ConServe Final Report

ConServe

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Executive Summary

With 119 billion pounds of food being wasted every year, food waste is a large issue within the U.S. That's more than $408 billion of food thrown away. Discarded food within our homes makes up 39% of all food waste. In order to combat this issue, we designed an app help users minimize waste.

We have created the application as a solution to minimize food waste, track food expiration, access recipes, and connect with other users to share information regarding food and grocery management. When we started learning about other apps similar to our idea, we realized that they had poor interface design that was difficult to navigate, and we wanted to create a smooth user experience and provide new features our competitors didn't have. We interviewed a variety of people, ranging from college students to adults around ages 50-60 years old to collect information from potential users of our app. Our personas included a primary user: female, age 25, looking for a better way to organize her groceries. Our secondary persona was a male, age 45 with a goal to minimize food waste.

After determining who our users would be, we began creating an app to meet our personas goals. Our interface provides options for storage, tracking expiration dates, and connecting users in a blog section where they could share articles, photos, and information about recipes and food storage. After receiving feedback from our low fidelity and high fidelity prototyping, we titled our app "Conserve" highlighting the main goal of our app - reduce food waste.

Problem Statement

Food consumers need organization tools and ingredient recommendations to prevent further food waste and lower greenhouse gas emissions.

Scope

Food waste is a worldwide issue with a substantial environmental and financial impact. Each year billions of dollars are lost due to discarded and unused food products. In the United States, at home product waste contributes to almost half of the country's overall involvement in this issue.

Significance

Unused food that sits in landfills creates large amounts of methane gas. The methane gas and CO2 released into the atmosphere contributes to the greenhouse effect playing a role in larger environmental issues such as climate change.

Related Work

Kitchen Pal

This is an app that manages pantries and tracks expiration dates of food. The user scans the barcodes of the purchased groceries to add to the “kitchen”. This kitchen is a virtual system in the app that resembles a kitchen and has options for fridge and pantry storage. The primary features include: A pantry manager, recipes by ingredients, and a grocery list. This design identifies the problem of food waste and kitchen organization.

Pantry Check

Pantry Check is an app similar to Kitchen pal in that it allows users to scan the barcodes of each item and track them in a virtual system. This design identifies the problem of food waste and kitchen organization. This design created a system where the user scans the barcode of each item to track the expiration date and location of each item. This design solution is similar to Kitchen Pal in that it focuses on tracking groceries to minimize overall waste.

Cooklist

Cooklist aims to create household organization by allowing users to connect with their housemates through the application. Cooklist tracks your purchases through grocery store accounts and/or manual scanning. It recommends recipes based off of your purchases and sends you notifications when food is about to expire.

Related Work Cont.

Out of Milk

This design is focused on keeping a grocery list user items in a contained list. It identifies the problem of forgetting what items the user has at home and what they need at the store. It accomplishes this by creating a system where the user can have a grocery list with them wherever they go. It also has the similar feature of scanning barcodes to keep track of items the user already has.

USDA Foodkeeper

USDA Foodkeeper is an app designed for tracking the expiration dates of food items. The app provides generalizations of food items and shows information about freshness and quality of the item if refrigerated or frozen. It accomplishes this by tracking the recall of items and providing information videos to the users. This app does have some weak points as it has no storage options for organizing products, local food donations, or provides recipes. Reviews say that there were a lot of issues with the app and they wish there was more information on the app about cooking and not updating recalls on food items.

Foodfully

This app is designed to reduce food waste by providing up to date information on expiration dates, recommended recipes and partnership with grocery stores. Foodfully is centered around helping the environment by helping their users keep track of purchased food items. Although this app has many of the same features we have proposed, we were unable to find this app in the iOS app store.

Design Process

The design process is where we broke down the research we found to create a possible solution to the problem of food waste. This process had various components including: User research, user journey map, personas, storyboard, and various design requirements.

Defining our Users

- Primary users: Young adults who are trying to reduce food waste and improve organization.
- Secondary users: People with a family and kids who frequently lose track of food and are trying to budget more.
- General users: Anyone who wants to keep better track of their groceries.

Interview Process

During this process we conducted a total of nine interviews, each team member doing 3. We interviewed our roommates, friends, and parents.

The issue of food waste isn't targeted towards a certain age demographic, so we wanted to include a variety. When formulating the questions we wanted to ask questions surrounding the participants typical shopping habits.

After writing a solid set of questions asking about their grocery shopping trips, planning process, and organization practices, we sat down with each participant in their home to get a perspective of how they keep their kitchen environment.

We recorded each interview so we could have something look back on. We also asked each participant to show us what their fridge and pantry looked like to get an idea of how to improve overall organization.

Interview questions

1. How do you choose items to buy and how do you organize them?
2. How many groceries would you say you typically buy at once?
3. How much of it is used and how much of it wasted?
4. Are you someone who often cooks their own meals or do you eat out more?
- If you cook your own meals, how do you find your recipes?
5. How do you usually dispose of wasted food items?
6. Do you prefer purchasing organic foods or non-organic? Why?
7. Do you tend to shop at the same store or do you purchase from many different stores?
8. When you go grocery shopping do you make your purchases in store or online pick-up?
- Why or Why not?
9. Do you have any dietary restrictions that you or your family has that affects the groceries you
purchase? If so, what are your dietary restrictions?
10. What do you find the hardest part about efficiently using your groceries?
11. Do you often forget about food and let it expire?
12. Why do you think this happens?
13. How do you feel if you find something you forgot and it's expired or moldy? Can you go more in
depth?
14. How do you view the task of grocery shopping and organizing your items? Do you find it
relaxing or stressful?
- Why?
15. What apps or websites do you use to organize items? (follow-up: Are you someone who uses
their phone often? If so, why or why not?)

Interview Findings

After gathering data, we created an affinity diagram based off the answers, with five overarching themes: **why food got wasted, how the users felt when food got wasted, how recipes/lists were retrieved, how they describe the task of grocery shopping, and incentives to make food purchases.**

Motivations

- Users go grocery shopping every 2-3 weeks when food gets low.
- Some users will go grocery shopping if they need items for a specific recipe.

Decision Process

- Before grocery shopping, most users make a list on their notes app of items they plan to buy. Some users base this off recipes they plan to make or items they typically eat.
- Most users prefer to shop in store so they can browse and see if they need something they didn't think about.
- Users choose lot of the grocery items they purchase based on price.
- When users organize food items, they usually place items on a designated shelf, especially if they have roomates.

User Responses

Frustrations:

- Users often have a hard time keeping track of produce such as fruits and veggies that expire quickly.
- Some users buy food in bulk so they don't have to shop for a while, but then forgot what they bought and let it go bad.
- Many users were found to have poor organization and shove food to the back where it gets forgotten.
- Users get frustrated when they're looking forward to eating something and it's expired.
- Users also get frustrated because wasting food also means wasting money.

Emotions:

- Most users stated they were sad when they find expired food because they hate wasting and were looking forward to eating it.
- Some said they get upset and feel dumb because they didn't want to forget.
- Some users were disgusted because they had to throw out moldy food.
- Five out of the nine users said they find the act of grocery shopping stressful because there are so many options.

Desires and Goals:

- Users want to minimize overall food waste.
- Users want to have better organization.
- Users want a way to keep track of their food so they don't forget about it.
- Users want better storage options to keep food that expires quicly such as produce longer.

Personas

"UGH I KEEP THROWING AWAY MY PRODUCE."

Demographics:
Age: 25
Occupation: First Grade Teacher
Residence: Richmond, VA
Marital status: single
Children: 0

Needs:

- Minimize food waste.
- Track expiration dates of store-bought items.
- Improve pantry and fridge organization.
- Better storing options.
- Improve environmental practices.

ELIZABETH BELL

PRIMARY PERSONA

Background/profile description

Elizabeth Bell is an outgoing single first grade teacher. She loves spending the days with her students, but when she gets home, she loves her alone time where she gets to dance around her kitchen and cook her favorite meals. Typically, she goes grocery shopping every week for her desired products. Though, with this grocery shopping, she tends to lose track of what she buys and has to go and buy more.

Goals:

- Wants to maintain pantry and food organization.
- Wants her grocery trips to be worth her money spent.
- Wants to easily find recipes to utilize her current groceries.
- Would like to keep track of her foods' expiration dates.

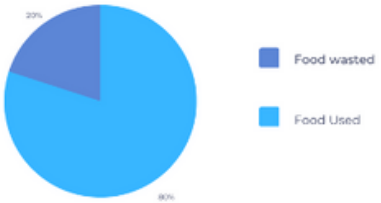
Frustrations:

- Loses food in the back of the fridge and pantry.
- Wastes lots of produce because of quick expiration dates.
- Wastes money due to wastefulness of food items.
- Tired of same old recipes.
- Doesn't know how to correctly store items.

Key attitudes and behaviors related to technology use

Since Elizabeth is a 25-year-old, she is very familiar with technology navigation. She uses her phone daily for social media, communication, and work-related tasks. She utilizes the notes app to keep track of her groceries and other note-worthy information. She typically doesn't take more than 20 minutes to learn all the features of new apps she downloads and it good at problem solving.

GROCERIES USED VS. GROCERIES WASTED



Personas Cont.

DAVE SAUNDERS

SECONDARY PERSONA

"My wife keeps complaining about the girls wasting food."

Demographics

Age: 45
Occupation: Heart Surgeon
Residence: New York
Marital status: Married
Children: 2

Needs:

- Improve budgeting.
- Improve overall waste.
- Reduce clutter in kitchen.
- Have overall better kitchen system.

Background/profile description

Dave Saunders is a 45-year-old husband and dad. With his busy work schedule, managing groceries has not been a priority. Though, he's noticed that there has been an exceptional amount of waste the past few months. As he doesn't have much time to go grocery shopping, he typically buys his groceries in bulk, which leads to them getting wasted. With the high cost of living in New York, he cannot afford to be wasting groceries. His daughters are also getting older, and he wants to show them how to responsibly manage waste.

Goals:

- Teach his daughters how to manage food and reduce waste.
- Learn better ways to dispose of waste such as composting.
- Make it easier for his daughters to find snacks in the pantry/fridge.
- Prioritize family meals.

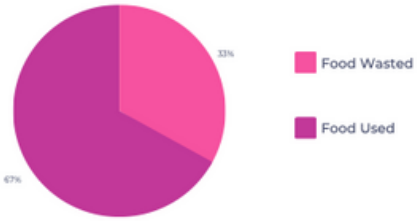
Frustrations:

- Finds piles of expired food in the pantry.
- Is tired of wasting money.
- Argues with his family about what food they have.
- Easily forgets what he purchases.

Key attitudes and behaviors related to technology use.

Dave keeps up with the technology updates and has an iPhone but doesn't use many of its features. He uses it to text and call his family and for work. He has no social media but is confident he would be able to navigate it if he wanted to. He also confides in his daughters often to help when he gets confused.

GROCERIES USED VS. GROCERIES WASTES



User Journey Maps

ELIZABETH BELL

First Grade Teacher

SCENARIO

Elizabeth is getting ready for her weekly trip to the grocery store. In her head she plans a general idea of what she is thinking about buying and what types of meals she will be making. Elizabeth becomes overwhelmed thinking about everything she may need to buy and what she already has. Elizabeth also struggles to come up with new and exciting recipes. When she returns from the store she is faced with the task of organizing her groceries and deciding if she wants to track expiration dates.

GOALS AND EXPECTATIONS

- Elizabeth wants a clear list of the items she already has in her pantry so she does not make unnecessary purchases at the store and can save money
- Elizabeth hopes this app will create some much needed organization that will make her shopping trips efficient and quick
- By taking the time to input the items in her pantry she hopes to reduce quickly find recipes that coincide with her food inventory.

CREATING AN INVENTORY

- Gather all food items Elizabeth has in her home
- Elizabeth then writes each individual item she has
- Rarely does this

MAKING A GROCERY LIST

- Elizabeth plans what to buy
- She creates a list of food items
- Uses recipes and previous purchases as reference

ORGANIZATION

- After shopping food gets dispersed to the fridge and pantry.
- Items are placed where there is space available.

TRACKING EXPIRATION

- Elizabeth does not track dates because its time consuming
- Elizabeth ends up forgetting when she bought items and they go bad.

"Using recipes helps me decide what products I need to buy."

"Using the drawers of the fridge helps me organize specific foods."

"Making a list makes my trip to the store quicker and easier."

"I can't track expiration dates because it takes too much time to write them down."

"Taking inventory of takes too much time and effort, I want this to be quick and easy."

"Listing out what I want can be overwhelming, I am unsure what I want to eat this week"

"My pantry and fridge lack organization so things I loose things I buy."

"There's no good way to keep track of expiration dates my food expires and I feel sad."

OPPORTINITES

Providing the user with a automatically populated list of everything I have at home, it will make it easier for the user to pick items at the store and not buy what they already have.

OPPORTINITES

Creating a list function based on items users have run out of, and recipes that match items in their pantry. This will help reduce the stress of creating a list and spending too much time at the store.

OPPORTINITES

Allowing users to segment their inventory within the app will make it easier to find where they have placed an item. For example they can mark that their milk is in the fridge door.

OPPORTINITES

Automatically populate item expiration dates. The app can compile a list of what is expiring soon and send notifications to the user. This will reduce frustrations of finding wasted food.

User Journey Maps Cont.

DAVE SAUNDERS

Heart surgeon

Scenario

Dave has been noticing that his family has been wasting a lot of food recently. He realizing that they are buying a lot of food in bulk, and do not realize the expiration dates on their items before they are already expired. Dave needs a way that he can see when his food items are close to expiration dates, and how he can use his excess food to make meals and teach hs family how to dispose of their food waste as environmentally friendly as possible.

Goals and Expectations

- Find a way to dispose of his food waste in an environmentally friendly way
- Be notified when his food items are about to pass their expiration date
- Find recipes that he's able to use with the food already in his pantry and fridge

Buying Food in Bulk

- Dave has to buy a lot of food for his family
- Sometimes there's too much food in a package and can't eat it all

"Buying in bulk helps me make less trips to the grocery store than I usually would"

"My family keeps buying too much food in bulk and can't eat it all before it expires"

OPPORTINITES

Notifying the user when the food item is close to its expiration date will allow for the user to be aware and eat it before it's too late.

Tracking Expirations

- Dave has no way to keep track of expiration dates
- Food goes to waste because Dave is unaware his food is expiring soon

"I check my fridge weekly to see if there is any expired food that needs to be disposed of."

"My produce keeps going bad before I even know it!"

OPPORTINITES

Using the organization tab in the app will provide a space for each food category and be able to check the expirations of all of the items.

Finding Recipes

- Dave gets most of his recipes from his parents and family
- He uses recipes from Facebook and Pinterest

"I find some of my recipes using websites and social media"

"I'm overwhelmed by all of the recipe options, sometimes I'm not sure what to pick."

OPPORTINITES

By recommending recipes that the user already has entered in the app, this will eliminate the overwhelming options of recipes to choose from.

Disposing of Waste

- Dave throws away his food when it expires
- He doesn't know any other way to dispose of food waste

"I just throw my wasted food in the trash or down the garbage disposal."

OPPORTINITES

Providing a tab with local food banks and pantries, and other will eliminate food waste and allow for a more environmentally friendly disposal of waste.

Scenario

Primary Persona-Goals

- Maintain pantry and food organization.
- Find new recipes to utilize her current groceries.
- Make her spending worth it.
- Keep track of expiration dates

Scenario

Last week Elizabeth had been planning to cook her favorite meal, chicken parm. She had been planning to cook it for several days but kept getting sidetracked. When she started gathering all the ingredients to start prep, she noticed that her chicken had expired and her breadcrumbs were stale. She was so frustrated because she had been looking forward to this meal for weeks. Chicken is also pricey so she had wasted about 18 dollars. She looked through her pantry and noticed that several other items had expired. With her busy schedule, she tries to shop in bulk so she can go less often. But since her last shopping trip, a lot of her food has gone bad. With no other food in the house she could make a meal out of she settled for getting take out, which again, was more money she had to spend.

Solution

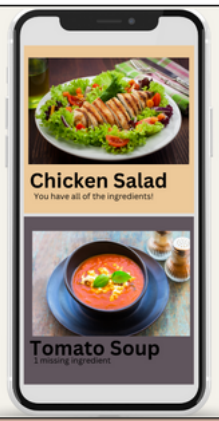
A few weeks later Elizabeth was getting dinner with one of her closest friends Renee. She was complaining about how she keeps struggling to make food last and wastes a lot of her groceries. Renee said she was having the same issue until she downloaded ConServe. She told Elizabeth how the app functions by storing all grocery items into the app when scanned at grocery stores. She told her it has helped so much by notifying her when an item is about to expire so she can use it. It has also helped her find new recipes and keep food longer through shared storage tips.

After dinner, Elizabeth decided to download the app. She made an account and linked it to her primary grocery store, Target. Excited to test it out, she went shopping the next day. She used the list function in the app to predicts the total outcome prior to shopping. Once she had everything purchased, she was thrilled at how everything was virtually organized. She scanned through the recipes section and found various dishes she was interested in.

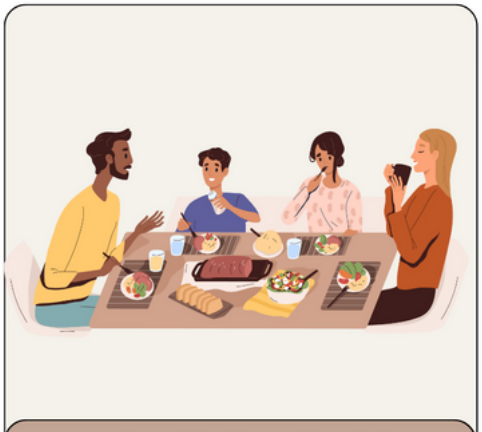
Storyboards

Dave Saunders

Dave and his wife buy lots of groceries for Their family every week. He's not sure what he already has in his fridge and pantry and is not sure what to make for dinner.



He gets on his new app that suggests recipes with the items he already has loaded into the app. He see's that he can make chicken salad for dinner tonight because he has all of the ingredients.



Dave was relieved that he could cook dinner with the groceries he already had and avoided going to the grocery store multiple times this week.

Later that night, he opens the fridge and notices some of his food items are coming close to their expiration dates. He knows he can't possibly eat all of the food before it expires.

Dave doesn't want to be wasteful with his food and just throw it away in the trash. He wonders if there's a way he would be able to donate it.

Luckily his new food app provides local food bank locations and directions about how to donate. He can't wait to teach his daughters about how to dispose of food in an enviromentally friendly way and also give back to their community.

Storyboards

Elizabeth Bell

Design Requirements

When opening the app, the user will be placed at the home screen with blank organizational folders for the user to start sorting groceries into. At the bottom of the screen there will be tab bars utilizing lists with 5 tabs for the user to navigate to. On the far left there will be a blog tab where users can talk with each other about storage tips. The next tab will be a recipes section where the users can type in the ingredients they have and the app will generate a variety of recipes they can use. There will also be generic recipes posted that users can look through.

The middle tab will contain the storage folders the users will be using to place their groceries in. This is the primary use of the app, so placing it in the middle makes it convenient for the user to navigate to. To the right of that, will be a tab for users grocery shopping lists.This will be organized in list form where the users can scroll up and down. On the far right there will be a profile tab where the user can type in all their account information. This is also where the user's grocery store account will connect with the app so all the groceries will automatically be placed into the app when scanned at the store.

The grocery items will be located in folders and placed in alphabetical lists. In order to make it easier for the user to find their item, there will be a search bar at the top, once they enter in the folder. Each item will have text with the name and a picture of the item next to it. The recipes page will contain vertical content carousels, with each recipe being located in a card containing a picture and description.

Data Requirements:

- Profile information
  - Name
  - Age
  - Gender
  - Dietary restrictions
- Expiration dates for each food item

Functional Requirements:

- Tab Bar
- Blog
- Recipes
- Storage Folders
- My Shopping List
- Profile
- Search bars in blog, recipes, and list tabs
- My storage ordered by expiration dates
- Hamburger ment
- Lists
- Content carousels
- Cards

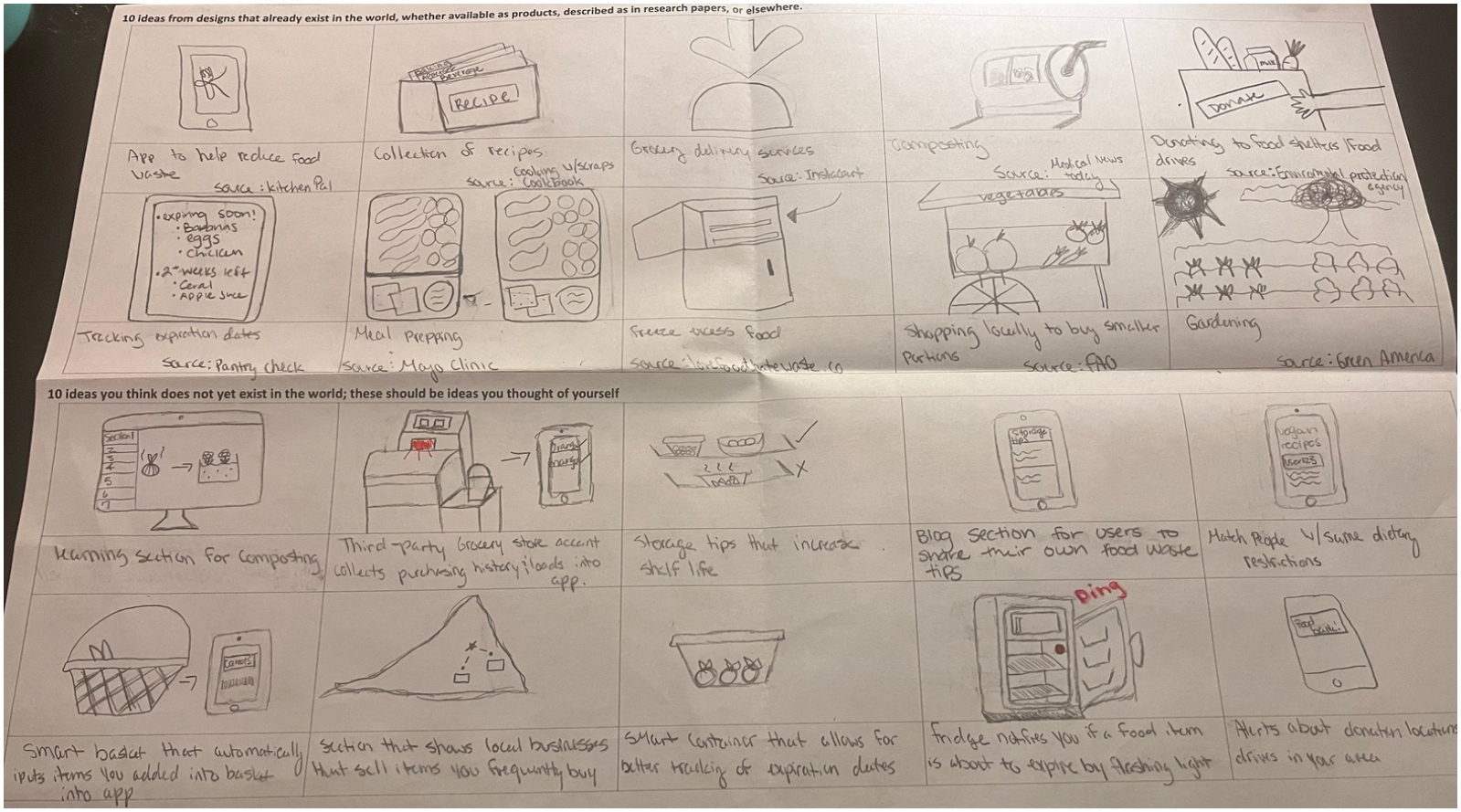
Contextual Requirements:

- App will be used at home and in stores
- Users have a grocery membership-
- account that will link to app

User Requirements:

- Free installation
- Easy to use
- Customizable features
- Notifications/ reminders about food
- expiration
- Technical Requirements:
- Software platform choice: mobile
- phones & tablets
- Support IOS software
- Internet or Wifi connection
- Connect to third party grocery websites

Idea Generation

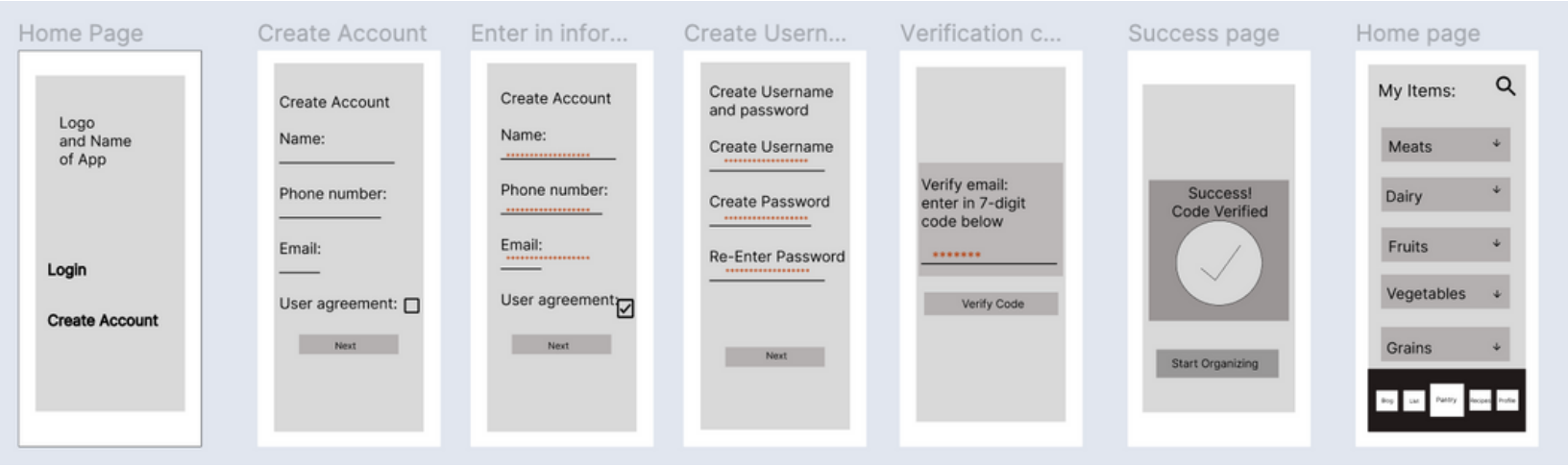


Top Three Ideas

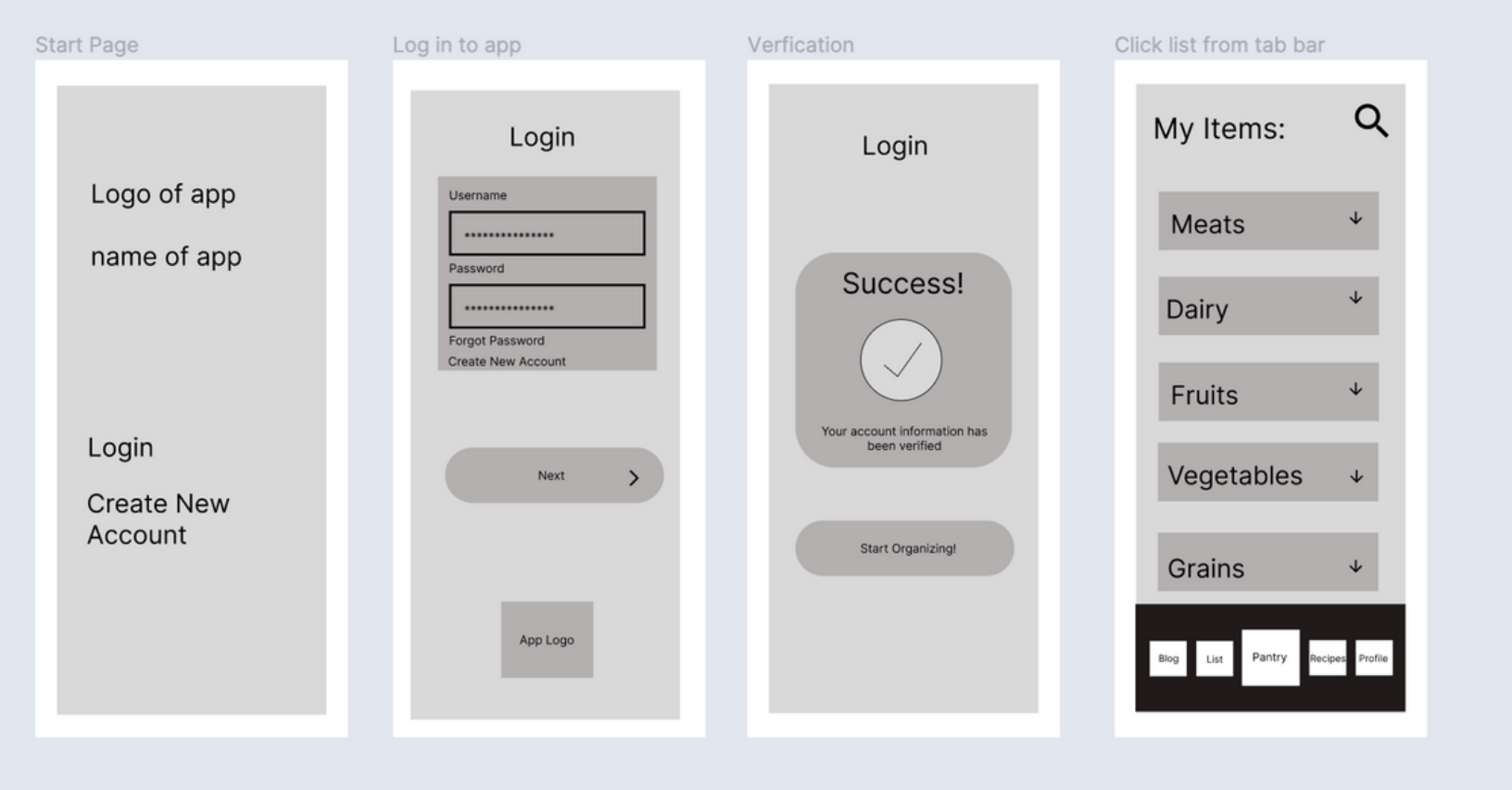
1. **Third Party Grocery Store Account:** Users can login to store accounts to automatically populate app with purchases. This will set our application apart from others that require you to manually scan food items.
2. **Blog Section:** Users can share and create posts within the blog section to teach others about conservation and food hacks.
3. **Tracking Expiration dates:** To reduce users overall food waste the application will track food expiration dates and send notifications to remind the user to eat their food.

Low-Fidelity Prototype

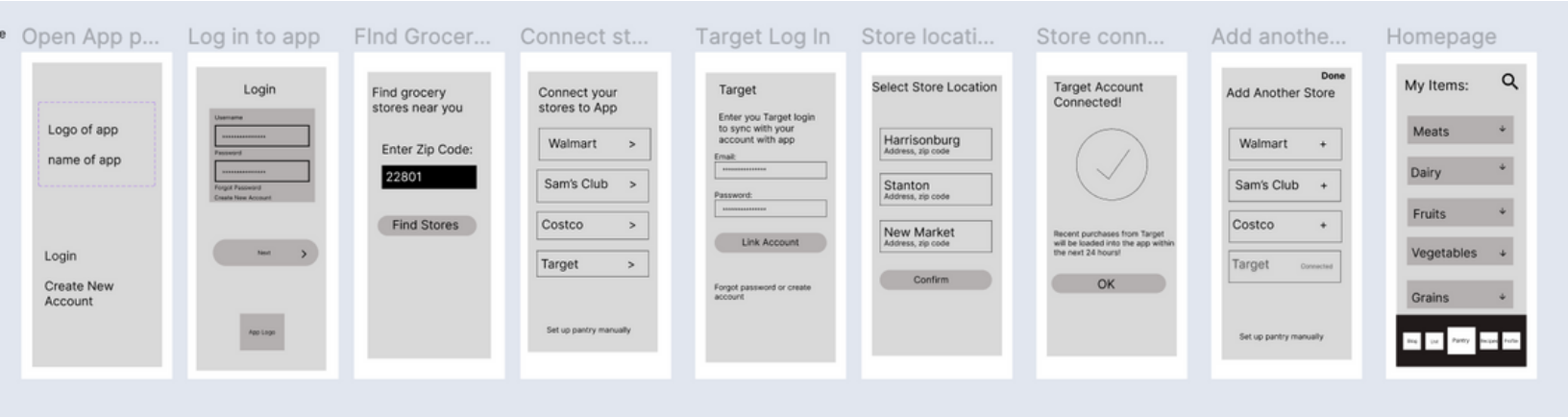
Task one: create an account



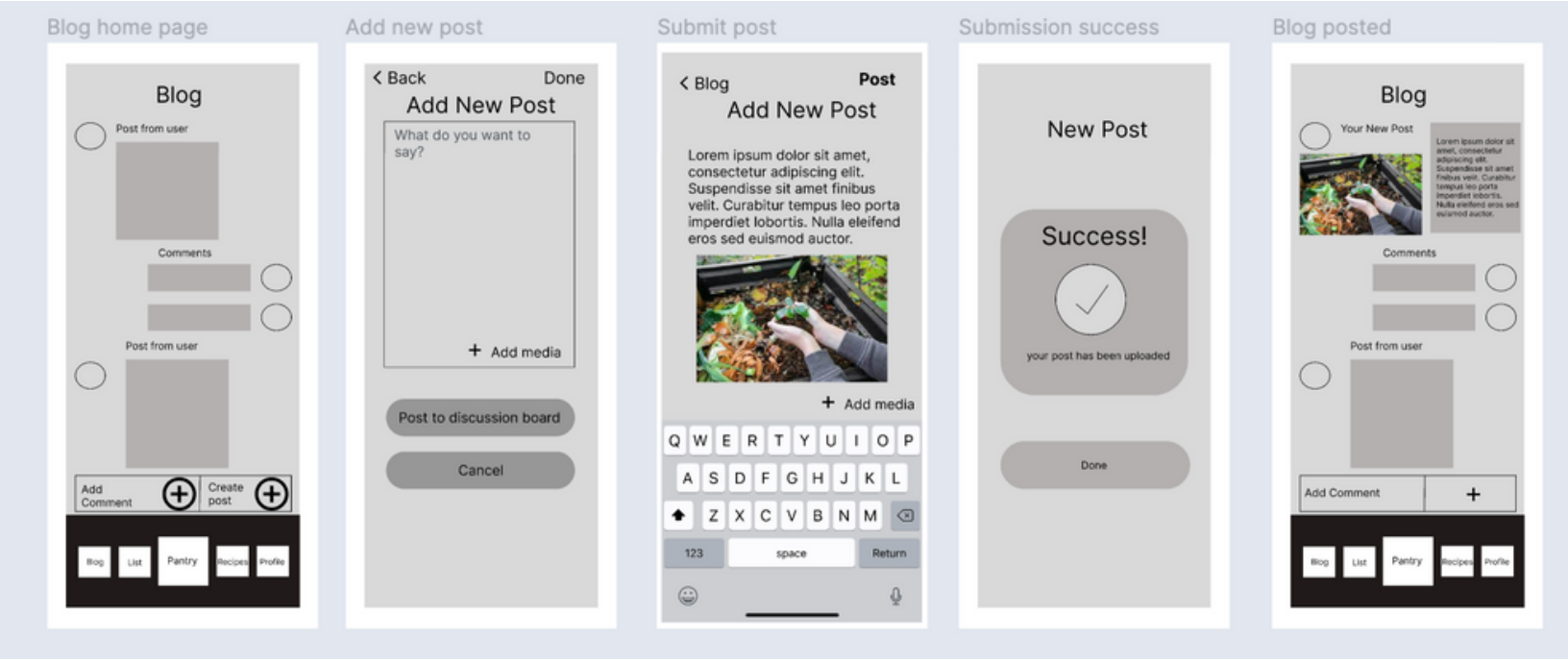
Task two: Open App and Login



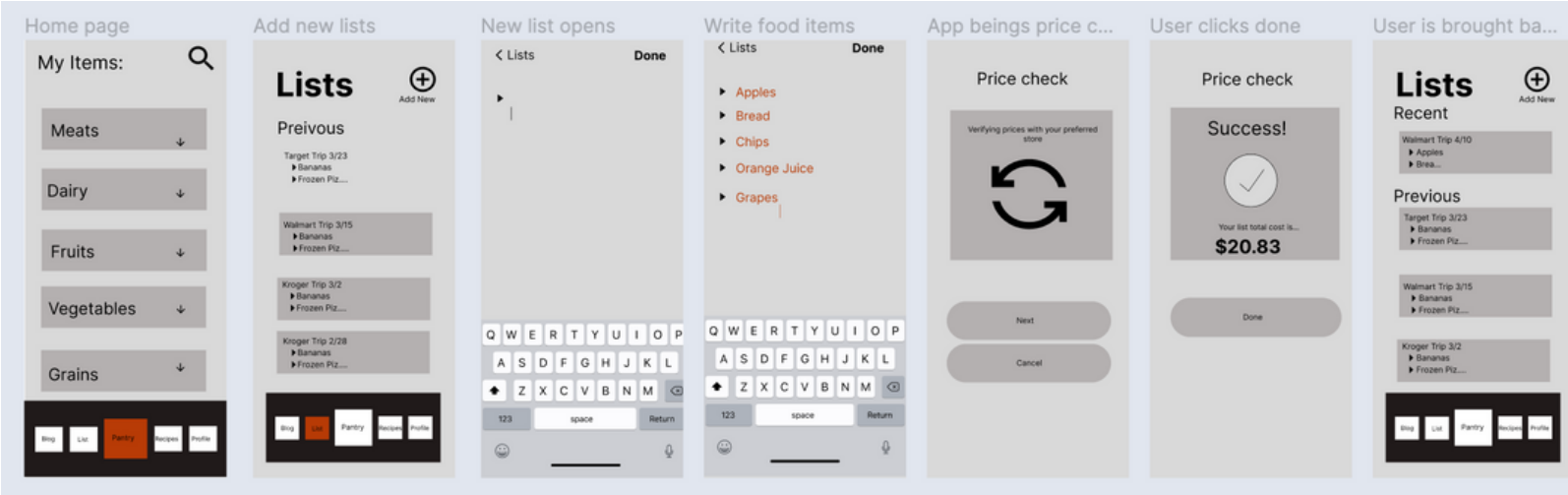
Task three: Connect App to Grocery Store



Task Four: Create a Blog Post



Task Five: Make a List



Low-Fidelity Feedback

Overall the 3 users that tested our app were able to smoothly navigate through the tasks. Each person took about 3-7 seconds to figure out which button to use to navigate to the next page and had little confusion points. The main issues that were encountered were a lack of an emergency exit button from the pages and a lack of consistency of buttons throughout. Each page should have an exit button in case the user changes their mind on the action they initially chose. The lack of consistency causes issues as it can confuse the users and create prolonged reaction times. We received feedback about not having icons in our blog section, and moving our “+ media” up to the top right corner for easier accessibility instead of in the middle of the screen. More information about food items themselves needed to be added to provide details about food expiration, nutrition facts, and amount of food item that is stored in the pantry/fridge. Lastly we need to add a highlighted color for the icons in the tab bar when you are on that certain section for clarity and easier navigation.

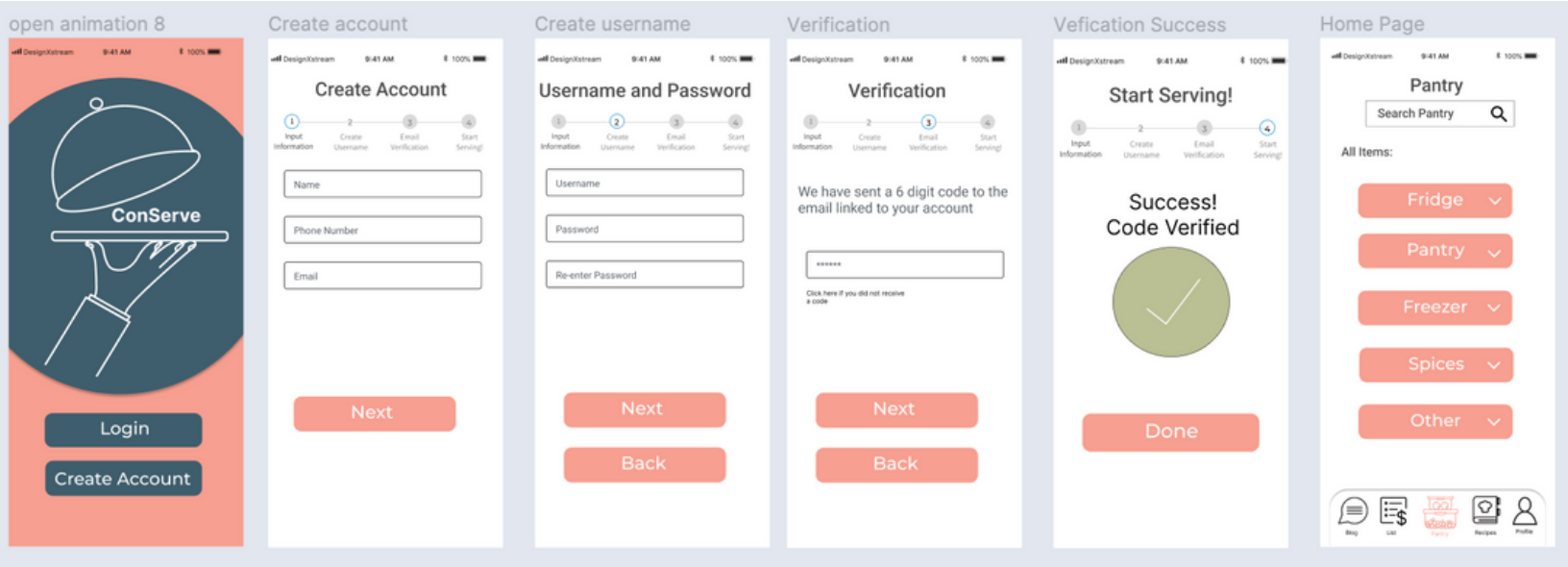
Feedback

:

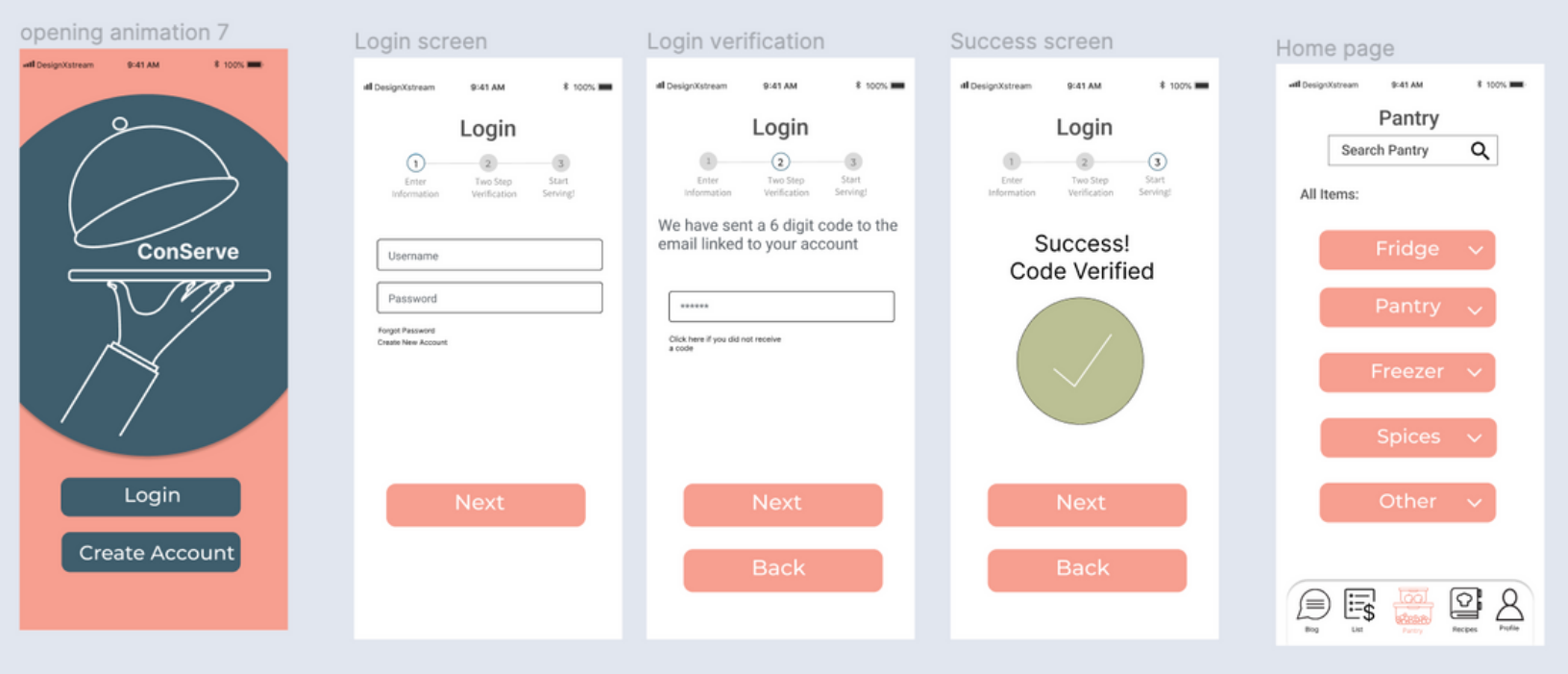
- Be consistent with having exit buttons throughout each app screen
- Keep certain tasks more simple
- Improve clarity of navigation buttons
- Remove arrow that can be confused as a next button on the login screen
- Make it so that when a user finishes a task they are automatically taken to the success page
- Use top toolbar to add actions
- Create timeline of actions when creating an account
- Highlight current tab that user is currently on
- Move “+” button on blog section to top right corner
- Clarify difference between Add Media and post button
- Add icons for pictures, videos, and links to blog section
- Add more information about food items in pantry & on grocery list (price, calories, etc)

High Fidelity Prototypes

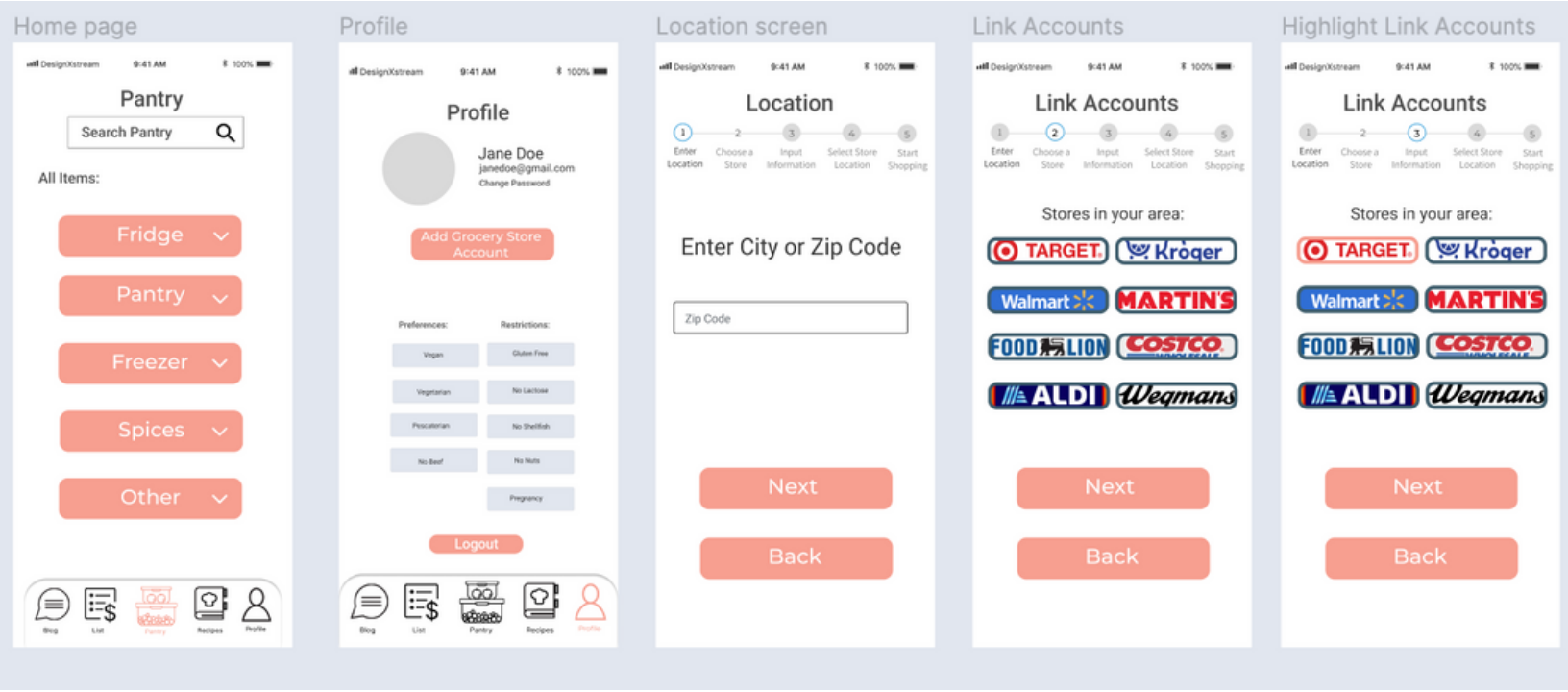
Task one: create an account

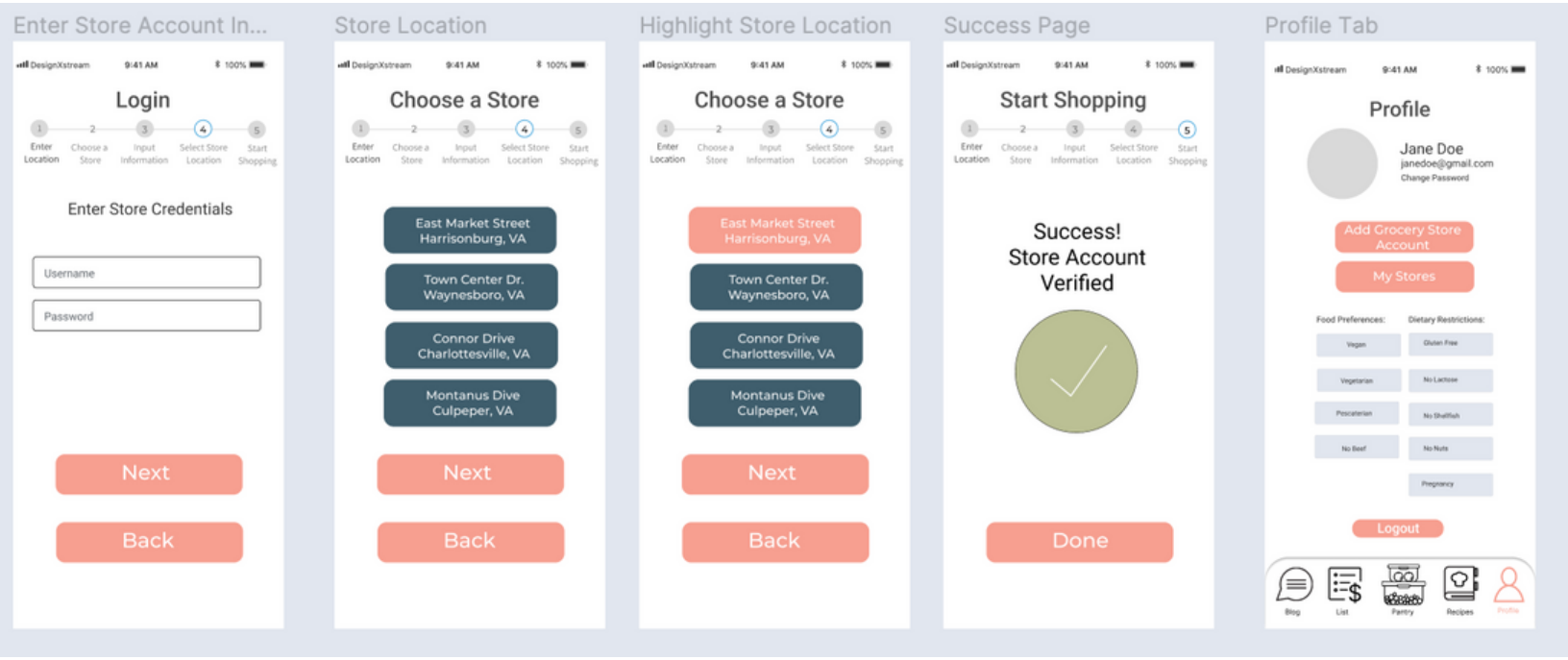


Task two: login to app



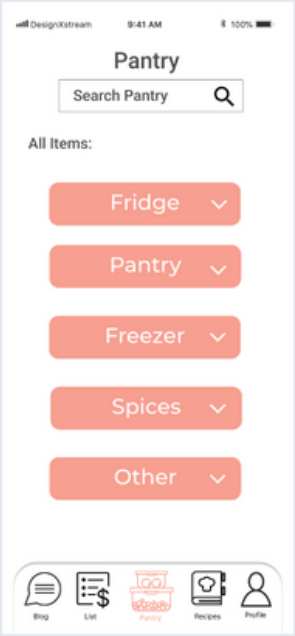
Task three: register with grocery store



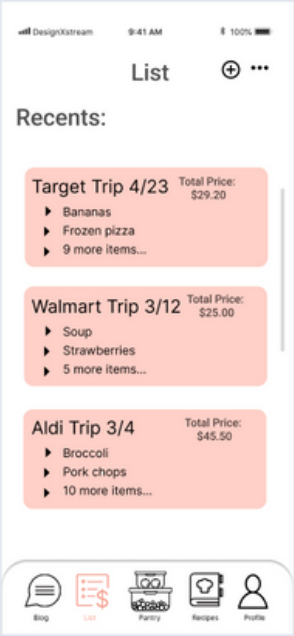


Task four: Create a shopping list

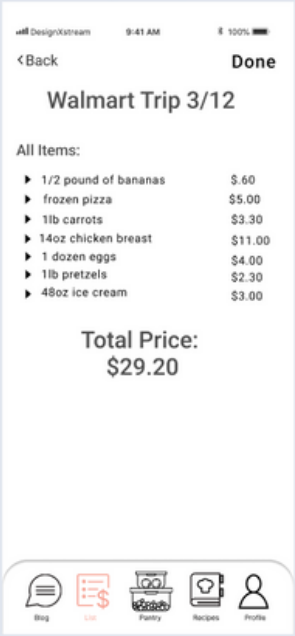
Home page



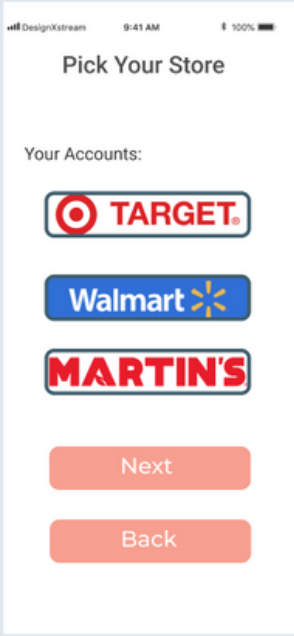
Recent list



Previous grocery list

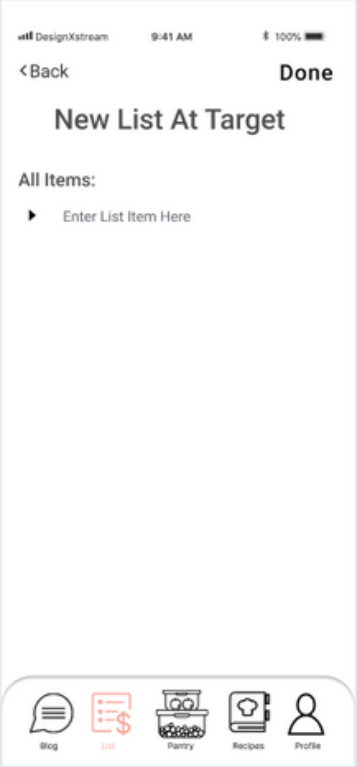


Choose store list

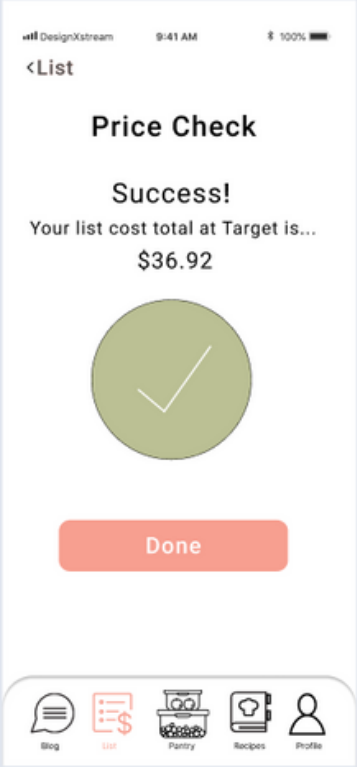


Highlighted store list

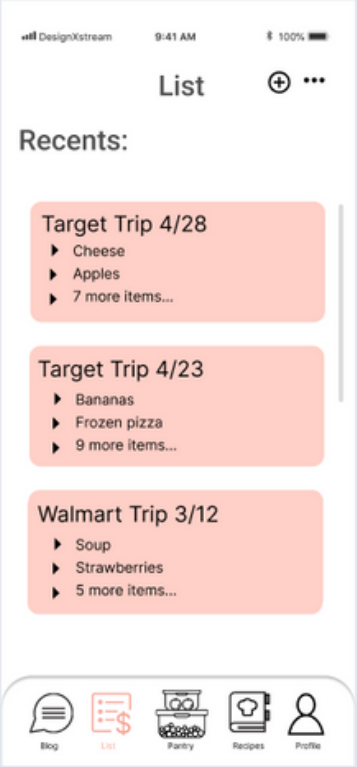
Create new list



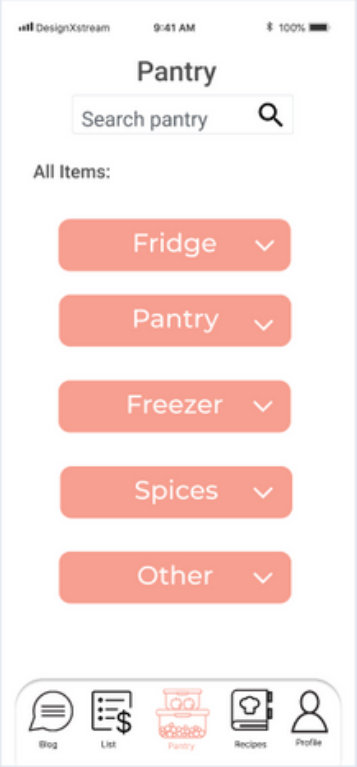
Price Check



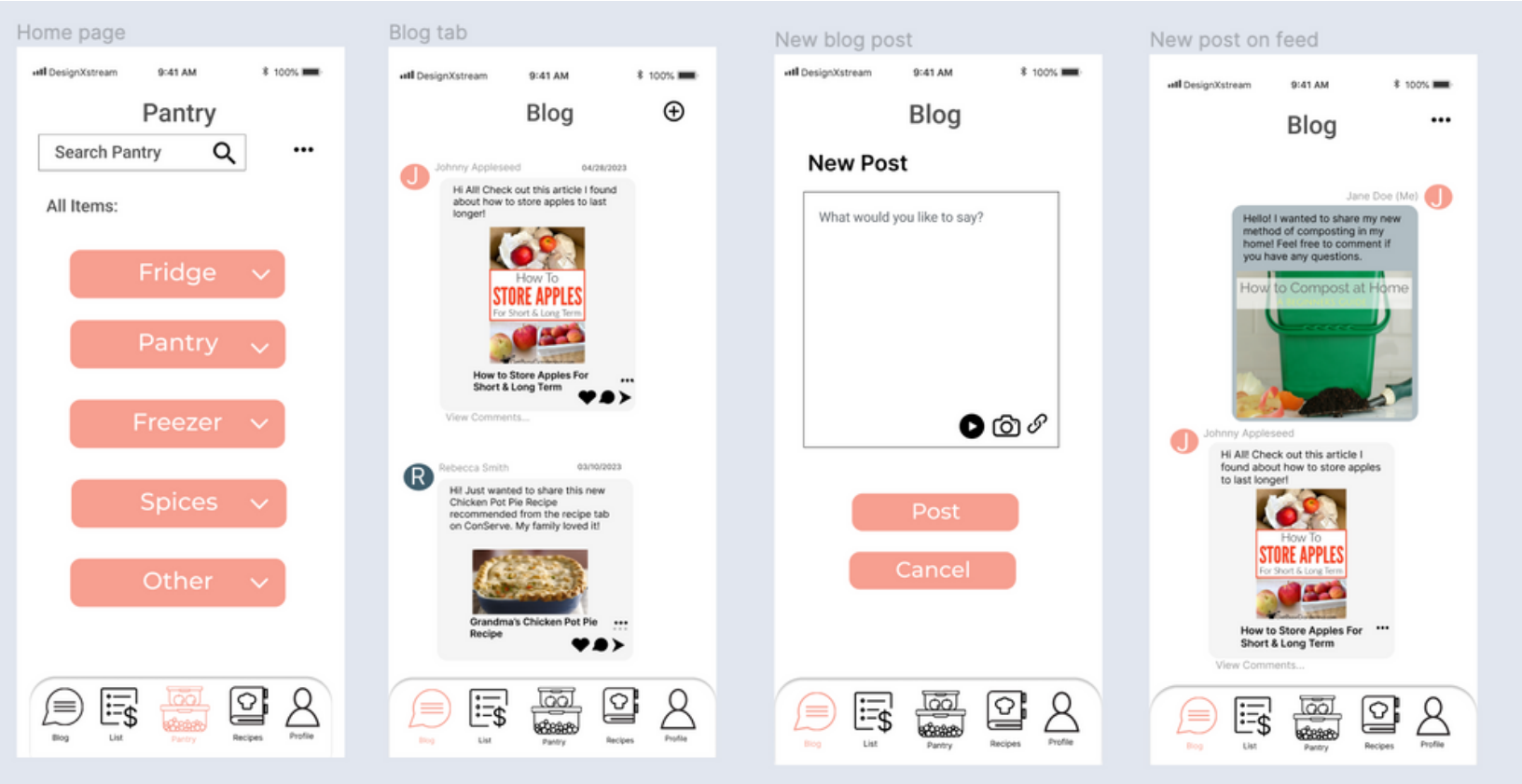
Home list tab



Home page



Task five: Create a blog post



High Fidelity Feedback

The 5 users were able to navigate through most of the tasks successfully with the most troubling task being registering with a grocery store account. Four out of five participants struggled with this task as they thought they were linking another ConServe account to existing one. One tester mentioned that she got confused and thought the three dots next to the search bar at the top of the home page was where she was supposed to click. The only other problem that occurred was users were unclear about which blog post was theirs when they reached the last slide of the task. Dr. Guo instructed us to remove the user agreement page for the create account task, change the labels on the bottom tab bar to icons, center text on buttons, and keep colors consistent on all buttons.

Feedback

- Remove user agreement page
- Change icons on the tab bar
- Change "link another account" button to "link grocery account"
- Remove three dots at top of the screen by the search bar
- like, share, comment - blog post interactions
- center text on several buttons
- keep colors consistent on all buttons

Usability Testing

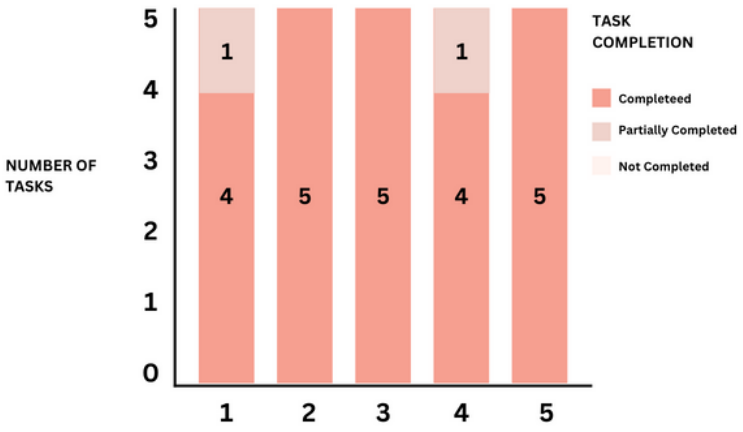
SUS Score: 80.5

To determine our SUS score we asked participants 10 questions regarding their experience and confidence in using the app. Below are our 10 questions:

1. I think that I would like to use this system frequently.
2. I found the system unnecessarily complex.
3. I thought the system was easy to use.
4. If I were to use this system I would need outside assistance.
5. I found the various functions in this system were well integrated (layout and functions).
6. I thought there was too much inconsistency in this system.
7. I would imagine that most people would learn to use this system very quickly.
8. I found the system very cumbersome to use.
9. I felt very confident using the system.
10. I needed to learn a lot of things before I could get going with this system.

PARTICIPANT DEMOGRAPHICS

PARTISPIANT	AGE	GENDER	PROFESSION	EDUCATION LEVEL	LOCATION	INCOME
1	55	Male	Teacher	Masters Degree	Virginia Beach, Virginia	$75,000
2	20	Male	Political Science Student	Undergraduate Student	Northern Virginia	< $3,000
3	21	Female	Engineering Student	Undergraduate Student	Berlin, New Jersey	< $3,000
4	21	Female	Health Sciences Student	Undergraduate Student	Marietta, Georgia	< $3,000
5	24	Female	Software Tester	Undergraduate Degree	New Bern, North Carolin	$65,000



Interpretation of the SUS Score: 80.5

When calculating the SUS score, each user answered the above questions, 1-5, with 1 being the lowest score and 5 being the highest. Once we gathered all the data, we calculated an average score of 80.5. Overall the SUS score ranges from 0-100 with 68 being the average score. Based on the calculations from the 10 standardized questions, this app scored above average. This score also allowed us to navigate which areas we needed improvement on.

Acknowledgments

Conclusion

Our team was able to perform user research and design prototypes to reach our goal of minimizing food waste. Our user research concluded that a lot of people waste food due to lack of organization and knowledge that the food is expiring, and we wanted to create an effective and simple interface to allow users to categorize their food and notify them when items are expiring. ConServe provides resources such as recipe suggestions, receipts from past grocery trips, and a blog section to connect users together to share information. We made our design with the research we had conducted, and chose to have important features that are common in other apps like a tab bar, profile tab, and a home page which was the pantry tab. For our color scheme, we chose colors that were unique and stuck out from other apps. After lots of interviews and tests, we are proud of our finished product, ConServe.

Solutions

ConServe was created in order to help reduce food waste. This app provides expiration date tracking and organization features such as categorizing items into pantry, fridge, etc. Users are able to log in through their grocery store accounts (Target, Walmart, etc) to access previous shopping trips and check prices of items at each store which makes creating shopping lists fast and easy.

Outside Assistance

Throughout this project, we were instructed by our professor Dr. Guo, who taught us the elements of user research and prototyping. We also interviewed our roommates, families, and friends for research and our low and high fidelity prototypes.

High Fidelity Prototype

https://www.figma.com/file/k0hZHlpzJlKxW6vLIsAFaq/Interactive-Low-%26-High-Fidelity-Prototype?type=design&node-id=0-1&t=Rns13lWxLLaH4b87-0

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