



seedbox

Design Folio

Sustainable Food for Student



Kristy Leung

Logo



Alternative



Logo



The logo was updated by increasing the stroke of the two “e”s after receiving feedbacks.

Dark green is used for the logo. It is used to express the natural and sustainability. It also represents green vegetables.

The two “e”s represent seed, which linked to the aim of the app- “plant a sustainable seed to our planet”.

The logo is inspired by the seed symbol. Then, I found out the two “e”s can form the seed symbol. Then, after adjusting the position of the “e”s, it is how the logo looks now.

User Needs

User research

- 22 university students were interviewed

From interview findings:
Busy academic schedule → Most of the students prioritise price and time when they shop for groceries.

Conclusion:

The app has to provide convenient, fast and affordable sustainable ingredients and food recipe for the university students.



Main Themes

- Inadequate promotion of sustainable food
- Price is the most concerned value choosing their food
- Lack of information on the production of food
- Limited time for cooking and shopping
- Irregular diets due to busy schedule
- Students need continuous motivation
- Students are aware of the effects of sustainable food brought to the environment



Justin



ABOUT

Justin is a first year Engineering student. He is very busy as he has many coursework to work on. He does not have much time to prepare his meals. Usually, he just gets ready meals or grab whatever there is in the fridge to cook with after university. Recently, his friends suggested him changing to a healthier eating habit. He is now trying to find an app for quick, convenient sustainable food recipes.

BEHAVIORS

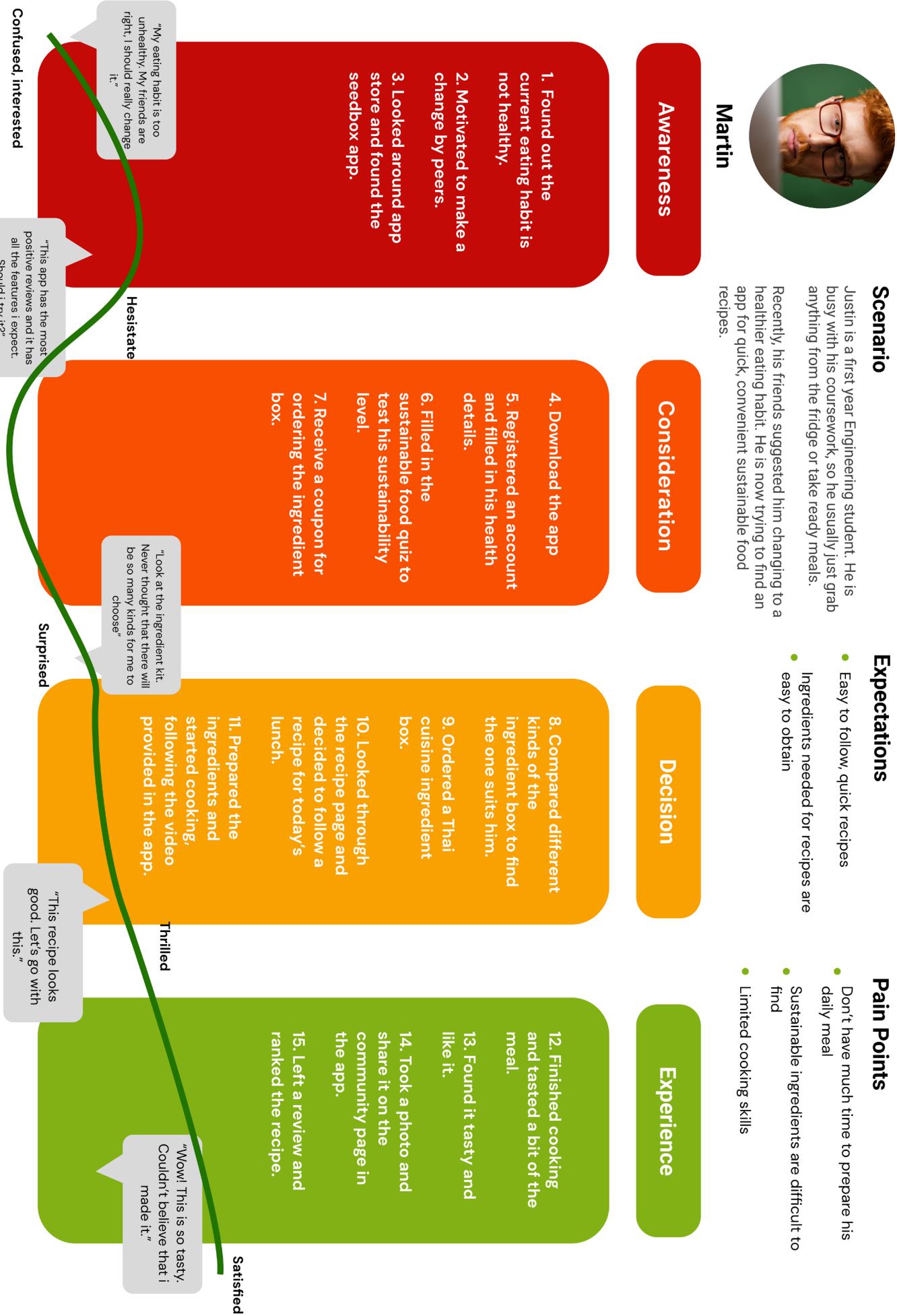
- Don't have much time for his meals due to busy academic schedule
- Eat whatever available in his fridge
- Seldom shop for groceries and always just buy ready meals or take whatever it is in the fridge
- Wants meals that does not take too long to prepare and not too complicated
- Meals includes ingredients that are easy to find
- Doesn't have to shop for grocery

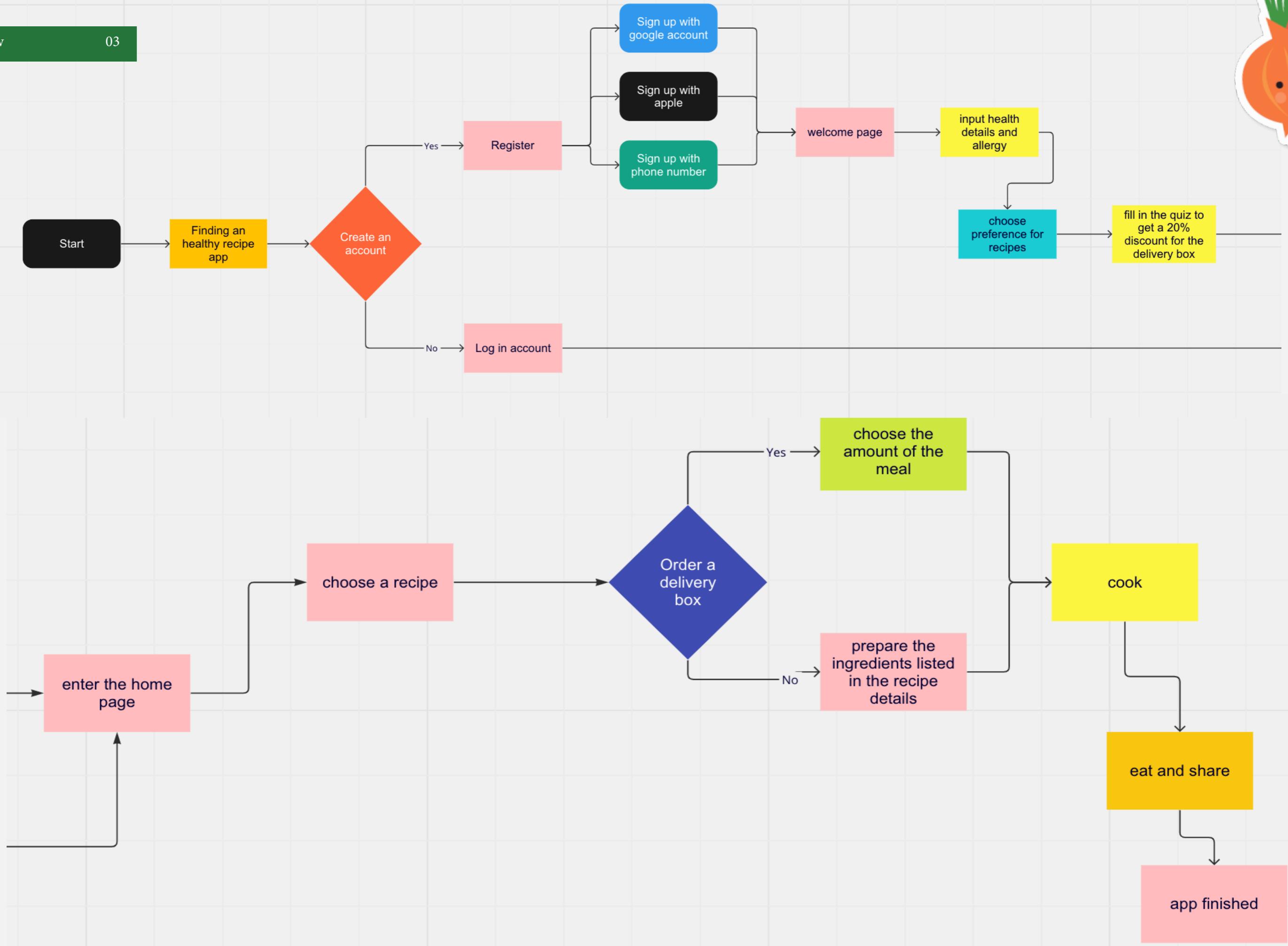
EXPECTATIONS

	PAIN POINTS	MOTIVATIONS
Status	Single	Knowing that there are convenient and quick healthy recipes
Location	Bristol	Knowing that he can order the ingredient online
IMPATIENT		Motivated by recipes that he can easily follow
PERSISTENT		
DECISIVE		
LOGICAL		



Martin





Design Ideas

This is the colour palette and the font type used in this project.

This colour palette is often used in organic and health food product. They are mainly the colours found in healthy and sustainable food.

Dark green (#217400) is used to give the natural and sustainability.

Green (#82b115) is used to express growth, rebirth, a new change.

Yellow (#ffbc40) is used to express enthusiasm and excitement for a change. It also acts as a contrast with the green colour.

Orange (#f85000) is used to express positivity for a new chapter and to catch users' attention. It is also a contrast of green.

Red (#c40a06) is used to express passion and get users motivated.

Colour palette



#217400

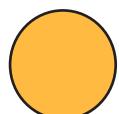
Font

Poppins Regular

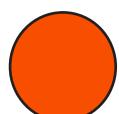


#82b115

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()?,.

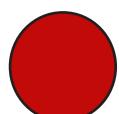


#ffbc40



#f85000

Poppins Bold



#c40a06

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()?,.

Design Requirements



1. Prompt sustainable food



2. Provide variety of recipes for users to choose



3. Font size of the app should be adjustable



4. Motivation to maintain sustainable eating habit



5. Cost effective-- users prioritise price



6. Convenience and quick

Wireframes

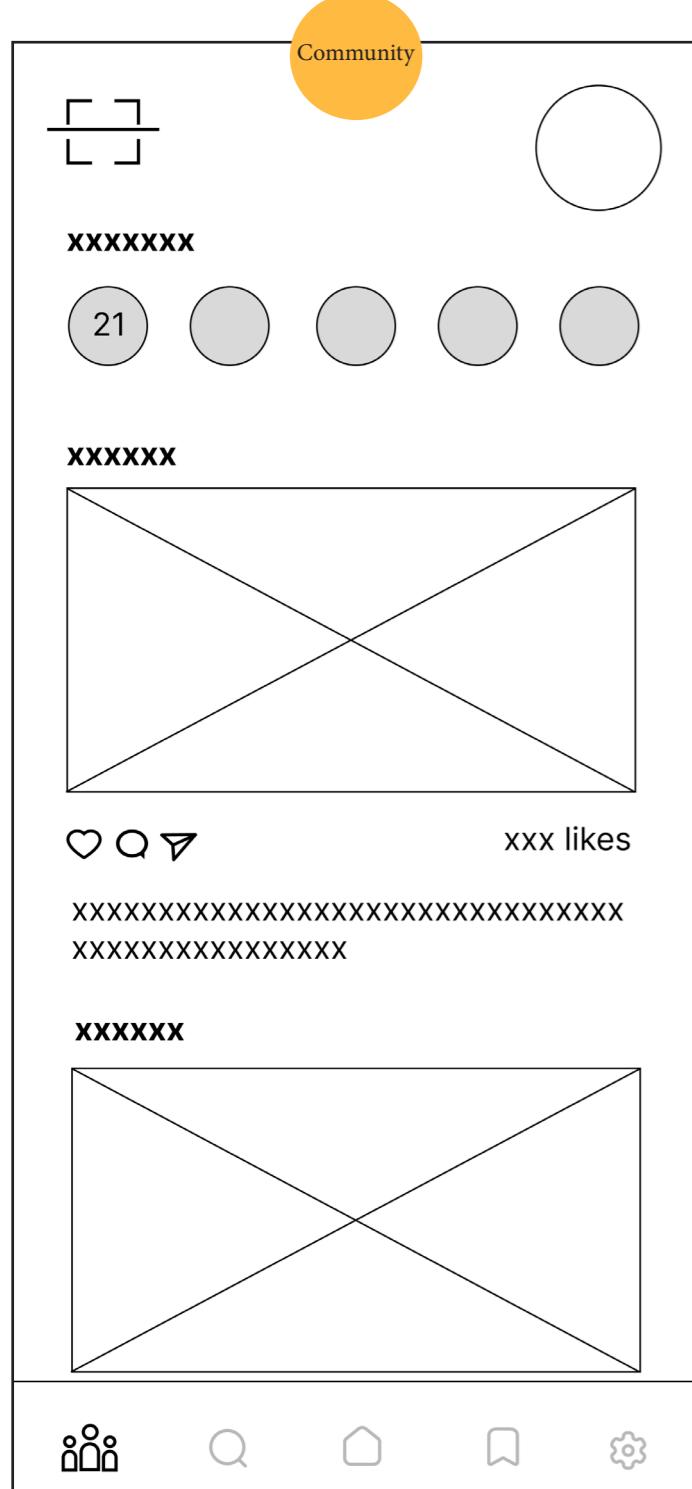


Fig 1 Community page of seedbox

Above is the Lo-fi wireframes of the community page of the artefект. The community page allows users to interact with other users. Also, the circles with a number on it are for users to post a story and check in everyday. This is to motivate users to maintain their sustainable eating habits.

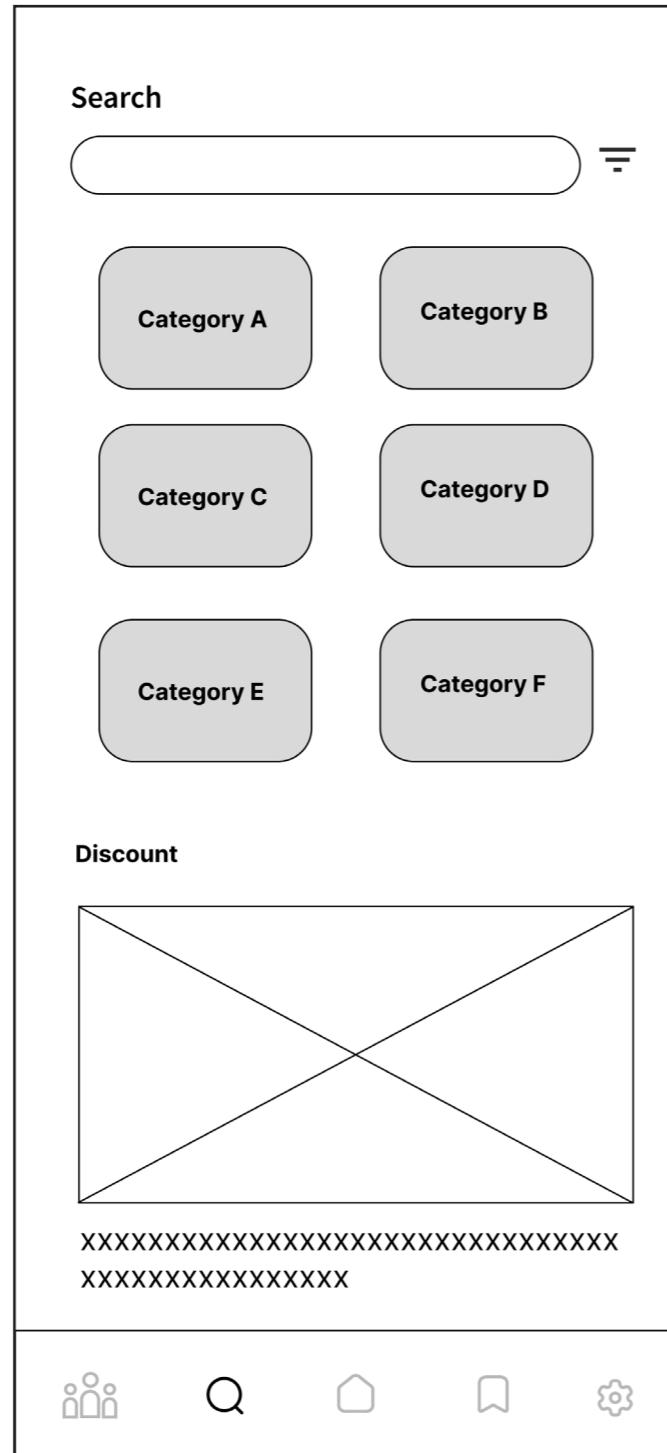


Fig 2 Search page of seedbox

This is the search page of seedbox. Users can search for the ingredient kits,

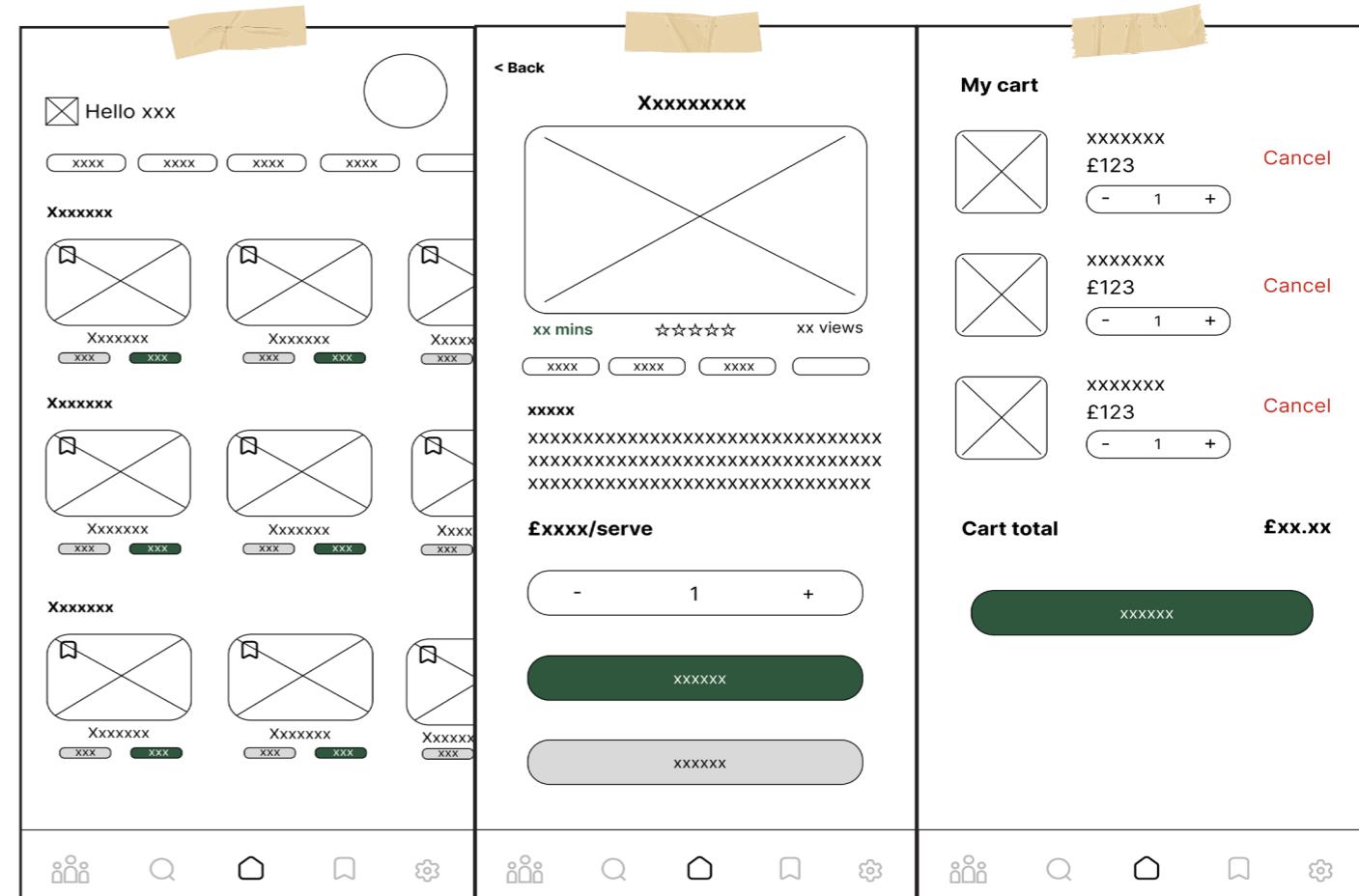


Fig 3 Home page of seedbox

Fig 4 Recipe page of seedbc

Fig 5 Cart page of seedbox

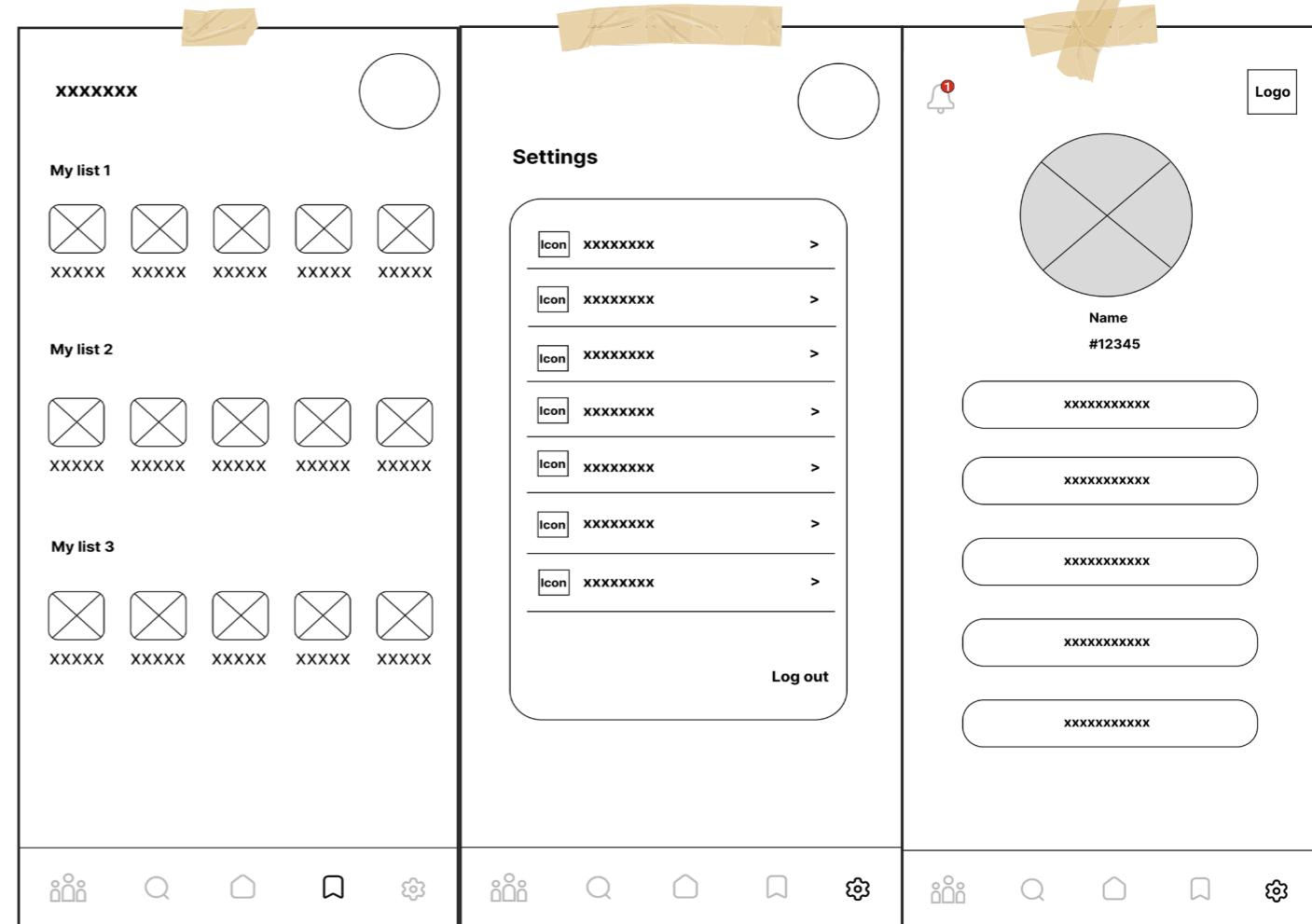
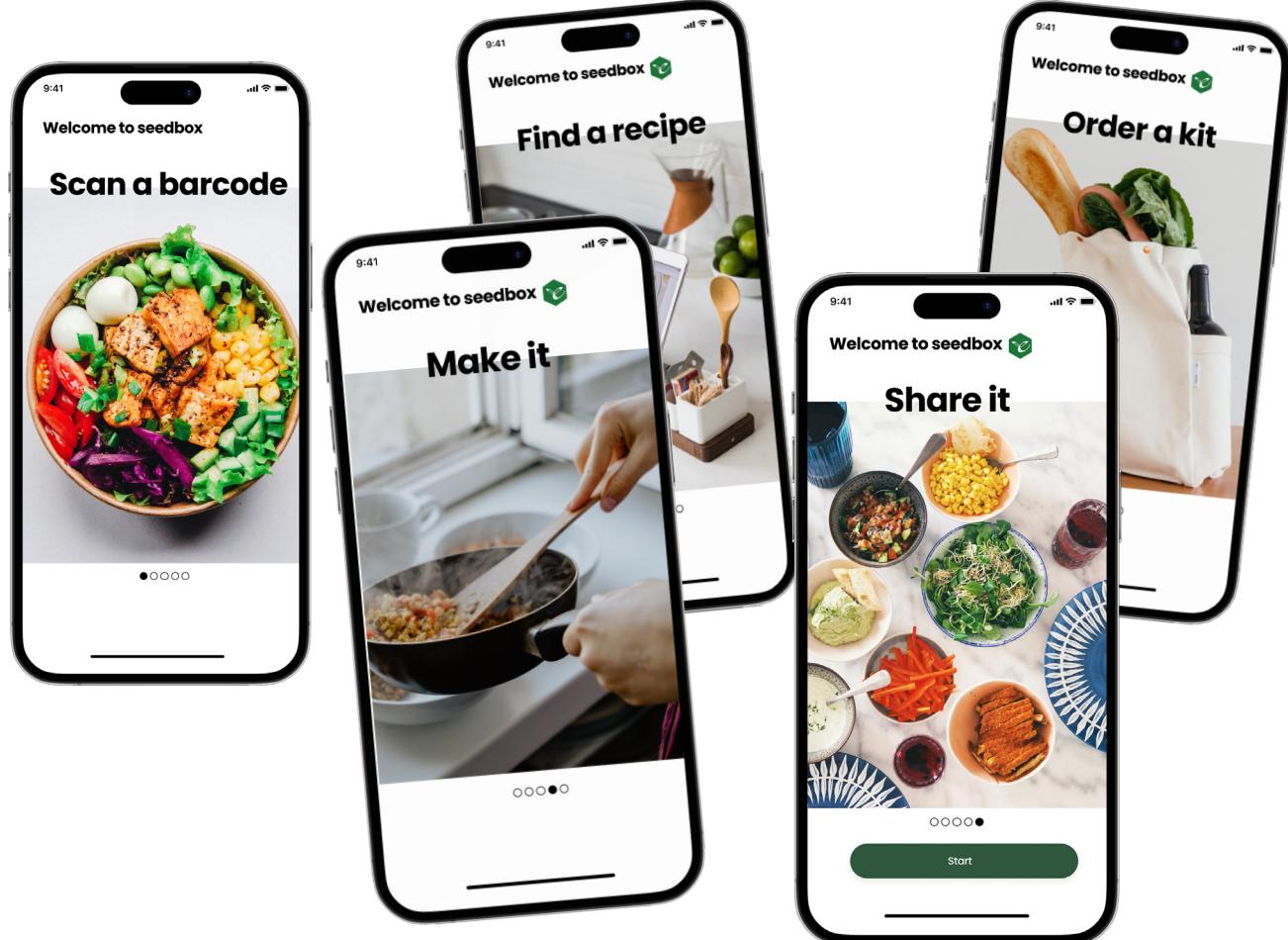


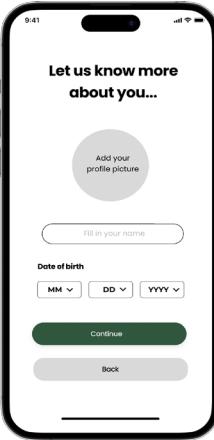
Fig 6 Saved page of seedbox

Fig 7 Settings page of seedbox

Fig 8 Profile page of seedbox

Prototype





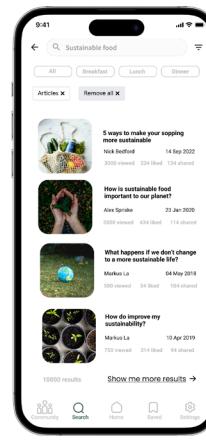
This is where the user set up their profiles.



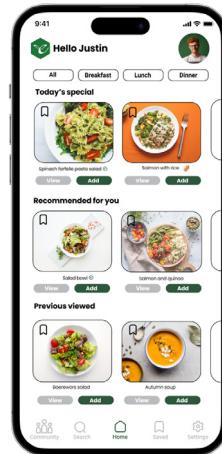
This is the barcode scanner inside the community page. Users can scan the barcode of a product and see the production information of it.



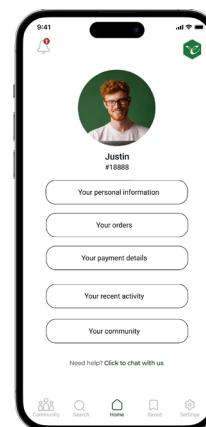
Users can pick their food preference from different kinds of cuisines. The app can suggest ingredient kits and recipes according to their preference. It allows a more customerised experience for users.



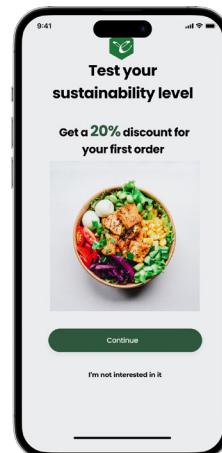
This is the search result page. Users can search for ingredient kits, recipes or even articles about sustainable food. This can help to promote sustainable food and educate users what is sustainable food.



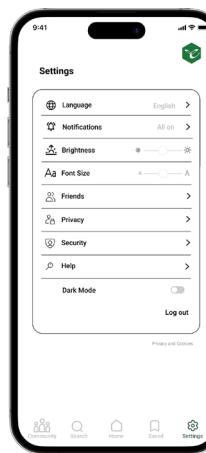
This is the home page of seedbox. Users can choose recipes or order ingredient box from here. They can also click the save button to save the recipes.



Here is the profile page. Users can view their profile and track their orders in this page. Also, at the top left corner, there is an inbox page. Users can view messages from here. The coupon they received will also be sent to here.



This is the page where users can get a 20% discount for their first order by finishing the sustainability quiz. It can encourage users to purchase the ingredient kit.

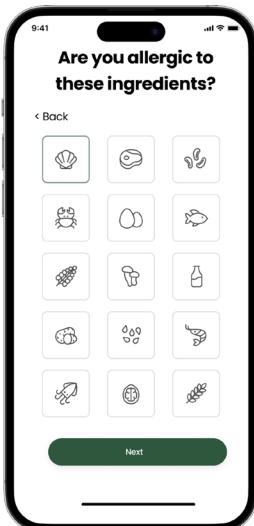


Here is the settings page. As mentioned in design requirements, the font size of the app should be adjusted for visual impaired users. Thus, users can adjust the font size and even the brightness of the app.

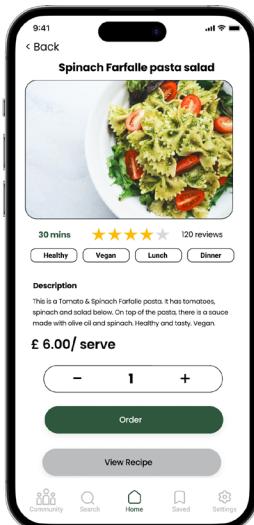
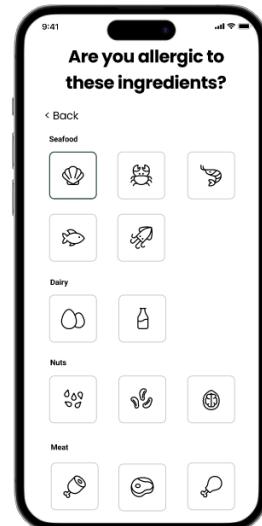
—Updated Prototype—



Search function is added to the saved recipes after receiving feedbacks. It allows users to search for a specific recipe they saved.

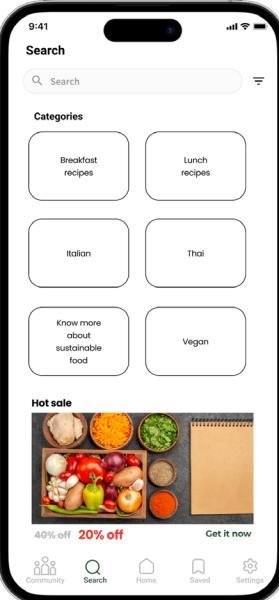


Here is where users pick their allergies. The layout was updated with categories on top of the allergens.



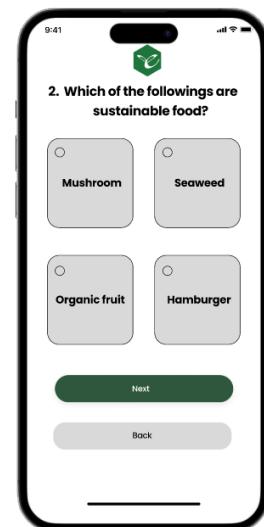
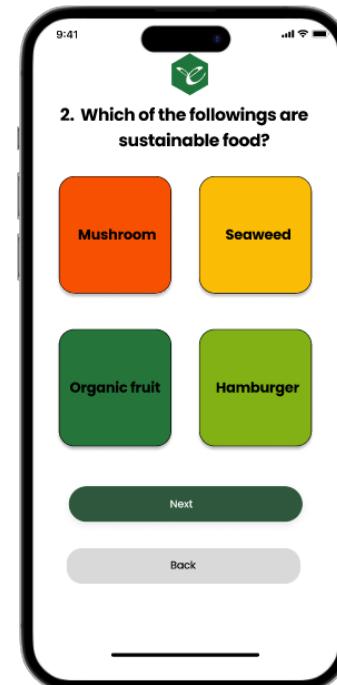
The recipe page was updated to a scollable page to show more information on the same page. The navigation bar is in fixed position.



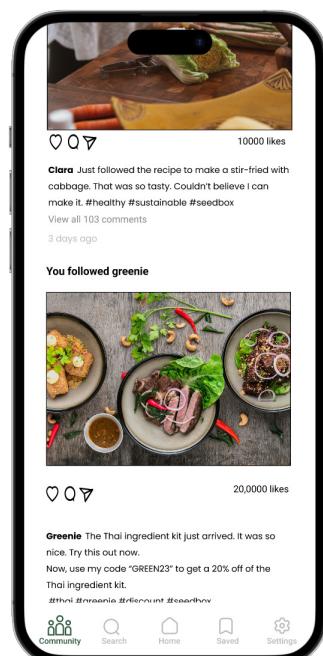


This is the search page. Users can search recipes, ingredient kit or even information about sustainable food. The categories box were updated. Drop shadow was added and the boxes were filled with different colours. This can make the layout more attractive, less clinical.

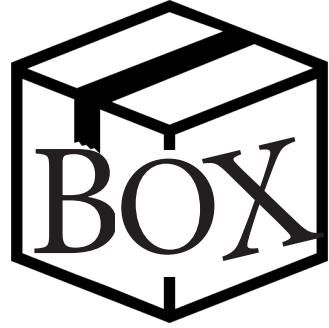
Here is one of the questions in the quiz. Users can receive a 20% discount for their first order by completing the quiz. The boxes of the options were coloured and drop box effects were applied.



This is the community page. Users can view posts from suggestion or the users they followed. They can also post a story of the food they cooked or even the cooking process for daily check in. The page is updated as a scrollable page and the logo is added behind the title.



Ingredient



This is the mockup of the ingredient kit.

The logo of seedbox will appear on the front and on the top which is the tape of the box.

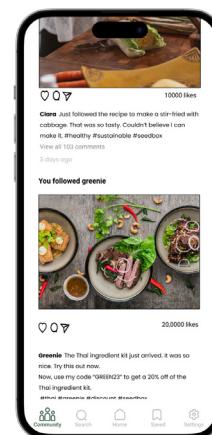
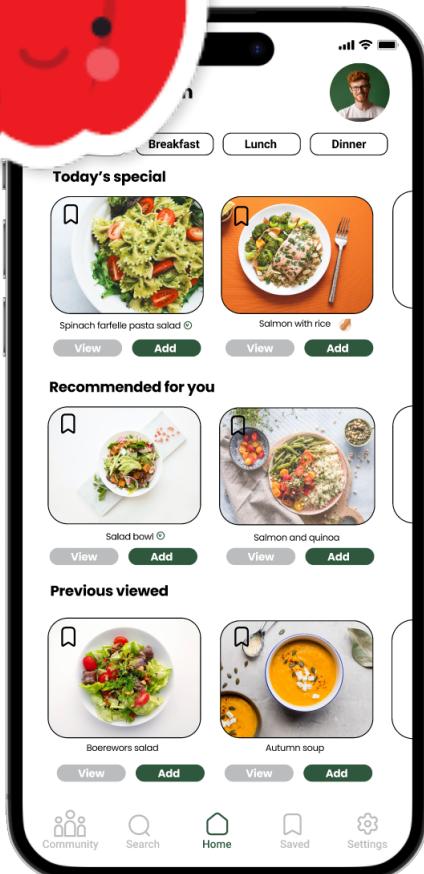
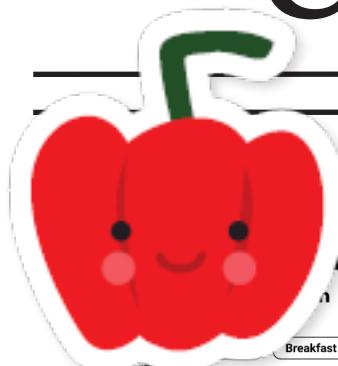
For the side of the box, it will have the nutrition label and the certification label.

Also, manufactured date, expiry date and the instructions are written on it.



This is how it looks like when opened. There will be a card which has the recipe and the procedures on it. It gives users one more option to follow the recipe, other than just going back to the app.

User Testing



User testing is an essential part when and after prototyping. It helps to adjust

The first thing to test is the font size of the texts. According to Apple Developer, the font size of an iOS app should be between 12px to 15px. It may seem too small for the users.

The second thing to test is the layout of the app. The layout may seem too complicated for users to use. Thus, testing is needed.

User A

Cousin (20 years old)

The person I tested was within the target user of the seedbox app. He was also one of the interviewee and the person i observed in the early stage.

I asked him to test for the home page as there were so many elements packed in the home page. Feedbacks were received from him that the texts were fine and readable. The buttons are also clear and obvious that he knew what to press.

User B

Father (57 years old)

Another person I tested was my father. Even though he is not the main target of the app, i asked him in order to receive feedbacks whether whole process will be too complicated to use.

I asked him to follow the same path as the persona. The whole process was fine, though sometime he pressed on things that are not really functionable. When he was looking at the video, he said the texts were a bit too small, same for the 'back' button. Thus, i added a function in the settings page that users can adjust the font sizes in the app.

He did mentioned that creating a post was a bit complicated as he did not know where to click, but he managed to post it at the end.