

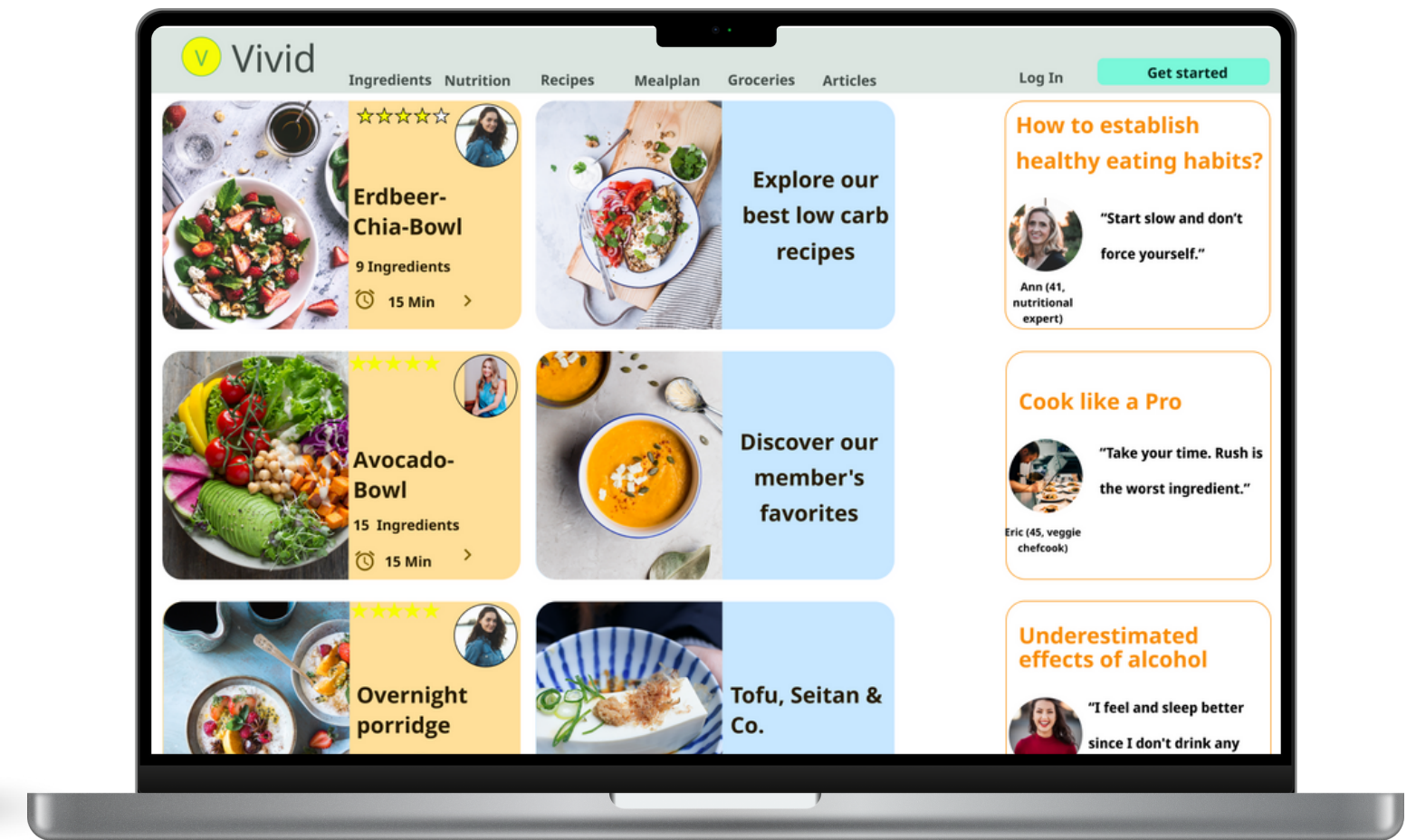


UX Case Study

Role: **Research, UX/UI**

Time: **Sep 21 - Jul 22**

Task: **Find a digital solution to make living vegan easy**





Overview

Become vegan, stay vegan?

In the past years I observed an increasing number of people in my surroundings became vegan. But only a few of them maintained this way of nutrition.

My solution

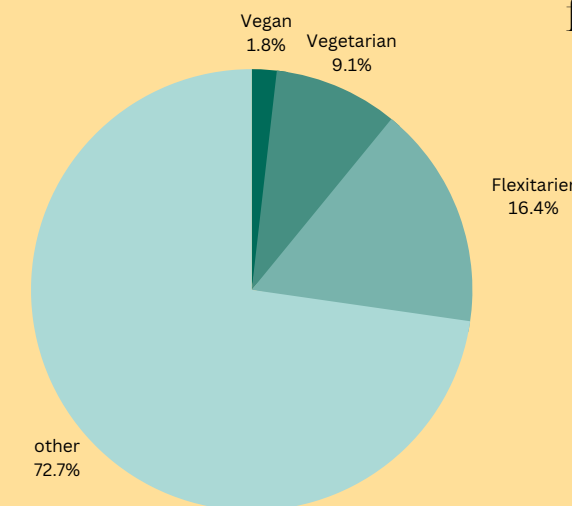
I wanted to create a **responsive web app**, which would help people maintain a healthy lifestyle. Main focus is to combine different diets, taste preferences and guiding information about nutrition.



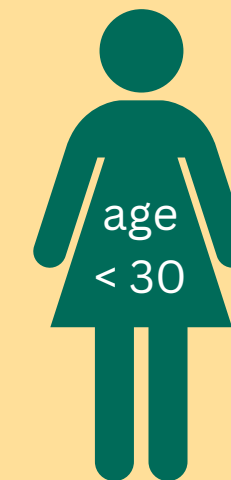
I defined a **health-conscious woman** in **age 20-40** who wants to become vegan or struggles to maintain a vegan and, at the same time, healthy lifestyle.

Statistics

Vegan & Vegetarian
in Germany (2022)



70% of vegetarian
and vegan are
female



Worth of the
German market for
veggie food (Gmfvf):
1.2 bn €



Annually growth of
(Gmfvf): 25-33%



Germany is No. 1 in
the world for
launching new
vegan products*



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Process - Research - User Interview

Why User Interview?

I choose the method of user Interviews to better understand the problem space. I wanted to understand the thoughts and feelings of people that follow or followed a vegan lifestyle and what are roadblocks in their life and how they approach them.

Style

User Interviews

Duration

 15 min each

Age

25-40 years

Interview Questions

- What do you find most challenging about living vegan?
- How do you get information about health or health-related products?
- What are your main reasons you become vegan?
- Can you describe your transition to a vegan lifestyle?
- Do you have any health goals?

Participants



Birgit, 38
occupation: Freelancer
lived vegan for two years



Olga, 28
occupation: Financial Analyst
vegan since 2013



Regina, 27
occupation: Student
vegan since 2012



Georg, 38
occupation: Project Manager
vegetarian, strives for living vegan

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Process - Research - Affinity Map

Organize of results

I organized my most important findings to find patterns and gain insights. I used different post-its for each participants.

In the next step...

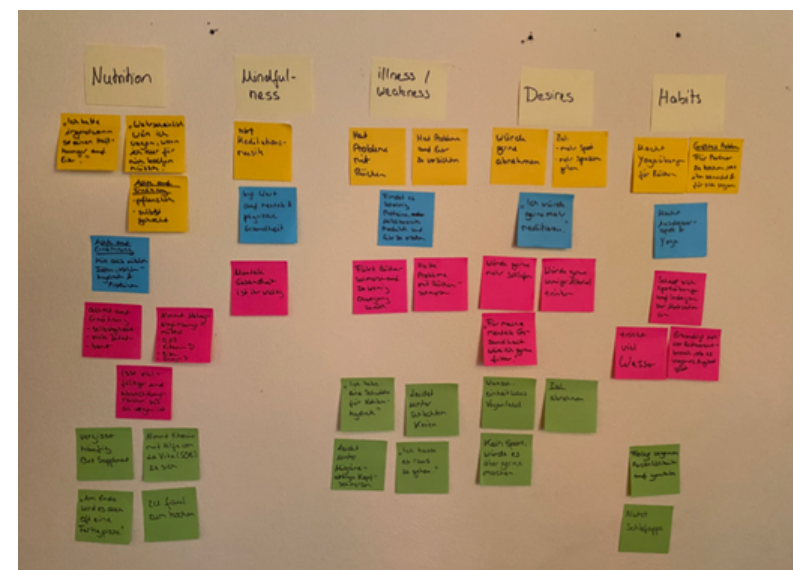
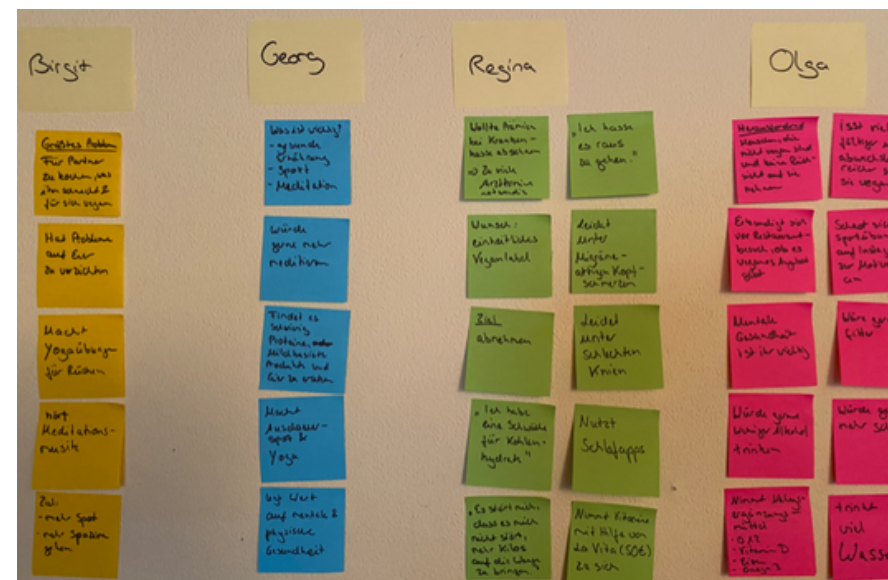
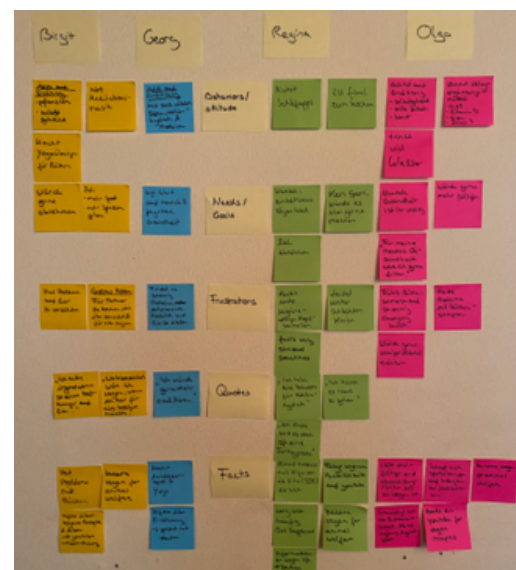
I categorized them into following categories:

- behaviors/attitudes
- needs/goals
- frustrations
- quotes

Finally...

I discovered patterns and created new categories:

- nutrition
- mindfulness
- illness
- desires
- habits



Insights & Lessons



Mental Health

All the people I interviewed stated the **importance of mental health** for them or practiced an associated activity like meditation.

Quotes

„I want to feel fitter, for my mental health“(Olga,28)



Social pressure

Some feel enormous social pressure

„I would be probably still live vegan, if I had to cook just for myself.“(Birgit,38)



Meal-prep

Preparing a meal is one roadblock for eating healthy due to...

- finding proper vegan replacements or general vegan products
- lack of time
- lack of motivation

„I have a weakness for carbs. In the end I often eat a ready-made Pizza“(Regina,27)



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Process - Research - User Personas

Creating User Personas

Based on my research I constructed two distinct personas for my project, which should represent a different audience group and provide guidance when creating the app.



Luisa

Age: 28
Location: Munich
Occupation: Consultant
Family status: single, no children

- Lives vegan for 10 years -

DESCRIPTION

Luisa became vegan for animal welfare from one day to another 12 years ago. Due to making many business trips, she finds herself a lot in foreign environment.

PERSONAL CHARACTERISTICS

- independant
- easy-going
- humorous

HOBBIES AND INTERESTS

- Loves her 2 guinea pigs
- Travelling to exotic places
- Learning Languages

ATTITUDES

"Unlike my friends who get married and build houses, I like not to know how my life will be in 10 or 20 years. I prefer to stay curious about what life still has to offer."

GOALS

- drink less alcohol
- get more sleep
- mental health
- do more sport

CHALLENGES

- Feels very stressed sometimes
- People who insist on going to a specific restaurant
- often to lazy to cook

QUOTES

"On a business trip to France, it happened that I couldn't eat anything on the menu. I said I wasn't hungry even though I was starving. In general, I check the menu before I go into a restaurant."

NEEDS

- more variety when eating outside
- find effective ways to relax

SOURCES OF INFO

- Social Media
- Peers
- Apps



Jenny

Age: 36
Location: Berlin
Occupation: PR-Manager
Family status: married, two children (10 & 12)

- Lived vegan for two years -

DESCRIPTION

Ally became vegan for two years because friends of her lived vegan and made her curious. She enjoys cooking on the weekends with her family and go for a walk in the woods.

PERSONAL CHARACTERISTICS

- Resourceful
- Vital
- Helpful

HOBBIES AND INTERESTS

- Meditation
- Yoga

ATTITUDES

- Family person
- Puts the needs of others always first
- Loves her garden

GOALS

- wants to live vegan again
- feel healthy

CHALLENGES

- Prepare a meal for her family which meets their taste and is vegan

QUOTES

"At some point, I was just craving eggs. I felt like something was missing in my nutrition."

"I would probably still live vegan, if I had to cook just for myself"

NEEDS

- Find an easy way to prepare vegan meals, which are nourishing

SOURCES OF INFO

- Social Media
- News
- Peers



Process - Research - User Journey Map

Creating a User Journey Map

I decided to focus on Jenny. I created a User Journey map to understand her experience when she's planning a meal for her family.



Jenny

Jenny's goal

Buy everything she needs to prepare a vegan dish in the evening.



My learnings

The most time and effort lies in **preparation** and **buying the groceries**. I will focus on this in the next step.

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Process - Prototyping

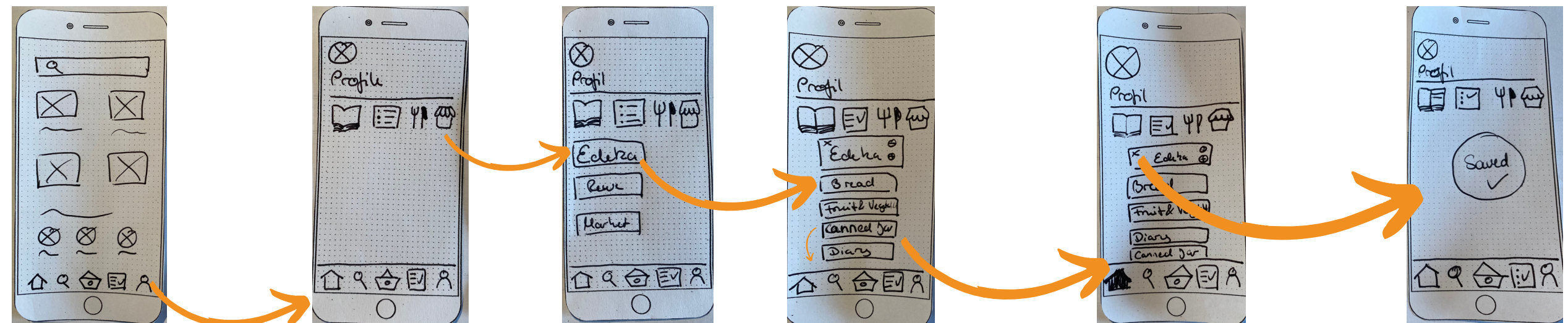
Concerning the user flow, I decided to go for the following three features:

- **Set up Store Flow**
- **Create a Mealplan**
- **Creating a Grocery list**

Prototype: Set up store flow (mobile)

Value:

Be able to arrange groceries according to the store settings.



You can **set up the store flow** under **Profile**, which you find on the first screen on the right-down side.

On the second screen, you can see an overview of the menu. When you click on the **menu "Store"** on the right side, you see the different kinds of **"Storeflows."**

When you click on one of them, you see the **settings.**

Change existing categories by drag & drop.

Once you have finished and **tap on the closing button** on the left side of the store button, you receive information that your **changes have been saved.**

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Process - Usability Testing

Why Usability Testing?

I choose the method of Usability Testing to evaluate the utility and usability of my prototype

Test objective


Determine if the participants understand the app's purpose, value and features quickly and easily.

Style	Duration	Tools	Test device
moderated in-person	15 min	Quicktime for recording	own mobile device

Direct Tasks

- Login to Vivid App
- Set up a store flow for Edeka according to sections you walk through from the beginning till the cash counter
- Create a meal plan for the following week using the Vivid app
- Add ingredients to your grocery list and organize that list according to the store flow of Edeka.

Participants & preferred websites for recipes

 Social worker lecker.de	 Project Manager chefkoch.de
 Freelancer gutekueche.at	 Project Manager chefkoch.de
 Doctor chefkoch.de	 Engineer lecker.de

Metrics

Jakob Nielsen's rating scale to measure usability errors

0 = I don't agree that this is usability problem at all

1 = Cosmetic problem only: need not to be fixed unless extra time is available on the project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix and should be given high priority

4 = Usability catastrophe: imperative to fix before product can be released



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Process - Usability Test Results

The test revealed severe usability problems.

Lack of feedback by the system

App didn't behave like the user expected to, which lead to frustration

Comment on the onboarding:

"I can't recognize if I have already selected it. Can I select several items?"

Functionality Issues

Tasks like "Creating a Mealplan" or "Set up a store flow" couldn't be accomplished

Comment after being asked to create a meal plan:

"Things didn't do what I expected them to do."

My learnings

Creating a store flow to arrange your groceries in a specific order makes more effort than it brings benefits. According to the test, people don't see value in it.

People struggled with the functionalities of the app. It didn't work as expected—information about essential functionalities needed to be included. Adding a guiding microcopy and adjusting the functions might improve this.

Summary

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Up

I feel like I learned some precious lessons during the process:

- **Conduct deep research** so you don't discover during the process that the product you want to create is already on the market, and get ideas of what problems aren't addressed yet
- Use a **language** and a **design** the user is **familiar** with
- **make the user flow as short and smooth as possible**

Downs

I struggled at different points of the design when it came to

- Applying different methods
- Mastering various design tools like Figma
- Keep the focus on the overall goal

All of this is under the constraints of time. The created prototype didn't turn out as I want it to be and it didn't create additional value.

Next time I would

- focus on **aligning the different food preferences in Jenny's family** with one another and create an app that suggests recipes according to this
- or **focus on mental health issues** because this is highly valued by all participants



I did another iteration on the Prototype and polished the Design. If you are curious about what it looks like, check it out under the following link:

<https://www.figma.com/proto/h9CgKQT5yrff4ntgtQzsdR/Visuell-%C3%BCberarbeitet?page-id=2%3A15&node-id=553%3A5137&viewport=616%2C-1078%2C0.5&scaling=scale-down&starting-point-node-id=681%3A3981>

Thank you