

ALL PLANT

Design Thinking:

Blueprint for 'Eat More Plant Protein' Challenge

Aakifah Bahadur & Chloe Donohue



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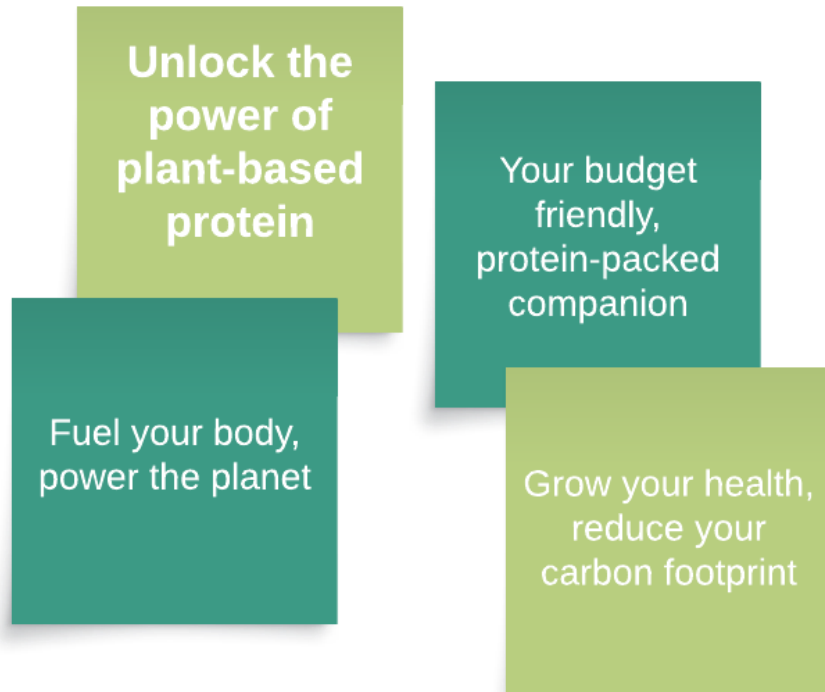
the brief & challenge

We have been challenged with designing an app that will help consumers make better choices when it comes to plant-protein consumption, targeted towards Gen Z and millennial consumers.

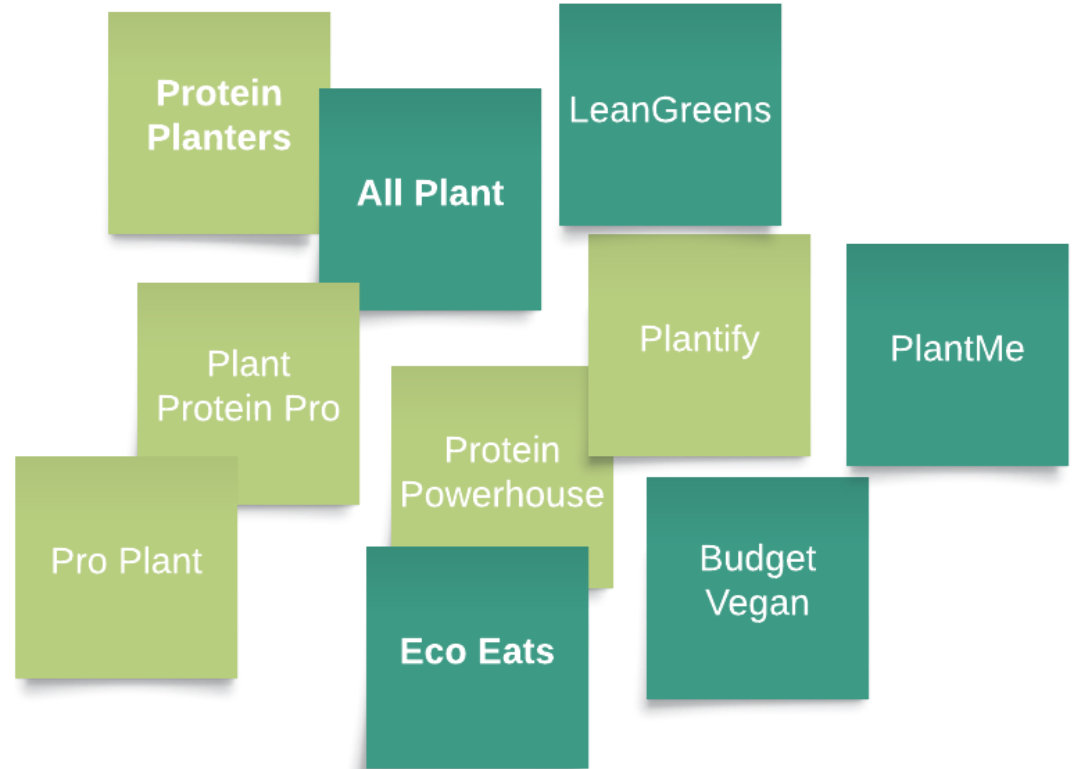
Our approach to this challenge has involved us each following all five stages of the 5-Step Design Thinking Process for our individual elements, which allowed us to arrive at the final concept and design we will walkthrough in this presentation.

group concepts

Straplines



Brand Name



chosen concept

Name: **All Plant**

Strapline: **Unlock the power of plant-based protein**

Why?

- **Brand positioning:** by choosing the name 'All Plant', we are positioning the app as a comprehensive solution for plant-based eating. The name suggests that the app may offer a wide range of plant-based protein options and resources, making it a one-stop-shop for plant-based nutrition.
- **Clarity and simplicity:** the name is short, memorable, and straightforward – making it easier for users to understand what the app offers and that there is a focus exclusively on plant-based eating.
- **Inclusivity:** 'All' would communicate that the app is available to anyone regardless of age (linking to the challenge's required target audience of both Gen Z and millennials), dietary preferences or restrictions.
- **Brand personality:** suggests a brand focused on not only health but other areas, such as sustainability and environmental stewardship.

brand guidelines.

logo design

ALL PLANT

monochrome version

ALL  PLANT

app logo design

1024x1024



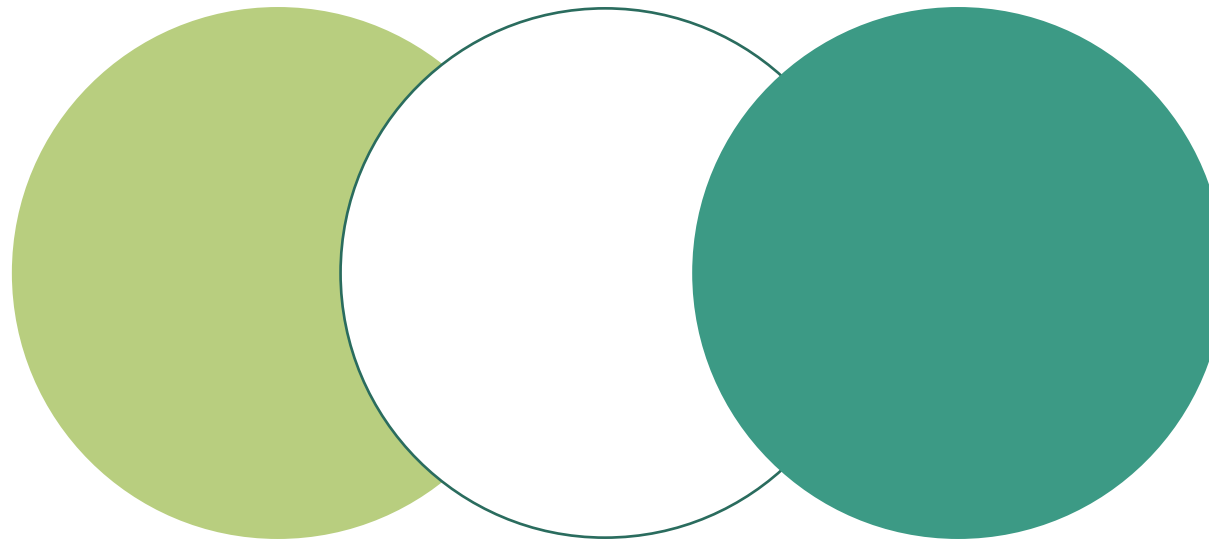
512x512



256x256



colour palette



#B8CE7F
olive green

#000000
white

#3C9A85
teal

typography

Aa

Garet Heavy

The quick brown fox jumps over a lazy dog.

Montserrat Regular

The quick brown
fox jumps over a
lazy dog.

Montserrat **Semibold**

**The quick brown
fox jumps over a
lazy dog.**

Montserrat **Extrabold**

**The quick brown
fox jumps over a
lazy dog.**

Aakifah.

Empathy, Define, Ideate, Prototype and Test stages.

empathy stage.

Research, observe, understand, and create a point of view.

interview

During the empathy stage I did an interview. The person I interviewed was not vegan or vegetarian but would decide to not eat on Mondays. They claimed they have made some life decisions to not use animal products however they claimed that fully cutting out meat would be very difficult for them. Maybe having a plan would help them fully cut out meat. They are aware of global warming but didn't know much about plant protein.



Age: 22

Gender: Female

Location: Wakefield, UK

Occupation: Works at an accountant firm.

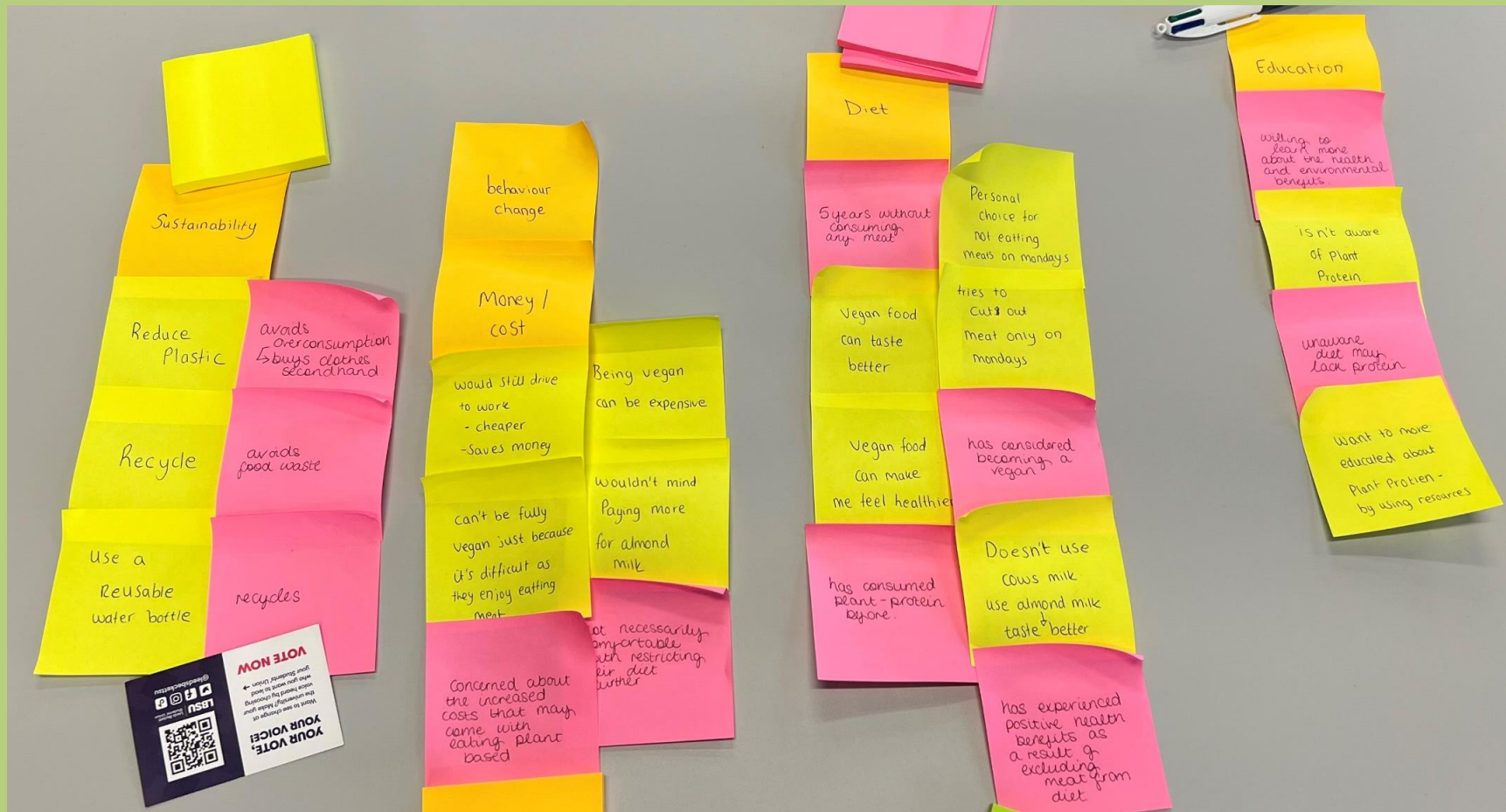
Unique: Decides to eat vegan foods even though they are not vegan. Mondays are normally no meat day

"I think fully being vegan can be really difficult because I do enjoy eating meat..."

define stage.

Define the challenge and explore the context.

method cards.



Method: saturate & group

We separated our findings into the following categories: sustainability, behaviour change/cost, diet, and education. We found that certain findings overlapped themes, highlighting links we may have not otherwise have noticed. For example, we found that unwillingness to change behaviour often linked to cost, whereas willingness to change behaviour generally linked to pre-existing interests in sustainability.

user-need-insight statement

as a: Individual who doesn't eat meat on Mondays.

i need to: find ways to have more days where I don't eat meat.

so that: I can feel better of not hurting animals and helping the planet.

insight: User enjoys having no meat on Mondays. However, the user struggles to full cut out meat from their diet. They have thought about being vegetarian but they enjoy eating meat and they might miss it. But they did like the idea of trying to have a vegetarian diet for a month as this will make them feel better.

outcome: how-might-we questions

How might we make a plant protein diet easy to plan?

How might we create a plant protein diet on a budget?

How might we encourage different ways of having plant protein to keep users interested?

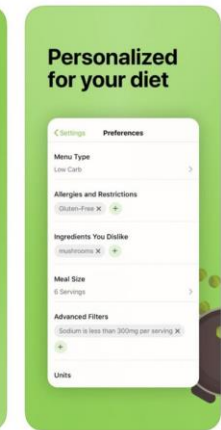
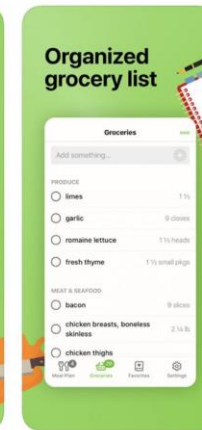
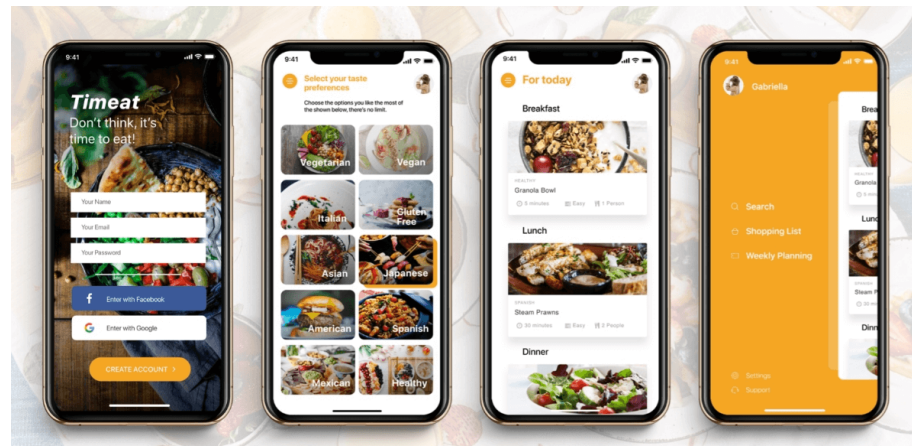
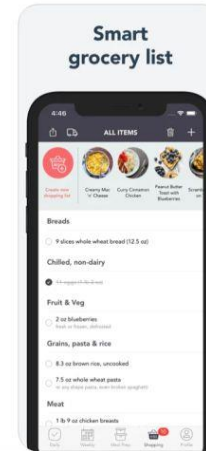
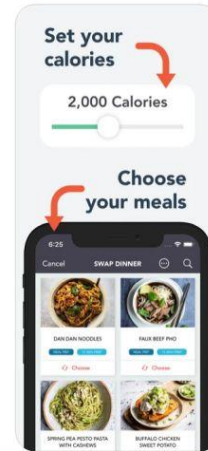
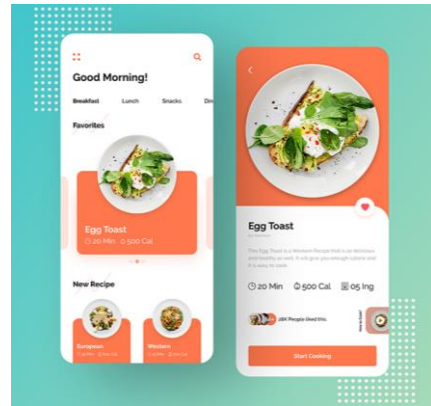
problem statement

People who try to make vegan choices are interested in reducing their harm to the planet and to animals by consuming plant-based proteins. However, not planning can result in many negative factors such as over paying for items, losing inspiration when creating meals and slowly going to past habits. Therefore they need to have reliable resources to plan easily and keep engaged with the new diet.

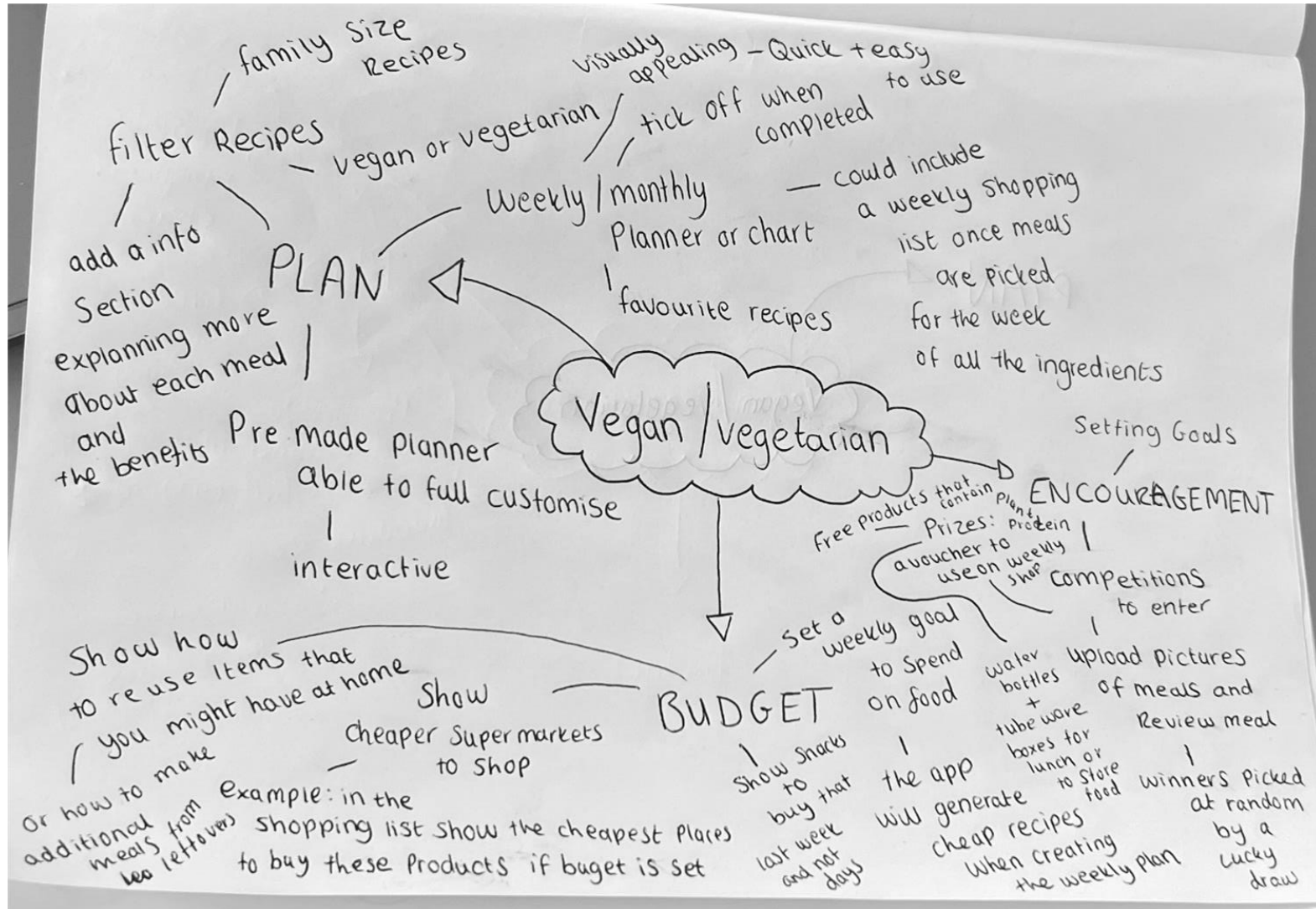
ideate stage.

Challenge assumptions and create ideas.

market research



mind map

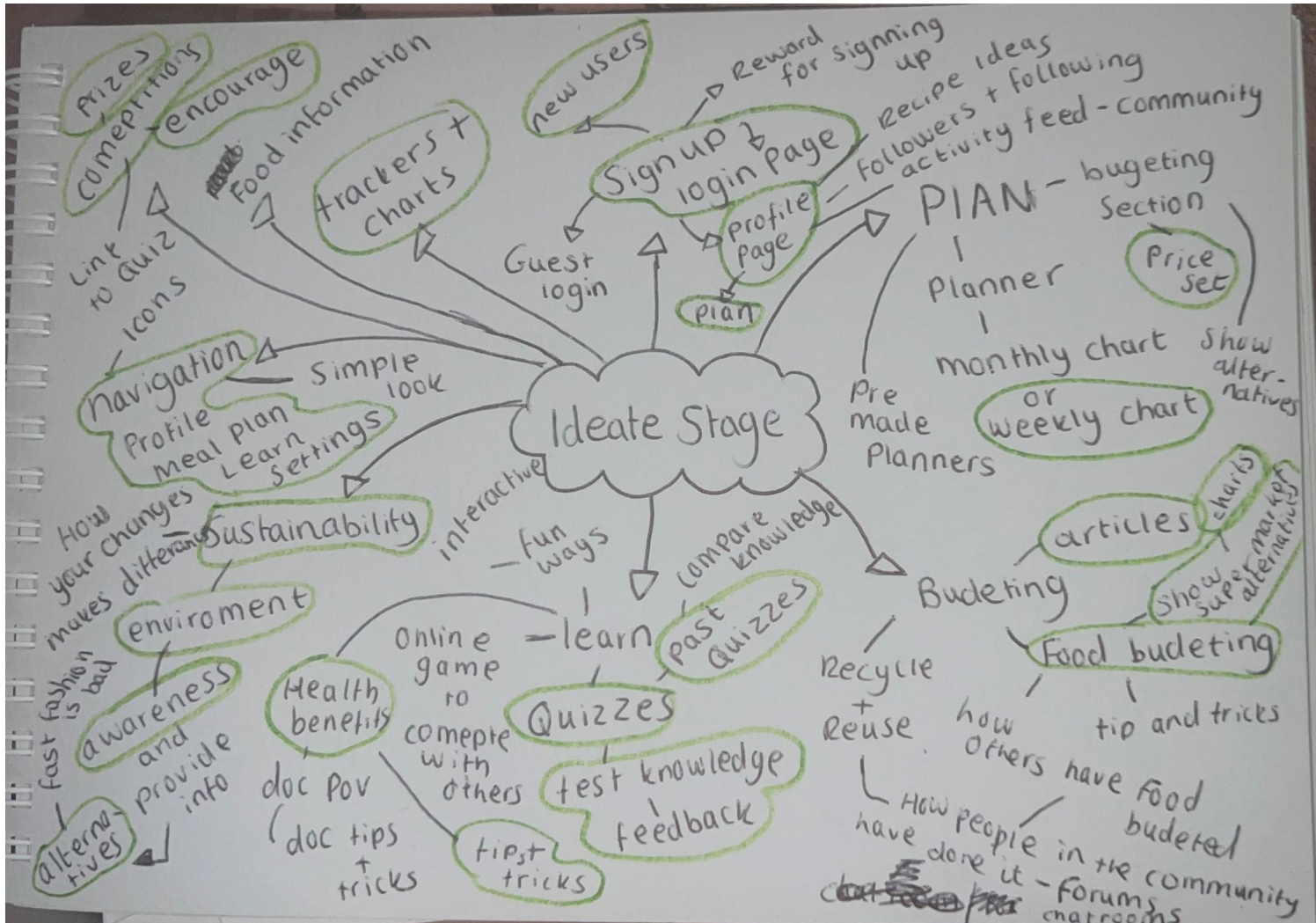


The pervious 2 stages allowed me to create this mind map and move on to the next stage.

Looking at my UN and my questions I knew these 3 sectors would be best for me to take further:

- Plan
- Encouragement
- Budget

joining ideas

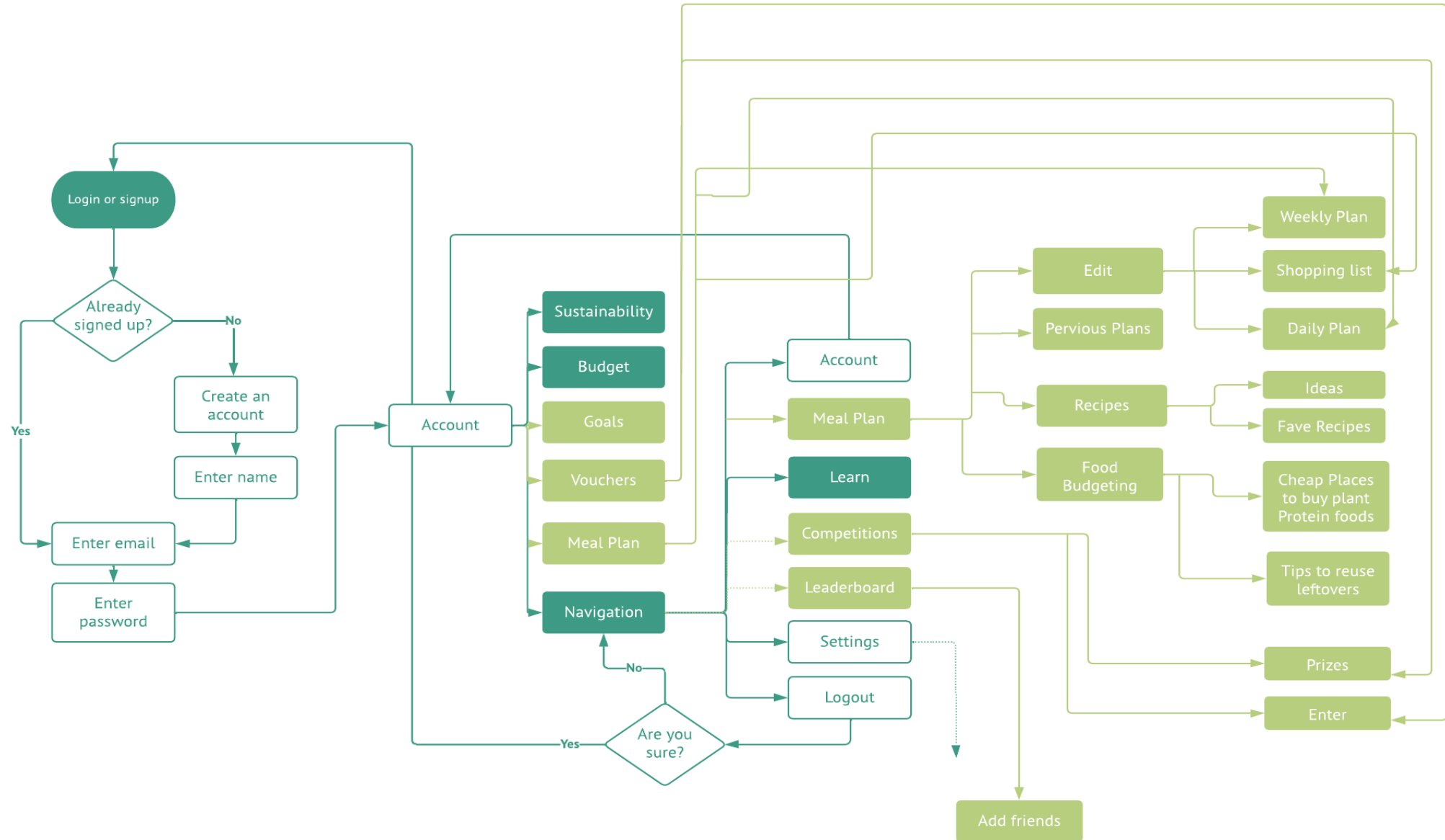


The previous 2 stages allowed me to create this mind map and move on to the next stage.

Looking at my UN and my questions I knew these 3 sectors would be best for me to take further:

- Plan
- Encouragement
- Budget

user flow



prototype stage.

Start to explore solutions, typically expressed through: wireframes, low and high fidelity prototypes, and walkthroughs.

low-fi (paper) prototypes

App Design Prototype

5 pages - encouragement - 3 pages
Plan + Budget - 2 pages

ideas

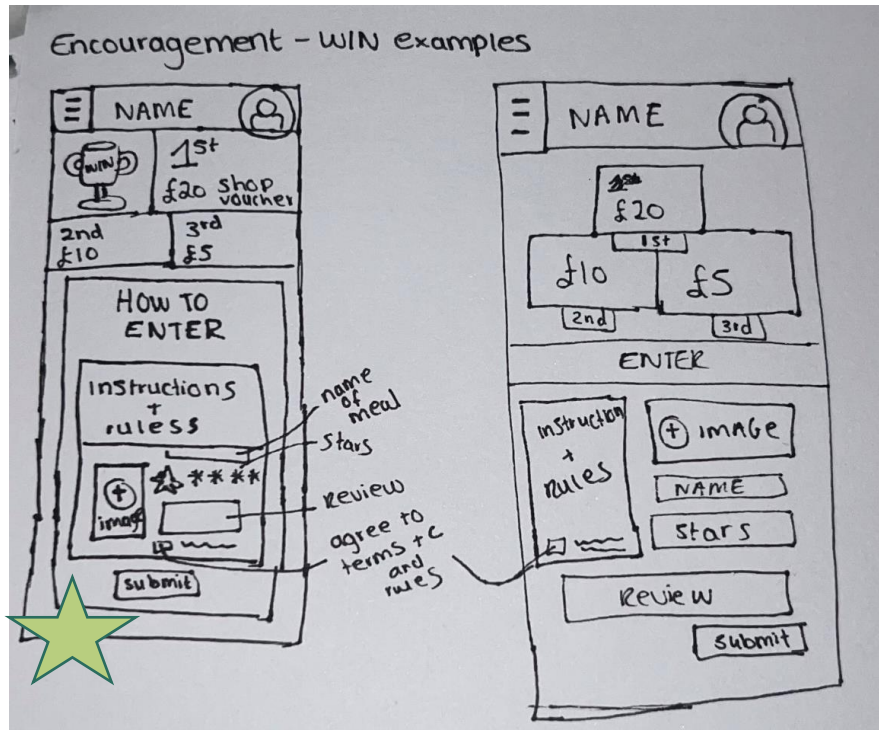
Encouragement ·

Home page -> examples. Encouragement.

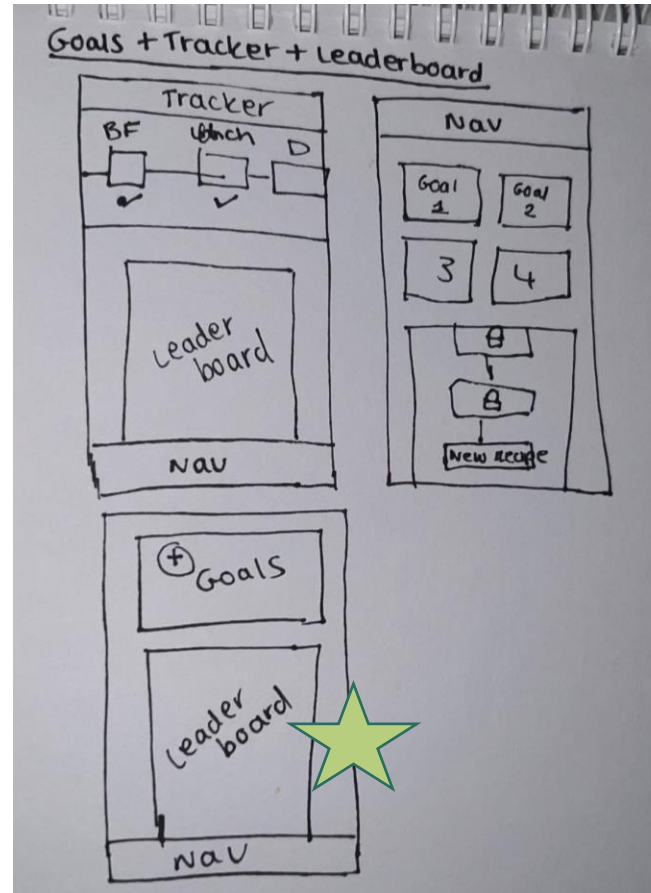
Profile

Plan

low-fi (paper) prototypes



Win

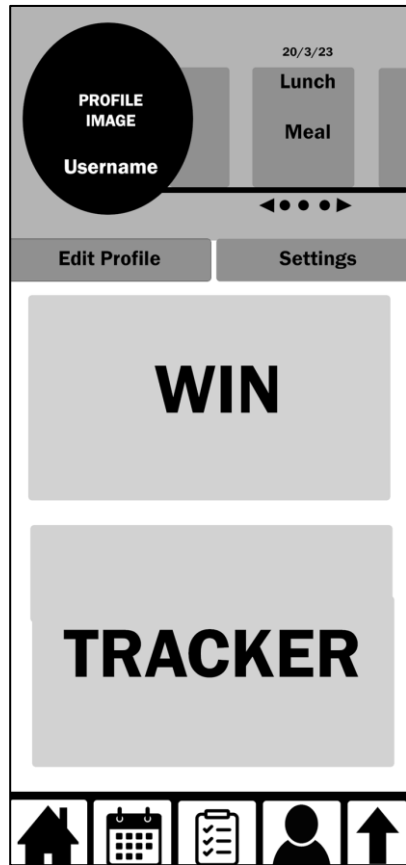


Tracker

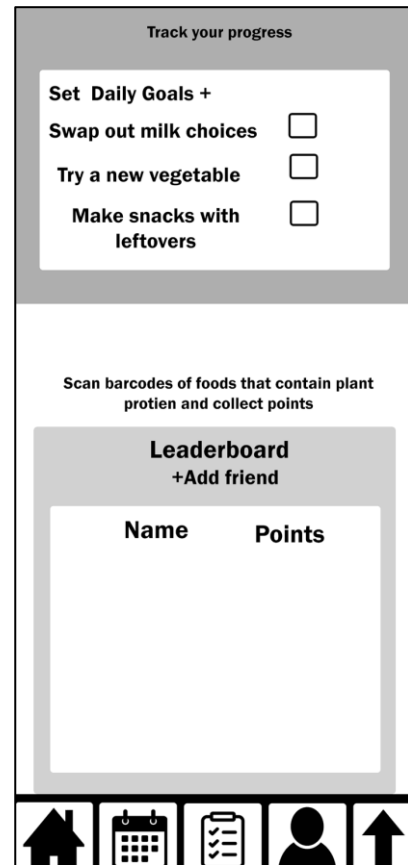


Budget

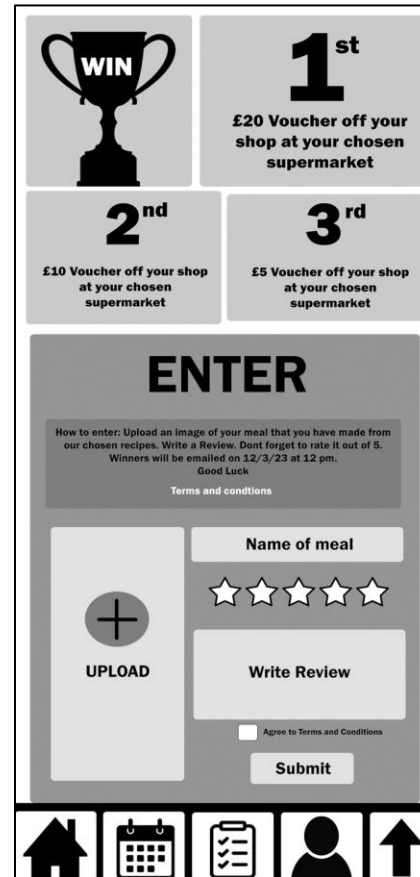
high-fi prototypes



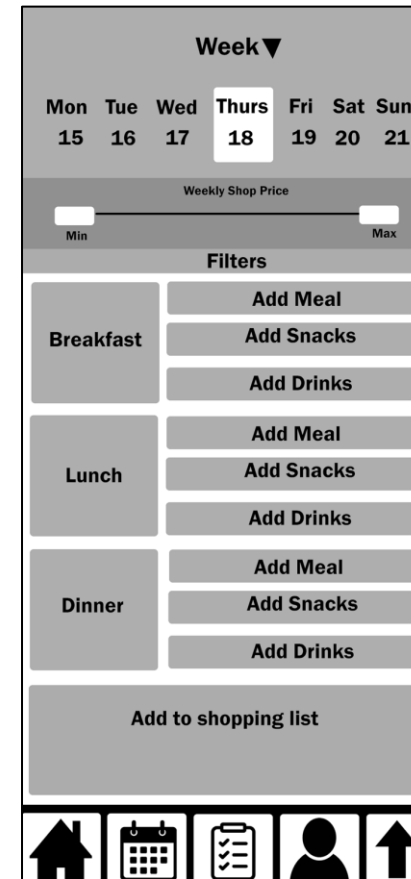
Profile



Tracker



Win



Plan



Budget

Final Designs

MillieStone89
Edit Profile

Welcome Back Millie
Meal Plan 20/3/23

Lunch
Arugula Lentil Salad
View Recipe

Edit Meal Plans

WIN Vouchers | Goals & Leaderboards
Budget Plan | Sustainability

Create a list and track your progress

Swap out milk choices

Try a new vegetable

Make snacks with leftovers

Scan barcodes of Foods that contain plant protein and collect points

Leaderboard
+Add friend

NAME	POINTS

WIN £20 Voucher off your shop at your chosen supermarket

1st

2nd £10 Voucher off your shop at your chosen supermarket

3rd £5 Voucher off your shop at your chosen supermarket

ENTER

How to enter: Upload an image of your meal that you have made from our chosen recipes. Write a Review. Dont forget to rate it out of 5. Winners will be emailed on 12/3/23 at 12 pm.

Good Luck
Terms and condtions

Upload Image

Name of Meal

Write Review here

Agree to Terms and Conditions

SUBMIT

Week ▾

Mon 15 Tue 16 Wed 17 **Thurs 18** Fri 19 Sat 20 Sun 21

Weekly Shop Price

Min Max

Filters

Click on the + button to add your meals. Once done for each section click the tick. Add your ingredients to your shopping list. Its thats simple.

Breakfast + ✓
Apricot & hazelnut muesli
Tea

Lunch + ✓
+

Dinner + ✓
+

+Add to shopping list

Most Affordable vegan products at supermarkets in 2023

Product	Price
Asda- Plant menu	£1.43
Asda- Vegan	£1.45
Morrisons- V menu	£1.91
Tesco- plant chef	£1.94
Asda- Plant based	£1.95
Aldi- Glanos	£1.99
Asda- Good and balanced	£2.00
Sainsbury- Plant Pioneers	£2.00
Co-op- GRO	£2.07
Sainsbury- Love your veg	£2.22
M&S- Plant kitchen	£2.52
Waitrose- Vegan	£3.25

Average price per product

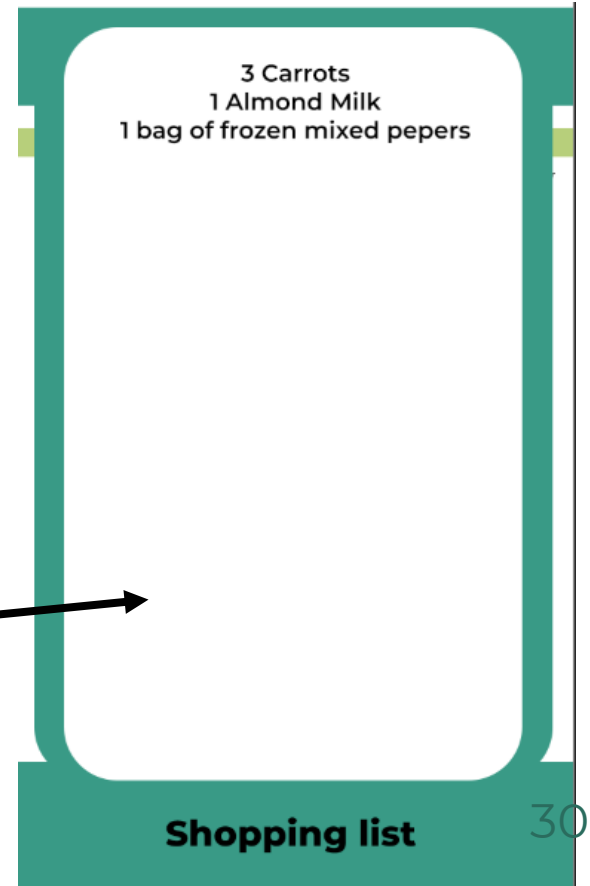
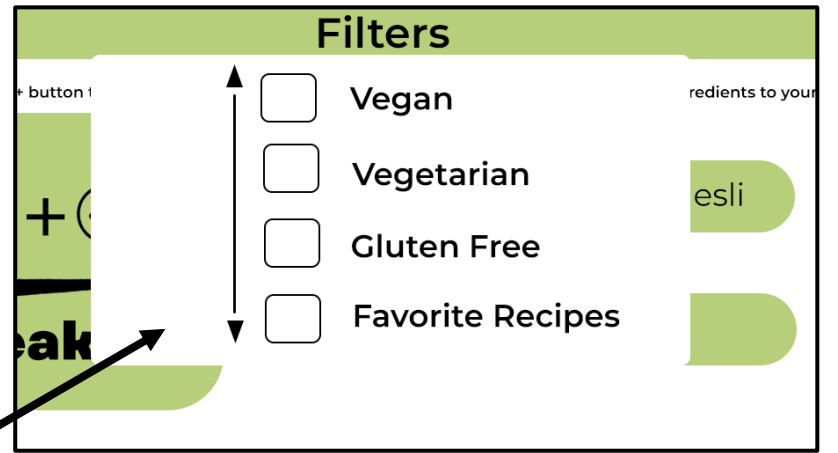
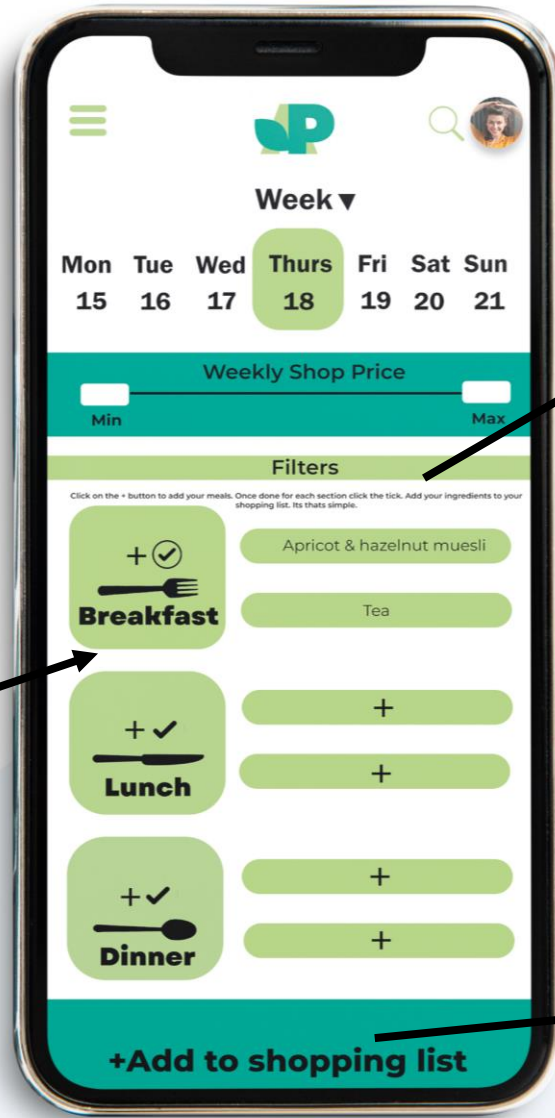
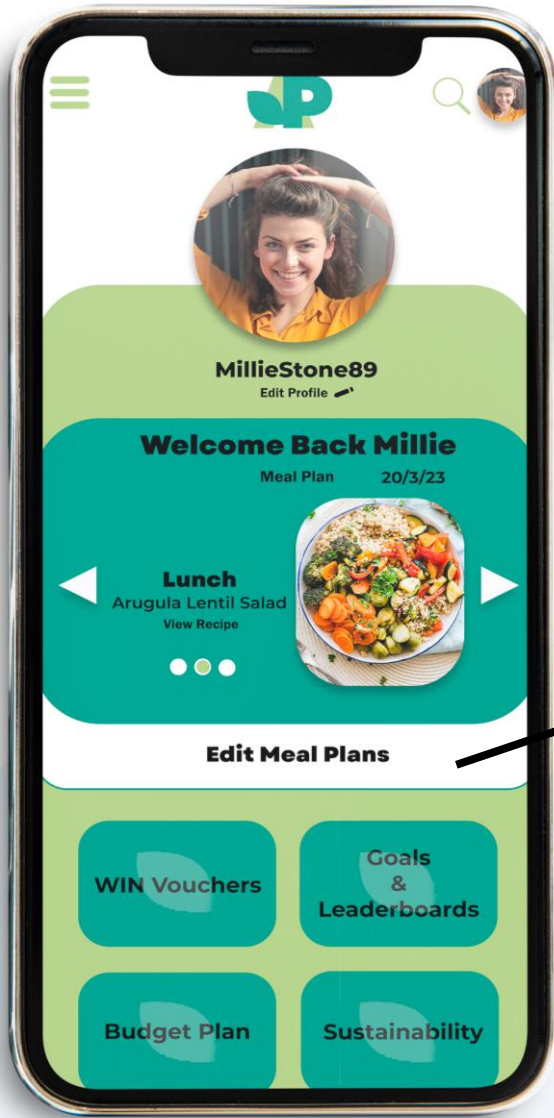
Leftover Meal ideas

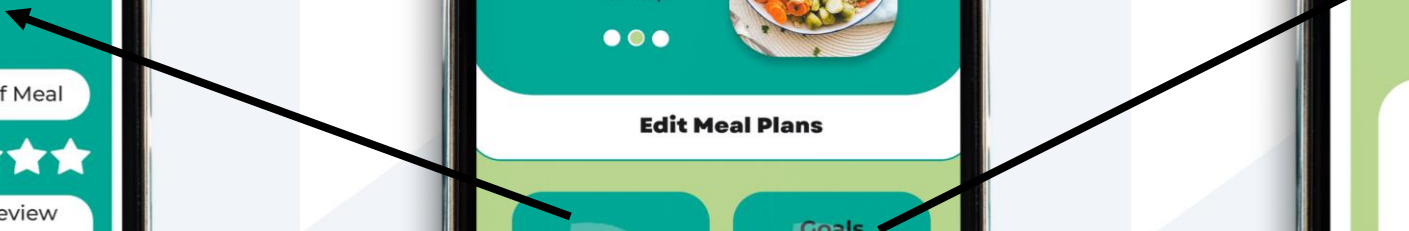
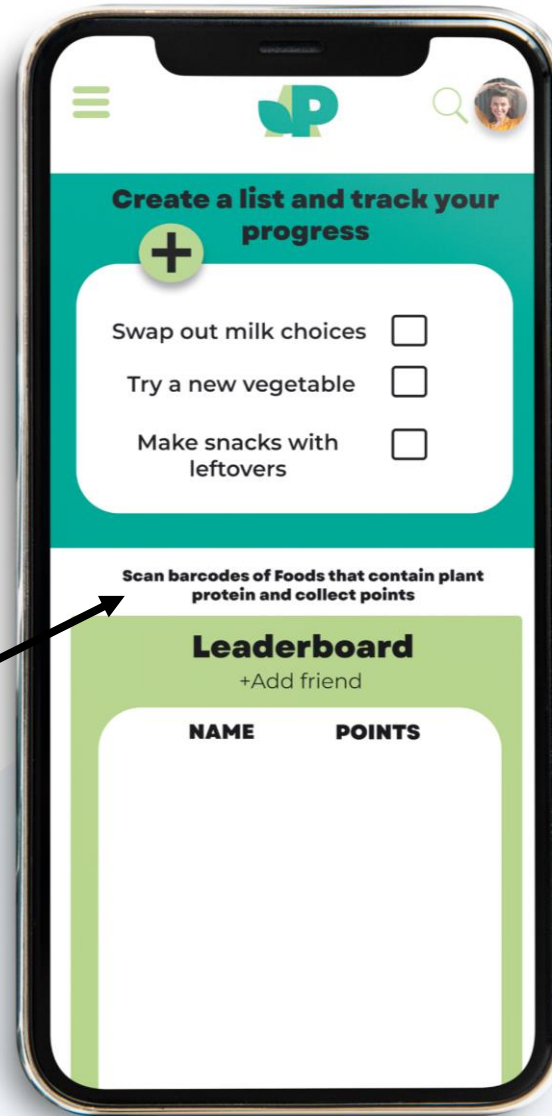
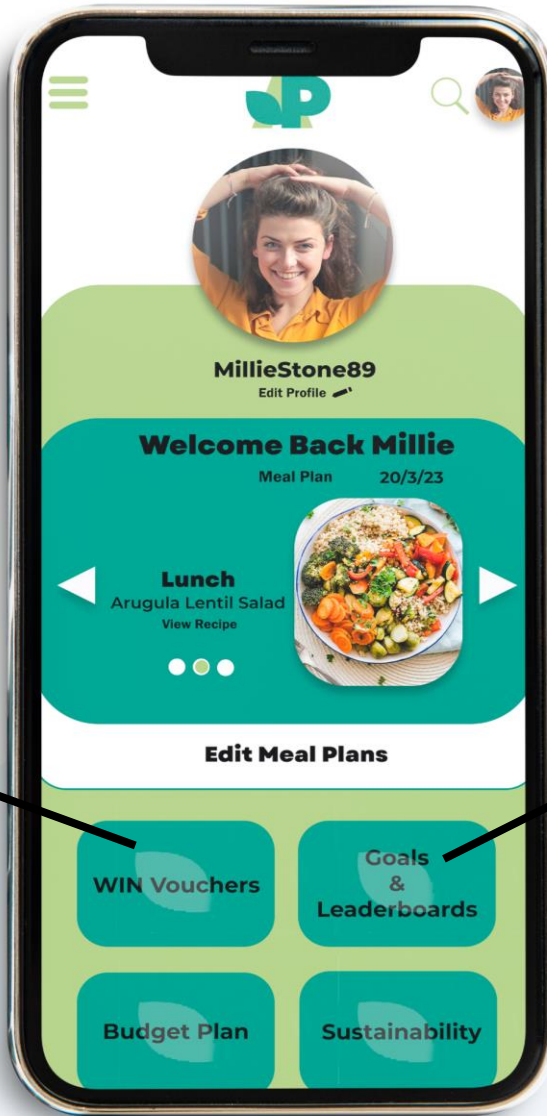
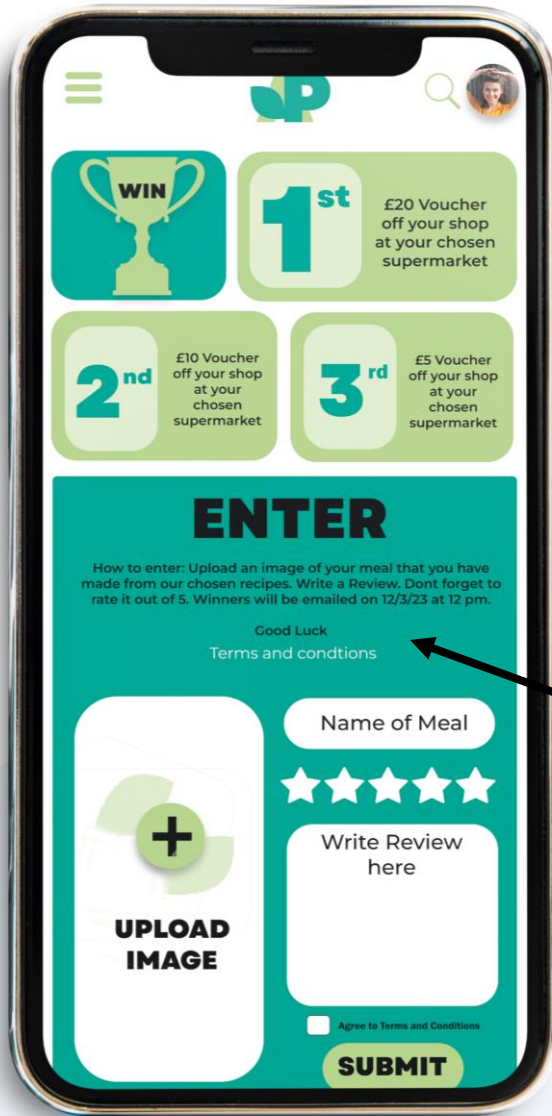
- Tofu Miso Soup
- Curried Chickpea Sandwich
- Warm Quinoa Porridge
- Lentil Breakfast Flatbread
- Loaded Sweet Potatoes

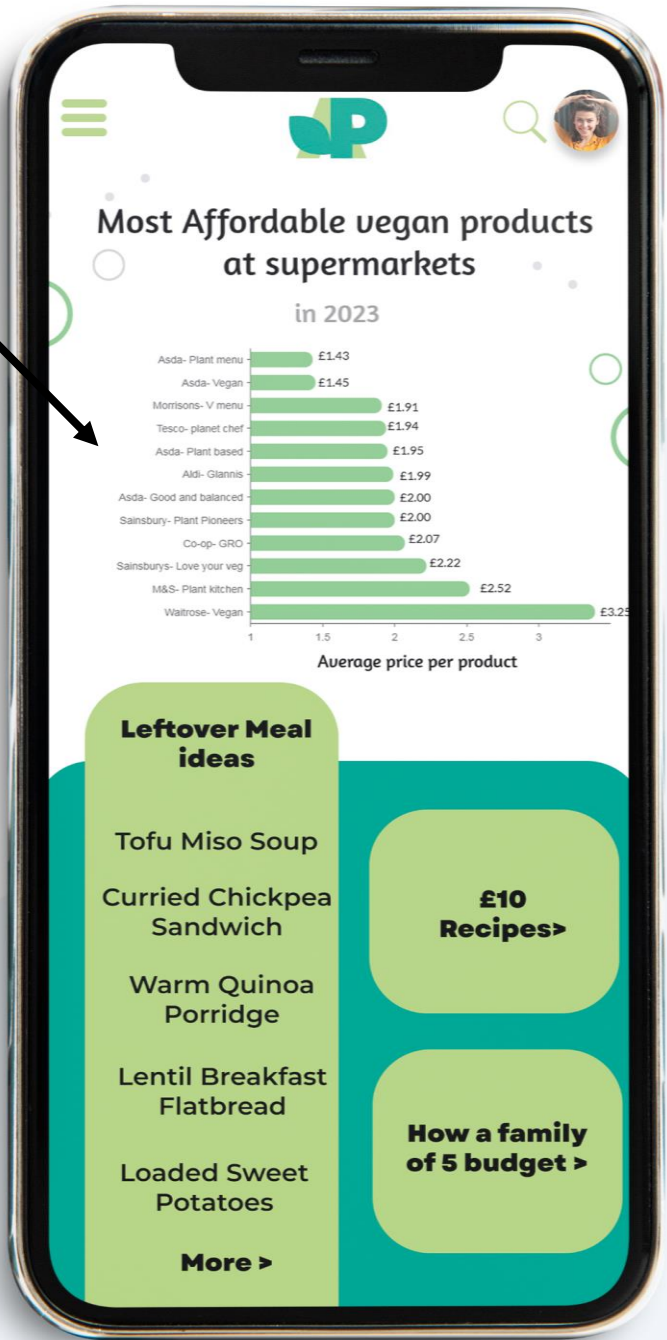
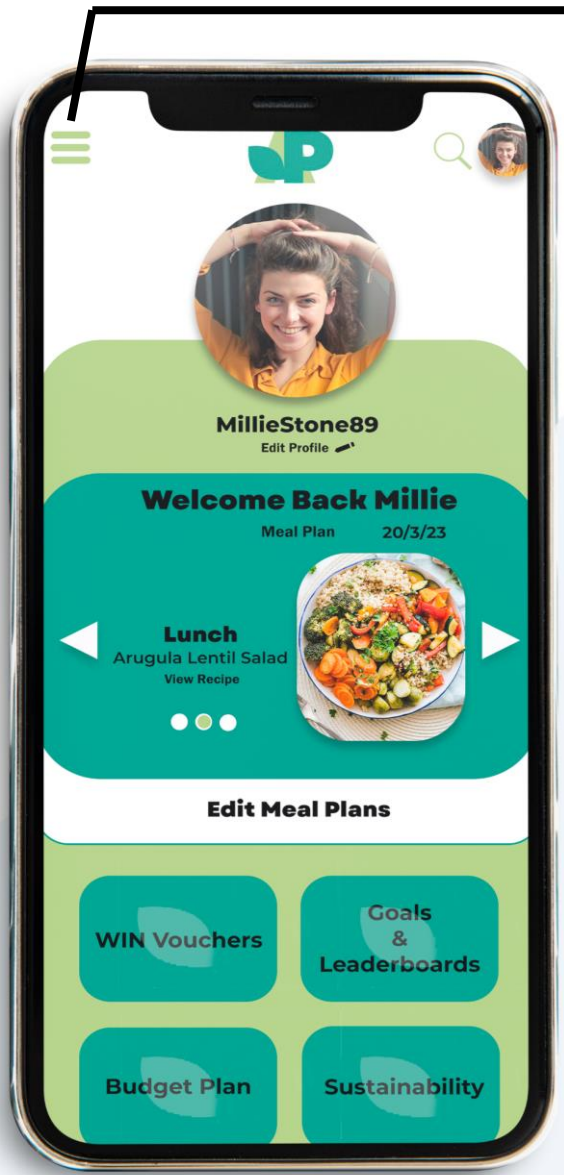
£10 Recipes >

How a family of 5 budget >

More >







Behaviour Change

According to Fogg, persuasive technology uses six strategies to influence behaviour:

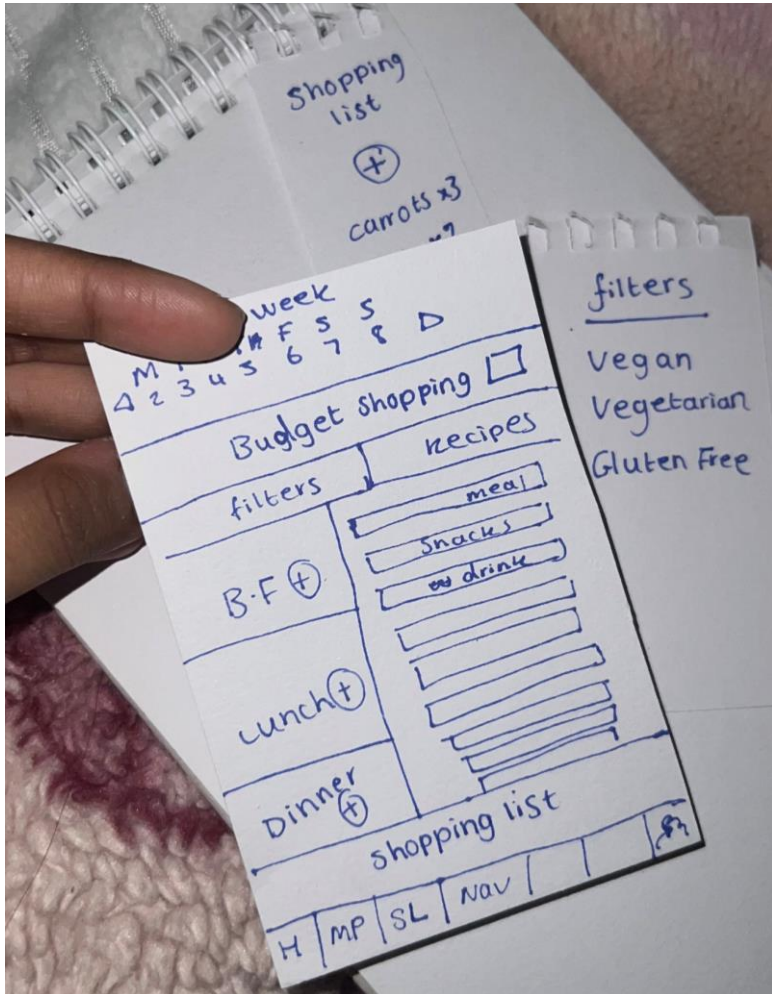
- 1. Limited Choice-** It is much easier for us to make a decision when there are fewer choices. Fewer filter choices.
- 2. Tunnelling.-** Guide the user step-by-step, avoiding detours but without taking away the user's sense of control.- navigation, sub menus. Still are in control of what they want to pick. Suggesting recipes when making the plan.
- 3. Tailoring.** -Tailored information is more effective in motivating behaviour as there is less irrelevant information for the user to filter. – favourite recipes making it easier. Having tailored pre sets such as dietary information on profile
- 4. User Powers.-**Provide users a way to reach their goal more quickly than they could before. – goal list, competitions as a reward is given helps them achieve there goal quickly. Seeing people in the community succussed encourages you to reach your goals quicker
- 5. Unlock Features.** Unlock new features as a reward for specific behaviour.- unlocking to get the top position in the leader boards.
- 6. Feedback loops.** Make it easier for users to adjust their behaviour and future actions by providing prompt feedback as they interact.- feeling of completion and success when completing goals and the tick feedback gives a positive feeling. When people feel good they are more likely to continue.- user being interested, positive behaviour change. Keeps users engaged. Fun and engaging

test stage.

Obtain real user feedback.

User Testing

Paper Prototype



Positives:

- Easy flowing- had pop ups for filters and shopping lists. They liked and appreciated the journey around the app.
- Clear identification of each page
- Overall had a positive experience for just a paper prototype

Negatives/suggestions:

- Even though it was a easy flowing app sometimes there were times the user got confused. User suggested adding instructions and writing prompts of what they need to do. If users get confused most would click off and that's the opposite of what I want.
- Some pages felt empty and others felt too cluttered so maybe finding a balance. Cluttered pages on a phone is not ideal especially when phones are small and you only have a certain amount of screen space
- They didn't understand the whole idea of scanning a barcode to get points so maybe I need to add a little bit of instructions for the user and a short summary.
- With budget shipping a scale would be better than a tick box so the user can write an amount so it's more tailed towards them when creating the plan

Outcome.

User Testing

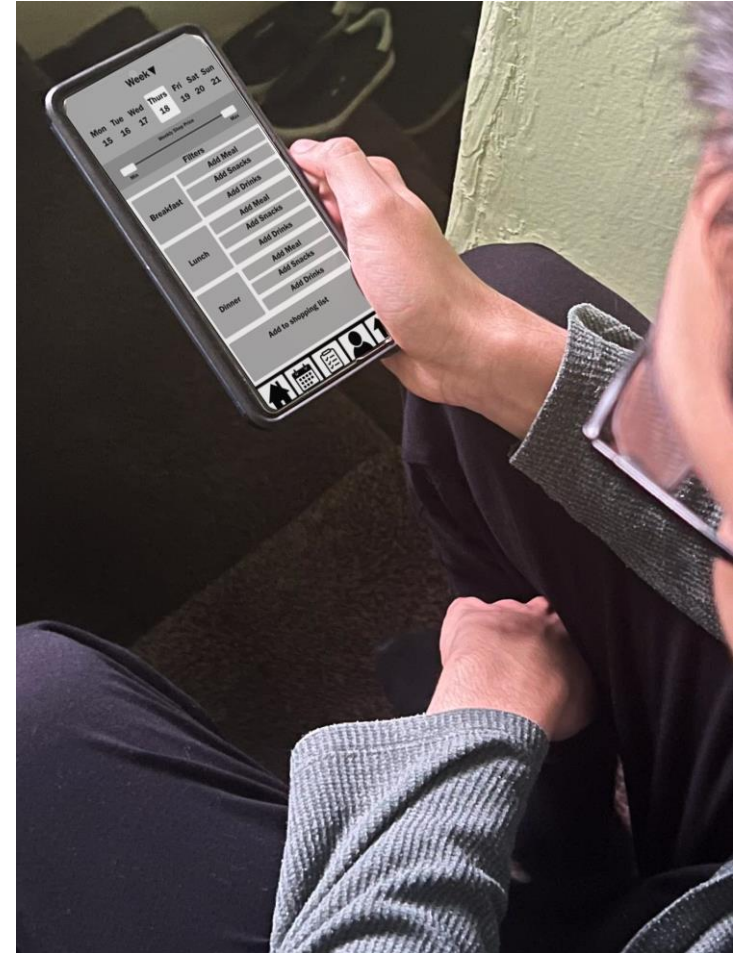
Positives:

- They liked the ability to see the daily planner on the profile page even including the date which would be helpful.
- Having your own profile makes it easy to plan and have it tailed to you. And will encourage people to come back to the app.
- For the tracker page liked the use of the leader board- this encourages the user to compete with friends and get the top score on the board. By doing this not only can get other people involved in plant protein but the user is also learning about new foods that have it by scanning barcodes to get the top leader board score. Encourage the user to try new plant protein foods and keep them interested.
- Win page- Page gets the community involved. Reviewing meals helps others wanting to try new foods
- Having vouchers to be able to win help with budgeting weekly shops falls in both encourage and budgeting.
- Plan page- Having a price set is a good feature and the shopping list makes it easier for the user. Good choice of sticking to a weekly planner than a monthly one

Negatives/suggestions:

- First thing they pointed out was the navigation bar. They thought it looked too cluttered at the bottom and the icons just looked like too much was going on the page.
- The user got confused when going to some pages such as the budget page. There was no button to actually get to the page.
- They suggested a navigation bar at the top and having it kept simple possibly remove the icons and have a drop down menu instead.
- Also they mentioned that I could add more to the profile page. In the final design 2 big boxes might be quite empty. Adding more visuals would help it feel less empty- make the user interested.
- Too many boxes on the planning page. Might feel overwhelmed so the user might plan which is something I don't want. Having the user add boxes while they plan would be better. Allows the user to be in control of the planning- When something is tailed to you and you had control over creating something like a plan your more like to use it than something that's already pre done for you

Outcome.



User Testing

High-fi prototype

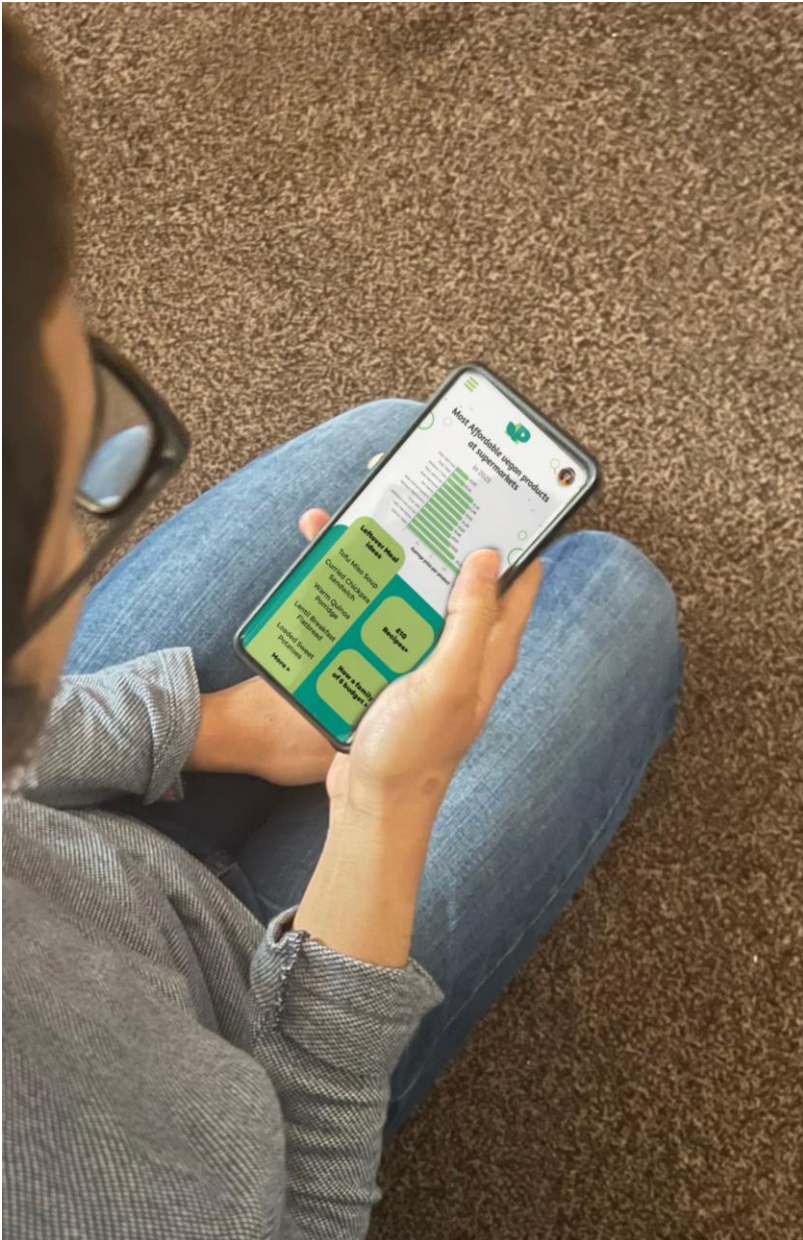
Positives:

- They liked the look of the app- the design, colours and feedback kept there attention on the page.
- Planning was something that was part of my how might we questions and the user testing mentioned that the planning a meal was very easy to use. They loved how easily everything gets add to the shopping list just by one button.
- The chart on the budgeting page was something they pleased to see. It helped them consider when they should get there vegan options of food.
- Lastly, they mentioned that the idea of winning a voucher to use on their weekly shop makes them want to eat vegan foods so they can enter.

Negatives/suggestions:

- Some of the font was a bit small so maybe increase the size
- A back button could have been useful

Outcome.



Chloe.

Empathy, Define, Ideate, Prototype and Test stages.

empathy stage.

Research, observe, understand, and create a point of view.

interview

I conducted an interview with a vegetarian university student, who claimed to care strongly for animals and the environment. It provided insight from the perspective of someone with a long experience following a non-meat diet, showed interest in sustainability, as well as a willingness to learn more about it in the context of plant proteins.



Age: 18

Gender: Female

Location: Leeds, UK

Occupation: full-time fine art student

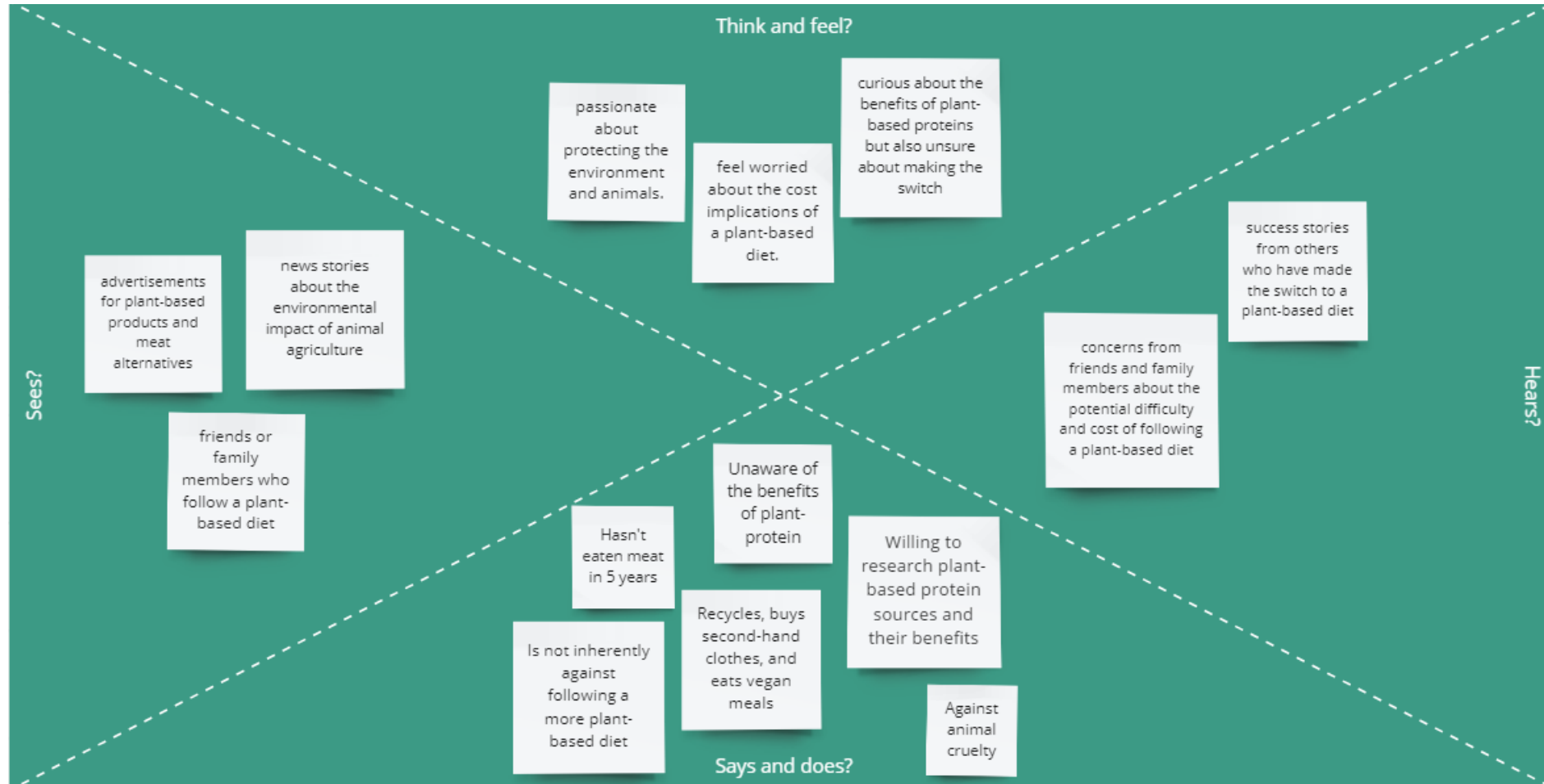
Unique: she has been vegetarian for a number of years and cares for the environment.

"I've never realised before I might not be getting enough protein with my diet..."

define stage.

Define the challenge and explore the context.

empathy mapping



To clearly define my interview findings, I developed an empathy map which I feel has allowed me to gain a better understanding of the thoughts, feelings, and behaviours of the respondent by defining the categories that the responses and inferences may fall into.

user-need-insight statement

as a:	Person who tries to make sustainable choices
I need to:	Educate myself on the sustainability of consuming plant-proteins as an alternative to meat
so that:	I can make greater effort in reducing my harm to the planet on a regular basis
insight:	The user currently eats meat but would be willing to change this if it truly is a way to be more environmentally considerate, as it could be achieved each day.
solution?	They would need to be presented with the tools to learn more about the sustainability of consuming plant-based proteins in order to make a change to their diet.

outcome: how-might-we questions

How might we promote plant-protein consumption as accessible to young people?

How might we provide information on the sustainability of plant-based protein sources to educate people looking to reduce their environmental impact?

How might we engage with those unwilling to make dietary changes?

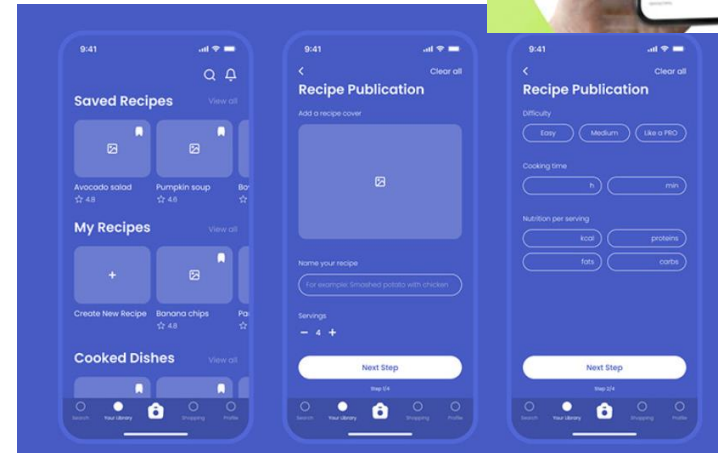
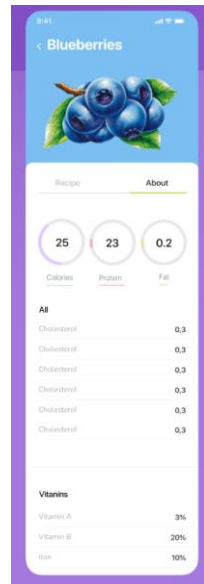
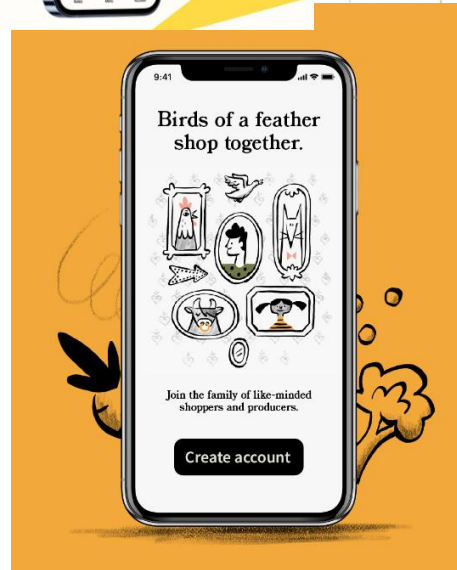
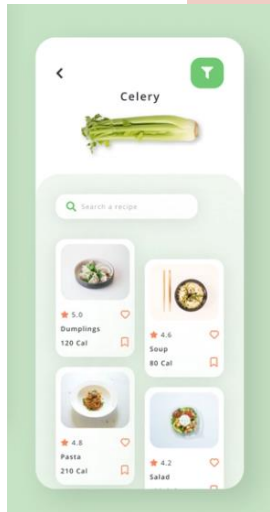
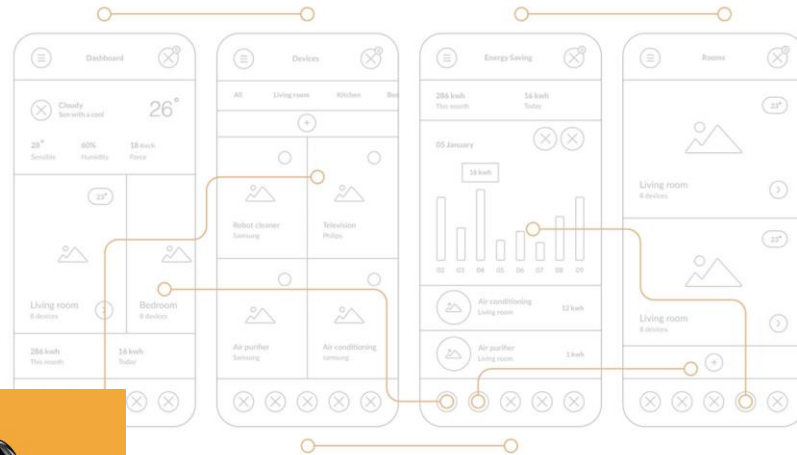
problem statement

People who try to make sustainable choices are interested in reducing their harm to the planet by consuming plant-based proteins, but lack the knowledge and tools to assess the sustainability of plant-based protein consumption as an alternative to meat. They need accessible and informative resources to educate themselves on the topic and make informed decisions about their diet.

ideate stage.

Challenge assumptions and create ideas.

market research



mind map:



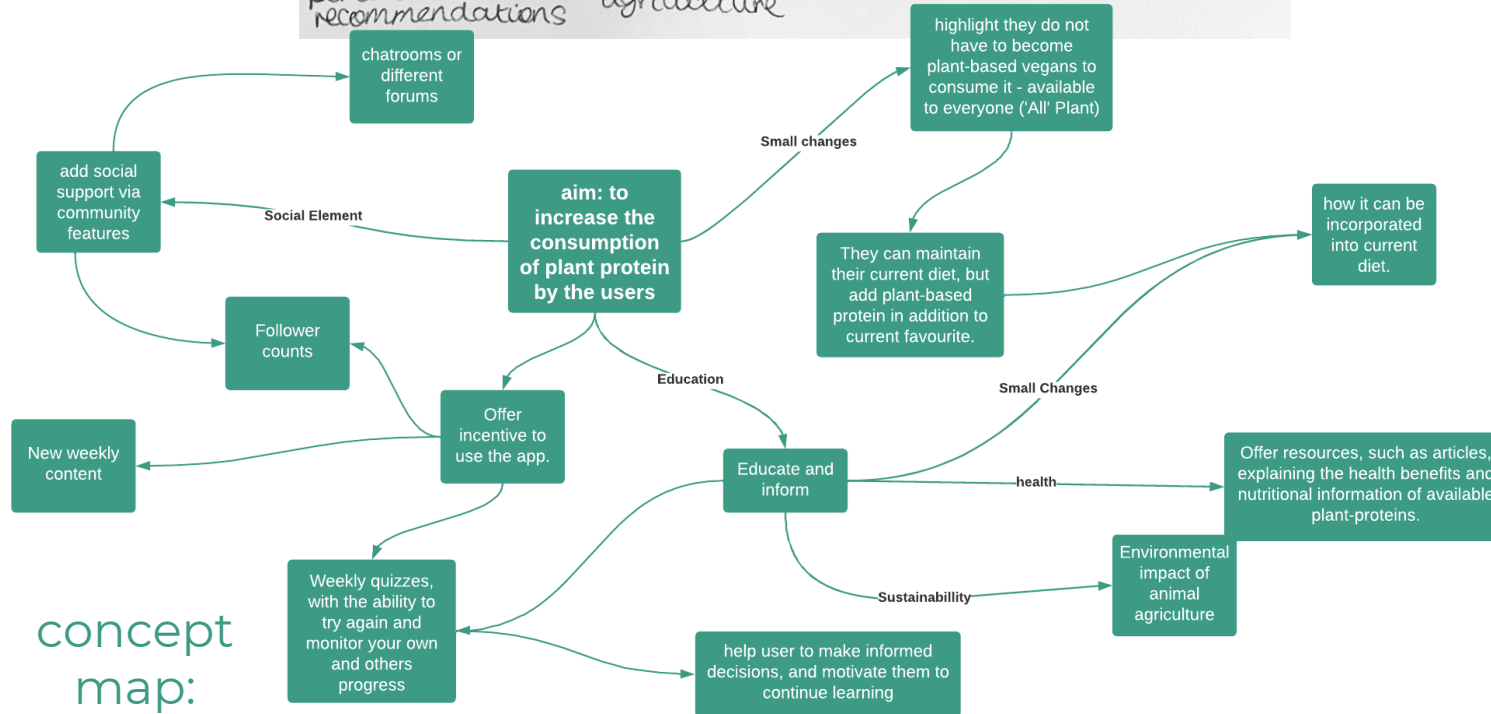
mind map

The previous two design steps allowed me to start the mind mapping process with a clear problem statement, point of view, and questions to consider.

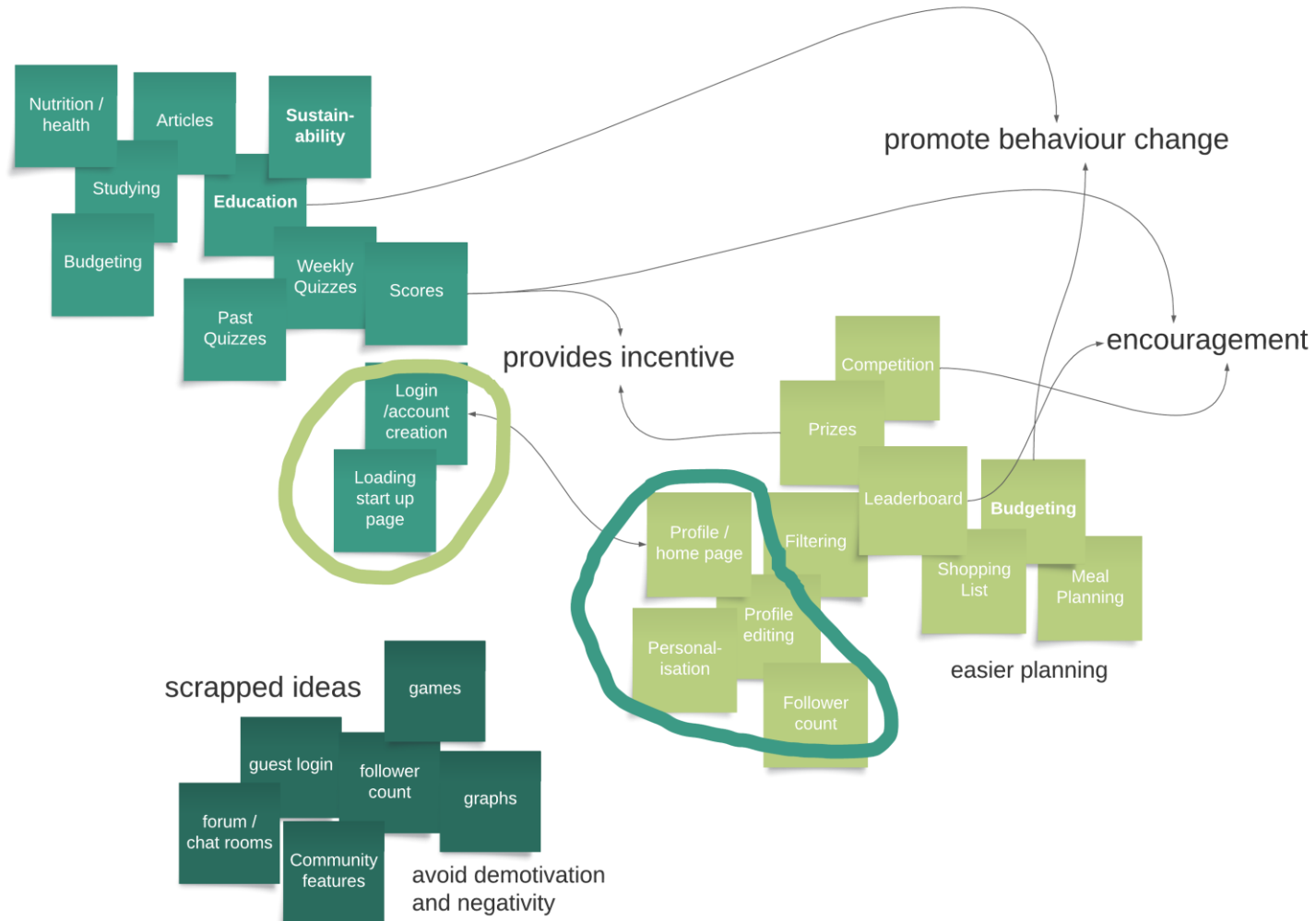
I focused on linking back to the insight from the define stage by focusing on sustainability and how this may influence behaviour change in the user to consume more plant protein.

- Community features, e.g. a forum, chat rooms, or follower count.
- A 'Learn' category, dedicate part of the app to educating the users on, for example, sustainability. This could include quizzes and resources to study from.
- Education would result in behaviour changes.

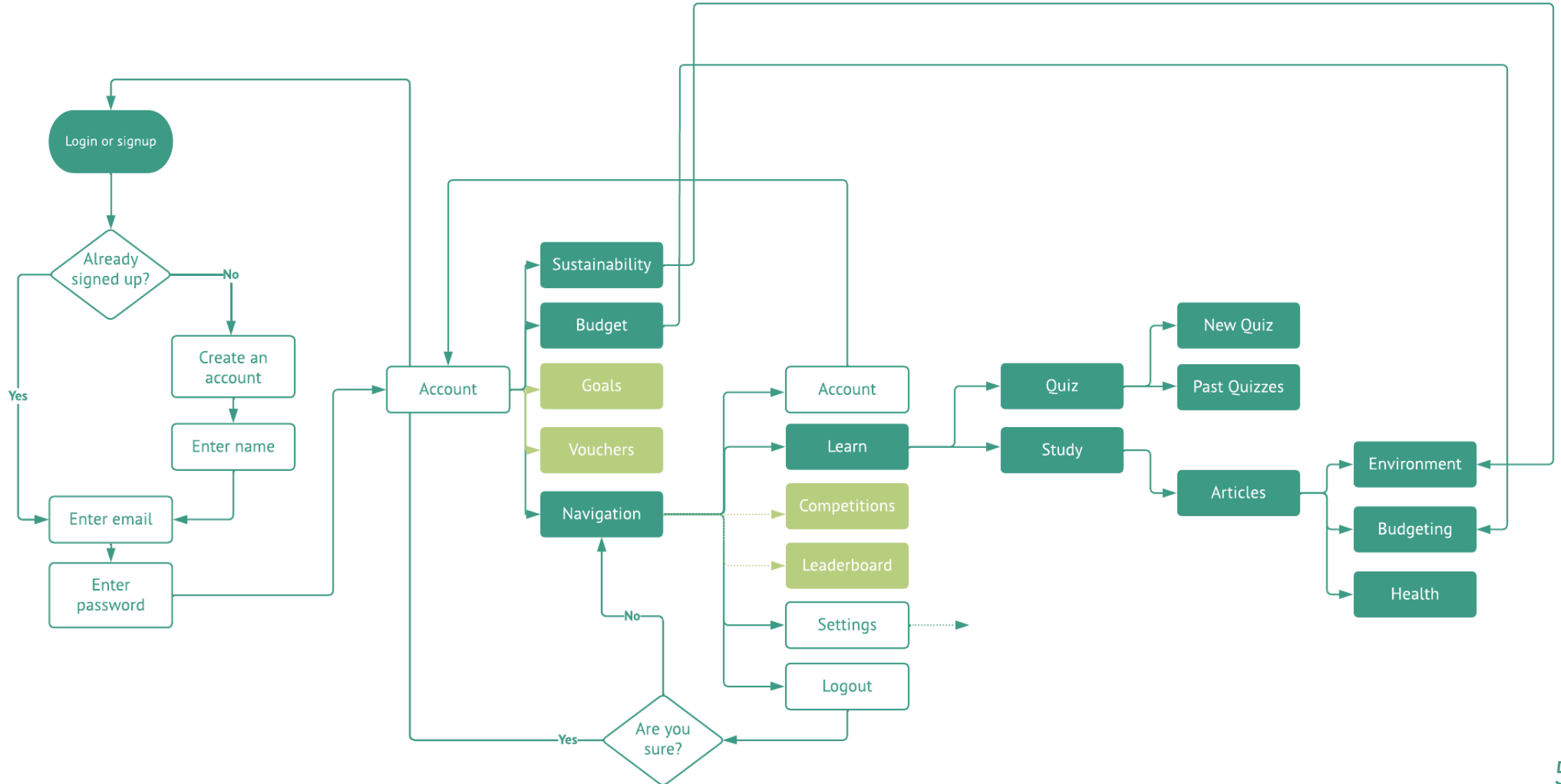
concept map:



joining ideas



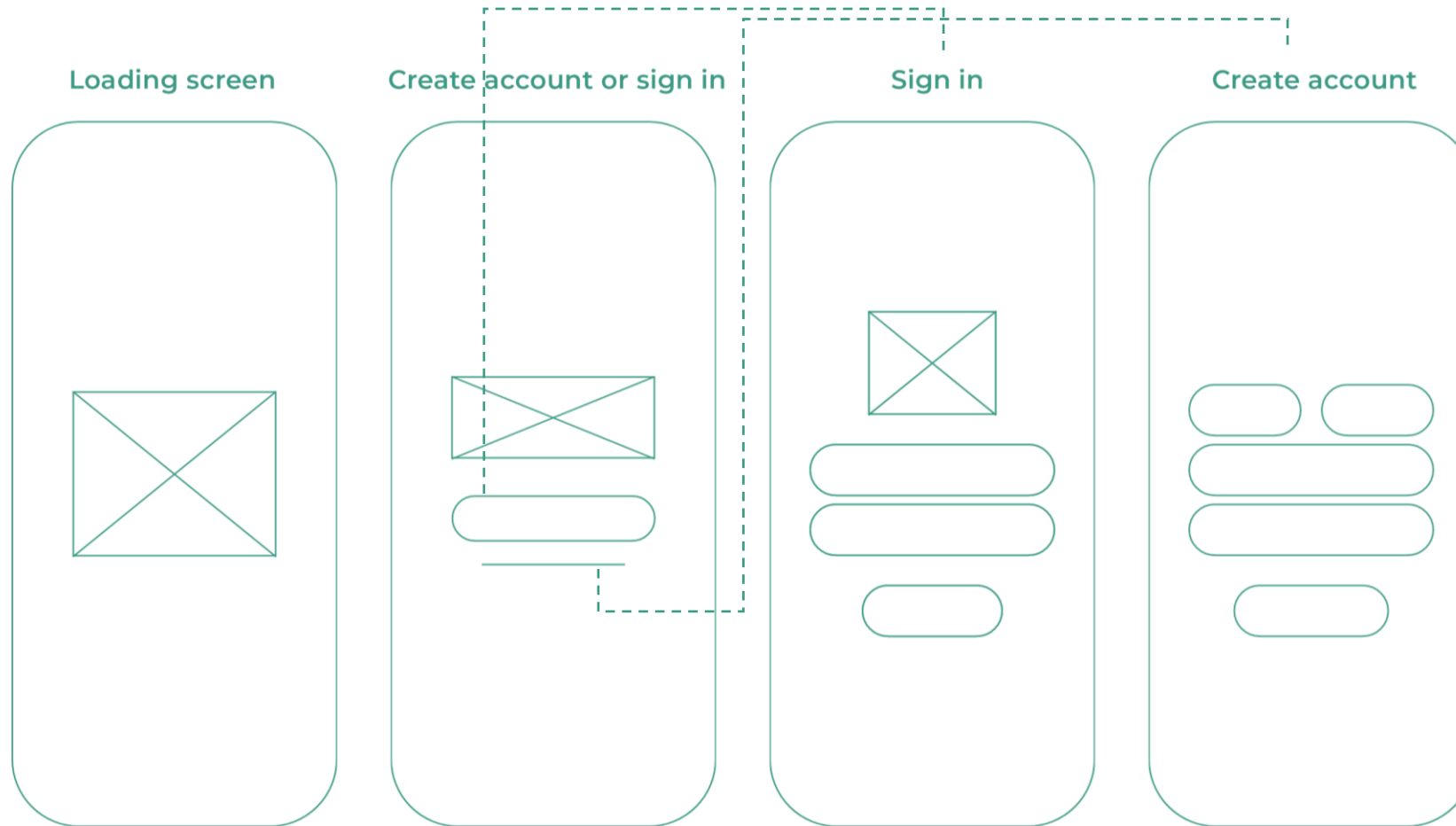
user flow

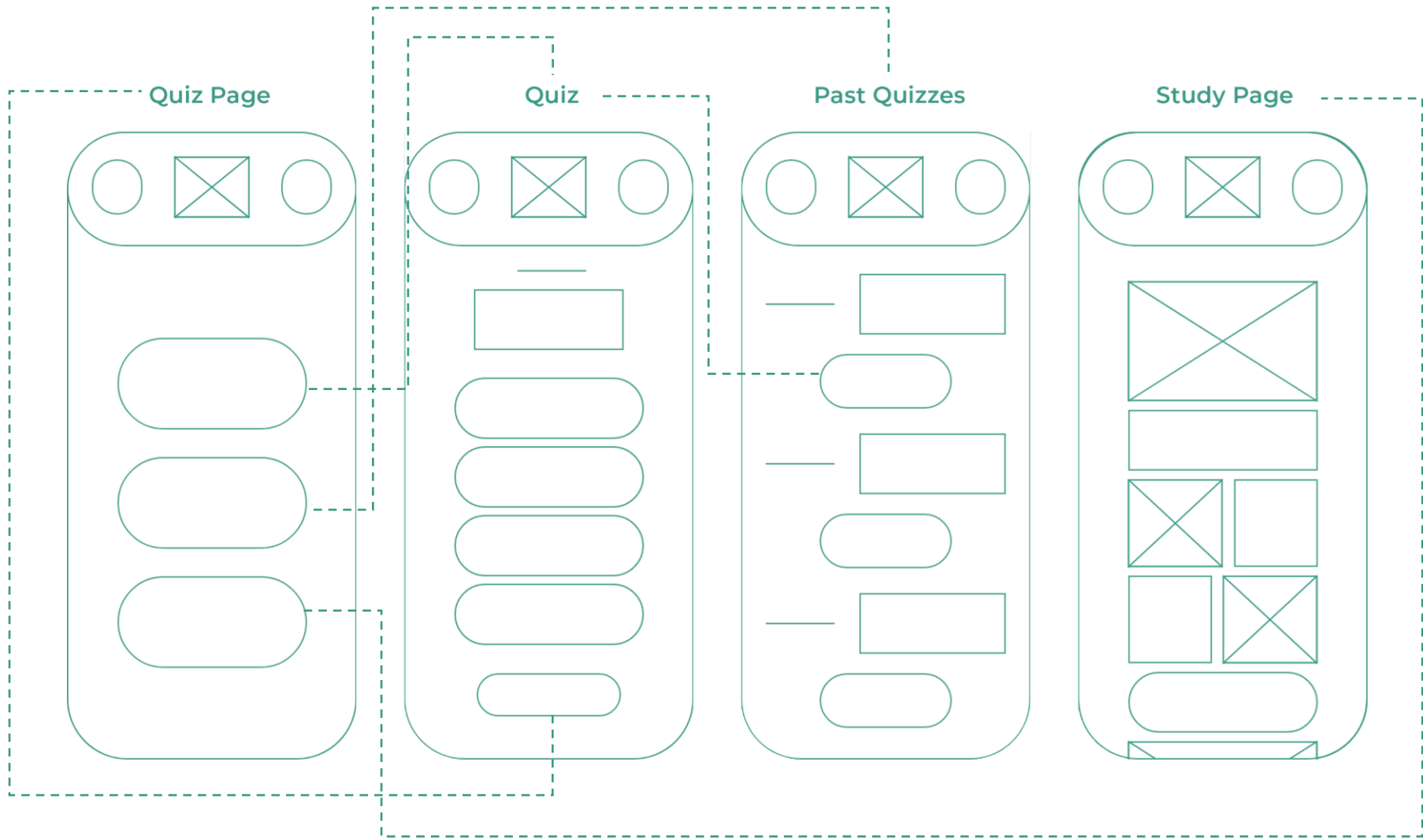


prototype stage.

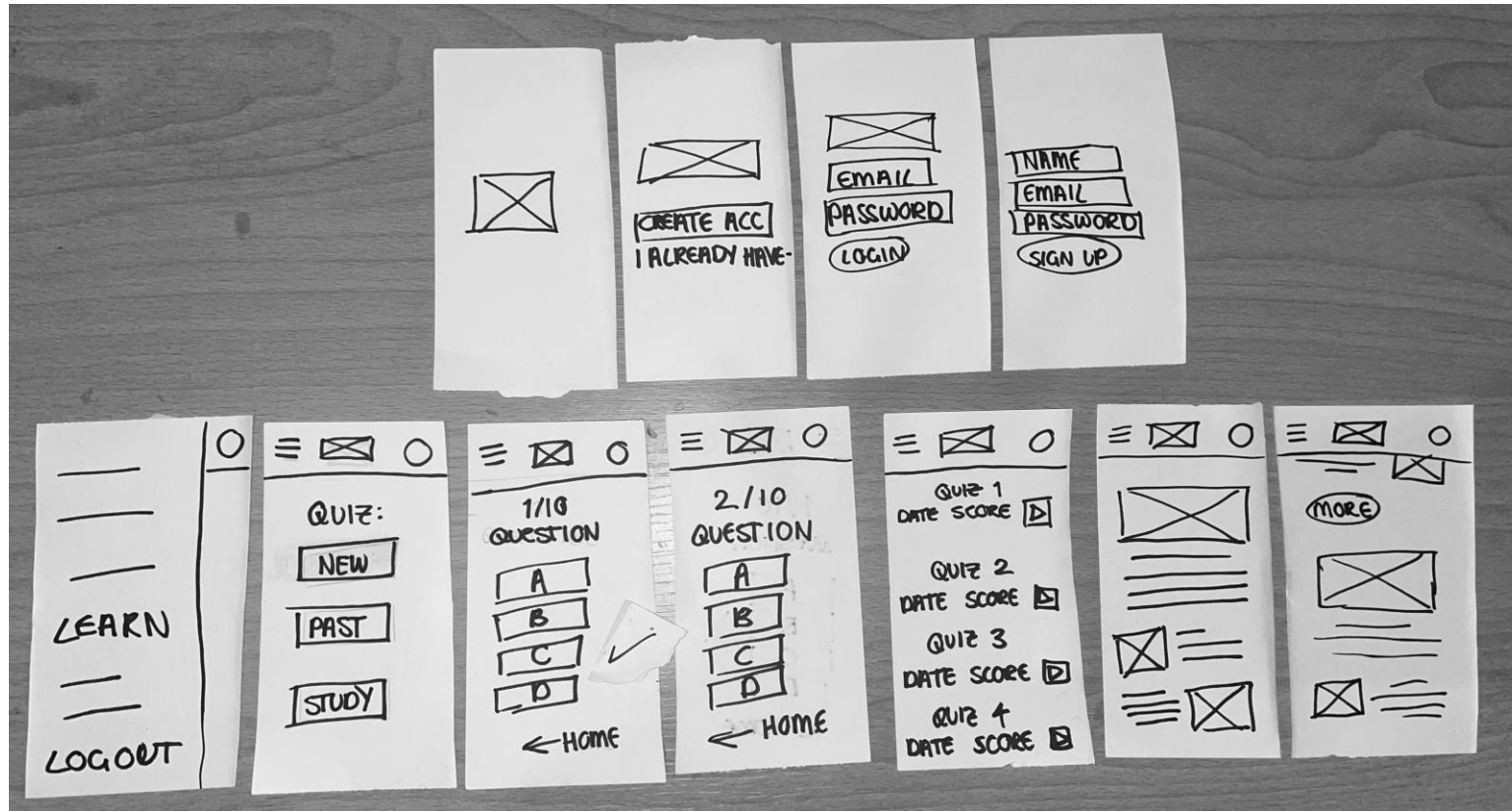
Start to explore solutions, typically question-driven and expressed through: wireframes, low and high fidelity prototypes, and walkthroughs.

wireframes

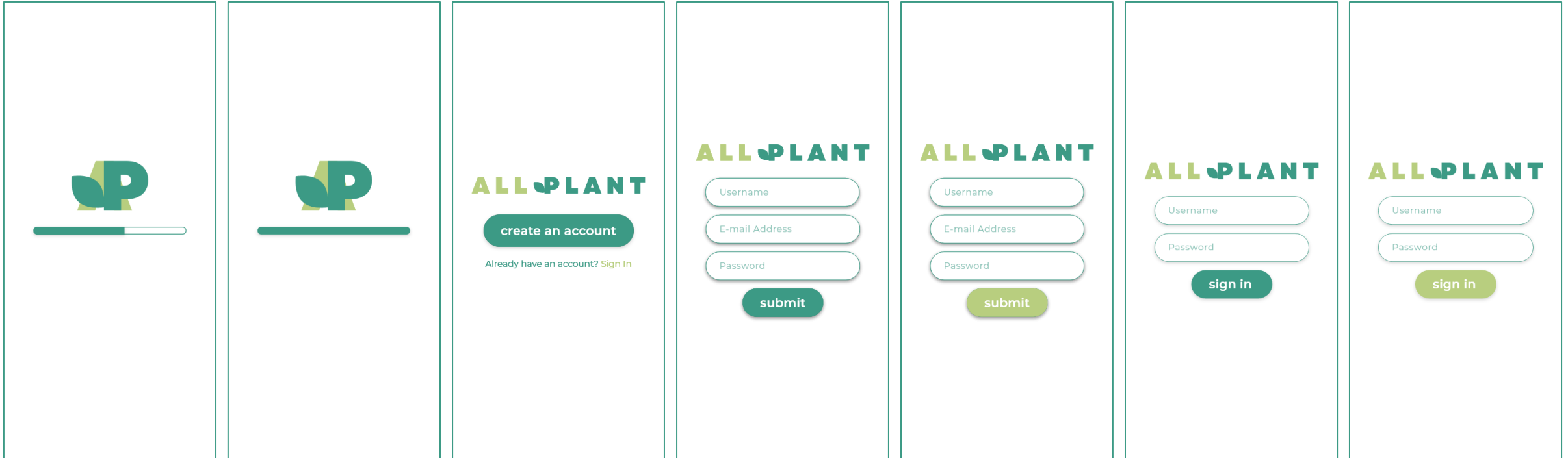




low-fi (paper) prototypes



high-fi prototypes



Question 01/10

Which of the following is a good plant-based source of protein?

Broccoli

Quinoa

White bread

Crisps

Quit

Question 01/10

Which of the following is a good plant-based source of protein?

Broccoli

Quinoa

White bread

Crisps

Quit

Question 01/10

Which of the following is a good plant-based source of protein?

Correct!

Quinoa is a complete protein, meaning it contains all nine essential amino acids. Broccoli also contains protein but is not a complete protein.

Quinoa

White bread

Crisps

Quit

Question 02/10

Which of the following is a legume that's a good source of plant-based protein?

Apples

Carrots

Lentils

Pineapple

Quit

Question 02/10

Which of the following is a legume that's a good source of plant-based protein?

Apples

Carrots

Lentils

Pineapple

Quit

Question 02/10

Which of the following is a legume that's a good source of protein?

Uh oh!



Lentils are a legume and are a good source of plant-based protein. Apples, carrots, and pineapple are not legumes and are not a good source of protein.

Carrots


Lentils

Pineapple

Quit

☰  🔍 

Weekly Articles





10 Delicious Plant-Based Protein Sources to Add to Your Diet


If you're looking to add more plant-based protein to your diet, there are plenty of delicious and nutritious options to choose from. Whether you're a vegan, vegetarian, or simply...

[read more](#)

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Weekly Articles



5 Simple Changes You Can Make at Home to Live More Sustainably

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Weekly Articles



Mastering the Art of Meal Planning on a Budget

Meal planning is a great way to save money on food expenses while also ensuring that you have food planned for the week. However, it can be challenging to...

[read more](#)

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behaviour change

How do my concepts promote behaviour change to achieve the desired outcome of the challenge (increased consumption of plant-protein)?

- **Increased knowledge:** The weekly quizzes and educational resources can increase users' knowledge about plant protein sources, benefits, and how to incorporate them into their diet. This can help users feel more informed and confident in their ability to make changes.
- **Reinforcement:** Regular quizzes and educational resources can reinforce users' commitment to plant-based eating and help them stay motivated to make changes.
- **Accountability:** By providing regular quizzes and educational resources, the app can help users stay accountable to their plant-based eating goals and track their progress over time.
- **Community building:** The quizzes and educational resources can create a sense of community among users who are working towards similar goals. This can provide social support, encouragement, and motivation to continue making positive changes.
- **Fun and engaging:** The quizzes and educational resources can be designed to be fun and engaging, which can increase users' enjoyment of the app and motivate them to continue using it.

test stage.

Obtain real user feedback.

stage 1 user testing: initial paper prototypes



Positives

- **Logical flow:** The user appreciated the logical flow of the paper prototypes, finding it easy to progress through the quiz and start-up pages
- **Adequate space for content:** The user felt that there was enough space for the quiz questions and article text to be easily read and understood.

Negatives and Suggestions

- **Unclear instructions:** The subject did sometimes find the instructions for using the paper prototypes to be unclear or difficult to follow, making it hard for them to test the functionality of the app.
- **Improve Article Layout:** They felt that scrolling through many stacked articles would be overwhelming, comparing it to an outdated news app. The suggested that instead, the user should be able to swipe through trending articles one at a time and for this to be updated each week.
- **Quiz feedback:** they suggested rather than just a cross or tick, a more detailed answer should be displayed to ensure the user has an understanding.

stage 2 user testing: high-fi prototypes

Positives

- **Visual Design:** The user liked the overall visual look of the app, such as the colour scheme, font, and graphics. They commented on how modern and clean it looked.
- **Loading Screen:** They appreciated the decision to add a loading bar on the start screen.

Negatives and Suggestions

- **Timed Quiz:** They suggested that in order to make to quiz more challenging, a timer be incorporated giving only a few seconds to answer a question.
- **Educational Resources:** They would've like to see where more articles besides the weekly favourites would be and how they'd be presented.



stage 2 user testing: high-fi prototypes



Positives

- **Clear and concise content:** The user stated they appreciated the clear and concise content presented in the quiz, and felt it was useful content that would successfully educate other users on plant-protein.
- **Motivating feedback:** The user appreciated the motivating feedback provided by the quiz when questions were answered correctly, and noticed this addition when comparing back to the initial paper prototypes.
- **Article Layout:** They claimed to prefer this layout for the articles as it did not overwhelm them with too much content at once.

Negatives and Suggestions

- **Visual Issue:** On this device, the logo was slightly obstructed. They suggested this be lowered in the final design to be viewed properly. Other than this, they felt that the layout was clear and comparable to other educational apps they have used.

promotional video.

any questions?

references

Aakifah:

Profile Picture: <https://www.pexels.com/photo/woman-wearing-yellow-button-up-long-sleeved-dress-shirt-774095/>

Meal Image: <https://www.pexels.com/photo/flat-lay-photography-of-vegetable-salad-on-plate-1640777/>

Phone mock-up: https://www.freepik.com/free-psd/premium-mobile-phone-screen-mockup-template_3891016.htm#query=iphone%20mockup&position=4&from_view=keyword&track=ais

Chloe:

Article Pic 1: <https://www.pexels.com/photo/wicker-bowl-with-fresh-eggs-beet-and-herbs-6294190/>

Article Pic 2: <https://images.pexels.com/photos/3737624/pexels-photo-3737624.jpeg?auto=compress&cs=tinysrgb&w=1260&h=750&dpr=1>

Article Pic 3: <https://images.pexels.com/photos/1640771/pexels-photo-1640771.jpeg?auto=compress&cs=tinysrgb&w=1260&h=750&dpr=1>

Mock-up: https://www.freepik.com/free-vector/realistic-front-view-smartphone-mockup-mobile-iphone-purple-frame-with-blank-white-display-vector_33632332

Video Background Music: <https://pixabay.com/music/traditional-jazz-jazz-happy-110855/>

Video Sound Effect: <https://pixabay.com/sound-effects/iphone-typing-jtc-6745/>