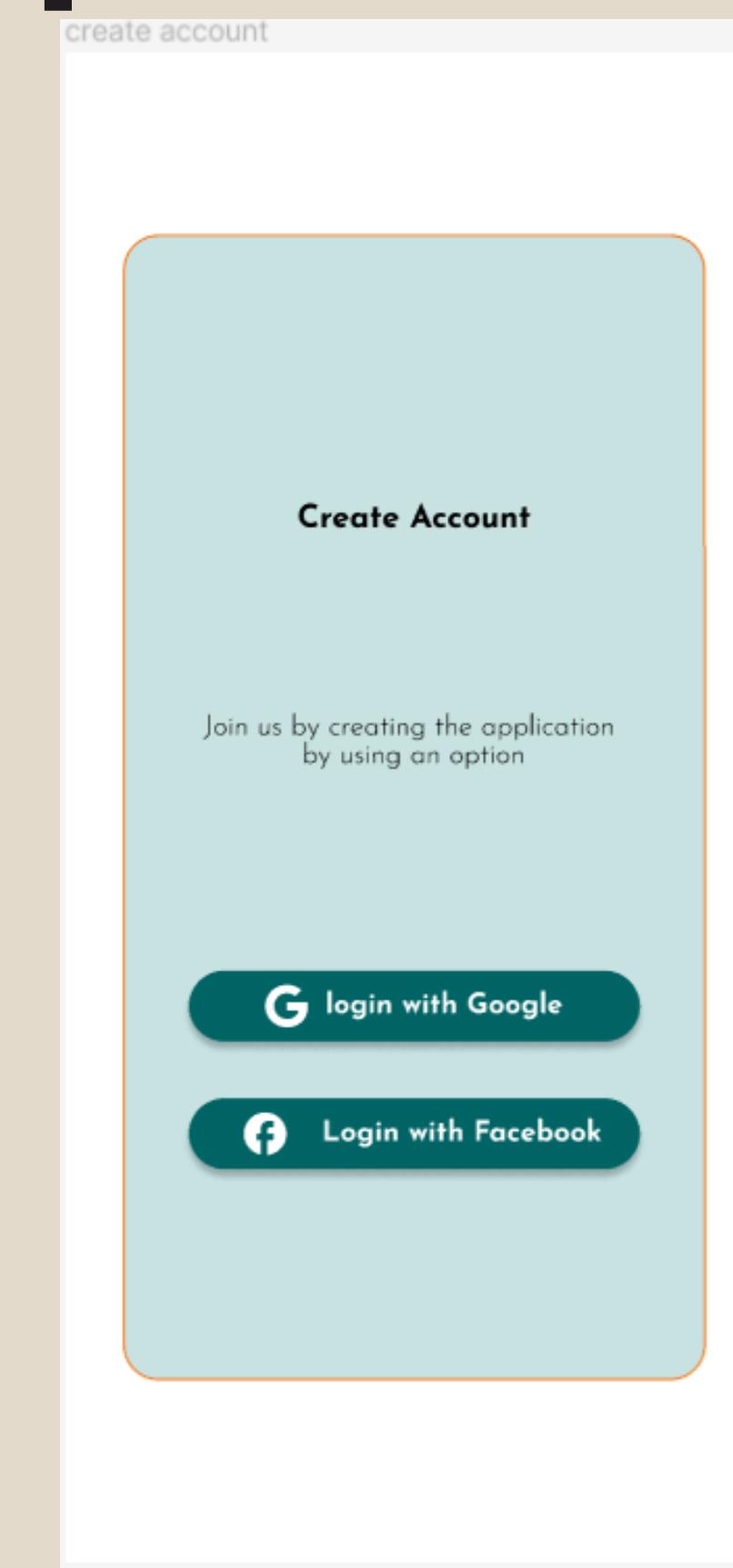
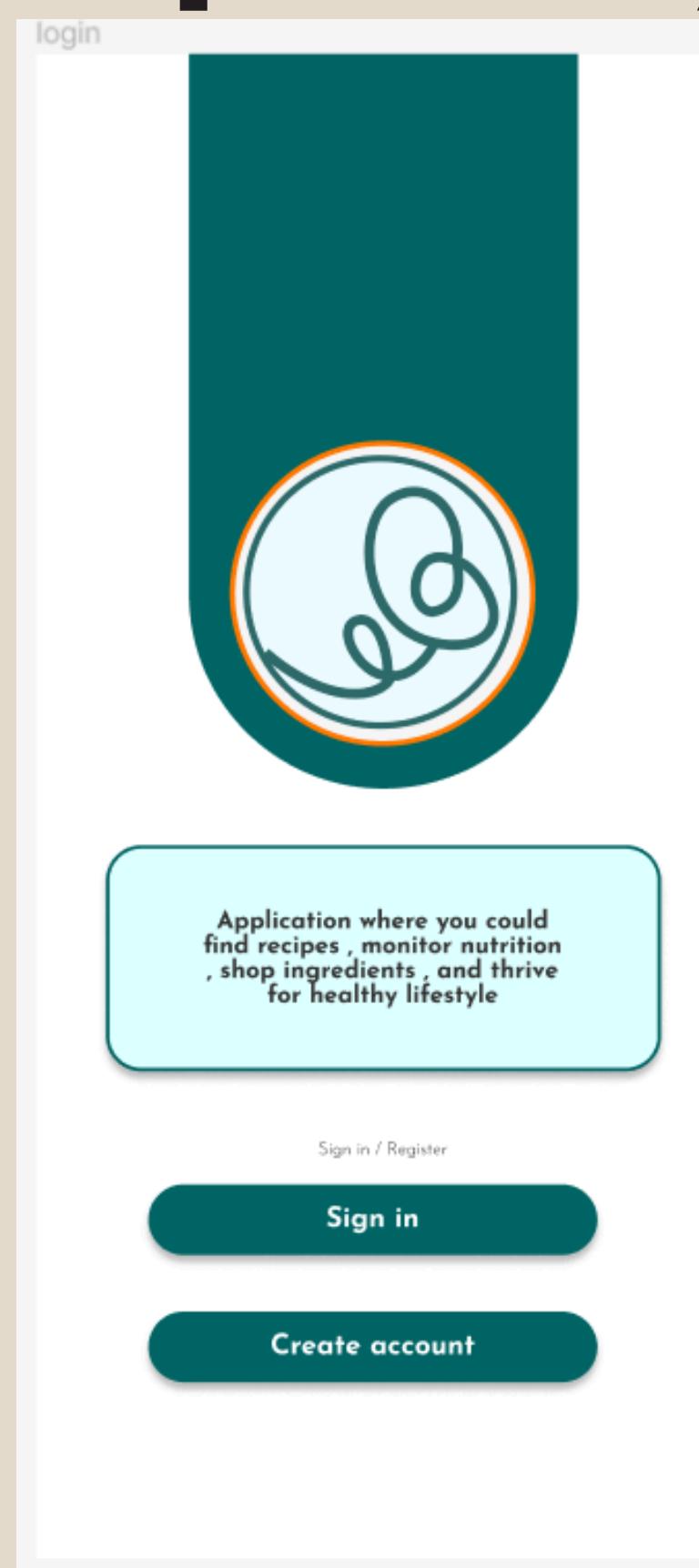
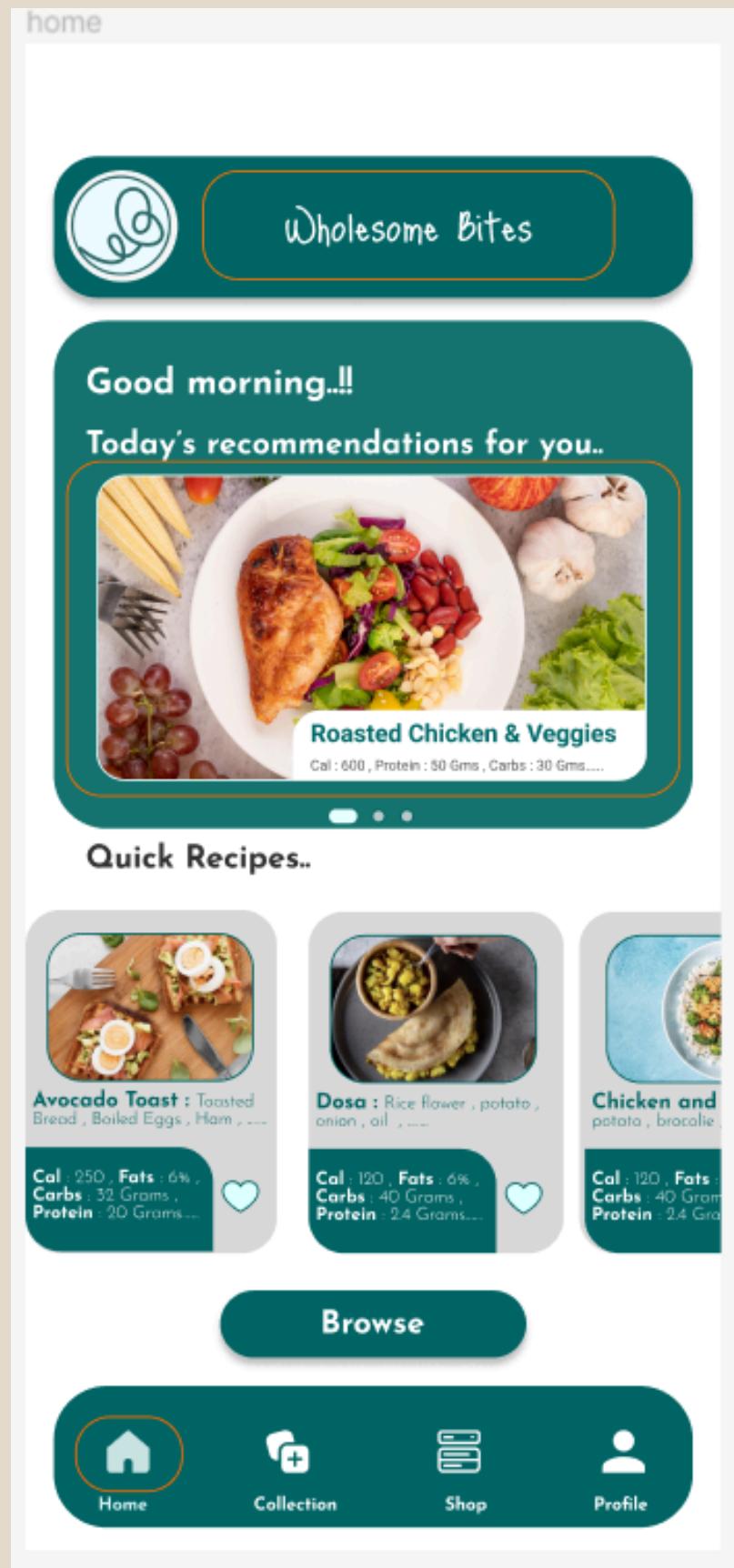


Primary Colours

APP Header Bold 20px	APP Semi Header Bold 18px	APP Body Bold 16px	APP Body Regular 16px
APP Header Bold 18px	APP Semi Header Bold 16px	APP Body Bold 14px	APP Body Regular 14px
APP Header Bold 16px	APP Semi Header Bold 14px	APP Body Bold 12px	APP Body Regular 12px
APP Header Bold 14px	APP Semi Header Bold 12px	APP Body Bold 10px	APP Body Regular 10px
APP Header Bold 12px	APP Semi Header Bold 10px	APP Body Bold 8px	APP Body Regular 8px

Fonts Used

Some of the prototype screens



Home Page

Login Screen

Create account

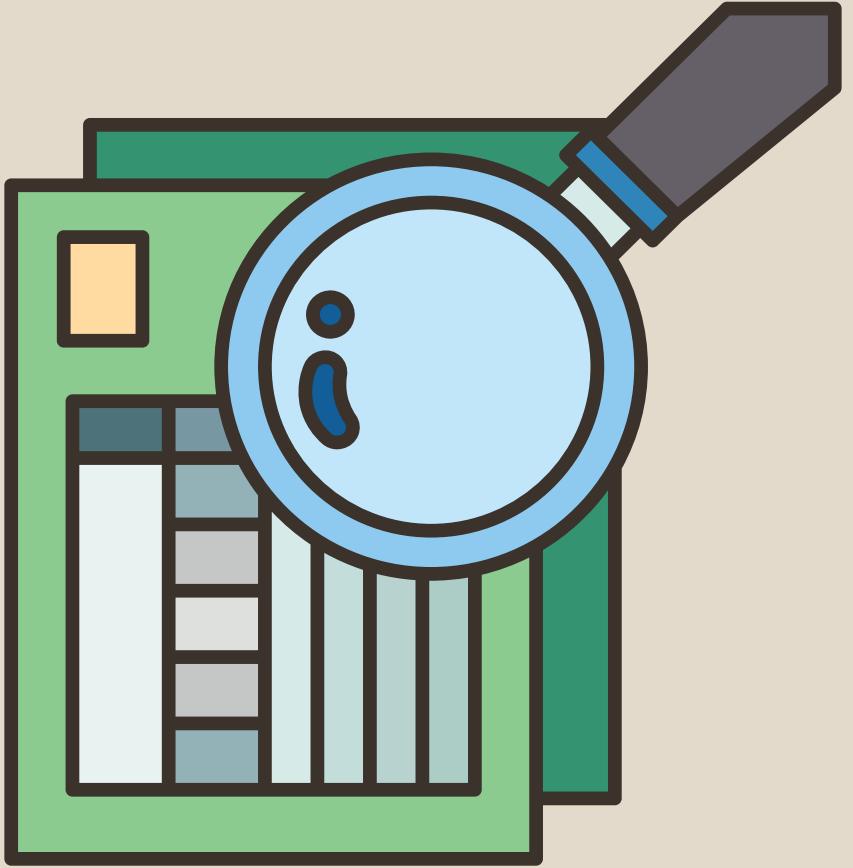
Getting Started

Prototype Link:

[https://www.figma.com/file/jTOP8m0EqRJy5ao7nCzMJb/Untitled?](https://www.figma.com/file/jTOP8m0EqRJy5ao7nCzMJb/Untitled?type=design&node-id=4-205&mode=design&t=GLwiGpDCVTmwJDqB-0)

Usability Testing

- Task Flow given to the users
- Usability Testing Interviews
- Findings



Task Flow given to the users

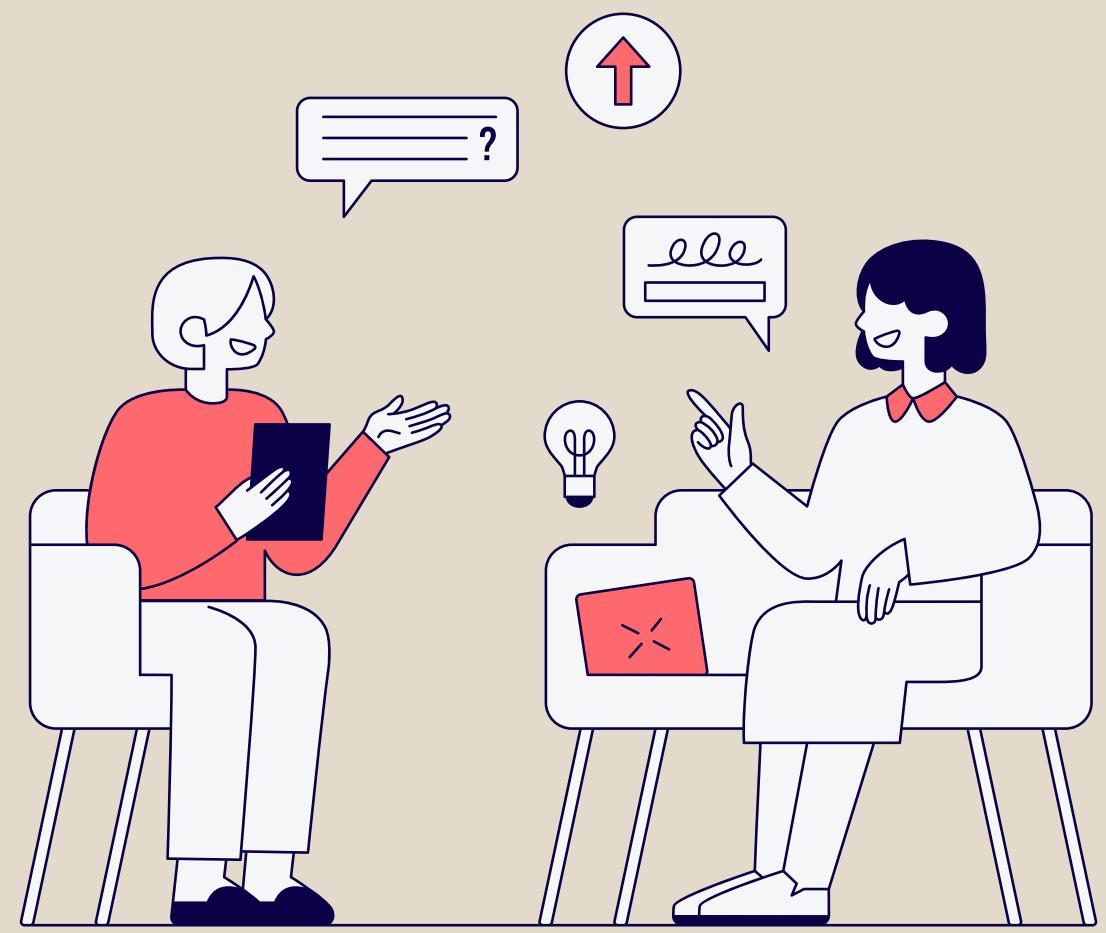
Task 1: Registration and Personalization - As a new user, register on the app and fill in your cuisine preferences (American and Indian) and dietary information (for this testing no dietary preference).

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.

Task 3: Saving and Managing Recipes - As a user who found a breakfast recipe you like, save it to your favorites and then view your saved recipes.

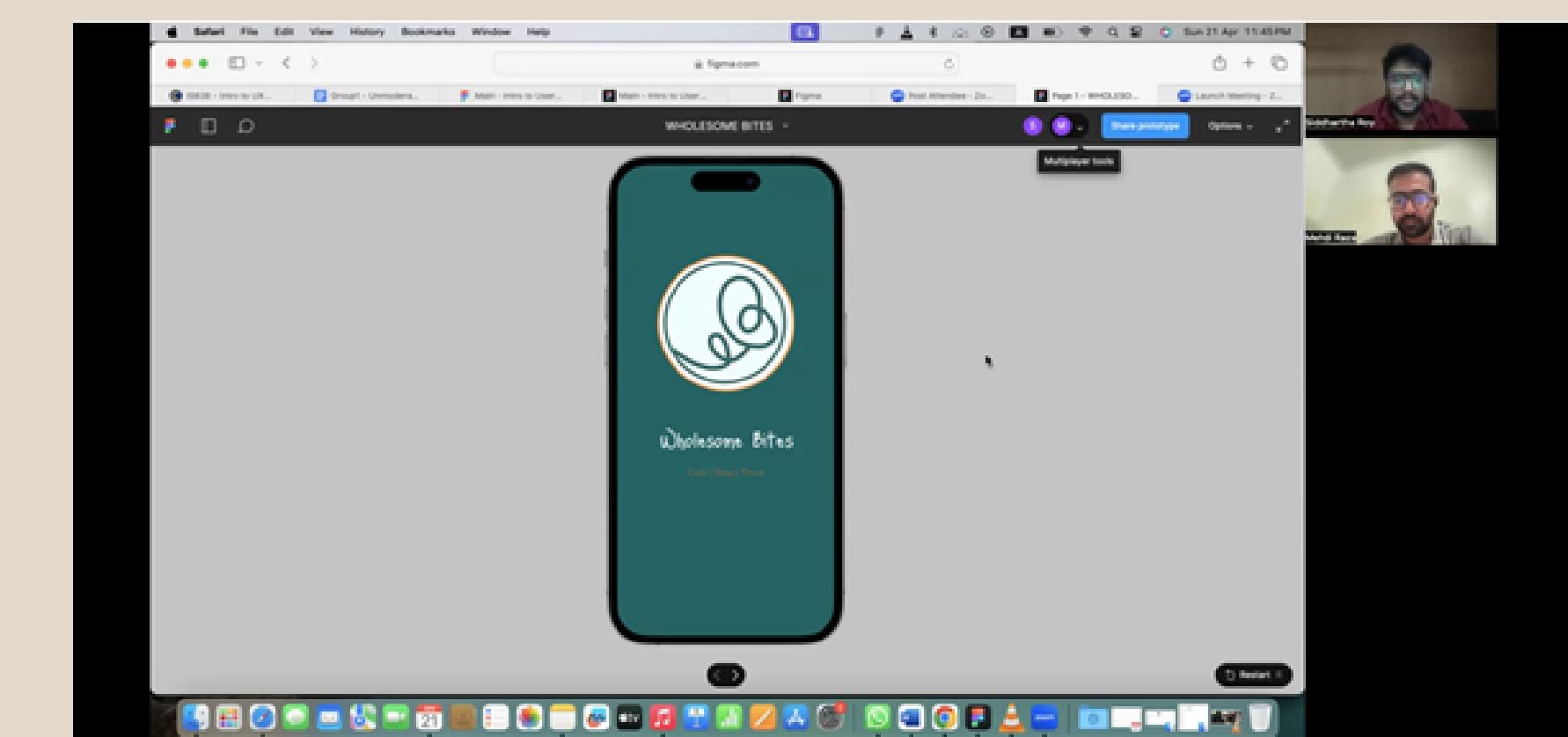
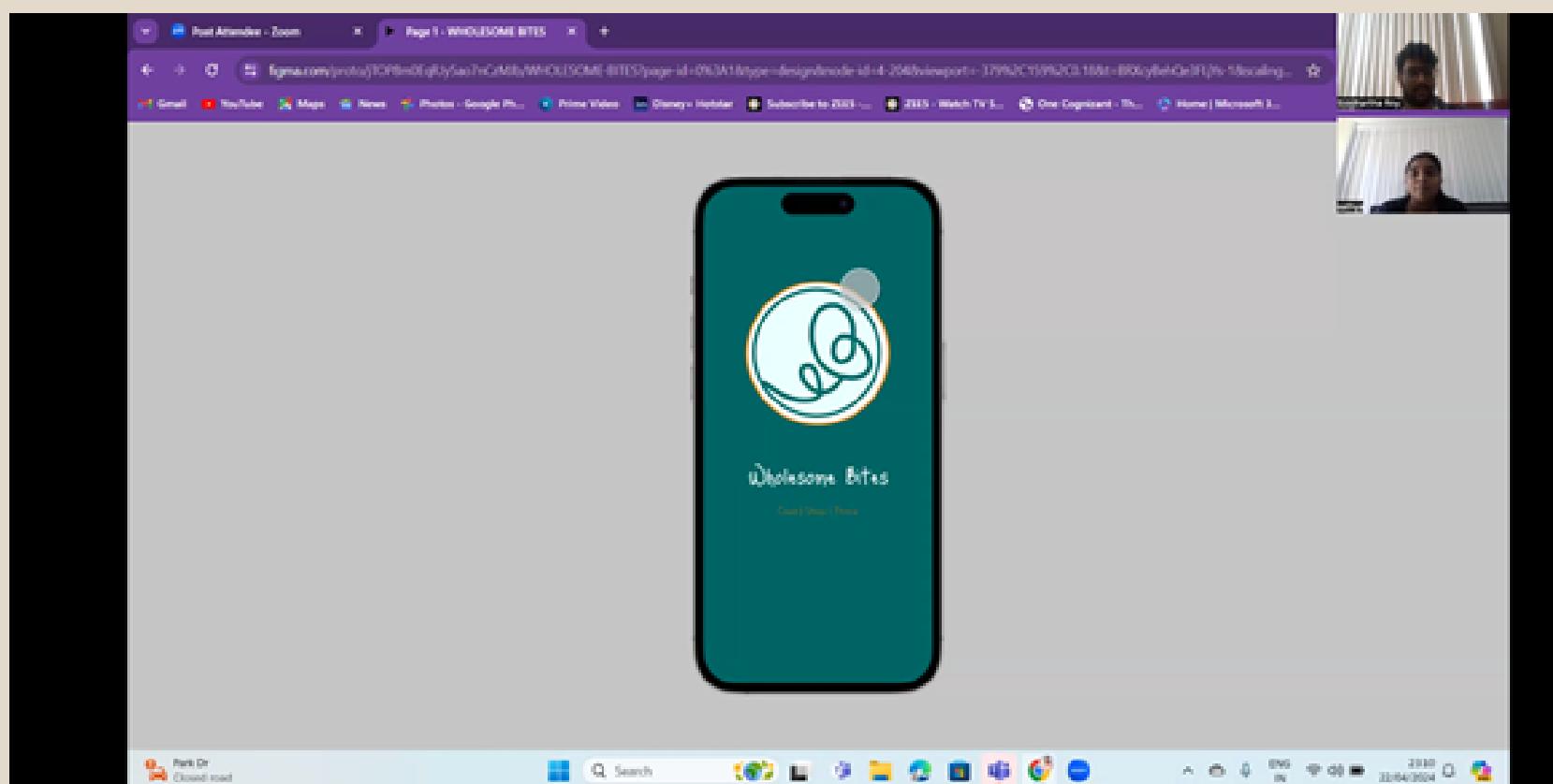
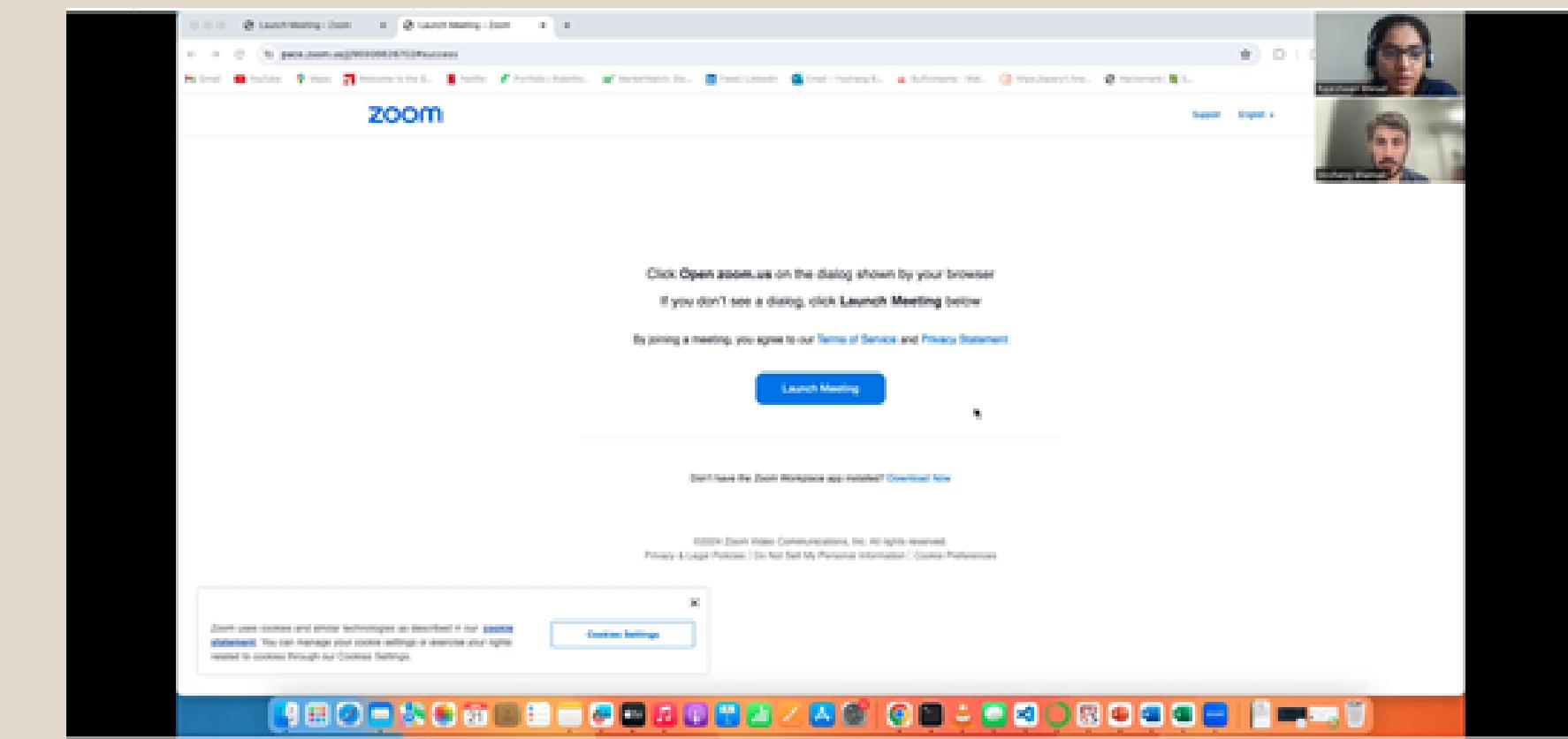
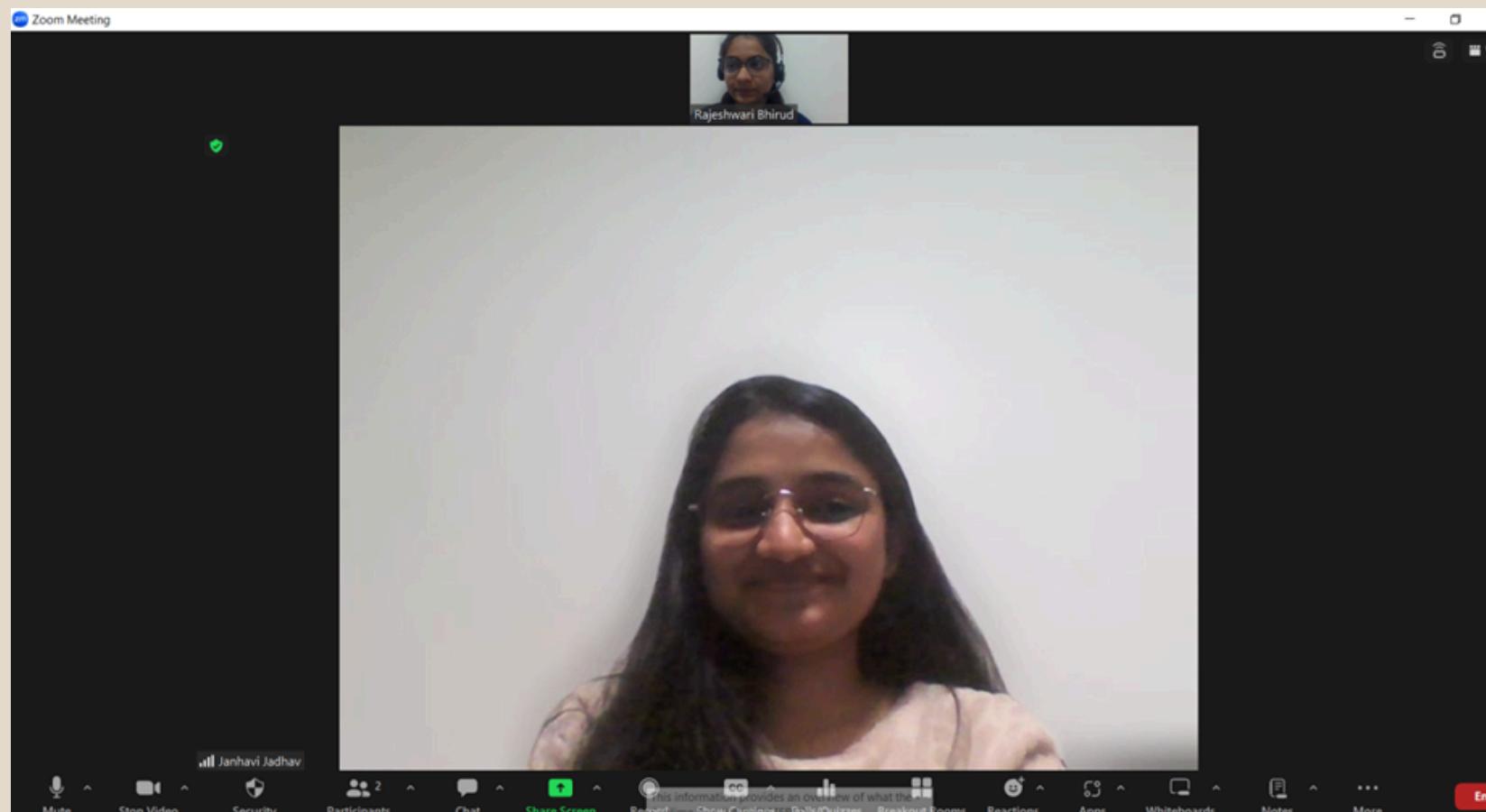
Task 4: Creating a Shopping List - As a user who wants to make a grocery list for the ingredients needed for the saved breakfast recipe, add the ingredients to her shopping list, review and edit the list as needed, and then save it.

Usability Testing Interviews

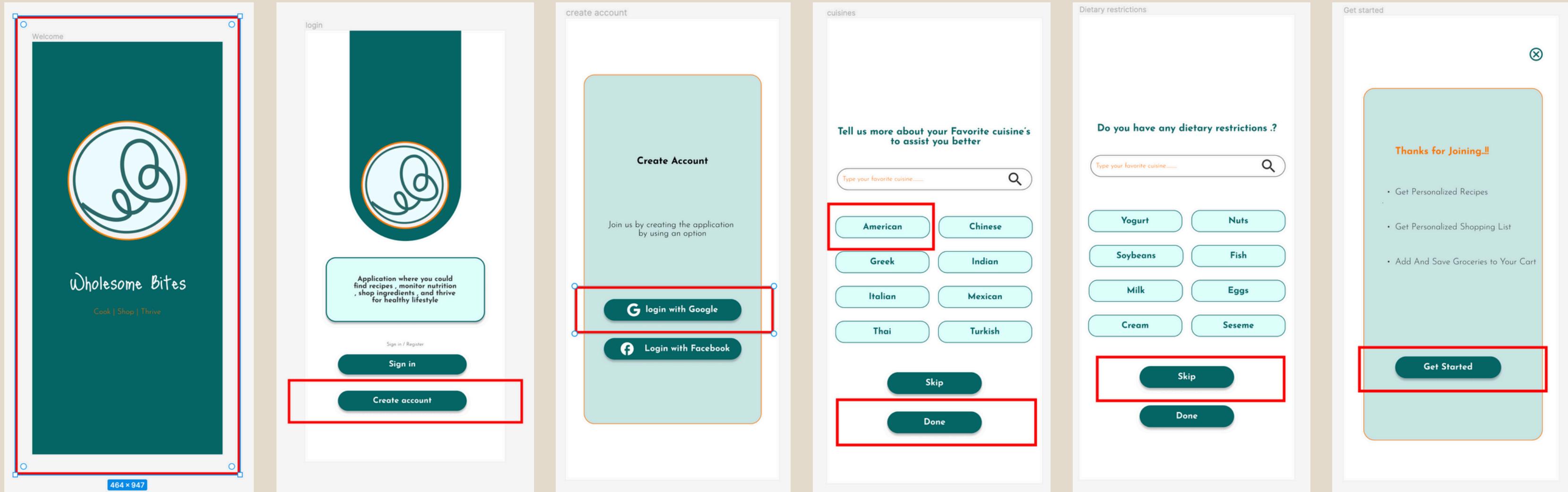


During the usability testing phase, 6 interviews were conducted by 2 moderators. Each recording included both the participant and the moderator. Throughout the interviews, the moderators followed an introductory script and executed the task scenarios as planned. This ensured consistency in the testing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

Some participants overview are as follows:

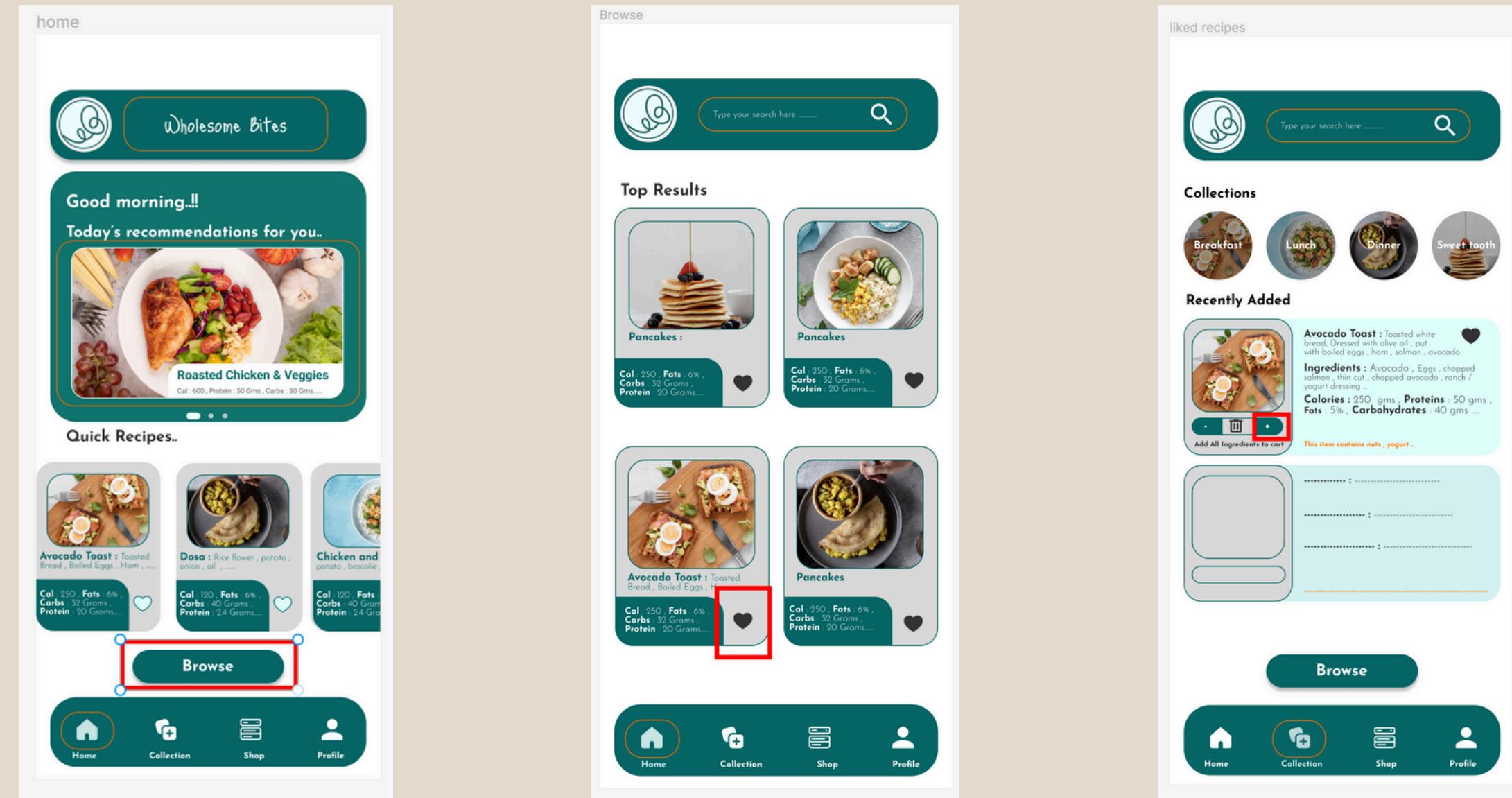


User Tasks : Task 1 (Login)



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

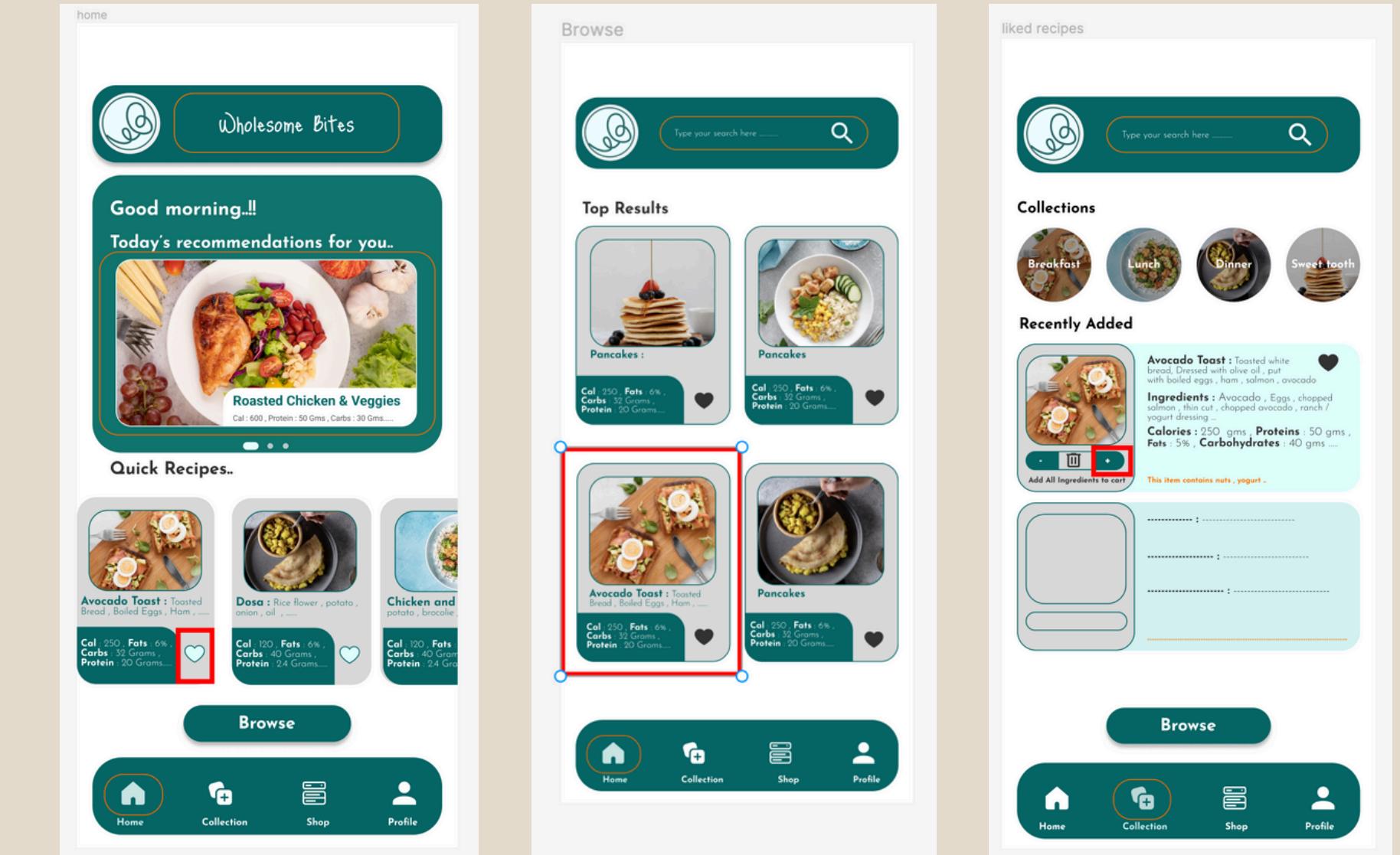
User Tasks : Task 2 (Browse Recipes)



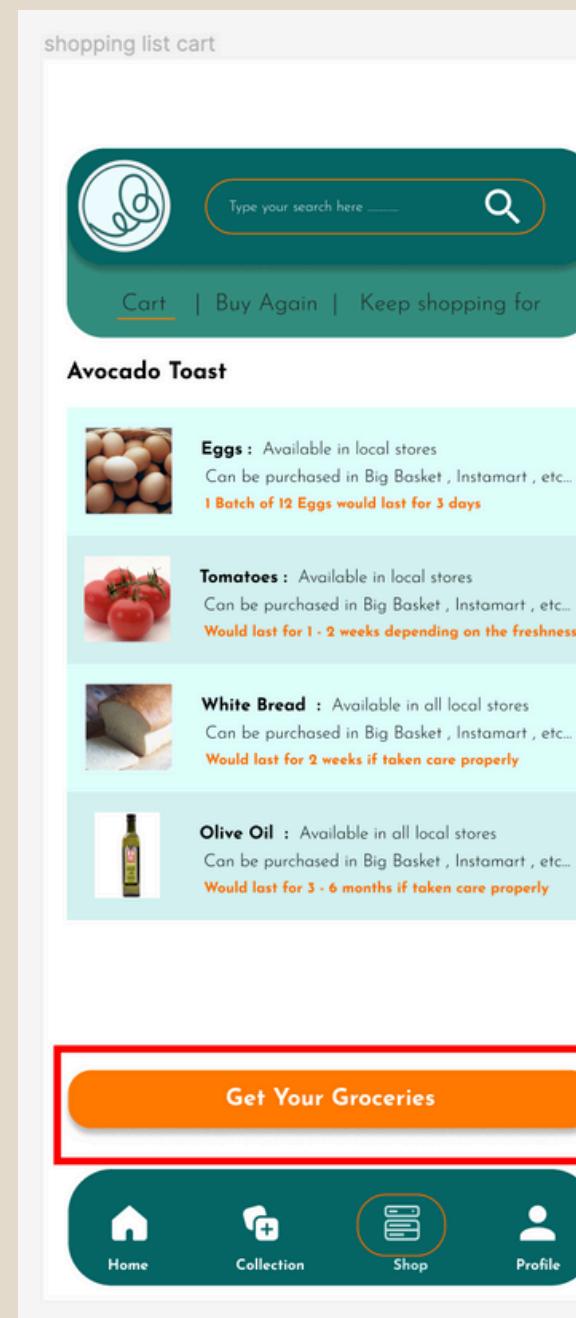
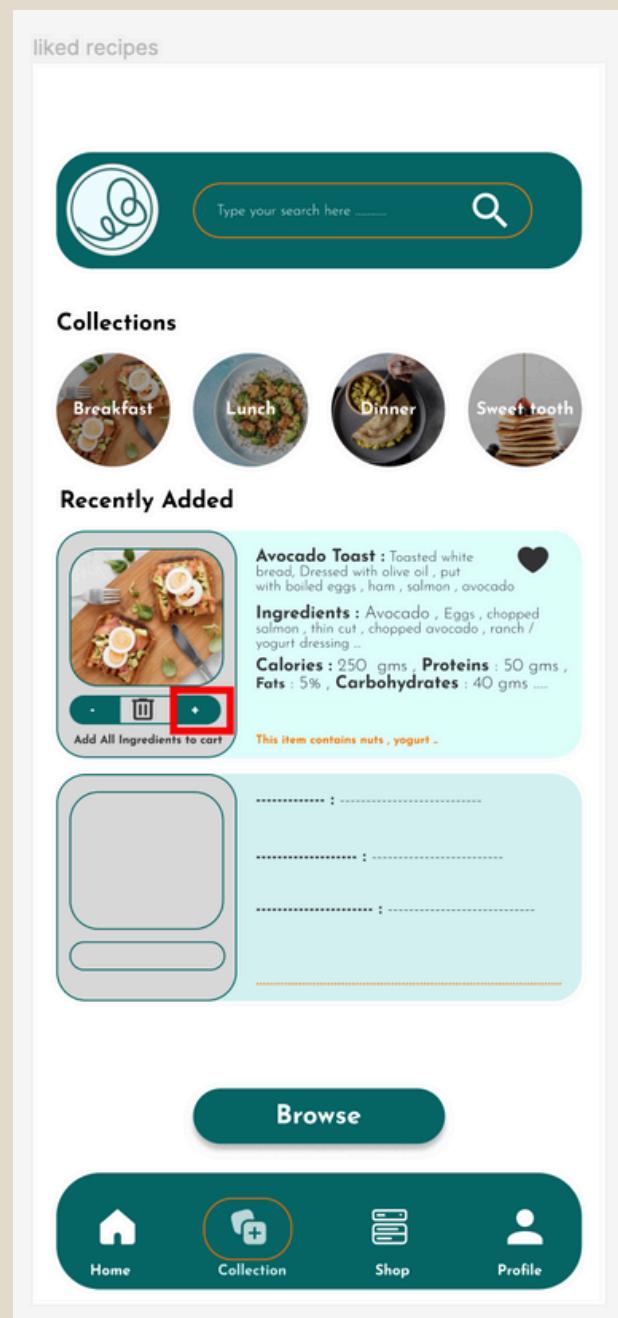
As a user who wants to find a recipe for a quick breakfast, browse the recipe collections, select a breakfast recipe, and view its details.

User Tasks : 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.



User Tasks : Task 4 (Creating Shopping List)

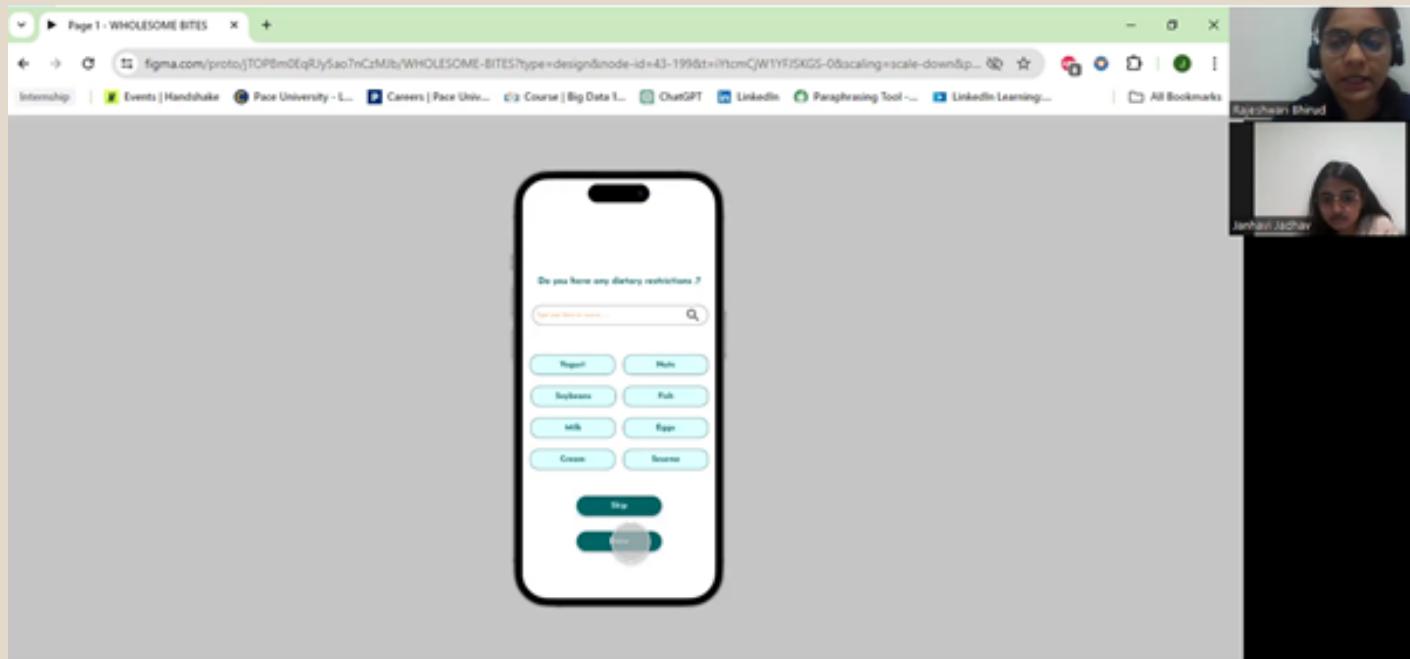


As a user who wants to make a grocery list for the ingredients needed for the saved breakfast recipe, add the ingredients to her shopping list, review and edit the list as needed, and then save it.

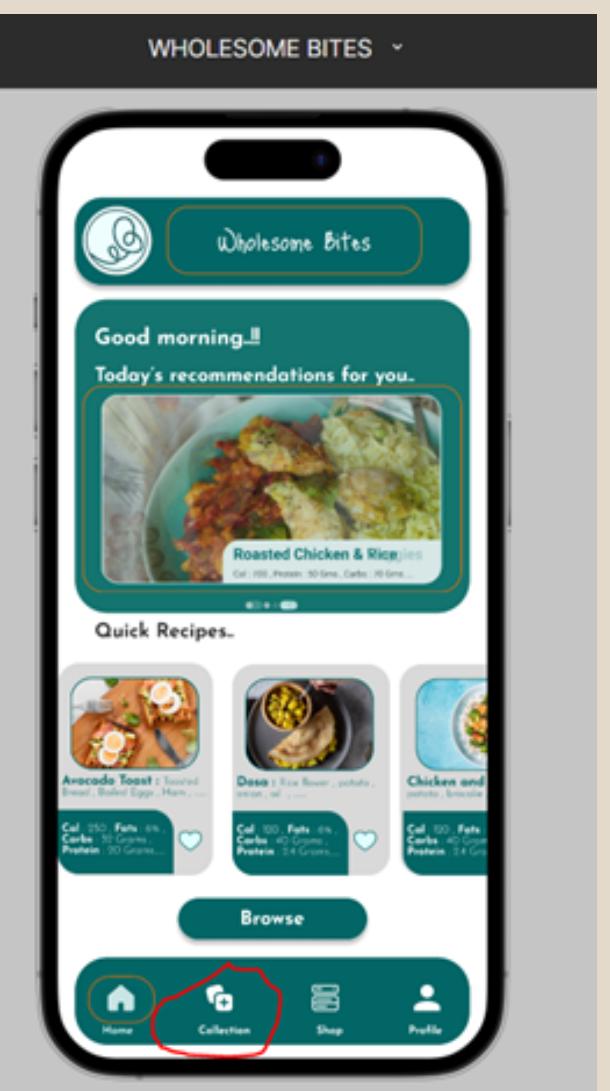
Findings

1. Confusing Dietary Preference Selection
2. Saved Recipe Collection Navigation
3. Improving Shopping List Interaction
4. Tagline Readability and Terminology
5. Text Size Enhancement
6. User Expectations: Recipe Preview and Estimated Meal Times

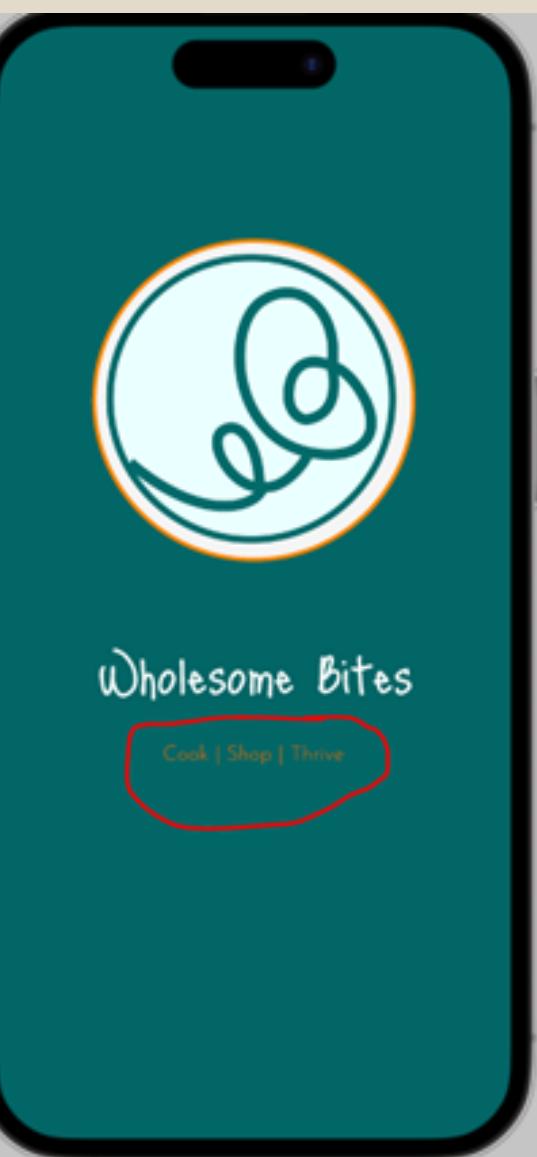




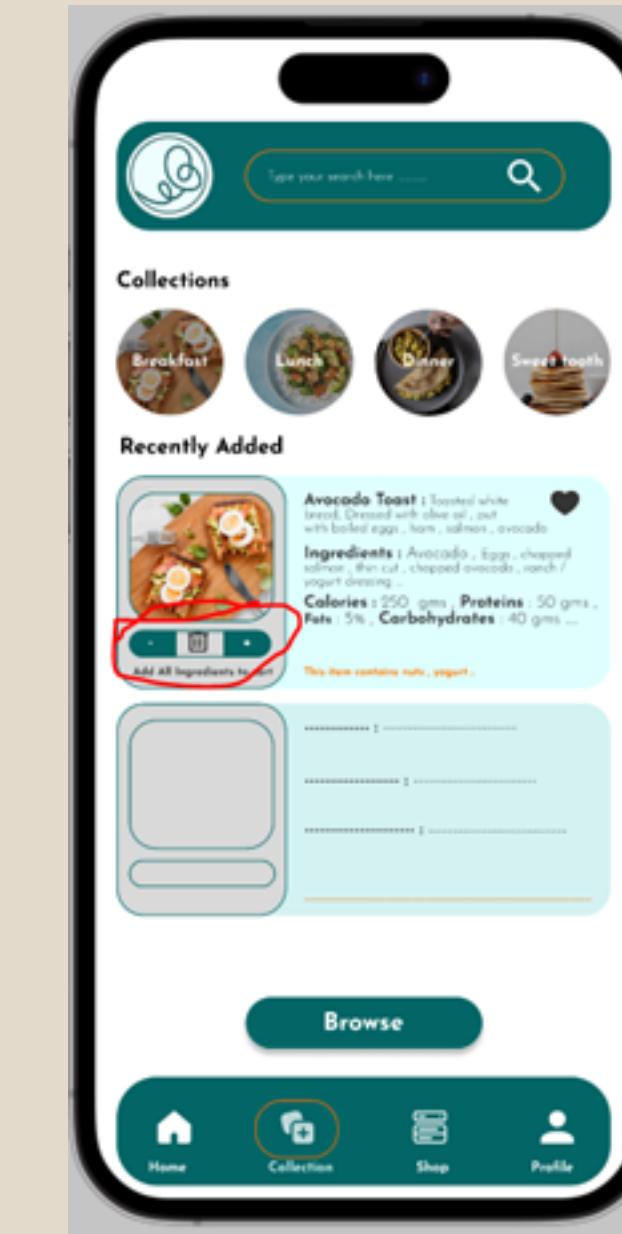
Screen for finding 1



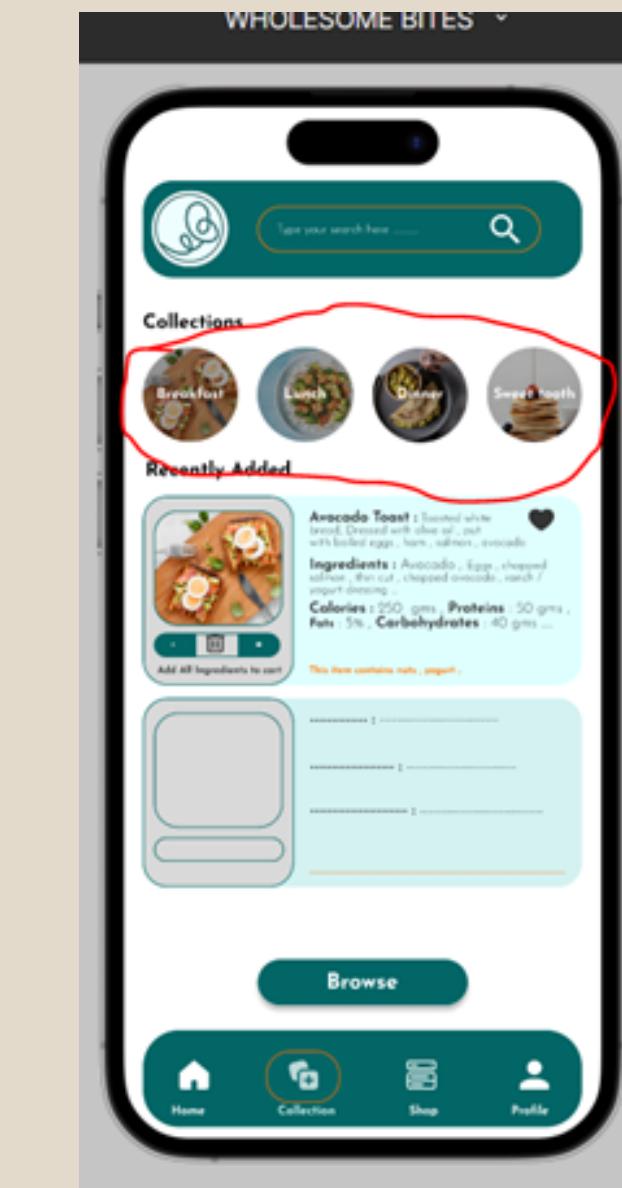
Screen for finding 2



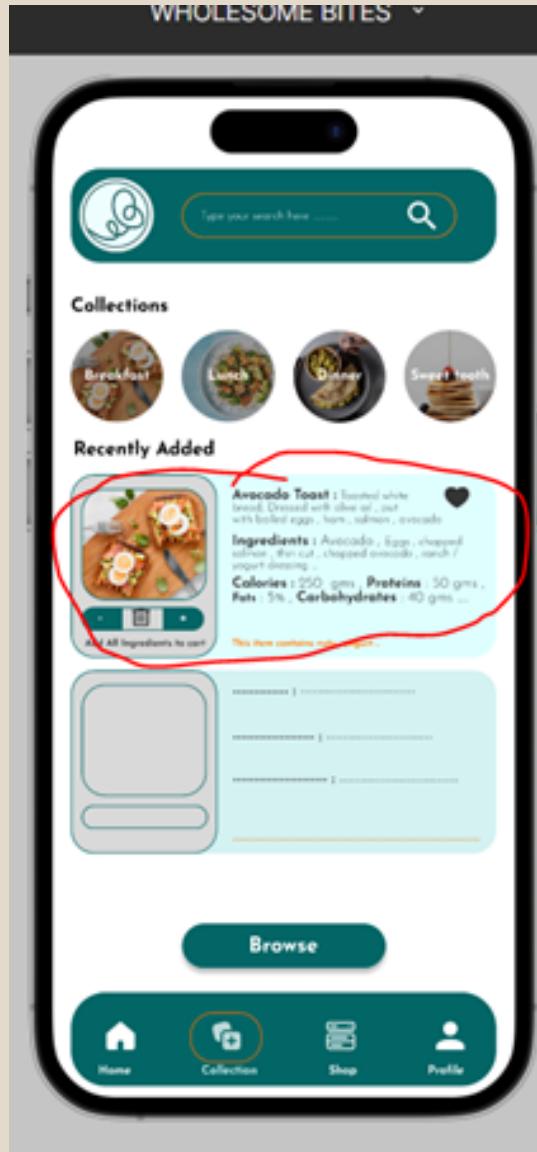
Screen for finding 4



Screen for finding 3

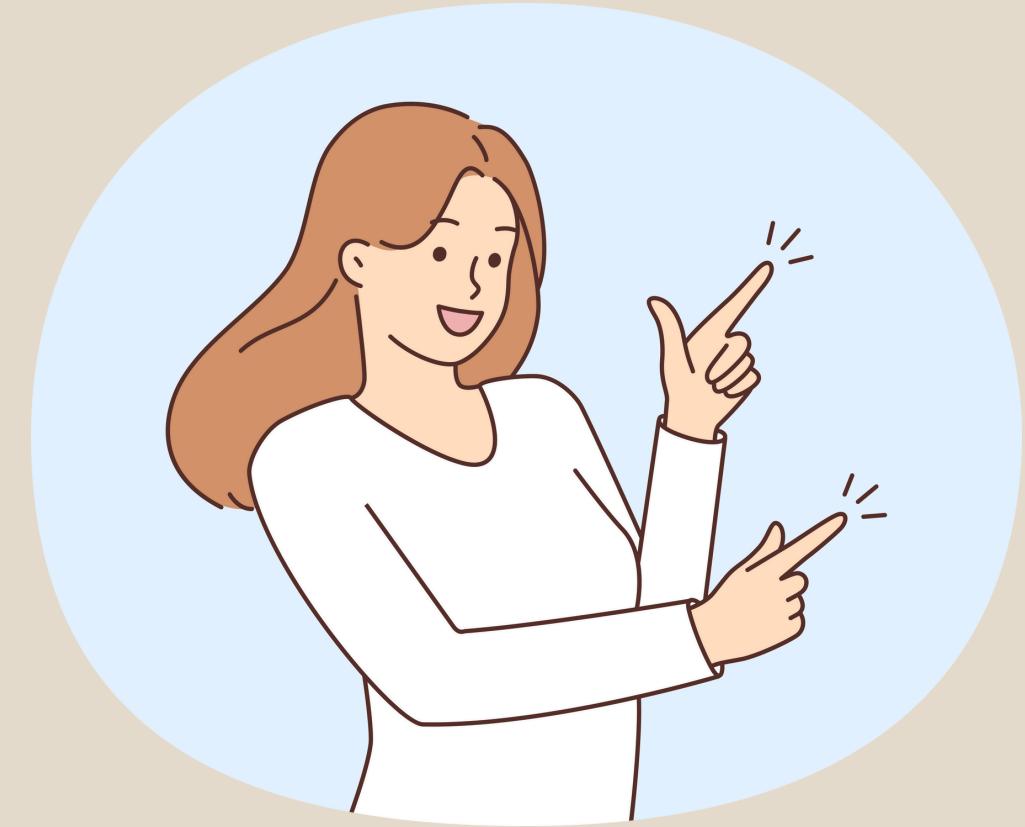


Screen for finding 6



Screen for finding 5

Recommendations



- Optimize tagline readability via font and contrast adjustments.
- Introduce recipe preview before saving.
- Add a direct button for shopping list entries.
- Enlarge text for better recipe page visibility.
- Rename "collection" to "Cookbook" for intuitive navigation.

Next Steps



- Improve the font size of the text of the application.
- Improve the task flow where users were confused/stuck.
- Add a proper button description.

THANK

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