

Nosh & Nibble

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UX Research / UI Designer



Project overview



The product:

Nosh and Nibble is a fictional company I created for this part of the UI/UX course. The responsive website, and dedicated mobile app will create future healthier generations through good nutrition.



Project duration:

February – March 2023



Project overview



The problem:

The website needs to be usable on all devices.
Nutrition has many avenues and information.



The goal:

Design a website that will flow naturally on all devices and a dedicated mobile app. The main goal is to help parents and communities become more knowledgeable about nutrition and enable children to make healthy daily choices.

Project overview



My role:

I was the UX Designer, UX Researcher. I designed the website, as well as the app.



Responsibilities:

I was responsible for administering interviews, developing personas, user research, wireframing, low-fidelity and high-fidelity prototypes, as well as creating a new logo, design system, and brand look.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I conducted the interviews with all participants involved. I also created empathy maps to understand their user journeys, and to get a better understanding of their needs in general. The primary user groups were identified as parents/guardians with young children.

This group was chosen at random. However, they all expressed issues with finding information on kids' nutrition and looking for fun resources to work with their child or children.

Persona 1: Andrea Beckett

Problem statement:

Andrea is a mother of two. Her first child had no eating issues. However, her second child had a tongue tie which prevents him from eating certain foods.



Andrea Beckett

Age: 38
Education: Masters in Marketing
Hometown: Bohemia, NY
Family: 2 kids - married
Occupation: Legal Assistant

"My daughter won't eat anything unless it is processed. Seriously, how many cookies can I give her without feeling like a bad mother?"

GOALS

- Spend more time with husband and two kids
- Live life, be happy, stay alive
- Full-time event planner

FRUSTRATIONS

- No really productive apps to use
- Tablet apps are great, however wish the dashboard was more intuitive

Andrea is a mother of two. Her first child was a breeze. Zion ate with no issues. However, when number 2 came along. Molly had undiagnosed a tongue tie and had trouble eating. She was gaining weight, so the doctors were not alarmed. When "people" foods were introduced was when we noticed certain issues. That is when we had her evaluated.

Persona 1: Corey Thomas

Problem statement:

Corey's son was getting sick often. He was up-to-date with her vaccines and being breastfed. The baby was not digesting things properly and was put on a strict diet.



Corey Thomas

Age: 41
Education: Trade School -Plumber
Hometown: Garden City, MA
Family: 1 child - remarried
Occupation: Custodian/Bartender

"He does not want to listen to us talk nutrition. We tried making games, but he was still only paying attention for 5 minutes and we needed more than 25 minutes to complete food exercises."

GOALS

- Get more organized in his life
- Find a better job to spend more time with his son

FRUSTRATIONS

- No information about issues until it is too late to fix
- A website is needed but also a place I can look on my phone
- Information is not up to date

The doctors were concerned about Elliot from an early age. As a baby, he was often sick – despite being up-to-date on her vaccines and being almost exclusively breastfed. Her mother, Ellen, often brought the baby to the nearest clinic to be examined for breathing and respiratory issues. They realized, now as a toddler she was not digesting things properly.

Competitive audit

I audited a few competitors.

I noticed certain gaps and

opportunities that our

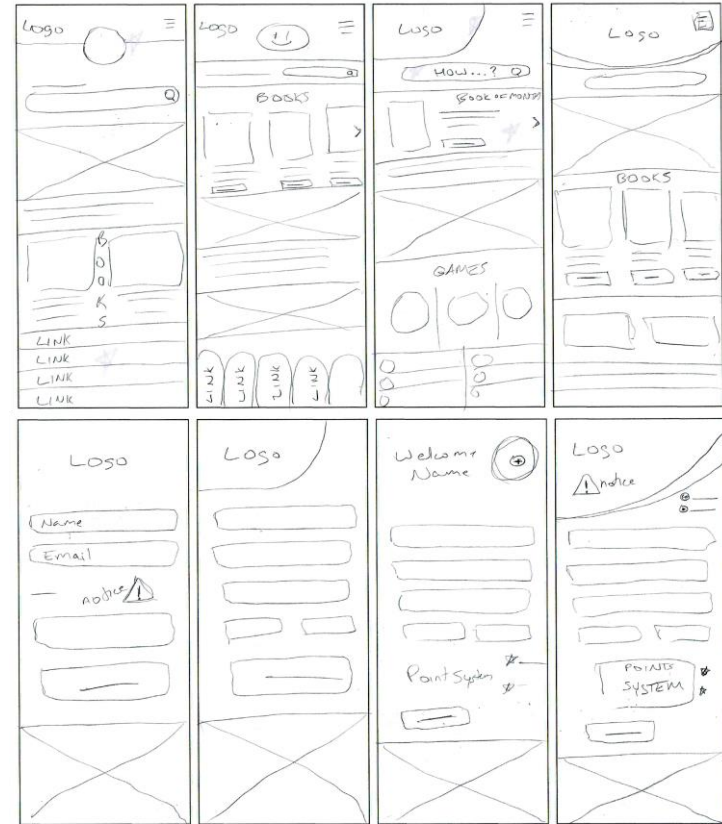
nutrition service could

address.

Competitive audit	Competitive audit goal									
	General information									
	unique value proposition	unique value proposition	Unique value proposition	unique value proposition	unique value proposition	unique value proposition	unique value proposition	unique value proposition	unique value proposition	unique value proposition
	Familydoc.org	Direct	Global	Nutrition for Kids	FREE	https://familydoctor.org/nutrition-tips-for-kids/	medium	adults 16-60	All information is free	
	Flinstone Vitamins	Indirect	Global	Nutrition and Products	Subscribe for \$5/mo	https://www.flinstonevitamins.com/	large	adults and children	Up to date articles and products	
	Myplate.gov	Indirect	Global	Nutrition, Advice, Games	Subscribe	https://www.myplate.gov/subscribe.html	large	adults 16-60	helpful resources	
	KidsHealth.org	Direct	Online	Nutrition Articles	Subscribe	https://kidshealth.org/	medium	adults 16-60	Adults, teens, kids	
	First impressions	App or mobile	Features	Accessibility	Interaction	Visual design	Brand identity	Tone	Content	
	desktop website			User flow		Navigation				
	OKAY - lots of pop	OKAY - lots of pop	NEEDS WORK	NEEDS WORK	GOOD	GOOD	NEEDS WORK	informative - doctor speak		
	GOOD	GOOD - well balanced	OUTSTANDING	NEEDS WORK	GOOD	OUTSTANDING	NEEDS WORK	friendly, playful		
	OKAY	GOOD	OUTSTANDING	NEEDS WORK	GOOD	OKAY	GOOD	Formal, informative and direct		
	GREAT	NEEDS WORK	OKAY	NEEDS WORK	GOOD	GOOD	GOOD	Fun, informative		

Ideation

I did a quick ideation exercise to come up with ideas for the gap trends that I noticed during the competitive audit. The sketches displayed were the **homepage** and **log-in** screen for the app.



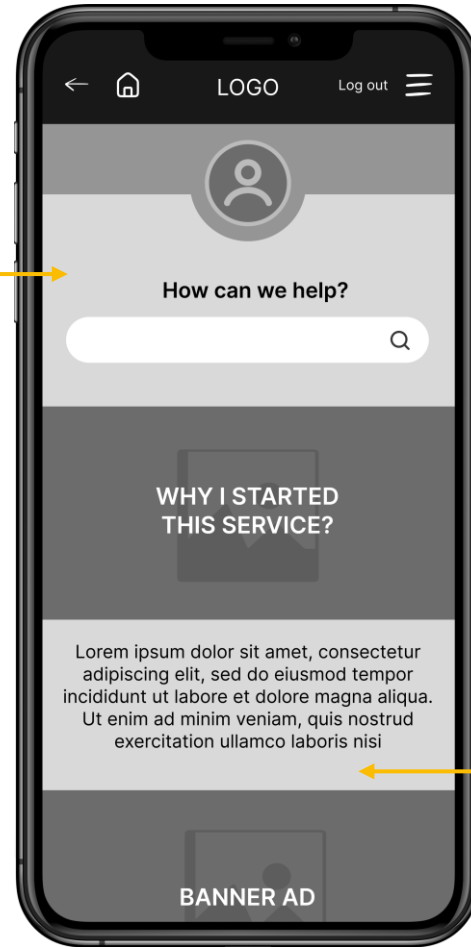
Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

After ideating and drafting some paper wireframes, I created initial mockups for the dedicated nutrition app.

The top half is for the search bar to search the site. The top will also let you add a photo of your nibbler or family member you have signed up.

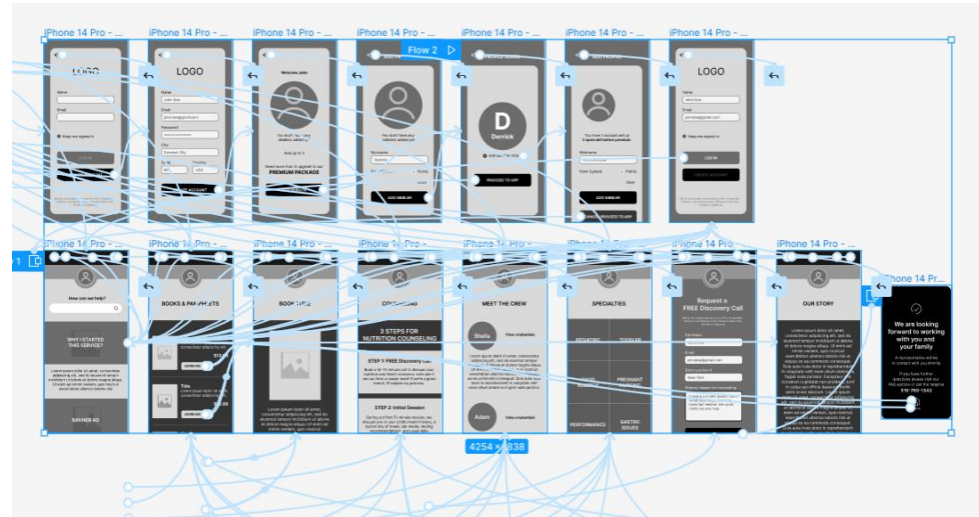


A little background on why the owner created the service.

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the dedicated mobile app. The app would offer different features than the Nosh and Nibble website, as well as provide interactive games.

View the low-fidelity prototype [here](#)



Usability study: parameters



Study type:

Virtual moderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

The add Nibbler section could be combined or streamlined

2

Finding

Book a Discovery Call was hidden. One user couldn't find it and couldn't complete the prompt

3

Finding

The CTA action button in the books section was confusing.

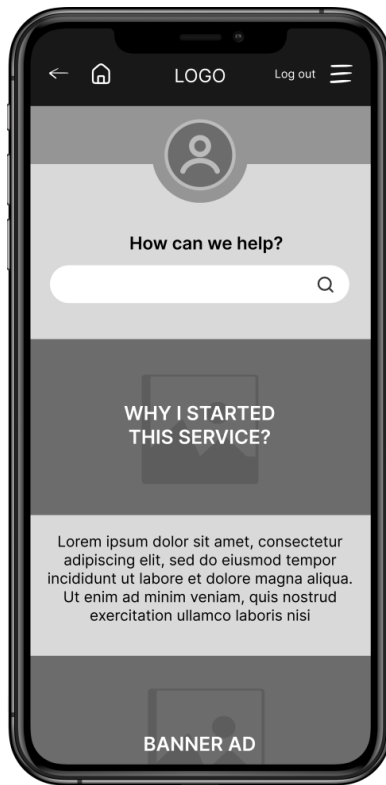
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

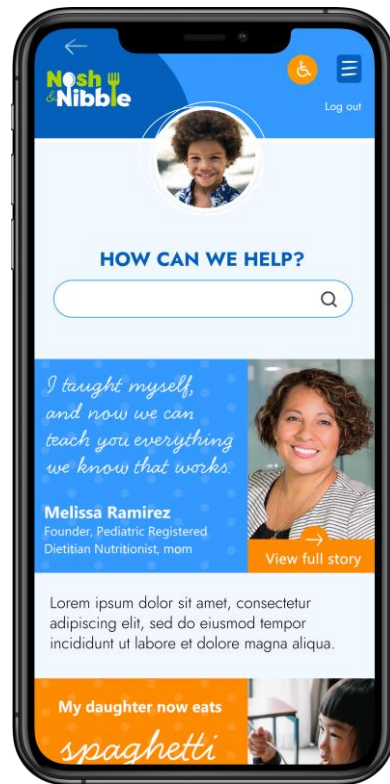
Mockups

Based on the insights from the usability studies, I applied design changes to the header such as moving the logo to the left. I also added a CTA button on the banners that required clicking to view more.

Before usability study



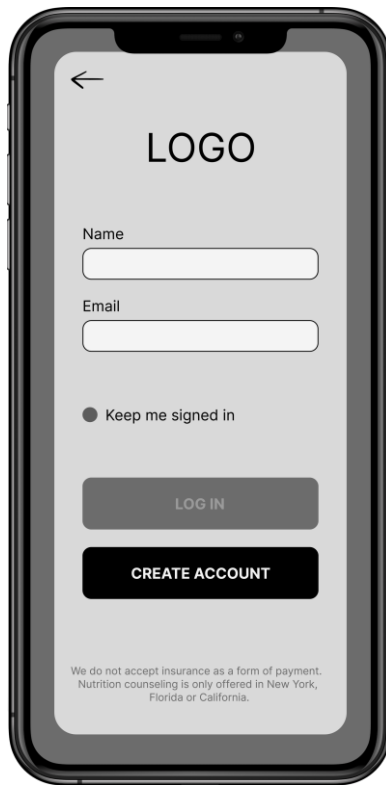
After usability study



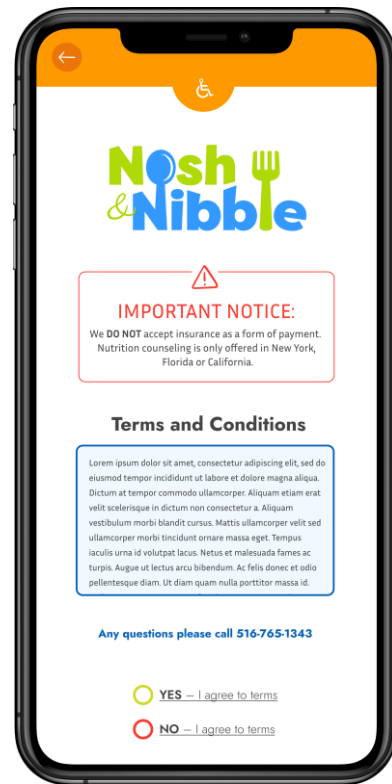
Mockups

Based on the insights from the usability studies and research, I applied design changes to the log-in page, by turning the first screen into a terms and conditions screen. There the user would agree or disagree before signing up.

Before usability study



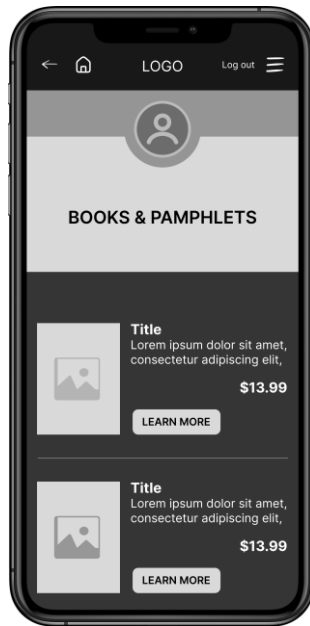
After usability study



Mockups

Based on the insights from the usability studies, I changed the page to READING. I also added an ADD TO CART button. In addition, I converted the book title to a link, which would open up a new screen to show more information and the option to BUY NOW.

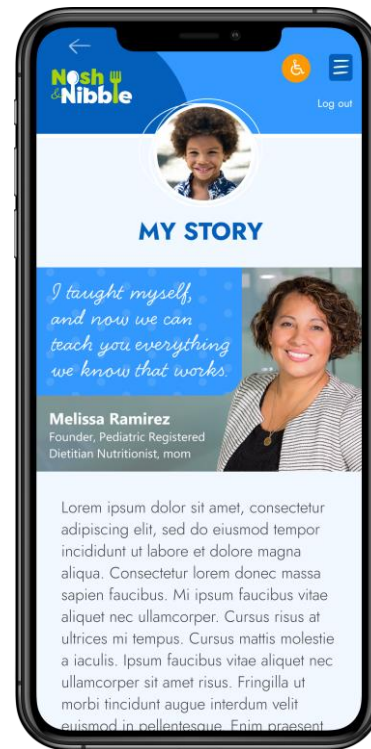
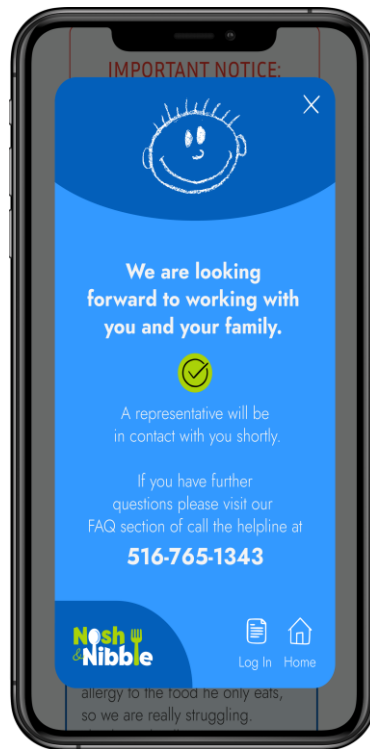
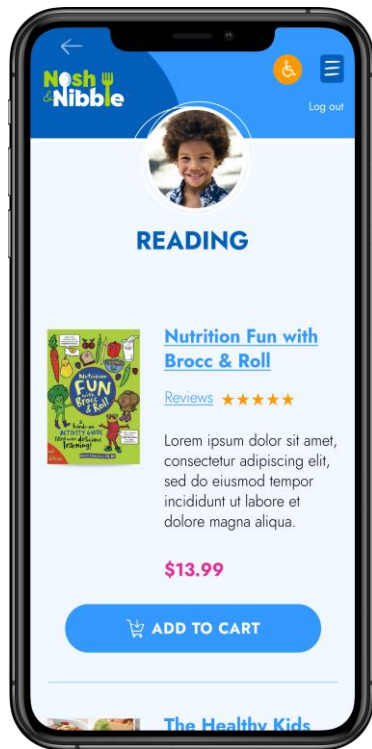
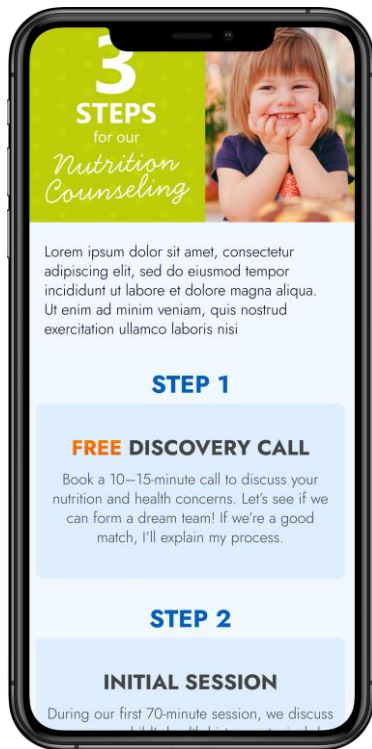
Before usability study



After usability study



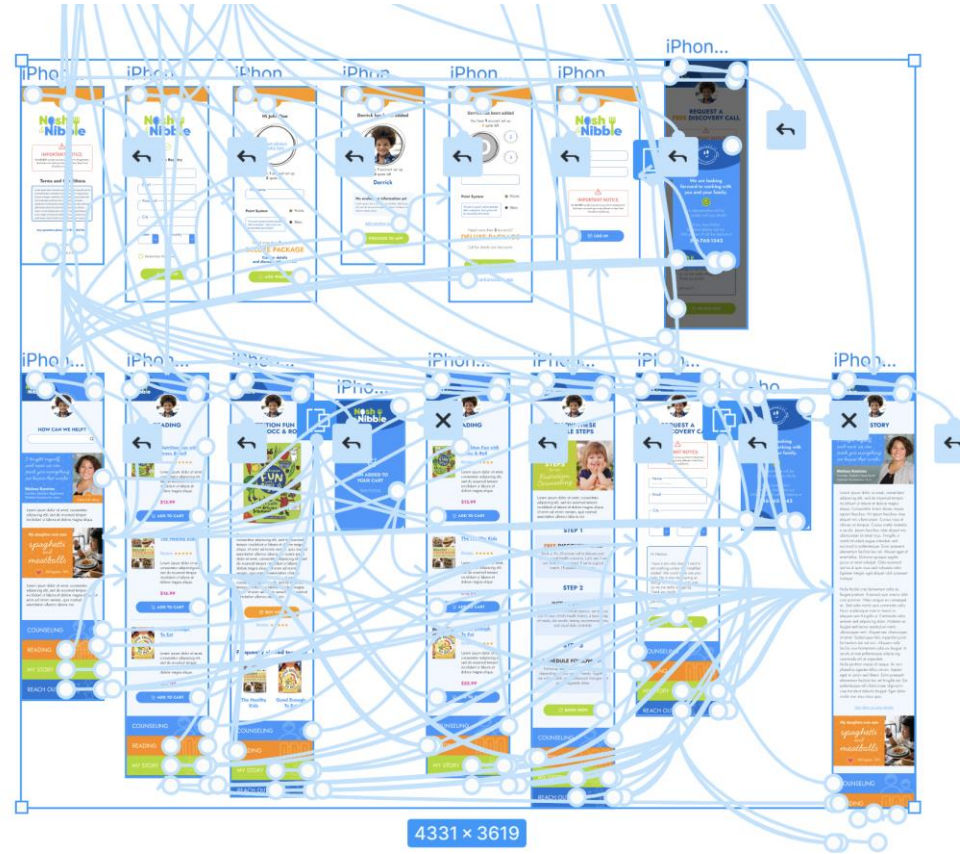
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity. However, I included design updates and added accessibility features throughout the app.

View the high-fidelity prototype [here](#)



Accessibility considerations

1

High Contrast Mode

makes the screen easier to read by using more distinct colors.

2

Audio Features

make it easier for the deaf, have limited hearing, or have unique hearing needs to use the app

3

Button Symbols

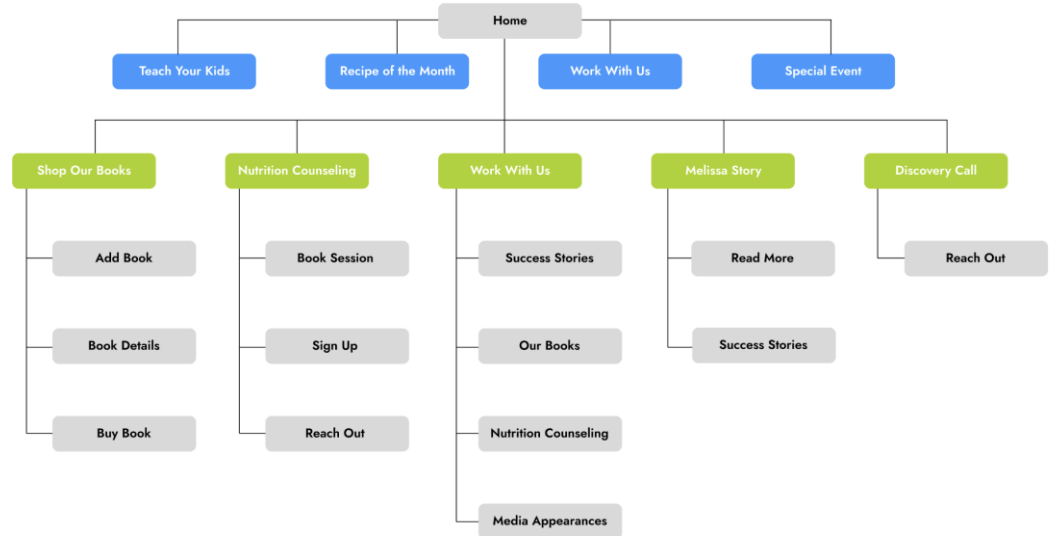
All CTA buttons have images representing the call-to-action button that distinctly represent the button text

Responsive Design

- Information architecture
- Responsive design

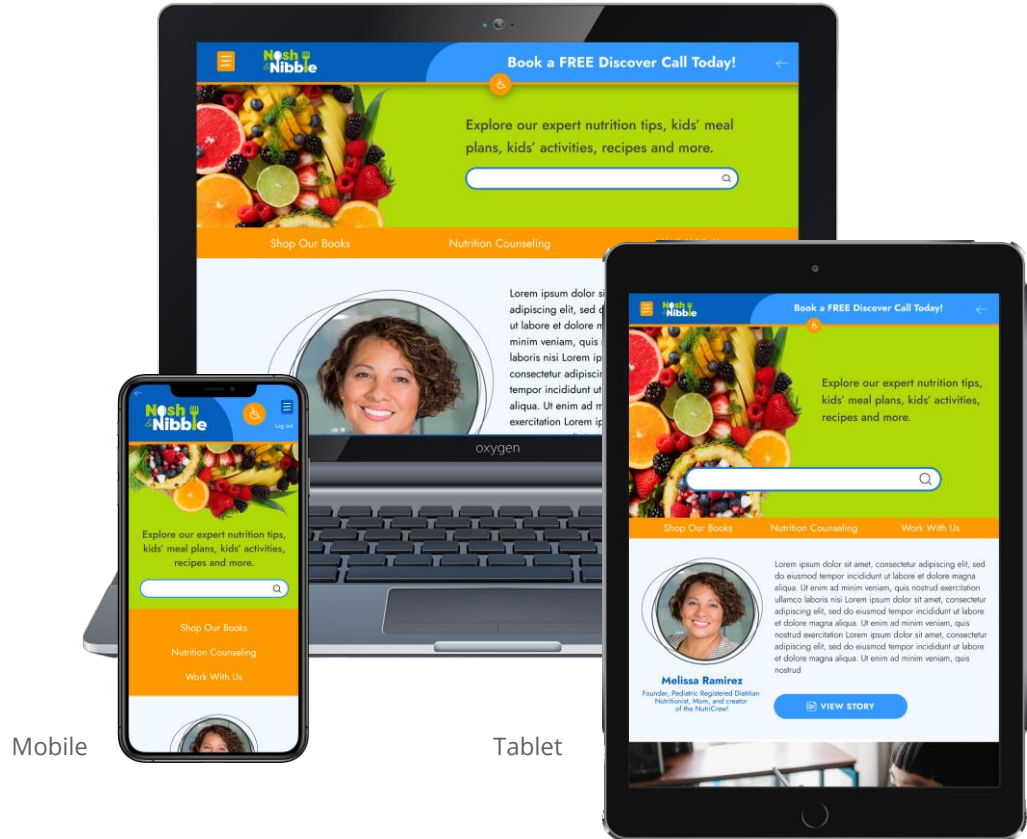
Sitemap

With the app design finalized, I started designing the responsive website. I used a similar structure for the app and the website, except the app would be account based.



Responsive designs

The design screen size variation included mobile, tablet, and desktop views. I designed each size with user experience in mind. I also kept the designs similar in experience and size.



Mobile

Tablet

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users really enjoyed to look and feel of the business. The prototypes were successful and customer insights were helpful in guiding the audience to the correct information. The feedback was a great resource to build the best product.



What I learned:

I was able to expand on Figma knowledge. I started building interactive components, as well as taking on the responsibility of adding accessibility features front and center that will benefit all users.

Next steps

1

I would like to build on Nosh and Nibble interactive features. I think Games, and Printables would be a great addition for children.

2

I would love to build out the characters of Nosh and Nibble.

3

Add personalization to the website to enhance the experience for everyone. It will also allow a more personal experience and targeted information.

Let's connect!



If you like what you see, please don't hesitate to contact me.

You can reach me at 516-993-9142 or you can email me directly at frankjdyszler@gmail.com

I look forward to us working together.