

EINDPRESENTATIE

Jouw ontwerpuitdaging

“

I want

Efficiency Seekers

(target users)

to

focus more on themselves in their

(effect you want to accomplish)

morning ritual

because

an intimate & healthy morning ritual

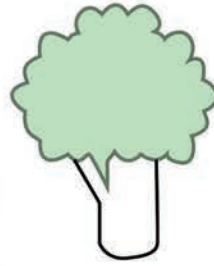
(reason(s) why this effect is relevant for your user in this context)

supports being efficient & productive

during the day.

”

FRUIT OR DARE



Be challenged to eat healthy!



Efficiency
Seeker

Challenge

Fruit or Dare is an application designed to support efficiency seeking professionals to take time for themselves in the morning and to pursue a healthy breakfast routine.



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Resultaten van de gebruikerstest

① Usability Test

- improvements
 - Rate screen unclear
 - didn't recognize buttons
 - Transitions photo-making and rating screens not clear.
 - Buttons and swipes need to be optimized.
 - Main colours too similar
- positive
 - Most of general flow worked really well
 - Participant enjoyed playing



"Being able to win something by doing something that also makes you feel good... that's a win+win combination"

→ In your presentation you could also show a short movie instead of photo's of your user test!

② Impact Test

- improvement
 - User lost motivation during the last day: "I already knew that I was winning, I knew what her breakfast would be."
- positive
 - Motivated to eat diverse and spend more time on food in the morning: "I wanted to send my picture first at some point"

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Verbeterpunten

What could be improved:

- Improvements on interface
- Sharpening challenge
- Test with more users
- Aesthetics application
- Compatibility tablets
- * Reminder to get groceries in time

Reflection on process:

You might have found out that keeping track of all the data you gathered in the analysis phase is quite hard to handle in later stages. That's why I think the templates help a lot in not losing focus. I would love to do another iteration as I have so many questions and ideas that I would like to test & explore.

Reflection on design

The design fits the user's (efficiency seekers) lifestyle perfectly. Being challenged by someone you care about has proven to be an effective motivator to take a little bit more time for yourself in the morning. This design does require the user to anticipate on having the right groceries in stock for the morning. This is something that does not necessarily fit our target user. So that might be another recommendation. In the end: Fruit or Dare has the potential to solve the user's dilemma of eating healthy in the morning vs. being efficient, but another iteration will have to verify more.