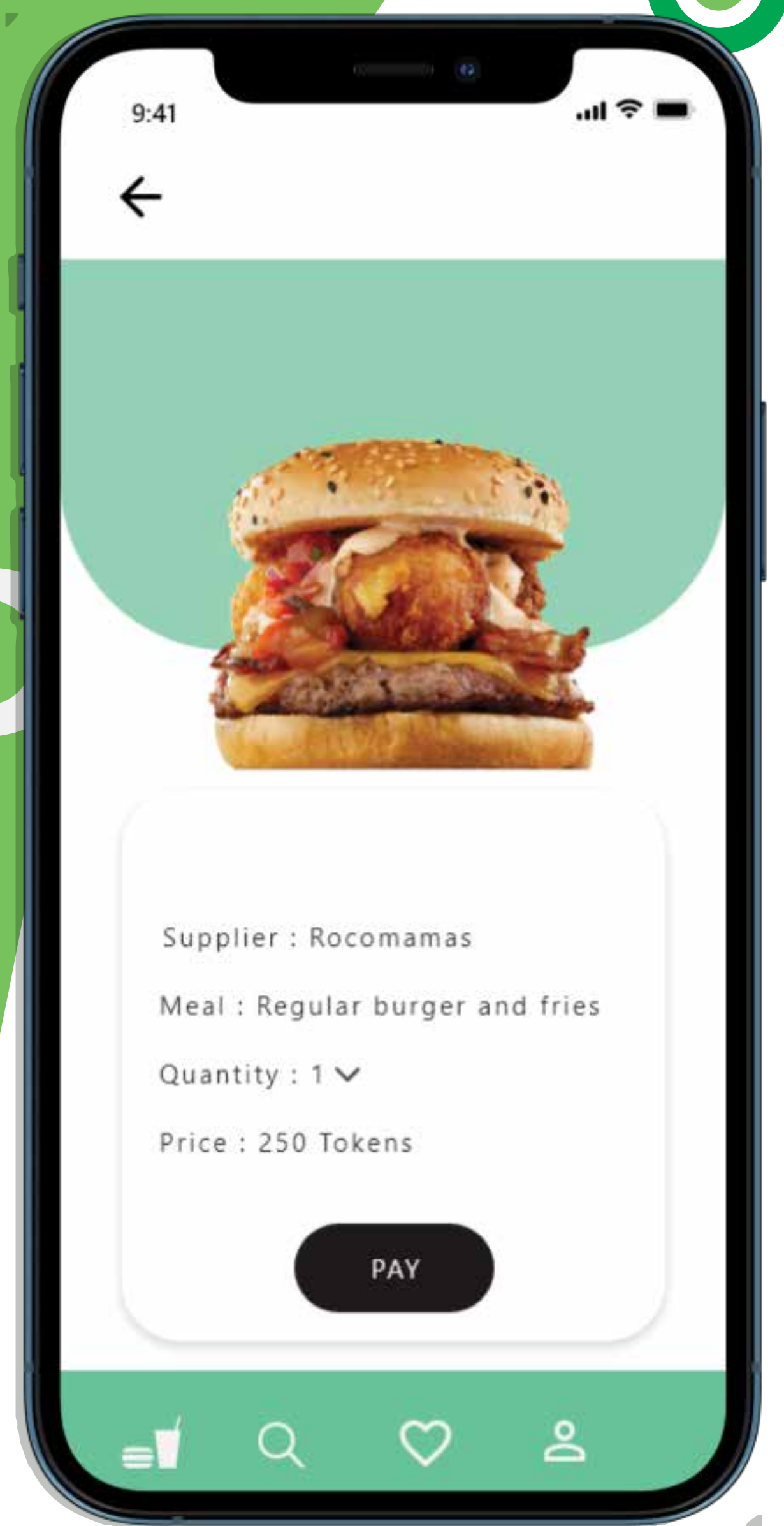


JUNK FOOD

EST 2022



MY ROLE :

DURATION :

Project Overview

PROJECT OVERVIEW



JUNK FOOD is a mobile App and website that enables the sharing of high quality left over food from fast food restaurants with Individuals who receive government grants in South Africa

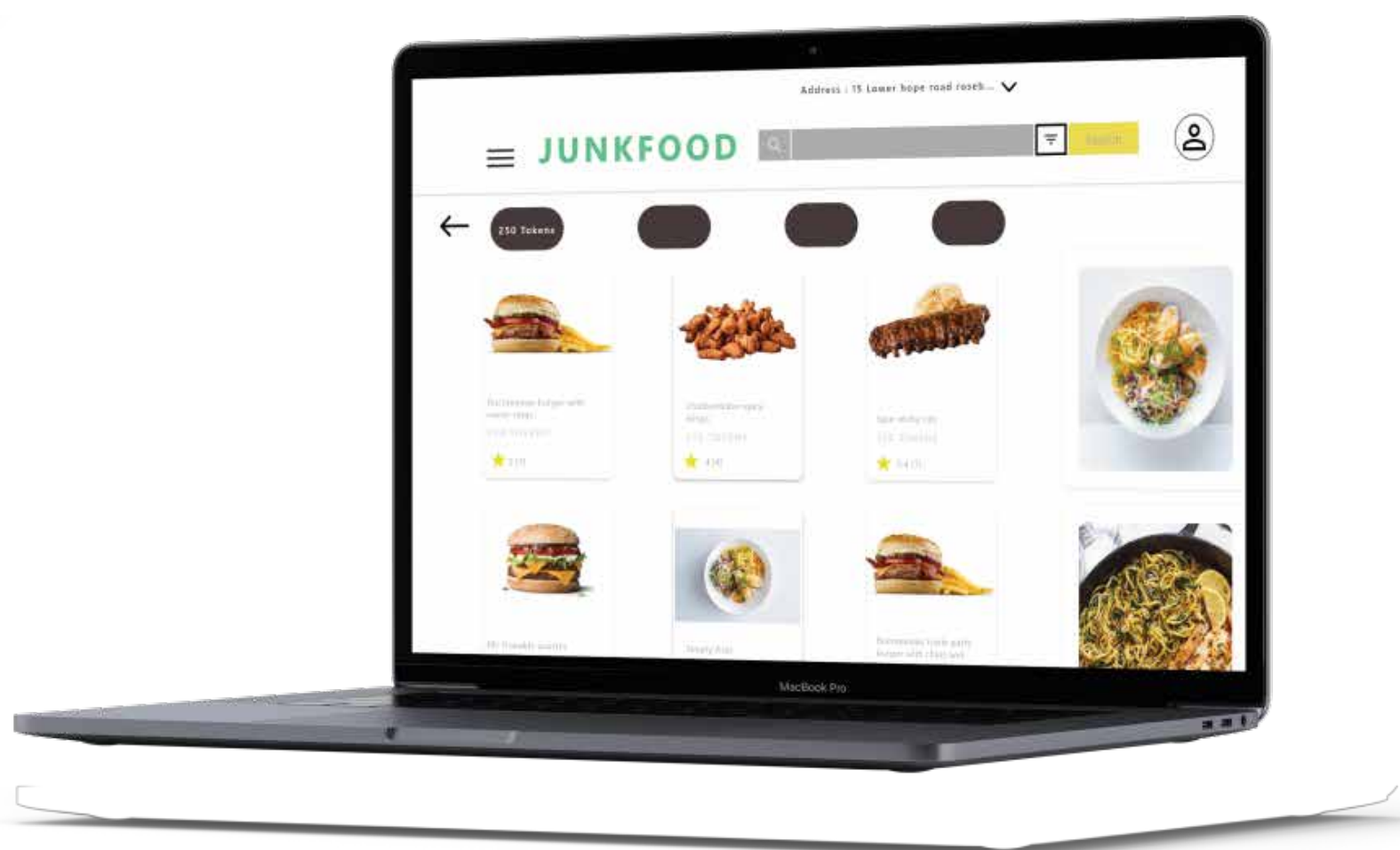
Problem Statement

Problem Statement

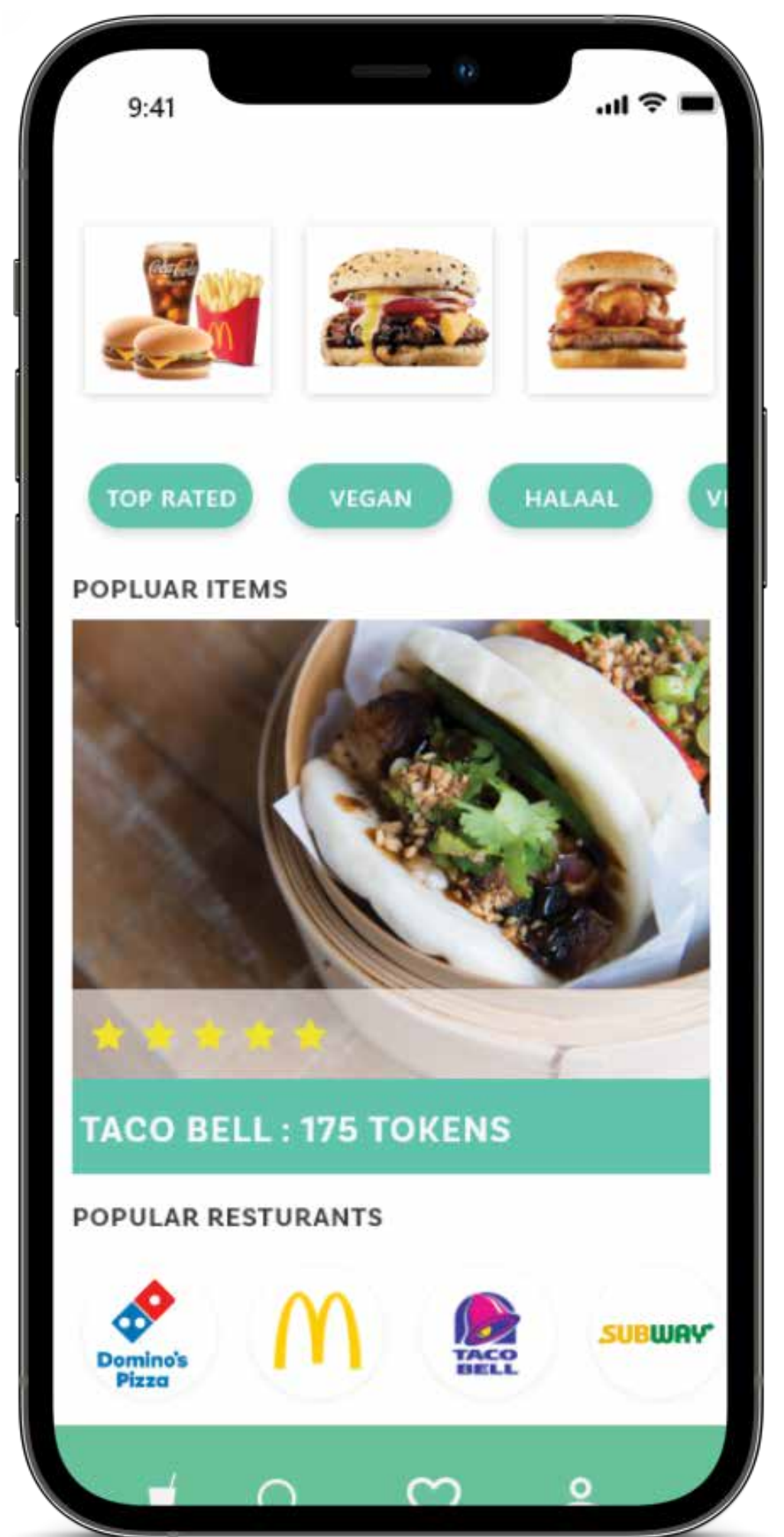
Over 45% of South Africans earn below the poverty line and can not afford to eat out or even have your everyday fast food meals, and on the other hand the fast food industry throws out a lot of food everyday

Solution

Solution



We have designed and tested a Mobile App and a responsive website that will help us 2) reduce the amount of food thrown away by restaurants and fast food establishments by allowing grant receivers to order this food free of-charge and have it delivered to their doors at no cost to them, this way we are not only feeding the underprivileged but also restoring dignity as they are able to take part in activities that modern society part-takes in.



Design process

Empathize

Define

Ideate

Prototype

Test



Uscor Database

User Research

Our user research has more about fining out who needs this service and whether restaurants will be willing to give us these meals as a form of CSI, and figuring out how we can locate our ideal beneficiary.

Some of the questions we asked



- Are you a beneficiary of the sassa grant scheme ?
- How much do you earn per annum
- How often do you eat out or order in ?
- Do you have a smart of or a way of accessing the internet



Hear Research

Pain Points

1

Grant recipients as well as low earners are falling behind modern society and this strips them of their dignity due to their inability to keep up with society.

2

Restaurants are over burdened with unused food and need channels to pass that food to sustainably, and giving back to society..

3

Grant recipients as well as low earners are falling behind modern society and this strips them of their dignity due to their inability to keep up with society.

4

Grant recipients as well as low earners are falling behind modern society and this strips them of their dignity due to their inability to keep up with society.

4

User Persona



BIO

Aphelele is an unemployed graduate based in Cape town South Africa, we is a receiver of a grant due to his employment situation, however the grant isn't enough to sustain him and also does not allow him to enjoy the pleasures of fast food, he loves burger king but cant afford it.

Name : Aphelele

Occupation : unemployed

City : Cape Town

Interests : Rugby

Goals

Find a bursary and study further and maybe relocate to the UK

Frustrations

Aphelele is frustrated that he is unable to secure employment in this current climate as he has student loans to pay off



Empathy Map

THINKS

I wonder if I'll eat anything today

I wonder if I'll ever be in-line with my peers

I miss eating out

FEELS

Disparaged and depressed

Hopeful that thinks will change



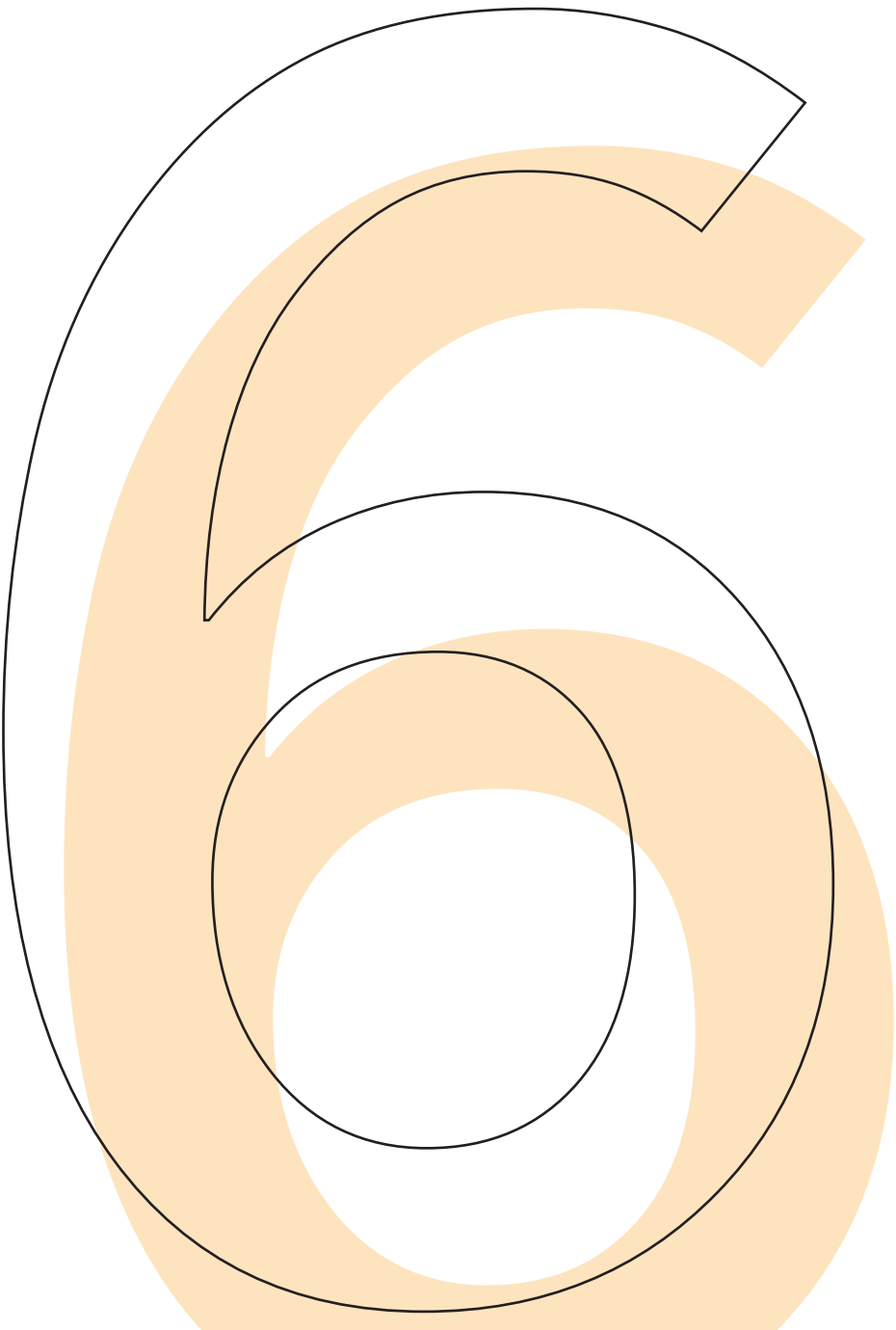
Applies for work daily

does on-line courses on cousera

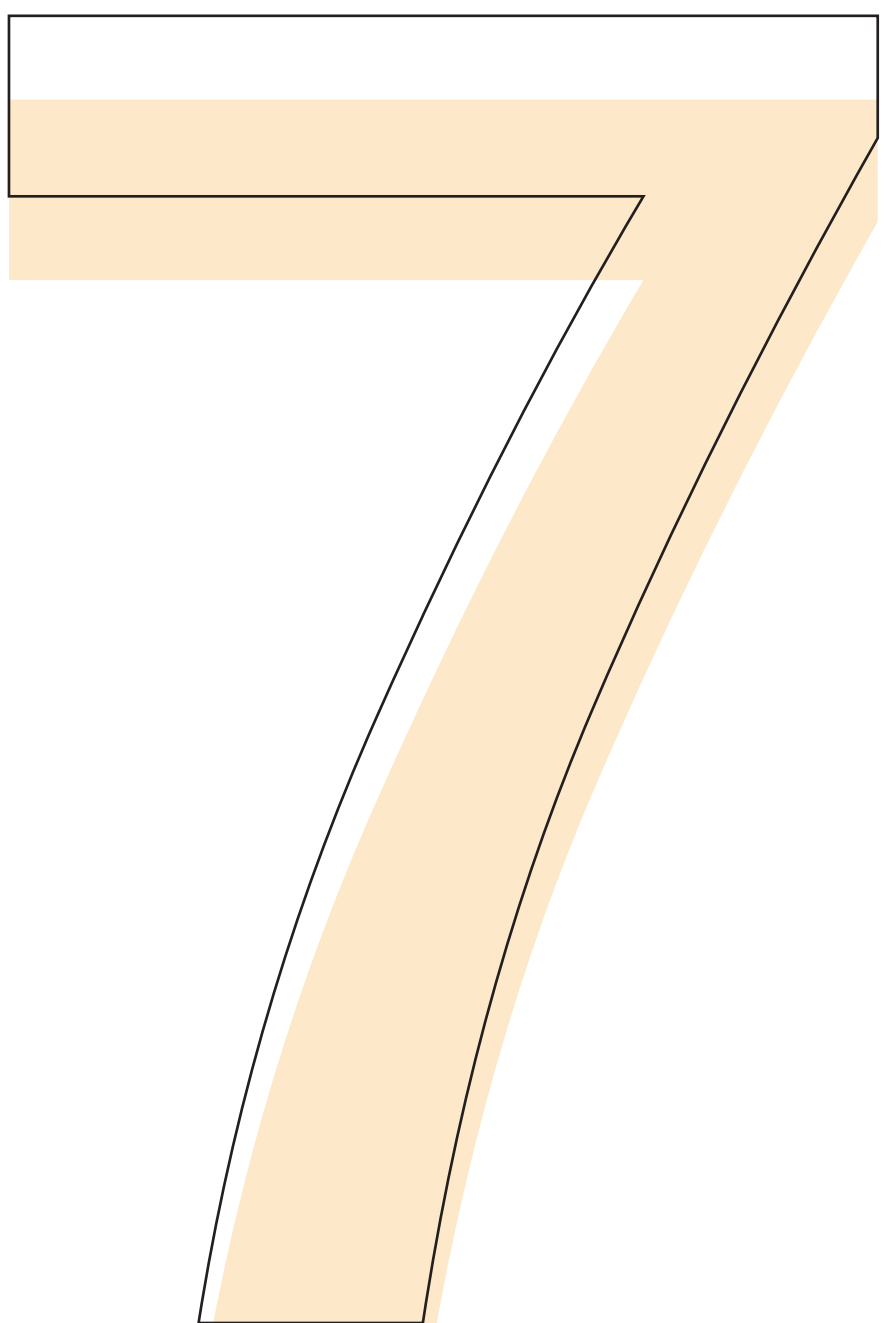
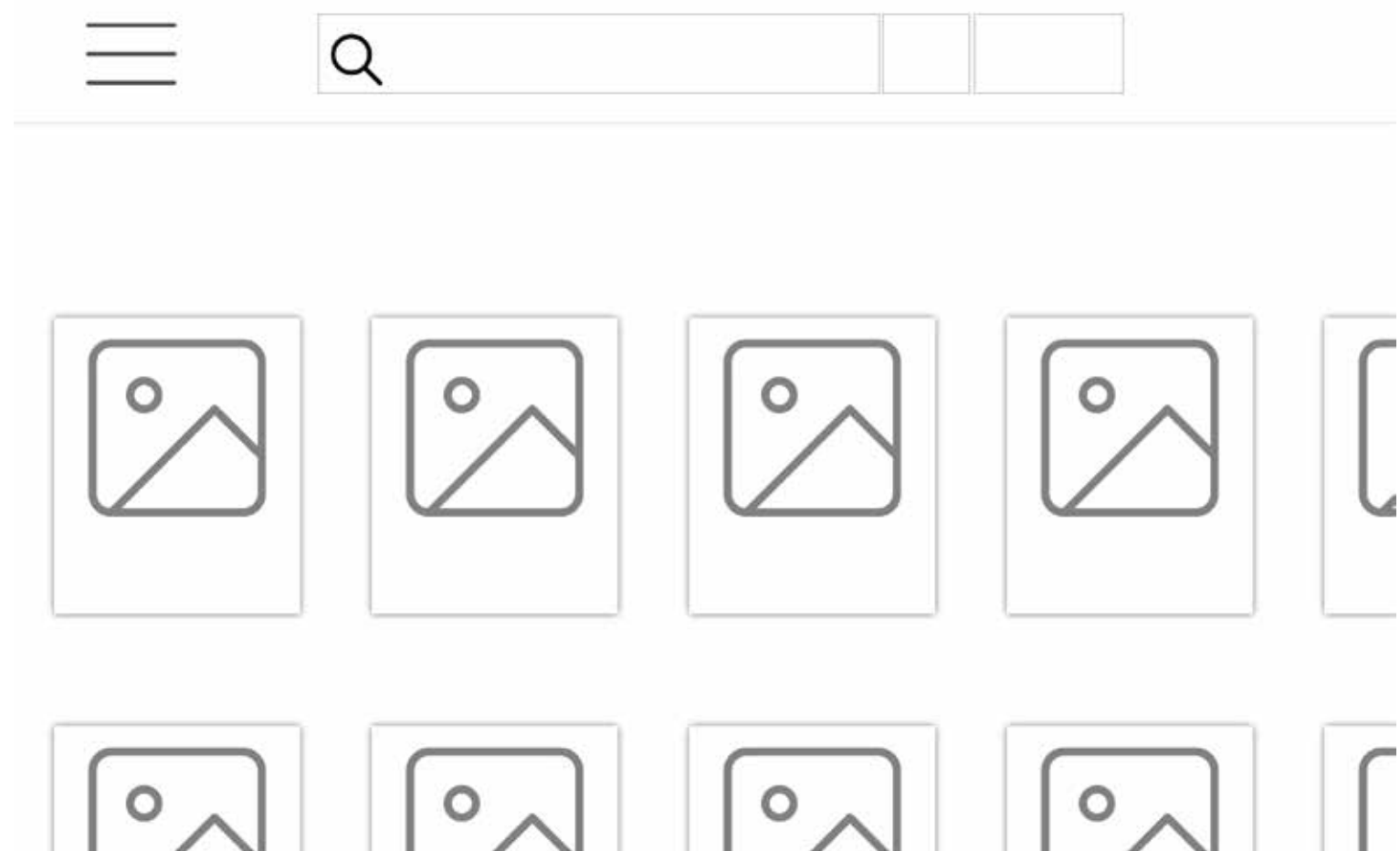
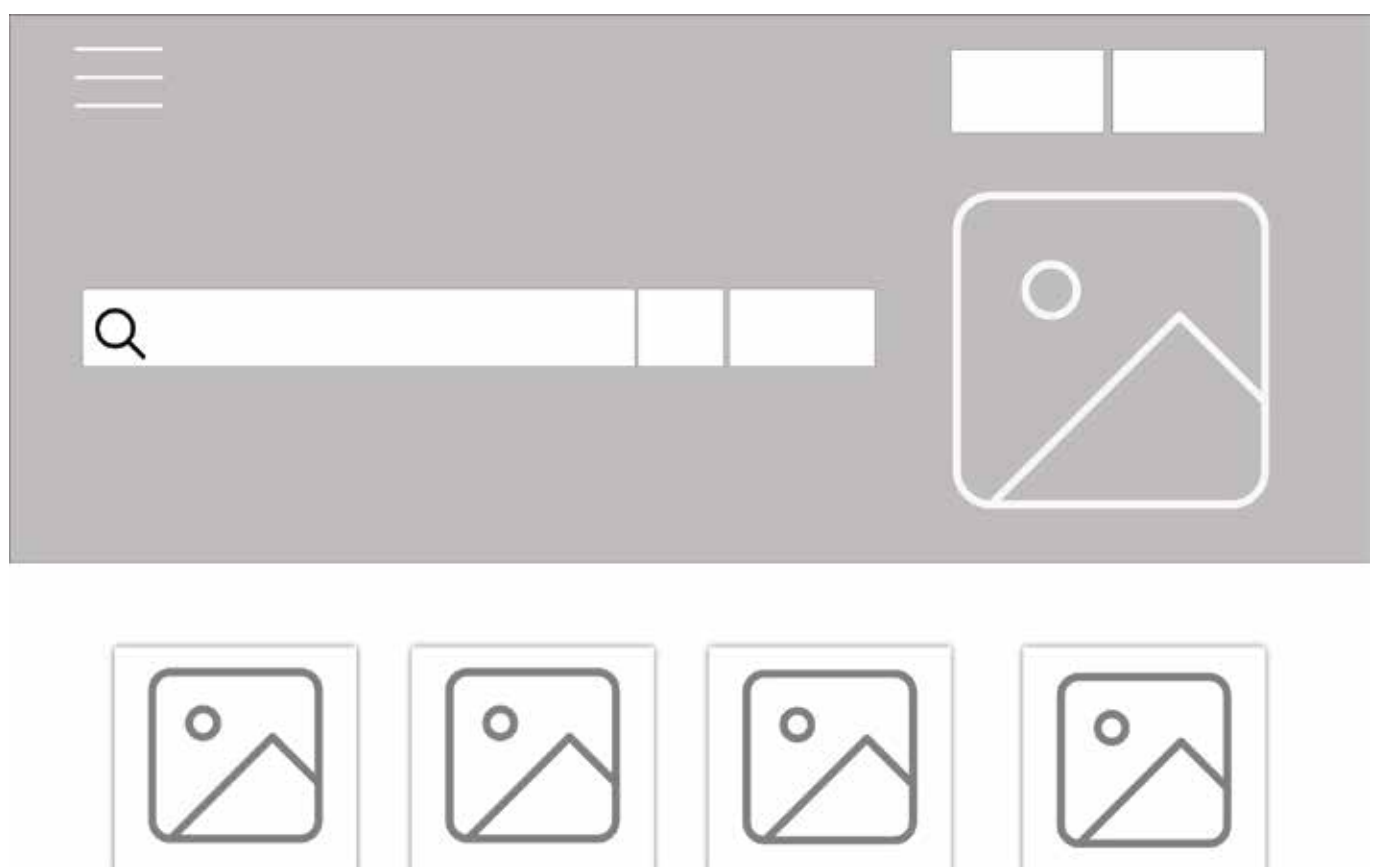
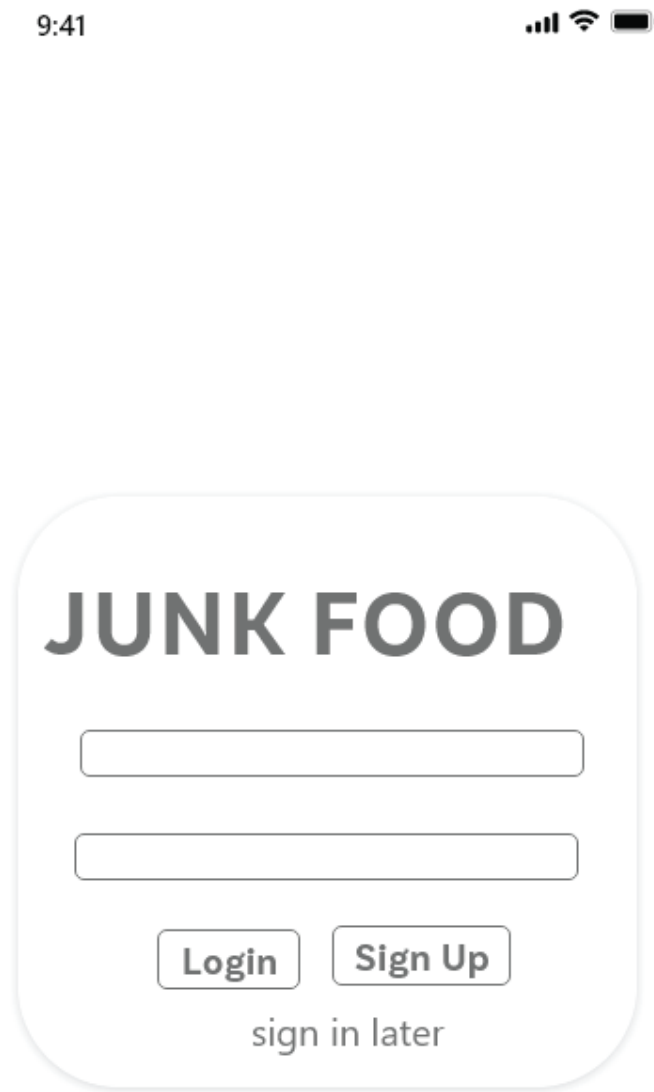
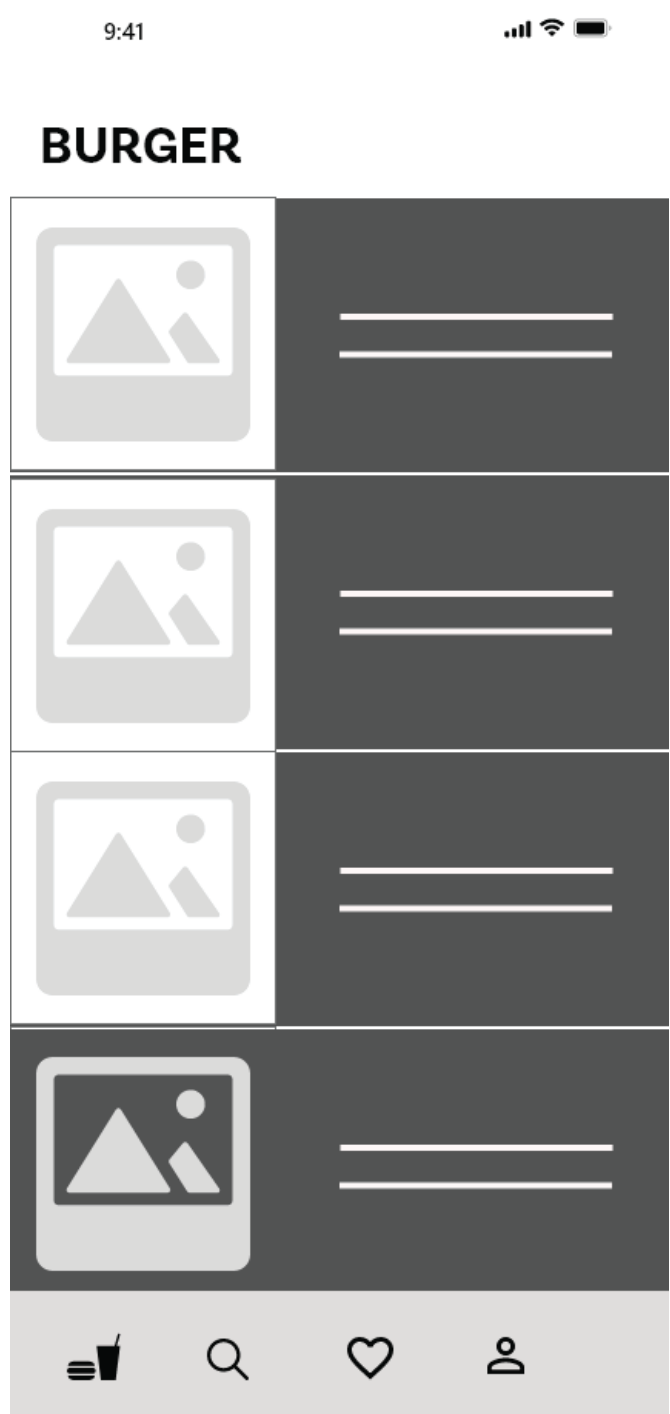
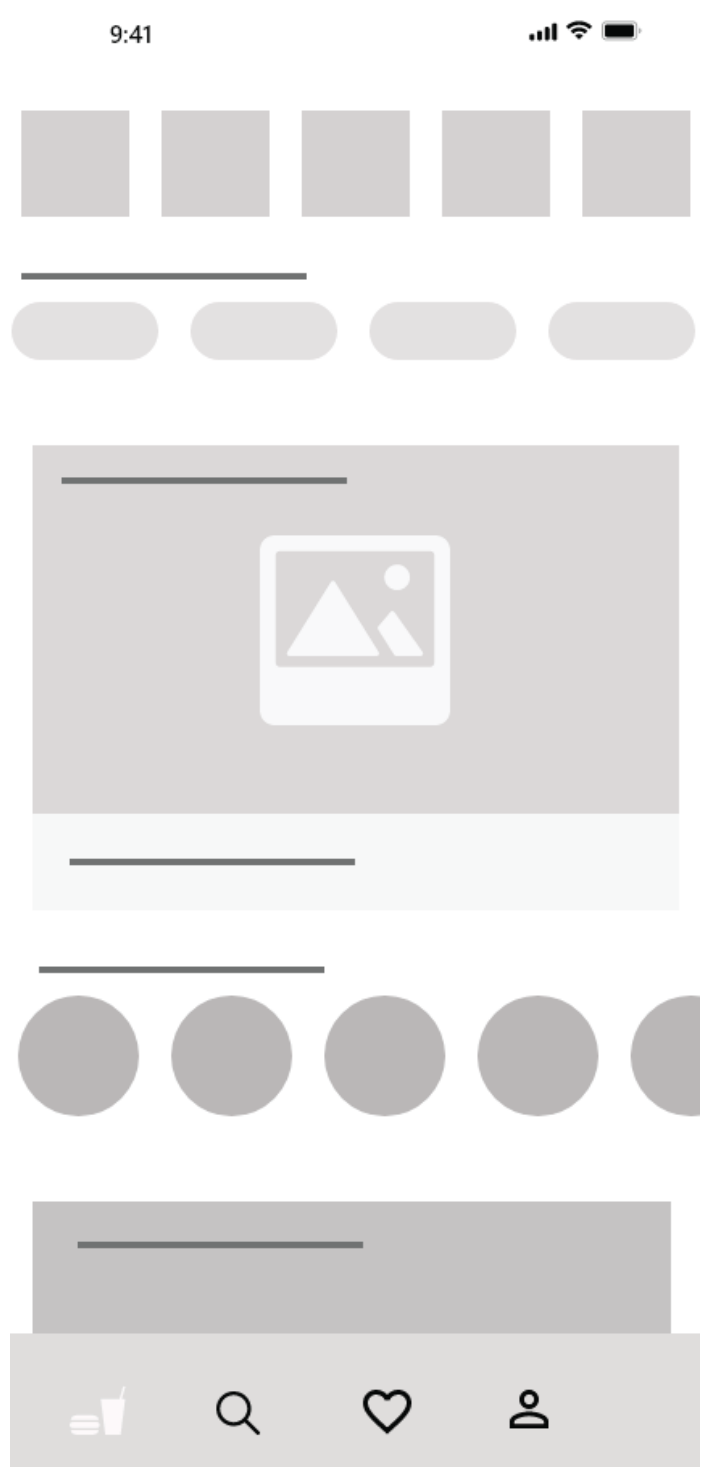
When i work i'll always eat out

DOES

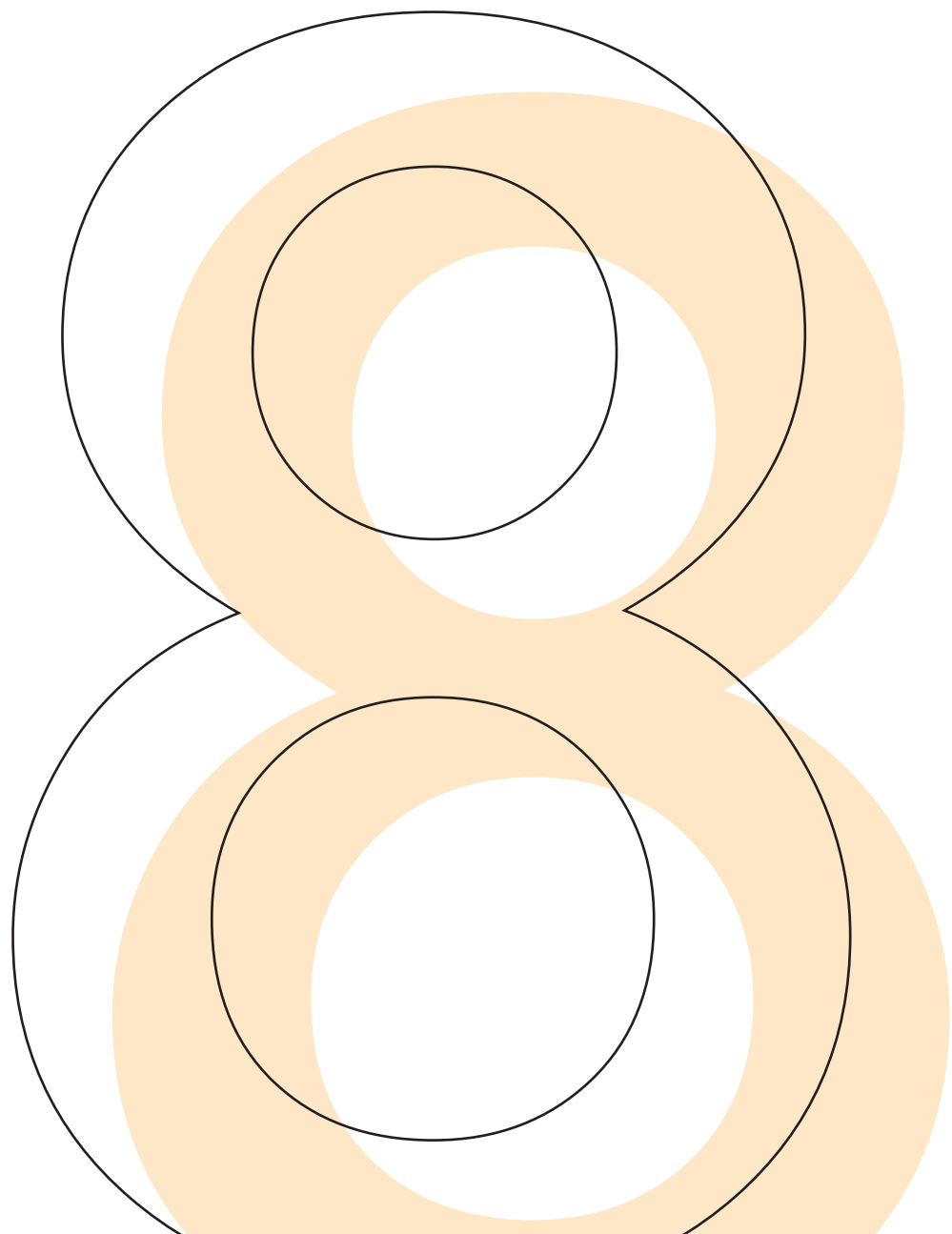
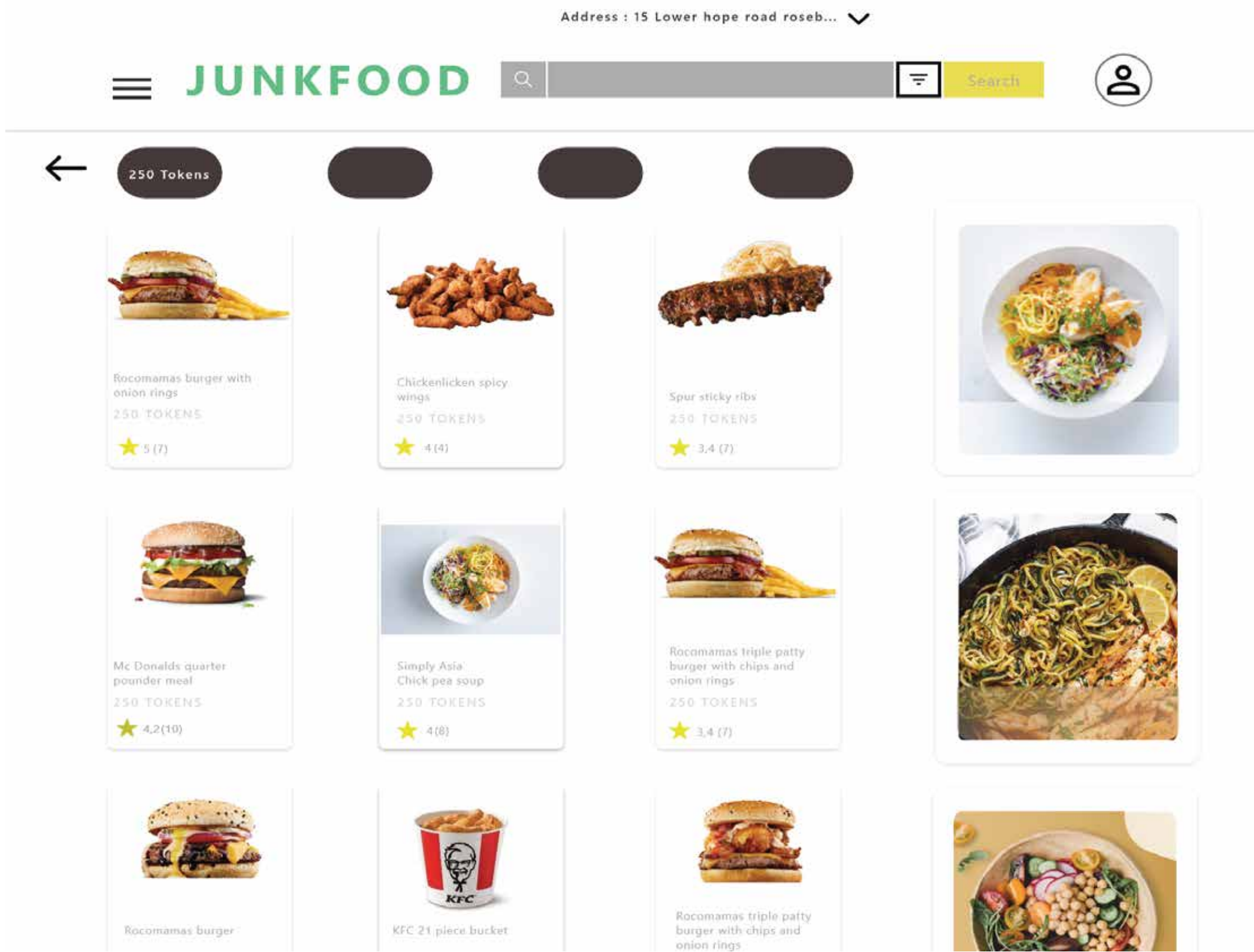
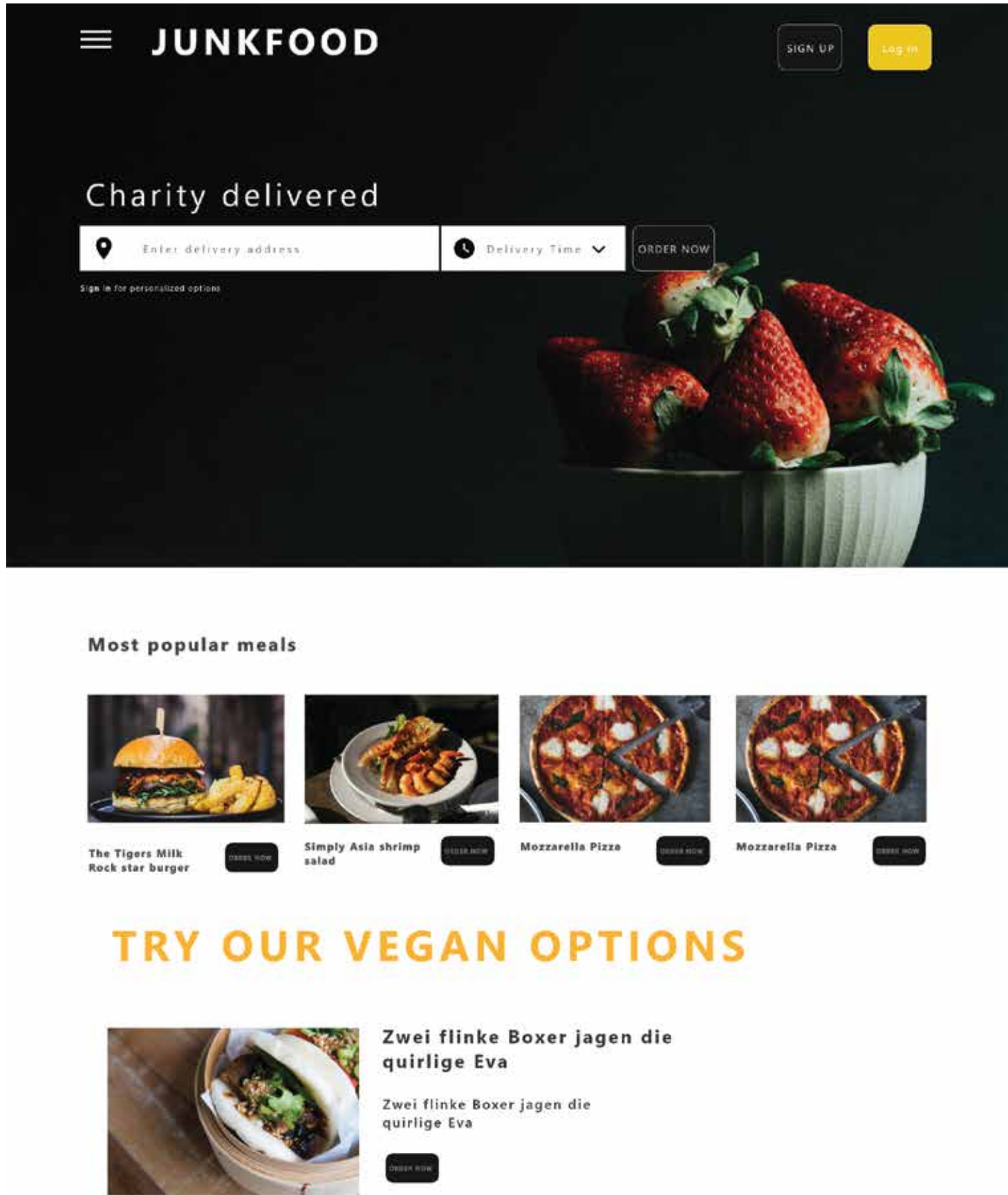
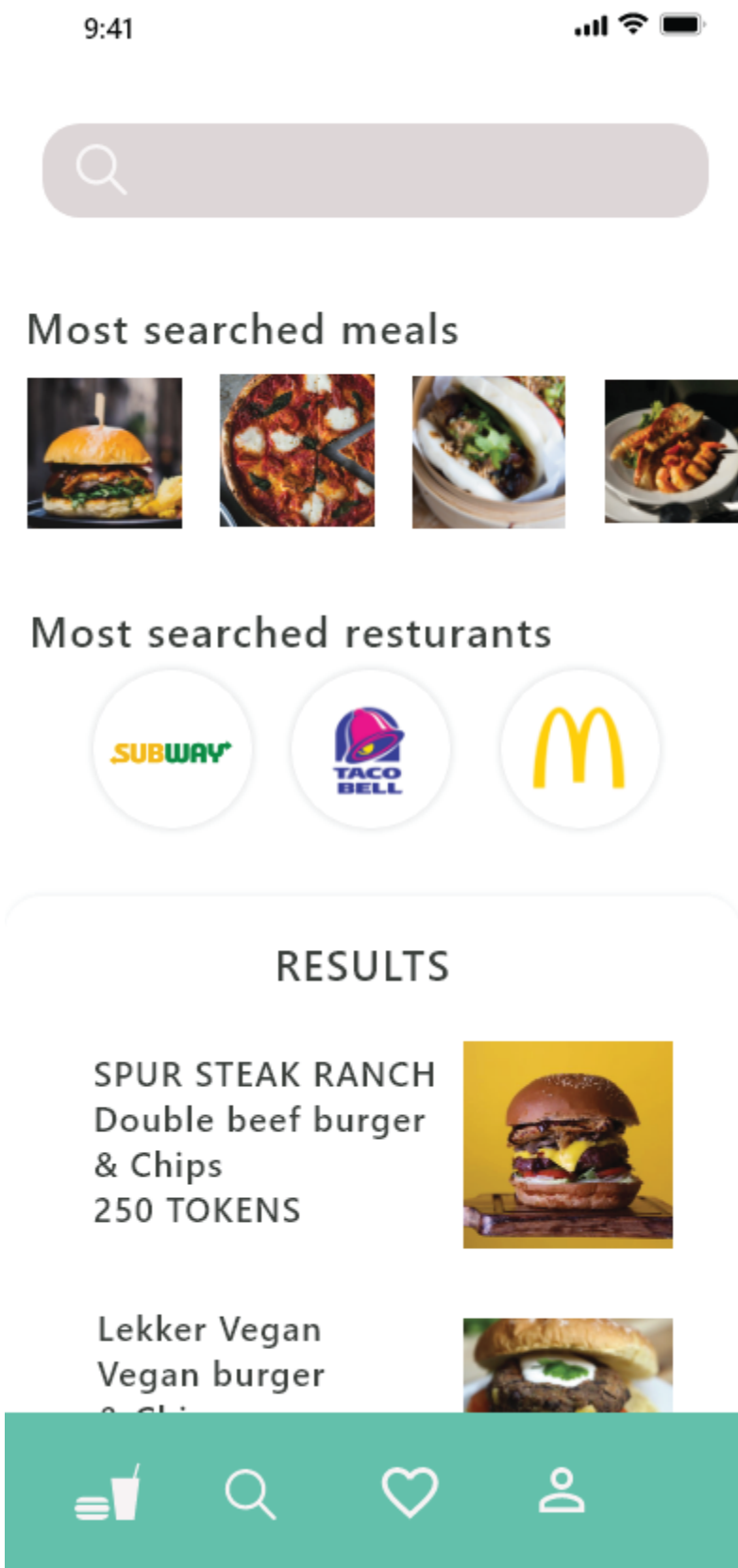
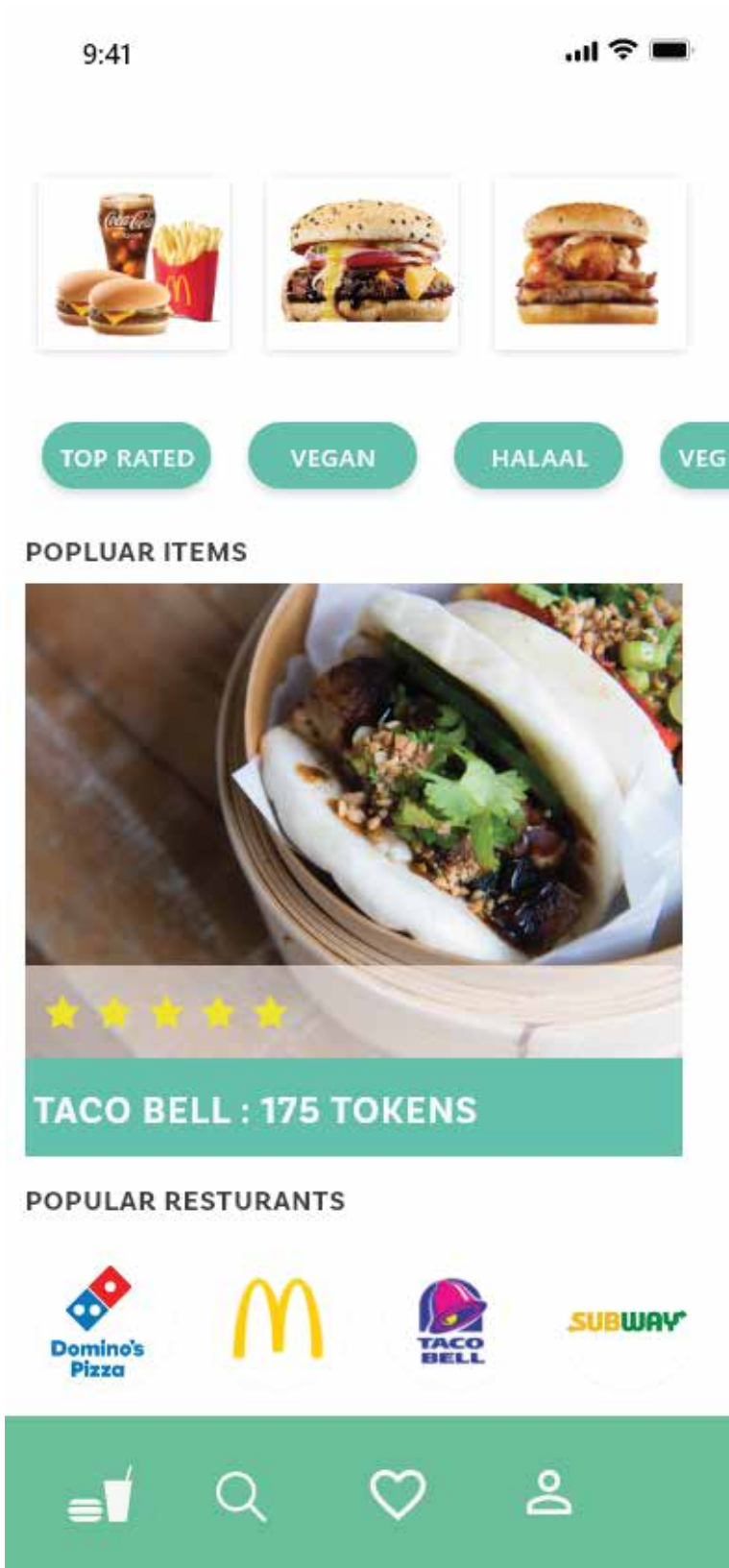
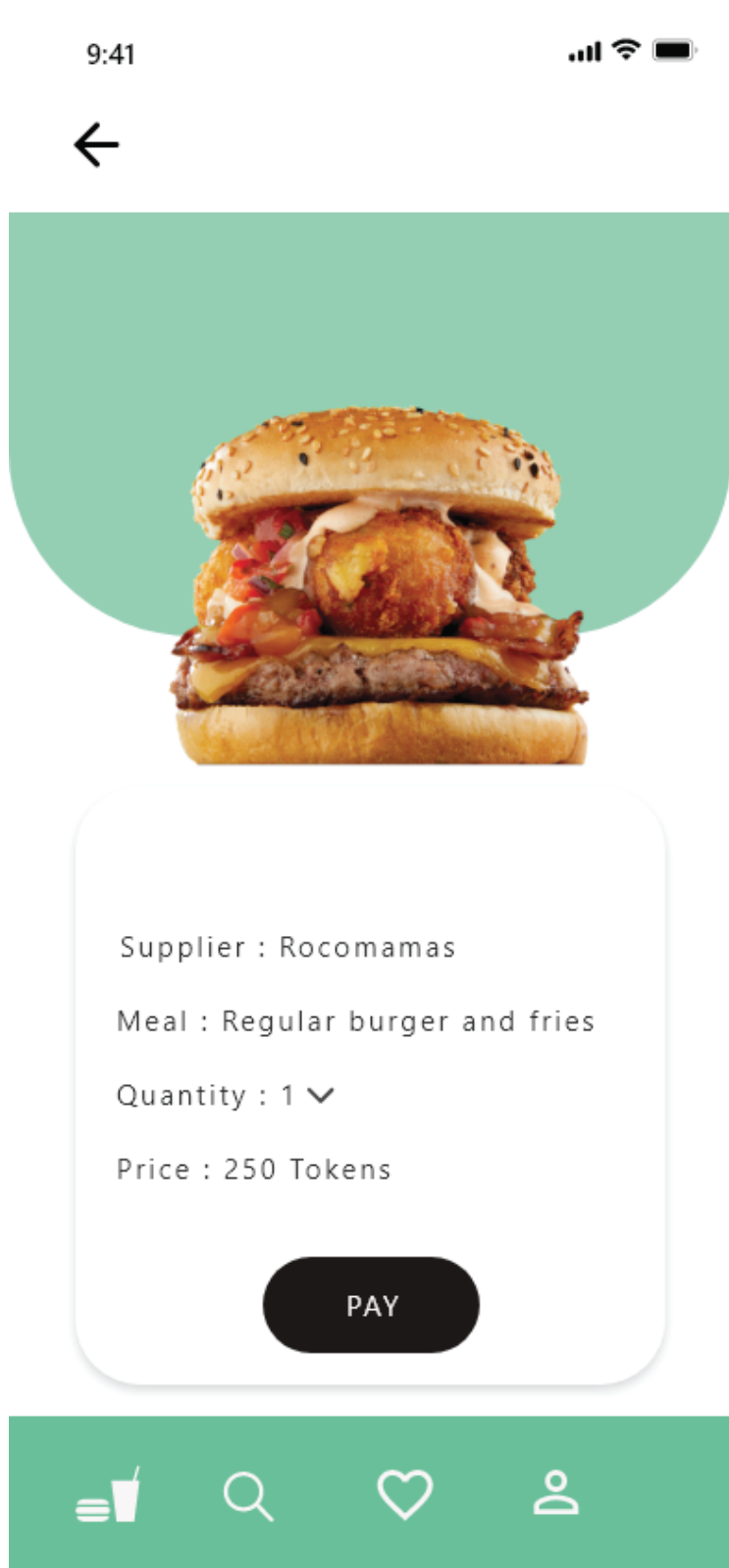
SAYS



Low -Fi wireframes

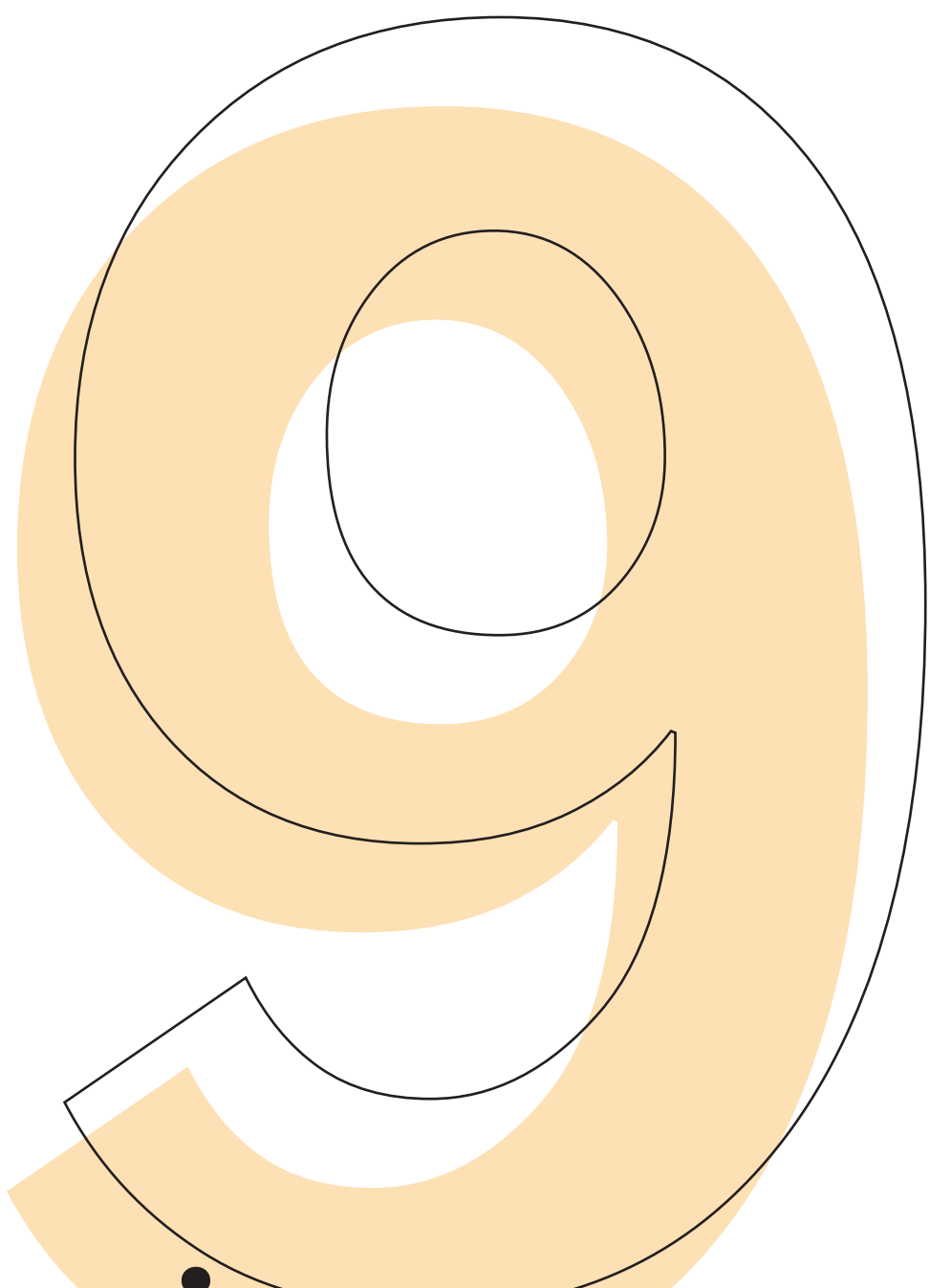
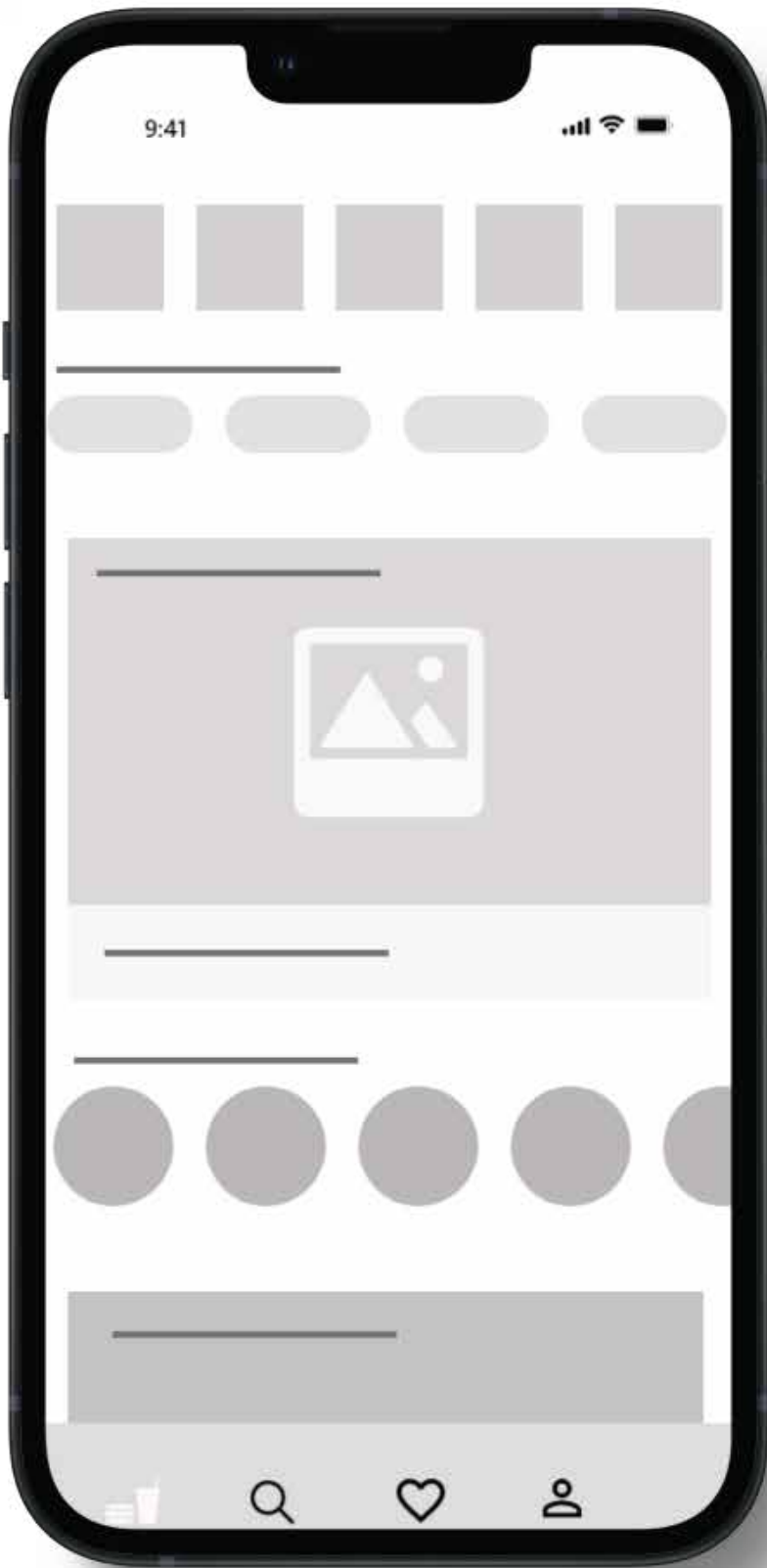


Hi -FI wireframes



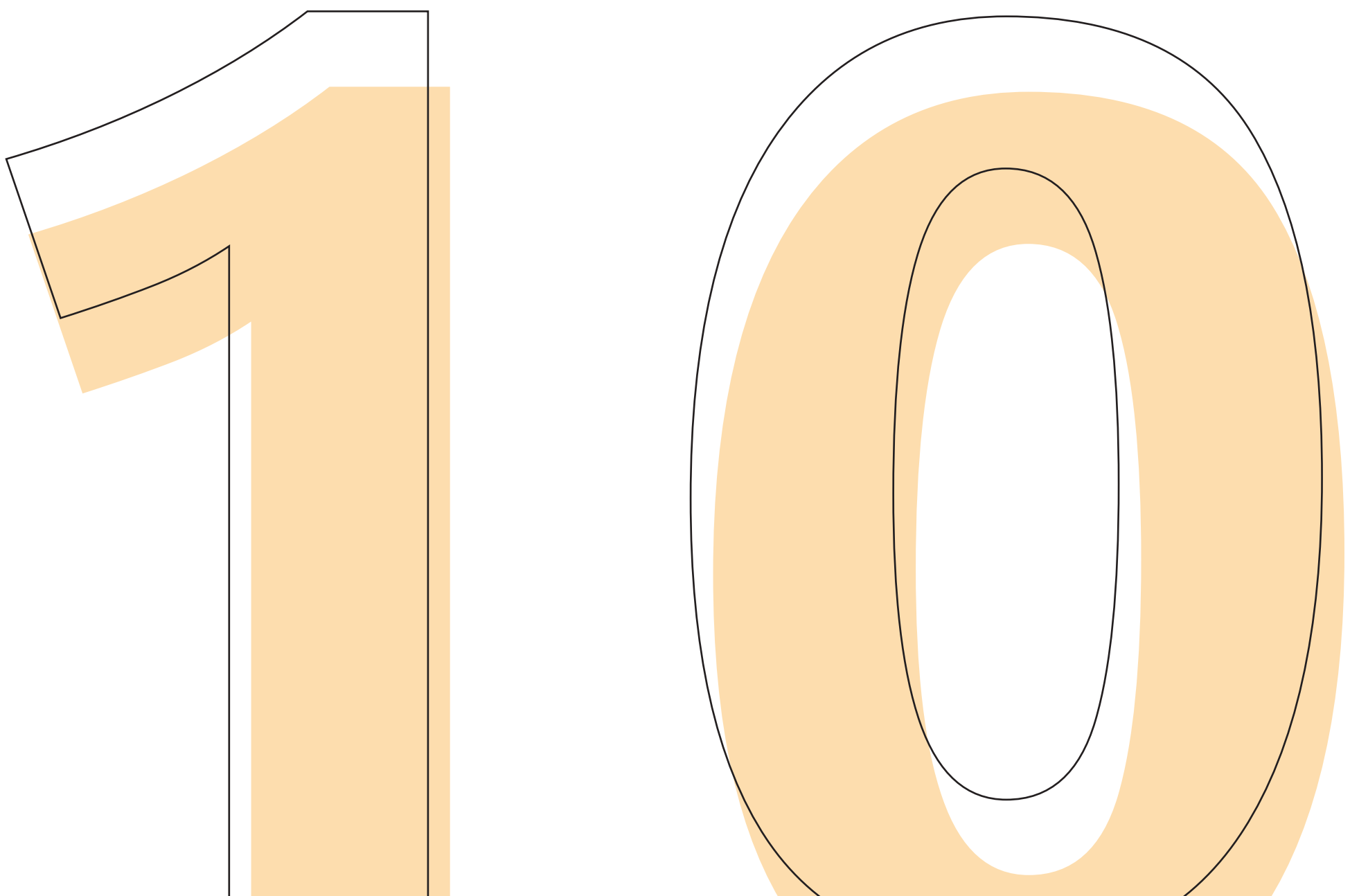
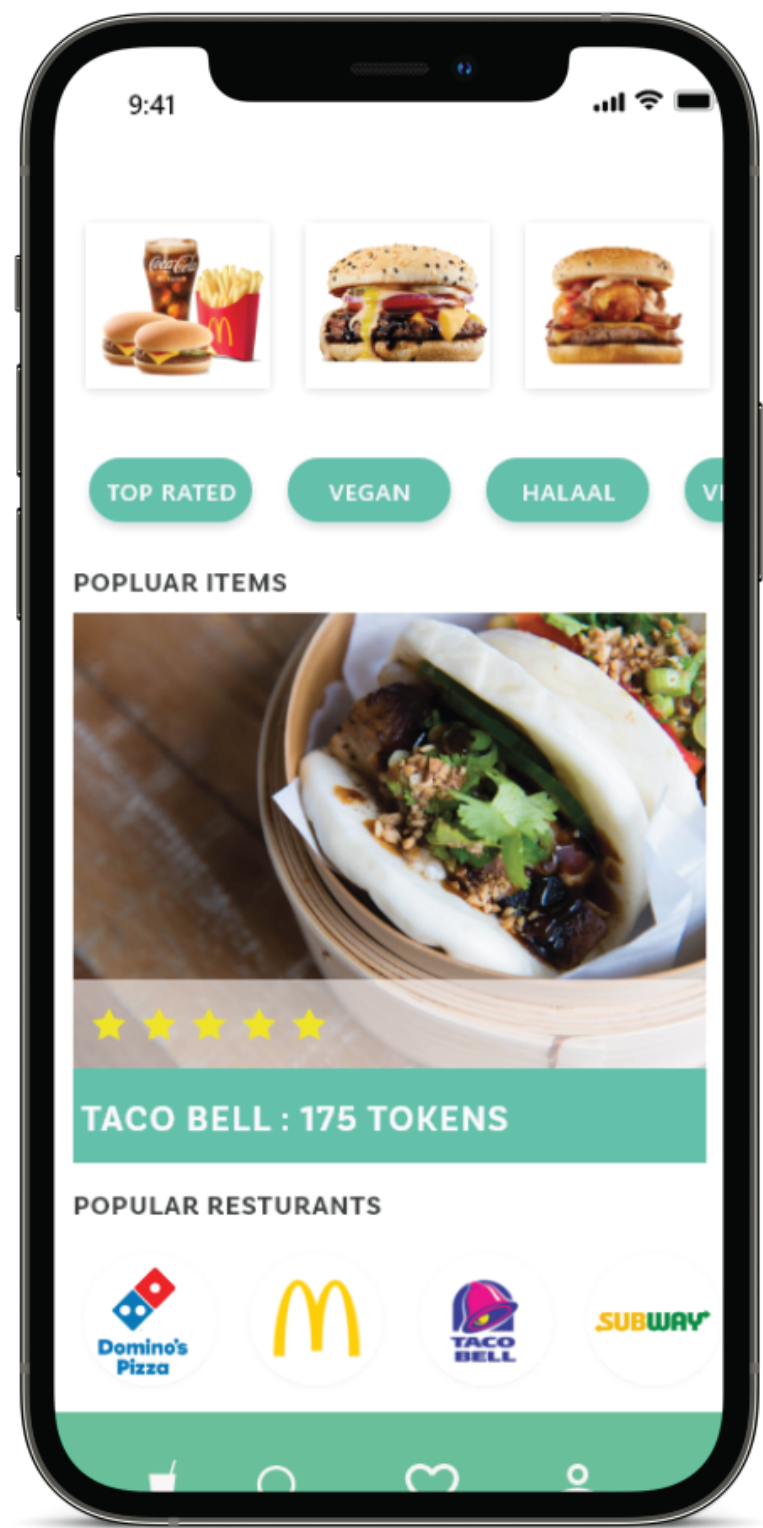
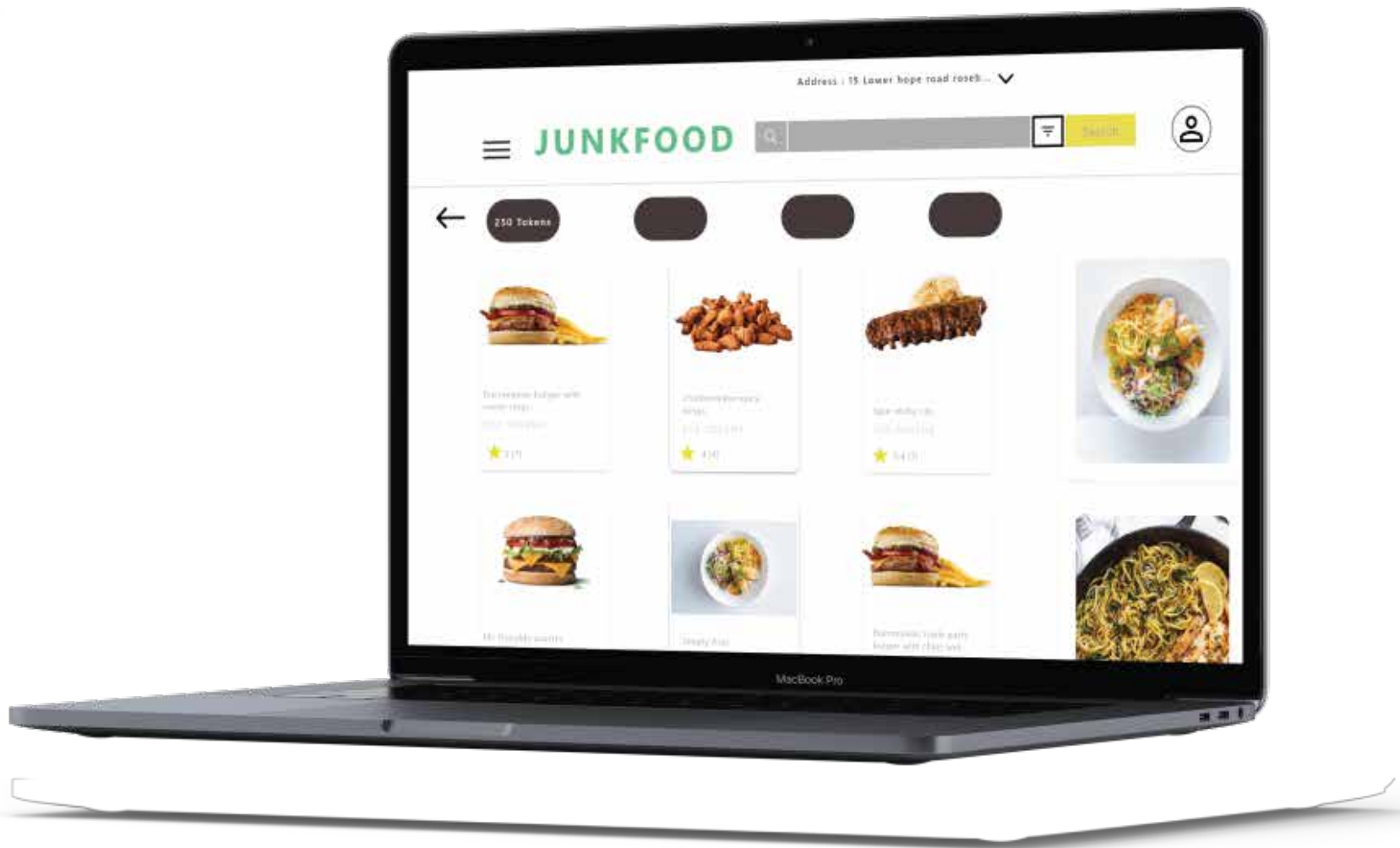
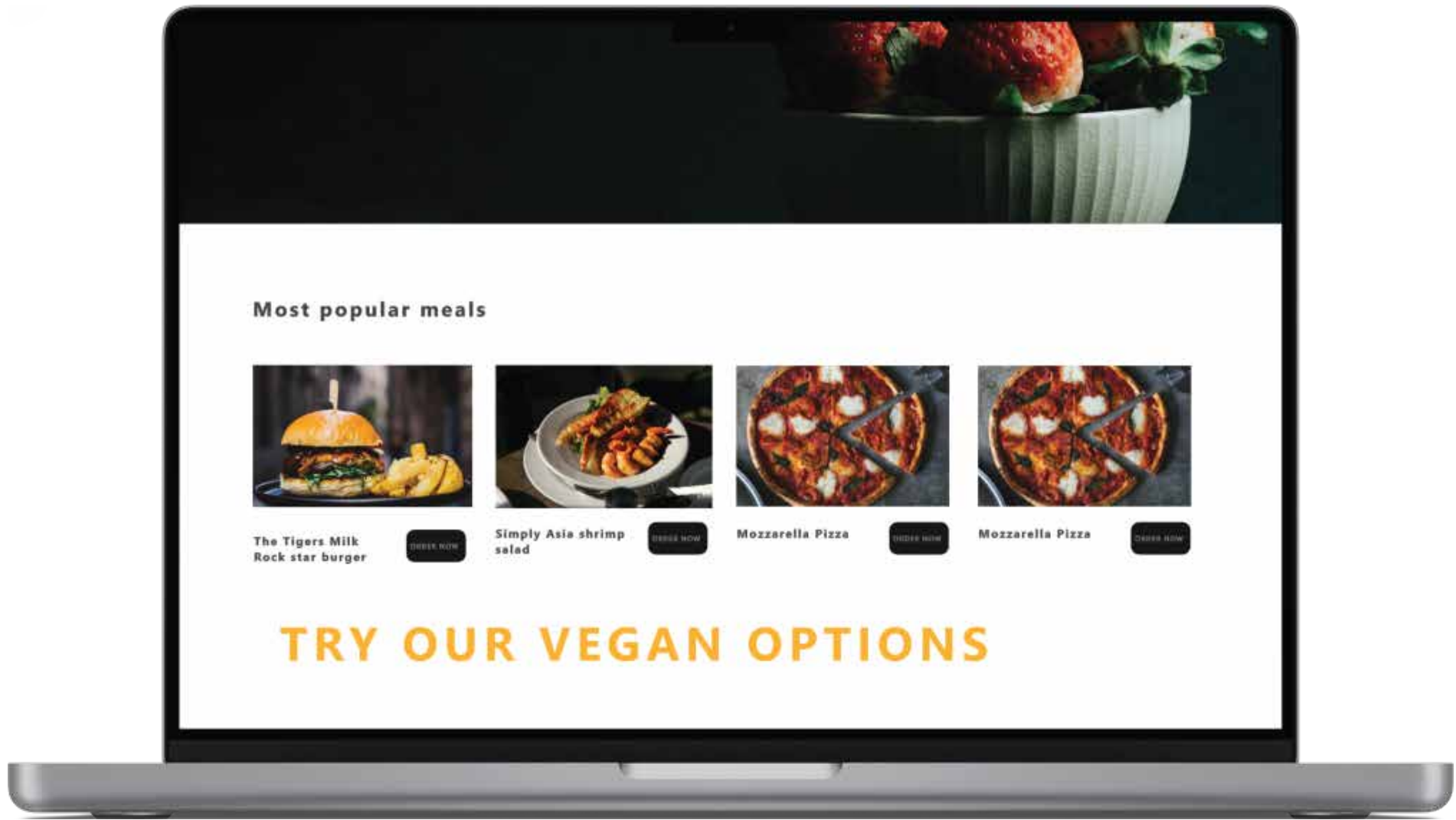
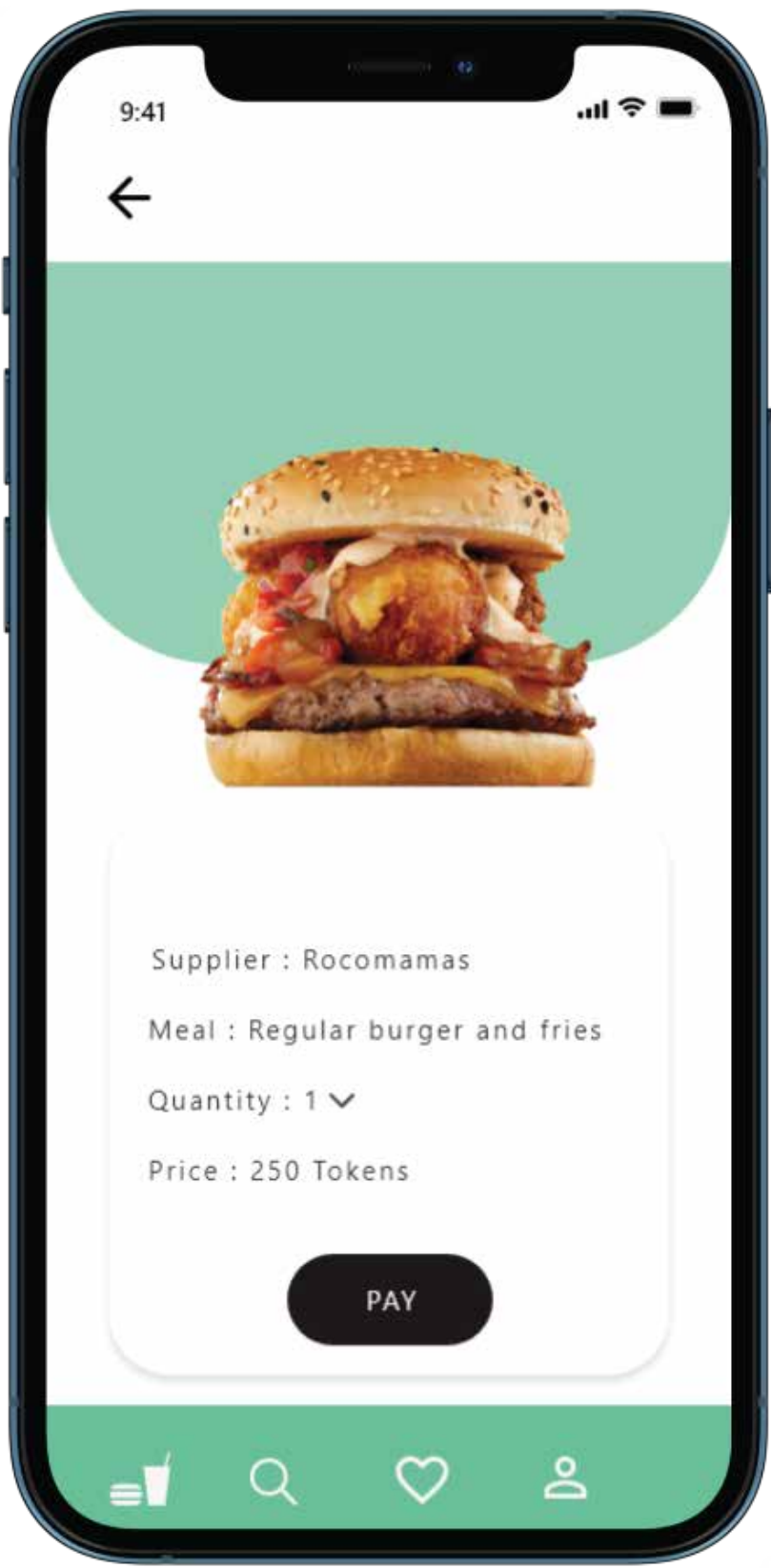
Prototype

Low-fi prototype



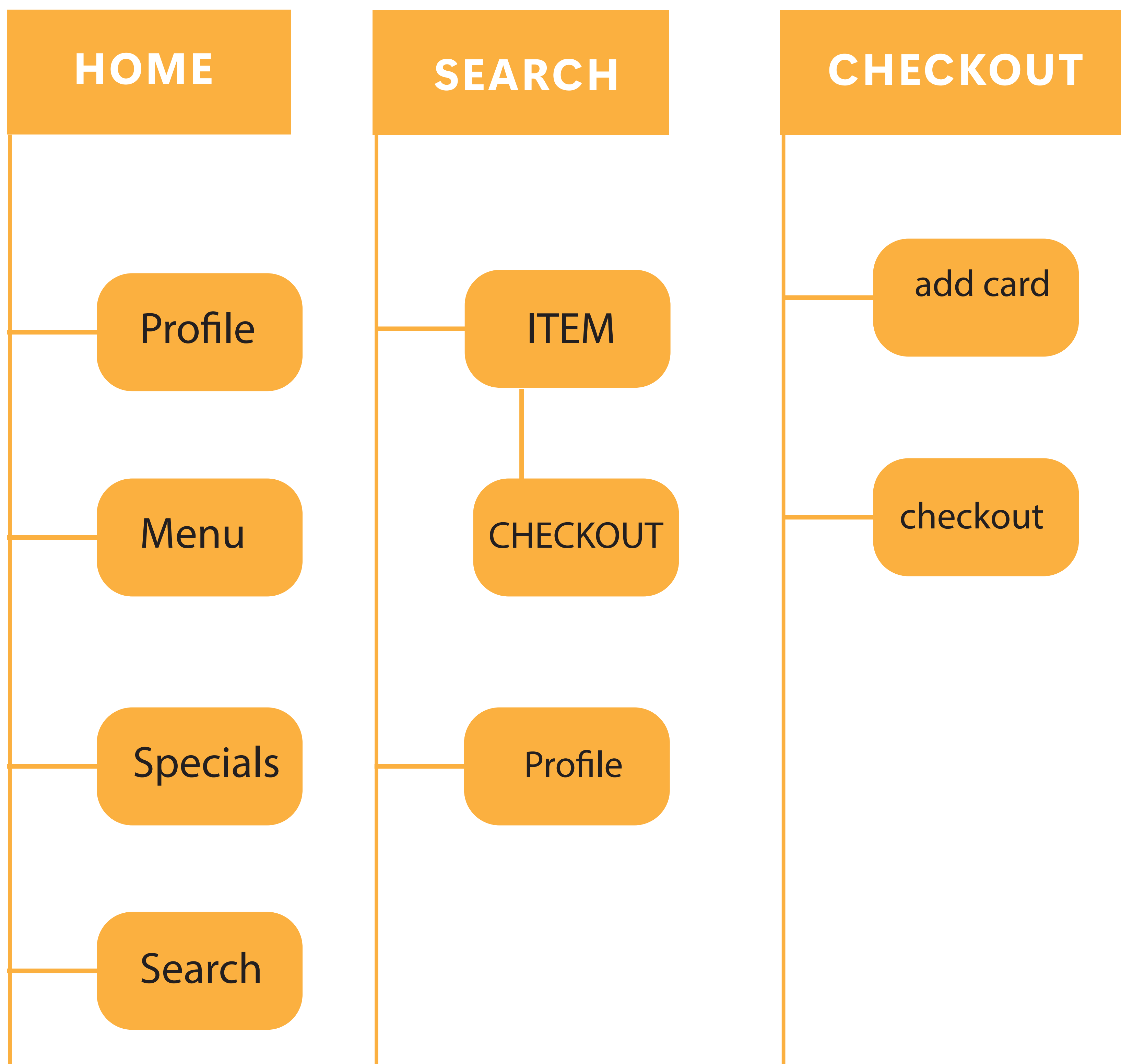
Prototvna

Hi - Fi prototype



Info Architecture

Information Architecture



Feedback

We conducted a usability study with 25 Individuals and 7 restaurants , we gathered some valuable insites which advised the second interaction of our project

Whats Next ?

After final interations we will conduct a file usability study to see if we have satisfied the perivous issues we had with the project, from there we will hand it over to the development team and have the project developed.

THANK YOU

12