

Declaration

I, Dingao Wang, declare that this assignment, titled Public health through nutrition education web design, is my own original work and has not been copied from any other source except where explicitly acknowledged. I have not engaged in plagiarism, collusion, or any other form of academic misconduct in the preparation and submission of this assignment. All sources of information and data used in this assignment have been properly cited and referenced in accordance with the prescribed guidelines. I have not used unauthorized assistance in the preparation of this assignment and have not allowed any other student to copy my work. I am aware that any breach of academic integrity may result in disciplinary action as per the [policies of Monash University](#), which may include failing this assignment or the course, and further academic penalties.

Signature: _____dingao wang_____

Date: _____8/15/2025_____

Github Check

Enter your Github details here.

Github Username <i>Enter your username here</i>	randlyoyo
Repository Shared? <i>Have you started and shared your assignment repository with your tutor yet?</i>	No

Self-Evaluation

Rate your performance for each criteria. Put a ☒ (tick) in the box where you think your work belongs.

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement	Fail to meet expectations
Executive Summary		<input checked="" type="checkbox"/>		
User Personas	<input checked="" type="checkbox"/>			
Sitemap		<input checked="" type="checkbox"/>		
Wireframes/Low-fidelity Prototype	<input checked="" type="checkbox"/>			

Section 1: Executive Summary

The client, a distinguished Melbourne-based Not for Profit (NFP), focuses on enhancing public health outcomes for underrepresented communities through targeted nutrition education. Their mission is to empower vulnerable groups—including low-income families, culturally diverse populations, and individuals facing food insecurity—by providing accessible resources, educational tools, and community support. The primary objective is to bridge health inequities by leveraging technology to deliver scalable, evidence-based nutrition solutions.

The target audience comprises two key segments:

End Beneficiaries: Individuals from marginalized communities seeking reliable nutrition guidance, multilingual resources, and support networks.

Stakeholders: Healthcare partners, volunteers, donors, and policymakers requiring streamlined collaboration tools and impact visibility.

The proposed web application will serve as a centralized digital platform with three core goals:

Education & Accessibility: Offer multilingual, culturally sensitive nutrition courses, video tutorials, and interactive tools (e.g., meal planners, budget-friendly recipes) tailored to diverse literacy levels.

Community Building: Integrate forums, event calendars for cooking workshops, and peer support networks to foster engagement and reduce social isolation.

Operational Efficiency: Enable volunteers to coordinate logistics (e.g., food drives) and provide partners with real-time impact dashboards for resource allocation.

Original research into leading NFP and health platforms (e.g., Foodbank Australia, SecondBite, and Nutrition Australia) revealed critical insights:

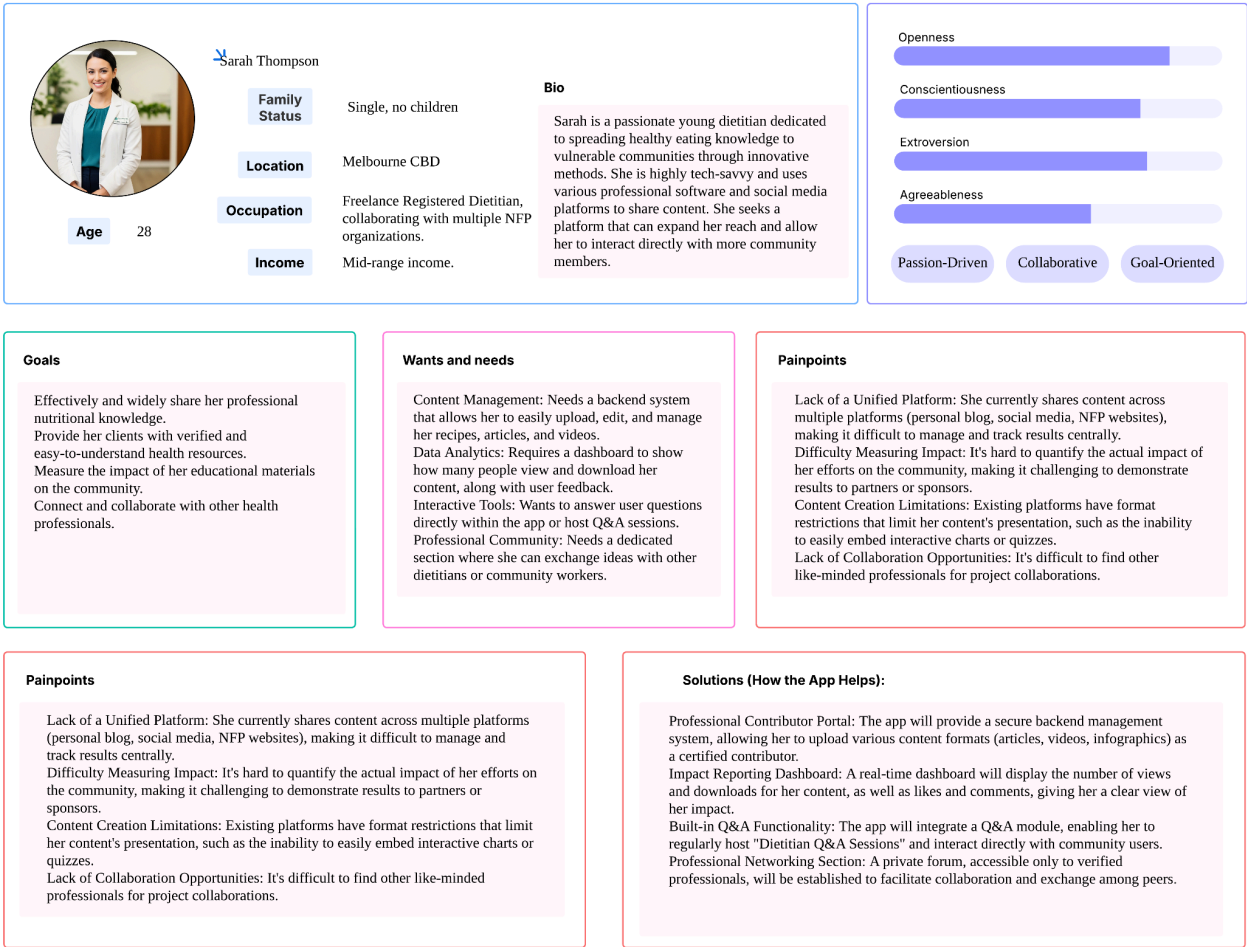
User-Centric Design: Simplified navigation and mobile-first interfaces are essential for low-digital-literacy users.

Trust & Credibility: Prominent testimonials, partnerships with healthcare institutions, and transparent impact metrics build user confidence.

Action-Oriented Tools: Features like pantry inventory trackers and SMS-based nutrition tips (inspired by No Money No Time) drive tangible behavioral change.

The application will prioritize inclusivity (WCAG compliance, adjustable text sizes), engagement (gamified learning modules), and scalability (cloud-based architecture). By synthesizing these insights, the platform will not only democratize health education but also amplify the NFP's community impact—turning innovative technology into a catalyst for systemic change in public health nutrition.

Section 2: User Personas



Goals

Effectively and widely share her professional nutritional knowledge.
Provide her clients with verified and easy-to-understand health resources.
Measure the impact of her educational materials on the community.
Connect and collaborate with other health professionals.

Wants and needs

Content Management: Needs a backend system that allows her to easily upload, edit, and manage her recipes, articles, and videos.
Data Analytics: Requires a dashboard to show how many people view and download her content, along with user feedback.
Interactive Tools: Wants to answer user questions directly within the app or host Q&A sessions.
Professional Community: Needs a dedicated section where she can exchange ideas with other dietitians or community workers.

Painpoints


Lack of a Unified Platform: She currently shares content across multiple platforms (personal blog, social media, NFP websites), making it difficult to manage and track results centrally.
Difficulty Measuring Impact: It's hard to quantify the actual impact of her efforts on the community, making it challenging to demonstrate results to partners or sponsors.
Content Creation Limitations: Existing platforms have format restrictions that limit her content's presentation, such as the inability to easily embed interactive charts or quizzes.
Lack of Collaboration Opportunities: It's difficult to find other like-minded professionals for project collaborations.

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Solutions (How the App Helps):

Professional Contributor Portal: The app will provide a secure backend management system, allowing her to upload various content formats (articles, videos, infographics) as a certified contributor.
Impact Reporting Dashboard: A real-time dashboard will display the number of views and downloads for her content, as well as likes and comments, giving her a clear view of her impact.
Built-in Q&A Functionality: The app will integrate a Q&A module, enabling her to regularly host "Dietitian Q&A Sessions" and interact directly with community users.
Professional Networking Section: A private forum, accessible only to verified professionals, will be established to facilitate collaboration and exchange among peers.



Age38

Family Status

Married with two children (ages 10 and 7), primary caregiver for diabetic mother

Location

Dandenong, Melbourne

Occupation

Community Health Worker at Multicultural Health Service + Volunteer at local food bank (10hrs/week)

Income

AUD \$62,000/year (full-time) + volunteer stipends

Bio

Rajiv bridges healthcare systems and culturally diverse communities. Fluent in Hindi and Punjabi, he combines goal-oriented planning with collaborative approaches to assist South Asian families. His passion-driven commitment manifests in extra volunteer hours despite caregiver responsibilities.

Wants and needs

Cultural Tools: Auto-translation of resources into Hindi/Punjabi (Openness)
Logistics Support: Childcare matching system for workshop attendees (Agreeableness)
Advocacy Evidence: Customizable health outcome reports (Conscientiousness)
Networking Hub: Directory of cultural dietitians (Collaborative)

Painpoints

Language Fragmentation
Manual translation of English materials consumes 3+ hours daily
Critical health warnings get lost in community WhatsApp groups
Low Workshop Engagement
Only 16% attendance rate at diabetes workshops
Lack of childcare prevents 68% of interested mothers
Unmeasured Cultural Impact
Cannot quantify health benefits of traditional recipes
Anecdotal success stories fail to influence policymakers
Resource Coordination Gaps
Volunteers often double-booked across multiple NFPs
Food bank inventory doesn't match dietary needs



Solutions (How the App Helps):

1. Cultural Liaison Dashboard

- Real-time translation tool (EN → HI/PA)
- Traditional recipe nutrition analyzer

2. Community Engagement Module


- Multilingual SMS/WhatsApp reminders
- Volunteer childcare matching

3. Policy Advocacy Toolkit

- Anonymized health data dashboards
- One-click policy brief generator ("South Asian Diabetes Trends")

Goals

Reduce diabetes prevalence in South Asian seniors by 20% within 2 years
Connect 50+ isolated families to culturally tailored cooking workshops
Document systemic barriers for policy advocacy



Age 45

Maria Sanchez

Family Status

Married with three children (16, 12, 8)

Location

Footscary Melbourne

Occupation

Full-time housewife

Income

Low-income family, primarily dependent on her husband's income as a construction worker and government benefits.

Bio

• Maria is from the Philippines and speaks fluent English, but finds it difficult to read and understand complex information. She is deeply concerned about her family's health, especially her children's development, but feels powerless due to budget and time constraints. She is not adept with complex technology and mainly uses her smartphone for social media and communication with family and friends.

Goals

- Provide healthy, balanced meals for her family.
- Improve her family's eating habits without increasing the household budget.
- Educate her children on the importance of healthy eating.
- Learn how to use inexpensive ingredients available at local markets.

Painpoints

- **Information Overload:** The internet is full of conflicting information on nutrition, and she doesn't know what to trust.
- **Language Barrier:** Despite speaking English, much of the health information is too academic and difficult for her to read.
- **Time and Budget:** Her daily schedule is packed, leaving no time for complex meal preparation; healthy ingredients are often more expensive than processed foods.
- **Cultural Differences:** Many Western healthy recipes don't suit her family's taste, and her children refuse to eat them.

Wants and needs

- **Recipes:** Simple, easy-to-follow recipes with clear instructions and short preparation times. Video tutorials are a plus.
- **Budget:** Recipes that clearly state ingredient costs or offer money-saving tips.
- **Information:** Nutritional information explained in simple language, avoiding professional jargon.
- **Community:** Hopes to find local community events or support groups to connect with people who have similar experiences.

Solutions (How the App Helps):

- **"Three-Step Easy Meals" Recipe Library:** The app will offer a library of simple, quick, and affordable recipes. Each step will be accompanied by images and videos, making it easy for Maria to follow.
- **Budget Recipe Filter:** A built-in filter will allow her to search for recipes by budget (e.g., "under \$5 per meal") and provide alternative suggestions for cheaper, local ingredients.
- **Multilingual Support:** Core content will be available in Tagalog, ensuring she can fully understand key nutritional information.
- **Community Event Calendar:** The app will integrate a calendar of local community center events, such as cooking classes or parent support groups, helping her find offline support networks.

Openness

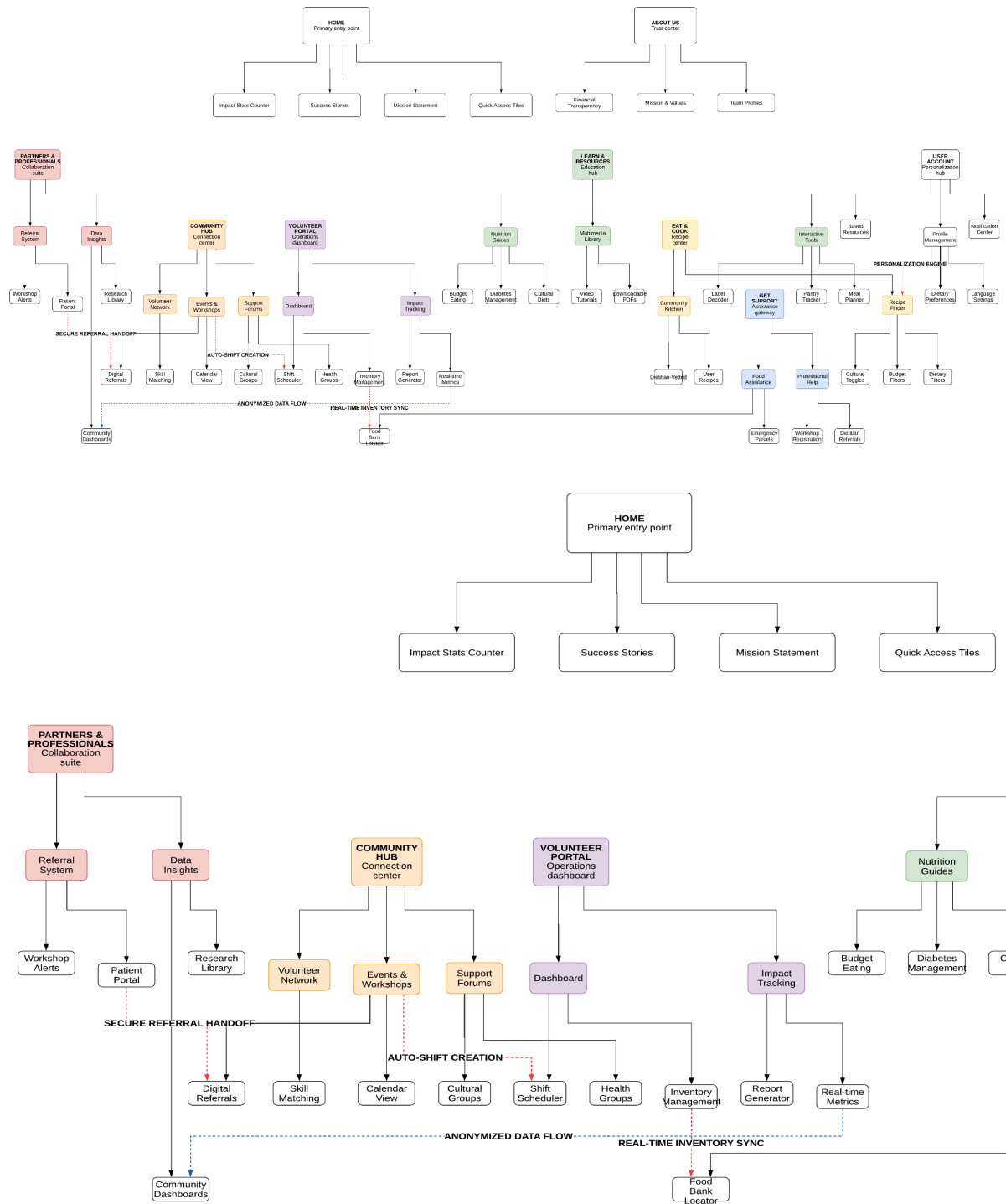
Conscientiousness

Extroversion

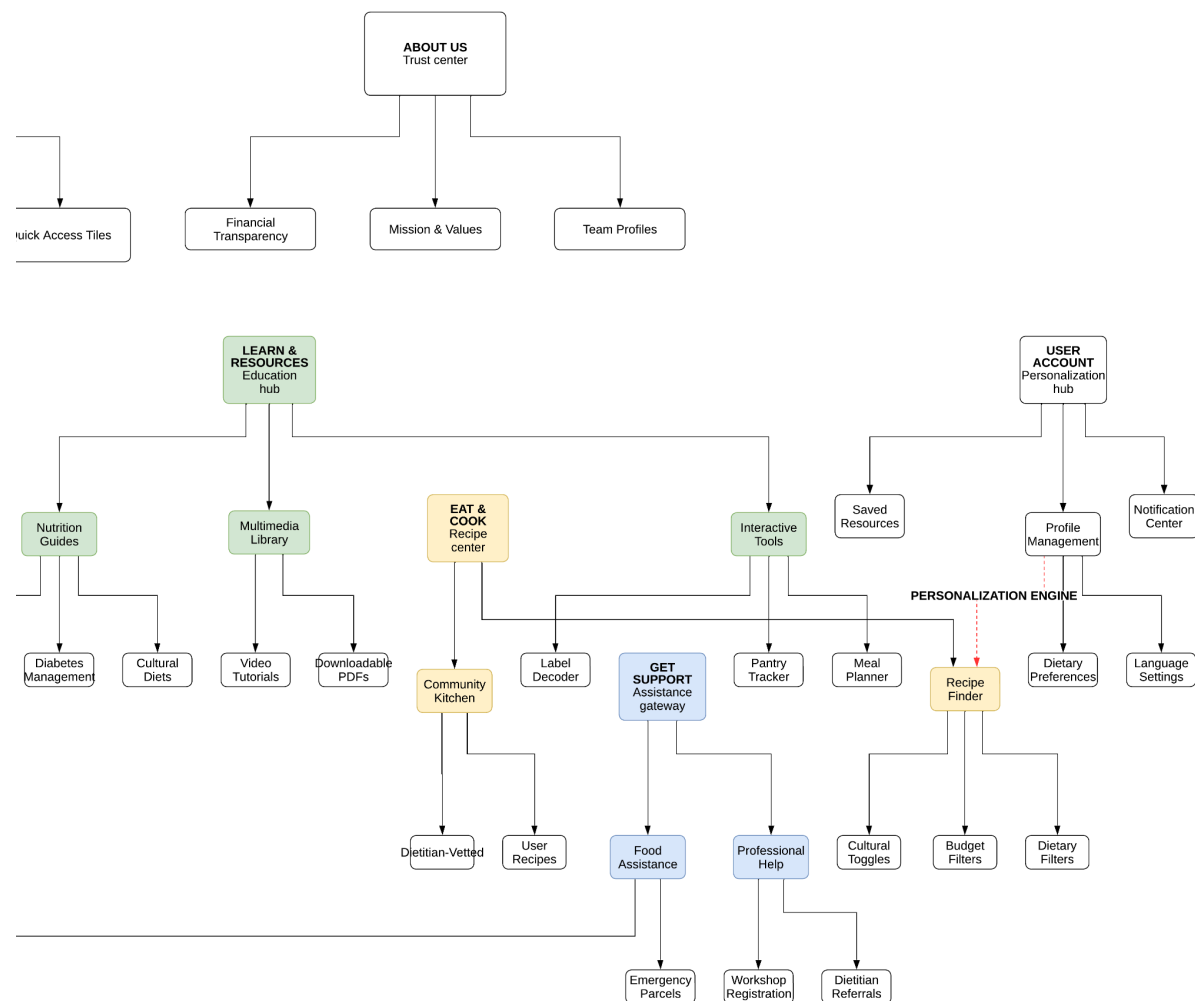
Agreeableness

Family-Oriented Seeking Support Practical & Cautious

Section 3: Sitemap



left part



right part

1. Home

Primary entry point for all users

Introduces the organization's mission, highlights key impact metrics, and provides quick access to critical resources (recipes, events, support). Features success stories to build trust and engagement.

2. Learn & Resources

Education hub for beneficiaries

Central repository for nutrition education materials, including condition-specific guides, interactive tools, and multilingual resources. Designed for varying literacy levels.

3. Eat & Cook

Recipe center for practical meal solutions

Offers personalized recipe discovery with cultural, dietary, and budget filters. Includes user-generated and dietitian-vetted recipes to address food insecurity and health needs.

4. Community Hub

Connection point for peer support

Facilitates community engagement through health/culture-specific forums, event coordination, and volunteer matching. Reduces social isolation through shared experiences.

5. Get Support

Direct assistance gateway

Provides immediate access to essential services including food bank locators (real-time inventory), emergency parcel requests, and professional referrals. Crisis-focused navigation.

6. Volunteer Portal

Operations dashboard

Streamlines volunteer coordination with shift scheduling, inventory management (barcode scanning), and impact tracking. Optimizes resource allocation for NFP staff.

7. Partners & Professionals

Collaboration suite

Enables healthcare partnerships through secure patient referrals, workshop coordination, and access to anonymized community health data for research.

8. About Us

Transparency and trust center

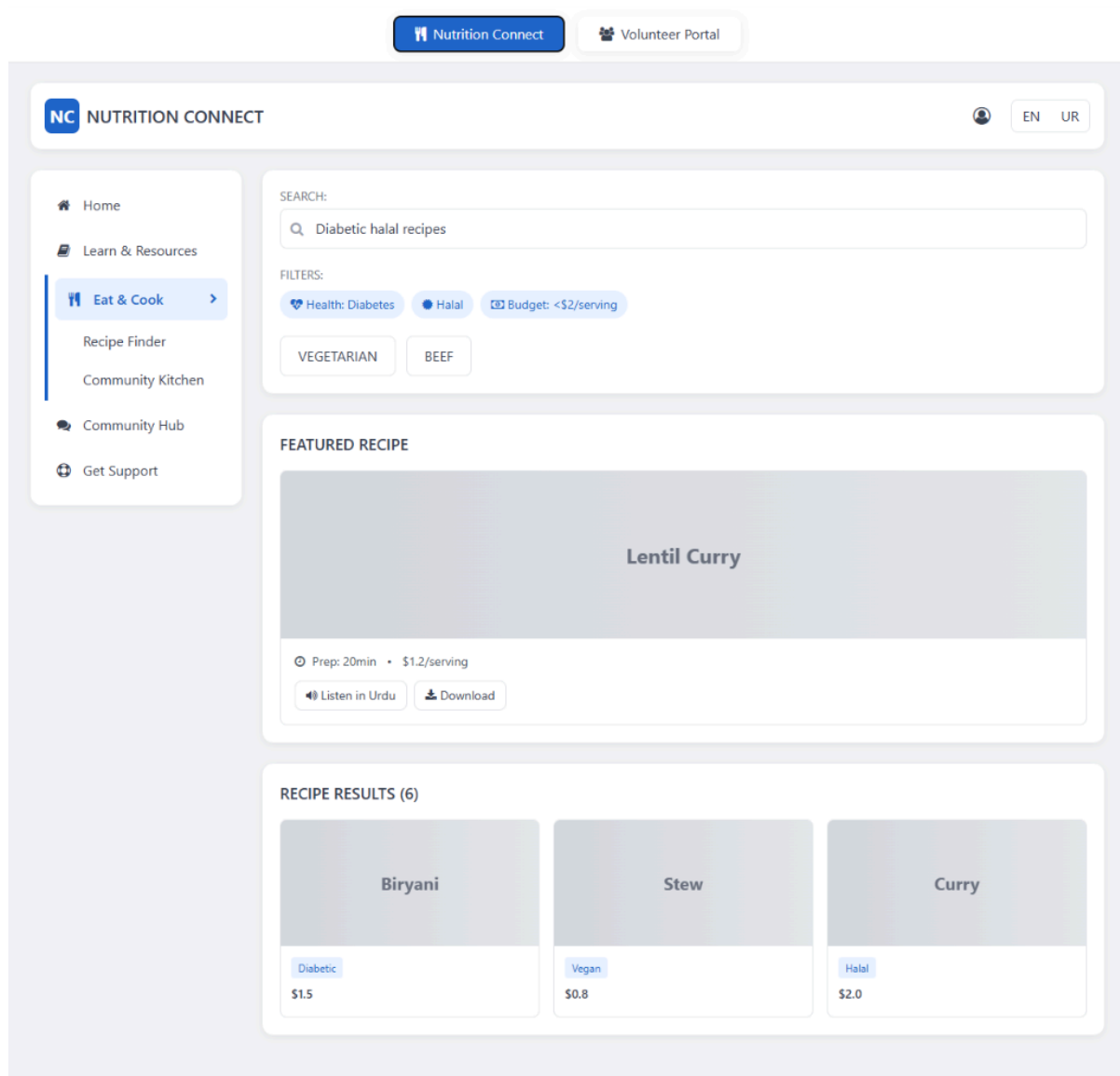
Builds organizational credibility through mission details, team profiles, financial reports, and partnership acknowledgments.

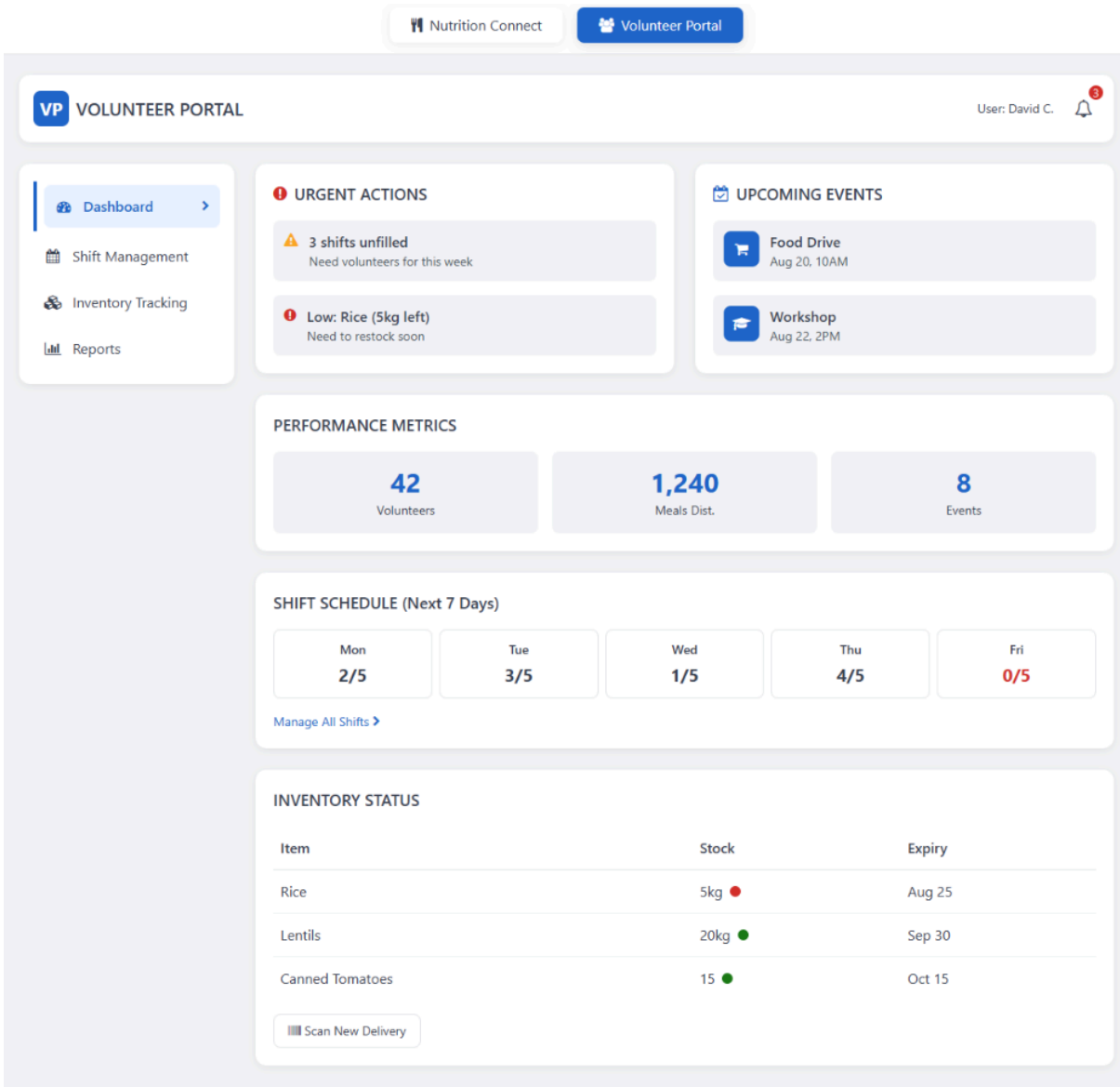
9. User Account

Personalization hub

Customizes experiences across devices with dietary preferences, language settings, saved resources, and notification management.

Section 4: Wireframes/Low-fidelity prototype





Declaration: Additional Help

Any tools that you used (including Gen AI or existing code reuse) must be declared here.

Note: GenAI is not allowed for coding purposes in any assignment,

However, you may use GenAI for brainstorming, problem solving and learning. You need to declare all such uses here. One row per help used. More details on how to acknowledge the use of Gen AI can be found [here](#).

Name	Description
Example: ChatGPT for brainstorming ideas	I used ChatGPT to brainstorm how to do X because I was feeling stuck with Y problem.

Chatgpt for sitemap structure sortingPersona's Virtual Character Photo Generation	I use chatgpt to generate virtual character photos for persona
Chattp for Summary Content	I use chatgpt to streamline and summarize the functionality of sitemap
Chatgpt for generating user profile background	I generated the user's character background using chatgpt