

Food Saver App and Responsive Website

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Project overview



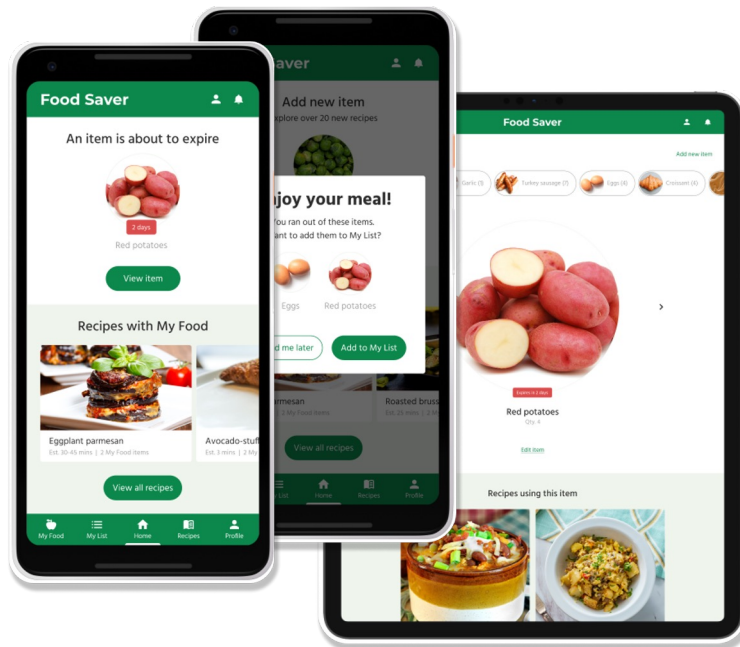
The product:

Food Saver is a Charleston-based organization focused on food sustainability. The organization needs a tool that helps people learn about and manage their food waste. Food Savers' primary target users include college students and adults who are concerned with the amount of food they waste and would like to learn more about what they can do to reduce waste.



Project duration:

July 2021 to December 2021



Project overview



The problem:

30% of food goes to waste per year in the United States. The strategy team at Food Saver has identified a lack of general knowledge about food waste and limited understanding about personal impact as crucial drivers for continued food waste.



The goal:

Design an app that will improve education on the topic of food waste and help people manage their own food waste.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I used Food Saver's data on food waste to develop interview questions, which were then used to conduct user interviews. Most interview participants reported feeling badly about food waste, but they didn't actively try to reduce their own food waste. The feedback received through research made it very clear that users would be open and willing to work towards eliminating food waste if they had access to an easy-to-use tool to help guide them.

Persona 1: Thierry

Problem statement:

Thierry is a working student who needs reminders, suggestions, and coaching to cook more often with fresh ingredients because they like to cook and want to make it a part of their routine.



Thierry

Age: 23
Education: Student
Hometown: Portland, OR
Family: Single
Occupation: CS Rep

"Who has time to cook- I barely have time to eat"

Goals

- Get into a rhythm where they can cook at least once a week
- Save money for goals down the road
- Reduce food waste if it is easy

Frustrations

- Fresh ingredients are expensive and go bad quickly
- Ordering out results in a lot of waste, due to excess packaging and large portions

Thierry is a student at a local community college and holds a full-time job as a customer service representative. They live alone and find that it is easier to order take out or buy ready to eat food, but this is expensive and wasteful. Thierry would like to cook more, but there isn't a lot of spare time for it right now.

Thierry works from home and mainly uses a mobile device to get on the internet. That's also where they occasionally put together a grocery delivery if they can't go in person. Thierry doesn't worry too much about food waste, but does worry about the environment and wants to make choices that are good for the earth and their budget.

Persona 2: Cam

Problem statement:

Cam is a working caregiver who needs exciting new GF recipes that make tasty, easily reheated leftovers, because most of the food they're throwing out is old food that they lost track of.



Cam

Age: 38

Education: BS in HR Mgmt

Hometown: Sugar Land, TX

Family: Spouse and child

Occupation: Caregiver, HR Contractor

"Cooking for my family is a delight- I just want to know it will all get eaten"

Goals

- Cook fun, new, GF recipes that challenge and entertain
- Limit food going in the compost

Frustrations

- Too many recipe suggestions can be overwhelming
- Forgetting leftovers in the fridge: smelly and wasteful

Cam has many responsibilities. They take care of a toddler and contract as an HR admin part time. Cam enjoys cooking and pays close attention to food waste, but can use more tools to help cook and eat more efficiently. They are gluten intolerant, so finding recipes can be a little tougher.

Cam works mostly from home, but goes into the office occasionally. They set aside time each week to put together a shopping list and find inspiring recipes. They are a wheelchair user and prefer certain grocery stores to others. Cam wants to make great food for their family and gets frustrated when even a little bit goes to waste.

Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Food Saver app.

Competitive audit									
Competitive audit goal: Identify and understand the effectiveness of products and features currently used to fight food waste.									
	General information							First impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience App or mobile website experience
ElimiWaste	Direct	Philadelphia, PA	App and website that help with recipe planning and food waste reduction	\$	www.elimiwaste leftovers	Medium	Young adults and high school students	"Reduce your impact, eat smarter."	Good <ul style="list-style-type: none"> Strong, consistent branding Easy to navigate Lots of complicated features
Tasty With Less	Direct	Lethbridge, AB	App and website that use existing and leftover ingredients to create recipes	\$\$	www.eatmorewasteless.save	Small	Young, single adults and people in college	"Eat better, enjoy more, use less."	Needs work <ul style="list-style-type: none"> Easy to navigate Overly simple design Lack of useful features Not responsive
BagitUp	Indirect	Most major European cities	App and website that connect consumers directly to food suppliers with unsold inventory	\$\$\$	www.foodtoyou.direct	Large	Parents and families	"Connecting food with the people who need it."	Outstanding <ul style="list-style-type: none"> Easy to navigate Strong branding and visual design All features are useful and intuitive

UX (rated: needs work, okay, good, or outstanding)					
Features	Interaction			Visual design	Content
	Accessibility	User flow	Navigation		
Outstanding <ul style="list-style-type: none"> Personalized recipe planning feature Shopping list feature Waste tracking feature Filter feature (allergies, price, etc.) 	Good <ul style="list-style-type: none"> Strong use of visuals Use of color is accessibility-friendly Not equipped for screen reader tech 	Good <ul style="list-style-type: none"> Recipe planning process is clear and straightforward Using filters is time consuming because they can only be added one at a time 	Outstanding <ul style="list-style-type: none"> Straightforward navigation Clear indication of clickable elements 	Outstanding <ul style="list-style-type: none"> Strong brand identity reflected throughout design Consistently strong UI, including use of high-quality images Consistent use of modern font that aligns with brand identity 	Witty, conversational tone that aligns well with branding.
Okay <ul style="list-style-type: none"> Recipe planning feature Ingredient list feature is confusing and difficult to use 	Outstanding <ul style="list-style-type: none"> Strong use of visuals Use of color is accessibility-friendly App and website are screen reader compatible 	Good <ul style="list-style-type: none"> Recipe planning process is clear and straightforward Ingredient list feature is difficult to complete due to manual entry and not remembering previous inputs 	Needs work <ul style="list-style-type: none"> Some clickable elements are not indicated well or clearly marked Navigation direction is not always clear 	Okay <ul style="list-style-type: none"> Brand identity reflected throughout design Good use of high-quality images Simple visual design Inconsistent font usage 	Formal, to-the-point language. Could be more playful and humorous to align with brand identity.
Outstanding <ul style="list-style-type: none"> Geographic locator feature Ability to create profile Pricing calculator 	Needs work <ul style="list-style-type: none"> Not equipped for screen reader tech Color choices don't meet accessibility standards Inconsistent use of visuals 	Outstanding <ul style="list-style-type: none"> Primary checkout user flow is clear Quick and easy to use ordering process 	Good <ul style="list-style-type: none"> Comprehensive navigation menu Offering so many supplier options is overwhelming at times 	Good <ul style="list-style-type: none"> Strong brand identity reflected throughout design Consistently strong UI, including use of high-quality images Inconsistent font usage 	Formal but friendly. Doesn't feel "stiff". Works with brand identity.
					Okay <ul style="list-style-type: none"> Descriptions are succinct and to-the-point Information is not always easy to understand
					Good <ul style="list-style-type: none"> Conveys information clearly Overly descriptive at times

Click to view the full [competitive audit](#) and [audit report](#)

Ideation

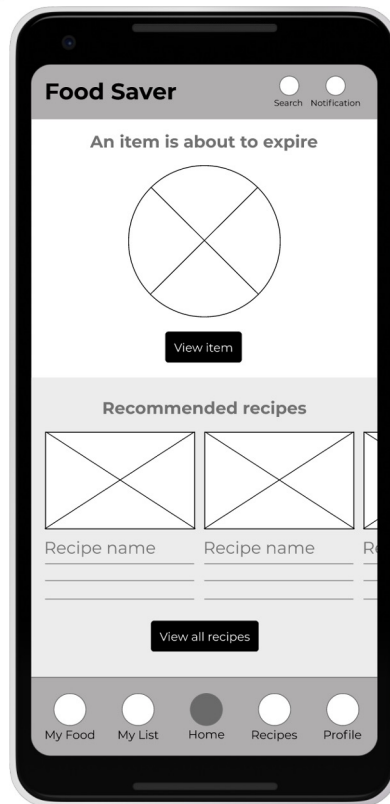
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **waste tracking and simple recipe features**.

<p>① What I have:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><input type="checkbox"/> Add receipt</p>	<p>② Try this recipe</p> <p>_____</p> <p>_____</p> <p>You have:</p> <p><input checked="" type="checkbox"/> _____</p> <p><input checked="" type="checkbox"/> _____</p> <p>You need:</p> <p><input type="checkbox"/> _____</p>	<p>③ Recipe</p> <p><input checked="" type="checkbox"/> _____</p> <p>Ingredients:</p> <p>_____ <input checked="" type="checkbox"/></p> <p>_____ <input checked="" type="checkbox"/></p> <p>_____ <input checked="" type="checkbox"/></p>	<p>④ I have</p> <p>1 2 <input checked="" type="checkbox"/> 4</p> <p>servings left</p> <p>to eat by</p> <p>1 Dec <input checked="" type="checkbox"/> 2 Jan 2021 3 Feb</p>
<p>Grocery list</p> <p>_____ x4</p> <p>_____ x2</p> <p>_____ x1</p> <p>Need more?</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>	<p>You cooked</p> <p>_____</p> <p>How was it?</p> <p><input checked="" type="radio"/> <input checked="" type="radio"/></p> <p>How much is left?</p> <p>_____ <input checked="" type="checkbox"/></p>	<p>Do you still have:</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Why not try:</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>We think you have</p> <p><input checked="" type="checkbox"/> x4</p> <p><input checked="" type="checkbox"/> x2</p> <p>You can make:</p> <p>• _____</p> <p>• _____</p> <p>• _____</p>

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Food Saver app. These designs focused on delivering personalized guidance to users to help manage their food.

Top half of home screen acts like a food coach by providing personalized recommendations for users

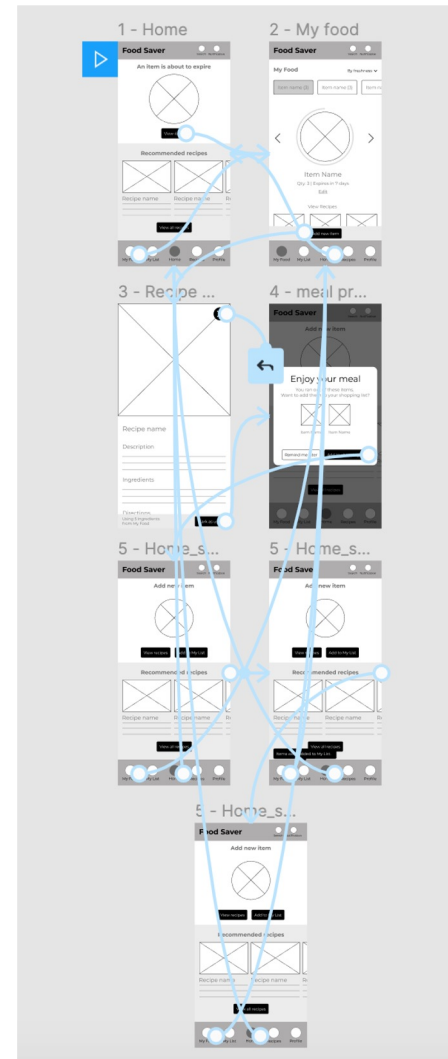


Easy access to app features from global navigation

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

View [Food Saver's low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Australia, remote



Participants:

7 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Recipes

People want easy access to recipes that specifically use the food they already own.

2

Add food

People had difficulty adding new food items to the app.

3

Expiration dates

People preferred clear indications of when food items would expire.

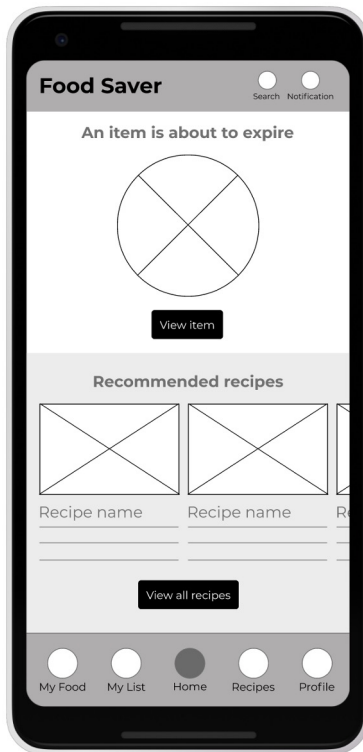
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

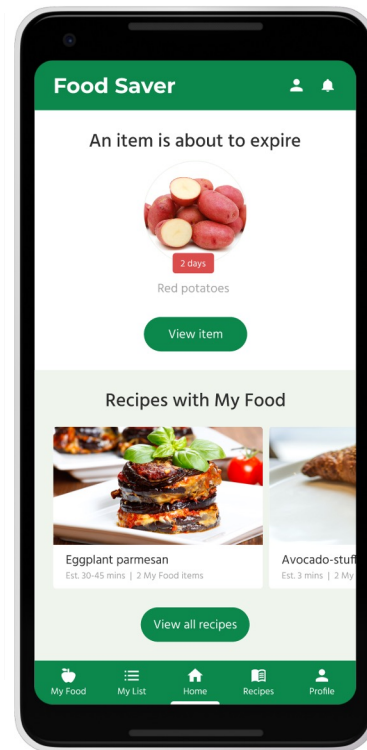
Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to browse recipes that specifically use items available in “My Food”.

Before usability study



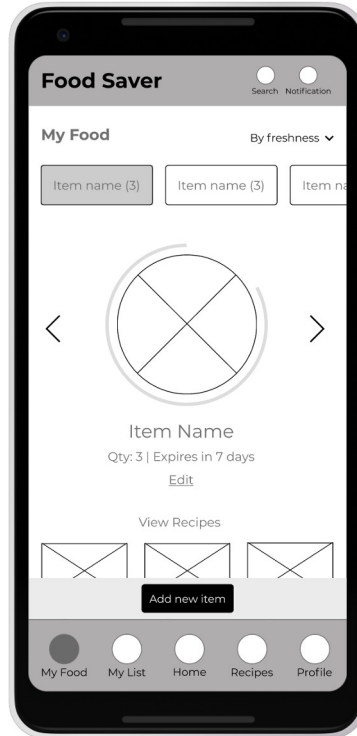
After usability study



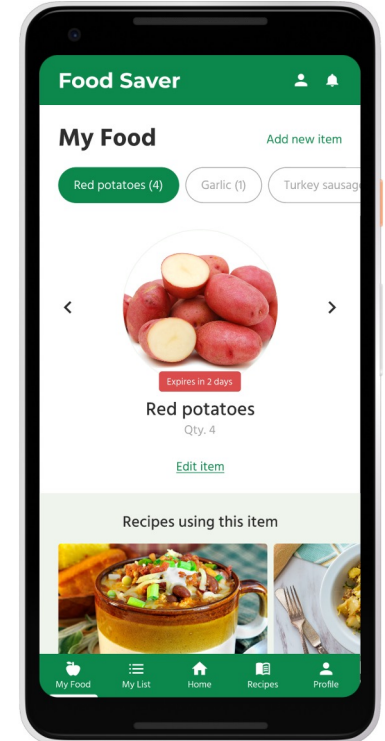
Mockups

Additional design changes included adding an option to “Add new item” to the “My Food” page, and providing a clearer indication of how many days were left before an item expired.

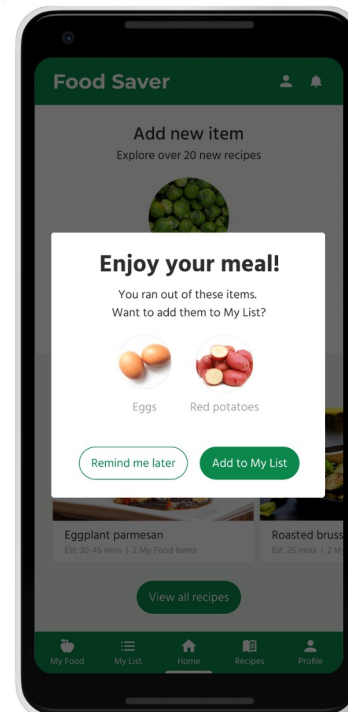
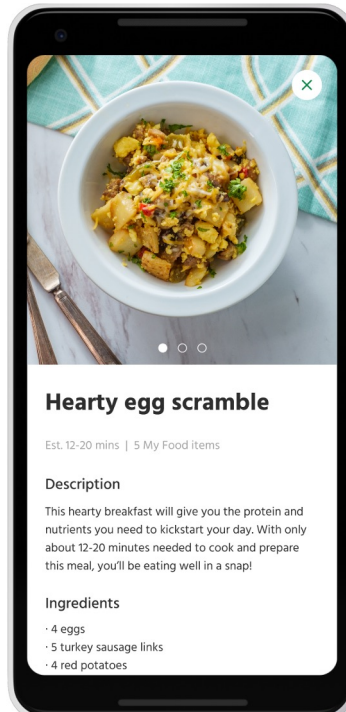
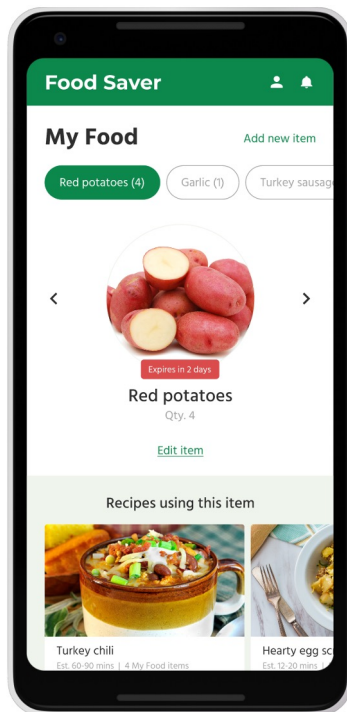
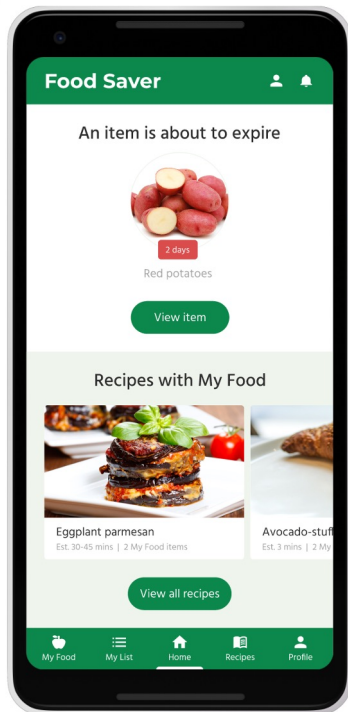
Before usability study



After usability study



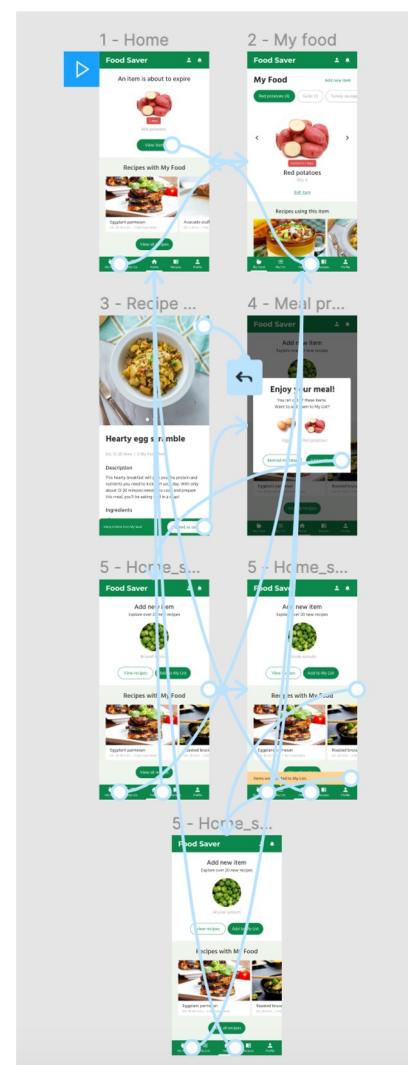
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the Food Saver high-fidelity prototype



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

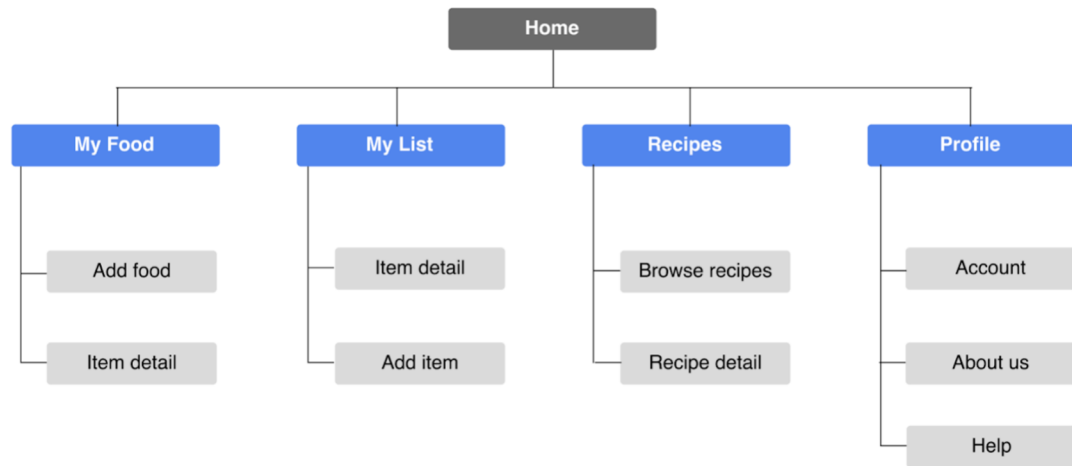
Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

Sitemap

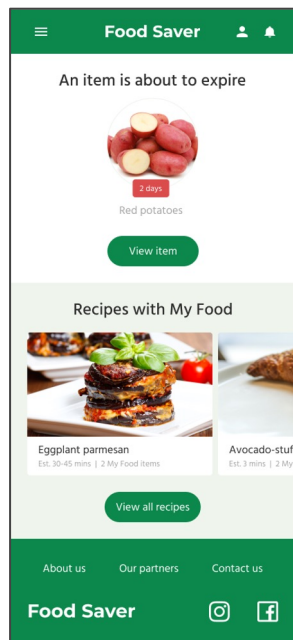
With the app designs completed, I started work on designing the responsive website. I used the Food Saver sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



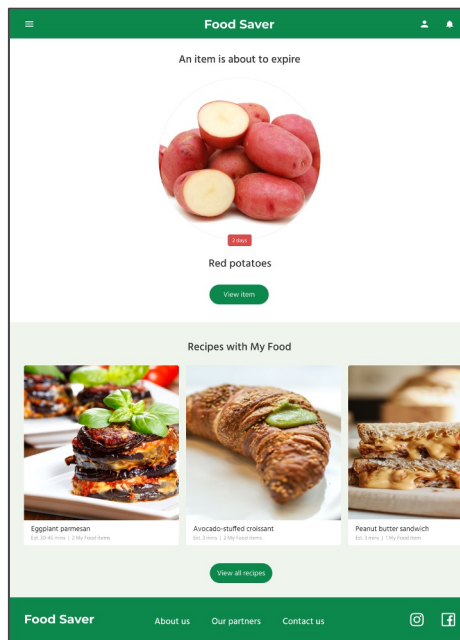
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

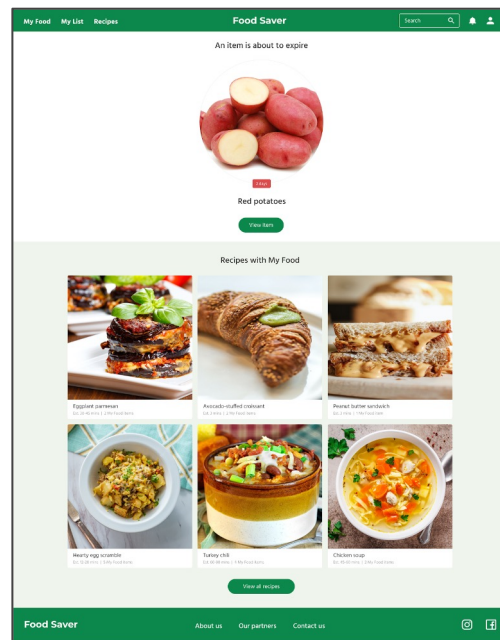
Mobile website



Tablet



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app made food waste seem like something they could actually help reduce. One quote from peer feedback was that “the Food Saver app helps bring caring about the environment to a personal level in a way that’s easy and engaging.”



What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal to reduce food waste.

2

Add more educational resources for users to learn about food waste.

3

Provide incentives and rewards to users for successfully reducing their food waste.

Let's connect!



Thank you for your time reviewing my work on the Food Saver app! If you'd like to see more or would like to get in touch, my contact information is provided below.

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