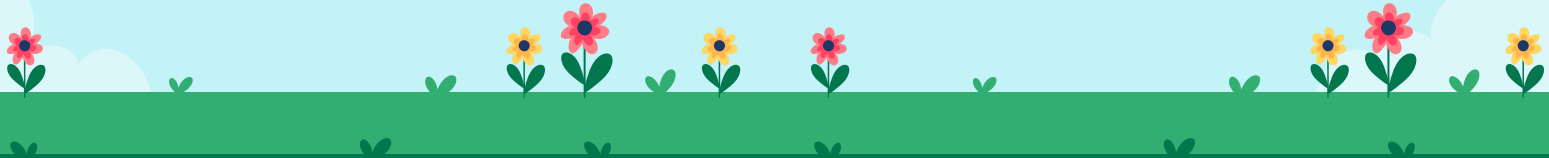
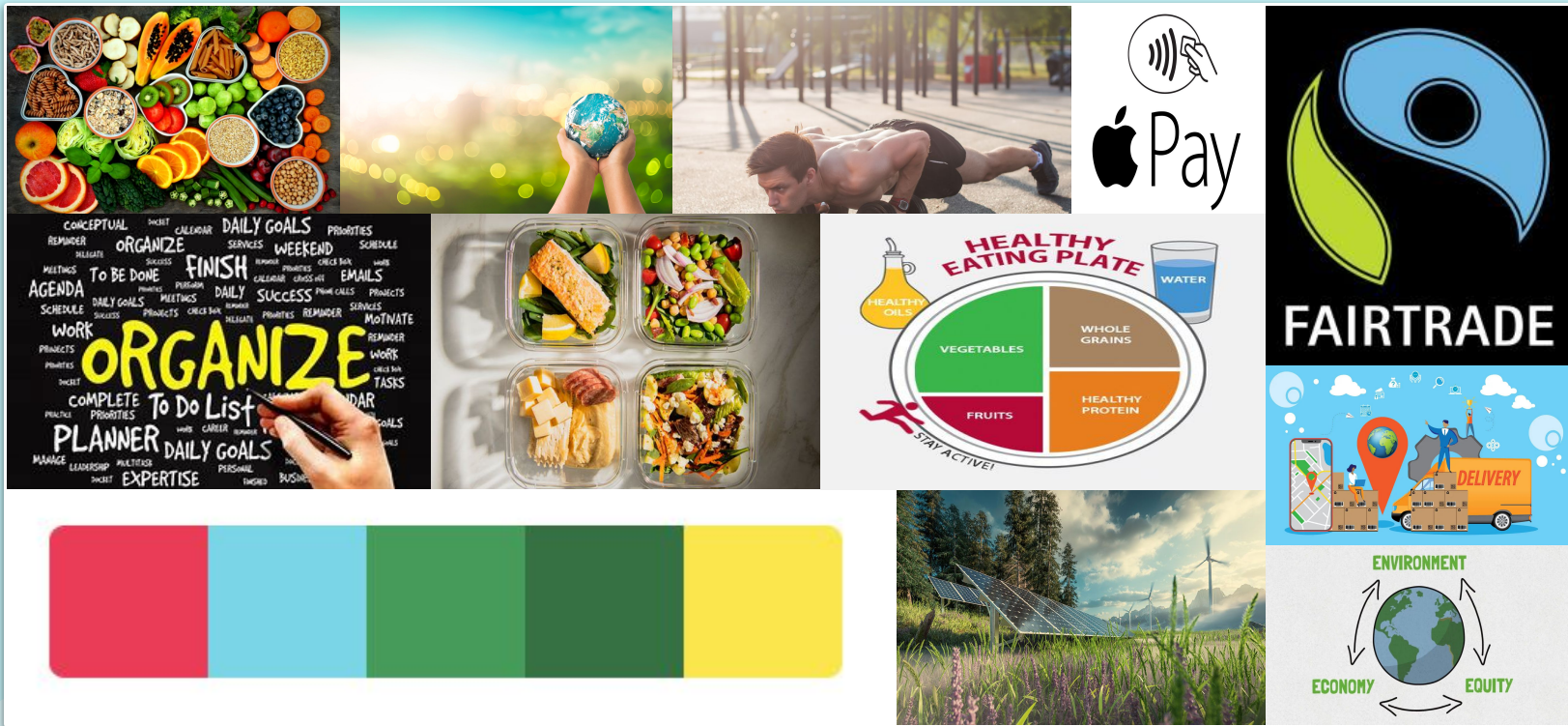


FOODSY UX FOLIO

Saving your **planet**, your money & yourself.



Moodboard



User Persona (UPDATED)

About

Brandon is a psychology student who lives in Hertford. He is really into his fitness but also has a care for his carbon footprint. The meals Brandon has been making recently are unhealthy but he feels he is left with no choice as studying takes up most of his time.



Brandon Reid (21)

University Student

Needs

To be educated on sustainable food choices, quick and simple solutions, acquire a healthy diet.

Frustrations

Foods that are inaccessible, researching outside of studying, overwhelmed by all the information on the internet.

Keywords

Fitness, education, time

Traits

Optimistic, studious & determined.

Interests

Studying, sports, movies & social occasions.

Technology (5 = most confident)

Apps - 5/5
Internet - 5/5
Social Media - 4/5

User Journey Map (UPDATED)



**Brandon
Reid (21)**

**Male student
Unemployed**

Scenario

Wants to go shopping and buy foods that are sustainable and beneficial for muscle growth.

Expectations

To acquire foods that meet his expectations for fitness in a quick and timely manner.

Pain points

Decide

Decides to be more sustainable when buying food

Searches app store that will help achieve this

Selects our app and signs up to create an account to save information and track his progress

Shopping is not Brandon's favorite job

Choice

Goes to a supermarket closest to him

Loads up the Foodsy app and scans an item

He then receives information on the sustainability of the product and additional information such as how much protein is in the product

Happy he has found an app that suits his needs

Experience

During his shopping experience he refers to the meal recommendation section within in the app and finds the products in the store

The app includes a price checker so he was able to get to a cheaper total at the end of his healthy shop

Discovers cheaper alternative

Retention

Very happy with the money saved from the shop and surprised with how little time it took to find out the sustainability and the macros of the product

He is then rewarded for eating healthily through discounts he can use in his next shop

Saved money! Looking forward to next time

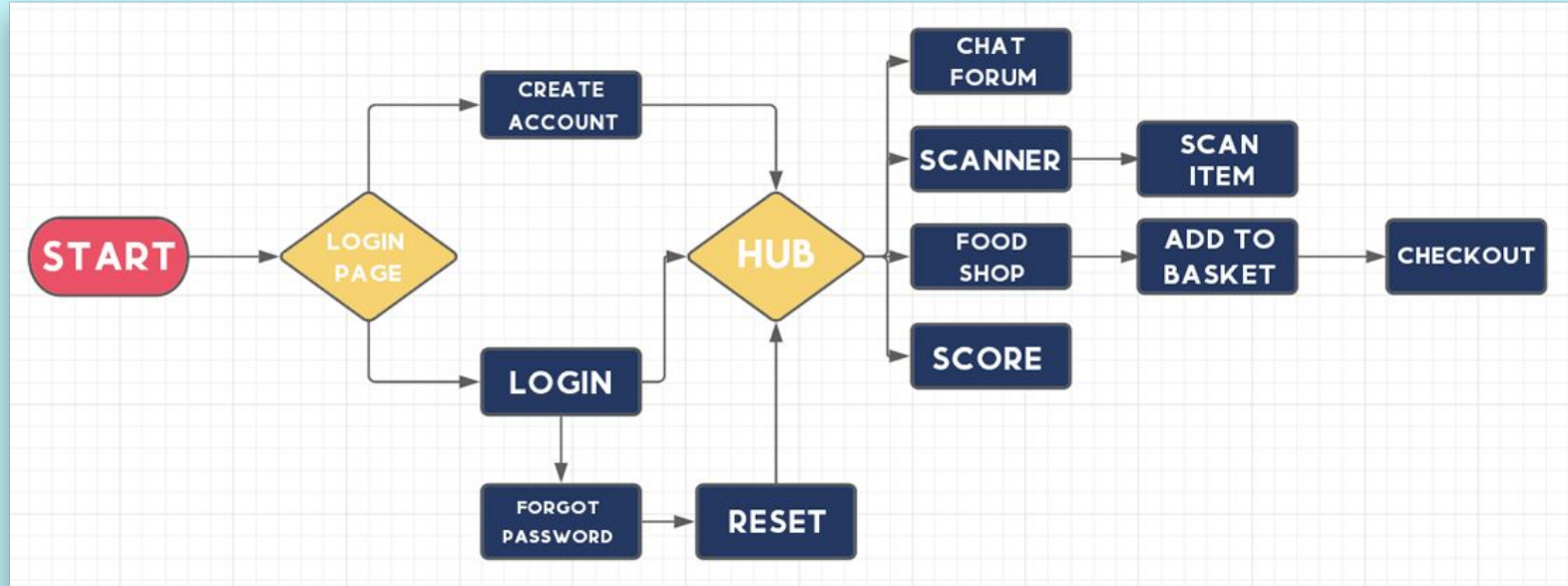
Unsure which app to download

Deciding which supermarket will have most sustainable food

Unsure which real recommendation to try

N/A

User Flow

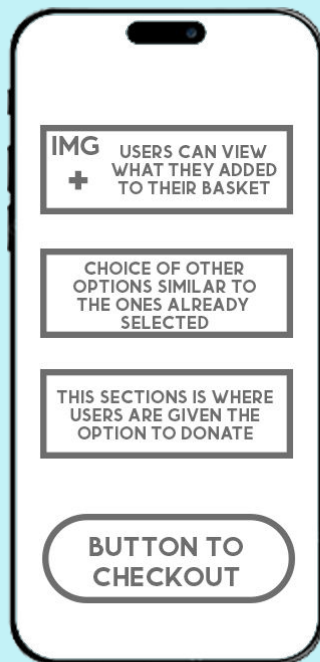


Priority guides

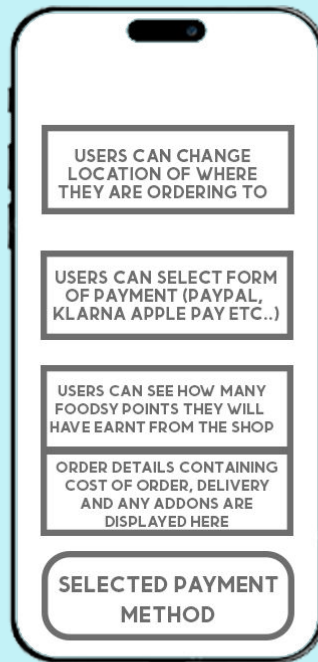
App section *1* (most important)	<u>Home page</u>	The home page is designed to be the most engaging including the four main functions of the app making this the most important section of the site.
App section *2*	<u>Shop page</u>	The shop page is where customers go to browse and purchase products. It is designed to make it easy for customers to find what they are looking for and make a purchase.
App section *3*	<u>Basket page</u>	The basket page is where customers go to view the items they have added to their cart. It is important to make this page easy to navigate and understand, as it can be a major factor in whether or not customers complete their purchase.
App section *4*	<u>Login page</u>	The login page is less critical for first-time visitors but within the Foodsy app if you create an account you can accumulate points for discounts
App section *5*	<u>Reward page</u>	While it is important to reward loyal customers, this page is typically not as critical as the other pages on the list.
App section *6* (least important)	<u>Scanner page</u>	The scanner page is where users go to scan barcodes or QR codes to access additional information

Intent frames

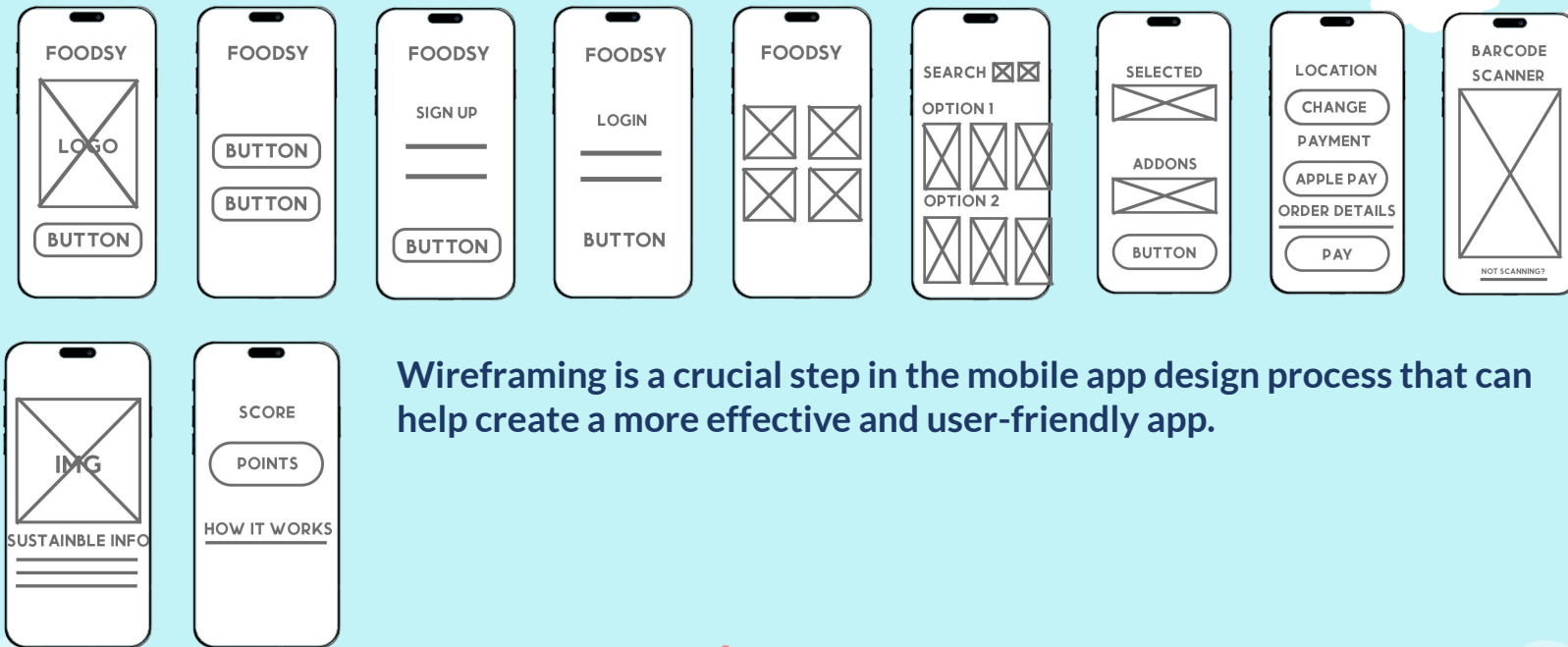
Added to basket
page



Checkout page

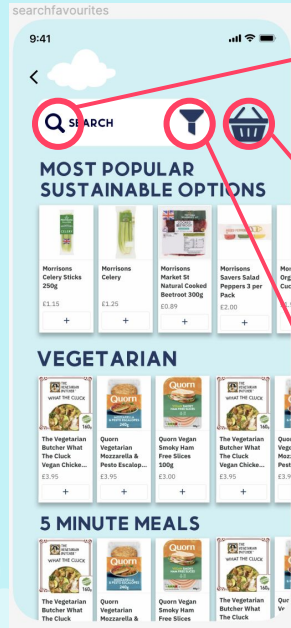


Wireframing



Wireframing is a crucial step in the mobile app design process that can help create a more effective and user-friendly app.

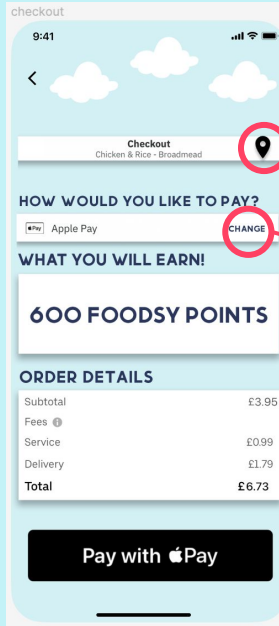
Component investigation



User is able to search for Foods they like

Sends user to Checkout page

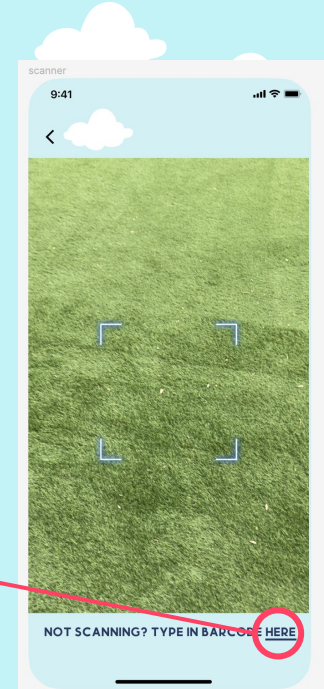
User can filter search by price, food type etc.



User can change their location

User can change their payment method

User is sent to a page where they type in the number under the barcode if they have trouble scanning



Layout

When creating a layout for Foodsy a useful tool I used was following Gestalt's principles. In terms of designing the the app itself we stuck to a friendly and sustainable colour palette where you can distinctly see every perusable button. We followed Gestalts principles when designing the layout because our brains tend to organize visual information into patterns and groupings, which can be used to create a visually appealing and easy-to-understand design. Users would easily understand everything they see on their screen whilst being aesthetically pleasing. This is important so users stay engaged and reap the full benefits Foodsy has to offer.

Here are some ways that designers can use Gestalt principles to create a good-looking layout within their mobile app:

1. Proximity
2. Similarity
3. Closure
4. Continuity

By incorporating these Gestalt principles into our layouts, we created a visually appealing and user-friendly design that enhances the user experience.

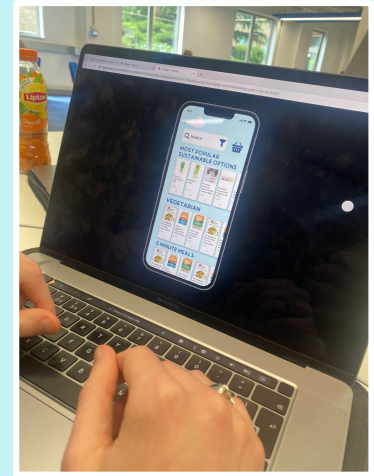
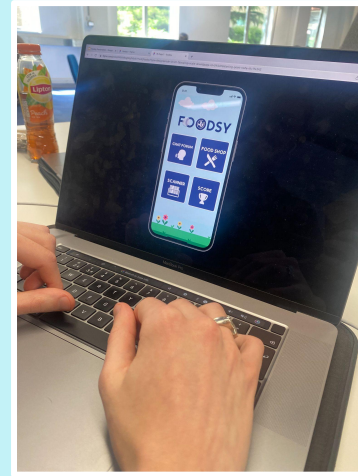


User testing/Testing feedback

I conducted user testing on two people one person who is confident with technology and the other who is not.

The aim of this is to receive feedback that will help me achieve an easier user journey, whilst containing enough information that the user requires about sustainability.

The user who is confident with technology found it clear and easy to use whilst the the user who is not so confident with technology said the same. So from the information gathered I believe I have achieved a clear and simple user journey that fulfils the needs of someone who is short for time and wants to shop sustainably.



Accessibility & usability

To maximise accessibility and usability it was important that the colour scheme would work for everyone. One group that this may affect more would be people who are colour blind. So I put my colour palette into a colour blind checker software to see if it had passed and it had. This means users that are colour blind would have no difficulty using the app .

Maximizing accessibility and usability is important for a mobile app because it increases inclusivity, user satisfaction, compliance, and can provide a competitive advantage.



Updated figma link

[Foodsy prototype](#)



Explainer Video

[Foodsy Explainer](#)

