Brainstorm

Problem
Currently there is no easy way for users to see menus and nutrition information for campus eateries. It is very difficult to make healthy eating choices without this information.

Inspirations
• Google café menus – Color coding for healthiness of food items
• Oink iOS App – Food item, rather than venue based browsing
• Yelp – Central access point to nearby eatery information

Storyboards
Visualizing need and use case, student in a dining hall.

Solution

Quick Use
• All you have to do is scan a QR code! (or go to nom.stanford.edu)
• You’ll see the menu right away, no installation necessary.
• Intuitive colors will guide you to healthier options.

Advanced Features
• Browse any dining hall for any meal.
• Touch any food item to get its nutrition facts.
• Pick items to plan your meal.
• See nutrition information for your entire meal.

Prototypes

Paper Prototypes
• Helped us quickly mock our ideas to get feedback.
• Allowed us to test and refine our design assumptions on users first.

Video Prototypes
• Exposed the gaps in our interface by running through tasks in series.
• Drew out various use flows in Nom that we should further refine.

Functional Prototype
• Allowed us to test Nom in its natural ecosystem.
• Surfaced issues: touch interface problems, QR code usage, unexpected interactions.

User Testing

Going to Lunch?

1a. QR Code
1b. URL
2. Browse healthy food options
3. Get nutrition information
4. Plan your meal!

• We tested to see if the swiping action to changes meals was intuitive.
• We gave the subjects a menu screenshot with swipe indicators and asked them what action they would take to move to the following meal.
• All subjects indicated that they would click the swipe indicators.
• We added buttons to move between meals, disabled swiping.

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