

FOODEALIZE

*Milestone 3 activity, part of User Experience (UX)
Research and Design Micromaster by University of
Michigan and edX, section UX509x*

Needs Finding and Initial Concept

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WIREFRAMES

WF1 - Login page

The wireframe shows a mobile app interface for the 'Foodealize' login page. At the top, the status bar shows the time '10:15'. Below the app title 'Foodealize', there are two input fields: 'Username' and 'Password'. The 'Password' field has an eye icon to toggle visibility. Below these fields is a 'Login' button. Underneath the button is the word 'or', followed by an 'Access with Facebook' button. At the bottom, there is a 'sign up' link. The entire form is set against a background of small dots. The bottom of the screen shows standard Android navigation icons.

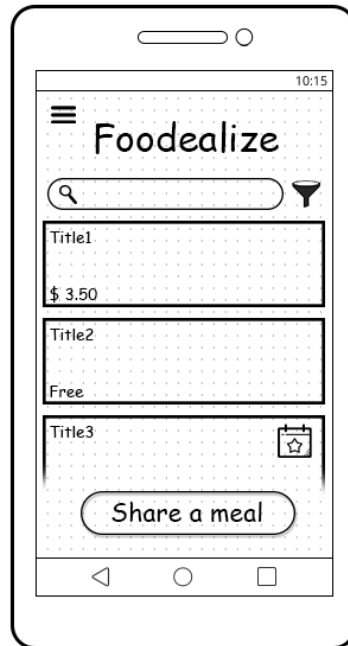
Login.
The page presents the form to enter in Foodealize. There is also the possibility to access with a Facebook account, in order to make the operation easily. At the bottom there is the link to access the sign-up process

WF2- Sign up

The wireframe shows a mobile app interface for the 'Foodealize' sign up page. At the top, the status bar shows the time '10:15'. Below the app title 'Foodealize', there are four input fields: 'Username', 'Password', 'Confirm password', and 'Valid e-mail'. The 'Password' and 'Confirm password' fields have eye icons to toggle visibility. Below these fields is a 'Sign Up' button. Underneath the button, there is a line of text: 'By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy.' The entire form is set against a background of small dots. The bottom of the screen shows standard Android navigation icons.

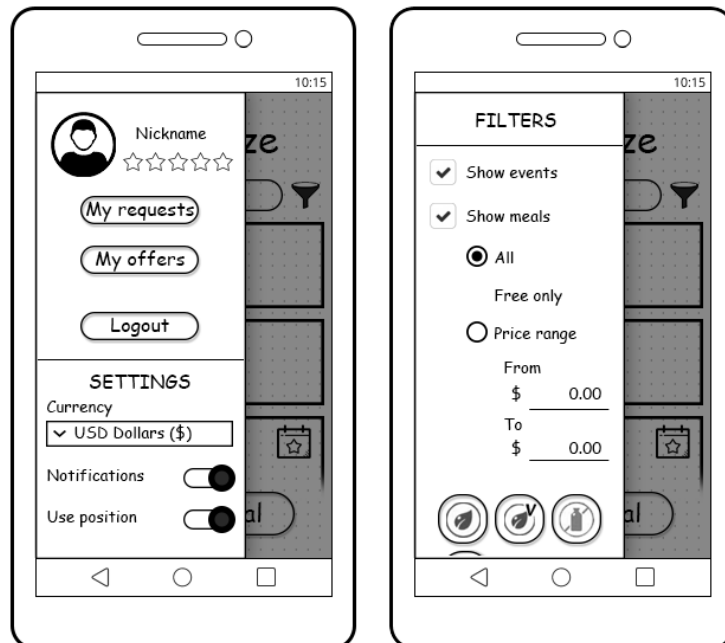
Sign up.
The page presents the form to signup to Foodealize. At the bottom there is the signup button to confirm the subscription. Some clickable disclaimers below the subscribe button will take the user to the complete "contract" page.

WF3 - Home page



Home page (after the login). The page presents the title with a sandwich button for other menu options. There are cards, each one displaying the current "meal offers" in the nearby with images; among them, a card with the icon of a calendar with a star will signal an event. On top of the cards there is a search bar, useful to search for a particular meal. A funnel, which open a drawer on the left, makes the user able to filter meals or events. At the bottom, the most important button: "Share a meal" to share a meal with ease.

WF3 - Home page



WF4 - Share a meal

The interface shows a form for sharing a meal. It includes a title field, an address field, four circular icons for meal types (leaf, leaf with check, person with leaf, and wheat), a quantity slider set to 3, and a 'Share!' button. The app name 'Foodealize' and a hamburger menu icon are at the top.

Share a meal.

The page presents a form useful to fill with information about the meal the user wants to share with the community.

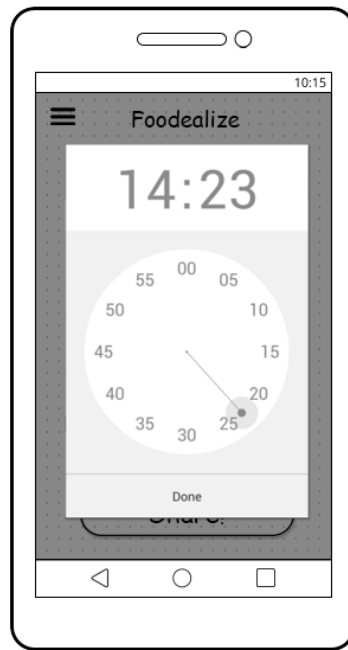
- Title for the meal
- Possibility to use the current location or to type an address
- Options regarding the ingredients (vegetarian, vegan etc)
- Pictures (thumbnails) of the meal
- Possibility to set the number of meals
- Possibility to set the price
- Notes

WF4 - Share a meal

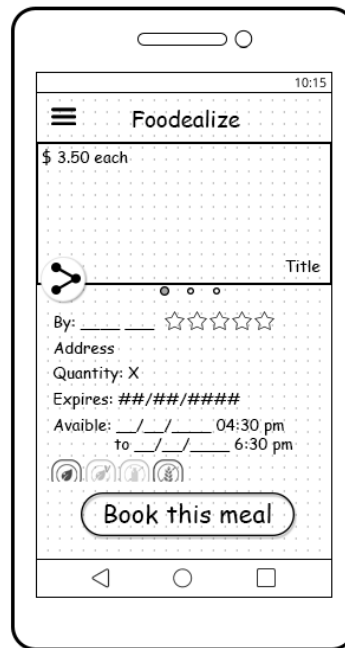
This interface shows additional fields for the meal sharing form: 'Expiry date', 'Available from', and 'to' (all with calendar icons), a price field set to '\$ 0.00 each' with a checkmark, and a 'Notes' field. The 'Share!' button is at the bottom.

The interface shows a date picker overlay. It displays the year '2017' and the date 'Wed, 12 Apr'. Below is a calendar grid for April 2017 with days of the week (M, T, W, T, F, S, S) and dates (1-30). The date '12' is selected. At the bottom are 'CLEAR', 'CANCEL', and 'SET' buttons.

WF4 - Share a meal

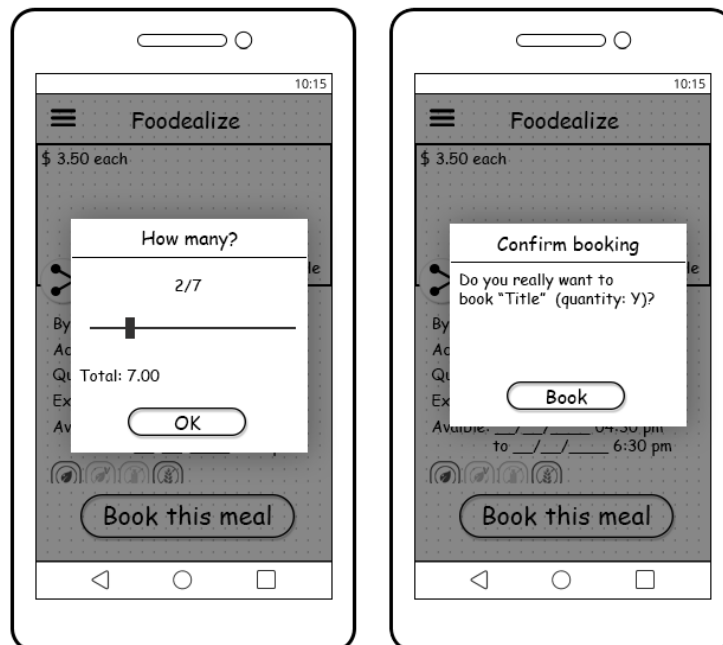


WF5 - Description of a meal

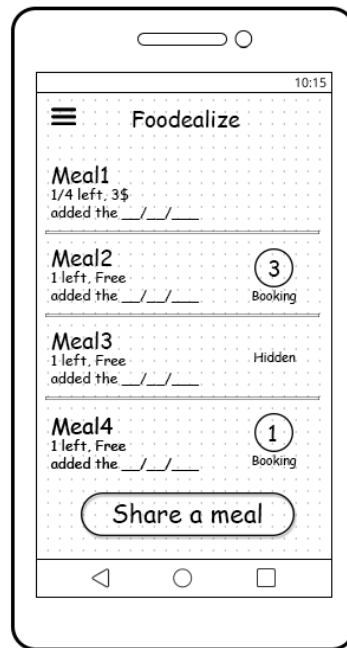


Description of a meal.
 The page presents the pictures of the meal with the title.
 Below are displayed all the information related to the position (the last pictures shows the embedded map with the position), the characteristics of the ingredients, the expiring date, the availability date range, the quantity and eventually the price.
 There is a link to access the tab of the provider(rating/reviews/comments etc) with a briefing 5 star score system aside.
 The button at the bottom is used to book the meal. The button "Share" can be useful to share a meal on platform like Facebook.

WF5 - Description of a meal



WF6 - My offers

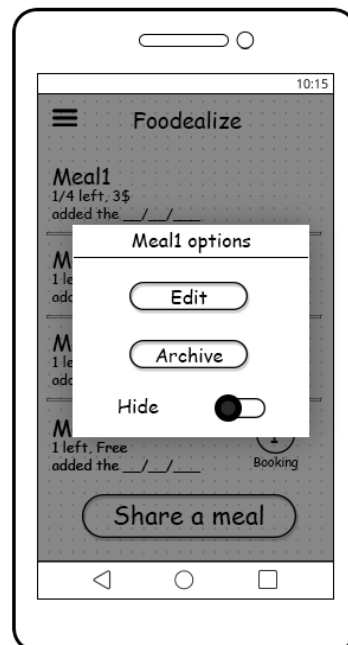


My offers.

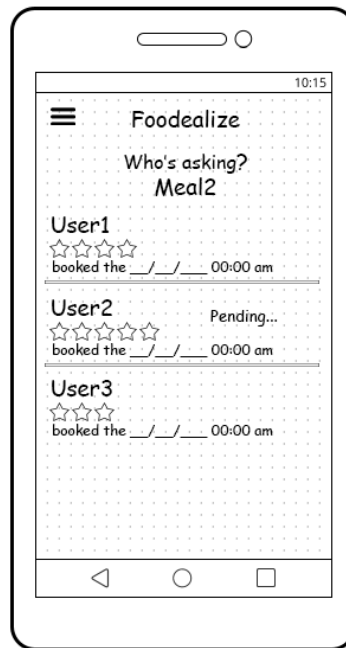
The page presents the list of the meals offered by the user. From here, the user, can check if there are requests (in the circle) or hide/archive/edit a meal or them.

At the bottom of the list, there is the button to share a meal.

WF6 - My offers



WF7 - List of requests



List of requests.

The page presents the list of the people that are interested in the meal posted by the user. Each line contains the name of who is asking, the rating and the date/hour of booking.

By tapping on a line, a popup will show up the following options will appear:

- "Accept the request"
- "Reject the request"
- "Archive" the offer
- "Display profile" of the requester (with photo and reviews)

If the user accepts one request, the corresponding line will contain the flag "pending".

A line in "pending status" will have a different popup with the following options:

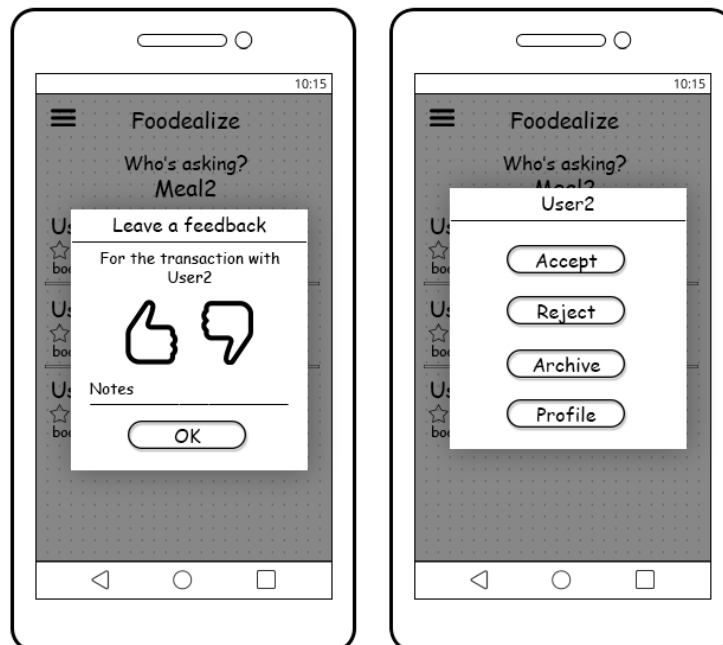
- "Delivered" if everything had been fine.

If the meal has been given for money, the application will ask by default to devolve a percentage to a charity organization in partnership with.

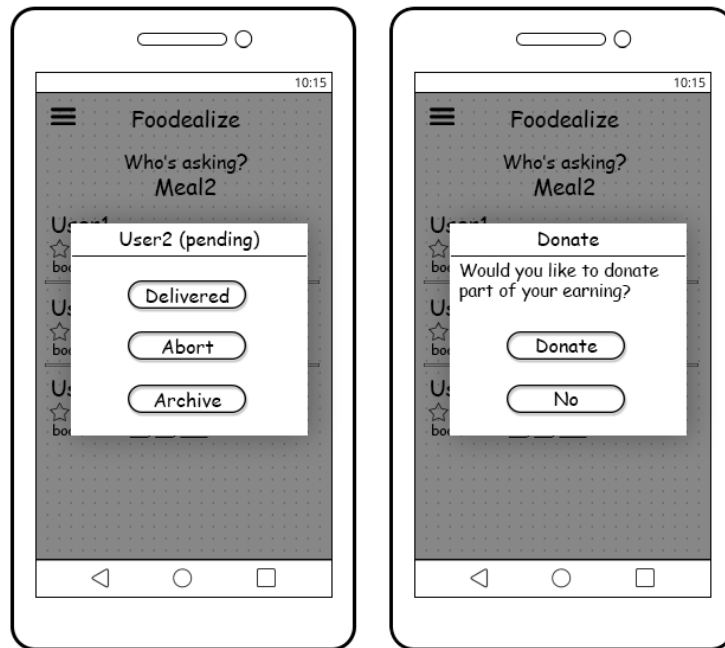
- If the person asking for the meal doesn't show up the "Abort" will be used to make the meal available again to the others.

In any case the app could ask for a quick review of the requester.

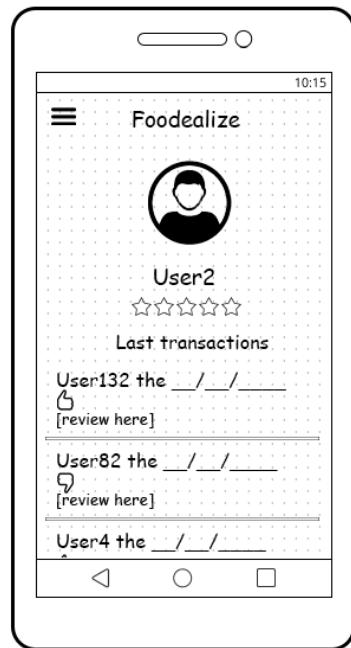
WF7 - List of requests



WF7 - List of requests



WF8 - User details

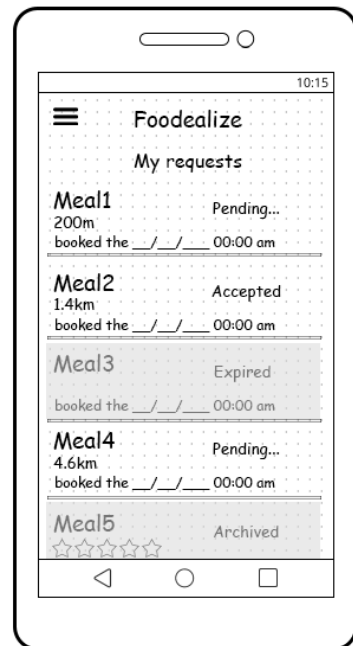


User details.
The page presents the profile relative to a general user of the community. It has an image, the average rating and the feedbacks resulting from the last transactions.

WF8 - User details



WF9 - My requests



List of requests done by the users.
The page presents the list of the meals booked by the user.
Each line contains the title of the meal, the date of bookin, the current distance, and the status.
The status can be

- 1) Pending... - the user sent the request but the provider hasn't decided yet who to give their meal.
- 2) Accepted - the user had the authorization to get the meal from the provider.
- 3) Expired - the user book a meal wich has been given to another user, or the provider changed his mind and gave it to another person. It can be the step after "Pending..." or "Accepted".
- 4) Archived - When the provider sets the transaction concluded, the user will have their booking reported as "Archived". The user can as well leave a feedback to the provider.

By tapping on a line, a popup will show up the following options will appear:

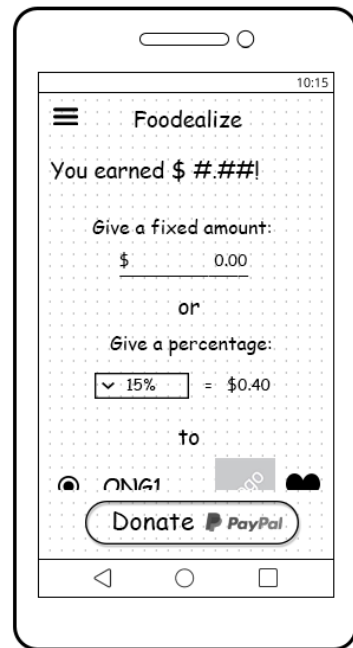
- "Details" to return to the page of the offer
- "Notify" to send a short push notification to the provider if the meal is in state "Accepted"
- "Abort" to cancel the request
- "Rate" the provider if the meal is in the state "Archieved"

WF9 - My requests



WF9 - My requests





Donate.

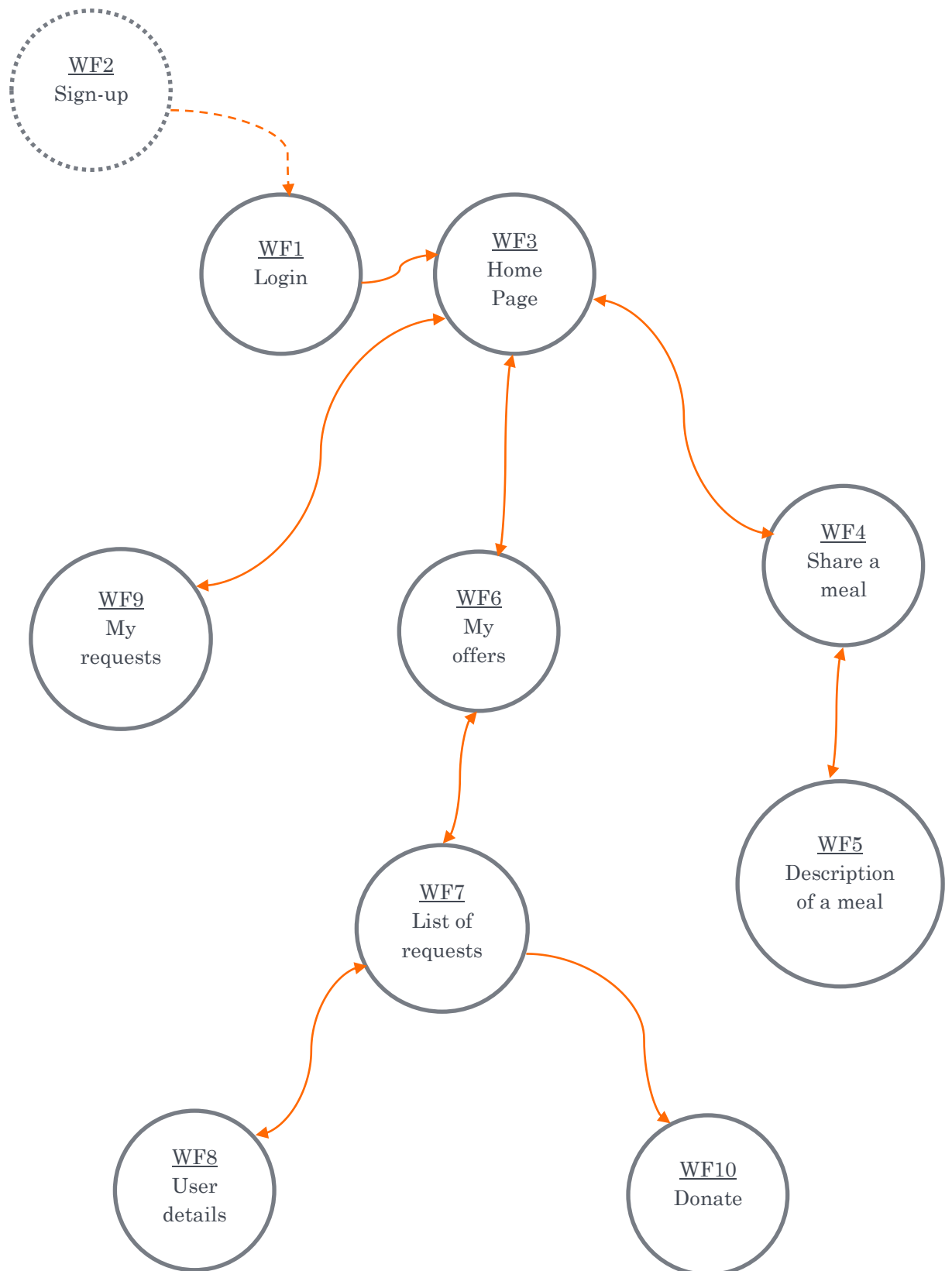
The page presents a form that will ask the user which ONG (in partnership with foodealize) will be given part of their earnings.

There is the possibility to choose between a specified amount of money or a percentage.

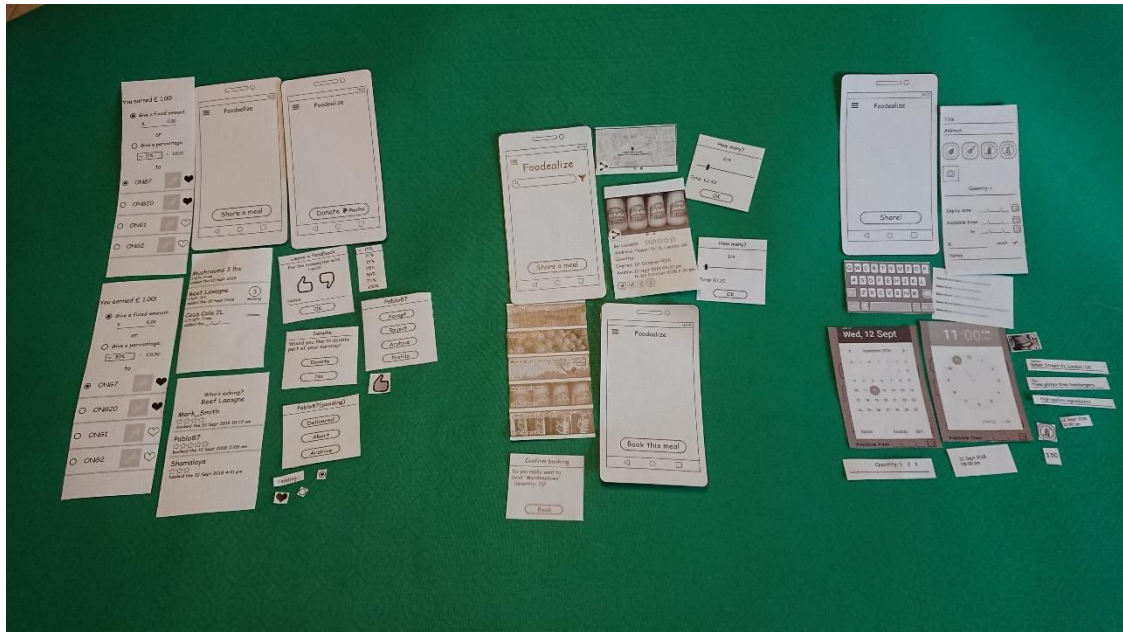
By clicking on a ONG title, a popup with the description will show up. Aside the ONG logo there is a heart-shaped favourite button, which will put the ONG on the top on the list in the future donation sessions.



INTERACTION GRAPH

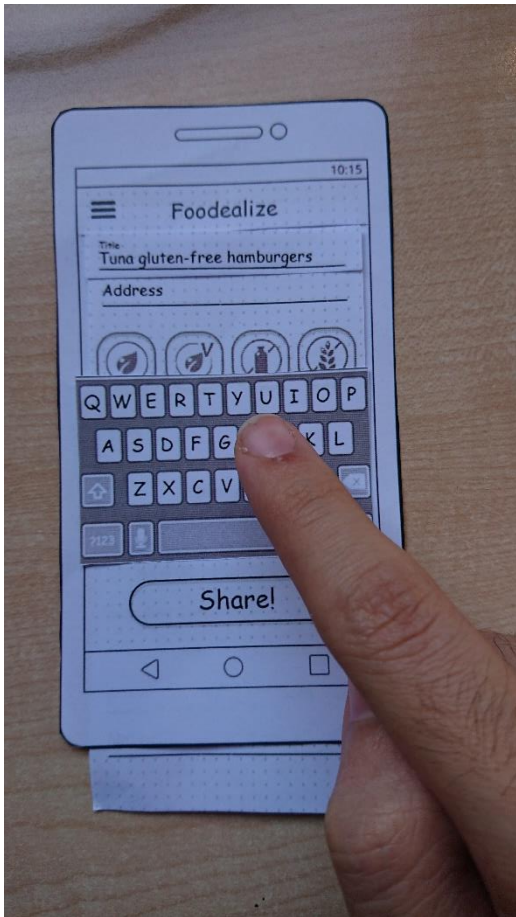


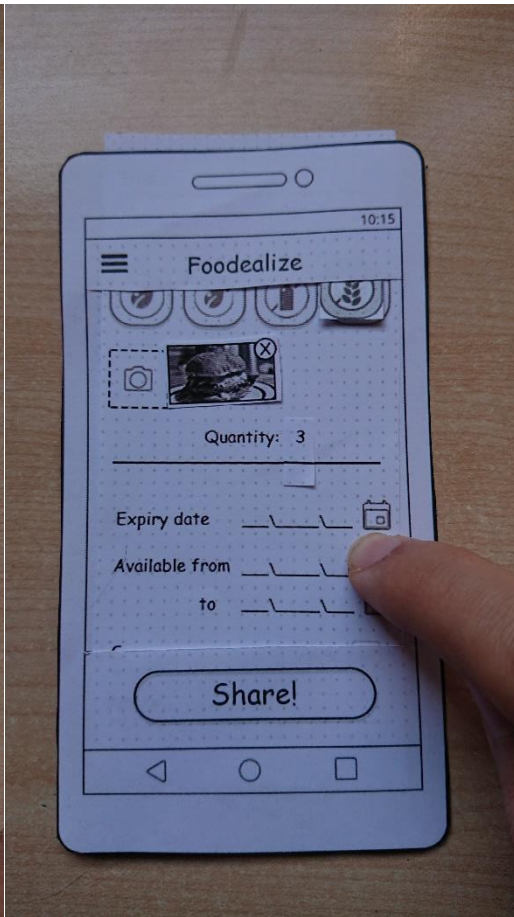
PAPER PROTOTYPE

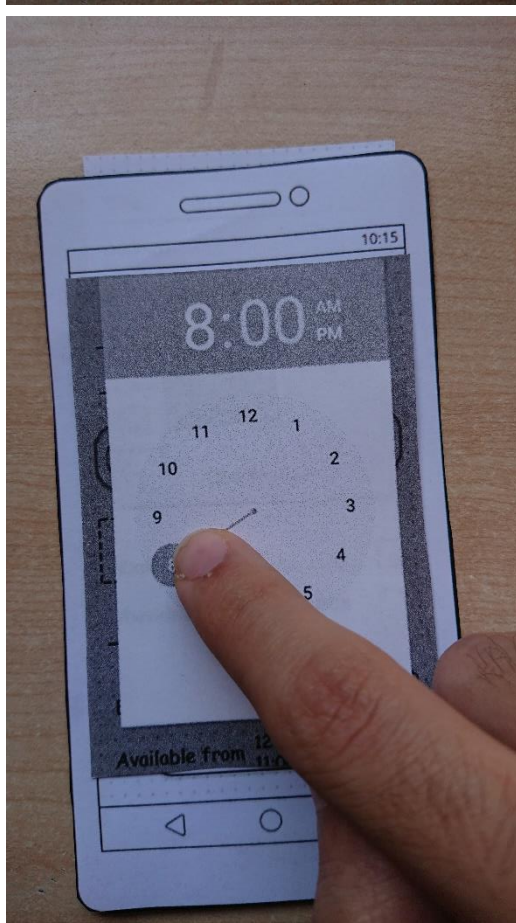


PAPER MATERIAL SUPPORT FOR TASK 1 “Share a meal”



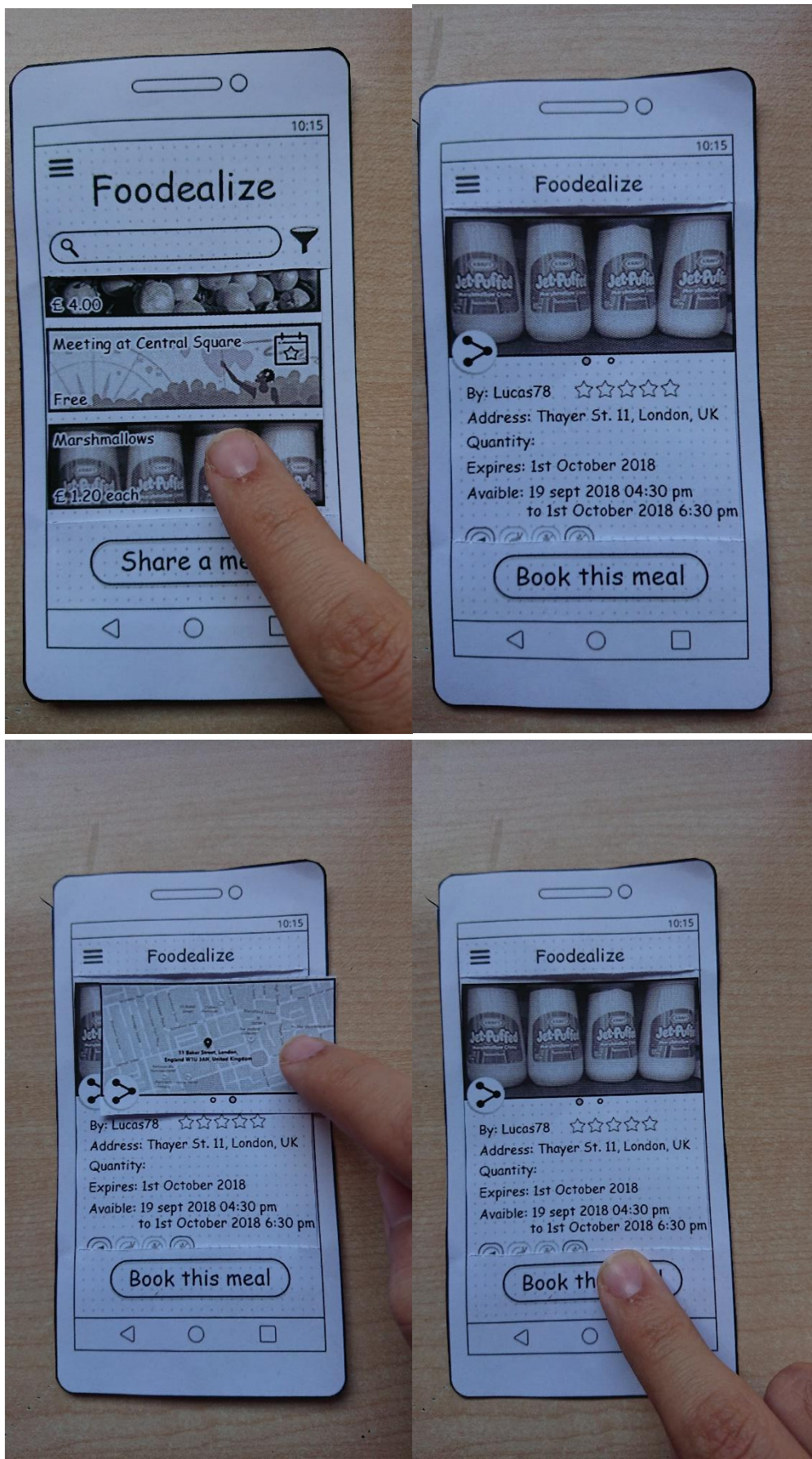


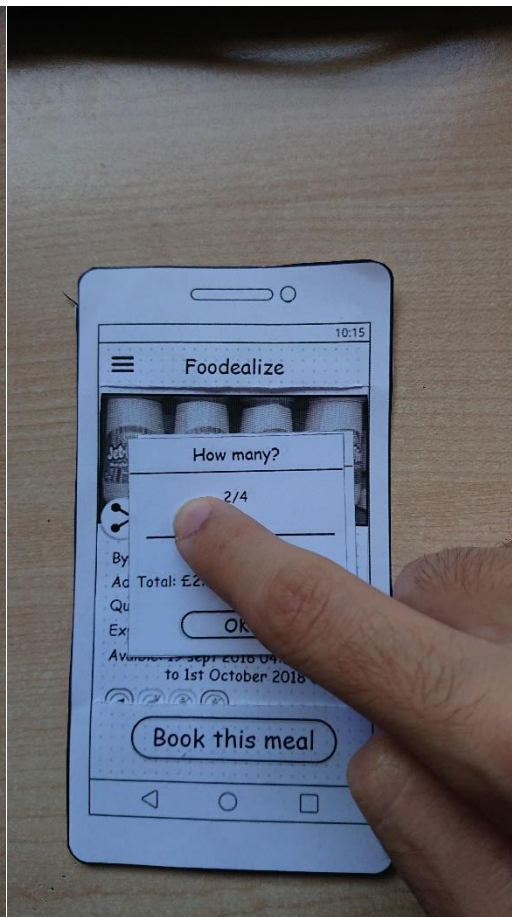




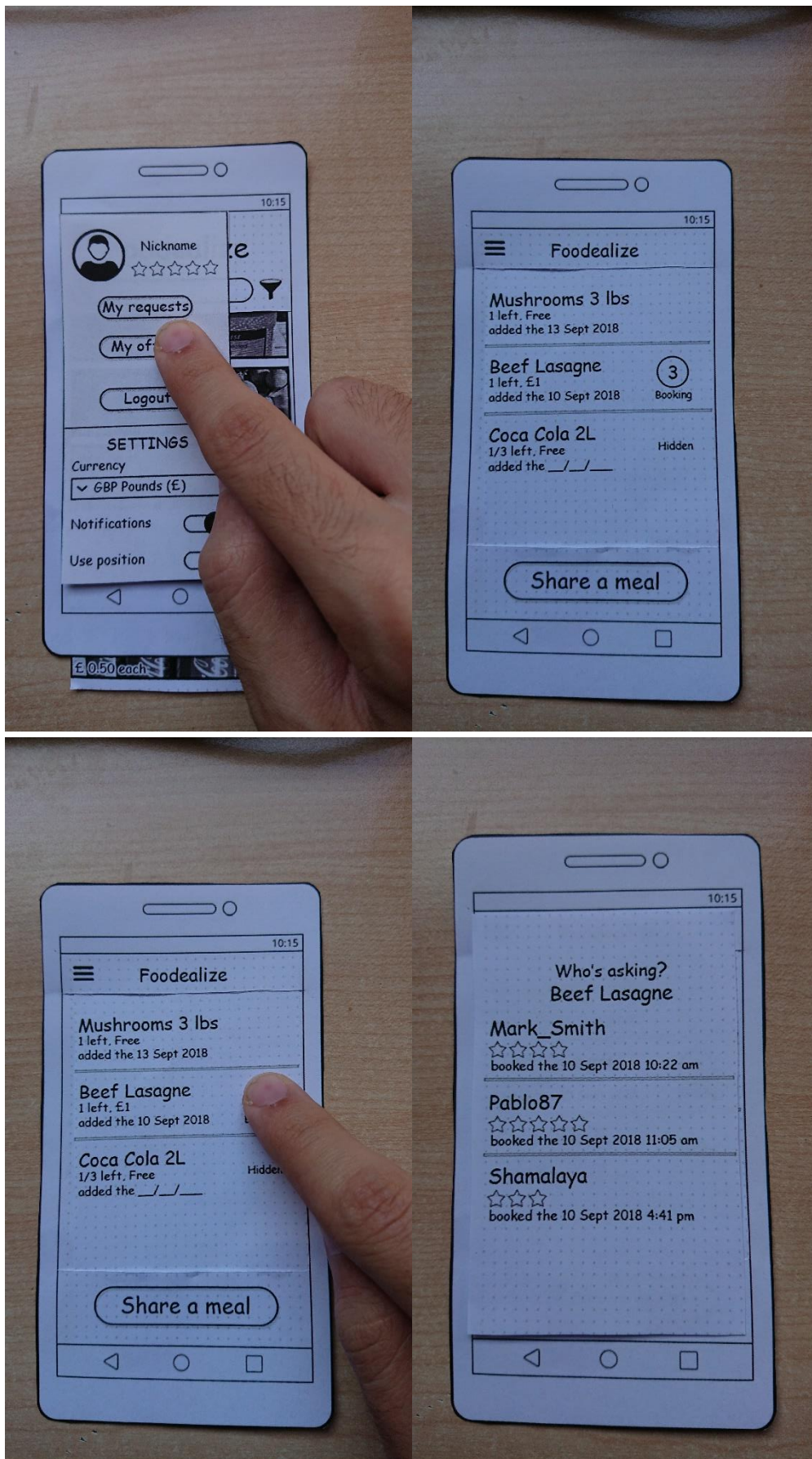


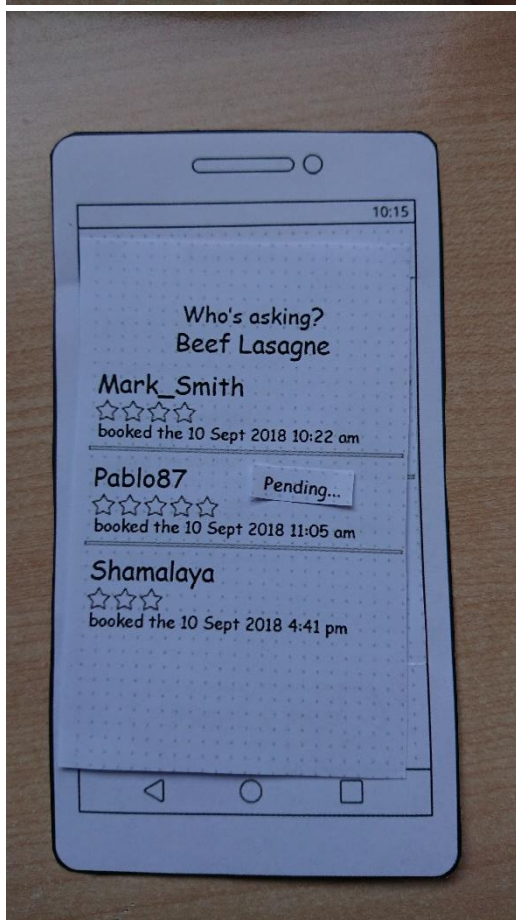
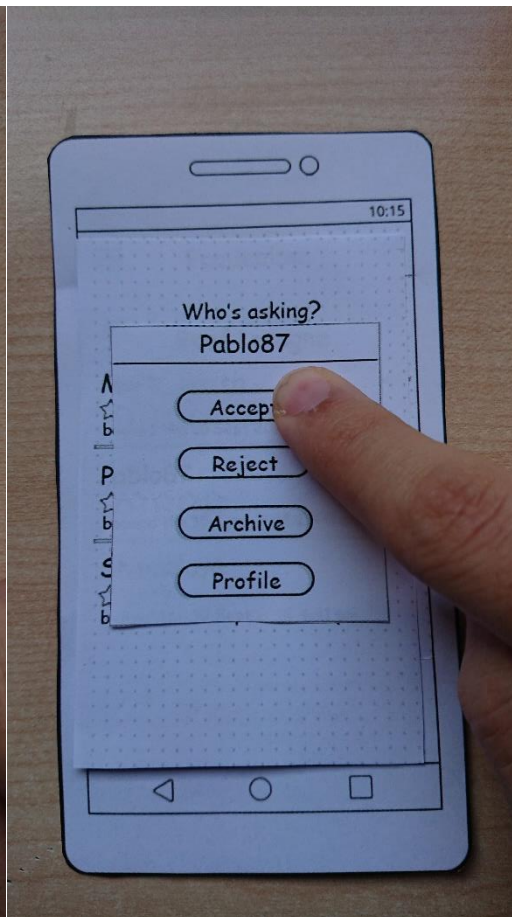
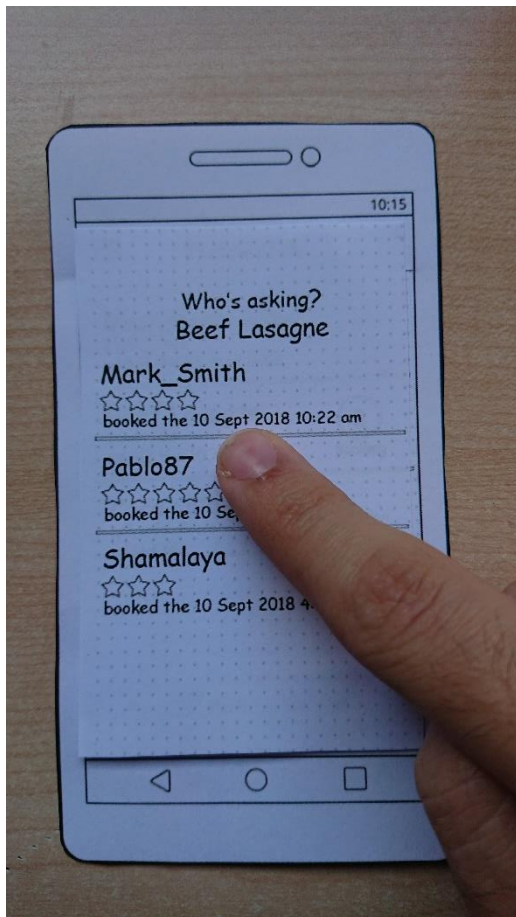
PAPER MATERIAL SUPPORT FOR TASK 2 “Book a meal”

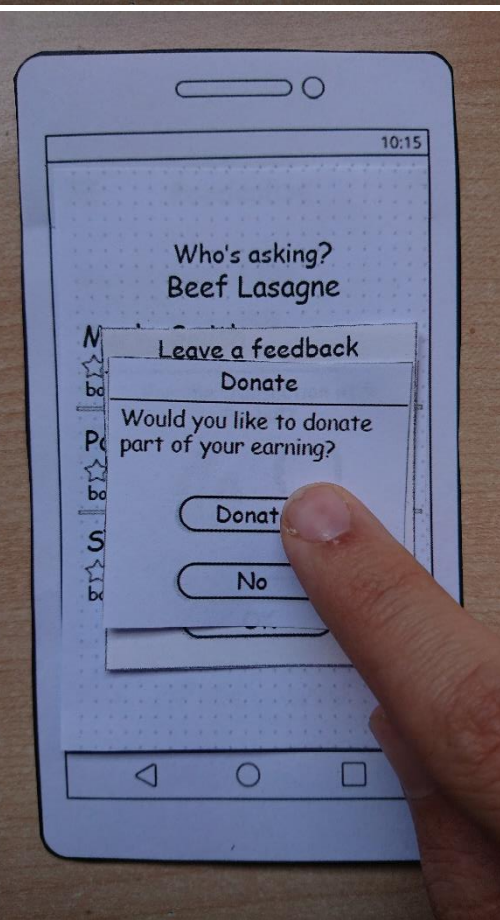
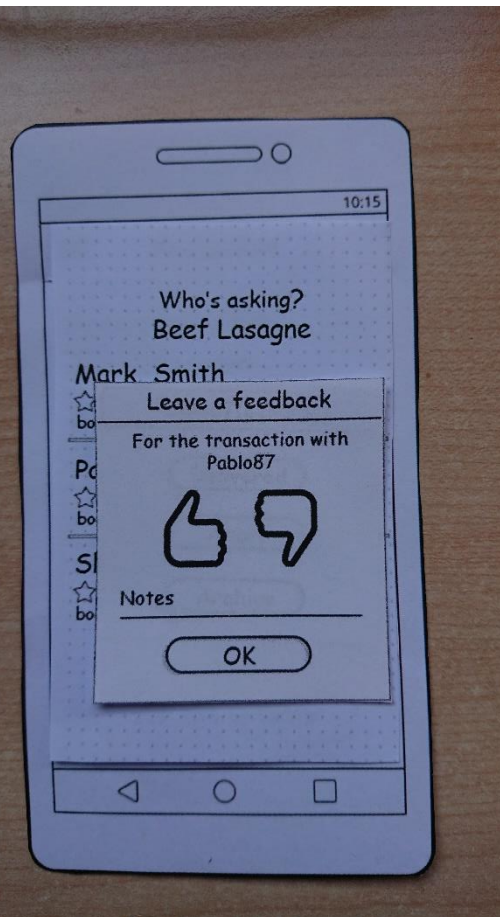
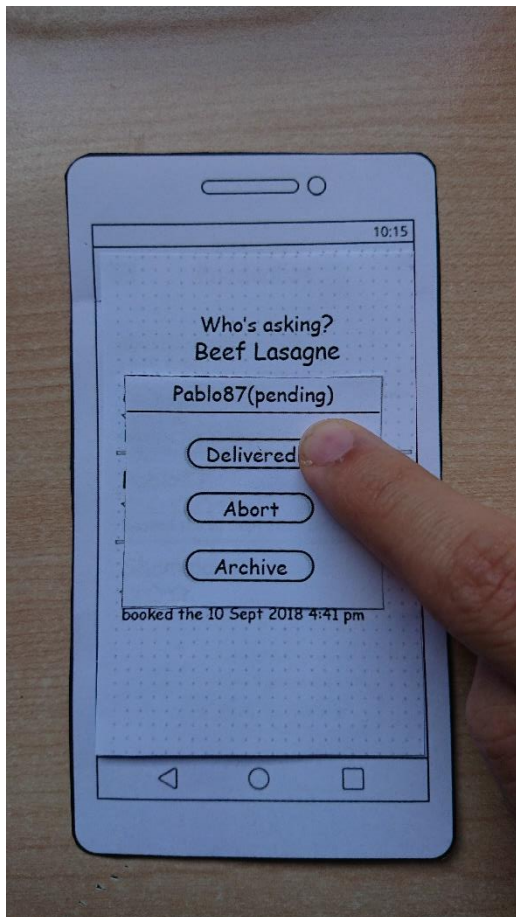


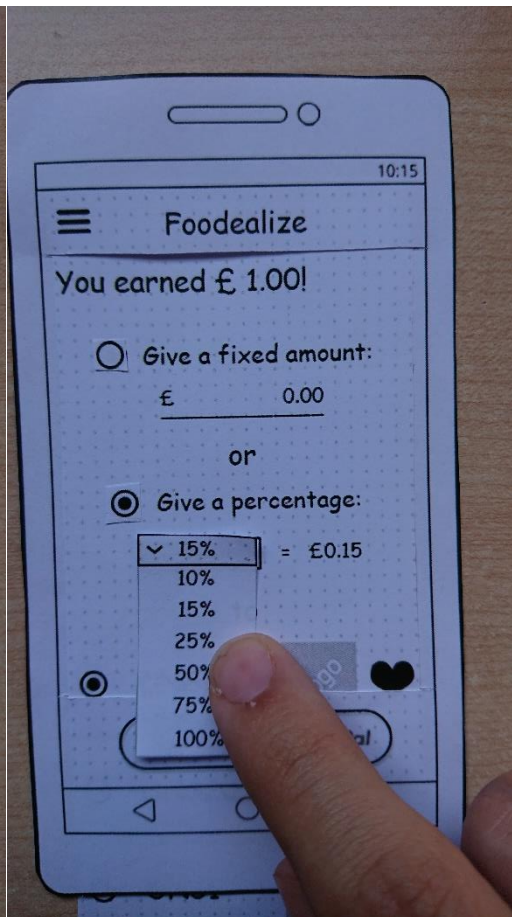
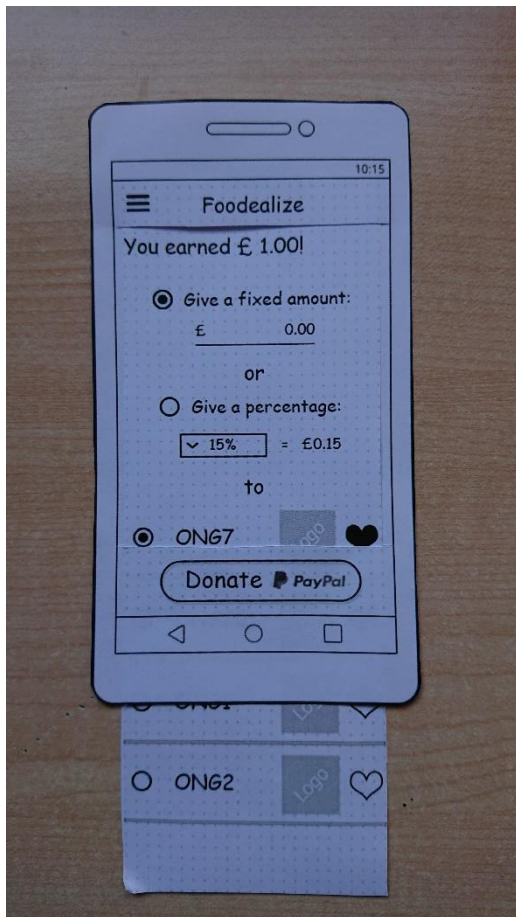


PAPER MATERIAL SUPPORT FOR TASK 3 “Devolve earnings”









USER TEST PLAN

USER TEST PLAN - OVERVIEW

high-level goals

The purposes of this test plan are the following

- Being sure that the disposition of the elements in the layouts of each screen is adequate to the pursuing of the main functions of the system.
- Checking the quality of the flow of the usability of the interface for what concerns the cause-effect transitions, making sure that the tester is well aware of the steps he did until that moment and what he/she needs to do to accomplish a particular task.
- Getting knowledge about how an average user would recover from errors searching for a more adequate solution.
- Getting an overall feedback about the intuitiveness and pleasantness of the structure of the interface.
- Getting an overall feedback about the functionality of the app, collecting at the same time proposal of improvements by adding/removing certain behaviours from the system.

recruiting criteria

The system will make it possible the meeting of two types of people: the “providers” and the “requesters”. The providers are the ones who can give and share leftovers on the common platform from where the requesters can get them. Considering also the possibility of these two entities to act like the other one, the target audience can be very broad:

- Age: 16-80
- Level of instruction: any
- Gender: any
- Salary/incomes: probably low for the requesters

Having this big range of selection will make it easier to find testers for the system.

The strategy will imply asking a possibility of interviewing to the owners / employees of grocery shops, soup kitchens and catering services as well as the average person of the neighbourhood.

components of the test

Milestones

- Being able to retrieve and understand information about the available offers
- Being able to complete the posting of an offer by filling the proper fields
- Understanding the diverse ways to donate earnings to a charity opera
- Being able to follow the flow of the overall process of meals exchange (finding->requesting->getting->posting/sharing->giving)

Hardware

- 1x SONY Xperia XZ Premium
- 1x tripod for mobile phones
- pens
- paper

Environment details

The environments in which the interviews will take part are preferably in a familiar place to the respondent. These places must be tranquil enough to permit both concentration for the interviewed and audio clearness for the recording, moreover a good source of light will be essential to make possible a comfortable reading of the features on the “screen-paper”.

In case of impossibility to find a proper place for a certain interview, other options will be taken into account, like renting a room for audio recording.

Team composition

All the phases of testing (warming-up, introduction, core task execution, post-test questionnaire) will be carried out by one person.

Entry and Exit Criteria

The interviewer will be asked to start the interview when he feels ready, soon after the warm-up.

According to the “Consent form” and to the introduction phase, the respondent will be able to quit the interview any time he/she prefers. In case of early quit, the work done till that moment will not be considered in the report.

The core interview will be considered terminated when the last task will be completed, then “post-test” questions will follow.

Suspension and Resumption Criteria

The respondent is completely free to pause the interview any time he wants, in that case, the interview can ask the respondent the motivation behind the stop (if opportune).

Tracking tools

- Video recording using the smartphone for offline deep analysis
- Logging sheet

CONSENT FORM (UNSIGNED)

Consent Form

I agree to participate in the study "Foodealize milestone 3 - test" being conducted as part of the edX course "UX 509x: Milestone 3: Initial Prototype, User Test Plans".

I consent to the recording of this test. This recording will be used for research and product improvements only.

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the sessions with the study administrator.

Please, sign below to indicate that you have read, and you understand the information on this form and that any questions you might have about the session have been answered.

Date: _____

Full name: _____

Signature: _____

Thank you!

We appreciated your participation.

LOGGING SHEET

User Test Logging Sheet

Test Name:

Logger:

Participant ID:

Date:

Task Number:

Task Success:

Clock Time	Event Code	Notes
	TASK START	Be sure to log start time for syncing later

USER TEST SCRIPT

TASK 1

It's the 12th September morning in Baker Street 41, London, where you work in your bar. Only now you notice that there are some fine gluten-free Tuna hamburgers that no one touched from the day before. Since you feel guilty for throwing them in the trash, you have the idea to try selling these on Foodealize

- You think posting it with a photo is a good idea
- You want to sell three of them for £ 1.60 each
- By experience you know that the highest possibility to start selling a hamburger is from 11:00 am
- At the same time, you don't think to keep the hamburgers over the 8:00 pm since this will not keep their quality high.
- Describe it as made of high-quality ingredients to have more chances to find a requester.

TASK 2

You are scheduling your next evening party at home, you've heard from your friend Carl that marshmallows are a nice product to share with other people.

- Search for marshmallows and access the detail of the product
- book 2 bottles of marshmallows

TASK 3

You post on Foodealize that Beef Lasagne your mother continues to buy you, although she never remembers that you don't like it at all.

The application, then, notifies you that more than one person have shown interest in your offer

- Accept the request for the product Beef Lasagne done by the user Pablo87
- Accept confirmation and give a positive feedback
- Choose to devolve 50% of money using PayPal to the ONG2, after putting it in your favourites

POST-TEST QUESTIONNAIRE

Post-test questionnaire

Answer the following questions based on the scale of 1 -5 where 1 is strongly disagree and 5 is strongly agree

1. I think that I would like to use this system frequently

1 2 3 4 5

2. I found the system unnecessarily complex

1 2 3 4 5

3. I thought the system was easy to use

1 2 3 4 5

4. I think that I would need the support of a technical person to be able to use this system

1 2 3 4 5

5. I found the various functions in this system were well integrated

1 2 3 4 5

6. I thought there was too much inconsistency in this system

1 2 3 4 5

7. I would imagine that most people would learn to use this system very quickly

1 2 3 4 5

8. I found the system very cumbersome to use

1 2 3 4 5

9. I felt confident using the system

1 2 3 4 5

10. I needed to learn a lot of things before I could get going with this system.

1 2 3 4 5

APPENDIX

PROJECT BRIEF

In a world afflicted by famine, poverty and inefficiencies, half of the total available food [1] is (especially in the western world) wasted due to a thought totally conformed to aesthetic standards before of quality (for what concerns the buyers), and to economic pressures on the market (for what concerns the goods exchange and globalisation). This can lead to catastrophic consequences on the social (scuffles), environmental (land consumption, water shortage) and, in the end, on geopolitical equilibrium.

The main question is: can a software improve the quality and quantity of food consumption in a modern social way?

The system is called “Foodealize”, resembling the union of the words “Food” and “Realize” or “Idealize” (letting the users imaging which fits more to them).

Foodealize is a platform born by taking into account all the issues arisen by the users that are concerned about the lack of long-term vision about food redistribution over the population; in particular, wants to provide its users a useful set of tools that can help them to accomplish their needs of eating (if they act as “consumers”) and their need to share (whether they act as “producers”), keeping always an eye to the possibility to make business.

As this system will run under the form of mobile application, it will give to the users the possibility to get the advantage of the built-in device sensors (like GPS), as well as the connectivity capabilities that pervade our lives in the last decade.

Last but not least, a robust centralized infrastructure will be “behind the scenes” to guarantee a proper service to the users: in fact, a client-server architecture is the only one that can provide the data durability and the coordination of the activities between the application installed on multiple devices.

REFERENCES

- [1] <https://www.theguardian.com/environment/2013/jan/10/half-world-food-waste>