SousShopper

A helping hand outside the kitchen

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Task Manager: Diego Gonzalez

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Overall Problem

- People do not know much concrete knowledge about produce
- Though many meal planning applications exist, they mainly focus on cooking
- Seasonality is often an afterthought

Contextual Inquiry

- Selected produce in three steps

  1. Intended use
  2. Price
  3. Default Standards

- Participants included students at Williams College

Guided Storytelling

- Participants talk us through their typical day at the grocery store
- Allows us to see someone's ideal shopping experience
- Participants included professors and staff at Williams College

Other Overall Trends

- Had a list of staple ingredients that they would periodically buy
- Often decided ahead of time to make certain dishes

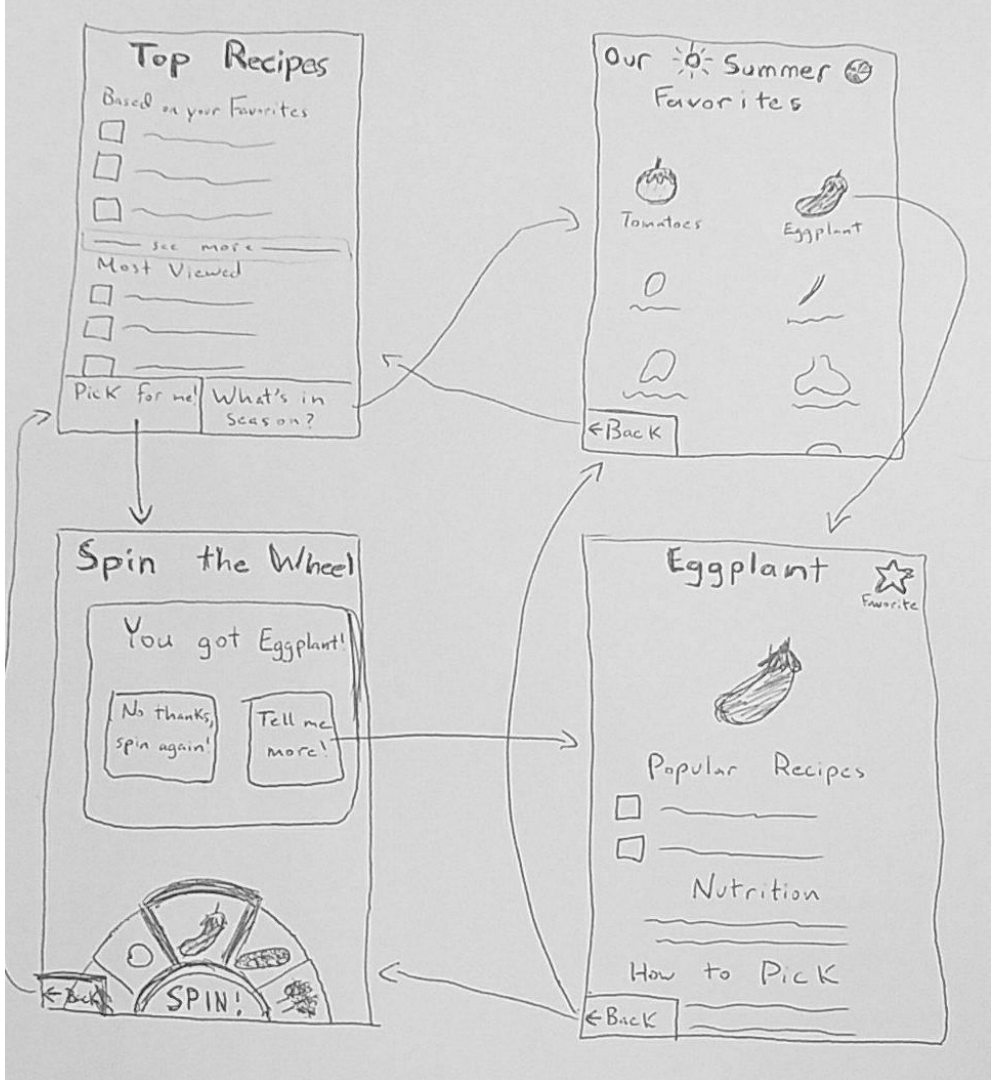
Initial Tasks

- Selecting produce based on ripeness and shelf life - Medium Task
- Learn how to cook with unfamiliar produce - Easy Task
- Build grocery list based on seasonality - Hard Task
- Determine when favorite produce are in season - Easy Task
- Learn nutritional info about produce - Medium Task
- Convenient reminder for when broccoli is in season - Easy Task

Discovery Based App

Tasks supported:

- Learn how to cook unfamiliar produce
- Selecting produce based on ripeness
- Determine when favorite fruits and vegetables are in season
- Learn nutritional information about produce

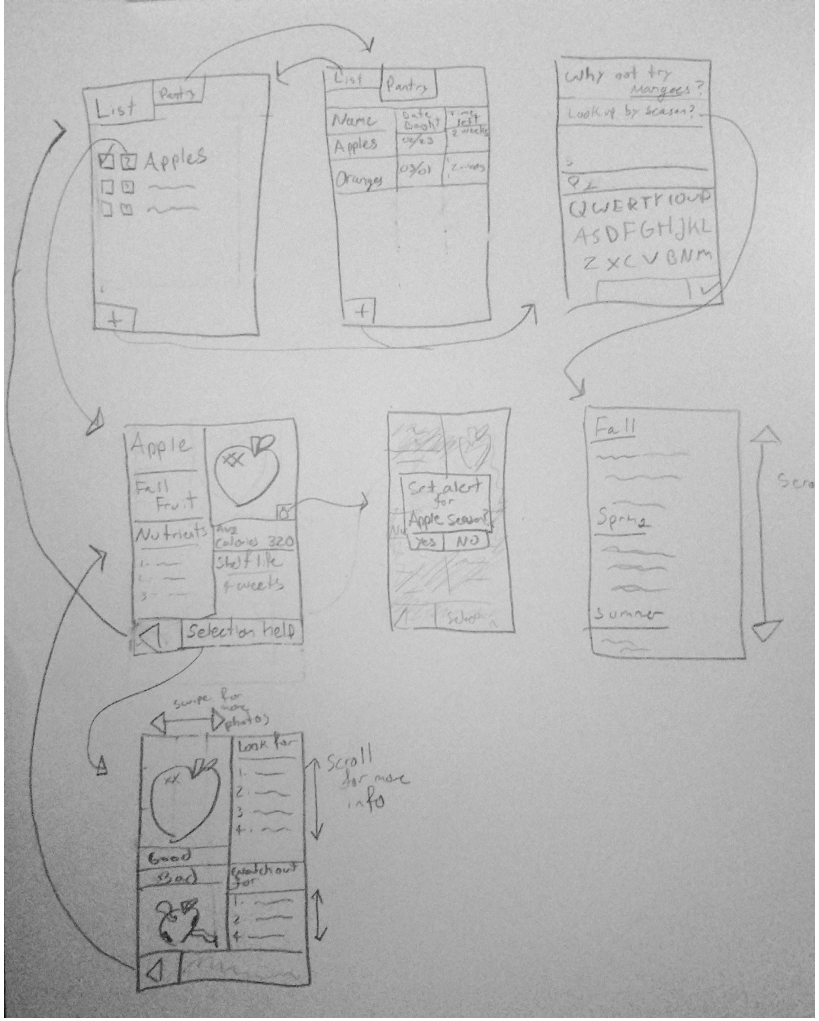


Discovery Based App

Tasks supported:

- Learn how to cook unfamiliar produce
- Selecting produce based on ripeness
- Determine when favorite fruits and vegetables are in season
- Learn nutritional information about produce

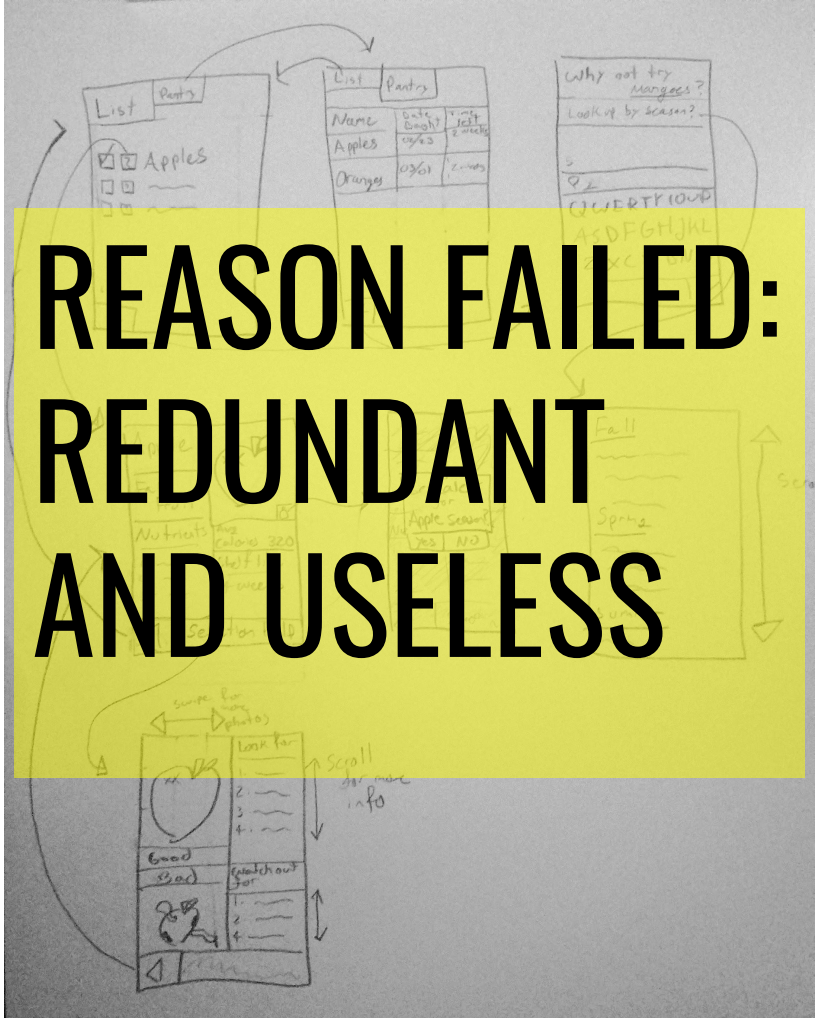
REASON FAILED: NO ONE LIKES BUZZFEED



Grocery List App

Tasks Supported:

- Build Grocery List Based On Seasonality
- Learn Nutritional Info About Produce
- Convenient Reminder for when broccoli is in Season
- Determine when Eggplants are in season



REASON FAILED: REDUNDANT AND USELESS

Grocery List App

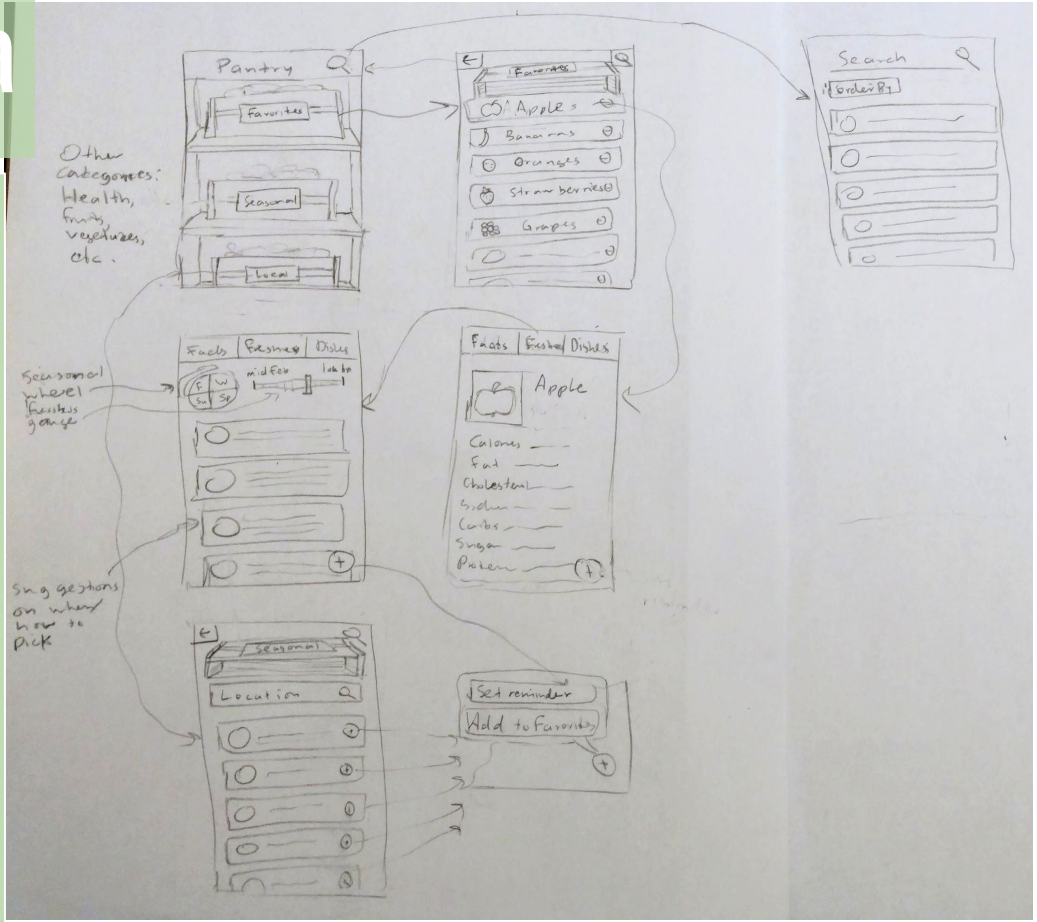
Tasks Supported:

- Build Grocery List Based On Seasonality
- Learn Nutritional Info About Produce
- Convenient Reminder for when broccoli is in Season
- Determine when Eggplants are in season

Produce Encyclopedia

Tasks Supported:

- Selecting Produce Based on Ripeness and Shelf Life
- Determine when Eggplants are in Season
- Learn Nutritional Info About Produce
- Convenient Reminder for when broccoli is in Season



Proc

Tasks Su

- Sele
  Ripe
- Dete
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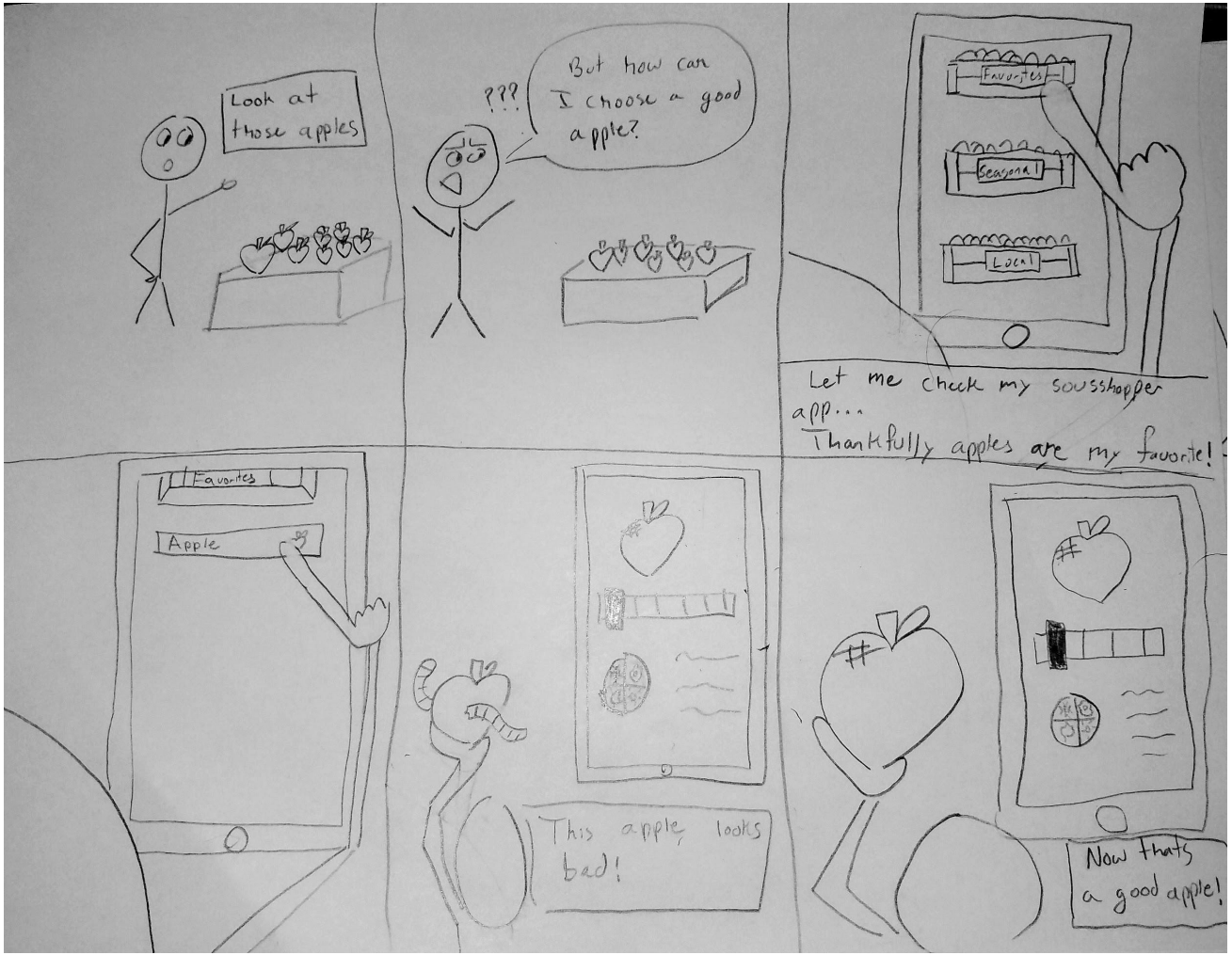
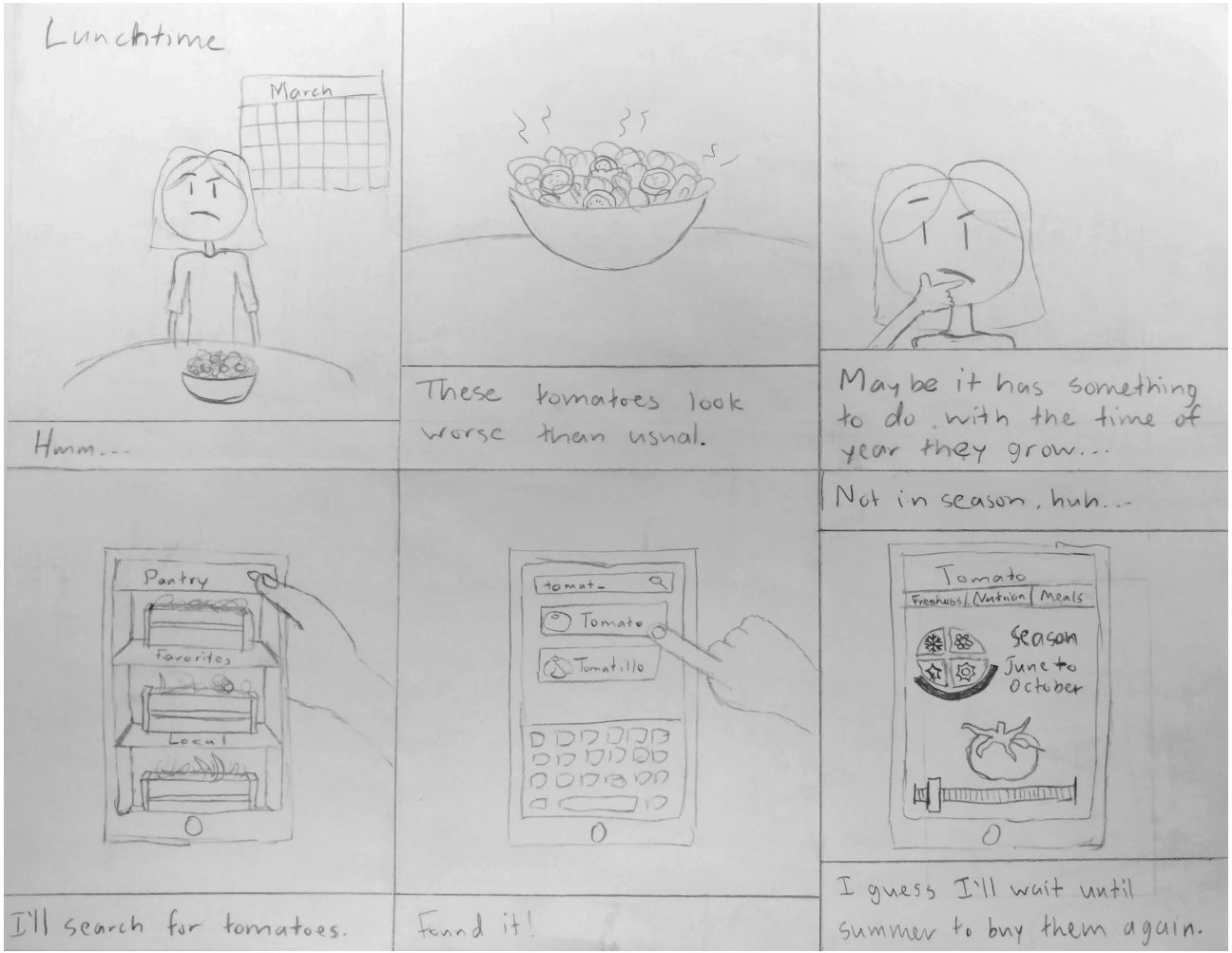
- Lear
  Prod
- Conv
  broc

DESIGN CHOSEN!!


Look at those apples
???
But how can I choose a good apple?
Favorites
Seasonal
Local
Let me check my sousshopper app...
Thankfully apples are my favorite!
Favorites
Apple
This apple looks bad!
Now thats a good apple!


Lunchtime
March
Hmm...
These tomatoes look worse than usual.
Maybe it has something to do with the time of year they grow...
Not in season, huh...
Pantry
Favorites
Local
I'll search for tomatoes.
tomat-
Tomato
Tomatillo
Found it!
Tomato
Freshness
Nutrition
Meals
Season
June to October
I guess I'll wait until summer to buy them again.

Summary

- You can learn a ton of useful (and sometimes unexpected) information from users
- Design is a team sport
- “Produce” is both singular and plural

Thanks for
listening!

Any questions?

Citations

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