

ABC's Nutrition

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Project overview



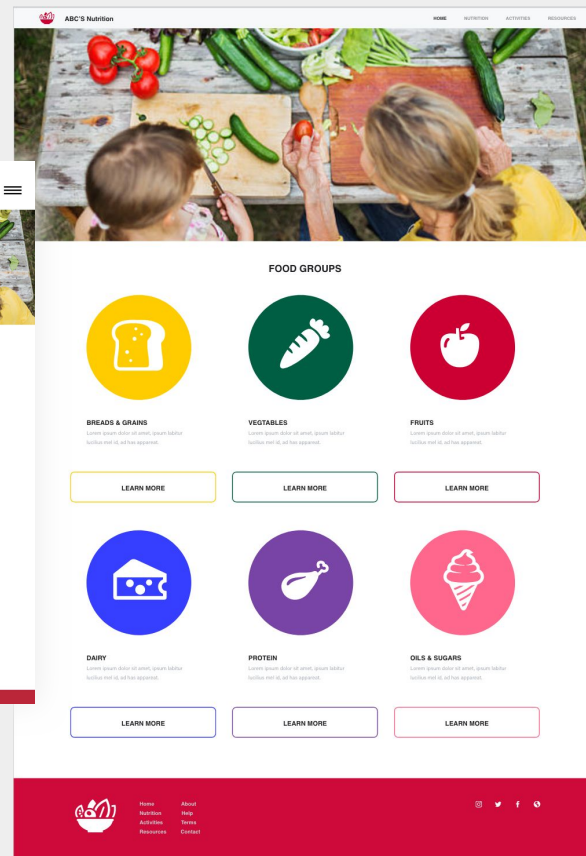
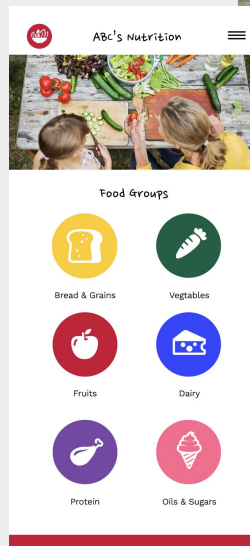
The product:

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.

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

Understanding the user

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

User research: summary

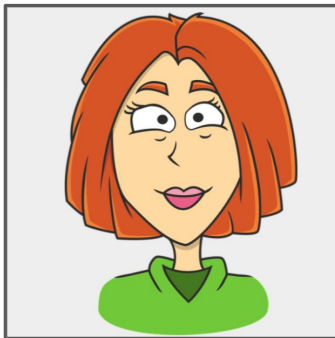


I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research were kids and young adults who want to learn more about nutrition. Other user problems included obligations, interests, or challenges that make it difficult for access to technology and educational resources or classes.

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

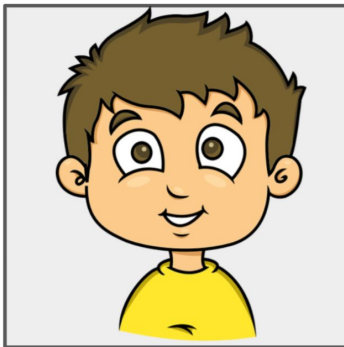
- Not enough time
- Applications and technologies that are not user friendly

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.

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.

Competitive audit

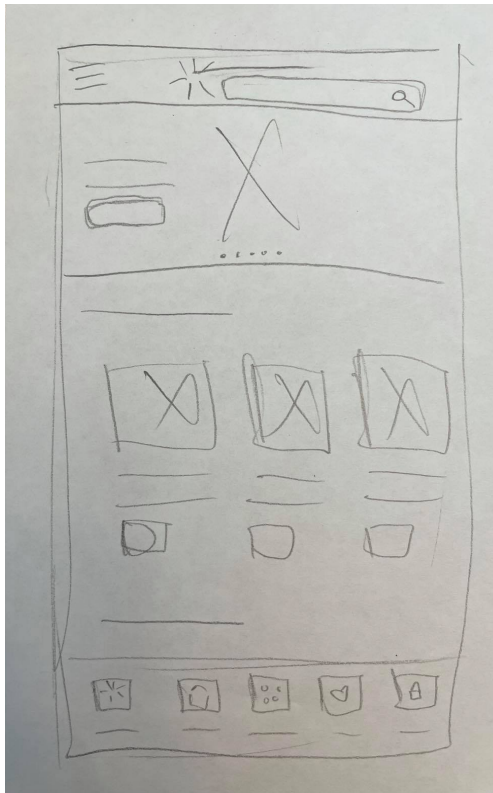
An audit view of a few competitor's provided direction on gaps and opportunities to address with education and ABC's Nutrition.

Competitive audit									
Competitive audit goal: Identify and understand the effectiveness of products and features currently used to fight food waste.									
General Information								First Impressions	
Competitor type (direct or indirect)	Location(s)	Product offering	Price \$ - \$\$\$	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
ElimWaste	Philadelphia, PA	App and website that help with recipe planning and food waste reduction	\$	www.elimwaste leftovers	Medium	Young adults and high school students	"Reduce your impact, eat smarter."	Good + Strong, consistent branding + Easy to navigate - Lots of complicated features	Good + Strong, consistent branding + Easy to navigate + All features are useful
Tasty With Less	Lethbridge, AB	App and website that use existing and leftover ingredients to create recipes	\$\$	www.eatmorewasteless.ca	Small	Young, single adults and people in college	"Eat better, enjoy more, use less."	Needs work + Easy to navigate + Overly simple design - Lack of useful features - Not responsive	Okay + Easy to navigate + Improved visual design compared to website - Feels like it's missing some useful features
BagItUp	Most major European cities	App and website that connect consumers directly to food suppliers with unsold inventory	\$\$\$	www.foodtobuydirect	Large	Parents and families	"Connecting food with the people who need it."	Outstanding + Easy to navigate + Strong branding and visual design + All features are useful and intuitive	Outstanding + Easy to navigate + Strong, consistent branding and visual design + All features are useful and intuitive

UX (rated needs work, okay, good, or outstanding)							
Interaction				Visual design		Content	
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
Outstanding + Personalized recipe planning feature + Shopping list feature + Waste tracking feature + Filter features (allergies, price, etc.)	Good + Strong use of visuals + Use of color is accessibility-friendly - Not equipped for screen reader tech	Good + Recipe planning process is clear and straightforward - Using filters is time consuming because they can only be added one at a time	Outstanding + Straightforward navigation + Clear indication of clickable elements	Outstanding + Strong brand identity reflected throughout design + Consistently strong UI, including use of high-quality images + Consistent use of modern font that aligns with brand identity	Witty, conversational tone that aligns well with branding.	Outstanding + Conveys information clearly + Descriptions are succinct and to the point	
Okay + Recipe planning feature + Ingredient list feature is confusing and difficult to use	Outstanding + Strong use of visuals + Use of color is accessibility-friendly + App and website are screen reader compatible	Good + Recipe planning process is clear and straightforward - Ingredient list feature is difficult to complete due to manual entry and not remembering previous inputs	Needs work + Some clickable elements are not indicated well or clearly marked - Navigation direction is not always clear	Okay + Brand identity reflected throughout design + Good use of high-quality images + Simple visual design - Inconsistent font usage	Formal, to-the-point language. Could be more playful and humorous to align with brand identity.	Okay + Descriptions are succinct and to the point - Information is not always easy to understand	
Outstanding + Geographic locator feature + Ability to create profile + Pricing calculator	Needs work - Not equipped for screen reader tech - Color choices don't meet accessibility standards - Inconsistent use of visuals	Outstanding + Primary checkout user flow is clear + Quick and easy to use ordering process	Good + Comprehensive navigation menu - Offering so many supplier options is overwhelming at times	Good + Strong brand identity reflected throughout design + Consistently strong UI, including use of high-quality images - Inconsistent font usage	Formal but friendly. Doesn't feel "stiff". Works with brand identity.	Good + Conveys information clearly - Overly descriptive at times	

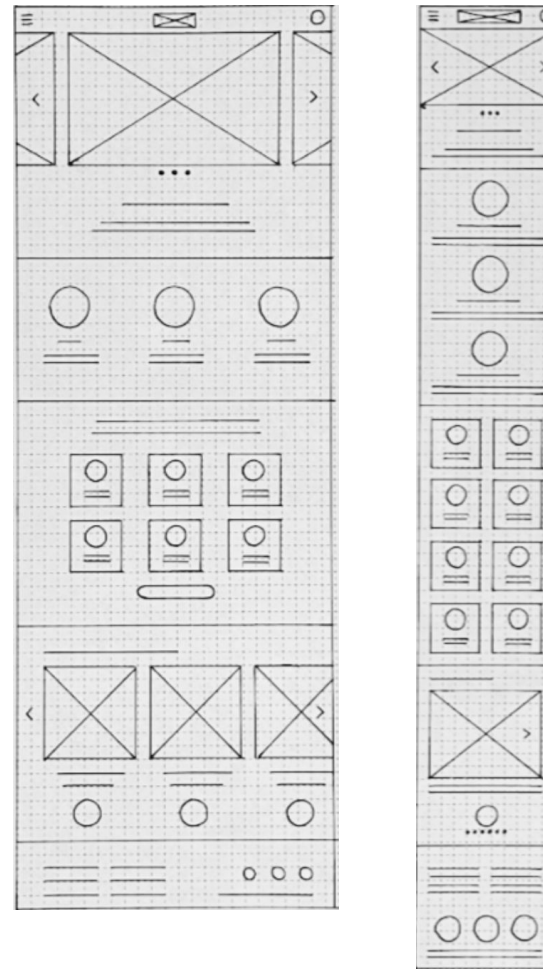
Ideation

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



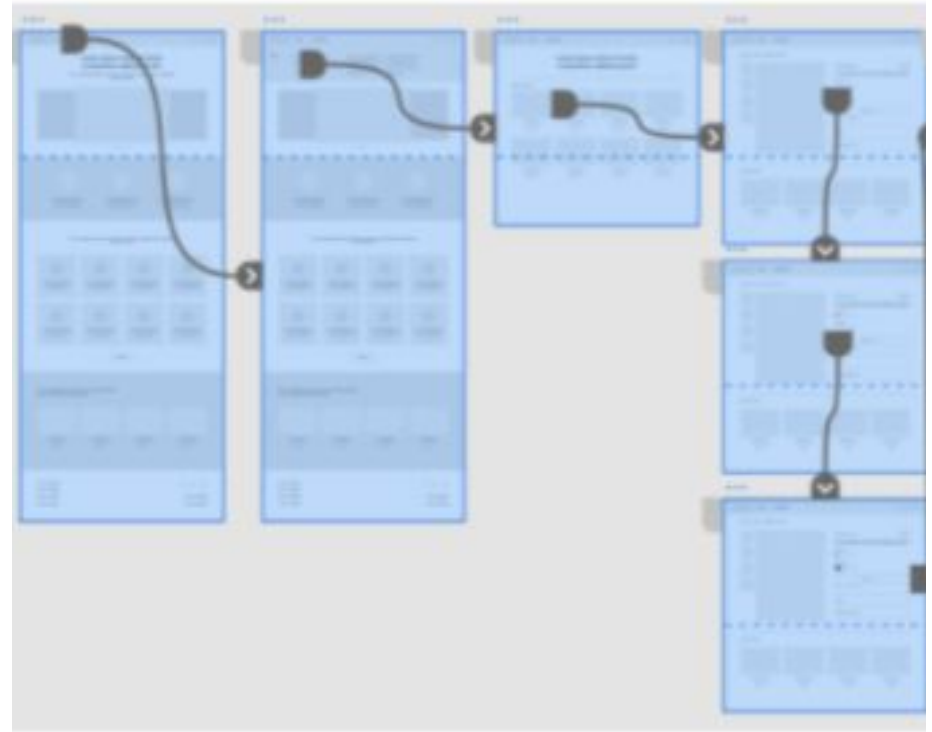
Digital wireframes

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 nutrition in a fun way.



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.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, remote



Participants:

5 participants



Length:

30-60 minutes

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

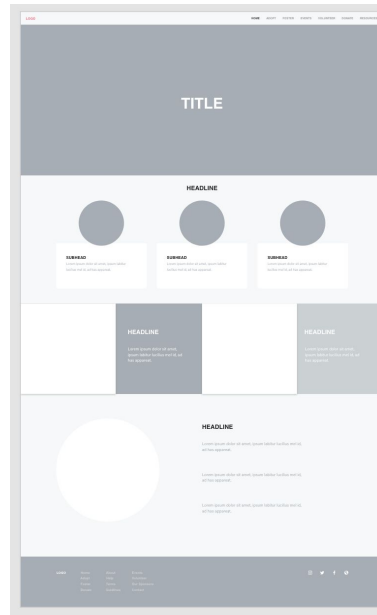
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

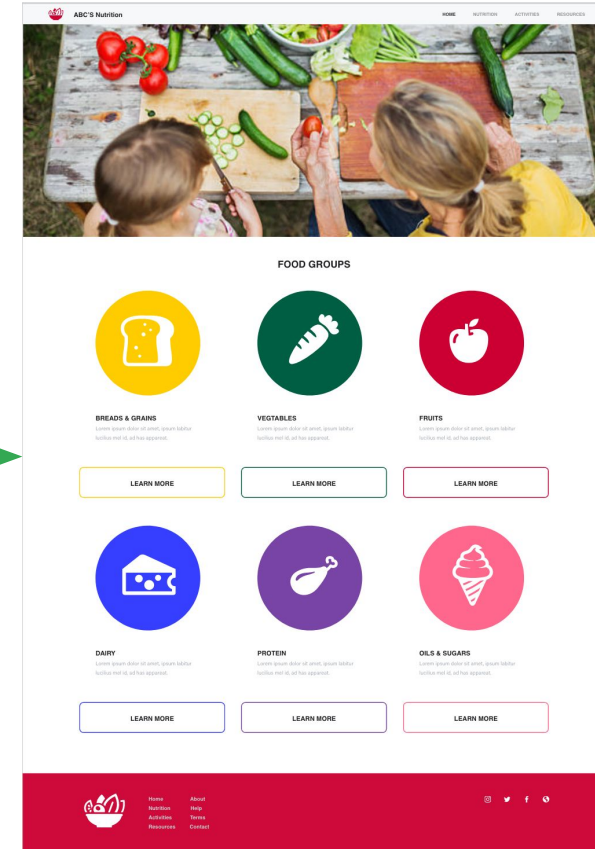
Mockups

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

Before usability study



After usability study

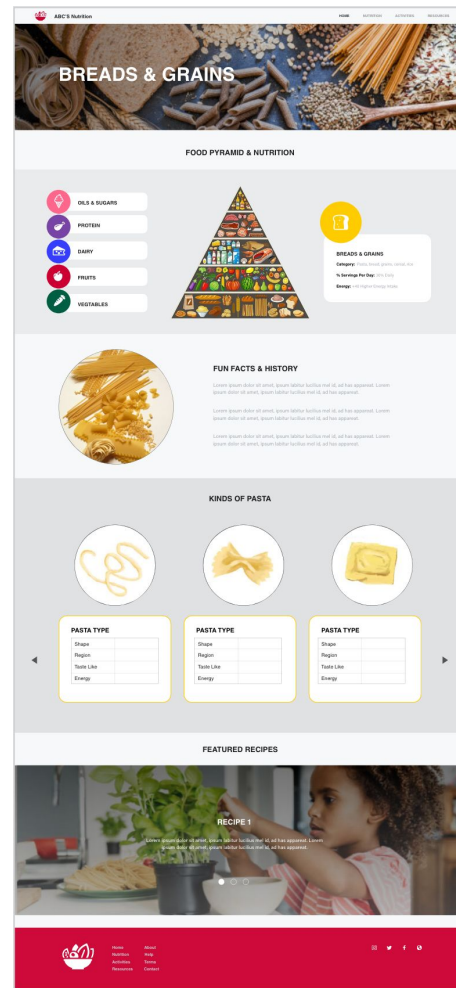
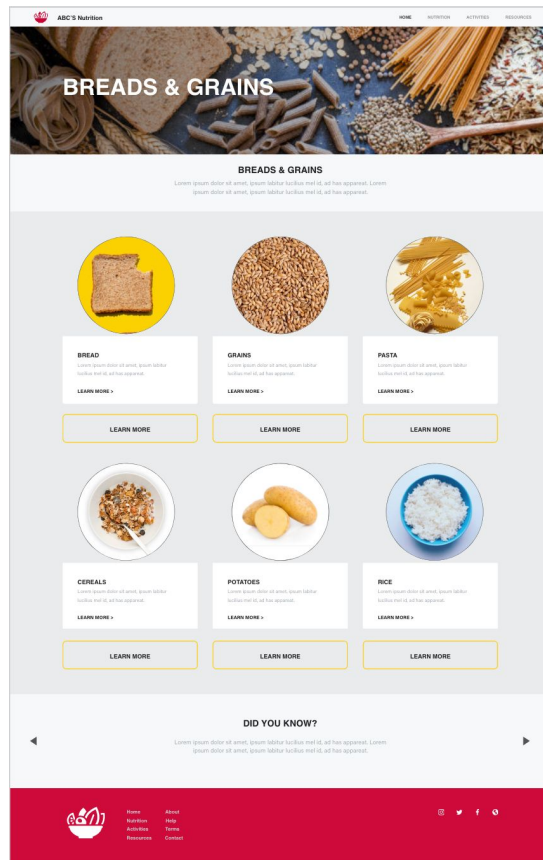
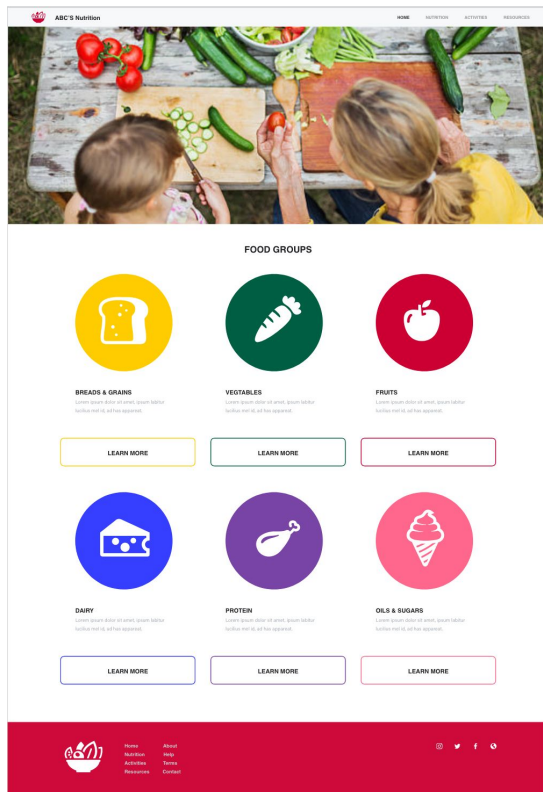


Mockups

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



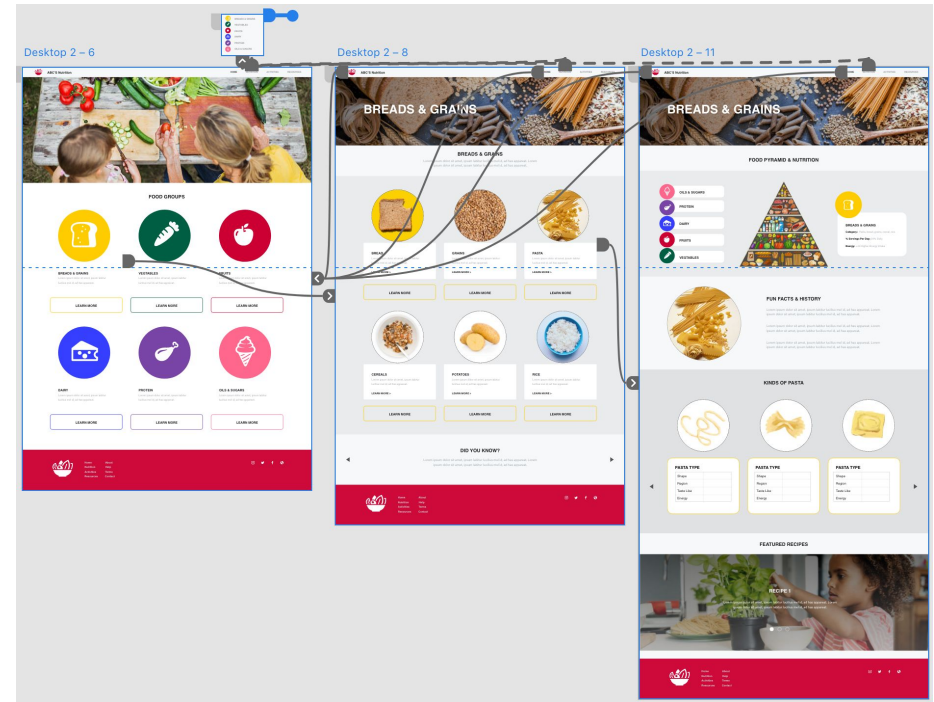
Mockups



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](#)



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

Responsive Design

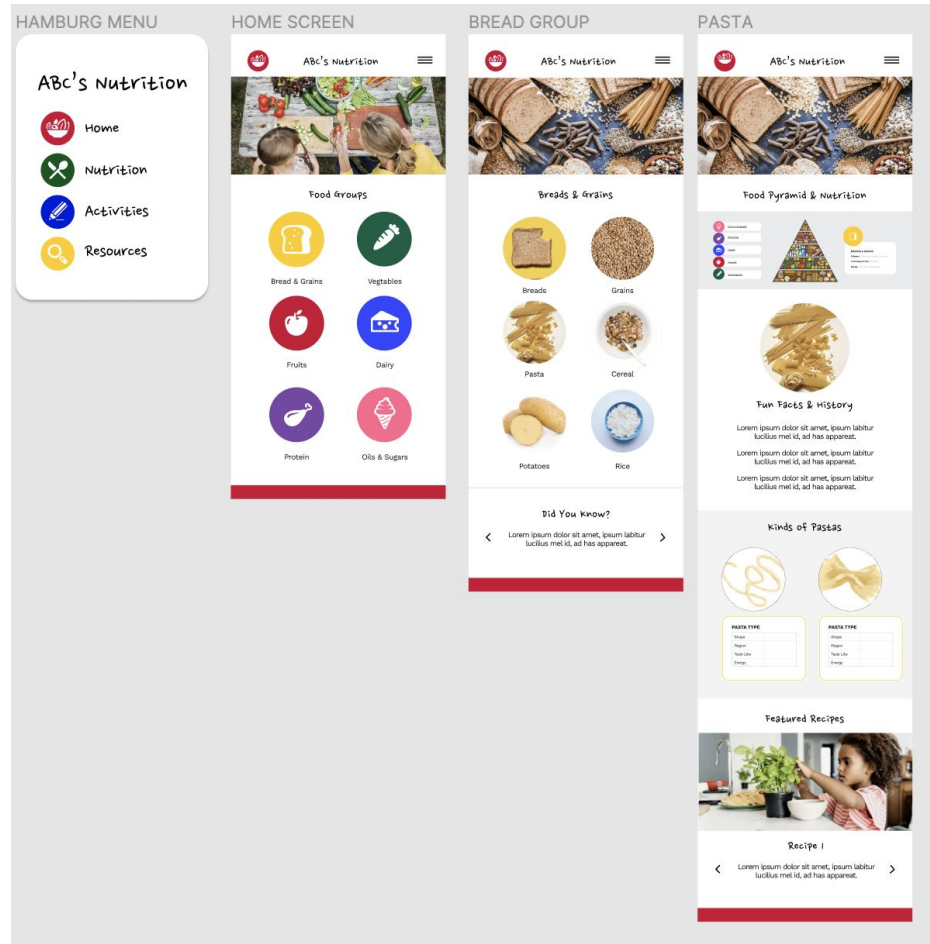
- Information architecture
- Responsive design

Build the App Sitemap

Worked in the top down method and did the website first and the mobile app second.

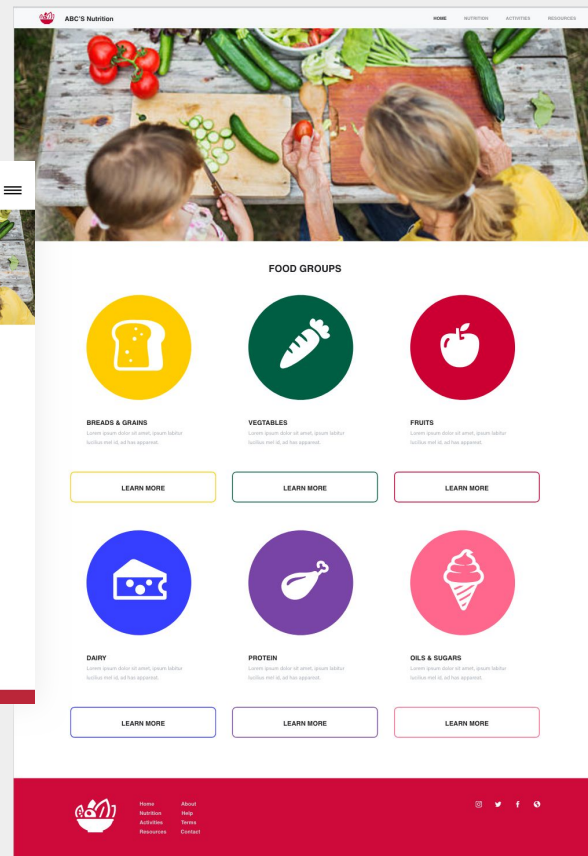
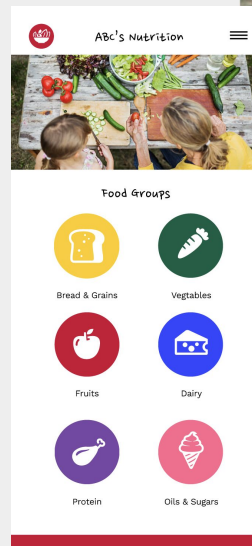
ABC's Nutrition App

[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.



Going forward

- Takeaways
- Next steps

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.

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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