

SOLIO SAUCE CASE STUDY.

ABOUT THE PROJECT

Solio source is an online mobile app that intends to reduce the stress citizens encounter while trying to stock tomatoes for future use. Mostly those who intend to buy tomatoes in bulk.

My Responsibility:

As a UI/UX Designer, I carried out different phases of User Research, Identified the pain points of the users from the research, I did brainstorming on the ideas and came up with possible solutions to the given problems. It was also my responsibility to develop and test prototypes.

Duration: 3 weeks

Tools

I used tools like

1. Figma
2. Adobe Illustrator
3. Whatsapp
4. Facebook

Color and Typography



Aa

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z

Design Process

Design thinking

I used the principles of design thinking methodology

1. Research
2. Define
3. Ideate
4. Prototype
5. Testing.

Research

I conducted 3 one on one semi-structured user interviews via whatsapp voice notes and a reasonable number of feedback was gathered.

Organized notes

Participant 1

If one can have sun dried tomatoes then life will be easy.

It also helps to save time because i won't have to go to the market

At least am able to get tomatoes and other products direct from the farm

Participant 2

It will ease commotions in market places

No more facing frowds in the market places while buying

This will link clients with the farmer

Participant 3

I will be able to get a variety of tomato products

Other market vendors will be able to connect with the farmer through the app

once there is delivery there will not be unnecessary movements for clients to the farm.

Empathy Map



Pain Points got from the interviews



Definition

Problem Statement:

Tomatoes are the major dietary source of the antioxidant lycopene, which has been linked to many health benefits, including reduced risk of heart disease and cancer. They are also a great source of vitamin C, potassium, folate, and vitamin K. Solio Source is an app designed to ease people's access to tomatoes from solio farm to their homes, market places and also any other places the clients would be located. And this will be done online.

How might we get people to have access to a variety of tomato products without getting to the farm so as to avoid inconvenience during tomato consumption.

User Pasona

Based on research conducted, User pasona was created



Name: Brenda Birungi **Occupation:** Chef

Description

Brenda is a chef and she owns her own restaurant. She says nothing can be done to prepare her sauce without tomatoes. Tomatoes are key to her daily meal.

Challenges

Sometimes to get access to farmers who can provide fresh tomatoes and therefore I go to markets thus buying tomatoes that don't last long. Also find a challenge in preserving tomatoes for a long time. I wish I could get access to a variety of tomato products like sun dried tomatoes and tomato paste as well. That would help me save my money from being wasted on only fresh tomatoes.



Name: BettyRoberts Occupation: Business woman
Age:35 years Genda: Female

Description

Betty is a mother and she is a business woman. She says nothing can be done to prepare a healthy meal for her family without tomato flavour. Tomatoes are key to her daily meal.

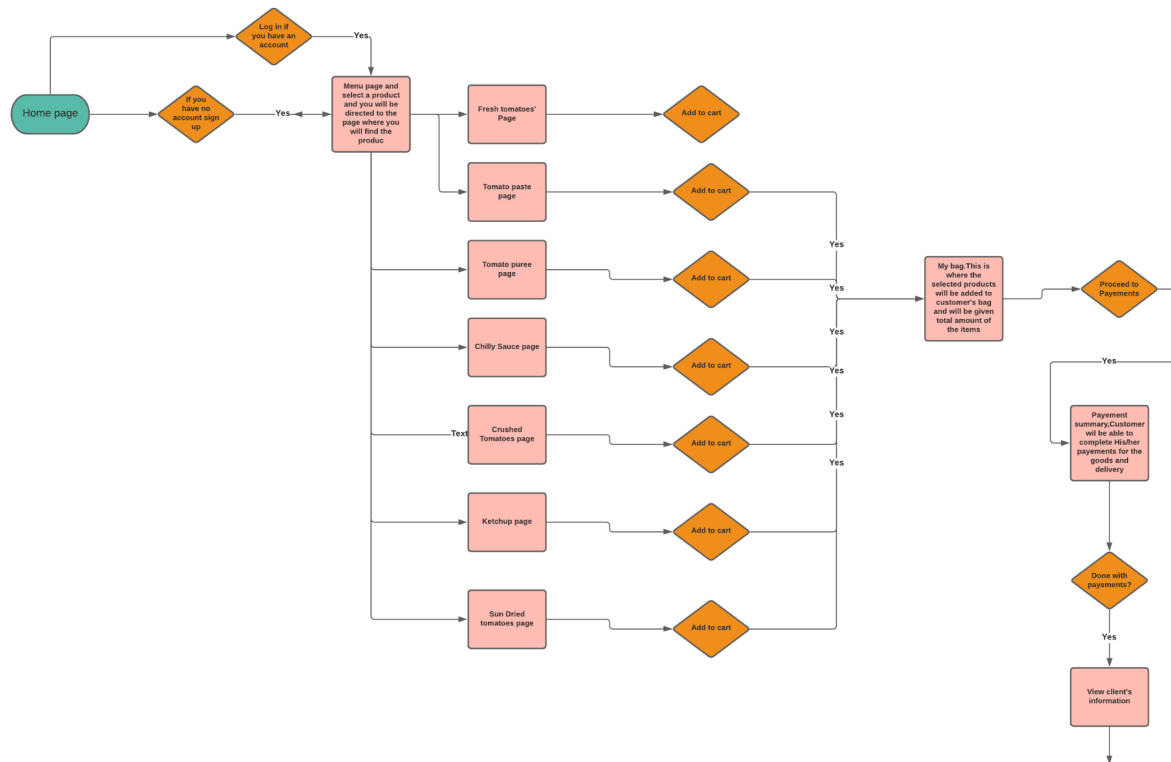
Challenges

Do not trust the credibility of online platforms for fresh food delivery and sales. “I would prefer going to the market personally and purchase my goods and deliver it home on my own because some tend not to deliver the ordered goods and also some don’t deliver the exact product you ordered for”. “I have a problem with trusting online markets”.

Ideation

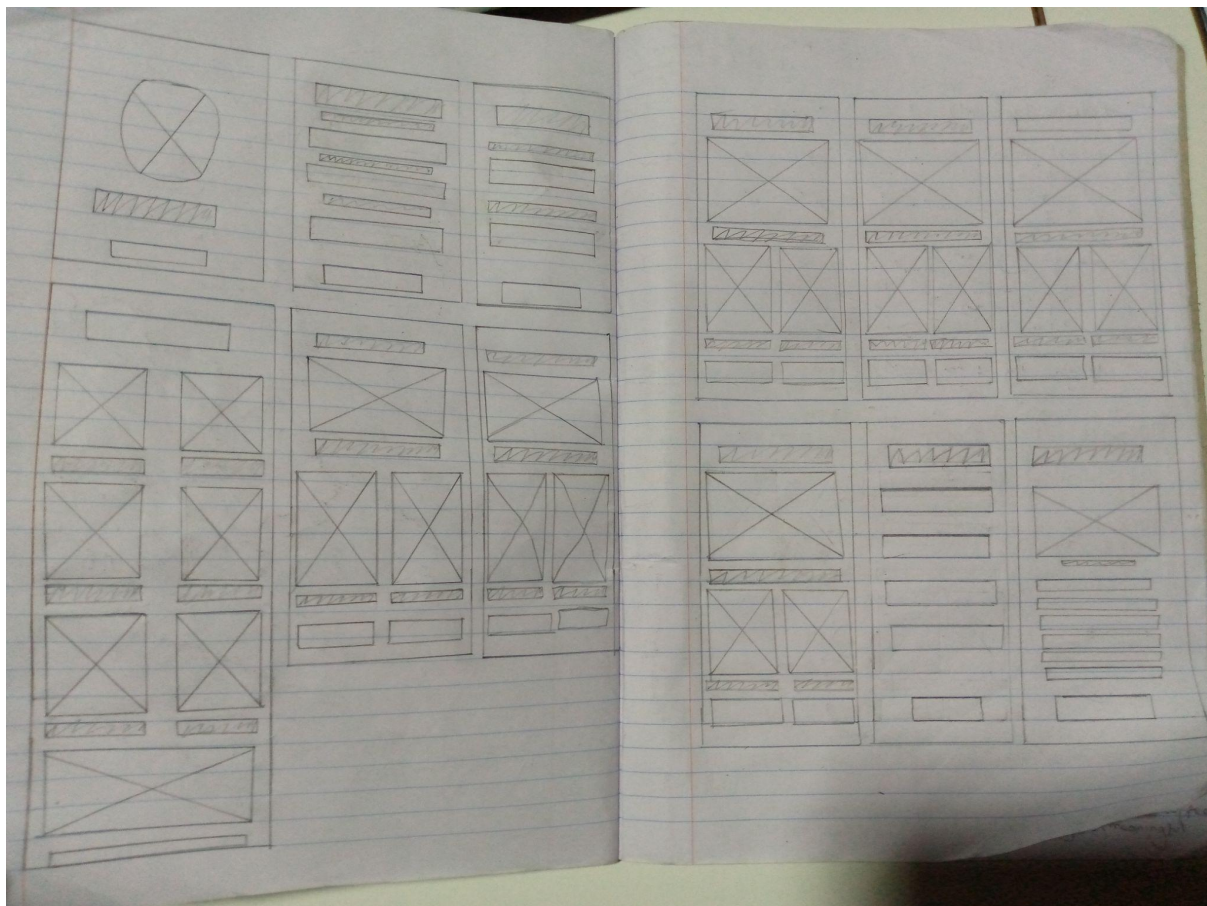
User Flow

User flow was created to show a complete path a user will take from creating an account up to the payment of the selected items.

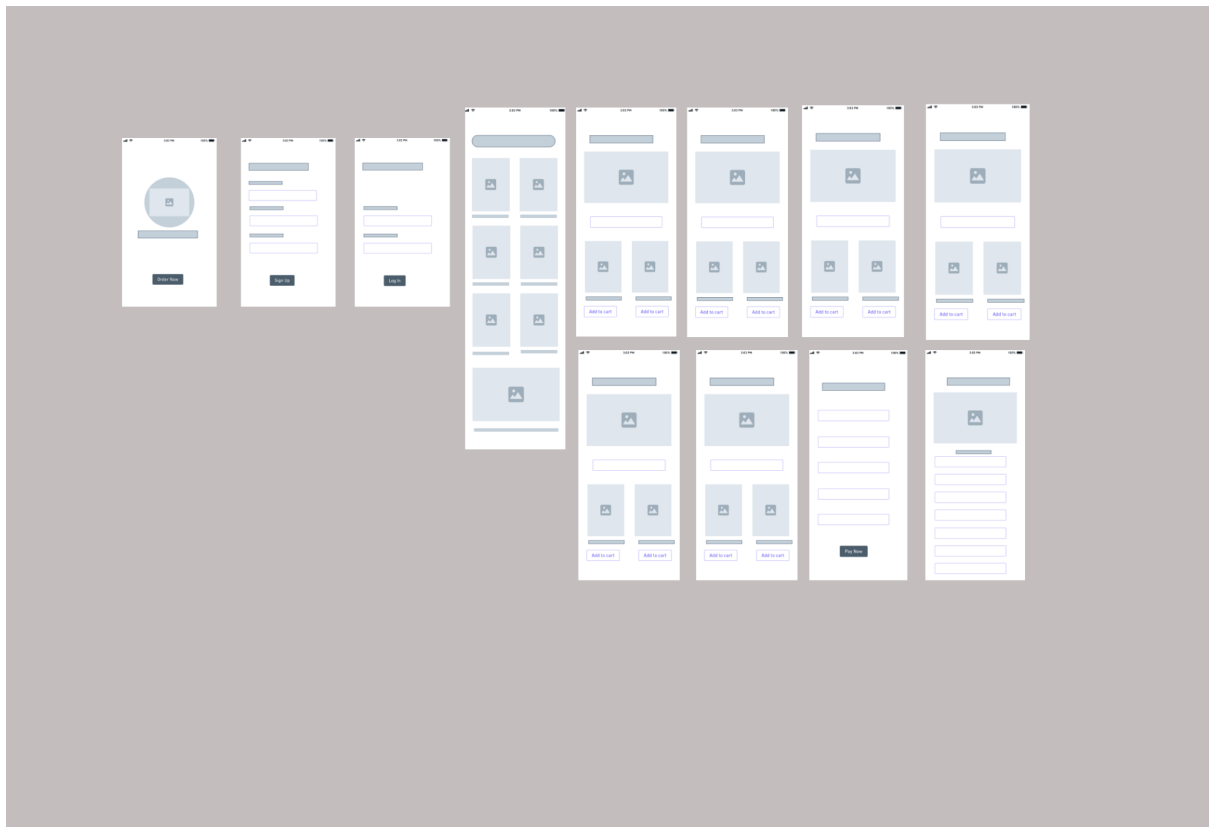


Wire frames

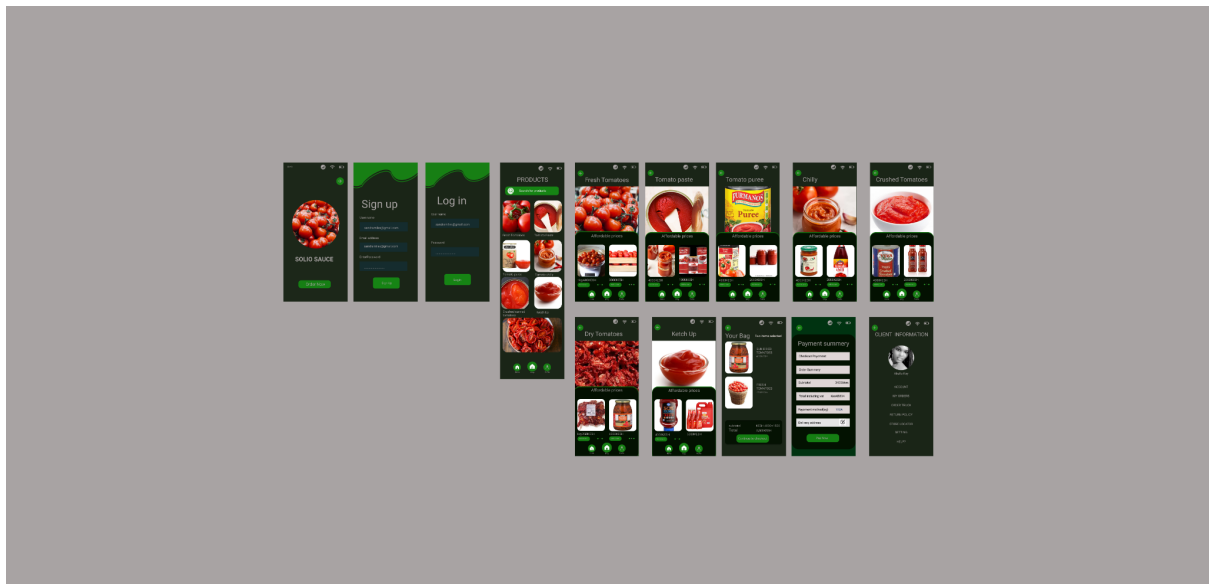
Sketches



Low fidelity wire frames



High Fidelity wireframes



Thank you!

Compiled by: **Nasasiira Resty Sandra**