

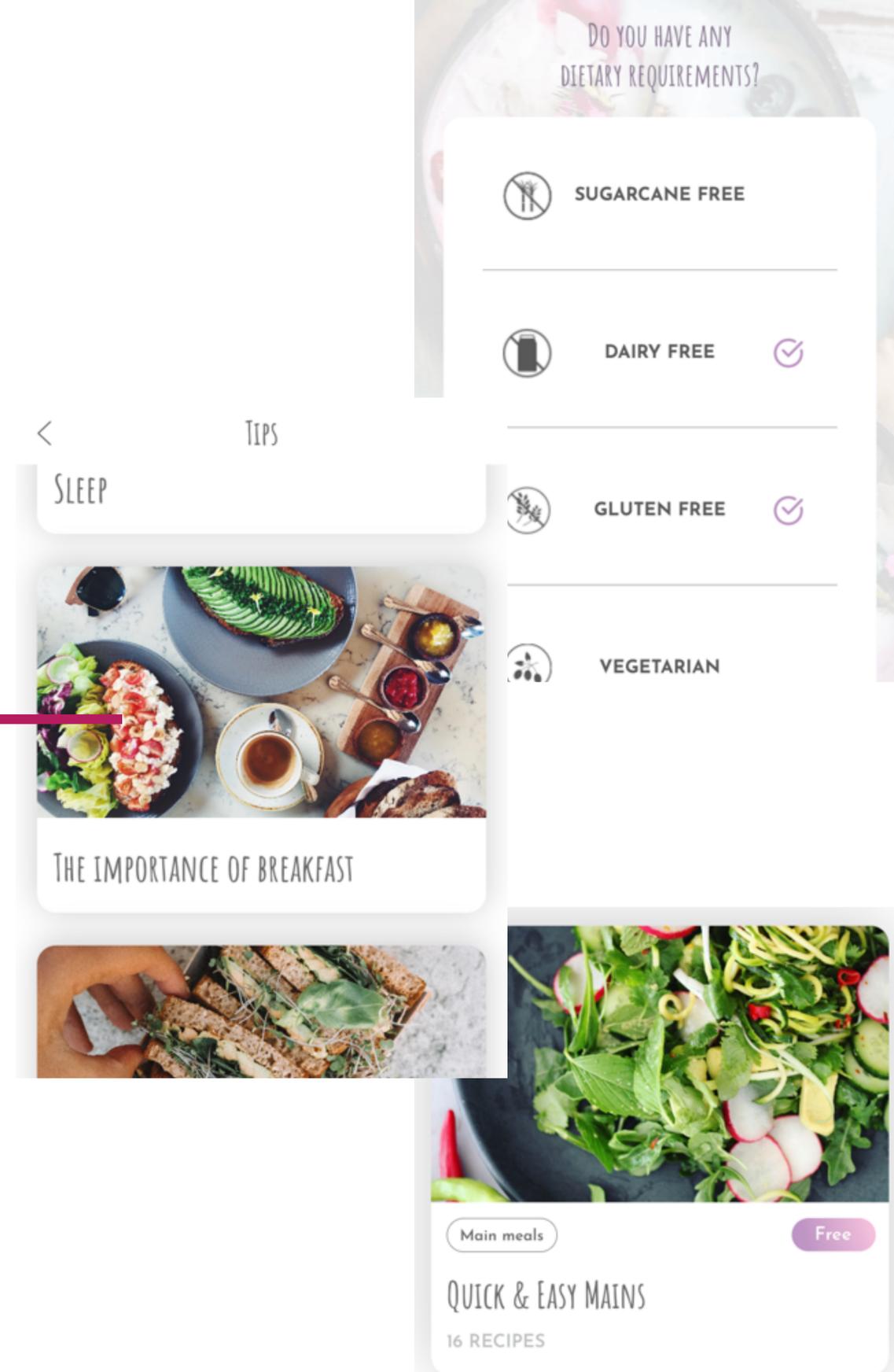
# USABILITY

ANALYSIS



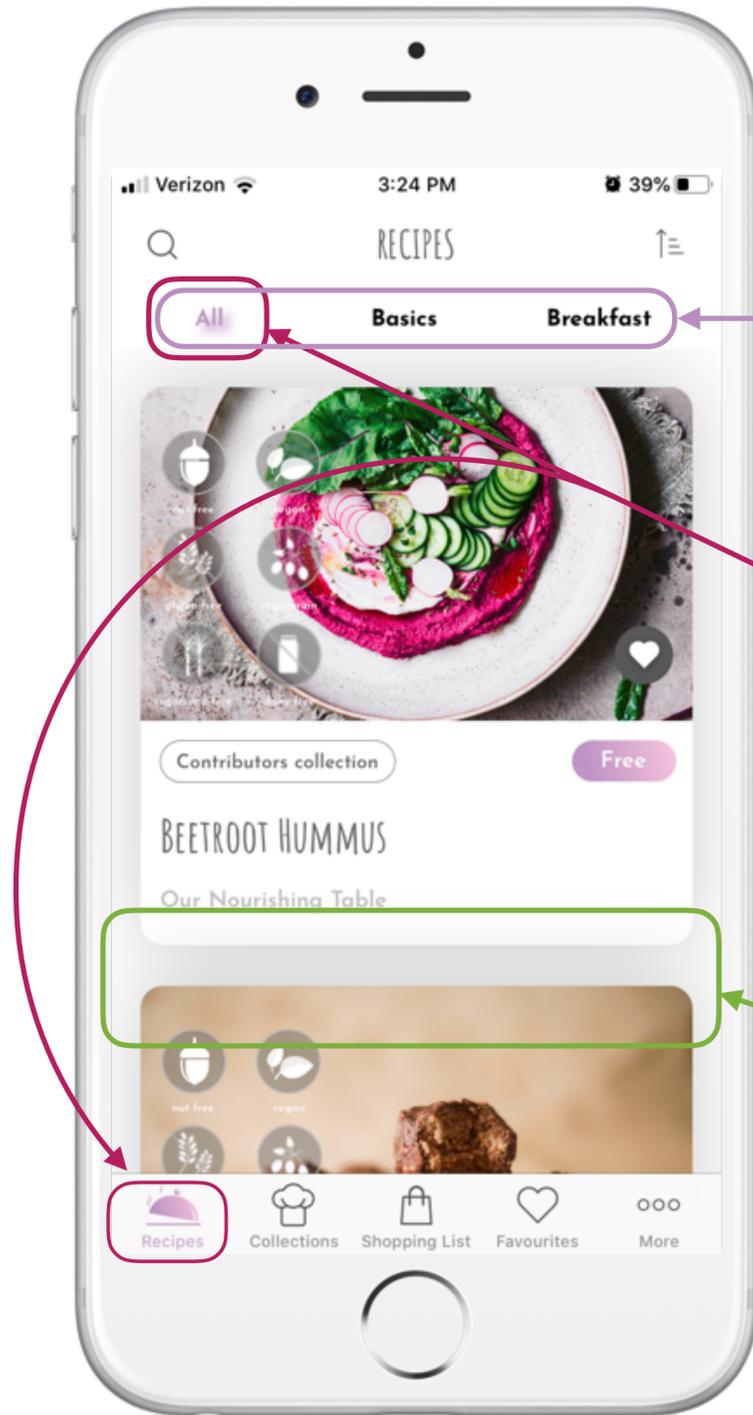
# HEALTHY *Luxe*

“AS A USER I WOULD LIKE TO QUICKLY FIND A RECIPE SO THAT I CAN BE PREPARED WITH THE INGREDIENTS FOR EFFICIENT, SAME-DAY COOKING.”



# Triggers

FIRST SCREEN RETURNING USER SEES



## 1. Bolded Text

The Bold Text of *All*, *Basics* and *Breakfast* draw your eye in and alert you to the first place to go to helps make your search more efficient by category, if *All*—where you automatically land upon opening the app—seems too overwhelming to sort through.

## 2. Hierarchy of Color

The bold black is the first call to action, but the lavender shade helps call you to other actions: Change category? View something aside from recipes? *Free* is the only colored piece I find to be a friction point as majority of recipes are free. If clicked, nothing happens; its just a tag.

## 3. Lead into Next Recipe

With no arrows showing me to scroll up and down the beginning of the next recipe/photograph is an intuitive trigger to tell me that there is more to scroll down and see

# Triggers

SCREEN ONCE USER HAS SELECTED RECIPE



## 1. Bold Text

With the screen having a good amount of visual simulation and not too much negative space, the bold text helps to focus the eye on the toggling action between *Description*, *Ingredients*, and *Method*, which is ultimately the primary and most important function of the app. It also helps draw to a secondary of point: the ingredient list. The bold text coupled with the icons to the LFT are the trigger there.

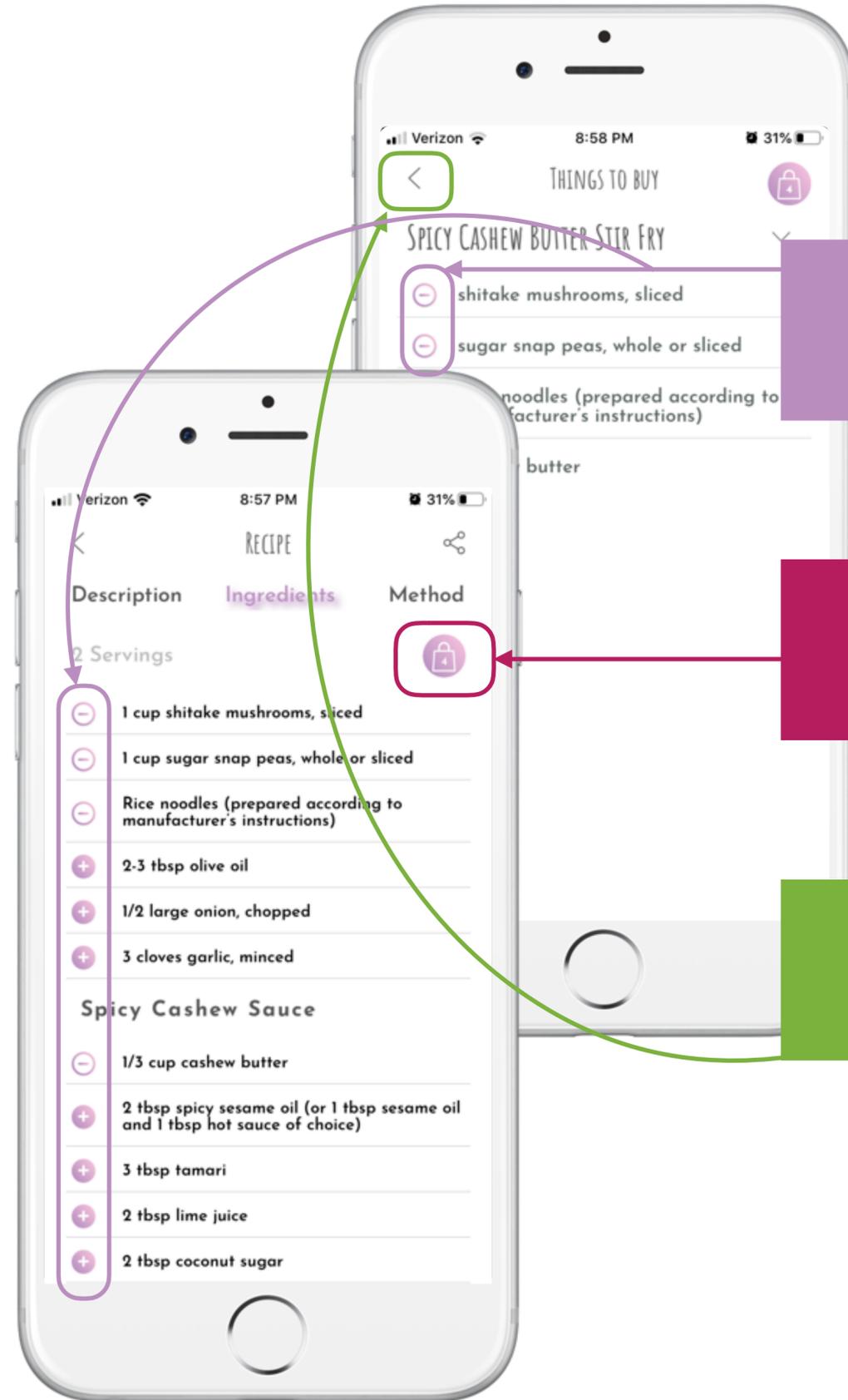
## 2. Use of Icons

The color and use of + symbol trigger the instinct to hit the plus button, when you do the number count on the bag icon jumps up as you 'add' stuff to your bag. From the home screen we are expected to remember the bag is the *Shopping List*.

The Heart Icon triggers us to tap it by being in the dark/bold grey color. The recognition from other apps, like Instagram, makes the icon recognizable and familiar as to what to do.

# Triggers

SCREEN OF RECIPE INTO SHOPPING LIST



## 1. Plus/Minus Symbol

Clear Triggers to add or subtract items from shopping list as needed. As you add items, the number count in the shopping bag goes up, but not relative to how many items the recipe calls for, relative to the line item. EXAMPLE: "4 Beets" listed as an ingredient line item would only show a "1" in the bag.

## 2. Shopping Bag

As you add items to the bag, the bag count goes up which is a nice trigger to call you to tap the bag icon as your eye keeps flashing over when you add an item. The screen in the back is what you see when you click the shopping list bag icon to review your list.

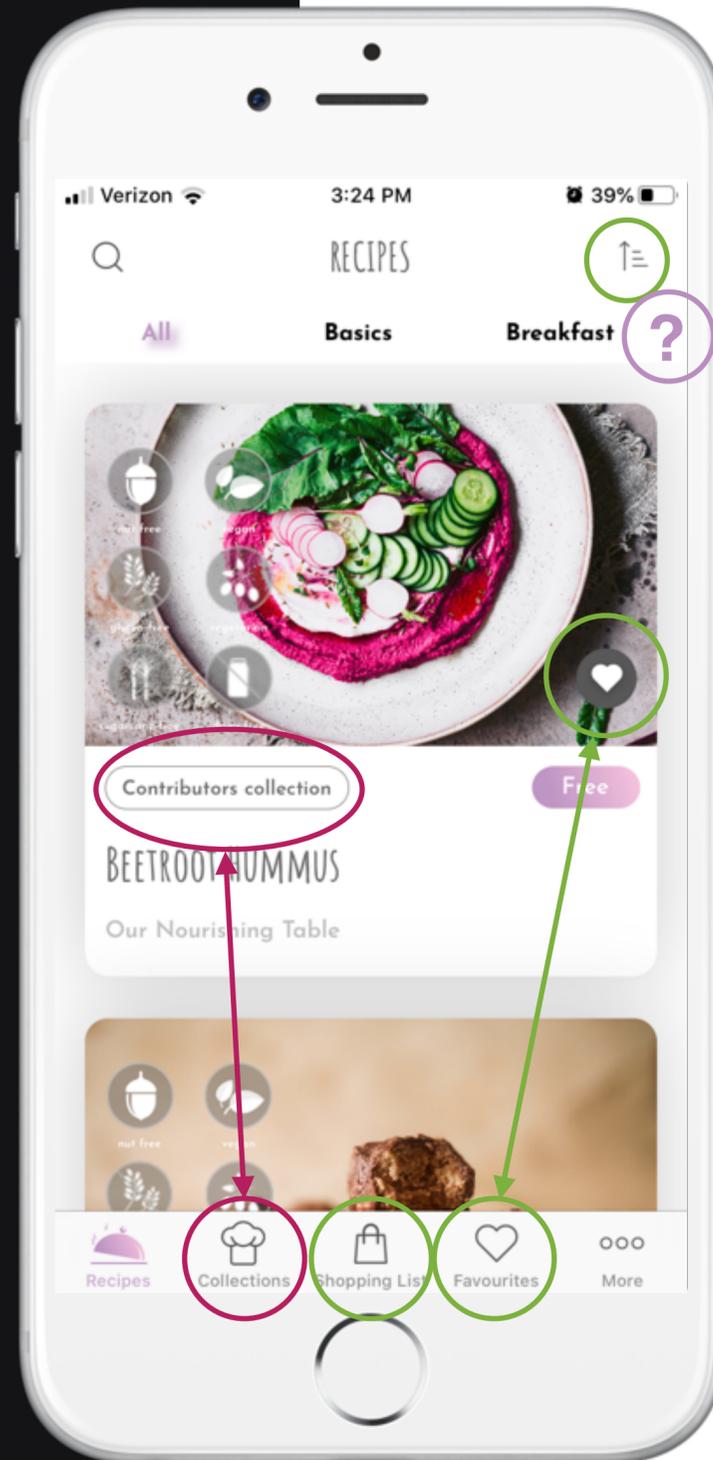
## 3. Back Arrow

The top right is an intuitive place to have a back arrow (<), however, the trigger could be stronger if they bolded the arrow so the user knew that action was there. There does seem to be some lack of triggers once you are in the shopping list.

# Points of Friction

## USABILITY

Overall the usability is good, but with an app that is so basic the usability has the potential to be excellent and seamless. Here, Healthy Luxe appears to be over-complicating and repeating themselves rather than minimizing and clarifying choices to make the usability simpler. Hierarchy and getting clear on the actions they want the user to take at certain points would help this app's usability.



## Topic Scroll not Prominent

For this example the user wanted to find a 'Dinner' meal. With no arrow/eclipses/faded word to the RT of *Breakfast*, it could confuse some users that the topic options scroll to the RT, especial when the images of recipes scroll down.

## Repetitive Content

Majority of the recipes are from contributors and while being able to sort by that could be useful, it doesn't seem to be an element users would be seeking out enough to merit 2 entry points. It is confusing, and visually busy. Putting the chef hat icon from the menu next to the contributor's name—'Our Nourishing Table' here—would create the same effect.

## Confusing Icons

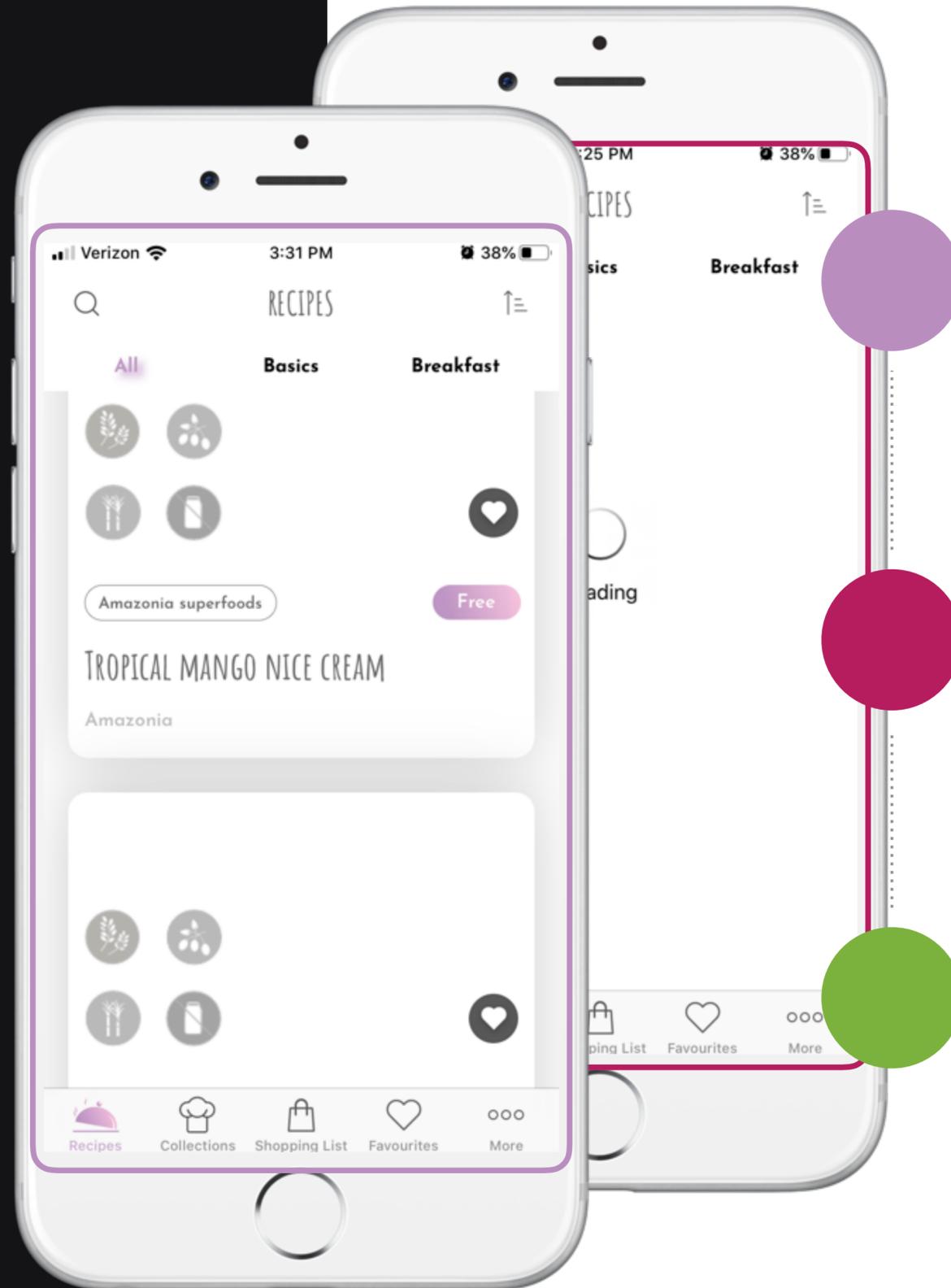
While icons are useful in streamlining meaning, the clarity of the icon is key. There are 3 ambiguous ones to note:

- 1) The top RT is a sort feature: oldest to newest, newest to oldest, or popularity
- 2) The Heart icon on the picture looks as though it's already been added to favorites, it has not. It could be stronger if, like in Instagram, it was left and outlined until it was clicked since that is already a universal action.
- 3) *Shopping List* would make more sense with a list icon. When away from the title, the shopping bag is confusing: will it take me to an e-store? Do I buy in the app?

# 7 Points of Friction

## RELIABILITY

With images of the dishes being a key UI point and draw to choose a recipe, the reliability of images loading is poor. You are guaranteed to have to wait if you want to immediately scroll past the first 6-10 images. The other issue is that that app randomly, and slightly too often, totally shuts down.



### Scroll of Recipes Slow to Load

*(Visual to the LFT)*

If the user quickly scrolls past the first 6-10 images, the images have not loaded and take a bit to catch up to the user scrolling.

### Selected recipe Slow to Load

*(Visual to the RT)*

Once the selection of a recipe is made, the image and content take a few moments to load. This is particularly true if the image wasn't loaded in the preview before selecting the recipe. Doesn't happen every time.

### Crashes with change of Topic

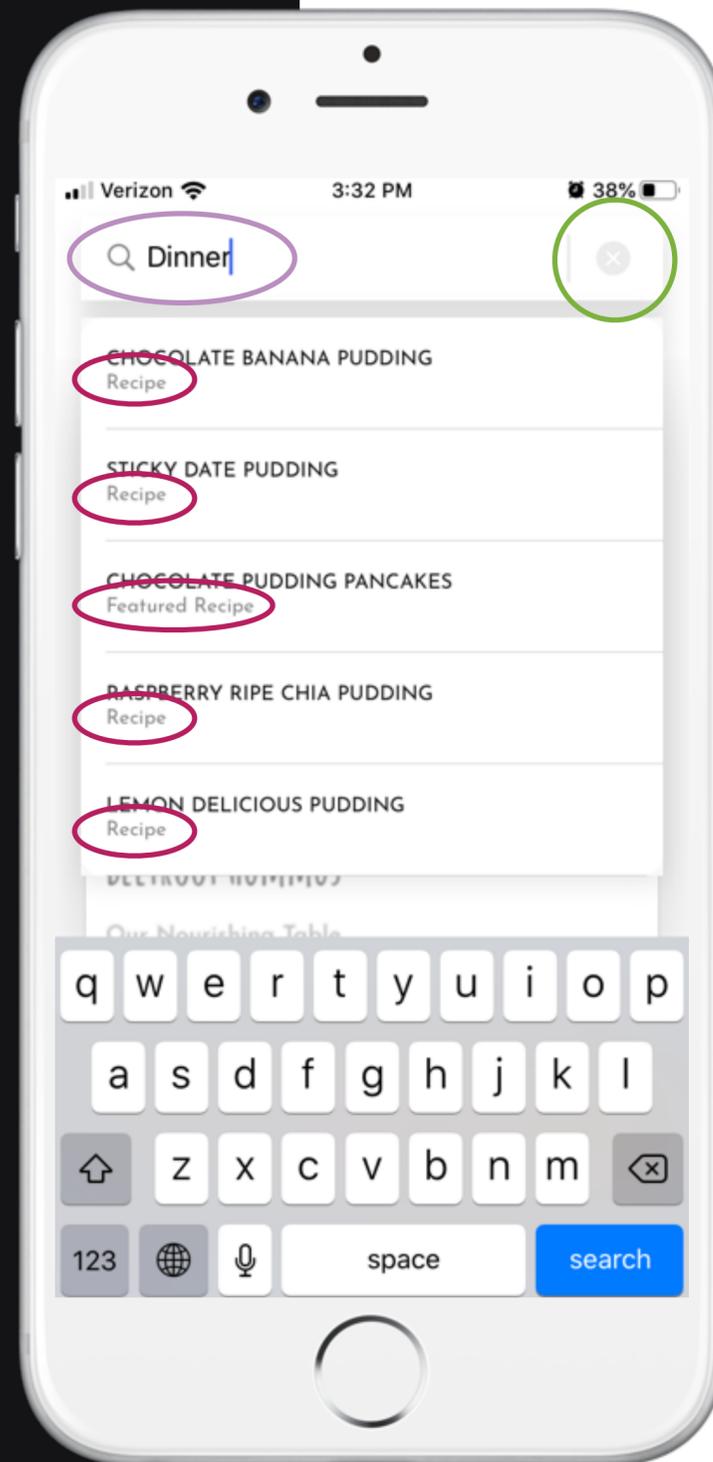
*(Not visually demonstrated)*

If the user scrolls too quickly the app crashed and closes out. The same happens with the change of Topic, not every time but multiple times in one user session.

# Points of Friction

## FUNCTIONALITY

If the basic function of easily searching for a recipe for a specific meal is not met then the user may not want to waste time scrolling or figuring out how to search for what they need. There are also usability challenges here with exiting the search.



## Better Recipe Tags Needed

With hundreds of recipes, knowing the titles is rare, especially if the user is looking for inspiration not something they know. Being able to search “Dinner” in a recipe app seems not just initiative, but necessary in quick, easy and intuitive searching.

## Valueless Words

Under the title of all recipes is the word *Recipe*. The app is a recipe app, so all searchable content is of recipes. What could be better under the title are key organizational and searchable works, like “Dinner”.

## Not Clear How to Exit

After typing “Dinner” and hitting ‘enter’ nothing happened. Since *Sticky Date Pudding* and *Chocolate Pancakes* clearly were not fitting the dinner category, without selecting any of them here was no where to click. It takes a few moments to notice the X. When the user starts typing the X could turn to the darker grey, alerting to an action that can be taken.