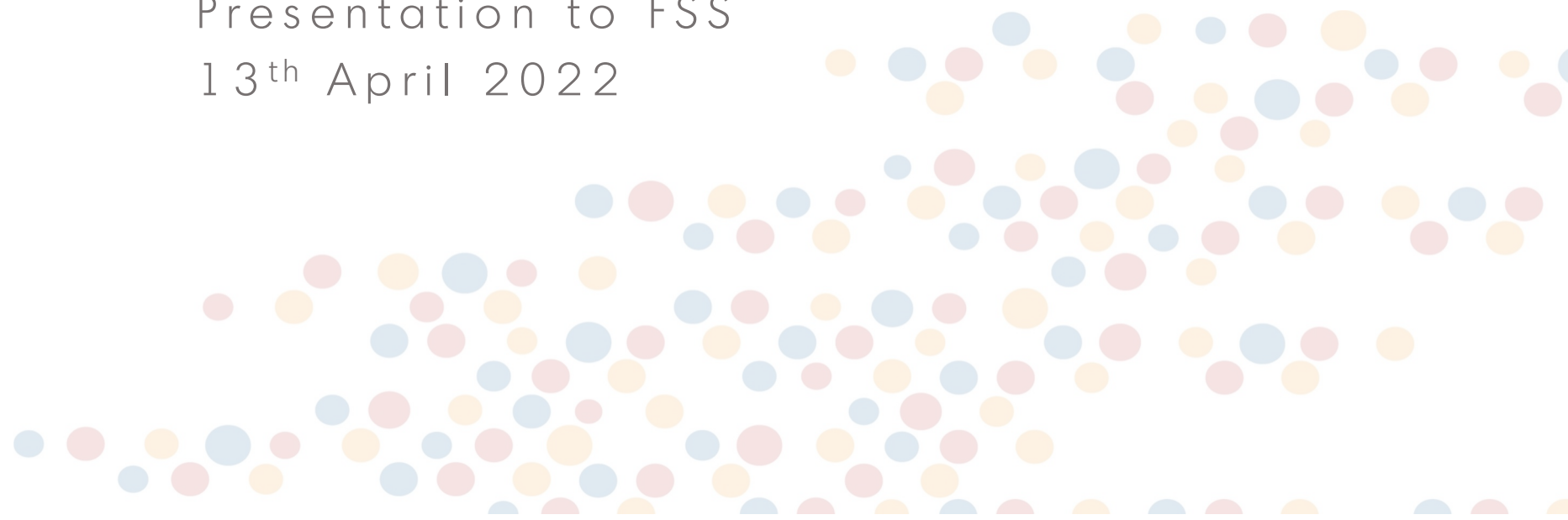




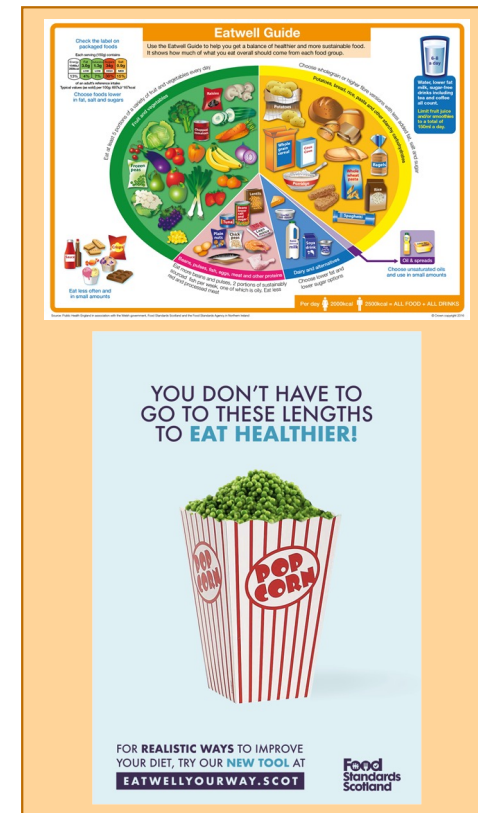
# 'Eat Well Your Way' Tool Evaluation

Presentation to FSS  
13<sup>th</sup> April 2022



# Background

- Only a tiny proportion of the Scottish population manage to eat a healthy diet resembling the EWG
- FSS consulted widely on the need to support the EWG with additional guidance and advice
- Research highlighted the need for a consumer-facing resource (endorsed by research among consumers)
- Simple messages and practical resources to help people move towards a healthier diet were called for
- EWYW has been developed to help people make small, positive changes to their diet, by being a source of practical, pragmatic healthy eating advice tailored to individual users' circumstances
- EWYW draws on the MAP behaviour change model developed by NHS Education for Scotland
- EWYW formally launched on 21 February 2022





# Your requirement

Gather early feedback from target consumers on EWYW

## Overall views

- Users' first impressions?
- What do users like/not like?
- How can the resource be improved?

## Language & Accessibility

- Is the site accessible and easy to use
- Is the content understandable?
- Do any parts pose difficulty?

## Feedback on the content

- Is the information useful?
- Is it engaging?
- Is content reliable/trustworthy?
- Any new areas/topics to add?

## Potential to impact behaviour

- Do users envisage making a change?
- Will users use the tool again?

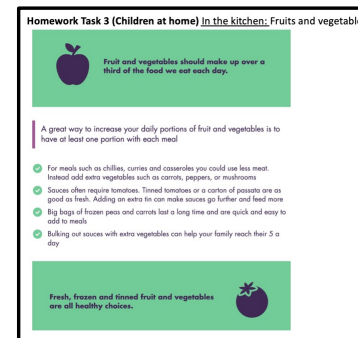


## 2-stage approach to the evaluation

### Stage 1 – Homework task

- Briefing to introduce the homework task and Q&A
- Participants engaged with the site + noted down first impressions
- Participants then read two sample content sections
- Six homework tasks in total, with two sample sections each
- Content allocation tailored to participants

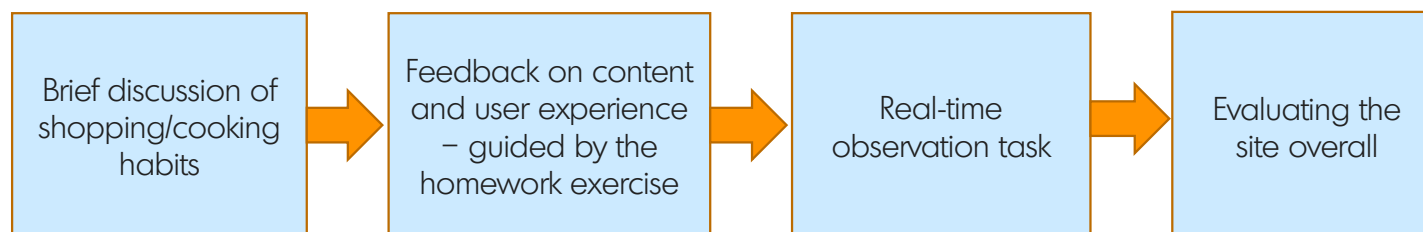
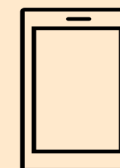
Exercise worked well



### Stage 2 – Depth interviews

- Interviews conducted over Zoom
- Each interview lasted 1hr
- Observation – participants browsed site to highlight any navigation or user experience issues

Most participants browsed the site on a mobile device

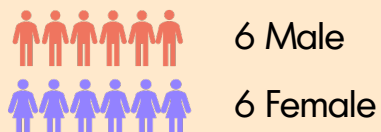


Flow of the interviews



# Sample is diverse, skewed towards lower SEG families likely to need support (planning, shopping, cooking) to eat a healthier diet

## Gender



## SEG

5 E  
7 D



## Ethnicity

9 White  
3 Black/African/  
Caribbean/Black British



## Household



2 Live alone  
2 Live with partner only  
3 Single parent  
5 Partner & child/ren

## Geography

4 Urban (city)  
3 Urban (suburbs)  
2 Rural  
3 Semi-rural



## Child age

3 Pre-school  
4 Primary aged  
5 Secondary aged



## Shopping habits

4 Mostly local shops  
6 Mostly supermarkets  
2 Mix of both



## Experience in the kitchen



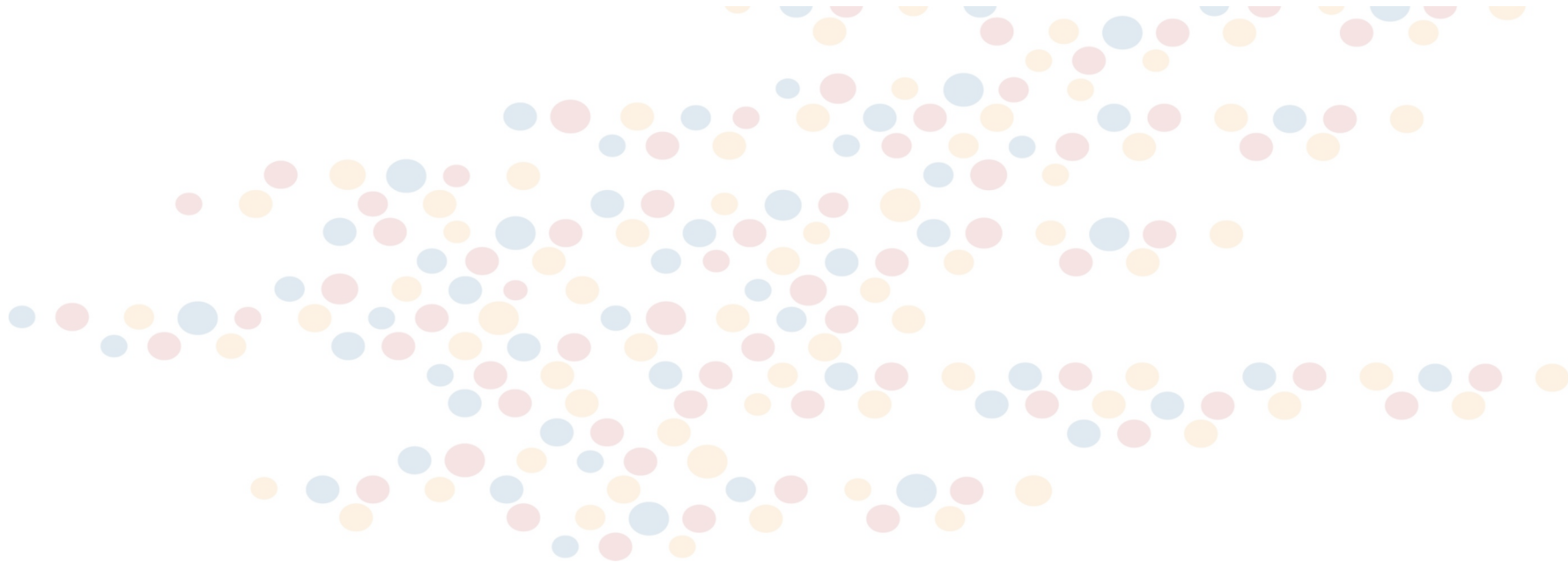
6 Little/no experience  
6 A lot of experience

2 had used a  
digital healthy  
eating tool before

Different  
demographics  
and lifestyles

Reflected range of assets  
& lifestyles – eating in /  
eating out

Quite likely to use  
a healthy eating  
app or website



# Findings



# We identified three core themes

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## Relevance/Tailoring

- Participants are looking for highly tailored content which is relevant to their unique situations
- This includes kitchen experience and household makeup, but a number of other areas were identified
- Acknowledging specific barriers to healthy eating helped content to feel relevant

## Practicality

- Above all, participants are looking for specific, practical steps they can take to improve their health
- Many are already clear on 'why' they should change eating habits – how to go about it is the priority

## Presentation

- Text-heavy presentation was off-putting for some
- Participants would welcome more images, graphics and/or videos throughout



## Some general observations in the light of the findings

- It's clear the site is about healthy eating
- Content is relevant to, and spoke to, the audience,
- But further tailoring of content welcomed by some
- Participants understand and follow the language

- Practical guidance was positively received
- However – overall the content often felt too general
- The visual appeal wasn't as strong as the content

- Some participants were 'warm' to using it again
- Range of practical changes suggested

"Usually I find healthy eating stuff quite intimidating, but this felt quite friendly and well laid out." (F, 18-24, D, Kitchen Experienced, no children, White)

"It was packed with information, lots of examples and tips." (F, 35-44, D, Kitchen Experienced, Primary aged children, White)

"It is very important to have the site so it draws you in with photographs or pictures...so that it is not just about reading." (M, SEG- D, Secondary School Children, Minimal Kitchen Experience, Minority Ethnic (Nigerian))

Sustainability not mentioned beyond 'food waste' which was on a couple of people's radar as a cost saving measure





## Overall, Participants found the site straightforward to navigate

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Participants generally had no issues understanding the main menu or how to find the core content. Some minor issues flagged up:

- For some of the wordier sections, having to scroll to the bottom of a page to see the more specific sub-sections was a minor issue
- A few participants weren't sure how to return to the homepage when using the mobile site
- When viewing the desktop version, the breadcrumb navigation at the top of the page mitigates this issue with a clear 'Home' icon
- Some participants were unsure of how to use the 'Favourites' section in the menu, as they hadn't made the connection to the heart icon on each page
- Lack of internal links throughout, making it easier for users to pursue information on topics they found interesting or useful
- The search bar was not widely used – as new visitors, few participants knew what to expect

 > SHOPPING > AT THE SHOPS





## There was a lot that participants liked about the site

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### Relevance/Tailoring

- The 'idea' of tailoring was well liked - it suggested a resource that would be relevant to them
- By covering shopping/ cooking/ eating, this suggested comprehensiveness and credibility
- Sections were not TOO content heavy (though this comment was often caveated that some sections were over wordy)
- Content seen as a helpful reminder/ refresher of info that many feel they already know
- This reinforces / boosts confidence in kitchen / shopping

"It's a bit like the Weight Watchers site, but that's all about what you can't do. This feels more like it's about making wee changes, which is good." (F, 35-44, D, Kitchen Experienced, Primary aged children, White)

But some of these strengths – especially implied tailoring – were also weaknesses that people picked up on



## There was a lot that participants liked about the site

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### Practicality

- Participants recognised and responded well to the hopeful message of making small changes
- Participants liked specific tips and practical guidance, e.g.:
  - Swapping ingredients
  - Buying heavy items online
  - Frozen is just as good
  - Adding vegetables to soup
  - Microwave potato before cooking
- Participants appreciated that the content acknowledged the challenges/ barriers around healthy eating – i.e. that healthy is hard - and tries to help mitigate them

“The tip about tinned stuff is good – I always want to get more veg into my kids, and I knew about frozen veg being just as good, but I wouldn’t have thought a tin of tomatoes counts the same!” (F, 25-34, E, Kitchen Experienced, Preschool and primary aged children, White)



# There was a lot that participants liked about the site

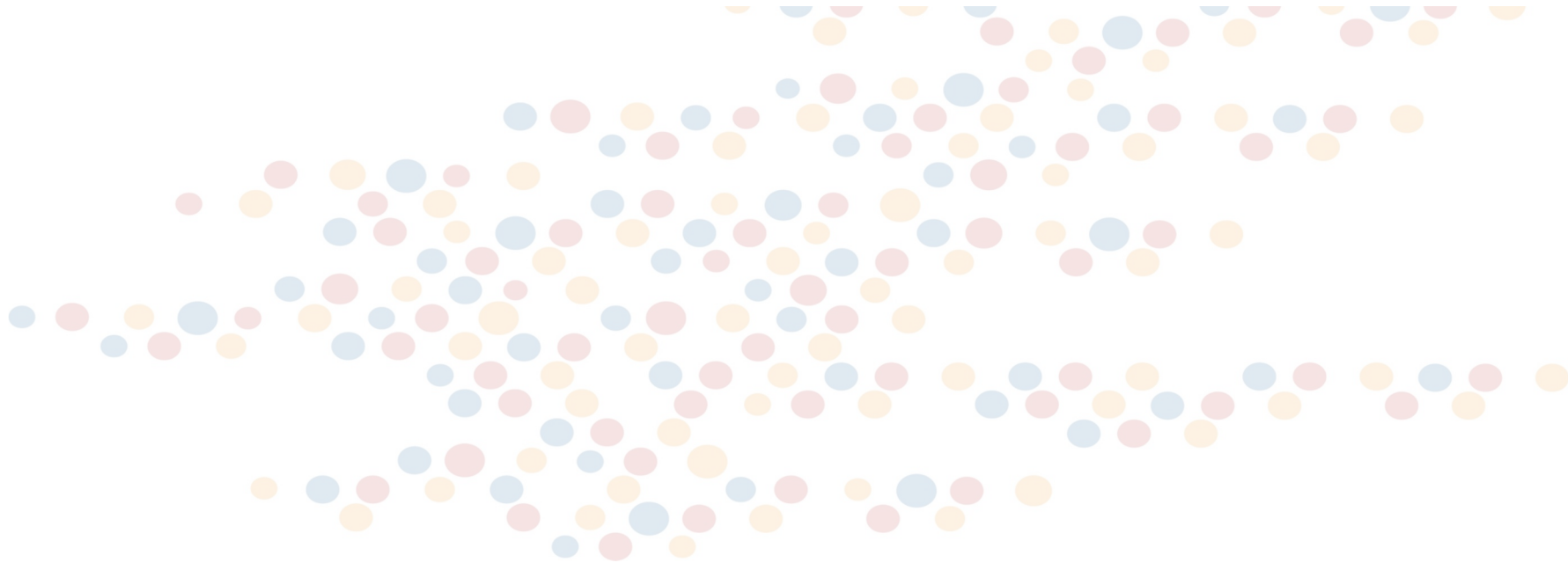
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## Presentation

- The resource is generally seen as clearly laid out and broken down into helpful sections
  - This 'chunking' supports the sense of EWYW being a resource that is tailored to them
- When left to their own devices, participants found it easy to find a section that they 'felt' might be useful to them
- Coloured boxes, bullet points, icons all create some stand out and visual appeal

"I think the design is really good. 'Plain' doesn't sound like a good word to use, but in this context I think it's good not to have too much going on." (F, 18-24, D, Kitchen Experienced, no children, White)

Language was easy to read and understand throughout

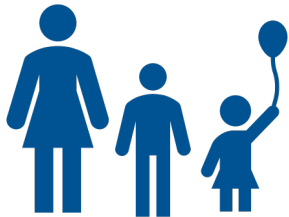


# Vignettes



Sharon would have been delighted with this resource a few months ago when she was in need of it

Female, SEG- D, 45-54yo, Primary and Secondary aged Children, Moderate Kitchen Experience, White

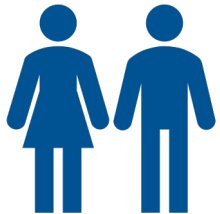


Sharon is a single parent with two teenage children, one a foster child. She split from her partner last year. The partner used to do all of the cooking. Sharon was 'useless' in the kitchen. Meals in the past (when her partner was home) were heavily meat based, but Sharon has wanted to move to a different, less meat-based, more healthy eating regime. The last year has been a steep learning curve for her. Had she found EWYW a few months ago, she would have made heavy use of it. While it is of less value to her now as she has gained a lot of cooking skills in a short space of time, she spotted a number of helpful, practical things, such as lists and menus to use when shopping and tips when eating out. If it had more meal plans she would certainly use EWYW again.



## Kay is attracted to the site because it offers small, achievable steps

F, 18-24, D, Kitchen Experience,  
lives with partner, no kids at home

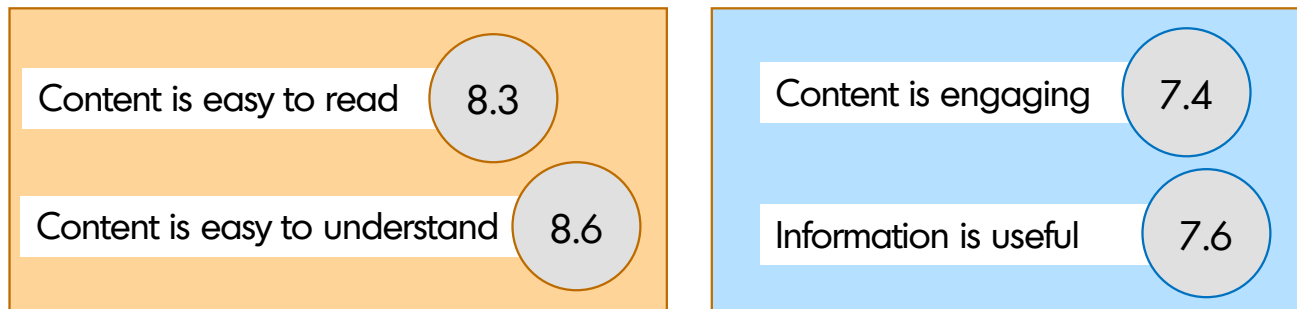


Kay does all the cooking and looks for simple things because of time pressure. She grew up a 'fussy eater' and finds healthy eating advice a bit overwhelming or intimidating. She is keen to change her diet and introduce more fruit and veg. In the past she tried the drastic step of getting rid of all unhealthy food from the house and buying in healthier, but it was too much to do in one go. Advice about small steps around about eating more veg and healthier snacking in the MAC section was appealing – especially where it set out specific, achievable steps. The meal planning tips were also welcome.



## Summing up - scoring content & information

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Site scoring slightly higher for readability and understandability, than for being engaging and creating a sense that the information provided will be useful to participants





## While most participants had positive things to say about EWYW, ALL pointed out things that they did not like or/and felt could be improved

### Relevance/Tailoring

- Tailored, but not tailored enough for many - a lot of information not relevant to them or that they were already familiar with
- Several participants had an appetite for a lot more detail than the site currently offers

### Presentation

- For some, the content felt too “wordy” – more visual content would improve the overall appeal

### Practicality

- At times the site was felt to be too theory or principle - focused
- A lot of the guidance was seen as ‘simply common sense’ - a useful reminder, but not as specific as many were looking for or/and offered at too ‘basic’ a level to be useful

“I’d like it to be more specific at times. It mentions ‘fruits’, but are all fruits the same? If I mostly eat citrus fruit instead of other kinds is that ok?” (M, 35-44, D, Kitchen experience, Pre-school children, BME)

“It’s like reading a book at times. I’m not much of a quick reader so I think I’d get put off this quite easily.” (M, 45-54, D, No Kitchen Experience, Secondary aged children, White)

“People sort of know they should eat healthily, but not how to go about it.” (F, 35-44, D, Kitchen Experienced, Primary aged children, White)

“I need someone to tell me what foods would be better for me and how to cook them...and on my budget.” (M, 55-65, E, No Kitchen Experience, Living on Own)

“If you’ve got good tips, they should be in front of you, you shouldn’t need to search through and scroll all the way down (M, 45-54, D, No Kitchen Experience, Secondary aged children, White)



## Interest had been sparked, but it had not always been met / satisfied

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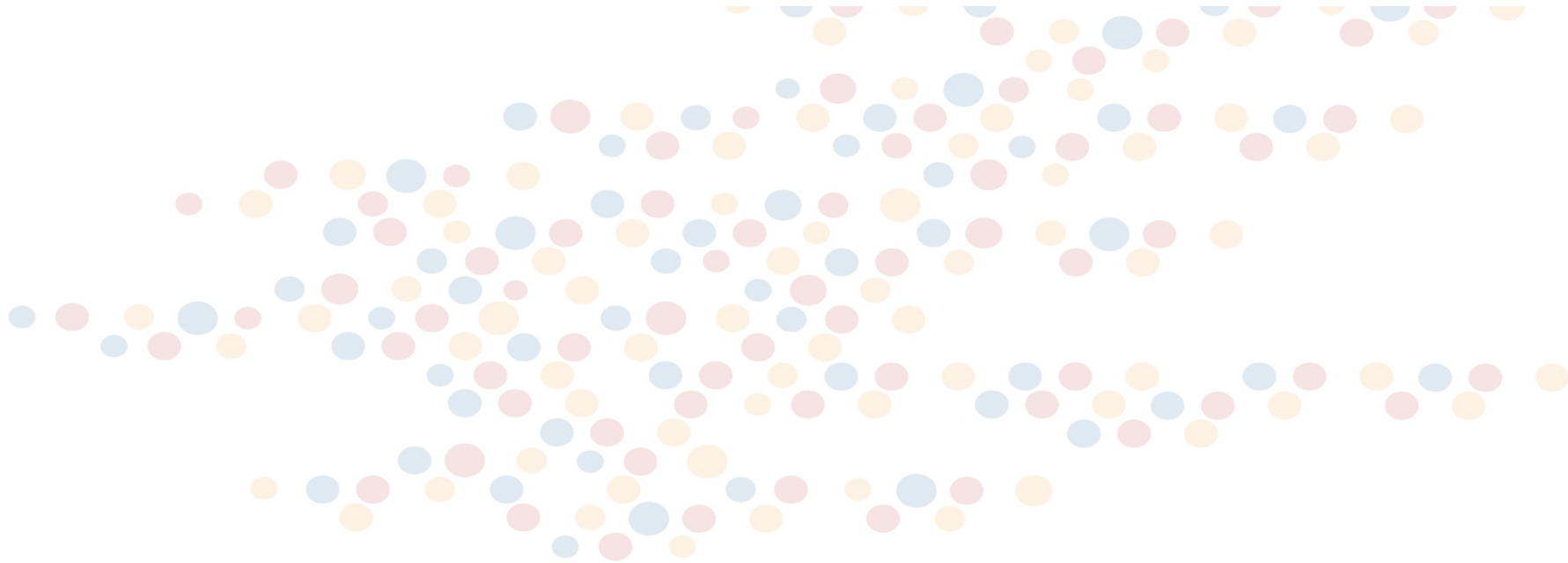
- Several people left 'unsatisfied' – initially the resource felt it could be relevant to them, but did not live up to that promise
- Many surprised at the lack of recipes – something they would expect from a healthy eating resource
- Not enough about 'how' to do things – participants tended to be most enthusiastic about practical tips relevant to their situation, but didn't always find content which matched this expectation

"I would like help to shop on a budget...like one part of the website that helps me to look at all the different ways I can save money when I am shopping for food." (M, 55-65, E, No Kitchen Experience, Living on Own)

"It felt very general to me...it was basic and it did not have a lot of detail. I expected more detailed tips that I could use." (F, SEG- E, No Children, High Kitchen Experience, Minority Ethnic (Caribbean), Multiple Health Conditions (including Diabetes and Obesity))

"I looked at the portion size part, I thought that would be useful....but it needs to be much clearer and more practical and have more photographs....so you can see clearly what the advice is." (F, SEG- E, No Children, High Kitchen Experience, Minority Ethnic (Caribbean), Multiple Health Conditions (including Diabetes and Obesity))

"I would like to see what more can go into the microwave....for work and for home too." (M, 55-65, E, No Kitchen Experience, Living on Own)

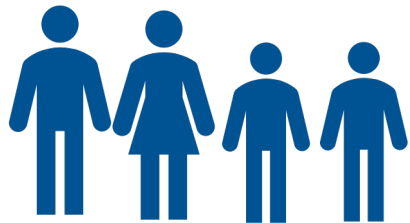


# Vignettes



## For Colin it was not visual or engaging enough, so he missed a couple of useful tips

Male, 45-54, D, Less kitchen experience, lives with partner and two secondary age children



Colin wants to get out to the outdoors with his sons, but his fitness level holds him back. Improving his diet would be a big step towards this goal. Not a strong reader, he felt the captions on the homepage video moved too quickly. He would prefer a more visual resource, as too much reading is off-putting or difficult to get through (although the language wasn't an issue). Advice on cutting out unhealthy snacks in MAC was useful, but he didn't notice the snack swap advice elsewhere on the site (**In the Kitchen > Making meals and snacks healthier > Snacks**) due to there being too much to read through. Overall, there was advice here which could help him to meet his goal, but he finds it difficult to engage due to much of the advice feeling familiar. He would welcome better tailoring to make it easier to find the tips he needs.



Kevin is now on his own and struggling in the kitchen. He's picked up and actioned one recipe, but needs very practical support suited to his situation

Male in early 60s, E-SEG, living alone, recently widowed, and living off sick benefits



Kevin has no confidence in the kitchen. His recently deceased partner previously did in all. Now he eats anything cheap that he can get from the freezer. The issue is that he can't cook rather than won't cook. He has zero confidence and is struggling to shop and cook as a single person. He needs and wants guidance – basic and simple - on how to shop, cook and eat healthily. He is open to receiving guidance, but he cannot find it. The EWYW tool was fine, in theory, but only really in theory. His favorite part was the recipe for scrambled eggs, which he has eaten multiple times since seeing the website because it is easy and cheap. To be more valuable to him, the EWYW tool would need to be tailored to his needs as a single man, with zero experience and confidence in the kitchen, who has simple taste and needs to live on a very strict budget. It would need to be much more practical.



## Benita is diabetic and Caribbean and is wanting a resource with content tailored to both

Female, SEG- E, 55-64yo, No Children, High Kitchen Experience, Minority Ethnic (Caribbean), Multiple Health Conditions (including Diabetes and Obesity)



Benita has been cooking since she was 8 years old and had no problems with it. The main challenge she has in the kitchen is cooking in a way that helps support her health needs. As a diabetic with significant weight issues, she needs to be very careful with sugars and fats. She is also someone who needs to be very careful with her budget. The EWW tool had a few valuable elements, but there were very few that she could see. Overall, the website was not that relevant to her and there would need to be more relevant content that can be easily found by her that reflects her health needs, her experience in the kitchen and dietary preferences (which are strongly influenced by her Caribbean heritage).



# Summing up the general feedback

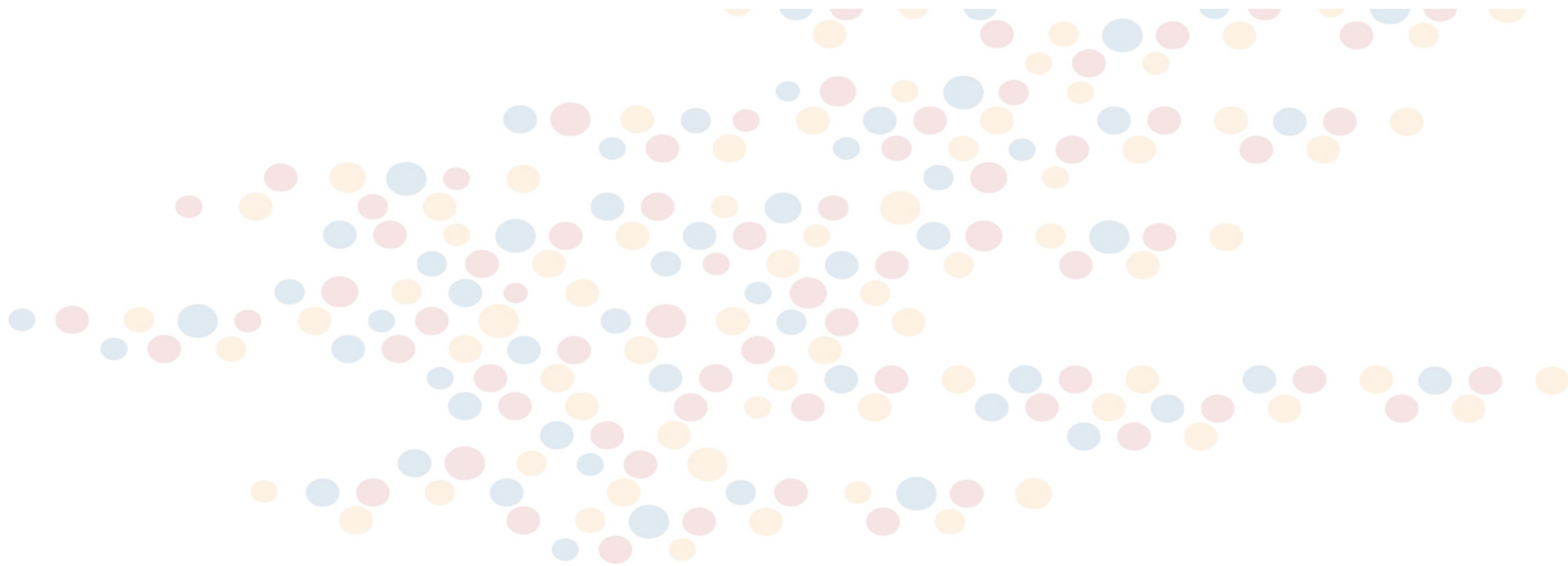
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## Positives

- ✓ Language easily understood throughout
- ✓ Navigation generally straightforward
- ✓ Content clearly linked to healthy eating
- ✓ Practical suggestions very well received
- ✓ Idea of tailored guidance was well liked
- ✓ Framing healthy eating as small steps helps to make it feel achievable
- ✓ Layout of sections & sub-sections clear

## Negatives

- Tailoring did not always feel specific enough to meet peoples' needs
- Linked to this, some advice felt like 'common sense' (often due to participants having prior experience)
- For many, the focus on practical suggestions was not strong enough
- Content felt too text-heavy for some



Feedback on some specific  
elements of the site





## Homepage Video

- Idea of having videos well received across the board
- Actual video on homepage received mixed reviews
- Some found it 'a little on the long side'
- Others felt it raised expectations that were not fully met
- For one participant, the captions moved too fast for him to read

Where participants hadn't watched the video, this tended to be due to wanting to get straight into the content of the site that they anticipated would be useful

7 watched the full video  
1 watched in part  
4 did not watch

"It mentions eating healthily on a budget which is very important." (M, SEG- D, Secondary School Children, Minimal Kitchen Experience, Minority Ethnic (Nigerian))

"When I saw the video I thought 'this is going to be good'. But when I got in it I felt it was very basic. I thought...'is this for me?'" (M, 55-65, E, No Kitchen Experience, Living on Own)

"If I had watched the video first, I would have felt even more positive about the idea of taking small steps" (F, 35-44, E, Kitchen experience, Pre-school & Secondary aged children)

"I didn't look at it - it didn't seem too important so I went straight in and did the quiz." (F, 18-24, D, Kitchen Experienced, no children, White)



## Screenener quiz

10 of the 12 did  
the quiz

- Easy to do and understood (by some) as a way to access tailored content
- The word 'quiz' caused some confusion:
  - A few did not realise the purpose and expected right/ wrong answers or immediate 'results'
  - Some expected to find how they compare to others in Scotland
- Some confusion about why a user would wish to retake the quiz
- Level of tailoring which resulted not meeting expectations

"I don't get why the quiz was there. It felt like it went to the same bits however you filled it out." (M, 45-54, D, No Kitchen Experience, Secondary aged children, White)

"I did it a couple of ways and got the same results...it was like it (the site) was incomplete." (F, SEG- E, No Children, High Kitchen Experience, Minority Ethnic (Caribbean), Multiple Health Conditions (including Diabetes and Obesity))

Users' experience with the quiz often provoked criticism about the level of tailoring of the resource.....

## People looking for a more tailored resource would expect more from the quiz

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Suggestions for more detailed profiling required to tailor content include:

- Level of need to stick to a strict budget when shopping for food
- How active the user is / how much exercise they do
- Level of skills and confidence in the kitchen
- Who they are cooking for - single person, a couple, group of adults, cooking for family with kids
- Cultural differences and dietary preferences in order to cater for Scotland's diverse population
- Health conditions of relevance to diet (obesity, diabetes, gout)



## Making a Change – quite a mix of contradicting views about this section of EWW

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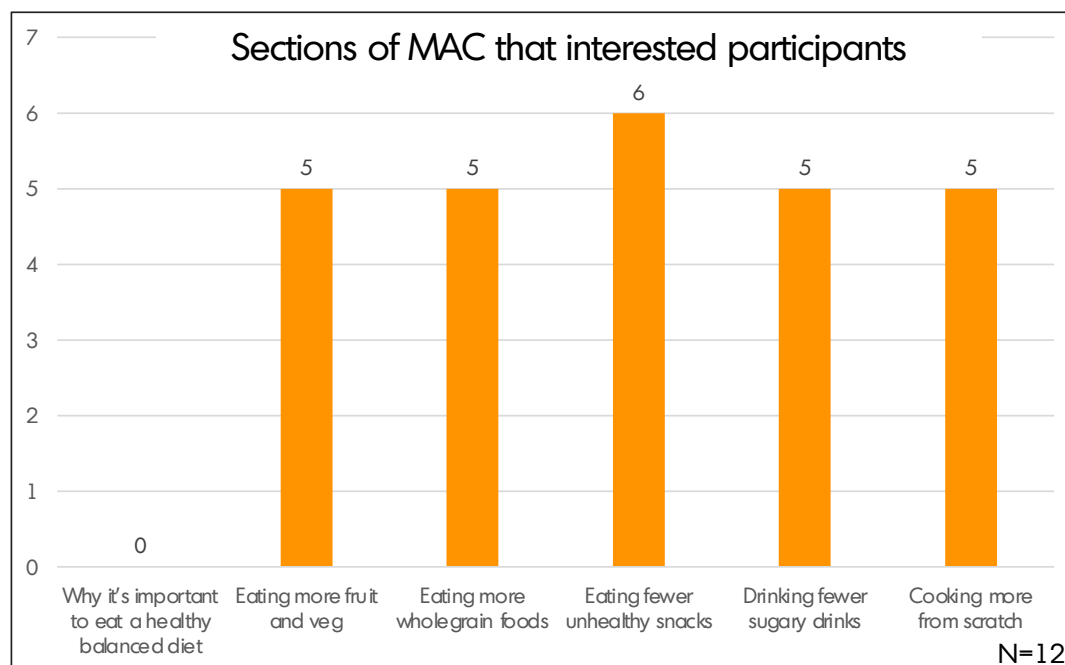
Most participants did not land on MAC under their own steam during either the homework or observed parts of the exercise

- Participants were often unclear on the purpose of this section, which felt separate from the three 'core' content sections
- Basic and straightforward – which for many is a strength
- Practicality of the advice is another strength
- Case studies – some found them helpful and relatable
- Advice offering ways around barriers to healthy eating (e.g. time pressure) appreciated
- A few participants singled out the mention of the NHS and felt that this added to the section's credibility

"I've tried kind of going 'cold turkey' before, throwing out all the unhealthy stuff and buying fruit and veg. Smaller tips like this feel less overwhelming than that was."  
(F, 18-24, D, Kitchen Experienced, no children, White)



## There was broad interest in topics across the scope of the MAC section



"I know why I should be eating healthier already, so I wouldn't bother reading this part" (F, 25-34, E, Kitchen Experienced, Preschool and primary aged children, White)



Reflects interest in the 'how'

Interest in all sections of 'MAC' except 'Why it's important to eat a healthy balanced diet'. Participants looking for specific advice relevant to their current shopping, cooking and eating habits. They feel that they know why they should be eating more healthily, but they're keen to find out how to go about it.



## Although MAC achieved a fairly good rating as a resource to support healthy eating...

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### Practicality:

- The wholegrain section – while very straightforward – content was not practical enough

### Presentation:

- Not always presented in a way that could be easily digested and, as a consequence, its motivational impact was weakened
- Sugary drinks was liked as a topic - and felt to have potential value - but was not visually engaging or motivating
- General feeling among those 'less positive' about this section that it needs to be simpler and more instantly engaging – e.g. more key tips

“What wholegrain foods can I get besides brown bread...and where do I get it from?” (M, 55-65, E, No Kitchen Experience, Living on Own)



## Some limited evidence that browsing the site could prompt a change in behaviour

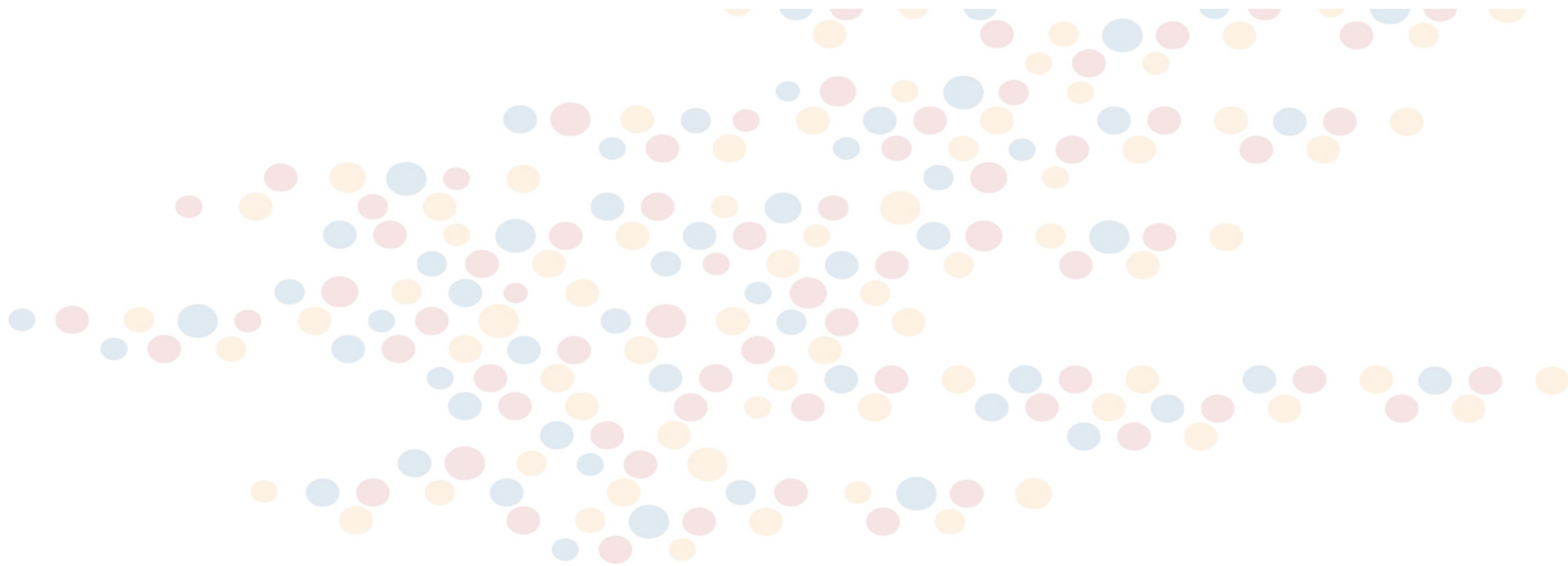
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- Acknowledgement by participants that they were not eating as healthily as they would like, but most unsure or unlikely to make a change based on what they had read
- A few would consider making a change - this tended to be motivated by having found a practical suggestion which felt was new and achievable

"I already know the info about the children, but I might look up things for me when I want to make a change."  
(F, 25-34, E, Kitchen Experienced, Preschool and primary aged children, White)

"On Monday I wouldn't have been very likely to come back to the site, but this new section [Making a Change] has some ideas that are new to me that I can try- I'd have to go back and read more."  
(M, 35-44, D, Kitchen experience, Pre-school children, BME)

Some expressed an intention to return to the site to look for further tips or ideas

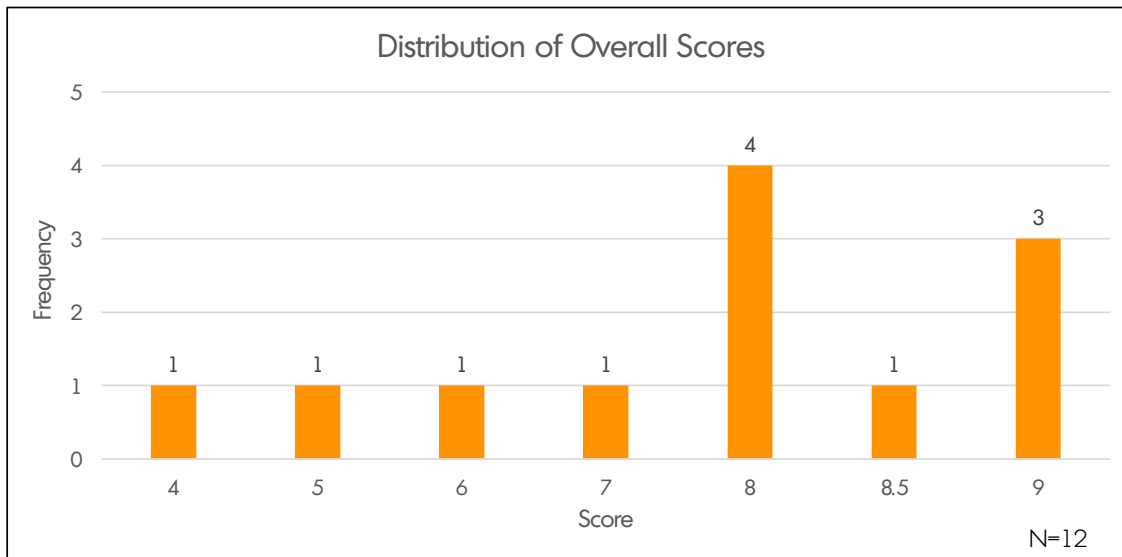


# Overall rating and future intentions





## Overall, users rated EWYW fairly well



- Credible content and breadth of content driving higher scores
- Wordiness, limited relevance to individual needs/ situations, and lack of practical ideas were reasons for low scores

“To me it doesn’t feel like it’s finished yet, it still needs trimmed down and brightened up.”( M, 45-54, D, No Kitchen Experience, Secondary aged children, White)

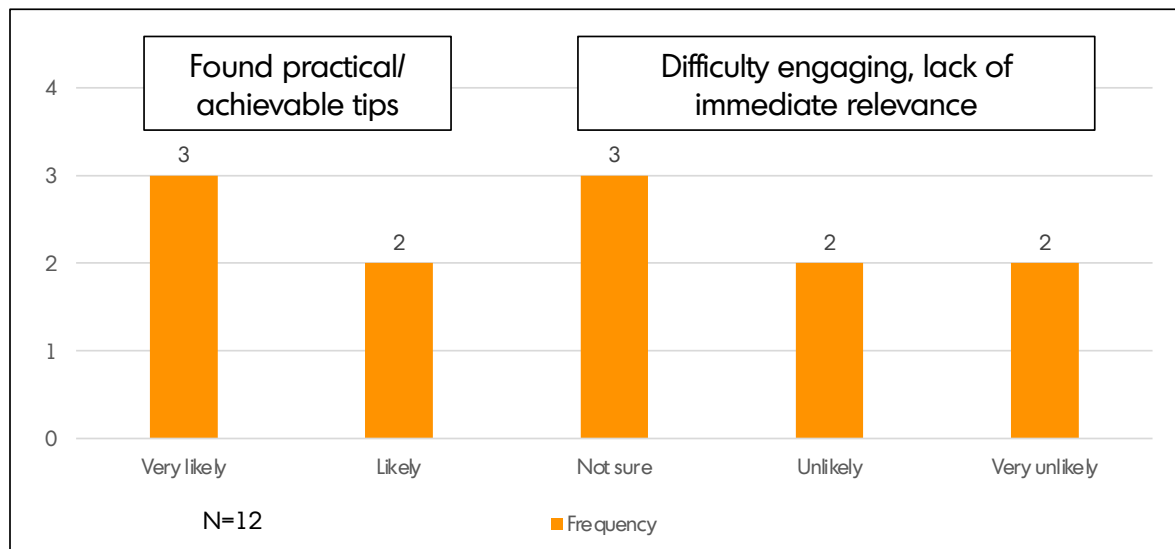
Average score (1-10, 10 highest)

Overall rating as a resource to support healthy eating

7.5



## On the face of it, likelihood of future use of EWYW looks pretty positive



But there are significant caveats, especially among those less likely/unsure:

- Updating site with new tips and ideas would help drive repeat visits
- At present, the resource is viewed as a website rather than as a tool
- Some might return to the site when thinking about making a change – but they did not feel that way at the moment

“The Making a Change part has some new ideas. To me, there’s something in here that makes me want to go back and read more.” (M, 35-44, D, Kitchen experience, Pre-school children, BME)

“I’d be more likely to come back if I knew they were going to change the tips or the quiz up a bit every now and then – once I’ve read something that’s me read it.” (F, 35-44, D, Kitchen Experienced, Primary aged children, White)

“I tend to overdo it in the kitchen and waste a lot of food, the bit about smaller portions and ways to use things up would be useful to me.” (F, 35-44, D, Kitchen Experienced, Primary aged children, White)

“I’d be more likely to come back if there were recipes and a few more specific ideas – it would be great to have tips on avoiding wasting food in a small household.” (F, 18-24, D, Kitchen Experienced, no children, White)

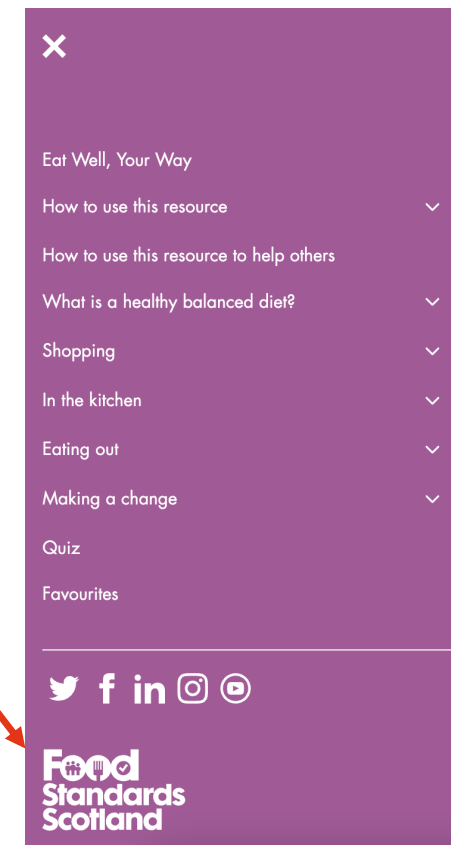


## There is very little association with the FSS brand

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Overall, the website came across as official - perceived to be from a government agency. As a result - it feels reliable and trustworthy

- Only one participant noticed FSS (via the branding on the menu)
- Most respondents did not know who the site was from
- As it stands, the site adds little value to the FFS brand
- At its current level of visibility, the FSS brand adds little value to the resource





## General summing up

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- EWYW works for some consumers – a credible and valuable website, generally easy to navigate, with helpful tips, advice, encouragement to people to make small steps towards healthier diet
- For these consumers, the core purpose of EWYW is being achieved – prompting them to think about what they can do to improve their eating habits
- Some interviews indicated a change in behavioural intention – almost always linked to finding a practical suggestion which felt relevant and achievable

- For others, EWYW would need to offer more to be relevant and of use
- Specifically, and importantly, tailoring (welcomed in principle) does not go far enough for many
- At least half are unlikely to use it again - due to lack of personal relevance, practical value and visual/user appeal within the site
- Individuals' situations and needs vary widely – it is very difficult to meet everyone's expectations
  - e.g. not a resource for people with special dietary needs, like diabetes or kidney disease
- Future refinements should aim to enhance the site's perceived utility as a practical tool for users



# Recommendations

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## Relevance/Tailoring

More tailoring - develop profiling exercise with additional criteria – specific to individual needs (e.g. around different cultures and levels of kitchen experience)

## Practicality

Highlight and emphasise practical advice and tips – e.g. kids' recipes, using what's in the fridge, menu ideas (as distinct from full recipes)

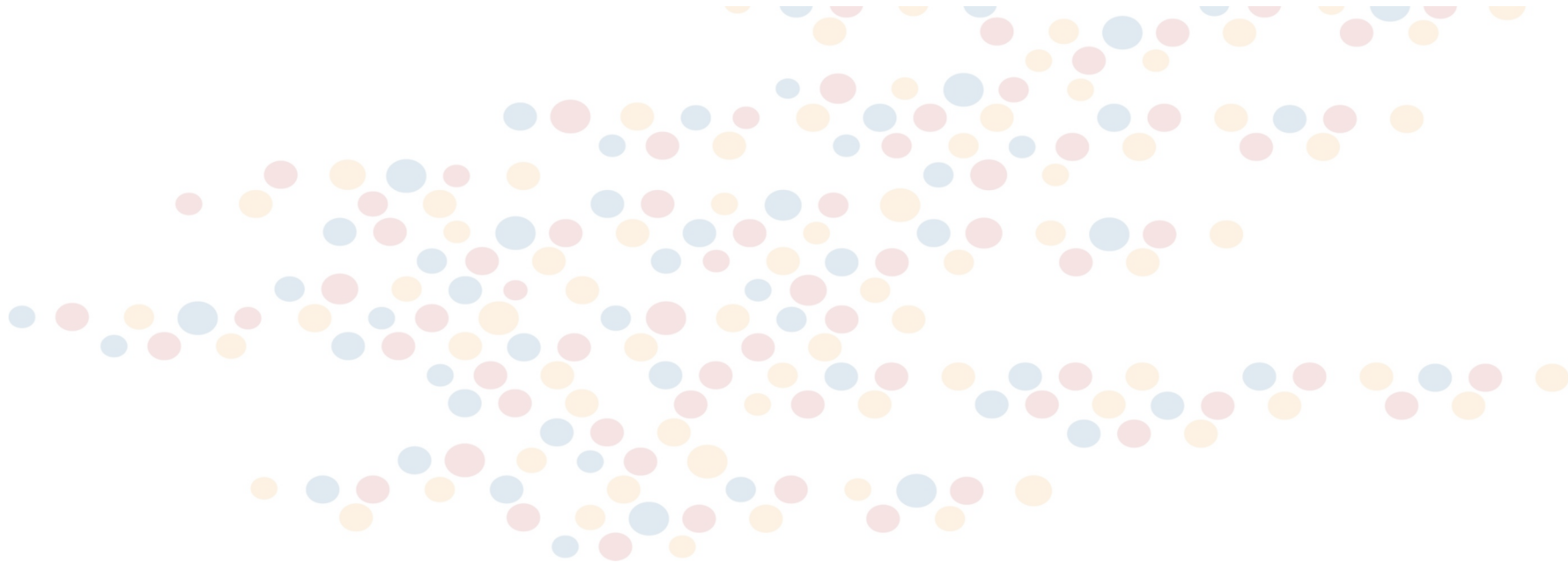
## Presentation

Reduce the amount of text/reading (and therefore scrolling) required to get through the content:

- Insert additional graphics / images to improve the feel of the site and breakup lengthy/wordy copy
- Add more video content in the style of the homepage video to act as an 'explainer' and cut down on the reading required

## "Making A Change" Section

- Make the purpose of the MAC content (and how it links to the other sections) clearer
- Make the MAC section more prominent– perhaps through the use of internal links in the core content sections



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