

Well Being

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Project overview



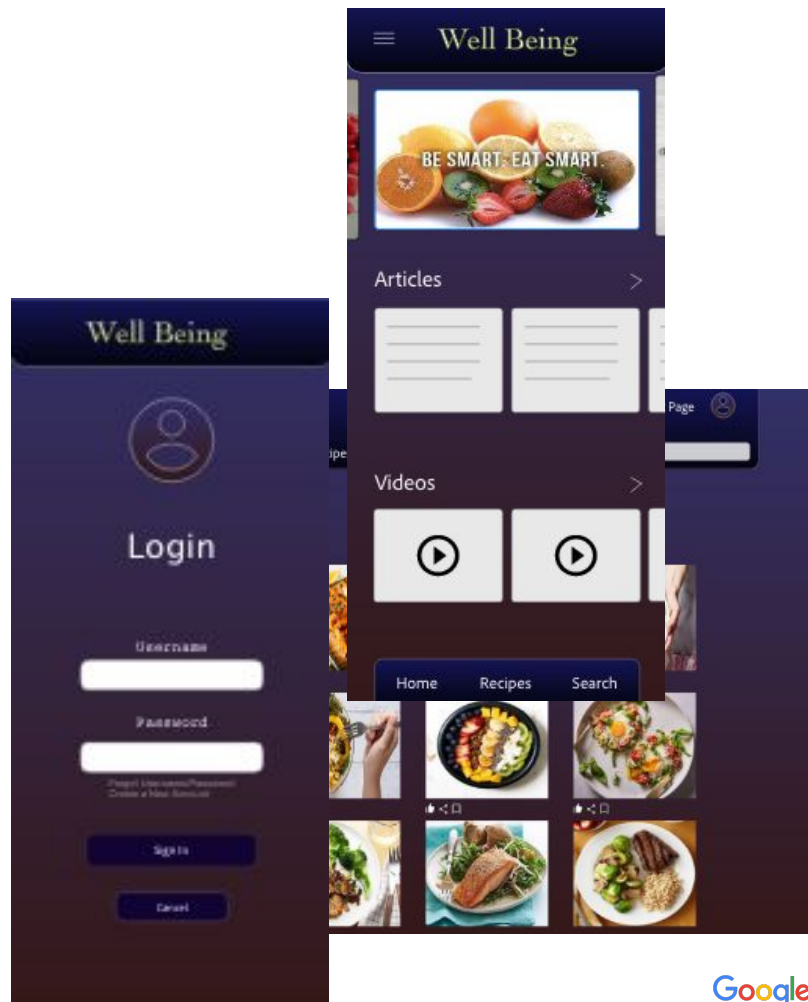
The product:

Well Being is a cross platform nutrition app, that focuses on helping users learn about nutrition and the importance of a healthy lifestyle. The main target audience for this study was users between the age of 24 and 40.



Project duration:

December 2022.



Project overview



The problem:

Many adults don't know the importance of nutrition and don't have the proper knowledge of nutrition.



The goal:

Create a platform for adults where they can learn about nutrition through watching videos of professionals, reading relevant articles and following food recipes.

Project overview



My role:

UX lead.

UX researcher.

UX designer.



Responsibilities:

- Conducting Interviews.
- Paper & digital wireframing.
- Lo-fi & hi-fi prototyping.
- Conducting usability studies.
- Accounting for accessibility.
- Design iterations.
- Determining information architecture.
- Responsive design.

Understanding the user

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

User research: summary

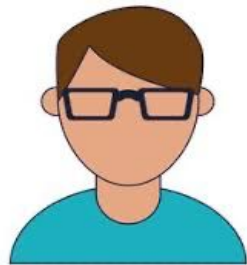


I interviewed users to help me find my target audience and how they feel about healthy eating. I was able to get some results after conducting research and interviews. I figured out that adults don't have a lot of knowledge on nutrition and the impact of a healthy lifestyle. We created a platform where users can go to learn about nutrition through watching informative videos, reading relevant articles and following healthy recipes.

Persona 1: Jonathan

Problem statement:

Jonathan is a single adult who needs to learn the importance of healthy living, because he wants to lead a healthier lifestyle.



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Jonathan

Age: 30 years
Education: BS in CS
Hometown: San Francisco, CA
Family: Single
Occupation: Data Analyst

“Leading a healthier lifestyle is my next goal!”

Goals

- Start eating healthier.
- Stick to a healthy lifestyle.

Frustrations

- There's too much information out there.

Jonathan is a 30yr old who lives in the city with a busy lifestyle. He has his life figured out and now wants to focus on his eating habits. He wants to learn the importance of nutrition and how it has an impact on his life. He has tried different diets but wants to stick to something that's meaningful and is backed.

Persona 2: Name

Problem statement:

Anna is a mom who needs to teach her daughters the importance of nutrition because she wants to limit and prevent the health conditions that run in her family.



Anna Smith

Age: 40 years
Education: Business Degree
Hometown: Toronto, Canada
Family: Husband and 2 daughters
Occupation: Accountant

"I want me and my family to start eating healthy"

Goals

- Eat healthy.
- Teach kids about eating healthy.
- Stop my kids from developing diseases.

Frustrations

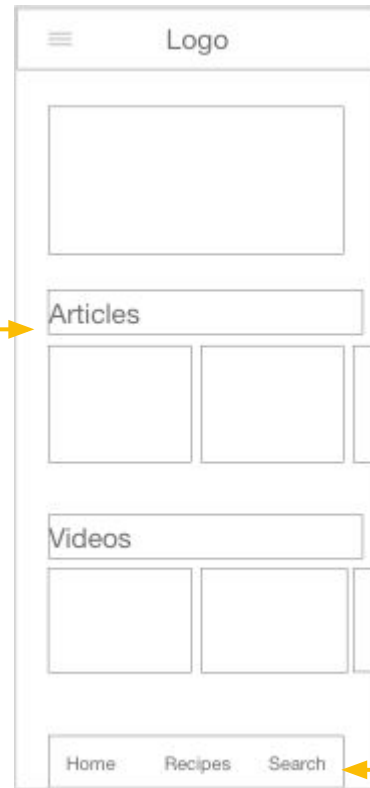
- Changing diet without the knowledge might be difficult

Anna is 40 yr old who lives with her husband and two daughters. She's ready to learn all about nutrition and teach her family as well, so they know the importance of healthy eating habits. She wants to try to prevent the diseases that are carried in her family.

Digital wireframes

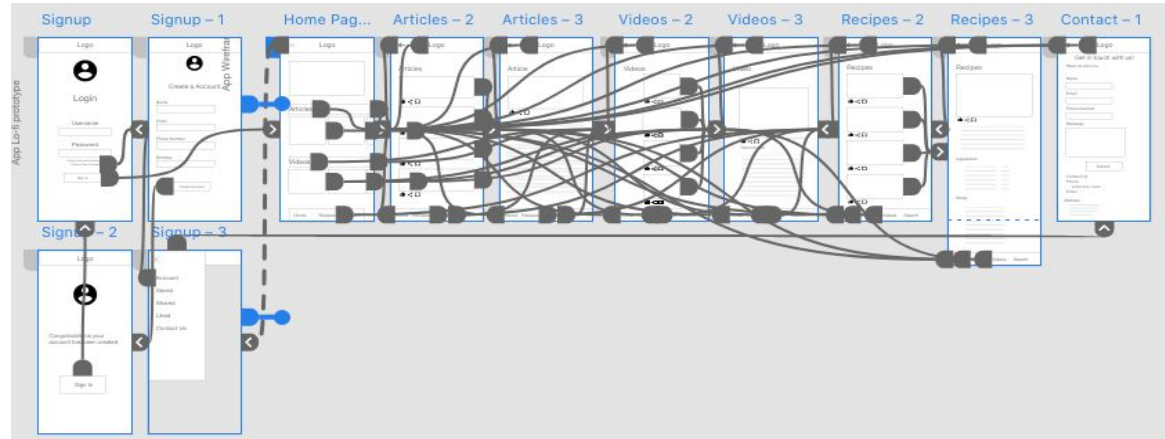
After creating paper wireframes, I digitized them and created the initial steps of the Well Being nutrition app. The designs help users navigate the app easily.

Preview of the articles and videos



Easy in app navigation

Low-fidelity prototype



I created the initial lo-fi prototype by connecting the required screens and start the usability testing.

Link to [Well Being lo-fi prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States of America, remote



Participants:

5 participants



Length:

15-20 minutes

Usability study: findings

These were the most important findings of the usability study:

1

Account

Add a account feature

2

Save, Like, Share

Be able to save, like and share videos, article and recipes

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the findings from the usability study, I added a components of icons to help users like, share and save their desired posts.

Before usability study



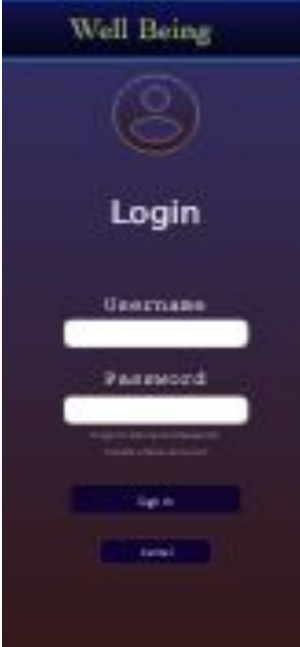
After usability study




Mockups

After usability study

Before the usability study there was no option to create an account or login, after the study we created a option to login and or create account.

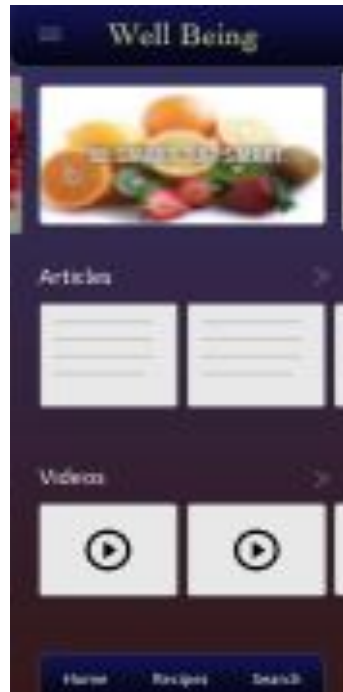


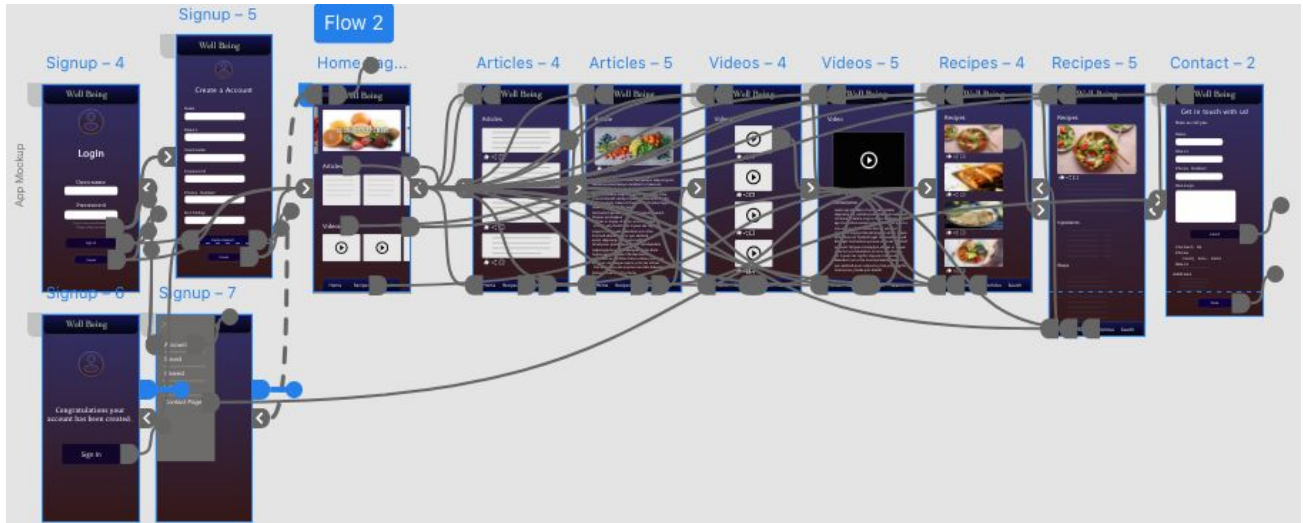
The image shows a mobile app mockup for a 'Well Being' application. At the top, the title 'Well Being' is displayed in a serif font. Below the title is a circular icon containing a stylized human figure. The main heading is 'Login'. There are two input fields: 'Username' and 'Password'. Below the password field, there is a link that says 'Forgot your password? Create a new account'. At the bottom, there are two buttons: 'Log in' and 'Cancel'.



The image shows a mobile app mockup for a 'Well Being' application, specifically the 'Create a Account' screen. At the top, the title 'Well Being' is displayed in a serif font. Below the title is a circular icon containing a stylized human figure. The main heading is 'Create a Account'. There are five input fields: 'Name', 'Email', 'Username', 'Password', and 'Home Address'. Below the address field, there is a 'Birthday' field. At the bottom, there are two buttons: 'Create account' and 'Cancel'.

Mockups





View the [well Being hi-fi prototype](#)

Accessibility considerations

1

The buttons in the app change colors when tapped, to help show a clear selection.

2

Clear labels for interactive elements.

Responsive Design

- Information architecture
- Responsive design

Sitemap

I created a hierarchical sitemap to organize the structure of each screen



Responsive designs

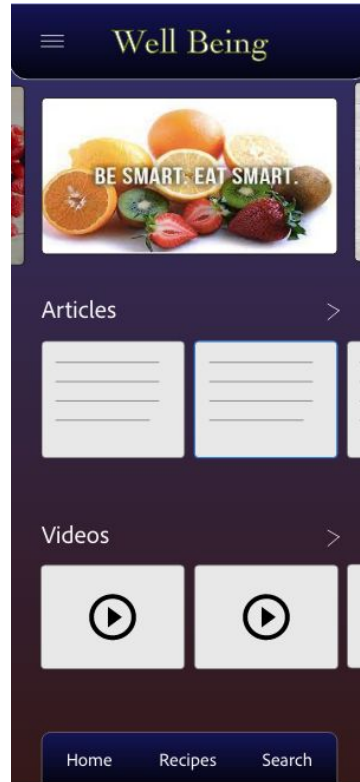
The designs for different screened included an mobile and desktop, including an app.

[Mobile app hi-fi prototype](#)

[Mobile Website hi-fi prototype](#)

[Desktop Website hi-fi prototype](#)

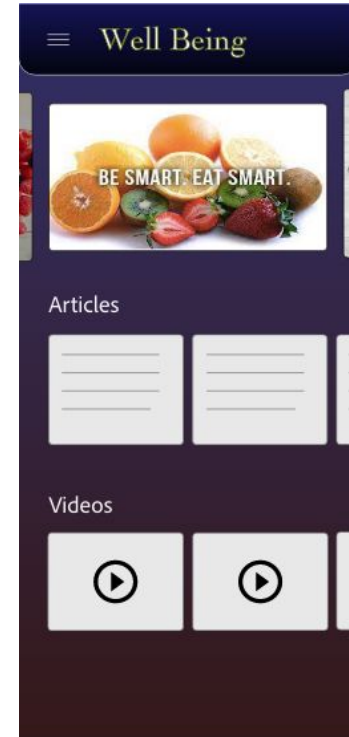
Mobile App



Desktop



Mobile Website



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Having the right platform with the right information can make an impact on users because it gives you the required information and is informative by providing videos, recipes and articles backed by professionals.



What I learned:

I learned that there isn't any problem that can't be solved as long as you go in with a positive attitude and take it one step at a time.

Next steps

1

Conduct further research
to help grow the nutrition
platform.

2

Conduct more usability
studies and make
necessary changes.

Let's connect!



Thank you for taking out time and reviewing my work. I hope it was worthwhile. I would love to work on more professional projects. If you would like to get in touch, my contact information is listed below.

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