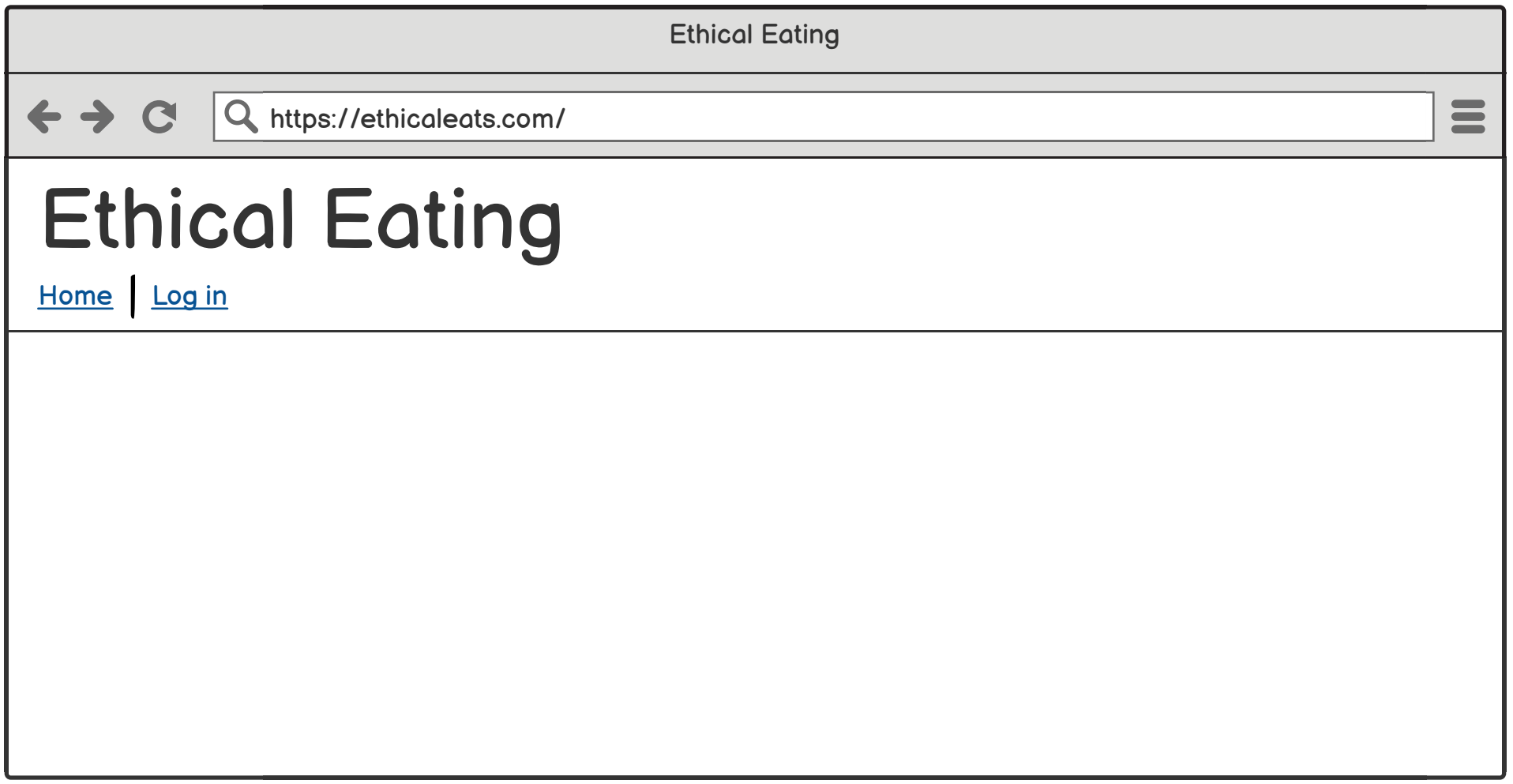
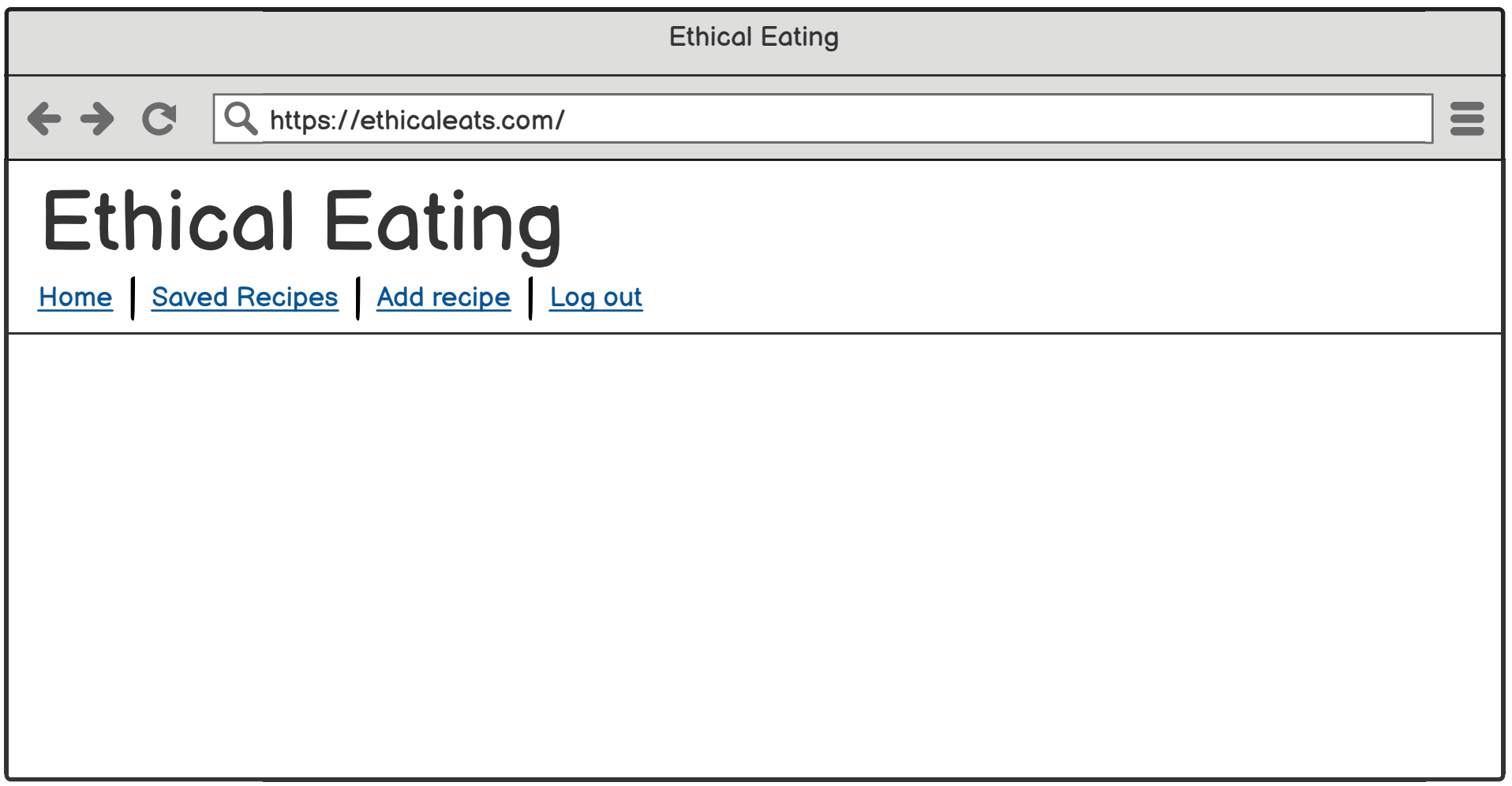
Header will be displayed on every page

Header when viewing as a guest:



Header after logging in:

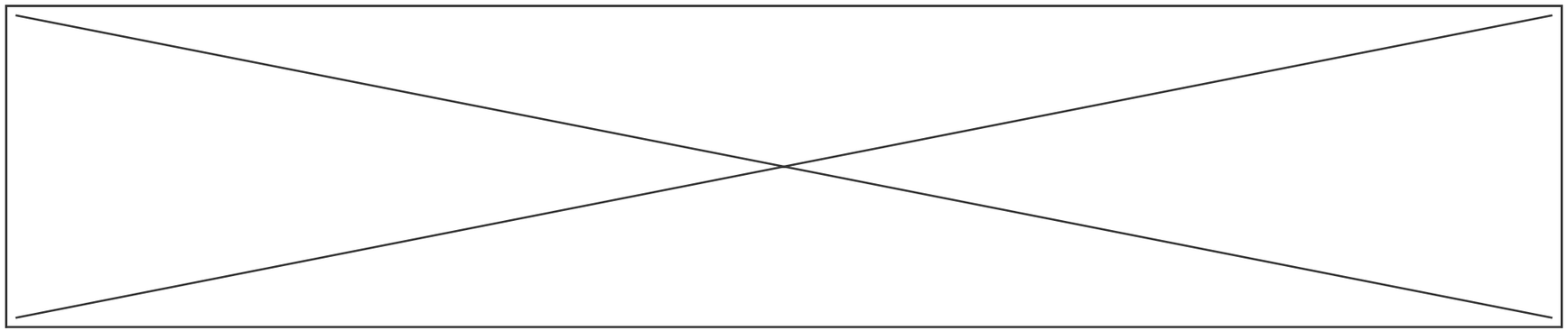


Ethical Eating | Home

https://ethicaleats.com/

Ethical Eating

Home | Log in



Picture of food, water, etc here

Water you doing to save the planet?

On the Zero Rows Returned team, we think that water is a very important resource to our global ecosystem. Controversial opinion, we know. However, many people don't realize that the food they choose to eat can have a much larger water footprint than expected. Have no fear, though. We've made this easy to use app that can give you alternative ingredients that use less water!

Using ~~AI and machine learning~~ a simple math equation, our system will determine the ethical score of a recipe by taking the ratio between water-saving ingredients and total ingredients in a recipe.

Creating an account is easy! When you sign up, you will gain access to a recipe book where you can save your recipes and quickly make water-saving adjustments. Or if you prefer to remain a guest, the search function offers a multitude of recipes and ingredients, and can give you alternatives at a moment's notice.

However you use the site, you can rest assurred that you are doing your part to lower our global water consumption.
Because every drop counts.

1. What changed
Home page created, with tagline, a little blurb about our goals, how we determine the ethical score, and why a user would create an account
2. Who made the change
Xander Houdek
3. Why the change was made
Users can now see how the ethical score is calculated, and now know why they would want to create an account. Plus a home page looks nice and eases the user into our website
4. Which heuristics the change reflects
Heuristic 2, because now the user knows why the account creation is useful (as well as the site as a whole). Also heuristic 3, since users can find more information about the ethical score calculation here, but they are not required to read it.

Ethical Eating | Login

https://ethicaleats.com/login.html

Ethical Eating

Home | Log in

Log in:

Username:

Password:

Log in

OR

Create an account:

Username:

Username must have at least 3 characters consisting of letters and numbers only.

Password:

Password must be 8 characters long, with at least one letter and one number.

Confirm password:

Passwords must match.

Create account

Ethical Eating | Login

https://ethicaleats.com/login.html

Ethical Eating

Home | Log in

Log in:

Username:

Invalid username or password

Password:

Log in

OR

Create an account:

Username:

Username must have at least 3 characters consisting of letters and numbers only.

Password:

Password must be 8 characters long, with at least one letter and one number.

Confirm password:

Passwords must match.

Create account

1. What changed
Error message generalized so that someone trying to log into someone else's account does not get any hints
2. Who made the change
Xander Houdek
3. Why the change was made
Improve security, and now error messages only show up in one of two places
4. Which heuristics the change reflects
Heuristic 4, since errors are in a familiar location

Ethical Eating | Login

https://ethicaleats.com/login.html

Ethical Eating

Home | Log in

Log in:

Username:

Password:

Log in

OR

Create an account:

Username:

Username must have at least 3 characters consisting of letters and numbers only.

Username already taken

Password:

Password must be 8 characters long, with at least one letter and one number.

Confirm password:

Passwords must match.

Create account

Ethical Eating I Login

https://ethicaleats.com/login.html

Ethical Eating

Home | Log in

Log in:

Username:

Password:

Log in

OR

Create an account:

Username:

Username must have at least 3 characters consisting of letters and numbers only.

Invalid username or password

Password:

Password must be 8 characters long, with at least one letter and one number.

Confirm password:

Passwords must match.

Create account

1. What changed
Error message generalized so that someone trying to log into someone else's account does not get any hints
2. Who made the change
Xander Houdek
3. Why the change was made
Improve security, and now error messages only show up in one of two places
4. Which heuristics the change reflects
Heuristic 4, since errors are in a familiar location

Ethical Eating | Login

https://ethicaleats.com/login.html

Ethical Eating

Home | Log in

Log in:

Username:

Password:

Log in

OR

Create an account:

Username:

Username must have at least 3 characters consisting of letters and numbers only.

Passwords do not match

Password:

Password must be 8 characters long, with at least one letter and one number.

Confirm password:

Passwords must match.

Create account

https://ethicaleats.com/recipe-book

Welcome, [[username]]!

My Recipes Home

Filter

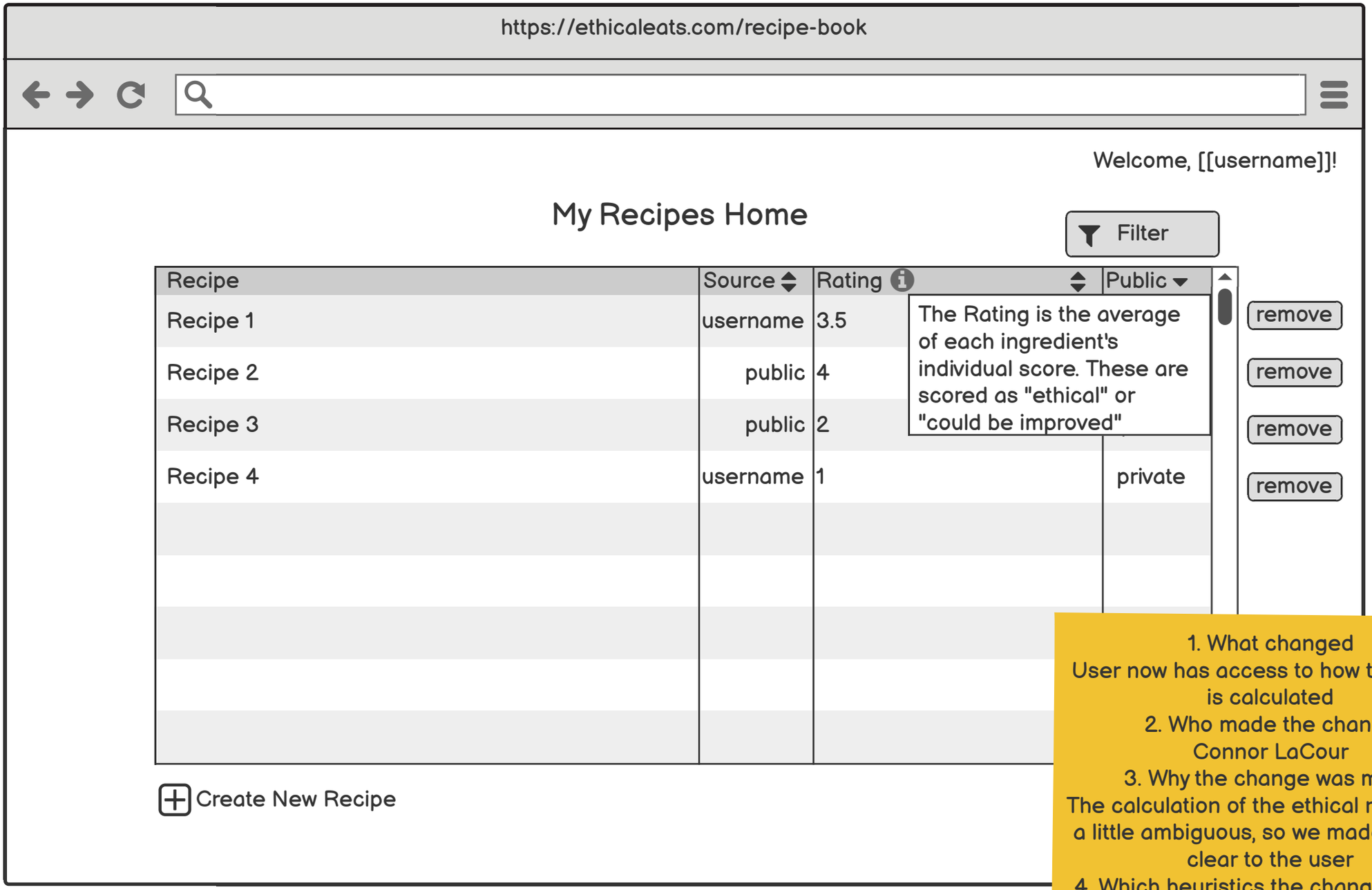
Recipe	Source	Rating	Public	
Recipe 1	username	3.5	public	remove
Recipe 2	public	4	public	remove
Recipe 3	public	2	public	remove
Recipe 4	username	1	private	remove

Create New Recipe

1. What changed
User now has option to remove recipe from their Recipe Book Homepage
2. Who made the change
Connor LaCour
3. Why the change was made
The option existed in the Individual Recipe Pages, but it makes more sense to have access to it here as well
4. Which heuristics the change reflects
Heuristic 4, because it is a familiar feature being made more available

Upon successful login, user is redirected to their recipes page

1. What changed
Nothing specifically on this page, but now user will be directed to recipe page upon login, instead of getting a confirmation message on the login screen
2. Who made the change
Xander Houdek
3. Why the change was made
Steamline app navigation, user will not be confused as to why they are seeing the login page if they are already logged in
4. Which heuristics the change reflects
Heuristic 4, because staying on the login screen after being logged in would be unfamiliar to most users



1. What changed
User now has access to how the rating is calculated
2. Who made the change
Connor LaCour
3. Why the change was made
The calculation of the ethical rating was a little ambiguous, so we made it more clear to the user
4. Which heuristics the change reflects
Heuristic 3, allowing users to gather as much information as they'd like

Upon successful login, user is redirected to their recipes page

https://ethicaleats.com/recipe-book

Welcome, [[username]]!

My Recipes Home

Filter

- [ ] Ethical Rating 2.0+
- [ ] Ethical Rating 3.0+
- [ ] Ethical Rating 4.0+
- [ ] Source: user
- [ ] Source: public

Recipe	Source	Rating
Recipe 1	username	3.5
Recipe 2	public	4
Recipe 3	public	2
Recipe 4	username	1

Create New Recipe

https://ethicaleats.com/recipe-book

My Recipes Home

Welcome, [[username]]!

[[Recipe Name]]

Ingredients	Ethical Rating/Info
Ingredient 1	Ethical: [[Ingredient 1]] is ethical because...
Ingredient 2	Ethical: [[Ingredient 2]] is ethical because..
Ingredient 3	Needs Improvement [[Ingredient 3]] could use some improvement because..
Ingredient 4	Ethical: [[Ingredient 4]] is ethical because..
Ingredient 5	Needs Improvement [[Ingredient 5]] could use some improvement because..

[[Prev Recipe]]

[[Next Recipe]]

Create New Recipe

Edit Recipe

Delete Recipe

1. What changed
User now has access to how the rating is calculated
2. Who made the change
Connor LaCour
3. Why the change was made
The calculation of the ethical rating was a little ambiguous, so we made it more clear to the user
4. Which heuristics the change reflects
Heuristic 3, allowing users to gather as much information as they'd like

https://ethicaleats.com/recipe-book

My Recipes Home

Welcome, [[username]]!

[[Recipe Name]]

Ingredients

Ingredient 1

Ingredient 2

Ingredient 3

Ingredient 4

Ingredient 5

Ethical Rating/Info

3.0: [[Ingredient 1]] i

Here are some alternatives that could improve the ethicality of this ingredient!:
....

Rating/Info

Rating/Info

Rating/Info

Rating/Info

[[Prev Recipe]]

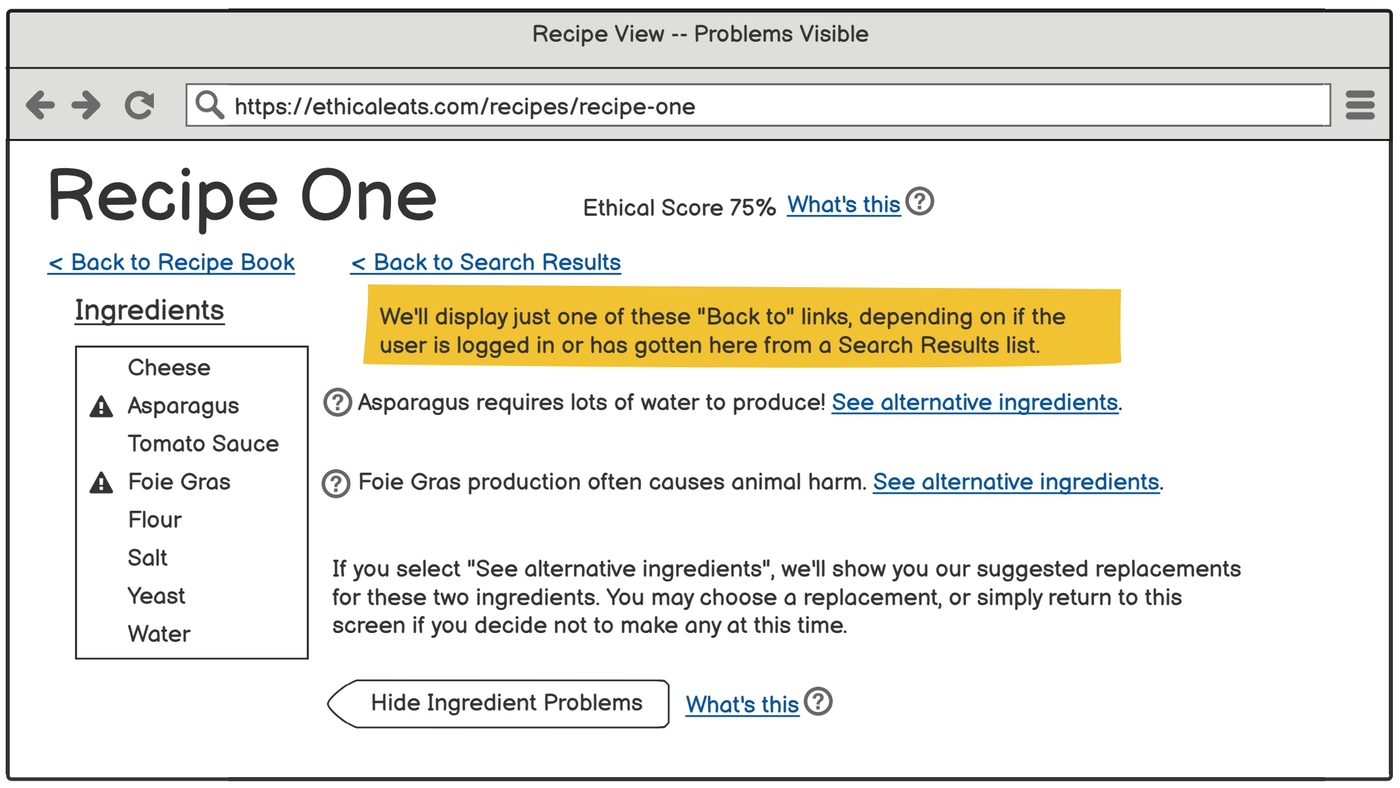
[[Next Recipe]]

Create New Recipe

Edit Recipe

Delete Recipe

When you view an individual recipe in a recipe book or as a search result, this is what the page looks like when you are viewing that recipe. The Recipe Book look and feel from previous frames is still preserved. Think of htis as a 'zoomed-in view".



1. What changed
The Recipe View was reordered to appear after the Recipe Book, a note was added that this is a "zoomed in view" when the user clicks on the recipe from the previous page, and a "Back To Recipe Book" button was added to the Recipe to make this connection explicit.

2. Who made the change
Thomas Danner

3. Why the change was made
Previously, users unfamiliar with the software would have a lot to learn with different screens. A consistent look and feel between Recipe Book and individual Recipe display is key for users to feel at home in the application. Someone mentioned a disparity between the Recipe view and Recipe Book view. These changes help reduce the chance users will experience this lack of cohesion.

4. Which heuristics the change reflects
This helps improve "Heuristic #4 (of 9): Keep familiar features available". By having a consistent look and feel, the user won't get lost in different pages that may be new to them.

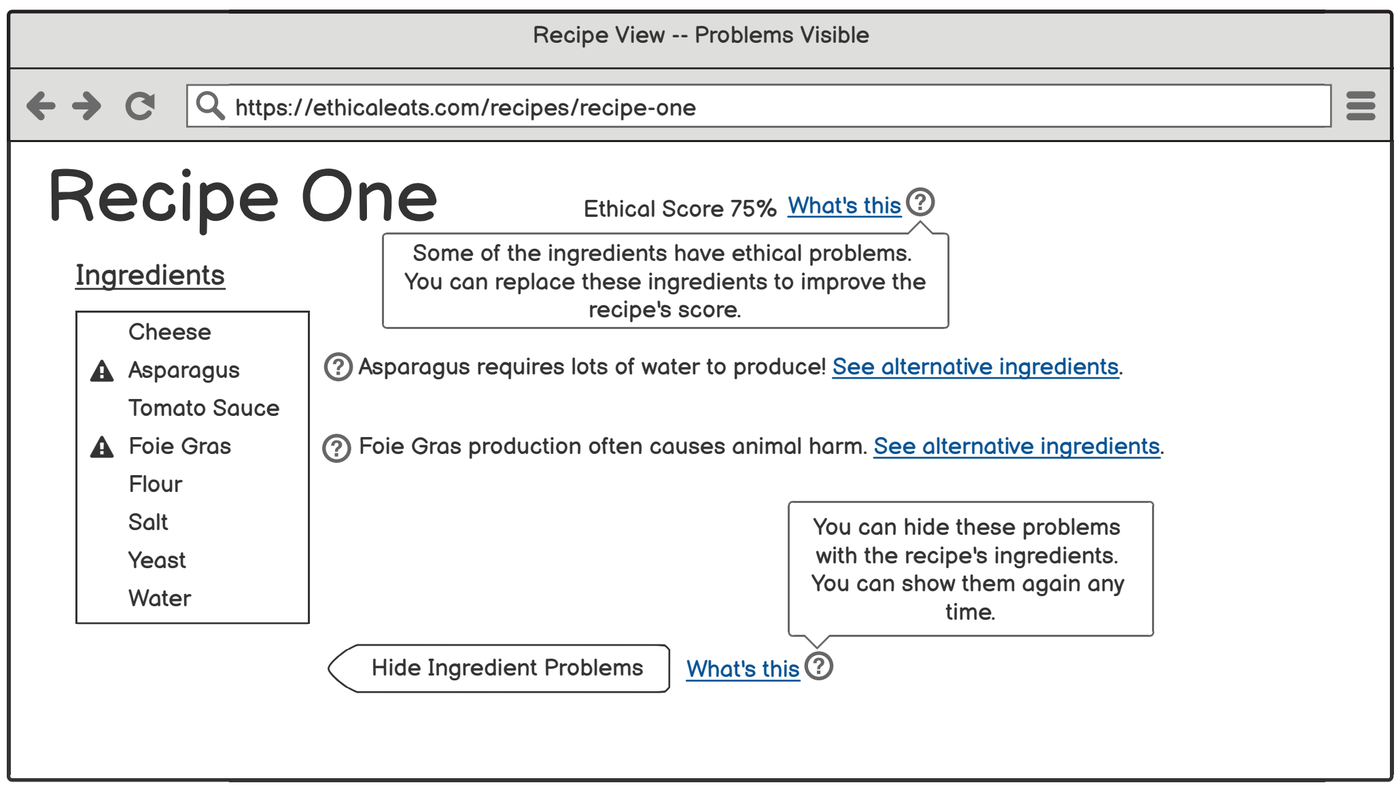
When the user clicks "See alternative ingredients" we take them to the following page, where they can replace these problematic ingredients.

1. What changed
The user now has an explanation of the effort required when they begin the Ingredient Replacement flow by clicking "See alternative ingredients" next to one of the problematic ingredients.

2. Who made the change
Thomas Danner

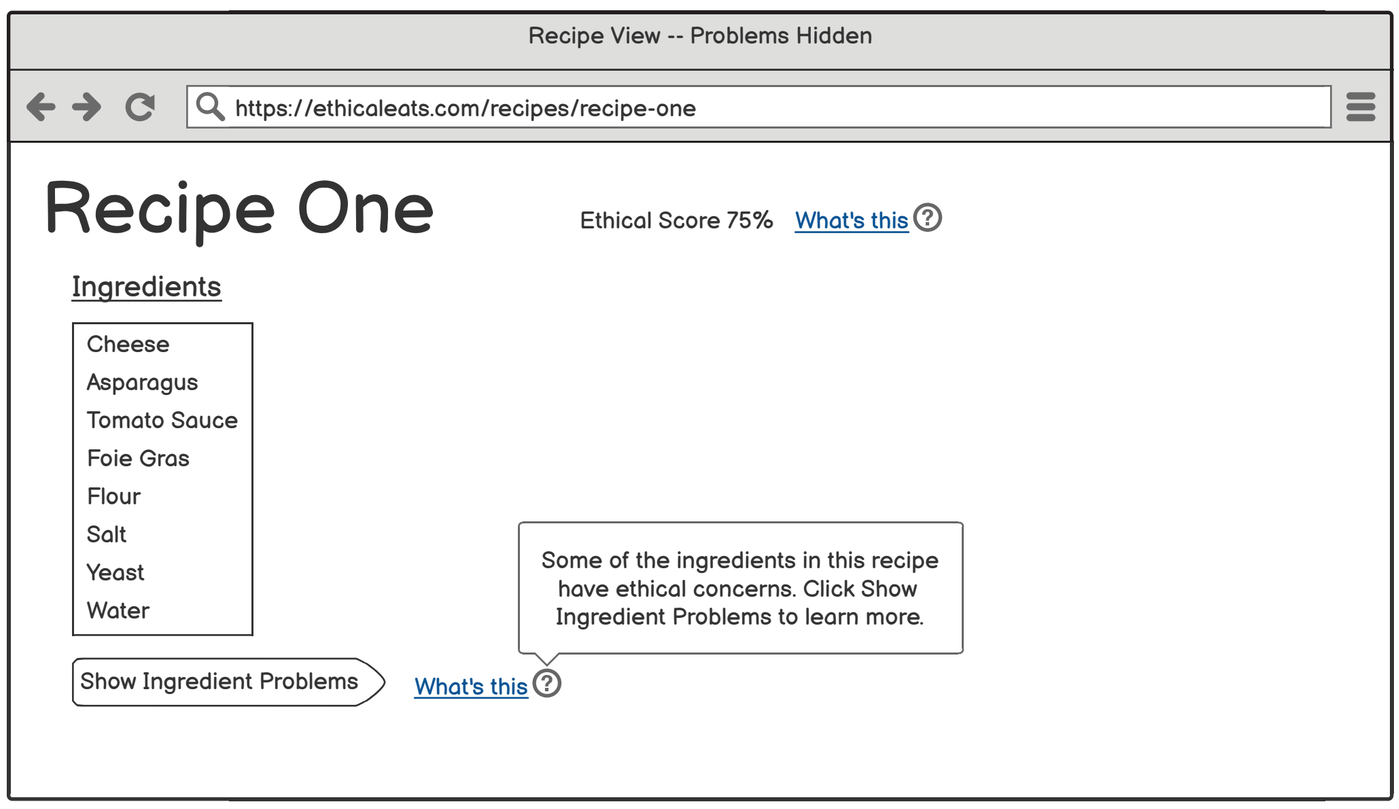
3. Why the change was made
Previously, users unfamiliar with the software would not know how much effort was required to make an ingredient replacement after clicking "See alternative ingredients". This uncertainty might prevent some users from going through the workflow. We received feedback that an explanation of the effort involved for the step was desired.

4. Which heuristics the change reflects
This helps improve "Heuristic #7 (of 9): Communicate the amount of effort that will be required to use a feature" because we explicitly mention what a user has to do to complete this flow. In this regard, it also supports "Heuristic #8 (of 9): Provide a path through the task" since the explanation makes the pathway clear.

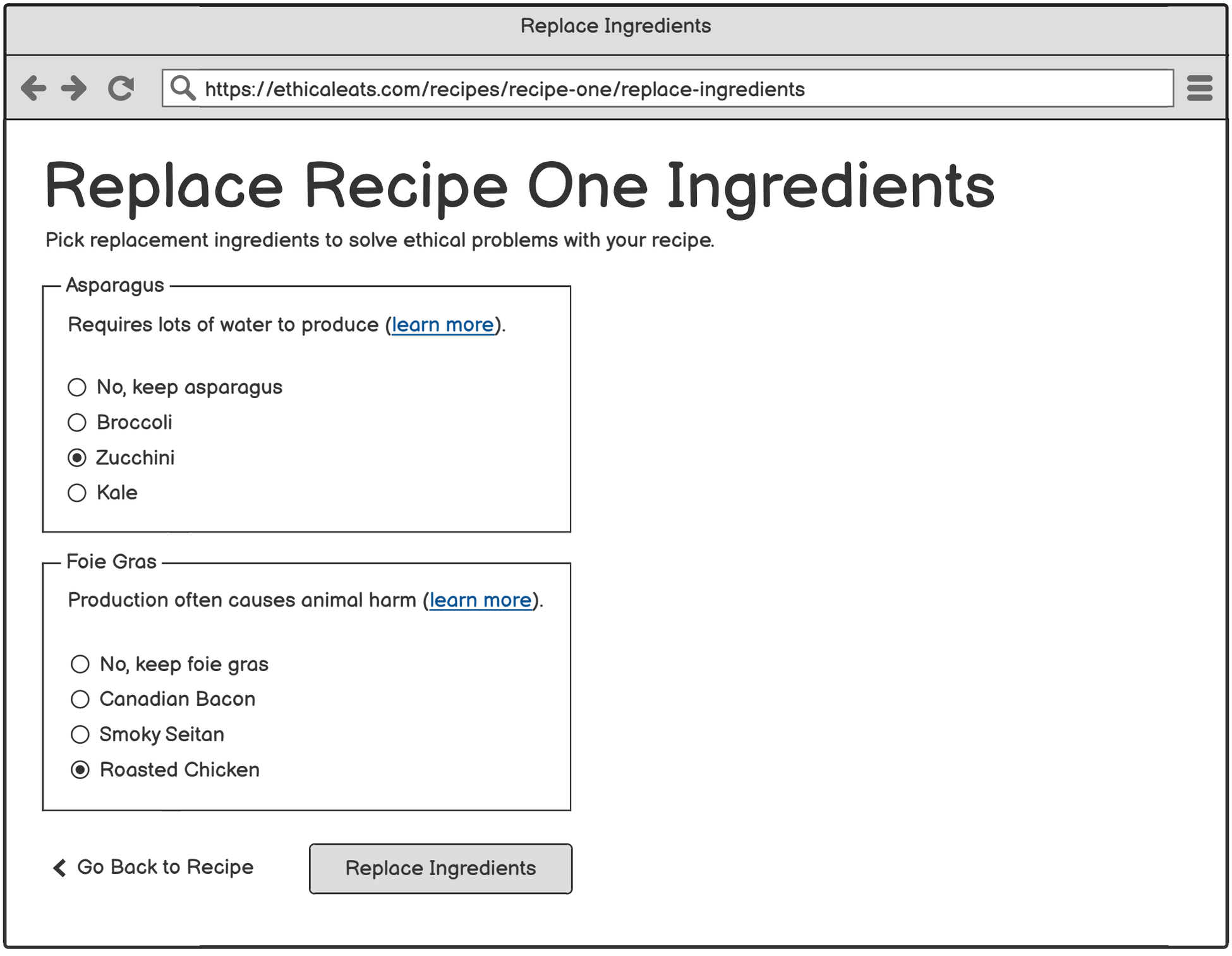


Display with tool tips visible. Tool tips display when the user clicks or hovers on the question marks.

The visitor can opt to hide ethical problems if they do not wish to see them.



Display with tool tips visible. Tool tips display when the user clicks or hovers on the question marks.



When the user clicks "Replace Ingredients", we make the replacement in their recipe, as seen on the next screen.

If the user clicks "learn more" by any ingredient, we link to a reputable source with more information about how we decided on the ethics and the replacements that we're suggesting.

The visitor can opt to hide ethical problems if they do not wish to see them.

Recipe View -- After Ingredient Replacement

https://ethicaleats.com/recipes/recipe-one

Recipe One

Ethical Score 100% What's this

Ingredients

- Cheese
- Asparagus
- Tomato Sauce
- Foie Gras
- Flour
- Salt
- Yeast
- Water

You replaced Asparagus with Zucchini. click to undo

You replaced Foie Gras with Roasted Chicken. click to undo

1. What changed
The user now has the option to "click to undo" Ingredient Replacements they made in the recipe after they have made those replacements on the previous screen.

2. Who made the change
Thomas Danner

3. Why the change was made
Previously, users could not undo Ingredient Replacements they made for more ethical ingredients. We received feedback that this undo functionality was desired.

4. Which heuristics the change reflects
This helps improve "Heuristic #5 (of 9): Make undo/redo and backtracking available". It also may help to "Heuristic #9 (of 9): Encourage mindful tinkering" since if the user knows they may undo their choices they might be more inclined to experiment.

If the user clicks "undo" we confirm the replacement.

Recipe View -- Problems Hidden

https://ethicaleats.com/recipes/recipe-one

Recipe One

Ethical Score 100% What's this

Ingredients

- Cheese
- Asparagus
- Tomato Sauce
- Foie Gras
- Flour
- Salt
- Yeast
- Water

This will replace Asparagus with Zucchini. This will lower the recipe's Ethical Score. Are you sure? Yes! No, cancel.

We give the user the option to undo their decision to undo their replacement if they wish with "No, cancel"

Recipe view -- recipe ingredients have no problems

https://ethicaleats.com/recipes/recipe-one

Recipe One

Ethical Score 100% What's this

Ingredients

- Cheese
- Zucchini
- Tomato Sauce
- Roasted Chicken
- Flour
- Salt
- Yeast
- Water

Show Ingredient Replacement Details

Recipe view -- recipe ingredients have no problems

https://ethicaleats.com/recipes/recipe-one

Recipe One

Ethical Score 100% What's this

Ingredients

Cheese
Zucchini
Tomato Sauce
Roasted Chicken
Flour
Salt
Yeast
Water

Your recipe's completely ethical. Great job!

Display with tool tips visible. Tool tips display when the user clicks or hovers on the question mark.

Single Ingredient view -- Ingredient has alternatives

Asparagus

Requires lots of water to produce (learn more).
Click on the ingredients below to explore
alternatives to Asparagus.

Alternatives
- Zucchini
- Kale
- Broccoli

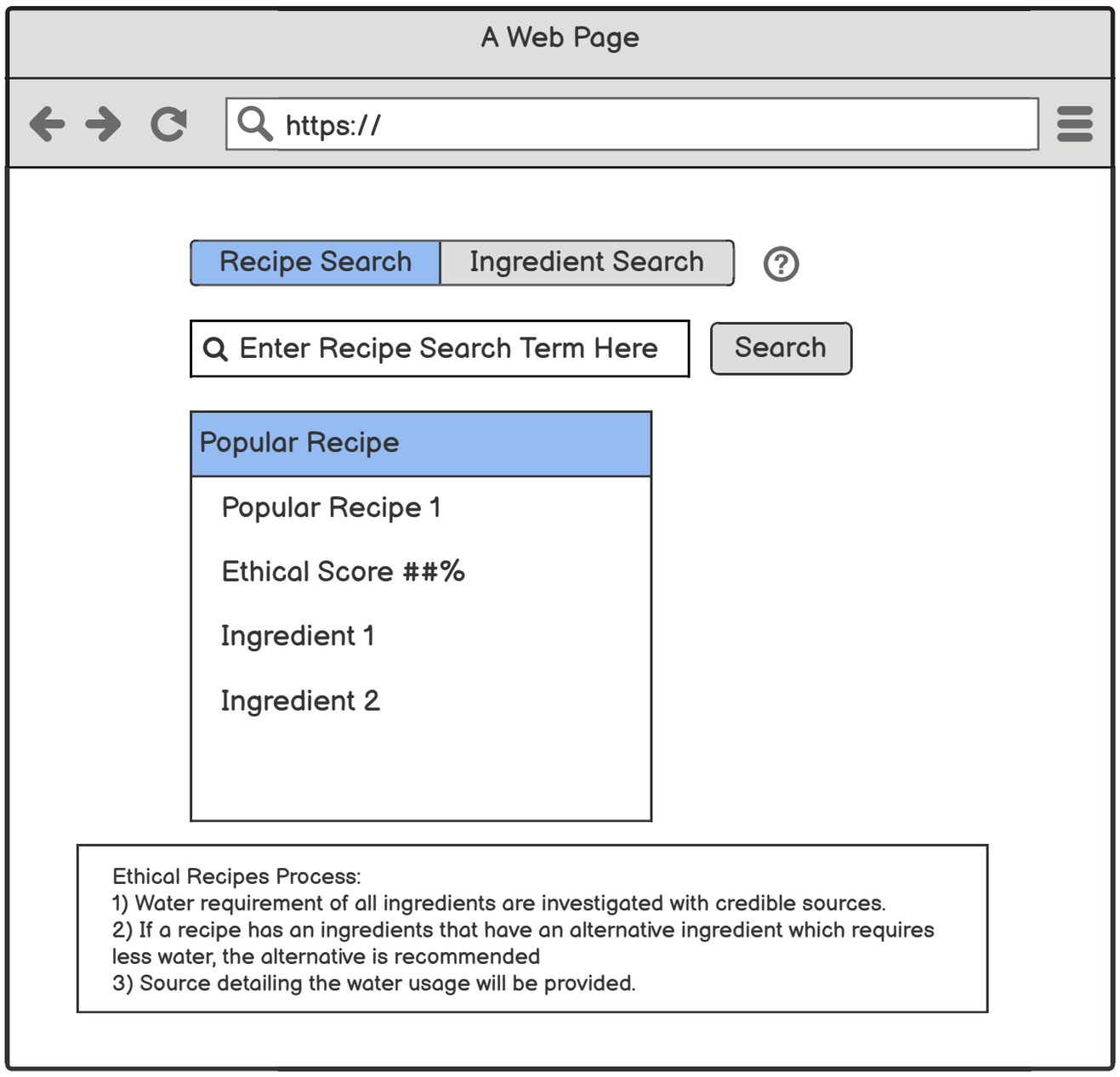
If the user clicks "learn more", we link to a reputable source with more information about how we decided on the ethics and the replacements that we're suggesting.

If the user clicks on one of the Alternatives Ingredient links, it takes them to that Ingredient's page.

Single Ingredient View -- No Problems

Broccoli

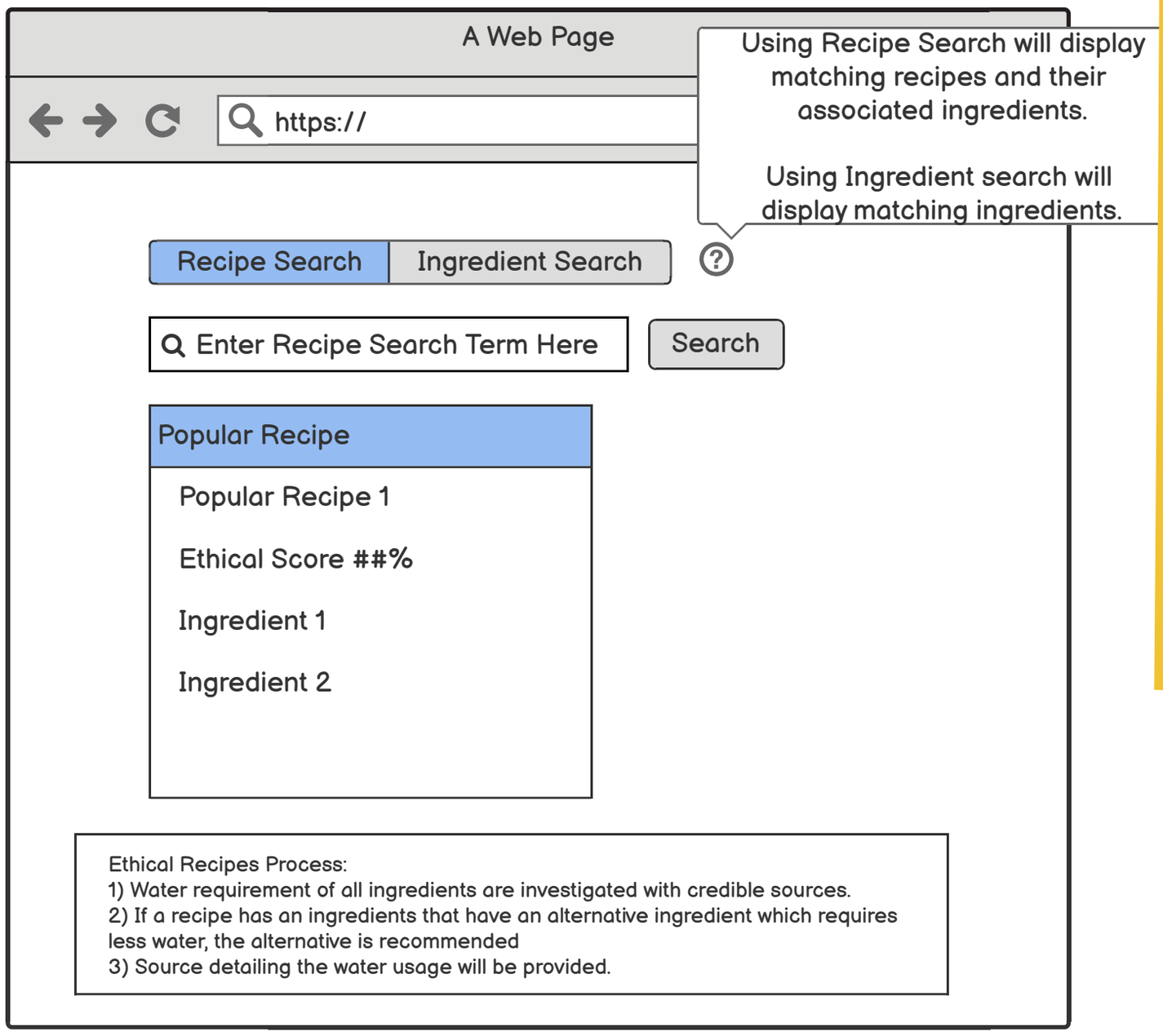
Broccoli requires less water to produce than other vegetables (learn more). For us it is a solid choice. We have no replacements to suggest for Broccoli at this time.



1. What changed
The "Ethical Recipe Process" explanation box and " Ingredient Process" Explanation box was added at the bottom of the search pages.

2. Who made the change
Aguedo De Los Santos

3. Why the change was made
These text boxes were added to provide the users with an explanation as to how the recipe alternate ingredients were determined. Previously the user had no way of knowing what process our application used to determine what a "better" alternative was.
4. Which heuristics the change reflects
This helps improve "Heuristic #3 (of 9): Let people gather as much information as they want, and no more than they want". When a user is on the application they now have more information about the process behind choosing an alternative ingredient in a recipe. The user does not need to know this information to use the application properly but it does allow them to learn about how we defined ethicality.



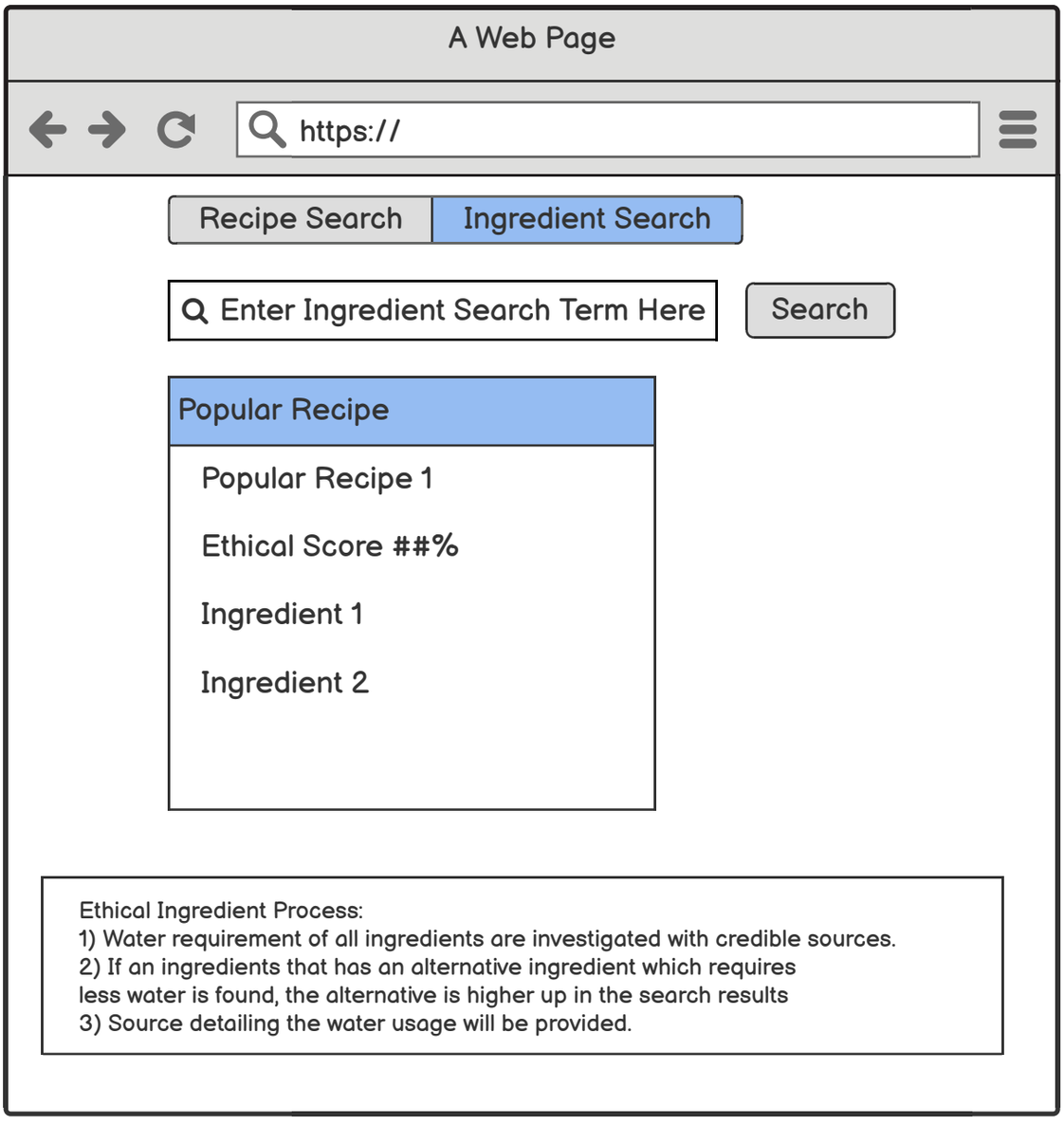
1. What changed
The user can click on the (?) mark and is displayed with an explanation with the differences between Recipe search and Ingredient Search.

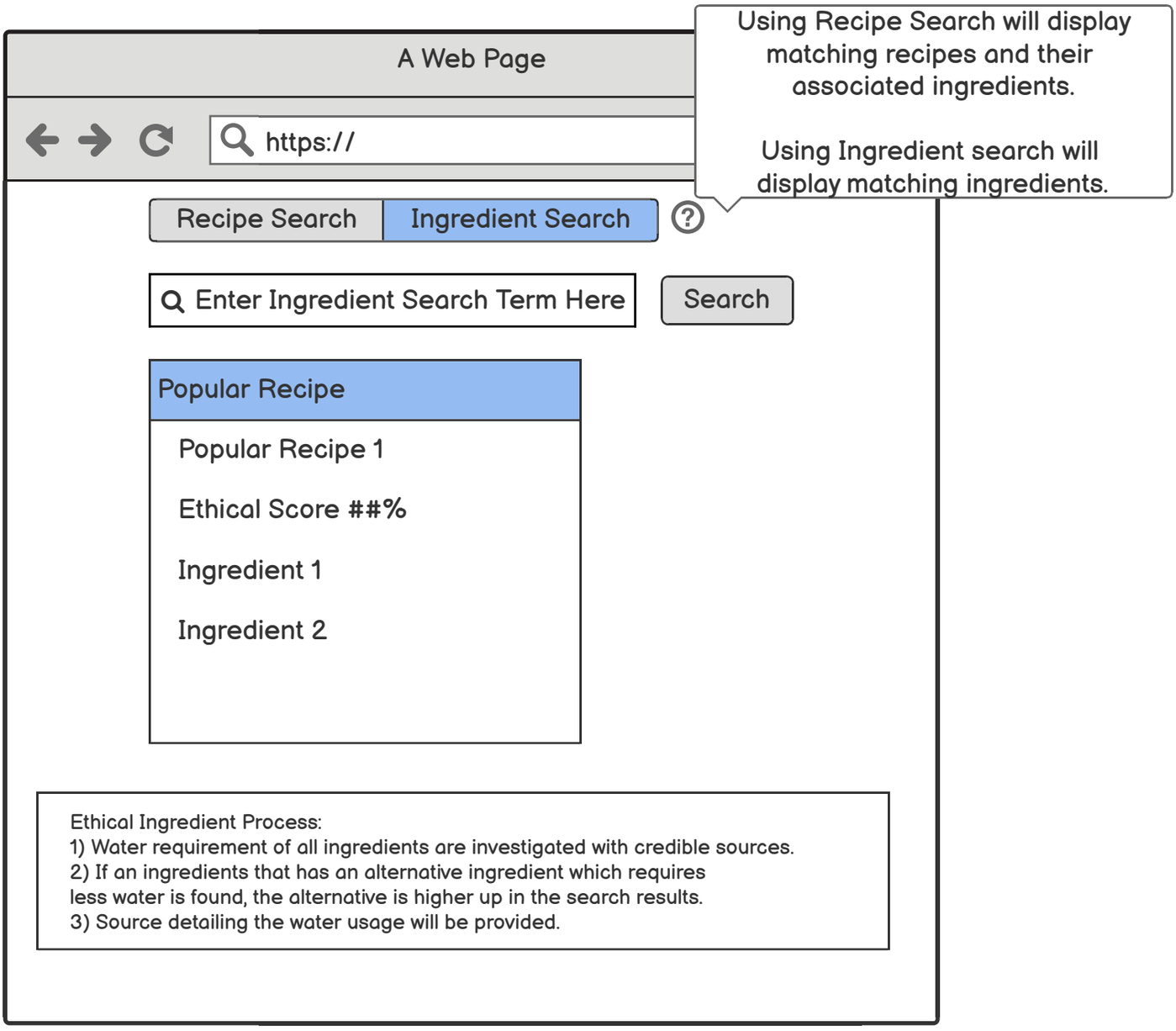
2. Who made the change
Aguedo De Los Santos

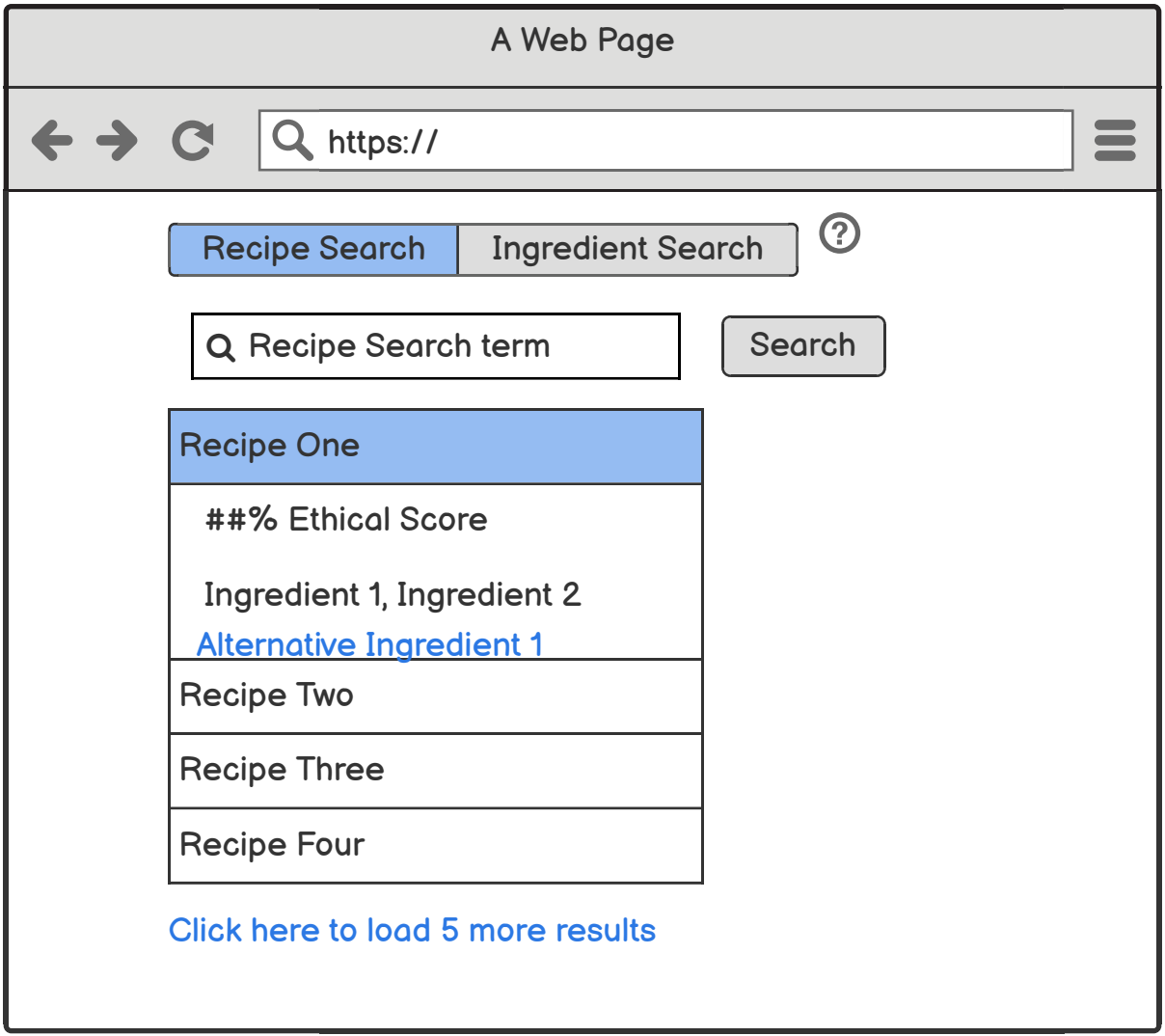
3. Why the change was made
When the user first entered the website there was no explantion as to what the differences between the Recipe Ingredient and Search ingredients were. This information bubble will allow the application user to learn about what these two features do.

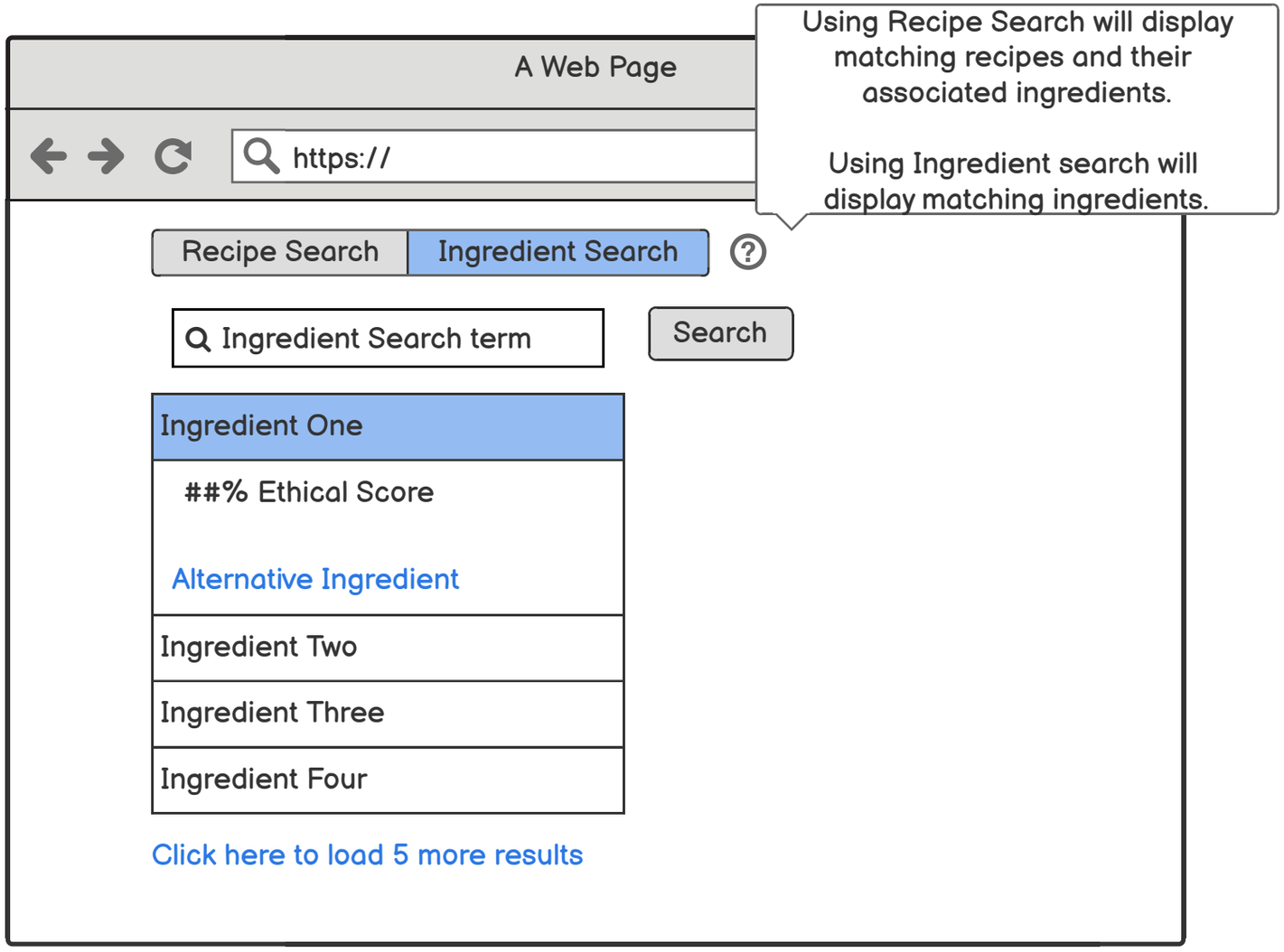
4. Which heuristics the change reflects

This reflects "Heuristic #2 (of 9)Explain what existing features do, and why they are useful". This addition allows the user to learn about the different search features and in what situation they could be used. This also applies to "Heuristic #6 (of 9) Provide ways to try out different approaches", the user is also provided with an alternative method of searching for "ethical" food rather than just by entire recipes.


A Web Page
https://
Recipe Search
Ingredient Search
Enter Ingredient Search Term Here
Search
Popular Recipe
Popular Recipe 1
Ethical Score ##%
Ingredient 1
Ingredient 2
Ethical Ingredient Process:
1) Water requirement of all ingredients are investigated with credible sources.
2) If an ingredients that has an alternative ingredient which requires
less water is found, the alternative is higher up in the search results
3) Source detailing the water usage will be provided.

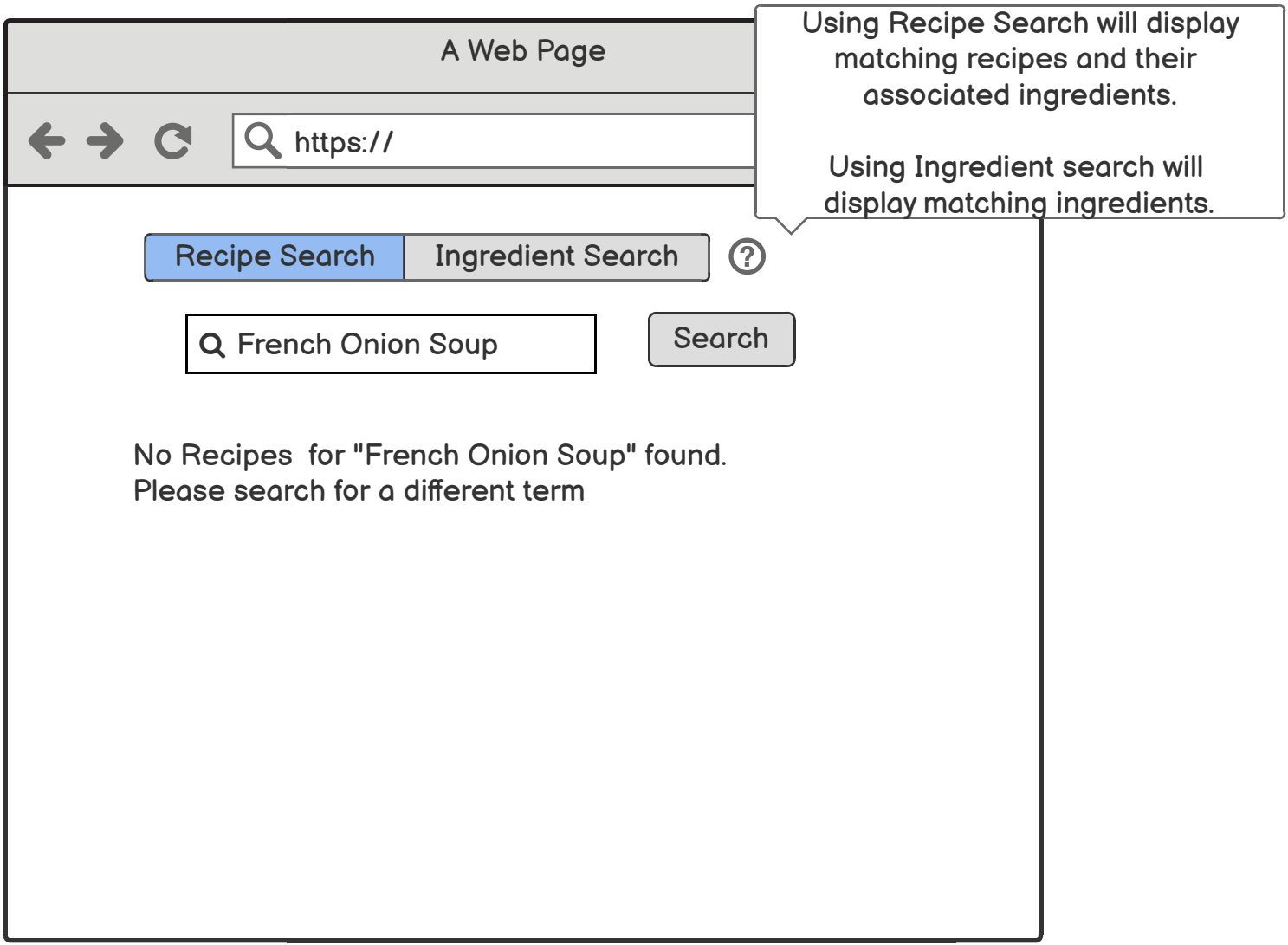

Using Recipe Search will display matching recipes and their associated ingredients.
Using Ingredient search will display matching ingredients.
A Web Page
https://
Recipe Search
Ingredient Search
Enter Ingredient Search Term Here
Search
Popular Recipe
Popular Recipe 1
Ethical Score ##%
Ingredient 1
Ingredient 2
Ethical Ingredient Process:
1) Water requirement of all ingredients are investigated with credible sources.
2) If an ingredients that has an alternative ingredient which requires
less water is found, the alternative is higher up in the search results.
3) Source detailing the water usage will be provided.

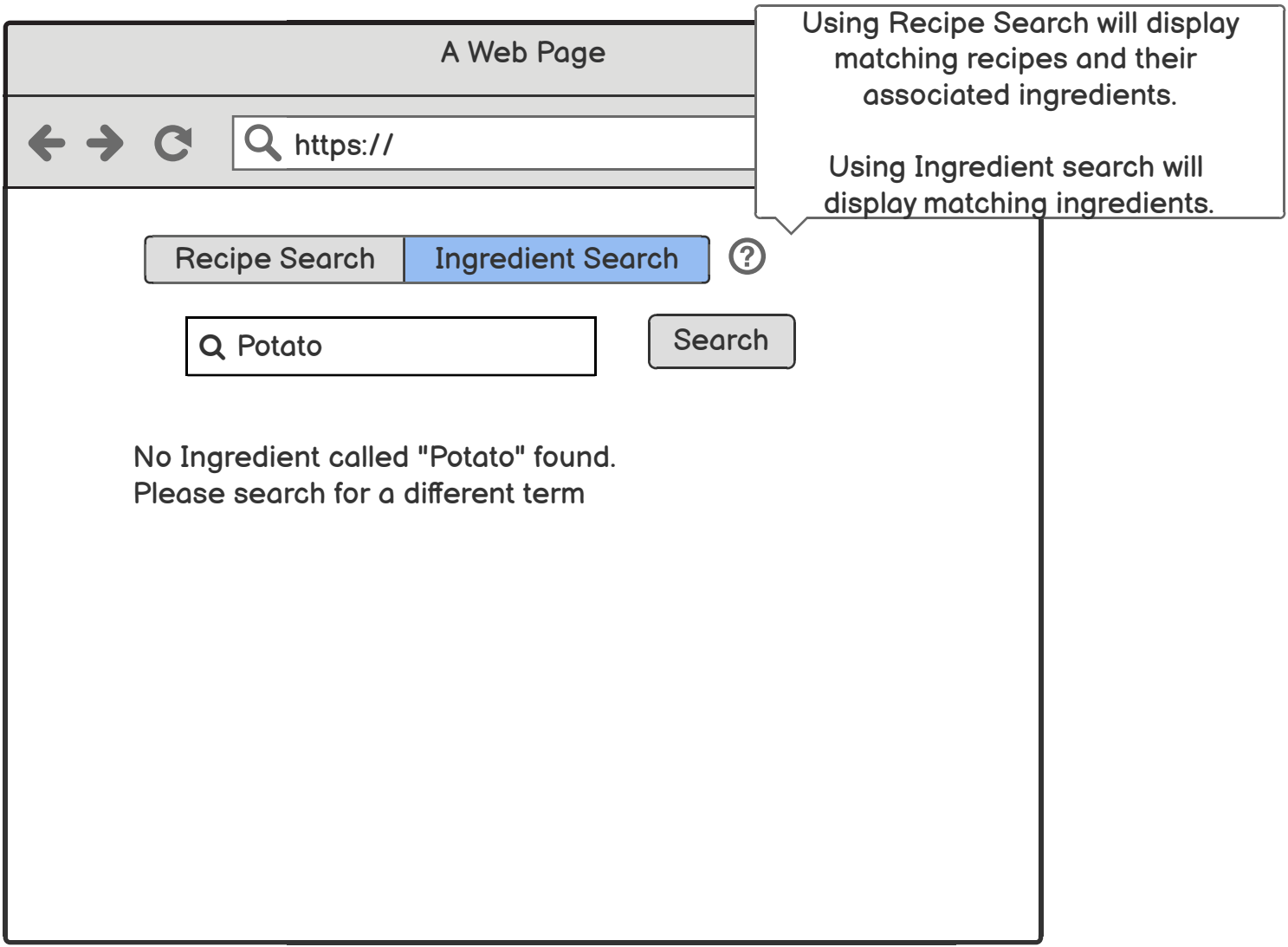

A Web Page
https://
Recipe Search
Ingredient Search
Recipe Search term
Search
Recipe One
##% Ethical Score
Ingredient 1, Ingredient 2
Alternative Ingredient 1
Recipe Two
Recipe Three
Recipe Four
Click here to load 5 more results



1. What changed
Any alternative ingredient that is found is now displayed in the search results for ingredients and recipes.
2. Who made the change
Aguedo De Los Santos

3. Why the change was made
This change was made so that the user had access to the alternative ingredient earlier in the process. They don't have to click on the ingredients page to find the alternative they can navigate to it from the results page.
4. Which heuristics the change reflects
This helps improve "Heuristic #6 (of 9): Provide ways to try out different approaches." The users now have multiple ways of accessing the information for the alternative ingredients. They can do it from the specific recipes page, individual ingredient page, or from the recipe and ingredient search results.
This also reflects "Heuristic #3 (of 9): Let people gather as much information as they want, and no more than they want": Users can gather as much information about a recipe or an ingredient as they want from the search page alone.


A Web Page
https://
Using Recipe Search will display matching recipes and their associated ingredients.
Using Ingredient search will display matching ingredients.
Recipe Search
Ingredient Search
French Onion Soup
Search
No Recipes for "French Onion Soup" found.
Please search for a different term


A Web Page
https://
Using Recipe Search will display matching recipes and their associated ingredients.
Using Ingredient search will display matching ingredients.
Recipe Search
Ingredient Search
Potato
Search
No Ingredient called "Potato" found.
Please search for a different term

Build A Recipe

Create your own recipe using ingredients from our database. This is a good way to figure out if your home cooking is ethical or not.

To create a recipe:
1. Select an ingredient
2. Click "Add Another Ingredient" if you wish to add another ingredient 3. If you make a mistake, you can click "Remove Ingredient" to remove that ingredient.
4. Type in the name of your recipe
5. Review your recipe
6. Submit!

Enter Ingredient

Pre-populated with ingredients from DB

Add Another Ingredient

The name your recipe will be saved as in your recipe book.

Name your recipe

Submit

Start Over

1. What changed
Added some explanatory text about the level of effort required to build a recipe

2. Who made the change
Thomas Fattah

3. Why the change was made
This change gives the user some information about how the "Build a recipe" process works.

4. Which heuristics the change reflects

This helps improve "Heuristic #8 (of 9): Provide a path through the task." The user knows the exact steps needed to build a recipe.

This also reflects "Heuristic #7 (of 9): Communicate the amount of effort that will be required to use a feature": Users know about the time commitment to create a recipe before they decide to do so.

Build A Recipe

To create a recipe:
1. Select an ingredient
2. Click "Add Another Ingredient" if you wish to add another ingredient 3. If you make a mistake, you can click "Remove Ingredient" to remove that ingredient.
4. Type in the name of your recipe
5. Review your recipe
6. Submit!

Enter Ingredient

Carrots

Carrots require a lot of water! Consider:

- Item One
- Item Two
- Item Three

Remove Ingredient

Enter Ingredient

Spinach

Remove Ingredient

Enter Ingredient

Select another ingredient...

Remove Ingredient

Add Another Ingredient

Name your recipe

Submit

Start Over

1. What changed
Made it clear if a problematic ingredient was being added

2. Who made the change
Thomas Fattah

3. Why the change was made
This change alerts the user if they're trying to add a problematic ingredient to their recipe.

4. Which heuristics the change reflects

This helps improve "Heuristic #5 (of 9): Make undo/redo and backtracking available." The user can swap out an ingredient if the ingredient is determined to be problematic

This also reflects "Heuristic #9 (of 9): Encourage mindful tinkering": A user will be encouraged to swap out an ingredient if that ingredient has some ethical issues.

Review Your Recipe

Recipe Name:

Ingredients:

- Item One
- Item Two
- Item Three

If yes, this will be saved to your recipe book. If no, you will go back and be able to make changes.

Does this look right?

Yes, Submit

No, Go Back

1. What changed
Ingredients now link to their individual pages with more details on the ingredient.

2. Who made the change
Thomas Fattah

3. Why the change was made
This change gives the user more information about the ingredient and allows them to see if there are any issues with the ingredient before they add it to a recipe.

4. Which heuristics the change reflects

This helps improve "Heuristic #9 (of 9): Encourage mindful tinkering." The user can look up the ingredient if they wish to do so.

This also reflects "Heuristic #3 (of 9): Let people gather as much information as they want, and no more than they want": Users can gather as much information about an ingredient as they want before they commit it to a recipe.