

A background image showing a person's hands holding a smartphone over a shopping cart filled with various fruits like apples, oranges, and grapes in a grocery store setting.

# *Food Scanner*

Photoshop God

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Usability Testing Genius

**Chris McAfee**

Divine Designer

**Joshua Callahan**

Waterboy

**Cashe Rumsey**



# Simplifying Healthy Eating

Proper nutrition requires:

- Knowledge
- Planning
- Preparation





# Simplifying Healthy Eating

The alternative requires:

- Knowledge
- Planning
- Preparation
- Much Less...

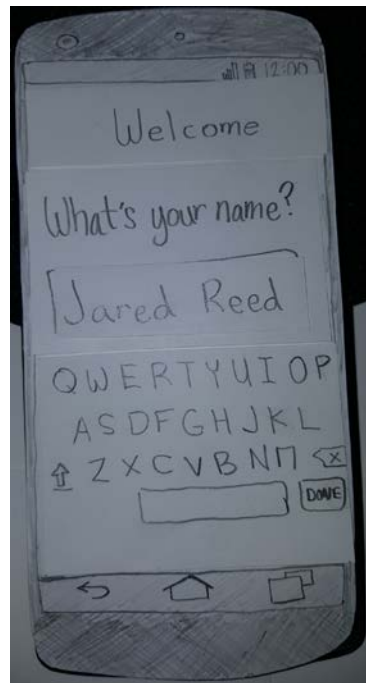
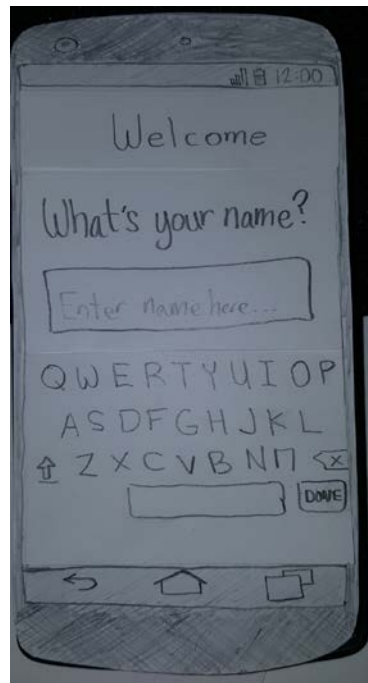


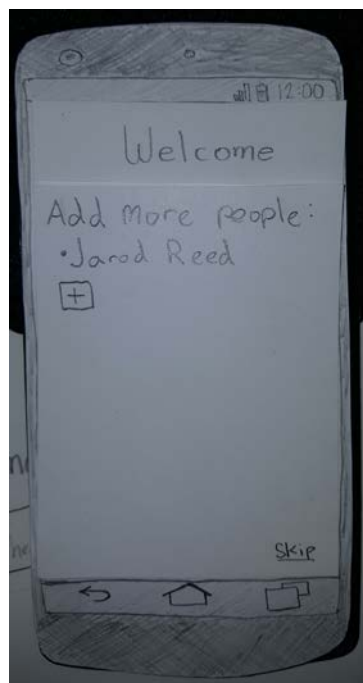
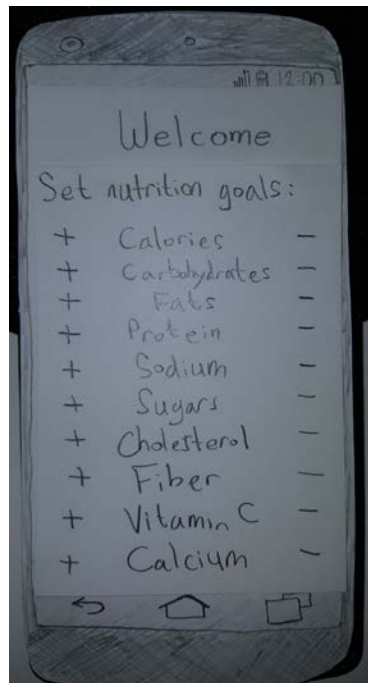


# Initial Paper Prototype

First Task

Setup the Application





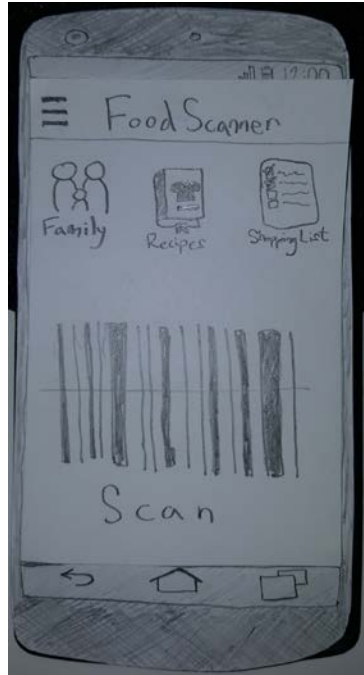


# Initial Paper Prototype

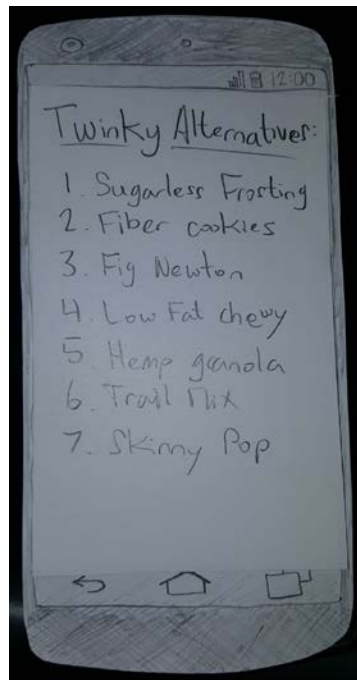
Second Task

Scanning Labels











# Usability Tests - Audree

- Daughter of a family of five
- Usability test was conducted in her home
- Audree is very technologically savvy.
- She wanted to look up information about the food items on Google.





# Usability Tests - Adam

- Age 21
- Adam has a diet that he follows to stay in shape.
- This usability test was conducted in his kitchen





# Usability Tests - Sam

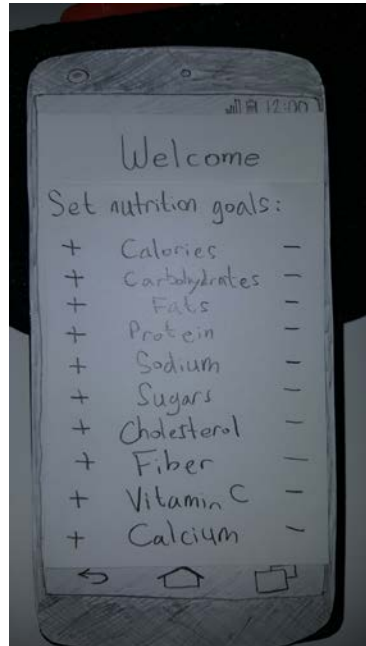
- On staff dietitian at Harmons
- Has unique experience helping customers buy nutritious food
- Most confused about setting nutrition goals





# First Issue

Problem:



Resolution:





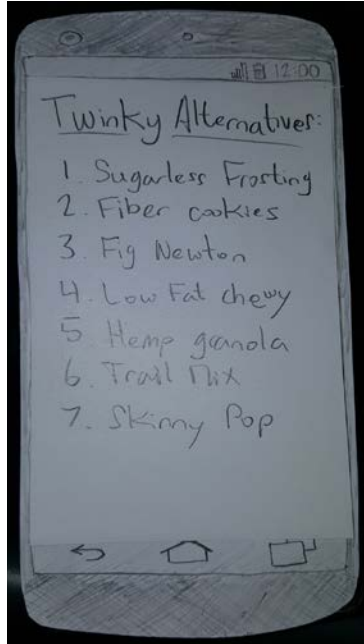
# Second Issue

Problem:

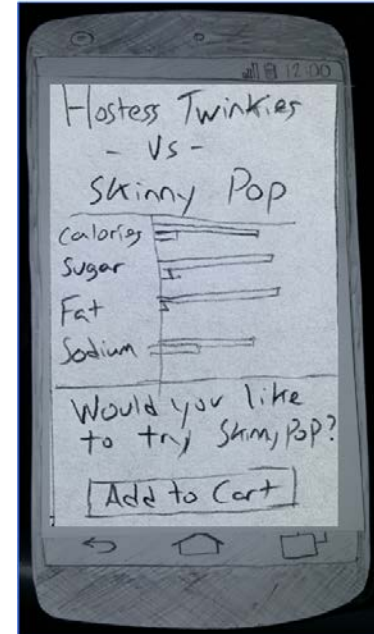
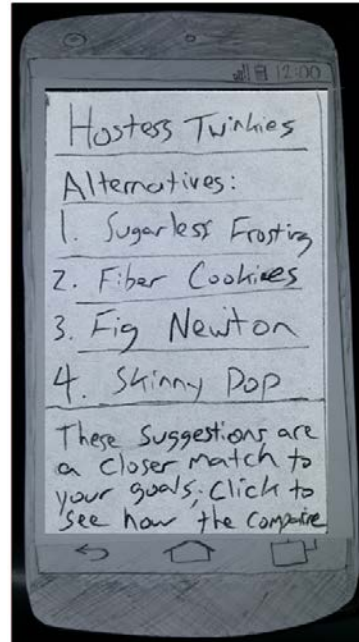


# Third Issue

Problem:



Resolution:







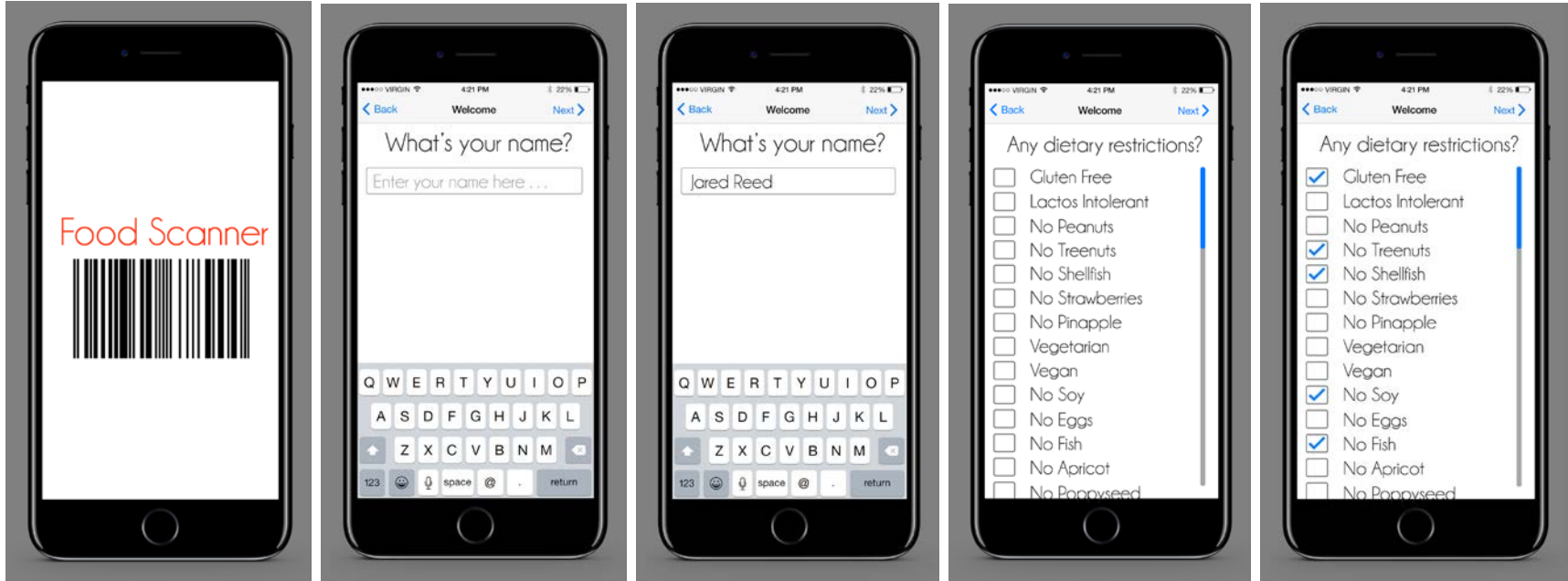
# Fourth Issue

Problem:



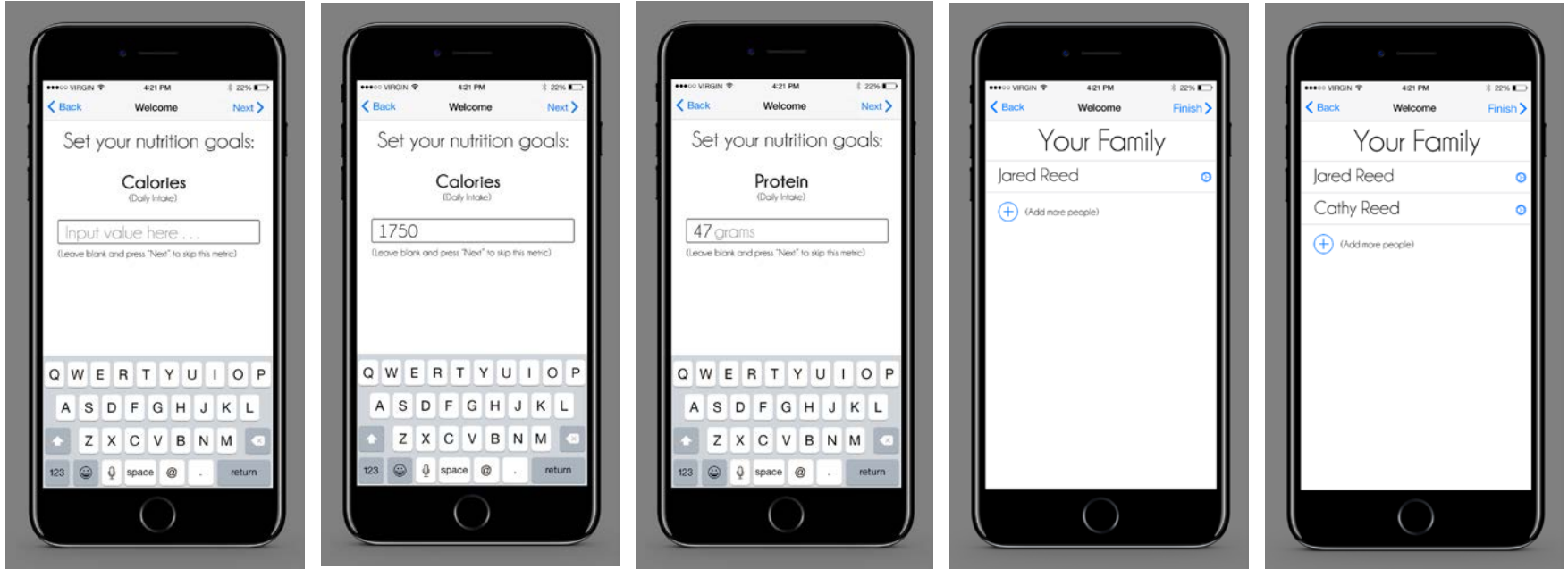


# Digital Mockup - Setting Up



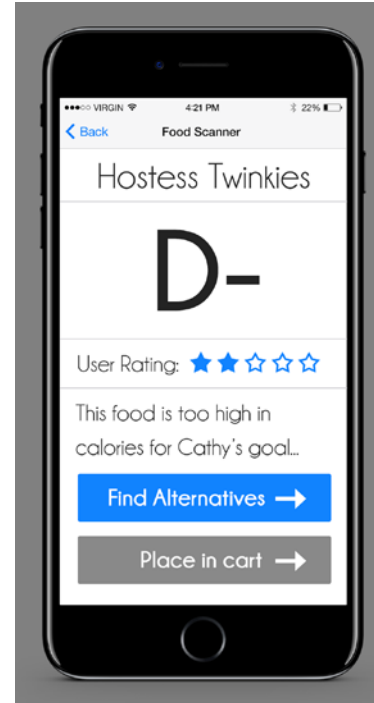
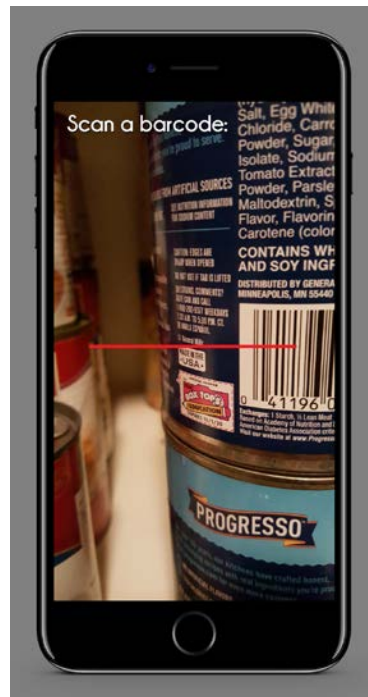


# Digital Mockup - Setting Up



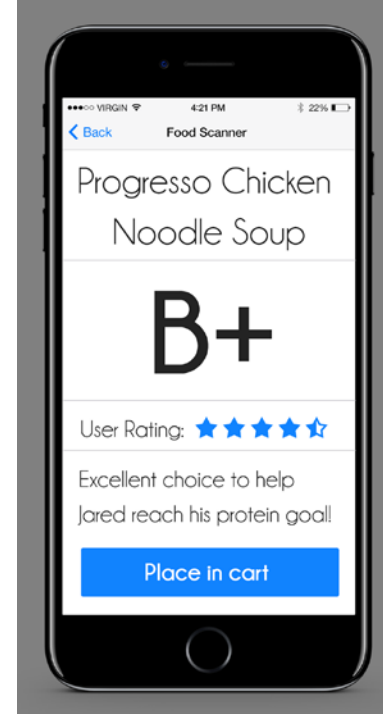
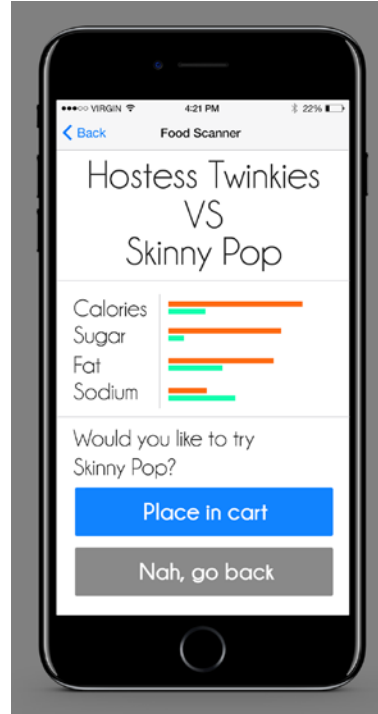
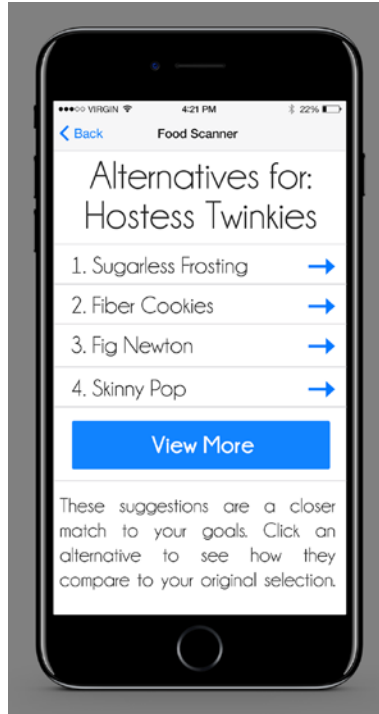


# Digital Mockup - Scanning An Item





# Digital Mockup - Scanning An Item





# Questions ?

