

The CASE STUDY SUMMARY

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FridgeFresh

A mobile app helps to inventory your fridge so you can save money, time, and reduce waste.

Brief: This is my first group UX/UI project. The app idea came from the team discussion of how to reduce waste and save the environment.

The team/my role: Our team name is the Creative Trio. I work with two other teammates - Greydon Benzmilller and Carly Mahony. We worked together for most part of the project and I mainly in charges of the user research, data analyzing, prototype and usability test.

Tools used: Miro, Figma, Adobe XD, InVision, Google Slides, Google Forms

Design Process



The Research Findings

- The average family wastes nearly one third of the food they buy.
- 94% of Americans waste food at home.
- The most reported reason for throwing away food at home was that it had reached its expiration date.

We conducted an initial user interview. After interview, we mapped the response and thoughts of the users to understand their environment and emotional connection. This led to define the user insight:

- People have trouble managing the ingredients that they have in their refrigerator.
- A refrigerator inventory management app will be helpful.
- Users upload an image of the refrigerator contents, scanning barcodes of their groceries or entering the purchased items manually.
- Users will know what groceries they already have by monitoring the fridge as a result, users will save money, save time, and reduce waste.

- Family throw food out due to the expired date
- People feel guilty to waste food
- Shoppers forget about what needed to buy or what's i the fridge
- Not everyone makes a shopping list before going to shop

<p>Name:</p> <p>Name: Jenny H.</p>	<p>Behavioral Demographics:</p> <p>Age: 31 year old female Career: VP of Marketing Location: Tacoma, WA Income: \$100,000/year Martial Status: Married</p>
<p>Goals & Needs:</p> <p>Use groceries in her refrigerator before they spoil Know what is in the fridge and what needs to be used first Save money buy throwing away less</p>	<p>Pain Points & Potential Solutions</p> <p>Jenny wastes money buying produce that she ends up not using She forgets what she has at home when she is at the grocery store. She has trouble keeping track of which food will spoil first She has too much on her mind to manage her refrigerator inventory</p>

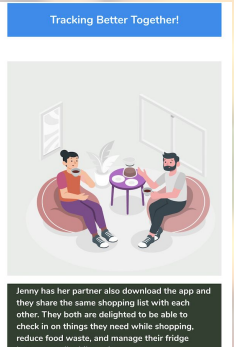
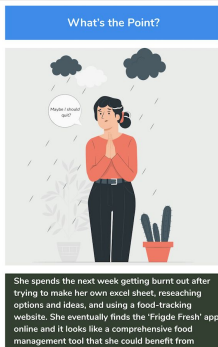
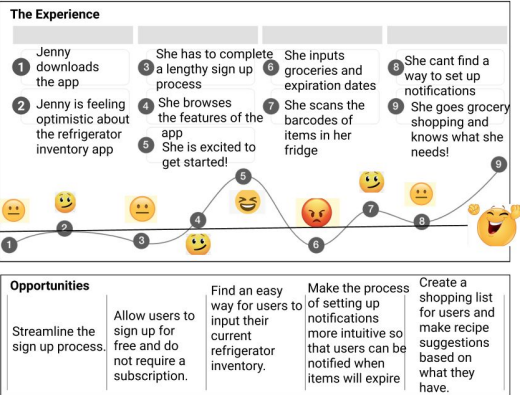
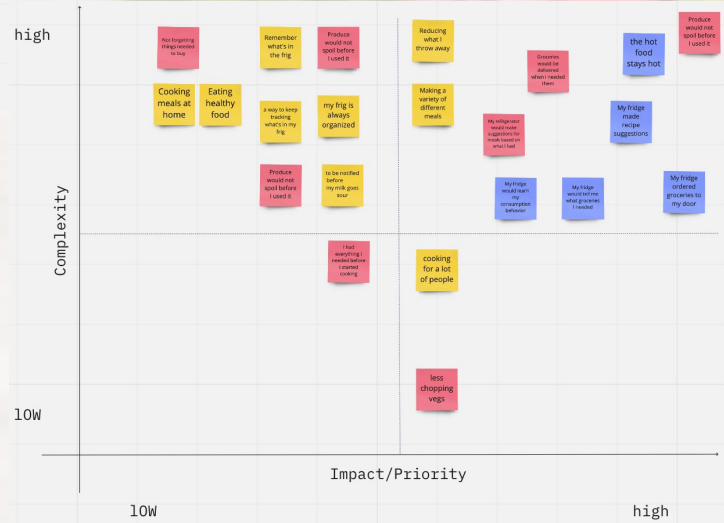


The Problem

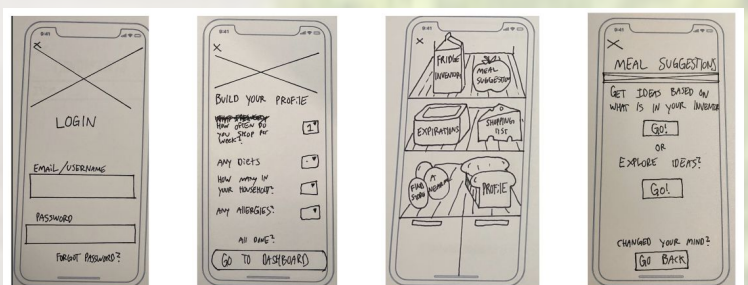
I did a competitor analysis with four different applications. I found each app has its pros and cons. And each app has its main features and functionality.
(Detailed analysis can be viewed on our full slides deck.)

We use the “I like, I wish, what if” method to analyze the features and put them in the feature prioritization matrix. Then we created a journey map for Jenny - our user persona, to walk through and a storyboard to see Jenny in action.

What if.....



Our prototyping started with user flow on paper, then digitized it on Miro, Then we each did our own sketched wireframe, testing it before we combined for the final version before I created the clickable low-fidelity prototype in Figma.



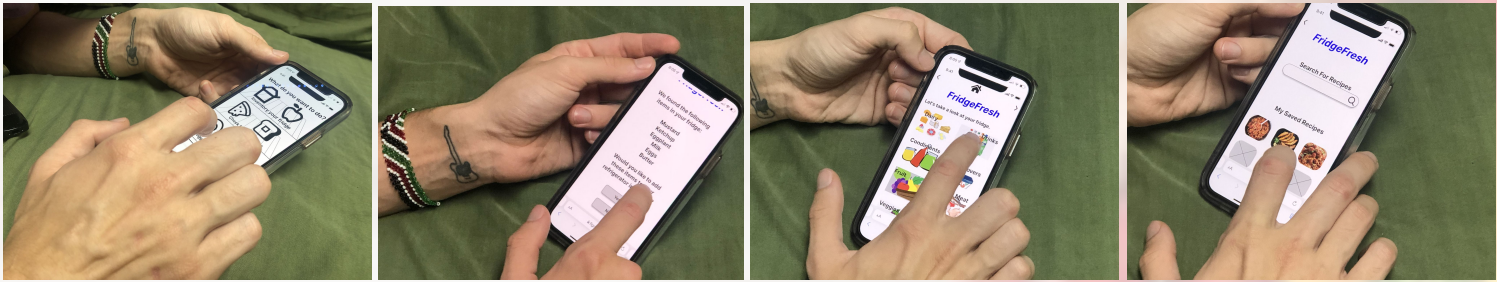
The link for the full version of clickable prototyping is offered below:



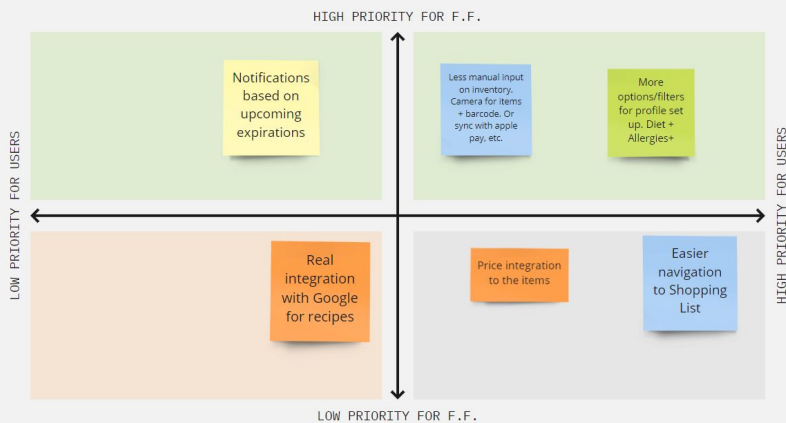
<https://www.figma.com/proto/eWJ1iJi3SWXHJ3fkKX1Bk0/Team-Project-7?node-id=7%3A46&scaling=scale-down&page-id=0%3A1&starting-point-node-id=7%3A46>

Usability Testing

We tested 5 users with the test plan that has an objective and 5 tasks. The main goal is to find out how FridgeFresh runs and if any potential issues with the functions, designs, and usability.



Usability Test Analysis



Next Steps

- More usability tests
- Mid-Hi fidelity prototype

Future Opportunities

- Auto inventory and categorize items based on digitally scanning the itemized receipts with the shopping dates.
- Automatically countdown the items based on the frequency of shopping vs. manually keeping track of expiration dates.
- Integrating with Google to search for recipes and save to the app.
- Keep tracking of purchases that are made by using the local grocery store reward program, Apple pay and/or Android pay.

Final Thoughts

As I said at the beginning, this is the first group project for me. I have a high expectation to start this project. Here are the few things I have learned:

As a team:

1. Except unseen - not everybody is on the same schedule, everyone has their own busy life
2. Respect your teammate - each person has something to contribute
3. Focus to complete your own assignment
4. Willing to reach out and help teammates with their assignments

For the project:

1. I was surprised to find out how many of the related apps already exist. From the competitors analysis I have learned why some of the apps are popular and why some are not, some are even dead due to no support. I focused on four apps only (there are more than 20, big or small). I think the reason for this type of app's popularity is because nobody likes to waste food and everybody wants to save time and money.
2. We must make the app easy and simple as our original design. The key for FridgeFresh to take off or success has to be easier for the users to use. Some kind of automation process feature is a must such as scanning the receipt with the itemized purchases and put in the categorized inventory list for the user.
3. If time allows, I would like to make a mid-hi fidelity prototype and conduct more use testing and usability test.

In short, this group project provides me an experience of working in the real world as a team and a real understanding of the collaboration effort from the beginning (generate the idea) to the step by step process. We can't depend on the collaboration tools only, the real efforts come as a team. Without each other's support, the project could be failed easily. One example is our original name for this project was FreshFridge. During the competitors analysis, I found out that there was one named the same way but due to no support and no user, it was dead with only one download. We had to decide and agree on a new name. The other example is that I had the prototype mostly done with XD but we had some technical issues to share the file, so we re-started with Figma. I was OK with it because it gives me an opportunity to use Figma.

I am very excited about moving into the next phase of our class and looking forward to facing the challenges ahead.