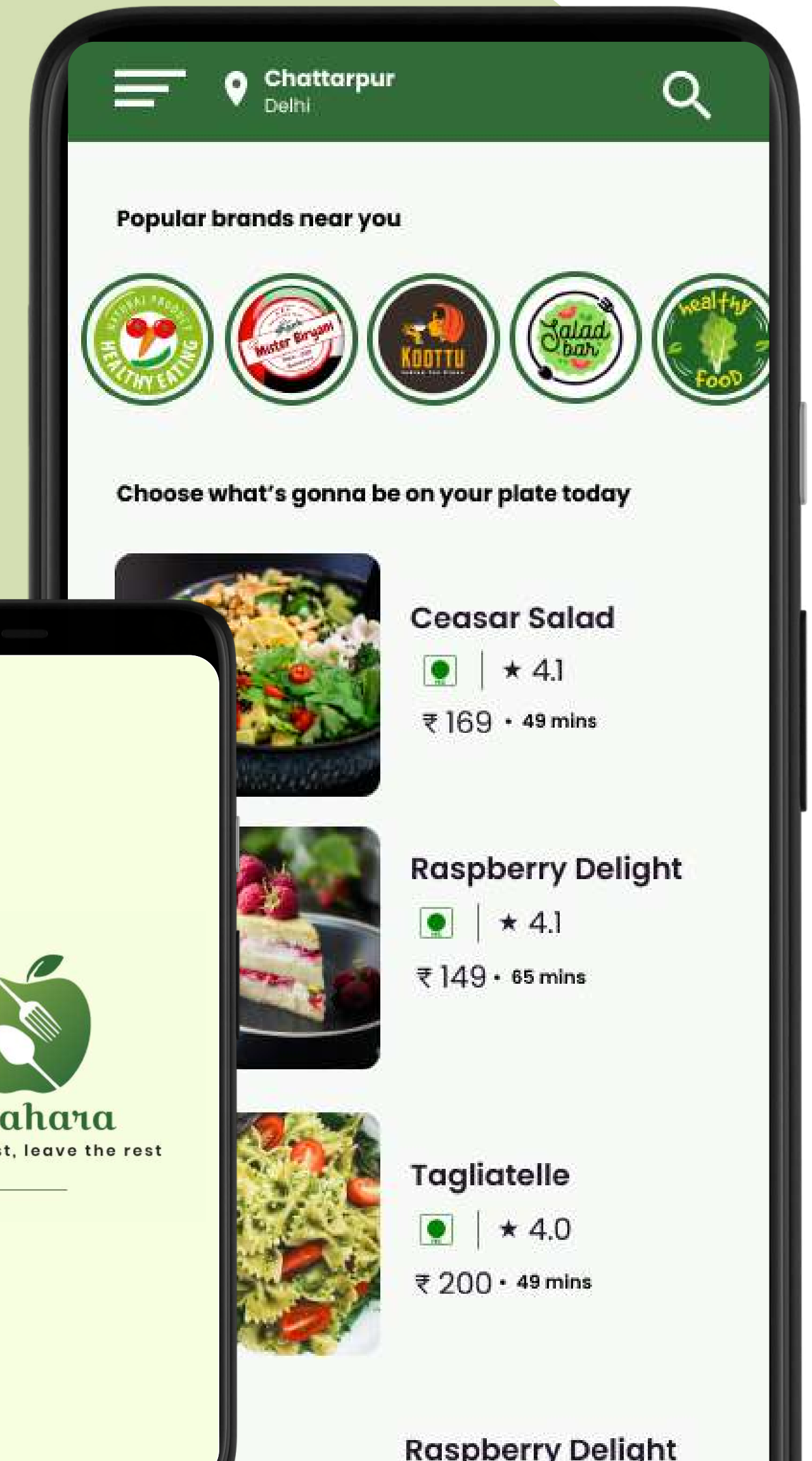




# Mitahara

prioritize wellness by  
eating healthy **Tastier**  
and **Faster**.



Design UXR

[Sprint Design Framework]

**End to end Research and Design process  
for developing the MVP of a Food  
delivery app**

Foundational Research

Competitor Analysis

Qual

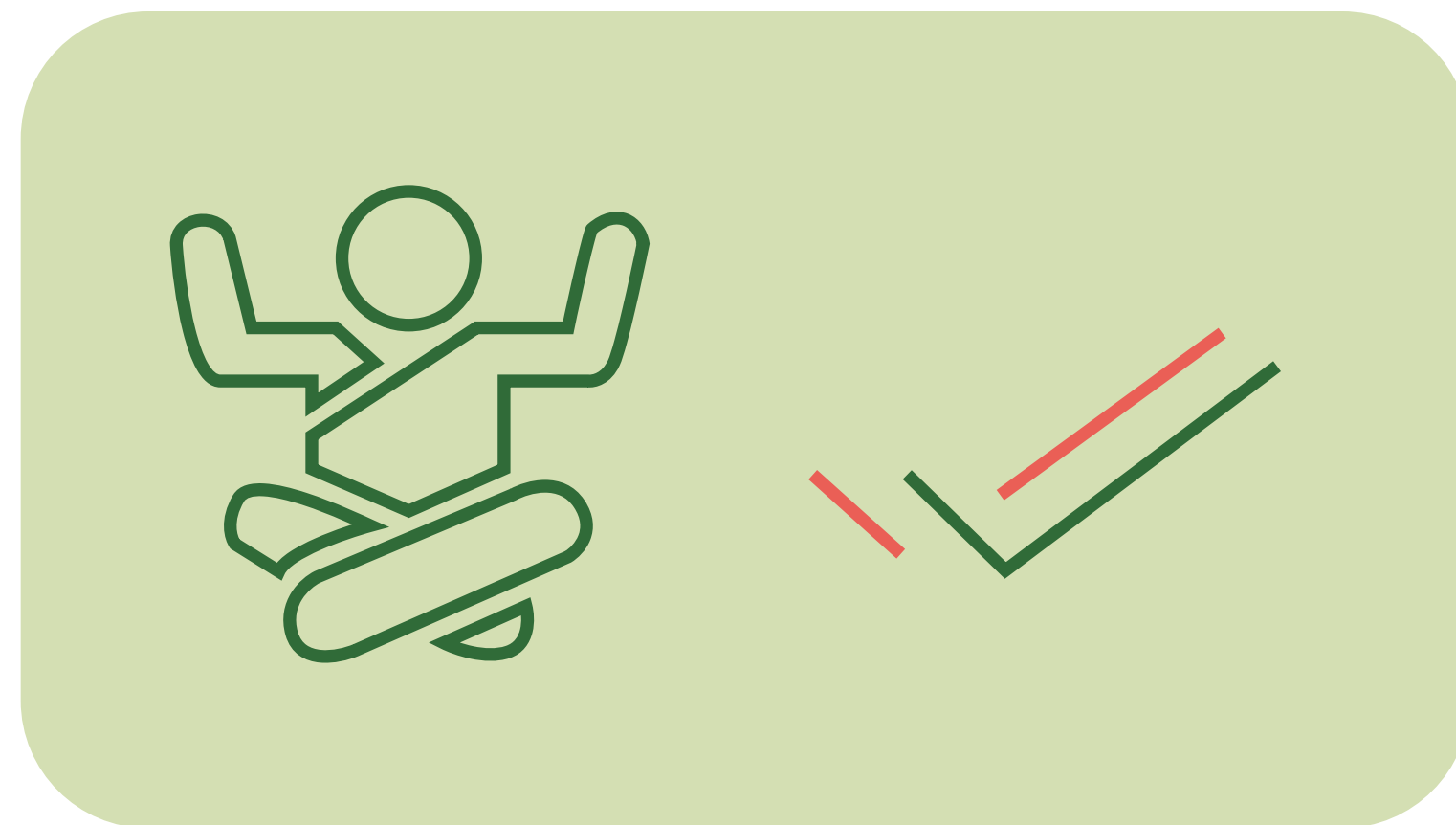
Wireframing

Prototyping

Initial Problem Discovery

# Being a health enthusiast

Indians are looking to prioritise eating healthy to improve their physical and mental health in 2023, according to a recent most survey by Habbit.



Lifestyle Goals

=



Health Goals

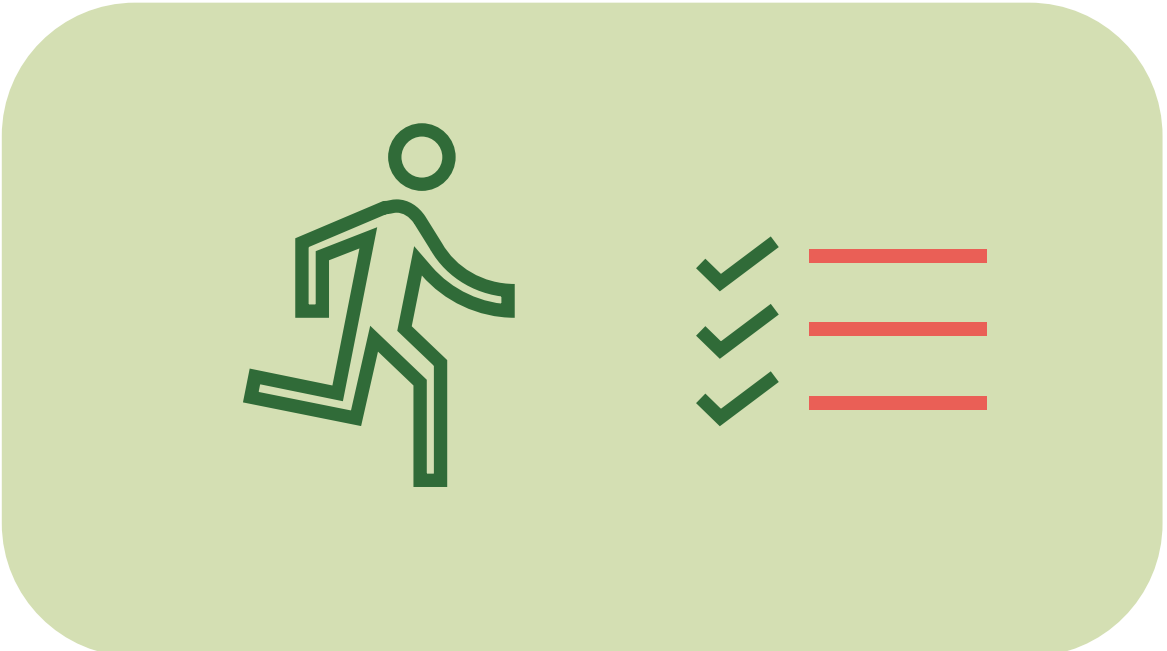
Initial Problem Discovery

# Why is there a disconnect in our Lifestyle Goals and health goals??



Lifestyle Goals

≠



Health Goals

Biggest challenges in remaining healthy according to the survey is

**66 %**  
said **poor taste**

**71 %**  
said **lack of time**

How Might We?

**HMW help people prioritise eating healthy without compromising on taste and time.**

Secondary Research

# **White Paper Research**

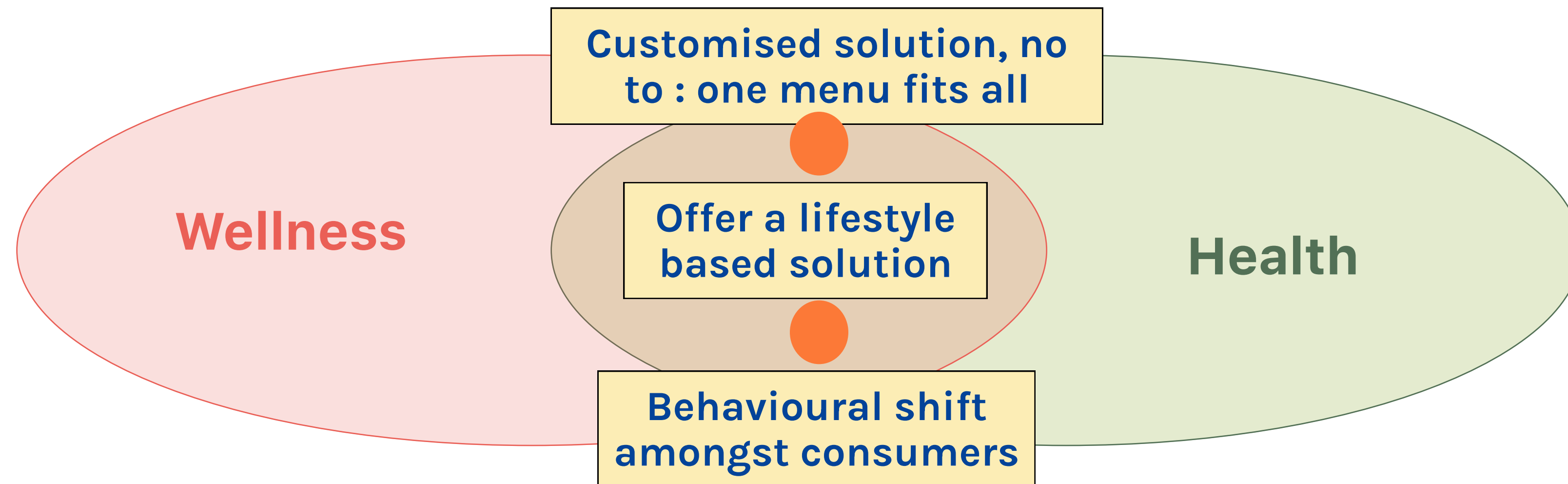
**First, before touching anything related to design, I wanted to dive into psychology and motivations behind goal setting**

# Making sense of the zeitgeist

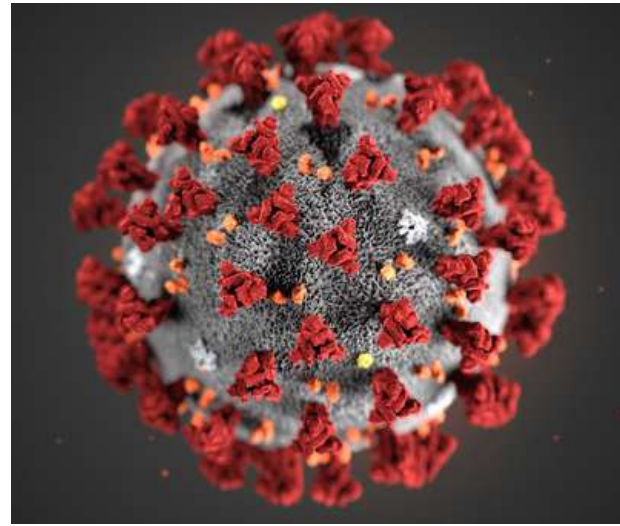
## WHO defines health

“The state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity”

It is at this point that we begin to see the overlap between wellness and health



# Effects of imminent happenings:



Covid 19



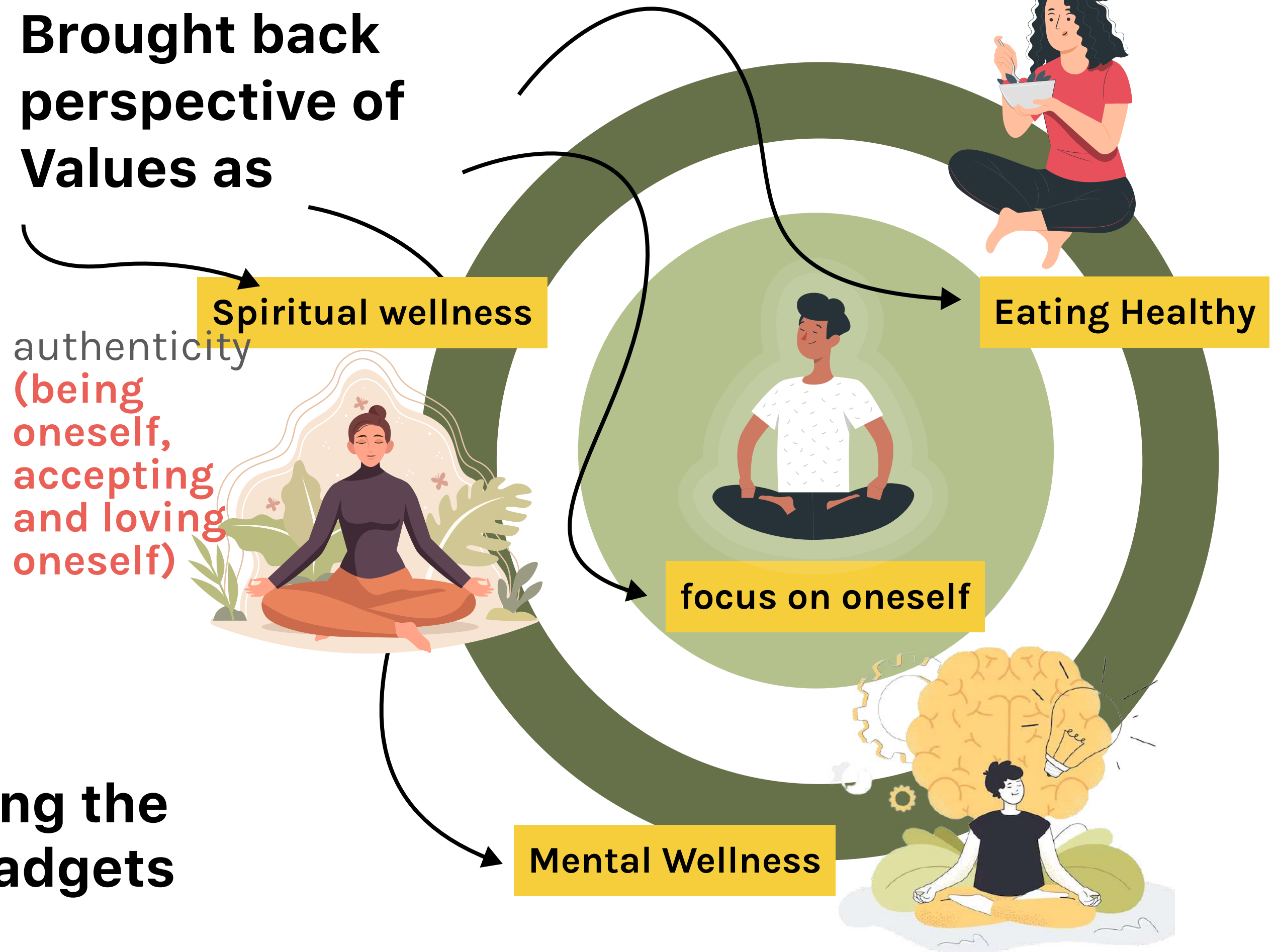
Ukraine war

Brought back perspective of Values as

authenticity  
(being oneself, accepting and loving oneself)



Redefining the use of gadgets





# Competitive Analysis

since this space of lifestyle and healthy eating was saturated, what was currently successful and could be improved.

# The Competition had little to NO healthier aspect



The analysis is drawn on the basis of different sets of problems they are solving. This lead us to **identify the gaps in solutions in the current foodmarket.**

No competitors other than healthify me focuses on User profile or personal needs, but then healthify only gives information on what to cook, but not food

The potential competitors identified are :



	Eat.fit	Healthify Me	Grubhub	Zomato/ Swiggy	My fitness pal
Nutrients Information	✓	✗	✗	✓	✓
Customizable	✗	✗	✗	✗	✗
Premium feature	✓	✓	✗	✗	✓
Meals Plan	✓	✗	✓	✓	✗
User Diet Profile	✗	✓	✗	✗	✓

# **User Interviews / Primary Research**

**After seeing the psychology + competition in my space, I wanted to listen to first hand experience of my target audience to cater final product towards their needs.**

## Focus Groups

# Discussion Guide

The focus group was conducted on participants:

- who followed **strict diet charts** as instructed by their personal trainers,
  - who followed **intuitive diets** and
  - who followed **semi-structured diets**
- differing in gender, age and levels of physical activity



- **strict diet charts**



- **intuitive diets**



- **semi-structured diets**

## Focus Groups

# Questions asked

### Introductory

Tell me about the healthy diet goal you set?

What motivated you to start in the first place?

What was your process for trying to achieve that goal?

What was the most difficult part about trying to achieve your goal? Why?

Tell me about a time you had to do something difficult and accomplished it?

### Follow Up

1. Do you have a diet chart?
2. Are you able to follow it completely?
3. Do you prep your own meals or get it from somewhere?
4. Which are the areas that you have problems with? (eg: price of ingredients, consistency in cooking or getting healthy meals, price of ordering healthy food online)
5. Do you usually cheat on your diet? If so, what makes you cheat on your diet?
6. How much are you willing to pay for a healthy meal?
7. As a trainer, how do you prepare a diet chart for people who have health issues (eg: allergies, diabetes, hypothyroidism etc)

# Affinity Mapping

## Processing + Analyzing the data

### “My diet”

I do follow a proper diet chart	Fixed set of food which I cycle through	I usually give myself a wiggle room of 40%
I usually follow 60% of my diet plan	Do not believe in set food on set days	Intuitive Diet

### “Increased protein intake”

I usually get 100 gms of chicken and salad	Rough count on protein intake	I had to eat every few hours
I take dietary supplements for nutrition eg: protein powder, BCAA	The diet changed after 1.5 months with increased protein intake eg: chicken in the morning and evening	

### “If I was a fitness trainer, I would”

So they can figure out what works for them best	I would rather give plenty of options for people to work with	They can decide for themselves what to make out of those ingredients which are not baked, oily or fried
See levels of physical activity whether they have time to cook or not	Wouldn't prepare an exact diet chart	Would give them options in what ingredients they want to choose

### “Pain points”

Problem with variety of food eg: lean cut beef, turkey
Getting 100 gms of chicken was a task
People should have options
Expensive, no variety, no taste

### “Not fond of cooking”

Not fond of cooking so I keep my meals simple	Tired of making vegetable stock	I feel lethargic to cook
I don't cook my meals	I have a maid and a tiffin service	

### “I cheat when”

Cheat meals or cheat days based on cravings but in moderation	It's difficult to stay 100% consistent	I decide on the cheat days
Couldn't follow it when we went out, else I followed it very strictly	I usually cheat when we go out for parties or the times when I had to cook separately for myself and the family	

### “How much I would pay for a healthy meal”

Once I start earning, I wouldn't mind spending more	I don't mind spending occasionally (on a healthy meal)	Rs 80 max for Salads
Dependent on financial status	Where I'm financially at	Rs 100 max for one time meal because my meals are usually indigenous ingredients

# Themes + Insights

**Difficult to stick 100% to their diet** or meal plan

The participants **appeared to stray from their diet usually when they had cravings, when they went out** or had to cook separately for themselves which seemed to be a hassle for them

They want a **more flexible meal plan which could be more achievable**

They want **more variety, options and choices** when it came to healthy food

The lifestyle of participants hinder to **cook daily**

Respondants **believed more in eating in moderation than maintaining a strict, restrictive diet**

The pain points that the participants seemed to face with healthy food or maintaining a diet plan was **the price point (expensive), no taste, lack of variety, lack of options, hassle to obtain ingredients, the rigidity and the same recipe or same type of food**



# Survey Questionnaire

Focus group inferences study led us to some more specific questions to know the user requirements better

**A questionnaire regarding the awareness and way of their food consumption was circulated amongst.**

50 Respondants    Age - group : 15-50

## Sampling

Convenience sampling and Switch Method of interview. As already had an idea what we will built added few questions to validate the use of the product.

# Results and Insights

1. Do you prefer to follow a diet?

**93.8%**

Wants to follow a diet

**1.**

This tells people's **willingness to follow a healthy diet routine**, that gives a larger scope for our solution

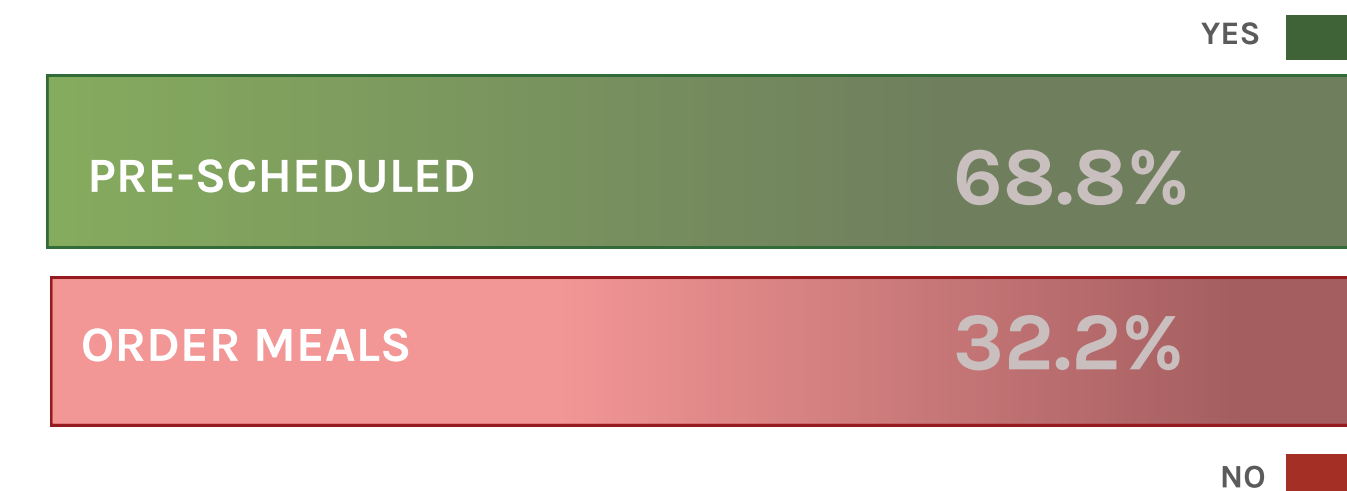
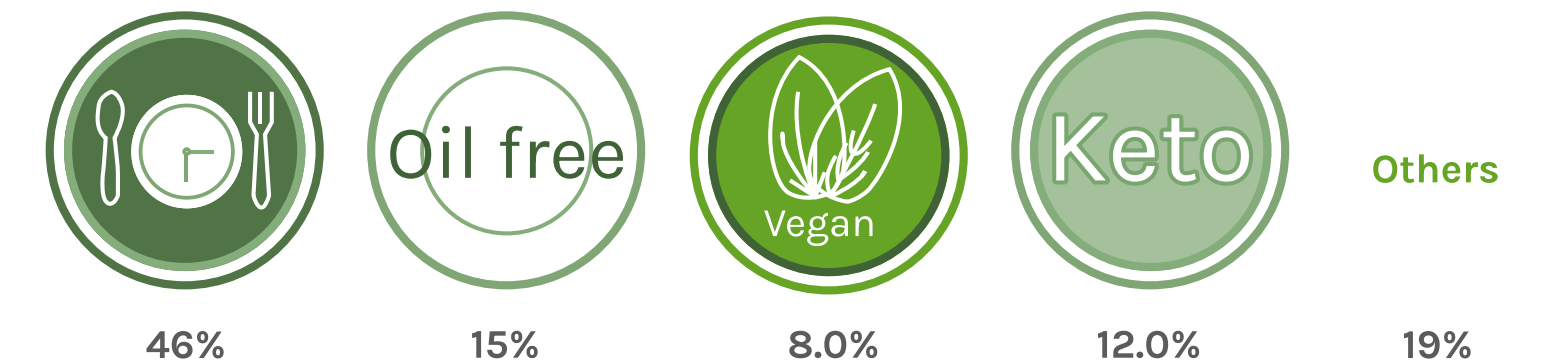
3. Do you track your calorie intake after having food?



**3.**

Only **37.5 %** people manage to track calorie. But **63.5% people still struggle to get their daily record easily done. By catering feature of track,record & order will help** them board at same level.

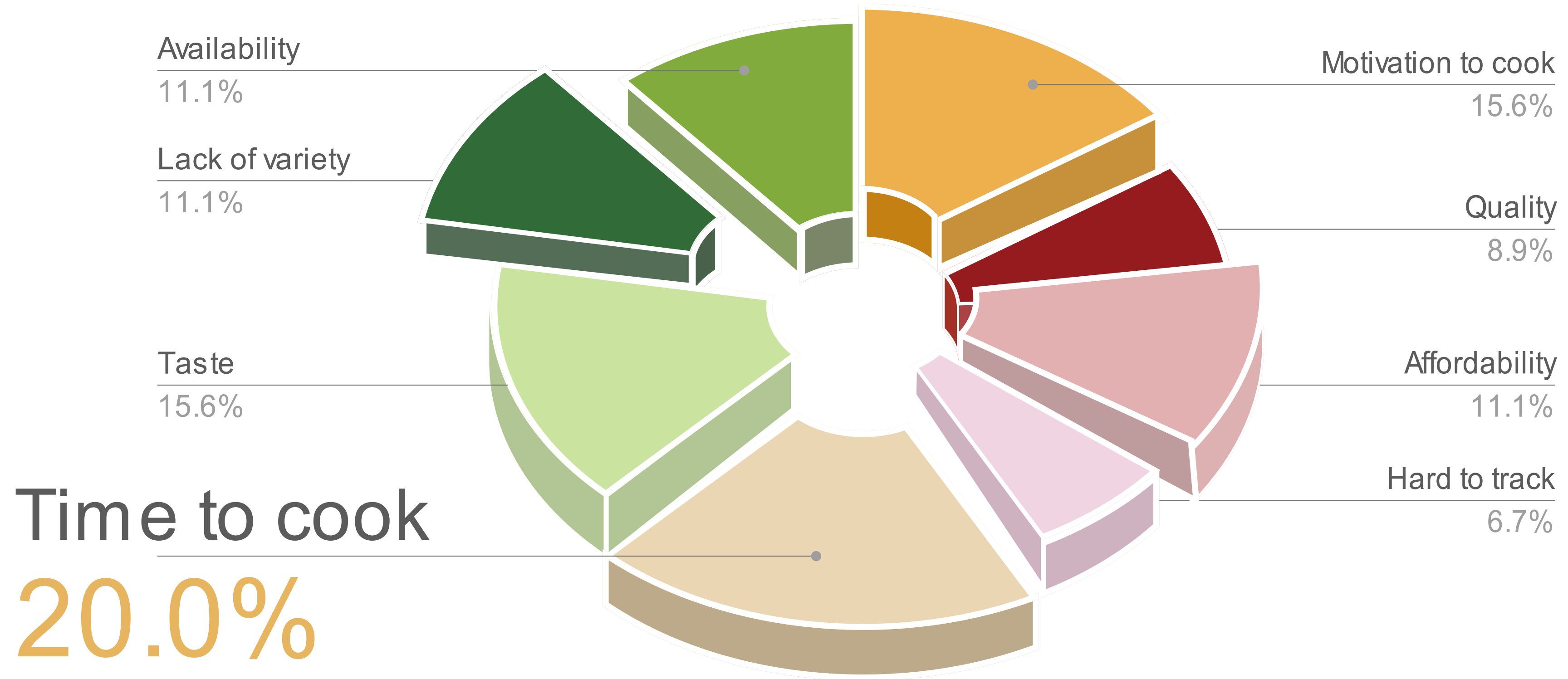
2. Types of Diet people follow usually



**2.**

**68.8 % prefers pre-scheduling meal**, which signifies the large user base for the problem we are solving.

# Difficulties people face in maintaining a diet?



# Persona 1



**Flexible Vineeta**  
Corporate employee  
Bachelor  
32 years old  
Education : Graduate



## Lifestyle :

Office goer, Packed schedule, No time to cook



## Behavioral Habit:

Determines to reach home early and cook or pack fruits to office but forgets in haste



## User Goal

If she can map what she is eating with what she needs to eat to maintain health



## Difficulty

She gets lured by the food listed in apps. Ends up ordering anything without knowing if its healthy .She feels it a task to plan each meal just before ordering

# Persona 2



Healthy Harry

25 yrs old

Health oriented

Education : M.A



## Lifestyle :

Goes gym, College , Parties, Doesnt cook much



## User Goal

Have a tracker in the food ordering app, where he can have an eye on his overall intake and order accordingly



## Behavioral Habit

Gets very picky with food, keeps calculating what he consumes



## Difficulty

Finds it hard to be always watchful of food consumption, gets irritated. Wants to pre-fix his weekdays meal according to gym diet

# Persona 3



Allergic Shambhavi

21 years old

Student

Education : B.Sc



## Lifestyle :

College, gets choosy with recipes to cook for



## Behavioral Habit :

Doesn't exercise much, sits idle working most of the times



## User Goal

Can get selective healthy recipes to cook.  
Can get filtered foodlist according to her allergies and requirements.



## Difficulty

She finds reading through each subscription to know if they have used something that she has allergy with

# Extended Personas (Rather in form of scenarios)



1. Ladies who choose to do diet after pregnancy or pcos or pcod or who live in family find it really difficult to cook two sets of meal, one for everyone, one for herself



2. Vegeterian people find it hard to cook non-veg or get non-veg food mentioned in their diet in certain portions, For. eg. just 100 gms of chicken also they need to source it outside

# User Needs Identified



Can track their BMI & BMR



Pre-plan the meals



Look for recipes to cook at home



Coupons and subscriptions to order



Find and record the history to have an idea



Add to favorites and an option of adding places to eat manually.



## **A platform where users can:**

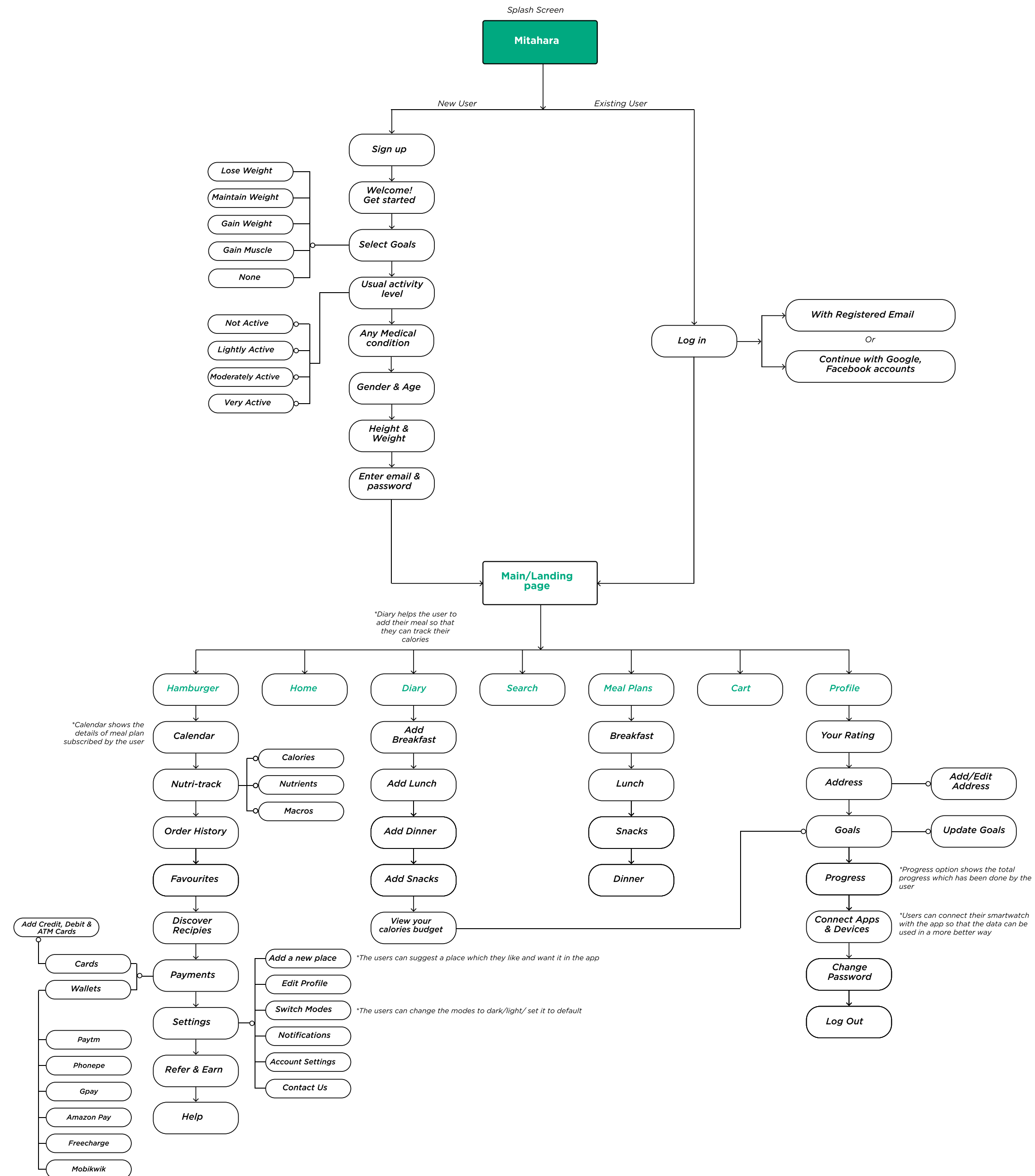
- track calories, nutrients and macros requirement for themselves on daily/ weekly basis
- create a customized profile based on their allergies and medical conditions, that will help app to give recommendations likewise
- pre-plan their meal prior to a week or pre-schedule it on weekly/ monthly basis.
- find recipes for different meals.

# IA brainstorming + Lo-fi Designs

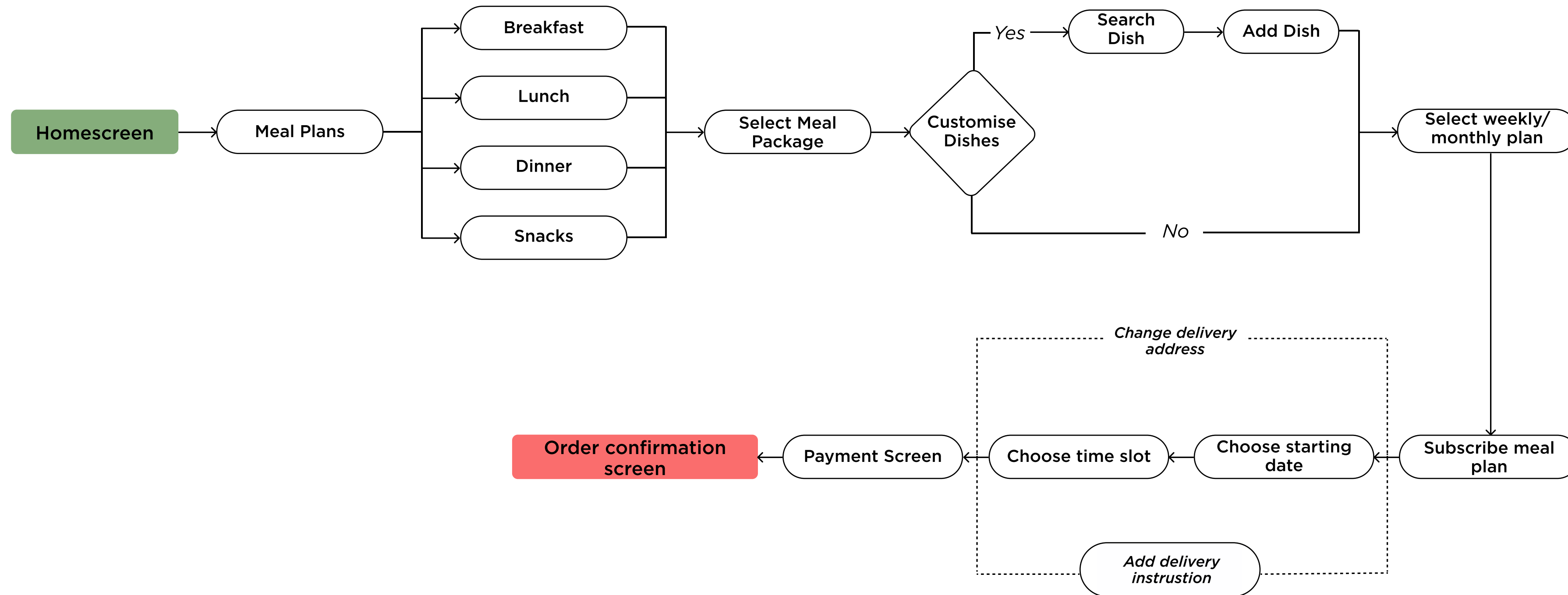
Once had a clear definition of the jobs to be done , started with IA formations and different iterations of wireframes.

# Information Architecture

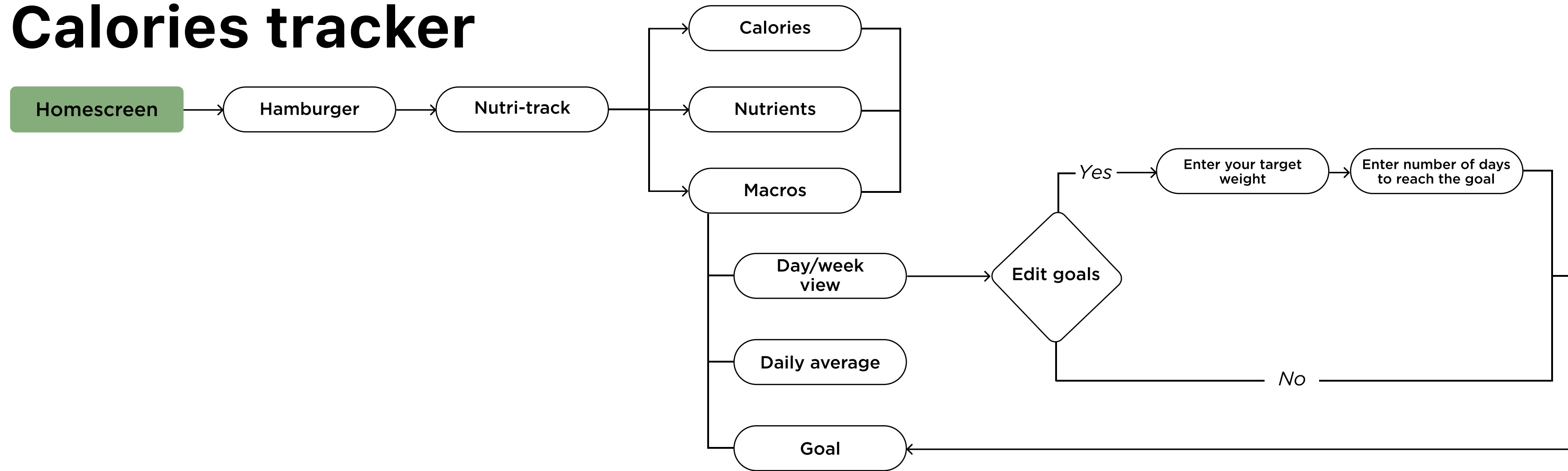
Here's a basic information architecture of Mitahara



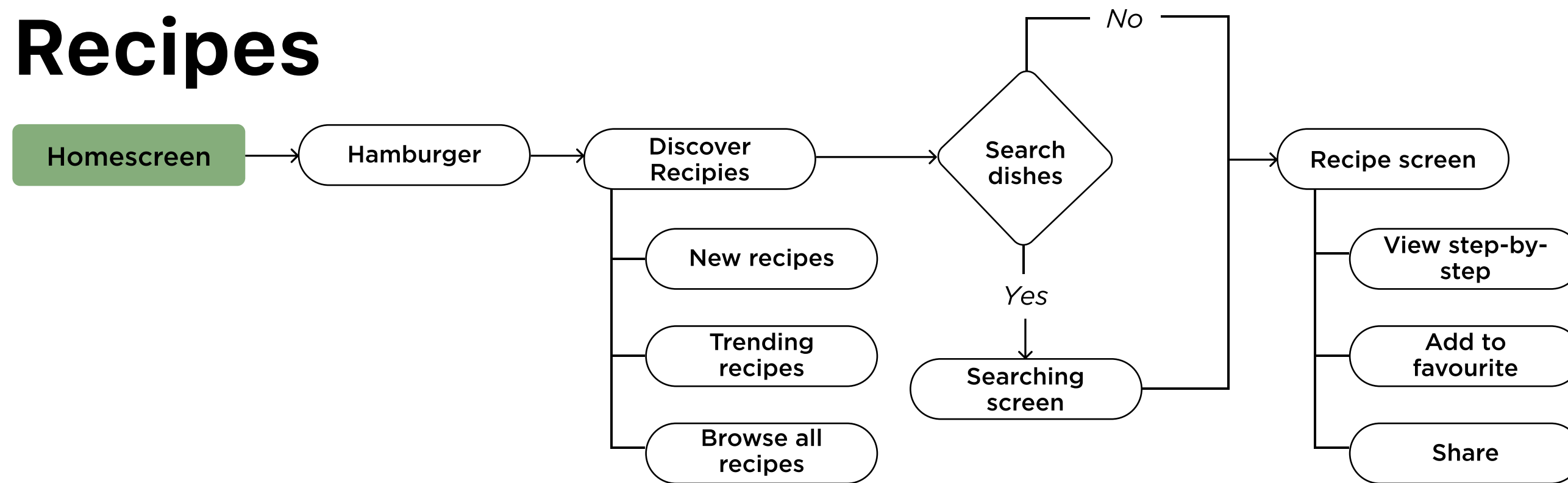
# Book Meal Plans



# Calories tracker



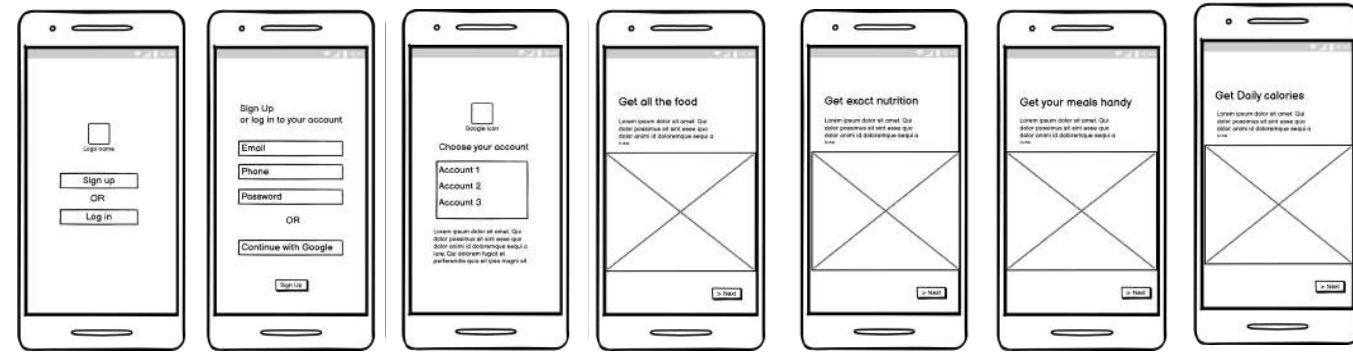
# Recipes



## Sketches + feedback

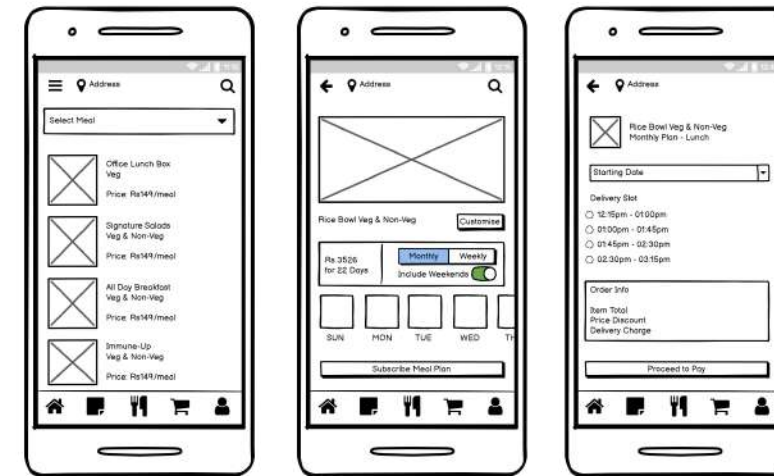
# Ideating the solutions

### Onboarding

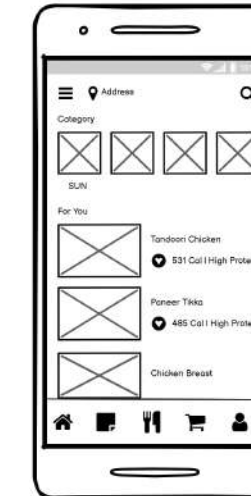


Keep the image above and then text and then button, as picture catches most attention.

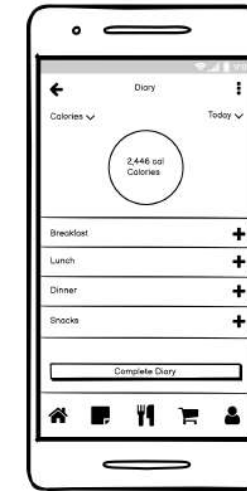
### Meal Plan



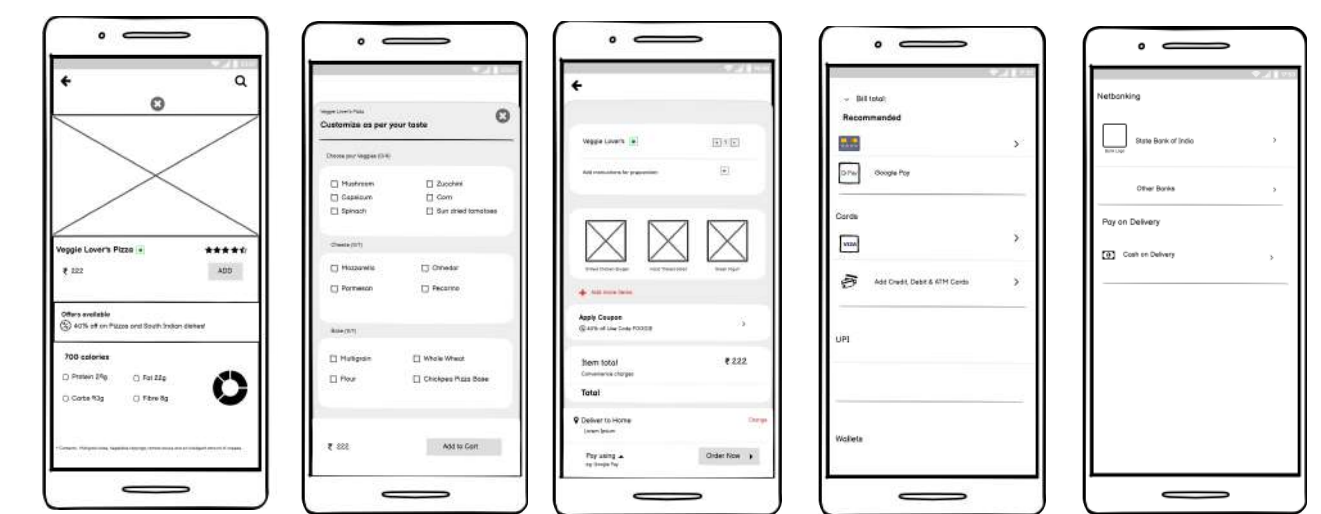
### Home page



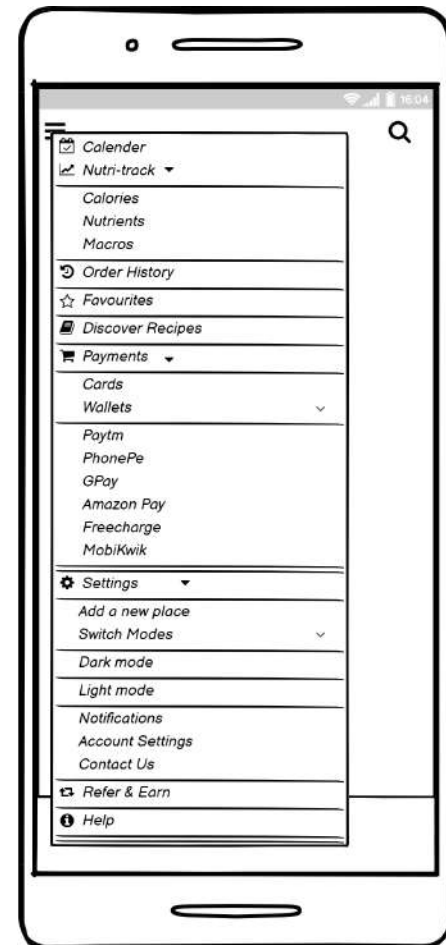
### Diary



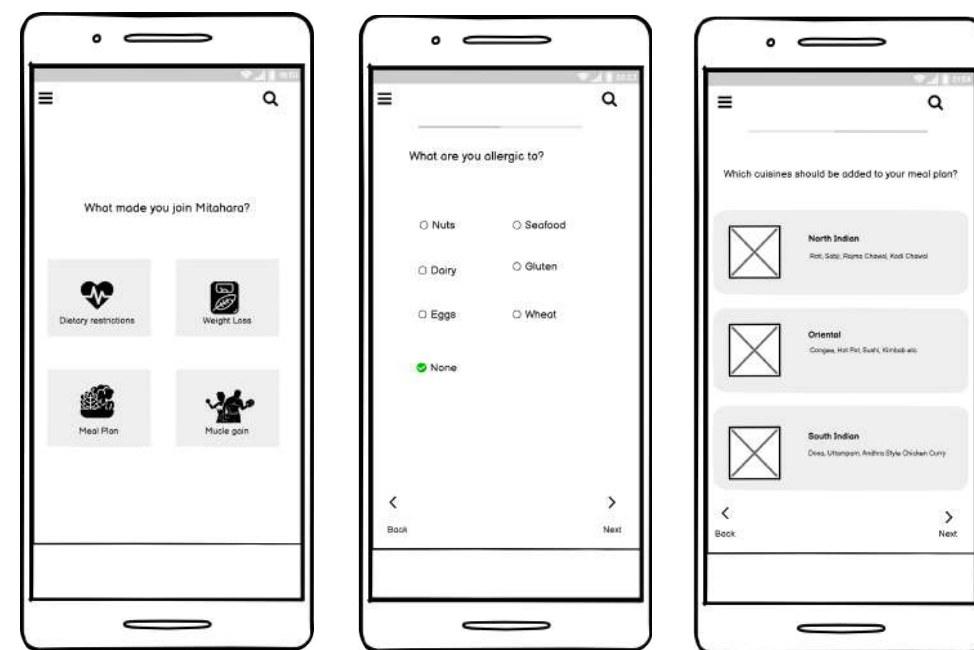
### Meal Ordering Places



### Hamburger Menu

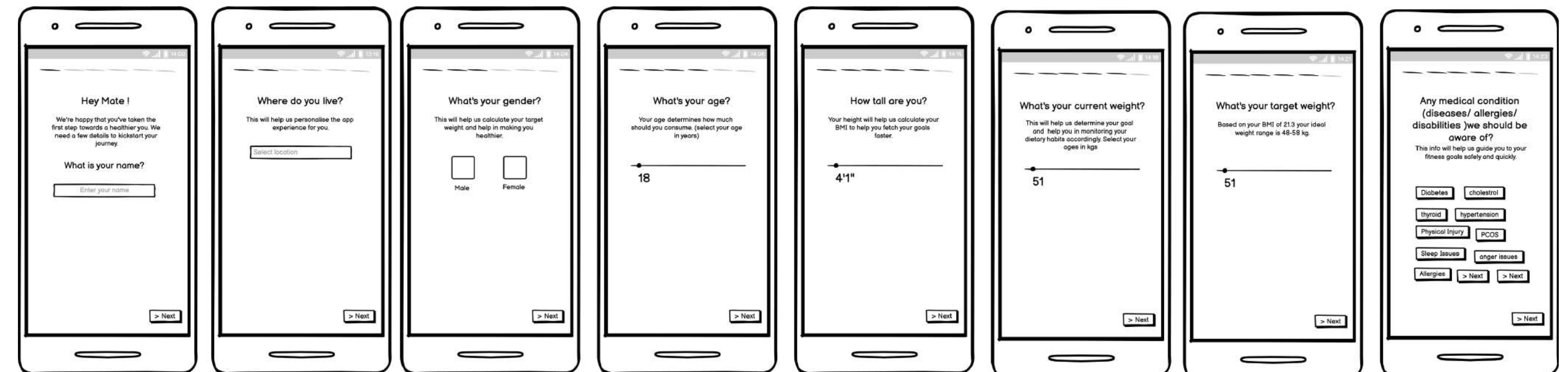


### Customization Plans



Add Nutri-track in home page or navigation bar.

### Account Setup



From gender till weight add these into one screen because currently it has 4 added clicks delaying the process.

Testing + Improvements

# **Major Improvements to the Design**

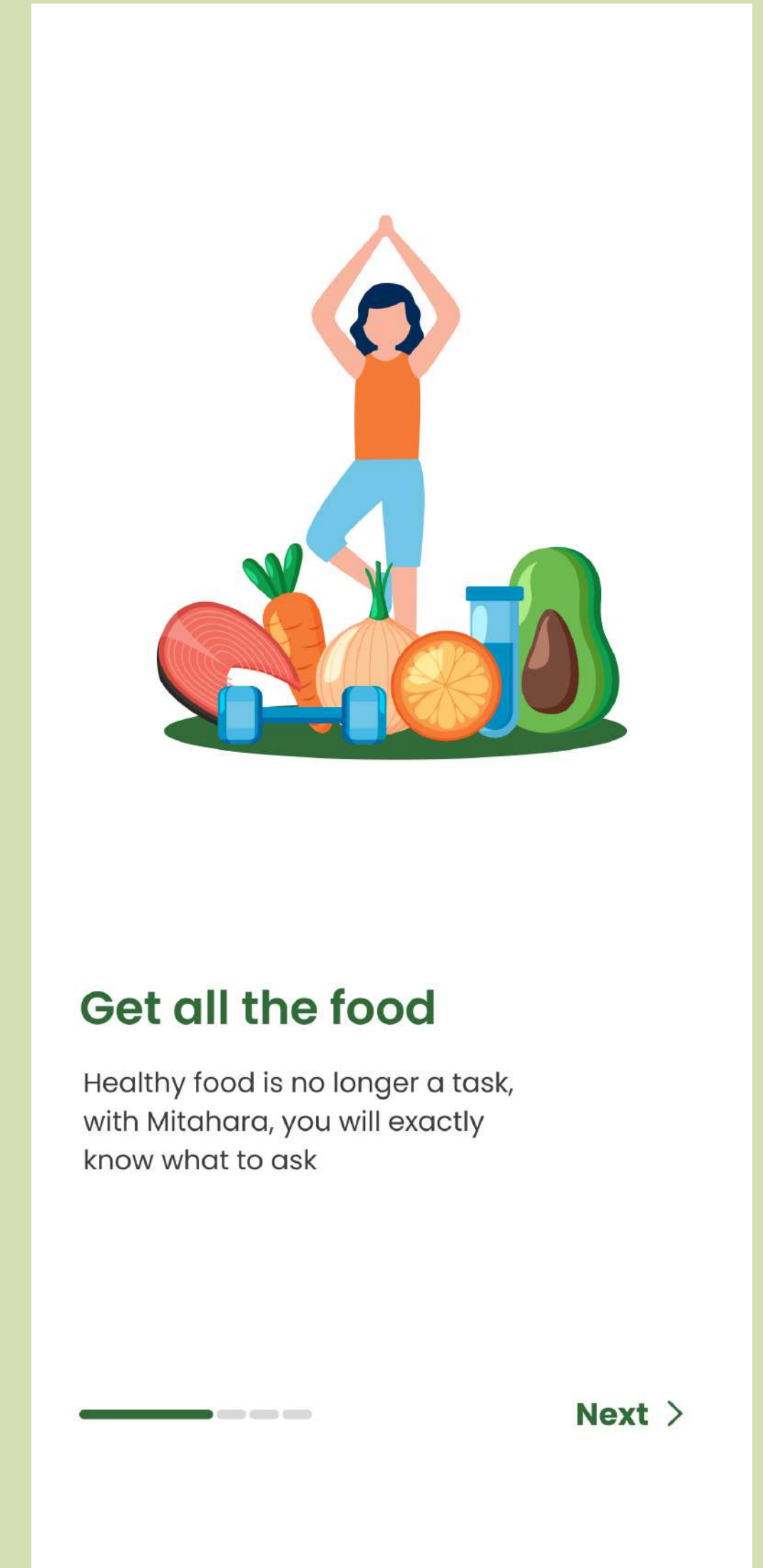
After Concept testing which lead to the app platform, I iterated and tested 2 more times, each building upon the suggestions of the previous.

Testing + Improvements

## 1st Major Improvement

# Removal of backgrounds and high emphasis on next button

- Based on observation with participants, background color is scattering the focus away from the image.
- The next button is getting emphasized most and thus users tend to press it faster than usual and not reading the captions



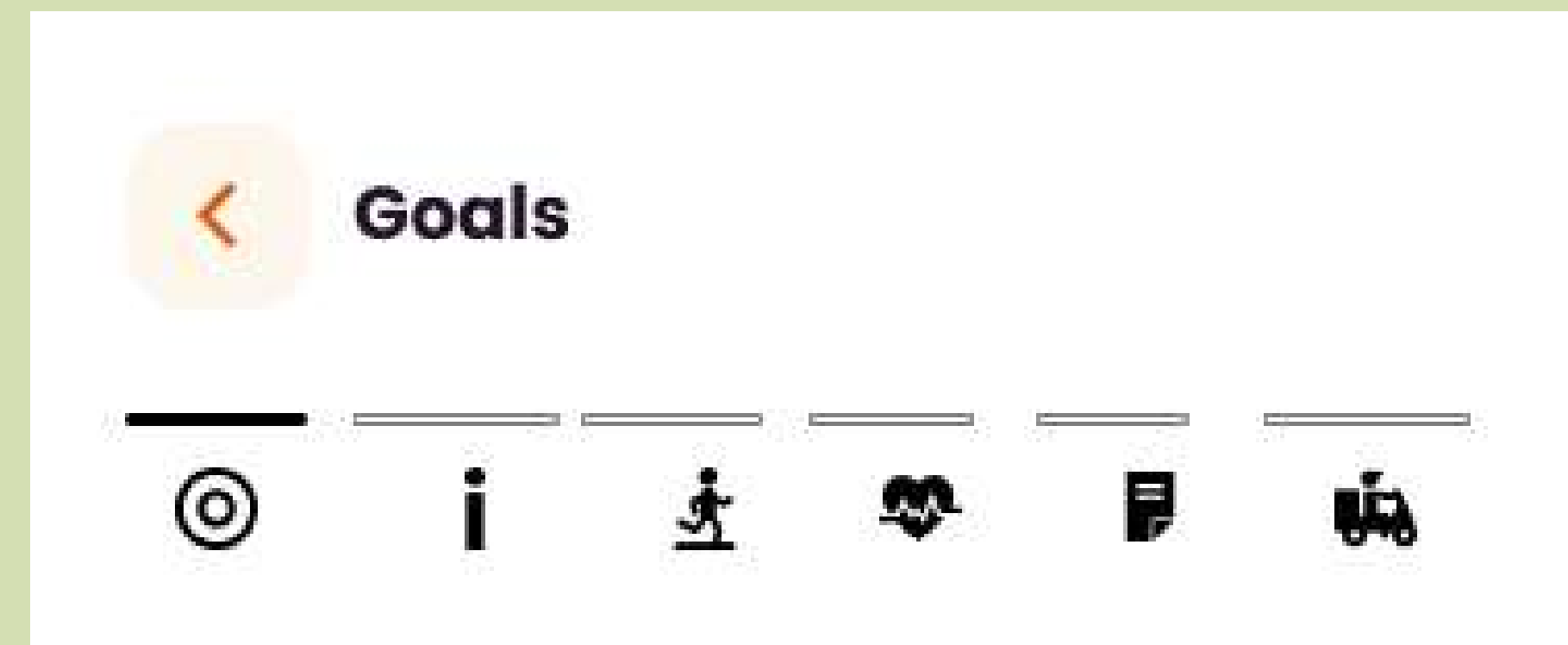
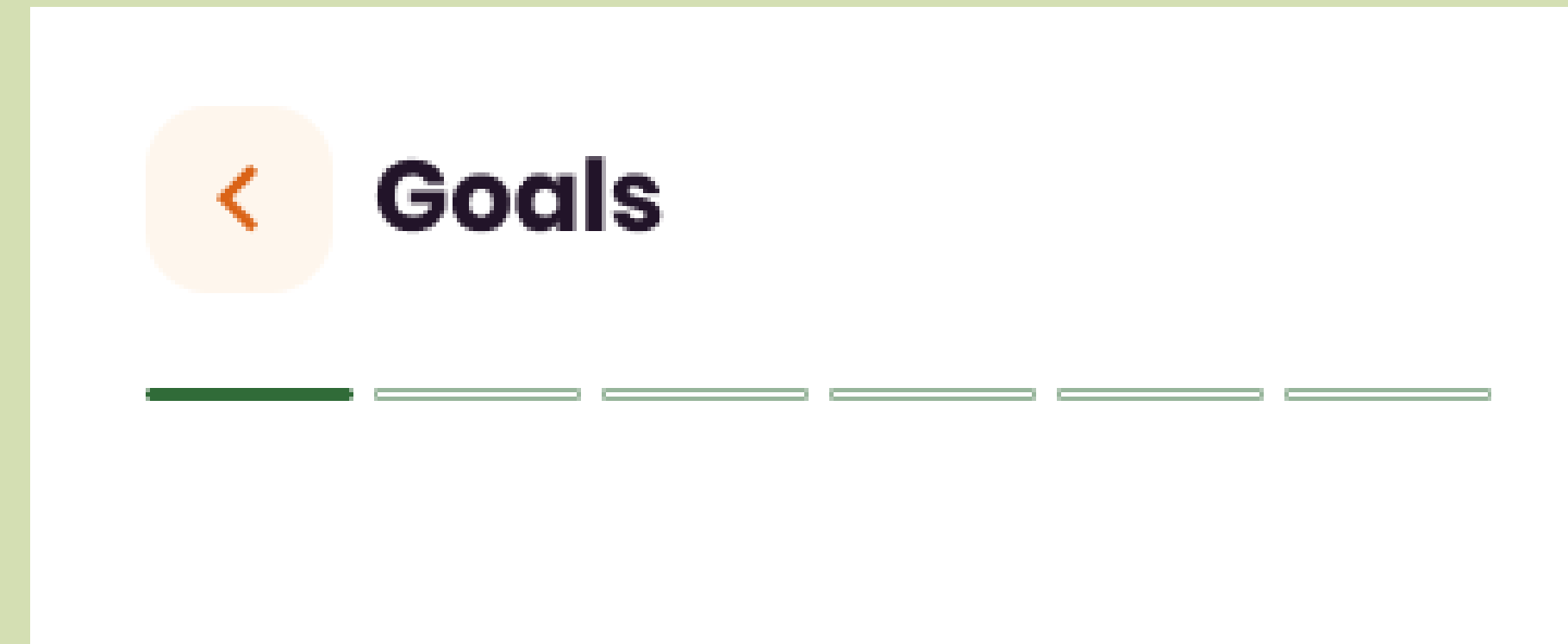


Testing + Improvements

## 2nd Major Improvement

### Icons addition to the bread crumbs

Bread crumbs with little visual icons give users a quick understanding of what they can expect on pressing next button



Testing + Improvements

## 3rd Major Improvement

# Splitting delivery address into two

- As participants might be preordering the meal for weekly and monthly basis, its important to add their office and home address.
- Also given an option for users who will be ordering at one permanent address

The screenshot shows a mobile app interface for 'Delivery Address'. At the top, there is a back arrow and the title 'Delivery Address'. Below the title is a horizontal bar with six icons: a target, a person, a person with a wheelchair, a heart, a document, and a truck. The form contains the following elements: a text input field for 'Email/Phone number', a password input field with a toggle icon and the instruction 'Enter minimum 10 characters', and a section titled 'Address' with three input fields: 'Address line 1', 'Address line 2', and 'City', and a 'Pincode' input field. At the bottom is a green button labeled 'Next >'.



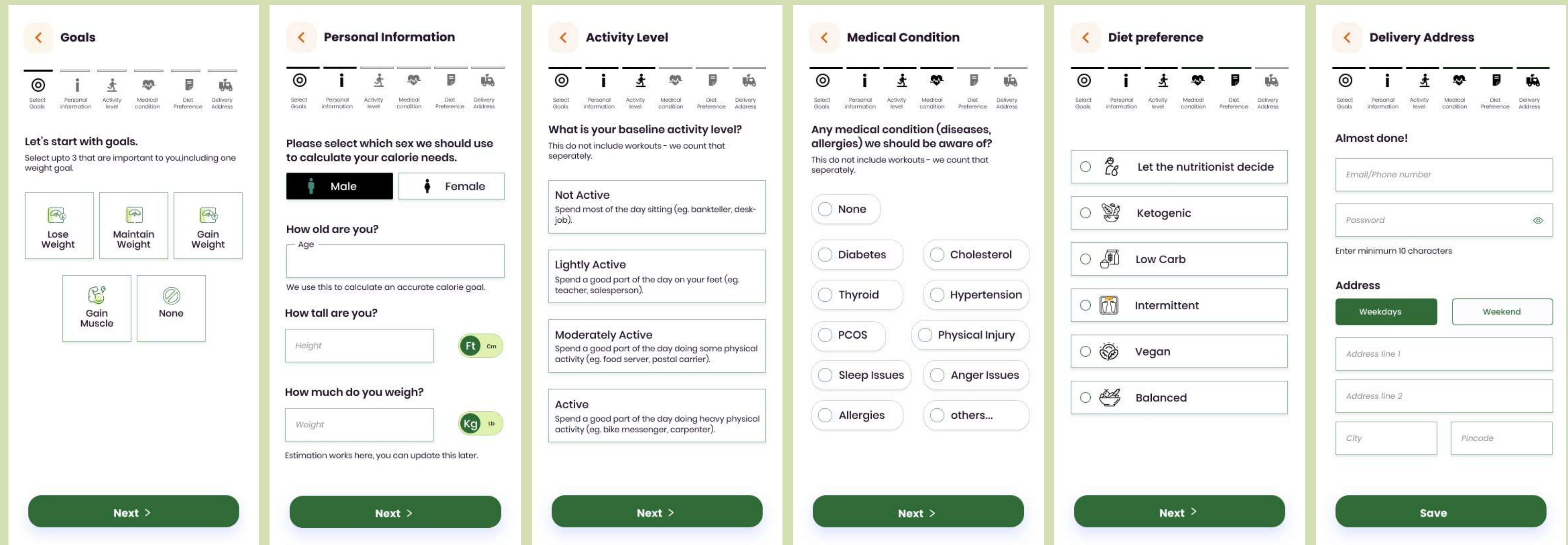
The screenshot shows the updated 'Delivery Address' form. It includes the same top navigation and icons as the previous version. The form now includes: a text input field for 'Email/Phone number', a password input field with a toggle icon and the instruction 'Enter minimum 10 characters', and a section titled 'Address' with two radio buttons: 'Weekdays' (selected) and 'Weekend'. Below these are three input fields: 'Address line 1', 'Address line 2', and 'City', and a 'Pincode' input field. At the bottom, there is a checkbox with the text 'My weekend delivery address is same as weekdays address' and a green button labeled 'Save'.

# **Final Solution + Designs**

**Constructed final designs after taking care of the feedbacks and improvements required earlier.**

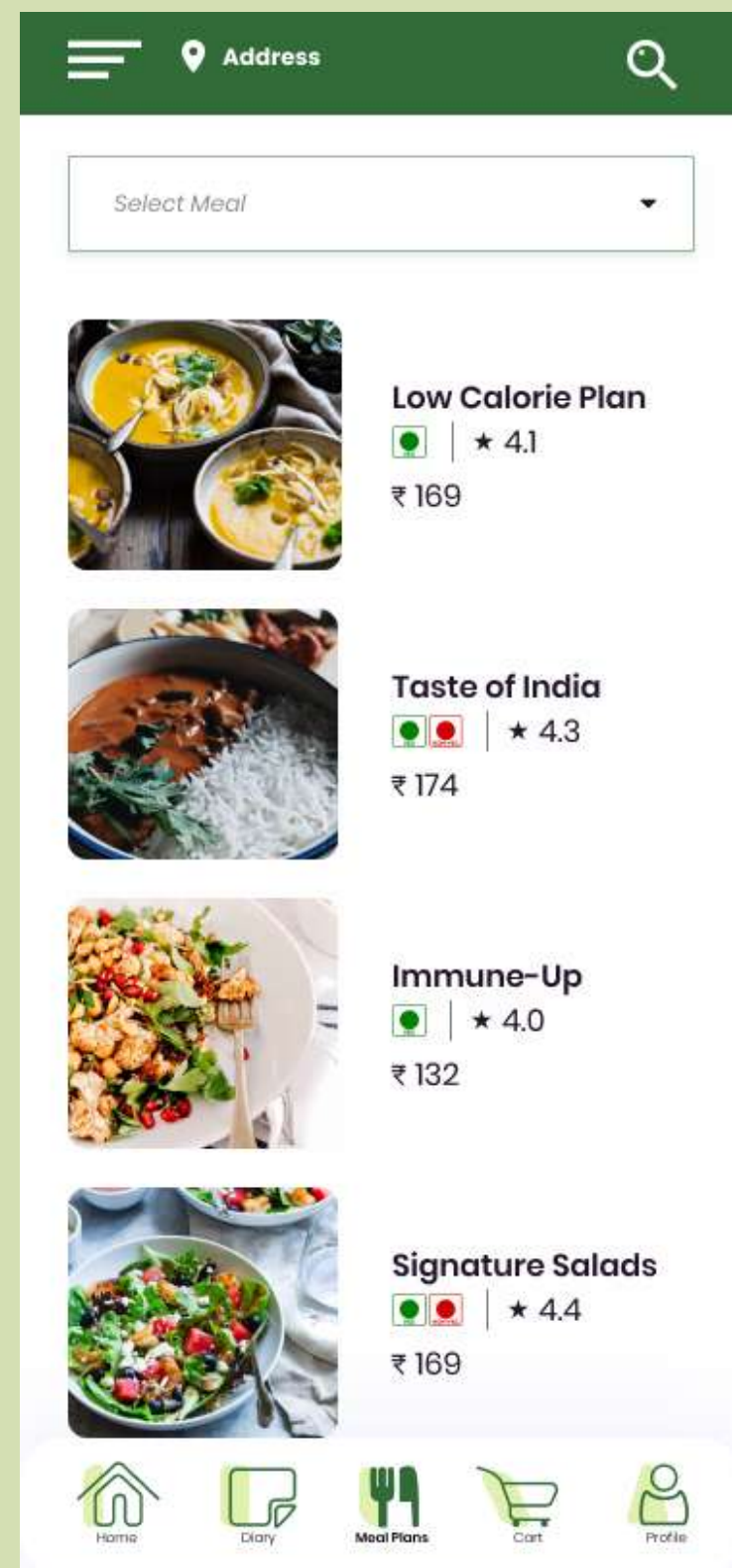
# Profile setup

Users can set their daily calorie intake goals within the food app, based on factors such as age, weight, height, activity level, and health objectives. This information ensures that meal suggestions align with individual requirements

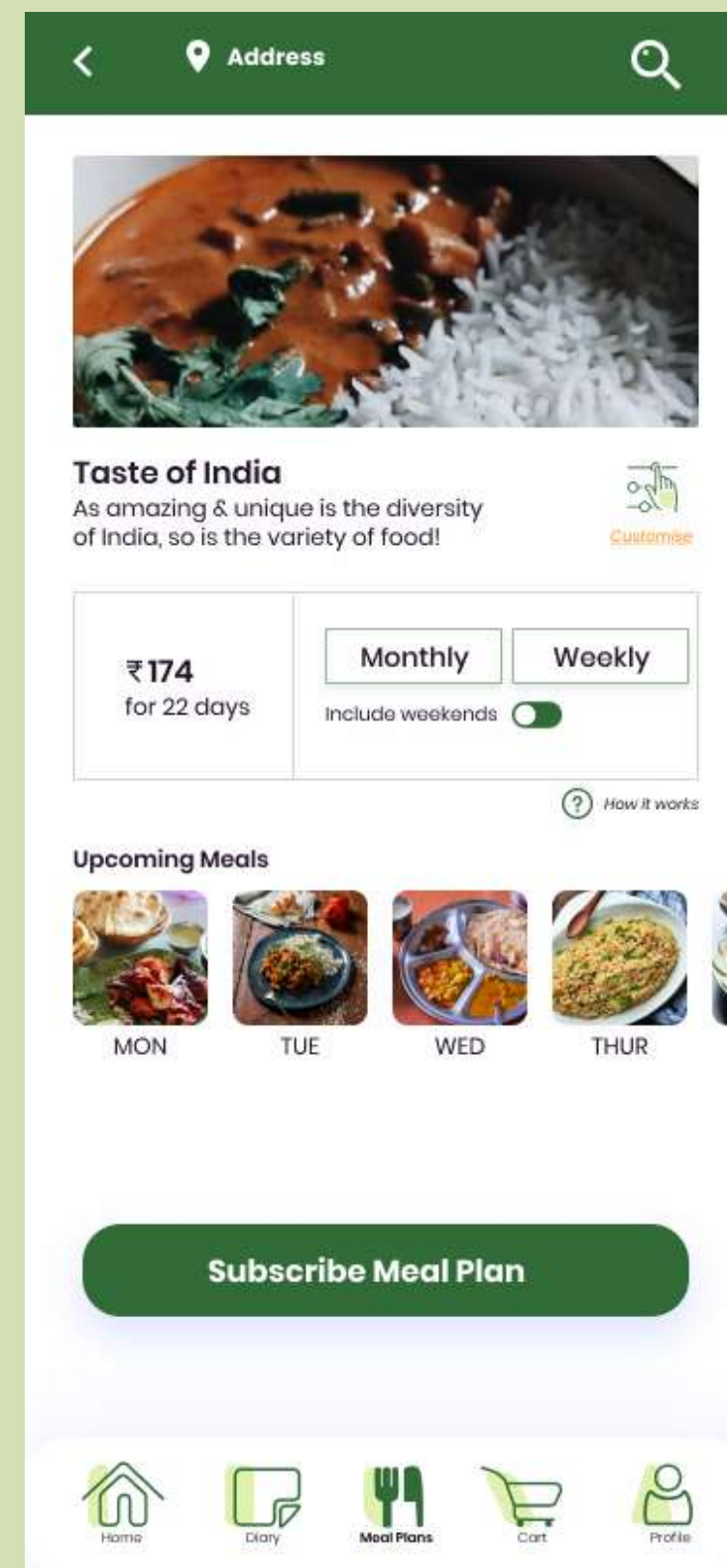


# Preorder Meal

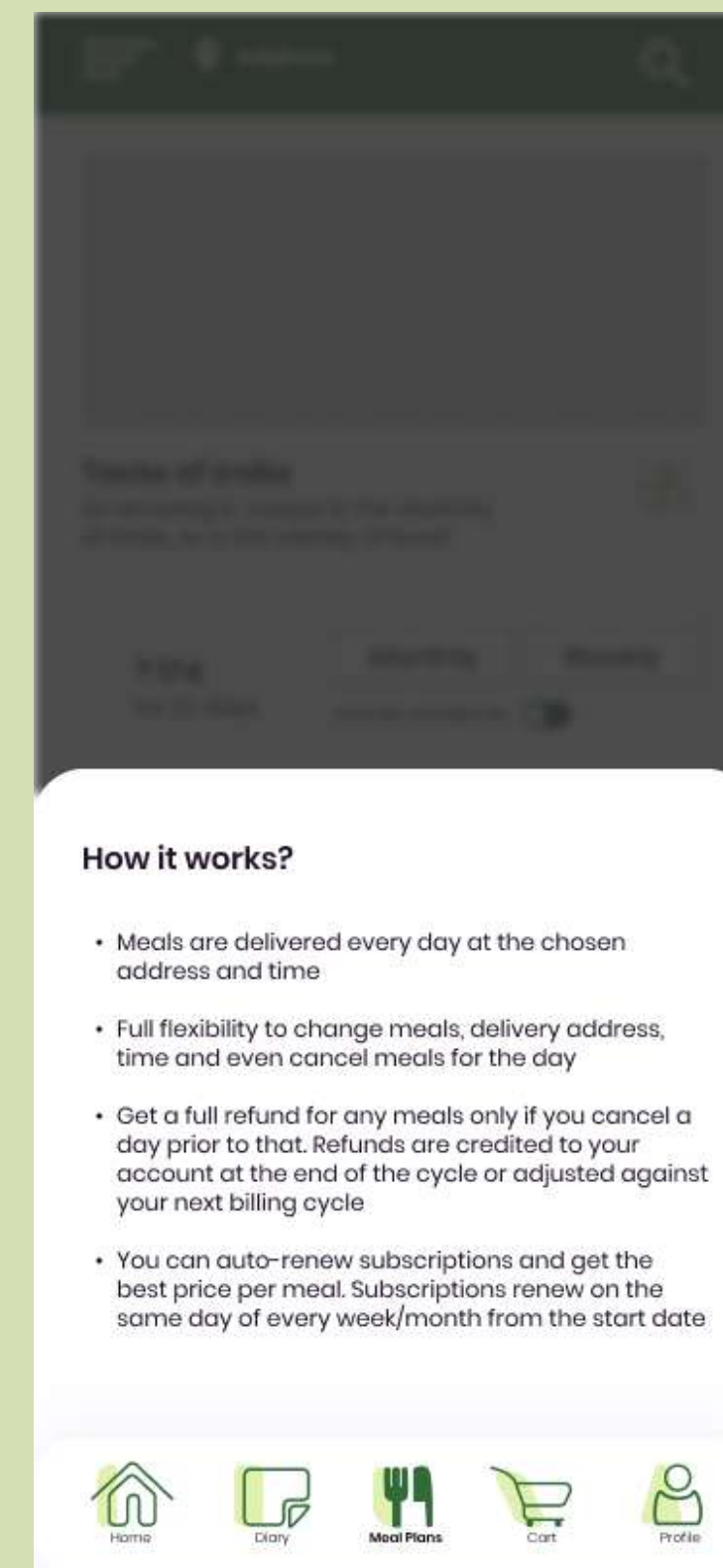
Food Display:



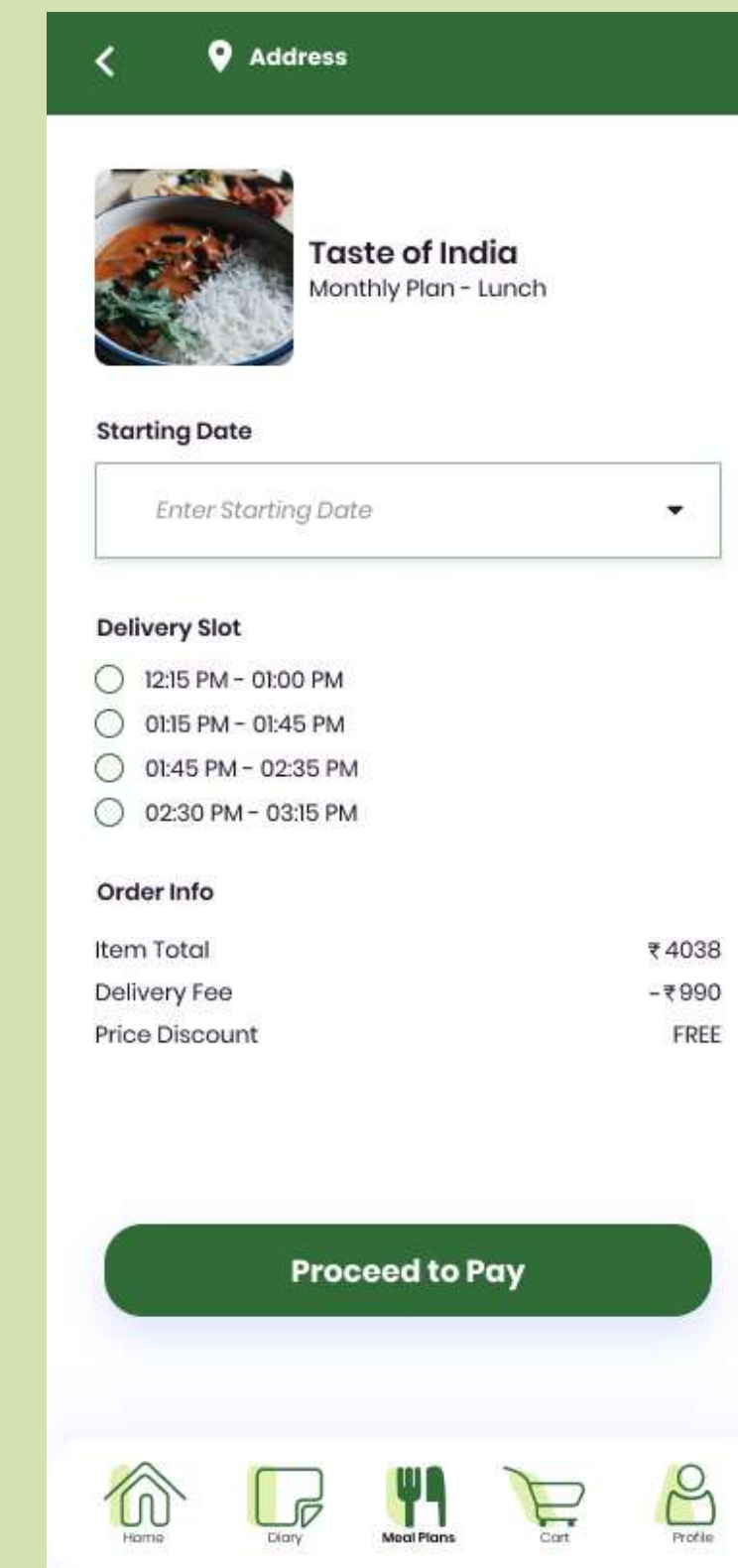
Meal Customization



How it works



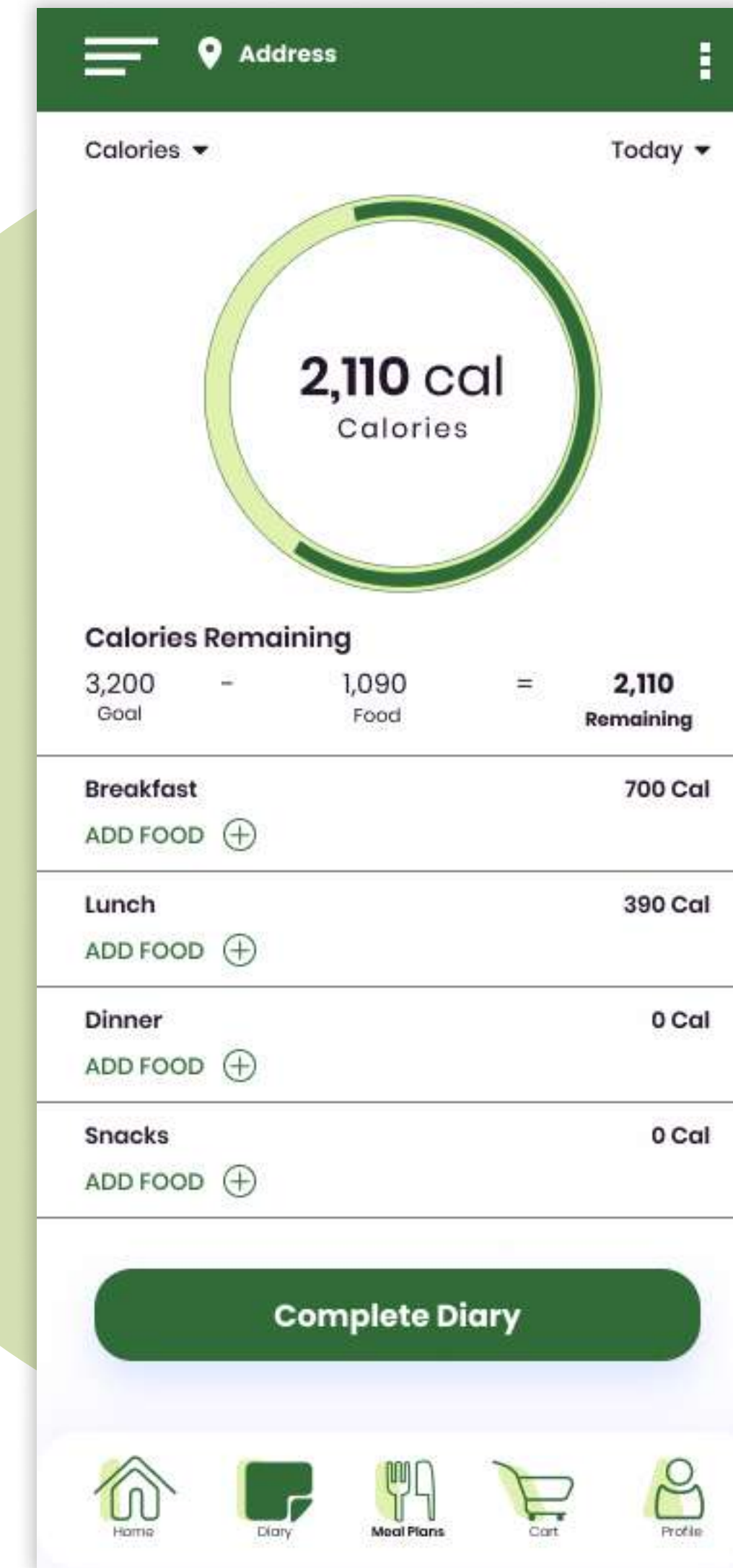
Date scheduling



# Calorie Tracker

## Ordering convenience and health-conscious dining

Enables users to monitor their daily food intake effortlessly. They can review their eating patterns, identify potential pitfalls, and adjust their orders accordingly to stay on track with their goals.



# **If I had more time.....**

Further explore the boundaries of pre-scheduling the meal

See different ways to increase more personalization to the profile especial AI integration

Even add in more flexibility towards different types of users whose goals may not be more "generic" like, is more detail oriented, etc.