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Quick Sale webapp solution (B2C)

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[Figma link](#)

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1. Introduction

Did you know that Denmark has one of the highest food waste ratings in Europe (Fleck, 2023)?

Exactly, that's right and in particular with an average of 221kg per person every year. Yes, it's as bad as it sounds. Why missing the chance of being part of the change to have a better future?

If you want to be part of a community that fights food waste, engages with local stores and saves money on its monthly budget, this is the solution for you.

This web application was developed to eliminate third parties (like TooGoodToGo), so that all the profit would go directly to the store, instead of having fees being applied to the price of the bag.

Building customer loyalty and saving food that otherwise would go to waste are other main points to focus on too, in order to reduce the destructive lifestyle that people are used to nowadays.

The design is inspired by the Quick Info palette and the Coop 365Discount stores that were prioritized in the making of the prototype.

Overall, the solution is addressed to increase sustainability in the country while fostering loyalty and engagement, with an emphasis on the importance of saving food.

1.1. Problem Description

The purpose of this project is to delve into the strategic framework aimed at ameliorating the prevailing food waste dilemma in Denmark through the innovative interventions proposed by Quick Info. Initial success was achieved through the implementation of the "Ja, tak" social media post-response robot, which substantially curbed food waste in Danish supermarkets. Building upon this accomplishment, Quick Info is now directing its efforts towards augmenting the "Quick Sale" web application with novel features tailored to combat food waste, while staying independent of third parties, such as TooGoodToGo. The latter, although proficient in marketing endeavors, may not be as directly focused on the

core objective of food waste reduction. Additionally, the endeavor seeks to strengthen the relationship between local communities and COOP's 365discount stores. The overarching aim is to foster loyalty and community engagement while concurrently addressing the pervasive issue of food waste.

1.2. Problem Statement

As mentioned in the above-presented problem description, the main points around which the whole project will be revolving around are reducing food waste in the supermarket sector, creating independence from third parties, and strengthening the relationship between local communities and their COOP's 365discount stores. Having that in mind, the following problem statement was formulated:

How can Quick Info remove third parties between COOP's local stores (365discount in particular) and their customers in Aarhus, and build loyalty by engaging with the local communities?

Furthermore, how can our team create a digital solution that reduces food waste in Denmark?

2. Methodology

The methodology section of the paper aims to inform the readers of the way the data has been gathered. Moreover, it will provide information that is critical to the backbone of the study.

For the purpose of this project, the Double Diamond framework (Justinmind, 2018) has been chosen to structure the thoughts and enhance the creative process (Fig 1). By utilizing this framework, our team can systematically explore and define the problem space, generate innovative solutions, and iteratively refine concepts based on user feedback.

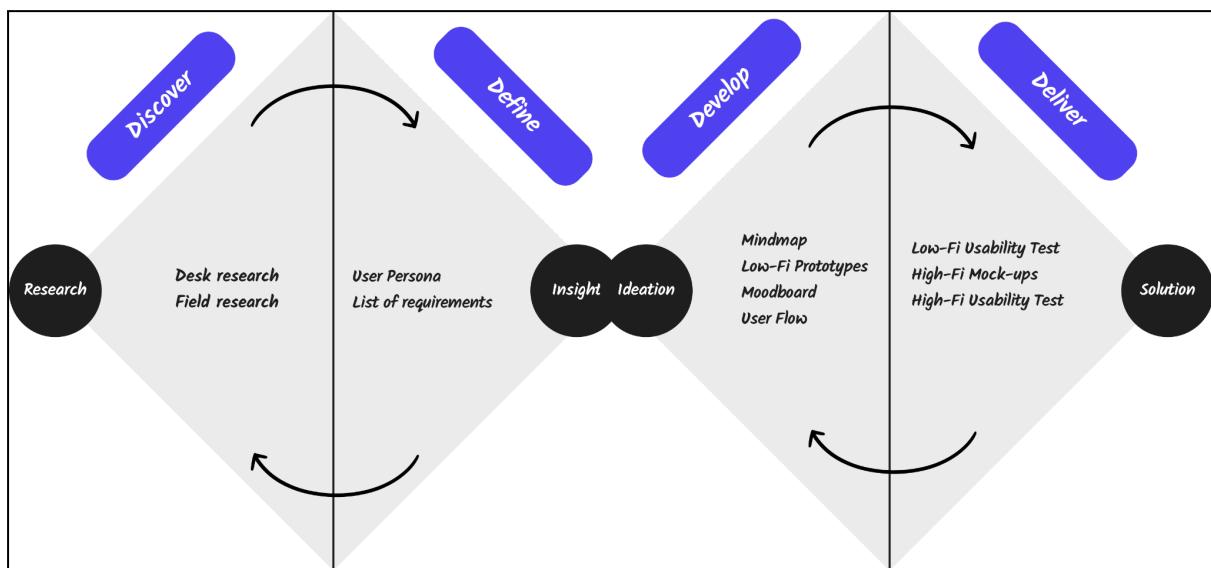


Fig 1. Double Diamond Framework

In order to answer the problem statement, both theoretical and practical approaches were applied to gain a perspective as in depth as possible.

For the purpose of this project, the necessary data was collected in a qualitative form, namely by the means of desk- and field research through observations and interviews.

The desk research consisted of finding information about the client - Quick Info, but also COOP's supermarkets through both their websites, but also their online presence in various SoMe channels. The reason for that was for

us to get a better understanding of the two parties. Furthermore, the main advantage of conducting desk research is its low risk nature. It is also easier to manage because of the greater degree of control, which also makes it more predictable (Bassot, 2022).

Moving onto the field research, it is categorized as a qualitative one, therefore the type of data we were aiming to collect is also qualitative, which is primarily associated with interviews as a method of data collection (Daymon and Holloway, 2011). A key feature of the interviews is that they are flexible in nature, which allows us as interviewers to develop an understanding of the perspective of the interviewees (*ibid.*). After conducting the interviews, the qualitative data was thoroughly examined and analyzed, resulting in the creation of a User Persona (Harley, 2015), to portray the needs & wishes of the participants. These were kept in mind and later on used for the creation of a List of Requirements with all functional and non-functional requirements based on user needs and client expectations.

When developing the overall concept of the digital solution, the creation of a Mindmap (Frey, 2021) was done as a first step to serve as inspiration for generating and visualizing our ideas. Before jumping into the Design process, a Site Map (Tankala, 2023) was created to showcase the information architecture and help in understanding the structure and the hierarchy of the web application.

Furthermore, several tools and theories were used for the Design process, in order to properly back up the decision making throughout developing the digital solution. Starting off with some Crazy 8s and Sketches, a lot of ideas were generated. However, in order to filter and narrow them down, a 2x2 matrix was used (ProductPlan, 2023). Going further and based on the decisions in the matrix, as well as on the Sketches, Lo-Fi wireframes were created (Zhang, 2022), to set the layout of the potential pages before adding the content. When creating these, some of the Gestalt principles were kept in mind (Zainab, 2023). Before moving on to the creation of Hi-Fi

and Prototyping, a Moodboard was created to visually show the feelings and values the digital solution intends on creating (Young, 2023). A Style tile was not created by us, since the client provided the materials taken from the company's design system. However, when building up the Hi-Fi and Prototyping, following conventions was underlying, since "*users spend most of their time on other sites.*" (Jakob's law).

After building both the Low- and Hi-Fi wireframes, several tests were conducted to get feedback from real testers, namely Think Aloud Test (Nielsen, 2012), Gangster Test/ Trunk Test (Krug, 2013) & Guerilla Test (Ligertwood, 2020).

Finally, a series of Mockups were created in order to help the reader visualize the final product (Cao, 2015).

2.1. Desk Research

Quick Info

Based on information found on Quick Info's website, as well as their online presence on various SoMe channels, Quick Info specializes in providing innovative digital solutions to maximize Facebook advertising effectiveness, offering a unique ordering system where customers can simply comment 'ja tak' (yes please) to place orders, thereby eliminating the need for additional apps (Quick Info, n.d.).

Their customer club platform focuses on enhancing customer conversion through a variety of engagement tools such as gamification, loyalty programs, and SMS marketing. The platform features a user-friendly web app offering digital punch cards, value coupons redeemable both on-screen and in the webshop, click & collect options, scratch cards to drive in-store traffic, and inspiring videos to boost sales. Notably, customers can receive tailored offers directly to their mobile phones without app installations by joining the club at checkout, and they access personalized offers and club information via a digital booklet on their mobile devices. Quick Info operates on a transparent monthly license basis, devoid of hidden fees or

agency costs, and ensures effective customer targeting through direct mobile promotions including images, videos, vouchers, and scratch cards. Testimonials highlight significant boosts in sales, retention rates, and engagement, with examples including increased average spending from club members and successful SMS marketing campaigns. Businesses interested in the platform can further explore it through self-exploration or by scheduling a free demo, with additional resources such as guides available for those keen on building customer loyalty. Furthermore, the platform includes a comprehensive dashboard for tracking club performance and campaign effectiveness, offering valuable data-driven insights for optimizing marketing strategies.

Coop chain stores

Coop Denmark, a leading cooperative retail company in Denmark (Coop, n.d.), boasts a vast market presence with diverse store formats including supermarkets, hypermarkets, discount, and convenience stores, catering to varied consumer needs. Offering an extensive array of products spanning groceries, household items, clothing, electronics, home goods, and health products, Coop Denmark also provides services like online shopping and loyalty programs. Committed to corporate social responsibility, Coop Denmark prioritizes sustainability, ethical sourcing, and community engagement initiatives (Coop, n.d.). Despite facing competition from other major retail chains, Coop Denmark stands out with its cooperative business model, sustainability focus, and dedication to customer satisfaction, maintaining its status as a trusted industry leader in Denmark (ECDB, n.d.).

Supermarket customers

We defined the average customer's diverse traits that shape their shopping behaviors.

Traits (consumers are...)	Explanation	Example/proof	Images	Links
Active	are commenting under the "JA TAK" Facebook posts very actively	Kvickly Åbyhøj Facebook page posts "JA TAK" posts and each post has the average of 50 comments from customers, even if the post is a day old.		https://www.facebook.com/KwicklyAabyhoej
Impulsive buyers	Consumers admit that once they enter the store, they usually buy something that was not planned, therefore they enjoy the deals, options, wide range of choices.	On google maps there is a review that mentions about buying extra not planned things.		https://maps.app.goo.gl/miS94rs2egUWJgFPA
Family-Oriented	Consumers visit the stores with their families/children, especially during the weekends. They also buy products that are meant for kids.	Seeing families with children in stores, interacting with "JA TAK" posts that are selling children products		https://www.facebook.com/KwicklyAabyhoej
Tech-savvy	Consumers use social media to interact with the stores social media, participate in "JA TAK" posts, are open to buying tech products from the store, like toasters, coffee machines, air fryers.	All social media posts have responses from customers (likes, shares, comments). All the "JA TAK" posts that sell tech things are quite popular among consumers too.		https://www.facebook.com/KwicklyAabyhoej
Budget-Conscious	consumers are looking for value for money and are aware of promotions and discounts (online, on social media, magazines)	The "JA TAK" posts are the most active on social media, people are commenting and want to get the deal.		https://www.facebook.com/KwicklyAabyhoej
Convenience-Driven	Customers appreciate the convenience of a one-stop shopping experience, seeking a variety of goods and services within one supermarket.	Seeing a wide range of products in the coop.dk chain stores. Anywhere from different food items, to tech, clothes, everyday items, cleaning supplies, etc.	Photos from their facebook pages	

Fig 2. Table of defined supermarket customer traits

Food waste in Denmark

Research in Denmark reveals how big of an issue food waste is in this country (Fleck, 2023). There have been many initiatives to reduce waste,

such as selling suboptimal foods at discounted prices by using apps like Too Good To Go to help minimize waste and encourage responsible consumption. However, despite these efforts, criticism has arisen towards Too Good To Go. The main concerns are about users being able to pre-order surplus food, potentially incentivizing restaurants to overproduce and in this way, prioritizing the business' interests over its environmental mission (Tougaard, 2021).

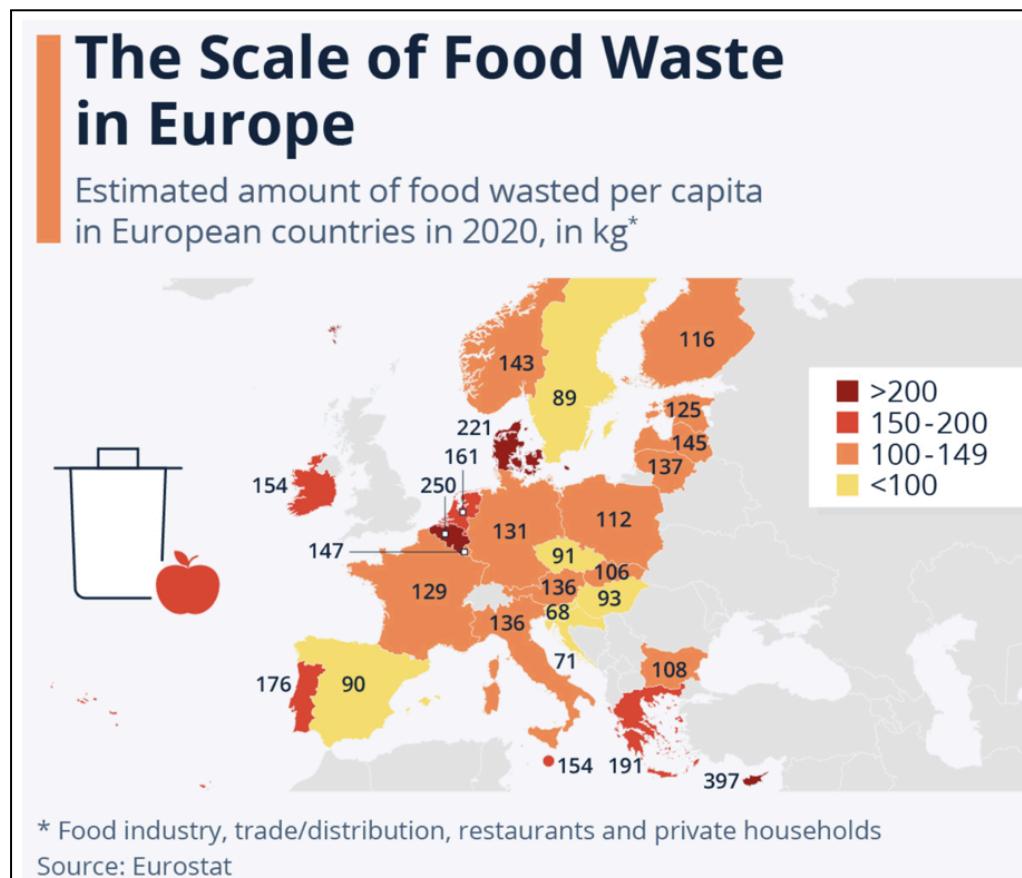


Fig 3. Scale of food waste in Europe (statista.com)

2.2. Field Research

2.2.1. Interview Guide

The target group for people to interview was middle-aged adults, living in Aarhus and actively using the already existing “JA TAK” feature, created by Quick Info. Afterward, a group of 5 people was chosen.

Before conducting the interviews, a guide with 7 questions was created.

A summary of the main topics in which we needed to gain insights are the following:

- Shopping habits, preferences, and features that would make people more likely to use a digital platform to buy from COOP.
- Preferences for receiving notifications about discounted food and the desired information about food items.
- Whether people want to provide feedback or reviews for discounted food purchases.

Interview Guide		
<p>Using these questions we'll find out:</p> <ol style="list-style-type: none"> 1. Shopping Habits: How often people buy food from local shops and their thoughts on food waste. 2. Actions Taken: What people currently do to reduce food waste and their concerns about buying discounted food directly from local shops. 3. Preferences: What features and payment options people want in a digital platform for buying discounted food. 4. Interest and Influence: People's interest in buying discounted food and what factors influence their decision. 5. Relationship Building: How removing third-party services could strengthen the bond between customers and local shops. 6. Platform Usage: Features that would make people more likely to use a digital platform to buy from local shops. 7. Notifications and Information: Preferences for receiving notifications about discounted food and the desired information about food items. 8. Feedback and Reviews: Whether people want to provide feedback or reviews for discounted food purchases. 	<p>Not how many people, focus on WHY people do this</p> 	<p>Possible Questions 1</p> <p>Not ready yet!</p> <ol style="list-style-type: none"> 1. How often do you purchase food from shops? 2. What features would you like to see in a digital platform for purchasing food from shops? 3. What information would you like to have about food items before making a purchase? 4. How do you prefer to receive notifications about available excess food items? 5. Would you be interested in purchasing excess food from local shops at a discounted price? Why or why not? 6. How often do you purchase discounted food items from local shops? What would influence your decision? 7. From your perspective, what features or functionalities should a digital platform offer for purchasing discounted food from local shops? 8. What specific details or information would you need before feeling comfortable purchasing discounted food items? 9. How often do you prefer to receive notifications about discounted food items available for purchase? 10. What concerns, if any, do you have about buying discounted food directly from local shops rather than through third-party services like Too Good To Go? 11. What information would you need to feel confident purchasing discounted food items directly from local shops? 12. What payment options would you expect or prefer to see available on a digital platform for purchasing discounted food from local shops? 13. How concerned are you about the issue of food waste, both globally and within your local community? 14. Would you be more likely to buy food nearing its expiration date if it meant reducing waste? 15. How much do you think about food waste when you shop for groceries? 16. How important is it for you to support local businesses directly, rather than through intermediaries? 17. In what ways do you think removing the third party could strengthen the relationship between customers and local shops? 18. What features would make you more likely to use a digital platform to buy directly from local shops? 19. Would you prefer a notification system to alert you when local shops have discounted food available? 20. How important is it for you to have detailed information about the discounted food items available from local shops? What would you like to see there? 21. Would you like the option to provide feedback or reviews for the discounted food items you purchase directly from local shops? <p>Possible Questions 2</p> <p>Not ready yet!</p> <ol style="list-style-type: none"> 1. How likely are you to buy discounted food from local shops, and what factors influence your decision to do so? (e.g., price, convenience, product freshness)  2. What specific details or assurances would you need to feel confident purchasing discounted food items directly from local shops? (e.g., expiration date, quality, sanitary handling) 3. How do you prefer to receive notifications about discounted food items available for purchase, and what concerns do you have about buying directly from local shops instead of through third-party services? (e.g., push notifications on mobile app, email alerts, concerns about reliability)   4. How important is it for you to support local businesses directly, and in what ways do you think removing third-party services could strengthen the relationship between customers and local shop? (e.g., sense of community, personalized service, stronger connection) 5. Would you be interested in providing feedback or reviews for the discounted food items you purchase directly from local shops, and what features would make you more likely to use a digital platform for this purpose? (e.g., rating system, comment section, user-friendly interface)    6. How frequently do customers take advantage of the "JA TAK" discounts? (e.g., weekly, monthly, occasionally)   7. In what ways do users prefer to find the "JA TAK" discounts (websites, SMS, email newsletters)? (e.g., mobile app notifications, email newsletters)   8. Are there any challenges or barriers that customers face when trying to redeem "JA TAK" discounts? (e.g., limited availability, technical issues) 9. Are there any frustrations or pain points in the process of applying for a "JA TAK" discount? Have they experienced something negative with that? (e.g., complicated redemption process, long waiting times)    10. What additional features or rewards could influence their loyalty to "JA TAK" posts and the supermarket? (e.g., loyalty points, exclusive deals, personalized recommendations)    11. What feedback do users have about their current experience with "JA TAK" discounts? (e.g., positive experiences, areas for improvement) 12. Are there any additional features or improvements they would like to see in a digital solution for "JA TAK" posts? (e.g., easier redemption process, more discount options)   <p>Final Questions</p> <p>???</p> <ol style="list-style-type: none"> 1. How often do you buy discounted food close to expiration? 2. Have you ever used the JA TAK feature for buying something on discount? How often do you use it (weekly, monthly, occasionally) 3. Have you experienced any frustrations in the process of "applying" for a JA TAK product? If yes, can you describe your experience, what made it a bad one? (complicated redemption process, long waiting times) 4. What additional features or rewards could improve your experience to "JA TAK" posts and the supermarket? (e.g., loyalty points, exclusive deals, personalized recommendations) 5. How do you prefer to receive notifications about discounted food items available for purchase? (e.g., push notifications on mobile app, email alerts) 6. Would you be interested in providing feedback or reviews for the discounted food items you purchase directly from local shops? If yes, what features would make you more likely to use a digital platform for leaving a review? (e.g., rating system, comment section, user-friendly interface, photo section) 7. Are there any additional features or improvements you would like to see in a digital solution for "JA TAK" posts? (e.g., easier redemption process, more discount options)

Fig 4. Interview guide

Our attention was on understanding not just how many people are participating in "JA TAK" offers, but rather why they choose to do so and what challenges, desires, and frustrations they face in the process.

2.2.2 Interviews

The interviews were carried out based on the above-presented Interview Guide. As already mentioned, a total of 5 people took part in answering the questions. To collect the needed data, 3 of the interviews were conducted

in both Kvickly and 365 Discount stores with regular customers falling into our target group. The last 2 interviews were from participants who are familiar and are using the “JA TAK” feature.

The main purpose of the interviews was to find common patterns and understand how users interact with discounts, whether they face any challenges in the process, and their suggestions for improvements.

The interview questions, as well as participants’ answers are to be found in [Appendix A: Interview Questions](#) and [Appendix B: Interview Answers](#).

2.2.3. Findings

Types of Users	Clusters of pain points/frustrations	Clusters of gains/motivations	Connections between types of users
People in their 50s who use “JA TAK” feature very actively	Users express frustration with the need to check social media platforms like Facebook for discounted deals, indicating a desire for more convenient notification methods.	Users suggest loyalty programs and personalized recommendations as desired features to enhance their shopping experience and further incentivize their engagement with discounted offers.	Despite the differences in age demographics, both groups demonstrate a strong interest in saving money and accessing discounted offers, indicating a shared motivation towards economical shopping habits. This connection underscores the universal appeal of the JA TAK feature across different age groups.
Young people in their 20s who use “JA TAK” feature very actively	Employees at Kvickly observe that some customers do not collect their ordered products, leading to potential food waste concerns.	Users across different age groups express a strong motivation to purchase discounted food items as a means of saving money and budgeting expenses.	Both young people in their 20s and people in their 50s who use the “JA TAK” feature very actively share a common behavior of actively seeking out discounted deals and taking advantage of the JA TAK feature to purchase discounted food items.

Fig 5. Affinity diagram (Dam, Siang, 2022)

Our research provided valuable insights into how people use “JA TAK” discounts. We organized these insights into different groups using a diagram. This diagram shows what users like, what they find frustrating, and what motivates them. We found different types of users, each with their own habits and preferences when using the discounts. By understanding

what frustrates and motivates users, we can better meet their needs and improve their experience with "JA TAK" discounts.

2.3. Mapping

After conducting the interviews and collecting the data through desk research, the information was sorted out through finding different patterns. These were helpful to create a User Persona (Harley, 2015), called Lars Dahl Jensen (Fig 6). This choice is based on research about the most common Danish male names, middle names and surnames. Lars portrays the needs of the participants who seek discounted foods, enjoy spending time in nature and are concerned about food waste.

	<p><i>I do use the "JA TAK" feature from my favorite grocery stores because there is a possibility to get a bargain on the food items, and it also saves the planet from food waste!</i></p>		
Habits <ul style="list-style-type: none"> • Plans his meals for the upcoming week using the "JA TAK" feature from his favorite grocery stores. • Budgets money towards groceries buying discounted produce and looking for deals online and in-store • Uses social media on a daily basis to catch up with friends, see the news, find discounted deals • Help out the people in need with food 	Social media usage <ul style="list-style-type: none"> • Uses Facebook, LinkedIn, Messenger • Uses the social media apps daily, mostly Facebook • Has an iPhone 15 Pro Max, also a Macbook M1 (2021) 	Name: Lars Dahl Jensen Age: 51 years Nationality: Danish Location: Aarhus Occupation: Business Consultant Status: Married Hobbies: Traveling, Frisby, Food, Helping people in need	Gains & Motivations <ul style="list-style-type: none"> • Low prices • Saving the Earth from food waste • Interesting foods to try out • Helping other people in need Frustrations <ul style="list-style-type: none"> • Has to scroll through Facebook to find "JA TAK" deals • Sometimes forgets at what time does he have to pick up the reserved goods • Can not see what is he getting from the prepared category bags • Is tired of following grocery stores on Facebook and having to look for the discounts there
Biography <p>Lars is a middle aged Danish man, living in Aarhus with his wife. He works as a business consultant. In his free time he likes enjoying the fresh air while playing frisbee, traveling, and trying out different kinds of food. To save up money while buying groceries, Lars uses the "JA TAK" features in his favorite stores like "Kwickly" and "Discount 365", therefore saving money and the environment. He enjoys helping people in need, therefore uses the discounted food to make meals for them.</p>	User goals <ul style="list-style-type: none"> • Wants to see what is he getting from the mystery bags from "JA TAK" offers • Want to receive push notifications of reminders • Would much rather to go and see the discounts on a website that is related to the store and not trash his SoMe feed with grocery store notifications and posts • Save money on groceries and other supermarket goods 	Business Objectives <ul style="list-style-type: none"> • Decrease food waste from grocery stores by selling them using the "JA TAK" feature • Create a stable customer base, where customers return to the store • Make customers recommend it to friends, so that there is a growth in the customer base • Make people buy other groceries, other than picking the bag 	

Fig 6. User Persona

According to everything that has been mentioned above, the Quick Info Webapp would consist of the following requirements:

Language	Types of devices	Accessibility	Navigation	Homepage	Content	CTA	...
Danish	Desktop	Color contrast	Subpages <ul style="list-style-type: none"> • Today's offers • User profile 	Information about today's offers	Food categories + photos	Purchase	
English	Mobile	Resizable text			Available bags	Log in	
		Breadcrumbs			Recipe section		
		Images/ icons + descriptions			Store locations		
		Screen reader			Bags' description (what is inside or at least approximate)		
		NO DEAD ENDS			Order confirmation		
					User rating		

Fig 7. List of requirements

Finally, before moving to the Design part, an Information Architecture was created to set the tone for the User Flow and the way the user would interact with the solution.

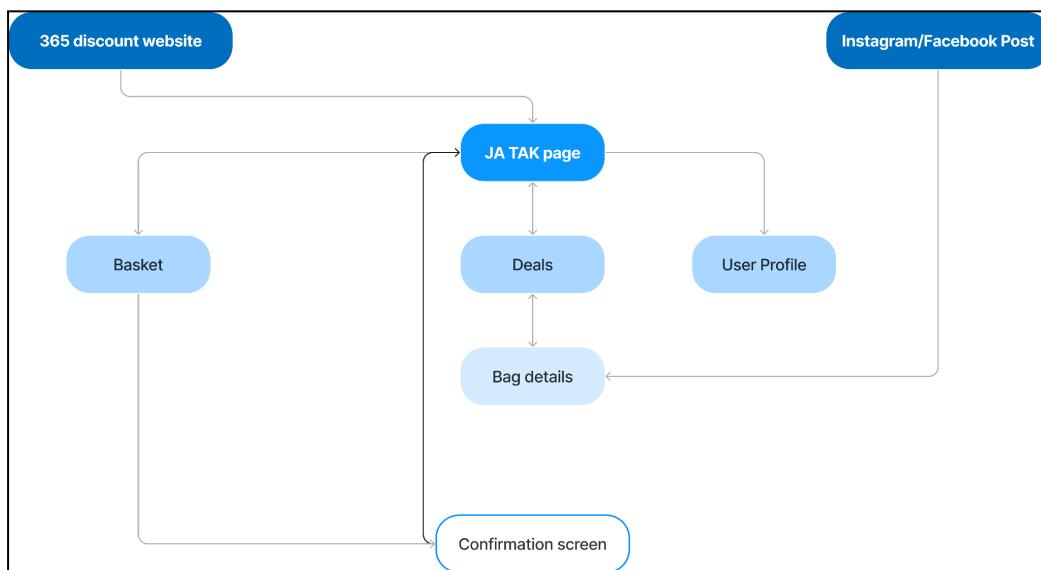


Fig 8. Information Architecture

3. Design

According to the requirements, the design of the solution needs to be simple and intuitive. The goal here was to create an interface that follows conventions, and resembles most websites' functions, following Jacob's Law, since "users spend most of their time on other sites" (Laws Of UX, n.d.).

3.1. Mindmap

The creation of the Mindmap was revolving around the requirements mentioned earlier, as well as the user wishes and motivations collected through the research.

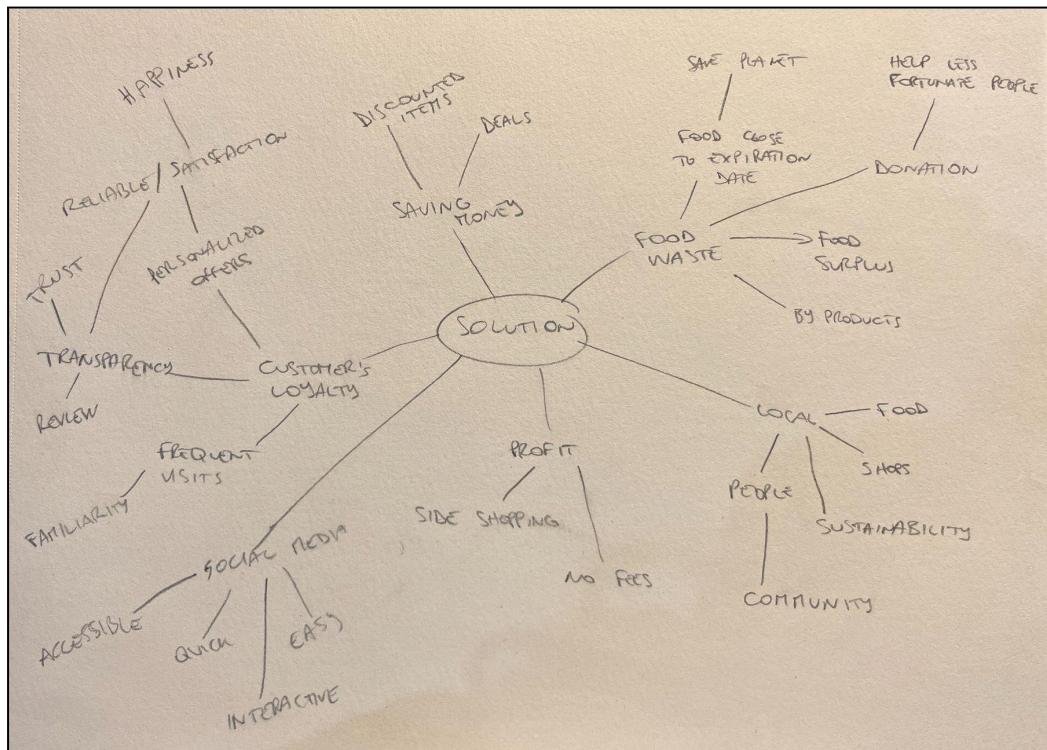


Fig 9. Mindmap

3.2. Crazy 8s

After defining the Information Architecture based on the List of Requirements, a series of Crazy 8s (Chung, 2020) were created to generate ideas for the solution (more of our Crazy 8s can be found in [Appendix C](#)).

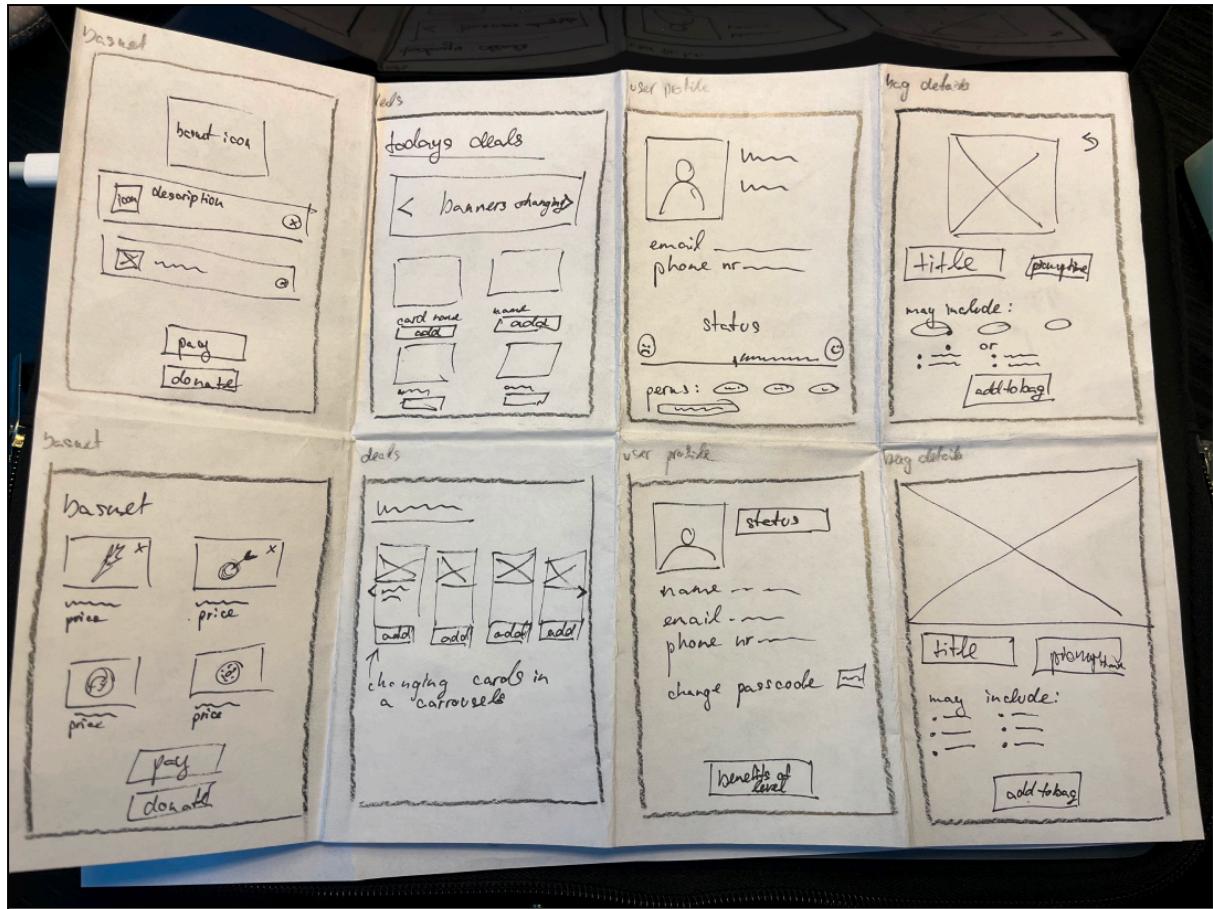


Fig 10. Crazy 8s

3.3. 2x2 matrix

After creating the Crazy 8s sketches, our next step involved prioritizing and determining which aspects of the ideas required further development. To achieve this, we posed the following questions:

- What ideas/features of your concept are the most important? (e.g., Value creation, Ease of interaction, Innovation, etc.)
- Which of these are you most uncertain about right now? (e.g., Has it been done before? Is it hard to build? etc.)

To visually represent this prioritization process, we utilized a 2x2 matrix (ProductPlan, 2023) to categorize the critical topics we need to address.

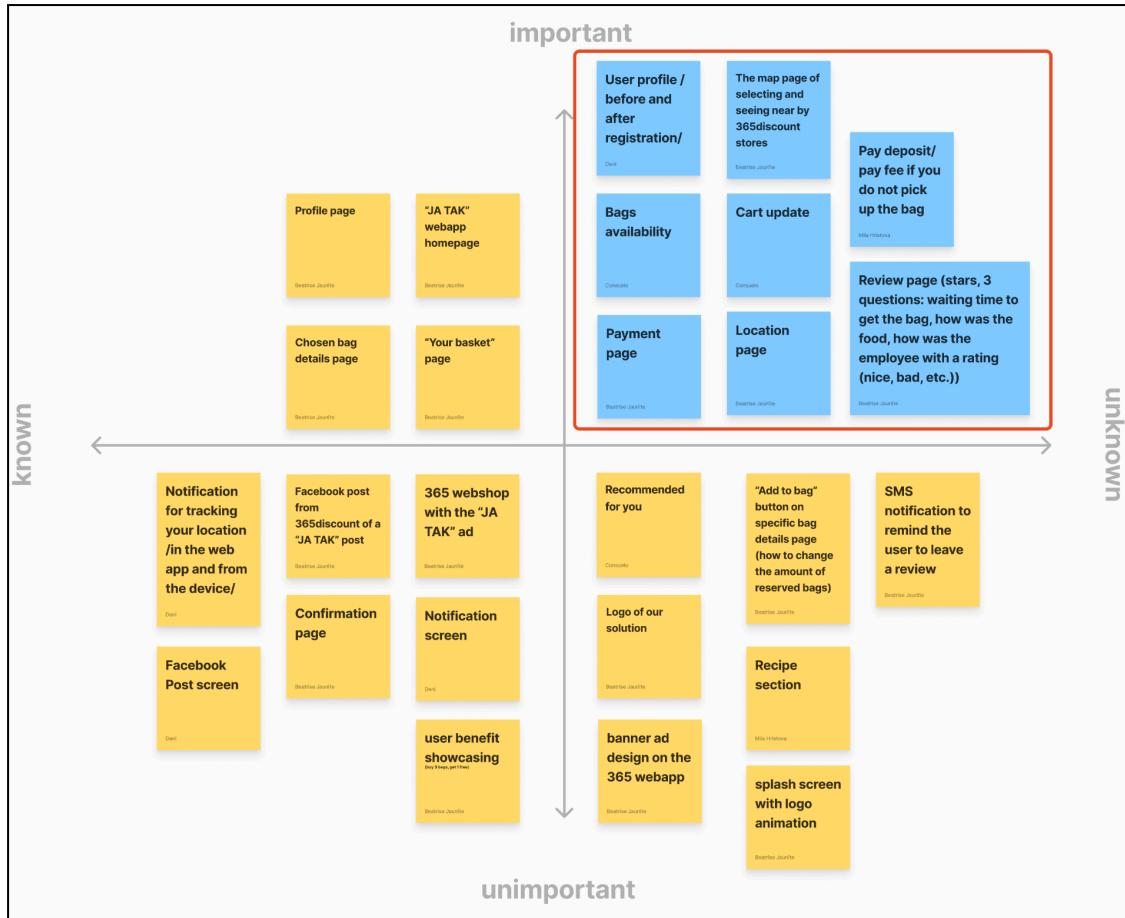


Fig 11. 2x2 matrix “What are our most critical assumptions in the process right now”

3.4. Sketches

For sketching the overall layout and the user flow of the website, we referenced the red highlighted section from the 2x2 matrix (Fig 11) as a checklist. The objective for page layouts was to depict a simplified and straightforward structure, commencing with the homepage (Fig 12), guiding the user to one of the mystery bags subpages (Fig 13), and encouraging them to reserve leading to the 'Your basket' page (Fig 14) using the Call-to-Action (CTA) buttons (more of our sketches can be found in [Appendix D](#)).

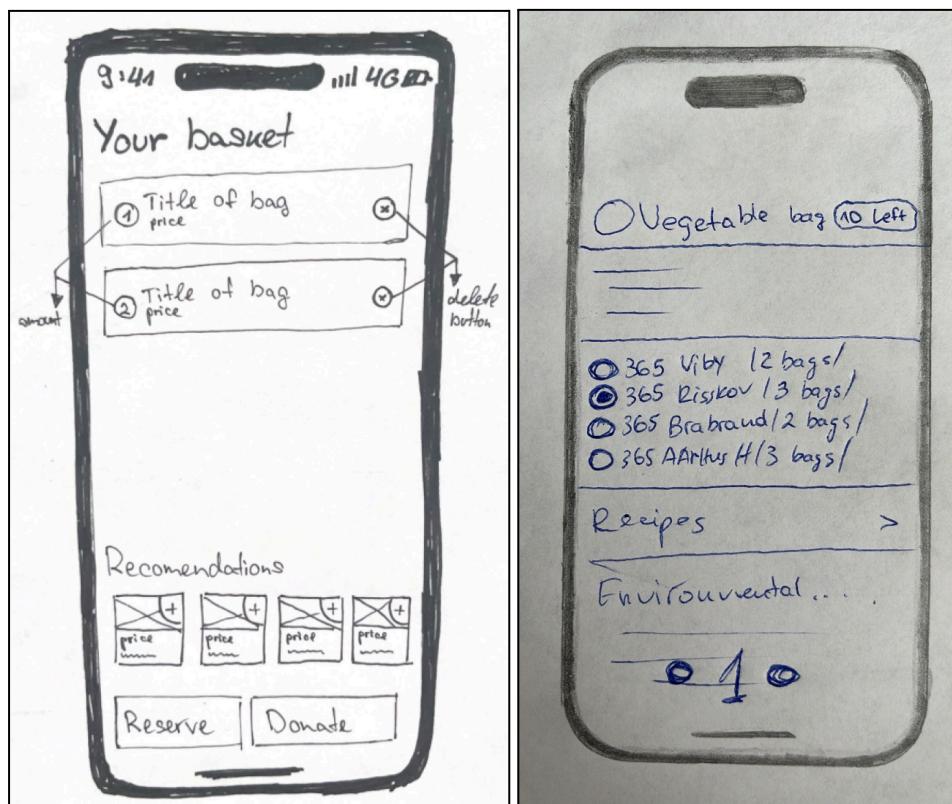
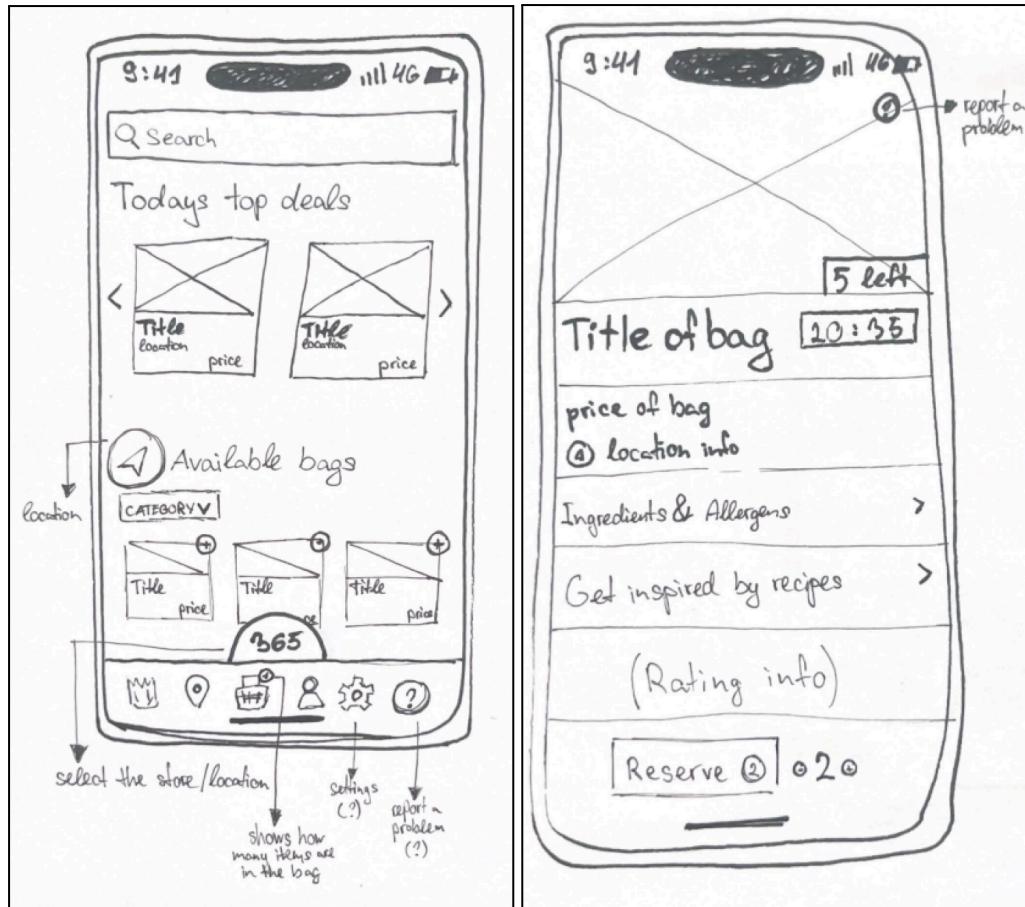


Fig 12, 13, 14, 15. Sketches for the home page (top left), mystery bag page (top right), "your basket" page (bottom left) and final bag page after testing (bottom right)

3.5. Lo-Fi wireframe

While creating the lo-fi wireframes (Fig 16, 17), based on the above portrayed sketches, some of the Gestalt principles were applied (Zainab, 2023):

- Symmetry;
- Order;
- Similarity.

A total of 25 Lo-Fi pages were created. All of them can be in [Appendix E](#).

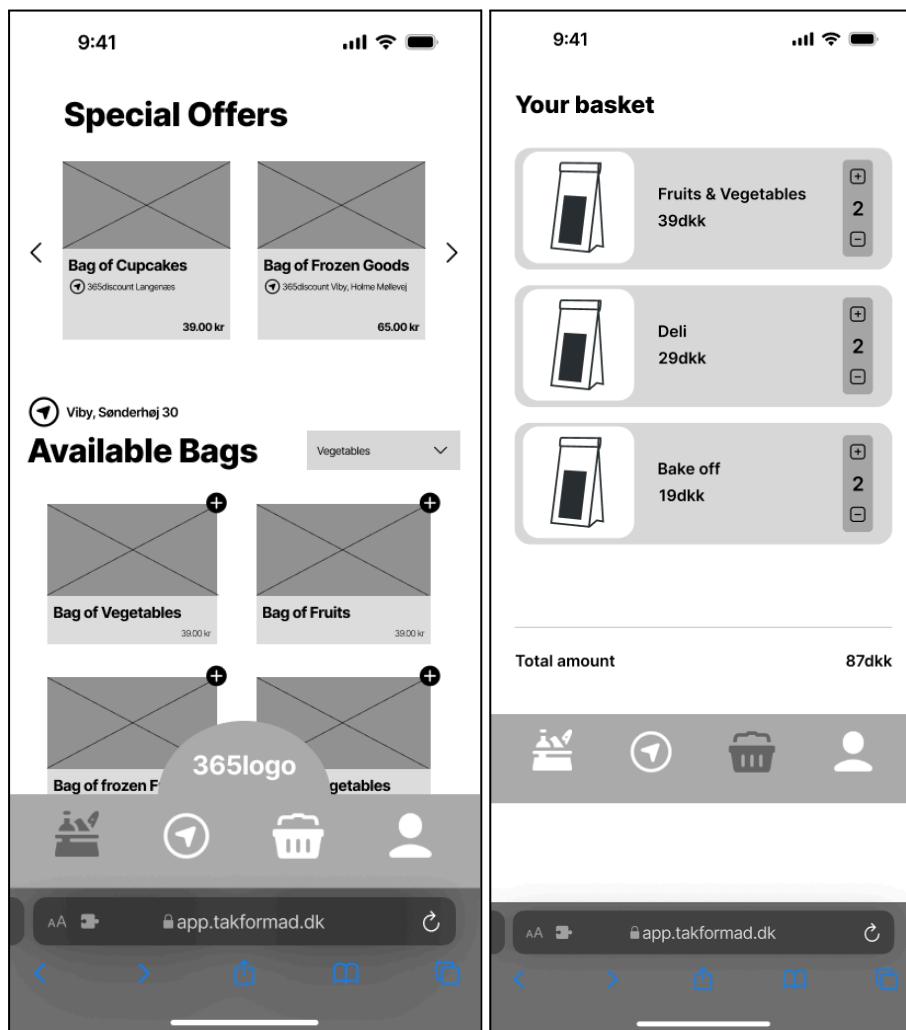


Fig 16, 17. Lo-Fi wireframes for home page (left), “your basket” page (right)

3.5.1. User Flow

User flows (Downs, 2020) were utilized to map out the user journey within the Webapp. This approach helped us understand how users navigate the platform, ensuring an intuitive and seamless experience. By anticipating

user behaviors and preferences, we can design the platform to meet their needs effectively.

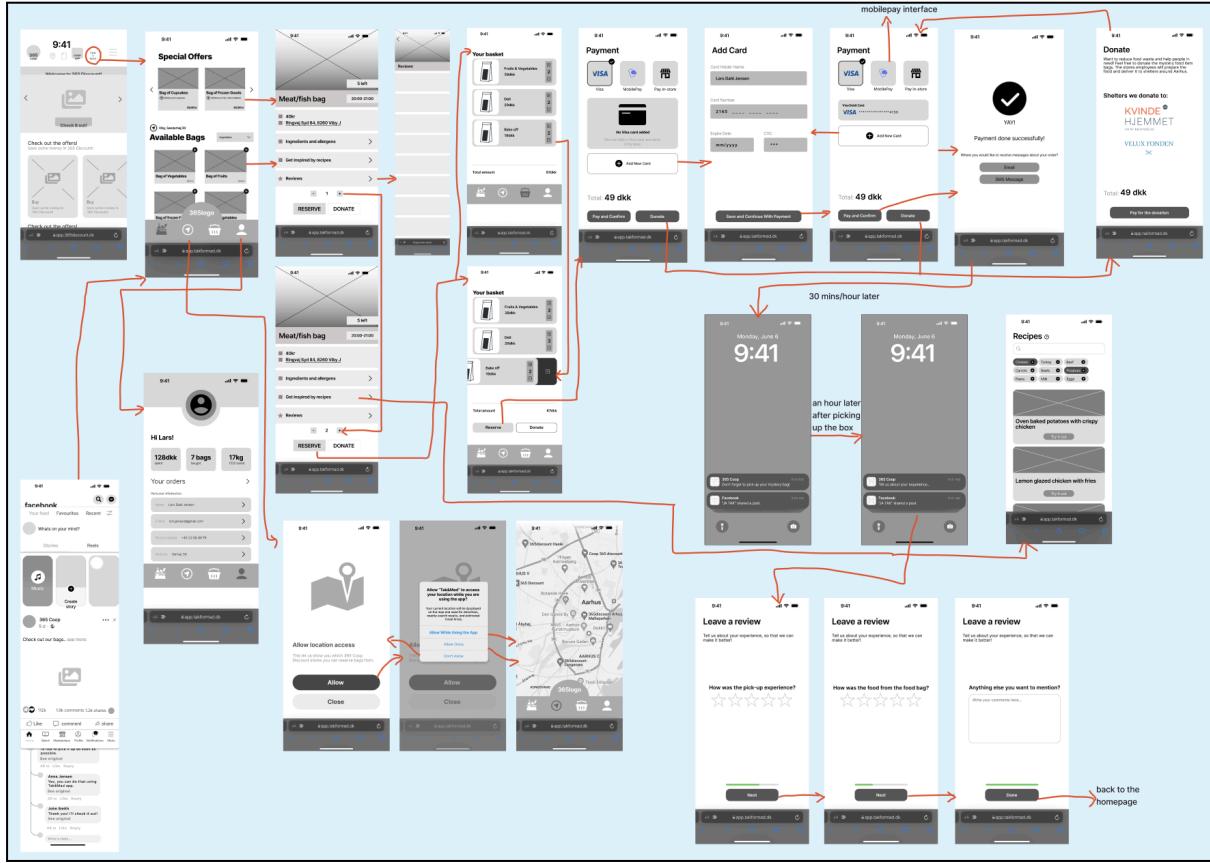


Fig 18. User Flow

3.5.2. Lo-Fi testing and feedback

During the low fidelity testing, 6 users were tested with the Think-aloud method (Fig 19). This allowed for discoveries on why users misinterpreted some of the UI parts and what they think about the functionality of this solution (Nielsen, 2012). For this test, a series of three tasks was created for the users to complete (see more in [Appendix F](#)).



Fig 19. Lo-Fi testing

After conducting the tests, all of the users had a consistent feedback theme, emphasizing the need to clarify the distinction between the top deals and available bags, as it was perceived as confusing. Additionally, the icons in the navigation menu were deemed similar, leading to difficulty in comprehension. A majority of participants also expressed a preference for customizable notification options (email or SMS) rather than a single set possibility (see the notes taken from the testing in Fig 20).

TASKS	1st test	2nd test	
Seeing the post /What do you see, expect?/			one answers, the other ones don't know about it but still agree
What do you see and expect to see?			
Find the closest store			Consuelo
Choose a bag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> • what's the difference between top deals and available bags
Reserve it	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> • check on cart for available bags (confusing icon)
Pay	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<ul style="list-style-type: none"> • email or sms (option to choose) • what's donate?
Leave a review			Consuelo
Check the recipes			
Do you expect to pay something if you don't show up?	Yes	Not really, but yes	
Online payment or in store?	Online, easier	Online	<ul style="list-style-type: none"> • back button bag detail • fit everything in one page to see all parts (couldn't see buttons on the cart page: can't pay)
Email or sms?	Email	SMS	Consuelo

Fig 20. Feedback from Lo-Fi testing

3.6. Moodboard

After finishing the wireframes and the first user tests, a Moodboard (Fig 21) was created to visually show the feelings and values that the digital solution intends to contain (Young, 2023). This Moodboard was inspired by our vision to create a vibrant collage that mirrors our mission of making a positive impact on both the environment and communities. Each image resonates with the energy and enthusiasm of individuals coming together to fight food waste, fostering a sense of empowerment and hope for a more sustainable future. This Moodboard reflects our mission to make a positive impact on the environment and communities. Each image embodies the energy and enthusiasm of individuals combating food waste, fostering empowerment and hope for a sustainable future.



Fig 21. Moodboard

3.7. Logo and webapp name

In the process of designing the logo for our webapp solution, careful consideration was given to the selection of colors to ensure optimal user experience (UX) and brand representation.

We picked the name "Thank You for the meal" or "Tak x mad" for our digital solution because it represents what we are all about: showing gratitude and making people feel welcome. These names reflect our values and the kind of experience we want to offer our users and customers. By choosing names that say "thank you," we hope to create a friendly and memorable brand that makes people feel appreciated (Khandelwal, 2023).

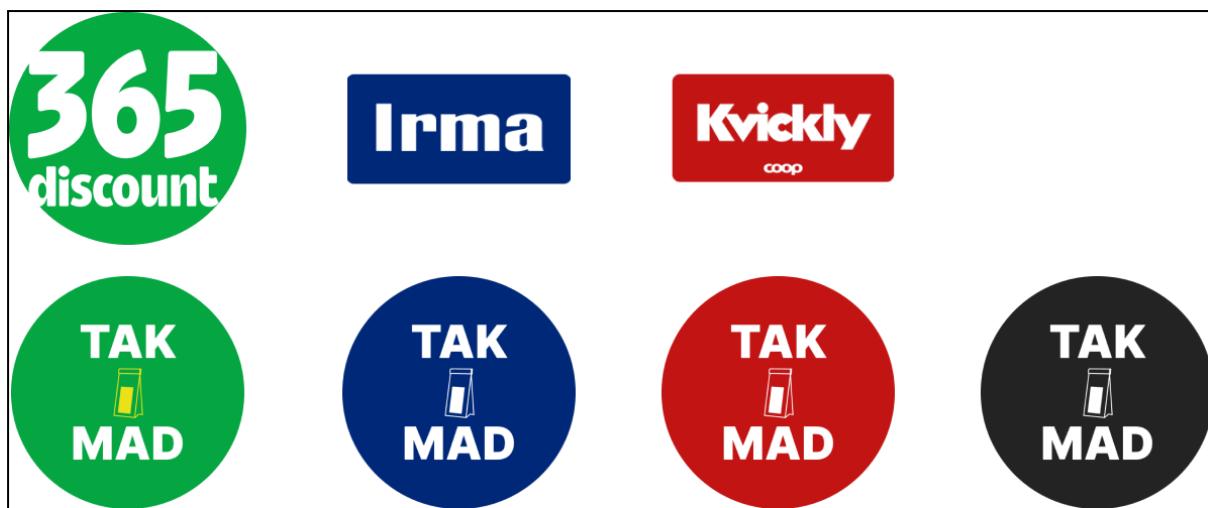


Fig 22. Logo variations for different Coop chain stores websites



Fig 23. Logo mockup on a paper bag

3.8. Style Tile

A Style Tile brings together the styles and assets—colors, typefaces, and UI elements—that are to be used in the digital solution (Cheung, 2023). The client from QuickInfo provided us with their style tile (can be seen in [Appendix G](#)), which we implemented in our digital solution. Goal is to focus

on integrating their color choices, typography, CTA/button styles, and icons in the next step: high fidelity prototype.

The Inter font was implemented in our webapp to ensure optimal readability and a modern aesthetic. Its clean design and wide range of weights and styles enhance the overall presentation while maintaining consistency and professionalism throughout the Tak for Mad webapp.

3.9. Hi-Fi

Constructed upon the above-portrayed design elements from the Moodboard and Style tile, a high-fidelity prototype was being developed, reflecting the minimalist, modern and simple aesthetics. There were some changes made based on the low-fidelity prototype, for example, we changed the homepage to make it less confusing for users by removing the “Special offers” section because users admitted that it adds confusion in the solution, and also making the UI cards (Laubheimer, 2016) more detailed and bigger to be more mobile-device-friendly (see in Fig 24, 25).

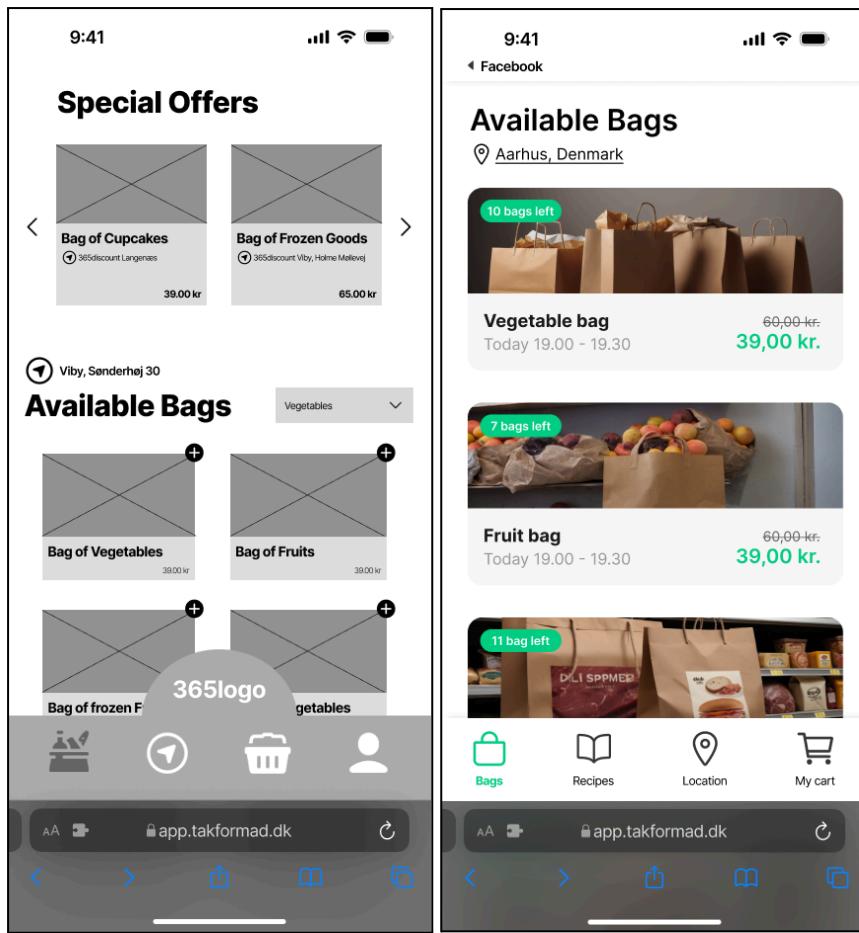


Fig 24, 25: Lo-Fi prototype homepage (left), Hi-Fi homepage with done changes (right)

3.9.1. Design Inspiration and Followed Principles

In our design process, we followed several fundamental principles to ensure user-friendly interfaces. We also took great inspiration from already existing similar digital solutions like Wolt, YourLocal Neighbour, and TooGoodToGo with the layout and hierarchy that these solutions display on their both mobile and desktop versions (view [Appendix H](#) for more screenshots that we took inspiration from).

We “remixed” the already existing solutions to fit our webapps aesthetic, while still following the Jacobs Law and the Law of Similarity (Laws Of UX, n.d.), sources author has stated: ‘it is easier for users to use digital solutions that they are familiar with’. By getting inspired by the YourLocal

Neighbour “offers” page we created our version of the “Location” page (Fig 26, 27).

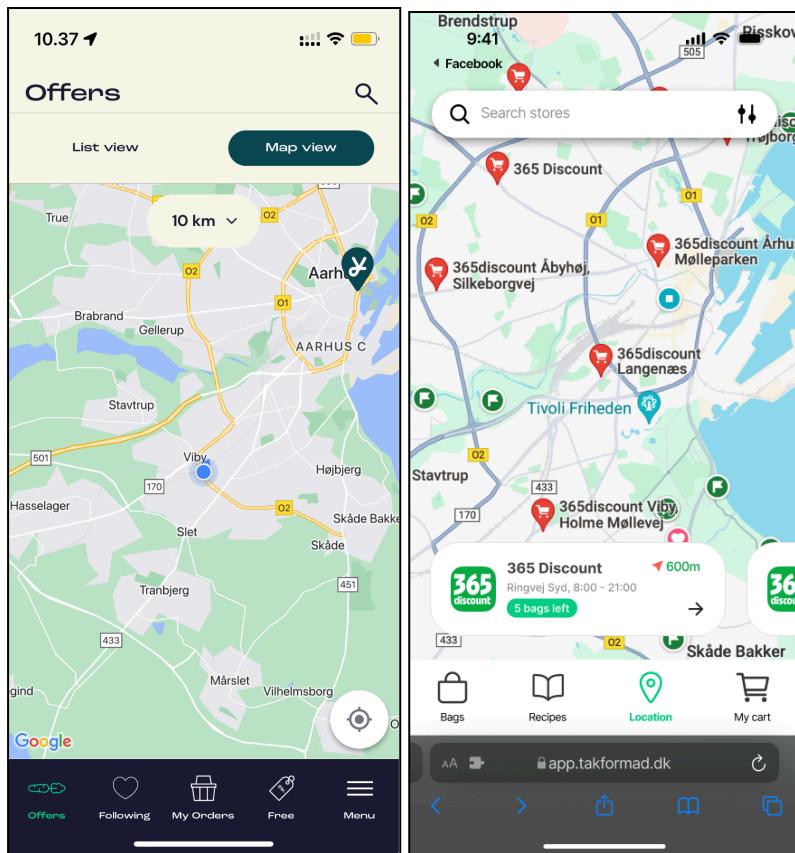


Fig 26, 27. YourLocal Neighbour “offers” page (left), our solutions “Location” page (right) displaying Jacob’s Law and Law of Similarity.

The Law of Proximity (Laws Of UX n.d.) also plays a significant role in our solution. The author of Laws Of UX (n.d.) has stated: 'Objects that are near, or proximate to each other, tend to be grouped together.' As a result, users find it easier to overview the screen, as they can mentally group objects displayed near each other. As displayed in Figures 28 and 29, the user can overview the screen with ease, because everything is “grouped” in sections. Also by implementing Hick's Law (Laws Of UX, n.d.) We simplified decision-making processes by presenting clear and straightforward choices.

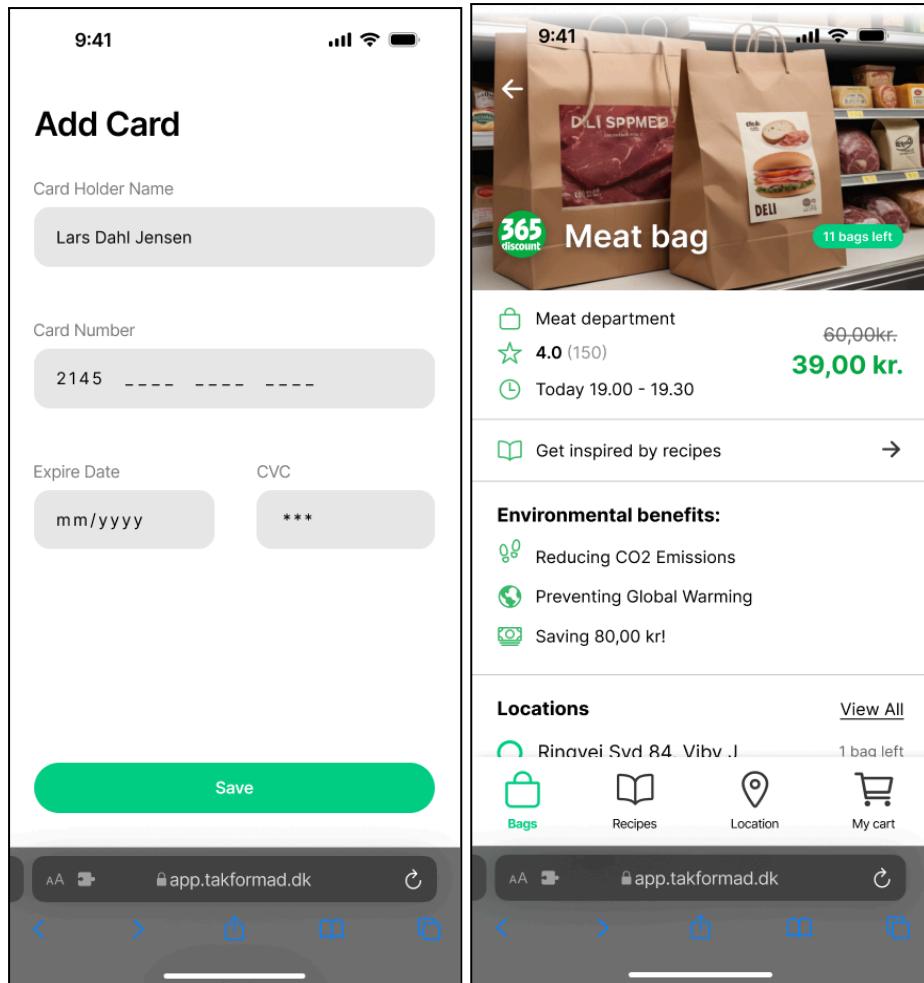


Fig 28, 29. “Add Card” page (left), Specific bag page (right) displaying the Law of Proximity and Hick’s Law

The following laws were also included to make our solution as user-friendly as possible (Laws Of UX, n.d.):

- Fitts's Law: We increased the size and accessibility of interactive elements to facilitate smoother navigation.
- Miller's Law: We minimized cognitive load by simplifying information presentation. These principles guided the creation of interfaces that were intuitive and enjoyable for users.

A column grid, particularly one with four columns designed for the latest iPhone interfaces, was employed in our design process (Fig 30, 31). This choice allowed us a structured framework to align and organize our design elements effectively (Khagwal, 2020). Each column provided a designated

space for placing various components such as text, images, buttons, and menus, making it easier to arrange and balance the visual layout.

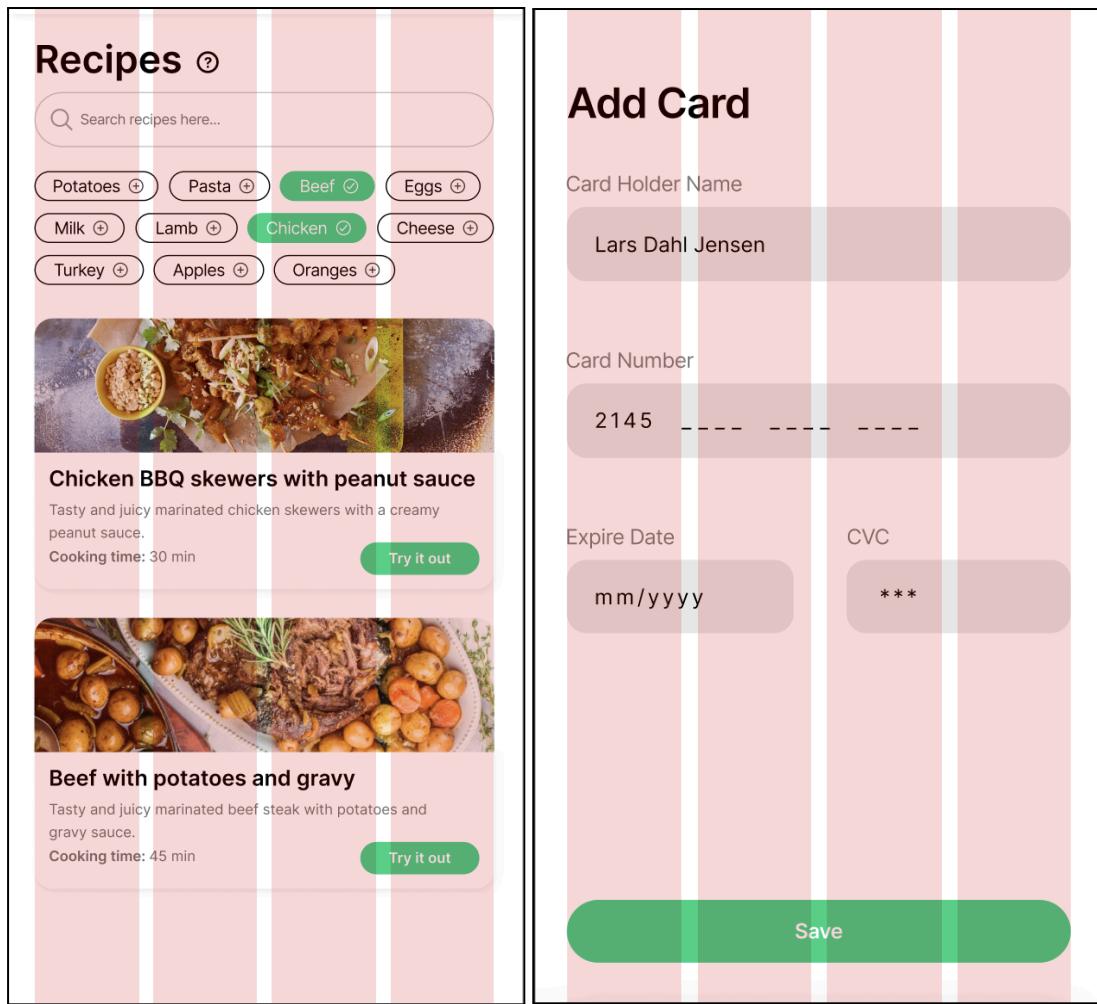


Fig 30, 31. Used guide grids in our mobile solution

To make it easier for the user to quickly be able to scan over our screens while still learning the desired information, we implemented the F-shaped pattern in most of our screens (Fig 32, 33), therefore as the author states: '*The user experiences the most efficiency on that page*' (Pernice, 2017).

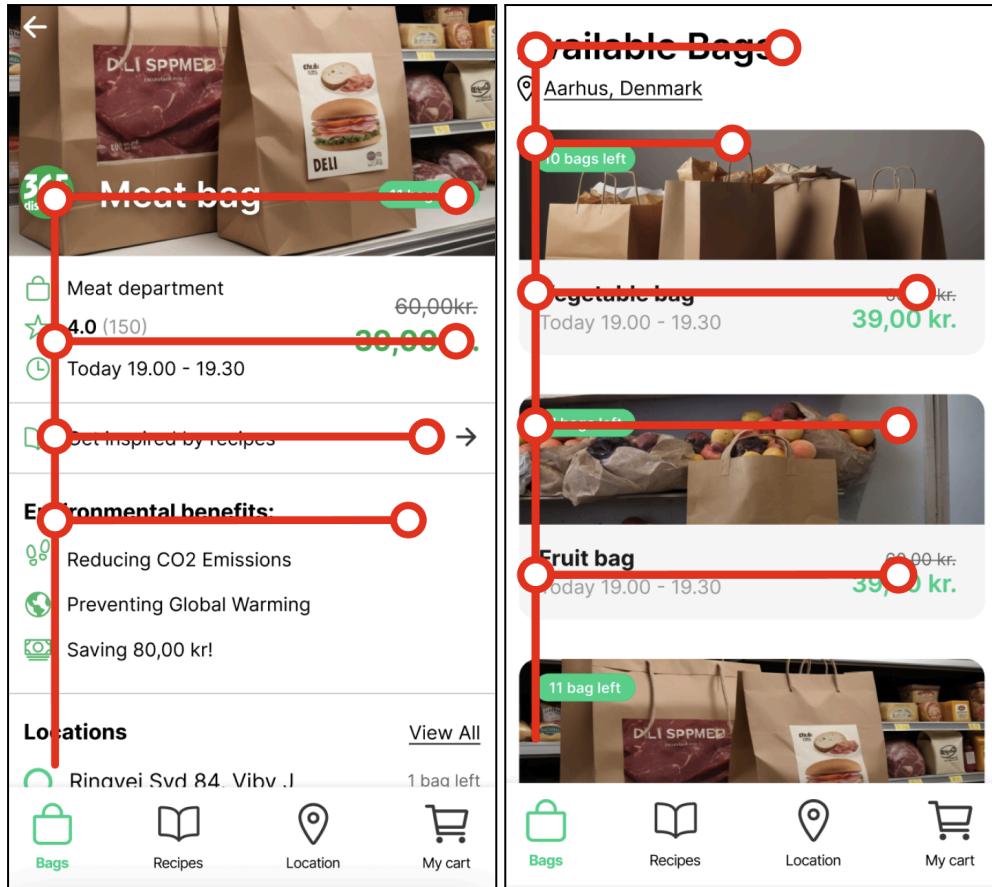


Fig 32, 33. F-pattern layout of our mobile solution screens

3.9.2. Secondary device Hi-Fi

After crafting high-fidelity prototype screens for mobile devices, a desktop version of the homepage screen was designed (Fig. 34). This demonstrates our solution's adaptability for secondary devices, ensuring a seamless user experience across platforms.

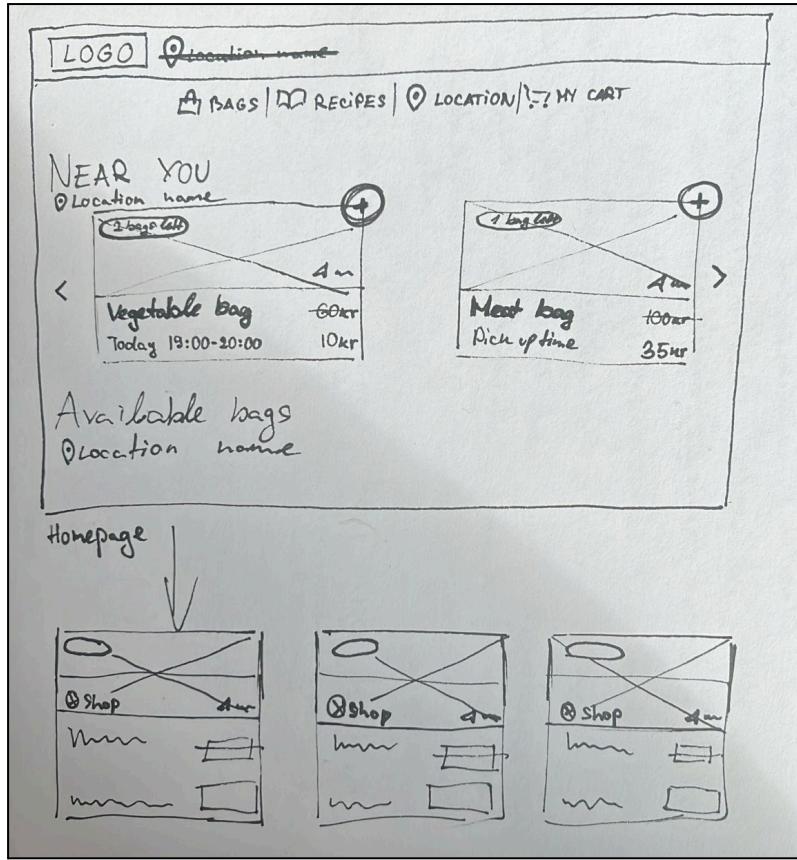


Fig 34. Secondary device homepage sketch

Upon discussing that the sketch effectively captured the desired desktop layout, we proceeded with the development of the high-fidelity prototype (Fig 35). In aligning with established design principles such as the Law of Similarity and the Law of Proximity (Laws Of UX, n.d.), we ensured coherence and ease of navigation in the desktop version. The desktop prototype maintains consistency with its mobile counterpart, enabling seamless user interaction across various devices.

Tak For Mad

<https://www.app.takformad.dk>

Bags Recipes Location My Cart

Available bags

Aarhus, Denmark



Vegetable bag
Today 19.00 - 19.30

60,00 kr.
39,00 kr.

10 bags left



Fruit bag
Today 19.00 - 19.30

60,00 kr.
39,00 kr.

7 bags left



Meat bag
Today 19.00 - 19.30

60,00 kr.
39,00 kr.

11 bags left



Fish bag
Today 19.00 - 19.30

60,00 kr.
39,00 kr.

9 bags left



Pastries bag
Today 19.00 - 19.30

60,00 kr.
39,00 kr.

14 bags left



Diary products bag
Today 19.00 - 19.30

60,00 kr.
39,00 kr.

10 bags left

TAK FOR MAD

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Fig 35. Secondary device homepage high fidelity prototype

3.10. Hi-Fi Testing and Feedback

After creating the hi-fi prototype, a second round of user testing was conducted.

3.10.1. Gangster test/ Trunk Test

We did the Gangster test (Engen, n.d.), also called the Trunk test, to test the usability and ease of use of the prototype. It highlighted the incapacity of users searching through the pages and the lack of a big logo on top to make it easier to understand which solution they are navigating. No changes were added regarding the big logo because we took inspiration from already existing similar solutions that didn't have it.

See the testing tasks and results in [Appendix I](#).

3.10.2. Guerilla test

After conducting this second round of testing (Ligertwood, 2020) to test the effectiveness of the solution, all of the users had a better overall opinion of the solution, keeping in mind that their feedback from the Lo-Fi testing was taken into consideration and applied.

In response to the testing results, the overlapping Facebook link was changed, some back buttons were added and some sections were centered, white space was removed from the notification pop-up and a success message was created after adding a product to your bag, a red indicator was added to my card icon and donations page radio buttons were added. All these changes granted a smoother navigation through the pages. ([Appendix J](#)).

3.11. Mockups

After the Hi-Fi stage, where digital prototypes were refined and finalized, the next step in the design process was creating mockups (Fig 36, 37) to visualize how the digital solution would integrate into the real world. See [Appendix K](#) for more mockups.

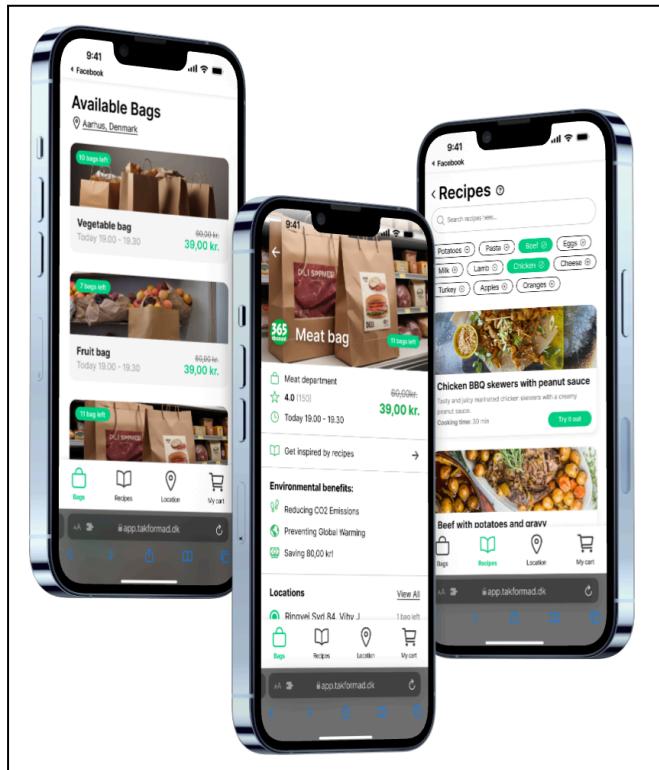


Fig 36. Mockup for mobile version

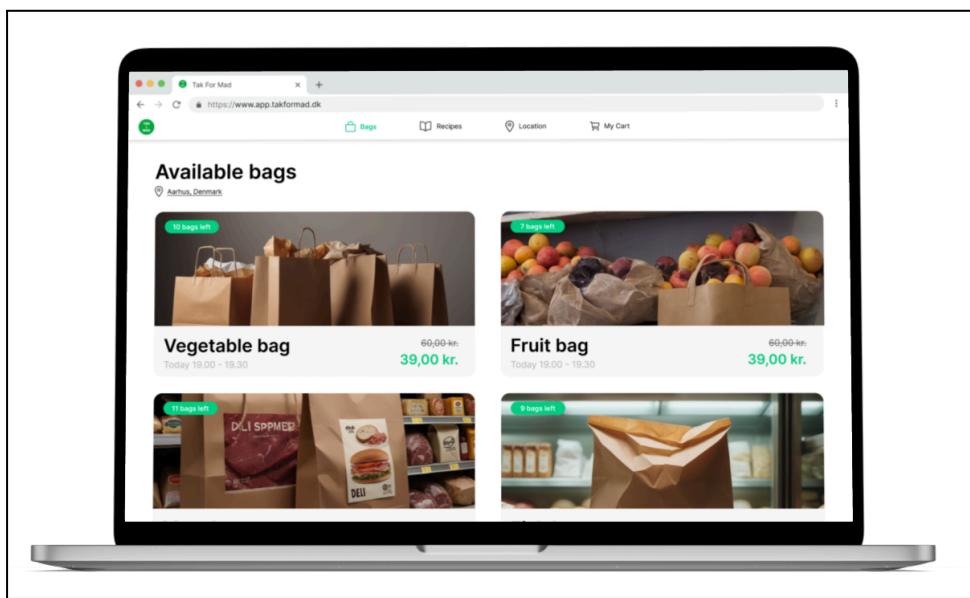


Fig 37. Mockup for mobile and desktop version

4. Conclusion

From idea development to a final Figma solution, this whole project was revolving around potential users and their necessities, wishes and pain points.

The key takeaways from the research part showed that participants often share similar gains –following low prices, trying to reduce food waste, and struggle with the same pains – scroll through Facebook to find “JA TAK” deals, forgetting to pick-up their food, tired of following grocery stores on Facebook.

In terms of wishes, these are some of the overlapping answers that were heard throughout the interviews and feedback:

- **Descriptions & photos of the available bags**
- **Recipes**
- **Option for reserving a bag**
- **Pick up time**
- **General information**
- **Location**
- **Cart**
- **Leave a review section**
- **Donate option**
- Additional fee
- User ratings

Therefore, the solution implemented the first nine of them, leaving the door for future improvements open.

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6. Appendices

Appendix A: Interview Questions

1. Have you ever used the JA TAK feature for buying something on discount? How frequently do you take advantage of it/ how often do you use it
2. Have you experienced any frustrations or pain points in the process of “applying” for a JA TAK product? If yes, can you elaborate on your experience, what made it a bad one?
3. What additional features or rewards could improve your experience to “JA TAK” posts and the supermarket?
4. How do you prefer to receive notifications about discounted food items available for purchase?
5. Would you be interested in providing feedback or reviews for the discounted food items you purchase directly from local shops? If yes, what features would make you more likely to use a digital platform for leaving a review?
6. Are there any additional features or improvements you would like to see in a digital solution for “JA TAK” posts?

Appendix B: Interview Answers

Interview 1: Girl, employee at Kvickly, 35 years old, uses “JA TAK”

1. I do buy discounted food often, because I budget and plan my monthly expenses, because food can be expensive.
2. Yes! I do use it often, I would say weekly, I find good deals for food.
3. Sometimes there are no more of the products available that I wanted to get. As an employee at a grocery store that does “JA TAK”, I see a lot of people not taking out their orders, therefore the food goes to waste.
4. Personal recommendations would be cool, I think a loyalty program too would be nice because it would motivate people to pick up their reserved orders.
5. I am tired of going into Facebook to check all the posts, therefore yes, push notifications would be nice for the specific posts. Maybe an add on the already existing store apps for the “JA TAK” posts would be nice and useful for me.
6. I think it would be too much, because the process is quite simple, every time it is the same action.
7. Maybe some sort of motivational feature for the customers to take their ordered their items.

Interview 2: Boy, employee at Kvickly, 35 years old, uses “JA TAK”

1. I do buy discounted produce, I do it a few times a week to save money

2. Yes, I do use it to get a bargain on the food items, a few times a month if I see a good deal.
3. Not really, It is a simple process, everything is quite understandable, the only thing while working here in Kvickly is that I see people not picking up their ordered products.
4. I don't know, I think it would be nice to have some sort of deals, better notifications to receive them without going in the Social media app like Facebook to see the deals
5. Push notifications would be great, maybe emails, something on its own from the Facebook page.
6. I don't think that's needed because process is quite easy, there are no complaints from me as a user and I haven't heard anything bad from other customers about something being off etc.
7. The notifications would be a big help, maybe an app, or a feature on the stores apps or websites so that everything is available at one place.

Interview 3: Woman, 50 years old, uses "JA TAK"

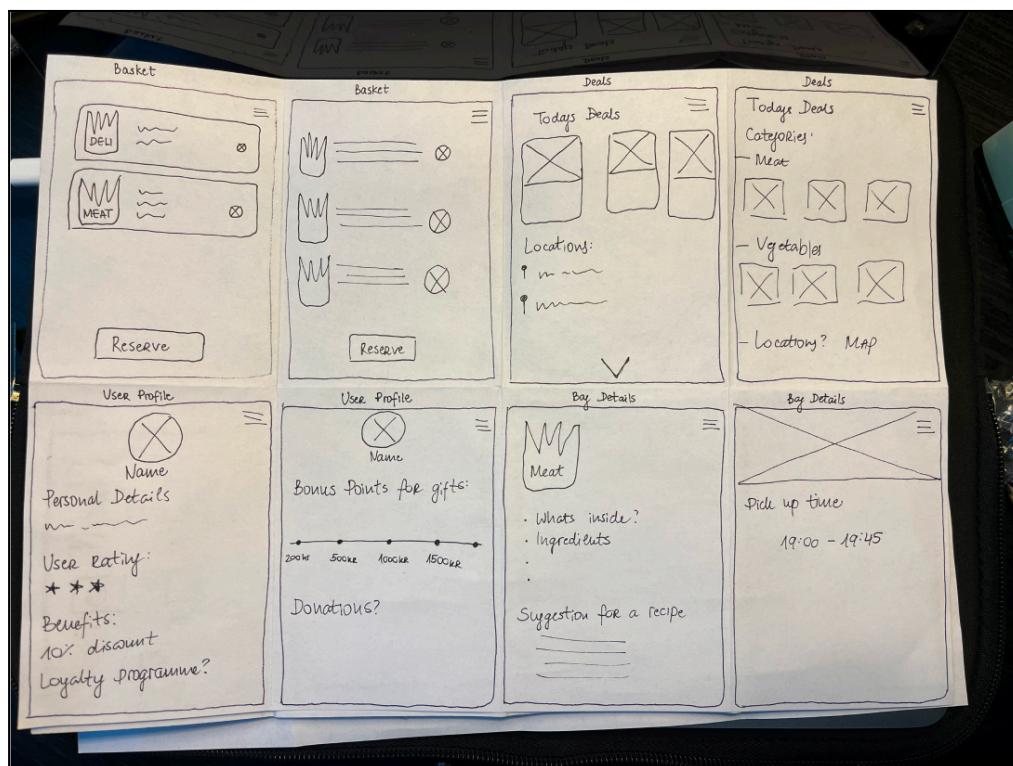
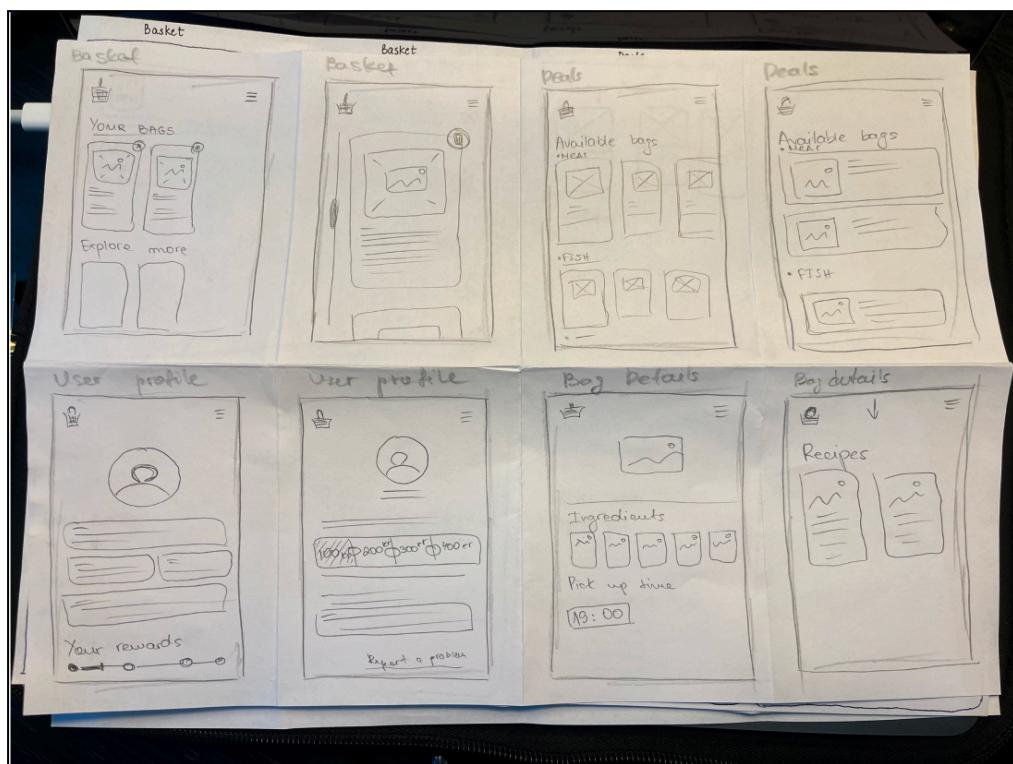
1. Yes I buy discounted food.
2. Yes, whenever I have time.
3. No, I haven't because it's intuitive.
4. Maybe something similar to points. I have a lot of loyalty cards so that would be nice.

5. I usually receive notifications from the apps I have on my phone so that would be nice.
6. Yes I would like to see them but I don't know if I'd leave one. I like seeing reliable and truthful reviews.
7. Maybe a map of the supermarket if it's a new one I've never been to before.

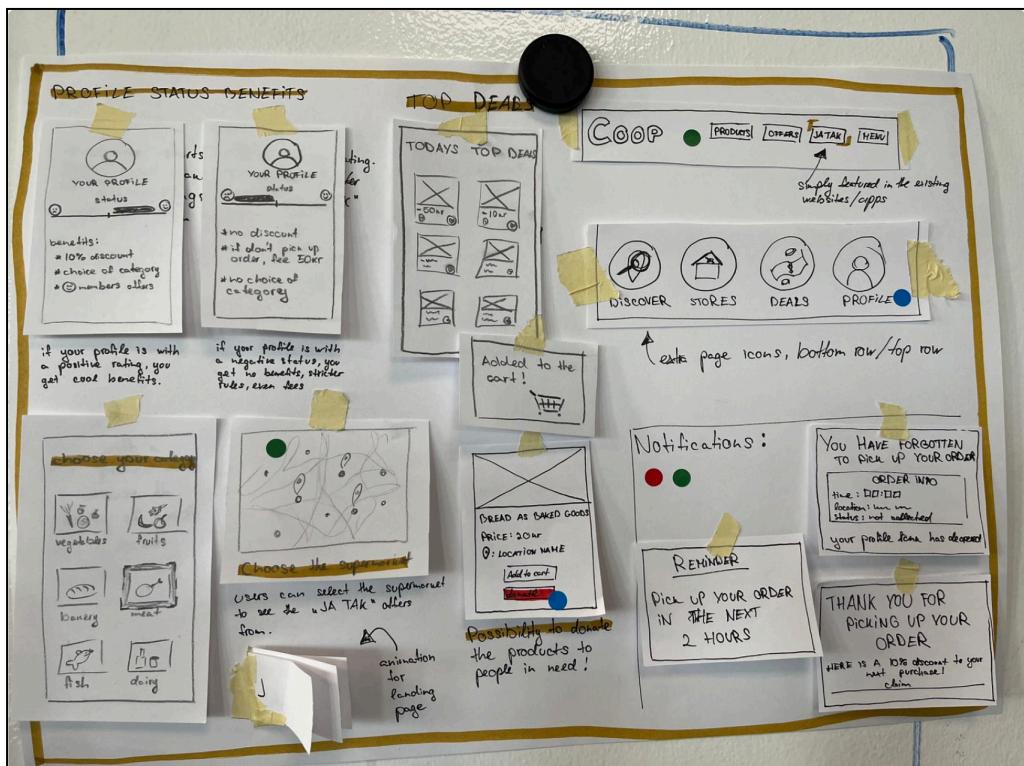
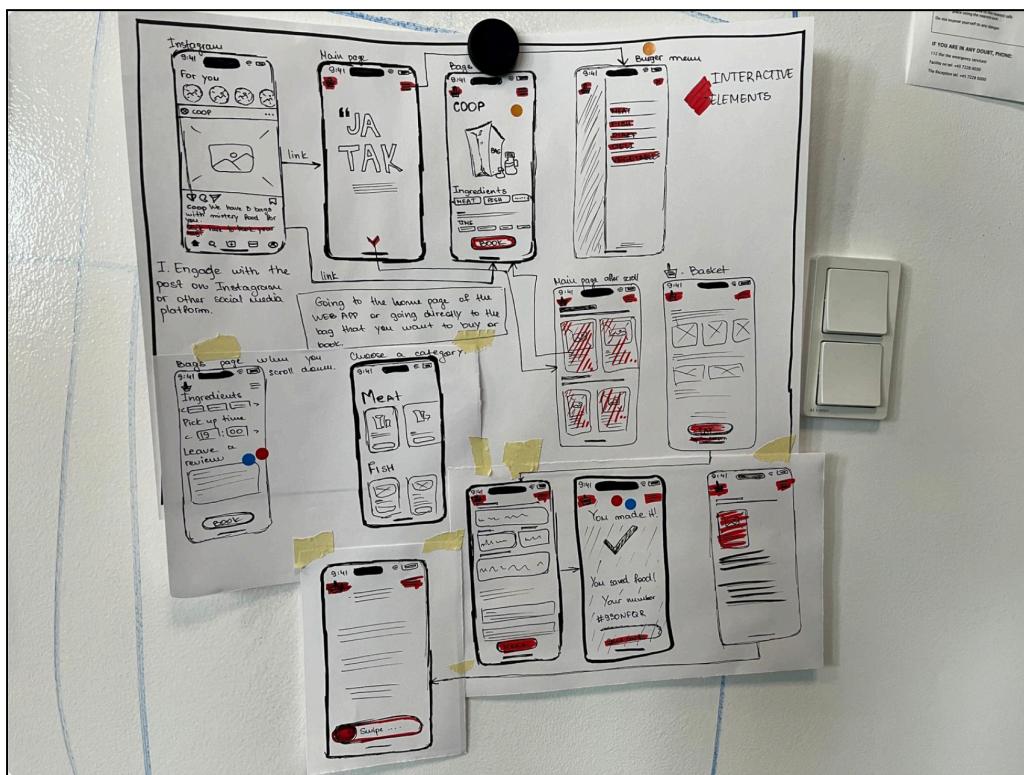
Interview 4: Man, 55 years old, uses "JA TAK"

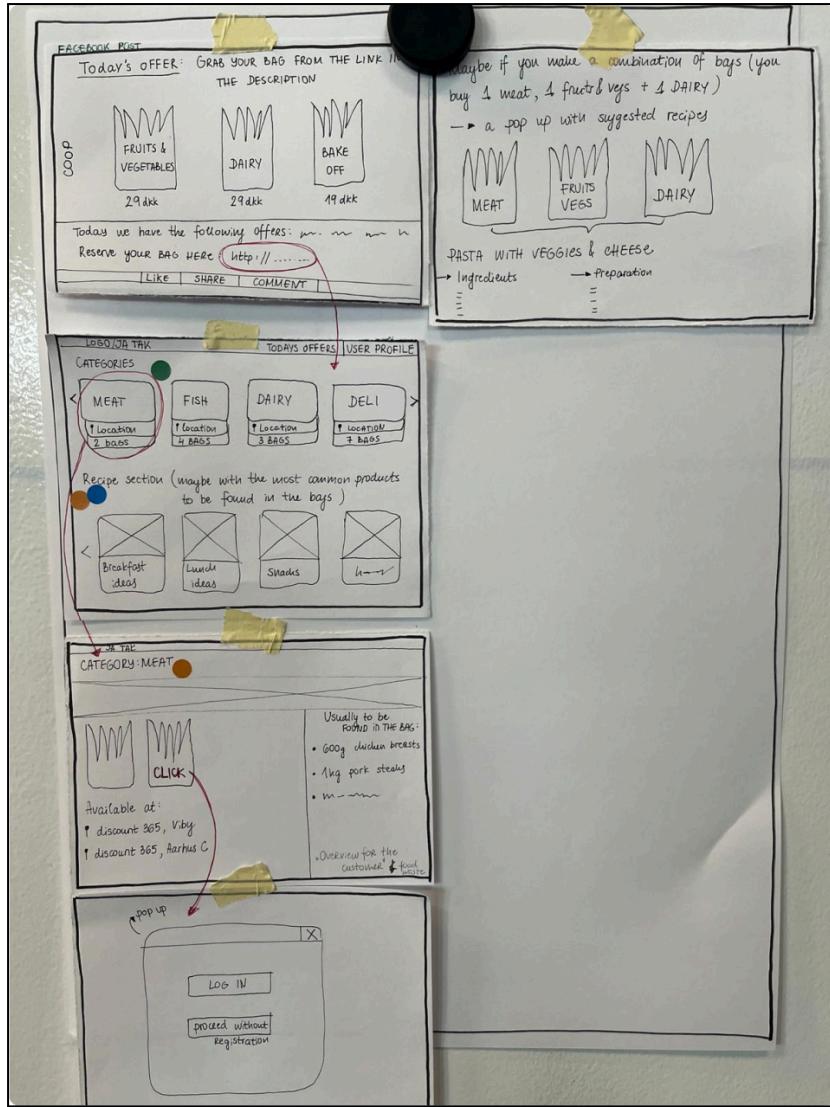
1. Yes I get it.
2. Yes, as many times as possible.
3. Actually not, it's quite an easy process.
4. I would like to have personalised offers for frequent buyers, like on other platforms.
5. Maybe a text message because there are already a lot of apps sending notifications.
6. No, I wouldn't because I don't like appearing online.
7. I would like it to be easy to navigate and intuitive.

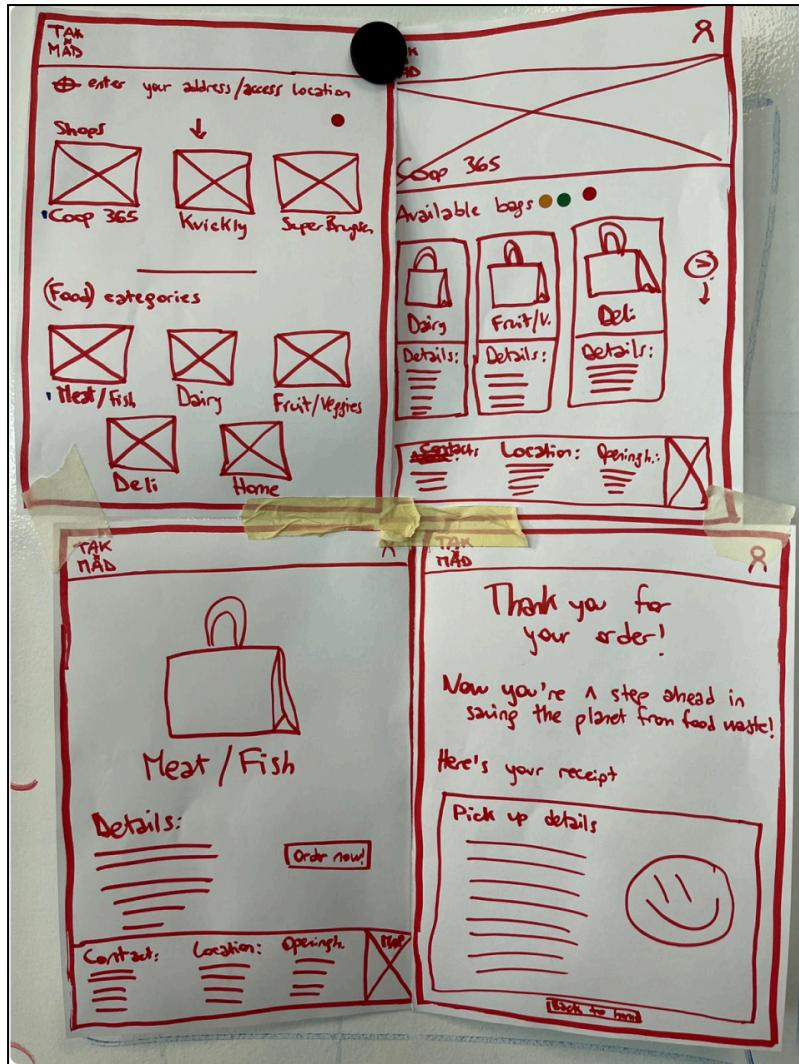
Appendix C: Crazy 8s



Appendix D: Sketches







Appendix E: Lo-Fi wireframe

<https://www.figma.com/file/WUDMl5GFeJNqutwXRCWe3X/UX%2FUI-Project?type=design&node-id=550%3A61613&mode=design&t=cC0xjT39U43PjEfH-1>

Appendix F: Lo-Fi test

TASKS	1st test	2nd test
Choose a bag	Didn't know where to click.	Found the bag and chose the bag.
Reserve it	Clicked on the reserve button and reserved the bag.	Clicked on the reserve button and reserved the bag.
Pay	Clicked on the cart	Didn't understand how

	icon and proceeded with the order by paying for it.	to pay.
--	---	---------

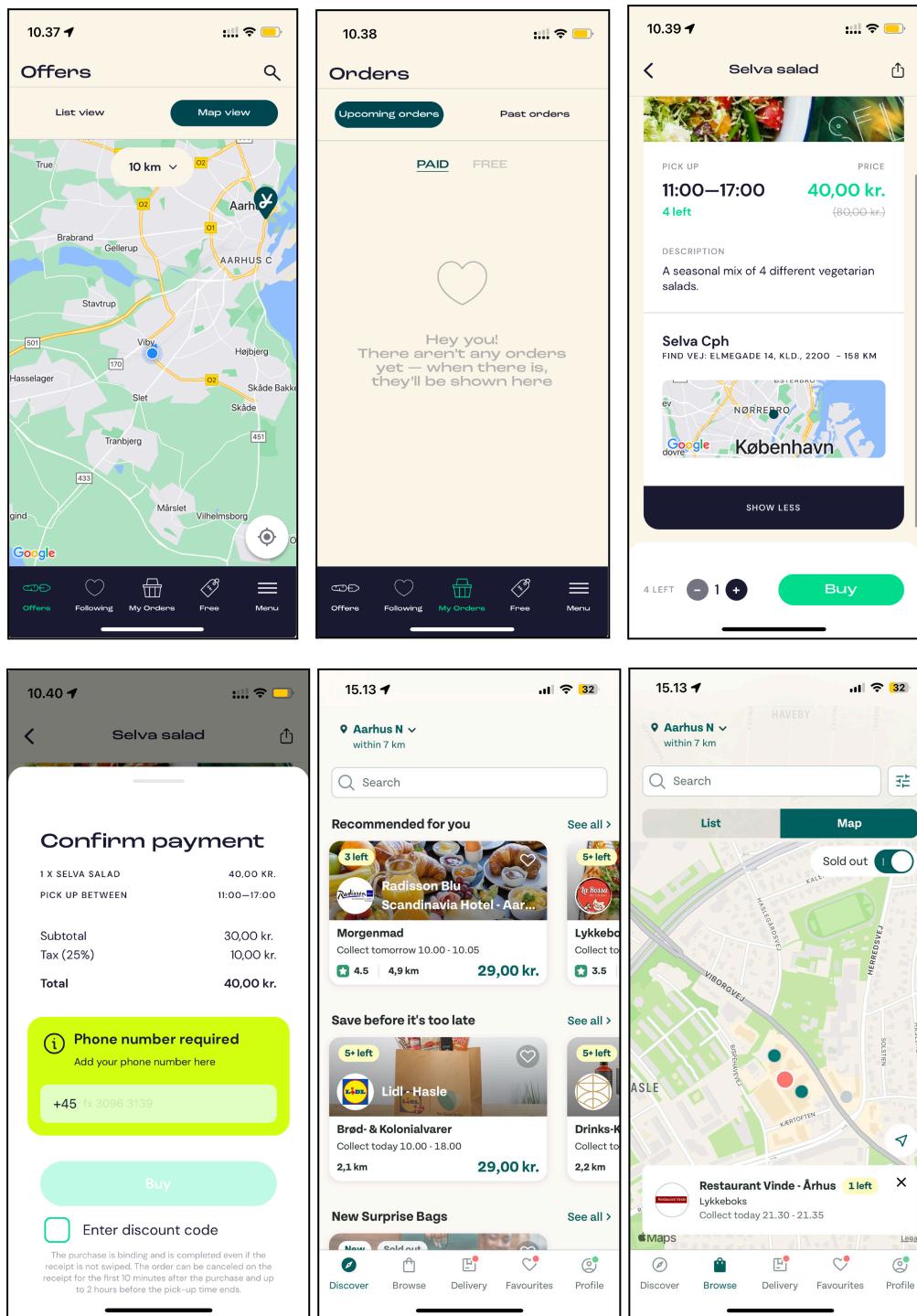
Other questions asked:

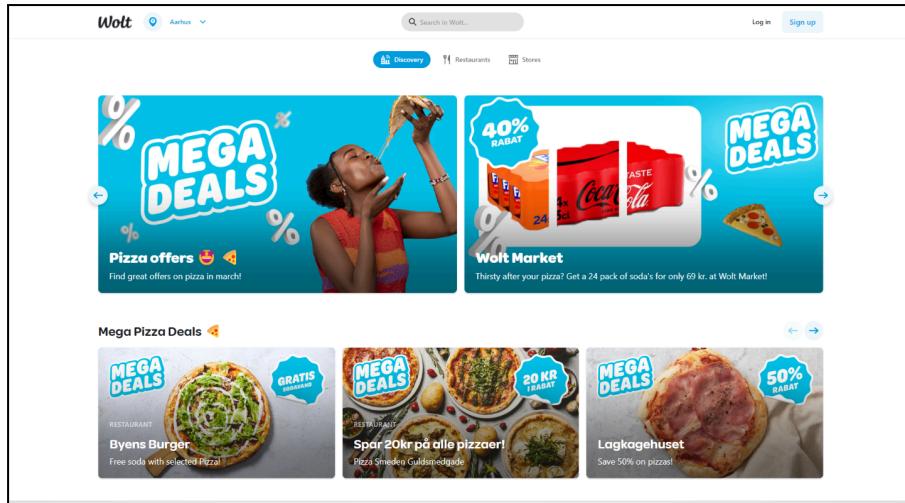
QUESTIONS	1st test	2nd test
Do you expect to pay a fee if you don't pick up the bag?	Yes.	Not really, but yes.
Do you prefer paying on the webapp or in store?	On the webapp, it's easier.	On the webapp.
Do you prefer receiving an email or SMS notification?	Email.	SMS

Appendix G: Provided Style Tile by QuickInfo

<https://www.figma.com/file/cnJheQLAXTk1us0ryZkS8u/BAA-Multimedia-class-project-07.03.24?type=design&node-id=73%3A785&mode=design&t=QzZrAvvVGrt45WWD-1>

Appendix H: Hi-Fi solution inspiration screenshots





Appendix I: Gangster test

1) Which website are you on?	1
2) What are the main sections found on the website?	3
3) What subpage are you on?	3
4) What options do you have at this level?	3
5) Where are you in the overall structure?	2
6) Can you search?	0

Appendix J: Tasks and Changes in the Hi-Fi after tests

Tasks

Start by accessing the web application through the provided link on Facebook.



Once on the web app, explore the available bags, choose one and see the details.



After choosing a preferred bag, add it to the basket for purchase.



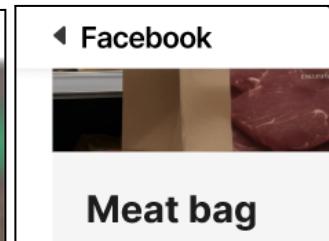
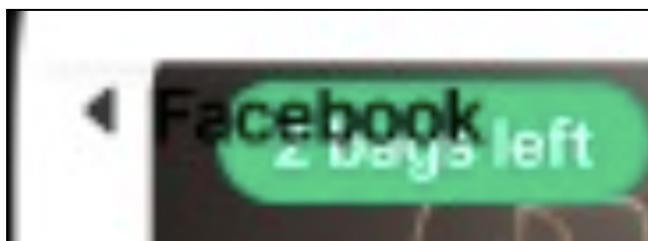
Explore additional features of the web app, such as the recipes section.



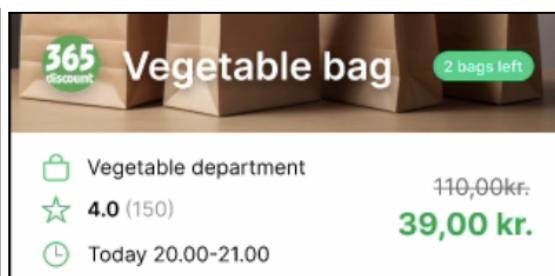
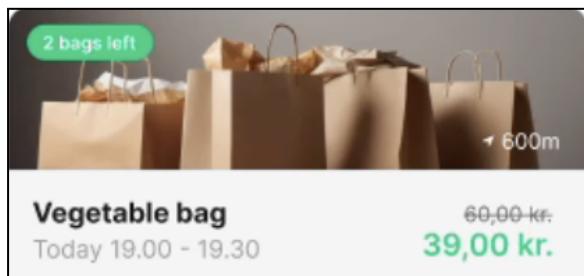
Lastly, locate nearby stores.

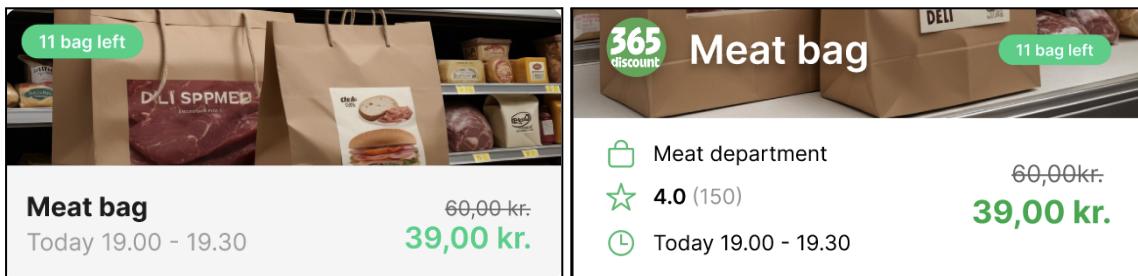


The FaceBook back button is overlapping with the scrolling page when it should be fixed to the top. Before changes (*left*) and after changes (*right*).

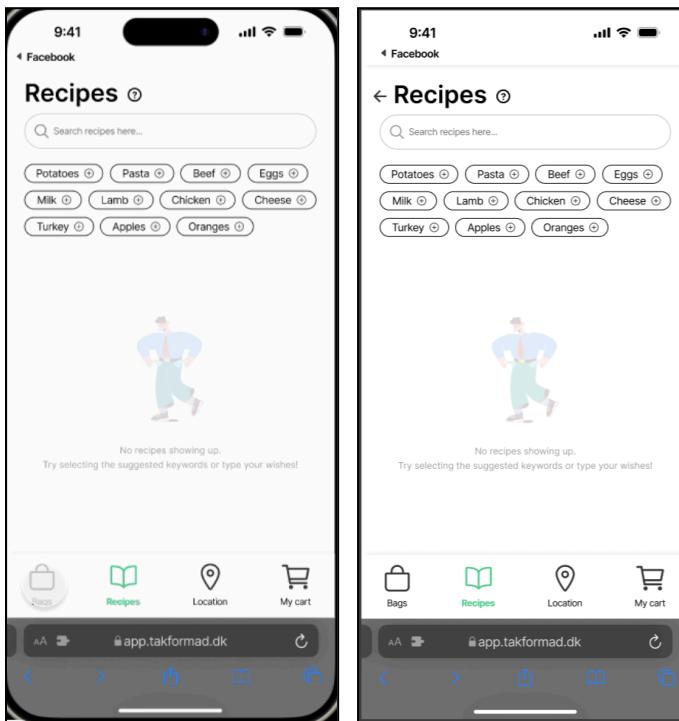


The pick up time and original price are not matching in the card in the homepage and in the bag detail page. Before changes (*top left and top right*) and after changes (*bottom left and bottom right*).

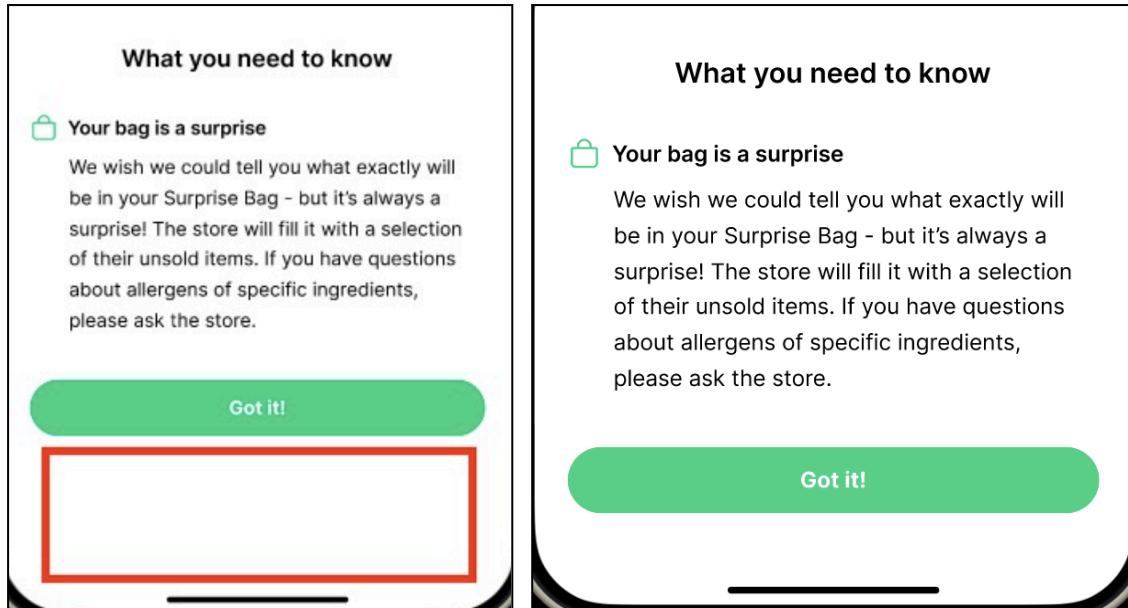




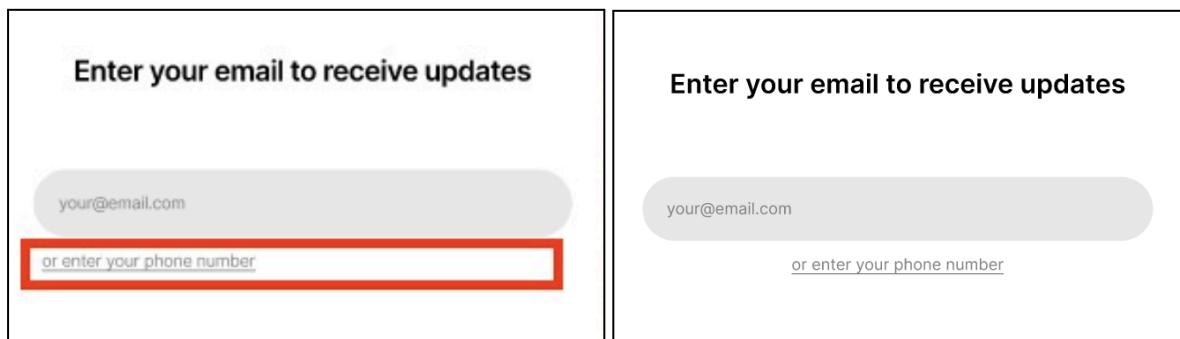
- Back button missing on the recipes page to go back to the bag detail page, before changes (*left*) and after changes (*right*).



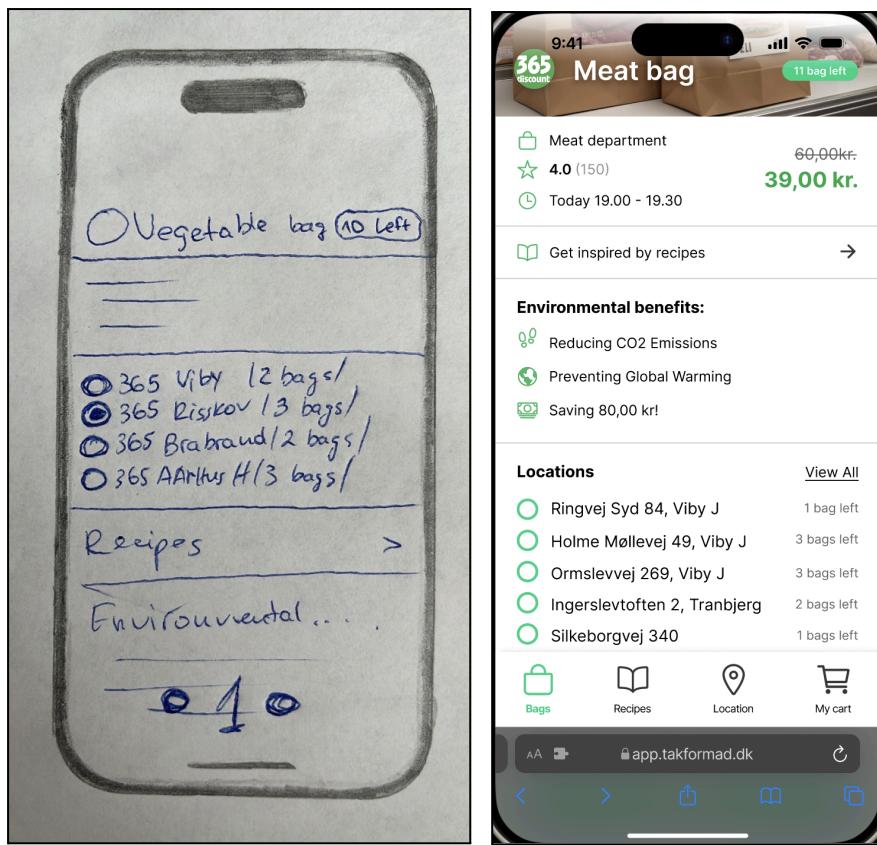
- Too much white space, before changes (*left*) and after changes (*right*).



- Not centered, before changes (*left*) and after changes (*right*).



- Sketch to make the bag details page more user-friendly by removing the two categories from the homepage and adding the option to choose the supermarket inside the page about one specific bag. Hi-Fi prototype on the left.



Appendix K: Mockups

