WW

FOOD TRACKING EXPERIENCE

ROLE: ADVISOR + REVIEWER + APPROVER

WW - Food Tracking

The Hypothesis

The current WW tracking experience has too many food tracking entry points.

- Low usage of +button tracking tools with high usage of Search + Food Log
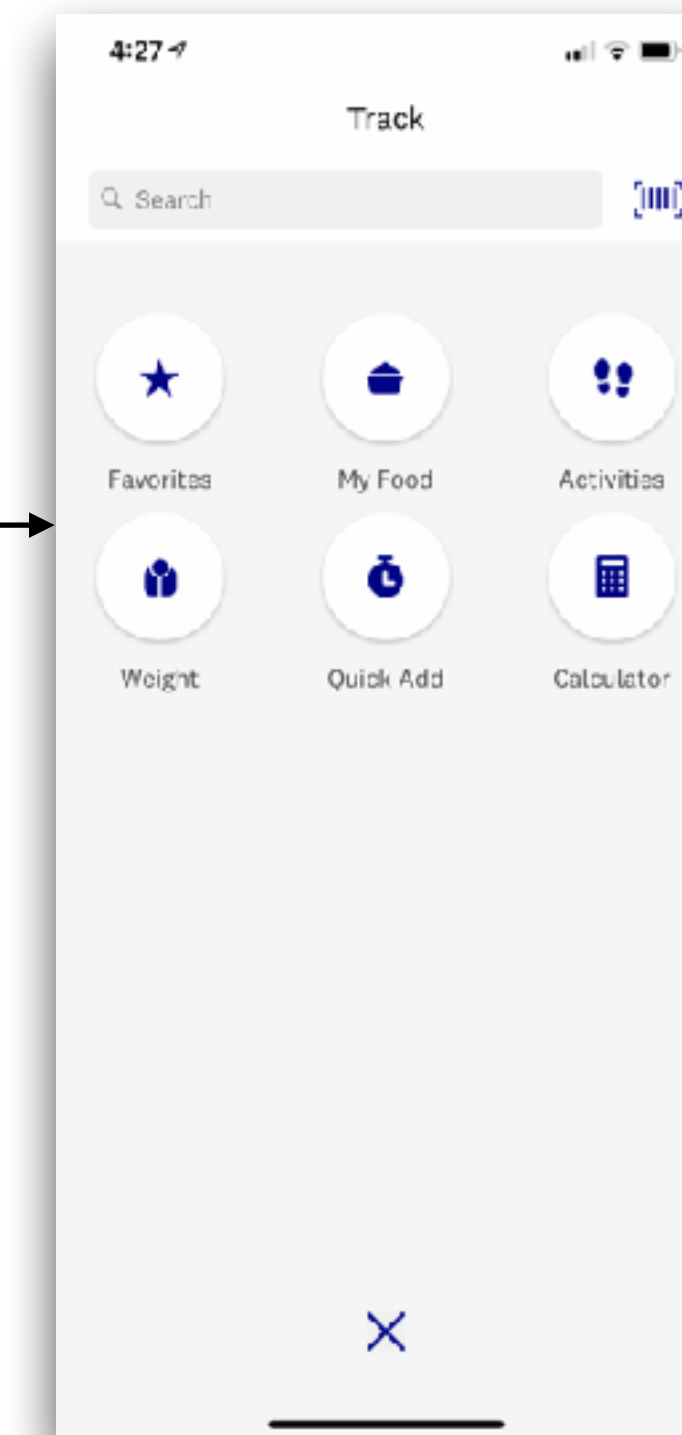- Low awareness + discoverability around tracking tools

The Goal

- Explore how to remove the +button entry point
- Explore a single tracking flow for every entry point
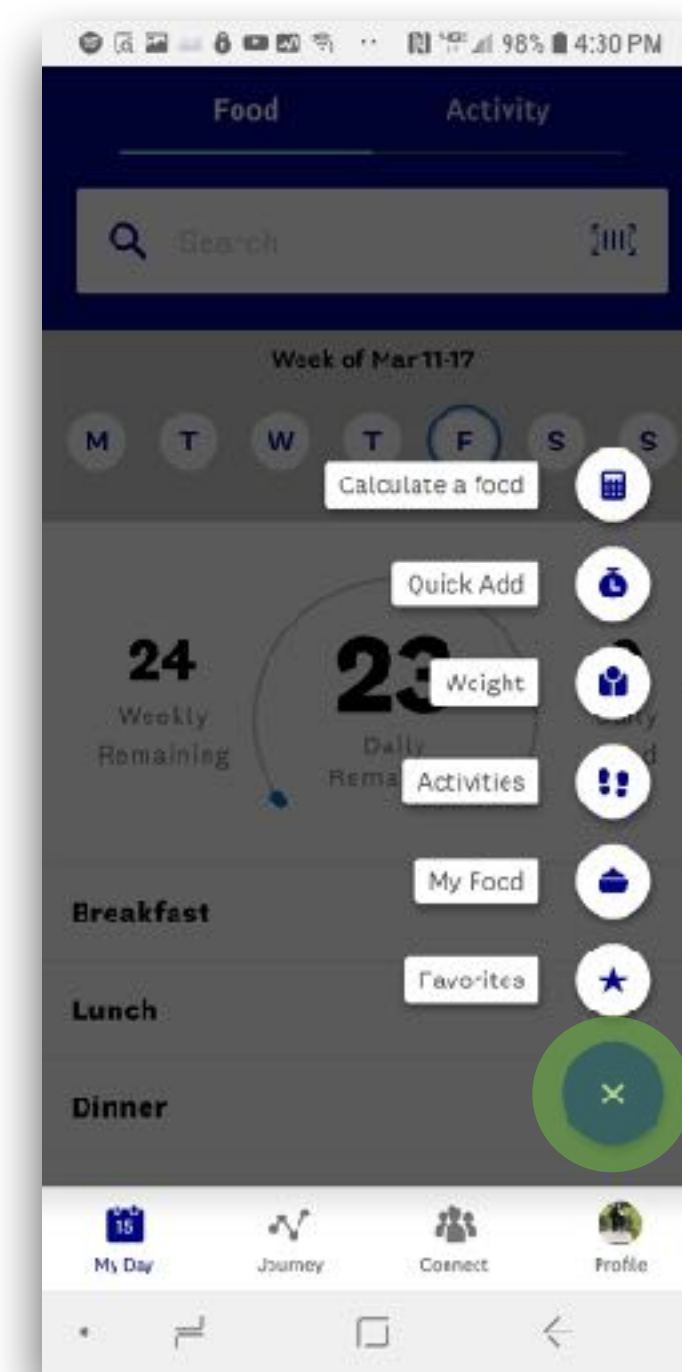- Increase discoverability of tracking tools

The Process

Problem Definition		Design Exploration		User Research		Design Refinement		Design Delivery
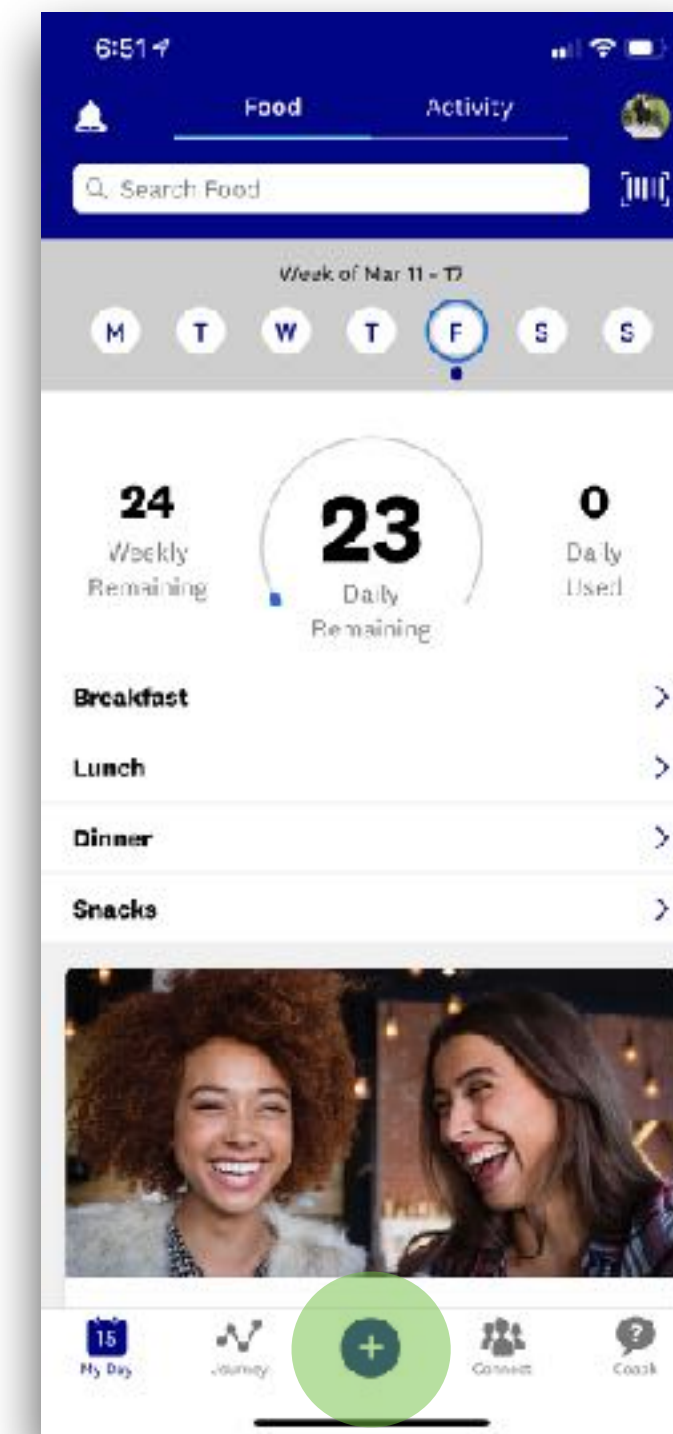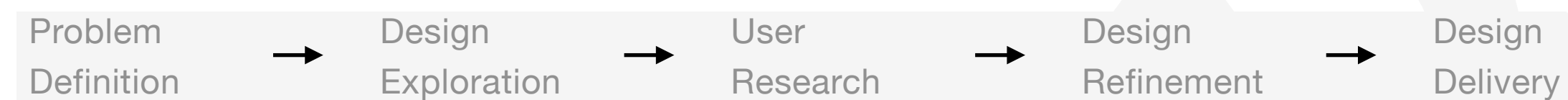
iOS

iOS

Android

Problem Definition

Advise on Problem + HMWs

Provide Templates + Frameworks

Ensure alignment with Product + Design Strategy

Problem:
Streamline search + tracking to support a modular experience.

Considerations:
- *(User Need)* Needs confirmation of tracked item(s)
- *(User Need)* Need to feel like the same experience
- *(Design Consideration)* Reduce and eliminate, if possible, the double pop-ups/double cone button
- *(User Need)* Consider multiple view of the search screen including:
  - User is able to see tracked food confirmation *[required]*
  - User is able to see daily used and daily remaining *[required]*
  - User is able to navigate back and forth between days *[required for Food Log versions]*
  - User is able to utilize tracking tools (i.e., barcode scanner, quick add, calculator) *[required]*

Anticipated Outcome:
- Prototype solutions for review and further exploration as needed

Inspiration:
- Facebook search
- Spotify Search
- Emmy past work

Notes:
I'll have all the existing flows printed out with the names we gave them the other day (e.g., "search screen") so that we all can be on the same page
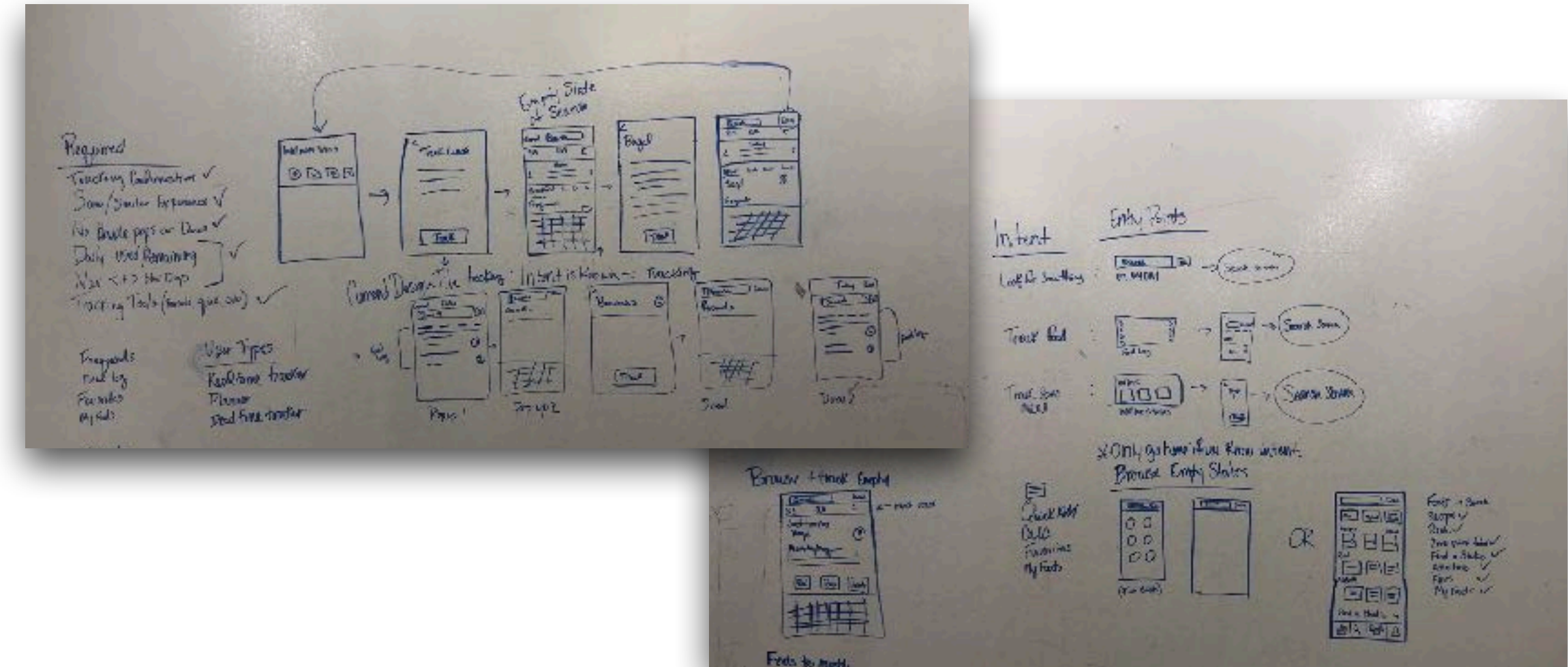
Intents: Entry Points

Entry Point	Intent
Search Bar (My Day)	We don't know exactly, but we do know they are looking for something
Food Log (My Day)	Intent is to track food
Wellness Wins Tile	Intent is to track for a specific meal

Prototypes:
1. Option 1: Current Flow
2. Option 2 *Recommended
3. Option 3

Design Exploration
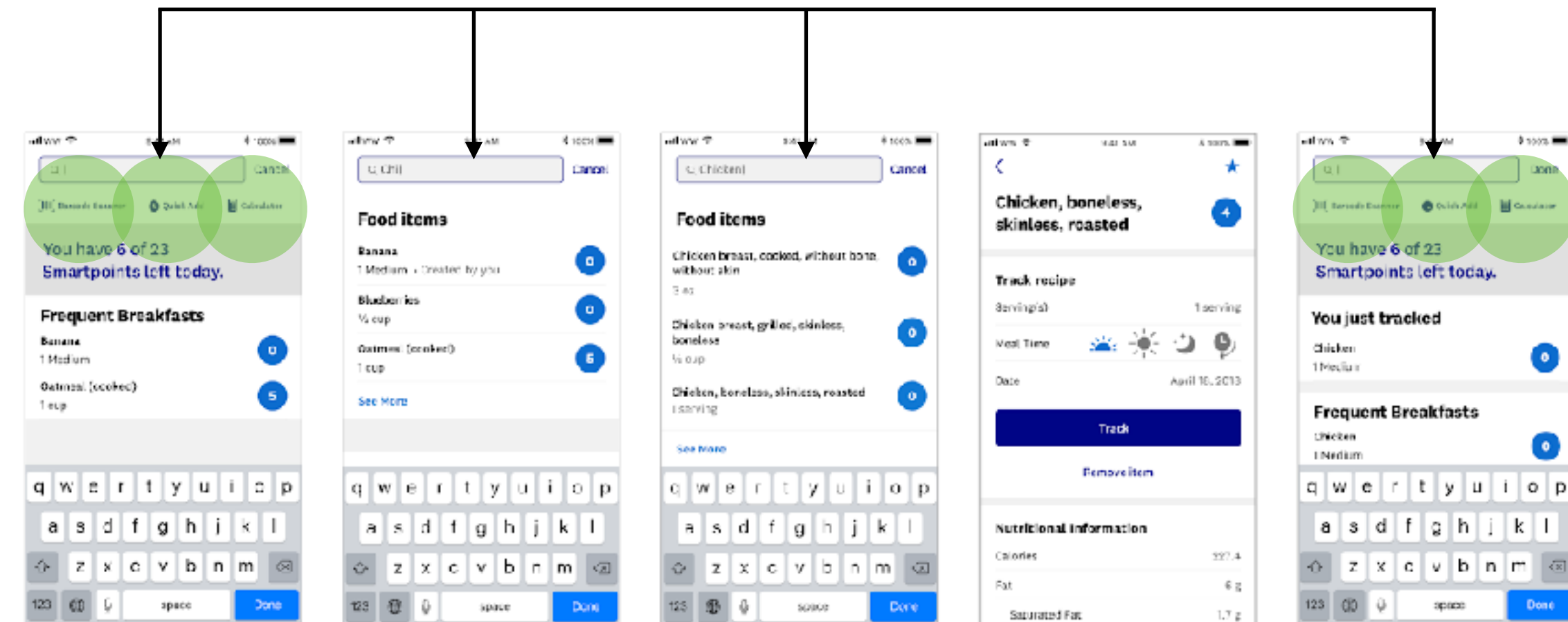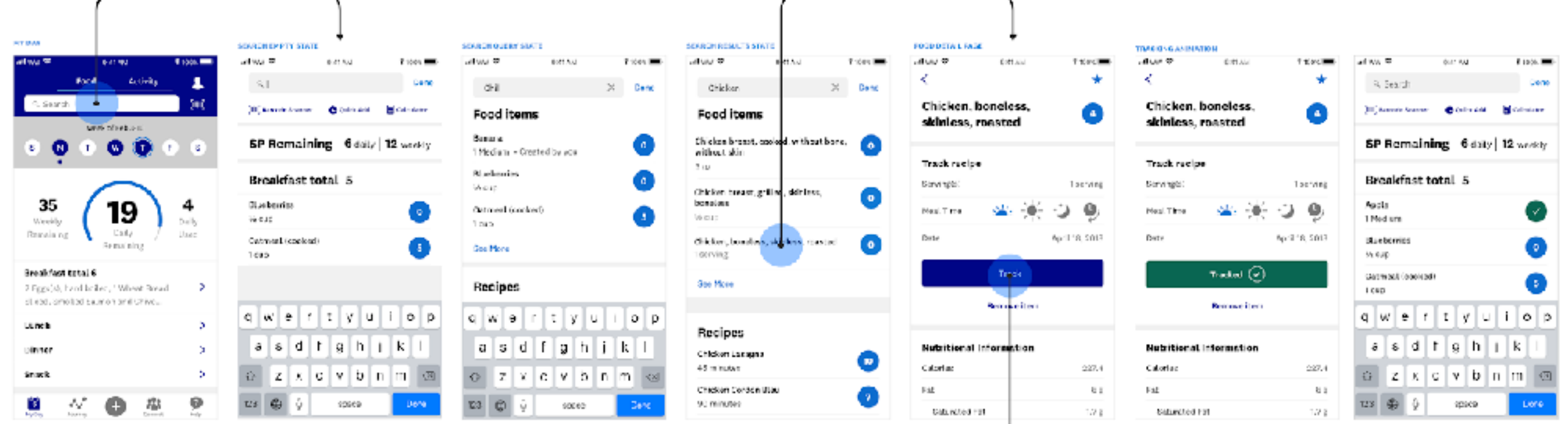
Conducted workshops

Supported narrowing options through critique

Design Exploration

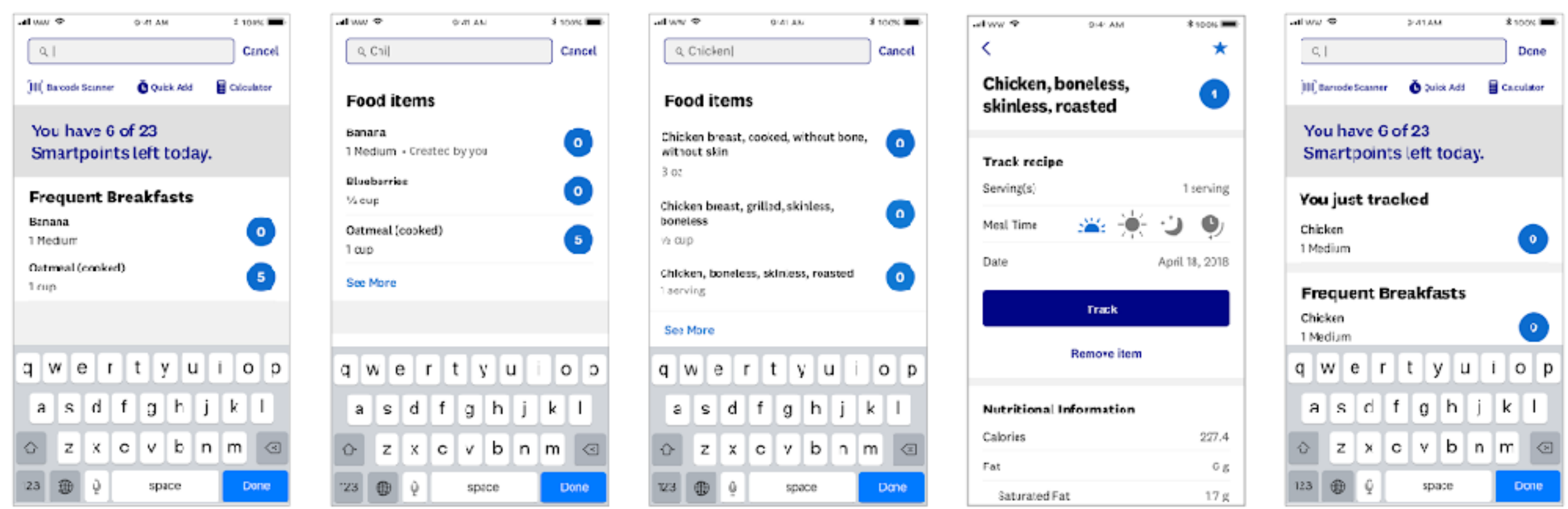Conducted workshops

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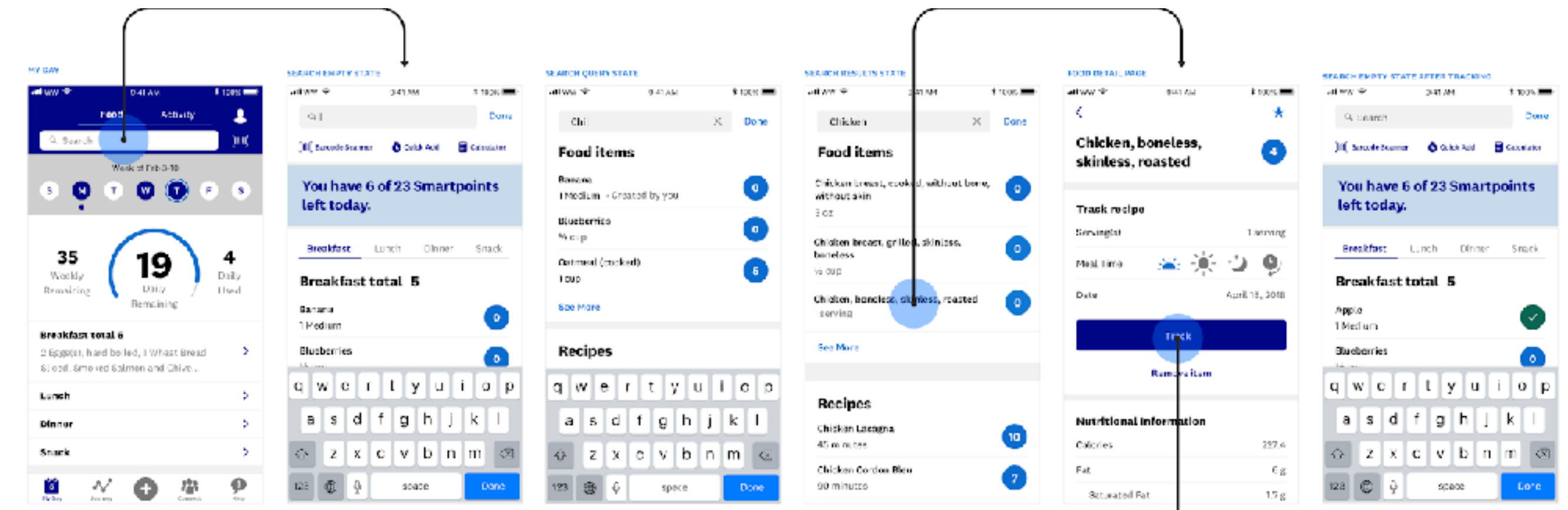
User Research

Enable research

Ensure XR was brought in early

Support XR + PD in methodology

5 of 5 participants said they would tap on search or the meal to track their food
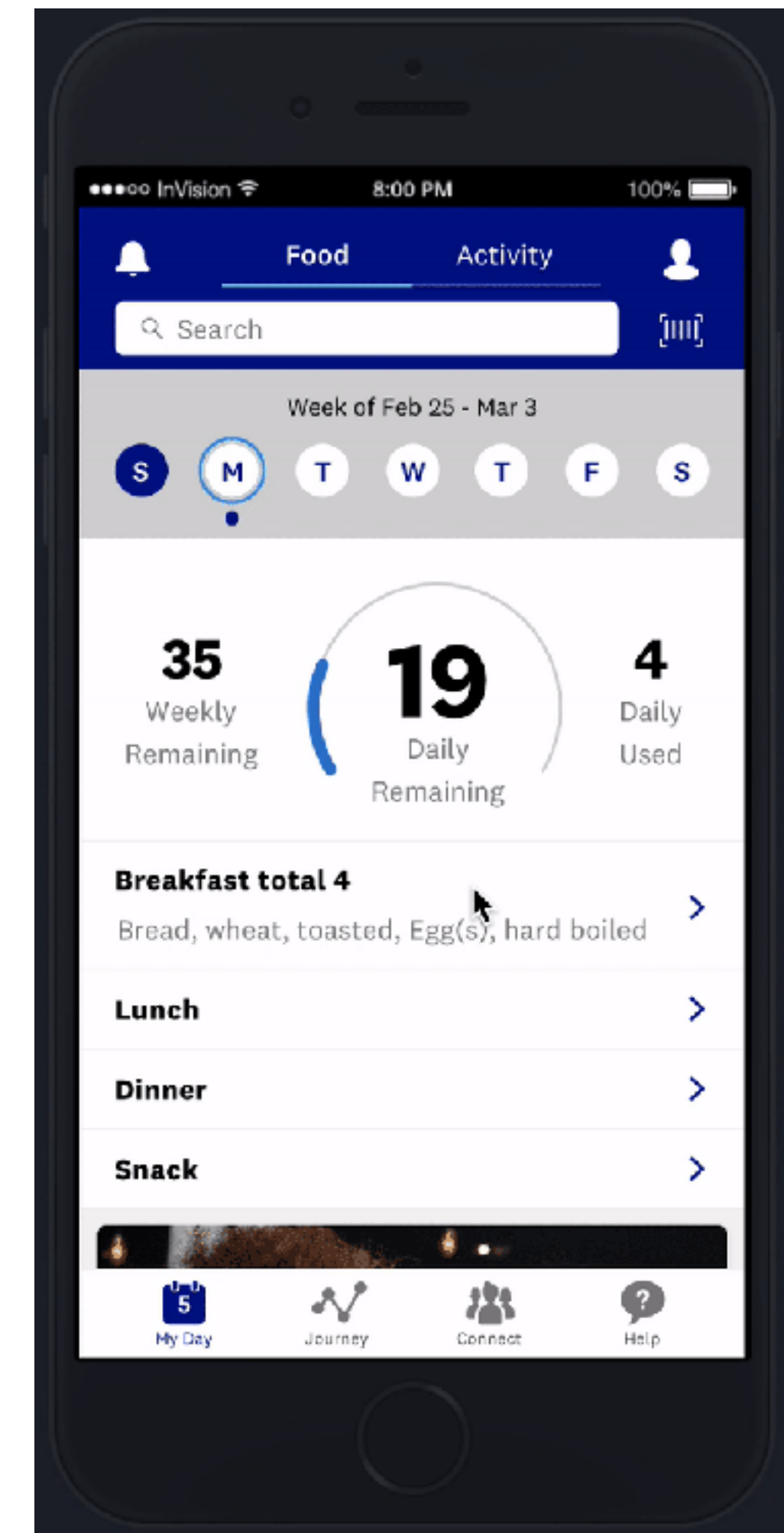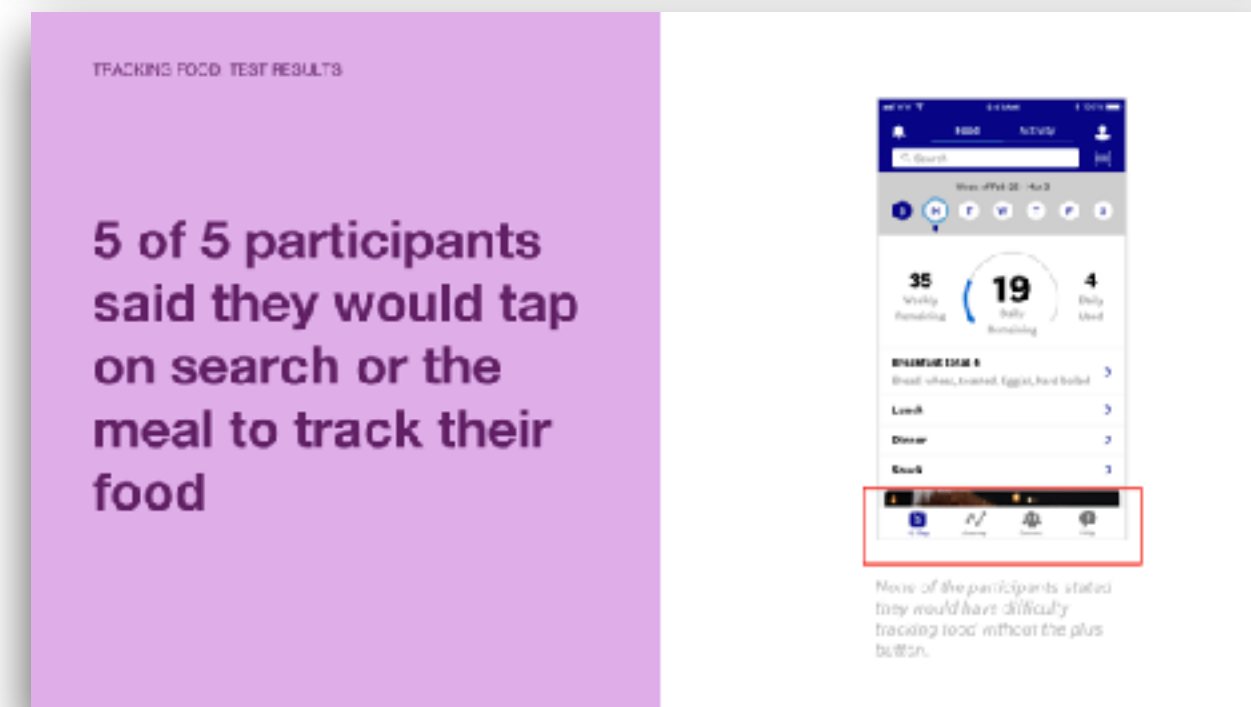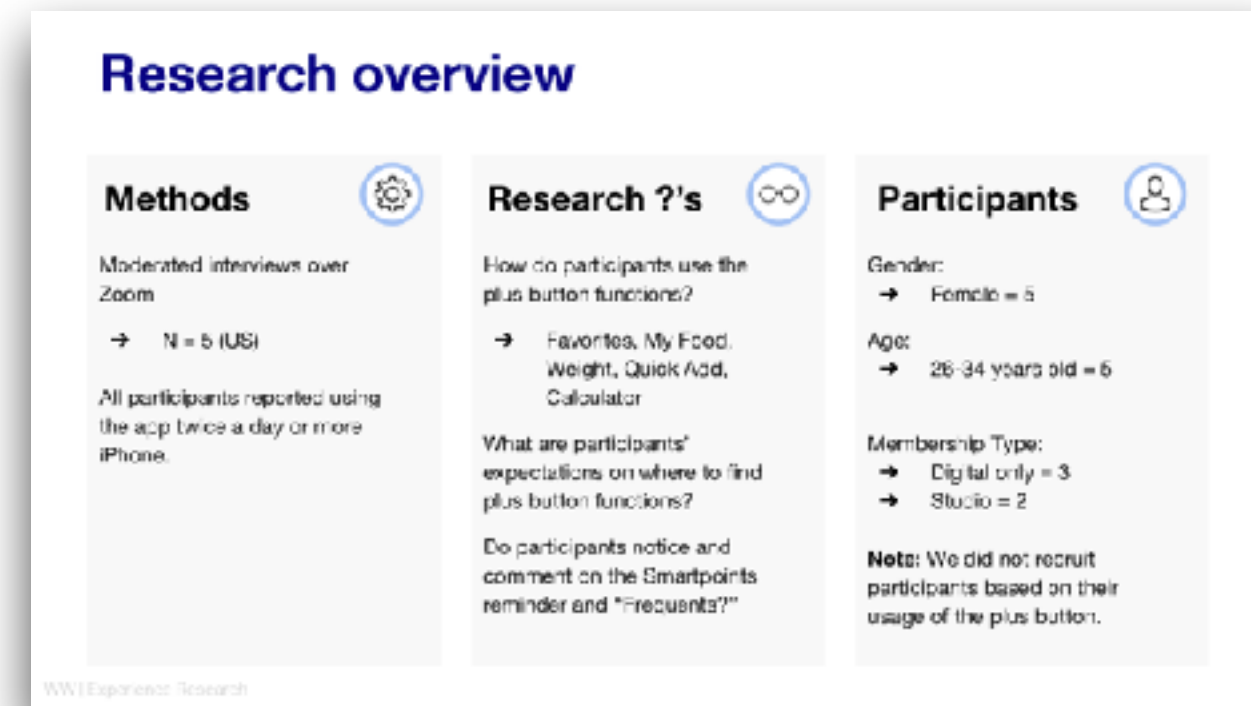
Design Refinement

Design Feedback + Critique

Ensure collaboration with partners

Ensure HMWs and Use Cases are covered

iOS — TRACKING FLOWS

My Day

Search from My Day

Barcode Scanner

Quick Add

Calculator

My Food

Favorites

Design Delivery

Ensure quality

Celebrate with team

A/B Testing with and without +button

Review + Iterate based on data + analytics