FoodForward

FoodForward

Beginning Interaction Design Assignment 2: Mobile Life

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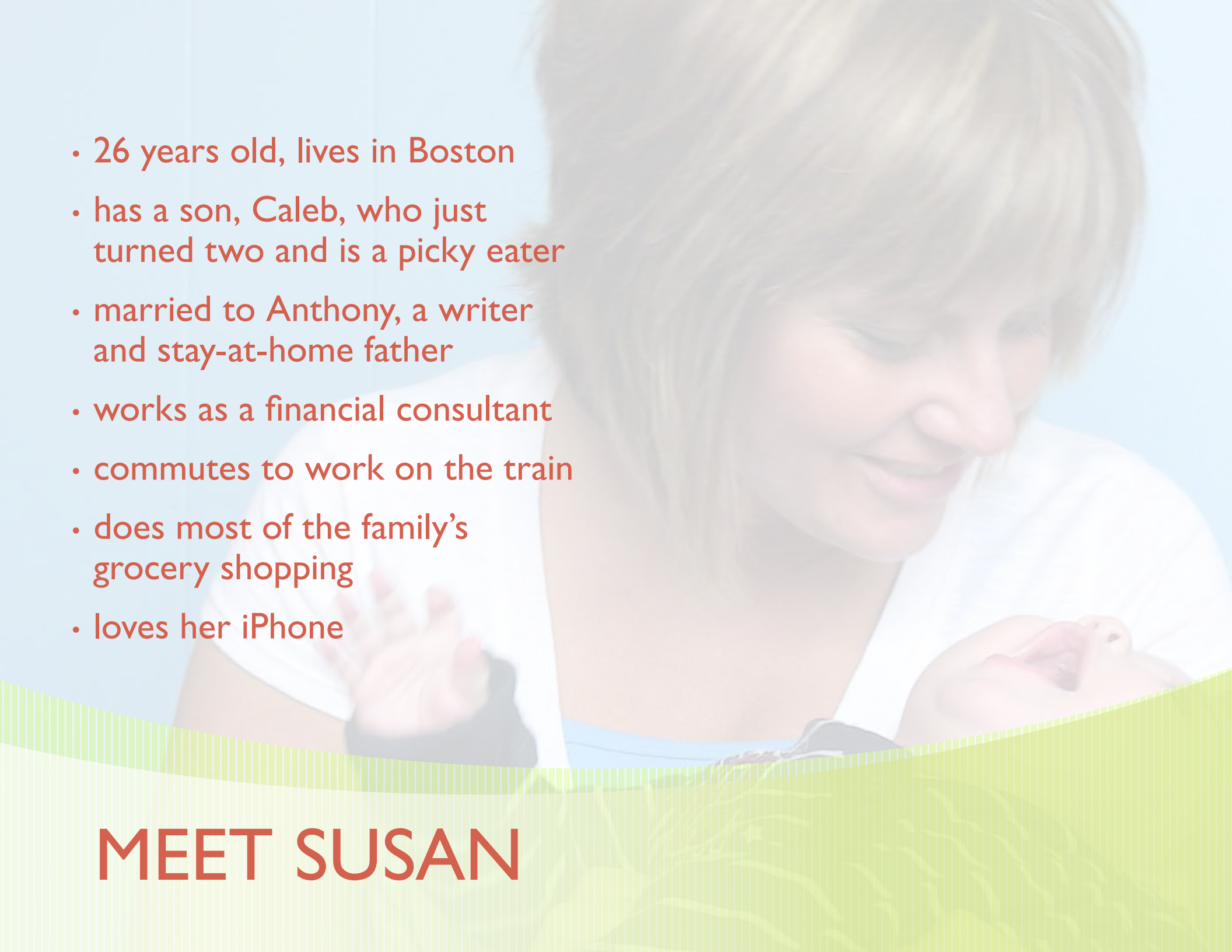
MEET SUSAN



- 26 years old, lives in Boston
- has a son, Caleb, who just turned two and is a picky eater
- married to Anthony, a writer and stay-at-home father
- works as a financial consultant
- commutes to work on the train
- does most of the family's grocery shopping
- loves her iPhone

MEET SUSAN

WHAT CONCERNS SUSAN?

- away from her family a lot
- not very confident in her parenting or cooking skills
- she is lactose-intolerant
- cares for her community and the environment

MEET SUSAN

WHAT MOTIVATES SUSAN?

- providing for her family
- being a loving mom and wife
- learning more about food
- keeping her family healthy
- she enjoys new technology

MEET SUSAN

USER NEEDS & CONCERNS

- away from her family a lot

DESIGN IMPLICATIONS

- keep the family connected

MEET SUSAN

USER NEEDS & CONCERNS

- away from her family a lot
- not confident in her cooking, but wants to care for her family

DESIGN IMPLICATIONS

- keep the family connected
- facilitate knowledge of food and healthy eating

MEET SUSAN

USER NEEDS & CONCERNS

- away from her family a lot
- not confident in her cooking, but wants to care for her family
- concerned about environment

DESIGN IMPLICATIONS

- keep the family connected
- facilitate knowledge of food and healthy eating
- suggest sustainable foods

MEET SUSAN

USER NEEDS & CONCERNS

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- not confident in her cooking, but wants to care for her family
- concerned about environment
- supports local businesses

DESIGN IMPLICATIONS

- keep the family connected
- facilitate knowledge of food and healthy eating
- suggest sustainable foods
- direct to farmers markets

MEET SUSAN

USER NEEDS & CONCERNS

- away from her family a lot
- not confident in her cooking, but wants to care for her family
- concerned about environment
- supports local businesses
- she and her family have specific dietary preferences

DESIGN IMPLICATIONS

- keep the family connected
- facilitate knowledge of food and healthy eating
- suggest sustainable foods
- direct to farmers markets
- allow for customization and learn about the users

MEET SUSAN

USER NEEDS & CONCERNS

- away from her family a lot
- not confident in her cooking, but wants to care for her family
- concerned about environment
- supports local businesses
- she and her family have specific dietary preferences
- always busy and on-the-go, does most of the shopping

DESIGN IMPLICATIONS

- keep the family connected
- facilitate knowledge of food and healthy eating
- suggest sustainable foods
- direct to farmers markets
- allow for customization and learn about the users
- provide context-sensitive and relevant information

MEET SUSAN

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AT HOME

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- anthony and caleb are eating lunch while susan is at work
- caleb used to hate blueberries but now he loves them!
- anthony enters the new piece of information into caleb's food forward profile settings

AT HOME

ON THE TRAIN

FoodForward

- susan is on her way home from work and needs to pick up some fresh ingredients for dinner
- susan opens foodforward and sees a new alert: caleb likes blueberries!
- she then uses foodforward to explore fresh food options
- foodforward tells her where she can find a local provider, directing her to a farmers market that is on her way home

ON THE TRAIN

AT THE MARKET

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- at the farmer's market, susan searches for recipes involving kale
- if she is unsure of a certain food, she can take a picture to identify it

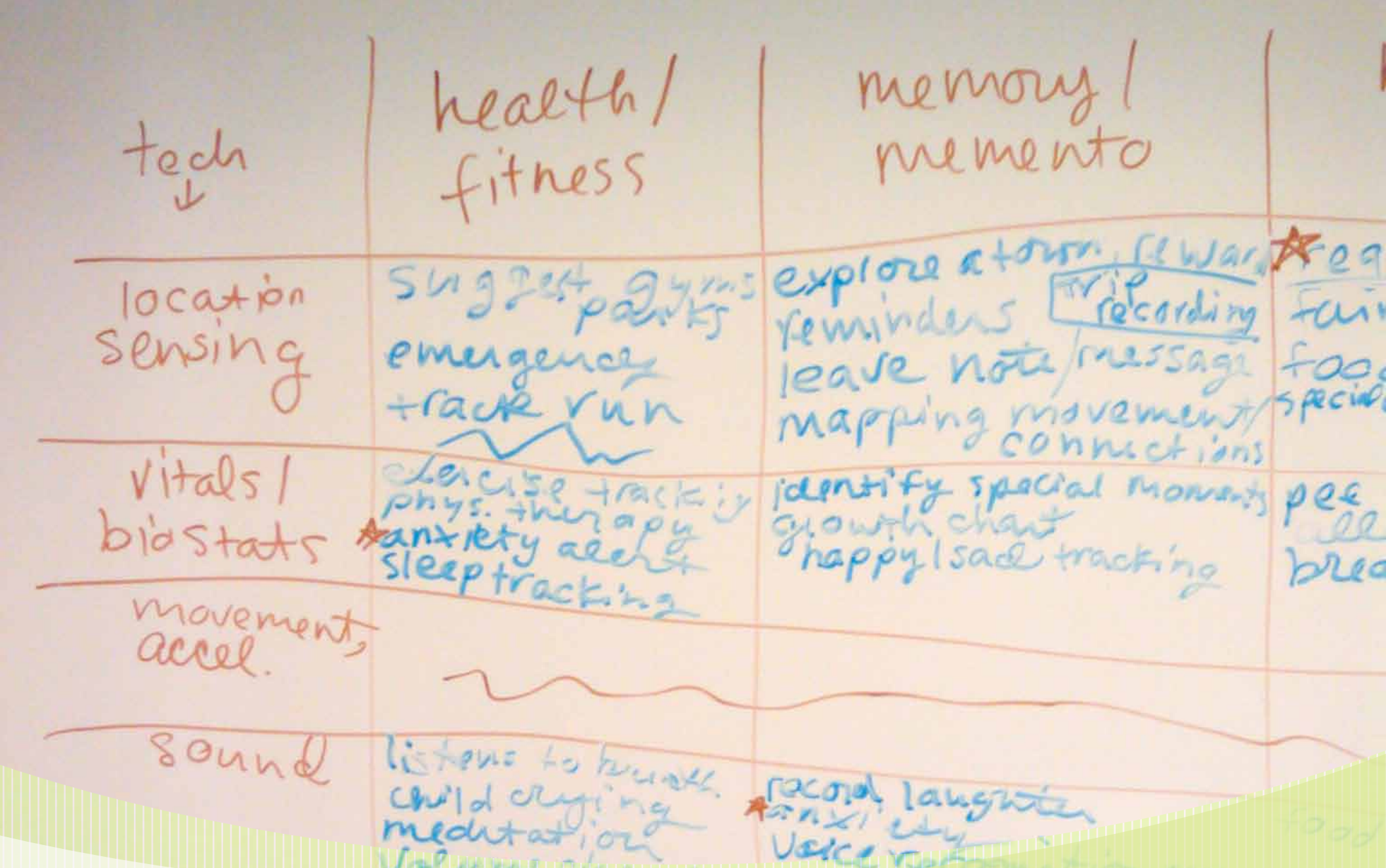
AT THE MARKET

BACK AT HOME

FoodForward

- back at home, susan can make a healthy, responsible meal that her family will love

BACK AT HOME


tech
health / fitness
memory / memento
location sensing
suggest paths
emergency
track run
explore
reminders
trip recording
leave note/message
mapping movement/ connections
vitals / biostats
exercise tracking
phys. therapy
anxiety alert
sleep tracking
identify special moments
growth chart
happy/sad tracking
movement, accel.
sound
listens to breath
child crying
meditation
record laughter
anxiety
Voice

PROCESS

FOOD SENSE

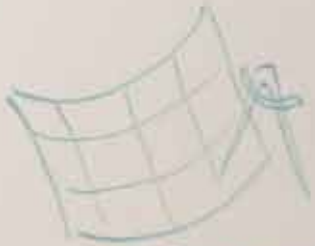
- FOODS IN SEASON (BY REGION)
- IDENTIFYING FOOD
  - BY PICTURE/SMELL?
  - BARCODE?
- DIETARY CONSTRAINTS
  - ALLERGY/ILLNESS/LIFESTYLE
- FOOD COMBO SUGGESTIONS
- RECIPE SUGGESTIONS
- LEARN ABOUT FOOD
- ORGANIC/SUSTAINABLE

CONS
- THAN WEBSITE?
- BETTER

ANXIETY

- SENSE VITAL SIGNS
  - RATE
  - GALVANIC SKIN RESPONSE
- ENVIRONMENTAL STRESSORS
  - SOUND
  - SPASTICITY OF MOVEMENT
  - # OF VOICES
- SCHEDULE
- TRACK HISTORY OF EPISODES
  - SHARE W/ DOCTOR + PLAN TREATMENT
- USE FAMILY AS MOTIVATOR
  - E.G. "I WORK TO SUPPORT MY FAM"
- INFERRING TRIGGERS/PATTERNS

CONS
- HOW CAN FAMILY GET INVLVED?
- LIMITED AUDIENCE



EXPLORER

- TRIP SUGGESTIONS
- PLACES TO VISIT
- SHARED EXPERIENCE/ JOURNALING
- LEAVING/FINDING VIRTUAL ARTIFACTS
- MEETING NEW PEOPLE
  - THAT FREQUENT SAME PLACES
- TRIP RECORDING

CONS
- TOO SIMILAR TO 4-SQUAR
- USEFUL FOR PARENTS?

IDEA GENERATION

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RESEARCHING PARENTS, FOOD, & MOBILE LIFE

"Every night is like *Groundhog Day*. I'll be cooking, again, and the kids will be not eating, again."

"The trouble is, I hardly see her. In the morning I leave before she wakes up. In the evening we get about 2 hours before she goes to sleep. I miss her."

"I know there are farmer's markets around, but it's hard to keep track of which ones are open when."

RESEARCH

LOGO
UPDATES
FAMILY + COMMUNITY UPDATES
HOME
FOOD
LOCATE
PRO-FILES
ID TOOL
NEWS FEED
FOOD
IN SEASON/REGION
BY HEALTH NEEDS
PREFS
RECIPES
STORE
FIND STORES/FARMS
RATINGS
PROFILES
MANAGE PROFILES
LIKES/DISLIKES
HEALTH ISSUES
ID FOOD
BY PIC

SYNTHESIS

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KEY PATH SCENARIO

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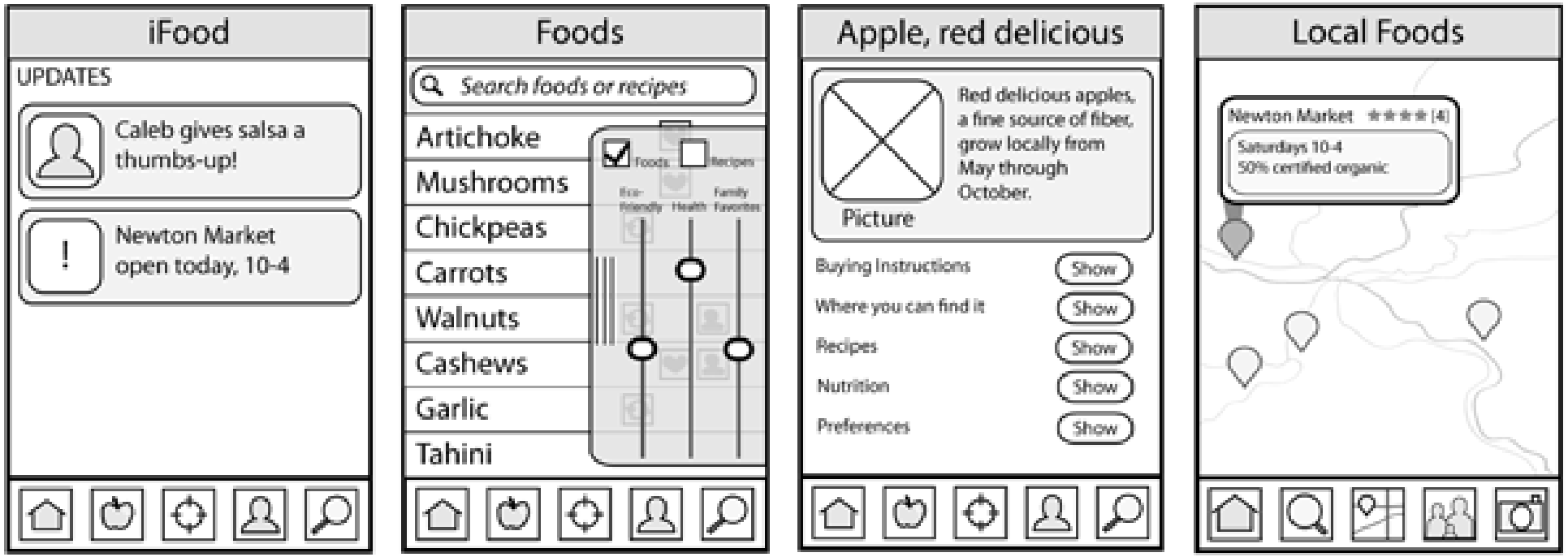
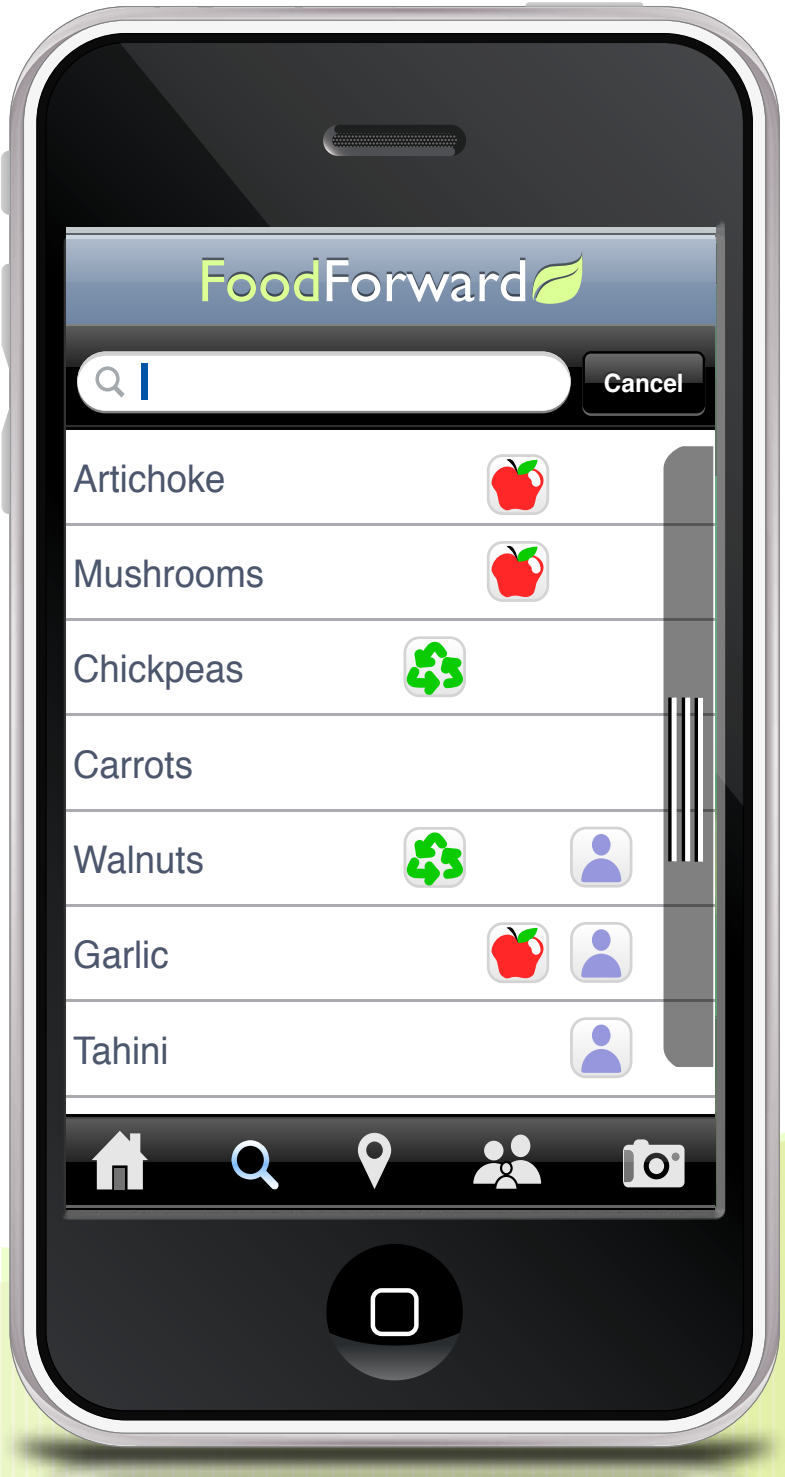


WIREFRAMES

FOOD SEARCH

- find foods that are in season in your region
- search for foods and recipes
- rate foods and recipes

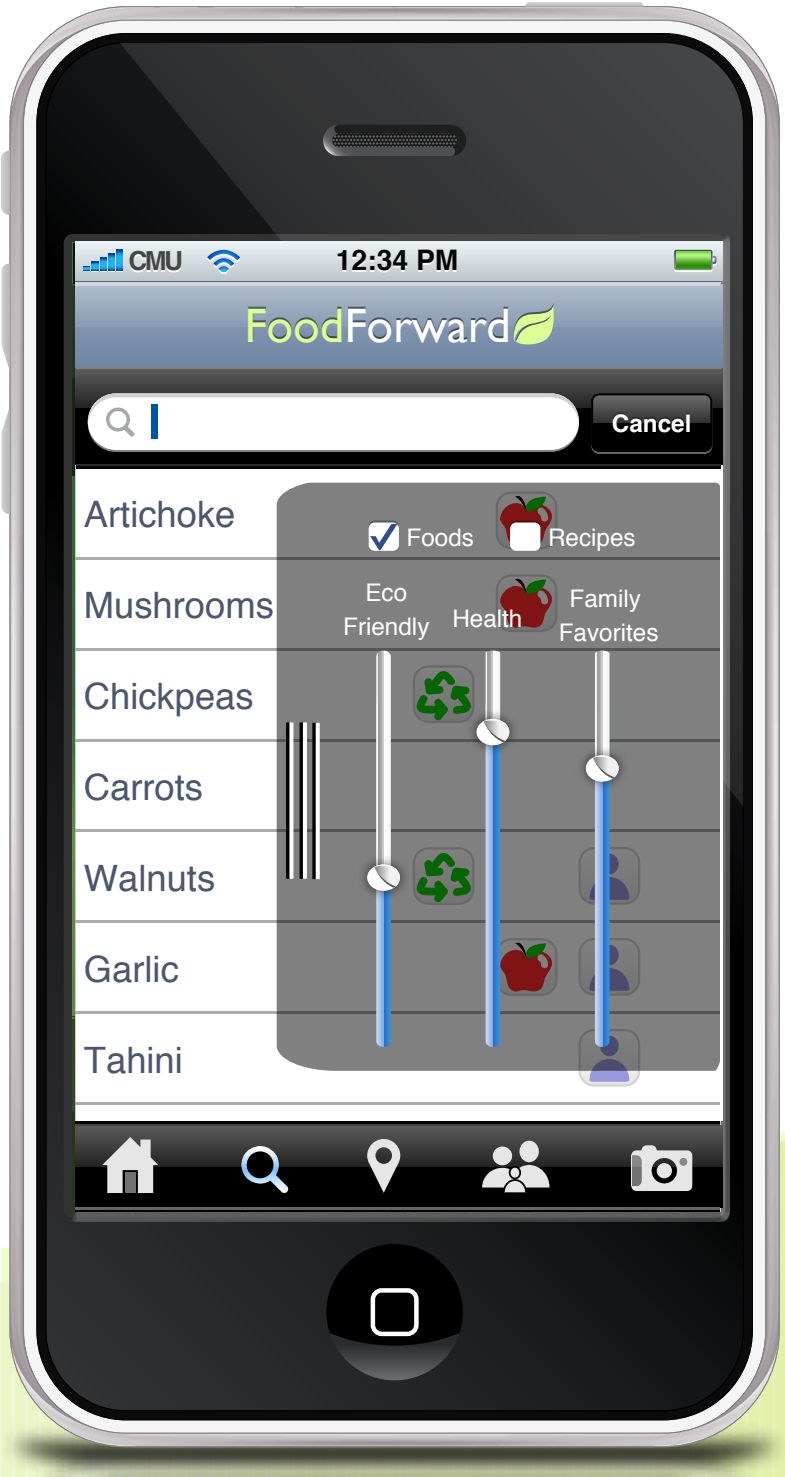
REFINEMENT



REFINEMENT

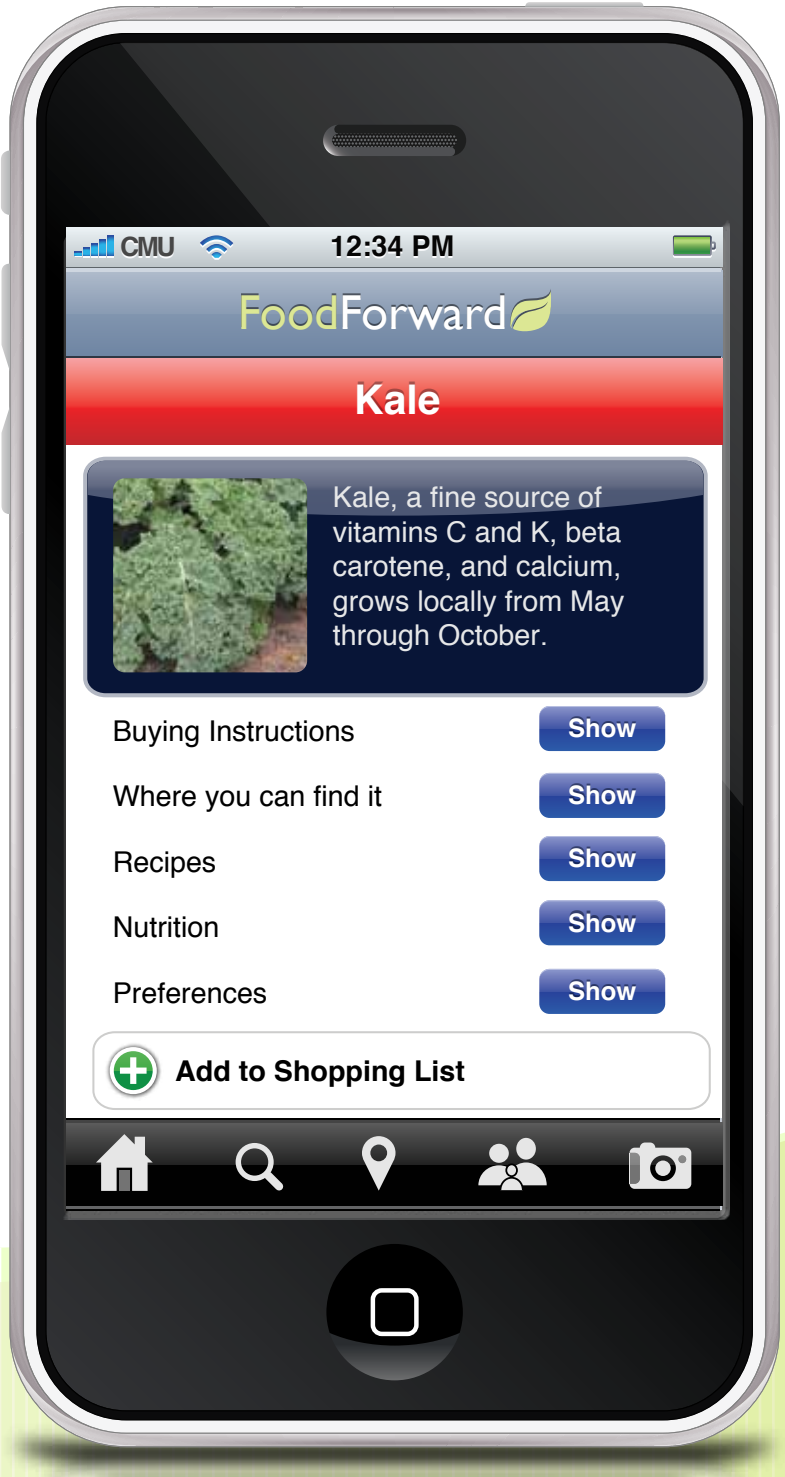
FOOD SEARCH

- browse foods and recipes by their environmental impact, nutritional value, and family preference



FOOD DETAIL

- instructions for purchasing food, determining ripeness
- nutrition information
- healthy recipe suggestions
- maintain shopping list that anyone in the household can update

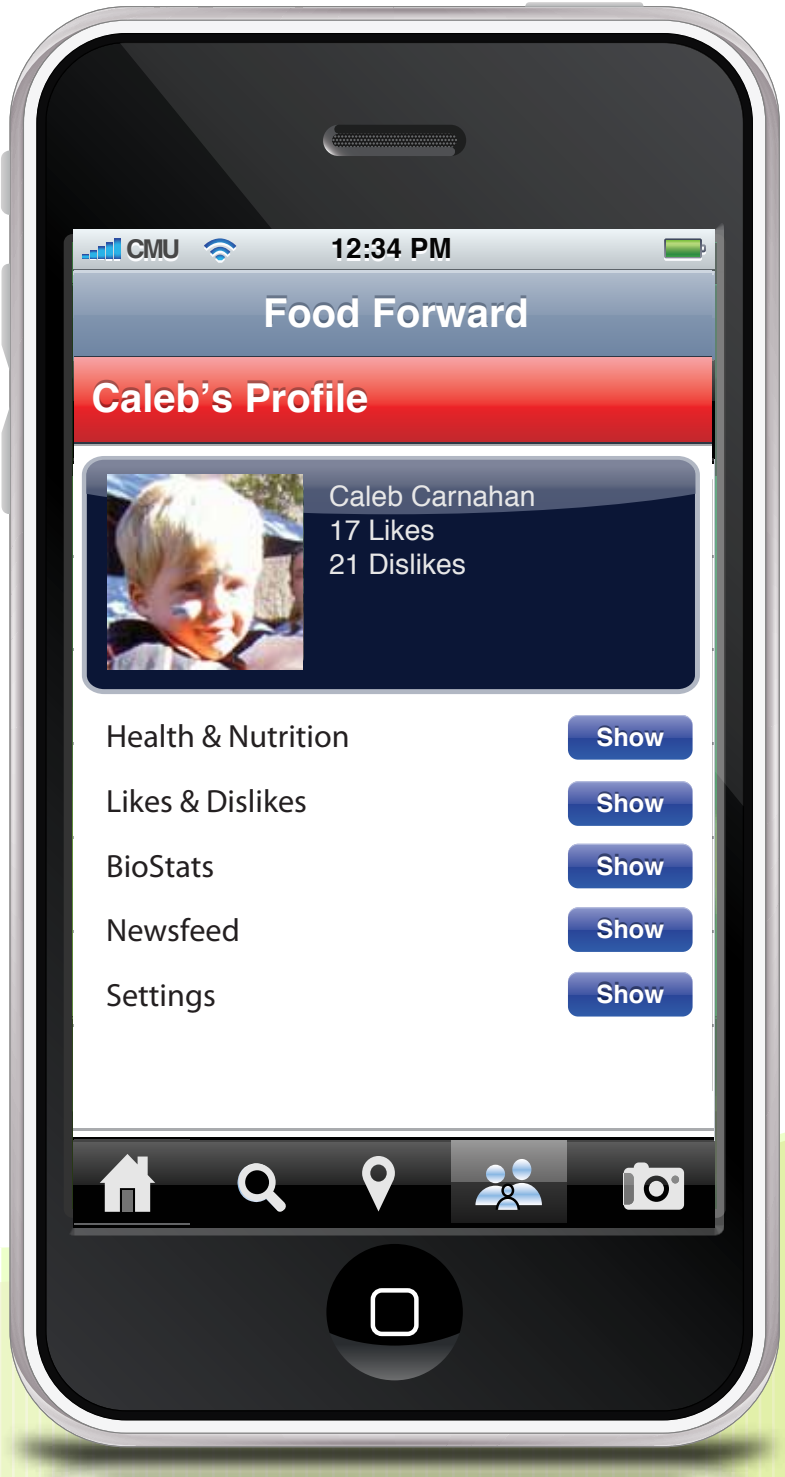


REFINEMENT

USER PROFILE

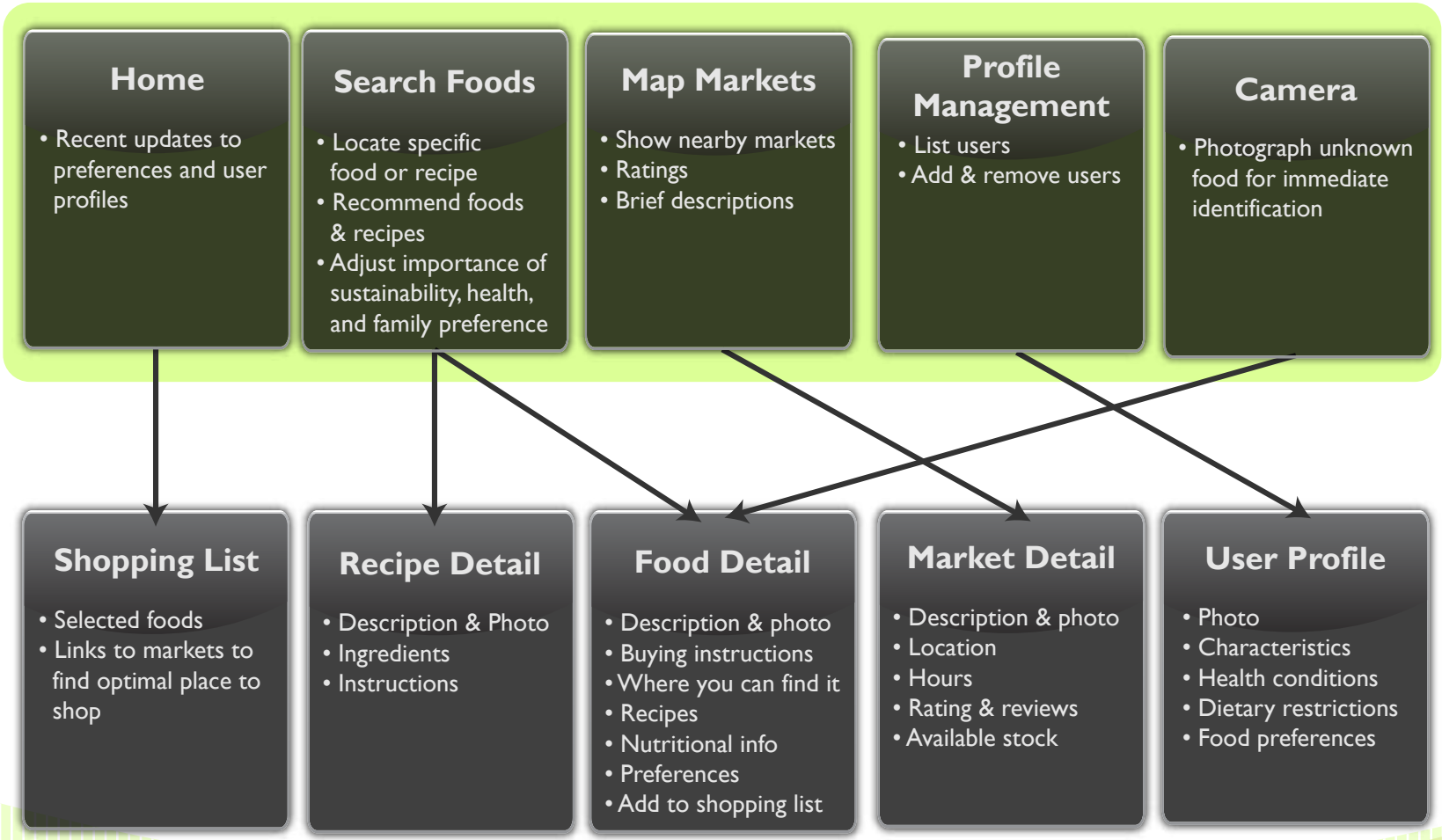
- set dietary restrictions and preferences
- view meal history
- manage likes and dislikes

REFINEMENT



FoodForward

Main Menu: always accessible



SYSTEM MAP

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