

Nosh

Alecia Mitchell

Project overview



The product:

Nosh is a new recipe app that has a hidden helpline for domestic violence victims. This app is designed to fall in line with the parameters of designing for social good. Our users wanted an easy way to cook a great meal, with the added bonus of having a safety helpline.



Project duration:

May - June 2021

Project overview



The problem:

The pandemic wreaked havoc on many lives in 2020. People were asked to quarantine, which led to problems twofold: people had to adapt to cooking at home, and domestic violence rose worldwide, due in large part to stay at home orders. Many victims were unable to reach out for appropriate help, due to many government offices being shut down during this time.



The goal:

The goal of Nosh is simple: to help everyone enjoy a delicious home cooked meal. We are focusing on survivors of domestic abuse, or those who might be in a victim situation and need help reaching out if they are in trouble.

Project overview



My role:

- UI/UX Designer and Researcher designing a mobile app for Nosh, from conception to delivery.



Responsibilities:

- User Research: Conducting interviews and usability studies
- Wireframing: Paper and Digital
- Prototyping: Low and High Fidelity
- Accounting for accessibility
- Iterating on Designs

User research: summary



For this project, I took a broad look at life during the pandemic and saw a need for a product such as Nosh. Many people were being pushed into cooking for themselves on a regular basis for the first time. I found during my research that in every case, cooking a home cooked meal for themselves or for other provided a sense of normalcy. I also uncovered the deeper motivation of wanting a helpline. Some people experienced a domestic violence attack and were not always able to find help. Digging deeper into the research, I found that in every case, victims and survivors would like a “safety net”, to help their peace of mind.

From the user interviews, I was able to build empathy maps, user personas, and pain points based on my two focus groups (the average home chef, and the survivors of domestic violence). After synthesizing this data I moved onto devising problem and hypothesis statements. I delved into secondary research with a competitive audit, and used this information for the brainstorming activities of “Crazy Eights”. I topped my research with a usability study after my lo-fi prototype phase, to get a true sense of what the user’s pain points were with the site.

User research: Charlotte's pain points

1

Financial

Charlotte sometimes spends her own money on financing the food budget for the domestic violence shelter. She needs an organized way to plan meals so she can budget for them.

2

Products

Charlotte needs an app that helps her organize and save recipes for all aspects of her life.

3

Process

Charlotte needs an easy way to sort through recipes and find what she needs quickly.

4

Information Architecture

Charlotte needs an app that allows her to skip through the fluff and blogs to find her recipes quickly. As a disabled person, it would be helpful if she could opt to keep screen on while she is cooking, to save time and energy.

User research: Liam's pain points

1

Financial

As head of household, Liam loves making home cooked meals for his family, but does like wasting money on things he already has at home.

2

Products

Liam wants to be able to organize all his shopping in one app so that he can make light work of the grocery shopping.

3

Process

Liam often plans meals from the office, so that he can do the shopping on the way home from work.

4

Information Architecture

Liam is tech savvy, and wants an intuitive app that allows him to add his ingredients from his home pantry, to streamline his workload.

Problem and Hypothesis Statements: Charlotte



Charlotte is a busy grad student and volunteer, who needs an easy app experience to find and prepare a variety of meals, because she wants to cook with her partner, and also support her fellow survivors by cooking delicious meals for them.

If Charlotte downloads the Nosh app, she would have an easily organized experience of finding and cooking recipes, with the security of a hidden safety helpline.

Problem and Hypothesis Statements: Liam



Liam is a busy software executive who needs an easy app experience that allows him to itemize his pantry items, because he wants to plan his family meals on the go.

If Liam downloads the Nosh app, he would have an easily organized experience of finding his pantry items and making short work of grocery shopping.

Persona: Charlotte

Problem statement:

Charlotte is a busy grad student and volunteer, who needs an easy app experience to find and prepare a variety of meals, because she wants to cook with her partner, and also support her fellow survivors by cooking delicious meals for them.



"I want to be able to have a sense of normalcy by cooking with my partner a few times a week."

Charlotte Hart



28



Atlanta, Georgia



Graduate Student



Lives with partner and service dog

Bio

Charlotte is a graduate student at Georgia Tech. Charlotte is a survivor of an abusive relationship. Charlotte and her new partner are enjoying a healthy relationship, and like to cook meals together, three to four times a week.

Wants & Needs

- * Charlotte would like a way for victims of domestic abuse to have a quick and safe way to reach out for help if needed.
- * Charlotte is close with her mom, and would like to be able to easily share great recipes that she finds with her.

Tech

Charlotte is good with tech and uses several technologies on a daily basis. Her assistive technologies consist of voice to text, a high mobility wheelchair, and has hand controls equipped in her van so she can drive where she needs to go.

Personality

Charlotte is very outgoing and loves to be around people. She likes to be self-sufficient. In her spare time, she likes to volunteer at her local women's shelters to help those in need, and championing domestic violence awareness on social media.

Frustrations

- * Charlotte would like the option to skip the blogs and go straight to the recipe.
- * Being wheelchair based, she sometimes takes a bit longer to do the prep work, needs the ability to be able to keep her phone open to the recipe while she is cooking, without draining her battery.

User Story: Charlotte

USER STORY

Charlotte Hart

As a/an busy graduate student and domestic violence volunteer

I want to help women survivors get back on their feet by cooking them delicious meals

so that I can start feeling good about myself again, and enjoy a normal life with my partner, by cooking together a few times a week

Persona: Liam

Problem statement:

Liam is a busy software executive who needs an easy app experience that allows him to itemize his pantry items because he wants to be able to plan his family meals on the go.



"I want to be able to make a delicious meal for my family utilizing what I already have in the kitchen, saving a trip to the store."

Liam Oliver



43



San Francisco, CA



Software Executive



Married with three children

Bio

Liam is a busy software executive who loves to cook the family dinner meals, several times a week. Because his work load is pretty full, he has to plan the meals around set shopping days, or ordering grocery delivery.

Wants & Needs

* He would like the ability to build his own pantry with the items he has at home, so he can search them quickly.

* He gets bored with the same old meals but sometimes runs out of inspiration. He would like the ability to just press a button and have random recipes pop up that he can choose from.

Tech

Liam works in the tech industry, so is an early adopter and loves his gadgets. He follows several tech blogs, and does quite a bit of online grocery shopping with various apps.

Personality

Liam is a family man first, and a business exec second. In his spare time he plans nutritious but fun meals for his family, and loves to go on early morning runs.

Frustrations

* Liam would like to be able to plan his meals in advance, so that he knows what items he will need by the time he gets home from work.

* He wants to be able to search his pantry items by name, and have recipes populate based on that item.

User Story: Liam

USER STORY

Liam Oliver

As a/an busy software executive

I want to have my pantry items listed in a digital format,

so that I can quickly search for recipes I can already make,
even from the office.

User journey map: Charlotte

Creating this user journey map helped me understand the obstacles facing Charlotte on her path. It also helped reduce the impact of my own designer biases, by understanding how Charlotte thinks and feels through every step.

This new comprehension allowed me to recognize roadblocks and pain-points to correct, by identifying improvement opportunities. For example allowing her to keep her screen on while making a recipe, or sharing a new favorite with her mom.

Persona: Charlotte

Goal: Cohesive and easy way to find recipes and cook meals for her women's shelter

ACTION	Search for Recipe	Plan Meal	Order Groceries	Prepare Meal	Share Recipe
TASK LIST	Tasks A. Search for recipe B. Finds recipe C. Chooses recipe and skips past blog to what she needs to see	Tasks A. Analyze ingredients B. Calculate preparation and cooking times C. See what ingredients she already has	Tasks A. Make list B. Order items through external delivery app C. Set delivery time and schedule	Tasks A. Organize grocery items B. Turns ipad to stay on in settings C. Follows recipe to cook meal	Tasks A. Highlight url B. Copy url C. Text url to mom
FEELING ADJECTIVE	User emotions Excited to cook for her friends	User emotions Determined to get everything right and not forget anything	User emotions Happy to get the meal in motion, but annoyed that she has to go to a new site to order	User emotions Excited to cook delicious meal for those in need, but bummed when her ipad dies because she forgot to reset the shut off duration	User emotions Thrilled to send her mom a great new recipe, but frustrated that it takes so many extra steps to do so.
IMPROVEMENT OPPORTUNITIES	Offer a way to skip straight to recipe, maybe keeping blog posts separate	Add a pantry section to make it easy to see what is already available	Link grocery stores and delivery options in app	Allow user to keep screen on while on recipe page	Add a share button in app

User journey map: Liam

Creating this user journey map helped me understand the obstacles facing Liam on his path. It also helped reduce the impact of my own designer biases, by understanding how Liam thinks and feels through every step.

This new comprehension allowed me to recognize roadblocks and pain-points to correct, by identifying improvement opportunities. For example adding a randomizer button that picks recipes based on his food and meal preferences.

Persona: Liam

Goal: The ability to quickly search for meals for his family on the go

ACTION	Search for Recipe	Plan Meal	Buy Groceries	Prepare Meal	Save Recipe to Favorites
TASK LIST	Tasks A. Download app B. Search for new and exciting recipe C. Finds great recipe he hasn't tried yet	Tasks A. Calls wife to see what ingredients they have at home B. Makes list of what to stop for C. Calculate how long meal will take	Tasks A. Get list from wife and recipe together B. Drive to store after work C. Buys groceries from list	Tasks A. Find Recipe B. Prepare ingredients C. Serves family	Tasks A. Set up account B. Sign In C. Finds favorites button and adds recipe
FEELING ADJECTIVE	Excited to try something new, but annoyed that it takes so long to search when he is indecisive	Happy to see everything coming together, but frustrated that he has to bother his wife to look for simple items	Glad to be running the errands, but annoyed to have to wait in line at grocery store during rush hour	Happy to make his family nutritious meal, But annoyed to have to search for recipe again	Relieved that now he can easily find his recipe to make again, but annoyed he had to search for the favorites section
IMPROVEMENT	Add a randomizer button that picks a random recipe based	Add a pantry function where users can see what they already	Link grocery stores and delivery services in app	Make an add to notes feature that will save recipe to mobile	Make sure favorites button is readily available and easy to

Competitive Audit Spreadsheet

Competitive audit						
Competitor	Competitor type	Cost	Custom Features	Additional Features	Pain Points	Inspirational Features
Mealime	Direct	Free limited use or premium: 5.99 monthly/40.99 year	Swipe to change recipe, serving size adjustment, generates meal plan, diet restrictions friendly	Share option, categorized shopping list, add all to shopping list, shopping time estimates	Must create account to use, have to pay for main feature	meal servings, generates meal plans, range of dietary needs, allergy options, categorizes shopping list
Yummly	Direct	Free	Explore recipes, customize recipes, list related recipe from author, shopping list registers with Instacart	Calorie counter, nutrition info, reviews, cooking time, adds all to shopping list, share option, favorites	Selling cookware, recipes are blog format forcing user to scroll	Categorizes shopping list, adjust meal servings, calorie count, range of diet and allergy options
Plan to Eat	Direct	Free limited use then \$38.99 yearly	Generates meal plan, swipe to change recipe, check off direction steps, pick meal plan theme, substitute for ingredients	Share option, cooking times	no nutritional info, no shopping list	Meal plan themes, generates meal plans, swap out specific ingredients
Forks Over Knives	Indirect	4.99 app cost	Specific to one diet--whole food plant based, recipes sorted by category	Share option, favorites, summary of the recipe, add all to shopping list, customize shopping list	Ingredients and instructions separate, specific to only one diet (plant based only)	Categorizes shopping list
Wine-N-Dine	Indirect	Free	sort by cuisine, record of swiped likes	favorites, share option, maps	social network type app	swipe feature: profiles swipe out from side
Entree	Indirect	Free	Sort by cuisine	save to favorites	not tailored to specific diets	Swipe feature: profiles swipe out from side
Noonlight	Indirect	Free/\$5 monthly/\$10 monthly	Press and hold button until safe, release and enter pin or 911 will be notified, offers widget to add "Send Help" to lock screen, has emergency timer mode	Add information about meeting strangers to timeline to be shared with first responders, partnered with Tinder	Very expensive, app makes it difficult for users to cancel paid account	Offers texting feature if you cant talk in emergency, sends help if summoned even if you cant talk or text, locations services activate after pressing help button

Competitive Audit Report

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer.

I am looking at their visual layout and navigation, what custom features they offer, what standard features they offer, and how they handle the recipe flow and costs. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses, gaps and opportunities.

Competitive audit report for Nosh Recipe app

1. Goals of competitive audit

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer.

I am looking at their pricing and cost, What custom features they offer, what additional features they offer, and features that represent pain-points as well as inspirational features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses.

2. Who are your key competitors?

My key competitors are: Mealime, Yummily, Plan to Eat, Forks over Knives, and Noonlight. Mealime, Yummily, and Meal Plan are direct competitors, as they focus on recipes and meal preparation. Forks Over Knives and Noonlight are indirect competitors as they offer only vegetable based diet options and (Forks over Knives) and a emergency call for help button (Noonlight).

3. What are the type and quality of competitors' products?

- Mealime is visually impressive, cohesive and easy to use. Users can see their options at a glance, and is designed to be a fun experience for meal planning, but users must pay for main feature. They offer serving size adjustment, and the ability to add all to shopping list.
- Yummily is clean and easy to navigate, with lots of sophisticated options for users, such as being able to customize recipes, and adding related recipes from the same author, and a calorie counter.
- Plan to Eat is slightly less expensive than Mealime, and has many custom features, such as generating meal plans, a calorie counter, and the ability to check off direction steps. They do offer to sell cookware, which take away from the main function of finding a recipe.
- Forks Over Knives only charges for initial cost in app store, but is specific to only a whole food plant based diet. They offer share options, recipe summary, and a customizable shopping list.
- Noonlight is not a recipe app, but an app that allows users to press a button if in danger, which then allows users to either enter a pin when danger passes, or if this doesn't happen, a call will be made to 911 in app.

Competitive Audit Report, cont.

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer. I am looking at their visual layout and navigation, what custom features they offer, what standard features they offer, and how they handle the recipe flow and costs. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses, gaps and opportunities.

4. How do competitors position themselves in the market?

- Mealime—Positions itself as a personalized meal planning app to help you eat healthy, and save money.
- Yummily—Markets itself as a "personalized recipe recommendations and search" interface, designed to help customize your experience to your personal tastes and skill level.
- Plan to Eat-- Positions itself as a Meal Planning calendar and Grocery list app
- Forks Over Knives—Markets itself as a plant based cooking app showcasing techniques and recipes.
- Noonlight--Markets itself as a connected safety platform and mobile app that can trigger requests to emergency services.

5. Competitor Strengths: What do they do well?

Things Mealime does well include:	Allows users to customize meal servings, and generates meal plans	Allows users to customize a range of dietary needs, including allergy options	Categorizes the shopping list for an easy glance
Things Yummily does well include:	Allows users to customize recipes and lists related recipes from same author	Shopping list registers with Instacart	Allows user to adjust meal servings and calorie count
Things Plan to Eat does well include:	Allows users to create custom meal plans, with step by step instructions	Allows substitution for ingredients, and cooking time and share options	Allows the user the ability to recipes with friends
Things Forks Over Knives does well include:	Has a share option, add to favorites option, and offers a summary of the recipe.	Allows users to add all to shopping list, and to customize the shopping list	Offers a categorized shopping list
Things Noonlight does well include:	Ability for users to press a button in case of emergency	Allows users to add information to timeline about meeting strangers--partnered with Tinder	Offers text feature if you cant talk, and activates location service when button is pressed

Competitive Audit Report, cont.

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer. I am looking at their visual layout and navigation, what custom features they offer, what standard features they offer, and how they handle the recipe flow and costs. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses, gaps and opportunities.

6. Competitor Weaknesses: What could they improve?

Things Mealime could do better include:	Allow users to skip the onboarding welcome tour	Slightly color scheme to be AAA WCAG compliant and offer more languages
Things Yummily could do better include:	Keep the cookware section separate, and make the general browsing process less complicated.	Offer in more than one language
Things Plan to Eat could do better include:	Add nutritional information, and offer recipes in app for users to choose from	Compile a generated meal plan from user recipes
Things Forks Over Knives could do better include:	Keep ingredients and instructions separate, and offer a variety of food groups	Allow recipes to be reviewed and commented on to reveal flaws for users
Things Noonlight could do better include:	Cost prohibitive	Users report many instances of app calling 911 for no reason

7. How do competitors talk about themselves?

- Mealime --"Meal planning made easy" They boast having made meal planning, grocery shopping, and cooking as simple as getting takeout.
- Yummily--"The smart cooking sidekick that learns what you like and customizes the experience to your personal tastes, nutritional needs, skill level, and more. " They offer personalized recipe recommendations and search.
- Plan to Eat--"We make eating at home easier. ." They allow users to collect and organize their own recipes from anywhere, then add those recipes to a meal planning calendar, then they will make you an organized grocery list.
- Forks Over Knives--"Forks over knives empowers people to live healthier lives by changing the way the world understand nutrition." They claim to provide the tools and resources to make a plant based lifestyle easy and enjoyable.
- Noonlight--"Ushering in a new era of safety." Their mission is to protect and comfort people so that they can live freely.

Competitive Audit Report, cont.

My goal in this competitive audit is to identify my key competitors and review the products my competitors offer. I am looking at their visual layout and navigation, how they approach pricing for budgets, what resources they offer, how they handle appointment booking and their accessibility features. I also am examining what the competition does well and what they could do better; searching for their strengths and weaknesses, gaps and opportunities.

8. Gaps

Some gaps we identified include:

- *Wells Fargo website is not responsive.
- *Chore Pad, Greenlight, and Gohenry were not WCAG accessible
- *None of the websites offered the child a way to search for chores

9. Opportunities

Some opportunities we identified include:

- * Allow users to stay signed in and give each family member their own individual pin number
- * Notification for kids when a new chore has been added, or a reminder notification when a chore deadline approaches
- * Add a comprehensive monthly calendar that allows parents to set daily, weekly, and monthly chore schedules.

Crazy Eights & HMW's

Identify gaps and opportunities:

How might we design a system that keeps track of all the users recipes and ingredients?

How might we incorporate the user pain point of needing a helpline?

Three ideas generated with Crazy Eights:

- Structure and organization is priority of this app, so the focus will be in the recipe pages and helpline function. Along with this, it could have an in-site consistent link to help on every screen.
- Have an area where users can add ingredients from their pantry to make grocery shopping easier.
- Incorporate sections allowing users to choose recipes based on their own preferences.



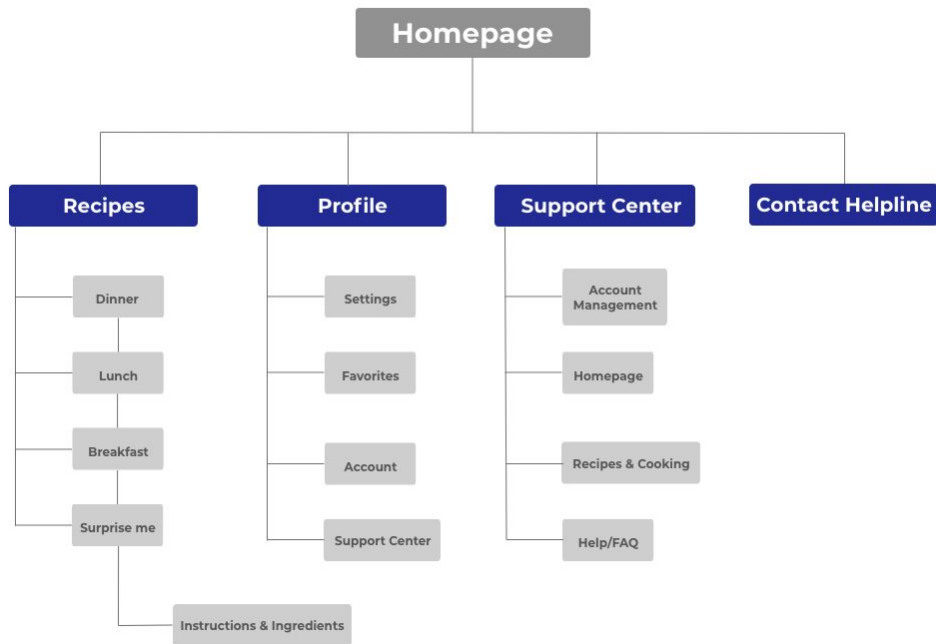
Starting the design

- IA Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype

Sitemap

In order to design an efficient product, UX designers must have a full understanding of their users and their needs. The benefit of a sitemap is, by diagramming and labeling our website's pages and hierarchical structure, we can meet user expectations and create a clear and simple outline of the navigation path the user needs to take to complete their task.

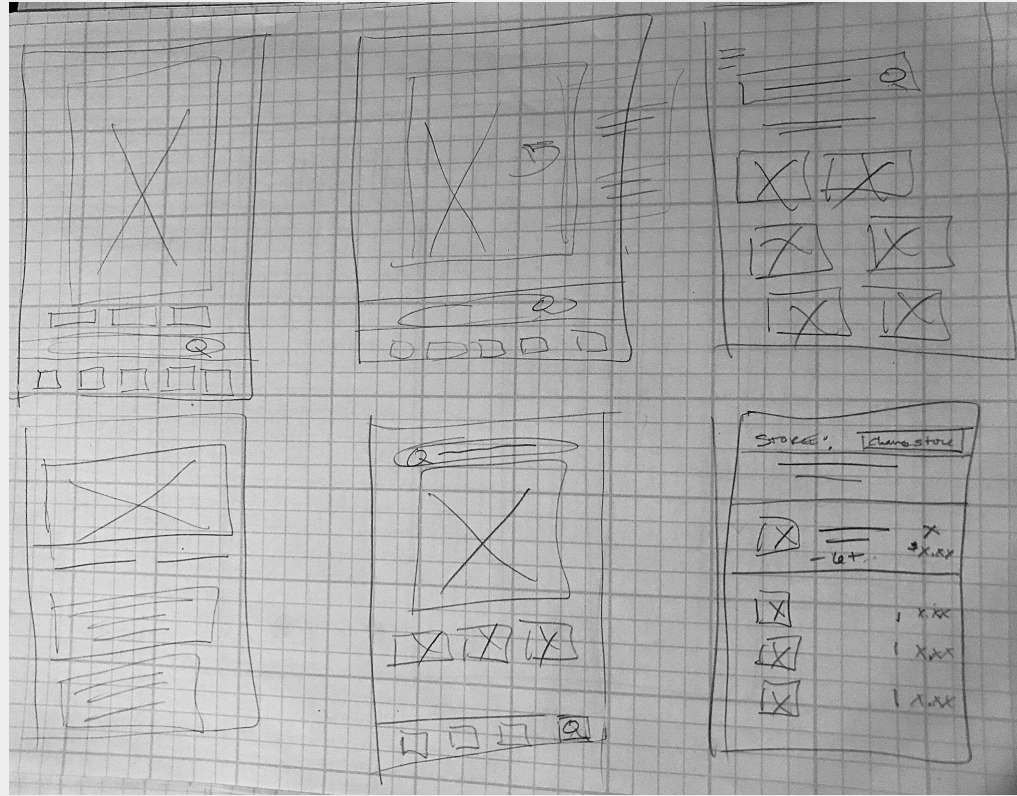
Sitemap for Recipe/Helpline Website



Paper wireframes

Paper wireframes are a fast and easy way to help UX designers quickly iterate and explore design ideas. I used paper wireframing as a way to rapidly address different ideas about user pain points I found in my user research.

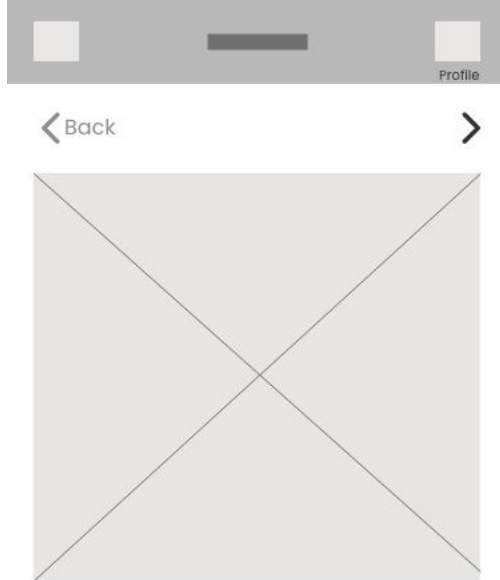
For example, originally I thought it might be visually tempting to put a bunch of images on the home page. But when I thought of the user needs for simplicity and fast navigation, I changed that in another iteration. I decided it might be better to have just few hero cards for the users to choose from to get them started quickly and efficiently.



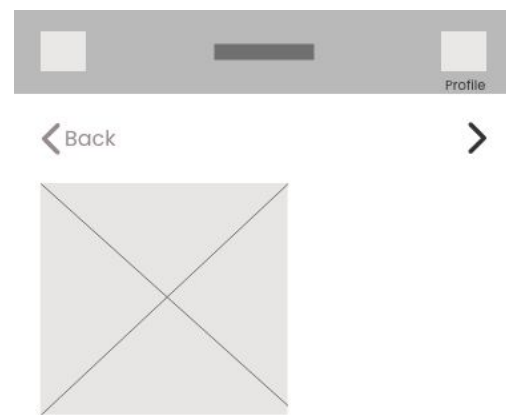
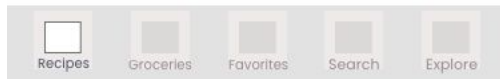
Digital wireframe: Recipe screens

As I began the design phase, I thought about what I had learned from the user research. Most wanted ease of use and simplicity. These are wireframes for the mobile app, and I am including the original versions of my recipe to helpline screens and profile to helpline screens.

Initially I just thought a simple recipe and directions screen would suffice.



The Best Recipe
you've ever seen



Ingredients

Directions

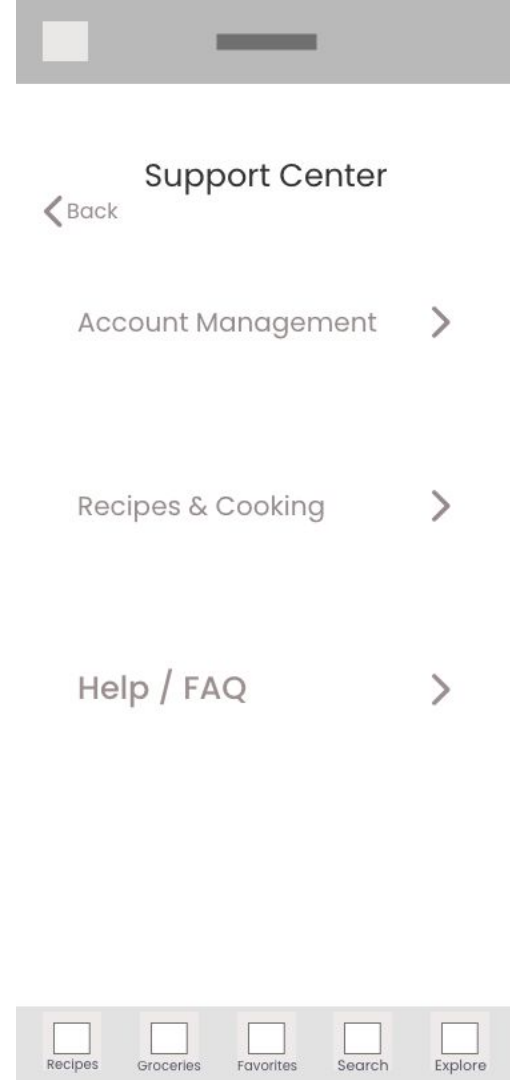
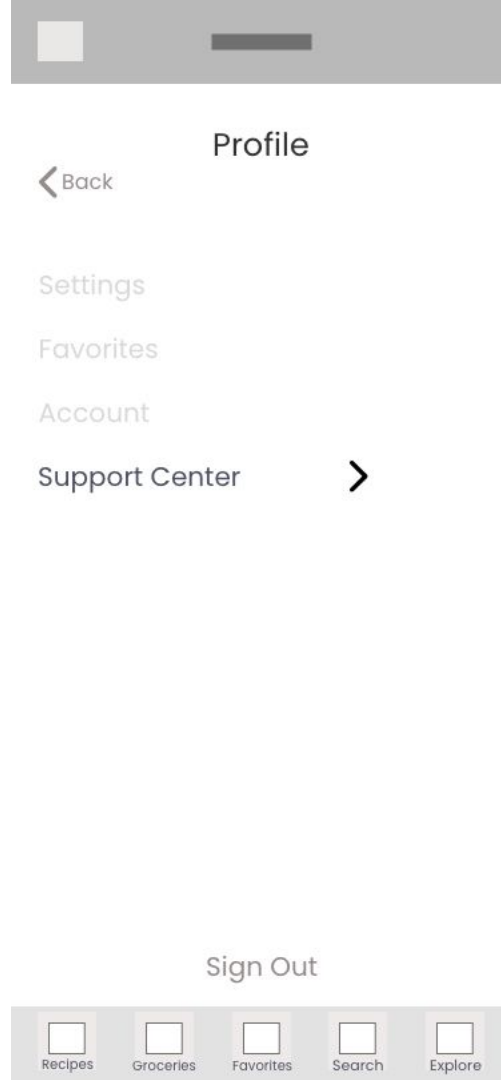
Back to recipes



Digital wireframe: Recipe screens

As I began the design phase, I thought about what I had learned from the user research. Most wanted ease of use and simplicity. These are wireframes for the mobile app, and I am including the original versions of my recipe to helpline screens and profile to helpline screens.

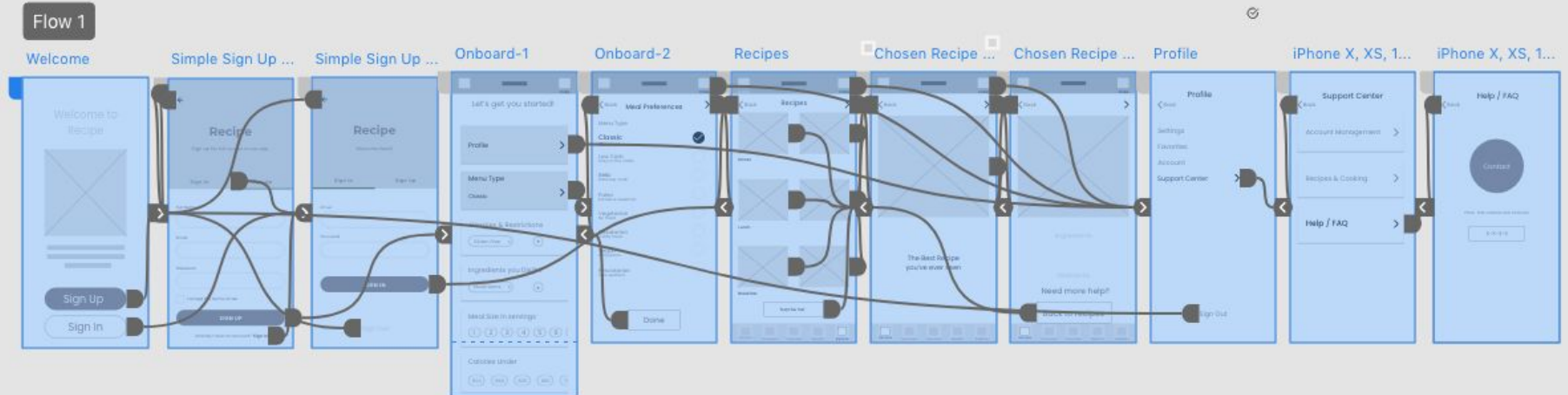
Originally I had a simple profile screen connecting to the support center.



Low-fidelity prototype

Link to lo-fi mobile prototype:
[lo-fi mobile prototype](#)

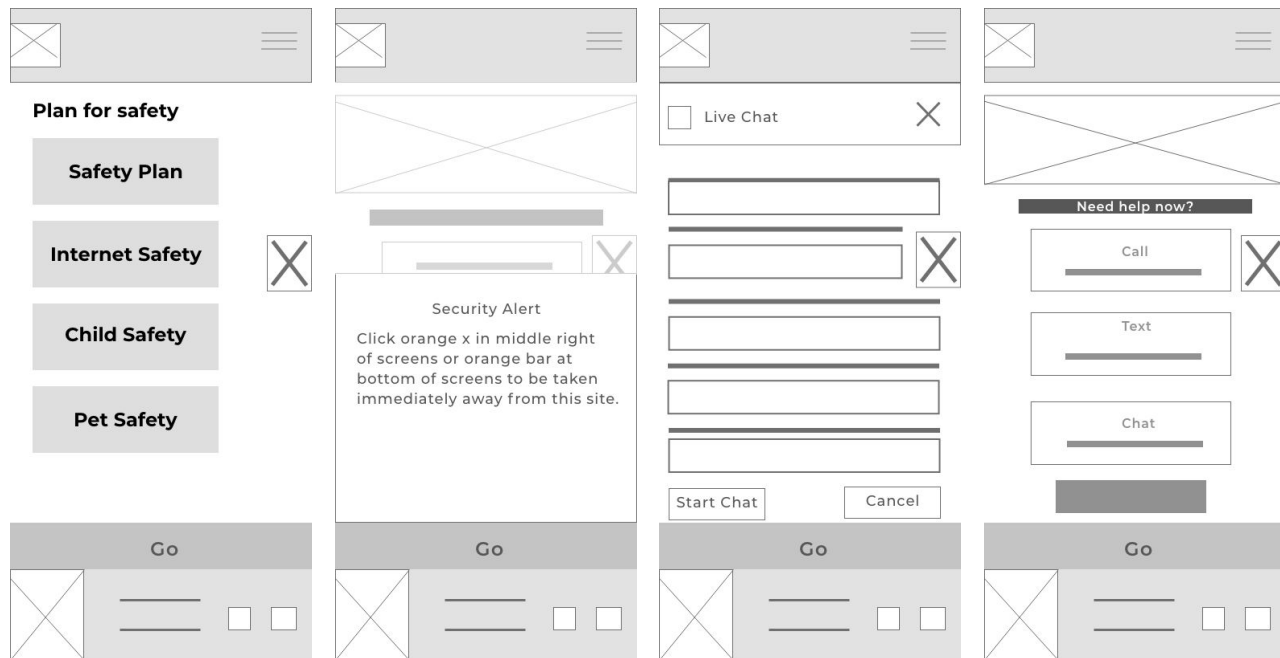
This lo-fi prototype built in Adobe XD, connects the 11 wireframes in the user flow for onboarding/signing in then choosing a recipe through a recipe app. It also includes the flow to the hidden helpline. This wireframe contains the connects that allow the user to proceed forwards and backwards within the sequence, and the embedded cues for user navigation are clearly indicated.



Digital wireframe: Lo-Fi Responsive Mobile

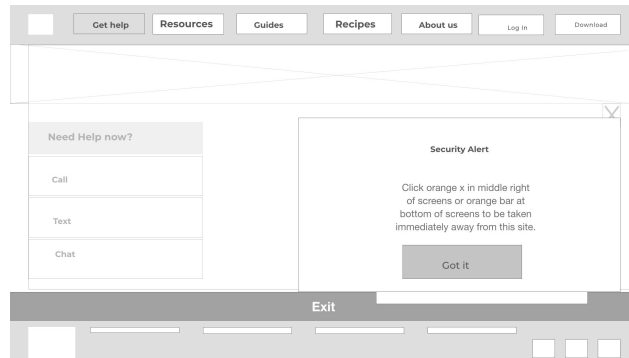
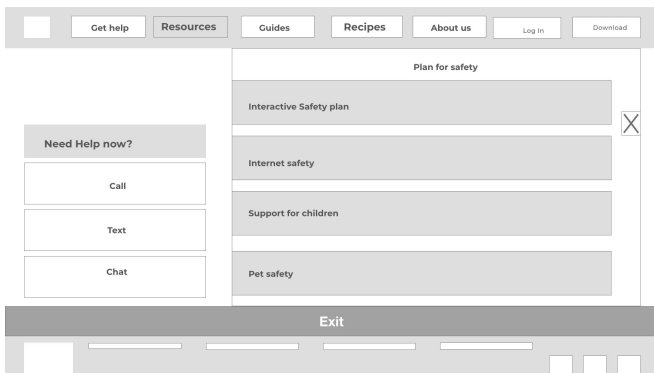
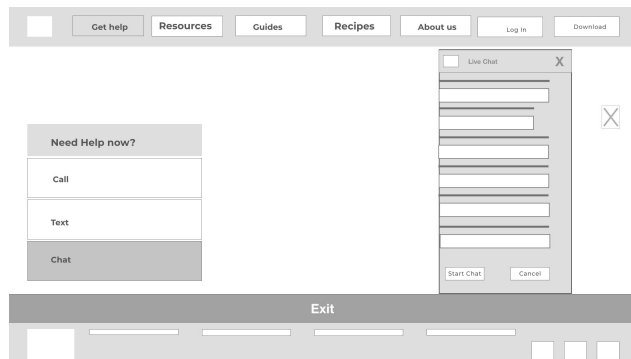
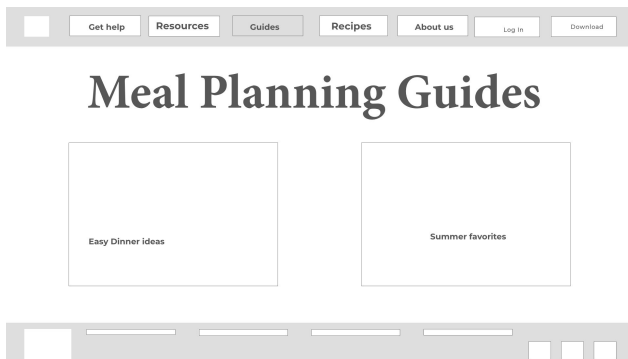
In addition to designing the mobile app wireframes, I also made a responsive website to accompany it.

The responsive website focuses more on explaining the app's mission and offers more help and support for domestic violence victims. Here are a few of the mobile first designs.



Digital wireframe: Lo-Fi Responsive Desktop

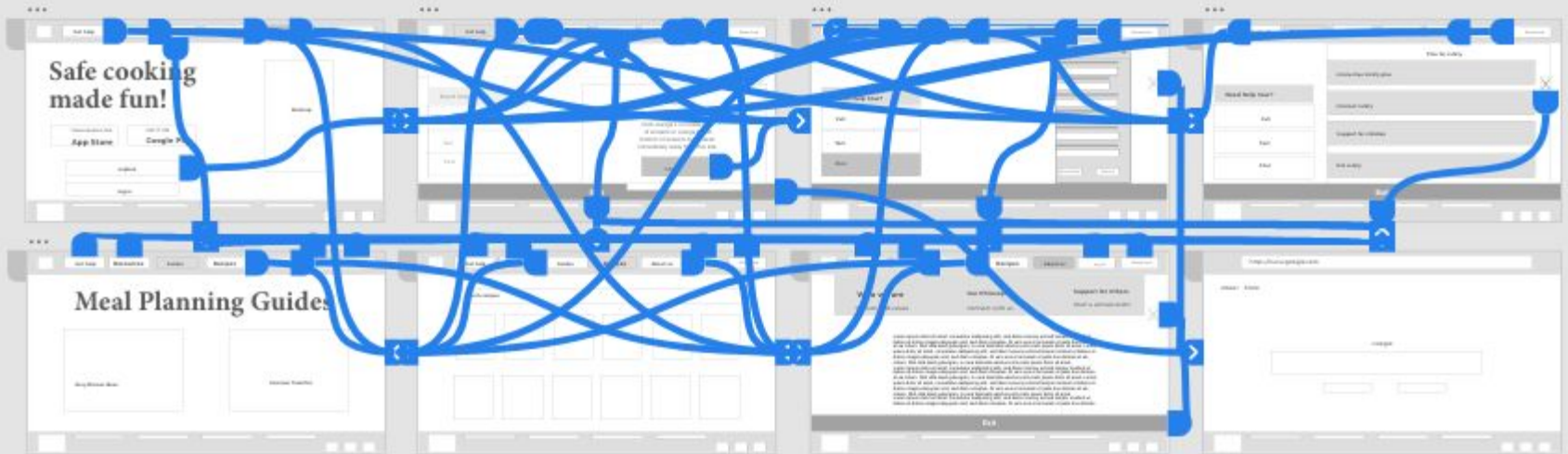
In addition to designing the mobile app wireframes, I also made a responsive website to accompany it. The responsive website focuses more on explaining the app's mission and offers more help and support for domestic violence victims. Here are a few of the desktop designs.



Low-fidelity prototype

Link to lo-fi desktop prototype:
[lo-fi desktop prototype](#)

This lo-fi prototype built in Adobe XD, connects the 8 wireframes in the user flow for exploring the features available on the website, including safety planning and security that will take the user out of the site if they are in immediate danger. This wireframe contains the connects that allow the user to proceed forwards and backwards within the sequence, and the embedded cues for user navigation are clearly indicated.



Usability Study

- Usability Study parameters
- Research Study Plan
- Note Taking Spreadsheet
- Insight Identification Template
- Affinity Map
- Usability Study Findings

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, Remote



Participants:

5 Participants



Length:

15-20 minutes

Usability study: Research Study Plan, pg.1

UX Research Study Plan

Introduction

- **Title:** Usability Study of Recipe App with Domestic Violence Help Feature
- **Author:** Alecia Mitchell, UX Researcher, alecia@gmail.com
- **Stakeholders:** Nosh executives, including Sierra Monez (Head of online sales), and Jeffery Abrahms (Chief Marketing Officer)
- **Date:** May 30, 2021
- **Project background:** We are creating a new recipe app that has a hidden helpline for domestic violence victims. We need to find out if the main user experiences: navigating the recipe app to a recipe that hides the helpline section is easy to complete. This process will also be available in the profile section, which is a secondary user experience flow that we need to observe. We need to understand any challenges users might face in this process.
- **Research goals:** Determine if users can complete their core tasks in the app, and what issues might hinder them from completing their tasks.

Research questions

- How long does it take users to navigate to a recipe housing the helpline?
- How long does it take users to navigate the profile helpline?
- Are users able to successfully navigate these user flows?
- Do users think our app is easy or difficult to navigate?
- What are the users thought processes behind the recipe flow and helpline flow?
- What are potential changes we could make to help improve the user experience?

Key Performance Indicators (KPIs)

- User error rates (target problem areas that need improvement to refine the ideal user flow through prototype)
- Time on task (how long does it take users to navigate through both main flows)
- Conversion rates (measure the percentage of users who successfully sign up)
- System Usability Scale (a questionnaire to evaluate user feedback)

Methodology

- Unmoderated user study
- Location: United States, remote (participants will complete the study in their homes)
- Date: Sessions will take place on May 29-30, 2021
- 6 participants will use the app to navigate through a recipe and find the "hidden" helpline link, as well as find the link through the profile section.
- Length: Each session will last 25-30 minutes, based on a list of prompts, and includes a short questionnaire

Usability study: Research Study Plan, pg.1

Participants

- Participants consist of 6 individuals: 3 who want an easy to use recipe app experience to make great meals, and 3 who are survivors of domestic abuse. The latter 3 were chosen because they all love to cook, but also voiced a need to get back to normalcy, and liked the idea of having a hidden safe space in case of need.
- Three females, two males, and one non-binary, ages ranging from 19-68
- One visually impaired user of assistive technologies (switch device, screen reader)

Script

Before the unmoderated usability study:

The following introduction appears on the screen:

- Intro: Welcome to our study. Before we begin, do I have permission to record this session with audio and video?

Please remember that I am not testing you, and there are no right or wrong answers, I am only looking for your honest feedback. This study being conducted to help make an app that not only allows users to make a great meal, but to have a lifeline to help if they need it. We'll start with a few questions, then you will receive some prompts to complete while using the website. Your answers will help make this app easier for people to use. If you have any questions, please don't hesitate to ask.

Basic Questions:

- What does a typical day in your life look like?
- Do you cook at home?
- Do you use a cookbook or a recipe app?
- What is the hardest part about using a recipe app?
- How do you feel about incorporating a hidden safety net into a standard app that someone might use every day?

During the unmoderated usability study:

A list of prompts appear on the screen:

- Prompt 1: Starting at the onboarding screen, choose to sign up for this app.
 - Prompt 1 follow up: Is there anything you would change about the process of signing up? How easy or difficult was this process for you to complete?
- Prompt 2: Select the profile page.
 - Prompt 2 follow up: Is there anything you would change about the

Usability study: Research Study Plan, pg.1

profile page? How easy or difficult was this task for you to complete?

- Prompt 3: Confirm the sign-up process and go to the main recipe page. Select a recipe and look for the helpline.
 - Prompt 3 follow up: Is there anything you would change about the process of finding the helpline? How easy or difficult was this process for you to complete?
- Prompt 4: Starting at the profile page, navigate through to the helpline.
 - Prompt 4 follow up: Is there anything you would change about the process of finding the helpline? How easy or difficult was this process for you to complete?

After the unmoderated usability study:

The participants will complete the System Usability Scale questionnaire:

- Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."
 - I think I would use the website frequently.
 - I found the website unnecessarily complex.
 - I thought the website was easy to use.
 - I found the various functions in this website were well integrated.
 - I need the support of a technical person to be able to use this website
 - I find the website easy to navigate.
 - I think there is inconsistency within the website.
 - I imagine that most people would learn to use this website quickly
 - I feel confident using the website.
 - I need to learn a lot of things before I can get going using this website.

Usability study: Note Taking Spreadsheet

Observations	Participant A	Participant B	Participant C	Participant D	Participant E
Finds this app useful	1	1	1	1	1
Does not find this app useful					
Knows how to get started	1	1	1	1	
Has trouble getting started					1
Is confused by the signup page					
Signs up and completes onboarding	1	1	1	1	1
Trouble completing the onboarding section					
Able to complete profile user flow					
Confused by completing profile user flow	1	1	1	1	1
Able to navigate to helpline page	1		1		1
Has trouble navigating to helpline page		1		1	
Able to navigate to helpline in recipe	1	1			
Has a hard time navigating to helpline in recipe			1	1	1
Speaks in an indifferent tone					
Speaks in an annoyed tone			1		1
Speaks in a confident tone		1			
Speaks in a frustrated tone				1	
Speaks in a positive tone	1				
Has never used a recipe app			1		
Has used a recipe app	1	1		1	1
Confused by lack of settings on profile page	1	1	1	1	1
Confused by ambiguous helpline in recipe page			1	1	1

Usability study: Insight and Pattern Identification Template

Insight Identification Template

Google UX Design Certificate

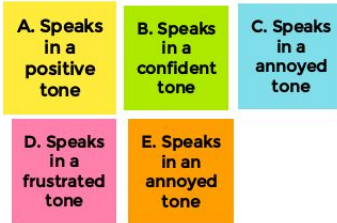
1. Based on the theme that: **for most users, it's not clear how to set up a profile**, an insight is: **we need to add an accessible profile settings page to complete their user profiles.**
2. Based on the theme that: **some participants had a hard time navigating to the helpline page through the profile page**, an insight is: **we need more intuitive navigational clues to locate the helpline page.**
3. Based on the theme that: **many users had a hard time navigating to the helpline page through the recipe page**, an insight is: **we need better clues for what steps are required to locate the helpline page.**

Usability study: Affinity Map

Useful



Tone



Past Experience



Getting Started



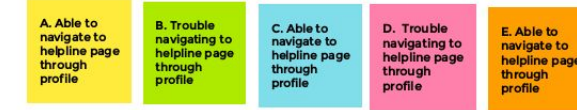
Completing onboarding section



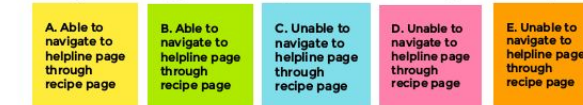
Complete profile user flow



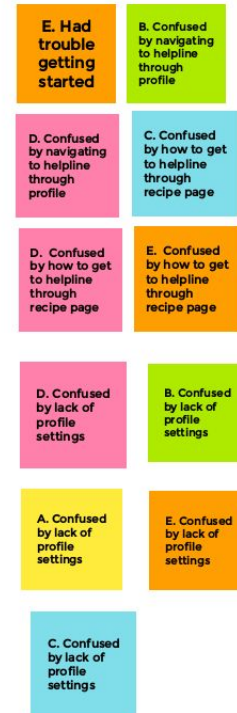
Navigating to helpline page through profile



Nagivating to helpline through recipe page



Confusion



Usability study: findings

These were the main findings that the usability study revealed:

1

Finding

Participants were confused by lack of accessible profile settings screen.

2

Finding

Participants had a hard time navigating to the helpline page through the profile page.

3

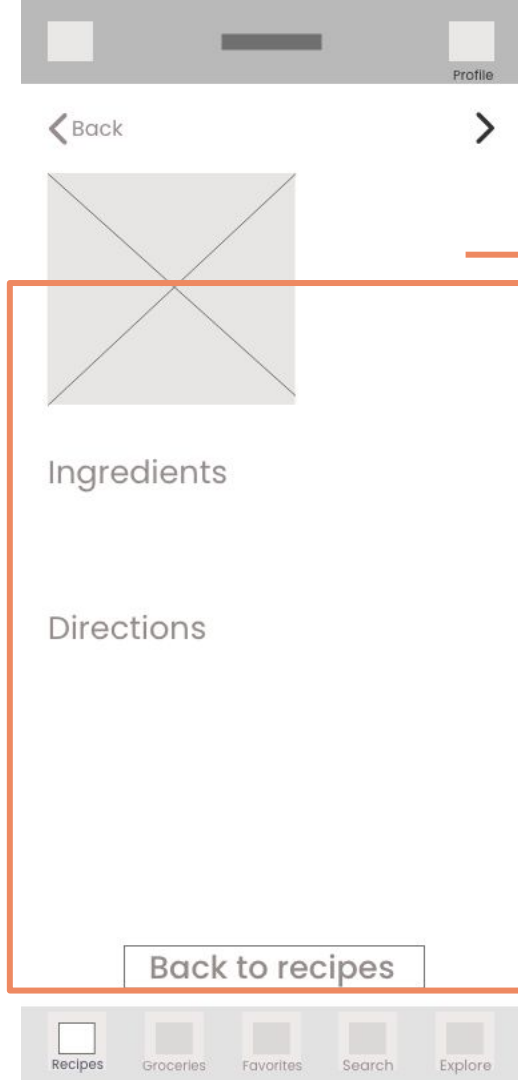
Finding

Many participants had a hard time navigating to the helpline page through the recipe page.

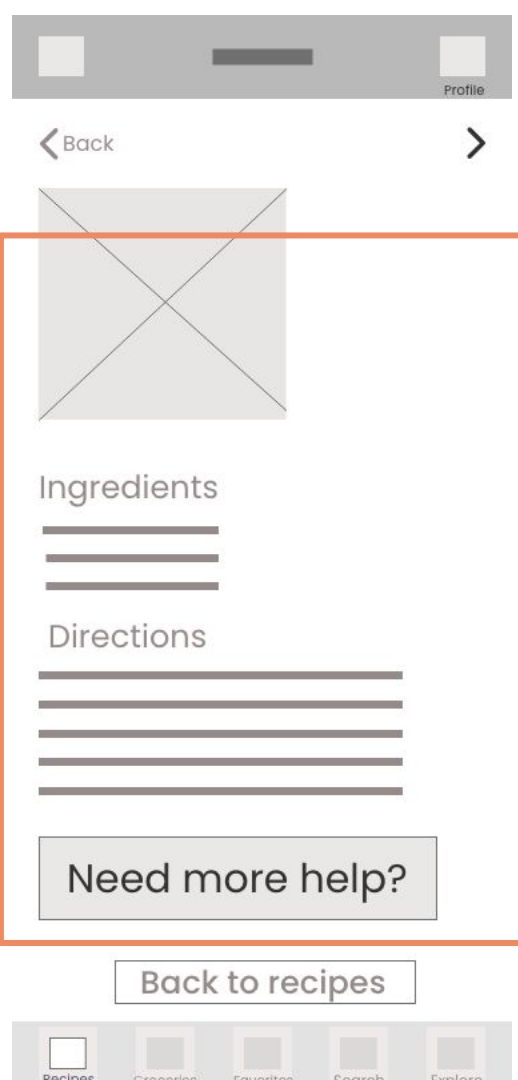
Mockups

It was clear after extensive user research, that users wanted simplicity and an easy flow through the onboarding process.

Before usability study



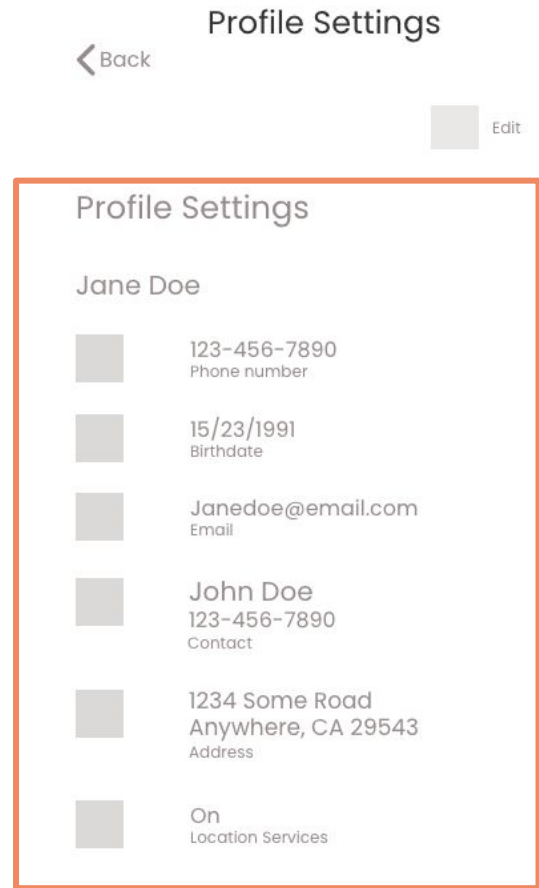
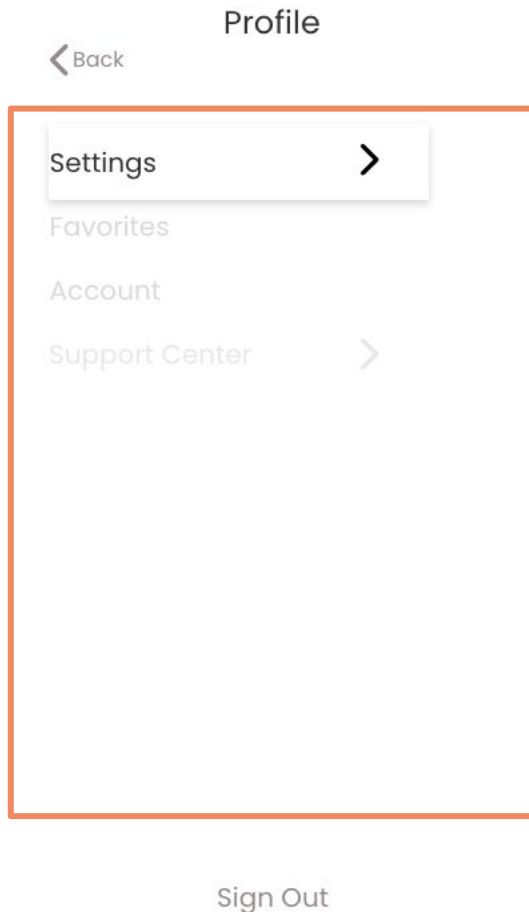
After usability study



Mockups

For the profile screen issues, I first focused on making a separate settings page where users could enter their information.

Before usability study



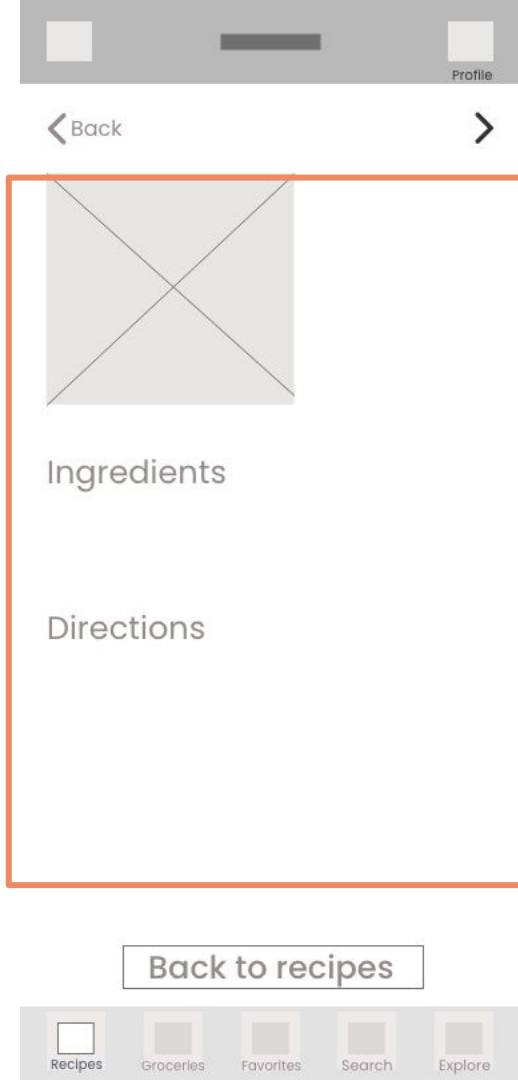
After usability study

Mockups

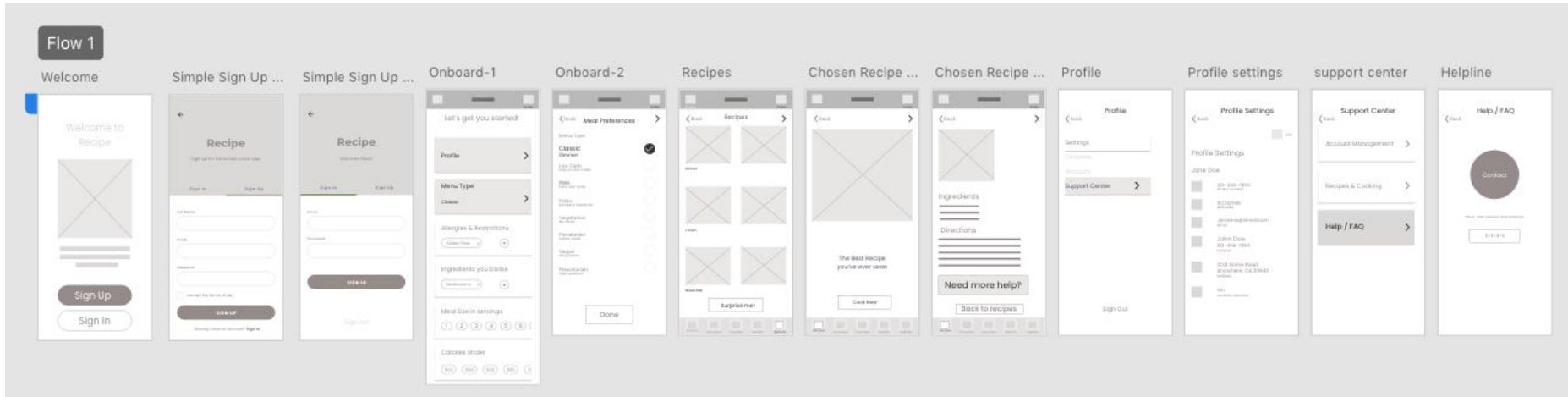
For the helpline navigation through the recipe page, I added a strong suggestive button to help users initiate contact.

Before usability study

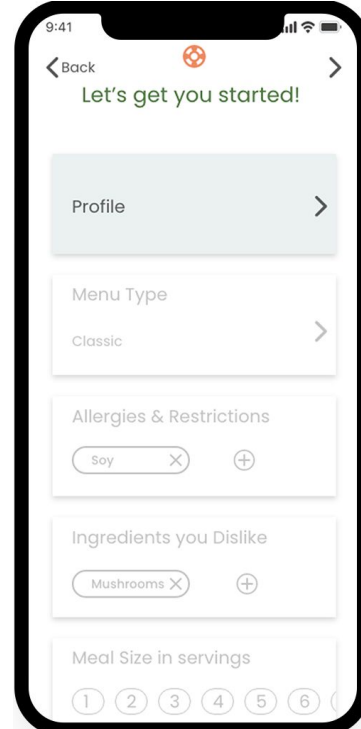
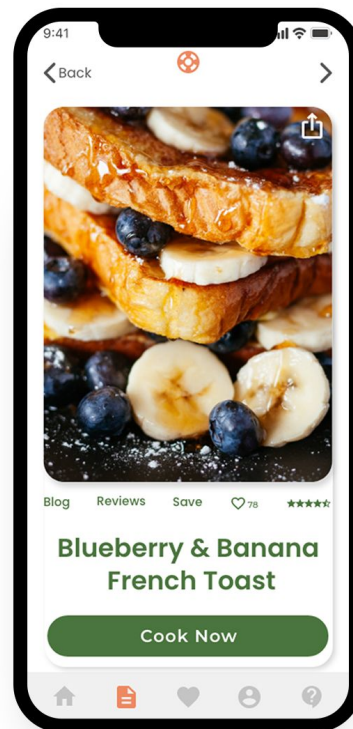
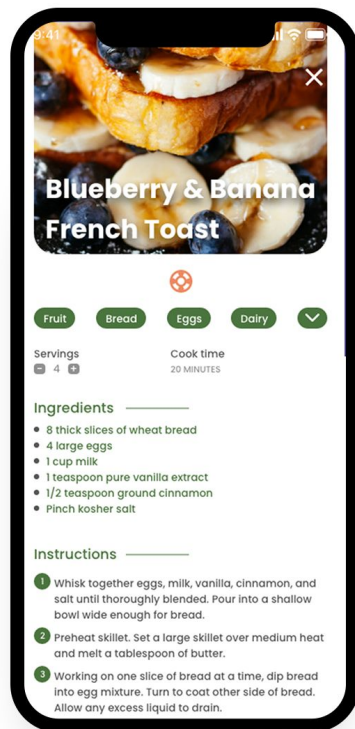
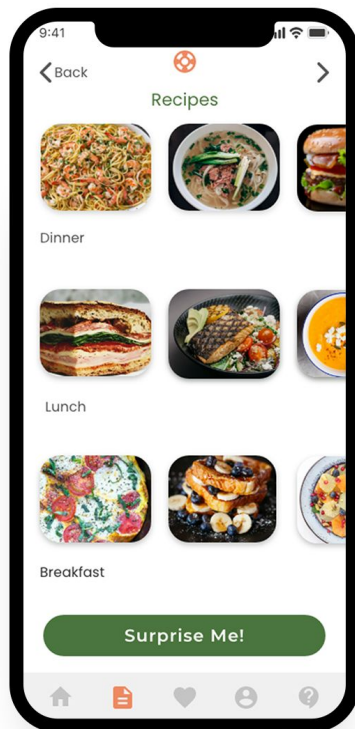
After usability study



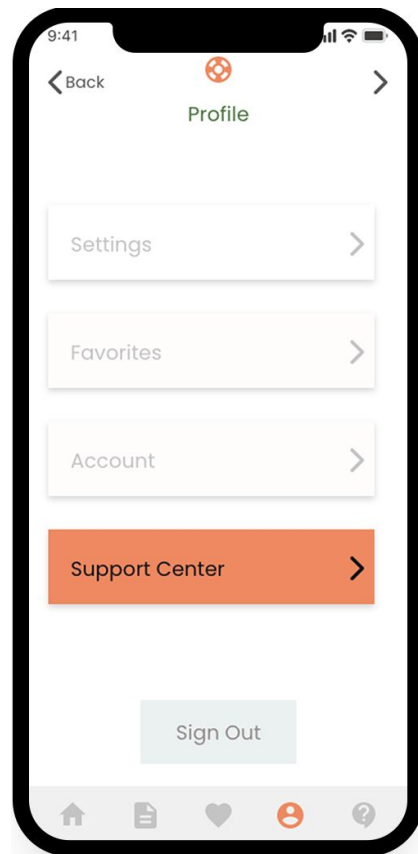
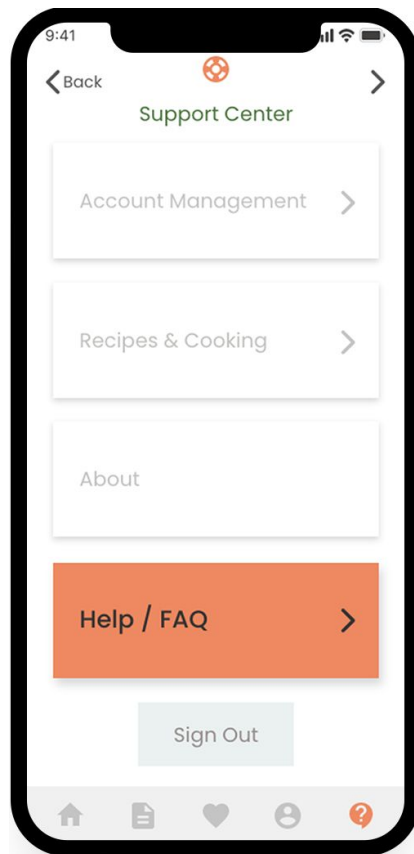
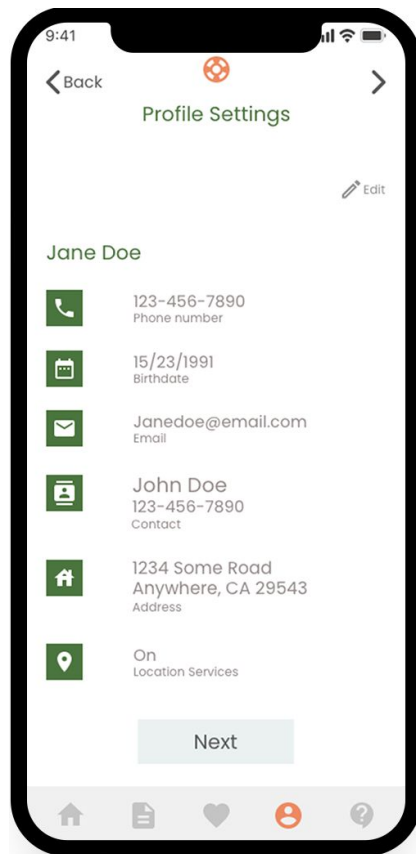
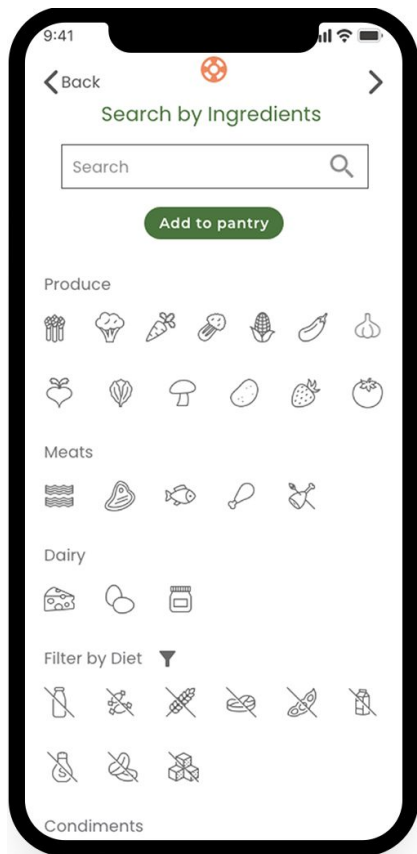
Final Lo-Fi Mockup Screens



Mobile App Mockups

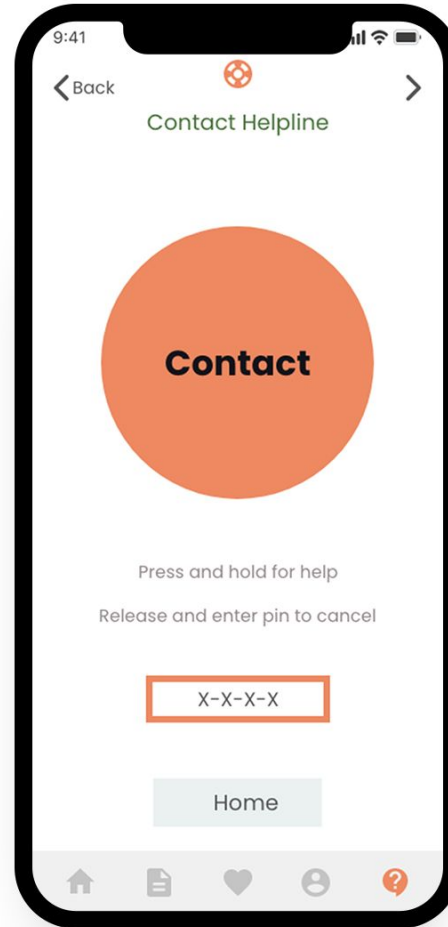


Mobile App Mockups



Mobile App Mockups

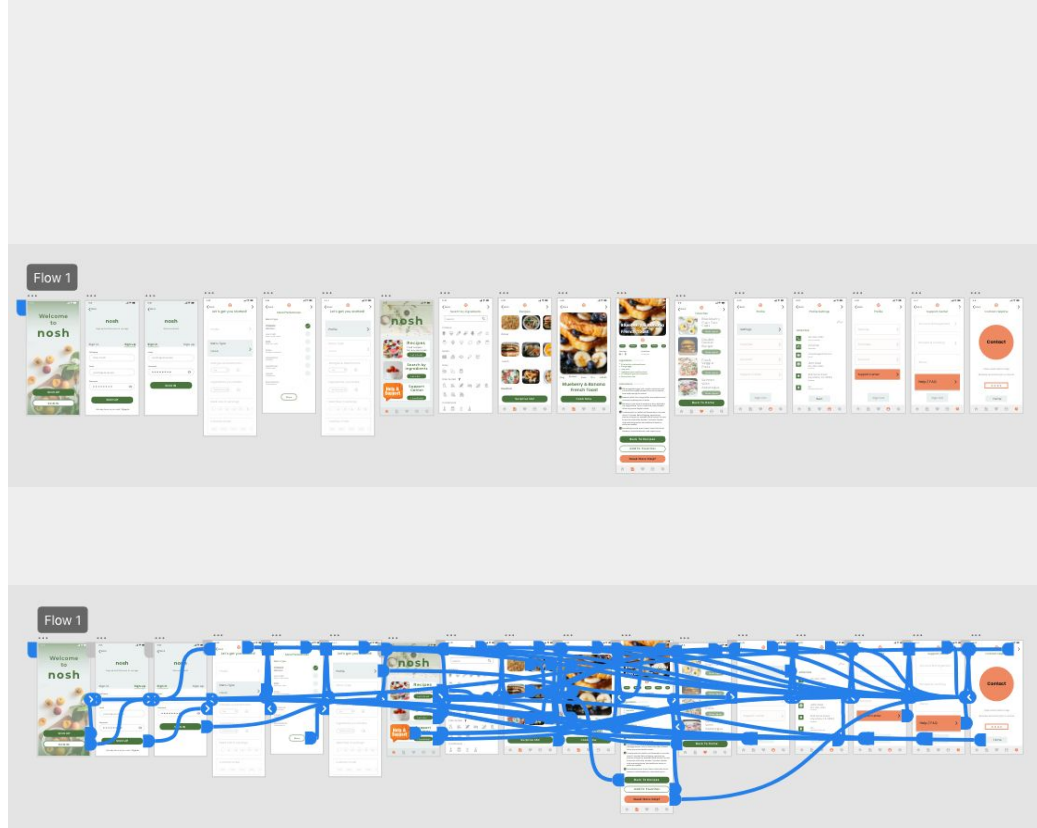
The main safety feature of this app is the helpline feature hidden under Help/FAQ. Theoretically, if a user was in trouble, they could discreetly navigate to this button from anywhere in the app and dispatch help.



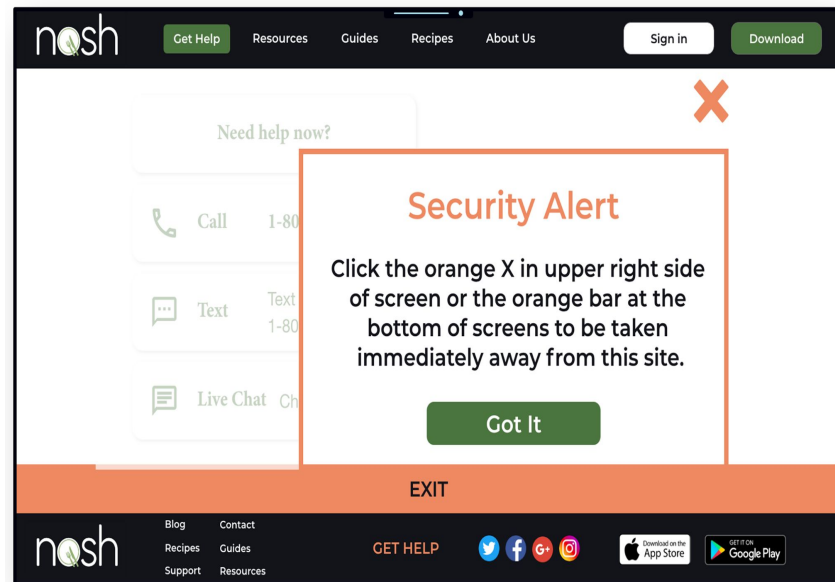
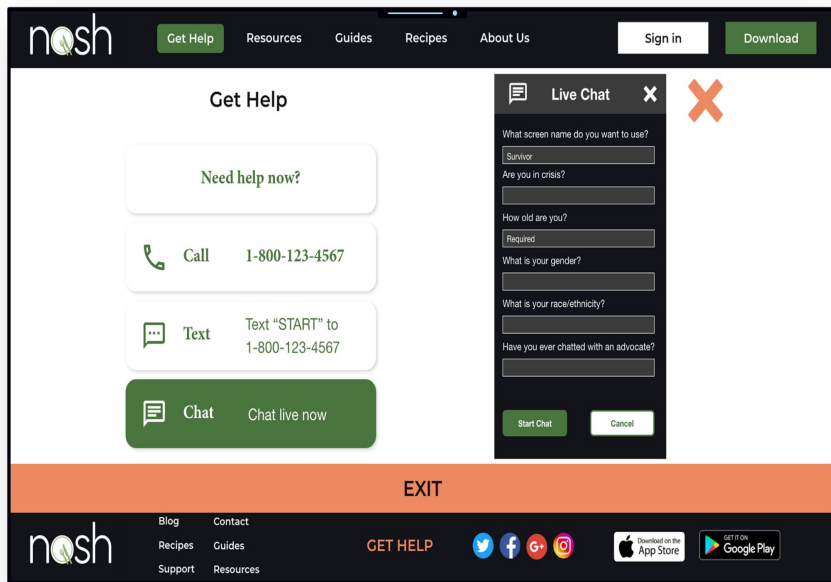
High-fidelity Mobile Screens and Prototype

Link to high-fidelity mobile prototype:

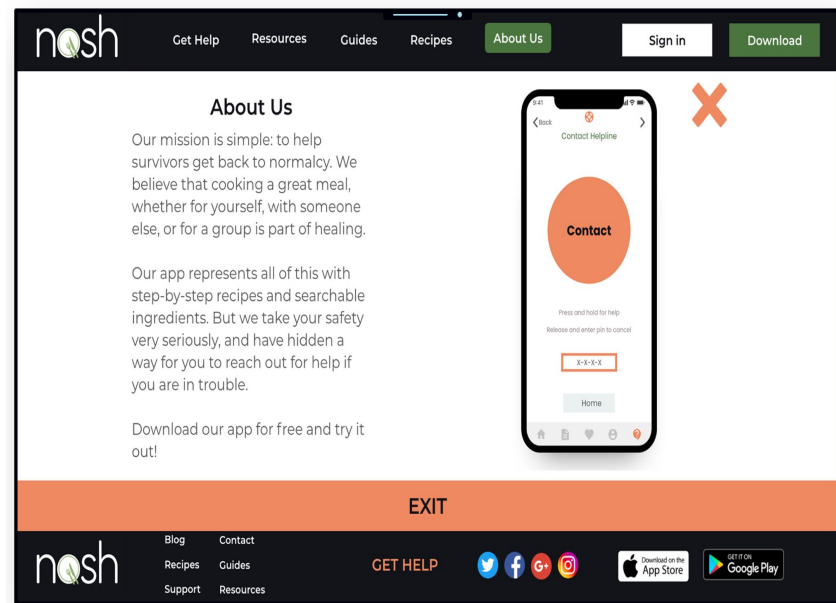
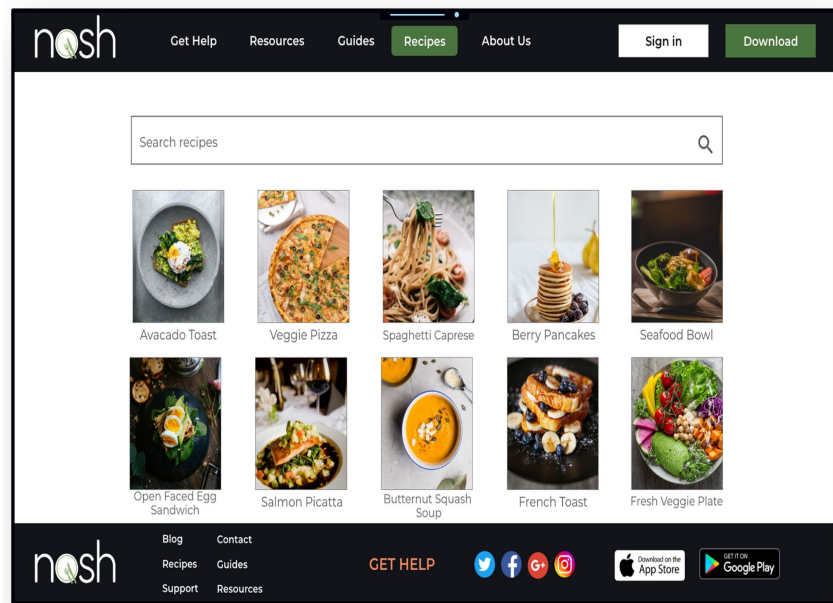
[Hi-Fi mobile app prototype](#)



Responsive Desktop Mockups

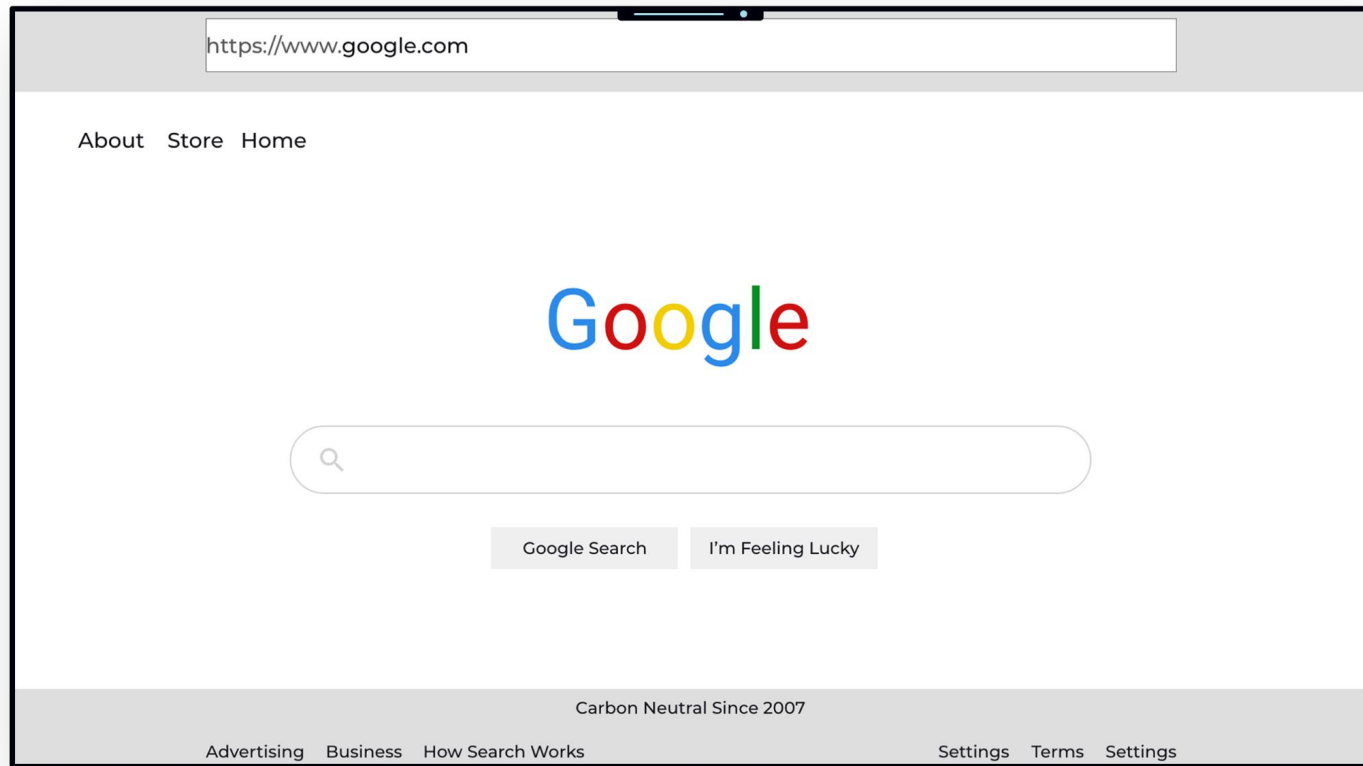


Responsive Desktop Mockups



Responsive Desktop Mockups

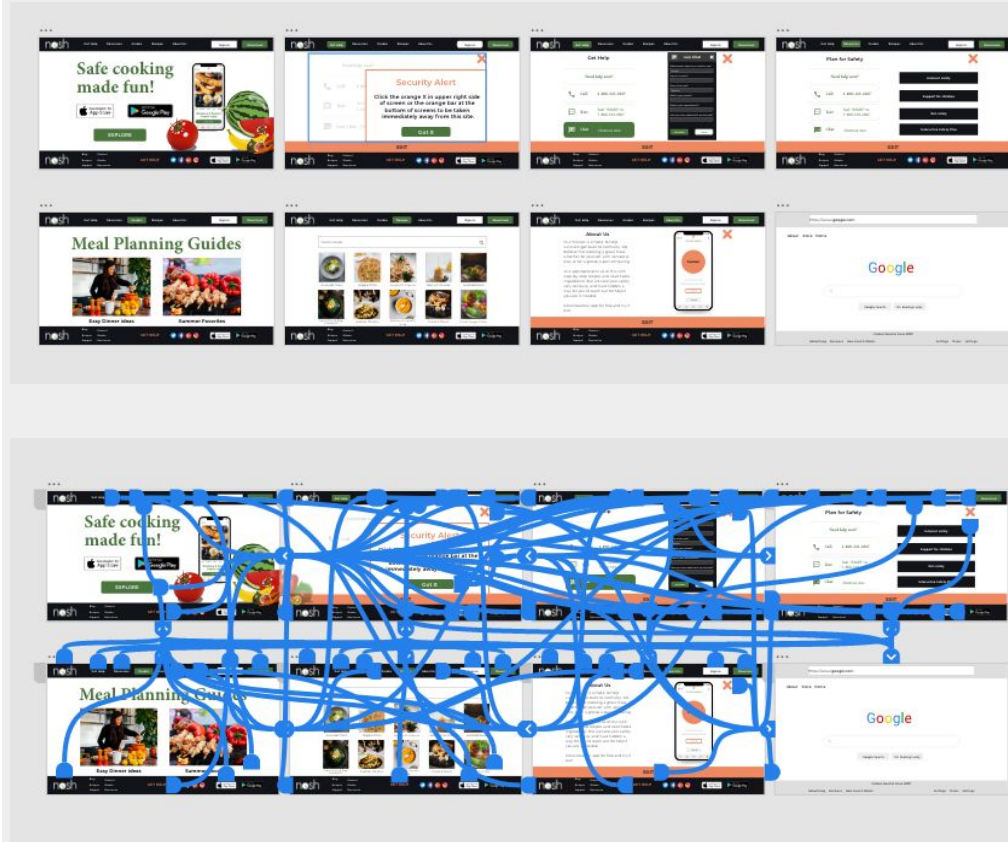
One of the main safety features of the responsive website, is that when users tap the orange X or the orange bar that runs along bottom of the screen, they are immediately taken out of the site to a dummy Google Search page.



High-fidelity Desktop Screens and Prototype

Link to high-fidelity mobile prototype:

[Hi-Fi Desktop prototype](#)



Accessibility considerations

1

I ran my colors through the Color Interface tool in Google's Material Resources, and made sure my colors were AAA accessible.

2

I made sure that my text, buttons and icons were of a appropriate size to be easily legible no matter what size screen a user was viewing and using the site.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The feedback I have received from my high-fidelity prototype has been positive. My second Usability Study shows that the design of this responsive website is usable and meets the users' needs.

One quote from peer feedback:

"Awesome work! This was so elaborate and well documented."



What I learned:

In designing Nosh to be a mobile app, then responsive on desktop (starting mobile first), I learned that not only extensive user research, but also strict attention to design guidelines for different sized screens, play a crucial role in the UX process. Figuring out how to incorporate a socially responsible lifeline into an everyday app, was intimidating but very rewarding!

Next steps

1

This design could be a huge undertaking to develop all the screens I would like to include for desktop and mobile, so my next step would include way more detailed user flow for another list item, such as incorporating a cart option so users could order groceries online.

2

For this, I would likely need to conduct more user research into the complexities of security, to gather the insights I need to make users feel comfortable giving out personal information.

Let's connect!



Thank you for reviewing my work!

If you'd like to chat or just say hi, my email is aleciamit1000@gmail.com, and my website address is aleciamitchell.com

Thank you!