

GARDOPIA GARDENS

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PROBLEM

Frightened college students are fighting to break generational cycles of chronic illness.

SOLUTION

Enhance our website's content and usability to inspire the next generation to embrace principles of good health.

OUR PROCESS



USER RESEARCH
/ UI ANALYSIS



DEFINITION
/ IDEATION



PAPER PROTOTYPING
/ RWD WIREFRAMING



STYLE GUIDE
/ MID-FI PROTOTYPING



RWD UI TESTING
/ FE DEVELOPMENT



HIGH-FI FE PROTOTYPING
/ TESTING

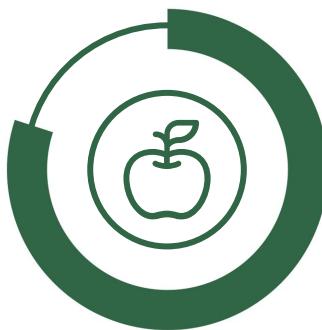
SURVEY ANALYSIS

53%



Ate fast food at least once
on an average week.

80%



Think healthy eating is
important.

80%



Think a sense of community
is important.

COMPETITOR ANALYSIS

OUR DIFFERENCES

- + Calling users to volunteer
- Lack of responsive design
- Poor accessibility

OUR SIMILARITIES

- + Featuring community programs
- + Calling users to donate
- Poor interactivity

Competitor Name	Accessibility	Responsive	Interactivity	Navigation/Site Map
Urban Agriculture	✓	✓	✗	✓
Sustainable SA	✗	✓	✗	✗
Little Victory Garden	✗	✗	✗	✗
Landa Gardens	✓	✓	✓	✓
San Antonio Botanical Gardens	✓	✓	✓	✓
Food Bank	✓	✓	✗	✓

 Direct  Indirect  Present  None

USER INTERVIEWS



"The navigation links are too small to read."



"Signing up to volunteer should be easier."



"The colors on the website are unattractive."



USER PERSONA



Xavier Salazar

21, College Student

📍 San Antonio, TX

Quote

"I wish being healthy was as easy as it is in the video games!"

Biography

Xavier is a shy college student majoring in Data Science. He is busy with his school schedule and rarely has access to healthy food options. Frightened by having found out he's pre-diabetic, and having seen his parents struggle with diabetes, he desperately wants to find a new way of life.

Goals

- Wants more social interaction and friends in college
- To create his own AR video game to keep him active
- Wanting to have a healthy sustainable lifestyle

Pain Points

- Wants more social interaction and friends in college
- To create his own AR video game to keep him active
- Wanting to have a healthy sustainable lifestyle

Priorities

Healthy Lifestyle

A sense of belonging

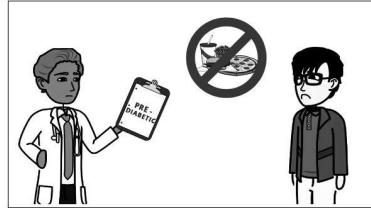
Improving Community

Favorite Brands



STORYBOARD

1. Xavier is terrified of his pre-diabetes



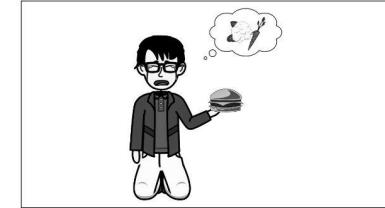
Xavier is a college student who seeks to improve his diet and not follow in his parents footsteps.

2. He rushes alone into dieting



To improve his condition, Xavier shops for healthy groceries to change his lifestyle.

3. Failing to keep his diet devastates him



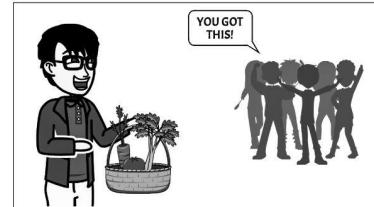
He realizes he needs more motivation and support.

4. Xavier finds hope at Gardopia Gardens



A Google search leads Xavier to the website where he finds events, shopping, and community.

5. He embraces the site and community



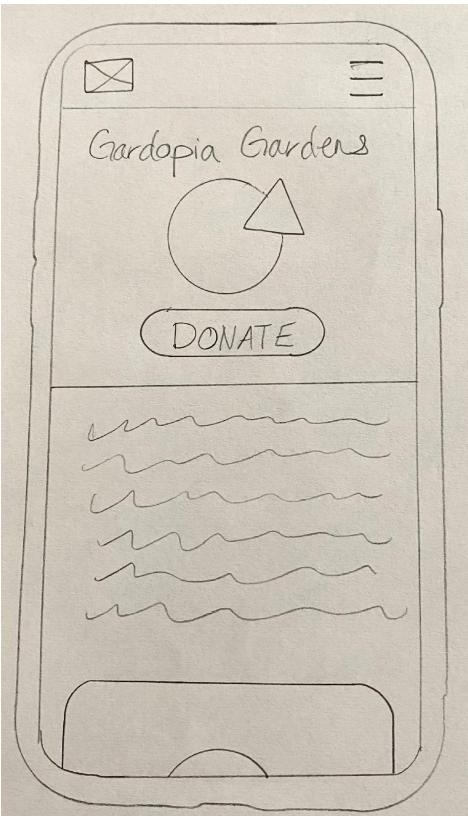
Xavier discovers the power of growing healthy food in a community that encourages him.

6. He harvests better health!



Xavier's latest test results confirm his new lifestyle changes are working.

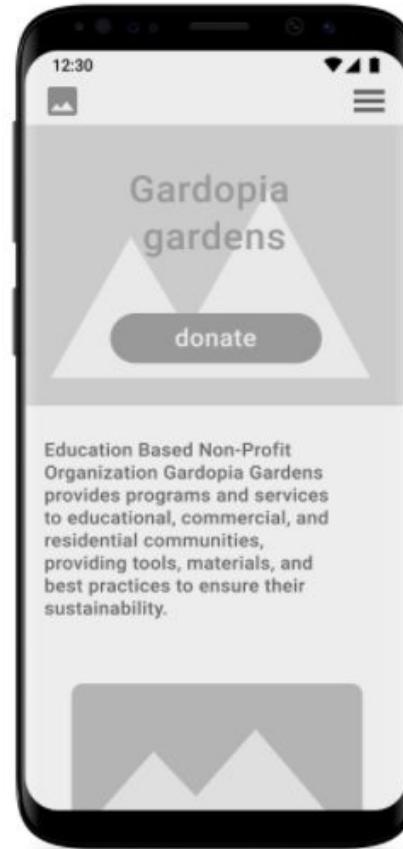
PROTOTYPES



Sketch

Iterations:

- Minimized the content on the homepage, focused on mission/about /events/shop section
- Offered a donate button in Herospace



Low-Fi

Iterations:

- Structured cards for events and shop section
- Redesigned the Hero Space
- Included an about and missions section

USER TESTING PLAN



Objective

To determine if our design meets our goal of attracting users to the site and retaining their engagement.



Tasks

A set of three tasks were given so user could navigate entire site and provide wide feedback.



Questions

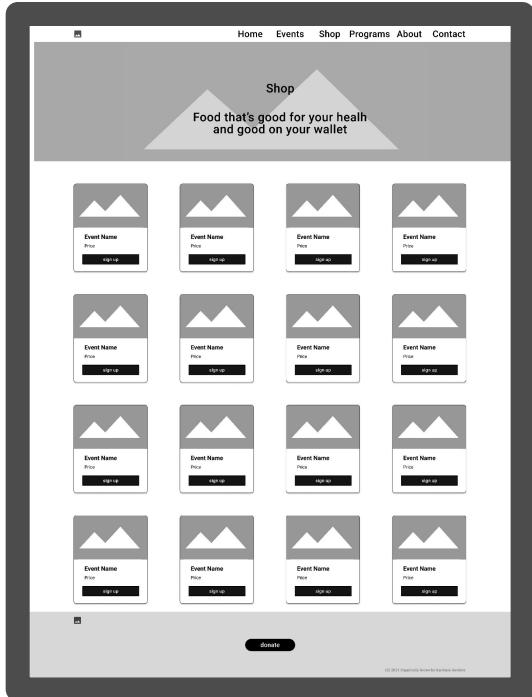
A follow-up to the completed tasks, were asked to understand tester's experience and obtain more data.

USER TESTING NOTES

Low-Fi

User Feedback

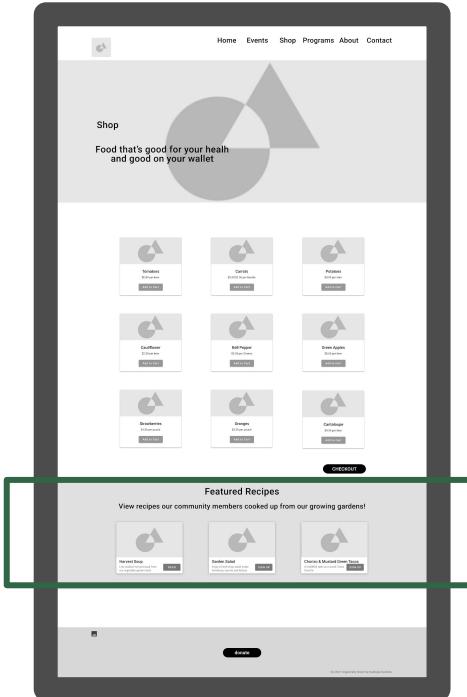
Add recipes section to shopping page.



Mid-Fi

Impact

- User had convenient directions on healthy eating.
- Non-profit had potential revenue increase when users bought additional foods to complete recipes.



PROTOTYPES



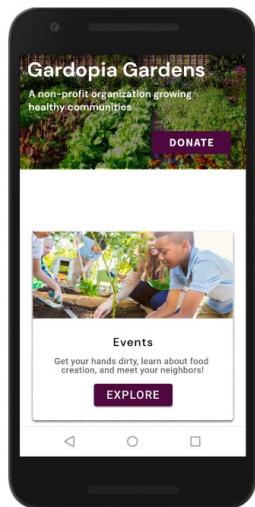
Mid-Fi

Iterations:

- Added a *recipes* section to the Shop page per user testing
- Re-designed the Header
- Edited the nav bar- by including a logo image
- Added Donate button to each page

DESIGN COMPOSITIONS (MOBILE)

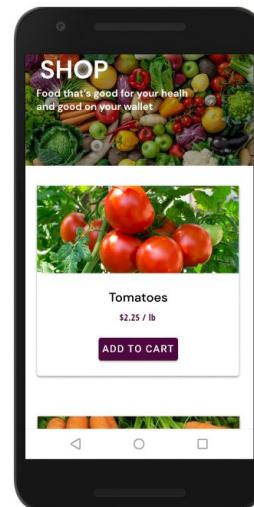
Home
Page



Events
Page



Shop
Page

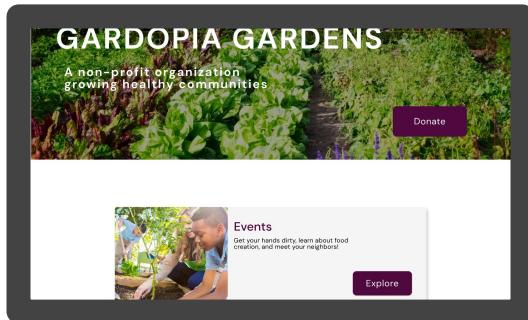


High-Fidelity
Prototype
Iterations:

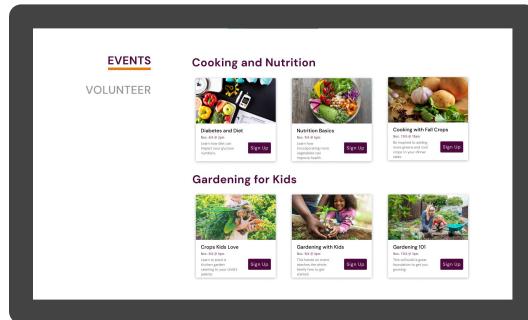
- Configured the sizing of the cards
- Stylized the entire site
- Applied fonts and adjusted the buttons

DESIGN COMPOSITIONS (DESKTOP)

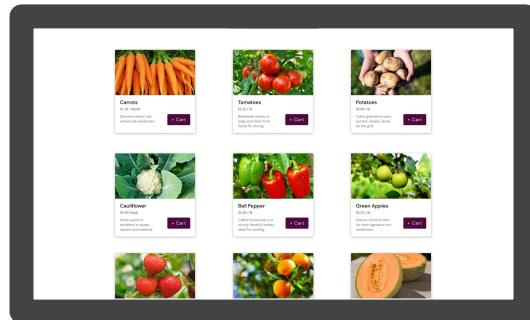
Home Page



Events Page



Shop Page



STYLE TILE

Iteration 1

UI STYLE TILE: Gardopia Gardens

UI STYLE DIRECTION
The main direction of the Gardopia Gardens website is intended to evoke feelings of excitement about gardening and healthy eating, while also being accessible. The colors are bright and vibrant. The text is clean, modern, and yet playful. The buttons are boxed, but rounded at the corners to ease the user.

UI Style Adjectives
Clean Playful Organic
Community Whimsy

TYPOGRAPHY
Our typography needs to be clean, accessible, and reflect the feel of the organization's mission. We chose Open Sans Condensed for body text as it's clean, modern, and readable, and chose Spirax as the heading text because it's legible and has a sense of whimsy, in line with the spirit of the website.

H1 - Headline (DM Sans 36px)
H2 - Subhead (DM Sans 24px)

T1 - Headline (Spirax Reg 36px)
T2 - Subhead (Spirax Reg 24px)

"This Is A How You Would Style A Meaningful Quote"
- Author
(Single Day Reg 18px)

TYPOGRAPHY BODY COPY
(DM Sans Reg 14px)

BRAND LOGO
- LOGO ON WHITE

- LOGO ON DARK


COLOR PALETTE
- BRAND COLORS

- PRIMARY INTERACTION COLOR

- SECONDARY INTERACTION COLOR

- COLOR GRADIENT


ICONOGRAPHY


GRAPHIC PATTERNS


IMAGE SAMPLES


BUTTON STATES
Normal
Hover
Focus

BUTTON STYLES
ACTIVE
Disabled

DATE:

This is a regular test.

Final Iteration

COLOR PALETTE

	PLUM	#45093F
	DARK GREEN	#E77C0C
	SAGE GREEN	#DAE3CD
	STONE GREY	#F5F5F5
	UMBER ORANGE	#45093F

TYPOGRAPHY

H1 **Gardopia Gardens**
H2 **Gardopia Gardens**
B1 **Gardopia Gardens**

Our typography must be clean, accessible, and reflect the feel of the organization's mission. We chose Open Sans Condensed for the body text as it's clean, modern, and readable.

ICONS



BUTTONS

Primary **Secondary** **Hover**

A/B TESTING

The screenshot shows the 'A' design version of the website. At the top, there's a navigation bar with links: Home, Events, Shop, Programs, About, Contact. Below the header is a large banner with the text 'GARDOPIA GARDENS' and 'A non-profit organization growing healthy communities'. A purple 'Donate' button is positioned in the upper right corner of the banner. Below the banner, there are two main sections: 'Events' (with a photo of people working in a garden and a call to action to join their community) and 'Shop' (with a photo of various fruits and vegetables and a call to action to browse). At the bottom, there are three boxes: 'About' (describing the organization's mission to address the growing epidemic of obesity-related disease and environmental health), 'Mission' (explaining their vision of a sustainable society where individuals lead healthy lifestyles through gardening), and 'Programs' (mentioning various programs and services). A green footer bar at the very bottom contains the organization's logo and contact information.

"A" Design

- Users did not find much delightfulness on the website
- Users appreciated the Events and Shop cards which made the navigation easier to use.

The screenshot shows the 'B' design version of the website. The layout is similar to the 'A' design, with a header, a main banner, and a footer. However, the 'Events' and 'Shop' sections have been replaced by larger, more visually appealing cards. The 'Events' card features a photo of two women working in a garden and a call to action to join their community. The 'Shop' card features a photo of fresh produce and a call to action to browse. In the footer, there are three green boxes labeled 'About', 'Mission', and 'Services', each with a small icon above the text. The 'About' box describes the organization's mission to address the growing epidemic of obesity-related disease and environmental health. The 'Mission' box explains their vision of a sustainable society where individuals lead healthy lifestyles through gardening. The 'Services' box mentions the Garden-Based Learning Program. The footer also includes a 'Hours of Operation' section, 'Links' (with links to Donate, Social Media, and Programs), and a 'Sign Up To Our Newsletter' form.

"B" Design

- Users liked the images that reflected the Organizations community
- Users enjoyed the inclusion of About, Mission, and Programs
- Users found the website more delightful

PROTOTYPE LINKS



Clickable
Prototype



HTML
Prototype

FINAL THOUGHTS

Conclusion

- Some groups still think UX Design is just visual appeal.
- Usability issues soured established website experience.
- Site issues are a call to action for UX Designers to demonstrate their value.

Future Iterations

- Add full recipes page.
- Add blog section to expand community interaction.
- Add produce delivery section.

Access the project artifacts [here!](#)