

# Community Pantry App

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# Project overview



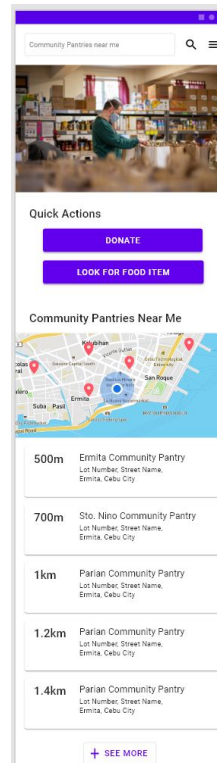
## The product:

I created an app that help map Community Pantries in the Philippines, which will help tighten gap in food insecurity.



## Project duration:

January 2022



# Project overview



## The problem:

Current efforts in tracking community pantries in the Philippines only revolved around mapping the locations. There is an opportunity to expand the functionality of the app, to include popular items, directions to locations, etc.



## The goal:

The goal of this project is to help close the gap in food insecurity in the Philippines

# Project overview



## My role:

UX Designer



## Responsibilities:

user research, wireframing, prototyping, visual design.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



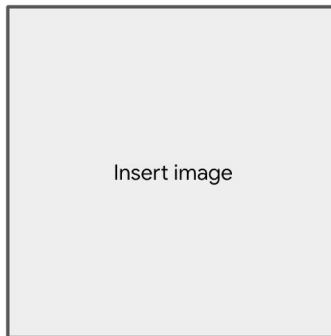
I conducted interviews and created empathy maps to understand the users for their needs. The core user group identified in the user research were working class employees out of work because of pandemic-induced lockdowns and are suffering from hunger since they are temporarily out of work

Because of their current situation, one insight during the research showed that these user group are impatient and would appreciate if information are given to them easily.

# Persona 1: Name

## Problem statement:

[User name] is a [user characteristics]  
who needs [user need]  
because [insight].



### Name

**Age:** [insert]  
**Education:** [insert]  
**Hometown:** [insert]  
**Family:** [insert]  
**Occupation:** [insert]

*"Relevant personal quote that captures the persona's attitude and personality"*

### Goals

- The related objectives this person wants to successfully complete

### Frustrations

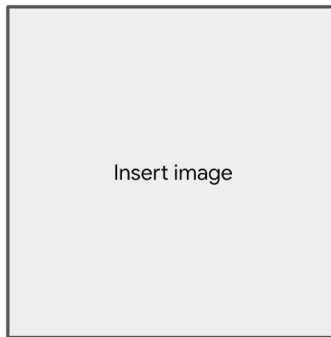
- The issues or pain points that they encounter or try to avoid

Brief story or scenario that conveys the persona's user journey, highlighting their goals, frustrations, and other relevant context.

## Persona 2: Name

### Problem statement:

[User name] is a [user characteristics]  
who needs [user need]  
because [insight].



### Name

**Age:** [insert]  
**Education:** [insert]  
**Hometown:** [insert]  
**Family:** [insert]  
**Occupation:** [insert]

*"Relevant personal quote that captures the persona's attitude and personality"*

### Goals

- The related objectives this person wants to successfully complete

### Frustrations

- The issues or pain points that they encounter or try to avoid

Brief story or scenario that conveys the persona's user journey, highlighting their goals, frustrations, and other relevant context.



# Competitive audit

[Your notes about goals and thought process/what led learners to these choices]

Image of  
spreadsheet

# Ideation

[Your notes about goals and  
thought process]

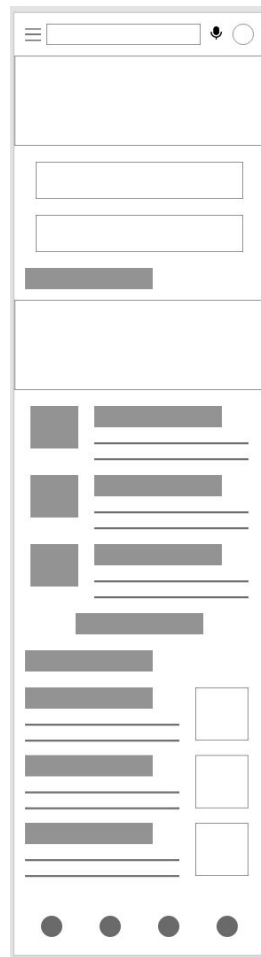
Image of  
ideation  
exercise



# Digital wireframes

Initial digital wireframes where anchored on the user needs, later iterations were simplified for ease of use.

Search bar for easy searching of community pantry locations



Quick action buttons



List of nearby community pantries

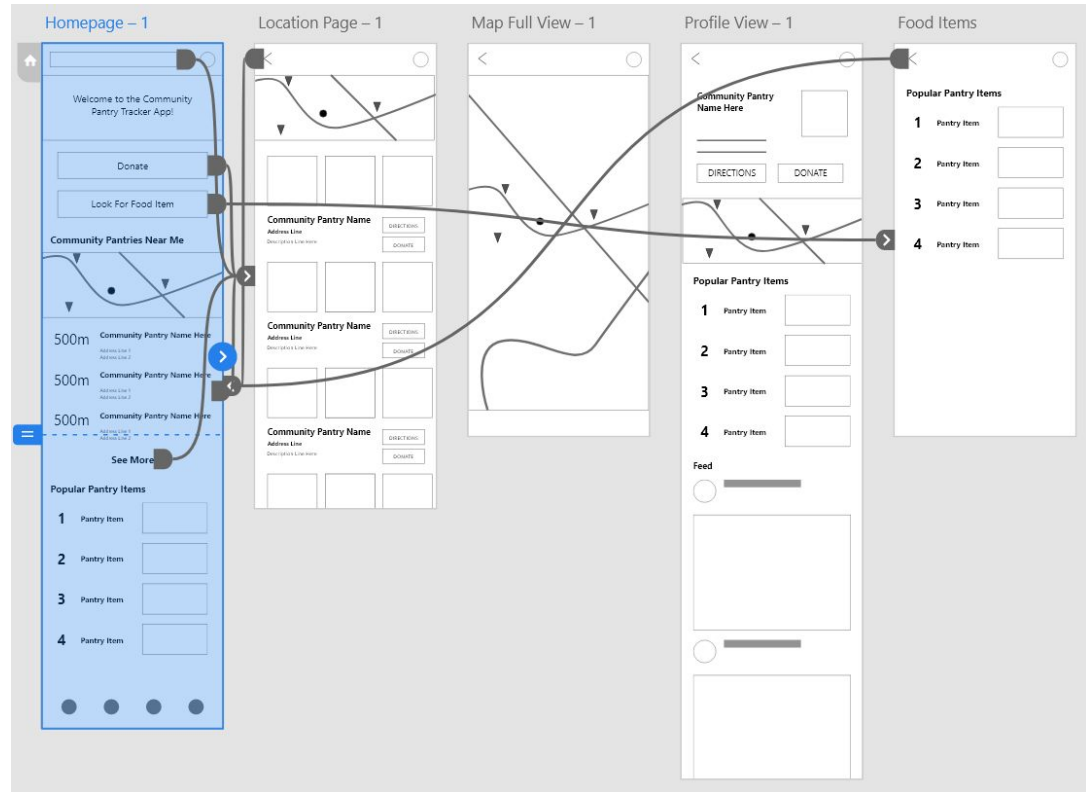


Popular items



# Low-fidelity prototype

The user flow in the prototype was made simple for ease of use.



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Philippines, remote



## Participants:

5 participants



## Length:

30-60 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Finding

Create shortcuts for ease of use.

2

## Finding

In-app measures to uphold physical distancing

3

## Finding

Universal system for dropping off donations.

## Refining the design

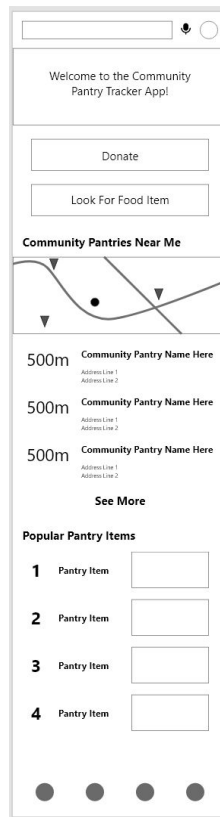
- Mockups
- High-fidelity prototype
- Accessibility



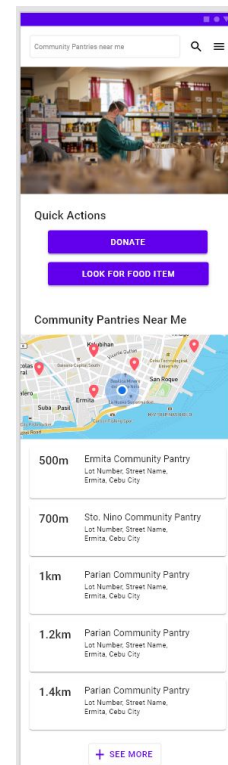
# Mockups

Simplified icons were committed after integrating with the insights during the usability study.

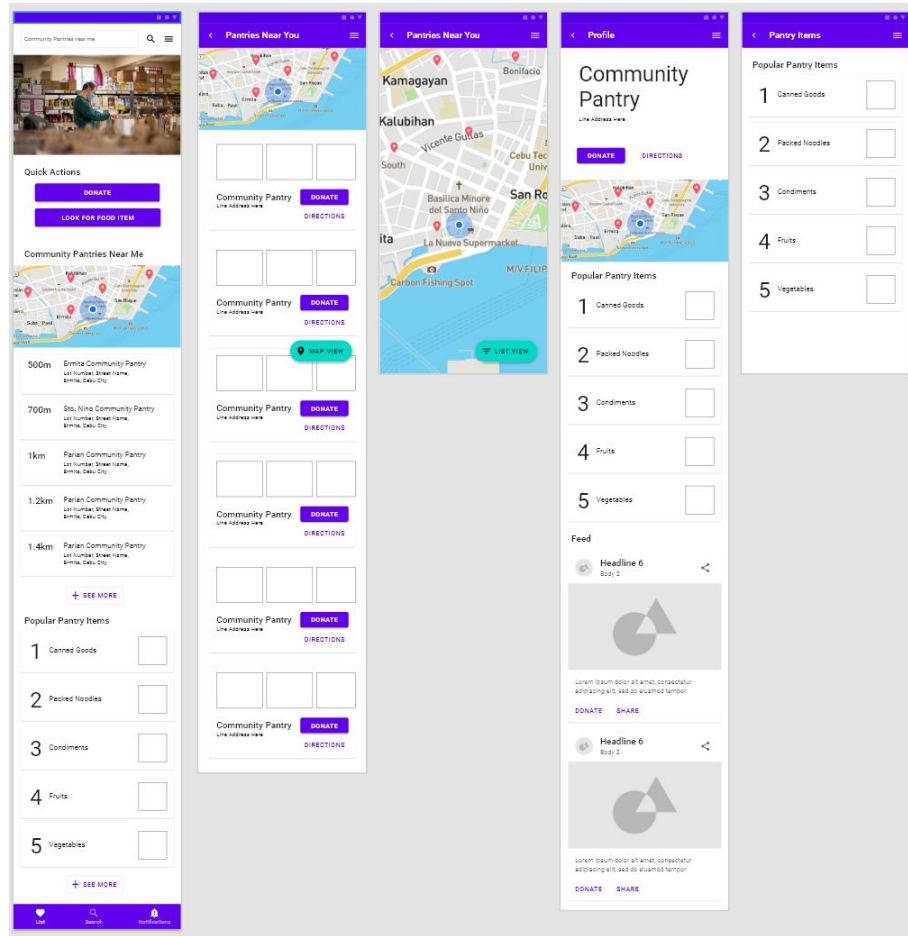
Before usability study



After usability study

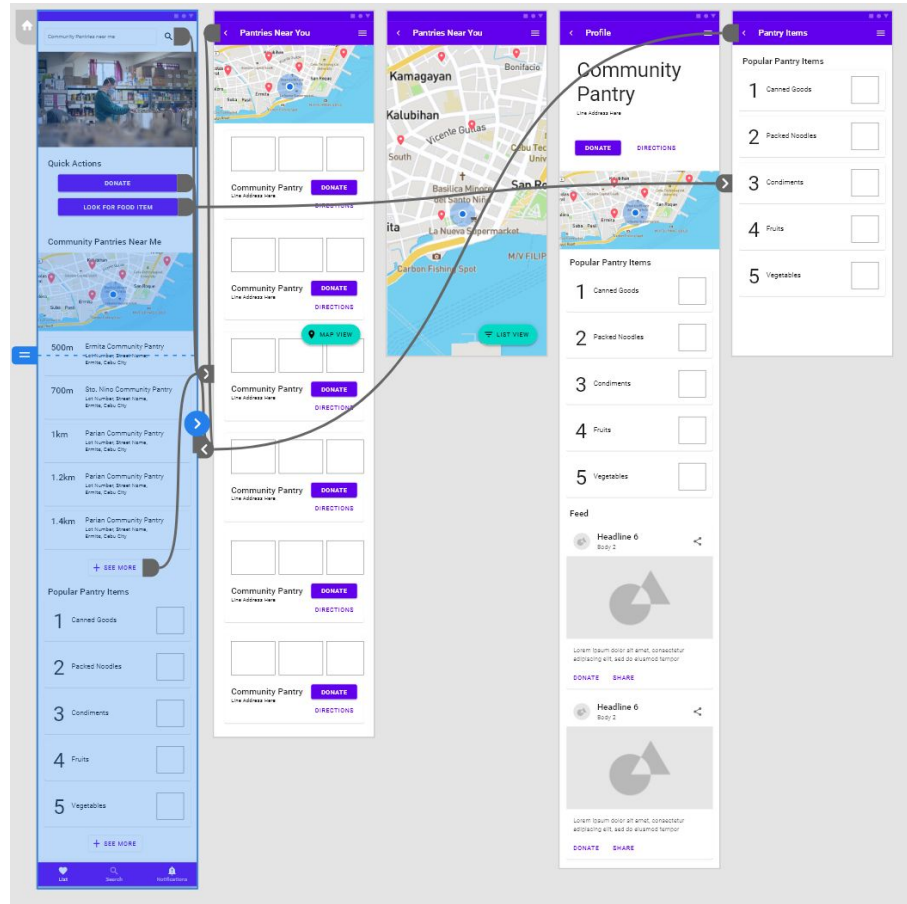


# Mockups



# High-fidelity prototype

[Links to low-fidelity prototypes of different screen variants and brief description of the user flow + how you responded to and implemented peer feedback]



# Accessibility considerations

1

Contrast on buttons  
where checked against  
WCAG

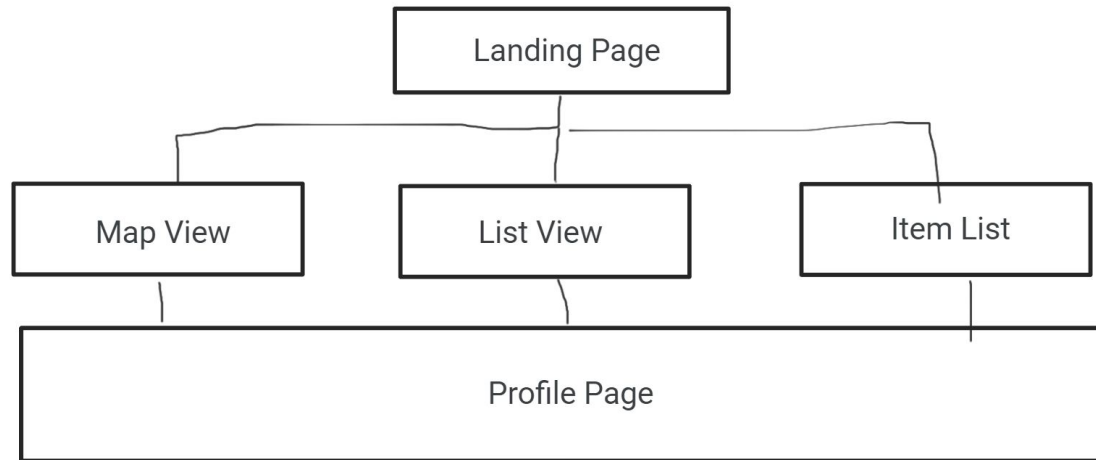
2

Quick Actions for ease of  
use

# Responsive Design

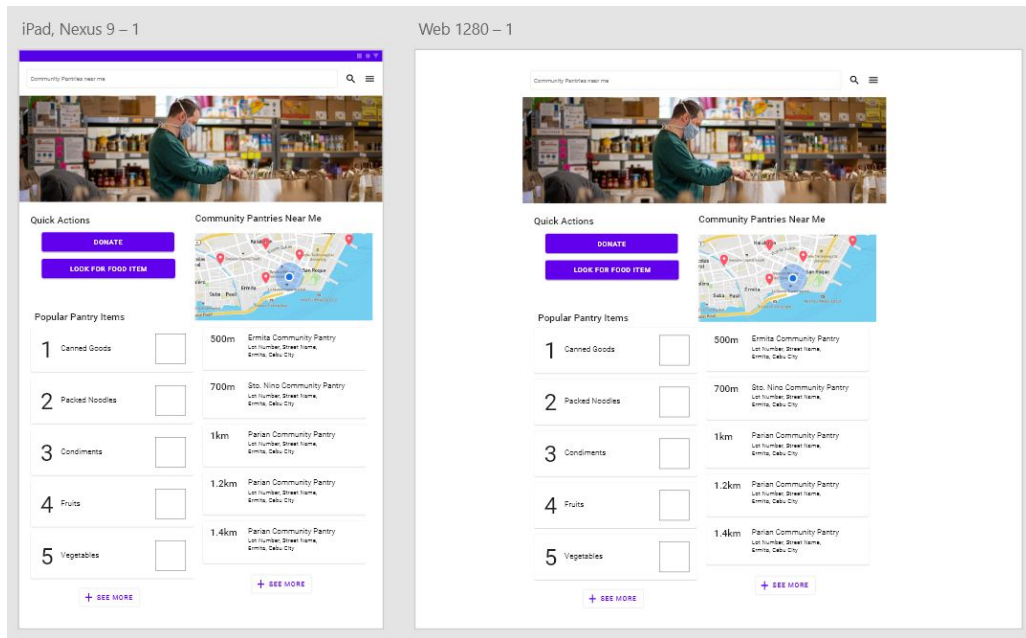
- Information architecture
- Responsive design

# Sitemap



# Responsive designs

The components in the app follows a grid which flows when the screen is adjusted.



# Going forward

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- Takeaways
- Next steps



# Takeaways



## Impact:

Visual design of the app including color palette, typography, and illustrations made it more engaging for the user to navigate the app.



## What I learned:

This project tested my knowledge in UX research and design. It also helped me understand designing for accessibility.

# Next steps

1

Explore more design studies on streamlined home screen studies based on the insight that the home screen is cluttered and confusing.

2

Test ease of navigation of current design iteration to assess usability. If still not usable, explore more design studies.

3

Expand features and functionality of the app.

# Let's connect!



Want to get in touch? Contact me via [patrickbyron.com](https://patrickbyron.com)