ABC's Nutrition

Mallory Scott

Project overview
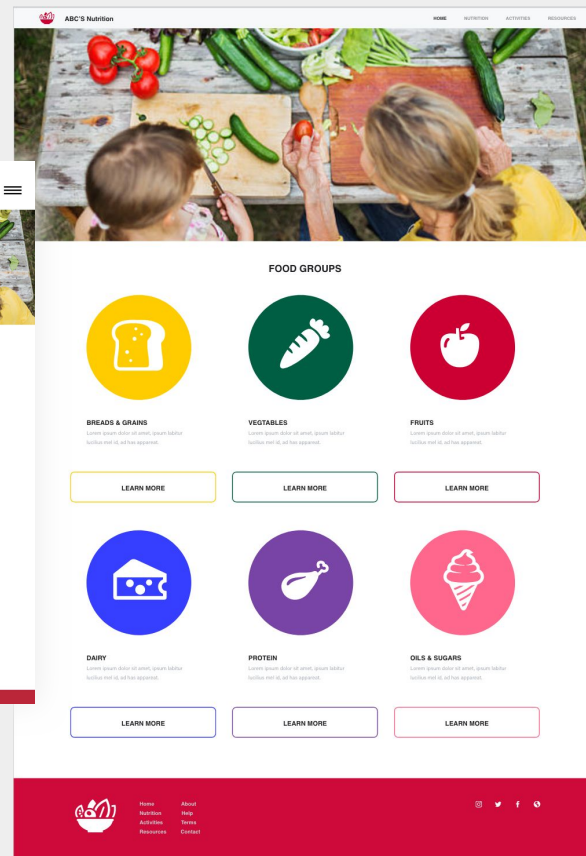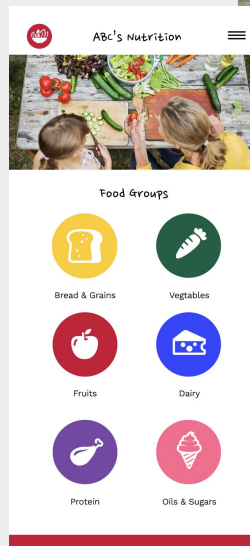
The product:

ABC's Nutrition prompt was to design a service to help kids learn about nutrition.

Project duration:

March 2021 to August 2021

Project overview

The problem:

Kids want a fun intuitive way to learn about nutrition.

The goal:

Aid in the developmental and learning processes for children and young adults ages 5-18 years old.

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Project overview

My role:

Lead UX designer, UX researcher from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, usability studies, accessibility design standards and iterating on design ideas and responsive web design

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

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 were kids and young adults who want to learn more about nutrition. Other user problems included obligations, interests, or challenges that make it difficult for access to technology and educational resources or classes.

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Persona 1: **Kim**

Problem statement:

Kim would like an easier way to help her kids learn about food and nutrition. She would also like learning, educational, recipes and fun activities to do with her kids.
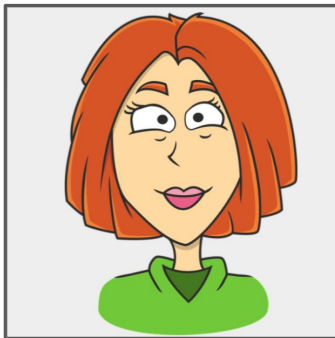
Kim

Age:	42 yrs. old
Education:	Continuing Online
Hometown:	Florida
Family:	Married, 3 children
Occupation:	Online part-time business

"As a mother of 3, I have a large family and a busy schedule. I want encourage my kids on their learning journeys when I have time and do fun things with them."

Goals
- Be a good mother
- Encourage kids to learn
- Encourage kids to make good choices with food

Frustrations
- Not enough time
- Applications and technologies that are not user friendly

Kim is a mother and runs a part-time business online selling products. Kim would like an easier way to help her kids learn about food and nutrition. She would also like learning, educational, recipes and fun activities to do with her kids.

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Persona 2: **Ron**

Problem statement:

Ron is a 7 yr. old boy that is showing interest in food nutrition and technologies. Ron would like to be able to access new ways to experiment and learn about food groups and nutrition.
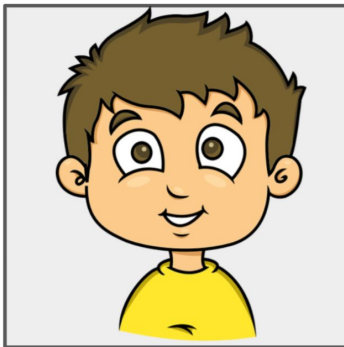
Ron

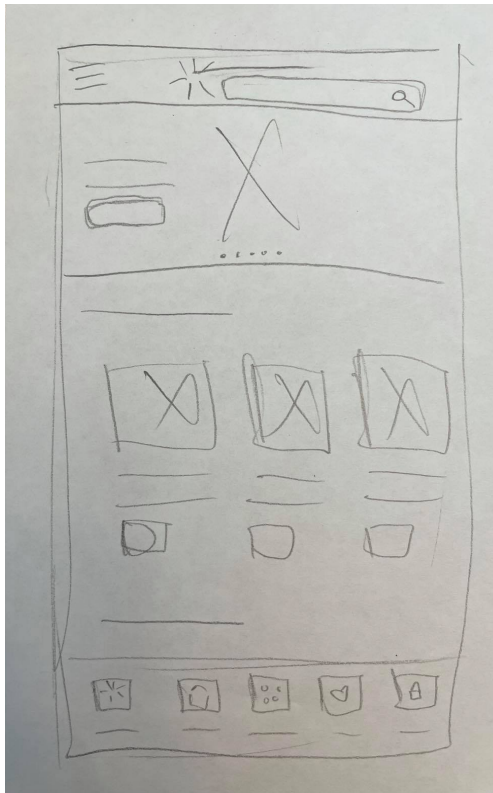**Age:** 7 yrs. old
Education: Elementary
Hometown: Florida
Family: Parents, Siblings
Occupation: n/a

"I love learning. I think one day I might want to be a chef or own my own restaurant."

Goals
- Learning about food and nutrition
- Learning more about technologies
- Fun while learning

Frustrations
- Things that are boring
- Not having enough time to learn
- Not having access to technologies

Ron is a 7 yr. old boy that is showing interest in food nutrition and technologies. Ron would like to be able to access new ways to experiment and learn about food groups and nutrition.

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Competitive audit

An audit view of a few competitor's provided direction on gaps and opportunities to address with education and ABC's Nutrition.

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Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competive audit.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Digital wireframes

After ideating and drafting
some paper wireframes, I
created the initial designs
for ABC's Nutrition app.
These designs focused on
delivering personalized
guidance to young user to
help them learn about
nutirion in a fun way.

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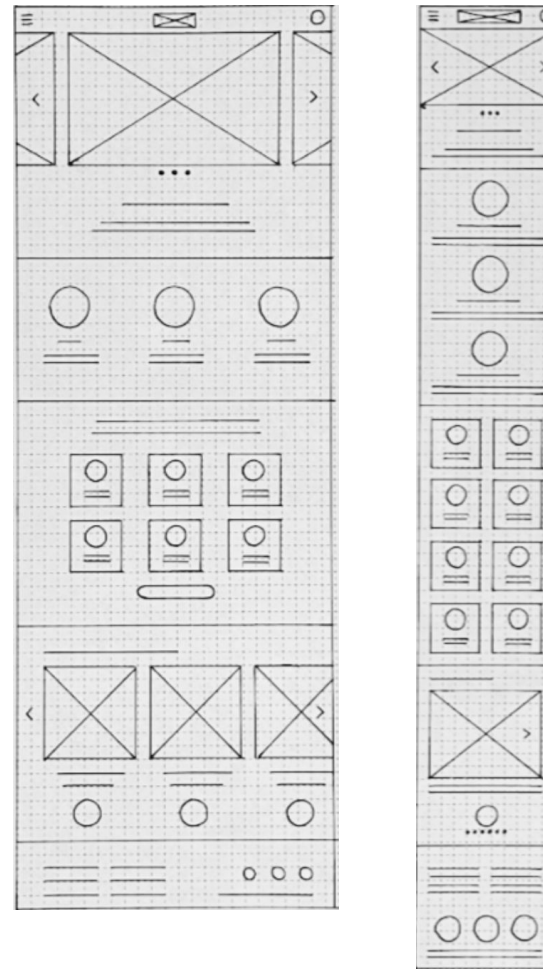
Low-fidelity prototype

To prepare for usability testing, I
created a low-fidelity prototype
that connected the user flow of
viewing a food group and learn
more about it.

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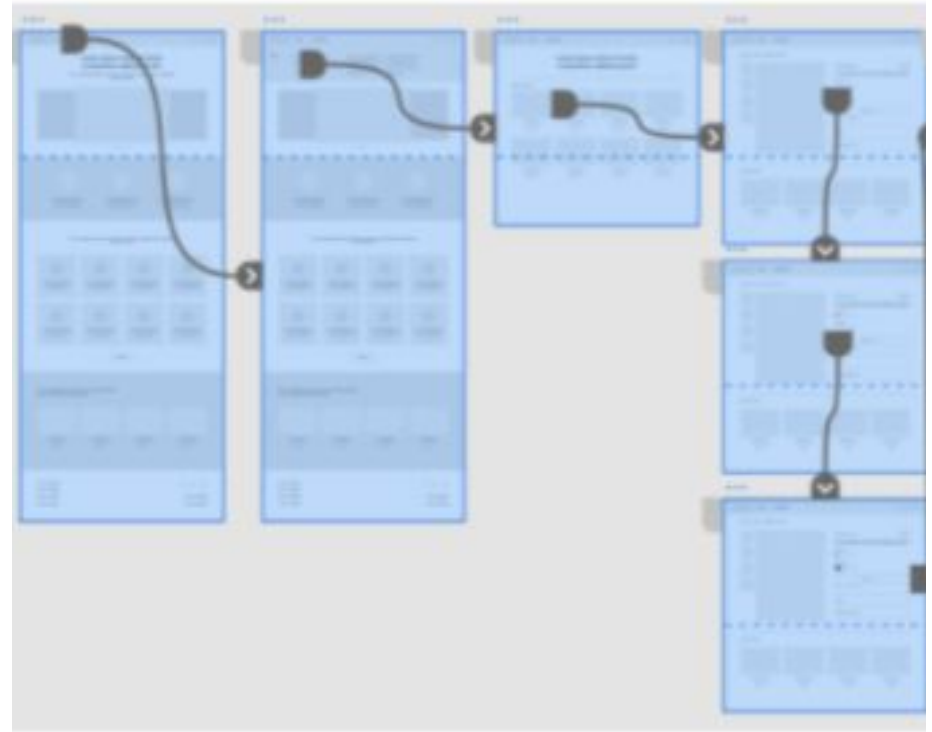
Usability study: parameters

Study type:

Unmoderated usability study

Location:

USA, remote

Participants:

5 participants

Length:

30-60 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Recipes

Adding recipes to the nutritional app made sense for more engaging content

2

Food Pyramid

Users wanted to be able to see a pyramid

3

Fun Facts

Added a "Did You" know section to learn more about specific food categories
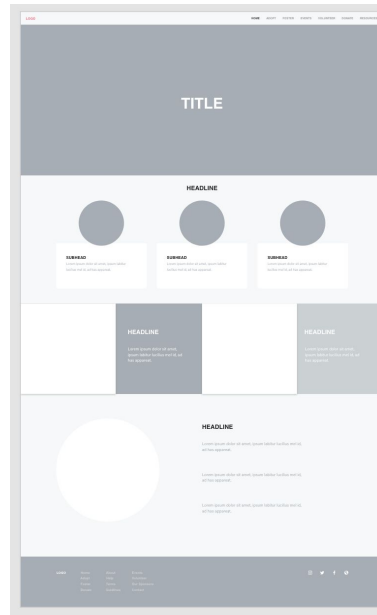
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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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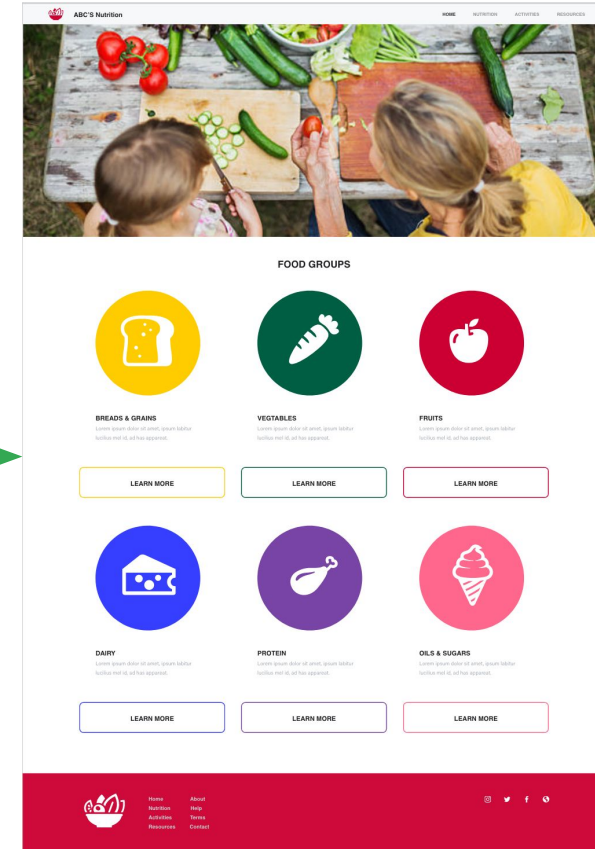# Mockups

I made changes to improve the websites main page. I added imagery, large colorful icons to navigate through the home page.

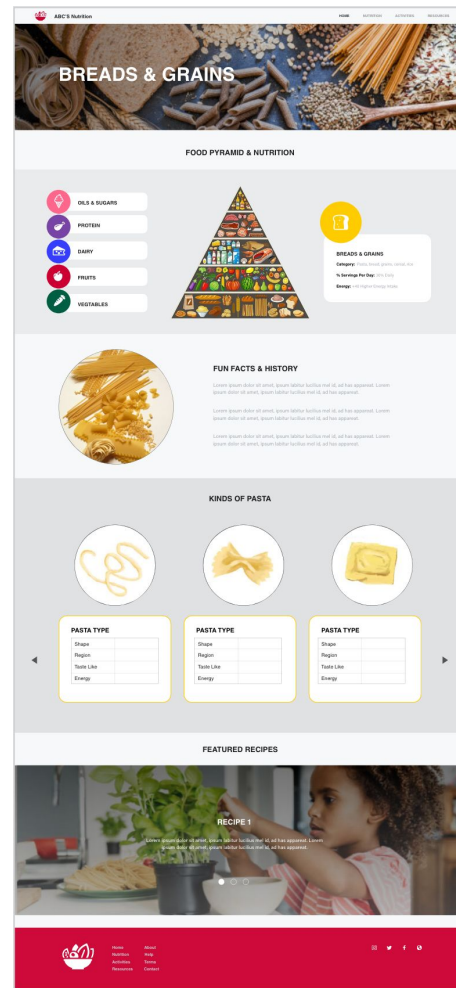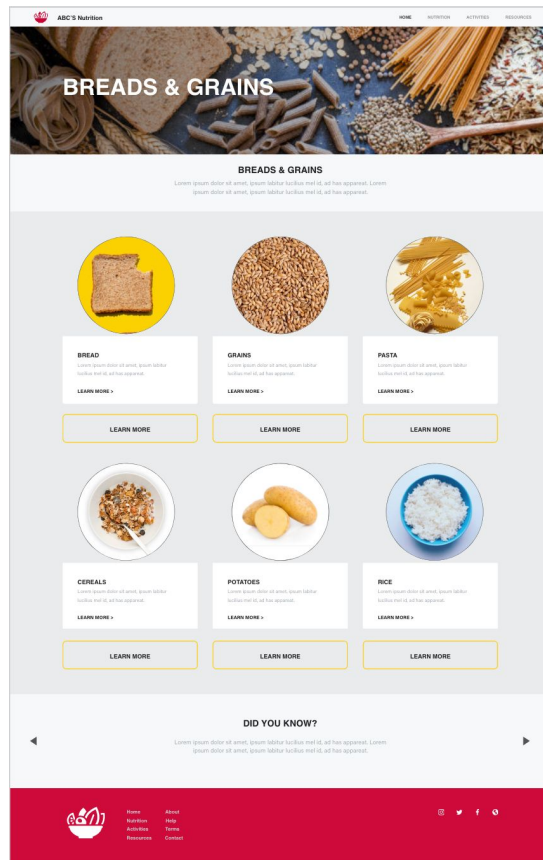Google

Mockups

Additional design changes included adding a fun nutritional pyramid and a navigation bar on the website.

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Mockups
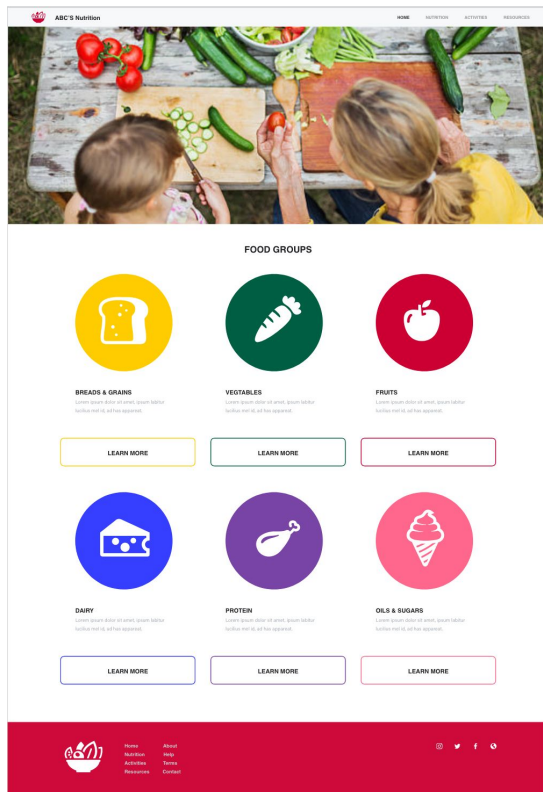
High-fidelity prototype

The hi-fi prototype followed the same user flow as the lo-fi prototype and included the design changes made after the usability study as well as additional changes.

ABC's Nutrition Website

High-Fidelity Prototype

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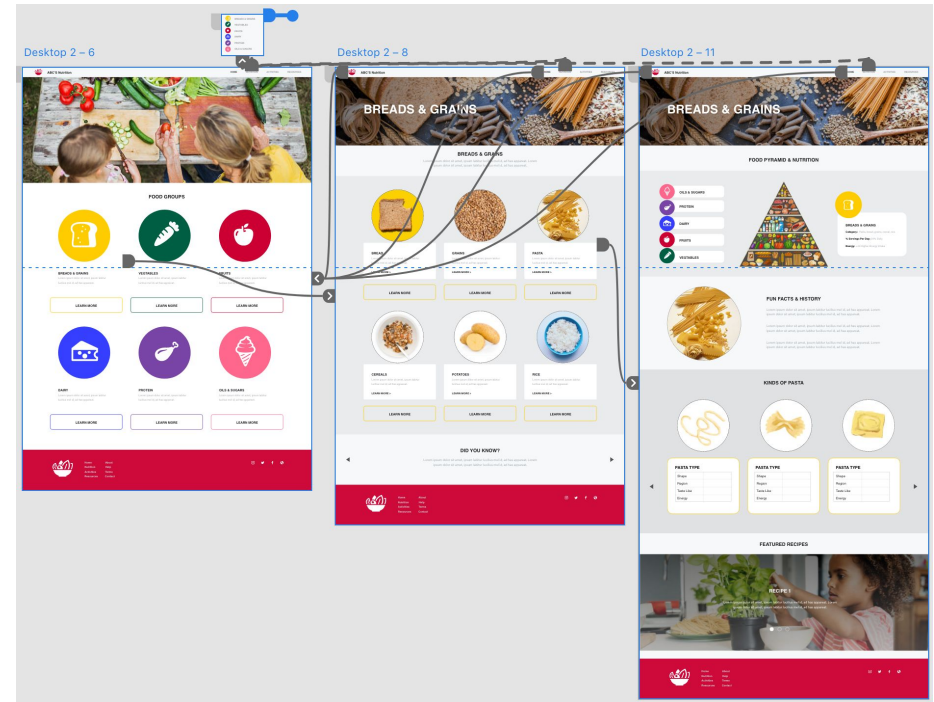
Accessibility considerations

1

Larger heading and subheadings

2

Used bright icons and large icons for contrast and for touch

3

Designed site with alt text for smooth screen reader access

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Responsive Design

- Information architecture
- Responsive design

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Build the App Sitemap

Worked in the top down method and did the website first and the mobile app second.
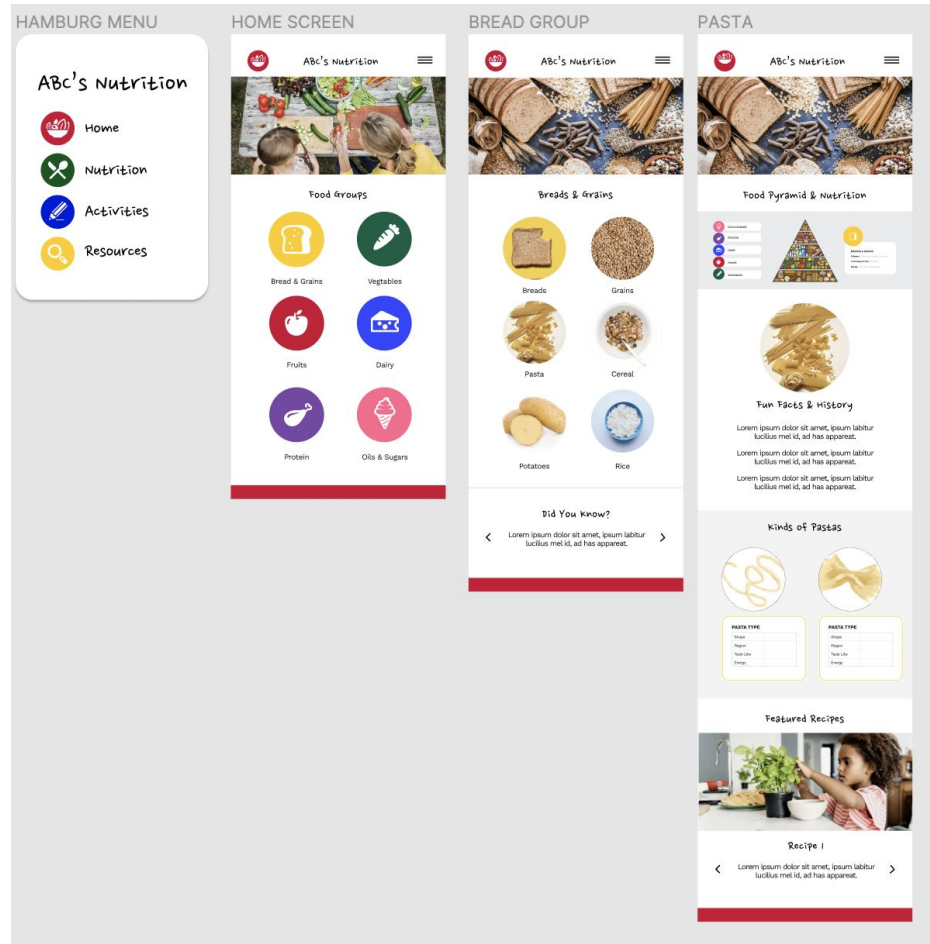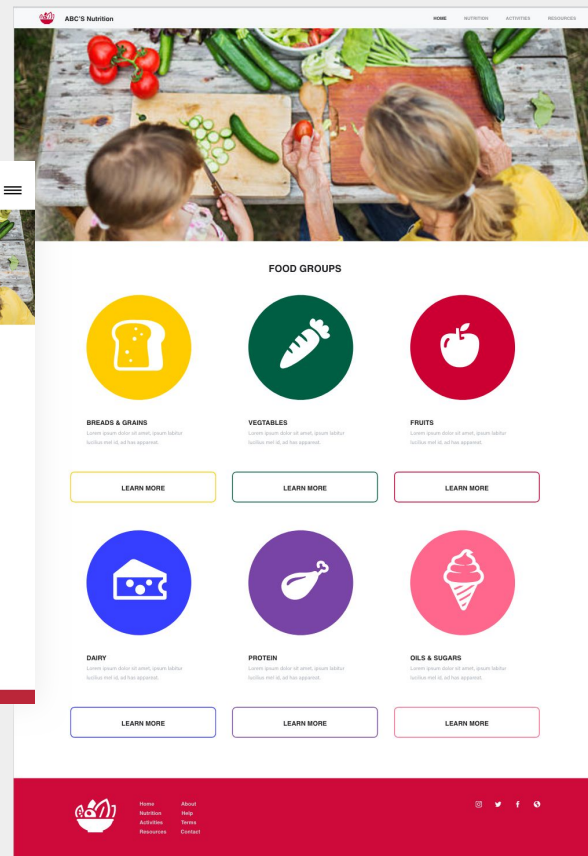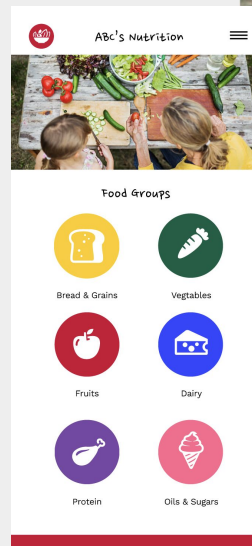
ABC's Nutrition App

High-Fidelity Prototype

Responsive designs

Included considerations for additional screen sizes in my mockup based on my earlier wireframes. It was important to optimize for a range of device sizes like mobile and desktop since users view on a variety of devices.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Target users believe the design was easy to navigate through, had more of a visual impact with the imagery and white space and demonstrated a hierarchical site.

What I learned:

I learned that the first ideas for the website are only the very beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs. Lo-Fi wireframes and prototypes are necessary part of the process.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

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Let's connect!

Thank you for your time reviewing my work on ABC'S Nutrition! If you'd like to see more or get in touch, my contact information is provided below.

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