

Food Basket

For the community, by the community



Team Members



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MOTIVATION



Every year 0.8 million children in our nation become a meal of “Malnutrition” and approximately 2.7 million adults die due to hunger only. The debate does not even stop here, and the irony lies in the statement that “our country is the second-largest producer of grains in the whole universe and we are also the top exporter of food grains among other nations”, now the question arises, “being a top producer of food grains, then also why our nation tops the list of most deaths due to hunger and malnutrition among the world chart records?”
the major issue is "FOOD WASTAGE" and improper handling of food that can fill someones hunger.

Problem statement



The issue we have raised as an main is the "Food wastage" and "hunger". Both are somehow interconnected with each other, because being a top producer of food grains, than also we are competing interms of hunger and poverty. Our nation is facing the issue of malnutrition and improper diet. the organisations which are even working as a supporting hand are facing issues in connecting with people and making them aware. Hence,to find out some sort of solution regarding this issue and how to handle it wisely so that a large group of the population can get benefited and similarly a large group can also act as a contributor in serving the community.

Along with that we have also focused on helping "STREET FOOD vendors", to make them more visible on the online platforms, so that they can rise economically and can make their bussiness expand, since they have been affected severly after Covid.

video link:-

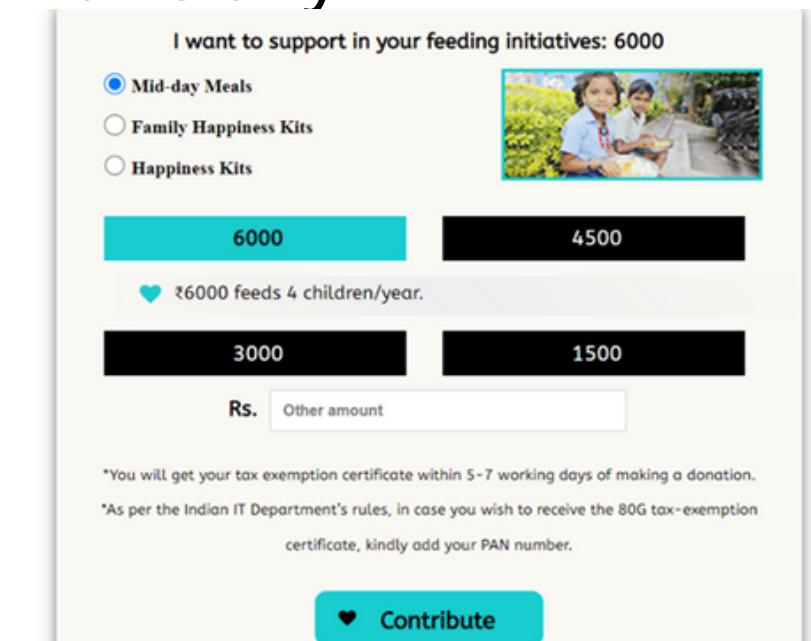
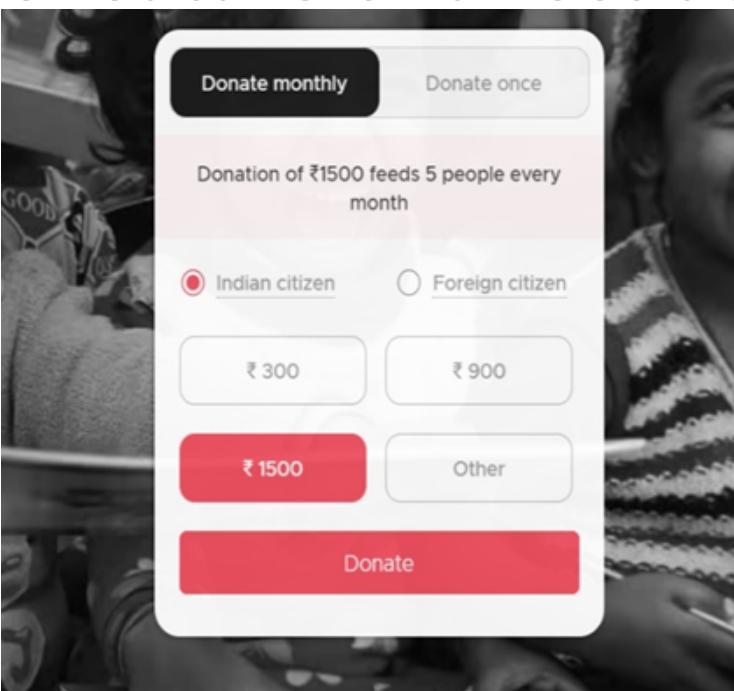


Similar platforms:-

Right now in indian market , we can see there are few platforms, which have a similar kind of ideologies :

- Akshay Patra
- Feeding India
- Annakshetra

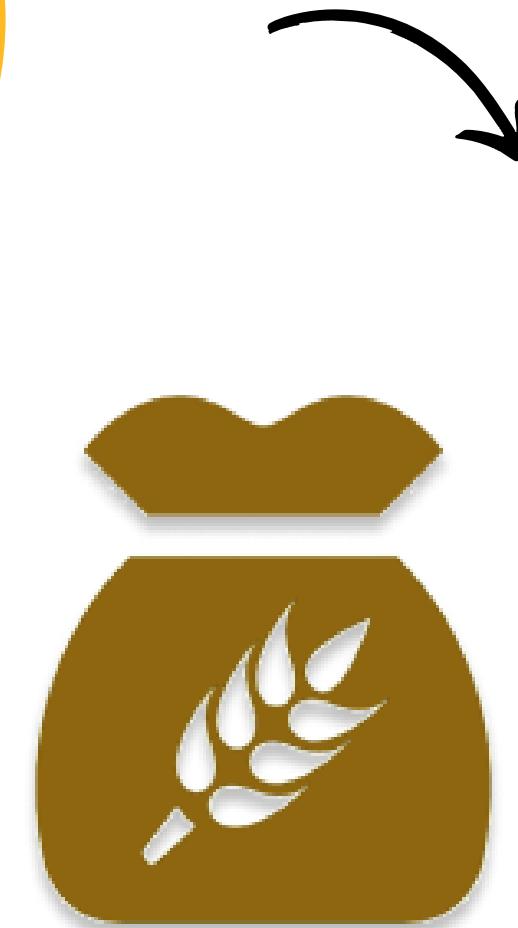
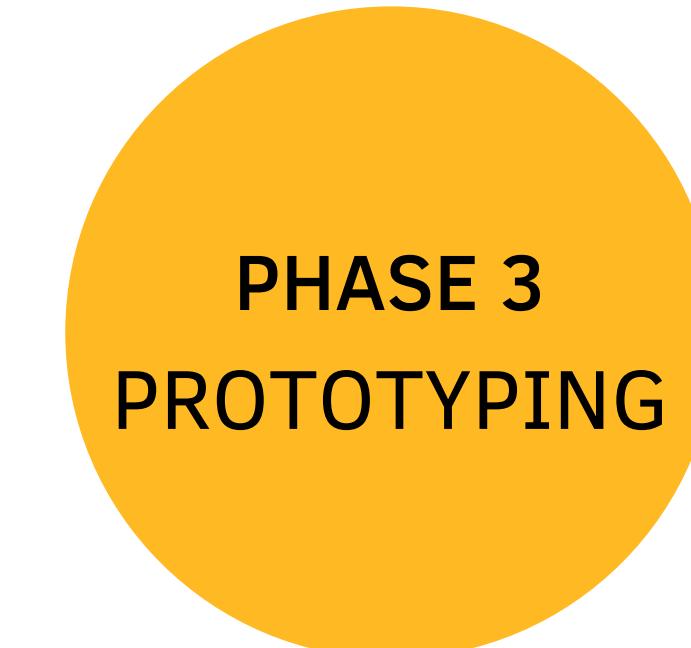
But we found a loophole in all of them, they basically runs on the capital donation provided to them, they doesnt have the feature of direct donation. one can only support financially.



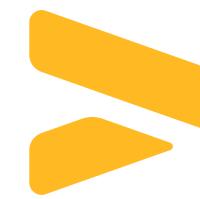
why we choose Food basket?



- The pre-existing platforms majorly depends on money Donation, not the food one
- To make it easier for the user to serve the community without much hussle
- Dont make Donation a business
- Dont limit the platform to Donation only, make it entertaining and more usable, we have community features to interact with each other
- The user count will be more, since it will hold multiple other features , that will make it easier to connect with each other.



HOW WE MADE FOOD BASKET



DATA GATHERING



We conducted various experiments to gather multiple views about our research project and its usability:

- opinion polls
- interviews
- group discussions
- individual talks



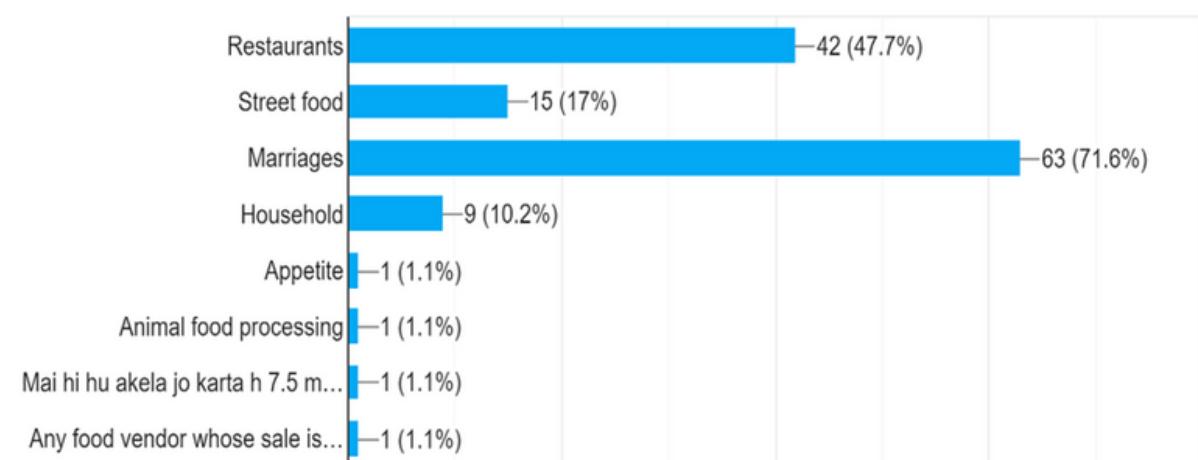
Opinion polls



We received a good amount of responses for our research project and finally concluded with the following results:-

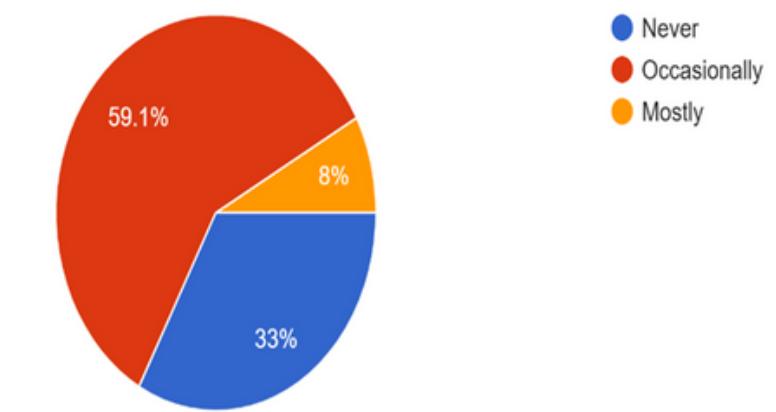
From your experience, what is the major source for food wastage:

88 responses



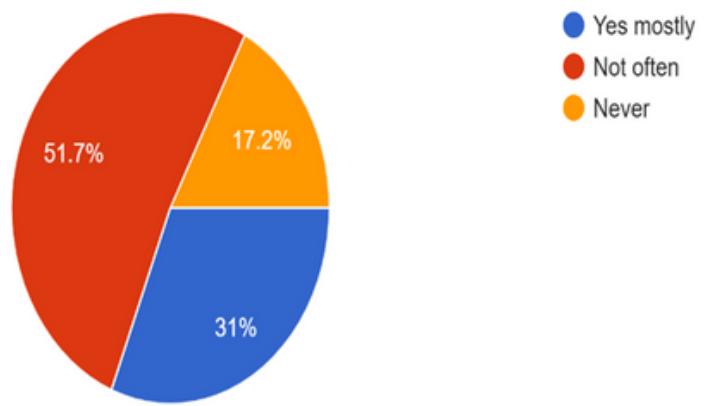
How many times have you wasted the food you ordered from a restaurant?

88 responses



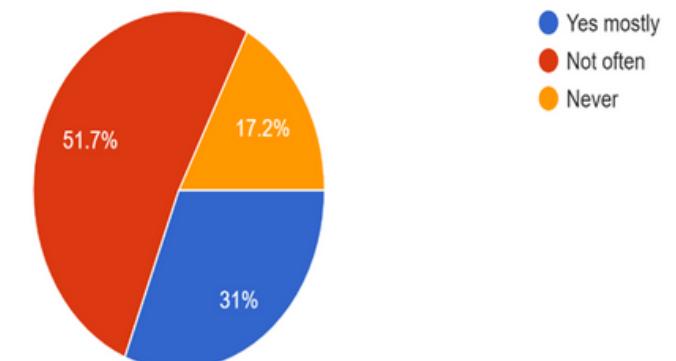
Does it happen with you that u had a get to gather at home and it ended up having lots of food getting unused or being wasted?

87 responses



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87 responses



Interviews

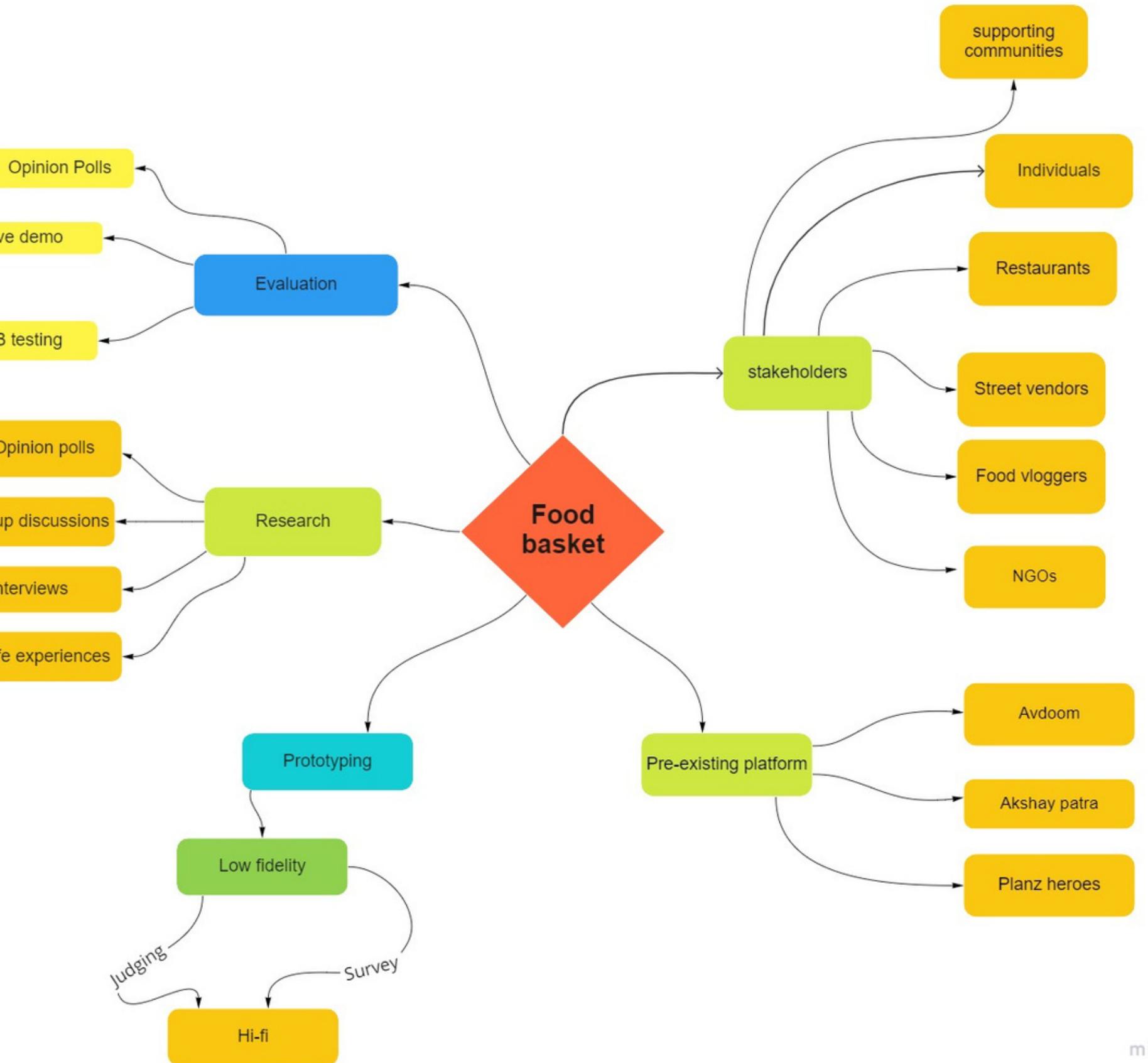


We took interview of half dozen people , out of which 1 was a street vendor and the other 5 were the donor users, on discussing them about the issue, they found it quite relative with them.

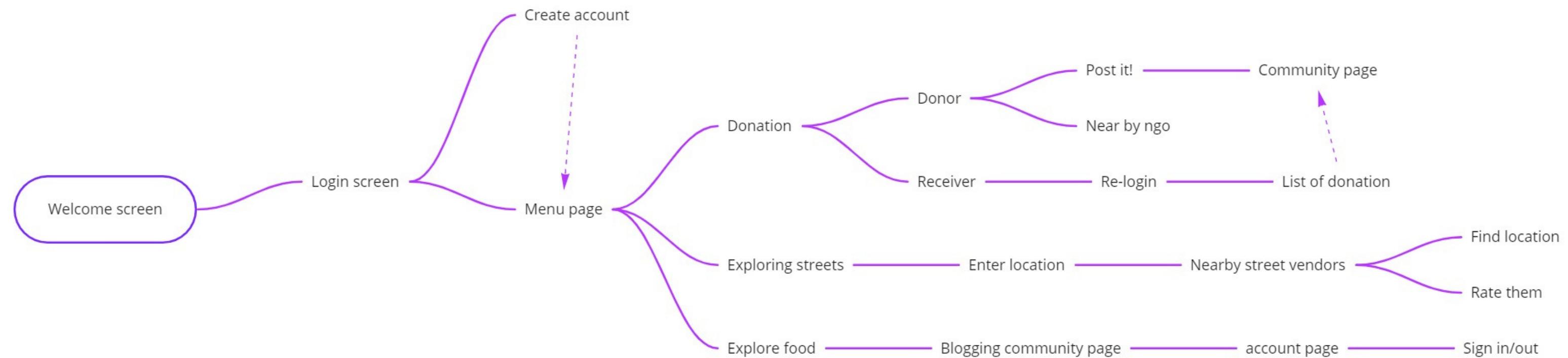
from the interviews our conclusion came and we found that the problem on which we are working is a quite legit and demanding problem.

people want this kind of platform from where they can contribute to the community without doing much hussle and getting connected with the people.

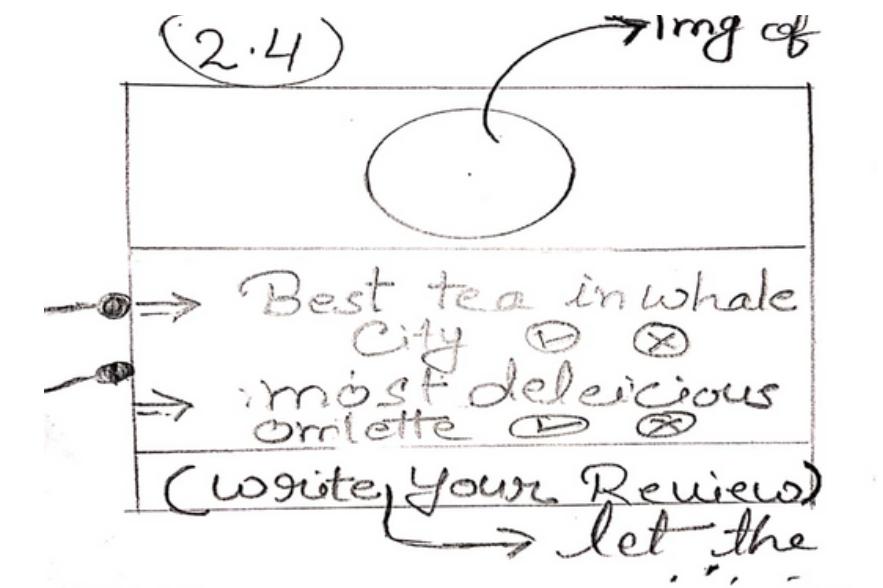
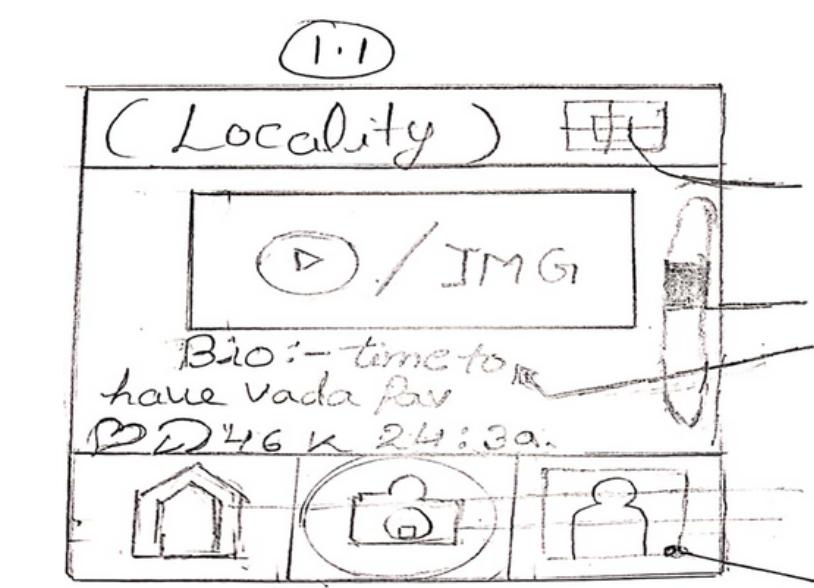
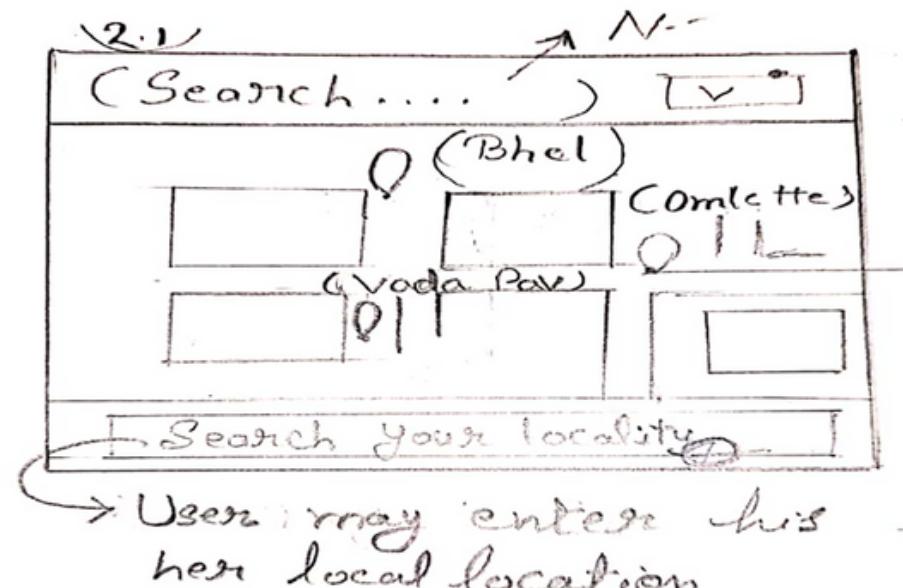
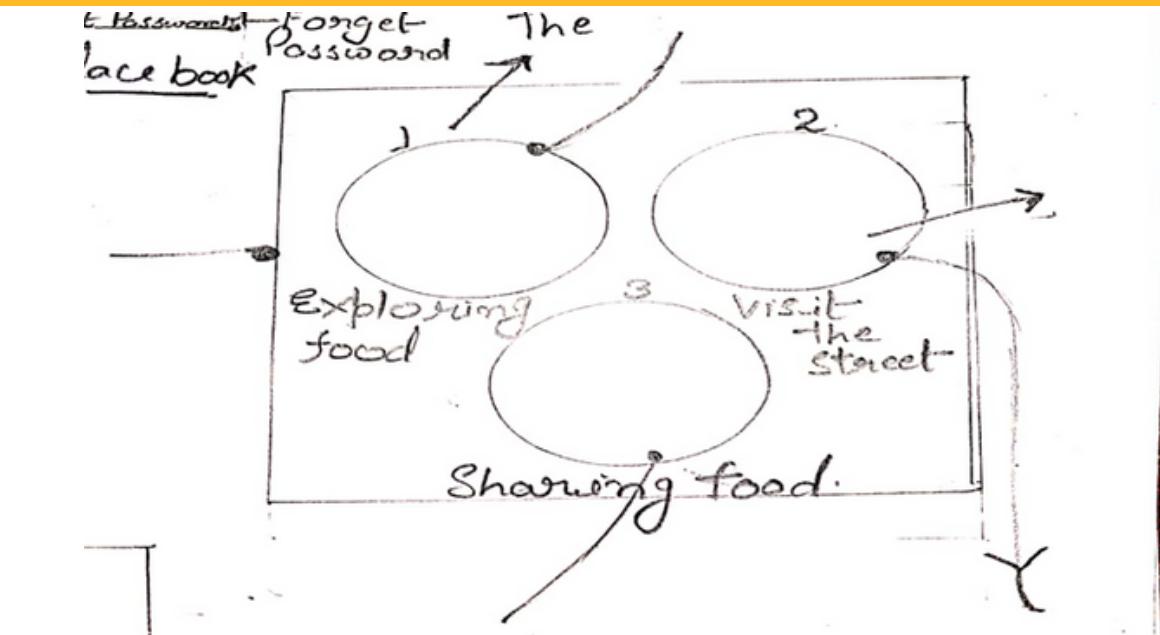
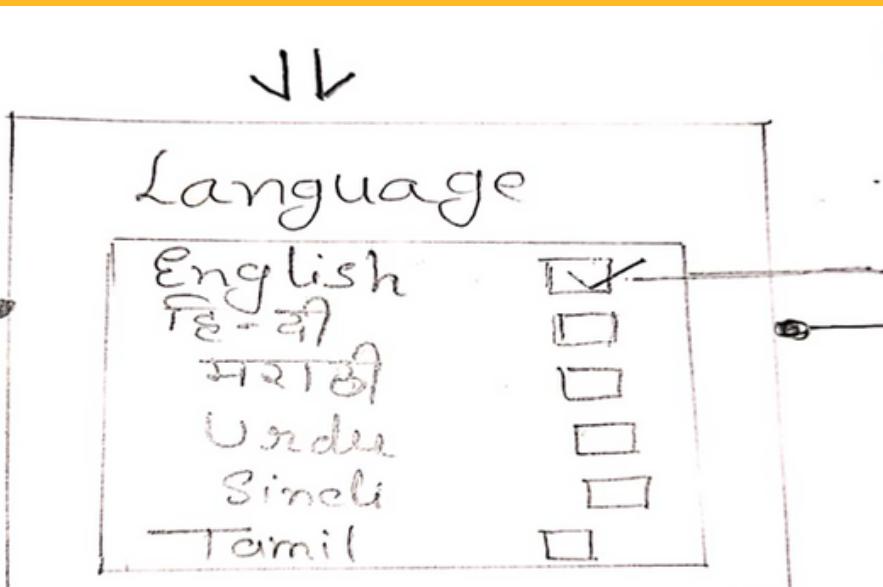
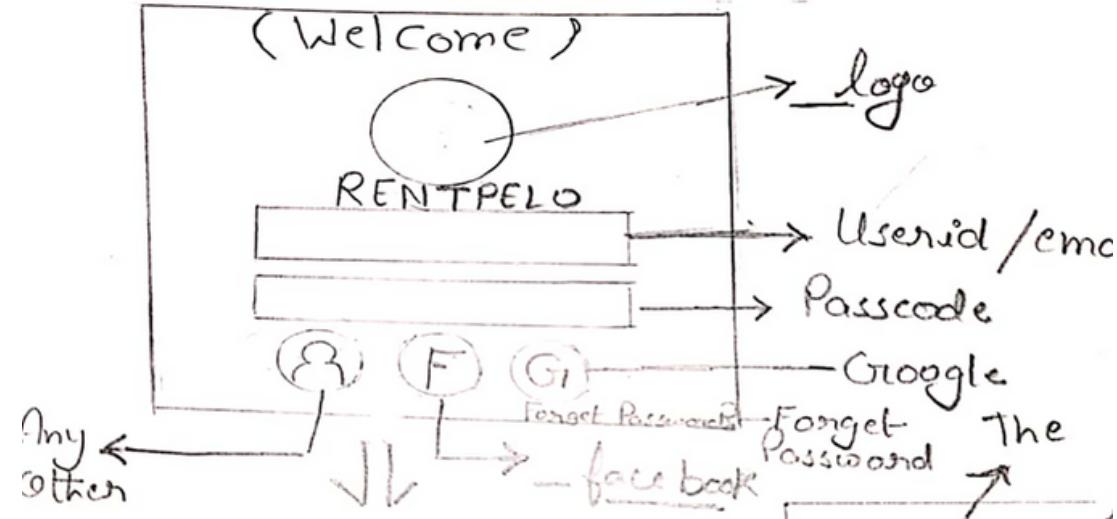
Ideation



Control Flow



Low-fi Prototypes



Low -fi prototypes



I.P.1

Privacy
Views
Report
Edit
Sign Out

application settings

I.P.2

We miss u?

Are you sure
you want to
log out

log out option

3.1

Our aim:-

Vasudeva
Kutum bakam

This whole
earth is a family

Loading

Preps

Quotes (to motivate people)

3.2

locality.....

Post - xx

We would like to inform that we have food for 50 people left due to an marriage.

Contact: x-x-x-x

Location:

Donation Community page

Welcome foodie

(Vishal)
(locality)

Img Img Img

Profile screen

Hi-fi Prototypes



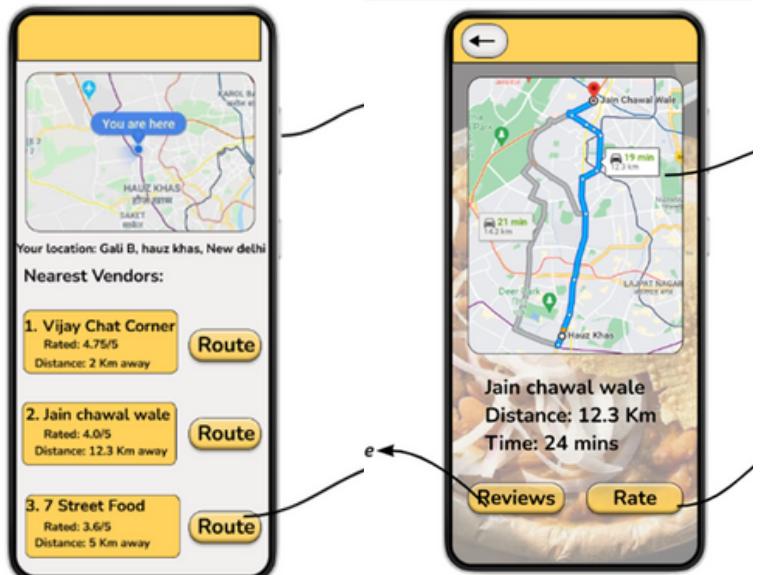
Home screen



Account login



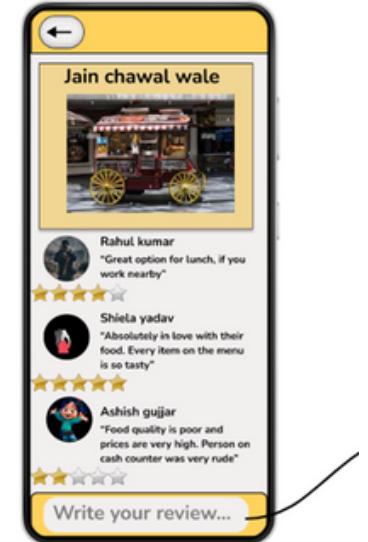
Main Menu



search vendor location

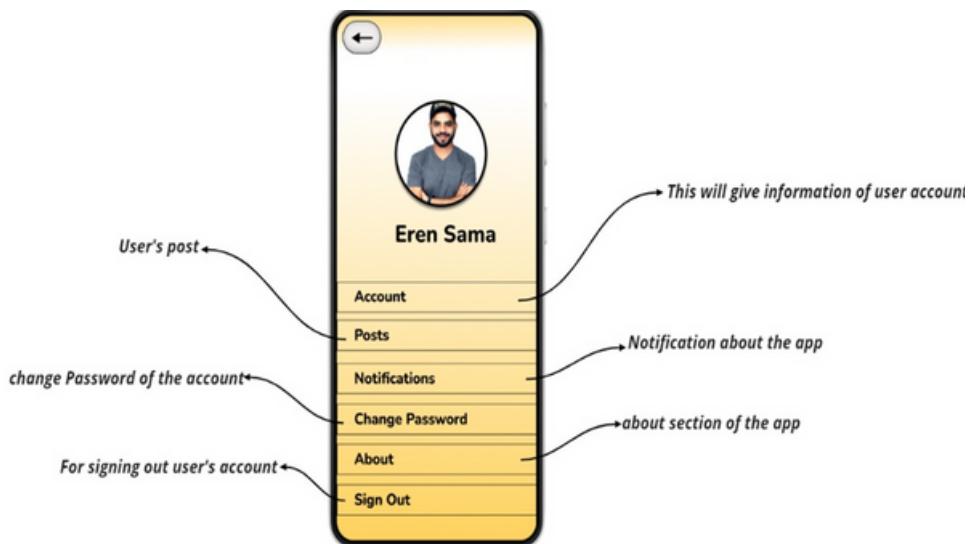


foodie community page

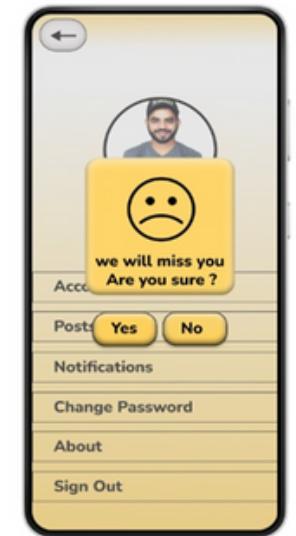


rating and reviewing

Hi-fi prototypes



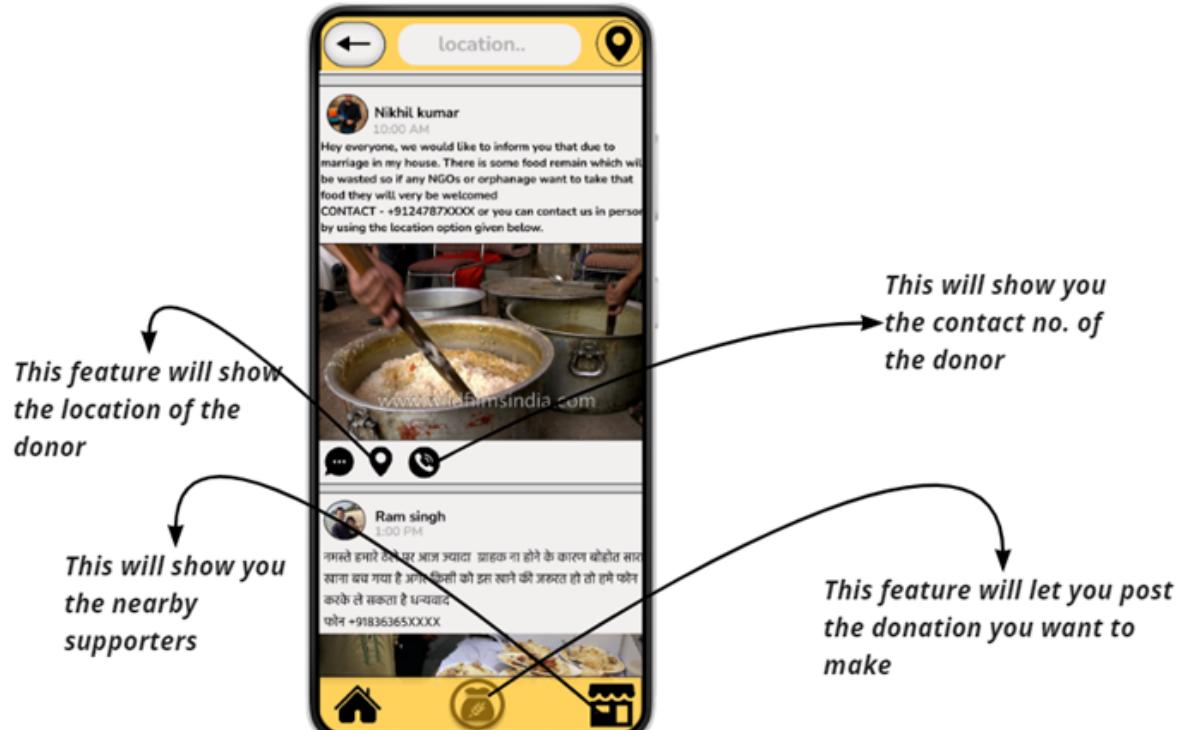
application settings



log out option

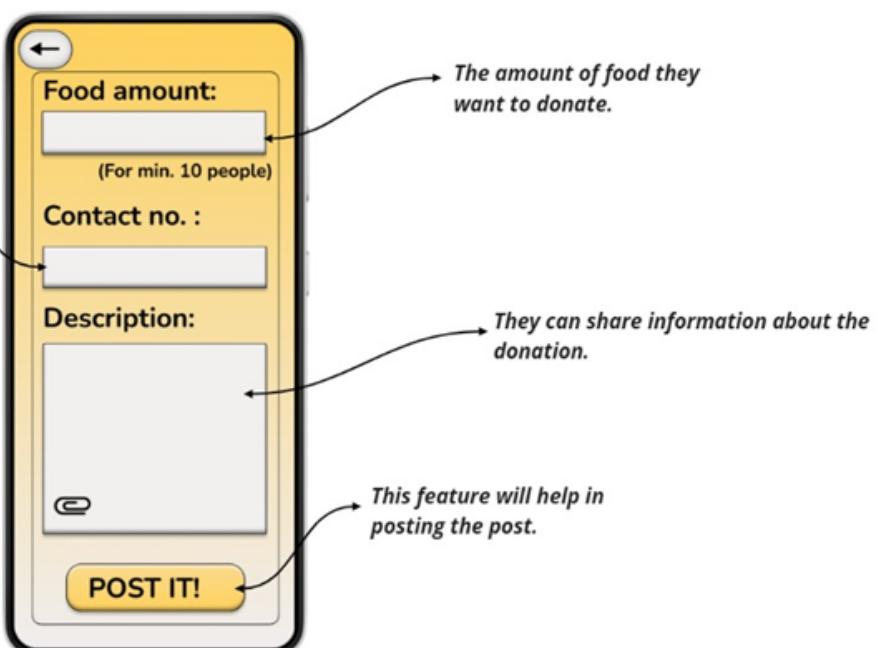


Quotes (to motivate people)



Donation Community page

The person who want to donate provide their contact number in this section.



Post your Donation

Evaluation

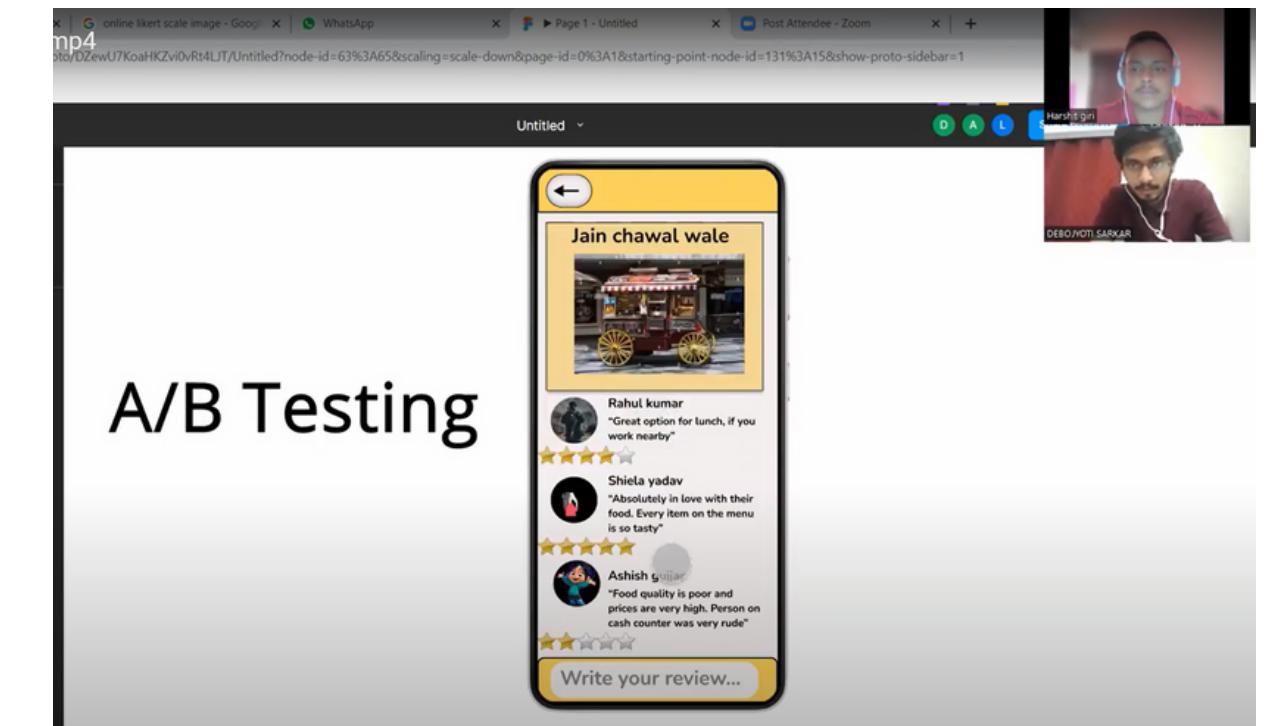


After the prototyping phase, we started the most important phase of our research project that was the "EVALUATION Phase".

All the group members given different roles and responsibilities , to do the following tasks as a part of our Evaluation ,Thus to find out the problems in our platform and to sort them as per the UX and usabaility factors.

the following tasks were done:

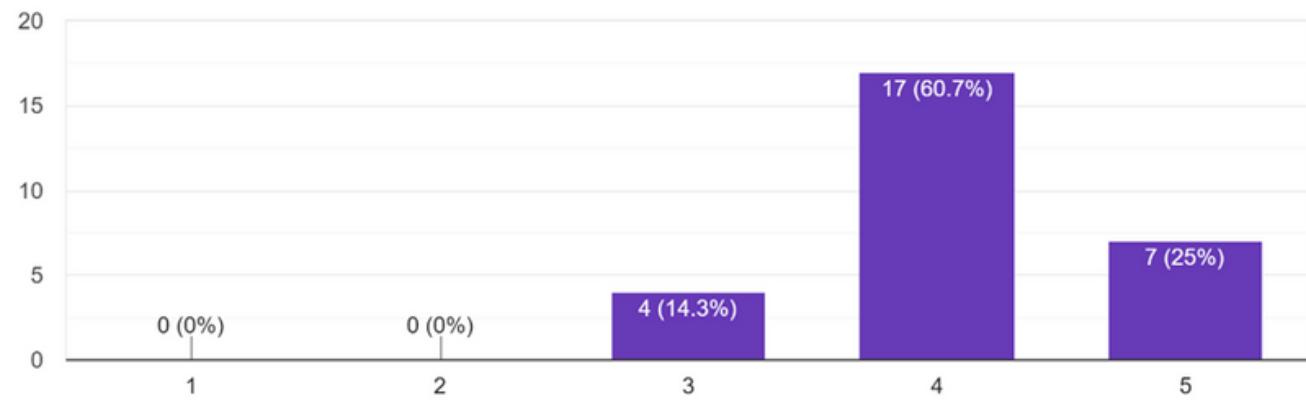
- prototype usability survey
- live prototype demo
- group testing and reactions
- feedback and issues in our platform



> Results of survey

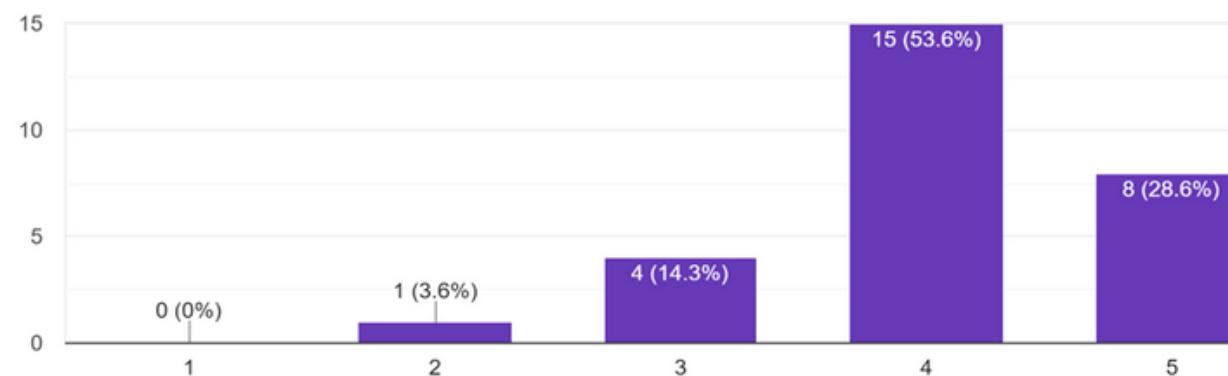
On a scale of 1-5, did you enjoy exploring the application?

28 responses



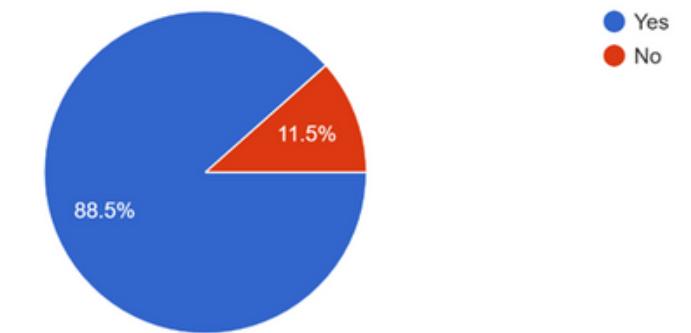
In the previous question, was the application able to meet your expectations?

28 responses



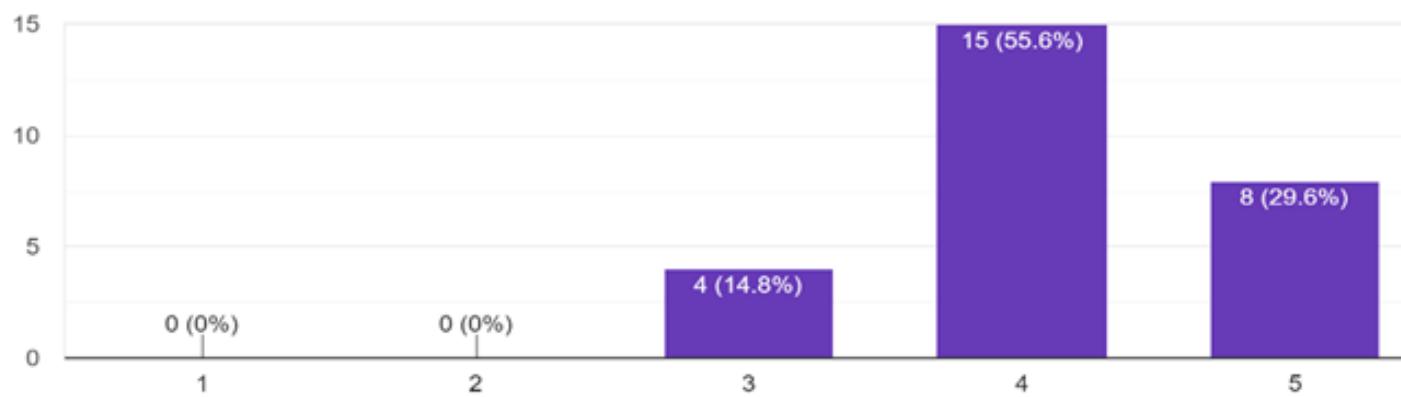
Were you able to easily carry out the task that you intended to?

26 responses



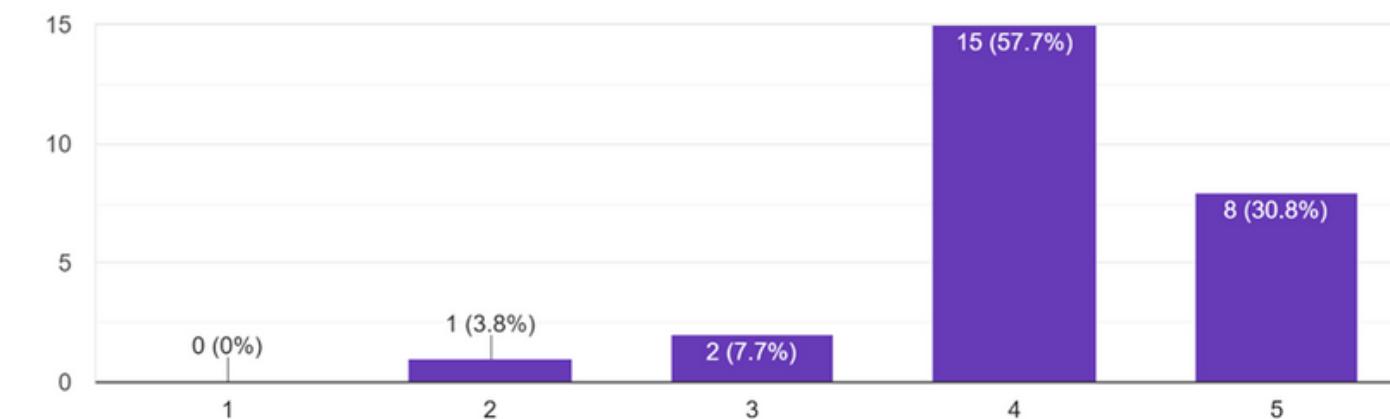
How was the button/icon layout experience for you?

27 responses

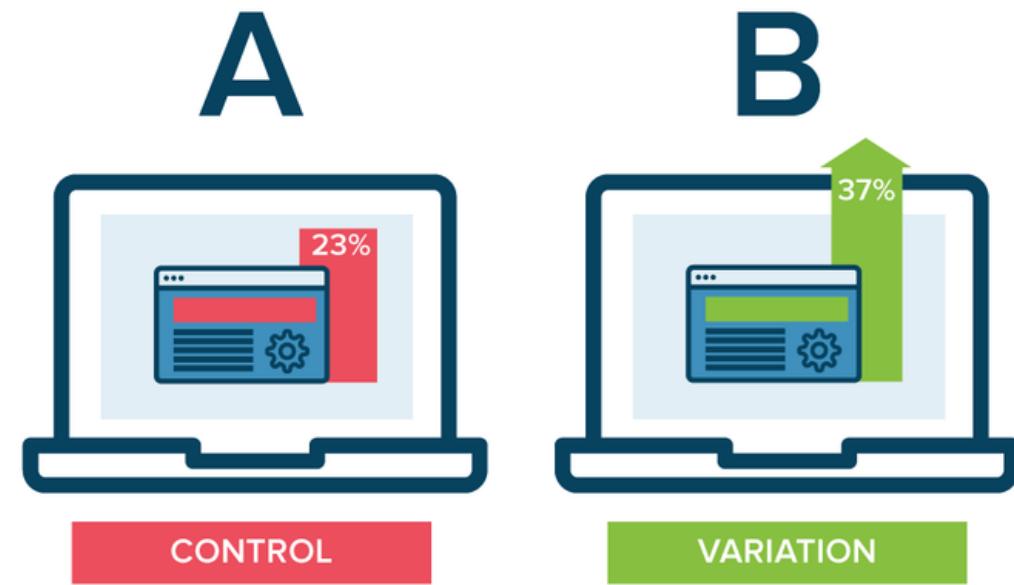


How satisfied were you with the look and feel of the application?

26 responses



> Evaluation studies



A/B Testing

We gave a task to 2 group of students and noted their experience:-

- The interface was easy to use
- no cognitive effect found
- task success rate:- 95%



Group Testing

our team mates did the group testing, and found out the user experiences and based on that, noted their observations:

- almost 90% users liked the prototype
- few of them pointed it to be less colourful.



Individual testing

We took the personal live demo of the users, and noted their experience with our platform and asked for their feedback.

- every interviewee found it easy to use
- they pointed out that our platform is target based and simple to use and its UX is nice