

A vibrant collage of fresh green produce. The top half features clusters of light green grapes and several heads of bright green broccoli. The bottom half includes two whole green apples, several slices of cucumber showing their seeds, and two circular slices of kiwi fruit with their characteristic black seeds and white core. The entire composition is set against a dark green background, creating a rich, natural aesthetic.

THE HEALTHY PALATE

THE SEMANTIC WEB

KATHRYN ADAMS
ITGM 719
SUMMER 2018

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01 | DESIGN PROPOSAL

CONCEPT STATEMENT

What is the story, idea, or problem behind the proposed web-site.

The Healthy Palate is a healthy meal planner that provides support for maintaining a healthy diet for those who have special dietary needs or choose a nutritious dietary lifestyle. NPR conducted a poll with Truven Health Analytics surveying 3,000 U.S. adults posing the question, "How healthy would you consider your eating habits to be?"

Approximately 75% ranked from good to excellent. On the contrary, three-fourths of the U.S. population has an eating pattern that is low in vegetables, fruits, dairy, and oils. *

*Source: National Public Radio, Inc. Dietary Guidelines for Americans 2015-2020.

How will the project solve the problem?

The Healthy Palate offers user's healthy meal plan recipes and a variety of other special dietary meal plan recipes including gluten-free, vegetarian, diabetes, heart disease, high blood pressure, and more. A well balanced meal plan is prepared for breakfast, lunch, and dinner and includes a recipe card listing all measured ingredients, nutrition information, and preparation instructions for every meal.

The Healthy Palate also offers supplementary articles, meal kit deliveries, and incentives to keep you motivated. Users may also choose to link their account to an existing nutritionist or medical provider for support.

PRODUCT FEATURES

- Online meal plans for breakfast, lunch and dinner
- Each meal includes a recipe, shopping list, nutrition facts, and preparation instructions
- Meal kit delivery
- Health specific information and articles
- Incentive programs
- Set up a personal account to connect to your medical provider or nutritionist
- An index of healthy food alternatives and recipes
- Tracking tools
- Medical/nutritionist portal for special diets

PERSONA 1



TASK ANALYSIS

Cherly can go to The Healthy Palate and set up an account so that she can save all her favorite meals or, without an account she can choose meal plans, add them to the shopping cart for immediate delivery. She can choose from any menu plans based solely on her desires.

CHERYL STORTI

PROFILE

Cheryl is a 25-year old graduate student in Nevada who attends online classes and works full time. She has chosen to maintain a healthy balanced lifestyle to keep her energy high and to stay healthy while managing a busy schedule. She works out regularly and eats a healthy, whole food diet.

SCENARIO

The grocery stores in my area do not offer a good variety of nutritious food selections or the freshest produce. I need to go out of my way to get groceries and the travel time takes bites into my schedule.

NEEDS

An online grocer that delivers fresh products for meals I can prepare myself.

FEATURE

- Purchase meal plans without an account for immediate delivery
- Save meal plans to an account to purchase later

PERSONA 2



TASK ANALYSIS

Josanne can logon to The Healthy Palate and set up an account so she has access to the tracking tools available to account holders.

JOSANNE FORD

PROFILE

Josanne is a 50-year old master-chef who has been instructed by her physician to reduce the amount of cholesterol in her diet. She never paid close attention to nutrition information because she has never been overweight despite her superb cooking skills.

SCENARIO

I need to be conscious of the cholesteral levels in the foods I enjoy so that I can avoid cardiovascular disease.

NEEDS

To learn what foods to avoid and which foods to consume to help maintain a heart healthy diet.

FEATURE

- A user account that allows her to use tracking tools to monitor progress.
- Notifications and incentives to motivate users when progress is slow.

PERSONA 3



TASK ANALYSIS

Darian is excited because now he has access to vegan meal plans that he can order online without the uncertainty that comes with making a lifestyle change. He can choose the 'VEGAN MEAL PLANS' from the special diets menu, with or without setting up an account. He can also read articles about health and nutrition.

DARIAN DOWNY

PROFILE

Darian is a single, 33-year old vegan. He learned to cook and eat a vegan diet from a former roommate. He recognized the benefits and decided to continue to pursue it as a lifestyle.

SCENARIO

Most of what I've learned about a vegan lifestyle I picked up from my former roommate. I really take this seriously and want to create meal plans that are most pleasing to my taste.

NEEDS

Information about vegan diets and vegan specific recipes.

FEATURE

- Vegan meal plans
- Health Wise articles
- Vegan Recipes
- Healthy food alternatives

PERSONA 4



TASK ANALYSIS

Tanya can log on to her account, find a provider in her location, choose the meal plans she enjoys or from the plans she saved to her account at any time. She could have her food delivered shortly after she arrives to her destination.

TANYA BROWN

PROFILE

Tanya is 45-year who often travels for her job. She eats out and purchases fast food way more often than she desires when she travels because of the convenience. She recently made a commitment to reduce her visits to the finest restaurants and decided to prepare meals ahead for travel or plan to prepare them when out of town.

SCENARIO

I'm going to California this week. I can stay in a hotel with all the amenities that will enable me to prepare and store my own meals, and avoid the great nearby restaurants.

NEEDS

Tanya needs a whole food store that will deliver her products to her hotel during her stay.

FEATURE

- A user account to save meal plans and schedule delivery
- Search capabilities (Google map)

PERSONA 5



TASK ANALYSIS

Bruce can set up an account and link to the meals his doctor planned for him in order to manage his condition and to help him make better choices. With this account Bruce can track the amount of fat and cholesterol in his meal and become aware of his limits.

BRUCE GRAYSON

PROFILE

Bruce is a 60-year old who has been diagnosed with heart disease. He quit smoking and drinking 3-years ago and is now making a commitment to improve his diet.

SCENARIO

I want to start tracking my meals and work with my doctor to reduce my risks so that my condition doesn't worsen.

NEEDS

Needs health and nutrition information that is specific to his dietary needs, and because he no longer lives near the doctor who diagnosed his illness, he will need to link to his former doctor's portal until he is comfortable managing his own meal plans.

FEATURE

- A user account that links to a medical portal
- Tracking tools

PERSONA 6



TASK ANALYSIS

Beverly can find articles on The Healthy Palate to increase her knowledge about heart disease and support her husband Bruce while he changes his lifestyle. She would love to get her meals delivered for free.

BEVERLY GRAYSON

PROFILE

Beverly is Bruce's second wife. They have been married for 8 years and she has always been health conscious. She is in good health for a 57-year old. She encourages and supports Bruce during his journey to wellness.

SCENARIO

I need a system that will enable me to help Bruce manage and monitor his meal plans.

NEEDS

Access to articles about Bruce's condition and healthy recipes to improve his diet. She will look for incentive programs to help keep him motivated.

FEATURE

- Health Wise articles and recipes
- Access to her husbands account to better understand his health care needs
- User account to save Specialty diet plans

PERSONA 7



TASK ANALYSIS

Diana can create an account to choose and save as many meal plans as she desires. This makes planning dinner very efficient because she already knows what her family enjoys and she can choose from her own customized selections.

DIANA KING

PROFILE

Diana is a stay-at-home mother of three children between 3 and 7 years old. She wants to keep them on a steady healthy diet like her parents did when she was a child.

SCENARIO

It would be great to have healthy meals delivered to my doorsteps, then I can spend more time doing things with them they really enjoy.

NEEDS

Diana needs the convenience of planning and purchasing healthy meals online and having them delivered to her door.

FEATURE

- A user account that enables user to save meal plans (or favorites) for scheduled delivery on their own time table.

PERSONA 8



TASK ANALYSIS

Paul can search HealthWise articles on The Healthy Palate website to learn more about the benefits of eating clean and share this information on social media site where he is connected to his friends.

PAUL COOPER

PROFILE

Paul is a vegetarian enthusiast. He just graduated from college and he's excited to be on his own. He became well acquainted with preparing and eating clean meals while in school and wants to make it his lifestyle.

SCENARIO

My friends visit often and they bring all sorts of unhealthy snacks when they come because they know I don't keep unhealthy foods in my house. I wish I could explain to them the benefits of eating clean.

NEEDS

Paul needs to be able to educate his friends about the risks involved in a poor diet.

FEATURE

- Vegetarian meal plans
- Health Wise articles and recipes
- Healthy food alternatives

PERSONA 9



TASK ANALYSIS

Dr. Fontaine can login to The Healthy Palate and set up a meal plan based on his patients health conditions. He can choose from plans that are available under specialty diets meal plan or make modifications to an existing meal plan. These plans can be saved into the patients account.

DR. FONTAINE

PROFILE

Dr. Fontaine is a medical practitioner treating clients for diabetes, heart disease, and other ailments. His office is managed locally on the East Coast, however, some of his patients are still being treated from a distance.

SCENARIO

I want to provide my patients with guidance and healthy food choices to maintain a healthy lifestyle and improve health conditions.

NEEDS

Dr. Fontaine needs to be able to offer this product as a service to his patients with special dietary needs.

FEATURE

- A user account linked to medical portal
- Specialty diet meal plans
- The ability to modify plans
- The ability to save plans for specific users

PERSONA 10



TASK ANALYSIS

Saleema can log into The Healthy Palette and create meal plans based on her professional knowledge of holistic health and nutrition. When her clients need a meal plan from her customized holistic meal plan menu, she can offer the plans to her clients based on their health care needs and store them into their accounts.

SALEEMA CURTIS

PROFILE

Saleema is a certified-holistic health practitioner and part-time professor at the local Community College. She offers one-on-one coaching sessions and group meetings to discuss a total plan for spiritual, emotional, and physical well-being.

SCENARIO

This tool will be a great resource for storing and preparing all of my clients nutrition needs.

NEEDS

Saleema needs access to a service that she can provide meal plans and recipes for her clients and the means to provide them the resources they need to maintain a healthy lifestyle.

FEATURE

- A user account linked to nutritionist portal
- The ability to create meal plans
- The ability to modify meal plans
- The ability to save and share meal plans with her clients

USER PRODUCT FEATURES

PERSONA 1

- Online meal plans
- Meal kit delivery
- user account to save meals

PERSONA 2

- Online meal plans
- Meal kit delivery
- User account
- Tracking tools
- Incentives
- Notifications

PERSONA 3

- Vegan meal plans
- HealthWise articles
- Meal kit delivery
- Vegan recipes
- Healthy food alternatives

PERSONA 4

- User account
- Grocery delivery
- Search capabilities

PERSONA 5

- Access to physician's portal
- Tracking tools
- Healthy food alternatives
- Specialty diets
- HealthWise articles

PRODUCT FEATURES

- Online meal plans for breakfast, lunch and dinner
- Each meal includes a recipe, shopping list, nutrition facts, and preparation instructions
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USER PRODUCT FEATURES

PERSONA 6

- HealthWise articles
- Specialty recipes
- Save meal plans

PERSONA 7

- User account
- Saved meal plans
- Delivery scheduling

PERSONA 8

- Vegetarian meal plans
- HealthWise articles
- Vegetarian recipes
- Healthy food alternatives

PERSONA 9

- A physician's plan portal
- Specialty diet plans
- Ability to modify plans
- Target specific users

PERSONA 10

- A nutritionist plan portal
- Ability to create plans
- Ability to modify plans
- Save meals plans
- Target specific users

PRODUCT FEATURES

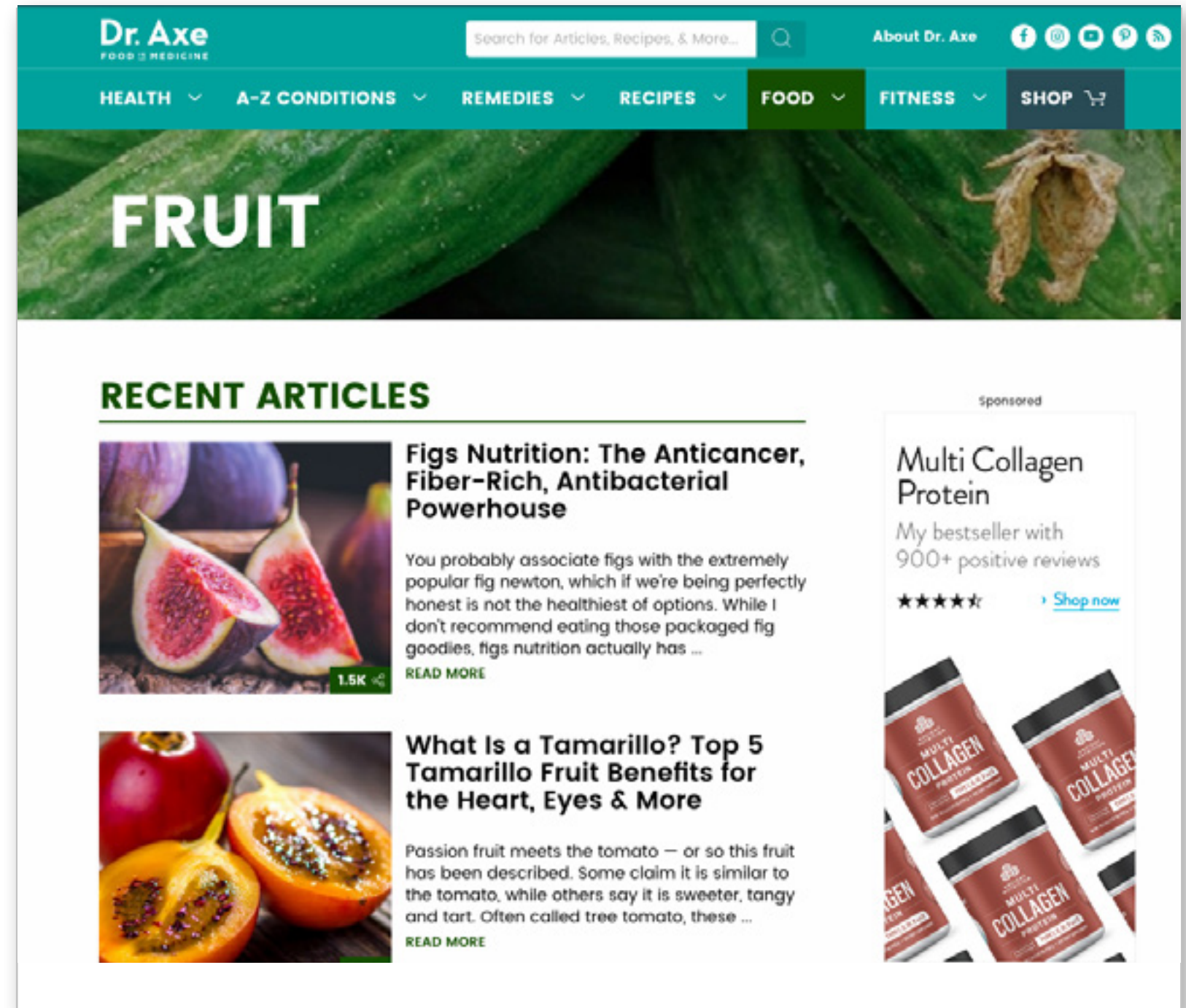
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COMPETITIVE RESEARCH

DRAXE.COM

DrAxe.com is one of my top “go-to” health and wellness resources. He publishes a variety of health care articles and information about natural remedies for just about every ailment you can possibly think of, and he is a certified doctor of natural medicine, doctor of chiropractic and clinical nutritionist. Draxe.com is the closest in terms of context to The Healthy Palate.

He promotes information about health concerns and offers recipes of all sorts of foods and the value of nutrients with them and how. Dr. Axe has a lot to offer the audience I will be targeting for this project.



COMPETITIVE RESEARCH

MYRECIPES.COM

MyRecipes.com publishes a various recipes, how-to articles about entertaining and preparing food for a large number of guests. One of the things that keeps me coming back is MyRecipes includes nutrition information with each recipe for the health conscious food prepper.

MyRecipes.com also provides how-to videos and links to Cozi, a mobile app the allows you to store your favorite recipes from any website, not just their own.

Recipes » Special Diet advertisement

Special Diets

If your lifestyle includes following a special diet for optimum health, you can find exactly what you need right here. This collection of recipes is sorted by special dietary needs, including gluten-free, vegan, heart-healthy, and diabetic diets. Find everything you need to stay on track with your diet by selecting from the collections below. Even if you don't follow a special diet, these recipes are still a great way to maintain a healthy lifestyle.





Photo: Jennifer Causey Styling, Claire Spollen

- 10 Gadgets for a Healthy Kitchen
- Improve Your Eating Style
- 11 Simple Ways to Cut Calories
- Debunking Heart-Healthy Diet Myths

Clean Eating Recipes

Foods loaded with fresh fruits, veggies, and whole grains make for a nutritious diet that has been referred to as "clean eating." Mix and match some outstanding dishes to fill up your plate with more whole-food goodness.


Vegan Recipes



Vegan Recipes


- Vegan 101
- Vegan Advice from Reddit
- How to Hack Restaurant Menus if You're Vegan or Vegetarian
- Vegan Key Lime Icebox Pies
- Vegan Buffalo Tofu Tot Skillet
- See all Special Diet recipes

Gluten-Free Diet and Recipes




Gluten-Free Diet and Recipes

- Main Dishes
- Side Dishes
- Soups
- Appetizers
- Snacks
- See all Gluten-Free recipes



Most Popular Recipes



1. Sheet Pan Cobb Salad
2. Anne's Hot Sausage Dip

COMPETITIVE RESEARCH

PLATED.COM

Plated offers personalized meal-kits plans for 2- 3-, or 4 servings per night for up to four nights. Users can customize meal-kit plans by choosing from 20 new recipes week-to-week. Meal-kits are packaged and delivered in an insulated box that keeps food fresh until midnight of the day delivered. Essentially, what Plated does is your prepare your food for you so that you can cook it once it arrives. Options are available for vegetarian, gluten-free, low-calorie, and low carb diets.

Plated. MENUS HOW IT WORKS PLANS WHY PLATED LOG IN SIGN UP

40% off your first 2 weeks! [SEE TERMS](#)

The perfect cooking experience.

Get everything you need to make amazing dinners—delivered in one perfectly customized box.

[SIGN UP NOW](#)

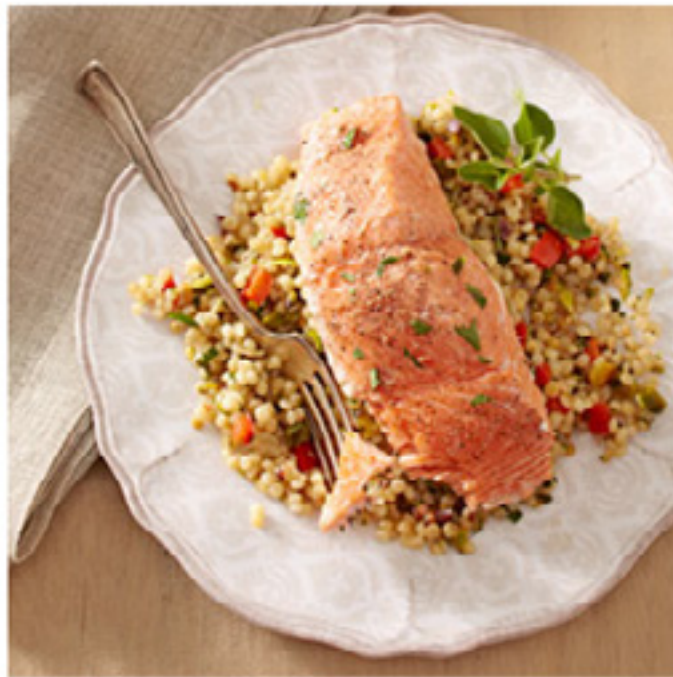
- Food you'll love**
Cook from a globally inspired, chef-designed menu with 20 recipes (plus dessert!) each week.
- Flexibility you crave**
Choose your number of servings and nights, then mix and match your dishes in any combination.
- Menus you help design**
Rate and review your dishes on the app to let us know what you like and what you want more of.
- Dinnertime, perfected**
Spend time enjoying your food—and company—because Plated Nights are the greatest nights.

ENJOY YOUR DAY

TONIGHT IS TAKEN CARE OF

MOOD BOARDS

Popular in Clean Eating Meal Plans



A Week of Clean-Eating Dinners and Sides



7-Day Clean-Eating Meal Plan



Simply Delicious Clean Meal Plan



EatingWell

Join!



Special Diets

Let our experts help you eat a vegan, gluten-free, high-fiber, diabetic diet and more the right way and eat right for your special dietary needs.



7-Day Meal Plan: Low-Cal Summer Favorites

All ready in under 45 minutes, and with 550 calories or less, these low-cal dinners are fast, fresh and satisfying.

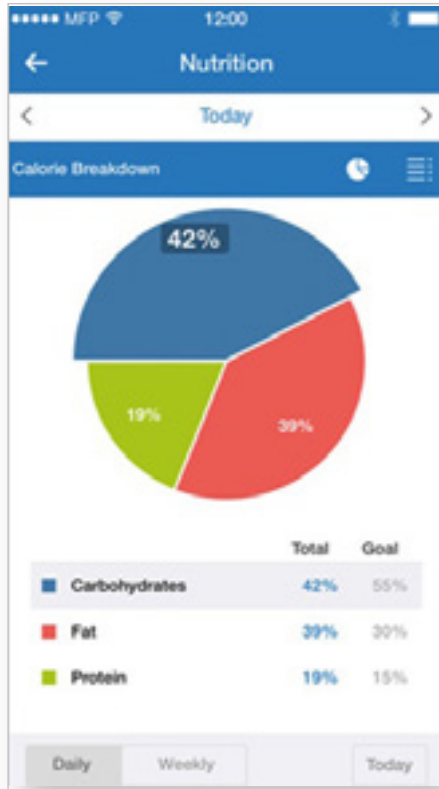
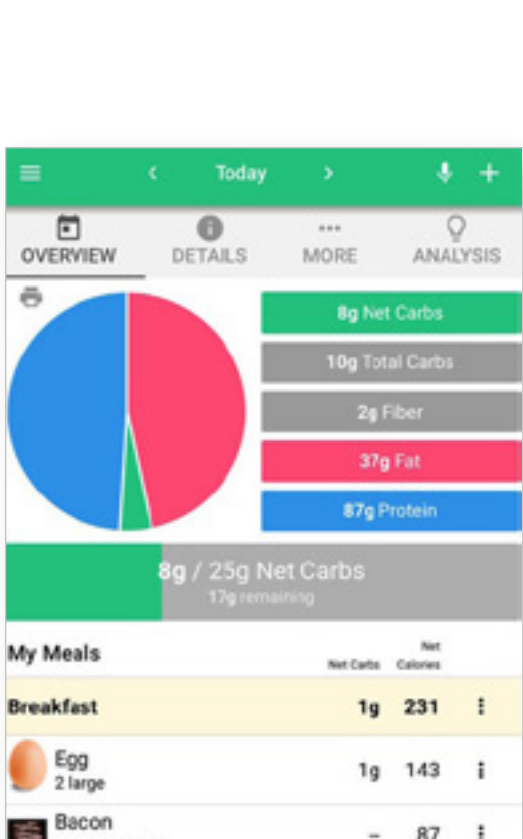
MOOD BOARDS

The screenshot shows the Hello Fresh website's 'Our Meal Plans' section. At the top left is the Hello Fresh logo. Navigation links include 'Our Plans', 'How It Works', 'Our Menus', 'Wine', and 'Gifts'. A 'LOG IN' button is in the top right. The main heading is 'Our Meal Plans' with the subtext 'Delicious recipes and pre-measured ingredients delivered straight to your door'. Three meal plan cards are displayed:

- Veggie Plan:** \$ 9.99 / serving, FREE Shipping! Includes a 'Number of People' selector (2, 4) and a 'Recipes per week' selector (3). A green button says 'SELECT THIS PLAN'. Description: 'Recipes packed with meatless proteins, hearty grains, and seasonal produce.'
- Classic Plan:** \$ 9.99 / serving, FREE Shipping! Includes a 'Number of People' selector (2, 4) and a 'Recipes per week' selector (2, 3, 4). A green button says 'SELECT THIS PLAN'. Description: 'Our widest variety of delicious meat, fish, and seasonal produce.'
- Family Plan:** \$ 8.74 / serving, FREE Shipping! Includes a 'Number of People' selector (4) and a 'Recipes per week' selector (2, 3). A green button says 'SELECT THIS PLAN'. Description: 'Quick and easy meals with all the YUM-worthy flavor the whole family loves.'

The screenshot shows a Dr. Axe article titled 'Detox Your Liver: Try My 6-Step Liver Cleanse'. At the top, a dark teal banner says 'Congrats! You've activated \$10 Off' with a 'Use Code: NEWSLETTER18' and a countdown timer 'Ends In: 49 : 57 : 36 M'. The Dr. Axe logo 'FOOD IS MEDICINE' is in the top left, with search and menu icons in the top right. The article breadcrumb is 'Health > Detoxification & Non-GMO > Detox Your Liver: Try My 6-Step Liver Cleanse'. The main title is 'Detox Your Liver: Try My 6-Step Liver Cleanse'. Below the title is an image of a bowl of orange soup with carrots and oranges. The text reads: 'Every person's health and well-being depends on how well their body removes and purges toxins. With exposure to environmental toxins, toxic body care products and **processed foods**, most people are in desperate need of a serious **detox**! A liver cleanse is a great way to do this.' At the bottom, a teal button says 'Ready To Cleanse Your Liver? [Download Your Quick Guide Here.](#)'

MOOD BOARDS



Your Fitness Goals

Would you like help setting up your goals? [View Guided Setup](#)

Daily Nutrition Goals	Edit
Calories	1420
Carbohydrates 178 g	50 %
Fat 47 g	30 %
Protein 71 g	20 %
Custom Daily Goals	🔒 No

Calories by Meal	Edit
Breakfast	🔒
Lunch	🔒
Dinner	🔒
Snacks	🔒

Micronutrients	Edit
Saturated Fat	16 g
Polyunsaturated Fat	0 g
Monounsaturated Fat	0 g
Trans Fat	0 g
Cholesterol	300 mg
Sodium	2300 mg
Potassium	3500 mg
Fiber	21 g
Sugar	53 g
Vitamin A	100 %DV
Vitamin C	100 %DV
Calcium	100 %DV
Iron	100 %DV

	Edit
0 Calories	
3 workouts	
30	
🔒 On	

- Simple sugars accounted for a minor
- Protein was within the acceptable range
- Calories eaten did not quite meet the recommendation
- Calcium did not quite meet the recommendation
- Iron was significantly below the recommendation

Nutrition Analysis




Weight Loss Motivation


- ★ Most Used
- ⌚ Recent
- 🧊 The Fridge
- ✦ Manual Entry
- 🍳 Recipe Builder
- 📅 Copy Date

search foods ... find foods

7 Food Entry Tools

MOOD BOARDS

Menu Meal Plans Values Pricing

Sign In [Get Started](#)



Chef's Choice Nutritional Info

Balanced meals to keep you healthy and satisfied
Approved by our in-house dietitians


Perfectly Portioned: About 550-800 calories per serving

Packed with Protein and Fiber: At least 20 grams protein & 5 grams fiber per serving


Good Fats: Rich in omega-3s and good fats sourced from olives, nuts, seeds, and avocados.

[Get Started](#)


Popular Chef's Choice Recipes




Pork chops with mostarda and wilted greens





Roasted salmon with pearl couscous and date-apple



Steak and sweet potato frites with kale and


Menu [Join](#)

EXPLORE: Recipes




In order to bring you the BEST possible products, some ingredients may differ from those depicted.

Great for Entertaining
Charred peach and feta flatbreads with frisée salad

Share
Save
Print

Soy-Free, Family-Friendly, Vegetarian, Mediterranean

2 Servings, 790 Calories/Serving
25 – 40 Minutes

These summery flatbreads with peaches and feta are a perfect snack for your next backyard BBQ or a delicious dinner for two on a weeknight.

In your bag

1 bag serves 2 (2 bags serve 4)


Sun Basket is proud to source the [organic](#) [certified](#) [indicated](#) produce. On the rare occasion we are unable to meet our organic promise, we'll put a note in your bag.

- 2 organic peaches or other stone fruit
- 1 or 2 organic shallots
- 2 whole grain lavash flatbreads
- 1½ ounces crumbled feta
- 2 tablespoons balsamic vinegar
- 1 head organic frisée or other chicory lettuce
- 1 organic lemon
- 4 or 5 sprigs organic fresh basil
- 3 tablespoons roasted almonds

Chef's Tip
If you prefer a thicker balsamic vinegar as a glaze, in a small sauce pot over medium-low heat, warm the balsamic, swirling occasionally, until it is thickened slightly and just coats the back of a spoon.

Classic Menu

Choose from 18 recipes each week



More Choice

Recipes per week:	3
Servings per recipe:	2 or 4
Price per serving:	\$11.99
Recipe choices:	18 (Includes ALL meal plans)

Eating clean the Sun Basket way



Organic Produce

Fresh, seasonal produce from the country's best farms. 99% organic, 100% non-GMO and delicious!

[Learn More](#)



Responsibly Sourced Meats & Seafood

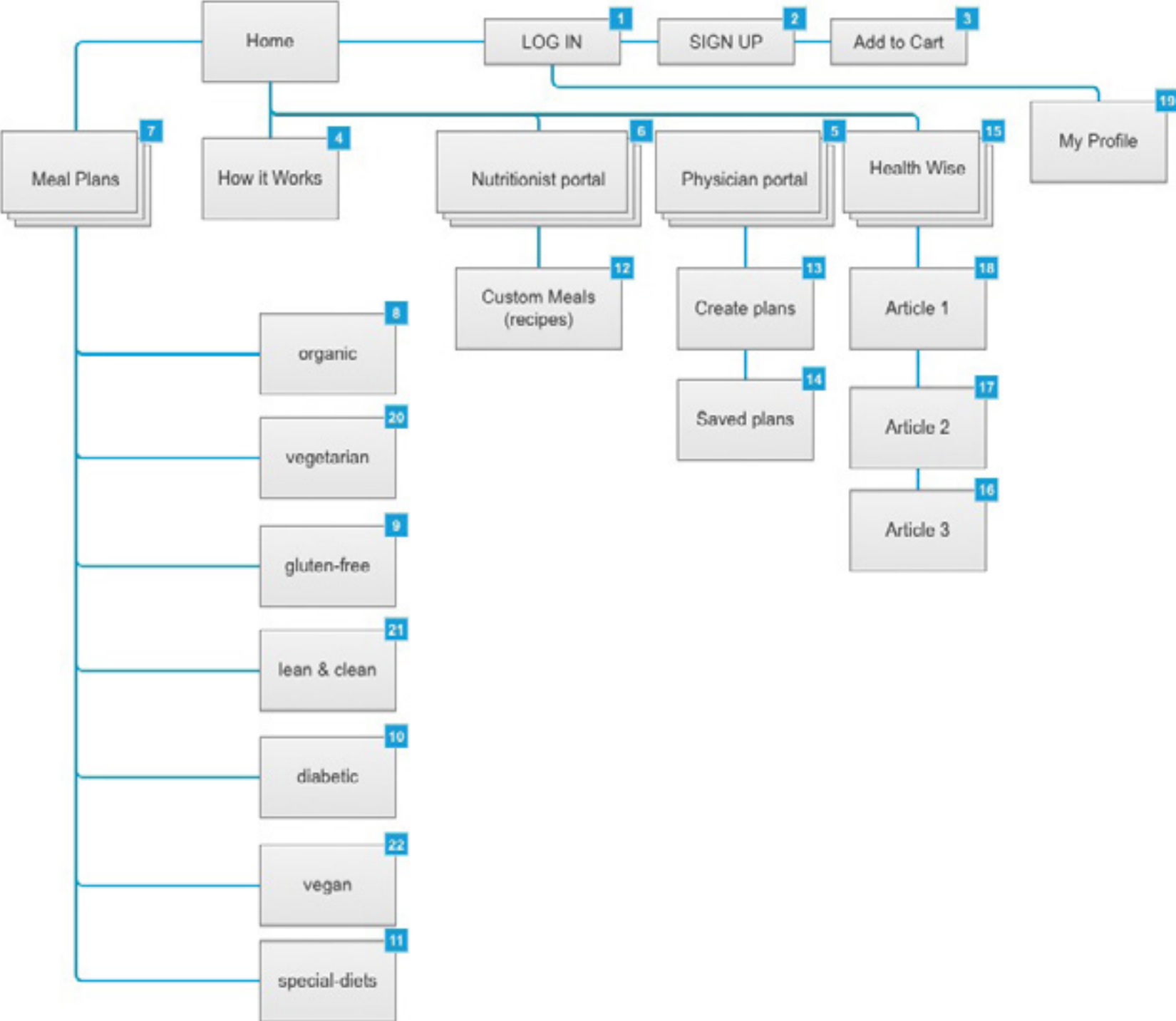
Antibiotic- and hormone-free meats and wild-caught, sustainably sourced seafood from ranchers and fishermen we trust.



Healthy, delicious recipes

Dietitian-approved meal plans like Paleo, Lean & Clean, Gluten-Free, Vegan, Vegetarian, Mediterranean, and more.

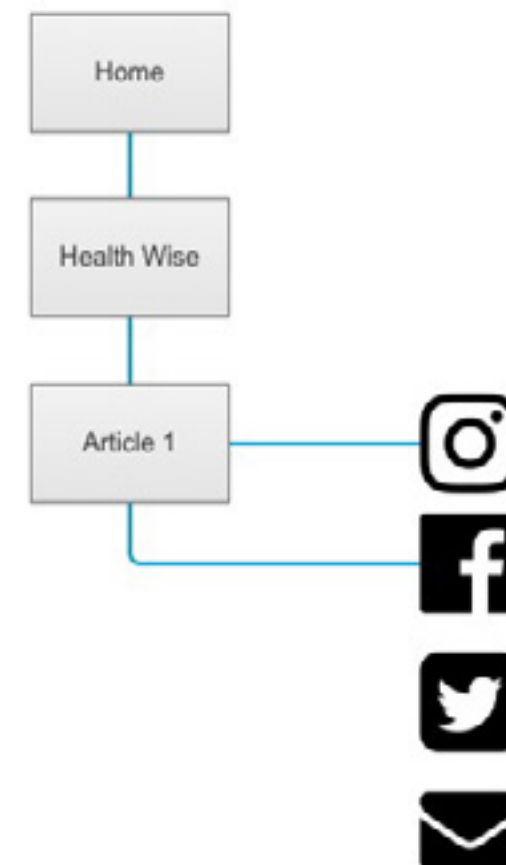
SITE MAP



USER FLOW 1

SHARE AN ARTICLE

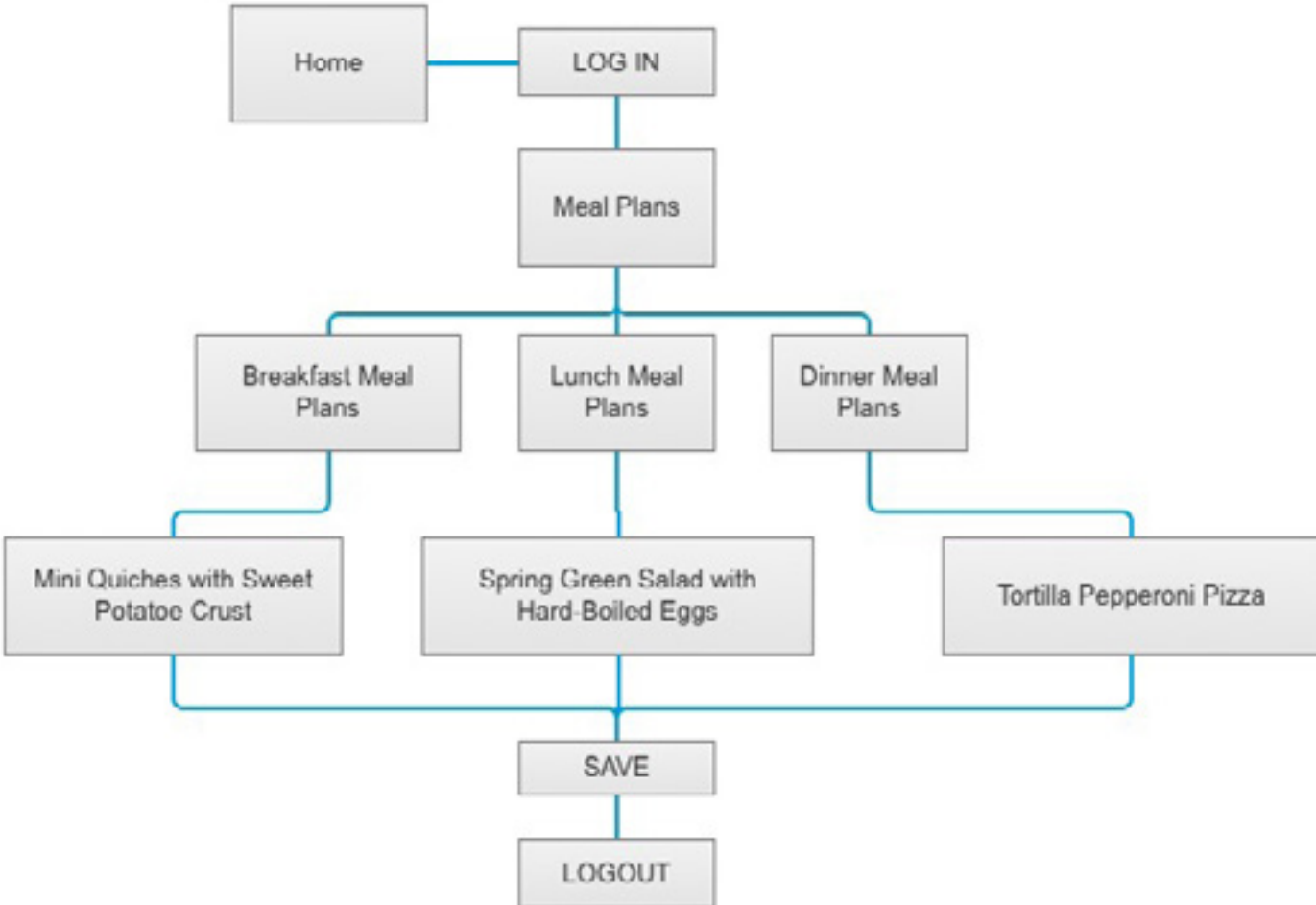
Paul can search HealthWise articles on The Healthy Palate website to learn more about the benefits of eating clean and share this information on social media site where he is connected to his friends.



USER FLOW 2

CREATE AND SAVE MEAL PLANS

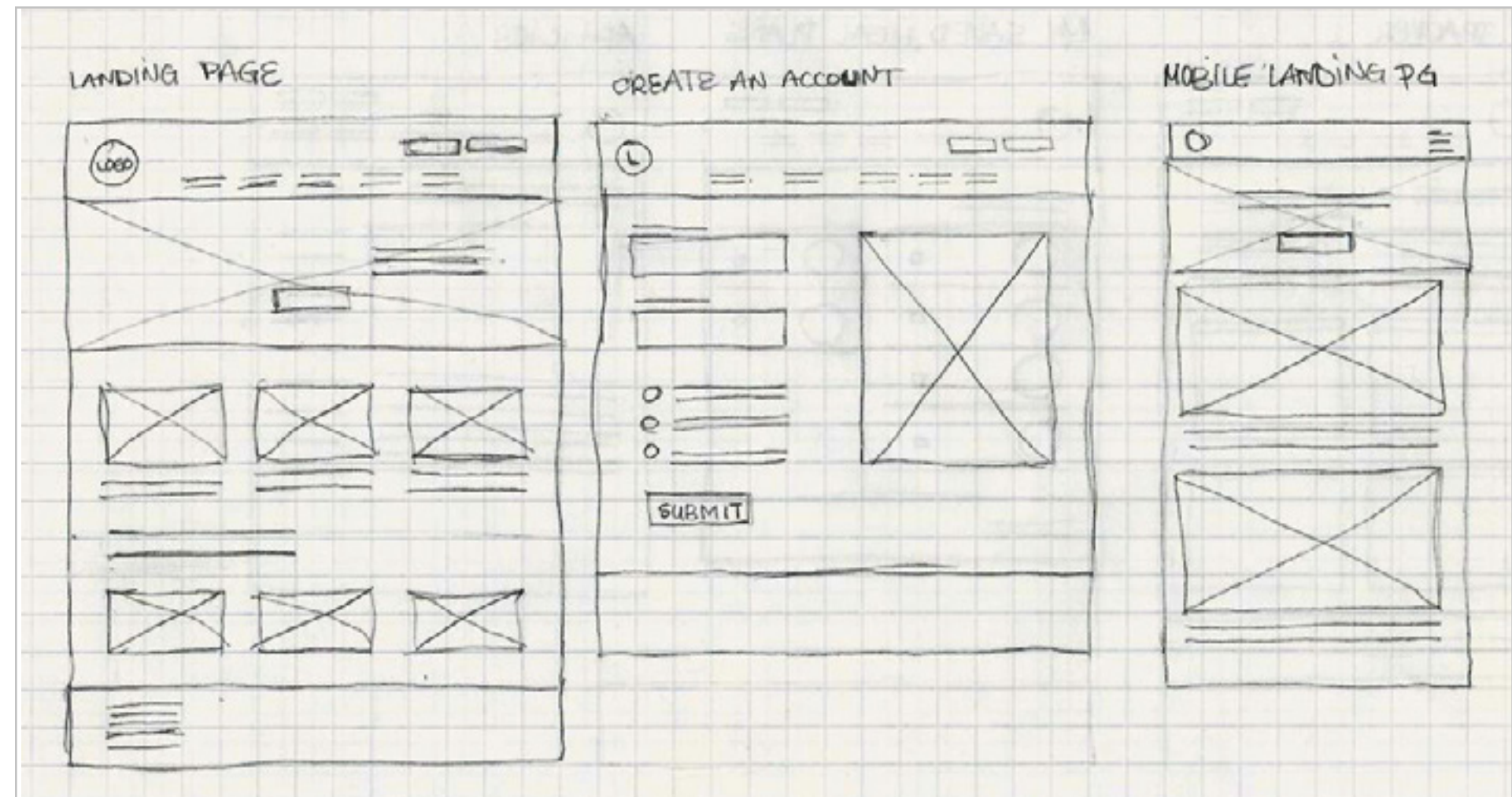
Diana can create an account to choose and save as many meal plans as she desires. This makes planning dinner very efficient because she already knows what her family enjoys and she can choose from her own customized selections.



SKETCHES

ROUGH SKETCHES OF:

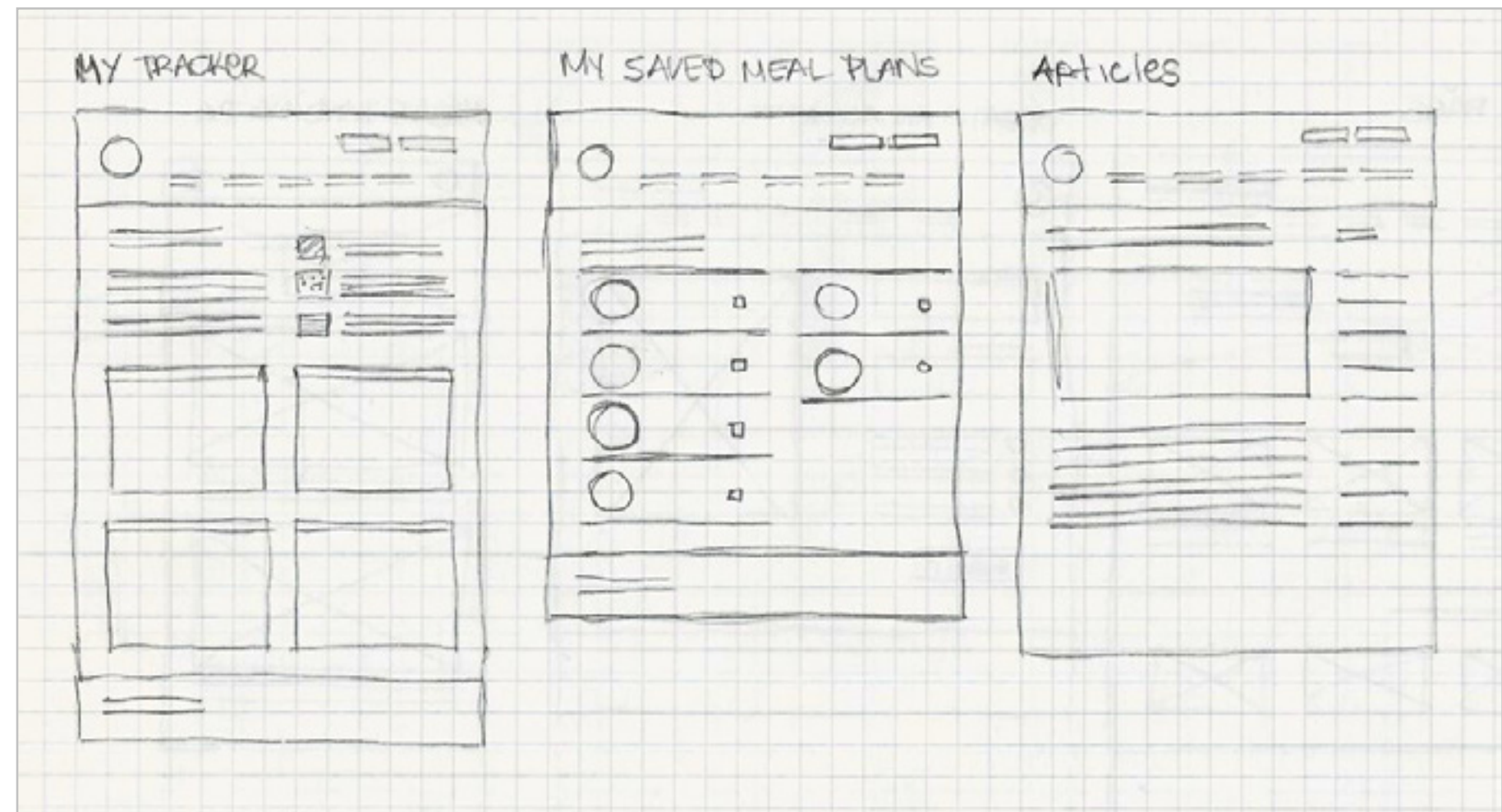
- The landing page
- Create an account
- The mobile landing page



SKETCHES

ROUGH SKETCHES OF:

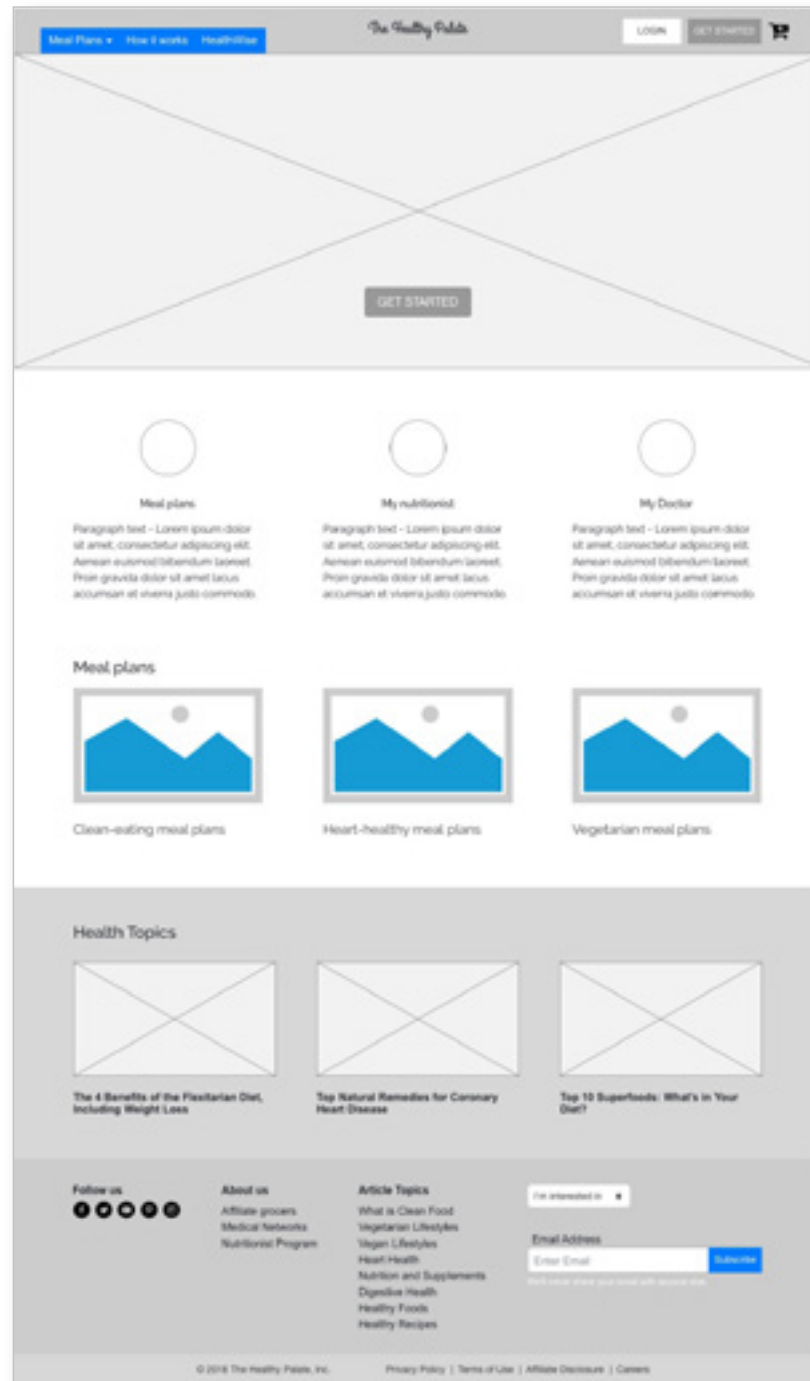
- My tracker
- My saved meal plans
- An article page



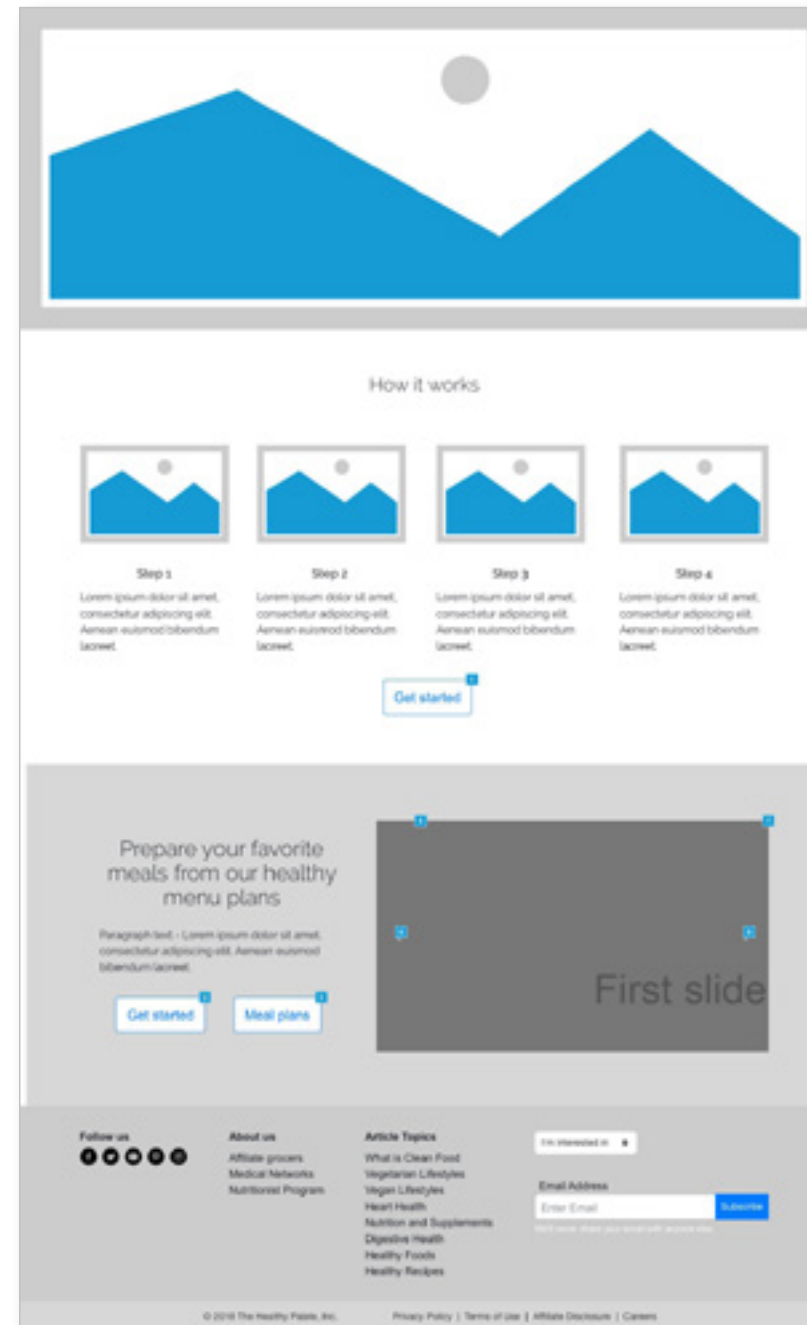
02 | WIREFRAMES – DESIGNING THE EXPERIENCE

WIREFRAMES

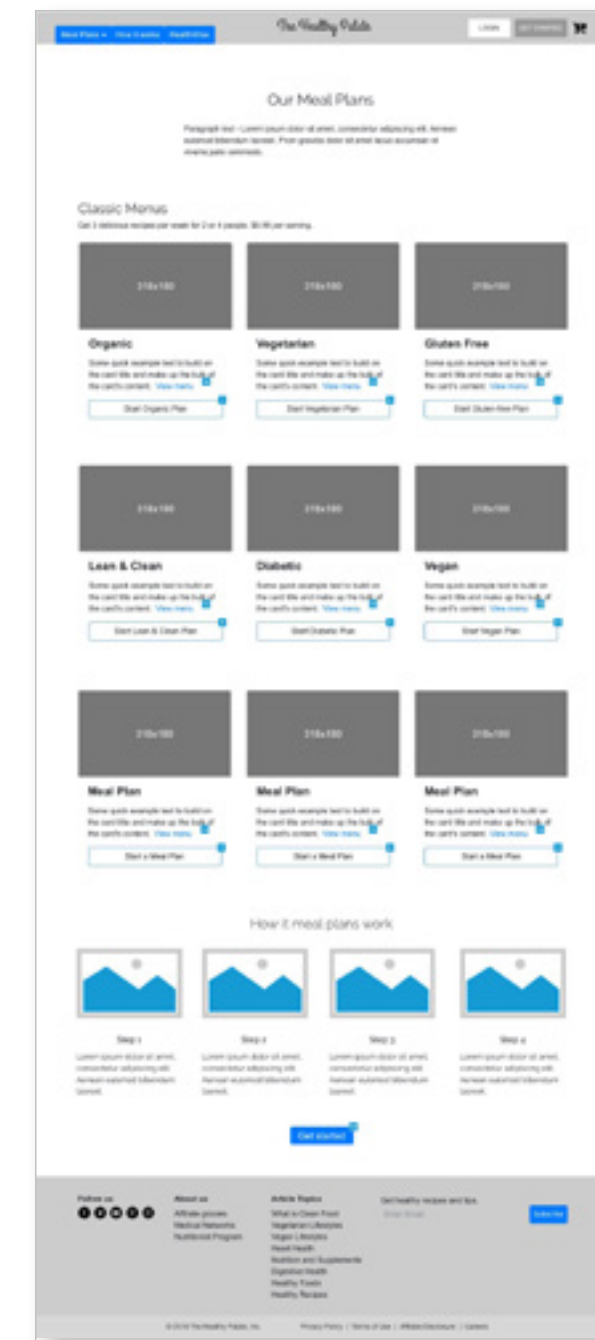
Home



How it works

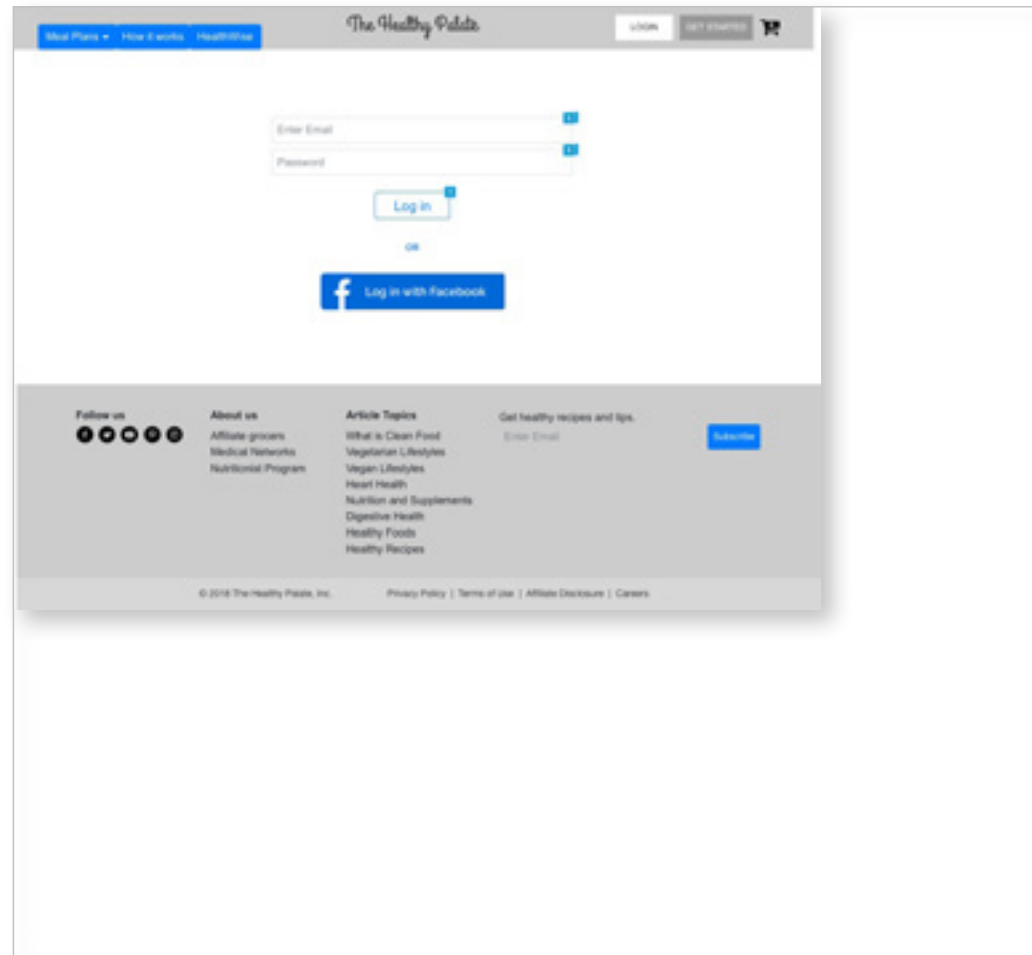


Global Meal plans

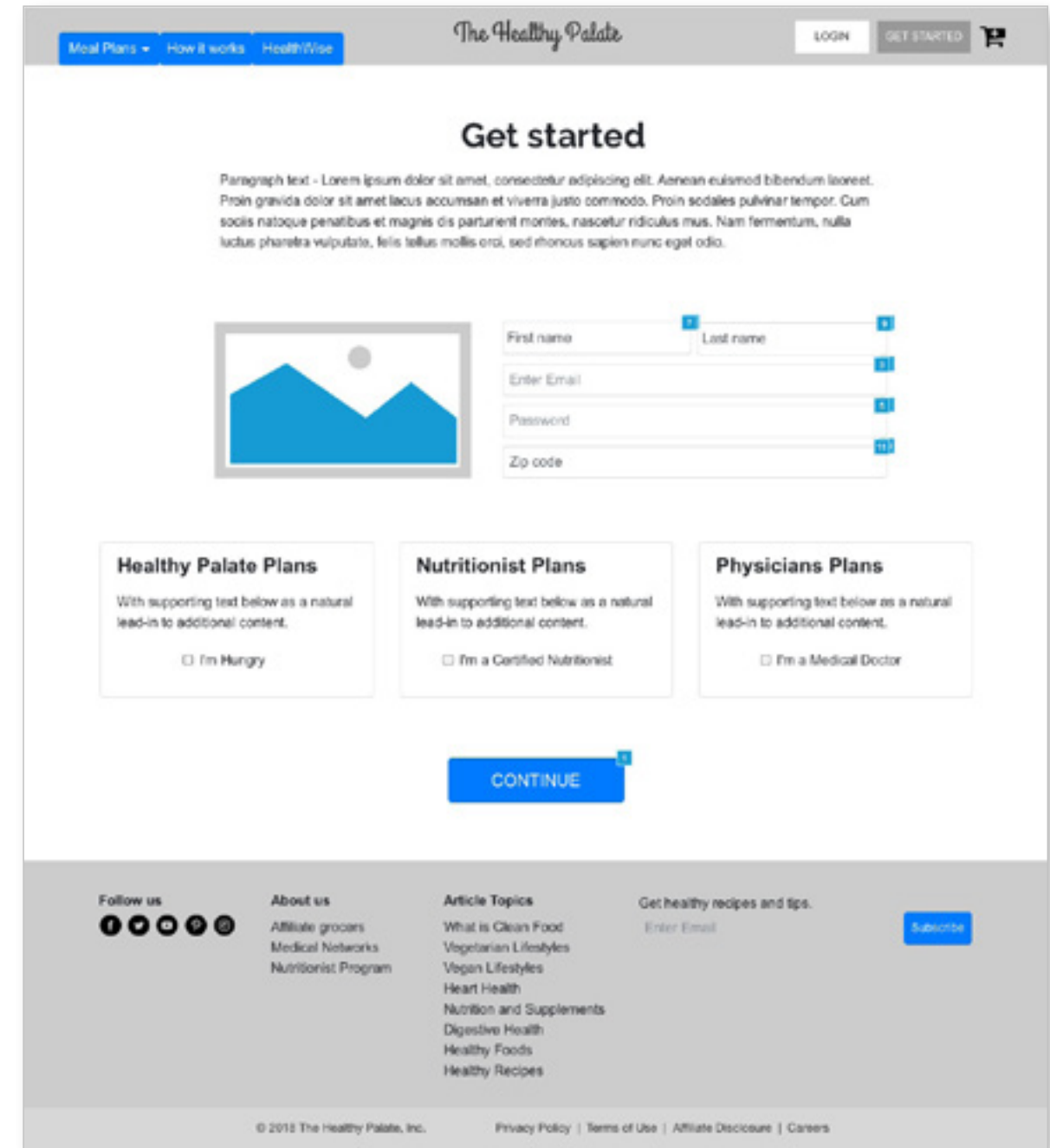


WIREFRAMES

Login

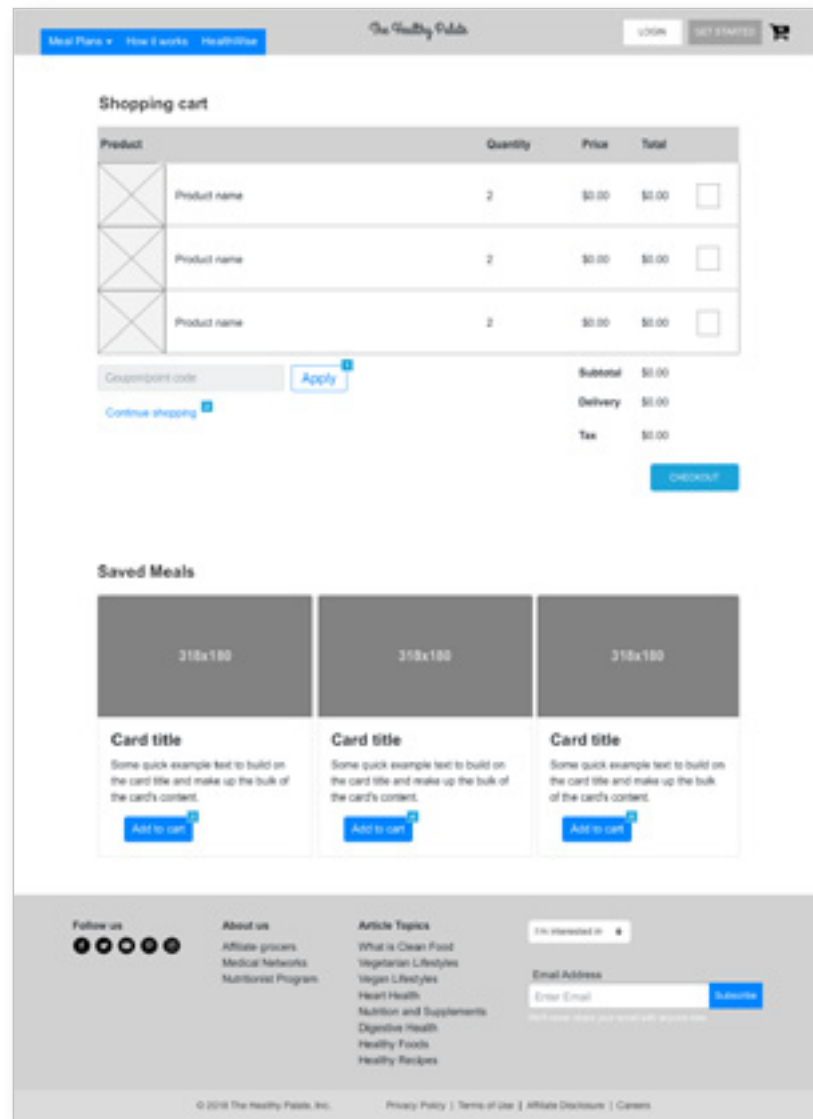


Sign up

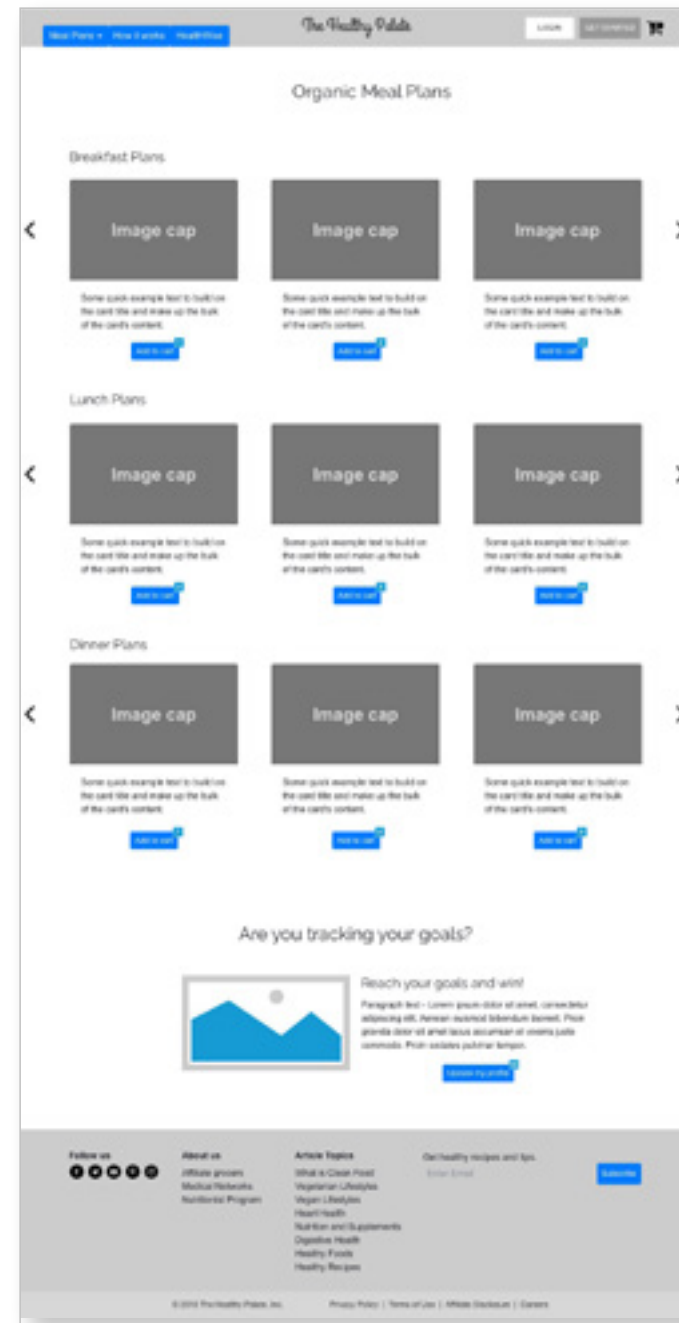


WIREFRAMES

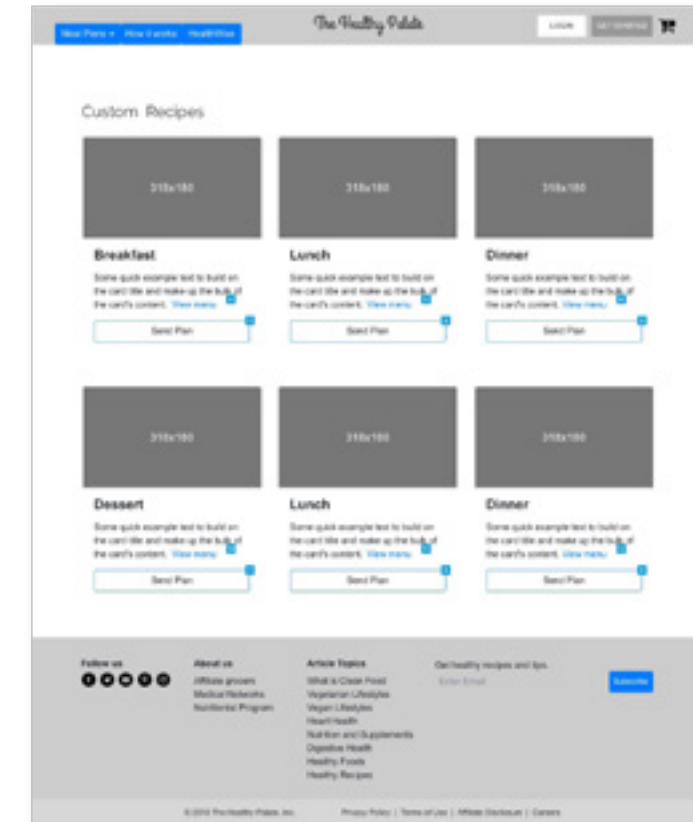
Shopping cart



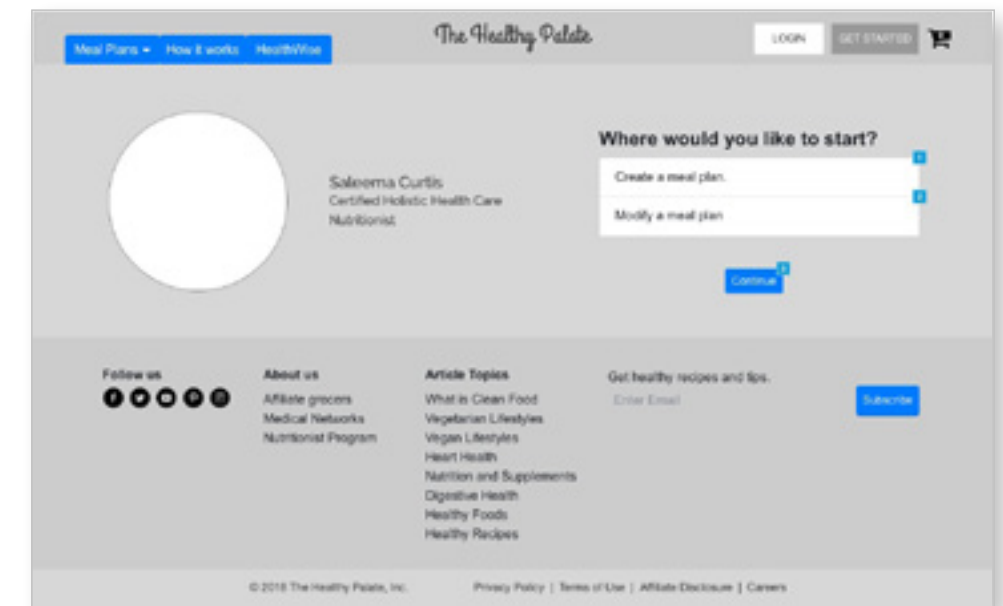
Organic meal plans



Saved custom meal plans

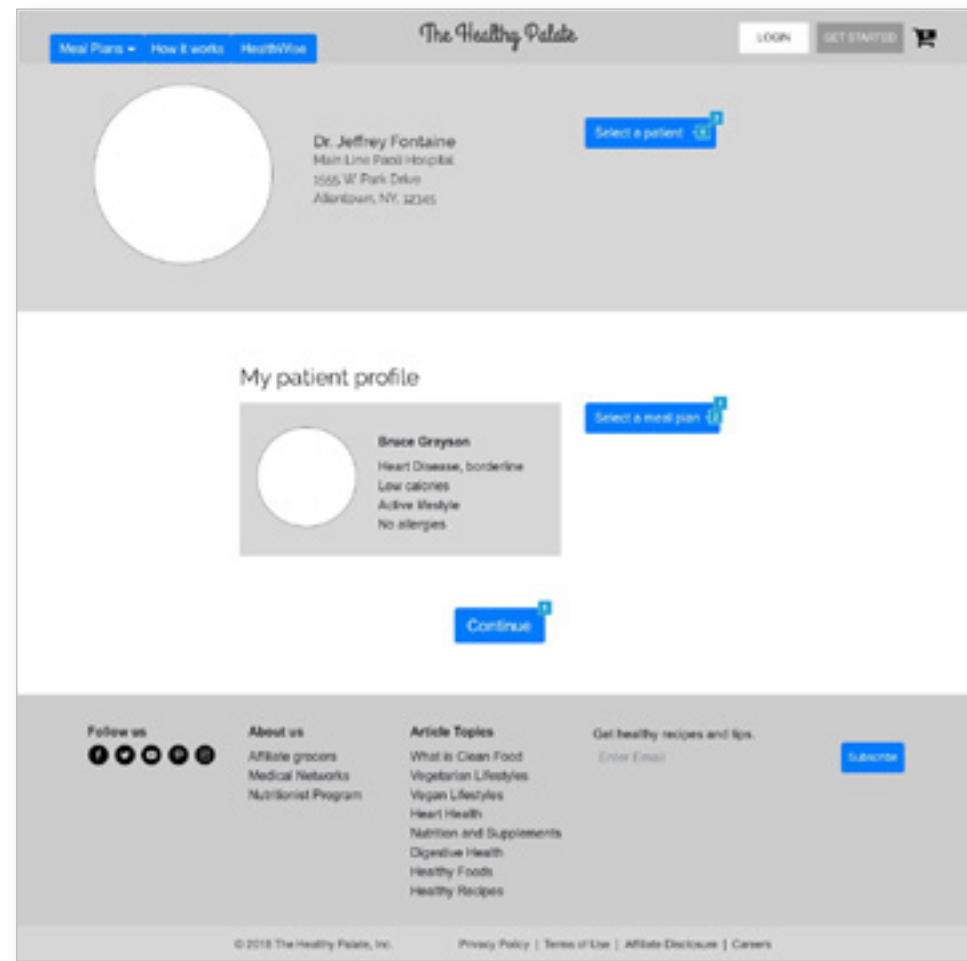


Nutritionist portal



WIREFRAMES

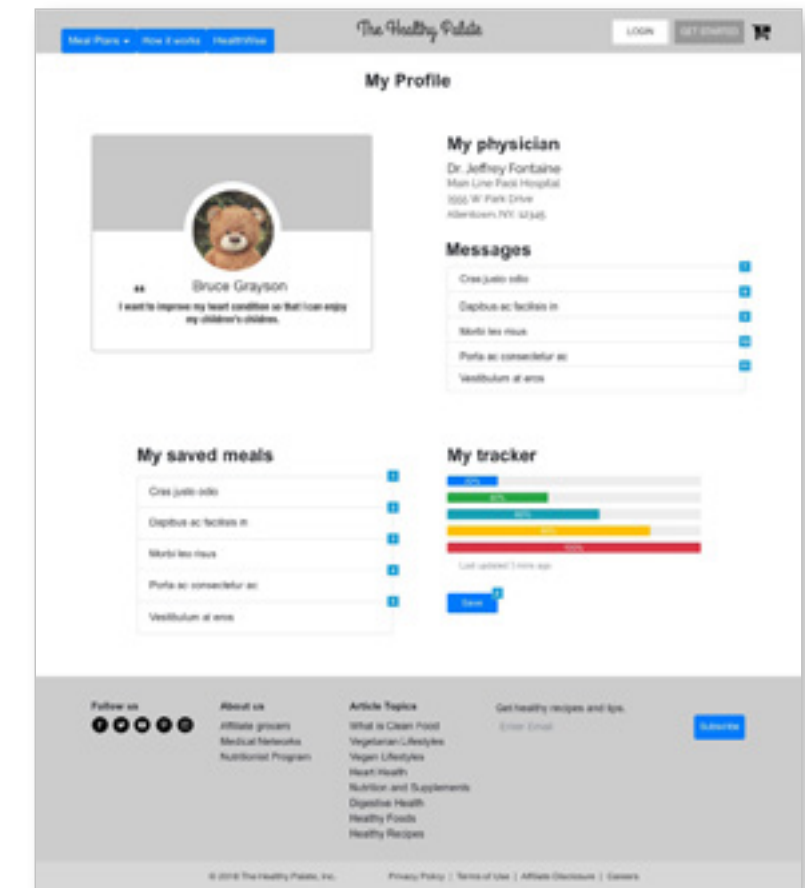
Physician's portal



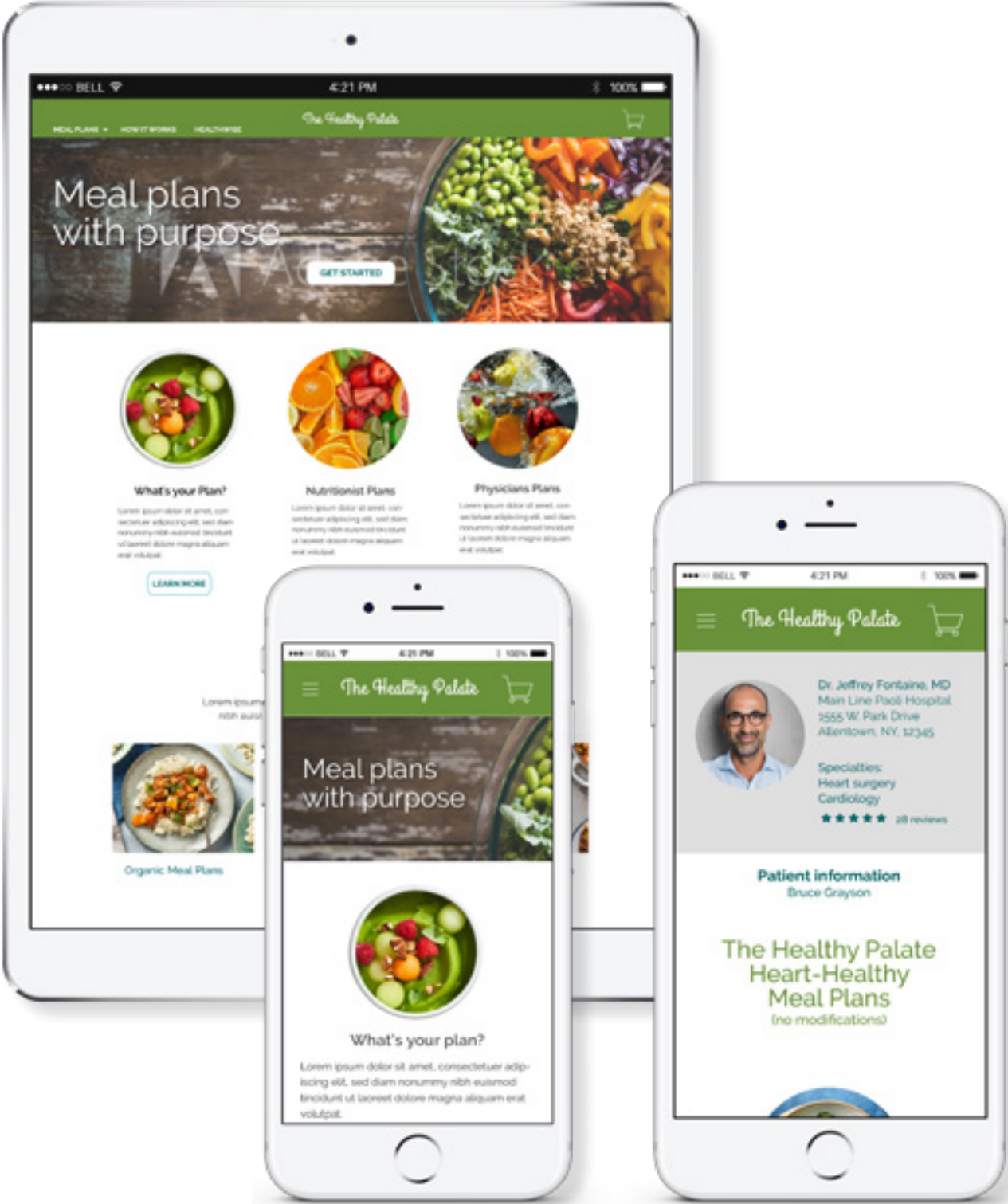
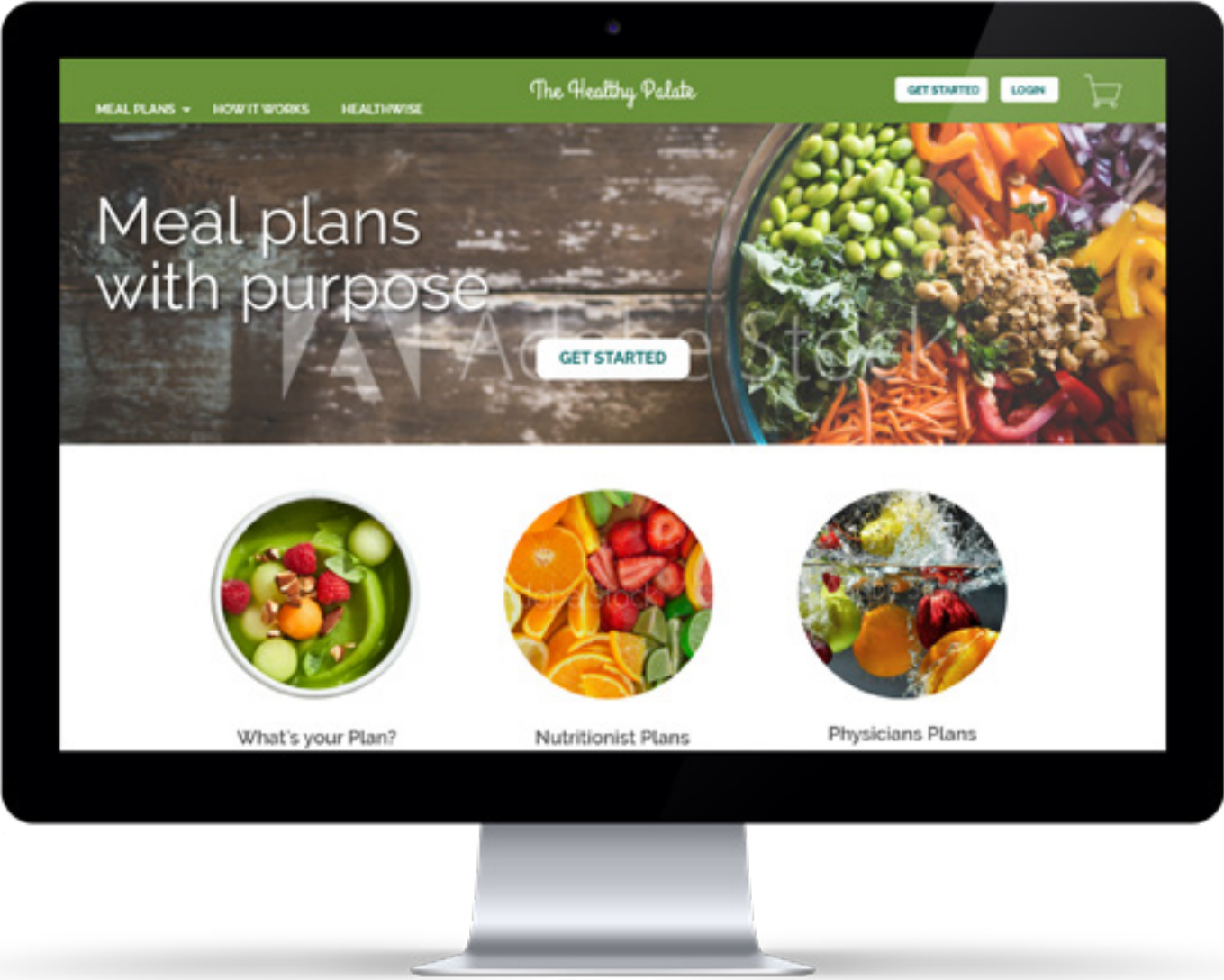
HealthWise articles



User profile



PROTOTYPE



03 | VISUAL DESIGN

Healthy Clean eating Drink water Pure Fruit
Veggies Eat to live Wellness Macronutrients
Gluten-free Calm Helping hands Food prep
Informative Green leafy veggies Produce Meat
Fish Grains Dairy Recycle Free delivery
Big flavor Tasty Recipes Sustainable
USDA-certified organic
Weekly menu Wild-caught Freshness Sunny Gar-
den fresh Detox Cleanse Superfoods ...

INSPIRATIONAL MOODBOARDS

Cool and informative

Headlines: Proxima Nova

Body copy – Raleway

The cool and informative design treatment is packed with content, bold fonts, and vibrant imagery giving the user clear guidance on nutrition information and topical health care articles listed in a right nav bar.

The Healthy Palate offers meal kit plans to support and encourage healthy eating habits for families and individuals of all ages. Users with an existing relationship with a nutritionist or physician can link an account to their providers portal for additional support or recommended meal plan kits.



The collage features several key design elements:

- Dr. Axe Header:** A teal navigation bar with the logo, a search bar, and menu items: HEALTH, A-Z CONDITIONS, REMEDIES, RECIPES, FOOD, FITNESS, and SHOP.
- DETOX Graphic:** A square image with the word 'DETOX' in white letters on a dark background, surrounded by fresh fruits and vegetables.
- NUTRIENTS & SUPPLEMENTS Banner:** A large banner with a green background and white text.
- HOT TOPICS Grid:** A grid of article thumbnails with titles like '4 Steps to Achieve pH Balance', 'Chigger Bites (+ 5 Natural Home Remedies for Chigger)', 'The Best Sunscreens of 2018 (and Toxic Ones to Avoid)', '10 Food Labels You Can't Trust', 'Top 6 Vitamins for Hair Growth (#2 is Essential)', 'Lower Grilling Carcinogens by 99 Percent', and '21 Health Foods You Should Never Eat'.
- Conditions Topics List:** A vertical list of health conditions with an alphabetical index (A-Z) at the top. Visible conditions include ADHD, Acetaminophen Overdose, Acid Reflux, Acne, Actinic Keratosis, Adenomyosis, Adrenal Fatigue, Adrenal Insufficiency, and Alopecia Areata.
- Recipe Card:** A card for a vanilla ice cream recipe featuring a bowl of ice cream with a vanilla bean. It includes fields for 'TOTAL TIME' (45-60 minutes), 'SERVES' (2), 'MEAL TYPE' (Desserts, Gluten-Free), and 'DIET TYPE' (Gluten-Free, Paleo, Vegetarian).
- Food Images:** Two smaller images at the bottom right showing fresh green apples and a bowl of broccoli.

INSPIRATIONAL MOODBOARDS

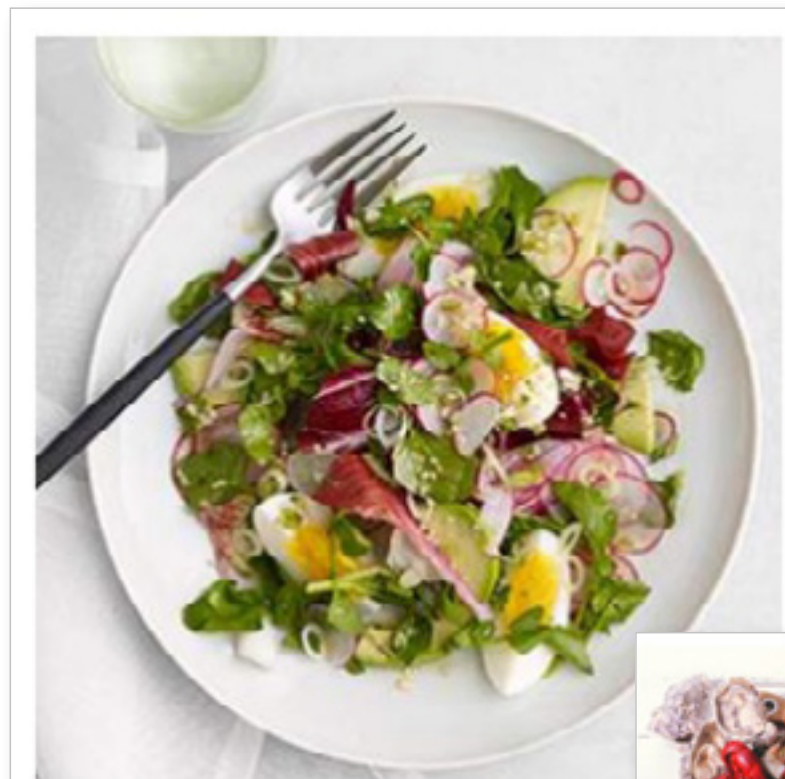
Sleek and modern

Headlines: **Raleway**

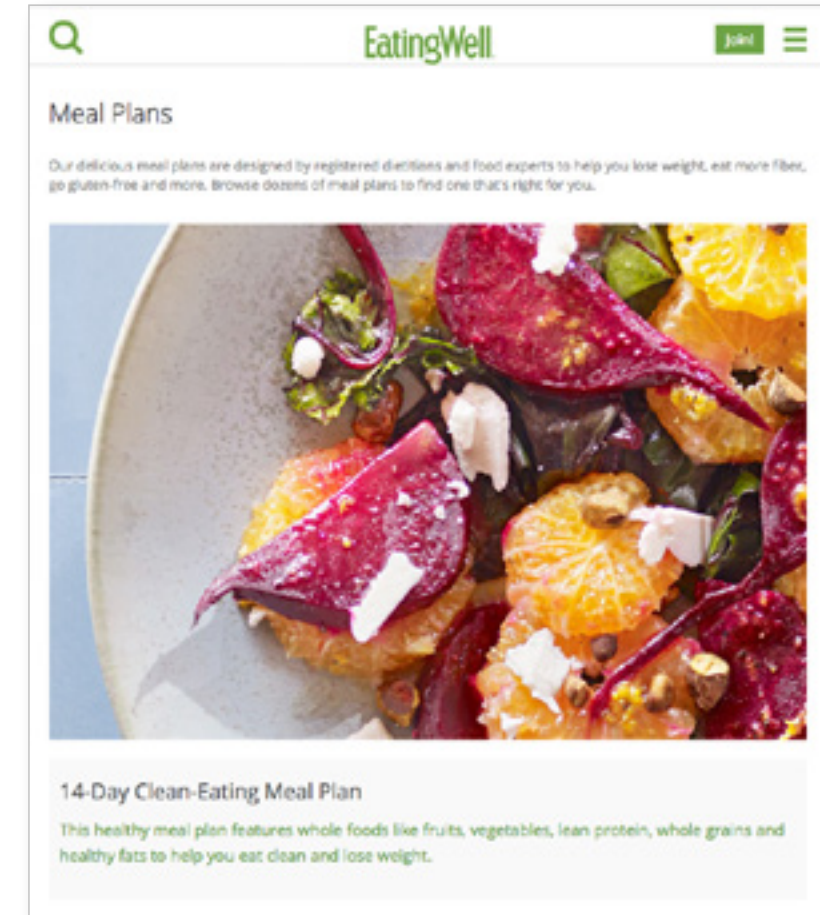
Body copy - **Open Sans**

The slick and modern interface implements large images of succulent meals that arouse the appetite and entice the taste buds. Combined with these rich photographs are brightly colored links leading the user to informative articles, social media links, meal kits, and calls to action.

The Healthy Palate offers meal kit plans to support and encourage healthy eating habits for families and individuals of all ages. Users with an existing relationship with a nutritionist or physician can link an account to their providers portal for additional support or recommended meal plan kits.



*Pictured Recipe: Watercress Salad with S
Garlic Dressing*



INSPIRATIONAL MOODBOARDS

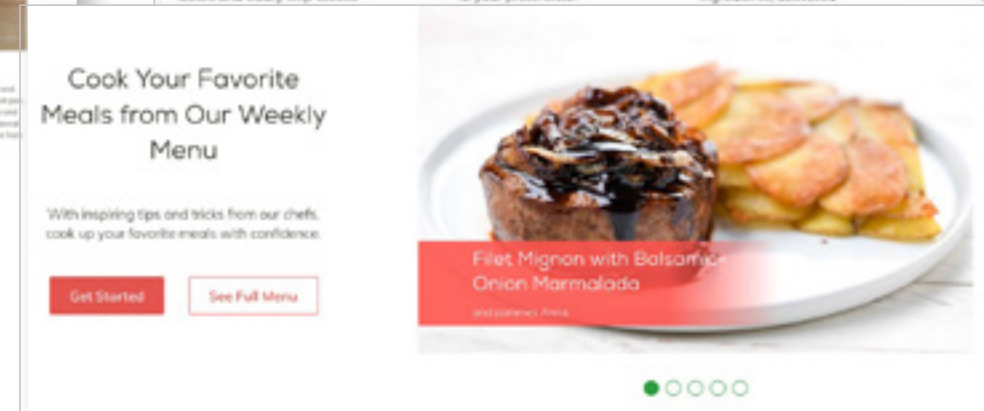
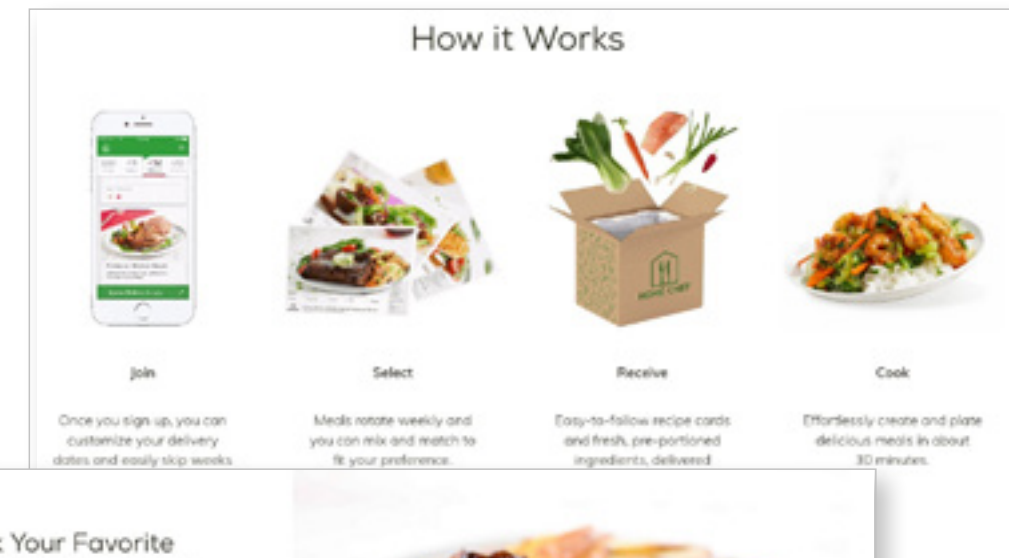
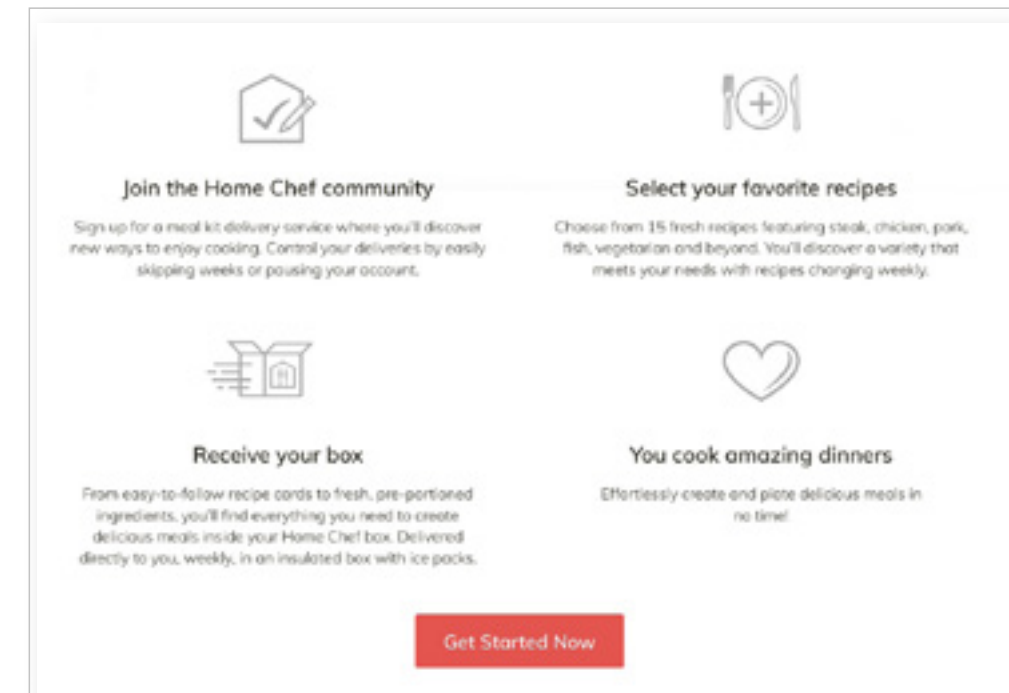
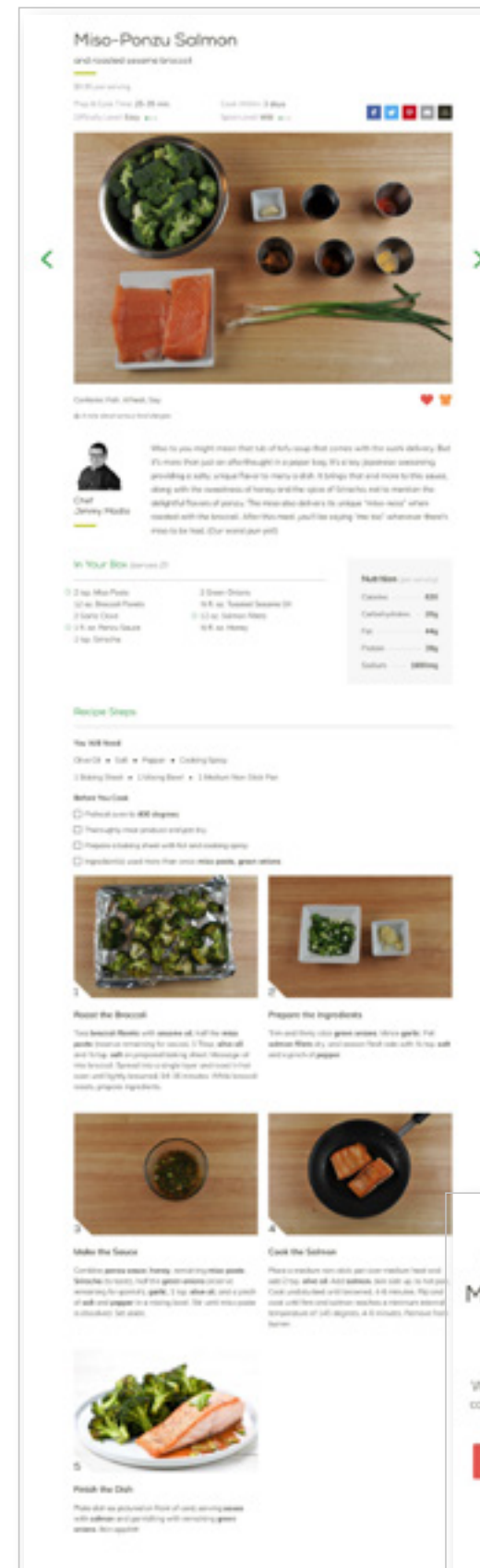
Clean, light and airy

Headlines – Cairo

Body copy – Raleway

The clean, light and airy look and feel utilizes a toned down color palette and allows the imagery to dominate. Brightly colored links and neutral colored iconography pushes content to the forefront lightly but with a strong minimalist modern feel.

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CREATIVE STRATEGY 1

USER FLOW

Home → Meal plans

KEYWORDS

Cool
Informative
Garden-fresh
Sustainable
Wellness

STRATEGY

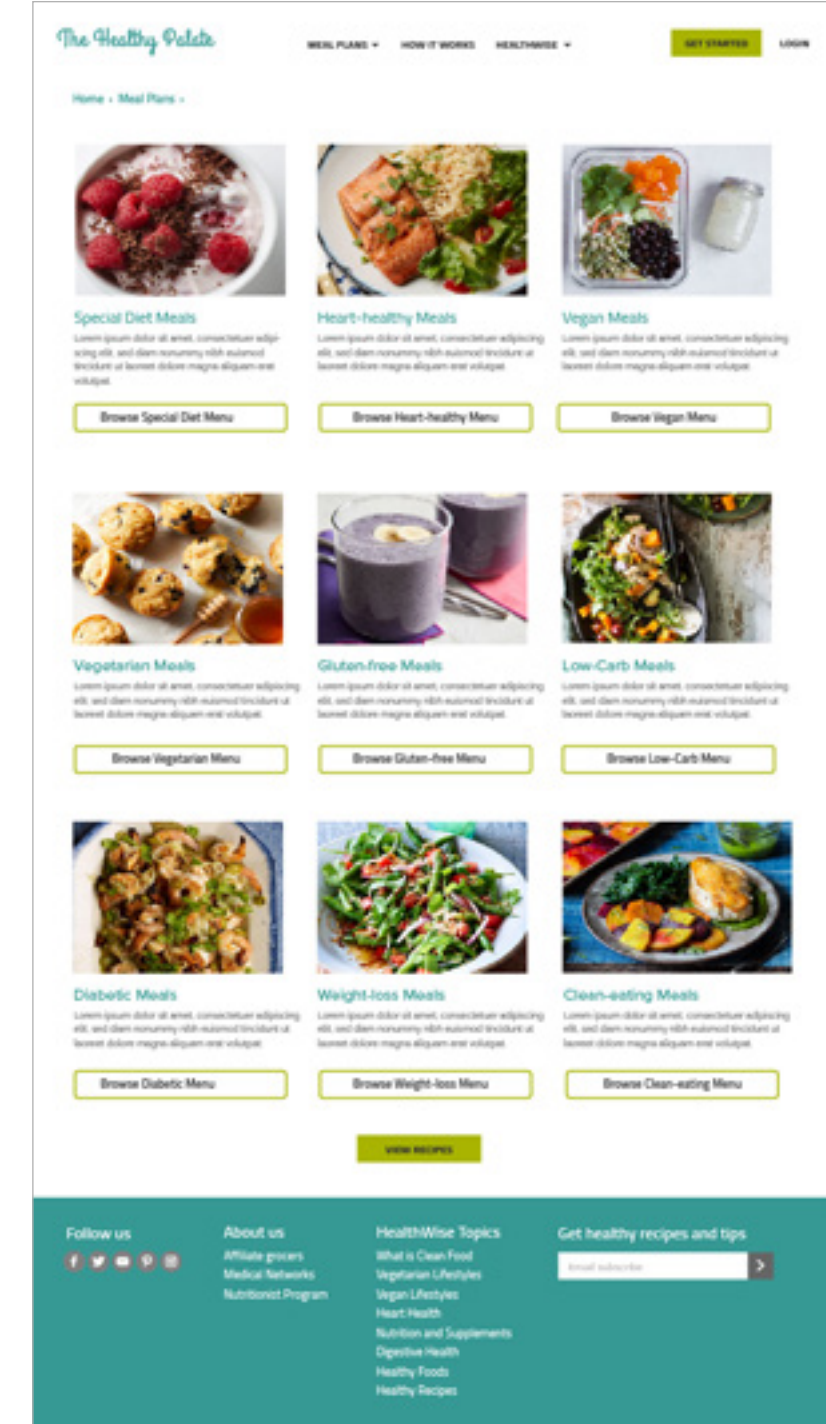
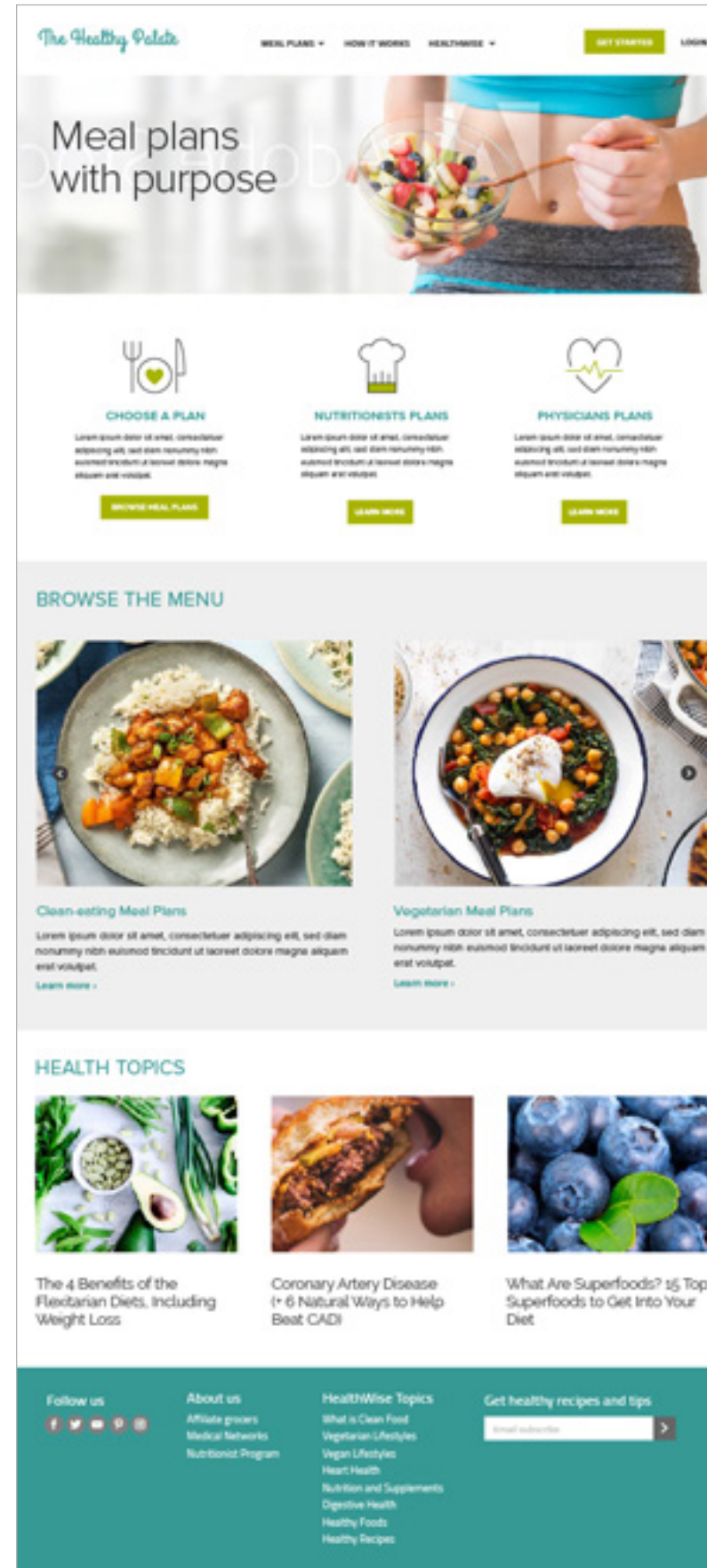
The cool and informative design treatment is packed with content, bold fonts, and vibrant color. Lime green and a cool aqua bring spring freshness and purity to the experience without overwhelming with color.

#3B9994

#A8B400

#4D4D4D

- Logo font: Grand Hotel
- Page font – Proxima Nova



CREATIVE STRATEGY 2

USER FLOW

Home > How it works

KEYWORDS

Fresh, sunny, energetic

Happy

Macronutrients

Meat, Fish, Grains

Wild-caught

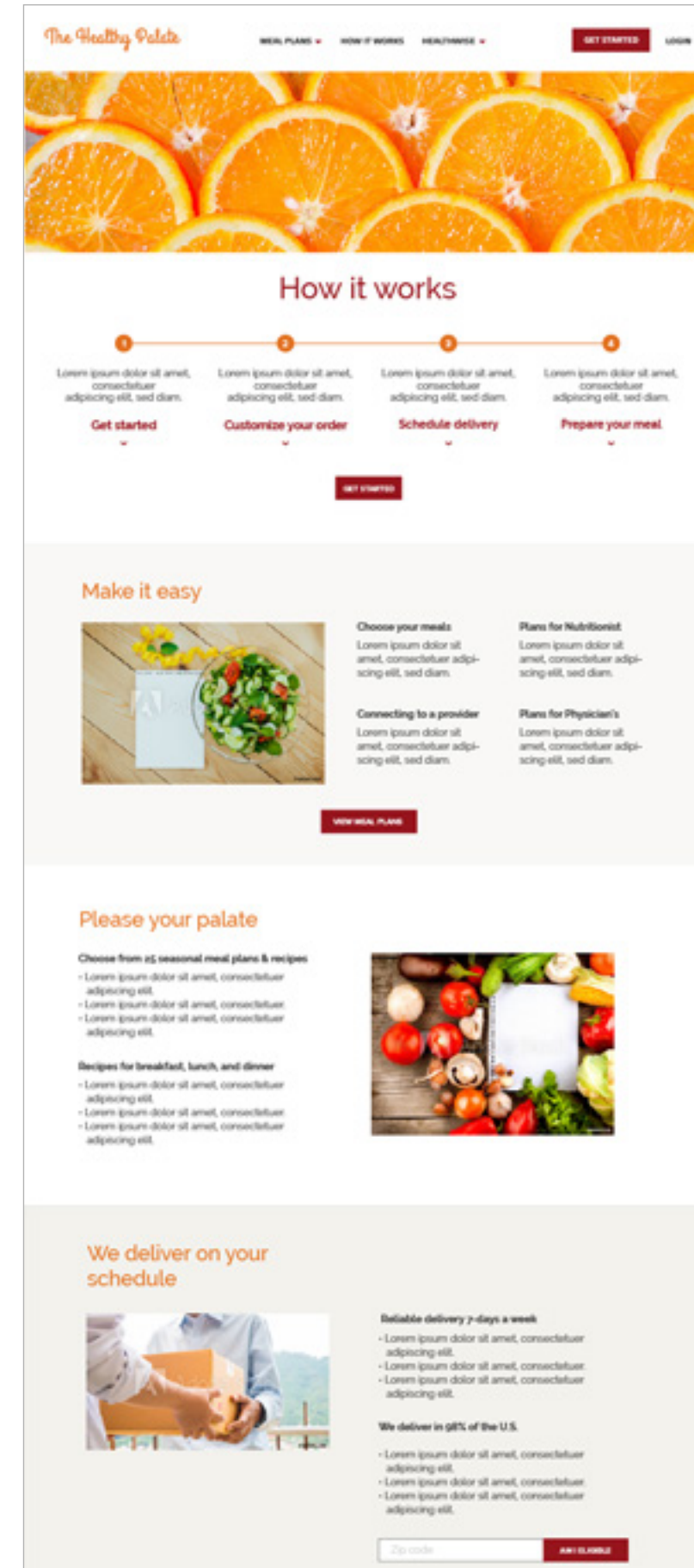
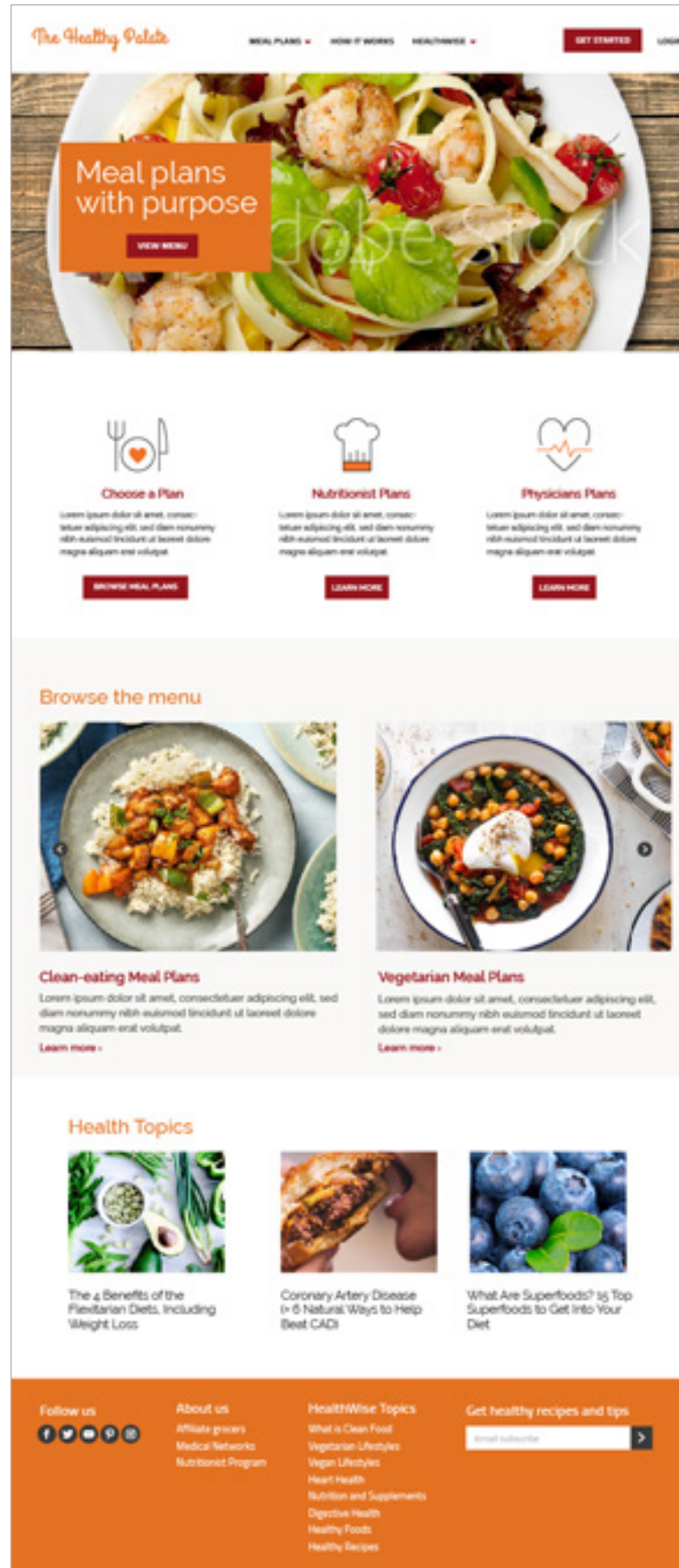
STRATEGY

The slick and modern interface makes use of two colors that arouse the appetite. It is said that orange stimulates the brain and stirs up a sensation of hunger, while red increases the heart rate and causes hunger to be more prevalent.¹

¹Palermo's Cafe & Bakery



- Logo font: Grand Hotel
- Page font: Raleway



CREATIVE STRATEGY 3

USER FLOW

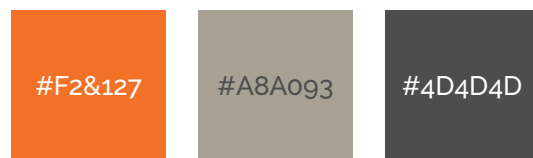
Get started (from the top nav) > Meal plans > Get started (Step 1) > Customize your order (Step 2) > Select your meals (Step 3) > Confirm (Step 3) > Checkout (Step 4)

KEYWORDS

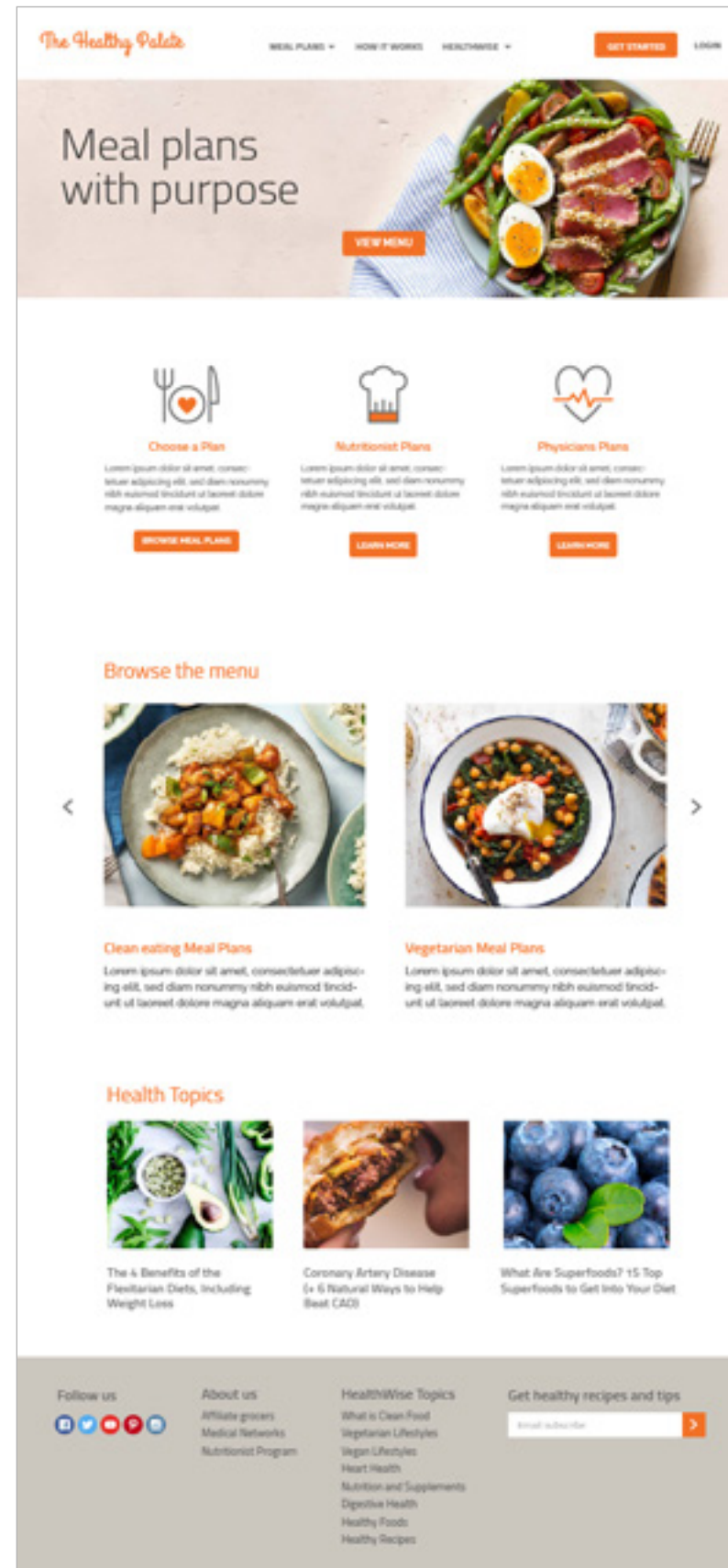
Stimulating, tasteful
Big flavor
Clean-eating, pure
Freshness, sunny
Eat to live

STRATEGY

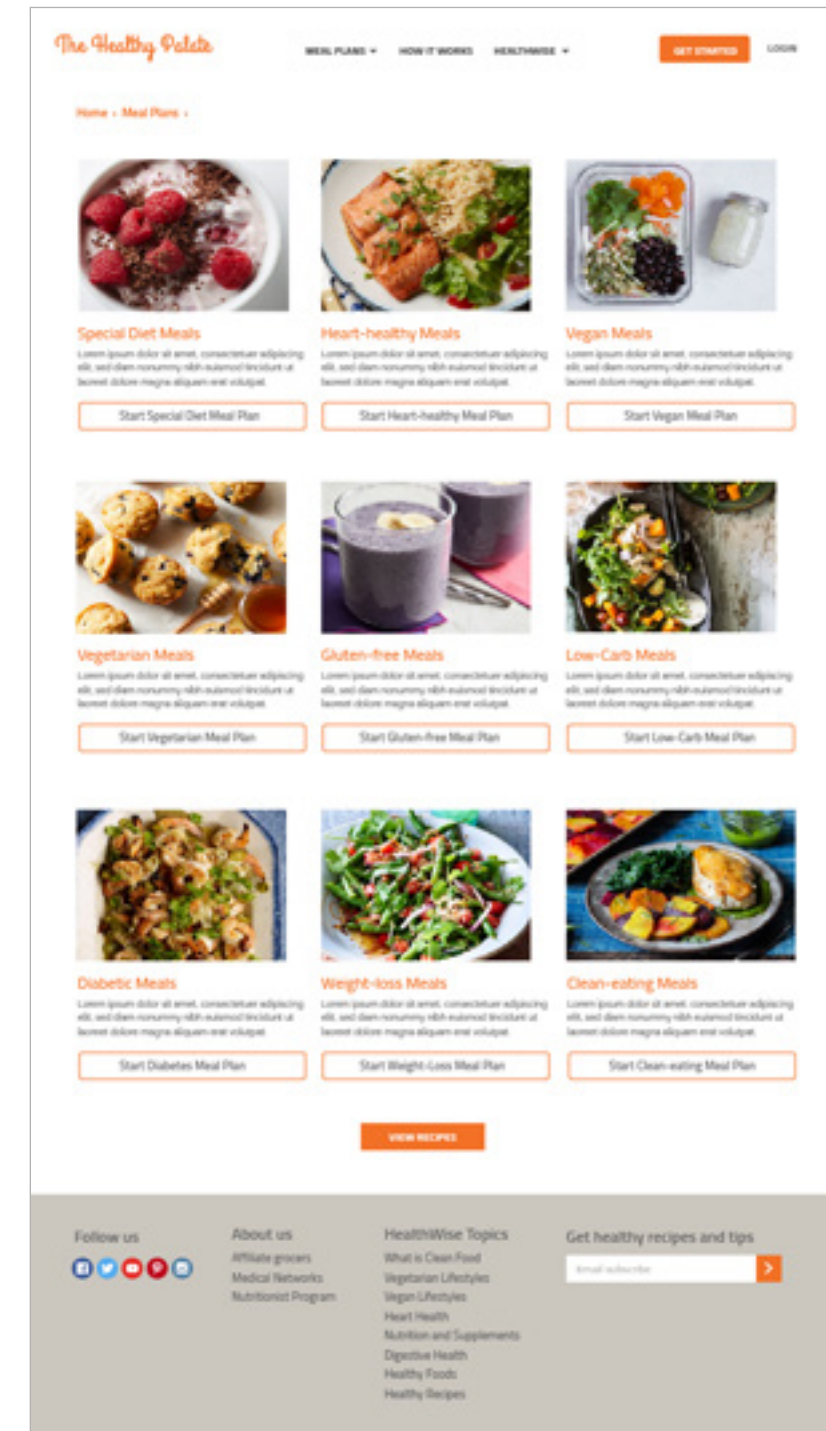
Clean, light, and airy integrates a slight different brain stimulating orange tone combined with neutrals. I believe this treatment places allows the photographs to be more prominent while guiding the user through the user flow with a happy, bright, appetite stimulating color.



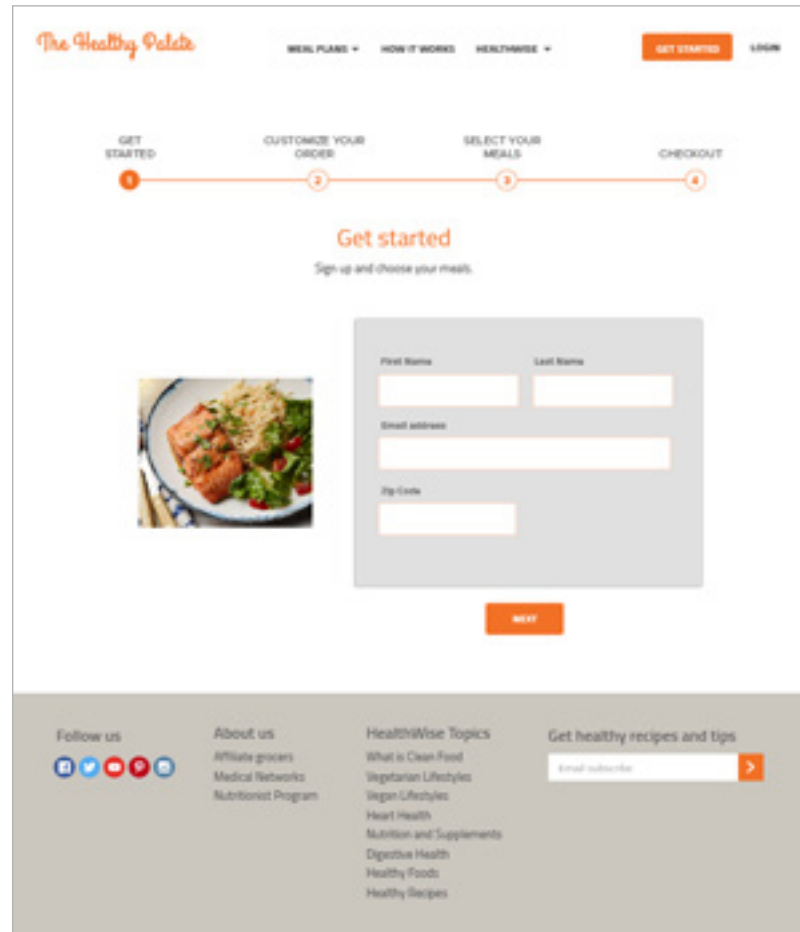
- Logo font: Grand Hotel
- Page font – Proxima Nova



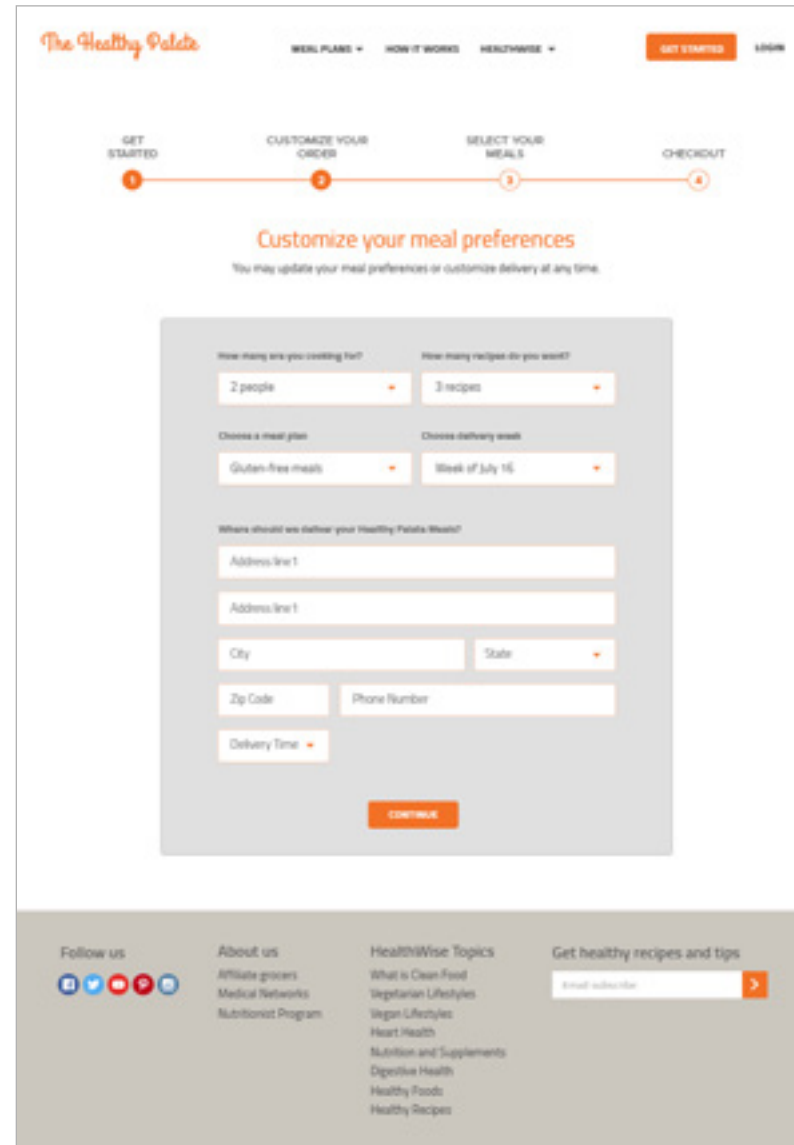
Home: Get started from the top nav



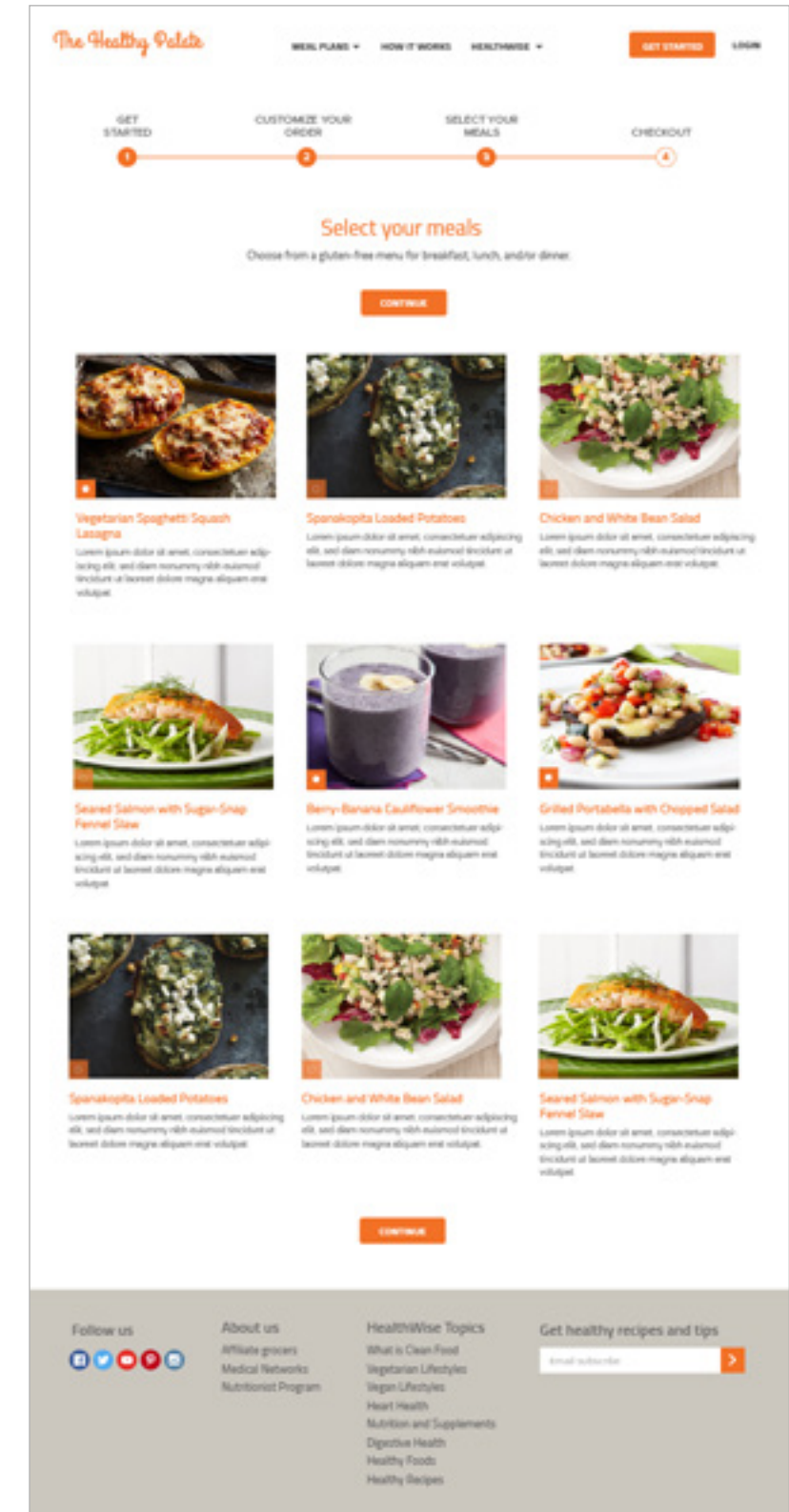
Meal plans



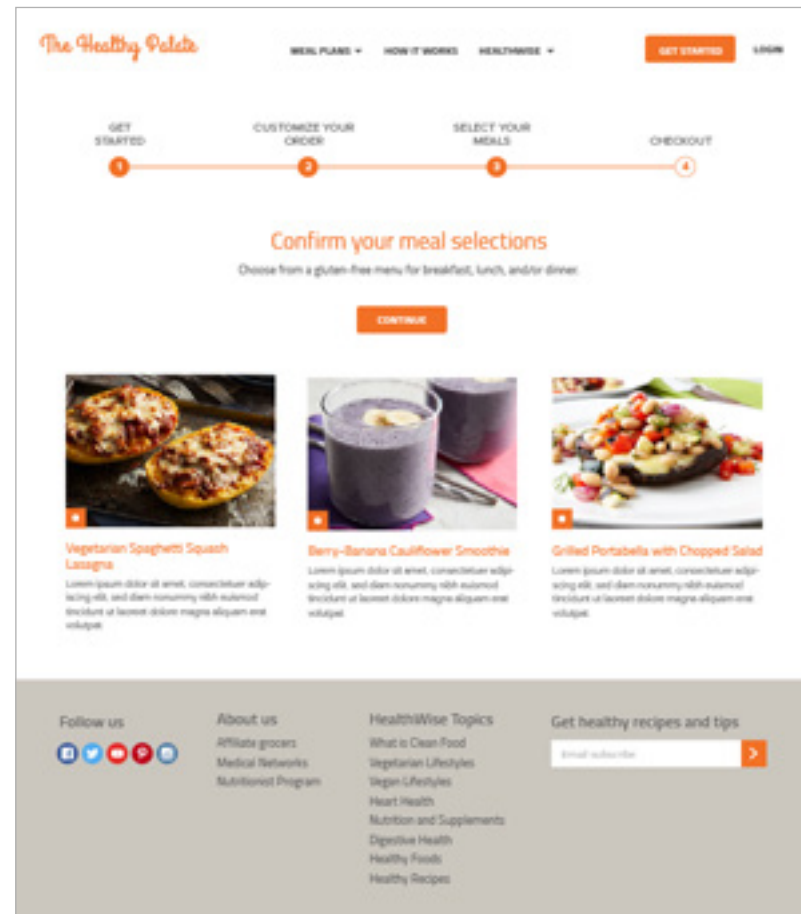
Get started (Step 1)



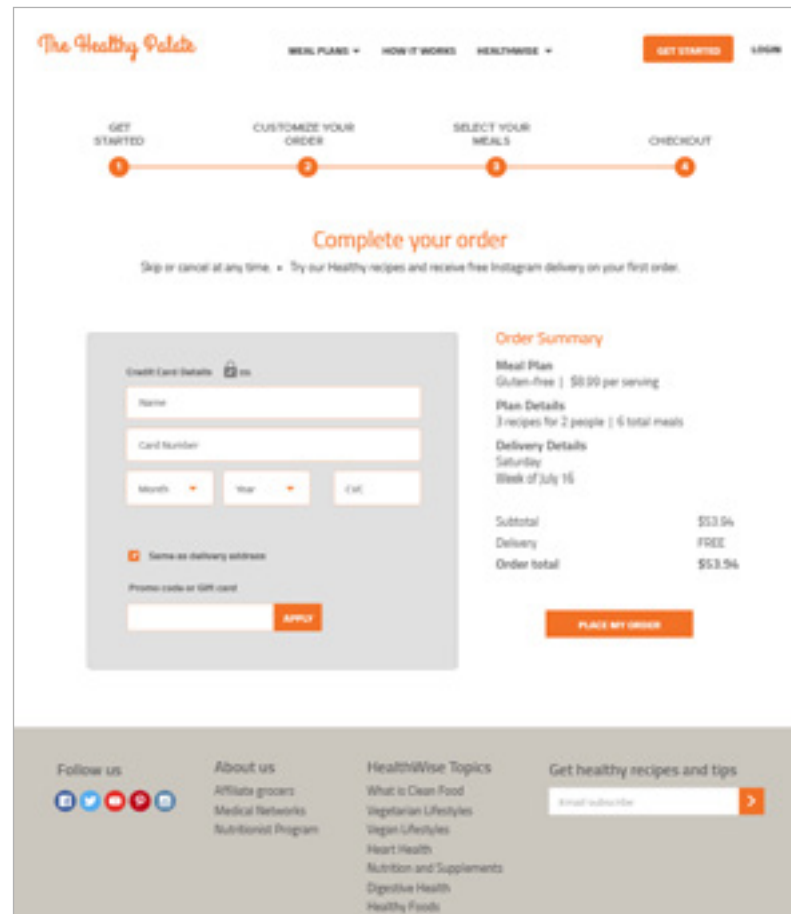
Customize your order (Step 2)



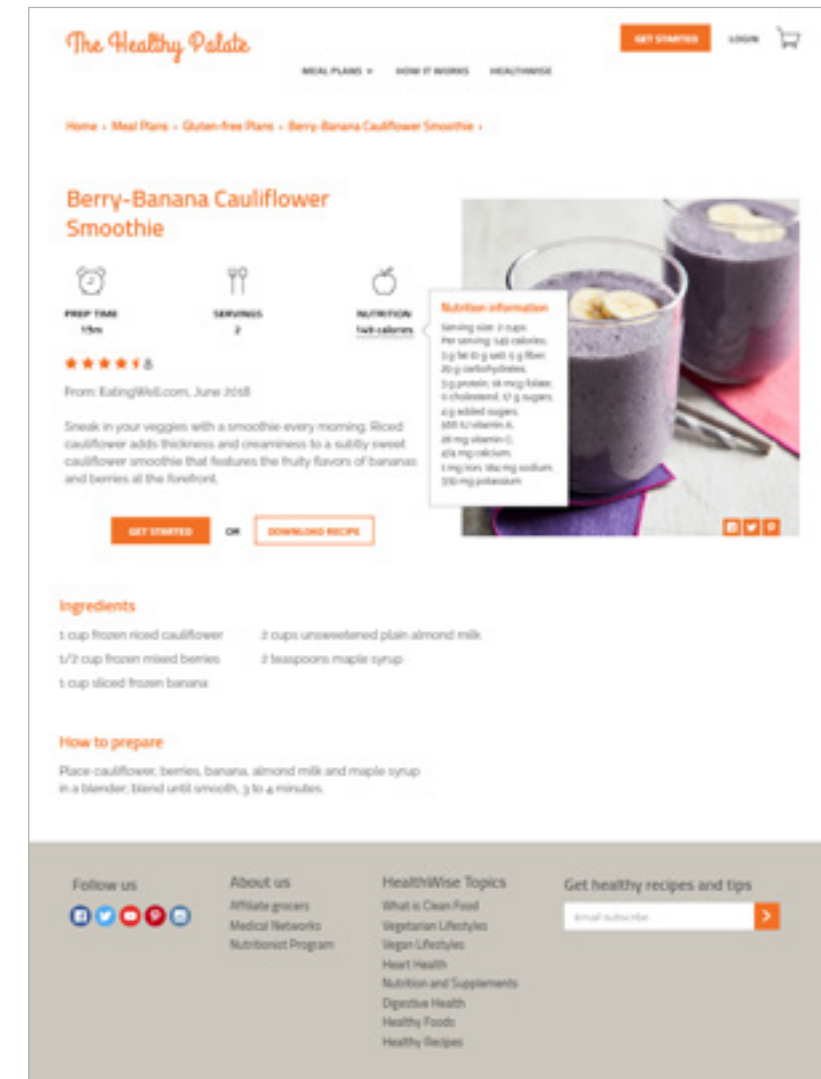
Select your meals (Step 3)



Confirm (Step 3)



Checkout (Step 4)



Recipe



04 | RESPONSIVE SITE DEVELOPMENT (ROUGH)

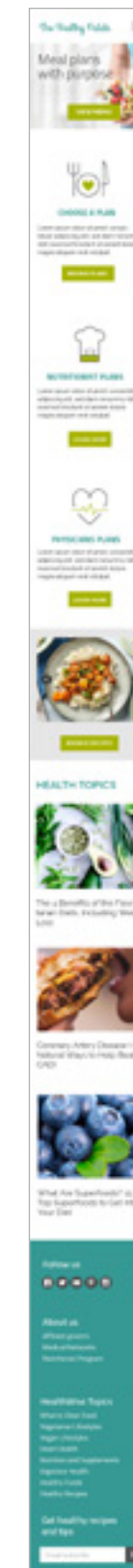
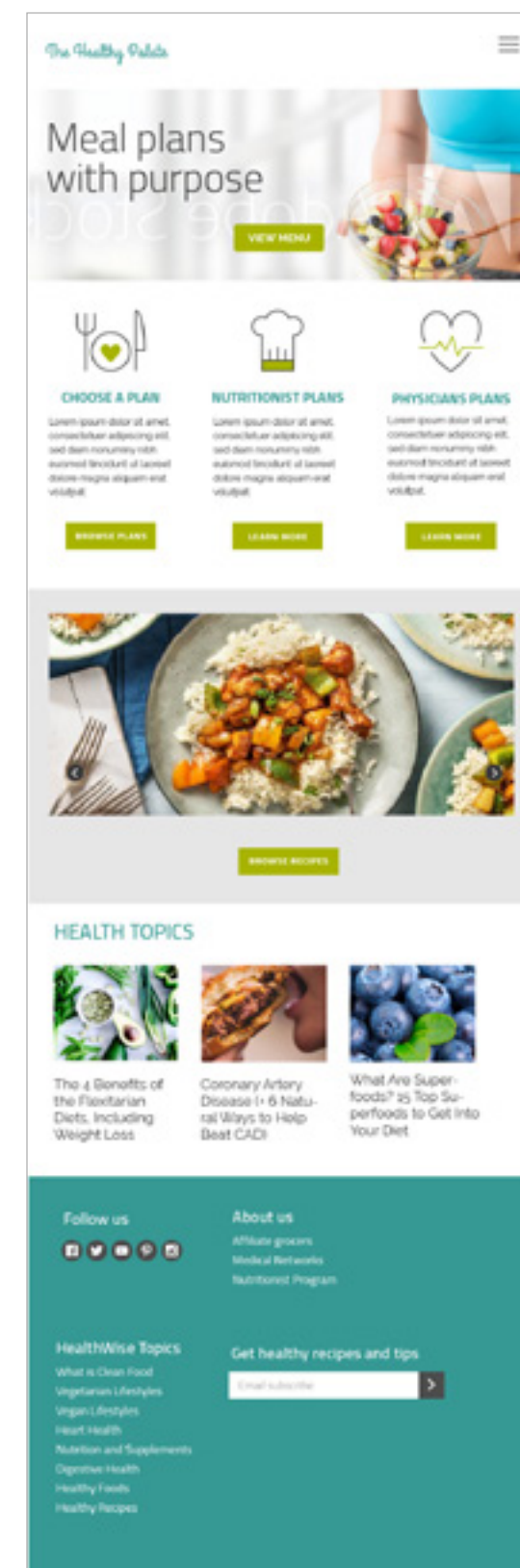
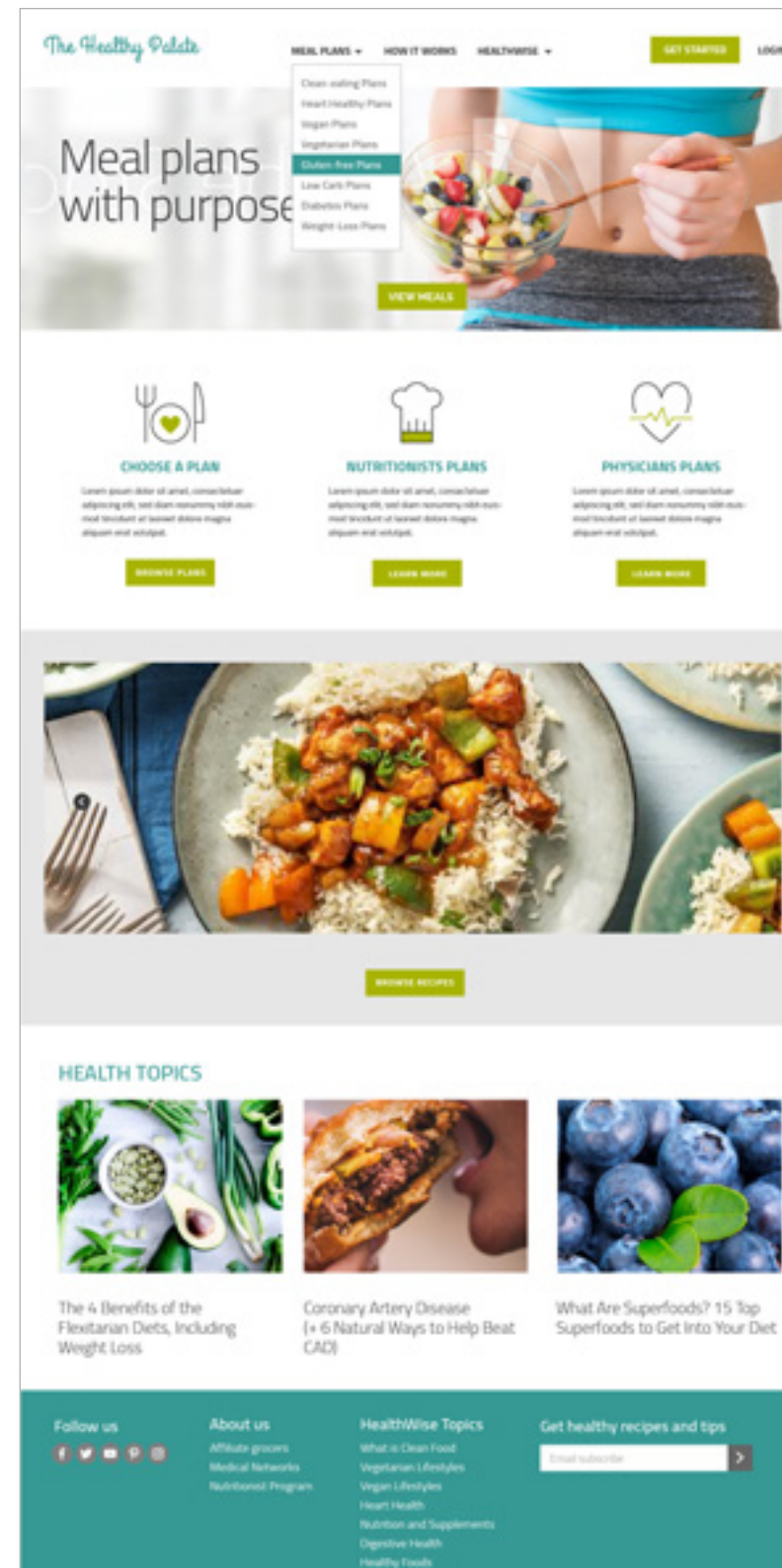
THE HEALTHY PALATE

The landing page >

When the user lands on the home page, they can view meal plans, see how the Healthy Palate works, view recipes and articles, get started, and login from the nav menu. Users can sign up to use the plan with or without a nutritionist or physician.

OUTSTANDING ISSUES

- Need to make the title header responsive.
- Keep the Login link visible in the top nav when the hamburger menu is toggled.
- If time permits, create links to Nutritionists and Physicians plans..
- Modify the carousel. Currently too large.
- Footer needs work on tablet.



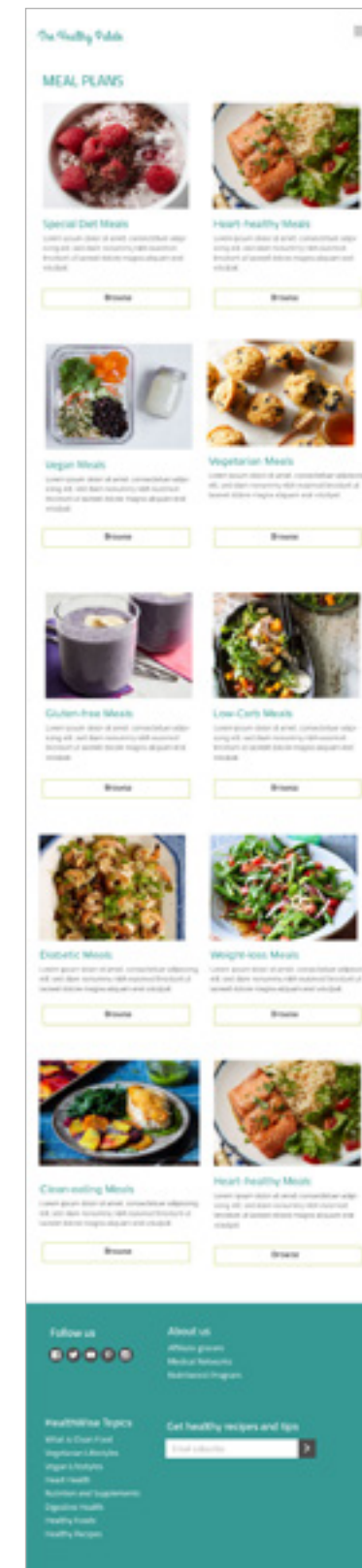
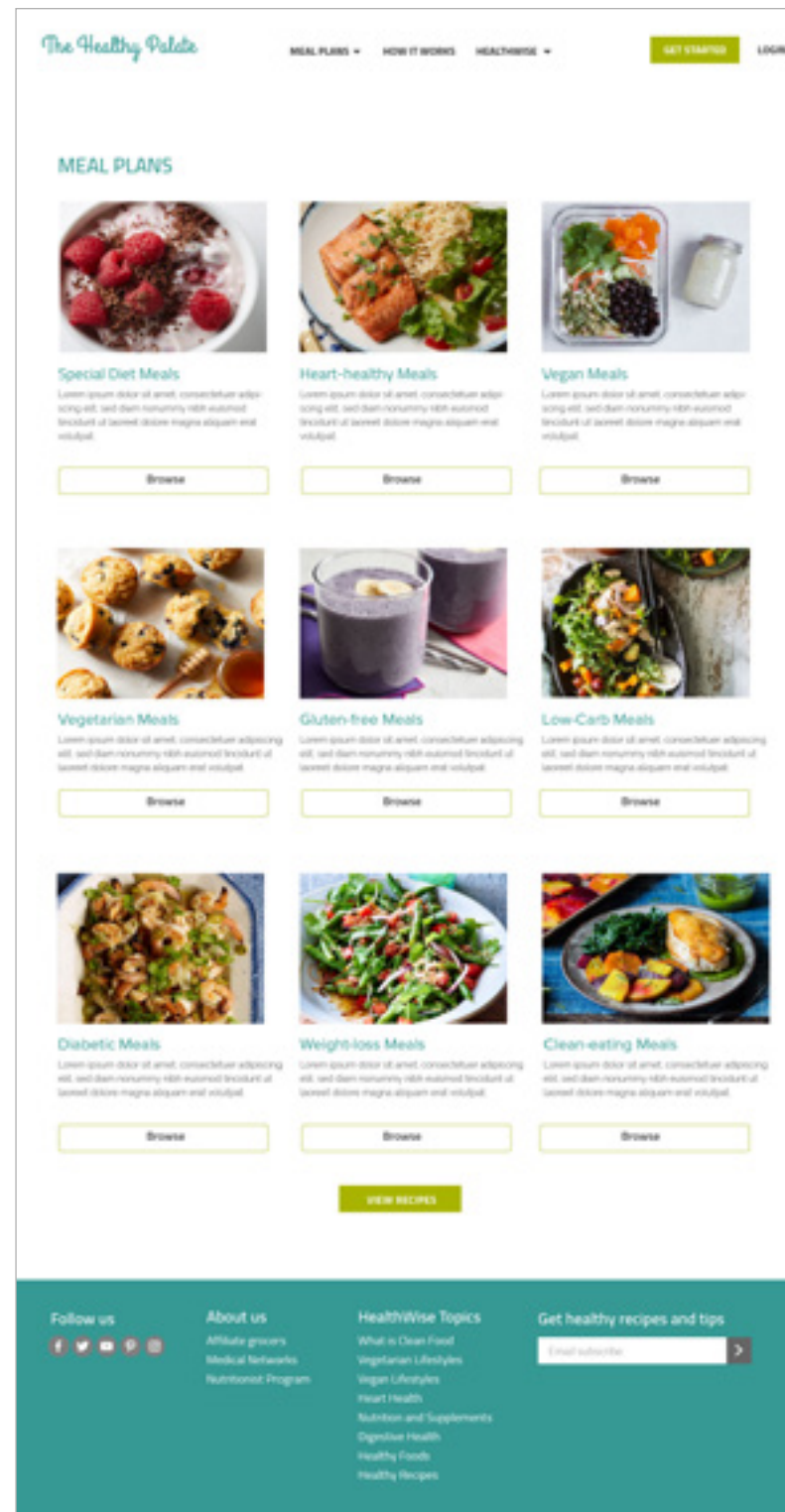
THE HEALTHY PALATE

Meal Plans >

When a user chooses to View Meal Plans they will land on this page. Choosing the Browse (now 'Start here') button displays all meals within the selected category.

OUTSTANDING ISSUES

- Add an H1 to this page for SEO purposes.
- Make twelve distinct meal plans to display 2-cols on tablet.
- Adjust columns for tablet and mobile.



THE HEALTHY PALATE

Getting started > (Step 1 & 2)

When a user chooses Get started from the top navbar, they will land on this page.

OUTSTANDING ISSUES

- Add the correct graphic counter on each page.
- Add options to setup nutritionist or physician plan.
- Move headers above the step counter.
- Fix rule on the step counter.
- Adjust columns for mobile and tablet.

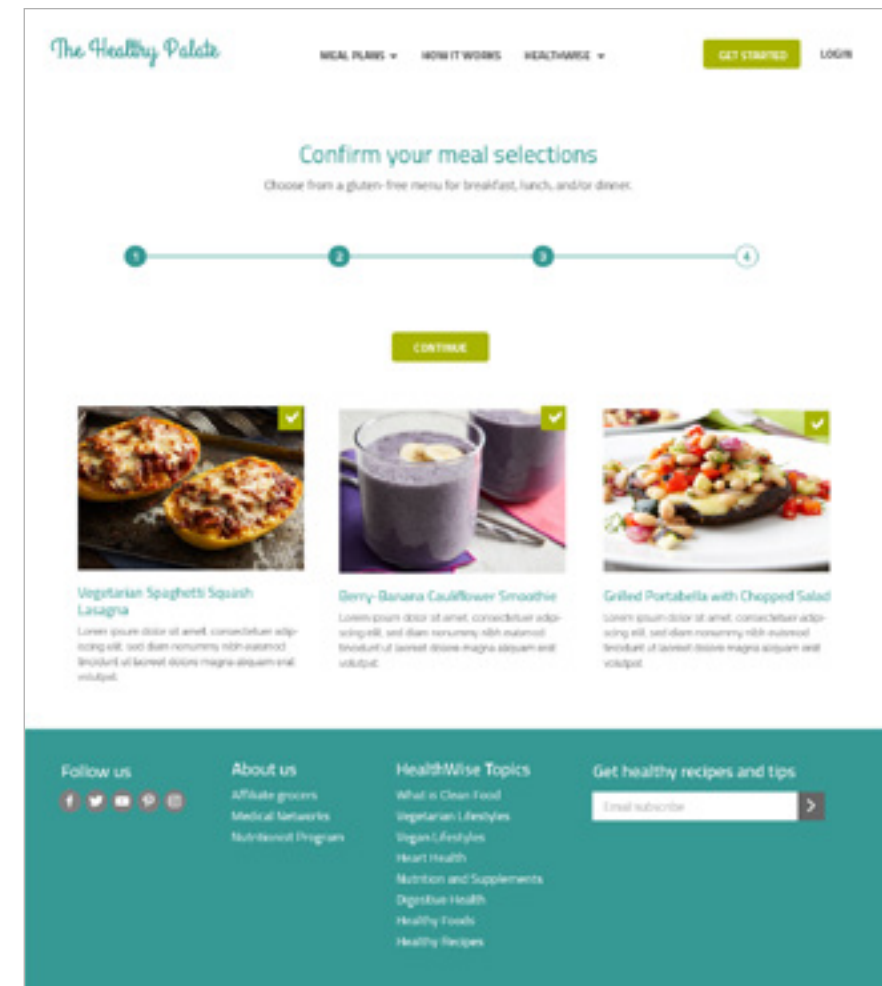
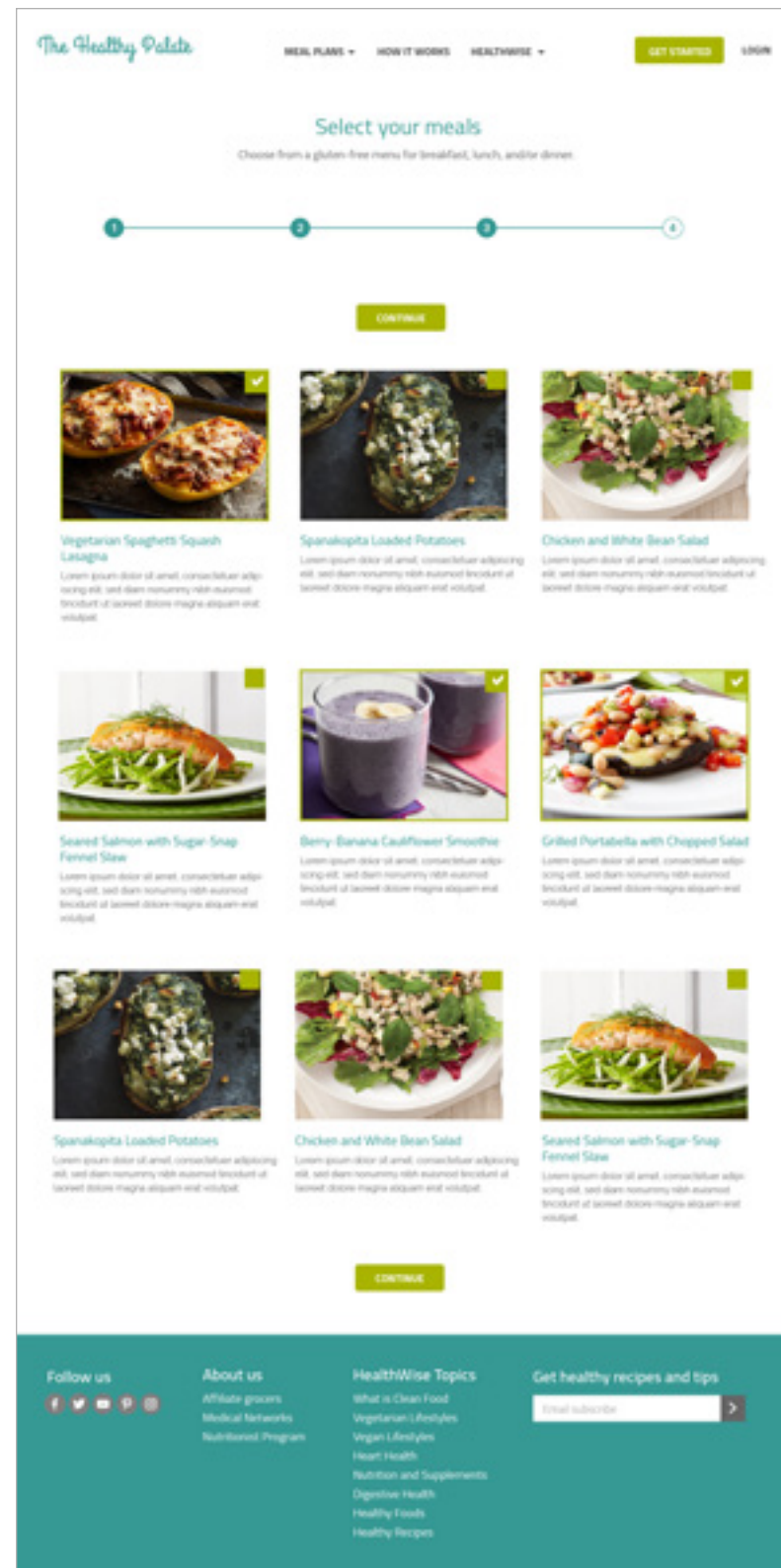
THE HEALTHY PALATE

Getting started > Step 3

User chooses to continue the 'Get Started' session from Step 2.

OUTSTANDING ISSUES

- Add the correct graphic counter on each page.
- Long page. Continue needed at top and bottom.
- Unable to deslect the checkbox on Step 3. All javascript is available but not sure how to fix this without further research.
- Not sure how the selected items transfer to the next page. Hopefully a tutor can help.
- Also need to move the header above the counter on these pages.



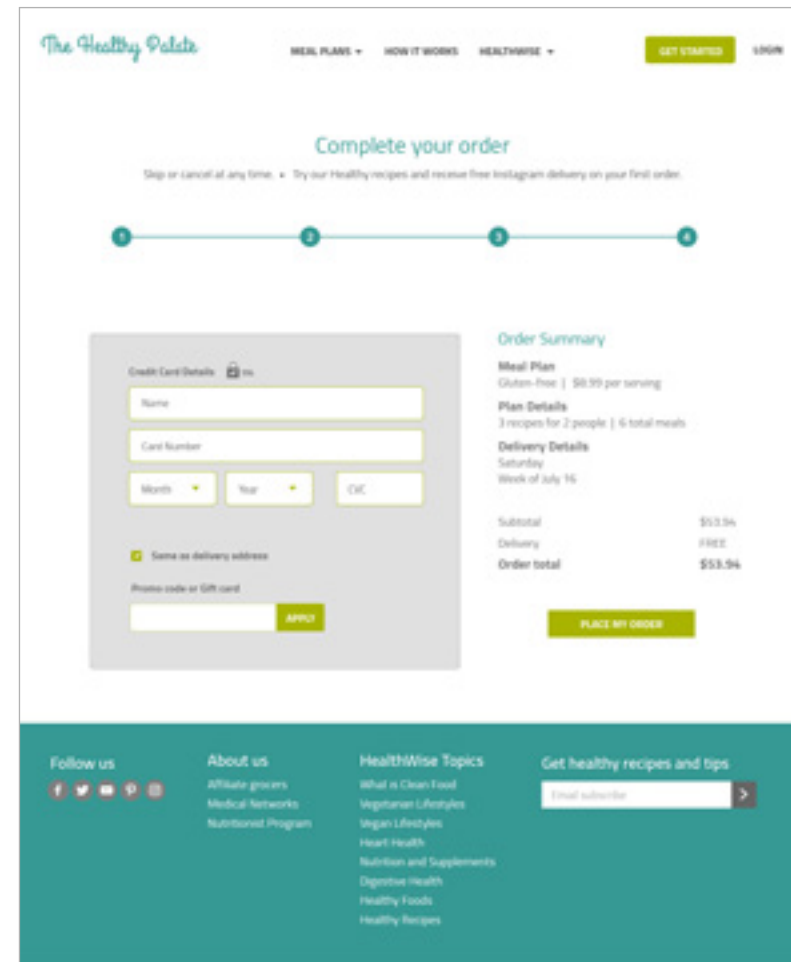
THE HEALTHY PALATE

Getting started > Step 4

User chooses to continue the 'Get Started' session from Step 3.

OUTSTANDING ISSUES

- Add the correct graphic counter on each page.
- Modify the form and add the order summary.
- Also need to move the header above the counter on these pages.



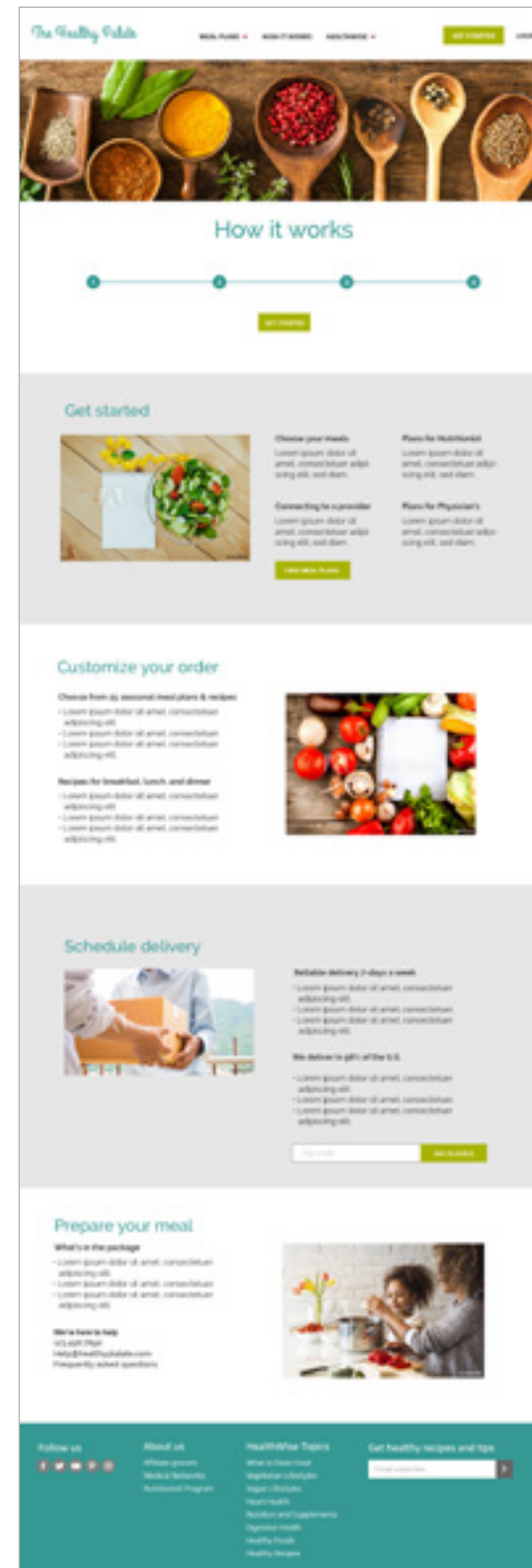
THE HEALTHY PALATE

How it works >

User chooses 'How it works' from the top navbar.

OUTSTANDING ISSUES

- Need to resolve layout –looks good on desktop, not on mobile.
- Update images.
- Modify header labels. Should describe steps.
- Fix zip code input field. (too wide)
- Add alternating, subtle gray backgrounds.



05 | RESPONSIVE SITE DEVELOPMENT (FINAL)

The Healthy Palate online >

FINAL CHANGES

HOME

- Home: Resolved the title header for display on all sizes
- Resized the carousel appropriately
- Added sub-heads to each section

HOW IT WORKS

- Improved the layout and text for all devices
- Added appropriate imagery
- Modified subheads to reflect the steps in the process
- Added alternating gray backgrounds

GETTING STARTED FORMS

- Moved the page header above the step counter
- Added styles to the forms
- Added an Order summary form
- Added previous/next buttons to pages

MEAL PLANS

- Added an H1 to the page
- Added twelve distinct meals

OUTSTANDING ISSUES

HOME

- A HealthWise landing page
- Choose a plan, Nutritionist plan, and Physicians plan landing pages
- Recipes landing page
- Recipe titles on carousel

HOW IT WORKS

- Fix zip code input field

GETTING STARTED FORMS

- Make the meal selection form functional

MEAL PLANS

- Meal plans 2-col on medium devices