

**This is a PROJECT LOG  
showing my thought process  
while working on  
SWAP!**

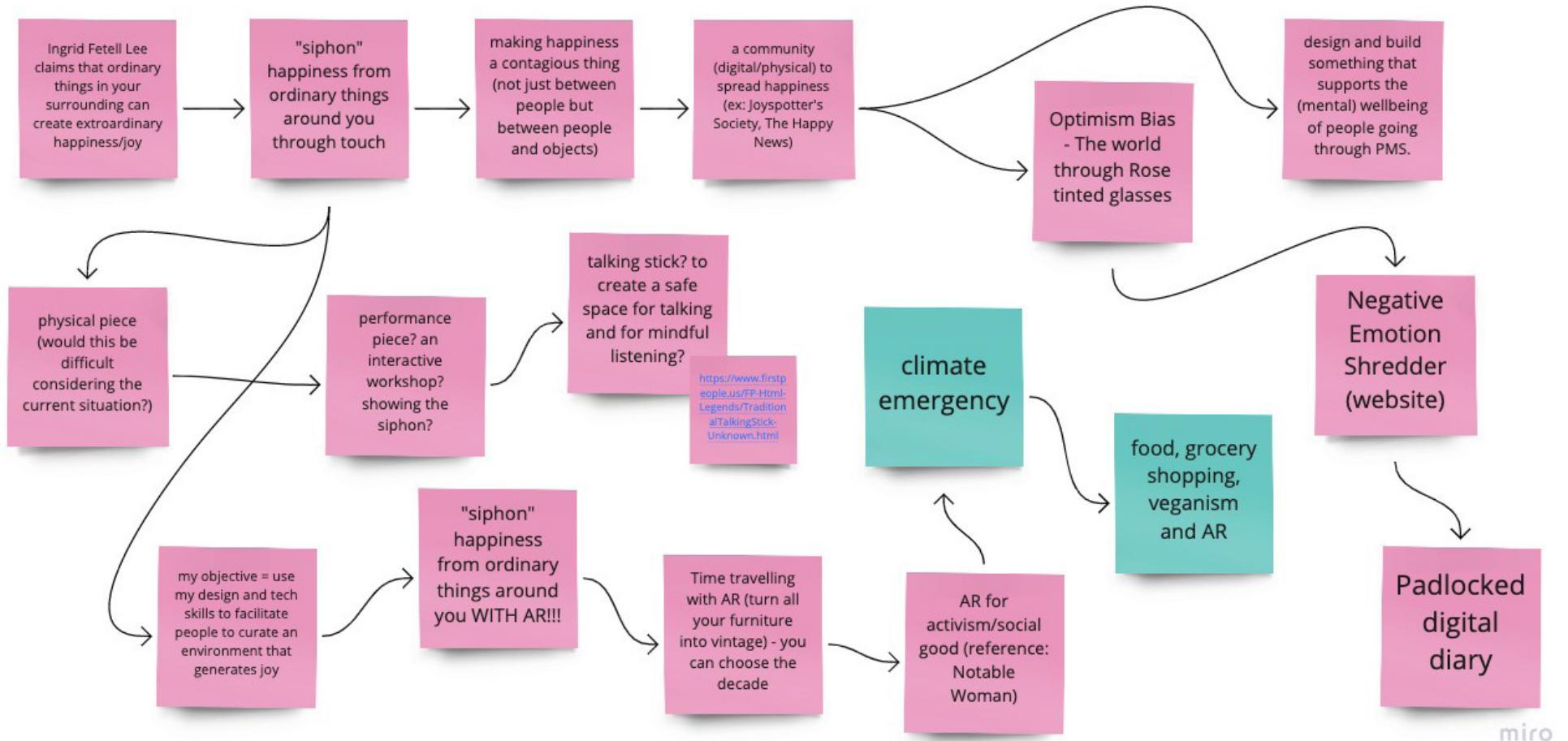
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University of the Arts London:  
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# 1 / INITIAL IDEATION

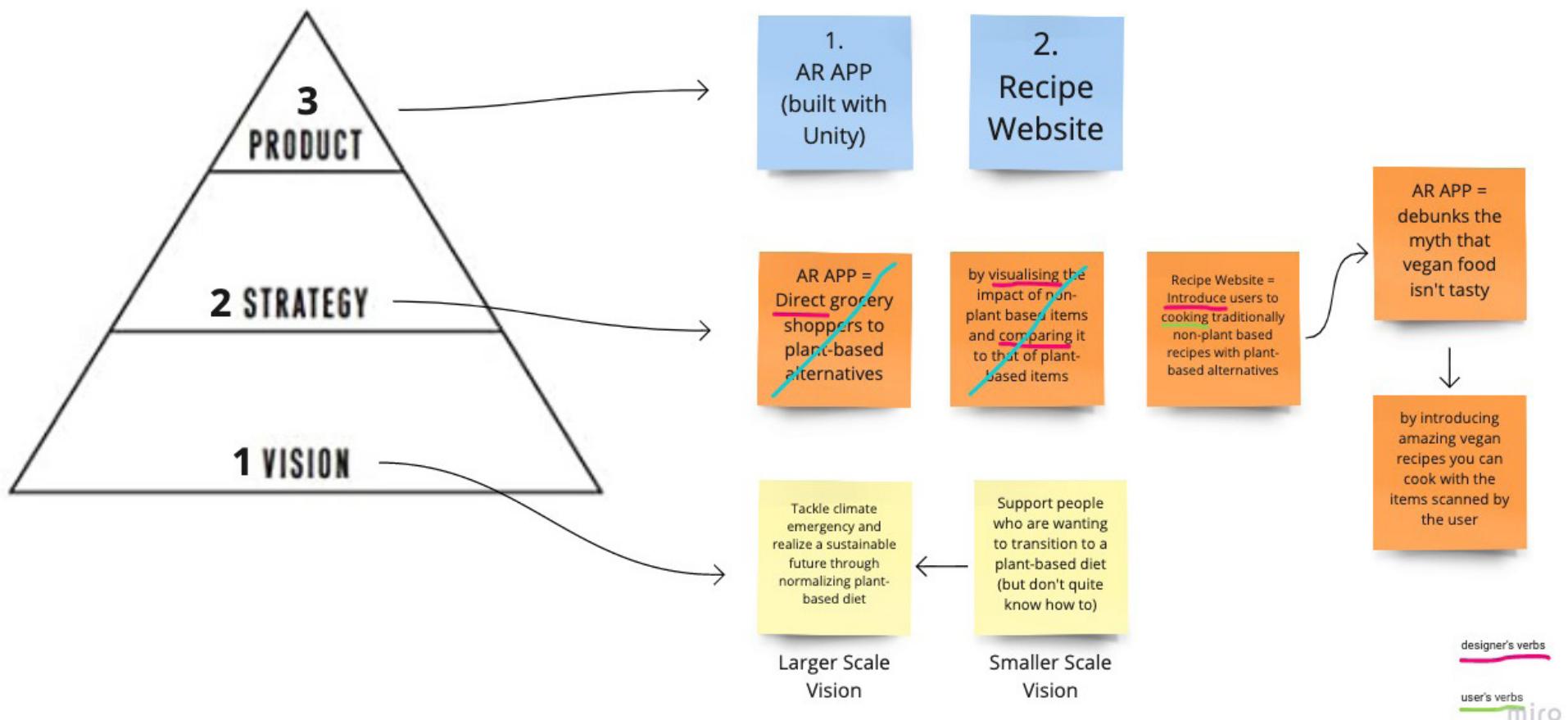
# RAPID MINDMAPPING

I started off the thesis project with a rapid mind mapping session in which I freely ideated themes I'm interested in and possible deliverables.



# VISION - STRATEGY - PRODUCT (ROUND 1)

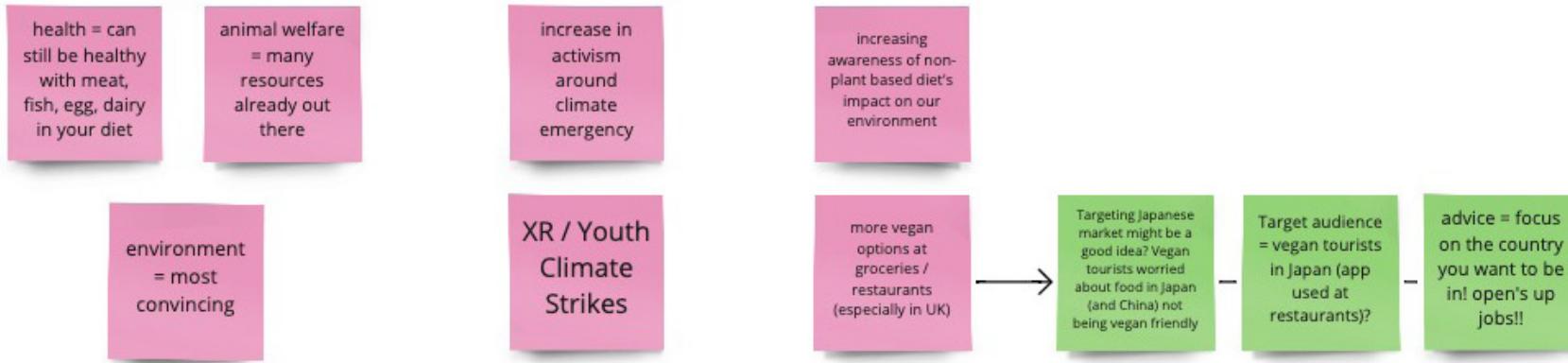
I decided to go with the general theme of food consumption in relation to the climate emergency and narrowed down my thesis topic by defining the vision, strategy, and product.



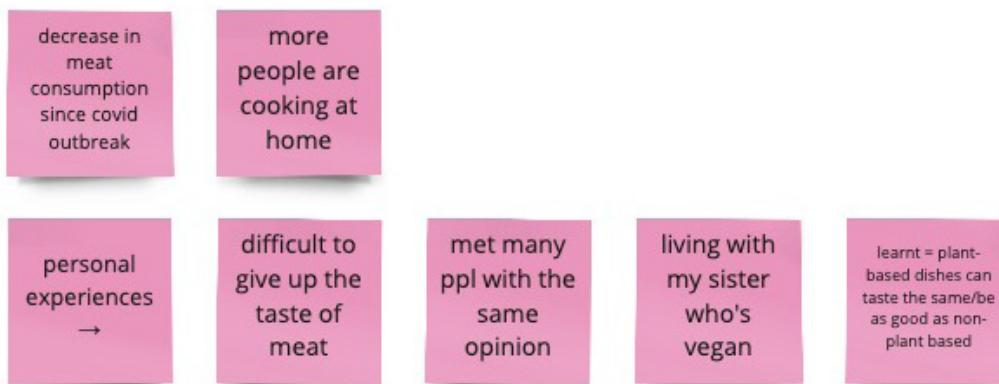
# VALUE PROPOSITION (ROUND 1)

I further ideated and documented specific reasons for focusing on climate emergency and veganism through answering these two questions.

## Why do I want to tackle climate emergency? (Why not focus on animal welfare or health?)

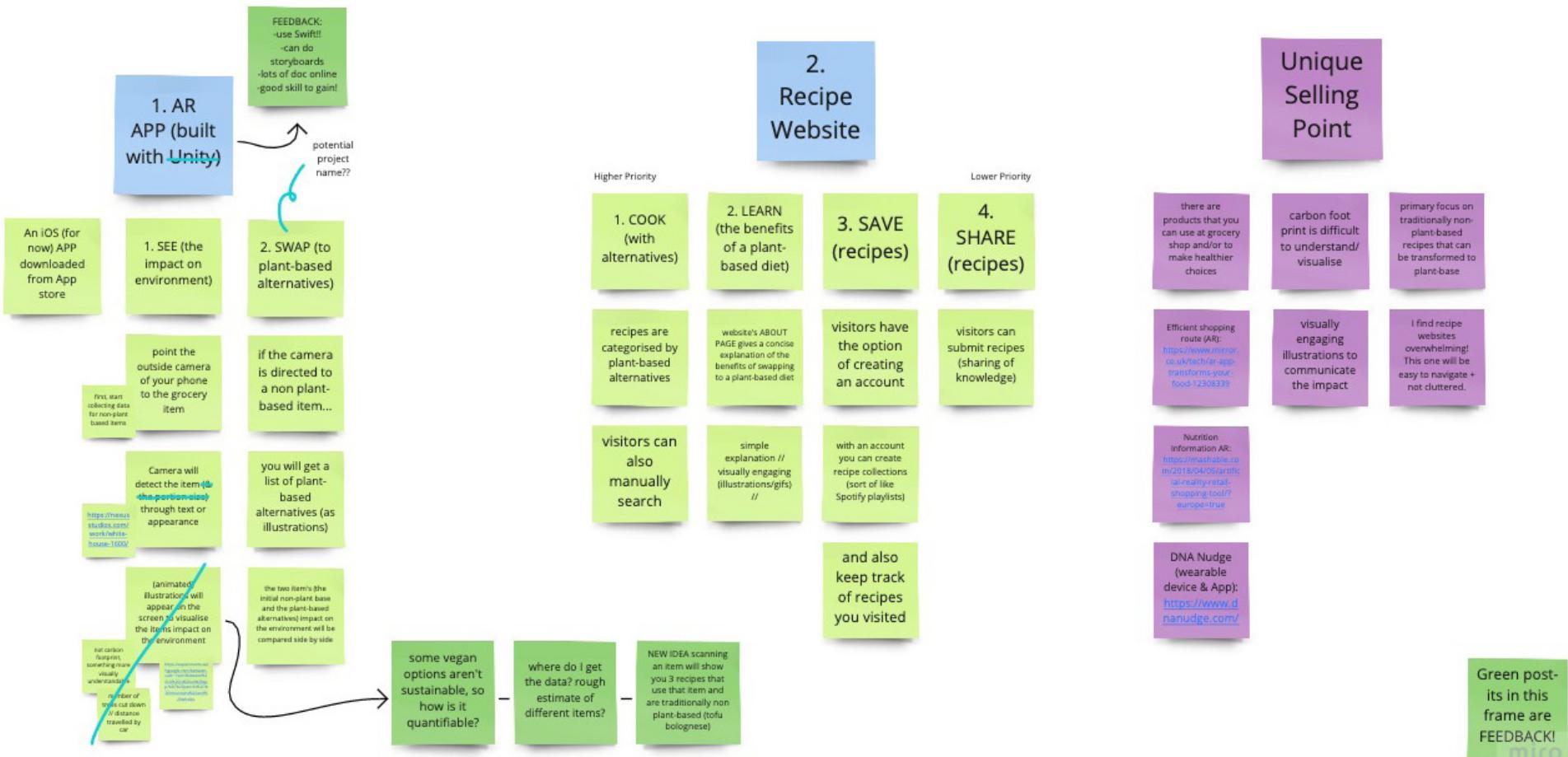


## Why do I want to support people wanting to transition to a plant-based diet?



# FEATURES AND USP (ROUND 1)

In one of the earlier boards, I decided for my products to be an “AR app” and a complementary “recipe website”. Below, I ideated what specific features I want for both deliverables.



# ELEVATOR PITCH

To further define and clarify my objectives for this project, I came up with an elevator pitch using the template as shown below.

An  
~~Our~~ AR app and recipe website that

 Products and Services

**help(s)** grocery shoppers (or people who are health conscious/environmentally conscious/animal lovers)

 Customer Segment

are considering /

**who want to**

transition to a plant-based diet but not sure how to

 jobs to be done

**by** visualising (with the AR app) the impact of non-vegan food on the environment

**and** introducing (with the recipe website) meat-free alternatives

**(unlike** )



## 2 / RESEARCH

# MARKET RESEARCH

I conducted a market research on vegan-related products that are already out there to ideate specific features of my product and to define my unique selling point.

What apps are already out there?

Name	HappyCow	21-DAY VEGAN KICKSTART	OH SHE GLOWS	FOODIE FINGER	Vegan Menu	Gonuts	Veganocket	ProntoVeggie
Type of Product	Website + Blog + E-Books + Merch + App + YouTube Videos	Website + App	Blog + App + E-Books	Website [Introducing App] + App	Website [Introducing App] + App	Website + App (basically the same function on both)	App	Website + App + Books + Breakfast/Food/Snacks/Frozen Meals/Desserts + Online Shop + Cafe
Description + Target Audience	Provides information on <b>everything vegan-related</b> (mostly food) for all types of vegans/vegetarians	Guides newbie vegans on their first 21 days of being vegan (with their <b>grocery shopping/cooking/great focus on nutrition</b> )	Recipe blog[veg] books turned into an app to support vegans with their <b>cooking and grocery shopping</b>	App with lots of <b>vegan recipes</b>	App listing <b>vegan alternatives of non-vegan items</b> (e.g. Beyond Meat/Chicken instead of Chicken)	Translates non-vegan items/recipes into <b>vegan items/recipes</b>	Identifies vegan products and shares <b>recipes/meal plans</b>	
Price	£3.99 for the app	Free app	£1.99 for the app	Free app (paid subscription available)	Free app	Free app	Free app [but "vegan diet" tab is only for paid subscribers]	Free App [can only see content if you subscribe, 7 day trial]
Country	Global (App in 12 different languages)	Global (Spanish translation available)	Global	Global	Currently limited alternative items (UK/US)	Currently limited alternative items (UK/US)		
COOKING:	-recipes shared by community members with reviews -categorised by cuisine, ingredient, type of dish -glossary of vegan subs -vegan cooking tips	<b>COOKING:</b> -meal plan with recipes and nutritional info (option to like and save recipes) -cooking instructions + demonstrations videos + images -grocery list	<b>COOKING:</b> -original recipes by the founder (option to like and save recipes) -cooking instructions + demonstrations -categorised by keywords, dietary info, dish type, seasons, kid-friendly etc -strike out ingredients/instructions as you cook -add note if you customize recipe	<b>COOKING:</b> -vegan substitutes of non-vegan items showing price, size, and link to product site -can like and save items	<b>COOKING:</b> -vegan alternatives of non-vegan items (and some recipes) showing info, link to product site -can like and save items on app -egg to vegan sub baking calculator -egg/tuna/chicken to vegan sub protein calculator	<b>COOKING:</b> -can scan barcode of products to check whether it's vegan or not -only 2 recipes -vegan diet only accessible for paid subscribers	<b>COOKING:</b> -can scan barcode of products to check whether it's vegan or not -only 2 recipes -vegan diet only accessible for paid subscribers	<b>COOKING:</b> -vegan alternatives of non-vegan items (and some recipes) showing info, link to product site -can like and save items
EATING OUT (ALSO IN APP):	-vegan restaurants with review and option to see in map view -vegan food delivery with reviews	<b>EATING OUT (ALSO IN APP):</b> -some blog articles about vegan restaurants	<b>EATING OUT (ALSO IN APP):</b> -some blog articles about vegan restaurants					
TRAVEL:	-vegan friendly travel accommodations (B&Bs, guesthouses, resorts, spas, retreats) with reviews -travel tip articles (city spotlights, airplane meals, etc)	<b>TRAVEL:</b> -travel tab under blog (not always about veganism)	<b>TRAVEL:</b> -travel tab under blog (not always about veganism)					
GOING VEGAN:	-nutritional info (several articles) -environmental impact (single article) -animal rights (single article) -FAQ -link to external resources	<b>GOING VEGAN:</b> -motivational messages -collaboration with Physicians Committee for Responsible Medicine -about page + video	<b>GOING VEGAN:</b> -vegan tips blog entries -vegan 101 -FAQ	<b>COMMUNITY:</b> -Instagram/Facebook/Twitter -profile automatically created when signing up for app -can follow and have followers -option for monthly paid subscription with additional benefits	<b>COMMUNITY:</b> -Instagram/Facebook/Twitter -access to forum with sign up -up to 4 profiles -can follow and have followers -option for monthly paid subscription with additional benefits	<b>COMMUNITY:</b> -Instagram/Facebook/Twitter -access to forum with sign up -up to 4 profiles -can follow and have followers -option for monthly paid subscription with additional benefits	<b>COMMUNITY:</b> -Instagram/Facebook/Twitter -access to forum with sign up -up to 4 profiles -can follow and have followers -option for monthly paid subscription with additional benefits	<b>COMMUNITY:</b> -Instagram/Facebook/Twitter/Pinterest/Snapchat
FEATURES	<b>COMMUNITY:</b> -follow profiles and message other vegans/vegetarians (ALSO IN APP) -forum/thread flexible in convos topic -Instagram/Facebook/Twitter -YouTube videos -can sign up for e-newsletters -can become ambassadors -blog linked to website -info on events -option to create an account  <b>OTHERS:</b> -famous vegans/vegetarians -comics, jokes, quotes, pick up lines, riddles about vegans -veg IQ test -option to donate -about the team  <b>DESIGN:</b> -font heavy -lots of tabs (including sub tabs) -lots of information -some pixelated images	<b>DESIGN:</b> -glitchy sign up page (website and app) -app seems to have nice UI	<b>DESIGN:</b> -motivational quotes -baby/mother journey blog entries	<b>DESIGN:</b> -lots of tabs (including sub tabs) -lots of information -apps seems to have nice UI	<b>DESIGN:</b> -text is all over the app making it confusing -confusing UI with text overlapping image			<b>DESIGN:</b> -good navigation -UI is mediocre

**Other Apps for Vegans:**  
 -VegMenu = app specializing in "Italian" vegan/vegetarian recipes  
 -Vegan Additives = app that identifies if food additives are vegan-friendly or not  
 -Vegan Amino = app focusing on creating a community for vegans (social aspect)  
 -BeVeg = app with info database on drinks that are vegan-friendly

# USER RESEARCH

To further examine the growing demand for the vegan market, a survey was disseminated to 177 international respondents. Below are the qualitative and quantitative data that were most relevant to the purpose of this research.

**UK Residents (84 responses)**

VEGAN OR CONSIDERED VEGANISM	VEGAN (or mostly)	TOP 3 DIFFICUL- TIES	TOP 3 HELPFUL SOURCES
67.90% (57)	11.90% (10)	can't give up non vegan items/started missing them (31)	online resources and apps (30)
MADE THE FULL TRANSITION	not many vegan options (21)	guidance from others (24)	
17.54%	negative body reaction (15) <small>didn't expect this!</small>	many vegan options (24)	

About **68% of respondents considered veganism** at one point in their life but only **18% became/continued to stay vegan**.

Regardless of considering veganism or not, the most common **difficulty** experienced is/was **giving up the taste of animal products**, followed by the **lack of vegan options** and **negative body reaction**.

The most useful source was **online resources and apps** and **guidance from others**.

**Non-UK Residents (93 responses)**

VEGAN OR CONSIDERED VEGANISM	VEGAN	TOP 3 DIFFICUL- TIES	TOP 3 HELPFUL SOURCES
45.16% (42)	9.68% (9)	can't give up non vegan items/started missing them (30)	online resources and apps (32)
MADE THE FULL TRANSITION	not many vegan options (22)	guidance from others (20)	
21.43%	must cater to other's diet (20)	many vegan options (15)	

About **45% of respondents considered veganism** at one point in their life but only **21% became/continued to stay vegan**.

Regardless of considering veganism or not, the most common **difficulty** experienced is/was **giving up the taste of animal products**, followed by the **lack of vegan options** and **having to compromise with the diet of people you live with**.

The most useful source was **online resources and apps** and **guidance from others**.

## Summary:

In both my primary and secondary research, there's clear evidence that (an increasing number of) people are expressing interest in adapting OR taking actions to adapt a plant-based diet (not just vegan diet, but also vegetarian/flexitarian diet). BUT the general consensus seems to be that they are several hurdles in becoming vegan:

- 1) reluctance to give up the taste of animal products and second
- 2) lack of vegan options/alternatives

# USER JOURNEY

I outlined below the typical user journey variations of people who grocery shop and cook. The purpose of this was to better understand the user experience and to ideate features for my design.

## User Journey Variation

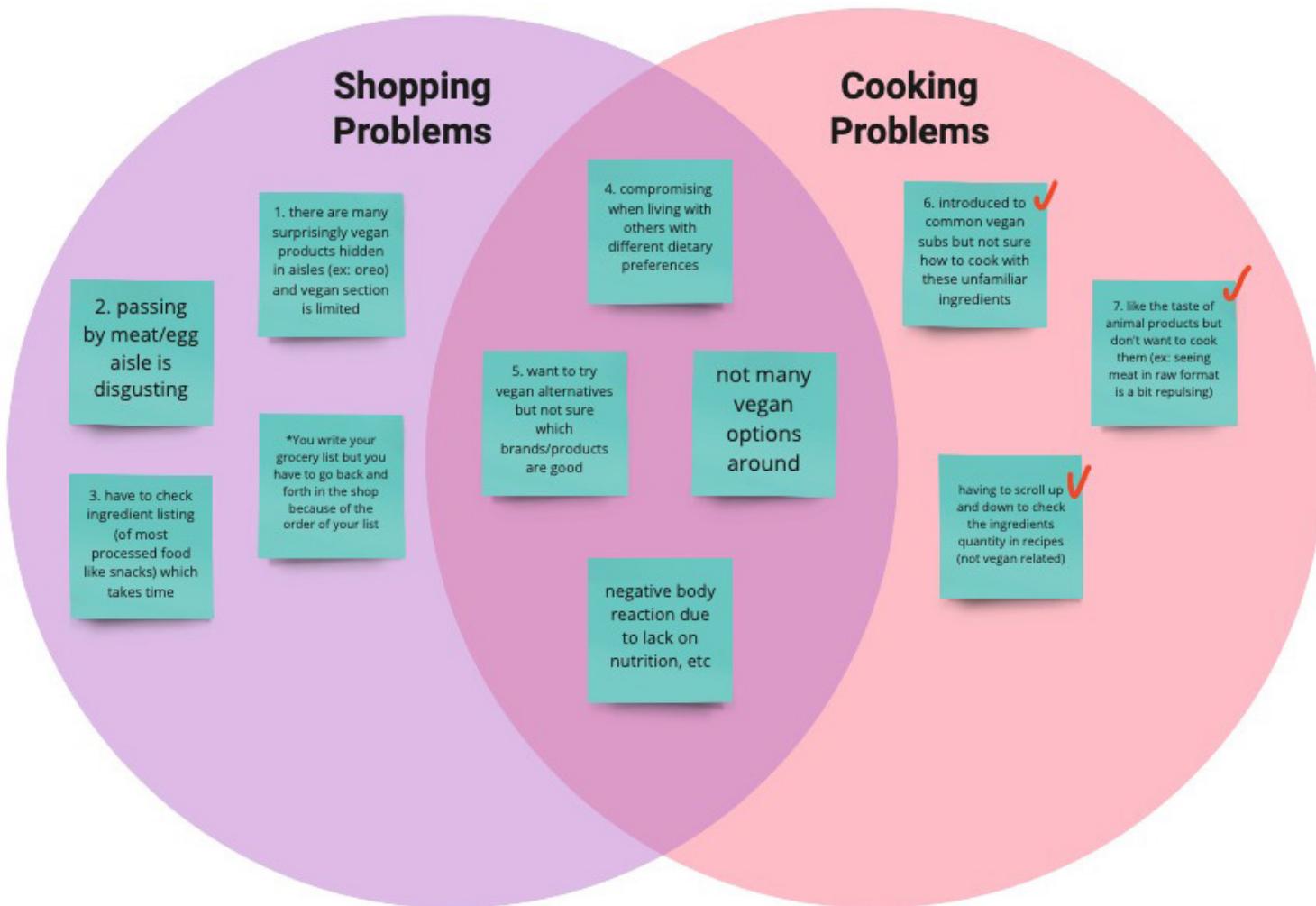
W more convenient as website

A more convenient as app

Case 1 = You know exactly what you want to cook, so you know what you want to buy.	Case 2 = You're craving a type of food (just a couple items that you don't need to cook) so you go get that. You might also buy something else that catches your attention.	Case 3 = You don't know what you want to cook, but you're running low on ingredients and have to go shopping.
<p>You feel that you want to eat/cook something specific. Maybe you're cooking for yourself or someone else or a group of others.</p> <p>You might already be familiar with the recipe. But if you're not, you'll search for a recipe online or in a book, etc. WA</p> <p>You might write a shopping list with the quantity on a piece of paper or on your phone or somewhere else. This might be right before you head to the shop or it might be days before, or it might be across a couple days. You might not even write it down at all. A</p> <p>You go to the grocery shop and check off items from your list. You might go back and forth in the shop because of the order on the list. You might find something that you didn't write on your list but want to buy. Maybe you forgot to write it down. A</p> <p>You go to the checkout and place your items in your bag. You come back home and put stuff in your fridge/freezer/pantry/etc.</p> <p>When it's time for you to cook, you'll take out the ingredients. You might open up the recipe you found or just cook from memory if it's something you're familiar with. AW</p> <p>You finish cooking and you eat. You might eat with others or just by yourself.</p>	<p>You suddenly or maybe not suddenly start craving a specific food (maybe icecream? maybe cheese?).</p> <p>You grab your wallet, phone, key, and maybe a small tote bag and head to the shop. You don't write a list because it's just several items.</p> <p>You arrive at the shop and look for the item you want. Or maybe you know exactly where it is. You find other items that appeal to your eyes and put that in your basket as well.</p> <p>You go to the checkout and buy your items.</p> <p>You're back home now and you immediately (probably) open the package and start eating. You place the rest of the items that you're not eating just yet in the fridge/freezer/pantry.</p>	<p>You're running low on items in your fridge/freezer/pantry, so you need to go grocery shopping.</p> <p>Some items you know you have to buy (like soy sauce) but you're not sure what else to get.</p> <p>You might list down several items (some veg, some protein, some snacks, etc) but not sure what you're going to cook with it. You might look up recipes to decide roughly what to buy. Creating a list like this might take a bit of time, especially if you're still new to cooking or if you're indecisive. You might just wing it at the shop - in this case, no prep is required. WA</p> <p>You arrive at the shop and start putting stuff in your basket on the whim, or maybe you have a list but you're flexible. Or you might stick strictly to the list. A</p> <p>You're back home and you put stuff away in your fridge/freezer/pantry/etc. Or maybe it's around dinner time and you start cooking after a bit of rest. WA</p>

# PROBLEM IDENTIFICATION

Through evaluating the user research survey and the typical user journey, I listed down common pain points for users who grocery shop and cook.



# USER PERSONA

In order to identify my specific target audience, I created a user profile card to refer back to throughout the project. This allowed me to truly design with a user-centric approach.



**Name:** Rumi

**Age:** 26

**Occupation:** BA Archaeology graduate, part-time MA Conservation student/researcher for the National Trust

**Status:** Single

**Location:** London, UK

**Personality:** sociable, bubbly, adventurous, down-to-earth, idealist, easily distracted, motivated

**Likes:** history, old architecture, sun dresses, floral teacups, sunflowers, blue sky, gregg's vegan steak bake, teal, book covers, animals, people, bachata music, museums, dance, rainbow emoji, reading

**Dislikes:** orange juice, horror movies, loud chewing, rocking chairs, ferris wheels

## Goals:

- a archaeologist and artefact conservationist for museums
- become fluent in french to do field work in France
- fight climate emergency for her grand children and future generation in general
- maintain healthy diet for when she's 30
- be able to do the Tahitian duck walk
- go to the Versailles Masquerade Ball

## Challenges:

- learning more about veganism from her sister, and trying to cut dairy, egg, meat intake (wants to be vegan in the long-run)
- often experience dizziness and body feels weak (taking supplements but not sure of it's effects)
- not sure how to cook vegan (can only think of vegetables as cooking ingredients)
- has to check the labels for vegan products and it takes time
- some vegan products are quite expensive
- loves certain non-vegan dishes (karaage, tonkatsu)
- have downloaded vegan apps/visited vegan guide websites but find the ux/ui confusing and not very appealing
- going to restaurants with friends and sometimes not having vegan options
- going to someone's house and being offered non-vegan food

# VALUE PROPOSITION (ROUND 2)

Undertaking the market research, user research, and user journey mapping exercise, I re-evaluated my project's value proposition, which I have outlined below.

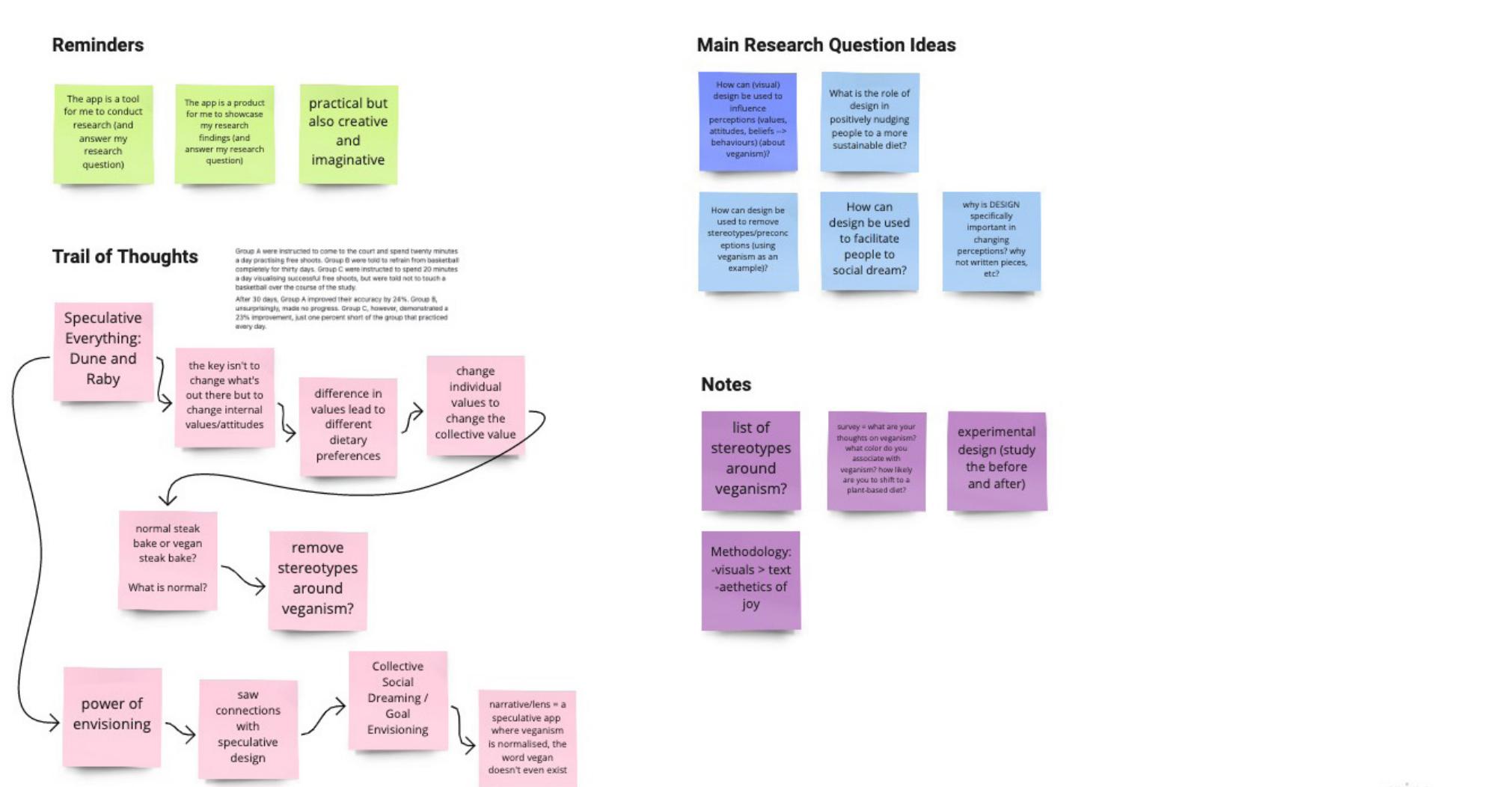
**Why do I want to support people wanting to transition to a vegan diet?**

GENERAL CONSENSUS →	climate emergency is a hot topic right now and will continue to be so	more people are aware of our food choices impact on our environment	decrease in animal product consumption (not just because of covid outbreak)	more people are cooking at home	government efforts to reduce obesity (secondary)
SURVEY FINDINGS →	many people considered veganism at one point	but only about 1 in 10 fully swapped to vegan diet	difficult to give up the taste of meat	lack in vegan options	
PERSONAL EXPERIENCES →	difficult to give up the taste of meat	met many ppl with the same opinion	living with my sister who's vegan	learnt = plant-based dishes/products can taste the same/be as good as non-plant based	

## 3 / RESEARCH QUESTION

# BRAINSTORM

After defining a clear vision for my design, I proceeded to brainstorm a specific research question for my project. It started off with a rapid brainstorming session as shown below.



# REBRAINSTORM

The rapid brainstorming session was followed by another brainstorming, however, I focused this time on identifying specific topics and started researching.

## Topics

many ppl are aware of the benefits of veganism but taking action is a different matter

logically it makes sense to become vegan (many ppl know that) but there's a lack of action

## Design Justice

how do i nudge ppl by generating feelings?

## Nudge (book)

## Speculative Everything

sustainable behavioural change

Feeling in Design (cybertwee)

emotional design through storytelling

new ways of seeing james bridle c4 cybernetic forest

why are vegan people vegan

game design principles for increasing motivation <https://www.media.mit.edu/projects/guardians/overview/>

internal motivation VS external motivation

## 夢ノート

アイドルの成長

## history of recipes

## future of recipes

Mazlo's basic needs

theory of motivation - Maslow

5 Why's understanding the roots

## thinking VS feeling

## emotionally intelligent design

design feeling - ux focuses a lot on efficiency but let's talk about feelings

## Elements of the App

visualising the positive impact you have on the planet as you cook more vegan food

character, personality, first person perspective, a mentor

innovate recipe design / new way of cooking / immersive recipe

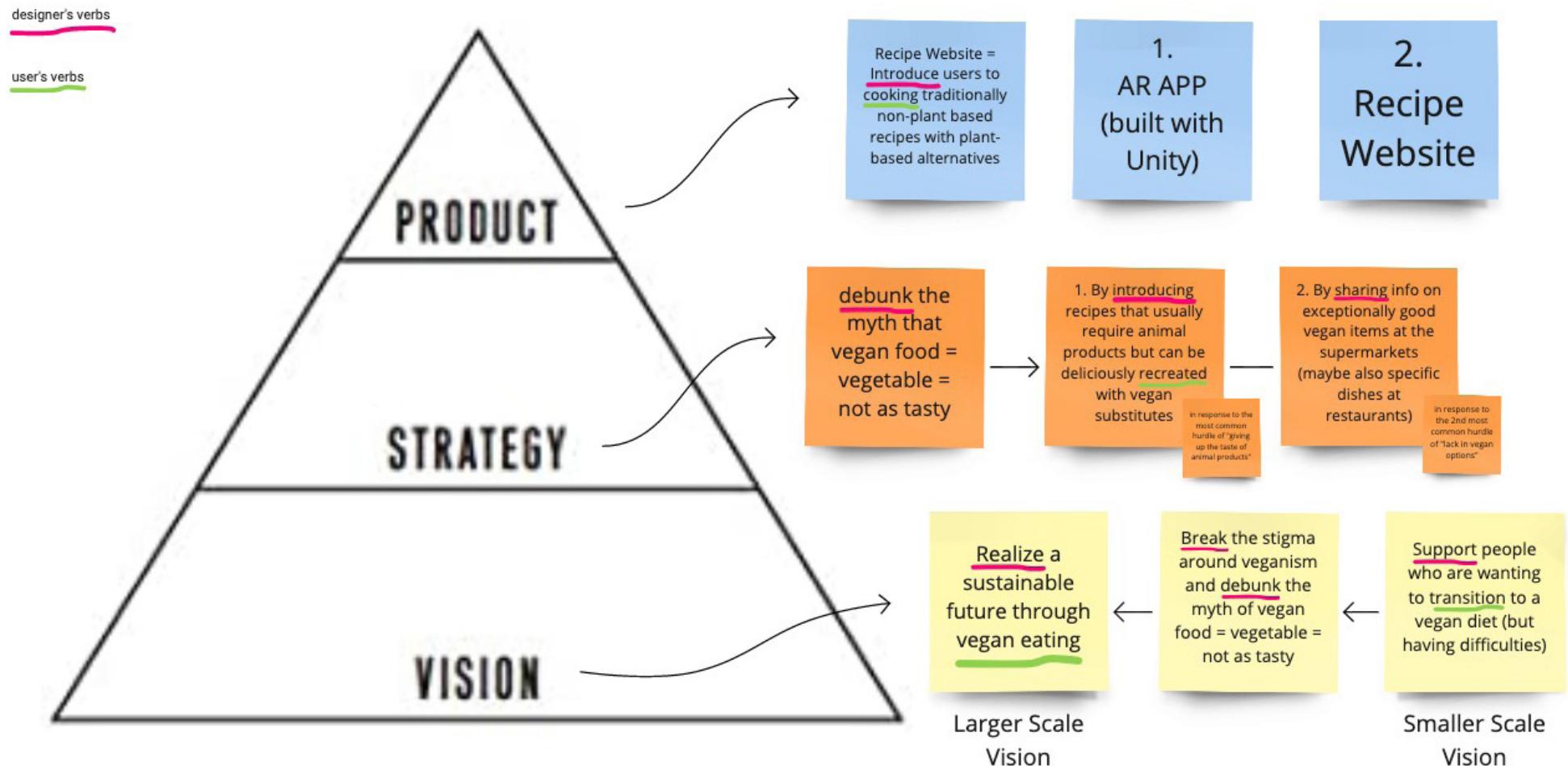
using these recipes make you feel ... like you're doing good to the planet

mobile app but treat it as a physical experience / more interaction than just swiping and pressing (ex: paper planes)

## 4 / PRODUCT IDEATION

# VISION - STRATEGY - PRODUCT (ROUND 2)

While the vision stayed the same, conducting further research resulted in changes to the strategy and product. Below is a result of my re-ideation.



# IDEATION EXERCISES

I employed the “Yes &... Exercise” and the “Hats Exercise” to brainstorm more flexibly and to evaluate my existing ideas from various angles.

	<b>Many surprisingly vegan items hidden in aisles and vegan section is limited.</b>	<b>Passing by animal product aisle (especially meat) is disgusting.</b>	<b>Compromising when living with others with different dietary preference can be difficult.</b>	<b>Want to try vegan alternatives but not sure which brands/products are good.</b>
<b>Yes &amp; Exercise</b> is a rapid ideation exercise	<ul style="list-style-type: none"> <li>-Let's design an AR app that shows you a "This is vegan!" message when a vegan product is detected in the camera frame (ex: oreo, lotus biscuit, Jus-Rol-Pastries)</li> <li>-Yes and if it's not a vegan product, let's show a message saying "This is NOT vegan!"</li> <li>-Yes and let's have the app recommend vegan alternatives (ex: if a non vegan cheese is scanned, direct them to Violife's slice cheese and Deya's block cheese)</li> </ul>	<ul style="list-style-type: none"> <li>-Let's design glasses that turns the meat aisle into a garden using AR</li> <li>-Yes and let's have different types of flowers in the garden (but not bouquets because we don't want people to make a mistake a try to purchase these items)</li> <li>-Yes and let's also have the option to simulate a slaughter house in the meat aisle to repulse people from purchasing meat</li> <li>-Yes and let's also ban grocery shops from selling meat - maybe meat can only be purchased in bulks by restaurants and people can only eat meat when they eat out</li> <li>-Yes and let's maybe do the opposite where you can buy meat at shops but restaurants aren't allowed to serve meat to reduce meat production/consumption</li> </ul>	<ul style="list-style-type: none"> <li>-Let's have a recipe website/app that shows vegan and non-vegan recipe side by side (ex: vegan bolognese and non-vegan bolognese)</li> <li>-Yes and let's have a venn diagram of ingredients so users will easily know which ingredients overlap and what the substitutes are (often times the ingredients aren't that different)</li> <li>-Yes and let's also let people select certain ingredients to include in their grocery list separated as non-vegan/vegan (on the app)</li> </ul>	<ul style="list-style-type: none"> <li>-Let's have a list of exceptionally good brands/products categorised (ex: vegan cheese, vegan chicken nugget, etc)</li> <li>-Yes and let's also let people select these items to put in their grocery list</li> <li>-Yes and let's have a real-time camera detection version in which let's say if any cheese is scanned, the app will show a message saying "If you're looking for cheese, these are good..."</li> <li>-Yes and if the good cheese is scanned, it'll say "This is really good!"</li> </ul>
<b>Hats Exercise</b> is an ideation exercise to evaluate the idea from different angles (pros, cons, etc)	<ul style="list-style-type: none"> <li>-This is a great idea because you'll instantaneously know if it's vegan or not real-time</li> <li>-This is a unique idea because there are apps like this but you have to scan the barcode</li> <li>-This is a great idea because you don't have to pick up the item (which is a rising concern due to covid)</li> <li>-I feel worried about the time constraint because I'll have to create my own dataset and train a ML model which both takes time</li> <li>-I also feel worried about the accuracy of the machine learning model</li> </ul>	<ul style="list-style-type: none"> <li>-This is a great idea because it can actually change consumer behaviour</li> <li>-This is a bad idea because my main aim is not to convert people to veganism</li> <li>-This is a bad idea because I might get a lot of claims from grocery shops</li> <li>-I feel worried about this project because it would require physical computing and I have limited access to workshops due to covid</li> </ul>	<ul style="list-style-type: none"> <li>-This is a great idea because it show people that vegan versions of traditionally non-vegan dishes can be delicious</li> <li>-This is a great idea because it can help people who live with non-vegans (and vice versa) with their grocery shopping/cooking</li> <li>-This is a great idea because my aim is not to convert people to veganism, but rather to introduce people to alternative delicious options that are also environmentally/animal-friendly</li> <li>-I feel many people would benefit from this app because my survey finding revealed that many people are interested in veganism but their body reacted negatively. With this recipe format, they can choose to eat vegan some days and some not.</li> <li>-This is a unique idea because I have never seen vegan/non-vegan recipes being shown side by side</li> </ul>	<p>This is a great idea because you don't want to spend a lot of money trying out new products and not being sure - having a master list of good products will solve this issue (although taste preference depends on each individual)</p>

# SITE MAP

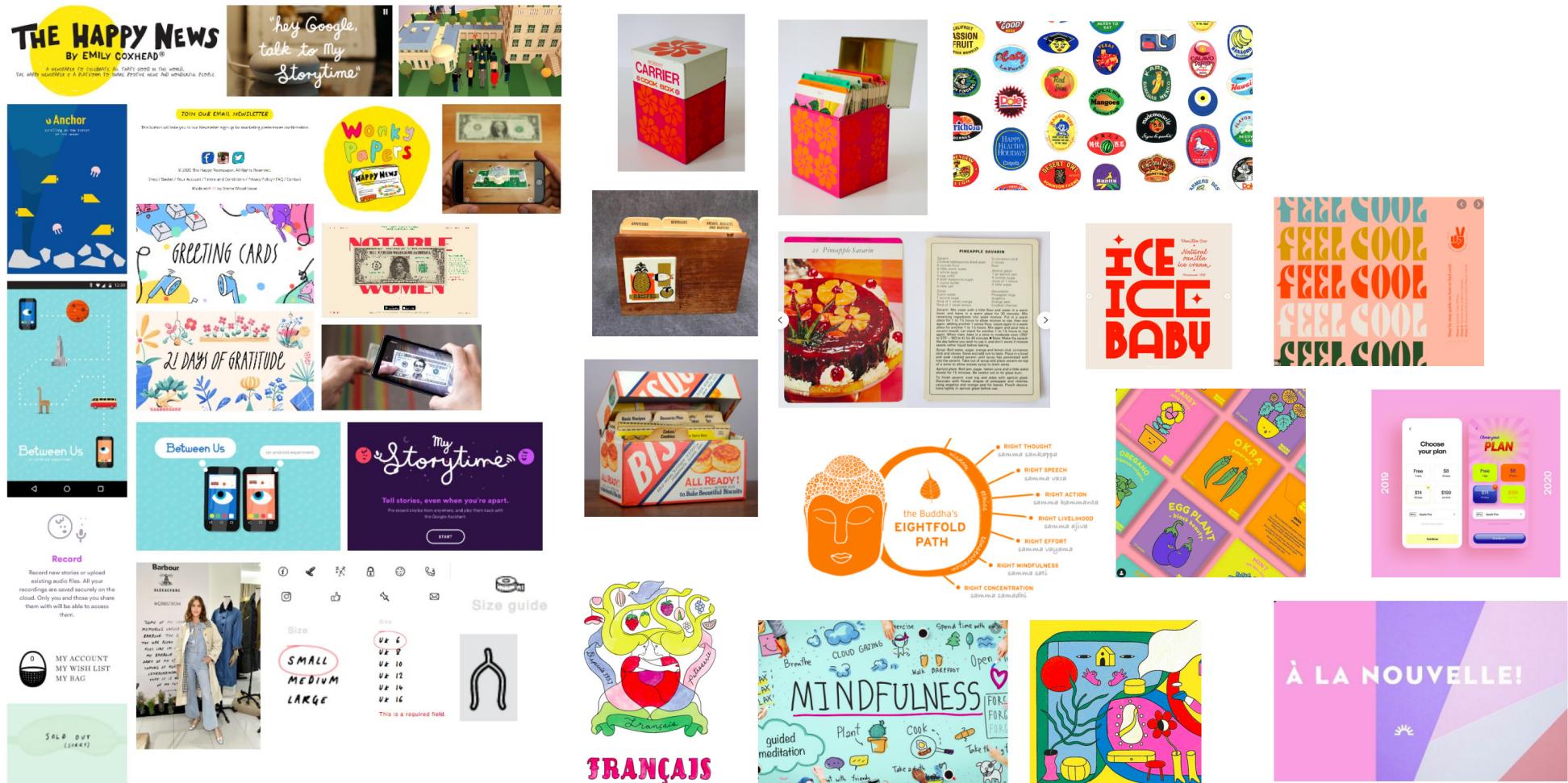
I drafted two site maps - one for the mobile app (left) and one for the website (right) to identify what pages I would have to program. However, I ended up deciding to develop a website as it was more appropriate for the purpose of my research.



## 5 / VISUAL DESIGN

# MOODBOARD

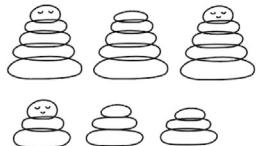
Alike many of my projects, I started off the visual design development by creating a moodboard with a wide range of visual inspirations.



# BRAND IDENTITY

The brand identity was initially developed through designing the logo, which went through multiple stages of experimentation and alteration. Below is a screen capture of how the logo design evolved.

It started with these balancing rocks...



I tried a different font

I tried different angles for the arrows

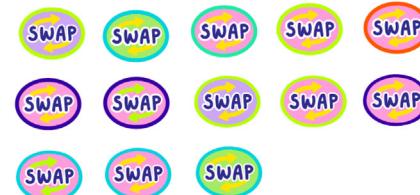
But this looked more like a meditation app, so I started looking at fruit stickers...



I tried using a fork/spoon but they didn't look like arrows enough



Then the graphic ident started looking like a laundry detergent brand...



Something was off with the font and the layout, so I reinvestigated the visual features common in fruit stickers and came up with this final idea ↓



# DESIGN SYSTEM

To have a coherent visual design across all pages of the designed website, I came up with a design system for the color, typography, and assets.

## COLOR



Accent Color  
Buttons, Interactive Elements  
#3F870A



Secondary Color  
#FFDF34



Tertiary Color  
#EC51A0



Foreground Color  
Texts, Symbols  
#000000



Background Color  
#FFFFFF

## TYPOGRAPHY

### HEADING 1

Page Headers  
Anna3  
35px

### HEADING 2

Button Text, Subheaders  
Anna3  
25px

### Paragraph

Filler Text, Paragraph Text  
Bogle Regular  
18px

## ASSETS

### Logo



### Logo Variation



### Buttons



### Icons

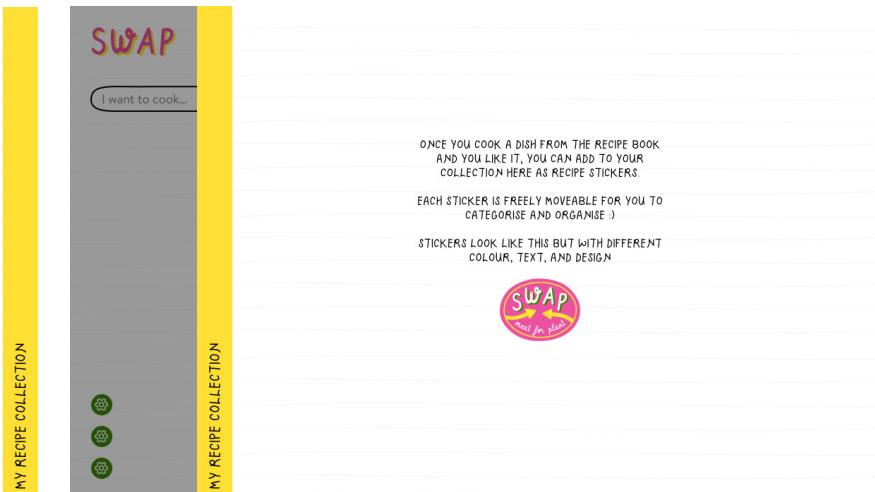
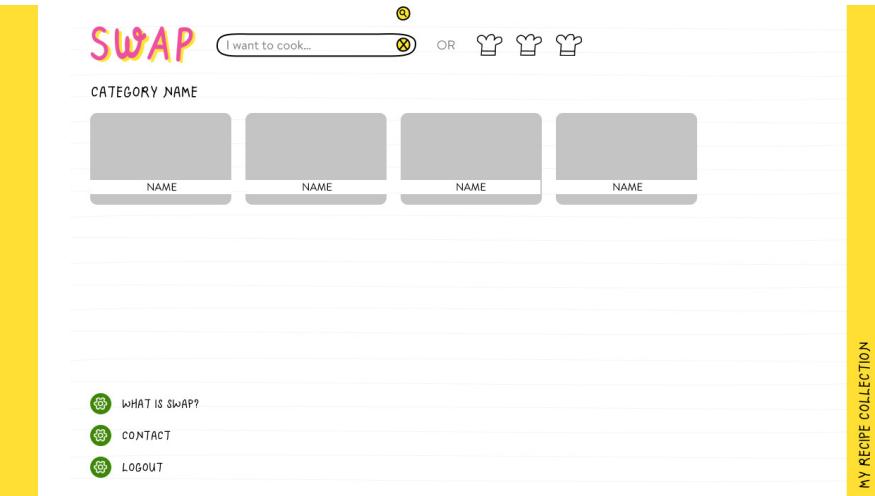
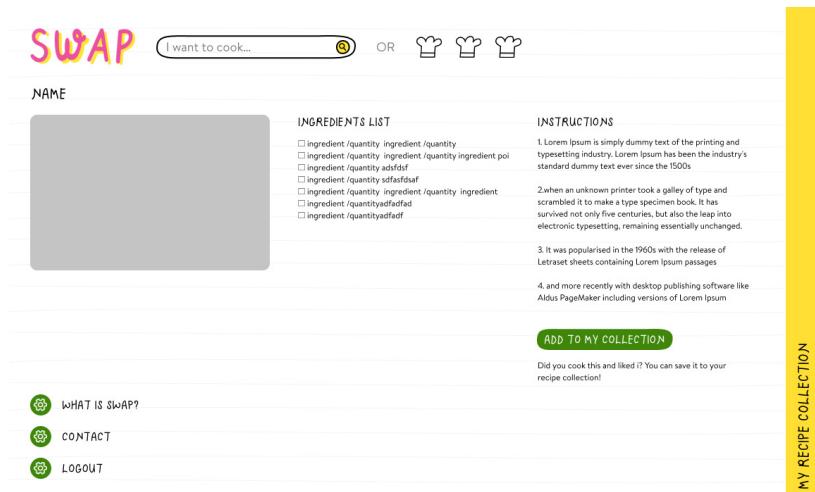
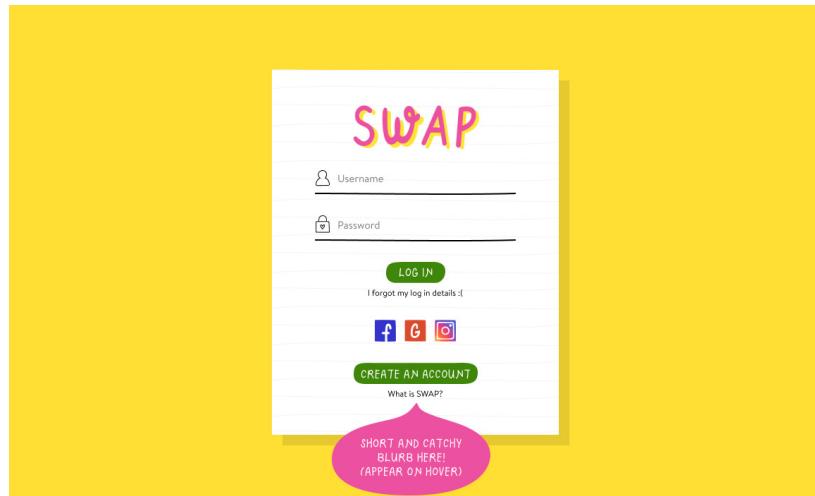


## APP STORE



# INTERFACE DESIGN

Below are some interface design prototypes that I created using Figma, which I continuously used as reference while developing the website.



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MSc Creative Computing at  
University of the Arts London:  
Creative Computing Institute