Four Kitchens | feed collaborative

UX/UI audit of feedcollab.com

Design analysis

Site goals : design

Content: The site amplifies the positive impact of the work done by a dynamic group of researchers conducting high-quality studies by serving as a resource for policymakers and the media to direct policy change.

Design: The user-friendly design has succinct, easy-to-find information with a professional yet approachable aesthetic.

Design updates

Navigation

Always show users where they are within a site.

1

Show active menu trails. This enhances a user's understanding of where they are within the primary navigation. For example, if they are on the Meet the Team page, that menu item has unique styling to indicate that it's the active page.

2

Give context to where a user was taken. Clearly mark pathways so visitors retain a sense of place. For example, when clicking on the label to a publication summary, the user would then see a page with text describing that it is a list of related articles.

3

Show focus indicators. Focus states aid in tabbed navigation and accessibility. A keyboard user would currently be unable to easily navigate the site. *Accessibility requirement: a site is fully navigable by keyboard.*

Avoid opening pages in new tabs.

Opening pages in new tabs:

- Increases clutter in the user's browser
- Negates the utility of the back button
- Creates accessibility challenges for vision-impaired users
- Makes it difficult to manage on mobile devices

Instead, **clearly mark external links** with an icon to indicate that users are being taken off site and keep them in one space.

Show the whole menu.

With only seven main pages *(the current five plus the pending Open Access & Donations Database pages)*, this navigation would benefit from removing nested categories and dropdowns. **Showing the menu in full removes any question about available content categories** for visitors while freeing your site from the accessibility implications and interaction decisions needed to make dropdown menus optimal (bonus!).

*Home can be removed from the chain, as users will know the logo links back to the homepage.

Optimize your footer.

Users intentionally scroll to the footer to find certain items like contact information and social links. It is also an opportunity to show secondary task links or items that might not be pivotal to the main user flow but are often needed. Keep footer links exposed at all sizes and don't collapse the links into a hidden menu on mobile.

Provide cues and feedback for user interaction.

Show users what they can interact with and provide information when they do.

Add hover/focus states for all links. Style headline links differently from non-links so visitors can quickly identify all potential paths to navigate the site.

Add a count to the search returns so users know the results of their input.

Not links

Links

Other visual updates:

Balance the logo and the menu button into a smaller space and on one line for small screens.

Have the mobile menu take over the screen so the user can't accidentally scroll down without closing or tapping/clicking out of the menu area.

Note: There are some bugs with menu icons not switching states from open to close when appropriate. There are also icons missing from the menu on certain pages.
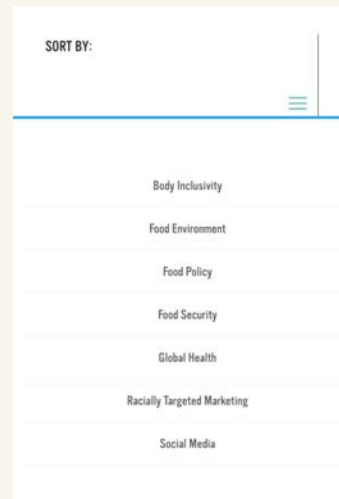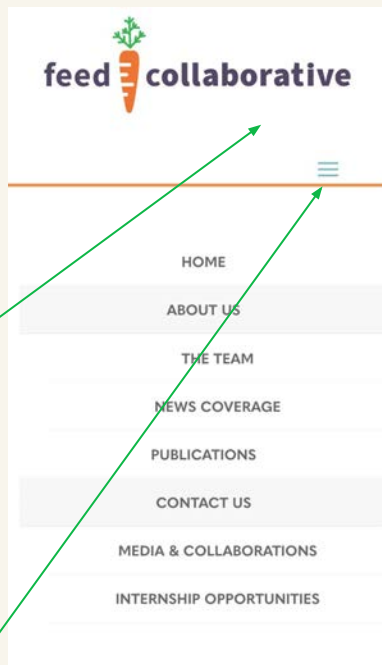
Give filters a unique design so they aren't confused with the primary navigation.
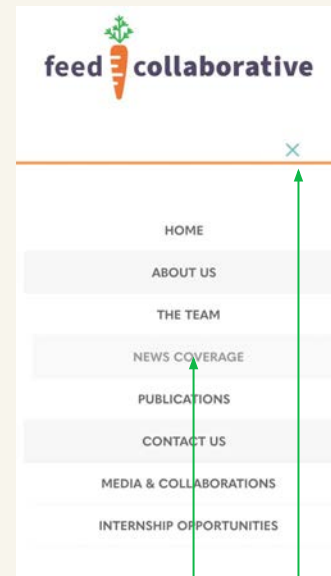
Make colors accessible.

Design updates

Hierarchy & legibility

Use headings for structure, not styling.

Unique and descriptive headings help users scan information. They must follow a logical order (H1 to H6) to fulfill accessibility requirements.

Most pages should have one H1 (even if not visible). Along with helping to understand a page's hierarchy, following the order of 1 through 6 will better inform those using screen readers of the content and help with the site's SEO.

H4

H2
H4

We offer 3-month internship opportunities for undergraduate and graduate students during the fall and spring academic semesters. We are able to accommodate high school students during the summer semester. Interns must commit to 8-10 hours a week and are required to attend a weekly in-person lab meeting.

You can submit an application here. Applications are accepted during the dates specified below.

2023-2024 Internships

Application Windows

Summer 2023: May 19-June 2
Fall 2023: August 4-18
Spring 2024: January 12-26

Interns will have the opportunity to:
- Gain research experience relevant to graduate school, medical school, etc.
- Develop skills related to data collection and analysis
- Recruit and run participants

Make longform content readable.

Use larger type sizes and keep line lengths short. Add variations in type size and color to create a hierarchy.

The line length on publication content is 150 characters. The suggested limit is between 45–75. The current font size of 16 for the body, but would be even better at 18.

Create section header styles to break publications into easily identifiable, repeatable structures, and/or remove understood headings.

Unique CTAs are more compelling than generic ones. Inject some fun into the button design.

Reduce the label size so it isn't the focus.

Bring attention to the headline by boosting its size. On small screens, have the headline retain its "largest size status."

BMJ NUTRITION, PREVENTION, & HEALTH

Comparing McDonald's food marketing practices on official Instagram accounts across 15 countries

Authors: Omni Cassidy, Hye Won Shin, Edmund Song, Everett Jiang, Ravindra Harri, Catherine Cano, Rajesh Vedanthan, Gbenga Ogedegbe, Marie Bragg

Background: Social media advertising by fast food companies continues to increase globally, and exposure to food advertising contributes to poor diet and negative health outcomes (eg, cardiovascular disease). McDonald's—the largest fast food company in the world—operates in 101 countries, but little is known about their marketing techniques in various regions. The objective of this study was to compare the social media advertising practices of McDonald's—the largest fast food company in the world—in 15 high-income, upper-middle- income and lower-middle-income countries.

Methods: We randomly selected official McDonald's Instagram accounts for 15 high-income, upper-middle- income and lower-middle-income countries. We captured all the screenshots that McDonald's posted on those Instagram accounts from September to December 2019. We quantified the number of followers, 'likes', 'comments' and video views associated with each account in April 2020. We used content analysis to examine differences in the marketing techniques.

Results: The 15 accounts collectively maintained 10 million followers and generated 3.9 million 'likes', 164 816 comments and 38.2 million video views. We identified 849 posts. The three lower-middle-income countries had more posts (n=324; M, SD=108.0, 38.2 posts) than the five upper-middle-income countries (n=227; M, SD=45.4, 37.5 posts) and seven high-income countries (n=298; M, SD=42.6, 28.2 posts). Approximately 12% of the posts in high-income countries included child-targeted themes compared with 22% in lower- middle-income countries. Fourteen per cent of the posts in high-income countries included price promotions and free giveaways compared with 40% in lower-middle-income countries.

Conclusions: Social media advertising has enabled McDonald's to reach millions of consumers in lower- middle-income and upper-middle-income countries with disproportionately greater child-targeted ads and price promotions in lower-middle-income countries. Such reach is concerning because of the increased risk of diet-related illnesses, including cardiovascular disease, in these regions.

APA Citation: Cassidy O, Shin HW, Song E, et al. Comparing McDonald's food marketing practices on official Instagram accounts across 15 countries. BMJ Nutrition, Prevention & Health. 2021;4(2). https://nutrition.bmj.com/content/4/2/510.abstract

DOWNLOAD THE DOCUMENT

Drop the font weight of the authors down and use a lighter shade than the section headers.

**Opportunity to increase value by adding links to related publications.

Don't center text (in most cases).

Centered text is difficult to read. For longer text that will span over multiple lines, left-align content for increased readability.

Left align the bios for the interns, correct alignment issues, and position portraits to maintain focus on the people.

PEGXIN LI
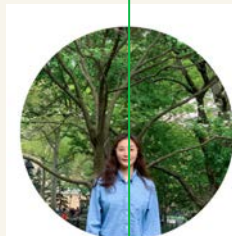
Pengxin is an undergraduate NYU student who majors in Economics and Mathematics. She would like to be a multi-perspective person who is able to dive deep into various industries. She thinks all her lab colleagues are great, fantastic, kind, helpful and … (praise words continue as a long long list).
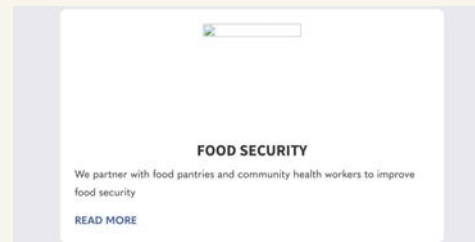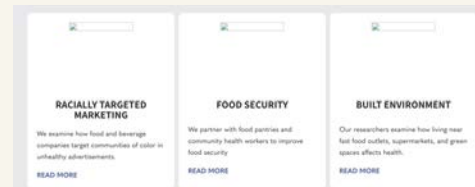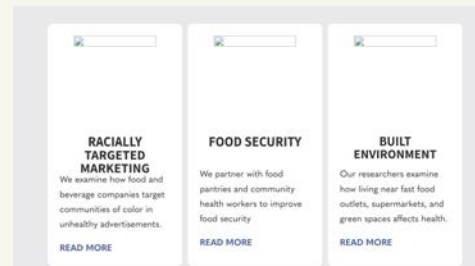
Left-aligning Card headlines will alleviate zig-zagging when trying to read related content.

Ensure that headlines have breathing room with the text and that cards look great in all sizes. Remove read more links and add a small animation with a focus/hover effect to the headline. Consider treating the whole card as a link.
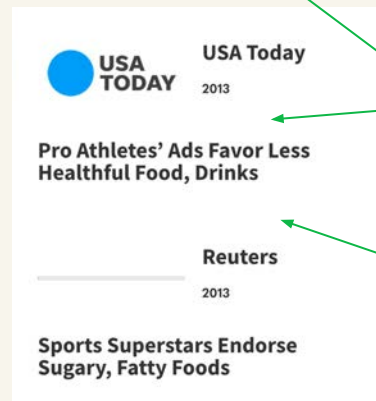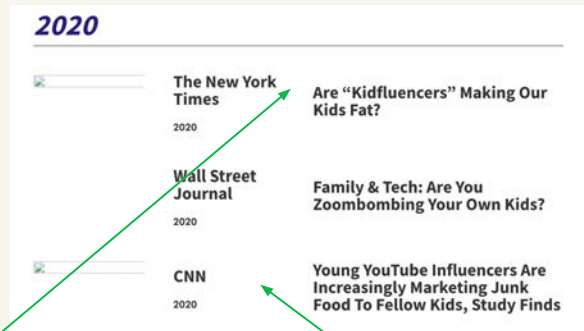
Establish hierarchy and groupings in lists.

Putting related content in close proximity establishes relationships, as does visually separating different groups of content.

The source and headline have the same weight. What should be the emphasis?

Add quick summaries to the articles so visitors will know what they are about to read and why they should follow the link.

The year could be removed from the individual listings since they are grouped under year headings.

2020

The New York Times
2020

Are "Kidfluencers" Making Our Kids Fat?

Wall Street Journal
2020

Family & Tech: Are You Zoombombing Your Own Kids?

CNN
2020

Young YouTube Influencers Are Increasingly Marketing Junk Food To Fellow Kids, Study Finds

USA TODAY
USA Today
2013

Pro Athletes' Ads Favor Less Healthful Food, Drinks

Reuters
2013

Sports Superstars Endorse Sugary, Fatty Foods

Keep related content close to each other so a relationship is established.

Light dividing lines would help visually separate content.

HIERARCHY AND LEGIBILITY

Establish hierarchy and groupings in lists.

The content labels are the main attention–grabbers.

Author line changes depending on where/how the list is populated. Consider using the "author | date" format seen on the label results page, or removing the authors from the list view.

The author field is clickable and brings the user to a 0 results search page. If this is not a navigation element using taxonomy, remove the link.

Add light dividers and space between the results.

Main publication list.

Publication list on label results page.

The only responsive element within the list is the headline, which gets smaller.

Page headers break on small, commonly used screen sizes.

Have a uniform style for search forms, remove recent comments, and add an H1 to tell users that this collection is for publications with tags related to X.

Design updates

Accessibility: color

Make accessibility for all users a top priority.

Sufficient color contrast and appropriate color pairings ensure usability across audiences. Standardize colors and test for contrast.

The blues used for links and menu icons don't have enough contrast on white. The hover color and background of menu items lack sufficient contrast with each other.
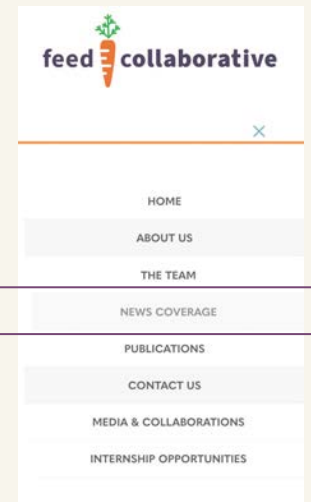
Menu Icons Blue: #7ebec5

Body Links Blue: #2ea3f2

et al. Comparing McDonald's food marketing practices 2). https://nutrition.bmj.com/content/4/2/510.abstract

Mission Link Blue: #0099d6

OUR MISSION

At the FEED Collaborative, we believe that community-based and interdisciplinary research can help shape food environments that are health-driven, sustainable, and equitable. We aim to reduce disparities in nutrition and health by conducting research that informs policy change on a range of topics, including the food retail environment, media and marketing, body inclusivity, immersive technology, and food access.

READ MORE

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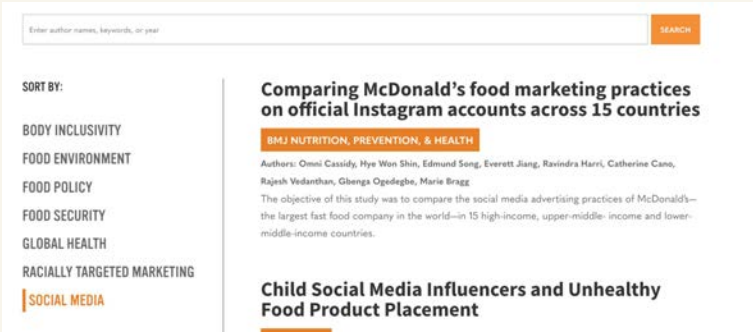PUBLICATIONS
CONTACT US
MEDIA & COLLABORATIONS
INTERNSHIP OPPORTUNITIES

Search Orange: #f58e35

Colors to update:

The search button and many of the publication category label colors also don't have sufficient contrast with white.

Social Media Orange: #e87e26

Body Inclusivity Seafoam: #cae5ca

Food Environment Yellow: #ffca05

Search Bug: One-word search terms will return repeated results, listing the same article 3-10 times in a row.

Food Policy Red: #f04e3c

(These colors are very similar & could pass on larger sizes.)

Racially Targeted Marketing Red: #ee2c24

Colors to update:
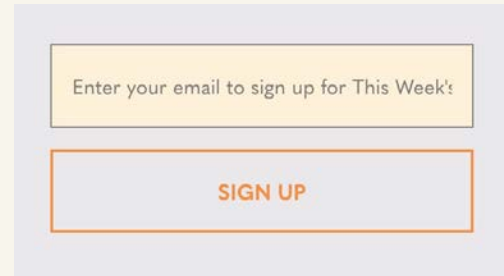
The newsletter block button doesn't have enough contrast with the background color. The help text inside the input field doesn't have enough contrast with the background color.

The input field cuts off text the text at smaller sizes. Shorten prompt text to only what is needed to help the user complete the task, such as "Your email address."

Enter your email to sign up for This Week's Intake

SIGN UP

Enter your email to sign up for This Week's

SIGN UP

Design updates

Logo

Connect the logo to the spirit of the mission.

There is room for improvement with the logo.

Changes to consider:

- A typeface that exudes caring professionalism and scientific intellect.
- A graphic that embodies the organization's purpose, or no graphic.

Have various versions of the logo available for different spaces. Imagine it displayed on a billboard and a small mobile site header.

Thank you!