

Healthy Corner app Design

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Project overview

The product:

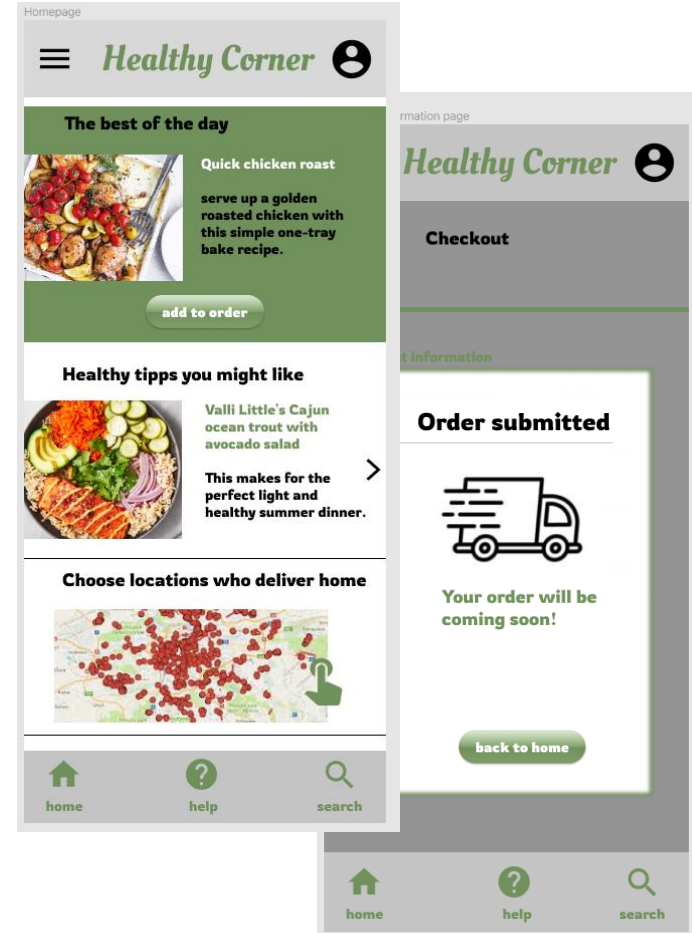


Healthy Corner is a place of local restaurants located in the suburbs of a metropolitan area. Healthy Corner strives to deliver healthy dishes. They offer a wide spectrum of competitive pricing. Healthy Corner targets customers like commuters and workers who lack the time or ability to prepare a family dinner.



Project duration:

October 2021 to March 2022



Project overview



The problem:

Busy workers and commuters lack the time necessary to prepare a meal.



The goal:

Design an app for Healthy Corner that allows users to easily order and pick up/ let deliver fresh, healthy dishes.

Project overview



My role:

UX designer designing an app for Healthy Corner from conception to delivery.



Responsibilities:

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

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the user I'm designing for and their needs. A primary user group identified through research was working adults, who can't or don't have time to cook healthy meals.

The research revealed that time or cooking skills weren't the only factors limiting users from cooking at home. Other user problems included lack of interest, allergies and preferences.

User research: pain points

1

Cooking skills

People would like to eat healthy, but they can't.

2

Time

Working people are too busy to spend time on meal preparation.

3

Allergy

Some of them have food allergy, so they have to take care on it!

Persona: Igor

Problem statement:

Igor is an busy lawyer, who needs a pefect acces to healthy food without allergens with delivering, because he has a food allergy and no time to lose to pick up meal at restaurant



Igor

Age: 45

Education: Juris doctor degree

Hometown: Moscow

Family: divorced, 2 kids

Occupation: lawyer

"I prefer when befor ordering a meal i cant see the list of allergens, because i feel better"

Goals

- To do his job perfect
- To maintain a heathy life with his allergy

Frustrations

- When there is no list of allergens in restaurant, it can happen i need a mediacal care

Igor is living in the capital and he is offen placed at risk he has go to the hospital, becuase of his food allergies. He is a famos advocat, has lot of clients and duties a day, so he hasnt time to eat a homemade food.

User journey map

Mapping Igor's user journey revealed how helpful it would be for users to have access to a dedicated „Healthy Corner“ Restaurant.

Persona: Igor

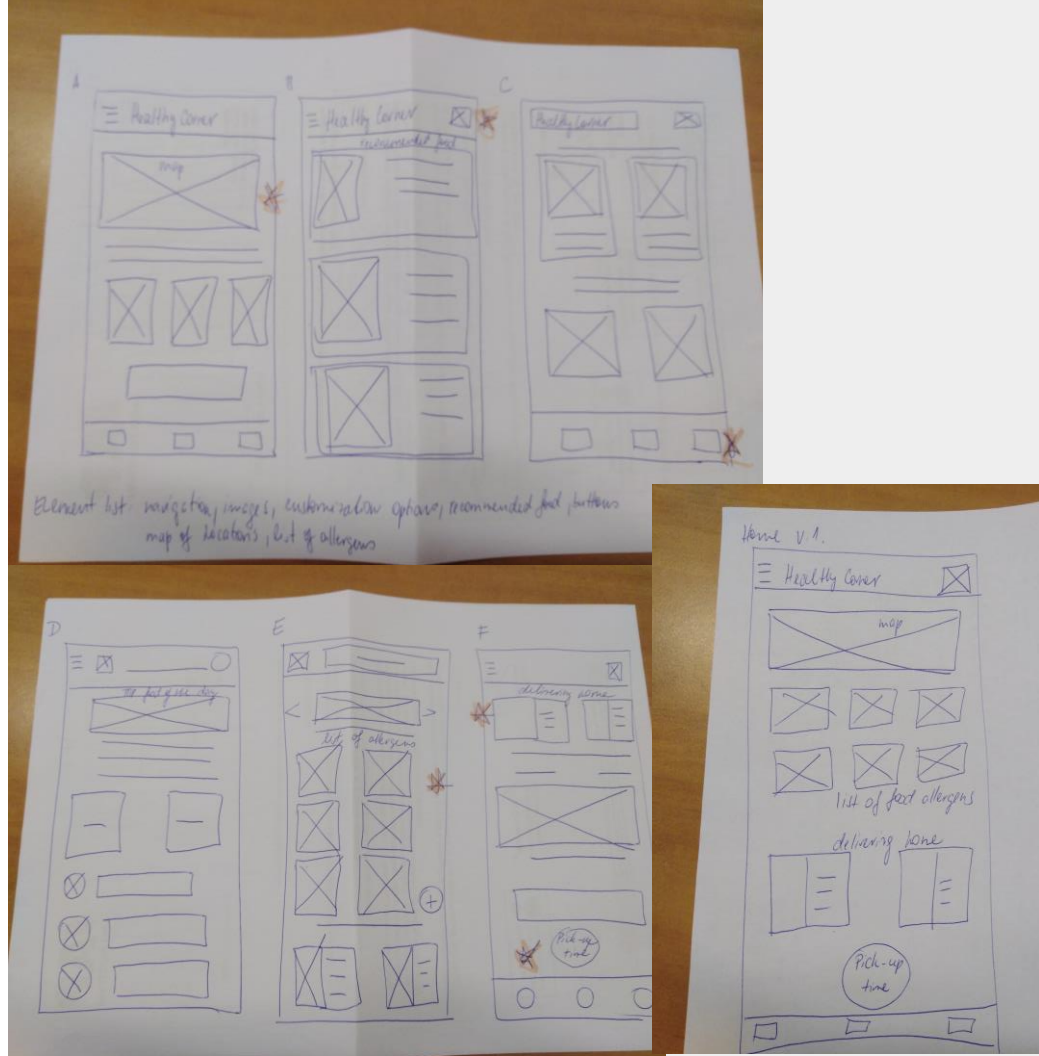
Goal: eat healthy without allergens

ACTION	Select restaurant	Browse menu	Place order	Pick up order and taste
TASK LIST	A. Decide on food type B. Search the restaurants with health food	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Go to the restaurant B. Ask for the list of allergens for the meal C. Inspect items D. Pick up food and pay E. Go home/ or stay in restaurant F. Eat meal
FEELING ADJECTIVE	Overwhelmed by number of restaurant Happy to find one, that he likes	Annoyed at large amounts of text without visuals Dissatisfied with not finding the list of ingredients and allergens	Dissatisfied with scrolling to find phone number	Annoyed at time it takes to go to restaurant and back, sometimes eats he rather in the restaurant-time saving
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Healthy corner	Add the list of allergens in to a menu More photos	Provide a simple check out flow.	Create possibility to delivery to the address

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.

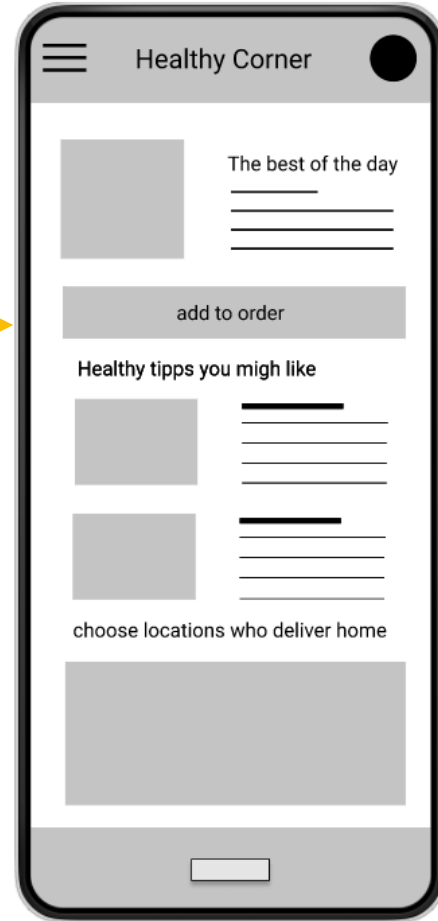
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the top of the home screen makes it fast and easy for users to order.



There are some tips of healthy meals, you can choose, what you like.

Digital wireframes

By each meal is a list of food allergens, which is possible to remove from the meal.

Here appears the chosen meal, with a foto and description of ingredients.



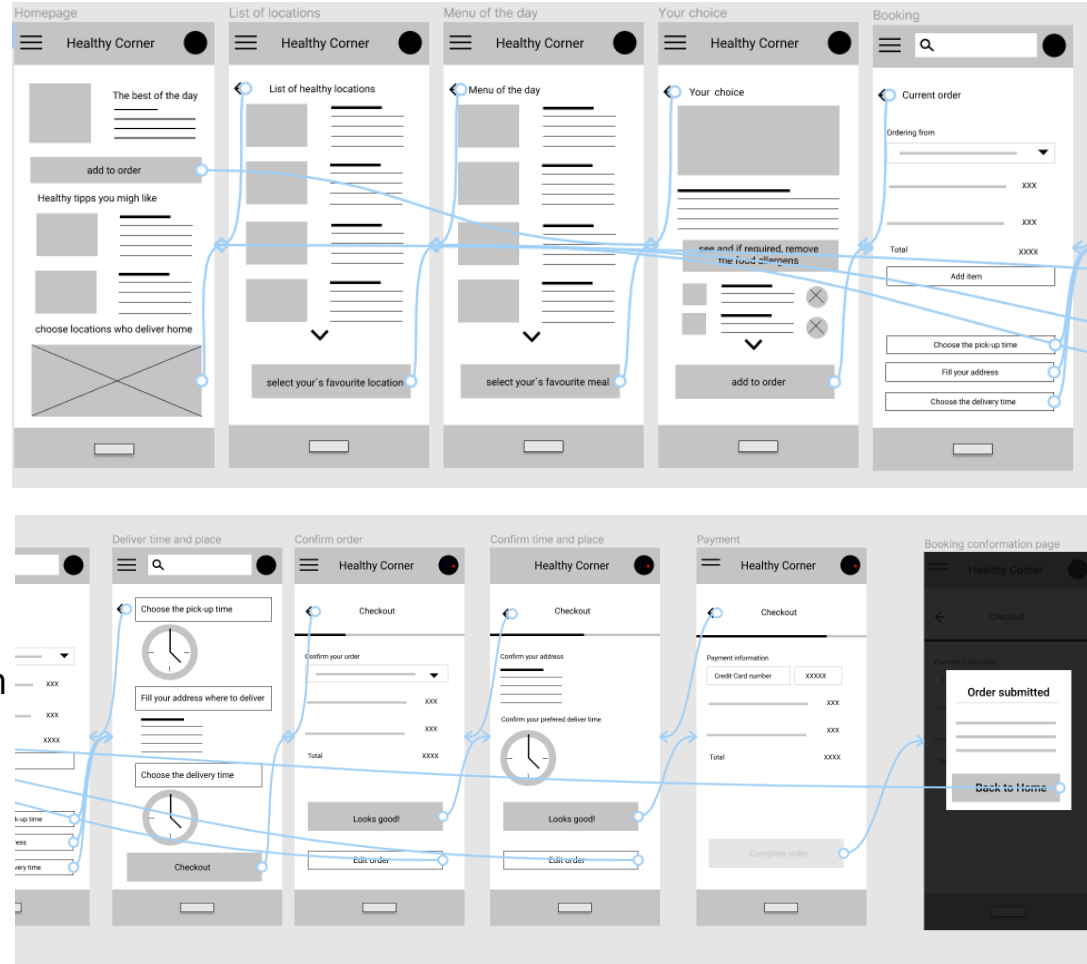
Because of food allergens, you can see a list, what includes this meal and you can also remove the concret allergen from the food.

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of building and ordering a healthy meal, so the prototype could be used in a usability study with users.

View the Healthy Corner

<https://www.figma.com/file/d7NbWlc7O2fLihXPX98ul6/Healthy-corner-app?node-id=0%3A1>



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to order meal quickly
- 2 Users want remove the allergens from the meal.
- 3 Users want a delivery option

Round 2 findings

- 1 The checkout proces has too many unnecessary steps
- 2 Buld your own functionality is confusing

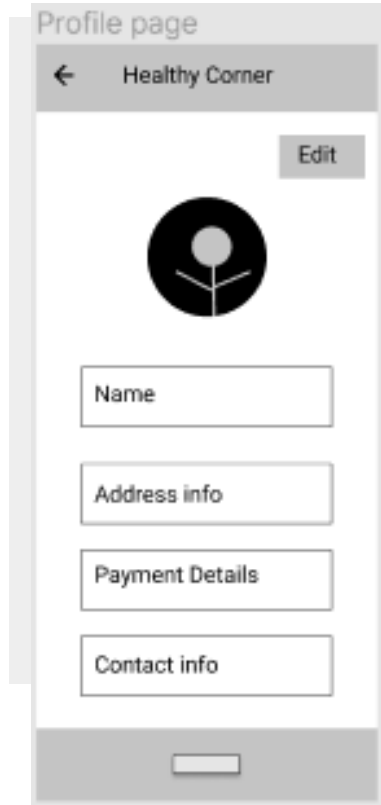
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

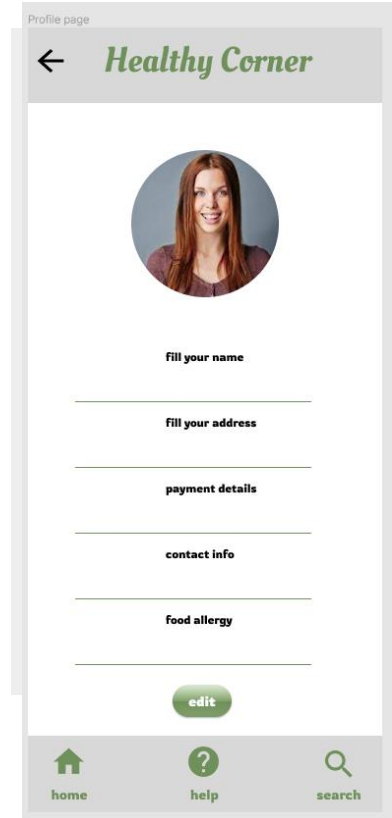
Mockups

Early designs allowed for some customization, but after the usability studies, I added the button food allergy, which can alert, when it is included in the meal. I also revised the design so users see all the customization options when they first land on the screen.

Before usability study



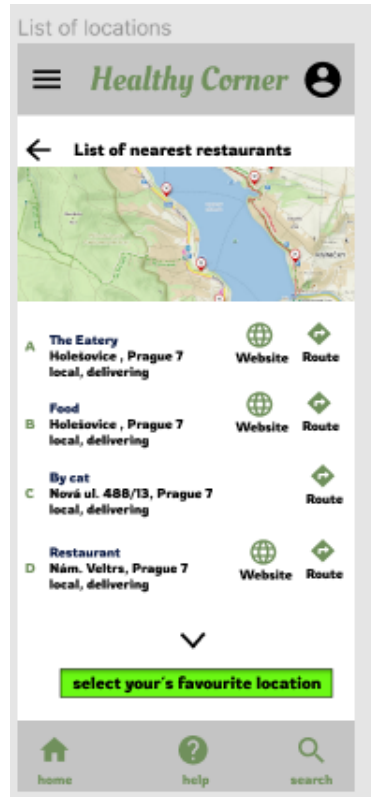
After usability study



Mockups

The second usability study revealed frustration with the delivering option, here can the user select directly from the Google map.

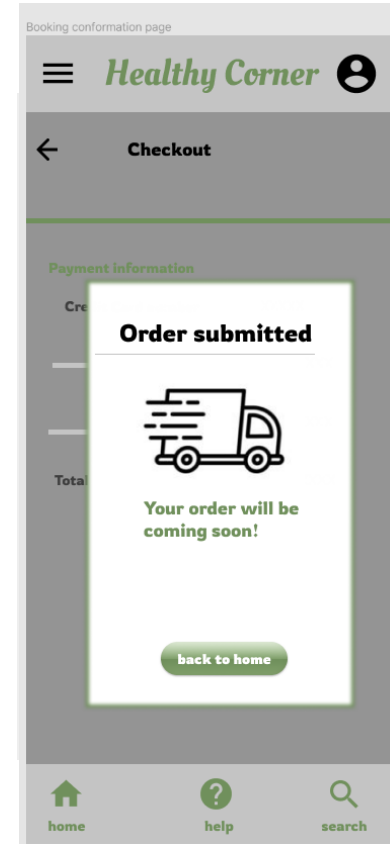
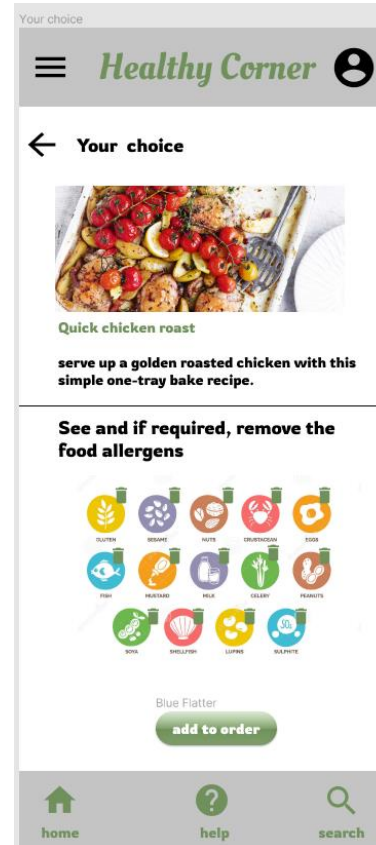
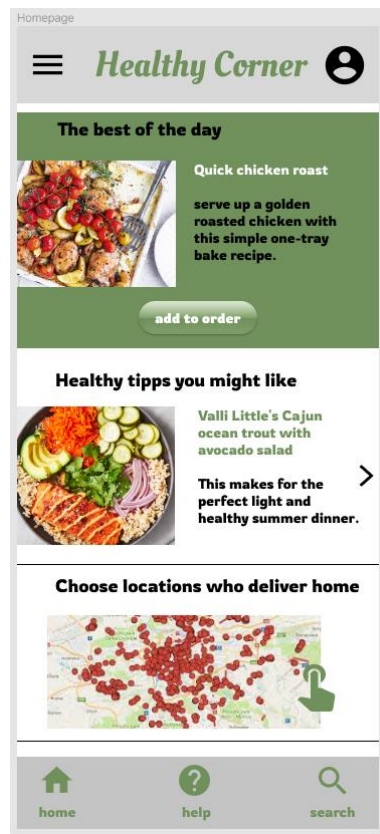
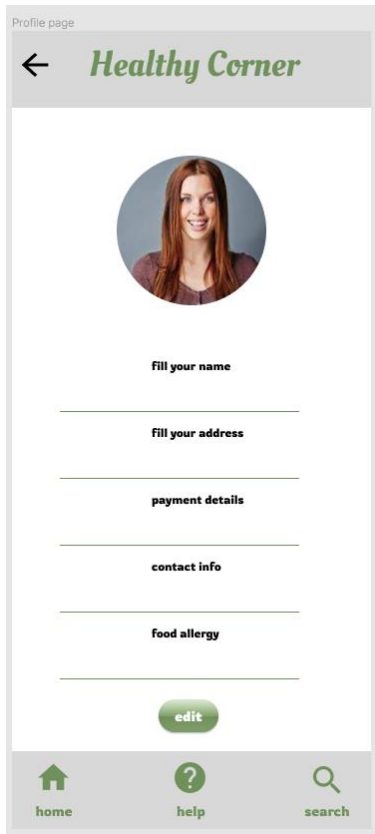
Before usability study



After usability study



Mockups

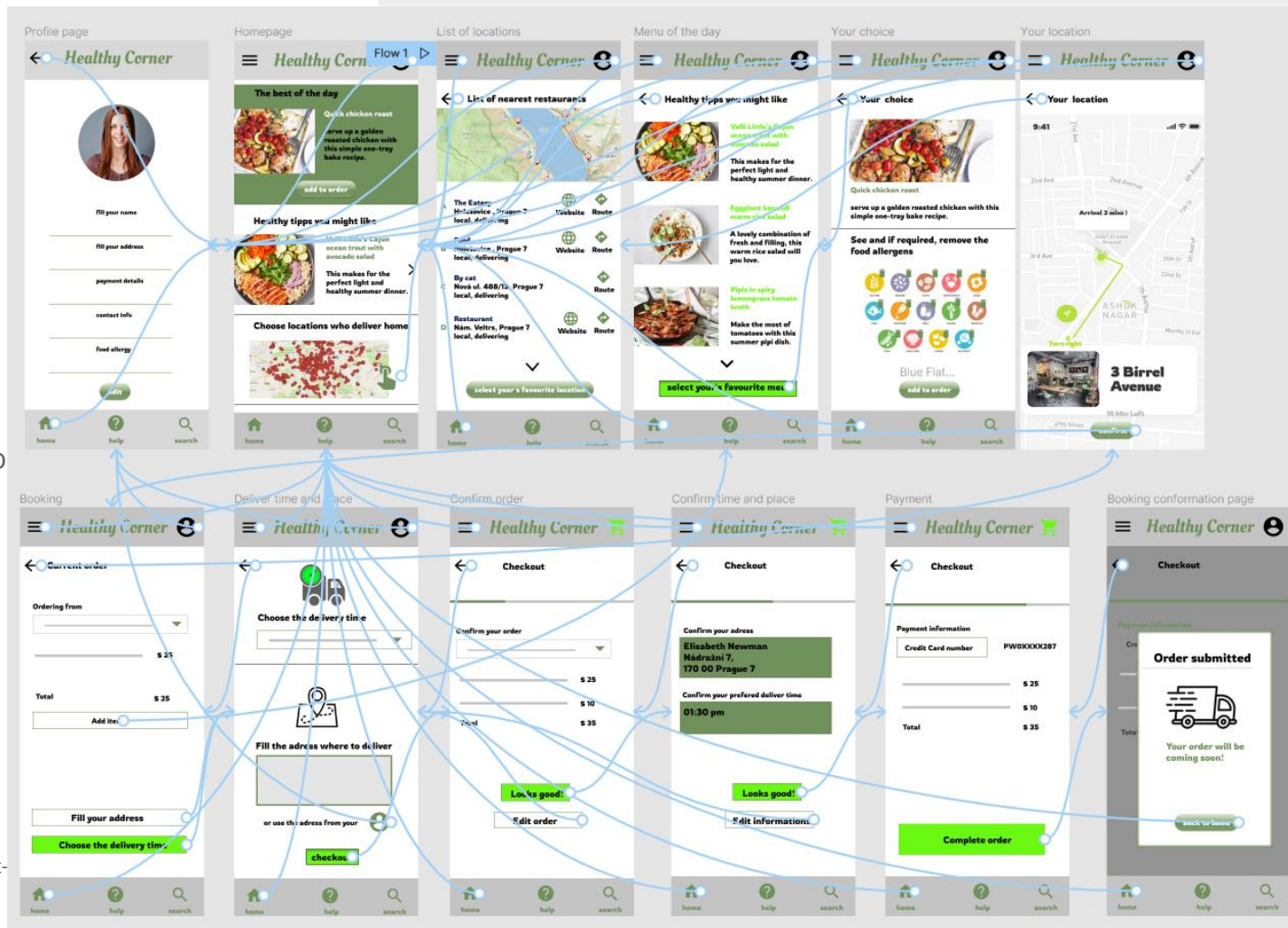


High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building an ordering and checkout. It also met user needs for delivery option as well as more customization.

View the Healthy Corner

<https://www.figma.com/proto/3AJxwHVt4fbWb76tYvTyvf/Healthy-corner-app--After?node-id=175%3A2875&scaling=min-zoom&page-id=175%3A2308&starting-point-node-id=175%3A2875>



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for healthy meal to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Healhy Corner really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and nice to remove my food allergens! I would definitely use this app as a delivery possibility for a delicious and even healthy meal."



What I learned:

While designing the Healthy Corner app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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 the Healthy Corner app! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!