

# Go Vegan



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An app for eco-conscious eaters

by Peter Brummel

# Go Vegan



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\* Slides follow the development of the project from ideation to prototype

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## The problem:

As a vegan / vegetarian, it can be difficult finding not only local sources of animal-free food, but also products that are free from animal sources in general.

## The solution:

The “Go Vegan” app provides a space for vegans / vegetarians and those aspiring to be to find and share restaurants and food in their local community. Beyond food, however, Go Vegan is also for sharing and finding out about stores that sell vegan products, such as vegan-made shoes and clothing. Users can share photos, and leave comments and reviews about places they ate recently, as well as products they found in their local community.

All in all, Go Vegan will make finding vegan / vegetarian products easier for people, especially if they’re new to an area or just visiting on holiday. It can also help users connect with like-minded vegans / vegetarians.



## Research Goals:

- Obtain knowledge about how often people eat vegan / vegetarian food, focusing on those who are more committed and longer-term vegans/vegetarians, or have aspired to be for awhile.
- Gauge the extent to which people use apps and/or websites specifically for finding vegan / vegetarian food and products.
- Determine the opinions of people on consistency in terms of using non-animal products in general, and not just following a vegan / vegetarian diet.
- Study what specifically competitor apps and websites are doing, what their interface looks like, and gather a sense for how many people are engaging with them.
- Narrow down any demographics / ethnographics of people opting for vegan / vegetarian diets, if any patterns or consistencies exist.



## Research Methodology:

### Screener Questionnaire:

10-question Google Form shared on Facebook Newsfeed and with different Vegan/Vegetarian Facebook groups.

### User Interviews:

Three 45+ minute interviews conducted via Facebook's call feature, Discord, and Google Hangouts.

1 participant was a long-time vegetarian, 1 a long-time vegan, and 1 an aspiring vegetarian.

Notes taken live via MS Wordpad. Recording device was available, if needed.

## Research Methodology (continued)

### Competitive Analysis:

Researched already-existing apps with a similar purpose to analyze common features, see what worked the best, and get a sense for what the UI might look like.



**HappyCow**

**abillion**

Non-direct-competitors with desired functions were also helpful in designing the UI:



**tripadvisor**



Google Maps

**yelp** 



## Personas

Three personas were created based on identification of user needs following competitor analysis, user interviews, and general information-gathering about the subject.



**Katrina Calumet**

More casual vegan seeking new recipes and restaurants



**Freema Kaluuya**

Seasoned vegan seeking all-around consistency



**Dustin Burnside**

Aspiring-vegan & frequent traveler exploring the diet



Katrina Calumet

Work: University Librarian  
Gender: Female  
Age: 31  
Family: married, 1 dog  
Location: San Diego

## ▲ GOALS

- Find more vegetarian recipes to cook with her husband
- Find more of a community with other like-minded vegans/vegetarians, whether online or in her local area
- Find more vegetarian restaurants to eat with her husband and friends

## 👤 BIO

Katrina works at one of the libraries of a major local university, one including research in both science and the humanities. When she's not spending time with her husband or their dog, she's out eating with her friends. In her free time, she loves to read and listen to scholarly podcasts, the latter often while she's out on her runs or at the gym. Katrina bikes to work whenever she can.



## PERSONALITY

- More introverted
- Conscientious
- Enjoys helping people
- Analytical
- Organized



## PAIN POINTS

- Lack of restaurants she knows about that specialize in vegetarian or vegan food
- She wants to know more about the nutritional information of products and their ingredients before ordering or traveling to a physical store
- Lack of known sellers of non-animal products outside of food

"Every day is an opportunity to learn something new!"



## TECHNICAL PROFICIENCIES

### Desktop/Laptop



### Mobile



### Tablet

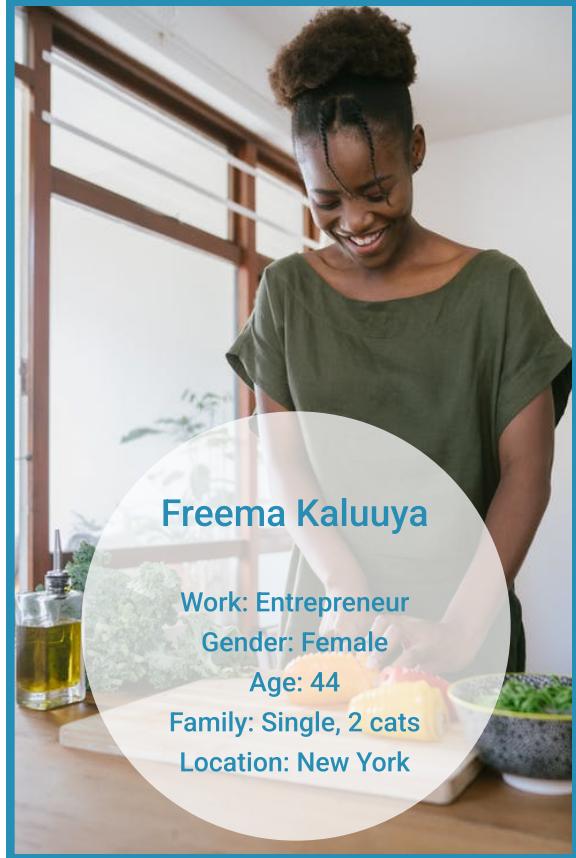


### Social Networking



## MOTIVATIONS

- Eat more healthy, save animals, and reduce her carbon footprint
- Save time by knowing exactly where to go for what she needs
- Be more knowledgeable about what's in her food



**Freema Kaluuya**

Work: Entrepreneur  
Gender: Female  
Age: 44  
Family: Single, 2 cats  
Location: New York

## ▲ GOALS

- Eat a healthy diet on a daily basis (she loves to cook), and one that helps keep her fit
- Save the lives of animals
- Be consistent: neither eating, nor wearing, nor using any animal products whatsoever

## 👤 BIO

Freema is a highly proactive person who runs her own design studio out of her home (that way, there's less need to burn gas). Between her job, pets, charities, fitness routines, and friends, she's always busy doing something. Freema has a good heart and wants to make a difference in the world. She only wishes more people would help those in the world around them and take better care of the earth.



## PERSONALITY

- Both intro & extroverted
- Independent
- Busy-body
- Touchy/feely
- Organized



## PAIN POINTS

- Lack of easy-to-find non-animal products
- Doesn't want to have to order from copious different websites, but hopefully find 1-2 go-to sources to help save time.
- On that note, needs the ability to have things delivered as she is very busy running her own biz

**"Make the most of every day, but don't forget the people in the world around you!"**



## TECHNICAL PROFICIENCIES

### Desktop/Laptop



### Mobile



### Tablet

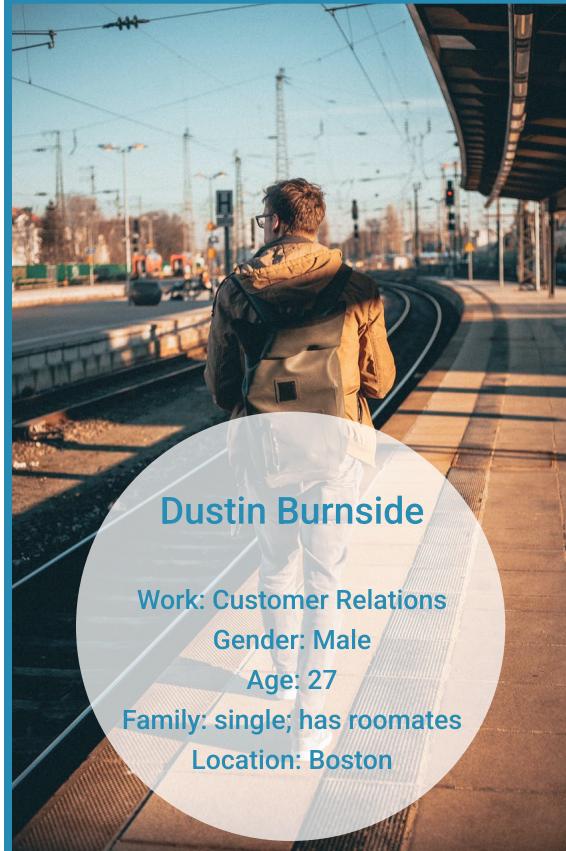


### Social Networking



## MOTIVATIONS

- Wants to set a good example
- Being more green and reducing her carbon footprint
- Save time by having go-to sources she can deliver from



Dustin Burnside

Work: Customer Relations  
Gender: Male  
Age: 27  
Family: single; has roommates  
Location: Boston

## 👤 BIO

Dustin is something of a traveler and hipster who loves working with people and trying new things. While not strictly a vegetarian himself, he is interested in trying more vegetarian foods and possibly transitioning over. Dustin is also something of a wanderlust and travels whenever he can, whether for work or leisure. Hoping to reduce his carbon footprint, Dustin takes public transportation whenever possible, or even bikes around to places.



## PERSONALITY

- Intro + Extrovert
- Outgoing
- Enjoys helping people
- Busy-body
- Smooth-talker



## GOALS

- Find more vegetarian options to eat with his girlfriend
- Adopt a healthier diet
- Find food more easily when traveling



## PAIN POINTS

- Is not as familiar about where to eat with fully vegetarian friends and girlfriend
- Lack of vegan options he thinks he will actually like (wants to see more ratings for specific products)
- Skeptical about healthiness of some vegan food due to lack of nutritional information and ingredients posted

"The sky's the limit!"



## TECHNICAL PROFICIENCIES

### Desktop/Laptop



### Mobile



### Tablet



### Social Networking



## MOTIVATIONS

- Reduce his carbon footprint, be more green, and see less suffering in the world
- Better enjoy his meal times with vegetarian friends and girlfriend and contribute more
- Be more informed about what he is eating



## Empathy Maps

Three empathy maps were also completed to help bridge the gap between the personas and further design. They helped give the personas life--specifically, with considering what each of the personas might be thinking, feeling, saying, and doing.

(see next page)

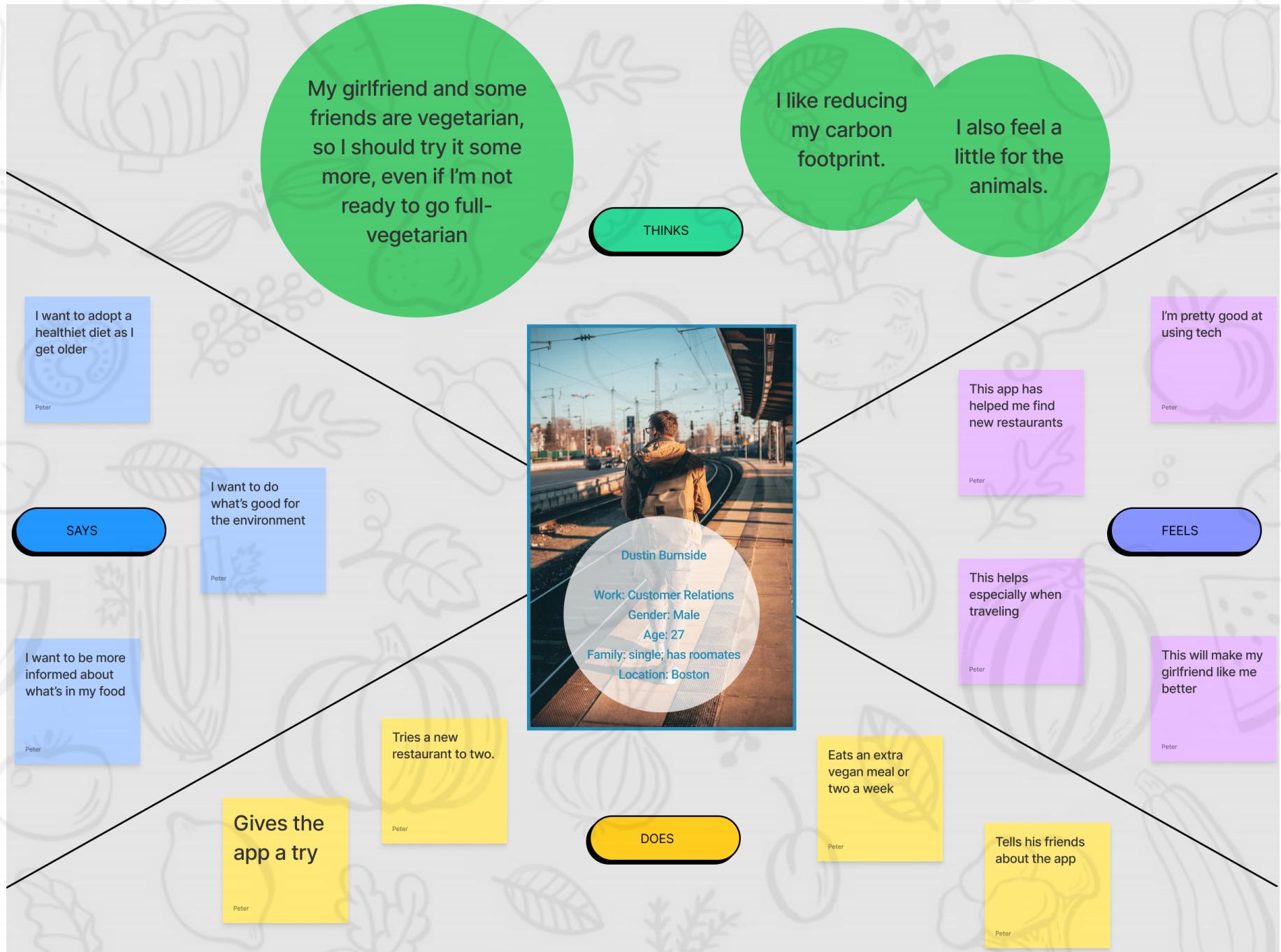
# Go Vegan



# Go Vegan



# Go Vegan



# Go Vegan

## User Flows

Finally, three user flows were created in Miro to illustrate the main objectives that each of the primary users hopes to achieve.



**Katrina Calumet**

Seeking a recipe  
for an exotic vegan  
appetizer



**Freema Kaluuya**

Seeking new vegan-  
made hiking boots



**Dustin Burnside**

Seeking to learn  
more about eating  
vegan / vegetarian

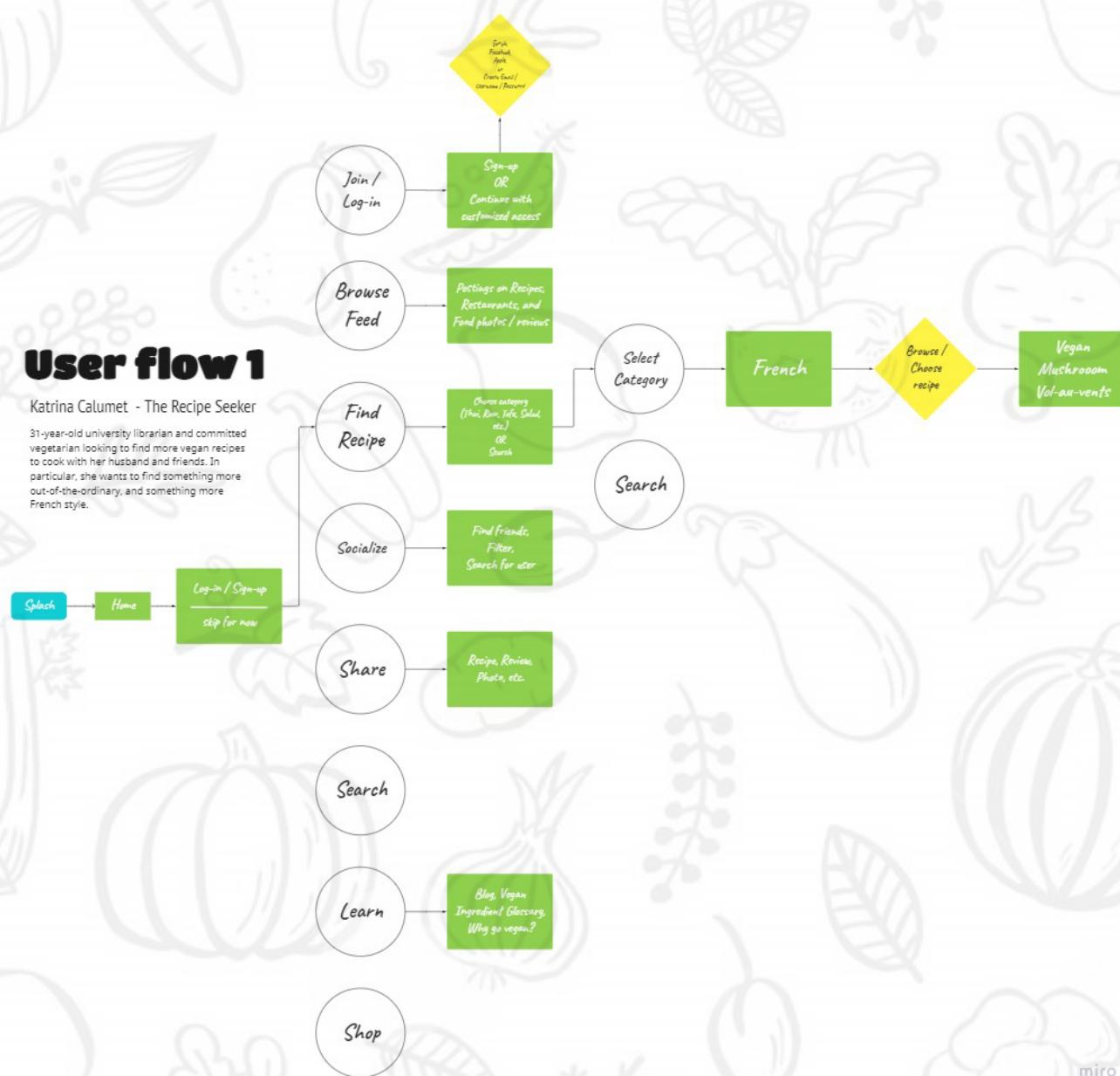
# Go Vegan



## User flow 1

Katrina Calumet - The Recipe Seeker

31-year-old university librarian and committed vegetarian looking to find more vegan recipes to cook with her husband and friends. In particular, she wants to find something more out-of-the-ordinary, and something more French style.



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## User flow 2

Freema Kaluuya - Full-Vegan Consistency

44-year-old entrepreneur who owns her own design studio and wants to set a good example while reducing her carbon footprint. In that extent, Freema seeks full vegan consistency in her life, not just in the food she eats, but in all the products she purchases, period. Specifically, she wants to find a pair of vegan hiking boots and/or boots made from synthetic leather.



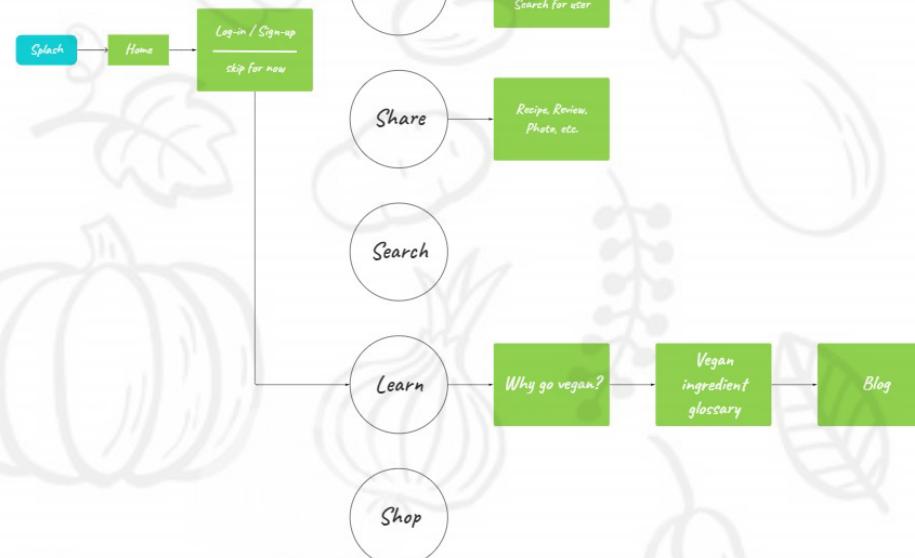
# Go Vegan



## User flow 3

Dustin Burnside - The Aspiring Vegetarian

27-year-old customer service worker with a passion for people and traveling, and frequently does the latter for work. Dustin is interested in incorporating more vegetarian food into his diet, for one because of his girlfriend, but also to eat healthier and reduce his carbon footprint. His main goal for now is learn more about vegetarian foods and nutritional content.





## Minimum Viable Product (MVP)

MVP Features	User Stories	UI Requirements
Search	As a user, I want to be able to filter for, and find specific vegetarian & vegan products that are in stock and/or carried by local businesses	Implement a search engine with filters for more specific results, i.e. Daiya vegan cheese, rather than merely that a grocery carries some brand of vegan cheese or one or more brands of vegetarian food in general
	As a user, I want to be able to find new restaurants based on a typed location or zip code	Implements a Google Maps type feature where local restaurants can be pinpointed. Possible link to Google Maps for exact directions.
	As a user, I want to be able to link to the websites of those local businesses	Embed link in listing names that transfer user to new website / open up link on new tab.
Share	As a user, I want to be able to share photos and recipes of different vegan and vegetarian foods and products.  I also want to be able to post in a general forum.	Implement a news feed-like page for sharing

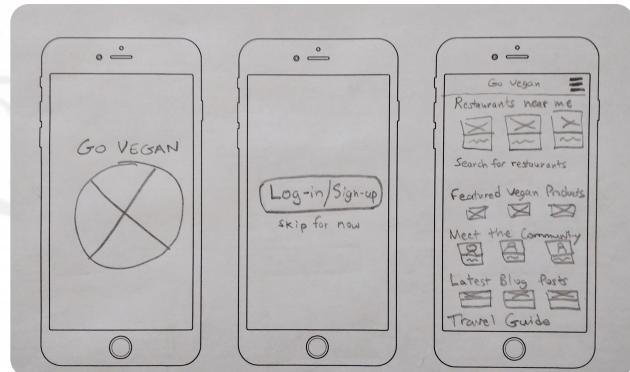
	As a user, I want to be able to post reviews of restaurants / on specific restaurant items and/or products I've purchased to include in the general listings	(same as above)
Share (Add Listing)	As I user, I want to be able to submit a listing for a new restaurant or business if it is not appearing on the local maps page	Allow users to add to master listings and pinpoint local restaruants and businesses on the map (pending admin approval)
User Profile	As a user, I want to be able to create a user profile so that I save customizations for the app, make full use of the app's various functions, and return to the app with ease in the future	Establish a database to store user accounts and profile information  Allow user to create log-in account
Login	As I user, I want to be able to log into my established account so I can open the app with more efficiency and personal customizations in the future	Create a log-in input box for users to enter their username and password
Shop	As a user, I want to have the ability to search for and purchase vegan-made products, and/or link to a website where the product can be purcahsed.	Have a shop page where users can search for a product, add it to their cart, and purchase it.
Learn	As a user, I want to have the ability to learn more about vegan and vegetarian ingredients, and why people choose to eat a vegan or vegeterian diet.	Include pages of information backed by research. Also have an app-run blog, and forum where users can write their own posts and communicate with other members.

# Go Vegan

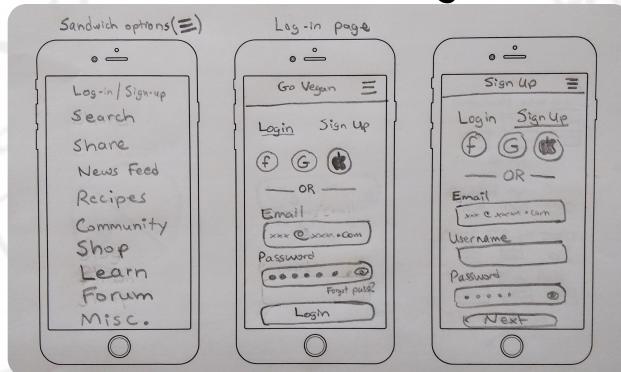
## Hand-drawn wireframe

A paper draft was completed to establish a sense of what the app might look like before spending further time & resources.

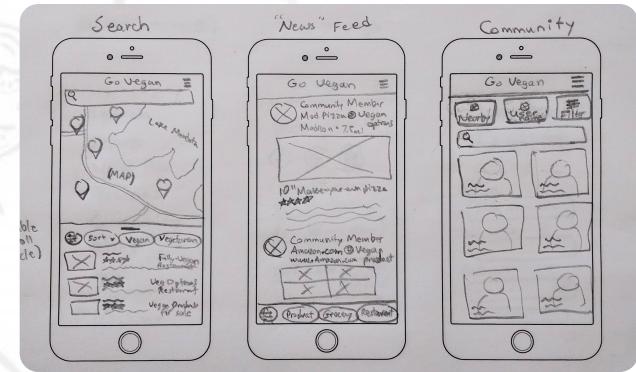
Splash screen > Home



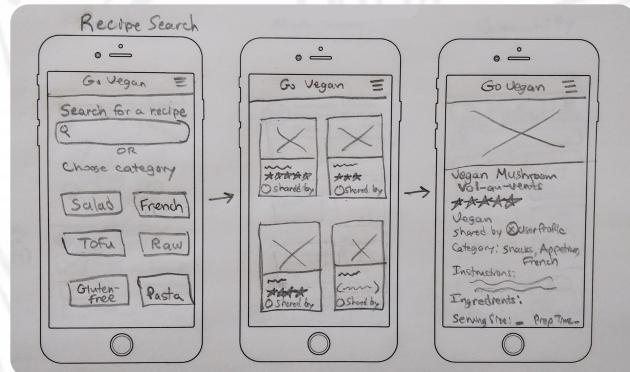
Menu and Log-in



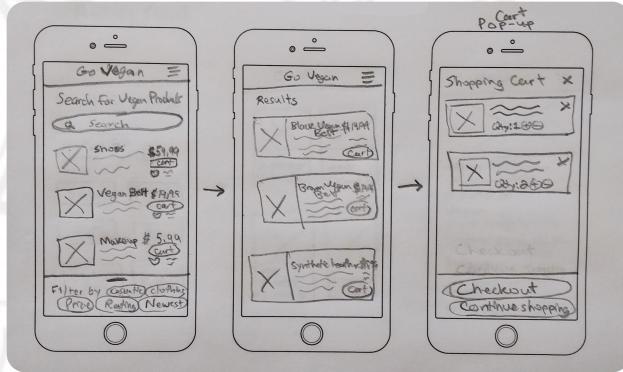
Function samples



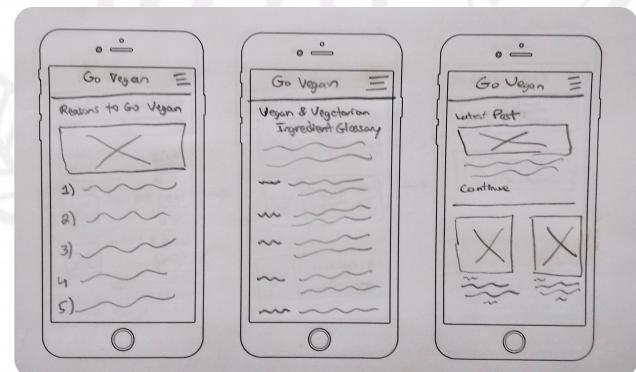
Katrina's track



Freema's track



Dustin's track

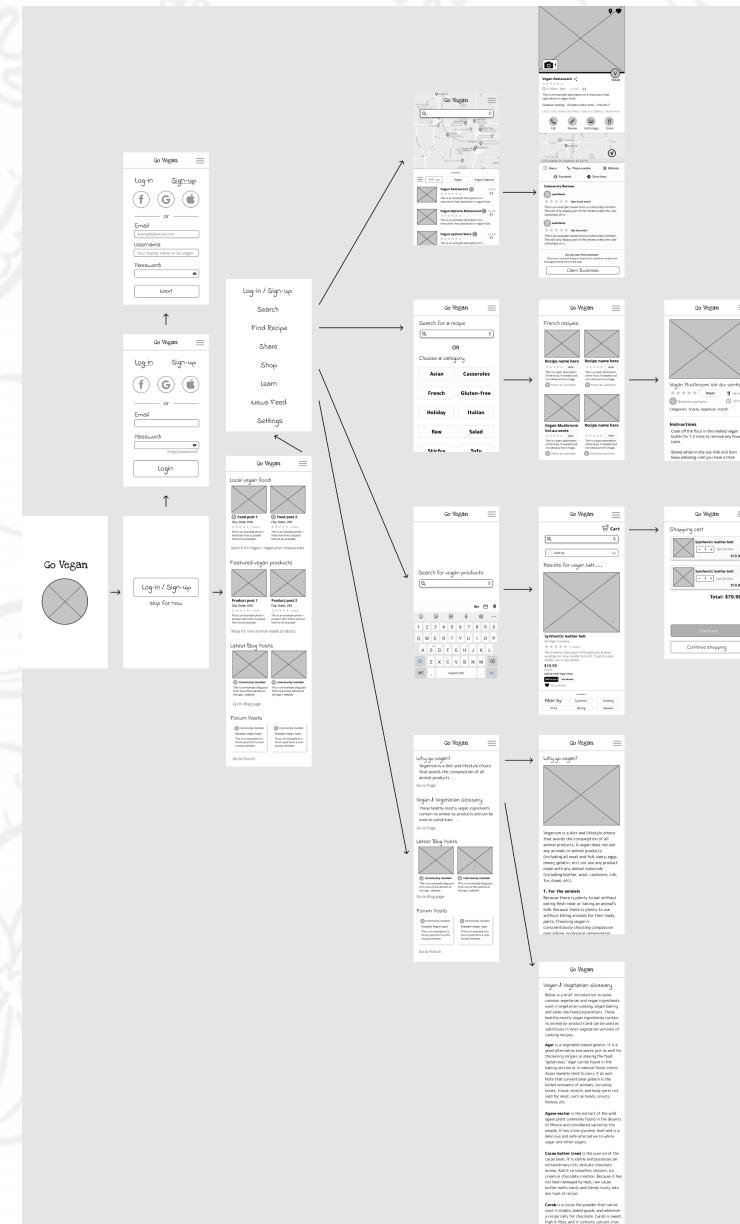


# Go Vegan



## Figma Wireframe

Beyond the samples of the paper draft, the digital version of the wireframe expanded further on each of the primary functions.



# Go Vegan

## Style Tile

A style tile was then developed to establish brand identity, as well as build consistency in the app's final appearance.



### Go Vegan

Clean, green, modern, welcoming, user-friendly

Colors



Typographies

**Primaries**

Love Ya Like a Sister Regular  
Indie Flower Regular

**Secondaries**

Open Sans Light  
Open Sans Regular  
Open Sans Semi-Bold  
**Open Sans Bold**  
**Rounded Mplus 1c Extra Bold**

User Interface

Search Bar

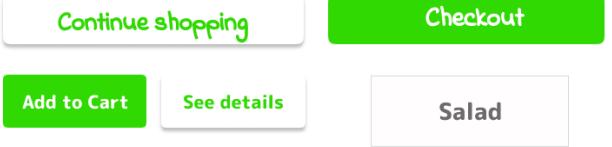


Icons



Full-fledged Vegan  
Vegan Options  
Vegetarian Options  
User Profile  
misc.

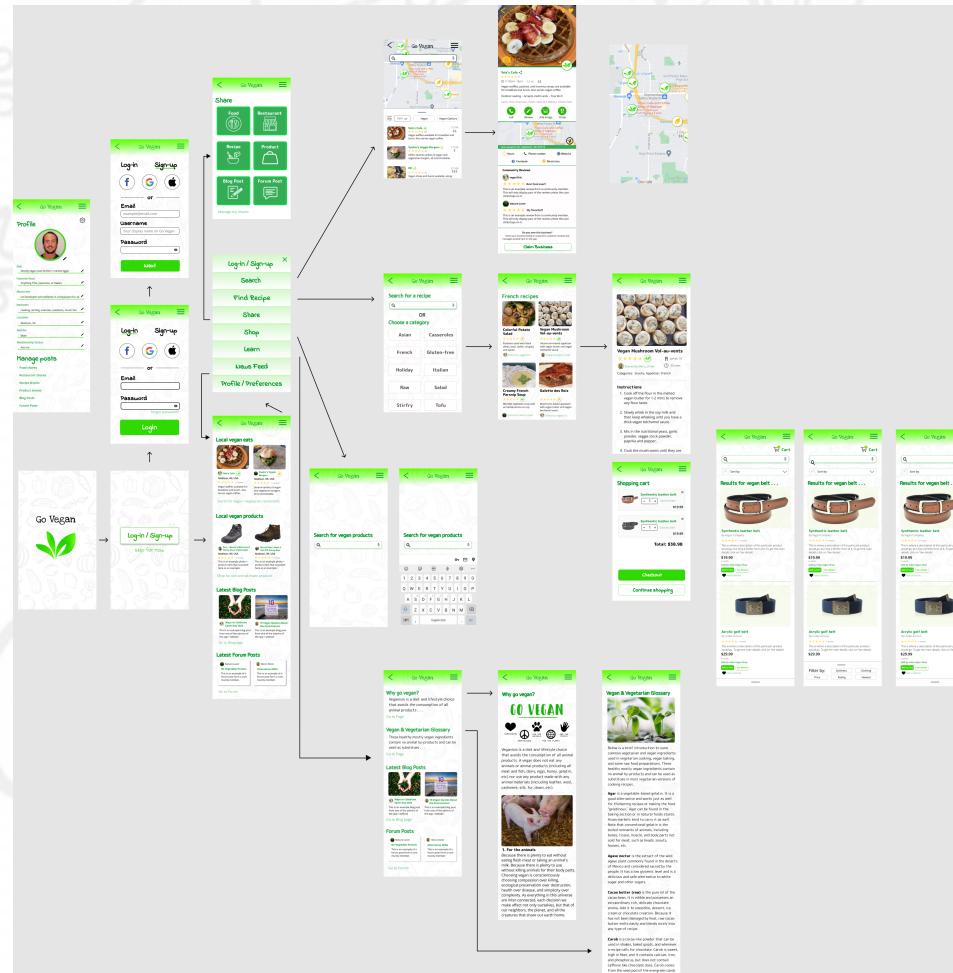
Buttons



# Go Vegan

## The Prototype

With the style and branding in place, the prototype was ready to be assembled.



Go Vegan 

Link to the Prototype



[Click here](#)



## Final user Testing

Even with a completed prototype in place, there is always room for further iteration. The prototype was thus shared around for additional testing, both among earlier interviewees, as well as classmates, friends, and others.

User testers were asked to complete each of the three tasks, each reflective of the primary goals of the persona users:

1. Navigate to the 'Why Go Vegan' page, go back, then open the 'Vegan & Vegetarian Glossary' page
2. Look up the recipe for Vegan Mushroom Vol-au-vents
3. Add a synthetic leather belt to your shopping cart



## User Testing Reflection

- User testing all occurred remotely, some live (i.e. on a call), and others not.
- All users were able to complete the three tasks.
- Earlier desktop users voiced their frustration with being unable to access all the buttons / interactives. This was remedied by putting a frame device around the prototype (via Figma), so that even desktop users would be able to view what the app would look like on a phone.
- While the text was readable, it was shared that the Newsfeed page might be too small for some readers. A future iteration may include single items across one line, rather than two.
- Load times were a voiced frustration among all users, so perhaps images could be reduced in file size to improve user experience in the future.
- Among other users, one accessed the prototype via i-phone, another using a small android phone, and yet another, an android tablet.

## Final Thoughts

The user experience of anything can always be improved. As such, the Go Vegan app in its present state only represents the best form of it at the current time. It can always be made more user-friendly with future iterations. It all starts with talking with potential users, hearing them out, and understanding whatever their pain points might be so as to know how to make things better.

The app as it currently stands is only a small sampling of what might be possible. I project future renditions to include more of a social media aspect, for one, allowing users to message and possibly add each other as friends. Beyond that, all of the other features sampled here will of course be expanded into fuller functionality.