

HELLO, NEIGHBOURS !

No more wasting food,
Get to know to your neighbours

FoodWise

Team 8

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1. Key Takeaways
2. Next Step

Design Challenge

1. Problem Statement
2. Trends
3. Design Process

PROBLEM STATEMENT

How might we **optimize** a household's inventory **without wasting fresh food** and still maintain a healthy diet?





Localism & Urbanization

Societal Trend



"If you want to go fast, go alone. If you want to go far, go together."

Research Process

Visual Overview

Capstone 1

Capstone 2

Define

Ideation

Synthesize

Prototype

Evaluate

LEARN ABOUT AND
DEFINE THE
PROBLEM SPACE

GENERATE IDEAS
TOWARDS A
POSSIBLE
SOLUTION

SHAPE PROMISING
IDEA(S) TO TAKE
FORWARD

BUILD AN
INTERACTIVE
PROTOTYPE TO
DEMONSTRATE
OUR IDEAS

TEST OUR IDEAS
AND LEARN FROM
THE FEEDBACK

Research & Synthesis

1. Interviews
2. Empathy Map
3. Journey Map
4. Brain-wiring

Interviews

User Type 1: In Charge of Groceries

- Not familiar with food banks
- Buying in bulk
- Reducing grocery store visits
- Small households buy bulk food because of pricing and packaging.
- It is hard for them to finish before the food expires. Especially for a healthy diet, vegetables get spoiled fast.
- They try to reduce grocery store visits due to the pandemic situation.
- Not familiar with local food bank operations / services.

“When I buy butter, there’s no way for me to use all of it before it expires.”

User Type 2: Food Insecurity

- Time is a concern
- Habits on dealing with food waste
- When finances are not an issue, time is the next concern.
- The upbringing of an individual to discourage food waste, carries forward to their current habits
- Food choices can satisfy hunger, but not necessarily nutritional needs

“My finances at the time were actually okay, but I felt like I was eating too much salt ... I feel guilty making unhealthy food choices to satisfy my hunger. “

Empathy Map

“In Charge of Groceries”

- Small households purchase in bulk to save money; end up with a lot of wasted food

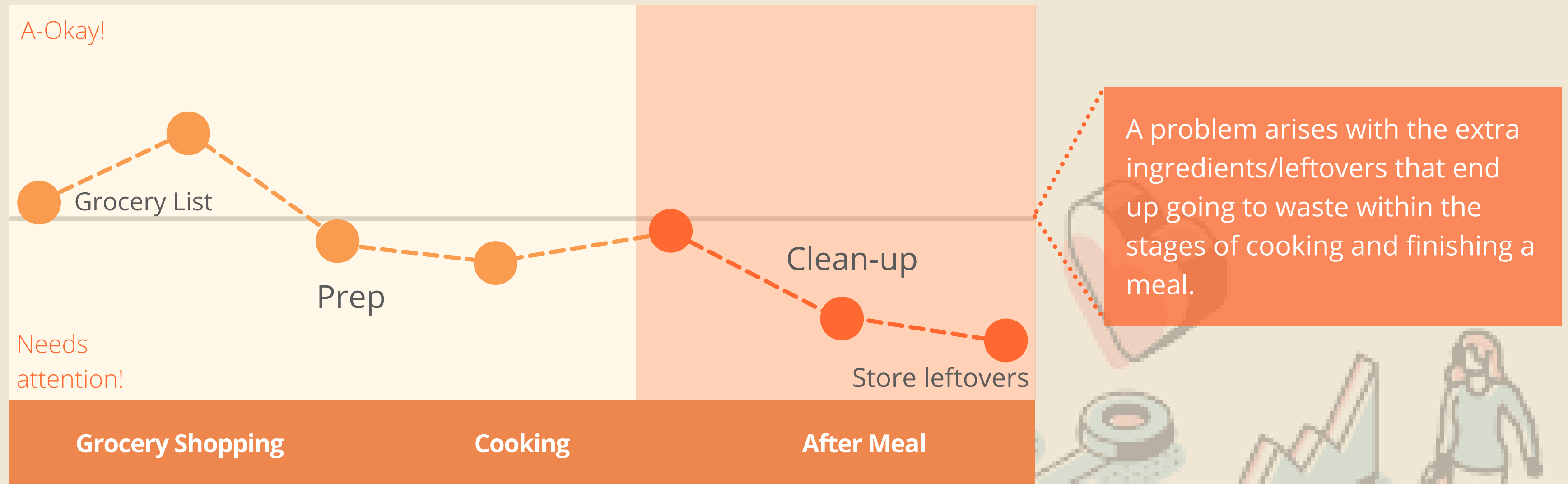
“Experiencing Food Insecurity”

- Saving time is an important part of diet and eating habits
- Try to get help from friends and family whenever possible



Efficient use of food

Research & Synthesis Journey Map



We saw a need to **facilitate a process of preventing food waste** through **food sharing** along with online communication that makes cooperation among neighbors a **delightful experience**.

Research and Synthesis

Brain Wiring

- "Share food with family and friends"
- Social media, community building aspects
- Recipes and ideas
- Exchange food, build camaraderie
- Promote urban farming/gardening initiatives

How might we improve public understanding of foodbank services, so that people in need as well as donors can have better access?

Alex	Atakan	Jeff	Mert	Jihye
Interactive Storytelling (TV or online)	Community Public Service	Traveling mobile food bank	offer more services in government	educational resources for schools
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How might we optimize a small household(1-2)'s inventory without wasting fresh food (vegetables, non-perishables) and still maintain a healthy diet?

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How might we create community infrastructure for consumers as well as food manufacturers to efficiently recycle viable food to ensure proper?

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How might we adapt to the altered purchasing behaviours of consumers for future pandemics or other widespread emergencies?

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How might we influence buying habits of the consumers to reduce and optimize the amount of food they purchase from stores?

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How might we help develop a culture and knowledge of food waste to the general population?

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Store-prepared Recipe Kits (different use-by date ranges)	local group/neighborhood gardens to promote ownership of food cycle	encourage more local/group composting sites	Share with family, friends, neighbours	Better storage for fresh food
Storage instruction in shops, provide packaging materials near produce	Possibly having recipe kits using imperfect looking produce that usually might not be put out for sale	Community events to promote participation in local/grp gardens	Composting with your neighbourhood	Local / neighbour food exchange
Local neighbourhood/ building cluster/ apartment complex meal sales/bartering program	The needed food amount should be calculated better by using planners	try to have these recipe kits promoted in social media for outreach locally	Share food among locale (Apartment)	Promotion - Flyer of local/ group composting sites
Local farming program w/ user-generated materials/ compost	Promoting frozen vegetables- fruits for easier waste management	Trying to encourage ideas of storage with already available low/no cost containers (i.e. jars from used pasta sauce)	Stores would sell nearly expired food (cooked)	indoor vegetable garden Kit
Localized agrarian economy, compete w/ other neighbourhoods	Get the word out via social media on local composting	Perhaps organize weekly neighbourhood food share	Stores would pack some of their fresh foods to their least amount of space	Small packed vegetables

Design Concept

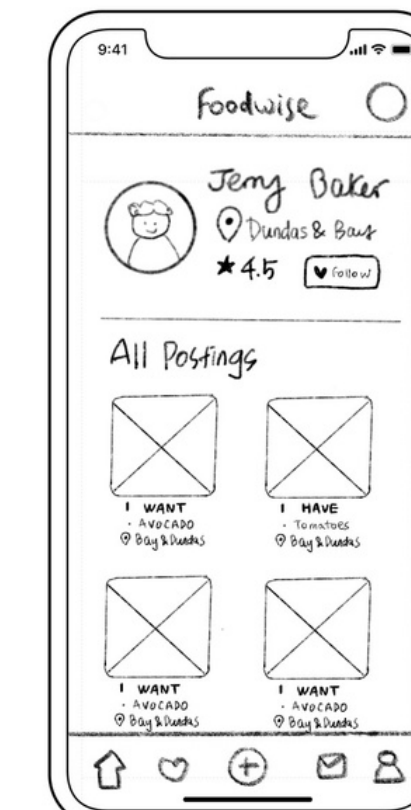
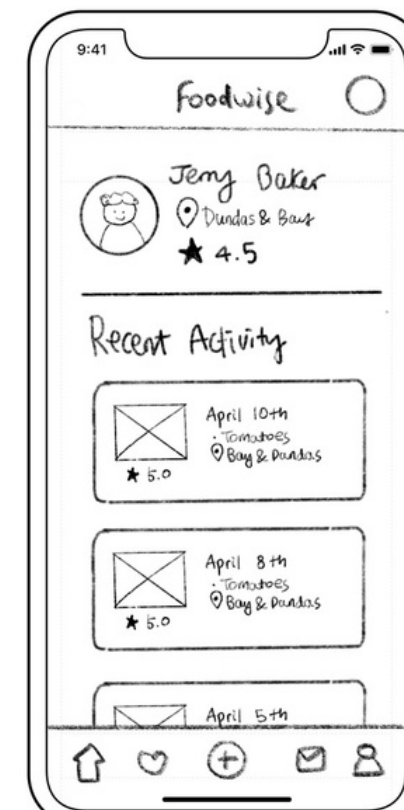
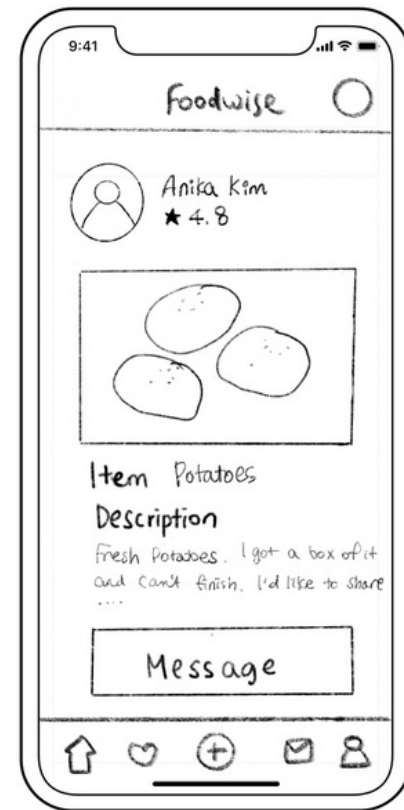
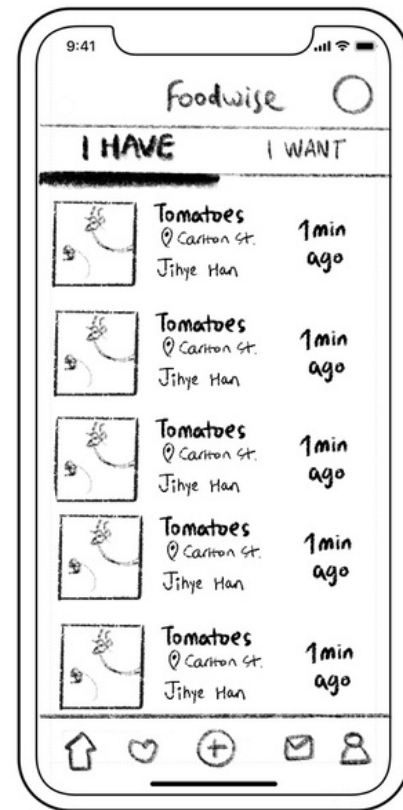
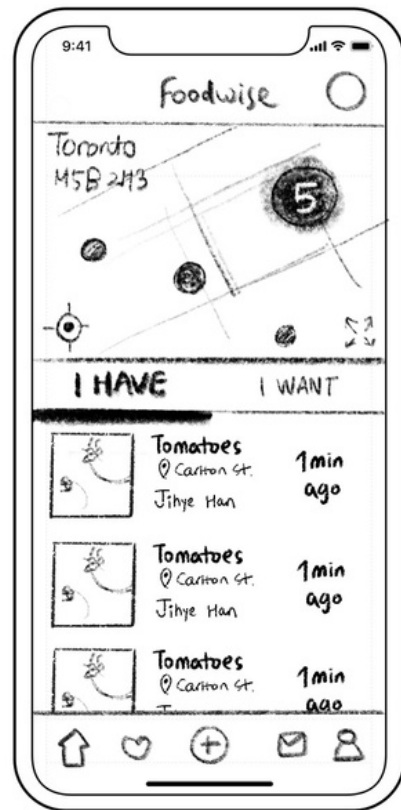
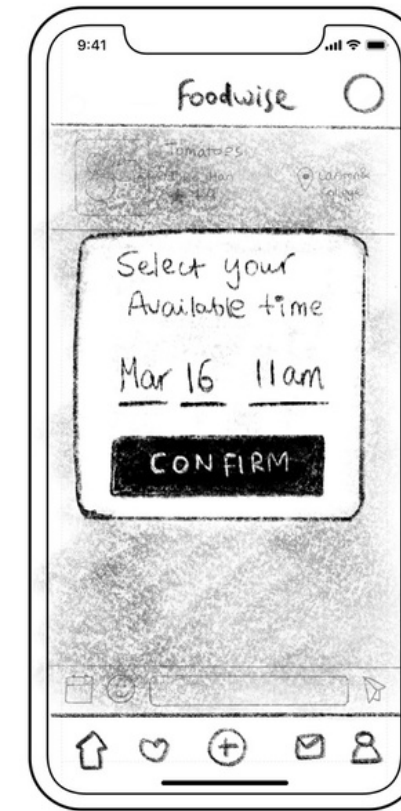
1. Sketches
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5. Prototype

Design Concept

Sketches

iPhone X

wireframe template by www.themore.eu



Moodboard

FoodWise

Bountiful Warm thoughtful
Easy-going satisfying
Heartwarming Inspirational
sufficient vibrant Delightful

Visual Inspiration



Color Palette



Textures and Patterns



User Interface Elements



Typography

Versatile, mobile-friendly, utilitarian

Avenir Next Pro Thin
Avenir Next Pro Thin Italic
Avenir Next Pro Light
Avenir Next Pro Light Italic
Avenir Next Pro Regular
Avenir Next Pro Italic

San Francisco

Aa Qq Rr

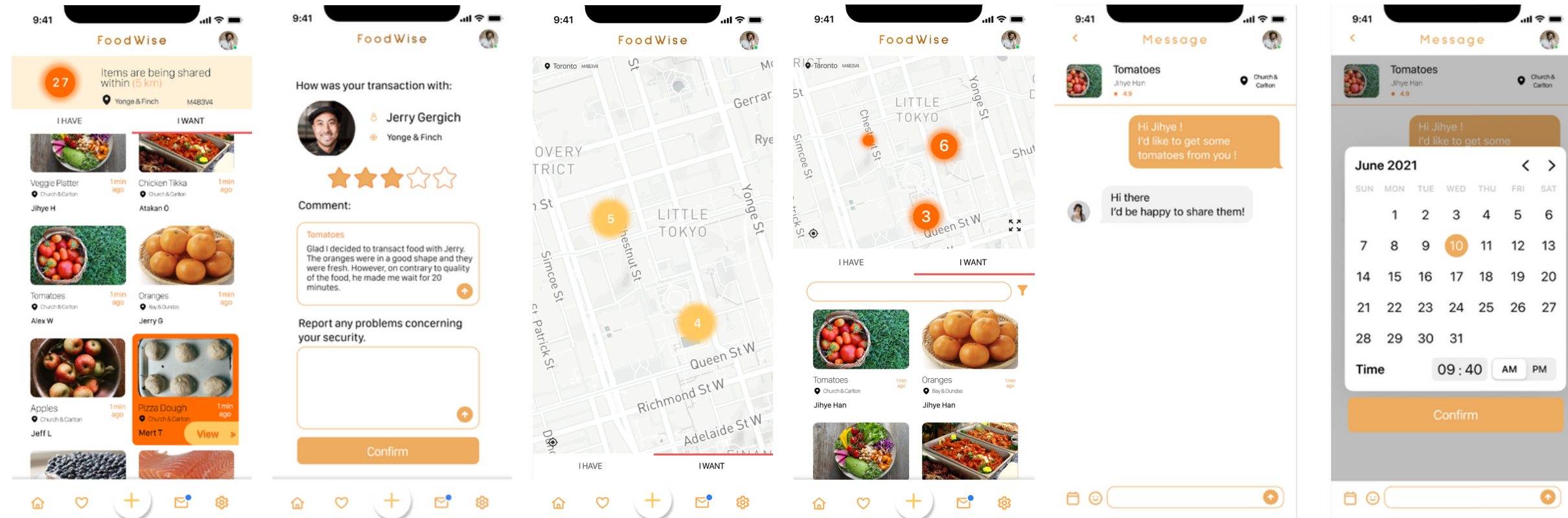
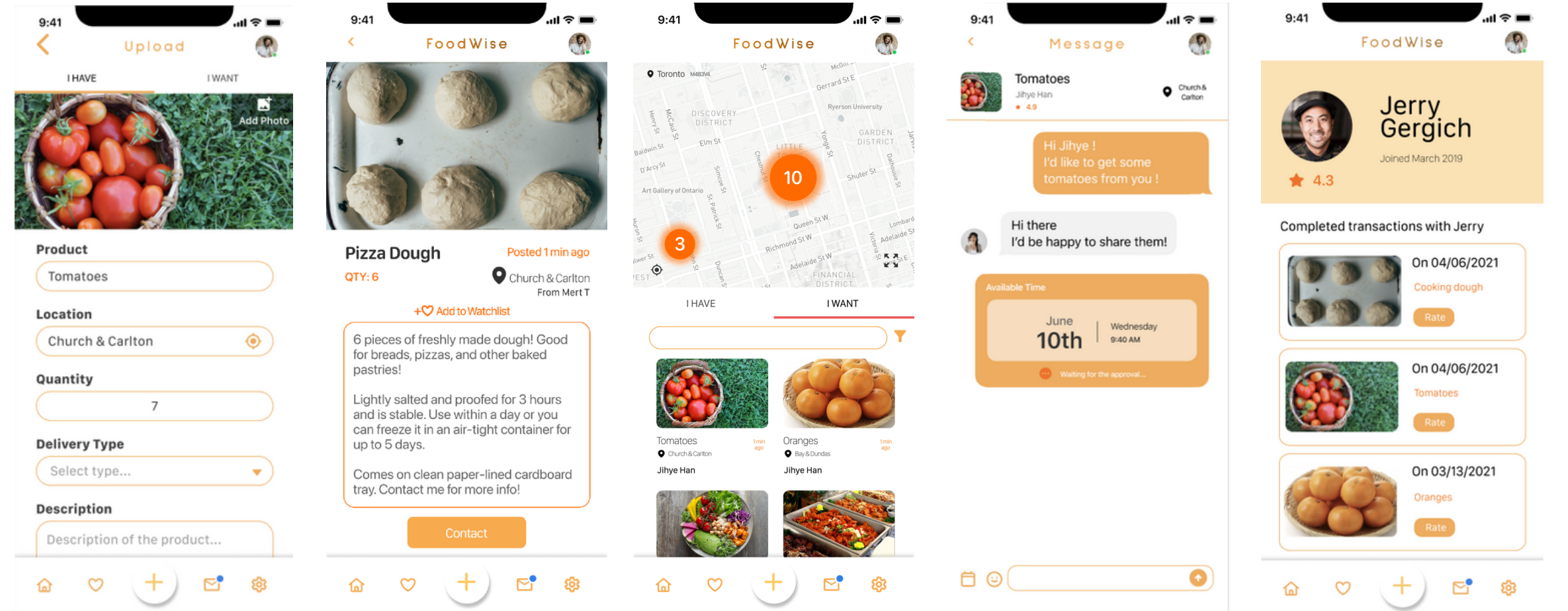
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High-fidelity Wireframes



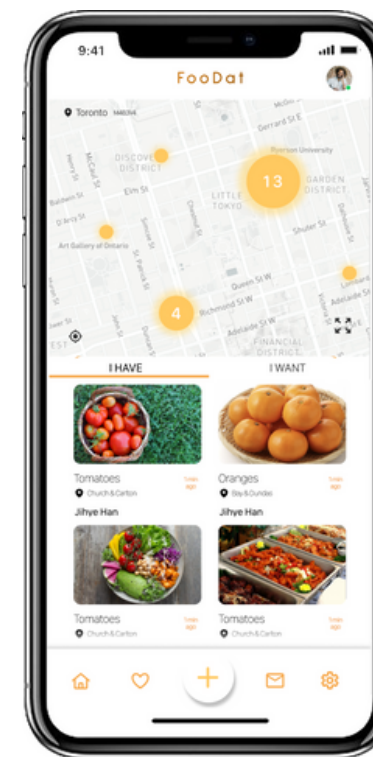
Task Flow

1) FoodWise:

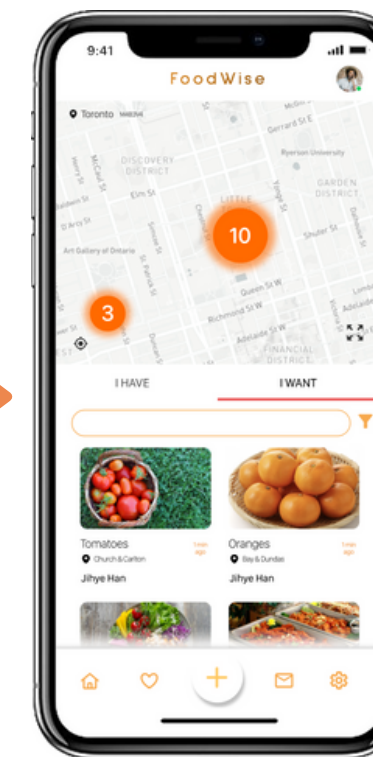
Launch -> Home -> I Have -> I Want



FoodWise app **Launches**

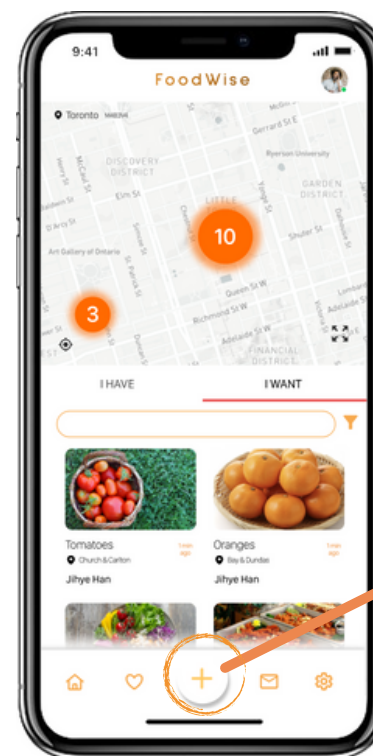


Home screen appears showing default **"I Have"** tab

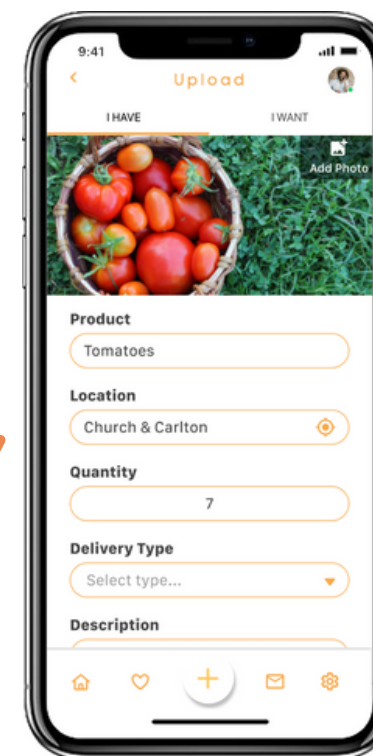


User switches from I Have to **"I Want"** tab

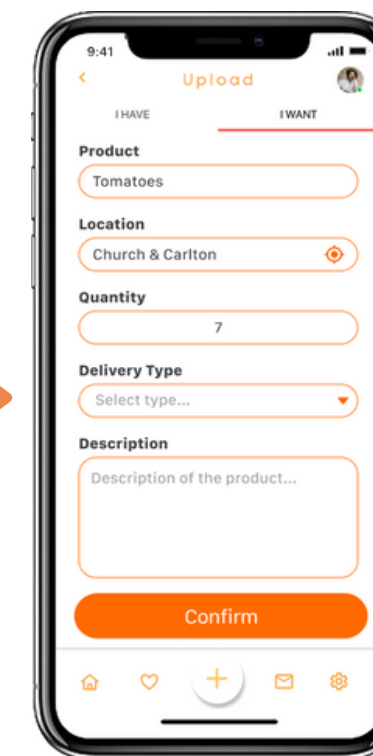
2) FoodWise: Home -> I Want Post



At "I Want" tab select "+" to launch **"I Want"** post creation



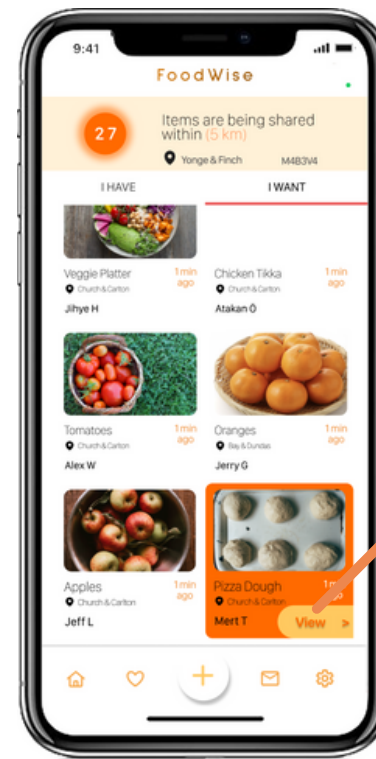
Creating **"I Want"** post



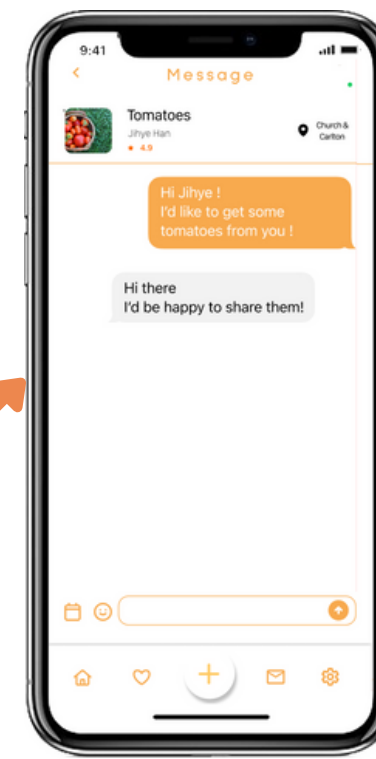
Confirm **"I Want"** post

Task Flow

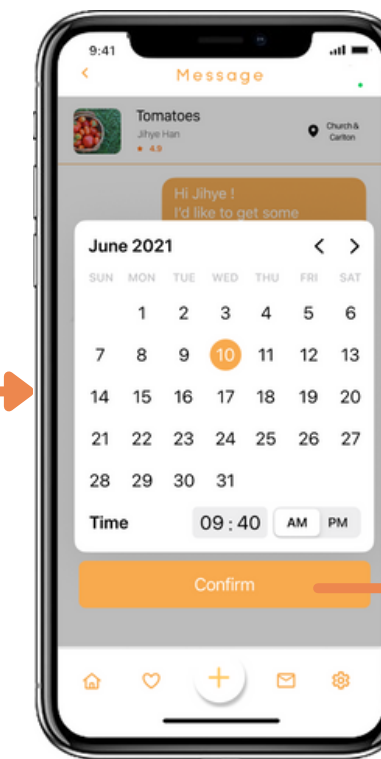
3) Arrange meet through Foodwise messaging



User sees Pizza Dough they'd like to get and clicks on the offering



The FoodWise members have a msg exchange to meet

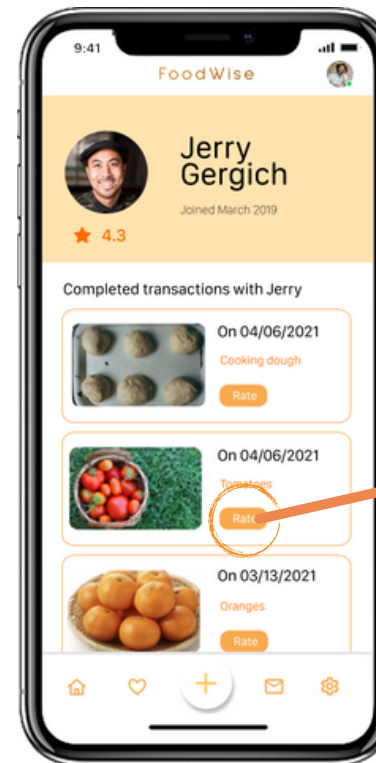


They select a mutually agreeable date & time

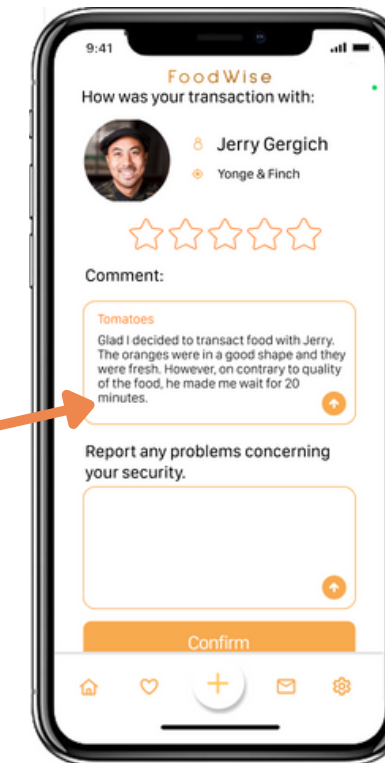


Both send their confirmation on the date & time for the meet

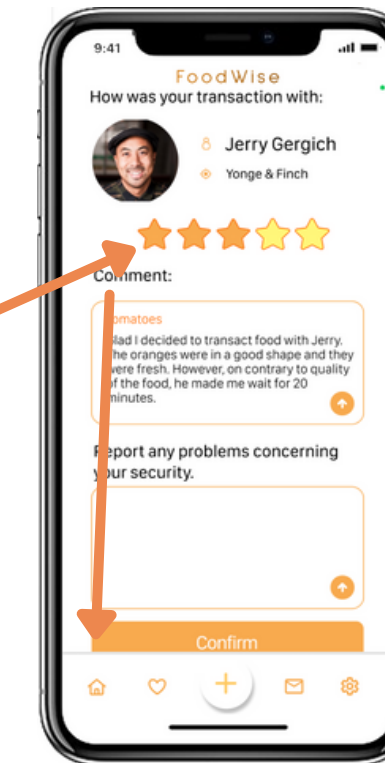
4) Rating FoodWise Member offering and hand-over



Starting from a member's list of offerings user clicks "Rate" button



User types in their comments on the member's offering



User enters star rating and then clicks "Confirm" to post

Hick's Law

Law of Interaction Design

Composite
Location
Numbering

Hick's Law - more choices = longer decision time

The numbered display of the map offers the ability to adjust precision, providing **cognitive offloading** for the user when navigating through the visual location display.

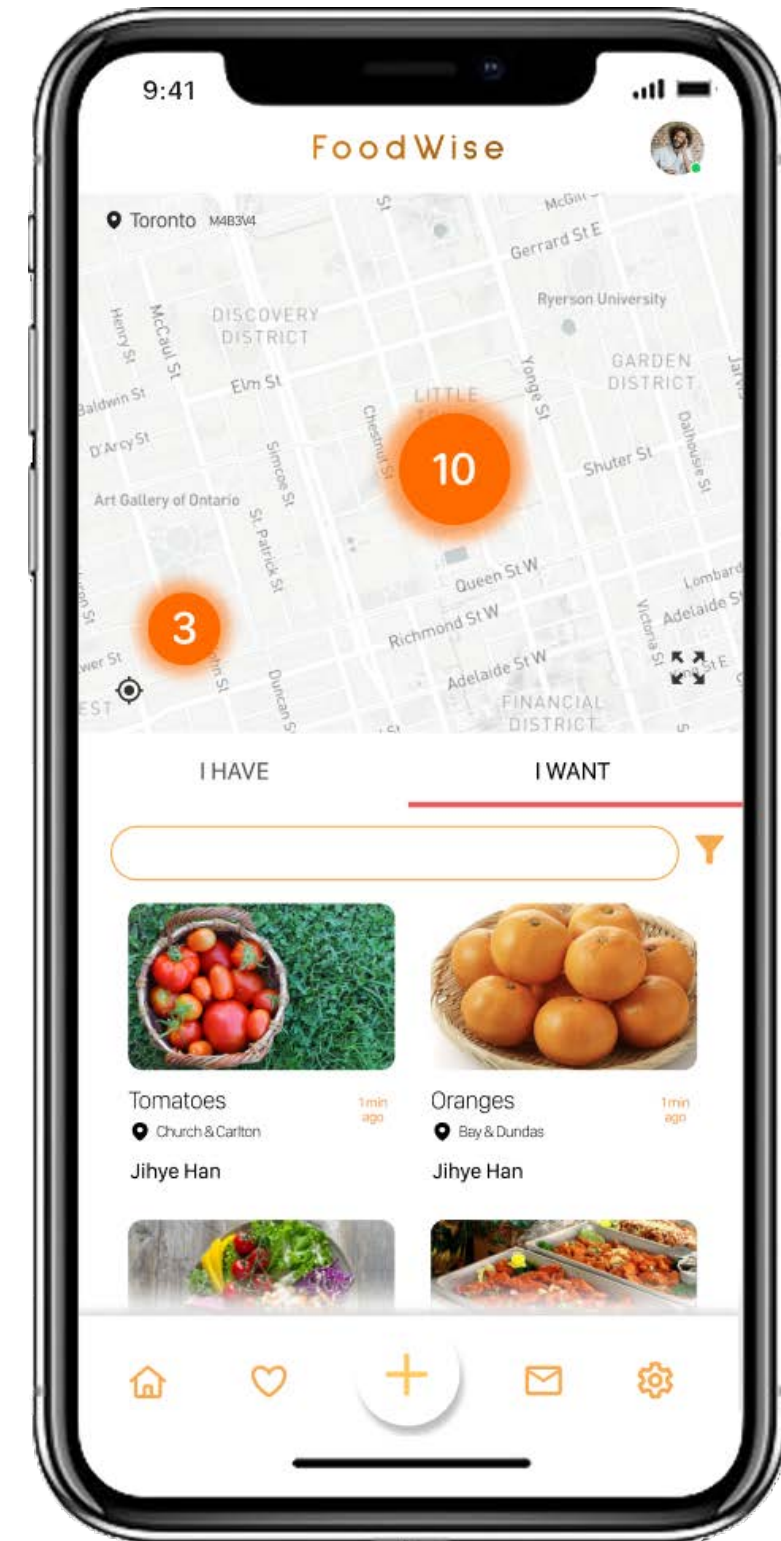
2D: Visual Representations

Graphical
Elements

Dimension of Interaction Design

Various visual elements are utilized:

- Icons to represent actions
- Map to represent relative location in space
- Contrasting colours to represent selection

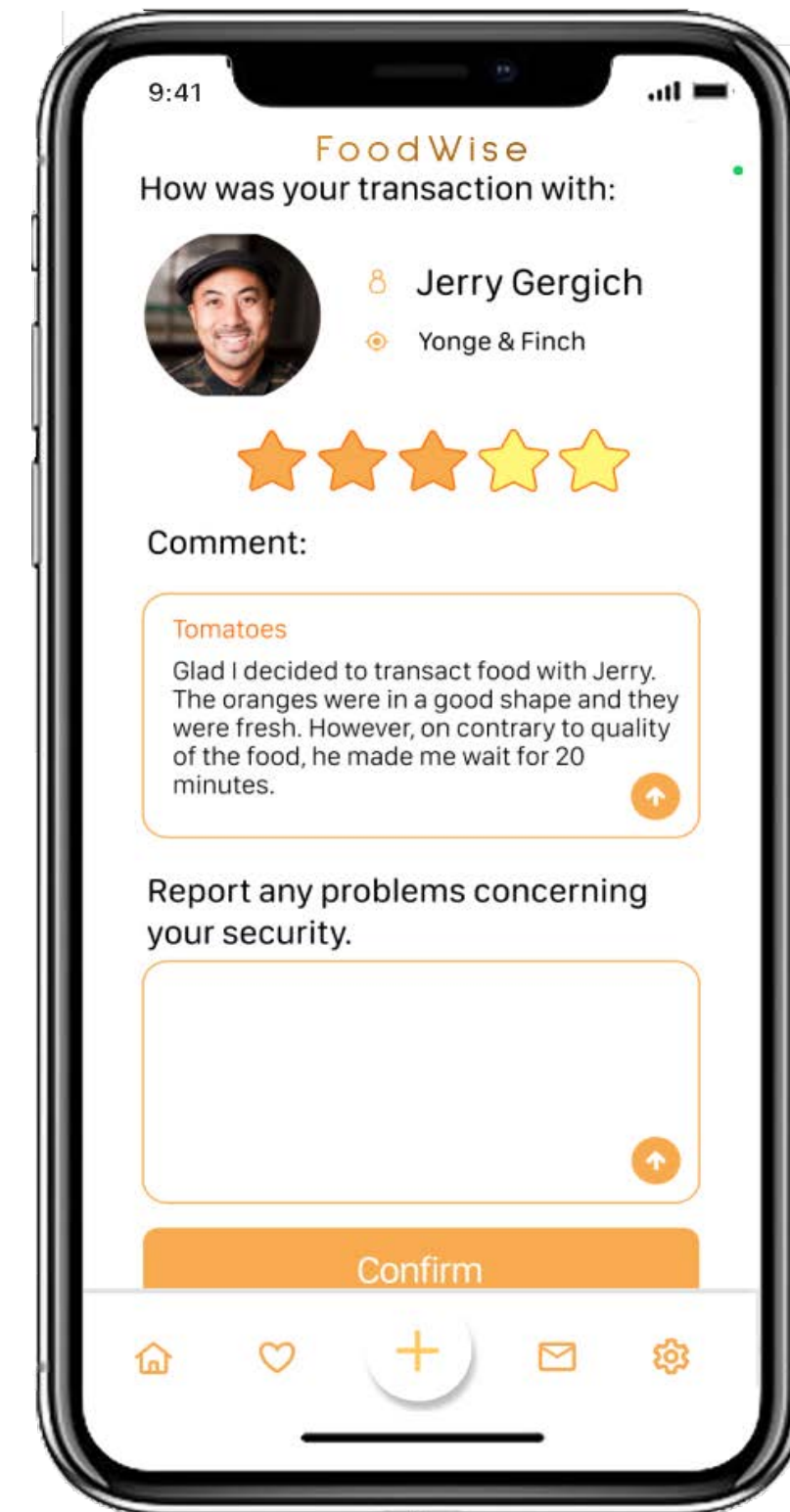


[Click phone image for animated interaction demo](#)

5D: Behaviour

Dimension of Interaction Design

Review System



[Click phone image for animated interaction demo](#)

In the later stages of the app's flow, users are prompted to continue interaction through giving feedback to other users, and vice-versa.

Motion & Sound

Elements of Interaction Design

Animated Message Updates



[Click phone image for animated interaction demo](#)

When the user receives a message from another user, a message "speech bubble" pops up with a distinctive sound synced along.

Pleasurable

Characteristic of Good Interaction Design

Animated Launch Sequence



[Click phone image for animated interaction demo](#)

FoodWise app launch brings you in with a basket falling into view, as food items playfully drop in and zoom in fade to FoodWise Home Screen.

Summary

1. Key Takeaways
2. Next Step

Key Takeaways

What we learned from
this Capstone Project

- ✓ Start with local-based approach

- ✓ Champion trust and accountability

- ✓ Aim towards community building

- ✓ Require broader primary and secondary research

Next Steps

What we can do

1

More detailed user flow for drop-off feature

2

User Testing with Hi-fi prototype

- A/B Testing
- Heuristic Evaluation

3

Incorporate a mode for local restaurants

4

Further development for safety of users

THANKYOU