MEALY APP & WEBSITE

By Camille Quentin

Project overview

The product:

MEALY is a San Francisco-based organization focused on healthy food. The organization needs a tool that helps people manage their food meal. MEALY primary target users include new workers adults and family who are concerned about their health and want to vary their meal day by day.

Project duration:

February to April 2023
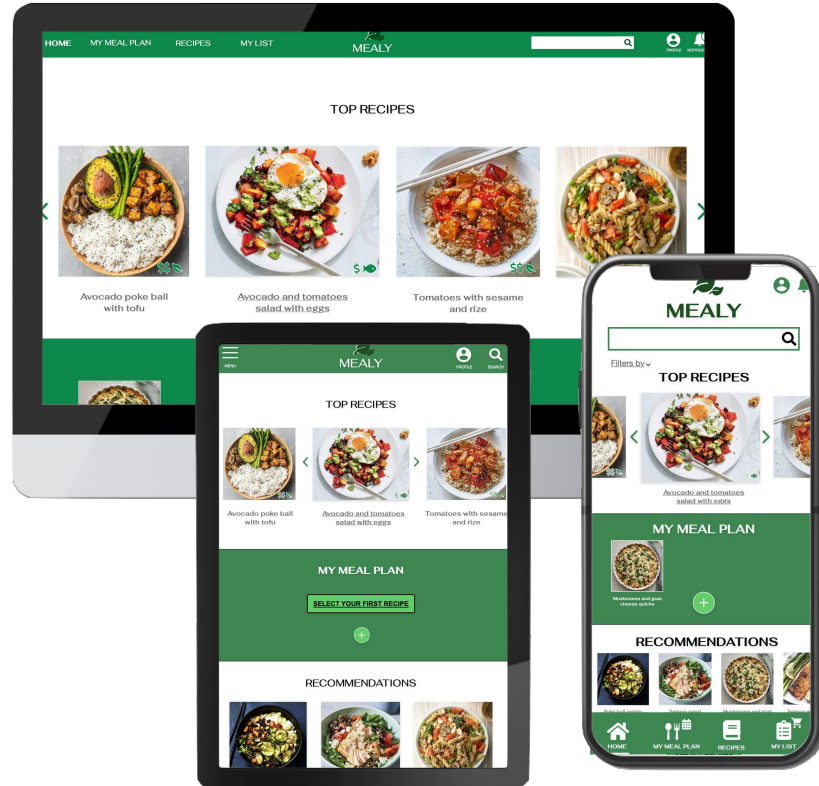
Project overview

The problem:

56% of young people suffer from obesity in the United States. The strategy team at MEALY has identified a lack of general knowledge about health and limited understanding about planning meals to vary meals oftenly and be in better health.

The goal:

Design an app and a responsive website for many devices that will improve education on the topic of healthy food and help people manage their own meal schedule with healthy recipe.

Project overview

My role:

UX designer leading the app and responsive website design from conception to delivery

Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary

I used MEALY's data on schedule meal to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling frustrated about healthy recipes food, sometimes expensive, not various and long to prepare. The feedback received through research made it very clear that users would be open and willing to cook more and try to vary their meals as many as they can to have a better health.

Persona 1: **HILLARY**

Problem statement:

Hillary is a new worker who needs fast easy healthy recipes because She wants to be in a better shape.

"I'm trying to be more sportive, I just want healthy and fast recipes to prepare in my daily life and be in better shape."

Hillary

Age: 25
Education: BS Community Manager
Hometown: New York City, NYC
Family: Single
Occupation: Community Manager

Goals

- Get into a rhythm where they can cook more often and be in better shape.
- Save money and reduce the order online restaurant by cooking for herself.

Frustrations

- Hard to find healthy and fast recipes online.
- Ordering out results in a lot of waste in packaging, not healthy because most of the time is fast food and cost a lot of money

Hillary is a new community manager in a big company. They live alone and find that it is easier to order take out or buy ready to eat food, but this is expensive and wasteful. Hillary would like to cook more, but there isn't a lot of spare time for it right now. Hillary works from home and mainly uses a mobile device to get on the internet. That's also where they occasionally put together a grocery delivery if they can't go in person. Hillary doesn't worry too much about variety, but does worry about her health and wants to make choices that are good and be in better shape.

Persona 2: **PAULO**

Paulo is a working caregiver who needs exciting, new gluten-free recipes that make tasty because he wants to vary the daily meal schedule for his family.

Paulo

Age: 38
Education: BS in HR Mgmt
Hometown: San Francisco, CA
Family: Husband and child
Occupation: HR Manager

"Cooking for my family is a delight - I just want to have more healthy ideas to incorporate in my book recipe"

Goals

- Cook fun, new healthy recipes that challenge and entertain.
- Limit calories in the recipes adapt for all the member of the family.

Frustrations

- Too many recipe suggestions can be overwhelming.
- Cooking every time the same recipe can be boring.

Paulo has many responsibilities. They take care of a toddler and contract as an HR admin part time. Paulo enjoys cooking and pays close attention to healthy food, but can use more tools to help cook and eat more efficiently.
They are gluten intolerant, so finding recipes can be a little tougher.
Paulo works mostly from home, but goes into the office occasionally. They set aside time each week to put together a shopping list and find inspiring recipes. They are a wheelchair user and prefer certain grocery stores to others. Paulo wants to make great food and use healthy recipe for their family and gets frustrated when they eating the same things everyday.

Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the MEALY app.


Competitive audit	Competitive audit goal										
		General information								**First impressions**	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	
Myfitnesspal	Direct	San Francisco, CA	App and website that help with recipe planning and help lost weight	$$	https://www.myfitnesspal.com/	Large	Parents and families	"Good health starts with what you eat."	**Good** + Strong, consistent branding + Easy to navigate - Lots of complicated features	**Good** + Strong, consistent branding + Easy to navigate + All features are useful	
Lifesum	Direct	Stockholm, Sweden	App and website that help with recipe planning, coach and sport proposition	$$	https://lifesum.com/	Medium	Parents and families	"Healthy living. Simplified."	**Needs work** + Easy to navigate - Overly simple design - Lack of useful features - Not responsive	**Okay** + Easy to navigate + Improved visual design compared to website - Feels like it's missing some useful features	
BigOven	Indirect	Seattle, Washington	App and website that help with recipe planning, grocery and listing	$	https://www.bigoven.com/	Large	Parents and families	"Cooking. Simplified."	**Outstanding** + Easy to navigate + Strong branding and visual design + All features are useful and intuitive	**Outstanding** + Easy to navigate + Strong, consistent branding and visual design + All features are useful and intuitive	

UX (rated: needs work, okay, good, or outstanding)							
Interaction				**Visual design**		**Content**	
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
Outstanding + Personalized recipe planning feature + Shopping list feature + Calories counting + Filter feature (allergies, price, etc.) + Fitness Community	**Good** + Strong use of visuals + Use of color is accessibility-friendly - Not equipped for screen reader tech	**Good** + Recipe planning process is clear and straightforward - Using filters is time consuming because they can only be added one at a time	**Outstanding** + Straightforward navigation + Clear indication of clickable elements	**Outstanding** + Strong brand identify reflected throughout design + Consistently strong UI, including use of high-quality images + Consistent use of modern font that aligns with brand identity	Witty, conversational tone that aligns well with branding.	**Outstanding** + Conveys information clearly + Descriptions are succinct and to-the-point	
Okay + Recipe planning feature - Ingredient list feature is confusing and difficult to use	**Outstanding** + Strong use of visuals + Use of color is accessibility-friendly + App and website are screen reader compatible	**Good** + Recipe planning process is clear and straightforward - Ingredient list feature is difficult to complete due to manual entry and not remembering previous inputs	**Needs work** - Some clickable elements are not indicated well or clearly marked - Navigation direction is not always clear	**Okay** + Brand identity reflected throughout design + Good use of high-quality images - Simple visual design - Inconsistent font usage	Formal, to-the-point language. Could be more playful and humorous to align with brand identity.	**Okay** + Descriptions are succinct and to-the-point - Information is not always easy to understand	
Outstanding + Shopping list feature + Ability to create profile + Pricing calculator	**Needs work** - Not equipped for screen reader tech - Color choices don't meet accessibility standards - Inconsistent use of visuals	**Outstanding** + Primary checkout user flow is clear + Quick and easy to use ordering process	**Good** + Comprehensive navigation menu - Offering so many supplier options is overwhelming at times	**Good** + Strong brand identify reflected throughout design + Consistently strong UI, including use of high-quality images - Inconsistent font usage	Formal but friendly. Doesn't feel "stiff". Works with brand identify.	**Good** + Conveys information clearly - Overly descriptive at times	

Click to view the full competitive audit and audit report

Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. **My focus was specifically on how find healthy recipes and schedule them on the app.**
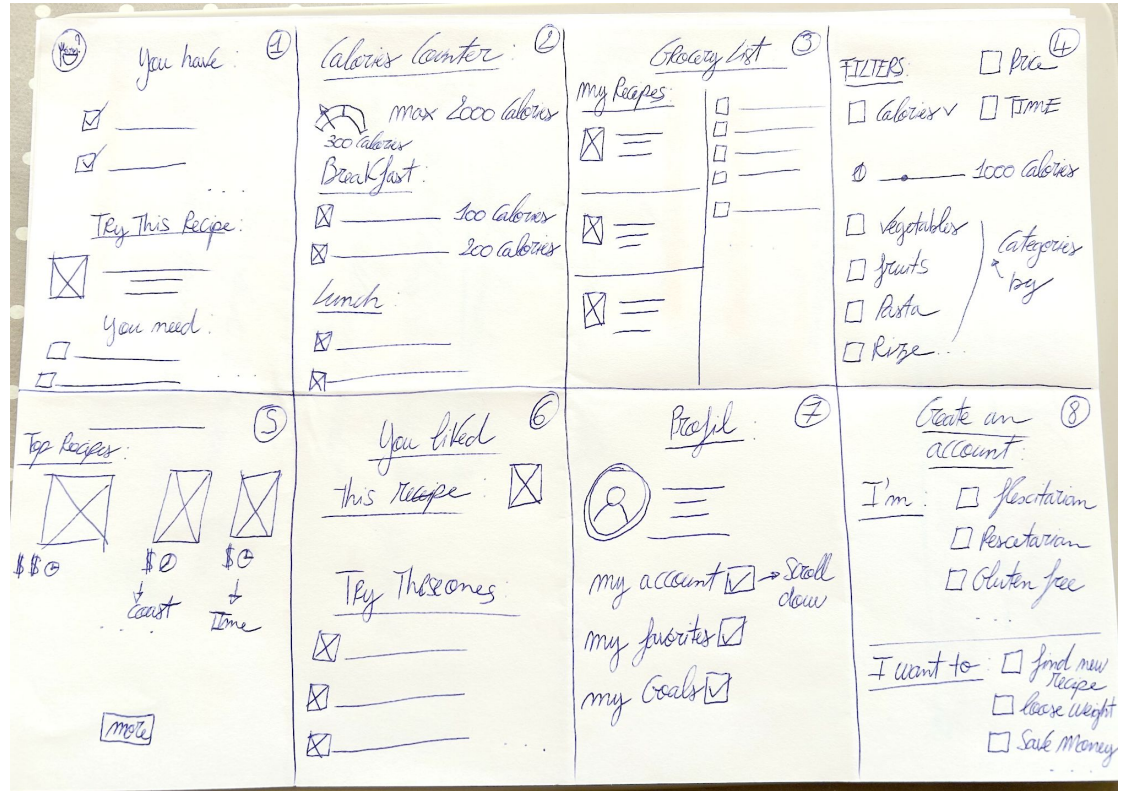
Starting the design

- Digital wireframes
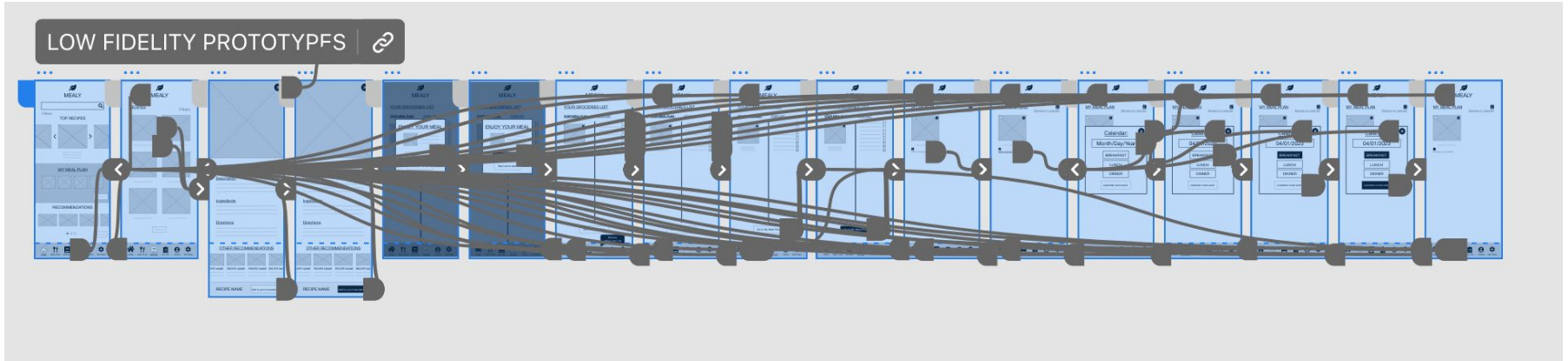- Low-fidelity prototype
- Usability studies

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the MEALY app. These designs focused on delivering personalized guidance to users to help schedule their food.

Top half of home screen is the search bar to get access easily to a multiple recommendations for users
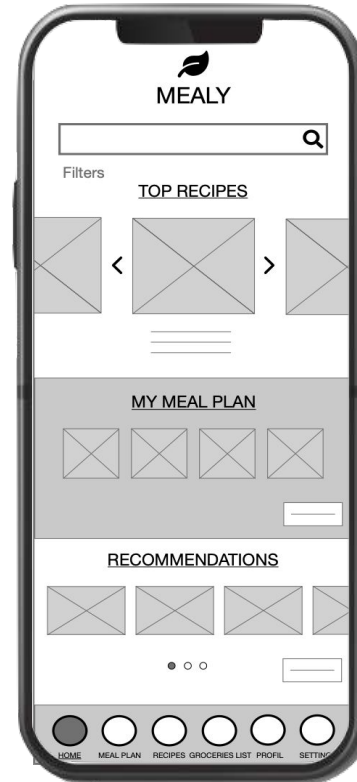
Easy access to app features from global navigation

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

View MEALY'S low-fidelity prototype

Usability study: parameters

Study type:

Unmoderated usability study

Location:

SAN FRANCISCO, remote

Participants:

5 participants

Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Recipes

People want easy access to recipes, depending of their diet.

2

Add to List

People had difficulty adding new food items to their listing.

3

Schedule meal

People preferred clear indications on the app.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear bar section from the home screen.

Mockups

Additional design changes included adding an option to "Add new item" to the "My Food" page, and providing a clearer indication of how many days were left before an item expired.
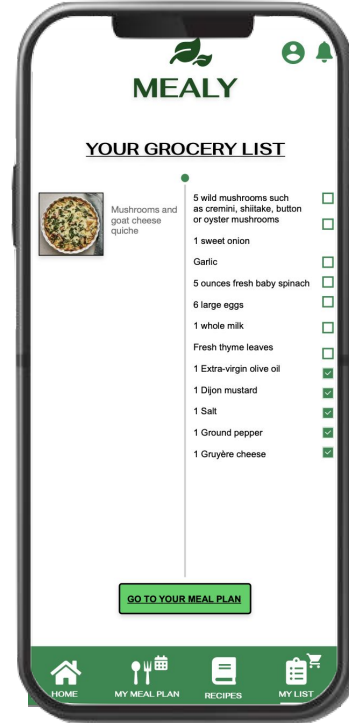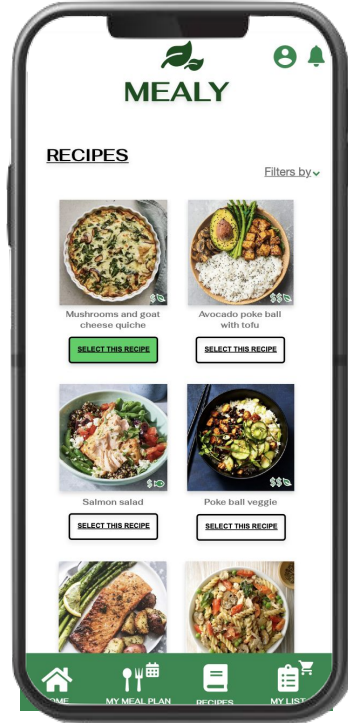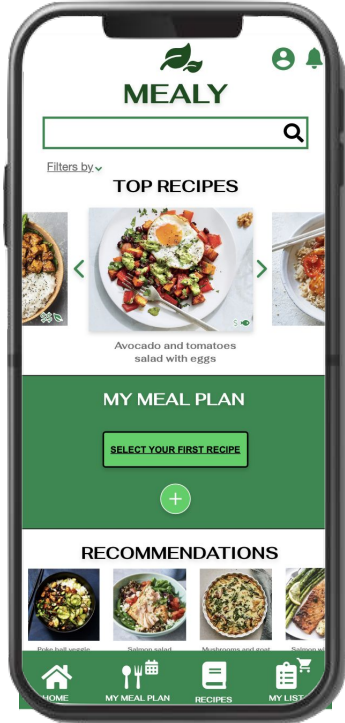
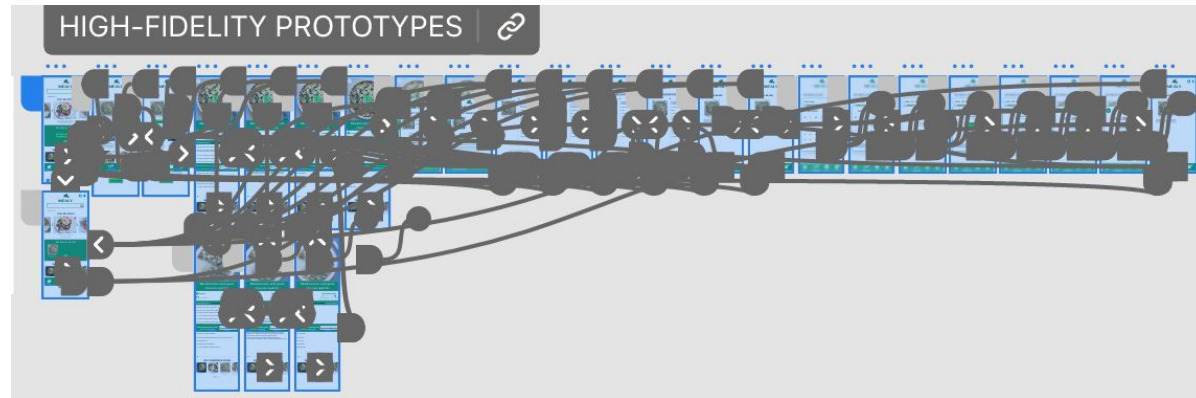Before usability study
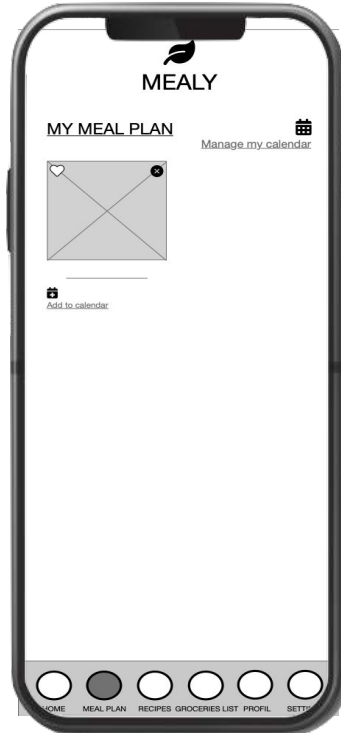
After usability study
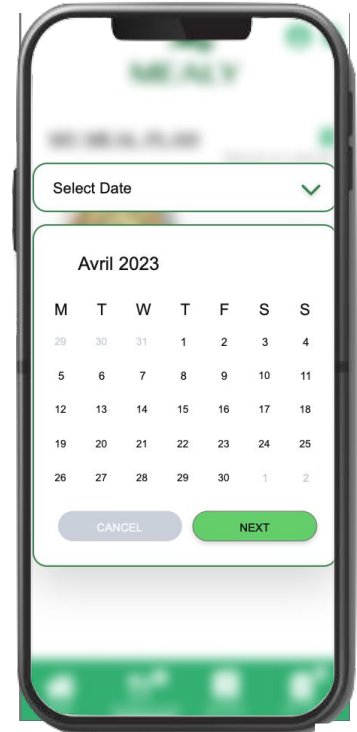
Mockups
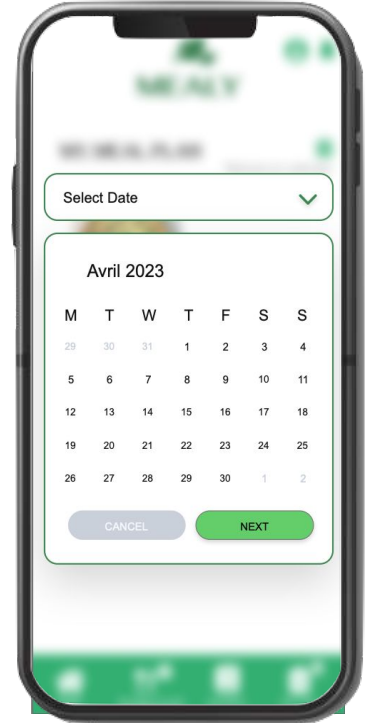
High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

[View the MEALY's high-fidelity prototype](#)

Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.
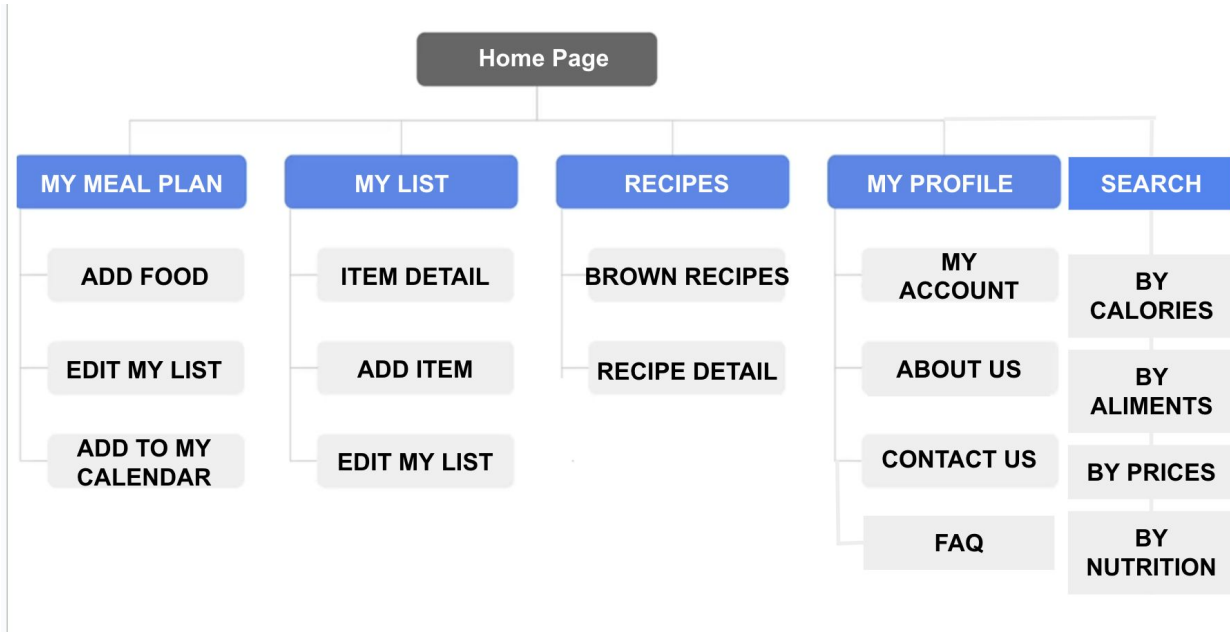
2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the MEALY sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

Home Page

| MY MEAL PLAN	MY LIST	RECIPES	MY PROFILE	SEARCH
ADD FOOD	ITEM DETAIL	BROWN RECIPES	MY ACCOUNT	BY CALORIES
EDIT MY LIST	ADD ITEM	RECIPE DETAIL	ABOUT US	BY ALIMENTS
ADD TO MY CALENDAR	EDIT MY LIST		CONTACT US	BY PRICES
			FAQ	BY NUTRITION

Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.
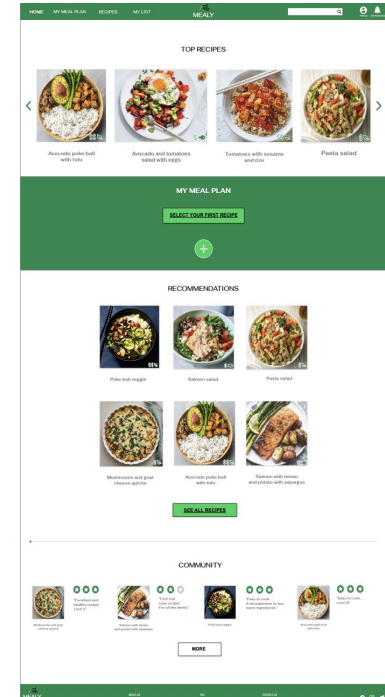
Mobile website
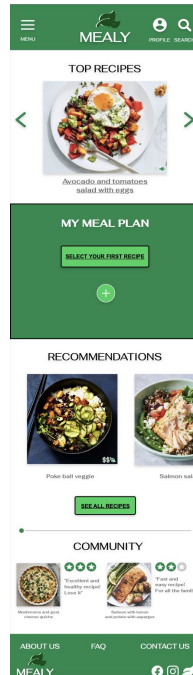
Tablet
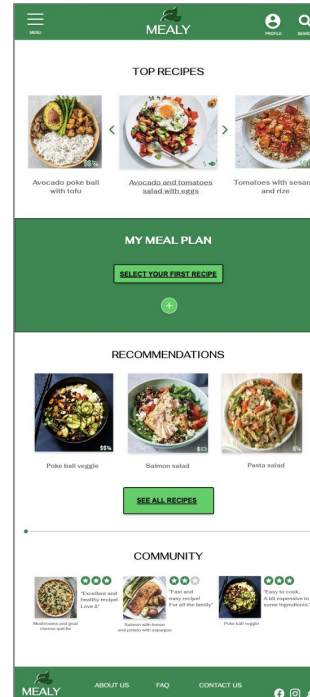
Desktop

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users shared that the app helps user eat healthy in their daily journey . One quote from peer feedback was that "the MEALY app helps me to understand the importance of eating healthy everyday and bring me a lot of inspirations to vary my meals and be able to achieve my daily nutrition goals day by day."

What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful. Also I learned to create a full project in a limited time.

Next steps

1

Conduct research on how successful the app is in reaching the goal to reduce obesity and help users vary their meals.

2

Add more educational resources for users to learn about nutritions and the good impact of healthy recipes.

3

Provide incentives and rewards to users for successfully eat healthy recipes daily.

Let's connect!

Thank you for your time reviewing my work on the MEALY app! If you'd like to see more or would like to get in touch, my contact information is provided below.

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