



A design by Derek Chiu, Georgie Maud, Kristiana Soranaka, and Uday Mahajan

## Cost Efficient, Eco-Friendly Shopping and Food Waste Reduction

### The Problem

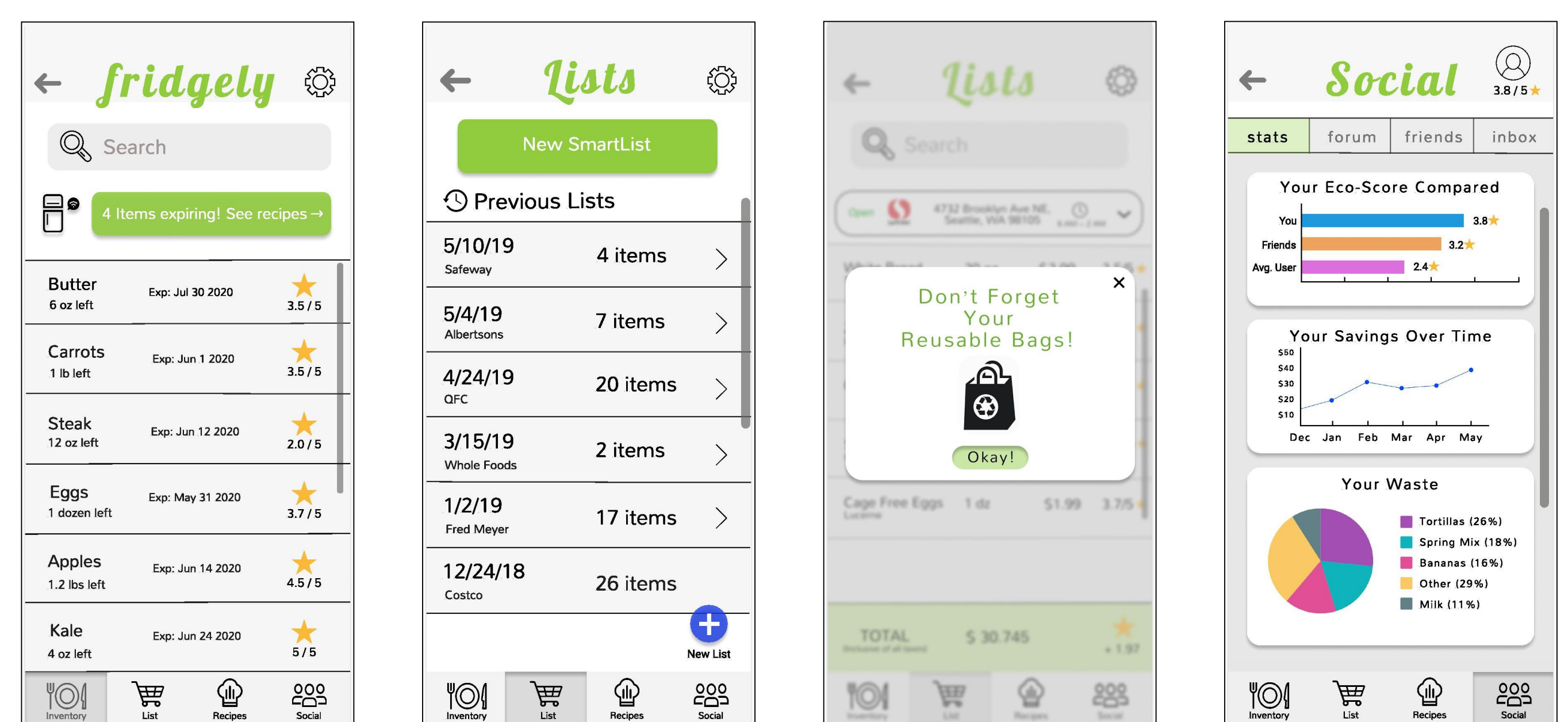
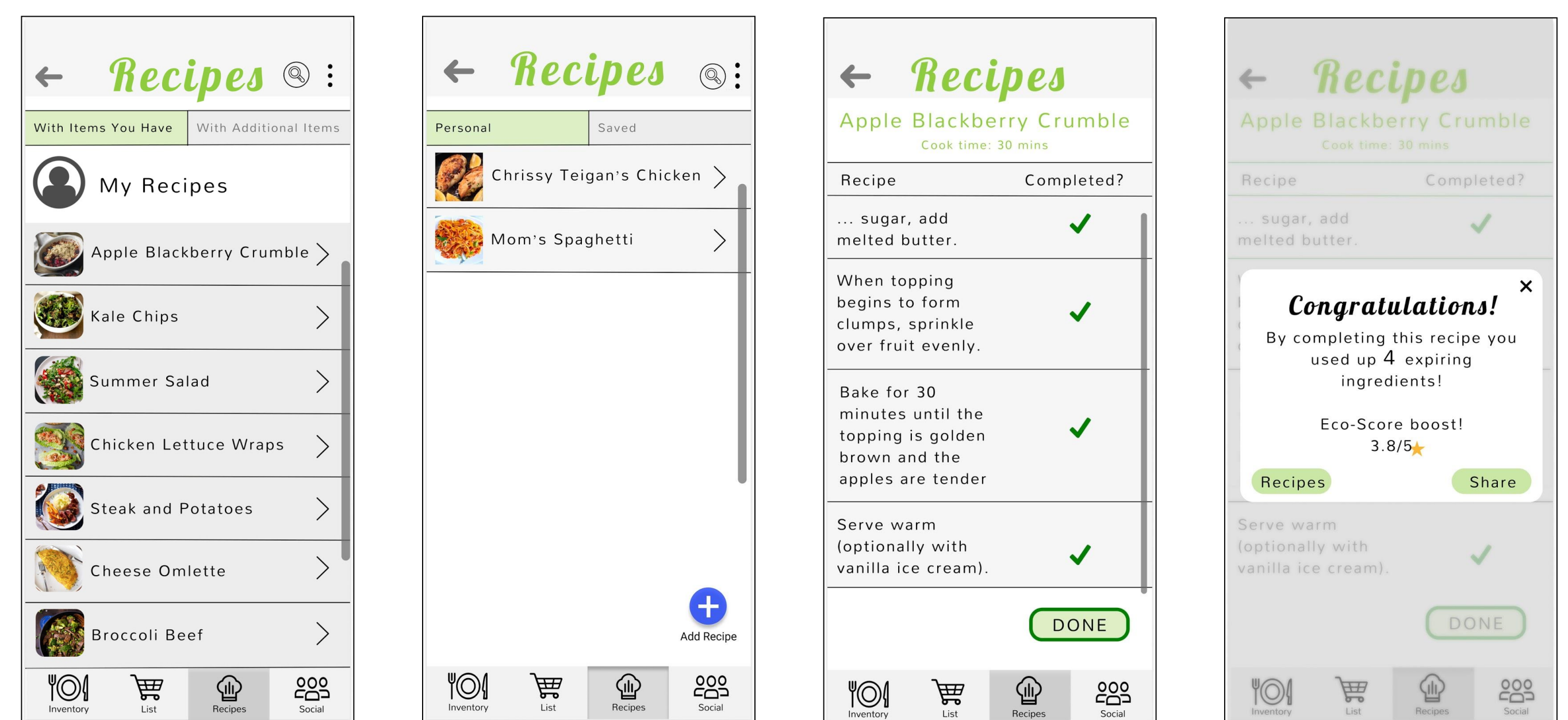
Young adults face a difficult challenge of efficiently shopping for a very small household while on a budget. This group also wants to do what they can to help the environment by reducing waste and buying eco-friendly products. When time and money are short, shoppers end up buying fast convenient food and forgetting about things they have in their fridge. They need an easy way to see what they have, manage what they are buying and easily use up items without waste.

### Key Features

- Personalized inventory of all grocery items the user currently has
- Easy to make smart grocery lists based on the user's food consumption
- Customized recipes based on ingredients in the user's inventory
- Social features to connect with friends and compete to waste less food

### Value Proposition

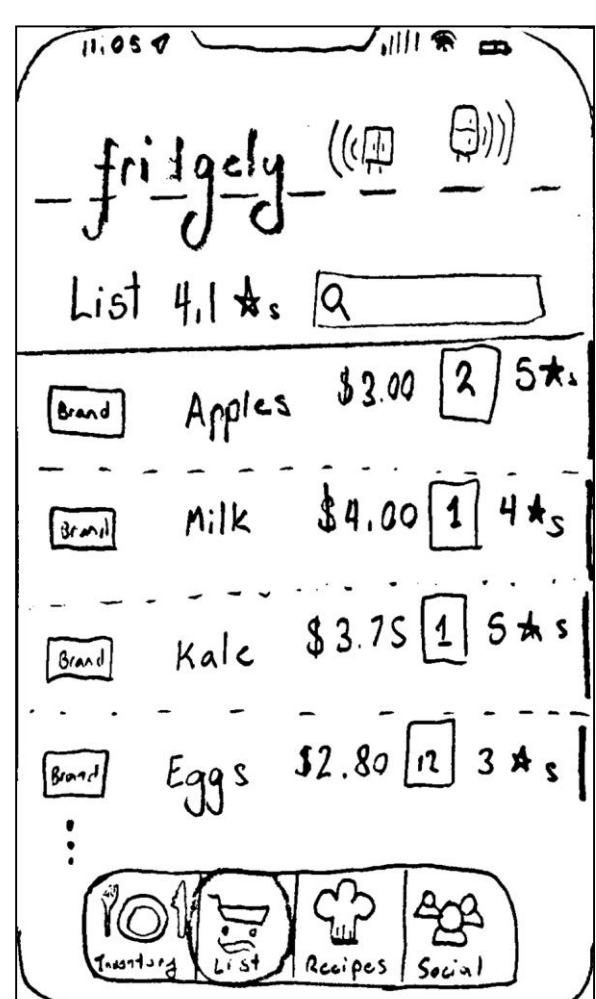
Fridgely is a tool for the eco-conscious to make reducing food waste easy. Using Fridgely you can save money, and reduce help reduce your impact on the environment by reducing your food waste.



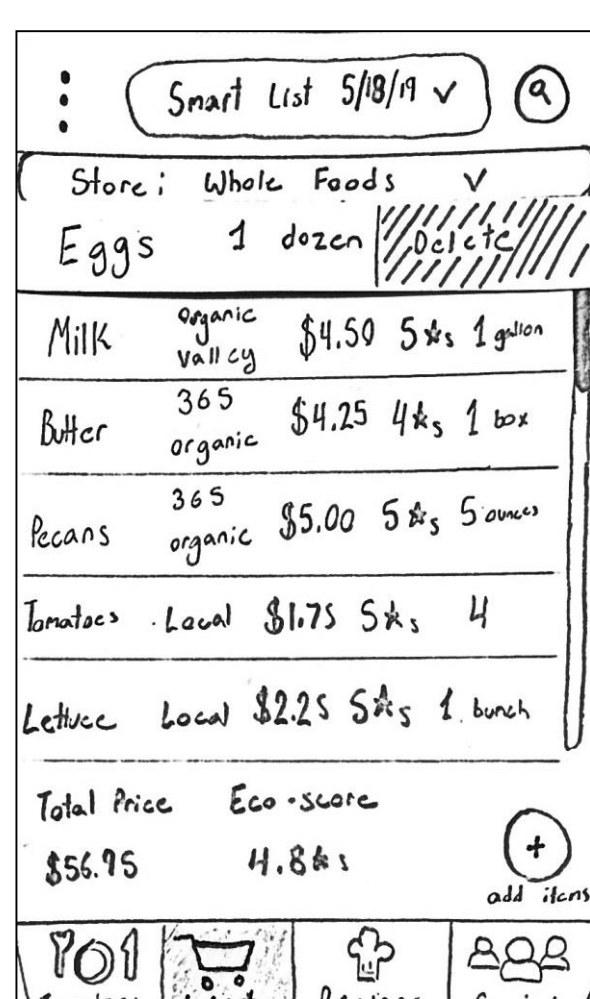
### Iterations

#### Digital Mockups

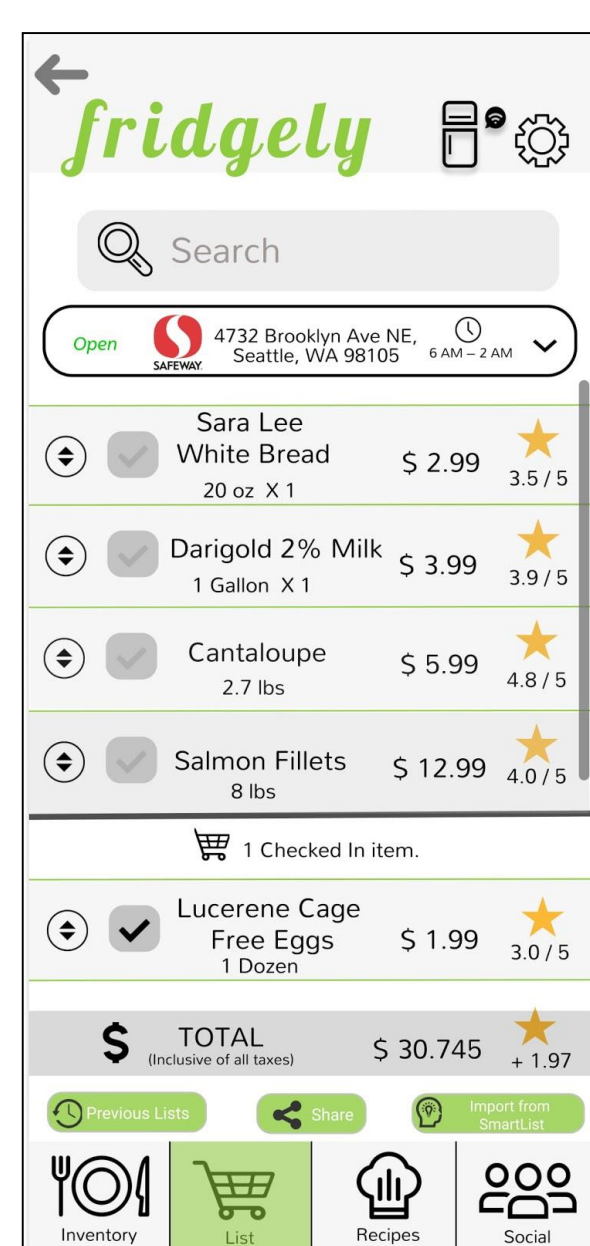
#### Paper Prototypes



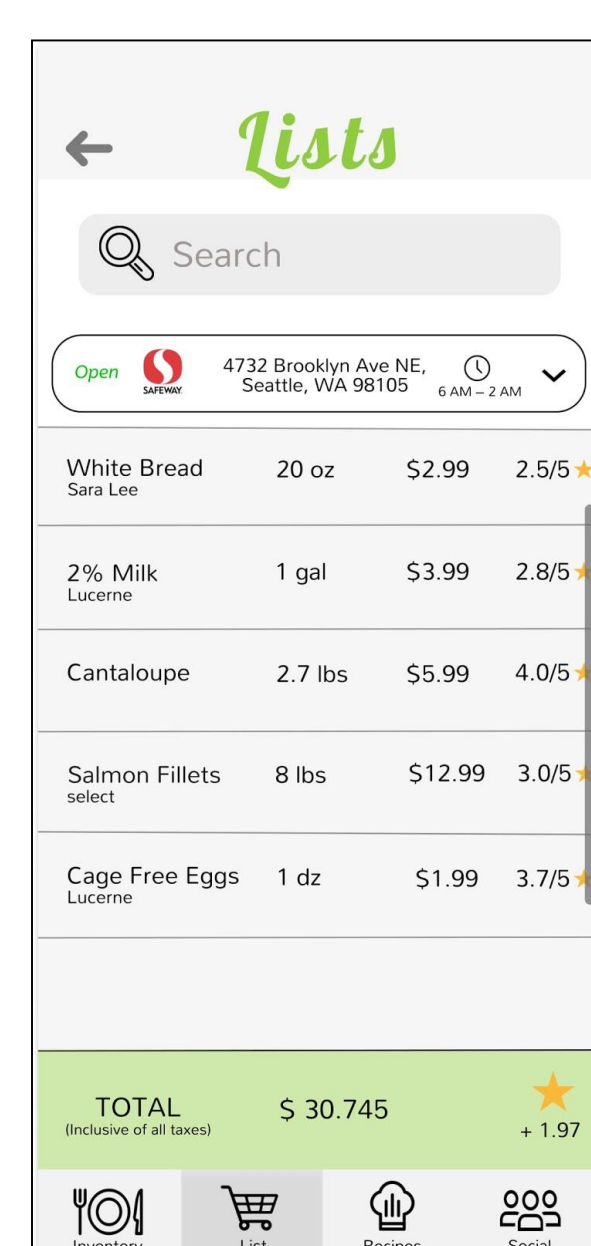
Fridgely 1.1



Fridgely 1.2



Fridgely 2.1



Fridgely 2.2

### The Process

- Brain Storming
  - Coming up with lots of ideas
- User Research
  - Empathizing with our users and what they care about
  - Finding out how they navigate the problem
- Many Prototype Iterations!
- Frequent Testing and Feedback!
  - Heuristic Evaluations (by UI experts)
  - User Testing (by target audience)