Case Study

Too Good To Waste

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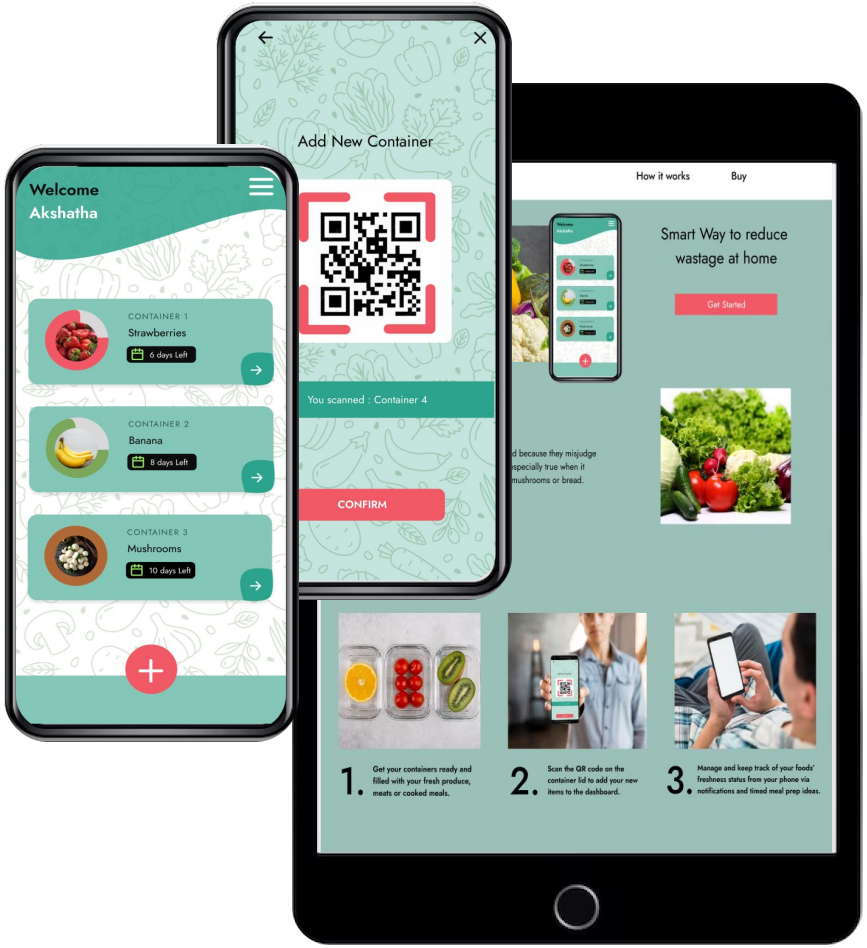
Project overview

The product:

A complete food waste reduction system that helps people store, track and use the food they buy in an effort to reduce waste.

Project duration:

January 2023 - April 2023



Project overview

The problem:

People want to reduce their household food waste, especially when it comes to hyper-perishables. These foods don’t come with storage instructions and typically go bad before expected.

The goal:

Create a smart and simple solution that teaches best practices for storing perishable food items and be mindful about taking steps toward reducing food waste in households.

Project overview

My role:

UX designer leading app and responsive website from concept to delivery

Responsibilities:

User Interviews, personas, user research, wireframing, prototyping, etc.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary

I conducted user-moderated one to one zoom interviews with 9 participants and found.
Most-often wasted food items are hyper-perishables like leafy greens, strawberries and mushrooms.
A variety of factors contribute to food waste including: forgetting purchased items and plans changing unexpectedly.
When asked what they'd like to see in a digital solution to combat food waste, users suggested:education on food storage, reminders to use food they've purchased and ways to track their personal impact over time.

Persona 1: **Ira**

Problem statement:

Ira is working mom and finds it hard to remember things stored in the fridge.

IRA

Age: 36
Education: JD
Hometown: Brussels
Family: Married with two kids
Occupation: lawyer

"Working mom has forgets to keep track of food in the fridge"

Goals

- Cook healthy meals
- Save money
- Save time

Frustrations

- Doesn't utilize thing in fridge
- Ends up wasting food let unattended in fridge
- Worried about wasting money

Is a working mom with 2 kids wants to spend more time with kids and cook healthy meals. Worried about environmental waste and make best use of things in the fridge

Persona 2: **Aditi**

Problem statement:

Aditi is striving yoga teacher with packed a schedule and has no time to keep track of food in the fridge.

Aditi

Age: 31
Hometown: Bangalore
Family: Single
Occupation: Yoga teacher

"I have no time to cook, when I do I can't find anything left in my fridge"

Goals

- Cook healthy meals
- Save money for goals down the road
- Reduce food waste.

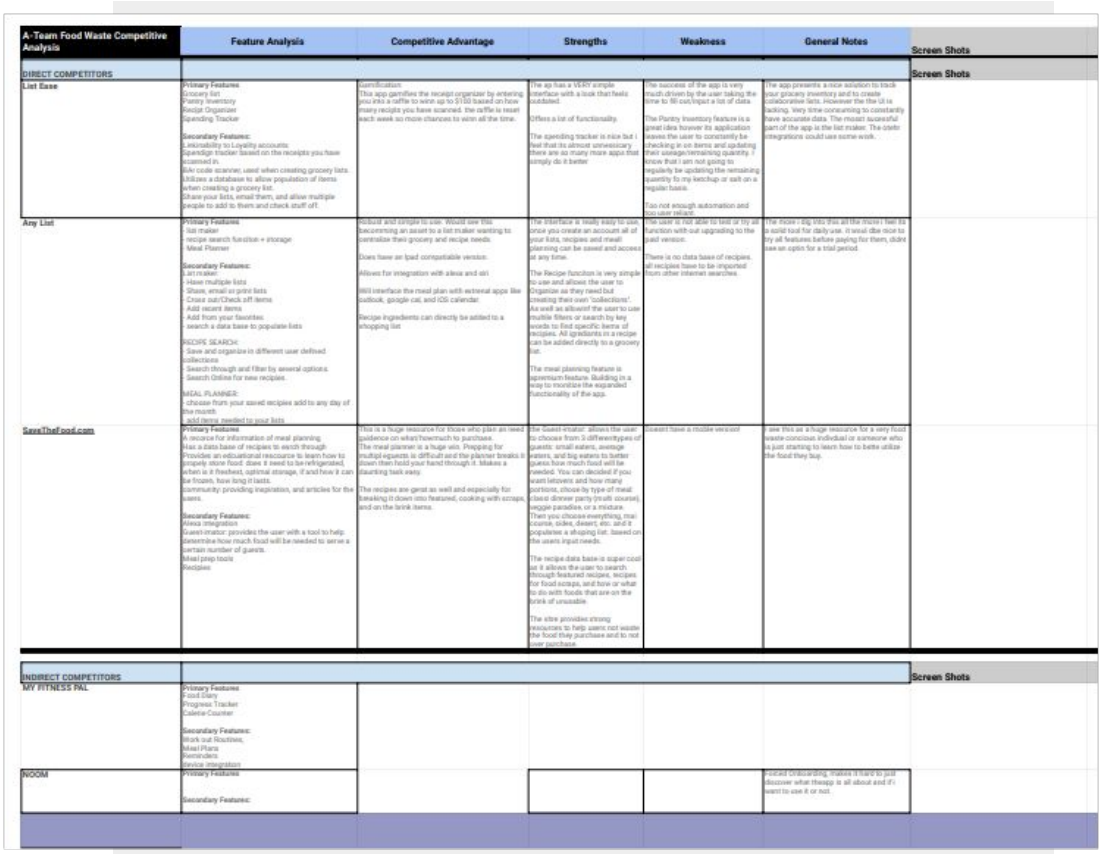
Frustrations

- Fresh produce are pricey and go to waste soon
- Worried waste is more than the food she consumes

Is a striving yoga teacher who lives alone and wants cook healthy meals without wasting lot of money on outside food.

Competitive audit

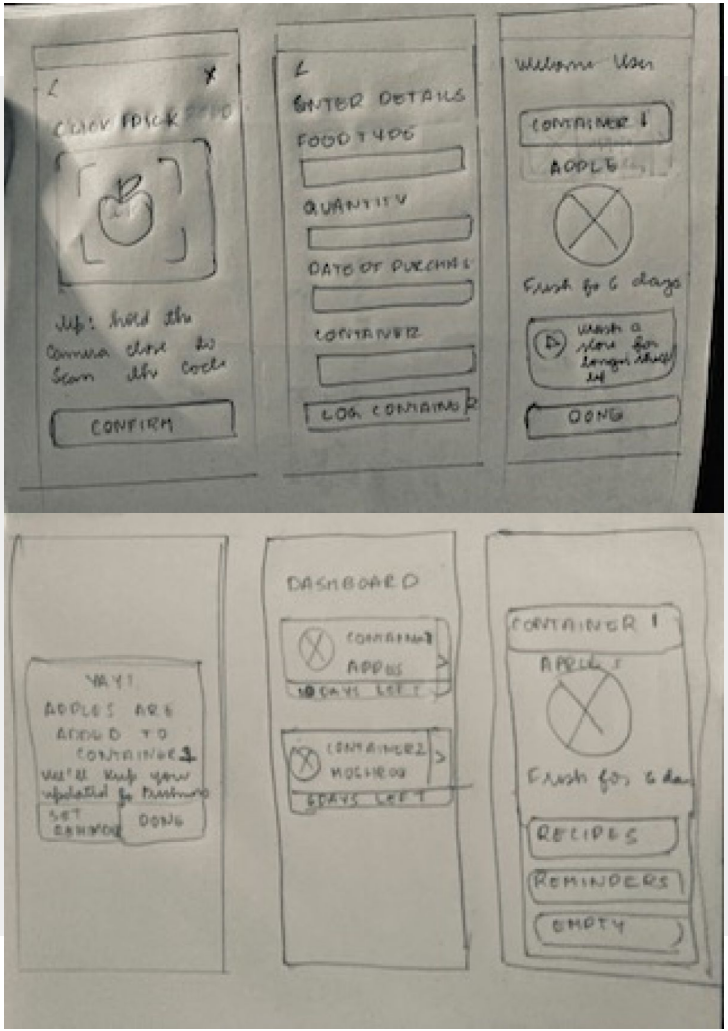
An audit of a few competitor's products provided direction on gaps and opportunities to address with the Too Good to Waste app



A-Team Food Waste Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	General Notes	Screen Shots
DIRECT COMPETITORS						Screen Shots
List Ease	Primary Features Grocery list Pantry Inventory Recipe Organizer Spending Tracker Secondary Features: Leaknability to Loyalty accounts Spendign tracker based on the receipts you have scanned in. Bar code scanner, used when creating grocery lists. Utilizes a database to allow population of items when creating a grocery list. Share your lists, email them, and allow multiple people to add to them and check stuff off.	Gamification This app gamifies the receipt organizer by entering you into a raffle to wine up to $100 based on how many recipts you have scanned. the raffle is reset each week so more chances to wine all the time.	The ap has a VERY simple interface with a look that feels outdated. Offers a lot of functionality. The spending tracker is nice but I feel that its almost unnecessary there are so many more apps that simply do it better	The success of the app is very much driven by the user taking the time to fill out/input a lot of data. The Pantry Inventory feature is a great idea however its application leaves the user to constantly be checking in on items and updating their usage/remaining quantity. I know that I am not going to regularly be updating the remaining quantity to my ketchup or salt on a regular basis. Too not enough automation and too user reliant.	The app presents a nice solution to track your grocery inventory and to create collaborative lists. However the the UI is lacking. Very time consuming to constantly have accurate data. The most successful part of the app is the list maker. The onetr integrations could use some work.	
Any List	Primary Features - list maker - recipe search function + storage - Meal Planner Secondary Features: List maker: - Have multiple lists - Share, email or print lists - Cross out/Check off items - Add recent items - Add from your favorites - search a data base to populate lists RECIPE SEARCH: - Save and organize in different user defined collections - Search through and filter by several options - Search Online for new recipies. MEAL PLANNER: - choose from your saved recipies add to any day of the month - add items needed to your lists	Robust and simple to use. Would see this becomming an asset to a list maker wanting to centralize their grocery and recipe needs. Does have an Ipad compatiable version. Allows for integration with alexa and siri Will interface the meal plan with external apps like outlook, google cal, and iOS calendar. Recipe ingredients can directly be added to a shopping list	The interface is really easy to use, once you create an account all of your lists, recipes and meal planning can be saved and access at any time. The Recipe function is very simple to use and allows the user to Organize as they need but creating their own 'collections'. As well as allowinf the user to use multile filters or search by key words to find specific items of recipies. All ignedients in a recipe can be added directly to a grocery list. The meal planning feature is aprentum feature. Building in a way to monitize the expanded functionality of the app.	The user is not able to test or try all function with out upgrading to the paid version. There is no data base of recipies, all recipies have to be imported from other internet searches.	The more I dig into this all the more I feel its a solid tool for daily use. It will die nice to try all features before paying for them, didnt see an optin for a trial period.	
SaveTheFood.com	Primary Features A recorce for information of meal planning. Has a data base of recipies to earch through Provides an educational resource to learn how to properly store food: does it need to be refrigerated, when is it freshest, optimal storage, if and how it can be frozen, how long it lasts. community: providing inspiration, and articles for the users. Secondary Features: Alexa integration Guest-imator: provides the user with a tool to help determine how much food will be needed to serve a certain number of guests. Meal prep tools Recipies	This is a huge resource for those who plan an need guidance on what/how much to purchase. The meal planner is a huge win. Prepping for multiple guests is difficult and the planner breaks it down then hold your hand through it. Makes a daunting task easy. The recipes are great as well and especially for breaking it down into featured, cooking with scraps, and on the brink items.	The Guest-imator: allows the user to choose from 3 different types of guests: small eaters, average eaters, and big eaters to better guess how much food will be needed. You can decided if you want leftovers and how many portions, chose by type of meal (best dinner party (multi course), veggie paradise, or a mixture. Then you choose everything, mai course, sides, desert, etc. and it populates a shoping list. based on the users input needs. The recipe data base is super cool as it allows the user to search through featured recipes, recipes for food scraps, and how or what to do with foods that are on the brink of unusable. The sitre provides strong resources to help users not waste the food they purchase and to not over purchase.	Guest have a mobile version!	I see this as a huge resource for a very food waste conscious individual or someone who is just starting to learn how to bette utilize the food they buy.	
INDIRECT COMPETITORS						Screen Shots
MY FITNESS PAL	Primary Features Food Diary Progress Tracker Calerie Counter Secondary Features: Work out Routines, Meal Plans Reminders device integration					
NOOM	Primary Features Secondary Features:				Fixed Onboarding, makes it hard to just discover what theapp is all about and if I want to use it or not.	

Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **waste tracking and simple recipe features.**

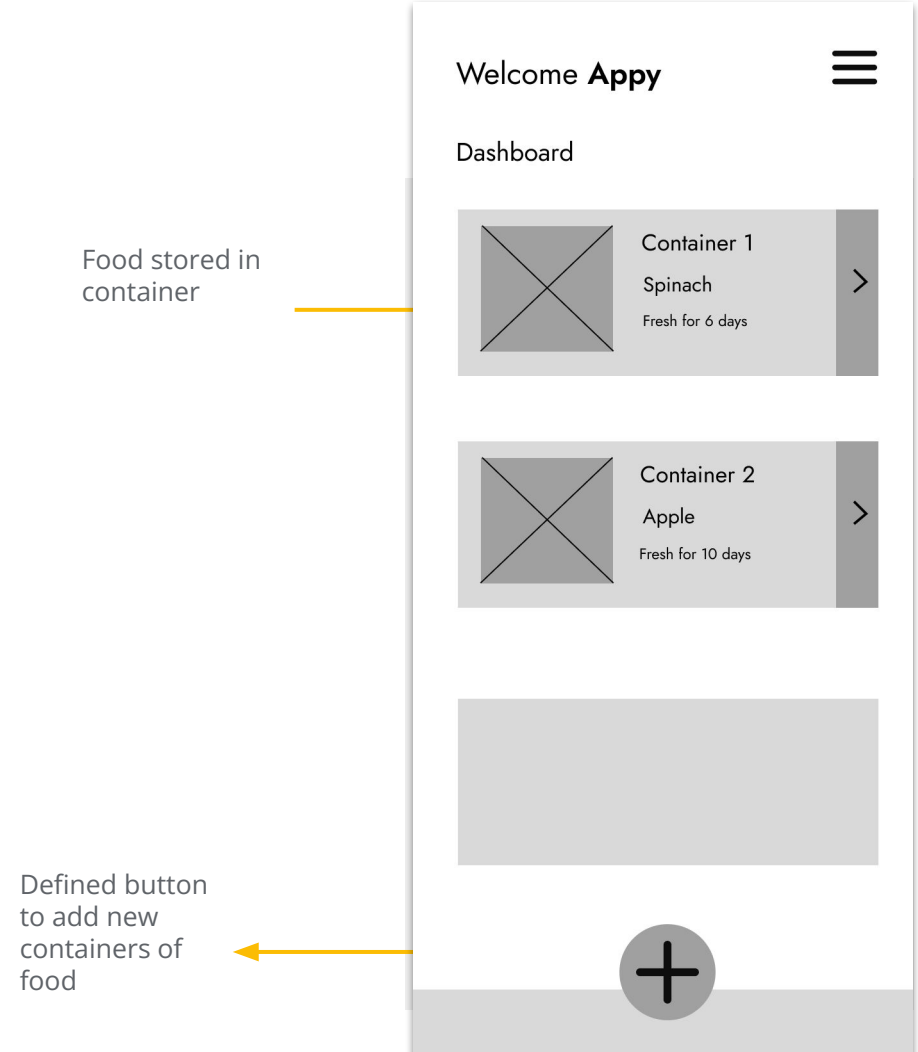


Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

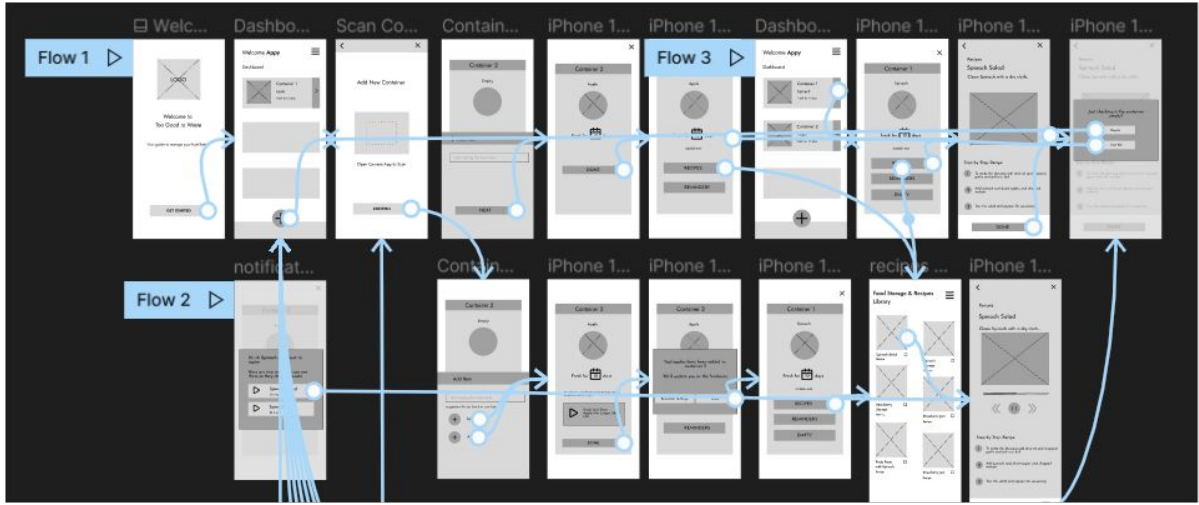
Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the **Too Good To Waste** app. These designs focused on making it easy for users to view add new food containers.



Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.



View [Too Good to waste Lo-fi Prototype]

Usability study: parameters

Study type:

Unmoderated usability study

Location:

India, remote

Participants:

5 participants

Length:

15-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Expiration Dates

People preferred clear indications of when food items would expire..

2

Recipes

People want easy access to recipes that specifically use the food they already own.

3

Tips on how to store

Video and images to show how to properly prep and store food post-grocery run

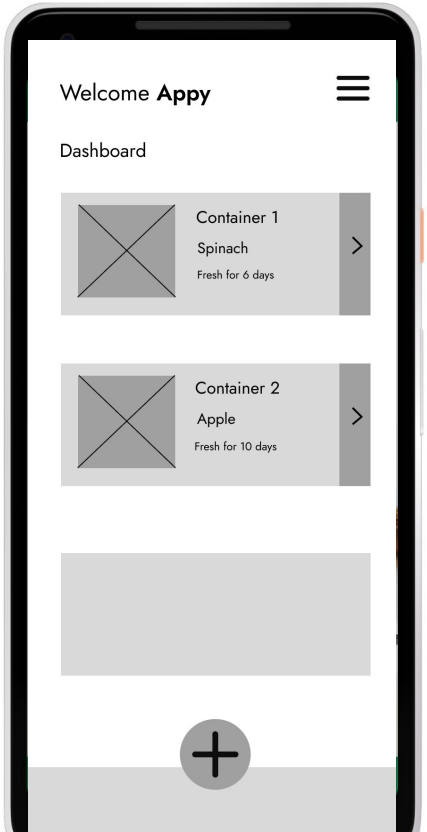
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

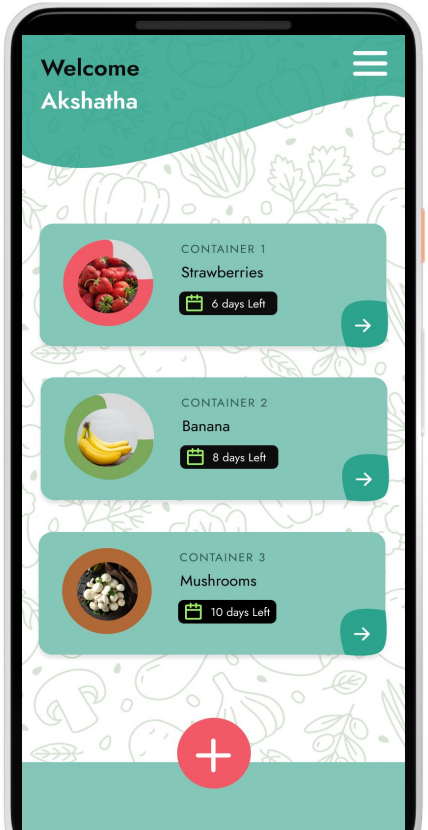
Mockups

Based on the insights from usability testing add clear indication to display expiration dates making it stand out

Before usability study



After usability study

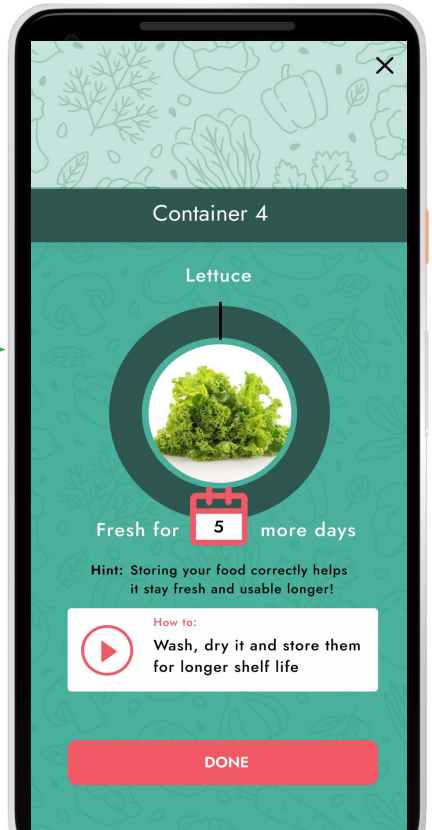


Mockups

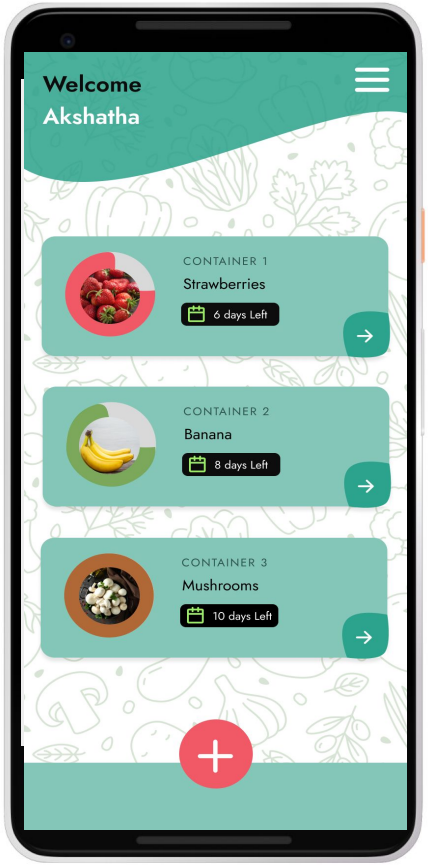
Added tips on how to store food items for longer shelf life

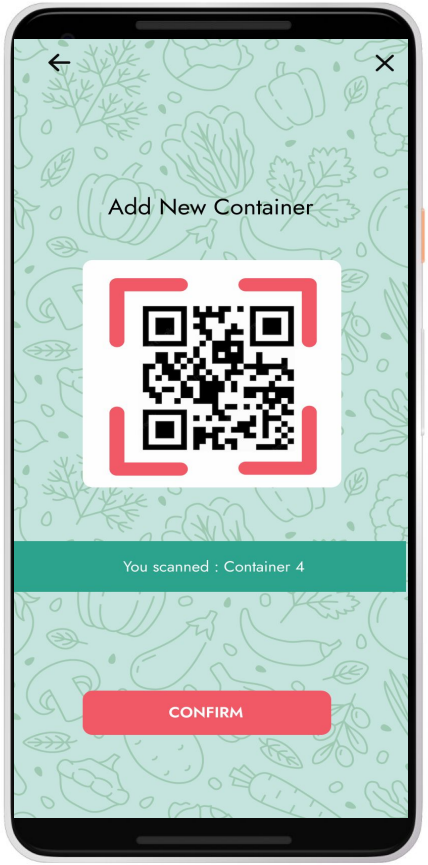
Before usability study

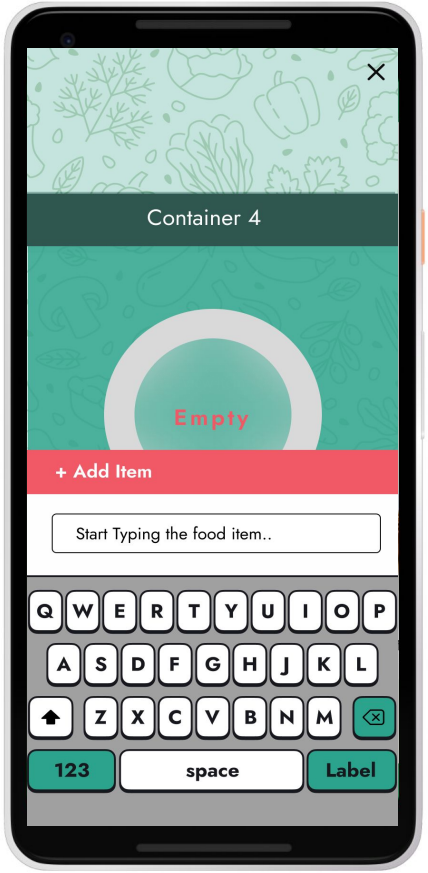
After usability study



Mockups


Welcome
Akshatha
CONTAINER 1
Strawberries
6 days Left
CONTAINER 2
Banana
8 days Left
CONTAINER 3
Mushrooms
10 days Left


Add New Container
You scanned : Container 4
CONFIRM

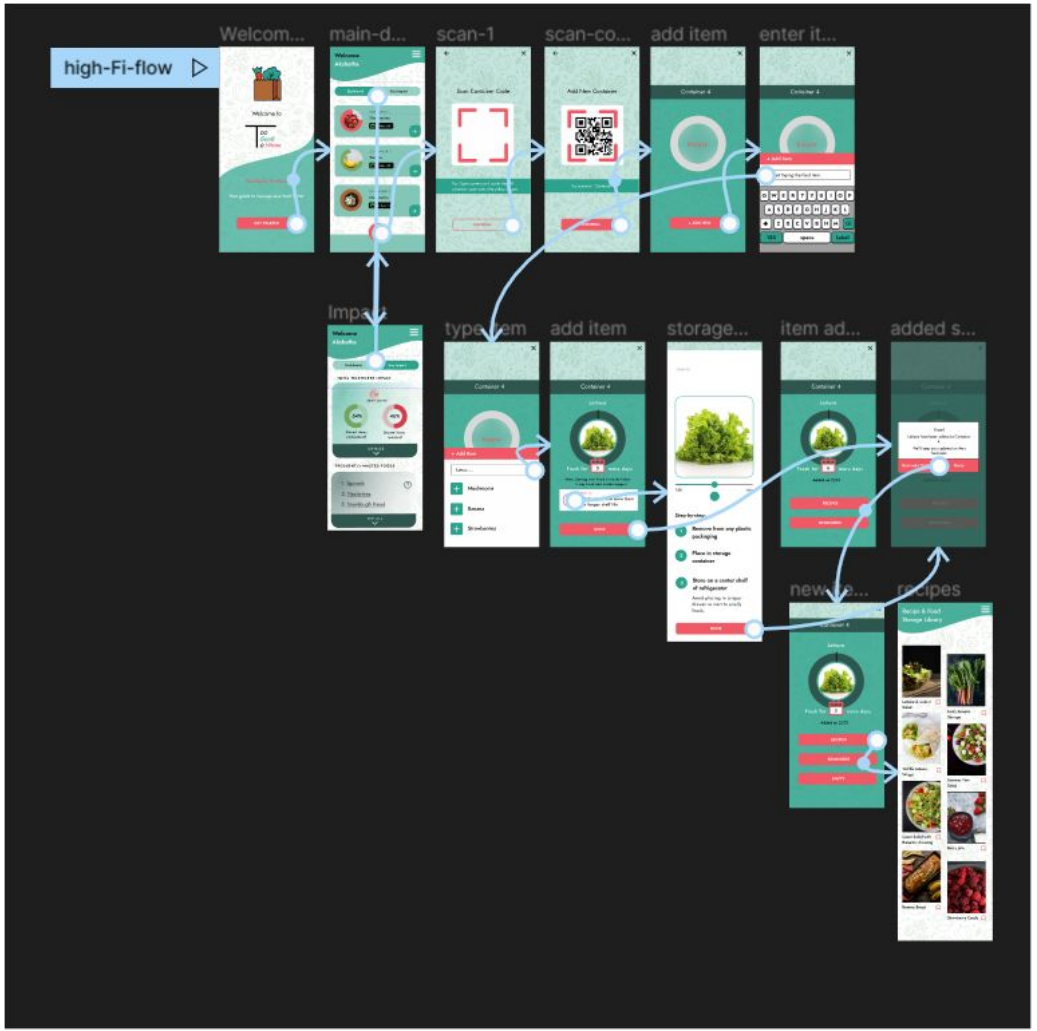

Container 4
Empty
+ Add Item
Start Typing the food item..
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
Label

Welcome
Akshatha
Dashboard
Your Impact
TOTAL WASTELESS IMPACT
57
Items stored
54%
Stored items consumed
46%
Stored items wasted
DETAILS
FREQUENTLY-WASTED FOODS
1. Spinach
2. Nectarines
3. Sourdough Bread
SEE ALL

High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

[TooGoodToWaste high-fidelity prototype]



Accessibility considerations

1

Use of contrasting colors
For readability

2

Clear labels for interactive elements that can be read by screen readers.

3

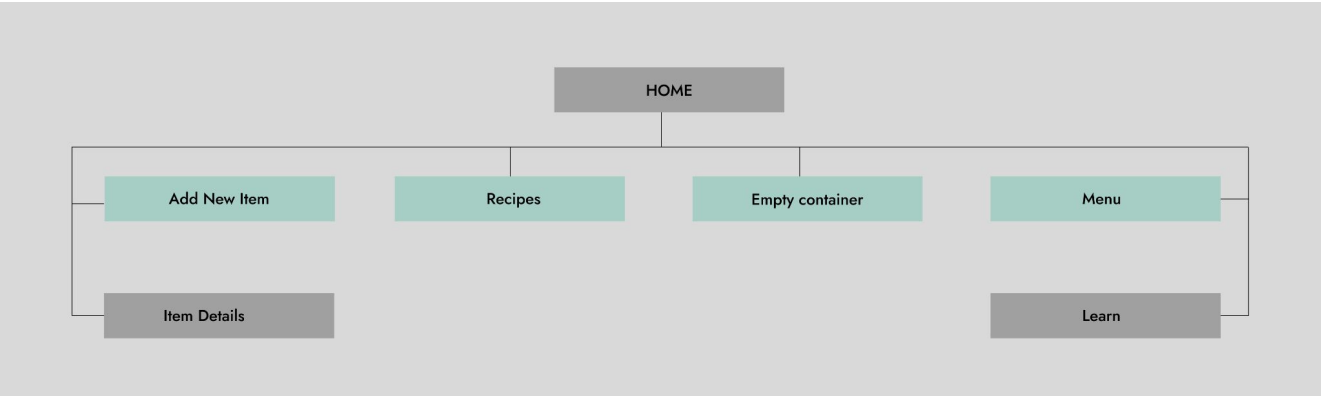
Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

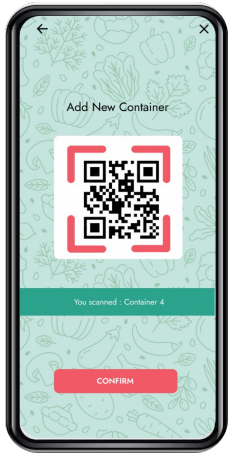
Sitemap

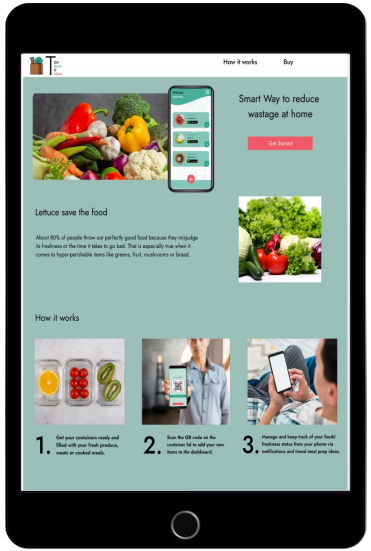
With the app designs completed, I started work on designing the responsive website. I used the Too Good To Waste sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

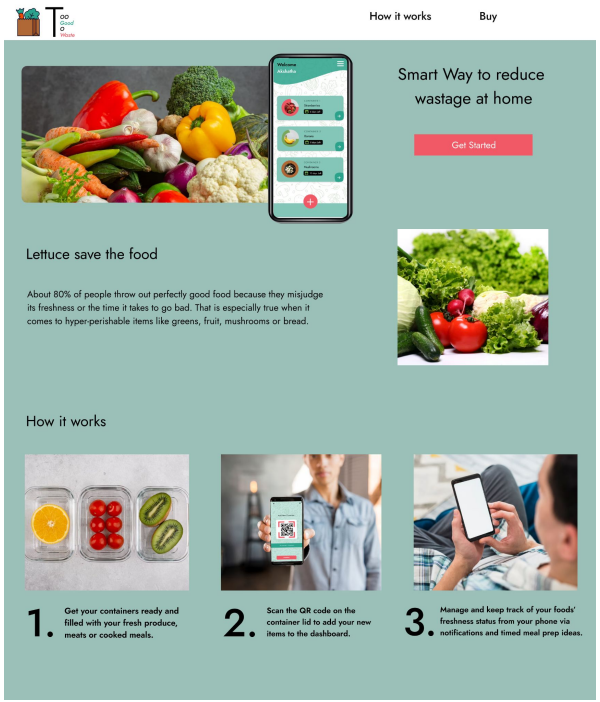


Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.







Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Eliminated the need for user to open the container and perform visual smell test to check the freshness, provided a easy way to track food kept in fridge

What I learned:

Even thought the problem I was trying to solve was a big one with every iteration we would get closer towards the end of goal making users work easier one step at a time.

Next steps

1

Prioritize and revisit user-suggested iterations:

- Data-driven impact stats
- Customizing reminders
- Streamlining container setup

2

Consider gamification and rewarding users for sustained food waste reduction

3

Insert a few sentences summarizing the next steps you would take with this project and why.

Let’s connect!

Thank you for your time reviewing my work on the **Too Good To Waste** App! If you’d like to see more or would like to get in touch, my contact information is provided below.

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