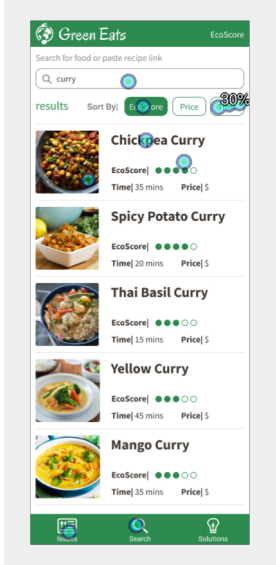
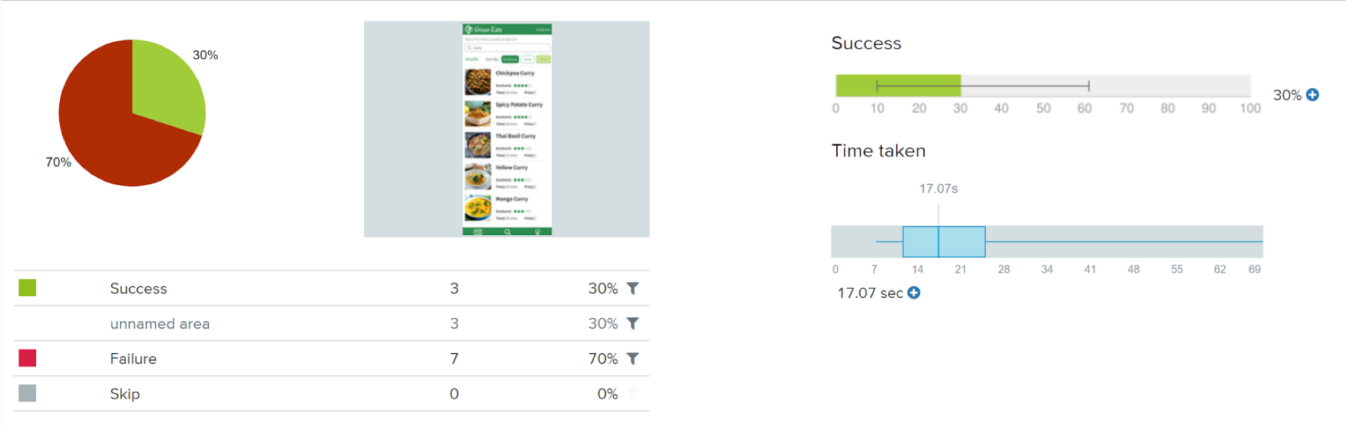


Heat Maps Results

Scenario 2

You slept in and have less time to prepare lunch for the day. Having watched Food Inc. the night before, you want make a sustainable meal. Show me how you would go about finding recipes that meet your needs. interested in minimizing its ecological impacts.

Result



Takeaways

Scenario was poorly worded motivating people to click search rather than utilize the sorting feature. Of the people who used the sorting features, most clicked on the correct button. No modifications needed.