

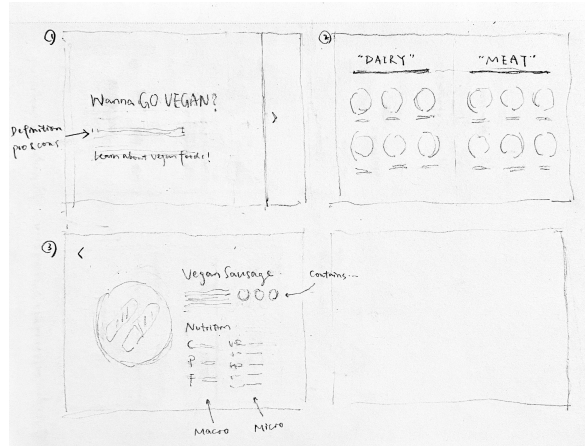
# PUI: Final Project design Feedback

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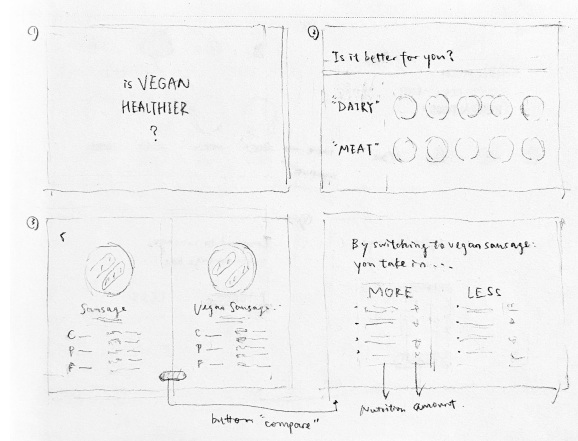
# Is Vegan Healthier?



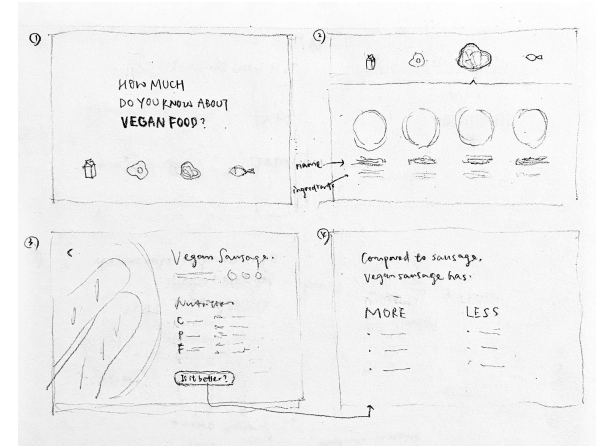
# Initial designs



**#1** to display information on the nutritional values of vegan foods



**#2** to display information on the nutritional values of vegan foods, particularly on whether these vegan foods are healthier compared to their regular counterparts



**#3** to display information on the nutritional values of vegan foods, particularly on whether these vegan foods are healthier compared to their regular counterparts

# My project

The idea of the project is to **display information on the nutritional values of vegan foods, particularly on whether these vegan foods are healthier compared to their regular counterparts**. For people who are considering going vegan, the website might help them make informed decisions; people who are already vegan might use the website to choose foods that provide nutrients they need in their diet.

I plan to make the design interactive by adding motions like sliding pages, by allowing users to choose what type of foods and what food they want to learn about, and by allowing users to compare foods. I plan to make the design accessible by adding alt texts to pictures or labeling pictures.



# Usability testing

I implemented the **think-aloud** method.

I had two people interact with my two prototypes, constantly inquiring them about **whether they understood what certain icons or layouts meant, what they would intuitively do at a given screen, and whether results of user actions were expected**. They not only gave detailed responses to my questions but also provided insights on how I could fill certain gaps that they identified. After walking them through the two prototypes, I asked them about the **pros and cons of each**.

Specific questions and tasks:

- Do you understand what these icons mean and how they relate to “vegan”?
- What do you want to do at this screen and how would you do that?
- What would you do if you want to learn more about vegan sausage?
- How would you go back?
- Is this something you have expected to see?
- Is this categorization still making sense to you?
- Is the information too much to process for one page?
- Which of the two prototypes would you prefer?
- ...





## VEGAN SAUSAGE

Water, Pea Protein Isolate, Refined Coconut Oil, Sunflower Oil, Rice Protein, Potato Starch, Salt, Fruit and Vegetable Juice

**NUTRITION** per 100g

Calories	247	Vitamin A	0%
Fat	16g	Vitamin C	0%
Carbs	7g	Calcium	8%
Protein	21g	Iron	29%
		Potassium	9%

IS IT BETTER FOR YOU?

**VEGAN BEEF**

Water, Textured Soy Protein Concentrate, Salt, Canola Oil, Natural Flavors, Garlic Powder, Yeast Extract, Onion Powder, Black Pepper

**VEGAN CHICKEN**

Water, Soy Protein Concentrate, Canola Oil, Distilled Vinegar, Salt, Yeast Extract, Citric Acid, Roasted Onion Powder, Sugar

**VEGAN SAUSAGE**

Water, Pea Protein Isolate, Refined Coconut Oil, Sunflower Oil, Rice Protein, Potato Starch, Salt, Fruit and Vegetable Juice

**VEGAN HAM**

Water, Vital Wheat Gluten, Organic Tofu, Soy Sauce, Expeller Pressed Canola Oil, Granulated Garlic, Salt, Spices

Compared to **sausages**, per 100g of **vegan sausages** has

**MORE**

Calories	33kcal
Carbs	4g
Protein	5g
Calcium	3%
Iron	7%
Potassium	5%

**LESS**

Fat	1g
Vitamin A	3%

## Feedback for Prototype 1:

1. The overall UX is nice, the visual is easily comprehended, and the flow is intuitive to follow.
2. On the homepage, it takes a little time to understand the categories are within the vegan context.
3. Is there a specific brand each food is featuring on?
4. Before the final comparison, there also needs to be information on regular food nutrition breakdown.
5. It might give more context to include a recommended daily intake value for nutrition.
6. Reading and trying to understand what the final comparison is doing takes more time than I expected.





**VEGAN SAUSAGE**

Water, Pea Protein Isolate, Refined Coconut Oil, Sunflower Oil, Rice Protein, Potato Starch, Salt, Fruit and Vegetable Juice

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**NUTRITION per 100g**

Calories	247	Vitamin A	0%
Fat	16g	Vitamin C	0%
Carbs	7g	Calcium	8%
Protein	21g	Iron	23%
		Potassium	9%

**SAUSAGE**

Pork, Water, Vinegar, Salt, Sodium Phosphate, Spices, Garlic, Sugar, Sodium Nitrite

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**NUTRITION per 100g**

Calories	214	Vitamin A	3%
Fat	17g	Vitamin C	0%
Carbs	3g	Calcium	5%
Protein	16g	Iron	22%
		Potassium	4%

COMPARE

### Are these better for you?

"DAIRY"

Almond milk

Oat milk

Vegan cheese

Vegan cream

Vegan yogurt

"MEAT"

Vegan beef

Vegan chicken

Vegan sausage

Vegan deli

Vegan nugget

Compared to **sausages**, per 100g of **vegan sausages** has

**MORE**

Calories	33kcal
Carbs	4g
Protein	5g
Calcium	3%
Iron	7%
Potassium	5%

**LESS**

Fat	1g
Vitamin A	3%

## Feedback for Prototype 2:

1. The overall UX is nice, the visual is easily comprehended, and the flow is intuitive to follow.
2. Compared to the previous prototype, this less detailed categorization makes sense as well.
3. It is really helpful to have information on regular food nutrition breakdown before the final comparison.
4. Even with information of the two foods side by side, it is still better to go one step further and do the final calculation for the user.

# Discussion on user feedback

- **On the homepage, it takes a little time to understand the categories are within the vegan context.**

I added quotes around each icon to suggest that they are not real meat/egg etc., but vegan versions.

- **Is there a specific brand each food is featuring on?**

Yes, and it is definitely necessary to indicated which specific brand it is, since the nutritional information can be quite different for different brands! I will be adding in that information when more products are added into the design.

- **Before the final comparison, there also needs to be information on regular food nutrition breakdown.**

I combined the two prototypes so there are a total of 3 steps when analyzing a food: featuring on the vegan version, comparing vegan and regular foods, and finally doing the calculation of the nutritional difference.

- **It might give more context to include a recommended daily intake value for nutrition.**

I added a line of text indicating that the values are based on a 2000-calorie diet.

- **Reading and trying to understand what the final comparison is doing takes more time than I expected.**

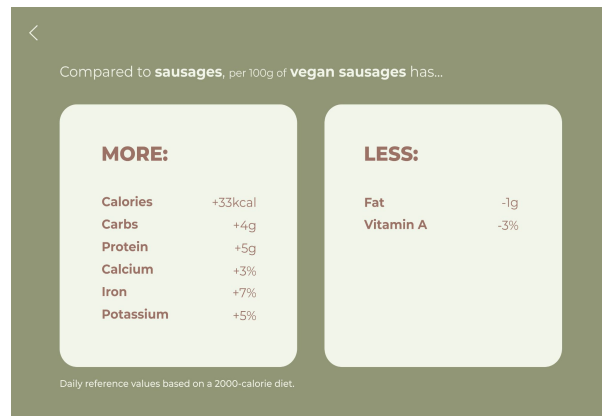
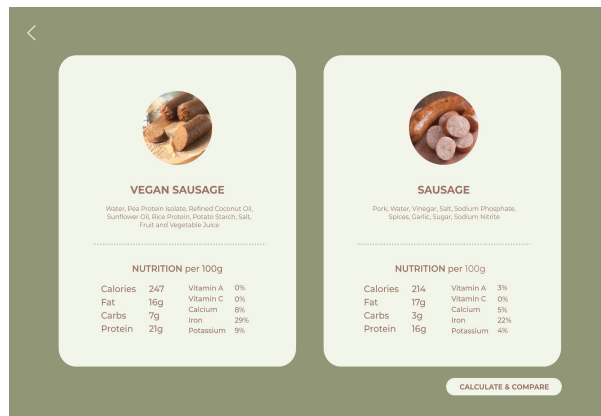
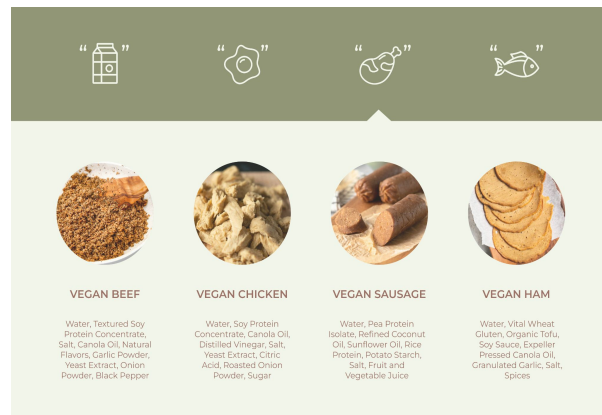
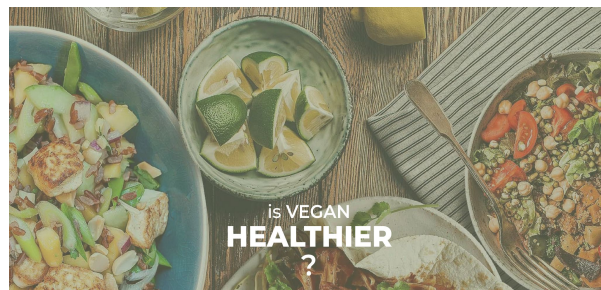
I tried to make subtle changes to the visuals to make the screen more easily understood.

For the top line of text I made more contrast in the boldness and font sizes; for the “more” and “less” titles I aligned them to the left so there is more distinction between this screen and the previous screen; for the numbers I added “+” and “-” signs to indicate that these values are results of comparisons.





# Updated prototype



# Discussion on in-class feedback

- **The website would be more user-friendly with a navigation bar on the top of all the screens.**

I will do that. I need to scale down the icons, but I think that they will still be legible.

- **The page that features only the vegan food is unnecessary. It has information that other pages have already.**

I do see why, but I am still debating between removing this page and not.

- **People are also already expecting a comparison in the first place, as indicated by the landing page. It is fine to show the comparison directly in the following screens.**

I have doubts about that. I think it might still be better to lead people to the comparison step by step by showing them information on vegan food itself first.

- **How to transition from the landing page to the homepage?**

I thought about having users either scroll down or just clicking on one of the four category icons.

- **It is OK if the icons shift location at the transition from the landing page to the homepage.**

Good to know.

- **On the screen with two cards, the food images can be much larger.**

I will enlarge the food images. I will try making the cards flippable, and place images and texts separately on fronts and backs.



# Plan

## Schedule

- **Week 1**  
Work in html and CSS
- **Week 2**  
Work in JS; connect pages
- **Week 3**  
Refine user interaction
- **Week 4**  
Usability testing; final minor changes

## Library and other components

I need library mainly for user interactions like card flipping and sliding pages.

- flip-card effect
- Turn.js
- jQuery (event handling)

