Mark Daybell

Happy Food

Scenario: Vikki drills down into a product's description and ingredients

Context: Vikki has just finished a book on nutrition and wants to put what she has learned into action. The book primarily advocates, "Eat closer to the vine." Vikki, however, knows she can only eat so much fruit and often craves a sweet chocolate snack between meals. So, she wants to find a relatively healthy snack that is not going to harm her or her husband. A snack that is short in ingredients and the ingredients are all natural, not chemicals. She is running through her regular shopping list at Happy Foods and spots a promotion for "Balance Bar" energy bar. From her book she knows not all foods, which are marketed as "healthy" are in fact good for you and not all energy bars are the same. She wants to know more about these Balance Bars before she decides to buy any.

Defining user actions and site responses

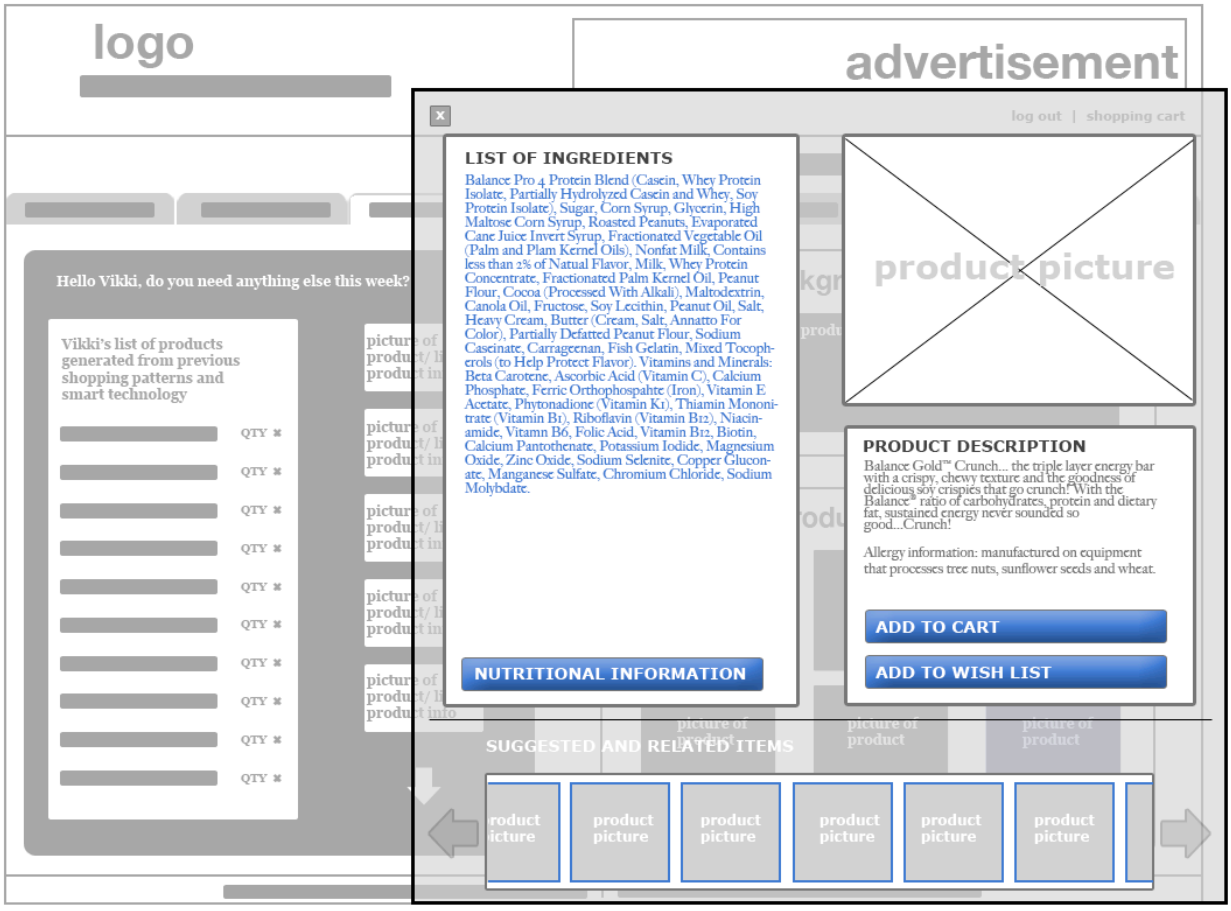
Step 1	User Action	Site Response
Vikki is doing her regular weekly shopping and spots a store sponsored promotion for the energy bar "Balance Bar"	Vikki clicks on the promotion (which is a picture of the Balance Bar)	A semi-transparent "Product" window expands to cover one-half of the browser window – The window contains: • A close window button • A "List of Ingredients" window, where each ingredient is "clickable" so Vikki can find out more about any single ingredient • A "Nutritional Information" button, which links Vikki to a pop-up window of Nutritional Facts • A picture of the product • A "Product Description" window • A "Add to Cart" button • A "Add to Wish List" button • A "Suggested and Related Items" section, which is a horizontally scrolling list of "clickable" product pictures linking to a "Product" window of its own

Step 2	User Action	Site Response
Vikki is shocked to see such a long list of ingredients and knows this product is not for her family. However, she has recently read about the ubiquitous and harmful ingredient High Fructose Corn Syrup and wants to take this chance to find out more. She does not see it on the ingredient list but she does spot Corn Syrup. She figures this ingredient is similar enough. She is curious and wants to know more.	Vikki clicks on the word, "Corn Syrup"	A semi-transparent "Ingredient" window expands to cover one-third of the browser window – The window contains: • A close window button • A detailed analysis of the processing, history, health concerns and other related information about the ingredient • Many of the complex/scientific words are also "clickable" so if Vikki needs additional definitions, she can get it
Step 3	**User Action**	**Site Response**
Vikki is impressed with all the information but is starting to run short on time. She browses the Ingredient window and decides to close it. She looks for a "Close Window" button but does not see it; she does spot in the top left-hand corner an X inside a square. She guesses this is the close window button.	Vikki clicks on the X box	The site closes the Ingredient window
Step 4	**User Action**	**Site Response**
Vikki is back at the "Product" window and is about to close it when she spots another energy bar listed in the "Suggested and Related Items" scrolling window. She knows she is short on time but is willing to take a look at one more product	Vikki clicks on the product picture (which is a picture of a Nectar Bar)	The site replaces the current semi-transparent "Product" window with a new Product window of the new energy bar – The new window is identical in appearance and size to the previous Product window but of course has the new product information
Step 5	**User Action**	**Site Response**
Vikki is once again shocked but this time in a good way. She sees only 5 ingredients listed and they are all organic. She is pleased but still skeptical. She wants to find out more about the bar's nutritional values. She spots a "Nutritional Information" button at the bottom of the Ingredients List window.	Vikki clicks on the Nutritional Information button	The site opens another semi-transparent window, which includes: • A close window button • A detailed list of the nutritional facts, such as: Calories, Total Fat, Cholesterol, Sodium, Potassium, Total Carbohydrate, Protein and Vitamins

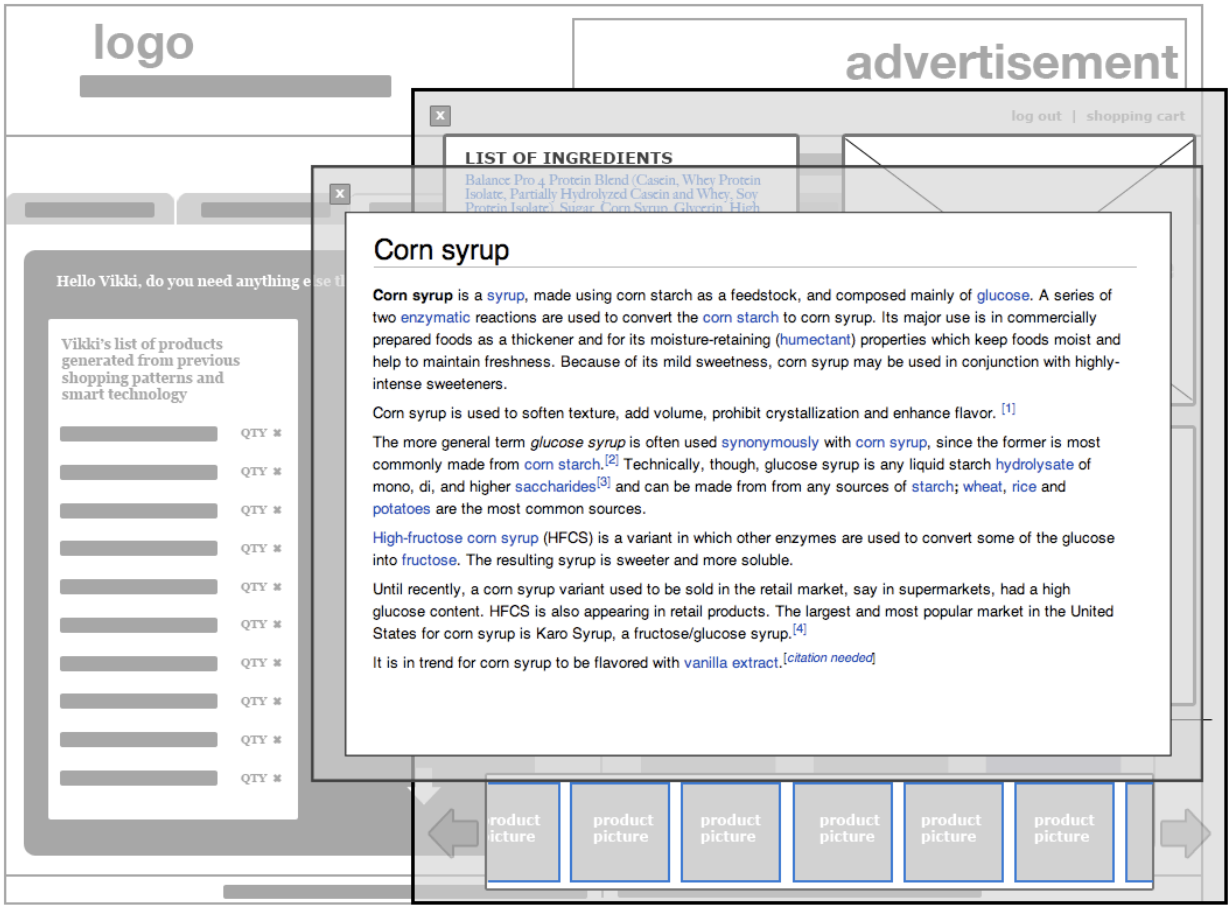
Step 6	User Action	Site Response
Vikki is impressed by the nutritional facts and low calories. She decides she wants to try this product. She remembers the "Add to Cart" button on the previous Product window. She first closes the Nutritional Information window.	Vikki clicks on the X box	The site closes the window
Step 7	**User Action**	**Site Response**
Vikki forgot about the "Add to Wish List" button and gives it a quick thought. She decides to try the product, not just think about it.	Vikki clicks on the "Add to Cart" button	The site adds the Nectar Bar to her weekly grocery list
Step 8	**User Action**	**Site Response**
Vikki has run out of time and decides she needs to check out of Happy Food and set up her delivery date. She wants to close the Product window and return to the main Happy Food screen.	Vikki clicks on the X box	The site closes the Product window and returns Vikki to the Happy Food's page she started at

Graphics

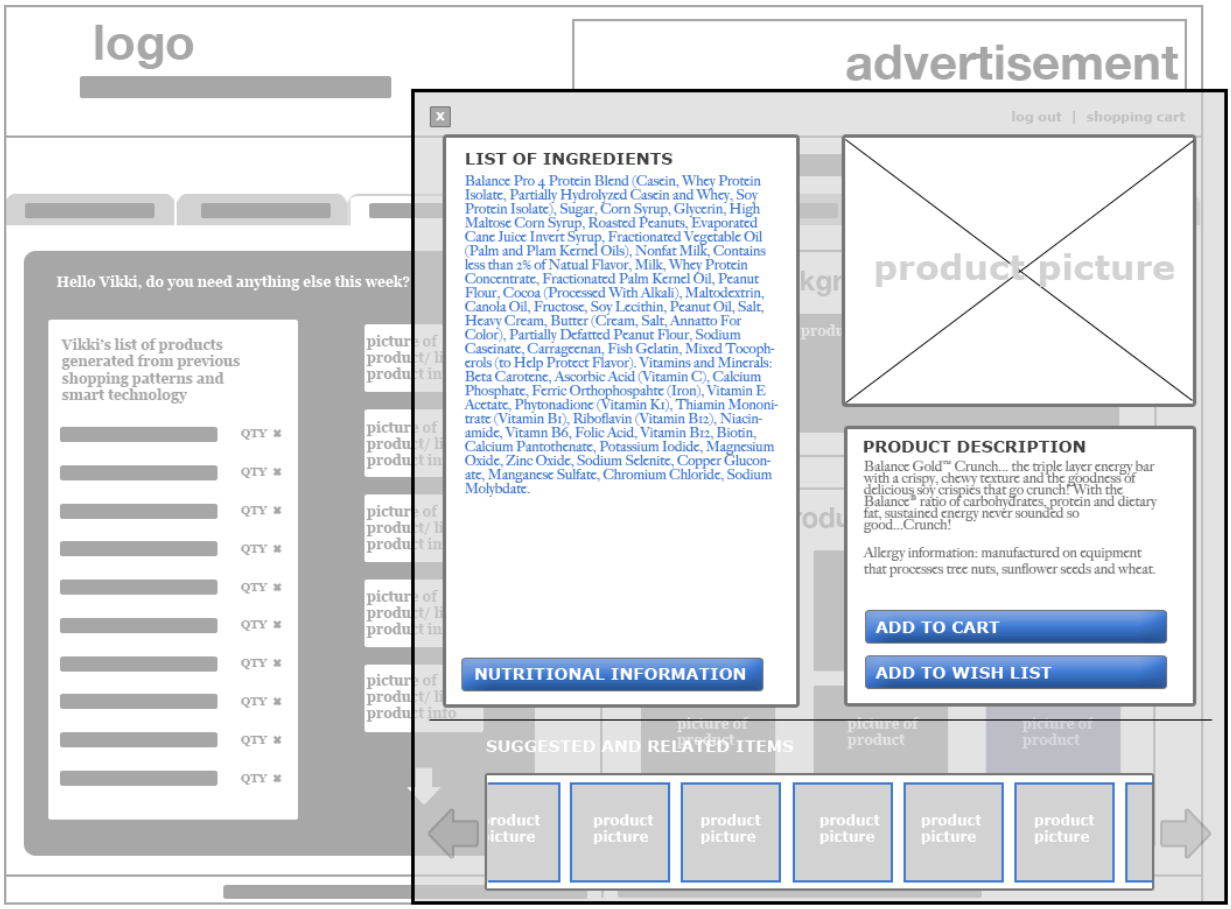
Step 1



Step 2


logo
advertisement
log out | shopping cart
LIST OF INGREDIENTS
Balance Pro 4 Protein Blend (Casein, Whey Protein Isolate, Partially Hydrolyzed Casein and Whey, Soy Protein Isolate), Sugar, Corn Syrup, Glycerin, High
Hello Vikki, do you need anything
Vikki's list of products generated from previous shopping patterns and smart technology
QTY
Corn syrup
Corn syrup is a syrup, made using corn starch as a feedstock, and composed mainly of glucose. A series of two enzymatic reactions are used to convert the corn starch to corn syrup. Its major use is in commercially prepared foods as a thickener and for its moisture-retaining (humectant) properties which keep foods moist and help to maintain freshness. Because of its mild sweetness, corn syrup may be used in conjunction with highly-intense sweeteners.
Corn syrup is used to soften texture, add volume, prohibit crystallization and enhance flavor. [1]
The more general term glucose syrup is often used synonymously with corn syrup, since the former is most commonly made from corn starch.[2] Technically, though, glucose syrup is any liquid starch hydrolysate of mono, di, and higher saccharides[3] and can be made from from any sources of starch; wheat, rice and potatoes are the most common sources.
High-fructose corn syrup (HFCS) is a variant in which other enzymes are used to convert some of the glucose into fructose. The resulting syrup is sweeter and more soluble.
Until recently, a corn syrup variant used to be sold in the retail market, say in supermarkets, had a high glucose content. HFCS is also appearing in retail products. The largest and most popular market in the United States for corn syrup is Karo Syrup, a fructose/glucose syrup.[4]
It is in trend for corn syrup to be flavored with vanilla extract.[citation needed]
product picture

Step 3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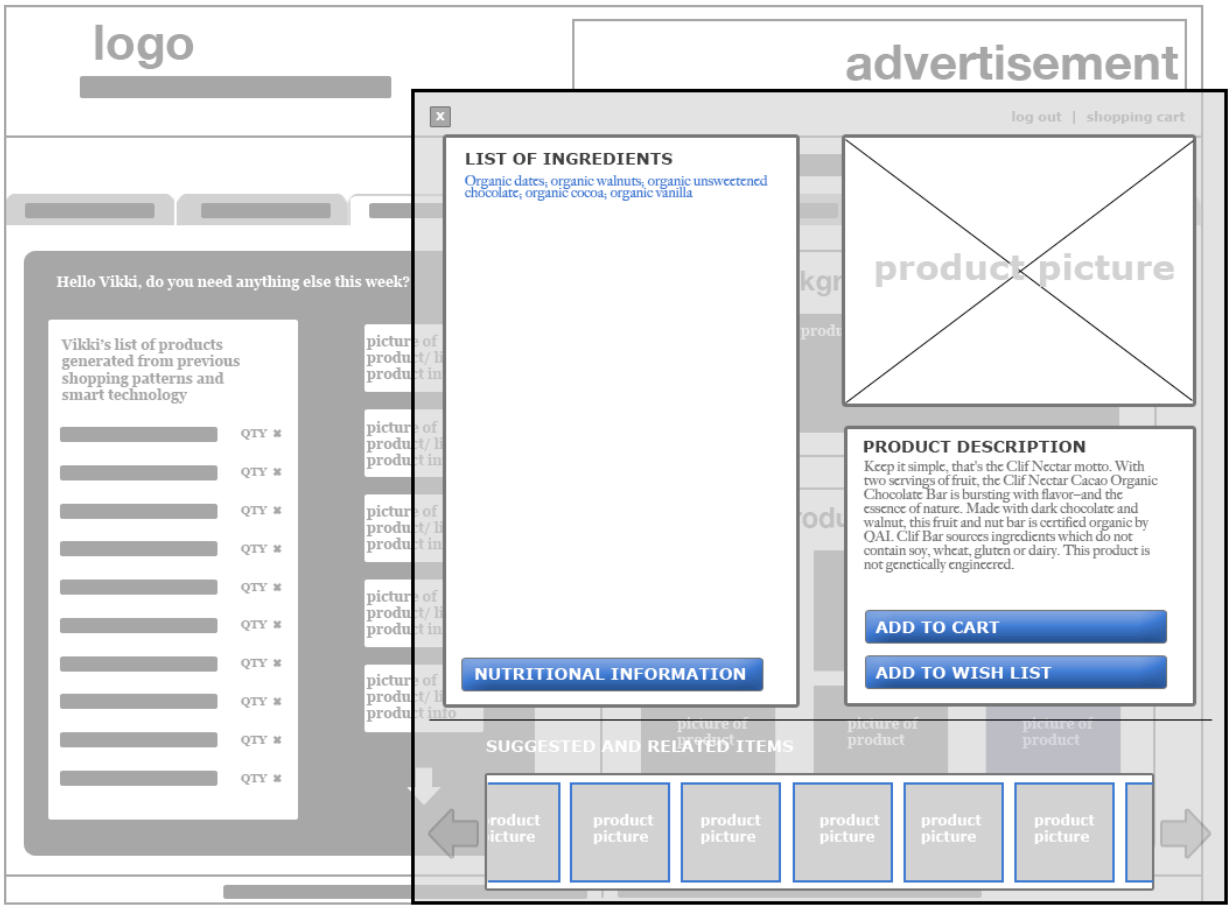
advertisement
log out | shopping cart
LIST OF INGREDIENTS
Balance Pro 4 Protein Blend (Casein, Whey Protein Isolate, Partially Hydrolyzed Casein and Whey, Soy Protein Isolate), Sugar, Corn Syrup, Glycerin, High Maltose Corn Syrup, Roasted Peanuts, Evaporated Cane Juice Invert Syrup, Fractionated Vegetable Oil (Palm and Plam Kernel Oils), Nonfat Milk, Contains less than 2% of Natual Flavor, Milk, Whey Protein Concentrate, Fractionated Palm Kernel Oil, Peanut Flour, Cocoa (Processed With Alkali), Maltodextrin, Canola Oil, Fructose, Soy Lecithin, Peanut Oil, Salt, Heavy Cream, Butter (Cream, Salt, Annatto For Color), Partially Defatted Peanut Flour, Sodium Caseinate, Carrageenan, Fish Gelatin, Mixed Tocopherols (to Help Protect Flavor). Vitamins and Minerals: Beta Carotene, Ascorbic Acid (Vitamin C), Calcium Phosphate, Ferric Orthophosphate (Iron), Vitamin E Acetate, Phytonadione (Vitamin K1), Thiamin Mononitrate (Vitamin B1), Riboflavin (Vitamin B12), Niacinamide, Vitamn B6, Folic Acid, Vitamin B12, Biotin, Calcium Pantothenate, Potassium Iodide, Magnesium Oxide, Zinc Oxide, Sodium Selenite, Copper Gluconate, Manganese Sulfate, Chromium Chloride, Sodium Molybdate.
NUTRITIONAL INFORMATION
product picture
PRODUCT DESCRIPTION
Balance Gold™ Crunch... the triple layer energy bar with a crispy, chewy texture and the goodness of delicious soy crispies that go crunch! With the Balance® ratio of carbohydrates, protein and dietary fat, sustained energy never sounded so good...Crunch!
Allergy information: manufactured on equipment that processes tree nuts, sunflower seeds and wheat.
ADD TO CART
ADD TO WISH LIST
Hello Vikki, do you need anything else this week?
Vikki's list of products generated from previous shopping patterns and smart technology
QTY
SUGGESTED AND RELATED ITEMS
product picture

Step 4


logo
advertisement
log out | shopping cart
LIST OF INGREDIENTS
Organic dates, organic walnuts, organic unsweetened chocolate, organic cocoa, organic vanilla
product picture
PRODUCT DESCRIPTION
Keep it simple, that's the Clif Nectar motto. With two servings of fruit, the Clif Nectar Cacao Organic Chocolate Bar is bursting with flavor–and the essence of nature. Made with dark chocolate and walnut, this fruit and nut bar is certified organic by QAI. Clif Bar sources ingredients which do not contain soy, wheat, gluten or dairy. This product is not genetically engineered.
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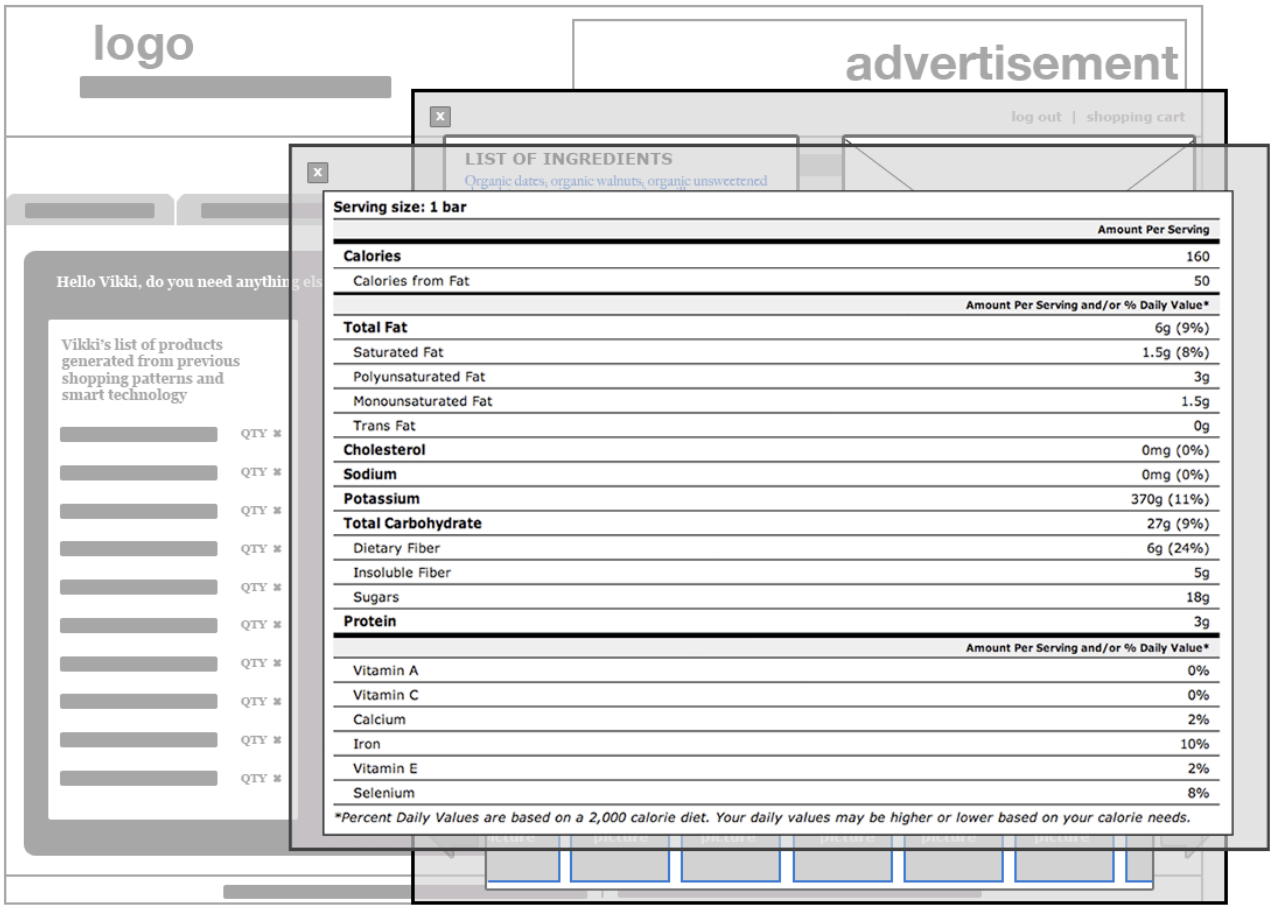
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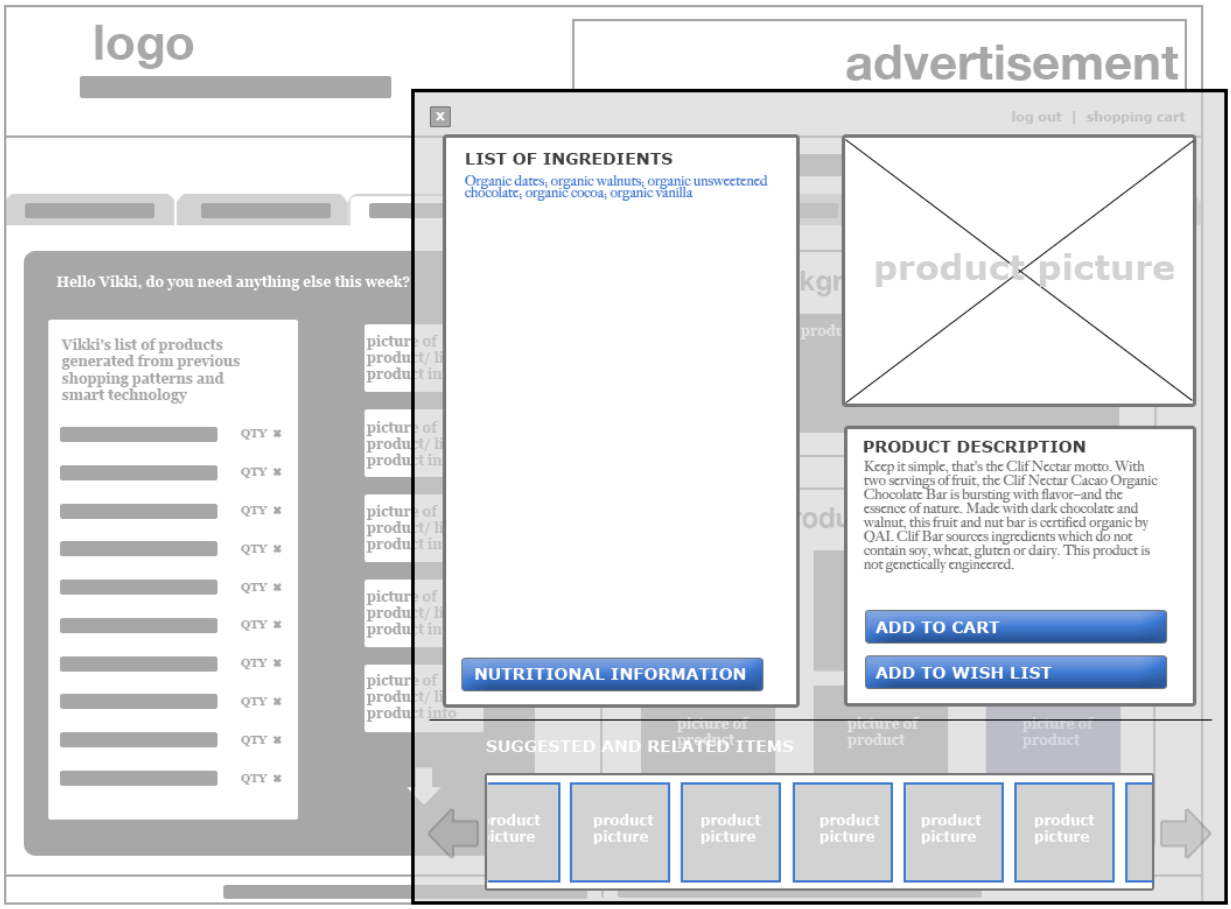
Serving size: 1 bar
Amount Per Serving
Calories 160
Calories from Fat 50
Amount Per Serving and/or % Daily Value*
Total Fat 6g (9%)
Saturated Fat 1.5g (8%)
Polyunsaturated Fat 3g
Monounsaturated Fat 1.5g
Trans Fat 0g
Cholesterol 0mg (0%)
Sodium 0mg (0%)
Potassium 370g (11%)
Total Carbohydrate 27g (9%)
Dietary Fiber 6g (24%)
Insoluble Fiber 5g
Sugars 18g
Protein 3g
Amount Per Serving and/or % Daily Value*
Vitamin A 0%
Vitamin C 0%
Calcium 2%
Iron 10%
Vitamin E 2%
Selenium 8%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower based on your calorie needs.

Step 6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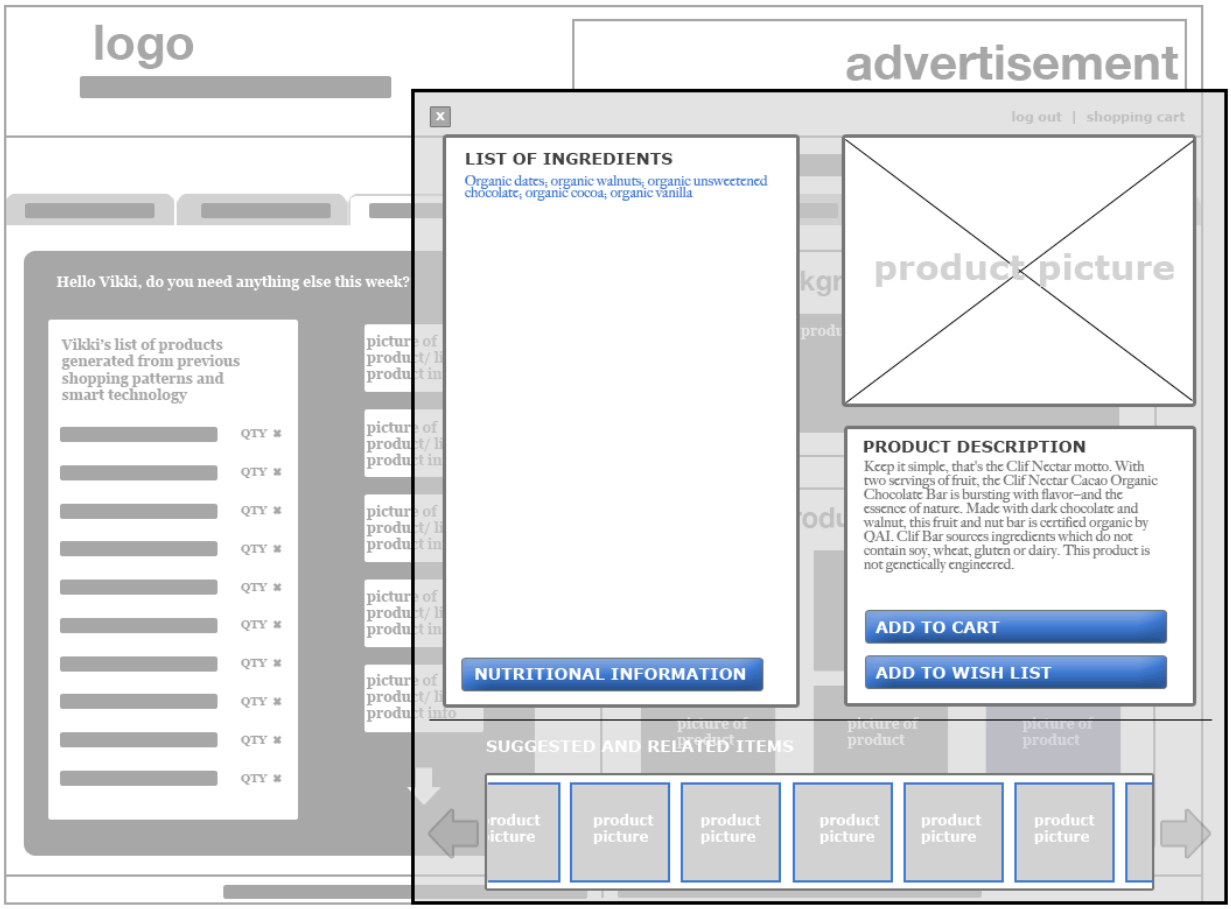
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NUTRITIONAL INFORMATION
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SUGGESTED AND RELATED ITEMS
product picture

Step 8

logo
advertisement
log out | shopping cart
search
Hello Vikki, do you need anything else this week?
Vikki's list of products generated from previous shopping patterns and smart technology
QTY
picture of product/ link to product info
Producer background information
picture of producer/ farm/etc.
product producer detailed information
Suggested Products
picture of product