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Interactive Design

Midterm

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An Interactive Quiz on the Myths of Fair Trade Coffee

The Topic

I wanted to cover fair trade coffee because the "fair trade" brand sells itself as ethical. When learning about it, there is little room to argue that the non-profits that carry the brand are just marketing organizations profiting from consumers who believe they are doing the underdog farmer a favor by purchasing the traded product.

I could have chosen a variety of fair trade products but selected coffee because it is the biggest import carrying the fair trade label. Today, American coffee chains like Starbucks and Dunkin' Donuts carry fair trade coffee from Latin America and Africa.

Not only did I want to focus on the biggest import to the country, but one of the bigger brands. I chose Fairtrade International Organization (FLO) because it is the biggest global provider.

As for the newsworthiness, the myths about fair trade have been written about a lot. Paul Rice, the president of Fair Trade USA (another brand) often tours university campuses to talk about the benefits of buying fair trade products. Rather than focus on a topic that is pressing during a particular month or even year, I wanted to work on an interactive feature story.
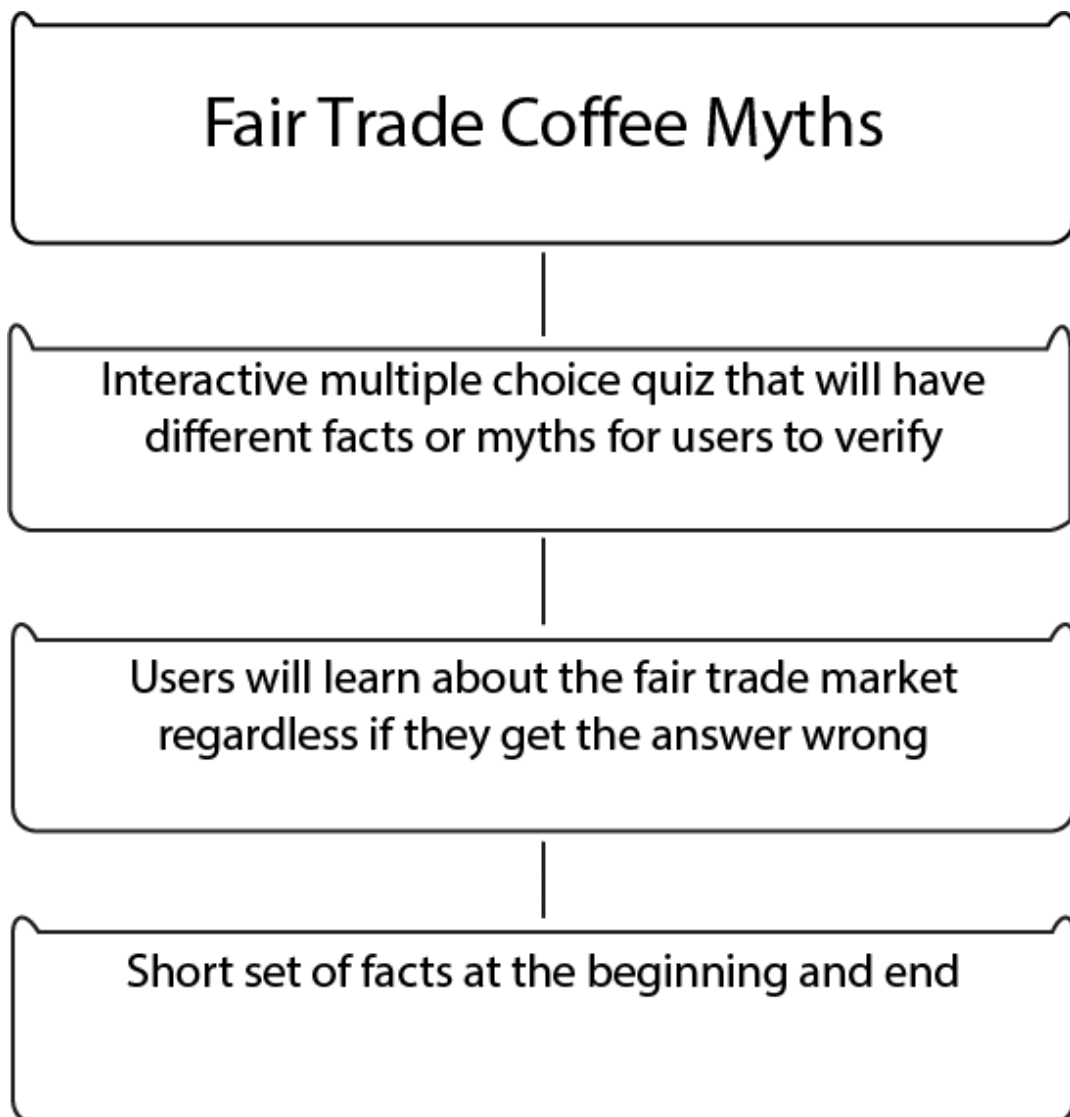
Building a quiz on coffee is relevant to graduate students. Pressing deadlines, learning new skills, writer's block, are well accompanied by caffeine. A survey at the journalism school told me that the student body in general told me three things: they did not know whether the coffee they consume is fair trade, they would opt for fair trade if they knew there was a choice for this coffee, and they did not know about the fair trade coffee myths and debate.

Given these three components I decided to build a quiz that would provide basic facts on the fair trade market. I think a quiz is the best way to engage news consumers when "teaching" them.
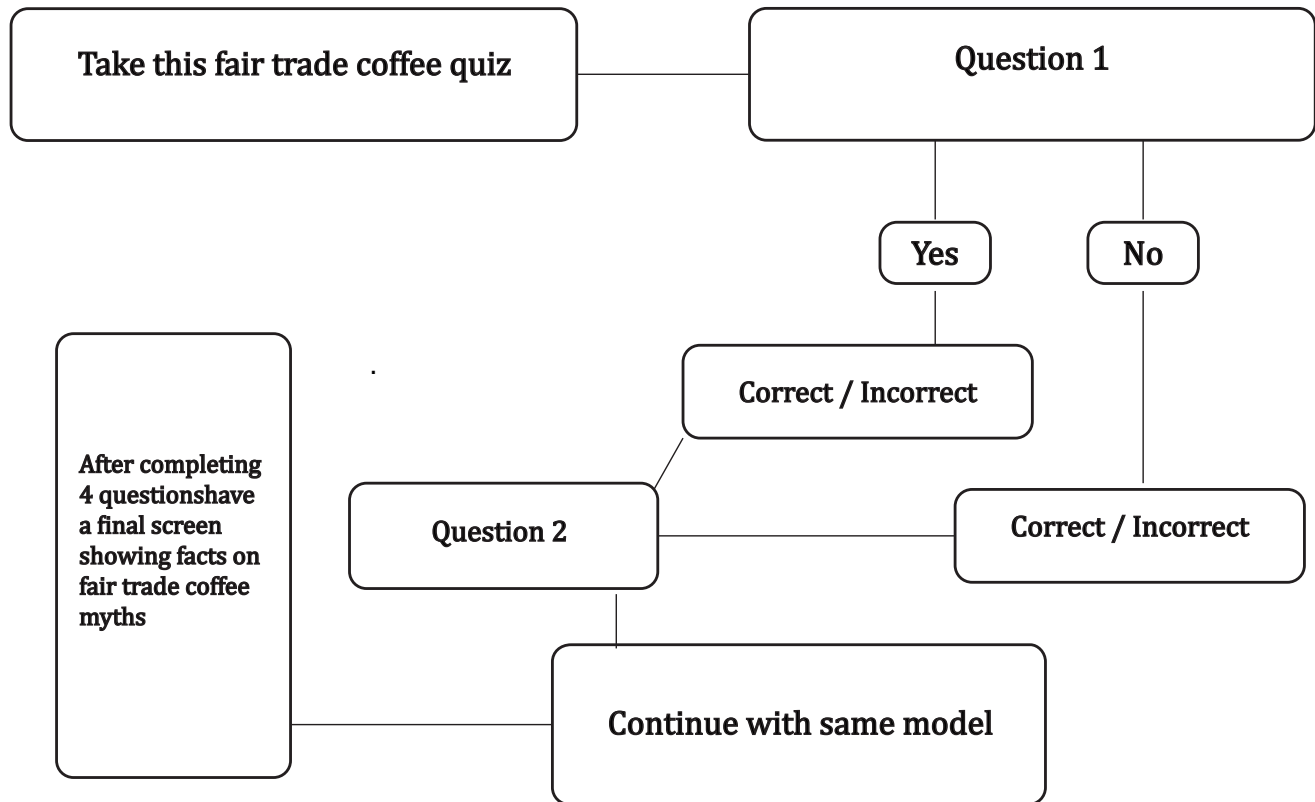
Story Map and User Flow Chart

Both are on Github as well.

Story map:

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┌─────────────────────────────────────────┐
│                                          │
│         Fair Trade Coffee Myths          │
│                                          │
└─────────────────────────────────────────┘
                     │
┌─────────────────────────────────────────┐
│  Interactive multiple choice quiz that   │
│  will have different facts or myths for  │
│            users to verify               │
└─────────────────────────────────────────┘
                     │
┌─────────────────────────────────────────┐
│  Users will learn about the fair trade   │
│  market regardless if they get the       │
│            answer wrong                   │
└─────────────────────────────────────────┘
                     │
┌─────────────────────────────────────────┐
│  Short set of facts at the beginning     │
│            and end                        │
└─────────────────────────────────────────┘
```

User flow chart:

Take this fair trade coffee quiz

Question 1

Yes

No

Correct / Incorrect

After completing 4 questionshave a final screen showing facts on fair trade coffee myths

Question 2

Correct / Incorrect

Continue with same model

Wireframes

My process is best seen in the transition from the initial desktop and mobile wireframes, to the final ones. Links to both models on Invisionapp are found in the Github page. Taking the initial feedback from having too much empty space on the first set of wireframes, I changed my background, font size, and image positioning. The user feedback I received was much more enthusiastic for my final set of wireframes.

I used feedback to create the "learning component" to the quiz. Initially I had wanted to have a questions and provide a "right" or "wrong" pop-up. However, this method would not have provided any substance for the users. They would not have any take-away from the quiz. I did not want the point of the quiz to be testing knowledge, but to provide information to debunk a set of myths. Therefore, I decided to also include the facts surrounding each question after every wireframe, regardless if the user got it right or wrong.

The Final Result

I received positive reviews from testing the quiz. My users were all Journalism School students. The coded background I created for the wireframes received the highest compliments. Four questions proved to be the right amount, and all of the users got at least one wrong answer that they then said was clarified through the quiz. While most users had heard about the fair trade coffee debate, few knew the facts before taking the quiz.

As for the interaction, again I received positive reviews. Everybody liked that the format stayed consistent, with the "Yes" or "No" coffee buttons on the same place of each page. Also, every user said that the "Yes" and "No" format was the best way to learn about a set of preconceived notions. And finally, the interaction worked well because it was not timed, so users could take their time reading the information.