


Detailed Design of Non-Instructional Intervention
PlantPath Canada: A Storyboard for a Health Intervention App
Sina Torkaman Momeni

Concordia University
Fundamentals of Human Performance Technology
Dr. Saul Carliner

Title	PlantPath Canada
Client	Health Canada
Target Audience	Canadians at risk of chronic conditions like heart disease and diabetes, interested in adopting a plant-based diet.
Type of Intervention	Non-instructional; resource-based and motivational digital intervention through a mobile app.
Objective	<ul style="list-style-type: none"> ● Increase the adoption and sustained use of plant-based diets among Canadians through motivation. ● Provide interactive and accessible tools that guide users through meal preparation and nutrition tracking.
About this Intervention	PlantPath Canada is designed as a direct response to the growing need for better tools that effectively support individuals in adopting and maintaining a plant-based diet. Designed with the user in mind, the app includes interactive modules such as Quick Reference Guides, Health Points & Rewards, Community Support Forums, and Success Stories. It is built with simple graphics and user-friendly interfaces, making it accessible and appealing to a wide demographic, thereby enhancing the overall user experience and facilitating a smoother transition to healthier eating habits.
Assumptions	<ul style="list-style-type: none"> ● Users are familiar with basic smartphone operations. ● Users have a preliminary understanding of plant-based diets.
Production Tools Used	<ul style="list-style-type: none"> ● Design Tools: Adobe XD, Figma ● Programming Languages: Swift (iOS), Kotlin (Android)
Unique Issues	<ul style="list-style-type: none"> ● Developing an app that is within the assigned budget. ● Ensuring cross-platform compatibility and maintaining user data privacy. ● Ensuring all dietary and health information posted in the forums are accurate and up-to-date.
Your Contributions	My primary contribution involved the integration of the content with engaging, user-friendly design elements to enhance learning and user experience that would not only encourage but also lead to a sustained use of the app and in turn the implementation of a plant-based diet. While I designed a rough outline of the app I will need to be collaborating closely with UI/UX designers, to ensure that the instructional materials are accessible and intuitive, incorporating interactive elements.

Standards	
Fonts	<ul style="list-style-type: none">• Roboto• Krona One
Color Palette	 #FFFFFF #27394A #39B54A #98EC84
Link to Interactive Prototype of the Designed App	
https://www.figma.com/proto/9zkzBtpXwdBrRZeZavwQYF/Home-Page?type=design&node-id=2-15&t=wnm8iN9wLGJsEEiM-1&scaling=scale-down&page-id=0%3A1&mode=design	

Storyboard:

Page 1 Description (Main)

Visual Elements

- Simple logo combining elements of plant-based food (fork and knife) and health (heart).
- 3 buttons
- Sponsor logo at the bottom

User Actions & Responses

- Tapping on Button 1: Takes user to the login page
- Tapping on Button 2: Takes user to the sign up page
- Tapping on Underlined Text Button: Takes the user to the welcome page.

Page 2 Description (Intro)

Visual Elements

- Button 1

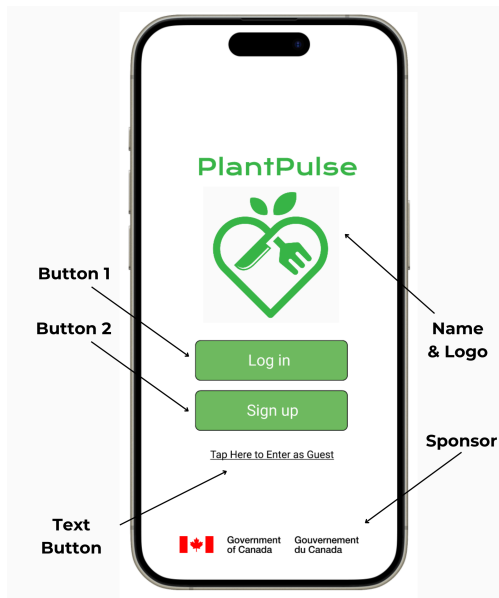
User Actions & Responses

- Swiping down/up: moves down/up the text
- Tapping on Button 1: Takes user to page 3

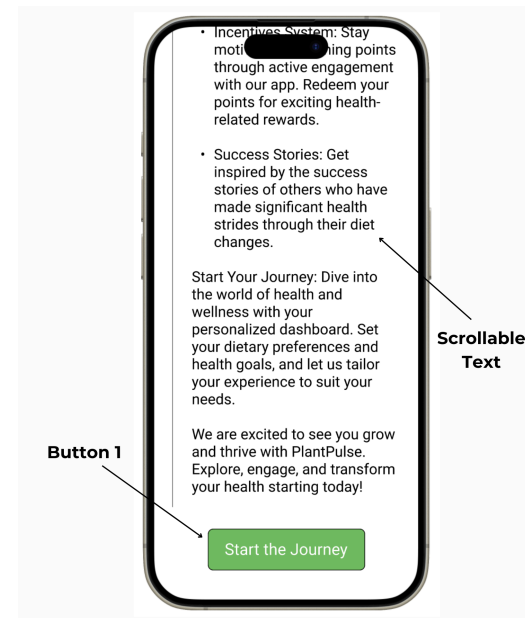
Suggested Text

- A welcome message and a brief description of the four tools the app offers. (Sample text provided in the Prototype)

Page 1 Layout



Page 2 Layout



Page 3 Description (Tools Menu)

Visual Elements

- Four images each representing a tool with the title of the tool on it.

User Actions & Responses

- Tapping on Back Button: Takes user to page 2
- Tapping on Images 1,2,3,4: Takes user to pages 5,9,13,17

Suggested Text

- “Discover Your Tools”
- Name of the 4 tools (Provided in the Prototype)

Page 4 Description (Settings)

Visual Elements

- Settings Icon on top of the page
- Four stacked buttons

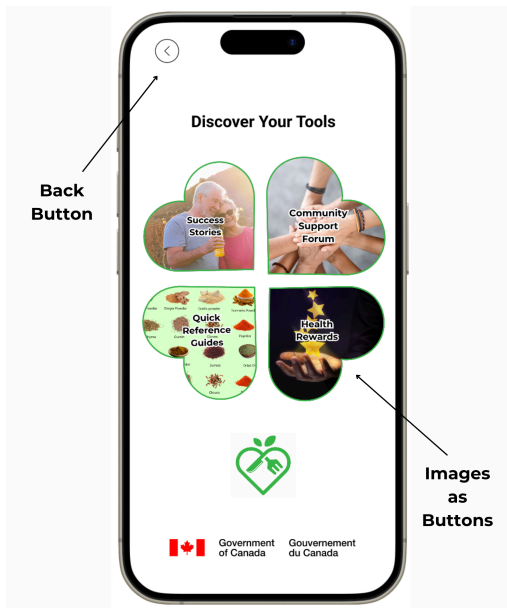
User Actions & Responses

- Tapping on Back Button: Takes user to page 3
- Tapping on Buttons 1 & 2 changes accessibility settings
- Tapping on Buttons 4 signs user out

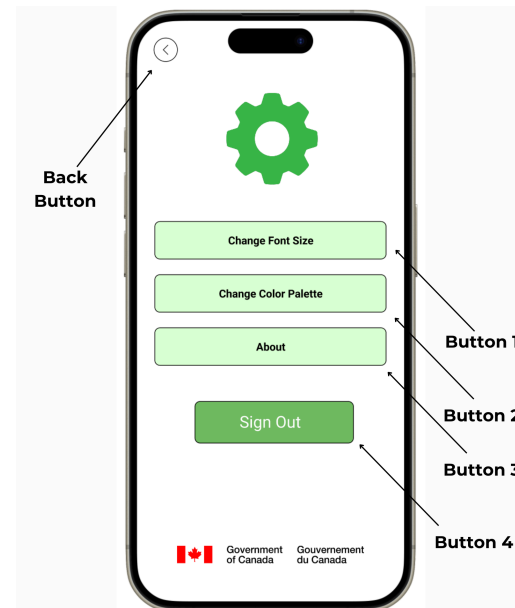
Suggested Text

- Change Font Size / Change Color Palette / About

Page 3 Layout



Page 4 Layout



Page 5 Description (Tool 1 Menu)

Visual Elements

- Photo of a person reading
- Photo of a person writing

User Actions & Responses

- Tapping on Back Button: Takes user to page 3
- Tapping on Image 1: Takes user to page 6
- Tapping on Image 2: Takes user to page 8

Suggested Text

- Select an Action / Read Others's Stories and Get Inspired / Submit Your Story and Inspire Others

Page 6 Description (Story Submissions)

Visual Elements

- Stacked buttons of submitted stories
- Each button has a name and date of submission

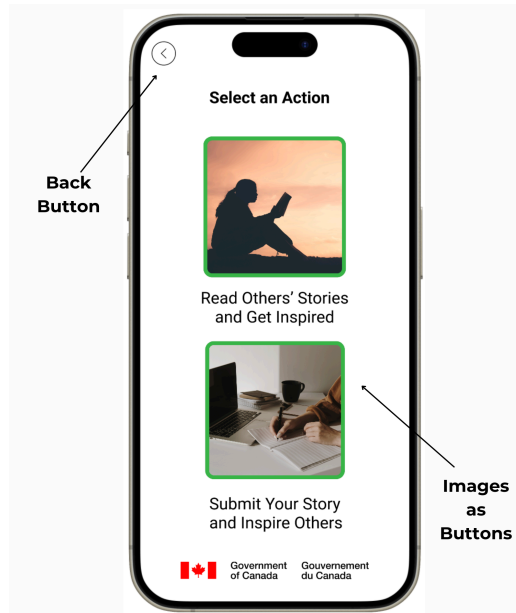
User Actions & Responses

- Tapping on Button 1: Takes user to page 7

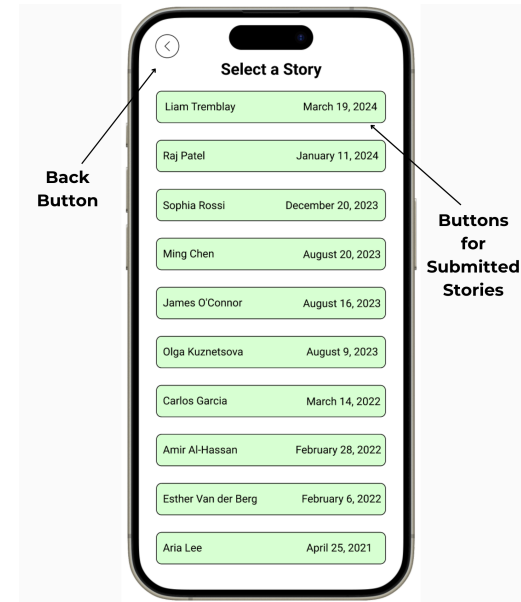
Suggested Text

- Select a Story

Page 5 Layout



Page 6 Layout



Page 7 Description (Story Sample)

Visual Elements

- Image(s) attached to the submitted story

User Actions & Responses

- Tapping on Back Button: Takes user to page 6
- Scrollable Text

Suggested Text

- Submitted inspirational story (Sample provided in the Prototype)

Page 8 Description (Submitting a Story)

Visual Elements

- Space for Text Input
- Two stacked buttons

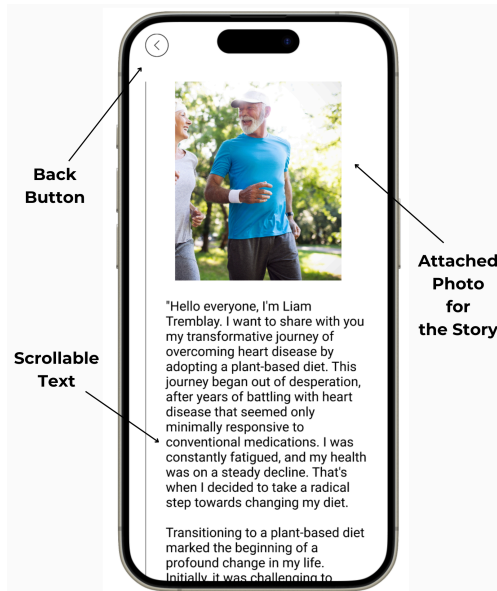
User Actions & Responses

- Tapping on Back Button: Takes user to page 5
- Tapping on Back Button 1: Takes user to next screen
- Tapping on Back Button 2: Takes user to page 5

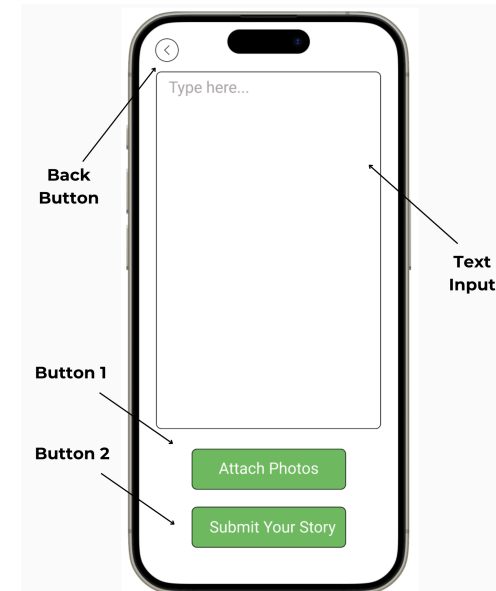
Suggested Text

- Attach Photos / Submit Your Story

Page 7 Layout



Page 8 Layout



Page 9 Description (Tools 2 Menu)

Visual Elements

- Photo of grains
- Photo of legumes

User Actions & Responses

- Tapping on Back Button: Takes user to page 3
- Tapping on Image 1: Takes user to page 10
- Tapping on Image 2: Takes user to page 10.1

Suggested Text

- Select a Category / Grains / Legumes

Page 10 Description (Legumes Menu)

Visual Elements

- Images of different types of legumes

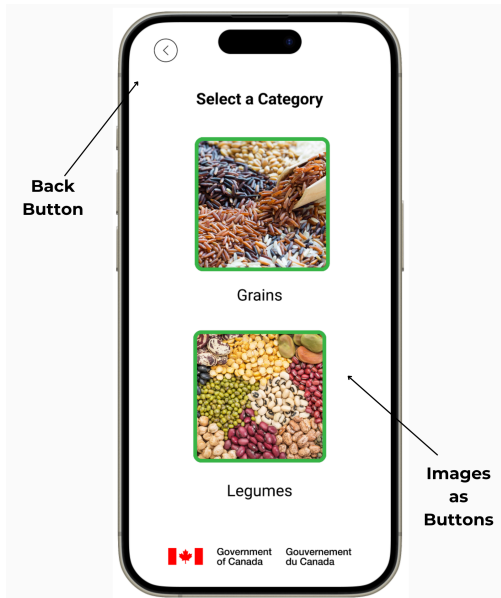
User Actions & Responses

- Tapping on Back Button: Takes user to page 9
- Scrollable Menu of Images
- Tapping on Image 1: Takes user to page 11

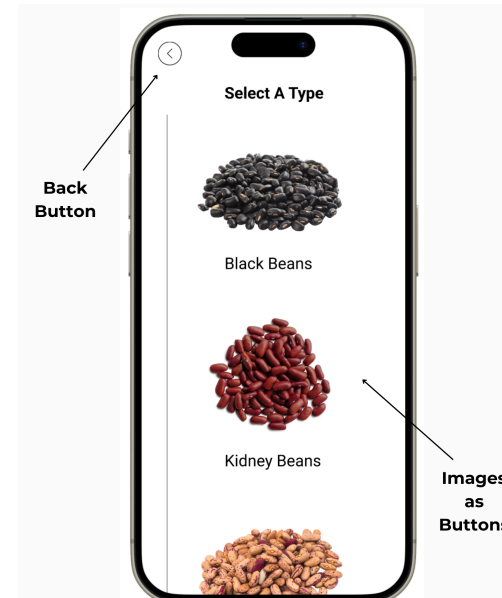
Suggested Text

- Select a Type

Page 9 Layout



Page 10 Layout



Page 11 Description (Legume Info)

Visual Elements

- Text Only

User Actions & Responses

- Tapping on Back Button: Takes user to page 10
- Scrollable Text

Suggested Text

- Soak Time / Water Ratio / Cook Time
- Information on the selected grain (sample provided in the Prototype)

Page 12 Description (Grain Info)

Visual Elements

- Text Only

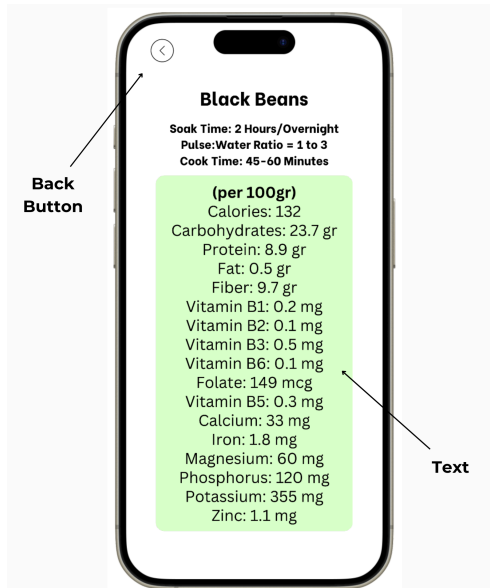
User Actions & Responses

- Tapping on Back Button: Takes user to page 10.1
- Scrollable Text

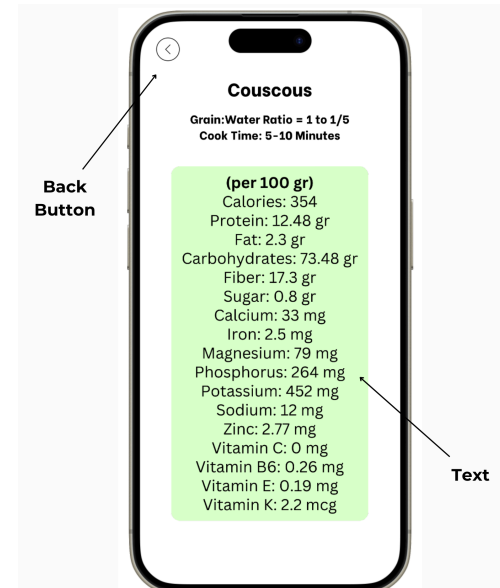
Suggested Text

- Water Ratio / Cook Time
- Information on the selected grain (sample provided in the Prototype)

Page 11 Layout



Page 12 Layout



Page 13 Description (Tools 3 Menu)

Visual Elements

- Photo of forum
- Photo of question mark

User Actions & Responses

- Tapping on Back Button: Takes user to page 3
- Tapping on Image 1: Takes user to page 14
- Tapping on Image 2: Takes user to page 16

Suggested Text

- Select an Action / Read & Respond to Questions

Page 14 Description (Submitted Questions)

Visual Elements

- Stacked buttons for Questions
- Each button has a 'like' and 'comment' icon and count

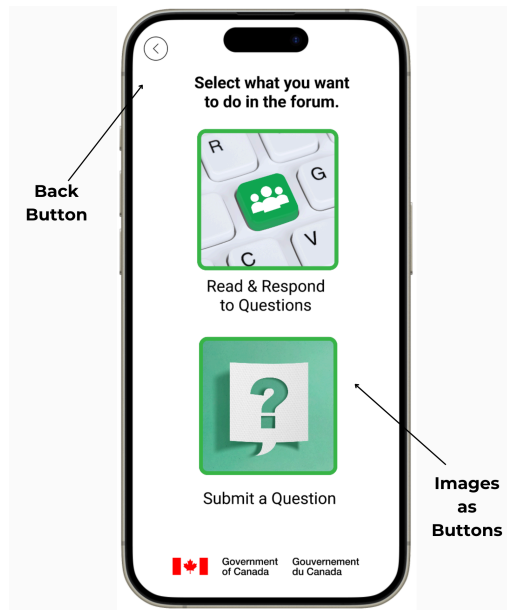
User Actions & Responses

- Tapping on Back Button: Takes user to page 13
- Tapping on Question 1: Takes user to page 15

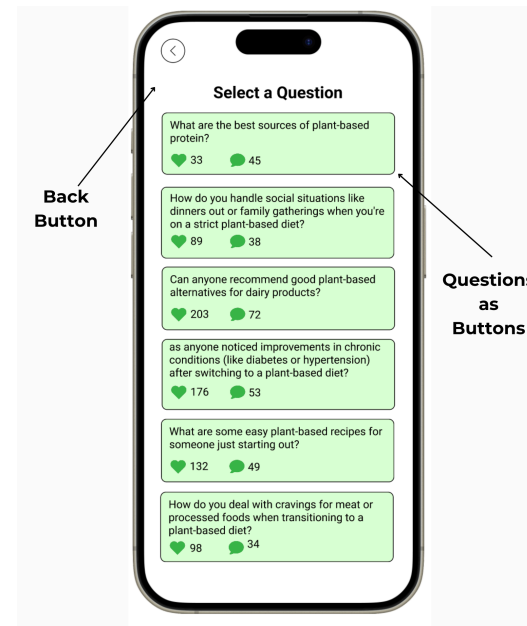
Suggested Text

- Select a Question (Sample Questions provided in Prototype)

Page 13 Layout



Page 14 Layout



Page 15 Description (Sample Question)

Visual Elements

- Question on top
- Stacked answers below the question

User Actions & Responses

- Tapping on Back Button: Takes user to page 14
- Submitting Text: Adds an answer to the question (not functioning on prototype)

Suggested Text

- Sample question and answers provided in prototype

Page 16 Description (Submit a Question)

Visual Elements

- Button 1 on top
- Space for Text Input
- Button 2 at the bottom

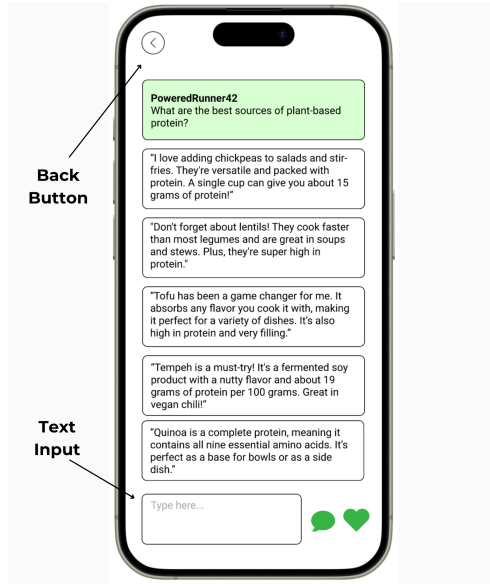
User Actions & Responses

- Tapping on Back Button: Takes user to page 13
- Submitting Text: Adds a question to forum (not functioning on prototype)

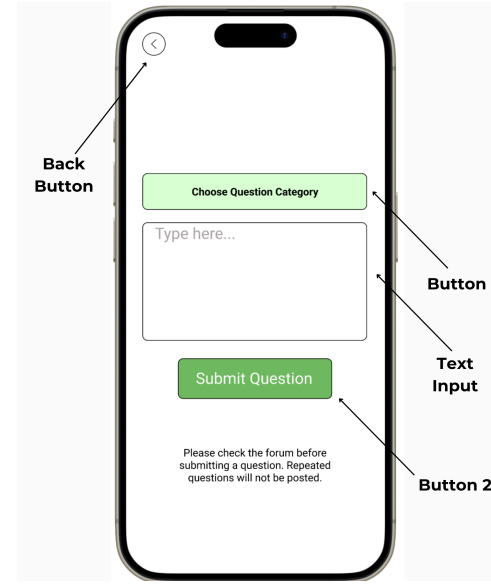
Suggested Text

- Choose the Question Category

Page 15 Layout



Page 16 Layout



Page 17 Description (Tools 4 Menu)

Visual Elements

- Photo of a stars representing points
- Photo of shopping cart representing purchase

User Actions & Responses

- Tapping on Back Button: Takes user to page 3
- Tapping on Image 1: Takes user to page 18
- Tapping on Image 2: Takes user to page 20

Suggested Text

- Select Option / View Points History / Spend Your Points

Page 18 Description (Point History)

Visual Elements

- Big Star
- Total score listed below the star
- Stacked buttons of points history

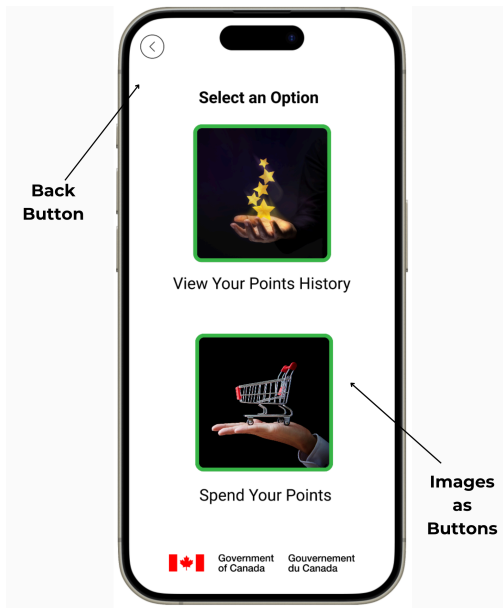
User Actions & Responses

- Tapping on Back Button: Takes user to page 17
- Tapping on Star: Takes user to page 18

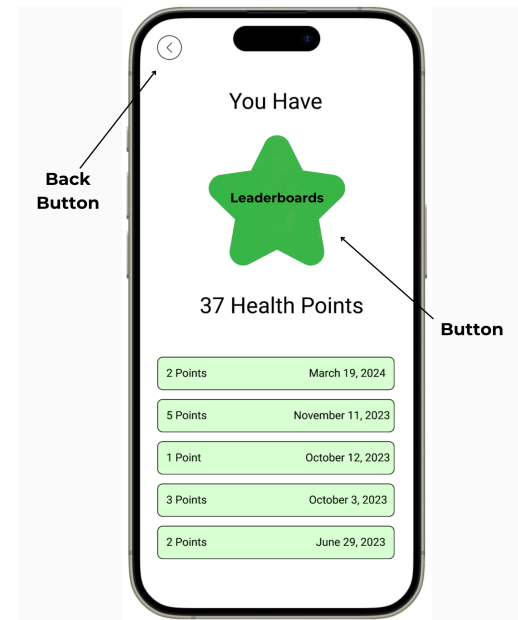
Suggested Text

- You Have ? Health Points

Page 17 Layout



Page 18 Layout



Page 19 Description (Leaderboard)

Visual Elements

- Stacked leaderboard scores

User Actions & Responses

- Tapping on Back Button: Takes user to page 19
- Scrollable list of scores

Suggested Text

- Name of users with their total points

Page 20 Description (Reward Purchase)

Visual Elements

- Image of a gym
- Image of fruits & vegetables

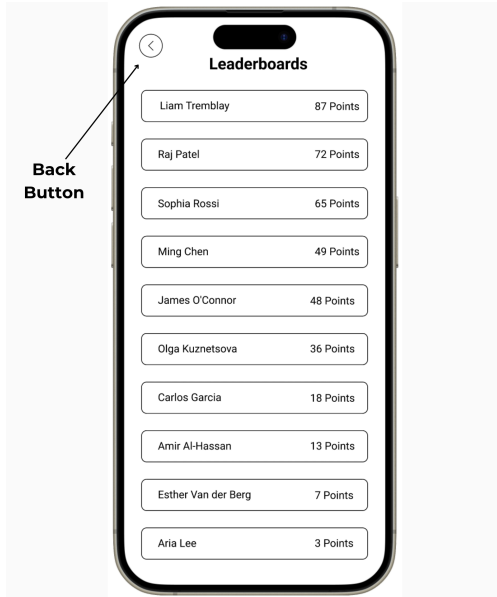
User Actions & Responses

- Tapping on Back Button: Takes user to page 117
- Scrollable menu of images

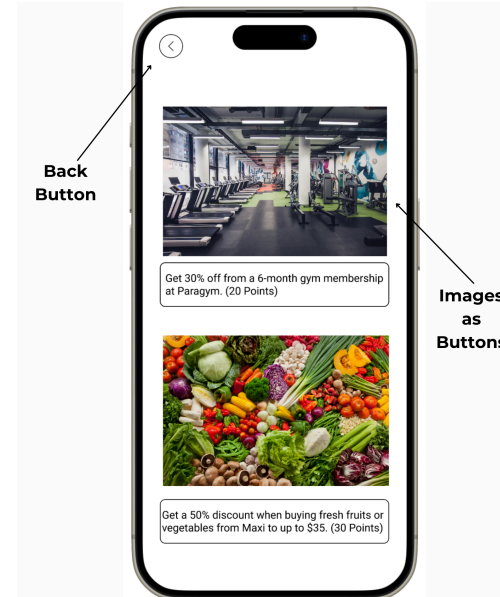
Suggested Text

- Offers that can be purchased with points (sample provided in the prototype)

Page 19 Layout



Page 20 Layout



Design Statement

This design project focuses on promoting a plant-based lifestyle among Canadians at risk of chronic conditions such as heart disease and diabetes. The PlantPath Canada app, developed in collaboration with Health Canada, serves as a digital intervention tool to facilitate the adoption and sustained engagement with plant-based eating habits through interactive and user-friendly digital resources.

Objectives & Audience

The primary goal is to increase the adoption and consistent practice of plant-based diets among the target audience. This will be achieved by providing users with engaging tools like Quick Reference Guides, Health Points & Rewards, Community Support Forums, and Success Stories, all of which are integrated into a comprehensive app designed to make transitioning to healthier eating habits both straightforward and enjoyable. The app targets Canadians, particularly those at risk for chronic health conditions, who are interested in exploring and maintaining a plant-based diet.

Design Principles

The design adheres to principles of clarity and consistency, accessibility, and motivational reinforcement as well as engagement, ensuring that the app is easy to navigate and appealing to a broad demographic. This approach supports seamless interaction with the app's features and promotes long-term adherence to a plant-based lifestyle.

- Clarity & Consistency

The user interface of the PlantPath Canada app is designed with simplicity at its core to ensure that users of all tech-savviness levels can navigate and utilize the app effectively. This principle extends to the visual design, which uses clean lines, straightforward layouts, and intuitive controls that eliminate any potential confusion or overwhelm for new users. (Lidwell, Holden, & Butler, 2003) The visual and functional consistency across different sections of the app ensures a fluid user experience. Consistent use of fonts, color palettes, and layout structures helps in reducing the cognitive load on users, making the app easier to use and navigate.

- Accessibility

Accessibility is a cornerstone of the design, ensuring that the app is usable for everyone, including people with disabilities. This includes high-contrast color schemes for those with visual impairments, text-to-speech and font resize options for users who are blind or have low vision. (World Wide Web Consortium, 2018)

- Motivational Reinforcement

The design integrates psychological principles of reinforcement through rewards and positive feedback (Ryan & Deci, 2000). Health Points & Rewards offer users tangible incentives to continue their health journey. Success stories and community forums provide social reinforcement, inspiring users by showing real-life examples of health improvement and offering peer support.

- Engagement

To keep users interested and engaged, the app incorporates interactive elements such as gamified features such as points collection. These features are designed to make the experience more rewarding and fun. Engaging users in their journey helps in maintaining long-term usage, which is crucial for the success of lifestyle change initiatives. (Deterding, Dixon, Khaled, & Nacke, 2011)

References

Lidwell, W., Holden, K., & Butler, J. (2003). *Universal Principles of Design*. Rockport Publishers.

World Wide Web Consortium. (2018). *Web Content Accessibility Guidelines (WCAG) 2.1*. Retrieved from <https://www.w3.org/TR/WCAG21/>

Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55(1), 68-78.

Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). From game design elements to gamefulness: defining "gamification". *Proceedings of the 15th International Academic MindTrek Conference*, 9-15.