



Re-Feed

Re-Feed Case Study:

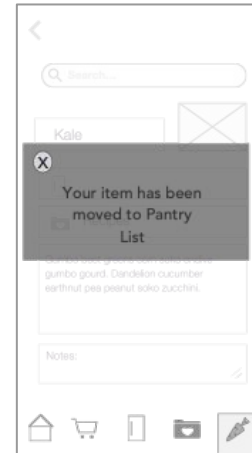
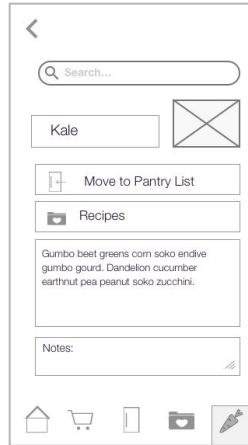
How Might We provide urban dwellers with a means to reduce personal food waste.

FoodQueue

Introduction

TIMELINE: 6 weeks + 48 Hours

MY ROLE: I was the sole researcher and designer for this project. I collaborated with my classmates as we focused on our own projects



FoodQueue

Introduction

PROBLEM: Identify and solve the problems contributing to food waste.

WHY:

- ☐ growing concern for a lot of people
- ☐ has a negative impact from a financial, environmental, and emotional standpoint
- ☐ I struggle with food waste in my life and would like not to

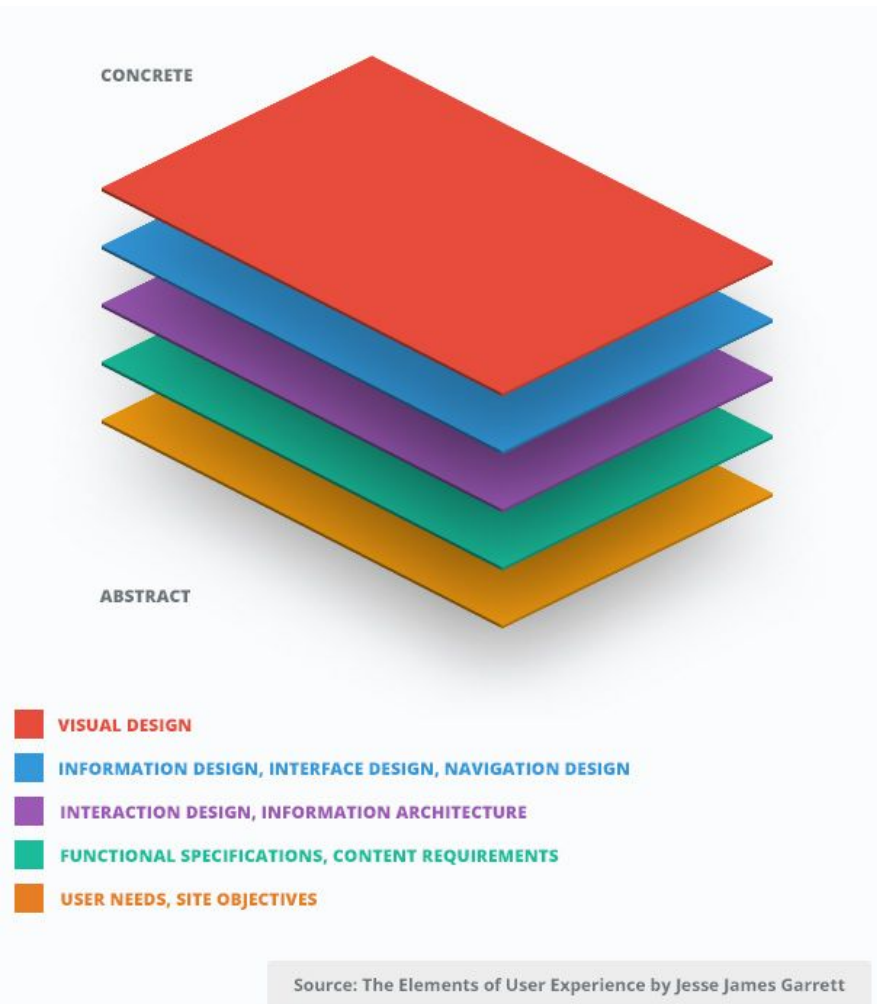


FoodQueue

Introduction

GUIDELINES: I followed the 5 Planes of UX methodology: strategy, scope, structure, skeleton, and surface

WHY: I determined this was the best course of action to help me focus on my goal as well as align my activities to address the user experience consistently.



FoodQueue

Strategy

MAIN GOAL: help people stay organized to help alleviate food waste

RESEARCH:

- ❑ Conducted User Interviews
- ❑ Determined my focus would be urban shoppers
- ❑ Interviewed 3 people for 40 mins each

HOW MIGHT WE provide urban dwellers with a means to help reduce personal food waste.

	PERSON #1	PERSON #2	PERSON #3
NAME & JOB	Shannon, Curriculum Development	Aljimane, Project Manager	Renee, Acupuncturist
AGE GROUP	35 - 44 yrs.	25 - 34 yrs.	35 - 44 yrs
CURRENT SHOPPING HABITS	Lives in between 2 grocery stores. Used to do more routine shopping, now picks up a few items on way home to round out a meal w the ingredients they currently have. Less likely to do full shop, usually 1-5 things at a time	Typically does a bigger shop on Sundays to avoid crowds. Does shopping every 2-3 days to buy as often as possible so there isn't as much food waste. Is very intentional about food, plans meals out 2-3 days at a time, then buy things to prepare for these meals. Doesn't deviate that often, unless they order fast food.	Commutes from downtown core to home in Etobicoke. Grabs groceries on the way often, stops at places they know have fresh produce.
HOW THEY STAY ORGANIZED	She does assessment of what is in house and then making a little list OR often ends up wandering the store trying to remember what was in the house and being very inefficient. Meandering for a really long time, second guessing what is at the house already.	They started using google calendars to plan out the week for meals and shopping sync with their live in partner.	They sometimes makes paper notes, but mostly tries to wing it in the store. Will often make post-it notes and stick it to their phone. Ends up buying duplicate items often

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Strategy

PROCESS: I compiled a persona to guide my process and ensure I stayed User-Centric

USER NEEDS:

I determined a lack of organization was the most prominent contributor to food waste.

Participants shopped on-the-go without a list. They often picked up items they already had on hand, as well as forgot essential ingredients for the dish they wanted to make.



Sam

34 years old

Works full-time

Involved in extra-curricular studies & workshops

"I'm often wandering the grocery store, trying to remember what is at my house, and be very inefficient. Just meandering for a really long time, feeling indecisive about what I am going to make, second guessing what I have or not already."

A veggie tale

Sam works full time and often takes classes and workshops outside during the weekends. She usually commutes by public transit or bike. She likes to save time by doing her grocery shopping on the way home from work.

Sam likes to plan her meals in advance as she believes this helps her cut back on food waste; an issue she is very mindful of. She likes to follow recipes, but often forgets what she already has, and will often abandon a recipe if she can't find an item.

Goals

- ♦ keeping food organized
- ♦ reducing food waste
- ♦ more organized shopping routines
- ♦ storing food for optimal freshness

Frustrations

- ♦ buying food she already has at home
- ♦ food waste caused by her lack of organization
- ♦ finding her favourite recipes easily
- ♦ wasting time trying to remember what she has already

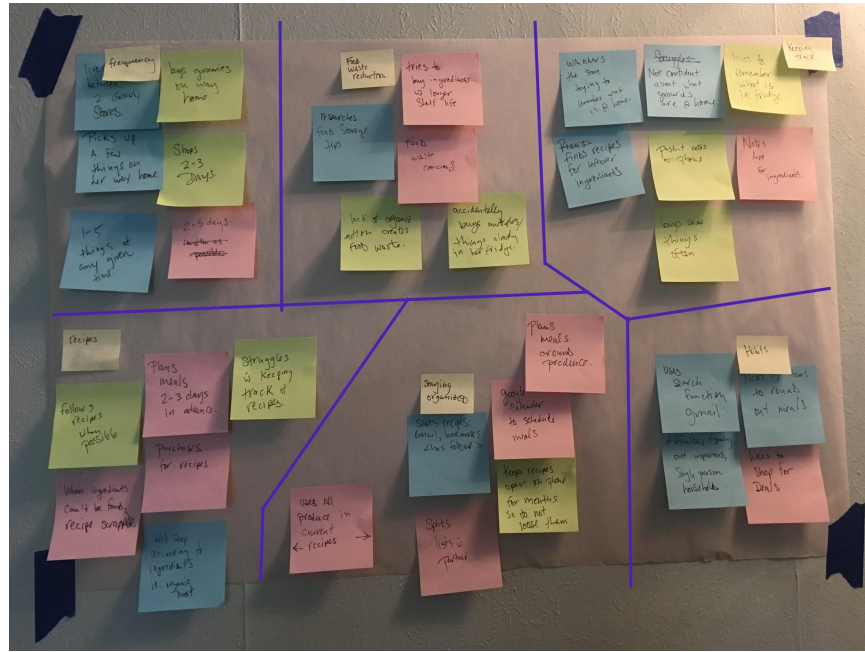
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Scope

DEFINING REQUIREMENTS: I created an infinity map to help me organize my findings of User Needs and Concerns

KEY PATTERNS AND CONCERNS:

- ❑ high frequency of shopping trips
- ❑ current food waste reduction
- ❑ keeping track of food on hand
- ❑ staying organized
- ❑ recipe integration



I am not confident I know what I have in my fridge right now

I often buy multiples of things I already have

... struggle to keep track of recipes, and the food I bought for them goes bad before I find it again

FoodQueue

Scope

COMPARATIVE LANDSCAPE:

- ❑ not many apps had the recipe and grocery list integrations
- ❑ often had 2 of the 3 features needed for optimal organization and integration
- ❑ had a thorough on-boarding process

PRODUCT	Intuitive	Support	Easy Onboarding	Recipe Intergartion	Food Inventory	Personailed
Out of Milk	yes	yes	yes	null	yes	yes
AnyList	yes	yes	yes	yes	null	yes
ShopList	yes	null	yes	null	null	null
CheckOut 51	yes	null	yes	null	null	yes
Buy Me A Pie	yes		yes	null	null	yes
My Lists	null	null	yes		null	null

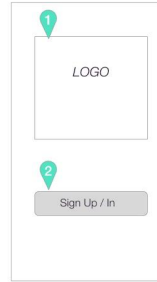
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Structure

PROCESS: I created annotated wireframes and a prototype to test the app

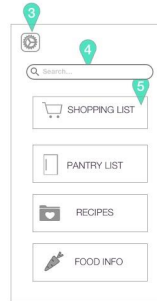
ANNOTATIONS

SPLASH SCREEN



1. Placeholder for App Logo, img will be static.

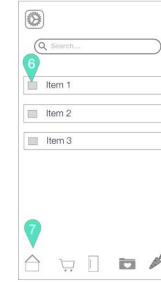
2. Sign In / Up button: Selecting will launch Sign In / Sign Up form, all contained on same page.



3. Settings Gear: this will launch a menu from the left side, from here, the user can make adjustments to their settings, like change password, set Units of Measure.

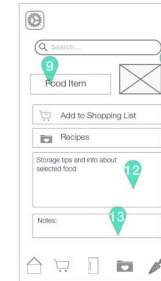
4. Search: this is a key function. The user enters a Food Item, selects the item when it populates the text box. This will send them into the next screen in this document.

5. Menu Buttons: selecting one of these 3 buttons will take the User to the specified list screen.



6. Item on shopping list. Not decided how to interact w these, but there will be options for each item such as: food tips page, move to Pantry List, & Recipes associated on file.

7. Menu / Icons: these 5 buttons will take you to the corresponding page, the icon of the page the user is currently on will be indicated w highlight.



8. Img of the item for easy identification.

9. Name of the Food Item.

12. Tips and tricks on how to store the food item for optimal freshness.

13. Text Box: user can enter personal notes, ie best place to buy item.

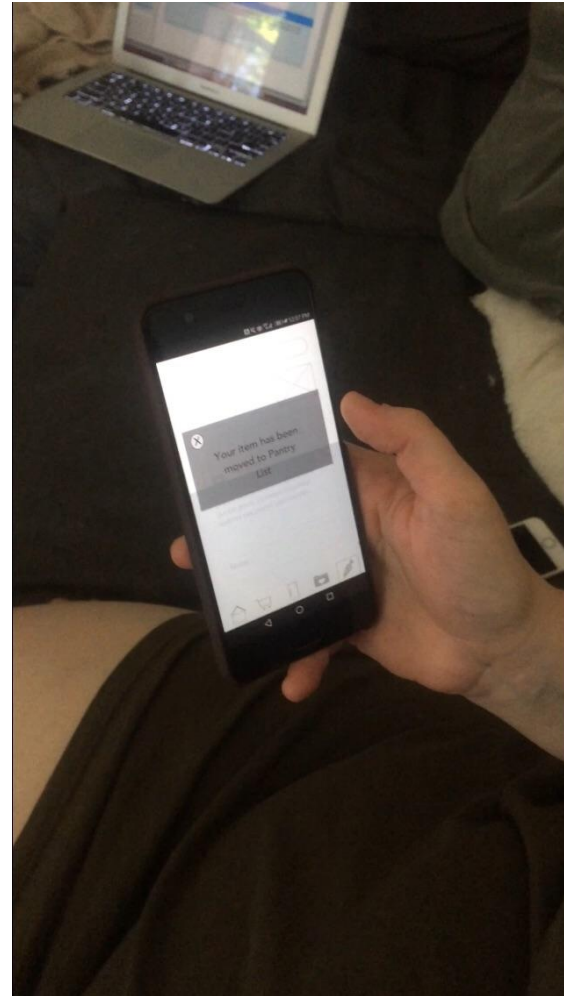
FoodQueue

Skeleton

USER TESTING: I tested the clickable prototype with 2 participants

OBSERVATIONS:

- ❑ Users went directly to search function
- ❑ Interface wasn't intuitive
- ❑ The experience was overly complicated
- ❑ There were too many options and paths take



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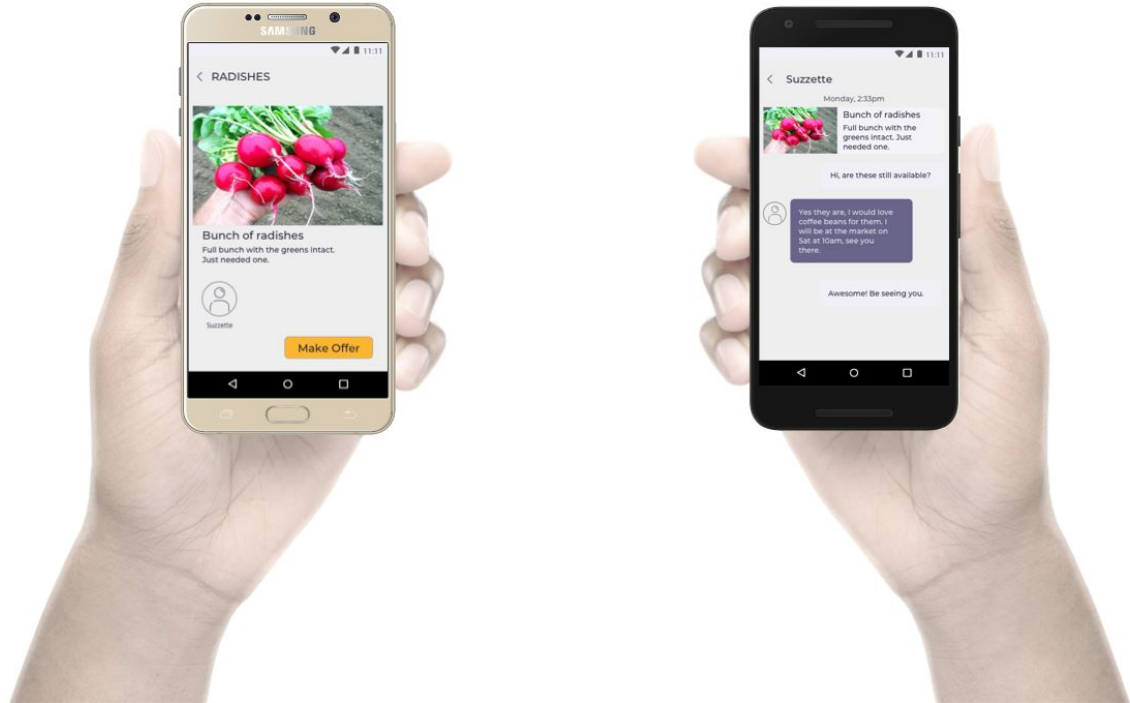
2nd Iteration

TIMELINE: 48 hours

MY ROLE: I was the sole researcher and designer for this project.

KEY GOALS:

- ❑ Track my growth as a designer
- ❑ Focus on the UI
- ❑ Refine and revise my research



Re-Feed

Introduction

RE-ITERATION: Determined to solve the flow issues from the previous iteration, I revisited the research

OBSERVATIONS:

- ❑ All of participants organized on the go
- ❑ Even with all the organizational tools they were already utilizing, there was still a lot of food waste



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Strategy

PROCESS: Given that the app is intended to alleviate stress, I focused in on what to do with the food before it became waste

DIVERGENCE: I wanted to focus on community building and shame reduction. As an avid Bunzer, I decided to use that model of Trading Community as a jump off point.



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Scope

MINIMUM VIABLE PRODUCT:

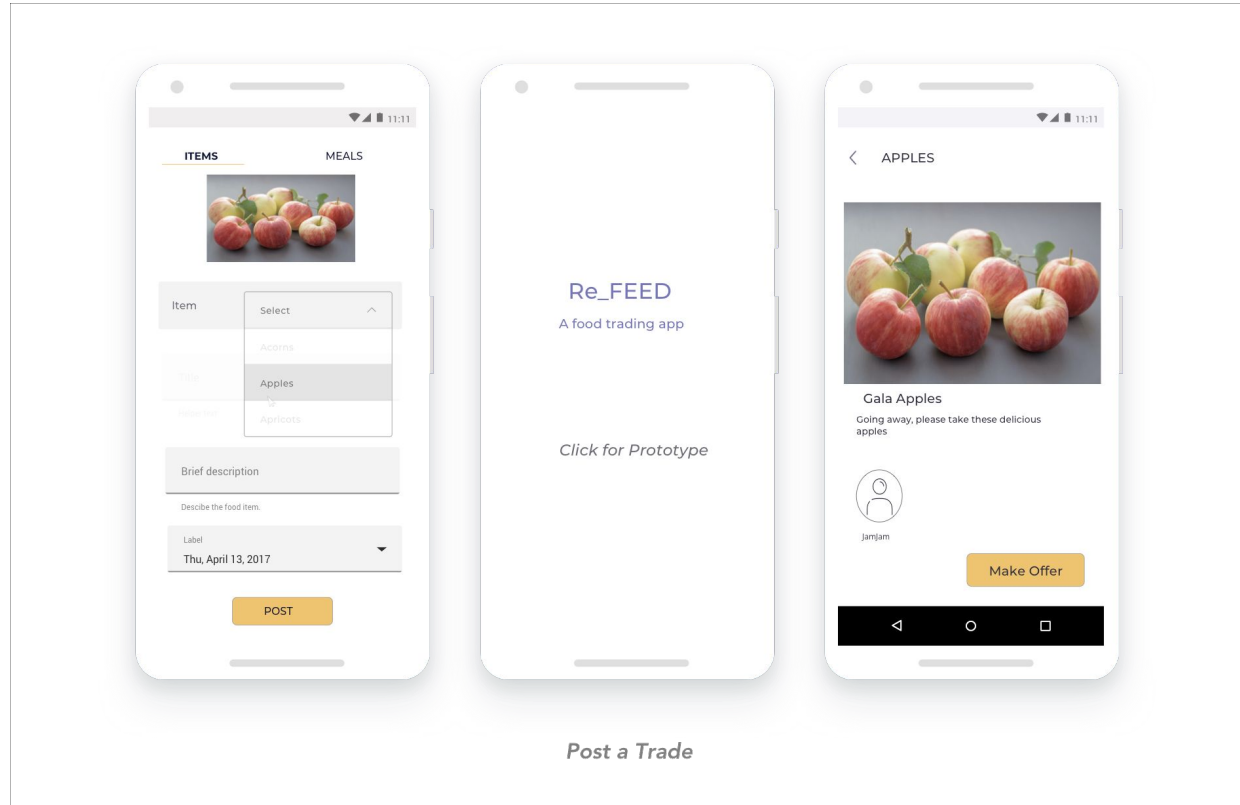
- ❑ Food Feed: the listing of items up for trade
- ❑ Message Centre: the user will need a space to communicate with the other user
- ❑ Upload: a quick and easy way to upload food into the Food Feed



Re-Feed

Skeleton

PROTOTYPE: given the 48 hour timeline of this project, I created very minimal wireframes before jumping into the UI components. I created a prototype to test the AI of the app.



Re-Feed

Surface

STYLE GUIDE: When designing the colour palletete, I went w Purples/Lilacs as the colour signifies abundance and pleasantries. I wanted this experience to lend itself to the feeling of abundance. The type is easy to glance at and has a calming effect.

COLOUR PALETTE



Deep Lagoon
#252335 / #0C0E2B



Rum Comet
#35CD73 / #5F5C87



Moon Raker
#C3BEF0 / #4A4D75



Link Water
#E7E5F9 / #6CA788



Mischka Grey
#D2D1D9 / #BCBBC2



My Sin
#FDB632 / #E3A32C

TYPE TREATMENT

HEADER 1

Montserrat, 50px #252335

HEADER 2

Montserrat Uppercase, 36px, #252335

HEADER 3

Montserrat Uppercase, 20px, #252335

Header 4

Montserrat Regular, 16px, #252335

Header 5

Montserrat, 14px, #252335

Etiam porta sem m a lesuada m a g n a mollis euismod. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Open Sans, 14px, #0C0E2C

Inline Link Example

Roboto, 16px, My Sin, #FDB632

BUTTONS

Static State



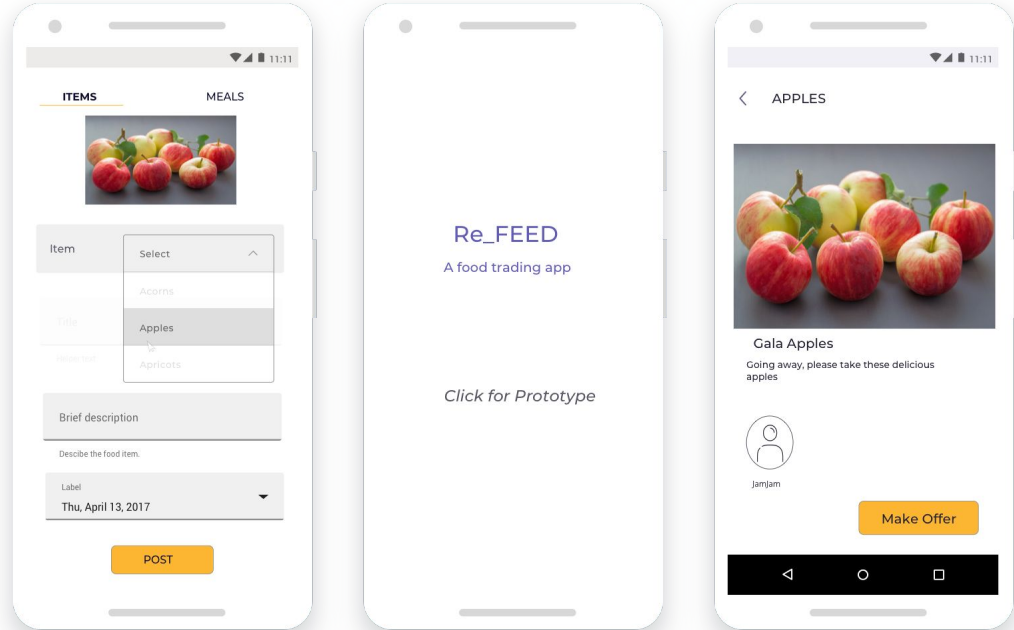
Focus State



Re-Feed

Surface

DESIGN: For the aesthetic of the Food Feed, I followed the advice of Master Chefs; always give the food it's respect. This is translated into the clean UI and light colours. The image of the food is meant to take centre stage and speak for itself, this also allows the user to scroll quickly through the feed when looking for ingredients.



Post a Trade

Re-Feed

Surface

SOLUTION: Re-Feed a food trading/give-away app. The goal of this process was to create an experience that alleviates the pressure of food waste and the shame involved

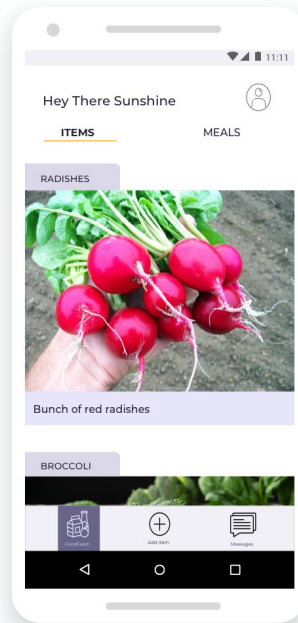


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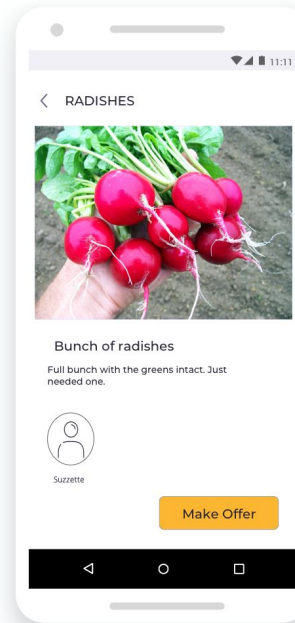
Conclusion

CONCLUSIONS: the intention was to create a positive experience during an act of good, while reinforcing positive behaviors, and enthusiastically engaging users in creating more sustainable food habits.

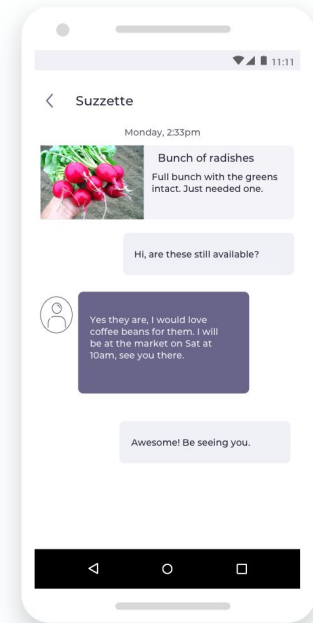
GROWTH: I learned a lot during this project, my most valuable lesson was to set aside my own biases while examining the research. I also discovered my deep love of research.



Home Screen



Make Offer



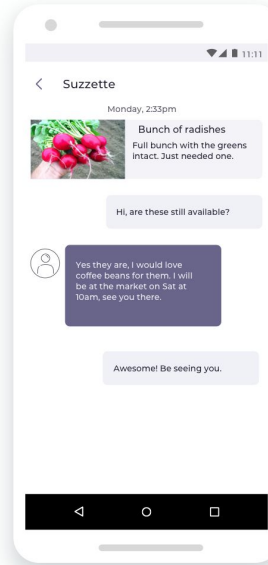
Messaging

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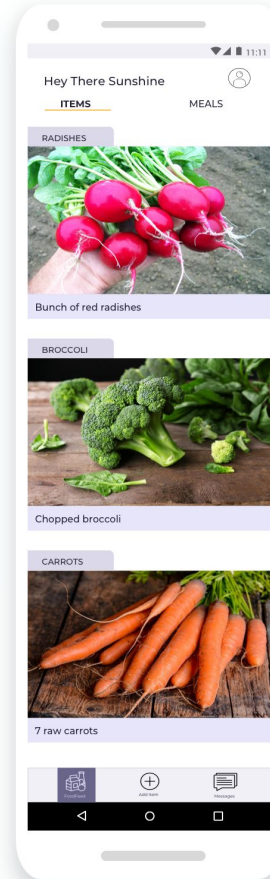
The Future

FUTURE CONSIDERATIONS:

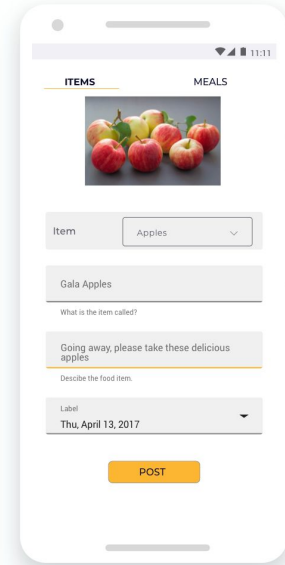
- ❑ Creating more of a community
- ❑ Recipe integration/upload: user inputs recipe and Re-Feed searches for relevant ingredients
- ❑ Proactive trading, getting supplies before you go shopping, searches for items in your list
- ❑ Starting groups and communities, creating a marketplace to display
- ❑ Creating a Shelf in the app, to see all the food the user has
- ❑ Option to see other shelves w/in your location
- ❑ Revisit UI



Trading



Home Scroll



Posting Apples

THANK
YOU!