



BON APPÉTIT

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Interactive IV : Project 1

November 3, 2014



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Chapter One



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Project Statement

An application where users learn how to eat healthier by understanding what they're consuming through interactive nutritional information.

Users can also collect, share, discuss, & learn about recipes, & the types of foods that go into them.



*Project
Goal*

To educate the user about what’s in the food their consuming and how to live a healither food-lifestyle.

Also, to make preparing food and time management easier, as well as finding inspiration for new meals.





Chapter Two



Competitive Analysis	08
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Competitive Analysis

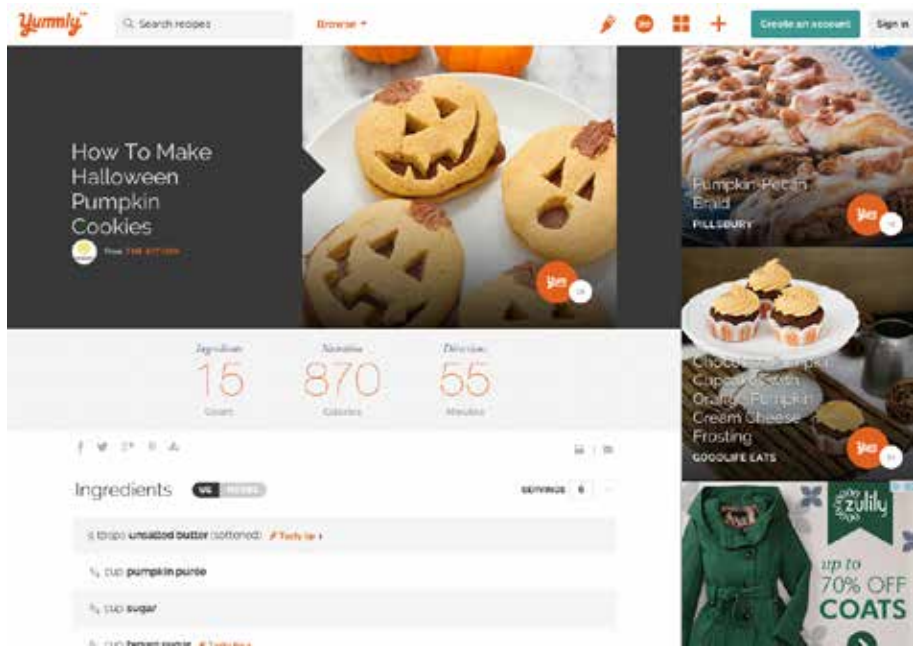
R/GA and Productivity Future Vision came out with these videos about interactive, home / health / and partially food based technology. R/GA has an application that helps the user find a flavor they're looking for in a dish or what their dish is comprised of. Their interaction is based around a simplistic, colorful circle graph that ebbs and flows depending on the recipe chosen by the user.

Productivity Future Vision is more along the lines of a smart house where the users are supposed to interact with technology and appliances in their homes, but their information is shown through an accumulation of data. This data is shown in user friendly and aesthetic ways from bright colors and personal information users can input and interact with.



Trend
Research

There are a variety of food and nutrition based applications and services on the web or on mobile platforms. These can range from diet / food tracking to general healthy life style practies, recipe collection applications or nutrition counseling. Applications like Fit Bit, Yummly, or My Fitness Pal are examples of services that help the user manage a healthier, better, and more convenient lifestyle.



Yummly Web App





Chapter Three



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Personas

Maya, 32, married mother with 2 young children, lives in New Jersey, working mom, loves to run with her golden retriever in the park every morning, enjoys taking care of her physical health by eating well and exercising.

Claire, 25, single, employed, living in San Francisco with her cat, health conscious, frugal with money, considers herself creative and likes to experiment with new things when it comes to art or food, enjoys cooking and likes to make fresh meals at home instead of eating out.



User Stories

Maya was rushing one Tuesday morning because her 6 year old son made a mess of his morning bath. She had yet to make her kids school lunches for the day.

As she busied herself upstairs getting dressed, she called to her kids to brush their teeth. With half an hour left until they needed to leave for school, Maya pulled out her iPad and opened her new app. As she got ready, she browsed through the app to find healthy, kid friendly lunch recipes that could be prepared quickly. While comparing three different recipes she couldn't decide on, she scanned through the list of compared nutritional information. Finding one she was pleased with, the app even estimated an end time where she wouldn't be late.



User Stories cont.

One Thursday evening, Claire had the night to herself and had just finished watching Iron Chef on Food Network. She felt inspired to make something new so she bounced into her kitchen and threw open her fridge door, wondering what ingredients she had to work with. Unsure, she pulled out her iPad and opened her new app.

She thought about the healthy lifestyle and exercise she had been trying to implement into her life, so she wanted to be sure she was making a healthy meal. Searching through various types of recipes and reading a few other user comments, she found one with a 5 star rating, stellar nutritional reviews, and a quick preparation and cook time.



Bon Appétit is an application where users learn how to eat healthier by understanding the nutrients they're consuming. Users learn through interactive, nutritional graphs and data.

Detailed Wireframes also focus on the Prototype UX.

Features & Functions

- Food & recipe filter (breakfast, lunch, dinner, snacks, dessert, festive, etc.)
- Individual recipe info (photos, user ratings, prep/cook/bake time, ingredients list, directions)
- Prep / cook / bake time
- Add personal recipes to share
- Favorite recipes
- Compare nutritional information throughout the week or per meal for one day



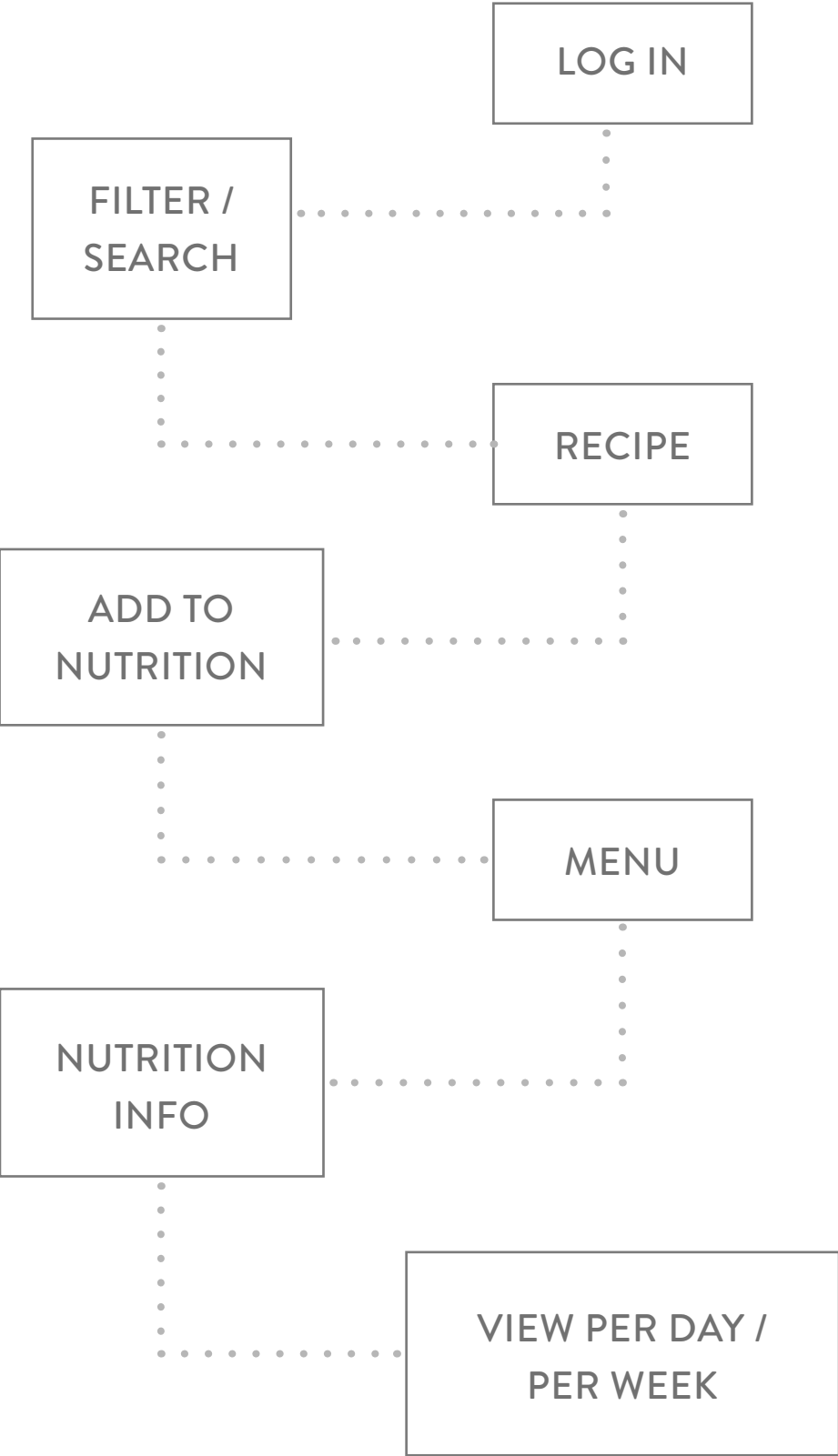


Chapter Four

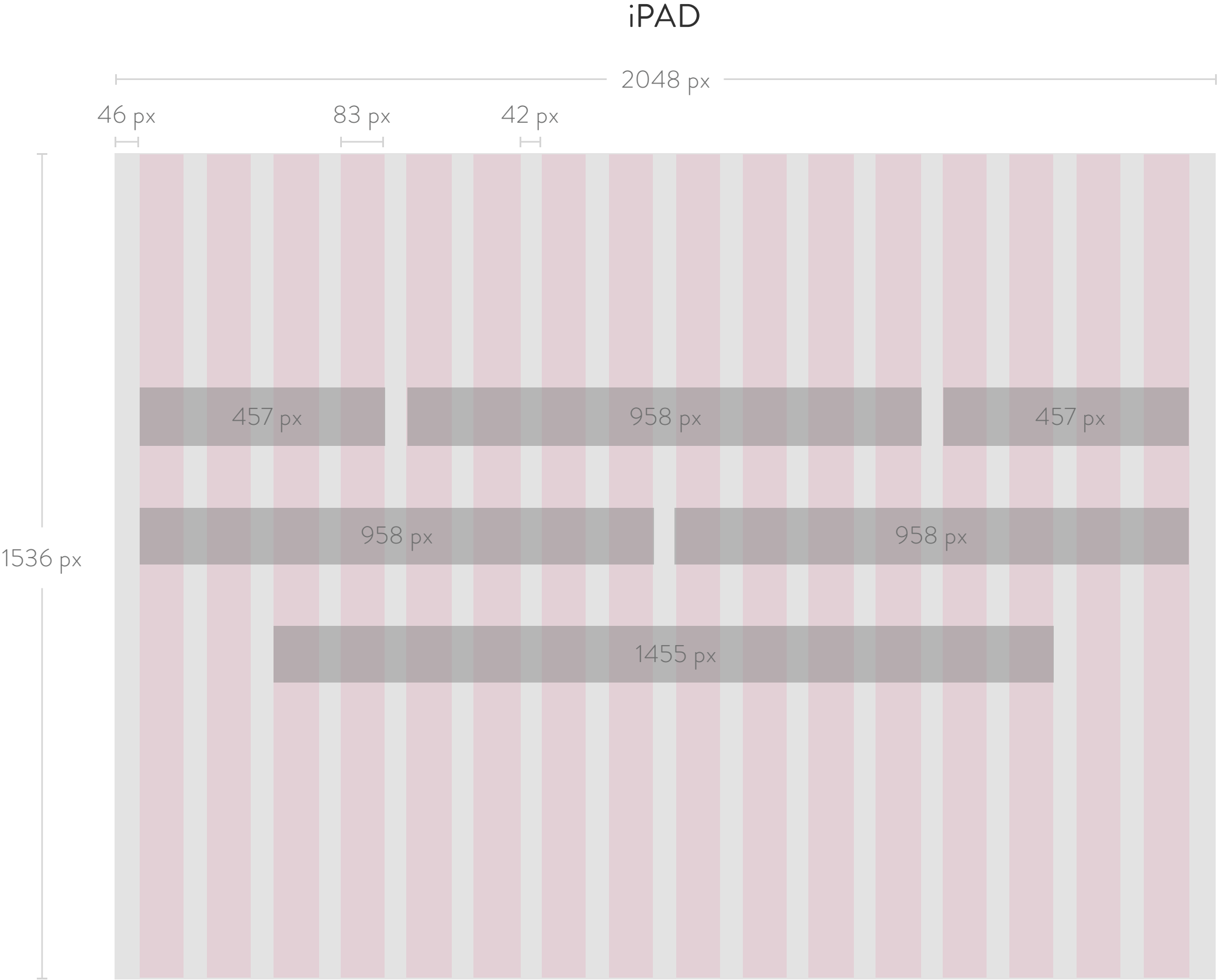


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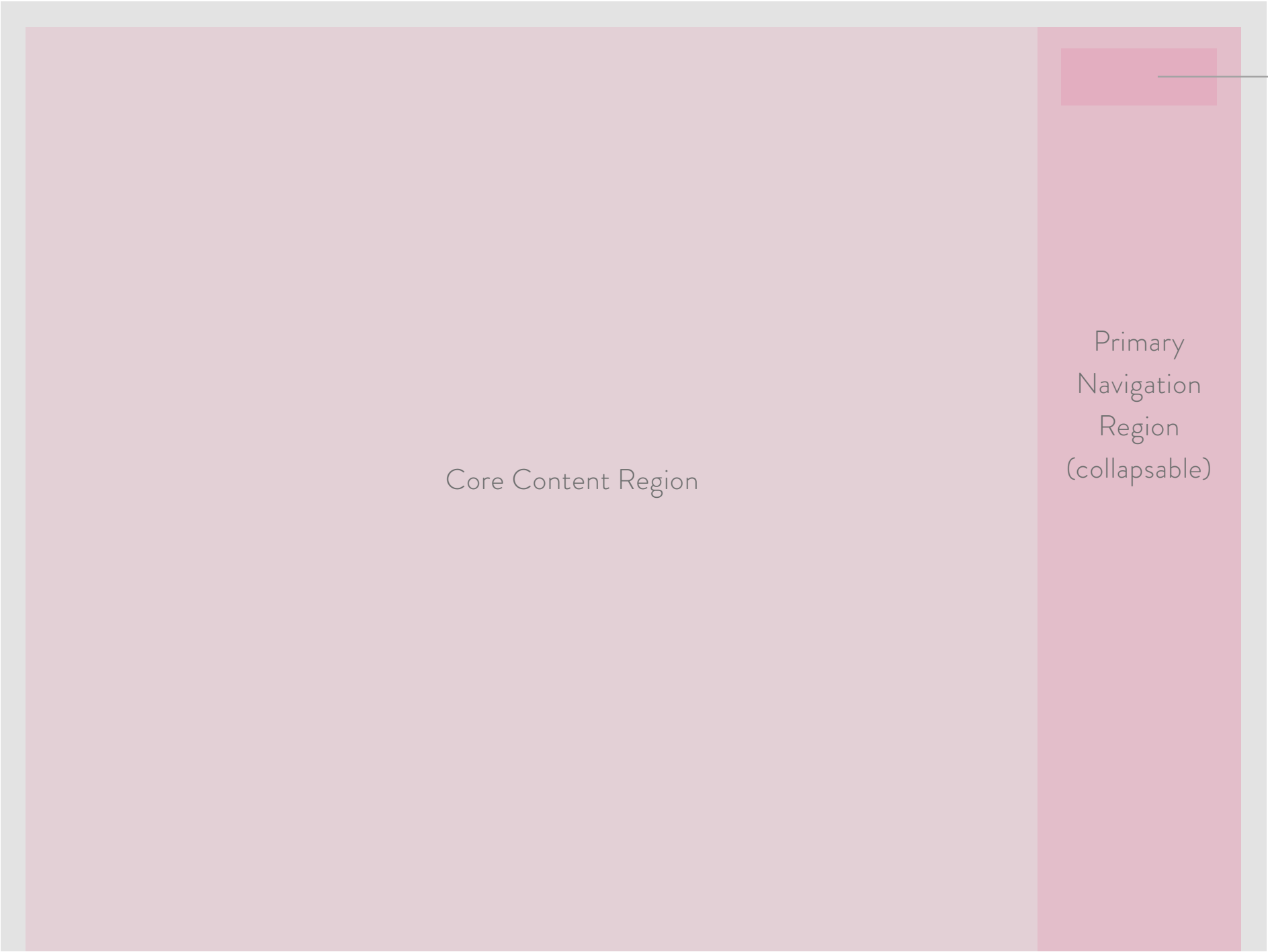
User Flow



Base Grid System



Core UX
Template



Orientation Strategy

*Content will remain in
Landscape / Horizontal*





Wireframes & Annotations

Chapter Four cont.



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Wireframe – Sign In

The Sign In page is the first page the user sees when they open the app. Once the app recognizes the users device or unless the user logs out themselves, the app will sign the user in automatically.

- 1

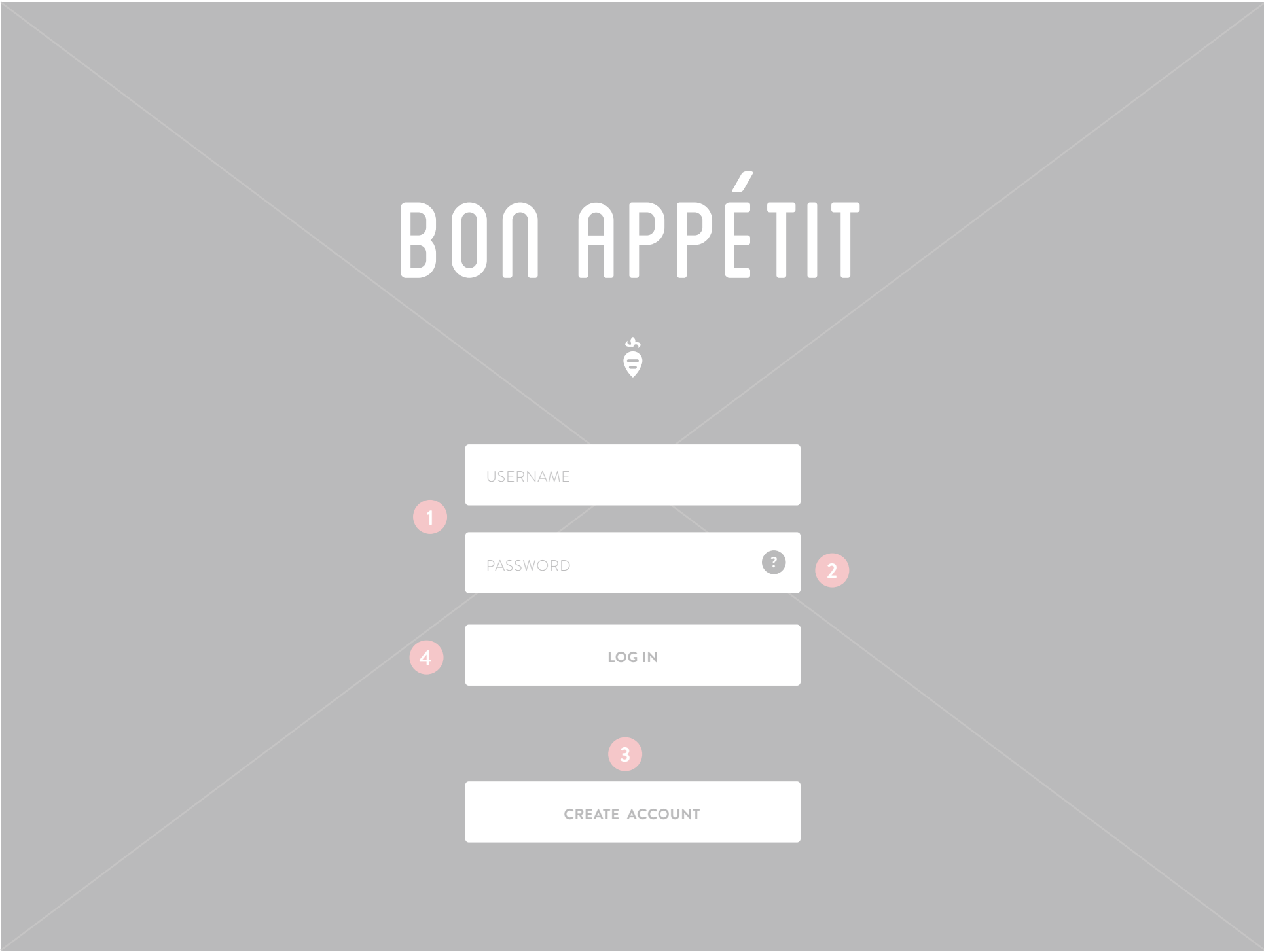
Sign In
Users sign in here
- 2

Forgot Password
If the user forgets their password, this button takes them to a page where they can retrieve it via email.
- 3

Create Account
Users can click this link to sign up for the app.
- 4

Log In
Once the user clicks this button they are redirected to the home page.

1.1 Sign In Page



Wireframe – Home

The Home page is the main page users will see when they open the app after they have signed in. This is the main page to view recipes and is where each recipe is listed. The page also has continuous scrolling.

- 1 Recipe**
Each grey box is a recipe. The images range in size. Sometimes in order of relevance.
- 2 Favorite**
Users can “favorite” recipes to save for later use.
- 3 Menu**
A hidden menu static on every page.
- 4 Swipe Up**
Users swipe up to see more content hidden further down the page.
- 5 Continuous Scroll**
User can keep scrolling down to see more recipes.

2.1 Home Page



Wireframe – Menu

As shown on the Home page (though it looks the same and can be accessed on any page of the app) a hidden menu appears when the user taps the diamond button in the top right corner.

- 1

Overlay

When the menu is open, the home page darkens to draw attention.
- 2

Close Menu

One way to close the menu.
- 3

Help

If the user gets stuck, an FAQ appears.
- 4

Account

User’s account & personal information.
- 5

Favorites

Access the list of recipes user has favorited.
- 6

Nutrition

Brings the user to the page where they can see their nutrition intake.

3.1 Hidden Menu



Wireframe – Recipe

A recipe’s page can only be accessed from the home page or the favorites page. They appear over the page content as a pop up.

- 1

Recipe Page

When the user taps a recipe on the Home or Favorites page the recipe appears over the page content.
- 2

Close Page

One way to close a recipe page.
- 3

Multiple Images

Users can swipe to the left to view more photos of the recipe.
- 4

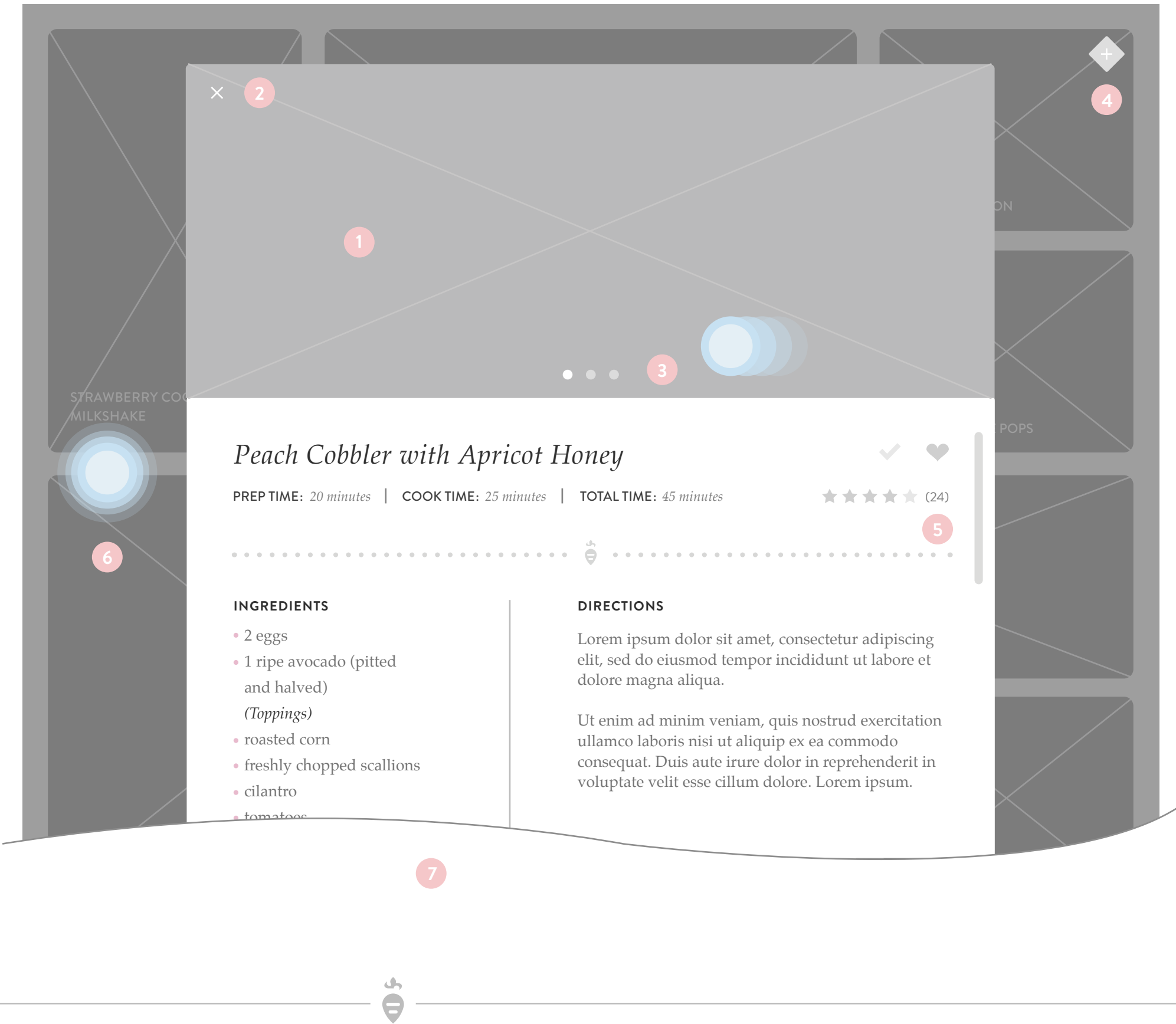
Menu

The menu is static and visible on every page.
- 5

User Ratings

Each recipe has a star rating and if the user taps the number beside the stars the user can see who rated and commented on the recipe.

4.1 Recipe Page



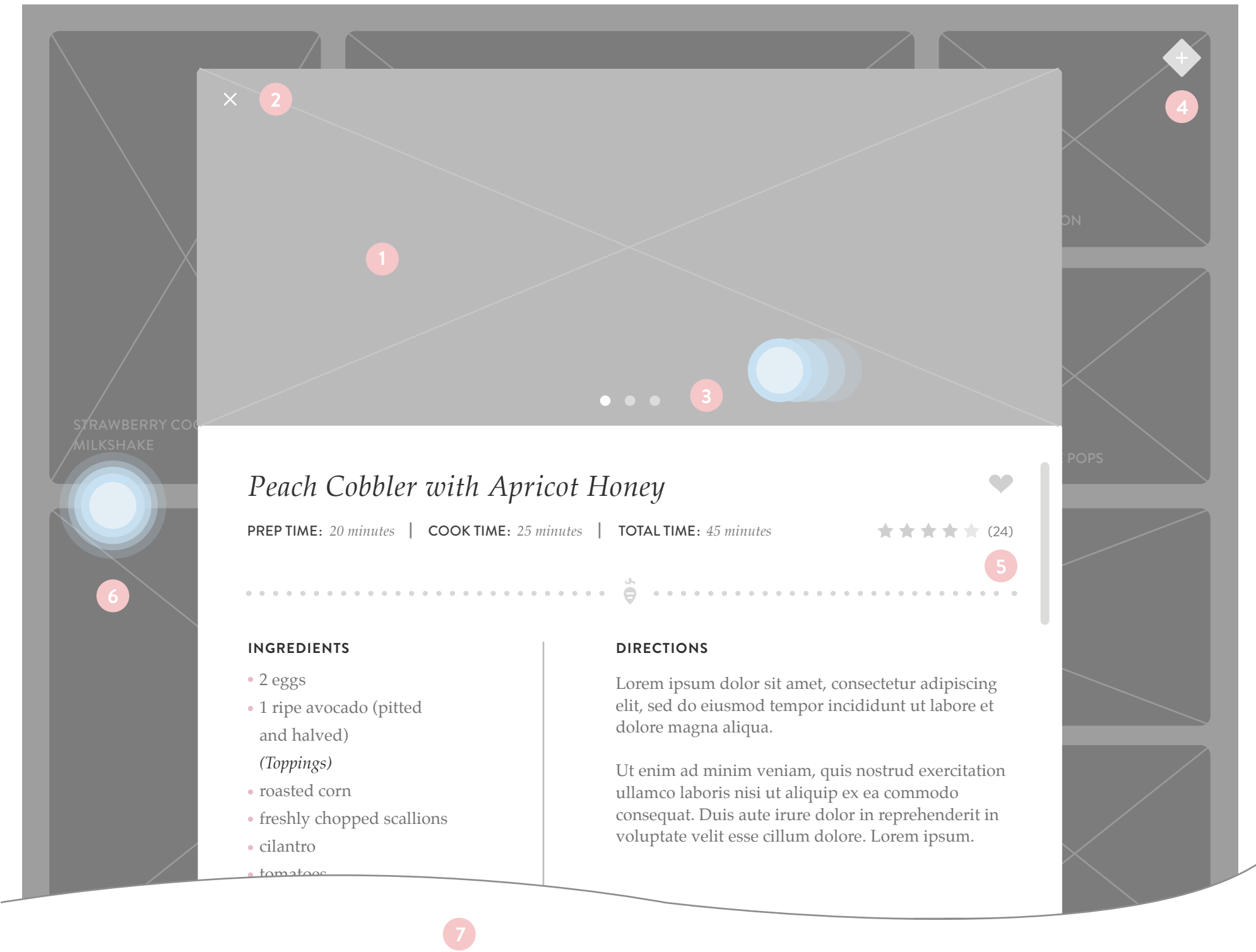
Wireframe – Recipe cont.

A recipe’s page can only be accessed from the home page or the favorites page. They appear over the page content as a pop up.

6 Tap to Close
Users may also tap anywhere beside the recipe window to close it.

7 Scroll Down
Users may also scroll down if the recipe directions and ingredients list becomes too long for the window.

4.1 Recipe Page



Wireframe – Recipe cont.

4.2 Recipe Page

A recipe’s page can only be accessed from the home page or the favorites page. They appear over the page content as a pop up.

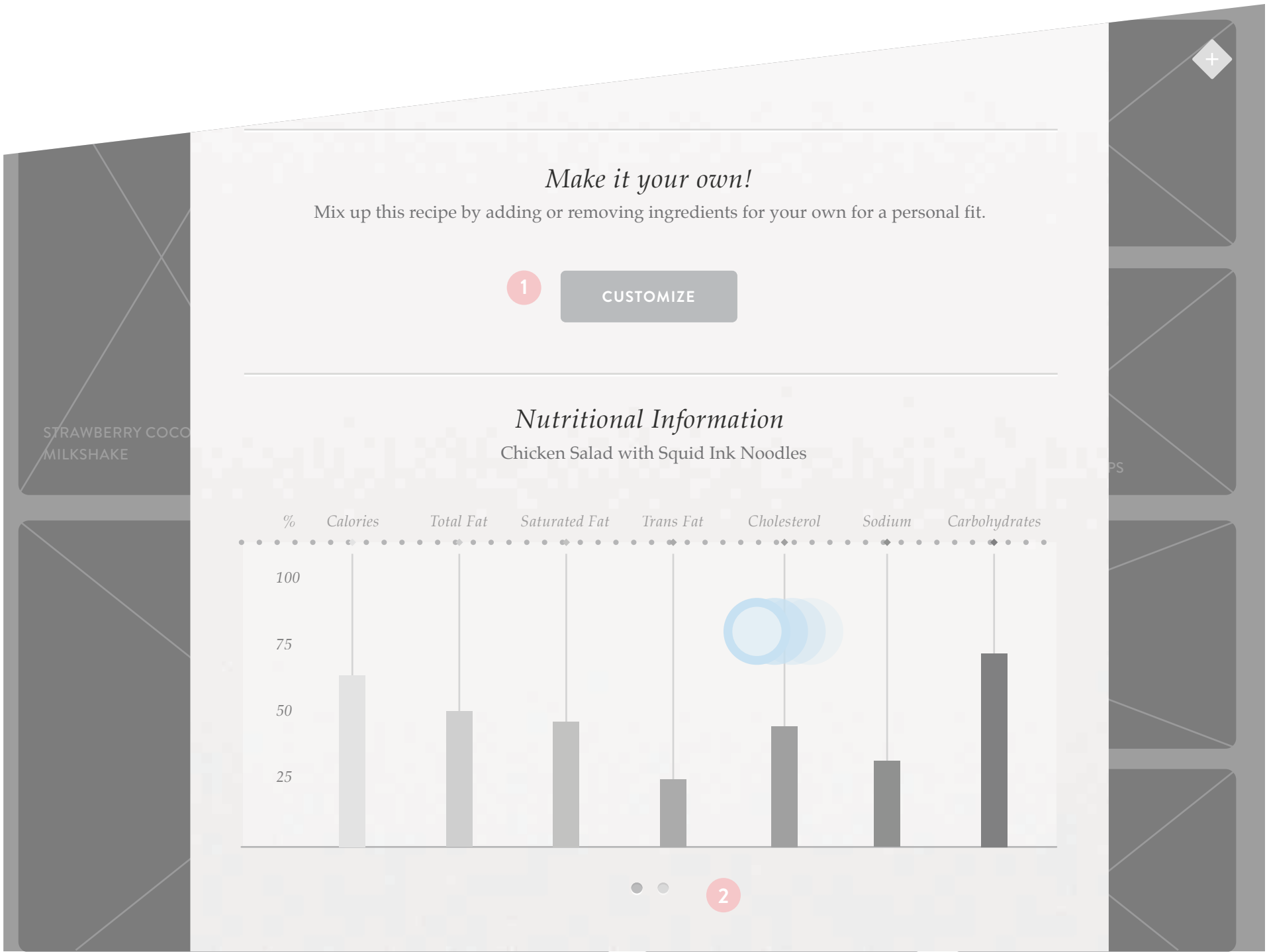
- 1

Customize

Users can customize the recipe to their liking by adding and removing ingredients.
- 2

Scroll Left

To see more nutrient information, users can swipe the graph to the left.



Wireframe – Nutrition 1

The first Nutrition page users see is an overview of the nutritional info users recorded for that day based off of the recipes the users chose.

1 Header

Header on this page will always show the date and a meal.

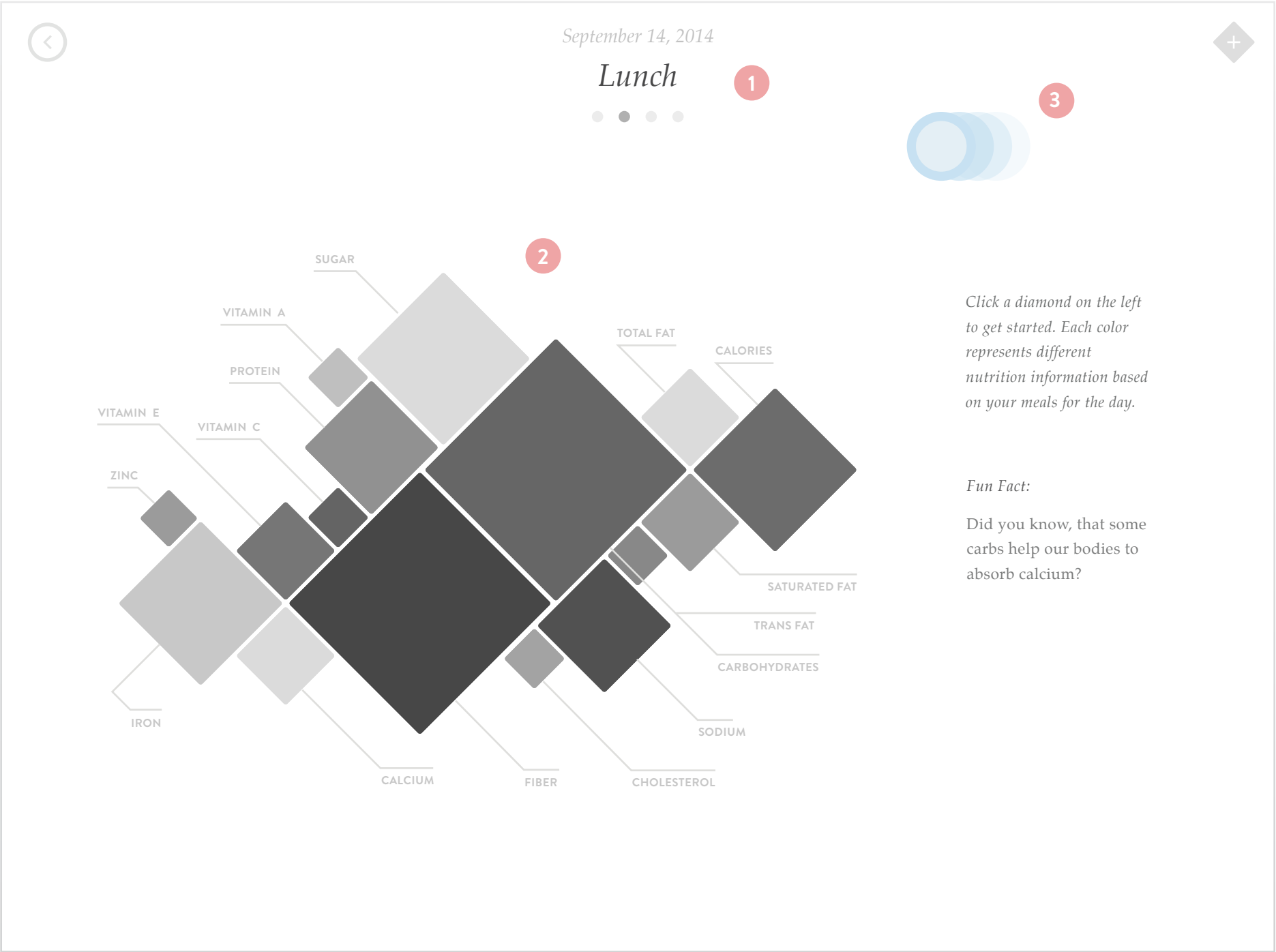
2 Nutrition Collage

Nutrition information is displayed in a geometric designed pattern that users can interact with to see more information.

3 Swipe Left

Users can swipe left to swipe between different meals and other options (breakfast, lunch, dinner, total, and weekly)

5.1 Nutrition Graph Page - Unselected



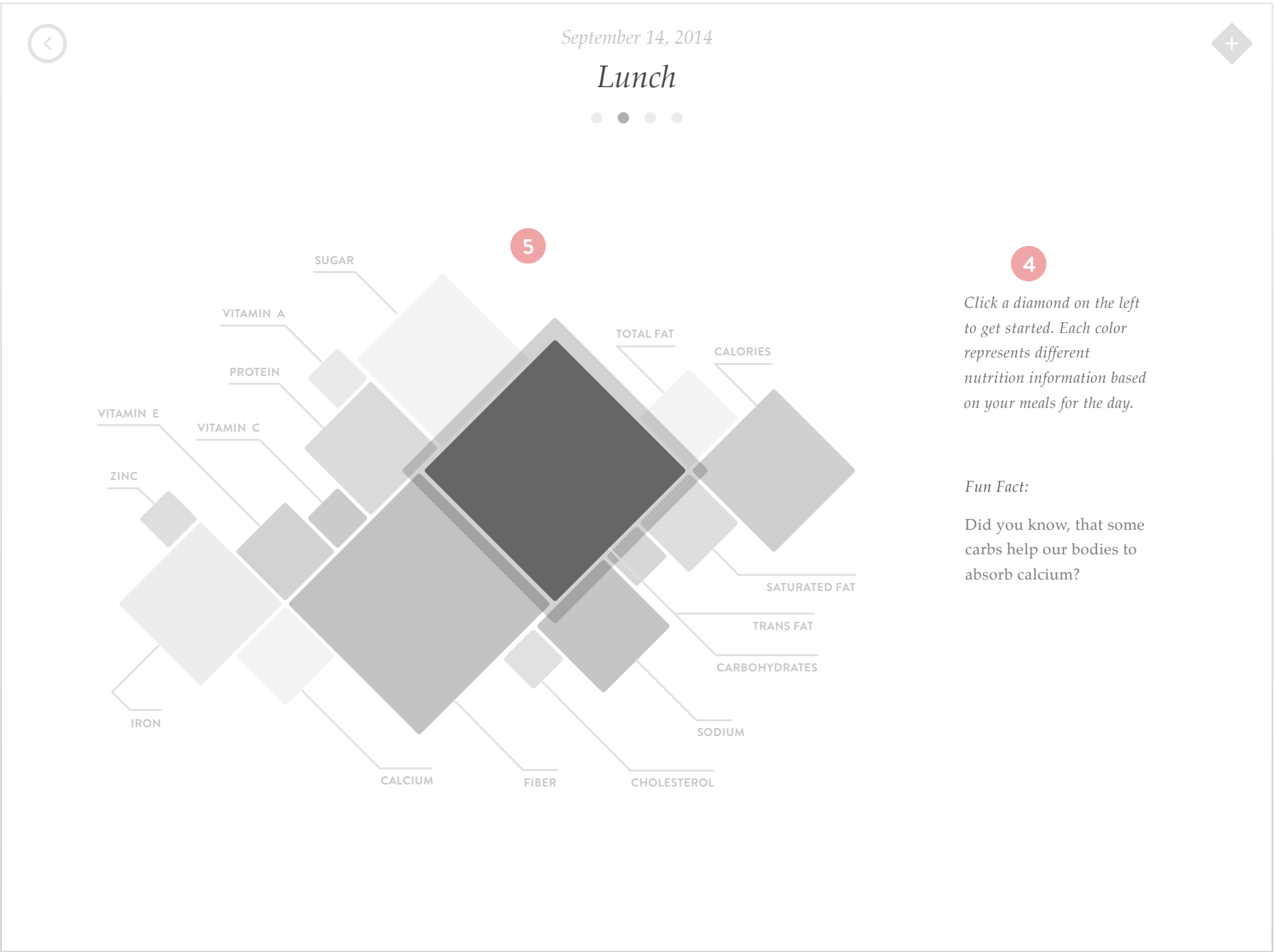
Wireframe – Nutrition 1 cont.

5.2 Nutrition Graph Page - Selected State

The first Nutrition page users see is an overview of the nutritional info users recorded for that day based off of the recipes the users chose.

4 Nutrition Info
Once a user selects a nutrition category (#6, shown right) more information is shown and gives the user nutritional facts and suggestions.

5 Selected State
When a shape is selected the other shapes fade into the background.



Wireframe – Nutrition 2

Nutritional information can also be displayed as a line graph but only when the user wants to view their weekly stats on a specific nutrient. Weekly line graph is the last page in the Nutritional information section (after you swipe past the Nutrition shape graphs).

- 1

Header

The current week is shown as the default but user can navigate to past weeks to see progress.
- 2

Select Nutrition

User can choose between each nutrition to display on the graph.
- 3

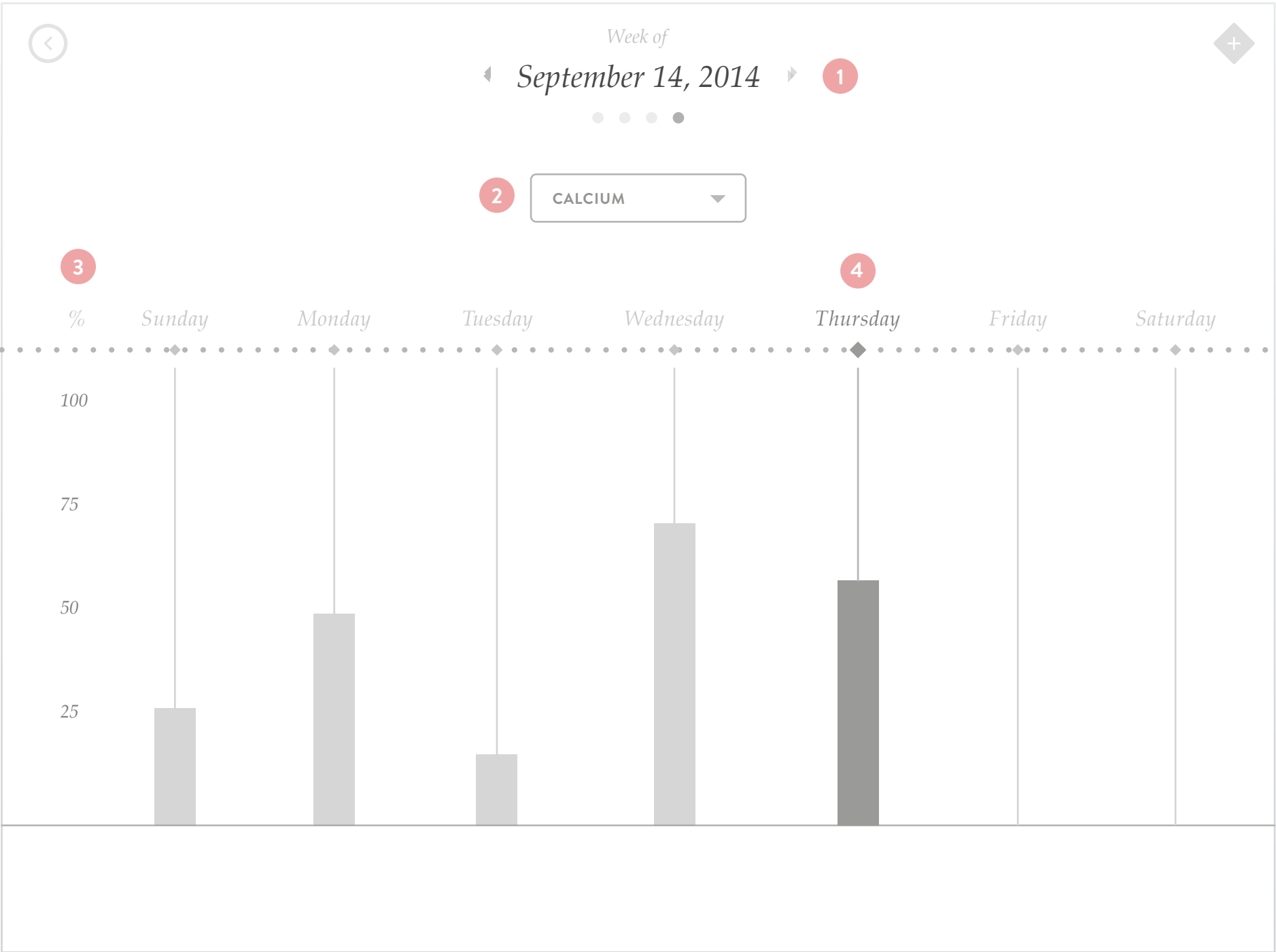
Percentage DV

The Y-axis is the percentage of the users recommended Daily Value intake of the selected nutrient.
- 4

Current Day

Line graph only goes as far as the current date.

6.1 Nutritional Line Graph





Moodboards & Preliminary Designs

Chapter Five



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Direction 1 – Moodboard

Simple & Sophisticated

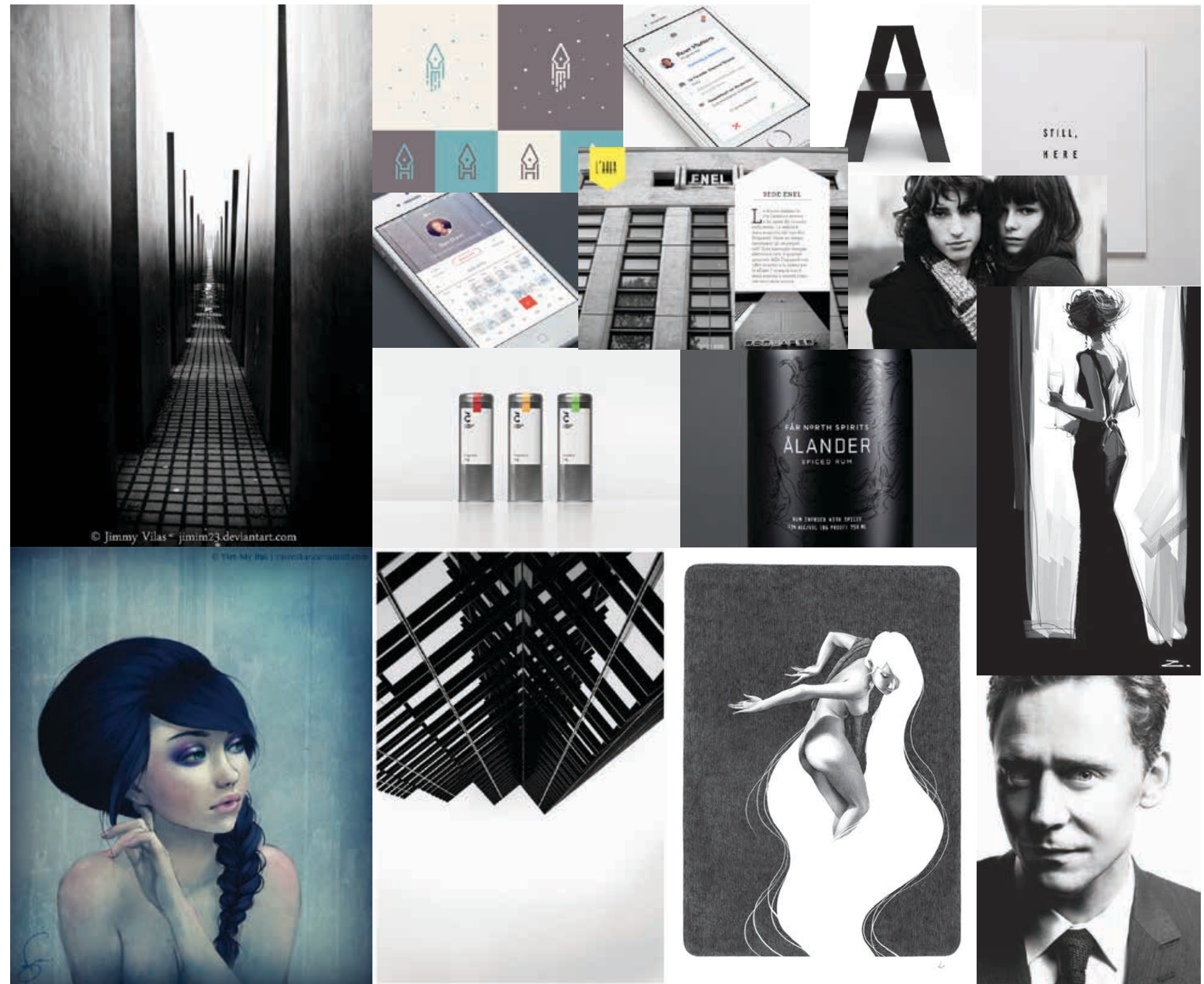
The direction of this moodboard is supposed to reveal a sense of class and elegance but with a modern and lightly playful touch. The main design has strong, simple blacks and whites with accents of color mostly brought out in the imagery of the recipes. Hairline dividers and soft hierarchical shifts are present throughout the design.

Keywords

Stark

Classy

Elegant




Direction 1 – Design

Simple & Sophisticated

The direction of this moodboard is supposed to reveal a sense of class and elegance but with a modern and lightly playful touch. The main design has strong, simple blacks and whites with accents of color mostly brought out in the imagery of the recipes. Hairline dividers and soft hierarchical shifts are present throughout the design.

Keywords

Stark
Classy
Elegant



Chicken Salad with Squid Ink Noodles

PREP TIME: 20 minutes | COOK TIME: 45 minutes | TOTAL TIME: 1 hour 5 minutes

★★★★★ (24)

INGREDIENTS

- 2 eggs
- 1 ripe avocado (pitted and halved)
- (Toppings)
- roasted corn
- freshly chopped scallions
- cilantro
- tomatoes

DIRECTIONS

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Direction 2 – Moodboard

Warm & Inviting

The direction of this moodboard is supposed to ease the user into a warm, comfortable, and inviting atmosphere that’s equally playful and fun. Rich, vibrant colors should inspire the user and compliment the recipes’ imagery.

Keywords

- Vibrant
- Natural
- Earthy



Direction 2 – Design

Warm & Inviting

The direction of this moodboard is supposed to ease the user into a warm, comfortable, and inviting atmosphere that's equally playful and fun. Rich, vibrant colors should inspire the user and compliment the recipes' imagery.

Keywords

Vibrant

Natural

Earthy

Direction 3 – Moodboard

Feminine & Bright

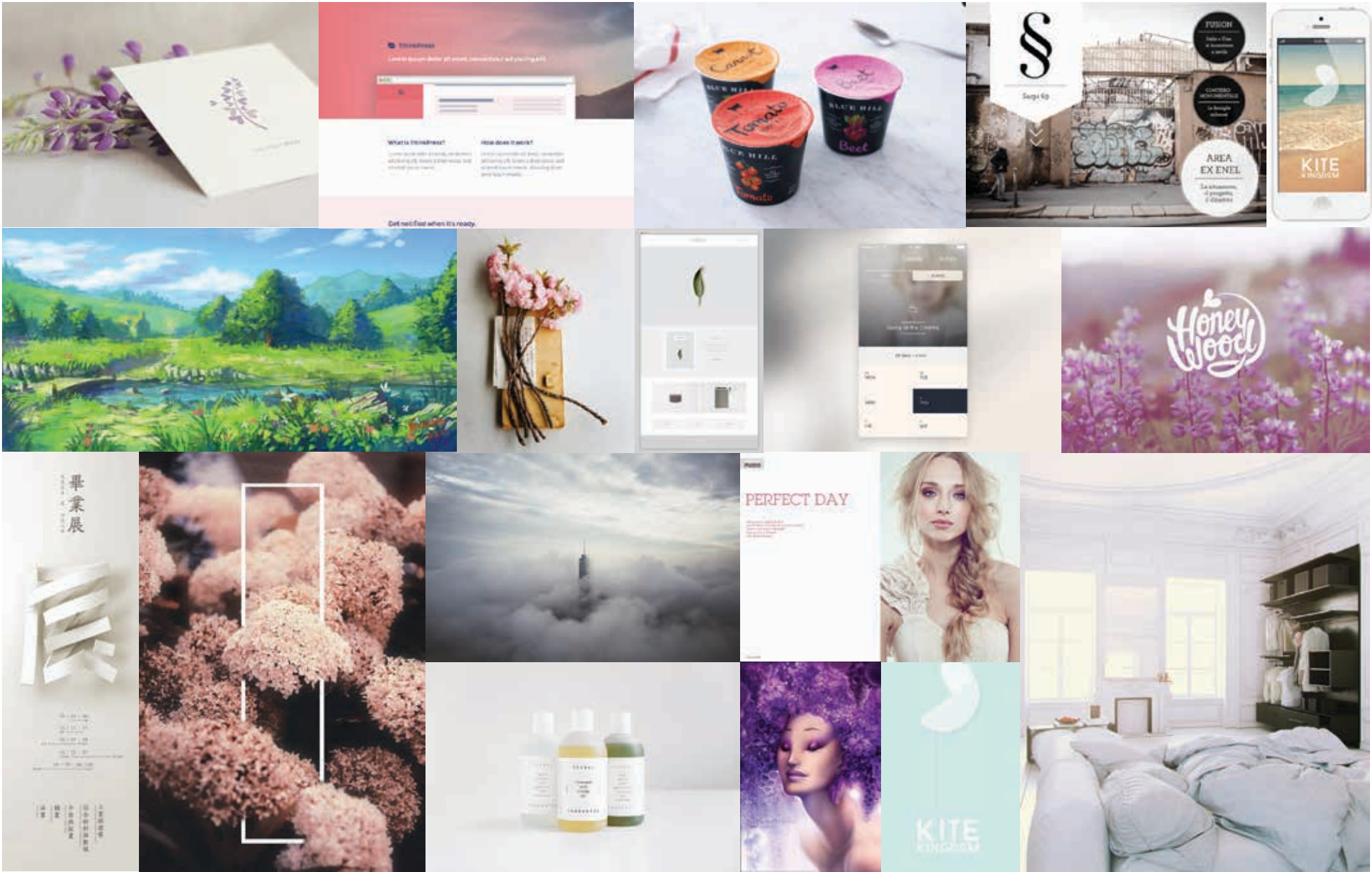
The direction of this moodboard is supposed to relax the user with a soft, gentle, calming appearance that is attractive to those with delicate and feminine aesthetic preferences. The colors are reminiscent of an early spring morning.

Keywords

Soft

Airy

Light



Direction 3 – Design

Feminine & Bright


The direction of this moodboard is supposed to relax the user with a soft, gentle, calming appearance that is attractive to those with delicate and feminine aesthetic preferences. The colors are reminiscent of an early spring morning.

Keywords

Soft

Airy

Light



MINI STRAWBERRY PANCAKES

KEY CAKE

AFPLES

Peach Cobbler with Apricot Honey

PREP TIME: 20 minutes | COOK TIME: 25 minutes | TOTAL TIME: 45 minutes

★★★★★ (24)

INGREDIENTS

- 2 eggs
- 1 ripe avocado (pitted and halved)
- (Toppings)
- roasted corn
- freshly chopped scallions
- cilantro
- tomatoes

DIRECTIONS

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Visual Design Direction

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Design Direction – Sign In

The Sign In page is the first page the user sees when they open the app. The goal is to entice the user with attractive photography, simple and soft gradients on the buttons and text boxes, and clean typography.

- 1

Log In / Create Account Button

Subtle gradient shift when the user taps on the button.



Inactive



Active



Inactive



Active

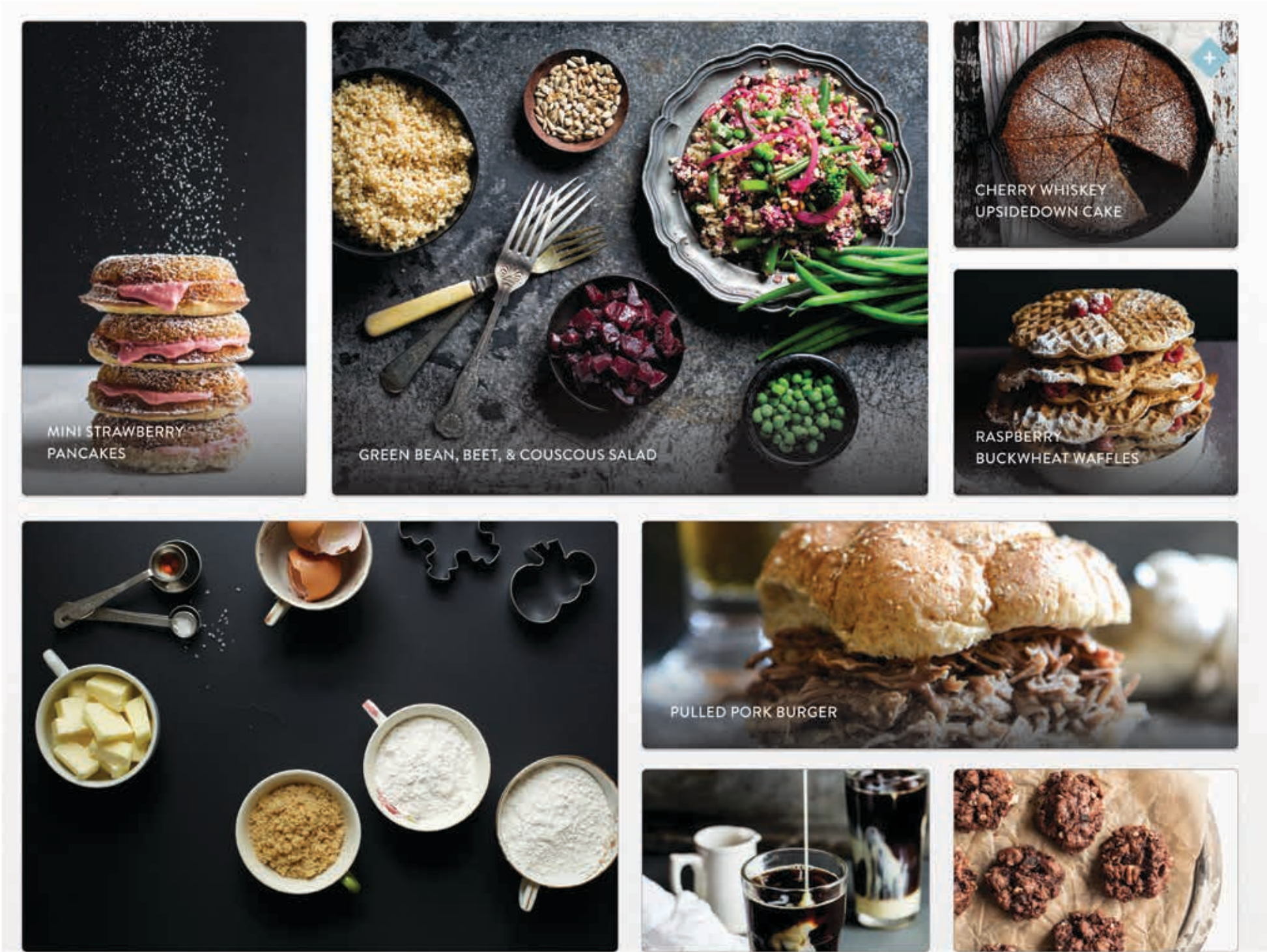
1.1 Sign In Page



Design Direction – Home Page

The Home page is the first primary page the user sees when they open the app after signing in. The goal is to entice the user with attractive photography of the recipes available. The layout is simple and straight forward. The only options the user has is to click a recipe, scroll, or open the menu in the top right.

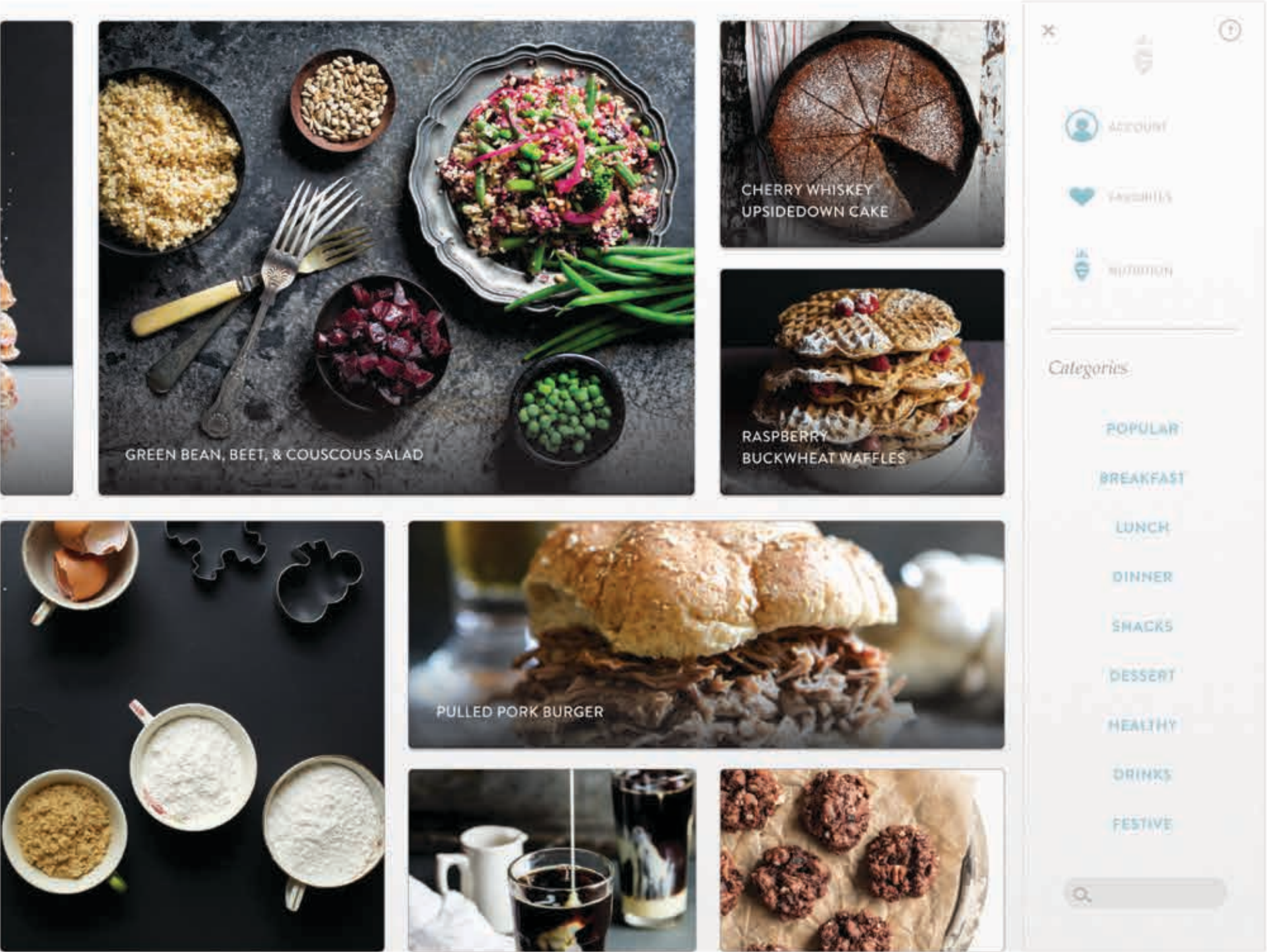
2.1 Home Page



Design Direction – Home Page

When the menu is clicked (on any screen of the app) the content on the screen is pushed to the side as the menu expands. From here the user can access their profile, their favorites, their Nutrition information, app assistance, search, and a filter search through recipe categories.

2.2 Home Page & Open Menu



Design Direction – Recipe

A recipe’s page is only accessible from the home page or the user’s favorites. The recipe information appears over the background content that fades behind the content to bring out more contrast.

1 *Selected Vs Unselected*
Favorites button, current displayed image, number of stars.

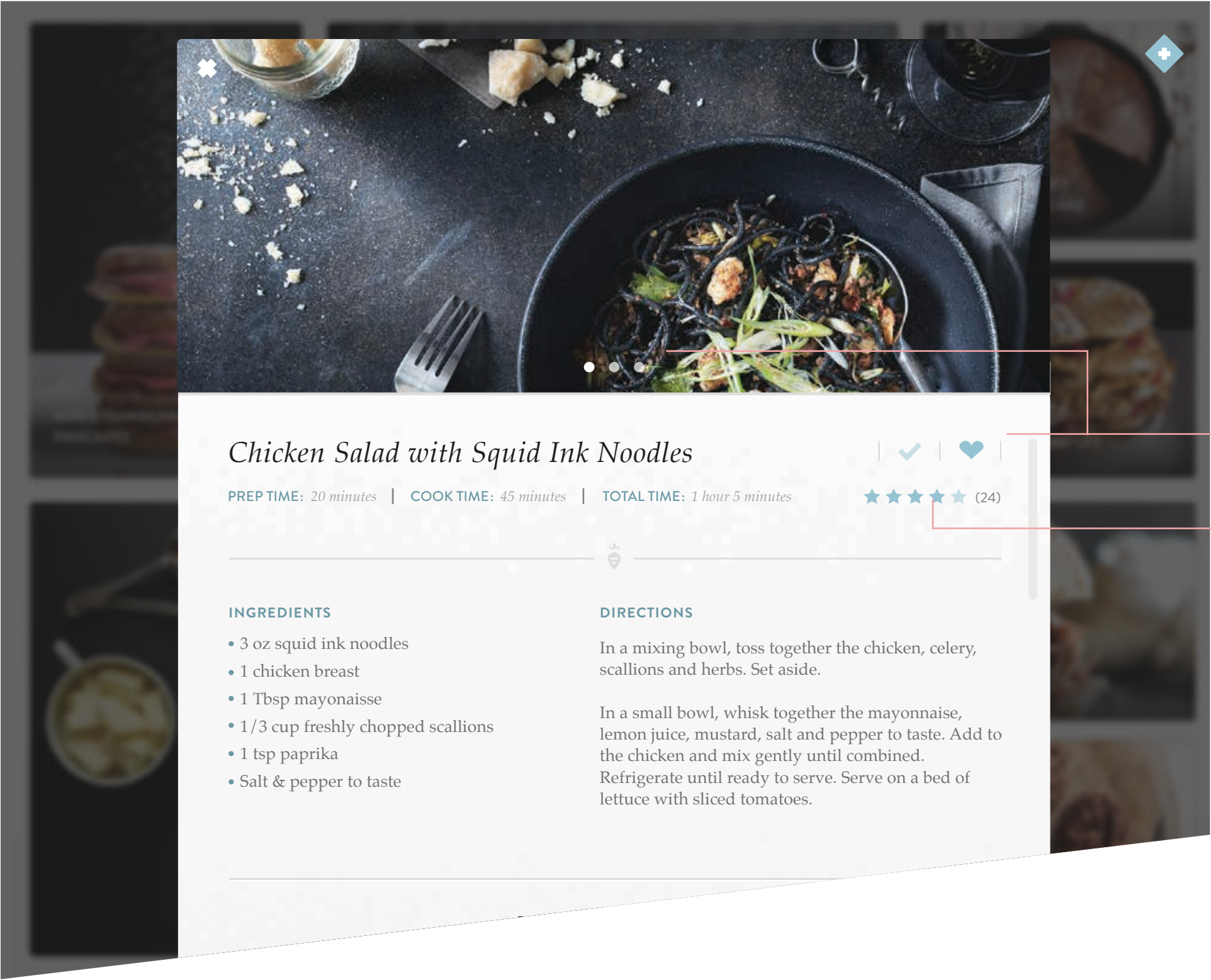
Selected



Unselected



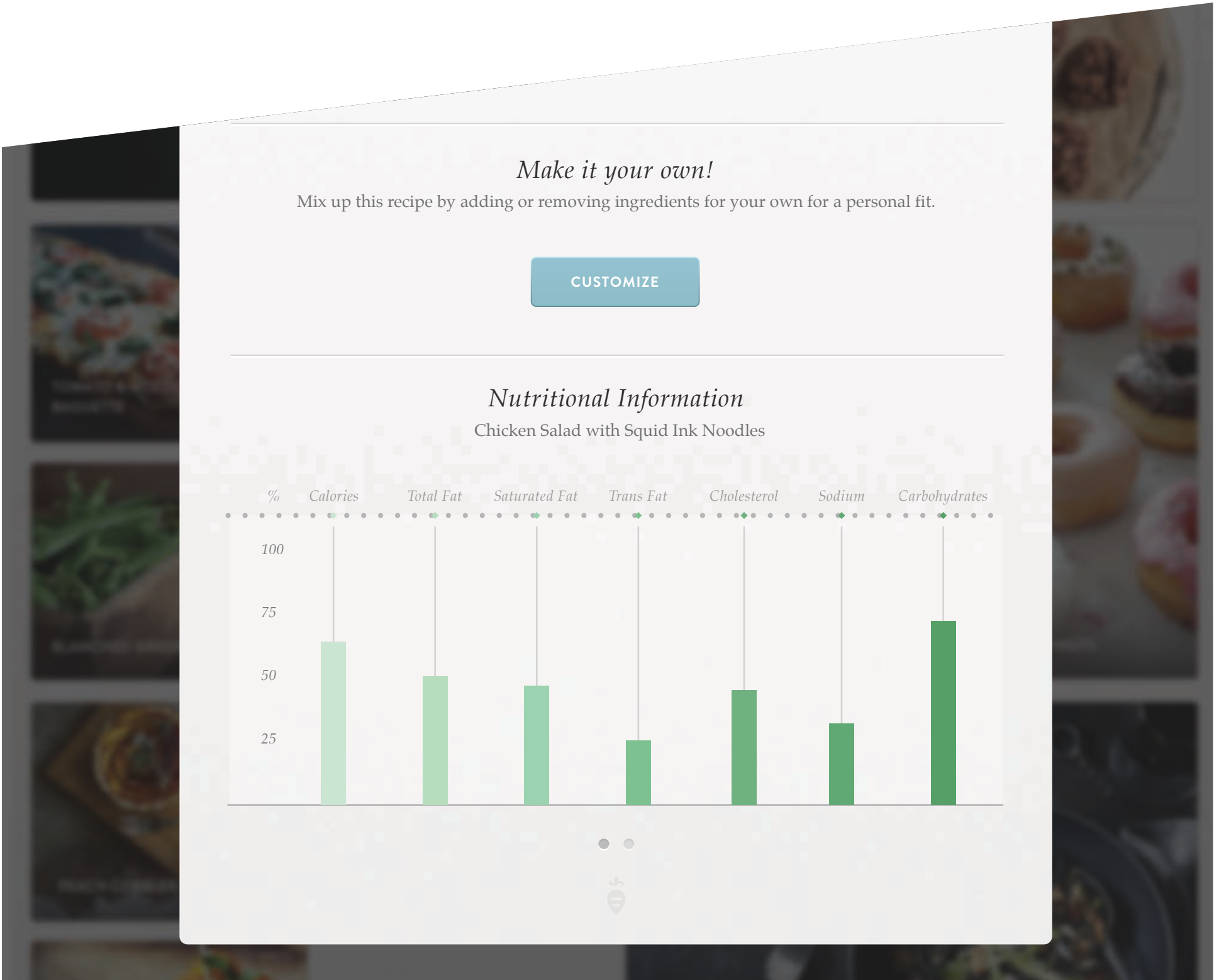
3.1 Recipe Page



Design Direction – Recipe

A recipe’s page is only accessible from the home page or the user’s favorites. The recipe information appears over the background content that fades behind the content to bring out more contrast.

3.2 Recipe Page



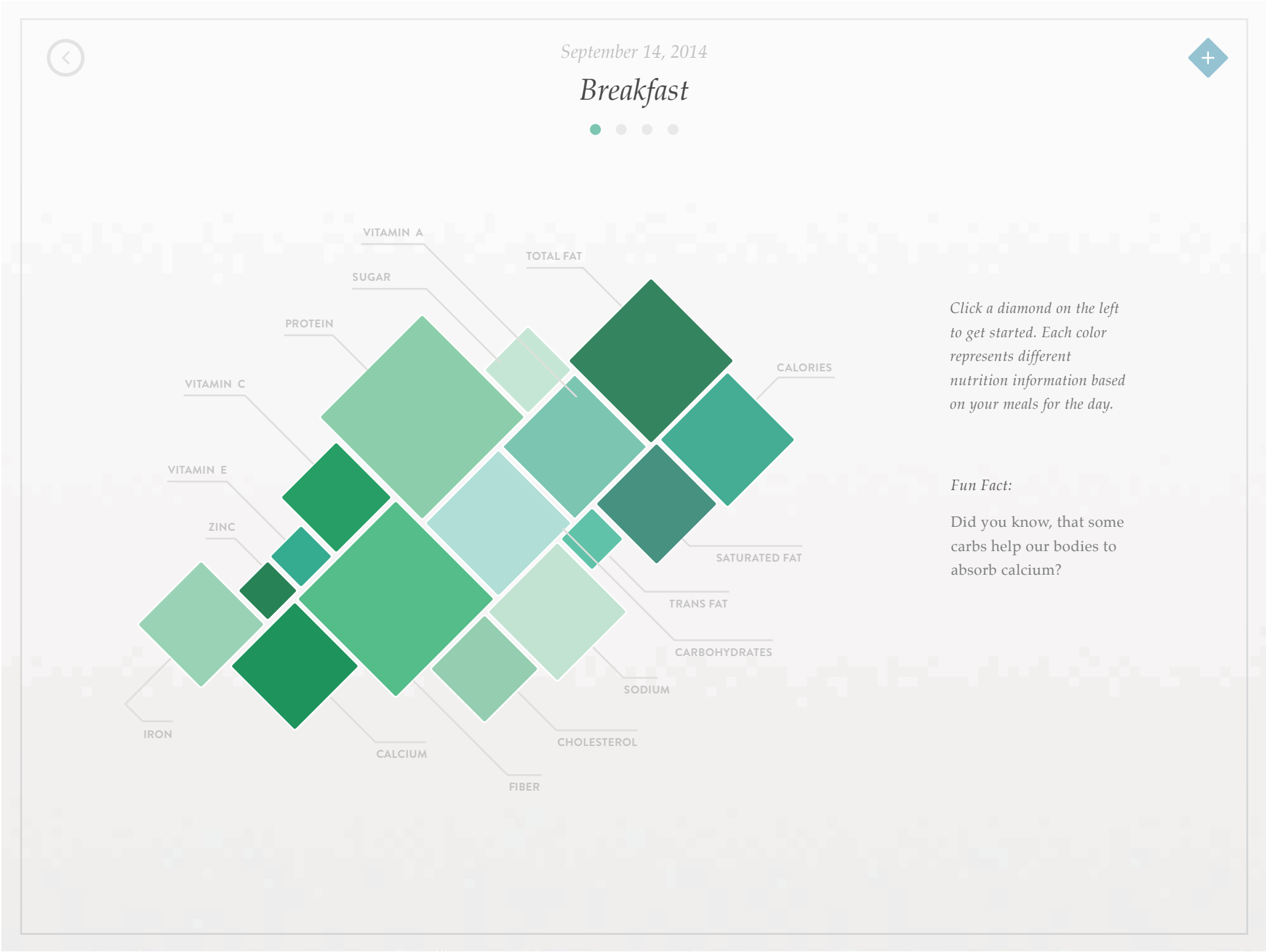
Design Direction – Nutrition

The theme of the first Nutrition page is to continue mimicing the magazine / editorial aesthetic with clean, crisp typography, sharp, thin lines as accents, and a splash of cool hues for color, but with a lighter tone overall due to the pale background with a subtle gradient and grainy texture.

1 Unselected State

When the user first opens this page the default setting is an unselected state where no nutritional information is selected. The paragraphs on the right hand side are set to a default tutorial to tell the user what they can do, plus a little food “fun fact” for added bonus.

4.1 Nutrition Page Unselected State



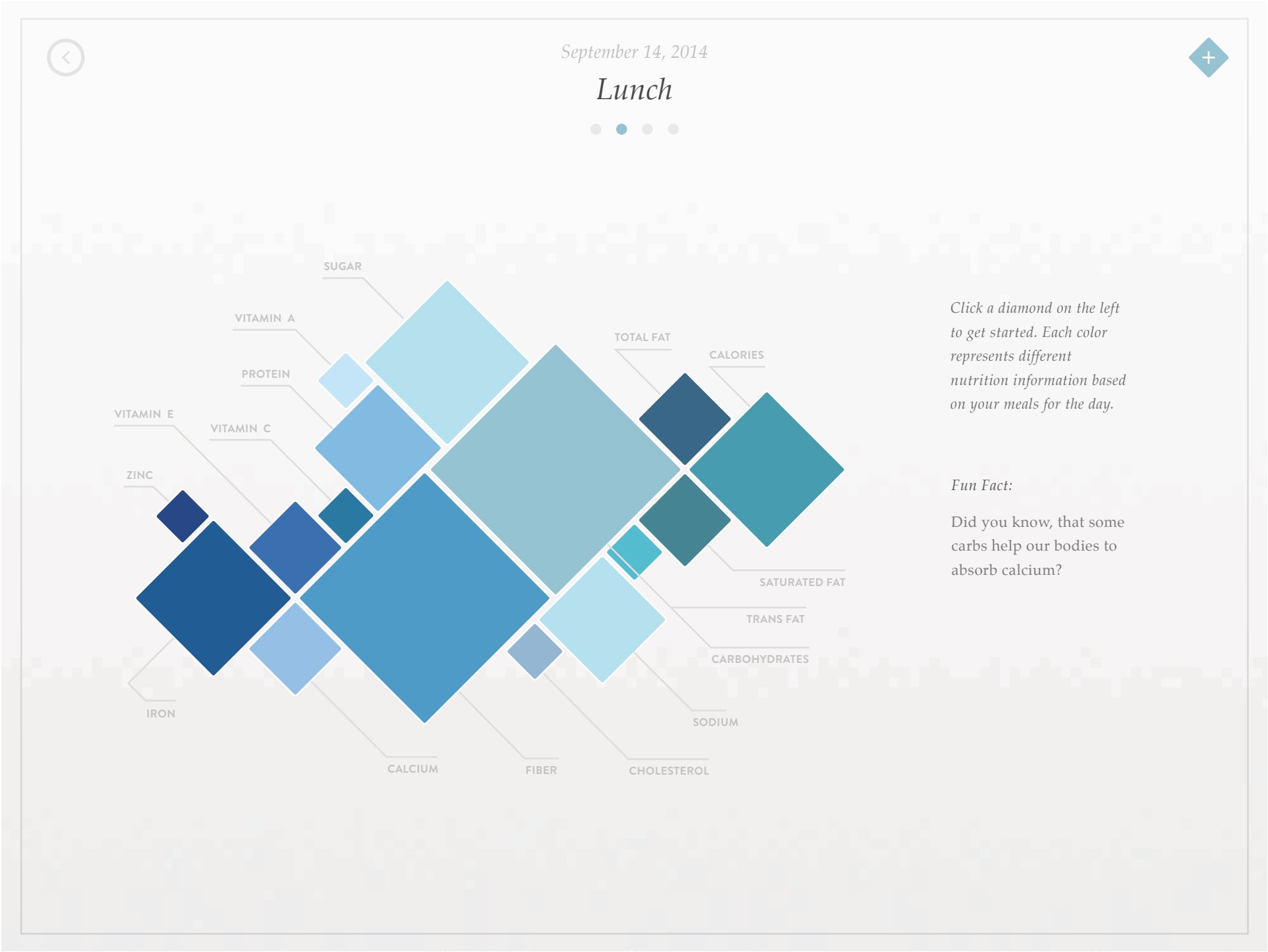
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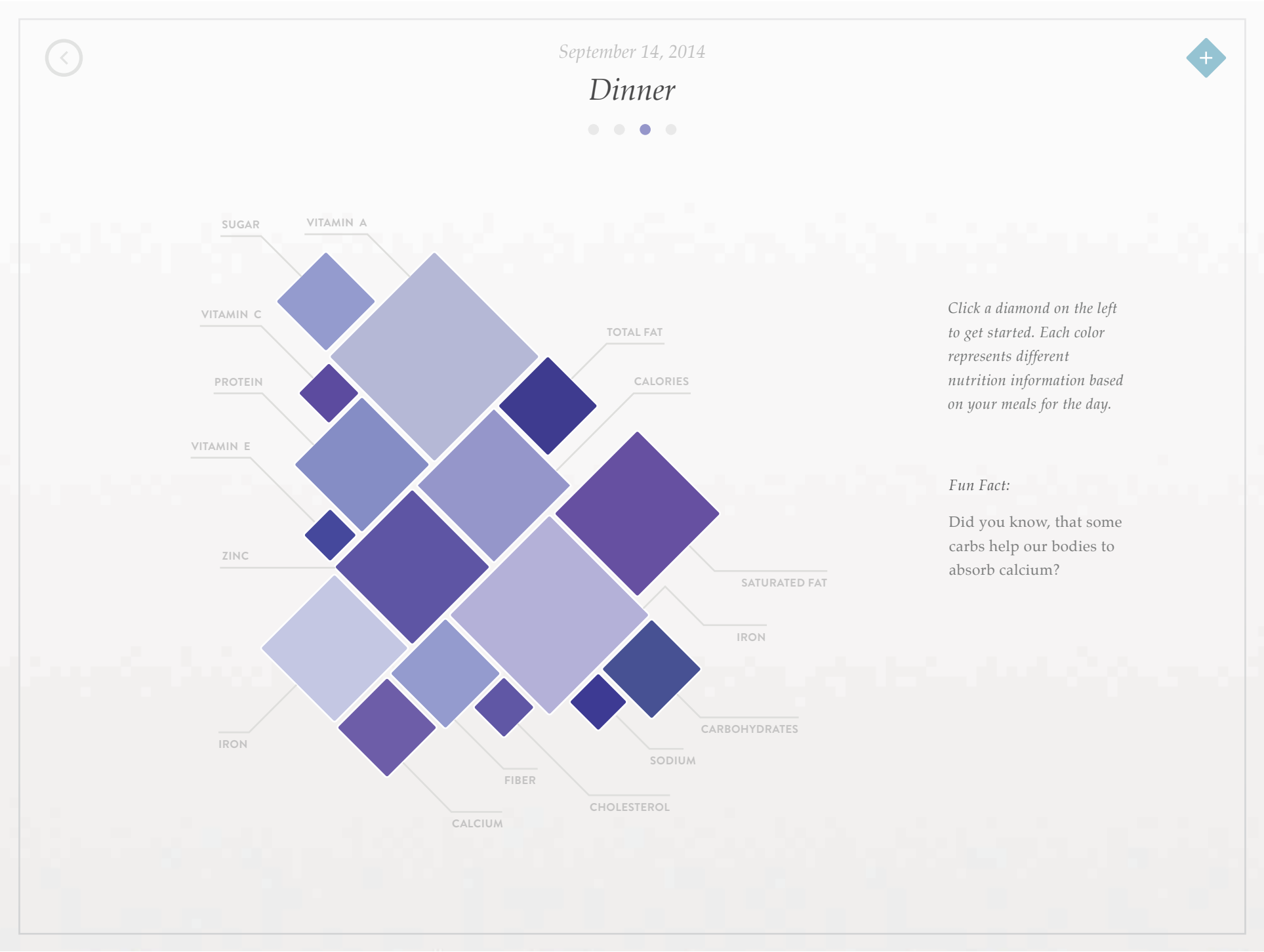
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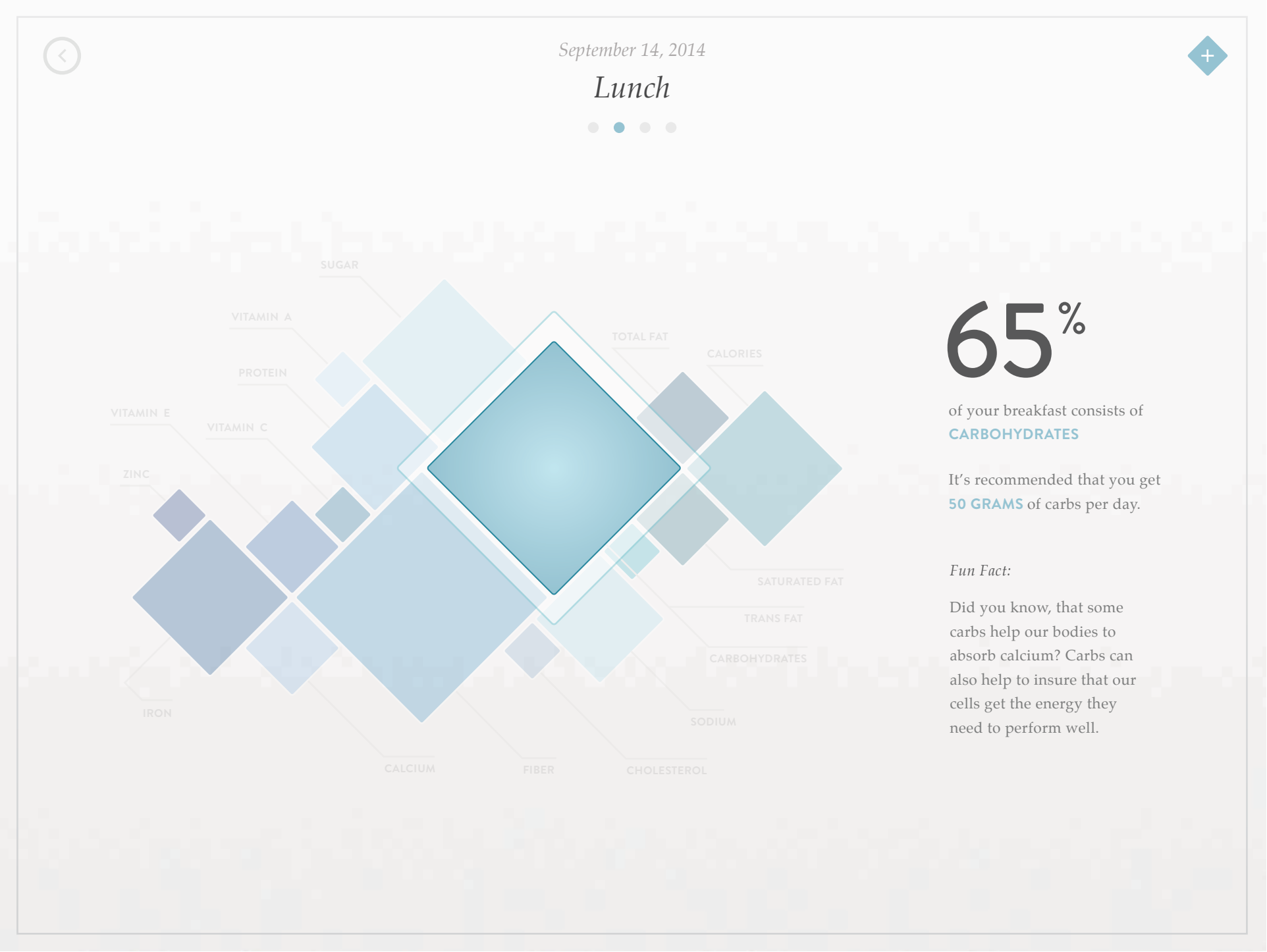
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1 Selected State

Once the user taps on a shape the others fade into the background and the content on the right side of the page changes to information about the current selected shape / nutrition. The “fun fact” changes to suit the selected nutrition, as well.

4.2 Nutrition Page Selected State



Design Direction – Weekly

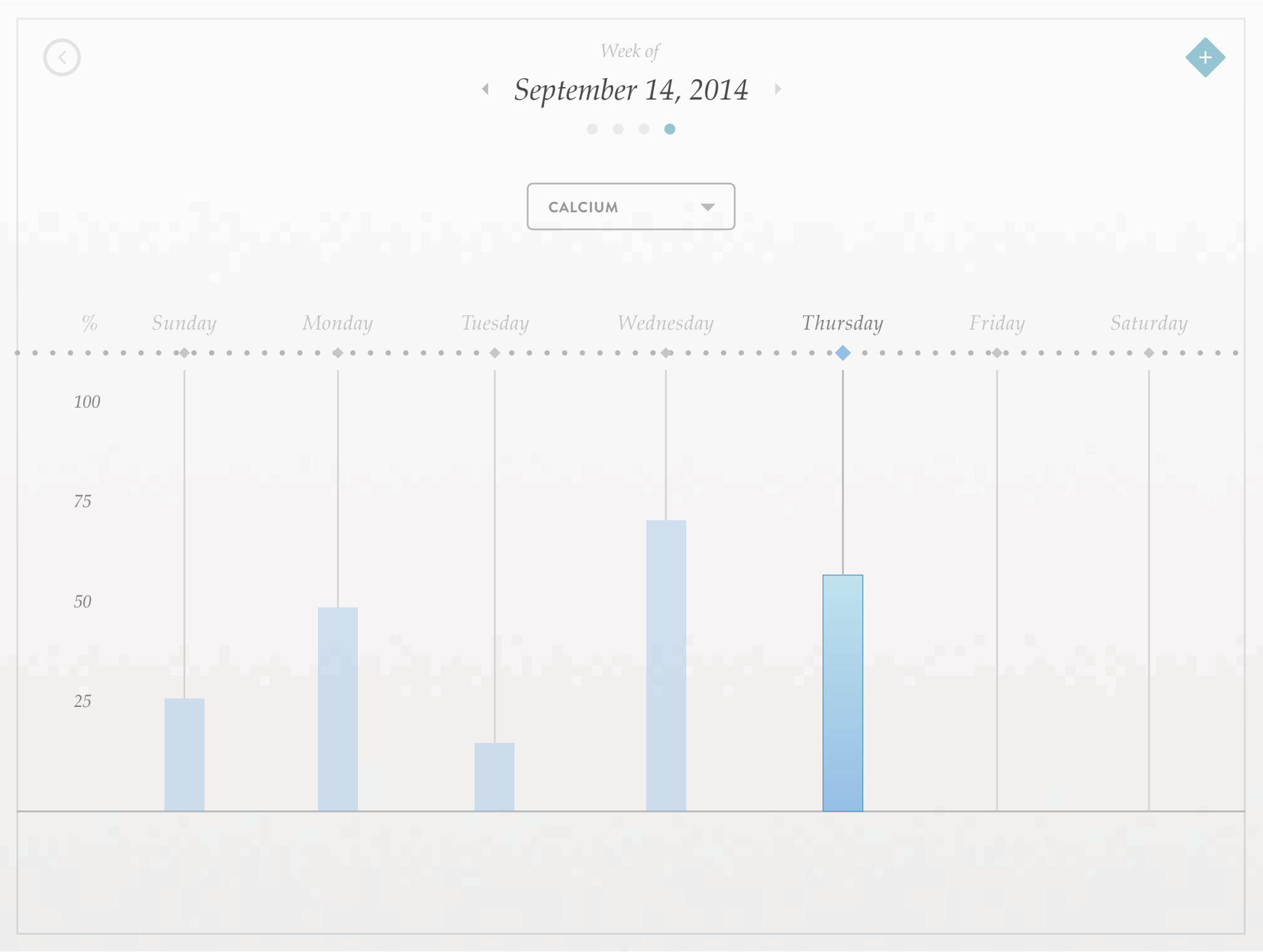
The theme of the second Nutrition page is to continue mimicing the first Nutrition page, but this view shows data to the user in a weekly view as opposed to a per meal or per day view.

1

Selected / Unselected State

Depending on what day it is during the week when the user views this page, the current day will be highlighted while the other days are either faded into the background or not visible. The user can also navigate between the weeks at the top of the page or choose what nutrition they want to view in the drop down.

5.1 Weekly Nutrition Page





Animation Storyboard

Chapter Seven



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Overview

The purpose of this storyboard is to map out the user path for the animation and describe what kind of visual effects and transitions will take place.

The animation will be about 40 seconds with a 16:9 ratio.

Screens and features include:

- Log in page
- Home page
- Recipe page
- Hidden Menu
- Nutrition page
- Fade in/out, swiping, clicking, closing/opening transitions



Animation Storyboard

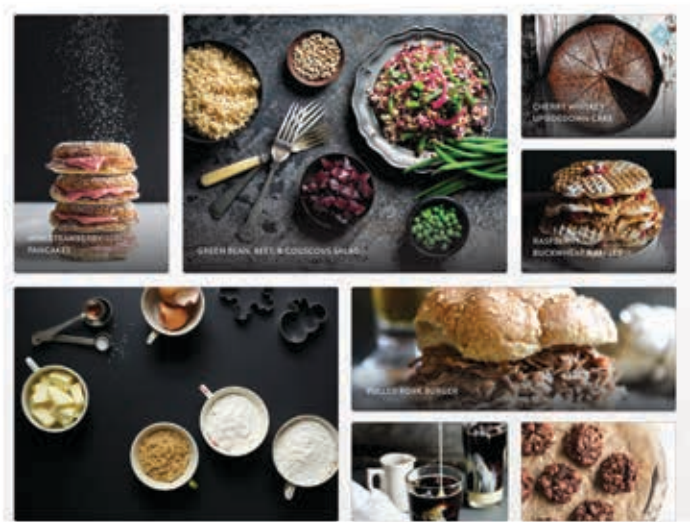
Here the screens are laid out in order of appearance in the eventual animation. The user path for the storyboard / animation begins at the log in page then transferring to the home page, a recipe page and its content, back to the home page where the menu is selected and redirected to the nutritional info page. Here the user flips through the various nutritional data screens and shows a selected state before finishing.

1.1



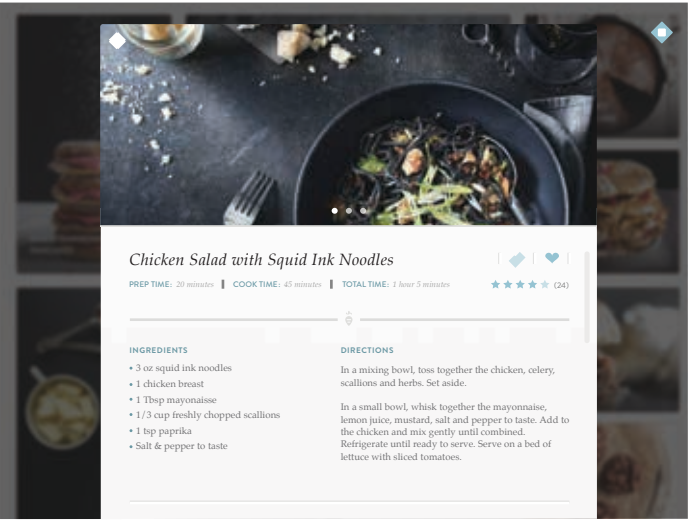
After fading in from a white background, the scene opens up to the log in page. The cursor hesitates before loggin in.

2.1



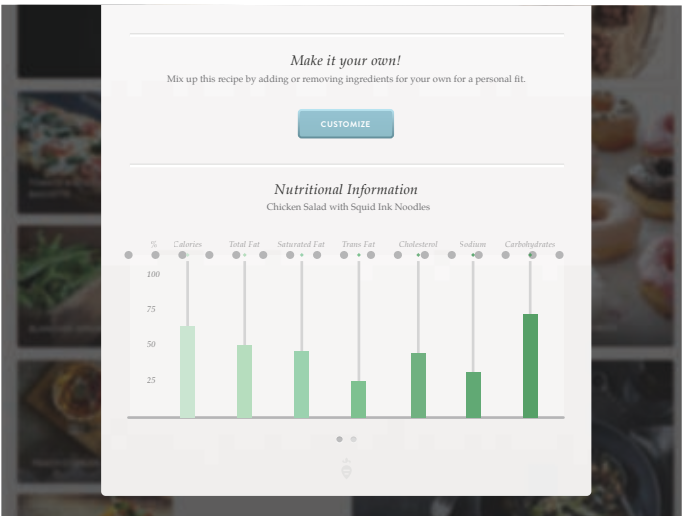
The screen fades in to the home page. The user scrolls down then clicks on a recipe.

3.1



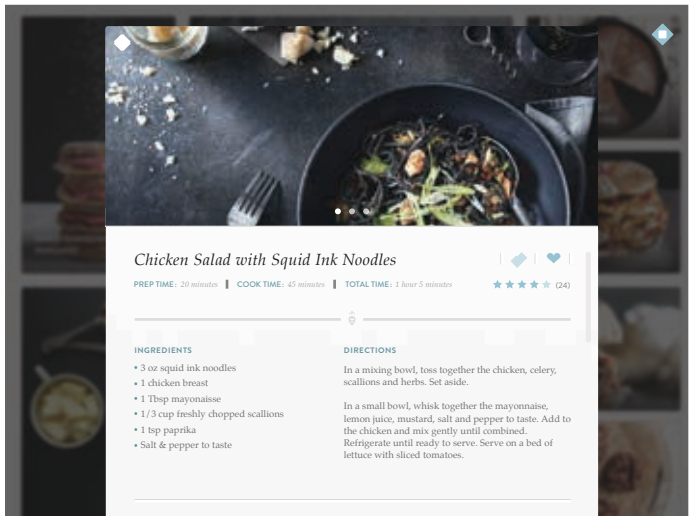
The recipe box fades in by sliding up and bounces slightly before settling.

3.2



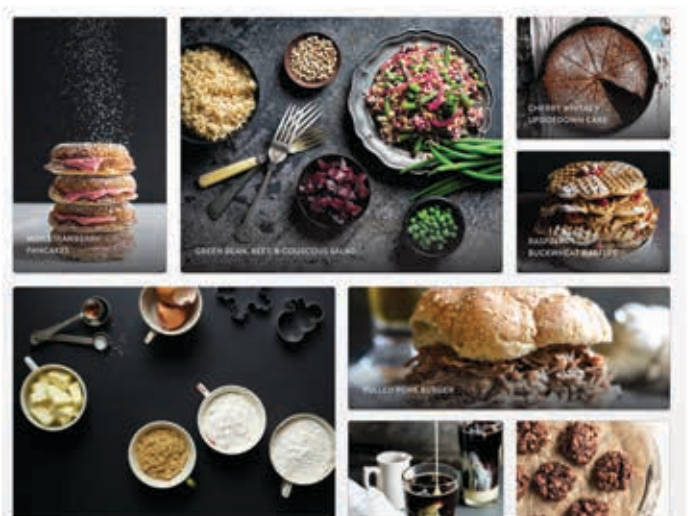
The user swipes to the bottom then slowly swipes up before closing the window.

3.3



The user taps on the darkened space beside the recipe box to close it. The box fades away.

4.1

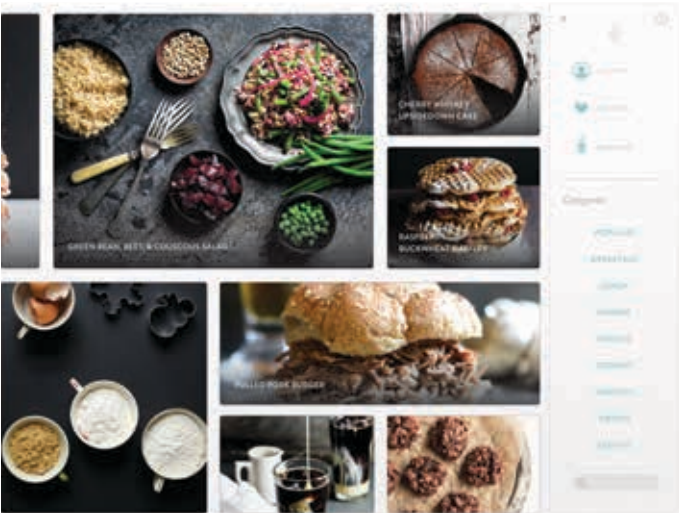


Once the recipe box closes, the user taps the menu icon in the top right.

Animation Storyboard

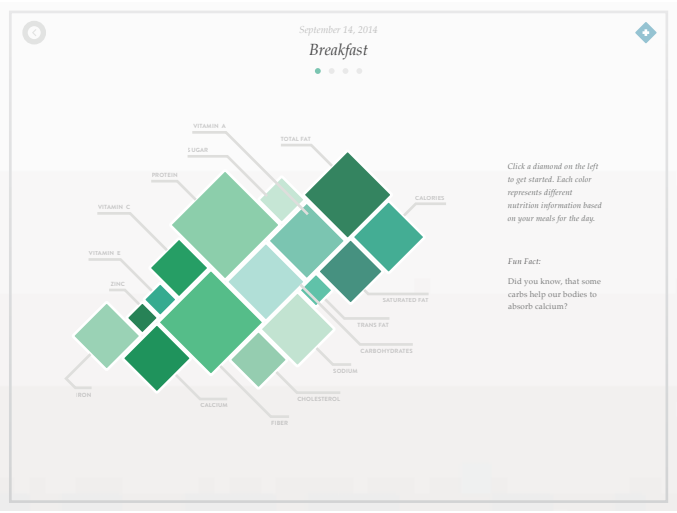
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4.2



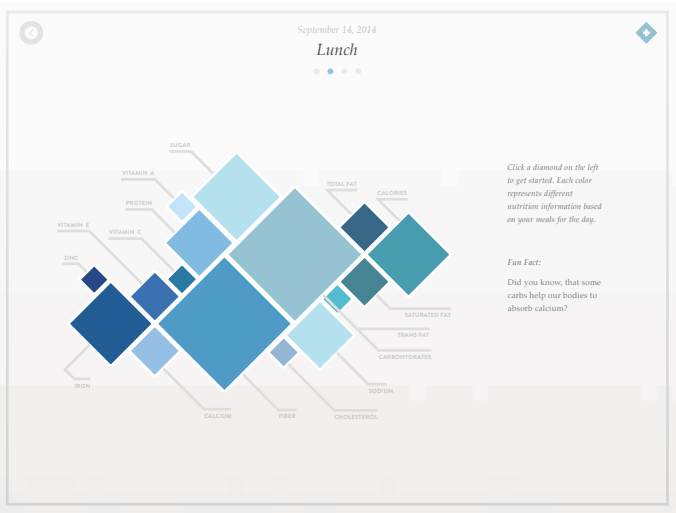
The hidden menu slides in from the right side and pushes the entire content over. The user taps the “Nutrition” button.

5.1



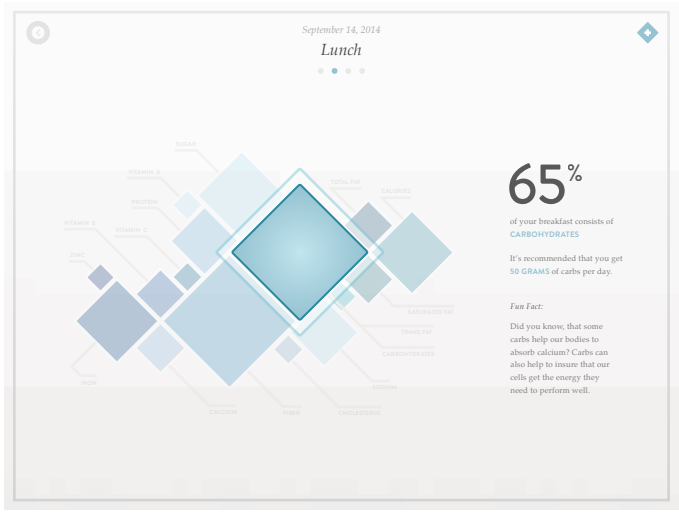
The screen changes and fades in. The user swipes to the left and “Breakfast” changes to “Lunch”.

6.1



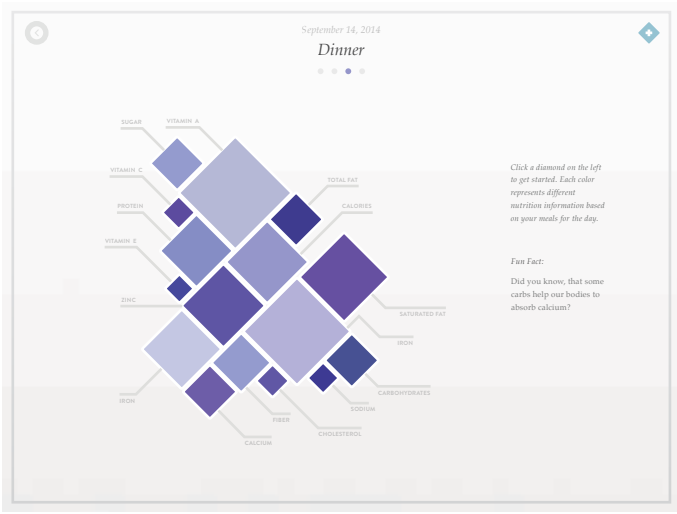
The screen changes and fades in. The user swipes to the left and “Breakfast” changes to “Lunch”.

6.2



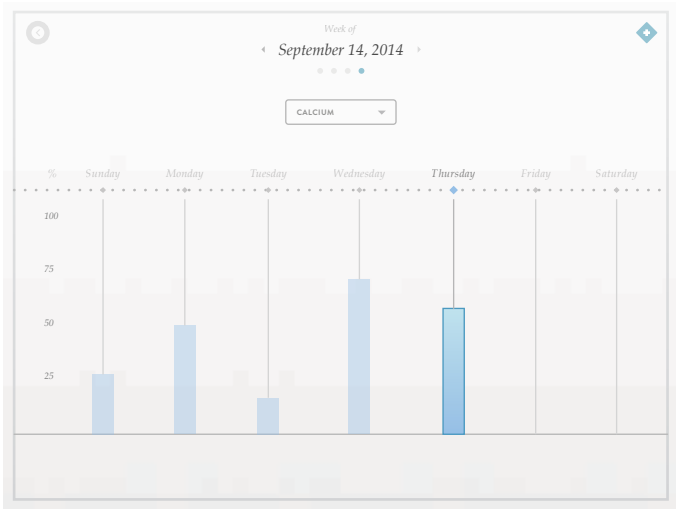
The user taps one of the squares and the rest of the content fades away and the text changes.

7.1



The user swipes to the left again to the screen “Dinner”.

8.1



The user swipes once more to the final page and hesitates for a second before the whole screen fades into white.

Closing

Bon Appétit was created by Morgan Reed during her fourth year of New Media Design at Rochester Institute of Technology in Hye Jin Nae's Interactive IV course.

In the future, she hopes to expand & improve upon this project & possibly take it in another creative direction.

Stay healthy & happy.



End

