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CS-319 UI/UX Design and Development

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After getting more insight through the interviews, it was mentioned that the accuracy of such apps is not the best. The problem with scanning products is that it is not always accurate. There are some cases where the scanner will say that the product is not what it is. For example, the scanner might say that a product contains sugar when it doesn't. This can be problematic because people will buy something they think has sugar, but in reality, it doesn't have any. This can be a massive issue for people trying to keep track of their sugar intake or need to know how many carbs they are consuming daily.

Eating healthy can be a challenge. The time and price of healthy food are not always worth the benefits for some populations. It can be challenging to find healthy food that is affordable, convenient, and available. Thus, many people turn to fast food or unhealthy options. Although unfortunate, it's something that we can address by providing a feature that can help the user find healthy foods at a reasonable price, provide simple-to-follow recipes, and gain some time and money back to the user.

The main keywords mentioned were time, accuracy, and multiple applications. Potential users were mainly concerned that scanning multiple items before purchasing them could be tedious. It was also mentioned that accuracy was essential as they depend on the application to give the correct information from the food items. Last but not least, some brought up concerns about having multiple different applications to manage "similar" tasks. An example given was if a person wanted an app for a healthy lifestyle, multiple apps would be needed. One for exercise, one for food tracking, and so forth. This brings to our attention more insight and ideas as to how to improve our user experience by adding more features that meet the user's needs under the umbrella of one application.

The user priorities for a food scanning app are time-saving and accuracy. The user should be able to scan the barcode of a product in a store; then, the app would tell them what they need to know about that product. For example, if they scanned a cereal box, it would show the nutritional information and ingredients. It would also show them how many calories are in that cereal box and what percentage of their daily recommended value it is.

The app's user base is anyone who wants to eat healthier and be more mindful about their food choices. The app is not only for people who want to lose weight but also for people who want to eat healthier without spending too much time thinking about what they should and shouldn't eat. The users will engage with the app by downloading it and then using it to find recipes. They can also use the app's search function to find recipes based on their dietary needs (vegetarian, vegan, gluten-free).

The target audience for a healthy scanning food app would be people looking to eat healthier. The users could be someone with a higher or lower income. They are looking for an easy way to make healthy choices that they can afford and fit into their busy lives. They want to know what is in their food but don't want to read through long articles or watch videos. They also care about the nutritional content of their food and the ingredients in it. The age group should be between the ages of 18-50 and have some level of education (high school or above). Users engage with the healthy food app on various devices and for different amounts of time. The app is most popular on mobile phones and tablets, but some users will also use their laptops or desktop computers. Users are expected to spend an average of 5-25 minutes per day on the healthy food app.

A person standing in front of trees

Description automatically generated with medium confidencePersona 1 - Beginner

Name: Daniel

Description: A 32 year old college student who loves video games, movies, and organic food. Daniel is a vegan so he does not eat anything that has any kind of animal in it(not even eggs or dairy).

Where can we help?

Identify if the product he usually buys contain animal ingredients. Provide vegan recipes.

A person standing on a road

Description automatically generated with low confidence

**Persona 2 – Expert**

**Name**: Leera

**Description**: Leera is a 23-year-old professional model that also enjoys healthy food, yoga and traveling. Leera is very strict about what she eats as she’s always trying to stay fit. Here diet consist of very healthy foods, while avoid food that contains gluten.

We can help Leera by immediately marking red all food that have gluten whenever she scans a food item. Plus, we can provide her with best foods to try base on her diet.

Interview Notes, Questions and Answers:

\*\* These notes have been adjusted after interviews were completed. Not all the questions are included, and the questions asked to each interview differ from one another. \*\*

* **What do you think is the biggest challenge with healthy eating?**
  + The biggest challenge with healthy eating is the lack of time. Finding something healthy and delicious can be challenging with so many different food options.
  + There are many challenges to healthy eating. For instance, it can be challenging to find the time, money, or energy to pack lunches or cook every day.
  + Most people start to give up on their healthy eating goals because they get bored with the same routine. It can be hard to stick to one with so many diets out there, but there are some excellent ways to keep things fresh. One way is to find a diet that's flexible enough for you and your lifestyle. Another is to keep your food interesting by adding new spices or ingredients each week.
* **What are some of the barriers to you using a healthy food app?**
  + There are many barriers to using healthy food apps. For one, if you're following a diet that requires calorie counting, it can be challenging to find the exact information on most apps. Some apps may offer too few or too many calories for your diet. You may also find yourself wondering what's in the meals you're browsing through.
  + There are many barriers to healthy eating, such as time and expense. People often tell themselves they'll eat healthier later, but all too often, people find themselves in a situation where they don't have the time or money to buy healthy food. One solution to both these issues is using an app lets helps you find food that it's healthy and at an affordable price.
* **What features or tools would you find the most interesting on a healthy food app?**
  + It's never been easier to make healthy decisions with the help of your phone. Apps like Happy Plate, Calorie Counter, and Lose It! make it easy to track what you eat and get helpful advice on how to stay on track with your diet. Download one (or all) of these apps today to get all the help you need.
  + With so many different healthy food apps available, it can be challenging to find the most appealing ones. However, I find a few features more desirable than others. One of these is that you can quickly see how many calories are in each item with just one tap of your finger. Another great feature is saving favorite meals and snacks for later viewing.
  + The most exciting features of a healthy food app are the ones that help you find restaurants near you that serve healthy dishes. This is great for people looking to eat healthier without worrying about if their favorite restaurant serves healthy options.
* **Is there anything that would make a healthy food app more useful to you?**
  + A healthy food app can be helpful if it alerts you to calorie counts, allergens, or what type of diet it is. It would also be great to have an app that helps you stay on top of what you're eating. An app with a meal reminder could alert you when it's time for your next meal and help motivate you to stay on track.
  + Healthy food apps are a great way to motivate and encourage people into their diet. They can provide a personalized experience by offering a variety of healthy recipes, grocery lists, and nutritional information. But what if the app could also tell you about how to make healthier choices at popular restaurants?
  + When it comes to healthy food apps, there are plenty of choices. Some have an extensive database of recipes, while others guide you through the grocery store to find the healthy foods you need. However, none of these apps are perfect. It would be great if they incorporated an exercise tracker, so you know how many calories were being burned off after exercising based on your activity for the day.
  + Many healthy food apps on the market can help people with their diet and nutrition needs. However, there is one key feature that not enough apps offer: personalized meal plans. When people want to learn about their diet and how it affects them, the best way is to look at what they eat and, to do this, they need a plan.
* **Have you used an app to make healthy food choices? If so, which app?**
  + There are many apps out there that can help you make healthy food choices. One of my favorites is called "MyPlate." This app provides information on what types of food you should be eating and how much. It also allows you to track your progress over time to see your success with these choices.
* **What does healthy food mean to you?**
  + What does healthy food mean to you? What pops in your head is probably a salad with lots of leafy greens when you ask yourself that question. However, what about an apple? Or watermelon? Some people might rank the apple as healthier than the salad. Others might say that it depends on eating lunch or dinner.
  + Healthy food should be long-lasting and full of nutrients. Foods like oatmeal, chicken breast, and vegetables are low in calories but rich in vitamins and minerals to keep you healthy.
* **How do you feel about the idea of scanning food to get its ingredients?**
  + The idea of scanning food to get its ingredients is quite interesting. If people know all of the ingredients of what they are eating, they can make informed choices about what they buy. Some people may feel more inclined to eat healthier foods if they knew that this would be possible.
  + For people with allergies, or those looking to avoid certain ingredients, food scanning can be a helpful way of ensuring everything they eat is safe. For the rest of us, it's more of an exciting novelty than anything else.
  + A new study says that people are more skeptical about using a "smart" scanner to get their food ingredients. The study found that people would not trust the scans because they lacked accuracy.
  + This is a tricky question because, on the one hand, it would be great to know what you're eating. On the other hand, it takes away the human interaction of cooking and preparing your food. But I think there is a technological advancement at any time, and there are always pros and cons. It will be interesting to see how this pans out in the future.
  + Scanning food for its ingredients is a great idea. It saves time and money and can help people make healthier dietary choices.