

# FLAVR

## Connecting hungry students with food

Andrew Luo: design/development

Ben Ulmer: documentation/development

Alex Engel: user testing/development

Onkur Sen: manager/development

Concept Video Link: <https://vimeo.com/109211821>

### Problem and Solution Overview

The words "free food" have long been bait to attract students to countless events and gatherings across college campuses because they provide a place for students to socialize with other students and visitors over a meal. However, despite some events advertising free food, they are often met with an unenthusiastic turnout, spawning a host of problems ranging from food waste to unnecessarily hungry students. Flavr remedies these problems by connecting students to those who have extra food in real time through a more extensive food distribution network. This network makes it quick and easy for providers to advertise leftover food to the students on campus who are seeking food.

### Originally Proposed User Interface Ideas

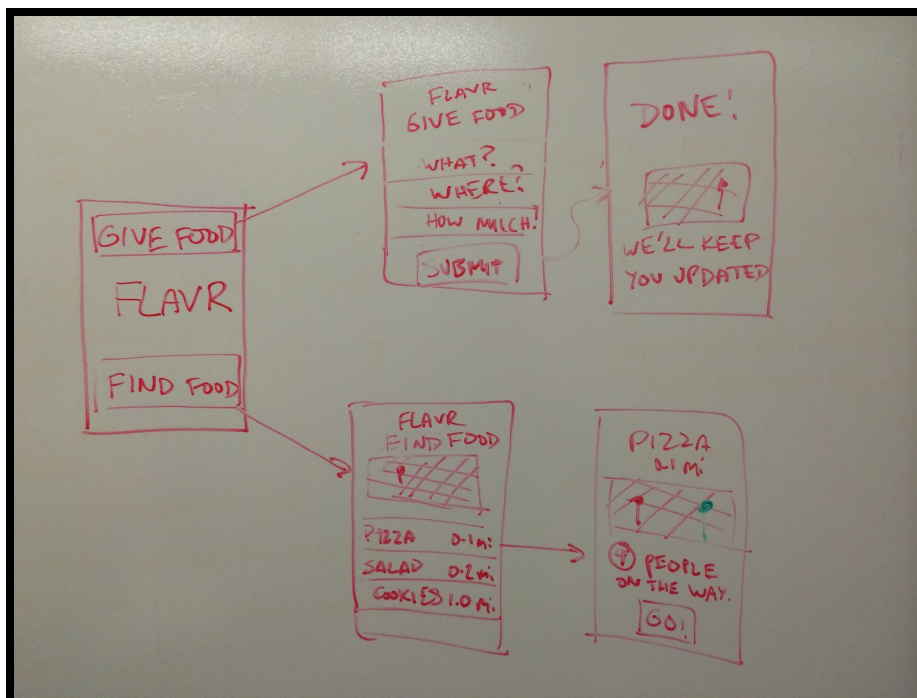


Figure One: Simple map interface

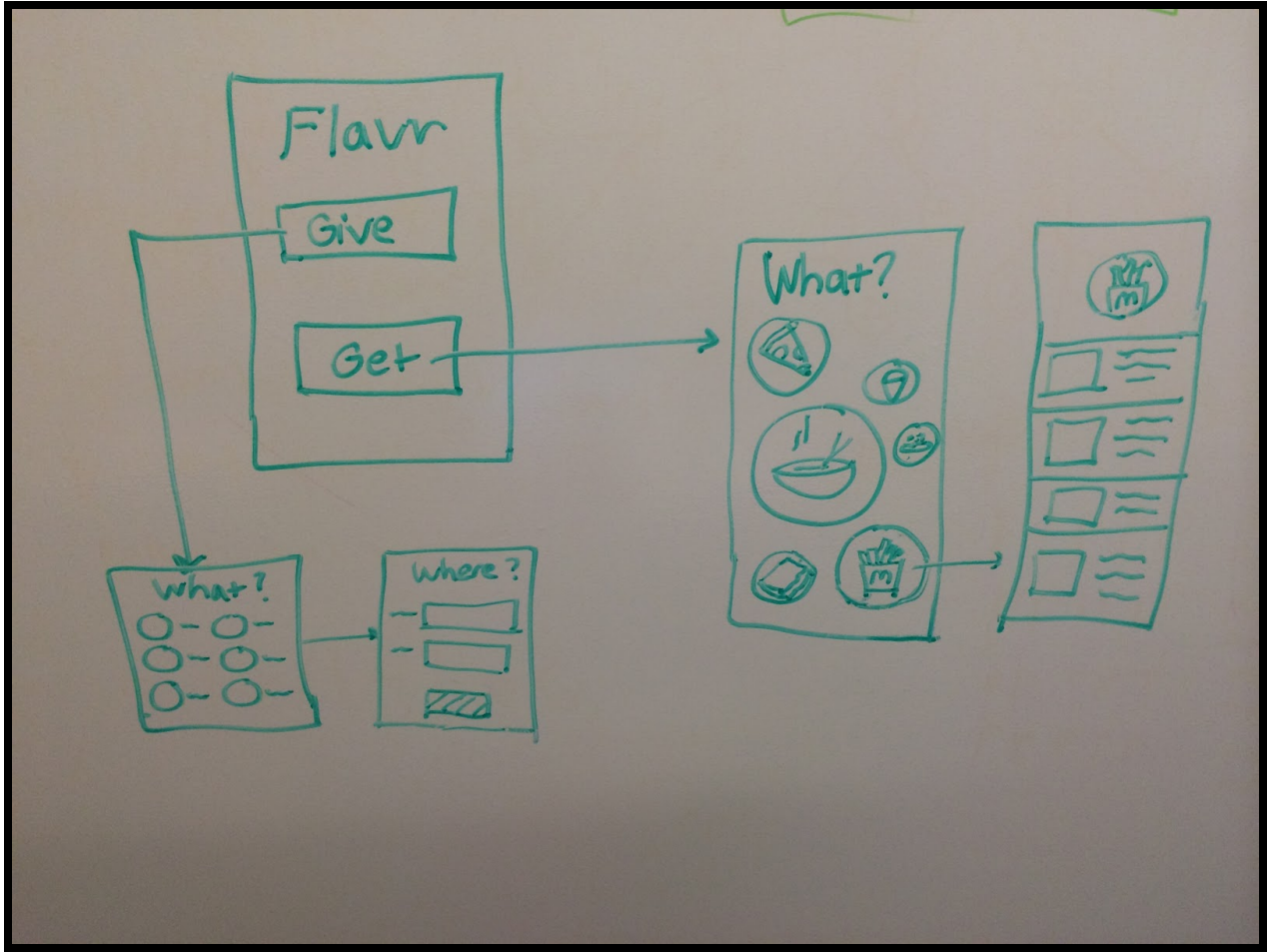


Figure Two: Easy to understand graphically based interface

# The Chosen User Interface

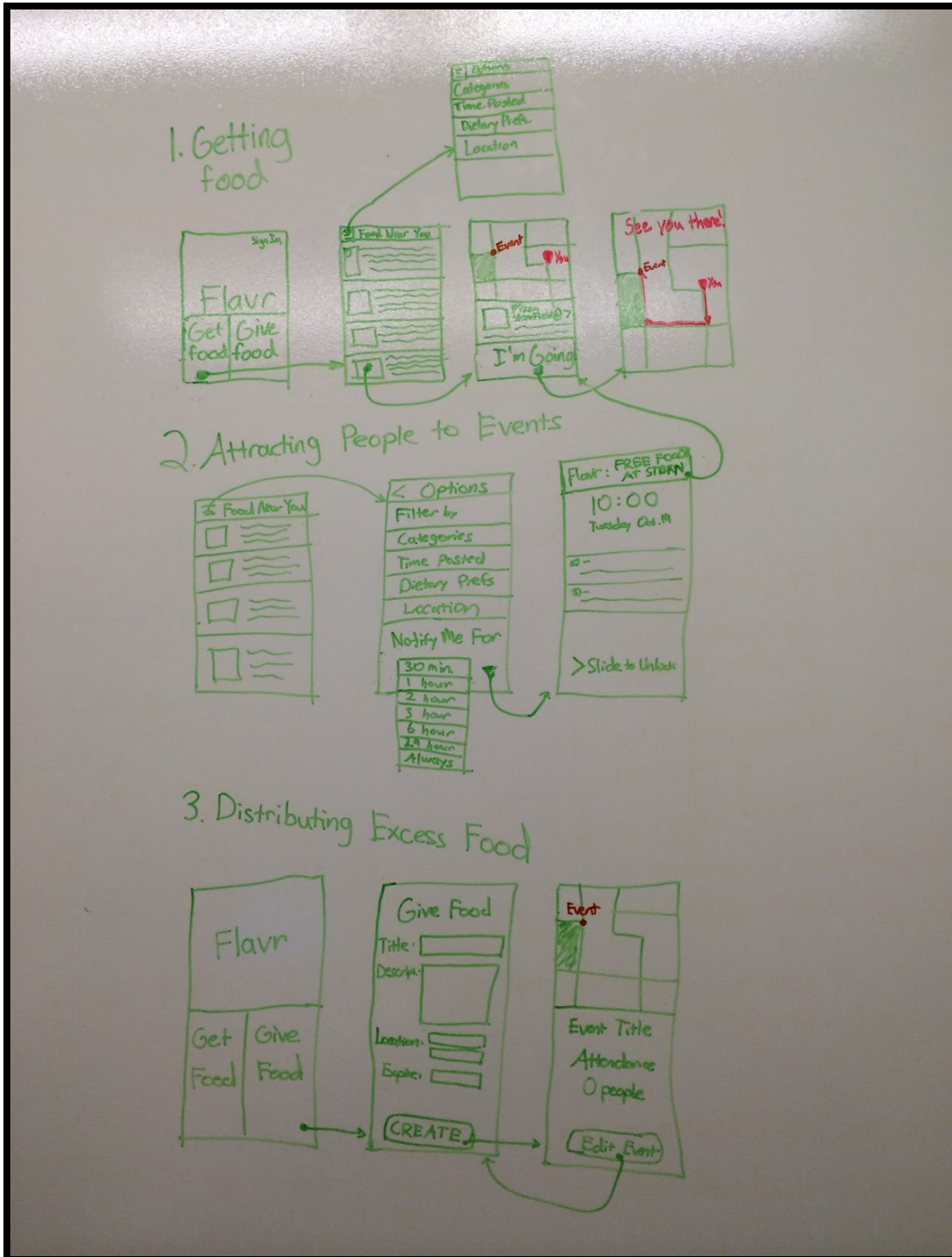


Figure 3: Full UI

The user interface that we ended up choosing was a fusion of a few ideas that our group members generated. After designing one UI which was more in depth and included information on geolocation and specifics of delivery (see Figure 1), and another UI which was more minimalist and intuitive (see Figure 2), we decided several design choices needed to be incorporated into the app. The first and most obvious choice was the simple, quick design for the main screen. In our quick sketch, the title screen includes the name “Flavr” and two buttons that providers and consumers use to begin connecting with each other. This design ensures that new users will understand what their first step will be and can easily be made to look smooth and contemporary.

After a user presses a button, the interface smoothly glides into either a list of food postings for consumers or an easy, self-explanatory form for providers to fill out to advertise their wares. This design choice gives both sides of the network the ability to access the primary functions of the app in only one click. Speed is essential in a campus-based app. If users do not get what they need at near instantaneous speeds, then the idea will be a bust. We also did not want consumers or providers to have to shuffle through endless menus in order to achieve their desired outcome.

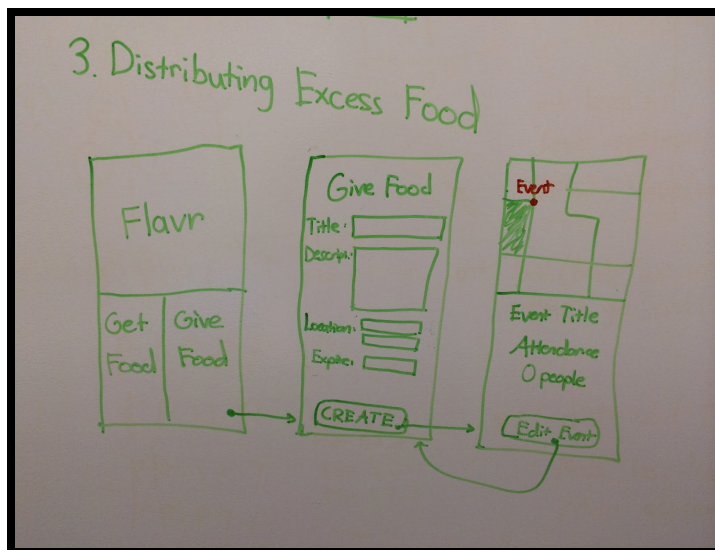
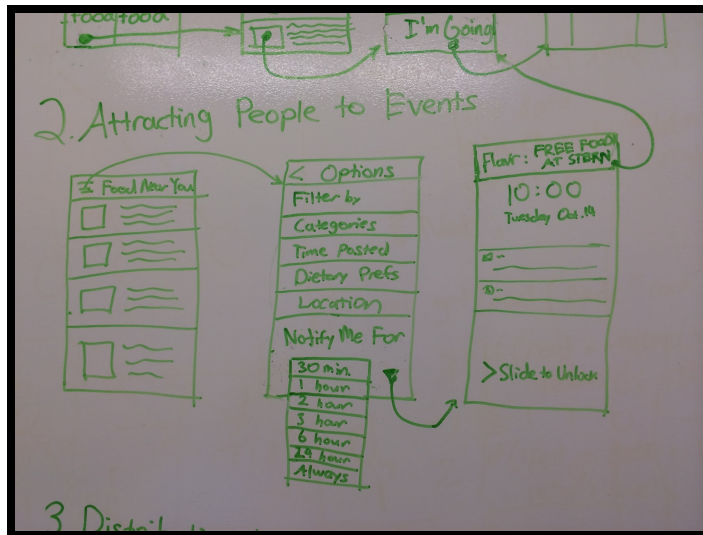
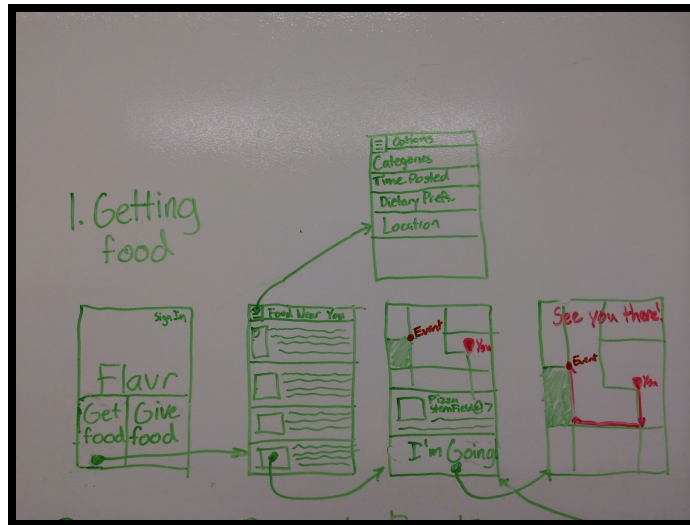
On the provider’s end, when the process of filling in event information is finished, so are they. Their posting is pinned onto a map and they will receive a notification when people decide to come to their event. On the consumer’s end however, there are two options. When the consumer reaches the list of postings, they can either pick a posting and RSVP to get the location or ask Flavr to notify them when an event matches some given criteria. This type of interface serves several purposes. First of all, if the consumer sees no items of interest on the first page, then they can choose to have the app remind them if one appears nearby in the future. Furthermore, people may not be looking for food immediately but would want to know what’s out there if they decide to eat later. When a consumer finally selects a posting, they must RSVP to get the full location. All this does is put add one to the attendance count for that posting. This adds a somewhat social aspect to Flavr, as students can see if others are attending and are “forced” to say they are attending in order to attract others.

Overall, our design is made to be streamlined, quick, and effective. By allowing providers to share their excess food and consumers to find this food in seconds, Flavr will vastly outperform competitors on campus such as FreeFoodStanford. The social aspect and convenient notifications will keep customers satisfied and happy.

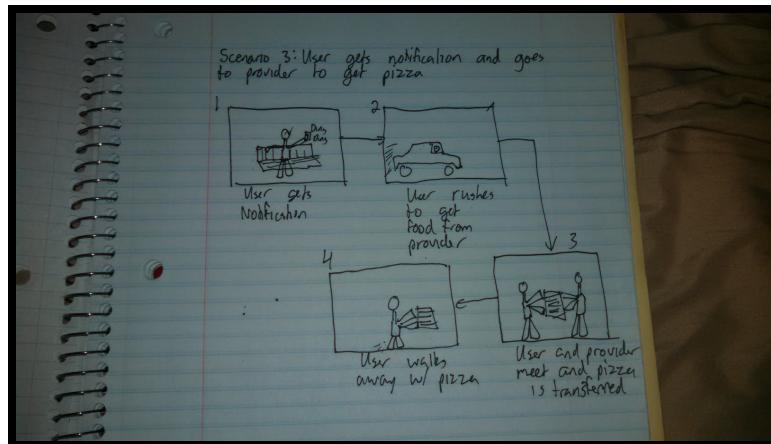
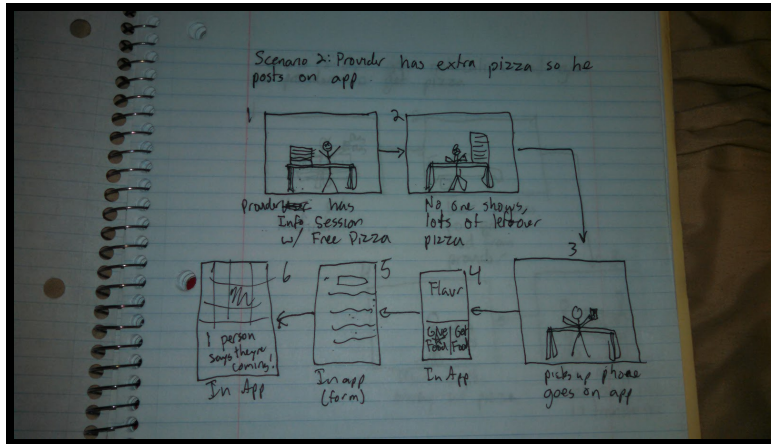
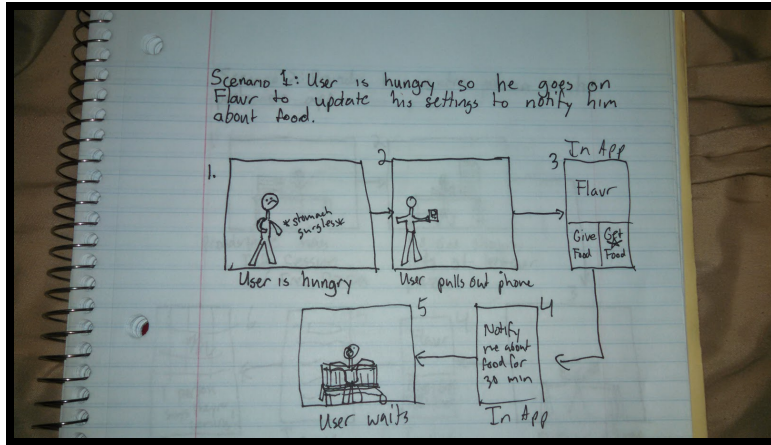
## Functionality Summary Table

Function	How the task is performed	Why the task is important
Helping students find food	<ol style="list-style-type: none"> <li>1. User clicks "Get Food"</li> <li>2. User selects event from list of postings.</li> <li>3. User gets location of event</li> <li>4. User eats!</li> </ol>	As the primary function of Flavr, this function must be designed to be streamlined and informative to get students their food quickly.
Attracting people to events	<ol style="list-style-type: none"> <li>1. User clicks "Get Food"</li> <li>2. User selects menu button in upper left</li> <li>3. User sets preferences for notifications</li> <li>4. User gets notified when an attractive food event is updated nearby</li> <li>5. User eats!</li> </ol>	This function is added to further convenience the user. This ensures that Flavr can be used preemptively when looking for food and will keep customers satisfied and in the loop.
Sustainably distributing excess food	<ol style="list-style-type: none"> <li>1. Provider clicks "Give Food"</li> <li>2. Provider fills out form with the information for their event</li> <li>3. Provider clicks create and their event is placed</li> <li>4. Provider can update event as well as see how many people are coming</li> </ol>	This function is the start of the whole process. The other two cannot occur without it. As such, it must be designed to be easy enough to be a beneficial service to the provider.

# UI Scenario Storyboards



# Concept Video Scenario Storyboards



## Concept Video Shooting Process

Overall, the creation of the concept video went very smoothly. The first step of the process was to design a somewhat reasonable UI that we use to advance scenes easily in our video. This was done by combining the brain power of multiple group members and collectively deciding what design aspects were best. Although there were disagreements at times, none of them became too serious and all were resolved in a reasonable amount of time. To evolve our rough sketches into something a little more polished took about 2 hours. The next step was to storyboard our video. We needed a video that would depict all three main functions of the app and almost immediately, we came to a group decision to simply show how both providers and consumers would use the app in their daily lives. This usage was something we had already talked about and decided would be easy to adapt into film. Since we already had discussed this previously, this step was the quickest and only took about 45 minutes.

The next step in the process was to actually shoot the video. This took place on an afternoon when all four group members were free. The shooting went smoothly because we had a storyline planned out already and surprisingly we were able to finish all the filming in about 2 hours. The final step in the process was to edit the video and parse the different segments into a final product. Although this process had limited time to be done, several group members were able to work together the next day and put together a great project in about 3 hours. In all, the process of creating a concept video was a great learning experience and was a good way to brainstorm new ideas using the full creative power of a team.