

Tested Aspects

URL search results display. We were testing the most effective and communicative card layout for results on a specified URL search.

Result

2 out of 3 participants preferred the text written over the image, and said that it allows for more info about the recipe, and on mobile it will require less scrolling to learn about the recipe.

Takeaways

We have implemented the card design from the red model. Participants identified that presenting recipe information in this way is compact and requires less scrolling (when on mobile) to view the desired information.

Tested Aspects

The visual aspects that we use to communicate a better EcoScore (“this dish is good for the environment”). We wanted to see if more dots or less dots intuitively meant better or worse for the environment.

Result

Participants identified unanimously that they interpreted a higher EcoScore (more dots) as meaning a recipe is good for the environment.

Takeaways

We are going to use more dots (on a scale of 1 to 5) to represent a better EcoScore (recipe is good for the environment). Less dots will be used to identify a lower EcoScore (recipe is bad for the environment).

A/B Test Results: Bordered Results vs Borderless Results

Tested Aspects

Placing a small, light-colored border around recipe results and ingredient lists vs not placing them in a border but separating each item in the list with a thin grey line.

Result

2 out of 3 participants stated that they liked the way that the borderless results and ingredient lists looked, but they found the borders to help with reading (provided good contrast) and made the elements look neater and better centered.

Takeaways

We are going to continue using the borderless display approach, because we feel that it looks a lot more sleek and conforms to modern design principles. However, we are going to incorporate the border into certain result displays, and we are going to apply the border view to recipe previews and URL search results.

Tested Aspects

The theme and colors used in the GreenEats application.

Result

All 3 participants stated that they associated the color green with food and sustainability. However, 2 out of 3 participants stated that they liked the way the red color looked more than the green color. 1 participant said that the use of green in the application supports its title, “GreenEats”.

Takeaways

We have decided to use the color green as the theme of our application. Our goal in creating this application that users should start to associate food with sustainability, and we feel that the color green better supports these goals. We also feel that it would be unnatural if an application called “GreenEats” has a red theme.

Tested Aspects

The layout of the landing (search) page. In particular, we tested the location of the search bar, and the size of the background image (full screen vs. nearly full screen).

Result

3 out of 3 participants stated that they preferred the full screen background image, and liked the way the text looked when it was over the image. However, participants stated that the text was hard to read. 2 out of 3 participants liked the search bar in the middle of the page, but 1 participant stated that he would want the search bar to be at the bottom of the page.

Takeaways

To reflect our findings above, our new design uses a full screen background image on the landing page. We also repositioned the search bar and accompanying text to highlight the search bar (it is the first thing a user will see if looking from the top to the bottom of the page). We also decided to move the “Our Favorite Picks for Today” text to be revealed once a user scrolls. This eliminates the readability issue and also establishes an effective hierarchy further down the page.

Tested Aspects

The layout and form of the recipe search results being displayed. We tested primarily if participants liked the recipe image to come before the text (left side) or after the text (right side) of a given recipe.

Result

Participants unanimously stated that they preferred the image to come before a recipe's text (left side). We found that our participants would look at the image of a recipe before reading any of the text. Locating the image to the left of the text implies that users will see it before the text, and supports this method of visual searching.

Takeaways

We are going to place the image associated with each recipe to the left of the recipe's text. This should result in a user noticing and viewing a recipe's photo before deciding to read any text. We found that our participants often decide what to cook by looking at pictures of food rather than the actual recipe.

Tested Aspects

The placement of our applications taskbar. We tested if participants preferred the taskbar to be located on the top or the bottom of their browsing window.

Result

2 out of 3 participants stated that they preferred the taskbar to be on the bottom of the page. They also said that they thought the EcoScore button should be placed into the taskbar (changing the number of elements from 3 to 4). One participant said that they liked the taskbar on the top of the page, but thought that there should be a “home button”. All participants thought that the taskbar should be located at the top of the page if they were browsing on a computer (larger screen size).

Takeaways

In our final designs, we added the EcoScore button to the taskbar. We are going to keep the taskbar located on the bottom of the page when being viewed in mobile, because it is a shorter reach for users to interact with it. When we scale the application to a web browser (larger screen), we are going to move the taskbar to the top of the page.