

Food Saver App

Komal Mathur Gupta

Project overview



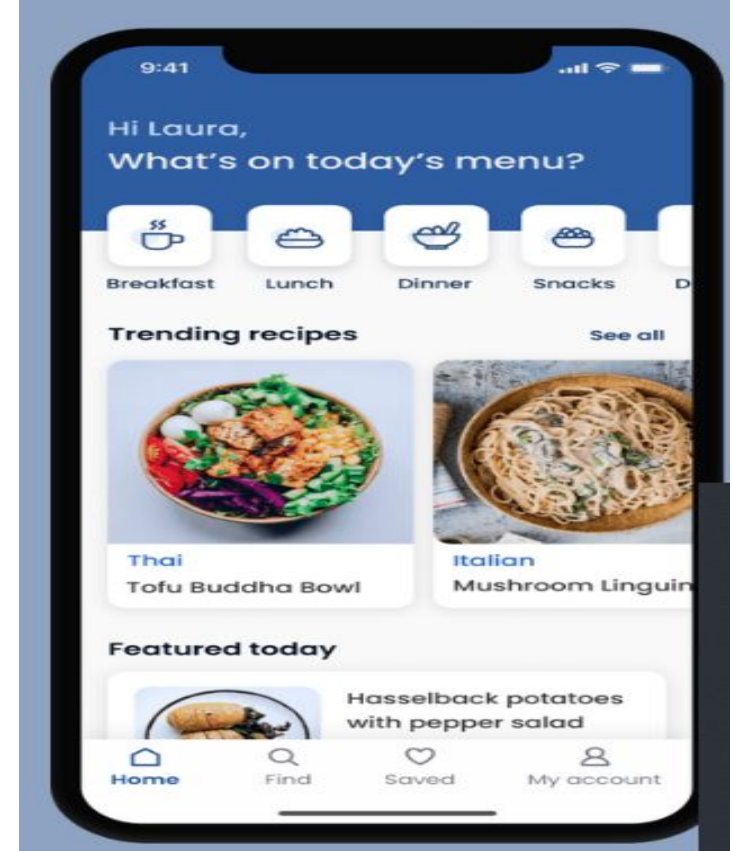
The product:

IFood 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:

April 2022- June 2022



Project overview



The problem:

How might we help users quickly and easily find recipes based on their dietary requirements, personal tastes and choices in order to remove the difficulty of deciding what to cook.



The goal:

Create a basic MVP app, enabling users to find recipes based on dietary needs and remove the difficulty in finding recipes containing ingredients they already have.

Project overview



My role:

UX Designer (Research, Visual Design, Interaction Design, Usability Testing)



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



Foo saver allows users to discover, search and filter recipes by a range of different criteria, dependent on the users' unique dietary tastes and needs.

This solution gives users complete control and flexibility when trying to find suitable recipes, making the entire recipe-finding experience much more enjoyable and effortless for a wide range of users.

Persona 1: Frank

Problem statement:

Frank has a very active lifestyle and enjoys keeping fit. He doesn't have a lot of time to spend cooking, so he likes to meal prep and plan his week. Frank would love to find recipes based on his fitness goals and dietary requirements, that also suit his busy schedule.



Franka

Age: 26
Education: B:E
Hometown: Leeds
Family: Single
Occupation: Mechanical Engineer

"I enjoy finding new recipes although my healthy lifestyle dictates what I can & can't eat"

Goals

- Find recipes that match his requirements and fitness goals.
- Fit cooking in his busy lifestyle.
- Reduce unhealthy food in her diet.

Frustrations

- Inability to find recipes based on specific criteria.
- Lots of apps & websites but not all good and hard to find recipes and from where to begin with.

Franka is a young professional and lives in Leeds. She graduated 3 years ago with a degree in Engineering. She enjoys cooking, playing sport and spending time with his family.

She doesn't have a lot of time to spend cooking, so she likes to meal prep and plan his week. Franka would love to find recipes based on her fitness goals and dietary requirements, that also suit her busy schedule.

Persona 2: **Bethany**

Problem statement:

Bethany is a student, who is always on the go. Her fussy appetite means her meal options are quite limited. Her mission is to have a healthy diet that matches her low budget. She would love to easily find healthy recipes with her usual groceries.



Bethany

Age: 21
Education: Nursing
Hometown: Bristol
Family: Single
Occupation: Student

"I don't use apps to try new food. I use them to find the recipes that match my diet plan"

Goals

- Maintaining a healthy diet.
- Cooking healthy meals on a budget with limited options available.

Frustrations

- See recipe apps as only being useful for people with lots of ingredients.
- Inability to find recipes based on limited shopping list & diet.

Bethany is a student at University of Bristol in the second year. She is a quiet fussy eater and not at all adventurous when it comes to cooking for herself. She is busy with her studies, however she tries to maintain a healthy diet on lower budget.

Competitive audit

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

The responses from our survey showed that, although people had no trouble creating meals with limited ingredients, they were interested in an app to find recipes utilizing their ingredients.

UX (what needs work, okay, good, or outstanding)						
Interaction				Visual design	Content	
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
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	Outstanding <ul style="list-style-type: none"> Conveys information clearly Descriptions are succinct and to-the-point
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	Okay <ul style="list-style-type: none"> Descriptions are succinct and to-the-point Information is not always easy to understand
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 "off" - Works with brand identity	Good <ul style="list-style-type: none"> Conveys information clearly Overly descriptive at times

Ideation

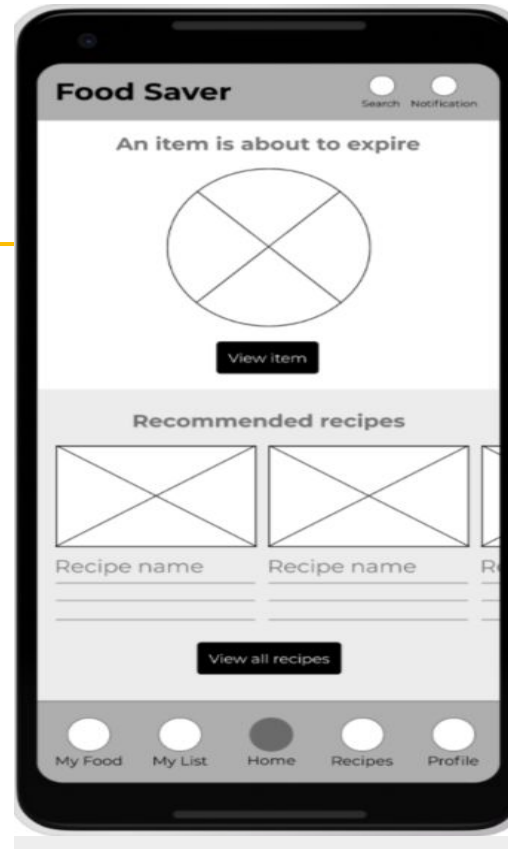
Taking my research findings into consideration, I began sketching ideas on paper to generate ideas quickly. This allowed me to easily visualise concepts in response to the user insights obtained earlier, prior to producing low-fidelity digital wireframes.

<p>① What I have:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><input type="button" value="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 type="radio"/></p> <p>How much is left?</p> <p>_____ <input 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



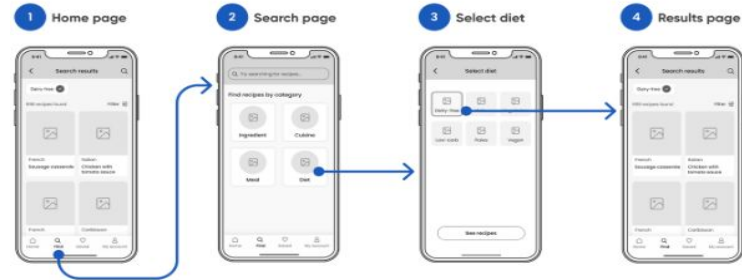
Easy access to app features from global navigation

Low-fidelity prototype

Taking my research findings into consideration, I began sketching ideas on paper to generate ideas quickly. This allowed me to easily visualise concepts in response to the user insights obtained earlier, prior to producing low-fidelity digital wireframes.

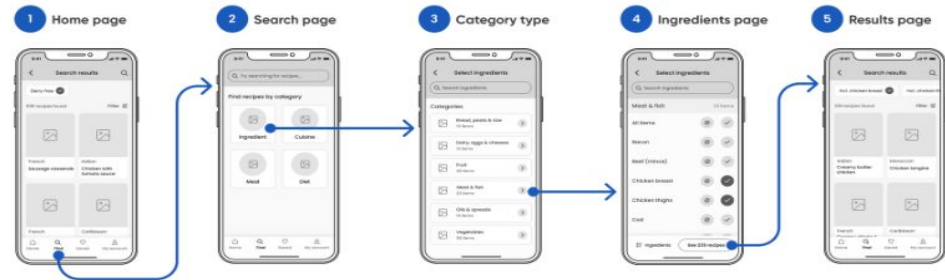
Wireflow

User A goes through the app to find dairy-free recipes



Wireflow

User B goes through the app to find recipes containing chicken



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Finalnd, 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

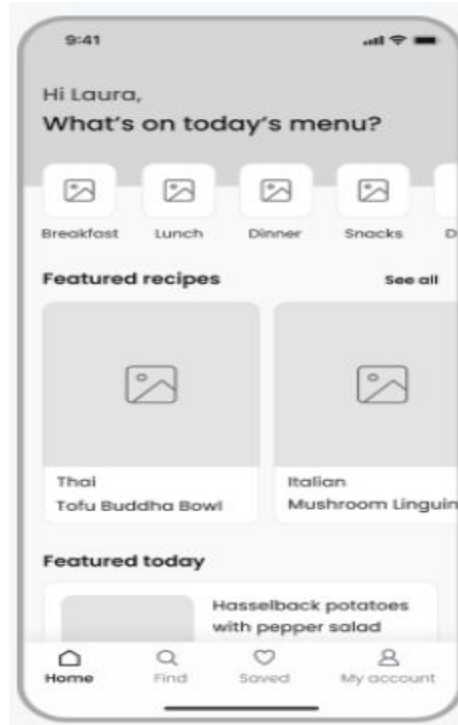
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

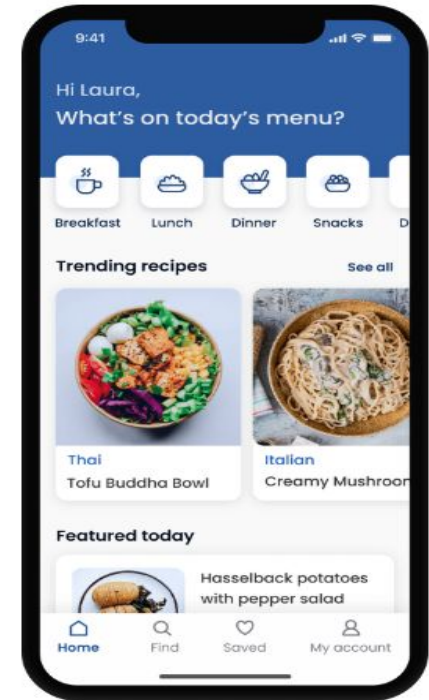
Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to browse recipes & and access popular search options easily.

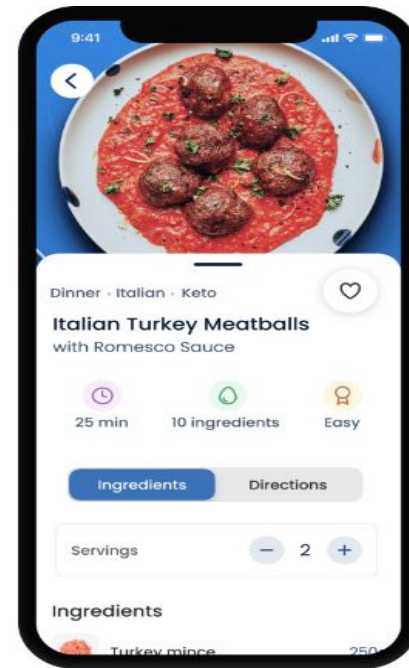
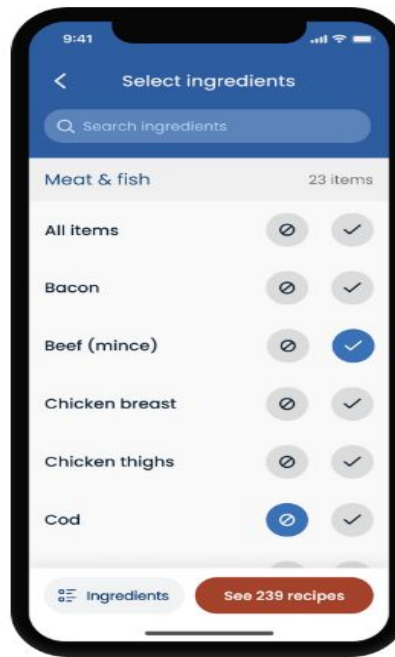
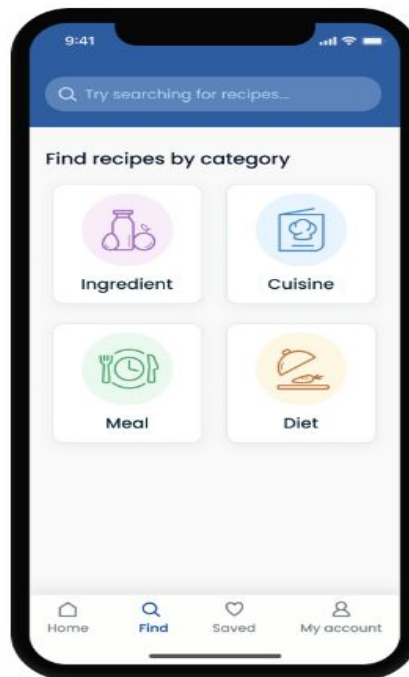
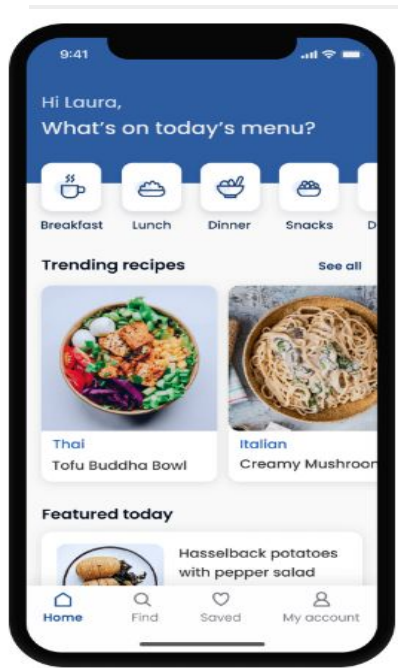
Before usability study



After usability study



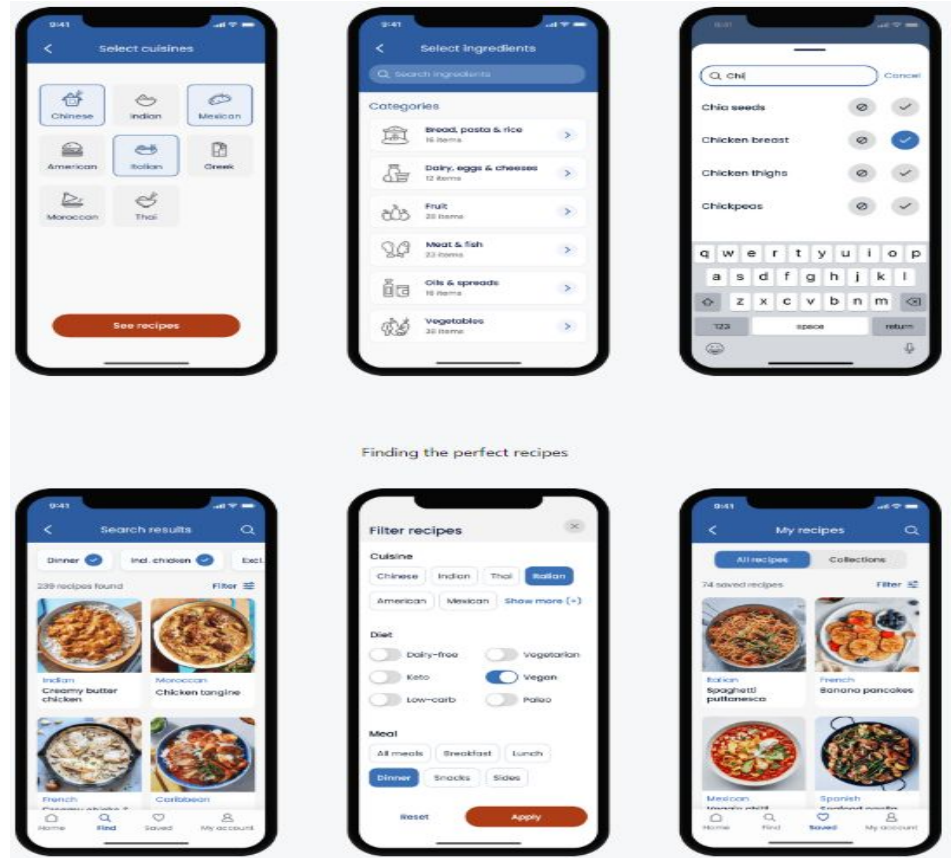
Mockups



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..

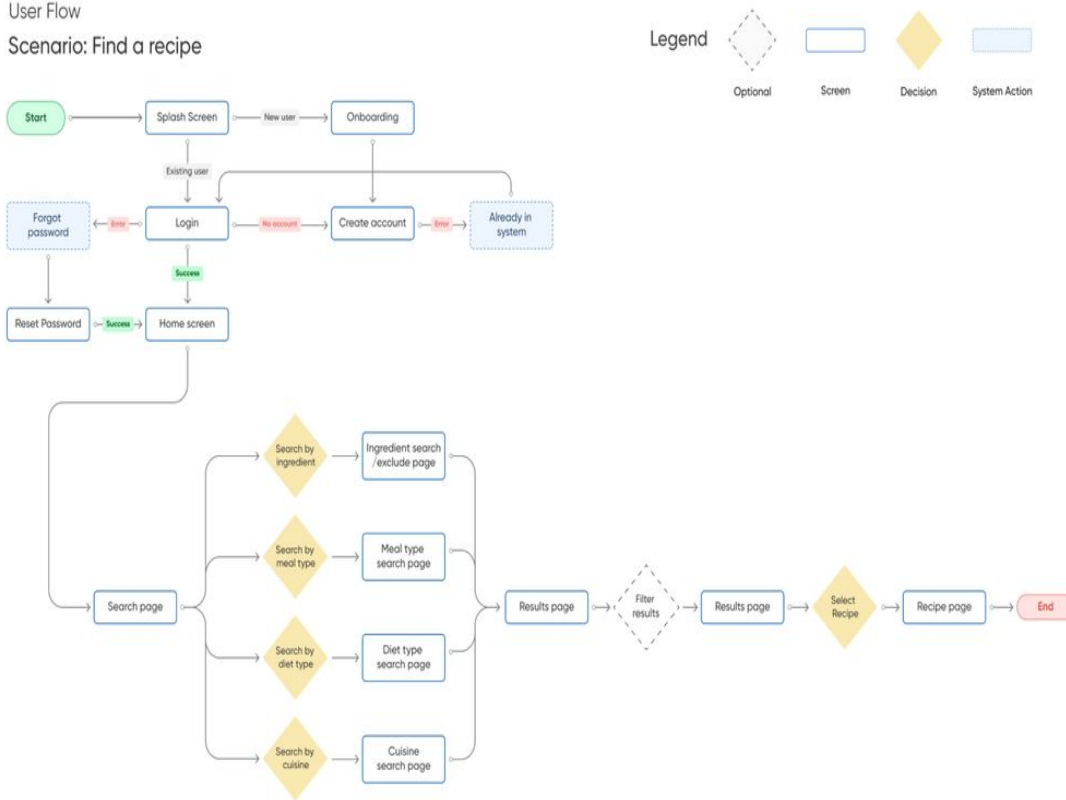
Responsive Design

- 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.

User Flow
Scenario: Find a recipe



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.

Images of each
screen size
variation

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!

Email: user@gmail.com