

'SUSTAINABLE FOOD CHOICES FOR STUDENTS'



Your name: Michael James

DEFINE SUSTAINABLE FOOD CHOICES

“Sustainable food is food that is safe and healthy. It’s produced without hazardous pesticides and chemicals, non-essential antibiotics or growth promotion supplements.”

Ackers, K.A. (2022) What Does Food Sustainability Really Mean?. *Ecoandbeyond* [online]. [Accessed 31 December 2022].

MAIN USER ATTITUDES

Unbothered - Participants that eat simple fast and easy meals such as using an air fryer tend to not be too interested regarding sustainable foods

Determined - One participant when asked would you consider eating more sustainably after this interview, their response: “yeah absolutely to find out other people like you are also doing your bit for society makes me more willing to carry on”

Positive - Participants that claimed they were into their fitness shared similar views regarding sustainability and were interested to find out more and would be interested in a sustainable foods app

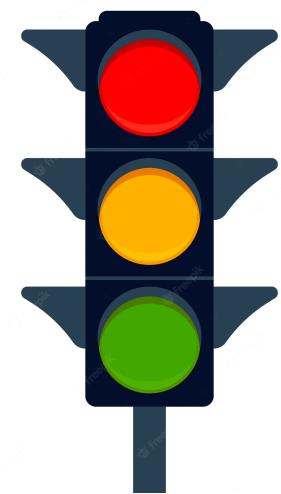
USER NEEDS

Student need/ goal	Your ideas on how to successfully communicate (solutions/ rewards)
Health	A health rating system next to each sustainable foods meal would give healthier students the option helping them reach their health goals.
Encouragement	It is important students are aware of the impact of non sustainable foods on the environment that is likely to make some students look for more sustainable foods but not all of them. Within the app it could include a carbon emission rating maybe showing what damage eating the specific meal DOESN'T do to the environment which could potentially encourage students to carry on eating sustainably.
Taste	The users had specific meals when asked what they eat so there needs to be a large variety of sustainable food that tastes nice which would make students switch from their regular meals. Within the app it could show similar meals that aren't sustainable to help students eat nearer their regular meal but a non sustainable version.
Convience	Convience is a large factor of why students may not eat sustainable as they can be short for time due to their studies. A sustainable foods app that tells you different meals you could make would make it easier for students to decide what to buy from the shops instead of looking out for the fair trade logo to buy.
Efficiency	Similar to the last point students can be short for time depending on the extensiveness of their subject. So the sustainable foods app should combat this by including every important feature to help students decide what foods to buy, how much it will cost them and how healthy really is it.
Cost	When money is tight as a student it is important for the sustainable foods to include a feature of what the expected price is going to be next to each meal making it easy for students to budget and know exactly how much they're spending roughly before spending it.

VISUAL DESIGN IDEAS



sustainable
FOOD



Positive Mind
Good Vibes
Great Life



PITFALLS

'Bad' Design idea	Why would this be mistake?
Too much text	Students have very little time and a shortened attention span so by including a lot of text is likely to throw them off using the app especially if they're already not so interested by it all
Poor layout	Layout needs to be clear and concise so students can find out which foods and sustainable efficiently as possible
Live support	Live support may sound like a good idea at first but within most app live support can slow it down making the application buggy and difficult to use
Unclear icons	To achieve efficiency the user journey needs to be clear and by not understanding the meaning of certain icons can put you on a page you didn't want to go to and know nothing about

MAIN DESIGN RECOMMENDATIONS

Recommendation	Evidence from interview/ observation	Priority (high, mid, low)
Chat forum - where sustainable food lovers can share their experiences	“Yeah absolutely to find out other people like you are also doing your bit for society makes me more willing to carry on”	Mid
Health rating system next to meal - Includes amount of protein carbs etc	“I made the decision to go pescatarian a couple years ago because I'm into my fitness and saw the health benefits. As well as this I'm aware a sustainable pescatarian diet can have up to a 50% lower carbon footprint than a regular meat eating diet”	High
Recommended/example meals	“I assume look it up or read the packaging on the food if there is any”	High
Cost next to recommended/example meals	Short on time and money this design recommendation hits two birds with one stone	Mid
A miniature description of how the recommended meal impacts the environment	“Not entirely but I understand some foods are worse for climate change than others”	Low
Compared/suggested meals - so students can find out the near sustainable version to their non sustainable regular meals	“No I understand my diet isn't great but I find that is easiest for me money wise and time wise around uni work and my part time job”	Mid
Emission rating	“I am vegetarian. I've always understood the importance of reducing the ecological footprint therefore I do my best to do my part by carefully selecting what I eat”	Low