



# VIRIDIAN HEALTH

Simple • Honest • Healthy

# *Thank you for joining us!*



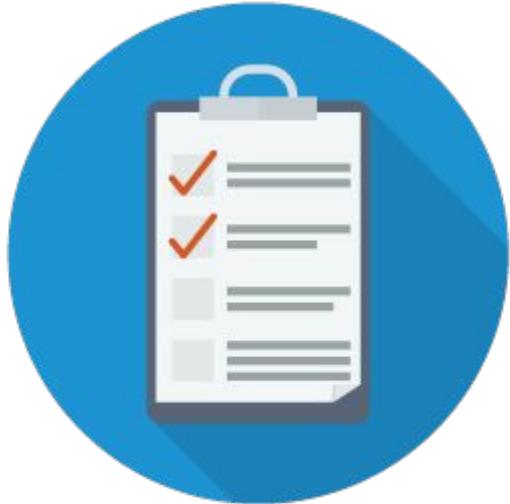
Briet Tornes



Josh Piepmeier



Bill Denham



Challenge

Research

Ideation

Prototyping

Solution

Future

# Brief

Technology is:

Helpful  
Engaging  
Advancing  
Life Saving  
Troublesome  
Heavy  
Yielding





42% of people say it's too difficult to follow a diet or workout regimen

---

38% of people say it's too hard to get back on track after falling off

---

36% of people say it's too hard to find enough time

*Develop a product or app that would  
help people adopt and maintain a  
healthy lifestyle*

---

# Challenge

Six Weeks

One Goal

One Product

# Process

Research Plan

In Depth Competitive Analysis

User Interviews

Personas

Problem Statement

User Focused Design Principles

Divergent Paper Prototypes

Task Focused Wireframes

Multiple Mid-Fidelity Axure Prototypes

One Convergent Solution

Empathize

Define

Ideate

Prototype

Test



# Research Plan

We wanted to learn and understand:

- How users view and understand health and fitness?
- What inspires them to develop and maintain a healthy or fitness oriented routine?
- Does technology help in any way?
- What might deter them from sticking with this routine?



# User Interviews



## 7 unique perspectives taught us:



Health is already a part of their lives, but what the subject includes has very different meanings.

Inspiration comes from all aspects of life.

Long day's, stress at work, and a lack of motivation and knowledge easily deterred many of our interviewees.



Being healthy is...that's a tough one. It's being able to be independent in any movement you do.  
- Garrett

---

It's important to me to provide an environment that teaches my daughter to make healthy choices.  
- Felicity

---

Even though I try to workout while I'm on the road, I don't get the same healthy food or activity options that I would at home.  
- Ben

# Competitive Analysis



9

Competitors were evaluated across 8 different categories

Direct Competitors

6

3

Indirect Competitors

1

Distinct Gap  
in the market place

# Competitive Analysis



## Findings

### Product Type

- Many fitness related trackers
- Many food delivery apps
- **Our take:** Combine healthy food delivery with a logging app.

### Marketing

- Marketing was geared towards women
- **Our take:** Neutral marketing would include all major users

# Personas



Jim  
“The Busy Parent”  
32 Years Old - Married  
Police Officer



Rose  
“Bubbly Broadway Barista”  
24 Years Old - Single  
Barista/Improv Actress



Hannah  
“Passive Professional”  
36 Years Old - Married  
Technical Advisor



## GOALS:

Lose Weight  
Appear Healthy  
Be Consistent

## FRUSTRATIONS:

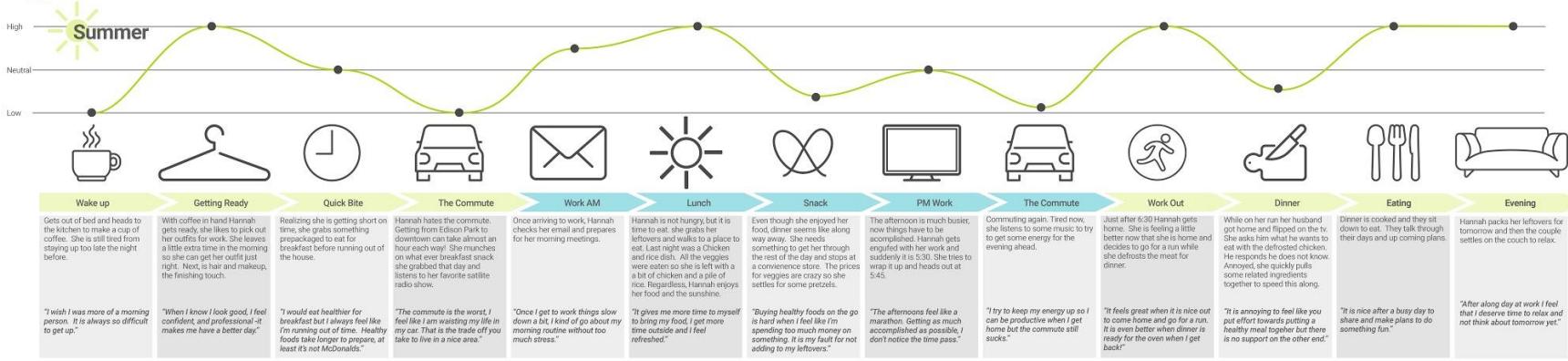
Not Enough Time  
Falling Out Of Habits  
Summer/Winter Goals Vary

## NEEDS:

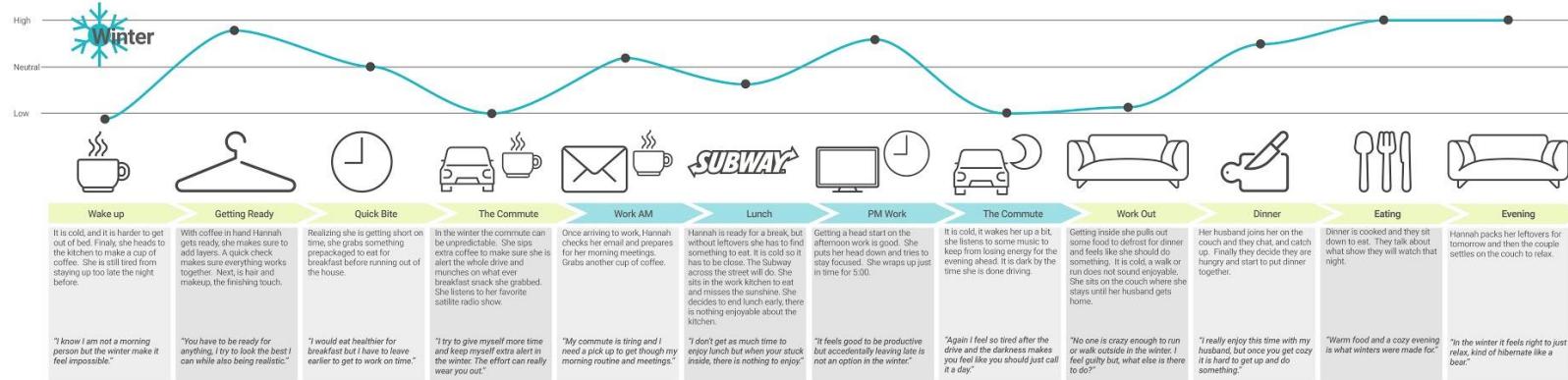
Health Driven Mindset  
Healthy/Active Solutions for Winter  
Consistent Motivation  
Quick Meals To Prepare At Home



# Hannah's Daily Routine



**"Summer is great for being outside and active, but the winters are especially hard, I always wonder how I can still maintain active when it is colder out."**



# Problem Statement/Design Principles



## The Problem

Busy professionals who have taken the first steps towards committing to a healthier lifestyle need a way to build and maintain health driven habits. Creating a healthy lifestyle will empower them to look and feel good.

## Our Principles

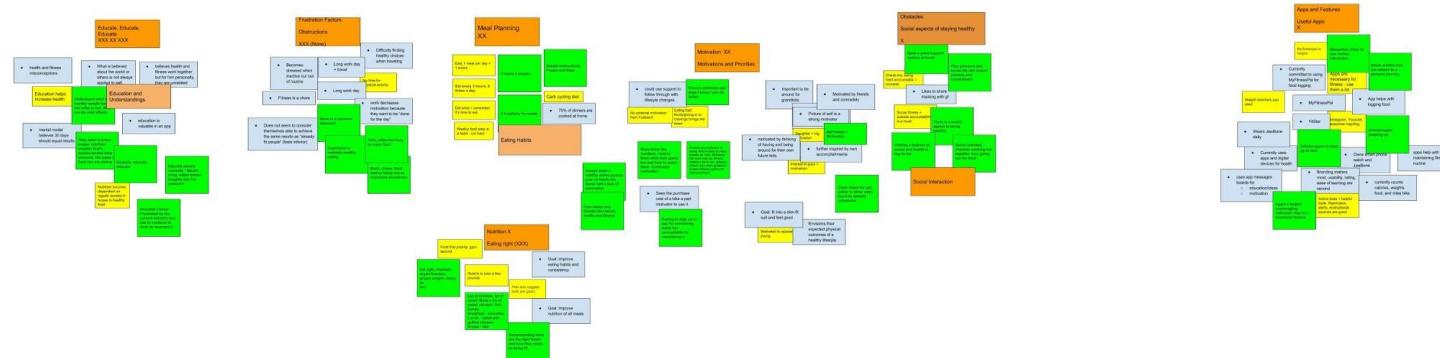
ANTICIPATE USERS NEEDS

PROVIDE “FLEXUCATION”

CREATE A CULTURE AROUND  
GROWTH AND ACCOMPLISHMENT

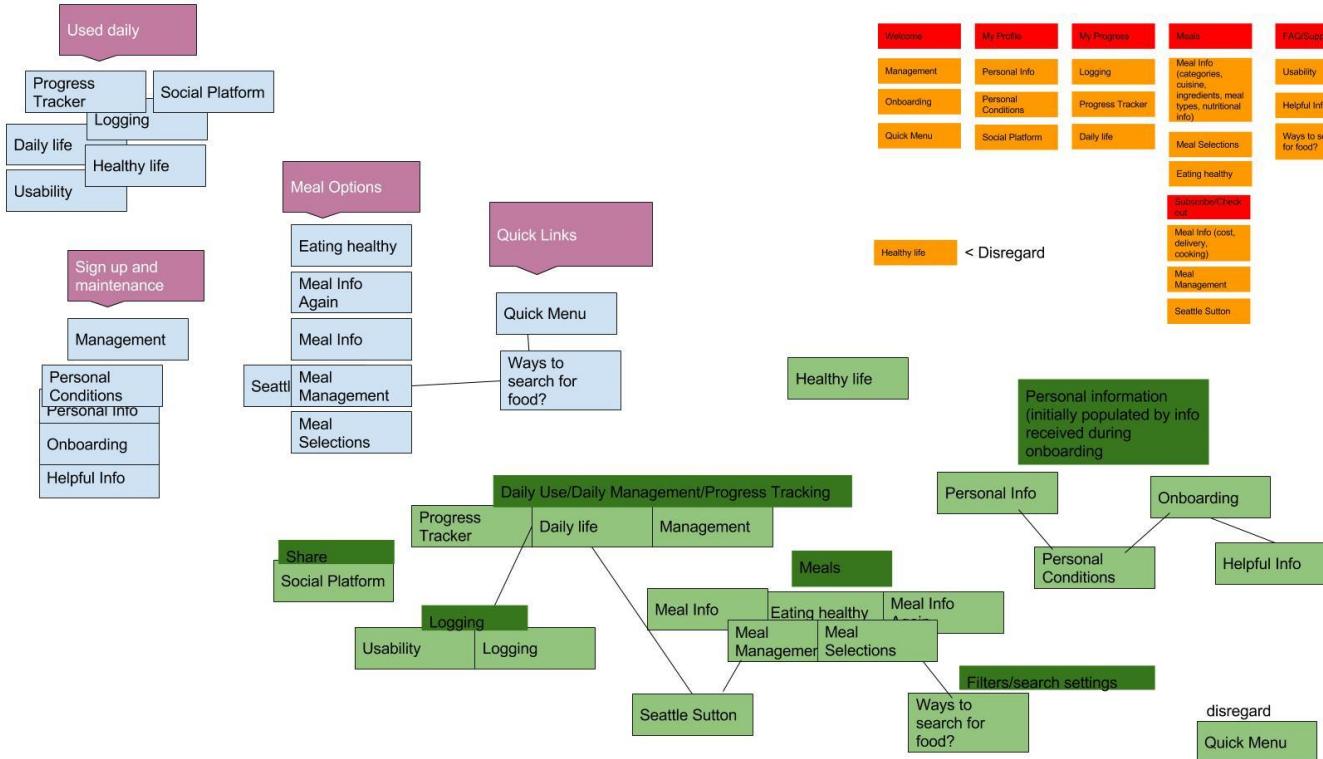
CONNECT USERS TO  
THEIR SUCCESS

# Affinity Mapping

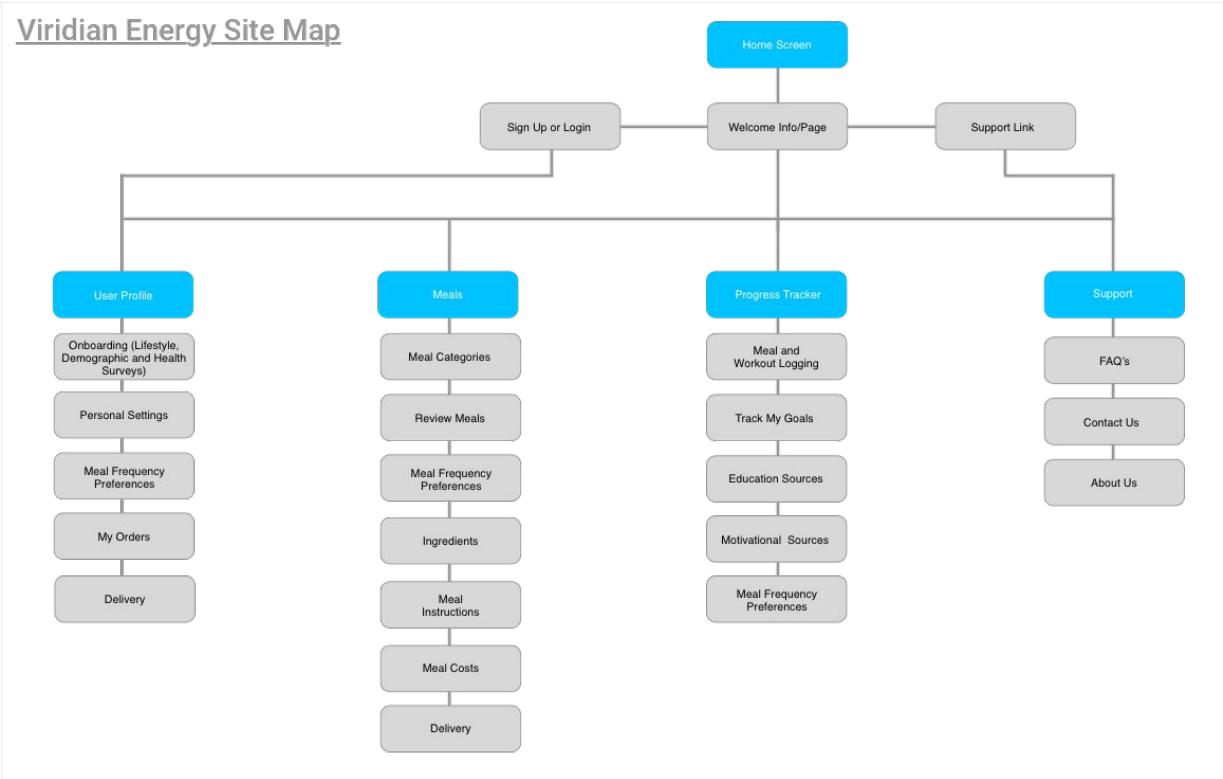


# Card Sorting

Empathize Define Ideate Prototype Test



# Site Map



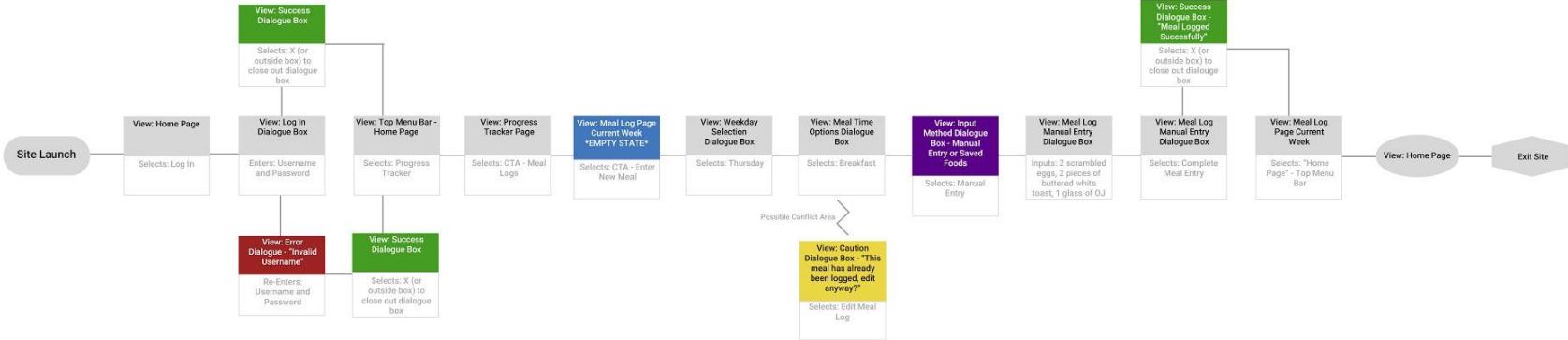
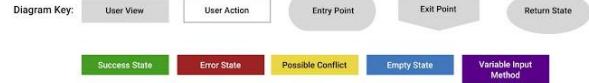
# Task Flow



## Log A Meal - Manual Entry Mode

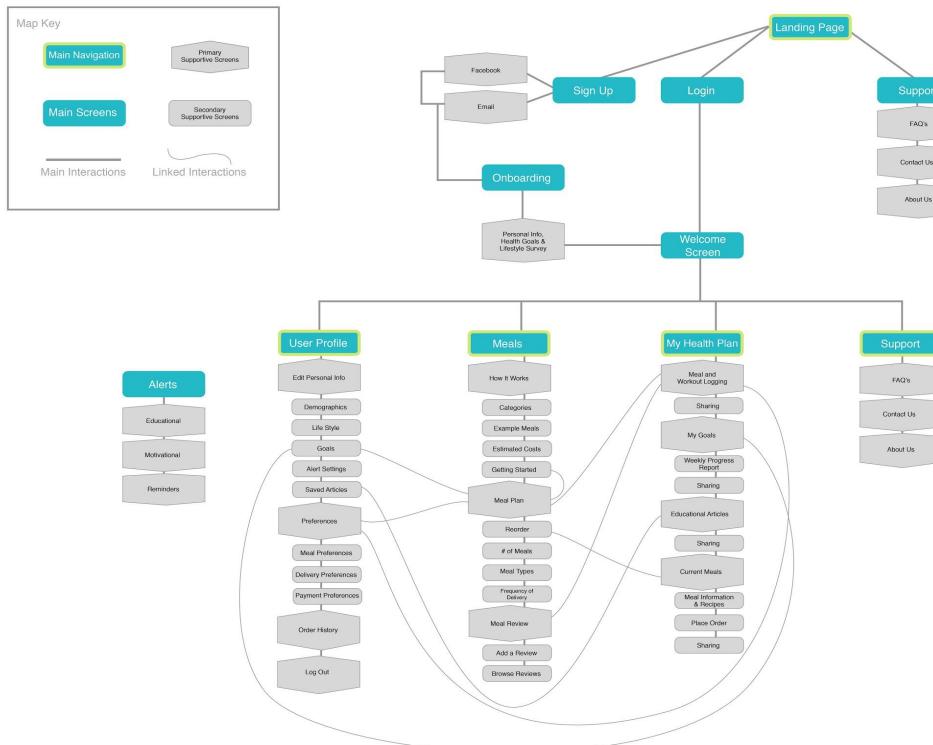
Description: Task flow analysis of a user inputting complete meal information for breakfast via Manual Entry.

Assumptions: User has completed this process before.



# Site Map

Empathize Define Ideate Prototype Test



# Paper Prototypes



User Profile V    Meals V    Progress Tracker V

About Me

Who Are You?

Full Name: \_\_\_\_\_

Age: \_\_\_\_\_

Gender:

Male  Female

City \_\_\_\_\_ & State \_\_\_\_\_

Or Zip Code \_\_\_\_\_

[Save & Continue]

## Onboarding

LOGO      MENUS      MY HEALTH PLAN      SUPPORT      MY PROFILE

BUILD A PACKAGE

Before we get started please confirm my  
Health goal is to **lose weight**  
click to edit

1. Choose your preferred cuisine categories to receive recipes you'll love.

Asian    Mexican    Italian    American  
 French    Indian    Caribbean    Mediterranean  
click HERE to edit health & dietary restrictions

2. Choose or confirm how frequently you would like to receive a delivery each month.

once a month   Twice a month    (Weekly)   Once a week

3. Choose how many of each meal you would like to receive weekly.

Breakfasts   Lunches   Dinners   Desserts  
 7  7  7  7

[CONFIRM]

## Meal Packages

DATABASE      MY FOODS

BREAKFAST ITEMS

(BREAKFAST)

Calories 0 / 1,800      Sunday Sept 11

•  Scrambled Eggs      •  Milk      •  Toast  
•  Orange Juice      •  Item 5      •  Item 6  
•  Item 7      •  Item 8      •  Item 9

[COMPLETE LOG]      [CANCEL LOG]

Stick figure with a magnifying glass over a meal item.

Meal container icon.

Circular progress meter showing 67%.

## Meal Logging

# Bill - Wireframes



**LOGO** MEALS MY HEALTH PLAN SUPPORT LOGIN SIGN UP

PROMOTIONAL OFFER

**HOW IT WORKS**

**HAND CRAFTED**  
When it comes to healthy eating we pay attention to use key ingredient, our hands. All of our meals are hand crafted by professional chefs under the guidance of nutritionists and meal planners. We believe that fresh ingredients and natural ingredients make into our recipes and we rely on years of experience and training to formulate the healthiest, best tasting options available today. Never frozen, never modified, never pre-prepared, we only source the best in we can deliver the best.

**HEALTHY MEALS**  
If you are starting a new healthy regimen, continue on the path to success, or simply looking for affordable healthy meal options, we have the solution. When it comes to meals, we not only ensure the quality of the food, but also the quality of the time they are packed full of energy and nutrition to get you through your busy day. We know life gets in the way and the quick options to quickly grab a meal are there. We offer the best meal plan today and live the message important needed in your health routine. Your success truly is our success.

**AT HOME**  
We know the messes of healthy home cooking can be a meal for you and your family, not to mention trying to cook something that is reasonably healthy. Let us help you get back to your regular life while still providing a great meal.

When you order a meal from us, we provide all of the ingredients and instructions needed to start and finish in under 45 minutes. All of our meals come fully prepared ready to eat, cook and serve in a snap. Best of all there is no need to stop at the store on your way home.

Simple, honest, healthy meals right at your door.

GRAYSCALE LOGO Available in APP STORE Available in GOOGLE PLAY STORE

MY PROFILE MY HEALTH PLAN MY PROFILE Available in APP STORE Available in GOOGLE PLAY STORE

MY PROFILE MY HEALTH PLAN MY PROFILE Available in APP STORE Available in GOOGLE PLAY STORE

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**LOGO** MEALS MY HEALTH PLAN SUPPORT LOGIN SIGN UP

**MY PROGRESS**

Next Delivery: Mon. Sept. 19

Graphic Chart Percentage Complete Chart

UPDATE CURRENT WEIGHT

At this rate you will reach your goal in: 22 days!

**LOG A WORKOUT**  
Log a workout to earn points from your dedication and hard work. Record your workouts and log the benefits.

**UPDATE GOALS**  
Ready to take the next steps, or looking to set a new goal? It's all done here!

**ORDER MEALS**  
An empty log is a missed opportunity to log your meals and re-energize your body!

**PROGRESS DETAILS**

Graphic Chart Pie Chart

Graphic Chart Radial Chart

**Stay Motivated**

When you feel like quitting... Think about why started!

**Stay Educated**

This week's best article  
Low protein diet, common mistakes, repairing oil. Average assumed oil consumption based. Prior provides set of oil and locate location of various low cost oil sources. Common mistakes of oil consumption include overcooked oil, rancid oil, and oil with a high smoke point.

**Stay Active**

Here is a great video on a new exercise you should try this week!

GRAYSCALE LOGO Available in APP STORE Available in GOOGLE PLAY STORE

MEALS SUPPORT(FAQ) CONTACT US ABOUT US MENU ITEM 1 MENU ITEM 2 MENU ITEM 3 Available in APP STORE Available in GOOGLE PLAY STORE

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**LOGO** MEALS MY HEALTH PLAN SUPPORT LOGIN SIGN UP

Calories: 0/1,870 < Wed. September 14 >

**MY MEALS**

Saved Foods Sept 13 - Eat 18

Breakfast Items Create Food or Meal

Common Items

Orange Juice White Toast Special K Cereal Glazed Donut Plain Bagel

Oatmeal Scrambled Eggs Hash Browns French Toast

Omelet Pancakes Muffins Sausage English Muffin

+ Add Item Cancel Log Complete Log

**LOG A WORKOUT**

Item Description Calories Edit Delete

Cancel Log Complete Log

**MY PROGRESS**

Graphic Chart Percentage Complete Chart Radial Chart

**Stay Motivated**

When you feel like quitting... Think about why started!

**Stay Educated**

This week's best article  
Low protein diet, common mistakes, repairing oil. Average assumed oil consumption based. Prior provides set of oil and locate location of various low cost oil sources. Common mistakes of oil consumption include overcooked oil, rancid oil, and oil with a high smoke point.

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# Josh - Wireframes



VH Veridian Health Meals ▾ Progress Tracker ▾ Support ▾ LOG IN

## NEWEST MEALS

SIGN UP

### How Do We Work?

Since our inception in 2016, we have been providing quality meals to health conscious people all over the USA. To date we have sold almost as many meals as McDonald's sells in one day. However, in our meals you will actually find real food that will help you reach your fitness and physique goals. Each meal rings in at an average of \$5.00. While this may seem expensive, the average American spends \$5 per meal and is not satisfied with their diet you'll soon realize that our meals are an incredible value. Say goodbye to fast food, say hello to fresh food.

Available on the APP STORE Get it on GOOGLE PLAY

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VH Veridian Health Meals ▾ Progress Tracker ▾ Support ▾

## Your Goal

What is your goal?

Lose Weight

0/2 Answered

Gender & Age Goal Weight Bonus Questions

20% Complete

How Active Are You?

Not Very Active - You spend most of your day sitting (e.g. desk job, programmer)

Lightly Active - You spend a good part of your day on your feet (e.g. teacher, floor manager)

Very Active - You spend most of your day doing heavy physical activity (e.g. waitress, surveyor)

SAVE & CONTINUE SAVE RESPONSES

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VH Veridian Health Meals ▾ Progress Tracker ▾ Support ▾

## Getting Started

< Previous Next>

Tutorial Sections:

- ▲ Ordering Meals
- Getting Started
- Buying a Meal
- Viewing Order Status
- Changing Delivery Details
- ▼ Personal
- Advanced Tips

### Getting Started

To get started, you may want to buy a meal. To buy a meal, navigate to Meals > Meal Plan. From there you can explore all the different food options that will fit into your meal plan. You can filter by many options, including price, cuisine type, and ingredients. Once you had a few meals in mind, you can navigate to [Buy a Meal](#).

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# Briet - Wireframes



## Get On Track

Customize a monthly meal package just for you. Tell us what you like and leave the details to us. You will receive deliveries of fresh ingredients and recipes to prepare tasty and nutritious meals.

[Sign Up Now!](#)

**All the tools you need to succeed on your path to health.**

- Healthy Meal**: Let us help you create a meal package customized to help you reach your goals. Our nutritious meals help you prepare fresh and delicious meals at home with the hassle of making grocery runs or the right ingredients when you need them. Our meals are easy to prepare and easy to get from stove-top to tabletop.
- Track Your Progress**: Use our meal and exercise logs to stay on track and watch as you progress towards your goals. Logging your meals is easy with preloaded selections from your meal package. Personally set goals will guide you to make choices that will help you develop a healthier you.
- Feedback**: Our motivational feedback will encourage you to stay on track throughout your day. Educational tips help you create life long healthy habits.

**My Profile**

- Edit Personal Information
- Edit Preferences
- Order History
- LogOut

**Meal Packages**

- How It Works
- Manage Meal Package
- Reviews

**My Health Plan**

- My Logs
- About Us
- My Goals
- FAQs
- My Meals
- Contact Us

**Support**

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## Build a Meal Package

Choose your meal preferences. Choose your delivery preferences. Choose your payment preferences.

Before we get started, please confirm your current **Health Goal** is to:

**1.**  
Each package purchase covers a months time.  
Customize your monthly Meal Package by how frequently you would like a delivery.

Choose your preferred cuisine categories to receive recipes you will love.  
Choose all that apply.

Asian     Mexican     Italian     American  
 French     Indian     Caribbean     Mediterranean

[Click HERE to edit health and diet restrictions.](#)

Choose how frequently you would like to receive a delivery each month.

Choose the day you would like to receive your delivery.

Monday     Tuesday     Wednesday  
 Thursday     Friday     Saturday

How many meals should we send you in your once a month deliveries?

Send me  Breakfast(s).

Send me  Lunch(es).

Send me  Dinner(s).

Send me  Dessert(s).

If you would like to change this on future, automatic deliveries see the Delivery Settings under your Profile.

Delivery preferences are next.

## Payment Preferences

Choose your meal preferences. Choose your delivery preferences. Choose your payment preferences.

**3.**

I would like my meal packages to be shipped:

**Payment Information**

Name on Card: Jane M Doe

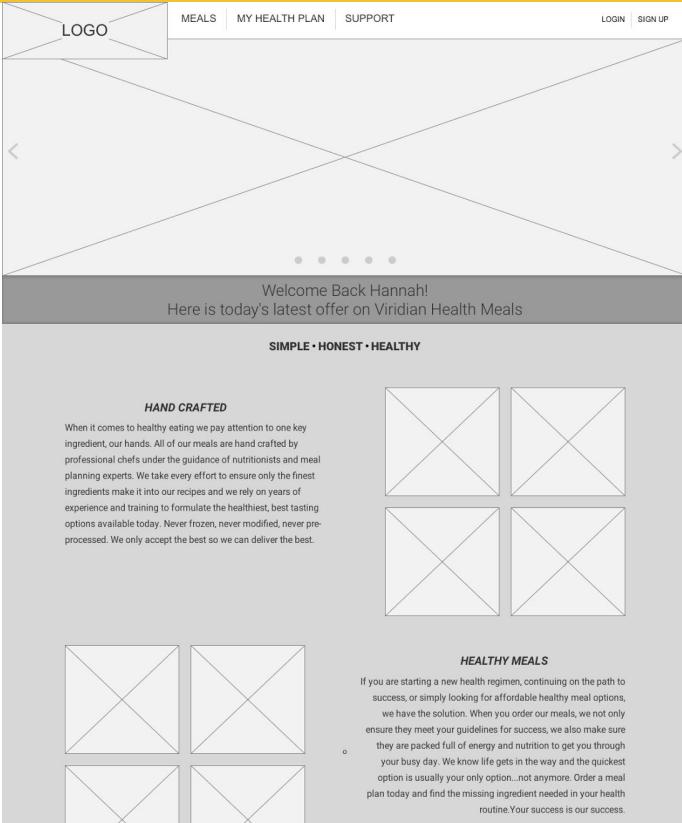
Card Number: XXXX XXXX XXXX XXXX    Expiration: MM/YYYY    CVC: XXX

My billing address is different than my shipping address.

**Order Summary**

<b>Cuisine</b>	<b>Delivery</b>	<b>Payment</b>
• Mexican • American • Mediterranean	Time: Morning (before 8am) Frequency: Weekly deliveries on Monday	Automatic Payments until 1/1/2017 Visa ending in 4444 Billing address is the same.
Meals (per week)	Address: Hannah Simone 960 W 18th Chicago, IL 60608	
• 5 Breakfasts • 12 Lunches • 5 Dinners • 3 Desserts	\$81.00 Cost per week	
<b>Meals (month)</b>	<b>\$324.00</b>	
<b>Delivery</b>	<b>FREE</b>	
<b>Tax</b>	<b>\$ 3.35</b>	
<b>Total Cost</b>	<b>\$ 327.35</b>	

# Log A Meal - Axure Prototype



## Scenario

## Task

## Objective

# Log A Meal - Axure Prototype

## LANDING PAGE

The wireframe shows a landing page layout. At the top left is a placeholder for a logo. To its right are three navigation links: MEALS, MY HEALTH PLAN, and SUPPORT. On the far right are two buttons: LOGIN and SIGN UP, with the LOGIN button circled in blue. Below the navigation is a large central area with a double-headed arrow at the bottom, indicating scrollable content. In the center of this area are five small gray dots. A dark gray horizontal bar spans the width of the scrollable area, containing the text "Promotional Offer". Below this bar, the text "SIMPLE • HONEST • HEALTHY" is centered. On the left side, under the heading "HAND CRAFTED", there is a detailed paragraph about the company's commitment to hand-crafted meals. To the right of this text are four wireframe boxes arranged in a 2x2 grid.

LOGO

MEALS | MY HEALTH PLAN | SUPPORT

LOGIN SIGN UP

< >

Promotional Offer

SIMPLE • HONEST • HEALTHY

**HAND CRAFTED**

When it comes to healthy eating we pay attention to one key ingredient, our hands. All of our meals are hand crafted by professional chefs under the guidance of nutritionists and meal planning experts. We take every effort to ensure only the finest ingredients make it into our recipes and we rely on years of experience and training to formulate the healthiest, best tasting options available today. Never frozen, never modified, never pre-processed. We only accept the best so we can deliver the best.

# Log A Meal - Axure Prototype

## LOGIN OVERLAY

The image shows a login overlay on a website. The overlay has a white background and a central circular icon containing a user silhouette. Below the icon, the word "Welcome!" is displayed in bold capital letters. There are two input fields: "Enter Email Address" and "Enter Password". Below these fields are two links: "Forgot Password?" and "Remember Me" (with an unchecked checkbox). At the bottom of the overlay is a dark grey button labeled "LOGIN", which is circled in red. Below the "LOGIN" button is a link "New User? Sign Up Here". The background of the page is a light grey color with a faint grid pattern. At the top of the page, there is a navigation bar with tabs for "MEALS", "MY HEALTH PLAN", and "SUPPORT". On the far right of the navigation bar are "LOGIN" and "SIGN UP" buttons. At the bottom of the page, there is a section titled "HOW IT WORKS" and a "HAND CRAFTED" section with a descriptive paragraph.

LOGO

MEALS MY HEALTH PLAN SUPPORT

LOGIN SIGN UP

Welcome!

Enter Email Address

Enter Password

Forgot Password?  Remember Me

LOGIN

New User? Sign Up Here

HOW IT WORKS

HAND CRAFTED

When it comes to healthy eating we pay attention to one key ingredient, our hands. All of our meals are hand crafted by

# Log A Meal - Axure Prototype

## USER LANDING PAGE

The screenshot shows the User Landing Page of the Log A Meal Axure prototype. At the top, there is a navigation bar with four items: 'LOGO', 'MEALS', 'MY HEALTH PLAN', and 'HELP'. The 'MY HEALTH PLAN' item is circled in blue. To the right of the navigation bar, it says 'Next Delivery: Mon. Sept. 19' with a left arrow icon and a user profile icon. Below the navigation bar is a large central area with a light gray background. In the center of this area is a dark gray horizontal bar containing the text 'Welcome Back Hannah!' and 'Here is today's latest offer on Viridian Health Meals'. Above this bar, there are two small gray arrows pointing left and right, and five small gray dots below them, suggesting a scrollable content area. At the bottom of the page, there is a section titled 'HOW IT WORKS'.

LOGO

MEALS MY HEALTH PLAN HELP

Next Delivery: Mon. Sept. 19 <

< >

Welcome Back Hannah!  
Here is today's latest offer on Viridian Health Meals

HOW IT WORKS

### HAND CRAFTED

When it comes to healthy eating we pay attention to one key ingredient, our hands. All of our meals are hand crafted by



# Log A Meal - Axure Prototype

## MY HEALTH PLAN

The screenshot shows the 'MY HEALTH PLAN' section of the Log A Meal prototype. At the top, there's a navigation bar with a placeholder 'LOGO' icon, 'MEALS', 'MY HEALTH PLAN', and 'HELP'. Below the navigation is a header 'MY PROGRESS'.

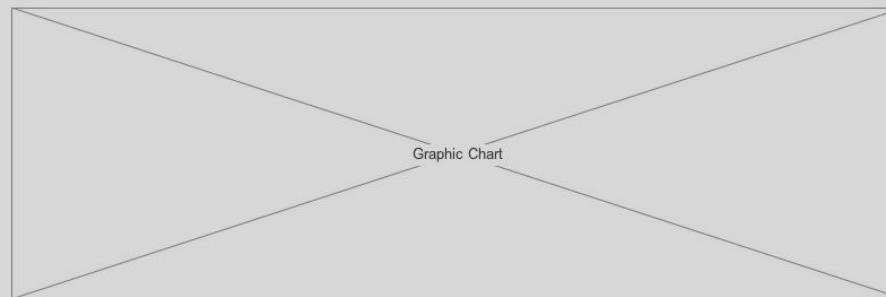
On the left, there's a 'Percentage Complete Chart' with the message: 'At this rate you will reach your goal in: 22 days!' and a 'UPDATE CURRENT WEIGHT' button.

In the center, there's a 'Today's Food Macro Graphic Chart'.

On the right, a sidebar titled 'Next Delivery: Mon. Sept. 19' contains five items:

- LOG A MEAL**: It all starts here. Nutrition and Fitness go hand in hand. Log often to see your progress really transform.
- LOG A WORKOUT**: The power to transform comes from your dedication and hard work. Record your workouts and reap the benefits.
- UPDATE GOALS**: Ready to start the next steps, or looking to add a new goal? It's all done here.
- ORDER MEALS**: An empty fridge is a missed opportunity for great success. Restock your shelves and re-energize your body!

A teal oval highlights the 'LOG A MEAL' section. Below the sidebar, the 'PROGRESS DETAILS' section is visible, featuring a large 'Graphic Chart' and a 'Pie Chart'.



# Log A Meal - Axure Prototype

## LOG A MEAL - BLANK STATE

The image shows a wireframe prototype of a mobile application interface for "Log A Meal".

**Header:** LOGO, MEALS, MY HEALTH PLAN, HELP, Next Delivery: Mon. Sept. 19, a user profile icon.

**Main Content Area:**

- My Meals:** Shows a grid of meal icons (e.g., Chicken & Rice, Korean Tacos, Crispy Salmon) with "Add To Log" buttons below each.
- Saved Foods:** Shows a search bar: "Brand, Item or Frequent Foods" with a magnifying glass icon, followed by "or Common Meal/Food Categories" and a "GO" button. This search bar is circled in red.
- Calories:** Displays "0/1,870" and the date "Wed. September 14" with a calendar icon.
- Meal Log:** Shows a section for "Breakfast" with a large empty area for food items.
- Autosave Note:** A message: "Don't worry, we autosave all entries every 10 seconds. To make logging even easier, these items are also added under the Saved Foods tab" with a checkmark icon.
- Footer:** Close Meal Log button.

**Right Sidebar:**

- LOG A MEAL
- LOG A WORKOUT
- UPDATE GOALS
- ORDER MEALS

# Log A Meal - Axure Prototype

## SEARCHING

The image shows a wireframe prototype of a mobile application for logging meals. The top navigation bar includes a placeholder 'LOGO' icon, 'MEALS', 'MY HEALTH PLAN', 'HELP', and a delivery status 'Next Delivery: Mon. Sept. 19' with a user profile icon.

The main content area is titled 'My Meals' and 'Saved Foods'. It displays a grid of meal icons with names: Chicken & Rice, Korean Tacos, Crispy Salmon, Thyme Gnocchi, Eggplant Pitas, and Kale Salad. Each item has a 'Add To Log' button below it. Below this is a search bar with placeholder 'Brand, Item or Frequent Foods' and a 'GO' button. A note says 'We found these items based on your search'.

A grid of food items is shown, with one item ('Scrambled Eggs') circled in blue. The items in the grid are:

Orange Juice	White Toast	Special K Cereal	Glazed Donut	Plain Bagel
Oatmeal	Yogurt	Scrambled Eggs	Hashbrowns	French Toast
Omelet	Pancakes	Muffin	Sausage	English Muffin

To the right, a meal log for 'Breakfast' on 'Wed. September 14' shows a summary of 0/1,870 calories. A note at the bottom of the log states: 'Don't worry, we autosave all entries every 10 seconds. To make logging even easier, these items are also added under the Saved Foods tab'.

On the far right, there are four large circular buttons labeled 'LOG A MEAL', 'LOG A WORKOUT', 'UPDATE GOALS', and 'ORDER MEALS'.

At the bottom center is a 'Close Meal Log' button.

# Log A Meal - Axure Prototype

## ITEM DETAILS

The image shows a wireframe of a mobile application interface for 'Log A Meal - Axure Prototype'. The top navigation bar includes a placeholder 'LOGO' icon, 'MEALS', 'MY HEALTH PLAN', and 'HELP'. On the right, it displays 'Next Delivery: Mon. Sept. 19' and a user profile icon.

The main content area has tabs for 'My Meals' and 'Saved Foods', with 'Saved Foods' currently selected. Below this, a card displays 'Scrambled Eggs' with a serving size of '1 egg'. A teal oval highlights the 'Scrambled Eggs' title and the 'Serving Size' input field. Another teal oval highlights the 'ADD TO LOG' button at the bottom of the card.

To the right of the card is a summary box showing 'Calories: 0/1,870' and the date 'Wed. September 14'. It also indicates the meal type as 'Breakfast'. A note at the bottom states: 'Don't worry, we autosave all entries every 10 seconds. To make logging even easier, these items are also added under the Saved Foods tab'.

On the far right, there is a sidebar with four large buttons: 'LOG A MEAL', 'LOG A WORKOUT', 'UPDATE GOALS', and 'ORDER MEALS', each enclosed in a teal oval.

At the bottom center is a 'Close Meal Log' button with an upward arrow icon.

The footer features the text 'MY PROGRESS'.

# Log A Meal - Axure Prototype

## ITEMS LOGGED

The image shows a wireframe prototype of a mobile application for logging meals. The top navigation bar includes a placeholder 'LOGO' icon, 'MEALS', 'MY HEALTH PLAN', and 'HELP'. On the right, it displays 'Next Delivery: Mon. Sept. 19' with a calendar icon and a user profile icon.

The main content area is divided into sections:

- My Meals**: Shows a grid of meal icons with labels: Chicken & Rice, Korean Tacos, Crispy Salmon, Thyme Gnocchi, Eggplant Pitas, and Kale Salad. Each item has an 'Add To Log' button below it.
- Saved Foods**: Shows a search bar ('Brand, Item or Frequent Foods') and a dropdown for 'Common Meal/Food Categories'. Below is a grid of food items with images: Orange Juice, White Toast, Special K Cereal, Glazed Donut, Plain Bagel, Oatmeal, Yogurt, Scrambled Eggs, Hashbrowns, French Toast, Omelet, Pancakes, Muffin, Sausage, and English Muffin. Each item has an 'Add To Log' button below it.
- ITEMS LOGGED**: Displays a meal log for Wednesday, September 14, with a total of 0/1,870 calories. The log shows two entries:
  - Scrambled Eggs (Calories: XX) with 'Edit' and 'Delete' buttons.
  - White Toast (Calories: XX) with 'Edit' and 'Delete' buttons.
- Right Sidebar**: Contains five large circular buttons with text labels: 'LOG A MEAL', 'LOG A WORKOUT', 'UPDATE GOALS', and 'ORDER MEALS'.

A teal oval highlights a note at the bottom of the meal log screen: "Don't worry, we autosave all entries every 10 seconds. To make logging even easier, these items are also added under the Saved Foods tab".

At the very bottom, there is a 'Close Meal Log' button and a small upward arrow icon.

# Log A Meal - Axure Prototype

LOGOUT

The image shows a screenshot of an Axure prototype for a meal tracking application. The main interface has a yellow header bar with the title "Log A Meal - Axure Prototype" and a "LOGOUT" button. Below the header is a navigation bar with tabs: "LOGO", "MEALS", "MY HEALTH PLAN", and "HELP". The "MEALS" tab is active, showing a grid of meal items like "Chicken & Rice", "Korean Tacos", "Copy Cat Salmon", etc. The "Saved Foods" tab is also visible. A search bar and category filters are present. On the right side, there's a "Calories: 0/1,870" section and a "Breakfast" section listing "Scrambled Eggs" and "White Toast". At the bottom, there's a "MY PROGRESS" section with three charts: "Graphic Chart", "Percentage Complete Chart", and "Radial Chart". A modal window is overlaid on the interface, featuring a circular profile picture placeholder, the text "Test User 1", and the message "Next Delivery: Mon. September 19". Below this, there are five menu options: "Edit Personal Information", "Alerts/Notifications", "Preferences", "Order History", and a prominent "LOG OUT" button, which is circled in red.



# User Testing

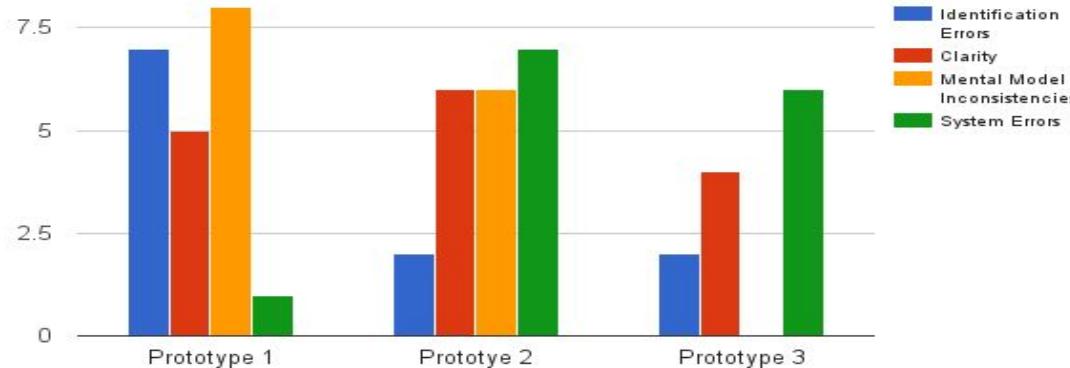




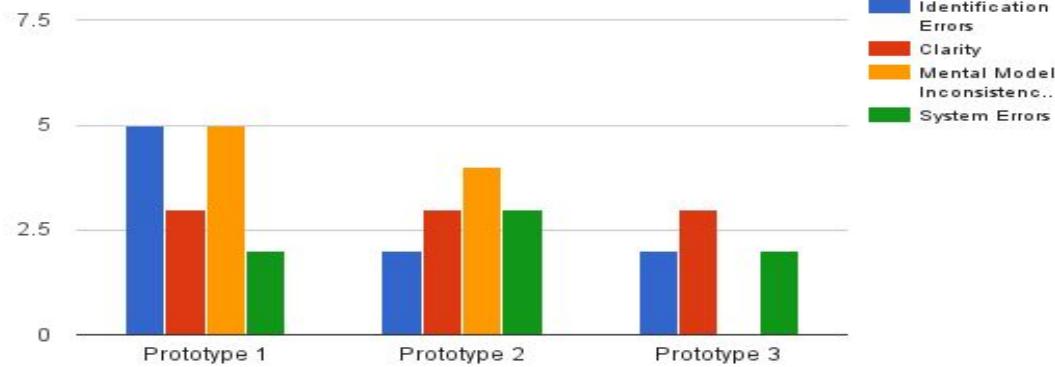
# Synthesis

Empathize Define Ideate Prototype Test

## Error Types & Frequency



## Unique Errors Per Prototype



# Synthesis



# Convergent Landing Page

- The landing page must include information around the main features: meal packages, logging food and exercise and feedback.
- Landing page navigational language and layout adopted from prototype 3.
- Layout and succinctness of prototype 2 were adopted with the product specificity of prototype 3.
- Landing page provides a uniformed system for navigation.

## Action Items





LOGO

MEALS

MY HEALTH PLAN

HELP

LOGIN | SIGN UP

## Never miss a healthy meal again.

Our expert meals keep you on track when you don't have time to.

SIGN UP NOW

PROMOTIONAL OFFER

### HAND CRAFTED

Our individual meals are hand crafted by professional chefs and nutritionists. All of our quality ingredients come fully prepared. Just follow the instructions and your food will be ready to serve in under 25 minutes. Never frozen, never modified, or processed. Drop those unhealthy eating habits in one order.



### FIND YOUR HEALTH BEAT

What is the key to meeting a health goal? Understanding what it takes to get there. Our meal and exercise logs bring balance to your customized health plan. Grow with our informative and supportive feedback helping keep you on track to see your results.

SIGN UP NOW

### THE HEALTHY LIFE

Eat healthy everyday. We know the stresses of rushing home and trying to cook something that is reasonably healthy. Let us help you get back to your regular life while still reaching for your goals. At \$5.25 a meal Viridian Health promises an affordable and healthy lifestyle.



# Solution

## One convergent design



# A Unified, Seamless Experience

- All flows will share gathered information to create a consistent and fluid experience between onboarding, logging, profile and the process of purchasing a meal package.
- All flows will utilize data to take advantage of opportunities for the development of a system that is responsive to the user's settings and system interactions.
- Unified placement of buttons and brand language.
- All flows mimic user mental models.

A person wearing a helmet and climbing gear is seen from behind, climbing a steep, rocky mountain face. The background is a bright, hazy sky.

Looking  
Ahead

# Questions?

