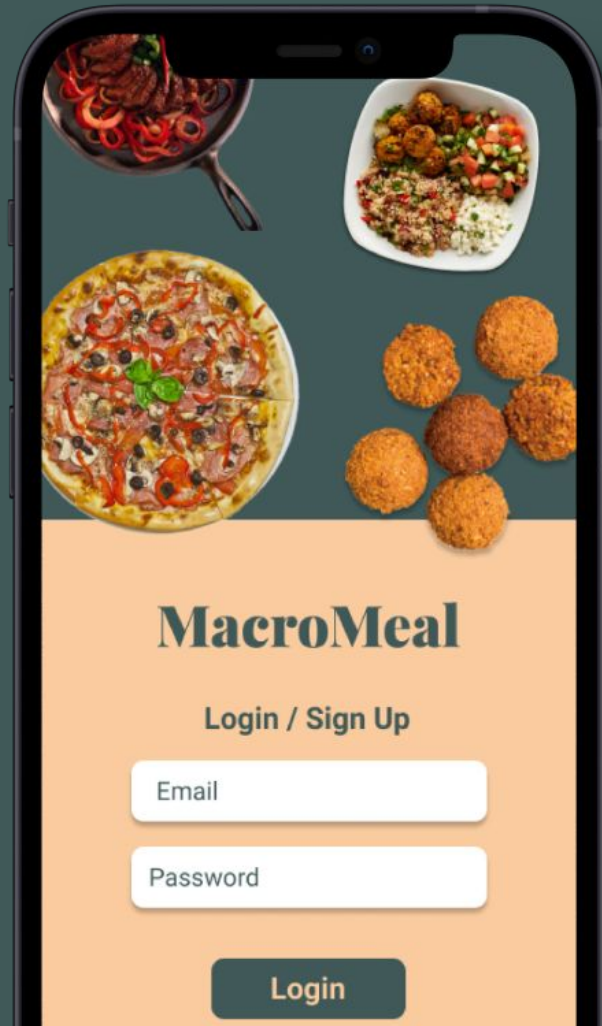
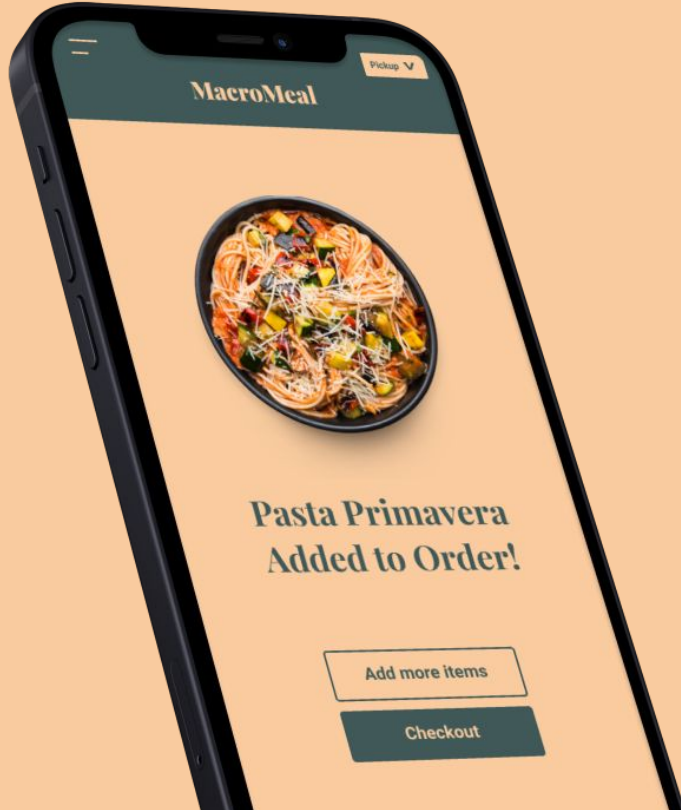


MacroMeal

Dwight Clarke



Project Overview



The product:

MacroMeal aims to deliver Calorie and Macro-Friendly food to busy individuals.

Project duration:

1 Month

My role:

UX designer, UX researcher

Responsibilities:

User research, Wireframing, Mockups, Prototyping, User Testing

Project Overview

The problem:

Busy workers and social people who don't have time for preparing meals. Have difficulty finding takeout that fit their macros.

What are Macros?

"Macros" are short for macronutrients. They're the three categories of nutrients you eat the most and provide you with most of your energy: **protein**, **carbohydrates** and **fats**.

So when you're counting your macros, you're counting the grams of proteins, carbs or fat that you're consuming.

The goal:

Design an app that will help people order healthy macro-friendly food easily and quickly.

Why count Macros?

Keeping track of your macros can help you make (or plan to make) smart, healthy food choices. It's similar to counting calories or points however, it helps you understand where those calories are coming from and how they affect your body.

It also helps you understand that not all calories are created equal.

Understanding the User

- User research
- Personas
- Problem statements
- User journey maps

User Research Summary

I conducted interviews and created empathy maps to better understand the potential users.

The primary groups I identified were:

Group 1: College students who are looking for healthy Dinner options

Group 2: Young professionals looking for meals they are craving that fit their macros.

Pain Points

1

Pain point

Busy individuals don't have time for preparing meals.

2

Pain point

Platforms for ordering food don't have calorie or macronutrient information

3

Pain point

Difficult to compare same meal from different restaurants

User Persona: Alex



Age: 21

Education: Pursuing her Bachelor's

Hometown: Long Island, NY

Family: Single, no children

Occupation: Student, intern

"I am always working or studying so I don't have time to cook, but I still want to eat healthy"

Goals:

To have time to focus on studies and her internship

Frustrations:

No time for cooking or preparing meals.

Problem statement: Alex is a busy university student doing an internship in a big company, who needs easy access to healthy food ordering options because she has no time to cook meals for herself.

To have readily available tasty healthy dinner options

Difficult and time consuming figuring out takeout that fits her macros

User Journey Map

Mapping Alex's journey showed how helpful it would be for users to have access to macro friendly meals to order.

Persona: Alex

Goal: an easy way to order a healthy dinner

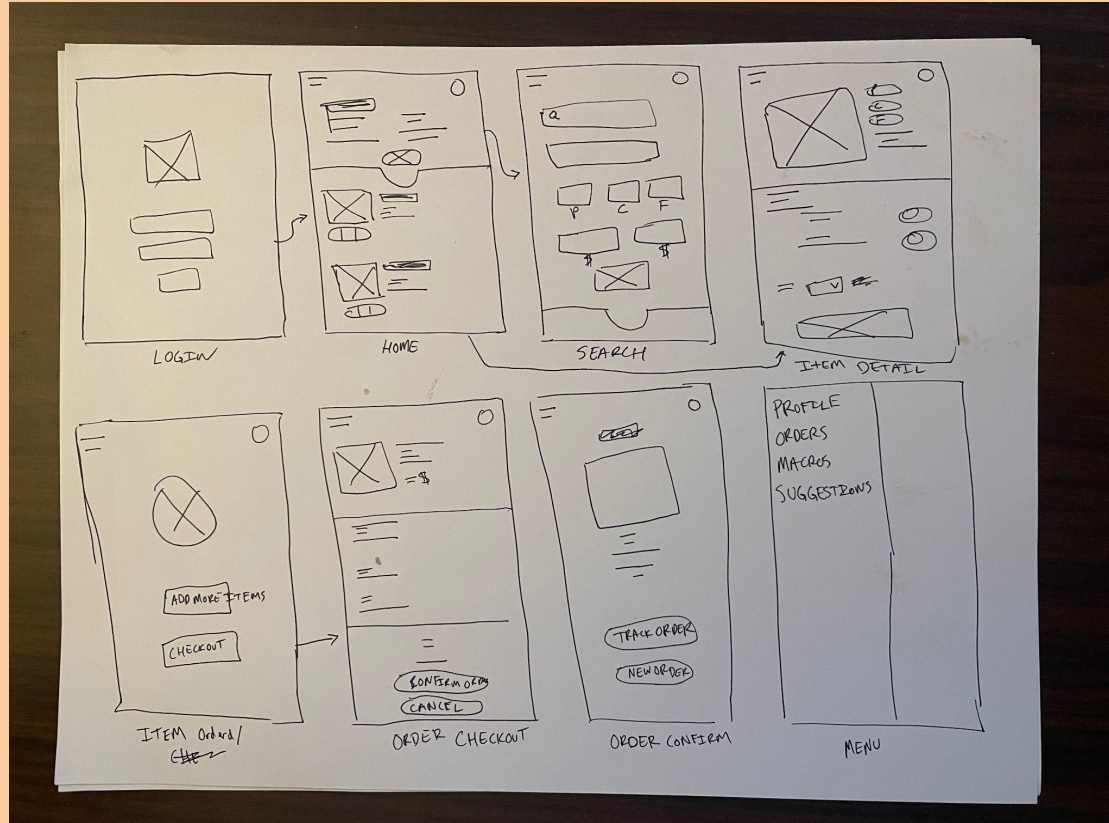
ACTION	Get the app	Browse menu	Place order	Complete order	Pick up order
TASK LIST	Tasks A. Find the app B. Download the app C. Set up an account	Tasks A. Browse online menu. B. Select a menu option.	Tasks A. Place the order. B. Make sure the order is right.	Tasks A. Choose a payment method. B. Pick a way to get the order (delivery or pick-up).	Tasks A. Pick up the order. B. Check if the order is correct.
FEELING ADJECTIVE	Excited to see the app and menu. Frustrated that they can't order without signing up.	Overwhelmed by the options. Irritated because there are no images of the food included.	Happy about the selected item.	Irritated because there is no info on the estimated time for picking up the order,	Relieved the order is ready. Happy with the food.
IMPROVEMENT OPPORTUNITIES	Provide a simple user flow. Make ordering possible Without signing up.	Provide search filter. Include images.		include estimated time for the pick-up/delivery.	Include a rewards program.

Starting the Design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

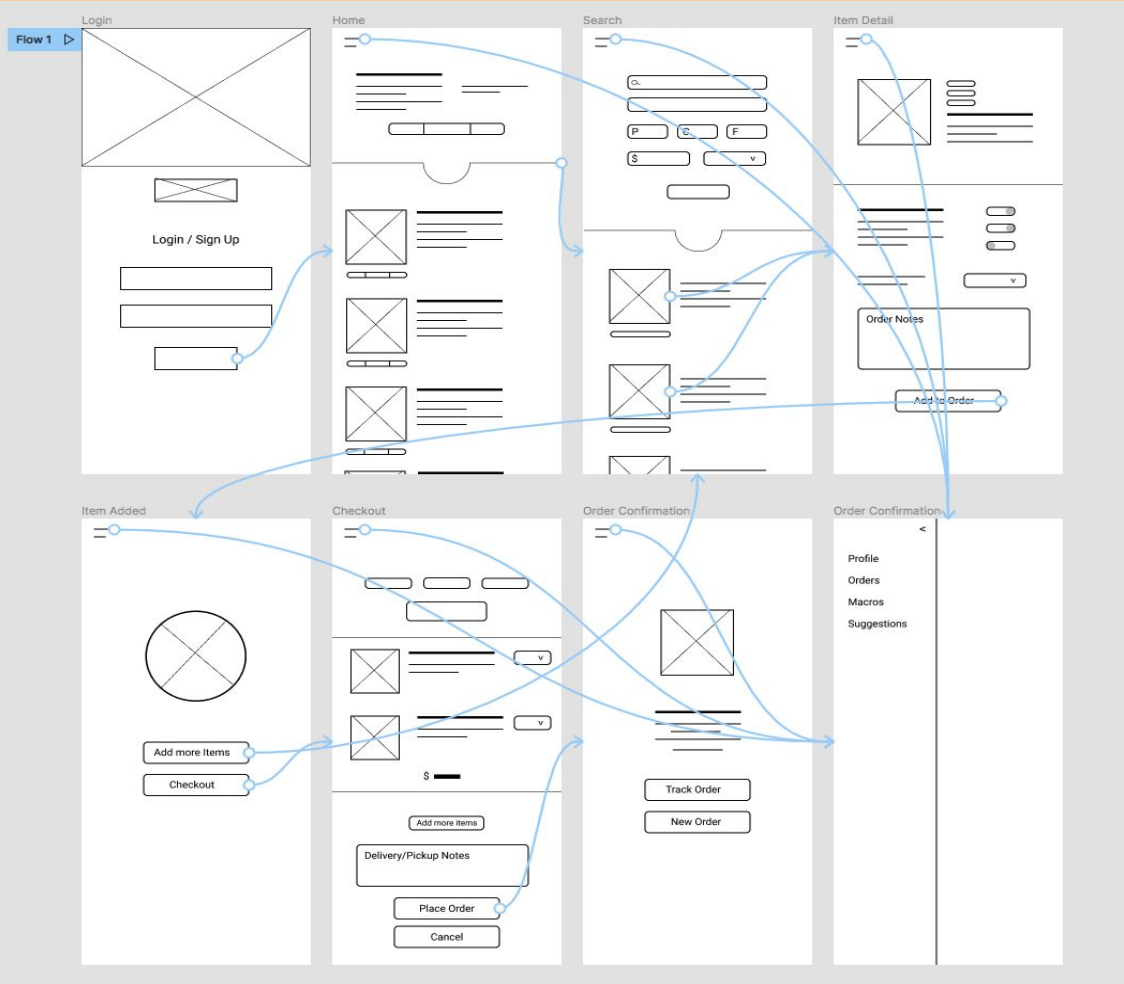
Paper Wireframes

For the home screen, I prioritized a quick and easy way to get to ordering.



Digital Wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



Usability Study Findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want better menu organization
- 2 Users want a more intuitive process of signing up

Round 2 findings

- 1 Make customized order is confusing.
- 2 Users want quantity option when ordering
- 3 Prefer all items listed at checkout instead of scrolling through items

Color and Typography

Colors



#405958



#f9cb9f

MacroMeal

Typography

Roboto Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ12
34567890

Roboto Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ12
34567890

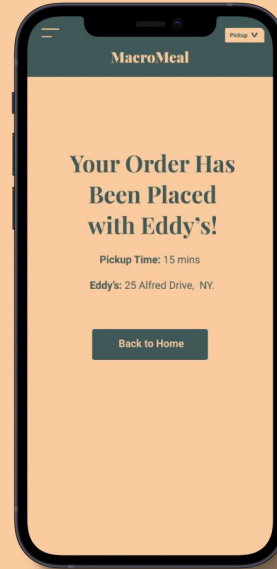
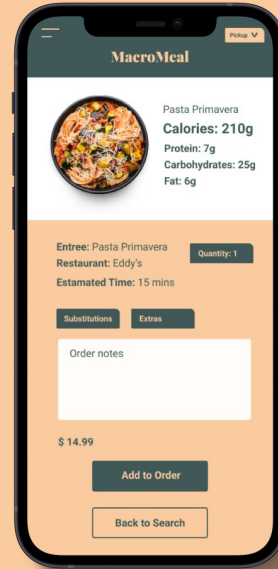
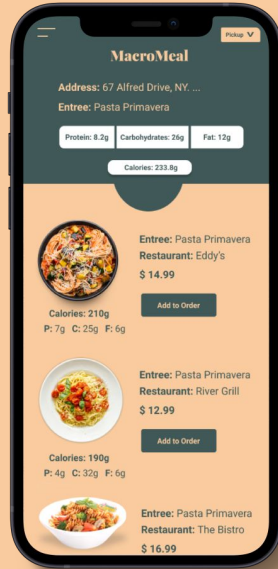
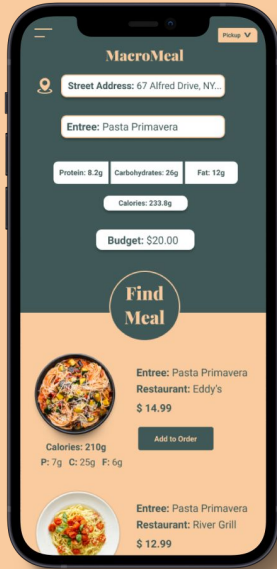
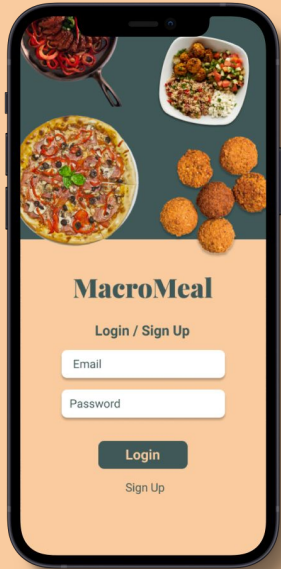
Playfair Display

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Login

High Fidelity Mockups

The usability study showed the frustration users faced with the first low-fi version when it came to menu browsing. Filter and search options were included to help users pick the food they want.

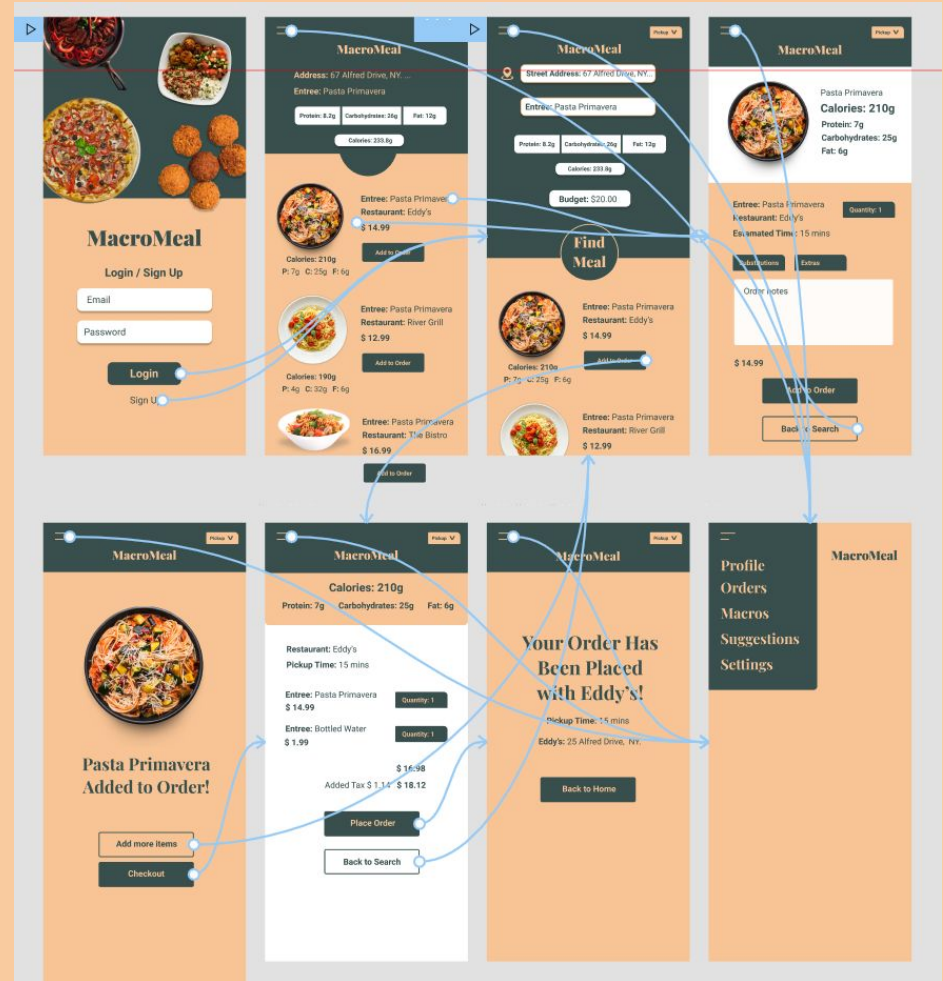


High Fidelity Prototype

The final high-fidelity prototype presented cleaner user flows for making a customized order, and better in-app organization, especially menu organization.

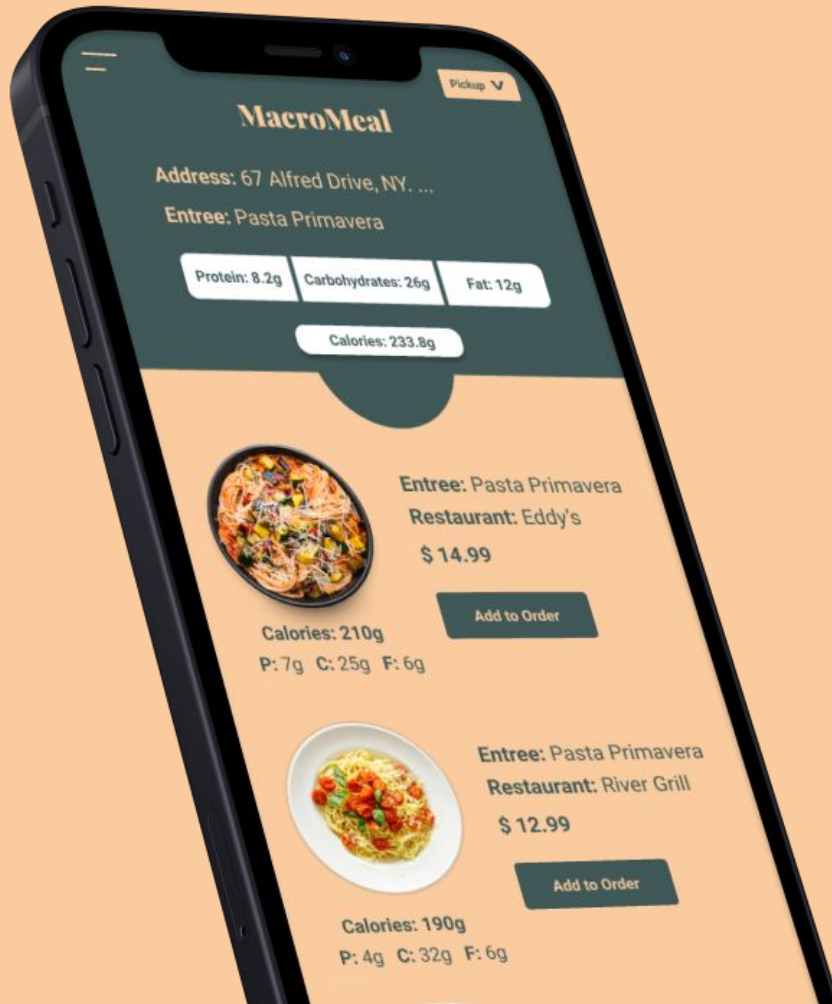
View the prototype at this link:

<https://www.figma.com/file/5QRT35nSRObeKcKljsx3mu/MacroMeal?node-id=6%3A16>



Going Forward

- Next Steps
- Closing



Next Steps

- Conduct more user research to determine any new areas of need.
- Conduct another round of usability studies to validate whether the pain points users experiences have been effectively addressed.

Thank You

Thank you for reviewing my work!
If you like to see more or get in touch
please don't hesitate to contact me.

Email: Dwightc93@Gmail.com

Portfolio Site: DwightSClarke.com

LinkedIn: [Linkedin.com/in/dwightc93](https://www.linkedin.com/in/dwightc93)