

Team Food Waste Warriors



Did you
Know?



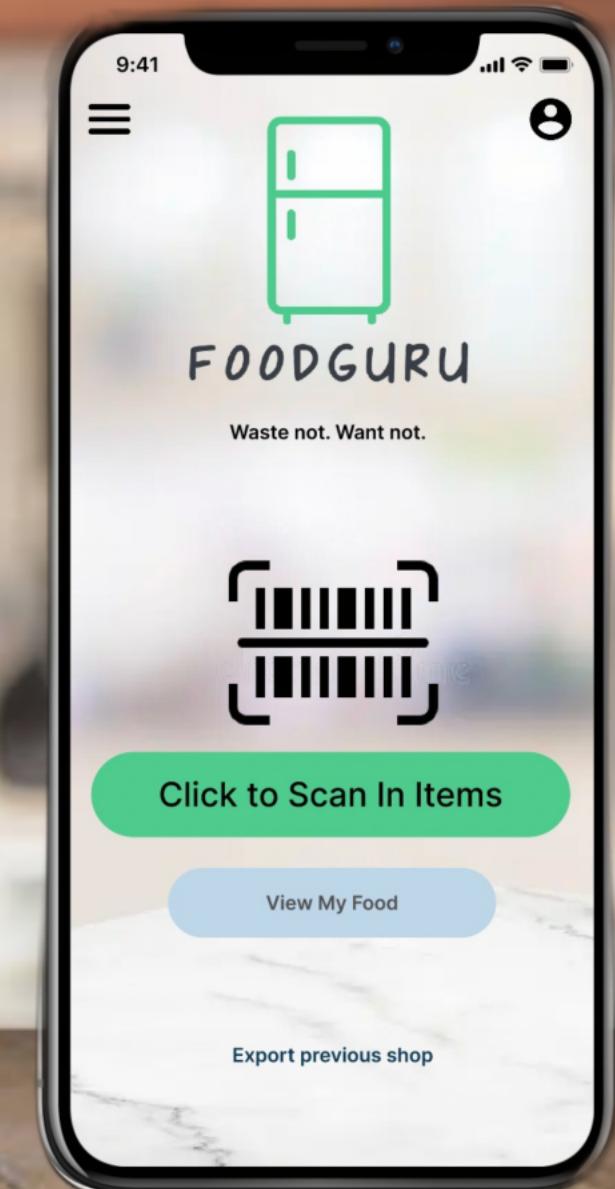
App
Prototype



Design



Proof of
concept



Facts

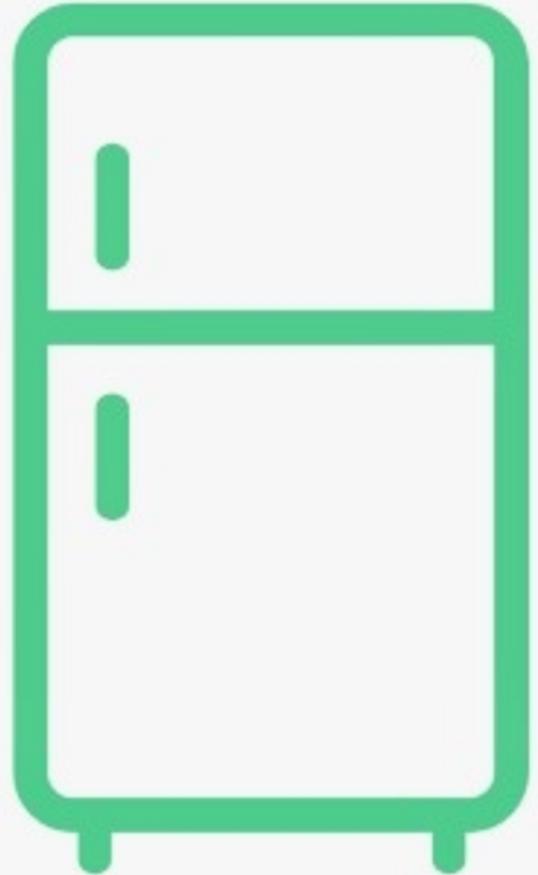


- The UK throws away 9.52 million tonnes of food per year
- There are about 2.4m cases of food poisoning in the UK every year
- Around 44% of British adults suffer from at least one allergy.

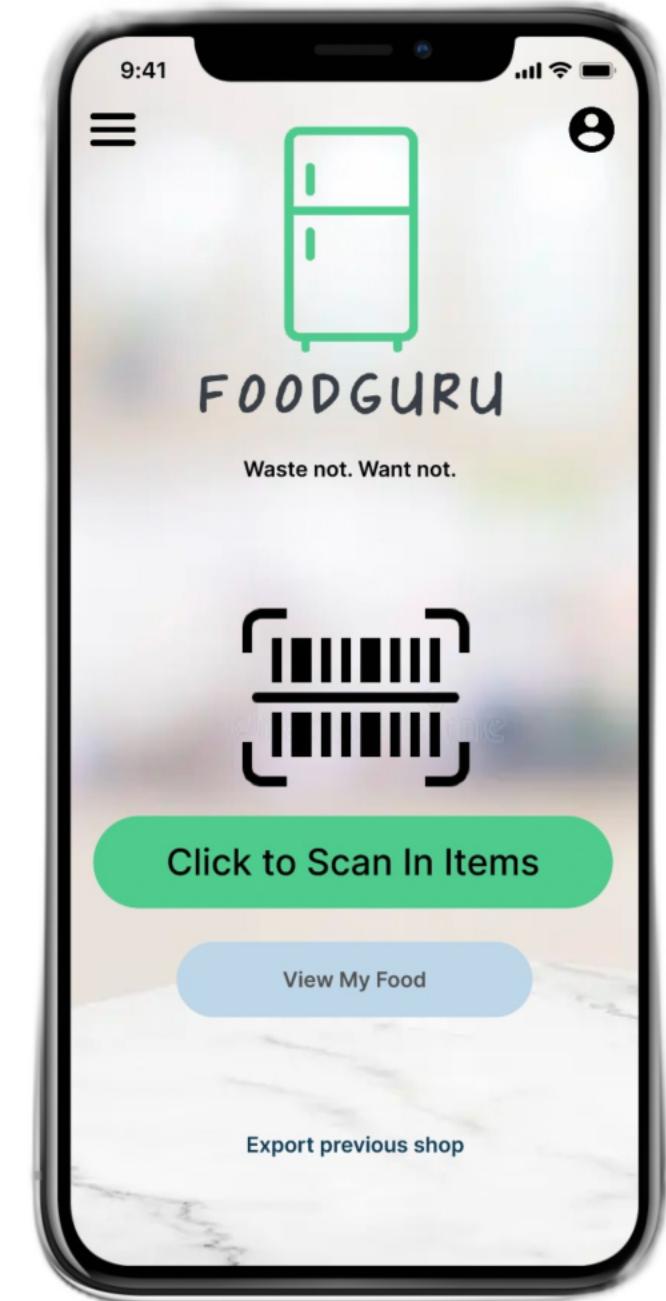


Team Food Waste Warriors





FOODGURU



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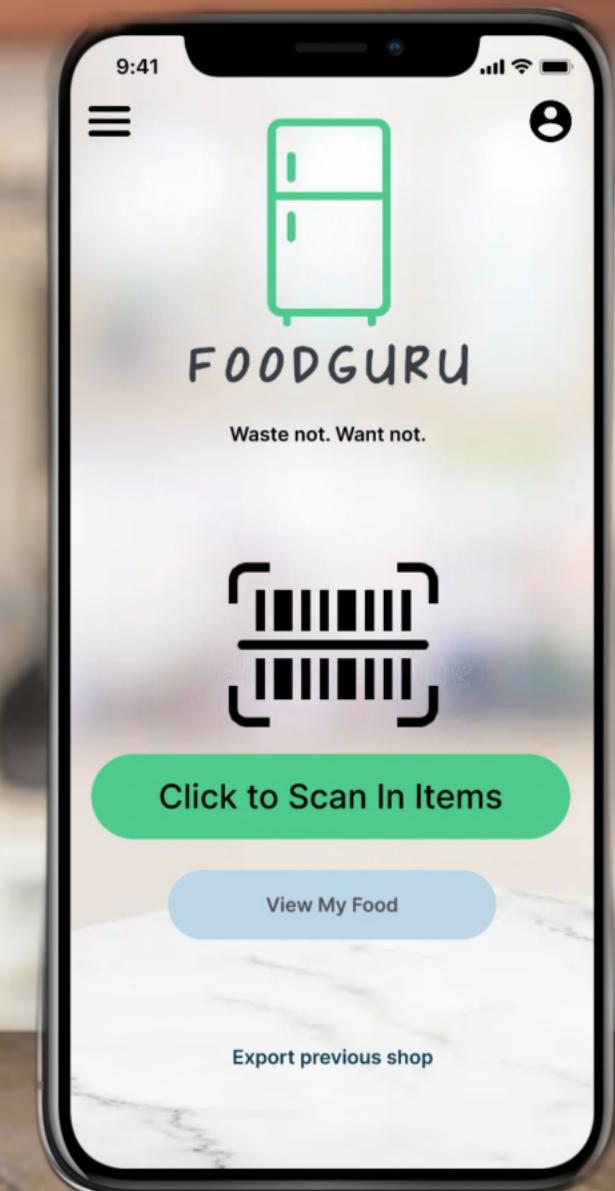
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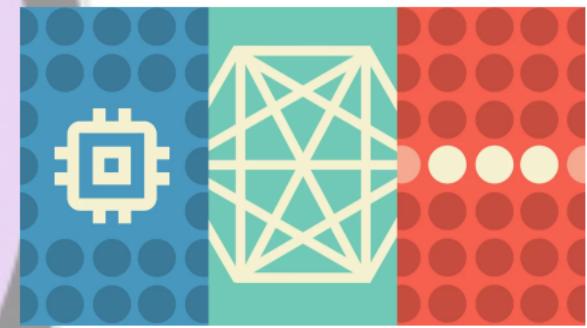


Early Design

Who uses it
anyway?



UX Goals



Laws of UX

Our Users



Margaret



Ashley



Sammy



Margaret

- Age: 70
- Occupation: Retired
- Location: Isle of Skye
- Cognitive Impairment: Dementia

Bio

Margaret is a 70 year old retired nurse, who is living with early stage dementia. She is living at home, and has family around her to support her with her care.

Due to her condition, she sometimes forgets what is in the fridge, and can sometimes consume expired food. Luckily, her family now help her manage this better, but it is a challenge as they have their own family as well.



Interests

Knitting
Kym Hannah

Lawn bowls
Kym Hannah

Doug McClure
Kym Hannah

Influences

Her family
Kym Hannah

TV
Kym Hannah

Doug McClure
Kym Hannah

Goals

Enjoy her retirement
Kym Hannah

Wants to know what is in her fridge
Kym Hannah

Wants to know what is safe to eat
Kym Hannah

Needs and expectations

They need to be reminded about throwing out expired food
Kym Hannah

They expect the app will be easy to use
Kym Hannah

The writing on the app is clear and concise
Kym Hannah

Margaret or her daughter can use the app
Kym Hannah

they can scan bar codes using their phone
Kym Hannah

Motivations

Margaret's daughter is worried that her mum is going to get sick from eating spoiled food
Kym Hannah

Margaret struggles to remember what is in the fridge/cupboard and when things will expire
Kym Hannah

Margaret and her daughter love the recipe ideas to use up food in the kitchen
Kym Hannah

Pain points and frustrations

Margaret's short term memory is reduced
Kym Hannah

Margaret doesn't use apps on her phone often, which can lead to anxiety around using new technology or apps
Kym Hannah

Margaret has been sick before from eating spoiled food. She is older, so the risk and impact of dehydration/food poisoning is greater.
Kym Hannah

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Kym Hannah



Ashley

- Age: 26
- Occupation: Trainee Teacher
- Location: Doncaster
- Visual impairment: Reduced vision
- Dietary requirements: Vegan

Bio

Ashley is a trainee teacher who lives with a vision impairment. This makes reading regular and small print difficult. Ashley regularly needs help reading the small print on food packaging to establish if food is vegan friendly, in date or to check the ingredients.



Interests

Listening to football

Kym Hannah

Animal rights

Kym Hannah

Music

Kym Hannah

Influences

Friends

Kym Hannah

Work Colleagues

Kym Hannah

Vegan Society

Kym Hannah

RSPCA

Kym Hannah

Goals

Ashley wants to know quickly if his food is vegan friendly

Kym Hannah

Ashley wants to know if his food has expired

Kym Hannah

Ashley wants to know the nutritional information of his food and the traffic light labelling on front of package.

Kym Hannah

Needs and expectations

He needs to be able to see the text and images on the app

Kym Hannah

The app should be user friendly for people with vision impairment

Kym Hannah

The app should be able to be used with screen reader (voice reading on phone)

Kym Hannah

Motivations

It's not the first time Ashley has tasted sour milk.

Kym Hannah

Ashley wants to avoid food with animal products and finds this difficult to source

Kym Hannah

Pain points and frustrations

Ashley struggles to read information on food packaging due to small writing

Kym Hannah

expiry dates are hard to read text is too small and often hard to find

Kym Hannah

wasting food due to not knowing when it is going to expire frustrates Ashley due to negative impact on environment...and in his pocket!

Kym Hannah

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Sammy

- Age: 9 months
- Occupation: Guide dog/ good boy!
- Location: Liverpool
- Adorable floofy boy!

Bio

Sammy is a lovable golden retriever who loves playing with his puppy pals. He'll make a wonderful companion and partner to someone living with sight loss.



Interests

Bones
Kym Hannah

Tennis balls
Kym Hannah

Helping his owner cross
the road
Kym Hannah

Influences

His owner
Kym Hannah

His training
Kym Hannah

Treats!
Kym Hannah

Goals

Eat food that won't make
him sick
Kym Hannah

Needs and expectations

Fed a variety of nutritious
food
Kym Hannah

Treats for being a good
boy
Kym Hannah

Go out for walkies!
Kym Hannah

Motivations

Treats!
Kym Hannah

Food!
Kym Hannah

Tennis Ball!
Kym Hannah

Pain points and frustrations

Not being fed enough
Kym Hannah

Fed food that isn't in date
Kym Hannah

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UX Goals

Human Factors	Usability Goals	User Experience Goals
Users who have vision impairment	Easy to use	Engaging
Users who have cognitive impairment	Efficient	Kept up to date
Users who are dyslexic	Works well with accessibility settings such as screen readers	Hassle free to encourage repeated use
Busy people		
Health conscious users		

Laws of UX - Considerations

Fitts's Law: The time it takes to reach a target is determined by the size of the target and its distance from the user. Design interfaces with larger and easily clickable/tappable elements, especially for frequently used actions.

Miller's Law: The average person can only keep about seven items in their working memory at once. Limit the cognitive load by breaking down complex tasks into smaller, manageable steps.

Jakob's Law: Users spend most of their time on other websites and expect your site to work similarly. Follow established design patterns and conventions to create familiarity and enhance user experience.

Hicks Law: The time it takes for a person to make a decision increases with the number of choices available. Keep user interfaces simple and minimize the number of options presented at once.

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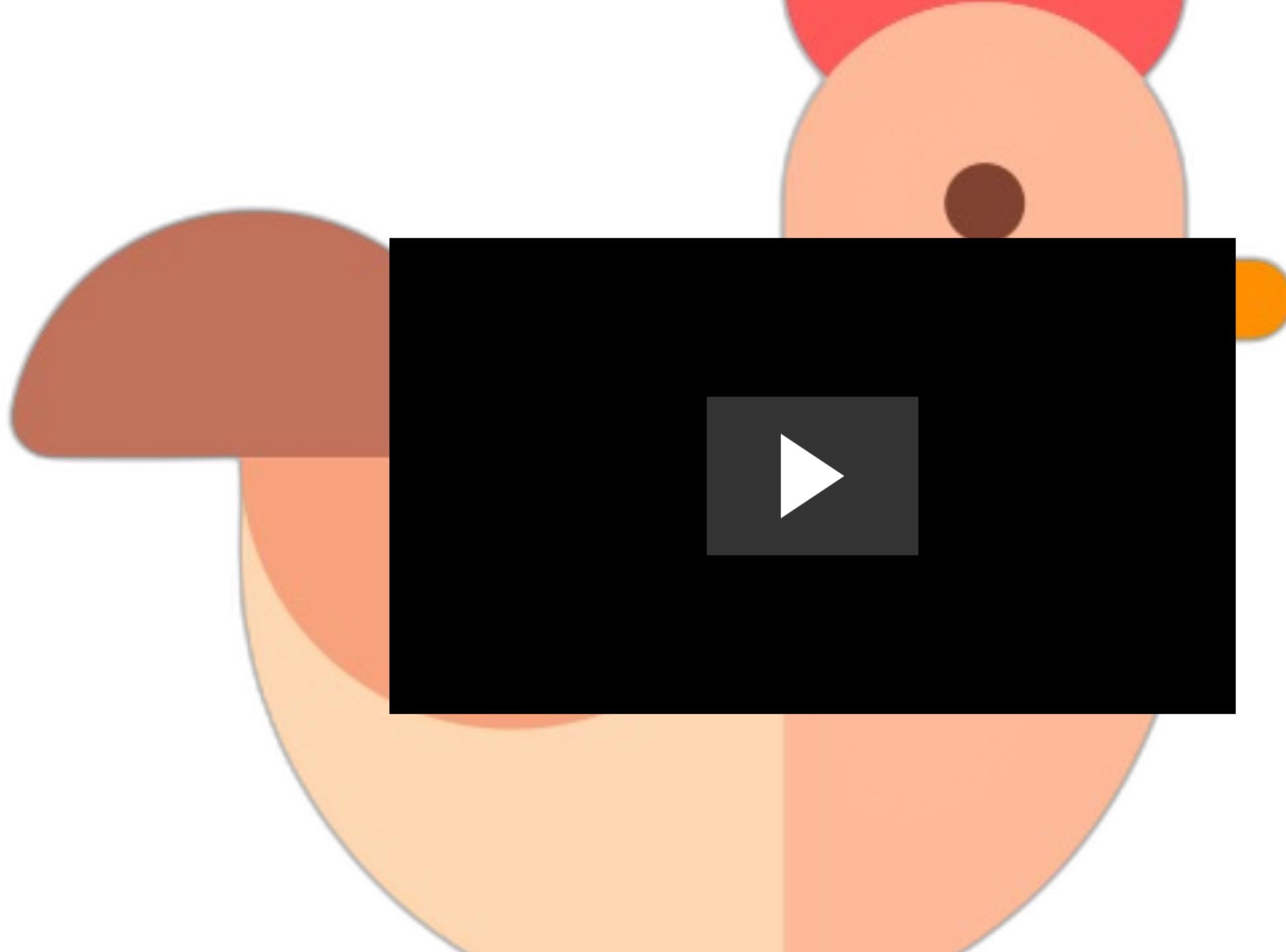


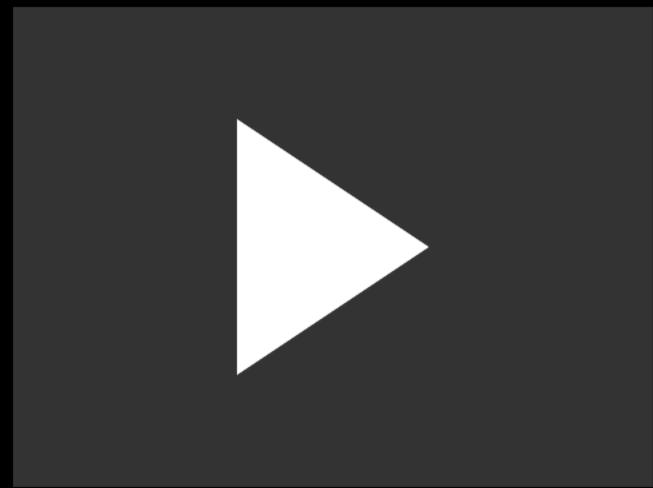
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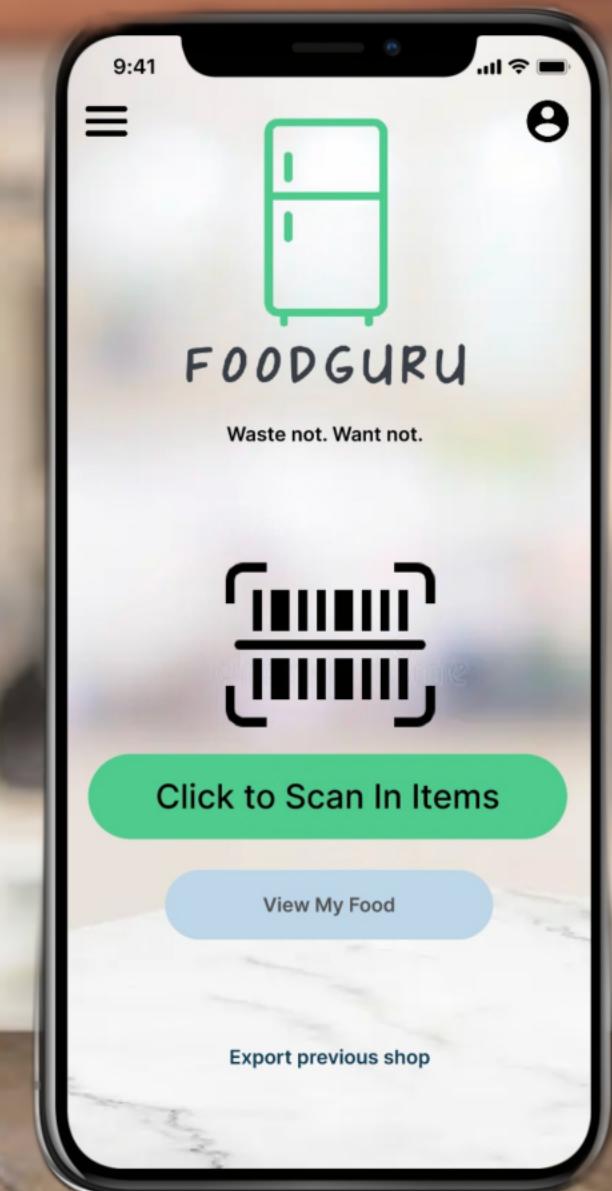
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Live Demo

Team Food Waste Warriors



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