

Generate

Making the Purchasing Process Simple and Enjoyable

Good customer support

Better responsiveness

Order history/tracking

Incorporating visual cues

What are standard expectations for mobile marketplaces?

Does amazon have an API?

Personalizing the Purchasing Process and Outsourcing Knowledge to Community Members

Globy chatbot

Can we leverage search engines for food info

What are major food blogs/social media sources

number visitors

Food Suggestions based on quiz

Tell us more about your kid!!!!

News/related social media posts from insta

Providing Parents With the Ability to Make Educated Choices and Navigate Product Variety Confidently

"Color wheel" of palletes

filters

Wide range of food products

how do people want to see options presented

What are primary aspects of food preference

Teaching Children About Other Cultures and Making Education Engaging

Puzzles inside the interface

Educational videos about culture of recipe origin

stories about ingredients from food

Food dictionary

What are repositories of food culture?

Are there games which center around food (play with your food)

Tracking Infant Meals and Managing Information About the Food They Eat

Food Journal

Feeding scheduler

feedback

How can we gameify a food journal

What recipes do parents prefer or want more of

Increasing Easy Access of Product Knowledge and Facilitating Transparency of Product Origins

Incorporating food blogs into the interface

Allergies and any other specific information.

Tracking literal ingredient sources from manufacturer

what are aspects of "healthy" food beyond organic etc.

what are unique ways to display a food's sources

Telling Users How Food is Prepared and What Different Customizable Options Are Available

Customizing toppings

Different kinds of quantity that can be ordered

Food based on ethnicity.

Are there modular characteristics to certain cuisines?

Evaluate

User Needs

Education

Choice

Nutritional Transparnacy

Fun

Ease of Use

IN MORE
DETAIL ON
NEXT SLIDE

Group

social media/ai

breakdown: social media can be unreliable or conflicting
holes: where do social media influencers get their ideas?
users care about: seeing a face behind the food
design ideas: "Globby chatbot"

baby dieticians on instagram

kids enjoy content/media

Suggestions based on previous food ordered

variety/choice

Variety is important

parents prefers foods/flavors to be mixed

food should be customizable

breakdown: Too much information can confuse the users.
holes: Being affective while putting less burden on the users.
users care about: Product meeting their needs.
Design Ideas: Wide range of food products

knowledge/transparency

introducing foods in breast milk

allergies after year 1 better than before

some parents afraid of allergies

transparency in ingredients

No additives, sugars, lead

breakdown: parents are concerned about allergic ingredients
holes: how can you know that companies aren't lying
users care about: knowing the ingredients as if they made the food themselves (would you let a stranger feed your baby)
Design Ideas: Incorporating food blogs into the interface.

want to try free samples

rewards for buying online/consistent buying

Good deals and discounts

Subscription service

consumer quality of life

breakdown: parents want it to be worthwhile to try a new brand
holes: what methods of sharing discounts are most effective?
users care about: rewards for their extra effort/going out of their comfort zone
Design Ideas: Order history/tracking

watching others enjoy brand

allows customization

cooking is important

cooks food soft enough to swallow

cooking is cheaper but more time consuming

breakdown: parents want their kids to be more open minded and less picky
holes: what processes make kids more excited to try new things
users care about: making their kids try lots of things
Design Ideas: stories about ingredients from food.

breakdown: for some parents, cooking is actually preferred and enjoyable
holes: can baby food be an ingredient? can parents make the dish to eat alongside the baby?
users care about: enjoying making the food themselves
Design Ideas: feedback

want kids to explore with their mouths

kid show interest in specific food

bring outside world to kids

how to make mealtimes fun

new foods -> less picky eaters

educating kids through food

fun/education

tracking/information

Food Journal

finding food menus online

Feeding scheduler for babies

breakdown: parents don't have a good food information tracker incorporated in a baby food marketplace
holes: what information does the parents want to be in tracker/journal? Do they want it to be customizable?
users care about: users care about what food they are giving to their babies
design ideas: feedback

Helps parents to gain insights

Stickies



Work Area

want to
try free
samples

Suggestions
based on
previous food
ordered

Feeding
scheduler
for babies

rewards for
buying
online/consi
stent buying

how to
make
mealtimes
fun

Subscription
service

llergies ater
year 1
better htan
before

baby
dieticians
on
instagram

Good
deals and
discounts

Food
Journal

introducing
foods in
breast milk

some
parents
afraid of
allergies

educating
kids
through
food

parents
prefers
foods/flavors
to be mixed

bring
outside
world to
kids

kid show
interest in
specific
food

want kids
to explore
with their
mouths

kids enjoy
content/media

new foods
-> less
picky
eaters

finding
food
menus
online

cooks food
soft
enough to
swallow

cooking is
cheaper but
more time
consuming

variety is
important

food should
be
customizable

transparency
in ingredients

No
additives,
sugars,
lead

Organic Baby Food Interview Responses

Description

write down
each user
statement
on postits

not allowed to
use words
feature,
implement,
develop

attempt to gain
big picture
understanding
of parent
needs

user goals,
needs,
priorities

elicit needs
from parents
who don't get
organic food

Source & Reference Materials

transcript
from
interviews

interview
notes

audio
recordings

global
website for
definitions of
foods

baby
lead
feeding

User Needs

User Need: Educating children about other cultures through the recipes and the people who invent those recipes in the hopes that the children will be less picky eaters and more open-minded citizens

Goals: Teach kids about cultures through food

Priorities: Make children appreciate food as a cultural window

Preferences: Youtube-like content

Experiences: Kids who try things earlier are easier to work with in the future

User Need: Feeling confident in one's ability to make educated decisions between different food items on multiple bases including nutritional value, flavor, variety, etc

Goals: Customizability

Priorities: Options that cater to specific dietary needs, such as organic or vegan options

Preferences: Different flavors, textures, and ingredients.

Experiences: Better customer service or more transparent information about the products.

User Need: Knowing the precise nutritional information as well as ingredients & allergens present in order to feel more at ease about what is being fed to their children

Goals: Make every nutritional aspect available easily

Priorities: Parents want to know key nutritional facts

Preferences: foods with simple ingredients

Experiences: parents just look at back of labels quickly and glance

User Need: Enjoyment of the process of feeding children and preparing food in order to make an otherwise tedious and mundane task more engaging for both parent and child

Goals: Incorporate games into education to encourage kids to participate

Priorities: make games a conduit for food information and cultural exploration

Preferences: simple word-play or games that have educational aspect (not just a video game)

Experience: Education is increasingly gamified

User Need: Having a convenient and simple process for making and managing purchases which makes it more efficient and pain-free than going to the store physically and choosing from brands on shelf

Goals: Users want an interface that is easy and intuitive to use, without complicated features.

Priorities: Users want to track their food quickly and easily, without taking up too much time or effort.

Preferences: Users may have preferences for certain types of foods, such as vegan or gluten-free options, which the app should be able to accommodate and for certain types of tracking, such as using voice commands to input data.

Experiences: Users may have had negative experiences with other interfaces that were difficult to use, overly complicated, or did not provide useful information.