Good n good 4 you! App and Responsive Website

Frederick E. Thomas
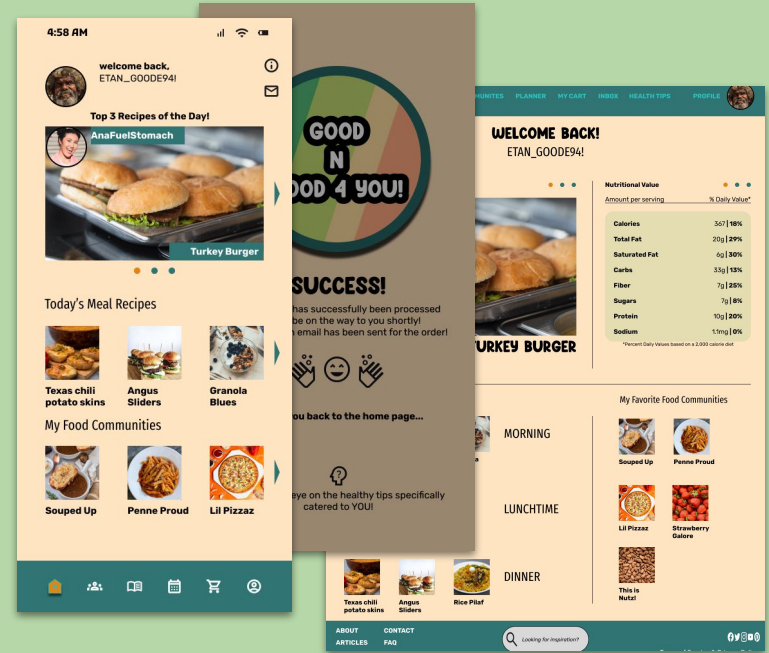
Project overview

The product:

Good N Good 4 You! is a small startup company aimed at the focus of healthier food-prep and cooking options. This is supposed to help users find healthy habits with the food the cook themselves and/or consume. The target users of Good N Good 4 You! include teens, to college students and adults who are concerned with their eating habits that fits the current diet or the diet they desire to abide by.

Project duration:

July 2022 to September 2022

Project overview

The problem: My main problem I had was to find out how I can give users healthier food options that they can schedule. Also, provide audio accessible features for a hands-off experience.

The goal:

Design an app that will dedicate dietary plans around each specific person and their current and/or desired lifestyle.

Project overview

My role:

Lead UX designer, UX researcher, and project manager for the designing of the Good N Good 4 You! App.
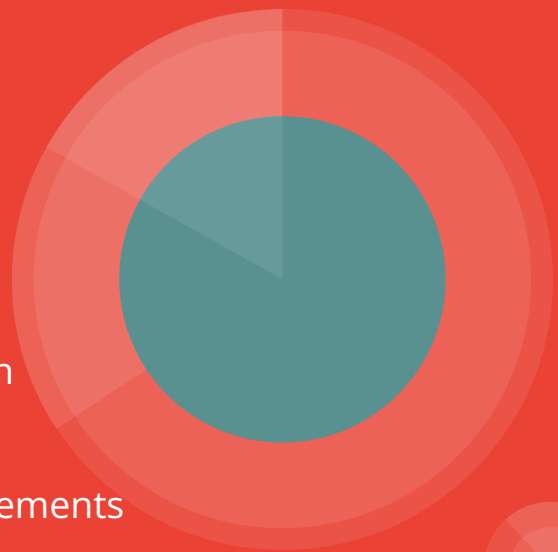
Responsibilities:

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

Understanding the user

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

User research: summary

I used Good N Good 4 You!'s data on healthier food options to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling enthusiastic for eating as well as cooking healthier meals for not only them but others. The feedback received through research made it very clear that users would be open and willing to work towards cooking and eating healthier meals if they had access to an easy-to-use tool to help lead them in the direction of doing so.

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Persona 1: **Tapelenee**

Problem statement:

Tapelenee is a working woman who needs to make note of the healthy foods and meals that she can eat around her schedule because her diet can align with her workout plan, improve her health and not interrupt her daily routine.

"Look good, feel good, but the food has to taste good too!"
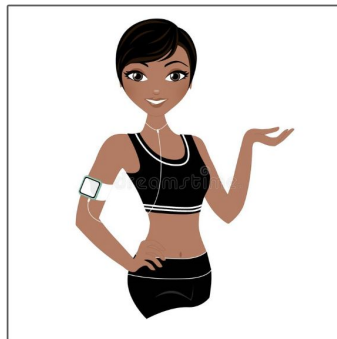
Tapelenee Jenkins

Age: 29
Education: Nursing Ph.D at Georgia St.
Hometown: College Park, GA
Family: Single with 1 huskie
Occupation: RN at Emory Hospital

Goals

- Wants to maintain a healthy diet and keep weight down, but have great tasting food as well.

- Would like to personalize her account based her favorite foods and avoid foods that she's allergic to

Frustrations

- "How can I keep eating the same foods I already eat, but keep it moderated and healthy??"

- "I usually workout if I workout so I don't have time to search for all the meals I could possibly make and have, it'd be nice to have scheduled food and meal suggestions"

Tapelenee Jenkins is a seasoned Georgia State alumna that works at Emory Hospital as a registered nurse. She's used to being pretty busy and on his downtime, likes to workout and stay in shape when she and her ex-husband take turns watching their daughter. She has a pretty decent eating routine as she is on her workout plan, but food is life. She has always wondered how can she maintain eating tasty food similar to what she has already been eating and remain healthy.

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Persona 2: **Darrell**

Problem statement:

Darrell is a casual cook who needs to cook healthier meals but also have a hands-off audio experience because his eyesight gets strained after a period of time, and in turn it'll improve his and everyone else's health.

"Look good, feel good, but the food has to taste good too!"

Goals

- Wants to hear the audio of the text while using the app.

- Would like keep cooking similar meals and keeps things such as salt intake, calories and things like that at a minimum.

Frustrations

- "I would love to talk to a healthy food expert to see if I can keep cooking the foods and ways I cook, and if not, what the alternatives are."

- "I can't stare at a screen too long, is there a way I could hear the food advice?"

Darrell Northcutt

Age: 62
Education: Associate's Degree in History from Michigan State
Hometown: Biloxi, MS
Family: Married for 38 years, Grandfather, unofficial cook of the family
Occupation: African American Studies professor at Georgia State

Darrell Northcutt is an older gentleman that teaches at GSU with a deep love for cooking. As he teaches his students along with more of the younger generation of his family highlight the history of high cholesterol plaguing the black community's health. This led to Darrell taking that into consideration and making more his meals. He's wanted to join a community that he can engage in and share ideas and comment on others' comments and questions while chatting with experts to make sure they are in the right direction.

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Competitive audit

These were some of the closest comparisons of the app that I could learn from in crafting and gaining data.

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Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **letting users pick their desired recipes and schedule them in their weekly planner.**

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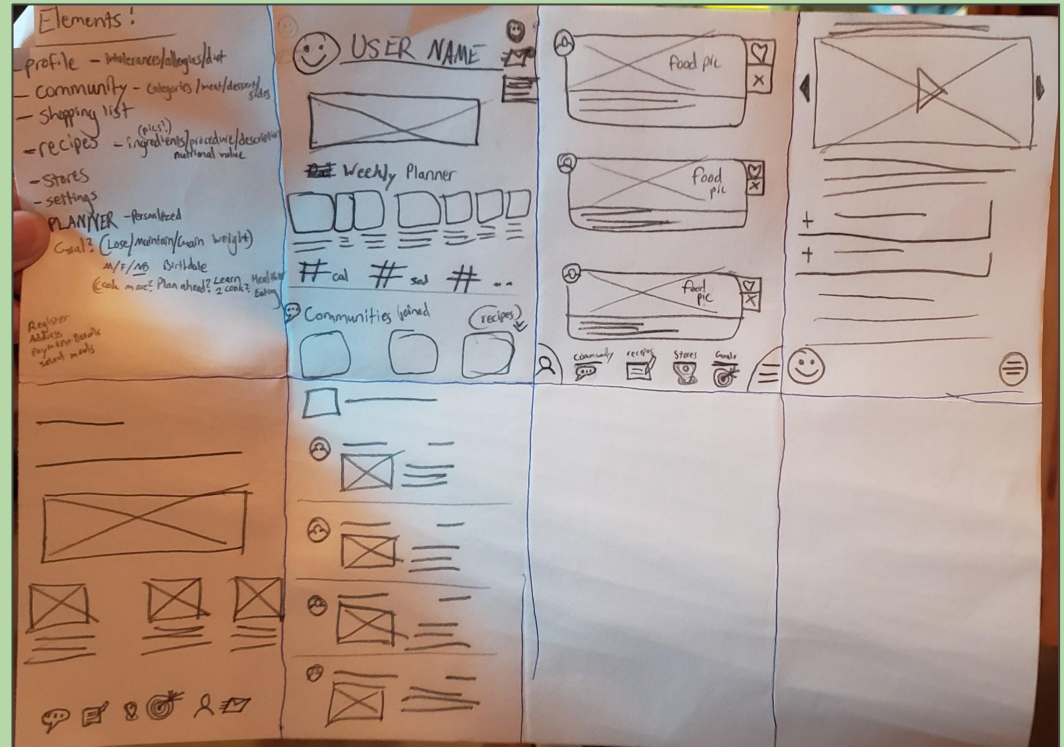
Starting the design

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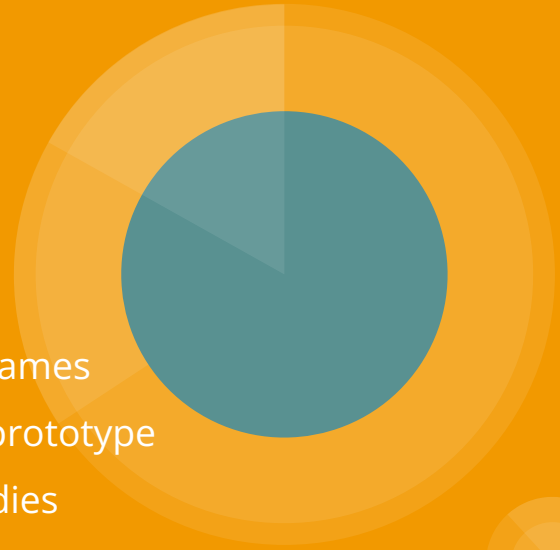
Digital wireframes

These are the initial designs of the digital wireframes after coming up with paper iterations that focused on the user's journey to making a personalized diet and picking out some favorite recipes through food communities that they stumble upon.

Each food community holds a number of recipes and comments from users that have recipes or just browsing.
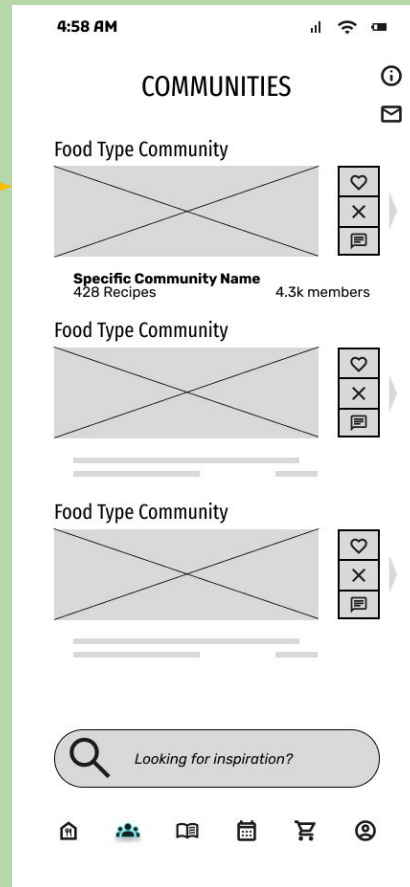
Easy access to app features from global navigation

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Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of signing up for an account, logging in, or as a guest. Then from there, exploring different food communities, finding recipes and even ordering ingredients to your home.
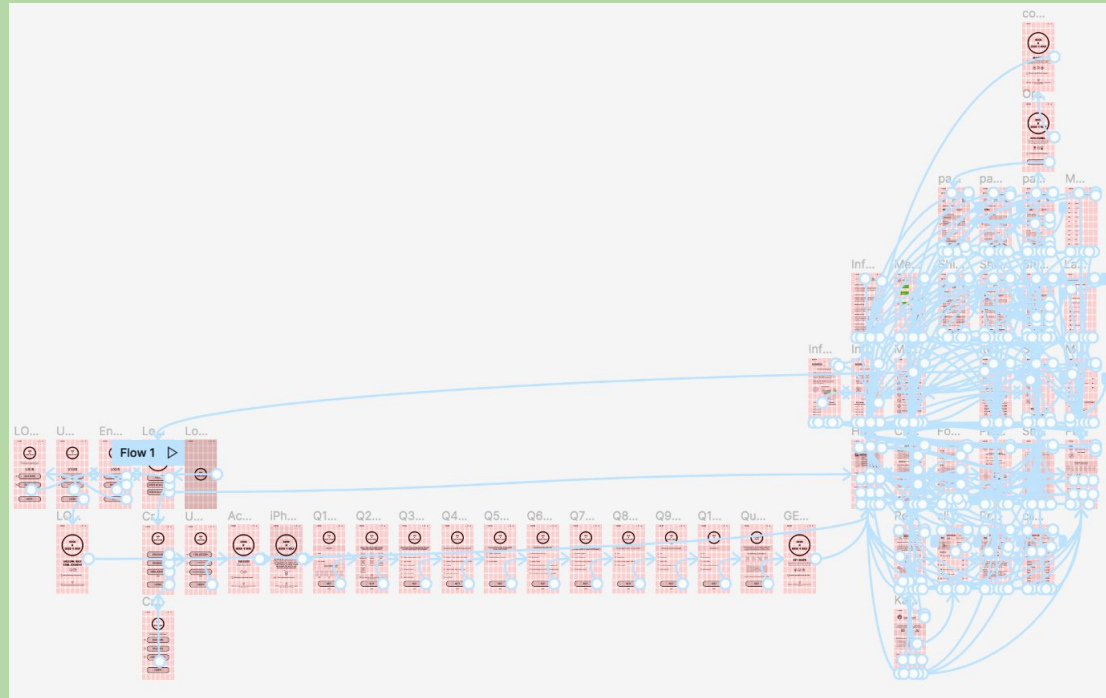
View Good N Good 4 You!'s low-fidelity prototype

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

United, remote

Participants:

5 participants

Length:

25-40 minutes

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Usability study: findings

These were the main findings uncovered by the usability study:

1

Favorites

Since a couple of people found no place for favorite food communities or recipes, an insight is: There is a need for a landing page for Favorites in an iteration.

2

Comments

Several participants wondered where the comment pages was, an insight is: There is a need for comment forum for respective comment pages and total comments made by a single user.

3

Search

Several people couldn't see search results upon clicking the search button, an insight is: A detailed search result page would be added upon an iteration.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility
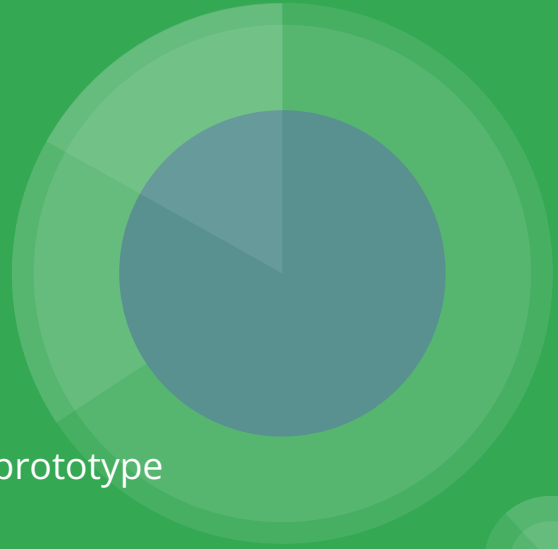
Mockups

Just really applied color and pictures to what was already included on the wireframes of the profile page that you see here. It shows your plan throughout the week as well as the day's meals below and at the top shows your current diet intake of nutrition.

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Mockups

Based on the feedback from the usability studies, it was brought to my attention that Ii have not yet made a active search result page, so then I went to apply that to my low-fid. Now you can see all from profiles to different communities according to what you typed.

Before usability study
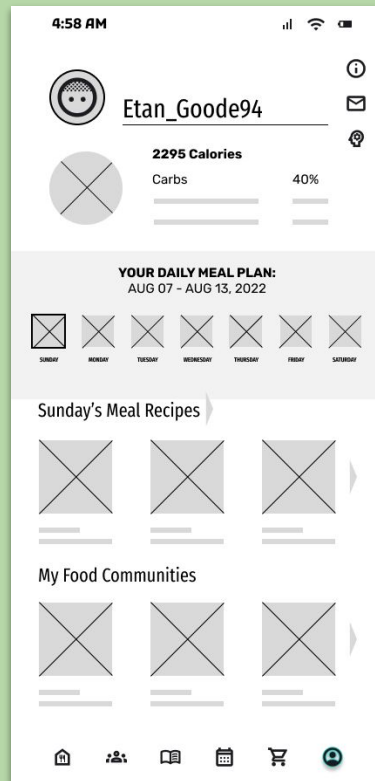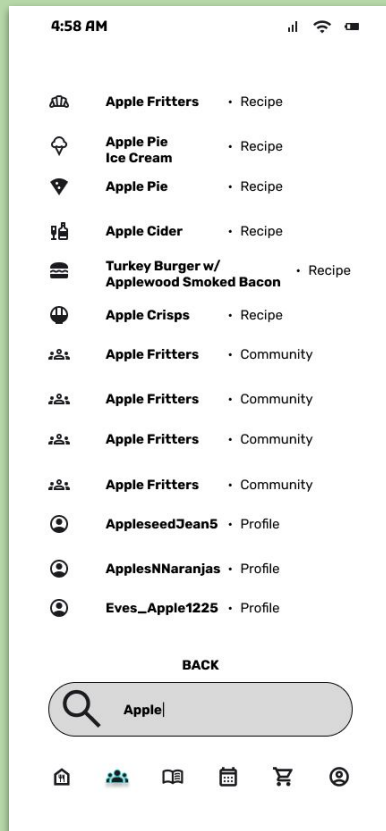
After usability study

Mockups

High-fidelity prototype

The high-fidelity prototype
followed the same user flow as
the low-fidelity prototype,
including design changes made
after the usability study.
View the Good N Good 4 You!
high-fidelity prototype here.

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Accessibility considerations

1

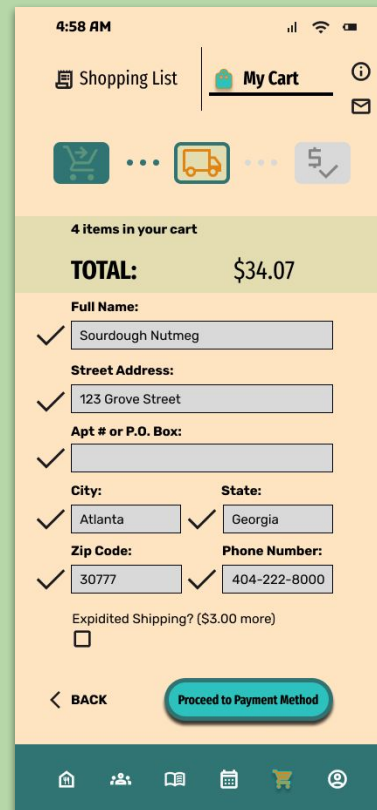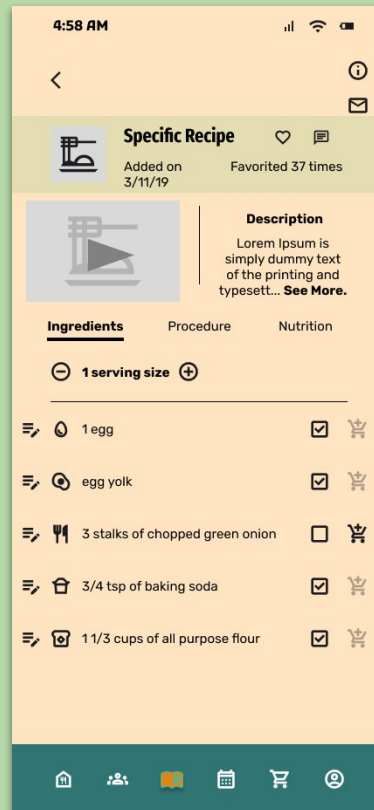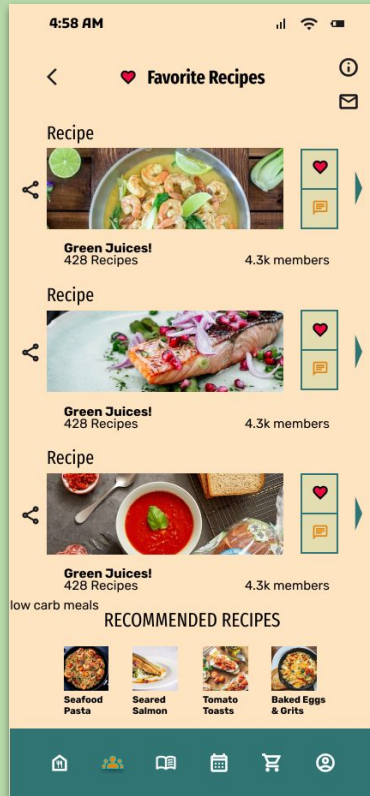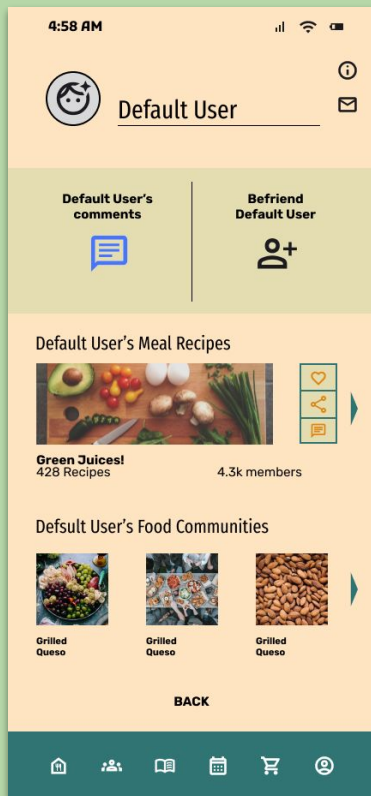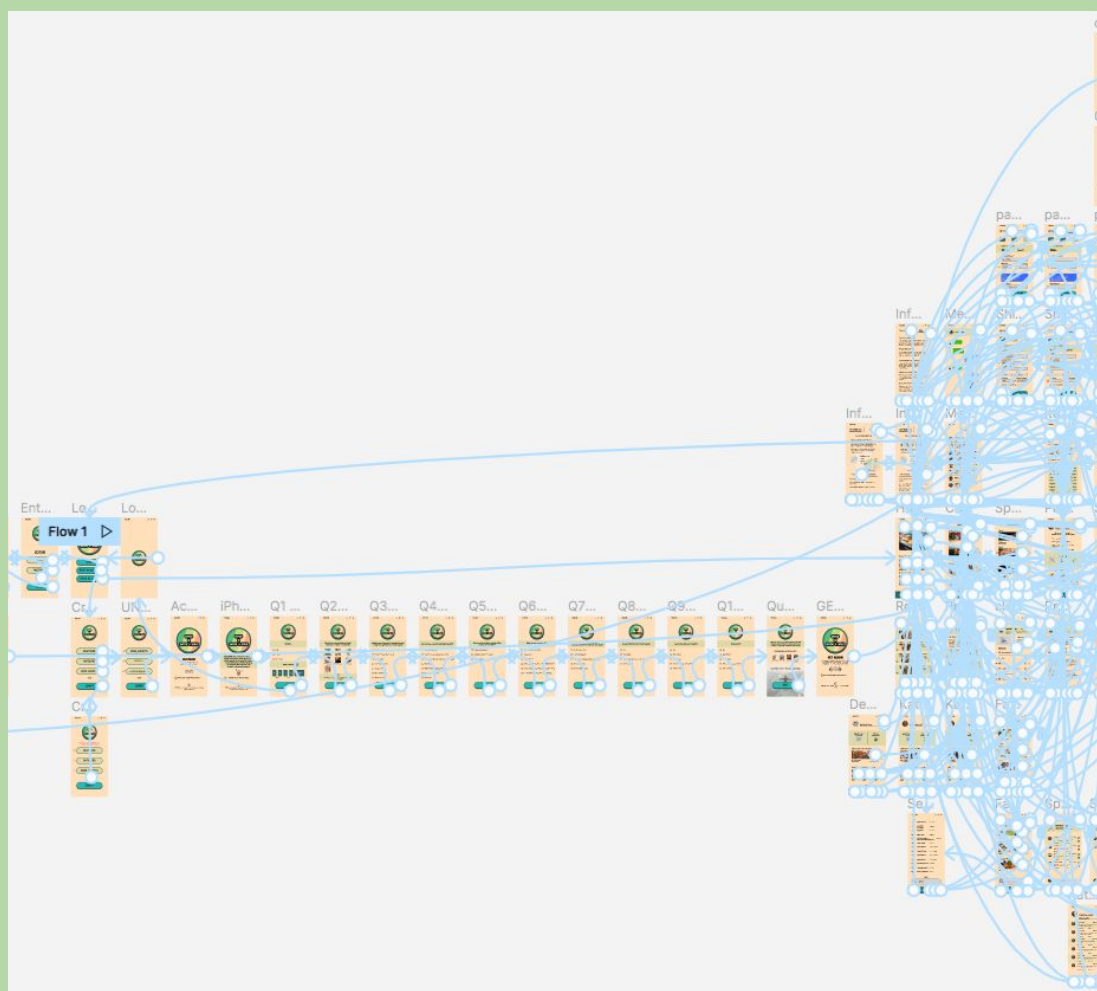In the settings are where all accessibility features considered can be found, here you have a language setting first and foremost, that way the app can be global and globally interactive.

2

One of my more favorite features is the text-to-speech feature which can help any user that may be partially visually impaired to those that do not have a disability but can find it of use when multitasking.

4:58 AM

My Settings | Intolerances

LOG OUT

Languages Options

Text-to-Speech

Closed Captioning (Videos)

Keyboard Options

Colorblind Options

Text Size Options

Maintain Weight

Birth Date

Help Center, Terms and Conditions, Privacy

Give us App Feedback

BACK

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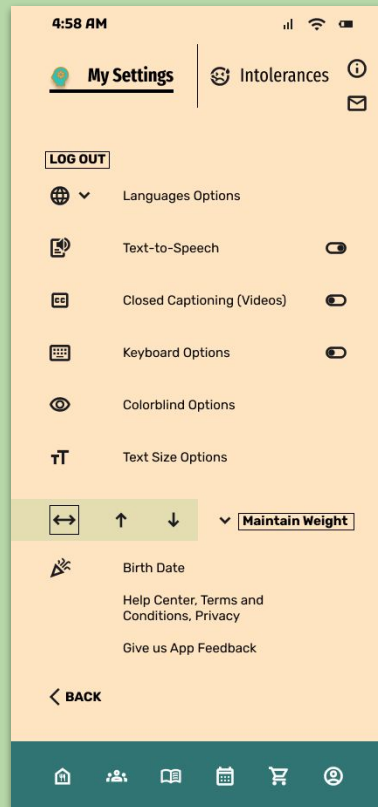
Responsive Design

- Information architecture
- Responsive design
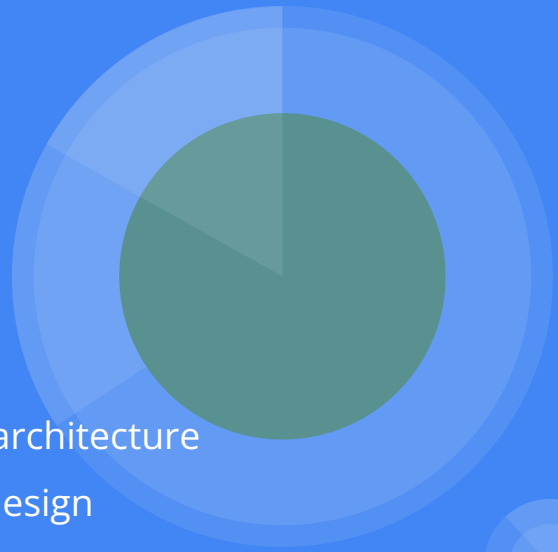
Sitemap

What I have I guess would be considered a matrix structure since all the tabs can trace back to one another through the navigational bar.
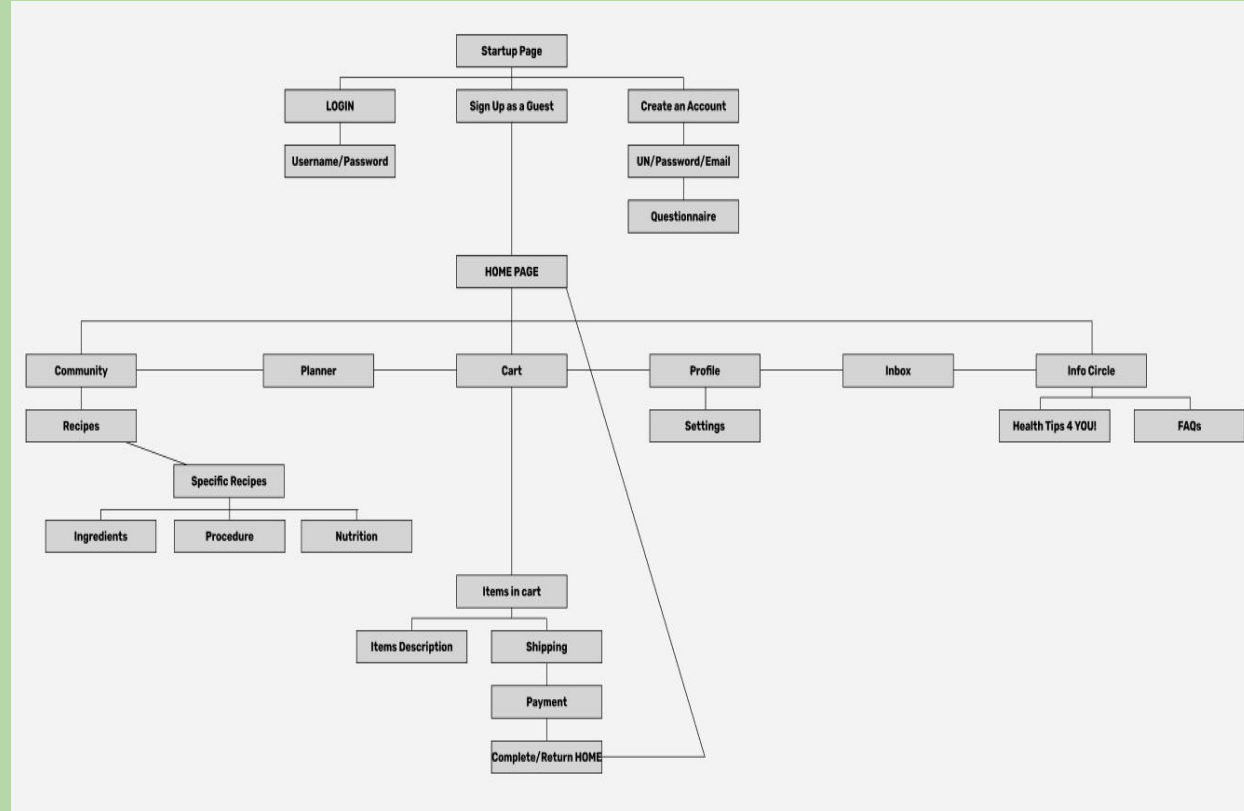
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

Tablet

Mobile website

Desktop

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

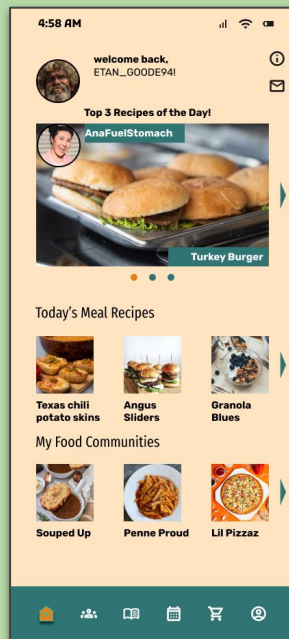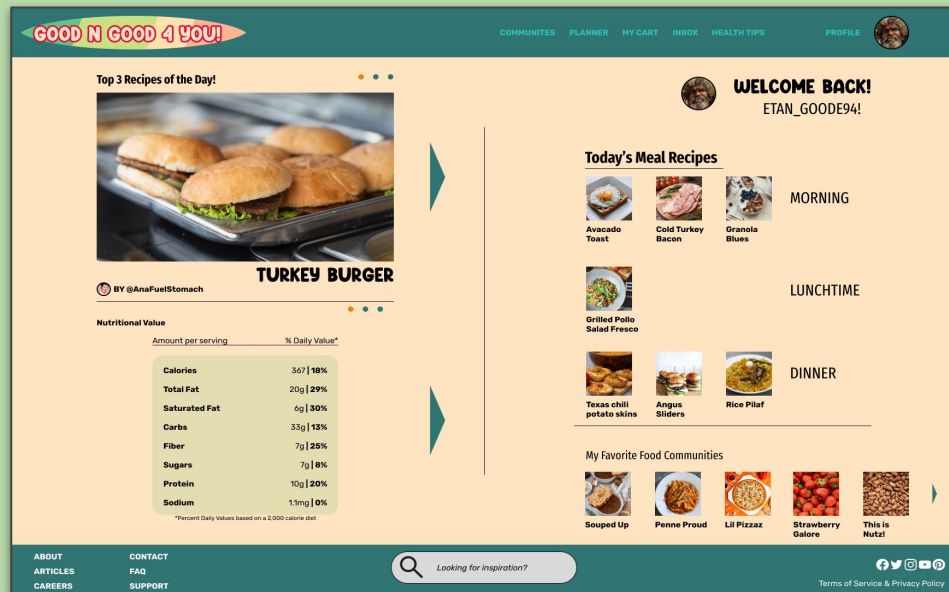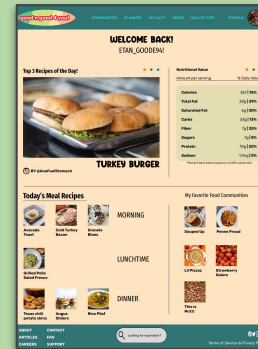This was very cohesive to users finding specific recipes and communities that align with their diet, as well as it can be community based, so the user can always interact with maybe locals or otherwise on new meal plans, recipes, and more. The design of the app is still growing rapidly and more is discover each day!

What I learned:

I learned that there many facets to helping a user maintain a certain diet to help reach a goal. It entails scheduled times, knowing if the user wants to cook or not, and so on. It's a lot of iterations to be made, but I am very happy with my progress thus far!

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Next steps

1

Conduct research on how successful the app is in reaching the goal to maintain a healthy diet goal that each user desires.

2

Add more educational resources for users to learn about food nutrition.

3

Provide incentives and rewards to users for successfully reaching their goals in their personalized diet or even being a subscriber to the app!

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Let's connect!

Thank you for your time reviewing my work on the "Good N Good 4 You!" app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: fred.ee.tee@gmail.com

Google