Product Management and Design Strategy For Healthy Eats

Enhancing User Experience in the
Long Term

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What is Healthy Eats?

- HealthyEats is a website I designed to help immigrants find more nutritious cultural meal alternatives in Canada with the aim of bridging the accessibility gap and reducing the percentage of immigrants with diet-related diseases.

- This website was made as a Summer project to expand my Software Engineering skills but as I continue to enhance the website and make it more accessible, I want to ensure that the products are being managed effectively and that the user experience is enjoyable.

What is the Product?

▶ In this scenario, **the product is the website itself**. Maintaining a business management mindset means that not only must I ensure that the programming of this site is up to par, but that the product is being engaged with is being continuously improved based on feedback and providing value by addressing the needs of its target audience.

How am I enhancing this product ?

1. User Feedback and Usage Analytics

► I've created a survey to gather user feedback, which will guide improvements to the website based on real user experiences. As the website evolves, I will implement a usage tracking tool like **Google Analytics** to identify pain points and track engagement. This data-driven approach will allow continuous refinements, ensuring the product aligns with user needs.

2. Improving User Interaction & Experience

- **Structured Meal Cards:** Nutritional info of original and alternative meals are displayed for easy comparison.
- **Vibrant Imagery:** Background images enhance cultural connection, and the green theme symbolizes its focus
On health and nutrition.
- **Meal Contrast:** Side-by-side comparisons create a modern, clean look.
- **Cultural Sensitivity:** Tailored for immigrants, featuring familiar meals with healthier alternatives.
- **User-Friendly Search:** Simple search functionality for quick meal access.
- **Nutritional Transparency:** Clear nutritional breakdown for easy evaluation.
- **Accessibility Focus:** Large fonts and bold buttons ensure inclusivity for all users.

3. Regular Testing and Updates

- Regular unit tests will be conducted ensure that each part of the website functions properly and meets quality standards. Updates will be implemented frequently to satisfy users' evolving needs. Additionally, I aim to expand the project by involving other programmers, as collaboration brings diverse knowledge and expertise. Making the website open to programming collaboration allows a broader community to contribute and improve the product and its services.

Partnerships

▶ Finally, I plan to collaborate with services at my school, such as *Picnic*, which promotes good health and diet. This partnership will expand the reach of the website to further support nutrition awareness and accessibility throughout my school community and will continue to grow from there.

Conclusion

▶ To conclude, these are my key strategies for managing and enhancing the website as a product. By leveraging user feedback, I aim to improve user experience and ensure that the site continues to serve its mission effectively. These steps will help make the product more accessible, engaging, and impactful for its target audience, ultimately bridging the cultural food accessibility gap and reducing the percentage of immigrants in Canada with diet-related diseases.

Thanks for your Time!

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