



Elevator pitch

This app is catered towards university students looking to make a change in their eating habits. This app is designed to aid users in being sustainable while facing many hindrances from external sources outside of their control.

Daisy is a service which provides users with sustainable recipes while informing users of the importance of food all while keeping in mind barriers such as finance. The main benefit of this is informing all our users the significance of sustainability and how small changes to their food habits can create a big impact on the environment around them.

Unlike BBC Good Food Daisy will be targeted towards a younger demographic ranging from 18-24 as that is the main bulk of student ages. This will mean a lot of the features will be more stylised to an intuitive navigation system, similar to Instagram which was an app favourite in my research.

Daisy will aid in helping its users with recommendations and congratulating them for being apart of a thriving community who aims to be sustainable together.



Persona

Doubtful Daniel



AGE	20
EDUCATION	Studying Politics
STATUS	Single
OCCUPATION	University Student
LOCATION	UK
TECH LITERATE	High

“ I desire change but I'm hesitant without reliable sources

Personality

Reader Logical Sceptical

Determined

Bio

I am looking for a friendly, non-profitable organization which can provide me with an app that is familiar and keeps my engagement with reminders, as well as educate me on sustainability through reliable sources. I do not trust conglomerates to tell me truthful information.

Core needs

- Needs an app that feels familiar with easy navigation
- Desires reliable sources with suggestions
- Motivation and reminders

Frustrations

- Money to keep up with sustainable product
- Lack of trust in conglomerates and desires more advertisement
- Knowledge of what to do with items

Loyalties/Values



Platform

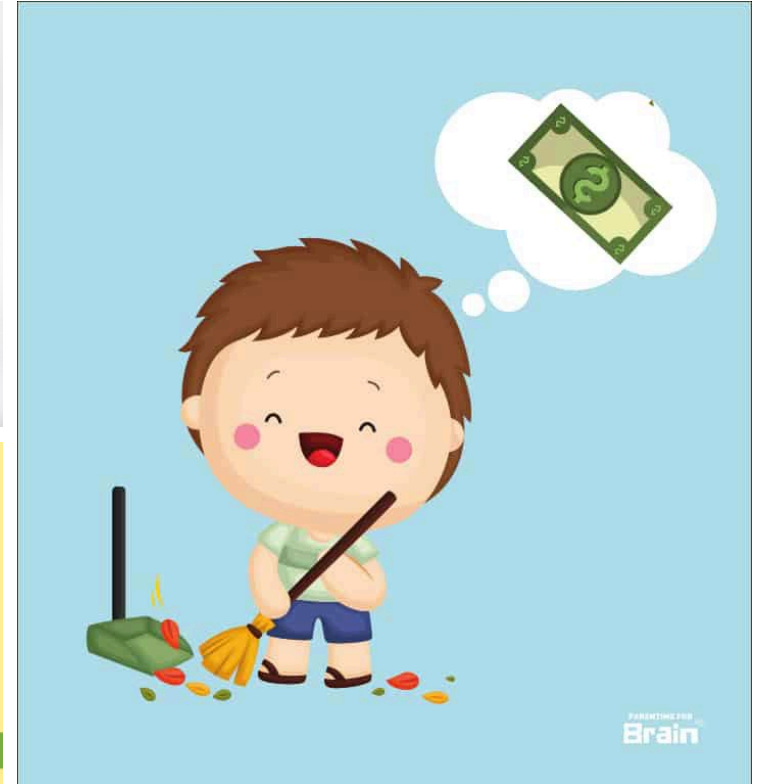
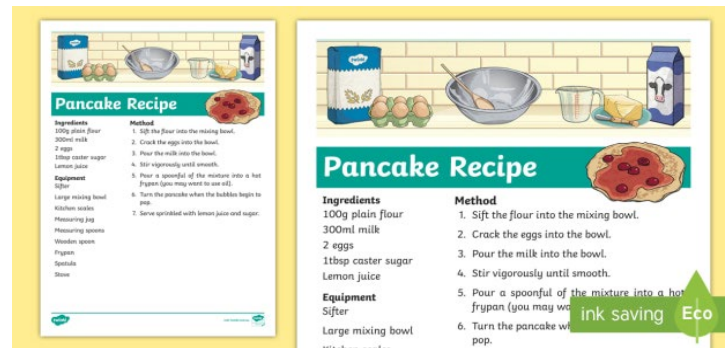
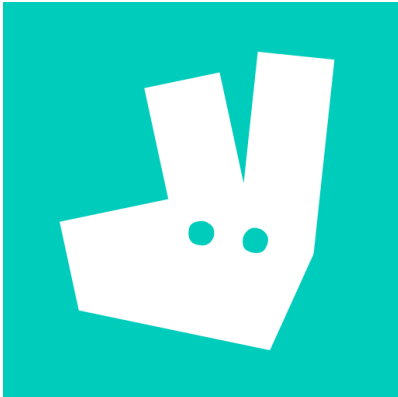


Website

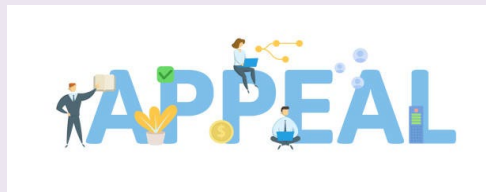


Mobile App

Mood Board before User Journey



Mood Board for User Journey



User Journey



Doubtful Daniel

Scenario

Daniel is planning his weekly shop accounting for many factors. He is looking for an app to make this process easier and provide recommendations for his shopping. Daniel knows a little about sustainability but desires more information on his items.

Expectations

- Consider budget
- Ideas and recommendations
- Information on items

Pain Points

- Hard navigation
- Reliable sources
- Lack of semiotics for quick and easy information

Finance

Daniel checks his financial situation to see how much he can afford this week.

Daniel has a budget of £40.

- Pessimistic
- Nervous
- Concerned

"I might struggle for food this week"

Uses App

Daniel loads Daisy and uses the filters to inform the app of his budget.

He uses other filters such as meal count and sustainability range.

- Apprehensive
- Intrigued
- Optimistic

Recommendations

Daisy informs Daniel of possible recipes within his budget.

Daniel picks from the ones he likes while the app keeps him up-to-date of his budget.

- Satisfied
- At ease
- Happy

"This recipe looks interesting"

Summary

Daisy adds all the ingredients to produce a shopping list.

The shopping list includes a meter to show the overall rating of sustainable ingredients.

- Eager to make recipes
- Educated
- Excited

"This recipe is quite sustainable"

"That was easy"

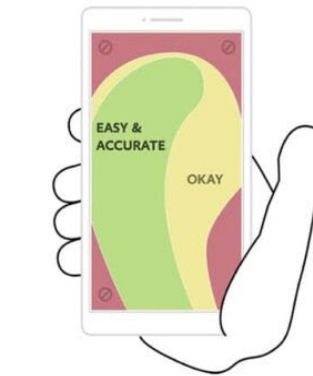
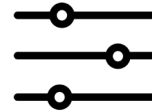
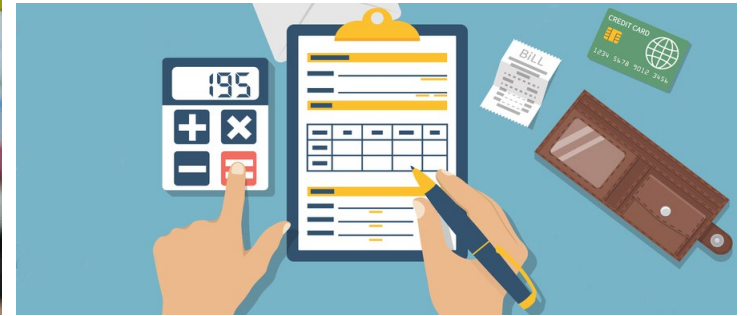
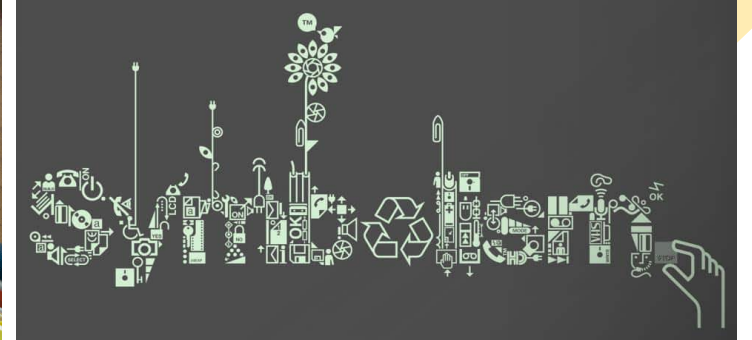
Goes Shopping

Eagerly gets ready to go shopping after a satisfactory time using the app.

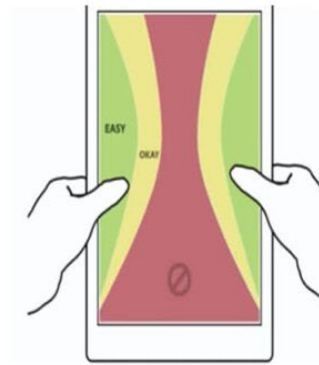
Feels proud of himself due to eating sustainably.

- Relieved
- Proud
- Cheerful

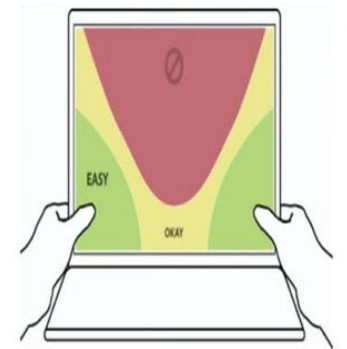
Mood Board for User Needs



Mobile



Tablet

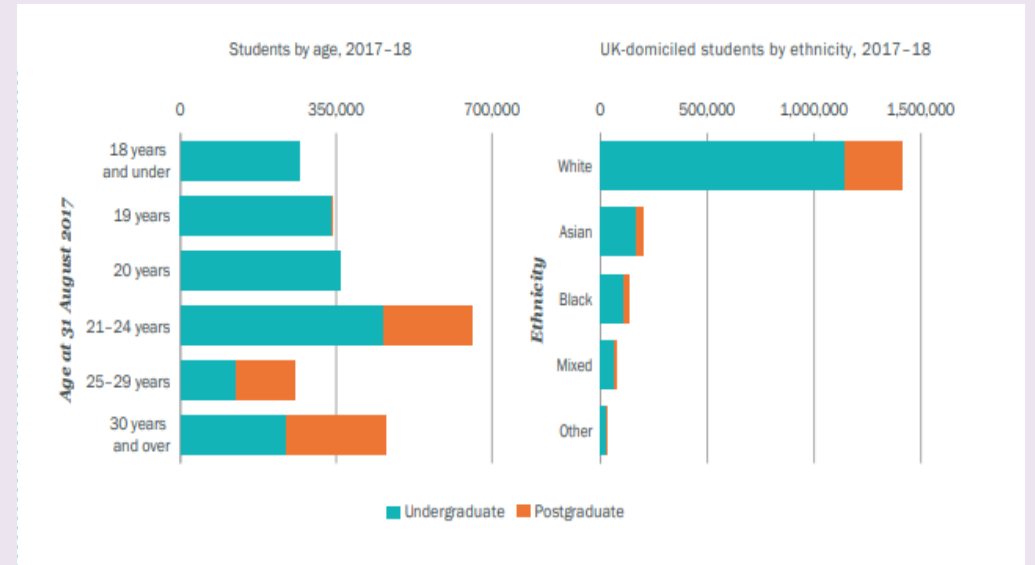


Touchscreen laptop

Research – Secondary research

“In 2017–18, mature students (aged 21 and over) accounted for 26.7% of first degree entrants”

Universities UK (2019) *High Education in Facts and Figures 2019* [online]. London: Universities UK. Available from:
<https://www.universitiesuk.ac.uk/sites/default/files/field/downloads/2021-08/higher-education-facts-and-figures-2019.pdf> [Accessed 13 March 2023]



Research - Secondary Research

“University policy to improve students’ diets should incorporate efforts to promote student engagement in cooking and food preparation, and increased availability of low-cost healthier food items.”

E. F. Sprake (2018) *Dietary patterns of university students in the UK: a cross-sectional study*. Available from: <https://nutritionj.biomedcentral.com/articles/10.1186/s12937-018-0398-y> [Accessed 25 October 2022]

“...the most common factors that are reported as barriers to a healthy diet are time constraints, the high price of food items, and their availability, followed by the lack of motivation in food preparation...”

(Sogari, G (2018) *College Students and Eating Habits: A Study Using An Ecological Model for Healthy Behavior*. Available from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6315356/> [Accessed 25 October 2022]

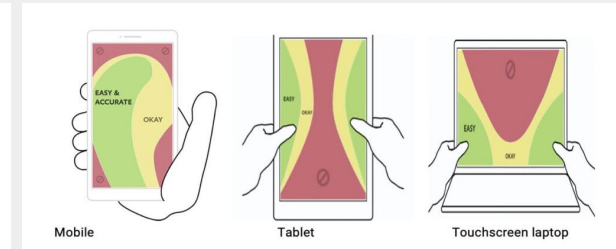
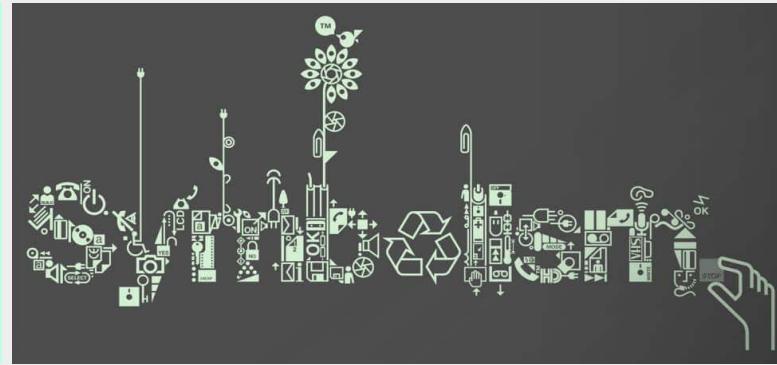
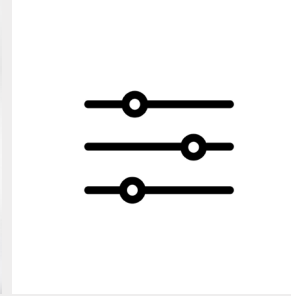


Research – UX practices

- Aesthetic-Usability Effect - Users often perceive aesthetically pleasing design as design that's more usable, good designs gives users the indication it will work better this will mean they will be more tolerant of usability issues as well as mask usability problems.
- Jakob's Law – familiarity to other sites increase user likability
- Grouping – objects near one another will be associated together and will be perceived as grouped if there is a defined boundary
- Peak-End Rule – people judge their experience on the peak and end of their experience
- Serial Position Effect – people best remember the first and last items in a series
- Goal-Gradient Effect – providing progress towards a goal will motivate users to complete a task

Lawsofux (2023) *Laws of UX*. Available from: <https://lawsofux.com/>
[Accessed 13 March 2023]

Final Mood Board



Competitors - Yummly

Yummly®



Ingredient recognition through camera - suggests recipes from images recorded



Recipes



Can create a virtual pantry



Planning

Strengths



Features locked behind membership



Lack of variety



Unappealing images

Weakness

Opportunities



Customisable



Transparency

Threats

BBC
goodfood





Competitors - BBC Good Food

Print

- UK's top selling food magazine
- 628,000 readers
- 130,936 Subscriptions
- 28% Male readers
- 72% Female readers
- Average age of 45

Digital

- UK's biggest food website
- 94.6 million page views
- 26 million unique users
- 36% Male readers
- 64% Female readers
- Average age of 44

Logo



Inspiration

Wikipedia (2022) *Digital cover featuring artwork by Kino of Pentagon*. Available from: <https://en.wikipedia.org/wiki/We:th> [Accessed 13 March 2023]



Inspiration

Gardner's Path (2023) *Daisies*. Available from: <https://gardenerspath.com/types-of-daisy/> [Accessed 14 March 2023]



My Logo Idea

Font

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Daisy

Colour Palette



ECE5F0

Magnolia



8332AC

Grape



9B66EB

Amethyst



F8F272

Icterine