NutriZone

Delivery app for a health-oriented Italian restaurant

Berk Sekerci

Project overview

The product:

This is not just another food delivery app. It's designed for users who want to enhance their well-being and cultivate healthy habits without sacrificing taste and flavor! As people increasingly prioritize a healthy lifestyle more than ever before, this app aims to fulfill that demand. It combines attention to detail with intuitive usability.

Project duration:

April 2023 - Present

NutriZone

Sign Up

Email

Password

CREATE ACCOUNT

or

SSO

Already a member?

admin@domain.com

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LOGIN

Project overview

The problem:

Users often struggle to balance taste and health when making choices. Furthermore, irrespective of their dietary preferences, customers expect detailed product information, a clean user interface, and essential features like order tracking. Regrettably, many food delivery apps overlook these crucial needs.

The goal:

No more restrictions; it's time to deliver what users ask for.

Project overview

My role:

- User experience designer & researcher
- Product designer

Responsibilities:

- Conducting interviews
- Paper & digital wireframing
- Low & high fidelity prototyping
- Conducting usability studies
- Considering accessibility on designs

Understanding the user

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

User research: summary

The user research aimed to uncover the preferences and needs of potential users interested in a health-focused food delivery app. Key findings emphasized the demand for a variety of nutritious meal options, prompt and convenient delivery, personalized meal plans, detailed nutritional information, and the ability to accommodate specific dietary restrictions.

In terms of design, the focus should be on creating a user-friendly interface that offers a diverse selection of healthy meals, efficient delivery services, personalized meal planning capabilities, transparent nutritional details, and robust filtering options. This approach will ensure a compelling user experience tailored to health-conscious individuals seeking convenient and nutritious food delivery solutions.

User research: pain points

1

Time

Most working adults often lack the time to prepare meals or go grocery shopping.

2

Limited Information:

Users might encounter difficulties accessing detailed nutritional information, including calorie counts, macronutrient breakdowns, and ingredient details, for the meals available on the app.

3

Lack of Personalization

Some users may find it challenging to discover a user interface that suits their preferences or personalized meal options that align with their specific dietary needs, restrictions, or health goals.

4

Inefficient Delivery Services

Inconsistent delivery times can pose a significant challenge for users, particularly when they are striving to maintain a healthy eating routine.

Persona: **Ruby Kerr**

Problem statement:

Ruby, a busy student balancing academics and a part-time job, seeks a convenient and health-focused food delivery app to help her maintain a healthy lifestyle while effectively managing her time.

"Data is the new oracle and there are too many things to know, however, not enough time"

Name: Ruby Kerr

Age: 23
Education: B.A. in Political Science
Hometown: Birmingham, UK
Family: Common law partner
Occupation: Part time data analyst

Goals
- Establish work-life balance
- Remain healthy and vigorous by avoiding an unhealthy diet
- Graduate with a high GPA
- Time management between her study, analysis and free time

Frustrations
- Lack of detail in existing food apps such as nutritional value and ingredients
- Cannot find enough time to cook; an activity she enjoys

Ruby is a hardworking student who has high epistemic curiosity. She is a 4th-grade student with a side job at academia. She loves data and believes that it can 'foresee' the future. As a research assistant, cleaning, organizing and analyzing election surveys and interviews are her responsibility. She loves to cook and explore new recipes, but unfortunately finding time for it is a challenge. Also, caring about a balanced diet makes it even more difficult to choose. She needs a detail-oriented app with ingredient and nutrition information available for every meal.

User journey map

Mapping Ruby's user journey has highlighted the potential benefits of introducing certain features that are currently not available.

Persona: Ruby Kerr

Goal: To find a detail oriented food delivery app with healthy products

ACTION	Consider needs	Start browsing	Place order	Checkout	Wait and Eat
TASK LIST	Tasks A. Feel hungry B. Calculate daily calorie intake C. Check whether it is 'meal time' or not D. Manage time	Tasks A. Browse for restaurants B. See if there are any promotions or discounts among them C. Pick a restaurant that may have delicious and healthy options at the same time	Tasks A. Examine options B. Look for macronutrients of items C. Add food(s) to the basket	Tasks A. Review basket B. Add payment information and address C. See estimated time for arrival and confirm the order	Tasks A. Continue working while waiting B. Pick up delivery and inspect items C. Take a break and eat
EMOTIONS	Dedicated to her healthy routine	Feeling lost among all the options	Winced about unhealthy menus	Displeased about estimated time; impatient	Felt obligated to courier for their work; finally relieved about food
IMPROVEMENT OPPORTUNITIES	Meal reminder feature accordingly to time of the day and calorie intake	Favourite places list to avoid crowdedness Search filters	Suggest personalized recommendations	Show busy hours on app with ETA information Remember payment and address information	Add feature to tip the courier

Starting the design

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

Paper wireframes

Iterations of home page

I aimed to maintain simplicity to prevent users from feeling overwhelmed by complexity.

However, I didn't sacrifice customizability, particularly as recent comments on the applications have raised concerns about overly restrictive user interfaces. I believe users will appreciate and utilize this flexibility.
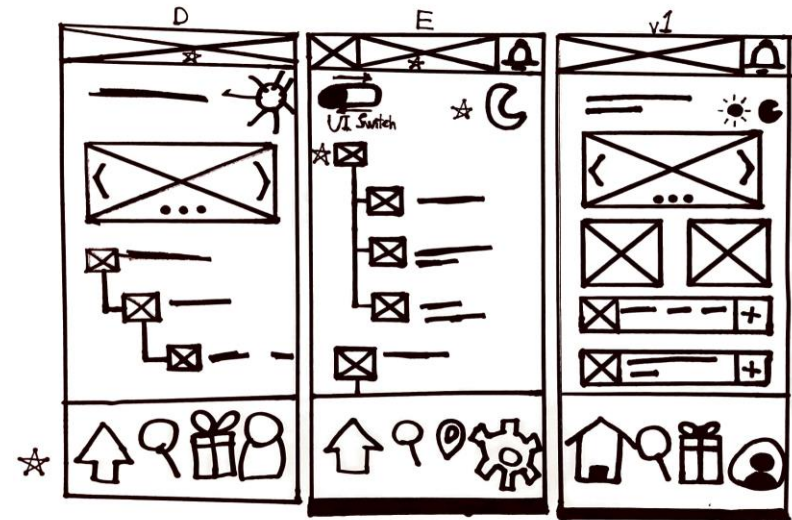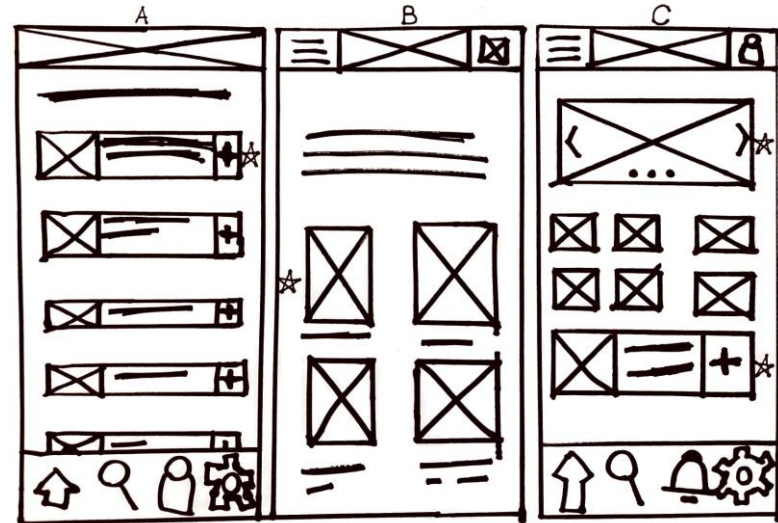
Digital wireframes

Home page

I believe that clean and straightforward user interfaces are key to achieving success.

NutriZone

‹ Suggested meals ›

...

Order again?

| OA?-1 | OA?-2 |

Menu

Appetizers

img | title | brief item description | € ## | +
img | title | brief item description | € ## | +
img | title | brief item description | € ## | +

Salads

img | title | brief item description | € ## | +
img | title | brief item description | € ## | +

Pasta

img | title | brief item description | € ## | +
img | title | brief item description | € ## | +

Wine

img | title | brief item description | € ## | +

Don't want to navigate around the application? Easily place your order directly from the home tab.

The fixed bottom toolbar ensures that users can switch between tabs seamlessly, whenever they wish.

Digital wireframes

Product page

‹ **Images of the item** ›

•••

Name

Description and ingredients:
Lorem ipsum dolor sit amet, conse
tetur adipiscing elit.

Sed do eiusmod tempor incididunt ut
labore et dolore magna aliqua.

Nutritional Information

Energy	**322 kcal**
Fat	**1.6g**
Saturated Fat	0.3g
Carbohydrates	**41.9g**
Sugar	3.1g
Fiber	18.7g
Protein	**25.8g**
Sodium	14mg
Potassium	1000mg

€ 4.25   ADD TO CART

🏠 🔍 🔔 👤
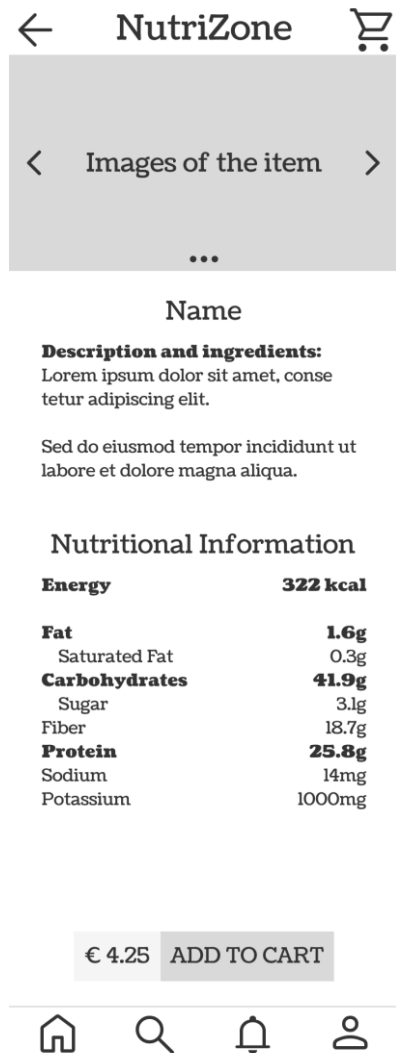
Digital wireframes

Settings page

The application offers customization options. In today's privacy-invasive tech culture, NutriZone takes privacy and security very seriously.

Whether it's a simple food ordering platform or an installed program on a phone or executed code in a browser, users have the right to opt out of any data that is available online.
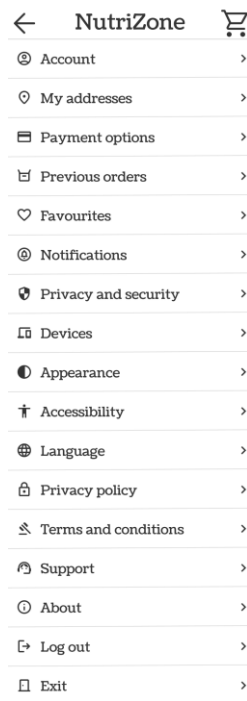
Fine-tuning the overall look is straightforward, whether it's adjusting the dark/light theme or the UI style. My inspiration stems from the freedom of choice that KDE Plasma provides.

NutriZone

- Account >
- My addresses >
- Payment options >
- Previous orders >
- Favourites >
- Notifications >
- Privacy and security >
- Devices >
- Appearance >
- Accessibility >
- Language >
- Privacy policy >
- Terms and conditions >
- Support >
- About >
- Log out >
- Exit >

v1.0-rc

Low-fidelity prototype

Flow 1

Click to interact with the prototype.

Splash

NutriZone

Where taste meets with well-being

Login

NutriZone

Sign Up

Email
Password

CREATE ACCOUNT

or

SSO

Already a member?

admin@domain.com
* * * * * * * * *

LOGIN

Home

NutriZone

‹ Suggested meals ›

Order again?

OA?-1   OA?-2

Menu

Appetizers

img | title | brief item description | € ## | +
img | title | brief item description | € ## | +
img | title | brief item description | € ## | +

Salads

img | title | brief item description | € ## | +
img | title | brief item description | € ## | +

Pasta

img | title | brief item description | € ## | +
img | title | brief item description | € ## | +

Wine

img | title | brief item description | € ## | +

Search

NutriZone

Search

Recent searches   Clear history

img | title | ✕
img | Extra greasy pizza | ✕
img | Spagetti with 20% fat meatballs | ✕

Notification

NutriZone

2020/12/24 12:05:08
Your order #12345678 is on the way. We hope you enjoy your meal!

2020/12/17 19:27:05
25% discount coupon for your first three orders!

2020/12/17 11:24:30
Please check your inbox and confirm your email address at$ va@****.com

Profile

NutriZone

Account
My addresses
Payment options
Previous orders
Favourites
Notifications
Privacy and security
Devices
Appearance
Accessibility
Language
Privacy policy
Terms and conditions
Support
About
Log out
Exit

v1.0-rc

Product

NutriZone

‹ Images of the item ›

Name

Description and ingredients:
Lorem ipsum dolor sit amet, consetetur adipiscing elit.

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Nutritional information

Energy	3.12 kcal
Fat	1.6g
Saturated Fat	0.3g
Carbohydrate	41.1g
Sugar	3.1g
Fiber	18.7g
Protein	25.8g
Sodium	14mg
Potassium	1000mg

€ 4.25   ADD TO CART

Cart

NutriZone

img | title | brief item description | € ## | ✕
img | title | brief item description | € ## | ✕

€ 16.50   CONTINUE

2200 × 1824

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1 Insert finding

2 Insert finding

3 Insert finding

Round 2 findings

1 Insert finding
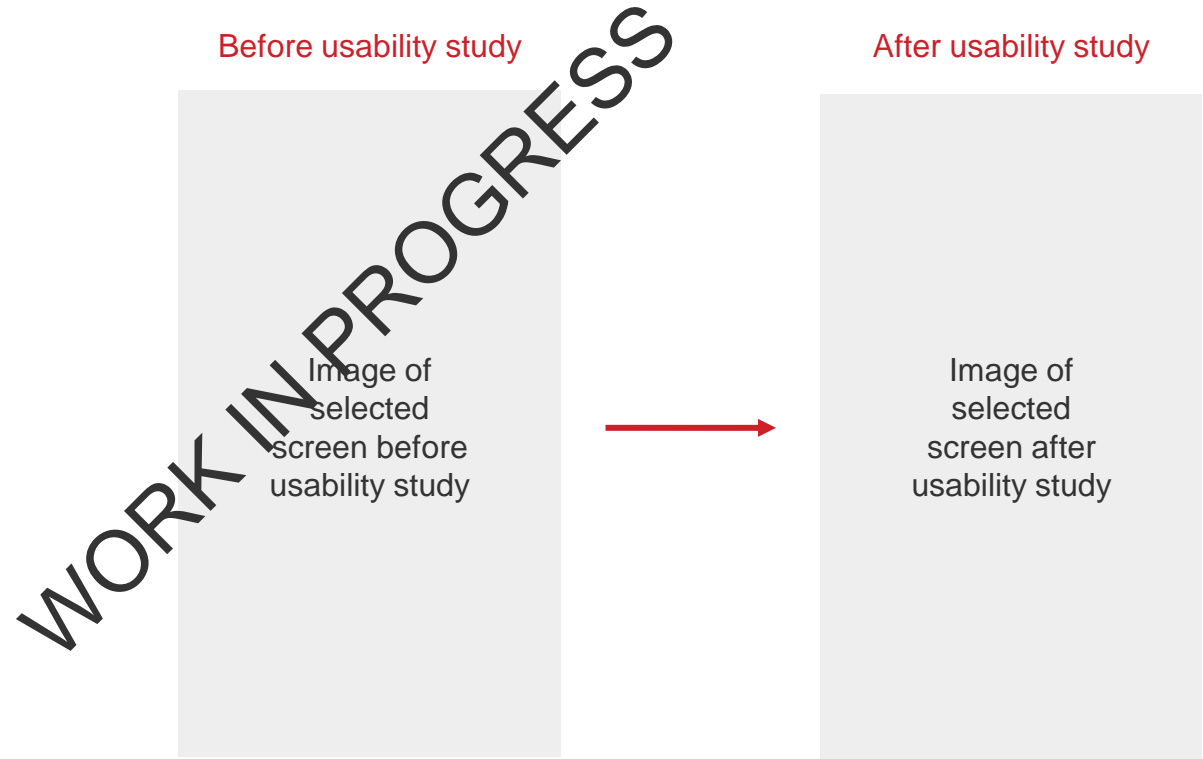
2 Insert finding

3 Insert finding

WORK IN PROGRESS

Refining the design

WORK IN PROGRESS
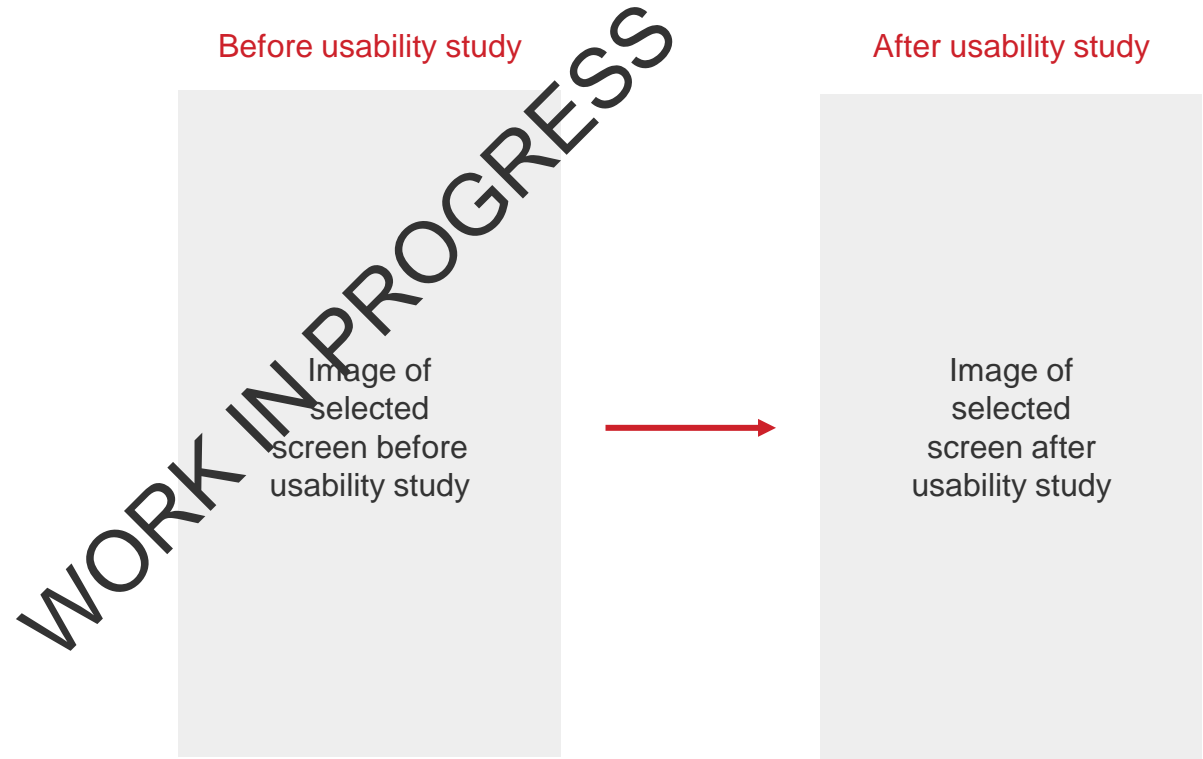
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

[Your notes about goals and thought process]

Before usability study

After usability study

Image of selected screen before usability study

Image of selected screen after usability study

Mockups

[Your notes about goals and thought process]

Before usability study

After usability study

Image of selected screen before usability study

Image of selected screen after usability study

WORK IN PROGRESS

Mockups

Main mockup screen for display

Main mockup screen for display

Main mockup screen for display

Main mockup screen for display

WORK IN PROGRESS

High-fidelity prototype

[Link to high-fidelity prototype]

WORK IN PROGRESS

Screenshot of prototype with connections or prototype GIF

Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

WORK IN PROGRESS

Going forward

- Takeaways

Next steps

WORK IN PROGRESS

Takeaways

Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.

What I learned:

Insert a few sentences summarizing what you learned throughout the project.

Next steps

1

Insert a few sentences summarizing the
next steps you would take
with this project and why.

2

Insert a few sentences summarizing the
next steps you would take
with this project and why.

3

Insert a few sentences summarizing the
next steps you would take
with this project and why.

WORK IN PROGRESS