

Name: Ziwen Zeng

PID: A13456465

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A2

Point of view: Busy people could eat healthy as long as there're enough scientific suggestions.

Description: My app intends to help busy people eat healthy and has two major goals. First, give people clear and scientific food matching menu suggestions base on personal preferences, especially quick cook and easy cook menus. Second, help people get rid of unhealthy eating habits. For example, if a user likes to eat sweets, my app intends to let he/she eat less sweets or even no sweets.

Experience Prototype #1 (User A):

Step 1

My app starts with personal information input questionnaire, which contains five parts. Part 1 is to fill in user's personal information (height, weight, sex, age,). Part 2 is to fill in personal eating preference (favorite type of meat, fruit and vegetable) and allergic foods. Part 3 is to fill in user's eating habits (approximate time for three meals). Part 4 is to upload user's personal work/course schedule and input home address and work/study address. Part 5 is unhealthy food checklist, users are told to select all the unhealthy food that they usually eat with approximate eating time (such as, "soda, 4:30-5:00").

Step 2

Base on the questionnaire, my app will provide suggested healthy food menus for three meals in a day. Users could select one menus that they would like to use. The menu will automatically switch every day.

Step 3

Base on the menus user selected, my app will list all the ingredients with quantities. This comes to the next step: select to order all these ingredients online or buy them in nearest markets. If user chooses to buy them online, my app will connect to Amazonfresh and process the order, finally ship to user's house before estimated shipping date. If user choose to buy them in local markets, it comes to the next step.

Step 4

my app asks if user allows it to use location, and show user the most efficient way to buy all the ingredients. (For example, show "All the ingredients could be found in ... (eg. Bistol Farms)) It will first find all the markets on the way from home place to work place and match it with one that could buy most ingredients. Then based on user's schedule, my app will send reminders to notify user to buy all the ingredients. For example, after the last course of the day ends, user will receive a reminder from my app that says "Dear customer, don't forget to buy the food you need for tomorrow's menu in Bristro Farms on your way back home".

Step 5

Cooking instructions. After the user finish buying all the ingredients and select to cook, my app will show the detailed cooking instructions in steps. These steps will be ordered in the most efficient way, which means the least time consuming. For all the steps that ask for exact time, a timer is located right next to the step to help user get notifications.

Step 6

Follow the 5th step, user will finish their cooking and enjoy eating. Then, my app will pop up tips for users about the suggested storage method for food and food's expiration date. This is to in case of food left and to let users eat food that are fresh enough.

Step 7

This is the second major part for getting rid of unhealthy eating habits. Base on the information of unhealthy food checklist, my app will send pop up message for user during the inputted time he/she usually eat unhealthy food. For example, if the user filled she usually drinks cola between 3-4pm between two courses, my app will pop up message at around 3:30 pm to ask if my user drinks cola today. If user fills "yes", then it will ask user to fill the quantity.

Step 8

Then, based on the database, my app will show how unhealthy it is to drink cola in a visualized way – present images. Below is an example. I think this may scares lots of users and help them think more before they try to drink/eat unhealthy food next time. After that, my app will make a weekly summary to present to user about their data, such as how many times you tried to eat XXX unhealthy food this week or how many times you succeed not eating XXX...



Breakdowns with Adjustments:

1. User A thinks that it's hard to think of all the food that she likes to eat in Step One, she is afraid if she does not fill in all the food she likes, the app system will provide her limited number of menus.

Adjustment: Add a filter to exclude the food user does not like instead of fill all the food user likes.

2. User A thinks the suggested menu is not flexible enough. She might be satisfied with most part of the suggested menu but just does not want one of the food inside.

Adjustment: Let the menu be able to switch particular food, just slide the specific food that user doesn't want, the app will show the substitute food.

3. User A also thinks that she may want to see the whole week menu to cook them all in one day and storage them in the refrigerator.

Adjustment: For Step Three, ask user which kind of menu he/she want: one day, two day, three day... week long and then provide the menu.

4. User A thinks that she sometimes wants quick menus that she could cook in very short time. But she also sometimes doesn't care about the time.

Adjustment: For Step Three, add a filter before providing the suggested menus, if user need to save time, click "quick cook", if no special need, click "normal cook".

5. User A thinks that for unhealthy checklist, she lists both unhealthy food she does not eat very often and food she eats frequently. She does not want to receive reminder questions for all the unhealthy food she eats.

Adjustment: During checklist, classify in to two categories, one is for unhealthy food that eat very often, the other is for food that eat very few times. App will only pop up questions for food in high frequency.

6. User A thinks that if app sends her questions to ask for example if she eats ice cream, she might want to eat ice cream much more due to psychological reasons.

Adjustment: Show visualized unhealthy food image when user fills the unhealthy checklist instead of the time they eat. And, pop up suggestions for unhealthy food substitutes. Such as, "Dear user, for your health, please try low fat yogurt to replace ice cream."

Success and other Feedback from User A:

User A is a person who is very lazy and does not want to cook at most of the time, so she may not need my app's function of cooking menus suggestions part. But she is really interested in unhealthy checklist part since she really has problem with eating sweeties. And she thinks that the function of my app could really help with this.

User A also likes the my app reminders for food shopping and tips after finish the cooking. She thinks that they are very nice.

Overall, user A finds this a useful experience, and just more flexibility needed.

Experience Prototype #2 (User B)

Step 1: One more part added

My app starts with personal information input questionnaire, which contains six parts. Part 1 is to fill in user's personal information (height, weight, sex, age,). Part 2 is to fill in personal eating preference (favorite type of meat, fruit and vegetable) and allergic foods. Part 3 is to fill in user's eating habits (approximate time for three meals). Part 4 is to upload user's personal work/course schedule and input home address and work/study address. Part 5 is unhealthy food checklist, users are told to select all the unhealthy food that they usually eat with approximate eating time (such as, "soda, 4:30-5:00"). Part 6 is for user's specific needs, user could identify self as "fitness people" or "diabetes patient" for special menu suggestion need.

Step 2: Add flexibility

Base on the questionnaire, my app will provide suggested healthy food menus for three meals in a day. User has two filters for menu, first select type of menu (one day, two day...a week), then select if you want to quick cook (cook food as simple as possible/ least time) or normal cook (no specially easy cook). After that, click one menu that you would like to use. The menu will automatically switch every day. User could change one particular food on menus, just slide the specific food that user doesn't want, the app will show the substitute food.

Step 3: add visualized images for shopping list quantity

Base on the menus user selected, my app will list all the ingredients with quantities. If user is not sure about quantities such as “potatoes 1 pounds”, there’s one more option to click “visualized quantity version”, then my app will show an image with a message “ potatoes 1 pounds = approximately two normal sized potatoes”.

Eg:



potatoes 1 pound means approximately two normal sized potatoes.

Then here comes to the next step: select to order all these ingredients online or buy them in nearest markets. If user chooses to buy them online, my app will connect to AmazonFresh and process the order, finally ship to user’s house before estimated shipping date. If user choose to buy them in local markets, it comes to the next step.

Step 4

my app asks if user allows it to use location, and show user the most efficient way to buy all the ingredients. (For example, show “All the ingredients could be found in ... (eg. Bistol Farms)) It will first find all the markets on the way from home place to work place and match it with one that could buy most ingredients. Then based on user’s schedule, my app will send reminders to notify user to buy all the ingredients. For example, after the last course of the day ends, user will receive a reminder from my app that says “Dear user, don’t forget to buy the food you need for tomorrow’s menu in Bristro Farms on your way back home”.

Step 5

Cooking instructions. After the user finish buying all the ingredients and select to cook, my app will show the detailed cooking instructions in steps. These steps will be ordered in the most efficient way, which means the least time consuming. For all the steps that ask for exact time, a timer is located right next to the step to help user get notifications.

Step 6

Follow the 5th step, user will finish their cooking and enjoy eating. Then, my app will pop up tips for users about the suggested storage method for food and food’s expiration date. This is to in case of food left and to let users eat food that are fresh enough.

Step 7 : change the function for unhealthy checklist

This is the second major part for getting rid of unhealthy eating habits. After the user fills the unhealthy checklist, my app presents the user how unhealthy it is to eat these foods in a visualized way. For example, for beverages, especially soda for example, the following below picture will be presented to the user. Then based on the information of unhealthy food checklist, my app will send pop up message to ask user if he/she eat these unhealthy food today at the end of the day. For example, a message could be “Dear user, did you try not to drink cola today?”. If the user check “no” button, the visualized image will present again, if the user check “yes” button, message will be “Congrats, you made yourself healthier today!”



(visualized image example)

Step 8

The final step, my app will make a weekly summary to present to user about their data, such as how many times you tried to eat XXX unhealthy food this week or how many times you succeed not eating XXX... Hopefully this summary helps user get aware of their eating habits and think of being more healthy next week.

Breakdowns with Adjustments:

1. User B gives some suggestions for the cooking part. She mentions that for some of the food, for example pork that need to de-frozen from the refrigerator first before cooking and for some other food that need to put in the water for 3 hours, it's better to have reminders to user before they start cooking. For example, if the user plan to cook today after school, he/she will receive reminder in the morning before he/she comes out to remind he/she do special steps. For example, a message that says "Dear user, please remember to take your frozen pork out from refrigerator for de-frozen before you go out." In this way, user could save much more time.

Adjustment: Add reminders for special cooking steps as what User B talks about.

2. User B herself is a fitness person, so she thinks she may need menus that are different from normal people. She needs to eat food with lowest calories and have extra calcium supplement for example.

Adjustment: add one more selection to the Part 2First Step, ask user if she/he has special needs, then check the box. (inside box options: diabetes patient, fitness people, other special requests)

3. User B reflects that for unhealthy food checklist part, she always feels hungry in the late afternoon. And because she is very hungry, she really need to eat extra food such as a small hamburger. In this way, my unhealthy food checklist does not work for her.

Adjustment: Base on the questionnaire Part 5 where user fills in the time he/she most often has unhealthy food, my app send reminder during that time to suggest user eat another healthier food to substitute that unhealthy food. For example, at 4:30 pm, my app sends a message to the user saying that "Dear user, would you like to substitute hamburger to healthier food? Here's what we recommend to you: two bananas with a small cup of low-fat yogurt."

4. Another good suggestion is to make it available to let the weekly summary list in Step 8 to compare with user's friends, and make it possible to share moments through social media...etc That encourages user to keep habits better to some extent.

Adjustment: It could be like if you eat really healthy this week, user could plant a digital tree in my app, and then weeks ago, the user may keeps healthy eating habits with a forest present in my app... This could also share with friends through social media...

Success and other feedbacks from User B:

User B says that she thinks my app really works for her and everything goes pretty well. She just gives some small suggestions for the reminders to make my app more scientific and flexible. She shows great interests to use my app.

Comparison for Prototype 1 and Prototype 2:

Compare to Prototype 1, my Prototype 2 is

- (1) More flexible for different types of user needs
- (2) Add more reminders to users for saving time and keep healthy
- (3) Re-design the unhealthy checklist part considering psychological factors and providing unhealthy food substitutes suggestions.

What I learned:

I learned to consider different types of user need in every steps I made in my app. I also learned to think of more creative ideas in designing my app instead of just let it runs in a traditional way.

Inspiration Board

Verbal Inspiration:

- (1) Health
- (2) Calories
- (3) Recipe
- (4) Fitness
- (5) Vegetables
- (6) Shopping
- (7) Delivery
- (8) Fresh
- (9) Market
- (10) Restaurant

Visual Inspirations:

20 Min TOTAL **540 CALORIES**

There's an unexpected but quite delightful surprise hidden in these tacos: slivers of golden, nectar-sweet mango. The fruit is tucked into a crisp and tangy red cabbage slaw, providing a dazzling contrast to the spice-rubbed warmth of the tilapia and chipotle smoke in the sour cream drizzle. And even better, all that goodness comes together in a flash: you can have these tacos on the table in just 20 minutes.

Allergens: Fish • Milk • Wheat

Tags: Egg free • Nut free • Spicy

Sodium 610 mg

Due to the different suppliers we purchase our products from, nutritional facts per meal can vary from the website to what is received in the delivered box, depending on your region.

ADD VALUES TO HEALTH

Utensils

- Peeler
- Bowl
- Large Pan
- Small Bowl
- Paper Towel

PLAN SIZE

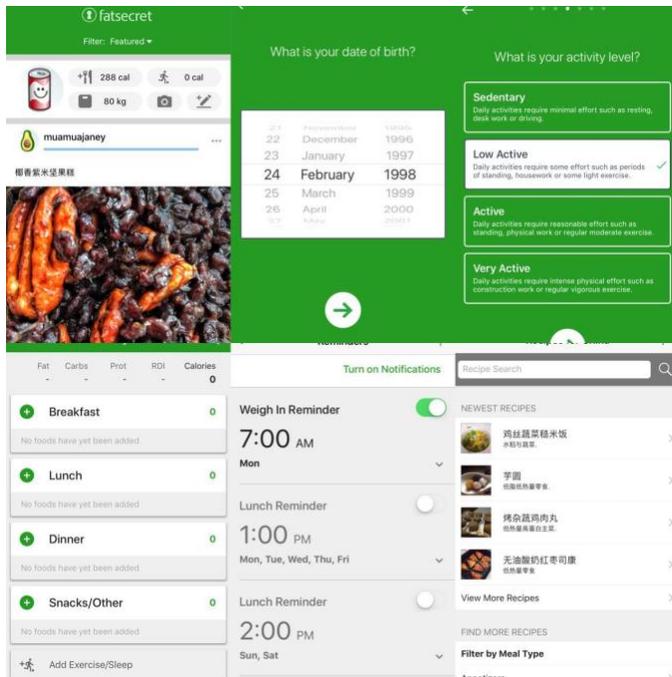
2 4

1 unit Mango **1 unit Lime**

1: App “**Hello Fresh**” -> the **best** way

This app present all the information you need for cooking in a very logic way. It almost includes everything you could think of when you are right now cooking, from time cost, calories, allergens, nutrition content to ingredients, utensils needed, serving people size, visualized images for ingredients, detailed cooking steps and step timer. It is very logical and helpful for users.

I wish there's some videos for some of the cooking steps because some steps might be hard to understand through reading. So it's better to have some steps with videos.

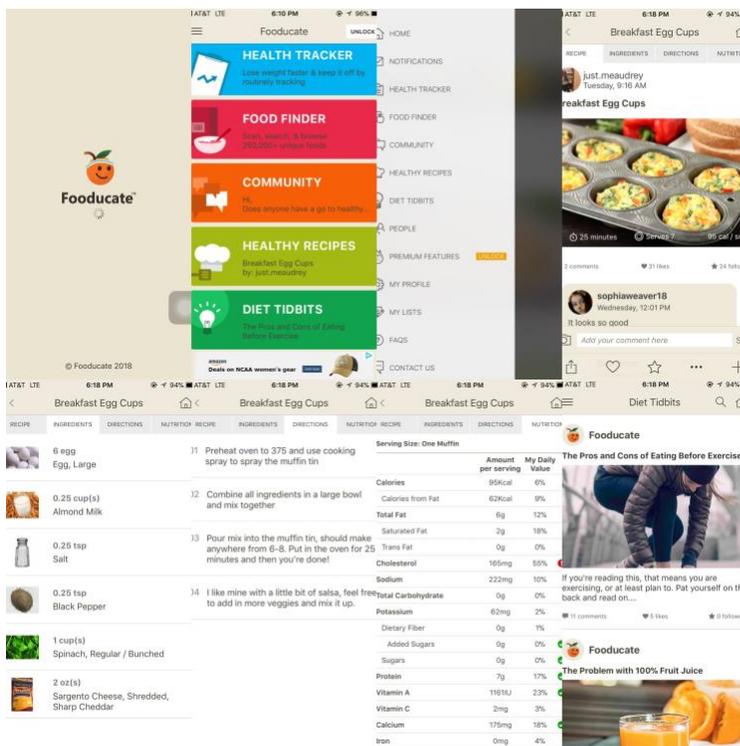


2. App “Fatsecret”

My favorite part of this app is that it asks for user’s activity level” in a very easy understanding way, and the options to select is very detailed explained and sounds very reasonable. Instead of inputting what exercises user does per day and calculate the amount of exercise and calories consumption, this is a very good and easy way. I also like the reminder setting part that it let user to set meal reminders base on their needs. And that’s very easy to do.

I don’t like the part that users have to input what he/she eats in breakfast, lunch and dinner. Usually it’s hard to find accurate description for what he/she eats. That wastes a lot of time. This part is not necessary. I wish there’s easier ways that the app provides

suggested menus and if user select and use it, it adds calories consumption into the data base. This is another way to control.



3 App “Fooducate”

I like the part in this app called “Diet tidbits” which provides short news about scientific research about how to eat healthy. This part is pretty interesting and kind of helpful. And it does not disturb users because it will not pop up or show any reminders to bother users if they feel unnecessary to see this part.

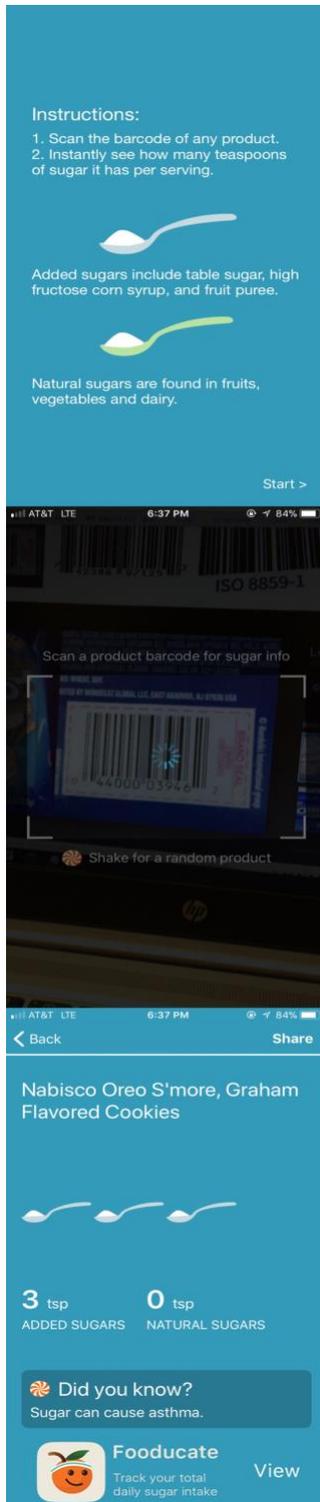
I wish the arrangement of receipt part could be better. The ingredients, directions, and nutrition parts are very boring and present in a very old and tedious way. User may not enjoy it. I have a hard time reading through these long tables with lots of numbers.

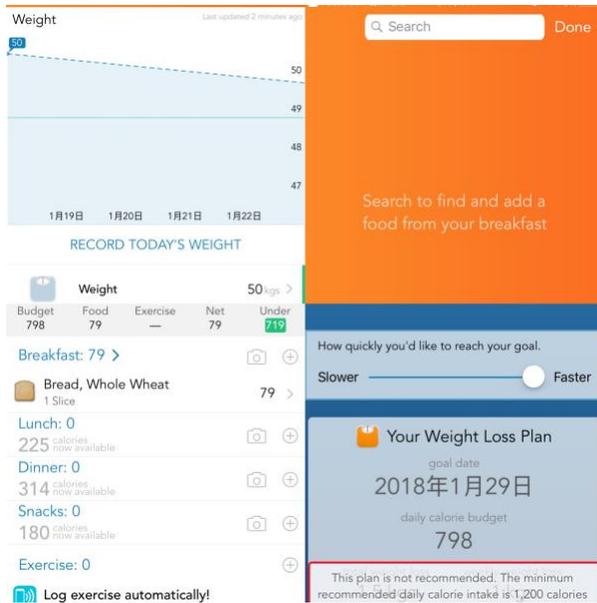
4 App “Sugar Rush”

Although this is a very simple app with only one function, I really like the creative idea of it. It has one function to scan the bar code of food you purchase and will show you how many teaspoons of sugar it contains. It’s very easy to operate and super helpful.

I wish it could add more functions, such as scan a bar code could also show related cooking receipt, how much fat it contains, and related eating tips, etc.

This scanning function will be super helpful if it could put into various ways to use.





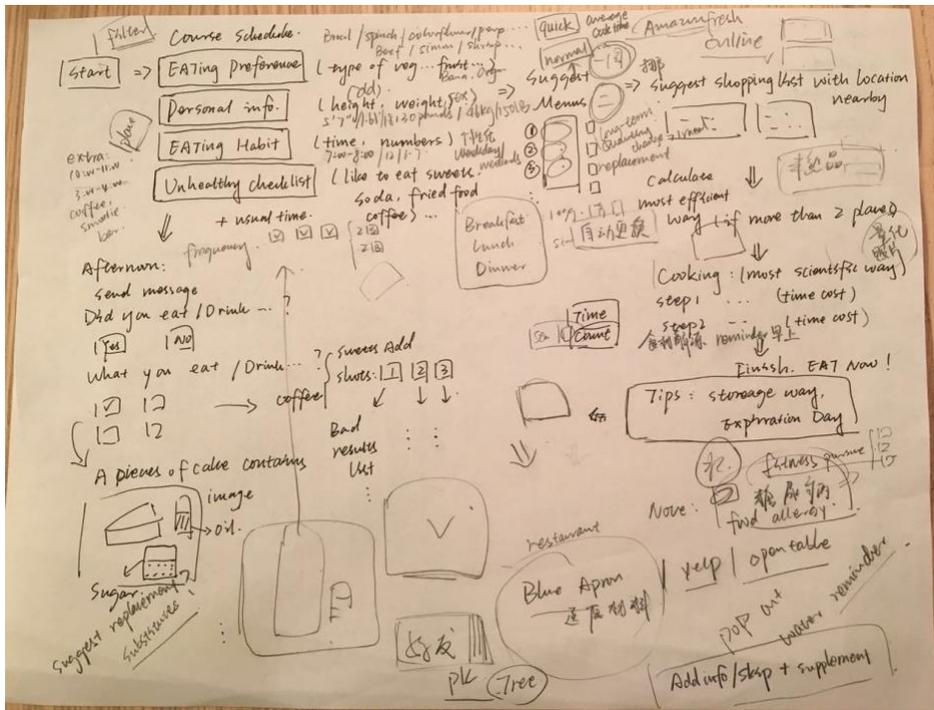
5 App “Lose it!”

This app intends to help people set up a fitness goal through healthy eating and reminds people to finish the goal. I like the part that after you finish all the set ups, the app will show you a graph to tell you your goal’s trend and approximately when you will achieve your goal. This graph presents user’s goal in a very direct way.

This app also has the same problem as the **Fooducate** App that it ask user to input all the food he/she takes in three meals. I wish there’s a better way to do this because inputting the food is very troublesome.

Competitive Analysis

Competitors	Graphical Reports	User comments/community share	Explorer	news share	scan	Ingredients delivery	Flexibility	Integration	Reminder/Notification	Personal profile	Visualized images
FatSecret	X	X	X	X				X	X	X	
HelloFresh			X			X	X	X	X		X
Fooducate		X	X	X	X		X	X	X	X	
Lose it!	X	X						X	X	X	
Sugar Rush					X						X
My prototype						X	X	X	X	X	X



Here's my draft when I was conducting the experience prototypes with users.