
FURTHER FOOD

Help Me Find...

SEARCH

Register
Sign-In

Conditions

Meal Types

Diet Restrictions

GO

ASK THE
HEALTHLINE

ABOUT US

Fresh Fruit Tart (Gluten-free and Dairy-Free)



Further Food Site Redesign & Expansion

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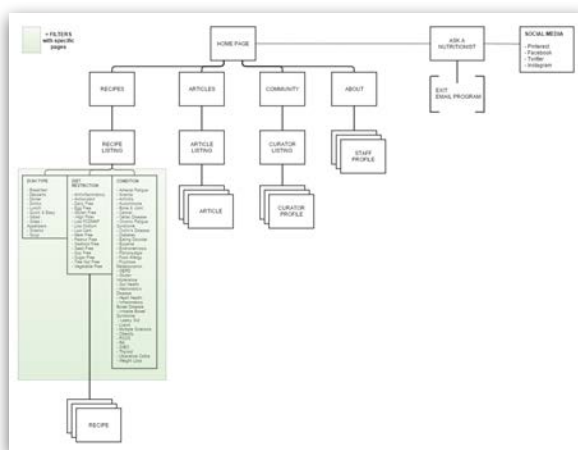
FURTHER FOOD REDESIGN AND EXPANSION

SITE MAPPING

Purpose

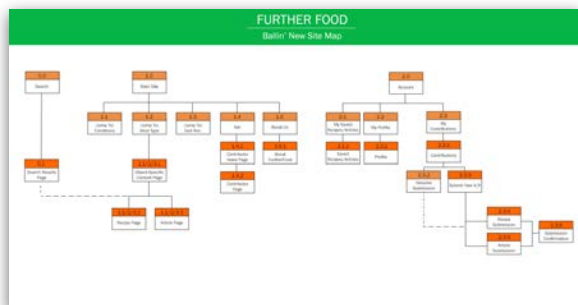
Content sites like FurtherFood require an organized and learnable structure to its information architecture, which is expressed cleanly in a site map. Understanding the current site map illuminated how users currently access content, and the avenues for improving that hierarchy.

Key Findings:



- Users could only filter through one option at a time; for instance, they could not pick Celiac Disease as a condition and pair it with Dinner as a meal type to get dinner recipes for sufferers of Celiac Disease.
- Content was structured in a simple way, but often not connected together; for instance, it is difficult to jump from an article to a relevant recipe and vice versa.
- There are too many places on the site that direct you to other web pages.

Design Solution



- Recipes and articles are not taxonomically-linked at the content level.
- All content is accessible through global search.
- Object-specific content pages house content and improve SEO reliability.

Future Recommendations

As FurtherFood builds its content library, it may be necessary to expand the object-specific content pages from single feature (conditions) to multiple feature (conditions plus additional filters). This decision should be made after extensive user testing.

FURTHER FOOD REDESIGN AND EXPANSION

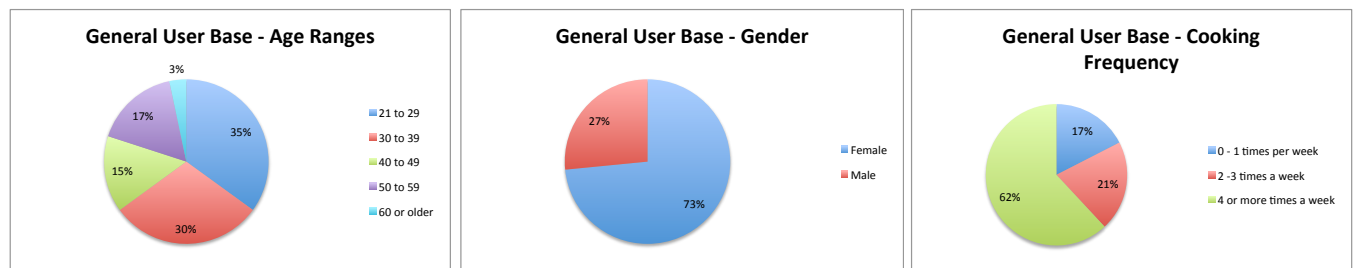
SURVEY

Purpose

Surveys serve two important roles to UX designers: the first, to get a better sense of how a general user base might react to different issues revolving around specialty food and recipe websites; the second, to recruit users for interviews.

Key Findings:

Across **65 survey respondents**, we identified the general user base as:



We found a diversity of chronic health conditions in this group, which helped us land **22 interview** prospects. Additionally, from these surveys, we were able to identify several consistent competitors to FurtherFood, like **Allrecipes**, **Food52**, **Epicurious**, and **Weight Watchers**.

Design Solution

- Because such a significant portion of Further Foods audience skews toward older demographics, we realized the importance of building a website that didn't heavily rely on a user's tech-savviness to guide them through. Simplicity and directness became foundational values in our design.
- We also realized, because of the general audience's propensity to cook much more often than we have assumed, we knew the importance of centering Further Food's content hierarchy around meals rather than individual foods.

Future Recommendations

Further Food should continue to survey its user base at least once a quarter, making sure to take hold of trends in their subscription and monitoring the imbalance toward female readers.

USER INTERVIEWS

Purpose

It's one thing for users to self-report their behavior, but that's only a small glimpse into the world of someone with a chronic health condition. We needed to dig deeper into their behaviors and the contexts surrounding them, the pain and the pleasure points they currently have in their online food/recipe website experiences.

Key Findings:

- The **emotional toll these illnesses take can be just as heavy as the physical toll**; this highlighted how important it was for FurtherFood to have an immensely pleasant experience, to make it feel like a supportive community rather than just a content store.
- There's a significant number of people who **simply want to live a healthier lifestyle**, and the content of FurtherFood must reflect that preference if it wants to gather market share from its competitors.

Sample Interview Chart:

Interviewee	Role	Key Takeaway
Alivia Duran	Survey Respondent	Convenience is the biggest factor
Colin Allen	Survey Respondent	Convenience is the biggest factor
Margaret Javier	Survey Respondent	Difficult to learn to accommodate with family illnesses
Melanie O'Donnell	Survey Respondent	I just want to know what I'm putting in my body
Talisa Chang	Survey Respondent	My habits change frequently, so I need resources that can adapt to that change
Yulin Tsai	Referral	I need to know what I'm putting in my body
Brett Talenfield	Registered Dietitian (Expert)	Patients need to better understand <i>why</i> they're making these changes

Design Solution

- Through the research and interview process, we generated our three personas: Claire (the Celiac sufferer), Amy (the subject-matter expert), and Katie (healthy lifestyle eater).
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FURTHER FOOD REDESIGN AND EXPANSION

CONTEXTUAL INQUIRY

Purpose

Similarly to the survey process, we want to make sure we include as much *actual* behavior in our research as possible. Our team took a trip to Whole Foods to see how health-conscious people shop for their food.

Key Findings:



- Shoppers with chronic health conditions often spend much more time in the store, carefully selecting items, than do consumers without.
- Whole Food's expertise on high-quality, nutritious food is everywhere. Customers are constantly reinforced with messages about why Whole Foods knows what foods they need to eat.
- Whole Food has specific sections of its store dedicated to condition and/or lifestyle-specific items.
- Their sections include many third-party features — a symbol of how comprehensive a resource the store is. If a customer is buying a new beer and wants to know whether it's worth the money, they don't need to pull out their phone and search on Google, because the information is there and apparent.

Design Solution

CALORIES

210

FAT

7

CARBS

11

PROTEIN

23

PER SERVING: Saturated Fat: 1g; Monounsaturated Fat: 2g; Polyunsaturated Fat: 3g; **Cholesterol:** 62mg; **Sodium:** 1118mg; **Potassium:** 619mg; **Fiber:** 0g; **Sugar:** 3g

NUTRITION BONUS: Vit C: 21%; Iron: 6%

EXPERT ADVICE

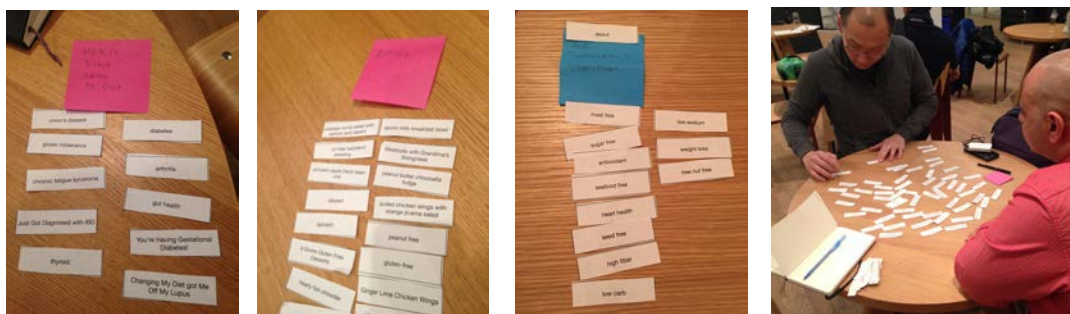
All that flavor from fresh fruits, herbs and veggies without all the gunk! Delicious! Salmon is such a wonderful source of omega-3 fatty acids which keep inflammation at bay, that making it taste delicious just guarantees that you will eat it more often! I also love the addition of vitamin C - a powerful antioxidant - from both the orange and the lemon, and the ginger helps boost immunity. By using coconut aminos instead of soy sauce you are avoiding excess sodium and gluten too!

Celiac Disease

Celiac disease is an autoimmune disorder of the small intestine that occurs in genetically predisposed people of all ages from middle infancy through adulthood. Symptoms include pain and discomfort in the digestive tract, chronic constipation and diarrhea, failure to thrive (in children), anemia and fatigue, but there may be others, and symptoms in other organ systems have been described. Organisms deficiencies are often noted in people with celiac disease along with the malabsorption of the small intestine to properly absorb nutrients from food.

- We knew to include comprehensive information about what was in every recipe, and weight it heaviest in each recipe page (Quick Facts, Nutritional Facts).
- Trust is paramount for FurtherFood's users, and branding needs to be present on every page (Expert Review).
- One-stop locations wherein all content can be accessed (Object-Specific Landing Pages).

CARD SORTING



Purpose

To identify logical methods of information architecture — essentially, how users naturally organize content found on Further Food's website.

Key Findings

- Users naturally understood the content of the site after identifying chronic health conditions and foods
- Users could *not* easily distinguish between food types (dinner vs lunch), as well as other sub-categories
- Users could *not* easily distinguish between chronic health conditions, allergies, and dietary restrictions

Design Solutions

- Primary site navigation focuses on finding content clearly and easily
- Health conditions, allergies, and meal types must be clearly distinguished yet easy to navigate
- Connection between health conditions and food solutions should be simple and consistent
- Article titles should be consistent in style and distinct from recipes (as well as other content)

Future Recommendations

- Primary navigation should be tested in private beta mode with large pool of current users
 - Navigation should be tested with many iterations of user flows, to identify possible gaps
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FURTHER FOOD REDESIGN AND EXPANSION

COMPARATIVE ANALYSIS

Purpose

To identify industry competitors and opportunities for innovative design solutions

Key Findings

Comparative sites include:

Product	URL	Slogan	Notable Feature(s)
food52	http://food52.com/	Helping people become better, smarter, happier cooks.	Advanced filter system, curated lists, community-generated content including expert chefs
Weight Watchers	https://welcome.weightwatchers.com/home/	Lose weight, feel great, and do it all deliciously	Subscription-based, focused on losing and maintaining ideal body weight
Academy of Nutrition and Dietetics	http://www.eatright.org/	Your source for science-based food and nutrition information.	Leading credible source for nutritionists
Sustainable Dish	http://sustainabledish.com/	I've never felt happier or stronger, and I am so excited to spread the word about nutrient dense, sustainable nutrition.	Blog by amateur nutritionist, focused on healthy, sustainable cooking
IBS-Free	http://www.ibsfree.net/what-is-fodmap-diet/	Learn more about FODMAPs and pass it on.	Leading content-driven site re: IBS, primarily aimed at connecting IBS patients with medical professionals
The Kitchn	http://www.thekitchn.com/	inspiring cooks, nourishing homes	Content-driven blog focused on home cooking. Visually pleasing with strong use of food photography and well-written article/recipe combinations.

Design Solutions

- Copy on each of the comparative sites was positive and focused on connecting clinical research with healthy food solutions.
 - Comparative sites were primarily advertising-driven content sites, focused on engagement with content. Other popular business models included monthly subscriptions and product sales.
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FURTHER FOOD REDESIGN AND EXPANSION

INDUSTRY RESEARCH

Purpose

To understand the industry and establish scope for the site redesign

Key Findings

Formula for battling symptoms related to chronic health conditions include:

- Diet (elimination of harmful foods and addition of helpful foods)
- Supplementation (vitamins and supplements)
- Physical activity (usually increased and targeted physical activity)

Thought leaders within the field of integrative nutrition include:



Mark Hyman



Joy Bauer



Mind Body Green



Institute of
Integrated
Nutrition

Design Solutions

- Due to the relative youth of the nutritional food industry, credibility of Further Food's site content is critical to its growth. Wherever possible, our design will emphasize credibility and expertise.
- Contributors (unlicensed food bloggers) will be distinguished from experts (licensed dietitians and nutritionists). Contributors provide personal, anecdotal content whereas experts provide professional advice based on recipe content.
- Further Food contributors with extended contribution history, will be distinguished as FF Ambassadors
- "Expert Review" feature within each recipe, in addition to contributor story.

Future Recommendations

- Increase expert contributions to the website, particularly original content from licensed nutritionists and dietitians.
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HEURISTIC ANALYSIS

Purpose

To evaluate current site's user interaction design based on Nielsen Norman Group's "10 Usability Heuristics for User Interface Design"

Key Findings

Three of the ten heuristics were identified as areas needing vast improvement, in order to significantly improve the user's experience:

- Visibility of system status: The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
- Error prevention: Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.
- Flexibility and efficiency of use: Accelerators — unseen by the novice user — may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Design Solutions

- Introduce feedback for interactive features within primary nav (link hover and clicks)
 - Reduce header real estate (from 23% of screen to > 15%)
 - Modify primary navigation to encourage simple, clear user experience through flows
 - Redirect social media links to encourage sharing of content, rather than simply taking users off-site
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USABILITY TESTING: MID-FIDELITY PROTOTYPE

Purpose

To thoroughly evaluate user interaction with features, based on (3) 25-minute user tests and applying industry-standard UI heuristics (“rules of thumb”).

Key Findings and Design Solutions

Prototype Version 4 (Mid-Fidelity)

Page	Observations	Design Solutions
Recipe	Step-by-step instruction cards were difficult to navigate, confusing, and unnecessarily complicated. Expert review was clear and added credibility to recipe.	Refine step-by-step instruction cards, refine step navigation. Emphasize expert review.
Article	Content sharing icons were difficult to understand (especially email and bookmark), floating related content was confusing. Social media icons were clear; links to author’s content was clear.	Replace “bookmark” copy with “Save to Account”; replace floating related content with static content in list format.
About Us	Interactive staff feature was confusing (users did not realize it was interactive), “contribute” copy unclear (misunderstood as call-to-action to make a financial donation).	Replace interactive staff feature with static image and links; change copy for “contribute”.
Contributor Page	Meaning of ambassador badge unclear. Area of expertise clear and adds credibility to site, links to related recipes and articles clear and valuable. White space surrounding contributor image and credentials are accessible, clear, and valuable.	Add copy to ambassador badge for clarity. Retain white space surrounding contributor image. Clean, delightful design adds to credibility and aesthetic of site content.
Object-Specific Content Page	“Just diagnosed” feature confusing — users left with unclear interactivity expectations. “Bookmark” copy unclear. “Filter by” feature unclear, requesting foresight re: interactivity.	Change location of “just diagnosed” feature. Change copy of “bookmark” to “Save to Account”. “Filter by” feature leads to instant refresh.
Search Results	Search bar interactivity is standardized and clear. Filter by results are clear. More distinction should be made between content types (articles vs recipes).	Refine filter options. Design visual differences between content types.

USABILITY TESTING: HI-FIDELITY PROTOTYPE

Purpose

To thoroughly evaluate user interaction with features, based on (5) 45-minute user tests and applying industry-standard UI heuristics (“rules of thumb”).

Key Findings and Design Solutions

Prototype Version 5 (Hi-Fidelity)

Page	Observations	Design Solutions
Recipe	Step-by-step instruction cards were less difficult to navigate but also unnecessary. Users wanted to be able to access the ingredients at all times and avoid having to scroll through the recipe while cooking.	Remove step-by-step instruction cards, remove step navigation, simplify page so that nutritional information and health conditions viewable at all times.
Article	“Save to Account” copy was clear and aligned with user expectations. Related content was clear and valuable.	Reposition related content to encourage further engagement, possibly flow between 1) share/save content; 2) find new content.
About Us	E-mail request moderately unclear — users were not able to clearly anticipate next steps. Yellow blocking of contact information distracting and heavily weighted (visually).	Increase page width and relevant white space, modify layout of contact information for easier user interpretation of information.
Contributor Page	Ambassador badge moderately unclear — users were not able to clearly understand meaning. Expert status and related content was valuable and clear. Social media links take user outside of Further Food website.	Add copy to ambassador badge to indicate meaning. Remove social media links to encourage further engagement with site.
Object-Specific Content Page	“Just Diagnosed?” feature still very unclear — users were unsure of what to expect (in comparison to current page content) and how to interact with feature. Unclear if filters apply to all content types.	Provide visual distinction between content types. Make “Just Diagnosed” a call-to-action, indicating new article page.
Search Results	Filtering feature usability clear yet difficult to distinguish between content types. Secondary search bar unclear.	Add content types to filter options. Provide visual distinction between content types. Remove secondary search bar.
Community Page	Individual conditions unclear to users — are these conditions that contributors have or in which they are knowledgeable? Distinction between contributors and experts unclear — this challenges credibility of site.	Remove diagnosis year (unnecessary and unreliable). Replace links with content types available, to encourage engagement.

RECOMMENDED NEXT STEPS

Closed Beta Testing with Core Users

The design solutions presented in this brief are ready for development. We highly recommend launching these designs within a closed beta testing environment, to validate use with current user pool. This is the best way to advance the design to Release Candidate and Release status.

Recruitment of Certified Nutritional Experts

Throughout user research and testing, we learned that the contributions of experts were highly valued by users. Currently, the site only includes a limited number of expert contributions. In order to increase credibility of the site, and its potential growth, we recommend targeted expansion of expert recruitment.

Meal Planning / “Goes Great with...” feature

Users indicated a strong desire for a meal planning feature, including suggestions for food pairings. We believe this would be highly successful if done with consideration of the total nutritional value of meals.

Shopping Lists

Users, especially those with strong interest in home cooking, expressed a desire for built-in shopping lists. This includes interactivity within the home, checking off ingredients already purchased.

Advanced Tagging including Ingredients

The new filtering system, which includes advanced taxonomical treatment of dietary restrictions, health conditions, and meal types, could be made significantly more robust through tagging of individual ingredients. We recommend thorough tagging of ingredients throughout site content, in order to increase organic engagement.
