Nutrition study

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Google

Project overview

The product:

The Nutrition app is a regional app located in the metropolitan and suburban area. The Nutrition app strives to show you the healthiest options on fast food menus without the hassle. The Nutrition app's target customers are workers and fitness enthusiasts alike, who lack the time to really delve deep into their nutrition.

Project duration:

March 2023 to January 2024

Google
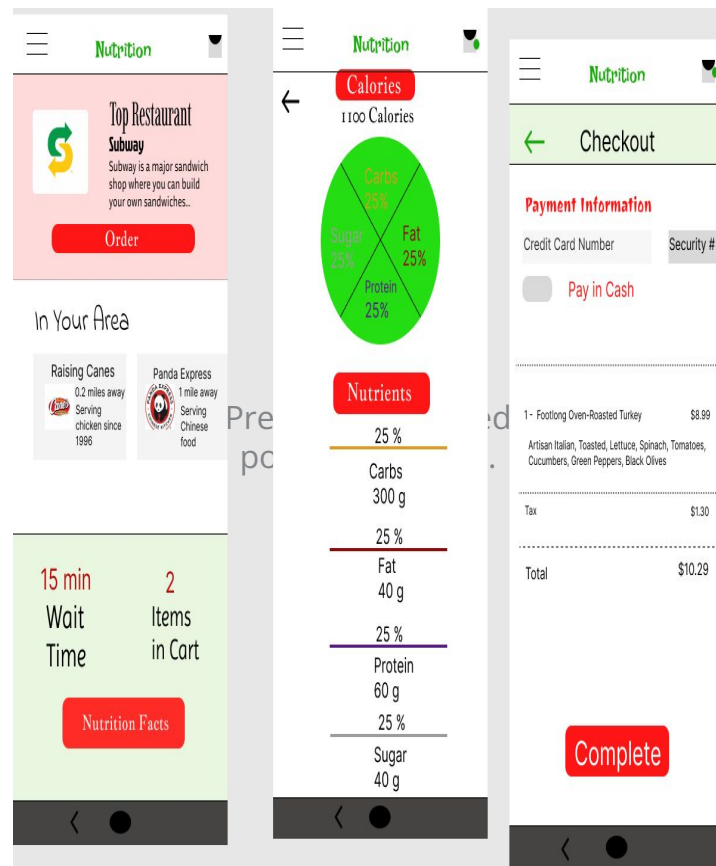
Project overview

The problem:

Restaurants lack the ability to accurately display nutrition facts. There also is not an app that tells you the healthiest restaurant in your area.

The goal:

To create an app that displays the healthiest restaurants in your area.

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Project overview

My role:

Lead UX designer who designs the Nutrition app.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was fitness enthusiasts who lack the time to make a healthy meal.

This research concluded Nutrition's findings, yet it also opened up a gateway into another topic. Other things plaguing users were lack of motivation, lack of interest, or challenges making it difficult to accurately calculate nutrition.

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User research: pain points

1

Time

Working adults do not have time to calculate the nutrients they need.

2

Health

Apps are not giving accurate data on the nutrients their product has.

3

Accessibility

Apps are not truly accessible to everyone leaving some users out.

4

IA

Text heavy options making it really hard to get the specific information that you need.

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Persona: **Name**

Problem statement:

Frederick is a busy working adult and average fitness enthusiast who needs access to healthy food and quick food with accurate nutrition.

"I am always innovating new ideas, as well as getting stronger every day."

Frederick Talisman

Age: 46
Education: Engineering Grad.
Hometown: Jacksonville, Florida
Family: Wife and 2 children
Occupation: Mechanical Engineer

Goals
- Eat healthily while also staying fit.
- Understand exactly what is in each meal.
- Find which meals maximize potential gains.

Frustrations
- "It's frustrating not knowing the amount of nutrients within each meal."
- "I don't always have the time to be counting my macros."
- "Most apps that do have a calculator have incorrect values leading to falcities."

Frederick is a Mechanical Engineer who lives in a large city mostly working 12-hour shifts during the week. During the rest of his time, he is catering to his wife and children, or working out. Frederick wants to eat healthily, yet most apps neglect to put in a nutrition calculator for each meal, leaving Frederick frustrated and annoyed.

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User journey map

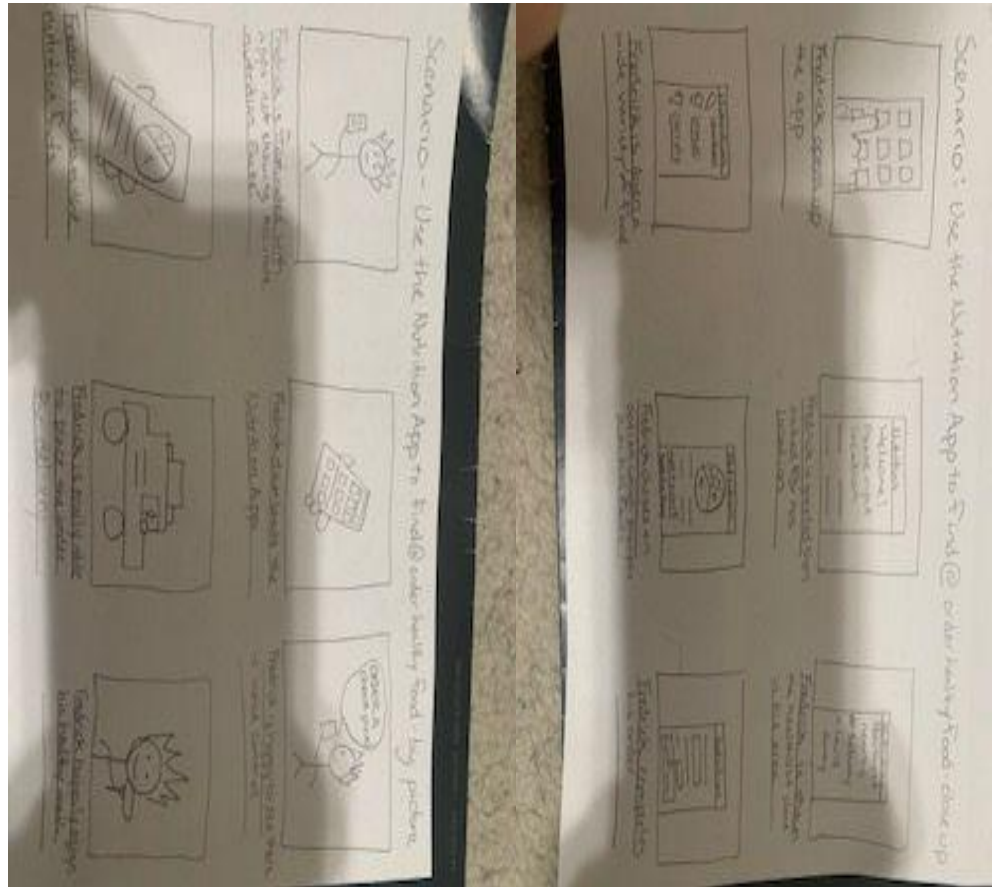Mapping Frederick's traverse through the Nutrition app ordering food and placing the order.

Persona: Frederick

Goal: An Easy way to find a healthy meal

ACTION	Find a restaurant	Find a meal	Check the nutrition calculator	Check the allergies	Order the food
TASK LIST	Tasks A. Find an affordable restaurant B. Make sure it isn't unhealthy	Tasks A. Make sure it is something good looking B. Make sure it doesn't look fattening	Tasks A. Second check the nutrients for the meal B. Make sure it is healthy for you	Tasks A. Make sure it doesn't contain shellfish (allergen) B. Make sure it doesn't contain peanuts (allergen)	Tasks A. Order and pay for the food B. Pick up the food C. Make sure the food is correct
EMOTIONS	Scared to pick the wrong one Excited to get food	Worried about the nutrients Anxious for the food	Stressed about finding a good meal	Anxious that his allergy isn't shown	Relieved that the order is placed Hopeful that it is correct
IMPROVEMENT	Showcase different restaurants in the area that are	Offer an easier way to showcase the meals	Offer an easier way to check the nutrients	Use a display for each meal that showcases major allergens, yet also	Make it easy to deliver or pick up food

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

[Your notes about goals and
thought process]

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Digital wireframes

This is the checkout portion of the app, where you choose your payment option and pay for your meal.

This is where you input your credit card info.

This is where your tax, cost of food, and total cost goes.

Nutrition

← **Checkout**

- - - - - - - - - - - -

Credit Card Number

Pay in Cash

xxxx

xxxx

Total   xxxxxxxx

Complete

Google

Digital wireframes

This is the homepage meant to be easy and accessible.
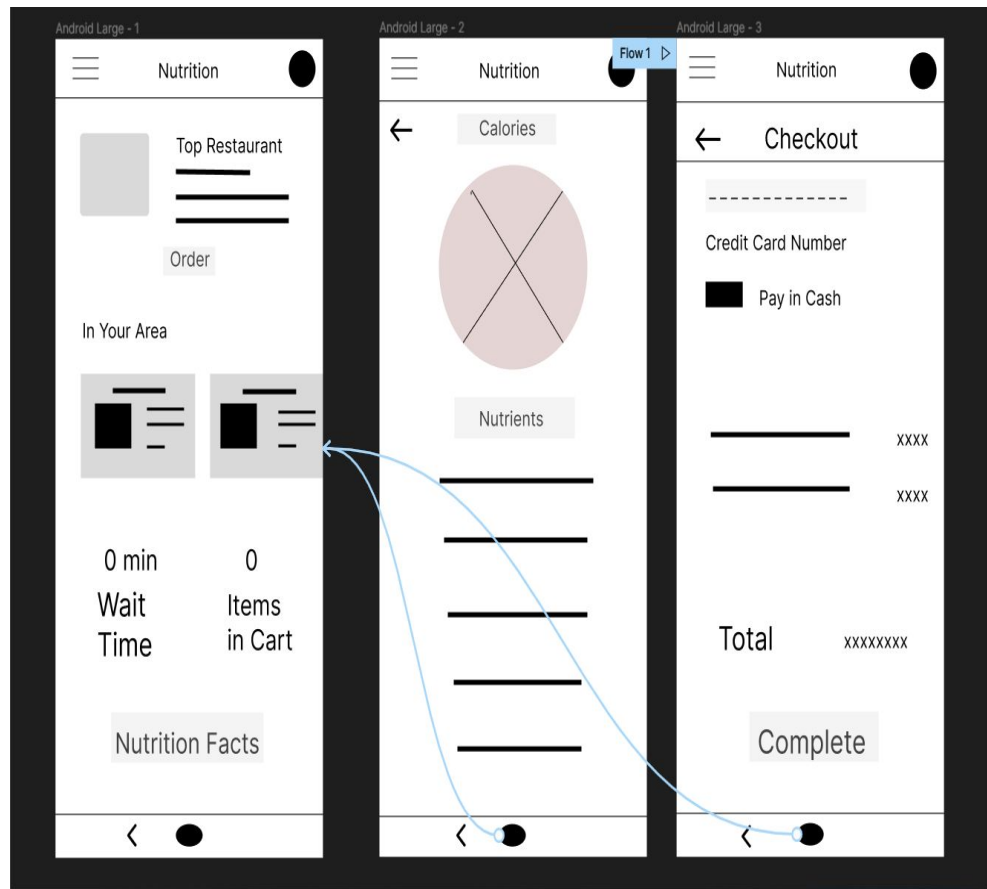
Healthiest restaurant in your area

Restaurants in your area

Android Large – 1

Nutrition

Top Restaurant

Order

In Your Area

0 min Wait Time

0 Items in Cart

Nutrition Facts

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Low-fidelity prototype

https://www.figma.com/file/t2M9
Qdwcgvf9D6CavOOkKw/Untitled?
node-id=0-1&t=hGkO98OqBdxDp
RHf-0
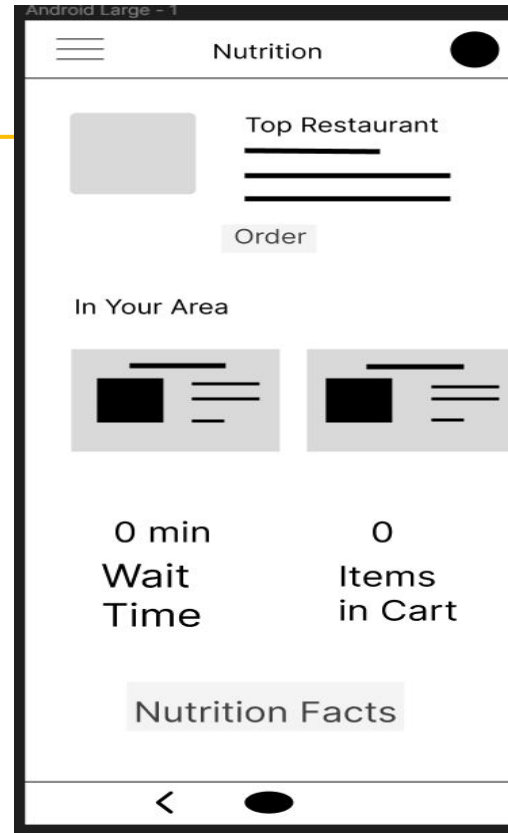
All of the home button work

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Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users want nutritious food

2. Users want to know the nutrition facts

3. Users want delicious food

Round 2 findings

1. Users want to eat healthy

2. Users want to know what they are eating

3. Users want to know what they have eaten in a day

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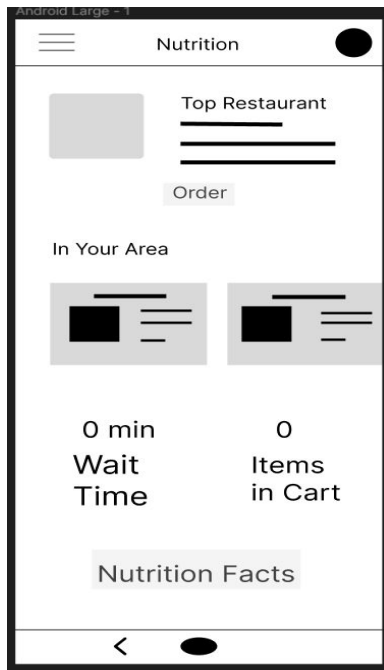# Refining the design

- Mockups

- High-fidelity prototype

- Accessibility
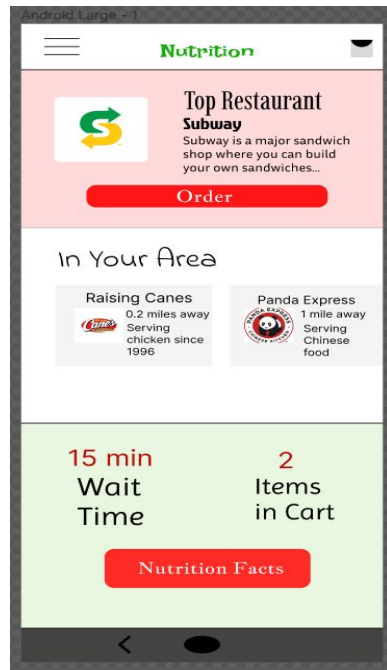
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Mockups

I was able to keep the same
layout, yet expand on it.
The colors and actual
buttons add to the overall
aesthetic to the main menu.
Not only that, but the
pictures work very well also.

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Mockups

I was also able to keep the same layout with the check out. I was able to add a better image for the basket in the top right. Also, the colors really help to show the user what is important.
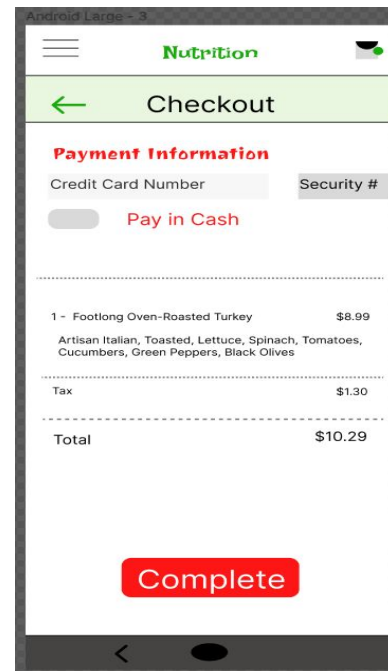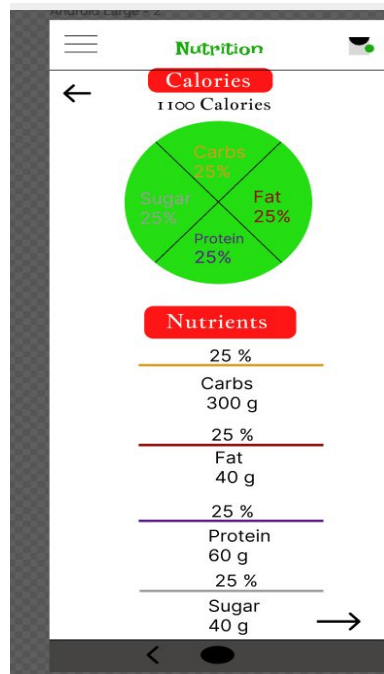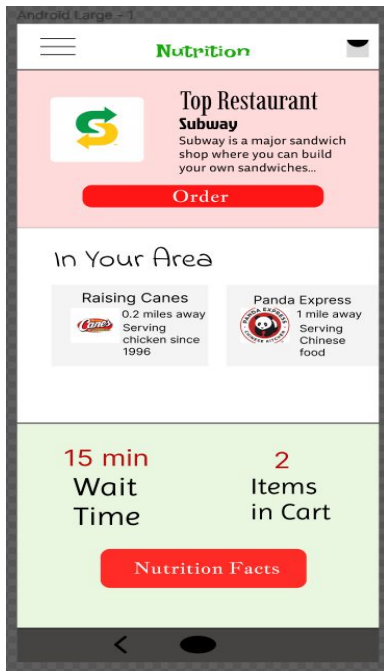
Google

Mockups

Android Large – 1

Nutrition

Top Restaurant
Subway
Subway is a major sandwich shop where you can build your own sandwiches...

Order

In Your Area

Raising Canes
0.2 miles away
Serving chicken since 1996

Panda Express
1 mile away
Serving Chinese food

15 min
Wait Time

2
Items in Cart

Nutrition Facts

Android Large – 2

Nutrition

Calories
1100 Calories

Carbs 25%
Fat 25%
Sugar 25%
Protein 25%

Nutrients

25 %
Carbs
300 g

25 %
Fat
40 g

25 %
Protein
60 g

25 %
Sugar
40 g

Android Large – 4

Nutrition

Checkout

Daily Intake

Restaurants:
Subway

Total Calories

1100

Food Ordered

1 Footlong Oven-Roasted Turkey

Want to add more?

Click here!

Android Large – 3

Nutrition

Checkout

Payment Information

Credit Card Number   Security #

Pay in Cash

1 – Footlong Oven-Roasted Turkey $8.99

Artisan Italian, Toasted, Lettuce, Spinach, Tomatoes, Cucumbers, Green Peppers, Black Olives

Tax $1.30

Total $10.29

Complete

Google

High-fidelity Prototype (Main 3)

https://www.figma.com/file/t2M9Qdwcgvf9D6CavOOkKw/Untitled?node-id=0-1&t=hGkO98OqBdxDpRHf-0

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Accessibility considerations

1

Seamless transitions are now accessible.

2

You can finally go to all of the screens with the tap of certain buttons.

3

The app is made easier because all the user has to do is tap information pertaining to the page they want to go to.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

My design will help to allow people to choose healthier alternatives within restaurants they know and love. In the words of a college, "Eating healthy is a hassle, but with your app I can finally not have to worry about that."

What I learned:

I learned many things from wireframing to UX-design overall. I learned how to not only conduct research, but to also display it in a professional way. What I mostly learned was that people need a better nutrition app and that I will be the one to provide that amazing service.

Next steps

1

I would continue to work on making sure that the nutrition facts were accurate. This is because I need to make sure that the user gets accurate information.

2

I would make sure that the app is seamless. This means that it is very easy to use. This is because an easy to use app is what the user wants.

3

I would make sure that the location system is accurate. Without the location system in place, the app wouldn't be as effective.

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Let's connect!

Thank you for reviewing my work! It was very nice of you and you can find me on linkedin at https://www.linkedin.com/in/derrick-lawrence-78000423b/

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