



Fridgely

Cost Efficient, Eco-Friendly Shopping

An Effort by: Derek, Georgie, Kristi & Uday

Improve Something Out There....

The Problem

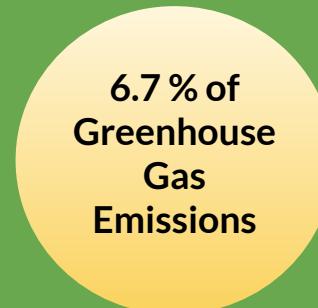
Overall Problem: Food Waste

- The US wastes 30-40% of the food they produce.



Overall Problem: Food Waste

- Food waste contributes 6.7% of all greenhouse gas emissions.
- Wasting anywhere from \$600-\$1000 per household a year.
- In N. America 43% of food waste comes from the consumer level.



6.7 % of
Greenhouse
Gas
Emissions



\$600-\$1000
wasted annually
per household



People can make a difference to this problem by buying less, wasting less and choosing eco-friendly products that last

Persona - Alex

- College student living alone
- Grocery shops for himself once a week
- Is on a budget
- Wants to make more eco-friendly decisions
- Wants to waste less food and save money



Goal: Reduce food waste

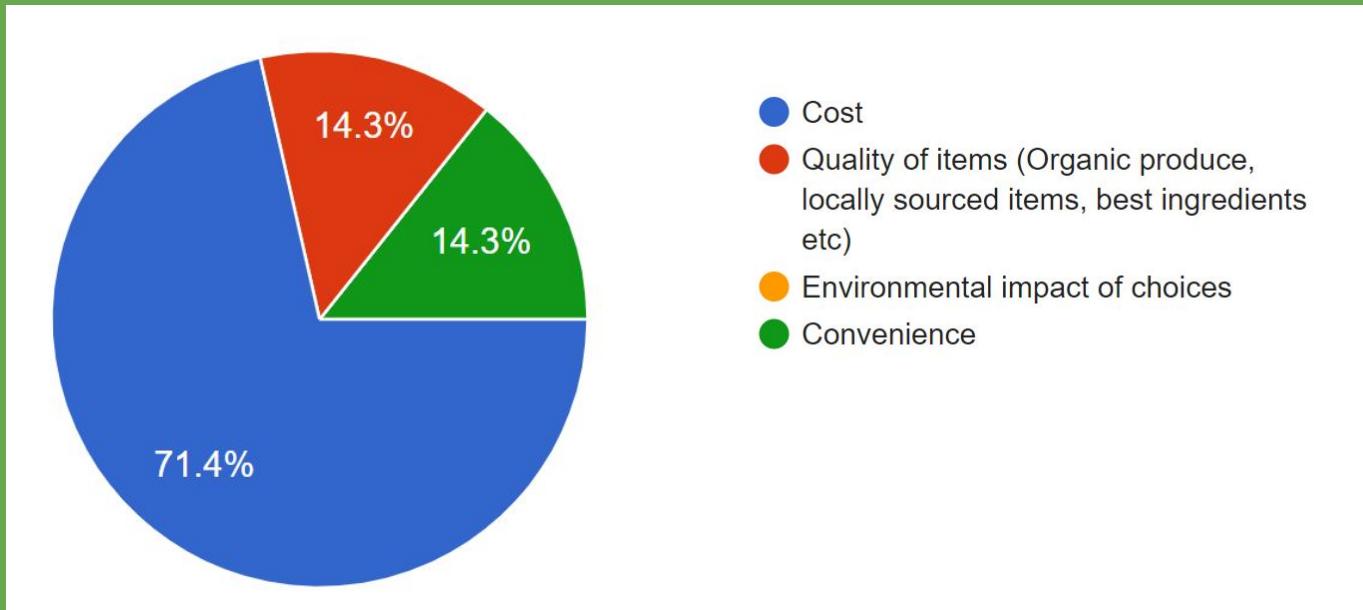
Solution:

Create a management app that alerts the user about expiring food

Guide users to shop and use products more efficiently

Online Survey: Results

What's Most Important When Buying Food?



Based on the User Research

Paper Prototypes



Initial Paper Prototype

Critical Aspects

Inventory

10:52 AM

fridgely (([] []))

4 items expiring 0 recipes >

Item	Amount	Expiration Date
eggs	3	5/18/19 >
milk	1/2 gallon	5/16/19
kale	1/2 bunch	5/18/19
apples	5	5/20/19

Inventory List Recipes Social

List

11:02 AM

fridgely (([] []))

Make New Smart List >

Previous Lists

- 5/4/19 4 items >
- 5/1/19 7 items >
- 4/24/19 20 items >

Inventory List Recipes Social

Recipes

10:54 AM

fridgely (([] []))

Recipes with items you have >

- Easy Apple Cake
- Kale chips

Recipes with a few extra items >

- Pea Soup
- Meltty Grilled Cheese
- 10 min Baked Potato
- Summer Salad

Inventory List Recipes Social

Social

11:04 AM

fridgely (([] []))

Eco-score 3.9 ★s

previous Improved

Max * you * Sam * Erin * Bob >

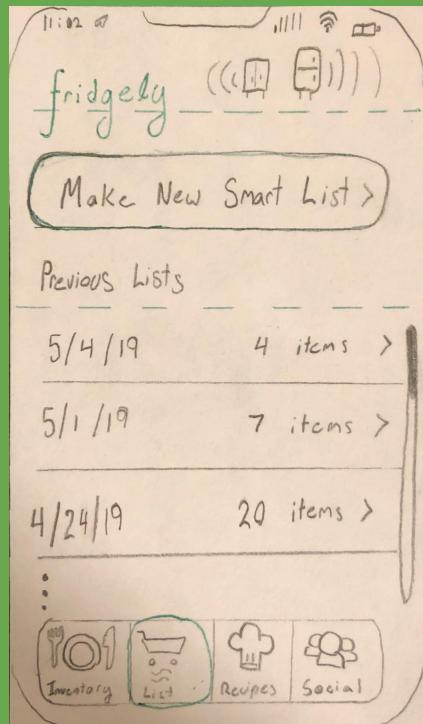
1 2 3 4 5

Chat 10 new messages >

Inventory List Recipes Social

Task 1

Step 1: Generating Smart List

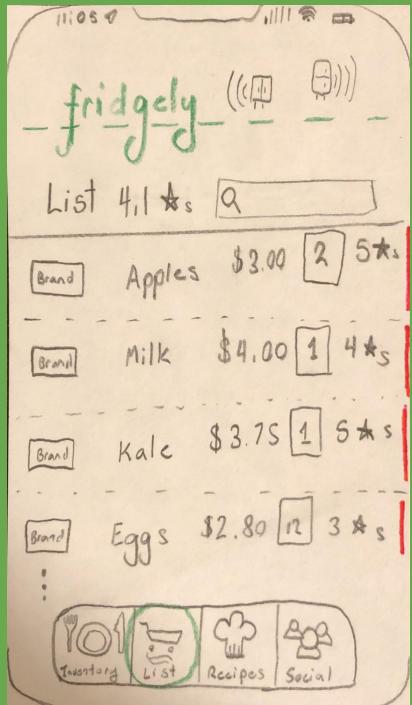


Generate List from data

A screenshot of the same mobile application after generating a new smart list. The header and search bar are identical. The "fridgeley" search result now has a green checkmark next to it. Below the search bar, the text "List 4, 1★s" is shown. A yellow arrow points from the "fridgeley" entry to the generated list. The generated list consists of four items: "Apples" (\$3.00), "Milk" (\$4.00), "Kale" (\$3.75), and "Eggs" (\$2.80). Each item has a "Brand" column, a quantity column (e.g., "2" for Apples), and a star rating column (e.g., "5★" for Apples). At the bottom are the same four navigation icons: "Inventory", "List", "Recipes", and "Social".

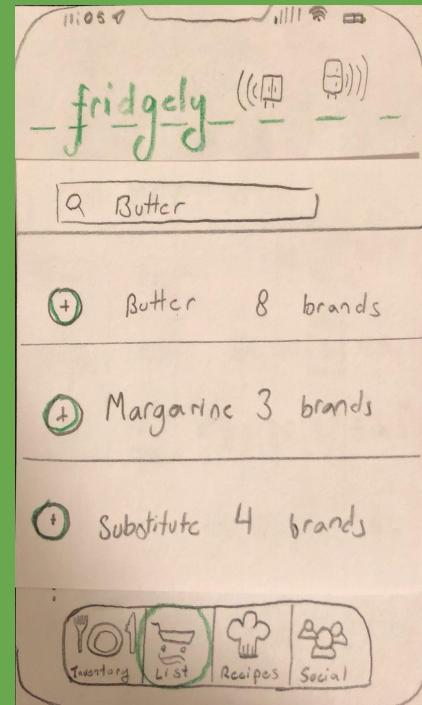
Task 1

Step 2: Add Items



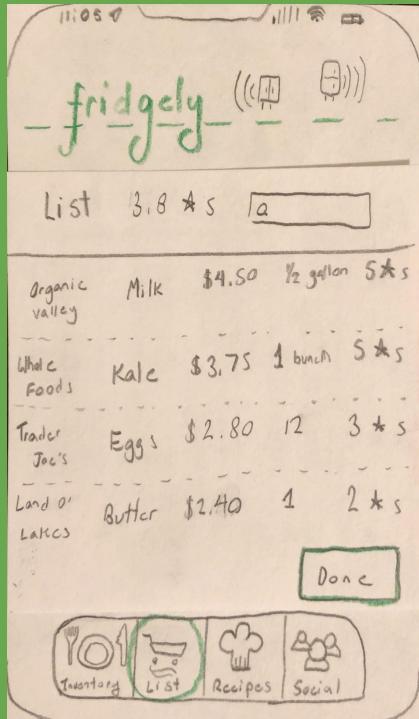
Search for items to add

Select brand + Add item to list



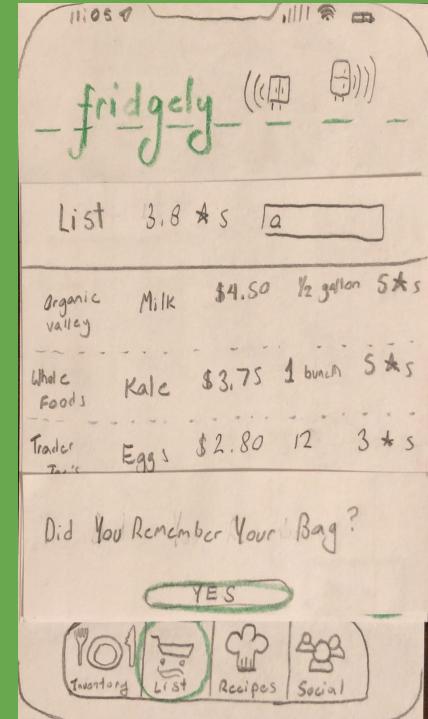
Task 1

Step 3: Finish



Click done

Reusable Bag Reminder



Task 2

Step 1: Pick a recipe

10:52 AM

fridgely

4 items expiring ^{7 sec recipes}

Item	Amount	Expiration Date
eggs	3	5/15/19
milk	1/2 gallon	5/16/19
kale	1/2 bunch	5/16/19
apples	5	5/20/19

Inventory List Recipes Social

Suggested Recipes

See all recipes

10:54 AM

fridgely

Recipes with items you have >

- Easy Apple cake >
- kale chips >
- Pea soup >
- Melty Grilled Chick >
- 10 min Baked Potato >
- Summer Salad >

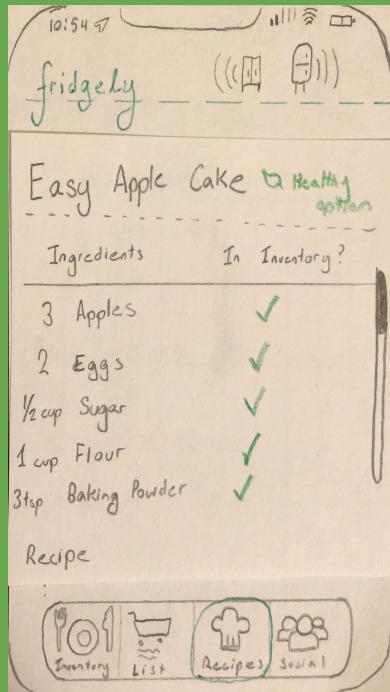
Recipes with a few extra items >

Inventory List Recipes Social

Task 2

Step 2: Follow the recipe and cook it!

Ingredients

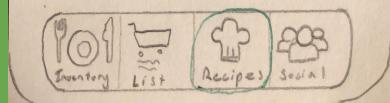


fridgeLy - (([], []))

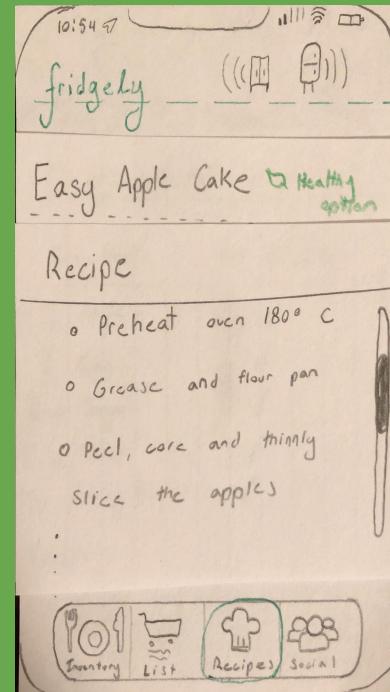
Easy Apple Cake Healthy option

Ingredients	In Inventory?
3 Apples	✓
2 Eggs	✓
½ cup Sugar	✓
1 cup Flour	✓
3tsp Baking Powder	✓

Recipe



Steps



fridgeLy - (([], []))

Easy Apple Cake Healthy option

Recipe

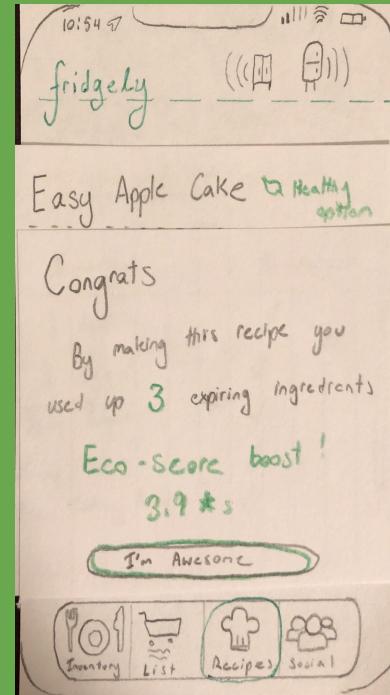
- Preheat oven 180° C
- Grease and flour pan
- Peel, core and thinly slice the apples



Task 2

Step 3: Stats and encouragement

Congratulate



Scoring Feature

Heuristic Evaluations

- Loading Screen for Smart List
- Adding and Deleting
- Back buttons
- Consistency



Usability Testing

First User Test

- Ability to add personal recipes
- Option to search for and add friends
- Search within list



Usability Testing

Subsequent Usability Tests

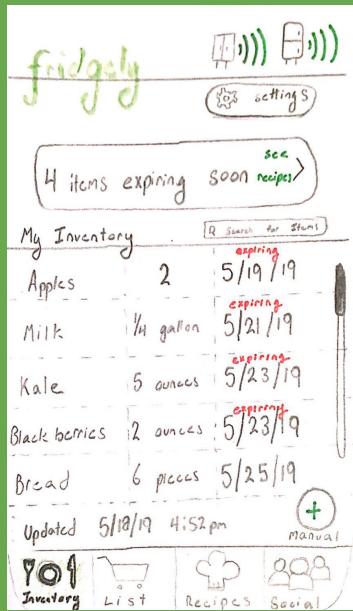
- More statistics
- Features concealed behind menus
- Confusing wording and symbols



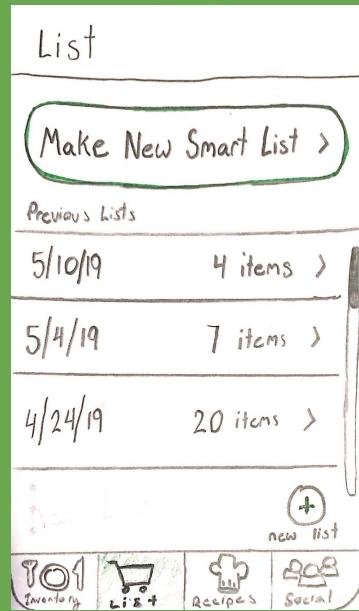
Revised Paper Prototype

Critical Aspects

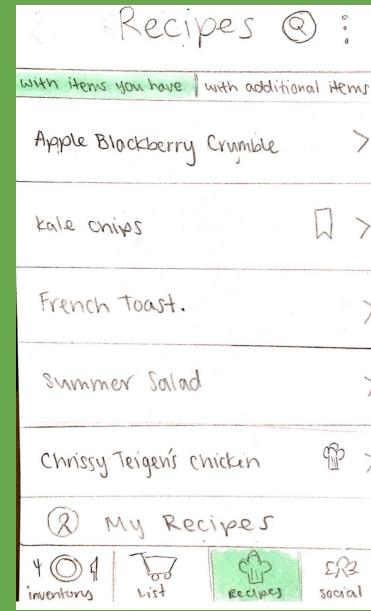
Inventory



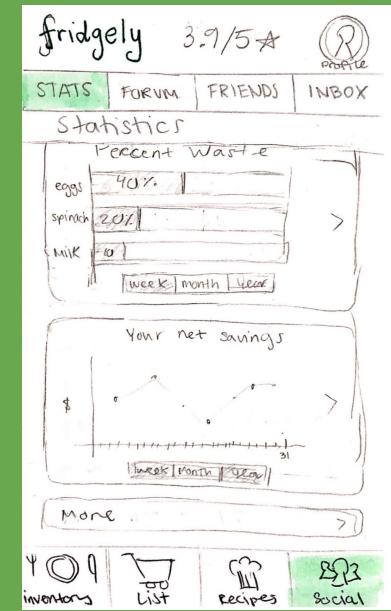
List



Recipes



Social



Task 1

Loading Screen

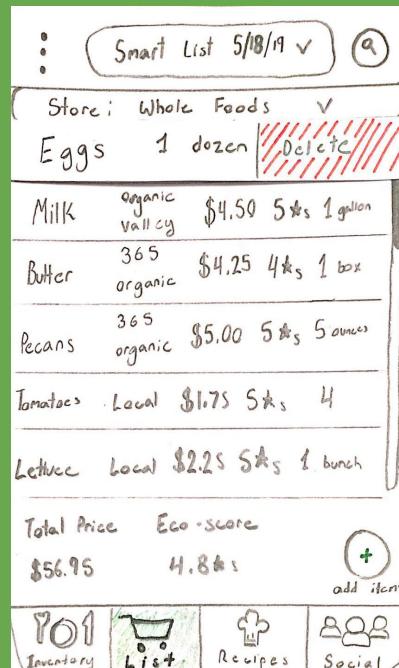
Generating...



Scanning usage

Task 1

Adding and Deleting



Swipe to delete

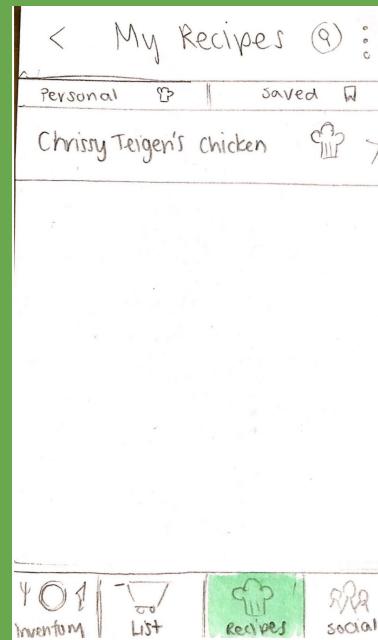
Click to add

Task 2

Personal Recipes

Personal Recipes

Saved Recipes

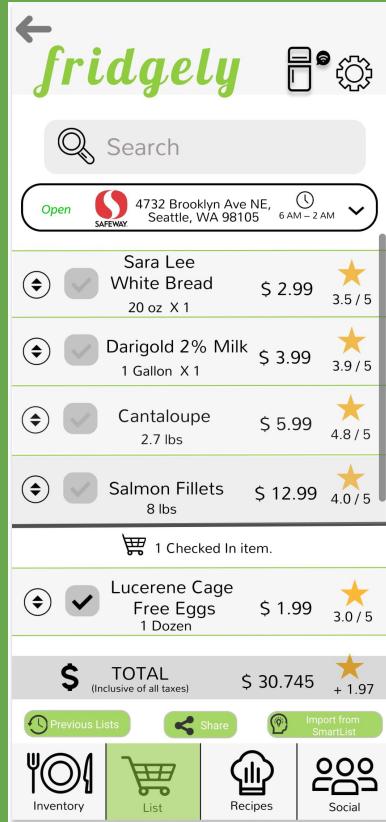
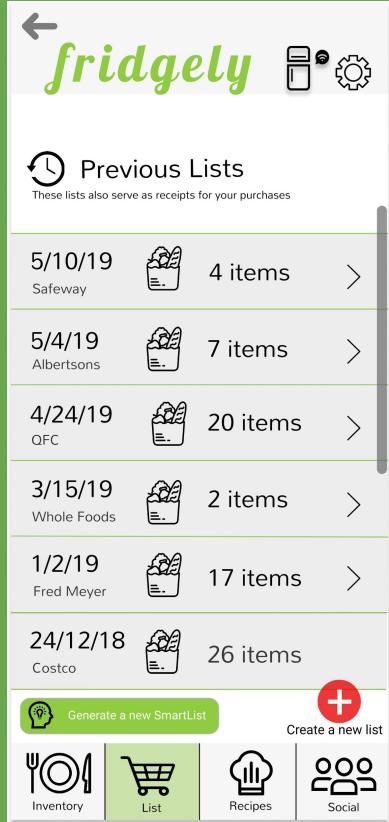


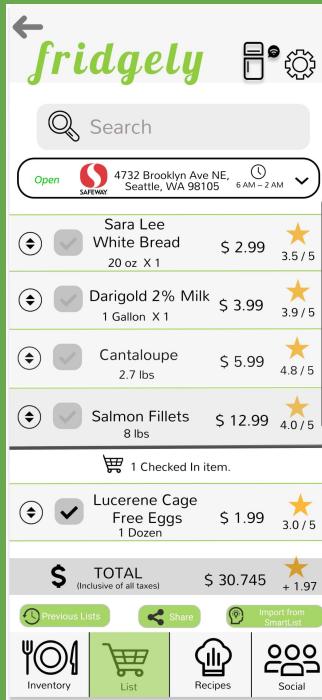
Based on the Paper Prototypes

Digital Mockups

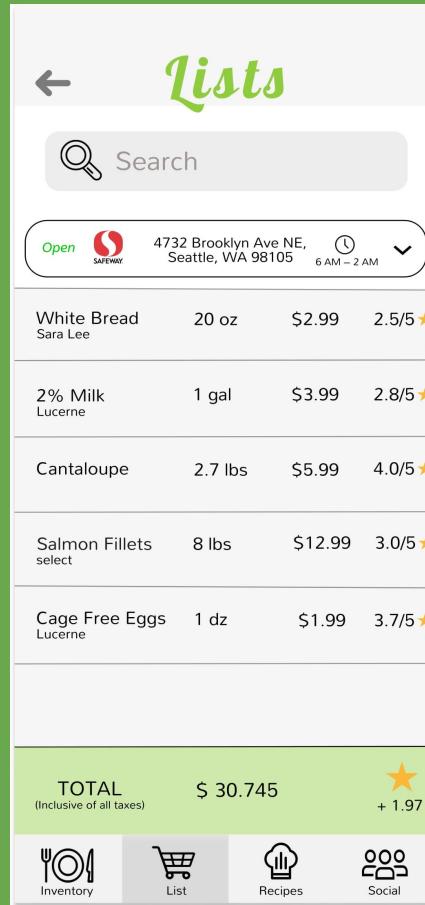
Digital Mockup 1.0

- Color too dispersed
- Too busy
- Icons too large





Before



After

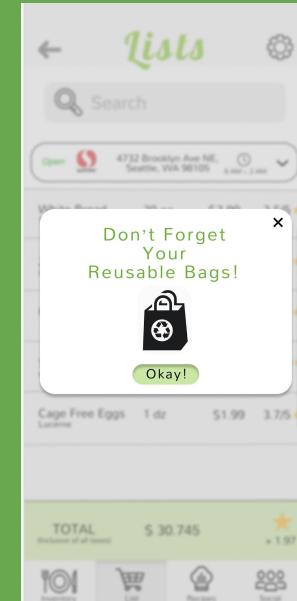
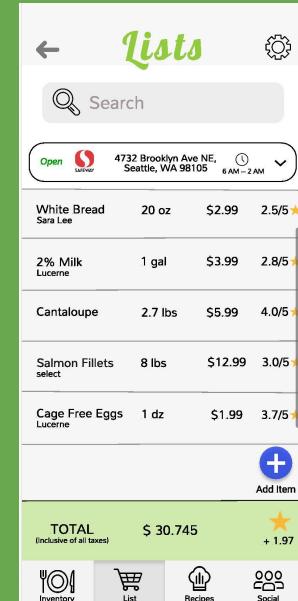
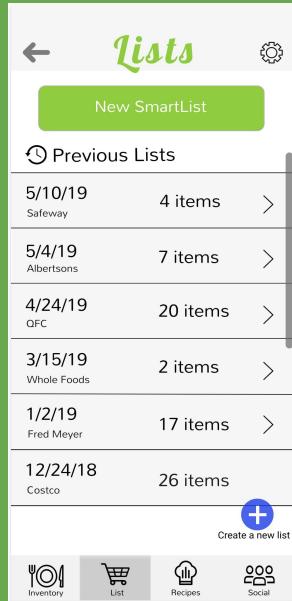
Digital Mockup 2.0

Improvements

- Reduced Icon Size
- Reduced color use
- Made more minimalistic

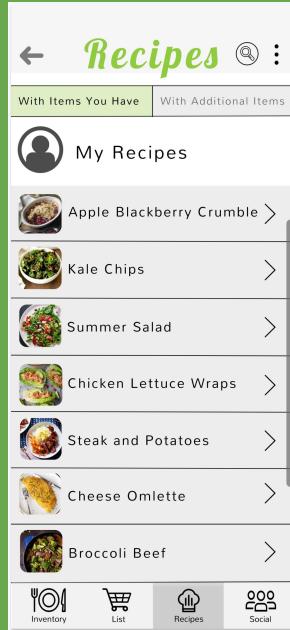
Digital Mockup 2.0

Task 1: Revised



Digital Mockup 2.0

Task 2: Revised



Summary: Lessons learned

- The design process is a lengthy procedure
- How to focus on and promote important features
- Refine our design to be more consistent and clear
- Importance of frequent user testing

Summary: The Process

- 10 weeks
- 20 assignments
- 1600+ texts to a group chat
- One great team!

Questions?



Thank you!

An Effort by: Derek, Georgie, Kristi & Uday