The Problem

Evolve, a local grassroots organization, needed help improving the usability of their food auditing tool kit. The toolkit is a paper product that is used by community volunteers to conduct small retail store audits. The results of the audits help inform community organizations and politicians about food deserts by zip code in the St. Louis area.

The Process

My roles in the project were UX researcher and designer. My approach to solving the problem was to conduct some field studies to learn more about Evolve's auditing process and identify pain points. I created an optimized task flow analysis to inform the design. The project is on its first iteration. By the end of summer, after a few rounds of usability testing with the food audit team, I plan to produce a high fidelity prototype of the new Evolve Food Auditing Toolkit App. Throughout my process, I continue to engage with key stakeholders to further improve the product design.

The Solution

My solution to the problem was to create an app to replace Evolve's paper process. While working on the solution, it became clear that Evolve has business goals they would like to meet as well. The organization wants to increase the number of audits done in St. Louis and connect local farmers to stores that lack fresh whole foods. In order to validate whether the app helps auditors complete their job, I need to conduct usability studies with the food audit volunteers. The other business goals could be measured by tracking app usage, the number of audits completed and the number of food deserts identified based on data collection of food quality by zip code. The app collection data could be shared with local farmers who are looking for other outlets to sell their produce.

Reflection

The most difficult part of the process was applying what I learned in my UX course. Real projects are not the same as the projects from my UX certification course. I had to reach out to veteran UX professionals to help me construct a research plan. This is an ongoing project and my next steps are to create the high fidelity prototype.