SuperfoodPedia
APP

Dina Soufi

Design Process
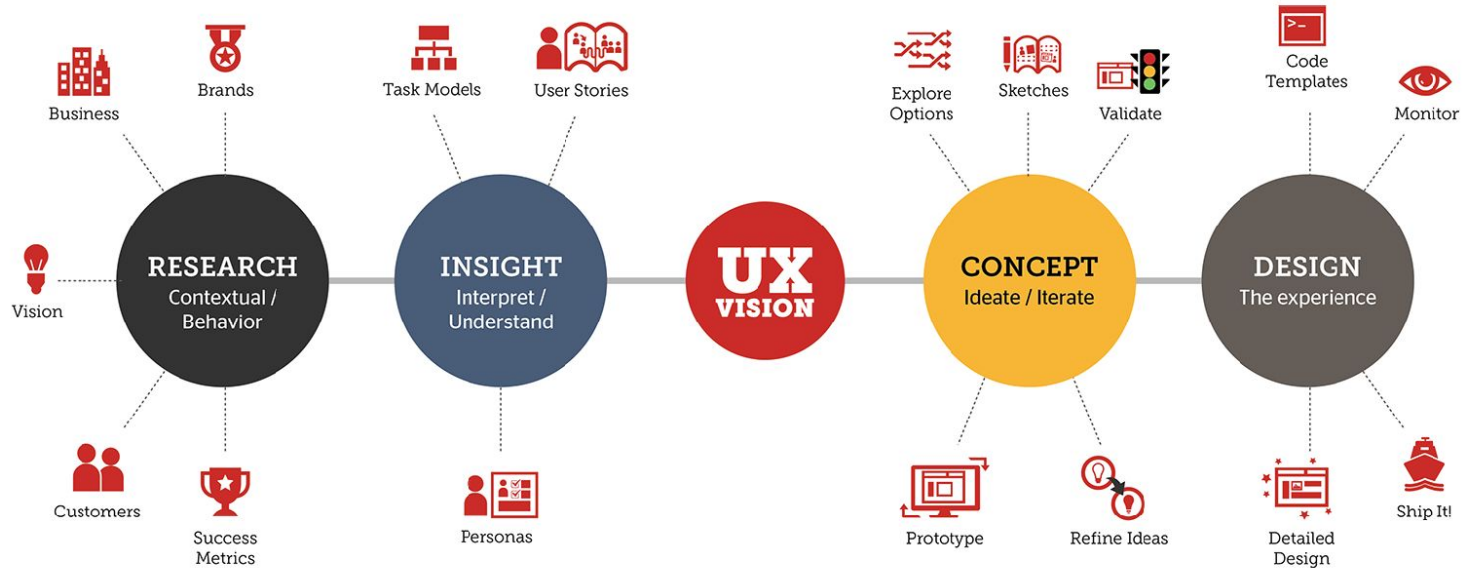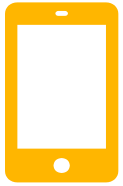
Business · Brands · Vision · Customers · Success Metrics

RESEARCH — Contextual / Behavior

Task Models · User Stories · Personas

INSIGHT — Interpret / Understand

UX VISION

Explore Options · Sketches · Validate · Prototype · Refine Ideas

CONCEPT — Ideate / Iterate

Code Templates · Monitor · Detailed Design · Ship It!
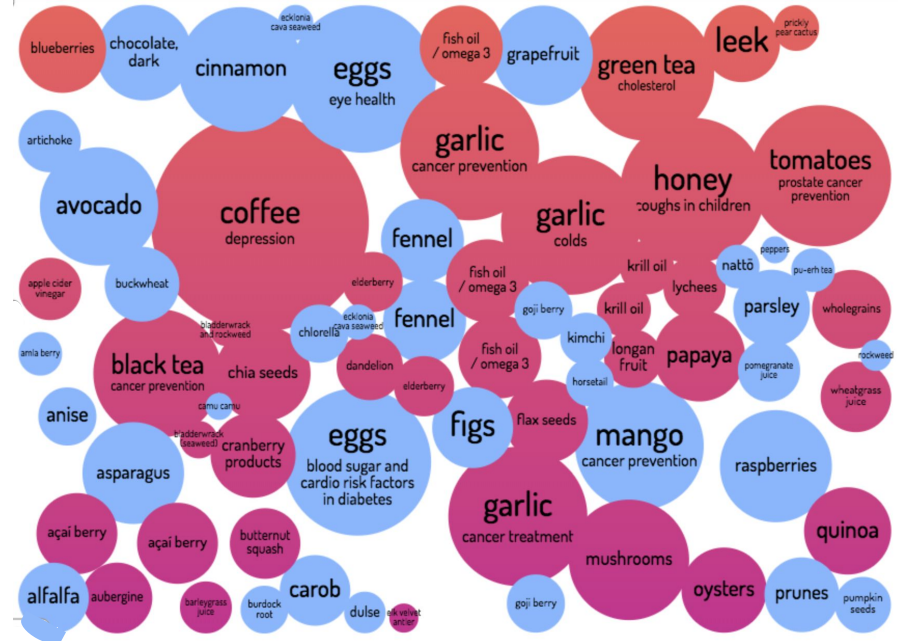
DESIGN — The experience
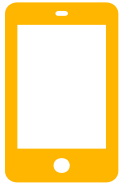
The **Problem**

Blueberries. Goji. Wheatgrass. Kale.

Do any so-called "Superfoods" really have super powers?

Solid scientific evidence for extra health benefits of certain foods showing tangible health effects
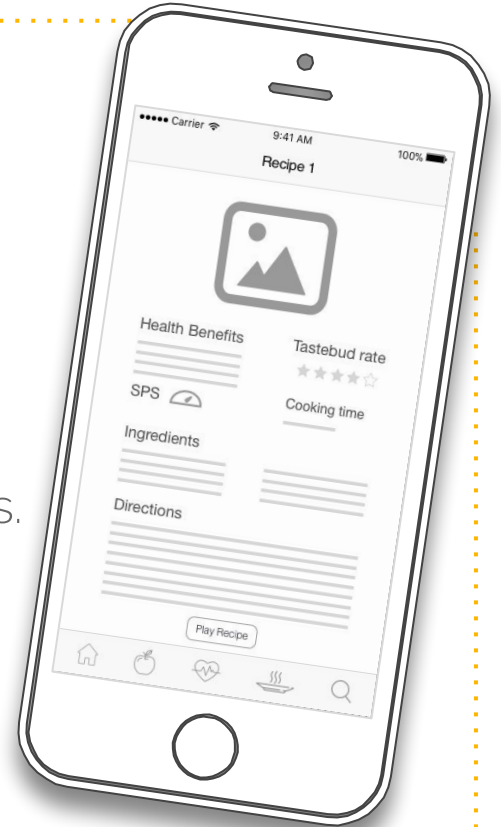
Product Idea
Purpose and Capabilities

SuperfoodPedia App

SuperfoodPedia is a searchable database app that provides easy access to scientifically proven superfoods. An app based on trustworthy facts that has a demonstrable "super" effect on medical conditions or health and well-being in addition to superfood rich recipes.

Persona 1

Bio

Fafi is always focused on being healthy, having a good immune system, maintain cholesterol levels, and be independent and stay active as long as she lives.

She is always interested about health and new research, reads health articles and new research studies to stay informed. However, she doesn't always rely on the marketing push, but rather makes her own decisions.

Fafi grew up in the Middle East and established a good healthy diet, eating lots of grains, fruits, and vegetables. Since she established healthy eating habits at a young age, she is now trying to to do the same with her own family to make sure they are eating healthy. She cooks homemade meals and avoids fast and processed food, and tries to find alternatives for not so healthy ingredients.

When dining out, she always look for healthy ingredients in the menu.

When her kids were babies, she delayed the unhealthy foods, like candy, sugar, soda, as much as possible.

Fafi
Age: 49
Job: Stay-at-Home Mom
Family: Married, two boys
Location: Austin, TX

Goals:
- Maintain healthy body
- Stay fit and healthy
- Find nutrient rich recipes
- Always look for healthy ingredients in a restaurant menu
- Age well by consuming needed nutritions
- Manage the aging process by building on a healthy diet

Challenges:
- Try to find ways to make a not so desirable meal interesting in order to enjoy it while reaping the benefits
- Even if an ingredient doesn't taste good, she still eats it for its benefits
- Superfood information can be questionable at times, therefore Fafi doesn't believe it until she tries it herself

Persona 2

Bio

Hala is an active retired lady with Type II Diabetes. She is always open to trying new things if it helps her stay healthy. She also tries to eat food that doesn't increase her blood sugar level and helps her maintain a good weight to stay fit as she ages.

She used to rely on over-the-counter supplements for the needed nutrients. Now she tries to eat more superfoods, instead of manufactured supplements, as long as it is acceptable taste-wise.

Due to her diabetes, age, and weight gain, she is trying to find a balanced and healthy diet.

She hears mostly about the benefits of superfoods from advertisements, videos on Facebook and YouTube. She doesn't look up an item unless she hears about it.

Try to abide by the health rules she hears... Dark chocolate can be healthy for the body and she loves chocolate, but because of her diabetes, she has to limit her chocolate consumption to maintain sugar levels.

Everything she enjoys has carbs, yet she has to keep it in moderation. Minimize the portion size and subsidize the hunger with fruits and vegetables.

Hala
Age: 72
Job: Retired
Family: Widow / Grandma
Location: San Antonio, TX

Goals:

- Stay fit and healthy
- Find alternatives to sugary fruits and vegetables
- Avoid over-the-counter supplements
- Save money on not so-worth-it superfoods

Challenges:

- Make an effort to try superfoods that aren't as tasty for the provided benefits
- At her age, nutrient supplement is important but can be challenging due to not so mancy proven research about them
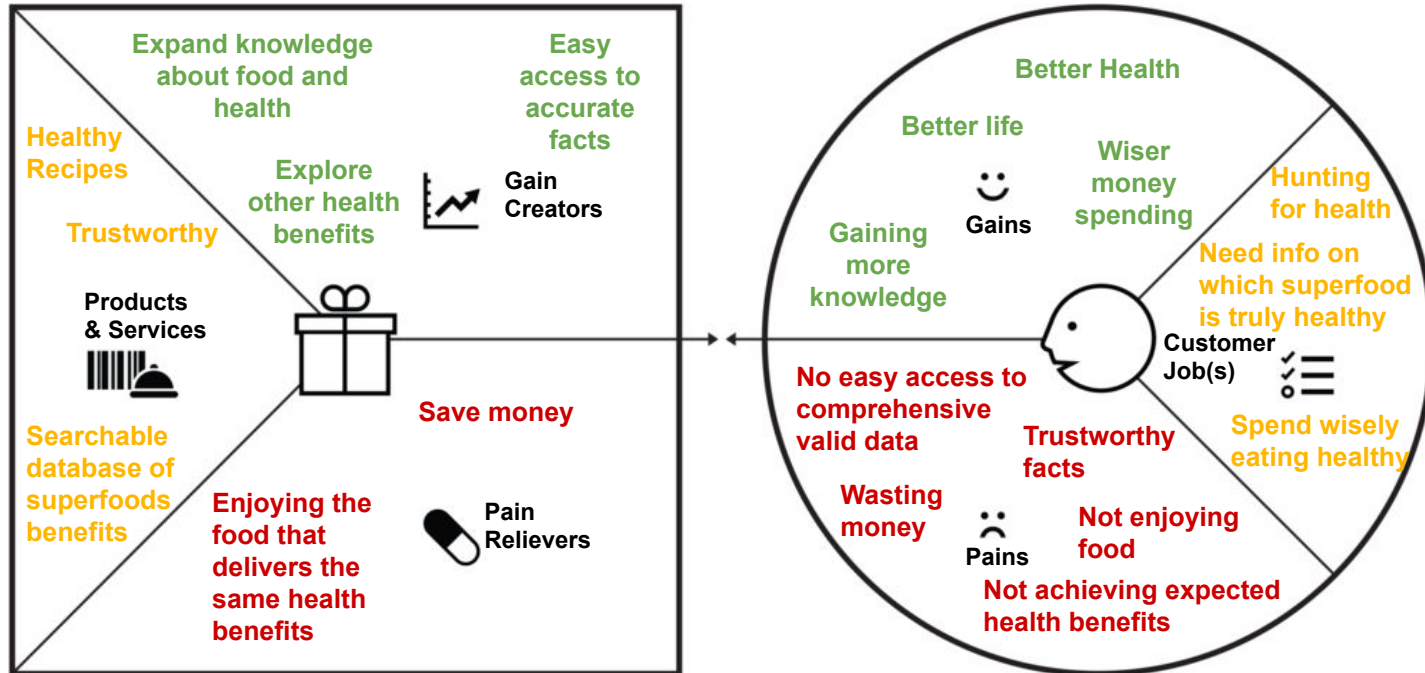
User Scenarios

Fafi

Since Fafi is always interested about health and reads health related articles and research studies, she sees an ad about a new app called "*SuperfoodPedia*" for health conscience people who wants to eat healthy food with true benefits that are scientifically proven.

Fafi looks up the app and it has a high rating. She downloads the app and navigates through it. She get so excited to find how easy it is to have access to a scientifically proven data of superfoods with filtering capability to search based on ingredient, type of health issues, and recipes.

Hala

Hala was at a farm-to-market grocery store. She sees a sign by the bulk whole grains "Useful for Type II Diabetes". She asks the worker there about the accuracy of this information. The worker inform her about an app called "*SuperfoodPedia*" that he always refer to since he is a health conscience. He grabs his smartphone and open the app to show her. They look up diabetes and it lists all the superfoods and a description of its benefits. It also shows studies done on each item, as a proof of accuracy. It shows that a high intake of whole-grain foods cereal fibre (rice, wheat, corn, rye, oat & barley) is linked to a lower risk of types 2 diabetes.

Value Proposition

Expand knowledge about food and health

Easy access to accurate facts

Healthy Recipes

Explore other health benefits

Gain Creators

Trustworthy

Products & Services

Searchable database of superfoods benefits

Save money

Enjoying the food that delivers the same health benefits

Pain Relievers

Better Health

Better life

Wiser money spending

Gains

Hunting for health

Gaining more knowledge

Need info on which superfood is truly healthy

No easy access to comprehensive valid data

Customer Job(s)

Trustworthy facts

Spend wisely eating healthy

Wasting money

Not enjoying food

Pains

Not achieving expected health benefits

Project Theme

Trust: All data should be based on scientifically proven research.

Searchability: Users should be able to search easily.

Organization: Data should be organized alphabetically with a filtering capability by category, and by medical issues.

Convenience: Easy, nutrient rich Recipes based on favorite superfood ingredients.

Task Outline Conversation

Conversation 1

User: I want to eat healthy food that truly provides the true superfood benefits.

UI: What kind of superfood are you looking for?

User: How about Quinoa?

UI: Do you want to look up information about Quinoa or recipes?

User: Let's look at information first, I'd like to know that the nutrients have proven health benefits, then we can browse recipes.

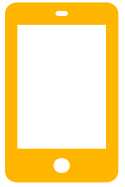UI: Here you go!

Conversation 2

User: I am Type II diabetic and I must watch what I am eating. What foods are good for "Diabetes"?

UI: OK, let's search for "Diabetes" under Health Issues. Here is information about Diabetes and how to manage it. Do you want to look up recipes that is targeted for Type II Diabetes?
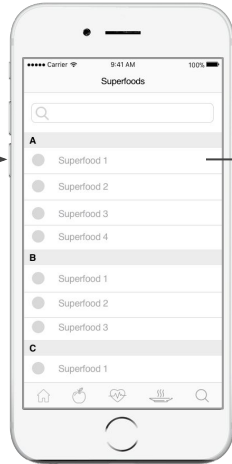
User: Sure?

UI: Here are some recipes. You have many options for breakfast, lunch, dinner, snacks, and drinks, or you can search for a specific recipe as well.
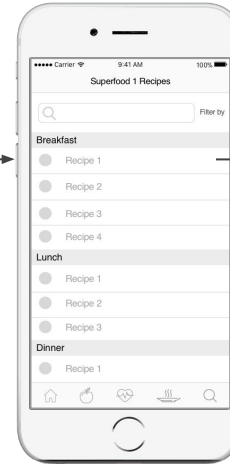
Task Flow

Screen 1: SuperfoodPedia

- Superfoods
- Health Issue
- Recipes

Notes:

User clicks on "Superfoods".

Screen 2: Superfoods

A
- Superfood 1
- Superfood 2
- Superfood 3
- Superfood 4

B
- Superfood 1
- Superfood 2
- Superfood 3

C
- Superfood 1

Notes:

An alphabetical list shows all "Superfoods" items available to select from. User can also use the search option to search for a specific superfood.

Screen 3: Superfoods 1

Overview

Nutrients

Scientifically Proven Scale

Tastebud rate ★★★☆☆
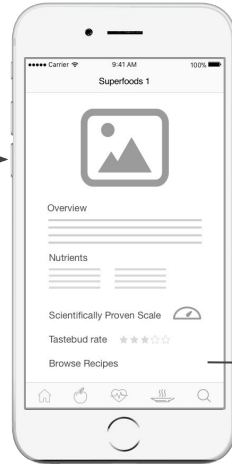
Browse Recipes

Notes:

User clicks on "Superfood 1" and receives an overview about the superfood, Nutrients, Scientifically Proven Scale, Tastebud rate, and browse related recipes.
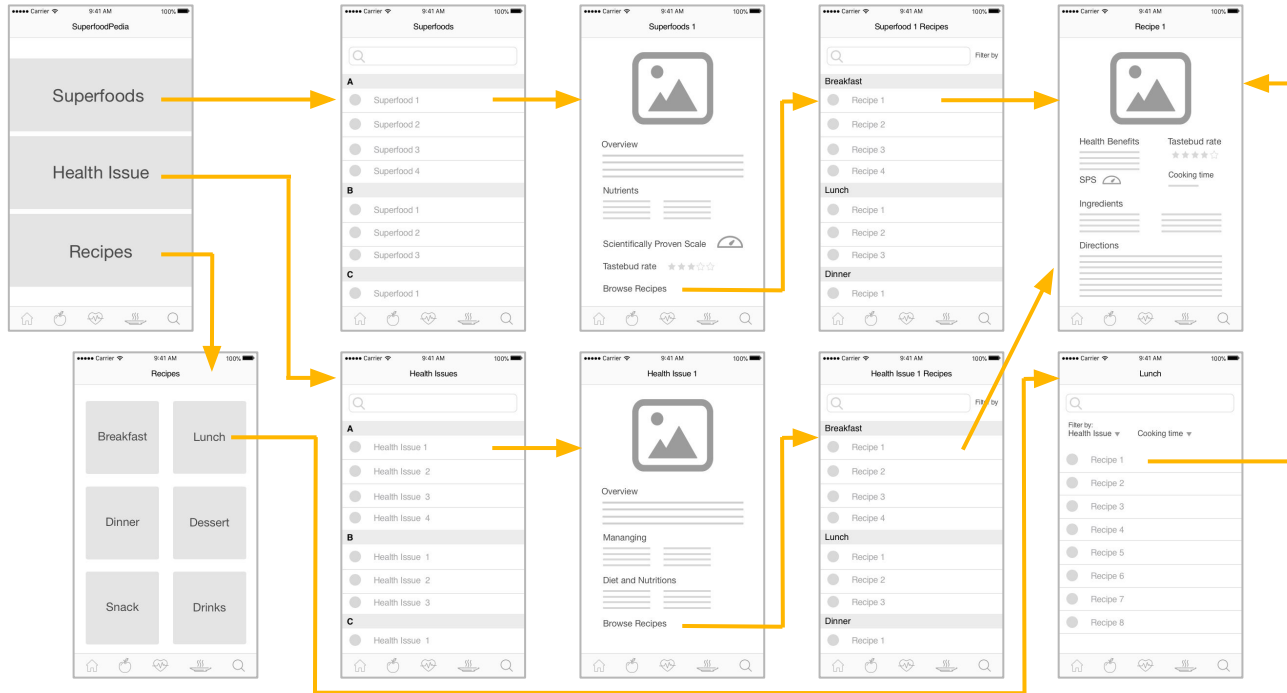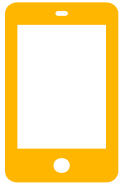
Screen 4: Superfood 1 Recipes

Filter by

Breakfast
- Recipe 1
- Recipe 2
- Recipe 3
- Recipe 4

Lunch
- Recipe 1
- Recipe 2
- Recipe 3

Dinner
- Recipe 1

Notes:

User can browse recipes that include this Superfood ingredient.
User can search for Breakfast, Lunch, Dinner, Snack, Dessert, Drinks, or can search for a specific recipe if known.

Screen 5: Recipe 1

Health Benefits   Tastebud rate
                    ★★★★☆

SPS   Cooking time

Ingredients
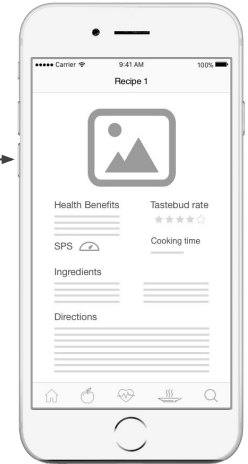
Directions

Notes:

When a recipe is selected, it shows health benefits, Scientifically Proven Scale, Tastebud rate, Cooking time, Ingredients, and Directions.

Wireframe

Thank You!