



Connecting surplus food with people in need

## Background

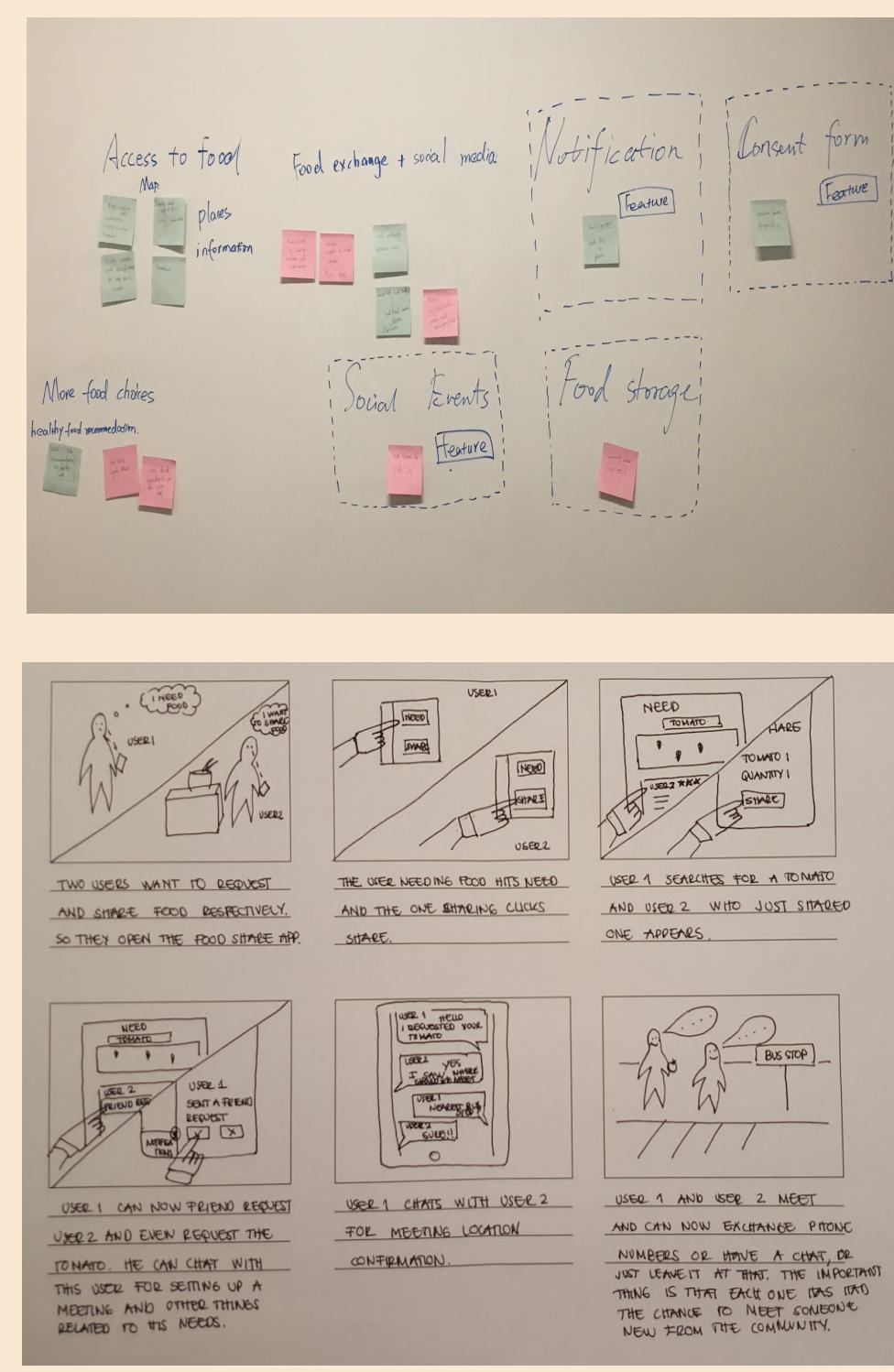
133 billion pounds of the available food supply at the retail and consumer levels in 2010 uneaten. Meanwhile 17.4 million households were food insecure at the same time during the Year. In response to these alarming figures, We design an application destined to provide a constant and reliable food source for people facing food insecurities and a solution for the massive food waste present currently in the US by the means of sharing and requesting edible food destined to become waste.

## User Understanding



By carrying out our interviews, we understood the real needs of our target users, and reduce the gap between our understanding of the reality regarding the current food needs of our interviewees and the level of access they have to food including any that might be linked to food waste.

## Design Ideation

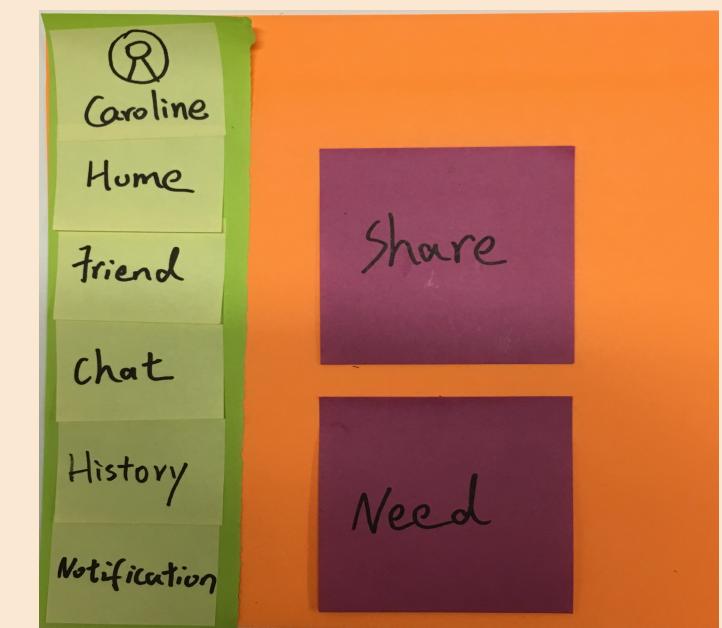


- Prioritize users' needs and identify one primary persona Luis, and his goals while interacting with the system.
- Each member first work independently to brain storm 20 designs that address the persona's goals. Then, we choose and synthesize the best ideas into a single design idea.
- Created storyboards that depicts how our persona's goals are addressed by our design.

## Prototype

### Paper Prototype

Based on discussions of the different storyboards, created an interactive paper prototype to show how people can share and need food within this application.



### Balsamiq

Transfer our paper prototype to the wireframe prototyping system using Balsamiq. Our Balsamiq prototype displayed basic concepts of share and need features.



## User Testing



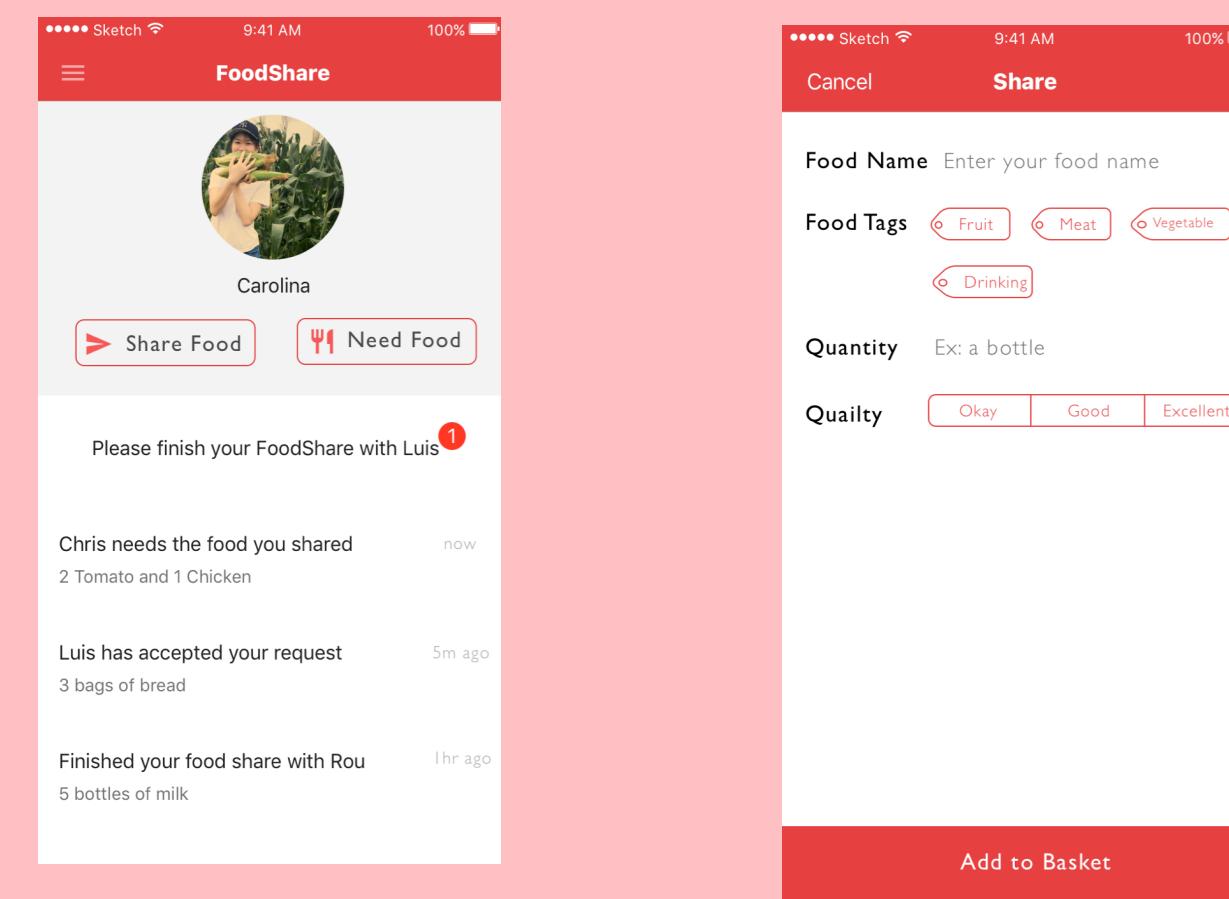
- Gauge the user's reaction towards the application
- Determine what features actually strike user's interest
- Discover possible design pitfalls that may confuse users

## Interface Changes

- Separate the "Basket Page" to be a new page
- Home page includes notification and unread messages
- Add the name on food icon in "Share Page", and user has to input food quantity themselves

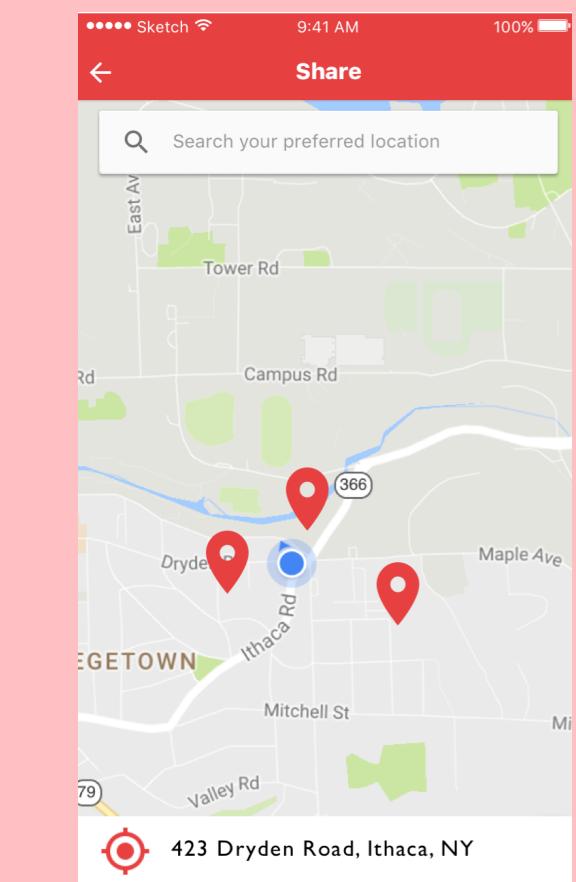
## How It Works

### Share Food Process



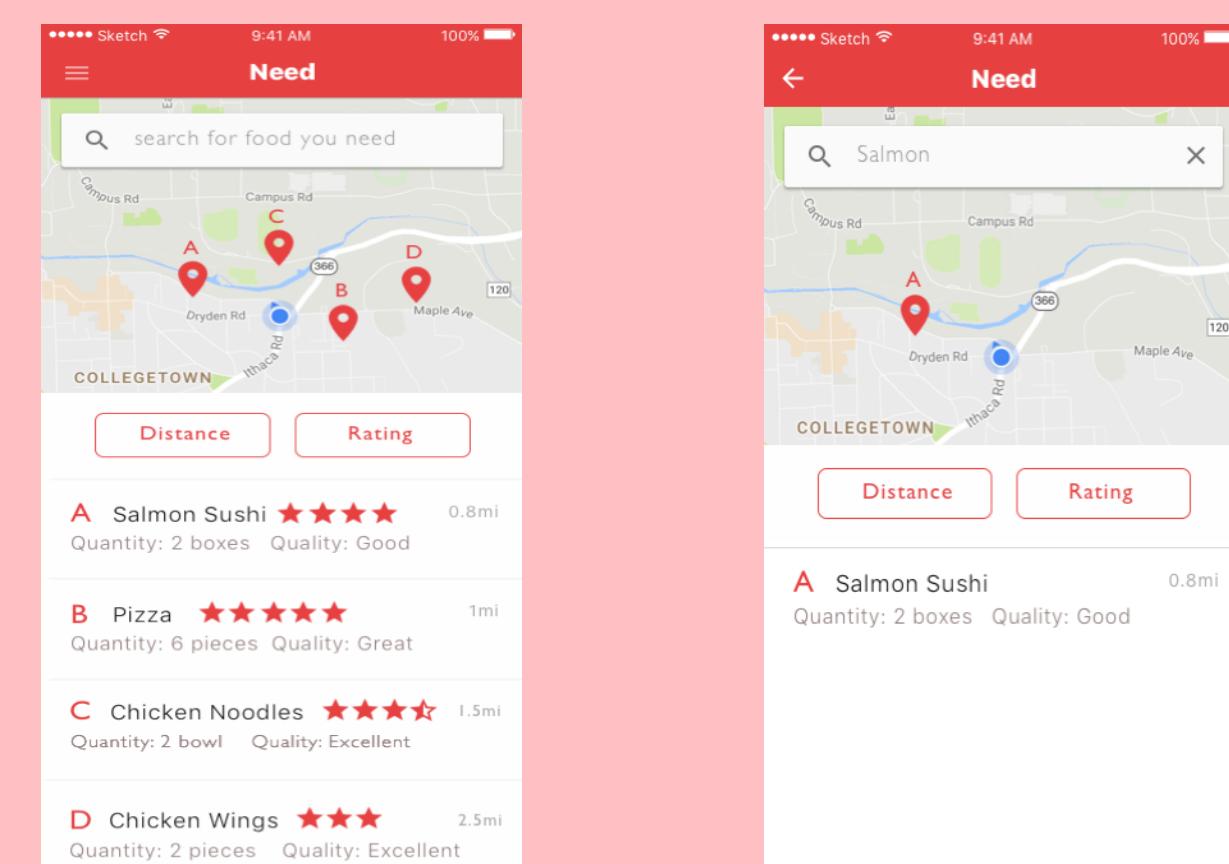
Home page: click "share food" to share food

Inputs name, type, quantity and quality of shared food



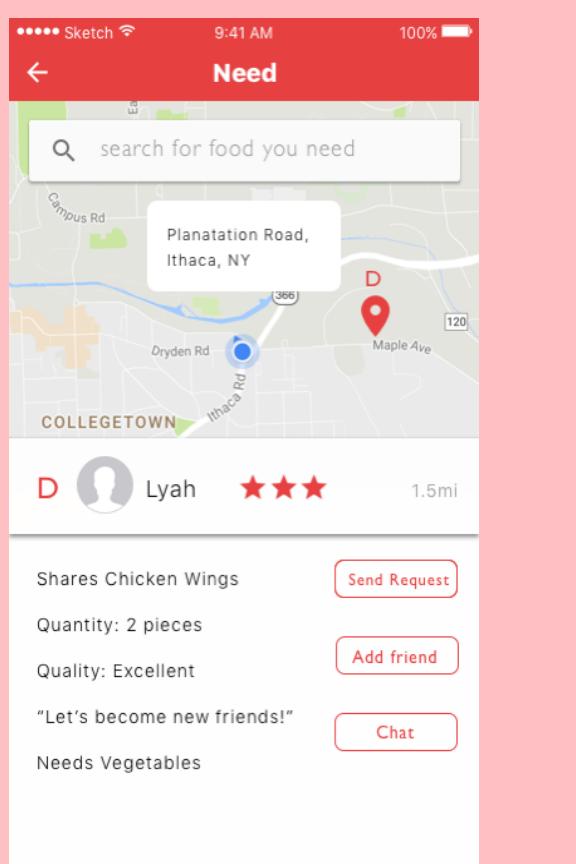
Picks up current or another location as sharing location

### Need Food Process



After clicking "need food", there will be a map showing different food that can be requested

User can search for food in the map, i.e. salmon



User can send request, add friend and chat with sharer who has the food the user wants

## Key Findings

### What worked?

Generally, our application is well-designed and easy to use. The application is helpful in solving food waste problems. User would like to use the application in future.

### Major UX problem

- The requirement for the food that can be shared in the application is unclear
- There is too much information on the map page when people request food