

"A very warm welcome to Case Study"

"Design a cross-platform way to help tutor adults in nutrition"

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UI/UX Designer



I'm very excited to have you here! I hope you enjoy visiting my case study on Social goods.

Problem

The main causes of death in the world are circulatory diseases and various types of cancer. The best prevention is a healthy lifestyle but many adults don't have good nutrition knowledge, feel lost in the information flow, and are trapped in old habits.

Goal

Create a platform that teaches adults about nutrition and fosters a supportive community to encourage people to make better decisions for healthier Food.

I'm so excited to introduce my new platform that helps adults learn about nutrition and foster a supportive community to encourage healthy food choices! My platform will provide comprehensive nutrition education and resources to help adults gain the knowledge and skills to make better food choices. I will also offer a variety of interactive tools to help users connect with others in the community, share their experiences, and get advice on how to make healthier food choices. My goal is to create a safe and welcoming environment where adults can learn, grow, and support each other in their nutritional journey. I look forward to helping adults make better decisions for healthier food and life!

My Role and Responsibilities

As a UX Designer, I have a very important role in creating a positive user experience for products and services. My job is to ensure that the product or service is designed to be easy to use and natural so that users can have a positive and productive experience. I will need to have a good understanding of user behavior and how people interact with technology in order to create a successful Platform.

- Start the UX design process: empathize, define, ideate
- Create wireframes and low-fidelity prototypes
- Create mockups and high-fidelity prototypes
- Design a complimentary responsive website

MY Design Tool

AdobeXD, Google slide, Miro, Adobe Photoshop.

My Design Process

Discover	Define	Develop	Deliver
• Background Research • user interview • online survey • User Persona	• Card Sorting • Story mapping • Crazy 8 • Journey map	• Information Architecture • paper prototype • user flow • wireframe • LO-Fi • Usability testing	• Visual design • User interface • Hi-Fi • Research report

User Research

The pain point:

UX pain points are problems that annoy users and make it difficult for them to get what they need.

Powerless when it comes to maintaining healthy physical and mental fitness due to an unplanned and untraceable diet.

lack of knowledge, and planning healthy meals due to diet myths and nutritional fake news.

In adults eating habits are suffering and changing drastically due to junk food

the mental health challenges linked to an unhealthy food environment include body image dissatisfaction, low self esteem and the stigma of living with obesity.

Persona



Thea

Age: 45

Education: Engineering

Hometown: Canada

Family: Married, 1 kid

Occupation: Software developer

**“When Diet Is Wrong, Medicine Is Of No Use.
When Diet Is Correct, Medicine Is Of No Need.”**

Goals

- Changing diet for better to avoid taking pills for health problem.
- Its is very difficult to change alone, its possible with help of community.

Frustrations

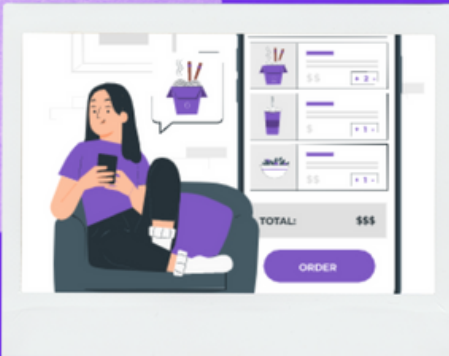
- Its is very difficult to change old eating habits and change the emotional connection of same dish.
- It is very Hard to keep healthy physical and mental fitness due to unplanned and untraceable

Thea is software developer. Very busy in personal and professional life. Due to busy schedule she cannot track on her foods habit so that affects her mental and physical health. She has less knowledge about nutrition and as a result she is frustrated. She wished if she could connect with people and get clarity on her doubts.

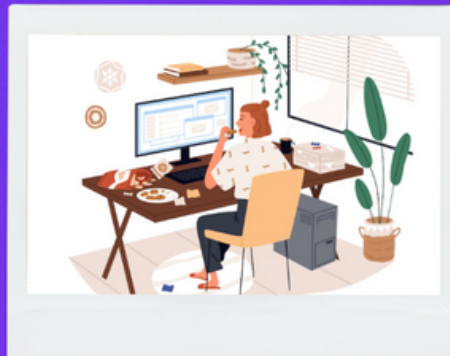
Story Board

Big Picture StoryBoard

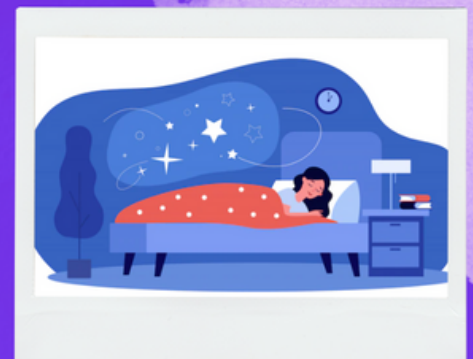
Scenario: choose a diet plan according to the time available for maintaining a healthy lifestyle.



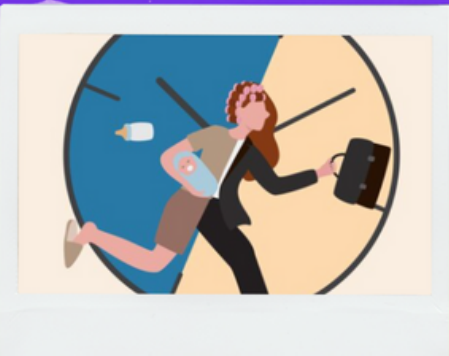
Thea comes home from work and orders food to make herself feel better after a tiring day.



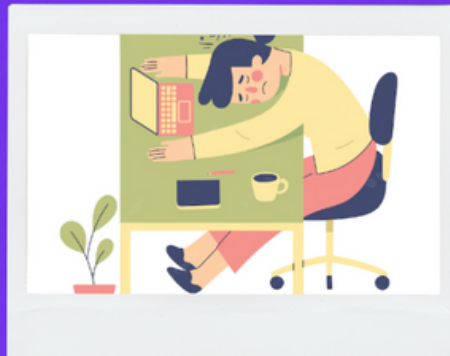
After consuming the junk food she regrets it later.



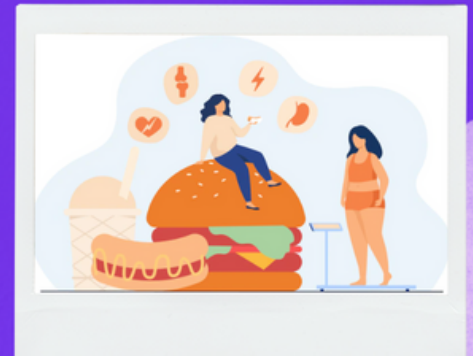
Unable to plan for the following day before going to sleep and forgets to place an alarm.



She skips breakfast and rushes to the office in the morning to work on both old and new projects while bringing an incomplete assignment.



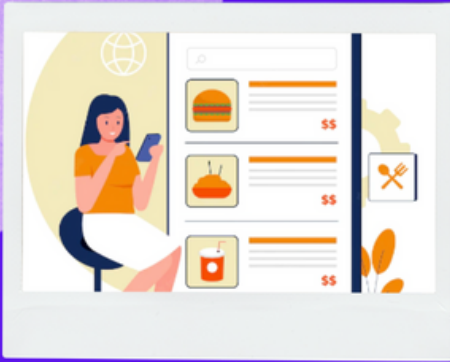
Thea mistakenly sends a mail to the customers that is unfinished since she is not fully alert and awake.



When she realises her error, the task becomes more difficult, and her manager criticising her. She recognises how stressful her lifestyle is and attributes it to it.

Close StoryBoard

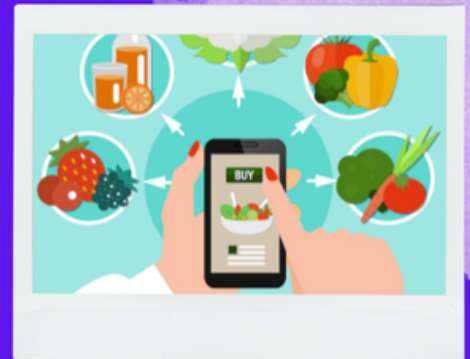
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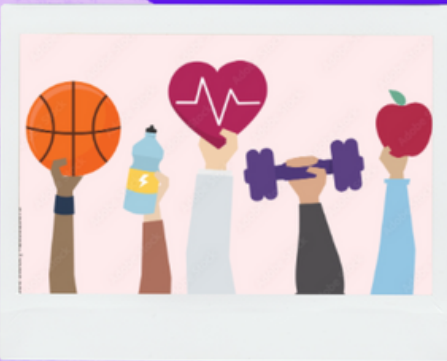
Thea Installs Diet Choice App from the app store. After installing, she scrolls through the homepage



She then explores trending topics like women's nutrition plans, workouts, etc. She had installed the app only to explore meal plans but she also got interested in other wellness and nutrition topics.



After exploring the Diet choice app, as a beginner, she enrolls herself in a general nutrition plan for healthy lifestyle.



Then she explored all the steps mentioned in the application and followed a diet plan and decided to follow them for 21 days to become consistent and get the best results.



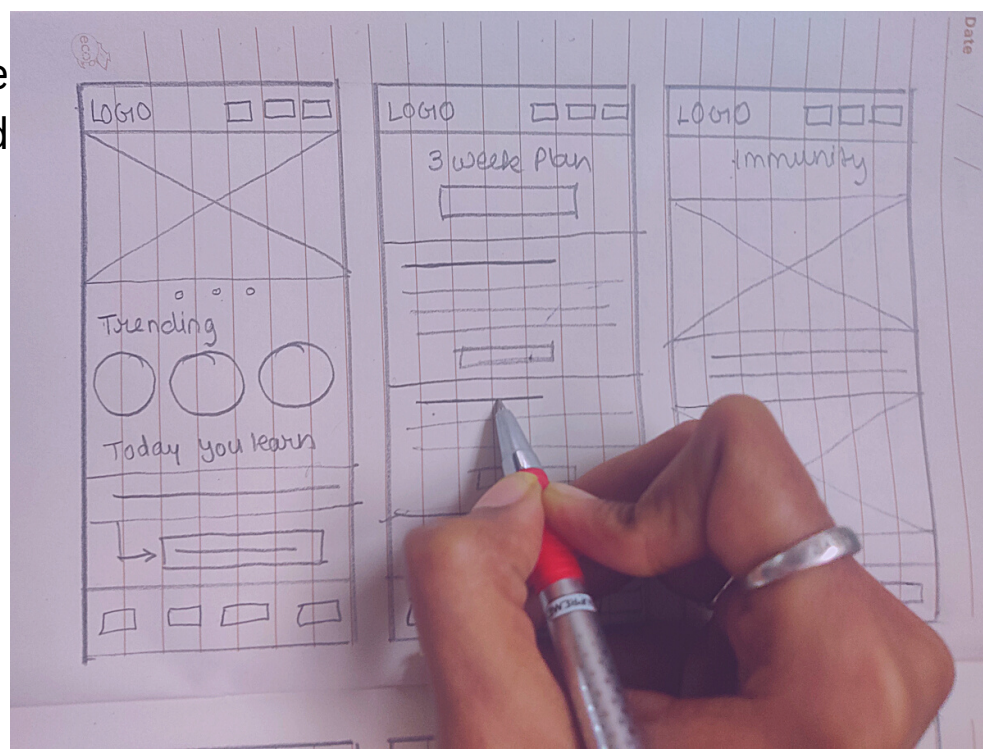
Thea is happy to recommend this application to others because we managed to give her right information.



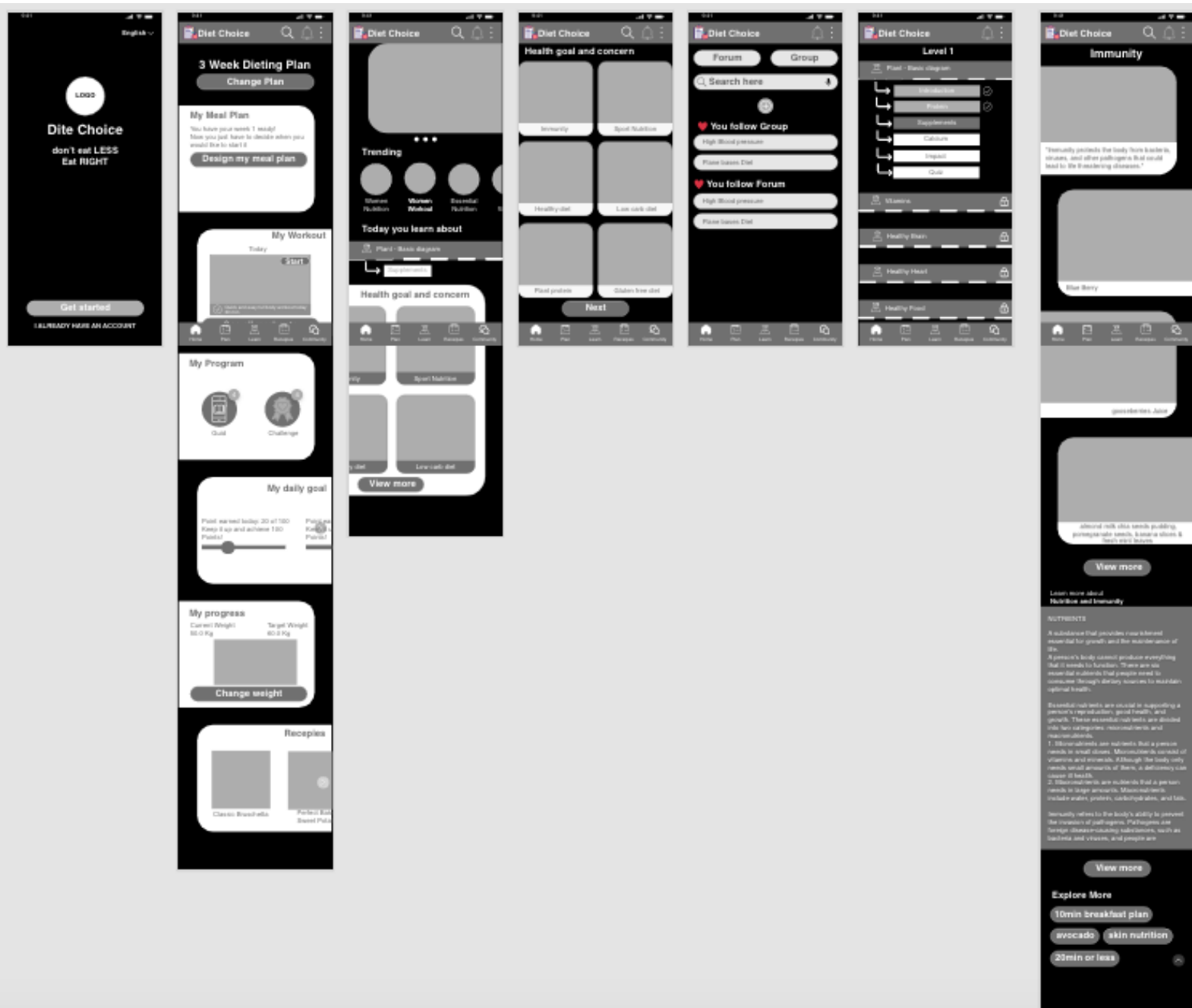
After 21 days of following the nutrition plan, she is amazed and happy with the result. Her time management and health have improved, and she is now looking forward to following yoga and other exercise plans that she can accommodate into her schedule.

Paper Wireframe

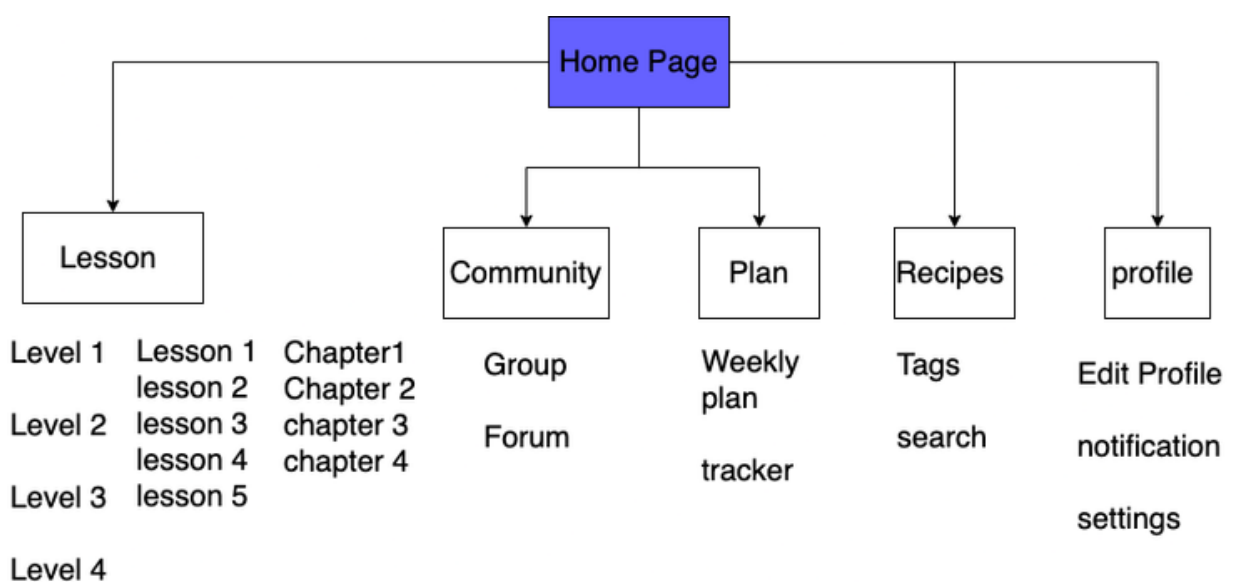
Wireframe helps me organize all ideas and structure in paper.



Low-Fidelity Prototype



User Flow



Analyze and synthesize research results

Find forum and group in Community screen

Motivation

Find chapter in learning screen

Plan screen

4/5 user were able to find forum and group for specific topic

3/5 users would prefer to have some sort of awards, points and tests.

5/5 user were able to get to a specific chapter with ease

2/5 users would find it useful to journal about their diet and see what nutrition were included in their meals and keep a track on it.

what do you means groups? where?

It does not feel right to earn points, there should be some quiz . i dont believe it.

information wise, it looks great. i like to have options.

in the past, it always makes me more motivated when i can test about my knowledge and see improvement

i am a bit lost in community thing.

it might not be crucial but when learning, i am used to have some point system or to see how often i learn.

it is easy to see it is online learning app.

sometimes, i feel bad but i do not know why, it would be great if i can see what i ate to test what makes me feel good and what bad.

so that is many people asking but how the thread works

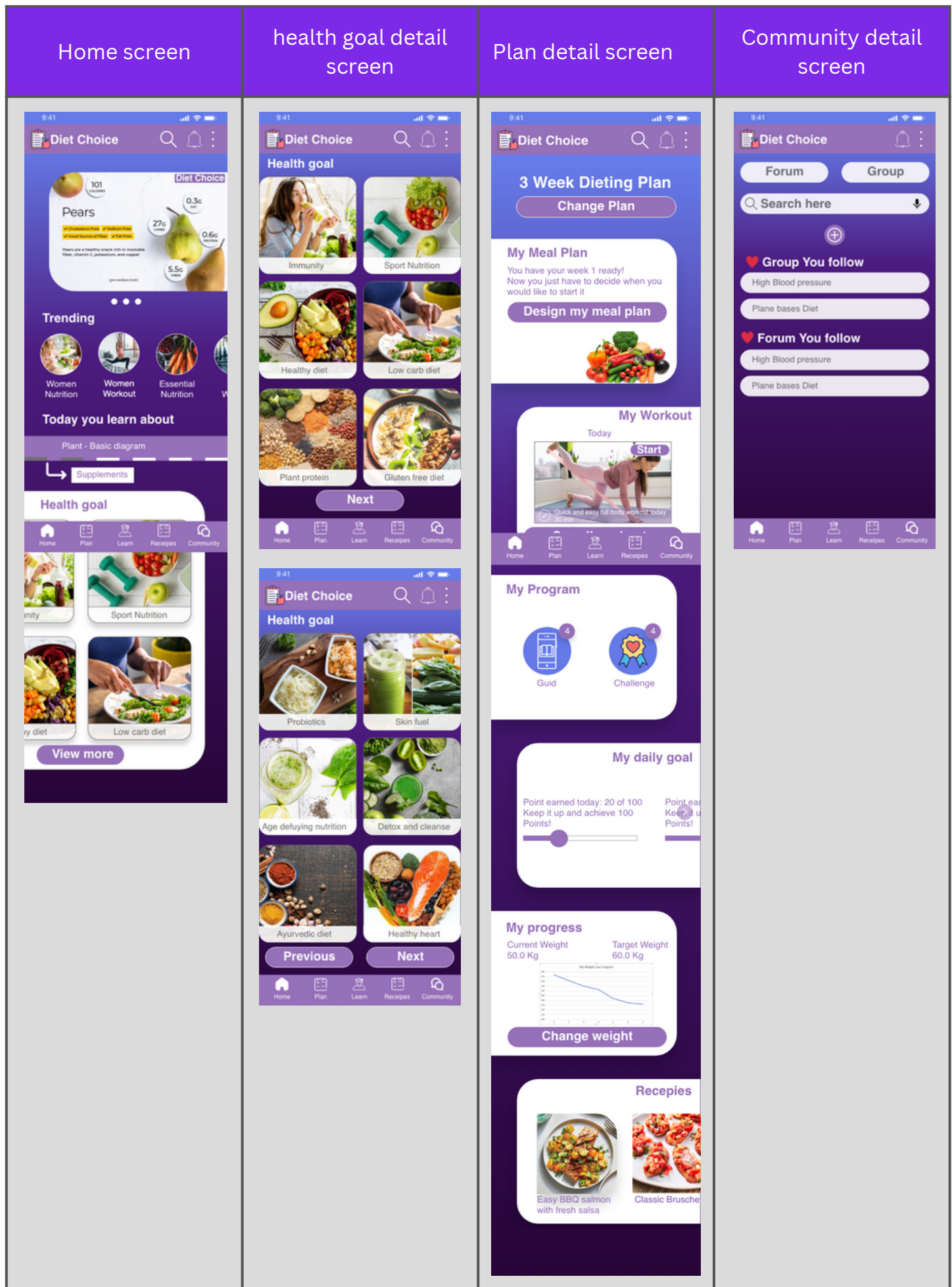
i do not know if i take enough minerals, i would like to see what minerals are included in my meals

it was easy it was in the center of the screen

it is only thread correct?

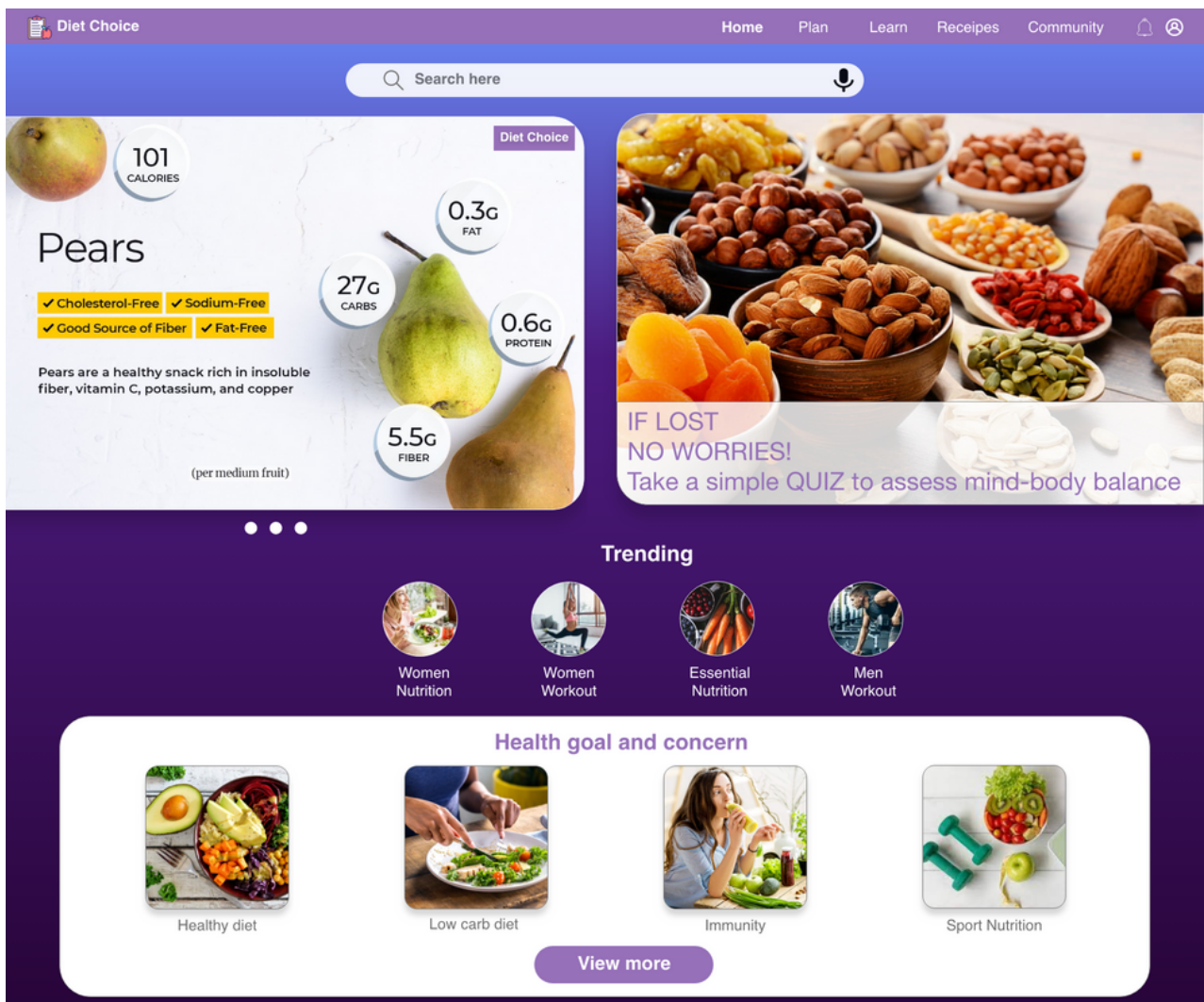
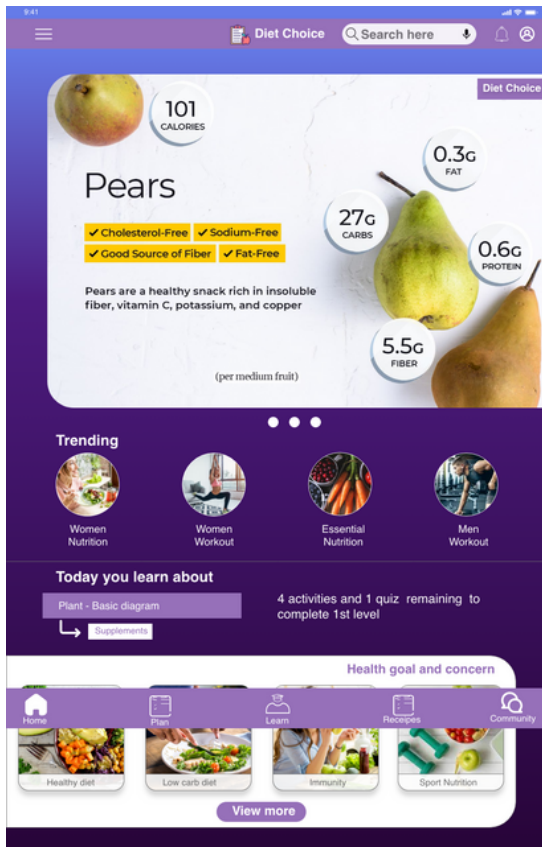
High-Fidelity Prototype of Mobile

A glimpse of my screen design. For an interactive live demo of my prototype please go to the Link which will be provided below Case study. See you there :)



High-Fidelity Prototype of Web and Tablet

A glimpse of my screen design. For an interactive live demo of my prototype please go to the Link which will be provided below Case study. See you there :)



Thank you

for reading this far :)

Any comments or suggestions are always welcome.

Lets connect : E-Mail Id : vda.dollyp@gmail.com